



Ipsos MORI
Social Research Institute

HS2

February 2018

HS2 Q1 2018 Survey

Report



1 Summary of findings

This section provides a short summary of findings from a survey undertaken by Ipsos MORI on behalf of HS2 Ltd. during Quarter 1, 2018. The survey is part of a programme of consumer opinion research, and involved interviews with 1,000 British adults. Fieldwork was undertaken by telephone between 15th and 24th January 2018.

The data collected has been weighted by gender, age, working status, social grade and region at the analysis stage to match the known population profile. Full data tables are available under separate cover.

Key findings from the Q1 2018 survey are as follows:

- Seven in ten (72%) say they had heard of High Speed Two or HS2 before the interview; three in ten (28%) had not.
- Of those who report having heard of HS2, a majority say they know 'not very much' or 'nothing at all' about it; 58% compared to the 41% combined who know either 'a great deal' or 'a fair amount'.
- Having been given a basic description of HS2, a higher proportion of people say they support it (34%) than oppose it (23%). A quarter say they either *strongly* support HS2 (14%) or *strongly* oppose it (10%); however, the most common response is 'No views either way', given by 41%.
- Three in five (62%) say they are definitely decided in their view on HS2; 35% may still change their mind.
- Almost two in five (38%) think that 'overall, the costs will be greater than the benefits', although a slightly higher proportion (42%) are of the view that *either* the benefits will be greater than the costs (18%) or that they will be about the same (24%).
- Those who believe the costs and benefits will be about the same were subsequently asked whether, in their view, this would represent value for money, or not – three in five (60%) believe that this outcome would represent value for money.
- Two in five (42%) say they are interested in HS2 generally compared to almost three in five (57%) who are not.
- While most people think that HS2 will make no difference (either positively or negatively) to them personally or to their local area – 68% and 60% respectively – opinion across Britain is positive about the difference the line would make to London, the Midlands and the North of England (69%, 71% and 65% respectively). Over half think HS2 will make a positive difference to the British Economy (56%), while two thirds think it would have a positive impact on Britain as a place to do business (65%).
- The public agree rather than disagree that 'the construction of HS2 will directly create jobs for British people' (by 77% to 12%) and that it will create economic growth by making it easier to travel between our cities (69% vs. 19%). Almost three in five *disagree* that HS2 is only likely to benefit those in London and the South East (56%).
- Four in five think it is likely that 'HS2 will be built' (80% vs. 14% who think it is unlikely); however, the majority think it is unlikely that 'HS2 will be ready on time' (82% vs. 13% likely) or that 'HS2 will be delivered to the current budget' (86% vs. 9% likely). Three in five believe it is likely that Britain will look back on HS2 as worthwhile (59%).

2 Topline data

- On behalf of HS2 Ltd., Ipsos MORI conducted 1,000 interviews with British adults aged 18+ by telephone.
- Fieldwork took place between 15th and 24th January 2018.
- Data are weighted by gender, age, work status, social grade and region to reflect the GB adult population.
- Results are based on all respondents unless otherwise specified.
- The base size is indicated when a question was not asked of all respondents.
- An asterisk (*) indicates a figure smaller than 0.5% but greater than 0.
- A '-' indicates a figure of 0.
- Where percentages do not sum to 100, this is due to computer rounding, multiple responses or the exclusion of 'don't know' categories.
- Please note that where combinations are described (e.g. the percentage agreeing with a statement) these reflect the combined raw numbers, and so may not be the same as the sum of the individual figures ('strongly agree' plus 'tend to agree') shown in the topline below.

Good morning/afternoon/evening. My name is and I'm calling from Ipsos MORI, the research organisation, and we are carrying out a survey about transport and travel in the UK. Could you help by running through some questions at the moment, please?

I would like to assure you that all the information we collect will be kept in the strictest confidence, and used for research purposes only. It will not be possible to identify any particular individual in the results. The interview will be carried out according to the MRS Code of Conduct.

Q1.-Q3. (Gender, Age, Working Status) ASKED AS QUOTA QUESTIONS

Q4. **Can I check, before this interview, had you heard of HS2, or not? By HS2 we mean High Speed Two.**

	%
Yes, had heard of	72
No, had not heard of	28
Don't know/not sure	*

Q5. **In general, how much, if anything would you say you know about HS2? Would you say you know...**

Base: All who have heard of HS2 (748)

	%
A great deal	3
A fair amount	39
Not very much	55
Nothing at all	4
Don't know	*
A great deal/fair amount	41
Not very much/nothing at all	58

As you may know, High Speed Two (or HS2) is a project that is building a High Speed Railway line linking London, Birmingham, Leeds and Manchester.

Q6. **Overall, to what extent do you personally support or oppose HS2, or do you have no views either way?**

	%
Strongly support	14
Tend to support	20
No views either way	41
Tend to oppose	12
Strongly oppose	10
Don't know	2
Support	34
Oppose	23

Q7. **Have you definitely decided that this is your view on HS2, or is there a chance you may change your mind?**

Base : All who express an opinion on HS2 (981)

	%
Definitely decided	62
May change my mind	35
Don't know	3

Q8a. **You said that you support HS2. Can you please tell me your reasons for this? What else?**

Base: All who support HS2 (336)

	%
Travel will be faster / easier / better links to / from other areas / easier commute to work	58
Improves connection / links / travel between cities / across the country / connects families / friends	30
Economic benefits / development / businesses will benefit / jobs will be created	24
Better for the north-south divide / improved links to the north / south / north will benefit	19
It's good progress / forward-thinking / it's needed / modernisation / infrastructure is required	16
Will improve congestion / less cars on the road / car pollution	13
HS2 will improve efficiency / effectiveness / reliability / passenger experience / make commuters' lives easier / better or more services / ease congestion on the railways	11
Will reduce overcrowding on trains	5
High speed rail links have benefited other countries / need to keep up with other countries	4
Brexit makes it necessary	1
Other	22
Don't know	*

Q8b. **You said that you have no views either way about HS2. Can you please tell me your reasons for this? What else?**

Base: All with no views either way about HS2 (394)

Positive statements	%
Economic benefits / development / businesses will benefit / jobs will be created	2
Travel will be faster / easier / better links to / from other areas / easier commute to work	2
Improves connection / links / travel between cities / across the country / connects families / friends	1
Better for the north-south divide / improved links to the north / south / north will benefit	*
It's good progress / forward-thinking / it's needed / modernisation / infrastructure is required	*
Will improve congestion / less cars on the road / car pollution	*
Brexit makes it necessary	-
Will reduce overcrowding on trains	-
HS2 will improve efficiency / effectiveness / reliability / passenger experience / make commuters' lives easier / better or more services / ease congestion on the railways	-
High speed rail links have benefited other countries / need to keep up with other countries	-
Neutral statements	
Doesn't affect me / us / the area that I live in / not close by	36
I don't travel / use public transport often / won't use HS2 / would rather drive	26
I've never heard about it / don't know much / enough about it / I don't have enough information	21
No strong opinion / no reason / not interested / not thought about it	11
HS2 has pros and cons / can't decide	2
Negative statements	
Costs are / potentially will be too high - for commuters / construction / development / the taxpayer	7
Countryside / rural beauty will be destroyed / negative impact on the environment / wildlife	2
HS2 is not in the entire nation's interest / won't benefit me / my area / no advantage	2
Existing lines / infrastructure / networks should be improved instead / made better use of	1
Speed / reduction in travel times isn't significant / not enough to make it worthwhile	1
It's not needed / the railways are ok as they are	1
HS2 (including building phase) will cause disruption / to transport services / areas / people's lives	*
It's something that only politicians want / it's a vanity project	-
It's only for business people / rich people / not for everyone	-
The technology will already be outdated by the time it's built	-
Other	18
Don't know	5

Q8c. **You said that you oppose HS2. Can you please tell me your reasons for this? What else?**

Base: All who oppose HS2 (251)

	%
Costs are / potentially will be too high - for commuters / construction / development / the taxpayer	59
Countryside / rural beauty will be destroyed / negative impact on the environment / wildlife	34
Existing lines / infrastructure / networks should be improved instead / made better use of	17
Speed / reduction in travel times isn't significant / not enough to make it worthwhile	17
It's not needed / the railways are ok as they are	17
HS2 is not in the entire nation's interest / won't benefit me / my area / no advantage	16
HS2 (including building phase) will cause disruption / to transport services / areas / people's lives	7
It's only for business people / rich people / not for everyone	5
The technology will already be outdated by the time it's built	4
It's something that only politicians want / it's a vanity project	2
Other	30
Don't know	1

Q9. **Overall, do you think the costs of building HS2 will be greater than the benefits, the benefits will be greater than the costs, or do you think the costs and benefits will be about the same?**

	%
Overall, the costs will be greater than the benefits	38
Overall, the benefits will be greater than the costs	18
The costs and benefits will be about the same	24
Don't know	20

Q10. **You said that you thought that the costs and the benefits of building HS2 will be about the same. If this were the case, do you think HS2 would represent value for money or not?**

Base: All who think the costs and the benefits of HS2 will be about the same (224)

	%
Would be value for money	60
Would NOT be value for money	22
Don't know	19

Q11. **In general, how interested are you in HS2, or High Speed Two? Would you say you are...?**

	%
Very interested	7
Fairly interested	35
Not very interested	37
Not at all interested	20
Don't know	1
Interested	42
Not interested	57

Q12. **Still thinking about HS2, or High Speed Two, do you think it will make a positive or negative difference to each of the following?**

	Very positive difference %	Positive difference %	No difference %	Negative difference %	Very negative difference %	Don't know %	Positive difference (net) %	Negative difference (net) %
a) You personally	2	19	68	5	5	1	21	10
b) Your local area	4	21	60	7	4	4	25	11
c) London	18	50	20	3	2	7	69	5
d) The Midlands	18	52	12	6	1	10	71	8
e) The North of England	18	47	17	7	2	9	65	8
f) [RESPONDENT REGION]	9	36	38	8	3	6	45	11
g) The British economy	10	46	22	8	2	12	56	10
h) Britain as a place to do business	14	51	22	4	1	7	65	6

Q13. I am going to read out a number of statements some people have made about HS2. For each one, please tell me the extent to which you agree or disagree, or if you neither agree nor disagree?

	Strongly agree %	Tend to agree %	Neither agree nor disagree %	Tend to disagree %	Strongly disagree %	Don't know %	Agree %	Disagree %
a) HS2 will cause too much damage to the countryside	25	25	14	21	9	6	50	30
b) Britain can't afford to spend money on a High Speed Railway line right now	26	24	9	21	15	5	50	36
c) HS2 is only likely to benefit those in London and the South East	12	20	8	36	20	4	32	56
d) The construction of HS2 will directly create jobs for British people	32	45	8	7	5	3	77	12
e) By connecting our major cities together HS2 will help to rebalance the British economy by bridging the North-South divide	21	34	10	17	13	4	55	31
f) By making it easier to travel between our cities, HS2 will create jobs and growth	27	42	10	12	7	2	69	19
g) Our railways are nearly full to bursting now, so we need the extra services HS2 will run between our major cities	30	34	9	15	9	4	63	23
h) HS2 is only likely to benefit business travellers	15	28	9	29	15	3	44	44
i) It is right we spend money on HS2 to help Britain compete with other countries in the future	23	33	10	17	14	3	57	31

Q14. How likely or unlikely do you think it is that the following will happen?

	Certain to happen %	Very likely to happen %	Fairly likely to happen %	Fairly unlikely to happen %	Very unlikely to happen %	Certain NOT to happen %	Don't know %	Likely %	Unlikely %
a) HS2 will be built	13	24	44	9	4	1	6	80	14
b) HS2 will be ready on time	1	3	10	32	36	14	4	13	82
c) HS2 will be delivered to the current budget	1	3	6	27	39	20	4	9	86
d) In the future, Britain will look back at HS2 and think it was worth it	8	17	34	14	12	6	9	59	32
e) HS2 will be a worldclass railway	6	15	34	18	10	4	12	55	33

Q15. Compared to current ticket prices for journeys between London, Birmingham, Leeds and Manchester, would you expect HS2 train tickets to be...?

	%
A lot more expensive	38
A little more expensive	32
About the same	18
A little cheaper	7
A lot cheaper	3
Don't know	3
More expensive	69
Cheaper	10

Q16. I am now going to read out a list of ways in which HS2 could be judged a success by people in the years after it has been built. Which ONE or TWO of these, if any, do you personally think should be the MOST important way of judging the success of HS2?

	%
HS2 boosts the economy and creates jobs	46
HS2 helps rebalance the economy and bridges the North-South divide	39
HS2 reduces over-crowding on Britain's railways	26
HS2 is used by lots of people	21
HS2 is delivered on time and on budget	11
Something else	3
They are all important	2
None of these/don't think HS2 should go ahead/will happen	5
Don't know	3

Q17. **Before today, do you recall seeing or hearing anything about HS2 in the past month, or not? This might have been facts, or arguments for or against. It might have been in the media or from family and friends, or somewhere else.**

Base: All who have heard of HS2 (748)

	%
Yes	56
No	43
Don't know	*

Q18. **Where did you see or hear about HS2? Anywhere else?**

Base: All who have heard of HS2 and recall seeing or hearing something about it in the past month (429)

	%
Television – national news	55
Newspapers – national	23
Radio – national station	18
Television – local news	15
On the internet / websites	13
Discussions with friends/family	10
Newspapers – local	8
Social media	4
Television – other programme	3
Radio – local station	2
Other	12
Don't know/can't remember	2
Television	62
Radio	19
Newspaper	28
Online	16

Q19. **Nowadays, how often, if at all, do you travel long-distance by train to another city or part of the country for work, a holiday, a day out or for any other reason? Long distance means a journey of at least an hour. Do you do this...**

	%
5 or more days a week	1
1-4 days a week	2
Less often than once a week but at least once a month	17
Less often than once a month but at least once a year	37
Less than once a year	19
Never	23
Don't know	1
At least once a week	4
At least once a month	21
At least once a year	57

Q20. **And is any of this long distance travel for business purposes or reasons to do with your job?**

Base: All who travel long distance by train at least once a month (196)

	%
Yes, all / some for business purposes	46
No, none for business purposes	54
Don't know	-

Q1. **Gender**

	Weighted	Unweighted
	%	%
Male	49	45
Female	51	55

Q2. **Age**

	Weighted	Unweighted
	%	%
18-24	9	6
25-34	20	14
35-44	12	12
45-54	23	21
55-59	6	8
60-64	6	8
65-69	7	9
70+	17	21
Refused	1	1
18-34	28	20
35-54	35	33
55+	35	46

Q3. **Working status**

	Weighted	Unweighted
	%	%
Working full-time as an employee or self-employed (30+ hrs)	44	42
Working part-time as an employee or self-employed (9-29 hrs)	13	14
Full-time education at school/college/university	3	2
On a government supported training programme	*	*
Unemployed and available for work	4	3
Permanently sick/disabled	2	1
Wholly retired from work	26	32
Looking after the home	4	3
Doing something else	3	2
Refused/don't know	1	1
Working	57	56
Not working	42	43

Q. **Region**

	Weighted	Unweighted
	%	%
East Midlands	7	6
East of England	9	10
London	13	13
North East	4	4
North West	11	10
South East	14	14
South West	9	8
West Midlands	9	9
Yorkshire & Humberside	9	9
Scotland	9	12
Wales	5	5

Q21. **Social grade**

	Weighted	Unweighted
	%	%
A	4	4
B	18	21
C1	30	32
C2	23	20
D	11	8
E	10	10
Don't know/Unable to code	2	2
Prefer not to say	3	3
ABC1	52	57
C2DE	44	38

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About Ipsos MORI's Social Research Institute

The Social Research Institute works closely with national governments, local public services and the not-for-profit sector. Its c.200 research staff focus on public service and policy issues. Each has expertise in a particular part of the public sector, ensuring we have a detailed understanding of specific sectors and policy challenges. This, combined with our methods and communications expertise, helps ensure that our research makes a difference for decision makers and communities.