

Key findings

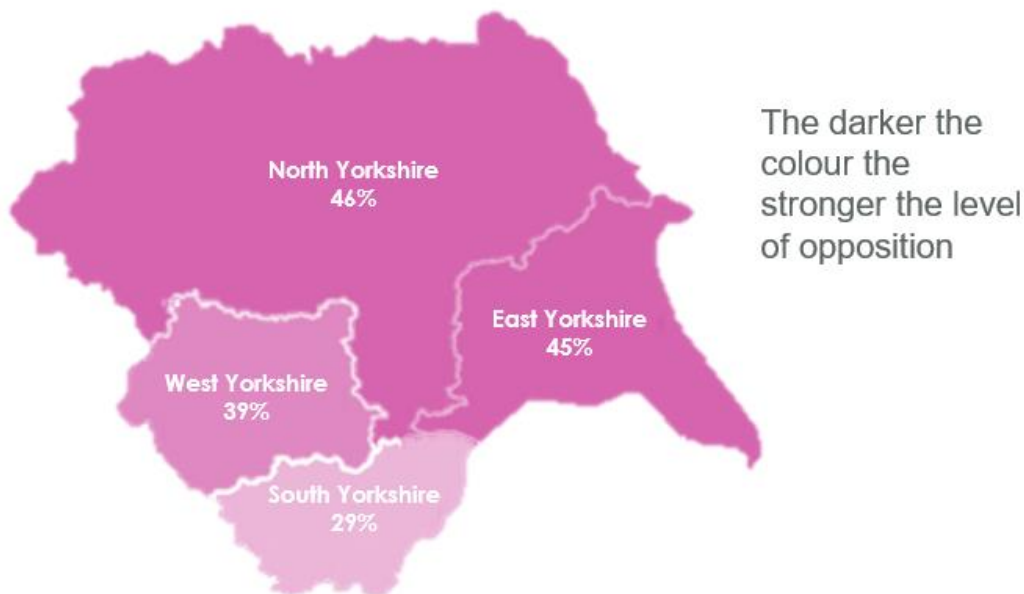
More Yorkshire residents oppose than support the decision to cut the Eastern leg of HS2

Our survey showed nearly four-fifth (78%) are aware of the government's announcement on the cancellation of the Eastern Leg of HS2 between the East Midlands and Yorkshire. Just 22% said they were not aware of the announcement.

Awareness is highest among those aged over 65 (92%) and lower among those aged 18-24 (66%).

When it comes to the policy itself, nearly four in ten (38%) say they oppose the cancellation, compared to just a quarter (25%) who support it. Just over a quarter (27%) say they neither support or oppose the decision.

Opposition to cutting the Eastern Leg of HS2 – by area

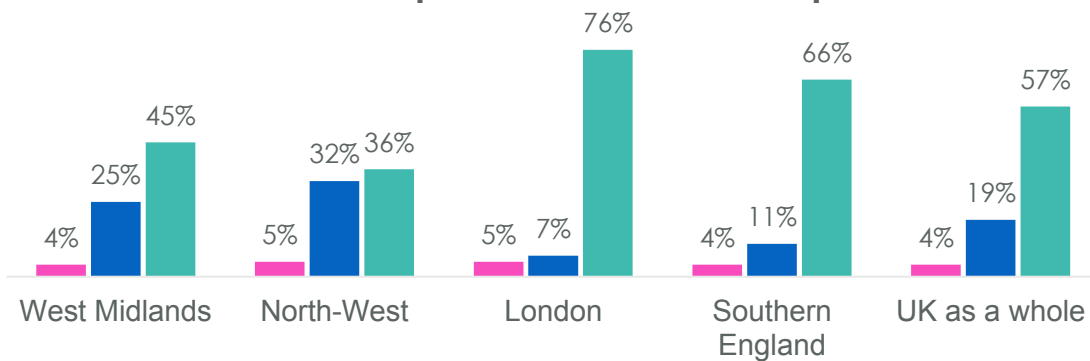


Respondents from Southern Yorkshire were less likely to oppose its cancellation (29%) compared to those Northern (46%) and Eastern (45%) areas.

Yorkshire residents do not feel their region receives adequate transport investment

Residents of Yorkshire do not feel like their region receives adequate transport investment in comparison to the rest of the UK, with just 23% saying Yorkshire receives its fair share of investment compared to the UK as a whole.

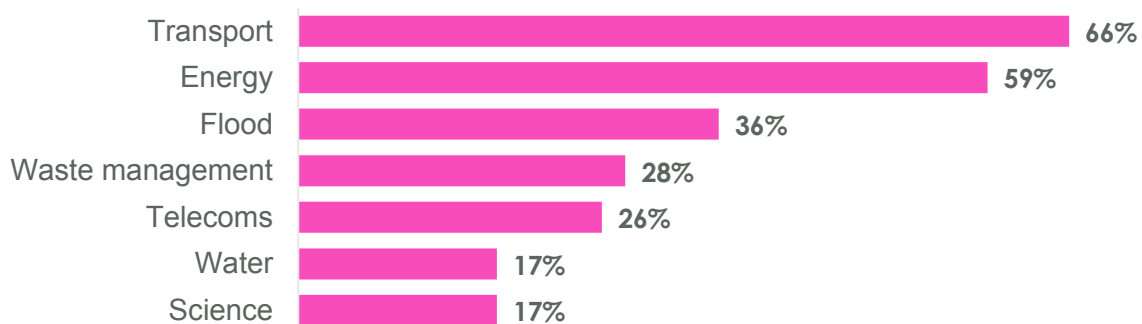
Do you think Yorkshire gets more or less than its fair share of transport investment compared to...



■ Gets more than its fair share ■ About its fair share ■ Less than its fair share

Three-quarters (76%) think they receive less than their fair share compared to London, two-thirds (66%) in comparison to Southern England and 57% compared to the UK as a whole. Focusing on London specifically, 62% of those aged 18-34 said Yorkshire receives less than its fair share of transport investment compared to London, rising to 85% of those 65+.

What areas of infrastructure should be prioritised when 'levelling-up' Yorkshire?



Over 9 in 10 (92%) say that transport is important to improving the economy and prosperity of Yorkshire. Further emphasising its importance, when asked what 3 areas of infrastructure should be prioritised in the 'levelling-up' of Yorkshire, transport was most popular with two-thirds (66%) choosing this option. This is followed by energy (59%), flood management (36%), waste management (28%) and telecoms (26%).

Yorkshire is losing faith in the government's levelling up agenda

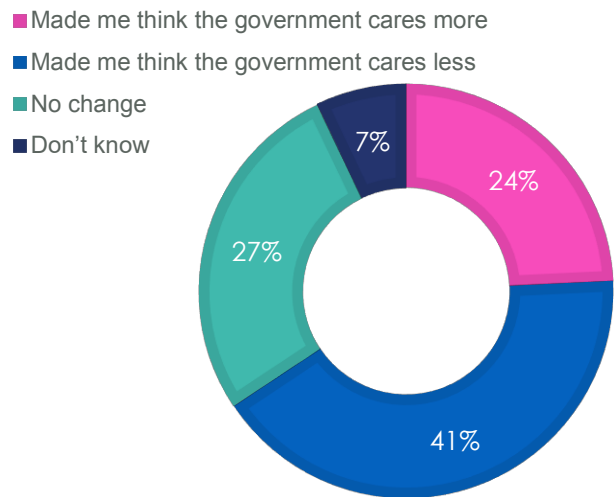
The decision to cancel the Eastern Leg of HS2 is also politically important, with two-fifths (41%) saying it has made them think the government cares less about levelling up. This compared to just a quarter (24%) who say the cancellation has led them to think the government cares more about levelling up. A further quarter (27%) saying it hasn't changed their opinion either way.

When it comes to the Conservative party more specifically, just 7% say it has made them look on the party more favourably compared to 30% who say the decision has made them look on the party less favourably.

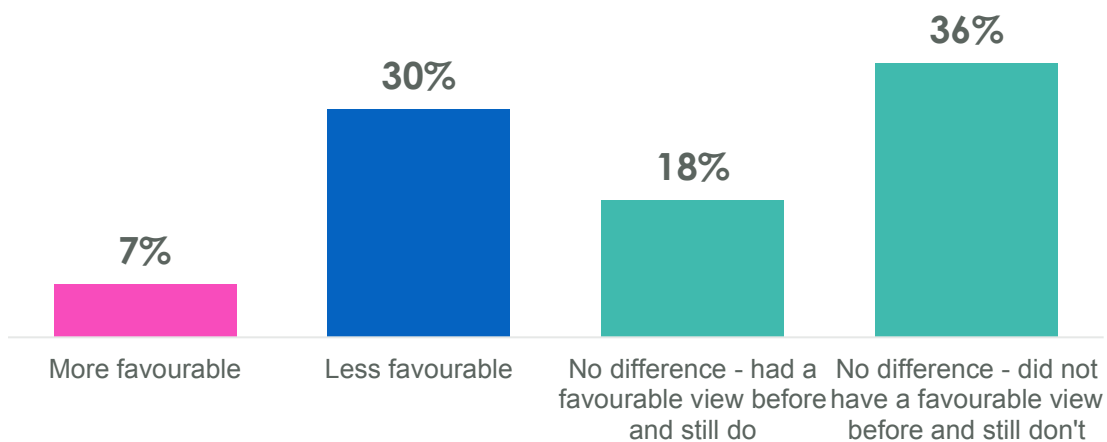
Over half (55%) say that is has not changed their view on the party either way.

Men (34%) are slightly more likely than women (27%) to say that the decision has made them feel less favourably towards the Conservative party. Younger people are also more likely to say the decision has negatively impacted their view. Over a third (35%) of those aged 18-24 say it has made them feel less favourable towards the Tories, compared to 25% of those aged over 65.

How has the decision changed your view on the government's "levelling up" agenda



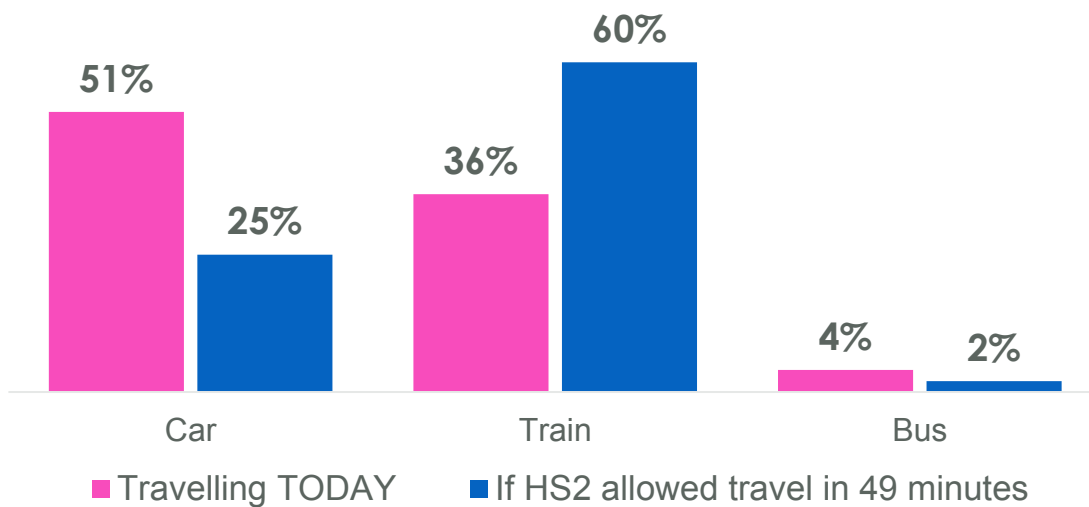
Favourability toward Conservative party after HS2 cancellation



More people say they would travel by train if the journeys were quicker

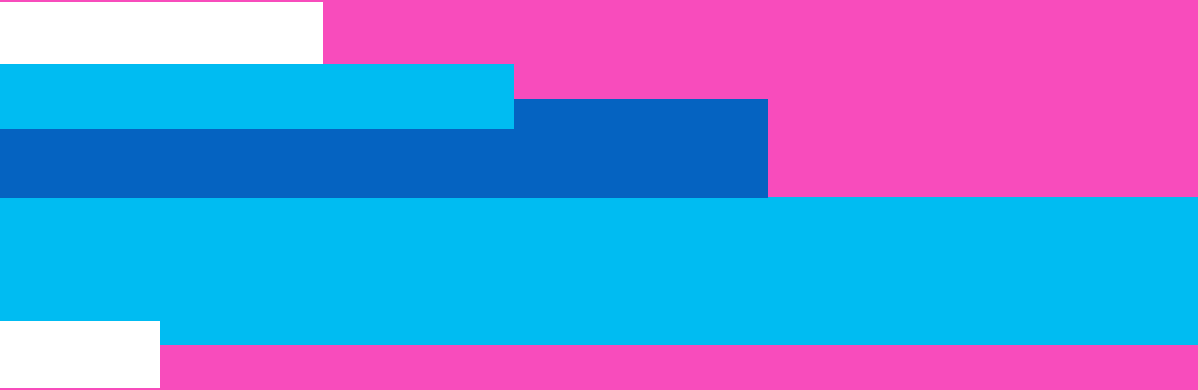
If people were travelling from Yorkshire to Birmingham today, a majority (51%) say they would make the journey by car. This compares to just 36% who would take the train and 4% who would take a bus.

If you were travelling from Leeds to Birmingham would you take...



However, people give a very different response if they are asked how they would travel if the new Eastern Leg of HS2 was built, and they could do the journey in just 49 minutes. A larger majority (60%) would then take the train, compared to just 25% who would travel by car. This is a 24% increase in the number of people who would travel by train.

Those from North Yorkshire (31% increase) and West Yorkshire (29%) are more likely to say the faster journey would make them travel by train instead. It makes less of a difference to the decisions of those who live in South (15% increase) and East (18%) Yorkshire.



OPINIUM is an award winning strategic insight agency built on the belief that in a world of uncertainty and complexity, success depends on the ability to stay on pulse of what people **think, feel** and **do**. Creative and inquisitive, we are passionate about empowering our clients to make the decisions that matter. We work with organisations to define and overcome strategic challenges – helping them to get to grips with the world in which their brands operate. We use the right approach and methodology to deliver robust insights, strategic counsel and targeted recommendations that generate change and positive outcomes.

www.opinium.com | research@opinium.com | 0207 566 3190



Opinium Research is a member of the British Polling Council and abides by its rules. Under these rules we are required, when requested, to make information available from survey results that have entered the public domain. These include, but are not limited to, the name of commissioning client, fieldwork dates, methodology, size and composition of sample, and data tables showing the text of the questions asked, the order in which they were asked and the answers given to them.