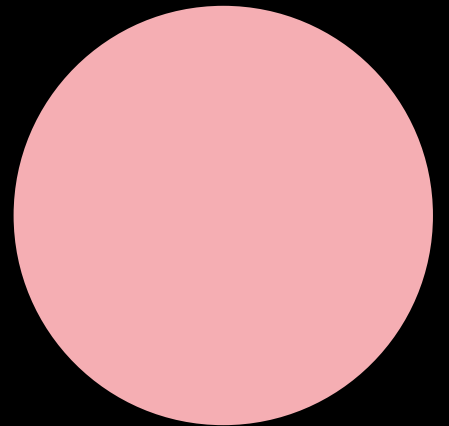
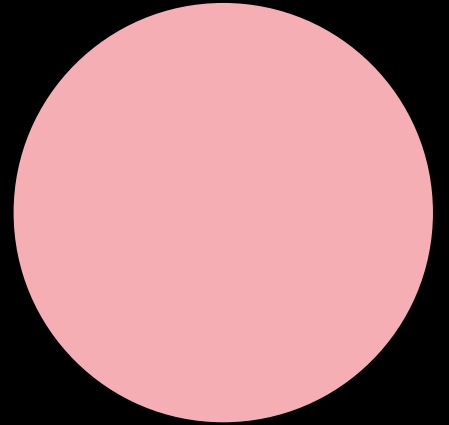




Main Report

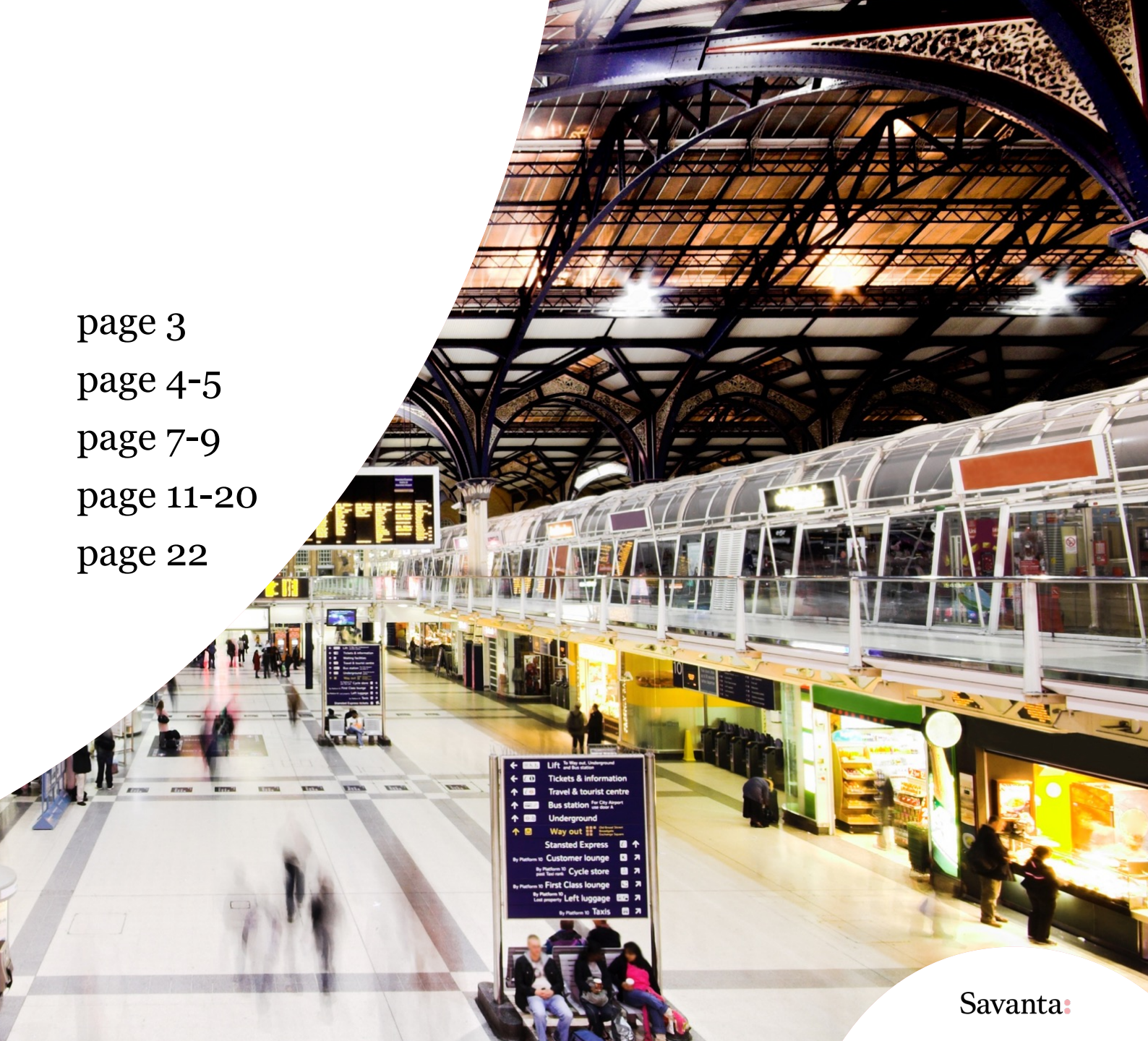
Fieldwork dates:

18th February – 10th March 2022



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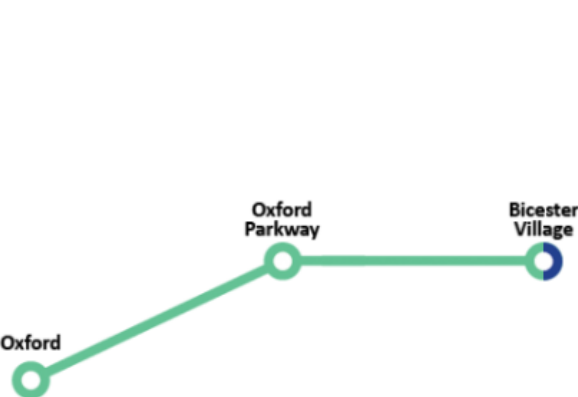
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BACKGROUND

The East West Rail project is a major project to establish a new rail link between Oxford and Cambridge to improve connections between East Anglia and Central, Southern and Western England.

Savanta was commissioned by East West Rail to conduct a survey using a representative sample of the area covering Oxford to Cambridge to understand what the public know/ feel about the project and East West Rail as a company.



OXFORD TO BICESTER

Western Section Phase 1



BICESTER TO BEDFORD

Western Section Phase 2



BEDFORD TO CAMBRIDGE

Central Section

Methodology (I)

Savanta conducted 1,000 interviews with individuals living within the East West Rail catchment area.

A mixed model survey including Computer Aided Telephone Interviews (CATI) and in street face-to-face interviews was conducted to achieve a robust mix of residents living within the overall area (including the core student populations in Oxford and Cambridge).



CATI = 700



F2F = 300

Face-to-Face shifts were conducted in Oxford, Cambridge, Milton Keynes/ Bletchley, Bedford, Sandy, Cambourne, Aylesbury and Bicester.

Methodology (II)

Fieldwork took place:



CATI = 18th February – 10th March 2022



F2F = 18th – 25th February 2022

Data has been weighted to match the age/ gender profile of the catchment area:

Gender: Male 49%, Female 51% Age: Under 45 40%, 45-64 35%, 65%+ 25%

SUMMARY



Headlines

71% said a new east-west public transport link is a good idea



58% felt a new public transport link would have a positive impact on the local area

55% felt positive about public transport connectivity in their area

52% thought that a new east-west public transport link will benefit them in the future

Summary (I)

- 71% thought that having a new east-west public transport link, which connects communities between Oxford, Bicester, Milton Keynes, Bedford and Cambridge is a good idea, with nearly a third (32%) saying that it's an *excellent idea*.
- Over half (58%) felt that the new east-west public transport link will have a positive impact on the local area.
- 55% of those who took part in this survey felt positive about public transport connectivity in their area.
- Over half (52%) thought that a new east-west public transport link will benefit them in the future.

Summary (II)

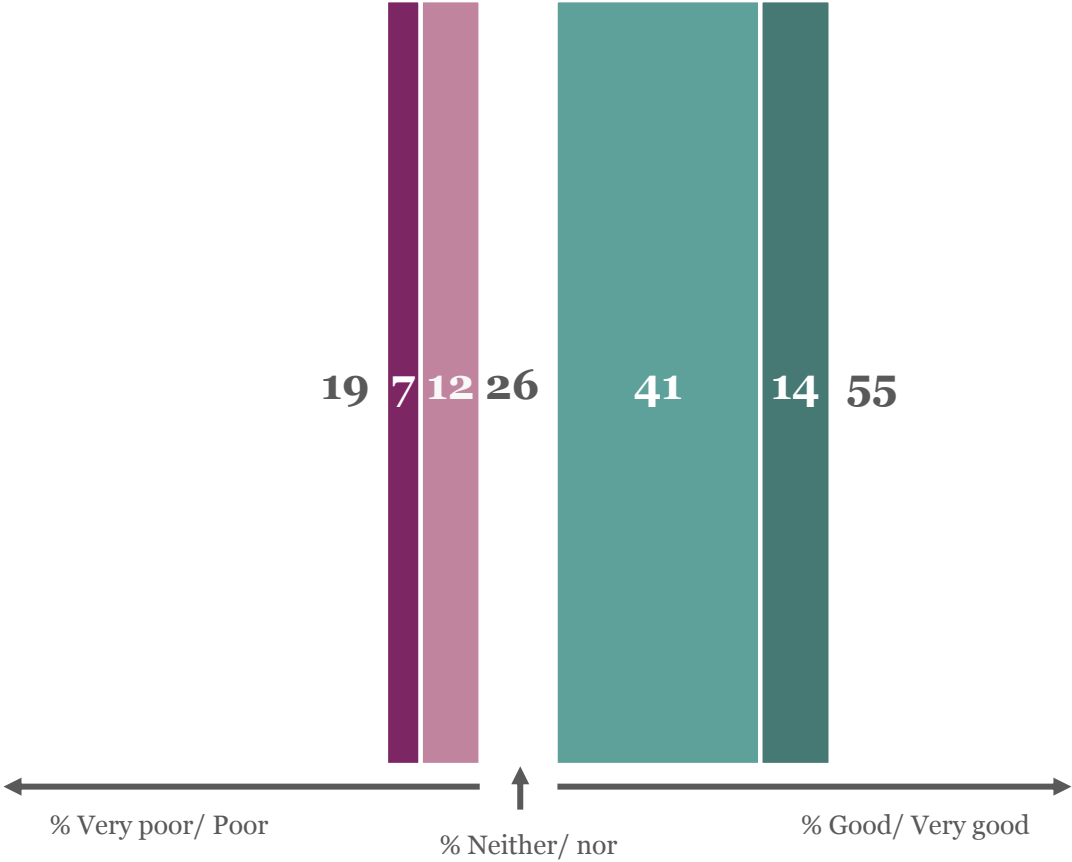
- 3 in 4 participants felt safe getting around their local area using public transport. However, less than half agreed that they can get around their local area cheaply and quickly.
- Over 60% of those who took part in this survey felt that a new east-west public transport link has a positive impact on the following:
 - *Job opportunities in the local community*
 - *Economic prospects of the community*
 - *Educational opportunities in the local community*
- However, 45% said that a new east-west public transport link would have a negative impact on house prices in the local community.

MAIN FINDINGS



Opinion of public transport connectivity in your area

TOTAL (1000)



Base (All respondents)
Q7. What do you think of public transport connectivity in your area?

Agreement with statements

Right now I can get around my local area using public transport ...

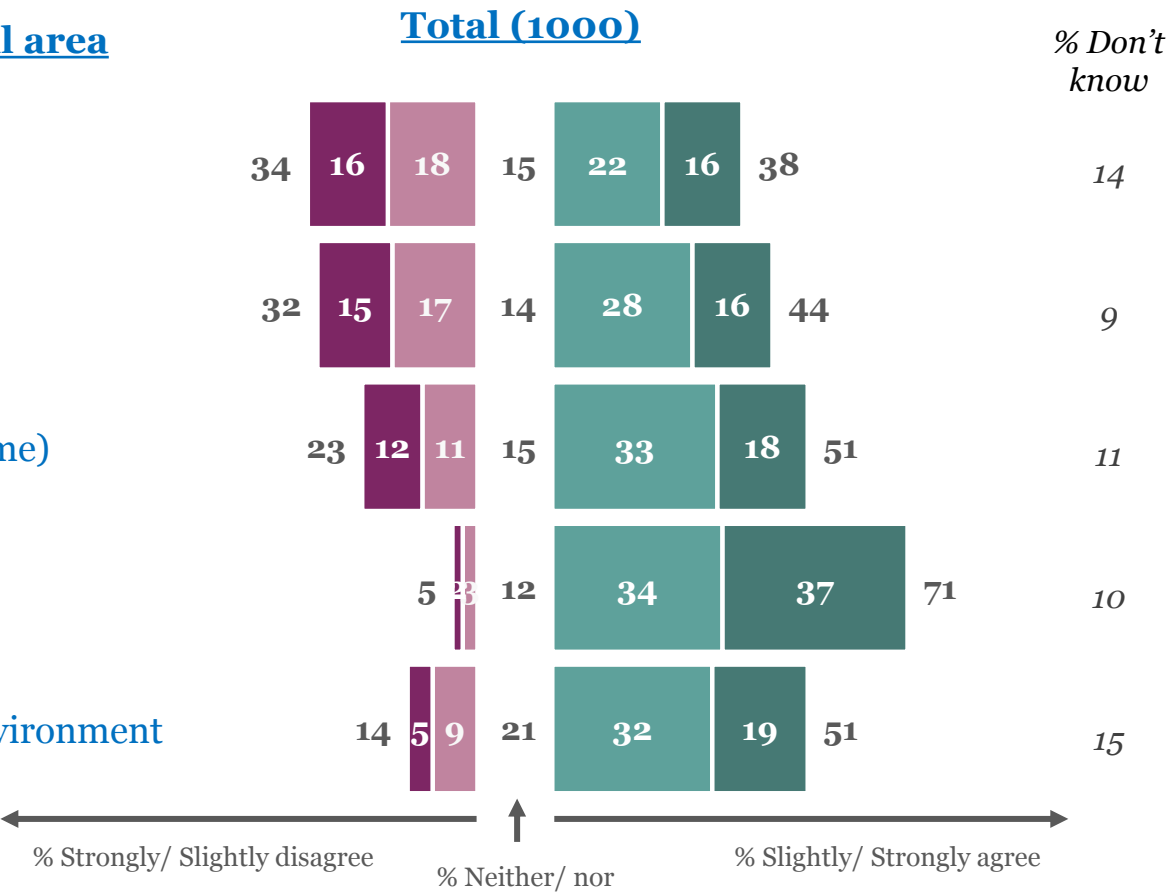
... cheaply

... quickly

... reliably (I know I'll get there on time)

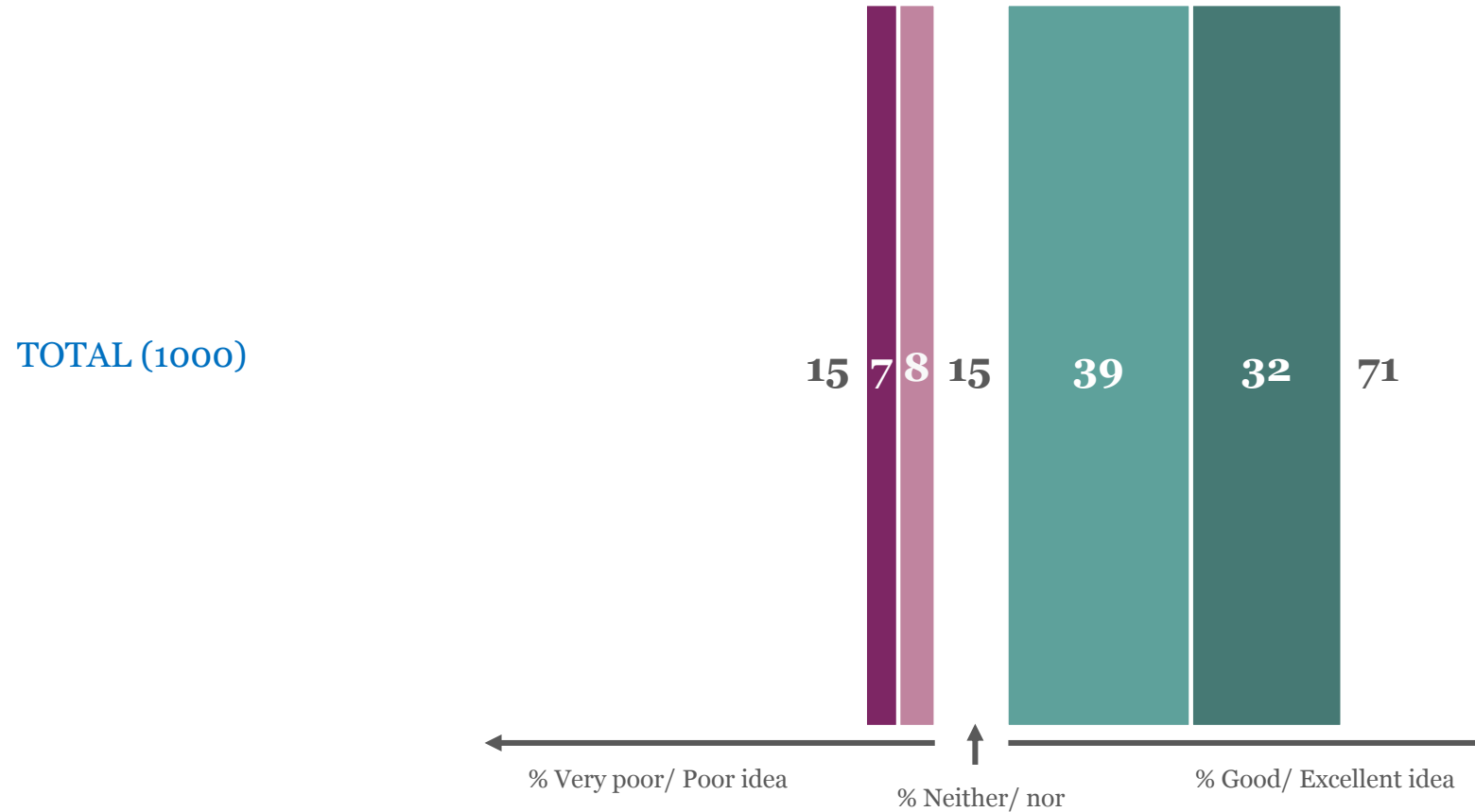
... feeling safe

... knowing I'm not impacting the environment



Base (All respondents)
Q8. To what extent do you agree or disagree with the following statements?

Whether a new east-west public transport link, which connects communities between Oxford, Bicester, Milton Keynes, Bedford and Cambridge is a good idea



Base (All respondents)

Q9. Do you think a new east-west public transport link, which connects communities between Oxford, Bicester, Milton Keynes, Bedford and Cambridge, is a good idea?

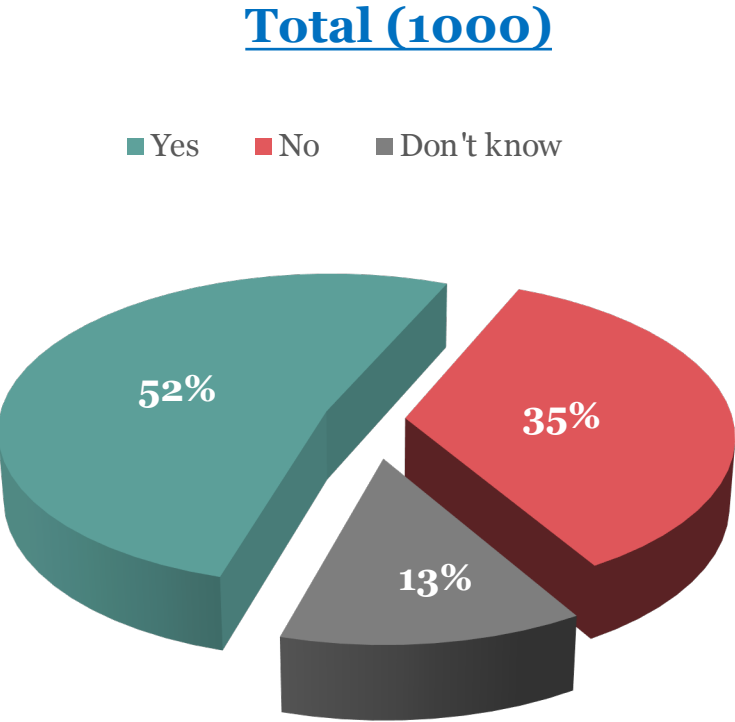
Reasons for your opinion of a new east-west public transport link

	TOTAL
<i>Mentions 5%+</i>	%
Good for access to/ connections/ links between specific locations	25
Easy to use/ access/ easier than using other means	11
More direct/ no need to go through/ via...e.g. London	8
Would damage the village/ destruction of the countryside/ green belt	8
Speed/ can get to quickly/ quicker than other means	7
Generally like/ appealing/ good idea	7
Improved/ increase in public transport options	7
Wouldn't use it/ don't need it	6
Would reduce/ take traffic off the roads/ relieve congestion	6
All other negative mentions	5
Others	3
Don't know/ no answer	3
<i>BASE (All respondents)</i>	<i>(1000)</i>

Base (All respondents)

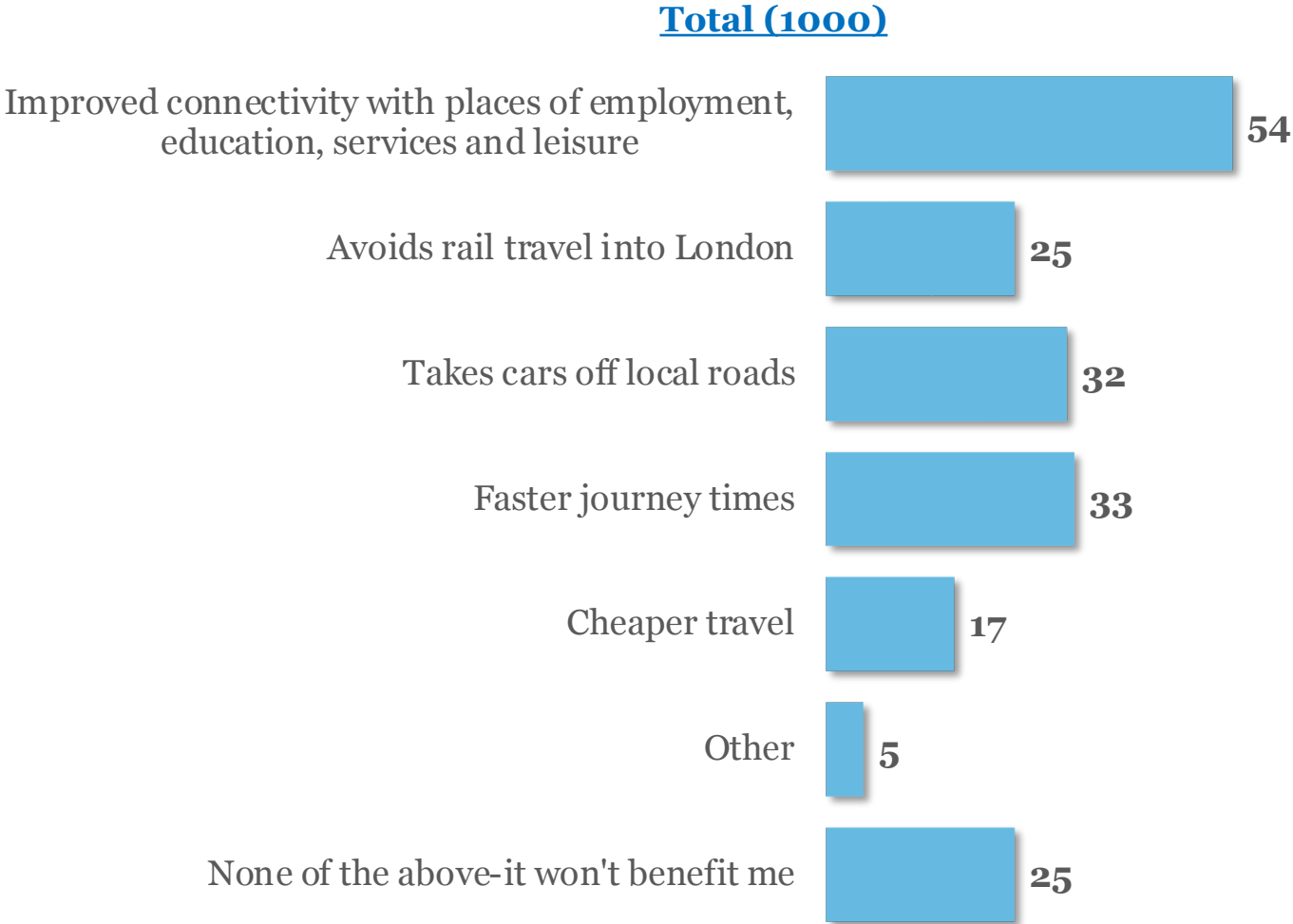
Q10. In no more than 50 words, please explain why you have given the answer to the previous question?

Whether a new east-west public transport link, which connects communities between Oxford, Bicester, Milton Keynes, Bedford and Cambridge will benefit you in the future



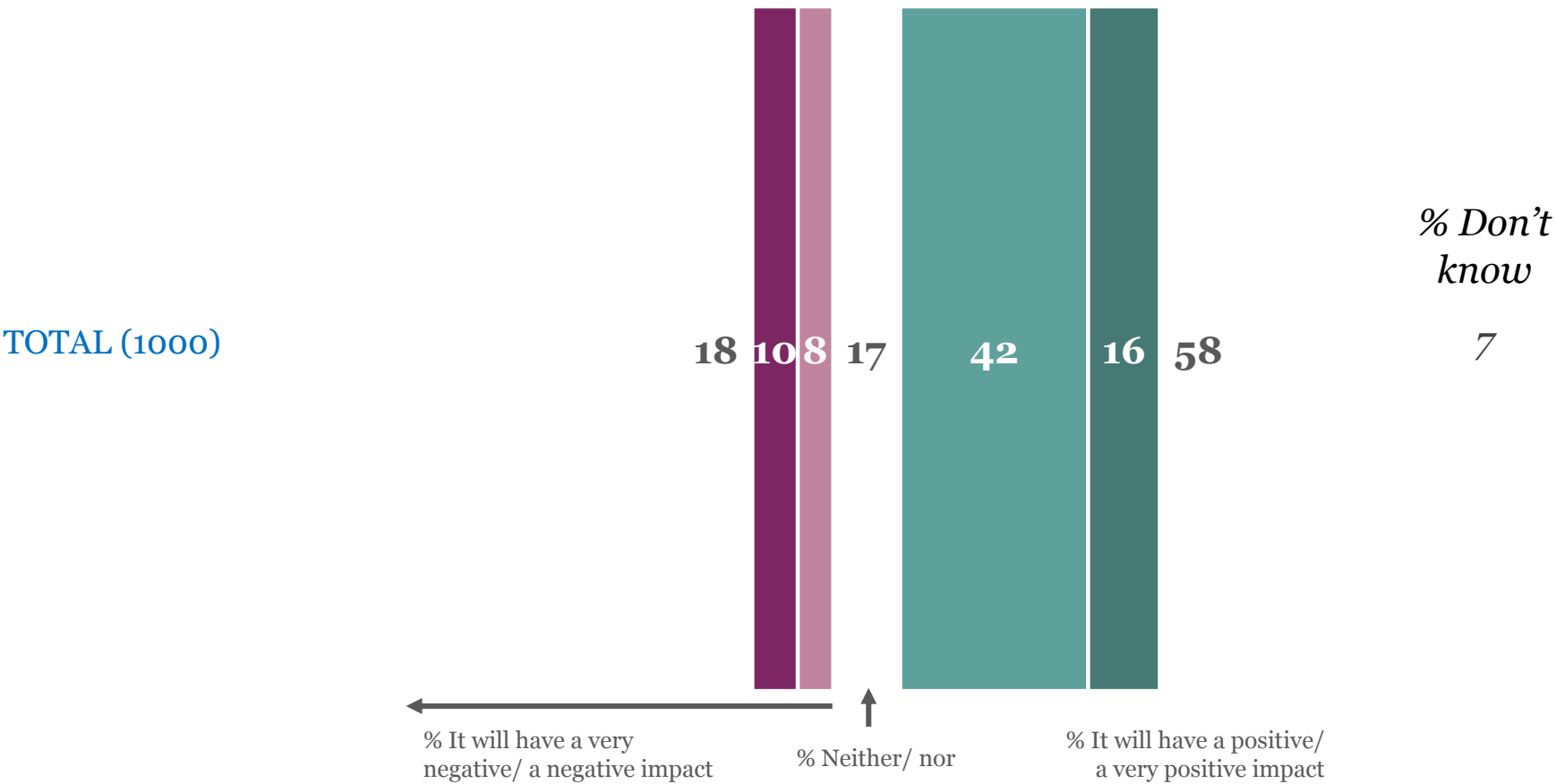
Base (All respondents)
Q11. Do you think a new east-west public transport link, which connects communities between Oxford, Bicester, Milton Keynes, Bedford and Cambridge, will benefit you in the future?

Ways a new east-west public transport link could benefit you in the future



Base (All respondents)
Q12. In what ways do you think a new east-west public transport link, could benefit you in the future?

Impact of the project on your local area



Base (All respondents)
Q13. Which of these statements do you think best describe the impact the project will have on your local area?

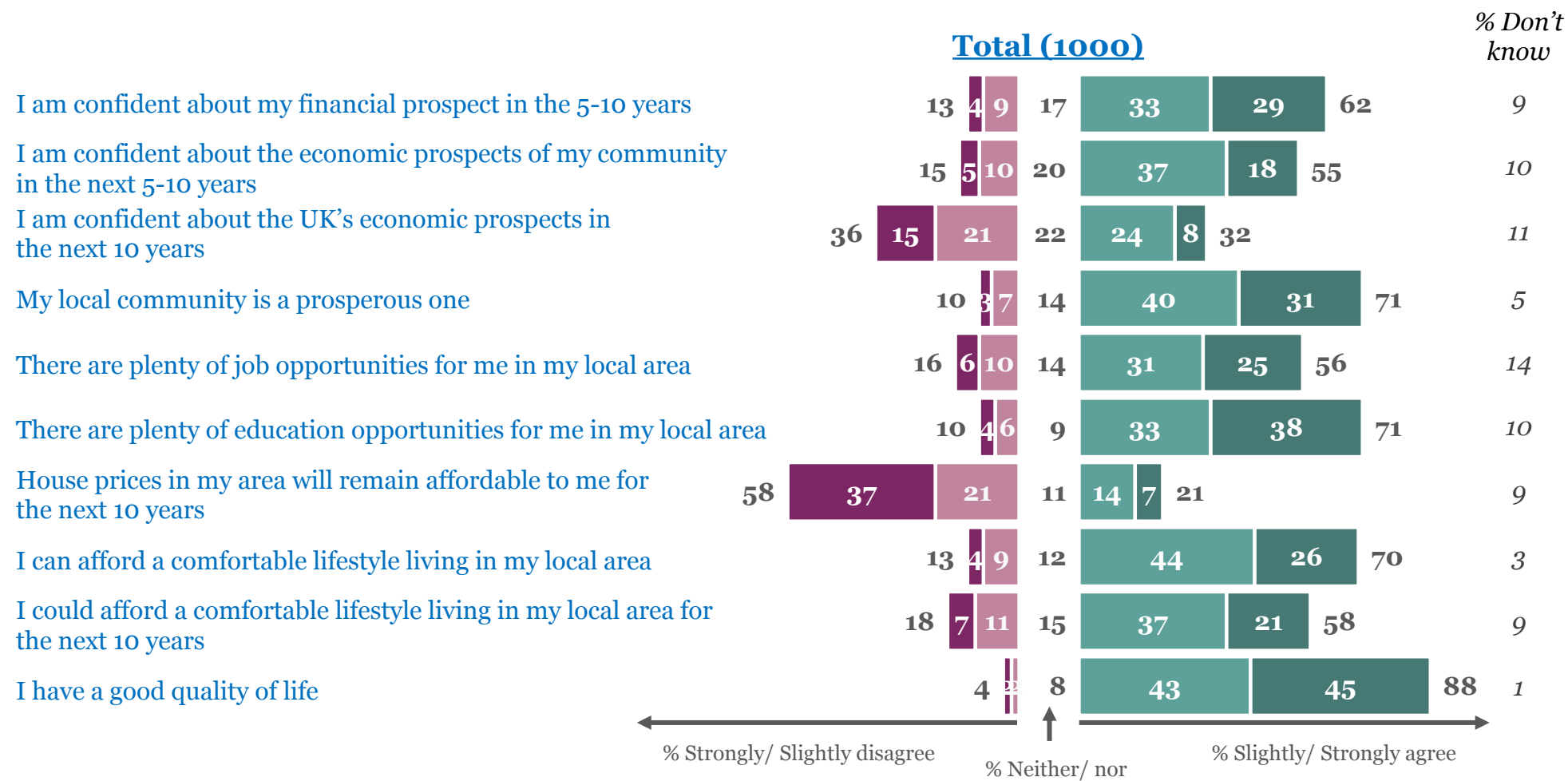
Reasons for your opinion of the impact of the project on your local area

	TOTAL
<i>Mentions 5%+</i>	%
Good for access to/ connections/ links between specific locations	23
All positive effect on the economy mentions (good for business etc.)	14
Would damage the village/ destruction of the countryside/ green belt	9
Would reduce/ take traffic off the roads/ relieve congestion	8
Generally like/ appealing/ would have a good impact	6
No difference to me/ would not affect me	5
Easy to use/ access/ easier than using other means	5
Disruption to roads/ traffic/ due to construction work	5
Improved/ increase in public transport options	5
Others	2
Don't know/ no answer	6
<i>BASE (All respondents)</i>	<i>(1000)</i>

Base (All respondents)

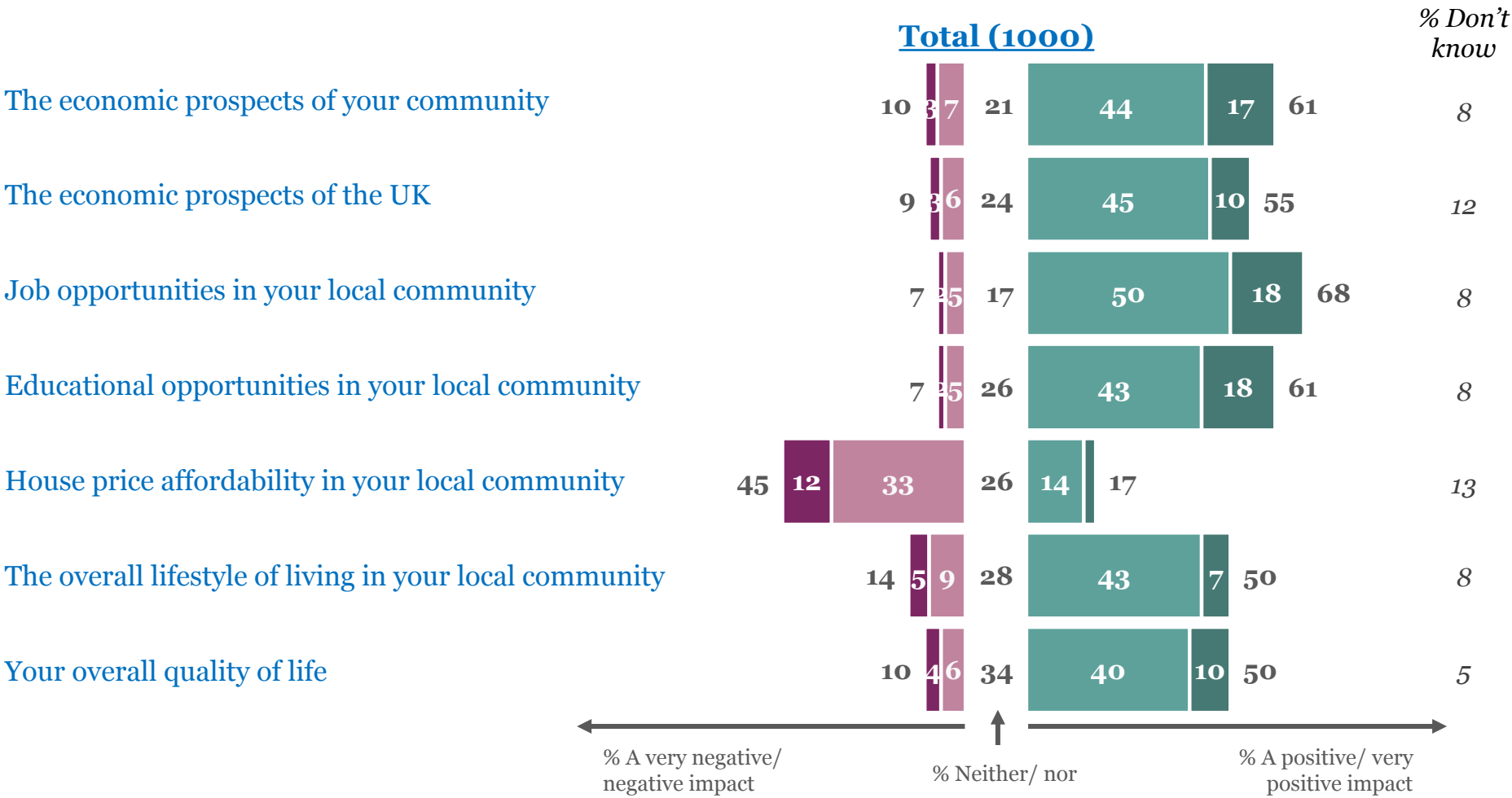
Q14. In no more than 50 words, please explain why you have given the answer to the previous question?

Agreement with statements



Base (All respondents)
Q15. To what extent do you agree or disagree with the following statements?

Impact of a new east-west public transport link

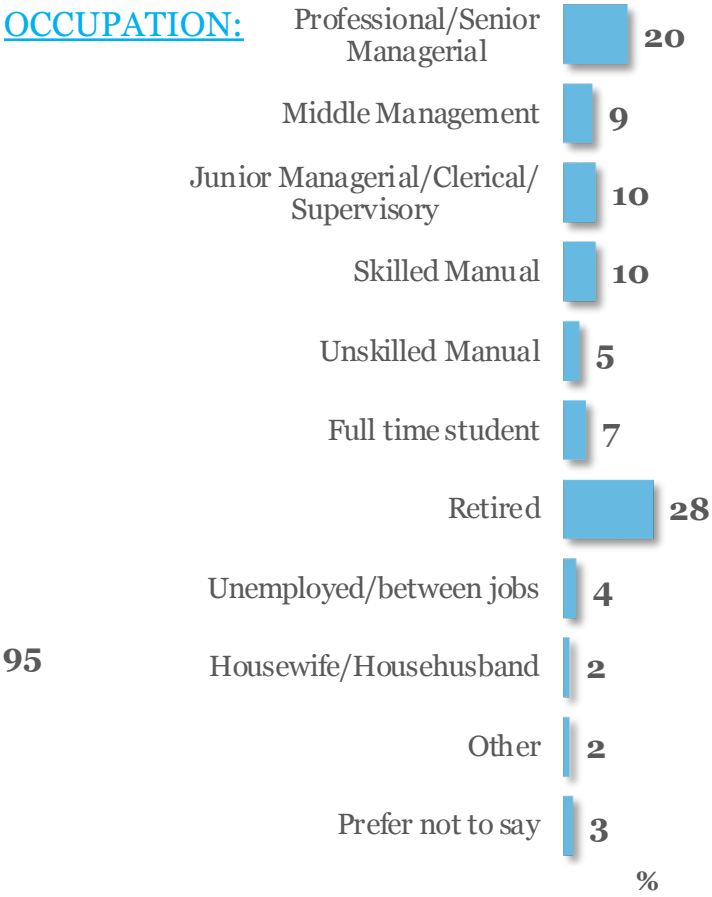
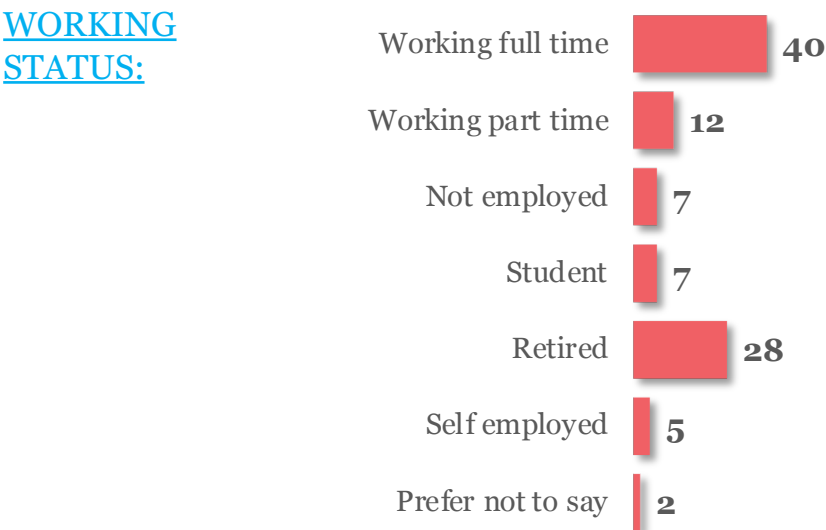
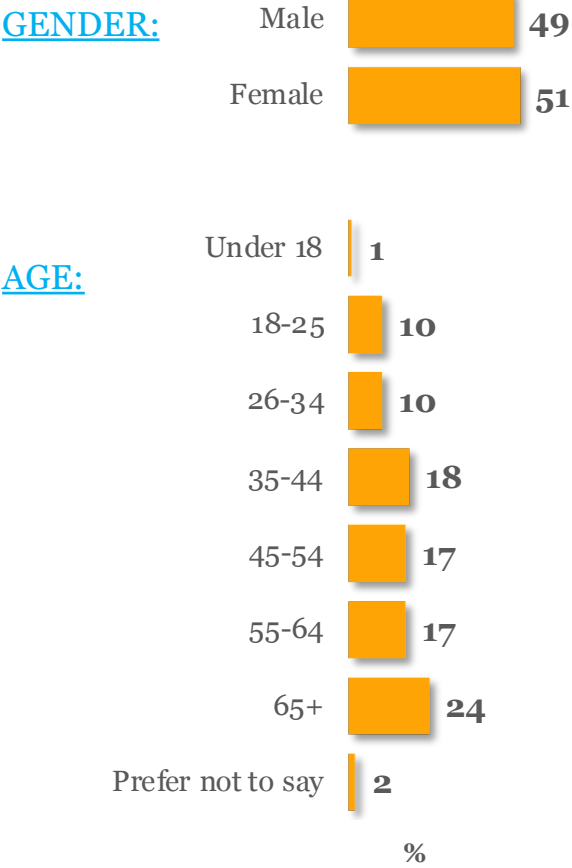


Base (All respondents)
Q16. Do you think a new east-west public transport link which connects communities between Oxford, Bicester, Milton Keynes, Bedford and Cambridge would have a positive or negative impact on the following factors?

SAMPLE PROFILE



Sample Profile



Base (All respondents)