



A survey of the public in Norfolk conducted on behalf of Cory Wheelabrator



February 2011



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Methodology

ComRes interviewed 1751 adults in Norfolk by telephone between 17th - 22nd February 2011. 809 were interviewed from the Kings Lynn and West Norfolk District, while 942 were interviewed across the six other Norfolk districts. Data were weighted to be demographically representative of Norfolk adults according to the most recent population estimates from the Office for National Statistics. ComRes is a member of the British Polling Council and abides by its rules (www.britishpollingcouncil.org).

ComRes is a member of the British Polling Council and abides by its rules (www.britishpollingcouncil.org). This commits us to the highest standards of transparency.

The BPC's rules state that all data and research findings made on the basis of surveys conducted by member organisations that enter the public domain, must include reference to the following:

- The company conducting the research (ComRes)
- The client commissioning the survey
- Dates of interviewing
- Method of obtaining the interviews (e.g. in-person, post, telephone, internet)
- The universe effectively represented (all adults, voters etc)
- The percentages upon which conclusions are based
- Size of the sample and geographic coverage.

Published references (such as a press release) should also show a web address where full data tables may be viewed, and they should also show the complete wording of questions upon which any data that has entered the public domain are based.

All press releases or other publications must be checked with ComRes before use. ComRes requires 48 hours to check a press release unless otherwise agreed.

EXECUTIVE SUMMARY

Norfolk residents were asked what the biggest issues facing the council are. The state of the streets and pavements is the issue that people who live in Norfolk are most likely to think is one of the three biggest issues facing Norfolk County Council. **Just 4% of people think that the issue of the incinerator is one of the three biggest issues facing the council.**

However, people in the district of Kings Lynn and West Norfolk are most likely (21%) to think that the incinerator is one of the three biggest issues facing Norfolk County Council. This problem does however appear to be localised in the Kings Lynn area. Almost no people who live in the remaining six districts say that it is one of the three biggest issues facing Norfolk County Council.

Familiarity with the proposal to build an Energy from Waste incinerator again appears to be localised in the Kings Lynn area. Looking across the whole of Norfolk, 39% say that they are familiar with the proposal, while 61% say that they are unfamiliar. From a regional perspective, four in five people (81%) who live in Kings Lynn and West Norfolk say that they are familiar, which compares to between 26% and 35% for the other areas. Indeed, just a quarter of people from South Norfolk and Great Yarmouth say that they are familiar with the incinerator proposal. Given that the incinerator is proposed to be based in Kings Lynn, this is perhaps not surprising.

Importantly, people from the County of Norfolk are more likely to be in favour, than opposed to the incinerator proposal. Indeed, 65% support the proposal, while just 16% oppose it. **However, opposition lies concentrated in the district of Kings Lynn, where the incinerator would be located.** Just 27% of people from Kings Lynn and West Norfolk support the proposal, while more than three-fifths of people (62%) oppose it. Thus, it is fair to conclude that the people who do not live near the proposed incinerator are more likely to support it.

Looking at waste disposal generally, three quarters of people (74%) say that for waste that cannot be, or is not being recycled or composted, **their preferred method of disposal is generating energy from the incineration of the waste.** However, it is clear that familiarity with what an Energy from Waste facility does is fairly low – 61% of people across Norfolk say they are fairly or very unfamiliar.

Finally, looking at the arguments in favour of allowing the development of an Energy from Waste incinerator, the most notable conclusion is that the majority of people who oppose the development say that their minds **would not be likely to be** changed by any of the arguments listed in the question. However, of the arguments listed, Norfolk County residents are most likely to say that their minds would be likely to be changed by: 'if it significantly reduced the amount of waste going to landfill' and 'if it saved 70,000 tonnes of carbon dioxide per year' (44% for both).

Q1: Thinking about your local area, what do you think the three biggest issues facing Norfolk County Council are?

Adults in Norfolk are most likely to say that one of the three biggest issue facing Norfolk County Council are 'bad roads, pavements, pot holes and lights'. One in five people in Norfolk (20%) cite this as one of the three biggest issues facing Norfolk County Council. 12% think that poor local transport and fares is one of the three biggest issues facing the council, while the same proportion (12%) say the same about the lack of jobs.

One in ten people (9%) think that the lack of funding and likely cutbacks is one of the three biggest issues facing the Council, while just 4% say the same about the issue of the incinerator.

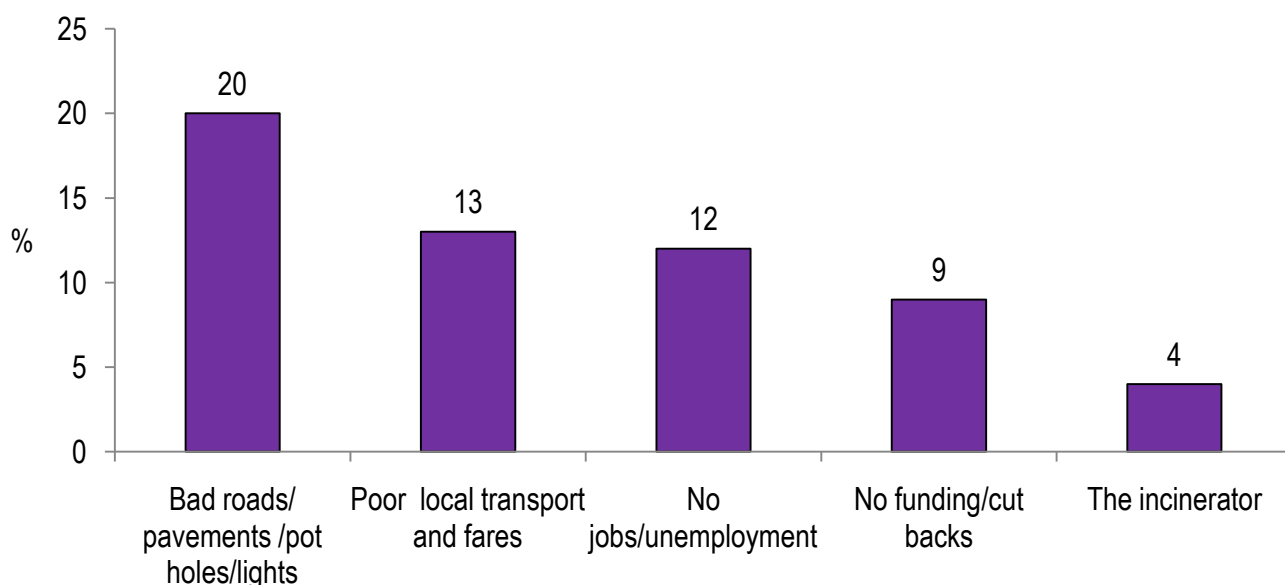


Figure 1.1: Biggest issues facing Norfolk County Council
Base: All Norfolk adults

'Bad roads and pavements' is the issue most likely to be seen as one of the three biggest issues facing Norfolk Country Council by people from most age groups. However, the exception to this is 18-24 year olds who are most likely to think unemployment is the biggest issue.

The incinerator is only listed as one of the three biggest issues by residents in the Kings Lynn and West Norfolk district of Norfolk. Here, 21% of adults think it is one of the three biggest issues facing the Council. By contrast, only 7 residents in total across the other six regions identify the incinerator as one of the three top issues facing the council.

Q2: How familiar or unfamiliar are you with the proposal to build an Energy from Waste incinerator on the Willows Park industrial estate to the south of Kings Lynn?

Two in five Norfolk adults (39%) say that they are very or fairly familiar with the proposal, while 61% say that they are fairly or very unfamiliar with the proposal.

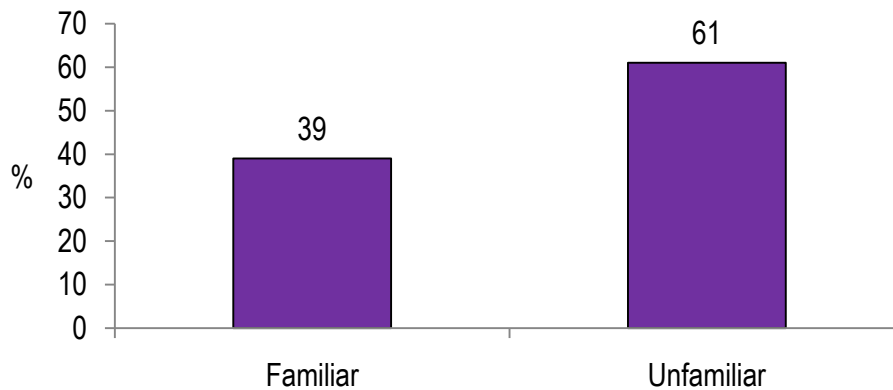


Figure 2.1: Familiarity with the proposal to build an Energy from Waste incinerator
Base: All Norfolk adults

Familiarity with the proposal is significantly higher in Kings Lynn and West Norfolk than the rest of Norfolk – 81% of people from Kings Lynn and West Norfolk say that they are familiar. This compares to 26% of adults from South Norfolk and Great Yarmouth.

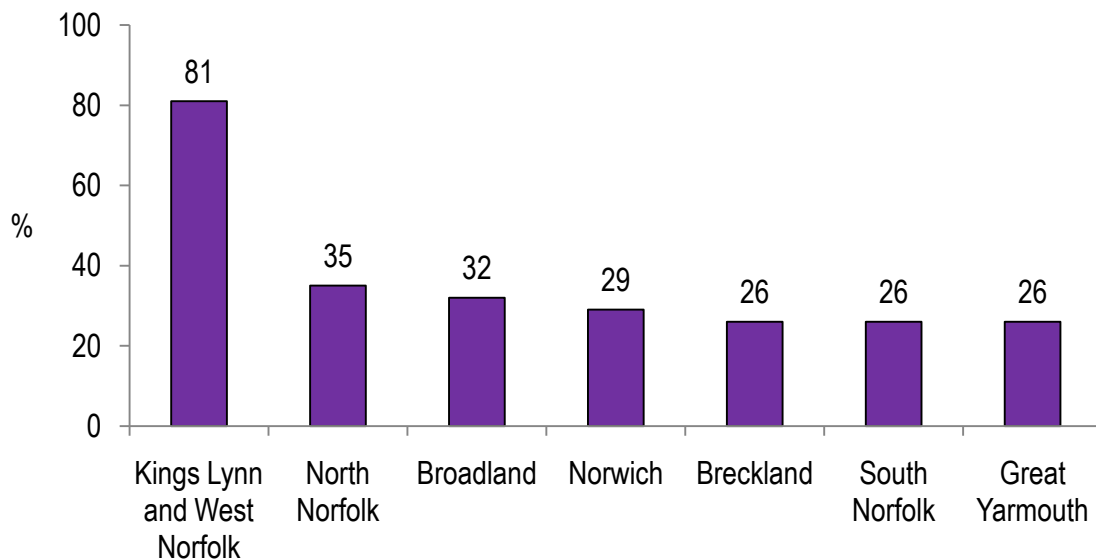


Figure 2.2: Familiarity with the proposal to build an Energy from Waste incinerator
Base: All Norfolk adults, by district

Q3: Do you support or oppose this development which would use waste left after recycling to generate energy?

More than half of people in Norfolk (65%) support the development of an Energy from Waste incinerator which would use waste left after recycling to generate energy. Indeed, this includes 18% of people who strongly support this development. Just 16% oppose the development, while 19% say that they don't know if they support or oppose it.

Men are more likely than women to support the proposal – 54% of men say that they support this development compared to 46% of women.

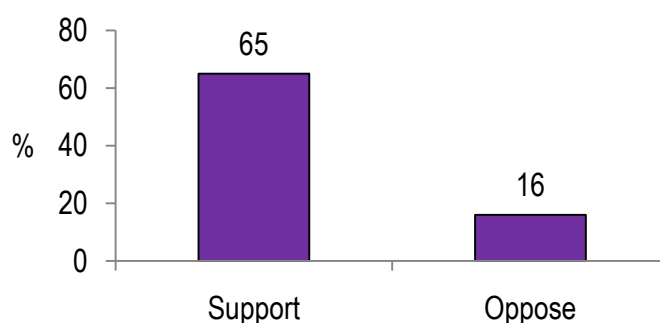


Figure 3.1: Level of support or opposition to development of an Energy from Waste incinerator
Base: All Norfolk adults

Notably, there are contrasting levels of support among people from different Norfolk districts towards the development of an Energy from Waste incinerator. In Kings Lynn, where the incinerator would be based, three-fifths of people (62%) oppose the development, including 37% who are strongly opposed. Just a quarter of residents in Kings Lynn (27%) support this proposal.

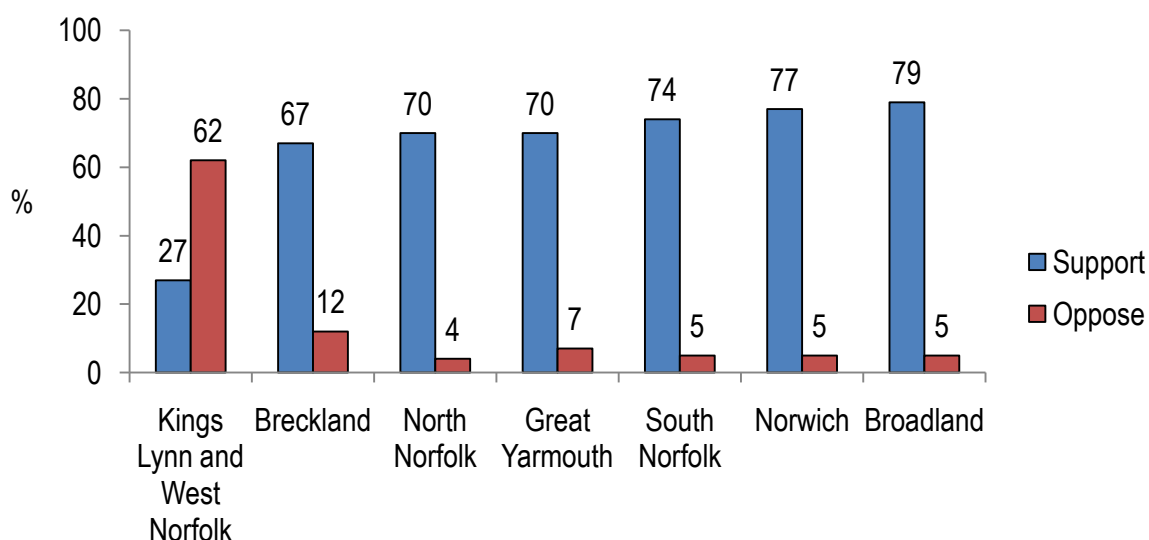


Figure 3.2: Level of support or opposition to development of an Energy from Waste incinerator
Base: All Norfolk adults, by district

By contrast, at least two thirds of residents in the other six Norfolk districts support the development – in Broadland, 79% of residents support the Kings Lynn incinerator. In North Norfolk just 4% of residents oppose it.

Thus, it is fair to conclude that the people who do not live near the proposed incinerator are more likely to support it.

Q4: For waste that cannot be, or is not being recycled or composted, which of the following disposal options do you prefer?

Three quarters of adults (74%) say that their preferred disposal option for waste that cannot be, or is not being recycled or composted is 'generating energy from the incineration of waste'. Just one in ten (10%) say that their preferred disposal option is the use of landfills. More than one in ten (11%) don't know what their preferred option is.

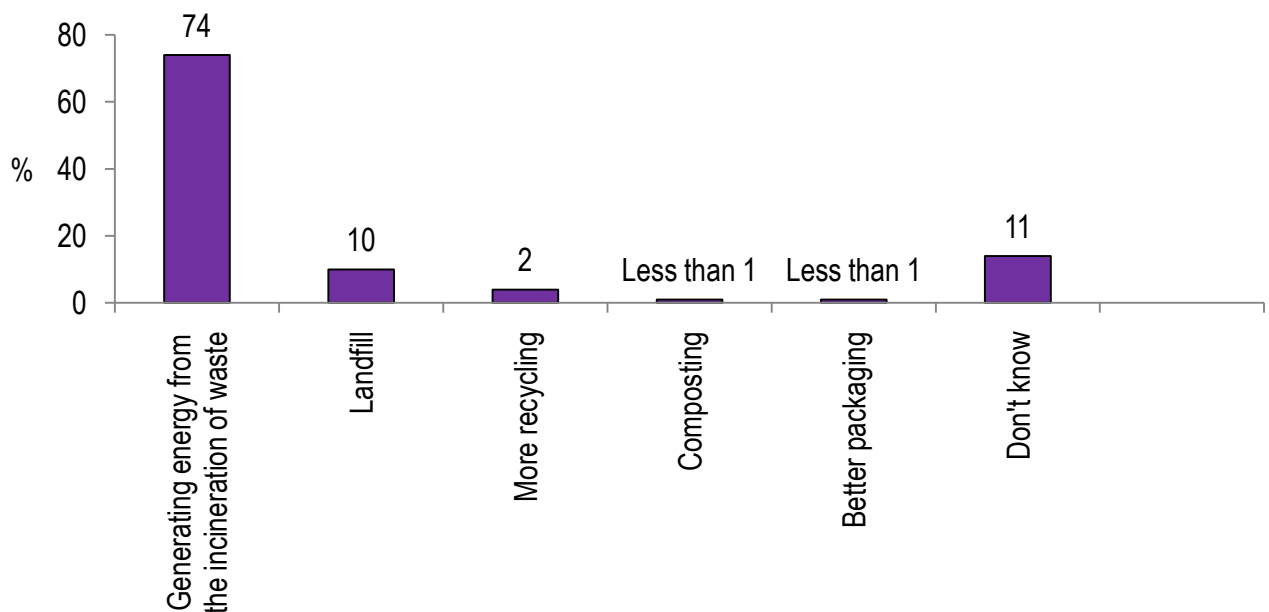


Figure 4.1: Preferred disposal options
Base: All Norfolk adults

People in Kings Lynn and West Norfolk are more likely than residents from any of the other Norfolk districts to say that their preferred disposal option is the use of landfills (23% say so compared to between 6% and 10% for the other districts). Despite this, people from Kings Lynn and West Norfolk are still most likely to think generating energy from the incineration of waste is their preferred waste disposal option.

Q5: How familiar or otherwise are you with what an Energy from Waste facility does?

Around two in five people in Norfolk (38%) say that they are familiar with what an Energy from Waste facility does, while the remaining three in five people say that they are not familiar (61%).

Men (49%) are more likely to say that they are familiar with what an Energy from Waste facility does than women (29%).

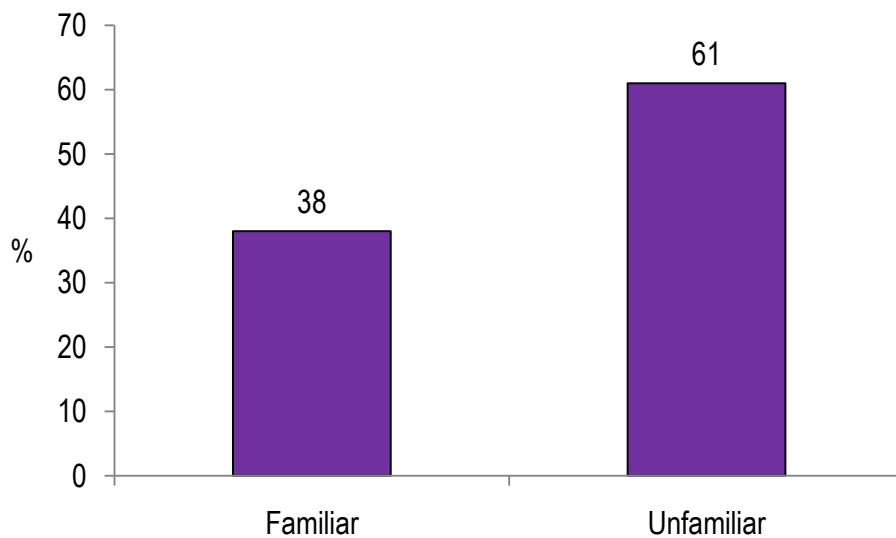


Figure 5.1: Familiarity with what an Energy from Waste Facility does

Base: All Norfolk adults

Residents who live in Kings Lynn (46%) are slightly more likely to be familiar than people from Norfolk generally (38%).

Q6: Please tell me which, if any, of the following arguments in favour of allowing the Energy from Waste development to proceed, would be likely to change your mind towards it.

This question was only asked to respondents who oppose the proposed development in question three.

Most notably, the majority of people who oppose the incinerator say that each of the six listed arguments in favour of allowing an Energy from Waste development to proceed **would not be likely to** change their minds towards it.

Of the six arguments in favour of allowing an Energy from Waste development to proceed, the arguments people think are most likely to change their minds towards the development are 'if it significantly reduces the amount of waste going to landfill', and 'if it saves 70,000 tonnes of carbon dioxide per year'. 44% of people who oppose or strongly oppose the incinerator, said that each of these two arguments for the proposal would change their mind towards it.

The argument people think least likely to change their minds is 'if the developers contributed to a local community fund of between £50,000 and £100,000 each year' – just a quarter of people (30%) who oppose the incinerator think it likely that their minds would be changed in favour of it because of this argument.

People from the Kings Lynn district are less likely than those in any other region to think that any of the six arguments would change their minds towards the development.

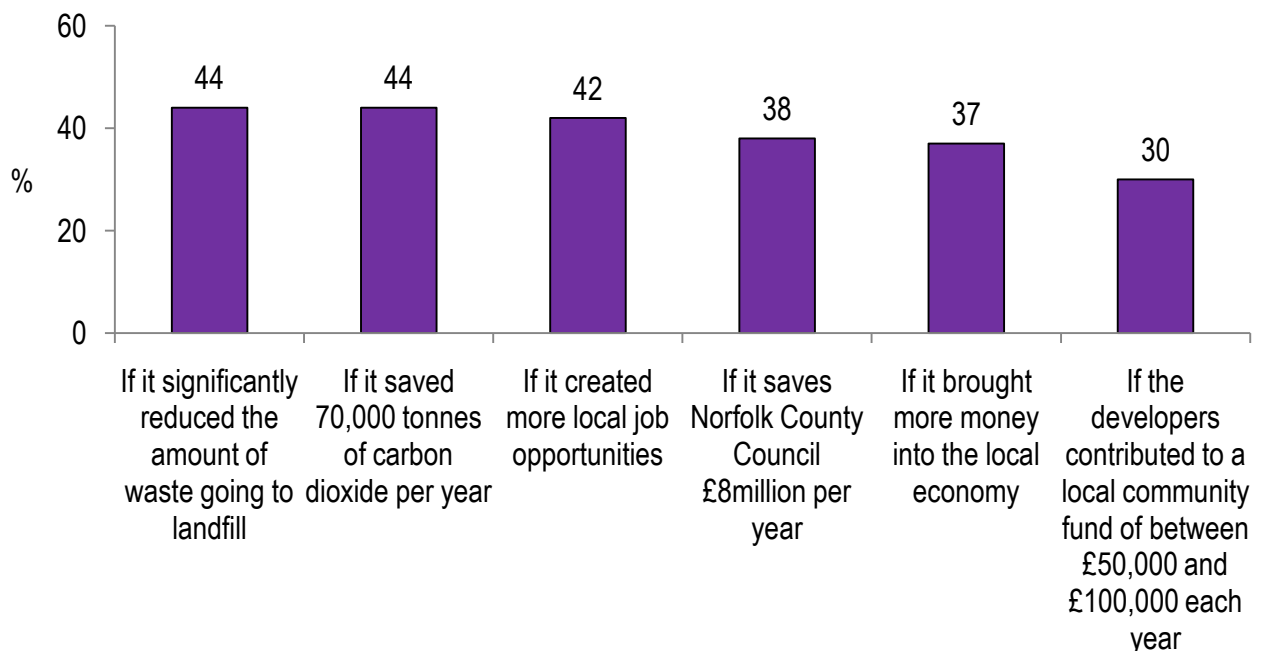


Figure 6.1: Likelihood of each argument changing their minds towards the proposal
Base: All Norfolk adults who oppose/strongly oppose the incinerator

ABOUT COMRES

ComRes is a leading market research agency founded to fill a gap in the market for communications research conducted by communications experts. We offer a unique range of omnibus panel research tools and the full range of bespoke quantitative and qualitative research techniques.

ComRes tools include three public opinion omnibus surveys every week, an unrivalled range of political omnibus tools among MPs, MEPs, devolved legislators and local councillors, and a wealth of specialist omnibuses including the only available survey of UK Christians.

ComRes also offers bespoke telephone, online and face-to-face quantitative research, as well as focus groups, qualitative depth interviews and other innovative techniques.

We offer our clients a full service package, bringing to projects a wealth of experience and contextual understanding. ComRes conducts its research in collaboration with clients, end-to-end, bringing its full expertise to bear on question design, identification of respondents, data processing, data analysis, and producing directly actionable reports.

ComRes is a retained agency on the COI Market Research framework, the Department of Work and Pensions Social and Economic Research framework, and the Electoral Commission's framework for research services. ComRes has also provided research services on behalf of public sector organisations like Transport for London and the British Broadcasting Corporation, major corporations including Microsoft, Scottish Widows, Lloyds Banking Group and Coca-Cola, and charities and campaign groups including Cancer Research UK, Friends of the Earth, Oxfam, and the Red Cross.

ComRes is a member of the British Polling Council, the Association for Qualitative Research and the Consultation Institute and employs members of the Market Research Society. In 2010 ComRes was named "Pollster of the Year" at the Public Affairs News Awards, and was a finalist in the "Best Agency" category of the Research Magazine Awards for the second year running.