

Cory Environmental: Norfolk Survey

METHODOLOGY NOTE

ComRes interviewed 1751 adults in Norfolk by telephone between 17th and 22nd February 2011. ComRes is a member of the British Polling Council and abides by its rules. Data were weighted to be demographically representative of Norfolk adults according to the most recent population estimates from the Office of National Statistics (ONS).

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.

To commission a voting intention poll or a public opinion survey please contact Katharine Peacock: katharine.peacock@comres.co.uk

To register for Pollwatch, a monthly newsletter update on the polls, please email: pollwatch@comres.co.uk

Norfolk Poll
Fieldwork dates : 17th - 22nd February 2011

Q.1 Thinking about your local area, what do you think the three biggest issues facing Norfolk County Council are?

Base : All

	TOTAL	Age						Gender		Social Grade			
		18-24	25-24	35-44	45-54	55-64	65+	Male	Female	AB	C1	C2	DE
Unweighted Base	1751	144	247	262	293	318	477	820	931	351	386	289	712
Weighted Base	1751	186	233	287	282	298	455	851	900	362	398	292	690
Bad roads/pavements/pot holes/lights	356 20%	33 17%	41 18%	69 24%	79 28%	57 19%	77 17%	184 22%	171 19%	82 23%	97 24%	69 24%	108 16%
Poor local transport and fares	227 13%	15 8%	20 9%	41 14%	39 14%	55 18%	56 12%	120 14%	107 12%	55 15%	51 13%	43 15%	78 11%
No jobs/unemployment	218 12%	25 13%	35 15%	36 12%	46 16%	35 12%	42 9%	112 13%	106 12%	58 16%	54 14%	30 10%	75 11%
No funding/cut backs	164 9%	6 3%	18 8%	22 8%	30 11%	41 14%	43 9%	88 10%	76 8%	37 10%	33 8%	29 10%	61 9%
Local crime/assaults/safety	142 8%	23 12%	24 10%	25 9%	31 11%	22 7%	17 4%	69 8%	73 8%	26 7%	31 8%	27 9%	57 8%
Government/public services/issues	139 8%	11 6%	24 10%	26 9%	34 12%	27 9%	16 4%	84 10%	56 6%	38 11%	36 9%	19 6%	46 7%
Lack of police presence	126 7%	8 4%	9 4%	28 10%	28 10%	14 5%	37 8%	67 8%	59 7%	31 8%	25 6%	22 8%	47 7%
Poor education/bad state of schools	117 7%	8 4%	12 5%	32 11%	24 8%	24 8%	16 4%	53 6%	64 7%	48 13%	30 8%	16 5%	23 3%
Cuts to front line services (hosp/care homes/library etc)	114 7%	2 1%	10 4%	25 9%	24 8%	21 7%	32 7%	62 7%	52 6%	33 9%	32 8%	14 5%	34 5%
Housing issues (lack of/poor housing etc)	105 6%	7 4%	17 7%	28 10%	16 6%	26 9%	11 2%	39 5%	66 7%	23 6%	31 8%	10 3%	41 6%
Traffic/congestion/parking/speed	100 6%	7 4%	10 4%	18 6%	10 4%	22 7%	32 7%	40 5%	60 7%	21 6%	30 7%	9 3%	39 6%
Poor bin collection/wheely bin problems	94 5%	7 4%	21 9%	18 6%	14 5%	16 5%	18 4%	38 4%	56 6%	28 8%	21 5%	22 8%	24 3%

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Unclean roads (animal mess,litter etc)	85 5%	18 10%	9 4%	13 4%	13 4%	9 3%	24 5%	30 3%	56 6%	21 6%	16 4%	15 5%	33 5%
The environment/ recycling etc	76 4%	8 4%	5 2%	19 6%	18 6%	9 3%	17 4%	38 5%	38 4%	30 8%	15 4%	7 2%	24 3%
Lack of services for the elderly	72 4%	2 1%	2 1%	5 2%	12 4%	25 8%	25 6%	29 3%	43 5%	12 3%	19 5%	9 3%	30 4%
The deficit/poor economy/lack of money	68 4%	-	6 2%	10 4%	13 5%	16 5%	23 5%	35 4%	33 4%	23 6%	12 3%	4 1%	29 4%
The incinerator	68 4%	7 4%	6 3%	11 4%	13 5%	13 4%	17 4%	41 5%	27 3%	18 5%	13 3%	10 3%	25 4%
Lack of youth facilities/support (places for them to hang out)	56 3%	5 2%	15 6%	6 2%	14 5%	4 1%	11 2%	19 2%	37 4%	14 4%	17 4%	10 3%	13 2%
Leisure facilities/ amenities	45 3%	5 3%	7 3%	8 3%	10 3%	8 3%	7 2%	26 3%	18 2%	12 3%	11 3%	5 2%	17 2%
Immigration/foreigners/ tourism etc	35 2%	2 1%	4 2%	8 3%	7 3%	3 1%	10 2%	23 3%	12 1%	8 2%	12 3%	7 2%	7 1%
Excessive development/ building works	32 2%	3 2%	-	4 1%	8 3%	11 4%	6 1%	17 2%	15 2%	4 1%	11 3%	8 3%	9 1%
Lack of shops/derelict buildings/small bus.	30 2%	-	5 2%	4 1%	4 1%	4 1%	14 3%	10 1%	20 2%	3 1%	9 2%	2 1%	16 2%
There are no problems	27 2%	1 1%	7 3%	7 2%	1 *	6 2%	5 1%	8 1%	19 2%	5 1%	7 2%	6 2%	9 1%
Vandalism/graffitti	25 1%	-	4 2%	3 1%	2 1%	6 2%	10 2%	9 1%	16 2%	1 *	2 1%	3 1%	18 3%

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Weighted Base	1751	186	233	287	282	298	455	851	900	362	398	292	690
Sea defences/coastal areas	20 1%	1 1%	2 1%	3 1%	6 2%	6 2%	2 *	18 2%	2 *	13 4%	-	2 1%	5 1%
Cost of fuel	17 1%	2 1%	1 1%	-	3 1%	4 1%	5 1%	4 *	13 1%	9 2%	-	4 1%	4 1%
School crossings/poor road safety	14 1%	1 1%	2 1%	3 1%	1 *	1 *	6 1%	6 1%	8 1%	3 1%	1 *	3 1%	8 1%
Lack of childcare	10 1%	1 *	-	3 1%	3 1%	1 *	3 1%	* *	9 1%	3 1%	1 *	* *	6 1%
Infrastructure	10 1%	-	-	5 2%	2 1%	3 1%	-	3 *	7 1%	6 2%	4 1%	-	-
Poor wages	7 *	-	-	-	3 1%	2 1%	3 1%	4 *	4 *	-	1 *	2 1%	4 1%
Homeless/sheltered housing	7 *	-	-	3 1%	2 1%	-	2 *	5 1%	2 *	2 1%	-	-	5 1%
Regeneration of town	7 *	-	1 1%	-	2 1%	4 1%	* *	- 1%	7 1%	1 *	3 1%	1 *	2 *
Funding of the arts	5 *	3 1%	-	2 1%	-	1 *	-	4 1%	1 *	5 1%	-	-	* *
Too many farmers/farming problems.	5 *	1 *	1 *	-	2 1%	1 *	-	4 *	1 *	1 *	3 1%	1 *	1 *
General youths and their issues	4 *	3 2%	-	-	-	1 *	-	-	4 *	-	-	-	4 1%
Saving money	4 *	-	-	1 *	* *	2 1%	1 *	4 *	* *	* *	1 *	-	2 *
Social (unspec)	4 *	-	-	-	2 1%	1 *	1 *	-	4 *	2 *	1 *	-	1 *

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High council tax payments	2 *	-	-	-	-	-	2	2	-	-	-	-	2
Energy development	2 *	-	*	-	1	1	-	1	1	1	1	*	-
Poor sewage	1 *	-	-	-	-	1	-	1	-	-	-	1	-
Other	148 8%	21 11%	16 7%	19 6%	22 8%	16 5%	51 11%	72 9%	76 8%	41 11%	26 6%	16 6%	63 9%
Don't know	316 18%	64 35%	55 24%	37 13%	32 11%	41 14%	86 19%	141 17%	176 20%	34 9%	70 18%	76 26%	136 20%
No answer	172 10%	15 8%	20 8%	22 8%	21 7%	32 11%	62 14%	94 11%	78 9%	23 6%	35 9%	23 8%	92 13%

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Base : All

	TOTAL	Borough						
		Kings Lynn and West Norfolk	North Norfolk	Broadland	Norwich	South Norfolk	Breckland	Great Yarmouth
Unweighted Base	1751	809	159	185	124	143	194	137
Weighted Base	1751	291	214	252	292	242	264	196
Bad roads/pavements/pot holes/lights	356 20%	57 19%	31 14%	60 24%	54 18%	55 23%	61 23%	40 20%
Poor local transport and fares	227 13%	33 11%	37 17%	29 11%	28 10%	40 17%	42 16%	18 9%
No jobs/unemployment	218 12%	33 11%	33 15%	32 13%	24 8%	22 9%	34 13%	41 21%
No funding/cut backs	164 9%	26 9%	25 12%	19 8%	31 11%	24 10%	25 10%	14 7%
Local crime/assaults/safety	142 8%	18 6%	13 6%	19 7%	27 9%	14 6%	21 8%	30 15%
Government/public services/issues	139 8%	19 7%	13 6%	17 7%	46 16%	15 6%	18 7%	10 5%
Lack of police presence	126 7%	15 5%	14 7%	24 10%	24 8%	16 7%	15 6%	18 9%
Poor education/bad state of schools	117 7%	14 5%	15 7%	28 11%	9 3%	23 9%	17 6%	11 6%
Cuts to front line services (hosp/care homes/library etc)	114 7%	13 5%	18 8%	21 8%	15 5%	19 8%	17 6%	11 5%
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Traffic/congestion/parking/speed	100 6%	14 5%	13 6%	14 5%	24 8%	17 7%	10 4%	7 4%
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The environment/ recycling etc	76 4%	20 7%	7 3%	10 4%	14 5%	8 3%	10 4%	6 3%
Lack of services for the elderly	72 4%	9 3%	10 5%	15 6%	13 4%	10 4%	8 3%	7 3%
The deficit/poor economy/lack of money	68 4%	7 2%	11 5%	9 4%	11 4%	14 6%	12 5%	4 2%
The incinerator	68 4%	61 21%	-	-	-	2 1%	3 1%	3 1%
Lack of youth facilities/support (places for them to hang out)	56 3%	6 2%	5 2%	9 4%	15 5%	9 4%	9 4%	3 1%
Leisure facilities/ amenities	45 3%	5 2%	2 1%	9 4%	2 1%	5 2%	17 6%	5 2%
Immigration/foreigners/ tourism etc	35 2%	8 3%	3 1%	1 1%	2 1%	2 1%	5 2%	14 7%
Excessive development/ building works	32 2%	1 *	6 3%	5 2%	2 1%	3 1%	11 4%	3 1%
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Sea defences/coastal areas	20 1%	2 1%	2 1%	1 1%	5 2%	2 1%	1 1%	7 4%
Cost of fuel	17 1%	1 *	5 2%	1 *	- -	5 2%	- -	5 3%
School crossings/poor road safety	14 1%	2 1%	3 1%	1 *	3 1%	3 1%	- -	3 1%
Lack of childcare	10 1%	2 1%	1 1%	2 1%	2 1%	2 1%	- -	- -
Infrastructure	10 1%	* *	1 1%	4 2%	2 1%	- -	1 1%	- -
Poor wages	7 *	1 *	1 1%	4 2%	- -	- -	- -	1 1%
Homeless/sheltered housing	7 *	- -	- -	- -	7 2%	- -	- -	- -
Regeneration of town	7 *	1 *	1 1%	- -	- -	- -	2 1%	3 1%
Funding of rhe arts	5 *	1 *	- -	4 2%	- -	- -	- -	- -
Too many farmers/farming problems.	5 *	2 1%	1 1%	- -	- -	- -	1 *	- -
General youths and their issues	4 *	- -	- -	- -	- -	3 1%	1 *	- -
Saving money	4 *	1 *	1 1%	- -	- -	- -	1 *	- -
Social (unspec)	4 *	* *	- -	2 1%	- -	- -	- -	1 1%

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High council tax payments	2 *	*	1 1%	-	-	-	-	-
Energy development	2 *	2 1%	-	-	-	-	-	-
Poor sewage	1 *	-	-	-	-	-	1 *	-
Other	148 8%	24 8%	18 8%	19 7%	26 9%	23 9%	20 8%	18 9%
Don't know	316 18%	58 20%	32 15%	53 21%	54 19%	43 18%	44 17%	32 16%
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	TOTAL	Length of residence						Political Affiliation						
		Up to one year	1 - 5 years	6 - 10 years	11 - 20 years	21 - 30 years	31 - 50 years	More than 50 years	Conser-vatives	Labour	Lib Dem	Other	None (unprom- -ted)	Refused
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There are no problems	27 2%	-	4 2%	5 3%	2 1%	1 *	8 2%	6 2%	9 2%	3 1%	3 2%	1 1%	8 1%	3 1%
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Cost of fuel	17 1%	-	-	5 3%	6 2%	1 *	5 1%	-	1 *	10 3%	-	-	3 1%	2 1%
School crossings/poor road safety	14 1%	-	4 3%	1 1%	1 1%	-	3 1%	4 1%	5 1%	4 1%	-	-	5 1%	-
Lack of childcare	10 1%	-	1 1%	-	2 1%	3 1%	3 1%	1 *	3 1%	3 1%	-	1 1%	* *	2 1%
Infrastructure	10 1%	-	-	2 2%	3 1%	4 1%	-	-	1 *	-	*	-	5 1%	3 1%
Poor wages	7 *	-	-	-	-	3 1%	3 1%	1 *	-	2 1%	-	*	3 1%	1 1%
Homeless/sheltered housing	7 *	-	-	-	-	4 1%	3 1%	-	-	5 2%	-	-	2 *	-
Regeneration of town	7 *	-	-	-	1 *	1 *	4 1%	1 *	4 1%	*	-	*	2 *	-
Funding of rhe arts	5 *	-	2 1%	-	-	3 1%	* *	* *	-	2 1%	-	*	3 *	-
Too many farmers/farming problems.	5 *	-	*	-	-	1 *	1 *	3 1%	*	-	2 2%	*	1 *	1 1%
General youths and their issues	4 *	-	-	-	3 1%	-	1 *	-	3 1%	-	-	-	1 *	-
Saving money	4 *	-	-	-	-	* *	2 *	2 1%	-	-	-	3 2%	1 *	-

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	TOTAL	Length of residence						Political Affiliation						
		Up to one year	1 - 5 years	6 - 10 years	11 - 20 years	21 - 30 years	31 - 50 years	More than 50 years	Conser-vatives	Labour	Lib Dem	Other	None (unprom-ted)	Refused
Unweighted Base	1751	9	147	157	259	358	462	340	388	301	102	140	598	222
Weighted Base	1751	7	162	157	265	362	454	328	390	304	123	147	572	214
Social (unspec)	4	-	-	-	1	2	-	1	-	*	-	-	-	4
	*	-	-	-	*	*	-	*	-	*	-	-	-	2%
High council tax payments	2	-	-	-	1	-	-	*	-	*	-	1	-	-
	*	-	-	-	1%	-	-	*	-	*	-	1%	-	-
Energy development	2	-	-	-	1	-	-	1	-	-	*	-	-	1
	*	-	-	-	*	-	-	*	-	-	*	-	-	1%
Poor sewage	1	-	-	-	-	-	1	-	-	-	-	-	1	-
	*	-	-	-	-	-	*	-	-	-	-	-	*	-
Other	148	-	17	17	25	28	29	32	33	31	14	11	47	11
	8%	-	11%	11%	10%	8%	6%	10%	9%	10%	11%	8%	8%	5%
Don't know	316	*	22	25	44	88	59	71	56	66	19	23	120	33
	18%	6%	14%	16%	17%	24%	13%	22%	14%	22%	15%	15%	21%	15%
No answer	172	1	31	8	34	26	29	41	37	23	12	16	61	24
	10%	16%	19%	5%	13%	7%	6%	12%	10%	7%	9%	11%	11%	11%

Norfolk Poll
Fieldwork dates : 17th - 22nd February 2011

Q.2 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 King's Lynn?

Base : All

	TOTAL	Age						Gender		Social Grade			
		18-24	25-24	35-44	45-54	55-64	65+	Male	Female	AB	C1	C2	DE
Unweighted Base	1751	144	247	262	293	318	477	820	931	351	386	289	712
Weighted Base	1751	186	233	287	282	298	455	851	900	362	398	292	690
Very familiar (+2)	214 12%	23 12%	17 7%	31 11%	33 12%	39 13%	70 15%	127 15%	87 10%	55 15%	42 11%	31 11%	84 12%
Fairly familiar (+1)	466 27%	38 20%	48 21%	69 24%	95 34%	88 29%	123 27%	241 28%	225 25%	82 23%	122 31%	75 26%	182 26%
Fairly unfamiliar (-1)	215 12%	24 13%	31 13%	33 11%	38 14%	38 13%	50 11%	107 13%	108 12%	51 14%	50 13%	38 13%	76 11%
Very unfamiliar (-2)	856 49%	102 55%	138 59%	154 54%	116 41%	133 45%	212 47%	376 44%	480 53%	174 48%	185 46%	148 51%	347 50%
Mean	-0.59	-0.78	-0.96	-0.73	-0.39	-0.46	-0.47	-0.43	-0.74	-0.57	-0.54	-0.68	-0.61
Standard Deviation	1.58	1.55	1.44	1.55	1.56	1.59	1.63	1.61	1.53	1.60	1.56	1.55	1.58

Norfolk Poll
Fieldwork dates : 17th - 22nd February 2011

Q.2 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 King's Lynn?

Base : All

	TOTAL	Borough						
		Kings Lynn and West Norfolk	North Norfolk	Broadland	Norwich	South Norfolk	Breckland	Great Yarmouth
Unweighted Base	1751	809	159	185	124	143	194	137
Weighted Base	1751	291	214	252	292	242	264	196
Very familiar (+2)	214 12%	101 35%	13 6%	16 6%	26 9%	18 7%	25 9%	15 8%
Fairly familiar (+1)	466 27%	129 44%	63 29%	66 26%	57 20%	45 19%	70 27%	35 18%
Fairly unfamiliar (-1)	215 12%	29 10%	26 12%	21 8%	48 16%	35 14%	31 12%	26 13%
Very unfamiliar (-2)	856 49%	32 11%	112 52%	149 59%	162 55%	144 59%	138 52%	120 61%
Mean	-0.59	0.82	-0.75	-0.88	-0.90	-1.00	-0.71	-1.02
Standard Deviation	1.58	1.31	1.49	1.48	1.46	1.42	1.54	1.43

Norfolk Poll
Fieldwork dates : 17th - 22nd February 2011

Q.2 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 King's Lynn?

Base : All

	TOTAL	Length of residence						Political Affiliation						
		Up to one year	1 - 5 years	6 - 10 years	11 - 20 years	21 - 30 years	31 - 50 years	More than 50 years	Conser-vatives	Labour	Lib Dem	Other	None (unprom- -ted)	Refused
Unweighted Base	1751	9	147	157	259	358	462	340	388	301	102	140	598	222
Weighted Base	1751	7	162	157	265	362	454	328	390	304	123	147	572	214
Very familiar (+2)	214 12%	-	18 11%	15 9%	36 14%	34 9%	54 12%	56 17%	50 13%	29 10%	8 7%	26 18%	64 11%	36 17%
Fairly familiar (+1)	466 27%	4 57%	38 23%	41 26%	66 25%	104 29%	119 26%	88 27%	109 28%	75 25%	33 27%	39 27%	146 25%	64 30%
Fairly unfamiliar (-1)	215 12%	1 8%	16 10%	18 12%	43 16%	38 11%	60 13%	36 11%	57 15%	34 11%	16 13%	21 15%	61 11%	26 12%
Very unfamiliar (-2)	856 49%	3 35%	89 55%	84 53%	120 45%	186 51%	220 49%	147 45%	174 45%	165 54%	67 54%	60 41%	302 53%	89 41%
Mean	-0.59	-0.22	-0.75	-0.74	-0.54	-0.66	-0.60	-0.40	-0.50	-0.76	-0.80	-0.34	-0.68	-0.31
Standard Deviation	1.58	1.53	1.57	1.53	1.57	1.55	1.57	1.65	1.57	1.53	1.48	1.63	1.57	1.63

Norfolk Poll
Fieldwork dates : 17th - 22nd February 2011

Q.3 Do you support or oppose this development which would use waste left after recycling to generate energy?

Base : All

	TOTAL	Age						Gender		Social Grade			
		18-24	25-24	35-44	45-54	55-64	65+	Male	Female	AB	C1	C2	DE
Unweighted Base	1751	144	247	262	293	318	477	820	931	351	386	289	712
Weighted Base	1751	186	233	287	282	298	455	851	900	362	398	292	690
Strongly support	(+2) 323 18%	30 16%	47 20%	44 15%	57 20%	63 21%	82 18%	191 22%	133 15%	64 18%	66 16%	61 21%	130 19%
Support	(+1) 817 47%	85 46%	110 47%	146 51%	124 44%	145 49%	203 45%	400 47%	417 46%	172 48%	199 50%	129 44%	314 46%
Oppose	(-1) 133 8%	19 10%	12 5%	29 10%	28 10%	15 5%	30 7%	70 8%	64 7%	27 7%	27 7%	24 8%	55 8%
Strongly oppose	(-2) 146 8%	25 14%	19 8%	20 7%	19 7%	23 8%	39 9%	63 7%	83 9%	33 9%	31 8%	27 9%	54 8%
Don't know	332 19%	26 14%	45 19%	49 17%	55 19%	52 17%	100 22%	128 15%	204 23%	66 18%	76 19%	51 17%	137 20%
Mean	0.73	0.47	0.83	0.70	0.75	0.85	0.73	0.81	0.65	0.70	0.75	0.71	0.75
Standard Deviation	1.21	1.36	1.17	1.15	1.21	1.16	1.22	1.18	1.23	1.22	1.16	1.26	1.20

Norfolk Poll
Fieldwork dates : 17th - 22nd February 2011

Q.3 Do you support or oppose this development which would use waste left after recycling to generate energy?

Base : All

	TOTAL	Borough						
		Kings Lynn and West Norfolk	North Norfolk	Broadland	Norwich	South Norfolk	Breckland	Great Yarmouth
Unweighted Base	1751	809	159	185	124	143	194	137
Weighted Base	1751	291	214	252	292	242	264	196
Strongly support (+2)	323 18%	16 6%	49 23%	50 20%	74 25%	42 17%	47 18%	45 23%
Support (+1)	817 47%	60 21%	100 47%	149 59%	151 52%	137 57%	128 49%	92 47%
Oppose (-1)	133 8%	73 25%	5 2%	8 3%	7 2%	11 5%	20 7%	9 4%
Strongly oppose (-2)	146 8%	107 37%	5 2%	6 2%	8 3%	- -	14 5%	6 3%
Don't know	332 19%	34 12%	54 25%	39 15%	52 18%	52 21%	56 21%	44 23%
Mean	0.73	-0.76	1.15	1.07	1.15	1.10	0.83	1.07
Standard Deviation	1.21	1.37	0.84	0.80	0.84	0.67	1.09	0.94

Norfolk Poll
Fieldwork dates : 17th - 22nd February 2011

Q.3 Do you support or oppose this development which would use waste left after recycling to generate energy?

Base : All

	TOTAL	Length of residence						Political Affiliation						
		Up to one year	1 - 5 years	6 - 10 years	11 - 20 years	21 - 30 years	31 - 50 years	More than 50 years	Conser-vatives	Labour	Lib Dem	Other	None (unprom- -ted)	Refused
Unweighted Base	1751	9	147	157	259	358	462	340	388	301	102	140	598	222
Weighted Base	1751	7	162	157	265	362	454	328	390	304	123	147	572	214
Strongly support (+2)	323 18%	3 40%	37 23%	21 13%	36 13%	62 17%	92 20%	72 22%	82 21%	57 19%	28 22%	27 18%	101 18%	28 13%
Support (+1)	817 47%	1 14%	81 50%	76 48%	129 48%	179 49%	200 44%	145 44%	194 50%	148 49%	63 51%	68 46%	257 45%	85 40%
Oppose (-1)	133 8%	1 20%	10 6%	9 6%	20 7%	23 6%	42 9%	27 8%	37 10%	25 8%	6 5%	9 6%	42 7%	14 7%
Strongly oppose (-2)	146 8%	* 4%	7 4%	9 6%	24 9%	44 12%	34 7%	25 7%	31 8%	21 7%	3 3%	13 9%	56 10%	22 10%
Don't know	332 19%	2 21%	25 16%	42 27%	57 21%	55 15%	87 19%	59 18%	46 12%	52 17%	24 19%	30 20%	116 20%	64 30%
Mean	0.73	0.85	0.97	0.78	0.63	0.62	0.75	0.79	0.75	0.78	1.07	0.75	0.67	0.55
Standard Deviation	1.21	1.54	1.03	1.09	1.21	1.28	1.21	1.21	1.19	1.15	0.89	1.21	1.26	1.31

Norfolk Poll
Fieldwork dates : 17th - 22nd February 2011

Q.4 For waste that cannot be, or is not being, recycled or composted, which of the following disposal options do you prefer?

Base : All

	TOTAL	Age						Gender		Social Grade			
		18-24	25-24	35-44	45-54	55-64	65+	Male	Female	AB	C1	C2	DE
Unweighted Base	1751	144	247	262	293	318	477	820	931	351	386	289	712
Weighted Base	1751	186	233	287	282	298	455	851	900	362	398	292	690
Landfill	177 10%	23 12%	14 6%	29 10%	35 12%	20 7%	55 12%	81 10%	96 11%	36 10%	35 9%	31 11%	74 11%
Generating energy from the incineration of waste	1304 74%	132 71%	175 75%	220 77%	206 73%	240 81%	326 72%	650 76%	654 73%	281 78%	300 75%	216 74%	502 73%
Other	83 5%	12 6%	7 3%	14 5%	15 5%	14 5%	21 5%	51 6%	32 4%	17 5%	19 5%	12 4%	33 5%
Don't know	190 11%	19 10%	37 16%	25 9%	28 10%	23 8%	55 12%	70 8%	121 13%	29 8%	45 11%	32 11%	82 12%

Norfolk Poll
Fieldwork dates : 17th - 22nd February 2011

Q.4 For waste that cannot be, or is not being, recycled or composted, which of the following disposal options do you prefer?

Base : All

	TOTAL	Borough						
		Kings Lynn and West Norfolk	North Norfolk	Broadland	Norwich	South Norfolk	Breckland	Great Yarmouth
Unweighted Base	1751	809	159	185	124	143	194	137
Weighted Base	1751	291	214	252	292	242	264	196
Landfill	177 10%	65 23%	13 6%	26 10%	19 6%	14 6%	20 7%	20 10%
Generating energy from the incineration of waste	1304 74%	123 42%	179 84%	202 80%	245 84%	198 82%	202 77%	155 79%
Other	83 5%	46 16%	5 3%	1 1%	7 2%	2 1%	13 5%	8 4%
Don't know	190 11%	58 20%	17 8%	24 10%	21 7%	28 12%	29 11%	13 7%

Norfolk Poll
Fieldwork dates : 17th - 22nd February 2011

Q.4 For waste that cannot be, or is not being, recycled or composted, which of the following disposal options do you prefer?

Base : All

	TOTAL	Length of residence						Political Affiliation						
		Up to one year	1 - 5 years	6 - 10 years	11 - 20 years	21 - 30 years	31 - 50 years	More than 50 years	Conser-vatives	Labour	Lib Dem	Other	None (unprom- -ted)	Refused
Unweighted Base	1751	9	147	157	259	358	462	340	388	301	102	140	598	222
Weighted Base	1751	7	162	157	265	362	454	328	390	304	123	147	572	214
Landfill	177 10%	*	27	13	24	43	38	31	51	32	7	15	51	20
		5%	17%	8%	9%	12%	8%	9%	13%	11%	5%	10%	9%	9%
Generating energy from the incineration of waste	1304 74%	5	115	114	206	262	345	249	300	236	105	100	399	165
		69%	71%	72%	77%	72%	76%	76%	77%	78%	85%	68%	70%	77%
Other	83 5%	1	3	5	12	15	31	14	18	8	3	10	32	12
		18%	2%	3%	5%	4%	7%	4%	5%	3%	2%	7%	6%	6%
Don't know	190 11%	1	16	26	23	43	41	34	21	27	9	22	92	19
		8%	10%	16%	9%	12%	9%	10%	5%	9%	7%	15%	16%	9%

Norfolk Poll
Fieldwork dates : 17th - 22nd February 2011

Q.5 How familiar or otherwise are you with what an energy from waste facility does?

Base : All

	TOTAL	Age						Gender		Social Grade			
		18-24	25-24	35-44	45-54	55-64	65+	Male	Female	AB	C1	C2	DE
Unweighted Base	1751	144	247	262	293	318	477	820	931	351	386	289	712
Weighted Base	1751	186	233	287	282	298	455	851	900	362	398	292	690
Very familiar (+2)	110 6%	13 7%	14 6%	14 5%	13 5%	20 7%	33 7%	83 10%	26 3%	26 7%	17 4%	22 8%	45 6%
Fairly familiar (+1)	564 32%	58 31%	65 28%	92 32%	105 37%	104 35%	137 30%	329 39%	235 26%	129 36%	146 37%	92 31%	192 28%
Fairly unfamiliar (-1)	479 27%	55 29%	69 29%	86 30%	79 28%	76 26%	112 25%	208 24%	271 30%	101 28%	97 24%	92 31%	186 27%
Very unfamiliar (-2)	598 34%	61 33%	86 37%	95 33%	85 30%	98 33%	173 38%	231 27%	367 41%	106 29%	139 35%	86 30%	267 39%
Mean	-0.51	-0.50	-0.63	-0.54	-0.41	-0.43	-0.56	-0.21	-0.80	-0.36	-0.49	-0.44	-0.64
Standard Deviation	1.40	1.40	1.38	1.36	1.37	1.42	1.43	1.44	1.30	1.40	1.39	1.39	1.40

Norfolk Poll
Fieldwork dates : 17th - 22nd February 2011

Q.5 How familiar or otherwise are you with what an energy from waste facility does?

Base : All

		Borough							
TOTAL		Kings Lynn and West Norfolk	North Norfolk	Broadland	Norwich	South Norfolk	Breckland	Great Yarmouth	
Unweighted Base		1751	809	159	185	124	143	194	137
Weighted Base		1751	291	214	252	292	242	264	196
Very familiar	(+2)	110 6%	25 9%	15 7%	12 5%	5 2%	15 6%	20 7%	19 10%
Fairly familiar	(+1)	564 32%	106 37%	56 26%	86 34%	107 37%	77 32%	82 31%	49 25%
Fairly unfamiliar	(-1)	479 27%	81 28%	60 28%	60 24%	69 24%	70 29%	74 28%	65 33%
Very unfamiliar	(-2)	598 34%	78 27%	83 39%	94 37%	112 38%	80 33%	89 34%	63 32%
Mean		-0.51	-0.28	-0.66	-0.55	-0.60	-0.50	-0.49	-0.53
Standard Deviation		1.40	1.41	1.40	1.40	1.36	1.39	1.41	1.41

Norfolk Poll
Fieldwork dates : 17th - 22nd February 2011

Q.5 How familiar or otherwise are you with what an energy from waste facility does?

Base : All

	TOTAL	Length of residence						Political Affiliation						
		Up to one year	1 - 5 years	6 - 10 years	11 - 20 years	21 - 30 years	31 - 50 years	More than 50 years	Conser-vatives	Labour	Lib Dem	Other	None (unprom- -ted)	Refused
Unweighted Base	1751	9	147	157	259	358	462	340	388	301	102	140	598	222
Weighted Base	1751	7	162	157	265	362	454	328	390	304	123	147	572	214
Very familiar (+2)	110 6%	-	10 6%	11 7%	20 8%	22 6%	31 7%	17 5%	27 7%	5 2%	7 5%	13 9%	35 6%	23 11%
Fairly familiar (+1)	564 32%	*	52 32%	56 36%	93 35%	115 32%	143 31%	97 30%	130 33%	107 35%	37 30%	54 37%	165 29%	71 33%
Fairly unfamiliar (-1)	479 27%	-	47 29%	38 24%	64 24%	103 29%	134 30%	88 27%	122 31%	85 28%	34 27%	36 25%	150 26%	52 24%
Very unfamiliar (-2)	598 34%	7 94%	53 33%	52 33%	88 33%	122 34%	146 32%	126 38%	111 29%	107 35%	46 37%	44 30%	222 39%	69 32%
Mean	-0.51	-1.83	-0.51	-0.42	-0.40	-0.52	-0.49	-0.64	-0.42	-0.60	-0.61	-0.29	-0.63	-0.33
Standard Deviation	1.40	0.74	1.38	1.43	1.44	1.39	1.39	1.38	1.38	1.32	1.39	1.45	1.40	1.48

Norfolk Poll

Fieldwork dates : 17th - 22nd February 2011

**Q.6 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
If it saved Norfolk County Council £8million per year**

Base : All who oppose/strongly oppose the incinerator

	TOTAL	Age						Gender		Social Grade			
		18-24	25-24	35-44	45-54	55-64	65+	Male	Female	AB	C1	C2	DE
Unweighted Base	579	60	75	88	100	98	154	260	319	118	119	96	240
Weighted Base	279	45	30	48	47	38	69	132	147	59	58	51	109
Yes	105 38%	18 41%	11 37%	19 39%	19 41%	13 33%	25 36%	49 37%	56 38%	26 45%	20 34%	28 54%	31 28%
No	155 55%	24 54%	17 57%	25 52%	27 58%	22 59%	37 54%	77 58%	78 53%	32 53%	34 59%	21 41%	66 61%
Don't know	19 7%	2 5%	2 5%	4 9%	1 1%	3 9%	7 10%	6 4%	14 9%	1 2%	4 6%	3 5%	12 11%

Norfolk Poll
Fieldwork dates : 17th - 22nd February 2011

**Q.6 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
 If it saved Norfolk County Council £8million per year**

Base : All who oppose/strongly oppose the incinerator

	TOTAL	Borough						
		Kings Lynn and West Norfolk	North Norfolk	Broadland	Norwich	South Norfolk	Breckland	Great Yarmouth
Unweighted Base	579	513	8	11	6	6	25	10
Weighted Base	279	180	10	14	15	11	34	15
Yes	105 38%	51 28%	5 50%	11 75%	6 43%	8 71%	18 54%	5 37%
No	155 55%	117 65%	5 50%	4 25%	8 57%	-	12 35%	9 63%
Don't know	19 7%	12 7%	-	-	-	3 29%	4 11%	-

Norfolk Poll

Fieldwork dates : 17th - 22nd February 2011

**Q.6 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
If it saved Norfolk County Council £8million per year**

Base : All who oppose/strongly oppose the incinerator

	Length of residence							Political Affiliation						
	Up to one year	1 - 5 years	6 - 10 years	11 - 20 years	21 - 30 years	31 - 50 years	More than 50 years	Conservatives	Labour	Lib Dem	Other	None (unprompted)	Refused	
Unweighted Base	579	3	35	44	86	132	158	115	134	99	19	44	203	80
Weighted Base	279	2	17	19	44	67	75	52	68	46	9	22	98	37
Yes	105	1	6	5	16	25	27	22	27	20	5	10	33	10
	38%	33%	36%	28%	36%	38%	36%	43%	40%	43%	52%	47%	34%	28%
No	155	1	8	12	25	39	44	25	37	24	4	11	56	22
	55%	67%	48%	65%	56%	59%	58%	47%	55%	52%	45%	50%	58%	61%
Don't know	19	-	3	1	3	2	4	5	4	2	*	1	8	4
	7%	-	16%	7%	8%	3%	6%	9%	5%	5%	3%	3%	8%	11%

Norfolk Poll
Fieldwork dates : 17th - 22nd February 2011

**Q.6 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
 If it created more local job opportunities**

Base : All who oppose/strongly oppose the incinerator

	TOTAL	Age						Gender		Social Grade			
		18-24	25-24	35-44	45-54	55-64	65+	Male	Female	AB	C1	C2	DE
Unweighted Base	579	60	75	88	100	98	154	260	319	118	119	96	240
Weighted Base	279	45	30	48	47	38	69	132	147	59	58	51	109
Yes	118 42%	21 46%	9 31%	22 45%	20 42%	17 45%	28 41%	48 36%	70 48%	26 43%	25 43%	30 58%	36 33%
No	149 53%	22 50%	20 67%	24 49%	27 58%	18 47%	36 52%	77 58%	72 49%	33 55%	32 56%	20 38%	63 58%
Don't know	13 5%	2 4%	1 2%	3 5%	- -	3 8%	5 7%	8 6%	6 4%	1 1%	1 1%	2 4%	10 9%

Norfolk Poll
Fieldwork dates : 17th - 22nd February 2011

**Q.6 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
 If it created more local job opportunities**

Base : All who oppose/strongly oppose the incinerator

	TOTAL	Borough						
		Kings Lynn and West Norfolk	North Norfolk	Broadland	Norwich	South Norfolk	Breckland	Great Yarmouth
Unweighted Base	579	513	8	11	6	6	25	10
Weighted Base	279	180	10	14	15	11	34	15
Yes	118 42%	57 32%	5 50%	13 91%	9 58%	6 55%	21 61%	7 47%
No	149 53%	116 64%	5 50%	1 9%	6 42%	4 32%	11 32%	6 41%
Don't know	13 5%	7 4%	-	-	-	1 13%	2 7%	2 12%

Norfolk Poll
Fieldwork dates : 17th - 22nd February 2011

**Q.6 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
 If it created more local job opportunities**

Base : All who oppose/strongly oppose the incinerator

	TOTAL	Length of residence						Political Affiliation						
		Up to one year	1 - 5 years	6 - 10 years	11 - 20 years	21 - 30 years	31 - 50 years	More than 50 years	Conser-vatives	Labour	Lib Dem	Other	None (unprom-ted)	Refused
Unweighted Base	579	3	35	44	86	132	158	115	134	99	19	44	203	80
Weighted Base	279	2	17	19	44	67	75	52	68	46	9	22	98	37
Yes	118	1	6	8	21	25	29	23	34	20	5	12	37	9
	42%	84%	36%	44%	48%	38%	38%	45%	50%	43%	56%	55%	38%	26%
No	149	*	10	9	21	38	44	25	32	25	3	10	55	23
	53%	16%	60%	51%	48%	57%	59%	47%	47%	54%	37%	45%	56%	64%
Don't know	13	-	1	1	2	4	2	4	1	1	1	-	6	4
	5%	-	3%	5%	4%	6%	3%	8%	2%	3%	7%	-	6%	10%

Norfolk Poll
Fieldwork dates : 17th - 22nd February 2011

Q.6 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
If the developers contributed to a local community fund of between £50,000 and £100,000 each year

Base : All who oppose/strongly oppose the incinerator

	TOTAL	Age						Gender		Social Grade			
		18-24	25-24	35-44	45-54	55-64	65+	Male	Female	AB	C1	C2	DE
Unweighted Base	579	60	75	88	100	98	154	260	319	118	119	96	240
Weighted Base	279	45	30	48	47	38	69	132	147	59	58	51	109
Yes	83 30%	14 31%	10 33%	15 31%	14 29%	12 31%	19 27%	41 31%	42 29%	19 31%	13 23%	23 45%	27 25%
No	178 64%	29 65%	20 65%	33 68%	32 67%	23 61%	40 57%	86 65%	92 63%	40 67%	41 70%	25 48%	71 65%
Don't know	19 7%	2 4%	1 2%	1 2%	2 4%	3 8%	11 15%	6 4%	13 9%	1 2%	4 7%	3 7%	10 10%

Norfolk Poll
Fieldwork dates : 17th - 22nd February 2011

**Q.6 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
 If the developers contributed to a local community fund of between £50,000 and £100,000 each year**

Base : All who oppose/strongly oppose the incinerator

	TOTAL	Borough						
		Kings Lynn and West Norfolk	North Norfolk	Broadland	Norwich	South Norfolk	Breckland	Great Yarmouth
Unweighted Base	579	513	8	11	6	6	25	10
Weighted Base	279	180	10	14	15	11	34	15
Yes	83 30%	40 22%	4 39%	9 65%	2 17%	7 59%	17 49%	4 27%
No	178 64%	132 73%	4 37%	5 35%	12 83%	2 16%	12 36%	11 73%
Don't know	19 7%	8 5%	3 25%	-	-	3 25%	5 15%	-

Norfolk Poll

Fieldwork dates : 17th - 22nd February 2011

Q.6 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

If the developers contributed to a local community fund of between £50,000 and £100,000 each year

Base : All who oppose/strongly oppose the incinerator

	TOTAL	Length of residence						Political Affiliation						
		Up to one year	1 - 5 years	6 - 10 years	11 - 20 years	21 - 30 years	31 - 50 years	More than 50 years	Conservatives	Labour	Lib Dem	Other	None (unprompted)	Refused
Unweighted Base	579	3	35	44	86	132	158	115	134	99	19	44	203	80
Weighted Base	279	2	17	19	44	67	75	52	68	46	9	22	98	37
Yes	83	*	6	5	12	17	23	18	21	18	3	8	25	8
	30%	17%	33%	28%	27%	25%	30%	34%	30%	39%	39%	38%	25%	21%
No	178	1	11	12	29	47	50	26	42	27	5	13	66	25
	64%	83%	64%	65%	66%	70%	66%	51%	62%	58%	54%	58%	68%	67%
Don't know	19	-	1	1	3	3	3	8	5	1	1	1	6	4
	7%	-	3%	6%	7%	5%	4%	15%	8%	3%	7%	4%	7%	11%

Norfolk Poll
Fieldwork dates : 17th - 22nd February 2011

**Q.6 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
 If it significantly reduced the amount of waste going to landfill**

Base : All who oppose/strongly oppose the incinerator

	TOTAL	Age						Gender		Social Grade			
		18-24	25-24	35-44	45-54	55-64	65+	Male	Female	AB	C1	C2	DE
Unweighted Base	579	60	75	88	100	98	154	260	319	118	119	96	240
Weighted Base	279	45	30	48	47	38	69	132	147	59	58	51	109
Yes	123 44%	21 46%	10 34%	26 54%	18 37%	18 46%	30 43%	53 40%	70 48%	28 46%	25 43%	28 55%	41 38%
No	135 48%	23 51%	18 61%	21 43%	28 58%	17 45%	27 40%	71 54%	65 44%	29 49%	28 48%	21 41%	56 52%
Don't know	21 8%	1 3%	2 5%	1 2%	2 4%	3 9%	12 17%	9 7%	12 8%	3 4%	5 9%	2 4%	11 10%

Norfolk Poll
Fieldwork dates : 17th - 22nd February 2011

**Q.6 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
 If it significantly reduced the amount of waste going to landfill**

Base : All who oppose/strongly oppose the incinerator

	TOTAL	Borough						
		Kings Lynn and West Norfolk	North Norfolk	Broadland	Norwich	South Norfolk	Breckland	Great Yarmouth
Unweighted Base	579	513	8	11	6	6	25	10
Weighted Base	279	180	10	14	15	11	34	15
Yes	123 44%	63 35%	6 63%	13 91%	8 56%	7 59%	18 54%	7 46%
No	135 48%	106 59%	1 12%	- -	7 44%	2 16%	12 35%	8 54%
Don't know	21 8%	11 6%	3 25%	1 9%	- -	3 25%	4 11%	- -

Norfolk Poll
Fieldwork dates : 17th - 22nd February 2011

**Q.6 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
 If it significantly reduced the amount of waste going to landfill**

Base : All who oppose/strongly oppose the incinerator

	Length of residence							Political Affiliation						
	Up to one year	1 - 5 years	6 - 10 years	11 - 20 years	21 - 30 years	31 - 50 years	More than 50 years	Conser-vatives	Labour	Lib Dem	Other	None (unprom- -ted)	Refused	
Unweighted Base	579	3	35	44	86	132	158	115	134	99	19	44	203	80
Weighted Base	279	2	17	19	44	67	75	52	68	46	9	22	98	37
Yes	123	2	8	7	18	28	34	24	28	21	5	12	46	11
	44%	100%	48%	38%	41%	41%	45%	46%	41%	46%	58%	54%	47%	29%
No	135	-	8	10	24	35	36	21	34	23	3	10	44	23
	48%	-	46%	55%	55%	52%	47%	41%	49%	49%	31%	44%	45%	62%
Don't know	21	-	1	1	2	4	5	7	7	2	1	*	7	3
	8%	-	7%	7%	5%	7%	7%	13%	10%	5%	10%	1%	8%	8%

Norfolk Poll

Fieldwork dates : 17th - 22nd February 2011

**Q.6 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
If it brought more money into the local economy**

Base : All who oppose/strongly oppose the incinerator

	TOTAL	Age						Gender		Social Grade			
		18-24	25-24	35-44	45-54	55-64	65+	Male	Female	AB	C1	C2	DE
Unweighted Base	579	60	75	88	100	98	154	260	319	118	119	96	240
Weighted Base	279	45	30	48	47	38	69	132	147	59	58	51	109
Yes	102 37%	20 45%	10 34%	20 41%	12 25%	14 36%	26 37%	45 34%	57 39%	22 38%	19 32%	29 58%	31 29%
No	163 58%	23 52%	20 65%	27 55%	33 70%	21 55%	38 56%	82 62%	81 55%	34 58%	37 63%	20 40%	71 65%
Don't know	14 5%	1 3%	* 1%	2 4%	3 5%	3 8%	5 7%	5 4%	9 6%	3 5%	3 5%	1 3%	7 6%

Norfolk Poll
Fieldwork dates : 17th - 22nd February 2011

**Q.6 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
 If it brought more money into the local economy**

Base : All who oppose/strongly oppose the incinerator

	TOTAL	Borough						
		Kings Lynn and West Norfolk	North Norfolk	Broadland	Norwich	South Norfolk	Breckland	Great Yarmouth
Unweighted Base	579	513	8	11	6	6	25	10
Weighted Base	279	180	10	14	15	11	34	15
Yes	102 37%	49 27%	5 50%	9 65%	6 43%	8 68%	18 54%	7 47%
No	163 58%	123 68%	5 50%	4 26%	8 57%	4 32%	12 35%	8 53%
Don't know	14 5%	9 5%	-	1 9%	-	-	4 11%	-

Norfolk Poll

Fieldwork dates : 17th - 22nd February 2011

**Q.6 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
If it brought more money into the local economy**

Base : All who oppose/strongly oppose the incinerator

	Length of residence							Political Affiliation						
	Up to one year	1 - 5 years	6 - 10 years	11 - 20 years	21 - 30 years	31 - 50 years	More than 50 years	Conservatives	Labour	Lib Dem	Other	None (unprompted)	Refused	
Unweighted Base	579	3	35	44	86	132	158	115	134	99	19	44	203	80
Weighted Base	279	2	17	19	44	67	75	52	68	46	9	22	98	37
Yes	102	1	6	5	15	25	25	22	26	19	5	11	35	7
	37%	67%	34%	28%	34%	38%	33%	42%	37%	42%	55%	48%	36%	19%
No	163	1	10	12	27	39	46	27	39	25	3	11	59	26
	58%	33%	58%	67%	61%	59%	61%	52%	57%	54%	37%	51%	60%	72%
Don't know	14	-	1	1	2	2	4	3	4	2	1	*	4	3
	5%	-	7%	5%	5%	3%	6%	6%	5%	5%	7%	1%	4%	9%

Norfolk Poll
Fieldwork dates : 17th - 22nd February 2011

**Q.6 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
 If it saved 70,000 tonnes of carbon dioxide per year**

Base : All who oppose/strongly oppose the incinerator

	TOTAL	Age						Gender		Social Grade			
		18-24	25-24	35-44	45-54	55-64	65+	Male	Female	AB	C1	C2	DE
Unweighted Base	579	60	75	88	100	98	154	260	319	118	119	96	240
Weighted Base	279	45	30	48	47	38	69	132	147	59	58	51	109
Yes	124 44%	22 49%	15 48%	23 47%	18 38%	17 45%	30 43%	56 43%	68 46%	28 48%	26 44%	30 58%	39 36%
No	126 45%	19 43%	13 44%	23 48%	22 46%	16 42%	31 45%	65 49%	61 41%	27 45%	25 43%	16 31%	57 53%
Don't know	30 11%	4 9%	2 7%	3 5%	8 16%	5 13%	8 12%	11 8%	19 13%	4 7%	7 12%	5 11%	13 12%

Norfolk Poll
Fieldwork dates : 17th - 22nd February 2011

**Q.6 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
 If it saved 70,000 tonnes of carbon dioxide per year**

Base : All who oppose/strongly oppose the incinerator

	TOTAL	Borough						
		Kings Lynn and West Norfolk	North Norfolk	Broadland	Norwich	South Norfolk	Breckland	Great Yarmouth
Unweighted Base	579	513	8	11	6	6	25	10
Weighted Base	279	180	10	14	15	11	34	15
Yes	124 44%	62 35%	6 63%	13 91%	6 43%	8 71%	20 58%	8 56%
No	126 45%	99 55%	4 37%	- -	6 42%	2 16%	8 23%	6 44%
Don't know	30 11%	19 10%	-	1 9%	2 15%	1 13%	6 18%	-

Norfolk Poll

Fieldwork dates : 17th - 22nd February 2011

**Q.6 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
If it saved 70,000 tonnes of carbon dioxide per year**

Base : All who oppose/strongly oppose the incinerator

	Length of residence							Political Affiliation						
	Up to one year	1 - 5 years	6 - 10 years	11 - 20 years	21 - 30 years	31 - 50 years	More than 50 years	Conser-vatives	Labour	Lib Dem	Other	None (unprom-ted)	Refused	
Unweighted Base	579	3	35	44	86	132	158	115	134	99	19	44	203	80
Weighted Base	279	2	17	19	44	67	75	52	68	46	9	22	98	37
Yes	124	1	7	7	17	27	41	21	34	20	4	12	43	11
	44%	84%	40%	41%	39%	40%	54%	40%	50%	43%	48%	57%	44%	29%
No	126	*	10	9	18	36	28	24	27	22	3	9	44	20
	45%	16%	56%	50%	41%	53%	38%	45%	39%	48%	34%	42%	45%	56%
Don't know	30	-	1	2	9	4	7	7	7	4	2	*	11	5
	11%	-	3%	10%	21%	6%	9%	14%	10%	9%	18%	1%	12%	15%