

Jack's Lane Wind Farm Local Area Poll Summary

Methodology

Populus interviewed 1000 adults across 8 council wards nearest to the proposed Jack's Lane Wind Farm: Brancaster, Burnham, Dersingham, Docking, Hunstanton, Raynhams, Rudham, and Snettisham.

Fieldwork was conducted by telephone between 13th and 19th December 2010 and the results have been weighted to be representative of the adult population of the area in terms of Gender, Age and SEG.

Populus is a member of the British Polling Council and abides by its rules. For more information please visit www.populus.co.uk. Populus undertakes independent surveys for groups and organisations ranging from Asda through to David Cameron's Conservative Party.

General Attitudes to Wind Farms

- Three quarters (75%) of those in the area surveyed believed wind farms should form part of the UK's energy mix. There was a noticeable decline in support for wind farms forming part of the UK's energy mix as respondents' age increased: in excess of 80% of those aged 54 or younger supported the UK generating electricity from wind farms, a figure that fell to 70% amongst those aged 55-64, and 64% amongst those aged 65+.
- There was strong support too for other forms of renewable energy including solar (87%) and wave / tidal (83%).
- Increasing the UK's ability to be self sufficient in energy was seen as the biggest advantage to increasing the amount of electricity generated from renewable sources. 96% described this as an important benefit of renewable energy.
- Reducing emissions of polluting gasses like carbon dioxide, reducing dependence on fossil fuels, and generating electricity closer to where it was used were all seen as significant benefits of greater renewable generation too (91%, 85%, and 82% importance respectively). Women were a little more positive about the importance of generating electricity close to where it was used than men (86% of women said it was an important benefit of renewable energy, just 78% of men did so).
- 69% of respondents supported the building of onshore wind farms in the UK as a whole (and, again, support declined markedly with age from 87% amongst 18-24 year olds to 61% amongst those aged 65+). A similar number (68%) supported the building of wind farms in their region, which fell a little to 64% for support for building wind farms in their local area.
- 28% did not support building onshore Wind Farms anywhere in the UK.

Jack's Lane Wind Farm

- Half (51%) of the residents within the surveyed area supported the Jack's Lane Wind Farm. 29% of respondents described themselves as strongly supporting the proposal, with a further 22% saying they somewhat supported the Wind Farm. Echoing their responses to earlier questions, just 40% of those aged 65+ supported Jack's Lane.

This figure rose steadily as age decreased to a high of 71% support amongst those aged 18-24.

- A third (33%) of the total surveyed opposed the Wind Farm. Those opposing the Wind Farm tended to hold strong views – 27% described themselves as strongly opposing it, with just 7% saying they somewhat opposed.
- Generating electricity without causing pollution was seen as the most significant benefit of the Jack’s Lane Wind Farm to the local area. 88% said this would be a benefit for the local area, and 73% said this would be a very important benefit for the local area. Another environmental benefit – the local area doing its bit to fight climate change – was described as important by over three quarters (78%) of those interviewed.
- Reducing reliance on foreign energy imports was seen as an important benefit of the Jack’s Lane Wind Farm by four-in-five (80%). Around three quarters (74%) welcomed any job opportunities Jack’s Lane would create for local people, and 72% described the community fund of £24,000 as important for the local community (with 77% of women describing the community fund as important).
- Even the two perceived least important benefits of Jack’s Lane – opportunities to visit the Wind Farm, and income for those who own land – were viewed as important by more than half of local residents (59% and 55% respectively).

Results Overview

Q1 - Which ways of generating electricity should we have in the UK? Please say all those forms of electricity generation you think the UK should have. [Figures add to more than 100% as respondents were allowed to choose more than one option]

| | |
|-----------------------|-----|
| Solar Energy | 87% |
| Wave and Tidal Energy | 83% |
| Wind Farms | 75% |
| Gas | 68% |
| Coal | 52% |
| Nuclear | 47% |
| Biomass | 42% |

Q2 - How important or unimportant do you think the following benefits are, in terms of the UK increasing the amount of electricity it gets from renewable sources?

| | Important | Unimportant |
|---|-----------|-------------|
| Increasing the UK's ability to be self sufficient in energy | 96% | 3% |
| Reducing emissions of carbon dioxide and other polluting gasses | 91% | 7% |
| Reducing our dependence on fossil fuels | 85% | 10% |
| Electricity being generated closer to where it is used | 82% | 14% |

Q3 - In which of the places, if any, do you support the building of onshore Wind Farms? Please say all the places you support the building of onshore Wind Farms. [Figures add to more than 100% as respondents were allowed to choose more than one option]

| | |
|-------------------|-----|
| The UK as a whole | 69% |
| Your region | 68% |
| Your local area | 64% |
| None of these | 28% |

Q4 - I'd like to ask you about a proposed Wind Farm in your local area called Jack's Lane Wind Farm. This Wind Farm has been proposed on farm land between North Creake, Syderstone and Stanhoe. For the remainder of the questions I'll ask, please think only about the proposed Wind Farm at Jack's Lane, and not any other nearby Wind Farms or proposals you may know of. From what you know about the Jack's Lane proposal, do you support or oppose it?

| | |
|----------------------|------------|
| Strongly support | 29% |
| Somewhat support | 22% |
| Total support | 51% |
| Somewhat oppose | 7% |
| Strongly oppose | 27% |
| Total oppose | 33% |

Q5 - How important would each of the following benefits of the Jack's Lane Wind Farm be to your local area?

| | Important | Unimportant |
|--|-----------|-------------|
| Generating electricity without causing pollution | 88% | 10% |
| A local source of electricity generation so we're less reliant on foreign imports | 80% | 16% |
| The local area doing its bit to fight climate change | 78% | 18% |
| Job opportunities for local people | 74% | 22% |
| A community fund generated by the Wind Farm worth £24,000 per year to support local good causes and community groups | 72% | 24% |
| Opportunities to visit the Wind Farm to learn about it | 59% | 39% |
| Providing income for those who own the land | 55% | 40% |