



Global @dvisor

**Global Citizen Reaction to the
Fukushima Nuclear Plant
Disaster**

June 2011



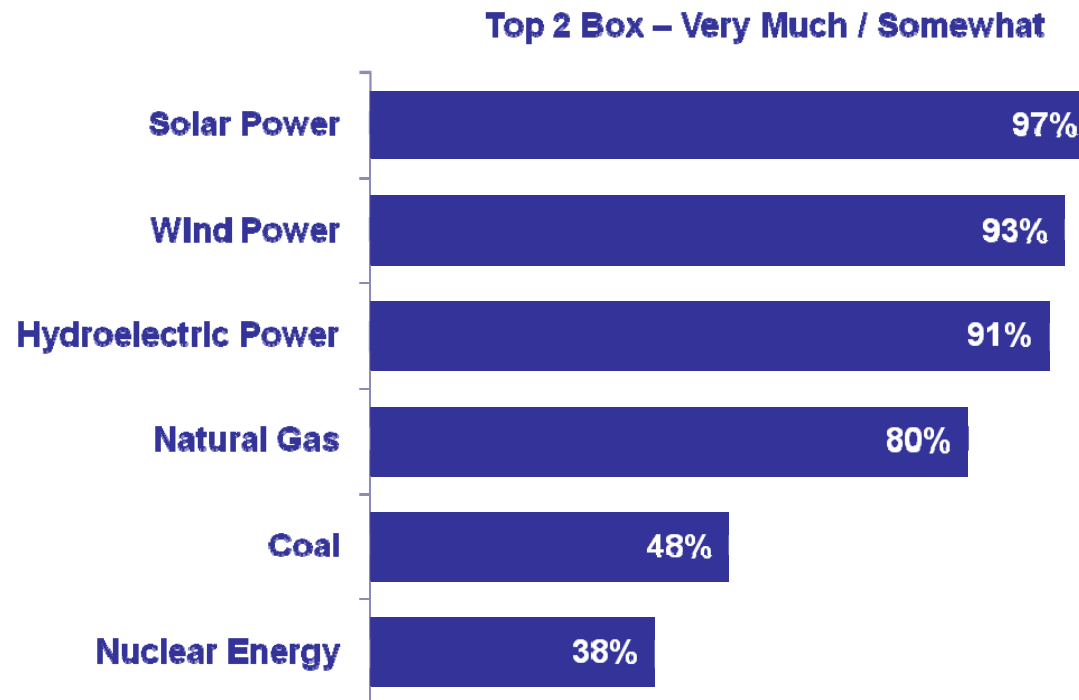
Methodology

- These are the findings of the Global @dvisor Wave 20 (G@20), an Ipsos survey conducted between **May 6th and May 21st, 2011**.
- The survey instrument is conducted monthly in 24 countries around the world via the Ipsos Online Panel system. The countries reporting herein are Argentina, Australia, Belgium, Brazil, Canada, China, France, Great Britain, Germany, Hungary, India, Indonesia, Italy, Japan, Mexico, Poland, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden, Turkey and the United States of America.
- For the results of the survey presented herein, an international sample of 18,787 adults age 18-64 in the US and Canada, and age 16-64 in all other countries, were interviewed. Approximately 1000+ individuals participated on a country by country basis via the Ipsos Online Panel with the exception of Argentina, Belgium, Indonesia, Mexico, Poland, Saudi Arabia, South Africa, South Korea, Sweden and Turkey, where each have a sample approximately 500+.
- Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to the most recent country Census data, and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-3.1 percentage points for a sample of 1,000 and an estimated margin of error of +/- 4.5 percentage points for a sample of 500 , 19 times out of 20 per country of what the results would have been had the entire population of adults in that country had been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.



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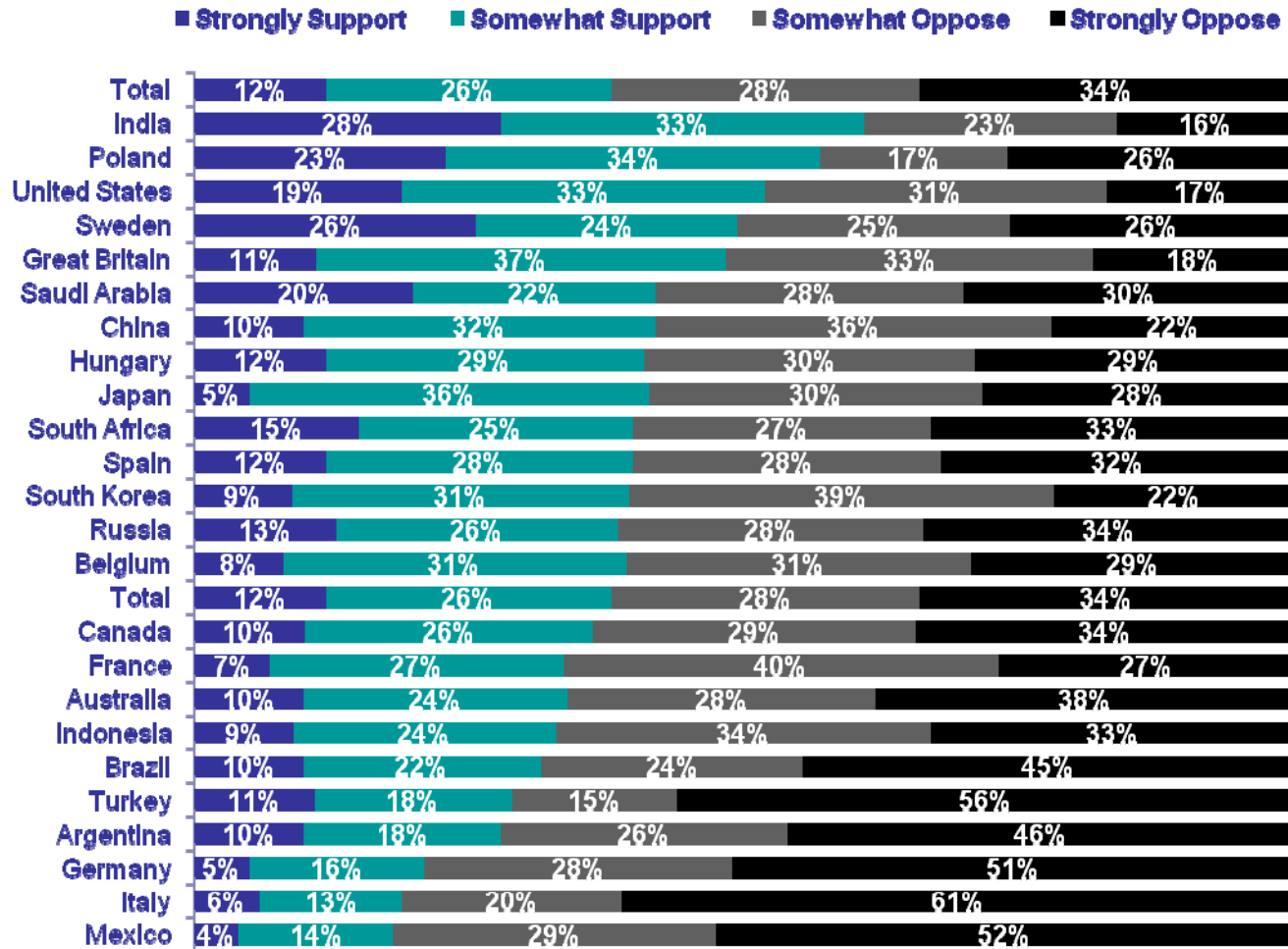
Four In Ten Global Citizens Support Nuclear As A Method To Produce Electricity – Lower Than All Other Sources Tested



Please indicate whether you strongly support, somewhat support, somewhat oppose, or strongly oppose each way of producing electricity. Base: All Respondents n = 18787



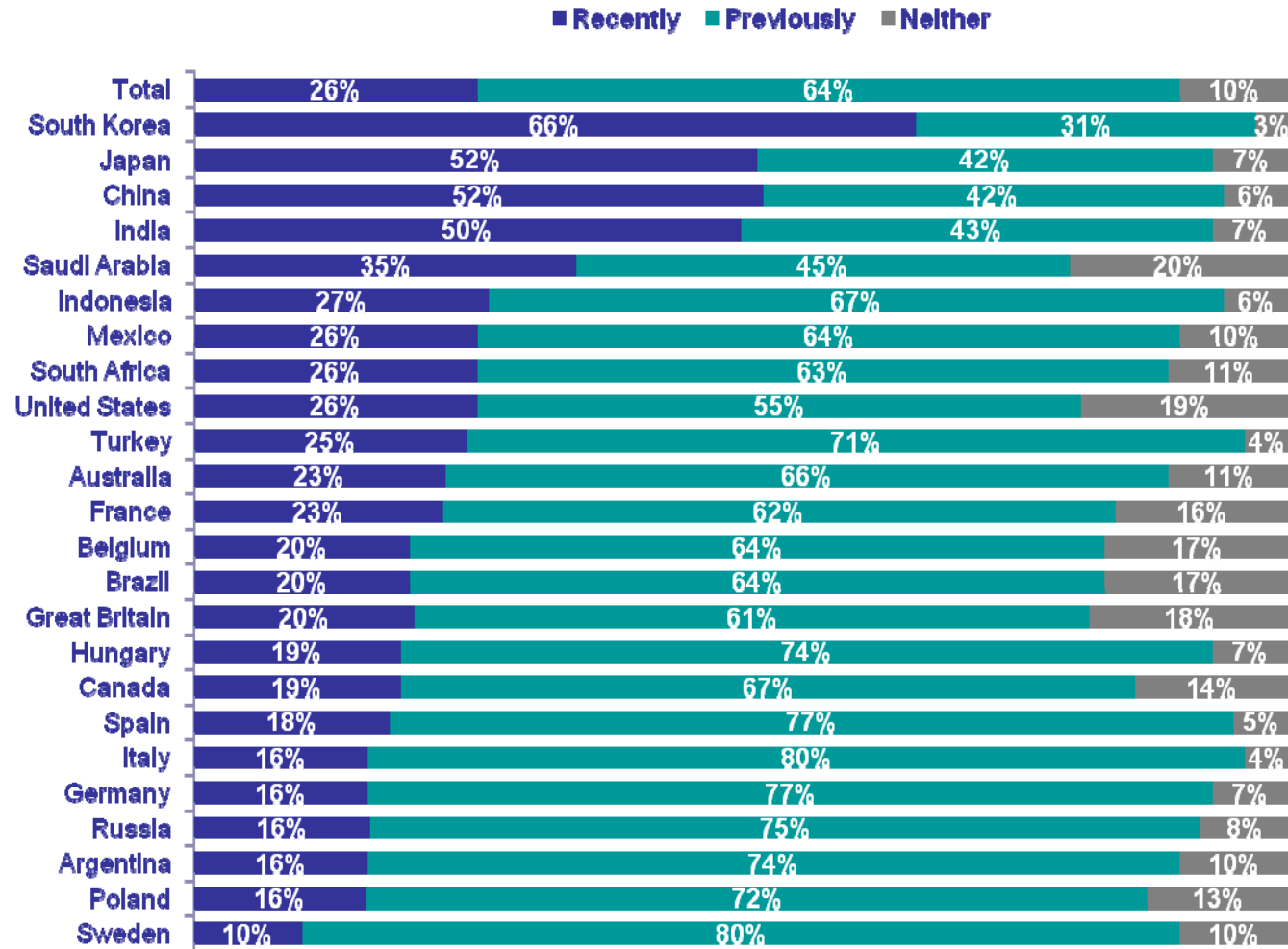
Majorities in India, Poland and US Support Nuclear Power...



Please indicate whether you strongly support, somewhat support, somewhat oppose, or strongly oppose each way of producing electricity. Base: All Respondents n = 18787



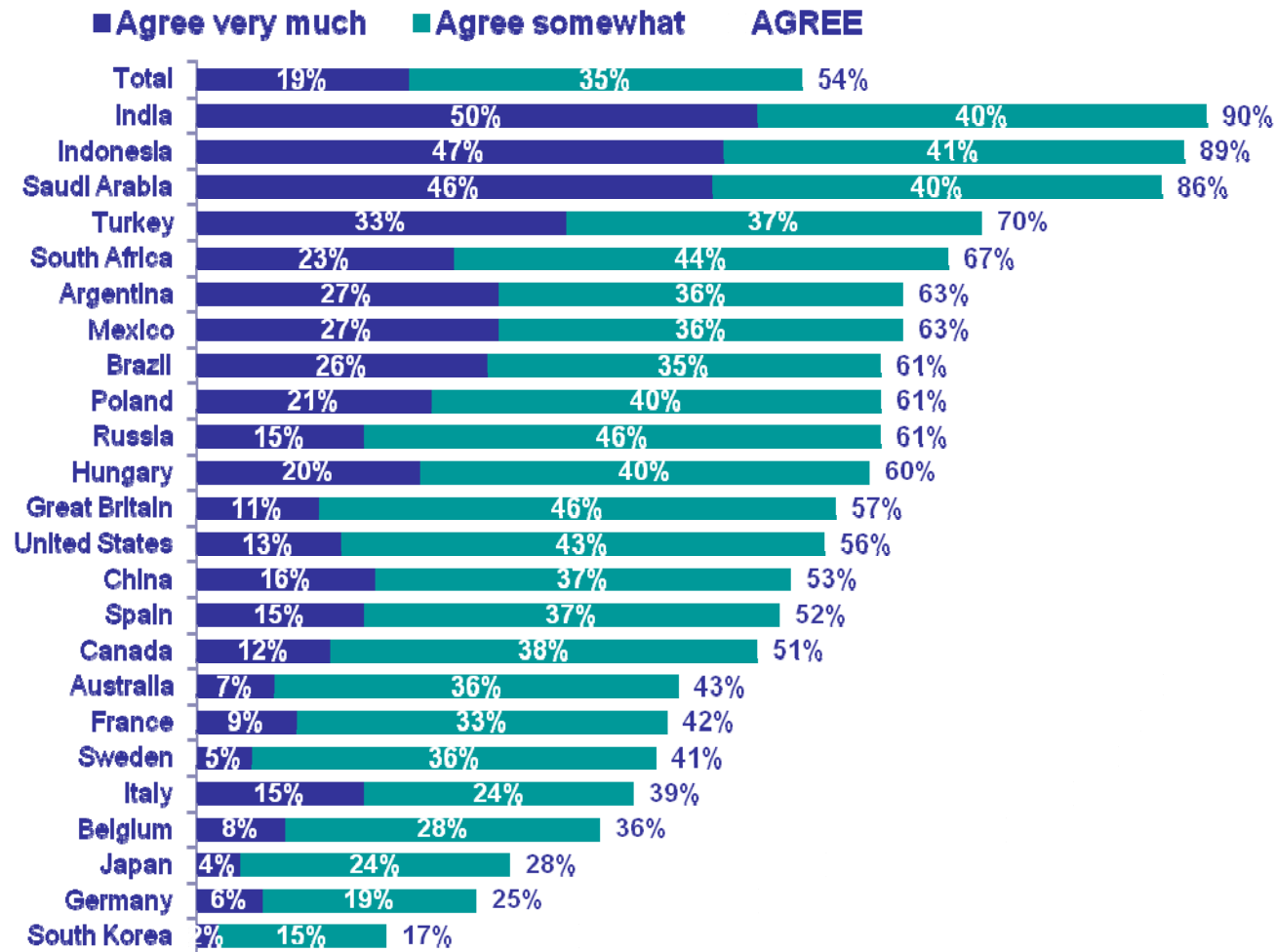
One Quarter (26%) Of Those Who Opposed Nuclear Power Influenced By Events In Japan – Driving Opinions Significantly Higher In Asia...



You indicated that you oppose nuclear energy to produce electricity. Have you held this view previously or have you decided recently to oppose it because of events in Japan? Base: Strongly/somewhat oppose Nuclear energy in Q3 n = 11529



Global Citizens Divided on 'Honesty' of Japanese Officials and Government Leaders...

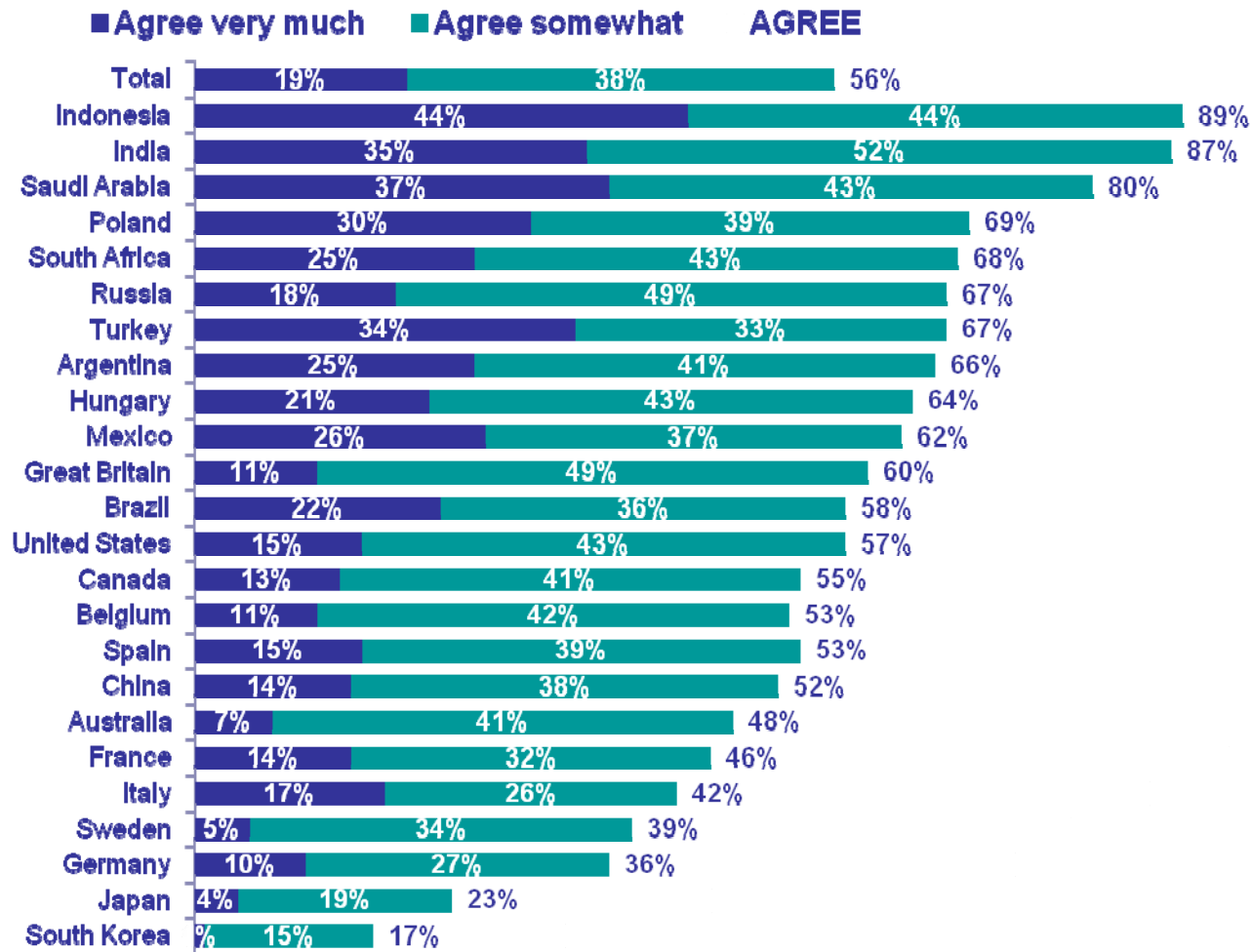


Based on what you know, how do you think Japanese officials and their government leaders communicated the nature and impact of the mishap to the Japanese people and others? Would you agree very much, agree somewhat, disagree somewhat or disagree very much that they communicated [Honestly]

Base: Have seen, read or heard in Q8 n= 17969



Division Among Countries on Rating Of Communication by Japanese Officials as 'Timely'...



Based on what you know, how do you think Japanese officials and their government leaders communicated the nature and impact of the mishap to the Japanese people and others? Would you agree very much, agree somewhat, disagree somewhat or disagree very much that they communicated...

Base: Have seen, read or heard in Q8 n= 17969



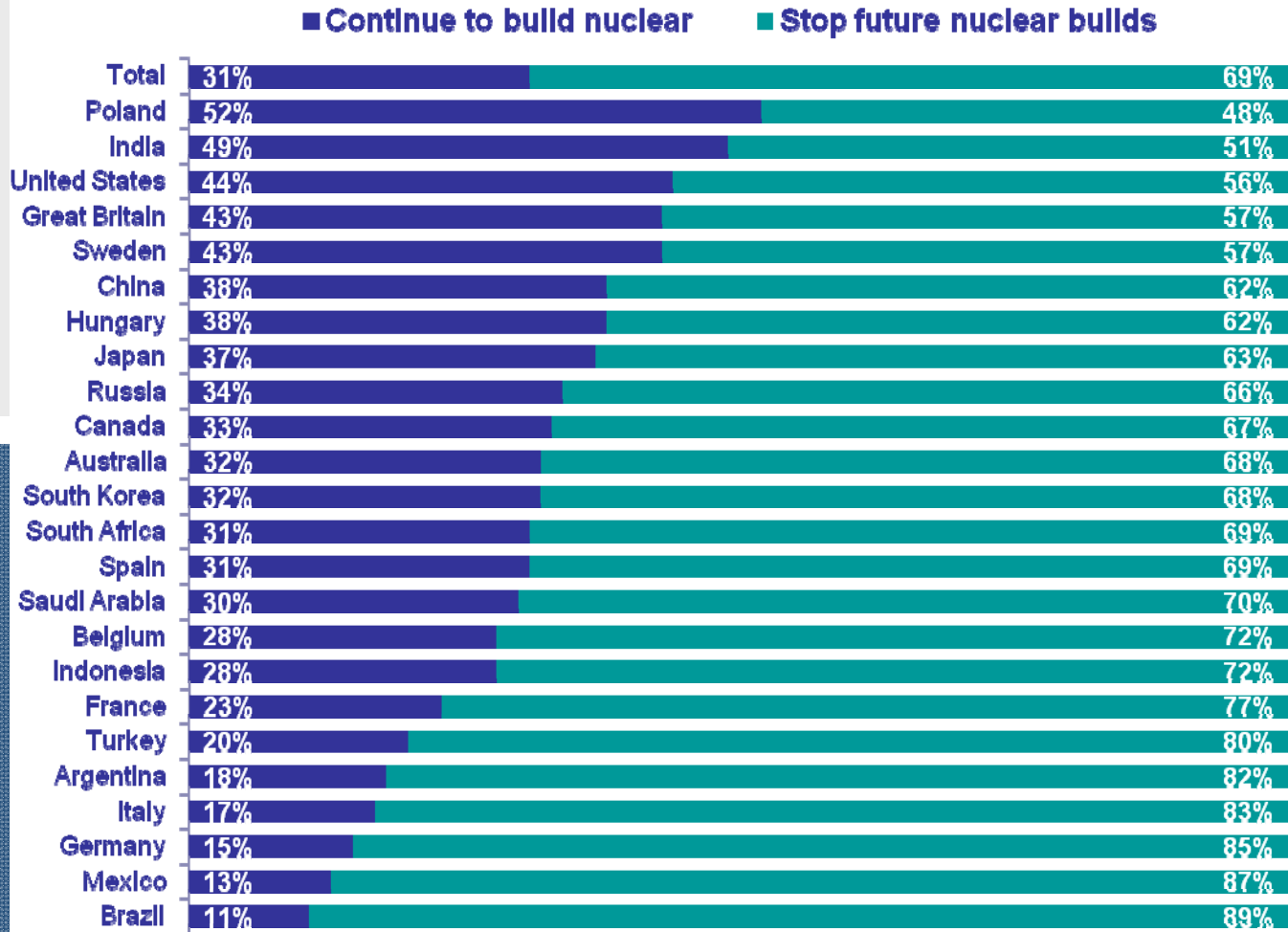
Only Three In Ten (31%) Globally Support Continuation of Nuclear Builds, With Only Poland Showing Majority Support...

CONTINUE TO BUILD NUCLEAR

Some/other people say that what happened in Japan was an unforeseeable and isolated event so that there really is nothing that should stop the nuclear industry from continuing to build and operate nuclear plants to produce electricity in other parts of the world..

STOP FUTURE NUCLEAR BUILDS

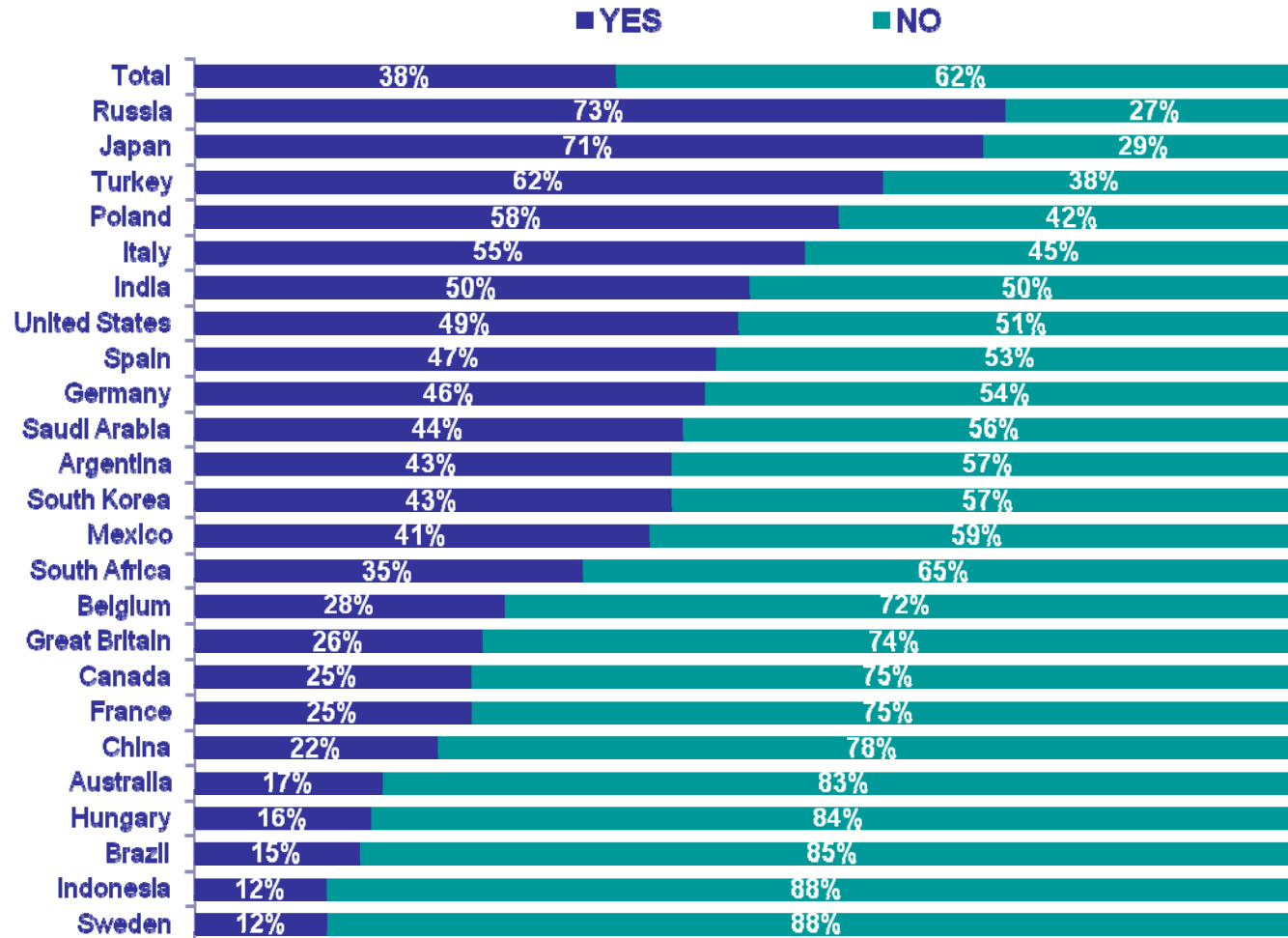
Other/some people say that what happened at the nuclear plant in Japan demonstrates that all nuclear facilities are vulnerable to unforeseen events that could have a deadly impact on those who live in and around them. As a result we should stop all further plans to build nuclear plants anywhere.



Which is closer to your point of view? Base: Have seen, read or heard in Q8 n= 17969



Four in Ten (38%) Support ‘Modernization’ of Electricity Production Via Nuclear Power...Highest in Russia (73%) and Japan (71%)...

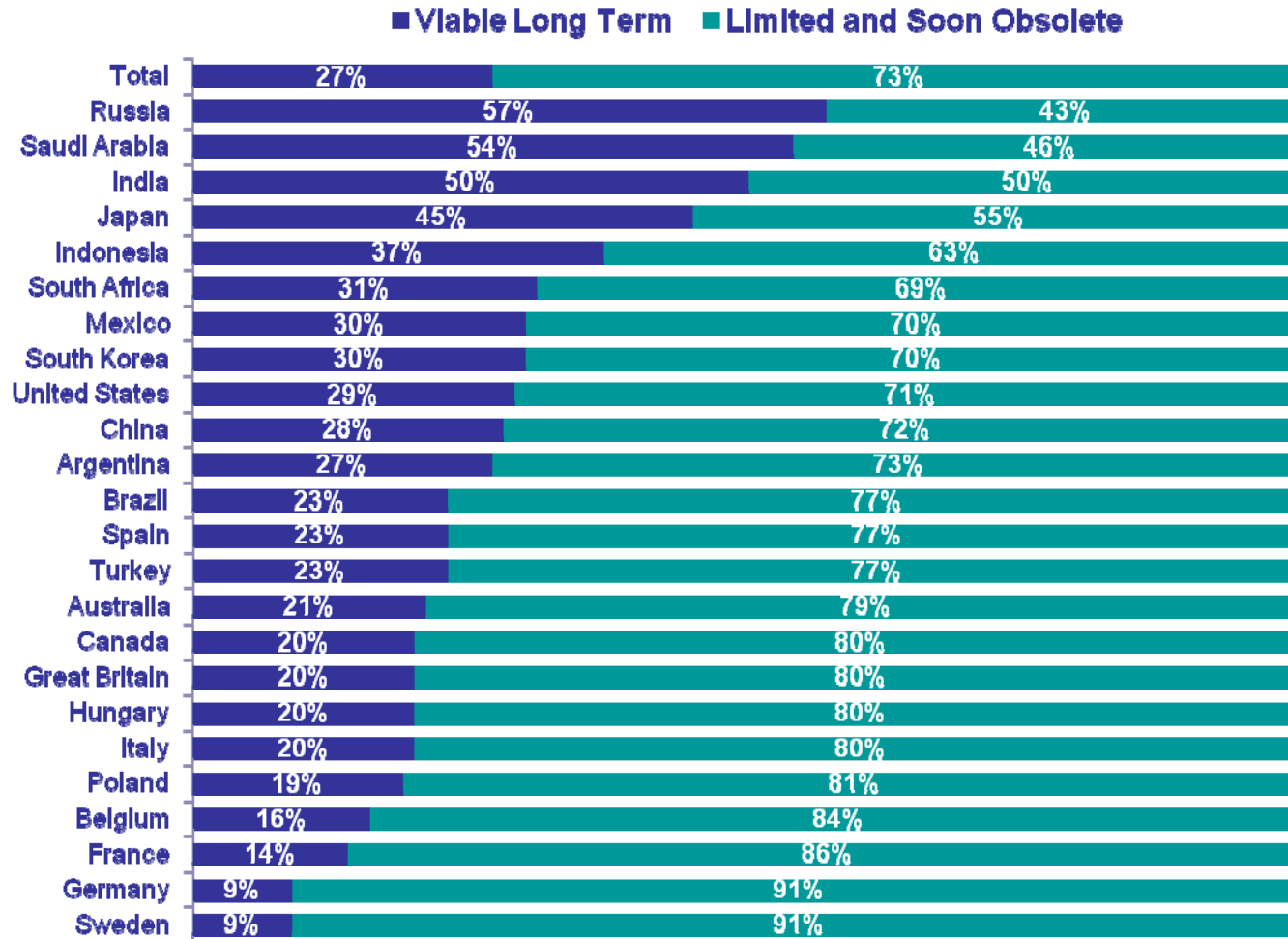


5. Do you think that any modernization of electricity production in [insert respondent's country] using existing or new nuclear power plants should be undertaken?

Base: All Respondents n = 18787



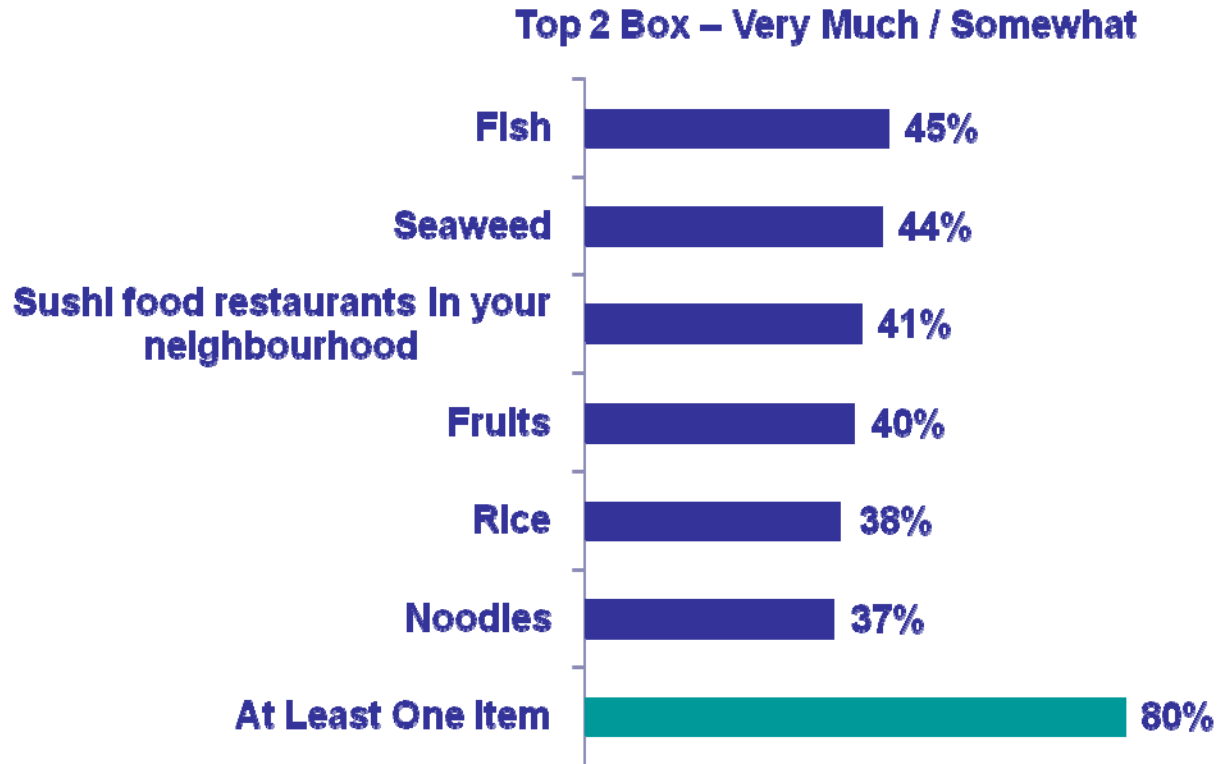
The World View: Nuclear Not A Viable Long Term Option...



Overall, do you think that electricity produced from nuclear energy will be a viable long term option for countries who need to produce it in that way or do you think it is only a limited and soon obsolete form of producing energy for the future? Base: All Respondents n = 18787



Avoiding Products Exported From/Associated with Japan...

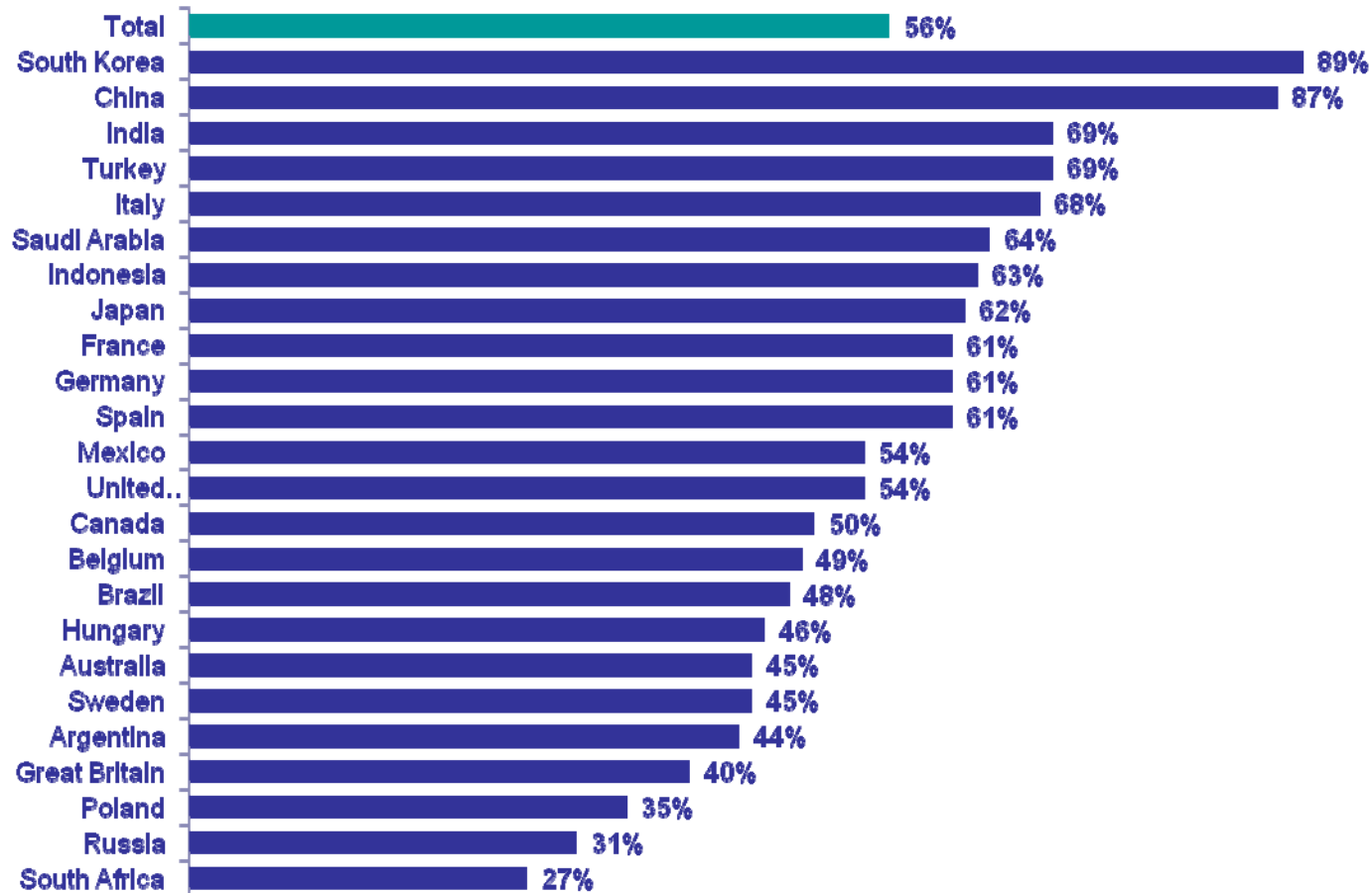


The following products are either exported from or associated with Japan. Please indicate if you are avoiding any of these —very much, somewhat, not very much, not at all (not applicable): Base: All Respondents n = 18787



45% of Global Citizens Global Citizens Surveyed Avoiding at Least One Japanese Product Due to Nuclear Disaster...

Of the 80% Avoiding at Least One Type of Product From Japan, Majority (56%) Blame Fukushima For Boycott



You say that you are avoiding at least one type of product from Japan. Is that because of recent events involving nuclear technology in that country, or for some other reason? Base: At least one item selected in Q1 n = 14792



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