

U.S. PUBLIC OPINION  
About NUCLEAR ENERGY  
MARCH 2010  
AND  
TRENDS

National Tracking Survey by Bisconti Research, Inc.  
With GfK Roper

March 18-21, 2010

*for*  
**NUCLEAR ENERGY INSTITUTE**

*by*  
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## Notes about the Survey and Report

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Nuclear Energy Institute (NEI) sponsored a national public opinion survey March 18-21, 2010, through a continuing program of research on attitudes toward nuclear energy. Bisconti Research, Inc. conducted the survey, with interviews and data tabulations by GfK Roper.

The March survey and trends are based on telephone interviews with nationally representative samples of 1,000 U.S. adults age 18 and older. The margin of error in these surveys is plus or minus three percentage points.

Trends on some of the questions go back 27 years. Some questions are newer, and some were asked for the first time in this survey. The questionnaire with the exact order and wording of questions is at the end of the report.

This report includes:

- Summary and observations,
- Key tables and graphs,
- Demographic segment differences,
- Detailed tables with updated trend data for all questions in the order in which they were asked on the questionnaire, and
- The questionnaire with percentages.

Numbers may not add exactly to 100% due to rounding; decimal points are not shown. A number that is less than half a percent is shown as <1.

The NEI-sponsored research provides a unique database on attitudes toward nuclear energy. It is the only source of long-term trend data on the wide variety of questions that are needed to measure and fully understand the different facets of public opinion about nuclear energy.

Various recent surveys have asked one or two questions about nuclear energy in different contexts and using different wording. Results are shown on the next page for questions from these different surveys about building more nuclear power plants.

## Polls on Building New Nuclear Power Plants 2008-2010

A large number of recent national polls, asking different questions and in different question contexts found majority public support for building new nuclear power plants:

- 53 percent said that we should build more nuclear power plants; 31 percent said we should not (NBC News/Wall Street Journal August 2008).
- 51 percent favored building more nuclear power plants as a way to reduce the country's dependence on foreign oil; 41 percent opposed (Fox News/Opinion Dynamics June 2008).
- 67 percent supported building more nuclear power plants in the U.S.; 23 percent opposed (Zogby May 2008).
- 53 percent said they would support the construction of new nuclear power plants to meet future electric power needs; 36 percent opposed (Deloitte/ICR 2008).
- 57 percent supported building new nuclear power plants to generate electricity, knowing that "nuclear power is one of the energy sources, like wind and solar energy, that doesn't contribute to global warming;" 34 percent opposed (Moore Information April 2008).
- 59 percent agreed that we should definitely build more nuclear power plants in the future, while 39 percent disagreed and 3 percent were unsure (Bisconti Research for NEI April 2008).
- 69 percent agreed that we should definitely build more nuclear power plants in the future, while 29 percent disagreed and 2 percent were unsure (Bisconti Research for NEI September 2008).
- 61 percent supported building more nuclear power plants and 39 percent opposed; 23 percent strongly supported building more nuclear power plants and 15 percent strongly opposed (Yale Project on Climate Change and George Mason University Center for Global Climate Change Communication September-October 2008)
- 55 percent of likely voters agreed that more nuclear power plants should be built in the U.S., 29 percent disagreed and 15 percent were unsure (Rasmussen January 2009).
- 57 percent of Americans approved of building more nuclear power plants to generate electricity, while 34 percent opposed and 9 percent were unsure (CBS News/New York Times January 2009).
- 62 percent agreed that we should definitely build more nuclear power plants in the future, while 35 percent disagreed and 3 percent were unsure (Bisconti Research for NEI March 2009).
- 59 percent agreed that we should definitely build more nuclear power plants in the future, while 38 percent disagreed and 3 percent were unsure (Bisconti Research for NEI September 2009).
- 52 percent favored the government promoting the increased use of nuclear energy (a record high level for this question); 41 percent opposed, from a list of energy options (Pew Research Center for the People and the Press, February 2010).

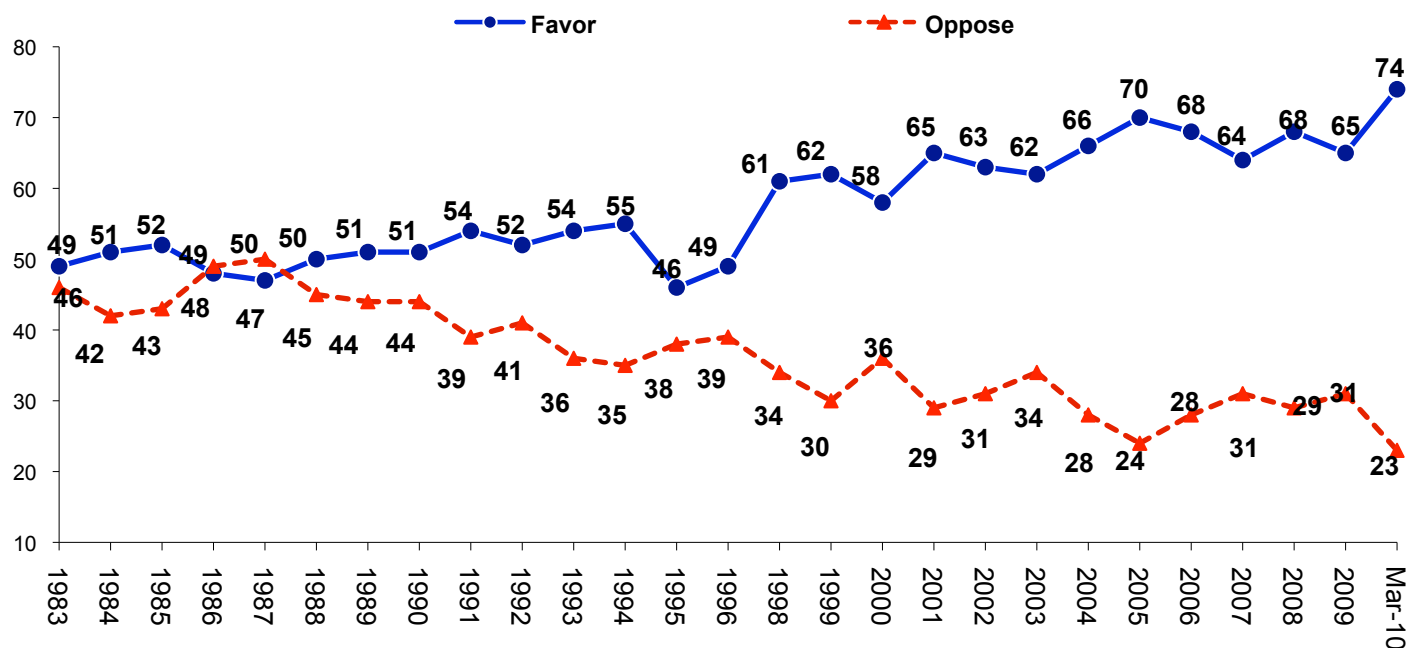
## Summary and Observations

NEI's national public opinion tracking survey conducted March 18-21 finds record-high levels of public support for nuclear energy and for building new nuclear power plants. Three out of four Americans now say they favor nuclear energy (74 percent, tied with a previous high point in September 2008). Also, 70 percent believe that "we should definitely build more nuclear power plants in the future," and 77 percent would find it acceptable to add a new reactor at the site of the nearest nuclear power plant that is already operating. This record-high support coincides with the government's award of the first loan guarantee for new reactors and strong statements about the need for more nuclear power plants from national leaders, including President Obama.

The March survey was sponsored by Nuclear Energy Institute (NEI) and conducted by Bisconti Research Inc. with GfK Roper. A nationally representative sample of 1,000 U.S. adults was interviewed by telephone, with a margin of error of plus or minus three percentage points. The questionnaire with answers is at the back of this report.

### Percent Who Favor and Oppose Nuclear Energy: Annual Averages Until 2010

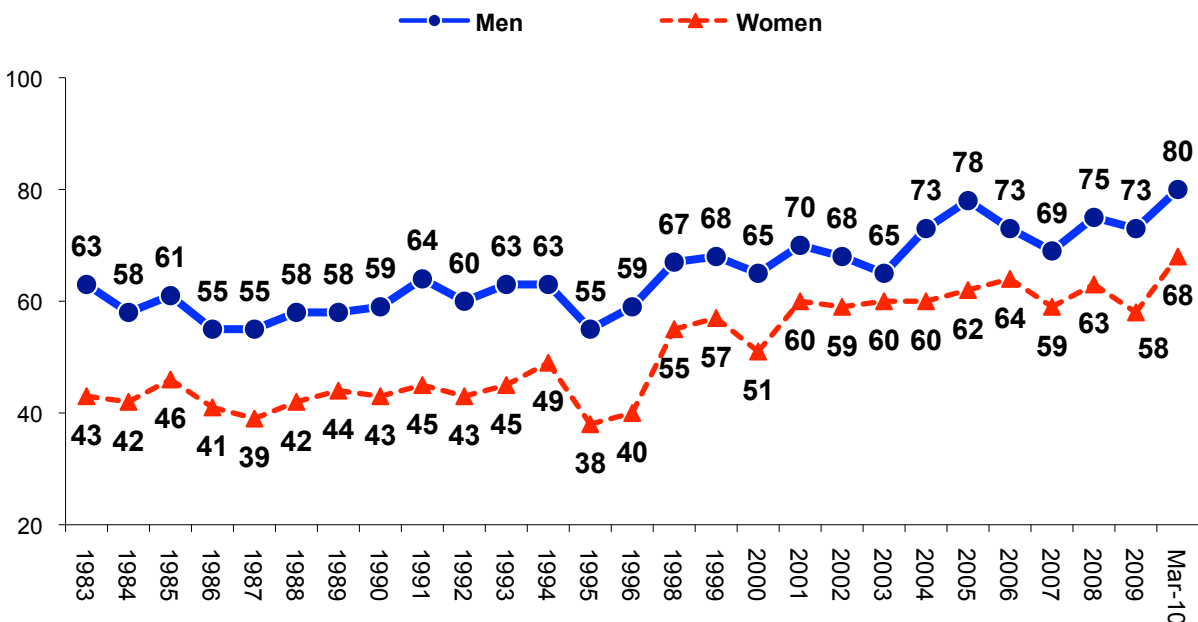
*"Do you strongly favor, somewhat favor, somewhat oppose, or strongly oppose the use of nuclear energy as one of the ways to provide electricity in the United States?"*



In March 2010, those who strongly favor nuclear energy outnumber those who are strongly opposed by more than three to one—33 percent strongly favor compared with 10 percent who are strongly opposed.

High support was registered among both men and women, although a gender gap still persists; 80 percent of men and 68 percent of women favor nuclear energy.

**Percent of Men and Women Who Favor Nuclear Energy: Annual Averages Until 2010**



The record-high 77 percent who said that a new reactor would be acceptable at the nearest nuclear power plant site reflects increases in all regions. Regional acceptability numbers are:

- South 80%
- Midwest 79%
- Northeast 73%
- West 72%

Support for definitely building more nuclear power plants in the future has increased dramatically in recent years—up from 47 percent in 1998, when the question was first asked, to 70 percent today. That’s an increase of 23 percentage points.

Other findings of the survey show continuing high levels of support for renewing the licenses of existing nuclear power plants and for preparing to build more nuclear power plants in the future:

- 87 percent believe that nuclear energy will play an important role in meeting this nation’s electricity needs in the years ahead;
- 87 percent support license renewal for nuclear power plants that continue to meet federal safety standards; and
- 84 percent believe that electric utilities should prepare now so that new nuclear power plants could be built if needed in the next decade.

The survey found that the public is far more concerned about job creation and economic growth than energy and the environment at the present time. Moreover, air pollution is a greater concern than global climate change (although some care very much about the latter). Nevertheless, there is broad support for actions to limit greenhouse gas emissions:

- 80 percent agreed that carbon-free nuclear energy should be expanded as one way to reduce greenhouse gases and prevent global climate change.
- 84 percent agreed that we should take advantage of all low-carbon energy sources, including nuclear, hydro, and renewable energy, to produce the electricity we need while limiting greenhouse gas emissions.
- 72 percent agreed that the federal government should jump-start investment in solar, wind, advanced-design nuclear power plants or other energy technology that reduces greenhouse gases.

Support on the first two items has remained steady. But fewer this year than last year support federal government loans. That change may be attributed to growing concern about federal government intervention and/or skepticism about climate change. Groups supporting loan guarantees to jump-start investment in the technologies that reduce greenhouse gases include 85 percent of Democrats, 71 percent of Independents, and just 57 percent of Republicans.

### **Nuclear Energy in the News**

The growth in favorable attitudes toward nuclear energy may result from the recent buzz about the need for this energy source. Majorities of the public reported hearing positive news about nuclear energy during the past year:

- Using nuclear energy to reduce America's dependence on foreign oil (65 percent)
- The need to build more nuclear power plants in the U.S. (59 percent)
- Clean air benefits of nuclear energy (54 percent)
- Using nuclear energy to grow the economy and create jobs (50 percent)

Also, more than one in four Americans (27 percent) recalled hearing that the federal government awarded a loan guarantee for building new nuclear power plants. That number is remarkable considering the many news stories the public hears in any given day. In announcing the award, President Obama spoke strongly about the need for more nuclear power plants, consistent with statements in his State of the Union address.

### **Perceptions about Who Supports Building More Nuclear Power Plants**

This attention to the President's statements about who supports building more nuclear power may be a reason why more people think President Obama supports building more nuclear power plants than think the Republicans or Democrats in Congress do so. Half (50 percent) think that President Obama supports building more nuclear power plants, 29 percent think he is opposed, and 21 percent are not sure. Forty-six percent believe that Republicans in Congress support building more nuclear power plants, and 37 percent believe that Democrats in Congress are supportive.

As observed in the past, Democrats and Republicans each believe their representatives support new nuclear plants more than representatives of the other party.

**Percent Saying Each Supports Building  
More Nuclear Power Plants, by Political Party**

|                                | Democrats        | Republicans      | Independents |
|--------------------------------|------------------|------------------|--------------|
| <b>President Obama</b>         | <b><u>61</u></b> | <b>43</b>        | <b>50</b>    |
| <b>Democrats in Congress</b>   | <b><u>48</u></b> | <b>30</b>        | <b>35</b>    |
| <b>Republicans in Congress</b> | <b>39</b>        | <b><u>58</u></b> | <b>49</b>    |

NEI surveys have shown that only a minority of the public perceives that the American public supports nuclear energy, even when a large majority actually is in favor—a clear perception gap. In this survey, 42 percent believe the public supports building more nuclear power plants, 44 percent believe that the public is opposed, and 14 percent are unsure. This perception contrasts with the 70 percent of the public who support definitely building more nuclear power plants.

**Greater Public Confidence in Nuclear Power Plant Safety**

The public is increasingly comfortable with nuclear energy and confident in its safety. In 1984, 35 percent gave high ratings to the safety of nuclear power plants on a 1-to-7 scale; today that number is 73 percent—more than double. Also, 82 percent agree that U.S. nuclear power plants are “safe and secure.”

In a Bisconti Research-GfK Roper survey one year ago, on the 30<sup>th</sup> anniversary of the accident at the Three Mile Island nuclear power plant in Pennsylvania, 83 percent said they believed that nuclear power plants have become safer since that time, including 46 percent who thought that they have become a lot safer.

**Public Supports Off-Site Storage and Recycling of Used Nuclear Fuel Rods**

The public is more comfortable with off-site than on-site storage of used nuclear fuel rods. While 59 percent agree that used nuclear fuel rods can be stored safely and securely at nuclear energy plants, 81 percent believe that the federal government should store used nuclear fuel rods at a secure storage facility away from the nuclear energy plants sites until a permanent disposal facility is ready.

Knowing that the U.S. Nuclear Regulatory Commission has determined that used nuclear fuel rods can be stored safely and securely at nuclear energy plants for 100 years increases comfort with on-site storage only slightly.

Most (79 percent) favor recycling used nuclear fuel rods to make more electricity and reduce the amount of waste that has to be disposed of. Knowing that a panel of independent experts recommended recycling used nuclear fuel rods increases support, but support is already very high without mention of expert backing.



### **Other Polls Also Show Growing Support**

These findings are consistent with recent polls showing growing public support for nuclear energy. This February, Pew Research Center found record-high support for the federal government promoting the increased use of nuclear energy. In March, Gallup also reported record-high favorable attitudes toward nuclear energy. While the trends are the same, favorability as measured by Gallup (62 percent) is lower than the Bisconti Research-GfK Roper results on the same question (74 percent) because of question context. Gallup asks opinions first about energy and the environment. The Bisconti Research-GfK Roper surveys ask opinions first about nuclear power plant license renewal and building more nuclear power plants. Because attitudes toward nuclear energy are not firmly fixed, the question context makes a difference.

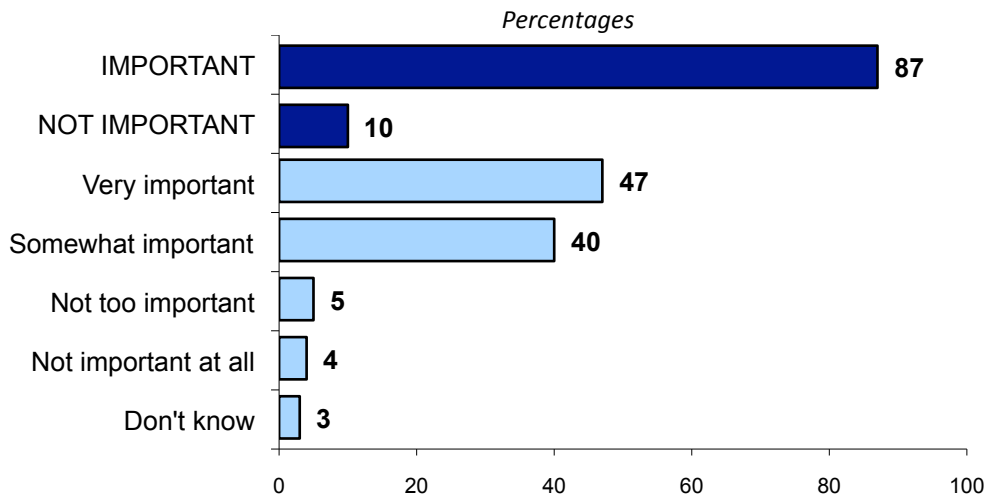
# DETAILED FINDINGS

## Importance of Nuclear Energy

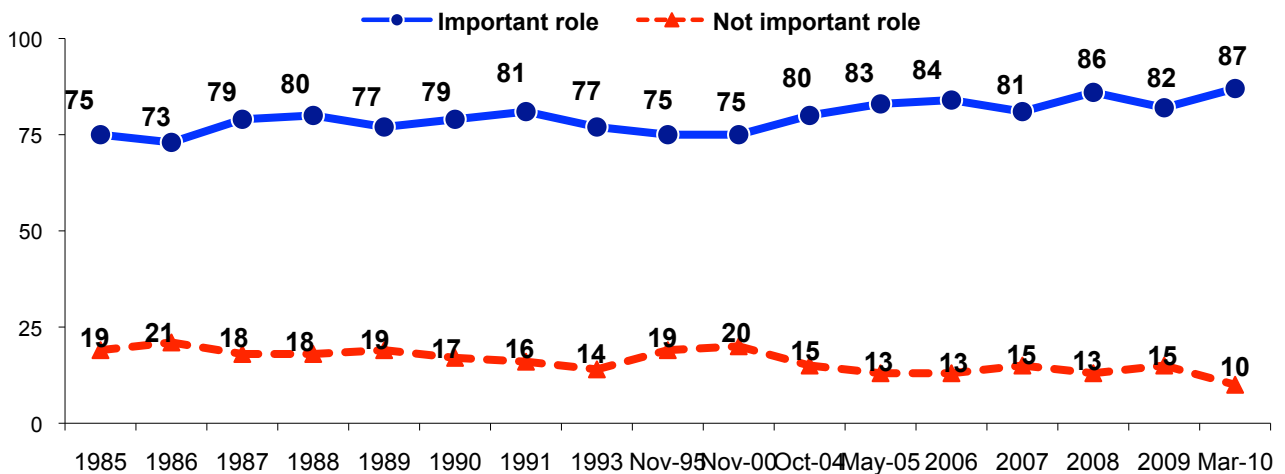
A record-high 87 percent believe that nuclear energy will play a very or somewhat important role in meeting the nation’s electricity needs in the years ahead; only 10 percent disagree. The percent who believe nuclear energy will play a very important role (47 percent) is respectable but not at its highest point. The lowest points were after the industry withdrew its national advertising presence and before the recent attention to nuclear energy in policy circles and the media.

### Importance of Nuclear Energy

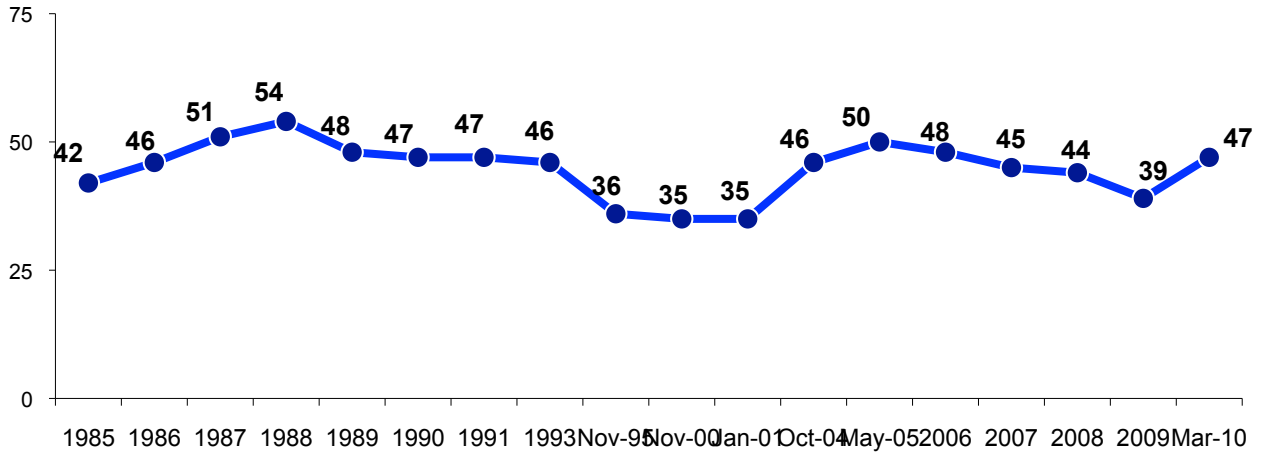
“How important do you think nuclear energy will be in meeting this nation’s electricity needs in the years ahead? Do you think nuclear energy will be very important, somewhat important, not too important, or not important at all?”



### Percent Saying Nuclear Energy Will Play Important Role/Not Important Role - Annual Averages to 1993



**Percent Saying Nuclear Energy Will Play  
Very Important Role - Annual Averages to 1993**



## Opinions about License Renewal and New Plants

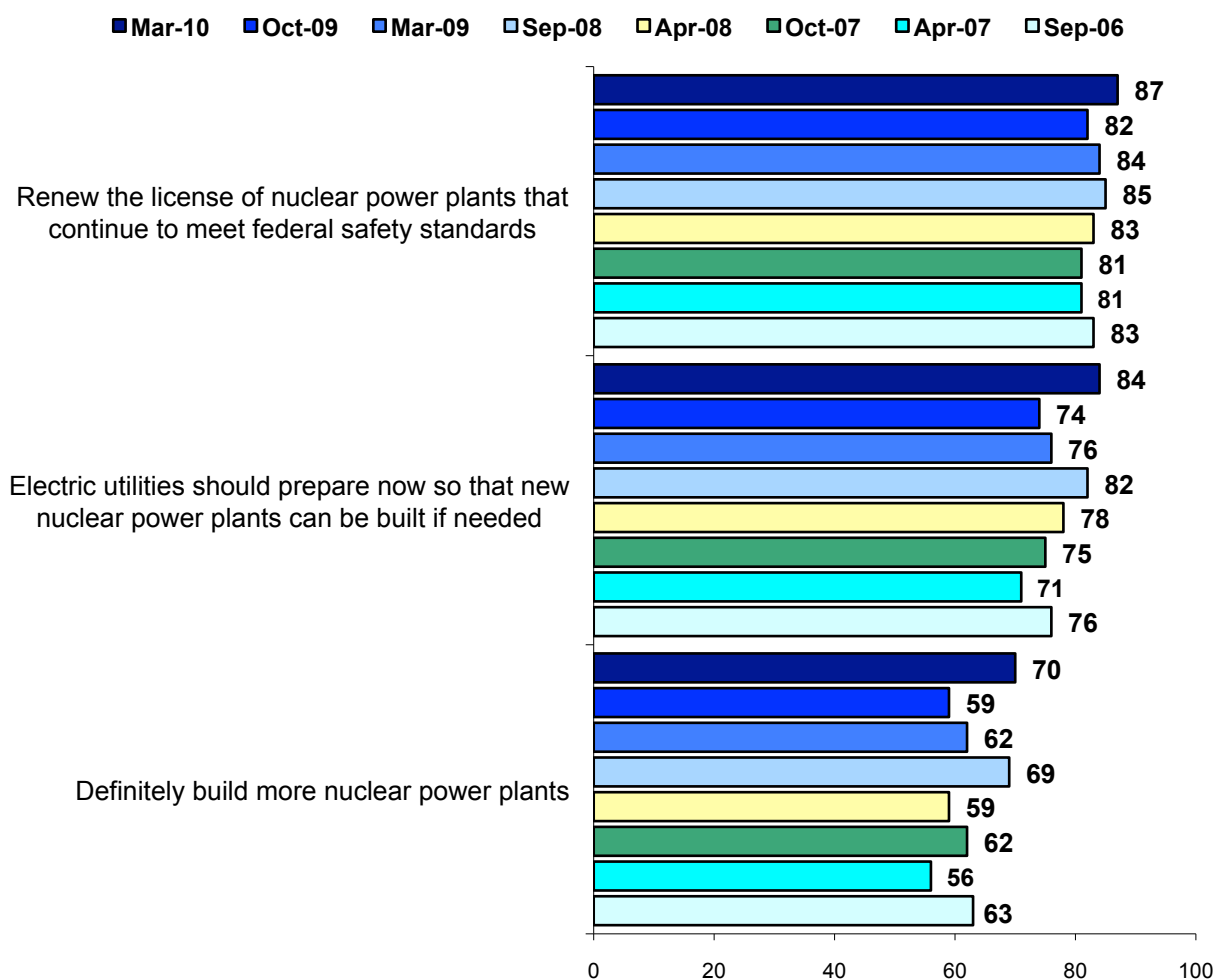
Large majorities support license renewal and building more nuclear power plants:

- 87 percent agree that we should renew the license of nuclear power plants that continue to meet federal safety standards.
- 84 percent agree that electric utilities should prepare now so that new nuclear power plants can be built if needed.
- 70 percent agree that we should definitely build more nuclear power plants in the future.

Most notable is the change in support for definitely building more nuclear power plants in the future—up from 47 percent in 1998, when the question was first asked, to 70 percent today. That’s an increase of 23 percentage points.

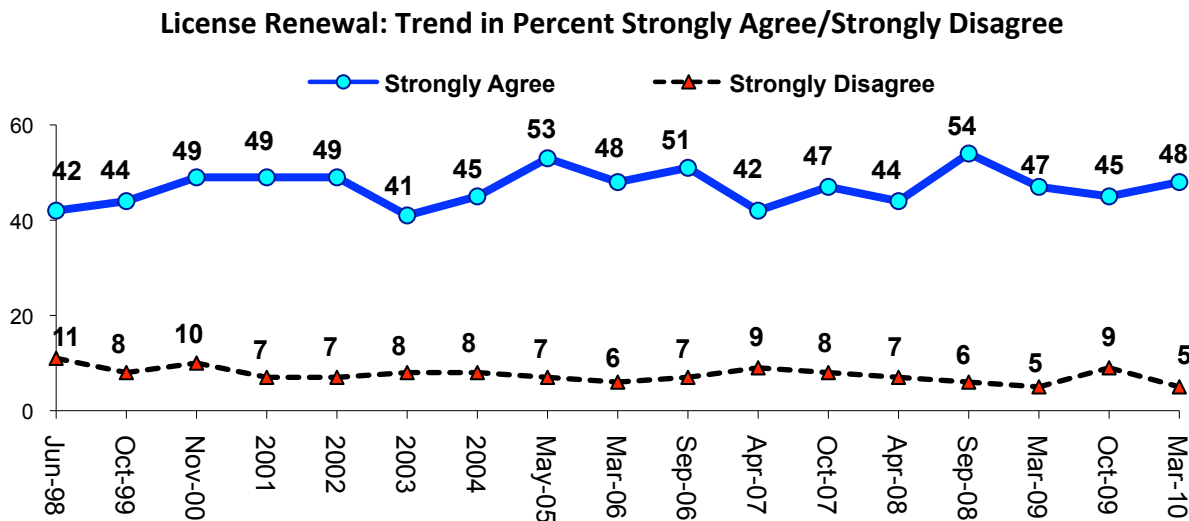
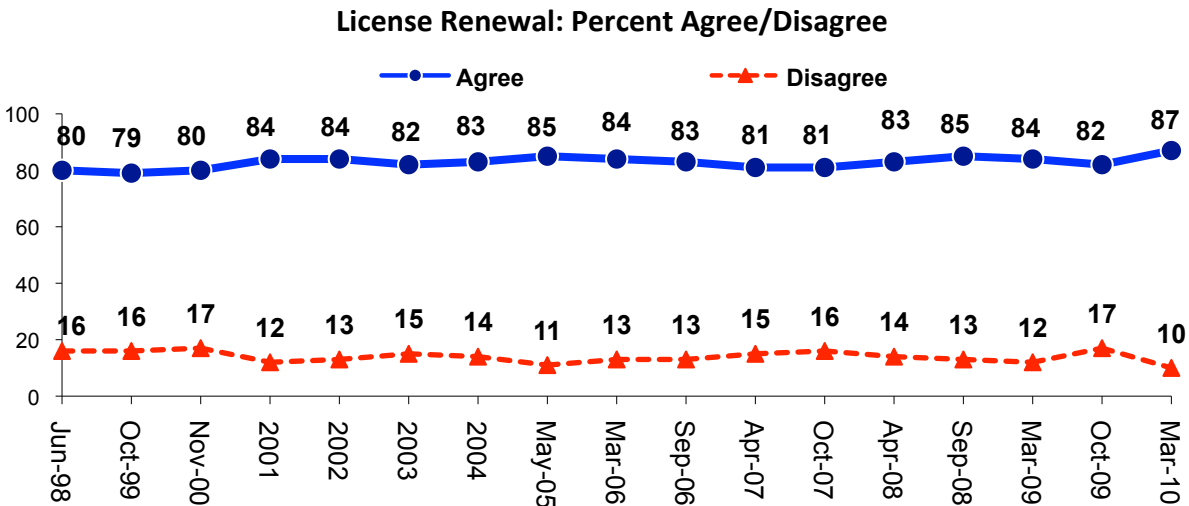
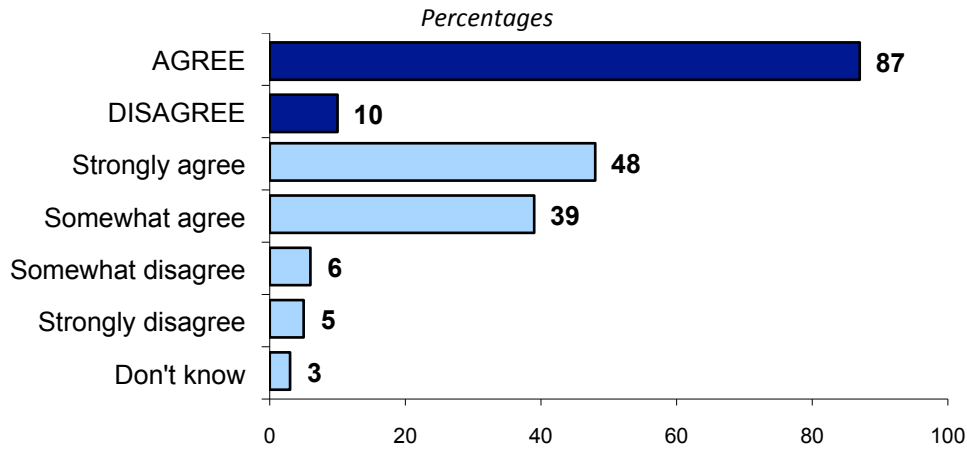
### Percent Agree with Statements about Nuclear Power License Renewal and New Plants

“Please tell me if you personally strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements. How about [READ LIST. ROTATE]...”



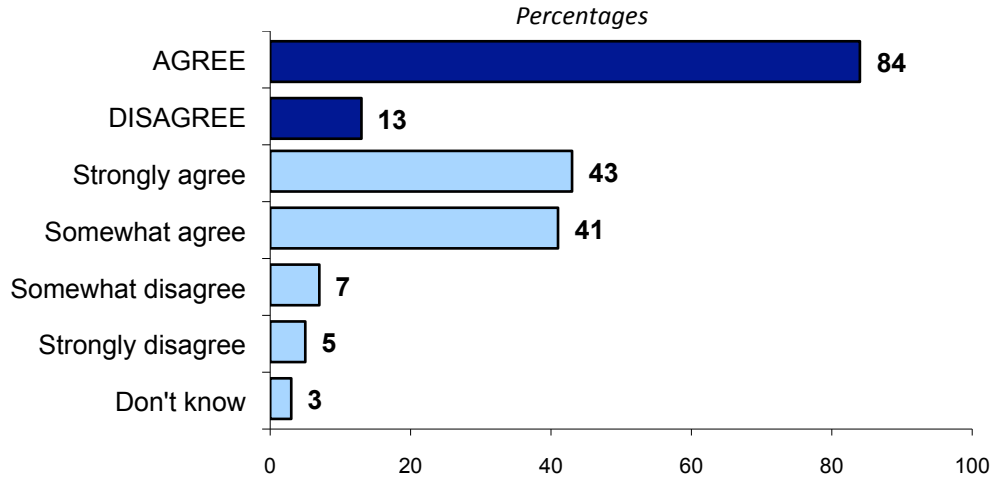
## Support for Nuclear Power Plant License Renewal

“Please tell me if you personally strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statement: When their original operating license expires, we should renew the license of nuclear power plants that continue to meet federal safety standards.”

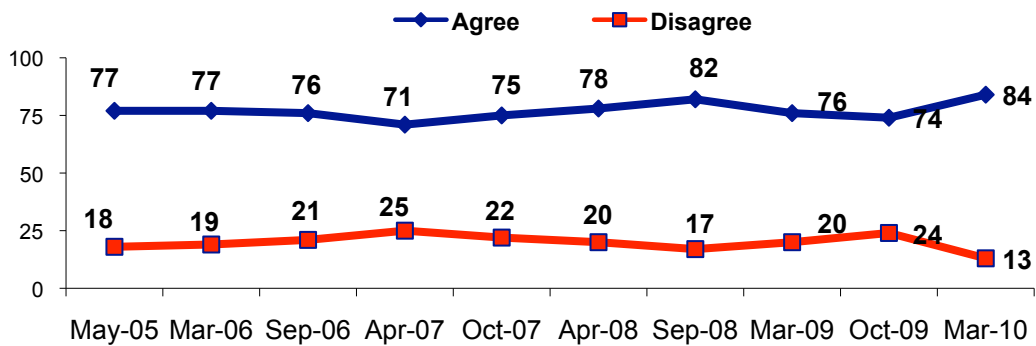


## Support for Electric Utilities Preparing Now So New Nuclear Power Plants Could be Built if Needed in the Next Decade

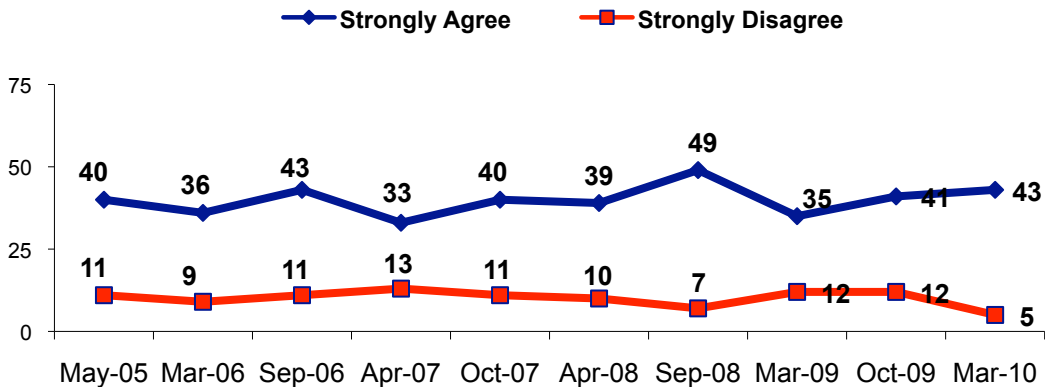
“Please tell me if you personally strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statement: Electric utilities should prepare now so that new nuclear power plants could be built if needed in the next decade.”



### Support for Electric Utilities Preparing Now So New Nuclear Power Plants Could be Built if Needed in the Next Decade: Percent Agree/Disagree

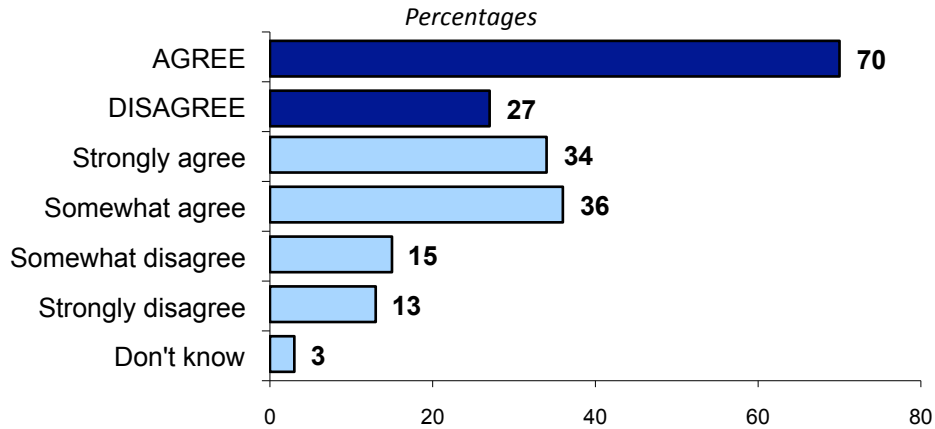


### Prepare Now to Build if Needed: Percent Strongly Agree/Disagree

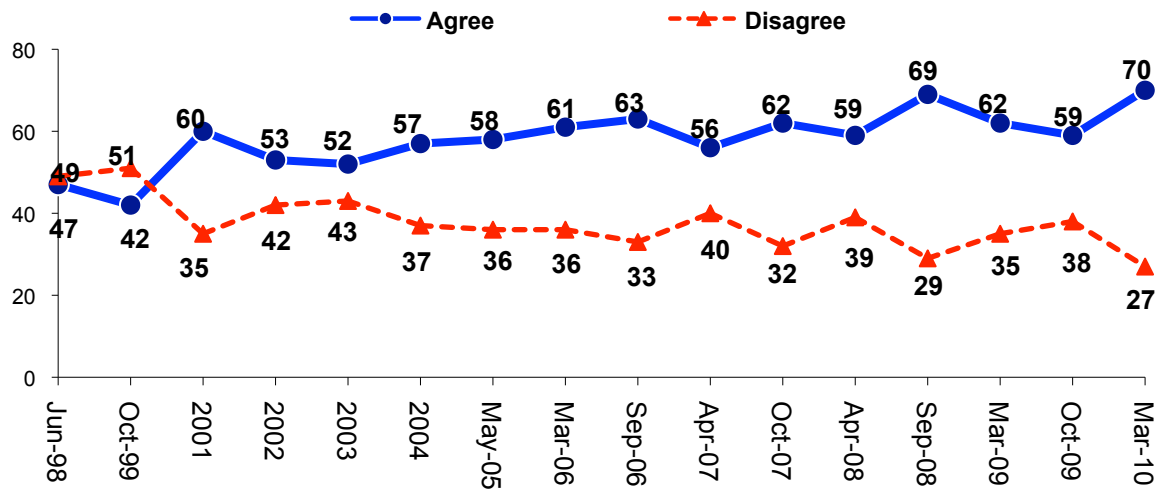


## Support for Definitely Building More Nuclear Power Plants

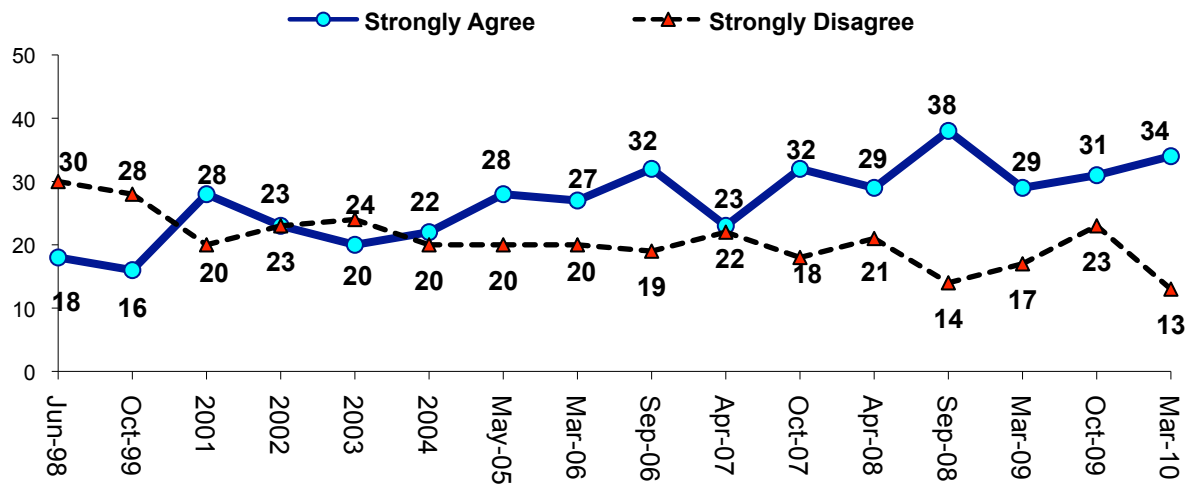
“Please tell me if you personally strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statement: We should definitely build more nuclear power plants in the future.”



Definitely Build: Percent Agree/Disagree



We Should Definitely Build: Trend in Percent Strongly Agree/Disagree





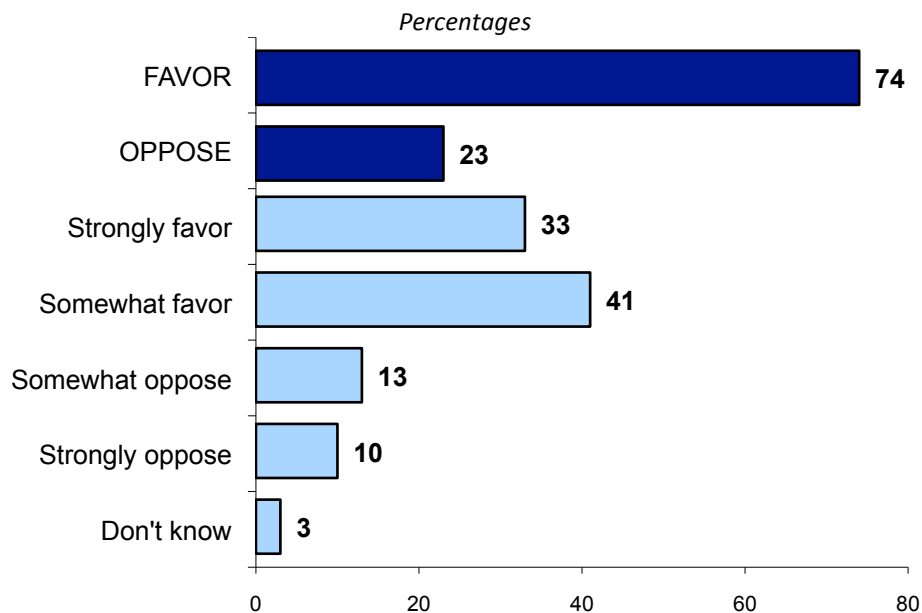
## Favorability to Nuclear Energy

As of March, 74 percent favor the use of nuclear energy as one of the ways to provide electricity in the United States, and 23 percent are opposed. The 74 percent figure is tied with the previous high in September 2008. Those who strongly favor nuclear energy (33 percent) outnumber those who strongly oppose (10 percent) by more than three to one.

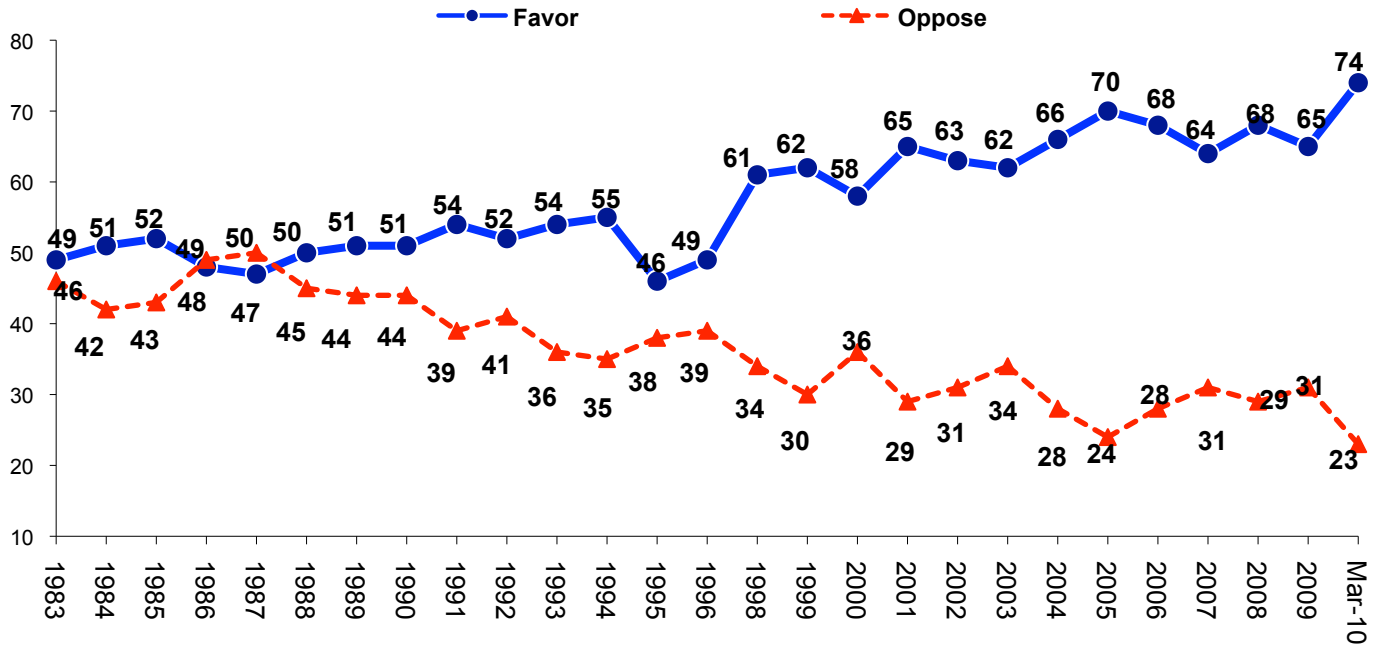
Since the question was first asked in 1983, Americans in favor of nuclear energy increased from 49 percent to 74 percent (up 25 percentage points). Those opposed dropped from 46 percent to 23 percent (down 23 percentage points).

### Favorability to the Use of Nuclear Energy for Electricity

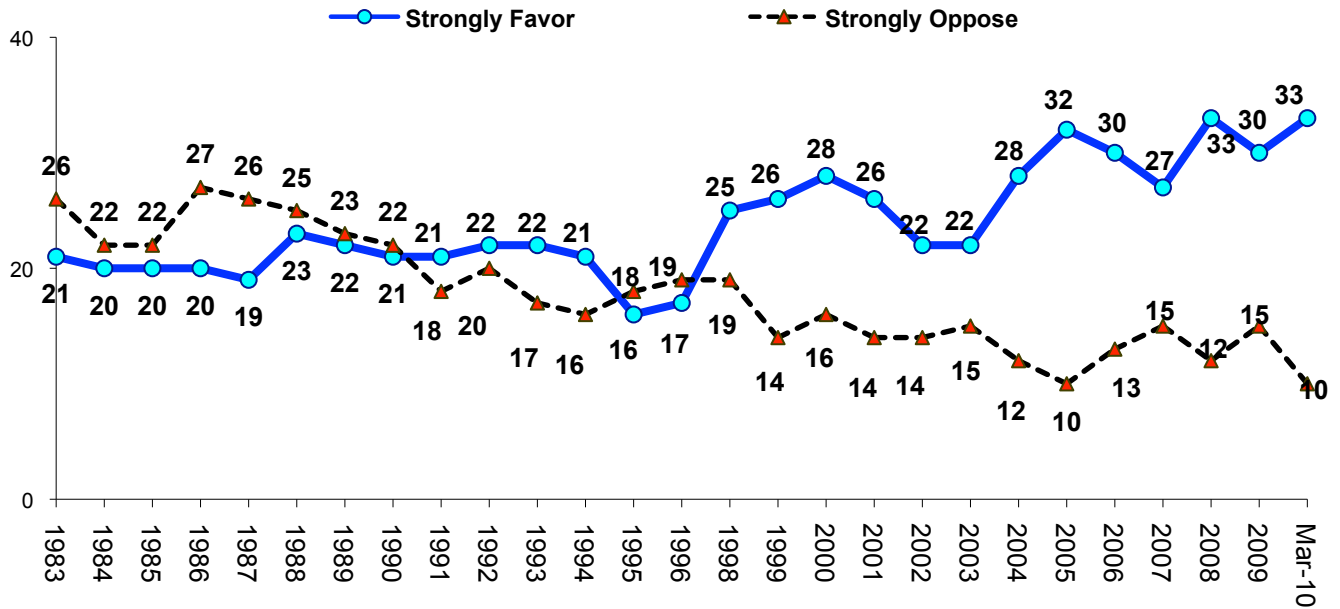
“Overall, do you strongly favor, somewhat favor, somewhat oppose, or strongly oppose the use of nuclear energy as one of the ways to provide electricity in the United States?”



**Percent Who Favor and Oppose Nuclear Energy: Annual Averages 1983 to 2010**



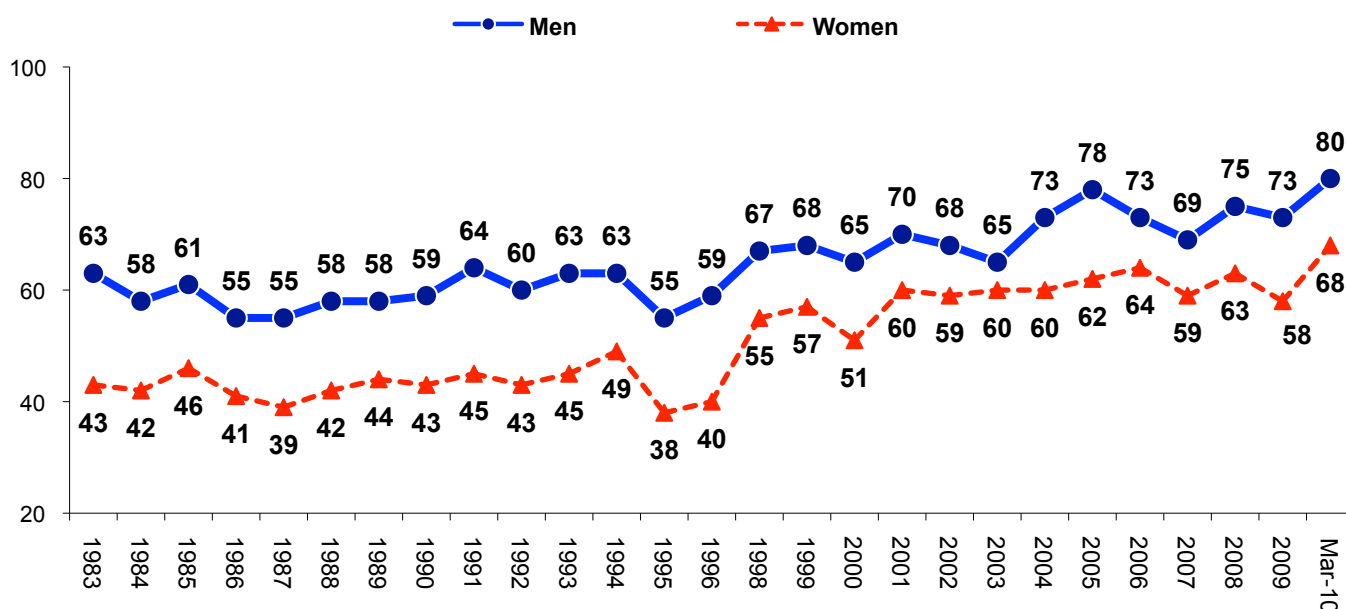
**Percent Who Strongly Favor and Strongly Oppose Nuclear Energy: Annual Averages 1983 to 2010**



### Gender and Other Demographics Associated with Favorability

High support was registered among both men and women, although a gender gap still persists; 80 percent of men and 68 percent of women favor nuclear energy.

**Percent of Men and Women Who Favor Use of Nuclear Energy: Annual Averages 1983 to 2010**



As the detailed table on the next page shows, high levels of favorability were measured among all subgroups examined, including 77 percent of Influentials—those persons who take actions like writing a letter to the editor—and 81 percent of those who had visited a nuclear power plant or energy education center at a plant. The lowest percentages are found among women age 18 to 34 (62 percent) and women Democrats (63 percent). Women Democrats increased their support from 43 percent in October 2009 to 63 percent this March (+20 percentage points). In general, age, education, and political party affiliation continue to be related to support for nuclear energy, but the differences are much smaller than in the past:

| <b>% Favor nuclear energy:</b> |    |
|--------------------------------|----|
| 18 to 34                       | 66 |
| 35 to 49                       | 81 |
| 50+                            | 76 |
| College grad                   | 84 |
| Not college grad               | 70 |
| Democrat                       | 66 |
| Independent                    | 75 |
| Republican                     | 83 |

## Percent Favor Nuclear Energy: Subgroups

*“Overall, do you strongly favor, somewhat favor, somewhat oppose, or strongly oppose the use of nuclear energy as one of the ways to provide electricity in the United States?”*

|   |           |
|---|-----------|
| <b>All adults</b>                       | <b>74</b> |
| Men                                     | 80        |
| Women                                   | 68        |
| Age:                                    |           |
| 18-34                                   | 66        |
| Men                                     | 70        |
| Women                                   | 62        |
| 35-49                                   | 81        |
| Men                                     | 90        |
| Women                                   | 73        |
| 50+                                     | 76        |
| Men                                     | 82        |
| Women                                   | 70        |
| College graduates                       | 84        |
| Men                                     | 89        |
| Women                                   | 78        |
| Not college graduates                   | 70        |
| Men                                     | 76        |
| Women                                   | 66        |
| Northeast                               | 73        |
| Midwest                                 | 80        |
| South                                   | 75        |
| West                                    | 67        |
| Nuclear power plant in state            | 78        |
| Electric company operates nuclear plant | 80        |
| Visited NPP/info center                 | 81        |
| Opinion leader                          | 74        |
| Environmentalist                        | 72        |
| Registered voter                        | 75        |
| Democrat                                | 66        |
| Men                                     | 70        |
| Women                                   | 63        |
| Republican                              | 83        |
| Men                                     | 93        |
| Women                                   | 76        |
| Independent                             | 75        |
| Men                                     | 82        |
| Women                                   | 66        |
| Influentials                            | 77        |

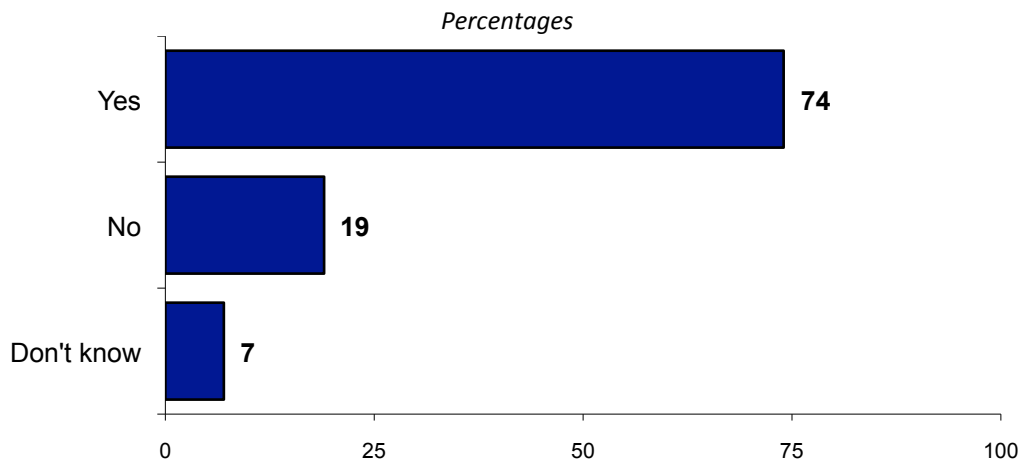
## Acceptability of New Reactor at Nearest Plant Site

More than three-fourths (77 percent) said that a new reactor would be acceptable at the nearest nuclear power plant site, if a new power plant were needed. This too is a record-high number. Acceptability of a new reactor at the nearest site has increased in all regions:

- South 80%
- Midwest 79%
- Northeast 73%
- West 72%

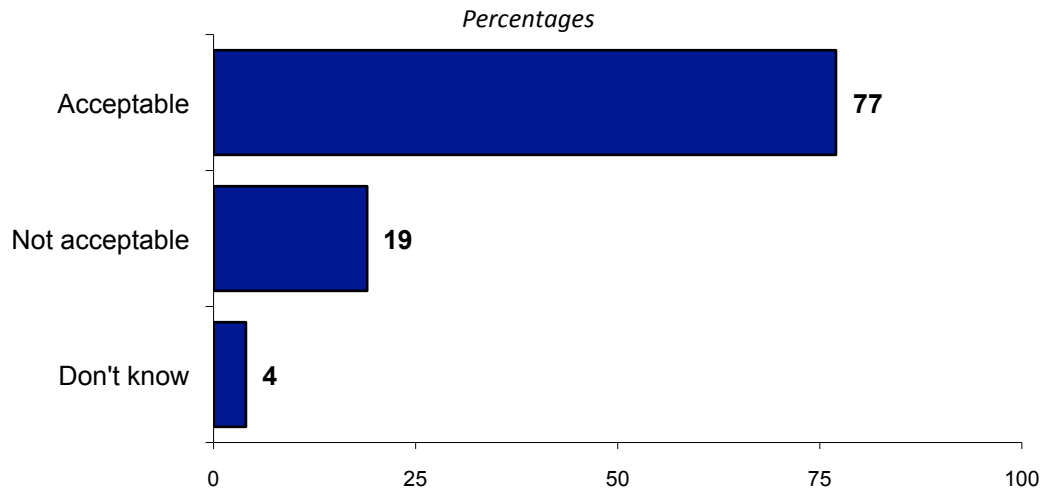
### Location Makes a Difference

“Would new nuclear power plants be more acceptable to you if you knew the plants would be added at sites where current nuclear power plants are already operating?”



### Acceptability of Adding a New Reactor Next to Nearest Operating Nuclear Power Plant

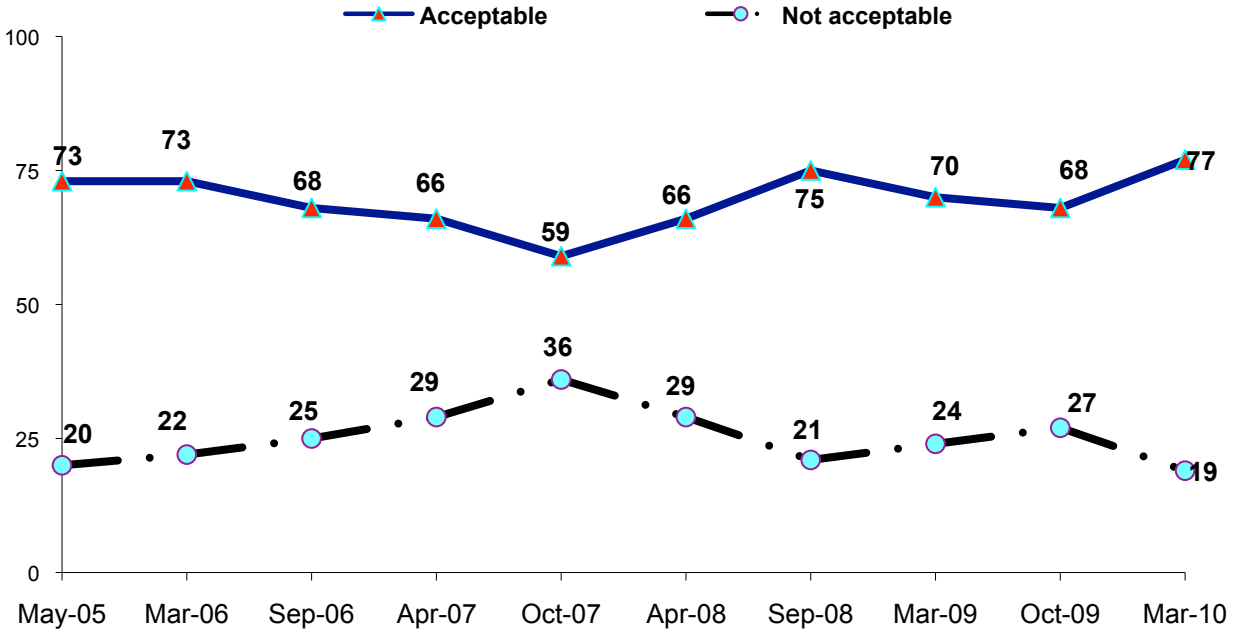
“If a new power plant were needed to supply electricity, would it be acceptable to you or not acceptable to you to add a new reactor at the site of the nearest nuclear power plant that is already operating?”



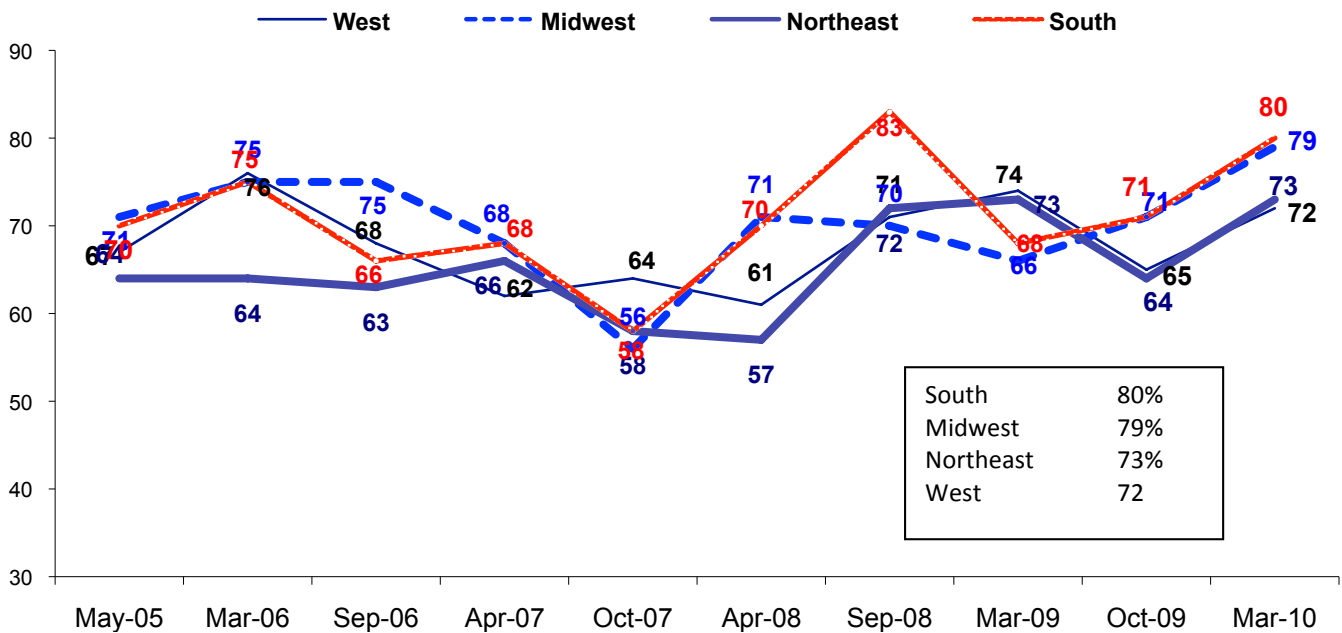
## Acceptability of Adding a New Reactor Next to Nearest Operating Nuclear Power Plant

“If a new power plant were needed to supply electricity, would it be acceptable to you or not acceptable to you to add a new reactor at the site of the nearest nuclear power plant that is already operating?”

*Percentages*



### Trend by Region: Percent Saying Acceptable to Add A New Reactor Next to Nearest Operating Nuclear Power Plant



## Jobs, The Economy, Energy, and the Environment

Jobs and economic issues are of greater concern to the public than energy and the environment at the present time. Job creation is an increasingly dominant public concern. This March, 41 percent selected job creation as the most important of five issues, compared with 32 percent in March 2009. In contrast, only 15 percent selected global warming as most important, and seven percent selected air pollution.

### Most Important Concerns

“Which of the following items seems most important to you... And which one of the remaining items seems second most important to you?” Percentages

|                     | First In<br>Importance | First or Second<br>In Importance |
|---------------------|------------------------|----------------------------------|
| Job creation        | 41                     | 64                               |
| Economic growth     | 23                     | 48                               |
| Energy independence | 14                     | 39                               |
| Global warming      | 15                     | 25                               |
| Air pollution       | 7                      | 22                               |

|                     | First in Importance |               |
|---------------------|---------------------|---------------|
|                     | March<br>2009       | March<br>2010 |
| Job creation        | 32                  | 41            |
| Economic growth     | 26                  | 23            |
| Energy independence | 20                  | 14            |
| Global warming      | 14                  | 15            |
| Air pollution       | 7                   | 7             |

Jobs are the number one concern for men and women of the three major political parties. Among women, jobs lead by an especially wide margin. Global warming is of greater concern to women Democrats than other groups; they are the only group who selected global warming as a greater concern than economic growth. Relatively many Republican men and Independent men selected energy independence as one of the top two concerns.

### Top Two Concerns, by Political Party and Gender

|                     | Percentages |       |             |       |              |       |
|---------------------|-------------|-------|-------------|-------|--------------|-------|
|                     | Democrats   |       | Republicans |       | Independents |       |
|                     | Men         | Women | Men         | Women | Men          | Women |
| Job creation        | 57          | 66    | 62          | 81    | 65           | 67    |
| Economic growth     | 46          | 35    | 61          | 64    | 47           | 44    |
| Energy independence | 37          | 22    | 55          | 31    | 50           | 38    |
| Global warming      | 28          | 43    | 8           | 16    | 19           | 25    |
| Air pollution       | 31          | 31    | 12          | 7     | 19           | 22    |

## **Air Pollution, Global Climate Change, and Global Warming**

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Air pollution continues to be a greater concern than global warming or global climate change. Republicans and Independents decisively pick air pollution over global warming or climate change, while Democrats are divided on which is more important. In October 2009, more Democrats were concerned about global warming or climate change than air pollution, and now they are about even.

Communications about climate change or global warming will appeal to a broader audience if air pollution is part of the message.

### **Air Pollution Greater Concern than Climate Change/Global Warming**

“Which concerns you more...” Percentages

|                               | October<br>2009 | March<br>2010 |
|-------------------------------|-----------------|---------------|
| <b>Split sample version A</b> |                 |               |
| Air pollution                 | 57              | 60            |
| Global climate change         | 40              | 35            |
| (Don't know)                  | 4               | 5             |
| <b>Split sample version B</b> |                 |               |
| Air pollution                 | 57              | 63            |
| Global warming                | 38              | 33            |
| (Don't know)                  | 6               | 4             |

### **Greatest Environmental Concern, by Political Party**

“Which concerns you more...” Percentages

|                               | Democrat | Republican | Independent |
|-------------------------------|----------|------------|-------------|
| <b>Split sample version A</b> |          |            |             |
| Air pollution                 | 49       | 74         | 63          |
| Global climate change         | 49       | 24         | 28          |
| (Don't know)                  | 1        | 2          | 10          |
| <b>Split sample version B</b> |          |            |             |
| Air pollution                 | 52       | 84         | 61          |
| Global warming                | 47       | 14         | 33          |
| (Don't know)                  | 1        | 3          | 7           |

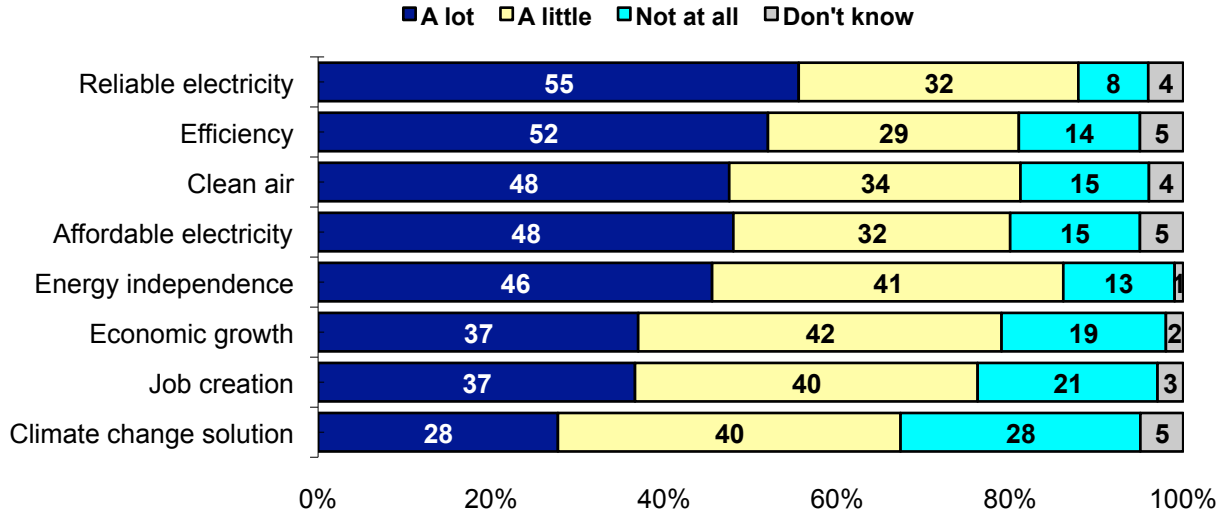


## Branding: Association of Benefits with Nuclear Energy

Majorities associate nuclear energy to some degree with eight branding attributes. The closest associations are with reliable electricity, efficiency, clean air, affordable electricity and energy independence. Despite efforts to position nuclear energy as a climate change solution, only 28 percent associate nuclear energy a lot as a solution—which may be partly due to uncertainty about climate change. Also, trends seen on the next pages do not show steady improvement on these branding measures.

### Association of Nuclear Energy with Benefits: March 2010

“Do you associate nuclear energy a lot, a little, or not at all with...” Percentages

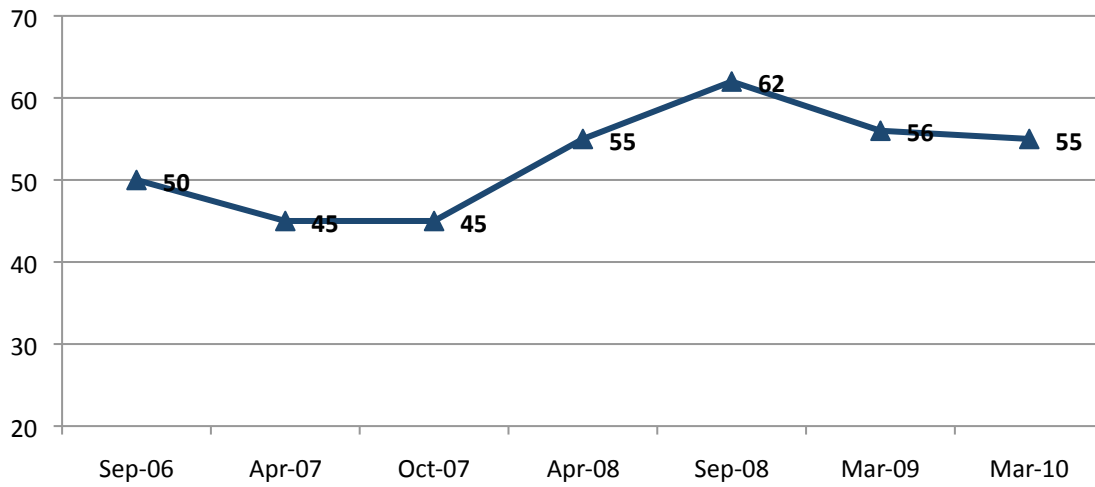


Political party differences suggest that Republicans view nuclear energy more through the lens of energy security, whereas Democrats are giving more consideration to nuclear energy’s environmental and economic/jobs contributions. More Democrats than Republicans associate nuclear energy “a lot” with clean air—52 percent of Democrats compared with only 30 percent of Republicans. More Democrats than Republicans also associate nuclear energy “a lot” with a solution to climate change (37 percent to 20 percent), job creation (43 percent to 32 percent), and economic growth (42 percent to 27 percent). Instead, fewer Democrats than Republicans and Independents associate nuclear energy “a lot” with energy independence. Persons with all political views associate nuclear energy closely with reliability and efficiency.

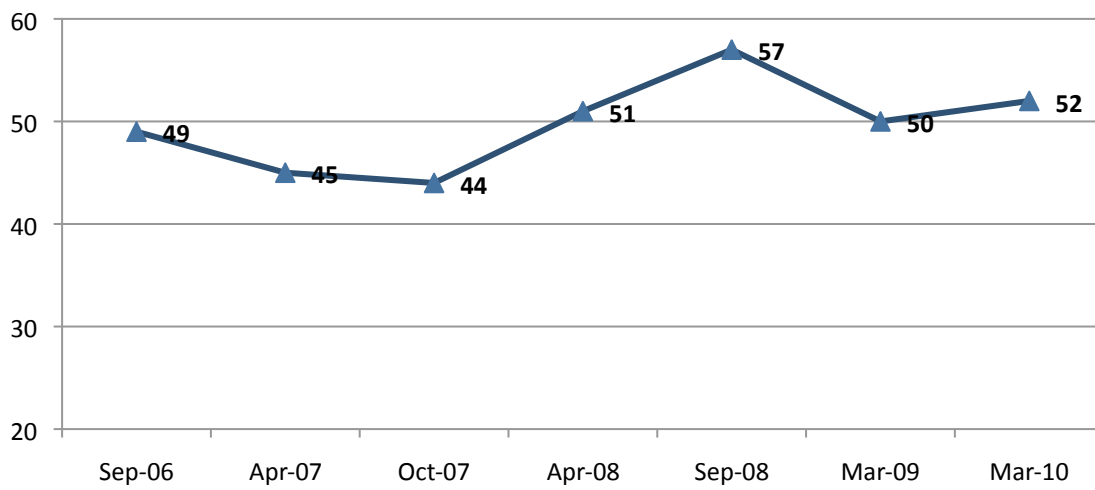
### Percent Associate Nuclear Energy a Lot with Positive Attributes, by Political Party

|                         | Democrat | Republican | Independent |
|-------------------------|----------|------------|-------------|
| Reliable electricity    | 53       | 53         | 54          |
| Efficiency              | 52       | 54         | 49          |
| Clean air               | 52       | 30         | 51          |
| Affordable electricity  | 42       | 48         | 52          |
| Energy independence     | 37       | 47         | 48          |
| Job creation            | 43       | 32         | 34          |
| Economic growth         | 42       | 27         | 35          |
| Climate change solution | 37       | 20         | 25          |

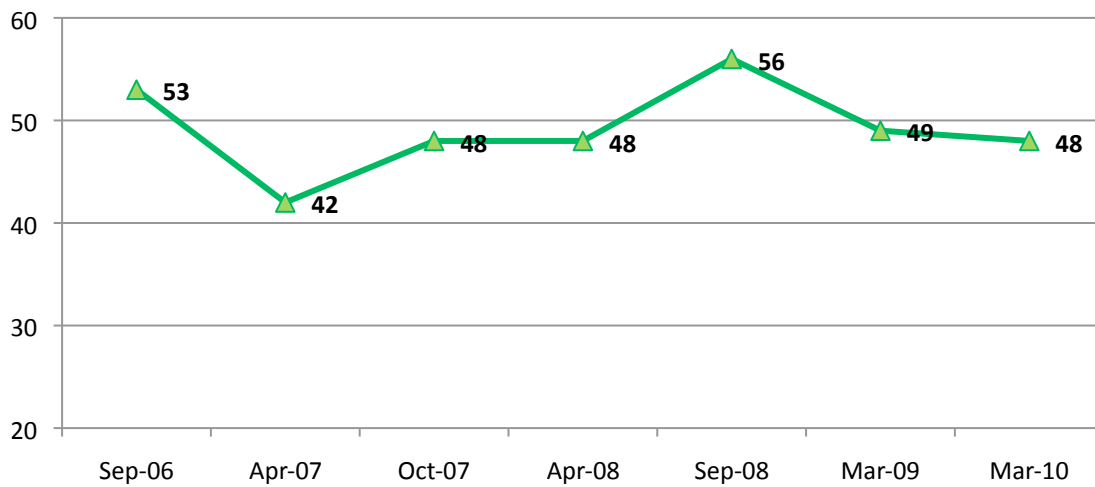
### Reliability/Reliable Electricity



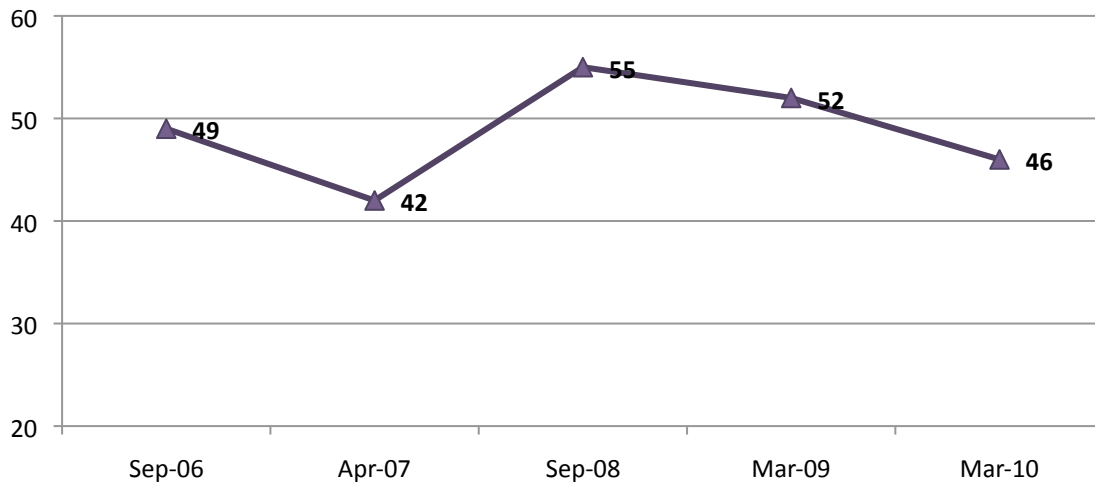
### Efficiency



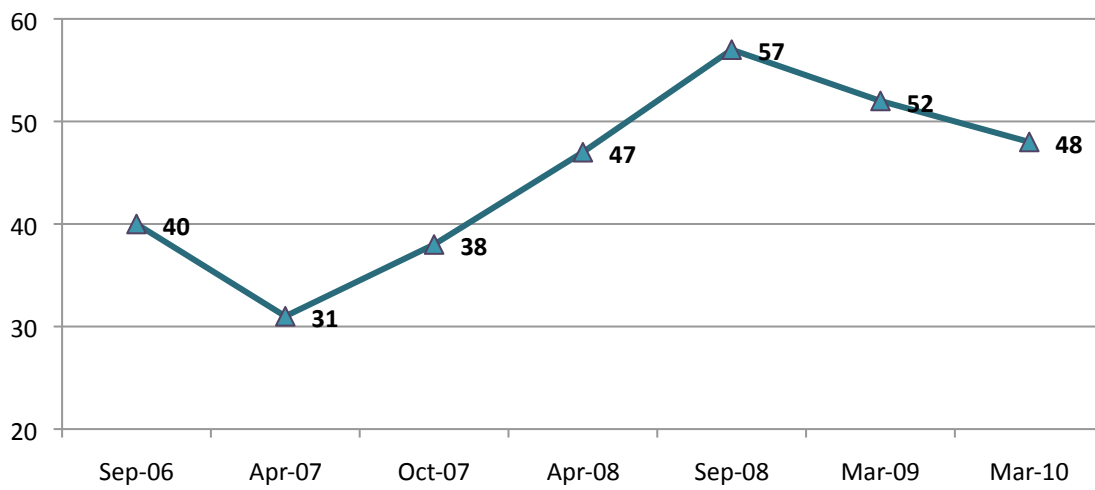
### Clean Air



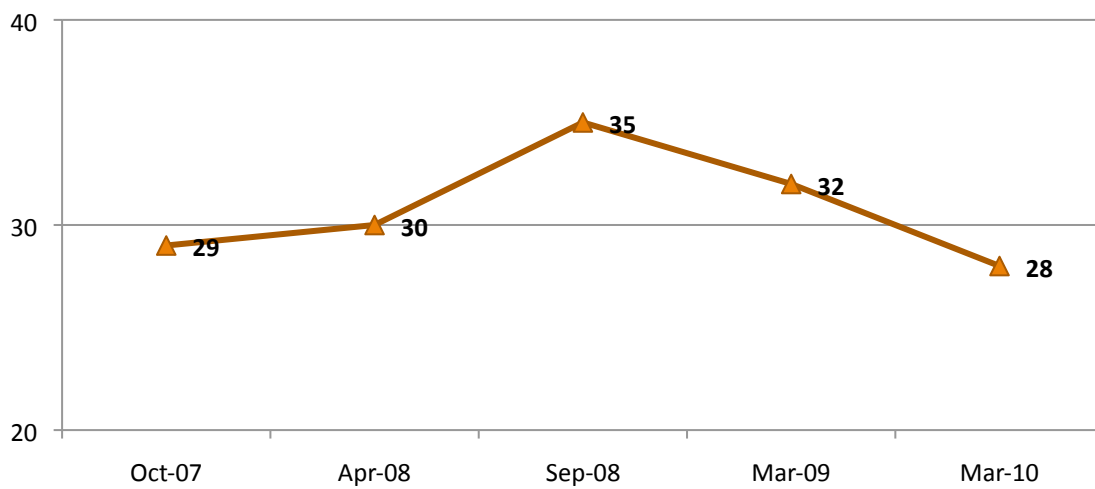
### Energy Independence



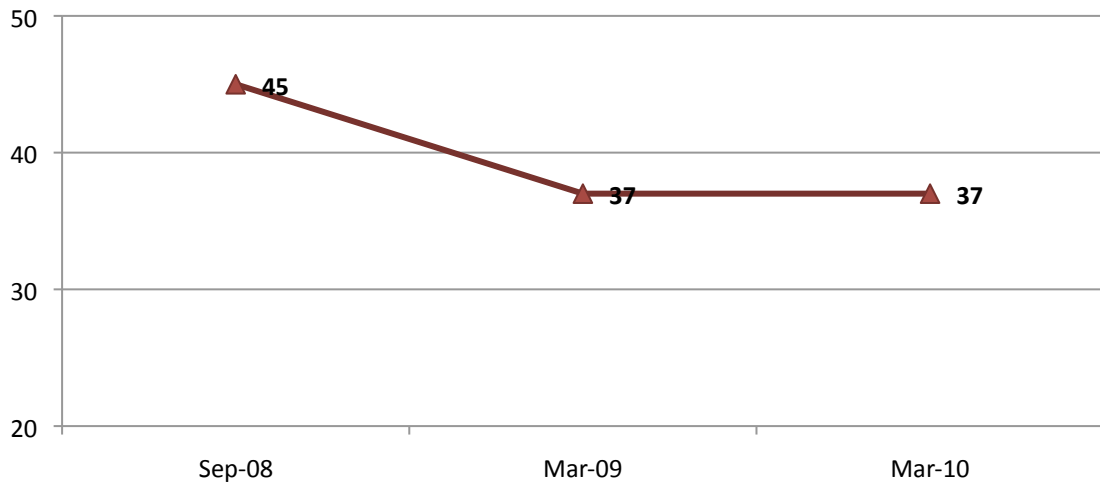
### Affordability/Affordable Electricity



### (Global) Climate Change Solution



### Economic Growth



## Nuclear Energy in the Low-Carbon Mix

Even while environmental concerns take a back seat to jobs and the economy, Americans still overwhelmingly support the use of carbon-free energy:

- 84 percent agree that we should take advantage of all low-carbon energy sources, including nuclear, hydro, and renewable energy, to produce the electricity we need while limiting greenhouse gas emissions.
- 80 percent agree that carbon-free nuclear energy should be expanded as one way to reduce greenhouse gases and prevent global climate change.
- 72 percent agree that the federal government should provide guaranteed loans to companies to jump-start investment in solar, wind, advanced-design nuclear power plants or other energy technology that reduces greenhouse gases.

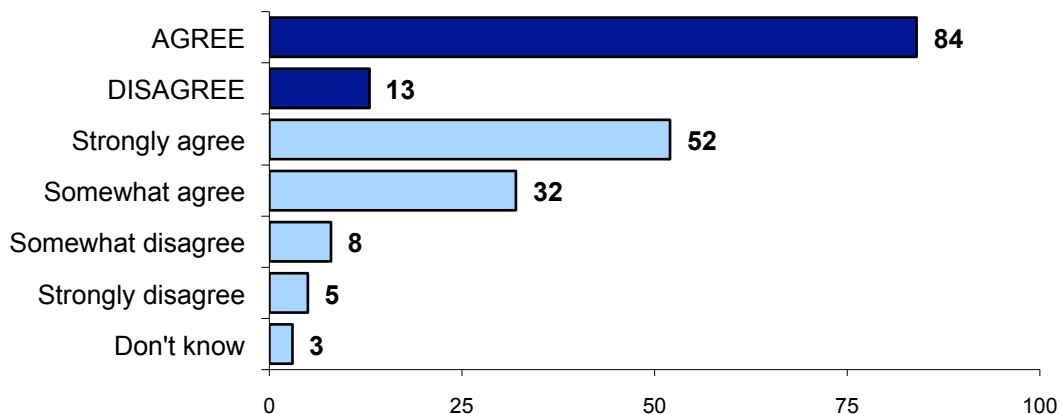
Support on the first two items has remained steady. But fewer this year than last year support federal government loans. That change may be attributed to growing concern about federal government intervention and/or skepticism about climate change. Groups supporting loan guarantees to jump-start investment in the technologies that reduce greenhouse gases include 85 percent of Democrats, 71 percent of Independents, and just 57 percent of Republicans.

### Agreement with Statements about Nuclear Energy as Clean Air and Carbon-Free Energy

“Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements.”

Percentages

- We should take advantage of all low-carbon energy sources, including nuclear, hydro, and renewable energy, to produce the electricity we need while limiting greenhouse gas emissions.



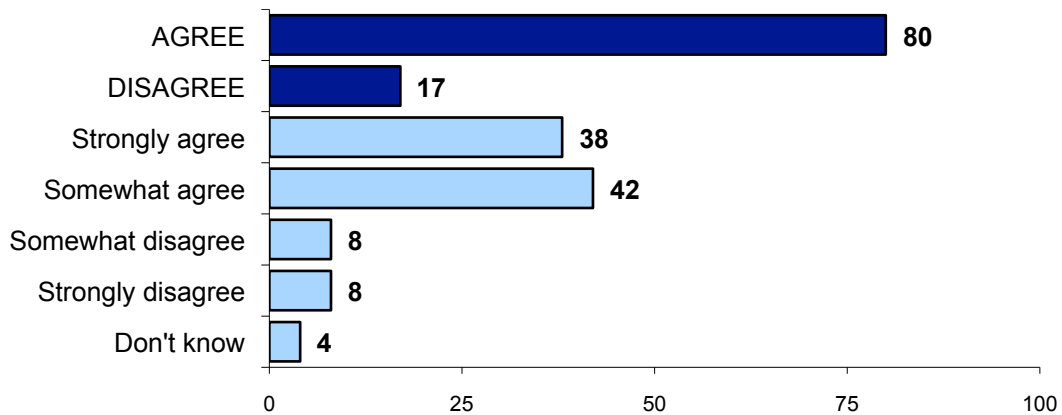
**We should take advantage of all low-carbon energy sources, including nuclear, hydro, and renewable energy, to produce the electricity we need while limiting greenhouse gas emissions.**

|                   | April<br>2007 | April<br>2008 | September<br>2008 | March<br>2009 | October<br>2009 | March<br>2010 |
|-------------------|---------------|---------------|-------------------|---------------|-----------------|---------------|
| <b>Agree</b>      | <b>85</b>     | <b>84</b>     | <b>89</b>         | <b>89</b>     | <b>84</b>       | <b>84</b>     |
| <b>Disagree</b>   | <b>13</b>     | <b>14</b>     | <b>8</b>          | <b>9</b>      | <b>13</b>       | <b>13</b>     |
| Strongly agree    | 51            | 53            | 58                | 55            | 52              | 52            |
| Somewhat agree    | 33            | 31            | 32                | 34            | 33              | 32            |
| Somewhat disagree | 7             | 8             | 5                 | 5             | 7               | 8             |
| Strongly disagree | 6             | 7             | 3                 | 5             | 6               | 5             |
| Don't know        | 3             | 2             | 2                 | 2             | 3               | 3             |

“Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements.”

*Percentages*

- Carbon-free nuclear energy should be expanded as one way to reduce greenhouse gases and prevent global climate change



**Carbon-free (emission-free\*) nuclear energy should be expanded as one way to reduce greenhouse gases and prevent global climate change.**

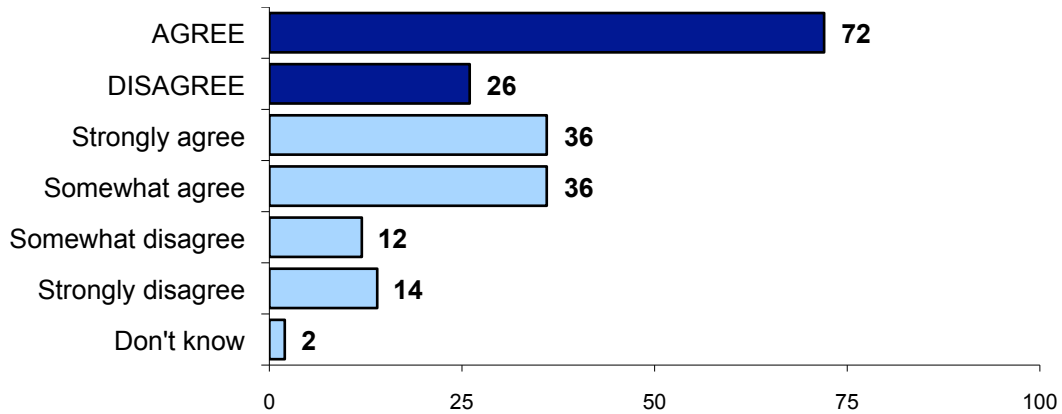
*Percentages*

|                   | March<br>2009 | October<br>2009* | March<br>2010 |
|-------------------|---------------|------------------|---------------|
| <b>Agree</b>      | <b>82</b>     | <b>75</b>        | <b>80</b>     |
| <b>Disagree</b>   | <b>15</b>     | <b>20</b>        | <b>17</b>     |
| Strongly agree    | 45            | 41               | 38            |
| Somewhat agree    | 37            | 34               | 42            |
| Somewhat disagree | 8             | 9                | 8             |
| Strongly disagree | 8             | 11               | 8             |
| Don't know        | 3             | 4                | 4             |

“Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements.”

*Percentages*

- The federal government should provide guaranteed loans to companies to jump-start investment in solar, wind, advanced-design nuclear power plants or other energy technology that reduces greenhouse gases



**The federal government should provide guaranteed loans to companies to jump-start investment in solar, wind, advanced-design nuclear power plants or other energy technology that reduces greenhouse gases**

*Percentages*

|                   | March 2009 | March 2010 |
|-------------------|------------|------------|
| <b>Agree</b>      | <b>81</b>  | <b>72</b>  |
| <b>Disagree</b>   | <b>17</b>  | <b>26</b>  |
| Strongly agree    | 46         | 36         |
| Somewhat agree    | 35         | 36         |
| Somewhat disagree | 8          | 12         |
| Strongly disagree | 9          | 14         |
| Don't know        | 2          | 2          |

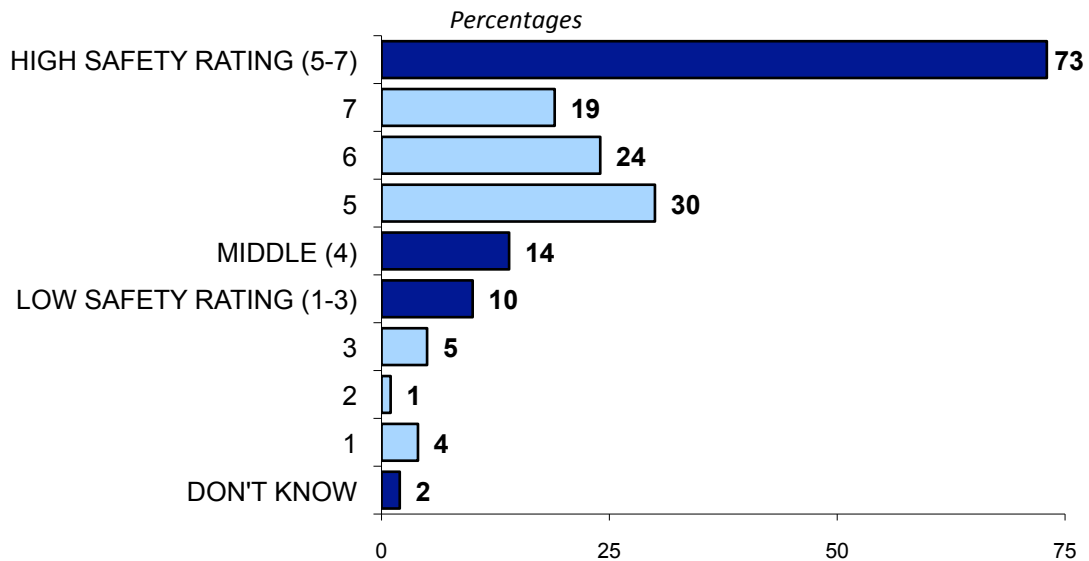
## Nuclear Power Plant Safety

The public is increasingly comfortable with nuclear energy and confident in its safety. In 1984, 35 percent gave high ratings to the safety of nuclear power plants on a 1-to-7 scale; today that number is 73 percent—more than double. Also, 82 percent agree that U.S. nuclear power plants are “safe and secure,” an all-time high.

In a Bisconti Research-GfK Roper survey one year ago, on the 30<sup>th</sup> anniversary of the accident at the Three Mile Island nuclear power plant in Pennsylvania, 83 percent said they believed that nuclear power plants have become safer since that time, including 46 percent who thought that they have become a lot safer.

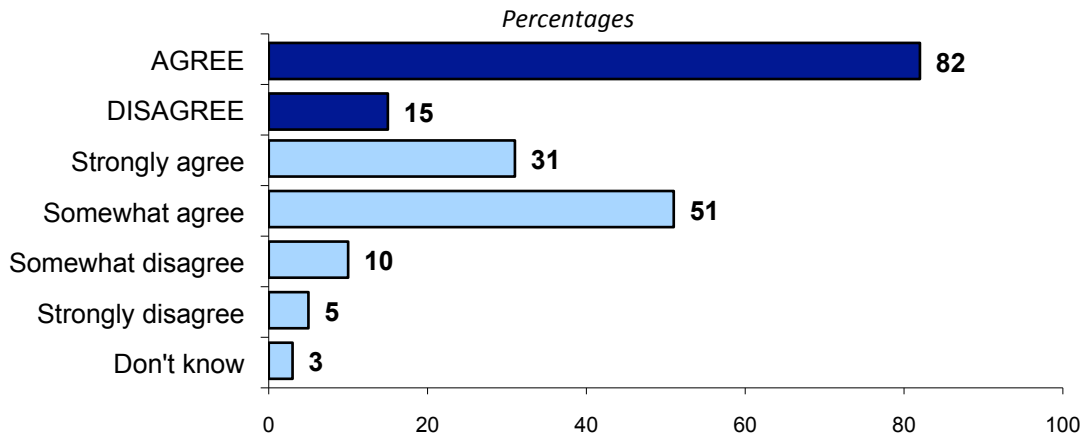
### Perceived Safety of Nuclear Power Plants

“Thinking about the nuclear power plants that are operating now, how safe do you regard these plants? Please think of a scale from “1” to “7,” where “1” means “very unsafe” and “7” means “very safe.” The safer you think they are, the higher the number you would give.”



### Perceived Safety and Security of Today’s Nuclear Power Plants

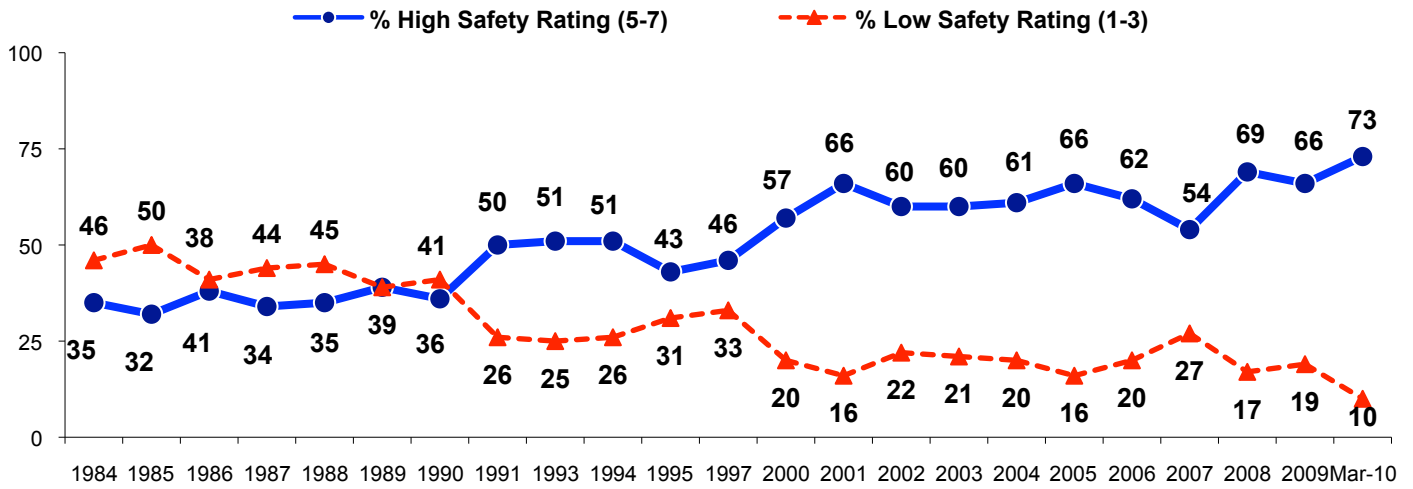
“And do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree that today’s nuclear power plants are safe and secure?”





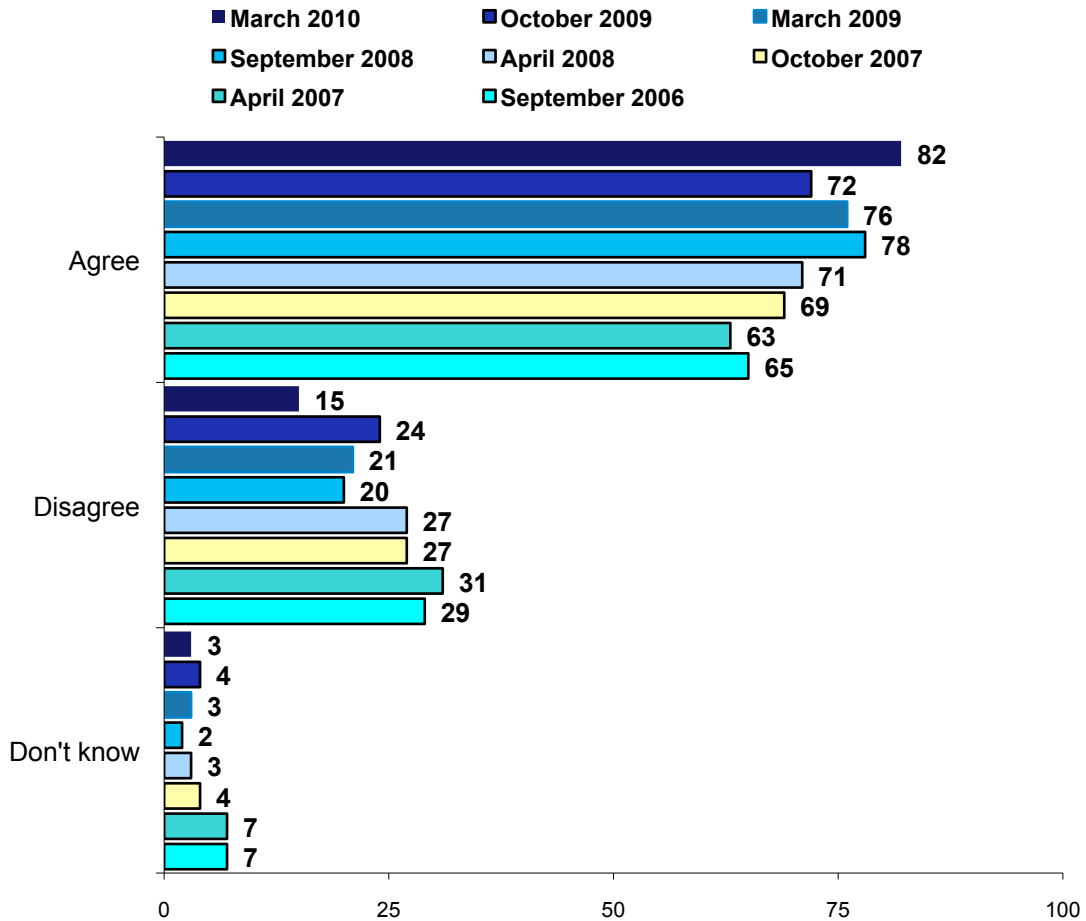
## Perceived Safety of Nuclear Power Plants—Annual Averages Until 2010

Percentages



## Perceived Safety and Security of Today's Nuclear Power Plants

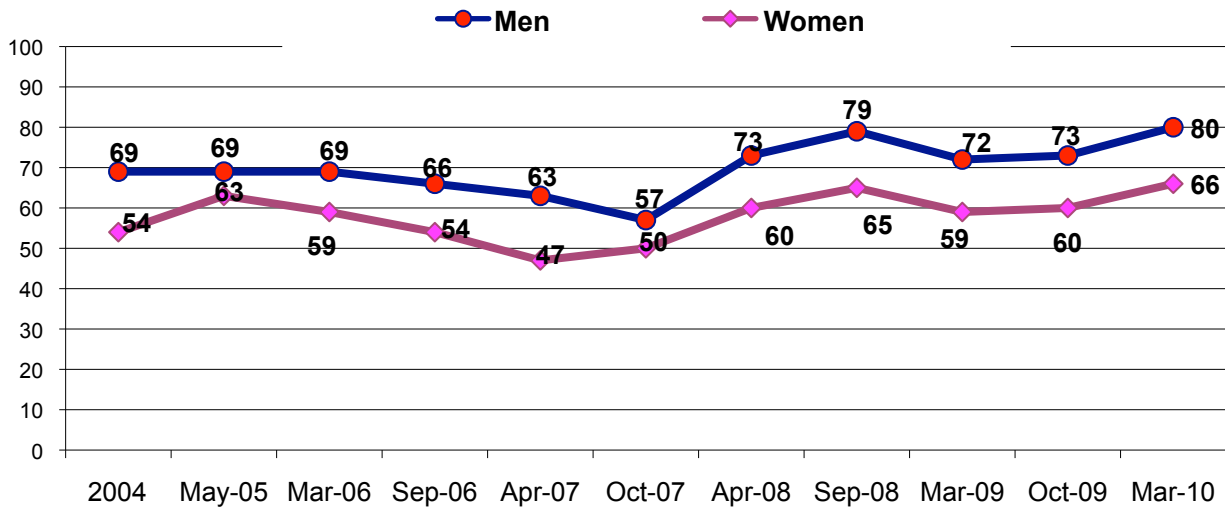
Percentages



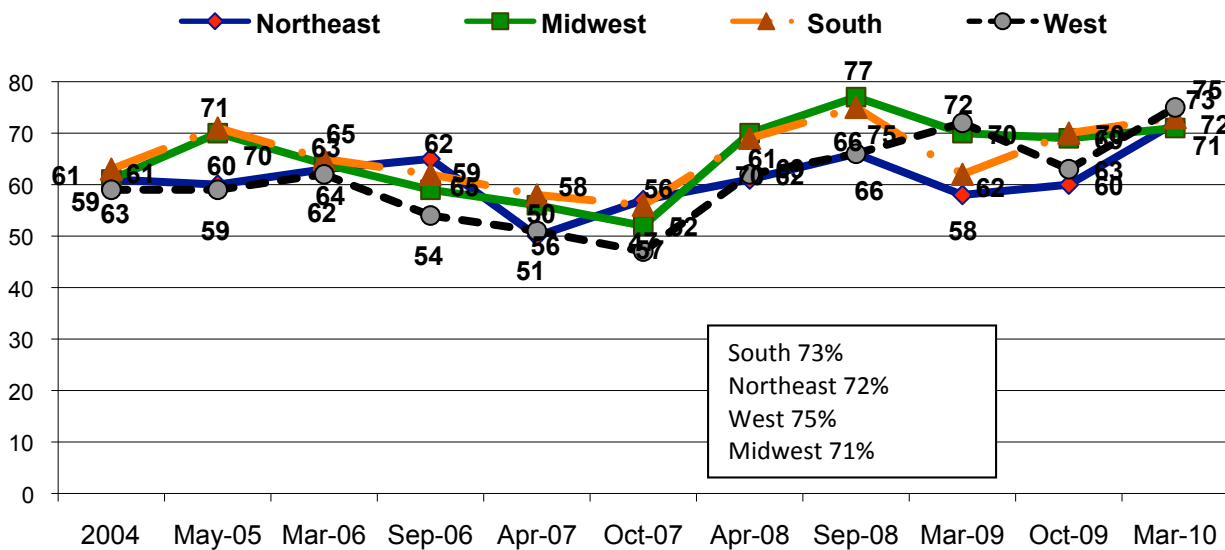
## Perceptions of Safety by Gender and Region

rends by gender and region generally have followed the overall safety trend.

**Percent Rating Nuclear Power Plant Safety High (5-7 on a 1-7 Scale)  
From 2004 to 2010, by Gender**



**Percent Rating Nuclear Power Plant Safety High (5-7 on a 1-7 Scale)  
From 2004 to 2009, by Region**



## Awareness of Hearing or Reading about Nuclear Energy Topics in Past Year

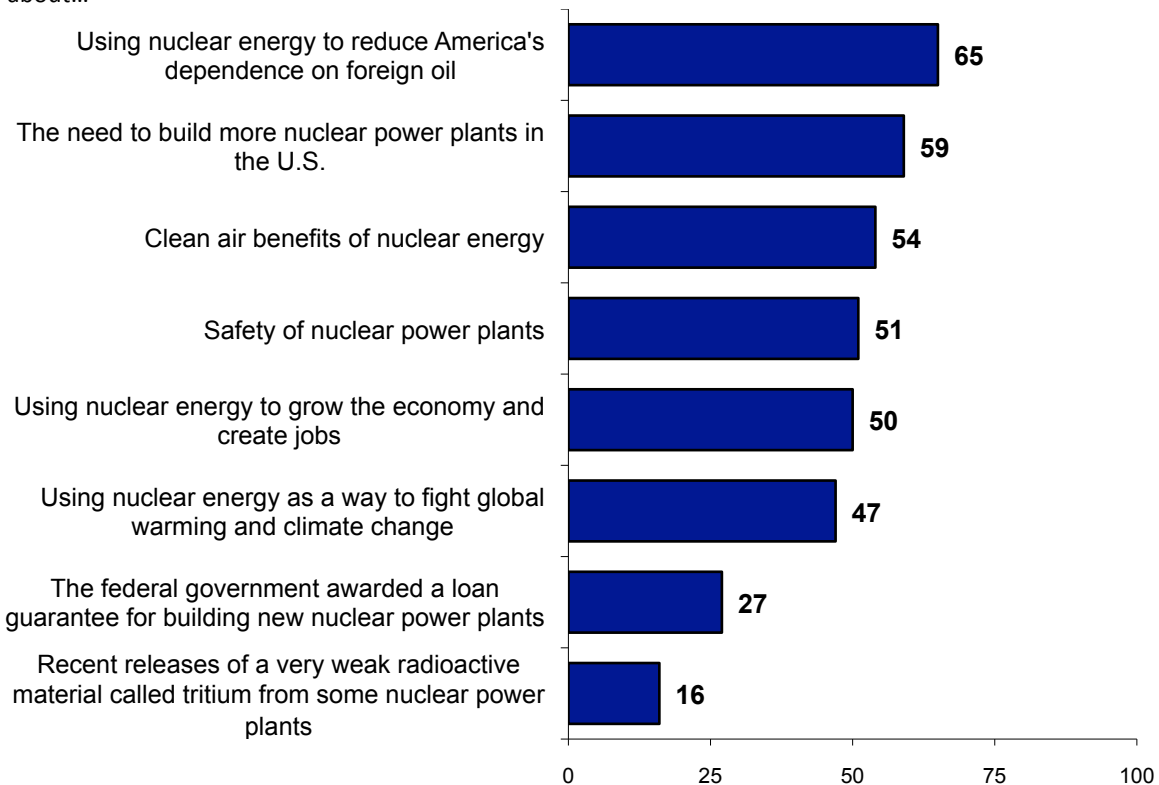
The growth in favorable attitudes toward nuclear energy may result from the recent buzz about the need for this energy source. Majorities of the public reported hearing positive news about nuclear energy during the past year:

- Using nuclear energy to reduce America’s dependence on foreign oil (65 percent)
- The need to build more nuclear power plants in the U.S. (59 percent—a record high)
- Clean air benefits of nuclear energy (54 percent—a record high)
- Using nuclear energy to grow the economy and create jobs (50 percent)

Also, more than one in four Americans (27 percent) recalled hearing that the federal government awarded a loan guarantee for building new nuclear power plants. That number is remarkable considering the many news stories the public hears in any given day. In announcing the award, President Obama spoke strongly about the need for more nuclear power plants, consistent with statements in his State of the Union address.

### Attention to Topics—Percent Heard or Read about the Topic in the Past Year

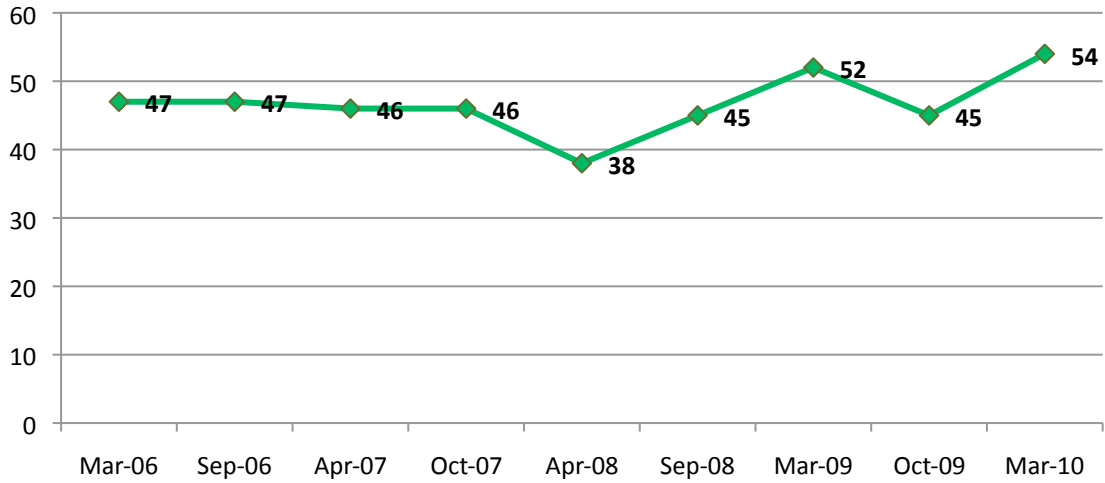
“I’ll read you some topics about nuclear energy. Please tell me if you have heard or read any information on the topic in the past year—that is, during the past year but before this interview. Just say yes or no. How about...”



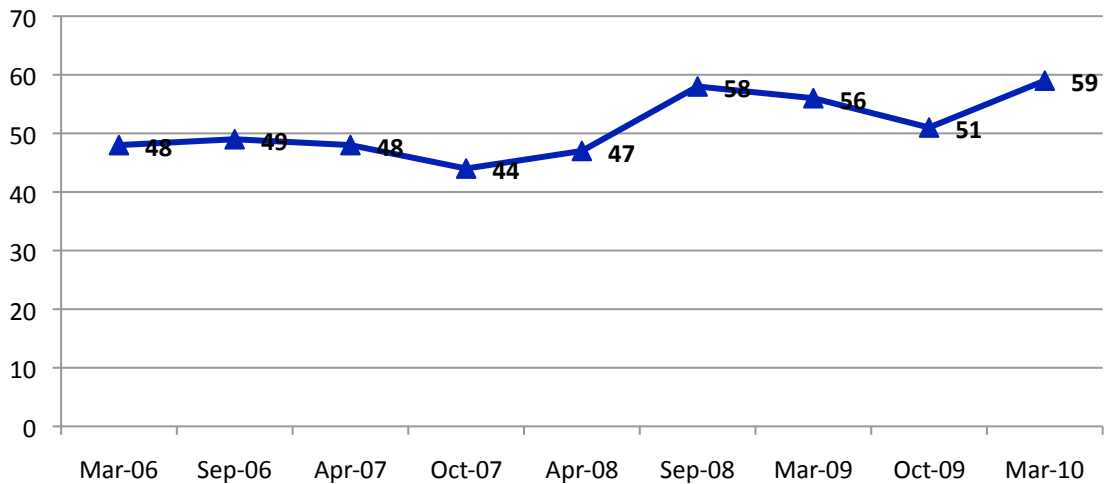
## Attention to Topics—Percent Heard or Read about the Topic in the Past Year

“I’ll read you some topics about nuclear energy. Please tell me if you have heard or read any information on the topic in the past year—that is, during the past year but before this interview.”

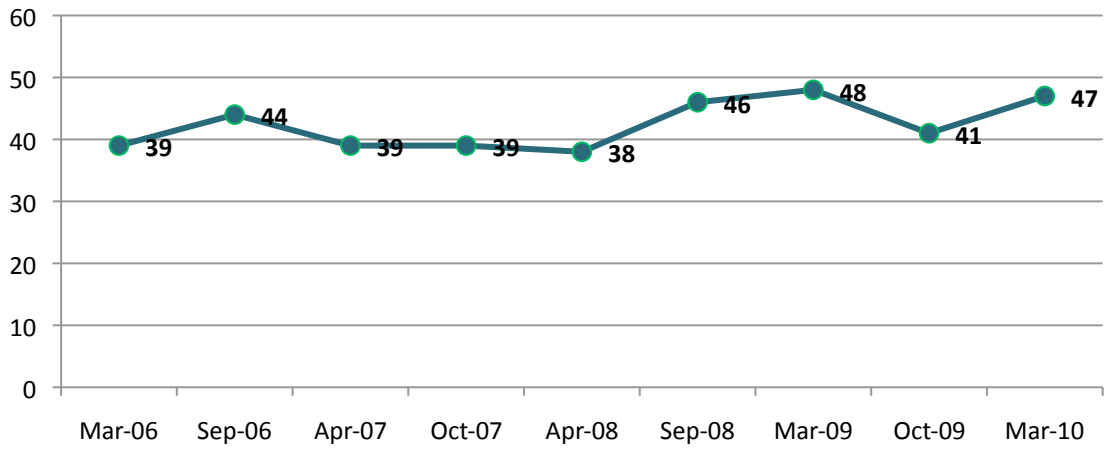
### Clean Air Benefits of Nuclear Energy



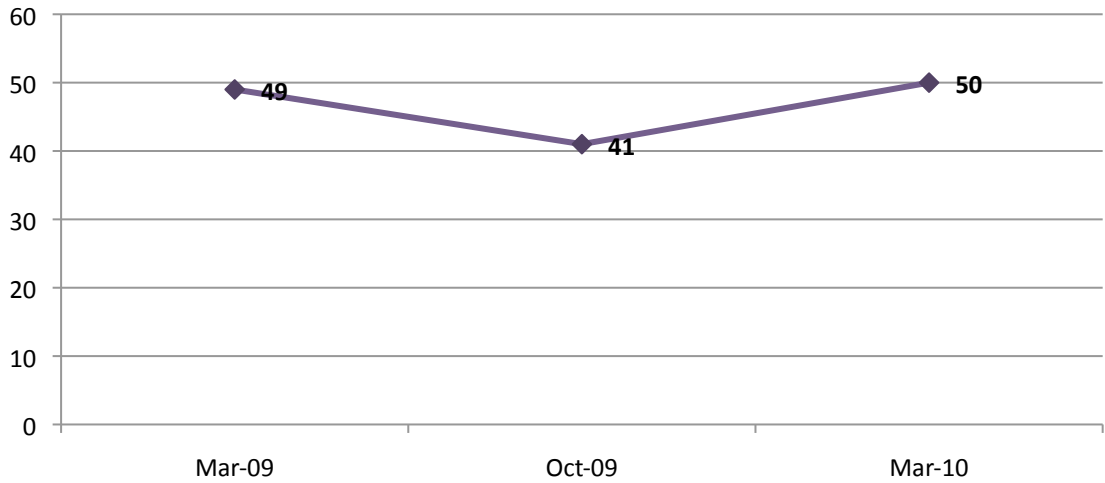
### Need to Build More Nuclear Power Plants in the U.S.



### Using Nuclear Energy As a Way to Fight Global Warming and Climate Change



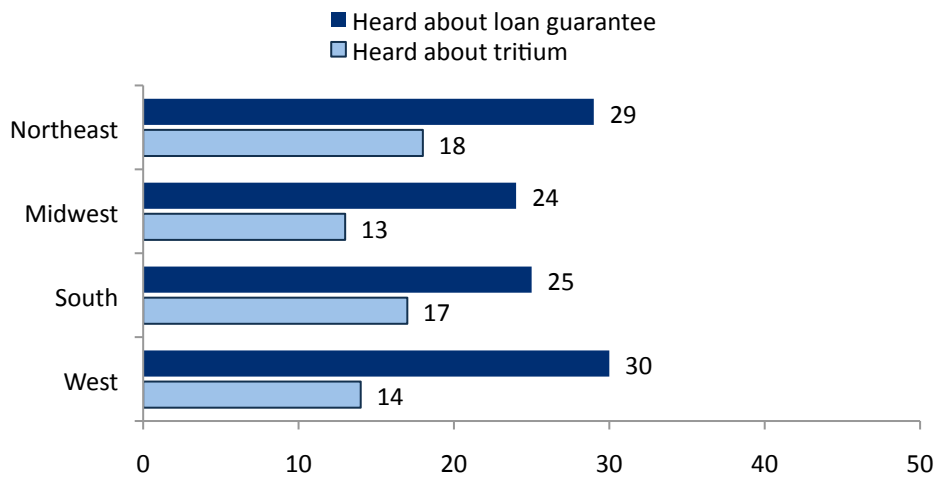
### Using Nuclear Energy to Grow the Economy and Create Jobs



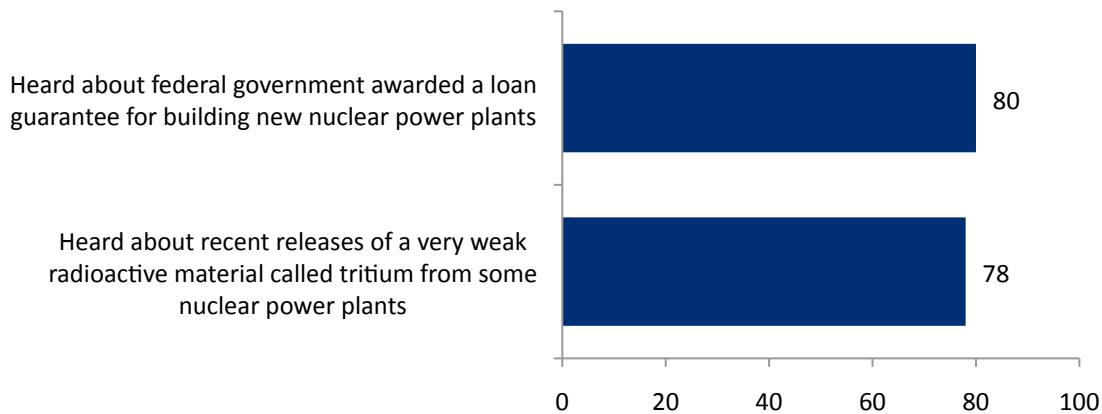
### Who Reported Hearing Information About the Loan Guarantee and Tritium

Awareness of news about the loan guarantee and the tritium release varied only slightly by region. Large majorities of those who heard about the two events were favorable to nuclear energy.

**Percent Heard about Loan Guarantee and Tritium,  
By Region**



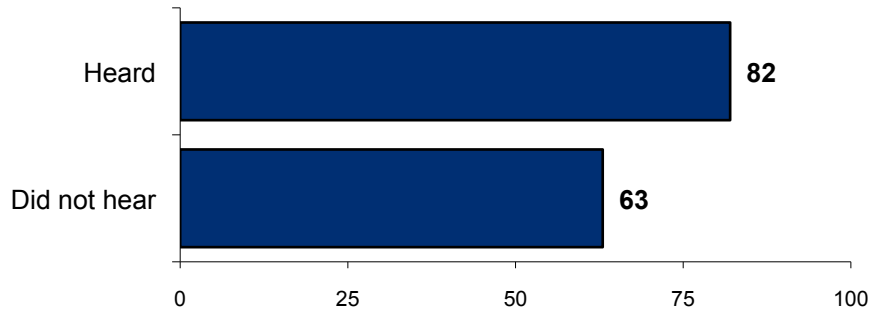
**Percent Favor Nuclear Energy,  
By Heard about Loan Guarantee and Tritium**



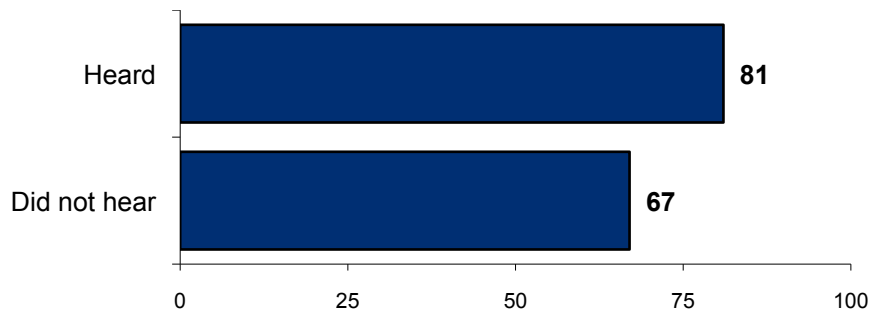
**Hearing about Nuclear Energy's Benefits Linked to Favorable Attitudes**

Also, those who heard during the past year about the need to build more nuclear power plants or about the clean air benefits of nuclear energy were more favorable to nuclear energy than those who did not hear this information.

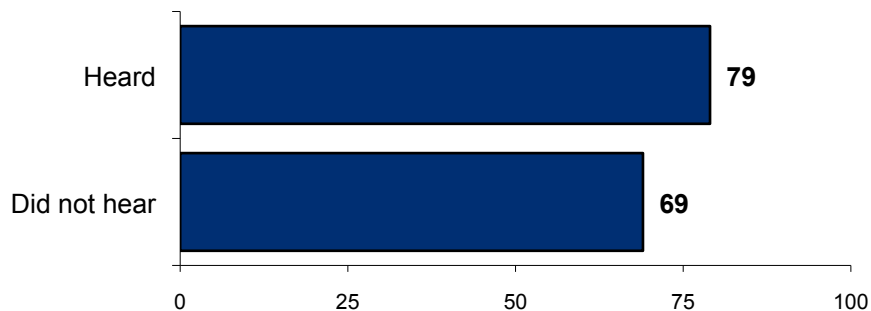
**Percent Favor Nuclear Energy,  
By Hearing or Reading during Past Year About the  
Need to Build More Nuclear Plants in the U.S.**



**Percent Favor Nuclear Energy,  
By Hearing or Reading during Past Year about Nuclear Energy's  
Clean Air Benefits**



**Percent Favor Nuclear Energy,  
By Hearing or Reading during Past Year about  
Using Nuclear Energy to Fight Global Warming and Climate Change**



## Used Fuel Management

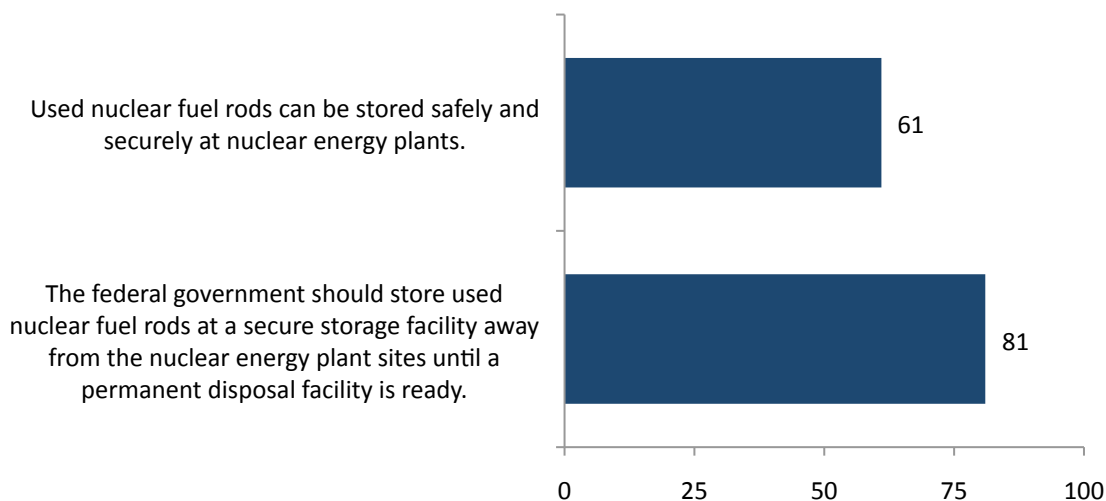
The public is more comfortable with off-site than on-site storage of used nuclear fuel rods. While 59 percent<sup>1</sup> agree that used nuclear fuel rods can be stored safely and securely at nuclear energy plants, 81 percent believe that the federal government should store used nuclear fuel rods at a secure storage facility away from the nuclear energy plants sites until a permanent disposal facility is ready.

### Opinions on Storing Used Nuclear Fuel Rods On site and Away from the Plant Sites<sup>2</sup>

Do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements about used nuclear fuel rods, also known as nuclear waste?

|  | AGREE | Strongly Agree | Somewhat Agree | Somewhat Disagree | Strongly Disagree | Don't Know |
|--|-------|----------------|----------------|-------------------|-------------------|------------|
| Used nuclear fuel rods can be stored safely and securely at nuclear energy plants.   | 61    | 17             | 44             | 19                | 11                | 9          |
| The federal government should store used nuclear fuel rods at a secure storage facility away from the nuclear energy plant sites until a permanent disposal facility is ready. | 81    | 51             | 30             | 9                 | 5                 | 4          |

### Opinions on Storing Used Nuclear Fuel Rods On site and Away from the Plant Sites: Percent Agree



<sup>1</sup> This question was asked of two split samples, and 59 percent is the average of the two samples.

<sup>2</sup> Half the sample was asked about on-site and off-site storage. The other half sample was asked about on-site storage with and without the NRC safety statement.



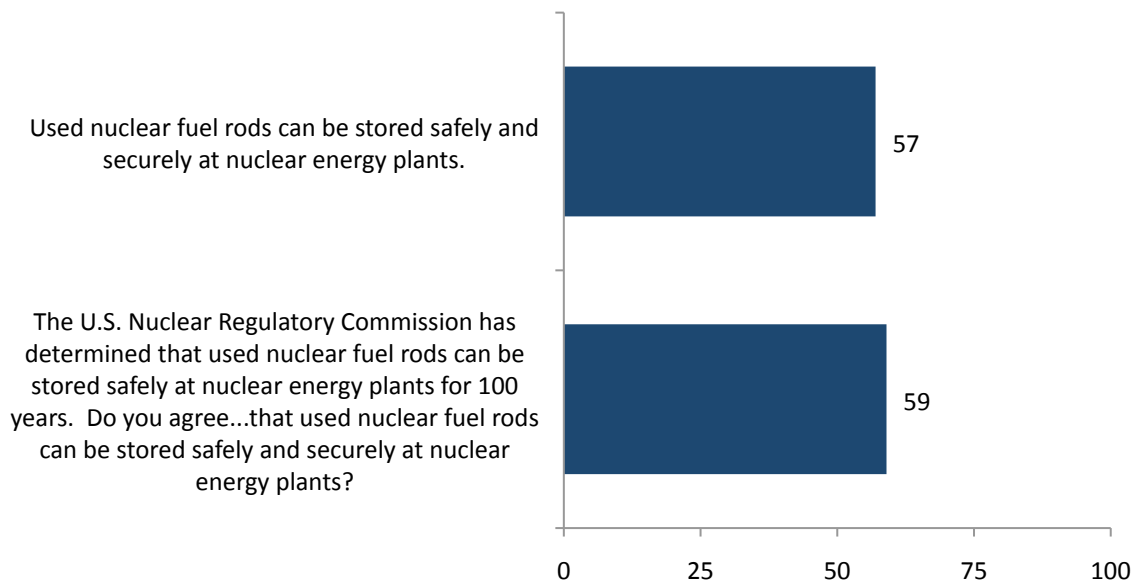
Knowing that the U.S. Nuclear Regulatory Commission has determined that used nuclear fuel rods can be stored safely and securely at nuclear energy plants for 100 years increases comfort with on-site storage only slightly.

### Opinions on Storing Used Nuclear Fuel Rods On Site With and Without NRC Safety Statement

Do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements about used nuclear fuel rods, also known as nuclear waste?

|  | <b>AGREE</b> | <b>Strongly Agree</b> | <b>Somewhat Agree</b> | <b>Somewhat Disagree</b> | <b>Strongly Disagree</b> | <b>Don't Know</b> |
|--|--------------|-----------------------|-----------------------|--------------------------|--------------------------|-------------------|
| <u>Used nuclear fuel rods</u> can be stored safely and securely at nuclear energy plants?  | 57           | 16                    | 40                    | 19                       | 17                       | 7                 |
| The U.S. Nuclear Regulatory Commission has determined that <u>used nuclear fuel rods</u> can be stored safely at nuclear energy plants for 100 years. Hearing that, would you strongly agree, somewhat agree, somewhat disagree, or strongly disagree that <u>used nuclear fuel rods</u> can be stored safely and securely at nuclear energy plants? | 59           | 19                    | 40                    | 21                       | 16                       | 5                 |

### Opinions on Storing Used Nuclear Fuel Rods On Site With and Without NRC Safety Statement: Percent Agree

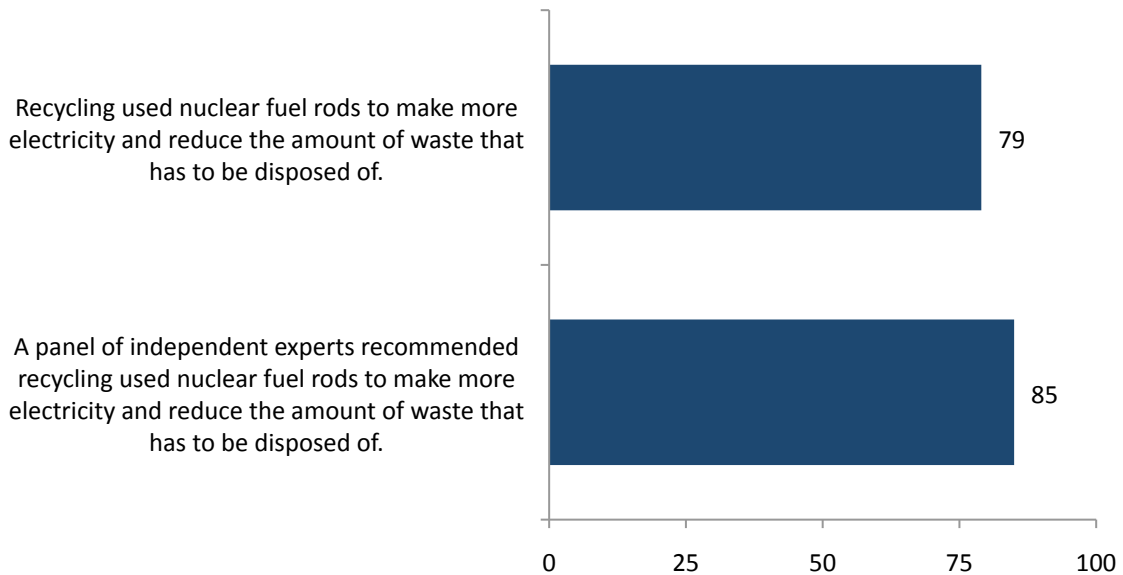


Most (79 percent) favor recycling used nuclear fuel rods to make more electricity and reduce the amount of waste that has to be disposed of. Knowing that a panel of independent experts recommended recycling used nuclear fuel rods increases support, but support is already very high without mention of expert backing.

### Favorability Toward Recycling Used Nuclear Fuel Rods

|  |           |   |           |
|--|-----------|---|-----------|
| Would you strongly favor, somewhat favor, somewhat oppose, or strongly oppose recycling used nuclear fuel rods to make more electricity and reduce the amount of waste that has to be disposed of? |           | If a panel of independent experts recommended recycling used nuclear fuel rods to make more electricity and reduce the amount of waste that has to be disposed of, would you strongly favor, somewhat favor, somewhat oppose, or strongly oppose these plans? |           |
| <b>Favor</b>   | <b>79</b> | <b>Favor</b>  | <b>85</b> |
| <b>Oppose</b>  | <b>16</b> | <b>Oppose</b>   | <b>12</b> |
| Strongly favor   | 47        | Strongly favor  | 48        |
| Somewhat favor   | 32        | Somewhat favor  | 37        |
| Somewhat oppose  | 9         | Somewhat oppose   | 6         |
| Strongly oppose  | 7         | Strongly oppose   | 6         |
| Don't know   | 5         | Don't know  | 3         |

### Percent Favor Recycling Used Nuclear Fuel Rods



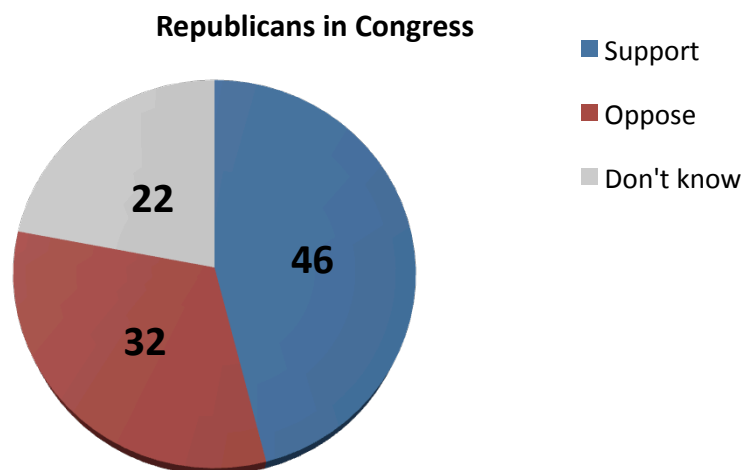
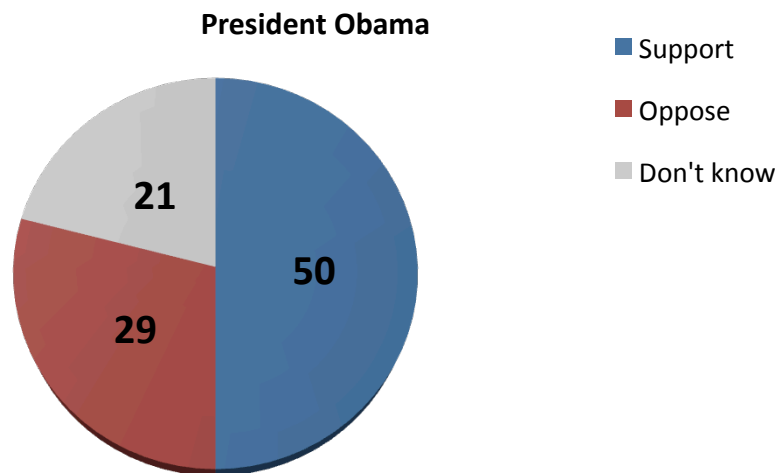
## Who Supports Building More Nuclear Power Plants?

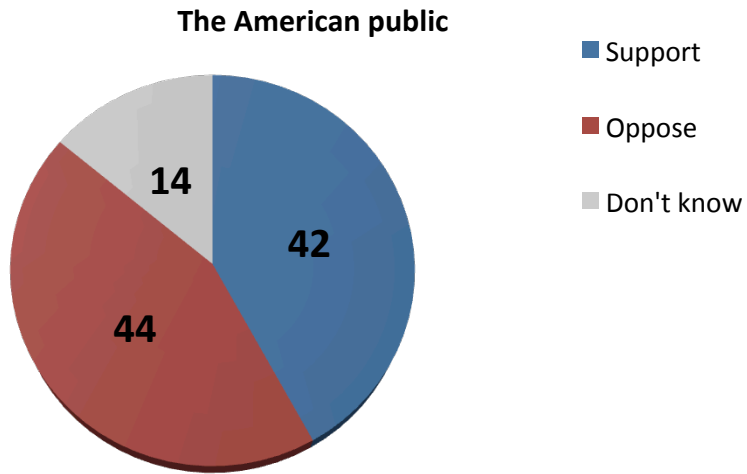
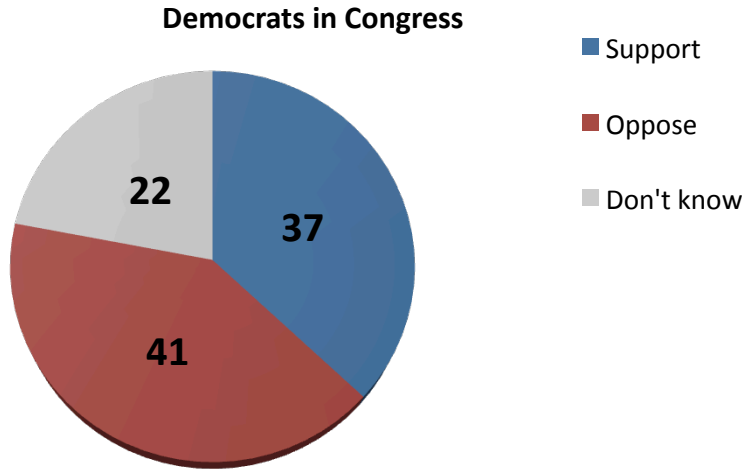
Attention to the President's statements about who supports building more nuclear power may be a reason why more people think President Obama supports building more nuclear power plants than think the Republicans or Democrats in Congress do so. Half (50 percent) think that President Obama supports building more nuclear power plants, 29 percent think he is opposed, and 21 percent are not sure. Forty-six percent believe that Republicans in Congress support building more nuclear power plants, and 37 percent believe that Democrats in Congress are supportive.

NEI surveys have shown that only a minority of the public perceives that the American public supports nuclear energy, even when a large majority actually is in favor—a clear perception gap. In this survey, 42 percent believe the public supports building more nuclear power plants, 44 percent believe that the public is opposed, and 14 percent are unsure. This perception contrasts with the 70 percent of the public who support definitely building more nuclear power plants.

### Support or Oppose Building More Nuclear Power Plants

Please tell me if you think the following generally support building more nuclear power plants or generally oppose building more nuclear power plants.





As observed in the past, Democrats and Republicans each believe their representatives support new nuclear plants more than representatives of the other party. Both see their representatives out ahead of the American public.

**Percent Saying Each Supports Building More Nuclear Power Plants, by Political Party**

|                         | Democrats | Republicans | Independents |
|-------------------------|-----------|-------------|--------------|
| President Obama         | <u>61</u> | 43          | 50           |
| Democrats in Congress   | <u>48</u> | 30          | 35           |
| Republicans in Congress | 39        | <u>58</u>   | 49           |
| The American public     | 38        | 42          | 47           |

# OPINIONS OF DEMOGRAPHIC GROUPS

## Opinions of Demographic Groups

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In this survey, majority support for nuclear energy was measured among virtually all subgroups. Demographic differences are far less stark than in October 2009. The October 2009 survey measured less favorable attitudes than the March 2010 survey or other recent surveys. In the October 2009 survey, the nuclear energy tracking questions were preceded by questions about alternative energy sources, such as popular solar energy. In March 2010, those questions were not included. In our opinion, the prospect of solar energy to meet the needs could cause people on the fence to answer the nuclear tracking questions on the negative side. Persons who are most on the fence and feel least well informed about nuclear energy include large numbers of women, especially those who are young, Democratic, and not college graduates. The numbers for these groups dropped in October 2009 and shot up in March 2010, when the questions about other sources were not asked.

### **Gender**

While 68 percent of women said they favor the use of nuclear energy, their predominant opinion is “somewhat favor.” Altogether, 61 percent of women take fence-sitting positions, either somewhat in favor or somewhat opposed to the use of nuclear energy. Among men, 80 percent favor the use of nuclear energy—44 percent strongly.

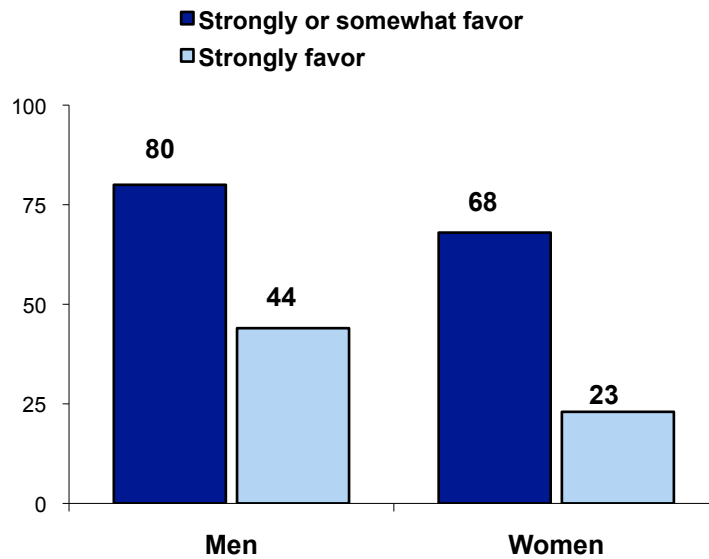
Women are less inclined to accept a new reactor at the nearest existing plant site (83 percent of men and 71 percent of women). Women also are less confident in nuclear power plant safety.

### **Attitudes and Perceptions, by Gender**

|  | <b>Men</b> | <b>Women</b> |
|--|------------|--------------|
|  | %          | %            |
| Nuclear energy will be important   | 89         | 85           |
| Favor use of nuclear energy  | 80         | 68           |
| Strongly favor   | 44         | 23           |
| Somewhat favor   | 36         | 45           |
| Somewhat oppose  | 9          | 16           |
| Strongly oppose  | 9          | 10           |
| Don't know   | 2          | 5            |
| Renew the license of nuclear power plants that<br>continue to meet federal safety standards          | 88         | 85           |
| Definitely build more nuclear power plants   | 75         | 65           |
| Electric utilities should prepare now so new plants<br>could be built if needed in next decade       | 86         | 83           |
| Acceptable to add a new reactor next to the nearest<br>nuclear power plant that is already operating | 83         | 71           |
| Associate nuclear energy "a lot" with clean air  | 48         | 47           |
| Rated nuclear power plants safe  | 80         | 66           |
| (Unsafe)   | (7)        | (14)         |

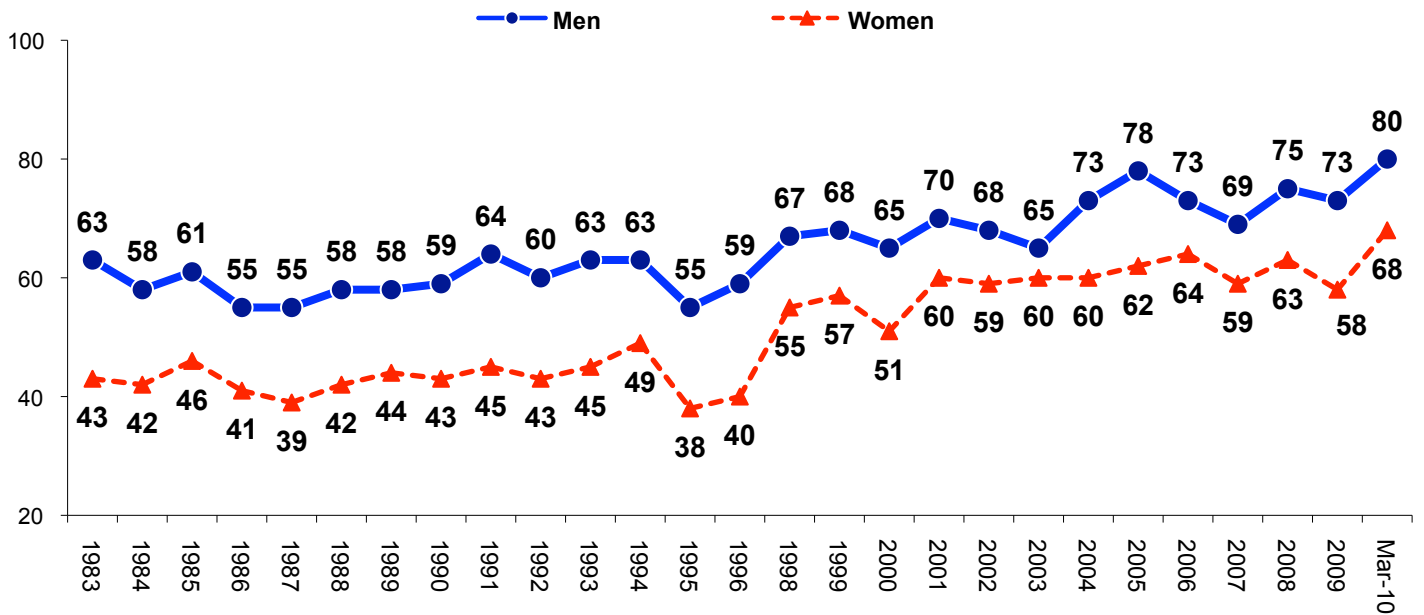
Trends are up for both men and women on overall favorability and perceptions of nuclear power plant safety.

### Percent Favor/Strongly Favor the Use of Nuclear Energy, by Gender



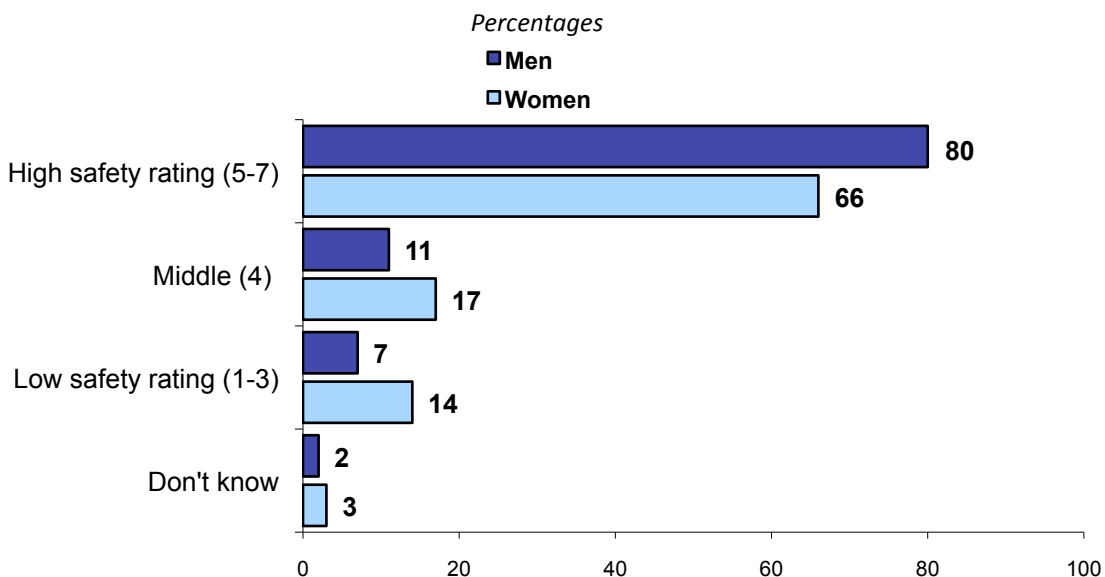
### Trend in Percent Favor Use of Nuclear Energy, by Gender

Percentages

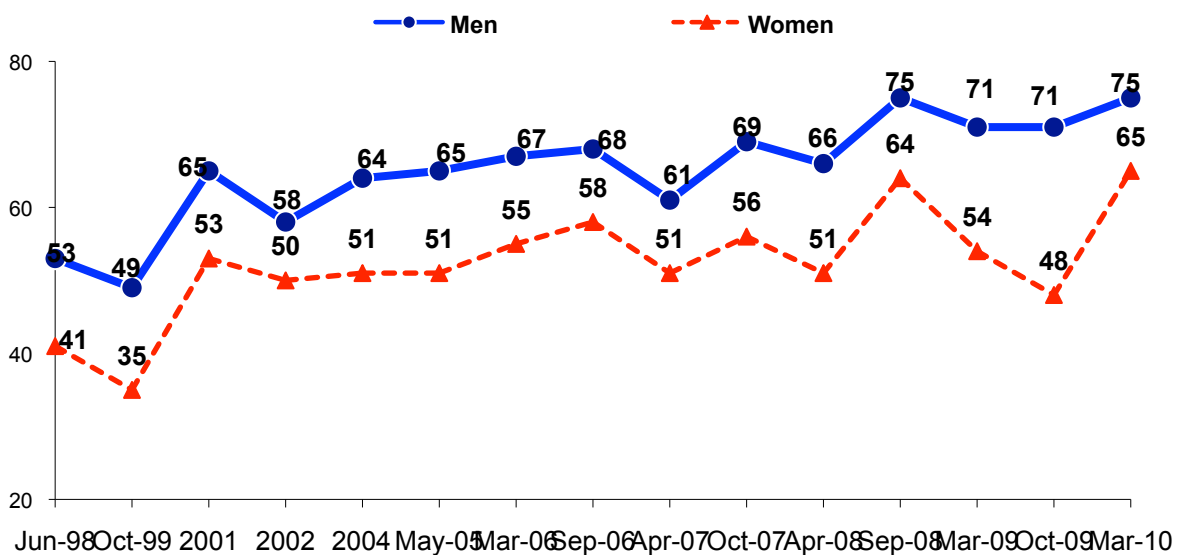


### Perceived Safety of Nuclear Power Plants, by Gender

“Thinking about the nuclear power plants that are operating now, how safe do you regard these plants? Please think of a scale from “1” to “7,” where “1” means “very unsafe” and “7” means “very safe.” The safer you think it is, the higher the number you would give.”



### Trend in Percent Agree We Should Definitely Build More Nuclear Energy Plants in the Future, by Gender





## Age

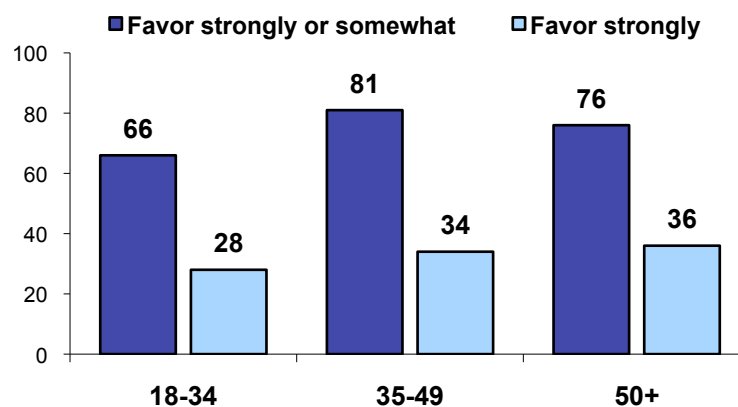
NEI surveys typically find that Americans age 18 to 34 are less favorable to nuclear energy and more on the fence than older Americans, and that is the case in March 2010 as well (66 percent in favor). This younger group does not feel as well informed about nuclear energy as older Americans and, in fact, is not. Only 37 percent of those age 18 to 34 associate nuclear energy a lot with clean air, compared with 59 percent of those age 50+.

### Summary of Measures of Awareness And Support for Nuclear Energy, by Age

|  | 18-34 | 35-49 | 50+ |
|--|-------|-------|-----|
|  | %     | %     | %   |
| Nuclear energy will be important   | 85    | 87    | 88  |
| Favor use of nuclear energy  | 66    | 81    | 76  |
| Strongly favor   | 28    | 34    | 36  |
| Somewhat favor   | 38    | 47    | 40  |
| Somewhat oppose  | 17    | 13    | 11  |
| Strongly oppose  | 14    | 4     | 10  |
| Don't know   | 4     | 2     | 4   |
| Renew the license of nuclear power plants that<br>continue to meet federal safety standards          | 83    | 90    | 87  |
| Definitely build more nuclear power plants   | 61    | 74    | 75  |
| Electric utilities should prepare now so new plants<br>could be built if needed in next decade       | 83    | 88    | 84  |
| Acceptable to add a new reactor next to the nearest<br>nuclear power plant that is already operating | 74    | 79    | 78  |
| Associate nuclear energy "a lot" with clean air  | 37    | 44    | 59  |
| Rated nuclear power plants safe  | 70    | 75    | 74  |
| (Unsafe)   | (13)  | (10)  | (9) |

### Favorability to Nuclear Energy, by Age

Percentages



As usual, young women are among the least favorable subgroups. However, 62 percent said they favor nuclear energy. Men age 50+ are usually the most favorable, but men 35 to 49 beat them out this time.

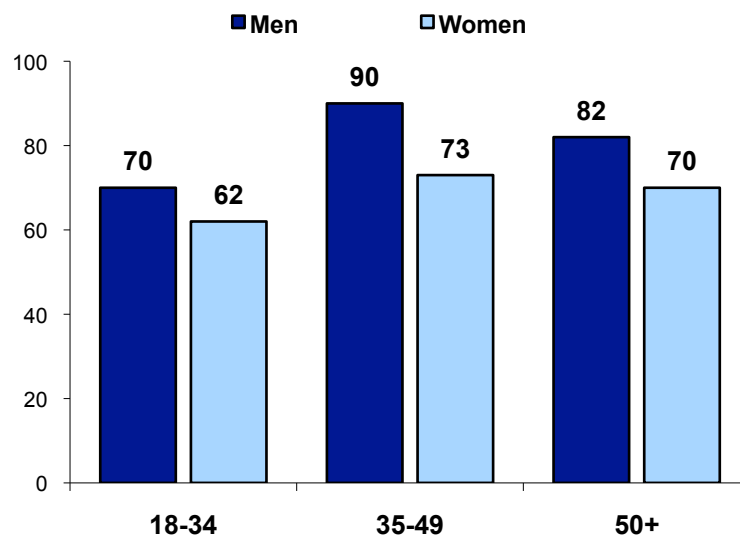
Due to small subgroup sizes, variations from survey to survey can be expected.

### Favorability to Nuclear Energy, by Age and Gender

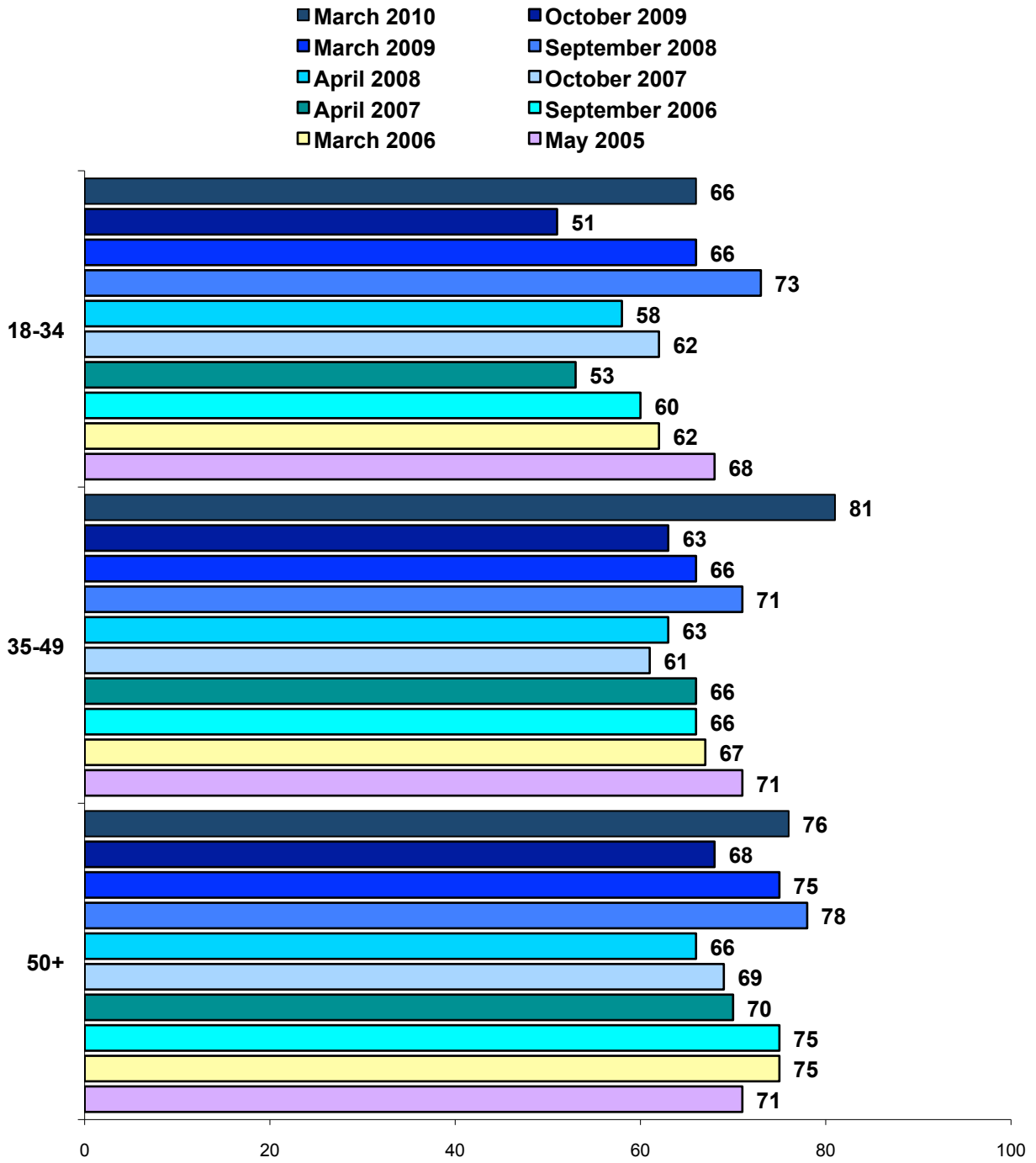
*Percentages*

|                 | 18-34     |           | 35-49     |           | 50+       |           |
|-----------------|-----------|-----------|-----------|-----------|-----------|-----------|
|                 | Men       | Women     | Men       | Women     | Men       | Women     |
| <b>Favor</b>    | <b>70</b> | <b>62</b> | <b>90</b> | <b>73</b> | <b>82</b> | <b>70</b> |
| <b>Oppose</b>   | <b>27</b> | <b>34</b> | <b>10</b> | <b>24</b> | <b>17</b> | <b>24</b> |
| Strongly favor  | 30        | 25        | 55        | 15        | 47        | 27        |
| Somewhat favor  | 40        | 36        | 35        | 58        | 35        | 43        |
| Somewhat oppose | 10        | 23        | 9         | 17        | 9         | 12        |
| Strongly oppose | 17        | 11        | 1         | 6         | 8         | 12        |
| Don't know      | 3         | 4         | 1         | 3         | 1         | 6         |

### Percent Favor the Use of Nuclear Energy, by Age and Gender



### Percent Favor Nuclear Energy, by Age



In this survey, gender is more closely linked than age with perceptions of nuclear power plant safety.

### Perceived Safety of Nuclear Power Plants, by Gender and Age

“Thinking about the nuclear power plants that are operating now, how safe do you regard these plants? Please think of a scale from “1” to “7,” where “1” means “very unsafe” and “7” means “very safe.” The safer you think it is, the higher the number you would give.”

*Percentages*

|                          | <b>18-34</b> |              | <b>35-49</b> |              | <b>50+</b> |              |
|--------------------------|--------------|--------------|--------------|--------------|------------|--------------|
|                          | <b>Men</b>   | <b>Women</b> | <b>Men</b>   | <b>Women</b> | <b>Men</b> | <b>Women</b> |
| High safety rating (5-7) | 79           | 61           | 78           | 72           | 82         | 68           |
| Middle (4)               | 12           | 18           | 15           | 13           | 8          | 19           |
| Low safety rating (1-3)  | 8            | 19           | 7            | 12           | 5          | 12           |
| Don't know               | 2            | 2            | 0            | 3            | 4          | 2            |

## Education

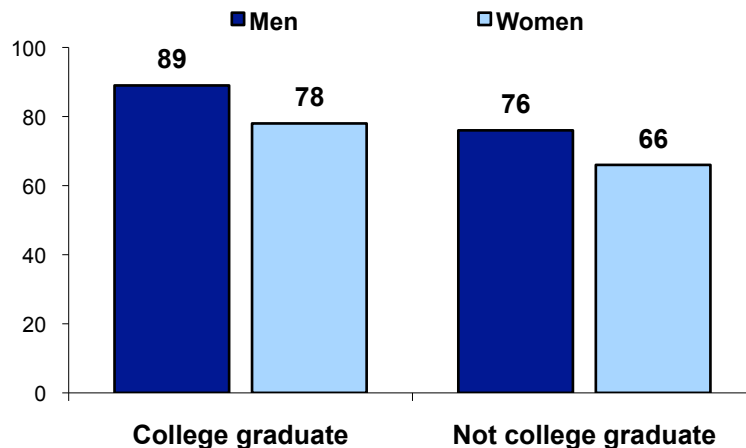
As usual, college graduates are more favorable to nuclear energy than those with less education, but the difference between the two groups is not great—84 percent college graduates to 70 percent others. Men college graduates are the most favorable to nuclear energy (89 percent) and women who are not college graduates are the least favorable (66 percent)—a difference of 23 percentage points.

In October 2009, 85 percent of men college graduates, compared with 48 percent of women who are not college graduates said they favored nuclear energy—a difference of 37 percentage points. The upturn in support from women who are not college graduates contributed to a large extent to the difference between the October 2009 and March 2010 polls.

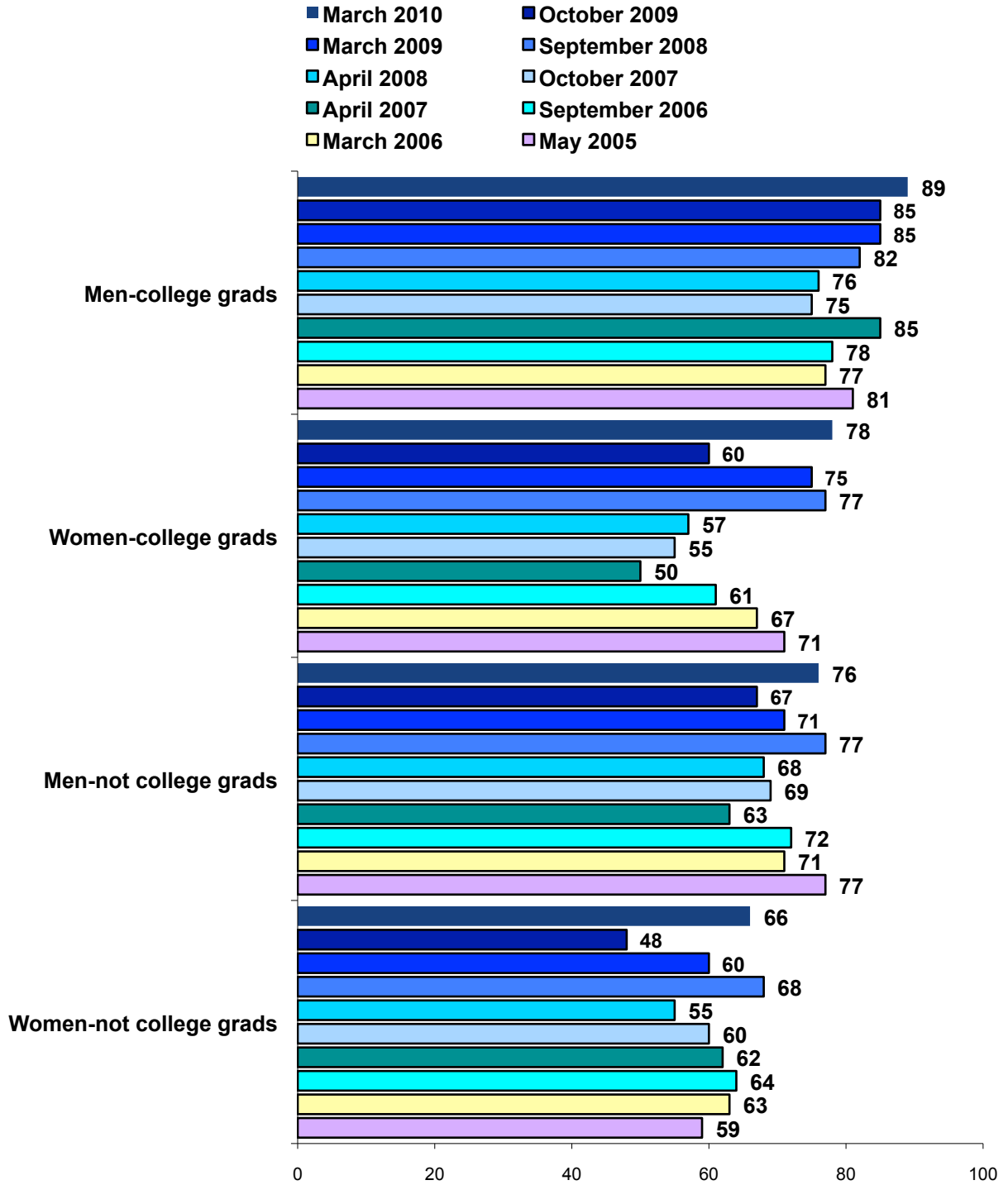
### Attitudes and Perceptions, by Education

|   | College Graduate<br>% | Not College Graduate<br>% |
|---|-----------------------|---------------------------|
| Nuclear energy will be important  | 88                    | 87                        |
| Favor use of nuclear energy   | 84                    | 70                        |
| Strongly favor  | 38                    | 31                        |
| Somewhat favor  | 46                    | 39                        |
| Somewhat oppose   | 8                     | 15                        |
| Strongly oppose   | 6                     | 11                        |
| Don't know  | 2                     | 4                         |
| Renew the license of nuclear power plants that continue to meet federal safety standards          | 90                    | 85                        |
| Definitely build more nuclear power plants  | 76                    | 68                        |
| Electric utilities should prepare now so new plants could be built if needed in next decade       | 86                    | 84                        |
| Acceptable to add a new reactor next to the nearest nuclear power plant that is already operating | 84                    | 74                        |
| Associate nuclear energy "a lot" with clean air   | 46                    | 48                        |
| Rated nuclear power plants safe   | 72                    | 73                        |
| (Unsafe)  | (10)                  | (11)                      |

### Percent Favor the Use of Nuclear Energy, by Education and Gender



### Percent Favor Nuclear Energy, by Gender and Education



## **Political Affiliation**

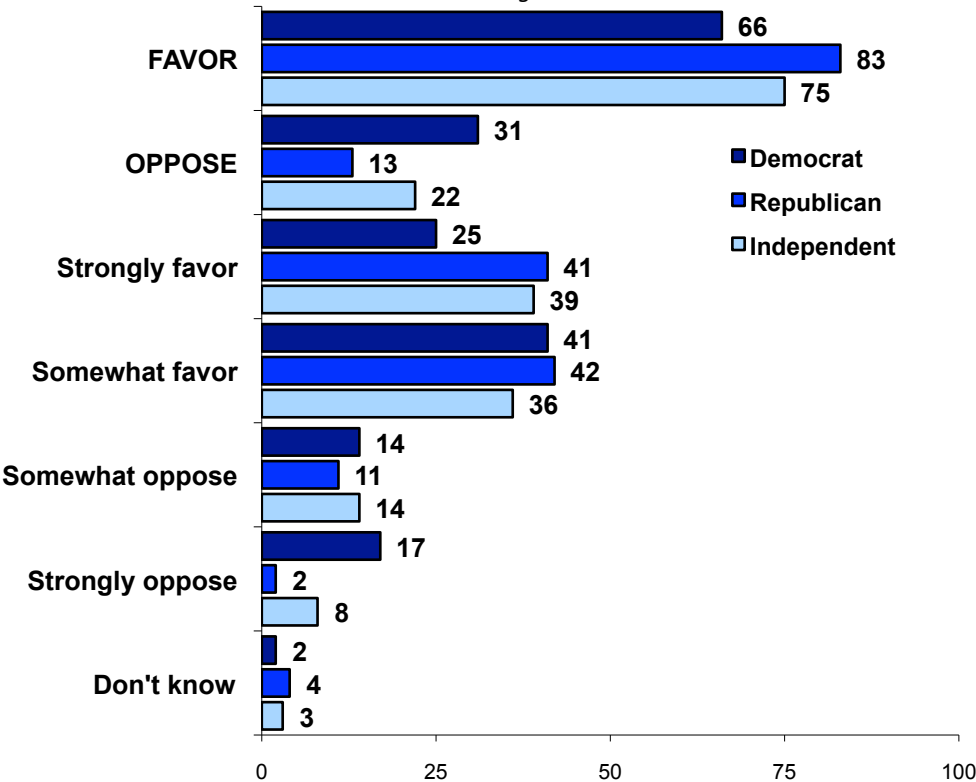
While they are less favorable to nuclear energy than Republicans and Independents, a solid majority of Democrats (66 percent) favor nuclear energy. Republicans are almost universally favorable to nuclear energy. However, more Democrats than Republicans associate nuclear energy “a lot” with clean air—52 percent of Democrats compared with only 30 percent of Republicans. In addition, as mentioned earlier, more Democrats than Republicans associate nuclear energy “a lot” with climate change (37 percent to 20 percent), job creation (43 percent to 32 percent), and economic growth (42 percent to 27 percent).

### **Attitudes and Perceptions, by Political Affiliation**

|  | <b>Democrat</b> | <b>Republican</b> | <b>Independent</b> |
|--|-----------------|-------------------|--------------------|
|  | <b>%</b>        | <b>%</b>          | <b>%</b>           |
| Nuclear energy will be important   | 87              | 91                | 89                 |
| Favor use of nuclear energy  | 66              | 83                | 75                 |
| Strongly favor   | 25              | 41                | 39                 |
| Somewhat favor   | 41              | 42                | 36                 |
| Somewhat oppose  | 14              | 11                | 14                 |
| Strongly oppose  | 17              | 2                 | 8                  |
| Don't know   | 2               | 4                 | 3                  |
| Renew the license of nuclear power plants that<br>continue to meet federal safety standards          | 83              | 89                | 90                 |
| Definitely build more nuclear power plants   | 63              | 79                | 73                 |
| Electric utilities should prepare now so new plants<br>could be built if needed in next decade       | 79              | 90                | 86                 |
| Acceptable to add a new reactor next to the nearest<br>nuclear power plant that is already operating | 72              | 81                | 78                 |
| Associate nuclear energy "a lot" with clean air  | 52              | 30                | 51                 |
| Rated nuclear power plants safe  | 70              | 77                | 74                 |
| (Unsafe)   | (11)            | (9)               | (11)               |

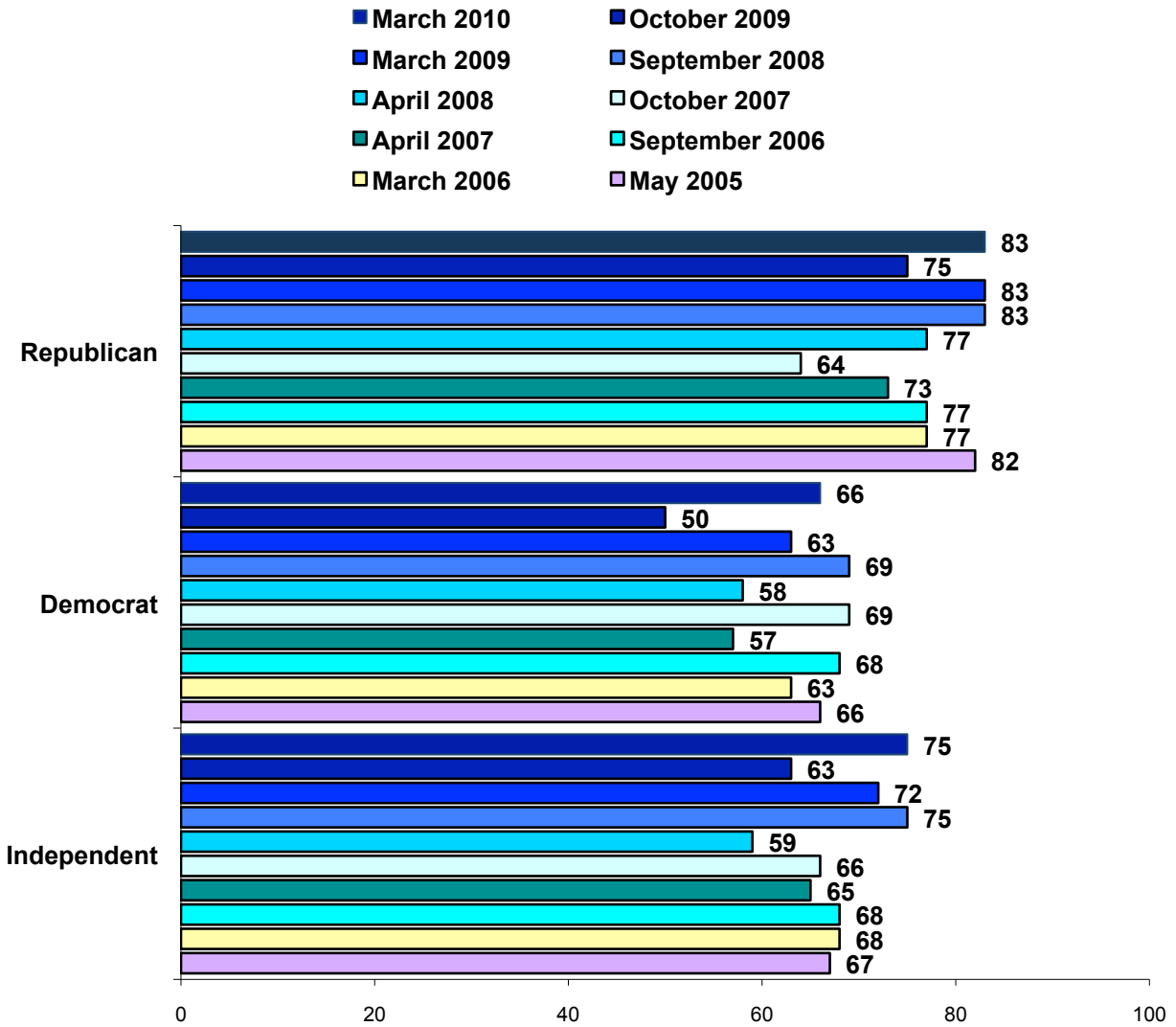
### Favorability to Nuclear Energy, by Political Affiliation

Percentages





### Percent Favor Nuclear Energy, by Political Party



### Political Affiliation, by Gender

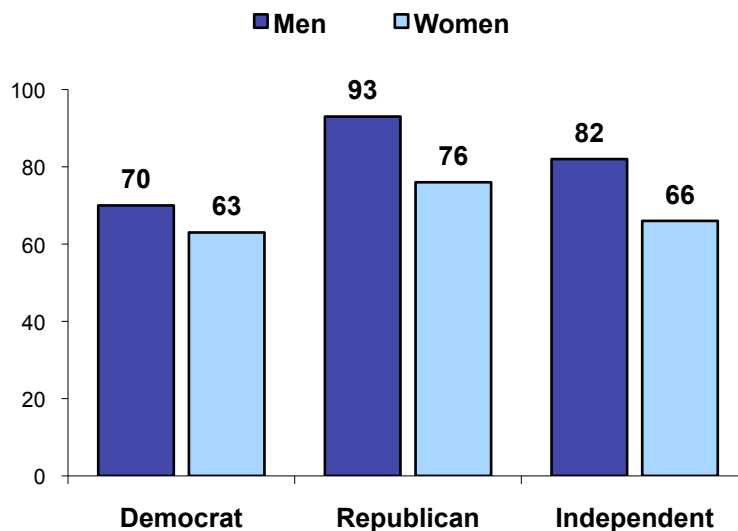
*Percentages*

|                    | Men | Women |
|--------------------|-----|-------|
| Democrat           | 30  | 33    |
| Republican         | 18  | 24    |
| Independent        | 37  | 29    |
| Other              | 4   | 2     |
| None of the above  | 4   | 3     |
| Don't know/refused | 7   | 10    |

### Favorability to Nuclear Energy, by Political Affiliation and Gender

|                 | <i>Percentages</i> |           |            |           |             |           |
|-----------------|--------------------|-----------|------------|-----------|-------------|-----------|
|                 | Democrat           |           | Republican |           | Independent |           |
|                 | Men                | Women     | Men        | Women     | Men         | Women     |
| <b>Favor</b>    | <b>70</b>          | <b>63</b> | <b>93</b>  | <b>76</b> | <b>82</b>   | <b>66</b> |
| <b>Oppose</b>   | <b>29</b>          | <b>33</b> | <b>8</b>   | <b>17</b> | <b>17</b>   | <b>29</b> |
| Strongly favor  | 31                 | 20        | 60         | 27        | 50          | 25        |
| Somewhat favor  | 40                 | 43        | 33         | 49        | 32          | 41        |
| Somewhat oppose | 12                 | 15        | 5          | 15        | 9           | 20        |
| Strongly oppose | 17                 | 18        | 2          | 3         | 8           | 9         |
| Don't know      | 0                  | 4         | 0          | 7         | 1           | 5         |

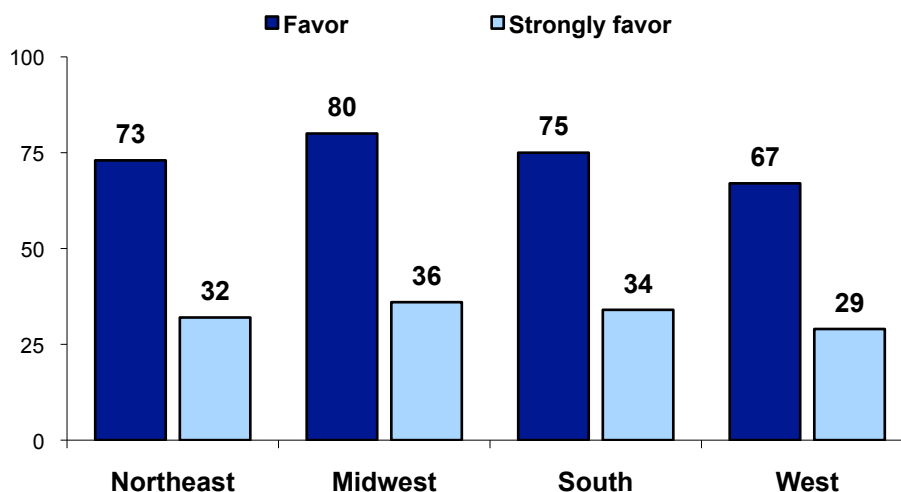
### Percent Favor Nuclear Energy, by Political Affiliation and Gender



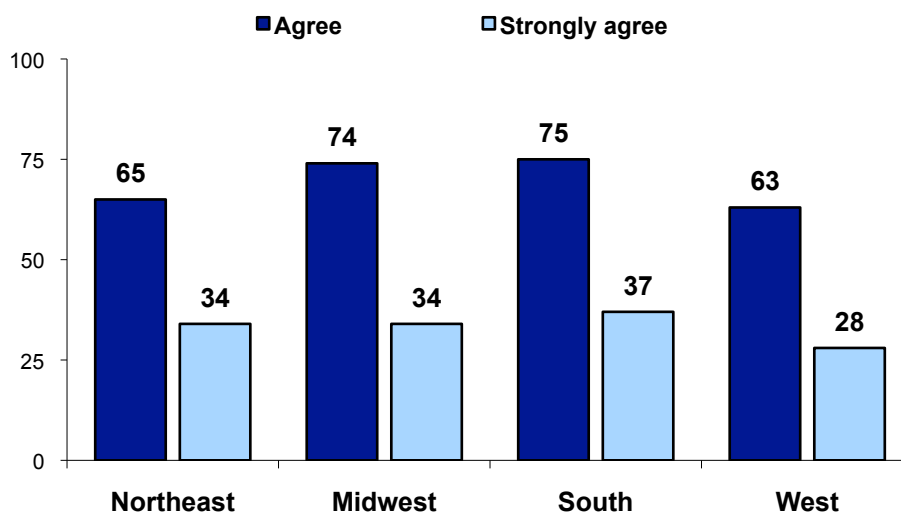
## Region

Support for nuclear energy varies from survey to survey, but generally the Midwest and South are the most favorable. In this survey, the differences are not large and range from 80 percent in favor of nuclear energy in the Midwest to 67 percent in the West.

**Percent Favor and Strongly Favor Nuclear Energy, by Region**



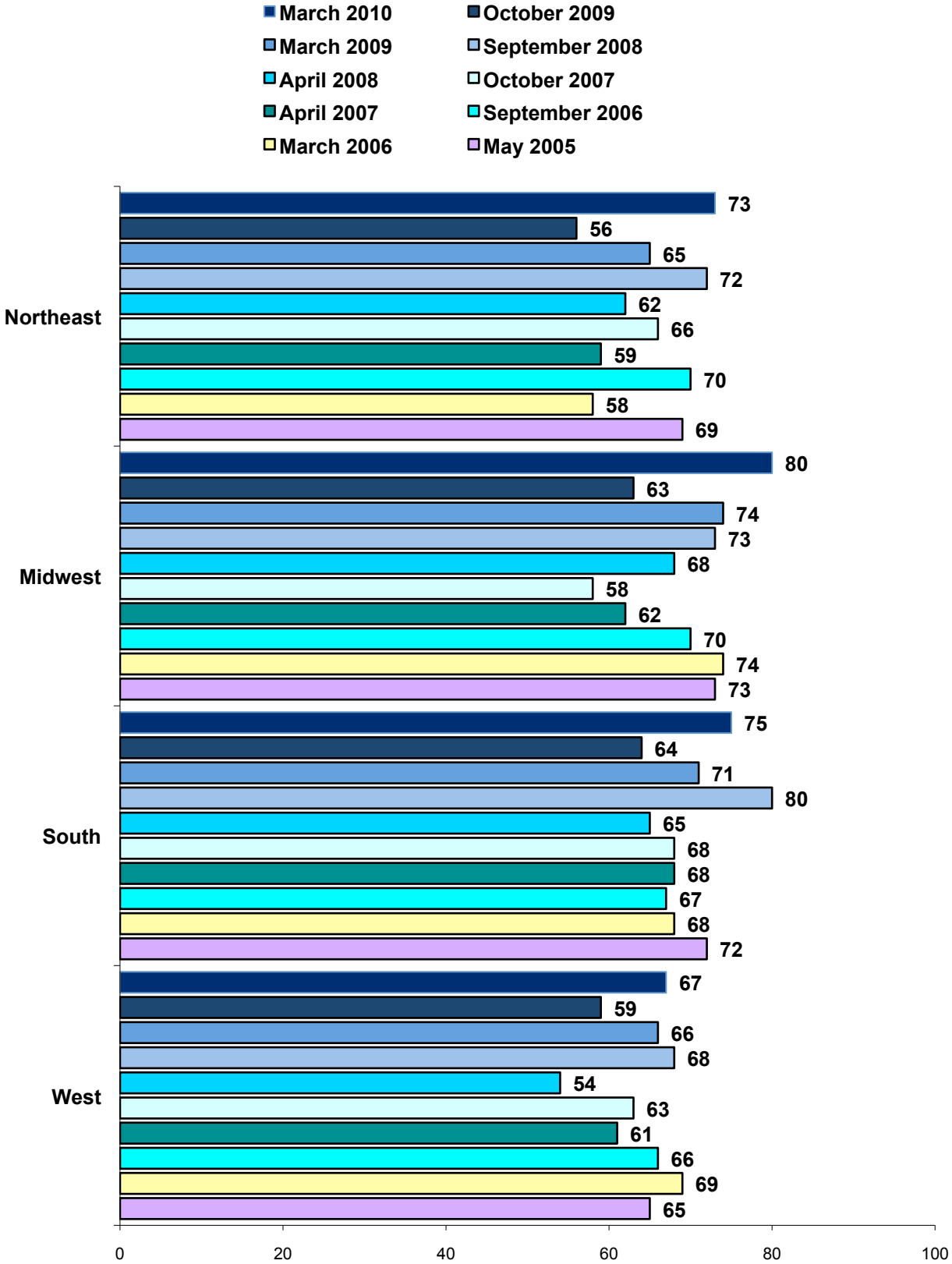
**Percent Support Definitely Building More Nuclear Energy Plants in the Future, by Region**



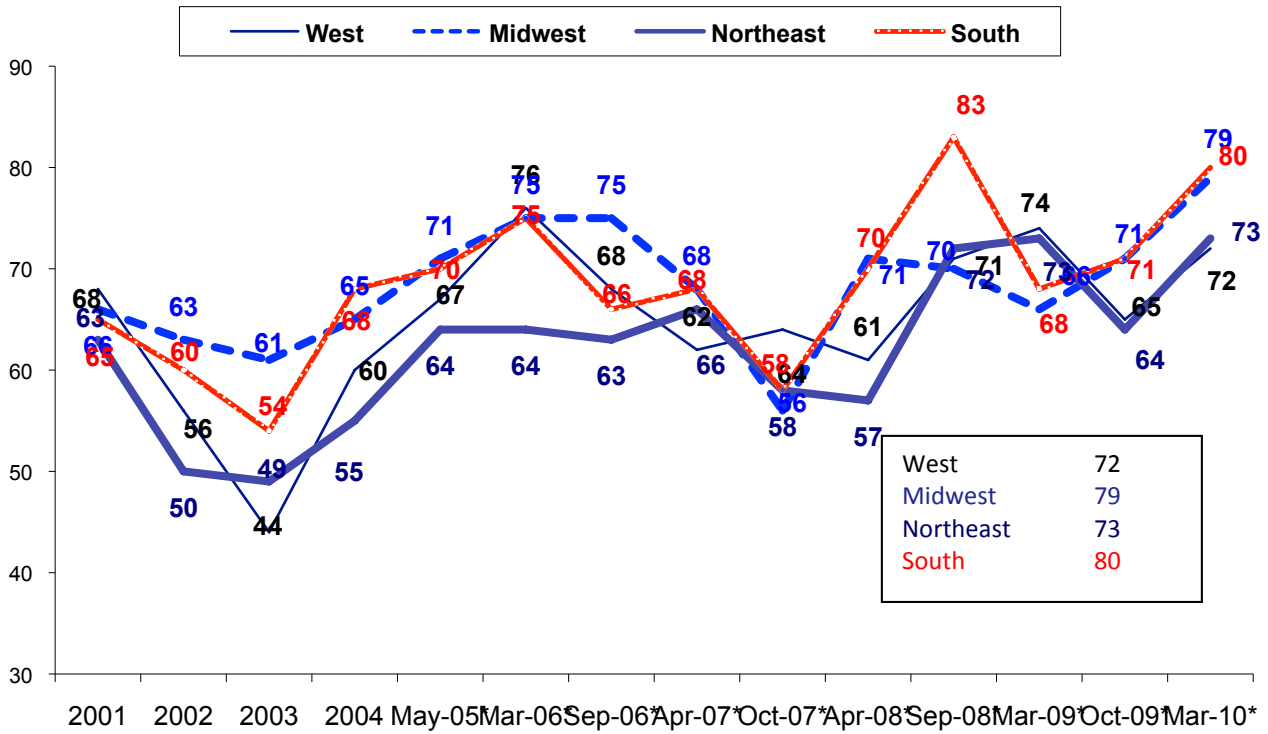
Residents of the South and Midwest are most receptive to a new reactor at the nearest existing nuclear power plant site—but the regional differences are small:

- South 80
- Midwest 79
- Northeast 73
- West 72

### Percent Favor Nuclear Energy, by Region



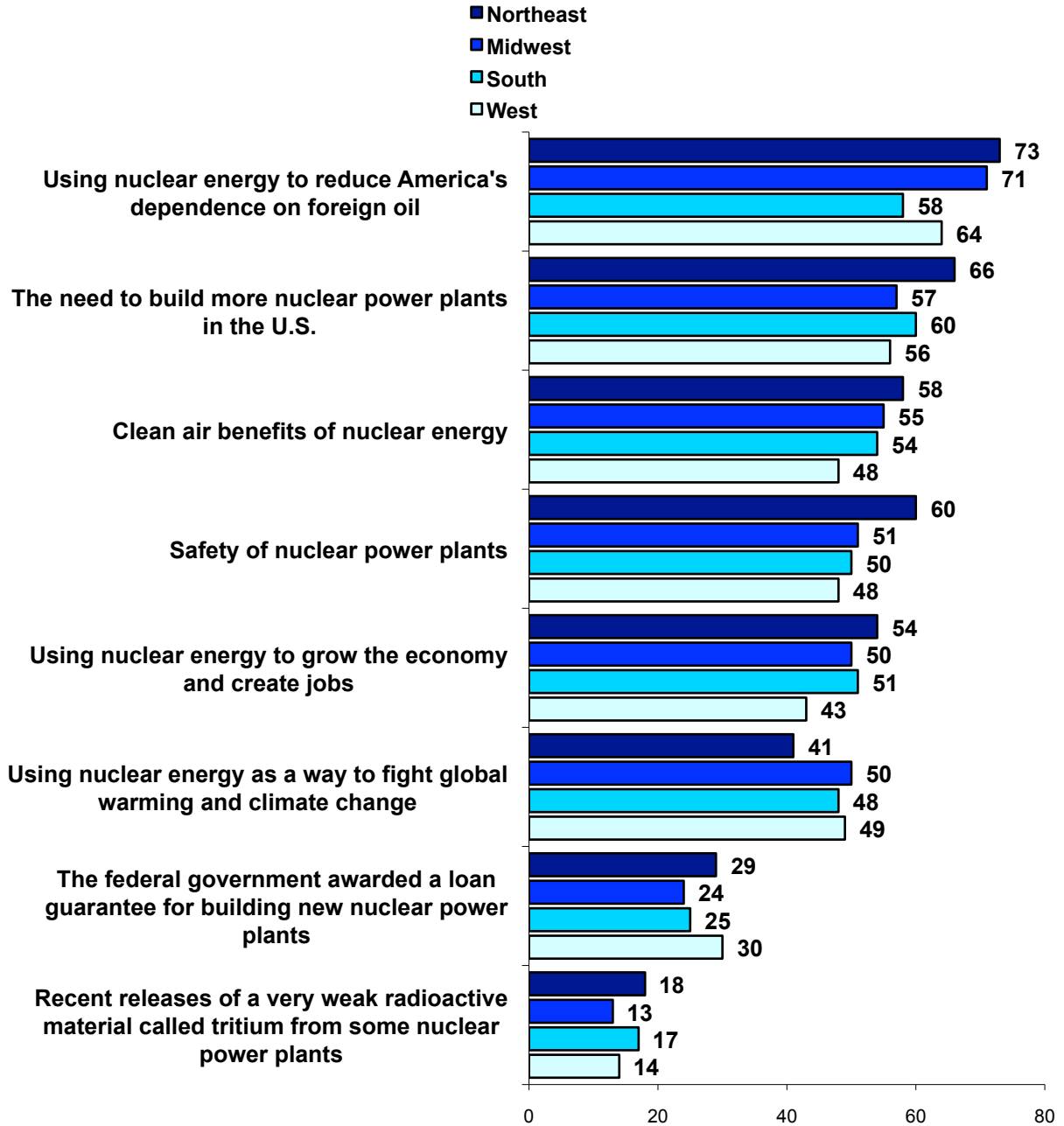
**Trend by Region: Percent Saying Acceptable to Add  
A New Nuclear Power Plant/Reactor Next to Nearest Operating Nuclear Power Plant**



\* Wording in 2004 and prior (a new nuclear power plant) was slightly different from the wording in 2005 and 2006 (a new reactor).

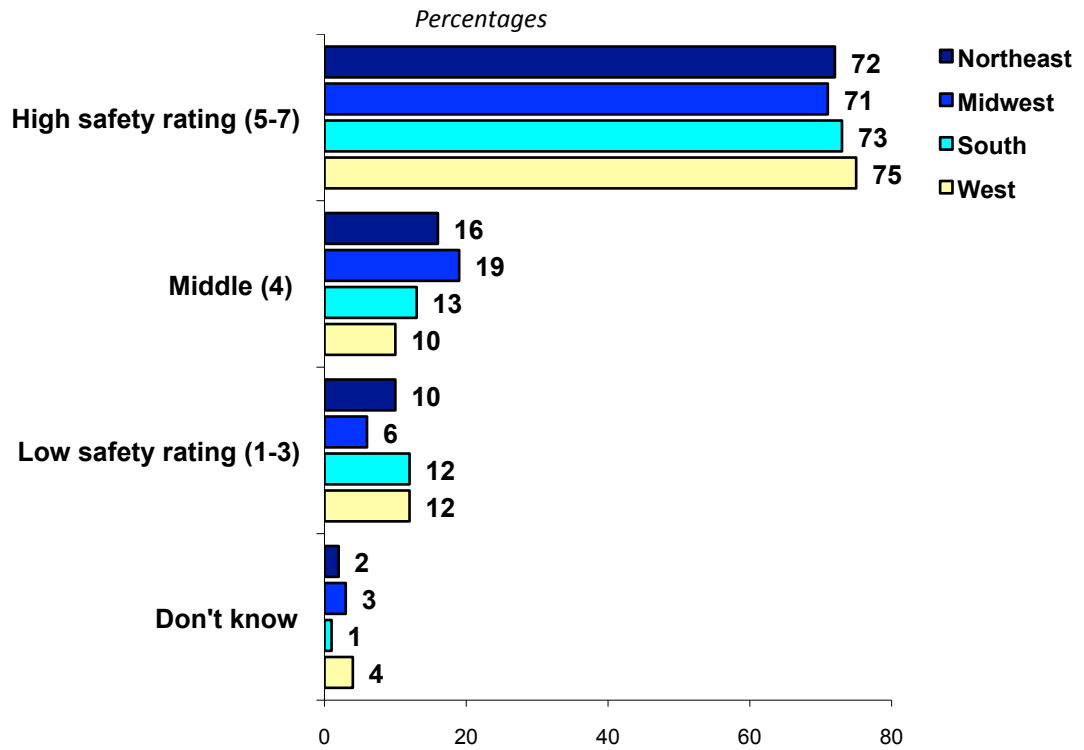
**Attention to Topics—Percent Heard or Read about the Topic in the Past Year,  
By Region**

“I’ll read you some topics about nuclear energy. Please tell me if you have heard or read any information on the topic in the past year—that is, during the past year but before this interview.”



## Perceived Safety of Nuclear Power Plants, by Region

"Thinking about the nuclear power plants that are operating now, how safe do you regard these plants? Please think of a scale from "1" to "7," where "1" means "very unsafe" and "7" means "very safe." The safer you think they are, the higher the number you would give."



**Proximity To and Familiarity with Nuclear Power Plants**

As usual, support is higher among people who have visited a nuclear power plant or an energy education center at a nuclear power plant; 81 percent favor the use of nuclear energy.

**Attitudes and Perceptions: Proximity/Familiarity**

|  | <b>TOTAL</b> | <b>NPP<br/>in State</b> | <b>Electric Co.<br/>Operates NPP</b> | <b>Visited<br/>NPP</b> |
|--|--------------|-------------------------|--------------------------------------|------------------------|
|  | <b>%</b>     | <b>%</b>                | <b>%</b>                             | <b>%</b>               |
| Nuclear energy will be important   | 87           | 90                      | 90                                   | 92                     |
| Favor use of nuclear energy  | 74           | 78                      | 80                                   | 81                     |
| Strongly favor   | 33           | 38                      | 41                                   | 49                     |
| Somewhat favor   | 41           | 40                      | 40                                   | 32                     |
| Somewhat oppose  | 13           | 12                      | 8                                    | 10                     |
| Strongly oppose  | 10           | 8                       | 9                                    | 7                      |
| Don't know   | 3            | 3                       | 3                                    | 1                      |
| Renew the license of nuclear power plants that<br>continue to meet federal safety standards          | 87           | 87                      | 87                                   | 85                     |
| Definitely build more nuclear power plants   | 70           | 70                      | 74                                   | 72                     |
| Electric utilities should prepare now so new plants<br>could be built if needed in next decade       | 84           | 84                      | 86                                   | 82                     |
| Acceptable to add a new reactor next to the nearest<br>nuclear power plant that is already operating | 77           | 79                      | 81                                   | 79                     |
| Associate nuclear energy "a lot" with clean air  | 48           | 44                      | 47                                   | 53                     |
| Rated nuclear power plants safe  | 73           | 76                      | 77                                   | 79                     |
| (Unsafe)   | (10)         | (9)                     | (8)                                  | (11)                   |



## **Leadership Groups**

Leadership groups are like the public at large with respect to their attitudes toward nuclear energy in this survey. Common wisdom holds that environmentalists oppose nuclear energy, but 72 percent of self-described environmentalists favor nuclear energy. And while 34 percent strongly favor the use of nuclear energy, only 13 percent are strongly opposed. Also, 55 percent of self-described environmentalists associate nuclear energy “a lot” with clean air.

### **Attitudes and Perceptions: Leadership Groups**

|  | <b>Registered<br/>Voters</b> | <b>Opinion<br/>Leaders</b> | <b>Environmen-<br/>-talists</b> | <b>Influentials<sup>3</sup></b> |
|--|------------------------------|----------------------------|---------------------------------|---------------------------------|
|  | %                            | %                          | %                               | %                               |
| Nuclear energy will be important   | 89                           | 92                         | 86                              | 90                              |
| Favor use of nuclear energy  | 75                           | 74                         | 72                              | 77                              |
| Strongly favor   | 34                           | 37                         | 34                              | 37                              |
| Somewhat favor   | 41                           | 36                         | 38                              | 40                              |
| Somewhat oppose  | 13                           | 12                         | 12                              | 10                              |
| Strongly oppose  | 9                            | 11                         | 13                              | 12                              |
| Don't know   | 3                            | 4                          | 3                               | 1                               |
| Renew the license of nuclear power plants that<br>continue to meet federal safety standards          | 88                           | 88                         | 88                              | 86                              |
| Definitely build more nuclear power plants   | 72                           | 74                         | 71                              | 69                              |
| Electric utilities should prepare now so new plants<br>could be built if needed in next decade       | 85                           | 86                         | 84                              | 82                              |
| Acceptable to add a new reactor next to the nearest<br>nuclear power plant that is already operating | 78                           | 75                         | 73                              | 81                              |
| Associate nuclear energy "a lot" with clean air  | 47                           | 49                         | 55                              | 49                              |
| Rated nuclear power plants safe  | 74                           | 79                         | 74                              | 76                              |
| (Unsafe)   | (11)                         | (9)                        | (12)                            | (7)                             |

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<sup>3</sup> “**Influentials**,” 18 percent of the sample, have done at least four of the following activities in that past year: wrote a letter to the editor or a politician, made a speech, wrote an article, worked in a political campaign, were an officer of a civic or fraternal organization, or were a member of a group that tries to influence public policy or government.

# TRACKING QUESTIONS: DEMOGRAPHIC TRENDS

**SUMMARY TRENDS SINCE 1999: KEY TRACKING QUESTIONS**

|   | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 | 2005    | 2006 | 2007 | 2008 | 2009 | Mar.<br>2010 |
|---|------|------|------|------|------|------|---------|------|------|------|------|--------------|
| <b><u>Favorability to nuclear energy</u></b>  |      |      |      |      |      |      |         |      |      |      |      |              |
| Favor   | 62   | 58   | 65   | 63   | 62   | 66   | 70      | 68   | 64   | 69   | 65   | 74           |
| Oppose  | 31   | 36   | 29   | 31   | 33   | 28   | 24      | 28   | 31   | 29   | 31   | 23           |
| Strongly favor  | 25   | 26   | 28   | 26   | 22   | 28   | 32      | 30   | 27   | 33   | 29   | 33           |
| Somewhat favor  | 37   | 32   | 37   | 37   | 40   | 38   | 38      | 38   | 36   | 36   | 36   | 41           |
| Somewhat oppose   | 17   | 20   | 15   | 16   | 19   | 16   | 14      | 15   | 16   | 16   | 16   | 13           |
| Strongly oppose   | 14   | 16   | 14   | 14   | 14   | 12   | 10      | 13   | 15   | 12   | 15   | 10           |
| Don't know  | 8    | 6    | 7    | 6    | 5    | 7    | 6       | 4    | 6    | 3    | 4    | 3            |
| <b><u>License renewal—nuclear power plants</u></b>  |      |      |      |      |      |      |         |      |      |      |      |              |
| Agree   | 79   | 78   | 84   | 84   | 81   | 83   | 85      | 84   | 81   | 84   | 83   | 87           |
| Disagree  | 16   | 17   | 12   | 13   | 15   | 14   | 11      | 13   | 16   | 14   | 14   | 10           |
| Strongly agree  | 44   | 45   | 49   | 49   | 41   | 45   | 53      | 49   | 44   | 49   | 46   | 48           |
| Somewhat agree  | 35   | 33   | 35   | 34   | 40   | 38   | 32      | 35   | 37   | 36   | 37   | 39           |
| Somewhat disagree   | 8    | 7    | 5    | 6    | 7    | 6    | 4       | 7    | 7    | 8    | 7    | 6            |
| Strongly disagree   | 8    | 10   | 7    | 7    | 8    | 8    | 7       | 7    | 9    | 7    | 7    | 5            |
| Don't know  | 6    | 6    | 4    | 4    | 4    | 4    | 4       | 4    | 3    | 3    | 3    | 3            |
| <b><u>Definitely build more—nuclear power plants</u></b>  |      |      |      |      |      |      |         |      |      |      |      |              |
| Agree   | 42   | 45   | 59   | 53   | 52   | 57   | 58      | 62   | 59   | 64   | 61   | 70           |
| Disagree  | 51   | 47   | 35   | 42   | 43   | 37   | 36      | 35   | 36   | 44   | 36   | 27           |
| Strongly agree  | 16   | 19   | 27   | 23   | 19   | 22   | 28      | 30   | 28   | 34   | 30   | 34           |
| Somewhat agree  | 26   | 26   | 32   | 30   | 33   | 35   | 30      | 33   | 31   | 31   | 31   | 36           |
| Somewhat disagree   | 23   | 18   | 15   | 19   | 19   | 17   | 16      | 15   | 16   | 17   | 17   | 15           |
| Strongly disagree   | 28   | 29   | 20   | 23   | 23   | 20   | 20      | 20   | 20   | 18   | 20   | 13           |
| Don't know  | 7    | 8    | 6    | 5    | 6    | 6    | 6       | 4    | 5    | 3    | 3    | 3            |
| <b><u>New nuclear power plant (reactor)<sup>4</sup> acceptable at nearest operating nuclear power plant</u></b> |      |      |      |      |      |      |         |      |      |      |      |              |
| Acceptable  | --   | --   | 66   | 58   | 53   | 63   | 69 (71) | 73   | 62   | 71   | 69   | 77           |
| Unacceptable  | --   | --   | 27   | 35   | 39   | 31   | 27 (23) | 22   | 32   | 25   | 25   | 19           |
| Don't know  | --   | --   | 7    | 8    | 9    | 6    | 4 (7)   | 5    | 5    | 5    | 6    | 4            |

<sup>4</sup> Split sample used in 2005 to calibrate a shift from the term “nuclear power plant” to the term “reactor.”

**PERCENT FAVOR USE OF NUCLEAR ENERGY**

*“Do you strongly favor, somewhat favor, somewhat oppose, or strongly oppose the use of nuclear energy as one of the ways to provide electricity in the United States?”*

|  | 1999      | 2000      | 2001      | 2002      | 2003      | 2004      | 2005      | 2006      | 2007      | 2008      | 2009      | Mar.<br>2010 |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|
| <b>All adults</b>                          | <b>62</b> | <b>58</b> | <b>65</b> | <b>63</b> | <b>62</b> | <b>66</b> | <b>70</b> | <b>68</b> | <b>64</b> | <b>69</b> | <b>65</b> | <b>74</b>    |
| Men  | 69        | 65        | 70        | 68        | 65        | 73        | 78        | 73        | 69        | 75        | 73        | 80           |
| Women                                      | 57        | 51        | 60        | 59        | 59        | 60        | 62        | 64        | 59        | 63        | 58        | 68           |
| Age:                                       |           |           |           |           |           |           |           |           |           |           |           |              |
| 18-34                                      | 58        | 53        | 63        | 59        | 58        | 63        | 68        | 61        | 58        | 66        | 59        | 66           |
| 35-49                                      | 67        | 60        | 65        | 65        | 68        | 68        | 71        | 67        | 64        | 67        | 65        | 81           |
| 50+  | 64        | 59        | 66        | 66        | 63        | 69        | 71        | 75        | 70        | 72        | 72        | 76           |
| Registered voter                           | --        | --        | 67        | 63        | 64        | 68        | 72        | 70        | 64        | 70        | 67        | 75           |
| College graduates                          | 66        | 66        | 71        | 68        | 63        | 69        | 76        | 71        | 66        | 74        | 76        | 84           |
| Men  | --        | 77        | 80        | 75        | 70        | 76        | 81        | 78        | 80        | 79        | 85        | 89           |
| Women                                      | --        | 53        | 61        | 62        | 55        | 63        | 71        | 64        | 53        | 67        | 68        | 78           |
| Not college graduates                      | 64        | 56        | 63        | 61        | 62        | 65        | 68        | 68        | 63        | 67        | 61        | 70           |
| Men  | --        | 61        | 67        | 63        | 63        | 72        | 77        | 72        | 66        | 73        | 69        | 76           |
| Women                                      | --        | 51        | 59        | 57        | 61        | 60        | 59        | 64        | 61        | 62        | 54        | 66           |
| Northeast                                  | 64        | 52        | 56        | 60        | 61        | 65        | 69        | 64        | 63        | 67        | 61        | 73           |
| Midwest                                    | 62        | 63        | 67        | 63        | 65        | 67        | 73        | 72        | 60        | 71        | 69        | 80           |
| South                                      | 69        | 60        | 66        | 66        | 66        | 70        | 72        | 68        | 68        | 73        | 68        | 75           |
| West                                       | 51        | 52        | 66        | 61        | 54        | 61        | 65        | 68        | 62        | 61        | 63        | 67           |
| Nuclear power plant<br>in state            | --        | 61        | 69        | 66        | 63        | 69        | 76        | 70        | 64        | 70        | 71        | 78           |
| Electric company operates<br>nuclear plant | --        | 66        | 70        | 69        | 69        | 71        | 80        | 69        | 64        | 73        | 72        | 80           |
| Visited nuclear power<br>plant             | --        | 60        | 70        | 73        | 68        | 71        | 78        | 72        | 71        | 77        | 76        | 81           |
| Opinion leader                             | --        | --        | 67        | 63        | 66        | 69        | 77        | 67        | 63        | 72        | 66        | 74           |
| Environmentalist                           | --        | --        | 62        | 61        | 60        | 65        | 71        | 67        | 61        | 66        | 62        | 72           |

**PERCENT AGREE WITH LICENSE RENEWAL FOR NUCLEAR POWER PLANTS  
THAT MEET FEDERAL SAFETY STANDARDS**

*“Please tell me if you personally strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements.*

*When their original operating license expires, we should renew the license of nuclear power plants that continue to meet federal safety standards.”*

|  | 1999             | 2000             | 2001             | 2002             | 2003             | 2004             | 2005             | 2006             | 2007             | 2008             | 2009             | Mar.<br>2010     |
|--|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| <b>All adults</b>                          | <b><u>79</u></b> | <b><u>78</u></b> | <b><u>85</u></b> | <b><u>85</u></b> | <b><u>81</u></b> | <b><u>83</u></b> | <b><u>85</u></b> | <b><u>84</u></b> | <b><u>81</u></b> | <b><u>84</u></b> | <b><u>83</u></b> | <b><u>87</u></b> |
| Men  | 83               | 80               | 86               | 86               | 84               | 85               | 87               | 87               | 84               | 88               | 89               | 88               |
| Women                                      | 75               | 75               | 84               | 81               | 79               | 80               | 83               | 82               | 79               | 81               | 78               | 85               |
| Age:                                       |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |
| 18-34                                      | 81               | 75               | 86               | 85               | 79               | 81               | 84               | 81               | 82               | 80               | 80               | 83               |
| 35-49                                      | 83               | 82               | 86               | 85               | 82               | 85               | 83               | 85               | 79               | 86               | 85               | 90               |
| 50+  | 76               | 78               | 85               | 84               | 83               | 84               | 88               | 86               | 84               | 87               | 84               | 87               |
| Registered voter                           | --               | --               | 84               | 83               | 83               | 84               | 86               | 85               | 82               | 86               | 85               | 88               |
| College graduates                          | 81               | 82               | 87               | 85               | 82               | 83               | 86               | 85               | 83               | 88               | 88               | 90               |
| Men  | --               | 87               | 92               | 88               | 87               | 87               | 90               | 88               | 91               | 90               | 94               | 92               |
| Women                                      | --               | 77               | 83               | 84               | 76               | 80               | 83               | 82               | 75               | 87               | 84               | 88               |
| Not college graduates                      | 80               | 77               | 85               | 83               | 81               | 82               | 85               | 84               | 81               | 83               | 81               | 85               |
| Men  | --               | 79               | 85               | 87               | 82               | 85               | 86               | 86               | 82               | 88               | 87               | 87               |
| Women                                      | --               | 76               | 85               | 81               | 80               | 80               | 83               | 81               | 80               | 79               | 76               | 84               |
| Northeast                                  | 80               | 74               | 82               | 83               | 77               | 81               | 81               | 84               | 80               | 83               | 81               | 81               |
| Midwest                                    | 79               | 80               | 87               | 86               | 76               | 83               | 86               | 86               | 83               | 85               | 87               | 92               |
| South                                      | 79               | 80               | 85               | 84               | 73               | 86               | 87               | 81               | 82               | 86               | 83               | 88               |
| West                                       | 79               | 77               | 86               | 81               | 78               | 78               | 84               | 85               | 80               | 82               | 82               | 85               |
| Nuclear power plant<br>in state            | --               | 81               | 87               | 85               | 85               | 83               | 88               | 86               | 83               | 85               | 87               | 87               |
| Electric company operates<br>nuclear plant | --               | 85               | 87               | 88               | 84               | 85               | 90               | 86               | 81               | 86               | 87               | 87               |
| Visited nuclear power<br>plant             | --               | 84               | 88               | 90               | 86               | 86               | 88               | 85               | 83               | 90               | 89               | 85               |
| Opinion leader                             | --               | --               | 84               | 83               | 80               | 86               | 86               | 83               | 79               | 87               | 84               | 88               |
| Environmentalist                           | --               | --               | 85               | 84               | 83               | 82               | 84               | 84               | 80               | 83               | 82               | 88               |

**PERCENT AGREE WITH DEFINITELY BUILDING MORE NUCLEAR POWER PLANTS**

*“Please tell me if you personally strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements.*

- *We should definitely build more nuclear power plants in the future.”*

|  | 1999             | 2000             | 2001             | 2002             | 2003             | 2004             | 2005             | 2006             | 2007             | 2008             | 2009             | Mar.<br>2010     |
|--|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| <b><u>All adults</u></b>                   | <b><u>42</u></b> | <b><u>46</u></b> | <b><u>63</u></b> | <b><u>54</u></b> | <b><u>52</u></b> | <b><u>57</u></b> | <b><u>58</u></b> | <b><u>62</u></b> | <b><u>59</u></b> | <b><u>64</u></b> | <b><u>61</u></b> | <b><u>70</u></b> |
| Men  | 49               | 52               | 67               | 58               | 59               | 64               | 65               | 68               | 65               | 71               | 71               | 75               |
| Women                                      | 35               | 39               | 58               | 50               | 45               | 51               | 51               | 57               | 53               | 58               | 51               | 65               |
| Age:                                       |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |
| 18-34                                      | 37               | 43               | 62               | 48               | 46               | 51               | 50               | 58               | 57               | 59               | 55               | 61               |
| 35-49                                      | 44               | 45               | 58               | 53               | 52               | 60               | 58               | 59               | 53               | 59               | 59               | 74               |
| 50+  | 45               | 48               | 67               | 60               | 58               | 61               | 63               | 68               | 66               | 71               | 68               | 75               |
| Registered voter                           | --               | --               | 59               | 54               | 53               | 59               | 59               | 64               | 59               | 65               | 64               | 72               |
| College graduates                          | 44               | 50               | 62               | 56               | 50               | 59               | 61               | 60               | 56               | 70               | 67               | 76               |
| Men  | --               | 60               | 73               | 65               | 58               | 70               | 75               | 69               | 68               | 77               | 81               | 86               |
| Women                                      | --               | 39               | 50               | 47               | 40               | 49               | 49               | 51               | 46               | 63               | 55               | 64               |
| Not college graduates                      | 40               | 45               | 62               | 53               | 53               | 56               | 57               | 63               | 61               | 62               | 59               | 68               |
| Men  | --               | 50               | 66               | 56               | 60               | 62               | 62               | 67               | 65               | 69               | 67               | 70               |
| Women                                      | --               | 40               | 59               | 51               | 46               | 51               | 52               | 59               | 56               | 56               | 50               | 66               |
| Northeast                                  | 40               | 34               | 56               | 46               | 51               | 54               | 50               | 59               | 57               | 61               | 55               | 65               |
| Midwest                                    | 42               | 49               | 65               | 53               | 54               | 54               | 62               | 62               | 56               | 68               | 64               | 74               |
| South                                      | 49               | 52               | 65               | 58               | 56               | 61               | 60               | 64               | 65               | 67               | 63               | 75               |
| West                                       | 33               | 42               | 61               | 54               | 43               | 57               | 56               | 62               | 57               | 58               | 59               | 63               |
| Nuclear power plant<br>in state            | --               | 52               | 64               | 55               | 52               | 59               | 60               | 65               | 59               | 66               | 64               | 70               |
| Electric company operates<br>nuclear plant | --               | 59               | 67               | 60               | 57               | 64               | 64               | 68               | 60               | 73               | 66               | 74               |
| Visited nuclear power<br>plant             | --               | 58               | 70               | 64               | 60               | 66               | 65               | 68               | 66               | 72               | 70               | 72               |
| Opinion leader                             | --               | --               | 61               | 58               | 55               | 61               | 62               | 63               | 61               | 68               | 65               | 74               |
| Environmentalist                           | --               | --               | 59               | 51               | 51               | 58               | 56               | 60               | 57               | 59               | 57               | 71               |

**PERCENT SAYING NEW REACTOR NEXT TO  
NEAREST OPERATING NUCLEAR POWER PLANT WOULD BE ACCEPTABLE**

*“If a new power plant were needed to supply electricity, would it be acceptable to you or not acceptable to you to add a new nuclear power plant next to the nearest nuclear power plant (a new reactor at the site of the nearest nuclear power plant)<sup>5</sup> that is already operating?”*

|  | 2001      | 2002      | 2003      | 2004      | 2005           | 2006      | 2007      | 2008      | 2009      | Mar.<br>2010 |
|--|-----------|-----------|-----------|-----------|----------------|-----------|-----------|-----------|-----------|--------------|
| <b>All adults</b>                          | <b>66</b> | <b>58</b> | <b>53</b> | <b>63</b> | <b>69 (73)</b> | <b>71</b> | <b>63</b> | <b>71</b> | <b>69</b> | <b>77</b>    |
| Men  | 70        | 64        | 59        | 69        | 70 (81)        | 76        | 72        | 79        | 72        | 83           |
| Women                                      | 61        | 52        | 46        | 58        | 67 (66)        | 67        | 55        | 63        | 62        | 71           |
| Age:                                       |           |           |           |           |                |           |           |           |           |              |
| 18-34                                      | 69        | 58        | 46        | 63        | 69 (69)        | 69        | 58        | 65        | 67        | 74           |
| 35-49                                      | 68        | 60        | 56        | 64        | 74 (75)        | 73        | 61        | 75        | 68        | 79           |
| 50+  | 63        | 57        | 67        | 64        | 65 (75)        | 73        | 69        | 73        | 72        | 78           |
| Registered voter                           | 66        | 56        | 53        | 65        | 70 (73)        | 72        | 65        | 72        | 71        | 78           |
| College graduates                          | 66        | 62        | 55        | 65        | 73 (73)        | 71        | 65        | 75        | 75        | 84           |
| Men  | 74        | 70        | 61        | 72        | 74 (85)        | 77        | 75        | 82        | 83        | 88           |
| Women                                      | 58        | 55        | 50        | 57        | 71 (64)        | 66        | 55        | 66        | 68        | 79           |
| Not college graduates                      | 67        | 57        | 51        | 63        | 67 (73)        | 71        | 62        | 70        | 67        | 74           |
| Men  | 71        | 63        | 58        | 68        | 69 (80)        | 75        | 70        | 77        | 75        | 81           |
| Women                                      | 63        | 51        | 45        | 58        | 65 (66)        | 67        | 54        | 63        | 60        | 68           |
| Northeast                                  | 63        | 50        | 49        | 55        | 64 (79)        | 64        | 62        | 65        | 69        | 73           |
| Midwest                                    | 66        | 63        | 61        | 65        | 71 (70)        | 75        | 62        | 71        | 69        | 79           |
| South                                      | 65        | 60        | 54        | 68        | 70 (76)        | 71        | 63        | 77        | 70        | 80           |
| West                                       | 68        | 56        | 44        | 60        | 67 (67)        | 72        | 63        | 66        | 70        | 72           |
| Nuclear power plant in state               | 69        | 59        | 54        | 64        | 70 (74)        | 73        | 65        | 72        | 74        | 79           |
| Electric company operates<br>nuclear plant | 72        | 63        | 56        | 68        | 74 (75)        | 75        | 64        | 75        | 78        | 81           |
| Visited nuclear power plant                | 73        | 67        | 56        | 67        | 69 (80)        | 71        | 66        | 77        | 74        | 79           |
| Opinion leader                             | 66        | 58        | 49        | 66        | 74 (72)        | 68        | 62        | 75        | 63        | 75           |
| Environmentalist                           | 63        | 57        | 53        | 61        | 72 (71)        | 69        | 63        | 67        | 67        | 73           |

<sup>5</sup> Split sample used in 2005 to calibrate change of wording from nuclear power plant to reactor.

# ALL QUESTIONS: DEMOGRAPHICS AND TRENDS



**Importance of Nuclear Energy in Meeting America's Electricity Needs  
In the Years Ahead**

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*“How important do you think nuclear energy will be in meeting this nation’s electricity needs in the years ahead? Do you think nuclear energy will be very important, somewhat important, not too important, or not important at all?”*

*Percentages*

|  |           |
|--|-----------|
| <b>Very or somewhat important</b>      | <b>87</b> |
| <b>Not too or not at all important</b> | <b>10</b> |
| Very important role                    | 47        |
| A somewhat important role              | 40        |
| Not too important role                 | 5         |
| Not important a role at all            | 4         |
| Don't know                             | 3         |

Continues on next page

**Importance of Nuclear Energy in Meeting America’s Electricity Needs  
In the Years Ahead: Subgroups**

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*“How important do you think nuclear energy will be in meeting this nation’s electricity needs in the years ahead? Do you think nuclear energy will be very important, somewhat important, not too important, or not important at all?”*

|   | <i>Percentages</i> |                       |
|---|--------------------|-----------------------|
|   | <b>Important</b>   | <b>Very Important</b> |
| <b><u>All adults</u></b>                | <b><u>87</u></b>   | <b><u>47</u></b>      |
| Men                                     | 89                 | 54                    |
| Women                                   | 85                 | 41                    |
| Age:                                    |                    |                       |
| 18-34                                   | 85                 | 43                    |
| 35-49                                   | 87                 | 40                    |
| 50+                                     | 88                 | 54                    |
| College graduates                       | 88                 | 46                    |
| Men                                     | 91                 | 52                    |
| Women                                   | 85                 | 38                    |
| Not college graduates                   | 87                 | 48                    |
| Men                                     | 89                 | 54                    |
| Women                                   | 85                 | 42                    |
| Northeast                               | 84                 | 46                    |
| Midwest                                 | 90                 | 43                    |
| South                                   | 90                 | 51                    |
| West                                    | 83                 | 45                    |
| Nuclear power plant in state            | 90                 | 52                    |
| Electric company operates nuclear plant | 90                 | 54                    |
| Visited NPP/info center                 | 92                 | 63                    |
| Opinion leader                          | 92                 | 52                    |
| Environmentalist                        | 86                 | 49                    |
| Registered voter                        | 89                 | 48                    |
| Democrat                                | 87                 | 44                    |
| Republican                              | 91                 | 51                    |
| Independent                             | 89                 | 50                    |
| Influentials <sup>6</sup>               | 90                 | 52                    |

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<sup>6</sup> **“Influentials,”** 18 percent of the sample, have done at least four of the following activities in that past year: wrote a letter to the editor or a politician, made a speech, wrote an article, worked in a political campaign, were an officer of a civic or fraternal organization, or were a member of a group that tries to influence public policy or government.

## Opinions about Nuclear Power Plants: Trends

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*“Please tell me if you personally strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements.”*

*Percentages*

|  | AGREE | Strongly<br>Agree | Somewhat<br>Agree | Somewhat<br>Disagree | Strongly<br>Disagree | Don't<br>Know |
|--|-------|-------------------|-------------------|----------------------|----------------------|---------------|
| <b>When their original operating license expires, we should renew the license of nuclear power plants that continue to meet federal safety standards</b> |       |                   |                   |                      |                      |               |
| June 1998  | 80    | 42                | 38                | 5                    | 11                   | 4             |
| October 1999   | 79    | 44                | 35                | 8                    | 8                    | 6             |
| November 2000  | 80    | 49                | 31                | 7                    | 10                   | 3             |
| January 2001   | 81    | 47                | 34                | 5                    | 8                    | 7             |
| March 2001   | 87    | 50                | 37                | 5                    | 5                    | 4             |
| July 2001  | 85    | 50                | 35                | 5                    | 6                    | 4             |
| October 2001   | 84    | 50                | 34                | 5                    | 7                    | 5             |
| February 2002  | 87    | 52                | 35                | 5                    | 5                    | 4             |
| June 2002  | 82    | 47                | 35                | 6                    | 7                    | 5             |
| October 2002   | 82    | 49                | 33                | 6                    | 9                    | 3             |
| May 2003   | 80    | 40                | 39                | 7                    | 8                    | 5             |
| October 2003   | 83    | 42                | 41                | 8                    | 7                    | 3             |
| April 2004   | 82    | 46                | 36                | 6                    | 7                    | 5             |
| October 2004   | 83    | 43                | 40                | 6                    | 8                    | 3             |
| May 2005   | 85    | 53                | 32                | 4                    | 7                    | 4             |
| March 2006   | 84    | 48                | 36                | 7                    | 6                    | 3             |
| September 2006   | 83    | 51                | 33                | 6                    | 7                    | 4             |
| April 2007   | 81    | 42                | 40                | 6                    | 9                    | 3             |
| October 2007   | 81    | 47                | 34                | 7                    | 8                    | 3             |
| April 2008   | 83    | 44                | 39                | 8                    | 7                    | 3             |
| September 2008   | 85    | 54                | 32                | 7                    | 6                    | 2             |
| March 2009   | 84    | 47                | 37                | 7                    | 5                    | 4             |
| October 2009   | 80    | 38                | 42                | 9                    | 9                    | 2             |
| March 2010   | 87    | 48                | 39                | 6                    | 5                    | 3             |

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**Opinions about Nuclear Power Plants: Trends (Continued)**

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*“Please tell me if you personally strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements.”*

*Percentages*

|  | <b>AGREE</b> | <b>Strongly Agree</b> | <b>Somewhat Agree</b> | <b>Somewhat Disagree</b> | <b>Strongly Disagree</b> | <b>Don't Know</b> |
|--|--------------|-----------------------|-----------------------|--------------------------|--------------------------|-------------------|
| <b>We should keep the option to build more nuclear energy power plants in the future</b> |              |                       |                       |                          |                          |                   |
| June 1998  | 62           | 24                    | 38                    | 14                       | 21                       | 3                 |
| October 1999   | 60           | 25                    | 35                    | 14                       | 19                       | 7                 |
| November 2000  | 61           | 30                    | 31                    | 15                       | 21                       | 4                 |
| January 2001   | 65           | 29                    | 36                    | 11                       | 18                       | 7                 |
| March 2001   | 73           | 34                    | 39                    | 10                       | 13                       | 3                 |
| July 2001  | 74           | 36                    | 38                    | 12                       | 11                       | 2                 |
| October 2001   | 72           | 36                    | 36                    | 9                        | 15                       | 4                 |
| February 2002  | 72           | 34                    | 38                    | 10                       | 14                       | 5                 |
| June 2002  | 65           | 28                    | 37                    | 15                       | 15                       | 5                 |
| October 2002   | 70           | 36                    | 34                    | 10                       | 17                       | 3                 |
| May 2003   | 65           | 27                    | 38                    | 13                       | 17                       | 5                 |
| October 2003   | 70           | 29                    | 41                    | 13                       | 14                       | 3                 |
| April 2004   | 69           | 32                    | 37                    | 11                       | 15                       | 6                 |
| October 2004   | 71           | 31                    | 40                    | 11                       | 13                       | 5                 |
| May 2005   | 74           | 37                    | 37                    | 9                        | 13                       | 4                 |
| March 2006   | 73           | 34                    | 39                    | 12                       | 12                       | 3                 |
| September 2006   | 75           | 39                    | 36                    | 8                        | 15                       | 3                 |
| April 2007   | 72           | 31                    | 41                    | 10                       | 16                       | 2                 |
| October 2007   | 70           | 38                    | 32                    | 11                       | 14                       | 5                 |

Continues on next page

## Opinions about Nuclear Power Plants: Trends (Continued)

*“Please tell me if you personally strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements.”*

*Percentages*

|   | AGREE | Strongly<br>Agree | Somewhat<br>Agree | Somewhat<br>Disagree | Strongly<br>Disagree | Don't<br>Know |
|---|-------|-------------------|-------------------|----------------------|----------------------|---------------|
| <b>We should definitely build<br/>more nuclear power<br/>plants in the future</b> |       |                   |                   |                      |                      |               |
| June 1998   | 47    | 18                | 29                | 19                   | 30                   | 4             |
| October 1999  | 42    | 16                | 26                | 23                   | 28                   | 7             |
| January 2001  | 51    | 21                | 30                | 16                   | 24                   | 9             |
| March 2001  | 66    | 31                | 35                | 12                   | 18                   | 4             |
| July 2001   | 63    | 32                | 31                | 16                   | 17                   | 4             |
| October 2001  | 59    | 26                | 33                | 15                   | 21                   | 6             |
| February 2002   | 56    | 23                | 33                | 18                   | 21                   | 5             |
| June 2002   | 49    | 20                | 29                | 21                   | 24                   | 6             |
| October 2002  | 55    | 27                | 28                | 18                   | 25                   | 2             |
| May 2003  | 50    | 18                | 32                | 20                   | 24                   | 6             |
| October 2003  | 54    | 21                | 33                | 18                   | 23                   | 5             |
| April 2004  | 54    | 20                | 34                | 19                   | 21                   | 6             |
| October 2004  | 60    | 23                | 37                | 15                   | 19                   | 6             |
| May 2005  | 58    | 28                | 30                | 16                   | 20                   | 6             |
| March 2006  | 61    | 27                | 34                | 15                   | 20                   | 4             |
| September 2006  | 63    | 32                | 31                | 14                   | 19                   | 4             |
| April 2007  | 56    | 23                | 32                | 18                   | 22                   | 5             |
| October 2007  | 62    | 32                | 30                | 14                   | 18                   | 6             |
| April 2008  | 59    | 29                | 30                | 18                   | 21                   | 3             |
| September 2008  | 69    | 38                | 31                | 15                   | 14                   | 2             |
| March 2009  | 62    | 29                | 34                | 17                   | 17                   | 3             |
| October 2009  | 59    | 31                | 29                | 16                   | 23                   | 3             |
| March 2010  | 70    | 34                | 36                | 15                   | 13                   | 3             |

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**Opinions about Nuclear Power Plants: Trends (Continued)**

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*“Please tell me if you personally strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements.”*

*Percentages*

|   | <b>AGREE</b> | <b>Strongly<br/>Agree</b> | <b>Somewhat<br/>Agree</b> | <b>Somewhat<br/>Disagree</b> | <b>Strongly<br/>Disagree</b> | <b>Don't<br/>Know</b> |
|---|--------------|---------------------------|---------------------------|------------------------------|------------------------------|-----------------------|
| <b>Electric utilities should<br/>prepare now so that new<br/>nuclear power plants could<br/>be built if needed in the<br/>next decade</b> |              |                           |                           |                              |                              |                       |
| May 2005  | 77           | 40                        | 37                        | 7                            | 11                           | 5                     |
| March 2006  | 77           | 36                        | 41                        | 10                           | 9                            | 4                     |
| September 2006  | 76           | 43                        | 34                        | 10                           | 11                           | 3                     |
| April 2007  | 71           | 33                        | 38                        | 11                           | 13                           | 5                     |
| October 2007  | 75           | 40                        | 35                        | 11                           | 11                           | 4                     |
| April 2008  | 78           | 39                        | 39                        | 10                           | 10                           | 3                     |
| September 2008  | 82           | 49                        | 33                        | 10                           | 7                            | 1                     |
| March 2009  | 76           | 35                        | 41                        | 8                            | 12                           | 5                     |
| October 2009  | 74           | 41                        | 34                        | 12                           | 12                           | 2                     |
| March 2010  | 84           | 43                        | 41                        | 7                            | 5                            | 3                     |

## Opinions about License Renewal: Gender Trends

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*“Please tell me if you personally strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements.”*

- **When their original operating license expires, we should renew the license of nuclear power plants that continue to meet federal safety standards**

*Percentages*

|                      | Agree     | Disagree  |
|----------------------|-----------|-----------|
| <b>June 1998</b>     | <b>80</b> | <b>16</b> |
| Men                  | 83        | 14        |
| Women                | 78        | 18        |
| <b>October 1999</b>  | <b>79</b> | <b>16</b> |
| Men                  | 83        | 15        |
| Women                | 75        | 16        |
| <b>November 2000</b> | <b>80</b> | <b>17</b> |
| Men                  | 81        | 17        |
| Women                | 78        | 17        |
| <b>January 2001</b>  | <b>81</b> | <b>13</b> |
| Men                  | 84        | 13        |
| Women                | 78        | 13        |
| <b>March 2001</b>    | <b>87</b> | <b>10</b> |
| Men                  | 88        | 10        |
| Women                | 86        | 10        |
| <b>July 2001</b>     | <b>85</b> | <b>11</b> |
| Men                  | 87        | 11        |
| Women                | 84        | 11        |
| <b>October 2001</b>  | <b>84</b> | <b>12</b> |
| Men                  | 84        | 14        |
| Women                | 83        | 10        |
| <b>February 2002</b> | <b>87</b> | <b>9</b>  |
| Men                  | 89        | 9         |
| Women                | 85        | 10        |
| <b>June 2002</b>     | <b>82</b> | <b>13</b> |
| Men                  | 84        | 13        |
| Women                | 80        | 12        |
| <b>October 2002</b>  | <b>82</b> | <b>15</b> |
| Men                  | 86        | 13        |
| Women                | 79        | 17        |
| <b>May 2003</b>      | <b>80</b> | <b>15</b> |
| Men                  | 83        | 13        |
| Women                | 76        | 18        |
| <b>October 2003</b>  | <b>83</b> | <b>15</b> |
| Men                  | 84        | 14        |
| Women                | 82        | 16        |

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## Opinions about License Renewal: Gender Trends (Continued)

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*“Please tell me if you personally strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements.”*

- **When their original operating license expires, we should renew the license of nuclear power plants that continue to meet federal safety standards**

|                       | <i>Percentages</i> |                 |
|-----------------------|--------------------|-----------------|
|                       | <b>Agree</b>       | <b>Disagree</b> |
| <b>April 2004</b>     | <b>82</b>          | <b>13</b>       |
| Men                   | 84                 | 13              |
| Women                 | 80                 | 13              |
| <b>October 2004</b>   | <b>83</b>          | <b>14</b>       |
| Men                   | 86                 | 14              |
| Women                 | 79                 | 14              |
| <b>May 2005</b>       | <b>85</b>          | <b>11</b>       |
| Men                   | 87                 | 11              |
| Women                 | 83                 | 12              |
| <b>March 2006</b>     | <b>84</b>          | <b>13</b>       |
| Men                   | 87                 | 12              |
| Women                 | 82                 | 14              |
| <b>September 2006</b> | <b>83</b>          | <b>13</b>       |
| Men                   | 86                 | 13              |
| Women                 | 81                 | 13              |
| <b>April 2007</b>     | <b>81</b>          | <b>15</b>       |
| Men                   | 84                 | 14              |
| Women                 | 79                 | 16              |
| <b>October 2007</b>   | <b>81</b>          | <b>16</b>       |
| Men                   | 84                 | 14              |
| Women                 | 79                 | 18              |
| <b>April 2008</b>     | <b>83</b>          | <b>14</b>       |
| Men                   | 88                 | 11              |
| Women                 | 79                 | 17              |
| <b>September 2008</b> | <b>85</b>          | <b>13</b>       |
| Men                   | 88                 | 12              |
| Women                 | 83                 | 14              |
| <b>March 2009</b>     | <b>84</b>          | <b>12</b>       |
| Men                   | 89                 | 10              |
| Women                 | 80                 | 14              |
| <b>October 2009</b>   | <b>82</b>          | <b>17</b>       |
| Men                   | 88                 | 11              |
| Women                 | 75                 | 22              |
| <b>March 2010</b>     | <b>87</b>          | <b>10</b>       |
| Men                   | 88                 | 8               |
| Women                 | 85                 | 12              |



## Opinions about Option to Build More Nuclear Power Plants: Gender Trends

---

*“Please tell me if you personally strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements.”*

- **We should keep the option to build more nuclear power plants in the future.**

*Percentages*

|                      | <b>Agree</b> | <b>Disagree</b> |
|----------------------|--------------|-----------------|
| <b>June 1998</b>     | <b>62</b>    | <b>35</b>       |
| Men                  | 65           | 33              |
| Women                | 59           | 36              |
| <b>October 1999</b>  | <b>60</b>    | <b>33</b>       |
| Men                  | 66           | 31              |
| Women                | 56           | 34              |
| <b>November 2000</b> | <b>61</b>    | <b>36</b>       |
| Men                  | 68           | 31              |
| Women                | 54           | 40              |
| <b>January 2001</b>  | <b>64</b>    | <b>29</b>       |
| Men                  | 70           | 26              |
| Women                | 60           | 31              |
| <b>March 2001</b>    | <b>73</b>    | <b>23</b>       |
| Men                  | 79           | 19              |
| Women                | 68           | 27              |
| <b>July 2001</b>     | <b>74</b>    | <b>24</b>       |
| Men                  | 77           | 22              |
| Women                | 72           | 25              |
| <b>October 2001</b>  | <b>72</b>    | <b>24</b>       |
| Men                  | 77           | 22              |
| Women                | 67           | 26              |
| <b>February 2002</b> | <b>71</b>    | <b>24</b>       |
| Men                  | 74           | 23              |
| Women                | 69           | 25              |
| <b>June 2002</b>     | <b>65</b>    | <b>30</b>       |
| Men                  | 68           | 29              |
| Women                | 62           | 31              |
| <b>October 2002</b>  | <b>70</b>    | <b>27</b>       |
| Men                  | 76           | 23              |
| Women                | 65           | 31              |

Continues on next page

**Opinions about Option to Build More Nuclear Power Plants: Gender Trends (Continued)**

*“Please tell me if you personally strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements.”*

- **We should keep the option to build more nuclear power plants in the future**

*Percentages*

|                       | <b>Agree</b> | <b>Disagree</b> |
|-----------------------|--------------|-----------------|
| <b>May 2003</b>       | <b>65</b>    | <b>30</b>       |
| Men                   | 69           | 28              |
| Women                 | 61           | 33              |
| <b>October 2003</b>   | <b>70</b>    | <b>27</b>       |
| Men                   | 75           | 23              |
| Women                 | 65           | 30              |
| <b>April 2004</b>     | <b>69</b>    | <b>26</b>       |
| Men                   | 73           | 25              |
| Women                 | 65           | 27              |
| <b>October 2004</b>   | <b>71</b>    | <b>24</b>       |
| Men                   | 78           | 19              |
| Women                 | 65           | 28              |
| <b>May 2005</b>       | <b>74</b>    | <b>22</b>       |
| Men                   | 79           | 18              |
| Women                 | 69           | 26              |
| <b>March 2006</b>     | <b>73</b>    | <b>24</b>       |
| Men                   | 78           | 20              |
| Women                 | 69           | 28              |
| <b>September 2006</b> | <b>75</b>    | <b>22</b>       |
| Men                   | 78           | 21              |
| Women                 | 72           | 24              |
| <b>April 2007</b>     | <b>72</b>    | <b>26</b>       |
| Men                   | 78           | 21              |
| Women                 | 66           | 31              |
| <b>October 2007</b>   | <b>70</b>    | <b>26</b>       |
| Men                   | 73           | 23              |
| Women                 | 67           | 28              |

**Opinions about Electric Utilities Preparing Now  
For New Plants to be Built in the Next Decade: Gender Trends**

---

*“Please tell me if you personally strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements.”*

- **Electric utilities should prepare now so that new nuclear power plants could be built if needed in the next decade**

*Percentages*

|                       | <b>Agree</b> | <b>Disagree</b> |
|-----------------------|--------------|-----------------|
| <b>May 2005</b>       | <b>77</b>    | <b>18</b>       |
| Men                   | 80           | 18              |
| Women                 | 75           | 19              |
| <b>March 2006</b>     | <b>77</b>    | <b>19</b>       |
| Men                   | 79           | 18              |
| Women                 | 76           | 20              |
| <b>September 2006</b> | <b>76</b>    | <b>21</b>       |
| Men                   | 79           | 20              |
| Women                 | 74           | 21              |
| <b>April 2007</b>     | <b>71</b>    | <b>25</b>       |
| Men                   | 76           | 21              |
| Women                 | 65           | 28              |
| <b>October 2007</b>   | <b>75</b>    | <b>22</b>       |
| Men                   | 79           | 18              |
| Women                 | 71           | 25              |
| <b>April 2008</b>     | <b>78</b>    | <b>20</b>       |
| Men                   | 81           | 18              |
| Women                 | 75           | 22              |
| <b>September 2008</b> | <b>82</b>    | <b>17</b>       |
| Men                   | 83           | 17              |
| Women                 | 82           | 17              |
| <b>March 2009</b>     | <b>76</b>    | <b>20</b>       |
| Men                   | 81           | 17              |
| Women                 | 71           | 23              |
| <b>October 2009</b>   | <b>74</b>    | <b>24</b>       |
| Men                   | 81           | 18              |
| Women                 | 68           | 29              |
| <b>March 2010</b>     | <b>84</b>    | <b>13</b>       |
| Men                   | 86           | 11              |
| Women                 | 83           | 15              |

## Opinions about Definitely Building More Nuclear Power Plants: Gender Trends

---

*“Please tell me if you personally strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements.”*

- We should definitely build more nuclear power plants in the future

*Percentages*

|                      | Agree     | Disagree  |
|----------------------|-----------|-----------|
| <b>June 1998</b>     | <b>47</b> | <b>49</b> |
| Men                  | 53        | 45        |
| Women                | 41        | 53        |
| <b>October 1999</b>  | <b>42</b> | <b>51</b> |
| Men                  | 49        | 47        |
| Women                | 35        | 55        |
| <b>January 2001</b>  | <b>50</b> | <b>40</b> |
| Men                  | 58        | 44        |
| Women                | 38        | 42        |
| <b>March 2001</b>    | <b>66</b> | <b>30</b> |
| Men                  | 69        | 30        |
| Women                | 63        | 30        |
| <b>July 2001</b>     | <b>63</b> | <b>33</b> |
| Men                  | 66        | 32        |
| Women                | 60        | 34        |
| <b>October 2001</b>  | <b>59</b> | <b>36</b> |
| Men                  | 66        | 30        |
| Women                | 52        | 41        |
| <b>February 2002</b> | <b>56</b> | <b>38</b> |
| Men                  | 60        | 37        |
| Women                | 53        | 40        |
| <b>June 2002</b>     | <b>49</b> | <b>44</b> |
| Men                  | 54        | 43        |
| Women                | 46        | 45        |
| <b>October 2002</b>  | <b>55</b> | <b>42</b> |
| Men                  | 60        | 39        |
| Women                | 51        | 45        |
| <b>May 2003</b>      | <b>50</b> | <b>44</b> |
| Men                  | 56        | 39        |
| Women                | 44        | 49        |
| <b>October 2003</b>  | <b>54</b> | <b>41</b> |
| Men                  | 62        | 35        |
| Women                | 46        | 47        |

Continues on next page

## Opinions about Definitely Building More Nuclear Power Plants: Gender Trends (Continued)

*“Please tell me if you personally strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements.”*

- We should definitely build more nuclear power plants in the future

*Percentages*

|                       | Agree     | Disagree  |
|-----------------------|-----------|-----------|
| <b>April 2004</b>     | <b>54</b> | <b>40</b> |
| Men                   | 61        | 36        |
| Women                 | 48        | 45        |
| <b>October 2004</b>   | <b>60</b> | <b>34</b> |
| Men                   | 67        | 30        |
| Women                 | 53        | 37        |
| <b>May 2005</b>       | <b>58</b> | <b>36</b> |
| Men                   | 65        | 31        |
| Women                 | 51        | 40        |
| <b>March 2006</b>     | <b>61</b> | <b>36</b> |
| Men                   | 67        | 31        |
| Women                 | 55        | 40        |
| <b>September 2006</b> | <b>63</b> | <b>33</b> |
| Men                   | 68        | 29        |
| Women                 | 58        | 37        |
| <b>April 2007</b>     | <b>56</b> | <b>40</b> |
| Men                   | 61        | 37        |
| Women                 | 51        | 42        |
| <b>October 2007</b>   | <b>62</b> | <b>32</b> |
| Men                   | 69        | 26        |
| Women                 | 56        | 38        |
| <b>April 2008</b>     | <b>59</b> | <b>39</b> |
| Men                   | 66        | 32        |
| Women                 | 51        | 45        |
| <b>September 2008</b> | <b>69</b> | <b>29</b> |
| Men                   | 75        | 25        |
| Women                 | 64        | 33        |
| <b>March 2009</b>     | <b>62</b> | <b>35</b> |
| Men                   | 71        | 26        |
| Women                 | 54        | 42        |
| <b>October 2009</b>   | <b>59</b> | <b>38</b> |
| Men                   | 71        | 28        |
| Women                 | 48        | 48        |
| <b>March 2010</b>     | <b>70</b> | <b>27</b> |
| Men                   | 75        | 23        |
| Women                 | 65        | 31        |

---

### Favorability to Nuclear Energy

---

*“Overall, do you strongly favor, somewhat favor, somewhat oppose, or strongly oppose the use of nuclear energy as one of the ways to provide electricity in the United States?”*

|                 | <i>Percentages</i> |
|-----------------|--------------------|
| <b>Favor</b>    | <b>74</b>          |
| <b>Oppose</b>   | <b>23</b>          |
| Strongly favor  | 33                 |
| Somewhat favor  | 41                 |
| Somewhat oppose | 13                 |
| Strongly oppose | 10                 |
| Don't know      | 3                  |

## Percent Favor Nuclear Energy: Subgroups

---

*“Overall, do you strongly favor, somewhat favor, somewhat oppose, or strongly oppose the use of nuclear energy as one of the ways to provide electricity in the United States?”*

|   |                  |
|---|------------------|
| <b><u>All adults</u></b>                | <b><u>74</u></b> |
| Men                                     | 80               |
| Women                                   | 68               |
| Age:                                    |                  |
| 18-34                                   | 66               |
| Men                                     | 70               |
| Women                                   | 62               |
| 35-49                                   | 81               |
| Men                                     | 90               |
| Women                                   | 73               |
| 50+                                     | 76               |
| Men                                     | 82               |
| Women                                   | 70               |
| College graduates                       | 84               |
| Men                                     | 89               |
| Women                                   | 78               |
| Not college graduates                   | 70               |
| Men                                     | 76               |
| Women                                   | 66               |
| Northeast                               | 73               |
| Midwest                                 | 80               |
| South                                   | 75               |
| West                                    | 67               |
| Nuclear power plant in state            | 78               |
| Electric company operates nuclear plant | 80               |
| Visited NPP/info center                 | 81               |
| Opinion leader                          | 74               |
| Environmentalist                        | 72               |
| Registered voter                        | 75               |
| Democrat                                | 66               |
| Men                                     | 70               |
| Women                                   | 63               |
| Republican                              | 83               |
| Men                                     | 93               |
| Women                                   | 76               |
| Independent                             | 75               |
| Men                                     | 82               |
| Women                                   | 66               |
| Influentials                            | 77               |

## Favorability to Nuclear Energy: Trends

*“Do you strongly favor, somewhat favor, somewhat oppose, or strongly oppose the use of nuclear energy as one of the ways to provide electricity/element in an overall energy plan\* for the United States?”*

*Percentages*

|                | <b>FAVOR</b> | <b>Strongly Favor</b> | <b>Somewhat Favor</b> | <b>Somewhat Oppose</b> | <b>Strongly Oppose</b> | <b>Don't Know</b> |
|----------------|--------------|-----------------------|-----------------------|------------------------|------------------------|-------------------|
| July 1983      | 53           | 24                    | 29                    | 21                     | 24                     | 1                 |
| September 1983 | 45           | 19                    | 26                    | 17                     | 28                     | 10                |
| November 1983  | 50           | 20                    | 30                    | 23                     | 25                     | 2                 |
| January 1984   | 52           | 19                    | 33                    | 19                     | 20                     | 9                 |
| February 1984  | 45           | 20                    | 25                    | 19                     | 31                     | 5                 |
| April 1984     | 53           | 20                    | 33                    | 19                     | 20                     | 9                 |
| May 1984       | 54           | 21                    | 33                    | 21                     | 20                     | 5                 |
| Version A*     | 54           | 20                    | 34                    | 21                     | 19                     | 5                 |
| Version B      | 54           | 22                    | 32                    | 21                     | 21                     | 5                 |
| October 1984   | 52           | 19                    | 33                    | 23                     | 20                     | 5                 |
| Version A      | 52           | 19                    | 33                    | 24                     | 20                     | 4                 |
| Version B*     | 52           | 20                    | 32                    | 23                     | 21                     | 5                 |
| January 1985   | 54           | 23                    | 31                    | 23                     | 19                     | 3                 |
| March 1985     | 55           | 20                    | 35                    | 23                     | 19                     | 3                 |
| May 1985       | 55           | 20                    | 35                    | 21                     | 19                     | 5                 |
| October 1985   | 49           | 22                    | 27                    | 21                     | 25                     | 6                 |
| December 1985  | 45           | 15                    | 30                    | 18                     | 27                     | 11                |
| February 1986  | 49           | 21                    | 28                    | 22                     | 24                     | 5                 |
| May 1986       | 42           | 16                    | 26                    | 23                     | 30                     | 4                 |
| August 1986    | 47           | 19                    | 28                    | 24                     | 27                     | 2                 |
| November 1986  | 52           | 22                    | 30                    | 19                     | 25                     | 4                 |
| February 1987  | 45           | 17                    | 28                    | 24                     | 27                     | 3                 |
| May 1987       | 47           | 19                    | 28                    | 24                     | 27                     | 3                 |
| August 1987    | 49           | 20                    | 29                    | 23                     | 23                     | 4                 |
| November 1987  | 47           | 21                    | 26                    | 23                     | 25                     | 6                 |
| February 1988  | 48           | 23                    | 25                    | 21                     | 26                     | 4                 |
| May 1988       | 51           | 22                    | 29                    | 22                     | 24                     | 4                 |
| August 1988    | 52           | 24                    | 28                    | 20                     | 24                     | 4                 |
| November 1988  | 48           | 22                    | 26                    | 20                     | 27                     | 5                 |
| February 1989  | 52           | 23                    | 29                    | 21                     | 22                     | 5                 |
| May 1989       | 52           | 25                    | 27                    | 20                     | 23                     | 6                 |
| August 1989    | 49           | 19                    | 30                    | 21                     | 23                     | 7                 |
| November 1989  | 50           | 21                    | 29                    | 22                     | 25                     | 3                 |
| May 1990       | 47           | 19                    | 28                    | 22                     | 25                     | 5                 |

Continues on next page



**Favorability to Nuclear Energy: Trends (Continued)**

|                             | <i>Percentages</i> |                       |                       |                        |                        |                   |
|-----------------------------|--------------------|-----------------------|-----------------------|------------------------|------------------------|-------------------|
|                             | <b>FAVOR</b>       | <b>Strongly Favor</b> | <b>Somewhat Favor</b> | <b>Somewhat Oppose</b> | <b>Strongly Oppose</b> | <b>Don't Know</b> |
| August 1990                 | 50                 | 20                    | 30                    | 23                     | 22                     | 5                 |
| November 1990 (B)           | 56                 | 23                    | 33                    | 20                     | 19                     | 4                 |
| February 1991 (A)           | 57                 | 26                    | 31                    | 21                     | 17                     | 5                 |
| October 1991                | 57                 | 20                    | 37                    | 20                     | 15                     | 7                 |
| October 1991                | 55                 | 19                    | 36                    | 20                     | 16                     | 10                |
| November 1991 (B)           | 47                 | 18                    | 29                    | 24                     | 23                     | 6                 |
| January 1992                | 45                 | 20                    | 25                    | 23                     | 26                     | 6                 |
| February 1992               | 61                 | 26                    | 35                    | 18                     | 15                     | 7                 |
| December 1992               | 50                 | 20                    | 30                    | 21                     | 18                     | 11                |
| February 1993               | 53                 | 22                    | 31                    | 19                     | 18                     | 11                |
| December 1993               | 54                 | 22                    | 32                    | 18                     | 15                     | 13                |
| January 1994                | 57                 | 23                    | 34                    | 17                     | 15                     | 12                |
| February 1994               | 57                 | 21                    | 36                    | 20                     | 17                     | 7                 |
| October 1994                | 51                 | 18                    | 33                    | 20                     | 15                     | 14                |
| July 1995                   | 46                 | 16                    | 30                    | 19                     | 16                     | 18                |
| December 1995               | 45                 | 15                    | 30                    | 21                     | 19                     | 15                |
| February 1996               | 45                 | 15                    | 30                    | 21                     | 19                     | 16                |
| June 1996                   | 53                 | 19                    | 34                    | 18                     | 18                     | 11                |
| June 1998                   | 61                 | 25                    | 36                    | 15                     | 19                     | 5                 |
| October 1999                | 62                 | 25                    | 37                    | 17                     | 14                     | 8                 |
| November 2000               | 58                 | 26                    | 32                    | 20                     | 16                     | 6                 |
| October 2001                | 65                 | 28                    | 37                    | 15                     | 14                     | 7                 |
| February 2002               | 66                 | 27                    | 39                    | 14                     | 13                     | 7                 |
| June 2002                   | 58                 | 20                    | 38                    | 19                     | 15                     | 8                 |
| October 2002                | 65                 | 30                    | 35                    | 16                     | 15                     | 4                 |
| May 2003                    | 64                 | 22                    | 42                    | 17                     | 14                     | 5                 |
| October 2003 (Split sample) | 60                 | 22                    | 38                    | 21                     | 15                     | 4                 |
| April 2004                  | 65                 | 26                    | 39                    | 17                     | 12                     | 6                 |
| October 2004                | 67                 | 30                    | 37                    | 14                     | 12                     | 7                 |
| May 2005 (Split sample)     | 70                 | 32                    | 38                    | 14                     | 10                     | 6                 |
| March 2006                  | 68                 | 28                    | 40                    | 16                     | 13                     | 3                 |
| September 2006              | 68                 | 32                    | 36                    | 14                     | 13                     | 5                 |
| April 2007                  | 63                 | 26                    | 38                    | 15                     | 16                     | 6                 |
| October 2007                | 64                 | 29                    | 35                    | 17                     | 13                     | 6                 |
| April 2008                  | 63                 | 28                    | 35                    | 19                     | 14                     | 4                 |
| September 2008              | 74                 | 38                    | 36                    | 13                     | 10                     | 2                 |
| March 2009                  | 70                 | 30                    | 40                    | 14                     | 12                     | 4                 |
| October 2009                | 61                 | 29                    | 32                    | 18                     | 18                     | 3                 |
| March 2010                  | 74                 | 33                    | 41                    | 13                     | 10                     | 3                 |

## Favorability to Nuclear Energy: Gender Trends

*“Do you strongly favor, somewhat favor, somewhat oppose, or strongly oppose the use of nuclear energy as one of the ways to provide electricity in the United States?”*

|                                    | <i>Percentages</i> |               |
|------------------------------------|--------------------|---------------|
|                                    | <b>Favor</b>       | <b>Oppose</b> |
| <b>June 1998</b>                   | <b>61</b>          | <b>34</b>     |
| Men                                | 67                 | 31            |
| Women                              | 55                 | 38            |
| <b>October 1999</b>                | <b>62</b>          | <b>31</b>     |
| Men                                | 68                 | 29            |
| Women                              | 57                 | 32            |
| <b>November 2000</b>               | <b>58</b>          | <b>36</b>     |
| Men                                | 65                 | 33            |
| Women                              | 51                 | 39            |
| <b>October 2001</b>                | <b>65</b>          | <b>29</b>     |
| Men                                | 70                 | 28            |
| Women                              | 60                 | 30            |
| <b>February 2002</b>               | <b>66</b>          | <b>27</b>     |
| Men                                | 71                 | 26            |
| Women                              | 62                 | 27            |
| <b>June 2002</b>                   | <b>58</b>          | <b>34</b>     |
| Men                                | 63                 | 34            |
| Women                              | 55                 | 35            |
| <b>October 2002</b>                | <b>65</b>          | <b>31</b>     |
| Men                                | 71                 | 28            |
| Women                              | 59                 | 35            |
| <b>May 2003</b>                    | <b>64</b>          | <b>31</b>     |
| Men                                | 68                 | 28            |
| Women                              | 60                 | 33            |
| <b>October 2003 (Split sample)</b> | <b>60</b>          | <b>36</b>     |
| Men                                | 62                 | 38            |
| Women                              | 59                 | 34            |
| <b>April 2004</b>                  | <b>65</b>          | <b>29</b>     |
| Men                                | 71                 | 26            |
| Women                              | 59                 | 31            |
| <b>October 2004</b>                | <b>67</b>          | <b>26</b>     |
| Men                                | 74                 | 24            |
| Women                              | 61                 | 28            |
| <b>May 2005 (Split sample)</b>     | <b>70</b>          | <b>24</b>     |
| Men                                | 78                 | 21            |
| Women                              | 62                 | 27            |
| <b>March 2006</b>                  | <b>68</b>          | <b>29</b>     |
| Men                                | 72                 | 27            |
| Women                              | 64                 | 31            |
| <b>September 2006</b>              | <b>68</b>          | <b>27</b>     |
| Men                                | 73                 | 24            |
| Women                              | 63                 | 30            |

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**Favorability to Nuclear Energy: Gender Trends (Continued)**

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*“Do you strongly favor, somewhat favor, somewhat oppose, or strongly oppose the use of nuclear energy as one of the ways to provide electricity in the United States?”*

|                       | <i>Percentages</i> |               |
|-----------------------|--------------------|---------------|
|                       | <b>Favor</b>       | <b>Oppose</b> |
| <b>April 2007</b>     | <b>63</b>          | <b>31</b>     |
| Men                   | 68                 | 28            |
| Women                 | 59                 | 34            |
| <b>October 2007</b>   | <b>64</b>          | <b>30</b>     |
| Men                   | 70                 | 26            |
| Women                 | 59                 | 34            |
| <b>April 2008</b>     | <b>63</b>          | <b>33</b>     |
| Men                   | 70                 | 27            |
| Women                 | 55                 | 40            |
| <b>September 2008</b> | <b>74</b>          | <b>24</b>     |
| Men                   | 79                 | 20            |
| Women                 | 70                 | 27            |
| <b>March 2009</b>     | <b>70</b>          | <b>26</b>     |
| Men                   | 75                 | 23            |
| Women                 | 64                 | 30            |
| <b>October 2009</b>   | <b>61</b>          | <b>36</b>     |
| Men                   | 71                 | 28            |
| Women                 | 52                 | 44            |
| <b>March 2010</b>     | <b>74</b>          | <b>23</b>     |
| Men                   | 80                 | 18            |
| Women                 | 68                 | 27            |

**Whether New Nuclear Power Plants Would be More Acceptable  
If Added at Sites Where Current Nuclear Power Plants are Already Operating: Subgroups**

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*“Would new nuclear power plants be more acceptable to you, if you knew the plants would be added at sites where current nuclear power plants are already operating?”*

|   | <i>Percentages</i> |                  |                       |
|---|--------------------|------------------|-----------------------|
|   | <b>Yes</b>         | <b>No</b>        | <b>Don't<br/>Know</b> |
| <b><u>All adults</u></b>                | <b><u>74</u></b>   | <b><u>19</u></b> | <b><u>7</u></b>       |
| Men                                     | 77                 | 17               | 6                     |
| Women                                   | 71                 | 22               | 7                     |
| Age:                                    |                    |                  |                       |
| 18-34                                   | 80                 | 18               | 2                     |
| 35-49                                   | 76                 | 18               | 6                     |
| 50+                                     | 68                 | 22               | 10                    |
| College graduates                       | 74                 | 18               | 8                     |
| Men                                     | 75                 | 17               | 8                     |
| Women                                   | 73                 | 19               | 8                     |
| Not college graduates                   | 74                 | 20               | 6                     |
| Men                                     | 78                 | 17               | 5                     |
| Women                                   | 70                 | 23               | 7                     |
| Northeast                               | 74                 | 23               | 4                     |
| Midwest                                 | 74                 | 17               | 9                     |
| South                                   | 77                 | 18               | 6                     |
| West                                    | 69                 | 22               | 8                     |
| Nuclear power plant in state            | 76                 | 18               | 6                     |
| Electric company operates nuclear plant | 76                 | 17               | 7                     |
| Visited NPP/info center                 | 73                 | 22               | 6                     |
| Opinion leader                          | 75                 | 18               | 8                     |
| Environmentalist                        | 75                 | 20               | 5                     |
| Registered voter                        | 74                 | 20               | 7                     |
| Democrat                                | 71                 | 24               | 5                     |
| Republican                              | 79                 | 13               | 9                     |
| Independent                             | 73                 | 20               | 7                     |
| Influentials                            | 77                 | 18               | 5                     |

Continues on next page

**Whether New Nuclear Power Plants Would be More Acceptable  
If Added at Sites Where Current Nuclear Power Plants are Already Operating: Trends**

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*“Would new nuclear power plants be more acceptable to you, if you knew the plants would be added at sites where current nuclear power plants are already operating?”*

|                             | <i>Percentages</i> |           |                   |
|-----------------------------|--------------------|-----------|-------------------|
|                             | <b>Yes</b>         | <b>No</b> | <b>Don't Know</b> |
| March 2001                  | 62                 | 29        | 9                 |
| July 2001                   | 64                 | 27        | 9                 |
| October 2001                | 57                 | 29        | 14                |
| February 2002               | 66                 | 26        | 8                 |
| October 2003 (Split sample) | 59                 | 34        | 7                 |
| April 2004                  | 63                 | 27        | 10                |
| October 2004                | 62                 | 29        | 9                 |
| May 2005                    | 69                 | 24        | 7                 |
| March 2006                  | 68                 | 28        | 4                 |
| September 2006              | 67                 | 27        | 7                 |
| April 2007                  | 63                 | 32        | 5                 |
| October 2007                | 53                 | 40        | 7                 |
| April 2008                  | 64                 | 30        | 6                 |
| September 2008              | 70                 | 26        | 4                 |
| March 2009                  | 66                 | 25        | 9                 |
| October 2009                | 65                 | 29        | 7                 |
| March 2010                  | 74                 | 19        | 7                 |

**Percent Saying New Nuclear Reactor Would Be Acceptable  
Next to the Nearest Operating Nuclear Power Plant: Subgroups**

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*“If a new power plant were needed to supply electricity, would it be acceptable to you or not acceptable to you to add a new reactor at the site of the nearest nuclear power plant that is already operating?”*

|   | <b>Acceptable</b> | <b>Not<br/>Acceptable</b> | <b>Don't<br/>Know</b> |
|---|-------------------|---------------------------|-----------------------|
| <b><u>All adults</u></b>                | <b><u>77</u></b>  | <b><u>19</u></b>          | <b><u>4</u></b>       |
| Men                                     | 83                | 14                        | 3                     |
| Women                                   | 71                | 24                        | 5                     |
| Age:                                    |                   |                           |                       |
| 18-34                                   | 74                | 22                        | 4                     |
| 35-49                                   | 79                | 18                        | 2                     |
| 50+                                     | 78                | 17                        | 5                     |
| College graduates                       | 84                | 12                        | 5                     |
| Men                                     | 88                | 8                         | 5                     |
| Women                                   | 79                | 16                        | 5                     |
| Not college graduates                   | 74                | 22                        | 4                     |
| Men                                     | 81                | 16                        | 3                     |
| Women                                   | 68                | 27                        | 5                     |
| Northeast                               | 73                | 23                        | 4                     |
| Midwest                                 | 79                | 16                        | 6                     |
| South                                   | 80                | 18                        | 2                     |
| West                                    | 72                | 21                        | 6                     |
| Nuclear power plant in state            | 79                | 18                        | 3                     |
| Electric company operates nuclear plant | 81                | 16                        | 3                     |
| Visited NPP/info center                 | 79                | 20                        | 1                     |
| Opinion leader                          | 75                | 22                        | 3                     |
| Environmentalist                        | 73                | 22                        | 4                     |
| Registered voter                        | 78                | 19                        | 4                     |
| Democrat                                | 72                | 25                        | 3                     |
| Republican                              | 81                | 15                        | 4                     |
| Independent                             | 78                | 18                        | 4                     |
| Influentials                            | 81                | 17                        | 2                     |

Continued on next page

**Percent Saying New Nuclear Reactor Would Be Acceptable  
Next to the Nearest Operating Nuclear Power Plant: Trends**

---

*“If a new power plant were needed to supply electricity, would it be acceptable to you or not acceptable to you to add a new reactor at the site of the nearest nuclear power plant that is already operating?”*

|                | <b>Acceptable</b> | <b>Not<br/>Acceptable</b> | <b>Don't<br/>Know</b> |
|----------------|-------------------|---------------------------|-----------------------|
| May 2005       | 73                | 20                        | 7                     |
| March 2006     | 73                | 22                        | 5                     |
| September 2006 | 68                | 25                        | 7                     |
| April 2007     | 66                | 29                        | 5                     |
| October 2007   | 59                | 36                        | 6                     |
| April 2008     | 66                | 29                        | 5                     |
| September 2008 | 75                | 21                        | 4                     |
| March 2009     | 70                | 24                        | 7                     |
| October 2009   | 68                | 27                        | 5                     |
| March 2010     | 77                | 19                        | 4                     |

## Most Important Issue for Consideration: Subgroups

*“Which of the following items seems most important to you (READ LIST. RANDOMIZE. CHECK ONLY ONE RESPONSE.)? And which one of the remaining items seems second most important to you?” (READ LIST. RANDOMIZE. CHECK ONLY ONE RESPONSE.)*

|                         | First In<br>Importance | First or Second<br>In Importance |
|-------------------------|------------------------|----------------------------------|
| Job creation            | 41                     | 64                               |
| Economic growth         | 23                     | 48                               |
| Energy independence     | 15                     | 39                               |
| Global warming          | 14                     | 25                               |
| Air pollution           | 7                      | 22                               |
| Don't know, no response | 1                      | 3                                |

|                               | <i>First In Importance</i> |                    |                   |                        |                  |
|-------------------------------|----------------------------|--------------------|-------------------|------------------------|------------------|
|                               | Job<br>Creation            | Economic<br>Growth | Global<br>Warming | Energy<br>Independence | Air<br>Pollution |
| <b><u>All adults</u></b>      | <b><u>41</u></b>           | <b><u>23</u></b>   | <b><u>15</u></b>  | <b><u>14</u></b>       | <b><u>7</u></b>  |
| Men                           | 39                         | 24                 | 11                | 18                     | 6                |
| Women                         | 43                         | 22                 | 18                | 10                     | 7                |
| Age:                          |                            |                    |                   |                        |                  |
| 18-34                         | 34                         | 29                 | 22                | 11                     | 5                |
| 35-49                         | 45                         | 24                 | 11                | 11                     | 9                |
| 50+                           | 42                         | 19                 | 12                | 19                     | 6                |
| College graduates             | 31                         | 29                 | 17                | 19                     | 3                |
| Men                           | 31                         | 30                 | 13                | 21                     | 3                |
| Women                         | 30                         | 28                 | 21                | 17                     | 3                |
| Not college graduates         | 45                         | 21                 | 14                | 12                     | 8                |
| Men                           | 42                         | 21                 | 11                | 17                     | 8                |
| Women                         | 47                         | 20                 | 16                | 7                      | 8                |
| Northeast                     | 40                         | 24                 | 13                | 14                     | 8                |
| Midwest                       | 48                         | 24                 | 9                 | 14                     | 4                |
| South                         | 41                         | 22                 | 15                | 15                     | 6                |
| West                          | 34                         | 22                 | 21                | 13                     | 9                |
| Nuclear power plant in state  | 40                         | 23                 | 14                | 17                     | 5                |
| Electric company operates NPP | 40                         | 25                 | 14                | 14                     | 5                |
| Visited NPP/info center       | 52                         | 18                 | 11                | 16                     | 2                |
| Opinion leader                | 39                         | 23                 | 22                | 10                     | 5                |
| Environmentalist              | 37                         | 19                 | 21                | 15                     | 6                |
| Registered voter              | 41                         | 23                 | 14                | 15                     | 7                |
| Democrat                      | 40                         | 21                 | 20                | 8                      | 10               |
| Republican                    | 44                         | 26                 | 9                 | 20                     | 1                |
| Independent                   | 44                         | 19                 | 12                | 18                     | 5                |
| Influentials                  | 41                         | 17                 | 19                | 20                     | 3                |



## First or Second Most Important Issue for Consideration: Subgroups

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*“Which of the following items seems most important to you (READ LIST. RANDOMIZE. CHECK ONLY ONE RESPONSE.)? And which one of the remaining items seems second most important to you?” (READ LIST. RANDOMIZE. CHECK ONLY ONE RESPONSE.)*

|                               | <i>First Or Second In Importance</i> |                            |                                |                           |                          |
|-------------------------------|--------------------------------------|----------------------------|--------------------------------|---------------------------|--------------------------|
|                               | <b>Job<br/>Creation</b>              | <b>Economic<br/>Growth</b> | <b>Energy<br/>Independence</b> | <b>Global<br/>Warming</b> | <b>Air<br/>Pollution</b> |
| <b>All adults</b>             | <b><u>64</u></b>                     | <b><u>48</u></b>           | <b><u>39</u></b>               | <b><u>25</u></b>          | <b><u>22</u></b>         |
| Men                           | 60                                   | 50                         | 46                             | 21                        | 21                       |
| Women                         | 68                                   | 47                         | 32                             | 29                        | 22                       |
| Age:                          |                                      |                            |                                |                           |                          |
| 18-34                         | 55                                   | 45                         | 41                             | 33                        | 26                       |
| 35-49                         | 68                                   | 50                         | 36                             | 22                        | 22                       |
| 50+                           | 67                                   | 50                         | 41                             | 21                        | 18                       |
| College graduates             | 57                                   | 50                         | 44                             | 28                        | 19                       |
| Men                           | 54                                   | 52                         | 54                             | 25                        | 12                       |
| Women                         | 59                                   | 48                         | 33                             | 30                        | 27                       |
| Not college graduates         | 66                                   | 47                         | 37                             | 24                        | 23                       |
| Men                           | 62                                   | 49                         | 43                             | 19                        | 25                       |
| Women                         | 70                                   | 46                         | 32                             | 28                        | 21                       |
| Northeast                     | 58                                   | 51                         | 41                             | 22                        | 27                       |
| Midwest                       | 72                                   | 50                         | 39                             | 19                        | 16                       |
| South                         | 66                                   | 51                         | 36                             | 23                        | 22                       |
| West                          | 57                                   | 39                         | 42                             | 36                        | 22                       |
| Nuclear power plant in state  | 62                                   | 49                         | 45                             | 22                        | 21                       |
| Electric company operates NPP | 66                                   | 47                         | 44                             | 23                        | 17                       |
| Visited NPP/info center       | 65                                   | 46                         | 45                             | 23                        | 20                       |
| Opinion leader                | 60                                   | 45                         | 40                             | 32                        | 22                       |
| Environmentalist              | 59                                   | 41                         | 42                             | 32                        | 23                       |
| Registered voter              | 64                                   | 50                         | 40                             | 23                        | 21                       |
| Democrat                      | 62                                   | 40                         | 29                             | 36                        | 31                       |
| Republican                    | 73                                   | 62                         | 41                             | 12                        | 9                        |
| Independent                   | 66                                   | 46                         | 44                             | 22                        | 20                       |
| Influentials                  | 61                                   | 41                         | 49                             | 28                        | 21                       |

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**Most Important Issue for Consideration: Trends**

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*“Which of the following items seems most important to you (READ LIST. RANDOMIZE. CHECK ONLY ONE RESPONSE.)? And which one of the remaining items seems second most important to you?” (READ LIST. RANDOMIZE. CHECK ONLY ONE RESPONSE.)*

|                         | <b>First In Importance</b> |                       |
|-------------------------|----------------------------|-----------------------|
|                         | <b>March<br/>2009</b>      | <b>March<br/>2010</b> |
| Job creation            | 32                         | 41                    |
| Economic growth         | 26                         | 23                    |
| Global warming          | 14                         | 15                    |
| Energy independence     | 20                         | 14                    |
| Air pollution           | 7                          | 7                     |
| Don't know, no response | 1                          | 1                     |

|                         | <b>First Or Second In Importance</b> |                       |
|-------------------------|--------------------------------------|-----------------------|
|                         | <b>March<br/>2009</b>                | <b>March<br/>2010</b> |
| Job creation            | 58                                   | 64                    |
| Economic growth         | 52                                   | 48                    |
| Energy independence     | 43                                   | 39                    |
| Global warming          | 24                                   | 25                    |
| Air pollution           | 19                                   | 22                    |
| Don't know, no response | 1                                    | 3                     |

## Concern about Global Climate Change/Warming and Air Pollution: Subgroups

---

*“Which concerns you more...”*

*Percentages*

### Split sample version A

|                       |    |
|-----------------------|----|
| Air pollution         | 60 |
| Global climate change | 35 |
| (Don't know)          | 5  |

### Split sample version B

|                |    |
|----------------|----|
| Air pollution  | 63 |
| Global warming | 33 |
| (Don't know)   | 4  |

|                              | <u>Split Sample A:</u> |                          | <u>Split Sample B:</u> |                   |
|------------------------------|------------------------|--------------------------|------------------------|-------------------|
|                              | Air<br>Pollution       | Global<br>Climate Change | Air<br>Pollution       | Global<br>Warming |
| <b>All adults</b>            | <b><u>60</u></b>       | <b><u>35</u></b>         | <b><u>63</u></b>       | <b><u>33</u></b>  |
| Men                          | 60                     | 35                       | 63                     | 31                |
| Women                        | 60                     | 36                       | 64                     | 34                |
| Age:                         |                        |                          |                        |                   |
| 18-34                        | 51                     | 46                       | 63                     | 37                |
| 35-49                        | 64                     | 32                       | 64                     | 32                |
| 50+                          | 65                     | 28                       | 63                     | 31                |
| College graduates            | 54                     | 42                       | 64                     | 32                |
| Men                          | 51                     | 43                       | 64                     | 33                |
| Women                        | 58                     | 40                       | 66                     | 32                |
| Not college graduates        | 62                     | 33                       | 63                     | 33                |
| Men                          | 64                     | 31                       | 63                     | 30                |
| Women                        | 61                     | 35                       | 63                     | 35                |
| Northeast                    | 60                     | 35                       | 65                     | 34                |
| Midwest                      | 63                     | 32                       | 71                     | 23                |
| South                        | 60                     | 34                       | 61                     | 34                |
| West                         | 57                     | 40                       | 59                     | 38                |
| Nuclear power plant in state | 63                     | 33                       | 67                     | 30                |
| Electric company operates    |                        |                          |                        |                   |
| nuclear plant                | 56                     | 37                       | 64                     | 31                |
| Visited NPP/info center      | 64                     | 30                       | 70                     | 25                |
| Opinion leader               | 70                     | 27                       | 58                     | 38                |
| Environmentalist             | 55                     | 40                       | 56                     | 41                |
| Registered voter             | 62                     | 34                       | 64                     | 33                |
| Democrat                     | 49                     | 49                       | 52                     | 47                |
| Republican                   | 74                     | 24                       | 84                     | 14                |
| Independent                  | 63                     | 28                       | 61                     | 33                |
| Influentials                 | 62                     | 34                       | 63                     | 34                |

## Concern about Global Climate Change/Warming and Air Pollution: Trends

---

*“Which concerns you more...”*

|                               | <i>Percentages</i> |              |
|-------------------------------|--------------------|--------------|
|                               | <b>October</b>     | <b>March</b> |
|                               | <b>2009</b>        | <b>2010</b>  |
| <b>Split sample version A</b> |                    |              |
| Air pollution                 | 57                 | 60           |
| Global climate change         | 40                 | 35           |
| (Don't know)                  | 4                  | 5            |
| <b>Split sample version B</b> |                    |              |
| Air pollution                 | 57                 | 63           |
| Global warming                | 38                 | 33           |
| (Don't know)                  | 6                  | 4            |

**Association of Nuclear Energy with Branding Attributes**

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*“Do you associate nuclear energy a lot, a little, or not at all with...”*

|                         | <i>Percentages</i> |                 |                       |                         |
|-------------------------|--------------------|-----------------|-----------------------|-------------------------|
|                         | <b>A Lot</b>       | <b>A Little</b> | <b>Not<br/>At All</b> | <b>(Don't<br/>Know)</b> |
| Reliable electricity    | 55                 | 32              | 8                     | 4                       |
| Efficiency              | 52                 | 29              | 14                    | 5                       |
| Clean air               | 48                 | 34              | 15                    | 4                       |
| Affordable electricity  | 48                 | 32              | 15                    | 5                       |
| Energy independence     | 46                 | 41              | 13                    | 1                       |
| Economic growth         | 37                 | 42              | 19                    | 2                       |
| Job creation            | 37                 | 40              | 21                    | 3                       |
| Climate change solution | 28                 | 40              | 28                    | 5                       |

Continued on next page

## Association of Nuclear Energy with Branding Attributes: Subgroups

*“Do you associate nuclear energy a lot, a little, or not at all with...”*

*Percent Said “A Lot”*

|  | Reliable<br>Electricity | Efficiency       | Clean<br>Air     | Affordable<br>Electricity | Energy<br>Independence | Job<br>Creation  | Economic<br>Growth | Climate<br>Change<br>Solution |
|--|-------------------------|------------------|------------------|---------------------------|------------------------|------------------|--------------------|-------------------------------|
| <b>All adults</b>                                | <b><u>55</u></b>        | <b><u>52</u></b> | <b><u>48</u></b> | <b><u>48</u></b>          | <b><u>46</u></b>       | <b><u>37</u></b> | <b><u>37</u></b>   | <b><u>28</u></b>              |
| Men  | 68                      | 63               | 48               | 55                        | 55                     | 38               | 45                 | 30                            |
| Women  | 46                      | 42               | 47               | 40                        | 36                     | 36               | 30                 | 26                            |
| Age:   |                         |                  |                  |                           |                        |                  |                    |                               |
| 18-34  | 56                      | 47               | 37               | 41                        | 33                     | 32               | 31                 | 36                            |
| 35-49  | 52                      | 51               | 44               | 51                        | 44                     | 44               | 39                 | 18                            |
| 50+  | 57                      | 57               | 59               | 50                        | 55                     | 37               | 41                 | 28                            |
| College graduates                                | 58                      | 55               | 46               | 49                        | 60                     | 25               | 31                 | 26                            |
| Men  | 70                      | 71               | 49               | 58                        | 66                     | 25               | 30                 | 35                            |
| Women  | 49                      | 39               | 43               | 37                        | 53                     | 26               | 32                 | 14                            |
| Not college graduates                            | 55                      | 52               | 48               | 47                        | 41                     | 42               | 40                 | 28                            |
| Men  | 68                      | 60               | 47               | 54                        | 51                     | 44               | 51                 | 27                            |
| Women  | 46                      | 43               | 49               | 40                        | 31                     | 40               | 30                 | 29                            |
| Northeast  | 44                      | 50               | 45               | 44                        | 55                     | 33               | 42                 | 22                            |
| Midwest  | 58                      | 53               | 57               | 50                        | 45                     | 38               | 37                 | 32                            |
| South  | 63                      | 55               | 46               | 49                        | 43                     | 40               | 32                 | 28                            |
| West   | 49                      | 49               | 44               | 45                        | 41                     | 36               | 42                 | 26                            |
| Nuclear power plant<br>in state                  | 54                      | 56               | 44               | 49                        | 50                     | 37               | 38                 | 26                            |
| Electric company operates<br>nuclear power plant | 57                      | 55               | 47               | 48                        | 54                     | 35               | 37                 | 30                            |
| Visited NPP/info center                          | 57                      | 56               | 53               | 54                        | 51                     | 44               | 42                 | 30                            |
| Opinion leader                                   | 61                      | 65               | 49               | 59                        | 57                     | 41               | 45                 | 30                            |
| Environmentalist                                 | 58                      | 60               | 55               | 50                        | 48                     | 37               | 36                 | 34                            |
| Registered voter                                 | 56                      | 53               | 47               | 47                        | 46                     | 35               | 39                 | 26                            |
| Democrat   | 53                      | 52               | 52               | 42                        | 37                     | 43               | 42                 | 37                            |
| Republican                                       | 53                      | 54               | 30               | 48                        | 47                     | 32               | 27                 | 20                            |
| Independent                                      | 54                      | 49               | 51               | 52                        | 48                     | 34               | 35                 | 25                            |
| Influentials                                     | 54                      | 54               | 49               | 55                        | 52                     | 39               | 39                 | 27                            |

**Association of Nuclear Energy with Branding Attributes: Trends**

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*“Do you associate nuclear energy a lot, a little, or not at all with...”*

|  | <b>A Lot</b> | <b>A Little</b> | <b>Not<br/>At All</b> | <b>(Don't<br/>Know)</b> |
|--|--------------|-----------------|-----------------------|-------------------------|
| <b>Clean air</b>                             |              |                 |                       |                         |
| May 2005                                     | 55           | 20              | 18                    | 7                       |
| March 2006                                   | 55           | 22              | 17                    | 6                       |
| September 2006                               | 53           | 24              | 15                    | 7                       |
| April 2007                                   | 42           | 26              | 26                    | 7                       |
| October 2007                                 | 48           | 30              | 16                    | 5                       |
| April 2008                                   | 48           | 30              | 19                    | 3                       |
| September 2008                               | 56           | 25              | 17                    | 2                       |
| March 2009                                   | 49           | 30              | 18                    | 3                       |
| March 2010                                   | 48           | 34              | 15                    | 4                       |
| <b>Affordability/affordable electricity*</b> |              |                 |                       |                         |
| May 2005                                     | 42           | 30              | 16                    | 12                      |
| March 2006                                   | 43           | 33              | 13                    | 11                      |
| September 2006                               | 40           | 31              | 15                    | 14                      |
| April 2007                                   | 31           | 36              | 20                    | 12                      |
| October 2007                                 | 38           | 33              | 20                    | 10                      |
| April 2008*                                  | 47           | 32              | 15                    | 5                       |
| September 2008*                              | 57           | 27              | 14                    | 2                       |
| March 2009*                                  | 52           | 31              | 13                    | 5                       |
| March 2010*                                  | 48           | 32              | 15                    | 5                       |
| <b>Reliability/reliable electricity*</b>     |              |                 |                       |                         |
| May 2005                                     | 50           | 27              | 14                    | 9                       |
| March 2006                                   | 50           | 31              | 12                    | 7                       |
| September 2006                               | 50           | 31              | 13                    | 7                       |
| April 2007                                   | 45           | 32              | 17                    | 7                       |
| October 2007                                 | 45           | 35              | 15                    | 6                       |
| April 2008*                                  | 55           | 29              | 13                    | 3                       |
| September 2008*                              | 62           | 27              | 9                     | 2                       |
| March 2009*                                  | 56           | 28              | 12                    | 4                       |
| March 2010*                                  | 55           | 32              | 8                     | 4                       |

(Continues on next page)

**Association of Nuclear Energy with Branding Attributes: Trends (Continued)**

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*“Do you associate nuclear energy a lot, a little, or not at all with...”*

|                               | <b>A Lot</b> | <b>A Little</b> | <b>Not<br/>At All</b> | <b>(Don't<br/>Know)</b> |
|-------------------------------|--------------|-----------------|-----------------------|-------------------------|
| <b>Efficiency</b>             |              |                 |                       |                         |
| May 2005                      | 51           | 27              | 13                    | 9                       |
| March 2006                    | 55           | 30              | 9                     | 6                       |
| September 2006                | 49           | 31              | 12                    | 8                       |
| April 2007                    | 45           | 31              | 17                    | 7                       |
| October 2007                  | 44           | 35              | 14                    | 6                       |
| April 2008                    | 51           | 32              | 13                    | 4                       |
| September 2008                | 57           | 29              | 11                    | 3                       |
| March 2009                    | 50           | 33              | 14                    | 4                       |
| March 2010                    | 52           | 29              | 14                    | 5                       |
| <b>Energy independence</b>    |              |                 |                       |                         |
| May 2005                      | n/a          | n/a             | n/a                   | n/a                     |
| March 2006                    | 50           | 31              | 13                    | 7                       |
| September 2006                | 49           | 32              | 12                    | 7                       |
| April 2007                    | 42           | 30              | 19                    | 9                       |
| September 2008 (split sample) | 55           | 33              | 11                    | 1                       |
| March 2009                    | 52           | 30              | 14                    | 4                       |
| March 2010                    | 46           | 41              | 13                    | 1                       |
| <b>Sustainability</b>         |              |                 |                       |                         |
| May 2005                      | 42           | 33              | 15                    | 10                      |
| March 2006                    | 43           | 33              | 15                    | 9                       |
| September 2006                | 39           | 35              | 15                    | 10                      |
| April 2007                    | 39           | 33              | 19                    | 9                       |
| October 2007                  | 38           | 35              | 18                    | 9                       |
| April 2008                    | 42           | 35              | 17                    | 6                       |
| September 2008                | 49           | 34              | 13                    | 5                       |
| <b>Energy security</b>        |              |                 |                       |                         |
| May 2005                      | 40           | 33              | 18                    | 9                       |
| March 2006                    | 40           | 35              | 18                    | 8                       |
| September 2006                | 39           | 37              | 16                    | 7                       |
| April 2007                    | 33           | 35              | 24                    | 8                       |
| October 2007                  | 40           | 37              | 17                    | 6                       |
| April 2008                    | 44           | 36              | 17                    | 3                       |
| September 2008 (split sample) | 56           | 33              | 9                     | 2                       |

(Continues on next page)



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**Association of Nuclear Energy with Branding Attributes: Trends (Continued)**

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*“Do you associate nuclear energy a lot, a little, or not at all with...”*

**(Global\*) climate change solution**

|                 |    |    |    |   |
|-----------------|----|----|----|---|
| October 2007*   | 29 | 38 | 24 | 8 |
| April 2008*     | 30 | 37 | 27 | 6 |
| September 2008* | 35 | 37 | 24 | 5 |
| March 2009      | 32 | 36 | 25 | 7 |
| March 2010      | 28 | 40 | 28 | 5 |

**Economic growth**

|                |    |    |    |   |
|----------------|----|----|----|---|
| September 2008 | 45 | 37 | 16 | 2 |
| March 2009     | 37 | 40 | 19 | 3 |
| March 2010     | 37 | 42 | 19 | 2 |

## Expanding Nuclear and Other Low-Carbon/Carbon-Free Energy Sources

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*“Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements.”*

**We should take advantage of all low-carbon energy sources, including nuclear, hydro, and renewable energy, to produce the electricity we need while limiting greenhouse gas emissions.**

|                   | <i>Percentages</i> |
|-------------------|--------------------|
| <b>Agree</b>      | <b>84</b>          |
| <b>Disagree</b>   | <b>13</b>          |
| Strongly agree    | 52                 |
| Somewhat agree    | 32                 |
| Somewhat disagree | 8                  |
| Strongly disagree | 5                  |
| Don't know        | 3                  |

**Carbon-free nuclear energy should be expanded as one way to reduce greenhouse gases and prevent global climate change.**

|                   | <i>Percentages</i> |
|-------------------|--------------------|
| <b>Agree</b>      | <b>80</b>          |
| <b>Disagree</b>   | <b>17</b>          |
| Strongly agree    | 38                 |
| Somewhat agree    | 42                 |
| Somewhat disagree | 8                  |
| Strongly disagree | 8                  |
| Don't know        | 4                  |

**The federal government should provide guaranteed loans to companies to jump-start investment in solar, wind, advanced-design nuclear power plants or other energy technology that reduces greenhouse gases**

|                   | <i>Percentages</i> |
|-------------------|--------------------|
| <b>Agree</b>      | <b>72</b>          |
| <b>Disagree</b>   | <b>26</b>          |
| Strongly agree    | 36                 |
| Somewhat agree    | 36                 |
| Somewhat disagree | 12                 |
| Strongly disagree | 14                 |
| Don't know        | 2                  |

## Expanding Nuclear and Other Emission-Free/ Low-Carbon Energy Sources: Subgroups

- We should take advantage of all low-carbon energy sources, including nuclear, hydro, and renewable energy, to produce the electricity we need while limiting greenhouse gas emissions.
- Carbon-free nuclear energy should be expanded as one way to reduce greenhouse gases and prevent global climate change
- The federal government should provide guaranteed loans to companies to jump-start investment in solar, wind, advanced-design nuclear power plants or other energy technology that reduces greenhouse gases

|                               | <b>Take<br/>Advantage<br/>Of Low-Carbon<br/>Energy Sources</b> | <i>Percent Agree</i><br><b>Carbon-Free<br/>Nuclear<br/>Energy Should<br/>Be Expanded</b> | <b>Federal<br/>Government<br/>Should Provide<br/>Guaranteed Loans</b> |
|-------------------------------|--|--|---|
| <b>All adults</b>             | <b>84</b>  | <b>80</b>  | <b>72</b>   |
| Men                           | 85   | 82   | 73  |
| Women                         | 83   | 78   | 72  |
| Age:                          |  |  |   |
| 18-34                         | 83   | 83   | 77  |
| 35-49                         | 88   | 85   | 72  |
| 50+                           | 83   | 77   | 70  |
| College graduates             | 88   | 84   | 77  |
| Men                           | 87   | 84   | 75  |
| Women                         | 90   | 84   | 78  |
| Not college graduates         | 83   | 79   | 71  |
| Men                           | 84   | 81   | 72  |
| Women                         | 81   | 76   | 69  |
| Northeast                     | 84   | 80   | 73  |
| Midwest                       | 85   | 77   | 70  |
| South                         | 82   | 82   | 69  |
| West                          | 87   | 79   | 78  |
| Nuclear power plant in state  | 85   | 80   | 71  |
| Electric company operates NPP | 88   | 83   | 75  |
| Visited NPP/info center       | 75   | 76   | 69  |
| Opinion leader                | 79   | 83   | 77  |
| Environmentalist              | 88   | 83   | 81  |
| Registered voter              | 85   | 79   | 71  |
| Democrat                      | 88   | 80   | 85  |
| Republican                    | 83   | 78   | 57  |
| Independent                   | 82   | 82   | 71  |
| Influentials                  | 80   | 81   | 73  |

## Expanding Nuclear and Other Emission-Free/ Low-Carbon Energy Sources: Trends

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We should take advantage of all low-carbon energy sources, including nuclear, hydro, and renewable energy, to produce the electricity we need while limiting greenhouse gas emissions.

|                   | <i>Percentages</i> |               |                   |               |                 |                   |
|-------------------|--------------------|---------------|-------------------|---------------|-----------------|-------------------|
|                   | April<br>2007      | April<br>2008 | September<br>2008 | March<br>2009 | October<br>2009 | September<br>2010 |
| <b>Agree</b>      | <b>85</b>          | <b>84</b>     | <b>89</b>         | <b>89</b>     | <b>84</b>       | <b>84</b>         |
| <b>Disagree</b>   | <b>13</b>          | <b>14</b>     | <b>8</b>          | <b>9</b>      | <b>13</b>       | <b>13</b>         |
| Strongly agree    | 51                 | 53            | 58                | 55            | 52              | 52                |
| Somewhat agree    | 33                 | 31            | 32                | 34            | 33              | 32                |
| Somewhat disagree | 7                  | 8             | 5                 | 5             | 7               | 8                 |
| Strongly disagree | 6                  | 7             | 3                 | 5             | 6               | 5                 |
| Don't know        | 3                  | 2             | 2                 | 2             | 3               | 3                 |

Carbon-free (Emission-free\*) nuclear energy should be expanded as one way to reduce greenhouse gases and prevent global climate change.

|                   | <i>Percentages</i> |                  |                   |
|-------------------|--------------------|------------------|-------------------|
|                   | March<br>2009      | October<br>2009* | September<br>2010 |
| <b>Agree</b>      | <b>82</b>          | <b>75</b>        | <b>80</b>         |
| <b>Disagree</b>   | <b>15</b>          | <b>20</b>        | <b>17</b>         |
| Strongly agree    | 45                 | 41               | 38                |
| Somewhat agree    | 37                 | 34               | 42                |
| Somewhat disagree | 8                  | 9                | 8                 |
| Strongly disagree | 8                  | 11               | 8                 |
| Don't know        | 3                  | 4                | 4                 |

## Nuclear Power Plant Safety and Security

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*“Thinking about the nuclear power plants that are operating now, how safe do you regard these plants? Please think of a scale from 1 to 7, where 1 means very unsafe and 7 means very safe. The safer you think they are, the higher the number you would give.”*

|                                 | <i>Percentages</i> |
|---------------------------------|--------------------|
| <b>High safety rating (5-7)</b> | <b>73</b>          |
| 7                               | 19                 |
| 6                               | 24                 |
| 5                               | 30                 |
| <b>Middle (4)</b>               | <b>14</b>          |
| 3                               | 5                  |
| 2                               | 1                  |
| 1                               | 4                  |
| <b>Low safety rating (1-3)</b>  | <b>10</b>          |
| <b>Don't know</b>               | <b>2</b>           |

## Percent Who Gave High Safety Rating to Nuclear Power Plants: Subgroup Trends

*“Thinking about the nuclear (energy\*) power plants that are operating now, how safe do you regard these plants? Please think of a scale from 1 to 7, where 1 means very unsafe and 7 means very safe. The safer you think they are, the higher the number you would give.”*

|                               | Apr.<br>2004* | Oct.<br>2004 | May<br>2005 | Mar.<br>2006 | Sep.<br>2006 | Apr.<br>2007 | Oct.<br>2007 | Apr.<br>2008 | Sep.<br>2008 | Mar.<br>2009 | Oct.<br>2009 | Mar.<br>2010 |
|-------------------------------|---------------|--------------|-------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| <b>All adults</b>             | <b>60</b>     | <b>62</b>    | <b>66</b>   | <b>64</b>    | <b>60</b>    | <b>54</b>    | <b>53</b>    | <b>66</b>    | <b>72</b>    | <b>65</b>    | <b>66</b>    | <b>73</b>    |
| Men                           | 65            | 73           | 69          | 69           | 66           | 63           | 57           | 73           | 79           | 72           | 73           | 80           |
| Women                         | 56            | 51           | 63          | 59           | 54           | 47           | 50           | 60           | 65           | 59           | 60           | 66           |
| Age:                          |               |              |             |              |              |              |              |              |              |              |              |              |
| 18-34                         | 63            | 51           | 60          | 62           | 46           | 43           | 51           | 62           | 68           | 58           | 61           | 70           |
| 35-49                         | 62            | 65           | 66          | 63           | 67           | 57           | 53           | 67           | 70           | 63           | 64           | 75           |
| 50+                           | 60            | 67           | 72          | 67           | 67           | 63           | 58           | 68           | 76           | 74           | 72           | 74           |
| College graduates             | 63            | 59           | 72          | 65           | 60           | 58           | 58           | 67           | 73           | 71           | 70           | 72           |
| Men                           | n/a           | 72           | 77          | 73           | 72           | 74           | 61           | 76           | 83           | 84           | 82           | 75           |
| Women                         | n/a           | 45           | 67          | 59           | 50           | 45           | 54           | 58           | 62           | 58           | 60           | 68           |
| Not college graduates         | 59            | 62           | 64          | 63           | 60           | 53           | 52           | 66           | 71           | 63           | 65           | 73           |
| Men                           | n/a           | 73           | 67          | 67           | 64           | 59           | 55           | 71           | 77           | 68           | 70           | 83           |
| Women                         | n/a           | 53           | 61          | 60           | 56           | 47           | 48           | 61           | 66           | 59           | 59           | 65           |
| Northeast                     | 61            | 61           | 60          | 63           | 65           | 50           | 57           | 61           | 66           | 58           | 60           | 72           |
| Midwest                       | 62            | 60           | 70          | 64           | 59           | 56           | 52           | 70           | 77           | 70           | 69           | 71           |
| South                         | 60            | 66           | 71          | 65           | 62           | 58           | 56           | 69           | 75           | 62           | 70           | 73           |
| West                          | 60            | 57           | 59          | 62           | 54           | 51           | 47           | 62           | 66           | 72           | 63           | 75           |
| Nuclear power plant in state  | 62            | 65           | 68          | 67           | 65           | 58           | 60           | 70           | 73           | 73           | 70           | 76           |
| Electric company operates NPP | 71            | 72           | 71          | 67           | 69           | 58           | 57           | 74           | 76           | 72           | 75           | 77           |
| Visited NPP/info center       | 65            | 76           | 69          | 73           | 64           | 74           | 53           | 75           | 76           | 76           | 82           | 79           |
| Opinion leader                | 59            | 67           | 71          | 65           | 57           | 50           | 53           | 69           | 77           | 69           | 67           | 79           |
| Environmentalist              | 59            | 61           | 66          | 62           | 61           | 54           | 54           | 65           | 70           | 66           | 65           | 74           |
| Registered voter              | 61            | 63           | 67          | 65           | 62           | 55           | 57           | 69           | 75           | 69           | 68           | 74           |
| Democrat                      | 54            | 57           | 64          | 63           | 61           | 52           | 48           | 63           | 63           | 62           | 62           | 70           |
| Republican                    | 70            | 71           | 77          | 71           | 69           | 60           | 57           | 75           | 80           | 80           | 76           | 77           |
| Independent                   | 62            | 58           | 61          | 64           | 54           | 54           | 57           | 67           | 77           | 66           | 66           | 74           |
| Influentials                  | 54            | 66           | 68          | 65           | 59           | 48           | 52           | 69           | 76           | 71           | 72           | 76           |

## Safety of Nuclear Power Plants that are Operating Now: Trends

*"Thinking about the nuclear energy (power\*) plants that are operating now, how safe do you regard these plants? Please think of a scale from "1" to "7," where "1" means "very unsafe" and "7" means "very safe." The safer you think they are, the higher the number you would give."*

### Percentages

|               | <b>Very unsafe</b> |          |          |          |          |          | <b>Very safe</b> | <b>Don't Know</b> |
|---------------|--------------------|----------|----------|----------|----------|----------|------------------|-------------------|
|               | <b>1</b>           | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> | <b>6</b> | <b>7</b>         | <b>8</b>          |
| February 1984 | 22                 | 11       | 15       | 17       | 18       | 10       | 6                | 2                 |
| May 1984      | 16                 | 9        | 17       | 19       | 20       | 10       | 7                | 2                 |
| October 1984  | 22                 | 12       | 14       | 16       | 17       | 10       | 7                | 2                 |
| January 1985  | 25                 | 13       | 14       | 14       | 16       | 10       | 7                | 2                 |
| March 1985    | 17                 | 13       | 18       | 17       | 17       | 10       | 6                | 2                 |
| May 1985      | 21                 | 12       | 15       | 14       | 15       | 12       | 8                | 2                 |
| October 1985  | 24                 | 13       | 15       | 12       | 16       | 10       | 7                | 4                 |
| December 1985 | 25                 | 10       | 16       | 17       | 13       | 7        | 8                | 5                 |
| February 1986 | 19                 | 13       | 16       | 17       | 18       | 10       | 5                | 3                 |
| May 1986      | 11                 | 8        | 15       | 19       | 24       | 14       | 6                | 2                 |
| August 1986   | 13                 | 8        | 15       | 21       | 23       | 12       | 6                | 1                 |
| November 1986 | 19                 | 11       | 15       | 19       | 19       | 8        | 7                | 1                 |
| February 1987 | 14                 | 11       | 19       | 20       | 20       | 11       | 4                | 1                 |
| May 1987      | 8                  | 7        | 19       | 23       | 26       | 10       | 6                | 2                 |
| August 1987   | 16                 | 8        | 16       | 19       | 19       | 12       | 7                | 2                 |
| November 1987 | 5                  | 11       | 18       | 20       | 17       | 9        | 6                | 4                 |
| February 1988 | 15                 | 11       | 18       | 20       | 19       | 9        | 7                | 2                 |
| August 1989   | 15                 | 9        | 15       | 20       | 23       | 11       | 5                | 3                 |
| May 1990      | 13                 | 10       | 16       | 21       | 22       | 10       | 6                | 3                 |
| May 1991      | 6                  | 6        | 14       | 21       | 31       | 12       | 7                | 4                 |
| May 1993      | 9                  | 4        | 10       | 17       | 28       | 15       | 9                | 8                 |
| January 1994  | 9                  | 4        | 14       | 15       | 26       | 16       | 8                | 7                 |
| December 1995 | 10                 | 7        | 14       | 17       | 21       | 13       | 9                | 8                 |
| May 1997      | 12                 | 7        | 14       | 15       | 24       | 13       | 9                | 6                 |
| April 2000    | 7                  | 4        | 9        | 16       | 32       | 15       | 11               | 7                 |
| October 2001  | 6                  | 2        | 8        | 12       | 30       | 21       | 16               | 6                 |
| February 2002 | 8                  | 5        | 9        | 12       | 32       | 14       | 14               | 6                 |

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**Safety of Nuclear Power Plants That are Operating Now: Trends (Continued)**

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*“Thinking about the nuclear energy (power\*) plants that are operating now, how safe do you regard these plants? Please think of a scale from “1” to “7,” where “1” means “very unsafe” and “7” means “very safe.” The safer you think they are, the higher the number you would give.”*

|                       | <i>Percentages</i> |          |          |          |          |          |                  |          |                   |
|-----------------------|--------------------|----------|----------|----------|----------|----------|------------------|----------|-------------------|
|                       | <b>Very unsafe</b> |          |          |          |          |          | <b>Very safe</b> |          | <b>Don't Know</b> |
|                       | <b>1</b>           | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> | <b>6</b> | <b>7</b>         | <b>8</b> |                   |
| October 2003          |                    |          |          |          |          |          |                  |          |                   |
| Sample A <sup>7</sup> | 6                  | 6        | 9        | 14       | 29       | 16       | 14               | 6        |                   |
| Sample B              | 6                  | 3        | 11       | 14       | 30       | 18       | 13               | 5        |                   |
| April 2004            | 5                  | 4        | 10       | 15       | 33       | 19       | 8                | 6        |                   |
| October 2004*         | 6                  | 4        | 10       | 16       | 31       | 17       | 14               | 2        |                   |
| May 2005*             | 6                  | 4        | 6        | 14       | 29       | 20       | 18               | 4        |                   |
| March 2006*           | 4                  | 4        | 10       | 15       | 30       | 19       | 15               | 3        |                   |
| September 2006*       | 7                  | 4        | 11       | 15       | 31       | 18       | 12               | 4        |                   |
| April 2007*           | 9                  | 5        | 11       | 17       | 26       | 16       | 12               | 5        |                   |
| October 2007*         | 8                  | 12       | 11       | 14       | 24       | 15       | 15               | 3        |                   |
| April 2008*           | 5                  | 5        | 9        | 13       | 32       | 20       | 15               | 2        |                   |
| September 2008*       | 5                  | 3        | 8        | 11       | 30       | 22       | 20               | 2        |                   |
| March 2009*           | 6                  | 4        | 10       | 13       | 29       | 19       | 18               | 2        |                   |
| October 2009*         | 4                  | 5        | 8        | 14       | 25       | 24       | 17               | 3        |                   |
| March 2010*           | 4                  | 1        | 5        | 14       | 30       | 24       | 19               | 2        |                   |

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<sup>7</sup> In October 2003, the sample was divided into two equal parts. The samples differed in the questions that immediately preceded the safety question. Half the sample (Sample A) was asked the safety question with no information provided first. The other half of the sample (Sample B) was asked the safety question after the following sequence: 1) a question on favorability to nuclear energy, 2) information (“*More than 100 nuclear power plants produce all the electricity used by one of every five American homes and businesses without emitting any air pollution*”) and 3) the favorability question repeated.



## Security of Today's Nuclear Power Plants: Subgroup Trends

*“And do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree that today's nuclear power plants are safe and secure?”*

|                   | <i>Percentages</i> |
|-------------------|--------------------|
| <b>Agree</b>      | <b>82</b>          |
| <b>Disagree</b>   | <b>15</b>          |
| Strongly agree    | 31                 |
| Somewhat agree    | 51                 |
| Somewhat disagree | 10                 |
| Strongly disagree | 5                  |
| Don't know        | 3                  |

### *Percent Agree*

|                              | Sep.<br>2006     | Apr.<br>2007     | Oct.<br>2007     | Apr.<br>2008     | Sep.<br>2008     | Mar.<br>2009     | Oct.<br>2009     | Mar.<br>2010     |
|------------------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| <b><u>All adults</u></b>     | <b><u>65</u></b> | <b><u>63</u></b> | <b><u>69</u></b> | <b><u>71</u></b> | <b><u>78</u></b> | <b><u>76</u></b> | <b><u>72</u></b> | <b><u>82</u></b> |
| Men                          | 72               | 71               | 72               | 77               | 82               | 83               | 80               | 88               |
| Women                        | 58               | 55               | 65               | 65               | 74               | 69               | 65               | 77               |
| Age:                         |                  |                  |                  |                  |                  |                  |                  |                  |
| 18-34                        | 62               | 63               | 68               | 70               | 76               | 77               | 72               | 85               |
| 35-49                        | 68               | 56               | 73               | 74               | 77               | 73               | 73               | 86               |
| 50+                          | 65               | 66               | 67               | 70               | 81               | 77               | 73               | 79               |
| College graduates            | 66               | 65               | 70               | 75               | 83               | 79               | 77               | 87               |
| Men                          | 76               | 75               | 71               | 82               | 89               | 86               | 84               | 90               |
| Women                        | 57               | 56               | 69               | 67               | 75               | 71               | 71               | 83               |
| Not college graduates        | 64               | 62               | 68               | 70               | 76               | 75               | 71               | 81               |
| Men                          | 71               | 70               | 73               | 75               | 79               | 83               | 79               | 87               |
| Women                        | 59               | 54               | 64               | 64               | 74               | 68               | 63               | 75               |
| Northeast                    | 68               | 64               | 70               | 68               | 73               | 71               | 70               | 79               |
| Midwest                      | 64               | 65               | 67               | 75               | 80               | 79               | 74               | 85               |
| South                        | 64               | 63               | 69               | 71               | 81               | 75               | 74               | 82               |
| West                         | 65               | 59               | 69               | 69               | 76               | 78               | 70               | 82               |
| Nuclear power plant in state | 69               | 65               | 74               | 74               | 78               | 82               | 77               | 83               |
| Electric company operates    |                  |                  |                  |                  |                  |                  |                  |                  |
| nuclear plant                | 70               | 63               | 76               | 79               | 77               | 84               | 80               | 84               |
| Visited NPP/info center      | 66               | 72               | 74               | 77               | 86               | 79               | 83               | 82               |
| Opinion leader               | 60               | 62               | 72               | 78               | 81               | 79               | 71               | 88               |
| Environmentalist             | 63               | 64               | 68               | 69               | 74               | 76               | 71               | 81               |
| Registered voter             | 65               | 64               | 71               | 73               | 78               | 77               | 74               | 82               |
| Democrat                     | 61               | 59               | 72               | 66               | 75               | 72               | 65               | 78               |
| Republican                   | 77               | 73               | 72               | 82               | 86               | 85               | 83               | 86               |
| Independent                  | 61               | 58               | 67               | 69               | 79               | 75               | 76               | 84               |
| Influentials                 | 63               | 57               | 63               | 77               | 82               | 75               | 76               | 83               |

## Percent Who Heard or Read Information on Topics in the Past Year: Trends

*“I’ll read you some topics about nuclear energy. Please tell me if you have heard or read any information on the topic in the past year—that is, during the past year but before this interview. Just say yes or no. How about....”*

|   | “Yes”        |              |              |              |              |              |              |              |              |  |
|---|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--|
|   | Mar.<br>2006 | Sep.<br>2006 | Apr.<br>2007 | Oct.<br>2007 | Apr.<br>2008 | Sep.<br>2008 | Mar.<br>2009 | Oct.<br>2009 | Mar.<br>2010 |  |
| The need to reduce America’s dependence on energy from unstable parts of the world                | 68           | 69           | 73           | 60           | 72           | 78           | --           | --           | --           |  |
| Using nuclear energy to reduce America’s dependence on foreign oil                                | --           | --           | --           | --           | --           | --           | 67           | 65           | 65           |  |
| The need for nuclear energy   | 60           | 58           | 57           | 52           | 55           | 68           | 64           | 61           | --           |  |
| Clean air benefits of nuclear energy  | 47           | 47           | 46           | 46           | 38           | 45           | 52           | 45           | 54           |  |
| The need to build more nuclear power plants in the U.S.   | 48           | 49           | 48           | 44           | 47           | 58           | 56           | 51           | 59           |  |
| The need to build more nuclear energy facilities in the U.S.                                      | --           | --           | --           | --           | --           | --           | 53           | 55           | --           |  |
| Efficiency of nuclear power plants  | 47           | 48           | 45           | 43           | 47           | 51           | --           | --           | --           |  |
| Reliability of nuclear power plants   | 44           | 45           | 43           | 41           | 45           | 51           | --           | --           | --           |  |
| Using nuclear energy as a way to fight global warming and climate change                          | 39           | 44           | 39           | 39           | 38           | 46           | 48           | 41           | 47           |  |
| Safety of nuclear power plants  | --           | --           | --           | --           | 49           | 54           | 51           | 52           | 51           |  |
| Using nuclear energy to grow (fuel*) the economy and create jobs                                  | --           | --           | --           | --           | --           | --           | 49*          | 41           | 50           |  |
| The federal government awarded a loan guarantee for building new nuclear power plants             | --           | --           | --           | --           | --           | --           | --           | --           | 27           |  |
| Recent releases of a very weak radioactive material called tritium from some nuclear power plants | --           | --           | --           | --           | --           | --           | --           | --           | 16           |  |

## Nuclear Waste Management

---

"Do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements about used nuclear fuel rods, also known as nuclear waste?"

- (SPLIT SAMPLE A) "Used nuclear fuel rods can be stored safely and securely at nuclear energy plants."

|                   | Percentages |
|-------------------|-------------|
| <b>Agree</b>      | <b>61</b>   |
| <b>Disagree</b>   | <b>30</b>   |
| Strongly agree    | 17          |
| Somewhat agree    | 44          |
| Somewhat disagree | 19          |
| Strongly disagree | 11          |
| Don't know        | 9           |

- (SPLIT SAMPLE A) "The federal government should store used nuclear fuel rods at a secure storage facility away from the nuclear energy plant sites until a permanent disposal facility is ready."

|                   | Percentages |
|-------------------|-------------|
| <b>Agree</b>      | <b>81</b>   |
| <b>Disagree</b>   | <b>15</b>   |
| Strongly agree    | 51          |
| Somewhat agree    | 30          |
| Somewhat disagree | 9           |
| Strongly disagree | 5           |
| Don't know        | 4           |

Continues

## Nuclear Waste Management (Continued)

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*“Do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements about used nuclear fuel rods, also known as nuclear waste?”*

- *(SPLIT SAMPLE B) Used nuclear fuel rods can be stored safely and securely at nuclear energy plants?”*

|                   | <i>Percentages</i> |
|-------------------|--------------------|
| <b>Agree</b>      | <b>57</b>          |
| <b>Disagree</b>   | <b>36</b>          |
| Strongly agree    | 16                 |
| Somewhat agree    | 40                 |
| Somewhat disagree | 19                 |
| Strongly disagree | 17                 |
| Don't know        | 7                  |

- *(SPLIT SAMPLE B) The U.S. Nuclear Regulatory Commission has determined that used nuclear fuel rods can be stored safely at nuclear energy plants for 100 years. Hearing that, would you strongly agree, somewhat agree, somewhat disagree, or strongly disagree that used nuclear fuel rods can be stored safely and securely at nuclear energy plants?*

|                   | <i>Percentages</i> |
|-------------------|--------------------|
| <b>Agree</b>      | <b>59</b>          |
| <b>Disagree</b>   | <b>36</b>          |
| Strongly agree    | 19                 |
| Somewhat agree    | 40                 |
| Somewhat disagree | 21                 |
| Strongly disagree | 16                 |
| Don't know        | 5                  |

## Nuclear Waste Management: Subgroups

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*“Do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements about used nuclear fuel rods, also known as nuclear waste?”*

- *(Split sample) Used nuclear fuel rods can be stored safely and securely at nuclear energy plants.*
- *(Split sample) The federal government should store used nuclear fuel rods at a secure storage facility away from the nuclear energy plant sites until a permanent disposal facility is ready.*

|   | <i>Percent Agree</i>  |   |
|---|---|---|
|   | <b>Store Used<br/>Nuclear Fuel At<br/>Storage Facility<br/>Away From Nuclear<br/>Energy Sites</b> | <b>Used Nuclear<br/>Fuel Can Be Stored<br/>Safely At<br/>Plant Site</b> |
| <b><u>All adults</u></b>                | <b><u>81</u></b>  | <b><u>61</u></b>  |
| Men                                     | 85  | 68  |
| Women                                   | 78  | 54  |
| Age:                                    |   |   |
| 18-34                                   | 83  | 65  |
| 35-49                                   | 83  | 60  |
| 50+                                     | 79  | 57  |
| College graduates                       | 78  | 61  |
| Men                                     | 76  | 64  |
| Women                                   | 80  | 58  |
| Not college graduates                   | 82  | 61  |
| Men                                     | 89  | 70  |
| Women                                   | 77  | 53  |
| Northeast                               | 79  | 63  |
| Midwest                                 | 84  | 65  |
| South                                   | 79  | 59  |
| West                                    | 83  | 59  |
| Nuclear power plant in state            | 81  | 60  |
| Electric company operates nuclear plant | 83  | 64  |
| Visited NPP/info center                 | 70  | 57  |
| Opinion leader                          | 84  | 65  |
| Environmentalist                        | 81  | 60  |
| Registered voter                        | 81  | 60  |
| Democrat                                | 82  | 58  |
| Republican                              | 76  | 65  |
| Independent                             | 83  | 62  |
| Influentials                            | 76  | 56  |

## Nuclear Waste Management: Subgroups

---

*“Do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements about used nuclear fuel rods, also known as nuclear waste?”*

- *(Split sample) Used nuclear fuel rods can be stored safely and securely at nuclear energy plants?*
- *(Split sample) The U.S. Nuclear Regulatory Commission has determined that used nuclear fuel rods can be stored safely at nuclear energy plants for 100 years. Hearing that, would you strongly agree, somewhat agree, somewhat disagree, or strongly disagree that used nuclear fuel rods can be stored safely and securely at nuclear energy plants?*

*Percent Agree*

|   | <b>Used Nuclear<br/>Fuel Rods Can<br/>Be Stored<br/>At Plant Site<br/>(NRC)</b> | <b>Used Nuclear<br/>Fuel Rods Can Be Stored<br/>Safely At<br/>Plant Site</b> |
|---|---|--|
| <b><u>All adults</u></b>                | <b><u>59</u></b>  | <b><u>57</u></b>   |
| Men                                     | 61  | 60   |
| Women                                   | 57  | 53   |
| Age:                                    |   |  |
| 18-34                                   | 66  | 61   |
| 35-49                                   | 60  | 57   |
| 50+                                     | 54  | 54   |
| College graduates                       | 69  | 58   |
| Men                                     | 69  | 63   |
| Women                                   | 68  | 54   |
| Not college graduates                   | 55  | 56   |
| Men                                     | 58  | 60   |
| Women                                   | 53  | 52   |
| Northeast                               | 57  | 57   |
| Midwest                                 | 64  | 62   |
| South                                   | 61  | 58   |
| West                                    | 53  | 49   |
| Nuclear power plant in state            | 64  | 61   |
| Electric company operates nuclear plant | 69  | 64   |
| Visited NPP/info center                 | 72  | 61   |
| Opinion leader                          | 71  | 64   |
| Environmentalist                        | 61  | 58   |
| Registered voter                        | 59  | 56   |
| Democrat                                | 54  | 50   |
| Republican                              | 69  | 69   |
| Independent                             | 58  | 55   |
| Influentials                            | 69  | 62   |

## Recycling Used Nuclear Fuel Rods

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- (SPLIT SAMPLE) "If a panel of independent experts recommended recycling used nuclear fuel rods to make more electricity and reduce the amount of waste that has to be disposed of, would you strongly favor, somewhat favor, somewhat oppose, or strongly oppose these plans?"

|                 | <i>Percentages</i> |
|-----------------|--------------------|
| <b>Favor</b>    | <b>85</b>          |
| <b>Oppose</b>   | <b>12</b>          |
| Strongly favor  | 48                 |
| Somewhat favor  | 37                 |
| Somewhat oppose | 6                  |
| Strongly oppose | 6                  |
| Don't know      | 3                  |

- (SPLIT SAMPLE) "Would you strongly favor, somewhat favor, somewhat oppose, or strongly oppose recycling used nuclear fuel rods to make more electricity and reduce the amount of waste that has to be disposed of?"

|                 | <i>Percentages</i> |
|-----------------|--------------------|
| <b>Favor</b>    | <b>79</b>          |
| <b>Oppose</b>   | <b>16</b>          |
| Strongly favor  | 47                 |
| Somewhat favor  | 32                 |
| Somewhat oppose | 9                  |
| Strongly oppose | 7                  |
| Don't know      | 5                  |

## Recycling Used Nuclear Fuel Rods: Subgroups

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- (SPLIT SAMPLE) "Would you strongly favor, somewhat favor, somewhat oppose, or strongly oppose recycling used nuclear fuel rods to make more electricity and reduce the amount of waste that has to be disposed of?"
- (SPLIT SAMPLE) "If a panel of independent experts recommended recycling used nuclear fuel rods to make more electricity and reduce the amount of waste that has to be disposed of, would you strongly favor, somewhat favor, somewhat oppose, or strongly oppose these plans?"

*Percent Favor*

|   | <b>Experts<br/>Recommended<br/>Recycling Used<br/>Nuclear Fuel Rods<br/>For Electricity</b> | <b>Recycling Used<br/>Nuclear Fuel Rods<br/>For Electricity</b> |
|---|---|---|
| <b><u>All adults</u></b>                | <b><u>85</u></b>  | <b><u>79</u></b>  |
| Men                                     | 91  | 85  |
| Women                                   | 80  | 74  |
| Age:                                    |   |   |
| 18-34                                   | 93  | 94  |
| 35-49                                   | 84  | 81  |
| 50+                                     | 80  | 71  |
| College graduates                       | 86  | 84  |
| Men                                     | 89  | 88  |
| Women                                   | 81  | 79  |
| Not college graduates                   | 85  | 78  |
| Men                                     | 92  | 84  |
| Women                                   | 79  | 71  |
| Northeast                               | 85  | 70  |
| Midwest                                 | 87  | 73  |
| South                                   | 86  | 88  |
| West                                    | 83  | 82  |
| Nuclear power plant in state            | 88  | 79  |
| Electric company operates nuclear plant | 86  | 86  |
| Visited NPP/info center                 | 94  | 85  |
| Opinion leader                          | 85  | 87  |
| Environmentalist                        | 87  | 84  |
| Registered voter                        | 86  | 81  |
| Democrat                                | 81  | 72  |
| Republican                              | 90  | 85  |
| Independent                             | 88  | 83  |
| Influentials                            | 88  | 93  |



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**Perceived Support From President Obama, Congress and the American Public**

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*“Please tell me if you think the following generally support building more nuclear power plants or generally oppose building more nuclear power plants.”*

|                         | <b>Support</b> | <b>Oppose</b> | <b>Don't Know</b> |
|-------------------------|----------------|---------------|-------------------|
| President Obama         | 50             | 29            | 21                |
| Republicans in Congress | 46             | 32            | 22                |
| The American Public     | 42             | 44            | 14                |
| Democrats in Congress   | 37             | 41            | 22                |

**Percent Perceive President Obama, Congress and the American Public Support  
Building More Nuclear Power Plants: Subgroups**

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*"Please tell me if you think the following generally support building more nuclear power plants or generally oppose building more nuclear power plants."*

|                               | <b>President<br/>Obama</b> | <b>Republicans<br/>In Congress</b> | <b>The American<br/>Public</b> | <b>Democrats<br/>In Congress</b> |
|-------------------------------|----------------------------|------------------------------------|--------------------------------|----------------------------------|
| <b><u>All adults</u></b>      | <b><u>50</u></b>           | <b><u>46</u></b>                   | <b><u>42</u></b>               | <b><u>37</u></b>                 |
| Men                           | 52                         | 55                                 | 51                             | 34                               |
| Women                         | 49                         | 38                                 | 34                             | 40                               |
| Age:                          |                            |                                    |                                |                                  |
| 18-34                         | 57                         | 48                                 | 35                             | 40                               |
| 35-49                         | 53                         | 48                                 | 47                             | 41                               |
| 50+                           | 44                         | 43                                 | 45                             | 34                               |
| College graduates             | 55                         | 60                                 | 46                             | 36                               |
| Men                           | 55                         | 68                                 | 56                             | 35                               |
| Women                         | 55                         | 51                                 | 35                             | 37                               |
| Not college graduates         | 49                         | 41                                 | 40                             | 38                               |
| Men                           | 51                         | 49                                 | 48                             | 34                               |
| Women                         | 47                         | 34                                 | 34                             | 42                               |
| Northeast                     | 47                         | 44                                 | 41                             | 40                               |
| Midwest                       | 52                         | 43                                 | 48                             | 36                               |
| South                         | 49                         | 48                                 | 43                             | 41                               |
| West                          | 54                         | 48                                 | 37                             | 31                               |
| Nuclear power plant in state  | 52                         | 46                                 | 48                             | 36                               |
| Electric company operates NPP | 53                         | 48                                 | 55                             | 39                               |
| Visited NPP/info center       | 47                         | 50                                 | 53                             | 44                               |
| Opinion leader                | 57                         | 55                                 | 51                             | 48                               |
| Environmentalist              | 57                         | 46                                 | 42                             | 41                               |
| Registered voter              | 50                         | 46                                 | 44                             | 37                               |
| Democrat                      | 61                         | 39                                 | 38                             | 48                               |
| Republican                    | 43                         | 58                                 | 42                             | 30                               |
| Independent                   | 50                         | 49                                 | 47                             | 35                               |
| Influentials                  | 52                         | 60                                 | 51                             | 37                               |

Continued

## Special Sample Groups: Trends

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*“To the best of your knowledge, is each of the following true or not true?”*

*“Please say yes or no to the following, based on the best of your knowledge.”*

|  | <i>Percentages</i>   |                        |                     |
|--|----------------------|------------------------|---------------------|
|  | <b>Yes/<br/>True</b> | <b>No/Not<br/>True</b> | <b>Not<br/>Sure</b> |
| <b>There is a nuclear power plant/an electricity-<br/>generating nuclear power plant* in this state.</b> |                      |                        |                     |
| May 1993   | 64                   | 20                     | 17                  |
| June 1993  | 67                   | 15                     | 18                  |
| October 1994*  | 59                   | 20                     | 21                  |
| April 1995*  | 65                   | 17                     | 18                  |
| November 1995*   | 59                   | 17                     | 24                  |
| December 1995*   | 61                   | 21                     | 18                  |
| June 1996*   | 65                   | 19                     | 16                  |
| April 2000   | 63                   | 21                     | 16                  |
| November 2000  | 64                   | 17                     | 20                  |
| March 2001   | 61                   | 23                     | 16                  |
| July 2001  | 64                   | 19                     | 17                  |
| October 2001   | 65                   | 19                     | 16                  |
| February 2002  | 66                   | 21                     | 13                  |
| June 2002  | 62                   | 17                     | 21                  |
| June 2002  | 67                   | 20                     | 12                  |
| October 2002   | 70                   | 17                     | 13                  |
| May 2003   | 61                   | 21                     | 18                  |
| October 2003   | 64                   | 16                     | 21                  |
| April 2004   | 65                   | 15                     | 20                  |
| October 2004   | 65                   | 16                     | 19                  |
| May 2005   | 64                   | 20                     | 16                  |
| March 2006   | 63                   | 26                     | 11                  |
| September 2006   | 63                   | 23                     | 14                  |
| April 2007   | 66                   | 29                     | 6                   |
| October 2007   | 58                   | 30                     | 12                  |
| April 2008   | 62                   | 26                     | 13                  |
| September 2008   | 69                   | 23                     | 8                   |
| March 2009   | 61                   | 22                     | 17                  |
| October 2009   | 68                   | 25                     | 7                   |
| March 2010   | 63                   | 22                     | 16                  |

Continues on next page

**Special Sample Groups: Trends  
(Continued)**

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*“To the best of your knowledge, is each of the following true or not true?”*

*“Please say yes or no to the following, based on the best of your knowledge.”*

|  | <i>Percentages</i>   |                        |                     |
|--|----------------------|------------------------|---------------------|
|  | <b>Yes/<br/>True</b> | <b>No/Not<br/>True</b> | <b>Not<br/>Sure</b> |
| <b>To the best of your knowledge (is the following true or not true*) does your local electric company operate(s) a nuclear power plant?</b> |                      |                        |                     |
| March 1992*  | 29                   | 53                     | 18                  |
| June 1992*   | 25                   | 55                     | 21                  |
| June 1993  | 29                   | 47                     | 25                  |
| April 2000   | 36                   | 29                     | 35                  |
| November 2000  | 26                   | 24                     | 50                  |
| March 2001   | 32                   | 43                     | 25                  |
| July 2001  | 31                   | 43                     | 26                  |
| October 2001   | 28                   | 46                     | 26                  |
| February 2002  | 30                   | 47                     | 23                  |
| June 2002  | 28                   | 39                     | 33                  |
| June 2002  | 28                   | 49                     | 22                  |
| October 2002   | 32                   | 44                     | 24                  |
| May 2003   | 28                   | 43                     | 29                  |
| October 2003   | 29                   | 34                     | 37                  |
| April 2004   | 32                   | 38                     | 30                  |
| October 2004   | 26                   | 43                     | 31                  |
| May 2005   | 28                   | 50                     | 22                  |
| March 2006   | 29                   | 50                     | 21                  |
| September 2006   | 25                   | 54                     | 21                  |
| April 2007   | 32                   | 60                     | 8                   |
| October 2007   | 33                   | 48                     | 19                  |
| April 2008   | 29                   | 56                     | 16                  |
| September 2008   | 31                   | 54                     | 15                  |
| March 2009   | 25                   | 53                     | 21                  |
| October 2009   | 32                   | 54                     | 14                  |
| March 2010   | 29                   | 51                     | 20                  |

Continues on next page

**Special Sample Groups: Trends  
(Continued)**

---

*“To the best of your knowledge, is each of the following true or not true?”*

*“Please say yes or no to the following, based on the best of your knowledge.”*

|  | <i>Percentages</i>   |                        |                     |
|--|----------------------|------------------------|---------------------|
|  | <b>Yes/<br/>True</b> | <b>No/Not<br/>True</b> | <b>Not<br/>Sure</b> |
| <b>You have visited a nuclear power plant or an information center (energy education center*) at the plant</b> |                      |                        |                     |
| November 2000  | 18                   | 80                     | 2                   |
| March 2001   | 14                   | 85                     | 1                   |
| July 2001  | 15                   | 81                     | 3                   |
| October 2001   | 13                   | 85                     | 2                   |
| February 2002  | 17                   | 81                     | 2                   |
| June 2002  | 14                   | 84                     | 2                   |
| June 2002  | 12                   | 87                     | 0                   |
| October 2002   | 18                   | 79                     | 2                   |
| May 2003   | 16                   | 81                     | 3                   |
| October 2003   | 18                   | 80                     | 2                   |
| April 2004   | 19                   | 78                     | 3                   |
| October 2004   | 16                   | 82                     | 2                   |
| May 2005   | 19                   | 79                     | 2                   |
| March 2006   | 15                   | 84                     | 1                   |
| September 2006   | 14                   | 84                     | 1                   |
| April 2007   | 13                   | 87                     | 0                   |
| October 2007   | 19                   | 78                     | 3                   |
| April 2008   | 16                   | 83                     | 1                   |
| September 2008   | 18                   | 82                     | 1                   |
| March 2009   | 16                   | 83                     | 1                   |
| October 2009*  | 14                   | 84                     | 1                   |
| March 2010   | 16                   | 83                     | 1                   |

Continues on next page

**Special Sample Groups: Trends  
(Continued)**

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*“To the best of your knowledge, is each of the following true or not true?”*

*“Please say yes or no to the following, based on the best of your knowledge.”*

|  | <i>Percentages</i>   |                        |                     |
|--|----------------------|------------------------|---------------------|
|  | <b>Yes/<br/>True</b> | <b>No/Not<br/>True</b> | <b>Not<br/>Sure</b> |
| <b>You consider yourself an environmentalist</b> |                      |                        |                     |
| July 2001  | 56                   | 41                     | 3                   |
| October 2001                                     | 51                   | 47                     | 2                   |
| February 2002                                    | 52                   | 47                     | 2                   |
| June 2002  | 46                   | 51                     | 3                   |
| June 2002  | 54                   | 44                     | 2                   |
| October 2002                                     | 60                   | 39                     | 1                   |
| May 2003   | 45                   | 53                     | 3                   |
| October 2003                                     | 55                   | 42                     | 3                   |
| April 2004                                       | 57                   | 39                     | 4                   |
| October 2004                                     | 56                   | 40                     | 4                   |
| May 2005   | 56                   | 42                     | 2                   |
| March 2006                                       | 54                   | 45                     | 1                   |
| September 2006                                   | 58                   | 40                     | 2                   |
| April 2007                                       | 51                   | 49                     | 0                   |
| October 2007                                     | 48                   | 50                     | 2                   |
| April 2008                                       | 55                   | 44                     | 1                   |
| September 2008                                   | 51                   | 49                     | 0                   |
| March 2009                                       | 54                   | 46                     | 1                   |
| October 2009                                     | 40                   | 60                     | 1                   |
| March 2010                                       | 50                   | 48                     | 2                   |

**Special Sample Groups: Trends  
(Continued)**

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*“To the best of your knowledge, is each of the following true or not true?”*

*“Please say yes or no to the following, based on the best of your knowledge.”*

|   | <i>Percentages</i>   |                        |                     |
|---|----------------------|------------------------|---------------------|
|   | <b>Yes/<br/>True</b> | <b>No/Not<br/>True</b> | <b>Not<br/>Sure</b> |
| <b>You are considered an opinion leader in your community</b> |                      |                        |                     |
| July 2001   | 23                   | 74                     | 3                   |
| October 2001  | 23                   | 74                     | 3                   |
| February 2002   | 24                   | 73                     | 3                   |
| June 2002   | 17                   | 80                     | 3                   |
| June 2002   | 27                   | 70                     | 2                   |
| October 2002  | 30                   | 68                     | 2                   |
| May 2003  | 23                   | 73                     | 4                   |
| October 2003  | 27                   | 70                     | 3                   |
| April 2004  | 31                   | 63                     | 5                   |
| October 2004  | 29                   | 67                     | 4                   |
| May 2005  | 31                   | 65                     | 4                   |
| March 2006  | 29                   | 68                     | 3                   |
| September 2006  | 32                   | 65                     | 3                   |
| April 2007  | 27                   | 72                     | 0                   |
| October 2007  | 31                   | 66                     | 3                   |
| April 2008  | 26                   | 73                     | 1                   |
| September 2008  | 26                   | 72                     | 2                   |
| March 2009  | 28                   | 70                     | 2                   |
| October 2009  | 21                   | 78                     | 1                   |
| March 2010  | 23                   | 76                     | 1                   |

Continues on next page

**Special Sample Groups: Trends  
(Continued)**

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*“To the best of your knowledge, is each of the following true or not true?”*

*“Please say yes or no to the following, based on the best of your knowledge.”*

|                                   | <i>Percentages</i>   |                        |                     |
|-----------------------------------|----------------------|------------------------|---------------------|
|                                   | <b>Yes/<br/>True</b> | <b>No/Not<br/>True</b> | <b>Not<br/>Sure</b> |
| <b>You are registered to vote</b> |                      |                        |                     |
| October 2001                      | 84                   | 15                     | 0                   |
| February 2002                     | 86                   | 14                     | 0                   |
| June 2002                         | 81                   | 19                     | 0                   |
| June 2002                         | 84                   | 15                     | 0                   |
| October 2002                      | 85                   | 14                     | 1                   |
| May 2003                          | 81                   | 17                     | 2                   |
| October 2003                      | 83                   | 17                     | 0                   |
| April 2004                        | 84                   | 14                     | 2                   |
| October 2004                      | 85                   | 14                     | 1                   |
| May 2005                          | 85                   | 15                     | 0                   |
| March 2006                        | 87                   | 12                     | 1                   |
| September 2006                    | 84                   | 16                     | 0                   |
| April 2007                        | 85                   | 15                     | 0                   |
| October 2007                      | 78                   | 21                     | 3                   |
| April 2008                        | 85                   | 15                     | 0                   |
| September 2008                    | 85                   | 14                     | 1                   |
| March 2009                        | 88                   | 12                     | 0                   |
| October 2009                      | 90                   | 10                     | 0                   |
| March 2010                        | 89                   | 11                     | 0                   |



**Political Party: Subgroups**

---

*“Generally speaking, do you usually consider yourself as...?”*

*Percentages*

|                      |    |
|----------------------|----|
| Democrat             | 32 |
| Independent          | 33 |
| Republican           | 21 |
| Something else       | 3  |
| None of the above    | 4  |
| Don't know/no answer | 8  |

*Percentages*

|   | <b>Independent</b> | <b>Democrat</b>  | <b>Republican</b> |
|---|--------------------|------------------|-------------------|
| <b><u>All adults</u></b>                | <b><u>33</u></b>   | <b><u>32</u></b> | <b><u>21</u></b>  |
| Men                                     | 37                 | 30               | 18                |
| Women                                   | 29                 | 33               | 24                |
| Age:                                    |                    |                  |                   |
| 18-34                                   | 30                 | 31               | 23                |
| 35-49                                   | 36                 | 28               | 20                |
| 50+                                     | 34                 | 35               | 20                |
| College graduates                       | 35                 | 28               | 25                |
| Men                                     | 36                 | 25               | 26                |
| Women                                   | 33                 | 31               | 24                |
| Not college graduates                   | 32                 | 33               | 20                |
| Men                                     | 38                 | 32               | 15                |
| Women                                   | 28                 | 34               | 24                |
| Northeast                               | 37                 | 33               | 18                |
| Midwest                                 | 33                 | 33               | 21                |
| South                                   | 33                 | 32               | 22                |
| West                                    | 30                 | 29               | 23                |
| Nuclear power plant in state            | 31                 | 30               | 23                |
| Electric company operates nuclear plant | 35                 | 33               | 18                |
| Visited NPP/info center                 | 43                 | 23               | 25                |
| Opinion leader                          | 33                 | 30               | 22                |
| Environmentalist                        | 33                 | 36               | 17                |
| Registered voter                        | 33                 | 33               | 22                |
| Influentials                            | 35                 | 31               | 20                |

# QUESTIONNAIRE

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## U.S. Public Opinion on Nuclear Energy March 2010

Source: Bisconti Research, Inc. with GfK Roper. Telephone interviews with 1,000 nationally representative U.S. adults March 18-21, 2010, margin of error is plus or minus three percentage points.

**Next, I'm going to ask you some questions about energy and electricity.**

- 1. How important do you think nuclear energy will be in meeting this nation's electricity needs in the years ahead? Do you think nuclear energy will be very important, somewhat important, not too important, or not important at all?**

|                      |           |
|----------------------|-----------|
| <b>Important</b>     | <b>87</b> |
| <b>Not important</b> | <b>10</b> |
| Very important       | 47        |
| Somewhat important   | 40        |
| Not too important    | 5         |
| Not important at all | 4         |
| Don't know           | 3         |

- 2. Please tell me if you personally strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements. How about...**

|   | AGREE | Strongly Agree | Somewhat Agree | Somewhat Disagree | Strongly Disagree | Don't Know |
|---|-------|----------------|----------------|-------------------|-------------------|------------|
| When their original operating license expires, we should renew the license of nuclear power plants that continue to meet federal safety standards | 87    | 48             | 39             | 6                 | 5                 | 3          |
| Electric utilities should prepare now so that new nuclear power plants could be built if needed in the next decade                                | 84    | 43             | 41             | 7                 | 5                 | 3          |
| We should definitely build more nuclear power plants in the future  | 70    | 34             | 36             | 15                | 13                | 3          |

3. Overall, do you **strongly favor**, **somewhat favor**, **somewhat oppose**, or **strongly oppose** the use of nuclear energy as one of the ways to provide electricity in the United States?

|                 |           |
|-----------------|-----------|
| <b>Favor</b>    | <b>74</b> |
| <b>Oppose</b>   | <b>23</b> |
| Strongly favor  | 33        |
| Somewhat favor  | 41        |
| Somewhat oppose | 13        |
| Strongly oppose | 10        |
| Don't know      | 3         |

4. Would new nuclear power plants be more acceptable to you if you knew the plants would be added at sites where current nuclear power plants are already operating?

|            |    |
|------------|----|
| Yes        | 74 |
| No         | 19 |
| Don't know | 7  |

5. If a new power plant were needed to supply electricity, would it be **acceptable** to you or **not acceptable** to you to add a new reactor at the site of the nearest nuclear power plant that is already operating?

|                |    |
|----------------|----|
| Acceptable     | 77 |
| Not Acceptable | 19 |
| Don't know     | 4  |

6. Which of the following items seems most important to you...

(READ LIST. RANDOMIZE. CHECK ONLY ONE RESPONSE.)

**And which one of the remaining items seems second most important to you?**

(READ LIST. RANDOMIZE. CHECK ONLY ONE RESPONSE.)

|                     | First in Importance | First or Second in Importance |
|---------------------|---------------------|-------------------------------|
| Job creation        | 41                  | 64                            |
| Economic growth     | 23                  | 48                            |
| Energy independence | 14                  | 39                            |
| Global warming      | 15                  | 25                            |
| Air pollution       | 7                   | 22                            |
| Don't know          | 1                   | 2                             |

**7. Which concerns you more...**

SPLIT SAMPLE VERSION A:

|                       |    |
|-----------------------|----|
| Air pollution         | 60 |
| Global climate change | 35 |
| Don't know            | 5  |

SPLIT SAMPLE VERSION B:

|                |    |
|----------------|----|
| Air pollution  | 63 |
| Global warming | 33 |
| Don't know     | 4  |

**8. Do you associate nuclear energy a lot, a little, or not at all with...**

| RANDOMIZE LIST.<br>SELECT 4 AT RANDOM EACH TIME: | A lot | A little | Not At All | Don't Know |
|--|-------|----------|------------|------------|
| Reliable electricity                             | 55    | 32       | 8          | 4          |
| Efficiency                                       | 52    | 29       | 14         | 5          |
| Affordable electricity                           | 48    | 32       | 15         | 5          |
| Clean air  | 48    | 34       | 15         | 4          |
| Energy independence                              | 46    | 41       | 13         | 1          |
| Economic growth                                  | 37    | 42       | 19         | 2          |
| Job creation                                     | 37    | 40       | 21         | 3          |
| Climate change solution                          | 28    | 40       | 28         | 5          |

**9. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements.**

| PROGRAMMER: ROTATE LIST  | AGREE | Strongly Agree | Somewhat Agree | Somewhat disagree | Strongly Disagree | Don't Know |
|--|-------|----------------|----------------|-------------------|-------------------|------------|
| We should take advantage of all low-carbon energy sources, including nuclear, hydro, and renewable energy, to produce the electricity we need while limiting greenhouse gas emissions                      | 84    | 52             | 32             | 8                 | 5                 | 3          |
| Carbon-free nuclear energy should be expanded as one way to reduce greenhouse gases and prevent global climate change  | 80    | 38             | 42             | 8                 | 8                 | 4          |
| The federal government should provide guaranteed loans to companies to jump-start investment in solar, wind, advanced-design nuclear power plants or other energy technology that reduces greenhouse gases | 72    | 36             | 36             | 12                | 14                | 2          |

**10. Thinking about the nuclear power plants that are operating now, how safe do you regard these plants? Please think of a scale from "1" to "7," where "1" means very unsafe and "7" means very safe. The safer you think they are, the higher the number you would give.**

| Very Unsafe |          |          |          |          |          |          | Very Safe | Don't Know |
|-------------|----------|----------|----------|----------|----------|----------|-----------|------------|
| <b>1</b>    | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> | <b>6</b> | <b>7</b> |           |            |
| 4           | 1        | 5        | 14       | 30       | 24       | 19       |           | 2          |

**11. And do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree that today's nuclear power plants are safe and secure?**

|                   |           |
|-------------------|-----------|
| <b>Agree</b>      | <b>82</b> |
| <b>Disagree</b>   | <b>15</b> |
| Strongly agree    | 31        |
| Somewhat agree    | 51        |
| Somewhat disagree | 10        |
| Strongly disagree | 5         |
| Don't know        | 3         |

**12. I'll read some topics about nuclear energy. Please tell me if you have heard or read any information on the topic in the past year—that is, during the past year but before this interview. Just say yes or no. How about...**

| PROGRAMMER: RANDOMIZE  | Yes | No | Don't Know |
|--|-----|----|------------|
| Using nuclear energy to reduce America's dependence on foreign oil                                 | 65  | 35 | 0          |
| The need to build more nuclear power plants in the U.S.  | 59  | 40 | 1          |
| Clean air benefits of nuclear energy   | 54  | 46 | 1          |
| Safety of nuclear power plants   | 51  | 49 | 0          |
| Using nuclear energy to grow the economy and create jobs   | 50  | 50 | 1          |
| Using nuclear energy as a way to fight global warming and climate change                           | 47  | 51 | 2          |
| The federal government awarded a loan guarantee for building new nuclear power plants              | 27  | 72 | 1          |
| Recent releases of a very weak radioactive material called tritium from some nuclear power plants. | 16  | 84 | 1          |

**13. Do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements about used nuclear fuel rods, also known as nuclear waste?**

PROGRAMMER: DO NOT ROTATE.

| <b>SPLIT SAMPLE VERSION A:</b>  | Strongly Agree | Somewhat Agree | Somewhat Disagree | Strongly Disagree | Don't Know |
|---|----------------|----------------|-------------------|-------------------|------------|
| a. <u>Used nuclear fuel rods</u> can be stored safely and securely at nuclear energy plants.  | 17             | 44             | 19                | 11                | 9          |
| b. The federal government should store <u>used nuclear fuel rods</u> at a secure storage facility away from the nuclear energy plant sites until a permanent disposal facility is ready   | 51             | 30             | 9                 | 5                 | 4          |
| <b>SPLIT SAMPLE VERSION B:</b>  |                |                |                   |                   |            |
| a. <u>Used nuclear fuel rods</u> can be stored safely and securely at nuclear energy plants?  | 16             | 40             | 19                | 17                | 7          |
| b. The U.S. Nuclear Regulatory Commission has determined that <u>used nuclear fuel rods</u> can be stored safely at nuclear energy plants for 100 years. Hearing that, would you strongly agree, somewhat agree, somewhat disagree, or strongly disagree that <u>used nuclear fuel rods</u> can be stored safely and securely at nuclear energy plants? | 19             | 40             | 21                | 16                | 5          |

**14. SPLIT SAMPLE VERSION A: If a panel of independent experts recommended recycling used nuclear fuel rods to make more electricity and reduce the amount of waste that has to be disposed of, would you strongly favor, somewhat favor, somewhat oppose, or strongly oppose these plans?**

|                 |           |
|-----------------|-----------|
| <b>Favor</b>    | <b>85</b> |
| <b>Oppose</b>   | <b>12</b> |
| Strongly favor  | 48        |
| Somewhat favor  | 37        |
| Somewhat oppose | 6         |
| Strongly oppose | 6         |
| Don't know      | 3         |

**SPLIT SAMPLE VERSION B: Would you strongly favor, somewhat favor, somewhat oppose, or strongly oppose recycling used nuclear fuel rods to make more electricity and reduce the amount of waste that has to be disposed of?**

|                 |           |
|-----------------|-----------|
| <b>Favor</b>    | <b>79</b> |
| <b>Oppose</b>   | <b>16</b> |
| Strongly favor  | 47        |
| Somewhat favor  | 32        |
| Somewhat oppose | 9         |
| Strongly oppose | 7         |
| Don't know      | 5         |

**15. Please tell me if you think the following generally support building more nuclear power plants or generally oppose building more nuclear power plants.**

PROGRAMMER: ROTATE.

|                         | Support | Oppose | Don't Know |
|-------------------------|---------|--------|------------|
| President Obama         | 50      | 29     | 21         |
| Republicans in Congress | 46      | 32     | 22         |
| The American public     | 42      | 44     | 14         |
| Democrats in Congress   | 37      | 41     | 22         |

**16. Please say yes or no to the following, based on the best of your knowledge.**

PROGRAMMER: ROTATE LIST.

|   | Yes | No | Don't Know |
|---|-----|----|------------|
| You are registered to vote  | 89  | 11 | 0          |
| There is a nuclear power plant in this state                                    | 63  | 22 | 16         |
| You consider yourself an environmentalist                                       | 50  | 48 | 2          |
| Your local electric company operates a nuclear power plant                      | 29  | 51 | 20         |
| You are considered an opinion leader in your community                          | 23  | 76 | 1          |
| You have visited a nuclear power plant or energy education center at the plant. | 16  | 83 | 1          |

**17. Generally speaking, do you usually think of yourself as ...**

PROGRAMMER: ROTATE LIST.

|                             |    |
|-----------------------------|----|
| An Independent              | 33 |
| A Democrat                  | 32 |
| A Republican                | 21 |
| Or something else (Specify) | 3  |
| None of the above           | 4  |
| Don't know/no answer        | 8  |