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## **WIN-Gallup International GLOBAL SNAP POLL ON EARTHQUAKE IN JAPAN AND ITS IMPACT ON VIEWS ABOUT NUCLEAR ENERGY**

(Embargoed until 00:00 GMT April 19, 2011)

### **JAPAN EARTHQUAKE JOLTS GLOBAL VIEWS ON NUCLEAR ENERGY:** Net favour globally falls from 25% to a mere 6%. However, supporters continue to outnumber opponents by 49% : 43%

Zurich / Dublin , April 19, 2011

JAPAN EARTHQUAKE JOLTS GLOBAL SUPPORT FOR NUCLEAR ENERGY: Net favour falls from 25% to a mere 6%, as hundreds of millions worldwide become concerned about Nuclear Leakages and switch sides from favouring to opposing Nuclear Power. However, supporters continue to outnumber opponents by 49% : 43%.

The sharpest fall in support comes from Japan itself where Net Favor fell by 41%: from 34% prior to the earthquake to minus 7% in the aftermath of the earthquake and tsunami which damaged Japanese nuclear power plants at Fukushima.

The survey was carried out by WIN-Gallup International, the world's largest and the oldest network of independent opinion pollsters.

## **Global Shift in Opinion Caused by Japan Earthquake:**

A sample of more than 34,000 statistically selected men and women across 47 countries all over the world were asked their views about Nuclear Energy as of today and the view they held prior to the Earthquake in Japan. As of the current survey (March 21-April 10), 49% globally say they hold favourable views about Nuclear Energy, however these supporters are pitted against 43% who say they hold unfavourable views, thus netting a NET FAVOR (favourable minus Un-favourable) of 6%. When the same group was asked: What was your view prior to Japan Earthquake, their responses added up to 57% favourable; 32% unfavourable netting to a NET FAVOUR of 25%.

### **Commentary:**

Commenting on this, an expert at WIN-Gallup International says: Nuclear power had gained steady public opinion support during the last ten years and enjoyed a comfortably favourable majority of 57% in its support, while its opponents were far behind at 32%. Now that the gap has closed and they have become neck and neck at 49% (favour) and 43% (opposed) the nuclear debate is likely to heat up. The Fukushima Tsunami happened less than five weeks ago and the leakage question is still simmering. It is likely that as things cool down the pros of Nuclear Energy will feel compelled to promote their case in order to mitigate the damage in public opinion support. It is a resourceful industry, besides the fact that it can make a strong case for being more environmentally friendly and less of a threat to climate change compared to competing fossil fuel energy sources. On the other hand, the opponents of nuclear energy will increasingly focus on the Fukushima like security hazards, thus fuelling the debate.

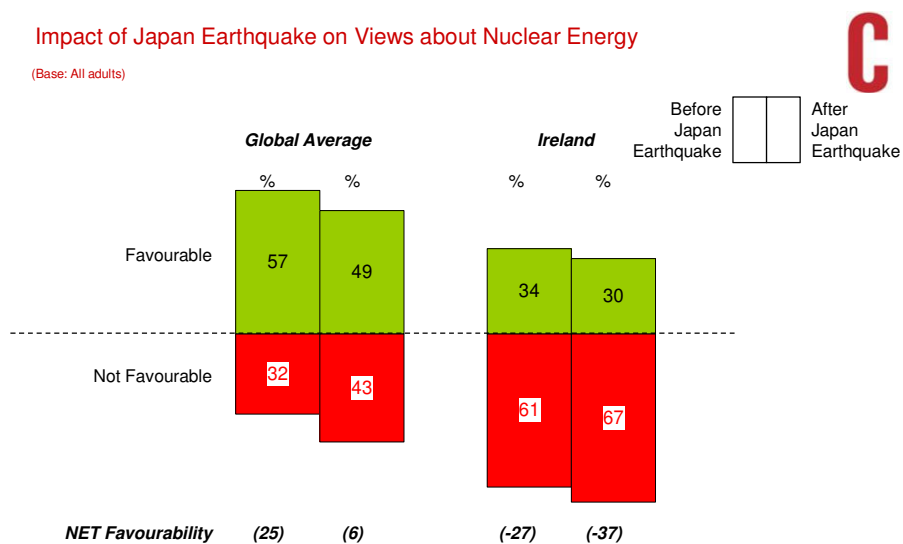
It would be interesting, says the expert, to see how global public opinion shifts about Nuclear Energy (like the one pointed by this poll) would end up affecting not only international fuel prices but also market for renewable energy and world's energy landscape in near future.

## The Irish View

Irish opinion prior to the earthquake in Japan was already negative towards nuclear energy. This opinion is contrary to the worldwide view. The events in Fukushima only further compounded our negative stance towards nuclear energy.

### Impact of Japan Earthquake on Views about Nuclear Energy

(Base: All adults)



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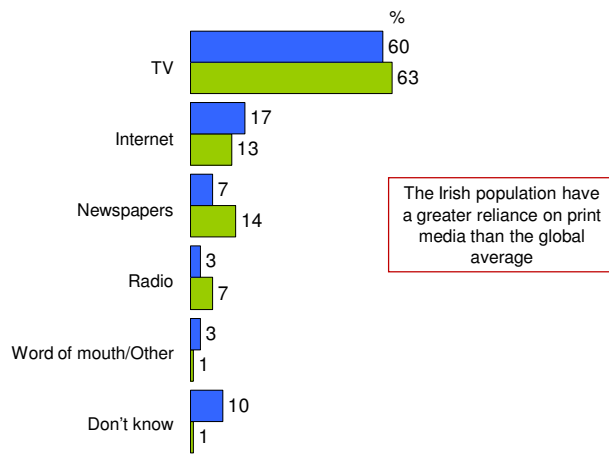
(3)

## Knowledge About Earthquake and Leakage

Not surprisingly 91% were aware of the earthquake in Japan and 81% had also heard about the issue of Nuclear Leakages from the power plants at Fukushima. While the principal source of information happened to be the traditional media of Television, Radio and Newspapers, as many as 17% world-wide said they were keeping themselves updated on this historic disaster through the new media of Internet. The sample comprised a cross-section of people belonging to low, medium and high educational and income groups representative of their countries and belonged to urban as well as rural settings. The survey was one of the most representative of global population in the world.

**Main Information Source On Japan Earthquake**  
 (Base: All adults)

Global Average   
 Ireland  **C**



Survey findings show that the Japan earthquake and the resulting fears of nuclear leakage caused decline in support for nuclear energy across the board in countries where nuclear energy contributes to their economy and those where it does not.

## SUMMARY FINDINGS

Impact of Japan Earthquake on  
**VIEWS ABOUT NUCLEAR ENERGY**

Findings from a Global Snap Poll in more than 47 countries by  
 WIN-Gallup International  
 (March 21-April 10, 2011)

### 1- Knowledge About Japan Earthquake and Source of Information:

Globally 91% said they were aware of the recent Earthquake in Japan. 81% had heard about the issue of Nuclear Leakage. A majority was informed of the earthquake and Nuclear Leakage through the Traditional media of TV, Radio and Newspapers. However, for a notable 17% world-wide the principal source of information on this issue was the new media of Internet.

### 2- Impact of Japan Earthquake on Views About Nuclear Energy:

Views on Nuclear Energy were seriously jolted by the earthquake in Japan. Hundreds of millions of men and women world-wide say they have switched their views about the desirability of Nuclear Energy. Its Net Favour fell from 25% as reported to be held prior to the earthquake to a mere 6% in its aftermath. The sharpest fall comes from Japan itself where net favour fell by 41% from a respectable 34% prior to the earthquake to a negative -7% since then.

- Change in Global Views About Nuclear Energy:

When asked what was your view about Nuclear Energy prior to the Japan earthquake, 57% said they were very favorable or favourable, while 32% said they held unfavourable or very unfavourable views. Thus Net favour (Favourable minus unfavourable) was 25%. This figure dropped to 6% after the earthquake and fears of Nuclear leakage at Fukushima.

- Global Views about Nuclear Energy before the Japan Earthquake:

	Globally	Japan
Favourable	57%	62%
Unfavourable	32%	28%
Net Favour	(25%)	(34%)
No Response	11%	10%

- **Global Views about Nuclear Energy after the Japan Earthquake:**

	Globally	Japan
Favourable	49%	39%
Unfavourable	43%	47%
Net Favour	(6%)	(-7%)
No Response	8%	14%

**Note on Sample**

Findings based on responses from more than over 34,000 scientifically selected cross-section of Men and Women from all socio-economic classes from across the globe. The interviews were conducted by leading pollsters in 47 countries spanning all parts of Asia, Africa, Latin America and Australasia.

*The error margin for national samples is generally  $\pm 3-5\%$  at 95% confidence level. Fieldwork was carried out in March 21-April 10, 2011. Details on Field Work modes are provided in Methods Report.*

**Irish Sample Design**

RED C Research interviewed a random sample of 1001 adults aged 18+ by telephone. Interviews were conducted across the country and the results weighted to the profile of all adults. Margin of error is +/- 3.2% at 95% confidence level. Fieldwork was conducted from 4<sup>th</sup> - 6<sup>th</sup> April 2011.

Summary Table # 1

**IMPACT OF JAPAN EARTHQUAKE ON  
VIEWES ABOUT NUCLEAR ENERGY**

Global Average	Before Japan Earthquake				After Japan Earthquake			
	57	32	25	11	49	43	6	8
	Before				After			
	Favourable (1)	Unfavourable (2)	Net Favour (1-2) = 3	NR	Favourable (1)	Unfavourable (2)	Net Favour (1-2) = 3	NR
<b>Countries in Alphabetical Order</b>								
Austria	13	87	-74	0	9	90	-81	1
Azerbaijan	17	79	-61	4	20	76	-55	4
Bangladesh	64	21	43	15	51	34	18	15
Belgium	43	46	-3	11	34	57	-23	9
Bosnia and Herzegovina	20	66	-48	11	17	75	-58	8
Brazil	34	49	-14	17	32	54	-22	14
Bulgaria	68	16	52	16	62	23	39	16
Cameroon	46	42	6	9	44	46	-2	10
Canada	51	43	8	5	43	50	-7	7
China	83	16	67	0	70	30	40	0
Colombia	24	69	-45	7	23	73	-50	4
Czech Republic	63	31	32	7	61	34	27	5
Egypt	66	22	43	13	52	37	15	10
Fiji	28	68	-40	4	29	68	-38	3
Finland	58	36	20	4	52	44	8	4
France	66	33	34	1	56	41	16	1
Georgia	25	66	-42	9	16	60	-64	4
Germany	34	64	-30	2	26	72	-46	1
Greece	12	66	-74	2	10	69	-80	1
Hong Kong	46	41	7	12	40	46	-8	12
Iceland	36	60	-22	2	32	67	-35	1
India	58	17	41	25	49	35	13	16
Iraq	62	24	38	13	49	37	12	14
Ireland	34	61	-27	5	30	67	-37	4
Italy	28	71	-43	2	24	75	-51	1
Japan	62	28	34	10	39	47	-7	14
Kenya	32	58	-26	10	21	70	-48	9
Korea, South	66	10	54	25	64	24	41	12
Latvia	54	36	18	9	53	42	11	6
Macedonia	21	67	-46	11	19	71	-52	10
Morocco	16	82	-66	2	35	61	-27	4
Netherlands	51	43	8	6	44	50	-7	6

Findings from a Global Snap Poll in 47 countries by WIN-Gallup International  
(March 21-April 10, 2011)

Nigeria	66	33	32	3	63	36	28	2
Pakistan	55	24	31	20	53	27	26	20
Palestinian territories (West Bank and Gaza)	39	56	-17	5	30	67	-38	3
Poland	36	41	-5	22	30	50	-19	20
Romania	51	42	10	7	41	53	-12	6
Russia	63	32	31	4	52	27	25	21
Saudi Arabia	52	39	13	9	43	48	-6	9
Serbia	21	66	-47	11	17	75	-58	6
South Africa	45	40	6	15	49	45	4	6
Spain	39	42	-4	19	41	44	-4	15
Switzerland	40	56	-16	4	34	62	-28	4
Tunisia	44	29	15	26	39	41	-3	20
Turkey	45	51	-6	5	41	57	-16	3
United States	53	37	16	10	47	44	3	9
Vietnam	62	26	35	12	57	34	23	10

**Source:** WIN-Gallup International: Global Snap Poll in 47 countries (March 21-April 10, 2011)

**Note on Weighting:** Global Average is weighted according to Weighting Scheme explained in the Methods Chapter



### Methods Statement & Country Specific Contact Details

Global Snap Poll on Earthquake in Japan and its Impact on  
Views about Nuclear Energy

Country	Contact	E-mail	Company	Mode	Sample Type	Data weighted	Size	Fieldwork Dates
1. Austria	Ingrid LUSK	i.lusk@gallup.at	GALLUP Austria	Telephone	National	Yes	500	28. – 31. March 2011
2. Azerbaijan	Ashraf Hajiyev	Ashraf.Hajiyev@sia.r.az	SIAR Research and Consulting Group	Other	Urban	No	522	March 30 – April 3 <sup>rd</sup> 2011
3. Bangladesh	Rahid Ahmed	rahid@orquest-bangladesh.com	ORG Quest Research Ltd.	Face to face	Urban	No	920	—
4. Belgium	William Sterckmans	wsterckmans@dedicated.be	Dedicated Research		Urban	—	500	
5. Bosnia And Herzegovina	Aida Hadziavdic-Begovic	AIDA.HADZIAVDIC@MIB.BA	MARECO INDEX BOSNIA	Telephone	National	No	500	21 – 30 March 2011
6. Brazil	Laure Castelnau	laure.castelnau@ibo.ope.com	IBOPE Inteligência	Face to face	National	No	1001	March 20 to 23 <sup>rd</sup>
7. Bulgaria	Mila Grigorova	m.grigorova@gallup-bbss.com	BBSS Gallup International	Face to face	National	Yes	996	31.03 – 07.04
8. Cameroon	Yaptie Placide	pyaptie@rms-africa.com	TNS RMS	Face to face	Other	Yes	501	From March 24 <sup>th</sup> to 27 2011
9. Canada	Sarah Weill	swill@legermarketing.com	Leger Marketing	Other	Other	Yes	1058	March 25 - 30, 2011
10. China	Zhou Xin	zhouxin@comrc.com.cn	CRC-Research Center	Other	Other	No	501	March 22 <sup>nd</sup> 2011 ~ March 31 <sup>st</sup> 2011
11. Colombia	Cristina Querubin	cquerubin@cncol.com	Centro Nacional De Consultoria		Urban	No	500	
12. Czech Republic	Jan Trojacek	trojacek@mareco.cz	Mareco s.r.o.	Face to face	National	Yes	500	24 <sup>th</sup> - 30 <sup>th</sup> March, 2011
13. Egypt	Laila Guindy	laila.guindy@rada-rpr.com.	RADA Research & PR Co.	Face to face	Urban	Yes	200	20-31 March 2011
14. Fiji Islands	Name:Tim Wilson	tim@tebbuttresearch.com	Tebbutt Research	Face to face	Other	Yes	555	26-Mar-11
15. Finland	Jari Pajunen	jari.pajunen@taloustutkimus.fi	Taloustutkimus Oy	Telephone	National	Yes	503	23-24.3.2011
16. France	Céline Bracq	celine.bracq@bva.fr	BVA	Other	National	Yes	1 192	23-24 March
17. Germany	Johannes Huxoll	johannes.huxoll@tns-emnid.com	TNS Emnid	Telephone	National	Yes	501	29-Mar-11
18. Greece	Rodopoulos Theodoros	t.rodopoulos@centrum.gr	CENTRUM RESEARCH S.A.	Telephone	National	No	500	24/3/2011-30/3/2011
19. Georgia	Nino Janashvili	njanashvili@gorbi.com	GORBI	Telephone	Urban	No	500	30.03 – 3.04
20. Hong Kong	Christy Szeto	christy.szeto@consumersearch-group.com	Consumer Search HK Ltd	Telephone	Urban	No	300	24 -31 March 2011
21. Iceland	Vilborg Helga Hardardottir	vilborg.hardardottir@capacent.is	Capacent Gallup	Other	National	Yes	819	March 23 <sup>rd</sup> to 30 <sup>th</sup>
22. India	Yashwant Deshmukh	yashwant@teamcvoter.com	CVoter News Services Pvt. Ltd.	Telephone	National	Yes	1084	25 <sup>th</sup> March
23. Iraq	Dr. Munqith Dagher	Munqith_dagher@iiaacss.org	IACSS	Face to face	National	Yes	600	23-3-2011--- 27-3-2011
24. Ireland	Sinead Mooney	sinead.mooney@redcresearch.ie	RED C Research	Telephone	National	Yes	1001	4 <sup>th</sup> – 6 <sup>th</sup> April 2011
25. Italy	Paolo Colombo	paolo.colombo@doxa.it	Doxa S.p.A	Telephone	National	Yes	1000	From 24 <sup>th</sup> March to 27 <sup>th</sup> March 2011
26. Japan	Hisako Kumada	kumada@nrc.co.jp	Nippon Research Center	Other	Other	Yes	1000	April 5 <sup>th</sup> to 8 <sup>th</sup>
27. Kenya	Margit Cleveland	margit.cleveland@infiniteinsight.co.ke	Infinite Insight (Kenya)	Face to face	Other	No	501	22 – 24 March 2011
28. Latvia	Natalia Ivanisheva	ivanisheva.N@romir.ru	Romir	Telephone	National	Yes	503	March 23 – March 25, 2011
29. Macedonia	Ivana Todevska	office@brima.com.mk	BRIMA	Telephone	National	Yes	500	24-31.03.2011
30. Morocco	Christian Batte	bjconsult@menarama	BJ Group		Urban	No	500	

31.	Netherlands	Imre Van Rooijen	i.van.rooijen@marketresponse.nl	MarketResponse	Telephone	National	Yes	501	21 April – 26 April
32.	Nigeria	Margit Cleveland	margit.cleveland@infiniteinsight.co.ke	Infinite Insight (Nigeria)	Face to face	Other	No	562	24 – 25 March 2011
33.	Pakistan	Fatima, Idrees (Ms.)	fatima.idrees@gallup.com.pk	Gallup Pakistan	Face to face	National	Yes	2716	20 <sup>th</sup> March – 26 <sup>th</sup> March
34.	Poland	Grzegorz Dąbrowski	grzegorz.dabrowski@mareco.pl	MARECO Polska	Face to face	Urban	No	531	March 28 <sup>th</sup> -31 <sup>st</sup> , 2011
35.	Palestine	Dr. Nabil Kukali	dr.kukali@pcpo.org	Palestinian Center for Public Opinion	Face to face	National	No	816	March 24 – April 4 / 2011
36.	Romania	Marius Bobi	marius.bobi@csop.ro	TNS CSOP		National	No	500	
37.	Russia	Ivanisheva Natalya	ivanisheva.N@romir.ru	Romir	Other	Urban	Yes	1500	25 <sup>th</sup> -28 <sup>th</sup> of March
38.	Saudi Arabia	Mohammed M. Aayed	m.aayed@parc-ksa.com	Pan Arab Research Center (PARC)	Telephone	Other	No	527	April 4 <sup>th</sup> , 2011 – April 9 <sup>th</sup> , 2011
39.	Serbia	Name: Milana Aleksic	milana.aleksic@tnsmediumgallup.co.rs	TNS Medium Gallup, Serbia	Face to face	National	Yes	1125	24-29.03.2011
40.	S. Korea	Hyunjeong Jung	hjujung@gallup.co.kr	Gallup Korea	Telephone	National	Yes	1,031	March 23 (1 day)
41.	South Africa	Diana Nyarirangwe	diana@topliners.co.za	Topline Research Solutions (TRS)		Urban	Yes	500	
42.	Spain	Luciano Miguel	Luciano.miguel@institutodym.es	Instituto DYM	Telephone	National	Yes	514	March 22 <sup>nd</sup> -24 <sup>th</sup>
43.	Switzerland	Barbara Schumacher	barbara.schumacher@isopublic.ch	SOPUBLIC AG	Telephone	Urban	Yes	500	30th of March to 3rd of April 2011
44.	Turkey	Sirma Sönmezer	s.sonmezer@barem.com.tr	BAREM RESEARCH	Telephone	National	Yes	1021	23 <sup>rd</sup> of March- 5 <sup>th</sup> of April
45.	Tunisia	Nabil BELAAM	emrhod@gnet.tn	EMRHOD INTERNATIONAL	Face to face	Other	No	1009	From 28/03/2011 to 7/04/2011
46.	USA	Sarah Weill	swill@legermarketing.com	TRIG	Other	National	Yes	500	March 25 - 30, 2011
47.	Vietnam	Phung Thi Nam Trang	trang_ptn@irl-hn.com.vn, beth@irl-hcm.com.vn, jason@irl-hcm.com.vn	Indochina Research Vietnam	Face to face	National	Yes	500	25 – 31 March, 2010

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