

JAPAN EARTHQUAKE JOLTS GLOBAL VIEWS ON NUCLEAR ENERGY

Net favor globally falls from 25% to a mere 6%. However supporters continue to outnumber opponents by 49% : 43%

Leusden, april 2011 — JAPAN EARTHQUAKE JOLTS GLOBAL SUPPORT FOR NUCLEAR ENERGY: Net Favor falls from 25% to a mere 6%, as hundreds of millions worldwide become concerned about Nuclear Leakages and switch sides from favoring 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.

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 favorable views about Nuclear Energy, however these supporters are pitted against 43% who say they hold unfavorable views, thus netting a NET FAVOR (favorable minus Un-favorable) of 6%. When the same group was asked: What was your view prior to Japan Earthquake, their responses added up to 57% favorable; 32% unfavorable netting to a NET FAVOR of 25%.

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 18% 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.

As Japan struggles with massive relief efforts to cope with one of the worst natural disasters in its history, that killed nearly thirty thousand of its citizens and displaced ten times as many more, the world asks the question: How will this disaster affect the Japanese? Will it succeed or fail in rebounding to pre Earthquake levels soon. Expert opinions apart, the global popular opinion is on the whole optimistic of Japan's resilience to face this crisis. As many as 48% of those polled globally expect Japan to restore to pre-earthquake levels (30%) or even higher (18%). In comparison, 38% are pessimistic and say Japan might find it hard to regain its former economic conditions.

Notably the conservative or pessimistic view on resilience of the economy comes from within Japan itself where 55% are somewhat skeptical and its close neighbors, South Korea, where 47% hold this view and China where 67% are pessimistic. These views may reflect a modesty in the Japanese and East Asian cultures about what they can achieve.

Survey methodology:

Findings are 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 (March 21-April 10 2011).

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