

J10054712-48-03 02 DEC - 08 DEC 2011
NUCLEAR RESPONSE 2011

Table 1
Q.NB01
AND I WOULD LIKE YOU TO TELL ME HOW FAVOURABLE OR UNFAVOURABLE YOUR OVERALL OPINION OR IMPRESSION IS OF THE NUCLEAR ENERGY INDUSTRY. TAKE INTO ACCOUNT ANY OF THE THINGS WHICH YOU THINK ARE IMPORTANT. REMEMBER THAT IT IS YOUR OVERALL OPINION OR IMPRESSION THAT WE ARE INTERESTED IN.
NUCLEAR ENERGY
BASE: ALL ADULTS AGED 15+

	TOTAL	SEX		AGE					AGE WITHIN SEX												
		MALE (a)	FE-MALE (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	MALE 16-24 (i)	MALE 25-34 (j)	MALE 35-44 (k)	MALE 45-54 (l)	MALE 55-64 (m)	MALE 65+ (n)	FE-MALE 16-24 (o)	FE-MALE 25-34 (p)	FE-MALE 35-44 (q)	FE-MALE 45-54 (r)	FE-MALE 55-64 (s)	FE-MALE 65+ (t)
UNWEIGHTED BASE	993	506	487	146	139	155	154	169	230	75	62	73	76	87	133	71	77	82	78	82	97
WEIGHTED BASE	987	479	509	159	154	180	159	143	193	82*	76*	89*	78*	70*	83	78*	77*	91*	81*	73*	110*
100%		48%	52%	16%	16%	18%	16%	14%	20%	8%*	8%*	9%*	8%*	7%*	8%	8%*	8%*	9%*	8%*	7%*	11%*
(+2) VERY FAVOURABLE	93	74	20	6	12	12	16	23	24	5	9	12	12	17	19	1	3	-	4	6	5
9%		15%b	4%	4%	8%	7%	10%	16%cd	12%ce	7%q	12%oq	13%oq	15%op	25%io	22%iop	1%	4%	-	5%	8%q	5%
(+1) MAINLY FAVOURABLE	305	191	114	39	45	66	56	45	55	27	28	41	36	30	12	17	25	20	15	25	
31%		40%b	22%	24%	29%	37%c	35%	32%	28%	33%o	37%o	46%op	45%op	43%op	36%op	15%	21%	28%	25%	21%	22%
(0) NEITHER FAVOURABLE NOR UNFAVOURABLE	296	107	189	49	47	59	44	44	53	24	23	19	15	12	13	25	24	40	29	31	40
30%		22%	37%a	31%	31%	33%	27%	30%	27%	29%n	30%n	22%	19%	18%	16%	32%n	32%n	44%kl	35%lm	43%kl	36%lmn
(-1) MAINLY UNFAVOURABLE	136	62	74	31	25	26	17	14	23	16	12	11	6	6	11	14	13	15	12	8	12
14%		13%	15%	19%g	16%	15%	11%	10%	12%	20%l	15%	12%	7%	9%	13%	19%	17%	17%	14%	10%	11%
(-2) VERY UNFAVOURABLE	53	21	32	9	5	3	10	11	15	3	2	-	6	3	7	6	3	3	5	7	8
5%		4%	6%	6%	4%	2%	6%e	7%e	8%e	4%	3%	-	7%k	5%	8%k	8%k	5%	3%	6%	10%k	7%k
NO OPINION	105	24	81	26	20	13	17	6	24	6	3	6	5	1	4	20	17	8	12	5	20
11%		5%	16%a	16%eg	13%g	7%	10%	4%	12%g	8%	4%	7%	6%	1%	4%	25%ij	22%ijk	8%am	15%jmn	7%	18%klmn
FAVOURABLE (NET)	398	265	133	45	57	78	71	69	79	32	37	53	47	47	49	13	20	25	24	22	30
40%		55%b	26%	28%	37%	43%c	45%c	48%c	41%c	40%o	48%op	60%io	60%io	68%ij	59%io	17%	25%	28%	30%	30%	27%
UNFAVOURABLE (NET)	188	82	106	39	30	29	28	24	38	19	14	11	11	10	17	20	16	18	16	15	20
19%		17%	21%	25%	20%	16%	17%	17%	20%	23%	18%	12%	15%	14%	21%	26%	21%	20%	20%	20%	18%
NET FAVOURABLE	210	183	27	6	26	49	44	44	41	13	23	42	36	38	31	-8	3	7	8	7	10
21%		38%b	5%	4%	17%c	27%c	27%c	31%cd	21%cd	16%op	30%op	47%io	45%io	54%ij	38%i	-10%	4%	8%	10%o	9%	9%o
MEAN	0.28	0.52b	0.04	0.03	0.24	0.35c	0.34c	0.42c	0.30	0.21o	0.41o	0.65i	0.56o	0.74i	0.54	-0.21	0.05	0.05	0.11	0.08	0.08
STANDARD ERROR	0.04	0.05	0.05	0.09	0.09	0.07	0.09	0.09	0.08	0.12	0.13	0.11	0.13	0.12	0.11	0.13	0.12	0.09	0.12	0.12	0.11
STANDARD DEVIATION	1.04	1.06	0.96	0.99	0.99	0.89	1.06	1.12	1.14	0.99	0.99	0.89	1.09	1.08	1.23	0.95	0.97	0.79	0.99	1.07	1.00

Proportions/Means: Columns Tested (5% risk level) - ab - cde/efgh - ijklm/nopq/rst
 Overlap formulae used. * small base

Number of sample points : 144

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

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Table 2
Q.NB01

AND I WOULD LIKE YOU TO TELL ME HOW FAVOURABLE OR UNFAVOURABLE YOUR OVERALL OPINION OR IMPRESSION IS OF THE NUCLEAR ENERGY INDUSTRY. TAKE INTO ACCOUNT ANY OF THE THINGS WHICH YOU THINK ARE IMPORTANT. REMEMBER THAT IT IS YOUR OVERALL OPINION OR IMPRESSION THAT WE ARE INTERESTED IN. NUCLEAR ENERGY

BASE: ALL ADULTS AGED 15+

	SOCIAL GRADE				GOVERNMENT OFFICE REGION											
	AB (a)	C1 (b)	C2 (c)	DE (d)	NORTH (e)	NORTH WEST (f)	YORKS & HUMBE RSIDE (g)	WEST MID- LANDS (h)	EAST MID- LANDS (i)	EAST AN- GLIA (j)	SOUTH WEST (k)	SOUTH EAST (l)	GR- EATER LONDON (m)	WALES (n)	SCOT- LAND (o)	
UNWEIGHTED BASE	993	161	343	237	252	47	108	84	107	68	94	79	125	122	48	111
WEIGHTED BASE	987	263	284	207	233	42*	127*	80*	99*	71*	92*	95*	132*	118*	45*	86*
100%	27%	29%	21%	24%	4%*	13%*	8%*	10%*	7%*	9%*	10%*	13%*	12%*	5%*	9%*	
(+2) VERY FAVOURABLE	93 9%	34 13%d	31 11%d	17 8%	11 5%	1 3%	15 11%	5 7%	7 7%	6 8%	8 9%	12 13%	15 11%	9 7%	6 13%	9 10%
(+1) MAINLY FAVOURABLE	305 31%	114 43%bcd	78 28%	54 26%	59 25%	15 35%	38 30%	21 26%	36 36%n	16 23%	33 36%n	30 32%	53 40%in	32 27%	7 17%	24 28%
(0) NEITHER FAVOURABLE NOR UNFAVOURABLE	296 30%	65 25%	91 32%	74 36%a	66 28%	9 22%	44 35%	25 32%	25 25%	23 32%	19 21%	34 36%	45 34%	33 28%	14 32%	23 27%
(-1) MAINLY UNFAVOURABLE	136 14%	33 13%	45 16%	23 11%	34 15%	4 9%	15 12%	13 16%	8 8%	16 23%hkl	15 17%l	8 9%	9 7%	23 19%hl	9 21%hl	16 18%hl
(-2) VERY UNFAVOURABLE	53 5%	8 3%	13 5%	13 7%	18 8%	3 7%	2 2%	3 3%	8 8%f	5 8%	7 8%	4 4%	5 4%	7 6%	2 4%	7 8%f
NO OPINION	105 11%	9 3%	26 9%a	25 12%a	45 19%abc	10 24%fijk lo	13 10%	13 16%l	15 15%l	4 6%	9 9%	6 4%	5 13%l	15 14%l	6 14%l	8 9%
FAVOURABLE (NET)	398 40%	148 56%bcd	110 39%d	71 34%	70 30%	16 38%	52 41%	27 33%	43 44%	22 31%	41 45%	43 45%	68 51%gimn	41 34%	13 30%	33 38%
UNFAVOURABLE (NET)	188 19%	42 16%	58 20%	37 18%	52 22%	7 16%	17 14%	15 19%	16 16%	22 30%fhkl	22 24%l	12 13%	14 11%	29 25%l	11 24%l	22 26%fkl
NET FAVOURABLE	210 21%	106 40%bcd	52 18%d	34 17%d	18 8%	9 22%in	35 28%gimn o	11 14%i	27 28%gimno	* 1%	19 21%imn	30 32%gimn o	53 40%egij mno	11 10%i	2 6%	10 12%i
MEAN	0.28	0.52bcd	0.27d	0.21	0.06	0.24	0.42i	0.21	0.32	0.01	0.24	0.43i	0.50imo	0.13	0.17	0.16
STANDARD ERROR	0.04	0.08	0.06	0.07	0.07	0.17	0.10	0.12	0.11	0.14	0.12	0.12	0.08	0.10	0.17	0.11
STANDARD DEVIATION	1.04	0.99	1.05	1.03	1.06	1.05	0.94	0.97	1.07	1.08	1.13	1.00	0.93	1.06	1.11	1.14

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used. * small base

Number of sample points : 144

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Table 3

Q.NB01

AND I WOULD LIKE YOU TO TELL ME HOW FAVOURABLE OR UNFAVOURABLE YOUR OVERALL OPINION OR IMPRESSION IS OF THE NUCLEAR ENERGY INDUSTRY. TAKE INTO ACCOUNT ANY OF THE THINGS WHICH YOU THINK ARE IMPORTANT. REMEMBER THAT IT IS YOUR OVERALL OPINION OR IMPRESSION THAT WE ARE INTERESTED IN.

NUCLEAR ENERGY

BASE: ALL ADULTS AGED 15+

	NB02. SUPPORT OR OPPOSE BUILDING OF NEW NUCLEAR POWER STATIONS												
	TOTAL	(+2) STRONGLY SUPPORT	(+1) TEND TO SUPPORT	(0) NEITHER SUPPORT NOR OPPOSE	(-1) TEND TO OPPOSE	(-2) STRONGLY OPPOSE	DON'T KNOW	SUPPORT (NET)	OPPOSE (NET)	NET SUPPORT	MEAN	STANDARD ERROR	STANDARD DEVIATION
UNWEIGHTED BASE	993	165	316	239	123	90	60	481	213	268	0.37	0.04	1.20
WEIGHTED BASE	987	155	338	244	114	80	56	493	194	299	0.40	0.04	1.16
100%		16%	34%	25%	12%	8%	6%	50%	20%	30%			
(+2) VERY FAVOURABLE	93	78	12	1	1	-	1	90	1	89	1.82	0.05	0.48
9%		50%	4%	*	1%	-	2%	18%	*	30%			
(+1) MAINLY FAVOURABLE	305	62	195	30	9	2	7	257	10	246	1.03	0.04	0.69
31%		40%	58%	12%	8%	2%	13%	52%	5%	82%			
(0) NEITHER FAVOURABLE NOR UNFAVOURABLE	296	9	83	158	33	9	4	92	42	50	0.17	0.05	0.78
30%		6%	24%	65%	29%	11%	7%	19%	21%	17%			
(-1) MAINLY UNFAVOURABLE	136	1	22	22	60	27	3	23	87	-64	-0.67	0.09	1.01
14%		1%	7%	9%	53%	33%	5%	5%	45%	-21%			
(-2) VERY UNFAVOURABLE	53	1	5	3	3	40	1	5	43	-38	-1.50	0.13	1.05
5%		*	1%	1%	2%	50%	2%	1%	22%	-13%			
NO OPINION	105	4	21	29	8	3	39	26	11	15	0.25	0.11	0.91
11%		3%	6%	12%	7%	3%	70%	5%	6%	5%			
FAVOURABLE (NET)	398	140	208	31	10	2	9	347	11	336	1.22	0.04	0.73
40%		90%	61%	13%	9%	2%	16%	70%	6%	112%			
UNFAVOURABLE (NET)	188	2	27	25	63	67	4	29	130	-101	-0.90	0.08	1.09
19%		1%	8%	10%	55%	84%	8%	6%	67%	-34%			
NET FAVOURABLE	210	138	181	6	-53	-65	4	318	-119	437	2.12	-0.04	-0.36
21%		89%	53%	2%	-47%	-82%	8%	65%	-61%	146%			
MEAN	0.28	1.43	0.59	0.02	-0.52	-1.37	0.27	0.86	-0.88	1.74	44.76	-	-
STANDARD ERROR	0.04	0.05	0.04	0.04	0.07	0.08	0.27	0.04	0.06	-0.02	-0.28	-	-
STANDARD DEVIATION	1.04	0.69	0.74	0.56	0.73	0.77	1.10	0.82	0.85	-0.03	-0.04	1.65	1.71

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Table 4
Q.NB02
TO WHAT EXTENT WOULD YOU SUPPORT OR OPPOSE THE BUILDING OF NEW NUCLEAR POWER STATIONS IN BRITAIN TO REPLACE THOSE THAT ARE BEING PHASED OUT OVER THE NEXT FEW YEARS? THIS WOULD ENSURE THE SAME PROPORTION OF NUCLEAR ENERGY IS RETAINED (THAT IS, ABOUT 18 PER CENT OF ELECTRICITY GENERATION)
BASE: ALL ADULTS AGED 15+

	TOTAL	SEX		AGE					AGE WITHIN SEX												
		MALE (a)	FE-MALE (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	MALE 16-24 (i)	MALE 25-34 (j)	MALE 35-44 (k)	MALE 45-54 (l)	MALE 55-64 (m)	MALE 65+ (n)	FE-MALE 16-24 (o)	FE-MALE 25-34 (p)	FE-MALE 35-44 (q)	FE-MALE 45-54 (r)	FE-MALE 55-64 (s)	FE-MALE 65+ (t)
UNWEIGHTED BASE	993	506	487	146	139	155	154	169	230	75	62	73	76	87	133	71	77	82	78	82	97
WEIGHTED BASE	987	479	509	159	154	180	159	143	193	82*	76*	89*	78*	70*	83	78*	77*	91*	81*	73*	110*
	100%	48%	52%	16%	16%	18%	16%	14%	20%	8%*	8%*	9%*	8%*	7%*	8%	8%*	8%*	9%*	8%*	7%*	11%*
(+2) STRONGLY SUPPORT	155	117	37	12	22	24	28	29	39	9	14	20	23	24	28	3	8	4	6	6	11
	16%	25%b	7%	8%	14%	13%	18%c	21%c	20%c	12%	18%oq	22%oqrs	29%lopqrst	34%ijopqrs	33%ijopqrs	3%	10%	5%	7%	8%	10%
(+1) TEND TO SUPPORT	338	178	160	45	46	68	47	56	75	25	25	41	26	30	31	20	22	27	21	26	44
	34%	37%	32%	28%	30%	38%	30%	40%	39%	31%	32%	46%oprt	33%	43%ort	37%	26%	28%	30%	26%	36%	40%
(0) NEITHER SUPPORT NOR OPPOSE	244	95	149	57	48	46	40	26	26	25	24	17	14	7	8	33	24	29	26	19	17
	25%	20%	29%a	36%gh	31%gh	25%h	25%h	18%	13%	30%mnt	32%mnt	19%	18%	10%	10%	42%klmnt	31%mnt	32%mnt	33%mnt	26%mnt	16%
(-1) TEND TO OPPOSE	114	45	69	21	21	21	16	18	19	12	10	7	5	5	6	9	10	14	11	13	13
	12%	9%	14%	13%	13%	12%	10%	12%	10%	15%	13%	8%	7%	7%	7%	11%	13%	15%	13%	17%an	12%
(-2) STRONGLY OPPOSE	80	33	47	15	6	10	18	9	22	8	2	3	8	3	8	7	4	7	10	6	14
	8%	7%	9%	9%	4%	5%	11%d	6%	12%d	10%	3%	3%	10%	5%	10%	8%	5%	7%	12%	8%	13%jkt
DON'T KNOW	56	9	47	9	11	12	9	4	12	2	2	1	2	-	2	7	9	10	7	4	10
	6%	2%	9%a	6%	7%	6%	6%	3%	6%	2%	2%	2%	3%	-	3%	9%mkmn	12%ijkmn	11%kmn	8%km	5%	9%mn
SUPPORT (NET)	493	296	198	57	68	92	76	86	114	34	38	61	49	54	59	23	30	32	27	32	55
	50%	62%b	39%	36%	44%	51%c	48%	60%cdf	59%cdf	42%	50%o	68%lopqrst	62%lopqrs	78%ijopqrs	71%ijopqrs	29%	39%	35%	33%	43%	51%ort
OPPOSE (NET)	194	78	116	36	26	30	34	27	41	20	12	10	13	8	14	15	14	20	21	18	27
	20%	16%	23%a	22%	17%	17%	21%	19%	21%	25%k	16%	11%	17%	12%	17%	20%	19%	22%	26%km	25%km	24%k
NET SUPPORT	299	217	82	21	42	62	42	59	73	14	26	51	36	46	45	7	15	11	6	13	29
	30%	45%b	16%	13%	27%c	35%c	26%c	41%cdf	38%cdf	17%	34%loqrs	57%ijopqrs	45%lopqrst	66%ijopqrs	54%ijopqrs	9%	20%r	12%	8%	18%	26%ort
MEAN	0.40	0.64b	0.16	0.12	0.40	0.46c	0.35	0.57c	0.50c	0.19	0.51oqr	0.78iopqrs	0.66ioqrs	0.95iopqrs	0.79iopqrs	0.05	0.28	0.11	0.02	0.19	0.26
STANDARD ERROR	0.04	0.05	0.05	0.09	0.09	0.09	0.10	0.09	0.09	0.14	0.13	0.12	0.15	0.12	0.11	0.12	0.13	0.12	0.14	0.12	0.13
STANDARD DEVIATION	1.16	1.16	1.10	1.07	1.04	1.06	1.24	1.15	1.28	1.16	1.03	1.00	1.27	1.09	1.27	0.97	1.05	1.03	1.14	1.10	1.24

Proportions/Mean: Columns Tested (5% risk level) - a-b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t
 Overlap formulae used. * small base

Number of sample points : 144

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Table 5
Q.NB02
TO WHAT EXTENT WOULD YOU SUPPORT OR OPPOSE THE BUILDING OF NEW NUCLEAR POWER STATIONS IN BRITAIN TO REPLACE THOSE THAT ARE BEING PHASED OUT OVER THE NEXT FEW YEARS? THIS WOULD ENSURE THE SAME PROPORTION OF NUCLEAR ENERGY IS RETAINED (THAT IS, ABOUT 18 PER CENT OF ELECTRICITY GENERATION)
BASE: ALL ADULTS AGED 15+

	SOCIAL GRADE				GOVERNMENT OFFICE REGION											
	AB (a)	C1 (b)	C2 (c)	DE (d)	NORTH (e)	NORTH WEST (f)	YORKS & HUMBE RSIDE (g)	WEST MID- LANDS (h)	EAST MID- LANDS (i)	EAST AN- GLIA (j)	SOUTH WEST (k)	SOUTH EAST (l)	GR- EATER LONDON (m)	WALES (n)	SCOT- LAND (o)	
UNWEIGHTED BASE	993	161	343	237	252	47	108	84	107	68	94	79	125	122	48	111
WEIGHTED BASE	987	263	284	207	233	42*	127*	80*	99*	71*	92*	95*	132*	118*	45*	86*
	100%	27%	29%	21%	24%	4%*	13%*	8%*	10%*	7%*	9%*	10%*	13%*	12%*	5%*	9%*
(+2) STRONGLY SUPPORT	155	53	52	26	24	7	19	10	11	5	14	21	23	18	8	19
	16%	20% ^d	18% ^d	13%	10%	17%	15%	13%	11%	7%	15%	22% ^l	18%	15%	19%	22% ^{hi}
(+1) TEND TO SUPPORT	338	125	84	64	65	10	38	26	36	28	44	33	63	22	10	29
	34%	48% ^{bcd}	30%	31%	28%	24%	30%	32% ^m	36% ^m	40% ^m	48% ^{efmn}	35% ^m	48% ^{efgm}	19%	22%	33% ^m
(0) NEITHER SUPPORT NOR OPPOSE	244	41	69	66	67	15	42	21	23	18	8	19	32	33	13	18
	25%	16%	24% ^a	32% ^a	29% ^a	37% ^{aj}	33% ^{aj}	26% ^{aj}	23% ^{aj}	25% ^{aj}	9%	20%	24% ^{aj}	28% ^{aj}	29% ^{aj}	21% ^{aj}
(-1) TEND TO OPPOSE	114	19	45	22	28	3	17	11	10	11	13	10	6	18	7	8
	12%	7%	16% ^a	11% ^d	12%	7%	13% ^l	14% ^l	11%	16% ^l	14% ^l	10%	5%	15% ^l	16% ^l	9%
(-2) STRONGLY OPPOSE	80	17	21	18	24	5	8	3	7	4	9	8	6	16	5	9
	8%	7%	7%	9%	10%	11%	6%	3%	7%	6%	10%	9%	5%	13% ^{gl}	12%	11%
DON'T KNOW	56	6	14	10	25	2	4	9	12	4	4	4	2	11	1	2
	6%	2%	5%	5%	11% ^{abc}	5%	3%	12% ^{fo}	13% ^{fo}	6%	4%	4%	1%	10% ^l	3%	3%
SUPPORT (NET)	493	178	136	90	89	17	57	36	47	33	58	54	86	40	18	48
	50%	68% ^{bcd}	48% ^d	44%	38%	41%	45%	45%	47%	47%	63% ^{efgm}	57% ^m	65% ^{efgh}	34%	41%	55% ^m
OPPOSE (NET)	194	37	65	40	52	8	24	14	17	16	22	18	12	33	12	18
	20%	14%	23% ^a	19%	22% ^a	18%	19%	17%	17%	22% ^l	24% ^l	19%	9%	28% ^l	28% ^l	20% ^l
NET SUPPORT	299	142	71	50	37	9	32	22	30	17	36	36	74	6	30	30
	30%	54% ^{bcd}	25% ^d	24% ^d	16%	22% ^m	26% ^m	28% ^m	30% ^{mn}	24% ^m	39% ^{mn}	37% ^{mn}	56% ^{efghi}	5%	13%	35% ^{mn}
MEAN	0.40	0.69 ^{bcd}	0.38	0.29	0.18	0.30	0.35	0.42	0.39	0.27	0.46	0.52 ^m	0.70 ^{efh}	0.08	0.21	0.48 ^m
STANDARD ERROR	0.04	0.09	0.07	0.07	0.08	0.18	0.11	0.12	0.11	0.13	0.13	0.14	0.09	0.12	0.19	0.12
STANDARD DEVIATION	1.16	1.09	1.19	1.12	1.16	1.20	1.09	1.04	1.10	1.05	1.22	1.22	0.97	1.28	1.28	1.26

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used. * small base

Number of sample points : 144

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J10054712-48-03 02 DEC - 08 DEC 2011
NUCLEAR RESPONSE 2011

Table 6
DEMOGRAPHICS
BASE: ALL ADULTS AGED 15+

	SEX		AGE						AGE WITHIN SEX												
	MALE (a)	FE- MALE (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	MALE 16-24 (i)	MALE 25-34 (j)	MALE 35-44 (k)	MALE 45-54 (l)	MALE 55-64 (m)	MALE 65+ (n)	FE- MALE 16-24 (o)	FE- MALE 25-34 (p)	FE- MALE 35-44 (q)	FE- MALE 45-54 (r)	FE- MALE 55-64 (s)	FE- MALE 65+ (t)	
UNWEIGHTED BASE	993	506	487	146	139	155	154	169	230	75	62	73	76	87	133	71	77	82	78	82	97
WEIGHTED BASE	987	479	509	159	154	180	159	143	193	82*	76*	89*	78*	70*	83	78*	77*	91*	81*	73*	110*
	100%	48%	52%	16%	16%	18%	16%	14%	20%	8%*	8%*	9%*	8%*	7%*	8%	8%*	8%*	9%*	8%*	7%*	11%*
SEX																					
MALE	479	479	-	82	76	89	78	70	83	82	76	89	78	70	83	-	-	-	-	-	-
	48%	100%b	-	51%	50%	49%	49%	49%	43%	100%o	100%o	100%o	100%o	100%o	100%opq	-	-	-	-	-	-
										pqrst	pqrst	pqrst	pqrst	pqrst	rst						
FEMALE	509	-	509	78	77	91	81	73	110	-	-	-	-	-	78	77	91	81	73	110	
	52%	-	100%a	49%	50%	51%	51%	51%	57%	-	-	-	-	-	100%i	100%i	100%i	100%i	100%i	100%ijklmn	
															ijklmn	ijklmn	ijklmn	ijklmn	ijklmn	ijklmn	ijklmn
AGE																					
16-24	159	82	78	159	-	-	-	-	-	82	-	-	-	-	78	-	-	-	-	-	
	16%	17%	15%	100%def	-	-	-	-	-	100%jkl	-	-	-	-	100%jkl	-	-	-	-	-	
				gh						mnpqrst					mnpqrst						
25-34	154	76	77	-	154	-	-	-	-	-	76	-	-	-	-	77	-	-	-	-	
	16%	16%	15%	-	100%cef	-	-	-	-	-	100%ikl	-	-	-	-	100%ikl	-	-	-	-	
				gh						mnoqrst					mnoqrst						
35-44	180	89	91	-	-	180	-	-	-	-	-	89	-	-	-	-	91	-	-	-	
	18%	19%	18%	-	-	100%cdf	-	-	-	-	-	100%ijl	-	-	-	-	100%ijl	-	-	-	
						gh				mnoqrst							mnoqrst				
45-54	159	78	81	-	-	-	159	-	-	-	-	78	-	-	-	-	-	81	-	-	
	16%	16%	16%	-	-	-	100%cde	-	-	-	-	100%ijk	-	-	-	-	-	100%ijk	-	-	
							gh			mnoqrst		mnoqrst					mnoqrst				
55-64	143	70	73	-	-	-	-	143	-	-	-	-	70	-	-	-	-	-	73	-	
	14%	15%	14%	-	-	-	-	100%cde	-	-	-	-	100%ijk	-	-	-	-	-	100%ijk	-	
								fh					lnopqst						lnopqst		
65+	193	83	110	-	-	-	-	-	193	-	-	-	-	83	-	-	-	-	-	110	
	20%	17%	22%	-	-	-	-	-	100%cde	-	-	-	-	100%ijk	-	-	-	-	-	100%ijklmnopqrs	
									fg					lmopqrs							
SOCIAL GRADE																					
AB	263	134	129	17	41	46	51	54	53	12	21	26	25	26	23	5	20	20	26	28	30
	27%	28%	25%	11%	26% ^c	25% ^c	32% ^c	38% ^{cd}	28% ^c	14%	27% ^o	29% ^o	32% ^{io}	38% ^{io}	28% ^{io}	7%	26% ^o	22% ^o	32% ^{io}	39% ^{io}	27% ^o
								eh						q						q	
C1	284	130	154	47	54	62	36	39	46	22	28	24	16	19	20	25	26	38	21	20	25
	29%	27%	30%	30%	35% ^{fh}	34% ^{fh}	23%	28%	24%	28%	37% ^l	27%	20%	28%	25%	32%	33%	42% ^{ln}	26%	27%	23%
																		t			
C2	207	111	96	52	26	37	39	23	30	28	12	22	20	12	17	24	13	15	19	11	14
	21%	23%	19%	33% ^{de}	17%	21%	25%	16%	16%	34% ^{jm}	16%	25%	26% ^t	17%	20%	31% st	17%	16%	23%	15%	13%
				gh						pqrst											
DE	233	104	129	43	34	36	32	26	63	20	16	17	17	12	23	23	18	19	15	14	41
	24%	22%	25%	27%	22%	20%	20%	18%	33% ^{de}	24%	20%	19%	22%	17%	27%	30%	23%	20%	19%	19%	37% ^{klmnoprs}
									fg												

Proportions/Mean/Columns Tested (5% risk level) - a-b - c/d/e/f/g/h - i/j/k/l/m/n/op/q/r/s/t
 Overlap formulae used. * small base

Number of sample points : 144

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Ipsos MORI

J10054712-48-03 02 DEC - 08 DEC 2011
NUCLEAR RESPONSE 2011

Table 6
DEMOGRAPHICS
BASE: ALL ADULTS AGED 15+

TOTAL	SEX		AGE						AGE WITHIN SEX												
	MALE (a)	FE- MALE (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	MALE 16-24 (i)	MALE 25-34 (j)	MALE 35-44 (k)	MALE 45-54 (l)	MALE 55-64 (m)	MALE 65+ (n)	FE- MALE 16-24 (o)	FE- MALE 25-34 (p)	FE- MALE 35-44 (q)	FE- MALE 45-54 (r)	FE- MALE 55-64 (s)	FE- MALE 65+ (t)	
987 100%	479 48%	509 52%	159 16%	154 16%	180 18%	159 16%	143 14%	193 20%	82* 8%*	76* 8%*	89* 9%*	78* 8%*	70* 7%*	83 8%	78* 8%*	77* 8%*	91* 9%*	81* 8%*	73* 7%*	110* 11%*	
GOVERNMENT OFFICE REGION																					
NORTH	42 4%	21 4%	21 4%	6 4%	7 5%	4 2%	13 8%eh	7 5%	5 2%	2 2%	2 3%	2 2%	7 9%qt	4 6%	3 4%	4 5%	5 7%	2 3%	5 6%	3 4%	2 7%
NORTH WEST	127 13%	64 13%	63 12%	28 17%f	24 16%f	18 10%	9 6%	17 12%	30 16%fr	15 19%mq	13 17%fr	13 15%r	6 7%	5 15%qr	13 16%r	11 15%r	5 6%	3 4%	13 17%qr	18 16%qr	
YORKS & HUMBE RSIDE	80 8%	35 7%	45 9%	15 9%	21 14%gh	13 7%	12 7%	8 6%	12 6%	7 9%	8 11%	4 4%	6 8%	4 6%	5 6%	7 9%	13 17%kn	9 10%	5 7%	3 5%	6 6%
WEST MIDLANDS	99 10%	46 10%	53 10%	15 10%	16 10%	17 9%	16 10%	12 9%	23 12%	7 8%	10 12%	8 9%	7 9%	6 8%	10 12%	9 11%	6 8%	9 10%	9 12%	7 9%	13 12%
EAST MIDLANDS	71 7%	31 7%	40 8%	11 7%	10 6%	15 8%	7 4%	13 9%	16 8%	6 7%	4 5%	7 7%	4 5%	4 6%	7 8%	5 6%	6 8%	8 9%	3 4%	9 12%	9 8%
EAST ANGLIA	92 9%	45 9%	47 9%	17 10%	12 8%	19 11%	14 9%	15 10%	15 8%	5 7%	5 6%	13 14%	6 8%	8 12%	7 9%	11 14%	7 9%	7 7%	9 11%	6 8%	8 7%
SOUTH WEST	95 10%	47 10%	48 10%	15 9%	10 7%	17 9%	16 10%	17 12%	21 11%	11 13%	5 7%	7 8%	3 4%	11 15%l	10 12%	4 5%	5 7%	9 10%	13 16%l	6 9%	11 10%
SOUTH EAST	132 13%	67 14%	65 13%	15 9%	6 4%	22 12%cd	28 17%cd	28 19%cd	34 18%cd	4 5%	4 5%	12 13%p	16 20%ij	16 23%ij	16 19%ij	11 14%p	2 3%	10 11%	12 15%p	11 16%ij	18 16%ijp
GREATER LONDON	118 12%	58 12%	60 12%	17 11%	29 19%gh	29 16%gh	21 13%g	7 5%	15 8%	10 13%	17 22%mn	14 15%ms	9 12%	3 5%	5 6%	7 9%	12 16%mn	15 17%mn	12 15%ms	3 4%	10 9%
WALES	45 5%	23 5%	21 4%	8 5%	3 2%	7 4%	12 7%cd	8 6%	7 4%	5 6%	2 3%	3 3%	6 8%	3 5%	3 4%	3 4%	1 1%	4 4%	5 7%	3 7%	3 3%
SCOTLAND	86 9%	41 9%	45 9%	14 9%	16 10%	18 10%	12 7%	11 8%	16 8%	9 12%	8 11%	7 8%	8 10%	5 7%	4 5%	5 6%	8 10%	11 12%	4 4%	7 9%	12 11%

Proportions/Means: Columns Tested (5% risk level) - a-b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t
 Overlap formulae used. * small base

Number of sample points : 144

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Ipsos MORI

J10054712-48-03 02 DEC - 08 DEC 2011
NUCLEAR RESPONSE 2011

Table 7
DEMOGRAPHICS
BASE: ALL ADULTS AGED 15+

	SOCIAL GRADE				GOVERNMENT OFFICE REGION											
	AB (a)	C1 (b)	C2 (c)	DE (d)	NORTH (e)	NORTH WEST (f)	YORKS & HUMBE RSIDE (g)	WEST MID- LANDS (h)	EAST MID- LANDS (i)	EAST AN- GLIA (j)	SOUTH WEST (k)	SOUTH EAST (l)	GR- EATER LONDON (m)	WALES (n)	SCOT- LAND (o)	
UNWEIGHTED BASE	993	161	343	237	252	47	108	84	107	68	94	79	125	122	48	111
WEIGHTED BASE	987	263	284	207	233	42*	127*	80*	99*	71*	92*	95*	132*	118*	45*	86*
	100%	27%	29%	21%	24%	4%*	13%*	8%*	10%*	7%*	9%*	10%*	13%*	12%*	5%*	9%*
SEX																
MALE	479	134	130	111	104	21	64	35	46	31	45	47	67	58	23	41
	48%	51%	46%	54%	45%	50%	51%	44%	47%	44%	49%	49%	51%	49%	52%	48%
FEMALE	509	129	154	96	129	21	63	45	53	40	47	48	65	60	21	45
	52%	49%	54%	46%	55%	50%	49%	56%	53%	56%	51%	51%	49%	51%	48%	52%
AGE																
16-24	159	17	47	52	43	6	28	15	15	11	17	15	17	8	14	
	16%	7%	17%a	25%ab	18%a	14%	22%l	18%	15%	15%	18%	15%	11%	14%	18%	
25-34	154	41	54	26	34	7	24	21	16	10	12	10	6	29	3	
	16%	15%	19%	12%	14%	18%l	19%l	26%klm	16%l	14%l	13%l	11%	4%	24%klm	6%	
35-44	180	46	62	37	36	4	18	13	17	15	19	17	22	29	7	
	18%	17%	22%	18%	15%	11%	15%	17%	17%	21%	21%	18%	17%	25%	15%	
45-54	159	51	36	39	32	13	9	12	16	7	14	16	28	21	12	
	16%	20%	13%	19%	14%	30%fio	7%	14%	17%f	10%	16%	17%	21%f	18%f	27%fi	
55-64	143	54	39	23	26	7	17	8	12	13	15	17	28	7	8	
	14%	21%cd	14%	11%	11%	16%am	14%	10%	12%	18%am	16%am	18%am	21%am	6%	18%am	
65+	193	53	46	30	63	5	30	12	23	16	15	21	34	15	7	
	20%	20%	16%	15%	27%bc	11%	24%	15%	23%	22%	16%	22%	26%am	13%	15%	
SOCIAL GRADE																
AB	263	263	-	-	-	9	15	20	22	27	34	21	57	31	9	
	27%	100%bcd	-	-	-	22%	12%	24%f	22%	38%fh	37%fh	22%	43%efgh kmno	26%f	20%	
C1	284	-	284	-	-	14	45	16	24	18	23	32	28	45	12	
	29%	-	100%acd	-	-	33%	35%gl	20%	25%	26%	25%	34%	22%	38%ghl	27%	
C2	207	-	-	207	-	7	37	13	18	16	10	25	38	21	10	
	21%	-	-	100%abd	-	17%	30%jo	17%	18%	23%	11%	26%jo	29%jo	18%	22%	
DE	233	-	-	-	233	12	30	31	35	10	25	17	9	21	14	
	24%	-	-	-	100%abc	29%l	24%l	39%fikl m	36%iklm	14%	27%l	18%l	6%	18%l	31%il	
GOVERNMENT OFFICE REGION																
NORTH	42	9	14	7	12	42	-	-	-	-	-	-	-	-	-	
	4%	3%	5%	3%	5%	100%fghij klmno	-	-	-	-	-	-	-	-	-	
NORTH WEST	127	15	45	37	30	-	127	-	-	-	-	-	-	-	-	
	13%	6%	16%a	18%a	13%a	-	100%eghij klmno	-	-	-	-	-	-	-	-	
YORKS & HUMBE RSIDE	80	20	16	13	31	-	-	80	-	-	-	-	-	-	-	
	8%	7%	6%	7%	13%bc	-	-	100%efhij klmno	-	-	-	-	-	-	-	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i/j/k/l/m/n/o
 Overlap formulae used. * small base

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Table 7
DEMOGRAPHICS
BASE: ALL ADULTS AGED 15+

	SOCIAL GRADE				GOVERNMENT OFFICE REGION											
	AB (a)	C1 (b)	C2 (c)	DE (d)	NORTH (e)	NORTH WEST (f)	YORKS & HUMBE RSIDE (g)	WEST MID- LANDS (h)	EAST MID- LANDS (i)	EAST AN- GLIA (j)	SOUTH WEST (k)	SOUTH EAST (l)	GR- EATER LONDON (m)	WALES (n)	SCOT- LAND (o)	
WEIGHTED BASE	987 100%	263 27%	284 29%	207 21%	233 24%	42* 4%*	127* 13%*	80* 8%*	99* 10%*	71* 7%*	92* 9%*	95* 10%*	132* 13%*	118* 12%*	45* 5%*	86* 9%*
WEST MIDLANDS	99 10%	22 8%	24 9%	18 9%	35 15%abc	-	-	-	99 100%efgij klmno	-	-	-	-	-	-	-
EAST MIDLANDS	71 7%	27 10%d	18 6%	16 8%	10 4%	-	-	-	71 100%efghj klmno	-	-	-	-	-	-	-
EAST ANGLIA	92 9%	34 13%c	23 8%	10 5%	25 11%c	-	-	-	-	92 100%efghi klmno	-	-	-	-	-	-
SOUTH WEST	95 10%	21 8%	32 11%	25 12%	17 7%	-	-	-	-	-	95 100%efghi jlmno	-	-	-	-	-
SOUTH EAST	132 13%	57 22%bd	28 10%d	38 18%bd	9 4%	-	-	-	-	-	-	132 100%efghi jkmno	-	-	-	-
GREATER LONDON	118 12%	31 12%	45 16%d	21 10%	21 9%	-	-	-	-	-	-	-	118 100%efghi jklno	-	-	-
WALES	45 5%	9 3%	12 4%	10 5%	14 6%	-	-	-	-	-	-	-	-	45 100%efghi jklmo	-	-
SCOTLAND	86 9%	20 8%	26 9%	10 5%	30 13%c	-	-	-	-	-	-	-	-	-	-	86 100%efghijklmn

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h/i/j/k/l/m/n/o
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	Page	Table	Title	Base Description	Base
●	1	1	Q.NB01 AND I WOULD LIKE YOU TO TELL ME HOW FAVOURABLE OR UNFAVOURABLE YOUR OVERALL OPINION OR IMPRESSION IS OF THE NUCLEAR ENERGY INDUSTRY. TAKE INTO ACCOUNT ANY OF THE THINGS WHICH YOU THINK ARE IMPORTANT. REMEMBER THAT IT IS YOUR OVERALL OPINION OR IMPRESSION THAT WE ARE INTERESTED IN. NUCLEAR ENERGY	BASE: ALL ADULTS AGED 15+	993
●	2	2	Q.NB01 AND I WOULD LIKE YOU TO TELL ME HOW FAVOURABLE OR UNFAVOURABLE YOUR OVERALL OPINION OR IMPRESSION IS OF THE NUCLEAR ENERGY INDUSTRY. TAKE INTO ACCOUNT ANY OF THE THINGS WHICH YOU THINK ARE IMPORTANT. REMEMBER THAT IT IS YOUR OVERALL OPINION OR IMPRESSION THAT WE ARE INTERESTED IN. NUCLEAR ENERGY	BASE: ALL ADULTS AGED 15+	993
	3	3	Q.NB01 AND I WOULD LIKE YOU TO TELL ME HOW FAVOURABLE OR UNFAVOURABLE YOUR OVERALL OPINION OR IMPRESSION IS OF THE NUCLEAR ENERGY INDUSTRY. TAKE INTO ACCOUNT ANY OF THE THINGS WHICH YOU THINK ARE IMPORTANT. REMEMBER THAT IT IS YOUR OVERALL OPINION OR IMPRESSION THAT WE ARE INTERESTED IN. NUCLEAR ENERGY	BASE: ALL ADULTS AGED 15+	993
●	4	4	Q.NB02 TO WHAT EXTENT WOULD YOU SUPPORT OR OPPOSE THE BUILDING OF NEW NUCLEAR POWER STATIONS IN BRITAIN TO REPLACE THOSE THAT ARE BEING PHASED OUT OVER THE NEXT FEW YEARS? THIS WOULD ENSURE THE SAME PROPORTION OF NUCLEAR ENERGY IS RETAINED (THAT IS, ABOUT 18 PER CENT OF ELECTRICITY GENERATION)	BASE: ALL ADULTS AGED 15+	993
●	5	5	Q.NB02 TO WHAT EXTENT WOULD YOU SUPPORT OR OPPOSE THE BUILDING OF NEW NUCLEAR POWER STATIONS IN BRITAIN TO REPLACE THOSE THAT ARE BEING PHASED OUT OVER THE NEXT FEW YEARS? THIS WOULD ENSURE THE SAME PROPORTION OF NUCLEAR ENERGY IS RETAINED (THAT IS, ABOUT 18 PER CENT OF ELECTRICITY GENERATION)	BASE: ALL ADULTS AGED 15+	993
●	6	6	DEMOGRAPHICS / SEX / AGE / SOCIAL GRADE	BASE: ALL ADULTS AGED 15+	993

	Page	Table	Title	Base Description	Base
●	7	6	DEMOGRAPHICS / GOVERNMENT OFFICE REGION	BASE: ALL ADULTS AGED 15+	987
●	8	7	DEMOGRAPHICS / SEX / AGE / SOCIAL GRADE / GOVERNMENT OFFICE REGION	BASE: ALL ADULTS AGED 15+	993
●	9	7	DEMOGRAPHICS	BASE: ALL ADULTS AGED 15+	987