

PRESS RELEASE

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Nuclear energy campaign fails to change Belgians' minds

Brandhome has studied the impact of the campaign mounted by the Nuclear Forum on the subject of nuclear energy. The Antwerp communication agency wanted to know what Belgians think about nuclear power, whether the campaign has altered their opinion, and whom they thought was behind it. The campaign achieved a high level of recognition, with no fewer than 72% of Belgians familiar with it. The study's key conclusion, however, is that just over 84% of respondents did not change their opinion of nuclear energy as a result of the campaign. 1,600 people took part in the research.

Source?

When asked who was behind the campaign, only 6% of respondents were able to name the Nuclear Forum. Many of them assumed it was the work of the power company Electrabel, Groen! (the Flemish Green Party), the government or the nuclear industry. Interestingly, customers of the smaller power companies Nuon and Luminus were more likely than average to think the campaign was on behalf of their larger rival Electrabel. The campaign had no influence at all, however, on the image of Groen! or Electrabel, for instance.

Sticking to their guns

84% of Belgians did not change their opinion in response to the media offensive. Only 12% took a more positive view of nuclear energy after the campaign, while 4% were more negative than before. In those cases where opinions were changed, it was primarily among people who thought the campaign was mounted by the government who became more positive.

Nuclear power plants to stay open?

46% of Belgians thought that nuclear power plants should be able to stay open after 2025. 39% were undecided and only 15% responded that the plants should not be allowed to stay open. There was a stronger feeling in Flanders that the plants should be decommissioned after 2025. 25% of respondents expressed a positive opinion of nuclear power generation.

Details of the study

A qualitative (600 face-to-face interviews) and quantitative study (1,000 online questionnaires) was performed by an independent research organisation in February and March 2009. The study was based on a representative sample of the 18–65 year-old age group.



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Brandhome is a communication agency that works according to a unique and effective brand-building methodology, the Brandhome method®. The agency's key goals include constantly increasing brand knowledge. Brandhome is headquartered in Antwerp, Belgium.

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Note for editors, not for publication:

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