

16 April 2007 (a)



BOOK NOW – and receive your results by mid-May – see over for details!

Future Sources of Electricity?

We included a short series of questions about sources of electricity in the latest CRSMS over the period April 1-3, with the following results:

- Almost everyone suggests placing at least a moderately high priority on building more solar power stations (95%), and wind turbines (93%), and applying more extensive energy efficiency measures (92%).
- On the other hand, only minorities would place at least a moderately high priority on building nuclear power stations (32%) or more coal-fired power stations (19%)
- The closer one is suggested to their homes, the less likely people are to agree with a nuclear power station being built.

Everyone in the sample was asked:

To meet future demands for electricity, what level of priority would you give to each of the following possible solutions:...firstly [READ OUT, ROTATE LIST]... Would you give it an extremely, very, moderately or low priority, or wouldn't do it at all?

| | Don't do at all % | Low priority % | Moderately high % | Very high % | Extremely high % | Total extremely + very + moderately high priority % |
|---|-------------------|----------------|-------------------|-------------|------------------|---|
| Build more solar power stations generating electricity from the sun | 1 | 4 | 12 | 41 | 42 | 95 |
| Build more wind turbines | 2 | 5 | 30 | 31 | 32 | 93 |
| More extensive energy efficiency measures – everybody to use less electricity, or use it more efficiently | 2 | 6 | 26 | 29 | 37 | 92 |
| Build nuclear power stations | 34 | 34 | 16 | 10 | 6 | 32 |
| Build more coal-fired power stations | 44 | 36 | 14 | 5 | 0 | 19 |

Everyone in the sample was asked:

If Australia was to build nuclear power stations, to what extent would you agree with one being built ... [READ OUT, DO NOT ROTATE] ... Would you agree or disagree? Would that be a little a lot or completely?

| | Disagree completely | Disagree a lot | Disagree a little | Neither nor | Agree a little | Agree a lot | Agree completely | Total agree % |
|---------------------------------|---------------------|----------------|-------------------|-------------|----------------|-------------|------------------|---------------|
| A long way from ACT | 31 | 9 | 3 | 10 | 8 | 22 | 17 | 47 |
| On the outskirts of the ACT | 44 | 17 | 5 | 5 | 13 | 7 | 9 | 29 |
| Near your closest town centre | 61 | 19 | 5 | 4 | 3 | 5 | 3 | 11 |
| On the outskirts of your suburb | 65 | 15 | 5 | 4 | 2 | 5 | 4 | 11 |
| At the end of your street | 73 | 15 | 2 | 3 | 2 | 3 | 2 | 7 |

The CRSMS is brought to you by:



– Canberra's leading social and government research organisation.

(formerly Artcraft Research)

ACT now!

If you are looking for prompt answers on the opinions, knowledge, understanding and behaviour of people in Canberra and the surrounding communities:

We have a ready-made solution for you.

- A regular social and market survey tailored cost-effectively to meet the needs of a range of government, academic, not-for-profit and business clients.
- The survey covers the ACT and region – ie, it covers all of Canberra, plus, if you wish, surrounding centres including Queanbeyan, Jerrabomberra, Yass, Bungendore, Braidwood and Captains Flat and many rural-residential communities and villages in between.
- Each wave involves telephone interviews with a fresh, reliable sample of 1,000 people, representative of the 18+ years Canberra community in terms of gender, age and location.
- At the 95% confidence level commonly used in social and market research, results involving the whole sample are likely to be no more than 3% either way of the result that would have been obtained if the whole 18+ years population had been surveyed.
- Questions are analysed by relevant socio-demographics and by region and compiled into a succinct tabular report.
- The survey is conducted monthly and costs range from as low as \$900* per question (+ GST).
* This price is for a minimum of four simple closed-ended questions. We will quote open-ended questions and complex and/or multi-faceted closed-ended questions on a case-by-case basis. Prices include analysis and tabular report with results broken by key demographics.
- Both once-off and ongoing series of questions are welcome.
- We offer personal presentation and discussion of findings for a modest additional fee.
- We can also handle your other research and evaluation needs.



We look forward very much to serving you.



For any enquiries, and to book your questions into the next survey, **please call Les Winton now** on 02 6232 6264 or 0414 504 832.

The next wave of the Canberra and Region Social and Market Survey (CRSMS) will be conducted over the weekend of **May 5 to 6**, 2007 with results by **mid-May**.

Timetable:

| | |
|------------------------------------|--------------------|
| Cut-off for inclusion of questions | Thursday, May 3 |
| Telephone interviewing | Weekend of May 5-6 |
| Top-line results | Tuesday May 8 |
| Tabular report | Tuesday May 15 |



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