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## REPUTATION CENTRE NEWS ROUND-UP

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2009 was a busy year for the Reputation Centre. Most recently, Ipsos MORI hosted hundreds of clients and friends at Lloyds of London for our **Review of the Year: Things can only get better?** with speeches from Terry Leahy, CEO of Tesco, Richard Lambert, Director General of the CBI, and Ipsos MORI's CEO, Ben Page. The publication of articles to accompany the event is available [here](#).

We have released the findings from the second wave of our Reputation Council interviews (see [article](#)), our panel of senior communicators drawn from blue-chip organisations across Europe, such as BP, Boeing, Coca-Cola, GlaxoSmithKline, Shell and Toyota. We will be holding a networking event for Council members in the New Year.

The Financial Times covered our recent research for the Institute of Business Ethics and Centrica on trust in business and business transparency, with the headline **'Bank crisis hits public's trust in business'** (read the full article [here](#)).

Ethical Performance magazine covered our recent research on public attitudes to corporate responsibility, with the headline 'Interest in ethical shopping falls as the recession bites' (for further information, see [www.ethicalperformance.com](http://www.ethicalperformance.com) or visit [www.ipsos-mori.com](http://www.ipsos-mori.com)).

We have also had two recent conference speeches and other events involving team members:

- Robert Knight spoke at the [Nuclear Industry Association's Energy Choices Conference](#) on 3 December, on Female Attitudes to Nuclear Power. For more details please click [here](#).
- Milorad Ajder spoke at a reputation seminar in Sweden hosted by our sister company, Ipsos Eureka on 9 December.

Looking forward, the following reputation research studies are coming up – please contact Andrew Nelson ([andrew.nelson@ipsos.com](mailto:andrew.nelson@ipsos.com)) or your regular Ipsos MORI contact for more information on any of these studies:

	Questionnaire finalisation	Fieldwork	Results from
Parliamentary Candidates Survey	Jan	Feb-Mar	April
MEPs (Members of the European Parliament)	March	Apr-Jun	July
Global Brand Influencers (elite online public in c. 22 markets worldwide)	March	April	May
Oil & Energy Journalists	March	April	May
Investors and Analysts	As required	6 weeks	As required

Do get in touch if you have any feedback on this issue of core.

**Jenny Dawkins**  
Research Director

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## **Female Attitudes to Nuclear Power: Details**

Energy Choices Conference 2009

At the annual conference of the Nuclear Industry Association, Robert Knight presented the findings from a specially-commissioned piece of qualitative research which aimed to explore why women are less positive than men towards nuclear energy.

In our regular national surveys we continue to show big differences throughout between male and female views, though the differences are greatest on the positive end of the scale, i.e. women are much less favourable, but only a little more unfavourable. Similarly both men and women now support replacement nuclear new build on balance, but for men the balance support/opposition is 53%/15%, for women it is 33%/22%.

Our qualitative research consisted of six 2-hour discussion groups. It showed that while a number of the theories on male/female differences in attitudes do stand up, the most important factor seems to be information and familiarity. Women are less familiar than men with all aspects of the industry and the technology. When women know little about nuclear energy they tend not to have sufficient interest to seek information; instead their attitudes are prey to what we have termed the “nuclear noise” of popular culture. This is fundamentally negative, even verging on what might be considered as scaremongering. We have some clear signs that as women get to know the issues and the industry better they become more favourable towards it. The challenge for the industry is to find ways to engage women and raise their familiarity levels without making women feel targeted and even patronised.