



Potomac Communications Group, Inc.

Communications Working Group
PNC-PCG Benchmarking Survey
Preliminary Results



March 2012

Engaging PNC member countries

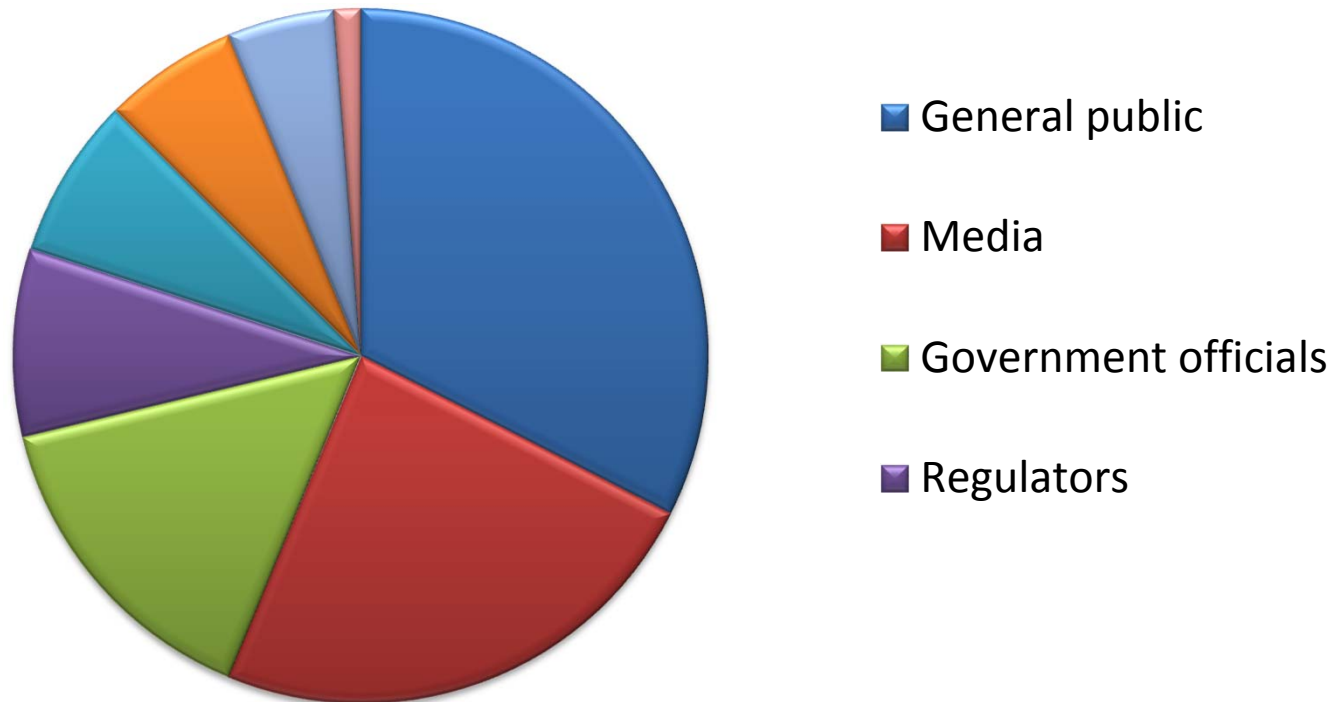
- Joint PNC-PCG effort approved in June
- Recruitment and design reviewed at PNC meeting in November
- PNC members identified target respondents
- Web-based survey distributed in January
- Qualitative results suggest areas for engagement

Meeting our project objectives

- Reconnected PNC working group members
- Identified post-Fukushima outreach trends:
 - Continued reliance on print media
 - Growing use of social media
 - Emphasis on correcting misinformation
 - Safety and waste remain top public concerns

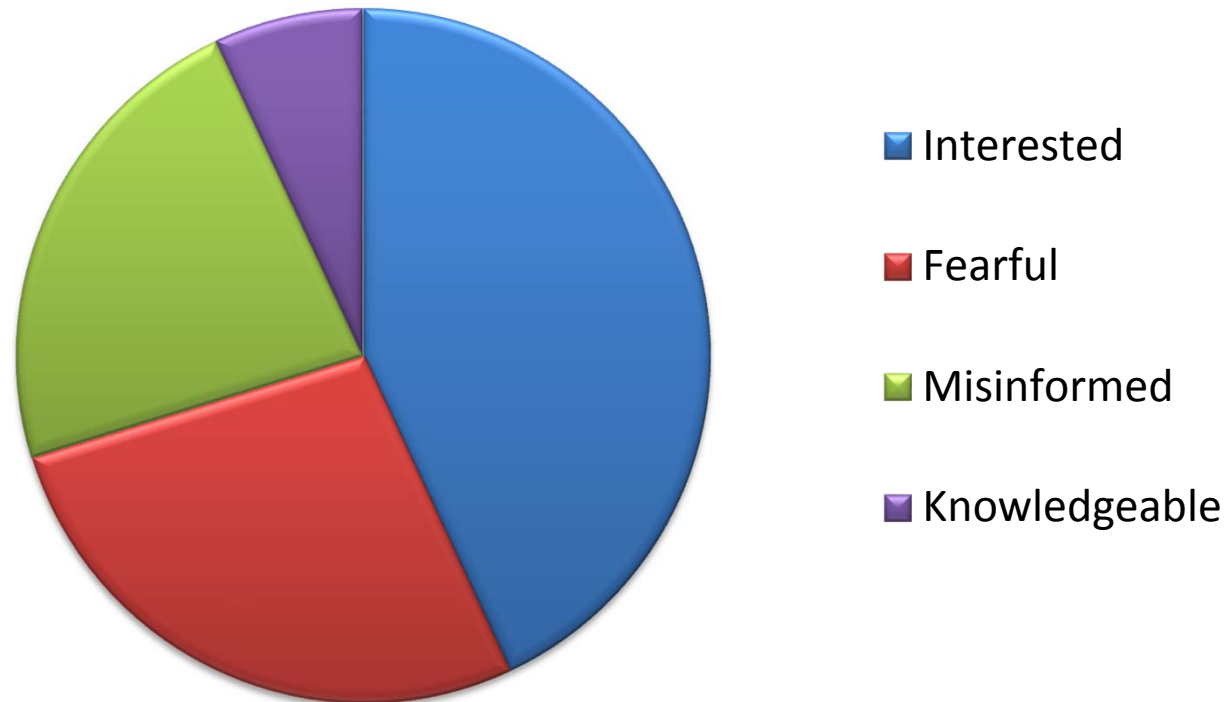
Communicators look for broad reach

Top Audiences



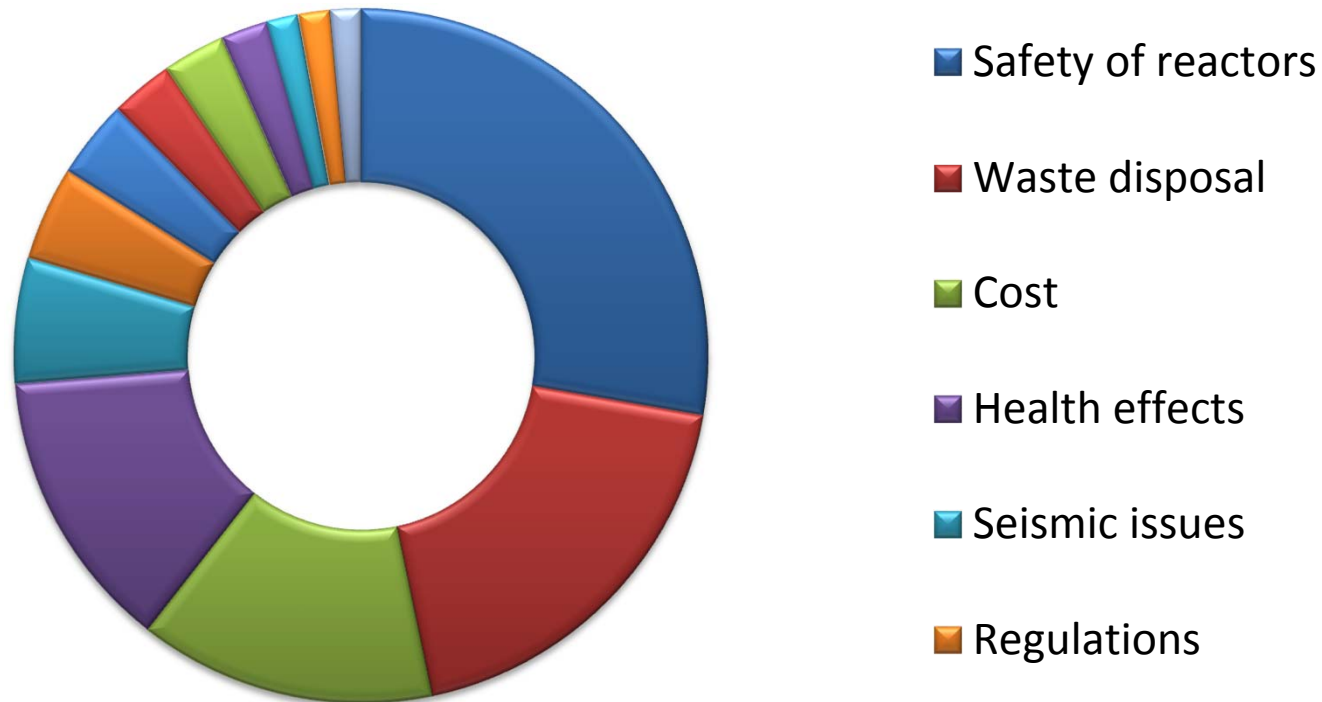
Audiences responded to Fukushima

Audience attitudes



Top concerns remain unchanged

Top Nuclear Energy Concerns



Success for one is success for all

- 68% rated counteracting misleading information as vital to maintain public confidence.
- Fukushima highlighted the need to implement effective crisis plan in an emergency.
- Local support for specific projects also needs to be fostered.

A teachable moment for nuclear

- Events in Japan created receptive audiences
- Making technical information understandable is the greatest challenge

New communication tools emerging

- New attitudes about online communications
 - 36% indicated they do not use social media, but 32% intend to this year.
 - Organizational blogs and forum increasing in popularity as outreach tool.
 - Factsheets, brochures and events less frequently used



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Survey Update to the PNC from the Communications Working Group

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