

Polling - Willingness to pay for nuclear

June 2024

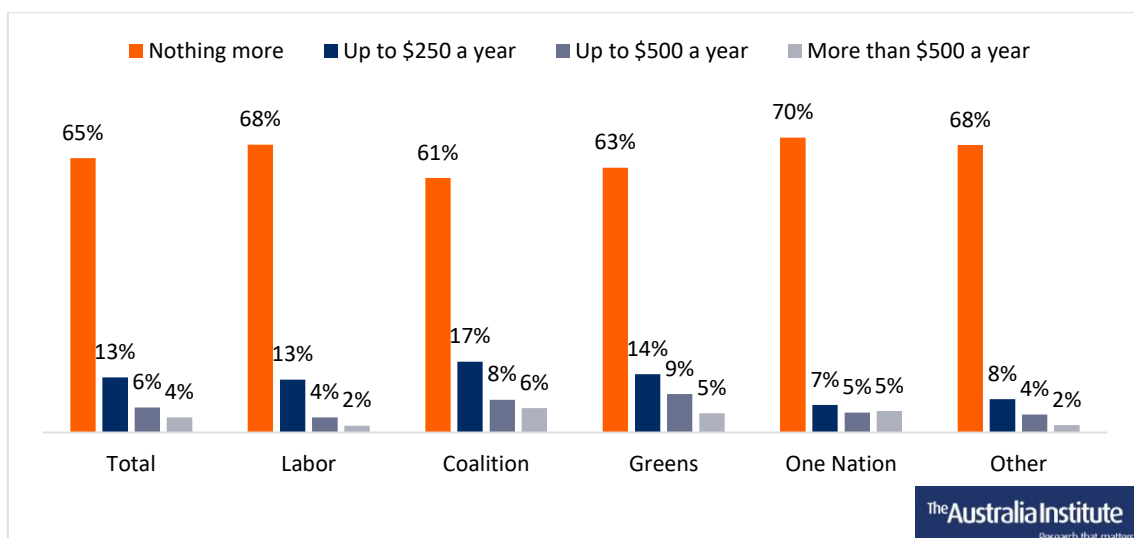
Key results

The Australia Institute surveyed a nationally representative sample of 1,005 Australians about their willingness to pay for nuclear energy.

The results show that most Australians are not prepared to pay anything extra to have nuclear power in the mix.

- Two in three Australians (65%) are not prepared to pay anything extra to have nuclear power in the mix.
- Only one in 20 Australians (4%) are prepared to pay more than \$500 per year to have nuclear power in the mix.
- One in five Australians (19%) are prepared to pay up to \$250 (13%) or up to \$500 per year (6%) to have nuclear power in the mix.
- Across the four large states, between 61% and 69% of residents are not prepared to pay anything extra to have nuclear power in the mix.
- Most Australians are not prepared to pay anything extra to have nuclear power in the mix, regardless of voting intention.

Figure 1: Willingness to pay to have nuclear power in the mix



Method

Short disclosure statement

Panel provider	Dynata
Research company	The Australia Institute
Client commissioning the research	NA
Fieldwork dates	21 May 2024 to 23 May 2024
Mode of data collection	Online recruited from research panel
Target population	Australian adults aged 18+
Sample size	1,005
Australian Polling Council compliant	Yes
Voting intention published	No
Long disclosure statement	See below

Long disclosure statement

Effective sample size after weighting applied	935
Margin of error associated with effective sample size	±3%
Variables used in weighting	Age, gender, state/territory based on Australian Bureau of Statistics “National, state and territory population” data
Gender identity categorisation	Those who answered the gender identity question as “Non-binary”, “I use a different term”, or “Prefer not to answer” had their responses included with females for the purpose of reporting, due to constraints from weighting data availability
Weighting method used	Raking method
Full question text, responses categories and randomisation	See below
Source of online sample	Dynata’s online panel
Positioning of voting intention questions in questionnaire	Immediately after demographics, before policy questions
How were undecided voters handled?	Respondents who answered “Don’t know / Not sure” for voting intention were then asked a leaning question; these leanings are included in voting intention crosstabs
Method of calculating 2PP	NA
Voting intention categorisation	Voting crosstabs show voting intentions for the House of Representatives. “Coalition” includes separate responses for Liberal and National. “Other” refers to Independent/Other, and minor parties in cases where they were included in the voting intention but represent too small a sample to be reported separately in the crosstabs
Location results	Results are shown only for larger states



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Quality Mark**

Detailed results

No preceding questions in the poll are expected to have influenced the results of the questions published here.

CSIRO analysis shows electricity from nuclear power plants is significantly more expensive than renewable energy with storage in Australia.

How much more would you be prepared to pay annually on your electricity bill to have nuclear power in the mix?

	<i>Total</i>	<i>Male</i>	<i>Female</i>	<i>NSW</i>	<i>VIC</i>	<i>QLD</i>	<i>WA</i>
Nothing more	65%	61%	69%	61%	68%	64%	69%
Up to \$250 a year	13%	16%	10%	14%	13%	15%	14%
Up to \$500 a year	6%	7%	5%	9%	3%	5%	4%
More than \$500 a year	4%	5%	3%	5%	3%	4%	6%
Don't know / Not sure	12%	11%	13%	11%	14%	12%	6%

	<i>Total</i>	<i>Labor</i>	<i>Coalition</i>	<i>Greens</i>	<i>One Nation</i>	<i>Other</i>
Nothing more	65%	68%	61%	63%	70%	68%
Up to \$250 a year	13%	13%	17%	14%	7%	8%
Up to \$500 a year	6%	4%	8%	9%	5%	4%
More than \$500 a year	4%	2%	6%	5%	5%	2%
Don't know / Not sure	12%	14%	9%	9%	13%	18%