

23 September 2008

ONE IN FOUR KIWIS FOLLOWING COLLIDER STORY CONCERNED END OF WORLD MAY BE NIGH

News that the Big Bang Hadron Collider experiment has been delayed two months may bring a sigh of relief to the thousands of New Zealanders concerned the end of the world may be nigh.

UMR Research asked New Zealanders in a nationwide poll how closely they had followed news stories about the Big Bang experiment in Switzerland using the underground large Hadron Collider.

Just over half (53%) had followed the story moderately to very closely. These people were then asked to rate how concerned they were that the Collider would create a mini black-hole leading to the end of the world and of these one in four (27%) said they were moderately to very concerned and 72% said they were not concerned.

“Although it’s only a minority of those who have followed the story that can’t see any light at the end of this tunnel, it indicates some thousands of Kiwis are worried. I guess if they end up being right, we’ll never know anyway,” a Director of UMR Tim Grafton said.

“Relative to other stories in the news though this was more of a whimper than a Big Bang. For instance, 86% of New Zealanders followed the shooting of two police officers in Mangere moderately to very closely and 80% followed the Owen Glenn and Winston Peters testimonies to the privileges committee of Parliament,” he said

The Hadron Collider is a 27 kilometer long circuit of super-cooled magnets and the experiment is designed to re-create the moments at the start of the universe by forcing the collision of opposing beams of protons.

The telephone poll of 750 New Zealanders aged 18 years and over was conducted from 11-14 September 2008. It has a margin of error of $\pm 3.6\%$.

For further Information:

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UMR Omnibus Results

September 2008

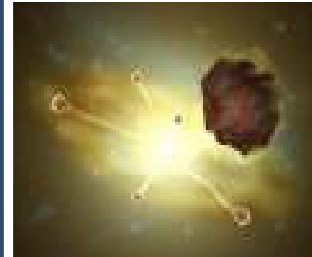
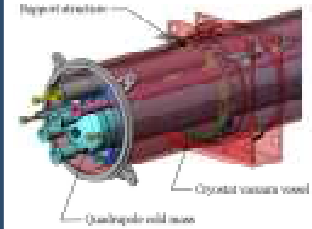
New Zealanders Opinions on the Large Hadron Collider (LHC)

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Methodology



- This report is based on a telephone survey of a nationally representative sample of New Zealanders aged 18 years or over.
- Fieldwork was conducted from 11th to 14th September 2008 at UMR Research's national interview facility in Auckland.
- The margin of error for sample size of 750 for a 50% figure at the '95% confidence level' is $\pm 3.6\%$.

Key findings

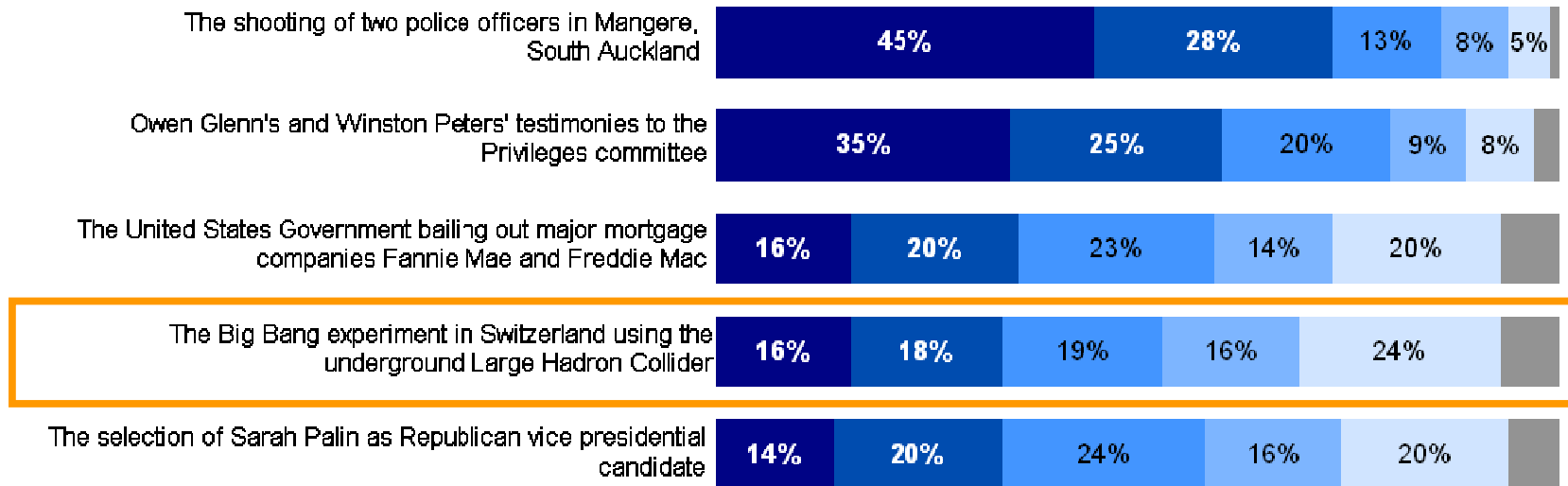


- 53% of New Zealanders followed the news story about the Big Bang Experiment in Switzerland using the underground Large Hadron Collider moderately to very closely.
- Of those who had followed the story moderately to very closely, 27% were moderately to very concerned that the experiment would lead to a mini black-hole leading to the end of the world, but 72% were not concerned.
- 77% of men were not concerned compared to 65% of women. Those under 30 years were more concerned than those over 30 years.

Media Following



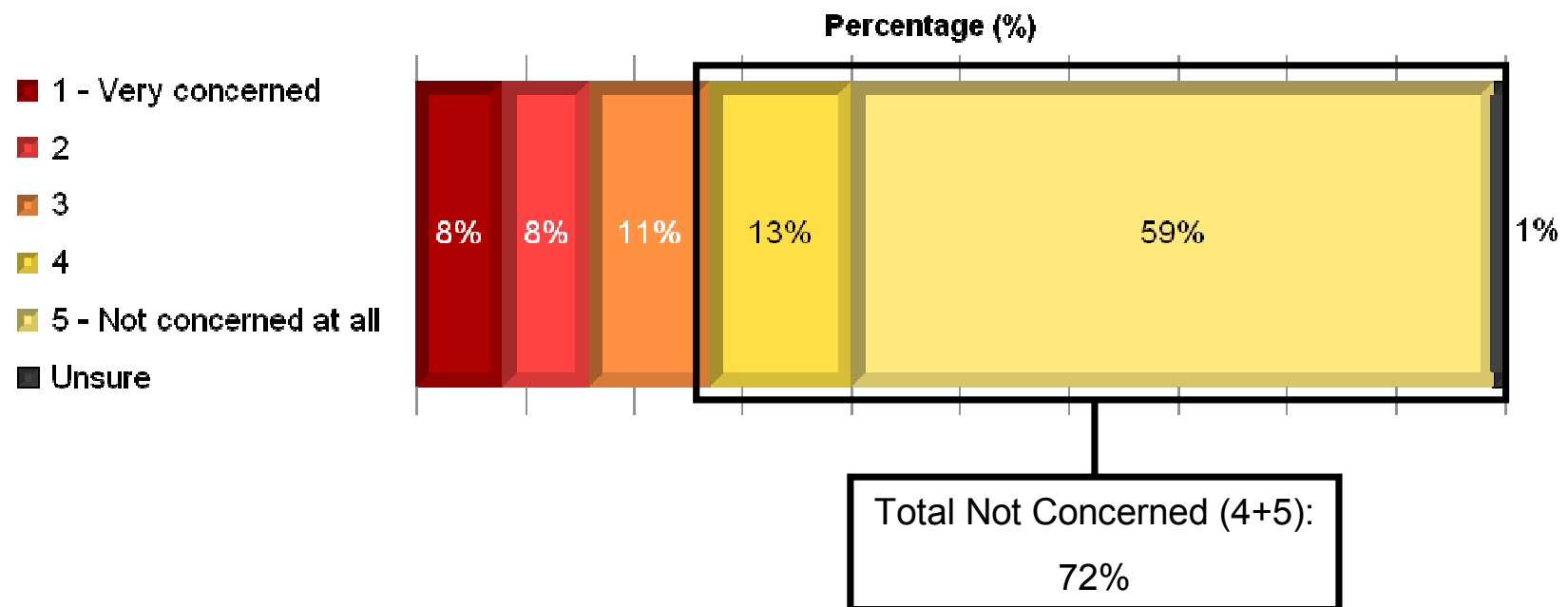
Using a scale of 1 to 5 where 1 means very closely and 5 means not closely at all, please tell me how closely you are following or have followed these news stories in the last month. If you do not know enough about it just say so



- 1 Very Closely ■
- 2 ■
- 3 ■
- 4 ■
- 5 Not Closely at All ■
- Unsure/ Don't know enough ■

Unconcerned about Black Holes

Using a scale of 1 to 5 where 1 means very concerned and 5 means not concerned at all, how concerned were you that the Large Hadron Collider would create a mini black hole leading to the end of the world?

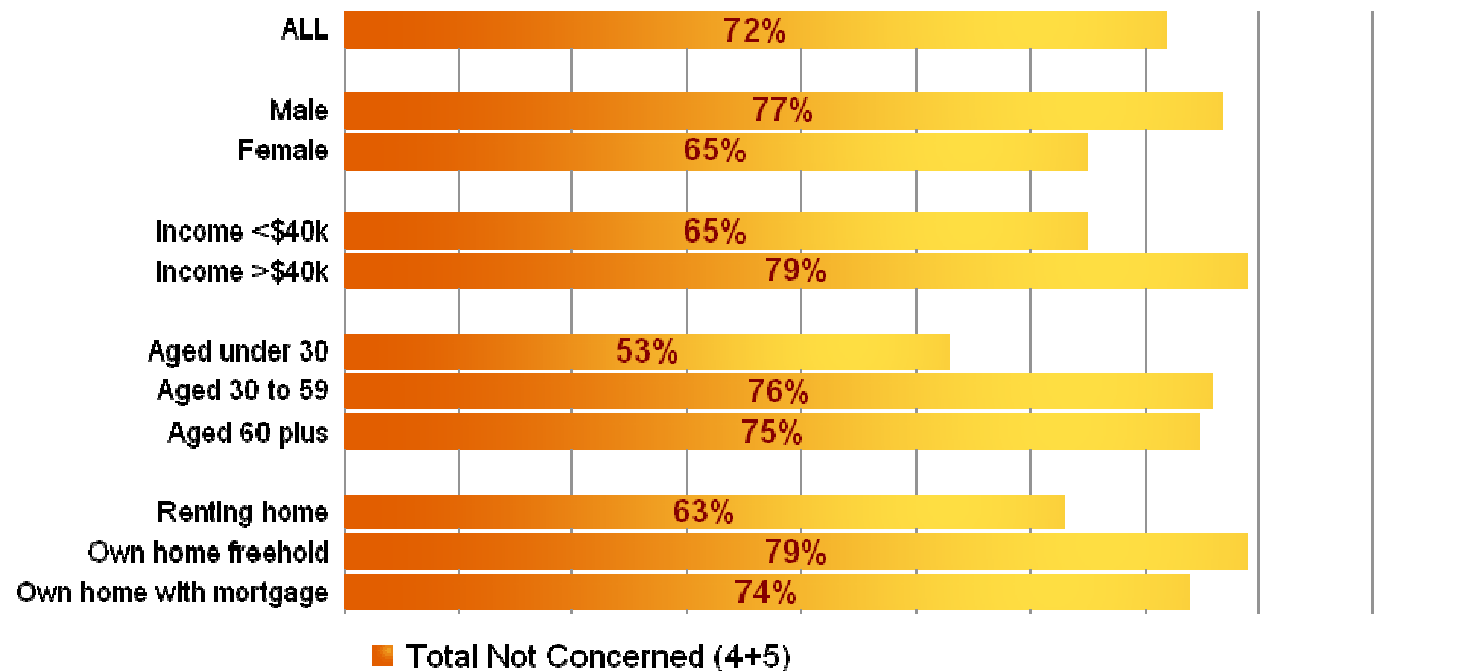


Base: 53% of respondents, those who said they had followed the big bang experiment in Switzerland using the Large Hadron Collider in the news (1+2+3 on the 1-5 scale), n=400

Unconcerned about Black Holes cont'd



Using a scale of 1 to 5 where 1 means very concerned and 5 means not concerned at all, how concerned were you that the Large Hadron Collider would create a mini black hole leading to the end of the world?



Base: 53% of respondents, those who said they had followed the big bang experiment in Switzerland using the Large Hadron Collider in the news (1+2+3 on the 1-5 scale), n=400

TOP NEWS STORIES - THE BIG BANG EXPERIMENT USING THE UNDERGROUND LARGE HADRON COLLIDER

Using a scale of 1 to 5 where 1 means very closely and 5 means not closely at all, please tell me how closely you are following or have followed these news stories in the last month. If you do not know enough about it just say so

The Big Bang experiment in Switzerland using the underground Large Hadron Collider

	Base	1 Very closely	2	3	4	5 Not closely at all	Do not know enough	Unsure
ALL	750	16%	18%	19%	16%	24%	7%	0%
AREA								
Auckland	252	17%	19%	19%	16%	25%	3%	1%
Provincial	354	16%	15%	18%	17%	25%	9%	0%
Christchurch	75	14%	31%	23%	10%	16%	6%	0%
Wellington	68	11%	24%	21%	17%	19%	8%	0%
RURAL	131	15%	18%	17%	14%	24%	12%	0%
SEX								
Male	359	23%	20%	18%	14%	21%	4%	0%
Female	391	10%	17%	20%	17%	26%	9%	1%
AGE GROUP								
Under 30	157	13%	11%	18%	24%	26%	7%	1%
30-44	225	15%	18%	18%	14%	30%	4%	1%
45-59	196	12%	23%	23%	16%	18%	8%	0%
60 Plus	172	23%	20%	18%	12%	19%	8%	0%
OCCUPATION								
Professionals, Managers	218	14%	18%	20%	16%	26%	5%	1%
Technicians, Associate Professionals	86	13%	25%	15%	13%	25%	8%	1%
Clerks	68	13%	8%	25%	23%	25%	6%	0%
Sales and service workers	53	9%	14%	26%	18%	21%	10%	2%
Blue collar	95	16%	23%	14%	16%	27%	4%	0%
Students	35	27%	19%	15%	9%	26%	4%	0%
Retired	116	23%	20%	20%	11%	17%	9%	0%
Homemaker	42	5%	7%	20%	26%	33%	9%	0%
PERSONAL INCOME								
Less than \$15,000	102	17%	21%	14%	19%	23%	6%	0%
\$15,001-25,000	100	18%	14%	22%	14%	20%	11%	1%
\$25,001-30,000	68	11%	19%	21%	16%	21%	8%	4%
\$30,001-40,000	100	16%	12%	22%	14%	29%	7%	0%
\$40,001-50,000	96	15%	16%	19%	15%	26%	9%	0%
\$50,001-70,000	102	13%	24%	19%	24%	19%	1%	0%
More than \$70,000	114	18%	21%	20%	13%	26%	2%	0%
ETHNICITY								
Pacific Island	35	6%	0%	16%	21%	42%	15%	0%
Maori	82	19%	6%	14%	14%	42%	4%	1%
Non Maori/Non PI	637	16%	21%	20%	16%	21%	6%	0%

CONCERN ABOUT LARGE HADRON COLLIDER CREATING A MINI BLACK HOLE

Using a scale of 1 to 5 where 1 means very concerned and 5 means not concerned at all, how concerned were you that the Large Hadron Collider would create a mini black hole leading to the end of the world?

	Base	1 - Very concerned	2	3	4	5 - Not concerned at all	Unsure
ALL	400	8%	8%	11%	13%	59%	1%
AREA							
Auckland	137	10%	9%	7%	6%	66%	2%
Provincial	174	7%	8%	12%	19%	54%	0%
Christchurch	51	7%	11%	11%	10%	59%	2%
Wellington	38	10%	5%	17%	14%	54%	0%
RURAL	65	10%	6%	7%	24%	53%	0%
SEX							
Male	218	8%	6%	8%	11%	66%	1%
Female	182	9%	11%	14%	14%	51%	1%
AGE GROUP							
Under 30	66	8%	17%	19%	5%	48%	3%
30-44	114	6%	9%	9%	17%	58%	1%
45-59	114	8%	5%	10%	12%	65%	0%
60 Plus	106	11%	6%	7%	14%	61%	1%
OCCUPATION							
Professionals, Managers	114	5%	6%	10%	12%	64%	3%
Technicians, Associate Professionals	46	7%	11%	4%	13%	65%	0%
Clerks	31	8%	23%	12%	23%	34%	0%
Sales and service workers	26	14%	3%	16%	5%	62%	0%
Blue collar	50	9%	4%	8%	13%	66%	0%
Students	22	12%	19%	18%	13%	38%	0%
Retired	73	12%	7%	8%	14%	58%	1%
Homemaker	14	0%	10%	33%	11%	46%	0%
PERSONAL INCOME							
Less than \$15,000	53	11%	12%	14%	10%	53%	0%
\$15,001-25,000	54	11%	14%	10%	14%	50%	1%
\$25,001-30,000	35	9%	7%	7%	17%	60%	0%
\$30,001-40,000	50	7%	7%	18%	14%	50%	4%
\$40,001-50,000	48	8%	7%	13%	12%	60%	0%
\$50,001-70,000	57	8%	7%	11%	10%	64%	0%
More than \$70,000	67	5%	4%	4%	9%	77%	1%
ETHNICITY							
Pacific Island	8	0%	72%	0%	0%	28%	0%
Maori	32	18%	5%	9%	16%	45%	7%
Non Maori/Non PI	361	7%	7%	11%	13%	61%	1%