



# Does a visit to EBR-I improve perceptions of nuclear power?

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*Changing the World's Energy Future*

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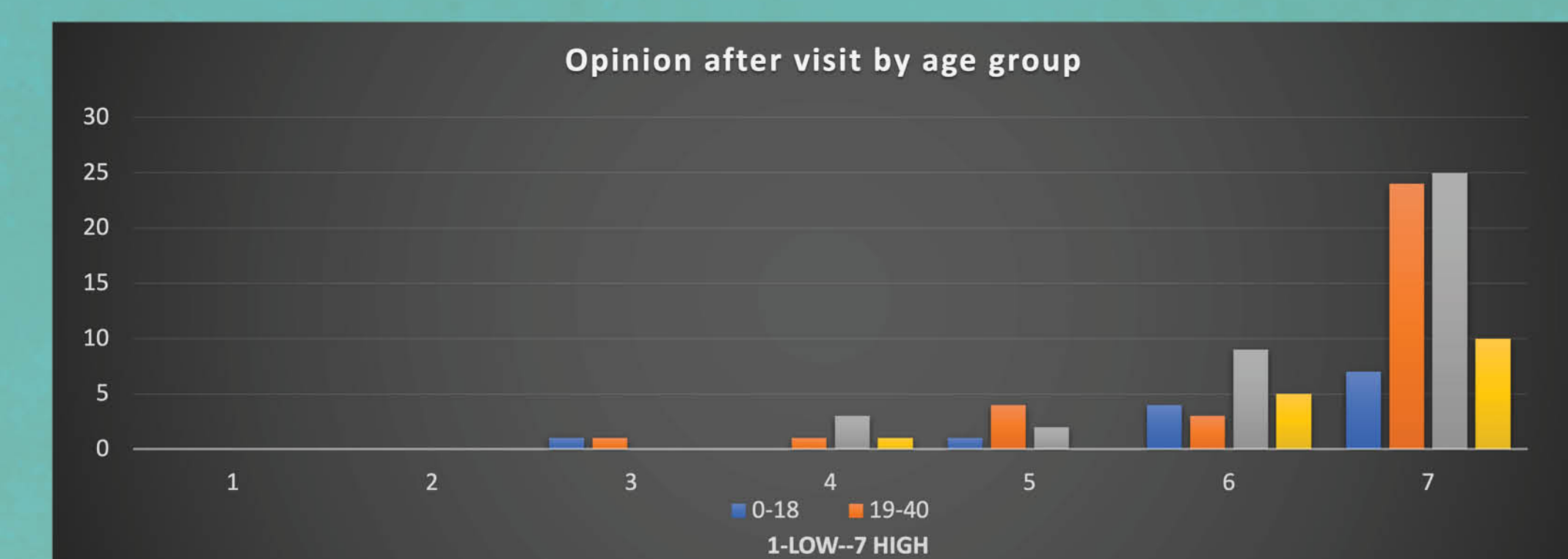
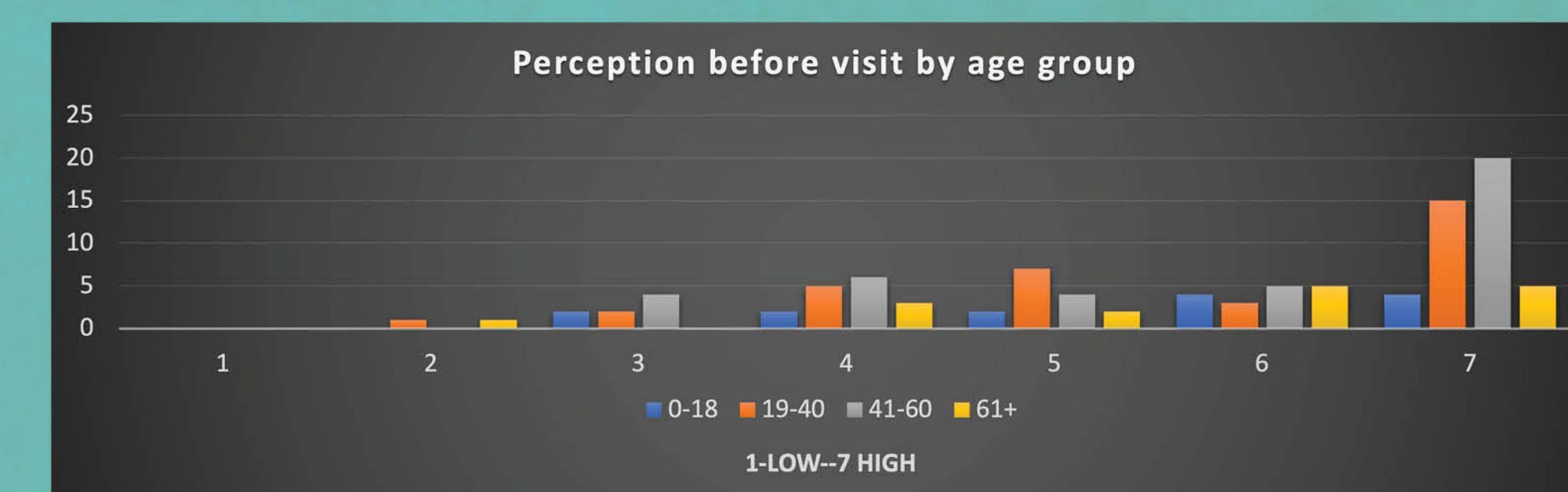
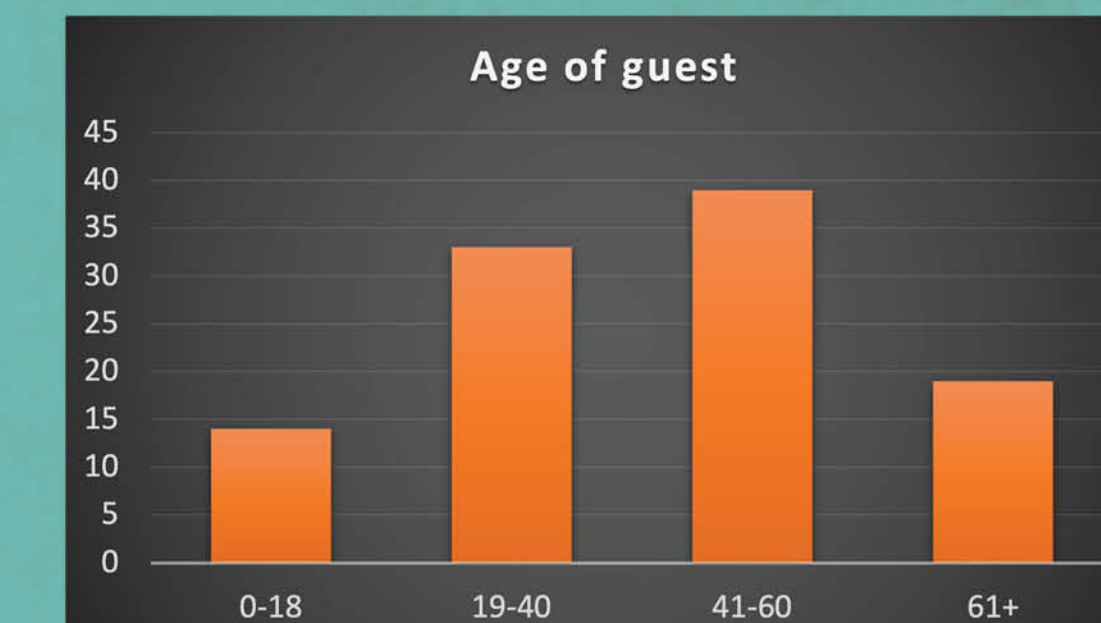
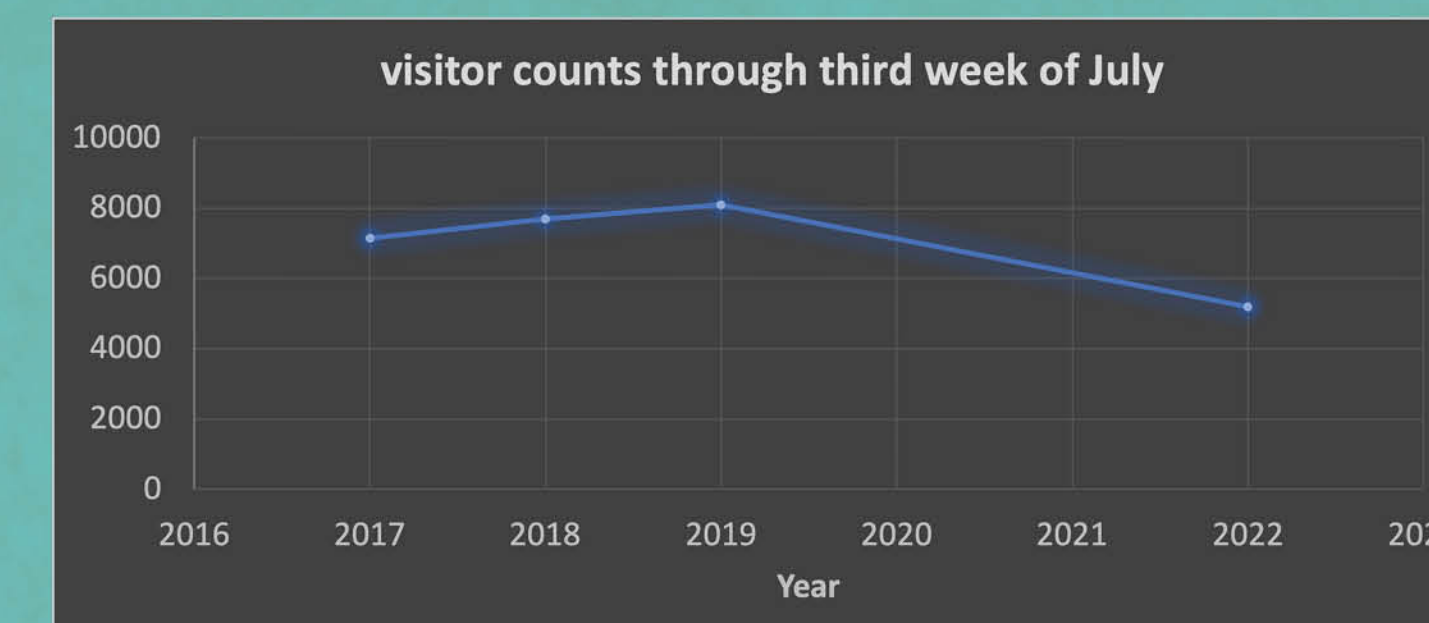


## RESEARCH QUESTION:

# Does a visit to EBR-I improve perceptions of nuclear power?

The only data collected at the Experimental Breeder Reactor-I since 1975 has been visitor counts and self-selected guest log entries. I wanted to know if the museum improves perceptions of nuclear power and use demographic data to refine the visitor experience and improve outreach to bring in more guests.

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## EBR-I OVERVIEW

- On Dec. 20, 1951, EBR-I became the first power plant to produce electricity using atomic energy.
- EBR-I was the first reactor built in Idaho at the National Reactor Testing Station (forerunner to today's INL)
- In 1953, testing at EBR-I confirmed that a reactor could create (or breed) more fuel than it consumes.
- This pioneering reactor operated for 12 years before being shut down for the last time in December 1963.
- President Lyndon Johnson dedicated EBR-I as a National Historic Landmark in 1966. ("Experimental Breeder Reactor-I (EBR-I) - INL")
- The museum opened in 1975 - averaging 10,000 guests per year.

## METHODS

- Printed survey administered after visit of EBR-I
- Data gathered over course of one week

## DISCUSSION

- This survey is a trial for future demographic collection and research.
- Demographic data could be used to refine the visitor experience and improve outreach to bring in more guests.

## LIMITATIONS

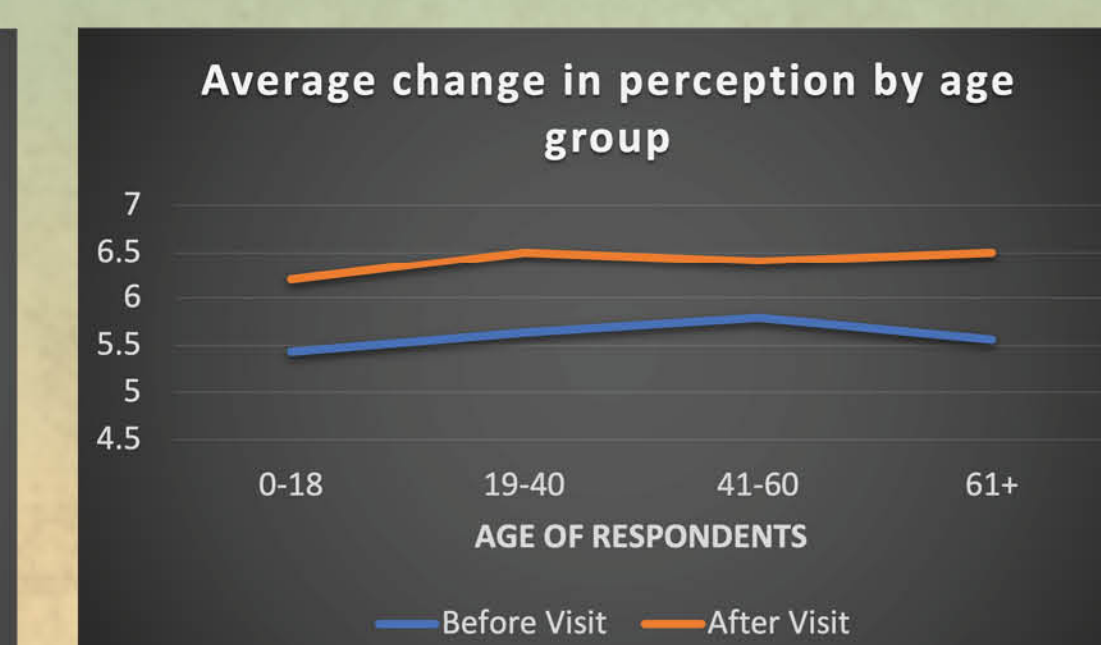
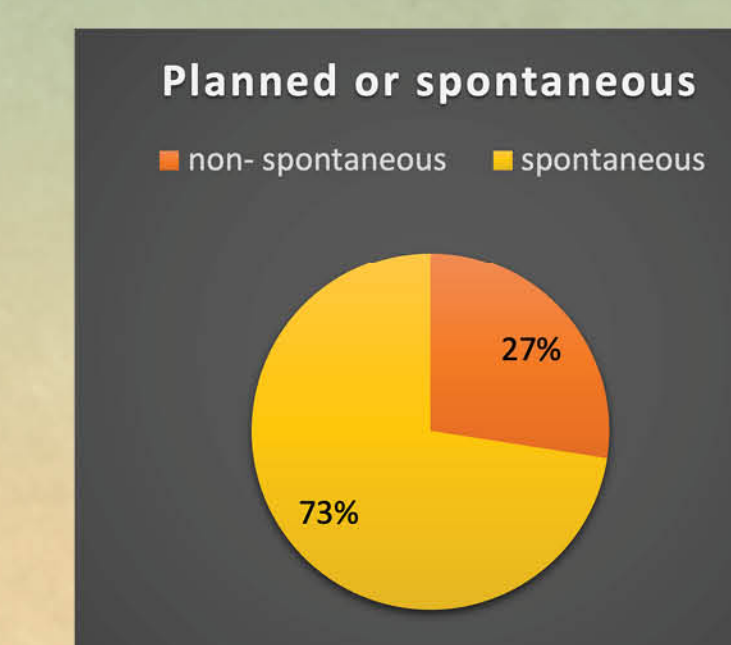
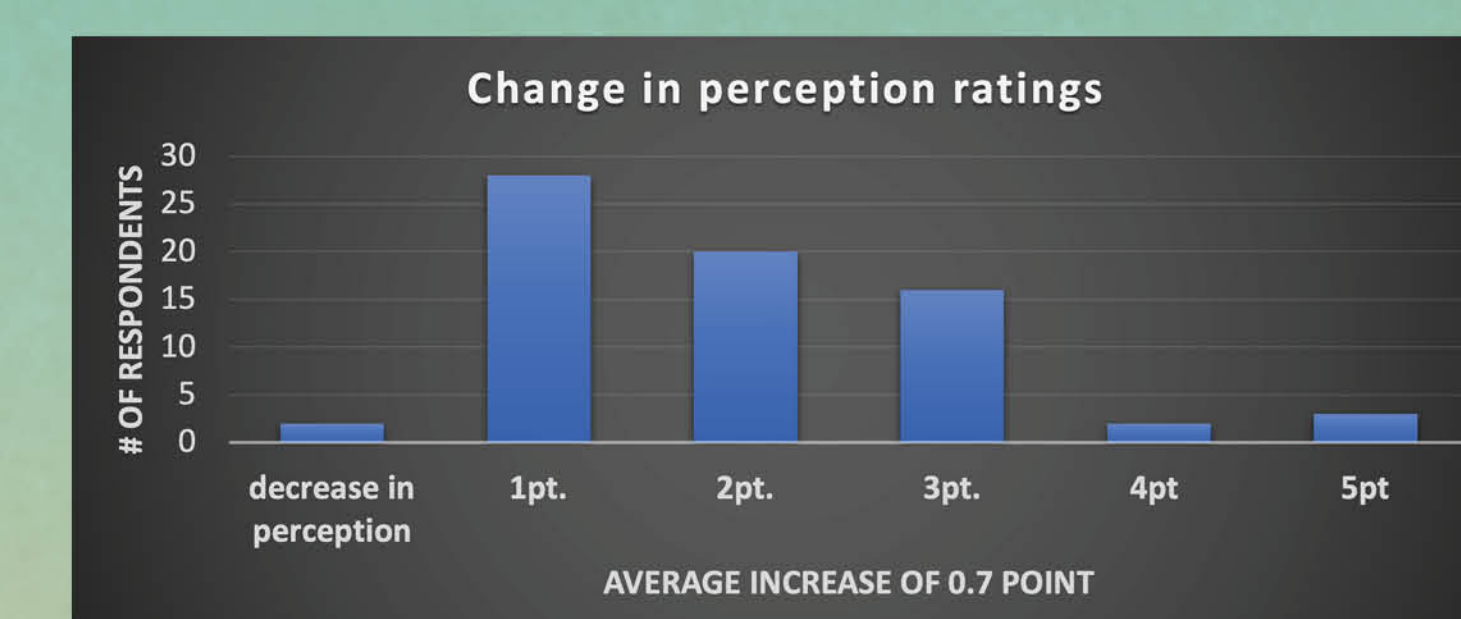
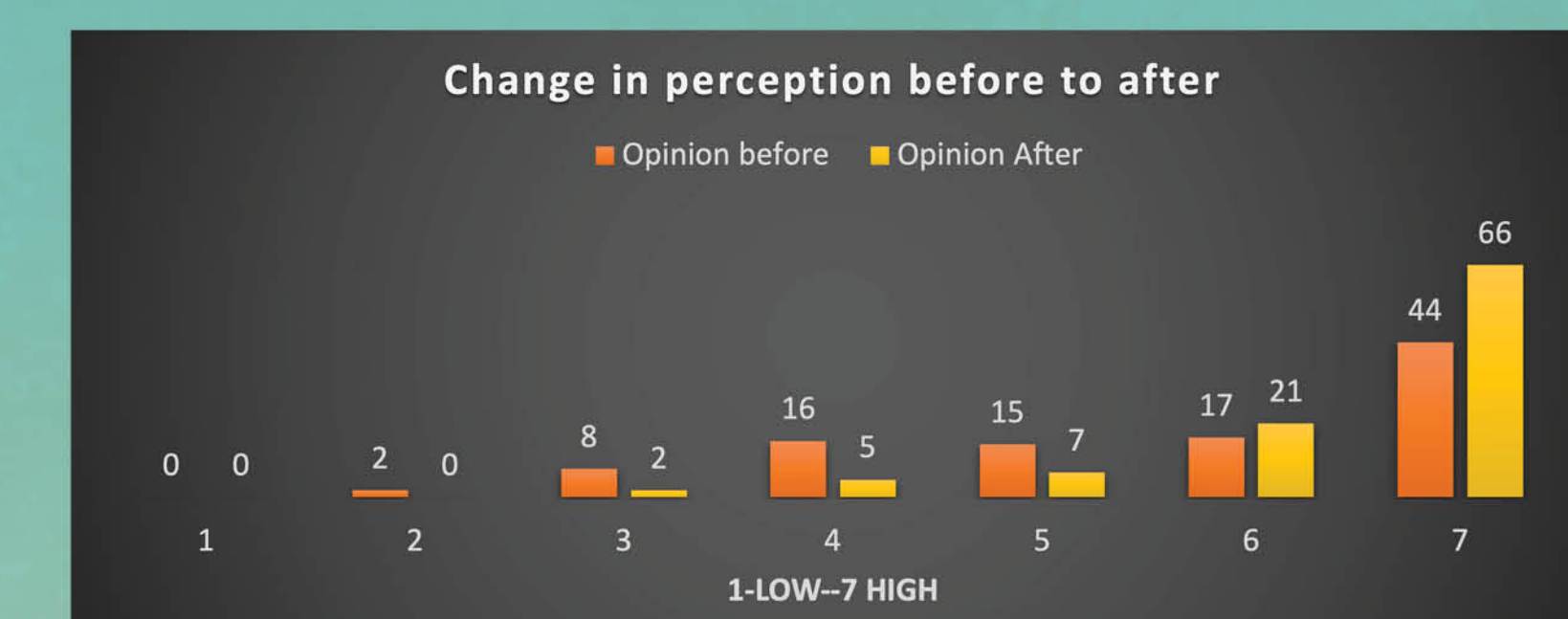
- More data is needed to produce scientifically significant results

## RESULTS

### Visitor numbers down 32% from a three year average

Possible reasons:

- COVID-19
  - closed for the past two years
  - changed the way people recreate
- Yellowstone National Park closing
  - Most people who stop by spontaneously are traveling to and from local landmarks such as Yellowstone, Craters of the Moon National Monument
- The rise of gas prices, cost of goods and services, and other economical reasons



### Average perception increased by 0.7 points after visit to EBR-I -- 7-point scale used

### Age groups 18 to 40 and 61 and older had the same increase in perception—0.9 increase - 7-point scale used

The vast majority of guests

### 74% of visitors stopped opportunistically

90% had a somewhat favorable view of nuclear power coming into the museum

