

A photograph of an astronaut in a white spacesuit standing on the moon's surface. The astronaut's helmet visor reflects the lunar landscape and the Earth in the distance. The background is a dark, cratered lunar surface with several white crosshair markers.

IPSOS MORI

TO THE MOON AND BACK

IPSOS MORI

July 2019

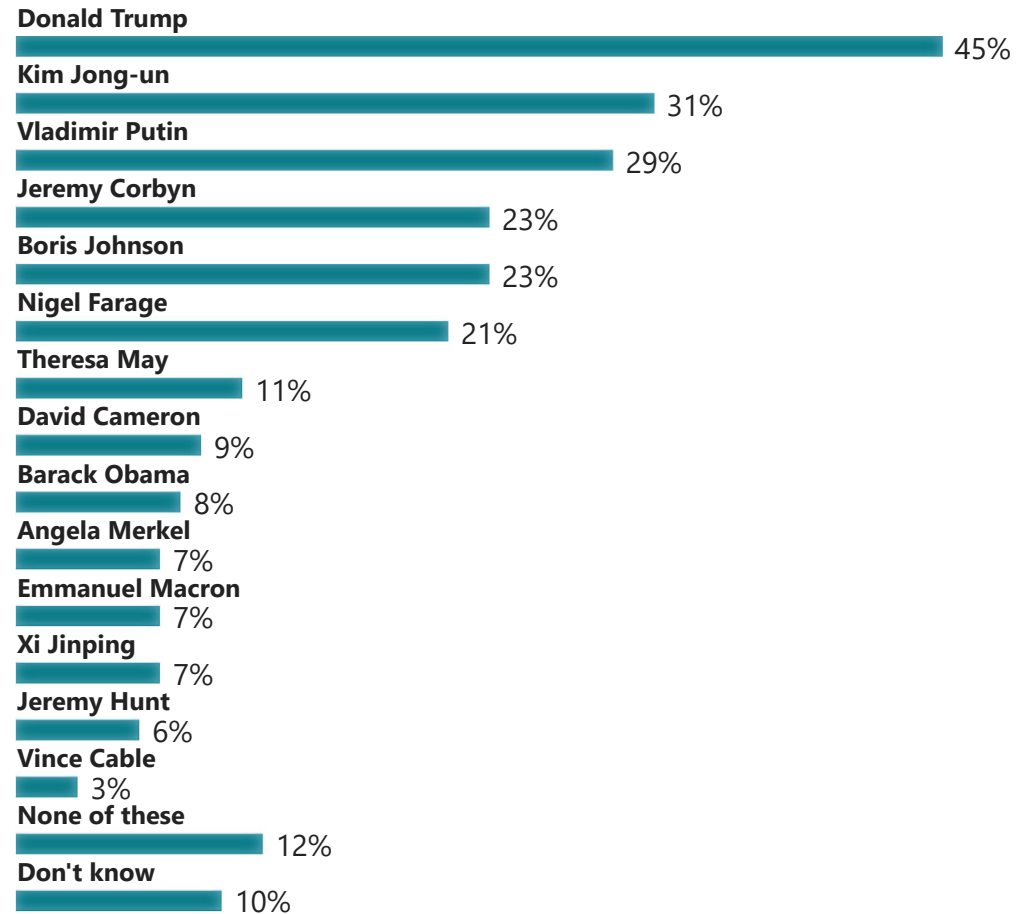
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GAME CHANGERS



TRUMP, JONG-UN AND PUTIN NAMED AS THE TOP THREE TO BE SENT TO THE MOON 1ST, 2ND , 3RD CHOICE (NET)

People born between 1944 and 1964 (55-75 yrs.) were more than twice as likely to mention Corbyn (34%) compared to those aged 16-34 yrs (13%).



Question 4: Imagine that a rocket was going to be launched tomorrow, destined for the moon. Who, if anyone, would you choose to send away to the moon?

Base: All adults aged 16-75 in GB (2,180)

TO THE MOON AND BACK

In hindsight, do you approve or disapprove of the Americans landing a man on the Moon in 1969?



3%
Disapprove



70%
Approve

7 in 10 people in Great Britain approve in hindsight the landing of a man in the Moon in 1969.

Men were more likely to approve than women (77% vs 63%), and older people more likely to approve than younger ones with 2 in 3 (75%) of those aged 55-75 yrs approving compared to less than 7 in 10 (68%) of those aged 16-24 yrs.

Interestingly, Americans had similar approval rates (69%) back in 1969, whilst disapproval was higher (18%), as a polling done by Gallup* reveals.

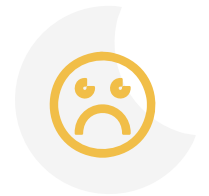
Do you think it is a good thing or a bad thing that the Americans were first to land a man on the Moon in 1969?



61%
Makes no
difference



33%
Good thing



3%
Bad thing

6 in 10 people (61%) think it makes no difference that the Americans were first to land a man on the Moon in 1969.

Compared to women (26%), men were more likely to think it was a good thing the Americans were first to land a man on the Moon (40%).



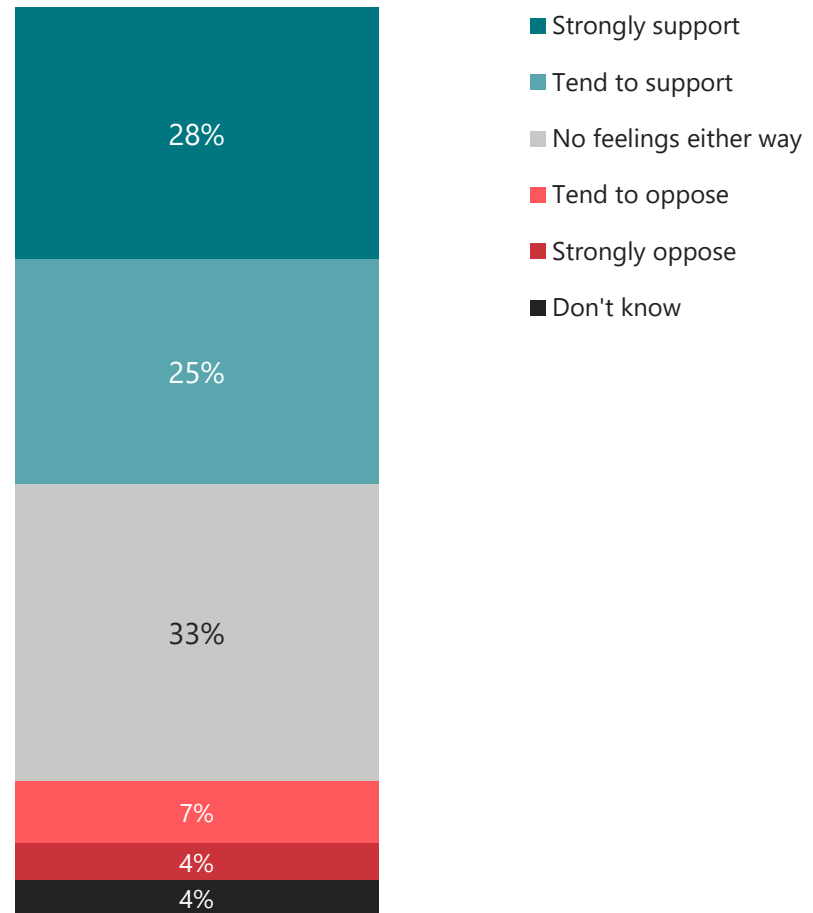
Base: All adults aged 16-75 in GB (2180)

*"The Gallup International Public Opinion Polls: Great Britain 1937-1975", by George H. Gallup (New York: Random House, 1976), volume II, p. 1063. Results cannot be compared.

A HUMAN MISSION TO THE RED PLANET

1 in 2 people (53%) in Great Britain support landing an astronaut on Mars by the 2030s, while only 1 in 10 (11%) oppose that.

Compared to women (17%), more than twice as many men strongly support landing an astronaut on Mars (38%).



Q2 : Do you support or oppose landing an astronaut on Mars by the 2030s and returning them safely?

Base: All adults aged 16-75 in GB (2,180)

PROJECT SPECIFICATIONS

- The research was conducted on i:omnibus, Ipsos MORI's online omnibus.
- Online interviews were carried out amongst adults aged 16-75 in Great Britain.
- Our respondents base includes 2,180 adults who completed the survey between 12th and 16th July 2019.
- The sample obtained is representative of the population with quotas on:
 - - Age
 - - Gender
 - - Region
- The data has been weighted to the known population profile by age, gender, region, social grade and working status to be nationally representative and reflect the adult population of Great Britain.

GAME CHANGERS



THANK YOU

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