



TOPLINE & METHODOLOGY

Ipsos poll on Artemis II, NASA, and space exploration

Conducted by Ipsos using KnowledgePanel®
A survey of the American general population (ages 18+)
Interview dates: April 3-5, 2026
Number of interviews: 1,021

Margin of error: +/- 3.5 percentage points at the 95% confidence level for all respondents

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

*NOTE: * = less than 0.5%, - = no respondents, N/A = not applicable*

Annotated Questionnaire

Q1. How much, if anything, have you heard about Artemis II, the NASA mission to send astronauts into space to travel around the moon and back?

| | Total (N=1,021) |
|----------------|----------------------------|
| A lot | 23% |
| A little | 57% |
| Nothing at all | 19% |
| Skipped | 1% |

Q2. What is your overall opinion of the National Aeronautics and Space Administration (NASA)?

| | Total (N=1,021) |
|--------------------------|----------------------------|
| Very favorable | 31% |
| Somewhat favorable | 49% |
| Somewhat unfavorable | 12% |
| Very unfavorable | 6% |
| Skipped | 2% |
| <i>Favorable (Net)</i> | 80% |
| <i>Unfavorable (Net)</i> | 18% |





TOPLINE & METHODOLOGY

Q6_1. To what extent do you agree or disagree with the following statements? The U.S. space program makes me feel proud

| | Total (N=1,021) |
|-----------------------|----------------------------|
| Strongly agree | 27% |
| Somewhat agree | 49% |
| Somewhat disagree | 15% |
| Strongly disagree | 7% |
| Skipped | 2% |
| <i>Agree (Net)</i> | <i>76%</i> |
| <i>Disagree (Net)</i> | <i>22%</i> |

Q6_2. To what extent do you agree or disagree with the following statements? I get excited about space exploration

| | Total (N=1,021) |
|-----------------------|----------------------------|
| Strongly agree | 26% |
| Somewhat agree | 44% |
| Somewhat disagree | 19% |
| Strongly disagree | 10% |
| Skipped | 2% |
| <i>Agree (Net)</i> | <i>69%</i> |
| <i>Disagree (Net)</i> | <i>29%</i> |

Q3. Thinking about NASA and their role exploring space, which of the following statements comes closer to your view?

| | Total (N=1,021) |
|--|----------------------------|
| The benefits of NASA sending people into space are worth the costs | 62% |
| The costs of NASA sending people into space outweigh the benefits | 34% |
| Skipped | 4% |





TOPLINE & METHODOLOGY

Q4. As you may know, other countries, including China and Russia, have plans to establish a presence on the moon. Do you think it is strategically important for the U.S. to develop a long-term presence on the moon, or is it not that important to U.S. interests?

| | Total (N=1,021) |
|--|----------------------------|
| Strategically important for U.S. to establish a long-term presence on the moon | 59% |
| Not that important to U.S. interests | 37% |
| Skipped | 4% |

Q5. Thinking about some goals that NASA has, how important do you think each of the following are for the U.S.?

Total Important Summary

| | Total (N=1,021) |
|--|----------------------------|
| Monitoring the earth's climate, weather and natural disasters | 90% |
| Developing new technologies | 90% |
| Exploring the solar system with tools like telescopes and robots | 83% |
| Landing astronauts on the moon | 69% |
| Landing astronauts on Mars | 59% |

Q5_1. Thinking about some goals that NASA has, how important do you think each of the following are for the U.S.? Landing astronauts on the moon

| | Total (N=1,021) |
|----------------------------|----------------------------|
| Extremely important | 13% |
| Very important | 19% |
| Somewhat important | 36% |
| Not too important | 19% |
| Not at all important | 9% |
| Skipped | 3% |
| <i>Important (Net)</i> | <i>69%</i> |
| <i>Not important (Net)</i> | <i>28%</i> |





TOPLINE & METHODOLOGY

Q5_2. Thinking about some goals that NASA has, how important do you think each of the following are for the U.S.? Landing astronauts on Mars

| | Total (N=1,021) |
|----------------------------|----------------------------|
| Extremely important | 9% |
| Very important | 14% |
| Somewhat important | 36% |
| Not too important | 24% |
| Not at all important | 15% |
| Skipped | 3% |
| <i>Important (Net)</i> | 59% |
| <i>Not important (Net)</i> | 38% |

Q5_3. Thinking about some goals that NASA has, how important do you think each of the following are for the U.S.? Exploring the solar system with tools like telescopes and robots

| | Total (N=1,021) |
|----------------------------|----------------------------|
| Extremely important | 25% |
| Very important | 27% |
| Somewhat important | 31% |
| Not too important | 9% |
| Not at all important | 5% |
| Skipped | 3% |
| <i>Important (Net)</i> | 83% |
| <i>Not important (Net)</i> | 14% |

Q5_4. Thinking about some goals that NASA has, how important do you think each of the following are for the U.S.? Monitoring the earth's climate, weather and natural disasters

| | Total (N=1,021) |
|----------------------------|----------------------------|
| Extremely important | 44% |
| Very important | 26% |
| Somewhat important | 20% |
| Not too important | 4% |
| Not at all important | 3% |
| Skipped | 2% |
| <i>Important (Net)</i> | 90% |
| <i>Not important (Net)</i> | 8% |





TOPLINE & METHODOLOGY

Q5_5. Thinking about some goals that NASA has, how important do you think each of the following are for the U.S.? Developing new technologies

| | Total (N=1,021) |
|----------------------------|----------------------------|
| Extremely important | 38% |
| Very important | 30% |
| Somewhat important | 22% |
| Not too important | 3% |
| Not at all important | 4% |
| Skipped | 3% |
| <i>Important (Net)</i> | 90% |
| <i>Not important (Net)</i> | 7% |





TOPLINE & METHODOLOGY

About the Study

This poll was conducted April 3-5, 2026, by Ipsos using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,021 general population adults aged 18 or older.

The study was conducted in English. The data were weighted to adjust for gender by age, race and ethnicity, census region, metropolitan status, education, household income, 2024 vote choice and political party identification. Political party identification benchmarks are from the 2025 NPORS annual survey, with a midyear adjustment estimated across aggregated KnowledgePanel surveys accounting for changes in panelists' party identification over time. The demographic benchmarks came from the 2025 March supplement of the U.S. Census Bureau's Current Population Survey (CPS).

- Gender (Male, Female) by Age (18–29, 30–44, 45-59 and 60+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Other, Non-Hispanic, Hispanic, 2+ Races, Non-Hispanic)
- Education (Less than High School, High School, Some College, Bachelor's degree, Master's degree or higher)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan status (Metro, non-Metro)
- Household Income (Under \$25,000, \$25,000-\$49,999, \$50,000-\$74,999, \$75,000-\$99,999, \$100,000-\$149,999, \$150,000+)
- 2024 Vote Choice (Trump, Harris, Another candidate, Did not vote)
- Political Party ID (Democrat, Lean Democrat, Republican, Lean Republican, Independent/Something else)

The margin of sampling error is plus or minus 3.5 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.31. The margin of sampling error is higher and varies for results based on sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.

For more information on this news release, please contact:

Alec Tyson
Senior Vice President, US
Public Affairs
Alec.Tyson@ipsos.com





TOPLINE & METHODOLOGY

About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing nearly 20,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarizes our ambition to help our 5,000 clients navigate with confidence our rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120, Mid-60 indices, and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP

www.ipsos.com

35 rue du Val de Marne
75 628 Paris, Cedex 13 France
Tel. +33 1 41 98 90 00

