



# Attitudes Toward Space Exploration

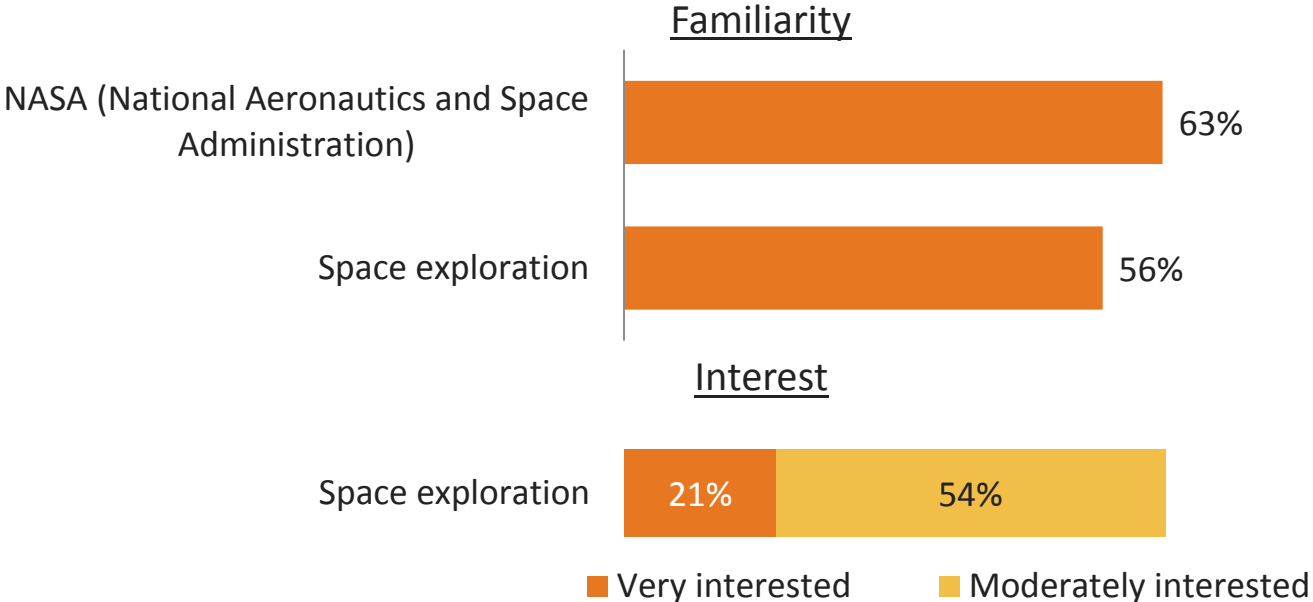
IPSOS POLL ON BEHALF OF C-SPAN

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# Americans' Proximity and Exposure to Space and Space Exploration

# AMERICA ENGAGED IN SPACE EXPLORATION

NASA ALSO ENJOYS HIGH LEVELS OF FAMILIARITY



# AMERICANS FOLLOW SPACE EVENTS

## FOCUSED IN NATURAL WONDERS

### Watched Natural Events

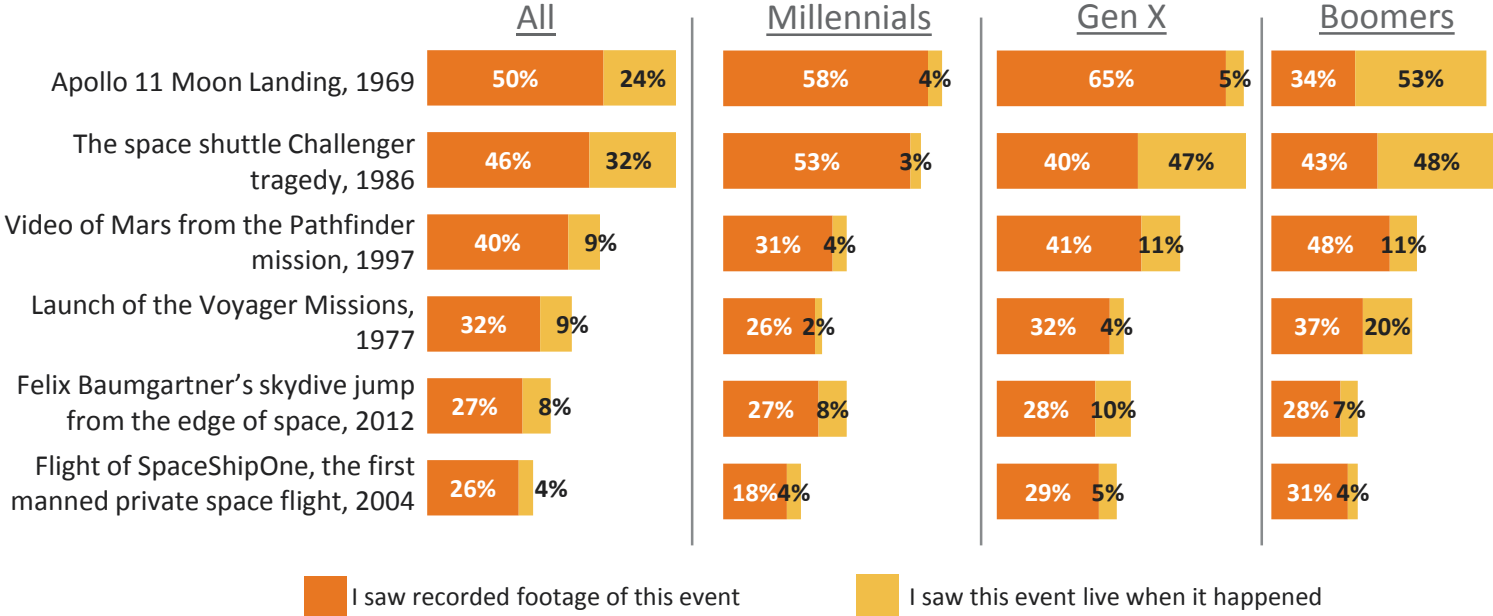


### Watched Launch Events



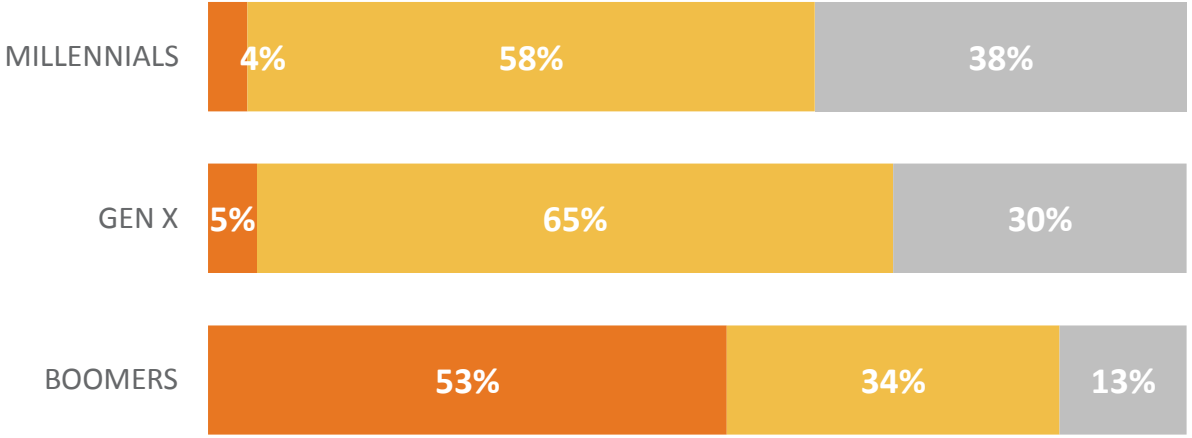
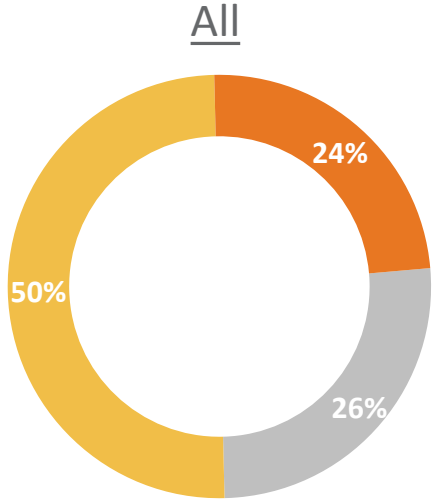
# APOLLO 11/CHALLENGER FRAME PUBLIC AWARENESS

## MILLENNIALS LESS CONNECTED TO MAJOR EVENTS OF US SPACE FLIGHT



# MOST AMERICANS HAVE SEEN “ONE SMALL STEP”

APOLLO 11 A SHARED EVENT FOR BOOMERS, MEMORY FOR YOUNGER GENERATIONS

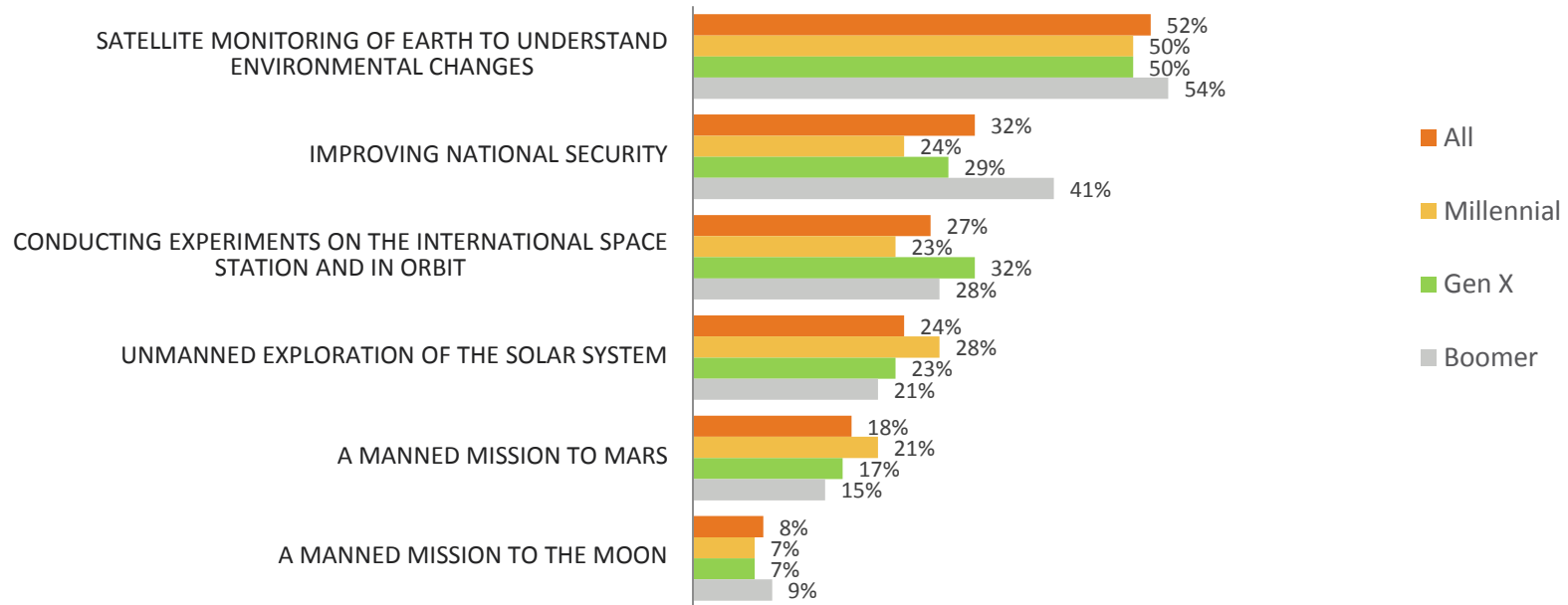


■ I saw this event live when it happened    ■ I saw recorded footage of this event    ■ Don't know / Refused

# Priorities and Beliefs among Americans on Space Exploration

# AMERICANS PRIORITIZE STAYING CLOSE TO EARTH

MOST BELIEVE THAT MONITORING THE EARTH TO UNDERSTAND ENVIRONMENTAL CHANGES SHOULD BE A SPACE EXPLORATION PRIORITY

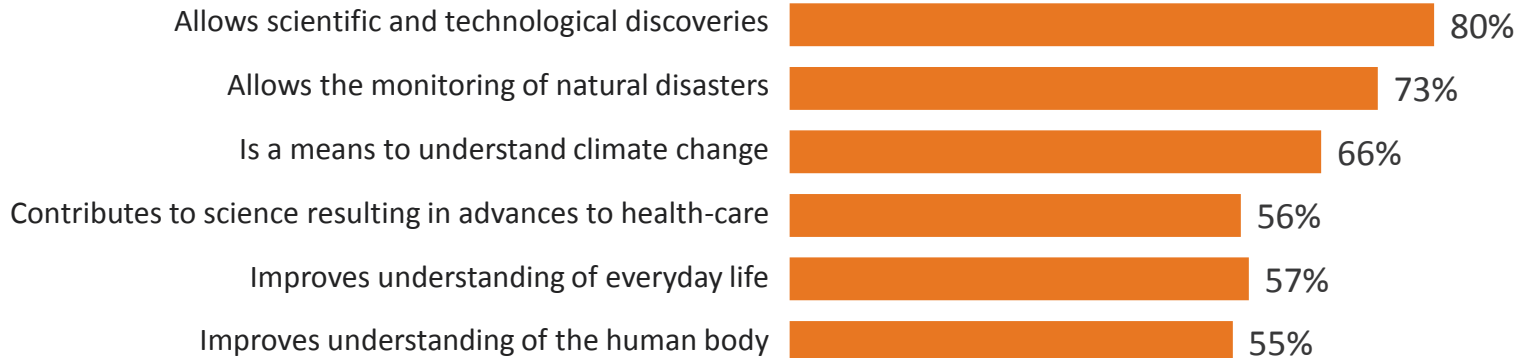




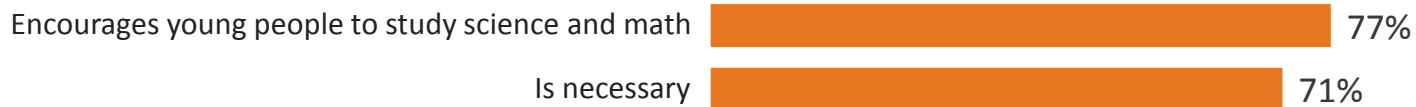
# AMERICANS SEE VALUE OF SPACE EXPLORATION

## BELIEVE IN THE BENEFIT TO SCIENCE AND TECHNOLOGY

### Agree with Technological Benefit



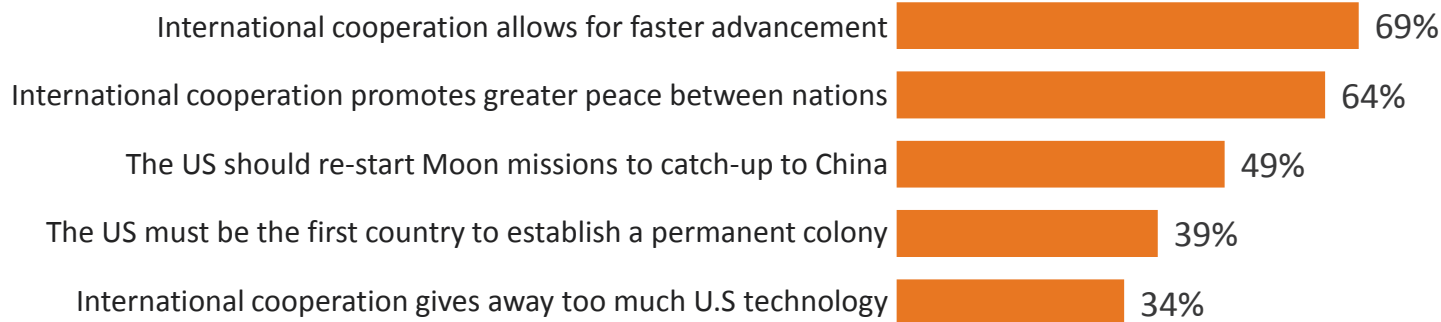
### Agree with Value Benefit



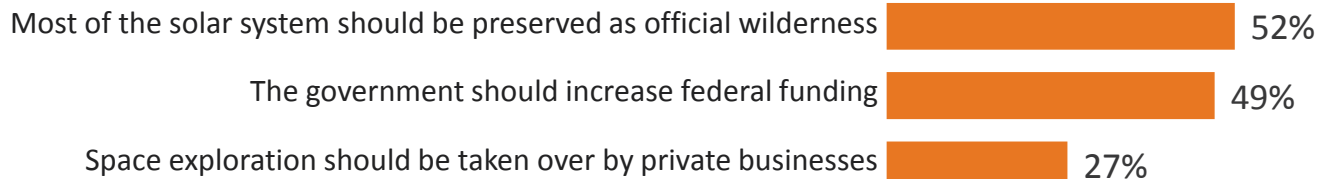
# AMERICANS HAVE COOPERATIVE VIEW OF SPACE

## AMERICANS ALSO SUPPORT PRESERVING SPACE AS WILDERNESS

### Agree with Cooperation & Competition



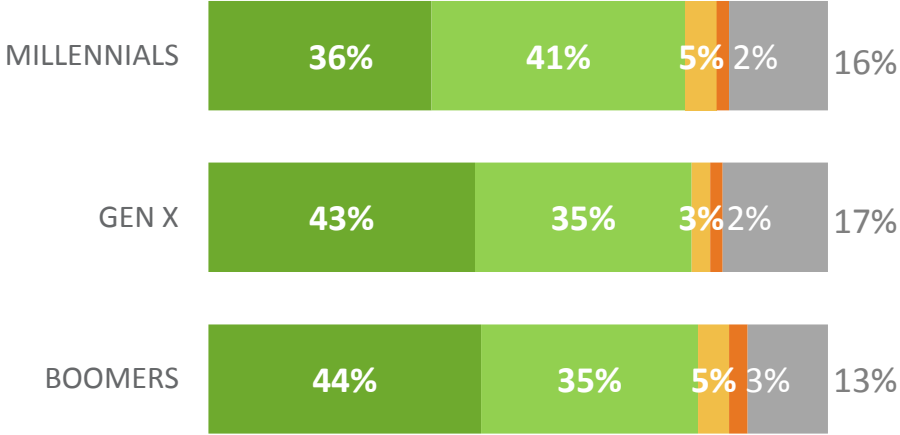
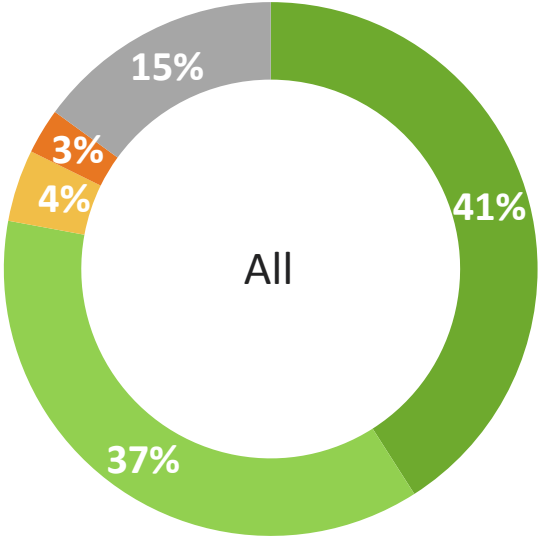
### Agree with Conservation and Exploitation



# NASA and Its Standing among Americans

# OLDER AMERICANS MORE POSITIVE TOWARDS NASA

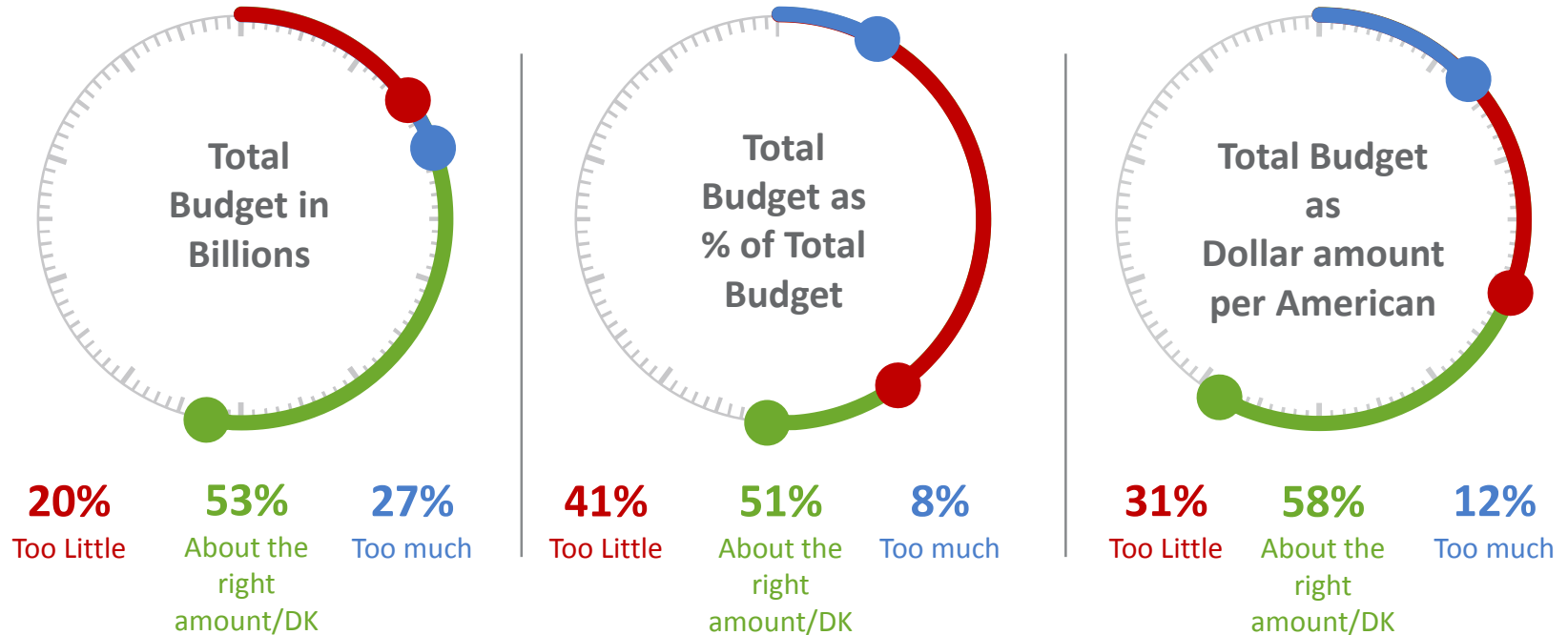
NASA ENJOYS HIGH LEVELS OF FAVORABILITY WITH ALL GENERATIONS



Very favorable Somewhat favorable Somewhat unfavorable Very unfavorable Don't know

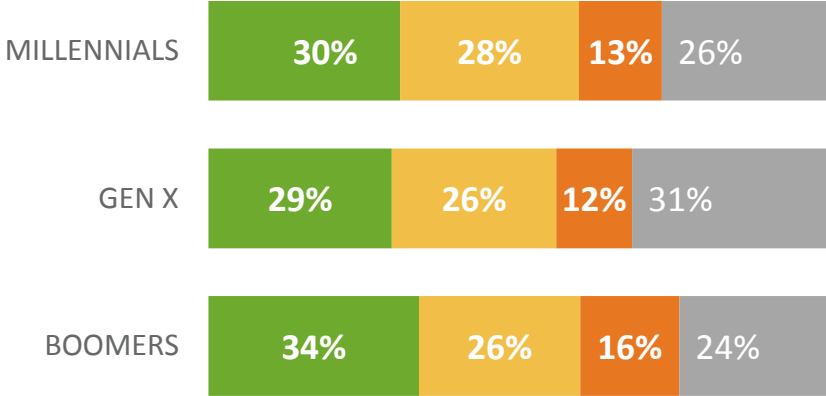
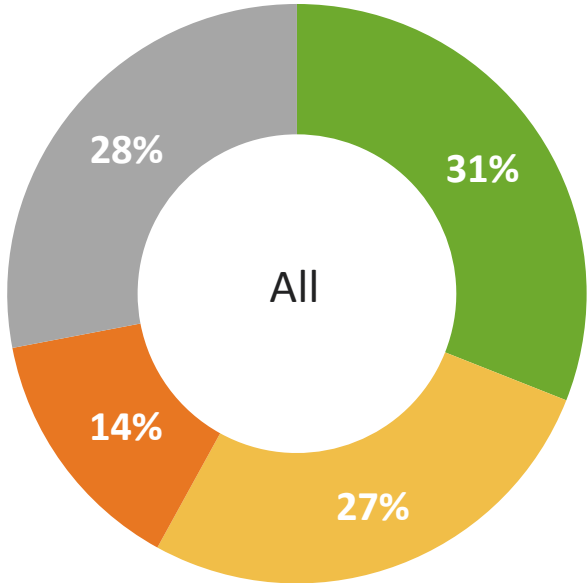
# OPINION VARY ABOUT NASA BUDGET

MOST THINK THE US SPENDS ABOUT THE RIGHT AMOUNT ON SPACE EXPLORATION



# AMERICANS PREFER NASA TO LEAD IN SPACE

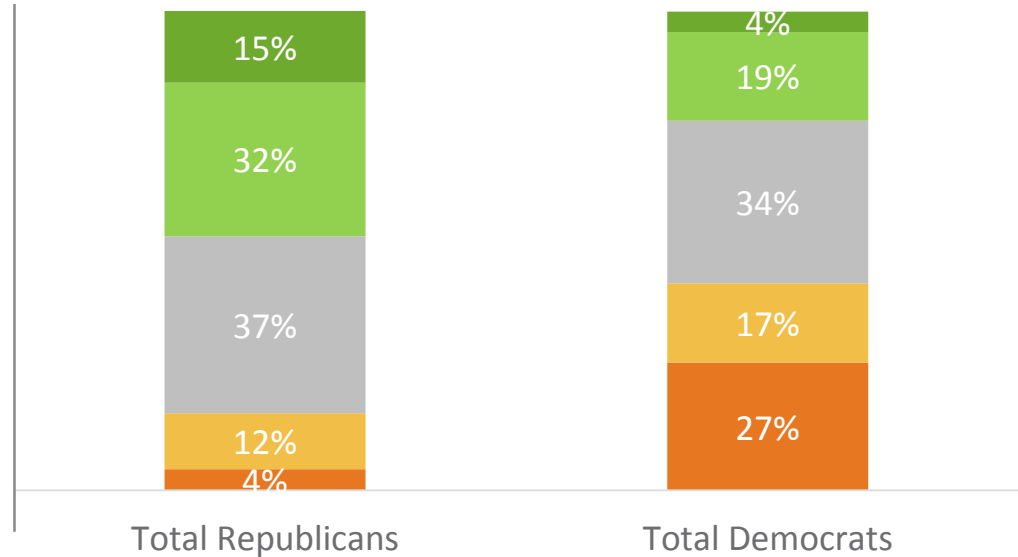
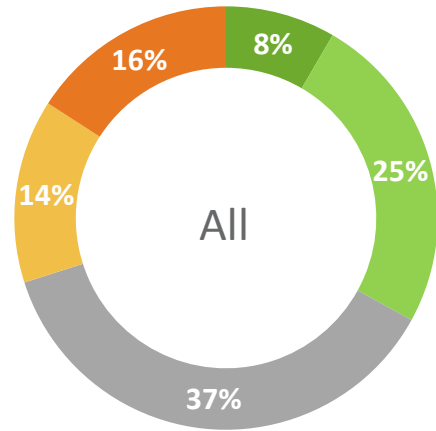
FEW SUPPORT NASA CEDING LEADERSHIP TO PRIVATE SPACE EXPLORATION



- NASA funding should be increased to make sure it continues to lead in space exploration
- NASA funding should be kept the same
- NASA funding should be reduced and private companies allowed to lead
- Don't know

# MIXED VIEWS TOWARDS SPACE FORCE

REPUBLICANS MUCH MORE FAVORABLE TOWARDS SPACE FORCE



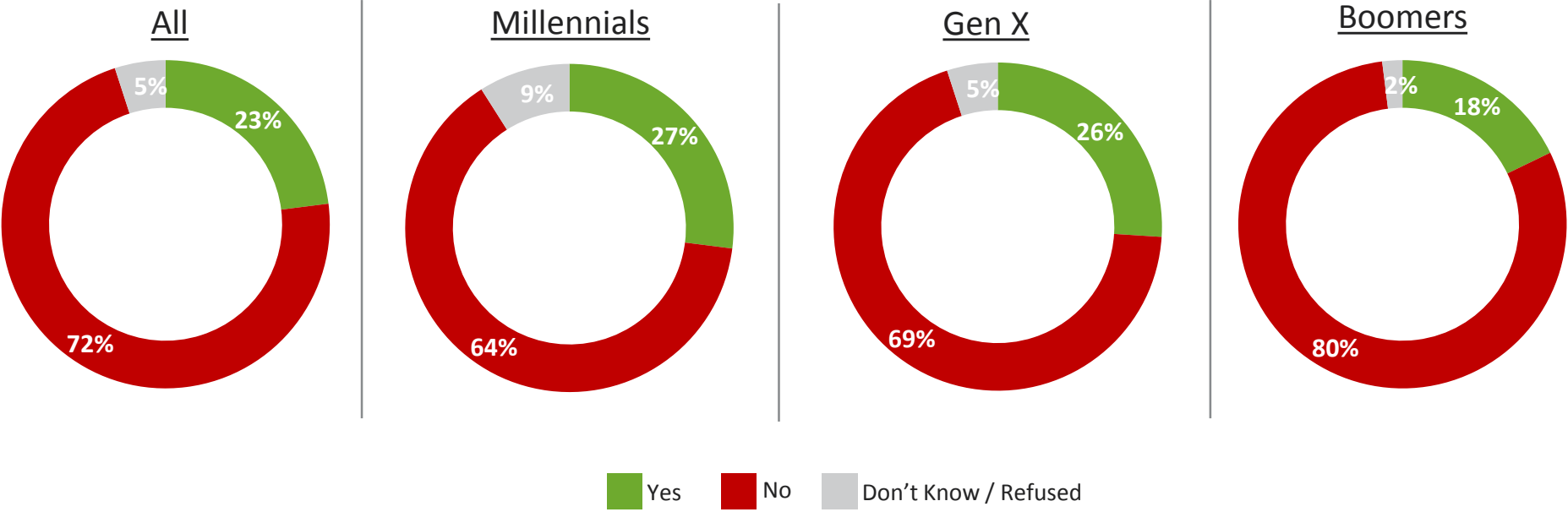
Very unfavorable Somewhat unfavorable Don't know / Refused Somewhat favorable Very favorable

# Space in the American Imaginary (Fun Facts)



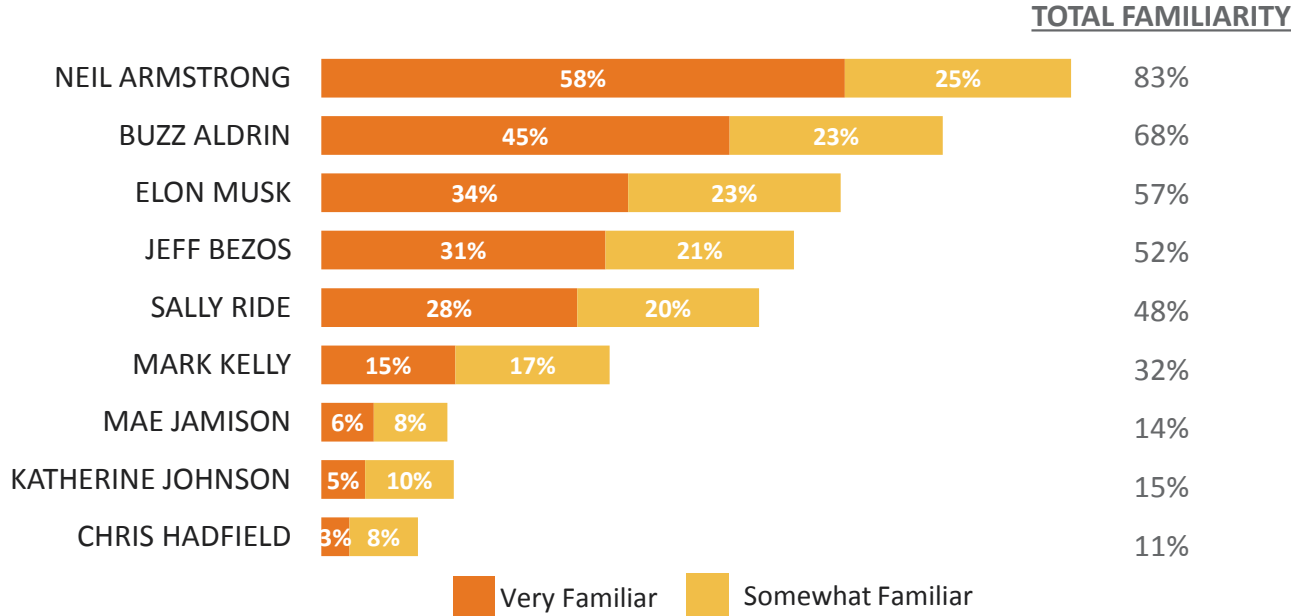
# FEW GROW UP WANTING TO BE ASTRONAUT

DESIRE TO BECOME AN ASTRONAUT STRONGEST WITH YOUNGER GENERATIONS



# FAMILIARITY WITH SPACE EXPLORATION PERSONALITIES

MOST ARE FAMILIAR WITH SPACE EXPLORERS AND PRIVATE SPACE EXPLORATION PIONEERS



# THIRD OF AMERICANS INTERESTED IN SPACE VACATION

THOSE WHO ARE YOUNGER DEMONSTRATE MORE INTEREST TO TRAVEL TO SPACE

Would you travel to space?



# BELIEF IN AUTHENTICITY OF THE 1969 MOON LANDING

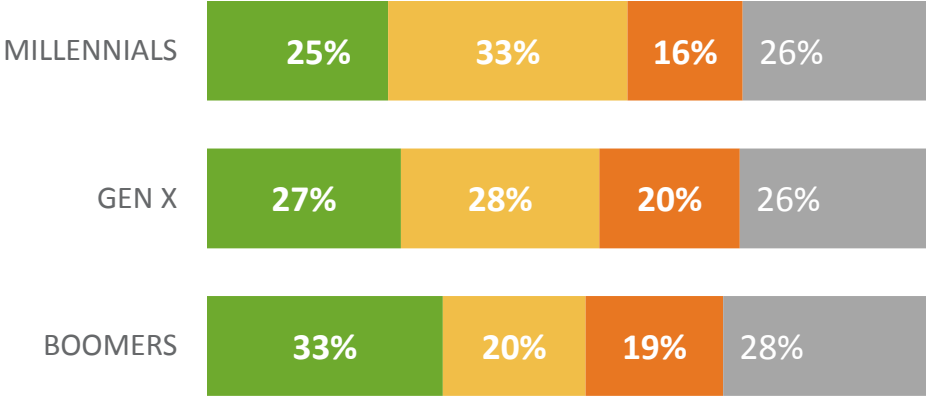
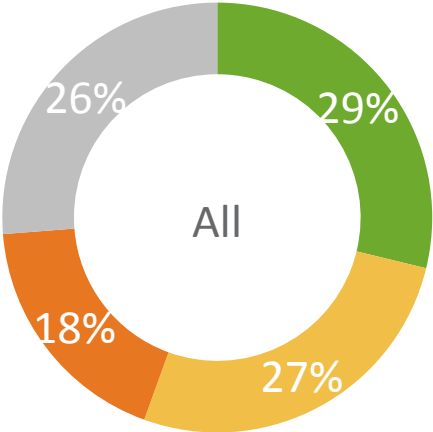
MOST BELIEVE THE U.S. SUCCESSFULLY LANDED A MANNED MISSION ON THE MOON IN 1969

Believes the moon landing was staged?



# BELIEF IN EXTRA-TERRESTRIAL LIFE

MOST BELIEVE THAT EXTRA-TERRESTRIAL LIFE EXISTS



- I believe that extraterrestrial life exists and that they visit our planet
- I believe that extraterrestrial life exists, but they have not visited our planet
- I do not believe that extraterrestrial life exists
- Don't know

## About the Study

The study was conducted online in Ipsos's Omnibus using the web-enabled "KnowledgePanel," a probability-based panel designed to be representative of the US general population, not just the online population. The study consisted of 1,020 nationally representative interviews conducted between June 14 and June 16, 2019 among adults aged 18+. The margin of error is +/-3 percentage points.

KnowledgePanel® is a web enabled probability-based panel designed to be representative of the U.S. population. Initially, participants are chosen scientifically by a random selection of telephone numbers and residential addresses. Persons in selected households are then invited by telephone or by mail to participate in the web-enabled KnowledgePanel®. For those who agree to participate, but do not already have Internet access, Ipsos provides at no cost a laptop and ISP connection. People who already have computers and Internet service are permitted to participate using their own equipment. Panelists then receive unique log-in information for accessing surveys online, and then are sent emails throughout each month inviting them to participate in research.



## ABOUT IPSOS

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Ipsos is a global independent market research company. Our team of 18,000 across 90 countries serves 5,000 clients and undertakes 70,000 different projects each year. Our polling practice is a non-partisan, objective, survey-based research practice made up of seasoned professionals. We conduct strategic research initiatives for a diverse number of American and international organizations, based not only on public opinion research, but elite stakeholder, corporate, and media opinion research.

As a global research and insights organization, Ipsos aims to make our changing world easier and faster to navigate and to inspire our clients to make smarter decisions. We are committed to driving the industry with innovative, best-in-class research techniques that are meaningful in today's connected society. We deliver research with security, speed, simplicity, and substance. Our tagline "Game Changers" summarizes our ambition.

Ipsos is committed to building an organization dedicated to a single endeavor: providing our clients with the best service, using qualitative or quantitative methods, at local, regional, and international levels. This is what drives us to ask and probe, to subject our hypotheses to rigorous analyses, and, finally, to deliver reliable data and the most effective recommendations in the shortest time possible. Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,749.5 million in 2018.

## GAME CHANGERS

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At Ipsos we are passionately curious about people, markets, brands and society. We deliver information and analysis that makes our complex world easier and faster to navigate and inspires our clients to make smarter decisions.

We believe that our work is important. Security, simplicity, speed and substance applies to everything we do.

Through specialisation, we offer our clients a unique depth of knowledge and expertise. Learning from different experiences gives us perspective and inspires us to boldly call things into question, to be creative.

By nurturing a culture of collaboration and curiosity, we attract the highest calibre of people who have the ability and desire to influence and shape the future.

"GAME CHANGERS" – our tagline – summarises our ambition.