

Nearly 9 out of every 10 Americans value U.S. space exploration

The Coalition for Space Exploration conducted a survey in January 2009 as part of its ongoing mission to continually measure public support for the U.S. space program. These findings remain consistent with previous Coalition research efforts showing that space is still very important to the American people.

Key Finding

Eighty-eight percent (88%) of Americans value the U.S. space exploration program. When presented with basic facts about NASA and America's space program, including economic impact and technology spin-offs, that statistic jumps to 96%.

"We are pleased to see that the public clearly backs a well-rounded U.S. space exploration program. When combined with President Obama's space policy that calls for the establishment of a robust and balanced civilian space program, it is vital that Washington leaders allow for and support appropriate funding for NASA."

~ Dean Acosta, Chairman of the Coalition's Public Affairs Team

Other Survey Findings

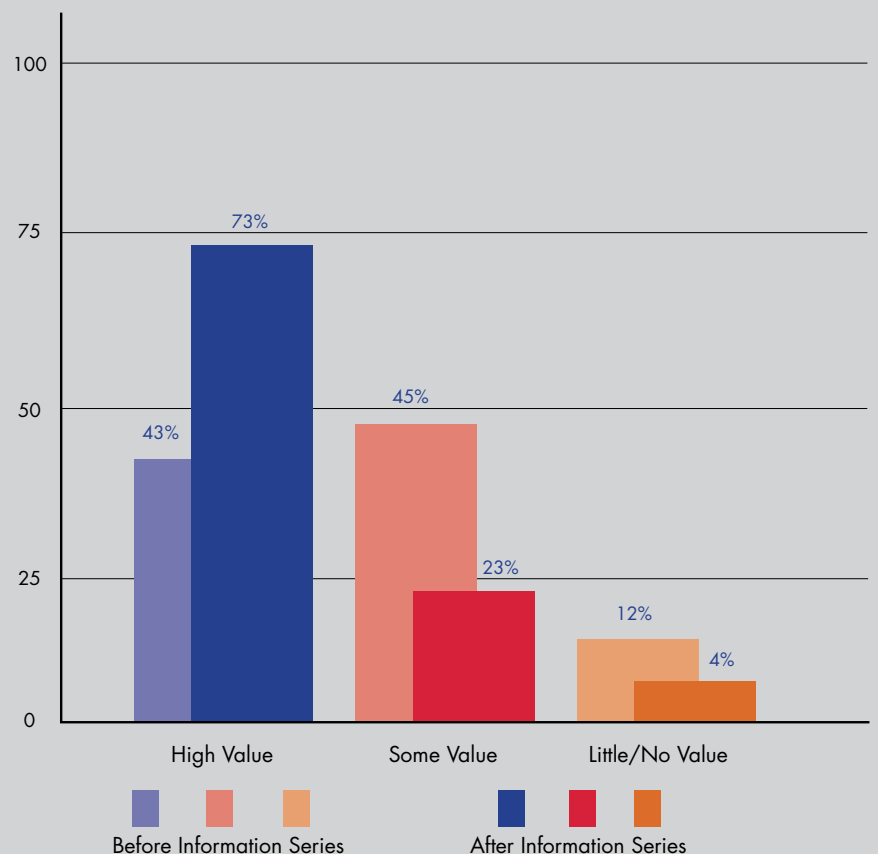
- More than half of Americans (56%) overestimated NASA's portion of the federal budget. When told the true figure is less than 1% of the federal budget, 63% were "surprised" the funding was that low.
- The aerospace industry employs 500,000 people across the nation.

Industry sales in 2008 increased to more than \$204 billion and account for nearly 2% of the U.S. gross domestic product. Plus, in 2007, the U.S. aerospace industry had a foreign trade surplus of \$61 billion – the largest of any manufacturing sector.

After learning this information, nearly 80% of adults surveyed placed more value on the U.S. space program.

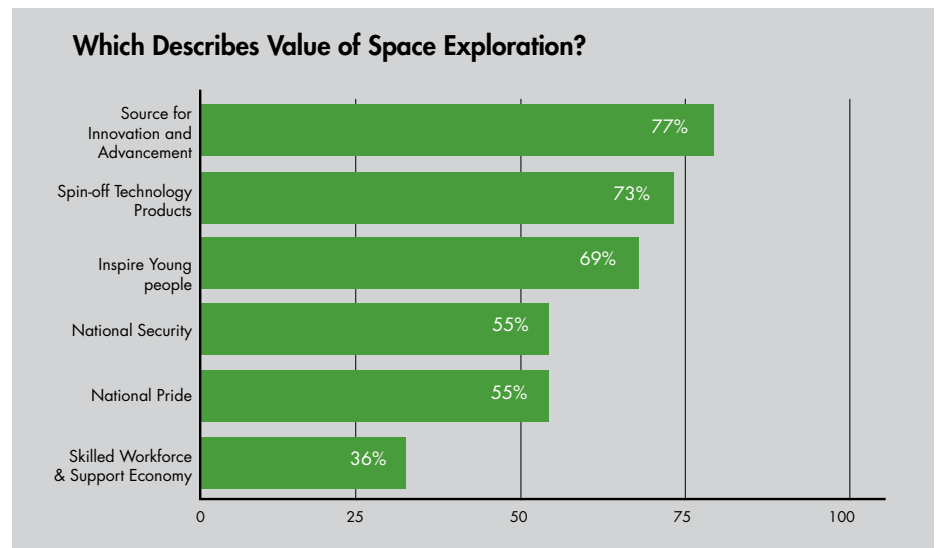
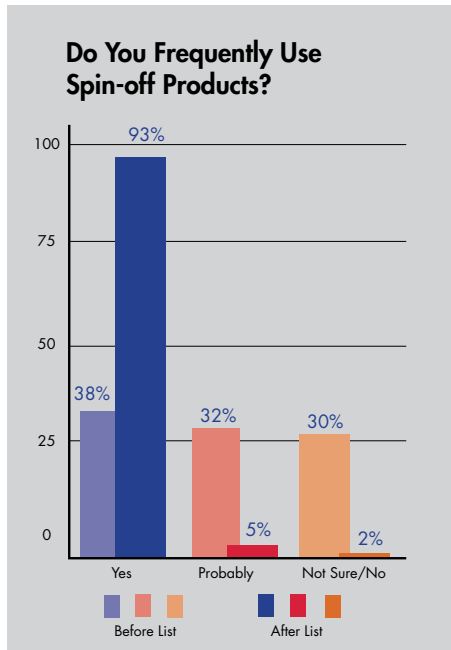
- When told that America's role as the world's space leader is being challenged by other nations, 87% of the survey pool said the U.S. should strive to maintain its leadership position. Of that percentage, a solid majority (58%) thinks America "definitely should" strive to remain as the world's leader in exploring space.

Value Placed on America's Space Program



“The Coalition continually seeks new and innovative ways to conduct its research. We’re excited that the findings remain consistent over time, validating that Americans maintain a strong sense of value in their space program.”

~ Joan Underwood, Deputy Chairwoman of the Coalition’s Public Affairs Team



- Some of the many consumer product spin-offs developed from space technology include GPS systems, direct-to-home TV, satellite radio, airbags, radial tires, smoke detectors and key healthcare surgical devices. After learning this, 88% placed more value on the U.S. space program. In fact, 93% said they use such spin-off technologies, with 72% of those using them “all the time.”
- Americans believe the U.S. space program is valuable as a source of technological innovation (77%), as a means of developing innovative consumer products (73%) and as a tool to inspire students to choose careers in science, technology, engineering and math fields (69%).

“These latest survey results demonstrate that the more familiar Americans are with the U.S. space program, the more likely they are to place a higher value on it. We are in agreement with the new administration whose space policy states that a revitalized NASA can help America contribute to our country’s economic growth and maintain its edge in innovation.”

~ Dean Acosta, Chairman of the Coalition’s Public Affairs Team

Survey Methodology

MarketScope, LLC conducted the survey online from Jan. 16-20, 2009. The sample included a pool of 1,018 adults, that was balanced for demographic and geographic proportions (based on U.S. Census figures) to accurately reflect the U.S. adult population.

During the survey, the demographic and geographic proportions were constantly monitored to ensure proper distribution. Each respondent was invited to participate in the survey via an e-mail containing a link directing them to the questionnaire.

Respondents answered initial questions to establish a baseline for value and knowledge surrounding America’s space exploration program. Then, they received basic information on space exploration and its impact on the economy and spin-off technology. Respondents were then re-surveyed with similar questions to determine a change in value perceptions.

The findings were consistent with prior polls and research performed by the Coalition demonstrating that Americans place a strong sense of value on their space program.

The complete survey report and data are available online at www.spacecoalition.com/88percent.cfm.

About the Coalition

The Coalition for Space Exploration is a group of space industry businesses and advocacy groups that collaborate to educate and inform the public and Congress on the value and benefits of space exploration and to help ensure the United States remains a leader in space, science and technology – key factors that benefit every American, strengthen our nation’s economy and maintain our national security.

