



Research

The Coalition for Space Exploration periodically commissions research studies such as opinion polls and focus groups in an effort to better understand the extent of support and public attitudes toward America's space program. Over the past several years, the Coalition has garnered positive data through a series of four polls conducted by The Gallup Organization in June 2005, March 2006, August 2006 and May 2008.

Following an analysis of the results, key findings were issued in news releases, communicated to the media through interviews and fact sheets and posted on the Coalition website. Top level results are included in this section. For more in-depth summaries or complete reports of the findings, please visit http://www.spacecoalition.com/Gallup_Polls.cfm or contact the Chair of the Public Affairs Team.



2008 Gallup Poll

American Support for Space Exploration is Strong

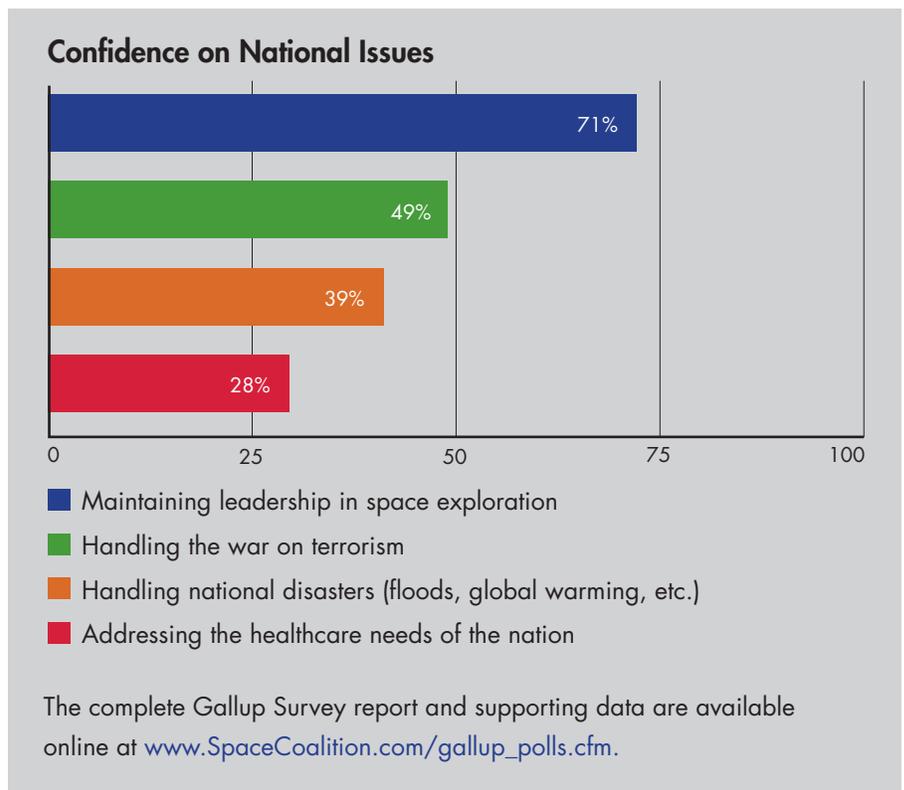
In May 2008 the Coalition for Space Exploration commissioned its fourth study in an ongoing effort to better understand the extent of support and public attitudes toward America's space program. As the nation celebrates the 50th anniversary of NASA later this year, a new Gallup Poll shows strong support for the U.S. Space Exploration Program.

Key Gallup Survey Finding

Almost three-fourths of the American public (71%) are supportive of the space program and feel the U.S. is doing a good job in maintaining its leadership in space exploration. When compared to other national issues, space exploration fared highest.

Other Gallup Survey Results

- Most Americans (69%) believe that the space program benefits the nation's economy by inspiring young people to consider an education in science, technology, math or engineering fields.
- More than two-thirds (68%) of adults surveyed believe that the benefits of space exploration outweigh the risks of human space flight.
- When comparing the U.S. and China space programs, a majority (67%) of Americans say they are not concerned that the U.S. will lose its leadership position in space exploration.
- With regard to funding, more than half (52%) of American adults surveyed say they would support increasing NASA's budget from .6% to 1% of the federal budget.
- Almost half (47%) of the public is concerned about the five-year gap between the end of the space shuttle program and the first scheduled launch of the Constellation Program. This hiatus causes the U.S. to rely on others for human access to space.



“We are very pleased that public support for the nation’s space program is strong and continues to grow, especially as we are moving forward into a new era of exploration with the Constellation Program.”
- Mary Engola, Chairwoman of the Coalition’s Public Affairs Team



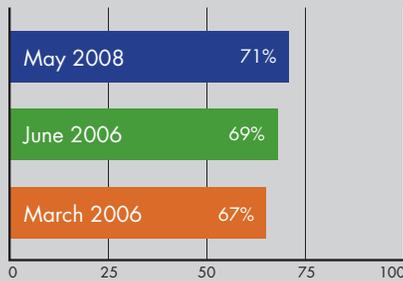
Cumulative Poll Results

Responses Demonstrate Consistent Backing of Space Program

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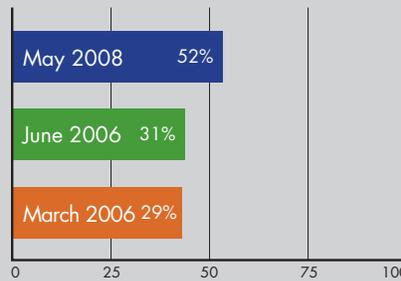
—Mary Engola, Chairwoman of the Coalition’s Public Affairs Team

Space Program Confidence



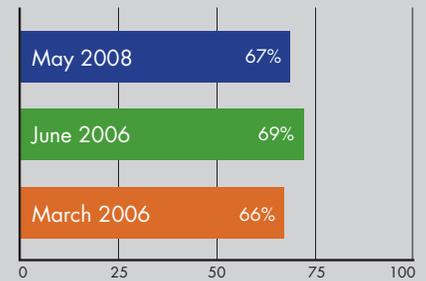
When asked to rate four issues facing the U.S. today, more than two-thirds of the public stated its confidence in space exploration leadership. This was not the case for handling terrorism, national disasters or healthcare needs.

NASA Budget Increase Support



Cumulative poll results demonstrate a growing interest in increasing NASA’s annual funding from .6% to 1% of the total federal budget. One percent is approximately \$58 per year for the average citizen.

Global Space Leadership



When questioned on China’s plans to send astronauts to the moon by 2017, one year prior to NASA’s return plans, the majority of respondents consistently believe the U.S. will maintain its space exploration leadership position.

Through the various polls, results also show that a majority of Americans surveyed support the nation’s stepping-stone approach to space exploration, which includes flying the space shuttle to complete the International Space Station, building a replacement vehicle for the space shuttle, returning humans to the moon and exploring Mars and points beyond. Additionally, most adults say they agree that America’s space program helps give the U.S. the scientific and technological edge it needs to compete with other nations in the international marketplace.

Survey Methodology

The survey results are based on a nationally representative sample of 1,002 telephone interviews with a general population sample of U.S. adult men and women age 18 and over residing in telephone households. The Gallup Organization’s full-time interviewing staff conducted the survey April 15 – May 8, 2008.

Only one interview within each household was conducted. For results based on samples of this size, one can say with 95% confidence that the error attributable to sampling and other random effects could be plus or minus three percentage points. In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias in the findings of opinion polls.

About the Coalition

The Coalition for Space Exploration is a collaboration of space industry businesses and advocacy groups whose mission is to educate and inform the public on the value and benefits of space exploration and to help ensure the United States will remain a leader in space, science and technology - key factors that will benefit every American, strengthen the U.S. economy and maintain our national security.



**FOR IMMEDIATE RELEASE**

June 17, 2008

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New Gallup Poll Reveals Americans Strongly Support Space Exploration, Believe it Inspires Younger Generation

HOUSTON – As America prepares to celebrate the 50th anniversary of NASA later this year, a new Gallup Poll released today shows strong support for the U.S. Space Exploration Program. In fact, almost three-fourths of the American public (71 percent) are supportive of the space program and feel the U.S. is doing a good job in maintaining its leadership in space exploration.

The most recent poll, conducted in May 2008, is the latest in a series of four polls commissioned by the Coalition for Space Exploration in an effort to better understand the extent of support and public attitudes toward America's space program. The first three polls were conducted in June 2005, March 2006 and August 2006.

"These latest results – as well as poll data from the last several years – reveal that even in the midst of varying world and national circumstances, Americans still strongly support space exploration, and are willing to support its funding at current levels or even slightly increased levels," said Mary Engola, chairwoman of the Coalition for Space Exploration's Public Affairs Team.

The 2008 Gallup Poll shows more than 52 percent of those surveyed would support an increase in space exploration funding. Currently, NASA's budget is less than 1 percent of the federal budget, or approximately 15 cents per day for the average, tax-paying citizen. In addition, 68 percent of all respondents surveyed agree that the benefits of space exploration outweigh the risks of human space flight.

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“Space exploration has impacted the lives of every single American,” Engola said. “Countless benefits from space have improved health care and medicine, enhanced public safety, and improved the agricultural and environmental industries. Space technology advances have created many industries, spawned millions of jobs and infused billions of dollars into our economy. The return on our investment has been substantial,” Engola added, “And I think Americans understand that.”

When asked about the educational and inspirational qualities of the space exploration program, almost 70 percent of respondents believe America’s space program inspires young people to consider an education in science, technology, math or engineering fields.

“The benefits of space extend far beyond millions of homes, hospitals, schools, offices and airports,” said Tracy Lamm, deputy chair of the Coalition’s Public Affairs Team. “Space plays a tremendous role in encouraging and motivating students to study these exciting fields...and today’s young people are the very ones who will be making their mark on the universe as they carry out the next phase of space exploration.”

Are Americans fearful that the U.S. will lose its leadership role in space to other countries that have outlined robust plans for lunar exploration? According to the poll, 68 percent of respondents are not concerned about China’s intent to send probes to the Moon by 2017, nor are they concerned that America may surrender its leadership role in the space arena. These numbers mirror the findings of the previous three polls.

The Gallup Organization conducted the survey April 15-May 8, 2008. Previous polls were conducted Aug. 2-19, 2006; March 3-19, 2006; and June 9-July 1, 2005. Results for each were based on a nationally representative sample of 1,000 telephone interviews with a general population sample of adult men and women ages 18 and older residing in telephone-equipped households. Errors attributable to sampling and other random effects are plus or minus three percentage points. Other factors that can introduce error or bias in the findings of opinion polls include question wording and practical difficulties. A complete posting of the Gallup survey is available at <http://www.spacecoalition.com/galluppoll.cfm>.

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About the Coalition for Space Exploration:

The Coalition for Space Exploration is a collaboration of space industry businesses and advocacy groups whose mission is to educate and inform the public on the value and benefits of space exploration and to help ensure the United States will remain a leader in space, science and technology - key factors that will benefit every American, strengthen our nation's economy and maintain our national security.

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**FOR IMMEDIATE RELEASE**

Sept. 25, 2006

CONTACT: Stacy Sarault
Coalition for Space Exploration
(281) 335-0200**New Gallup Poll Reveals Americans Continue to
Strongly Support Space Exploration**

HOUSTON – A new Gallup Poll shows more than two-thirds of respondents support the nation's stepping-stone approach to space exploration, which includes flying the space shuttle to complete the International Space Station, building a replacement vehicle for the space shuttle, returning humans to the moon, and exploring Mars and points beyond. (Respondents support this approach if NASA's budget does not exceed 1 percent of the federal budget.)

The most recent poll, conducted in August, is the last in a three-part series of polls commissioned by the Coalition for Space Exploration in an effort to better understand the extent of support and public attitudes toward America's space program. The first polls were conducted in June of 2005 and March of 2006.

"Cumulative results indicate that, over the course of time and despite varying world and national circumstances, the American people still strongly support space exploration and are willing to support its funding at current levels or even slightly increased," said Jeff Carr, chairman of the Coalition for Space Exploration.

More than 60 percent believe the U.S. should continue to fund space exploration either at its current level or an increased one. Currently, NASA's budget is less than 1 percent of the federal budget, or approximately 15 cents per day for the average, tax-paying citizen. In addition, 69 percent of all respondents surveyed agree that the benefits of space exploration outweigh the risks of human space flight.

"Space technology advances have created countless industries, spawned millions of jobs and infused billions of dollars into our economy," Carr added. "In today's indulgent culture, we spend and risk far more for far less of a return. Exploration and its results have an impact on everyone in this country, and will for generations to come."

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Gallup Poll 2006 Page 2

Despite China's intent to send probes to the Moon by 2017, one year before the U.S.' plans to land humans, 69 percent of Americans are not concerned that the U.S. will lose its leadership role in space.

The Gallup Organization conducted the surveys June 9-July 1, 2005; March 3-19, 2006; and Aug. 2-19, 2006. Results for each were based on a nationally representative sample of 1,000 telephone interviews with a general population sample of adult men and women ages 18 and older and residing in telephone households. Errors attributable to sampling and other random effects are plus or minus three percentage points. Other factors that can introduce error or bias in the findings of opinion polls include question wording and practical difficulties. A full posting of the Gallup survey is available at www.spacecoalition.com.

The Coalition for Space Exploration is a diverse group of companies, nonprofit organizations, trade associations and unions, and space pioneers dedicated to increasing public understanding and support of the Vision for Space Exploration, a focused plan for America's continued exploration of space. The Vision helps to ensure the U.S. remains a leader in space, science and technology – key factors that impact the nation's economy and help to maintain homeland security. For more information, visit www.spacecoalition.com.

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2006 Focus Group Summary

In spring 2006, the Coalition for Space Exploration commissioned The Everett Group to conduct focus group research with members of the general public, designed to help the Coalition understand what Americans may think, feel and believe about human space exploration.

Focus groups were held in Boston, Mass.; Atlanta, Ga.; Dallas, Texas; and Portland, Ore., in July 2006.

Key Take-Aways:

- Americans have very little concept of the absolute or relative amounts of funding NASA receives from the federal government. In that context, their opinions on proper funding levels vary widely from person to person.
- Framed in dollars, the numbers are pretty much meaningless to the public.
- Framed as a percentage of budget, prompts some to say it's a surprisingly small piece, while others ask what we're spending all that other money on.
- News coverage of space exploration efforts and missions isn't being noticed – either the coverage isn't punching through the media environment "noise" or audiences aren't able or motivated to try to understand it.
- Even when directed to think of a "good news story" from the past couple of days, almost no one mentioned the successful landing of Discovery.
- The public has mixed opinions and feelings regarding America's current or future position as the "leader" in space exploration.
- Human space flights seen as so expensive that it's desirable to share the expense with other countries.
- There's no longer a "Space Race" – we won that back in the 1960s. Other countries (China going to the moon, for example) are just trying to do what we've already done.
- China's space plans and aspirations are unsettling to some, especially to older adults. There's some concern that China has military objectives in space.



The complete Gallup survey report and supporting data will be posted on the Coalition for Space Exploration web site at www.spacecoalition.com

Survey Methodology

The survey results are based on a nationally representative sample of 1001 telephone interviews with a general population sample of adult men and women age 18 and over residing in telephone households. The Gallup Organization's full-time interviewing staff conducted the survey during the period of June 9–July 1, 2005.

The survey was commissioned by The Space Foundation in an effort to better understand the extent of support and public attitudes toward America's space program.

For results based on samples of this size, one can say with 95% confidence that the error attributable to sampling and other random effects could be plus or minus three percentage points.

In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias in the findings of opinion polls.

2005 GALLUP POLL:

American Support for Space Exploration Strong and Growing

GALLUP SURVEY RESULTS

Americans continue to show strong support for NASA's plans to explore, discover and understand our universe by returning the Space Shuttle to flight, completing the International Space Station, and sending robot probes and humans beyond Earth orbit to the Moon, Mars and beyond.

That's at least one conclusion of a new Gallup survey on public attitudes about our nation's space program that was coordinated by the Space Foundation and sponsored by the Coalition for Space Exploration.

More than three-fourths (**77%**) of the American public say they support a new plan for space exploration that would include a stepping-stone approach to return the space shuttle to flight, complete assembly of the space station, build a replacement for the shuttle, go back to the Moon and then on to Mars and beyond.

With funding for such a program expected not to exceed 1 percent of the federal budget, **51%** of adults surveyed say they support the program and **26%** strongly support it. Of note is that a majority of both Republicans (**84%**) and Democrats (**77%**) support such an exploration plan.

The results to this particular question are higher than measured by Gallup in 2004 when the same question was asked. In 2004, 68% of Americans supported or strongly supported the exploration plan.

"We're very happy that public support for our nation's space program continues to grow, especially as we return to flight with the Space Shuttle Discovery to begin a new era of space exploration," said Jeff Carr, chairman of the Coalition's public affairs team.

When it comes to NASA's budget, almost three-fourths (**73%**) of American adults surveyed think NASA's budget should remain at its present level (**36%**) or be increased (**37%**).

NASA's current share of the total federal budget is **.7%**, or about \$58 per year for the average citizen. During the height of Project Apollo, NASA's share of the budget was about 4.0%.

AMONG THE GALLUP SURVEY'S OTHER FINDINGS

- Seven in ten adults (**71%**) say they are somewhat interested (**49%**) or very interested (**22%**) in America's space program.
- Of nine possible answers, most (**26%**) said the most popular reason America continues to explore space is because it is human nature to do so. Almost one-fourth (**24%**) said it is to conduct science experiments.
- Eight in ten adults (**80%**) say they somewhat agree (**48%**) or strongly agree (**32%**) that America's space program helps give America the scientific and technological edge it needs to compete with other nations in the international marketplace.
- More than three-fourths (**76%**) of adults somewhat agree (**48%**) or strongly agree (**28%**) that America's space program benefits the nation's economy by inspiring students to pursue careers in technical fields.

ABOUT THE COALITION

The Coalition for Space Exploration is a diverse group of companies, nonprofit organizations, trade associations and unions dedicated to supporting the nation's Vision for Space Exploration, which will ensure America remains a leader in space, science and technology — key factors that create jobs, promote the nation's economy, contribute to our national security and gratify humanity's need to explore.

For more information please visit www.spacecoalition.com.



NEWS



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GALLUP SURVEY: AMERICAN SUPPORT FOR SPACE EXPLORATION STRONG AND GROWING

CAPE CANAVERAL, Fla. (July 11, 2005) – Americans continue to show solid support for NASA's plans to explore, discover and understand our universe by returning the Space Shuttle to flight, completing the International Space Station, and sending robot probes and humans to the Moon, Mars and beyond.

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NASA's current share of the total federal budget is .7%, or about \$58 per year for the average citizen. During the height of Project Apollo, NASA's share of the budget was about 4 percent.

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Gallup Poll 2005

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Among the Gallup survey's other findings:

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- Of nine possible answers, most (26%) said the most popular reason America continues to explore space is because it is human nature to do so. Almost one-fourth (24%) said it is to conduct science experiments.
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About the Space Foundation

Founded in 1983 and headquartered in Colorado Springs, the Space Foundation is a national nonprofit organization that vigorously advances civil, commercial, and national security space endeavors and educational excellence. The Space Foundation has offices in Washington, D.C., and Cape Canaveral, Fla. The Space Foundation annually conducts, along with its partnering organizations, Strategic Space 2005, Oct. 4-6, in Omaha, Neb.; Florida Space 2005, Nov. 15-17 at the Kennedy Space Center Visitor Complex, Fla.; and the Foundation's signature event, the National Space Symposium, April 3-6, 2006, at The Broadmoor in Colorado Springs, Colo. For more information, visit <http://www.spacefoundation.org>.

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