



## New Poll Released On 50<sup>th</sup> Anniversary of Moon Walk

### C-SPAN/Ipsos Poll Finds These American Attitudes Toward the Space Program:

- NASA is widely admired
- 50 Years After Apollo 11, Neil Armstrong still soars with 83% name ID
- NASA funding is less popular with public than NASA itself

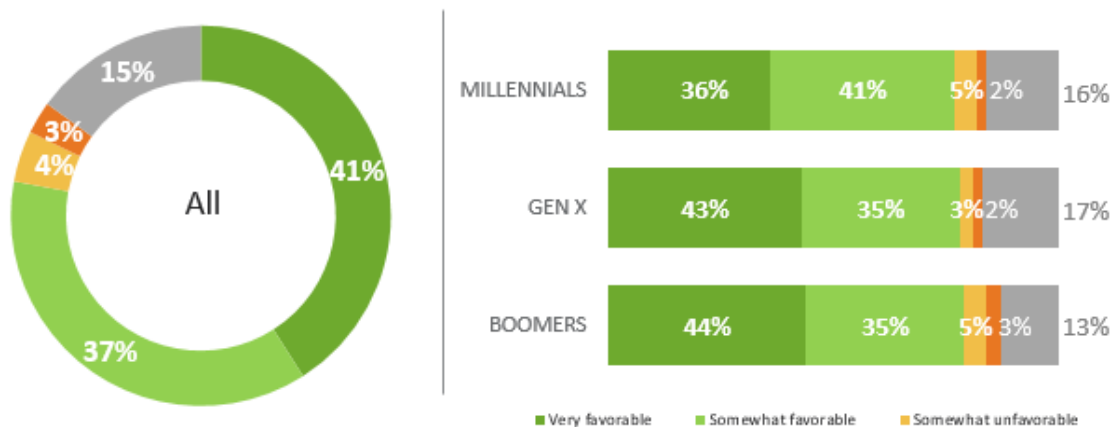
**(FOR RELEASE Thursday, July 11)** – C-SPAN today is releasing the results of a new poll conducted for the public affairs network by Ipsos exploring American sentiments toward the space program, timed for the 50<sup>th</sup> anniversary of the July 20, 1969, first moon landing.

#### KEY FINDINGS:

Americans admire NASA and generally support the space program, the C-SPAN/Ipsos poll finds, but are less certain of the direction the nation should be going:

- Over three-quarters of respondents have a favorable view of NASA (78%). According to Cliff Young, President of Ipsos Public Affairs in the United States, this positive view extends to widespread belief that space exploration promotes scientific discoveries (80%), inspires young people (77%) and helps monitor natural disasters (73%).

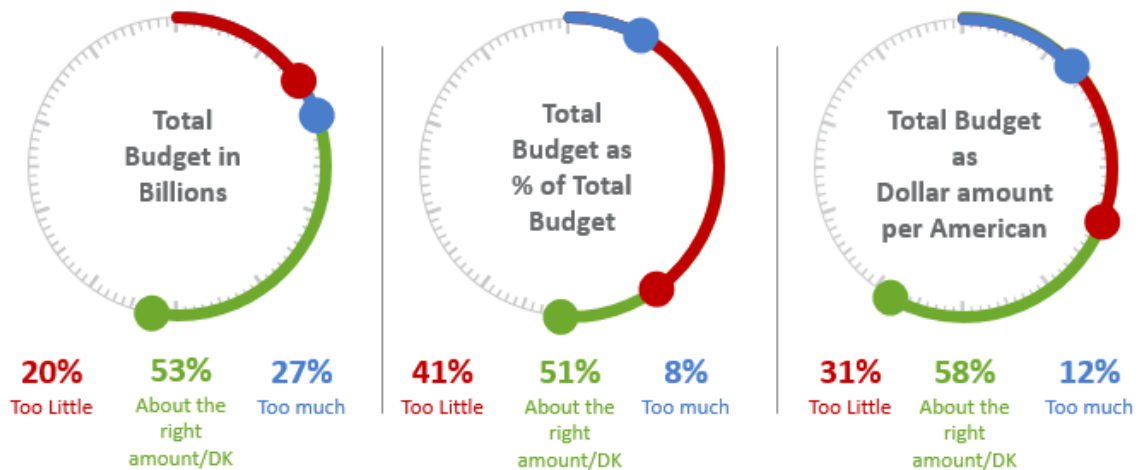
#### NASA ENJOYS HIGH LEVELS OF FAVORABILITY WITH ALL GENERATIONS



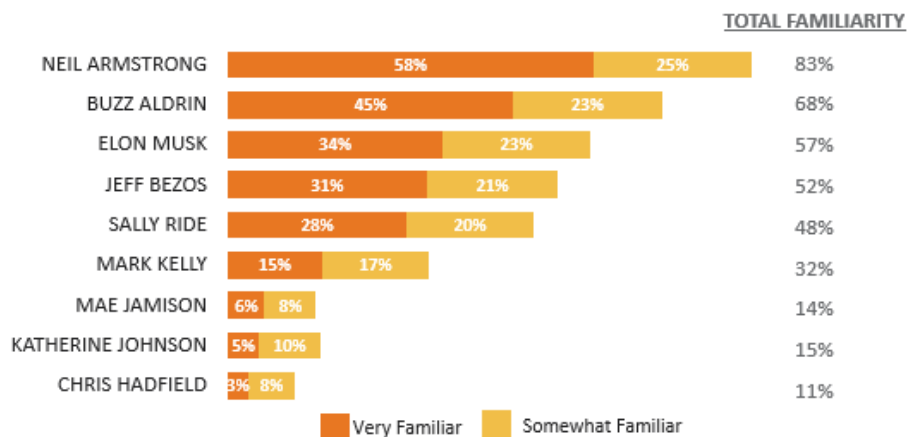
- Over two-thirds agree that space exploration is "necessary" (71%). While only a small majority say they are familiar with space exploration or astronomy (56% each), and only 5% consider themselves very well-informed about the topic, majorities have watched natural wonders like lunar eclipses (75%), shooting stars (68%), or meteor showers (52%).
- Additionally, two-thirds of Americans (65%) say they have watched a space shuttle launch live either in-person, on TV, or via the internet.
- About one in five Americans classify themselves as "very interested" in space exploration (21%), but only a third believe its benefits are greater than the costs (31%).

"Some of the public discomfort with the space program," Mr. Young says, "might connect to how people perceive the price tag." The study conducted an experiment using three different ways to conceive the costs of NASA programs. When presented with the space agency's \$21.5 billion budget, more people say it is too much (27%) than too little (20%). However, when the same amount was described as 0.5% of the national budget or \$70 per American, significantly more people say NASA's budget is "too little," by up to a four-to-one ratio (41% and 31%, respectively).

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



The poll also asked how familiar Americans are with individuals associated with the space program. Topping the list are two of the Apollo 11 astronauts: **Neil Armstrong** (83%) and **Buzz Aldrin** (68%). Third place? **Elon Musk** (57%).

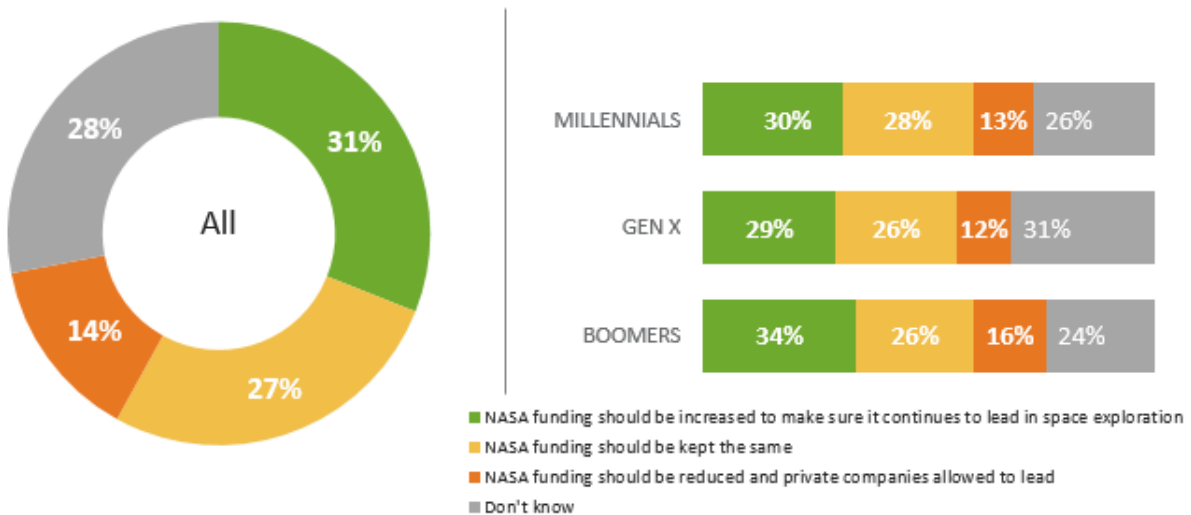


## PRIVATIZATION AND SPACE FORCE:

The C-SPAN/Ipsos poll also found:

- People still see a need for government to lead in space, rather than private industry. Thirty-one percent agree that - "NASA funding should be increased to make sure it continues to lead in space exploration." Meanwhile, 14% said "NASA funding should be reduced and private companies allowed to lead."

## FEW SUPPORT NASA CEDING LEADERSHIP TO PRIVATE SPACE EXPLORATION



- Little understanding of or support for Space Force. Just under a quarter (23%) said they were familiar with President Trump's proposal for Space Force. A third (33%) had a favorable opinion of Space Force.

## GO DEEPER:

[See what the public thinks in the complete poll results. Click here.](#)

## METHODOLOGY:

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 a nationally representative sample of 1,020 Americans conducted between June 14 and June 16, 2019, among adults aged 18+. Margin of error is +/-3 percentage points.

## C-SPAN PROGRAMMING:

C-SPAN's "Washington Journal" call-in program will explore the poll findings with Cliff Young of Ipsos on Friday, July 12. "Washington Journal" will also devote a portion of its program to U.S. space policy on Tuesday, July 16, the 50<sup>th</sup> anniversary of the Apollo 11 launch. American History TV on C-SPAN3 will show original footage from the mission on Saturday, July 20, the 50<sup>th</sup> anniversary of the Moon landing. The C-SPAN audience also can see related archived space, NASA, and Apollo video from American History TV and BookTV via the [C-SPAN Video Library](#).

**ABOUT C-SPAN:**

C-SPAN, the public affairs network providing Americans with unfiltered access to congressional proceedings, was created in 1979 as a public service by the cable television industry and is now wholly funded through fees paid by cable and satellite companies that provide C-SPAN programming. C-SPAN connects with millions of Americans through its three commercial-free TV networks, C-SPAN Radio, the C-SPAN Radio App, C-SPAN.org and various social media platforms. C-SPAN's robust public affairs programming includes national and international public policy conversations; signature call-in programs such as its popular morning show – Washington Journal; book and author discussions on C-SPAN2's Book TV; a chronicle of America's past on C-SPAN3's American History TV and more. The network's [video-rich website](#) contains over 250,000 hours of searchable and shareable content, archived since 1987 for educational and reporting purpose. [Learn more about C-SPAN](#). Engage with C-SPAN on Twitter, Facebook, Instagram and YouTube and stay connected through weekly and daily newsletters.

**ABOUT IPSOS:**

[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.