

**While Majority (85%) of Canadians Recall Name of First Human to Walk the Moon – Neil Armstrong – and Half (48%) Believe Astronauts Should Return, Just 4 In 10 (39%) View Venture as the Single Greatest Technological Achievement of All Time**

*As for themselves, half (47%) would love to soar earth's orbit if they could afford it, and one in five (22%) say they'd go to Mars and begin a new civilization even though they would never return*

For Public Release July 19, 2019

## **A DART & Maru**

# **Voice Canada Poll**

*This public opinion survey is branded as the **DART & Maru/Blue** Poll. Both firms are non-partisan and comprised of well-known national veteran survey/research professionals who have worked together for decades.*

*Once released into the public domain, findings contained herein may be used with source attribution given to the **DART & Maru** Voice Canada Poll. Descriptions of the findings, methodology and contact persons are provided in this release – with a full set of detailed tables with questions found for easy download at <http://www.dartincom.ca/polls/> A description of **DART & Maru** Voice Canada Poll can also be found in this release.*

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**July 20, 2019** – While a majority of Canadians can recall the name the first human to walk on the moon – Neil Armstrong (85%), who was also the focus of the 2018 Hollywood blockbuster “First Man” – on the 50<sup>th</sup> anniversary of the first manned moon landing, Canadians are otherwise somewhat muted in their recognition of the event itself as mankind’s single greatest technological achievement of all time (39%), and only half (48%) believe that astronauts should return to the moon and begin a colony for further scientific study.

As for themselves, especially with the potential for commercial space flight to commence in the next decade, half (47%) of Canadians would love to board and soar into earth’s orbit if they could afford it. And while most would like to keep their feet on the ground, one in five (22%) indicate that even though they would never be able to return to Earth, they’d be prepared to go to Mars and begin a new civilization.

And, as a footnote about the moonwalk, just 2% of Canadians believe the 1969 Apollo 11 adventure was, as some suggest, was faked.

The **DART & Maru Voice Canada Poll** was undertaken for Sun/PostMedia as part of a regular sounding of Canadians on various issues that affect their lives as citizens, consumers, and voters. The survey was conducted among 1,512 randomly selected Canadian adults who are members of **Maru/Blue’s Voice Canada** Online panel on July 10, 2019 and is considered accurate to within +/-

2.9 percentage points. *Because of extremely small sample sizes, approval ratings cannot be provided for Prince Edward Island, Nunavut and both the Yukon and Northwest Territories.*

### ***Majority (85%) of Canadians Can Recall Name of First Human to Walk on the Moon – Neil Armstrong...***

Canadians were reminded that fifty years ago, people around the world watched on TV images of the first man step onto the moon and asked to recall the name of the first person was to walk on the moon. From a list provided, Canadians selected:

- Neil Armstrong **85%**
- Buzz Aldrin 3%
- John Glenn 3%
- *None: the Apollo 11 mission was faked* 2%
- Alan Shepard 1%
- Don't Know 6%

### ***Half (48%) Believe Astronauts Should Return to the Moon...***

Half (**48%** – 15% very much/32% somewhat) believe that astronauts should return to the moon and begin a colony for further scientific study. A total of 36% disagree and 16% don't know either way.

Those most likely to believe this to be the case are from Québec (51%), followed by those in British Columbia and Ontario (48%), Manitoba/Saskatchewan (46%), Alberta (45%) and Atlantic Canada (44%). Men (57%) are more likely than women (39%) to hold this view and there is a generational divide as well – younger Canadians (aged 18 – 34 54%) are more likely to want astronauts to return to the moon than those who are middle-aged (35 – 54 49%) or older (55+ 42%).

## ***Just 4 In 10 (39%) View Moon Landing as Single Greatest Technological Achievement of All Time ...***

Four in 10 (**39%**) Canadians hold that the human race accomplished its single greatest technological achievement of all time by landing a man on the moon compared with 42% who do not agree with this perspective and one in five (19%) who don't proffer an opinion on the premise.

Those who are most likely to indicate that the moon landing is the single greatest technological achievement of all time are most likely to hail from Québec (45%), followed by those from Ontario (38%), British Columbia and Manitoba/Saskatchewan (37%), Alberta (35%) and Atlantic Canada (34%). Men (43%) are more likely than women (35%) to hold this perspective - and those who are older Canadians (55+ 46%) are also most likely to do so compared with middle-aged (35 - 54 36%) and younger (18 - 34 34%) Canadians.

Those least likely to believe so (**42%**), are most likely to be found in Alberta (48%) followed by those in British Columbia (44%), Atlantic Canada (43%), Manitoba/Saskatchewan (42%), Ontario (41%) and Québec (38%). Also, younger, and middle-aged Canadians (45%) are likely to hold this view along with Canadians who are university educated and have the highest level of income (49%).

## ***Half (47%) of Canadians would love to board and soar into earth's orbit... if they could afford it...***

It would appear that there's a commercial market for, at least, Earth orbit destinations - if Canadians could cover the cost of the ticket. Half (**47%**) say that if they could afford it, they'd love to take a commercial space flight into earth orbit. An equal number (47%) would not and 6% state that they don't know if they would one way or the other.

Those most likely to line up and purchase the ticket are from Alberta (53% - 36% very much), followed by those from British Columbia (50% - 24% very much), Ontario (47% - 26% very much),

Québec (45% – 23% very much), Atlantic Canada (43% – 24% very much) and Manitoba/Saskatchewan (41% – 23% very much.)

So, if you could offer such a ticket, who would be your target market? Those most likely to purchase the ticket would be men (57% – 33% very much) versus women (37% – 19% very much), young Canadians (aged 18 – 34 60% – 34% very much) versus middle-aged (35 – 54 50% – 28% very much) and older (55+ 34% – 17% very much) Canadians (although, it's important to note that the boomers, while the smallest target market, are most likely to have the dollars to spend.) Those with the highest income (51% – 27% very much) would be at the front of the line to snap up a ticket along with those who are the highest educated (53% – 28% very much.)

*And one in five (22%) would take a one-way ticket to Mars...*

It would appear that one in five (22%) Canadians would even consider taking a trip to Mars to begin a new civilization even with the stipulation that they would never be able to return to Earth. A total of 70% would not and 8% don't know if they would or not.

Those most likely to want to break out of this world for good would be from Atlantic Canada (26% – 14% very much), followed by those from Alberta (25% – 5% very much), Ontario (23% – 10% very much), Québec (22% – 10% very much), Manitoba/Saskatchewan (19% – 7% very much), and British Columbia (19% – 4% very much).

It would also appear that there's a gender and intergenerational split between those who would go versus those who would state: men (29% – 13% very much) are more likely than women (16% – 4% very much) to grab a one-way ticket and those who are youngest (18-34 33% – 13% very much) are significantly more than their aged counterparts (35-54 23% and 55+ 13%), as well as those in the lowest income category (25% under \$50k HH annual income) compared with those of greater wealth.

## Methodology

These are some of the topline findings of a **DART & Maru Voice Canada Poll** conducted as part of a regular sounding of Canadians on various issues and matters that affect their lives as citizens, consumers, and voters. The research is created and analyzed under the direction of veteran pollster John Wright, who is a Partner of **DART C-Suite Communicators**. Data was collected by Canada's national survey sample research provider **Maru/Blue** using their **Maru Voice Canada** Omni Online curated panel.

The survey was conducted among 1,512 randomly selected Canadian adults who are members of **Maru/Blue's Voice Canada** Online panel on July 10, 2019. Respondents could opt in for either official language. The results have been weighted by education, age, gender, and region to match the population, according to Census data. This is to ensure the sample is representative of the entire adult population of Canada. Reporting of results from Prince Edward Island, Nunavut and both the Yukon and Northwest Territories is excluded because of extremely small sample sizes. Discrepancies in or between totals are due to rounding. The precision of this **DART & Maru Voice Canada Poll** is measured using a Bayesian Credibility Interval. In this case, the poll is accurate to within +/- 2.9 percentage points, 19 times out of 20, had all Canadian adults been polled. The credibility interval will be wider among subsets of the population and individual provinces.

Visit <http://www.dartincom.ca/polls/> for the written release and detailed tables.

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### About **DART & Maru/Blue**

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**DART C-Suite Communicators** is independent and not tied to any political organization. It is a partnership founded by **veteran pollster John Wright** and **communications specialist Victoria Ollers**.

**DART C-Suite Communicators** public releases of polling results, including detailed tables (weighted/unweighted), questions used and analysis, are provided freely at <http://www.dartincom.ca/polls/>

**DART C-Suite Communicators** abides by the MRIA polling disclosure requirements.

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