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See Benefit from Learnings, Innovations (73%),
Inspired by Canadian Astronauts (63%)**

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**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 19, 2019 – As we approach the 50th anniversary of the first manned moon landing, Canadians are no doubt taking stock of Canada's own role in space – and it's filled with pride (80%), the benefits of learnings and innovations (73%), and inspiration from Canadian astronauts (63%). As for funding Canada's National Space Agency, seven in 10 (68%) say the Federal Government should keep the funding at the present level (47%) or increase (21%) it, with just one in five (17%) believing it should be reduced (11%) or done away with altogether (6%).

And if they could personally choose to rank ten possible priorities for the Canadian Space Agency, the top three would be to ensure technology is available to aid in disaster response (80%), provide imagery and telecommunications for the safety and security of Canadians (74%) and to provide accurate measurement for weather and climate monitoring (70%)

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.*

Canada's Role in Space...

Canadians were asked about their Canadian Space program which is funded by the Federal government and over the last number of decades has produced fourteen Canadian astronauts, 11 of which have flown on various missions, including to the International Space Station, and produced the "Canadarm" which has been used frequently.

Eight in 10 (80% - 44% very much/36% somewhat) indicate that they are proud of Canada's role in the international space program-- with responses mirrored right across the country in every province or region, demographic or socioeconomic standing. A total of 11% disagree and 9% indicate they don't know.

Three quarters (73% - 33% very much/40% somewhat) believe Canadians have benefited from the learnings and innovations from our time in space - particularly those from British Columbia (77%) and Ontario (75%) - and, again, virtually mirrored in every region and category measured across the country. A total of 13% disagree and 14% indicate that they don't know.

And two thirds (63% - 24% very much/39% somewhat) indicate that their Canadian Astronauts have been an inspiration to them personally-- with older Canadians (67% 55+) leading the way, followed by the youngest adult generation (62% 18 - 34), and those middle-aged (59% 35-54). While the findings are virtually in line across the country, those in Québec (67%) are more likely to say they have been inspired by Canadian astronauts than their provincial counterparts of Ontario (64%), Alberta (62%), British Columbia in Atlantic Canada (both at 59%) and Manitoba/Saskatchewan (58%). One quarter (25%) disagree and 12% indicate that they don't know.

Canada's first recruited set of astronauts included Roberta Bondar, Marc Garneau, Steve MacLean, Ken Money, Robert Thirsk, and Bjarni Tryggvason. The second batch included Chris Hadfield, Mike McKay, Julie Payette, and Dave Williams. The third recruitment netted Jeremy Hansen and David Saint-Jacques, while the most recent recruitment has produced Canadian astronauts Joshua Kutryk and Jennifer Sidey.

Funding Canada's Space Efforts...

Respondents were informed that Canada's Space Agency, funded by the Federal Government, had a budget of \$332 million for 2018-2019 and that Federal government recently said it would spend \$2 billion over the next 24 years on Canada's space program.

And when thinking of Canada's role in space – which includes such things as launching and maintaining satellites for communications, search and rescue, border sovereignty, measuring the impact of climate, and precision farming, as well as science, innovation, and medical experiments aboard the International Space Station – seven in 10 (68%) Canadians believe funding for the space program should be kept at the present level (47%) or increased (21%) compared to just one in six (17%) who believe that the funding should be decreased (11%) or ended altogether (6%). A total of 16% had no opinion on the topic.

Of those who believe that funding should be increased (21%), they are most likely to hail from British Columbia (26%), and Alberta/Manitoba/Saskatchewan in Atlantic Canada (24%), followed by those from Ontario (21%) and Québec (16%). Demographically, men (29%) are more likely than women (14%) to support and increase along with younger Canadians (23% aged 18 – 34.)

As for those who believe that funding should be reduced (11%) or ended altogether (6%), Atlantic Canada leads the way (16% reduced/11% ended = **25%**) followed by Manitoba/Saskatchewan (14% reduced/7% ended = **21%**), Québec (13% reduced/5% ended = **18%**), British Columbia (reduced 8%/ended 7% = **15%**), Alberta (8% reduced/6% ended = **14%**) and Ontario (9% reduced/4% ended = **13%**.) Women (13% reduced last 5% ended = **18%**) and older Canadians (aged 55+ 11% reduced/7% ended = **18%**) are most likely to identify with this perspective.

Priorities for Canada's Space Agency...

Canada's space agency has many priorities, but the survey identified 10 "top drawer" priorities as gleaned and consolidated from numerous public documents including statements from the Federal

Minister of Innovation, Science, and Economic Development responsible for Canada’s Space Agency and from the agency itself.

Respondents were asked to pretend for a moment that they were the head of Canada’s Space Agency and their budget would be enough for whatever decisions they make. Each respondent was then provided with a (randomized) list of potential activities and outputs that Canada’s Space program could be providing or accomplishing and asked to choose what level of priority (Extremely high, High, Medium, or Low) they would give for each during their mandate.

After calculating a combination of “extremely” and “high” priorities, the list of potential ranked activities and outputs were as follows:

1. *Ensure technology is available to aid in disaster response (80% – 35% extremely high)*
2. *Provide imagery and telecommunications for the safety and security of Canadians (74% – 30% extremely high)*
3. *Provide accurate measurement for weather and climate monitoring (70% – 30% extremely high)*
4. *Encourage Canadian medicine, science and technologies developed for space exploration that have a potential use on Earth (70% – 31% extremely high)*
5. *Inspire young Canadians to engage in science, technology, engineering, mathematics (STEM) activities. (67% – 28% extremely high)*
6. *Enable the surveillance of Canada’s sovereignty and trade routes by tracking vessels in and approaching Canadian waters, especially in the far north (61% – 24% extremely high)*
7. *Provide high-quality space-based radar data for Canada’s military and its allies (61% – 23% extremely high)*
8. *Produce imagery to assist in agricultural activities and precision farming (59% – 19% extremely high)*
9. *Build Canada's capacity and engage the next generation of space scientists and engineers (57% – 19% extremely high)*
10. *Support scientific research and innovation for industrial, commercial and consumer use (55% – 18% extremely high)*

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**

DART C-Suite Communicators is a team of high-level insight specialists and seasoned communicators who partner with the C-Suite, Executive leadership, or the Board to advance and protect crucial interests, brands, assets, and reputations requiring vital intelligence and pivotal communication strategies. Differentiated by our C-Suite peer-level bench strength, **DART C-Suite Communicators** consultants are smart, strategic thinkers who bring experienced fresh-eyes to tough communications assignments knowing the right questions to ask, the internal and external audiences to heed, and the tools and tempo to deliver actionable solutions and accountability. Together, the **DART C-Suite Communicators** team discreetly and seamlessly fills the gaps in existing resources by either doing the work needed or by providing advice and counsel. We are C-Suite confidants who bring integrity, honesty, ideation, and trustworthy sound-boarding to every assignment.

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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