

Detailed Tables

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

*These are some of the Data Tables of a **DART & Maru Voice Canada Poll** conducted as part of a regular quarterly 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 of Canada** Omni Online curated panel.*

*The survey was conducted among 1,512 randomly selected Canadian adults who are members of **Maru/Blue's** 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** Online 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. Paired/Overlap T-Test for Means, Paired/Overlap Z-Test for Percentages Uppercase letters indicate significance at the 95% level.*

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

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Generally speaking, and just based on what you've seen, read or heard, please indicate if you agree or disagree with the following statements...If I could afford it, I'd love to take a commercial space flight into earth's orbit

| | Total A | Region | | | | | |
|------------------------|------------|-----------|-----------|-----------|------------|------------|-----------|
| | | BC | AB | MB/SK | ON | PQ | ATL |
| | | B | C | D | G | H | I |
| BASE: All Respondents | 1512 | 213 | 174 | 110 | 552 | 329 | 134 |
| BASE: WEIGHTED | 1512 | 198 | 170 | 100* | 570 | 364 | 110 |
| Top 2 Box (Net) | 707 47% | 98 50% | 90 53% | 41 41% | 267 47% | 162 45% | 47 43% |
| (4) Agree very much | 387 26% | 48 24% | 62 36% | 23 23% | 145 26% | 82 23% | 27 24% |
| | | | BDFGHI | | | | |
| (3) Agree somewhat | 320 21% | 51 26% | 28 17% | 19 19% | 122 21% | 80 22% | 20 19% |
| | | E | | | | | |
| (2) Disagree somewhat | 204 13% | 24 12% | 18 11% | 13 13% | 78 14% | 58 16% | 13 12% |
| (1) Disagree very much | 506 33% | 58 29% | 54 32% | 37 37% | 189 33% | 124 34% | 44 39% |
| Bottom 2 Box (Net) | 710 47% | 82 41% | 72 42% | 50 50% | 268 47% | 181 50% | 57 52% |
| Don't know | 96 6% | 17 9% | 8 5% | 9 9% | 35 6% | 20 6% | 6 6% |

| | Total A | Gender | | Age | | | Income | | | Education | | |
|------------------------|------------|-----------|-------------|------------|------------|----------|-------------|---------------|--------------|-----------------|---------------------------|------------|
| | | Male J | Female K | 18-34 L | 35-54 M | 55+ N | <\$50K O | \$50-99K P | \$100K+ Q | HS or less R | College/ Tech school S | Univ+ T |
| | | | | | | | | | | | | |
| BASE: All Respondents | 1512 | 753 | 759 | 308 | 492 | 712 | 455 | 508 | 316 | 508 | 469 | 535 |
| BASE: WEIGHTED | 1512 | 740 | 772 | 426 | 523 | 563 | 486 | 496 | 301 | 626 | 477 | 409 |
| Top 2 Box (Net) | 707 | 424 | 283 | 258 | 260 | 189 | 228 | 226 | 155 | 259 | 232 | 215 |
| | 47% | 57% | 37% | 60% | 50% | 34% | 47% | 45% | 51% | 41% | 49% | 53% |
| | | K | | MN | N | | | | | | R | R |
| (4) Agree very much | 387 | 243 | 144 | 147 | 144 | 96 | 125 | 136 | 82 | 152 | 120 | 115 |
| | 26% | 33% | 19% | 34% | 28% | 17% | 26% | 27% | 27% | 24% | 25% | 28% |
| | | K | | N | N | | | | | | | |
| (3) Agree somew hat | 320 | 181 | 139 | 111 | 116 | 93 | 102 | 90 | 73 | 107 | 113 | 100 |
| | 21% | 24% | 18% | 26% | 22% | 17% | 21% | 18% | 24% | 17% | 24% | 24% |
| | | K | | N | N | | | | | | R | R |
| (2) Disagree somew hat | 204 | 96 | 108 | 47 | 77 | 81 | 67 | 76 | 41 | 78 | 61 | 65 |
| | 13% | 13% | 14% | 11% | 15% | 14% | 14% | 15% | 13% | 12% | 13% | 16% |
| | | | | | | | | | | | | |
| (1) Disagree very much | 506 | 185 | 321 | 89 | 154 | 262 | 155 | 165 | 90 | 251 | 150 | 105 |
| | 33% | 25% | 42% | 21% | 30% | 47% | 32% | 33% | 30% | 40% | 31% | 26% |
| | | | J | | L | LM | | | | ST | | |
| Bottom 2 Box (Net) | 710 | 281 | 429 | 136 | 231 | 343 | 222 | 241 | 131 | 328 | 212 | 170 |
| | 47% | 38% | 55% | 32% | 44% | 61% | 46% | 49% | 44% | 52% | 44% | 41% |
| | | | J | | L | LM | | | | ST | | |
| Don't know | 96 | 35 | 61 | 33 | 32 | 31 | 36 | 30 | 15 | 38 | 33 | 24 |
| | 6% | 5% | 8% | 8% | 6% | 6% | 7% | 6% | 5% | 6% | 7% | 6% |
| | | | J | | | | | | | | | |



Generally speaking, and just based on what you've seen, read or heard, please indicate if you agree or disagree with the following statements...Astronauts should return to the moon and begin a colony for further scientific study

| | Total | Region | | | | | |
|------------------------|-------|--------|-----|-------|-----|-----|-----|
| | | BC | AB | MB/SK | ON | PQ | ATL |
| | A | B | C | D | G | H | I |
| BASE: All Respondents | 1512 | 213 | 174 | 110 | 552 | 329 | 134 |
| BASE: WEIGHTED | 1512 | 198 | 170 | 100* | 570 | 364 | 110 |
| Top 2 Box (Net) | 725 | 94 | 76 | 46 | 276 | 184 | 49 |
| | 48% | 48% | 45% | 46% | 48% | 51% | 44% |
| (4) Agree very much | 234 | 33 | 28 | 15 | 78 | 69 | 11 |
| | 15% | 17% | 16% | 15% | 14% | 19% | 10% |
| (3) Agree somewhat | 491 | 61 | 48 | 31 | 197 | 116 | 37 |
| | 32% | 31% | 29% | 31% | 35% | 32% | 34% |
| (2) Disagree somewhat | 291 | 31 | 34 | 13 | 115 | 72 | 24 |
| | 19% | 16% | 20% | 13% | 20% | 20% | 22% |
| (1) Disagree very much | 259 | 26 | 32 | 28 | 85 | 67 | 21 |
| | 17% | 13% | 19% | 28% | 15% | 18% | 19% |
| Bottom 2 Box (Net) | 549 | 57 | 67 | 41 | 200 | 139 | 45 |
| | 36% | 29% | 39% | 41% | 35% | 38% | 41% |
| Don't know | 238 | 46 | 27 | 13 | 94 | 41 | 17 |
| | 16% | 23% | 16% | 13% | 17% | 11% | 15% |
| | | H | | | | | |

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| | Total A | Gender | | Age | | | Income | | | Education | | |
|------------------------|------------|-----------------------|-------------|------------|------------|----------|-------------|---------------|--------------|-----------------|---------------------------|------------|
| | | Male J | Female K | 18-34 L | 35-54 M | 55+ N | <\$50K O | \$50-99K P | \$100K+ Q | HS or less R | College/ Tech school S | Univ+ T |
| | | BASE: All Respondents | 1512 | 753 | 759 | 308 | 492 | 712 | 455 | 508 | 316 | 508 |
| BASE: WEIGHTED | 1512 | 740 | 772 | 426 | 523 | 563 | 486 | 496 | 301 | 626 | 477 | 409 |
| Top 2 Box (Net) | 725 | 423 | 301 | 230 | 256 | 238 | 241 | 245 | 152 | 279 | 249 | 197 |
| | 48% | 57% | 39% | 54% | 49% | 42% | 50% | 49% | 50% | 45% | 52% | 48% |
| | | K | | N | N | | | | | | R | |
| (4) Agree very much | 234 | 169 | 64 | 79 | 82 | 73 | 88 | 70 | 48 | 83 | 93 | 57 |
| | 15% | 23% | 8% | 18% | 16% | 13% | 18% | 14% | 16% | 13% | 20% | 14% |
| | | K | | N | | | | | | | RT | |
| (3) Agree somewhat | 491 | 254 | 237 | 151 | 174 | 166 | 153 | 175 | 104 | 196 | 155 | 139 |
| | 32% | 34% | 31% | 36% | 33% | 29% | 31% | 35% | 34% | 31% | 33% | 34% |
| (2) Disagree somewhat | 291 | 135 | 155 | 85 | 84 | 122 | 85 | 91 | 61 | 113 | 89 | 89 |
| | 19% | 18% | 20% | 20% | 16% | 22% | 18% | 18% | 20% | 18% | 19% | 22% |
| | | | | | | M | | | | | | |
| (1) Disagree very much | 259 | 114 | 145 | 53 | 89 | 117 | 80 | 84 | 52 | 113 | 86 | 60 |
| | 17% | 15% | 19% | 12% | 17% | 21% | 16% | 17% | 17% | 18% | 18% | 15% |
| | | | | | | L | | | | | | |
| Bottom 2 Box (Net) | 549 | 249 | 300 | 137 | 173 | 239 | 165 | 176 | 113 | 226 | 175 | 149 |
| | 36% | 34% | 39% | 32% | 33% | 42% | 34% | 35% | 38% | 36% | 37% | 36% |
| | | | | | | LM | | | | | | |
| Don't know | 238 | 67 | 171 | 59 | 93 | 86 | 80 | 76 | 37 | 120 | 54 | 64 |
| | 16% | 9% | 22% | 14% | 18% | 15% | 17% | 15% | 12% | 19% | 11% | 16% |
| | | | J | | | | | | | S | | |

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Generally speaking, and just based on what you've seen, read or heard, please indicate if you agree or disagree with the following statements...Even though I would never be able to return to Earth, I'd be prepared to go to Mars and begin a new civilization

| | Total A | Region | | | | | |
|------------------------|------------|--------|-----|-------|-----|-----|-----|
| | | BC | AB | MB/SK | ON | PQ | ATL |
| | | B | C | D | G | H | I |
| BASE: All Respondents | 1512 | 213 | 174 | 110 | 552 | 329 | 134 |
| BASE: WEIGHTED | 1512 | 198 | 170 | 100* | 570 | 364 | 110 |
| Top 2 Box (Net) | 336 | 37 | 42 | 19 | 129 | 81 | 28 |
| | 22% | 19% | 25% | 19% | 23% | 22% | 26% |
| (4) Agree very much | 130 | 7 | 8 | 7 | 56 | 35 | 16 |
| | 9% | 4% | 5% | 7% | 10% | 10% | 14% |
| | | | | | B | B | BC |
| (3) Agree somewhat | 206 | 30 | 34 | 12 | 73 | 45 | 12 |
| | 14% | 15% | 20% | 12% | 13% | 12% | 11% |
| | | | GH | | | | |
| (2) Disagree somewhat | 206 | 21 | 15 | 11 | 82 | 69 | 8 |
| | 14% | 10% | 9% | 11% | 14% | 19% | 8% |
| | | | | | | BCI | |
| (1) Disagree very much | 843 | 116 | 99 | 60 | 314 | 190 | 63 |
| | 56% | 59% | 58% | 60% | 55% | 52% | 58% |
| Bottom 2 Box (Net) | 1049 | 137 | 114 | 72 | 395 | 260 | 72 |
| | 69% | 69% | 67% | 72% | 69% | 71% | 65% |
| Don't know | 127 | 24 | 14 | 9 | 46 | 24 | 10 |
| | 8% | 12% | 8% | 9% | 8% | 6% | 9% |
| | | H | | | | | |

| | Total A | Gender | | Age | | | Income | | | Education | | |
|------------------------|------------|-----------------------|-------------|------------|------------|----------|-------------|---------------|--------------|-----------------|---------------------------|------------|
| | | Male J | Female K | 18-34 L | 35-54 M | 55+ N | <\$50K O | \$50-99K P | \$100K+ Q | HS or less R | College/ Tech school S | Univ+ T |
| | | BASE: All Respondents | 1512 | 753 | 759 | 308 | 492 | 712 | 455 | 508 | 316 | 508 |
| BASE: WEIGHTED | 1512 | 740 | 772 | 426 | 523 | 563 | 486 | 496 | 301 | 626 | 477 | 409 |
| Top 2 Box (Net) | 336 | 211 | 125 | 141 | 122 | 73 | 119 | 116 | 59 | 132 | 105 | 99 |
| | 22% | 29% | 16% | 33% | 23% | 13% | 25% | 23% | 19% | 21% | 22% | 24% |
| | | K | | MN | N | | | | | | | |
| (4) Agree very much | 130 | 97 | 33 | 56 | 47 | 26 | 54 | 45 | 17 | 56 | 41 | 32 |
| | 9% | 13% | 4% | 13% | 9% | 5% | 11% | 9% | 6% | 9% | 9% | 8% |
| | | K | | N | N | | Q | | | | | |
| (3) Agree somewhat | 206 | 114 | 92 | 86 | 74 | 47 | 66 | 71 | 41 | 76 | 64 | 67 |
| | 14% | 15% | 12% | 20% | 14% | 8% | 14% | 14% | 14% | 12% | 13% | 16% |
| | | | | N | N | | | | | | | |
| (2) Disagree somewhat | 206 | 112 | 94 | 80 | 68 | 58 | 63 | 79 | 36 | 69 | 66 | 71 |
| | 14% | 15% | 12% | 19% | 13% | 10% | 13% | 16% | 12% | 11% | 14% | 17% |
| | | | | N | | | | | | | | R |
| (1) Disagree very much | 843 | 368 | 474 | 158 | 287 | 398 | 256 | 268 | 183 | 366 | 266 | 211 |
| | 56% | 50% | 61% | 37% | 55% | 71% | 53% | 54% | 61% | 58% | 56% | 52% |
| | | | J | | L | LM | | | | T | | |
| Bottom 2 Box (Net) | 1049 | 480 | 569 | 237 | 356 | 456 | 318 | 347 | 218 | 435 | 332 | 282 |
| | 69% | 65% | 74% | 56% | 68% | 81% | 66% | 70% | 72% | 70% | 69% | 69% |
| | | | J | | L | LM | | | | | | |
| Don't know | 127 | 49 | 78 | 48 | 45 | 34 | 48 | 34 | 24 | 59 | 40 | 28 |
| | 8% | 7% | 10% | 11% | 9% | 6% | 10% | 7% | 8% | 9% | 8% | 7% |
| | | | J | N | | | | | | | | |

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[Fifty years ago, people around the world watched on TV images of the first man step onto the moon. Do you happen to know who the first person was to walk on the moon?](#)

| | Total A | Region | | | | | |
|-------------------------------------------|------------|--------|-----|-------|-----|-----|-----|
| | | BC | AB | MB/SK | ON | PQ | ATL |
| | | B | C | D | G | H | I |
| BASE: All Respondents | 1512 | 213 | 174 | 110 | 552 | 329 | 134 |
| BASE: WEIGHTED | 1512 | 198 | 170 | 100* | 570 | 364 | 110 |
| Neil Armstrong | 1282 | 165 | 147 | 82 | 487 | 311 | 90 |
| | 85% | 83% | 87% | 82% | 85% | 86% | 81% |
| John Glenn | 52 | 10 | 6 | 2 | 18 | 12 | 3 |
| | 3% | 5% | 4% | 2% | 3% | 3% | 3% |
| Alan Shepard | 17 | 1 | - | 1 | 7 | 4 | 4 |
| | 1% | 1% | - | 1% | 1% | 1% | 3% |
| Buzz Aldrin | 44 | 5 | 6 | 4 | 21 | 6 | 2 |
| | 3% | 3% | 4% | 4% | 4% | 2% | 2% |
| None: the Apollo 11 mission was the first | 29 | 4 | 4 | 3 | 8 | 5 | 5 |
| | 2% | 2% | 2% | 3% | 1% | 1% | 5% |
| Don't know | 88 | 12 | 6 | 9 | 29 | 26 | 6 |
| | 6% | 6% | 3% | 9% | 5% | 7% | 5% |

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| | Total A | Gender | | Age | | | Income | | | Education | | |
|-------------------------------|------------|--------|--------|-------|-------|-----|--------|----------|---------|------------|----------------------|-------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <\$50K | \$50-99K | \$100K+ | HS or less | College/ Tech school | Univ+ |
| | | J | K | L | M | N | O | P | Q | R | S | T |
| BASE: All Respondents | 1512 | 753 | 759 | 308 | 492 | 712 | 455 | 508 | 316 | 508 | 469 | 535 |
| BASE: WEIGHTED | 1512 | 740 | 772 | 426 | 523 | 563 | 486 | 496 | 301 | 626 | 477 | 409 |
| Neil Armstrong | 1282 | 632 | 649 | 369 | 454 | 459 | 402 | 430 | 263 | 499 | 417 | 366 |
| | 85% | 86% | 84% | 86% | 87% | 81% | 83% | 87% | 87% | 80% | 87% | 89% |
| | | | | | N | | | | | | R | R |
| John Glenn | 52 | 25 | 26 | 4 | 10 | 38 | 20 | 14 | 8 | 27 | 15 | 10 |
| | 3% | 3% | 3% | 1% | 2% | 7% | 4% | 3% | 3% | 4% | 3% | 2% |
| | | | | | | LM | | | | | | |
| Alan Shepard | 17 | 10 | 7 | 4 | 4 | 9 | 5 | 5 | 4 | 11 | 3 | 4 |
| | 1% | 1% | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 2% | 1% | 1% |
| Buzz Aldrin | 44 | 22 | 22 | 14 | 13 | 17 | 11 | 12 | 14 | 17 | 15 | 12 |
| | 3% | 3% | 3% | 3% | 3% | 3% | 2% | 2% | 5% | 3% | 3% | 3% |
| None: the Apollo 11 mission v | 29 | 13 | 16 | 3 | 17 | 9 | 8 | 12 | 5 | 16 | 9 | 4 |
| | 2% | 2% | 2% | 1% | 3% | 2% | 2% | 2% | 2% | 3% | 2% | 1% |
| | | | | | L | | | | | | | |
| Don't know | 88 | 36 | 52 | 33 | 24 | 32 | 39 | 24 | 6 | 55 | 19 | 14 |
| | 6% | 5% | 7% | 8% | 5% | 6% | 8% | 5% | 2% | 9% | 4% | 3% |
| | | | | | | | Q | | | ST | | |

Would you say that 'the human race accomplished its single greatest technological achievement of all time by landing a man on the moon,' or not?

| | Total A | Region | | | | | |
|-----------------------|------------|--------|-----|-------|-----|-----|-----|
| | | BC | AB | MB/SK | ON | PQ | ATL |
| | | B | C | D | G | H | I |
| BASE: All Respondents | 1512 | 213 | 174 | 110 | 552 | 329 | 134 |
| BASE: WEIGHTED | 1512 | 198 | 170 | 100* | 570 | 364 | 110 |
| Yes | 589 | 73 | 59 | 38 | 216 | 165 | 38 |
| | 39% | 37% | 35% | 37% | 38% | 45% | 34% |
| | | | | | | C | |
| No | 630 | 87 | 81 | 42 | 233 | 139 | 47 |
| | 42% | 44% | 48% | 42% | 41% | 38% | 43% |
| No opinion | 294 | 38 | 29 | 20 | 121 | 60 | 25 |
| | 19% | 19% | 17% | 20% | 21% | 17% | 23% |

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| | Total A | Gender | | Age | | | Income | | | Education | | |
|----------------|------------|-----------------------|-------------|------------|------------|----------|-------------|---------------|--------------|-----------------|---------------------------|------------|
| | | Male J | Female K | 18-34 L | 35-54 M | 55+ N | <\$50K O | \$50-99K P | \$100K+ Q | HS or less R | College/ Tech school S | Univ+ T |
| | | BASE: All Respondents | 1512 | 753 | 759 | 308 | 492 | 712 | 455 | 508 | 316 | 508 |
| BASE: WEIGHTED | 1512 | 740 | 772 | 426 | 523 | 563 | 486 | 496 | 301 | 626 | 477 | 409 |
| Yes | 589 | 321 | 267 | 144 | 186 | 258 | 187 | 209 | 109 | 262 | 178 | 148 |
| | 39% | 43% | 35% | 34% | 36% | 46% | 39% | 42% | 36% | 42% | 37% | 36% |
| No | 630 | 317 | 312 | 195 | 237 | 198 | 193 | 204 | 147 | 220 | 209 | 201 |
| | 42% | 43% | 40% | 46% | 45% | 35% | 40% | 41% | 49% | 35% | 44% | 49% |
| No opinion | 294 | 101 | 193 | 87 | 100 | 107 | 105 | 84 | 45 | 144 | 90 | 60 |
| | 19% | 14% | 25% | 20% | 19% | 19% | 22% | 17% | 15% | 23% | 19% | 15% |
| | | | J | | | | Q | | | T | | |



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About **DART** C-Suite Communicators and **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.

Maru/Blue is a premium quality data services firm that provides reliable global data connections for brands, agencies, and market research. We create value for our clients by connecting them with expertly profiled known respondents. The result? Reliable, reproducible insights. We deliver instant access to the general population, specific markets, and your or your competitor's customers. **Maru/Blue** began disrupting the market community industry in 2000. Our market communities' broke new ground, adding depth and richness to clients' understanding of what motivates their customers and shapes their markets. Now, as part of the **Maru Group**, we continue to provide reliable global data connections for agencies, brands, and market research firms. **Springboard America**, and **Maru Voice Canada**, established more than a decade ago, are a testament to our commitment and depth of engagement. More recently we developed the **Maru Voice Business Canada** and Springboard America Business Forum, both an excellent source for business to business research.

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