

CANADIAN PRESS / LEGER MARKETING

Space Research

Report

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1.0 Study Highlights

- Out of all the inventions of the last century, antibiotics have done the most to improve the life of Canadians.

Question: *Which two of the following inventions from the last hundred years have contributed the most to improving your quality of life?*

N = 1501	TOTAL
... antibiotics	48 %
... the computer	27 %
... television	23 %
... the airplane	18 %
... the Internet	18 %
... anaesthesia	14 %
... the birth control pill	13 %
... wireless phone (cell phone)	12 %
... satellite	9 %
None	2 %
Don't know	1%

- Canadians are not well informed about Canadian space discoveries.

Question: Do you consider yourself well informed about Canadian space discoveries?

N = 1501	TOTAL
Yes	32 %
No	66 %
Don't know	2 %

- Most Canadians don't know the usefulness of Canadian space research and development?

Question: *Could you name a product or service that Canadian space research and development has contributed to improving?*

N = 1501	TOTAL
Robotics	12 %
Mobile Communications Systems	3 %
Manufacture of pharmaceutical products	3 %
Weather forecasts	2 %
Navigational systems	1 %
Environment protection	1 %
Cardiac monitors	1 %
Others	20 %
Don't know	53 %
Refusal	2 %

- Space research contributes mainly to improving our knowledge of space.

Question: *In your opinion, space research contributes mainly to...?*

N = 1501	TOTAL
... improving our knowledge of space	50 %
... improving the quality of life of Canadians	23 %
... providing major economic advantages	12 %
No contribution	8 %
Don't know	6 %
Refusal	1 %

- Not many Canadians are familiar with the Canadian Space Agency.

Question: *What is the name of the Canadian organisation in charge of our country's space program?*

N = 1501	TOTAL
Canadian Space Agency	16 %
Don't know (or other answer)	83 %
Refusal	1 %

- The great majority of Canadians think the Canadian government should maintain its space research and development budget.

Question: *In your opinion, should the Canadian government INCREASE, DECREASE, or MAINTAIN the budget for space research and development?*

N = 1501	TOTAL
Increase	21 %
Decrease	16 %
Maintain	55 %
Don't know	8 %

2. Detailed Results

2.1 Out of all the inventions of the last century, antibiotics have done the most to improve the life of Canadians

Nearly one Canadian in two (48%) thinks that the invention of antibiotics has done the most to improve their quality of life. This was followed by computers (27%), television (23%), the airplane (18%), the Internet (18%), anaesthesia (14%), the birth control pill (13%), the wireless phone (12%), and, lastly, the satellite (9%).

Men (31%), those with an annual income above \$60,000 (33%), students (37%), and university graduates (32%) were most likely to name the computer as the invention that had most improved their quality of life.

In comparison, television was chosen by 31% of those over 65 years of age, 32% of Francophones, 31% of Quebecers, and 34% of those earning under \$20,000 a year.

Students (32%) and 18-24 year olds (30%) were more likely to claim the Internet had most improved their quality of life.

It should be highlighted that 16% of women felt the birth control pill had most contributed to improving their quality of life.

Question: *Which two of the following inventions from the last hundred years have contributed the most to improving your quality of life?*

N = 1501	TOTAL	Canadian Regions					
		Maritimes	Quebec	Ontario	Prairies	Alberta	B.C.
... Antibiotics	48 %	48 %	40 %	51 %	56 %	53 %	50 %
... Computer	27 %	31 %	25 %	26 %	35 %	29 %	22 %
... Television	23 %	28 %	31 %	19 %	26 %	22 %	14 %
... Ai plane	18 %	11 %	14 %	19 %	18 %	19 %	29 %
... Internet	18 %	17 %	22 %	16 %	18 %	18 %	14 %
... Anaesthesia	14 %	14 %	15 %	13 %	13 %	11 %	15 %
... Birth control pill	13 %	6 %	13 %	13 %	5 %	13 %	17 %
... Wireless phone	12 %	12 %	14 %	12 %	10 %	10 %	13 %
... Satellite	9 %	5 %	13 %	9 %	5 %	3 %	10 %
... None	2 %	5 %	3 %	2 %	1 %	2 %	1 %
... Don't know	1%	0 %	0 %	1 %	1 %	2 %	3 %

Note: The total may exceed 100%, since the respondents could give two answers.

2.2 Canadians are not well informed about Canadian space discoveries

Two thirds of Canadians (66%) do not think they are sufficiently informed about Canadian space discoveries, while 32% think the opposite.

Women (66%), those living in the Prairies (78%), homemakers (80%), students (79%) are more likely to feel they are not sufficiently informed about Canadian space discoveries.

Men (37%), Francophones (38%), Quebecers (37%), and retirees (42%), on the other hand, feel sufficiently well informed.

Question: *Do you consider yourself well informed about Canadian space discoveries?*

N = 1501	TOTAL	Gender	
		Male	Female
Yes	32 %	37 %	26 %
No	66 %	60 %	72 %
Don't know	2 %	3 %	2 %

2.3 Most Canadians are not aware of the usefulness of Canadian space research and development.

The majority of Canadians (53%) could not name one single product or service that Canadian space research and development had helped improve. However, 45% of Canadians who did have an opinion mentioned robotics (12%), mobile communication services (3%), manufacture of pharmaceutical products (3%), weather forecasts (2%), navigational systems (1%), environmental protection (1%), and, lastly, cardiac monitors (1%).

17% of men, 15% of Anglophones, and 17% of those with an annual income over \$60,000 mentioned robotics.

There were no significant differences according to the respondents' ages or areas of residence

Question: *Could you name a product or service that Canadian space research and development has contributed to improving?*

N = 1501	TOTAL
Robotics	12 %
Mobile Communications Systems	3 %
Manufacture of pharmaceutical products	3 %
Weather forecasts	2 %
Navigational systems	1 %
Environment protection	1 %
Cardiac monitors	1 %
Others	20 %
Don't know	53 %
Refusal	2 %

2.4 Space research contributes mainly to improving our knowledge of space

One Canadian in two states that space research helps improve our knowledge of space. 53% of women, 55% of Quebecers and 58% of professionals are among those who share this view.

However, 23% of respondents think space research contributes mainly to improving the quality of life of Canadians, 12% to providing major economic advantages, and 8% that it doesn't contribute in any way.

Question: *In your opinion, space research contributes mainly to...?*

N = 1501	TOTAL
... improving our knowledge of space	50 %
... improving the quality of life of Canadians	23 %
... providing major economic advantages	12 %
No contribution	8 %
Don't know	6 %
Refusal	1 %

2.5 Not many Canadians are familiar with the Canadian Space Agency

More than 8 out of 10 Canadians (83%) are unfamiliar with the name of the Canadian organisation responsible for the country's space program. However, 16 % were able to mention the Canadian Space Agency.

Men (22%), 35-44 year olds (20%), professionals (24%), and those earning an annual income of \$60,000 or more, those in the workforce (19%), and university graduates spontaneously named the Canadian Space Agency.

Question: *What is the name of the Canadian organisation in charge of our country's space program?*

N = 1501	TOTAL	Gender	
		Male	Females
Canadian Space Agency	16 %	22 %	10 %
Don't know (or other answer)	83 %	77 %	89 %
Refusal	1 %	1 %	1 %

2.6 The great majority of Canadians think the Canadian government should maintain its space research and development budget

The majority of Canadians feel that the Canadian government should maintain (55%) its space research and development budget, 21% feel it should be increased, and 16% think it should be decreased.

Men (27%) were more likely than women (16%) and Ontarians (25%) to think the space budget should be increased.

In comparison, professionals (61%) and those with an annual income above \$60,000 were more likely to be in favour of maintaining the budget.

Question: *In your opinion, should the Canadian government INCREASE, DECREASE, or MAINTAIN the budget for space research and development?*

= 1501	TOTAL	Canadian Regions					
		Maritimes	Quebec	Ontario	Prairies	Alberta	B.C.
Increase	21 %	23 %	15 %	25 %	26 %	19 %	18 %
Decrease	16 %	17 %	21 %	13 %	14 %	16 %	15 %
Maintain	55 %	55 %	59 %	54 %	52 %	50 %	56 %
Don't know	8 %	4 %	5 %	8 %	7 %	14 %	11 %

3.0 Methodology

This study was conducted by Leger Marketing through telephone interviews among a representative sample of 1501 English- or French-speaking Canadians, 18 years of age or older.

The interviews were conducted from our Montreal and Winnipeg call centres between February 18 and February 23, 2003. Up to ten call-backs were made in the case of non-response.

Using data from Statistics Canada, the results were weighted according to geographic location, gender and language spoken at home to ensure a sample representative of the entire Canadian adult population. In the end, the maximum margin of error obtained for a sample of 1501 respondents is of ± 2.5 , 19 times out of 20.