



PUBLIC MESSAGING RESEARCH SURVEY
(v1-8-04)

(TO RESPONDENT 18 YEARS AND OLDER)

(READ) Hello. My name is _____ with Luth Inc., a national marketing research company. We are conducting a survey in conjunction with Vanderbilt University concerning some current aspects of our country's future, and would like to include your views. We are not selling or promoting anything. All participants remain anonymous. Our analysis will be completed with reference only to general segments of our society, based on demographics and attitudes reflected in answers to survey measures. Your participation is highly valued, as you comments will represent potentially thousands of others like you.

A. Are you or any member of your immediate family employed by the federal government or aerospace industry?

- 1 yes --TERMINATE
- 2 No -- Continue

1. To begin with, what is the first word or phrase that comes to mind when you think about America's space program? (RECORD INTIAL RESPONSE)

1a. As you think about this, how would you specifically describe your **emotions or feelings**? (PROBE) Do you experience any other emotions or feelings as you think about this? (RECORD VERBATIMS)

2. Overall, how interested, if at all, are you in our space program? WOULD YOU SAY YOU ARE: (READ ALTERNATIVES. ALLOW ONE ANSWER)

- 1 very interested
- 2 somewhat interested
- 3. not too interested
- 4 not at all interested
- 5. (DO NOT READ) No answer/can't say



3a. In what ways, if any, do you **personally** benefit from the space program? (PROBE) Any other ways? (RECORD VERBATIM)

3b. And in what ways, if any, do you think the country benefits from the space program? (PROBE)Any other ways?

4a. What I would like you to do now is relax and close your eyes (**NOTE: IT IS IMPORTANT THAT SUBJECT KEEPS EYES CLOSED**), even though you are on the phone. Let your mind go back to your very first *memory* of the space program. Try not to think about it, but rather try to *visualize* that first memory. It can be anything at all that you remember, even if you were a child. Just relax, think back, and tell me what you see in your mind's eye. (PROBE) What else are you seeing and remembering about that time which would complete the picture for me? (RECORD VERBATIMS)

4b. As you are remembering this, what emotions or feelings are you experiencing? (PROBE)) Do you experience any other emotions or feelings as you think about this? (RECORD VERBATIMS)

5a. What is the first word or phrase that comes to mind when you think about NASA? (RECORD VERBATIMS)



5b. As you think about NASA, how would you specifically describe your *feelings or emotions*? (PROBE) Do you experience any other emotions or feelings as you think about this (RECORD VERBATIMS)

6a. When you think about NASA, what do you feel is the single *most important* thing they do? (RECORD VERBATIMS)

6b. And what if any problems do you associate with NASA? (PROBE) Any others?

7a. Would you say that as a result of the work of NASA, your life is much better than it would have been without it, somewhat better, not too much better, or not at all better? (READ ALTERN ATIVES. SELECT ONE RESPONSE)

- 1 much better
- 2 somewhat better
- 3 not too much better
- 4 not at all better
- 5 (DO NOT READ) No answer/can't say

7b. Overall, because of the work of NASA, do you think that the country is much better off, somewhat better off, not too much better off, or not at all better off? (READ ALTERN ATIVES. SELECT ONE RESPONSE)

- 1 much better off
- 2 somewhat better off
- 3 not too much better off
- 4 not at all better off
- 5 (DO NOT READ) No answer/can't say



INTERCONTINENTAL MARKETING INVESTIGATIONS INC.

8. When you think about NASA and the work they do, how important is it to you that :
 _____? Would you say that it is essential, desirable, or not really important?
 (REPEAT FOR EACH ITEM. ENCOURAGE RESPONDENT TO GIVE FIRST IMPRESSION QUICKLY AND NOT TO SPEND TIME LABORING OVER THE DECISION. ROTATE ORDER OF PRESENTATION OF ITEMS)

ITEM	Essential	Desirable	Not Really Important	DK/Can't Say
It benefits general aviation safety and security	1	2	3	4
They include cooperative efforts with other countries	1	2	3	4
It helps lead to medical advances	1	2	3	4
It aids national security	1	2	3	4
It leads to a better quality of life	1	2	3	4
They continue manned space flights	1	2	3	4
They return to the moon	1	2	3	4
They use robots or mechanical systems to augment human capabilities	1	2	3	4
They land astronauts on mars	1	2	3	4

9a. Thinking about all the things NASA does, overall how would you say they rate on _____? Would you say they definitely deliver, do an okay job, or really don't do a good job? (REPEAT FOR EACH ITEM. ENCOURAGE RESPONDENT TO GIVE FIRST IMPRESSION QUICKLY AND NOT TO SPEND TIME LABORING OVER THE DECISION. ROTATE ORDER OF PRESENTATION OF ITEMS)

ITEM	Definitely Deliver	Do An OK Job	Really Don't	DK/Can't Say
It benefits general aviation safety and security	1	2	3	4
They include cooperative efforts with other countries	1	2	3	4
It helps lead to medical advances	1	2	3	4
It aids national security	1	2	3	4
It leads to a better quality of life	1	2	3	4
They continue manned space flights	1	2	3	4
They use robots or mechanical systems to augment human capabilities	1	2	3	4



9b. (AS FOR ALL ITEMS RATED AS “REALLY DON’T” IN 9A, PLUS “RETURN TO THE MOON” AND “LAND ON MARS”) How likely do you think it is in the future that NASA will deliver in each of these areas: Do you think they will definitely deliver, do an OK job, or will not deliver?

ITEM	Definitely Deliver	Do An OK Job	Really Not	DK/Can't Say
It benefits general aviation safety and security	1	2	3	4
They include cooperative efforts with other countries	1	2	3	4
It helps lead to medical advances	1	2	3	4
It aids national security	1	2	3	4
It leads to a better quality of life	1	2	3	4
They continue manned space flights	1	2	3	4
They use robots or mechanical systems to augment human capabilities	1	2	3	4
They return to the moon	1	2	3	4
They land astronauts on Mars	1	3	3	4

10a. How important do you think it is that the work NASA does makes us as Americans feel a sense of **pride** in what they are accomplishing? Do you think it is:

- 1 essential
- 2 desirable
- 3 not really important
- 4 (DO NOT READ) DK/No response

10b. Overall, would you say they definitely deliver, do an OK job, or really don't deliver in terms of instilling for you a sense of pride in what they are accomplishing?

- 1 definitely deliver
- 2 do an OK job
- 3 really don't deliver
- 4 (DO NOT READ) DK/no response

11a. How important do you think it is that the work NASA does creates a sense of **excitement** in this country? Would you say it is:

- 1 essential
- 2 desirable
- 3 not really important
- 4 (DO NOT READ) DK/No response



INTERCONTINENTAL MARKETING INVESTIGATIONS INC.

11b. Overall, would you say they definitely deliver, do an OK job, or really don't deliver in terms of creating a sense of excitement in this country?

- 1 definitely deliver
- 2 do an OK job
- 3 really don't deliver
- 4 (DO NOT READ) DK/no response

11c. What could they do that would really get you excited?

11d. What do you feel was the high point of the space program? (RECORD VERBATIMS)

11e. Suppose you were to hear that NASA was planning to (INSERT ITEM FROM BELOW. ROTATE ORDER OF PRESENTATION). Would you feel excited to learn about it, very interested, somewhat interested, not very interested, or not at all interested?

ITEM	Excited	Very Interested	Somewhat Interested	Not Very Interested	Not At All Interested
Explore how the universe, galaxies stars and planets were formed and evolved	1	2	3	4	5
Study global climate change	1	2	3	4	5
Build and maintain an outpost on the moon	1	2	3	4	5
Explore our solar system beyond mars	1	2	3	4	5
Conduct interstellar missions beyond our solar system	1	2	3	4	5
Send astronauts to Mars	1	2	3	4	5
Built one or more space platforms from which to launch future space explorations	1	2	3	4	5
Build one or more larger observatories with telescopes in space	1	2	3	4	5



INTERCONTINENTAL MARKETING INVESTIGATIONS INC.

12. Overall, what is your feeling about how well a job NASA does. Would you say it is: (READ ALTERNATIVES. RECORD ONE RESPONSE)

- 1 excellent
- 2 good
- 3 only fair
- 4 poor
- 5 (DO NOT READ) No answer/can't say

13a. NASA works in three major directions. Then first involves experiments in Science. The second is Discovery, finding new things out about our world. The third is Exploration, seeking to uncover the secrets of our universe and beyond. Which of these three directions do you feel should be the driving force of NASA. (SELECT ONE ONLY. RECORD BELOW).

13b. Which would you rank last? (SELECT ONE ONLY)

DIRECTION	First	Second	Third
Science	1	2	3
Exploration	1	2	3
Discovery	1	2	3

14. Relative to all of the areas of government expenditure, what are your personal feelings about the degree to which the government should financially support NASA funding so that it could try to continue to grow in its efforts to move our society forward in the fields of science, discovery and exploration? Do you feel the government financially should (READ ALTERNATIVES)

- 1 strongly support NASA
- 2 moderately support NASA
- 3 support NASA only to a minor extent

15a. How well, if at all, do you understand what NASA does? Would you say:

- 1 Extremely well
- 2 Somewhat
- 3 Not very well
- 4 Not at all

15b. Which statement best describes your feelings about NASA promoting itself to people like you to keep you adequately informed of its activities. Would you say: (READ OPTIONS AND SELECT ONE)
Would you say: (READ ALTERNATIVES AND SELECT ONE)

- 1 NASA currently does a good job of communicating what it does and should maintain this level
- 2 NASA does only a fair job of communicating what it does and needs to do a little more
- 3 NASA does a poor job of communicating what it does and needs to do a lot more



16. If you had the chance, do you think you would be interested in working for NASA?

- 1 yes
- 2 no

17. How important do you feel it is that the United States be "Number 1" in space ahead of all other countries? Would you say it:

- 1 Is extremely important
- 2 Somewhat important
- 3 Not really important
- 4(DO NOT READ) Can't say

18. Is there currently a manned space station circling the earth?

- 1 There is
- 2 There is not
- 3(DO NOT READ) Can't say

Finally, I would like to ask you a few questions so that we may categorize your answers statistically. Remember, your participation in this study will remain anonymous.

19. (DO NOT READ. INDICATE GENDER)

- 1 Male
- 2 Female

20. Which of the following categories includes your age? (READ ALTERNATIVES.SELECT ONE)

- 1 18-21
- 2 21-34
- 3 35-49
- 4 50-64
- 5 65 and over
- 6 (DO NOT READ) Refused

21. What is your marital status? (READ ALTERNATIVES. RECORD ONE RESPONSE)

- 1 Married
- 2 Single, separated, divorced, widowed



22. What is the highest level of education you achieved? (READ ALTERNATIVES. RECORD ONE RESPONSE)

- 1 less than high school diploma
- 2 high school diploma
- 3 some college
- 4 2 year college diploma/vocational degree
- 5 4 year college degree
6. graduate degree

23. What is your occupation? (READ ALTERNATIVES. RECORD ONE RESPONSE)

- 1 professional or technical
- 2 manager or administrator/self employed
- 3 sales worker
- 4 clerical worker
- 5 crafts worker
- 6 machine operator or laborer
- 7 farmer, farm manager or laborer
- 8 service worker or private household worker
- 9 unemployed
- 0 retired

24. And which of the following categories includes your annual household income? (READ ALTERNATIVES. RECORD ONE RESPONSE)

- 1 under \$18,500
- 2 \$18,500- \$30,000
- 3 \$30,001-50,000
- 4 \$50,001-\$75,000
- 5 \$75,001-\$100,000
- 6 Over \$100,000

THANK YOU. YOUR ANSWERS ARE VERY IMPORTANT TO US

END



RESPONDENT _____

PHONE _____

ADDRESS _____

CITY/STATE/ZIP _____

INTERIEWER _____

DATE AND TIME OF COMPLETION _____

VALIDATOR _____ EDITOR _____