

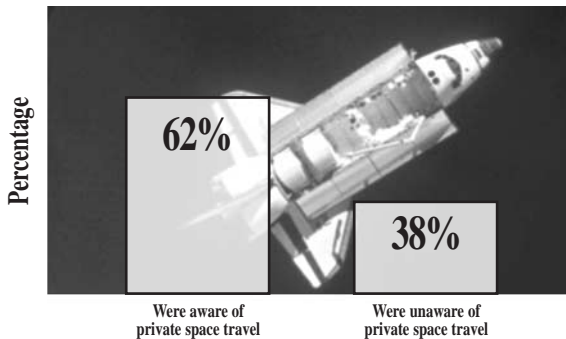


Poll STATION

With Linda Banister

Five years ago, the thought of your average Joe Canadian traveling into space was almost laughable. However, with advances in technology and the affordability of these technologies, what once was a dream is now becoming a reality. In fact, on June 23rd 2004, the first privately built spacecraft was successfully piloted into space. This month, the *Poll Station* asked 100 Edmontonians about space travel and their views on traveling into the great unknown.

ARE YOU AWARE OF PRIVATE TRAVEL INTO SPACE?



To begin, respondents were asked if they were aware of the first successful private trip into outer space. The majority of respondents (62 percent) stated they were aware of this event, while 38 percent were unaware. Next, respondents were asked if they were aware of Virgin Airlines' plans to purchase five of these spaceships with the intention of providing private travel into space beginning in 2005. Forty percent of respondents said they were aware of these plans, while 60 percent said they were not.

WOULD YOU TRAVEL INTO SPACE?

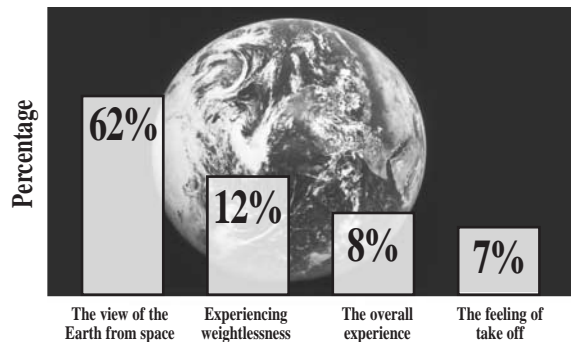
When respondents were asked if they would be interested in traveling into space, if cost were not a limiting factor, 43 percent stated they would be, while 52 percent said they would not be and three percent said that it would depend on the safety of the craft. Of those who would be interested in traveling into space, reasons included having an exciting and adventurous experience (37 percent), fulfilling their curiosity and general interest about space (19 percent), and the view they would have from space (12 percent). Those not interested in traveling into space said they wouldn't for fear of something going wrong and for safety issues (40 percent), not being interested in space (23 percent), and just wanting to travel Earth first (10 percent).

WHERE WOULD YOU LIKE TO GO?

Next, respondents interested in space travel were asked where they would like to go if they could travel anywhere in space. The most popular destinations included the moon (53 percent) and

Mars (51 percent). Other space excursions of interest were traveling to Saturn (30 percent) and Jupiter (14 percent), or orbiting the Earth (12 percent).

WHAT WOULD BE THE BEST PART OF SPACE TRAVEL?



Finally, respondents were asked what would be the best and worst parts about traveling into space. The view of Earth (32 percent) was the most frequently mentioned response as the best part about traveling in space. This was followed by experiencing weightlessness (12 percent), the experience of the trip overall (eight percent) and feeling the force of take-off (seven percent). Fears of an accident or other safety issues (38 percent) were mentioned most commonly as the potential worst parts of traveling into space. Other responses included motion or space sickness (18 percent) and the landing and re-entry (five percent).

The *Poll Station* surveyed 100 City of Edmonton residents on the topic and, while the results of the research are not statistically reliable, they do provide a qualitative indication of what Edmontonians are thinking. ✓

Linda Banister is a certified management consultant and the owner of Banister Research & Consulting Inc., a full service provider of market research and program evaluation services. If you have a question you would like included in the Edmontonians Poll, contact Linda at 780.451.4444 or e-mail at lbanister@edmontonians.com For further information on the firm visit banister.ab.ca.