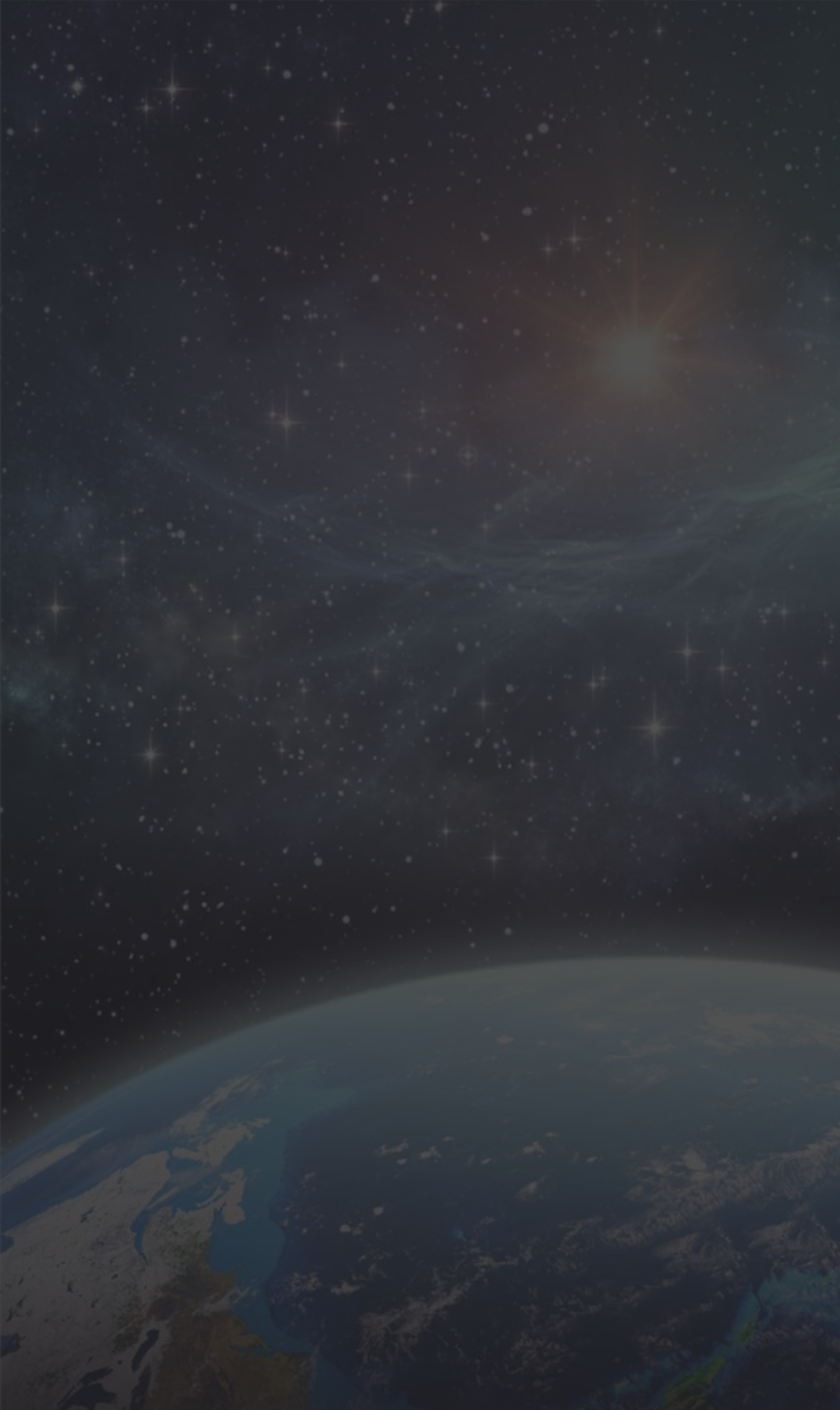


Strong majority of Ontarians want a new public planetarium in Toronto – Encouraging students to pursue Science, Technology, Engineering, Arts and Mathematics seen as biggest potential positive impact.



Space Place Canada retained Nanos Research to conduct public opinion research among Ontarians to gauge support for and interest in a new public planetarium in Toronto. The objectives of the research were as follows:

- measure support for a new public planetarium, including potential financial support and likelihood to visit;
- gauge support for various funding approaches;
- understand views on the potential impacts of a public planetarium in Toronto; and,
- gauge views on space education in Ontario schools.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 526 Ontarians, 18 years of age or older, between August 27th to 31st, 2022 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The margin of error for a random survey of 526 Ontarians is ± 4.3 percentage points, 19 times out of 20.

The research was commissioned by Space Place Canada and was conducted by Nanos Research.

Key Findings

1

SUPPORT FOR NEW PUBLIC PLANETARIUM

Three in four Ontarians say they support (43%) or somewhat support (31%) creating a new public planetarium in Toronto. Residents of the GTA are more likely to support (49%) or somewhat support (29%) compared to the rest of Ontario (37% support, 33% somewhat support).

2

POSITIVE IMPACTS OF NEW PUBLIC PLANETARIUM

About nine in ten Ontarians say creating a new public planetarium in Toronto will have a positive (52%) or somewhat positive (35%) impact on encouraging students to pursue STEAM (Science, Technology, Engineering, Arts and Mathematics) education. Over four in five say the same for supporting research about space and space related earth sciences (47% positive, 38% somewhat positive) and attracting tourism in Ontario (40% positive, 41% somewhat positive).

3

LIKELIHOOD OF VISITING PUBLIC PLANETARIUM

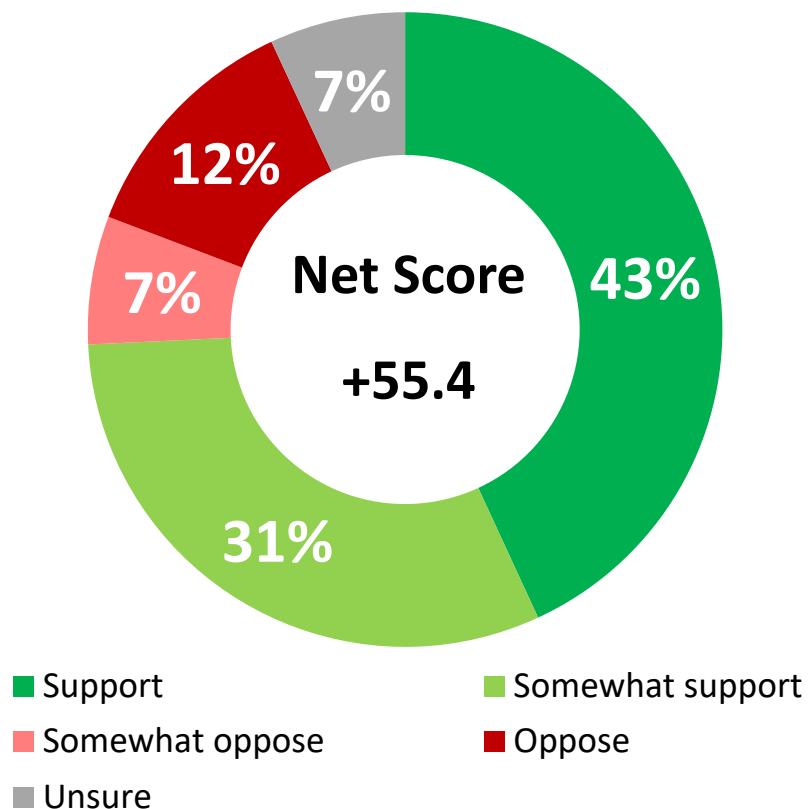
About three in four Ontarians say they or someone in their household would be likely (41%) somewhat likely (31%) to visit a new public planetarium in Toronto in-person if one were created. Younger Ontarians (18-34) are most likely to say so (49% likely, 29% somewhat likely) compared to older Ontarians (55 plus) (45% likely, 24% somewhat likely).

4

MEMBERSHIP OR DONATION

Over one in three Ontarians say they would be open to either donating (13%) or buying a membership (14%) to support the creation of a new public planetarium in Toronto or both (9%). Over four in ten are not open to either (46%) and just under one in five is unsure (18%)

Support for a new public planetarium in Toronto



*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

*The net score is the difference between all positive and negative numbers in a question.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 27th to 31st, 2022, n=526 Ontarians, accurate 4.3 percentage points plus or minus, 19 times out of 20.

Q

Our next few questions are about the idea of having a public planetarium for Ontario that would be located in Toronto. This proposed planetarium would present the stars, planets, astronomy and human space exploration using the latest interactive technology in a physical location in Toronto and a virtual planetarium through an online portal accessible to all Canadians. There has not been a public planetarium in Toronto or Ontario that is similar to other planetariums in New York or Chicago since 1995.

Would you support, somewhat support, somewhat oppose or oppose creating a new public planetarium in Toronto?

“

Three quarters of Ontarians support or somewhat support creating a new public planetarium in Toronto. Residents of the GTA are more likely to support (49%) or somewhat support (29%) compared to the rest of Ontario (37% support, 33% somewhat support).

”

Support for a new public planetarium in Toronto by demographics

Q Would you support, somewhat support, somewhat oppose or oppose creating a new public planetarium in Toronto?

Support/ Somewhat support

GTA (n=258)	Rest of Ontario (n=268)	0 children (n=361)	1 children (n=59)	2 or more children (n=94)
78.3%	70.5%	73.6%	84.6%	71.1%
Men (n=271)	Women (n=255)	18 to 34 (n=131)	35 to 54 (n=199)	55 plus (n=196)
75.1%	73.5%	78.7%	71.8%	72.9%

Oppose/ Somewhat oppose

GTA (n=258)	Rest of Ontario (n=268)	0 children (n=361)	1 children (n=59)	2 or more children (n=94)
13.8%	23.6%	19.1%	11.4%	20.9%
Men (n=271)	Women (n=255)	18 to 34 (n=131)	35 to 54 (n=199)	55 plus (n=196)
20.9%	16.8%	16.0%	21.1%	19.0%

*Weighted to the true population proportion.

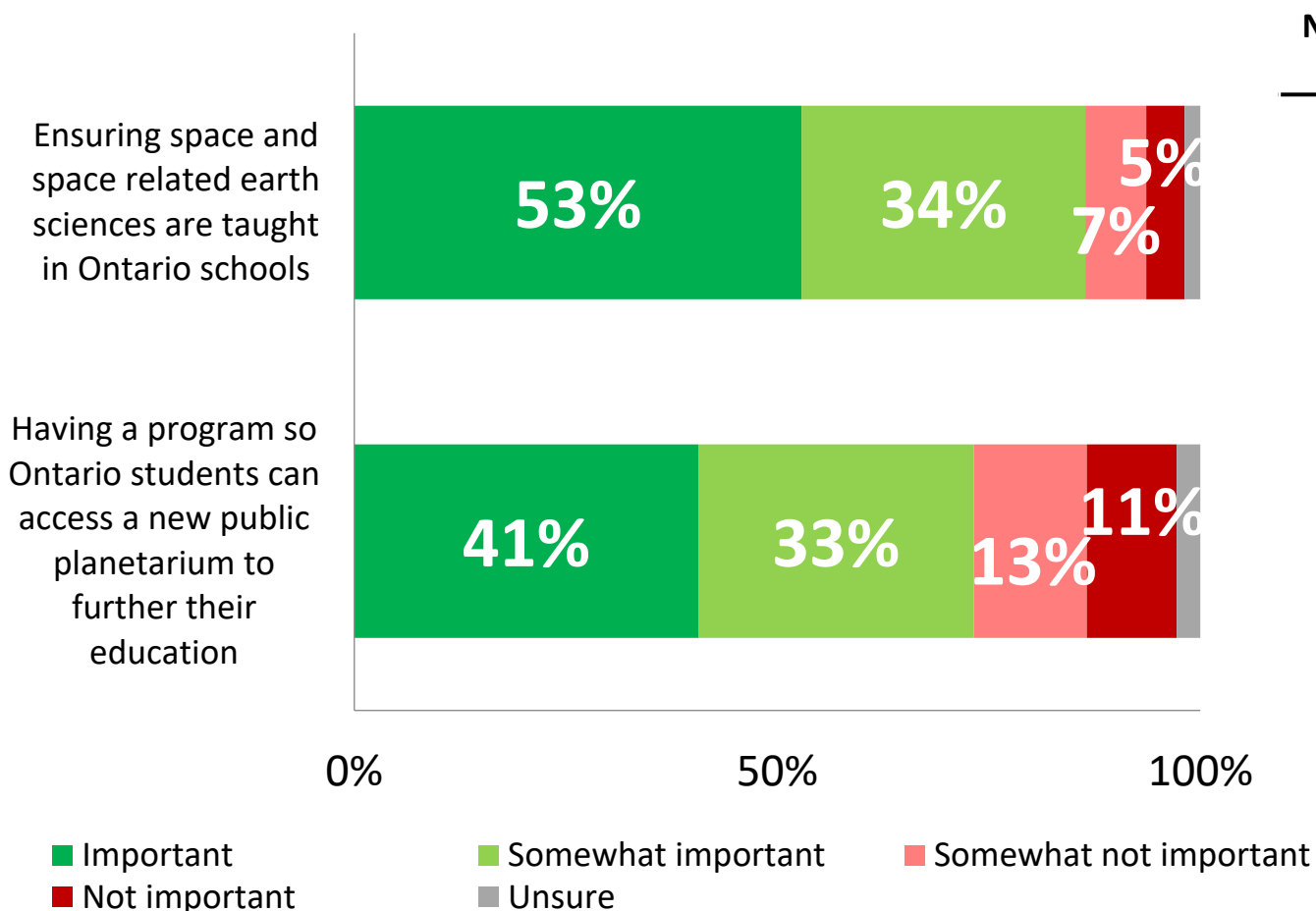
*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 27th to 31st, 2022, n=526 Ontarians, accurate 4.3 percentage points plus or minus, 19 times out of 20.

Importance of space education for Ontario students

Q

Do you think the following are important, somewhat important, somewhat not important or not important? [ROTATE]



“

Nearly nine out of ten Ontarians say it's important or somewhat important to ensure space related earth sciences are taught in Ontario schools and close to three quarters say the same for having a program for Ontario students to access a new public planetarium.

”

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

*The net score is the difference between all positive and negative numbers in a question.

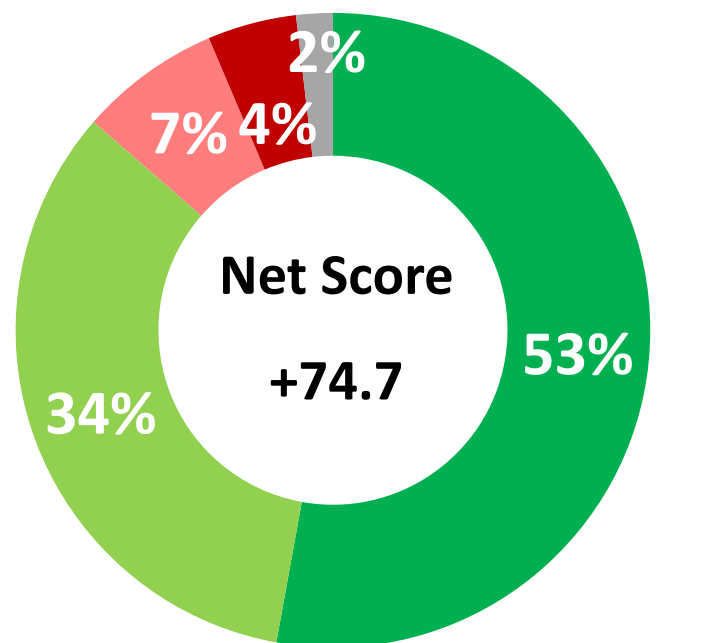
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 27th to 31st, 2022, n=526 Ontarians, accurate 4.3 percentage points plus or minus, 19 times out of 20.

Importance of ensuring space sciences are taught in ON schools

Q

Do you think the following are important, somewhat important, somewhat not important or not important? [ROTATE]

Ensuring space and space related earth sciences are taught in Ontario schools



■ Important ■ Somewhat important
■ Somewhat not important ■ Not important
■ Unsure

“

Ontarians attribute high importance to ensuring space and space related earth sciences are taught in Ontario schools. Younger Ontarians (18-34) are more likely to say it is important (60%) compared to older Ontarians (55plus)(45% important).

”

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

*The net score is the difference between all positive and negative numbers in a question.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 27th to 31st, 2022, n=526 Ontarians, accurate 4.3 percentage points plus or minus, 19 times out of 20.

space
PLACE CANADA

NANOS

Importance of ensuring space sciences are taught in ON schools by demographics

Do you think the following are important, somewhat important, somewhat not important or not important? [ROTATE]

Ensuring space and space related earth sciences are taught in Ontario schools

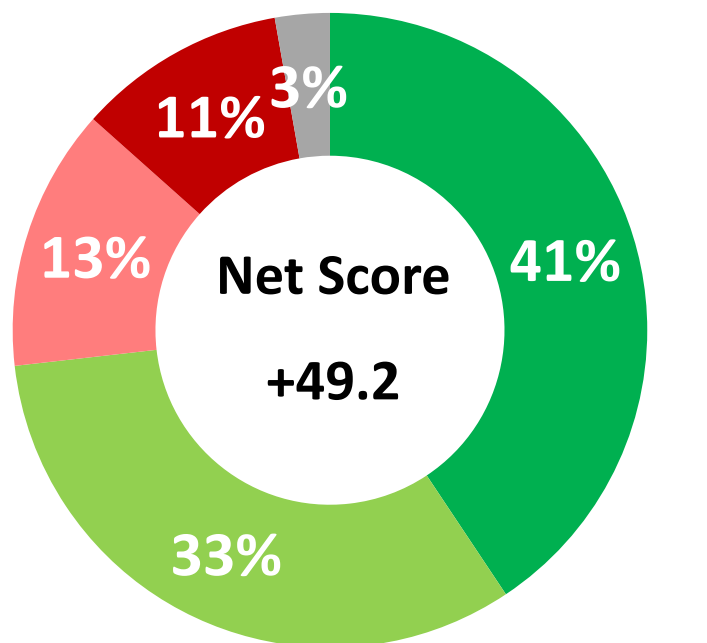
Important/Somewhat important				
GTA (n=258)	Rest of Ontario (n=268)	0 children (n=361)	1 children (n=59)	2 or more children (n=94)
87.1%	85.8%	86.3%	92.7%	85.1%
Men (n=271)	Women (n=255)	18 to 34 (n=131)	35 to 54 (n=199)	55 plus (n=196)
86.3%	86.5%	86.7%	84.8%	87.7%
Not important/Somewhat not important				
GTA (n=258)	Rest of Ontario (n=268)	0 children (n=361)	1 children (n=59)	2 or more children (n=94)
11.5%	11.9%	11.8%	7.3%	12.6%
Men (n=271)	Women (n=255)	18 to 34 (n=131)	35 to 54 (n=199)	55 plus (n=196)
12.6%	10.9%	12.5%	12.7%	10.3%

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 27th to 31st, 2022, n=526 Ontarians, accurate 4.3 percentage points plus or minus, 19 times out of 20.

Importance of program to give ON students access to a new planetarium



■ Important ■ Somewhat important
■ Somewhat not important ■ Not important
■ Unsure

Q

Do you think the following are important, somewhat important, somewhat not important or not important? [ROTATE]

Having a program so Ontario students can access a new public planetarium to further their education

“

Over three quarters of Ontarians say it's important or somewhat important having a program so Ontario students can access a new public planetarium to further their education.

”

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

*The net score is the difference between all positive and negative numbers in a question.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 27th to 31st, 2022, n=526 Ontarians, accurate 4.3 percentage points plus or minus, 19 times out of 20.

space
PLACE CANADA

NANOS

Importance of program to give ON students access to a new planetarium by demographics

Q

Do you think the following are important, somewhat important, somewhat not important or not important? [ROTATE]

Having a program so Ontario students can access a new public planetarium to further their education

Important/Somewhat important				
GTA (n=258)	Rest of Ontario (n=268)	0 children (n=361)	1 children (n=59)	2 or more children (n=94)
76.7%	69.9%	71.6%	81.6%	74.6%
Men (n=271)	Women (n=255)	18 to 34 (n=131)	35 to 54 (n=199)	55 plus (n=196)
71.3%	75.0%	77.0%	70.8%	72.4%
Not important/Somewhat not important				
GTA (n=258)	Rest of Ontario (n=268)	0 children (n=361)	1 children (n=59)	2 or more children (n=94)
20.4%	27.4%	25.2%	18.4%	22.0%
Men (n=271)	Women (n=255)	18 to 34 (n=131)	35 to 54 (n=199)	55 plus (n=196)
26.9%	21.2%	22.2%	26.1%	23.5%

*Weighted to the true population proportion.

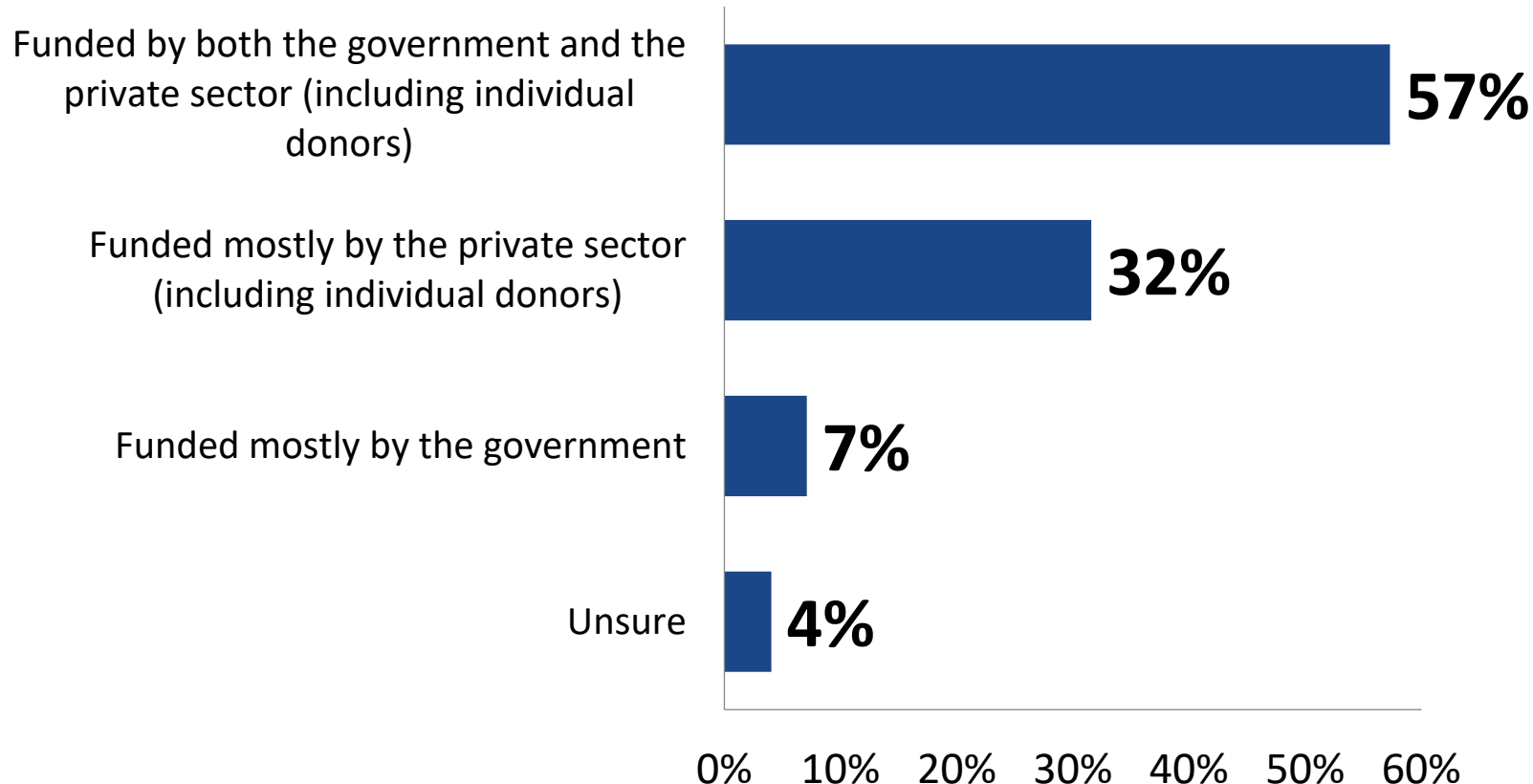
*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 27th to 31st, 2022, n=526 Ontarians, accurate 4.3 percentage points plus or minus, 19 times out of 20.

Support for funding options

Q

Thinking of how a potential public planetarium in Toronto could be funded, it could be [RANDOMIZE] funded by the government, by the private sector (including individual donors), or a mix of financial support from both government and private sector (including individual donors). Which of the following approaches would you be most supportive of? [RANDOMIZE OPTIONS]



“

Ontarians favour an approach where funding for a new planetarium is from both the government and the private sector.

”

*Weighted to the true population proportion.

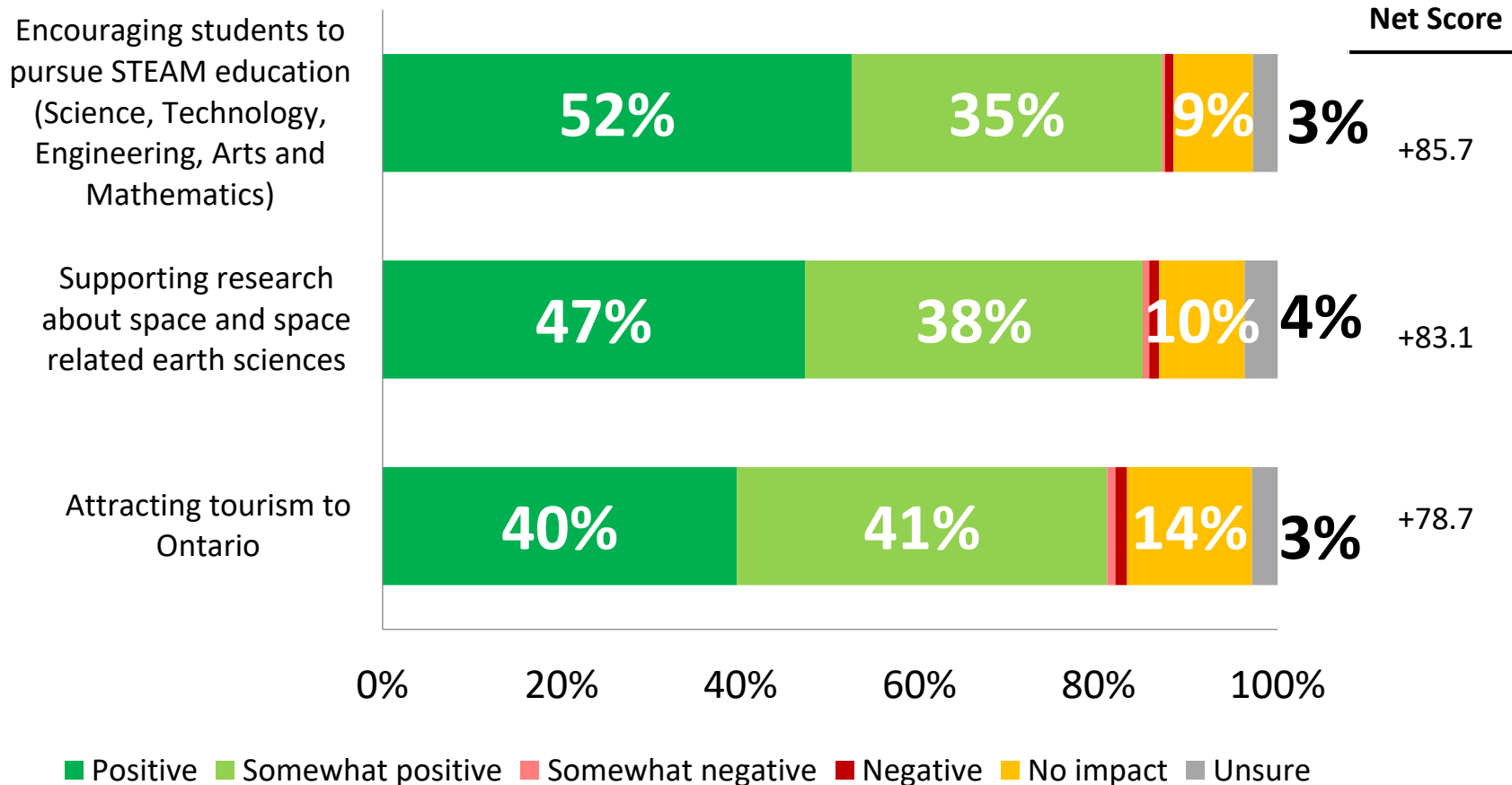
*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 27th to 31st, 2022, n=526 Ontarians, accurate 4.3 percentage points plus or minus, 19 times out of 20.

Impact of new public planetarium

Q

Do you think creating a new public planetarium in Toronto will have a positive, somewhat positive, somewhat negative, negative or no impact on the following: [RANDOMIZE]



“

Ontarians are most likely to say creating a new public planetarium in Toronto will have a positive (52%) or somewhat positive (35%) impact on encouraging students to pursue STEAM education, with about nine in ten that say so.

”

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

*The net score is the difference between all positive and negative numbers in a question.

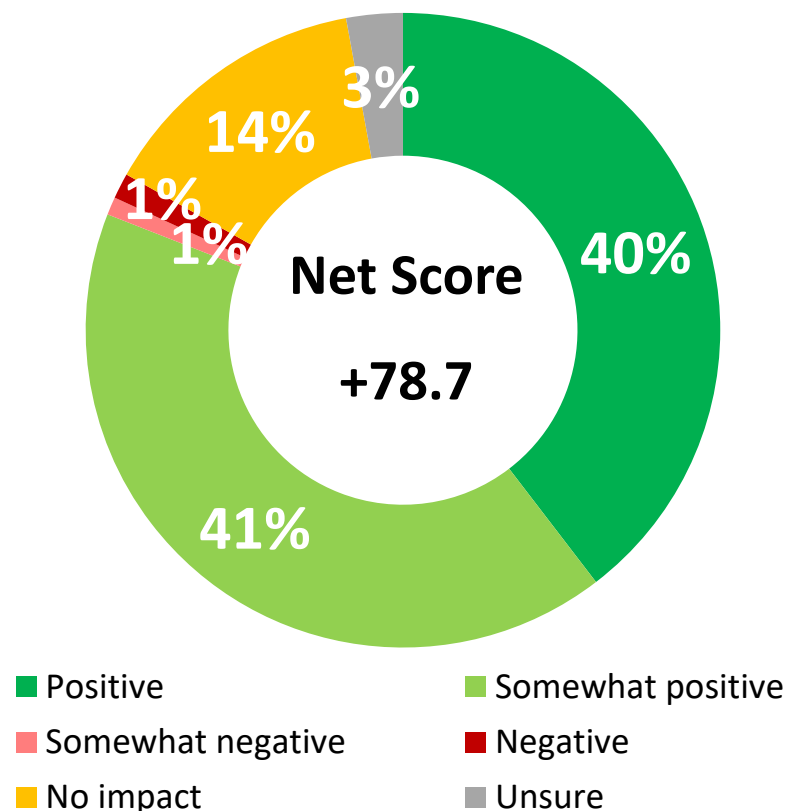
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 27th to 31st, 2022, n=526 Ontarians, accurate 4.3 percentage points plus or minus, 19 times out of 20.

Impact of new public planetarium on tourism in Ontario

Q

Do you think creating a new public planetarium in Toronto will have a positive, somewhat positive, somewhat negative, negative or no impact on the following: [RANDOMIZE]

Attracting tourism to Ontario



“

Over four in five Ontarians say creating a new public planetarium in Toronto will have a positive or somewhat positive impact on attracting tourism in Ontario. Women are more likely to say so (41% positive, 42% somewhat positive) compared to men (37% positive, 40% somewhat positive)

”

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

*The net score is the difference between all positive and negative numbers in a question.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 27th to 31st, 2022, n=526 Ontarians, accurate 4.3 percentage points plus or minus, 19 times out of 20.

Impact of new public planetarium on tourism in Ontario by demographics

Q

Do you think creating a new public planetarium in Toronto will have a positive, somewhat positive, somewhat negative, negative or no impact on the following: [RANDOMIZE]

Attracting tourism to Ontario

Positive/Somewhat positive				
GTA (n=258)	Rest of Ontario (n=268)	0 children (n=361)	1 children (n=59)	2 or more children (n=94)
81.6%	80.3%	82.1%	79.3%	78.1%
Men (n=271)	Women (n=255)	18 to 34 (n=131)	35 to 54 (n=199)	55 plus (n=196)
77.5%	84.3%	82.7%	79.4%	81.0%
Negative/Somewhat negative				
GTA (n=258)	Rest of Ontario (n=268)	0 children (n=361)	1 children (n=59)	2 or more children (n=94)
1.8%	2.6%	1.9%	-	3.8%
Men (n=271)	Women (n=255)	18 to 34 (n=131)	35 to 54 (n=199)	55 plus (n=196)
1.8%	2.6%	1.3%	3.1%	2.1%

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

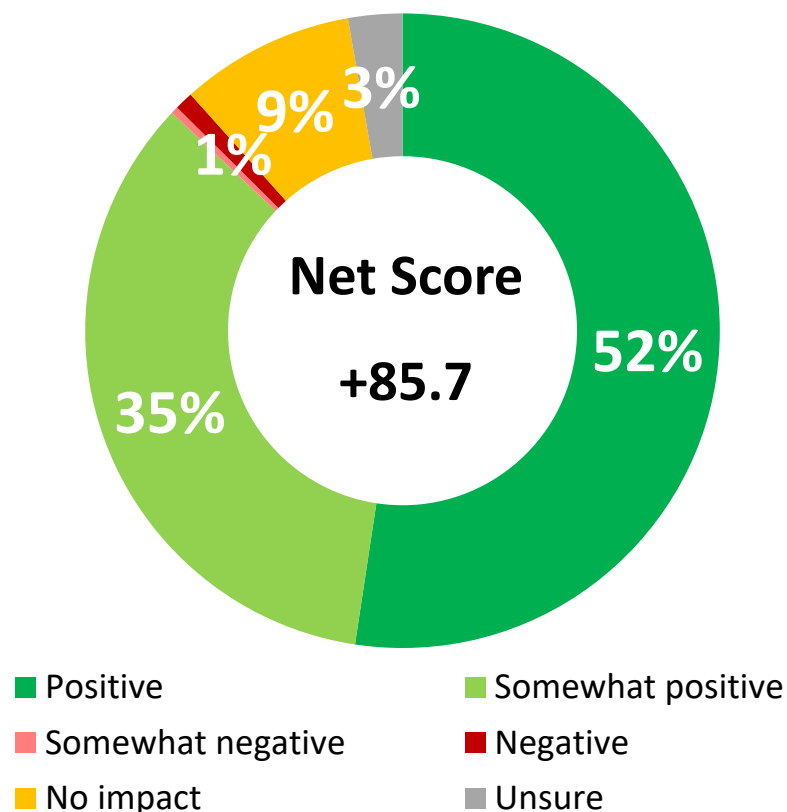
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 27th to 31st, 2022, n=526 Ontarians, accurate 4.3 percentage points plus or minus, 19 times out of 20.

Impact of new public planetarium on encouraging students to pursue STEAM education

Q

Do you think creating a new public planetarium in Toronto will have a positive, somewhat positive, somewhat negative, negative or no impact on the following: [RANDOMIZE]

Encouraging students to pursue STEAM education (Science, Technology, Engineering, Arts and Mathematics)



“

Nearly nine in ten Ontarians say creating a new public planetarium in Toronto will have a positive or somewhat positive impact on encouraging students to pursue STEAM education, while under one in ten say this will have no impact.

”

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

*The net score is the difference between all positive and negative numbers in a question.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 27th to 31st, 2022, n=526 Ontarians, accurate 4.3 percentage points plus or minus, 19 times out of 20.

Impact of new public planetarium on encouraging students to pursue STEAM education by demographics

Q

Do you think creating a new public planetarium in Toronto will have a positive, somewhat positive, somewhat negative, negative or no impact on the following: [RANDOMIZE]

Encouraging students to pursue STEAM education (Science, Technology, Engineering, Arts and Mathematics)

Positive/Somewhat positive

GTA (n=258)	Rest of Ontario (n=268)	0 children (n=361)	1 children (n=59)	2 or more children (n=94)
88.5%	85.7%	87.5%	87.4%	86.6%
Men (n=271)	Women (n=255)	18 to 34 (n=131)	35 to 54 (n=199)	55 plus (n=196)
83.9%	90.1%	89.8%	86.0%	85.8%

Negative/Somewhat negative

GTA (n=258)	Rest of Ontario (n=268)	0 children (n=361)	1 children (n=59)	2 or more children (n=94)
0.3%	2.2%	0.8%	-	2.0%
Men (n=271)	Women (n=255)	18 to 34 (n=131)	35 to 54 (n=199)	55 plus (n=196)
1.5%	1.2%	1.3%	1.6%	1.0%

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

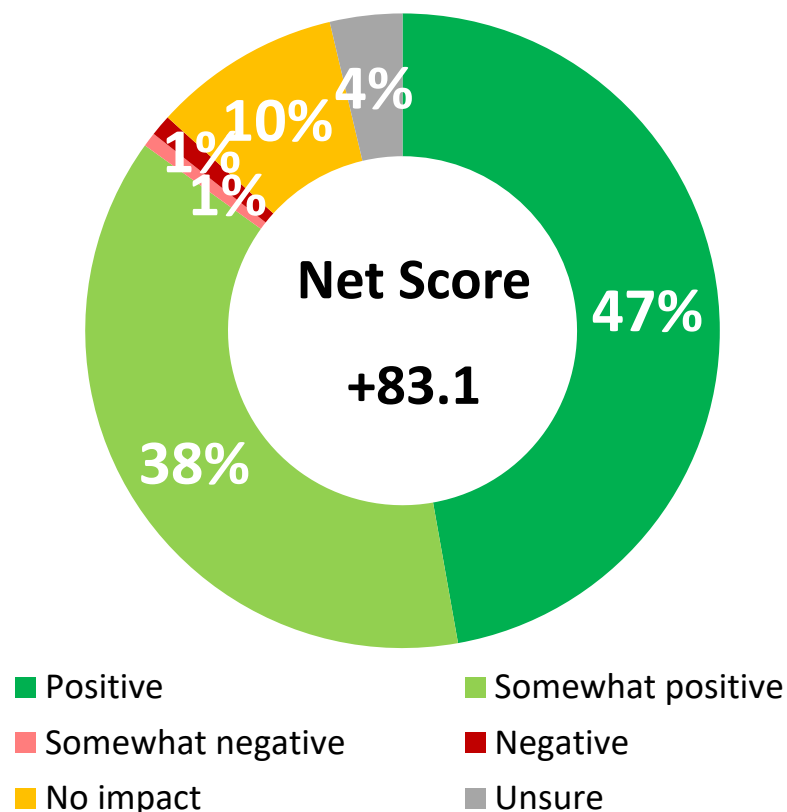
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 27th to 31st, 2022, n=526 Ontarians, accurate 4.3 percentage points plus or minus, 19 times out of 20.

Impact of new public planetarium on supporting research about space

Q

Do you think creating a new public planetarium in Toronto will have a positive, somewhat positive, somewhat negative, negative or no impact on the following: [RANDOMIZE]

Supporting research about space and space related earth sciences



“

Over four in five Ontarians say creating a new public planetarium in Toronto will have a positive or somewhat positive impact on supporting research about space and space related earth sciences. This is consistent across all demographics regardless of age, gender, region and number of children.

”

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

*The net score is the difference between all positive and negative numbers in a question.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 27th to 31st, 2022, n=526 Ontarians, accurate 4.3 percentage points plus or minus, 19 times out of 20.

Impact of new public planetarium on supporting research about space by demographics

Q

Do you think creating a new public planetarium in Toronto will have a positive, somewhat positive, somewhat negative, negative or no impact on the following: [RANDOMIZE]

Supporting research about space and space related earth sciences

Positive/Somewhat positive

GTA (n=258)	Rest of Ontario (n=268)	0 children (n=361)	1 children (n=59)	2 or more children (n=94)
86.9%	83.1%	84.8%	86.1%	86.8%
Men (n=271)	Women (n=255)	18 to 34 (n=131)	35 to 54 (n=199)	55 plus (n=196)
83.5%	86.3%	87.6%	83.9%	83.7%

Negative/Somewhat negative

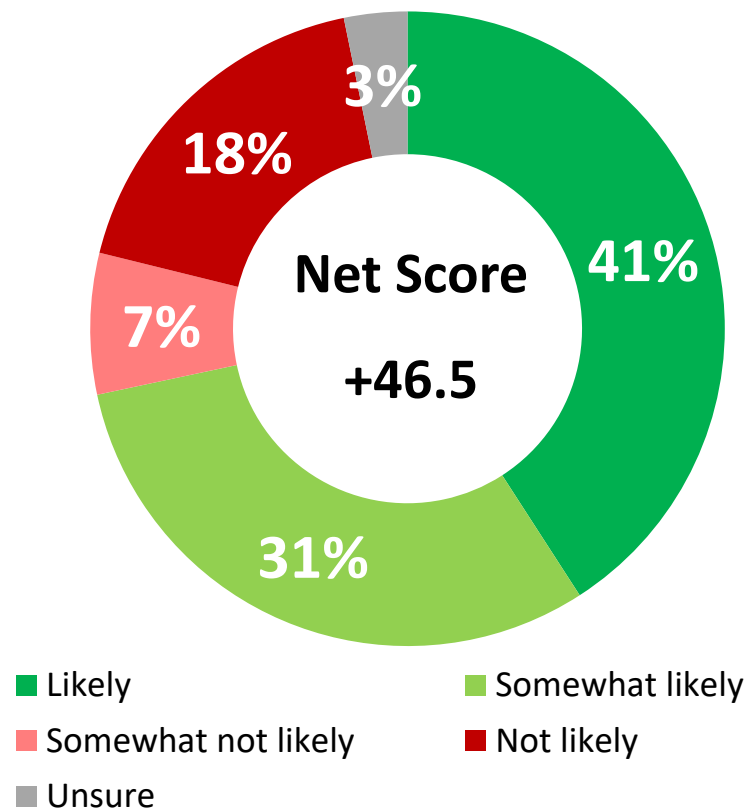
GTA (n=258)	Rest of Ontario (n=268)	0 children (n=361)	1 children (n=59)	2 or more children (n=94)
0.7%	2.9%	1.6%	-	1.9%
Men (n=271)	Women (n=255)	18 to 34 (n=131)	35 to 54 (n=199)	55 plus (n=196)
2.5%	1.1%	0.6%	2.1%	2.5%

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 27th to 31st, 2022, n=526 Ontarians, accurate 4.3 percentage points plus or minus, 19 times out of 20.

Likelihood of visiting new public planetarium in Toronto



*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

*The net score is the difference between all positive and negative numbers in a question.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 27th to 31st, 2022, n=526 Ontarians, accurate 4.3 percentage points plus or minus, 19 times out of 20.

Q

Are you or is someone in your household likely, somewhat likely, somewhat not likely or not likely to visit a new public planetarium in Toronto in-person if one were created?

“

Nearly three in four Ontarians say they or someone in their household would be likely somewhat likely to visit a new public planetarium in Toronto in-person if one were created. Younger Ontarians (18-34) are most likely to say so (49% likely, 29% somewhat likely) compared to older Ontarians (55 plus) (45% likely, 24% somewhat likely).

”

Likelihood of visiting new public planetarium in Toronto by demographics

Q

Are you or is someone in your household likely, somewhat likely, somewhat not likely or not likely to visit a new public planetarium in Toronto in-person if one were created?

Likely/Somewhat likely

GTA (n=258)	Rest of Ontario (n=268)	0 children (n=361)	1 children (n=59)	2 or more children (n=94)
76.3%	67.3%	69.1%	85.0%	74.6%
Men (n=271)	Women (n=255)	18 to 34 (n=131)	35 to 54 (n=199)	55 plus (n=196)
70.3%	73.0%	77.6%	70.0%	68.4%

Not likely/Somewhat not likely

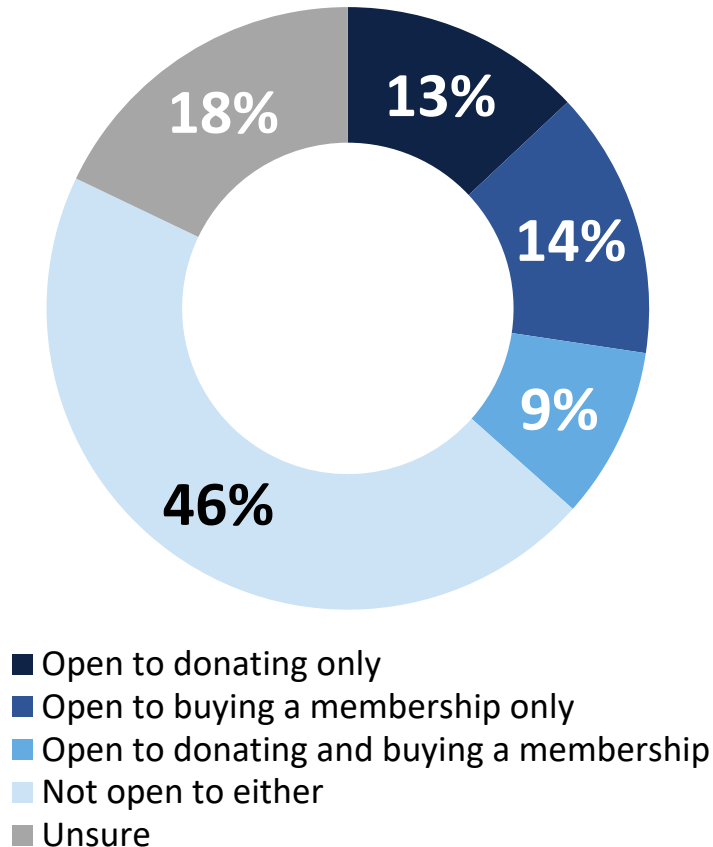
GTA (n=258)	Rest of Ontario (n=268)	0 children (n=361)	1 children (n=59)	2 or more children (n=94)
20.2%	29.7%	27.6%	11.8%	22.1%
Men (n=271)	Women (n=255)	18 to 34 (n=131)	35 to 54 (n=199)	55 plus (n=196)
26.8%	23.5%	18.6%	27.1%	28.6%

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 27th to 31st, 2022, n=526 Ontarians, accurate 4.3 percentage points plus or minus, 19 times out of 20.

Openness to financially supporting the creation of a new public planetarium in Toronto



*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 27th to 31st, 2022, n=526 Ontarians, accurate 4.3 percentage points plus or minus, 19 times out of 20.

Q

Would you be open to either [ROTATE] making a personal donation or buying a membership to support the creation of a new public planetarium in Toronto? [RANDOMIZE OPTIONS] [SINGLE SELECT]

	GTA (n=258)	Rest of Ontario (n=268)	0 children (n=361)	1 children (n=59)	2 or more children (n=94)
Not open to either	42.8%	48.0%	46.7%	36.2%	46.6%
	Men (n=271)	Women (n=255)	18 to 34 (n=131)	35 to 54 (n=199)	55 plus (n=196)
	48.1%	42.9%	46.1%	44.9%	45.6%
Open to buying a membership only	13.0%	13.0%	14.8%	9.3%	9.3%
	Men (n=271)	Women (n=255)	18 to 34 (n=131)	35 to 54 (n=199)	55 plus (n=196)
	12.1%	13.9%	14.3%	8.0%	16.8%

METHODOLOGY

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 526 Ontarians, 18 years of age or older, between August 27th to 31st, 2022 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online.

The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Ontario.

Individuals were randomly called using random digit dialling with a maximum of five call backs.

The margin of error for a random survey of 526 Ontarians is ± 4.3 percentage points, 19 times out of 20.

The research was commissioned by Space Place Canada and was conducted by Nanos Research.

Note: Charts may not add up to 100 due to rounding.



Element	Description	Element	Description
Research sponsor	Space Place Canada	Weighting of Data	The results were weighted by age and gender using the latest Census information (2021) and the sample is geographically stratified to ensure a distribution across all regions of Ontario. See tables for full weighting disclosure
Population and Final Sample Size	526 Randomly selected individuals.	Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Source of Sample	Nanos Probability Panel	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Type of Sample	Probability	Stratification	By age and gender using the latest Census information (2021) and the sample is geographically stratified to be representative of Ontario.
Margin of Error	±4.3 percentage points, 19 times out of 20.	Estimated Response Rate	13 percent, consistent with industry norms.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Ontario.	Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues, medical assistance in dying, COVID-19 vaccines and inflation.
Demographics (Captured)	Ontario; Men and Women; 18 years and older. Six digit postal code was used to validate geography.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online	Research/Data Collection Supplier	Nanos Research
Number of Calls	Maximum of five call backs to those recruited.	Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.		
Field Dates	August 27 th to 31 st , 2022.		
Language of Survey	The survey was conducted in English.		
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. https://canadianresearchinsightscouncil.ca/standards/		



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TABULATIONS





2022-2158 – Space Place Canada – August ON Omni – STAT SHEET

Our next few questions are about the idea of having a public planetarium for Ontario that would be located in Toronto. This proposed planetarium would present the stars, planets, astronomy and human space exploration using the latest interactive technology in a physical location in Toronto and a virtual planetarium through an online portal accessible to all Canadians. There has not been a public planetarium in Toronto or Ontario that is similar to other planetariums in New York or Chicago since 1995.

			Region			Gender		Age		
			Ontario 2022-08	GTA	Rest of Ontario	Male	Female	18 to 34	35 to 54	55 plus
Question - Would you support, somewhat support, somewhat oppose or oppose creating a new public planetarium in Toronto?	Total	Unwgt N	526	258	268	271	255	131	199	196
		Wgt N	500	241	259	247	253	148	172	180
	Support	%	43.1	49.4	37.3	45.3	41.0	46.5	45.2	38.4
	Somewhat support	%	31.1	28.9	33.2	29.8	32.4	32.3	26.6	34.5
	Somewhat oppose	%	6.5	4.9	8.0	5.9	7.2	4.3	7.6	7.3
	Oppose	%	12.3	8.9	15.5	15.0	9.6	11.7	13.4	11.7
	Unsure	%	6.9	8.0	5.9	4.0	9.7	5.3	7.1	8.1

Do you think the following are important, somewhat important, somewhat not important or not important? [ROTATE]

			Region			Gender		Age		
			Ontario 2022-08	GTA	Rest of Ontario	Male	Female	18 to 34	35 to 54	55 plus
Question - Ensuring space and space related earth sciences are taught in Ontario schools	Total	Unwgt N	526	258	268	271	255	131	199	196
		Wgt N	500	241	259	247	253	148	172	180
	Important	%	52.9	54.0	51.8	55.7	50.1	60.6	53.9	45.6
	Somewhat important	%	33.5	33.0	34.0	30.6	36.4	26.1	31.0	42.1
	Somewhat not important	%	7.2	7.0	7.4	7.5	6.9	7.3	6.1	8.2
	Not important	%	4.5	4.6	4.5	5.1	4.0	5.1	6.6	2.1
	Unsure	%	1.9	1.4	2.3	1.1	2.6	0.8	2.5	2.1

Do you think the following are important, somewhat important, somewhat not important or not important? [ROTATE]

			Region			Gender		Age		
			Ontario 2022-08	GTA	Rest of Ontario	Male	Female	18 to 34	35 to 54	55 plus
Question - Having a program so Ontario students can access a new public planetarium to further their education	Total	Unwgt N	526	258	268	271	255	131	199	196
		Wgt N	500	241	259	247	253	148	172	180
	Important	%	40.6	41.0	40.3	41.8	39.5	43.2	46.8	32.7
	Somewhat important	%	32.6	35.8	29.6	29.6	35.5	33.8	24.0	39.7
	Somewhat not important	%	13.4	11.9	14.7	14.7	12.1	10.5	13.9	15.3
	Not important	%	10.6	8.4	12.7	12.2	9.1	11.7	12.2	8.2
	Unsure	%	2.8	2.9	2.7	1.8	3.8	0.8	3.1	4.1

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 526 Ontarians, 18 years of age or older, between August 27th and 31st, 2022. The margin of error this survey is ± 4.3 percentage points, 19 times out of 20.

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			Region			Gender		Age		
			Ontario 2022-08	GTA	Rest of Ontario	Male	Female	18 to 34	35 to 54	55 plus
Question - Thinking of how a potential public planetarium in Toronto could be funded, it could be [RANDOMIZE] funded by the government, by the private sector (including individual donors), or a mix of financial support from both government and private sector (including individual donors). Which of the following approaches would you be most supportive of? [RANDOMIZE OPTIONS]	Total	Unwgt N	526	258	268	271	255	131	199	196
		Wgt N	500	241	259	247	253	148	172	180
	Funded mostly by the government	%	7.1	6.0	8.1	7.2	7.0	8.5	5.2	7.8
	Funded mostly by the private sector (including individual donors)	%	31.6	30.0	33.0	34.4	28.8	32.6	31.0	31.3
	Funded by both the government and the private sector (including individual donors)	%	57.3	60.1	54.7	55.7	58.8	54.8	58.8	57.9
	Unsure	%	4.0	3.8	4.2	2.6	5.4	4.0	5.0	3.1

Do you think creating a new public planetarium in Toronto will have a positive, somewhat positive, somewhat negative, negative or no impact on the following: [RANDOMIZE]

			Region			Gender		Age		
			Ontario 2022-08	GTA	Rest of Ontario	Male	Female	18 to 34	35 to 54	55 plus
Question - Attracting tourism to Ontario	Total	Unwgt N	526	258	268	271	255	131	199	196
		Wgt N	500	241	259	247	253	148	172	180
	Positive	%	39.6	39.2	39.9	37.3	41.8	36.2	38.3	43.5
	Somewhat positive	%	41.4	42.4	40.4	40.2	42.5	46.5	41.1	37.4
	Somewhat negative	%	0.9	0.7	1.1	0.8	1.1	0.7	1.0	1.1
	Negative	%	1.3	1.1	1.5	1.1	1.5	0.7	2.1	1.1
	No impact	%	14.0	13.1	14.8	17.8	10.2	13.9	13.2	14.8
	Unsure	%	2.9	3.5	2.3	2.9	2.9	2.1	4.3	2.1

Do you think creating a new public planetarium in Toronto will have a positive, somewhat positive, somewhat negative, negative or no impact on the following: [RANDOMIZE]

			Region			Gender		Age		
			Ontario 2022-08	GTA	Rest of Ontario	Male	Female	18 to 34	35 to 54	55 plus
Question - Encouraging students to pursue STEAM education (Science, Technology, Engineering, Arts and Mathematics)	Total	Unwgt N	526	258	268	271	255	131	199	196
		Wgt N	500	241	259	247	253	148	172	180
	Positive	%	52.4	53.1	51.7	49.6	55.1	57.6	49.3	51.0
	Somewhat positive	%	34.7	35.3	34.0	34.3	35.0	32.2	36.6	34.8
	Somewhat negative	%	0.4	0.0	0.7	0.7	0.0	0.6	0.0	0.5
	Negative	%	0.9	0.3	1.5	0.7	1.2	0.6	1.6	0.5
	No impact	%	8.9	9.1	8.7	11.3	6.5	6.1	9.5	10.6
	Unsure	%	2.8	2.1	3.4	3.3	2.2	2.8	2.9	2.6

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Do you think creating a new public planetarium in Toronto will have a positive, somewhat positive, somewhat negative, negative or no impact on the following: [RANDOMIZE]

			Region			Gender		Age		
			Ontario 2022-08	GTA	Rest of Ontario	Male	Female	18 to 34	35 to 54	55 plus
Question - Supporting research about space and space related earth sciences	Total	Unwgt N	526	258	268	271	255	131	199	196
		Wgt N	500	241	259	247	253	148	172	180
	Positive	%	47.2	50.6	44.0	46.8	47.6	51.4	42.3	48.5
	Somewhat positive	%	37.7	36.3	39.1	36.8	38.7	36.2	41.6	35.2
	Somewhat negative	%	0.7	0.0	1.4	1.5	0.0	0.6	0.5	1.0
	Negative	%	1.1	0.7	1.5	1.0	1.1	0.0	1.5	1.6
	No impact	%	9.6	9.6	9.6	10.6	8.6	7.3	11.4	9.7
	Unsure	%	3.7	2.8	4.5	3.4	4.0	4.5	2.6	4.1

			Region			Gender		Age		
			Ontario 2022-08	GTA	Rest of Ontario	Male	Female	18 to 34	35 to 54	55 plus
Question - Are you or is someone in your household likely, somewhat likely, somewhat not likely or not likely to visit a new public planetarium in Toronto in-person if one were created?	Total	Unwgt N	526	258	268	271	255	131	199	196
		Wgt N	500	241	259	247	253	148	172	180
	Likely	%	40.9	46.2	35.9	43.7	38.1	49.0	44.6	30.6
	Somewhat likely	%	30.8	30.1	31.5	26.6	34.9	28.6	25.4	37.8
	Somewhat not likely	%	7.2	6.3	8.0	8.5	6.0	4.1	6.1	10.7
	Not likely	%	17.9	13.9	21.7	18.3	17.5	14.4	21.0	17.9
	Unsure	%	3.2	3.5	3.0	2.9	3.5	3.8	2.9	3.0

			Region			Gender		Age		
			Ontario 2022-08	GTA	Rest of Ontario	Male	Female	18 to 34	35 to 54	55 plus
Question - Would you be open to either [ROTATE] making a personal donation or buying a membership to support the creation of a new public planetarium in Toronto? [RANDOMIZE OPTIONS] [SINGLE SELECT]	Total	Unwgt N	526	258	268	271	255	131	199	196
		Wgt N	500	241	259	247	253	148	172	180
	Open to donating only	%	13.0	13.0	13.0	12.1	13.9	14.3	8.0	16.8
	Open to buying a membership only	%	14.4	18.1	10.9	14.4	14.3	12.8	16.8	13.3
	Open to donating and buying a membership	%	9.2	8.7	9.7	11.2	7.3	13.2	11.2	4.1
	Not open to either	%	45.5	42.8	48.0	48.1	42.9	46.1	44.9	45.6
	Unsure	%	17.9	17.4	18.4	14.2	21.5	13.6	19.1	20.3

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			Region			Gender		Age		
			Ontario 2022-08	GTA	Rest of Ontario	Male	Female	18 to 34	35 to 54	55 plus
Question - How many children under the age of 18 currently reside in your home?	Total	Unwgt N	514	253	261	264	250	126	197	191
		Wgt N	488	236	252	240	248	142	171	175
		Mean	0.6	0.5	0.7	0.6	0.6	0.8	0.9	0.1
		Median	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	0	%	69.9	73.6	66.4	68.0	71.8	57.9	52.7	96.3
	1	%	11.5	12.6	10.5	12.0	11.1	15.0	18.3	2.1
	2	%	12.3	9.0	15.5	14.8	9.9	18.3	19.0	1.0
	3	%	3.9	3.4	4.3	3.3	4.4	5.2	6.2	0.5
	4	%	1.5	1.0	1.9	1.5	1.4	1.1	3.2	0.0
	5	%	0.9	0.4	1.3	0.4	1.4	2.4	0.6	0.0

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2022-2158 – Space Place Canada – August ON Omni – Tabs by Children in Household – STAT SHEET

Our next few questions are about the idea of having a public planetarium for Ontario that would be located in Toronto. This proposed planetarium would present the stars, planets, astronomy and human space exploration using the latest interactive technology in a physical location in Toronto and a virtual planetarium through an online portal accessible to all Canadians. There has not been a public planetarium in Toronto or Ontario that is similar to other planetariums in New York or Chicago since 1995.

			Children in Household				
			Ontario 2022-08	Zero	One	Two or more	Refuse/no answer
Question - Would you support, somewhat support, somewhat oppose or oppose creating a new public planetarium in Toronto?	Total	Unwgt N	526	361	59	94	12
		Wgt N	500	341	56	91	12
	Support	%	43.1	39.8	56.2	48.3	
	Somewhat support	%	31.1	33.8	28.4	22.8	
	Somewhat oppose	%	6.5	7.1	0.0	9.3	
	Oppose	%	12.3	12.0	11.4	11.6	
	Unsure	%	6.9	7.3	4.1	8.1	

Do you think the following are important, somewhat important, somewhat not important or not important? [ROTATE]

			Children in Household				
			Ontario 2022-08	Zero	One	Two or more	Refuse/no answer
Question - Ensuring space and space related earth sciences are taught in Ontario schools	Total	Unwgt N	526	361	59	94	12
		Wgt N	500	341	56	91	12
	Important	%	52.9	48.3	64.8	60.7	
	Somewhat important	%	33.5	38.1	27.9	24.4	
	Somewhat not important	%	7.2	8.4	2.7	6.3	
	Not important	%	4.5	3.4	4.6	6.3	
	Unsure	%	1.9	1.8	0.0	2.3	

Do you think the following are important, somewhat important, somewhat not important or not important? [ROTATE]

			Children in Household				
			Ontario 2022-08	Zero	One	Two or more	Refuse/no answer
Question - Having a program so Ontario students can access a new public planetarium to further their education	Total	Unwgt N	526	361	59	94	12
		Wgt N	500	341	56	91	12
	Important	%	40.6	36.8	48.2	50.0	
	Somewhat important	%	32.6	34.8	33.4	24.6	
	Somewhat not important	%	13.4	15.6	9.0	9.5	
	Not important	%	10.6	9.6	9.4	12.5	
	Unsure	%	2.8	3.2	0.0	3.4	

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			Children in Household				
			Ontario 2022-08	Zero	One	Two or more	Refuse/no answer
Question - Thinking of how a potential public planetarium in Toronto could be funded, it could be [RANDOMIZE] funded by the government, by the private sector (including individual donors), or a mix of financial support from both government and private sector (including individual donors). Which of the following approaches would you be most supportive of? [RANDOMIZE OPTIONS]	Total	Unwgt N	526	361	59	94	12
		Wgt N	500	341	56	91	12
	Funded mostly by the government	%	7.1	7.8	7.0	5.3	
	Funded mostly by the private sector (including individual donors)	%	31.6	30.8	30.2	34.5	
	Funded by both the government and the private sector (including individual donors)	%	57.3	57.8	58.9	54.0	
	Unsure	%	4.0	3.6	3.9	6.3	

Do you think creating a new public planetarium in Toronto will have a positive, somewhat positive, somewhat negative, negative or no impact on the following: [RANDOMIZE]

			Children in Household				
			Ontario 2022-08	Zero	One	Two or more	Refuse/no answer
Question - Attracting tourism to Ontario	Total	Unwgt N	526	361	59	94	12
		Wgt N	500	341	56	91	12
	Positive	%	39.6	42.2	34.8	33.8	
	Somewhat positive	%	41.4	40.0	44.4	44.3	
	Somewhat negative	%	0.9	0.6	0.0	2.9	
	Negative	%	1.3	1.4	0.0	0.9	
	No impact	%	14.0	13.1	17.7	14.7	
	Unsure	%	2.9	2.8	3.1	3.3	

Do you think creating a new public planetarium in Toronto will have a positive, somewhat positive, somewhat negative, negative or no impact on the following: [RANDOMIZE]

			Children in Household				
			Ontario 2022-08	Zero	One	Two or more	Refuse/no answer
Question - Encouraging students to pursue STEAM education (Science, Technology, Engineering, Arts and Mathematics)	Total	Unwgt N	526	361	59	94	12
		Wgt N	500	341	56	91	12
	Positive	%	52.4	50.5	59.0	55.2	
	Somewhat positive	%	34.7	37.0	28.3	31.5	
	Somewhat negative	%	0.4	0.3	0.0	0.0	
	Negative	%	0.9	0.6	0.0	2.0	
	No impact	%	8.9	9.1	9.5	7.9	
	Unsure	%	2.8	2.6	3.2	3.5	

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Do you think creating a new public planetarium in Toronto will have a positive, somewhat positive, somewhat negative, negative or no impact on the following: [RANDOMIZE]

			Children in Household				
			Ontario 2022-08	Zero	One	Two or more	Refuse/no answer
Question - Supporting research about space and space related earth sciences	Total	Unwgt N	526	361	59	94	12
		Wgt N	500	341	56	91	12
	Positive	%	47.2	45.4	61.7	44.8	
	Somewhat positive	%	37.7	39.4	24.5	42.0	
	Somewhat negative	%	0.7	0.5	0.0	1.0	
	Negative	%	1.1	1.1	0.0	0.9	
	No impact	%	9.6	10.0	12.2	5.8	
	Unsure	%	3.7	3.7	1.7	5.5	

			Children in Household				
			Ontario 2022-08	Zero	One	Two or more	Refuse/no answer
Question - Are you or is someone in your household likely, somewhat likely, somewhat not likely or not likely to visit a new public planetarium in Toronto in-person if one were created?	Total	Unwgt N	526	361	59	94	12
		Wgt N	500	341	56	91	12
	Likely	%	40.9	35.4	56.4	52.1	
	Somewhat likely	%	30.8	33.7	28.6	22.5	
	Somewhat not likely	%	7.2	8.3	1.5	6.6	
	Not likely	%	17.9	19.3	10.4	15.6	
	Unsure	%	3.2	3.3	3.2	3.2	

			Children in Household				
			Ontario 2022-08	Zero	One	Two or more	Refuse/no answer
Question - Would you be open to either [ROTATE] making a personal donation or buying a membership to support the creation of a new public planetarium in Toronto?	Total	Unwgt N	526	361	59	94	12
		Wgt N	500	341	56	91	12
	Open to donating only	%	13.0	14.8	9.3	9.3	
	Open to buying a membership only	%	14.4	11.7	19.9	21.6	
	Open to donating and buying a membership	%	9.2	8.1	13.9	10.5	
	Not open to either	%	45.5	46.7	36.2	46.6	
	Unsure	%	17.9	18.6	20.6	12.0	

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