

SPACE ACTIVITY AND SOCIETY (E5)  
Space Expectations: How the Public Views Space Activities (2)

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RAISING PUBLIC AWARENESS: BUILDING LONG-TERM CONSTITUENCIES FOR SPACE  
EXPLORATION

**Abstract**

Space activities can lead to solutions to societal challenges including energy, security, health care, communication, education, and disaster management. In order to achieve highly ambitious goals and strategic objectives such as those associated with long-term space exploration activities including establishment of human bases on the Moon or travel to Mars, public support is desirable to build common interests and provide long-term stable and resilient fiscal support. With a few notable exceptions, society is largely unaware of space activities and in particular does not perceive any personal benefit from them. The result is a general lack of public support for new, ambitious space programs and limited financial support from governments and politicians. Currently, neither NASA nor ESA has invested in a comprehensive strategic communication effort to promote space activities in general and space exploration in particular. Market research taking into account demographics will be crucial to determine how to target effectively the population segments in the United States, Europe, and other space-faring countries. Stimulating public awareness using new communication techniques to reach, in particular, the younger generation will be a prerequisite for a sustainable long-term exploration program: they must enable it and carry most of the associated financial burden.

An analysis of the micro and macro environment for space exploration for the United States and Europe is presented in this paper. Our brand analysis of NASA and ESA and a consumer segmentation matrix allow us to design promotion strategies that target population segments through efficient marketing. Marketing strategies for raising public awareness in space exploration and present concepts for U.S. and European public outreach activities are outlined.