



ScienceCounts



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*A 501(c)(3) for science*

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**VISION:** To ensure robust federal funding for scientific research

**MISSION:** To promote awareness and support of science

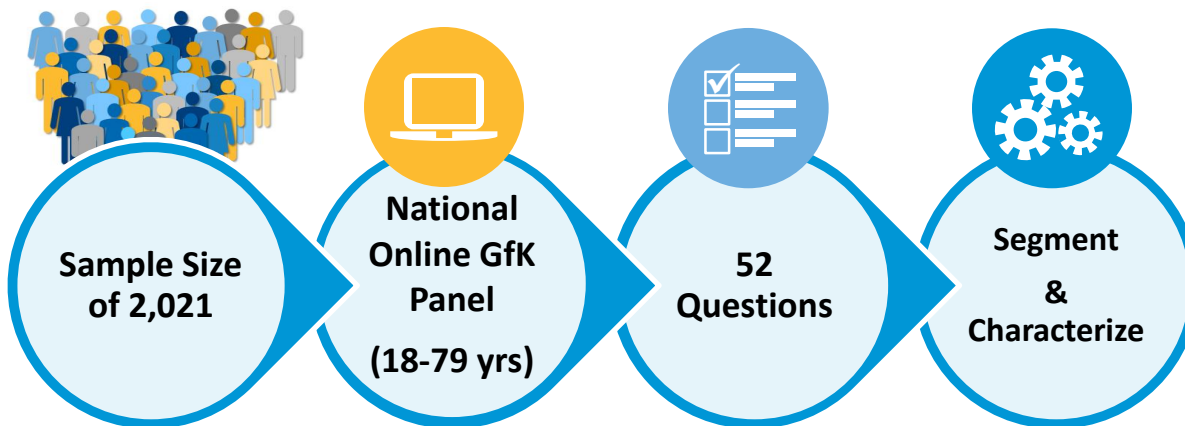


**APPROACH:** To generate a resounding public voice for science by conducting a national public engagement initiative with the support of a broad coalition of professional societies, philanthropies, academic institutions, and the private sector.

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## Phase 1. National Benchmark Segmentation Survey

- Objective was to enhance understanding of audience characteristics and values.



## Phase 2. Qualitative Audience Research

- Focus groups with priority audiences in Atlanta & Denver.



## Phase 3. Messaging & Campaign Recommendations

- Strategy, messaging, and media plan



# Alarming Discoveries

**Only 1 in 4 Americans believe government's role in science is indispensable**



**Among those with a HS degree or less, it's only 1 in 6**

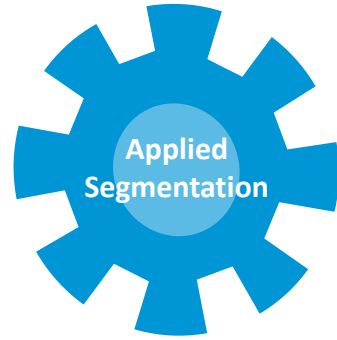


**Only 48% believe the loss of U.S. leadership in STEM would have any negative impact on their lives**

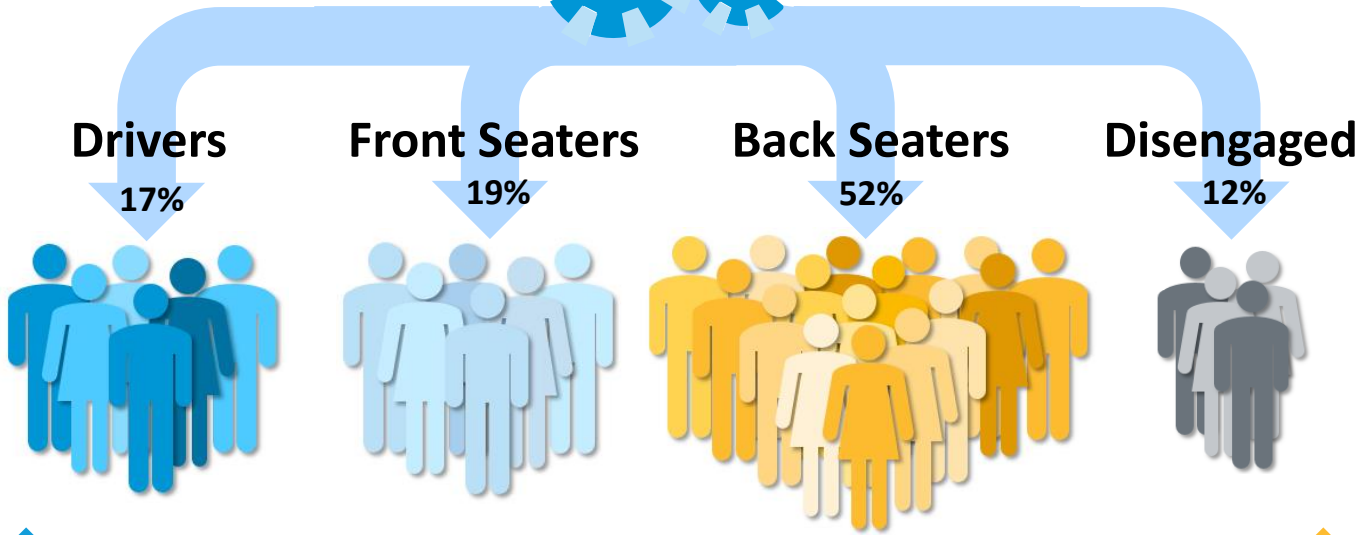




# Likelihood to Support Science



- Measured:
- Support for Causes
  - Reported Behavior
  - Science Attitudes
  - Desired Role





# Demographics of Public Segments

	Drivers 	Front Seaters 	Back Seaters 	Disengaged 
	NE & Pacific	SE & SW	Rep US	Mtn & Mid-Atl
	53/47	60/40	44/56	45/55
	skew older	Rep US	Rep US	skew younger
	skew white	skew minority	Rep US	skew minority
	81%	54%	58%	41%
	75% own	63% own	71% own	54% own
	2.65	2.91	2.78	2.97
<b>Lib-Con</b>	46-22	28-33	24-33	17-18
	59%	64%	68%	54%
	87%	68%	70%	37%

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## PEOPLE REALLY LIKE SCIENCE

70% completely trust scientists to conduct beneficial research, and 74% highly trust scientists to tell the truth.



Public is already on board:  
need to get them engaged

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## NO GOV FUNDS, NO BIG DEAL

Only 1 in 4 Americans believe government's role in funding science is necessary.



Ignorance is bliss:  
must relay gov's essential role

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## PRIVATE & PUBLIC IN HARMONY

Sentiment is private research is better at solving specific problems, while government research is better at serving the greater good.



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## THE MOST LIKELY TO ENGAGE

One can categorize the public from **most to least likely to engage: DRIVERS (17%), FRONT SEATERS (19%), BACK SEATERS (52%), and DISENGAGED (12%).**



Drivers



Back seaters



Front seaters



Disengaged

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## WILLINGNESS TO RECONSIDER

When presented with stories speaking to benefits of government funded research, every segment shifted their position in a positive way.

58% began positive  
13% more shifted positive

24% began positive  
27% more shifted positive

32% began positive  
24% more shifted positive

5% began positive  
16% more shifted positive

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## NO BIG ANTI-SCI CONSPIRACY

The disengaged group is best characterized as being equally lib/con, younger, and largely uninvolved with any kind of advocacy.



DISENGAGED is a small, apathetic minority:  
**an ideologically based anti-science contingent does not exist**

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**BRAND OF SCIENCE IS HOPE**  
 The most compelling themes capture **forward-looking, optimistic, and elevating messages**. Themes of fear fall flat.

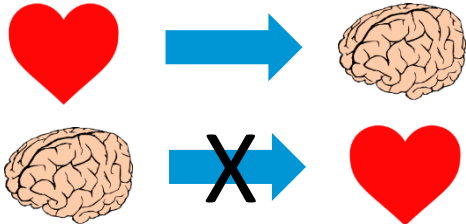
“Science gives power over things we feel powerless about. Science is about hope.”

Denver Focus Group Participant



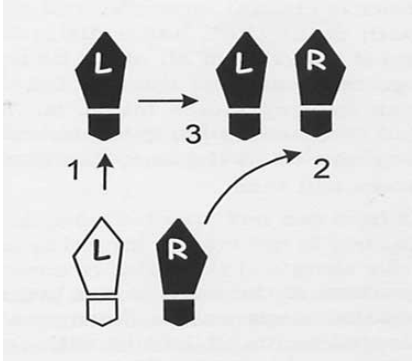
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**TALK BENEFITS, NOT FEATURES**  
 Stories exemplifying individual and community benefits work. Data-laden arguments and *science apologetics* **don't connect** in a lasting manner.



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**RIGHT STEPS, RIGHT ORDER**  
 Desired results are highly dependent on the order that arguments are presented. Start with establishing the hopeful destination, then describe the path, leaving data last.







# Supporting Community

