Research on the Perception and Attitude of the Public towards Science

MCST

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Methodology

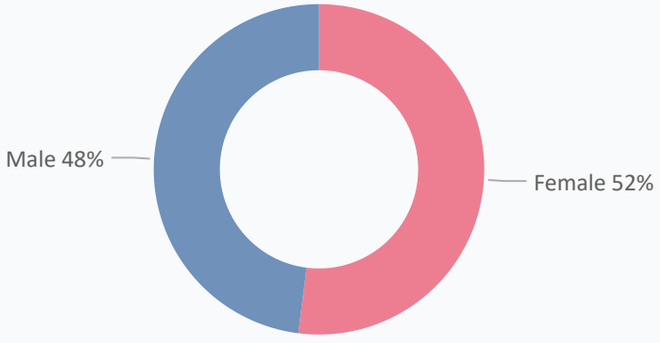
Esplora commissioned Esprimi to carry out a survey amongst members of the general public in order to better understand people's perception and attitude towards science and technology.

The sample size is that of 400 respondents who are members of the general public aged over 16. A quota was implemented on age and gender as per Census figures and a spread on region and education levels were achieved within the sample. The research was carried out via telephone interviewing.

Fieldwork took place between 1st November and 6th December 2023.

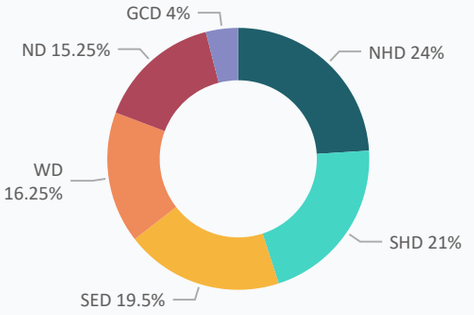
Demographics

Gender



Age

Region



Northern Harbour (NHD)
Birkirkara, Gzira, Qormi, Hamrun, Msida, Pembroke, San Gwann, Sta. Venera, St Julians, Swieqi, Ta' Xbiex, Pieta, Sliema

Northern (ND)
Gharghur, Mellieha, Mgarr, Mosta, Naxxar, St Paul's Bay

Southern Harbour (SHD)
Cospicua, Fgura, Floriana, Luqa, Zabbar, Kalkara, Marsa, Paola, Sta Lucija, Senglea, Tarxien, Valletta, Vittoriosa, Xghajra

Western (WD)
Dingli, Balzan, Lija, Attard, Zebbug, Iklin, Mdina, Mtarfa, Rabat, Siggiewi

South Eastern (SED)
Birzebbuga, Gudja, G]axaq, Kirkop, Safi, Marsaskala, Marsaxlokk, Mqabbam Qrendi, Zejtun, Zurrieq

Gozo & Comino (GCD)
Fontana, Ghajnsielem, Gharb, Ghasrim Munxar, Nadur, Qala, San Lawrenz, Kercem, Sannat, Victoria, Xaghra, Xewkija, Zebbug

Highest Level of Education

	%	#
Primary education	4.5%	18
Secondary education	23.8%	95
Post-secondary education (A Level / MQF Level 4)	16.8%	67
Diploma (MQF Level 5)	11.5%	46
Tertiary Education (Degree - MQF Level 6)	24.3%	97
Post-Tertiary Education (Masters - MQF Level 7)	16.3%	65
Post-Tertiary Education (PhD- MQF Level 8)	2.5%	10
Never went to school	0.5%	2
Total	**100.0%**	**400**

Highest Level of Education in Science

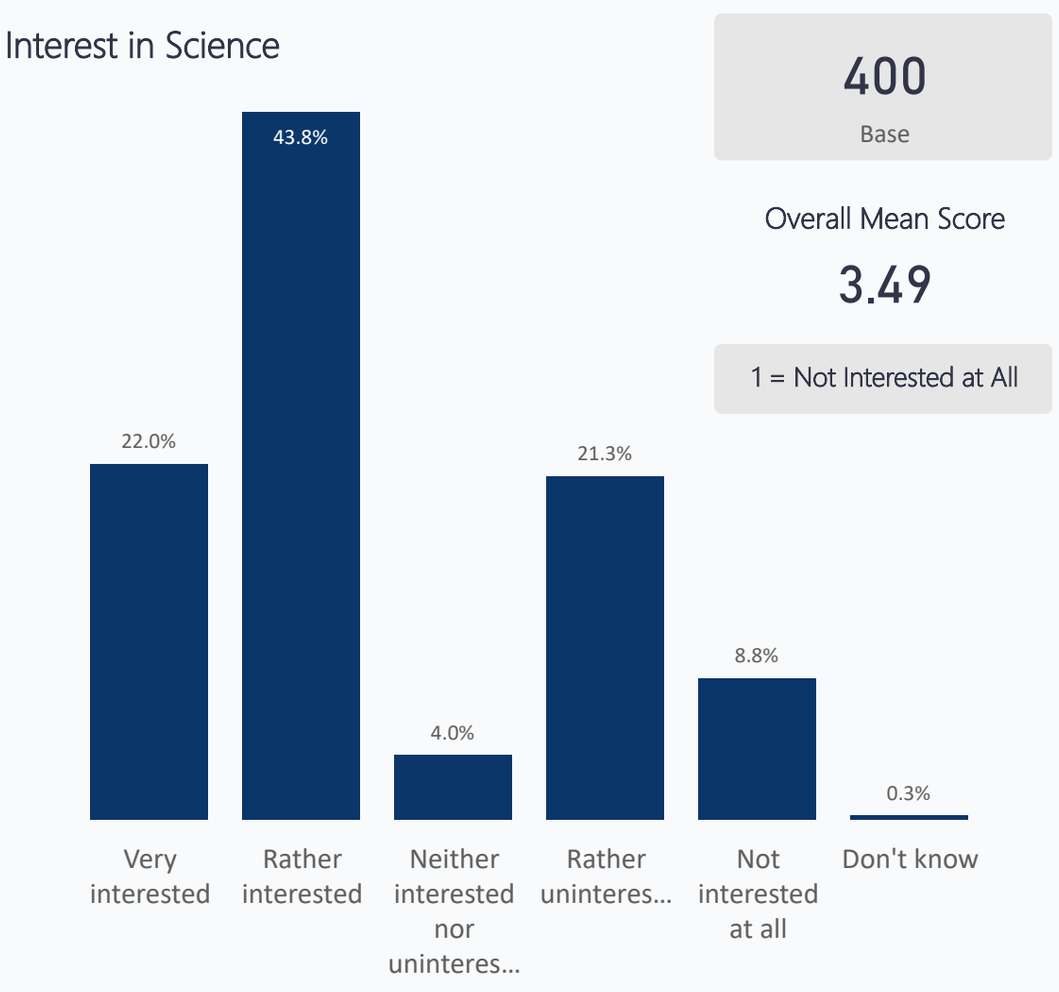
	%	#
Never went to school	0.5%	2
Primary education	6.0%	24
Secondary education	46.3%	185
Post-secondary education (A Level / MQF Level 4)	20.3%	81
Diploma (MQF Level 5)	4.3%	17
Tertiary Education (Degree - MQF Level 6)	8.5%	34
Post-Tertiary Education (Masters - MQF Level 7)	6.3%	25
Post-Tertiary Education (PhD- MQF Level 8)	1.8%	7
Never studied science related subjects	6.3%	25
Total	**100.0%**	**400**

Demographics

Employment Situation	%	#
Professionals	22.3%	89
Retired	20.8%	83
Associate professions	8.3%	33
Managers	7.8%	31
Full-time Student	6.8%	27
Taking care of the home	6.5%	26
Self Employed	6.3%	25
Clerical and administration workers	4.8%	19
Service and sales workers	4.8%	19
No Answer	4.0%	16
Primary level occupations	3.3%	13
Technicians	2.0%	8
Skilled crafts and trades	1.5%	6
Plant and machine operators	1.0%	4
Unemployed	0.3%	1
Total	**100.0%**	**400**

Do you currently work, or have worked sometime in the past, in the science industry?	%	#
No, I have never worked in the science industry	75.8%	303
Yes, I currently work in the science industry	18.8%	75
I don't currently work in the science industry but I used to in the past	5.0%	20
Don't know	0.5%	2
Total	**100.0%**	**400**

Interest in Science (By Demographics)



400
Base

Overall Mean Score

3.49

1 = Not Interested at All

Interest in Science - By Gender

	Mean Score
Male	3.7
Female	3.3
Total	**3.5**

Interest in Science - By Age

	Mean Score
16-24	4.0
25-34	3.7
35-44	3.8
45-54	3.2
55-64	3.6
65+	3.0
Total	**3.5**

Interest in Science - By Education Level

	Mean Score
Primary education	2.3
Secondary education	2.9
Post-secondary education (A Level / MQF Level 4)	3.4
Diploma (MQF Level 5)	3.5
Tertiary Education (Degree - MQF Level 6)	3.9
Post-Tertiary Education (Masters - MQF Level 7)	4.1
Post-Tertiary Education (PhD- MQF Level 8)	4.6
Never went to school	3.0
Total	**3.5**

Reasons for Interest

Gender

Female | Male

Age

16-24 | 35-44 | 55-64

25-34 | 45-54 | 65+

Employment

All

Region

All

Education

All

Asked to those who answered they are 'very interested' or 'rather interested' in science

Reasons for Interest in Science

	%	#
I always had an interest in science in general	50.4%	133
It is a fundamental part of my line of work	22.7%	60
I learned/ studied science subjects at school	20.8%	55
Science is a fundamental part of everyday life	11.0%	29
To keep up-to-date and learn new things	9.1%	24
Because of my children/ My children study science subjects	1.9%	5
Science betters society	1.5%	4
Science is a vast and dynamic subject	1.5%	4
Science is integral for the future	1.5%	4
Don't know	1.1%	3
Science proves and fact-checks information	1.1%	3
Science relates to the environment	1.1%	3
To maintain good health	0.8%	2
Total	**100.0%**	**264**

264
Base

Reasons for Interest (By Age)

Gender

Female | Male

Age

16-24 | 35-44 | 55-64

25-34 | 45-54 | 65+

Employment

All

Region

All

Education

All

Reasons for Interest (by Age)

	16-24		25-34		35-44		45-54		55-64		65+	
	%	#	%	#	%	#	%	#	%	#	%	#
I always had an interest in science in general	52.1%	25	50.0%	24	58.7%	27	37.8%	14	44.7%	21	57.9%	22
It is a fundamental part of my line of work	18.8%	9	33.3%	16	15.2%	7	27.0%	10	27.7%	13	13.2%	5
I learned/ studied science subjects at school	39.6%	19	14.6%	7	10.9%	5	13.5%	5	25.5%	12	18.4%	7
Science is a fundamental part of everyday life	10.4%	5	2.1%	1	13.0%	6	13.5%	5	14.9%	7	13.2%	5
To keep up-to-date and learn new things	10.4%	5	12.5%	6	8.7%	4	8.1%	3	10.6%	5	2.6%	1
Because of my children/ My children study science subjects							5.4%	2	2.1%	1	5.3%	2
Science betters society			2.1%	1			5.4%	2			2.6%	1
Science is a vast and dynamic subject	4.2%	2			4.3%	2						
Science is integral for the future							5.4%	2	4.3%	2		
Don't know					2.2%	1					5.3%	2
Science proves and fact-checks information	2.1%	1			2.2%	1	2.7%	1				
Science relates to the environment							2.7%	1	2.1%	1	2.6%	1
To maintain good health							2.7%	1	2.1%	1		
Total	**100.0%**	**48**	**100.0%**	**48**	**100.0%**	**46**	**100.0%**	**37**	**100.0%**	**47**	**100.0%**	**38**

Areas of Interest

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Gender

Female | Male

Age

16-24 | 35-44 | 55-64

25-34 | 45-54 | 65+

Employment

All

Region

All

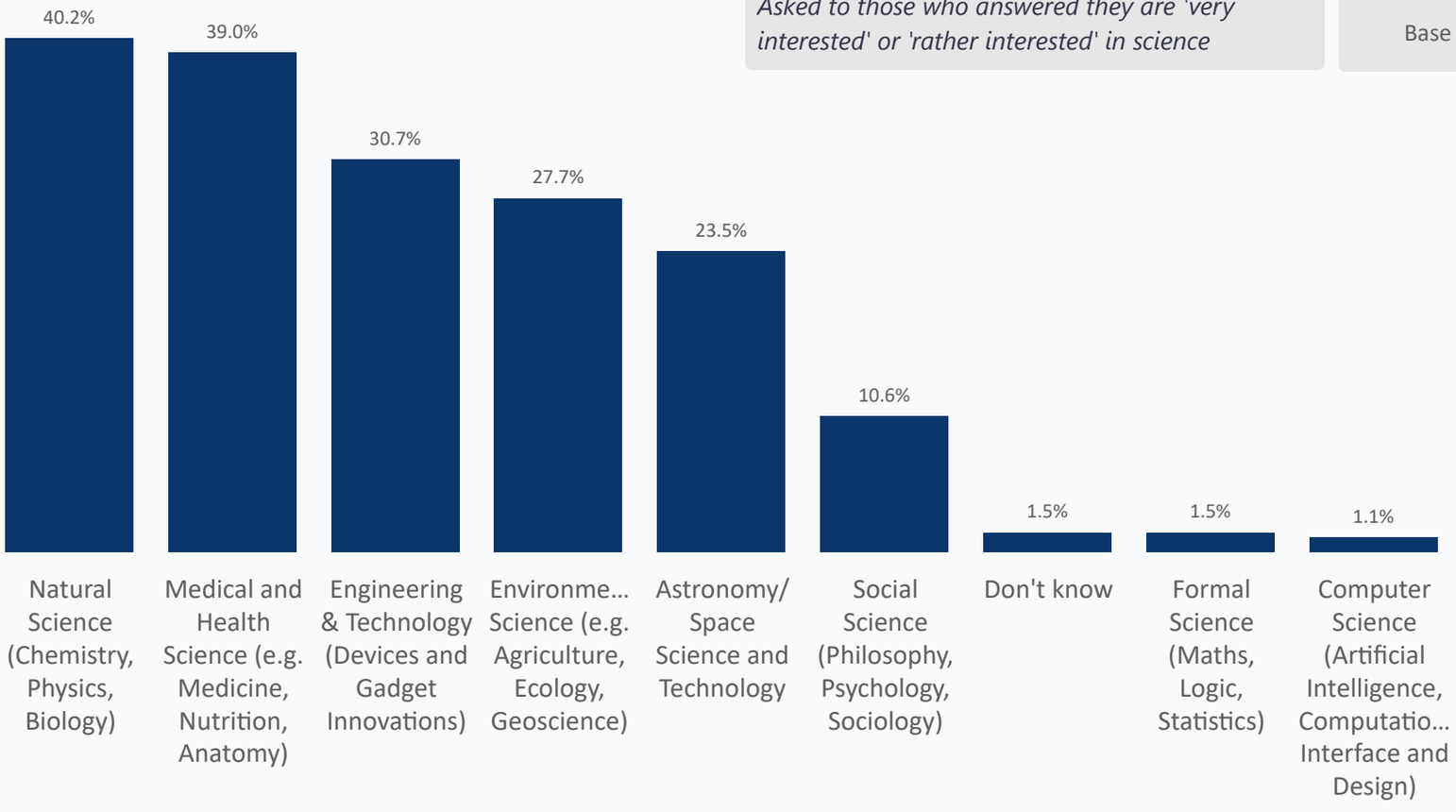
Education

All

Which areas of science interest you the most?

Asked to those who answered they are 'very interested' or 'rather interested' in science

264
Base



Lack of Interest in Science

Gender

Female | Male

Age

16-24 | 35-44 | 55-64

25-34 | 45-54 | 65+

Employment

All

Region

All

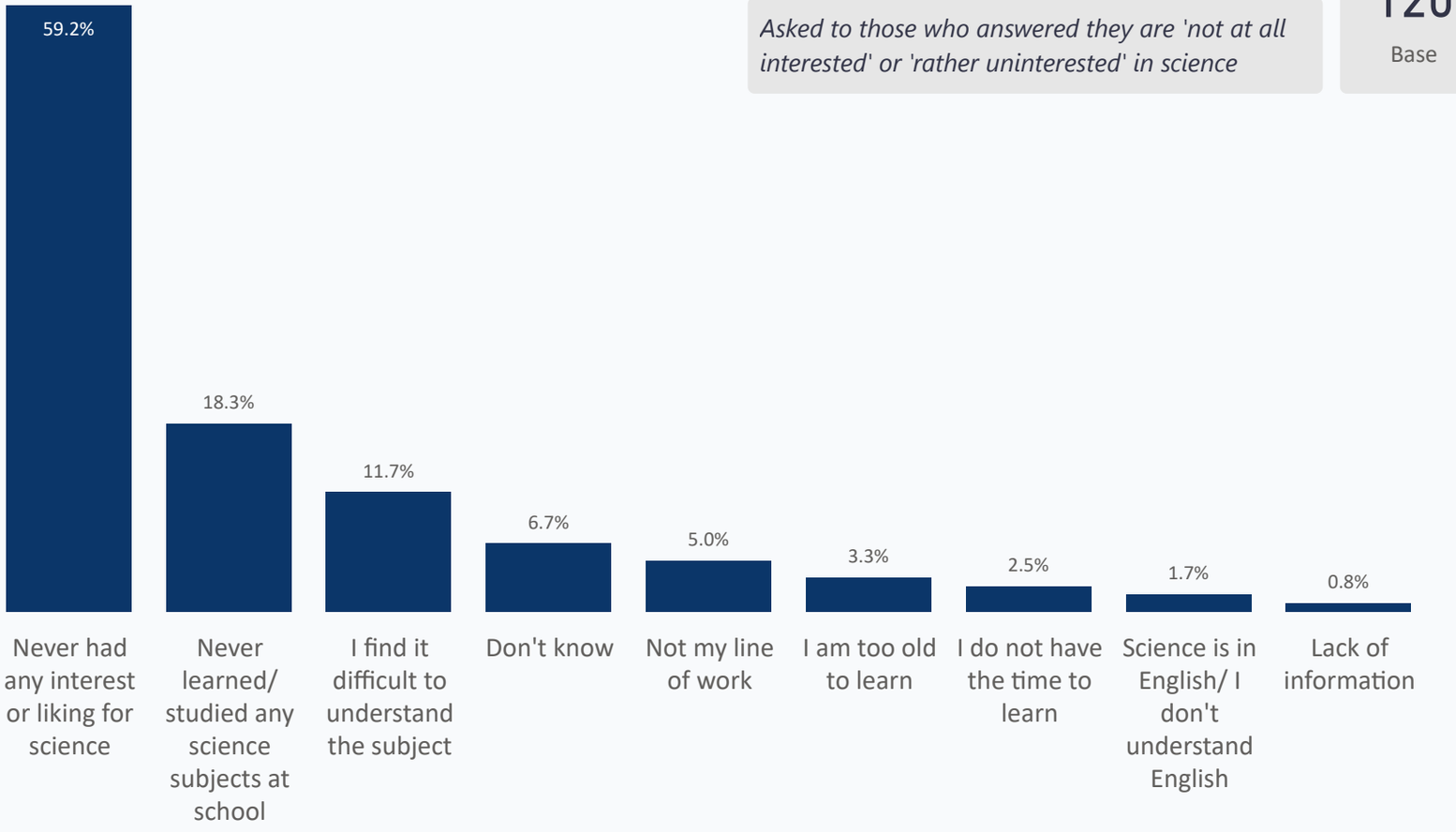
Education

All

What have been the main factors that have affected your lack of interest in science?

Asked to those who answered they are 'not at all interested' or 'rather uninterested' in science

120
Base



Scientific Issues of Highest Concern

Gender

Female | Male

Age

16-24 | 35-44 | 55-64

25-34 | 45-54 | 65+

Employment

All

Region

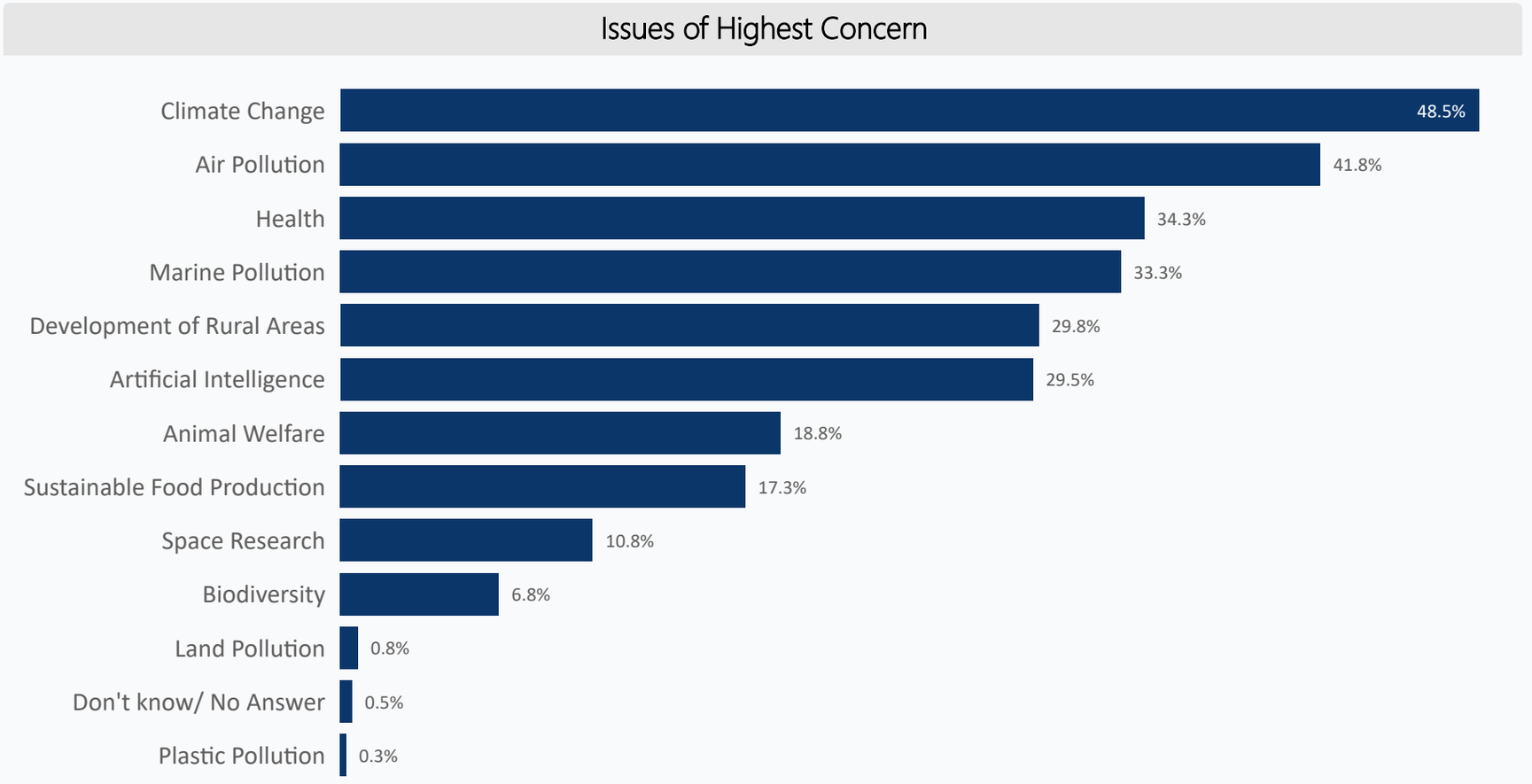
All

Education

All

400

Base



Motivators for Science

Gender

Female | Male

Age

16-24 | 35-44 | 55-64

25-34 | 45-54 | 65+

Employment

All

Region

All

Education

All

What do you think would help people, especially youth, to become more interested in science?

-	%	#
More exposure to science at school (science experiments, hands-on workshops, field trips)	73.3%	293
Changes to science curriculum in primary/ secondary schools	57.0%	228
Encourage exploration of outdoor spaces/ Spend time in nature	53.8%	215
Exposure to media about science (magazines, television shows, books)	50.3%	201
Cheaper out-of-school science and technology activities	47.3%	189
Don't know	0.8%	3
Having a good, dedicated teacher	0.5%	2
Increase awareness and encouragement surrounding science-related jobs	0.5%	2
Encourage people to question things and investigate	0.3%	1
Establish more science-centered spaces (ex: Esplora)	0.3%	1
More time allocated to learn science related subjects	0.3%	1
More user-friendly approach to teaching science	0.3%	1
Total	**100.0%**	**400**

Level of Informedness

Gender

Female | Male

Age

16-24 | 35-44 | 55-64

25-34 | 45-54 | 65+

Employment

All

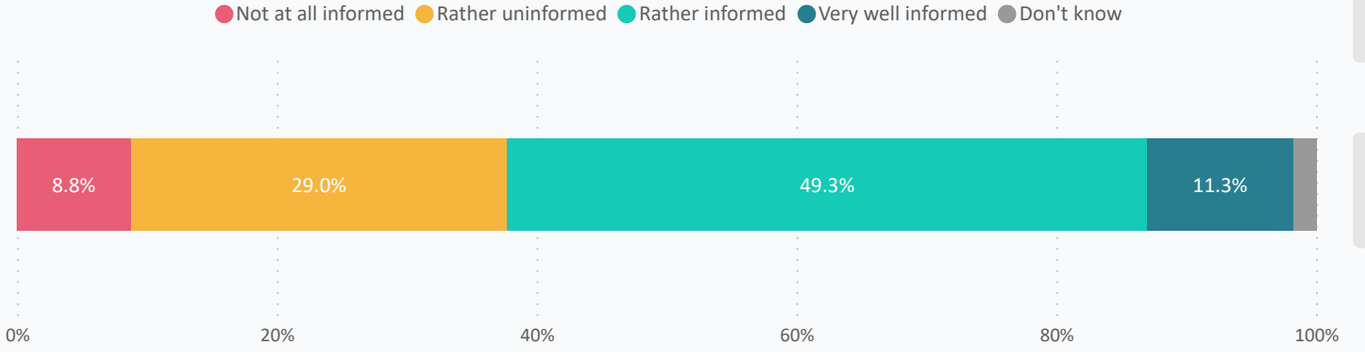
Region

All

Education

All

How well informed do you feel you are about science?



400
Base

Mean Score
2.6

Mean Score by Age

1 = Not at all informed, 4 = Very well informed

16-24	25-34	35-44	45-54	55-64	65+
2.9	2.7	2.8	2.5	2.7	2.4

Statements on Science

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Gender

Female | Male

Age

16-24 | 35-44 | 55-64

25-34 | 45-54 | 65+

Employment

All

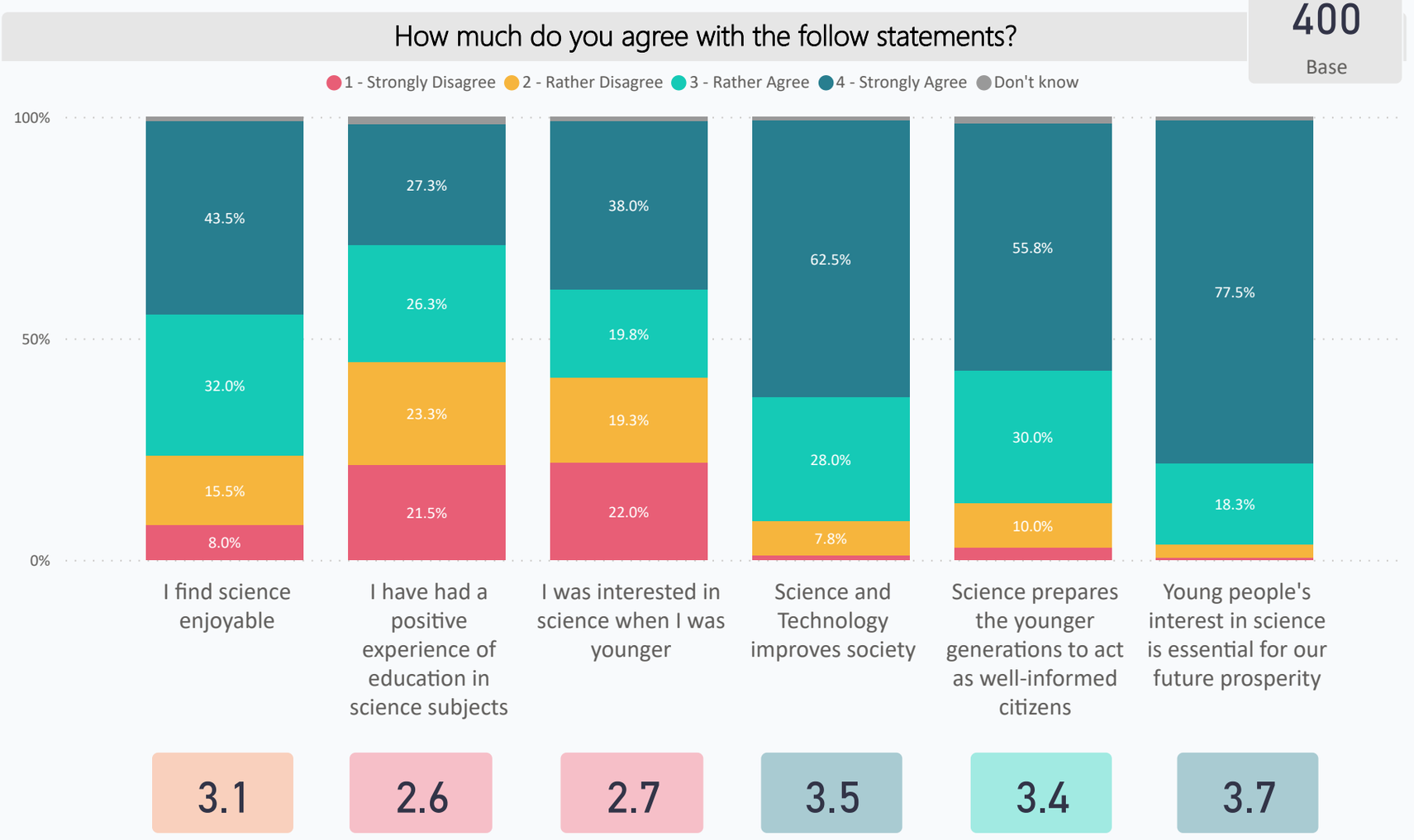
Region

All

Education

All

400
Base



Statements on Science (By Age)

esprimi

Gender

Female | Male

Age

16-24 | 35-44 | 55-64

25-34 | 45-54 | 65+

Employment

All

Region

All

Education

All

I find science enjoyable

Age	Mean Score
16-24	3.3
25-34	3.2
55-64	3.1
35-44	3.1
65+	3.1
45-54	2.9

Science and Technology improves society

Age	Mean Score
16-24	3.6
25-34	3.4
35-44	3.4
45-54	3.5
55-64	3.6
65+	3.6

I was interested in science when I was younger

Age	Mean Score
16-24	3.2
25-34	2.9
35-44	2.8
45-54	2.5
55-64	2.8
65+	2.5

I have had a positive experience of education in science subjects

Age	Mean Score
16-24	3.0
25-34	2.6
35-44	2.5
45-54	2.6
55-64	2.8
65+	2.3

Young people's interest in science is essential for our future prosperity

Age	Mean Score
16-24	3.7
25-34	3.6
35-44	3.8
45-54	3.8
55-64	3.7
65+	3.9

Science prepares the younger generations to act as well-informed citizens

Age	Mean Score
16-24	3.3
25-34	3.2
35-44	3.4
45-54	3.3
55-64	3.5
65+	3.6

Sources of Information - Inactive Looking

Gender

Female | Male

Age

16-24 | 35-44 | 55-64

25-34 | 45-54 | 65+

Employment

All

Region

All

Education

All

Where do you usually come across information or news about science and technology when you are not actively looking for it?

	%	#
Internet (social media, news, adverts)	67.3%	269
Television (Programmes, Documentaries, News, Adverts)	27.8%	111
Don't know/ I don't pay attention to subjects that don't interest me	9.0%	36
Radio (Programmes, News, Adverts)	6.0%	24
Newspapers	5.3%	21
General books	3.8%	15
School/ University/ Academic Journals	3.5%	14
Other people (colleagues, family, friends)	3.3%	13
General magazines	2.5%	10
At the workplace	1.8%	7
Museums/ Science Centres	1.5%	6
Science magazines	0.8%	3
Billboards	0.5%	2
Total	**100.0%**	**400**

Information about Science on the Internet

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Gender

Female | Male

Age

16-24 | 35-44 | 55-64

25-34 | 45-54 | 65+

Employment

All

Region

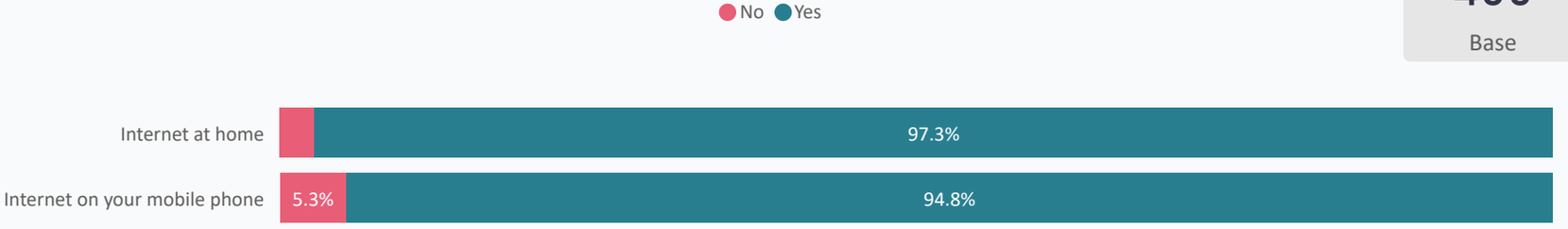
All

Education

All

Do you own or have easy access to the following?

400
Base



Where exactly do you come across information relating to science on the internet?

-	%	#
Facebook	56.3%	147
Search engines (ex: Google)	31.8%	83
News websites	14.9%	39
Youtube	10.7%	28
Instagram	9.6%	25
Science websites	8.4%	22
General websites	6.5%	17
Academic websites	5.7%	15
Twitter/ X	4.6%	12
TikTok	3.8%	10
Total	**100.0%**	**261**

Sources of Information - Active Looking (Frequency & Source)

Gender

Female | Male

Age

16-24 | 35-44 | 55-64

25-34 | 45-54 | 65+

Employment

All

Region

All

Education

All

Asked to those who answered they look up information on science &/or technology

290
Base

How often do you actively search for information about science and/or technology?

	%	#
Daily	17.0%	68
At least once a week	31.5%	126
At least once every two weeks	9.3%	37
At least once a month	10.3%	41
At least once every 2-3 months	3.5%	14
At least once every 6 months	1.0%	4
I rarely/ never actively search for information about science and/or technology	27.0%	108
Don't know	0.5%	2
Total	**100.0%**	**400**

When you search for information about science and technology, where you normally look first?

	%	#
Internet (social media, news, adverts)	91.4%	265
Television (Programmes, Documentaries, News, Adverts)	2.4%	7
School/ University/ Academic Journals	1.7%	5
General books	1.4%	4
Text books	1.0%	3
No Answer	0.7%	2
Science magazines	0.7%	2
General magazines	0.3%	1
Other people (colleagues, family, friends)	0.3%	1
Total	**100.0%**	**290**

Sources of Information - Active Looking (Reasons)

Gender

Female | Male

Age

16-24 | 35-44 | 55-64

25-34 | 45-54 | 65+

Employment

All

Region

All

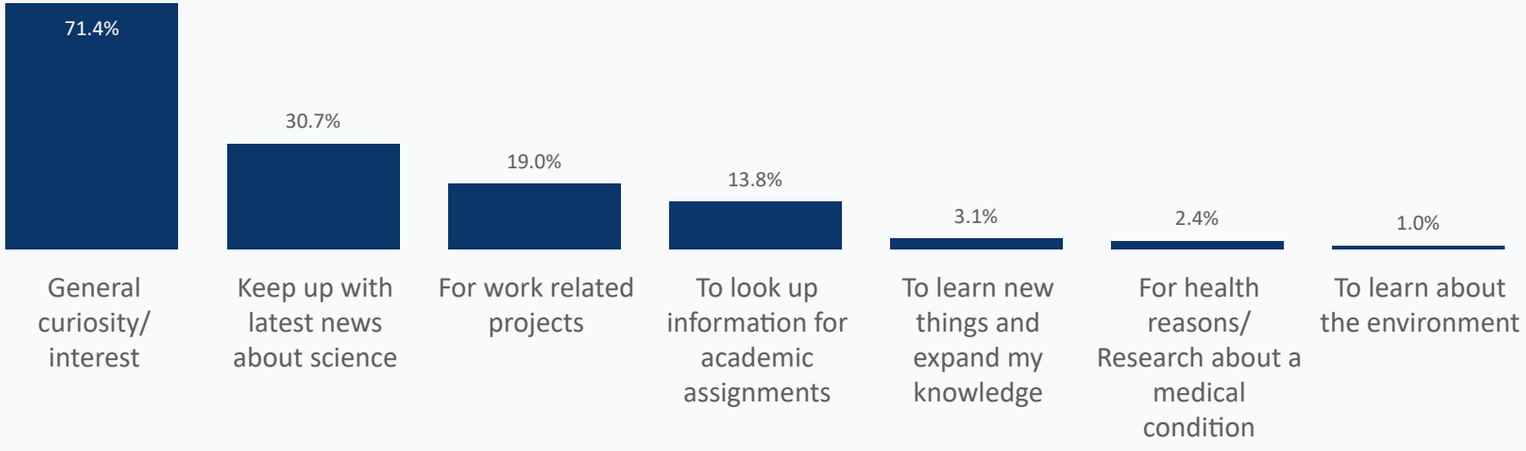
Education

All

Asked to those who answered they look up information on science &/or technology

290
Base

For what reasons do you actively search for information about science and/or technology?



Why don't you actively search for information about science and/or technology?

-	%	#
I do not need to	45.0%	9
I do not have the time	30.0%	6
I do not have access to adequate sources of information	10.0%	2
Not interested in the subject	10.0%	2
Subject is too difficult to understand	5.0%	1
Total	**100.0%**	**20**

Active Looking - Internet Sources

Gender

Female | Male

Age

16-24 | 35-44 | 55-64

25-34 | 45-54 | 65+

Employment

All

Region

All

Education

All

Which internet sources do you use to actively look for information or news relating to science?

-	%	#
Search engines (ex: Google)	74.8%	184
Science websites	6.1%	15
Facebook	3.7%	9
News websites	3.3%	8
Youtube	3.3%	8
Academic websites	2.8%	7
General websites	1.2%	3
Google Scholar	1.2%	3
Twitter/ X	1.2%	3
Blogs written by scientists or science commentators	0.4%	1
Chat GBT	0.4%	1
Forums	0.4%	1
Instagram	0.4%	1
No Answer	0.4%	1
Quora	0.4%	1
Total	**100.0%**	**246**

Information about Science and Technology on the Internet

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Gender

Female | Male

Age

16-24 | 35-44 | 55-64

25-34 | 45-54 | 65+

Employment

All

Region

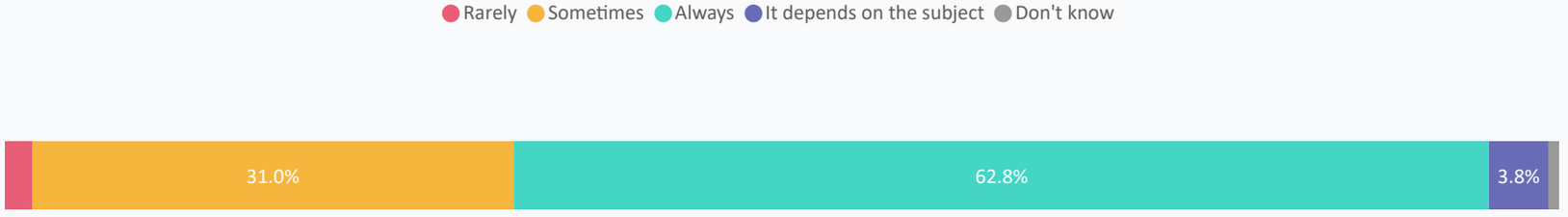
All

Education

All

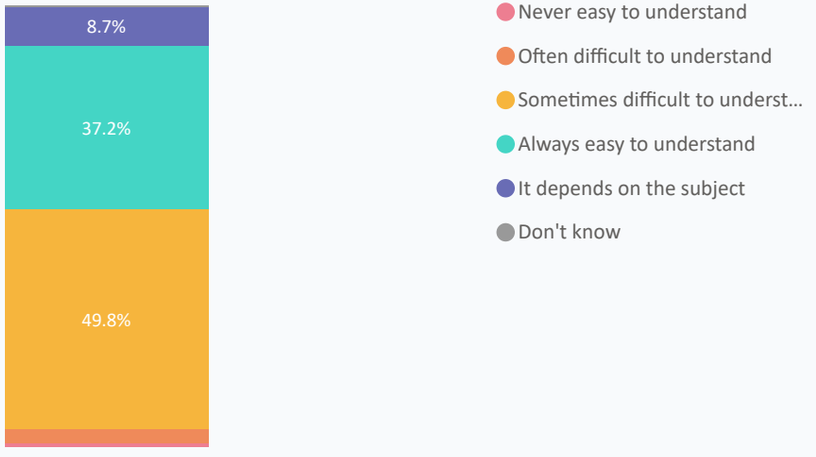
When you look for or have looked for information about science and technology in the past, did/ do you generally find what you were looking for?

290
Base



Is the information you find...

277
Base



What subjects do you find it difficult to find information about?

-	%	#
Don't know/ Nothing in particular	45.5%	5
Astronomy	18.2%	2
Artificial Intelligence	9.1%	1
Climate Change	9.1%	1
Solar Heating	9.1%	1
The human body	9.1%	1
Total	**100.0%**	**11**

Maltese Science Researcher

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Gender

Female | Male

Age

16-24 | 35-44 | 55-64

25-34 | 45-54 | 65+

Employment

All

Region

All

Education

All

Can you mention a Maltese Science Researcher?

-	%	#
Don't know	72.5%	290
Temi Zammit	8.5%	34
Alan Deidun	6.3%	25
Charmaine Gauci	2.3%	9
Joseph Borg	1.5%	6
Christian Scerri	1.3%	5
Edwin Lanfranco	1.3%	5
Joseph Caruana	1.3%	5
Alexei Dingli	1.0%	4
Christopher Barbara	1.0%	4
David Mifsud	0.8%	3
Pierre Schembri Wismayer	0.8%	3
Alessio Magro	0.5%	2
Franco Mercieca	0.5%	2
Guido Lanfranco	0.5%	2
Kristian Zarb Adami	0.5%	2
Marco Cremona	0.5%	2
Patrick J Schembri	0.5%	2
Total	**100.0%**	**400**

Statements on Science

esprimi

Gender

Female | Male

Age

16-24 | 35-44 | 55-64

25-34 | 45-54 | 65+

Employment

All

Region

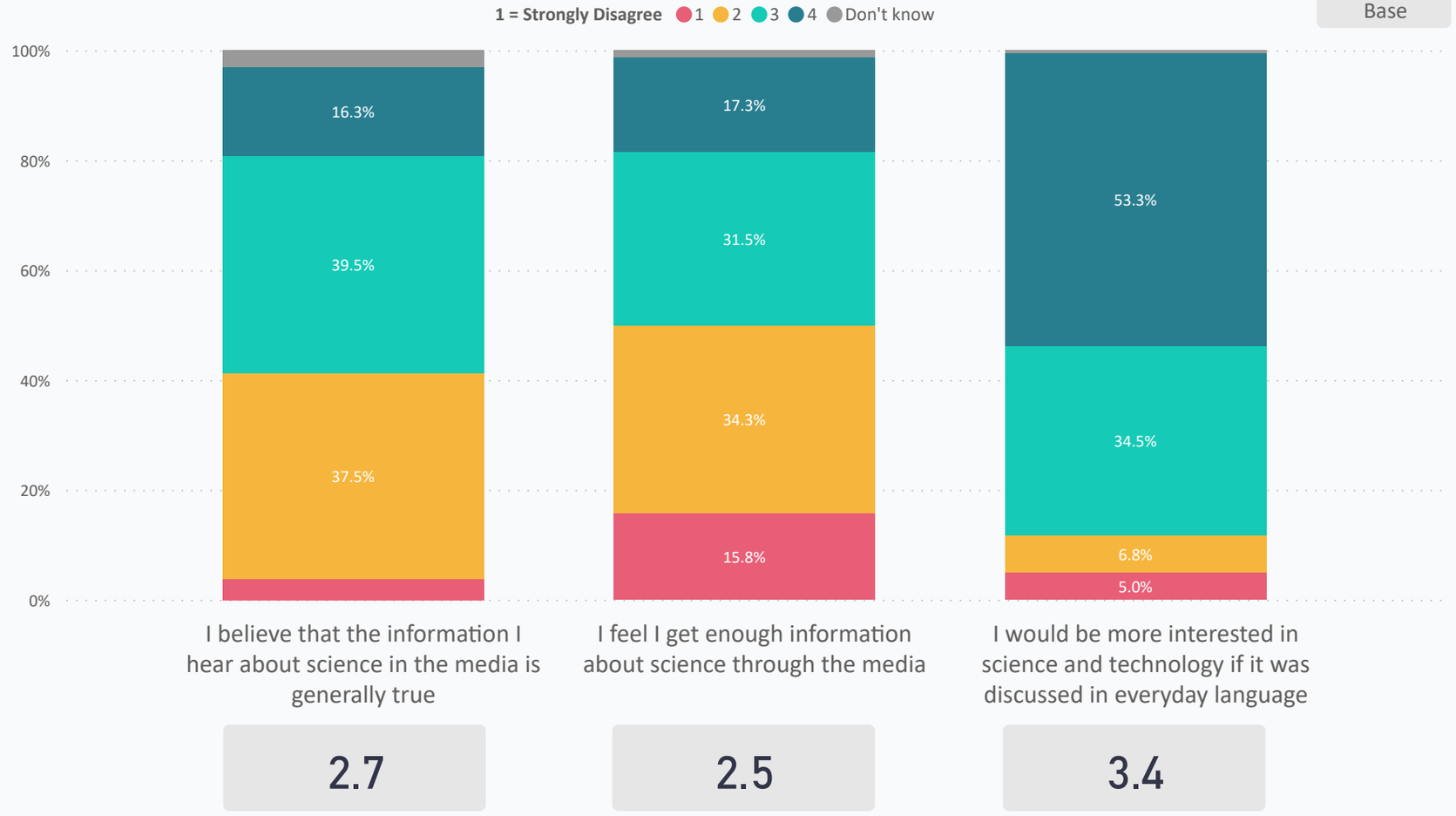
All

Education

All

How much do you agree with the following statements?

400
Base



2.7

2.5

3.4

Statements on Science (By Age)

esprimi

Gender

Female | Male

Age

16-24 | 35-44 | 55-64

25-34 | 45-54 | 65+

Employment

All

Region

All

Education

All

I believe that the information I hear about science in the media is generally true

Age	Mean Score
16-24	2.5
25-34	2.6
35-44	2.7
45-54	2.9
55-64	2.8
65+	2.8

I would be more interested in science if it was discussed in an everyday language

Age	Mean Score
16-24	3.3
25-34	3.3
35-44	3.4
45-54	3.3
55-64	3.4
65+	3.4

I feel I get enough information about science through the media

Age	Mean Score
16-24	2.6
25-34	2.5
35-44	2.5
45-54	2.5
55-64	2.5
65+	2.5

Engagement in Science and Technology Related Activities

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Gender

Female | Male

Age

16-24 | 35-44 | 55-64

25-34 | 45-54 | 65+

Employment

All

Region

All

Education

All

Asked to those who answered they are 'very interested' or 'rather interested' in science

263
Base

How often do you...

	Access the internet on a computer to look for information about science		Access the internet on a mobile device to look for information about science		Attend a public meeting, debate, or lecture on a science-related subject		Attend a science related public activity, ex. science week event or		Read about science		Watch documentaries	
	%	#	%	#	%	#	%	#	%	#	%	#
Daily	25.9%	68	24.7%	65	0.8%	2			17.1%	45	7.6%	20
Several times a week	40.7%	107	41.1%	108	1.1%	3	0.4%	1	40.7%	107	30.4%	80
Every two weeks	7.6%	20	9.5%	25	0.8%	2	0.8%	2	8.0%	21	11.0%	29
Every three weeks	2.3%	6	1.9%	5	0.4%	1	0.4%	1	0.8%	2	1.5%	4
Monthly	9.5%	25	9.5%	25	4.9%	13	1.9%	5	12.2%	32	22.1%	58
Every 2-3 months	3.4%	9	4.2%	11	3.0%	8	6.1%	16	2.7%	7	8.7%	23
Every 4-6 months	1.1%	3	1.5%	4	6.5%	17	8.0%	21	1.1%	3	2.7%	7
Less often than every 6 months	1.9%	5	1.9%	5	15.6%	41	32.7%	86	6.5%	17	9.5%	25
Mostly/ Only when abroad	0.4%	1	0.4%	1	0.8%	2	2.7%	7	1.1%	3		
Never	7.2%	19	5.3%	14	66.2%	174	47.1%	124	9.9%	26	6.5%	17
Total	**100.0%**	**263**	**100.0%**	**263**	**100.0%**	**263**	**100.0%**	**263**	**100.0%**	**263**	**100.0%**	**263**

Frequency of Visits to Museums

esprimi

Gender

Female | Male

Age

16-24 | 35-44 | 55-64

25-34 | 45-54 | 65+

Employment

All

Region

All

Education

All

How often do you Visit Museums

	%	#
Daily	0.3%	1
Several times a week	0.3%	1
Every three weeks	0.8%	3
Monthly	6.8%	27
Every 2-3 months	7.5%	30
Every 4-6 months	6.5%	26
Less often than every 6 months	27.5%	110
Mostly/ Only when abroad	27.3%	109
Never	23.3%	93
Total	**100.0%**	**400**

How often do you visit Museums?

	16-24		25-34		35-44		45-54		55-64		65+	
	%	#	%	#	%	#	%	#	%	#	%	#
Daily					1.6%	1						
Several times a week											1.3%	1
Every three weeks			1.4%	1			3.0%	2				
Monthly	8.9%	5	5.8%	4	11.5%	7	3.0%	2	8.8%	6	3.8%	3
Every 2-3 months	7.1%	4	13.0%	9	8.2%	5	3.0%	2	7.4%	5	6.3%	5
Every 4-6 months	1.8%	1	4.3%	3	6.6%	4	9.1%	6	10.3%	7	6.3%	5
Less often than every 6 months	25.0%	14	34.8%	24	26.2%	16	19.7%	13	22.1%	15	35.0%	28
Mostly/ Only when abroad	39.3%	22	29.0%	20	29.5%	18	33.3%	22	27.9%	19	10.0%	8
Never	17.9%	10	11.6%	8	16.4%	10	28.8%	19	23.5%	16	37.5%	30
Total	**100.0%**	**56**	**100.0%**	**69**	**100.0%**	**61**	**100.0%**	**66**	**100.0%**	**68**	**100.0%**	**80**

How often do you visit Museums?

	Primary education		Secondary education		Post-secondary education (A Level / MQF Level 4)		Diploma (MQF Level 5)		Tertiary Education (Degree - MQF Level 6)		Post-Tertiary Education (Masters - MQF Level 7)		Post-Tertiary Education (PhD- MQF Level 8)		Never went to school	
	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#
Daily											1.5%	1				
Several times a week									1.0%	1						
Every three weeks			1.1%	1					1.0%	1	1.5%	1				
Monthly	5.6%	1	4.2%	4	11.9%	8	4.3%	2	8.2%	8	6.2%	4				
Every 2-3 months	5.6%	1	4.2%	4	4.5%	3	8.7%	4	10.3%	10	12.3%	8				
Every 4-6 months			6.3%	6	6.0%	4	8.7%	4	5.2%	5	9.2%	6			50.0%	1
Less often than every 6 months	22.2%	4	25.3%	24	28.4%	19	34.8%	16	24.7%	24	27.7%	18	50.0%	5		
Mostly/ Only when abroad	11.1%	2	21.1%	20	26.9%	18	26.1%	12	36.1%	35	27.7%	18	40.0%	4		
Never	55.6%	10	37.9%	36	22.4%	15	17.4%	8	13.4%	13	13.8%	9	10.0%	1	50.0%	1
Total	**100.0%**	**18**	**100.0%**	**95**	**100.0%**	**67**	**100.0%**	**46**	**100.0%**	**97**	**100.0%**	**65**	**100.0%**	**10**	**100.0%**	**2**

Level of Awareness of Science and Technology Related Events

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Gender

Female | Male

Age

16-24 | 35-44 | 55-64

25-34 | 45-54 | 65+

Employment

All

Region

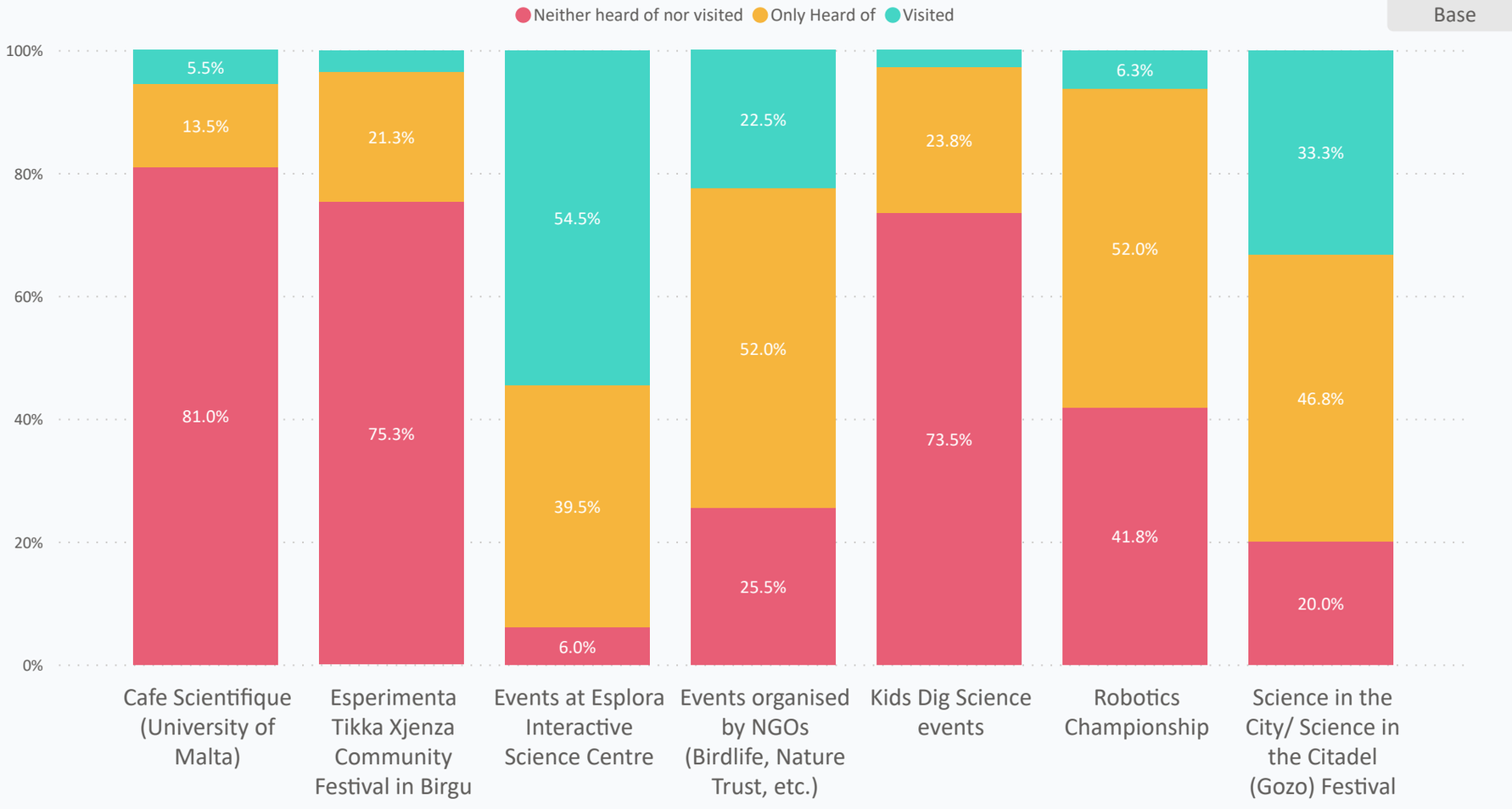
All

Education

All

Which of these science and technology-related public activities or events have you heard of or visited?

400
Base



Attended Events & Activities

Gender

Female | Male

Age

16-24 | 35-44 | 55-64

25-34 | 45-54 | 65+

Employment

All

Region

All

Education

All

Asked to those who heard of/attended at least one event

390
Base

Most Visited and/or Heard Of Events/ Activities

	%	#
Events at Esplora Interactive Science Centre	96.4%	376
Science in the City/ Science in the Citadel (Gozo) Festival	82.1%	320
Events organised by NGOs (Birdlife, Nature Trust, etc.)	76.4%	298
Robotics Championship	59.7%	233
Kids Dig Science events	27.2%	106
Esperimenta Tikka Xjenza Community Festival in Birgu	25.4%	99
Cafe Scientifique (University of Malta)	19.5%	76
Total	**100.0%**	**390**

Asked to those who attended at least one event

259
Base

What was the main reason why you visited this event or activity?

	%	#
I like these kind of events/ These events are interesting	39.4%	102
I visited with friends/ family	30.9%	80
I visited with my children	7.3%	19
I visited through a school activity	6.6%	17
I visited through a work activity	6.6%	17
I was generally curious	3.5%	9
It was happening nearby/ Easily accessible	2.7%	7
There was an open-day event	1.5%	4
As an outing	1.2%	3
Don't know	0.4%	1
Total	**100.0%**	**259**

Suggestions for Science and Technology Related Events/ Activities

Gender

Female | Male

Age

16-24 | 35-44 | 55-64

25-34 | 45-54 | 65+

Employment

All

Region

All

Education

All

Asked to those who attended at least one event

259
Base

What other science and technology-related activities or events do you think could be organised?

-	%	#
Don't know	44.0%	114
Activities and events relating to nature and the environment (climate change, biodiversity, pollution, waste management)	11.2%	29
Hands-on and interactive activities	6.2%	16
Activities and events relating to space and astronomy	5.0%	13
Activities and events which take place in various localities	5.0%	13
Activities and events specifically targeted towards children/ youths	4.6%	12
Increased promotion and awareness of existing science and technology related activities and events	3.9%	10
Activities and events hosted by schools	3.5%	9
Activities and events specifically targeted towards adults	3.5%	9
Activities and events relating to A.I.	3.1%	8
Talks/ Conferences	2.7%	7
Documentaries/ TV Programmes	1.9%	5
Activities and events relating to medicine, pharmaceuticals and health	1.5%	4
Activities and events relating to engineering	1.2%	3
Museums/ Exhibitions	1.2%	3
Total	**100.0%**	**259**

Visited Esplora

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Gender

Female | Male

Age

16-24 | 35-44 | 55-64

25-34 | 45-54 | 65+

Employment

All

Region

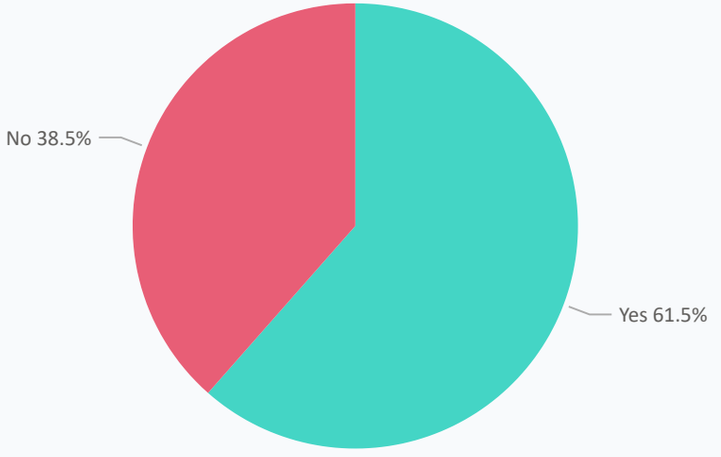
All

Education

All

Have you ever visited Esplora Interactive Science Centre in Kalkara?

400
Base



Visited Esplora - By Age

	16-24		25-34		35-44		45-54		55-64		65+	
	%	#	%	#	%	#	%	#	%	#	%	#
No	26.8%	15	42.0%	29	24.6%	15	34.8%	23	45.6%	31	51.3%	41
Yes	73.2%	41	58.0%	40	75.4%	46	65.2%	43	54.4%	37	48.8%	39
Total	**100.0%**	**56**	**100.0%**	**69**	**100.0%**	**61**	**100.0%**	**66**	**100.0%**	**68**	**100.0%**	**80**

Reasons for NOT Visiting Esplora

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Gender

Female | Male

Age

16-24 | 35-44 | 55-64

25-34 | 45-54 | 65+

Employment

All

Region

All

Education

All

Reasons for not visiting Esplora (By Age)

	16-24		25-34		35-44		45-54		55-64		65+		Total	
	%	#	%	#	%	#	%	#	%	#	%	#	%	#
I never found the time to go	73.3%	11	27.6%	8	53.3%	8	43.5%	10	22.6%	7	24.4%	10	**35.1%**	**54**
I do not think I'm interested	6.7%	1	17.2%	5	13.3%	2	26.1%	6	35.5%	11	31.7%	13	**24.7%**	**38**
I think it's for children only	6.7%	1	24.1%	7	6.7%	1	13.0%	3	25.8%	8	9.8%	4	**15.6%**	**24**
It's too far from where I live	13.3%	2	17.2%	5	13.3%	2	13.0%	3	6.5%	2	12.2%	5	**12.3%**	**19**
I never heard of it			6.9%	2	6.7%	1					7.3%	3	**3.9%**	**6**
I have mobility issues											9.8%	4	**2.6%**	**4**
No particular reason			3.4%	1			4.3%	1	6.5%	2			**2.6%**	**4**
It's too expensive			3.4%	1	6.7%	1							**1.3%**	**2**
I have no one to go with									3.2%	1			**0.6%**	**1**
It's not easily accessible by public transport											2.4%	1	**0.6%**	**1**
Lack of information											2.4%	1	**0.6%**	**1**
Total	**100.0%**	**15**	**100.0%**	**29**	**100.0%**	**15**	**100.0%**	**23**	**100.0%**	**31**	**100.0%**	**41**	**100.0%**	**154**

Trust Ratings

esprimi

400
Base

Gender

Female | Male

Age

16-24 | 35-44 | 55-64
25-34 | 45-54 | 65+

Employment

All

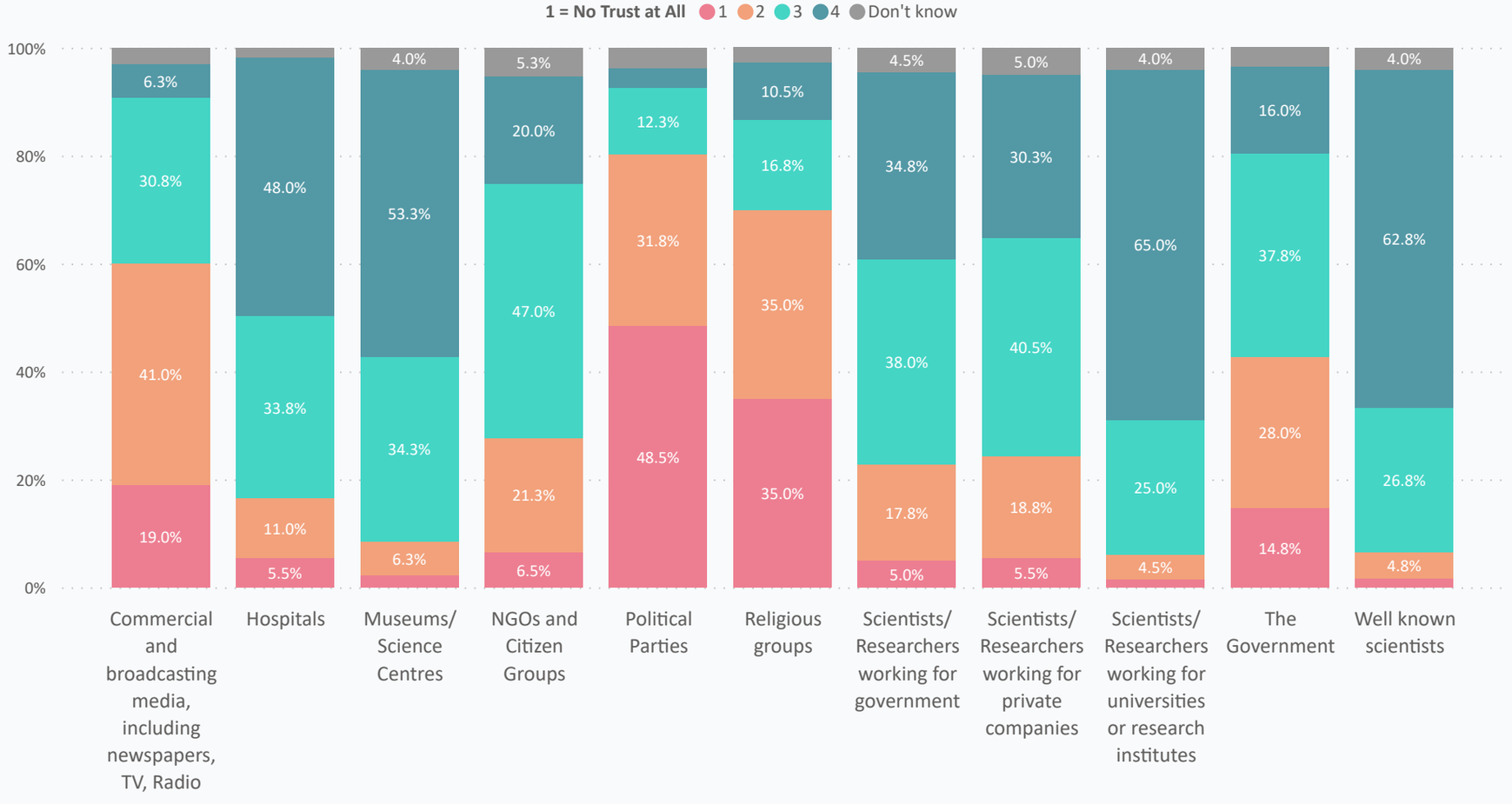
Region

All

Education

All

How much trust do you have in the science and technology information provided by the following groups?



Trust Ratings (Mean Scores)

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Gender

Female | Male

Age

16-24 | 35-44 | 55-64

25-34 | 45-54 | 65+

Employment

All

Region

All

Education

All

Trust Ratings (General)

-	Mean Score
Scientists/ Researchers working for universities or research institutes	3.6
Well known scientists	3.6
Museums/ Science Centres	3.4
Hospitals	3.3
Scientists/ Researchers working for government	3.1
Scientists/ Researchers working for private companies	3.0
NGOs and Citizen Groups	2.8
The Government	2.6
Commercial and broadcasting media, including newspapers, TV, Radio	2.3
Religious groups	2.0
Political Parties	1.7

Trust Ratings (By Age)

-	16-24	25-34	35-44	45-54	55-64	65+
Scientists/ Researchers working for universities or research institutes	3.7	3.7	3.7	3.5	3.6	3.6
Well known scientists	3.6	3.7	3.6	3.5	3.6	3.4
Museums/ Science Centres	3.6	3.4	3.4	3.5	3.4	3.3
Hospitals	3.5	3.2	3.2	3.1	3.4	3.2
Scientists/ Researchers working for government	3.2	2.9	3.2	3.1	3.0	3.1
Scientists/ Researchers working for private companies	3.3	3.0	3.1	2.8	2.9	3.0
NGOs and Citizen Groups	3.0	2.9	2.9	2.9	2.7	2.7
The Government	2.6	2.5	2.5	2.4	2.7	2.7
Commercial and broadcasting media, including newspapers, TV, Radio	2.3	2.2	2.3	2.2	2.1	2.4
Religious groups	1.8	1.7	1.9	2.1	2.0	2.6
Political Parties	1.6	1.7	1.6	1.6	1.7	2.0

Motivators for Trust

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Gender

Female | Male

Age

16-24 | 35-44 | 55-64

25-34 | 45-54 | 65+

Employment

All

Region

All

Education

All

What makes you trust scientific and technological information from one source more than another?

	%	#
Credibility of sources/ Credibility of references	40.8%	163
Reputation of source/ Well-known source	23.5%	94
Unbiased source/ No hidden agenda	16.0%	64
Don't know	13.0%	52
Source of information aligns with my beliefs	6.3%	25
Not politically affiliated	4.5%	18
The main interest of the source	3.3%	13
Background information on source	3.0%	12
Accessibility of information (ex: comes up first on search engine)	2.8%	11
Academic background	2.5%	10
Publication date (recent news)	2.3%	9
If source is not money-driven	1.8%	7
Who is financing the research	1.8%	7
Depends on the source	1.5%	6
The results presented from the source	1.5%	6
Experience of source	1.3%	5
Reliability	1.3%	5
If it is a private entity	0.8%	3
Total	**100.0%**	**400**

Statements on Science 3

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Gender

Female | Male

Age

16-24 | 35-44 | 55-64

25-34 | 45-54 | 65+

Employment

All

Region

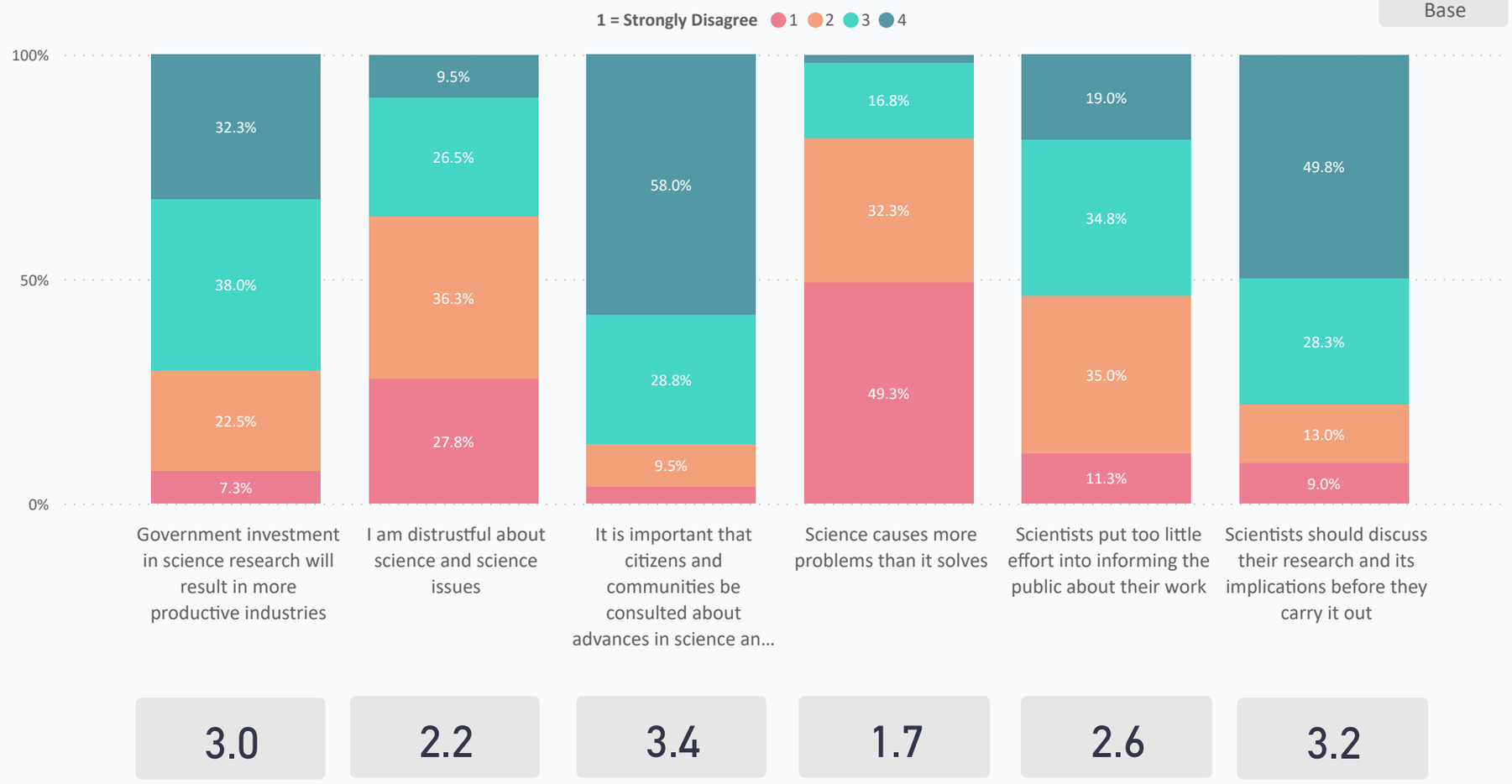
All

Education

All

How much do you agree with the following statements?

400
Base



3.0	2.2	3.4	1.7	2.6	3.2

Statements on Science (By Age)

esprimi

Gender

Female | Male

Age

16-24 | 35-44 | 55-64

25-34 | 45-54 | 65+

Employment

All

Region

All

Education

All

Government investment in science research will result in more productive industries

Age	Mean Score
16-24	3.0
25-34	2.9
35-44	2.9
45-54	3.0
55-64	3.0
65+	3.0

I am distrusful about science and science issues

Age	Mean Score
16-24	1.9
25-34	2.1
35-44	2.0
45-54	2.2
55-64	2.4
65+	2.5

Scientists put too little effort into informing the public about their work

Age	Mean Score
16-24	2.5
25-34	2.4
35-44	2.6
45-54	2.7
55-64	2.6
65+	2.8

It is important that citizens and communities be consulted about advances in science and technology

Age	Mean Score
16-24	3.4
25-34	3.2
35-44	3.3
45-54	3.6
55-64	3.5
65+	3.5

Science causes more problems than it solves

Age	Mean Score
16-24	1.6
25-34	1.7
35-44	1.6
45-54	1.9
55-64	1.7
65+	1.7

Scientists should discuss their research and its implications before they carry it out

Age	Mean Score
16-24	3.1
25-34	2.9
35-44	3.1
45-54	3.2
55-64	3.3
65+	3.4

Influence & Awareness

Gender

Female | Male

Age

16-24 | 35-44 | 55-64

25-34 | 45-54 | 65+

Employment

All

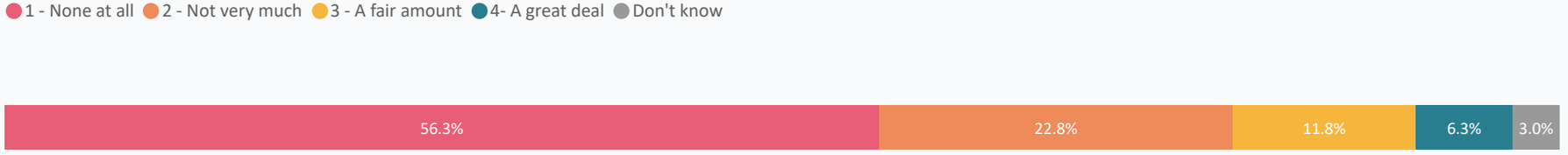
Region

All

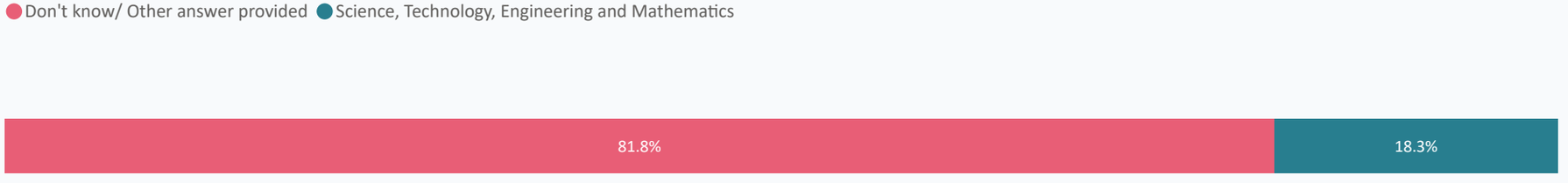
Education

All

How much influence you do you think you currently have on government decisions about laws and scientific issues that are important to you?



Can you tell me what the term STEM stands for?



Key Findings

A majority of **65.8%** of respondents claimed to be to some extent **interested in science**, with males (mean 3.7) indicating a higher level of interest compared to females (mean 3.3). In terms of age one can note that levels of interest were highest for the youngest respondents (mean 4.0) lowest amongst those aged over 65 (mean 3.0). Results also show that **higher education levels are likely to result in greater interest in science**.

Amongst the 120 respondents who indicated having **little to no interest in science said that this was so because they have never had any interest or liking for the subject** (59.2%). The second most frequently mentioned reason was **never having learned or studied any science subjects at school** (18.3%). On the other hand, respondents who indicated interest in science mentioned this was due to their **interest in the subject** (50.4%), and also due to it being **a fundamental part of their line of work** (22.7%). Only 20.% of those interested claimed this was because they learned or studied science subjects at school.

The top three reasons for interested in science are the same for all age groups (except for those between 35-44). The reasons were as follows:

- I always had an interest in science
- I learned/ studied science subjects at school
- It is a fundamental part of my line of work

Respondents aged 35-44 replaced the option of science being a subject that has been learnt at school with science being a part of everyday life.

Respondents having some extent of interest in science were asked to indicate which areas of science are of particular interest. The top three areas of interest: **Natural Sciences** (40.2%), **Medical and Health Sciences** (39.0%), and **Engineering and Technology** (30.7%). Similarly, scientific issues of highest concern amongst respondents are: **Climate Change** (45.8%), **Air Pollution** (41.8%), and Health (34.3%).

The most popular opinions amongst respondents as to what would encourage people, especially youth, to become more interested in science were as follows:

- More exposure to science at school (73.3% of mentions)
- Changes to science curriculum in primary/ secondary schools (57% of mentions)
- Encourage exploration of outdoor spaces/ Spend time in nature (53.8% of mentions)
- Exposure to media about science (50.3% of mentions)
- Cheaper out-of-school science and technology activities (47.3% of mentions)

Key Findings

Despite the majority indicated being interested in science, when answering how well informed they feel they are about science, mean scores across all age groups are less than 3 out of 4, with the lowest score being amongst those over 65 years old (mean 2.4), and the highest score being amongst those aged between 16 and 24 (mean 2.9).

44.8% of respondents have not had a positive experience of education in science related subjects, and 41.2% claimed to be uninterested in science when they were younger. The older respondents were less likely to consider science to be enjoyable and similarly less likely to have had a positive experience of education in science in the past.

All age groups similarly believe that science and technology improve society and similarly most agreed that young people's interest in science is essential for future prosperity, to a lesser extent there was the common belief that science prepares younger generations to act as well-informed citizens.

Respondents are most likely to come across information or news about science and technology when they are not actively looking for it on the Internet (67.3%)- primarily through Facebook (56.3%), Search Engines (31.8%), and News Websites (14.9%). Almost all respondents have access to internet at home (97.3%) and internet on their mobile phone (94.8%).

For those who actively search for information about science and/or technology, reasons majorly include general curiosity/ interest (71.4%) and to keep up with latest news about the subject (30.7%) Respondents are most likely to actively search for information about the subject of interest for information once a week (31.5%) and are most likely to refer to the internet to do so (91.4%). The internet source most sought for information when actively looking is that of Search Engines (74.8%). 27% mentioned that they rarely or never actively search for information about science and/or technology.

From those who have looked for information about science and technology on the internet in the past, 62.8% of them have always found what they were looking for; half of whom indicated that it is sometimes difficult to understand.

71.5% of respondents were not able to mention a Maltese Science Researcher. Temi Zammit (8.5%), Alan Deidun (6.3%), and Charmaine Gauci (2.3%) were the top three mentioned names.

Respondents were presented with a number of statements relating to Science. An average score of 2.5 out of 4 indicates that there could be more information about science coming through the media, moreover, one can note that there is some level of scepticism on how much of the information portrayed within the media is true (mean 2.7). However, regardless of age, respondents showed they believe they would be more interested in science and technology if it were to be discussed in everyday language (mean 3.4).

Most respondents who claimed some level of interest in science have never attended a public meeting, debate, or lecture on a science related project (66.2%), but the majority have accessed the internet on a computer or mobile device to look up information about science, read about science in general, and also watched documentaries several times a week or more often. All respondents were asked to indicate the frequency with which they would visit museums. Amongst respondents aged 45+, there seemed to be an increase in the tendency to never visit museums or to only do so whilst abroad. Respondents aged 25-34 were most likely to visit Museums with 20.2% indicating doing so at least once every 3 months.

Key Findings

Local events most visited and/or heard of by respondents were:

- Events at Esplora Interactive Science Centre (96.4% of mentions)
- Science in the City/ Science in the Citadel Festival (82.1% of mentions)
- Events organised by NGOs (76.4% of mentions)

Primary reasons as to what made respondents attend to science and technology related events were because they like these kinds of events or find them interesting (39.4%) and they visited with friends and family (30.9%). Suggestions made by respondents as to what events or activities relating to the subject could be organised mainly included activities and events relating to nature and the climate as well as space and astronomy, and more hands-on and interactive activities.

61.5% said to have visited the Esplora Interactive Science Centre in Kalkara. The age groups who most visited were those between 34 and 44 years old (75.4%), and those aged between 16 and 24 (73.2%). Respondents who have not visited said it was mostly due to never finding time to go (35.1%) not thinking they'd be interested (24.7%), and thinking its an event mostly catered for children (15.6%)

Political parties are the least trusted source of information about science and technology (mean score of 1.7 out of 4), followed by religious groups (mean 2.0) and commercial media (mean 2.3). The most trusted entities are Scientists/ Researchers working for Universities or Research Institutes (mean 3.6), Well-Known Scientists (mean 3.6), and Museums/ Science Centres (mean 3.4). Respondents would trust one source more than another based on their credibility (40.8%), reputation (23.5%), and being unbiased (16%).

The older respondents appear to be more distrustful about science and science issues when compared to the younger age cohorts. However across all ages respondents disagreed that science causes more problems than it solves. On another note, government investment in science is believed to result in more productive industries.

Most respondents believe they have little to no influence on government decisions about laws and scientific issues that are important to them (79.1%).

Respondents were asked to indicate whether they can correctly mention what the acronym STEM stands for and only 18.3% of respondents correctly did so. This was most likely to be the case amongst the respondents with higher levels of education.