

## **Moon**

**Fieldwork Dates: 7th - 10th May 2021**

**Conducted by YouGov  
On behalf of YG Editorial**

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## **BACKGROUND**

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of individuals who have agreed to take part in surveys. Emails are sent to panelists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please email [realtime.us@yougov.com](mailto:realtime.us@yougov.com) quoting the survey details

## **EDITOR'S NOTES - all press releases should contain the following information**

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1312 adults. Fieldwork was undertaken between 7th - 10th May 2021. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

# YG Editorial Moon

US\_nat Sample: 7th - 10th May 2021



Total	Gender		Age			Northeast
	Male	Female	18-34	35-54	55+	

gotomoon. For the following question, please imagine that you had the opportunity to travel to the Moon, and that your safe return to Earth could be guaranteed. Would you want to go to the Moon?

Unweighted base	1312	616	696	458	311	543	190
<b>Base: All US adults</b>	1312	638	674	438	284	590	189
Yes, I would	50%	58%	42%	67%	48%	38%	48%
No, I would not	42%	34%	49%	26%	39%	54%	46%
Don't know	9%	8%	9%	7%	12%	8%	5%

Region			Race				Education			
Midwest	South	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad

297	486	339	857	180	174	101	491	425	257	139
296	483	344	876	173	148	114	517	428	234	133
50%	49%	51%	49%	41%	54%	62%	44%	55%	53%	52%
43%	42%	37%	44%	44%	33%	30%	44%	38%	43%	43%
7%	8%	12%	7%	14%	13%	7%	13%	7%	4%	6%

**Marital Status**

<b>Married</b>	<b>Civil Partnership</b>	<b>Living together, not married or civil partnership</b>	<b>In a relationship, not living together</b>	<b>NET: In a relationship</b>	<b>Single</b>	<b>Divorced</b>	<b>Widowed</b>	<b>Separated</b>	<b>Other</b>	<b>Prefer not to say</b>
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559	36	90	36	721	356	121	66	14	9	25
538	32	79	27	676	371	136	70	13	12	34
50%	36%	49%	49%	49%	55%	46%	38%	54%	65%	44%
42%	60%	46%	39%	43%	37%	48%	52%	35%	35%	22%
9%	4%	5%	13%	8%	8%	6%	10%	12%	-	35%

Parent or guardian of any children					Income			
Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say

307	418	694	567	51	449	333	347	183
282	432	678	574	60	475	311	322	204
65%	41%	50%	51%	35%	47%	47%	56%	51%
27%	52%	43%	41%	26%	42%	49%	38%	35%
8%	7%	7%	8%	39%	11%	5%	6%	14%