

YouGov Survey Results

Sample Size: 2082 GB Adults
Fieldwork: 13th - 14th May 2024

	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England					
Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South		
Weighted Sample	2082	681	504	177	734	775	1008	1074	219	860	514	489	1187	895	1797	104	181	502	346	252	697	
Unweighted Sample	2082	694	498	168	787	778	956	1126	206	887	541	448	1254	828	1784	114	184	511	353	215	705	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Did you see the Northern Lights / Aurora Borealis in real life last week?

Yes I did	12	10	13	13	12	10	12	11	18	13	12	6	12	11	11	10	18	15	10	7	10
No I did not - I looked for them, but I did not see them	33	34	31	36	35	34	31	34	34	30	30	40	35	30	33	32	27	28	32	36	37
No I did not - I did not look for them	55	55	55	50	52	55	55	54	46	56	57	53	53	58	55	57	55	56	57	56	52
Don't know	1	1	1	1	1	1	1	1	1	1	0	0	1	1	1	1	0	1	1	1	1

You said you saw the Northern Lights / Aurora Borealis last week - was this the first time you had ever seen them in real life?

[Excluding those who did not see them; n=243]

Yes it was	80	77	80	73	75	80	74	86	94	83	78	51	78	82	82	91	60	84	82	100	76
No it was not	19	23	18	27	24	18	24	14	6	14	20	49	20	18	16	9	40	12	18	0	24
Don't know/can't recall	1	0	1	0	1	1	2	0	0	2	1	0	2	1	2	0	0	4	0	0	0

Which of the following, if any, do you want to see in real life (or if you have already seen them, see them again)?

Aurora (i.e. the Northern or Southern lights)

Have not seen - would want to see	66	63	69	69	71	61	61	70	66	67	66	61	68	63	67	65	53	62	68	72	68
Have not seen - don't have a desire to see	9	11	6	2	5	12	10	8	7	7	11	12	8	11	9	11	8	9	10	8	10
Have seen - would want to see again	20	21	21	23	21	19	22	18	24	20	18	20	21	19	19	18	34	21	19	17	18
Have seen - don't have a desire to see again	3	3	2	4	2	3	3	2	0	2	2	5	2	3	2	4	3	3	1	2	3
Don't know	3	2	2	2	1	4	3	2	3	3	3	2	2	3	3	2	2	5	2	2	2

Solar eclipse

Have not seen - would want to see	24	20	27	22	23	19	22	25	46	25	18	16	24	23	24	23	23	25	22	30	21
Have not seen - don't have a desire to see	10	11	10	5	10	10	10	11	8	11	9	13	9	12	10	13	15	12	12	7	8
Have seen - would want to see again	49	51	49	60	55	50	51	47	29	49	55	52	51	46	49	47	49	44	52	51	51
Have seen - don't have a desire to see again	13	15	11	12	10	17	14	12	11	10	16	16	12	14	13	14	10	14	10	9	16
Don't know	4	3	3	2	2	4	3	5	6	5	2	3	3	5	4	3	3	5	4	3	3

Lunar eclipse

Have not seen - would want to see	33	29	36	30	33	27	27	38	51	36	28	23	34	31	33	28	35	33	29	41	31
Have not seen - don't have a desire to see	14	16	12	8	11	14	12	15	10	13	13	18	13	14	13	21	16	14	16	11	12
Have seen - would want to see again	34	35	34	43	38	35	41	28	21	32	41	37	35	33	34	30	33	31	39	31	36
Have seen - don't have a desire to see again	9	9	8	11	8	12	11	7	4	7	11	11	9	8	9	7	6	9	7	9	10
Don't know	11	11	9	7	9	12	9	13	13	12	8	12	9	13	11	15	10	14	8	9	11

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Meteor shower

Have not seen - would want to see	54	51	60	53	55	50	49	58	65	59	46	49	55	53	55	50	49	56	53	62	52
Have not seen - don't have a desire to see	11	13	7	9	9	13	10	12	11	9	11	15	11	12	11	10	14	12	10	11	11
Have seen - would want to see again	26	28	24	32	30	27	32	21	15	24	35	25	26	26	25	31	30	24	28	17	28
Have seen - don't have a desire to see again	3	3	4	2	2	4	5	2	4	2	3	4	3	4	3	4	1	3	4	4	3
Don't know	5	6	4	4	4	6	4	7	5	6	4	6	5	6	5	5	5	5	5	5	6

Have you ever taken a holiday where the primary motivation for going on the holiday was to see a natural phenomenon (e.g. aurora) or natural wonder (e.g. great barrier reef) in that location?

Yes I have	18	17	18	28	21	17	17	19	15	17	18	21	21	14	18	17	16	14	16	24	20
No I have not	79	81	80	71	76	82	80	79	78	80	81	77	76	84	79	77	81	84	81	71	78
Don't know / can't recall	3	2	3	1	3	2	3	2	7	3	1	2	3	3	3	6	3	2	3	5	2

You said in the previous question that you had previously taken holidays where the primary motivation for going on the holiday was to see a natural phenomenon or natural wonder. Please can you tell us which natural phenomenon/wonders you went to see, and in which country/countries that was?

[See Tab 1]

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.