

Ghost Poll
Fieldwork Dates: October 2008

Q1 Do you believe in the following?

Base : All

	TOTAL	REGION											
		London	South East	South West	East Mids	West Mids	Eastern	North East	North West	Yorks & Humb	Wales	Scotland	Northern Ireland
Unweighted Base	2060	372	370	187	161	156	35	145	206	133	89	146	60
Weighted Base	2060	254	270	177	153	188	184	91	233	173	103	175	60
Life after Death	1083	176	141	83	80	97	68	50	111	94	51	94	37
	53%	69%	52%	47%	52%	52%	37%	55%	48%	54%	50%	54%	63%
The human soul	1439	189	196	111	112	122	117	60	166	125	73	127	41
	70%	75%	72%	62%	74%	65%	64%	66%	71%	72%	71%	72%	68%
Heaven	1138	174	140	90	83	100	103	46	121	89	60	89	41
	55%	69%	52%	51%	55%	53%	56%	51%	52%	52%	58%	51%	68%
Astrology/ Horoscopes	450	66	61	36	33	35	30	19	49	42	26	41	12
	22%	26%	23%	20%	22%	19%	16%	21%	21%	24%	25%	24%	20%
Ghosts	797	126	102	64	60	71	54	38	86	83	34	62	18
	39%	50%	38%	36%	39%	38%	30%	41%	37%	48%	33%	35%	31%
Fortune Telling/ Tarot	304	42	35	27	21	25	24	15	27	30	17	32	10
	15%	17%	13%	15%	13%	13%	13%	16%	12%	17%	17%	18%	16%
Reincarnation	555	69	77	30	41	54	46	25	64	52	33	51	14
	27%	27%	28%	17%	27%	29%	25%	27%	28%	30%	32%	29%	23%