

Ghosts & UFOs
Fieldwork Time: 28/08/2013 - 30/08/2013

Conducted by YouGov
On behalf of Association for scientific study of Anomalous Phenomena

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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 UK panel of 350,000+ individuals who have agreed to take part in surveys. Emails are sent to panellists 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 "UK adult population" or a subset such as "UK 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 contact YouGov Plc (+44)(0)207 012 6231 or email omnibus@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 2286 adults. Fieldwork was undertaken between 28th-30th August 2013. The survey was carried out online. The figures have been weighted and are representative of all UK 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 have been italicised.

Association for scientific study of Anomalous Phenomena Ghosts & UFOs

Sample: All adults 18yrs+ UK
Fieldwork: 28th-30th August 2013



Total	Gender		Age					Social Grade	
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

'I believe some people have experienced ghosts (i.e. seen, heard, smelt or otherwise sensed the spirit of a deceased person or animal) : To what extent do you agree or disagree with each of the following statements? (Please tick one option on each row)

Unweighted base	2286	1046	1240	303	333	312	430	908	1318	968
All adults UK	2286	1097	1189	274	413	352	446	800	1257	1029
Strongly disagree	17%	24%	11%	23%	16%	15%	18%	16%	17%	17%
Disagree	10%	13%	7%	12%	8%	7%	11%	11%	10%	10%
Slightly disagree	7%	7%	6%	9%	10%	6%	7%	4%	6%	7%
Slightly agree	18%	16%	20%	13%	15%	26%	18%	19%	19%	17%
Agree	18%	13%	22%	16%	14%	17%	14%	23%	19%	16%
Strongly agree	16%	12%	20%	11%	20%	18%	17%	15%	15%	18%
Not sure	14%	15%	13%	15%	17%	11%	15%	14%	14%	15%

I believe some people have witnessed UFOs (Unidentified Flying Objects) that have an extraterrestrial origin : To what extent do you agree or disagree with each of the following statements? (Please tick one option on each row)

Unweighted base	2286	1046	1240	303	333	312	430	908	1318	968
All adults UK	2286	1097	1189	274	413	352	446	800	1257	1029
Strongly disagree	20%	24%	17%	25%	18%	17%	21%	20%	20%	20%
Disagree	16%	16%	15%	15%	19%	14%	14%	15%	17%	14%
Slightly disagree	9%	8%	10%	13%	10%	8%	8%	7%	9%	8%
Slightly agree	18%	16%	19%	17%	16%	24%	18%	16%	17%	19%
Agree	13%	12%	14%	11%	11%	13%	13%	16%	13%	13%
Strongly agree	7%	7%	8%	3%	6%	11%	8%	8%	7%	8%
Not sure	17%	17%	17%	16%	19%	13%	18%	18%	16%	18%

Cell Contents (Column Percentage)

Region					Working status							Marital Status				
East	London	South	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

214	374	574	108	179	1154	194	1348	141	577	72	148	1110	242	188	75	510
219	293	523	114	199	1220	190	1410	122	527	82	145	1093	229	163	67	525
16%	20%	19%	19%	16%	16%	15%	16%	31%	17%	31%	8%	15%	19%	12%	19%	20%
12%	15%	10%	6%	7%	10%	6%	10%	9%	11%	6%	7%	11%	8%	8%	15%	7%
8%	6%	5%	4%	9%	7%	7%	7%	10%	5%	6%	5%	6%	9%	5%	3%	9%
18%	18%	20%	18%	16%	19%	19%	19%	12%	20%	8%	19%	19%	20%	18%	20%	19%
15%	14%	18%	17%	17%	17%	23%	18%	13%	19%	9%	23%	20%	20%	18%	12%	14%
17%	12%	13%	17%	24%	16%	18%	16%	8%	14%	29%	29%	15%	15%	28%	12%	17%
13%	14%	15%	19%	11%	15%	12%	14%	17%	14%	11%	10%	14%	9%	11%	19%	14%

214	374	574	108	179	1154	194	1348	141	577	72	148	1110	242	188	75	510
219	293	523	114	199	1220	190	1410	122	527	82	145	1093	229	163	67	525
23%	23%	22%	23%	21%	19%	14%	18%	33%	23%	18%	15%	19%	19%	18%	24%	22%
16%	20%	15%	9%	8%	14%	17%	15%	19%	15%	28%	15%	16%	14%	12%	17%	14%
11%	6%	9%	9%	13%	10%	7%	10%	9%	7%	3%	6%	9%	9%	7%	6%	11%
15%	14%	17%	16%	19%	19%	20%	19%	9%	17%	11%	19%	18%	20%	14%	16%	17%
14%	12%	14%	18%	12%	13%	13%	13%	11%	15%	12%	14%	15%	15%	17%	15%	10%
5%	6%	6%	7%	13%	6%	11%	7%	2%	7%	16%	16%	6%	8%	16%	7%	9%
16%	18%	17%	18%	15%	17%	19%	18%	17%	17%	13%	15%	16%	15%	16%	15%	18%

Children in Household						Government Region										
0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland

1700	257	189	57	503	83	82	234	175	159	187	214	374	385	189	108	179
1623	276	229	83	588	75	96	261	206	161	214	219	293	359	164	114	199
17%	17%	14%	22%	17%	14%	16%	12%	20%	14%	16%	16%	20%	17%	24%	19%	16%
10%	10%	12%	2%	10%	9%	9%	9%	13%	6%	6%	12%	15%	9%	12%	6%	7%
6%	7%	6%	10%	7%	7%	7%	8%	9%	4%	7%	8%	6%	7%	1%	4%	9%
20%	14%	14%	27%	16%	12%	18%	18%	16%	23%	18%	18%	18%	20%	19%	18%	16%
17%	19%	24%	13%	20%	18%	22%	19%	16%	24%	19%	15%	14%	19%	16%	17%	17%
16%	17%	14%	15%	16%	19%	17%	17%	14%	19%	22%	17%	12%	13%	14%	17%	24%
13%	15%	16%	12%	15%	22%	12%	18%	13%	11%	12%	13%	14%	15%	15%	19%	11%

1700	257	189	57	503	83	82	234	175	159	187	214	374	385	189	108	179
1623	276	229	83	588	75	96	261	206	161	214	219	293	359	164	114	199
21%	21%	15%	24%	19%	12%	14%	15%	22%	17%	16%	23%	23%	20%	27%	23%	21%
15%	18%	13%	15%	16%	19%	9%	20%	19%	12%	17%	16%	20%	14%	17%	9%	8%
8%	8%	8%	16%	9%	11%	13%	5%	6%	10%	6%	11%	6%	11%	6%	9%	13%
18%	14%	23%	18%	18%	14%	16%	17%	21%	17%	25%	15%	14%	17%	18%	16%	19%
13%	12%	20%	9%	15%	15%	24%	12%	9%	14%	12%	14%	12%	16%	9%	18%	12%
8%	10%	5%	6%	7%	5%	10%	9%	5%	8%	9%	5%	6%	7%	6%	7%	13%
17%	18%	16%	12%	17%	24%	14%	20%	18%	21%	14%	16%	18%	16%	18%	18%	15%

Social Media (monthly or more)				Educational qualification (highest)				
Facebook	LinkedIn	Google+	Twitter	Degree or above	GCSE or equivalent	A-level or equivalent	Other	No qualifications

1357	306	117	497	1009	321	360	400	123
1404	256	117	497	862	368	395	439	150
16%	24%	13%	18%	19%	14%	21%	12%	18%
10%	15%	14%	12%	12%	8%	9%	10%	6%
7%	5%	7%	6%	7%	6%	6%	7%	5%
19%	17%	12%	18%	19%	18%	16%	20%	16%
16%	11%	21%	16%	16%	23%	17%	18%	15%
18%	15%	24%	18%	13%	18%	17%	19%	26%
14%	14%	9%	12%	14%	12%	13%	14%	15%

1357	306	117	497	1009	321	360	400	123
1404	256	117	497	862	368	395	439	150
19%	25%	18%	20%	23%	18%	23%	14%	23%
16%	21%	15%	17%	19%	12%	18%	14%	7%
8%	11%	9%	9%	9%	6%	9%	10%	6%
18%	14%	13%	15%	16%	20%	17%	20%	15%
14%	9%	28%	17%	12%	16%	12%	15%	13%
7%	7%	8%	7%	6%	9%	6%	9%	15%
17%	13%	8%	15%	15%	19%	16%	19%	22%