

CANADIAN PRESS / LEGER MARKETING

**How Canadians View
Paranormal Phenomena
in this Halloween Season**

Report



1.0 Research Findings

- Canadians claim to have seen ghosts, witches, aliens and angels.

Have you ever seen ...?

n=1504	YES	NO	DNK/REFUSAL
... A GHOST	6.3%	93.0%	0.6%
... AN ANGEL	5.8%	93.2%	1.1%
... A WITCH	4.4%	95.3%	0.3%
... AN ALIEN	1.0%	98.6%	0.4%

- A majority of Canadians believe in angels.

Do you believe in...?

n=1504	YES
... ANGELS	57.1%
... ALIENS	31.5%
... GHOSTS	30.2%
... REINCARNATION	30.1%
... WITCHES	15.2%
... NONE OF THE ABOVE	24.8%
Don't know / Refusal	1.6%

- One Canadian women out of ten claims to have previously contacted the dead.

Have you ever attempted to communicate with a deceased person? If SO: Did you succeed?

	NO, never attempted it	YES and succeeded	NO did not succeed	DNK/REFUSAL
n= 775 women	79.8%	10.5%	7.4%	2.2%
n= 729 men	88.6%	4.5%	6.0%	0.8%
n (total)= 1504	84.1%	7.6%	6.8%	1.5%

- Life after death exists, say Canadians.

Do you believe in life after death?

n=1504	YES	NO	DNK/REFUSAL
	57.4%	32.3%	10.2%

2.0 Results

2.1 Canadians Claim to Have Seen Ghosts, Witches, Aliens and Angels

In this Halloween season, 6.3% of the Canadian population claims to have already seen a ghost, 5.8% mentioned having already seen an angel, 4.4% a witch and 1.0% an alien.

10.4% of British Columbians, 9.7% of individuals aged between 35 and 44, 7.8% of women and 9.4% of homemakers are those who claim to have seen a ghost.

9.7% of Albertans, 7.8% of women, 9.2% of labourers and 9.5% of homemakers are those who claim to have already seen an angel.

9.8% of British Columbians, 8.2% of Albertans, 6.4% of University-educated Canadians and 5.5% of the active population claim to have already seen a witch.

In terms of aliens, 1.6% of men claim to have already seen such a being while only 0.4% of women claim to have witnessed this type of phenomena.

Q1 Have you ever seen ...? n=1504	...A GHOST	...AN ANGEL	...A WITCH	...AN ALIEN
Atlantic provinces	4.8%	2.1%	4.1%	0.9%
Quebec	3.2%	2.8%	1.4%	1.4%
Ontario	6.8%	6.9%	3.7%	0.9%
Prairies	7.7%	6.1%	3.7%	1.9%
Alberta	7.1%	9.7%	8.2%	1.0%
British Columbia	10.4%	7.0%	9.8%	0.0%
Canada	6.3%	5.8%	4.4%	1.0%

2.2 A Majority of Canadians Believe in Angels

57.1% of Canadians believe in angels while 31.5% believe in aliens, 30.5% in ghosts, 30.1% in reincarnation and 15.2% in witches. 24.8% of Canadians do not believe in any of these phenomena.

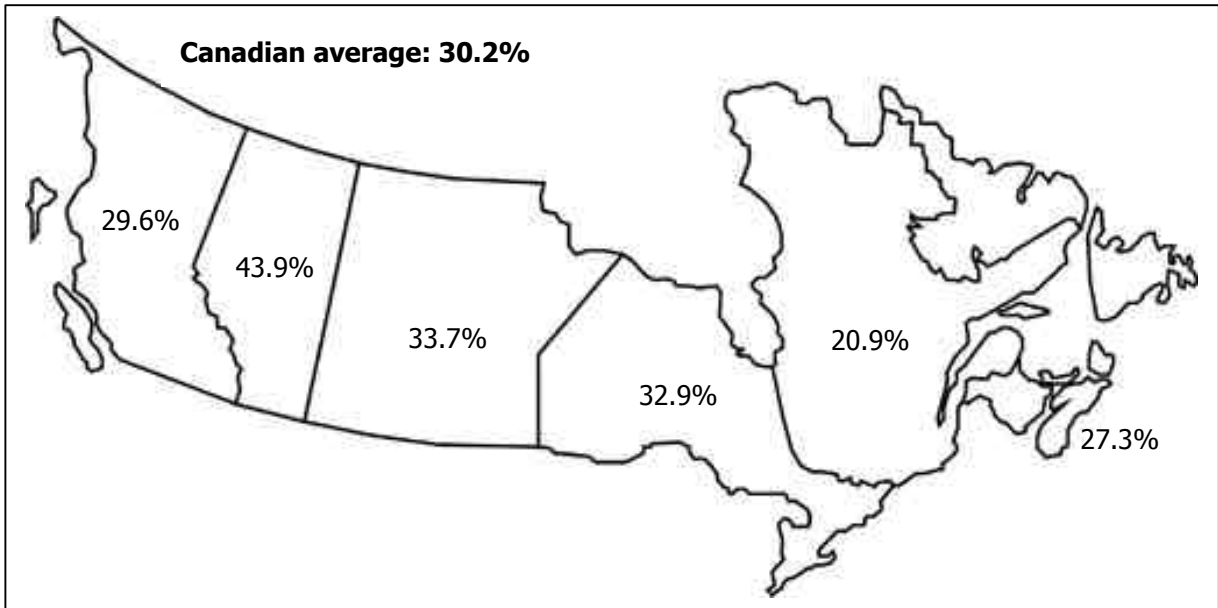
68.0% of women believe in angels versus 45.6% of men. 37.2% of men believe in aliens versus 26.0% of women. 34.8% of women mentioned believing in ghosts versus 25.3% of men. 36.4% of women believe in reincarnation versus 23.4% of men and 16.8% of women believe in witches versus 13.5% of men. Finally, 30.8% of men do not believe in any of these phenomena versus 19.2% of women.

Among the 18-to-24-age group, 50.5% believe in ghosts, 47.4% in aliens and 21.7% in witches while 37.7% of those aged 25 to 34 believe in reincarnation, 19.1% of those 35 to 44 believe in witches and 32.6% of those 55 years old or over do not believe in any of these phenomena.

43.9% of Albertans believe in ghosts and 40.7% believe in aliens while 23.4% of British Columbians believe in witches and 66.1% of Prairie residents believe in angels.

Q3 Do you believe in... ? n=1504	...reincarnation	...ghosts	...witches	...aliens	...angels	None of the above
Men	23.4%	25.3%	13.5%	37.2%	45.6%	30.8%
Women	36.4%	34.8%	16.8%	26.0%	68.0%	19.2%
18-24 years old	34.4%	50.5%	21.7%	47.4%	60.1%	13.6%
25-34 years old	37.7%	38.1%	15.5%	34.4%	60.8%	20.2%
Atlantic provinces	35.2%	27.3%	13.5%	24.3%	54.4%	24.4%
Quebec	33.1%	20.9%	9.0%	34.2%	55.8%	25.3%
Ontario	27.7%	32.9%	14.1%	27.1%	56.3%	26.3%
Prairies	29.4%	33.7%	19.6%	33.0%	66.1%	22.9%
Alberta	31.8%	43.9%	22.6%	40.7%	65.2%	19.6%
British Columbia	27.3%	29.6%	23.4%	36.1%	52.8%	24.9%
Canada	30.1%	30.2%	15.2%	31.5%	57.1%	24.8%

Percentage of Canadians who believe in ghosts



2.3 One in Ten Canadian Women Have Attempted to Communicate with the Next World

In fact, 7.6% of the Canadian population admits to having attempted to contact the deceased but 10.5% of Canadian women claim to have previously done so versus 4.5% of men.

We note that 14.4% of Canadians admit to having attempted to contact a deceased person while 84.1% have never done so.

19.2% of Quebecers, 20.6% of those aged 18 to 24, 21.1% of Francophones and 18.3% of homemakers claim to have tried to communicate with the deceased.

Have you ever attempted to communicate with a deceased person? If SO: Did you succeed?

n =1504	NO, never attempted it	YES and succeeded	NO, did not succeed	DNK/REFUSAL
Atlantic provinces	87.1%	7.9%	5.0%	0.0%
Quebec	79.4%	9.5%	9.7%	1.3%
Ontario	85.4%	7.1%	5.7%	1.9%
Prairies	87.1%	5.4%	4.7%	2.8%
Alberta	84.7%	8.5%	6.1%	0.7%
British Columbia	84.9%	6.1%	7.0%	1.9%
Canada	84.1%	7.6%	6.8%	1.5%

2.4 Life After Death Exists, Say Canadians

57.4% of the population in Canada believes in life after death while 32.3% does not and 9.2% does not know. 63.8% of women believe in life after death along with 63.1% of those 25 to 34 and 66.0% of homemakers.

Q5 Do you believe in life after death? n=1504	YES	NO	DNK/Refusal
Atlantic provinces	59.8%	28.8%	11.5%
Quebec	54.0%	36.7%	9.4%
Ontario	59.6%	30.8%	9.6%
Prairies	59.6%	28.3%	12.1%
Alberta	60.0%	28.0%	11.9%
British Columbia	53.3%	36.0%	10.7%
Canada	57.4%	32.3%	10.2%

3.0 Methodology

This study was conducted by Leger Marketing through telephone interviews among a representative sample of 1506 English- or French-speaking Canadians, 18 years of age or older.

The interviews were conducted from our Montreal call centre between September 18 and September 23, 2001. Up to ten recalls were made in the case of non-response.

Using data from Statistics Canada, the results were weighted according to geographic location, gender and language spoken at home to ensure a sample representative of the entire Canadian adult population. In the end, the maximum margin of error obtained for a sample of 1506 respondents is of $\pm 2.6\%$, 19 times out of 20.