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

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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 | 20% | 24% | 17% | 25% | 18% | 17% | 21% | 20% | 20% | 20% |
| Disagree | 16% | 16% | 15% | 15% | 13% | 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% | 16% | 13% | 18% | 18% | 16% | 18% |

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<p>| 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% |
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