

Do you believe in ghosts or supernatural beings?

	Total	GENDER		AGE				EDUCATION				GENERATION			
		Male	Female	18-34	35-54	55+	25-54	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	1001	489	512	211	405	385	557	51	166	399	385	51	263	320	367
Base: All Respondents (wtd)	1001	489	512	281	346	373	532	146	276	335	243	88	281	276	356
Yes	459	208	251	142	192	125	286	87	129	146	96	43	145	152	119
	46%	42%	49%	51%	55%	33%	54%	59%	47%	44%	39%	49%	52%	55%	33%
No	343	202	141	93	83	166	143	37	92	117	96	31	92	60	160
	34%	41%	28%	33%	24%	45%	27%	25%	33%	35%	39%	35%	33%	22%	45%
Not sure	200	80	120	46	72	82	103	22	54	71	52	15	44	64	77
	20%	16%	23%	16%	21%	22%	19%	15%	20%	21%	21%	17%	16%	23%	22%
Sigma	1001	489	512	281	346	373	532	146	276	335	243	88	281	276	356
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F,G/H/I/J,K/L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F,G/H/I/J,K/L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

Have you ever stayed in a haunted hotel, motel, inn or rental?

	Total	GENDER		AGE				EDUCATION				GENERATION			
		Male	Female	18-34	35-54	55+	25-54	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	1001	489	512	211	405	385	557	51	166	399	385	51	263	320	367
Base: All Respondents (wtd)	1001	489	512	281	346	373	532	146	276	335	243	88	281	276	356
Yes (Net)	130	90	40	62	47	21	88	19	33	44	35	18	58	35	19
	13%	18%	8%	22%	14%	6%	17%	13%	12%	13%	14%	20%	21%	13%	5%
		B		DE	E			*				N*	MN	N	
Yes, once	89	61	28	40	33	16	62	13	20	29	26	9	40	25	14
	9%	13%	5%	14%	10%	4%	12%	9%	7%	9%	11%	10%	14%	9%	4%
		B		E	E			*				*	N	N	
Yes, more than once	41	29	12	23	14	4	27	5	13	14	9	9	17	10	4
	4%	6%	2%	8%	4%	1%	5%	4%	5%	4%	4%	10%	6%	4%	1%
		B		E	E			*				N*	N		
No, never	871	399	472	219	299	353	444	127	244	292	208	70	223	241	338
	87%	82%	92%	78%	86%	94%	83%	87%	88%	87%	86%	80%	79%	87%	95%
			A		C	CD		*				*		L	KLM
Sigma	1001	489	512	281	346	373	532	146	276	335	243	88	281	276	356
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

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Columns Tested (5%): A/B,C/D/E,F,G/H/I/J,K/L/M/N

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- Column Means:

Columns Tested (5%): A/B,C/D/E,F,G/H/I/J,K/L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

Have you ever had a spooky paranormal experience at a haunted hotel, motel, inn or rental?

	Total	GENDER		AGE				EDUCATION				GENERATION			
		Male	Female	18-34	35-54	55+	25-54	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Answering (unwtd)	128	90	38	50	58	20	92	7	18	49	54	13	53	43	19
Base: All Answering (wtd)	130	90	40	62	47	21	88	19	33	44	35	18	58	35	19
Yes	58	45	13	25	24	8	42			26	18		28	16	
	45%	49%	33%	41%	51%	41%	47%			60%	50%		48%	45%	
No	72	46	26	37	23	12	47			17	17		30	19	
	55%	51%	67%	59%	49%	59%	53%			40%	50%		52%	55%	
Sigma	130	90	40	62	47	21	88			44	35		58	35	
	100%	100%	100%	100%	100%	100%	100%			100%	100%		100%	100%	

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F,G/H/I/J,K/L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F,G/H/I/J,K/L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

If you had the chance would you want to stay in a haunted hotel, motel, inn or rental ...?

	Total	GENDER		AGE				EDUCATION				GENERATION			
		Male	Female	18-34	35-54	55+	25-54	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	1001	489	512	211	405	385	557	51	166	399	385	51	263	320	367
Base: All Respondents (wtd)	1001	489	512	281	346	373	532	146	276	335	243	88	281	276	356
Yes, absolutely	206 21%	118 24%	88 17%	73 26%	86 25%	47 13%	137 26%	52 35%	50 18%	64 19%	40 17%	21 24%	73 26%	72 26%	40 11%
Maybe	410 41%	217 44%	193 38%	115 41%	137 40%	157 42%	210 40%	36 25%	123 45%	142 42%	108 45%	38 43%	108 39%	113 41%	151 42%
No, absolutely not	385 38%	155 32%	230 45%	93 33%	123 36%	169 45%	185 35%	59 40%	103 37%	129 38%	94 39%	29 33%	99 35%	92 33%	165 46%
Sigma	1001 100%	489 100%	512 100%	281 100%	346 100%	373 100%	532 100%	146 100%	276 100%	335 100%	243 100%	88 100%	281 100%	276 100%	356 100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F,G/H/I/J,K/L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F,G/H/I/J,K/L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

Have you ever used or participated in any of the following?

	Total	GENDER		AGE				EDUCATION				GENERATION			
		Male	Female	18-34	35-54	55+	25-54	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	1001	489	512	211	405	385	557	51	166	399	385	51	263	320	367
Base: All Respondents (wtd)	1001	489	512	281	346	373	532	146	276	335	243	88	281	276	356
Ouija board	317 32%	133 27%	184 36%	60 21%	124 36%	133 36%	173 32%	49 34%	88 32%	105 31%	75 31%	10 12%	85 30%	91 33%	131 37%
			A		C	C		*				*	K	K	K
Psychic	197 20%	60 12%	137 27%	38 13%	85 24%	75 20%	110 21%	14 9%	52 19%	81 24%	50 21%	11 12%	45 16%	71 26%	71 20%
			A		C			*		G	G	*		L	
Medium	114 11%	43 9%	71 14%	23 8%	44 13%	46 12%	60 11%	5 3%	31 11%	48 14%	30 12%	6 7%	28 10%	38 14%	41 12%
			A					*		G	G	*			
Seance	42 4%	29 6%	13 3%	18 6%	14 4%	10 3%	31 6%	3 2%	17 6%	15 4%	7 3%	1 2%	18 6%	13 5%	10 3%
			B					*				*			
No, never used /participated in any of these	549 55%	297 61%	252 49%	181 64%	170 49%	198 53%	281 53%	94 64%	151 55%	169 50%	134 55%	64 73%	158 56%	137 50%	189 53%
			B		DE			*				LMN*			
Sigma	1219 122%	563 115%	656 128%	320 114%	437 126%	463 124%	655 123%	165 113%	339 123%	418 125%	297 122%	93 106%	334 119%	350 127%	442 124%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F,G/H/I/J,K/L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F,G/H/I/J,K/L/M/N

Minimum Base: 30 (**), Small Base: 100 (*)

Which personality's ghost who died in a hotel would you most like to encounter?

	Total	GENDER		AGE				EDUCATION				GENERATION			
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		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	1001	489	512	211	405	385	557	51	166	399	385	51	263	320	367
Base: All Respondents (wtd)	1001	489	512	281	346	373	532	146	276	335	243	88	281	276	356
Janis Joplin	97	40	56	20	34	43	51	11	37	35	14	2	26	27	42
	10%	8%	11%	7%	10%	11%	10%	8%	13%	10%	6%	2%	9%	10%	12%
								*	J	J		*			K
Coco Chanel	72	19	53	30	24	18	43	-	19	23	29	10	29	16	16
	7%	4%	10%	11%	7%	5%	8%	-	7%	7%	12%	12%	10%	6%	4%
			A	E				*	G	G	GI	*	N		
Jimi Hendrix	118	73	45	46	50	22	83	25	31	38	24	13	52	33	20
	12%	15%	9%	16%	15%	6%	16%	17%	11%	11%	10%	14%	18%	12%	6%
		B		E	E			*				*	N	N	
John Candy	267	149	118	33	104	129	130	40	60	104	63	6	46	92	123
	27%	30%	23%	12%	30%	35%	24%	28%	22%	31%	26%	7%	16%	33%	34%
		B		C	C			*		H		*		KL	KL
Margaret Thatcher	59	36	24	19	16	25	24	7	12	14	26	10	11	13	25
	6%	7%	5%	7%	5%	7%	5%	5%	5%	4%	11%	11%	4%	5%	7%
								*			HI	*			
Other	388	173	215	134	118	136	200	63	117	121	87	48	116	94	131
	39%	35%	42%	47%	34%	37%	38%	43%	42%	36%	36%	54%	41%	34%	37%
				DE				*				MN*			
Sigma	1001	489	512	281	346	373	532	146	276	335	243	88	281	276	356
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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