

Do you believe in ghosts or supernatural beings?

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1001	129	109	81	373	218	91	259	166	242	215	215	786
Base: All Respondents (wtd)	1001	134	113	62	385	239	67	313	176	211	173	201	800
Yes	459	52	65	30	163	114	34	162	86	86	82	116	343
	46%	39%	57%	49%	42%	48%	50%	52%	49%	41%	48%	58%	43%
No			AD*	*			*	I				L	
	343	55	30	18	139	78	23	88	59	77	69	54	288
	34%	41%	27%	29%	36%	33%	34%	28%	33%	37%	40%	27%	36%
Not sure			*	*			*				G		K
	200	27	18	14	83	47	11	64	31	48	22	30	169
	20%	20%	16%	23%	22%	20%	16%	20%	18%	23%	13%	15%	21%
Sigma			*	*			*			J			
	1001	134	113	62	385	239	67	313	176	211	173	201	800
	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

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

- Column Means:

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

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

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

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1001	129	109	81	373	218	91	259	166	242	215	215	786
Base: All Respondents (wtd)	1001	134	113	62	385	239	67	313	176	211	173	201	800
Yes (Net)	130	19	22	9	50	23	6	38	29	27	29	51	79
	13%	14%	20%	15%	13%	10%	9%	12%	16%	13%	17%	25%	10%
Yes, once			E*	*			*					L	
	89	17	12	6	37	14	4	29	19	19	17	34	56
	9%	12%	10%	10%	10%	6%	5%	9%	11%	9%	10%	17%	7%
Yes, more than once			*	*			*					L	
	41	3	11	3	13	9	3	9	10	7	12	17	24
	4%	2%	10%	5%	3%	4%	4%	3%	6%	4%	7%	9%	3%
No, never			AD*	*			*					L	
	871	115	91	53	335	216	61	275	147	185	144	150	721
	87%	86%	80%	85%	87%	90%	91%	88%	84%	87%	83%	75%	90%
Sigma			*	*		B	*						K
	1001	134	113	62	385	239	67	313	176	211	173	201	800
	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

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

- Column Means:

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

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

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

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Answering (unwtd)	128	17	22	10	49	23	7	29	28	30	33	49	79
Base: All Answering (wtd)	130	19	22	9	50	23	6	38	29	27	29	51	79
Yes	58				26					12	14	25	32
	45%				52%					46%	47%	50%	41%
No	72				24					14	16	25	47
	55%				48%					54%	53%	50%	59%
Sigma	130				50					27	29	51	79
	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

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

- Column Means:

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

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	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1001	129	109	81	373	218	91	259	166	242	215	215	786
Base: All Respondents (wtd)	1001	134	113	62	385	239	67	313	176	211	173	201	800
Yes, absolutely	206	22	30	15	75	47	16	71	45	34	39	58	148
	21%	17%	27%	25%	20%	20%	23%	23%	26%	16%	23%	29%	18%
Maybe		*	*				*		I			L	
	410	62	45	28	162	91	22	136	61	97	70	69	341
	41%	46%	39%	45%	42%	38%	33%	43%	35%	46%	40%	34%	43%
No, absolutely not		*	*				*		H				
	385	50	38	19	148	101	29	106	70	80	64	73	312
	38%	37%	34%	30%	38%	42%	44%	34%	40%	38%	37%	37%	39%
Sigma		*	*				*						
	1001	134	113	62	385	239	67	313	176	211	173	201	800
	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

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

- Column Means:

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

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

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

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1001	129	109	81	373	218	91	259	166	242	215	215	786
Base: All Respondents (wtd)	1001	134	113	62	385	239	67	313	176	211	173	201	800
Ouija board	317 32%	45 33%	34 30%	23 37%	143 37%	53 22%	19 29%	89 29%	51 29%	69 33%	66 38%	65 32%	252 31%
Psychic	197 20%	24 18%	20 17%	13 21%	85 22%	41 17%	14 21%	59 19%	41 24%	34 16%	38 22%	51 25%	146 18%
Medium	114 11%	14 10%	8 7%	7 11%	50 13%	24 10%	10 15%	30 9%	25 14%	24 11%	19 11%	23 11%	92 11%
Seance	42 4%	3 2%	5 5%	3 4%	18 5%	13 5%	1 2%	17 5%	7 4%	10 5%	7 4%	4 2%	38 5%
No, never used /participated in any of these	549 55%	81 60%	66 59%	31 50%	184 48%	153 64%	34 51%	186 60%	92 52%	113 53%	87 50%	100 50%	449 56%
Sigma	1219 122%	166 124%	133 118%	77 123%	479 124%	284 119%	79 118%	382 122%	216 123%	251 119%	217 125%	242 121%	977 122%

Statistics:

Overlap formulae used

- Column Proportions:

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

- Column Means:

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

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

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

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		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1001	129	109	81	373	218	91	259	166	242	215	215	786
Base: All Respondents (wtd)	1001	134	113	62	385	239	67	313	176	211	173	201	800
Janis Joplin	97	23	7	5	31	20	11	27	20	24	16	21	76
	10%	17%	6%	8%	8%	8%	16%	9%	11%	12%	9%	10%	9%
		BDE	*	*			BD*						
Coco Chanel	72	5	12	3	28	22	2	18	10	22	15	23	49
	7%	4%	11%	4%	7%	9%	4%	6%	5%	10%	9%	11%	6%
			*	*			*					L	
Jimi Hendrix	118	12	13	8	49	30	6	40	25	23	14	25	93
	12%	9%	12%	12%	13%	13%	8%	13%	14%	11%	8%	12%	12%
			*	*			*						
John Candy	267	37	27	20	143	22	17	78	45	65	44	45	222
	27%	28%	24%	32%	37%	9%	26%	25%	26%	31%	26%	22%	28%
		E	E*	E*	BE		E*						
Margaret Thatcher	59	11	6	7	20	12	4	15	13	11	15	8	52
	6%	8%	5%	11%	5%	5%	6%	5%	7%	5%	9%	4%	6%
			*	*			*						
Other	388	46	48	20	114	133	27	134	63	66	69	79	309
	39%	34%	42%	33%	30%	56%	40%	43%	36%	31%	40%	39%	39%
			D*	*		ABCDF	*	I					
Sigma	1001	134	113	62	385	239	67	313	176	211	173	201	800
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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- Column Means:

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