
THE NATIONAL ANGUS REID/SOUTHAM NEWS POLL

- CANADIANS' STATED BELIEF IN "GHOSTS" -



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Public Release Date: Thursday, October 31, 1996

This National Angus Reid/Southam News Poll was conducted by telephone between October 22nd and 28th, 1996 among a representative cross-section of 1502 Canadian adults.

The actual number of completed interviews in each region was as follows: B.C. - 200; Alberta - 135; Manitoba/Saskatchewan - 121; Ontario - 526; Quebec - 400; Atlantic - 120. These data were statistically weighted to ensure the sample's regional and age/sex composition reflects that of the actual Canadian population according to the 1991 Census data.

With a national sample of 1502, one can say with 95 percent certainty that the results are within ± 2.5 percentage points of what they would have been had the entire adult Canadian population been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population.

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With Halloween approaching, the National Angus Reid/Southam News Poll, conducted between October 22nd and 28th among a representative cross-section of 1502 Canadians, asked surveyed Canadians the following question: "Halloween is just around the corner and that sometimes leads people to discuss different issues, such as: Do you believe in ghosts?" In response to that broad query, one in four (25%) surveyed Canadians said "yes" while three in four (73%) said they do not believe in ghosts.

Some differences emerge along regional lines, with Quebecers (13%) less than half as likely as residents of English-speaking regions to state a belief in ghosts. Belief in ghosts also appears to be more prevalent among younger Canadians. One in three (35%) survey respondents aged 18 to 34 said they believe in ghosts, a figure that declines with age to just one in ten (11%) of their older (55+) counterparts.

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