

# YouGov Survey Results

## Life After Death



Prepared for ITV's *This Morning*

Sample Size: 2116  
Fieldwork: 8-11 October 2004

		%	Gender	
		Total	Male	Female
		%	%	%
Do you believe in life after death?				
	Yes, do believe	44	29	57
	No, do not believe	31	44	19
	Don't know	26	27	24
Do you believe mediums can make contact with the dead?				
	Yes, some mediums can	33	19	47
	No, they cannot	45	62	29
	Don't know	22	19	24
Do you believe in ghosts?				
	Yes, do believe	41	28	52
	No, do not believe	37	52	24
	Don't know	22	20	24
Have you personally seen a ghost?				
	Yes, I have	13	8	18
	No, I have not	73	81	66
	Not sure	14	12	16
If distressed, which of these would you be most likely to seek help from?				
	Family and friends	79	78	81
	Medical professional, such as a doctor or a therapist	11	13	9
	A Religious figure	2	3	2
	A psychic such as a medium, clairvoyant or astrologer	2	0	4
	An angel	1	0	1
	Don't know	4	6	3
Have you ever consulted a psychic or medium?				
	No, never	76	90	64
	Yes, but only for fun	12	6	17
	Yes, once or twice, and not just for fun	6	2	9
	Yes, more than twice, and not just for fun	6	2	10
Do you believe in angels?				
	Yes, do believe	31	18	43
	No, do not believe	42	57	29
	Don't know	26	25	28
Have you ever felt you have been helped by an angel?				
	Yes I have	17	9	24
	No I have not	61	72	51
	Not sure	22	19	25
Do you believe in re-incarnation (people with past lives being born again)?				
	Yes, do believe	29	18	39
	No, do not believe	41	55	28
	Don't know	30	27	32

