

CANADIAN PRESS / LEGER MARKETING

How Canadians Feel About the Occult

Report



1.0 Study Highlights

- Four out of ten Canadians believe some people can predict the future.

Question : *Do you think that some people have special abilities that allow them to foretell the future?*

n=1501	YES	NO	Don't know
Canada	40%	54%	6%

- Three out of ten people have gone to see a practitioner of the occult.

Question : *Have you ever consulted... ?*

n=1501	TOTAL
... a card reader	19%
... a fortune teller	17%
... an astrologer	9%
... a medium	8%
... No, none	69%

Note : *The vertical total exceeds 100% since several positive answers were possible.*

- The predictions are not always conclusive.

Question : *Overall, did the predictions come true?*

n=465, those who had previously consulted	YES, completely	YES, partly	NO	Don't know
	15%	40%	38%	7%

- People consult out of curiosity and for amusement.

Question : *Why do you consult one... ?*

n=465, those who had previously consulted	
... for fun	47%
... out of curiosity	39%
... to deal with certain concerns	5%
... to make decisions	2%
Other	5%
Do not know	1%

- Nearly one out of ten Canadians believes in the daily horoscope that appears in the media.

Question : *Do you believe in the daily horoscope that appears in the media?*

n=1501	YES	NO	Don't know
	9%	89%	2%

2. Results

2.1 Four out of ten Canadians believe some people can predict the future

40% of Canadians believe that some people have special gifts that allow them to foretell the future, compared to 54% who don't believe in such powers.

Women (46%) are more likely than men (33%) to believe in such gifts.

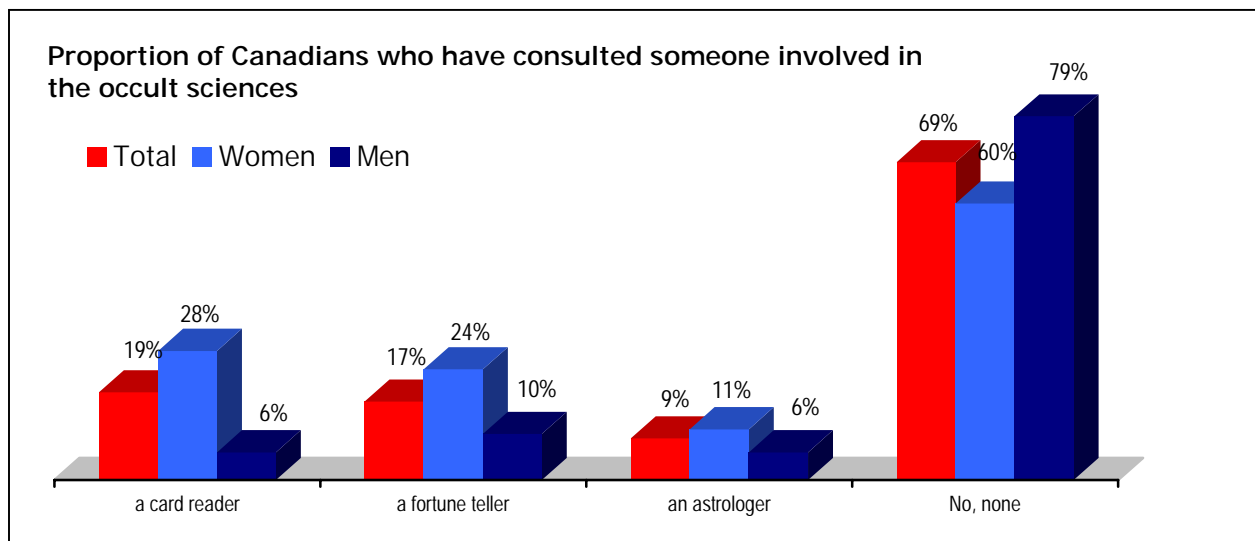
Question : *Do you think some people have special abilities that allow them to foretell the future?*

n=1501	YES	NO	Don't know
Men	33%	61%	6%
Women	46%	48%	5%
Atlantic Provinces	39%	54%	7%
Quebec	28%	70%	2%
Ontario	44%	48%	8%
Prairies	46%	47%	7%
Alberta	45%	50%	5%
British Columbia	45%	49%	5%
Canada	40%	54%	6%

2.2 Three out of ten people have gone to see someone who practices the occult

30% of Canadians have been to see a card reader (19%), a fortune teller (17%), an astrologer (9%) or a medium (8%).

More women (40%) than men (20%) go for consultations. 28% of women have seen a card reader, 24% a fortune teller, 11% an astrologer and 10% a medium.



Question : *Have you ever consulted... ?*

n=1501	TOTAL	Women	Men
... a card reader	19%	28%	11%
... a fortune teller	17%	24%	10%
... an astrologer	9%	11%	6%
... a medium	8%	10%	5%
... No, none	69%	60%	79%
Don't know / Can't recall	0%	0%	1%

Note : *The vertical total exceeds 100%, since several positive answers were possible.*

2.3 The predictions are not always conclusive

15% of those who have consulted say the predictions they received came completely true, 40% say partly true and 38% say none of it came true.

In terms of total accuracy, mediums (22%) received the highest score, fortune tellers (17%) were next, and astrologers and card readers were last with 15%.

As far as false predictions are concerned, card readers came in first with 37%, followed by fortune tellers with 35%, astrologers with 29% and mediums with 24%.

Question : Overall, did the predictions come true?

	YES, Completely	YES, partly	NO	Don't know
Have consulted a medium	22%	51%	24%	3%
Have consulted a fortune teller	17%	44%	35%	3%
Have consulted a card reader	15%	42%	37%	7%
Have consulted an astrologer	15%	50%	29%	5%
Total	15%	40%	38%	7%

2.4 People consult out of curiosity and for amusement

If we are to believe 86% of those who have gone for a consultation, they have done so either for amusement (47%) or out of curiosity (39%). However, 5% did go to deal with certain concerns and 2% to make decisions.

All of the Canadians who consulted in order to make decisions received predictions that came completely or partly true. However, only 82% of those who wanted to deal with a concern received predictions that came completely or partly true.

55% of those who consulted out of curiosity and 50% of those who went for fun received predictions that were completely or partly true.

Question : *Why do you consult one?*

n=465, those who had previously consulted		
... for fun	47%	} 86%
... out of curiosity	39%	
... to deal with certain concerns	5%	
... to make decisions	2%	
Other	5%	
Don't know	1%	

2.5 Nearly one out of ten Canadians believes in the daily horoscope

9% of Canadians believe in the daily horoscopes published in the media, whereas 89% do not believe in them and 2% don't know.

18-24 year olds (17%) and allophones (15%) are the ones who believe the most in daily horoscopes.

Question : *Do you believe in the daily horoscope that appears in the media?*

n=1501	YES	NO	Don't know
18-24 years old	17%	80%	2%
25-34 years old	11%	88%	2%
35-44 years old	9%	90%	1%
45-54 years old	5%	93%	2%
55-64 years old	5%	93%	2%
65 years and over	7%	90%	3%
Canada	9%	89%	2%

17% of Canadians believe that the position of the stars and the planets at the time of their birth has a positive effect on their life, while 2% believe it has a negative effect. However, 69% believe the position of astral bodies has no effect on their lives and 12% could not form an opinion.

Question : *Do you believe the position of the stars and the planets when you were born had a POSITIVE EFFECT, A NEGATIVE EFFECT or NO EFFECT AT ALL on your life ?*

n=1501	TOTAL	Women	Men
... Positive effect	17%	20%	14%
... Negative effect	2%	2%	1%
... No effect	69%	63%	75%
Don't know	12%	14%	10%

3.0 Methodology

This study was conducted by Leger Marketing through telephone interviews among a representative sample of 1501 English- or French-speaking Canadians, 18 years of age or older.

The interviews were conducted from our Montreal and Winnipeg call centres between October 3 and October 6, 2002. Up to ten call-backs were made in the case of non-response.

Using data from Statistics Canada, the results were weighted according to geographic location, gender and language spoken at home to ensure a sample representative of the entire Canadian adult population. In the end, the maximum margin of error obtained for a sample of 1501 respondents is of ± 2.5 , 19 times out of 20.