

# What do New Zealanders believe?

Part 1: December 2011



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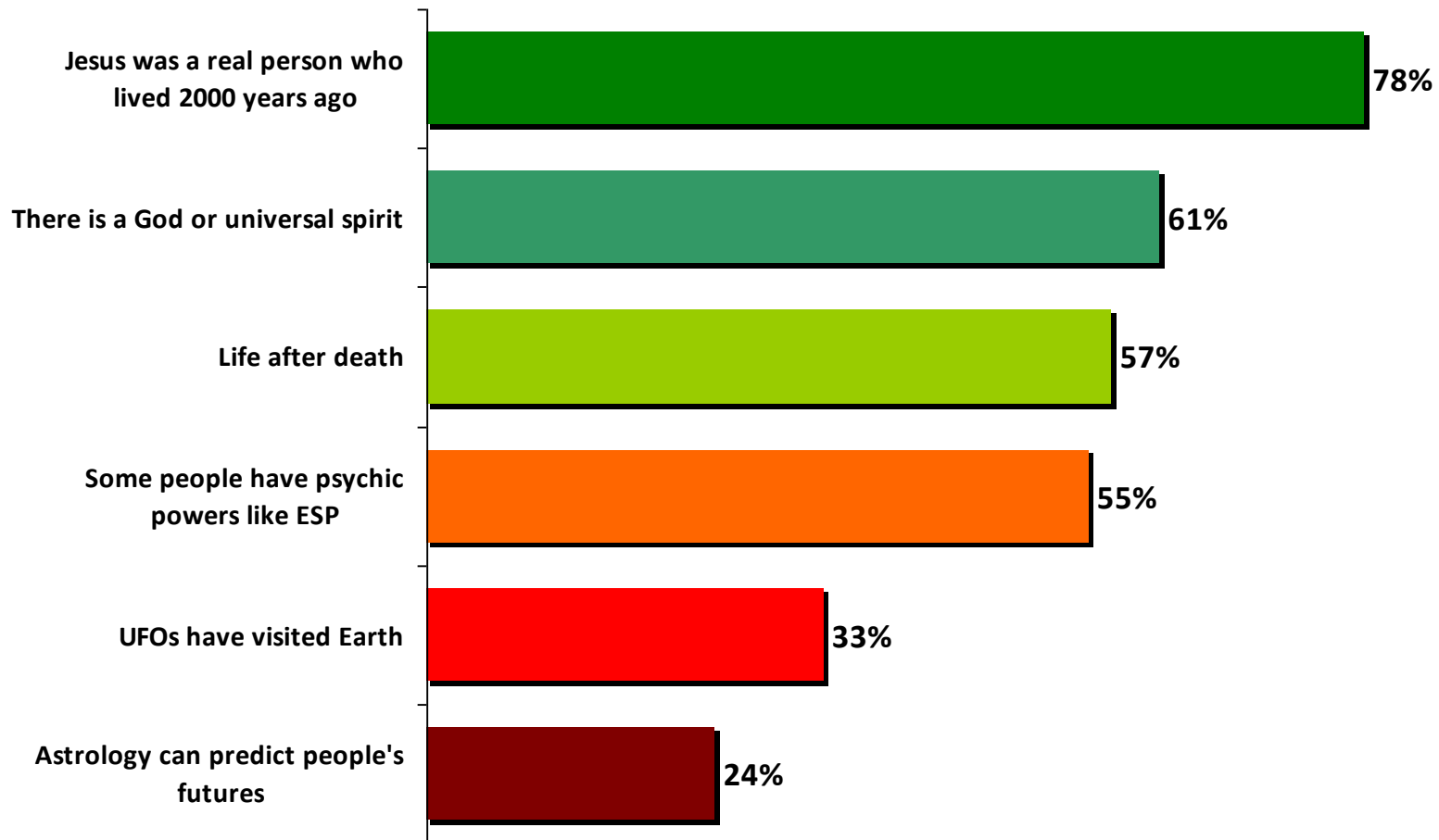
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- **Results in this report are based upon questions asked in the UMR Research nationwide Online Omnibus survey.**
  - This is a survey of a nationally representative sample of 1000 New Zealanders 18 years of age and over conducted online.
  - Detailed quotas and weighting are used to ensure that the sample is as representative as possible.
  - Fieldwork was conducted from September 21<sup>st</sup> to 28<sup>th</sup> 2011.
  - The margin of error for a sample size of n=1000 for a 50% figure at the '95% confidence level' is 3.1%.
  
- **This is part 1 of a series on New Zealanders' beliefs.**
  - Future releases will cover issues such as beliefs about Maori culture and public faith in herbal remedies.

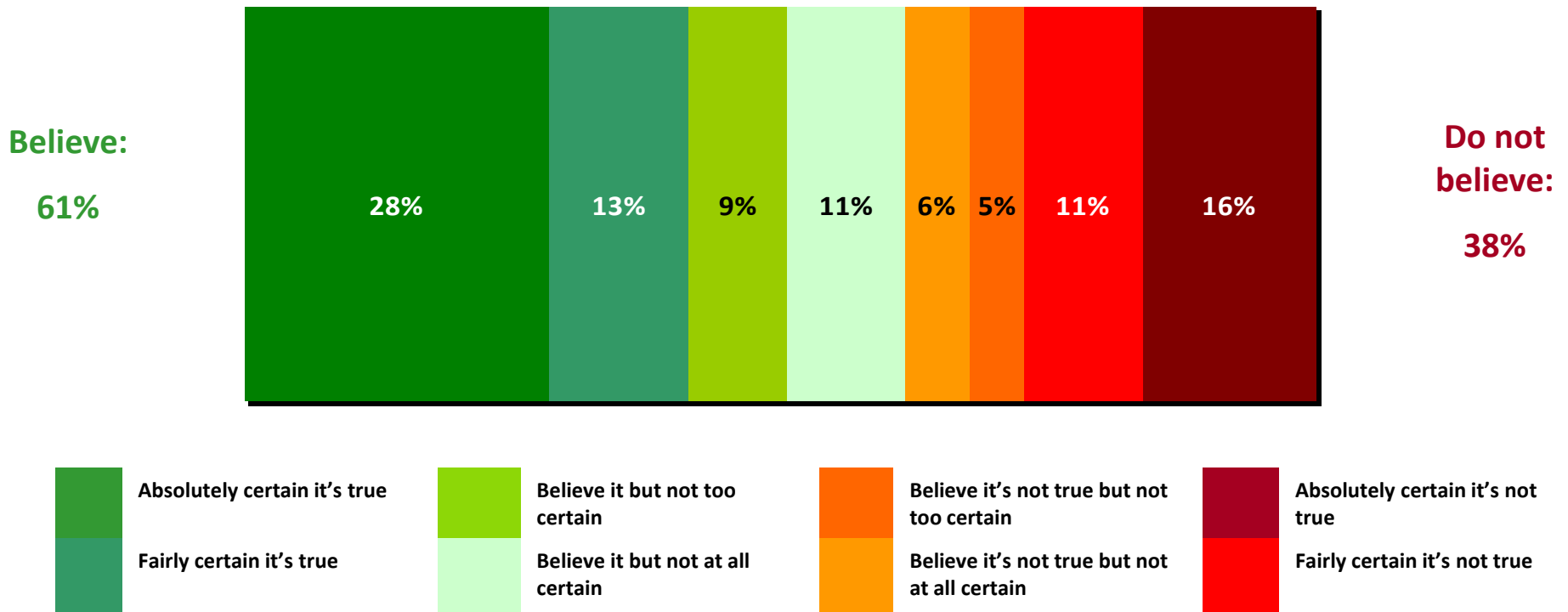
- **Six in 10 New Zealanders (61%) believe in God or a universal spirit, although only 28% of us say that we are certain that this is the case.**
  - This overall belief is in line with the 2006 census, where 59% of New Zealanders specified a religion that they adhered to.
- **Most of us believe that Jesus Christ was a real person, and a majority of us think that there is life after death.**
  - 78% believe that Jesus was a real person who lived 2000 years ago, including 29% who are certain that he was real.
  - 57% think there is life after death, with 20% certain that this is the case.
- **While we are open to the idea that some people may have psychic powers, relatively few of us believe in UFOs or astrology.**
  - 55% of us think that some people have psychic powers such as ESP, although only 11% are certain that this is the case.
  - 33% believe that Earth has been visited by UFOs from other planets.
  - 24% think that astrology can predict people's futures.
- **Women are more likely than men to believe in God and also more likely to believe in the paranormal, a pattern that has also come through in some overseas studies.**
  - 72% of women believe in God, compared with 52% of men. Similarly women are clearly more likely than men to believe in life after death (66% of women compared with 47% of men).
  - 67% of women think that some people have psychic powers and 30% believe in astrology. The equivalent figures amongst men are 44% believing in psychic powers and 18% in astrology.
- **Other demographic differences include:**
  - Belief in life after death declines with age: 49% of over 60s believe in life after death, compared with 65% of under 30s.
  - Wellingtonians (54%) and Cantabrians (57%) are less likely than Aucklanders (67%) to believe in God.
  - Pacific people are a little more likely than Maori to believe in God (72% vs 65%) and life after death (72% vs 56%), but less likely to believe in psychic powers (39% vs 60%).

*How strongly do you believe the following:*



Base: All

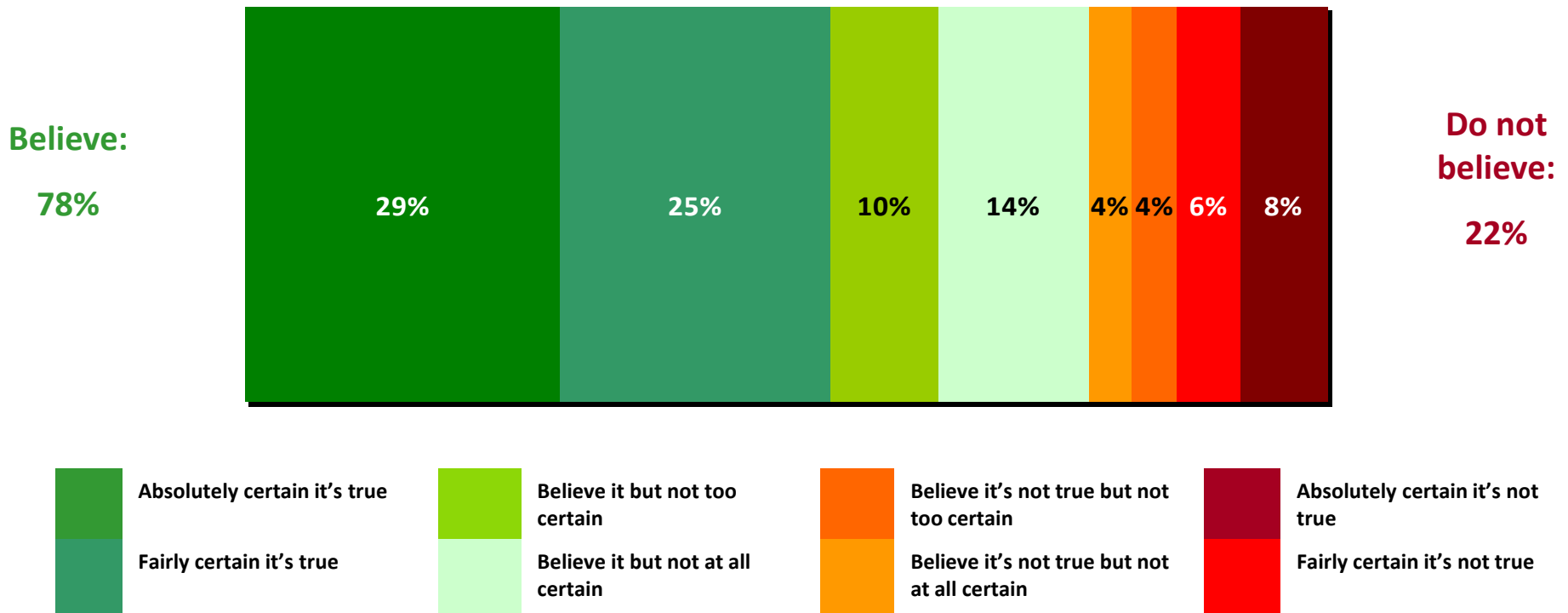
How strongly do you believe: That there is a God or some sort of universal spirit



Base: All

# Belief that Jesus was a real person

How strongly do you believe: That Jesus Christ was a real person who lived 2000 years ago

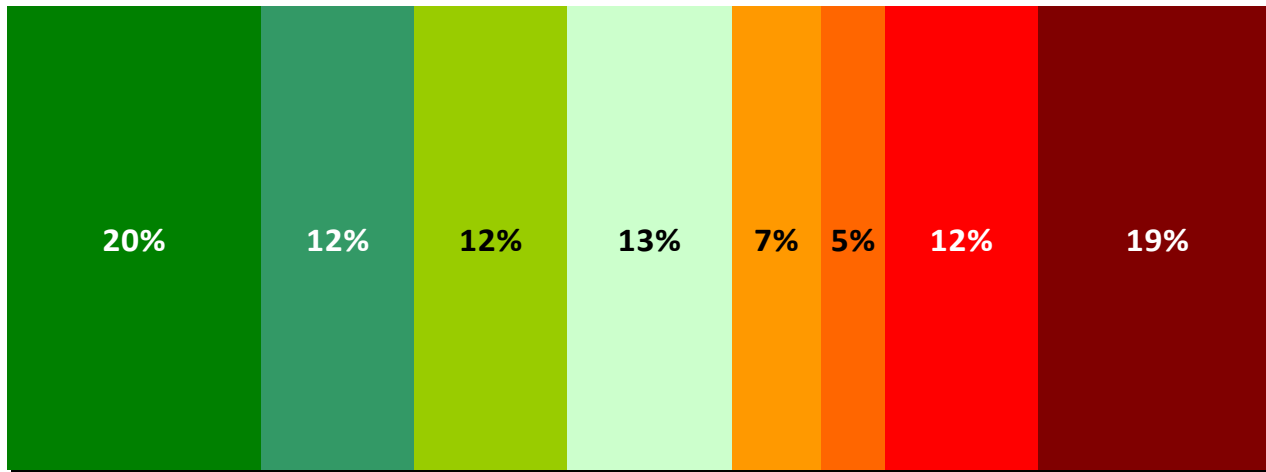


Base: All

# Belief in life after death

How strongly do you believe: That there is life after death

**Believe:**  
57%



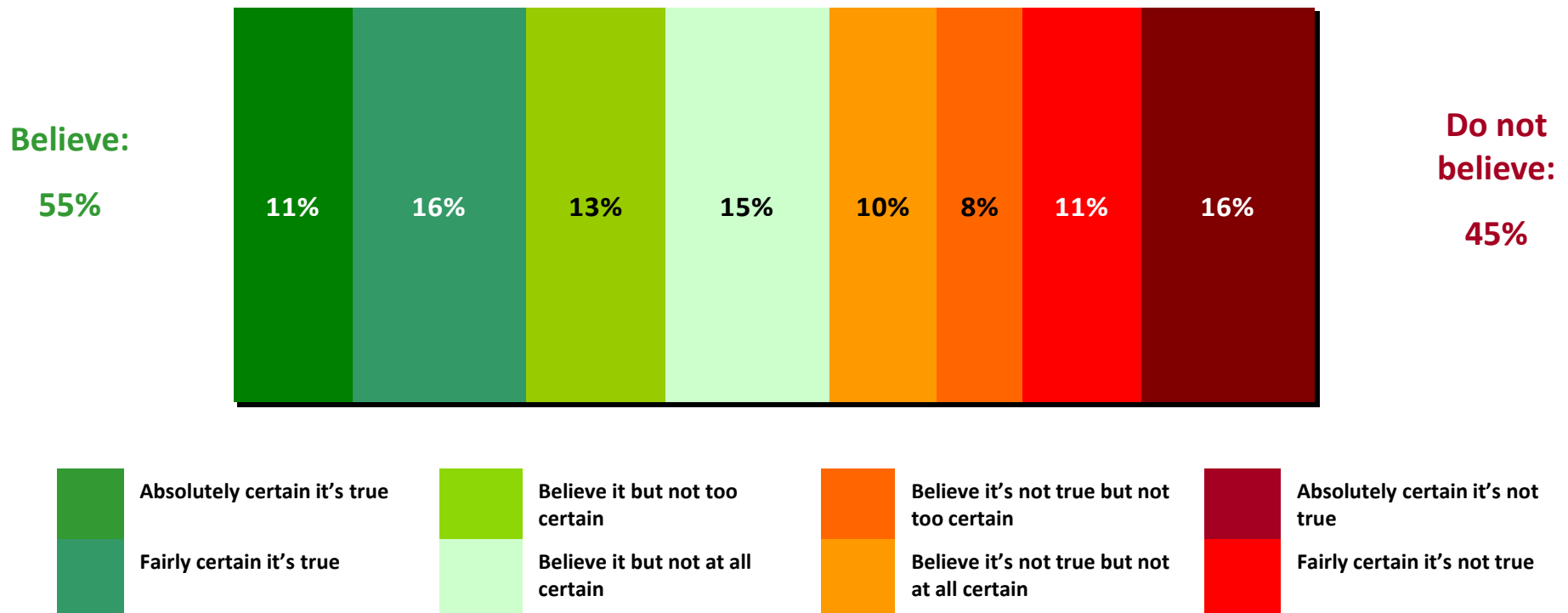
**Do not believe:**  
43%



Base: All

# Belief in psychic powers

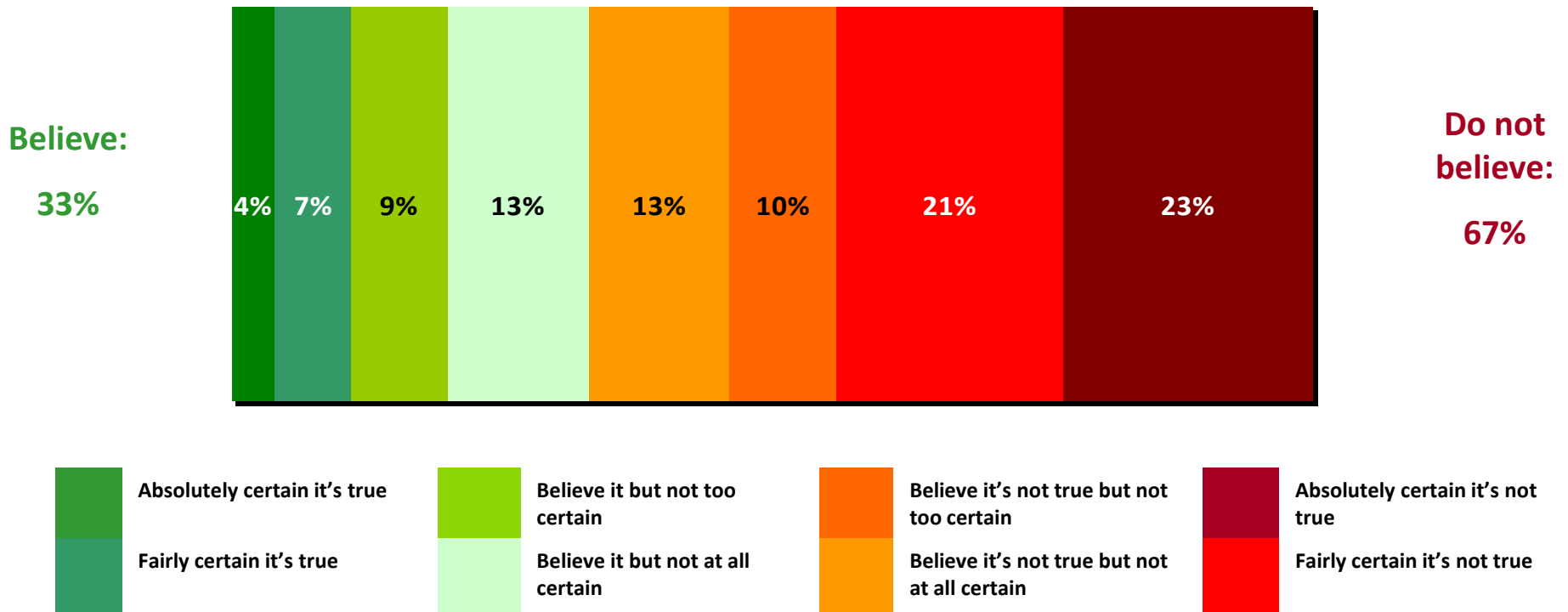
How strongly do you believe: That some people have psychic powers such as ESP



Base: All

# Belief in UFO visits

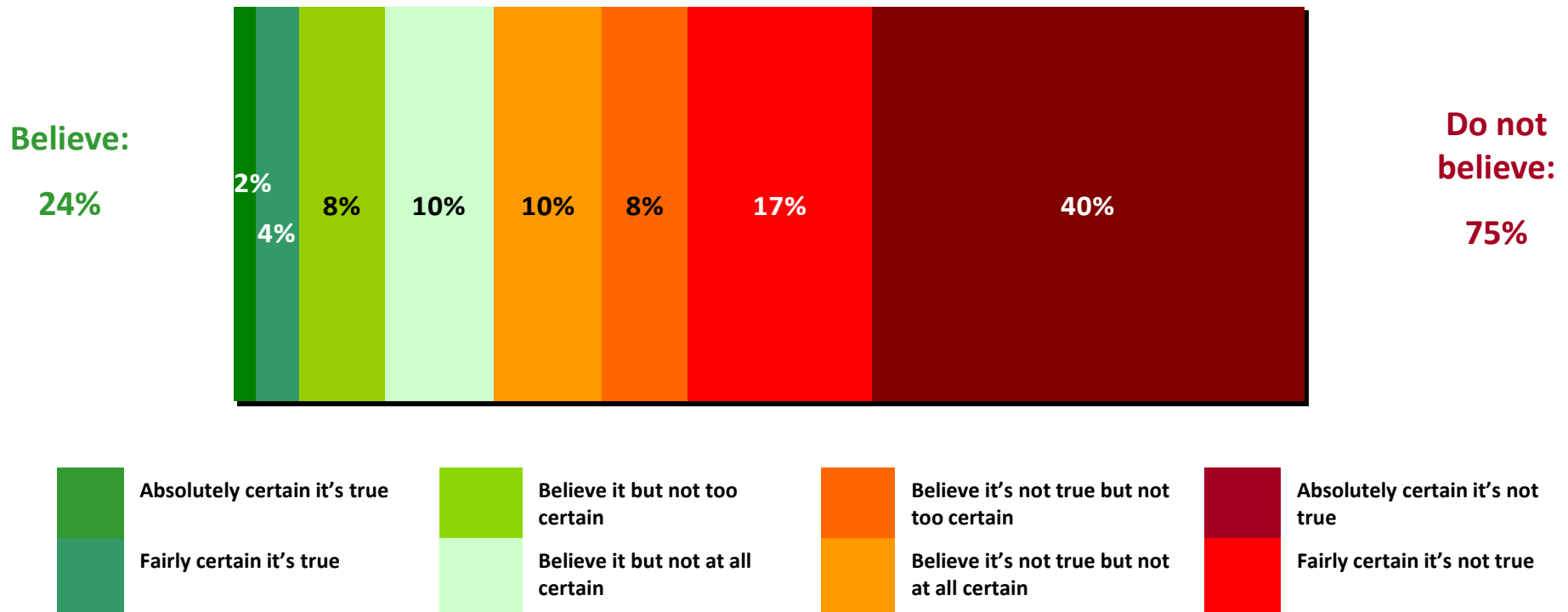
How strongly do you believe: That Earth has been visited by UFOs from other planets



Base: All

# Belief in astrology

How strongly do you believe: That astrology can predict people's futures

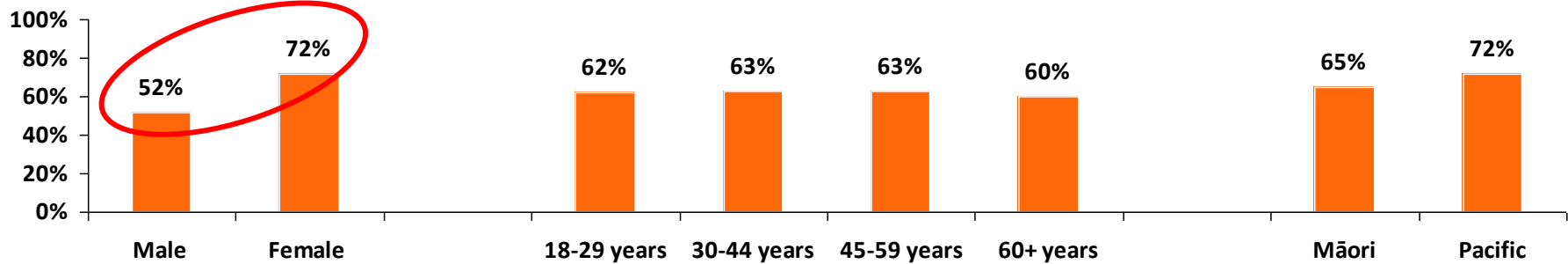


- Absolutely certain it's true
- Fairly certain it's true
- Believe it but not too certain
- Believe it but not at all certain
- Believe it's not true but not too certain
- Believe it's not true but not at all certain
- Fairly certain it's not true
- Absolutely certain it's not true

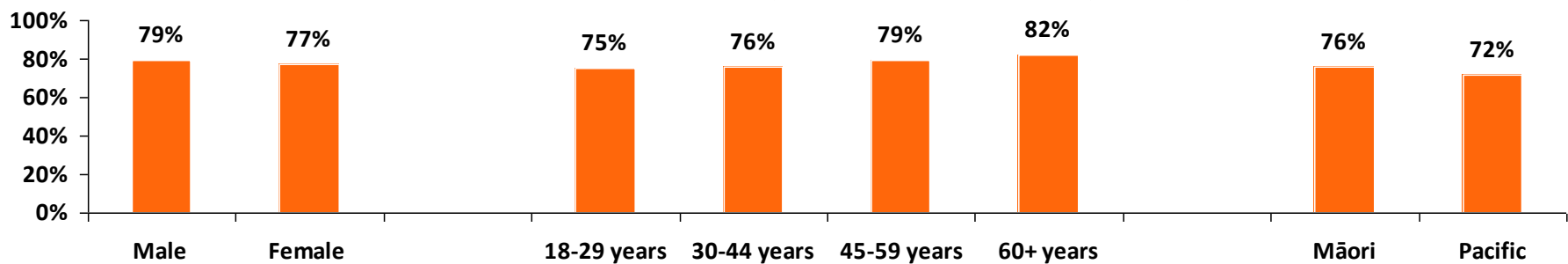
Base: All

# Demographics - religion

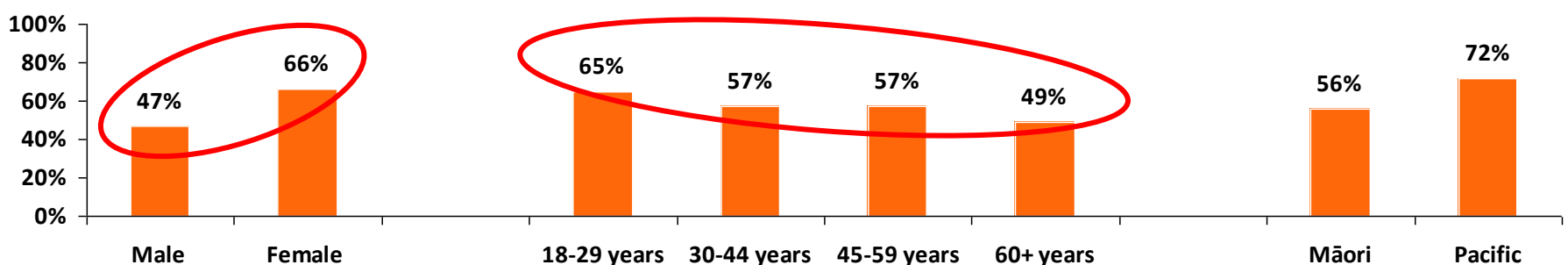
*Percent who believe: That there is a God or some sort of universal spirit*



*Percent who believe: That Jesus Christ was a real person who lived 2000 years ago*

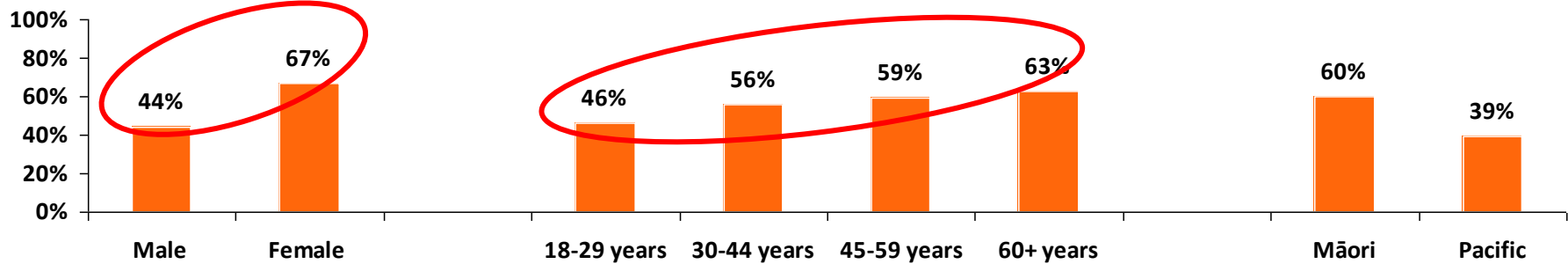


*Percent who believe: That there is life after death*

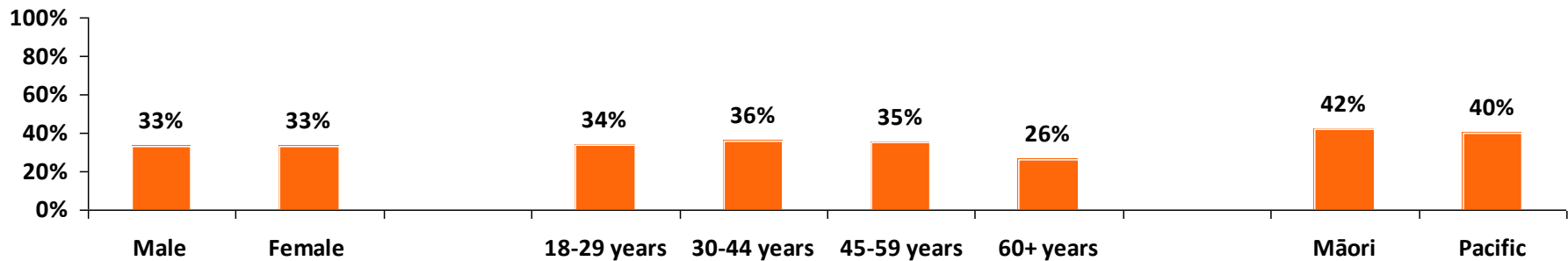


# Demographics – the paranormal

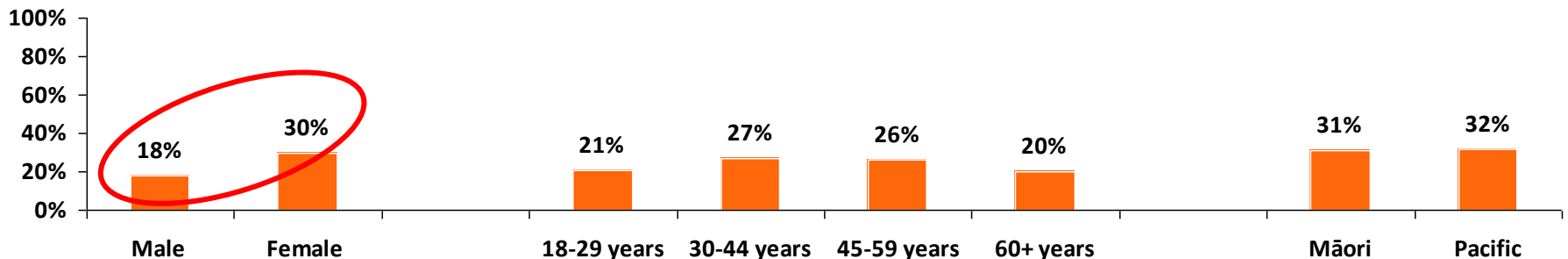
*Percent who believe: That some people have psychic powers such as ESP*



*Percent who believe: That Earth has been visited by UFOs from other planets*



*Percent who believe: That astrology can predict people's futures*



- **UMR is a full-service market research and evaluation company operating in both New Zealand and Australia.**
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  - Agriculture & the rural sector
  - Financial sector and investments
  - Telecommunications
  - Energy sector
  - Sports