

## Majorities in the United States (68%), Britain (55%), and Canada (51%) believe in existence after death

### Average of one third (34%) of residents surveyed in the three countries combined say they can converse with a specific person who is no longer alive

**New York, April 6, 2021**—A survey released today by Maru Public Opinion finds that majorities of citizens in each of the United States (68%), Britain (55%), and Canada (51%) believe they will continue to exist in some form after they die – with an average of one third (34%) of all of those surveyed in the three countries combined who say they can actually converse with a specific person who is no longer alive.

And, when asked if they ever pray privately, those in the United States (50%) are significantly more likely to admit they do so *often* – more than double their combined counterparts in Britain (23%) and Canada (19%).

The survey was conducted between March 19 - 22, 2021 via a collaboration with Reginald Bibby, OC, PhD, a leading sociologist from the University of Lethbridge, Alberta, Canada. The data collection was undertaken among online panels curated and operated by Maru/Blue with random adult samples in the United States (1506), Canada (1505), and Britain (2016). For comparison purposes, probability samples of this size carry an estimated margin of error (which measures sampling variability) of +/-3.1 in the United States and Canada, and +/- 2.2% and in the UK, 19 times out of 20.

### Key Findings

- An average of six in ten (58%) of those surveyed in Canada, the United States, and Britain believe they will continue to exist in some form after they die— led by those residing in the United States (68%), and followed by those in Britain (55%) and Canada (51%)
- An average of just over one third (36%) of those surveyed in the three countries find themselves thinking that they will see someone again who they know has died—led by almost half (47%) of Americans compared to three in ten (30%) in both Canada and Britain.
- An average of four in ten (40%) of those surveyed in the three countries believe it's possible to communicate with people who are no longer alive – led by those living in the United States (44%) but less so for those in Canada (40%) and Britain (36%).



- This perception mirrors the reality experienced by an average of four in 10 (40%) of those surveyed in the three countries combined admitting that they have felt they have actually been in touch with someone who has died – with those in the United States (43%) leading lesser groups in Canada (39%) and Britain (37%).
- In fact, an average of one third (34%) of all the residents surveyed in the three countries combined say they *can* converse with a specific person who is no longer alive – which is especially the case for those residing in the United States (37%) and Canada (35%) when compared to those living in Britain (29%).
- An average of half (50%) of all the residents surveyed in the three countries combined believe that people who have died could be aware of what is taking place in *our* lives – with many more in the United States (59%) believing this to be the case in either Canada (46%) or Britain (45%).
- When asked if they ever pray privately, those in the United States (50%) are significantly more likely to admit they do so *often* – more than double than those combined—than in Britain (23%) and Canada (19%). This compares to those who indicate that they *sometimes* pray privately – Britain (34%) and Canada (33%) just ahead of the United States (29%). In total, Americans (69%) – by far – are more likely to be engaged in some level of prayer and those from either Britain (56%) or Canada. Conversely, almost half (48%) of Canadians admit to never praying privately, followed by those in Britain (42%), and the United States (21%).

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## Methodology

These are the findings of a Maru Public Opinion survey undertaken between March 19-21, 2021 by its panel and data services provider Maru/Blue of randomly selected adults in the United States (1506), Britain (2016) and Canada (1505) who are Maru/Blue online panelists. For comparison purposes, a probability sample of this size estimated margin of error (which measures sampling variability) is +/- 2.5 in the United States and Canada, and +/- 2.2% and in Britain, 19 times out of 20. The results have been weighted by education, age, gender, and region in each country to match the population according to Census data which ensures the sample is representative of the entire adult population. Discrepancies in or between totals when compared to the data tables are due to rounding. Maru/Blue <https://www.marugroup.net/maru-blue> is rooted in the Maru/HUB software platform and offers on-demand, high quality, highly scalable online community samples of deeply engaged, known respondents. Excerpts from this release of findings should be properly attributed, with interpretation subject to clarification or correction. Maru Public Opinion does not do any work for any political party.

Further analysis by Dr. Reginald Bibby can be found at [www.reginald bibby.com](http://www.reginald bibby.com)



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