



11.2% : BELIEVE

55.9% SOME WHAT BELIEVE
24.1% NOT REALLY BELIEVE
8.8% DON'T BELIEVE AT ALL

Following Ghost Stories

23.5% : **REGULARLY**

51.6% WHEN SHARED/ ON FEED

21.3% CCCASIONALLY

3.7% • **NOT AT ALL**

Following

79.2% : YOUTUBE 66.2% : TIK TOK

50.7% ONLINE SERIES/ MOVIES
30.5% CARTOONS/ WEBTOONS

Reason for Following

75.6% EXCITING/ THRILLING/FUN

47.3% REFLECTS BELIEFS

26.9% CURIOUS ABOUT LIFE AFTER DEATH

19.8% • WANT TO PROVE GHOSTS EXIST



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