

YouGov Survey: Aphantasia



Sample 2397 U.S. adult citizens
Conducted April 9 - 23, 2024
Margin of Error ±2.5%

1. Would you say that your long-term memory is... ?

Above average	29%
Average	56%
Below average	11%
Not sure	3%

2. How often do you have an internal monologue in your mind throughout the day?

Always	28%
Usually	24%
Sometimes	29%
Rarely	7%
Never	3%
Not sure	10%

3. Would you say that your ability to generate images in your mind is... ?

Above average	34%
Average	54%
Below average	6%
Not sure	7%

4. If you were asked to visualize an image of something in your mind, would you say that the image you see is typically... ?

Perfectly clear image, as vivid as normal vision	15%
Clear and relatively vivid	33%
Moderately clear and vivid	32%
Dim and vague	9%
No image at all; you only know that you are thinking of the object	5%
Not sure	6%

5. If you were asked to visualize an image of something in your mind, would you say that you can typically... ?

Hold the image in your mind as long as you like	37%
Hold the image in your mind for a short time	40%
Hold the image in your mind for only a brief instant	8%
Not sure	9%
Not asked - cannot visualize any image at all	5%

6. If you were asked to visualize an image of something in your mind, would you say that the image you see is typically... ?

A realistic image, like a photo	59%
A simplified image, like a cartoon or drawing	15%
A very simplified image, like a basic color or geometric shape	9%
Not sure	12%
Not asked - cannot visualize any image at all	5%

7. If you were asked to visualize an image of something in your mind, would you say that the image you see is typically... ?

In focus	68%
Out of focus	13%
Not sure	15%
Not asked - cannot visualize any image at all	5%

8. For the items below, please visualize the scenario as vividly as possible and rate the vividness of the image in your mind.

	Perfectly clear image, as vivid as normal vision	Clear and relatively vivid image	Moderately clear and vivid image	Dim and vague image	No image at all; you only know that you are thinking of the object	Not sure
Think of a relative or friend you frequently see (but who is not with you at present), and consider the contour of their face, head, shoulders, and body.	32%	30%	23%	8%	4%	5%
Recall the last time you saw the sunrise. Consider the colors, the shape of the sun, and the context of the sunrise.	24%	33%	23%	8%	5%	8%
Imagine walking along a street and stopping at a particular shop which you often go to. Visualize the entrance and different items in the window display.	24%	30%	27%	9%	5%	5%

9. Which of the images above best describes what you envisioned in your mind while thinking of an apple?

Respondents were shown an image, from Wikimedia, of a popular, informal aphantasia test involving an apple

1	49%
2	36%
3	6%
4	3%
5	5%
Not sure	2%

10. Have you ever heard of aphantasia, or a condition that prevents people from creating mental images?

Yes	15%
No	78%
Not sure	7%

Interviewing Dates	April 9 - 14, 2024 April 19 - 23, 2024
Target population	U.S. citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov’s opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey.
Weighting	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent’s most recent answer given prior to November 1, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 31% Republican). The weights range from 0.06 to 6.559, with a mean of one and a standard deviation of 0.785.
Number of respondents	2397
Margin of error	± 2.5% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	39 questions not reported.

1. Long-Term Memory

Would you say that your long-term memory is...?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Above average	29%	33%	26%	28%	28%	30%	30%	29%	31%	23%	35%
Average	56%	54%	58%	51%	51%	59%	62%	57%	53%	55%	55%
Below average	11%	11%	12%	15%	16%	9%	6%	11%	12%	16%	4%
Not sure	3%	2%	4%	6%	5%	2%	1%	2%	4%	7%	7%
Totals	99%	100%	100%	100%	100%	100%	99%	99%	100%	101%	101%
Unweighted N	(2,394)	(1,052)	(1,342)	(389)	(486)	(869)	(650)	(1,537)	(281)	(340)	(236)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Above average	29%	32%	27%	29%	32%	31%	25%	29%	38%	32%	30%	25%	33%
Average	56%	57%	54%	57%	57%	58%	57%	60%	51%	54%	54%	61%	52%
Below average	11%	9%	14%	11%	9%	10%	14%	9%	9%	13%	13%	11%	10%
Not sure	3%	2%	5%	2%	2%	2%	4%	2%	2%	1%	3%	3%	4%
Totals	99%	100%	100%	99%	100%	101%	100%	100%	100%	100%	100%	100%	99%
Unweighted N	(2,394)	(820)	(904)	(670)	(868)	(785)	(1,019)	(688)	(464)	(424)	(522)	(904)	(544)

2. Internal Monologue

How often do you have an internal monologue in your mind throughout the day?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Always	28%	28%	28%	38%	34%	24%	16%	28%	24%	26%	34%
Usually	24%	24%	23%	23%	21%	24%	27%	26%	15%	22%	21%
Sometimes	29%	28%	29%	22%	29%	30%	34%	29%	35%	27%	24%
Rarely	7%	8%	6%	5%	5%	7%	11%	7%	6%	7%	6%
Never	3%	3%	3%	3%	2%	4%	3%	3%	2%	5%	1%
Not sure	10%	9%	11%	8%	9%	12%	9%	7%	18%	13%	14%
Totals	101%	100%	100%	99%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	(2,394)	(1,052)	(1,342)	(389)	(487)	(867)	(651)	(1,539)	(281)	(339)	(235)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Always	28%	29%	31%	22%	33%	22%	26%	28%	29%	24%	33%	26%	28%
Usually	24%	26%	21%	25%	26%	25%	20%	25%	30%	26%	24%	24%	21%
Sometimes	29%	27%	25%	34%	28%	35%	28%	31%	31%	33%	25%	30%	28%
Rarely	7%	6%	7%	8%	6%	7%	9%	5%	5%	8%	6%	7%	6%
Never	3%	3%	3%	3%	2%	3%	4%	2%	2%	3%	2%	3%	4%
Not sure	10%	9%	13%	8%	5%	8%	13%	7%	3%	6%	9%	11%	12%
Totals	101%	100%	100%	100%	100%	100%	100%	98%	100%	100%	99%	101%	99%
Unweighted N	(2,394)	(820)	(902)	(672)	(868)	(785)	(1,020)	(689)	(463)	(425)	(523)	(905)	(541)

3. Mental Image Comparison

Would you say that your ability to generate images in your mind is...?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Above average	34%	38%	29%	37%	33%	33%	32%	34%	33%	32%	37%
Average	54%	50%	57%	47%	54%	55%	59%	56%	47%	54%	47%
Below average	6%	6%	6%	8%	8%	6%	3%	6%	10%	6%	4%
Not sure	7%	6%	7%	9%	6%	6%	6%	5%	9%	9%	11%
Totals	101%	100%	99%	101%	101%	100%	100%	101%	99%	101%	99%
Unweighted N	(2,394)	(1,052)	(1,342)	(388)	(486)	(868)	(652)	(1,539)	(281)	(338)	(236)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Above average	34%	34%	34%	33%	36%	33%	32%	33%	42%	33%	31%	35%	35%
Average	54%	54%	50%	57%	52%	59%	55%	55%	49%	55%	57%	53%	51%
Below average	6%	6%	7%	5%	7%	5%	6%	8%	5%	6%	7%	6%	6%
Not sure	7%	6%	9%	4%	5%	4%	8%	3%	4%	6%	6%	6%	8%
Totals	101%	100%	100%	99%	100%	101%	101%	99%	100%	100%	101%	100%	100%
Unweighted N	(2,394)	(820)	(902)	(672)	(868)	(786)	(1,020)	(688)	(463)	(425)	(523)	(903)	(543)

4. Mental Images

If you were asked to visualize an image of something in your mind, would you say that the image you see is typically... ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Perfectly clear image, as vivid as normal vision	15%	15%	15%	18%	16%	14%	12%	14%	21%	13%	15%
Clear and relatively vivid	33%	34%	32%	31%	33%	32%	35%	34%	26%	34%	33%
Moderately clear and vivid	32%	33%	31%	26%	29%	34%	39%	34%	31%	27%	28%
Dim and vague	9%	9%	9%	11%	11%	7%	8%	9%	6%	13%	7%
No image at all; you only know that you are thinking of the object	5%	4%	6%	4%	5%	7%	3%	5%	6%	6%	5%
Not sure	6%	5%	7%	9%	6%	6%	4%	4%	9%	7%	13%
Totals	100%	100%	100%	99%	100%	100%	101%	100%	99%	100%	101%
Unweighted N	(2,395)	(1,053)	(1,342)	(389)	(487)	(867)	(652)	(1,538)	(281)	(340)	(236)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Perfectly clear image, as vivid as normal vision	15%	15%	16%	13%	15%	14%	15%	15%	14%	16%	14%	16%	14%
Clear and relatively vivid	33%	33%	30%	36%	36%	34%	30%	37%	38%	34%	29%	33%	34%
Moderately clear and vivid	32%	34%	30%	34%	32%	35%	31%	33%	34%	32%	35%	32%	30%
Dim and vague	9%	7%	11%	9%	9%	8%	10%	7%	10%	8%	11%	8%	9%
No image at all; you only know that you are thinking of the object	5%	6%	6%	3%	5%	4%	6%	5%	2%	5%	5%	5%	5%
Not sure	6%	5%	8%	5%	3%	5%	7%	3%	2%	5%	5%	5%	9%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Totals	100%	100%	101%	100%	100%	100%	99%	100%	100%	100%	99%	99%	101%
Unweighted N	(2,395)	(820)	(903)	(672)	(868)	(785)	(1,020)	(689)	(464)	(425)	(523)	(903)	(544)

5. Holding mental images

If you were asked to visualize an image of something in your mind, would you say that you can typically... ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Hold the image in your mind as long as you like	37%	37%	37%	36%	35%	38%	40%	37%	39%	39%	33%
Hold the image in your mind for a short time	40%	41%	39%	38%	41%	39%	42%	43%	29%	36%	41%
Hold the image in your mind for only a brief instant	8%	9%	8%	10%	10%	8%	6%	7%	12%	11%	9%
Not sure	9%	9%	10%	11%	9%	9%	8%	8%	15%	9%	13%
Not asked - cannot visualize any image at all	5%	4%	6%	4%	5%	7%	3%	5%	6%	6%	5%
Totals	99%	100%	100%	99%	100%	101%	99%	100%	101%	101%	101%
Unweighted N	(2,393)	(1,052)	(1,341)	(389)	(486)	(868)	(650)	(1,537)	(280)	(340)	(236)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Hold the image in your mind as long as you like	37%	37%	35%	39%	38%	40%	36%	39%	42%	39%	38%	38%	34%
Hold the image in your mind for a short time	40%	38%	41%	41%	41%	42%	38%	41%	41%	39%	38%	41%	41%
Hold the image in your mind for only a brief instant	8%	9%	7%	8%	9%	7%	9%	8%	10%	9%	10%	8%	8%
Not sure	9%	9%	12%	7%	7%	7%	11%	7%	5%	8%	9%	8%	12%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Not asked - cannot visualize any image at all	5%	6%	6%	3%	5%	4%	6%	5%	2%	5%	5%	5%	5%
Totals	99%	99%	101%	98%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(2,393)	(819)	(902)	(672)	(867)	(785)	(1,019)	(689)	(462)	(423)	(523)	(904)	(543)

6. Mental Image Visualized

If you were asked to visualize an image of something in your mind, would you say that the image you see is typically... ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A realistic image, like a photo	59%	58%	60%	51%	57%	61%	68%	62%	55%	53%	56%
A simplified image, like a cartoon or drawing	15%	18%	11%	21%	19%	10%	11%	15%	9%	20%	16%
A very simplified image, like a basic color or geometric shape	9%	8%	10%	11%	10%	9%	7%	7%	15%	12%	7%
Not sure	12%	12%	12%	12%	10%	14%	11%	12%	15%	9%	16%
Not asked - cannot visualize any image at all	5%	4%	6%	4%	5%	7%	3%	5%	6%	6%	5%
Totals	100%	100%	99%	99%	101%	101%	100%	101%	100%	100%	100%
Unweighted N	(2,386)	(1,048)	(1,338)	(388)	(485)	(867)	(646)	(1,533)	(278)	(339)	(236)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A realistic image, like a photo	59%	59%	57%	62%	62%	67%	55%	63%	67%	59%	58%	61%	57%
A simplified image, like a cartoon or drawing	15%	15%	15%	14%	15%	13%	14%	16%	16%	14%	15%	15%	15%
A very simplified image, like a basic color or geometric shape	9%	10%	8%	10%	9%	6%	10%	8%	9%	10%	9%	8%	8%
Not sure	12%	10%	15%	10%	9%	10%	15%	8%	5%	12%	11%	11%	15%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Not asked - cannot visualize any image at all	5%	6%	6%	3%	5%	4%	6%	5%	2%	5%	6%	5%	5%
Totals	100%	100%	101%	99%	100%	100%	100%	100%	99%	100%	99%	100%	100%
Unweighted N	(2,386)	(813)	(902)	(671)	(864)	(785)	(1,012)	(689)	(463)	(423)	(518)	(901)	(544)

7. Mental Image Focus

If you were asked to visualize an image of something in your mind, would you say that the image you see is typically... ?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
In focus	68%	68%	67%	53%	66%	71%	78%	70%	65%	60%	63%
Out of focus	13%	14%	12%	24%	13%	9%	8%	12%	15%	18%	13%
Not sure	15%	14%	15%	19%	16%	13%	11%	14%	13%	17%	19%
Not asked - cannot visualize any image at all	5%	4%	6%	4%	5%	7%	3%	5%	6%	6%	5%
Totals	101%	100%	100%	100%	100%	100%	100%	101%	99%	101%	100%
Unweighted N	(2,393)	(1,050)	(1,343)	(388)	(485)	(868)	(652)	(1,537)	(281)	(339)	(236)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
In focus	68%	69%	62%	71%	71%	72%	66%	70%	75%	66%	67%	71%	64%
Out of focus	13%	12%	15%	11%	12%	10%	12%	15%	13%	17%	14%	11%	11%
Not sure	15%	12%	17%	14%	12%	14%	16%	11%	10%	12%	14%	13%	19%
Not asked - cannot visualize any image at all	5%	6%	6%	3%	5%	4%	6%	5%	2%	5%	5%	5%	5%
Totals	101%	99%	100%	99%	100%	100%	100%	101%	100%	100%	100%	100%	99%
Unweighted N	(2,393)	(819)	(902)	(672)	(866)	(786)	(1,020)	(686)	(464)	(424)	(523)	(905)	(541)

8A. Vividness of Visual Imagery Questionnaire by Marks (1973) — Think of a relative or friend you frequently see (but who is not with you at present), and consider the contour of their face, head, shoulders, and body.

For the items below, please visualize the scenario as vividly as possible and rate the vividness of the image in your mind.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Perfectly clear image, as vivid as normal vision	32%	30%	33%	31%	32%	32%	31%	32%	32%	32%	28%
Clear and relatively vivid image	30%	31%	29%	24%	26%	32%	35%	32%	25%	25%	28%
Moderately clear and vivid image	23%	23%	23%	23%	22%	22%	24%	22%	23%	25%	26%
Dim and vague image	8%	9%	7%	9%	10%	6%	5%	8%	8%	8%	5%
No image at all; you only know that you are thinking of the object	4%	3%	4%	6%	3%	4%	2%	3%	5%	5%	2%
Not sure	5%	5%	4%	7%	6%	3%	2%	3%	8%	5%	11%
Totals	102%	101%	100%	100%	99%	99%	99%	100%	101%	100%	100%
Unweighted N	(2,371)	(1,043)	(1,328)	(388)	(483)	(859)	(641)	(1,527)	(275)	(338)	(231)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Perfectly clear image, as vivid as normal vision	32%	34%	29%	31%	34%	32%	29%	33%	36%	26%	34%	33%	31%
Clear and relatively vivid image	30%	31%	26%	32%	31%	32%	31%	30%	30%	32%	29%	30%	29%
Moderately clear and vivid image	23%	21%	25%	21%	23%	22%	21%	25%	22%	27%	19%	22%	23%
Dim and vague image	8%	6%	8%	8%	7%	7%	9%	6%	7%	8%	10%	7%	6%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
No image at all; you only know that you are thinking of the object	4%	3%	5%	3%	3%	4%	4%	4%	4%	3%	3%	4%	4%
Not sure	5%	4%	7%	3%	2%	3%	6%	3%	2%	3%	4%	5%	6%
Totals	102%	99%	100%	98%	100%	100%	100%	101%	101%	99%	99%	101%	99%
Unweighted N	(2,371)	(807)	(896)	(668)	(857)	(780)	(1,012)	(679)	(460)	(423)	(518)	(892)	(538)

8B. Vividness of Visual Imagery Questionnaire by Marks (1973) — Recall the last time you saw the sunrise. Consider the colors, the shape of the sun, and the context of the sunrise.

For the items below, please visualize the scenario as vividly as possible and rate the vividness of the image in your mind.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Perfectly clear image, as vivid as normal vision	24%	23%	24%	22%	22%	26%	23%	23%	26%	23%	24%
Clear and relatively vivid image	33%	33%	32%	31%	27%	33%	39%	35%	24%	32%	28%
Moderately clear and vivid image	23%	23%	22%	22%	23%	22%	23%	23%	20%	24%	22%
Dim and vague image	8%	9%	8%	9%	11%	8%	6%	8%	11%	11%	7%
No image at all; you only know that you are thinking of the object	5%	5%	5%	4%	7%	5%	4%	5%	8%	3%	6%
Not sure	8%	7%	8%	12%	10%	5%	5%	7%	11%	7%	13%
Totals	101%	100%	99%	100%	100%	99%	100%	101%	100%	100%	100%
Unweighted N	(2,376)	(1,046)	(1,330)	(388)	(484)	(861)	(643)	(1,526)	(277)	(339)	(234)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Perfectly clear image, as vivid as normal vision	24%	25%	23%	24%	25%	25%	23%	23%	25%	23%	25%	25%	21%
Clear and relatively vivid image	33%	31%	31%	35%	34%	37%	32%	35%	36%	34%	34%	33%	30%
Moderately clear and vivid image	23%	23%	21%	24%	24%	21%	24%	22%	20%	22%	20%	23%	25%
Dim and vague image	8%	10%	9%	6%	9%	7%	8%	8%	11%	10%	9%	8%	8%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
No image at all; you only know that you are thinking of the object	5%	5%	6%	4%	5%	5%	5%	5%	4%	5%	5%	5%	6%
Not sure	8%	6%	10%	7%	4%	6%	8%	7%	3%	7%	6%	7%	11%
Totals	101%	100%	100%	100%	101%	101%	100%	100%	99%	101%	99%	101%	101%
Unweighted N	(2,376)	(811)	(899)	(666)	(861)	(780)	(1,010)	(685)	(461)	(418)	(519)	(900)	(539)

8C. Vividness of Visual Imagery Questionnaire by Marks (1973) — Imagine walking along a street and stopping at a particular shop which you often go to. Visualize the entrance and different items in the window display.

For the items below, please visualize the scenario as vividly as possible and rate the vividness of the image in your mind.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Perfectly clear image, as vivid as normal vision	24%	22%	26%	25%	27%	24%	20%	24%	24%	28%	24%
Clear and relatively vivid image	30%	31%	28%	28%	29%	31%	30%	31%	20%	30%	30%
Moderately clear and vivid image	27%	29%	26%	24%	26%	26%	33%	27%	33%	21%	26%
Dim and vague image	9%	9%	9%	10%	10%	10%	7%	9%	9%	13%	7%
No image at all; you only know that you are thinking of the object	5%	4%	5%	4%	3%	5%	6%	5%	5%	4%	4%
Not sure	5%	5%	6%	9%	5%	4%	4%	5%	9%	3%	10%
Totals	100%	100%	100%	100%	100%	100%	100%	101%	100%	99%	101%
Unweighted N	(2,376)	(1,043)	(1,333)	(388)	(482)	(861)	(645)	(1,524)	(280)	(339)	(233)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Perfectly clear image, as vivid as normal vision	24%	24%	23%	26%	24%	24%	24%	23%	28%	27%	26%	25%	20%
Clear and relatively vivid image	30%	31%	29%	28%	34%	29%	26%	33%	32%	28%	28%	30%	31%
Moderately clear and vivid image	27%	29%	25%	27%	26%	29%	29%	26%	25%	26%	26%	28%	27%
Dim and vague image	9%	8%	10%	10%	10%	7%	10%	8%	10%	10%	11%	8%	9%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
No image at all; you only know that you are thinking of the object	5%	4%	5%	5%	4%	7%	5%	5%	3%	4%	5%	4%	6%
Not sure	5%	4%	8%	4%	3%	4%	6%	4%	2%	5%	5%	5%	7%
Totals	100%	100%	100%	100%	101%	100%	100%	99%	100%	100%	101%	100%	100%
Unweighted N	(2,376)	(810)	(897)	(669)	(858)	(781)	(1,012)	(684)	(459)	(423)	(519)	(900)	(534)

9. Apple Imagery

Which of the images above best describes what you envisioned in your mind while thinking of an apple?

Respondents were shown an image, from Wikimedia, of a popular, informal aphantasia test involving an apple

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
1	49%	49%	48%	52%	50%	48%	44%	48%	46%	47%	59%
2	36%	35%	36%	34%	37%	34%	38%	36%	35%	37%	30%
3	6%	7%	6%	3%	7%	7%	7%	7%	5%	7%	4%
4	3%	3%	3%	4%	2%	3%	4%	3%	5%	6%	2%
5	5%	4%	5%	3%	2%	7%	6%	5%	6%	4%	4%
Not sure	2%	1%	2%	3%	1%	2%	0%	1%	3%	1%	2%
Totals	101%	99%	100%	99%	99%	101%	99%	100%	100%	102%	101%
Unweighted N	(2,393)	(1,051)	(1,342)	(388)	(486)	(869)	(650)	(1,538)	(280)	(340)	(235)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
1	49%	51%	49%	46%	52%	47%	45%	51%	52%	55%	50%	44%	50%
2	36%	34%	35%	37%	35%	36%	37%	32%	38%	29%	38%	38%	33%
3	6%	5%	5%	8%	4%	7%	7%	7%	5%	5%	6%	8%	4%
4	3%	4%	2%	4%	3%	4%	4%	3%	2%	4%	2%	3%	4%
5	5%	5%	6%	3%	4%	6%	5%	5%	3%	4%	3%	5%	6%
Not sure	2%	1%	2%	1%	1%	1%	2%	1%	0%	2%	1%	1%	2%
Totals	101%	100%	99%	99%	99%	101%	100%	99%	100%	99%	100%	99%	99%
Unweighted N	(2,393)	(820)	(901)	(672)	(868)	(787)	(1,017)	(689)	(464)	(425)	(522)	(904)	(542)

10. Heard of Aphantasia

Have you ever heard of aphantasia, or a condition that prevents people from creating mental images?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	15%	17%	13%	25%	24%	8%	6%	14%	14%	18%	19%
No	78%	74%	81%	62%	70%	87%	88%	79%	80%	73%	73%
Not sure	7%	9%	6%	13%	6%	6%	6%	7%	6%	9%	8%
Totals	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	(2,396)	(1,052)	(1,344)	(389)	(486)	(869)	(652)	(1,540)	(280)	(340)	(236)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	15%	20%	15%	9%	21%	9%	12%	14%	21%	18%	14%	12%	18%
No	78%	73%	77%	83%	72%	84%	79%	80%	75%	75%	81%	80%	72%
Not sure	7%	6%	8%	8%	6%	7%	9%	6%	4%	7%	5%	8%	10%
Totals	100%	99%	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(2,396)	(820)	(903)	(673)	(868)	(787)	(1,021)	(688)	(464)	(425)	(523)	(904)	(544)

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Interviewing Dates	April 9 - 14, 2024 April 19 - 23, 2024
Target population	U.S. citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey.
Weighting	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to November 1, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 31% Republican). The weights range from 0.06 to 6.559, with a mean of one and a standard deviation of 0.785.
Number of respondents	2397
Margin of error	± 2.5% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	39 questions not reported.