

YouGov Survey: Mandela Effect



Sample 1000 U.S. Adult Citizens
Conducted August 23 - 26, 2022
Margin of Error ±3.3%

1. Which of the following comes closest to your understanding of when South African leader Nelson Mandela died?

| | |
|--|-----|
| In prison in the 1980s | 13% |
| In 2013 after serving as President of South Africa | 57% |
| Something else | 1% |
| Not sure | 28% |

2. What is the name of the long-running series of children's books featuring a family of anthropomorphic grizzly bears?

| | |
|----------------------------|-----|
| The Berenstein Bears | 61% |
| The Berenstain Bears | 20% |
| Something else | 0% |
| Not sure | 18% |

3. What is the name of the animated series produced by Warner Bros. that stars characters such as Bugs Bunny, Daffy Duck, and Elmer Fudd?

| | |
|----------------------|-----|
| Looney Toons | 57% |
| Looney Tunes | 36% |
| Something else | 0% |
| Not sure | 7% |

4. In the Star Wars movie "The Empire Strikes Back," which of the following is a famous line that Darth Vader says to Luke Skywalker?

| | |
|--------------------------------|-----|
| "Luke, I am your father" | 62% |
| "No, I am your father" | 17% |
| Something else | 0% |
| Not sure | 22% |

5. What is the name of the 1960s animated sitcom that takes place in a romanticized Stone Age setting?

| | |
|-----------------------|-----|
| The Flinstones | 23% |
| The Flintstones | 68% |
| Something else | 0% |
| Not sure | 9% |

6. What is the name of the 1990s children's film about a wish-granting genie?

| | |
|----------------------|-----|
| Shazam | 36% |
| Kazaam | 24% |
| Something else | 4% |
| Not sure | 36% |

7. Does the monkey in the children's book series "Curious George" have a tail?

| | |
|-------------------------------|-----|
| It has a tail | 43% |
| It does not have a tail | 26% |
| Not sure | 31% |

8. Does the logo for the clothing company Fruit of the Loom have a cornucopia of fruit in it, or not?

| | |
|-------------------------------------|-----|
| It has a cornucopia | 55% |
| It does not have a cornucopia | 21% |
| Not sure | 25% |

9. Does the mascot for the board game Monopoly (also known as Rich Uncle Pennybags or The Monopoly Man) wear a monocle?

| | |
|-------------------|-----|
| He does | 58% |
| He does not | 18% |
| Not sure | 24% |

10. Do you believe in parallel realities?

| | |
|----------------|-----|
| Yes | 28% |
| No | 35% |
| Not sure | 38% |

11. How much have you heard about the Mandela Effect, in which false memories are shared by many people?

| | |
|----------------------|-----|
| A lot | 18% |
| A little | 35% |
| Nothing at all | 47% |

12. Do you believe that many people can actually share the same false memory?

| | |
|----------------|-----|
| Yes | 47% |
| No | 19% |
| Not sure | 34% |

13. Have you ever shared a memory with other people that many other people remember differently, or say is false?

| | |
|----------------|-----|
| Yes | 40% |
| No | 37% |
| Not sure | 22% |

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| | |
|-------------------------------|---|
| Interviewing Dates | August 23 - 26, 2022 |
| 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 2018 American Community Study. Voter registration was imputed from the November 2018 Current Population Survey Registration and Voting Supplement. |
| Weighting | The sample was weighted based on gender, age, race, education, news interest, and 2020 Presidential vote (or non-vote). The weights range from 0.298 to 4.056, with a mean of one and a standard deviation of 0.341. |
| Number of respondents | 1000 |
| Margin of error | ± 3.3% (adjusted for weighting) |
| Survey mode | Web-based interviews |
| Questions not reported | 61 questions not reported. |