

God Survey

ONLINE Fieldwork : 2nd - 4th May 2008

Absolutes/col percents

Table 1
Q.1 When you last thought about the concept of God, did you consider God as:
Base: All Respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1050	504	546	116	155	204	185	167	223	352	253	157	288	293	253	274	130	100
Weighted base	1050	504	546	125	166	208	177	156	218	273	305	221	252	275	275	259	148	92
Male	654 62%	304 60%	350 64%	76 61%	101 61%	134 65%	105 60%	102 65%	135 62%	167 61%	196 64%	147 67%	145 57%	168 61%	156 57%	173 67%	99 67%	58 63%
Neither male nor female	185 18%	89 18%	96 18%	16 13%	25 15%	34 16%	41 23%	27 17%	42 19%	46 17%	52 17%	33 15%	53 21%	56 20%	47 17%	43 17%	21 14%	18 20%
Both male and female	36 3%	21 4%	15 3%	2 2%	6 4%	8 4%	3 2%	7 4%	10 5%	14 5%	8 2%	7 3%	7 3%	8 3%	8 3%	8 3%	6 4%	7 8%
Female	10 1%	2 *	8 1%	4 3%	* *	2 1%	3 1%	1 1%	- -	3 1%	4 1%	- -	3 1%	1 *	7 3%	1 *	2 1%	- -
None of the above	164 16%	88 17%	76 14%	26 21%	33 20%	30 15%	25 14%	19 12%	30 14%	42 15%	45 15%	33 15%	44 17%	43 16%	57 21%	35 13%	20 14%	9 10%

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Table 1

Q.1 When you last thought about the concept of God, did you consider God as:**Base: All Respondents**

	Total	Religion						
		Christi an	Muslim	Hindu	Sikh	Jewish	Other	None
Unweighted base	1050	625	13	11	1	15	34	314
Weighted base	1050	626	15	9	1	12	32	320
Male	654 62%	456 73%	3 19%	4 43%	1 100%	6 51%	11 35%	154 48%
Neither male nor female	185 18%	95 15%	11 74%	2 21%	-	3 28%	10 32%	58 18%
Both male and female	36 3%	22 4%	-	2 23%	-	1 9%	4 11%	5 2%
Female	10 1%	7 1%	-	1 13%	-	-	1 4%	-
None of the above	164 16%	45 7%	1 7%	-	-	2 12%	6 18%	103 32%

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Table 2
Q.2 To what extent do you agree or disagree with each of these statements
Base: All Respondents
Summary Table

		All religions fundamentally discriminate on grounds of gender	All religions fundamentally discriminate on grounds of sexual orientation	Religion has no place in modern life	It is right to refer to God solely as 'He'
Unweighted base		1050	1050	1050	1050
Weighted base		1050	1050	1050	1050
NET: Agree		520 49%	591 56%	304 29%	436 42%
Strongly agree	(4)	142 14%	184 18%	124 12%	143 14%
Somewhat agree	(3)	377 36%	406 39%	180 17%	294 28%
Somewhat disagree	(2)	216 21%	170 16%	318 30%	201 19%
Strongly disagree	(1)	122 12%	103 10%	338 32%	125 12%
NET: Disagree		338 32%	273 26%	655 62%	326 31%
Don't know		192 18%	187 18%	91 9%	288 27%
Mean		2.63	2.78	2.09	2.60
Standard deviation		0.92	0.92	1.02	0.97
Standard error		0.03	0.03	0.03	0.04

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Table 3
Q.2 To what extent do you agree or disagree with each of these statements
Base: All Respondents
All religions fundamentally discriminate on grounds of gender

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1050	504	546	116	155	204	185	167	223	352	253	157	288	293	253	274	130	100
Weighted base	1050	504	546	125	166	208	177	156	218	273	305	221	252	275	275	259	148	92
NET: Agree	520 49%	277 55%	243 44%	49 39%	67 40%	109 52%	94 53%	84 54%	116 53%	150 55%	154 51%	101 46%	115 46%	128 47%	132 48%	138 53%	77 52%	45 48%
Strongly agree	(4) 142 14%	80 16%	62 11%	13 11%	24 14%	28 13%	26 15%	28 18%	23 11%	37 14%	38 12%	29 13%	38 15%	34 12%	46 17%	25 10%	21 14%	16 17%
Somewhat agree	(3) 377 36%	196 39%	181 33%	35 28%	43 26%	81 39%	68 38%	56 36%	93 43%	113 41%	116 38%	72 32%	77 30%	94 34%	86 31%	112 43%	56 38%	29 31%
Somewhat disagree	(2) 216 21%	97 19%	119 22%	29 24%	45 27%	34 17%	29 16%	28 18%	50 23%	63 23%	68 22%	43 19%	42 17%	55 20%	59 21%	56 22%	24 16%	22 24%
Strongly disagree	(1) 122 12%	55 11%	67 12%	16 13%	18 11%	23 11%	22 12%	14 9%	28 13%	24 9%	37 12%	28 13%	33 13%	43 16%	29 11%	26 10%	14 10%	9 10%
NET: Disagree	338 32%	152 30%	186 34%	46 37%	64 38%	58 28%	51 29%	43 27%	78 36%	87 32%	105 35%	71 32%	75 30%	98 36%	88 32%	82 32%	38 26%	32 34%
Don't know	192 18%	75 15%	117 21%	30 24%	35 21%	41 20%	32 18%	29 19%	24 11%	37 13%	45 15%	49 22%	62 24%	49 18%	55 20%	39 15%	33 22%	16 17%
Mean	2.63	2.70	2.55	2.48	2.55	2.68	2.68	2.77	2.57	2.69	2.60	2.59	2.63	2.53	2.68	2.62	2.73	2.67
Standard deviation	0.92	0.92	0.92	0.94	0.95	0.91	0.94	0.92	0.88	0.86	0.90	0.95	1.00	0.97	0.95	0.84	0.91	0.94
Standard error	0.03	0.04	0.04	0.10	0.09	0.07	0.08	0.08	0.06	0.05	0.06	0.09	0.07	0.06	0.07	0.06	0.09	0.10

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Table 3
Q.2 To what extent do you agree or disagree with each of these statements
Base: All Respondents
All religions fundamentally discriminate on grounds of gender

	Total	Religion						
		Christi an	Muslim	Hindu	Sikh	Jewish	Other	None
Unweighted base	1050	625	13	11	1	15	34	314
Weighted base	1050	626	15	9	1	12	32	320
NET: Agree	520 49%	311 50%	3 23%	3 34%	1 100%	9 73%	14 45%	163 51%
Strongly agree (4)	142 14%	64 10%	-	2 26%	-	2 19%	7 22%	59 18%
Somewhat agree (3)	377 36%	247 39%	3 23%	1 8%	1 100%	7 54%	7 23%	104 33%
Somewhat disagree (2)	216 21%	138 22%	2 15%	2 28%	-	2 18%	10 32%	51 16%
Strongly disagree (1)	122 12%	88 14%	7 47%	2 26%	-	-	4 12%	18 6%
NET: Disagree	338 32%	226 36%	9 62%	5 53%	-	2 18%	14 44%	69 21%
Don't know	192 18%	89 14%	2 15%	1 13%	-	1 9%	3 11%	88 28%
Mean	2.63	2.53	1.71	2.39	3.00	3.02	2.61	2.88
Standard deviation	0.92	0.90	0.90	1.28	-	0.67	1.02	0.88
Standard error	0.03	0.04	0.27	0.40	-	0.18	0.19	0.06

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Absolutes/col percents

Table 4
Q.2 To what extent do you agree or disagree with each of these statements
Base: All Respondents
All religions fundamentally discriminate on grounds of sexual orientation

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1050	504	546	116	155	204	185	167	223	352	253	157	288	293	253	274	130	100
Weighted base	1050	504	546	125	166	208	177	156	218	273	305	221	252	275	275	259	148	92
NET: Agree	591 56%	300 59%	291 53%	63 51%	91 55%	120 58%	95 54%	93 60%	127 58%	162 59%	175 58%	113 51%	141 56%	139 51%	153 56%	158 61%	87 59%	53 57%
Strongly agree	(4) 184 18%	104 21%	81 15%	20 16%	32 19%	32 15%	35 20%	30 19%	35 16%	48 18%	48 16%	37 17%	51 20%	48 17%	51 19%	44 17%	23 16%	18 20%
Somewhat agree	(3) 406 39%	196 39%	210 39%	44 35%	60 36%	88 42%	60 34%	63 40%	92 42%	114 42%	127 42%	76 35%	90 36%	91 33%	103 37%	114 44%	64 43%	35 37%
Somewhat disagree	(2) 170 16%	90 18%	80 15%	25 20%	30 18%	27 13%	33 18%	18 11%	38 17%	50 18%	54 18%	36 16%	29 11%	47 17%	46 17%	43 16%	20 14%	14 15%
Strongly disagree	(1) 103 10%	48 10%	55 10%	14 11%	14 8%	20 10%	13 8%	15 10%	26 12%	24 9%	35 11%	19 9%	25 10%	38 14%	24 9%	22 8%	12 8%	8 8%
NET: Disagree	273 26%	138 27%	135 25%	39 32%	44 26%	47 23%	46 26%	33 21%	64 29%	74 27%	89 29%	56 25%	54 22%	85 31%	70 25%	65 25%	32 22%	22 23%
Don't know	187 18%	66 13%	120 22%	22 18%	31 19%	40 19%	36 20%	30 19%	27 12%	37 14%	41 13%	52 24%	57 23%	51 19%	52 19%	36 14%	29 20%	18 20%
Mean	2.78	2.81	2.74	2.67	2.81	2.79	2.83	2.86	2.72	2.79	2.72	2.77	2.85	2.67	2.81	2.81	2.83	2.85
Standard deviation	0.92	0.92	0.91	0.94	0.92	0.89	0.91	0.92	0.92	0.88	0.91	0.92	0.96	1.00	0.91	0.87	0.86	0.91
Standard error	0.03	0.04	0.04	0.10	0.08	0.07	0.07	0.08	0.07	0.05	0.06	0.08	0.06	0.06	0.06	0.06	0.08	0.10

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Table 4
Q.2 To what extent do you agree or disagree with each of these statements
Base: All Respondents
All religions fundamentally discriminate on grounds of sexual orientation

	Total	Religion						
		Christi an	Muslim	Hindu	Sikh	Jewish	Other	None
Unweighted base	1050	625	13	11	1	15	34	314
Weighted base	1050	626	15	9	1	12	32	320
NET: Agree	591 56%	343 55%	6 37%	4 42%	1 100%	8 63%	16 51%	196 61%
Strongly agree	(4) 184 18%	93 15%	-	1 11%	-	2 19%	8 26%	73 23%
Somewhat agree	(3) 406 39%	251 40%	6 37%	3 31%	1 100%	5 43%	8 25%	123 38%
Somewhat disagree	(2) 170 16%	116 18%	1 5%	2 19%	-	1 9%	12 37%	30 9%
Strongly disagree	(1) 103 10%	74 12%	7 47%	2 26%	-	1 9%	3 8%	14 4%
NET: Disagree	273 26%	190 30%	8 52%	4 45%	-	2 18%	14 45%	43 14%
Don't know	187 18%	93 15%	2 10%	1 13%	-	2 20%	1 3%	80 25%
Mean	2.78	2.68	1.89	2.32	3.00	2.91	2.72	3.07
Standard deviation	0.92	0.92	1.00	1.10	-	0.93	0.97	0.81
Standard error	0.03	0.04	0.29	0.35	-	0.28	0.17	0.05

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Table 5
Q.2 To what extent do you agree or disagree with each of these statements
Base: All Respondents
Religion has no place in modern life

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1050	504	546	116	155	204	185	167	223	352	253	157	288	293	253	274	130	100
Weighted base	1050	504	546	125	166	208	177	156	218	273	305	221	252	275	275	259	148	92
NET: Agree	304 29%	186 37%	118 22%	41 33%	63 38%	65 31%	49 28%	44 28%	42 19%	78 29%	82 27%	68 31%	76 30%	86 31%	79 29%	75 29%	43 29%	20 22%
Strongly agree	(4) 12%	82 16%	41 8%	13 11%	25 15%	32 16%	20 11%	15 10%	18 8%	31 11%	22 7%	38 17%	34 13%	31 11%	39 14%	34 13%	13 9%	6 6%
Somewhat agree	(3) 17%	103 20%	77 14%	28 23%	38 23%	33 16%	29 16%	28 18%	24 11%	47 17%	61 20%	30 14%	42 17%	55 20%	41 15%	41 16%	30 20%	14 16%
Somewhat disagree	(2) 30%	127 25%	191 35%	30 24%	45 27%	67 32%	52 29%	59 38%	66 30%	94 34%	93 31%	72 32%	59 23%	77 28%	90 33%	77 30%	40 27%	35 37%
Strongly disagree	(1) 32%	160 32%	178 33%	42 34%	41 24%	55 26%	59 34%	42 27%	99 45%	86 31%	112 37%	59 27%	81 32%	97 35%	77 28%	85 33%	50 33%	30 32%
NET: Disagree	655 62%	286 57%	369 68%	71 57%	86 52%	122 58%	111 63%	101 65%	164 75%	180 66%	205 67%	131 59%	140 56%	173 63%	167 61%	161 62%	90 61%	64 70%
Don't know	91 9%	32 6%	59 11%	12 10%	17 10%	21 10%	17 10%	11 7%	12 6%	15 6%	17 6%	22 10%	36 14%	16 6%	29 11%	23 9%	15 10%	8 8%
Mean	2.09	2.23	1.96	2.11	2.32	2.23	2.05	2.12	1.81	2.09	1.97	2.23	2.13	2.08	2.17	2.10	2.05	1.96
Standard deviation	1.02	1.10	0.93	1.04	1.05	1.06	1.02	0.95	0.96	0.99	0.95	1.08	1.09	1.03	1.04	1.05	1.00	0.90
Standard error	0.03	0.05	0.04	0.10	0.09	0.08	0.08	0.08	0.07	0.05	0.06	0.09	0.07	0.06	0.07	0.07	0.09	0.09

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Table 5
Q.2 To what extent do you agree or disagree with each of these statements
Base: All Respondents
Religion has no place in modern life

	Total	Religion						
		Christi an	Muslim	Hindu	Sikh	Jewish	Other	None
Unweighted base	1050	625	13	11	1	15	34	314
Weighted base	1050	626	15	9	1	12	32	320
NET: Agree	304 29%	102 16%	-	3 35%	1 100%	1 11%	5 17%	181 57%
Strongly agree (4)	124 12%	22 4%	-	1 11%	-	-	2 7%	95 30%
Somewhat agree (3)	180 17%	80 13%	-	2 24%	1 100%	1 11%	3 9%	86 27%
Somewhat disagree (2)	318 30%	223 36%	2 12%	2 21%	-	4 30%	15 47%	67 21%
Strongly disagree (1)	338 32%	263 42%	13 88%	4 44%	-	7 55%	10 33%	26 8%
NET: Disagree	655 62%	486 78%	15 100%	6 65%	-	11 86%	25 80%	93 29%
Don't know	91 9%	39 6%	-	-	-	* 3%	1 3%	45 14%
Mean	2.09	1.76	1.12	2.01	3.00	1.54	1.91	2.91
Standard deviation	1.02	0.82	0.34	1.12	-	0.72	0.87	0.98
Standard error	0.03	0.03	0.09	0.34	-	0.19	0.15	0.06

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Table 6
Q.2 To what extent do you agree or disagree with each of these statements
Base: All Respondents
It is right to refer to God solely as 'He'

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1050	504	546	116	155	204	185	167	223	352	253	157	288	293	253	274	130	100
Weighted base	1050	504	546	125	166	208	177	156	218	273	305	221	252	275	275	259	148	92
NET: Agree	436 42%	214 42%	222 41%	35 28%	62 37%	79 38%	61 34%	76 49%	123 57%	100 36%	126 41%	109 49%	102 41%	116 42%	97 35%	109 42%	71 48%	43 47%
Strongly agree	(4) 143 14%	68 13%	75 14%	13 10%	13 8%	22 10%	21 12%	31 20%	43 20%	23 9%	40 13%	42 19%	38 15%	45 17%	25 9%	38 15%	22 15%	12 13%
Somewhat agree	(3) 294 28%	146 29%	147 27%	22 18%	48 29%	58 28%	40 23%	45 29%	80 37%	76 28%	86 28%	67 30%	64 26%	70 26%	72 26%	71 27%	49 33%	31 33%
Somewhat disagree	(2) 201 19%	97 19%	104 19%	28 22%	26 16%	35 17%	48 27%	25 16%	39 18%	63 23%	71 23%	25 11%	42 17%	52 19%	56 20%	48 19%	23 16%	21 23%
Strongly disagree	(1) 125 12%	55 11%	70 13%	24 19%	24 14%	26 13%	17 10%	17 11%	17 8%	37 14%	41 13%	25 11%	22 9%	37 14%	33 12%	29 11%	16 11%	9 10%
NET: Disagree	326 31%	151 30%	174 32%	51 41%	50 30%	61 30%	65 37%	42 27%	55 25%	100 37%	112 37%	50 23%	64 25%	90 33%	89 32%	77 30%	39 27%	30 33%
Don't know	288 27%	139 27%	150 27%	39 31%	54 33%	67 32%	51 29%	38 24%	40 18%	74 27%	67 22%	62 28%	86 34%	70 25%	89 32%	73 28%	37 25%	19 20%
Mean	2.60	2.62	2.57	2.29	2.45	2.53	2.51	2.76	2.84	2.43	2.53	2.79	2.71	2.60	2.48	2.63	2.70	2.63
Standard deviation	0.97	0.95	0.99	1.03	0.96	0.97	0.92	1.00	0.90	0.92	0.96	1.01	0.97	1.02	0.94	0.98	0.95	0.91
Standard error	0.04	0.05	0.05	0.12	0.09	0.08	0.08	0.09	0.07	0.06	0.07	0.09	0.07	0.07	0.07	0.07	0.10	0.10

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Table 6
Q.2 To what extent do you agree or disagree with each of these statements
Base: All Respondents
It is right to refer to God solely as 'He'

	Total	Religion						
		Christi an	Muslim	Hindu	Sikh	Jewish	Other	None
Unweighted base	1050	625	13	11	1	15	34	314
Weighted base	1050	626	15	9	1	12	32	320
NET: Agree	436 42%	330 53%	4 25%	4 49%	1 100%	6 47%	6 18%	76 24%
Strongly agree	(4) 143 14%	120 19%	-	1 11%	-	4 32%	* 1%	15 5%
Somewhat agree	(3) 294 28%	210 34%	4 25%	3 38%	1 100%	2 15%	5 17%	61 19%
Somewhat disagree	(2) 201 19%	124 20%	2 10%	1 13%	-	1 9%	13 42%	51 16%
Strongly disagree	(1) 125 12%	50 8%	3 22%	3 30%	-	1 9%	8 25%	56 17%
NET: Disagree	326 31%	174 28%	5 32%	4 43%	-	2 18%	21 67%	107 34%
Don't know	288 27%	123 20%	7 43%	1 8%	-	4 36%	5 15%	137 43%
Mean	2.60	2.79	2.05	2.33	3.00	3.08	1.94	2.19
Standard deviation	0.97	0.92	0.96	1.12	-	1.16	0.76	0.97
Standard error	0.04	0.04	0.36	0.36	-	0.39	0.14	0.07

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Table 7
Which religion do you yourself belong to?
Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1050	504	546	116	155	204	185	167	223	352	253	157	288	293	253	274	130	100
Weighted base	1050	504	546	125	166	208	177	156	218	273	305	221	252	275	275	259	148	92
Christian	626 60%	291 58%	335 61%	49 39%	77 46%	116 56%	112 63%	112 72%	161 74%	151 55%	192 63%	137 62%	146 58%	160 58%	148 54%	158 61%	100 67%	60 65%
Muslim	15 1%	11 2%	4 1%	6 5%	6 4%	1 *	2 1%	- -	- -	3 1%	6 2%	- -	6 3%	8 3%	2 1%	4 1%	2 1%	- -
Hindu	9 1%	7 1%	2 *	2 1%	3 2%	3 2%	1 *	- -	- -	6 2%	2 1%	1 *	1 *	6 2%	1 *	- -	1 1%	1 1%
Sikh	1 *	1 *	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -	1 *	- -	- -	- -
Jewish	12 1%	3 1%	10 2%	- -	* *	3 1%	1 1%	3 2%	5 2%	4 1%	1 *	1 *	6 2%	8 3%	2 1%	1 *	- -	1 2%
Other	32 3%	11 2%	21 4%	4 3%	2 1%	7 3%	6 4%	5 3%	7 3%	10 4%	13 4%	3 1%	5 2%	10 4%	6 2%	11 4%	4 2%	1 1%
None	320 30%	162 32%	157 29%	57 45%	73 44%	67 32%	50 28%	32 21%	41 19%	84 31%	80 26%	76 35%	79 31%	77 28%	103 37%	76 29%	40 27%	24 26%
Prefer not to say	29 3%	17 3%	13 2%	6 4%	2 1%	10 5%	5 3%	4 2%	3 1%	15 5%	6 2%	2 1%	6 3%	5 2%	10 4%	8 3%	2 1%	5 5%
Don't know	6 1%	1 *	5 1%	1 1%	2 1%	1 *	- -	- -	2 1%	1 *	3 1%	- -	2 1%	2 1%	1 *	2 1%	- -	1 1%

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Table 7
Which religion do you yourself belong to?
Base: All respondents

	Total	Religion						
		Christi an	Muslim	Hindu	Sikh	Jewish	Other	None
Unweighted base	1050	625	13	11	1	15	34	314
Weighted base	1050	626	15	9	1	12	32	320
Christian	626 60%	626 100%	-	-	-	-	-	-
Muslim	15 1%	-	15 100%	-	-	-	-	-
Hindu	9 1%	-	-	9 100%	-	-	-	-
Sikh	1 *	-	-	-	1 100%	-	-	-
Jewish	12 1%	-	-	-	-	12 100%	-	-
Other	32 3%	-	-	-	-	-	32 100%	-
None	320 30%	-	-	-	-	-	-	320 100%
Prefer not to say	29 3%	-	-	-	-	-	-	-
Don't know	6 1%	-	-	-	-	-	-	-

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Table 8
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	Gender		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1050	504	546	116	155	204	185	167	223	352	253	157	288	293	253	274	130	100
Weighted base	1050	504	546	125	166	208	177	156	218	273	305	221	252	275	275	259	148	92
Yes	630 60%	311 62%	319 58%	87 70%	105 63%	126 61%	99 56%	90 57%	124 57%	208 76%	200 66%	124 56%	98 39%	171 62%	168 61%	155 60%	83 56%	53 57%
No	420 40%	193 38%	227 42%	38 30%	61 37%	82 39%	78 44%	66 43%	94 43%	65 24%	104 34%	97 44%	154 61%	104 38%	107 39%	105 40%	65 44%	39 43%

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Table 8
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	Total	Religion						
		Christi an	Muslim	Hindu	Sikh	Jewish	Other	None
Unweighted base	1050	625	13	11	1	15	34	314
Weighted base	1050	626	15	9	1	12	32	320
Yes	630 60%	377 60%	7 46%	8 89%	- -	8 69%	19 60%	186 58%
No	420 40%	249 40%	8 54%	1 11%	1 100%	4 31%	13 40%	133 42%

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Absolutes/col percents

Table 9
Marital Status
Base: All respondents

	Gender		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1050	504	546	116	155	204	185	167	223	352	253	157	288	293	253	274	130	100
Weighted base	1050	504	546	125	166	208	177	156	218	273	305	221	252	275	275	259	148	92
Single	230 22%	132 26%	98 18%	96 77%	48 29%	42 20%	19 11%	15 9%	11 5%	53 19%	76 25%	38 17%	62 25%	78 28%	65 24%	51 20%	16 11%	19 21%
Married or co-habiting (including Civil Partnership)	685 65%	334 66%	351 64%	28 23%	112 67%	155 75%	128 72%	116 75%	146 67%	196 72%	177 58%	168 76%	144 57%	162 59%	181 66%	179 69%	104 70%	61 66%
Widowed/ Separated/ Divorced	127 12%	34 7%	94 17%	- -	6 4%	8 4%	27 15%	25 16%	61 28%	24 9%	44 14%	14 6%	45 18%	32 12%	26 10%	29 11%	28 19%	12 13%
Refused	7 1%	4 1%	4 1%	1 1%	- -	3 1%	3 2%	- -	1 1%	- -	7 2%	- -	- -	3 1%	3 1%	1 *	- -	- -

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Absolutes/col percents

Table 9
Marital Status
Base: All respondents

	Total	Religion						
		Christi an	Muslim	Hindu	Sikh	Jewish	Other	None
Unweighted base	1050	625	13	11	1	15	34	314
Weighted base	1050	626	15	9	1	12	32	320
Single	230 22%	105 17%	9 56%	3 34%	1 100%	-	6 21%	91 28%
Married or co-habiting (including Civil Partnership)	685 65%	435 69%	7 44%	6 66%	-	5 44%	17 53%	196 61%
Widowed/ Separated/ Divorced	127 12%	80 13%	-	-	-	7 56%	8 26%	31 10%
Refused	7 1%	6 1%	-	-	-	-	-	1 *

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Absolutes/col percents

Table 10
Tenure
Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1050	504	546	116	155	204	185	167	223	352	253	157	288	293	253	274	130	100
Weighted base	1050	504	546	125	166	208	177	156	218	273	305	221	252	275	275	259	148	92
Owned outright (without mortgage)	343 33%	159 32%	183 34%	33 26%	22 13%	30 15%	37 21%	69 44%	152 70%	103 38%	91 30%	69 31%	80 32%	92 34%	91 33%	82 32%	49 33%	29 32%
Owned with a mortgage or loan	406 39%	204 41%	201 37%	48 38%	74 44%	123 59%	83 47%	52 33%	27 12%	134 49%	128 42%	90 41%	53 21%	109 40%	90 33%	109 42%	64 43%	34 37%
Rented from Council	135 13%	56 11%	79 14%	10 8%	22 13%	29 14%	29 16%	19 12%	25 12%	11 4%	30 10%	33 15%	61 24%	30 11%	47 17%	38 14%	10 6%	12 13%
Rented from housing association	61 6%	28 6%	33 6%	8 7%	14 8%	10 5%	12 7%	7 5%	10 5%	4 1%	12 4%	9 4%	36 14%	11 4%	18 7%	14 5%	10 7%	8 9%
Rented from someone else	99 9%	52 10%	47 9%	22 18%	33 20%	15 7%	16 9%	9 6%	4 2%	19 7%	42 14%	20 9%	19 7%	30 11%	28 10%	16 6%	15 10%	9 10%
Rent free	7 1%	4 1%	3 1%	4 3%	2 1%	- -	1 1%	- -	1 *	3 1%	1 *	- -	2 1%	3 1%	1 *	1 *	1 *	* *

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Absolutes/col percents

Table 10
Tenure
Base: All respondents

	Total	Religion						
		Christi an	Muslim	Hindu	Sikh	Jewish	Other	None
Unweighted base	1050	625	13	11	1	15	34	314
Weighted base	1050	626	15	9	1	12	32	320
Owned outright (without mortgage)	343 33%	222 35%	9 62%	1 15%	1 100%	4 33%	11 36%	84 26%
Owned with a mortgage or loan	406 39%	245 39%	3 21%	3 30%	-	6 47%	9 29%	127 40%
Rented from Council	135 13%	70 11%	-	2 24%	-	2 17%	5 15%	54 17%
Rented from housing association	61 6%	38 6%	1 7%	-	-	-	3 9%	18 5%
Rented from someone else	99 9%	49 8%	1 10%	3 31%	-	* 3%	3 8%	35 11%
Rent free	7 1%	3 *	-	-	-	-	1 3%	2 1%

God Survey

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Absolutes/col percents

Table 11

Thinking about your household's food and grocery shopping, are you personally responsible for selecting HALF OR MORE of the items to be bought from supermarkets and food shops?

Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1050	504	546	116	155	204	185	167	223	352	253	157	288	293	253	274	130	100
Weighted base	1050	504	546	125	166	208	177	156	218	273	305	221	252	275	275	259	148	92
Yes - half or more	905 86%	376 75%	529 97%	87 69%	138 83%	191 92%	156 88%	133 85%	201 92%	227 83%	264 87%	192 87%	222 88%	238 87%	228 83%	228 88%	130 87%	81 88%
No - less than half	145 14%	128 25%	17 3%	38 31%	28 17%	16 8%	21 12%	23 15%	17 8%	46 17%	40 13%	28 13%	30 12%	37 13%	47 17%	31 12%	19 13%	11 12%

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Absolutes/col percents

Table 11

Thinking about your household's food and grocery shopping, are you personally responsible for selecting HALF OR MORE of the items to be bought from supermarkets and food shops?

Base: All respondents

	Total	Religion						
		Christi an	Muslim	Hindu	Sikh	Jewish	Other	None
Unweighted base	1050	625	13	11	1	15	34	314
Weighted base	1050	626	15	9	1	12	32	320
Yes - half or more	905 86%	549 88%	9 58%	9 100%	1 100%	12 100%	28 89%	267 84%
No - less than half	145 14%	78 12%	6 42%	- -	- -	- -	4 11%	53 16%

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Absolutes/col percents

Table 12
How many cars are there in your household?
Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1050	504	546	116	155	204	185	167	223	352	253	157	288	293	253	274	130	100
Weighted base	1050	504	546	125	166	208	177	156	218	273	305	221	252	275	275	259	148	92
None	218 21%	87 17%	131 24%	33 26%	30 18%	28 14%	45 26%	36 23%	45 21%	28 10%	63 21%	37 17%	90 36%	66 24%	45 16%	51 20%	32 22%	24 26%
1	437 42%	214 42%	223 41%	29 23%	67 41%	94 45%	66 38%	56 36%	123 56%	119 44%	117 39%	96 43%	104 41%	111 40%	115 42%	109 42%	57 39%	45 48%
2	301 29%	148 29%	153 28%	31 25%	51 31%	72 35%	50 29%	51 32%	47 21%	98 36%	93 30%	69 31%	41 16%	75 27%	84 31%	79 30%	48 33%	16 17%
3+	94 9%	55 11%	39 7%	32 25%	18 11%	13 6%	15 8%	13 8%	3 1%	28 10%	31 10%	19 9%	16 6%	23 8%	32 12%	21 8%	10 7%	8 8%

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Absolutes/col percents

Table 12

How many cars are there in your household?**Base: All respondents**

	Religion							
	Total	Christi an	Muslim	Hindu	Sikh	Jewish	Other	None
Unweighted base	1050	625	13	11	1	15	34	314
Weighted base	1050	626	15	9	1	12	32	320
None	218 21%	123 20%	6 37%	1 8%	-	3 26%	8 27%	65 20%
1	437 42%	265 42%	4 27%	5 58%	1 100%	5 41%	14 45%	134 42%
2	301 29%	195 31%	1 5%	3 34%	-	3 21%	4 14%	87 27%
3+	94 9%	43 7%	5 31%	-	-	1 12%	5 14%	34 11%

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Absolutes/col percents

Table 13
Which of the following best describes your current working status?
Base: All respondents

	Gender		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1050	504	546	116	155	204	185	167	223	352	253	157	288	293	253	274	130	100
Weighted base	1050	504	546	125	166	208	177	156	218	273	305	221	252	275	275	259	148	92
Working full time (30+ hrs a week)	473 45%	302 60%	170 31%	49 39%	122 74%	128 61%	108 61%	57 36%	9 4%	156 57%	159 52%	108 49%	49 20%	136 49%	118 43%	119 46%	61 41%	39 42%
Working part time (8-29 hrs a week)	126 12%	39 8%	88 16%	19 16%	10 6%	35 17%	21 12%	25 16%	15 7%	33 12%	42 14%	26 12%	25 10%	26 10%	36 13%	34 13%	19 13%	11 12%
Not working but seeking work or temporarily unemployed/sick	42 4%	19 4%	23 4%	7 6%	7 4%	8 4%	14 8%	6 4%	-	1 *	-	8 3%	33 13%	13 5%	13 5%	7 3%	4 3%	5 5%
Not working/Not seeking work	22 2%	12 2%	10 2%	-	2 1%	11 5%	1 1%	9 5%	-	1 *	-	1 1%	19 8%	8 3%	3 1%	7 3%	3 2%	1 1%
Retired on state pension ONLY	81 8%	21 4%	60 11%	-	-	-	* *	11 7%	69 31%	2 1%	-	4 2%	74 30%	18 7%	21 8%	19 7%	15 10%	8 8%
Retired with a private pension	158 15%	76 15%	82 15%	-	-	1 *	4 2%	32 20%	122 56%	59 22%	59 19%	31 14%	9 4%	42 15%	39 14%	38 15%	22 15%	17 19%
Student	45 4%	29 6%	16 3%	39 31%	5 3%	-	1 *	1 *	-	7 3%	27 9%	6 3%	5 2%	12 4%	13 5%	13 5%	4 3%	3 3%
House person/Housewife/ Househusband	104 10%	7 1%	97 18%	10 8%	20 12%	27 13%	29 16%	15 10%	3 2%	14 5%	18 6%	36 16%	37 15%	20 7%	33 12%	23 9%	19 13%	9 9%

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Absolutes/col percents

Table 13

Which of the following best describes your current working status?

Base: All respondents

	Total	Religion						
		Christi an	Muslim	Hindu	Sikh	Jewish	Other	None
Unweighted base	1050	625	13	11	1	15	34	314
Weighted base	1050	626	15	9	1	12	32	320
Working full time (30+ hrs a week)	473 45%	253 40%	9 62%	8 86%	-	5 40%	18 58%	163 51%
Working part time (8-29 hrs a week)	126 12%	69 11%	2 11%	1 14%	-	1 10%	5 17%	42 13%
Not working but seeking work or temporarily unemployed/sick	42 4%	19 3%	-	-	-	1 9%	* 1%	19 6%
Not working/Not seeking work	22 2%	12 2%	-	-	-	-	1 2%	9 3%
Retired on state pension ONLY	81 8%	63 10%	-	-	-	4 32%	1 4%	11 3%
Retired with a private pension	158 15%	114 18%	-	-	-	-	2 6%	38 12%
Student	45 4%	20 3%	4 26%	-	1 100%	-	* 1%	17 5%
House person/Housewife/ Househusband	104 10%	76 12%	-	-	-	1 9%	3 10%	22 7%

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Table 14
What is the highest educational level that you have achieved to date?
Base: All respondents

	Gender		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1050	504	546	116	155	204	185	167	223	352	253	157	288	293	253	274	130	100
Weighted base	1050	504	546	125	166	208	177	156	218	273	305	221	252	275	275	259	148	92
Secondary/ high school/ NVQ 1-3	624 59%	262 52%	362 66%	47 37%	82 49%	133 64%	116 65%	98 63%	149 68%	109 40%	177 58%	155 70%	184 73%	147 53%	165 60%	164 63%	89 60%	59 63%
University degree or equivalent professional qualification/ NVQ4	286 27%	166 33%	120 22%	33 27%	52 32%	59 28%	48 27%	44 28%	49 22%	106 39%	80 26%	50 23%	50 20%	85 31%	78 28%	64 25%	41 27%	19 20%
Higher university degree/ Doctorate/ MBA/ NVQ 5 or equivalent	79 8%	44 9%	36 7%	5 4%	28 17%	13 6%	8 4%	12 8%	13 6%	48 18%	21 7%	3 1%	8 3%	25 9%	13 5%	15 6%	16 11%	12 13%
Still in full time education	43 4%	22 4%	21 4%	39 32%	4 2%	- -	- -	- -	- -	8 3%	24 8%	7 3%	4 1%	10 4%	15 5%	12 5%	3 2%	3 3%
Refused	18 2%	10 2%	8 1%	- -	- -	3 2%	5 3%	2 1%	7 3%	3 1%	3 1%	5 2%	7 3%	8 3%	5 2%	5 2%	- -	1 1%

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Absolutes/col percents

Table 14

What is the highest educational level that you have achieved to date?

Base: All respondents

	Total	Religion						
		Christi an	Muslim	Hindu	Sikh	Jewish	Other	None
Unweighted base	1050	625	13	11	1	15	34	314
Weighted base	1050	626	15	9	1	12	32	320
Secondary/ high school/ NVQ 1-3	624 59%	403 64%	1 10%	2 20%	-	8 67%	20 63%	173 54%
University degree or equivalent professional qualification/ NVQ4	286 27%	159 25%	8 56%	3 38%	-	4 33%	8 24%	98 31%
Higher university degree/ Doctorate/ MBA/ NVQ 5 or equivalent	79 8%	37 6%	4 24%	3 34%	-	-	4 12%	26 8%
Still in full time education	43 4%	19 3%	2 10%	1 8%	1 100%	-	* 1%	16 5%
Refused	18 2%	8 1%	-	-	-	-	-	7 2%

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Absolutes/col percents

Table 15
Do you have any children aged 18 or under?
Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1050	504	546	116	155	204	185	167	223	352	253	157	288	293	253	274	130	100
Weighted base	1050	504	546	125	166	208	177	156	218	273	305	221	252	275	275	259	148	92
No	742 71%	350 69%	392 72%	108 86%	91 55%	71 34%	110 62%	145 93%	217 99%	195 71%	219 72%	143 65%	185 73%	209 76%	188 68%	180 69%	101 68%	65 70%
NET: Yes	308 29%	154 31%	154 28%	17 14%	75 45%	137 66%	66 38%	11 7%	1 1%	78 29%	85 28%	78 35%	67 27%	66 24%	87 32%	80 31%	47 32%	28 30%
Yes: Aged under 5	123 12%	58 12%	65 12%	16 13%	62 38%	40 19%	3 2%	2 1%	-	33 12%	32 10%	35 16%	23 9%	27 10%	39 14%	30 12%	17 12%	10 11%
Yes: Aged 5-10	117 11%	60 12%	57 10%	4 3%	38 23%	56 27%	15 8%	4 3%	-	29 11%	27 9%	31 14%	30 12%	18 7%	35 13%	24 9%	22 15%	17 19%
Yes: Aged 11-15	111 11%	64 13%	47 9%	-	11 7%	58 28%	39 22%	3 2%	-	26 9%	32 10%	29 13%	25 10%	24 9%	30 11%	32 13%	17 11%	8 9%
Yes: Aged 16-18	80 8%	38 8%	42 8%	-	-	41 20%	33 19%	5 3%	1 1%	20 7%	20 7%	20 9%	20 8%	15 5%	26 10%	22 9%	12 8%	5 5%

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Absolutes/col percents

Table 15

Do you have any children aged 18 or under?**Base: All respondents**

	Total	Religion						
		Christi an	Muslim	Hindu	Sikh	Jewish	Other	None
Unweighted base	1050	625	13	11	1	15	34	314
Weighted base	1050	626	15	9	1	12	32	320
No	742 71%	451 72%	12 80%	5 56%	1 100%	8 63%	25 79%	214 67%
NET: Yes	308 29%	175 28%	3 20%	4 44%	-	5 37%	6 21%	105 33%
Yes: Aged under 5	123 12%	61 10%	2 15%	1 10%	-	* 3%	* 1%	52 16%
Yes: Aged 5-10	117 11%	69 11%	-	2 20%	-	* 3%	3 9%	40 13%
Yes: Aged 11-15	111 11%	69 11%	1 6%	1 6%	-	3 22%	4 13%	30 9%
Yes: Aged 16-18	80 8%	48 8%	1 5%	1 8%	-	1 12%	2 7%	24 7%

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Table 16
What was your age on your last birthday?
Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1050	504	546	116	155	204	185	167	223	352	253	157	288	293	253	274	130	100
Weighted base	1050	504	546	125	166	208	177	156	218	273	305	221	252	275	275	259	148	92
18-24	125 12%	63 12%	62 11%	125 100%	-	-	-	-	-	34 12%	47 15%	20 9%	24 10%	37 13%	40 14%	31 12%	11 7%	6 7%
25-34	166 16%	95 19%	71 13%	-	166 100%	-	-	-	-	45 17%	50 16%	41 19%	30 12%	43 16%	46 17%	37 14%	19 13%	21 23%
35-44	208 20%	106 21%	102 19%	-	-	208 100%	-	-	-	63 23%	48 16%	50 23%	47 19%	66 24%	41 15%	57 22%	27 18%	16 18%
45-54	177 17%	81 16%	95 17%	-	-	-	177 100%	-	-	39 14%	59 19%	38 17%	41 16%	40 15%	47 17%	43 17%	32 22%	14 16%
55-64	156 15%	72 14%	84 15%	-	-	-	-	156 100%	-	32 12%	49 16%	40 18%	35 14%	33 12%	43 16%	39 15%	30 20%	11 12%
65+	218 21%	86 17%	132 24%	-	-	-	-	-	218 100%	60 22%	52 17%	31 14%	75 30%	57 21%	58 21%	52 20%	29 20%	23 25%

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Absolutes/col percents

Table 16
What was your age on your last birthday?
Base: All respondents

	Religion							
	Total	Christi an	Muslim	Hindu	Sikh	Jewish	Other	None
Unweighted base	1050	625	13	11	1	15	34	314
Weighted base	1050	626	15	9	1	12	32	320
18-24	125 12%	49 8%	6 42%	2 19%	1 100%	-	4 13%	57 18%
25-34	166 16%	77 12%	6 42%	3 34%	-	* 3%	2 5%	73 23%
35-44	208 20%	116 18%	1 5%	3 39%	-	3 22%	7 22%	67 21%
45-54	177 17%	112 18%	2 11%	1 8%	-	1 11%	6 20%	50 15%
55-64	156 15%	112 18%	-	-	-	3 24%	5 17%	32 10%
65+	218 21%	161 26%	-	-	-	5 41%	7 23%	41 13%

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Absolutes/col percents

Table 17
Gender
Base: All respondents

	Gender		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1050	504	546	116	155	204	185	167	223	352	253	157	288	293	253	274	130	100
Weighted base	1050	504	546	125	166	208	177	156	218	273	305	221	252	275	275	259	148	92
Male	504	504	-	63	95	106	81	72	86	157	137	115	95	144	126	128	73	33
	48%	100%	-	50%	57%	51%	46%	46%	39%	57%	45%	52%	38%	52%	46%	49%	49%	36%
Female	546	-	546	62	71	102	95	84	132	116	106	156	156	131	149	131	75	59
	52%	-	100%	50%	43%	49%	54%	54%	61%	43%	55%	48%	62%	48%	54%	51%	51%	64%

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Table 17
Gender
Base: All respondents

	Total	Religion						
		Christi an	Muslim	Hindu	Sikh	Jewish	Other	None
Unweighted base	1050	625	13	11	1	15	34	314
Weighted base	1050	626	15	9	1	12	32	320
Male	504	291	11	7	1	3	11	162
	48%	47%	73%	81%	100%	22%	34%	51%
Female	546	335	4	2	-	10	21	157
	52%	53%	27%	19%	-	78%	66%	49%

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Table 18
Which of the following ITV regions do you live in?
Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1050	504	546	116	155	204	185	167	223	352	253	157	288	293	253	274	130	100
Weighted base	1050	504	546	125	166	208	177	156	218	273	305	221	252	275	275	259	148	92
ITV1 Anglia	86 8%	38 8%	48 9%	9 7%	18 11%	14 7%	14 8%	11 7%	20 9%	23 8%	27 9%	19 9%	17 7%	1 *	84 31%	1 *	-	-
ITV1 Border	11 1%	6 1%	5 1%	1 1%	3 2%	2 1%	1 1%	2 1%	2 1%	1 *	1 *	6 3%	3 1%	-	-	7 3%	-	3 4%
ITV1 Central	182 17%	85 17%	96 18%	28 23%	32 19%	29 14%	33 18%	29 19%	31 14%	44 16%	58 19%	36 16%	44 17%	11 4%	163 59%	1 1%	6 4%	1 1%
ITV1 Granada	122 12%	62 12%	59 11%	14 11%	14 8%	28 14%	14 8%	22 14%	30 14%	37 14%	32 11%	20 9%	32 13%	3 1%	2 1%	114 44%	2 1%	* *
ITV1 London	169 16%	98 19%	71 13%	24 19%	23 14%	45 21%	26 14%	24 15%	28 13%	47 17%	50 16%	34 15%	38 15%	158 57%	12 4%	-	-	-
ITV1 Meridian	108 10%	47 9%	61 11%	13 10%	14 9%	21 10%	15 9%	13 8%	31 14%	36 13%	30 10%	22 10%	20 8%	101 37%	1 *	-	6 4%	-
ITV1 Tyne Tees	47 4%	17 3%	30 6%	7 6%	11 7%	8 4%	7 4%	4 2%	10 5%	11 4%	12 4%	13 6%	10 4%	-	-	47 18%	-	-
ITV1 Wales	49 5%	21 4%	28 5%	2 2%	7 4%	11 5%	6 4%	6 4%	16 7%	8 3%	14 5%	15 7%	12 5%	-	-	1 *	48 32%	-
ITV1 West	47 4%	16 3%	31 6%	7 6%	6 4%	2 1%	11 6%	11 7%	9 4%	12 4%	18 6%	2 1%	14 6%	1 *	1 *	-	45 30%	-
ITV1 Westcountry	41 4%	28 6%	13 2%	1 1%	6 4%	10 5%	13 7%	8 5%	3 2%	9 3%	13 4%	13 6%	6 3%	-	-	-	41 28%	-
ITV1 Yorkshire	101 10%	56 11%	45 8%	12 10%	11 7%	22 10%	23 13%	17 11%	16 7%	24 9%	24 8%	28 13%	25 10%	-	13 5%	88 34%	-	-
STV	88 8%	31 6%	57 10%	6 5%	20 12%	16 8%	14 8%	10 6%	22 10%	20 7%	25 8%	12 6%	30 12%	-	-	-	-	88 95%

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Table 18
Which of the following ITV regions do you live in?
Base: All respondents

	Total	Religion						
		Christi an	Muslim	Hindu	Sikh	Jewish	Other	None
Unweighted base	1050	625	13	11	1	15	34	314
Weighted base	1050	626	15	9	1	12	32	320
ITV1 Anglia	86 8%	38 6%	-	-	-	1 10%	2 6%	41 13%
ITV1 Border	11 1%	7 1%	-	-	-	-	-	4 1%
ITV1 Central	182 17%	103 16%	2 13%	2 26%	1 100%	1 9%	4 11%	60 19%
ITV1 Granada	122 12%	73 12%	4 24%	-	-	1 6%	8 25%	30 9%
ITV1 London	169 16%	87 14%	7 48%	4 42%	-	8 63%	7 21%	51 16%
ITV1 Meridian	108 10%	80 13%	1 5%	1 11%	-	-	3 10%	23 7%
ITV1 Tyne Tees	47 4%	31 5%	-	-	-	-	-	16 5%
ITV1 Wales	49 5%	32 5%	-	-	-	-	3 9%	12 4%
ITV1 West	47 4%	28 5%	2 10%	1 15%	-	-	1 3%	15 5%
ITV1 Westcountry	41 4%	30 5%	-	-	-	-	-	11 4%
ITV1 Yorkshire	101 10%	61 10%	-	-	-	-	4 14%	34 11%
STV	88 8%	57 9%	-	1 6%	-	1 12%	* 1%	23 7%

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Table 19
Social class
Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1050	504	546	116	155	204	185	167	223	352	253	157	288	293	253	274	130	100
Weighted base	1050	504	546	125	166	208	177	156	218	273	305	221	252	275	275	259	148	92
AB	273 26%	157 31%	116 21%	34 27%	45 27%	63 30%	39 22%	32 20%	60 27%	273 100%	-	-	-	80 29%	71 26%	69 27%	33 22%	20 22%
C1	305 29%	137 27%	168 31%	47 38%	50 30%	48 23%	59 33%	49 31%	52 24%	-	305 100%	-	-	82 30%	85 31%	65 25%	47 32%	26 28%
C2	221 21%	115 23%	106 19%	20 16%	41 25%	50 24%	38 21%	40 26%	31 14%	-	-	221 100%	-	58 21%	56 20%	61 24%	32 22%	14 15%
DE	252 24%	95 19%	156 29%	24 19%	30 18%	47 22%	41 23%	35 22%	75 34%	-	-	-	252 100%	56 20%	63 23%	64 25%	36 24%	32 35%

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Absolutes/col percents

Table 19
Social class
Base: All respondents

	Religion							
	Total	Christi an	Muslim	Hindu	Sikh	Jewish	Other	None
Unweighted base	1050	625	13	11	1	15	34	314
Weighted base	1050	626	15	9	1	12	32	320
AB	273 26%	151 24%	3 19%	6 65%	-	4 31%	10 32%	84 26%
C1	305 29%	192 31%	6 39%	2 22%	-	1 10%	13 43%	80 25%
C2	221 21%	137 22%	-	1 6%	-	1 9%	3 9%	76 24%
DE	252 24%	146 23%	6 42%	1 8%	1 100%	6 50%	5 16%	79 25%

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Table 20
Regions
Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1050	504	546	116	155	204	185	167	223	352	253	157	288	293	253	274	130	100
Weighted base	1050	504	546	125	166	208	177	156	218	273	305	221	252	275	275	259	148	92
Scotland	92 9%	33 7%	59 11%	6 5%	21 13%	16 8%	14 8%	11 7%	23 10%	20 7%	26 9%	14 6%	32 13%	-	-	-	-	92 100%
North East	47 5%	18 3%	30 5%	7 6%	11 7%	8 4%	8 5%	4 2%	9 4%	11 4%	12 4%	14 6%	10 4%	-	-	47 18%	-	-
North West	122 12%	62 12%	60 11%	11 9%	15 9%	30 15%	13 7%	21 14%	31 14%	39 14%	30 10%	22 10%	32 13%	-	-	122 47%	-	-
Yorks & Humber	90 9%	48 10%	42 8%	13 10%	11 6%	19 9%	22 13%	14 9%	12 5%	20 7%	23 7%	25 11%	23 9%	-	-	90 35%	-	-
West Midlands	99 9%	48 10%	51 9%	13 11%	19 12%	13 6%	20 11%	17 11%	17 8%	25 9%	34 11%	16 7%	24 10%	-	99 36%	-	-	-
Wales	55 5%	25 5%	29 5%	4 3%	7 4%	13 6%	6 4%	8 5%	17 8%	10 4%	15 5%	15 7%	15 6%	-	-	-	55 37%	-
Eastern	97 9%	40 8%	57 10%	13 11%	16 10%	16 8%	17 10%	13 8%	21 10%	26 10%	28 9%	21 10%	21 8%	-	97 35%	-	-	-
London	133 13%	79 16%	55 10%	23 19%	20 12%	29 14%	18 10%	20 13%	24 11%	39 14%	35 12%	29 13%	30 12%	133 48%	-	-	-	-
South East	142 14%	65 13%	77 14%	14 11%	22 13%	37 18%	22 13%	14 9%	33 15%	40 15%	46 15%	29 13%	26 10%	142 52%	-	-	-	-
South West	93 9%	48 9%	46 8%	7 6%	13 8%	14 7%	26 15%	21 14%	12 6%	23 8%	32 11%	17 8%	21 9%	-	-	-	93 63%	-
East Midlands	80 8%	38 8%	41 8%	13 10%	11 7%	12 6%	11 6%	13 8%	20 9%	20 7%	23 8%	19 9%	18 7%	-	80 29%	-	-	-

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Table 20
Regions
Base: All respondents

	Religion							
	Total	Christi an	Muslim	Hindu	Sikh	Jewish	Other	None
Unweighted base	1050	625	13	11	1	15	34	314
Weighted base	1050	626	15	9	1	12	32	320
Scotland	92 9%	60 10%	-	1 6%	-	1 12%	1 3%	24 7%
North East	47 5%	31 5%	-	-	-	-	-	16 5%
North West	122 12%	72 11%	4 24%	-	-	1 6%	7 23%	31 10%
Yorks & Humber	90 9%	56 9%	-	-	-	-	3 11%	29 9%
West Midlands	99 9%	55 9%	1 7%	-	1 100%	-	2 6%	35 11%
Wales	55 5%	36 6%	2 10%	-	-	-	3 9%	13 4%
Eastern	97 9%	43 7%	-	-	-	1 10%	2 6%	48 15%
London	133 13%	61 10%	6 37%	4 42%	-	8 63%	7 21%	43 14%
South East	142 14%	99 16%	3 17%	2 24%	-	-	3 10%	34 11%
South West	93 9%	64 10%	-	1 15%	-	-	1 3%	27 8%
East Midlands	80 8%	50 8%	1 6%	1 13%	-	1 9%	3 9%	19 6%