

Morals, Religion & Christmas Poll

ONLINE Fieldwork : 9th-11th December 2011

Absolutes/col percents

Table 1

Q.1 Thinking back over the past 12 months, do you feel more or less positive about each of the following than you did this time last year?

Summary

Base: All respondents

	Areas			
	My personal well-being	World affairs	British society in general	My own neighbourhood and/or local community
Unweighted base	2009	2009	2009	2009
Weighted base	2009	2009	2009	2009
NET: Positive	482 24%	164 8%	203 10%	347 17%
Much more positive (+2)	97 5%	38 2%	38 2%	76 4%
Slightly more positive (+1)	385 19%	126 6%	165 8%	271 13%
No change (0)	938 47%	689 34%	714 36%	1227 61%
Slightly more negative (-1)	468 23%	801 40%	753 38%	322 16%
Much more negative (-2)	121 6%	354 18%	338 17%	112 6%
NET: Negative	589 29%	1155 58%	1092 54%	434 22%
Mean	-0.06	-0.65	-0.59	-0.06
Standard deviation	0.92	0.91	0.93	0.82
Standard error	0.02	0.02	0.02	0.02

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Table 2

Q.1 Thinking back over the past 12 months, do you feel more or less positive about each of the following than you did this time last year?

My personal well-being

Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2009	952	1057	220	267	371	340	337	474	755	495	259	500	191	110	249	176	206	173	74	170	162	294	204	302	719	
Weighted base	2009	985	1024	241	321	382	342	301	422	543	583	422	462	174	91	236	177	186	156	106	188	253	258	183	306	819	
NET: Positive	482	246	236	91	102	84	54	55	96	151	146	88	97	47	19	59	41	41	39	19	43	60	69	44	82	212	
	24%	25%	23%	38%	32%	22%	16%	18%	23%	28%	25%	21%	21%	27%	21%	25%	23%	22%	25%	18%	23%	24%	27%	24%	27%	26%	
Much more positive	(+2)	97	55	42	23	26	16	13	8	11	30	25	19	24	11	3	18	7	6	8	2	6	23	10	5	21	53
		5%	6%	4%	9%	8%	4%	4%	3%	3%	6%	4%	4%	5%	6%	3%	8%	4%	3%	5%	2%	3%	9%	4%	3%	7%	6%
Slightly more positive	(+1)	385	191	194	69	76	67	41	46	86	121	121	69	73	36	16	41	35	36	31	17	37	37	60	39	61	159
		19%	19%	19%	28%	24%	18%	12%	15%	20%	22%	21%	16%	16%	21%	18%	17%	20%	19%	20%	16%	20%	14%	23%	21%	20%	19%
No change	(0)	938	474	465	93	140	178	152	154	222	253	283	212	191	85	43	115	94	91	61	49	87	122	110	80	138	380
		47%	48%	45%	38%	43%	47%	45%	51%	53%	47%	49%	50%	41%	49%	48%	49%	53%	49%	39%	46%	46%	48%	43%	44%	45%	46%
Slightly more negative	(-1)	468	223	245	45	56	98	106	80	83	117	110	102	139	36	26	46	29	41	40	32	45	57	69	48	65	185
		23%	23%	24%	19%	17%	26%	31%	27%	20%	22%	19%	24%	30%	21%	28%	19%	16%	22%	26%	30%	24%	22%	27%	26%	21%	23%
Much more negative	(-2)	121	42	79	12	24	22	30	13	20	22	44	20	35	6	3	16	13	12	16	6	13	14	10	11	22	42
		6%	4%	8%	5%	8%	6%	9%	4%	5%	4%	8%	5%	8%	4%	3%	7%	8%	6%	10%	6%	7%	5%	4%	6%	7%	5%
NET: Negative		589	265	324	57	80	120	135	92	103	139	154	122	174	42	28	62	42	53	56	38	58	71	79	59	86	228
		29%	27%	32%	24%	25%	32%	40%	31%	25%	26%	26%	29%	38%	24%	31%	26%	24%	29%	36%	36%	31%	28%	31%	32%	28%	28%
Mean		-0.06	*	-0.12	0.19	0.07	-0.11	-0.29	-0.14	-0.04	0.04	-0.05	-0.08	-0.19	0.05	-0.10	*	-0.04	-0.10	-0.16	-0.22	-0.12	*	-0.04	-0.11	-0.02	-0.01
Standard deviation		0.92	0.90	0.94	1.01	1.02	0.91	0.92	0.82	0.83	0.91	0.93	0.88	0.97	0.90	0.83	0.98	0.90	0.89	1.03	0.85	0.91	0.98	0.90	0.90	0.98	0.94
Standard error		0.02	0.03	0.03	0.07	0.06	0.05	0.05	0.04	0.04	0.03	0.04	0.05	0.04	0.06	0.08	0.06	0.07	0.06	0.08	0.10	0.07	0.08	0.05	0.06	0.06	0.04

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Table 2

Q.1 Thinking back over the past 12 months, do you feel more or less positive about each of the following than you did this time last year?

My personal well-being

Base: All respondents

	Total	Q.5 Whether or not you go to church on a regular basis, do you regard yourself as a Christian?		
		Yes	No	Not sure
Unweighted base	2009	1083	808	118
Weighted base	2009	1028	856	125
NET: Positive	482 24%	251 24%	208 24%	23 18%
Much more positive	(+2) 97 5%	46 4%	47 5%	5 4%
Slightly more positive	(+1) 385 19%	205 20%	162 19%	18 14%
No change	(0) 938 47%	473 46%	395 46%	69 55%
Slightly more negative	(-1) 468 23%	249 24%	197 23%	21 17%
Much more negative	(-2) 121 6%	54 5%	55 6%	12 9%
NET: Negative	589 29%	304 30%	252 29%	33 26%
Mean	-0.06	-0.06	-0.06	-0.14
Standard deviation	0.92	0.91	0.94	0.91
Standard error	0.02	0.03	0.03	0.08

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Table 3

Q.1 Thinking back over the past 12 months, do you feel more or less positive about each of the following than you did this time last year?

World affairs

Base: All respondents

	Gender			Age						Social Grade				Region							Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2009	952	1057	220	267	371	340	337	474	755	495	259	500	191	110	249	176	206	173	74	170	162	294	204	302	719	
Weighted base	2009	985	1024	241	321	382	342	301	422	543	583	422	462	174	91	236	177	186	156	106	188	253	258	183	306	819	
NET: Positive	164	111	54	36	44	22	19	14	29	55	49	32	28	19	8	24	10	16	12	5	7	31	22	10	33	72	
	8%	11%	5%	15%	14%	6%	6%	5%	7%	10%	8%	8%	6%	11%	9%	10%	6%	9%	8%	5%	4%	12%	9%	5%	11%	9%	
Much more positive	(+2)	38	25	13	13	12	6	2	1	4	11	7	5	6	1	6	1	3	4	1	1	9	5	1	14	14	
		2%	3%	1%	5%	4%	2%	1%	*	1%	2%	3%	2%	1%	4%	1%	3%	1%	2%	1%	*	4%	2%	1%	4%	2%	
Slightly more positive	(+1)	126	85	41	23	32	16	17	13	25	34	25	23	12	7	18	9	13	8	4	7	21	18	9	20	58	
		6%	9%	4%	10%	10%	4%	5%	4%	6%	8%	6%	5%	7%	8%	8%	5%	7%	5%	3%	4%	8%	7%	5%	6%	7%	
No change	(0)	689	315	375	106	125	160	100	86	113	171	196	146	176	64	35	88	66	59	40	39	66	88	57	96	309	
		34%	32%	37%	44%	39%	42%	29%	29%	27%	32%	34%	35%	38%	37%	39%	38%	32%	25%	37%	35%	34%	34%	31%	31%	38%	
Slightly more negative	(-1)	801	402	399	75	112	134	141	146	194	226	227	178	171	72	33	87	73	80	76	38	73	87	98	85	122	297
		40%	41%	39%	31%	35%	35%	41%	48%	46%	42%	39%	42%	37%	41%	37%	37%	41%	43%	48%	36%	39%	34%	38%	46%	40%	36%
Much more negative	(-2)	354	157	197	25	42	65	82	55	86	91	110	66	87	20	14	37	28	30	29	24	42	49	49	31	54	141
		18%	16%	19%	10%	13%	17%	24%	18%	20%	17%	19%	16%	19%	11%	15%	16%	16%	16%	19%	23%	22%	19%	19%	17%	18%	17%
NET: Negative		1155	559	596	99	153	199	223	201	280	316	337	244	258	92	47	124	100	111	104	62	115	136	147	116	176	439
		58%	57%	58%	41%	48%	52%	65%	67%	66%	58%	58%	58%	56%	53%	52%	53%	57%	60%	67%	59%	61%	54%	57%	63%	58%	54%
Mean		-0.65	-0.59	-0.71	-0.31	-0.43	-0.62	-0.83	-0.80	-0.79	-0.63	-0.66	-0.64	-0.68	-0.49	-0.58	-0.55	-0.66	-0.66	-0.75	-0.76	-0.79	-0.57	-0.66	-0.74	-0.60	-0.60
Standard deviation		0.91	0.94	0.86	0.97	0.96	0.87	0.87	0.80	0.86	0.92	0.94	0.87	0.87	0.92	0.88	0.93	0.83	0.89	0.90	0.89	0.84	1.01	0.92	0.82	1.00	0.91
Standard error		0.02	0.03	0.03	0.07	0.06	0.05	0.05	0.04	0.04	0.03	0.04	0.05	0.04	0.07	0.08	0.06	0.06	0.07	0.10	0.06	0.08	0.05	0.06	0.06	0.03	

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Table 3

Q.1 Thinking back over the past 12 months, do you feel more or less positive about each of the following than you did this time last year?

World affairs

Base: All respondents

	Total	Q.5 Whether or not you go to church on a regular basis, do you regard yourself as a Christian?		
		Yes	No	Not sure
Unweighted base	2009	1083	808	118
Weighted base	2009	1028	856	125
NET: Positive	164 8%	82 8%	68 8%	14 11%
Much more positive	(+2) 38 2%	19 2%	17 2%	1 1%
Slightly more positive	(+1) 126 6%	63 6%	50 6%	13 10%
No change	(0) 689 34%	324 31%	313 37%	52 42%
Slightly more negative	(-1) 801 40%	440 43%	325 38%	37 29%
Much more negative	(-2) 354 18%	182 18%	150 18%	22 18%
NET: Negative	1155 58%	622 60%	475 56%	59 47%
Mean	-0.65	-0.68	-0.63	-0.52
Standard deviation	0.91	0.90	0.91	0.94
Standard error	0.02	0.03	0.03	0.09

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Table 4

Q.1 Thinking back over the past 12 months, do you feel more or less positive about each of the following than you did this time last year?

British society in general

Base: All respondents

	Gender			Age						Social Grade				Region							Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2009	952	1057	220	267	371	340	337	474	755	495	259	500	191	110	249	176	206	173	74	170	162	294	204	302	719	
Weighted base	2009	985	1024	241	321	382	342	301	422	543	583	422	462	174	91	236	177	186	156	106	188	253	258	183	306	819	
NET: Positive	203	120	83	36	50	39	23	25	30	59	60	43	41	12	9	26	11	26	21	7	17	35	26	13	39	82	
	10%	12%	8%	15%	15%	10%	7%	8%	7%	11%	10%	10%	9%	7%	10%	11%	6%	14%	14%	7%	9%	14%	10%	7%	13%	10%	
Much more positive	(+2)	38	27	12	10	13	8	2	1	4	14	13	5	7	2	1	5	-	3	4	2	1	12	4	4	8	22
		2%	3%	1%	4%	4%	2%	1%	*	1%	3%	2%	1%	1%	1%	2%	2%	-	1%	3%	2%	1%	5%	2%	2%	3%	3%
Slightly more positive	(+1)	165	94	71	26	37	32	21	23	26	46	47	38	35	10	7	21	11	23	17	5	16	23	22	9	30	59
		8%	10%	7%	11%	11%	8%	6%	8%	6%	8%	8%	9%	7%	5%	8%	9%	6%	12%	11%	5%	9%	9%	9%	5%	10%	7%
No change	(0)	714	339	375	103	141	145	101	92	133	194	211	132	177	74	30	93	68	62	44	40	64	84	88	67	93	322
		36%	34%	37%	43%	44%	38%	30%	30%	32%	36%	36%	31%	38%	43%	33%	40%	38%	34%	28%	38%	34%	33%	34%	37%	31%	39%
Slightly more negative	(-1)	753	379	374	75	103	130	142	131	173	204	209	177	164	61	41	83	58	66	65	35	73	94	105	74	116	291
		38%	38%	37%	31%	32%	34%	42%	43%	41%	38%	36%	42%	35%	35%	45%	35%	33%	35%	41%	33%	39%	37%	41%	40%	38%	36%
Much more negative	(-2)	338	147	192	27	28	67	75	54	86	85	103	70	80	28	11	33	40	32	26	24	34	40	39	30	58	124
		17%	15%	19%	11%	9%	18%	22%	18%	20%	16%	18%	17%	17%	16%	12%	14%	23%	17%	17%	23%	18%	16%	15%	16%	19%	15%
NET: Negative		1092	525	566	102	131	197	217	185	259	289	311	247	244	88	52	117	98	98	91	59	107	134	144	103	174	415
		54%	53%	55%	42%	41%	52%	64%	61%	61%	53%	53%	59%	53%	51%	58%	50%	56%	53%	58%	56%	57%	53%	56%	56%	57%	51%
Mean		-0.59	-0.53	-0.65	-0.34	-0.30	-0.57	-0.78	-0.71	-0.74	-0.55	-0.59	-0.64	-0.60	-0.59	-0.59	-0.51	-0.72	-0.55	-0.59	-0.70	-0.65	-0.50	-0.59	-0.64	-0.60	-0.53
Standard deviation		0.93	0.95	0.90	0.96	0.93	0.94	0.88	0.87	0.88	0.94	0.94	0.90	0.91	0.87	0.87	0.92	0.88	0.97	0.98	0.94	0.90	1.02	0.90	0.88	0.99	0.93
Standard error		0.02	0.03	0.03	0.06	0.06	0.05	0.05	0.05	0.04	0.03	0.04	0.06	0.04	0.06	0.06	0.07	0.07	0.07	0.11	0.07	0.08	0.05	0.06	0.06	0.06	0.03

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Absolutes/col percents

Table 4

Q.1 Thinking back over the past 12 months, do you feel more or less positive about each of the following than you did this time last year?

British society in general

Base: All respondents

	Total	Q.5 Whether or not you go to church on a regular basis, do you regard yourself as a Christian?		
		Yes	No	Not sure
Unweighted base	2009	1083	808	118
Weighted base	2009	1028	856	125
NET: Positive	203 10%	115 11%	78 9%	10 8%
Much more positive	(+2) 38 2%	24 2%	13 1%	1 1%
Slightly more positive	(+1) 165 8%	91 9%	65 8%	8 7%
No change	(0) 714 36%	332 32%	332 39%	50 40%
Slightly more negative	(-1) 753 38%	408 40%	308 36%	37 30%
Much more negative	(-2) 338 17%	172 17%	137 16%	29 23%
NET: Negative	1092 54%	580 56%	445 52%	66 53%
Mean	-0.59	-0.60	-0.57	-0.67
Standard deviation	0.93	0.95	0.90	0.94
Standard error	0.02	0.03	0.03	0.09

Morals, Religion & Christmas Poll

ONLINE Fieldwork : 9th-11th December 2011

Absolutes/col percents

Table 5

Q.1 Thinking back over the past 12 months, do you feel more or less positive about each of the following than you did this time last year?

My own neighbourhood and/or local community

Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2009	952	1057	220	267	371	340	337	474	755	495	259	500	191	110	249	176	206	173	74	170	162	294	204	302	719	
Weighted base	2009	985	1024	241	321	382	342	301	422	543	583	422	462	174	91	236	177	186	156	106	188	253	258	183	306	819	
NET: Positive	347	192	156	49	79	71	37	47	64	115	104	52	76	25	13	40	23	32	31	18	25	60	45	36	65	133	
	17%	19%	15%	20%	25%	19%	11%	16%	15%	21%	18%	12%	16%	14%	14%	17%	13%	17%	20%	16%	13%	24%	17%	20%	21%	16%	
Much more positive	(+2)	76	49	27	14	21	14	5	12	10	19	26	12	20	5	1	10	1	6	8	7	5	17	8	8	21	31
		4%	5%	3%	6%	7%	4%	2%	4%	2%	4%	4%	3%	4%	3%	1%	4%	1%	3%	5%	6%	3%	7%	3%	5%	7%	4%
Slightly more positive	(+1)	271	143	128	35	58	57	32	35	54	96	79	40	56	19	11	30	22	26	23	11	20	43	37	28	45	103
		13%	15%	13%	15%	18%	15%	9%	12%	13%	18%	14%	10%	12%	11%	12%	13%	12%	14%	15%	10%	11%	17%	14%	15%	15%	13%
No change	(0)	1227	592	636	135	175	227	213	187	290	336	359	261	272	118	64	144	111	105	93	69	129	121	159	114	182	497
		61%	60%	62%	56%	54%	60%	62%	62%	69%	62%	62%	62%	59%	68%	71%	61%	63%	56%	60%	65%	69%	48%	62%	62%	59%	61%
Slightly more negative	(-1)	322	161	161	42	47	62	62	58	53	68	92	87	75	27	12	43	31	31	25	15	23	47	41	27	45	139
		16%	16%	16%	17%	15%	16%	18%	19%	12%	12%	16%	21%	16%	15%	13%	18%	18%	17%	16%	14%	12%	19%	16%	15%	15%	17%
Much more negative	(-2)	112	40	72	15	21	22	29	10	15	24	27	22	39	5	3	10	11	18	7	5	11	24	13	6	14	51
		6%	4%	7%	6%	6%	6%	8%	3%	4%	4%	5%	5%	8%	3%	3%	4%	6%	10%	4%	4%	6%	10%	5%	3%	5%	6%
NET: Negative		434	201	233	57	68	83	91	68	67	92	119	109	115	32	14	53	42	49	32	20	34	71	54	33	59	190
		22%	20%	23%	24%	21%	22%	27%	23%	16%	17%	21%	26%	25%	18%	16%	22%	24%	27%	20%	19%	18%	28%	21%	18%	19%	23%
Mean		-0.06	*	-0.12	-0.03	0.04	-0.05	-0.23	-0.06	-0.02	0.03	-0.03	-0.16	-0.13	-0.04	-0.03	-0.06	-0.16	-0.16	0.01	-0.01	-0.07	-0.07	-0.05	0.03	0.05	-0.09
Standard deviation		0.82	0.82	0.81	0.90	0.92	0.83	0.79	0.77	0.70	0.79	0.81	0.77	0.88	0.71	0.65	0.80	0.75	0.89	0.83	0.83	0.75	1.00	0.79	0.78	0.86	0.83
Standard error		0.02	0.03	0.02	0.06	0.06	0.04	0.04	0.04	0.03	0.03	0.04	0.05	0.04	0.05	0.06	0.05	0.06	0.06	0.10	0.06	0.08	0.05	0.05	0.05	0.05	0.03

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Table 5

Q.1 Thinking back over the past 12 months, do you feel more or less positive about each of the following than you did this time last year?

My own neighbourhood and/or local community

Base: All respondents

	Total	Q.5 Whether or not you go to church on a regular basis, do you regard yourself as a Christian?		
		Yes	No	Not sure
Unweighted base	2009	1083	808	118
Weighted base	2009	1028	856	125
NET: Positive	347 17%	176 17%	154 18%	17 14%
Much more positive	(+2) 76 4%	43 4%	31 4%	3 2%
Slightly more positive	(+1) 271 13%	134 13%	123 14%	15 12%
No change	(0) 1227 61%	632 61%	516 60%	80 64%
Slightly more negative	(-1) 322 16%	172 17%	129 15%	22 18%
Much more negative	(-2) 112 6%	48 5%	57 7%	6 5%
NET: Negative	434 22%	220 21%	186 22%	28 23%
Mean	-0.06	-0.05	-0.07	-0.11
Standard deviation	0.82	0.81	0.84	0.75
Standard error	0.02	0.02	0.03	0.07

Morals, Religion & Christmas Poll

ONLINE Fieldwork : 9th-11th December 2011

Absolutes/col percents

Table 6

Q.2 To what extent, if at all, has each of the following made you more or less likely to think about faith-based moral values?

Summary**Base: All respondents**

	Things To Think About						
	This summer's rioting	Global financial instability	Potential job insecurity as a result of budget cuts	The Arab uprisings	Occupy London Stock Exchange's "anti- capitalist" protest	The consumer or commercial emphasis surrounding Christmas	Personal circumstances
Unweighted base	2009	2009	2009	2009	2009	2009	2009
Weighted base	2009	2009	2009	2009	2009	2009	2009
NET: More likely	521 26%	482 24%	403 20%	529 26%	385 19%	492 24%	514 26%
Much more likely (+2)	169 8%	157 8%	143 7%	152 8%	113 6%	161 8%	156 8%
A bit more likely (+1)	352 18%	326 16%	261 13%	376 19%	272 14%	331 16%	358 18%
No difference (0)	1320 66%	1378 69%	1491 74%	1341 67%	1420 71%	1379 69%	1388 69%
A bit less likely (-1)	106 5%	105 5%	73 4%	79 4%	122 6%	96 5%	76 4%
Much less likely (-2)	62 3%	43 2%	41 2%	60 3%	81 4%	42 2%	31 2%
NET: Less likely	168 8%	148 7%	114 6%	139 7%	203 10%	138 7%	107 5%
Mean	0.23	0.22	0.19	0.24	0.11	0.24	0.26
Standard deviation	0.80	0.75	0.70	0.77	0.76	0.75	0.72
Standard error	0.02	0.02	0.02	0.02	0.02	0.02	0.02

Morals, Religion & Christmas Poll

ONLINE Fieldwork : 9th-11th December 2011

Absolutes/col percents

Table 7

Q.2 To what extent, if at all, has each of the following made you more or less likely to think about faith-based moral values?

This summer's rioting

Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2009	952	1057	220	267	371	340	337	474	755	495	259	500	191	110	249	176	206	173	74	170	162	294	204	302	719
Weighted base	2009	985	1024	241	321	382	342	301	422	543	583	422	462	174	91	236	177	186	156	106	188	253	258	183	306	819
NET: More likely	521 26%	243 25%	278 27%	67 28%	72 22%	87 23%	73 21%	86 28%	137 33%	159 29%	140 24%	96 23%	126 27%	52 30%	22 24%	60 25%	39 22%	49 26%	42 27%	28 26%	43 23%	72 29%	72 28%	42 23%	88 29%	173 21%
Much more likely (+2)	169 8%	70 7%	99 10%	26 11%	18 6%	25 6%	27 8%	28 9%	45 11%	45 8%	44 8%	36 9%	44 9%	18 10%	8 9%	17 7%	15 8%	14 7%	11 7%	10 9%	11 6%	28 11%	24 9%	14 7%	31 10%	50 6%
A bit more likely (+1)	352 18%	173 18%	179 17%	40 17%	54 17%	62 16%	46 14%	58 19%	92 22%	114 21%	96 17%	60 14%	82 18%	34 19%	13 15%	43 18%	25 14%	35 19%	30 20%	18 17%	32 17%	44 18%	48 19%	29 16%	56 18%	123 15%
No difference (0)	1320 66%	648 66%	672 66%	154 64%	226 70%	259 68%	241 71%	194 64%	247 58%	345 64%	402 69%	273 65%	300 65%	115 66%	63 70%	156 66%	120 68%	116 62%	99 64%	73 69%	132 70%	159 63%	157 61%	129 71%	193 63%	578 71%
A bit less likely (-1)	106 5%	59 6%	47 5%	13 5%	16 5%	24 6%	19 5%	13 4%	22 5%	27 5%	21 4%	39 9%	20 4%	6 3%	3 3%	13 5%	14 8%	13 7%	13 8%	1 1%	9 5%	11 4%	16 6%	8 5%	19 6%	46 6%
Much less likely (-2)	62 3%	34 3%	27 3%	8 3%	8 3%	12 3%	9 3%	9 3%	16 4%	12 2%	19 3%	14 3%	16 4%	2 1%	3 4%	8 3%	5 3%	8 5%	2 1%	4 4%	5 2%	10 4%	12 5%	3 2%	7 2%	22 3%
NET: Less likely	168 8%	94 10%	74 7%	21 9%	24 7%	36 9%	27 8%	22 7%	38 9%	39 7%	40 7%	53 12%	36 8%	8 4%	6 6%	20 9%	18 10%	21 11%	15 10%	5 5%	13 7%	21 8%	28 11%	12 6%	26 8%	68 8%
Mean	0.23	0.19	0.27	0.27	0.18	0.17	0.19	0.27	0.31	0.28	0.21	0.16	0.25	0.35	0.23	0.20	0.17	0.18	0.23	0.27	0.19	0.27	0.22	0.22	0.28	0.16
Standard deviation	0.80	0.79	0.80	0.85	0.71	0.76	0.76	0.81	0.87	0.78	0.77	0.83	0.82	0.75	0.80	0.78	0.79	0.84	0.76	0.80	0.71	0.87	0.87	0.73	0.81	0.73
Standard error	0.02	0.03	0.02	0.06	0.04	0.04	0.04	0.04	0.04	0.03	0.03	0.05	0.04	0.05	0.08	0.05	0.06	0.06	0.06	0.09	0.05	0.07	0.05	0.05	0.05	0.03

Morals, Religion & Christmas Poll
ONLINE Fieldwork : 9th-11th December 2011

Absolutes/col percents

Table 7

Q.2 To what extent, if at all, has each of the following made you more or less likely to think about faith-based moral values?

This summer's rioting

Base: All respondents

	Total	Q.5 Whether or not you go to church on a regular basis, do you regard yourself as a Christian?		
		Yes	No	Not sure
Unweighted base	2009	1083	808	118
Weighted base	2009	1028	856	125
NET: More likely	521 26%	327 32%	170 20%	24 19%
Much more likely	(+2) 169 8%	111 11%	50 6%	8 6%
A bit more likely	(+1) 352 18%	216 21%	120 14%	16 13%
No difference	(0) 1320 66%	620 60%	610 71%	90 72%
A bit less likely	(-1) 106 5%	58 6%	42 5%	6 5%
Much less likely	(-2) 62 3%	23 2%	34 4%	5 4%
NET: Less likely	168 8%	81 8%	76 9%	11 9%
Mean	0.23	0.32	0.13	0.13
Standard deviation	0.80	0.83	0.75	0.76
Standard error	0.02	0.03	0.03	0.07

Morals, Religion & Christmas Poll

ONLINE Fieldwork : 9th-11th December 2011

Absolutes/col percents

Table 8

Q.2 To what extent, if at all, has each of the following made you more or less likely to think about faith-based moral values?

Global financial instability

Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2009	952	1057	220	267	371	340	337	474	755	495	259	500	191	110	249	176	206	173	74	170	162	294	204	302	719
Weighted base	2009	985	1024	241	321	382	342	301	422	543	583	422	462	174	91	236	177	186	156	106	188	253	258	183	306	819
NET: More likely	482 24%	232 24%	250 24%	58 24%	52 16%	84 22%	77 23%	82 27%	129 31%	144 27%	125 22%	91 22%	122 26%	39 23%	24 27%	56 24%	38 21%	39 21%	40 25%	30 28%	37 20%	69 27%	71 28%	38 21%	70 23%	179 22%
Much more likely (+2)	157 8%	75 8%	82 8%	17 7%	15 5%	23 6%	27 8%	25 8%	49 12%	42 8%	41 7%	32 8%	41 9%	11 6%	7 8%	16 7%	13 7%	14 7%	11 7%	8 8%	12 6%	20 8%	30 12%	14 8%	26 9%	60 7%
A bit more likely (+1)	326 16%	157 16%	169 16%	41 17%	37 12%	61 16%	50 15%	57 19%	80 19%	102 19%	84 14%	59 14%	81 18%	28 16%	17 19%	40 17%	25 14%	25 14%	29 18%	22 20%	25 13%	49 19%	41 16%	25 13%	44 14%	118 14%
No difference (0)	1378 69%	663 67%	715 70%	166 69%	251 78%	267 70%	232 68%	204 68%	259 61%	371 68%	422 72%	284 67%	301 65%	129 74%	60 66%	157 66%	131 74%	133 72%	97 62%	73 68%	141 75%	164 65%	163 63%	131 72%	212 69%	582 71%
A bit less likely (-1)	105 5%	71 7%	34 3%	12 5%	14 4%	22 6%	23 7%	10 3%	24 6%	19 4%	24 4%	39 9%	23 5%	4 3%	4 5%	18 8%	6 4%	6 3%	19 12%	2 2%	7 4%	12 5%	16 6%	9 5%	19 6%	41 5%
Much less likely (-2)	43 2%	18 2%	25 2%	4 2%	4 1%	9 2%	10 3%	5 2%	10 2%	8 2%	12 2%	8 2%	15 3%	2 1%	2 2%	5 2%	2 1%	7 4%	1 *	1 1%	3 2%	8 3%	7 3%	5 2%	4 1%	18 2%
NET: Less likely	148 7%	89 9%	59 6%	17 7%	18 6%	31 8%	33 10%	15 5%	34 8%	28 5%	36 6%	47 11%	38 8%	6 4%	6 7%	23 10%	9 5%	14 7%	20 13%	4 3%	10 5%	20 8%	24 9%	14 7%	23 8%	59 7%
Mean	0.22	0.20	0.24	0.22	0.14	0.17	0.18	0.29	0.32	0.28	0.20	0.16	0.24	0.24	0.26	0.19	0.22	0.17	0.19	0.31	0.19	0.25	0.27	0.19	0.23	0.20
Standard deviation	0.75	0.75	0.75	0.73	0.62	0.73	0.78	0.74	0.84	0.72	0.71	0.77	0.81	0.66	0.75	0.76	0.69	0.77	0.75	0.71	0.68	0.79	0.86	0.74	0.74	0.73
Standard error	0.02	0.02	0.02	0.05	0.04	0.04	0.04	0.04	0.04	0.03	0.03	0.05	0.04	0.05	0.07	0.05	0.05	0.05	0.06	0.08	0.05	0.06	0.05	0.05	0.04	0.03

Morals, Religion & Christmas Poll
ONLINE Fieldwork : 9th-11th December 2011

Absolutes/col percents

Table 8

Q.2 To what extent, if at all, has each of the following made you more or less likely to think about faith-based moral values?

Global financial instability

Base: All respondents

	Total	Q.5 Whether or not you go to church on a regular basis, do you regard yourself as a Christian?		
		Yes	No	Not sure
Unweighted base	2009	1083	808	118
Weighted base	2009	1028	856	125
NET: More likely	482 24%	297 29%	163 19%	22 17%
Much more likely	(+2) 157 8%	103 10%	45 5%	9 7%
A bit more likely	(+1) 326 16%	195 19%	118 14%	13 10%
No difference	(0) 1378 69%	655 64%	631 74%	92 73%
A bit less likely	(-1) 105 5%	57 6%	40 5%	8 7%
Much less likely	(-2) 43 2%	19 2%	21 2%	4 3%
NET: Less likely	148 7%	75 7%	61 7%	12 9%
Mean	0.22	0.30	0.15	0.12
Standard deviation	0.75	0.79	0.69	0.75
Standard error	0.02	0.02	0.02	0.07

Morals, Religion & Christmas Poll

ONLINE Fieldwork : 9th-11th December 2011

Absolutes/col percents

Table 9

Q.2 To what extent, if at all, has each of the following made you more or less likely to think about faith-based moral values?

Potential job insecurity as a result of budget cuts

Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2009	952	1057	220	267	371	340	337	474	755	495	259	500	191	110	249	176	206	173	74	170	162	294	204	302	719
Weighted base	2009	985	1024	241	321	382	342	301	422	543	583	422	462	174	91	236	177	186	156	106	188	253	258	183	306	819
NET: More likely	403 20%	190 19%	213 21%	52 22%	60 19%	86 23%	75 22%	54 18%	76 18%	106 20%	99 17%	100 24%	98 21%	35 20%	16 18%	51 22%	32 18%	33 18%	39 25%	33 31%	26 14%	57 22%	52 20%	30 16%	84 27%	152 19%
Much more likely (+2)	143 7%	64 7%	79 8%	24 10%	22 7%	21 5%	34 10%	18 6%	23 6%	33 6%	35 6%	30 7%	44 10%	12 7%	4 5%	21 9%	12 7%	11 6%	14 9%	8 8%	9 5%	21 8%	19 7%	11 6%	37 12%	45 6%
A bit more likely (+1)	261 13%	126 13%	134 13%	28 12%	37 12%	65 17%	41 12%	36 12%	53 13%	73 13%	64 11%	70 17%	54 12%	23 13%	12 13%	30 13%	20 11%	22 12%	25 16%	24 23%	17 9%	35 14%	33 13%	19 10%	47 15%	106 13%
No difference (0)	1491 74%	736 75%	755 74%	173 72%	244 76%	272 71%	243 71%	235 78%	325 77%	413 76%	460 79%	293 69%	325 70%	135 77%	71 78%	169 71%	135 76%	139 75%	108 69%	70 66%	153 81%	184 73%	189 73%	141 77%	209 68%	622 76%
A bit less likely (-1)	73 4%	41 4%	33 3%	8 3%	12 4%	18 5%	15 4%	8 3%	12 3%	16 3%	13 2%	25 6%	20 4%	4 2%	2 2%	10 4%	9 5%	6 3%	9 6%	2 2%	4 2%	7 3%	10 4%	10 6%	10 3%	34 4%
Much less likely (-2)	41 2%	18 2%	23 2%	7 3%	5 2%	6 1%	8 2%	5 2%	9 2%	8 1%	11 2%	4 1%	18 4%	1 1%	2 2%	7 3%	2 1%	8 4%	1 1%	1 1%	5 3%	5 2%	6 2%	2 1%	3 1%	12 1%
NET: Less likely	114 6%	58 6%	56 5%	16 7%	18 5%	24 6%	23 7%	13 4%	21 5%	23 4%	24 4%	29 7%	38 8%	5 3%	4 4%	16 7%	11 6%	14 7%	10 6%	4 3%	9 5%	12 5%	17 6%	13 7%	13 4%	46 6%
Mean	0.19	0.18	0.21	0.22	0.18	0.20	0.23	0.18	0.17	0.20	0.17	0.23	0.19	0.23	0.16	0.21	0.17	0.12	0.27	0.34	0.12	0.24	0.19	0.14	0.34	0.17
Standard deviation	0.70	0.68	0.72	0.79	0.68	0.68	0.78	0.65	0.66	0.65	0.65	0.70	0.82	0.63	0.65	0.77	0.66	0.74	0.73	0.71	0.64	0.73	0.73	0.66	0.77	0.65
Standard error	0.02	0.02	0.02	0.05	0.04	0.04	0.04	0.04	0.03	0.02	0.03	0.04	0.04	0.05	0.06	0.05	0.05	0.05	0.06	0.08	0.05	0.06	0.04	0.05	0.04	0.02

Morals, Religion & Christmas Poll
ONLINE Fieldwork : 9th-11th December 2011

Absolutes/col percents

Table 9

Q.2 To what extent, if at all, has each of the following made you more or less likely to think about faith-based moral values?

Potential job insecurity as a result of budget cuts

Base: All respondents

	Total	Q.5 Whether or not you go to church on a regular basis, do you regard yourself as a Christian?		
		Yes	No	Not sure
Unweighted base	2009	1083	808	118
Weighted base	2009	1028	856	125
NET: More likely	403 20%	236 23%	151 18%	17 13%
Much more likely	(+2) 143 7%	79 8%	57 7%	7 5%
A bit more likely	(+1) 261 13%	157 15%	93 11%	10 8%
No difference	(0) 1491 74%	741 72%	650 76%	101 80%
A bit less likely	(-1) 73 4%	37 4%	30 3%	6 5%
Much less likely	(-2) 41 2%	14 1%	25 3%	1 1%
NET: Less likely	114 6%	51 5%	55 6%	8 6%
Mean	0.19	0.24	0.15	0.12
Standard deviation	0.70	0.70	0.71	0.61
Standard error	0.02	0.02	0.03	0.06

Morals, Religion & Christmas Poll

ONLINE Fieldwork : 9th-11th December 2011

Absolutes/col percents

Table 10

Q.2 To what extent, if at all, has each of the following made you more or less likely to think about faith-based moral values?

The Arab uprisings

Base: All respondents

	Gender			Age						Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2009	952	1057	220	267	371	340	337	474	755	495	259	500	191	110	249	176	206	173	74	170	162	294	204	302	719
Weighted base	2009	985	1024	241	321	382	342	301	422	543	583	422	462	174	91	236	177	186	156	106	188	253	258	183	306	819
NET: More likely	529 26%	284 29%	245 24%	57 24%	66 20%	65 17%	79 23%	97 32%	166 39%	166 31%	135 23%	114 27%	114 25%	42 24%	20 23%	68 29%	38 22%	54 29%	49 31%	32 30%	37 20%	72 29%	65 25%	50 27%	76 25%	175 21%
Much more likely (+2)	152 8%	82 8%	70 7%	19 8%	18 6%	19 5%	28 8%	27 9%	43 10%	43 8%	41 7%	29 7%	39 8%	12 7%	6 6%	15 6%	9 5%	10 5%	17 11%	14 13%	7 4%	29 11%	21 8%	13 7%	22 7%	62 8%
A bit more likely (+1)	376 19%	202 20%	175 17%	38 16%	48 15%	47 12%	51 15%	70 23%	123 29%	122 23%	94 16%	85 20%	75 16%	30 17%	15 16%	53 23%	29 16%	45 24%	32 21%	18 17%	30 16%	43 17%	44 17%	38 20%	55 18%	113 14%
No difference (0)	1341 67%	627 64%	714 70%	165 68%	236 73%	286 75%	235 69%	188 63%	231 55%	350 65%	410 70%	278 66%	304 66%	127 73%	63 69%	144 61%	128 72%	112 61%	99 64%	73 68%	137 73%	171 68%	167 65%	120 65%	210 69%	583 71%
A bit less likely (-1)	79 4%	45 5%	34 3%	10 4%	13 4%	20 5%	17 5%	9 3%	10 2%	16 3%	23 4%	19 5%	20 4%	4 2%	5 6%	16 7%	7 4%	5 3%	3 2%	- -	9 5%	7 3%	14 5%	8 4%	16 5%	38 5%
Much less likely (-2)	60 3%	29 3%	32 3%	10 4%	7 2%	10 3%	11 3%	7 2%	16 4%	10 2%	15 3%	11 3%	24 5%	2 1%	2 3%	7 3%	4 2%	14 8%	5 3%	1 1%	5 3%	2 1%	12 5%	5 3%	3 1%	23 3%
NET: Less likely	139 7%	74 7%	65 6%	20 8%	20 6%	30 8%	28 8%	16 5%	26 6%	27 5%	38 6%	30 7%	44 10%	6 3%	8 9%	23 10%	11 6%	19 10%	8 5%	1 1%	14 7%	9 4%	26 10%	13 7%	19 6%	61 7%
Mean	0.24	0.27	0.21	0.19	0.18	0.11	0.20	0.33	0.40	0.32	0.21	0.24	0.18	0.27	0.18	0.22	0.18	0.17	0.33	0.41	0.13	0.36	0.19	0.24	0.25	0.19
Standard deviation	0.77	0.79	0.75	0.80	0.68	0.68	0.78	0.78	0.85	0.74	0.74	0.76	0.85	0.66	0.75	0.79	0.69	0.87	0.82	0.77	0.67	0.75	0.84	0.76	0.70	0.75
Standard error	0.02	0.03	0.02	0.05	0.04	0.04	0.04	0.04	0.04	0.03	0.03	0.05	0.04	0.05	0.07	0.05	0.05	0.06	0.06	0.09	0.05	0.06	0.05	0.05	0.04	0.03

Morals, Religion & Christmas Poll
ONLINE Fieldwork : 9th-11th December 2011

Absolutes/col percents

Table 10

Q.2 To what extent, if at all, has each of the following made you more or less likely to think about faith-based moral values?

The Arab uprisings

Base: All respondents

	Total	Q.5 Whether or not you go to church on a regular basis, do you regard yourself as a Christian?		
		Yes	No	Not sure
Unweighted base	2009	1083	808	118
Weighted base	2009	1028	856	125
NET: More likely	529 26%	332 32%	166 19%	31 25%
Much more likely	(+2) 152 8%	94 9%	51 6%	8 6%
A bit more likely	(+1) 376 19%	238 23%	115 13%	23 18%
No difference	(0) 1341 67%	616 60%	640 75%	86 68%
A bit less likely	(-1) 79 4%	50 5%	22 3%	7 5%
Much less likely	(-2) 60 3%	30 3%	28 3%	2 2%
NET: Less likely	139 7%	80 8%	51 6%	9 7%
Mean	0.24	0.31	0.16	0.22
Standard deviation	0.77	0.82	0.71	0.71
Standard error	0.02	0.02	0.02	0.07

Morals, Religion & Christmas Poll

ONLINE Fieldwork : 9th-11th December 2011

Absolutes/col percents

Table 11

Q.2 To what extent, if at all, has each of the following made you more or less likely to think about faith-based moral values?

Occupy London Stock Exchange's "anti-capitalist" protest

Base: All respondents

	Gender			Age						Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2009	952	1057	220	267	371	340	337	474	755	495	259	500	191	110	249	176	206	173	74	170	162	294	204	302	719
Weighted base	2009	985	1024	241	321	382	342	301	422	543	583	422	462	174	91	236	177	186	156	106	188	253	258	183	306	819
NET: More likely	385 19%	191 19%	194 19%	49 20%	47 15%	55 14%	57 17%	70 23%	107 25%	107 20%	107 18%	82 19%	90 19%	39 23%	18 19%	41 17%	26 15%	35 19%	31 20%	24 22%	34 18%	51 20%	54 21%	33 18%	52 17%	150 18%
Much more likely (+2)	113 6%	63 6%	51 5%	15 6%	12 4%	22 6%	20 6%	21 7%	24 6%	27 5%	30 5%	27 6%	30 6%	12 7%	5 5%	12 5%	8 4%	10 6%	10 6%	10 9%	7 4%	12 5%	20 8%	8 4%	18 6%	52 6%
A bit more likely (+1)	272 14%	128 13%	143 14%	34 14%	36 11%	33 9%	37 11%	49 16%	83 20%	79 15%	77 13%	55 13%	60 13%	27 15%	13 14%	29 12%	18 10%	25 13%	22 14%	14 13%	27 14%	39 15%	34 13%	25 13%	33 11%	98 12%
No difference (0)	1420 71%	665 68%	755 74%	175 73%	250 78%	288 75%	241 71%	209 69%	258 61%	381 70%	416 71%	294 70%	329 71%	122 70%	63 69%	165 70%	142 80%	128 69%	110 71%	77 72%	134 71%	174 69%	172 67%	134 73%	225 74%	583 71%
A bit less likely (-1)	122 6%	71 7%	51 5%	13 5%	11 4%	25 6%	30 9%	12 4%	32 8%	30 5%	32 6%	34 8%	26 6%	7 4%	7 8%	17 7%	4 2%	9 5%	12 8%	3 3%	13 7%	18 7%	19 7%	11 6%	22 7%	46 6%
Much less likely (-2)	81 4%	57 6%	24 2%	4 2%	13 4%	14 4%	14 4%	12 4%	25 6%	25 5%	27 5%	13 3%	17 4%	6 3%	3 3%	13 6%	6 3%	14 7%	3 2%	2 2%	7 4%	9 4%	12 5%	6 3%	7 2%	42 5%
NET: Less likely	203 10%	128 13%	75 7%	17 7%	24 8%	39 10%	44 13%	23 8%	57 14%	55 10%	59 10%	47 11%	43 9%	13 8%	10 11%	30 13%	10 5%	23 12%	15 9%	6 5%	20 11%	28 11%	31 12%	17 9%	29 9%	87 11%
Mean	0.11	0.07	0.14	0.18	0.07	0.06	0.06	0.18	0.12	0.10	0.09	0.12	0.13	0.19	0.10	0.04	0.10	0.05	0.15	0.24	0.07	0.10	0.12	0.10	0.11	0.09
Standard deviation	0.76	0.83	0.68	0.69	0.67	0.72	0.77	0.77	0.85	0.76	0.76	0.76	0.76	0.77	0.74	0.79	0.65	0.84	0.71	0.76	0.71	0.75	0.83	0.70	0.71	0.79
Standard error	0.02	0.03	0.02	0.05	0.04	0.04	0.04	0.04	0.04	0.03	0.03	0.05	0.03	0.06	0.07	0.05	0.05	0.06	0.05	0.09	0.05	0.06	0.05	0.05	0.04	0.03

Morals, Religion & Christmas Poll
ONLINE Fieldwork : 9th-11th December 2011

Absolutes/col percents

Table 11

Q.2 To what extent, if at all, has each of the following made you more or less likely to think about faith-based moral values?

Occupy London Stock Exchange's "anti-capitalist" protest

Base: All respondents

	Total	Q.5 Whether or not you go to church on a regular basis, do you regard yourself as a Christian?		
		Yes	No	Not sure
Unweighted base	2009	1083	808	118
Weighted base	2009	1028	856	125
NET: More likely	385 19%	230 22%	134 16%	21 17%
Much more likely	(+2) 113 6%	72 7%	40 5%	2 1%
A bit more likely	(+1) 272 14%	159 15%	94 11%	19 15%
No difference	(0) 1420 71%	682 66%	644 75%	94 75%
A bit less likely	(-1) 122 6%	76 7%	39 5%	7 6%
Much less likely	(-2) 81 4%	40 4%	38 4%	3 2%
NET: Less likely	203 10%	116 11%	78 9%	10 8%
Mean	0.11	0.14	0.07	0.08
Standard deviation	0.76	0.80	0.72	0.60
Standard error	0.02	0.02	0.03	0.06

Morals, Religion & Christmas Poll

ONLINE Fieldwork : 9th-11th December 2011

Absolutes/col percents

Table 12

Q.2 To what extent, if at all, has each of the following made you more or less likely to think about faith-based moral values?

The consumer or commercial emphasis surrounding Christmas

Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2009	952	1057	220	267	371	340	337	474	755	495	259	500	191	110	249	176	206	173	74	170	162	294	204	302	719
Weighted base	2009	985	1024	241	321	382	342	301	422	543	583	422	462	174	91	236	177	186	156	106	188	253	258	183	306	819
NET: More likely	492 24%	231 23%	261 26%	51 21%	63 19%	84 22%	76 22%	94 31%	124 29%	151 28%	128 22%	94 22%	119 26%	41 24%	20 22%	58 25%	33 19%	49 26%	44 28%	22 21%	47 25%	61 24%	73 28%	44 24%	67 22%	190 23%
Much more likely (+2)	161 8%	71 7%	90 9%	19 8%	21 7%	17 5%	30 9%	30 10%	44 10%	51 9%	43 7%	22 5%	46 10%	14 8%	9 10%	20 8%	8 5%	12 6%	16 10%	6 6%	21 11%	21 8%	21 8%	13 7%	28 9%	59 7%
A bit more likely (+1)	331 16%	160 16%	171 17%	32 13%	42 13%	67 17%	46 14%	64 21%	80 19%	100 18%	86 15%	72 17%	73 16%	28 16%	11 12%	38 16%	25 14%	37 20%	27 18%	16 15%	26 14%	40 16%	52 20%	31 17%	40 13%	131 16%
No difference (0)	1379 69%	678 69%	701 68%	181 75%	241 75%	268 70%	235 69%	190 63%	263 62%	356 66%	422 72%	298 71%	303 66%	120 69%	66 73%	155 66%	134 76%	123 66%	108 69%	78 73%	127 68%	176 70%	163 63%	129 70%	213 70%	578 71%
A bit less likely (-1)	96 5%	53 5%	43 4%	7 3%	11 3%	19 5%	21 6%	12 4%	25 6%	25 5%	22 4%	22 5%	28 6%	9 5%	3 4%	14 6%	7 4%	8 4%	3 2%	3 3%	12 6%	13 5%	17 7%	7 4%	21 7%	31 4%
Much less likely (-2)	42 2%	23 2%	19 2%	2 1%	6 2%	10 3%	9 3%	5 2%	9 2%	11 2%	11 2%	8 2%	12 3%	4 2%	1 2%	9 4%	3 2%	6 3%	1 1%	4 3%	2 1%	3 1%	5 2%	3 2%	4 1%	20 2%
NET: Less likely	138 7%	76 8%	62 6%	10 4%	18 5%	30 8%	30 9%	17 6%	34 8%	36 7%	32 6%	30 7%	40 9%	13 8%	5 5%	23 10%	10 6%	15 8%	4 3%	6 6%	14 7%	16 6%	22 8%	10 5%	25 8%	52 6%
Mean	0.24	0.21	0.26	0.24	0.19	0.16	0.19	0.34	0.30	0.28	0.22	0.19	0.24	0.22	0.25	0.19	0.16	0.21	0.35	0.17	0.28	0.25	0.26	0.24	0.22	0.22
Standard deviation	0.75	0.75	0.75	0.68	0.69	0.70	0.79	0.77	0.82	0.78	0.71	0.69	0.81	0.76	0.75	0.82	0.65	0.77	0.72	0.72	0.79	0.73	0.78	0.70	0.75	0.73
Standard error	0.02	0.02	0.02	0.05	0.04	0.04	0.04	0.04	0.04	0.03	0.03	0.04	0.04	0.05	0.07	0.05	0.05	0.05	0.05	0.08	0.06	0.06	0.05	0.05	0.04	0.03

Morals, Religion & Christmas Poll
ONLINE Fieldwork : 9th-11th December 2011

Absolutes/col percents

Table 12

Q.2 To what extent, if at all, has each of the following made you more or less likely to think about faith-based moral values?

The consumer or commercial emphasis surrounding Christmas

Base: All respondents

	Total	Q.5 Whether or not you go to church on a regular basis, do you regard yourself as a Christian?		
		Yes	No	Not sure
Unweighted base	2009	1083	808	118
Weighted base	2009	1028	856	125
NET: More likely	492 24%	319 31%	146 17%	27 22%
Much more likely	(+2) 161 8%	110 11%	43 5%	8 6%
A bit more likely	(+1) 331 16%	209 20%	103 12%	19 15%
No difference	(0) 1379 69%	637 62%	652 76%	90 72%
A bit less likely	(-1) 96 5%	58 6%	31 4%	7 5%
Much less likely	(-2) 42 2%	13 1%	27 3%	2 1%
NET: Less likely	138 7%	72 7%	58 7%	8 7%
Mean	0.24	0.33	0.12	0.20
Standard deviation	0.75	0.79	0.69	0.69
Standard error	0.02	0.02	0.02	0.06

Morals, Religion & Christmas Poll

ONLINE Fieldwork : 9th-11th December 2011

Absolutes/col percents

Table 13

Q.2 To what extent, if at all, has each of the following made you more or less likely to think about faith-based moral values?

Personal circumstances

Base: All respondents

	Gender			Age						Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2009	952	1057	220	267	371	340	337	474	755	495	259	500	191	110	249	176	206	173	74	170	162	294	204	302	719
Weighted base	2009	985	1024	241	321	382	342	301	422	543	583	422	462	174	91	236	177	186	156	106	188	253	258	183	306	819
NET: More likely	514 26%	242 25%	271 26%	70 29%	82 25%	100 26%	90 26%	73 24%	98 23%	130 24%	141 24%	107 25%	136 29%	44 25%	20 22%	60 26%	36 20%	42 22%	49 32%	31 29%	41 22%	69 27%	77 30%	46 25%	85 28%	206 25%
Much more likely (+2)	156 8%	67 7%	89 9%	24 10%	21 7%	30 8%	31 9%	22 7%	28 7%	33 6%	39 7%	27 6%	57 12%	15 9%	7 8%	17 7%	11 6%	15 8%	15 10%	7 7%	8 5%	21 8%	24 9%	16 8%	30 10%	57 7%
A bit more likely (+1)	358 18%	175 18%	182 18%	46 19%	61 19%	71 19%	59 17%	51 17%	70 17%	97 18%	102 17%	80 19%	79 17%	29 16%	12 14%	43 18%	26 14%	27 14%	35 22%	23 22%	32 17%	48 19%	52 20%	31 17%	55 18%	149 18%
No difference (0)	1388 69%	690 70%	698 68%	158 66%	223 69%	256 67%	227 66%	212 70%	312 74%	389 72%	415 71%	284 67%	299 65%	126 72%	69 76%	163 69%	131 74%	134 72%	95 61%	75 70%	138 73%	165 65%	165 64%	127 70%	205 67%	563 69%
A bit less likely (-1)	76 4%	34 3%	42 4%	10 4%	10 3%	17 4%	19 5%	12 4%	9 2%	16 3%	19 3%	22 5%	19 4%	3 2%	1 1%	10 4%	4 3%	5 2%	12 7%	- -	7 4%	16 6%	11 4%	7 4%	14 4%	34 4%
Much less likely (-2)	31 2%	18 2%	13 1%	3 1%	7 2%	8 2%	6 2%	3 1%	3 1%	7 1%	8 1%	8 2%	8 2%	1 1%	1 1%	3 1%	6 3%	6 3%	- -	1 1%	3 1%	3 1%	6 2%	2 1%	2 1%	17 2%
NET: Less likely	107 5%	52 5%	55 5%	13 5%	17 5%	25 7%	25 7%	16 5%	12 3%	23 4%	27 5%	31 7%	27 6%	5 3%	2 2%	12 5%	11 6%	10 5%	12 7%	1 1%	10 5%	19 8%	16 6%	10 5%	16 5%	50 6%
Mean	0.26	0.24	0.29	0.32	0.24	0.25	0.26	0.25	0.27	0.25	0.25	0.23	0.34	0.31	0.27	0.26	0.17	0.22	0.34	0.33	0.19	0.26	0.31	0.27	0.32	0.24
Standard deviation	0.72	0.71	0.73	0.76	0.72	0.75	0.77	0.70	0.64	0.67	0.69	0.73	0.81	0.69	0.65	0.70	0.72	0.75	0.75	0.66	0.64	0.75	0.79	0.73	0.74	0.72
Standard error	0.02	0.02	0.02	0.05	0.04	0.04	0.04	0.04	0.03	0.02	0.03	0.05	0.04	0.05	0.06	0.04	0.05	0.05	0.06	0.08	0.05	0.06	0.05	0.05	0.04	0.03

Morals, Religion & Christmas Poll
ONLINE Fieldwork : 9th-11th December 2011

Absolutes/col percents

Table 13

Q.2 To what extent, if at all, has each of the following made you more or less likely to think about faith-based moral values?

Personal circumstances

Base: All respondents

	Total	Q.5 Whether or not you go to church on a regular basis, do you regard yourself as a Christian?		
		Yes	No	Not sure
Unweighted base	2009	1083	808	118
Weighted base	2009	1028	856	125
NET: More likely	514 26%	328 32%	161 19%	25 20%
Much more likely	(+2) 156 8%	110 11%	41 5%	6 4%
A bit more likely	(+1) 358 18%	218 21%	120 14%	20 16%
No difference	(0) 1388 69%	655 64%	637 74%	96 77%
A bit less likely	(-1) 76 4%	35 3%	37 4%	4 3%
Much less likely	(-2) 31 2%	10 1%	21 2%	- -
NET: Less likely	107 5%	46 4%	58 7%	4 3%
Mean	0.26	0.37	0.14	0.21
Standard deviation	0.72	0.76	0.67	0.57
Standard error	0.02	0.02	0.02	0.05

Morals, Religion & Christmas Poll

ONLINE Fieldwork : 9th-11th December 2011

Absolutes/col percents

Table 14
Q.3 Which of the following, if any, are you intending to do this Christmas?
Base: All respondents

	Gender			Age						Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2009	952	1057	220	267	371	340	337	474	755	495	259	500	191	110	249	176	206	173	74	170	162	294	204	302	719
Weighted base	2009	985	1024	241	321	382	342	301	422	543	583	422	462	174	91	236	177	186	156	106	188	253	258	183	306	819
NET: Any of these	1058	460	598	92	153	208	168	174	264	312	315	194	237	87	42	130	88	104	80	50	101	121	143	114	175	379
	53%	47%	58%	38%	48%	54%	49%	58%	62%	58%	54%	46%	51%	50%	46%	55%	49%	56%	51%	47%	54%	48%	55%	62%	57%	46%
Watch/ listen to a Christmas service on TV or radio	549	243	306	46	62	82	89	94	176	160	149	102	138	46	25	65	48	62	36	27	48	60	79	54	79	179
	27%	25%	30%	19%	19%	21%	26%	31%	42%	30%	26%	24%	30%	26%	27%	28%	27%	33%	23%	25%	25%	24%	31%	30%	26%	22%
Send a religious-themed Christmas card	446	203	244	22	43	60	89	83	149	151	137	66	92	38	18	56	40	47	27	21	46	51	59	43	76	123
	22%	21%	24%	9%	13%	16%	26%	28%	35%	28%	23%	16%	20%	22%	20%	24%	23%	25%	17%	20%	24%	20%	23%	23%	25%	15%
Attend a carol service	391	150	241	30	50	62	62	76	112	156	126	57	52	29	13	44	33	42	30	15	39	36	67	42	70	123
	19%	15%	24%	13%	15%	16%	18%	25%	26%	29%	22%	14%	11%	17%	15%	19%	19%	23%	19%	14%	21%	14%	26%	23%	23%	15%
Attend a nativity play	313	124	189	16	52	94	47	44	60	92	84	55	83	25	14	47	29	27	27	18	27	20	48	31	57	111
	16%	13%	18%	7%	16%	25%	14%	15%	14%	17%	14%	13%	18%	14%	15%	20%	17%	15%	17%	17%	14%	8%	19%	17%	19%	14%
Pray	295	112	183	22	27	46	56	53	93	93	86	36	81	27	13	38	17	28	24	19	30	38	35	26	50	88
	15%	11%	18%	9%	8%	12%	16%	18%	22%	17%	15%	9%	17%	16%	14%	16%	10%	15%	16%	18%	16%	15%	14%	14%	16%	11%
Attend a church service on Christmas Eve	291	126	165	29	31	55	49	52	74	105	90	55	41	33	12	30	28	24	20	19	31	36	35	24	60	93
	14%	13%	16%	12%	10%	14%	14%	17%	18%	19%	16%	13%	9%	19%	13%	13%	16%	13%	13%	18%	16%	14%	14%	13%	19%	11%
Attend a church service on Christmas Day	150	69	81	14	22	26	21	27	39	71	40	15	25	18	6	14	14	16	11	5	13	29	12	12	31	54
	7%	7%	8%	6%	7%	7%	6%	9%	9%	13%	7%	4%	5%	11%	7%	6%	8%	8%	7%	5%	7%	11%	5%	7%	10%	7%
Go carol-singing	121	48	73	15	20	20	14	23	30	48	33	22	18	11	7	12	9	9	9	7	11	20	19	7	19	40
	6%	5%	7%	6%	6%	5%	4%	8%	7%	9%	6%	5%	4%	6%	7%	5%	5%	5%	6%	7%	6%	8%	7%	4%	6%	5%
Read the Bible/ the Bible's account of Christ's birth	118	53	65	6	15	21	18	23	34	51	40	8	19	11	6	12	8	8	8	9	9	18	17	11	29	29
	6%	5%	6%	3%	5%	6%	5%	8%	8%	9%	7%	2%	4%	6%	7%	5%	5%	4%	5%	8%	5%	7%	6%	6%	10%	4%
None of the above	951	524	426	149	169	174	173	128	158	230	267	228	225	87	49	106	90	82	76	57	87	132	115	70	130	440
	47%	53%	42%	62%	52%	46%	51%	42%	38%	42%	46%	54%	49%	50%	54%	45%	51%	44%	49%	53%	46%	52%	45%	38%	43%	54%

Morals, Religion & Christmas Poll

ONLINE Fieldwork : 9th-11th December 2011

Absolutes/col percents

Table 14

Q.3 Which of the following, if any, are you intending to do this Christmas?

Base: All respondents

	Total	Q.5 Whether or not you go to church on a regular basis, do you regard yourself as a Christian?		
		Yes	No	Not sure
Unweighted base	2009	1083	808	118
Weighted base	2009	1028	856	125
NET: Any of these	1058	771	239	48
	53%	75%	28%	38%
Watch/ listen to a Christmas service on TV or radio	549	433	92	25
	27%	42%	11%	20%
Send a religious-themed Christmas card	446	385	52	10
	22%	37%	6%	8%
Attend a carol service	391	315	65	11
	19%	31%	8%	9%
Attend a nativity play	313	208	86	19
	16%	20%	10%	15%
Pray	295	274	16	6
	15%	27%	2%	5%
Attend a church service on Christmas Eve	291	240	46	5
	14%	23%	5%	4%
Attend a church service on Christmas Day	150	135	10	5
	7%	13%	1%	4%
Go carol-singing	121	101	13	7
	6%	10%	2%	6%
Read the Bible/ the Bible's account of Christ's birth	118	112	5	1
	6%	11%	1%	1%
None of the above	951	257	616	78
	47%	25%	72%	62%

Morals, Religion & Christmas Poll

ONLINE Fieldwork : 9th-11th December 2011

Absolutes/col percents

Table 15

Q.4 Looking ahead to next year, which of the following, if any, are you likely to do?

Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri- vate
Unweighted base	2009	952	1057	220	267	371	340	337	474	755	495	259	500	191	110	249	176	206	173	74	170	162	294	204	302	719
Weighted base	2009	985	1024	241	321	382	342	301	422	543	583	422	462	174	91	236	177	186	156	106	188	253	258	183	306	819
NET: Any of these	1427	678	748	150	213	259	245	224	336	431	407	291	297	113	66	157	125	135	97	83	143	180	187	140	230	566
	71%	69%	73%	62%	66%	68%	72%	74%	80%	79%	70%	69%	64%	65%	72%	67%	71%	72%	62%	78%	76%	71%	72%	76%	75%	69%
Spend more time with family and/or friends	1118	496	622	126	175	215	187	161	253	311	326	233	248	92	50	122	103	103	75	72	107	137	151	105	180	450
	56%	50%	61%	52%	55%	56%	55%	53%	60%	57%	56%	55%	54%	53%	55%	52%	58%	55%	48%	68%	57%	54%	59%	57%	59%	55%
Actively look out for the welfare of my neighbours	570	262	308	34	60	85	98	107	185	181	174	100	115	49	32	58	44	54	42	32	75	51	70	61	71	187
	28%	27%	30%	14%	19%	22%	29%	36%	44%	33%	30%	24%	25%	28%	35%	25%	25%	29%	27%	30%	40%	20%	27%	34%	23%	23%
Donate to charity on a regular basis	490	225	266	47	47	70	77	88	162	211	134	75	71	42	15	50	45	56	36	25	47	66	62	47	90	153
	24%	23%	26%	19%	14%	18%	23%	29%	39%	39%	23%	18%	15%	24%	17%	21%	26%	30%	23%	25%	26%	24%	26%	29%	19%	
Involve myself in initiatives that address the needs of my neighbourhood	292	140	152	16	36	45	54	50	91	122	79	39	52	28	8	34	20	27	19	13	33	33	39	38	43	104
	15%	14%	15%	7%	11%	12%	16%	17%	22%	22%	14%	9%	11%	16%	9%	14%	11%	15%	12%	12%	18%	13%	15%	21%	14%	13%
Lobby, contact or write to my local MP	241	126	115	7	34	53	32	43	72	98	59	40	44	24	10	26	18	25	14	8	19	29	42	26	36	89
	12%	13%	11%	3%	11%	14%	9%	14%	17%	18%	10%	9%	10%	14%	11%	11%	10%	14%	9%	8%	10%	11%	16%	14%	12%	11%
Mentor someone	180	100	80	18	30	43	30	27	33	77	59	15	30	14	6	18	12	14	7	19	18	29	25	20	40	83
	9%	10%	8%	7%	9%	11%	9%	9%	8%	14%	10%	3%	7%	8%	6%	7%	7%	7%	5%	18%	10%	11%	10%	11%	13%	10%
None of the above	308	183	125	42	55	73	53	40	45	56	99	75	78	33	17	49	31	27	29	15	21	26	34	26	39	143
	15%	19%	12%	17%	17%	19%	15%	13%	11%	10%	17%	18%	17%	19%	19%	21%	17%	14%	18%	15%	11%	10%	13%	14%	13%	17%
Don't know/ not sure	274	123	151	49	54	49	44	38	41	56	76	55	87	28	8	30	21	25	30	8	24	47	37	17	36	111
	14%	13%	15%	20%	17%	13%	13%	13%	10%	10%	13%	13%	19%	16%	9%	13%	12%	13%	19%	7%	13%	18%	14%	9%	12%	14%

Morals, Religion & Christmas Poll

ONLINE Fieldwork : 9th-11th December 2011

Absolutes/col percents

Table 15

Q.4 Looking ahead to next year, which of the following, if any, are you likely to do?

Base: All respondents

	Total	Q.5 Whether or not you go to church on a regular basis, do you regard yourself as a Christian?		
		Yes	No	Not sure
Unweighted base	2009	1083	808	118
Weighted base	2009	1028	856	125
NET: Any of these	1427	791	547	88
	71%	77%	64%	70%
Spend more time with family and/or friends	1118	633	414	71
	56%	62%	48%	57%
Actively look out for the welfare of my neighbours	570	346	195	29
	28%	34%	23%	23%
Donate to charity on a regular basis	490	305	166	19
	24%	30%	19%	15%
Involve myself in initiatives that address the needs of my neighbourhood	292	186	94	12
	15%	18%	11%	10%
Lobby, contact or write to my local MP	241	122	106	13
	12%	12%	12%	10%
Mentor someone	180	104	69	7
	9%	10%	8%	6%
None of the above	308	112	187	9
	15%	11%	22%	7%
Don't know/ not sure	274	125	121	28
	14%	12%	14%	22%

Morals, Religion & Christmas Poll

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Absolutes/col percents

Table 16

Q.5 Whether or not you go to church on a regular basis, do you regard yourself as a Christian?

Base: All respondents

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2009	952	1057	220	267	371	340	337	474	755	495	259	500	191	110	249	176	206	173	74	170	162	294	204	302	719
Weighted base	2009	985	1024	241	321	382	342	301	422	543	583	422	462	174	91	236	177	186	156	106	188	253	258	183	306	819
Yes	1028	482	546	54	121	169	186	207	291	316	286	202	224	94	54	116	90	115	83	46	97	109	130	94	173	360
	51%	49%	53%	23%	38%	44%	54%	69%	69%	58%	49%	48%	49%	54%	60%	49%	51%	62%	53%	43%	52%	43%	50%	51%	57%	44%
No	856	449	407	166	178	189	131	85	106	206	255	187	208	69	34	113	79	62	66	53	80	114	109	78	115	407
	43%	46%	40%	69%	55%	49%	38%	28%	25%	38%	44%	44%	45%	40%	37%	48%	44%	33%	42%	50%	42%	45%	42%	42%	38%	50%
Not sure	125	54	72	20	22	24	24	10	25	20	42	33	30	11	2	7	9	9	8	7	11	30	19	12	18	52
	6%	5%	7%	8%	7%	6%	7%	3%	6%	4%	7%	8%	7%	6%	3%	3%	5%	5%	5%	7%	6%	12%	7%	6%	6%	6%

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Table 16

Q.5 Whether or not you go to church on a regular basis, do you regard yourself as a Christian?

Base: All respondents

	Total	Q.5 Whether or not you go to church on a regular basis, do you regard yourself as a Christian?		
		Yes	No	Not sure
Unweighted base	2009	1083	808	118
Weighted base	2009	1028	856	125
Yes	1028 51%	1028 100%	-	-
No	856 43%	-	856 100%	-
Not sure	125 6%	-	-	125 100%