



PREMIER WINTER CPANEL SURVEY

METHODOLOGY NOTE

ComRes interviewed 535 adults online from 18th January to 4th February 2013. Data were weighted to be demographically representative of all UK practicing Christians. ComRes is a member of the British Polling Council and abides by its rules.

All press releases or other publications must be checked with ComRes before use. ComRes requires 48 hours to check a press release unless otherwise agreed.

CPANEL WINTER 2013

Q1 Some people talk about the 'image' that the Christian Church has in the UK. By this, they mean how it is perceived and thought of. Do you think that the Christian Church in the UK needs a new image, or do you think its image is fine as it currently is?

Base: All Respondents

	Gender		Age					Region			GOR Region												
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	Mid-lands/Wales/NI	North England/Scotland	South/South East	North East	North West	Yorks and Humb	East Mid-lands	West Mid-lands	East Eng-land	Greater London	South East	South West	Wales	Scot-land	NI
Unweighted Total	535	295	240	51	63	128	165	128	86	116	331	14	47	33	27	31	36	110	132	53	23	22	5
Weighted Total	535	285	250	66	57	138	147	127	75	122	337	16	59	29	23	33	32	133	125	48	15	18	4
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
The Christian Church in the UK needs a new image	351	196	155	40	36	93	97	86	49	83	218	5	43	18	14	19	16	84	84	34	12	16	3
	66%	69%	62%	60%	62%	67%	66%	68%	65%	68%	65%	34%	73%	63%	60%	58%	52%	63%	68%	71%	81%	87%	94%
The image of the Christian Church in the UK is fine as it currently is	74	28	46	9	11	16	19	19	13	10	52	3	2	4	6	6	6	21	20	5	1	*	-
	14%	10%	18%	14%	19%	12%	13%	15%	17%	8%	15%	21%	4%	12%	25%	18%	19%	16%	16%	10%	5%	1%	-
Don't know	110	61	50	18	11	29	32	21	14	30	67	7	14	7	3	8	9	28	20	9	2	2	*
	21%	21%	20%	27%	19%	21%	22%	17%	18%	24%	20%	45%	23%	24%	15%	24%	29%	21%	16%	20%	14%	11%	6%

CPANEL WINTER 2013

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Base: All Respondents

	Denomination										Churchmanship										Ethnicity						
	Total	Anglican	Baptist	Roman Catholic	Independent	Methodist	New Churches	Pentecostal	United Reform	Other	Anglo-Catholic	Broad	Catholic	Charismatic	Evangelical	Liberal	Low Church	Orthodox	Radical	Free express /New church	White	Mixed	Asian	Black	Chinese	Other ethnic group	Net - non white
Unweighted Total	535	152	74	46	58	31	33	58	8	75	14	36	44	66	255	9	21	3	7	26	474	6	7	24	2	3	42
Weighted Total	535	148	43	152	32	49	31	49	12	17	14	33	145	50	189	8	23	4	5	21	470	9	7	19	7	2	43
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
The Christian Church in the UK needs a new image	351	101	33	79	20	38	23	36	10	10	12	20	73	39	130	7	19	3	4	15	313	5	7	13	3	2	30
	66%	68%	77%	52%	62%	77%	73%	74%	88%	57%	86%	61%	50%	77%	68%	92%	81%	62%	84%	70%	66%	54%	100%	67%	50%	100%	68%
The image of the Christian Church in the UK is fine as it currently is	74	20	3	36	3	3	2	3	-	3	1	6	36	3	17	-	2	2	-	1	70	1	-	2	-	-	3
	14%	14%	7%	24%	9%	6%	6%	7%	-	16%	7%	17%	25%	6%	9%	-	8%	38%	-	5%	15%	10%	-	8%	-	-	6%
Don't know	110	27	7	36	10	8	7	9	1	5	1	7	36	8	42	1	3	-	1	5	88	3	-	5	3	-	11
	21%	18%	16%	24%	29%	16%	21%	19%	13%	27%	7%	22%	25%	16%	22%	8%	11%	-	16%	25%	19%	35%	-	25%	50%	-	26%

CPANEL WINTER 2013

Q1 Some people talk about the 'image' that the Christian Church has in the UK. By this, they mean how it is perceived and thought of. Do you think that the Christian Church in the UK needs a new image, or do you think its image is fine as it currently is?

Base: All Respondents

	Perception of the church		Spend money on advertising		
	Total	Needs new image	Current image is fine	Should	Should not
Unweighted Total	535	361	62	108	369
Weighted Total	535	351	74	116	361
	100%	100%	100%	100%	100%
The Christian Church in the UK needs a new image	351	351	-	88	224
	66%	100%	-	75%	62%
The image of the Christian Church in the UK is fine as it currently is	74	-	74	12	56
	14%	-	100%	11%	16%
Don't know	110	-	-	16	81
	21%	-	-	14%	23%

CPANEL WINTER 2013

Q2 Some people say that the Christian Church in the UK should spend money on an advertising campaign to improve its overall image with the general public. Others have said that it should not spend money on this, as there are better things that require spending at this current time.

Do you think that the Christian Church in the UK should or should not spend money on advertising to improve its image at this current time?

Base: All Respondents

	Gender		Age					Region			GOR Region												
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	Mid-lands/Wales/NI	North England/Scotland	South/South East	North East	North West	Yorks and Humb	East Mid-lands	West Mid-lands	East Eng-land	Greater London	South East	South West	Wales	Scot-land	NI
Unweighted Total	535	295	240	51	63	128	165	128	86	116	331	14	47	33	27	31	36	110	132	53	23	22	5
Weighted Total	535	285	250	66	57	138	147	127	75	122	337	16	59	29	23	33	32	133	125	48	15	18	4
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Should spend money	116	73	44	10	11	27	34	35	14	30	72	2	14	8	4	8	6	25	28	13	1	7	2
	22%	25%	17%	16%	19%	19%	23%	27%	19%	25%	21%	12%	23%	26%	15%	25%	19%	19%	22%	27%	4%	39%	51%
Should not spend money	361	189	172	49	41	93	100	77	54	84	221	13	41	20	16	24	21	95	79	26	14	11	1
	67%	66%	69%	75%	72%	68%	68%	61%	72%	69%	66%	83%	69%	68%	67%	72%	67%	72%	63%	55%	93%	60%	22%
Don't know	58	23	35	7	5	18	13	15	7	8	43	1	5	2	4	1	4	12	18	9	*	*	1
	11%	8%	14%	10%	9%	13%	9%	12%	9%	6%	13%	5%	8%	5%	18%	3%	13%	9%	15%	19%	3%	1%	26%

CPANEL WINTER 2013

Q2 Some people say that the Christian Church in the UK should spend money on an advertising campaign to improve its overall image with the general public. Others have said that it should not spend money on this, as there are better things that require spending at this current time.

Do you think that the Christian Church in the UK should or should not spend money on advertising to improve its image at this current time?

Base: All Respondents

	Denomination										Churchmanship										Ethnicity						
	Total	Anglican	Baptist	Roman Catholic	Independent	Methodist	New Churches	Pentecostal	United Reform	Other	Anglo-Catholic	Broad	Catholic	Charismatic	Evangelical	Liberal	Low Church	Orthodox	Radical	Free express /New church	White	Mixed	Asian	Black	Chinese	Other ethnic group	Net - non white
Unweighted Total	535	152	74	46	58	31	33	58	8	75	14	36	44	66	255	9	21	3	7	26	474	6	7	24	2	3	42
Weighted Total	535	148	43	152	32	49	31	49	12	17	14	33	145	50	189	8	23	4	5	21	470	9	7	19	7	2	43
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Should spend money	116	31	9	33	5	11	7	14	4	2	5	6	33	12	36	4	4	2	2	7	105	1	1	6	-	*	8
	22%	21%	22%	22%	16%	23%	21%	28%	38%	11%	32%	17%	23%	23%	19%	48%	16%	38%	37%	31%	22%	10%	22%	30%	-	13%	19%
Should not spend money	361	101	30	106	25	27	20	32	7	13	8	24	99	33	132	2	17	3	3	14	312	7	5	12	7	2	32
	67%	68%	69%	70%	78%	55%	64%	66%	63%	76%	55%	75%	68%	66%	70%	23%	73%	62%	63%	66%	66%	79%	75%	62%	100%	87%	75%
Don't know	58	17	4	13	2	11	5	3	-	2	2	3	13	6	20	2	2	-	-	1	54	1	*	1	-	-	3
	11%	11%	9%	9%	7%	23%	15%	7%	-	13%	14%	8%	9%	11%	11%	29%	10%	-	-	3%	12%	10%	4%	7%	-	-	6%

CPANEL WINTER 2013

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Do you think that the Christian Church in the UK should or should not spend money on advertising to improve its image at this current time?

Base: All Respondents

	Perception of the church		Spend money on advertising		
	Needs new image	Current image is fine	Should	Should not	
Unweighted Total	535	361	62	108	369
Weighted Total	535	351	74	116	361
	100%	100%	100%	100%	100%
Should spend money	116	88	12	116	-
	22%	25%	17%	100%	-
Should not spend money	361	224	56	-	361
	67%	64%	76%	-	100%
Don't know	58	40	5	-	-
	11%	11%	7%	-	-

CPANEL WINTER 2013

Q3 Which of the following, if any, do you think would be the MOST effective place to advertise Christian messages to improve the image of the Christian Church with the general public?

Base: All Respondents

	Gender		Age					Region			GOR Region												
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	Mid-lands/Wales/NI	North England/Scotland	South/South East	North East	North West	Yorks and Humb	East Mid-lands	West Mid-lands	East Eng-land	Greater London	South East	South West	Wales	Scot-land	NI
Unweighted Total	535	295	240	51	63	128	165	128	86	116	331	14	47	33	27	31	36	110	132	53	23	22	5
Weighted Total	535	285	250	66	57	138	147	127	75	122	337	16	59	29	23	33	32	133	125	48	15	18	4
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Television	158	92	66	17	13	41	51	36	30	33	94	3	19	9	10	16	6	37	33	19	2	3	2
	29%	32%	26%	25%	22%	30%	35%	28%	40%	27%	28%	17%	32%	31%	43%	48%	20%	28%	26%	39%	14%	17%	42%
Social media websites	89	42	47	14	15	24	20	16	5	25	60	4	16	4	1	7	7	27	19	7	3	1	-
	17%	15%	19%	21%	26%	18%	14%	13%	6%	20%	18%	25%	27%	15%	4%	4%	21%	20%	15%	15%	17%	5%	-
The internet	47	27	19	6	7	10	12	13	7	5	34	3	-	1	2	3	4	13	10	7	3	1	*
	9%	10%	8%	9%	11%	7%	8%	10%	10%	4%	10%	21%	-	3%	8%	8%	14%	10%	8%	14%	19%	6%	6%
Billboards	36	19	17	3	4	10	11	8	7	10	19	-	1	3	1	5	1	9	8	1	2	5	-
	7%	7%	7%	5%	8%	7%	7%	6%	10%	8%	6%	-	2%	10%	4%	15%	3%	7%	6%	3%	11%	30%	-
Newspapers	27	15	12	1	-	9	5	12	2	9	16	-	2	2	1	1	3	6	5	2	1	5	-
	5%	5%	5%	1%	-	7%	3%	9%	3%	7%	5%	-	3%	8%	4%	2%	8%	4%	4%	5%	4%	28%	-
Radio	12	4	8	2	1	5	1	4	2	2	8	-	1	1	1	*	1	5	2	-	-	*	-
	2%	1%	3%	3%	1%	3%	1%	3%	3%	2%	2%	-	2%	3%	5%	3%	1%	1%	4%	3%	-	1%	-
Magazines	4	3	1	-	2	2	-	1	1	1	3	-	-	1	-	-	1	-	1	1	-	-	1
	1%	1%	*	-	3%	1%	-	1%	1%	*	1%	-	-	2%	-	-	3%	-	1%	2%	-	-	26%
Other	36	18	18	4	3	5	13	12	3	7	26	1	2	3	2	1	-	12	10	4	1	*	-
	7%	6%	7%	6%	5%	3%	9%	9%	4%	5%	8%	6%	4%	12%	7%	3%	-	9%	8%	8%	4%	1%	-
None	69	33	36	9	9	25	18	9	11	19	38	3	12	2	3	3	5	19	11	3	5	2	-
	13%	11%	15%	13%	15%	18%	13%	7%	15%	16%	11%	21%	21%	7%	14%	9%	15%	14%	9%	6%	32%	9%	-
Don't know	57	31	26	11	5	8	15	18	7	11	39	2	6	3	3	5	5	9	23	2	-	*	1
	11%	11%	10%	17%	9%	6%	10%	14%	9%	9%	12%	10%	10%	9%	12%	8%	15%	7%	18%	5%	-	3%	26%

CPANEL WINTER 2013

Q3 Which of the following, if any, do you think would be the MOST effective place to advertise Christian messages to improve the image of the Christian Church with the general public?

Base: All Respondents

	Denomination										Churchmanship										Ethnicity						
	Angl ican	Bapt ist	Roman Catho lic	Indep endent	Metho dist	New Chur ches	Pente costal	United Reform	Other	Anglo- Cath- olic	Broad	Cath- olic	Charis matic	Evan gel ical	Lib eral	Low Church	Ortho dox	Rad ical	Free express /New church	White	Mixed	Asian	Black	Chin ese	Other ethnic group	Net - non white	
Unweighted Total	535	152	74	46	58	31	33	58	8	75	14	36	44	66	255	9	21	3	7	26	474	6	7	24	2	3	42
Weighted Total	535	148	43	152	32	49	31	49	12	17	14	33	145	50	189	8	23	4	5	21	470	9	7	19	7	2	43
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Television	158	43	9	40	8	21	9	18	4	6	4	12	40	19	48	2	10	3	*	5	143	1	6	6	-	1	14
	29%	29%	22%	26%	24%	42%	30%	36%	38%	32%	27%	37%	27%	38%	26%	28%	41%	77%	4%	24%	30%	10%	88%	31%	-	55%	31%
Social media websites	89	26	5	26	4	10	4	7	4	2	3	4	26	6	28	2	5	-	1	5	74	7	-	3	-	-	9
	17%	18%	12%	17%	14%	19%	12%	14%	38%	12%	21%	11%	18%	12%	15%	29%	22%	-	16%	23%	16%	70%	-	15%	-	-	22%
The internet	47	14	5	10	3	5	2	6	1	1	2	6	10	5	16	2	2	-	1	2	39	1	-	2	3	-	6
	9%	9%	12%	7%	9%	10%	6%	12%	13%	7%	14%	17%	7%	11%	8%	28%	7%	-	16%	7%	8%	6%	-	13%	50%	-	15%
Billboards	36	7	3	13	3	3	1	5	-	1	-	3	10	3	17	-	-	-	2	-	35	-	*	1	-	-	1
	7%	5%	7%	9%	10%	6%	3%	10%	-	4%	-	8%	7%	6%	9%	-	-	-	33%	-	7%	-	4%	4%	-	-	2%
Newspapers	27	6	3	10	1	2	-	3	1	*	3	1	10	1	9	1	-	-	-	-	26	-	-	1	-	-	1
	5%	4%	7%	7%	3%	3%	-	7%	13%	3%	18%	4%	7%	2%	5%	7%	-	-	-	-	6%	-	-	4%	-	-	2%
Radio	12	5	1	3	-	2	-	1	-	1	1	*	3	1	5	-	2	-	-	-	12	-	-	-	-	-	-
	2%	3%	1%	2%	-	3%	-	2%	-	5%	7%	1%	2%	2%	3%	-	7%	-	-	-	3%	-	-	-	-	-	-
Magazines	4	2	1	-	-	-	2	-	-	-	-	-	-	1	2	-	-	-	-	1	4	-	-	-	-	-	-
	1%	1%	1%	-	-	-	6%	-	-	-	-	-	-	2%	1%	-	-	-	-	4%	1%	-	-	-	-	-	-
Other	36	14	5	7	3	2	4	1	-	2	2	1	7	6	14	-	1	-	2	2	28	*	1	1	-	1	3
	7%	9%	11%	4%	9%	3%	12%	2%	-	11%	14%	3%	5%	12%	8%	-	4%	-	30%	8%	6%	2%	9%	6%	-	32%	6%
None	69	16	9	23	8	2	5	4	-	3	-	3	20	5	28	-	2	-	-	5	62	-	-	2	-	-	2
	13%	11%	20%	15%	24%	3%	15%	9%	-	19%	-	10%	14%	10%	15%	-	7%	-	-	25%	13%	-	-	10%	-	-	4%
Don't know	57	17	3	20	2	5	5	4	-	1	-	3	20	3	21	1	3	1	-	2	47	1	-	3	3	*	8
	11%	11%	7%	13%	7%	10%	15%	9%	-	8%	-	9%	14%	6%	11%	8%	13%	23%	-	9%	10%	10%	-	17%	50%	13%	18%

CPANEL WINTER 2013

Q3 Which of the following, if any, do you think would be the MOST effective place to advertise Christian messages to improve the image of the Christian Church with the general public?

Base: All Respondents

	Perception of the church		Spend money on advertising		
	Total	Needs new image	Current image is fine	Should	Should not
Unweighted Total	535	361	62	108	369
Weighted Total	535	351	74	116	361
	100%	100%	100%	100%	100%
Television	158	109	24	49	90
	29%	31%	33%	42%	25%
Social media websites	89	55	10	17	63
	17%	16%	14%	14%	17%
The internet	47	29	5	11	28
	9%	8%	7%	10%	8%
Billboards	36	25	6	10	22
	7%	7%	9%	9%	6%
Newspapers	27	16	8	9	15
	5%	5%	11%	8%	4%
Radio	12	9	1	5	6
	2%	3%	1%	5%	2%
Magazines	4	4	-	3	2
	1%	1%	-	2%	1%
Other	36	27	2	5	30
	7%	8%	3%	4%	8%
None	69	39	11	-	69
	13%	11%	15%	-	19%
Don't know	57	36	5	7	36
	11%	10%	7%	6%	10%

CPANEL WINTER 2013

Q4 Do you think that an advertising campaign to improve the image of the Christian Church in the UK would benefit from the involvement of a well-known public figure (such as a celebrity), or not?

Base: All Respondents

	Gender		Age					Region			GOR Region												
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	Mid-lands/Wales/NI	North England/Scotland	South/South East	North East	North West	Yorks and Humb	East Mid-lands	West Mid-lands	East Eng-land	Greater London	South East	South West	Wales	Scot-land	NI
Unweighted Total	535	295	240	51	63	128	165	128	86	116	331	14	47	33	27	31	36	110	132	53	23	22	5
Weighted Total	535	285	250	66	57	138	147	127	75	122	337	16	59	29	23	33	32	133	125	48	15	18	4
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, it would	241	136	105	25	27	62	64	63	33	54	154	1	31	11	10	16	11	51	66	26	5	11	2
	45%	48%	42%	38%	47%	45%	43%	49%	43%	45%	46%	9%	53%	37%	42%	49%	34%	38%	53%	55%	31%	61%	52%
No, it would not	181	98	83	23	24	45	46	43	25	38	118	6	22	7	9	9	12	58	37	10	7	2	*
	34%	34%	33%	34%	42%	33%	31%	34%	33%	31%	35%	38%	38%	26%	39%	26%	38%	44%	30%	22%	46%	12%	6%
Don't know	113	51	62	18	6	30	37	21	18	30	65	8	6	11	5	8	9	24	22	11	4	5	2
	21%	18%	25%	27%	11%	22%	25%	17%	24%	24%	19%	53%	9%	37%	19%	25%	28%	18%	17%	23%	24%	27%	42%

CPANEL WINTER 2013

Q4 Do you think that an advertising campaign to improve the image of the Christian Church in the UK would benefit from the involvement of a well-known public figure (such as a celebrity), or not?

Base: All Respondents

	Denomination									Churchmanship									Ethnicity								
	Total	Anglican	Baptist	Roman Catholic	Independent	Methodist	New Churches	Pentecostal	United Reform	Other	Anglo-Catholic	Broad	Catholic	Charismatic	Evangelical	Liberal	Low Church	Orthodox	Radical	Free express /New church	White	Mixed	Asian	Black	Chinese	Other ethnic group	Net - non white
Unweighted Total	535	152	74	46	58	31	33	58	8	75	14	36	44	66	255	9	21	3	7	26	474	6	7	24	2	3	42
Weighted Total	535	148	43	152	32	49	31	49	12	17	14	33	145	50	189	8	23	4	5	21	470	9	7	19	7	2	43
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, it would	241	74	18	56	11	29	17	24	7	5	7	15	56	26	87	6	11	3	2	9	220	5	5	8	-	-	18
	45%	50%	42%	37%	33%	58%	55%	50%	63%	27%	52%	46%	39%	52%	46%	85%	49%	77%	40%	42%	47%	52%	78%	42%	-	-	42%
No, it would not	181	45	17	66	14	10	6	14	1	8	5	7	60	15	63	1	9	1	1	5	150	3	*	7	3	2	16
	34%	30%	39%	43%	43%	19%	18%	29%	13%	44%	34%	22%	41%	30%	33%	7%	37%	23%	28%	21%	32%	35%	7%	38%	50%	87%	36%
Don't know	113	29	8	30	8	11	9	10	3	5	2	10	30	9	39	1	3	-	2	8	101	1	1	4	3	*	10
	21%	20%	19%	20%	24%	23%	27%	21%	25%	29%	14%	32%	20%	17%	21%	8%	14%	-	33%	37%	21%	13%	15%	20%	50%	13%	22%

CPANEL WINTER 2013

Q4 Do you think that an advertising campaign to improve the image of the Christian Church in the UK would benefit from the involvement of a well-known public figure (such as a celebrity), or not?

Base: All Respondents

	Perception of the church		Spend money on advertising		
	Total	Needs new image	Current image is fine	Should	Should not
Unweighted Total	535	361	62	108	369
Weighted Total	535	351	74	116	361
	100%	100%	100%	100%	100%
Yes, it would	241	177	27	79	132
	45%	50%	36%	68%	36%
No, it would not	181	102	34	18	156
	34%	29%	45%	16%	43%
Don't know	113	72	14	19	73
	21%	21%	19%	16%	20%

CPANEL WINTER 2013

Q5 To what extent do you think the new Archbishop of Canterbury, Justin Welby, will improve or worsen the image of the Christian Church?

Base: All Respondents

	Gender		Age					Region			GOR Region												
	Total	Male	Fe male	18-34	35-44	45-54	55-64	65+	Mid-lands/ Wales/ NI	North England/ Scotland	South/ South East	North East	North West	Yorks and Humb	East Mid- lands	West Mid- lands	East Eng- land	Greater London	South East	South West	Wales	Scot- land	NI
Unweighted Total	535	295	240	51	63	128	165	128	86	116	331	14	47	33	27	31	36	110	132	53	23	22	5
Weighted Total	535	285	250	66	57	138	147	127	75	122	337	16	59	29	23	33	32	133	125	48	15	18	4
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Improve a great deal	59	31	28	3	-	11	14	30	5	8	46	1	5	2	2	2	6	19	14	6	1	-	-
	11%	11%	11%	5%	-	8%	10%	23%	7%	7%	14%	4%	9%	7%	8%	7%	19%	14%	11%	13%	4%	-	-
Improve a fair amount	165	79	86	16	18	38	57	36	21	39	105	7	17	11	4	11	12	38	36	19	4	4	2
	31%	28%	34%	24%	32%	28%	38%	28%	28%	32%	31%	45%	30%	37%	18%	34%	37%	29%	29%	40%	24%	20%	58%
Neither improve nor worsen	101	72	29	9	19	25	32	16	12	31	58	3	13	10	5	6	4	21	25	7	1	5	-
	19%	25%	11%	13%	33%	18%	22%	13%	16%	26%	17%	19%	22%	34%	21%	18%	13%	16%	20%	15%	9%	29%	-
Worsen a fair amount	8	8	*	3	-	4	*	-	-	*	8	-	-	-	-	-	-	8	-	-	-	*	-
	1%	3%	*	5%	-	3%	*	-	-	*	2%	-	-	-	-	-	-	6%	-	-	-	1%	-
Worsen a great deal	9	7	2	1	-	3	2	3	5	*	3	-	-	-	1	4	2	1	1	*	-	*	1
	2%	3%	1%	1%	-	2%	2%	2%	7%	*	1%	-	-	-	4%	12%	5%	*	1%	*	-	1%	16%
Don't know	194	88	106	34	20	55	41	43	31	44	118	5	23	7	11	10	8	46	48	15	9	9	1
	36%	31%	42%	52%	35%	40%	28%	34%	42%	36%	35%	32%	39%	23%	48%	29%	26%	35%	39%	31%	63%	49%	26%
IMPROVE	224	110	114	19	18	50	71	65	26	47	151	8	23	13	6	14	18	57	50	25	4	4	2
	42%	39%	45%	29%	32%	36%	48%	52%	35%	38%	45%	49%	39%	43%	26%	42%	56%	43%	40%	53%	28%	20%	58%
WORSEN	17	15	2	4	-	8	3	3	5	*	11	-	-	-	1	4	2	8	1	*	-	*	1
	3%	5%	1%	6%	-	6%	2%	2%	7%	*	3%	-	-	-	4%	12%	5%	6%	1%	*	-	3%	16%

CPANEL WINTER 2013

Q5 To what extent do you think the new Archbishop of Canterbury, Justin Welby, will improve or worsen the image of the Christian Church?

Base: All Respondents

	Denomination										Churchmanship										Ethnicity						
	Total	Anglican	Baptist	Roman Catholic	Independent	Methodist	New Churches	Pentecostal	United Reform	Other	Anglo-Catholic	Broad	Catholic	Charismatic	Evangelical	Liberal	Low Church	Orthodox	Radical	Free express /New church	White	Mixed	Asian	Black	Chinese	Other ethnic group	Net - non white
Unweighted Total	535	152	74	46	58	31	33	58	8	75	14	36	44	66	255	9	21	3	7	26	474	6	7	24	2	3	42
Weighted Total	535	148	43	152	32	49	31	49	12	17	14	33	145	50	189	8	23	4	5	21	470	9	7	19	7	2	43
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Improve a great deal	59	32	7	3	2	5	4	5	-	1	2	5	3	6	30	2	-	1	2	2	49	2	3	2	-	-	6
	11%	22%	16%	2%	5%	10%	12%	10%	-	5%	14%	14%	2%	13%	16%	29%	-	23%	33%	12%	10%	21%	39%	9%	-	-	14%
Improve a fair amount	165	58	13	30	11	19	14	14	1	5	7	14	30	24	62	2	3	2	-	8	159	-	-	2	-	2	3
	31%	39%	30%	20%	33%	39%	45%	29%	13%	29%	52%	42%	20%	48%	33%	21%	11%	38%	-	36%	34%	-	-	9%	-	87%	7%
Neither improve nor worsen	101	22	8	30	6	11	4	12	4	3	2	9	30	7	33	3	5	2	2	5	89	-	*	3	3	-	6
	19%	15%	19%	20%	19%	23%	12%	24%	38%	19%	14%	26%	20%	14%	17%	35%	21%	38%	32%	23%	19%	-	4%	13%	50%	-	14%
Worsen a fair amount	8	1	-	7	-	-	-	-	-	*	-	-	7	-	1	-	-	-	-	-	4	-	3	-	-	-	3
	1%	1%	-	4%	-	-	-	-	-	1%	-	-	5%	-	1%	-	-	-	-	-	1%	-	51%	-	-	-	8%
Worsen a great deal	9	1	1	3	2	2	-	-	-	1	-	*	3	-	3	-	2	-	-	1	9	-	-	-	-	-	-
	2%	1%	1%	2%	5%	3%	-	-	-	4%	-	1%	2%	-	2%	-	7%	-	-	3%	2%	-	-	-	-	-	-
Don't know	194	34	15	79	12	13	9	18	6	7	3	6	73	13	60	1	14	-	2	6	160	7	*	13	3	*	25
	36%	23%	34%	52%	38%	26%	30%	36%	50%	41%	21%	17%	50%	25%	32%	16%	61%	-	35%	26%	34%	79%	7%	69%	50%	13%	57%
IMPROVE	224	90	20	33	12	24	18	19	1	6	9	18	33	31	92	4	3	3	2	10	208	2	3	3	-	2	10
	42%	61%	46%	22%	38%	48%	58%	40%	13%	35%	66%	56%	23%	61%	49%	50%	11%	62%	33%	48%	44%	21%	39%	18%	-	87%	22%
WORSEN	17	2	1	10	2	2	-	-	-	1	-	*	10	-	4	-	2	-	-	1	13	-	3	-	-	-	3
	3%	1%	1%	7%	5%	3%	-	-	-	5%	-	1%	7%	-	2%	-	7%	-	-	3%	3%	-	51%	-	-	-	8%

CPANEL WINTER 2013

Q5 To what extent do you think the new Archbishop of Canterbury, Justin Welby, will improve or worsen the image of the Christian Church?

Base: All Respondents

	Perception of the church		Spend money on advertising		
	Total	Needs new image	Current image is fine	Should	Should not
Unweighted Total	535	361	62	108	369
Weighted Total	535	351	74	116	361
	100%	100%	100%	100%	100%
Improve a great deal	59	38	9	14	33
	11%	11%	12%	12%	9%
Improve a fair amount	165	121	19	42	105
	31%	35%	26%	36%	29%
Neither improve nor worsen	101	63	14	17	75
	19%	18%	19%	15%	21%
Worsen a fair amount	8	7	-	-	8
	1%	2%	-	-	2%
Worsen a great deal	9	7	1	-	9
	2%	2%	1%	-	2%
Don't know	194	115	31	43	131
	36%	33%	42%	37%	36%
IMPROVE	224	159	28	56	138
	42%	45%	38%	48%	38%
WORSEN	17	14	1	-	17
	3%	4%	1%	-	5%

CPANEL WINTER 2013

Q6 Generally speaking how welcoming, if at all, would you say that your local church is?

Base: All Respondents

	Gender		Age					Region			GOR Region												
	Total	Male	Fe male	18-34	35-44	45-54	55-64	65+	Mid-lands/ Wales/ NI	North England/ Scotland	South/ South East	North East	North West	Yorks and Humb	East Mid-lands	West Mid-lands	East Eng-land	Greater London	South East	South West	Wales	Scot-land	NI
Unweighted Total	535	295	240	51	63	128	165	128	86	116	331	14	47	33	27	31	36	110	132	53	23	22	5
Weighted Total	535	285	250	66	57	138	147	127	75	122	337	16	59	29	23	33	32	133	125	48	15	18	4
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very welcoming	261	129	132	28	21	69	67	76	38	47	175	4	26	11	12	16	18	65	62	29	9	5	3
	49%	45%	53%	43%	38%	50%	46%	60%	51%	38%	52%	25%	45%	38%	51%	47%	58%	49%	50%	61%	57%	29%	68%
Fairly welcoming	211	122	89	33	27	47	66	37	30	54	127	12	21	15	7	16	10	44	55	17	6	6	1
	39%	43%	36%	50%	47%	35%	45%	29%	40%	44%	38%	75%	36%	51%	31%	48%	33%	33%	44%	36%	39%	34%	32%
Not very welcoming	46	24	21	5	9	12	10	10	3	13	30	-	3	3	1	1	3	20	6	1	1	7	-
	9%	9%	8%	7%	15%	9%	7%	8%	3%	10%	9%	-	5%	11%	4%	3%	8%	15%	5%	2%	4%	37%	-
Not at all welcoming	9	8	1	-	-	4	1	4	1	7	1	-	7	-	-	1	-	1	-	*	-	-	-
	2%	3%	*	-	-	3%	1%	3%	1%	5%	*	-	11%	-	-	3%	-	1%	-	*	-	-	-
Don't know	9	2	7	-	-	5	3	-	3	2	3	-	2	-	3	-	*	2	1	-	-	-	-
	2%	1%	3%	-	-	4%	2%	-	4%	1%	1%	-	3%	-	14%	-	1%	1%	1%	-	-	-	-
WELCOMING	472	251	221	62	49	116	133	113	68	101	302	16	48	26	19	31	29	110	117	47	14	11	4
	88%	88%	88%	93%	85%	84%	90%	89%	91%	83%	90%	100%	81%	89%	82%	95%	90%	83%	94%	97%	96%	63%	100%
UNWELCOMING	54	32	22	5	9	16	11	14	3	19	31	-	9	3	1	2	3	21	6	1	1	7	-
	10%	11%	9%	7%	15%	12%	8%	11%	4%	16%	9%	-	16%	11%	4%	5%	8%	16%	5%	3%	4%	37%	-

CPANEL WINTER 2013

Q6 Generally speaking how welcoming, if at all, would you say that your local church is?

Base: All Respondents

	Denomination										Churchmanship										Ethnicity						
	Total	Anglican	Baptist	Roman Catholic	Independent	Methodist	New Churches	Pentecostal	United Reform	Other	Anglo-Catholic	Broad	Catholic	Charismatic	Evangelical	Liberal	Low Church	Orthodox	Radical	Free express /New church	White	Mixed	Asian	Black	Chinese	Other ethnic group	Net - non white
Unweighted Total	535	152	74	46	58	31	33	58	8	75	14	36	44	66	255	9	21	3	7	26	474	6	7	24	2	3	42
Weighted Total	535	148	43	152	32	49	31	49	12	17	14	33	145	50	189	8	23	4	5	21	470	9	7	19	7	2	43
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very welcoming	261	77	26	40	19	32	18	30	7	11	6	21	40	33	109	4	13	4	3	9	229	9	6	9	3	2	29
	49%	52%	61%	26%	59%	65%	58%	62%	63%	67%	45%	63%	27%	66%	57%	57%	55%	100%	67%	43%	49%	98%	96%	47%	50%	87%	67%
Fairly welcoming	211	58	15	76	13	14	11	15	4	4	5	11	73	13	64	3	9	-	1	12	190	*	*	8	3	*	12
	39%	39%	34%	50%	40%	29%	36%	31%	38%	25%	34%	34%	50%	27%	34%	35%	38%	-	16%	57%	40%	2%	4%	43%	50%	13%	28%
Not very welcoming	46	12	2	26	1	2	1	2	-	*	3	1	23	2	13	1	2	-	1	-	37	-	-	-	-	-	-
	9%	8%	5%	17%	2%	3%	3%	3%	-	1%	21%	3%	16%	4%	7%	8%	7%	-	16%	-	8%	-	-	-	-	-	-
Not at all welcoming	9	-	-	7	-	-	1	1	-	*	-	-	7	2	*	-	-	-	-	-	9	-	-	-	-	-	-
	2%	-	-	4%	-	-	3%	2%	-	1%	-	-	5%	4%	*	-	-	-	-	-	2%	-	-	-	-	-	-
Don't know	9	2	-	3	-	2	-	1	-	1	-	-	3	-	4	-	-	-	-	-	6	-	-	2	-	-	2
	2%	1%	-	2%	-	3%	-	2%	-	5%	-	-	2%	-	2%	-	-	-	-	-	1%	-	-	10%	-	-	4%
WELCOMING	472	135	41	116	32	46	29	46	12	16	11	32	112	47	173	7	22	4	4	21	418	9	7	17	7	2	42
	88%	91%	95%	76%	98%	94%	94%	93%	100%	92%	79%	97%	77%	93%	91%	92%	93%	100%	84%	100%	89%	100%	100%	90%	100%	100%	96%
UNWELCOMING	54	12	2	33	1	2	2	3	-	*	3	1	30	4	13	1	2	-	1	-	46	-	-	-	-	-	-
	10%	8%	5%	22%	2%	3%	6%	5%	-	3%	21%	3%	20%	7%	7%	8%	7%	-	16%	-	10%	-	-	-	-	-	-

CPANEL WINTER 2013

Q6 Generally speaking how welcoming, if at all, would you say that your local church is?

Base: All Respondents

	Perception of the church		Spend money on advertising		
	Total	Needs new image	Current image is fine	Should	Should not
Unweighted Total	535	361	62	108	369
Weighted Total	535	351	74	116	361
	100%	100%	100%	100%	100%
Very welcoming	261	183	34	54	180
	49%	52%	47%	47%	50%
Fairly welcoming	211	124	29	50	140
	39%	35%	39%	43%	39%
Not very welcoming	46	31	7	8	32
	9%	9%	10%	7%	9%
Not at all welcoming	9	8	-	3	5
	2%	2%	-	3%	1%
Don't know	9	4	3	1	4
	2%	1%	4%	1%	1%
WELCOMING	472	307	63	104	320
	88%	88%	86%	89%	89%
UNWELCOMING	54	39	7	11	37
	10%	11%	10%	10%	10%

CPANEL WINTER 2013

Q7 Do you think that the Christian Church is represented fairly or unfairly in the UK media?

Base: All Respondents

	Gender		Age					Region			GOR Region												
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	Mid-lands/ Wales/ NI	North England/ Scotland	South/ South East	North East	North West	Yorks and Humb	East Mid- lands	West Mid- lands	East Eng- land	Greater London	South East	South West	Wales	Scot- land	NI
Unweighted Total	535	295	240	51	63	128	165	128	86	116	331	14	47	33	27	31	36	110	132	53	23	22	5
Weighted Total	535	285	250	66	57	138	147	127	75	122	337	16	59	29	23	33	32	133	125	48	15	18	4
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Represented fairly	41	24	18	4	6	12	11	9	8	7	26	-	2	2	2	2	5	9	10	2	4	3	-
	8%	8%	7%	7%	10%	9%	7%	7%	10%	6%	8%	-	3%	7%	8%	6%	15%	7%	8%	4%	26%	18%	-
Represented unfairly	445	244	201	57	44	116	116	112	57	110	277	15	53	27	19	26	25	112	103	37	10	14	3
	83%	86%	80%	86%	78%	84%	79%	88%	76%	90%	82%	99%	91%	93%	79%	79%	80%	84%	83%	76%	67%	77%	74%
Don't know	49	18	31	5	7	10	20	6	10	5	34	*	4	-	3	5	2	11	12	9	1	1	1
	9%	6%	13%	8%	12%	7%	14%	5%	13%	4%	10%	1%	7%	-	12%	15%	5%	9%	9%	20%	7%	5%	26%

CPANEL WINTER 2013

Q7 Do you think that the Christian Church is represented fairly or unfairly in the UK media?

Base: All Respondents

	Denomination									Churchmanship									Ethnicity								
	Total	Anglican	Baptist	Roman Catholic	Independent	Methodist	New Churches	Pentecostal	United Reform	Other	Anglo-Catholic	Broad	Catholic	Charismatic	Evangelical	Liberal	Low Church	Orthodox	Radical	Free express /New church	White	Mixed	Asian	Black	Chinese	Other ethnic group	Net - non white
Unweighted Total	535	152	74	46	58	31	33	58	8	75	14	36	44	66	255	9	21	3	7	26	474	6	7	24	2	3	42
Weighted Total	535	148	43	152	32	49	31	49	12	17	14	33	145	50	189	8	23	4	5	21	470	9	7	19	7	2	43
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Represented fairly	41	15	2	13	1	8	-	2	-	*	1	3	10	4	11	2	4	-	-	1	40	-	-	1	-	-	1
	8%	10%	5%	9%	3%	16%	-	3%	-	3%	7%	10%	7%	7%	6%	29%	18%	-	-	5%	9%	-	-	4%	-	-	2%
Represented unfairly	445	115	38	129	29	37	29	42	10	15	12	27	126	41	157	5	18	4	5	20	388	8	7	15	7	2	38
	83%	78%	86%	85%	90%	74%	94%	86%	88%	88%	82%	81%	86%	81%	83%	71%	78%	100%	100%	93%	83%	90%	100%	77%	100%	87%	87%
Don't know	49	19	4	10	2	5	2	5	1	2	2	3	10	6	22	-	1	-	-	1	42	1	-	3	-	*	5
	9%	13%	8%	7%	7%	10%	6%	10%	13%	9%	11%	9%	7%	12%	11%	-	4%	-	-	3%	9%	10%	-	18%	-	13%	11%

CPANEL WINTER 2013

Q7 Do you think that the Christian Church is represented fairly or unfairly in the UK media?

Base: All Respondents

	Perception of the church		Spend money on advertising		
	Total	Needs new image	Current image is fine	Should	Should not
Unweighted Total	535	361	62	108	369
Weighted Total	535	351	74	116	361
	100%	100%	100%	100%	100%
Represented fairly	41	31	8	11	28
	8%	9%	11%	10%	8%
Represented unfairly	445	291	60	96	299
	83%	83%	82%	83%	83%
Don't know	49	28	5	9	34
	9%	8%	7%	8%	9%

CPANEL WINTER 2013

Q8 And generally speaking, to what extent do you think that the Christian Church is represented positively or negatively in the UK media?

Base: All Respondents

	Gender		Age					Region			GOR Region												
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	Mid-lands/Wales/NI	North England/Scotland	South/South East	North East	North West	Yorks and Humb	East Mid-lands	West Mid-lands	East Eng-land	Greater London	South East	South West	Wales	Scot-land	NI
Unweighted Total	535	295	240	51	63	128	165	128	86	116	331	14	47	33	27	31	36	110	132	53	23	22	5
Weighted Total	535	285	250	66	57	138	147	127	75	122	337	16	59	29	23	33	32	133	125	48	15	18	4
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very positively	5	5	-	-	-	1	-	5	2	-	4	-	-	-	-	2	-	-	4	-	-	-	-
	1%	2%	-	-	-	*	-	4%	2%	-	1%	-	-	-	-	5%	-	-	3%	-	-	-	-
Fairly positively	26	8	18	2	1	7	10	7	3	5	18	-	2	*	2	-	2	8	6	3	1	3	-
	5%	3%	7%	2%	1%	5%	7%	5%	3%	4%	5%	-	3%	1%	8%	-	6%	6%	5%	5%	4%	18%	-
Neutrally	40	22	18	3	4	5	17	11	3	9	27	-	4	4	-	2	2	5	9	10	1	1	-
	7%	8%	7%	5%	7%	4%	11%	8%	4%	7%	8%	-	6%	15%	-	7%	7%	4%	8%	21%	4%	3%	-
Fairly negatively	334	175	159	41	42	76	97	78	44	68	221	3	37	21	16	13	26	94	75	26	12	8	3
	62%	61%	63%	61%	74%	55%	66%	62%	59%	56%	66%	22%	62%	71%	66%	40%	82%	71%	60%	54%	80%	42%	94%
Very negatively	119	71	47	17	9	46	22	25	20	40	59	12	17	4	6	12	1	24	27	7	2	7	*
	22%	25%	19%	25%	16%	33%	15%	20%	26%	33%	18%	78%	29%	13%	25%	36%	4%	18%	21%	16%	11%	37%	6%
Don't know	12	3	8	4	1	4	2	1	4	-	7	-	-	-	-	4	1	2	3	2	*	-	-
	2%	1%	3%	6%	1%	3%	1%	1%	6%	-	2%	-	-	-	-	13%	2%	1%	3%	4%	2%	-	-
POSITIVELY	31	13	18	2	1	8	10	12	4	5	22	-	2	*	2	2	2	8	10	3	1	3	-
	6%	5%	7%	2%	1%	5%	7%	9%	5%	4%	7%	-	3%	1%	8%	5%	6%	6%	8%	5%	4%	18%	-
NEGATIVELY	452	246	206	57	51	121	119	104	64	108	281	16	54	25	21	25	27	118	102	33	14	14	4
	85%	86%	82%	86%	90%	88%	81%	82%	85%	89%	83%	100%	91%	84%	92%	75%	86%	89%	82%	70%	91%	78%	100%

CPANEL WINTER 2013

Q8 And generally speaking, to what extent do you think that the Christian Church is represented positively or negatively in the UK media?

Base: All Respondents

	Denomination										Churchmanship										Ethnicity						
	Total	Anglican	Baptist	Roman Catholic	Independent	Methodist	New Churches	Pentecostal	United Reform	Other	Anglo-Catholic	Broad	Catholic	Charismatic	Evangelical	Liberal	Low Church	Orthodox	Radical	Free express /New church	White	Mixed	Asian	Black	Chinese	Other ethnic group	Net - non white
Unweighted Total	535	152	74	46	58	31	33	58	8	75	14	36	44	66	255	9	21	3	7	26	474	6	7	24	2	3	42
Weighted Total	535	148	43	152	32	49	31	49	12	17	14	33	145	50	189	8	23	4	5	21	470	9	7	19	7	2	43
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very positively	5	-	1	3	-	2	-	-	-	-	-	-	3	-	2	1	-	-	-	-	4	-	-	-	-	-	-
	1%	-	1%	2%	-	3%	-	-	-	-	-	-	2%	-	1%	8%	-	-	-	-	1%	-	-	-	-	-	-
Fairly positively	26	8	1	10	-	3	1	3	-	*	1	-	10	2	8	-	2	-	-	-	22	1	1	2	-	-	4
	5%	5%	3%	7%	-	6%	3%	5%	-	1%	7%	-	7%	4%	4%	-	7%	-	-	-	5%	13%	15%	9%	-	-	9%
Neutrally	40	18	4	-	2	8	1	3	3	2	-	3	-	5	17	2	5	2	1	1	37	-	-	-	-	1	1
	7%	12%	8%	-	7%	16%	3%	5%	25%	11%	-	9%	-	9%	9%	33%	22%	38%	16%	3%	8%	-	-	-	-	32%	1%
Fairly negatively	334	97	31	89	22	30	21	28	6	11	9	25	83	34	124	4	12	-	3	15	294	4	5	12	7	-	27
	62%	65%	70%	59%	67%	61%	67%	57%	50%	63%	66%	76%	57%	68%	66%	52%	50%	-	63%	71%	62%	42%	78%	62%	100%	-	63%
Very negatively	119	23	6	46	8	6	8	14	3	4	4	3	46	8	34	1	5	3	1	6	104	4	*	4	-	1	10
	22%	16%	15%	30%	24%	13%	24%	28%	25%	24%	27%	10%	32%	16%	18%	8%	21%	62%	21%	27%	22%	46%	7%	22%	-	68%	23%
Don't know	12	3	1	3	1	-	1	3	-	*	-	2	3	2	4	-	-	-	-	-	10	-	-	1	-	-	1
	2%	2%	3%	2%	2%	-	3%	5%	-	1%	-	6%	2%	4%	2%	-	-	-	-	-	2%	-	-	7%	-	-	3%
POSITIVELY	31	8	2	13	-	5	1	3	-	*	1	-	13	2	9	1	2	-	-	-	26	1	1	2	-	-	4
	6%	5%	4%	9%	-	10%	3%	5%	-	1%	7%	-	9%	4%	5%	8%	7%	-	-	-	5%	13%	15%	9%	-	-	9%
NEGATIVELY	452	120	37	136	30	37	28	41	9	15	13	28	129	42	159	4	17	3	4	21	397	8	6	16	7	1	38
	85%	81%	85%	89%	91%	74%	91%	84%	75%	87%	93%	85%	89%	84%	84%	59%	71%	62%	84%	97%	84%	87%	85%	84%	100%	68%	87%

CPANEL WINTER 2013

Q8 And generally speaking, to what extent do you think that the Christian Church is represented positively or negatively in the UK media?

Base: All Respondents

	Perception of the church		Spend money on advertising		
	Total	Needs new image	Current image is fine	Should	Should not
Unweighted Total	535	361	62	108	369
Weighted Total	535	351	74	116	361
	100%	100%	100%	100%	100%
Very positively	5	-	3	1	5
	1%	-	4%	1%	1%
Fairly positively	26	15	9	7	15
	5%	4%	12%	6%	4%
Neutrally	40	27	7	10	28
	7%	8%	10%	8%	8%
Fairly negatively	334	230	29	75	218
	62%	66%	39%	64%	60%
Very negatively	119	74	25	19	91
	22%	21%	34%	17%	25%
Don't know	12	5	1	5	5
	2%	1%	1%	4%	1%
POSITIVELY	31	15	12	8	20
	6%	4%	16%	7%	6%
NEGATIVELY	452	304	54	94	308
	85%	87%	73%	81%	85%