

Church and Media Network – Desert Island Bible Poll

METHODOLOGY NOTE

ComRes interviewed 2,042 British adults online between 7th and 9th October 2016. Data were weighted by gender, age, region and socio-economic grade to be representative of the population as a whole. ComRes is a member of the British Polling Council and abides by its rules.

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To commission a voting intention poll or a public opinion survey please contact Tom Mludzinski: tom.mludzinski@comres.co.uk

To register for Pollwatch, a monthly newsletter update on the polls, please email: pollwatch@comres.co.uk

Desert Island Bible Survey
ONLINE Fieldwork: 7th - 9th October 2016

Absolutes/col percents

Table 1

Q.1 On the popular BBC Radio 4 programme 'Desert Island Discs', well-known figures and celebrities are asked which eight pieces of music or songs they would take with them to a desert island. In addition to this, they are given two items; the Bible, and the complete works of Shakespeare, and they are also allowed to pick one 'luxury' item of their choice. If you were about to be stranded on a desert island, would you want to be given a copy of the Bible, or not?

Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2042	1024	1018	260	299	336	356	298	493	571	589	356	526	216	824
Weighted base	2042	995	1047	237	354	335	364	294	457	549	549	445	498	243	913
Yes, I would	637 31%	318 32%	319 30%	44 18%	100 28%C	97 29%C	111 30%C	106 36%Cde	180 39%CDEF	197 36%Jkl	160 29%	130 29%	150 30%	84 35%n	256 28%
No, I would not	1145 56%	576 58%	569 54%	152 64%GH	223 63%GH	193 57%H	206 57%H	158 54%h	213 47%	291 53%	321 58%	257 58%	276 55%	133 55%	539 59%
Don't know	260 13%	101 10%	159 15%A	41 17%DG	31 9%	46 14%d	47 13%	31 11%	64 14%d	61 11%	68 12%	58 13%	73 15%	26 11%	118 13%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

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Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2042	183	110	1749	79	224	188	181	143	220	259	288	167
Weighted base	2042	177	104*	1760	86*	235	173	184	151	198	269	286	180
Yes, I would	637 31%	50 28%	37 35%	550 31%	21 25%	92 39% AEGiJLm	50 29%	59 32%	45 30%	54 27%	95 35% j	80 28%	53 29%
No, I would not	1145 56%	109 61% fK	55 53%	980 56%	50 58%	120 51%	107 62% fhK	95 52%	88 58% k	118 60% K	130 48%	175 61% FhK	98 55%
Don't know	260 13%	18 10%	12 11%	230 13%	15 17%	22 9%	16 9%	29 16% f	18 12%	26 13%	44 16% FgI	31 11%	29 16% f

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

*** small base; ** very small base (under 30) ineligible for sig testing**

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Base: All respondents

	Total	To which of the following religious groups do you consider yourself to be a member of?								
		Christian (a)	NET: Other (b)	Muslim (c)	Hindu (d)	Jewish (e)	Sikh (f)	Buddhist (g)	Other (h)	None (i)
Unweighted base	2042	1052	122	48	10	10	4	11	39	822
Weighted base	2042	1039	115*	52*	8**	7**	6**	8**	34*	842
Yes, I would	637 31%	510 49%BCHI	31 27%I	11 22%I	4 46%	1 18%	4 67%	2 30%	8 23%I	83 10%
No, I would not	1145 56%	362 35%	67 59%A	29 56%A	3 38%	6 82%	1 15%	5 65%	24 69%A	698 83%ABCH
Don't know	260 13%	167 16%I	17 15%I	11 22%I	1 15%	-	1 18%	* 5%	2 7%	62 7%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i

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