

# Premier & Church Ads – Christmas starts with Christ

## METHODOLOGY NOTE

ComRes interviewed 2,016 British adults online between the 23<sup>rd</sup> and 24<sup>th</sup> September 2015. Data were weighted to be nationally representative of all British adults aged 18+. 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.*

To commission a voting intention poll or a public opinion survey please contact Katharine Peacock:

[katharine.peacock@comres.co.uk](mailto:katharine.peacock@comres.co.uk)

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

## Christmas Starts with Christ Survey

### ONLINE Fieldwork: 23rd-24th September 2015

Absolutes/col percents

Table 1

**Q.1 To what extent, if at all, do you agree or disagree with each of the following statements about Christmas?**

**Summary Table**

**Base: All respondents**

	Statements					
	Celebrating the birth of Jesus through religious services is an important part of Christmas (...) for me, personally	The birth of Jesus is the main reason for celebrating Christmas for me, personally	The religious aspect of Christmas is not important to me	Christmas is more about spending time with family and friends than celebrating the birth of Jesus	I feel a lot of pressure over Christmas to buy presents which I cannot afford	Christmas wouldn't mean as much to me if it didn't have a religious foundation
Unweighted base	2016	2016	2016	2016	2016	2016
Weighted base	2016	2016	2016	2016	2016	2016
NET: Agree	817 41%	531 26%	1047 52%	1498 74%	855 42%	699 35%
Strongly agree (4)	283 14%	177 9%	590 29%	679 34%	243 12%	241 12%
Tend to agree (3)	534 27%	354 18%	457 23%	819 41%	612 30%	459 23%
Tend to disagree (2)	492 24%	583 29%	505 25%	294 15%	601 30%	490 24%
Strongly disagree (1)	584 29%	773 38%	374 19%	110 5%	482 24%	658 33%
NET: Disagree	1076 53%	1356 67%	880 44%	404 20%	1083 54%	1149 57%
Don't know	123 6%	129 6%	90 4%	114 6%	78 4%	168 8%
Mean	2.27	1.97	2.66	3.09	2.32	2.15
Standard deviation	1.06	0.99	1.11	0.86	0.98	1.05
Standard error	0.02	0.02	0.03	0.02	0.02	0.02

## **Christmas Starts with Christ Survey**

### **ONLINE Fieldwork: 23rd-24th September 2015**

Absolutes/col percents

Table 2

**Q.1 To what extent, if at all, do you agree or disagree with each of the following statements about Christmas?  
Celebrating the birth of Jesus through religious services is an important part of Christmas (for example, Christmas carols, nativity shows and attending church) for me, personally**  
Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2016	1065	951	210	311	313	357	307	518	601	602	323	490	228	831
Weighted base	2016	982	1034	234	349	331	359	291	452	542	542	440	492	246	895
NET: Agree	817 41%	417 42%	401 39%	62 27%	112 32%	139 42%	140 39%	131 45%	233 51%	232 43%	203 37%	198 45%	185 38%	112 45%	365 41%
Strongly agree	(4) 283 14%	150 15%	133 13%	20 8%	36 10%	51 15%	46 13%	43 15%	87 19%	83 15%	65 12%	68 16%	66 13%	38 15%	117 13%
Tend to agree	(3) 534 27%	267 27%	267 26%	43 18%	76 22%	88 26%	94 26%	88 30%	146 32%	149 27%	137 25%	129 29%	119 24%	74 30%	248 28%
Tend to disagree	(2) 492 24%	224 23%	268 26%	47 20%	88 25%	75 23%	89 25%	70 24%	123 27%	120 22%	146 27%	91 21%	135 27%	60 24%	214 24%
Strongly disagree	(1) 584 29%	295 30%	290 28%	96 41%	112 32%	103 31%	104 29%	82 28%	88 19%	172 32%	160 30%	121 28%	131 27%	64 26%	259 29%
NET: Disagree	1076 53%	519 53%	557 54%	143 61%	200 57%	177 54%	193 54%	152 52%	211 47%	292 54%	306 56%	212 48%	266 54%	124 50%	473 53%
Don't know	123 6%	47 5%	76 7%	29 12%	37 11%	15 4%	26 7%	7 2%	9 2%	19 3%	33 6%	30 7%	41 8%	10 4%	56 6%
Mean	2.27	2.29	2.25	1.93	2.12	2.28	2.25	2.33	2.52	2.27	2.21	2.35	2.27	2.36	2.27
Standard deviation	1.06	1.08	1.04	1.03	1.03	1.08	1.05	1.05	1.02	1.08	1.03	1.07	1.04	1.05	1.05
Standard error	0.02	0.03	0.03	0.08	0.06	0.06	0.06	0.06	0.05	0.04	0.04	0.06	0.05	0.07	0.04

## Christmas Starts with Christ Survey

### ONLINE Fieldwork: 23rd-24th September 2015

Absolutes/col percents

Table 2

**Q.1 To what extent, if at all, do you agree or disagree with each of the following statements about Christmas?  
Celebrating the birth of Jesus through religious services is an important part of Christmas (for example, Christmas carols, nativity shows and attending church) for me, personally**  
Base: All respondents

	Region											To which of the following religious groups do you consider yourself to be a member of?										
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humber -side	West Midlands	East Midlands	Eastern	London	South East	South West	Christian	NET: Other	Muslim	Hindu	Jewish	Sikh	Buddhist	Other	None
Unweighted base	2016	156	110	1750	90	211	172	187	154	212	268	284	172	1047	130	40	14	13	6	8	49	799
Weighted base	2016	175	103	1738	85	232	171	181	149	195	266	282	177	1035	131	41	13	12	7	6	52	807
NET: Agree	817 41%	67 38%	34 33%	716 41%	35 42%	99 43%	72 42%	87 48%	62 42%	72 37%	112 42%	108 38%	69 39%	639 62%	34 26%	8 18%	10 79%	-	1 19%	1 15%	14 27%	132 16%
Strongly agree	(4) 283 14%	17 10%	17 16%	250 14%	13 16%	35 15%	28 16%	25 14%	24 16%	26 13%	47 18%	37 13%	15 8%	242 23%	14 11%	3 8%	5 42%	-	-	-	5 10%	23 3%
Tend to agree	(3) 534 27%	50 29%	17 17%	467 27%	22 26%	64 27%	44 26%	61 34%	39 26%	46 24%	65 24%	71 25%	54 31%	397 38%	20 15%	4 11%	5 38%	-	1 19%	1 15%	9 17%	108 13%
Tend to disagree	(2) 492 24%	42 24%	33 32%	416 24%	18 21%	59 25%	42 24%	46 25%	33 22%	59 30%	57 21%	66 24%	37 21%	254 25%	29 22%	8 18%	1 8%	-	3 39%	2 31%	16 31%	198 25%
Strongly disagree	(1) 584 29%	56 32%	33 32%	495 28%	26 31%	63 27%	48 28%	36 20%	46 31%	52 27%	75 28%	88 31%	61 35%	100 10%	51 39%	17 41%	1 6%	10 79%	1 16%	3 55%	19 36%	428 53%
NET: Disagree	1076 53%	98 56%	67 65%	911 52%	44 53%	122 53%	90 52%	82 45%	78 53%	111 57%	132 49%	154 55%	99 56%	354 34%	80 61%	25 59%	2 14%	10 79%	4 55%	5 85%	35 68%	626 78%
Don't know	123 6%	10 6%	2 2%	111 6%	5 6%	11 5%	9 5%	13 7%	8 6%	13 7%	22 8%	20 7%	10 5%	42 4%	17 13%	9 22%	1 7%	3 21%	2 25%	-	3 6%	50 6%
Mean	2.27	2.17	2.17	2.29	2.28	2.32	2.32	2.45	2.29	2.25	2.34	2.22	2.13	2.79	1.97	1.81	3.24	1.00	2.05	1.60	2.00	1.64
Standard deviation	1.06	1.01	1.07	1.06	1.10	1.06	1.08	0.99	1.10	1.02	1.11	1.06	1.01	0.93	1.06	1.03	0.89	0.00	0.77	0.80	1.00	0.84
Standard error	0.02	0.08	0.10	0.03	0.12	0.07	0.08	0.07	0.09	0.07	0.07	0.07	0.08	0.03	0.10	0.19	0.25	0.00	0.34	0.28	0.15	0.03

## Christmas Starts with Christ Survey

### ONLINE Fieldwork: 23rd-24th September 2015

Absolutes/col percents

Table 3

**Q.1 To what extent, if at all, do you agree or disagree with each of the following statements about Christmas?**

**The birth of Jesus is the main reason for celebrating Christmas for me, personally**

**Base: All respondents**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2016	1065	951	210	311	313	357	307	518	601	602	323	490	228	831
Weighted base	2016	982	1034	234	349	331	359	291	452	542	542	440	492	246	895
NET: Agree	531 26%	272 28%	259 25%	33 14%	76 22%	80 24%	85 24%	80 27%	177 39%	144 27%	124 23%	130 30%	133 27%	57 23%	233 26%
Strongly agree	(4) 177 9%	96 10%	81 8%	8 3%	31 9%	27 8%	22 6%	34 12%	56 12%	49 9%	39 7%	48 11%	42 8%	22 9%	76 8%
Tend to agree	(3) 354 18%	175 18%	178 17%	25 11%	45 13%	53 16%	63 18%	45 16%	121 27%	95 18%	85 16%	82 19%	91 19%	35 14%	157 18%
Tend to disagree	(2) 583 29%	279 28%	304 29%	56 24%	79 23%	89 27%	120 34%	101 35%	137 30%	145 27%	169 31%	114 26%	156 32%	84 34%	248 28%
Strongly disagree	(1) 773 38%	382 39%	391 38%	120 51%	159 46%	142 43%	131 37%	98 34%	123 27%	234 43%	213 39%	160 36%	166 34%	93 38%	355 40%
NET: Disagree	1356 67%	661 67%	695 67%	176 75%	238 68%	232 70%	252 70%	198 68%	259 57%	379 70%	382 70%	274 62%	322 65%	177 72%	602 67%
Don't know	129 6%	50 5%	79 8%	25 11%	35 10%	19 6%	22 6%	12 4%	15 3%	19 4%	37 7%	36 8%	37 8%	12 5%	60 7%
Mean	1.97	1.98	1.95	1.62	1.84	1.89	1.93	2.06	2.25	1.92	1.90	2.04	2.02	1.94	1.95
Standard deviation	0.99	1.01	0.97	0.84	1.01	0.98	0.91	1.00	1.01	1.00	0.94	1.04	0.97	0.96	0.99
Standard error	0.02	0.03	0.03	0.06	0.06	0.06	0.05	0.06	0.04	0.04	0.04	0.06	0.05	0.07	0.04

## Christmas Starts with Christ Survey

### ONLINE Fieldwork: 23rd-24th September 2015

Absolutes/col percents

Table 3

**Q.1 To what extent, if at all, do you agree or disagree with each of the following statements about Christmas?**

**The birth of Jesus is the main reason for celebrating Christmas for me, personally**

**Base: All respondents**

	Region											To which of the following religious groups do you consider yourself to be a member of?										
	Total	Scot-land	Wales	NET: England	North East	North West	Yorks-hire & Humber-side	West Mid-lands	East Mid-lands	Eastern	London	South East	South West	Christ-ian	NET: Other	Muslim	Hindu	Jewish	Sikh	Budd-hist	Other	None
Unweighted base	2016	156	110	1750	90	211	172	187	154	212	268	284	172	1047	130	40	14	13	6	8	49	799
Weighted base	2016	175	103	1738	85	232	171	181	149	195	266	282	177	1035	131	41	13	12	7	6	52	807
NET: Agree	531 26%	38 22%	29 28%	464 27%	20 24%	77 33%	45 26%	59 33%	43 29%	46 24%	67 25%	76 27%	31 17%	447 43%	25 19%	6 15%	9 67%	-	3 45%	1 15%	6 12%	52 6%
Strongly agree	(4) 177 9%	12 7%	13 13%	153 9%	7 9%	28 12%	8 5%	18 10%	17 11%	15 8%	26 10%	26 9%	8 4%	160 16%	7 6%	1 4%	4 29%	-	-	-	2 4%	8 1%
Tend to agree	(3) 354 18%	26 15%	16 15%	312 18%	13 15%	49 21%	37 22%	41 23%	26 18%	31 16%	41 15%	50 18%	23 13%	287 28%	18 13%	5 11%	5 37%	-	3 45%	1 15%	4 8%	45 6%
Tend to disagree	(2) 583 29%	55 31%	23 23%	505 29%	27 32%	58 25%	43 25%	55 30%	48 32%	55 28%	72 27%	90 32%	57 32%	369 36%	25 19%	6 14%	3 21%	-	1 9%	1 19%	14 28%	175 22%
Strongly disagree	(1) 773 38%	72 41%	46 44%	656 38%	31 37%	85 37%	65 38%	56 31%	52 35%	79 40%	103 39%	106 38%	78 44%	161 16%	62 47%	19 46%	2 13%	10 79%	1 16%	4 67%	26 51%	539 67%
NET: Disagree	1356 67%	127 72%	69 67%	1161 67%	58 69%	143 62%	107 63%	111 61%	100 67%	134 68%	175 66%	196 70%	135 76%	530 51%	87 66%	25 60%	4 33%	10 79%	2 25%	5 85%	41 79%	714 88%
Don't know	129 6%	11 6%	5 5%	113 7%	6 7%	11 5%	18 11%	11 6%	6 4%	16 8%	24 9%	10 3%	11 6%	58 6%	20 15%	10 25%	-	3 21%	2 30%	-	5 9%	41 5%
Mean	1.97	1.86	1.96	1.98	1.96	2.09	1.93	2.12	2.05	1.90	1.96	1.99	1.76	2.46	1.73	1.63	2.83	1.00	2.42	1.48	1.62	1.38
Standard deviation	0.99	0.93	1.08	0.99	0.97	1.06	0.94	0.99	1.01	0.97	1.02	0.98	0.86	0.95	0.96	0.92	1.03	0.00	0.94	0.81	0.84	0.64
Standard error	0.02	0.08	0.11	0.02	0.11	0.07	0.08	0.07	0.08	0.07	0.06	0.06	0.07	0.03	0.09	0.17	0.28	0.00	0.42	0.29	0.13	0.02

## Christmas Starts with Christ Survey

### ONLINE Fieldwork: 23rd-24th September 2015

Absolutes/col percents

Table 4

**Q.1 To what extent, if at all, do you agree or disagree with each of the following statements about Christmas?**

**The religious aspect of Christmas is not important to me**

**Base: All respondents**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2016	1065	951	210	311	313	357	307	518	601	602	323	490	228	831
Weighted base	2016	982	1034	234	349	331	359	291	452	542	542	440	492	246	895
NET: Agree	1047 52%	523 53%	524 51%	149 64%	195 56%	181 55%	191 53%	153 53%	177 39%	295 54%	287 53%	209 48%	255 52%	128 52%	480 54%
Strongly agree	(4) 590 29%	307 31%	283 27%	96 41%	113 32%	105 32%	107 30%	87 30%	82 18%	173 32%	163 30%	114 26%	139 28%	68 28%	265 30%
Tend to agree	(3) 457 23%	216 22%	241 23%	53 23%	82 24%	76 23%	84 23%	66 23%	95 21%	122 22%	124 23%	96 22%	116 23%	60 24%	214 24%
Tend to disagree	(2) 505 25%	235 24%	270 26%	40 17%	76 22%	85 26%	88 25%	84 29%	133 29%	127 23%	135 25%	124 28%	120 24%	62 25%	213 24%
Strongly disagree	(1) 374 19%	189 19%	185 18%	17 7%	54 15%	52 16%	68 19%	49 17%	134 30%	106 19%	95 17%	84 19%	89 18%	49 20%	159 18%
NET: Disagree	880 44%	424 43%	456 44%	57 24%	129 37%	137 41%	156 44%	132 46%	267 59%	232 43%	230 42%	208 47%	210 43%	111 45%	373 42%
Don't know	90 4%	35 4%	54 5%	28 12%	25 7%	13 4%	12 3%	5 2%	7 2%	15 3%	25 5%	22 5%	27 6%	7 3%	42 5%
Mean	2.66	2.68	2.63	3.11	2.78	2.74	2.66	2.67	2.28	2.69	2.69	2.57	2.66	2.62	2.69
Standard deviation	1.11	1.13	1.09	0.99	1.09	1.09	1.11	1.08	1.09	1.13	1.10	1.09	1.10	1.10	1.10
Standard error	0.03	0.04	0.04	0.07	0.06	0.06	0.06	0.06	0.05	0.05	0.05	0.06	0.05	0.07	0.04

## Christmas Starts with Christ Survey

### ONLINE Fieldwork: 23rd-24th September 2015

Absolutes/col percents

Table 4

**Q.1 To what extent, if at all, do you agree or disagree with each of the following statements about Christmas?**

**The religious aspect of Christmas is not important to me**

**Base: All respondents**

	Region											To which of the following religious groups do you consider yourself to be a member of?										
	Total	Scot-land	Wales	NET: England	North East	North West	Yorks-hire & Humber-side	West Mid-lands	East Mid-lands	Eastern	London	South East	South West	Christ-ian	NET: Other	Muslim	Hindu	Jewish	Sikh	Budd-hist	Other	None
Unweighted base	2016	156	110	1750	90	211	172	187	154	212	268	284	172	1047	130	40	14	13	6	8	49	799
Weighted base	2016	175	103	1738	85	232	171	181	149	195	266	282	177	1035	131	41	13	12	7	6	52	807
NET: Agree	1047	90	56	900	46	117	90	78	74	115	122	150	109	291	76	20	7	10	1	3	35	662
	52%	51%	55%	52%	55%	50%	52%	43%	49%	59%	46%	53%	61%	28%	58%	48%	57%	79%	9%	48%	68%	82%
Strongly agree	(4)	590	59	36	495	24	77	54	41	42	55	60	79	63	89	43	12	2	9	-	1	451
	29%	34%	35%	28%	29%	33%	31%	22%	28%	28%	23%	28%	36%	9%	32%	29%	12%	71%	-	23%	37%	56%
Tend to agree	(3)	457	31	20	405	22	39	36	38	32	60	62	71	45	202	34	8	6	1	1	16	211
	23%	18%	20%	23%	26%	17%	21%	21%	21%	31%	23%	25%	26%	19%	26%	20%	45%	9%	9%	25%	32%	26%
Tend to disagree	(2)	505	50	21	435	18	60	45	54	36	43	73	67	39	380	24	5	2	-	1	2	90
	25%	28%	21%	25%	21%	26%	26%	30%	24%	22%	27%	24%	22%	37%	18%	11%	17%	-	12%	38%	27%	11%
Strongly disagree	(1)	374	30	23	321	16	47	30	38	33	29	50	57	21	330	17	7	3	1	3	2	23
	19%	17%	23%	18%	19%	20%	18%	21%	22%	15%	19%	20%	12%	32%	13%	18%	27%	8%	41%	14%	3%	3%
NET: Disagree		880	80	45	755	34	107	75	92	69	72	122	124	60	710	41	12	6	1	4	3	113
	44%	45%	44%	43%	40%	46%	44%	51%	46%	37%	46%	44%	34%	69%	31%	29%	43%	8%	53%	52%	30%	14%
Don't know		90	6	1	83	5	8	7	11	6	9	21	8	8	35	14	9	-	2	3	1	32
	4%	3%	1%	5%	6%	3%	4%	6%	4%	4%	8%	3%	5%	3%	11%	22%	-	13%	38%	-	2%	4%
Mean	2.66	2.70	2.68	2.65	2.69	2.66	2.69	2.47	2.58	2.75	2.54	2.63	2.90	2.05	2.87	2.76	2.42	3.64	1.48	2.58	3.03	3.41
Standard deviation	1.11	1.13	1.19	1.10	1.11	1.16	1.11	1.09	1.14	1.04	1.07	1.11	1.05	0.94	1.07	1.20	1.05	0.92	0.85	1.09	0.89	0.81
Standard error	0.03	0.09	0.11	0.03	0.12	0.08	0.09	0.08	0.09	0.07	0.07	0.07	0.08	0.03	0.10	0.21	0.28	0.28	0.42	0.39	0.13	0.03



## Christmas Starts with Christ Survey

### ONLINE Fieldwork: 23rd-24th September 2015

Absolutes/col percents

Table 5

**Q.1 To what extent, if at all, do you agree or disagree with each of the following statements about Christmas?**

**Christmas is more about spending time with family and friends than celebrating the birth of Jesus**

**Base: All respondents**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2016	1065	951	210	311	313	357	307	518	601	602	323	490	228	831
Weighted base	2016	982	1034	234	349	331	359	291	452	542	542	440	492	246	895
NET: Agree	1498 74%	730 74%	768 74%	188 80%	258 74%	263 79%	272 76%	214 74%	303 67%	413 76%	409 75%	330 75%	346 70%	196 80%	666 74%
Strongly agree	(4) 679 34%	316 32%	363 35%	114 49%	140 40%	134 41%	115 32%	73 25%	103 23%	183 34%	185 34%	143 32%	169 34%	90 37%	304 34%
Tend to agree	(3) 819 41%	414 42%	405 39%	75 32%	117 34%	129 39%	157 44%	141 49%	200 44%	230 42%	224 41%	187 43%	178 36%	106 43%	362 41%
Tend to disagree	(2) 294 15%	143 15%	151 15%	15 6%	45 13%	39 12%	45 12%	46 16%	105 23%	74 14%	79 15%	61 14%	80 16%	23 9%	131 15%
Strongly disagree	(1) 110 5%	62 6%	48 5%	2 1%	13 4%	12 4%	27 7%	27 9%	29 6%	33 6%	24 4%	23 5%	30 6%	17 7%	40 4%
NET: Disagree	404 20%	205 21%	198 19%	16 7%	58 17%	51 15%	71 20%	73 25%	134 30%	106 20%	104 19%	83 19%	111 23%	40 16%	171 19%
Don't know	114 6%	47 5%	67 6%	29 13%	33 9%	17 5%	16 4%	4 1%	15 3%	23 4%	30 5%	26 6%	35 7%	10 4%	58 6%
Mean	3.09	3.05	3.12	3.47	3.22	3.23	3.05	2.91	2.86	3.08	3.11	3.09	3.06	3.14	3.11
Standard deviation	0.86	0.87	0.85	0.67	0.84	0.81	0.88	0.89	0.85	0.86	0.83	0.84	0.90	0.87	0.84
Standard error	0.02	0.03	0.03	0.05	0.05	0.05	0.05	0.05	0.04	0.04	0.03	0.05	0.04	0.06	0.03

## Christmas Starts with Christ Survey

### ONLINE Fieldwork: 23rd-24th September 2015

Absolutes/col percents

Table 5

**Q.1 To what extent, if at all, do you agree or disagree with each of the following statements about Christmas?**

**Christmas is more about spending time with family and friends than celebrating the birth of Jesus**

**Base: All respondents**

	Region												To which of the following religious groups do you consider yourself to be a member of?									
	Total	Scot-land	Wales	NET: England	North East	North West	Yorks-hire & Humber-side	West Mid-lands	East Mid-lands	Eastern	London	South East	South West	Christ-ian	NET: Other	Muslim	Hindu	Jewish	Sikh	Budd-hist	Other	None
Unweighted base	2016	156	110	1750	90	211	172	187	154	212	268	284	172	1047	130	40	14	13	6	8	49	799
Weighted base	2016	175	103	1738	85	232	171	181	149	195	266	282	177	1035	131	41	13	12	7	6	52	807
NET: Agree	1498	129	75	1293	66	162	127	130	111	140	187	220	150	666	89	22	9	8	-	6	44	714
	74%	74%	73%	74%	78%	70%	74%	72%	75%	71%	70%	78%	85%	64%	68%	52%	67%	66%	-	100%	86%	88%
Strongly agree	(4) 679	62	32	586	32	77	58	52	51	71	79	98	67	190	47	10	3	5	-	4	24	429
	34%	35%	31%	34%	38%	33%	34%	29%	34%	36%	30%	35%	38%	18%	36%	25%	25%	44%	-	67%	47%	53%
Tend to agree	(3) 819	68	44	708	34	85	68	78	60	69	109	122	83	476	42	11	6	3	-	2	20	285
	41%	39%	42%	41%	40%	37%	40%	43%	41%	35%	41%	43%	47%	46%	32%	27%	42%	23%	-	33%	39%	35%
Tend to disagree	(2) 294	26	12	255	6	45	24	28	23	34	40	41	14	229	19	4	4	-	5	-	6	42
	15%	15%	12%	15%	7%	19%	14%	15%	15%	17%	15%	14%	8%	22%	15%	10%	28%	-	76%	-	11%	5%
Strongly disagree	(1) 110	9	11	90	7	17	12	7	9	10	13	12	3	86	6	3	1	1	1	-	1	17
	5%	5%	11%	5%	9%	7%	7%	4%	6%	5%	5%	4%	2%	8%	4%	7%	4%	6%	16%	-	1%	2%
NET: Disagree	404	35	23	345	14	62	36	35	32	44	52	53	18	316	25	7	4	1	6	-	6	59
	20%	20%	23%	20%	16%	27%	21%	19%	21%	23%	20%	19%	10%	30%	19%	18%	33%	6%	92%	-	12%	7%
Don't know	114	11	4	99	5	8	8	16	6	12	26	9	9	53	17	13	-	3	1	-	1	34
	6%	6%	4%	6%	6%	4%	5%	9%	4%	6%	10%	3%	5%	5%	13%	30%	-	28%	8%	-	2%	4%
Mean	3.09	3.11	2.97	3.09	3.14	3.00	3.06	3.06	3.07	3.09	3.06	3.12	3.27	2.78	3.14	3.00	2.88	3.45	1.83	3.67	3.34	3.46
Standard deviation	0.86	0.86	0.95	0.85	0.92	0.92	0.90	0.81	0.87	0.89	0.84	0.82	0.70	0.86	0.88	0.98	0.86	0.90	0.41	0.52	0.73	0.70
Standard error	0.02	0.07	0.09	0.02	0.10	0.06	0.07	0.06	0.07	0.06	0.05	0.05	0.06	0.03	0.08	0.19	0.23	0.30	0.18	0.18	0.10	0.03

## Christmas Starts with Christ Survey

### ONLINE Fieldwork: 23rd-24th September 2015

Absolutes/col percents

Table 6

**Q.1 To what extent, if at all, do you agree or disagree with each of the following statements about Christmas?**

**I feel a lot of pressure over Christmas to buy presents which I cannot afford**

**Base: All respondents**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2016	1065	951	210	311	313	357	307	518	601	602	323	490	228	831
Weighted base	2016	982	1034	234	349	331	359	291	452	542	542	440	492	246	895
NET: Agree	855 42%	369 38%	486 47%	111 47%	190 54%	157 47%	162 45%	103 36%	132 29%	198 37%	221 41%	197 45%	239 49%	120 49%	413 46%
Strongly agree	(4) 243 12%	98 10%	145 14%	29 12%	54 16%	57 17%	51 14%	20 7%	32 7%	38 7%	61 11%	67 15%	78 16%	31 13%	126 14%
Tend to agree	(3) 612 30%	270 28%	341 33%	82 35%	136 39%	100 30%	111 31%	83 29%	100 22%	160 30%	160 29%	130 30%	161 33%	88 36%	287 32%
Tend to disagree	(2) 601 30%	311 32%	290 28%	66 28%	83 24%	102 31%	92 26%	94 32%	164 36%	174 32%	182 34%	129 29%	116 24%	75 30%	264 30%
Strongly disagree	(1) 482 24%	276 28%	206 20%	33 14%	49 14%	62 19%	93 26%	92 32%	152 34%	156 29%	117 22%	94 21%	115 23%	45 18%	181 20%
NET: Disagree	1083 54%	587 60%	496 48%	99 42%	132 38%	164 50%	185 52%	186 64%	316 70%	330 61%	299 55%	223 51%	230 47%	120 49%	446 50%
Don't know	78 4%	27 3%	51 5%	24 10%	27 8%	10 3%	12 3%	1 *	4 1%	14 3%	23 4%	19 4%	22 5%	7 3%	36 4%
Mean	2.32	2.20	2.43	2.51	2.61	2.47	2.35	2.11	2.03	2.15	2.32	2.40	2.43	2.44	2.42
Standard deviation	0.98	0.97	0.98	0.92	0.94	1.00	1.03	0.94	0.92	0.93	0.95	1.00	1.03	0.94	0.98
Standard error	0.02	0.03	0.03	0.07	0.06	0.06	0.06	0.05	0.04	0.04	0.04	0.06	0.05	0.06	0.03

## Christmas Starts with Christ Survey

### ONLINE Fieldwork: 23rd-24th September 2015

Absolutes/col percents

Table 6

**Q.1 To what extent, if at all, do you agree or disagree with each of the following statements about Christmas?**

**I feel a lot of pressure over Christmas to buy presents which I cannot afford**

**Base: All respondents**

	Region											To which of the following religious groups do you consider yourself to be a member of?										
	Total	Scot-land	Wales	NET: England	North East	North West	Yorks-hire & Humber-side	West Mid-lands	East Mid-lands	Eastern	London	South East	South West	Christ-ian	NET: Other	Muslim	Hindu	Jewish	Sikh	Budd-hist	Other	None
Unweighted base	2016	156	110	1750	90	211	172	187	154	212	268	284	172	1047	130	40	14	13	6	8	49	799
Weighted base	2016	175	103	1738	85	232	171	181	149	195	266	282	177	1035	131	41	13	12	7	6	52	807
NET: Agree	855	74	43	738	38	96	82	76	65	76	96	130	77	431	46	15	3	1	3	2	21	361
	42%	42%	42%	42%	45%	42%	48%	42%	44%	39%	36%	46%	44%	42%	35%	36%	27%	9%	46%	38%	41%	45%
Strongly agree	(4) 243	22	17	204	12	25	19	19	20	21	26	36	26	108	17	8	-	-	1	1	7	114
	12%	13%	17%	12%	14%	11%	11%	10%	13%	11%	10%	13%	15%	10%	13%	20%	-	-	12%	17%	14%	14%
Tend to agree	(3) 612	51	26	534	27	71	63	57	46	55	71	94	51	323	29	7	3	1	2	1	14	247
	30%	29%	26%	31%	32%	31%	37%	31%	31%	28%	27%	33%	29%	31%	22%	17%	27%	9%	35%	21%	27%	31%
Tend to disagree	(2) 601	61	30	509	27	72	47	50	41	54	83	91	46	343	37	6	4	4	2	2	19	211
	30%	35%	29%	29%	31%	31%	28%	28%	27%	28%	31%	32%	26%	33%	28%	15%	33%	30%	30%	42%	36%	26%
Strongly disagree	(1) 482	34	28	421	15	59	36	47	37	57	68	53	47	231	34	12	5	4	1	1	10	209
	24%	19%	27%	24%	18%	26%	21%	26%	25%	29%	26%	19%	27%	22%	26%	29%	40%	36%	16%	20%	20%	26%
NET: Disagree	1083	95	58	930	42	131	84	97	77	112	151	144	93	574	72	18	10	8	3	4	29	420
	54%	54%	56%	54%	49%	56%	49%	53%	52%	57%	57%	51%	52%	55%	54%	43%	73%	66%	46%	62%	56%	52%
Don't know	78	6	2	70	5	5	5	8	6	8	18	8	7	30	14	8	-	3	1	-	1	27
	4%	4%	2%	4%	6%	2%	3%	5%	4%	4%	7%	3%	4%	3%	10%	20%	-	26%	8%	-	3%	3%
Mean	2.32	2.37	2.33	2.31	2.43	2.28	2.39	2.28	2.34	2.21	2.22	2.41	2.33	2.31	2.25	2.35	1.87	1.64	2.45	2.36	2.36	2.34
Standard deviation	0.98	0.95	1.06	0.98	0.96	0.97	0.96	0.98	1.01	1.01	0.97	0.95	1.04	0.94	1.04	1.22	0.84	0.72	1.00	1.08	0.98	1.03
Standard error	0.02	0.08	0.10	0.02	0.10	0.07	0.07	0.07	0.08	0.07	0.06	0.06	0.08	0.03	0.10	0.22	0.22	0.24	0.45	0.38	0.14	0.04

## Christmas Starts with Christ Survey

### ONLINE Fieldwork: 23rd-24th September 2015

Absolutes/col percents

Table 7

**Q.1 To what extent, if at all, do you agree or disagree with each of the following statements about Christmas?**

**Christmas wouldn't mean as much to me if it didn't have a religious foundation**

**Base: All respondents**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2016	1065	951	210	311	313	357	307	518	601	602	323	490	228	831
Weighted base	2016	982	1034	234	349	331	359	291	452	542	542	440	492	246	895
NET: Agree	699 35%	379 39%	320 31%	45 19%	101 29%	112 34%	120 33%	98 34%	222 49%	189 35%	183 34%	166 38%	161 33%	77 31%	311 35%
Strongly agree	(4) 241 12%	143 15%	97 9%	12 5%	32 9%	39 12%	40 11%	41 14%	77 17%	71 13%	65 12%	56 13%	49 10%	28 11%	105 12%
Tend to agree	(3) 459 23%	236 24%	223 22%	34 14%	70 20%	73 22%	80 22%	57 20%	146 32%	118 22%	118 22%	110 25%	112 23%	49 20%	207 23%
Tend to disagree	(2) 490 24%	217 22%	273 26%	66 28%	79 23%	71 22%	85 24%	76 26%	114 25%	129 24%	147 27%	102 23%	113 23%	77 31%	205 23%
Strongly disagree	(1) 658 33%	313 32%	345 33%	94 40%	126 36%	126 38%	119 33%	98 34%	95 21%	195 36%	161 30%	129 29%	174 35%	75 30%	302 34%
NET: Disagree	1149 57%	530 54%	618 60%	160 68%	205 59%	197 60%	203 57%	174 60%	209 46%	323 60%	307 57%	231 53%	287 58%	152 62%	507 57%
Don't know	168 8%	73 7%	95 9%	29 12%	43 12%	21 6%	36 10%	18 6%	21 5%	30 6%	53 10%	42 10%	44 9%	18 7%	76 8%
Mean	2.15	2.23	2.08	1.82	2.02	2.08	2.13	2.15	2.47	2.13	2.18	2.23	2.08	2.13	2.14
Standard deviation	1.05	1.09	1.01	0.91	1.03	1.07	1.05	1.07	1.02	1.07	1.03	1.05	1.04	1.01	1.06
Standard error	0.02	0.03	0.03	0.07	0.06	0.06	0.06	0.06	0.05	0.04	0.04	0.06	0.05	0.07	0.04

## Christmas Starts with Christ Survey

### ONLINE Fieldwork: 23rd-24th September 2015

Absolutes/col percents

Table 7

**Q.1 To what extent, if at all, do you agree or disagree with each of the following statements about Christmas?**

**Christmas wouldn't mean as much to me if it didn't have a religious foundation**

**Base: All respondents**

	Region											To which of the following religious groups do you consider yourself to be a member of?										
	Total	Scot-land	Wales	NET: England	North East	North West	Yorks-hire & Humber-side	West Mid-lands	East Mid-lands	Eastern	London	South East	South West	Christ-ian	NET: Other	Muslim	Hindu	Jewish	Sikh	Budd-hist	Other	None
Unweighted base	2016	156	110	1750	90	211	172	187	154	212	268	284	172	1047	130	40	14	13	6	8	49	799
Weighted base	2016	175	103	1738	85	232	171	181	149	195	266	282	177	1035	131	41	13	12	7	6	52	807
NET: Agree	699	58	38	603	23	77	68	75	48	58	108	104	43	552	39	14	6	-	2	3	14	103
	35%	33%	37%	35%	27%	33%	40%	41%	32%	30%	41%	37%	24%	53%	30%	34%	47%	-	25%	48%	27%	13%
Strongly agree	(4) 241	14	19	208	9	28	21	24	23	20	34	37	13	201	17	10	1	-	-	1	5	20
	12%	8%	18%	12%	10%	12%	12%	13%	15%	10%	13%	13%	7%	19%	13%	23%	9%	-	-	10%	11%	3%
Tend to agree	(3) 459	44	19	395	14	49	47	51	26	38	74	67	31	350	22	5	5	-	2	2	8	82
	23%	25%	19%	23%	17%	21%	27%	28%	17%	19%	28%	24%	17%	34%	17%	11%	38%	-	25%	38%	16%	10%
Tend to disagree	(2) 490	39	22	429	27	58	42	47	35	57	49	64	51	270	29	6	3	1	1	1	17	176
	24%	23%	21%	25%	32%	25%	25%	26%	23%	29%	19%	23%	29%	26%	22%	16%	22%	9%	9%	14%	34%	22%
Strongly disagree	(1) 658	66	38	554	27	84	50	43	50	68	71	92	68	146	38	9	2	7	2	2	15	467
	33%	38%	37%	32%	32%	36%	29%	24%	34%	35%	27%	33%	39%	14%	29%	22%	17%	53%	27%	39%	30%	58%
NET: Disagree	1149	106	59	984	54	142	93	90	85	124	120	156	119	416	67	16	5	8	2	3	33	643
	57%	60%	58%	57%	64%	61%	54%	50%	57%	64%	45%	55%	67%	40%	51%	38%	39%	62%	37%	52%	63%	80%
Don't know	168	12	6	151	7	13	11	17	16	13	38	22	15	68	26	11	2	5	3	-	5	62
	8%	7%	5%	9%	8%	5%	6%	9%	10%	7%	14%	8%	8%	7%	20%	28%	14%	38%	38%	-	10%	8%
Mean	2.15	2.03	2.19	2.16	2.06	2.10	2.24	2.33	2.15	2.06	2.31	2.19	1.92	2.63	2.17	2.49	2.45	1.14	1.97	2.19	2.09	1.54
Standard deviation	1.05	1.01	1.15	1.05	1.00	1.06	1.04	1.02	1.11	1.01	1.07	1.07	0.96	0.98	1.09	1.25	0.97	0.37	1.06	1.17	1.00	0.80
Standard error	0.02	0.08	0.11	0.03	0.11	0.08	0.08	0.08	0.09	0.07	0.07	0.07	0.08	0.03	0.11	0.23	0.28	0.13	0.53	0.41	0.15	0.03

**Christmas Starts with Christ Survey**  
**ONLINE Fieldwork: 23rd-24th September 2015**

Absolutes/col percents

Table 8  
**Gender**  
**Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2016	1065	951	210	311	313	357	307	518	601	602	323	490	228	831
Weighted base	2016	982	1034	234	349	331	359	291	452	542	542	440	492	246	895
Male	982	982	-	74	112	163	186	190	258	314	238	202	227	112	465
	49%	100%	-	31%	32%	49%	52%	65%	57%	58%	44%	46%	46%	45%	52%
Female	1034	-	1034	161	237	168	173	101	194	228	304	237	265	135	429
	51%	-	100%	69%	68%	51%	48%	35%	43%	42%	56%	54%	54%	55%	48%

## Christmas Starts with Christ Survey

### ONLINE Fieldwork: 23rd-24th September 2015

Absolutes/col percents

Table 8  
Gender  
Base: All respondents

	Region													To which of the following religious groups do you consider yourself to be a member of?								
	Total	Scot-land	Wales	NET: England	North East	North West	Yorks-hire & Humber-side	West Mid-lands	East Mid-lands	Eastern	London	South East	South West	Christ-ian	NET: Other	Muslim	Hindu	Jewish	Sikh	Budd-hist	Other	None
Unweighted base	2016	156	110	1750	90	211	172	187	154	212	268	284	172	1047	130	40	14	13	6	8	49	799
Weighted base	2016	175	103	1738	85	232	171	181	149	195	266	282	177	1035	131	41	13	12	7	6	52	807
Male	982 49%	82 47%	56 54%	845 49%	38 45%	113 49%	82 48%	83 46%	72 48%	91 47%	127 48%	142 50%	96 54%	525 51%	67 51%	22 53%	11 84%	7 60%	4 54%	3 60%	19 37%	372 46%
Female	1034 51%	94 53%	47 46%	893 51%	46 55%	119 51%	89 52%	98 54%	77 52%	104 53%	138 52%	140 50%	81 46%	510 49%	65 49%	19 47%	2 16%	5 40%	3 46%	2 40%	33 63%	435 54%



## Christmas Starts with Christ Survey

### ONLINE Fieldwork: 23rd-24th September 2015

Absolutes/col percents

Table 9  
Age  
Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2016	1065	951	210	311	313	357	307	518	601	602	323	490	228	831
Weighted base	2016	982	1034	234	349	331	359	291	452	542	542	440	492	246	895
18-24	234 12%	74 7%	161 16%	234 100%	-	-	-	-	-	63 12%	70 13%	49 11%	53 11%	25 10%	110 12%
25-34	349 17%	112 11%	237 23%	-	349 100%	-	-	-	-	81 15%	112 21%	88 20%	69 14%	56 23%	222 25%
35-44	331 16%	163 17%	168 16%	-	-	331 100%	-	-	-	80 15%	98 18%	71 16%	82 17%	63 26%	184 21%
45-54	359 18%	186 19%	173 17%	-	-	-	359 100%	-	-	71 13%	92 17%	83 19%	114 23%	59 24%	204 23%
55-64	291 14%	190 19%	101 10%	-	-	-	-	291 100%	-	83 15%	73 14%	67 15%	68 14%	34 14%	113 13%
65+	452 22%	258 26%	194 19%	-	-	-	-	-	452 100%	165 30%	98 18%	82 19%	107 22%	10 4%	62 7%
Average age	47.43	50.97	44.06	21.50	29.89	39.81	49.64	59.63	70.40	49.79	45.22	46.29	48.27	41.75	41.94

## Christmas Starts with Christ Survey

### ONLINE Fieldwork: 23rd-24th September 2015

Absolutes/col percents

Table 9  
Age  
Base: All respondents

	Region												To which of the following religious groups do you consider yourself to be a member of?									
	Total	Scotland	Wales	NET: England	North East	North West	Yorks-hire & Humber-side	West Midlands	East Midlands	Eastern	London	South East	South West	Christian	NET: Other	Muslim	Hindu	Jewish	Sikh	Buddhist	Other	None
Unweighted base	2016	156	110	1750	90	211	172	187	154	212	268	284	172	1047	130	40	14	13	6	8	49	799
Weighted base	2016	175	103	1738	85	232	171	181	149	195	266	282	177	1035	131	41	13	12	7	6	52	807
18-24	234 12%	11 6%	5 5%	218 13%	17 20%	30 13%	13 7%	22 12%	15 10%	18 9%	44 16%	39 14%	22 12%	56 5%	26 20%	16 40%	1 7%	1 6%	2 30%	1 11%	5 9%	142 18%
25-34	349 17%	31 18%	12 12%	306 18%	11 13%	39 17%	36 21%	29 16%	26 17%	32 16%	62 23%	45 16%	26 15%	134 13%	36 27%	16 39%	4 32%	5 38%	1 8%	1 12%	9 18%	165 20%
35-44	331 16%	31 18%	17 16%	284 16%	20 23%	30 13%	41 24%	25 14%	29 19%	23 12%	44 17%	43 15%	30 17%	140 14%	28 22%	5 11%	4 29%	1 9%	4 53%	-	15 29%	157 19%
45-54	359 18%	43 25%	22 21%	294 17%	11 13%	36 16%	34 20%	36 20%	29 20%	38 19%	41 16%	47 17%	21 12%	201 19%	22 17%	2 5%	1 9%	2 20%	1 9%	3 59%	12 24%	130 16%
55-64	291 14%	24 14%	14 14%	252 15%	10 12%	38 17%	17 10%	29 16%	18 12%	44 23%	30 11%	38 13%	29 16%	172 17%	10 7%	1 2%	2 18%	1 6%	-	* 8%	6 11%	107 13%
65+	452 22%	36 20%	33 32%	383 22%	16 19%	59 25%	30 18%	40 22%	33 22%	41 21%	45 17%	71 25%	49 28%	332 32%	10 8%	1 4%	1 6%	3 22%	-	1 10%	4 8%	106 13%
Average age	47.43	48.79	52.63	46.98	43.45	48.36	45.66	47.76	47.48	48.98	43.07	47.93	49.07	52.77	38.16	29.65	41.96	44.59	33.56	47.25	42.05	42.66

**Christmas Starts with Christ Survey**  
**ONLINE Fieldwork: 23rd-24th September 2015**

Absolutes/col percents

Table 10  
**Social Grade**  
**Base: All respondents**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2016	1065	951	210	311	313	357	307	518	601	602	323	490	228	831
Weighted base	2016	982	1034	234	349	331	359	291	452	542	542	440	492	246	895
AB	542 27%	314 32%	228 22%	63 27%	81 23%	80 24%	71 20%	83 28%	165 36%	542 100%	-	-	-	76 31%	231 26%
C1	542 27%	238 24%	304 29%	70 30%	112 32%	98 30%	92 26%	73 25%	98 22%	-	542 100%	-	-	111 45%	249 28%
C2	440 22%	202 21%	237 23%	49 21%	88 25%	71 21%	83 23%	67 23%	82 18%	-	-	440 100%	-	33 13%	259 29%
DE	492 24%	227 23%	265 26%	53 22%	69 20%	82 25%	114 32%	68 23%	107 24%	-	-	-	492 100%	27 11%	156 17%
NET: ABC1	1085 54%	553 56%	532 51%	133 57%	193 55%	178 54%	163 45%	156 54%	262 58%	542 100%	542 100%	-	-	187 76%	480 54%
NET: C2DE	931 46%	429 44%	502 49%	101 43%	157 45%	153 46%	197 55%	135 46%	190 42%	-	-	440 100%	492 100%	60 24%	415 46%

## Christmas Starts with Christ Survey

### ONLINE Fieldwork: 23rd-24th September 2015

Absolutes/col percents

Table 10  
Social Grade  
Base: All respondents

	Region													To which of the following religious groups do you consider yourself to be a member of?								
	Total	Scot-land	Wales	NET: England	North East	North West	Yorks-hire & Humber-side	West Mid-lands	East Mid-lands	Eastern	London	South East	South West	Christ-ian	NET: Other	Muslim	Hindu	Jewish	Sikh	Budd-hist	Other	None
Unweighted base	2016	156	110	1750	90	211	172	187	154	212	268	284	172	1047	130	40	14	13	6	8	49	799
Weighted base	2016	175	103	1738	85	232	171	181	149	195	266	282	177	1035	131	41	13	12	7	6	52	807
AB	542 27%	38 21%	32 31%	473 27%	20 23%	51 22%	45 27%	66 36%	37 25%	60 31%	65 24%	81 29%	49 27%	282 27%	34 26%	11 27%	10 74%	3 25%	- -	* 8%	9 18%	215 27%
C1	542 27%	39 22%	25 24%	478 28%	21 25%	55 24%	54 32%	42 23%	38 26%	45 23%	98 37%	72 26%	52 30%	256 25%	42 32%	11 27%	2 13%	4 32%	1 17%	5 92%	18 36%	230 29%
C2	440 22%	47 27%	18 18%	374 22%	25 29%	64 28%	34 20%	26 14%	29 20%	43 22%	51 19%	58 21%	44 25%	236 23%	28 21%	7 16%	1 9%	4 32%	5 71%	- -	11 21%	169 21%
DE	492 24%	51 29%	28 27%	413 24%	19 23%	61 27%	37 22%	47 26%	45 30%	48 25%	52 19%	71 25%	32 18%	262 25%	28 21%	12 29%	1 5%	1 10%	1 12%	- -	13 25%	193 24%
NET: ABC1	1085 54%	77 44%	57 55%	951 55%	41 48%	106 46%	100 58%	108 60%	75 50%	105 54%	163 61%	153 54%	101 57%	537 52%	76 58%	23 55%	11 86%	7 57%	1 17%	6 100%	28 54%	446 55%
NET: C2DE	931 46%	99 56%	46 45%	787 45%	44 52%	125 54%	72 42%	73 40%	74 50%	91 46%	103 39%	129 46%	76 43%	498 48%	56 42%	19 45%	2 14%	5 43%	6 83%	- -	24 46%	362 45%

## Christmas Starts with Christ Survey

### ONLINE Fieldwork: 23rd-24th September 2015

Absolutes/col percents

Table 11  
GO Region  
Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2016	1065	951	210	311	313	357	307	518	601	602	323	490	228	831
Weighted base	2016	982	1034	234	349	331	359	291	452	542	542	440	492	246	895
Scotland	175 9%	82 8%	94 9%	11 4%	31 9%	31 9%	43 12%	24 8%	36 8%	38 7%	39 7%	47 11%	51 10%	29 12%	73 8%
North East	85 4%	38 4%	46 4%	17 7%	11 3%	20 6%	11 3%	10 3%	16 4%	20 4%	21 4%	25 6%	19 4%	7 3%	41 5%
North West	232 11%	113 11%	119 11%	30 13%	39 11%	30 9%	36 10%	38 13%	59 13%	51 9%	55 10%	64 15%	61 12%	22 9%	107 12%
Yorkshire & Humberside	171 8%	82 8%	89 9%	13 5%	36 10%	41 12%	34 10%	17 6%	30 7%	45 8%	54 10%	34 8%	37 8%	32 13%	80 9%
West Midlands	181 9%	83 8%	98 9%	22 10%	29 8%	25 7%	36 10%	29 10%	40 9%	66 12%	42 8%	26 6%	47 10%	20 8%	83 9%
East Midlands	149 7%	72 7%	77 7%	15 6%	26 7%	29 9%	29 8%	18 6%	33 7%	37 7%	38 7%	29 7%	45 9%	21 8%	62 7%
Wales	103 5%	56 6%	47 5%	5 2%	12 3%	17 5%	22 6%	14 5%	33 7%	32 6%	25 5%	18 4%	28 6%	6 2%	43 5%
Eastern	195 10%	91 9%	104 10%	18 8%	32 9%	23 7%	38 10%	44 15%	41 9%	60 11%	45 8%	43 10%	48 10%	23 9%	83 9%
London	266 13%	127 13%	138 13%	44 19%	62 18%	44 13%	41 12%	30 10%	45 10%	65 12%	98 18%	51 12%	52 10%	35 14%	132 15%
South East	282 14%	142 14%	140 14%	39 16%	45 13%	43 13%	47 13%	38 13%	71 16%	81 15%	72 13%	58 13%	71 14%	31 13%	113 13%
South West	177 9%	96 10%	81 8%	22 9%	26 7%	30 9%	21 6%	29 10%	49 11%	49 9%	52 10%	44 10%	32 7%	21 9%	77 9%

## Christmas Starts with Christ Survey

### ONLINE Fieldwork: 23rd-24th September 2015

Absolutes/col percents

Table 11  
GO Region  
Base: All respondents

	Region													To which of the following religious groups do you consider yourself to be a member of?								
	Total	Scot-land	Wales	NET: England	North East	North West	Yorks-hire & Humber-side	West Mid-lands	East Mid-lands	Eastern	London	South East	South West	Christ-ian	NET: Other	Muslim	Hindu	Jewish	Sikh	Budd-hist	Other	None
Unweighted base	2016	156	110	1750	90	211	172	187	154	212	268	284	172	1047	130	40	14	13	6	8	49	799
Weighted base	2016	175	103	1738	85	232	171	181	149	195	266	282	177	1035	131	41	13	12	7	6	52	807
Scotland	175 9%	175 100%	-	-	-	-	-	-	-	-	-	-	-	97 9%	2 2%	-	-	-	-	-	2 4%	74 9%
North East	85 4%	-	-	85 5%	85 100%	-	-	-	-	-	-	-	-	40 4%	7 5%	1 2%	1 9%	1 6%	-	1 11%	3 7%	38 5%
North West	232 11%	-	-	232 13%	-	232 100%	-	-	-	-	-	-	-	129 12%	8 6%	1 3%	-	2 15%	-	-	4 9%	92 11%
Yorkshire & Humberside	171 8%	-	-	171 10%	-	-	171 100%	-	-	-	-	-	-	84 8%	17 13%	5 13%	-	-	3 41%	1 12%	9 17%	67 8%
West Midlands	181 9%	-	-	181 10%	-	-	-	181 100%	-	-	-	-	-	108 10%	10 8%	5 12%	-	-	-	-	5 10%	60 7%
East Midlands	149 7%	-	-	149 9%	-	-	-	-	149 100%	-	-	-	-	74 7%	6 5%	1 2%	-	-	-	-	5 10%	66 8%
Wales	103 5%	-	103 100%	-	-	-	-	-	-	-	-	-	-	50 5%	5 4%	-	-	1 8%	-	1 24%	2 4%	47 6%
Eastern	195 10%	-	-	195 11%	-	-	-	-	-	195 100%	-	-	-	97 9%	10 8%	1 2%	2 16%	-	-	2 31%	6 11%	84 10%
London	266 13%	-	-	266 15%	-	-	-	-	-	-	266 100%	-	-	114 11%	49 37%	24 57%	8 60%	6 50%	4 59%	-	7 14%	86 11%
South East	282 14%	-	-	282 16%	-	-	-	-	-	-	-	282 100%	-	156 15%	11 8%	4 9%	-	2 13%	-	1 15%	4 9%	110 14%
South West	177 9%	-	-	177 10%	-	-	-	-	-	-	-	-	177 100%	87 8%	6 5%	-	2 15%	1 9%	-	* 8%	3 6%	81 10%

**Christmas Starts with Christ Survey**  
**ONLINE Fieldwork: 23rd-24th September 2015**

Absolutes/col percents

Table 12  
**Have you taken a foreign holiday in the last 3 years?**  
**Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2016	1065	951	210	311	313	357	307	518	601	602	323	490	228	831
Weighted base	2016	982	1034	234	349	331	359	291	452	542	542	440	492	246	895
Yes	1216	596	619	170	213	182	178	162	311	402	351	256	206	165	552
	60%	61%	60%	73%	61%	55%	49%	56%	69%	74%	65%	58%	42%	67%	62%
No	800	386	414	64	136	149	182	129	140	140	192	183	285	81	342
	40%	39%	40%	27%	39%	45%	51%	44%	31%	26%	35%	42%	58%	33%	38%

## Christmas Starts with Christ Survey

### ONLINE Fieldwork: 23rd-24th September 2015

Absolutes/col percents

Table 12

**Have you taken a foreign holiday in the last 3 years?**

**Base: All respondents**

	Region													To which of the following religious groups do you consider yourself to be a member of?								
	Total	Scot-land	Wales	NET: England	North East	North West	Yorks-hire & Humber-side	West Mid-lands	East Mid-lands	Eastern	London	South East	South West	Christ-ian	NET: Other	Muslim	Hindu	Jewish	Sikh	Budd-hist	Other	None
Unweighted base	2016	156	110	1750	90	211	172	187	154	212	268	284	172	1047	130	40	14	13	6	8	49	799
Weighted base	2016	175	103	1738	85	232	171	181	149	195	266	282	177	1035	131	41	13	12	7	6	52	807
Yes	1216	103	58	1055	47	145	96	104	88	120	177	176	100	637	78	26	10	10	2	6	24	483
	60%	59%	57%	61%	56%	63%	56%	57%	59%	62%	67%	63%	56%	62%	59%	62%	75%	83%	33%	100%	46%	60%
No	800	72	44	684	37	86	76	77	61	75	89	105	77	398	53	16	3	2	5	-	28	324
	40%	41%	43%	39%	44%	37%	44%	43%	41%	38%	33%	37%	44%	38%	41%	38%	25%	17%	67%	-	54%	40%



## Christmas Starts with Christ Survey

### ONLINE Fieldwork: 23rd-24th September 2015

Absolutes/col percents

Table 13  
**Tenure**  
**Base: All respondents**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2016	1065	951	210	311	313	357	307	518	601	602	323	490	228	831
Weighted base	2016	982	1034	234	349	331	359	291	452	542	542	440	492	246	895
NET: Homeowners	1286 64%	655 67%	631 61%	116 50%	179 51%	189 57%	223 62%	211 73%	369 82%	438 81%	331 61%	310 71%	206 42%	150 61%	590 66%
Owned outright - without mortgage	664 33%	362 37%	302 29%	54 23%	50 14%	40 12%	77 21%	132 46%	310 69%	237 44%	161 30%	153 35%	113 23%	48 20%	216 24%
Owned with a mortgage or loan	623 31%	293 30%	329 32%	62 27%	129 37%	148 45%	146 41%	78 27%	59 13%	201 37%	170 31%	158 36%	94 19%	102 41%	374 42%
NET: Renters	705 35%	314 32%	391 38%	105 45%	166 48%	137 41%	135 38%	80 27%	82 18%	98 18%	203 37%	123 28%	281 57%	95 38%	296 33%
Rented from the council	298 15%	141 14%	157 15%	23 10%	59 17%	58 18%	71 20%	43 15%	44 10%	30 6%	74 14%	53 12%	140 28%	45 18%	96 11%
Rented from a housing association	136 7%	64 7%	72 7%	16 7%	24 7%	25 8%	29 8%	20 7%	22 5%	10 2%	32 6%	25 6%	69 14%	14 6%	52 6%
Rented from someone else	272 13%	109 11%	163 16%	66 28%	83 24%	53 16%	35 10%	17 6%	17 4%	58 11%	96 18%	45 10%	72 15%	35 14%	147 16%
Rent free	24 1%	13 1%	11 1%	13 6%	4 1%	5 2%	2 *	- -	- -	6 1%	8 1%	6 1%	4 1%	1 1%	9 1%

## Christmas Starts with Christ Survey

### ONLINE Fieldwork: 23rd-24th September 2015

Absolutes/col percents

Table 13  
**Tenure**  
**Base: All respondents**

	Region												To which of the following religious groups do you consider yourself to be a member of?									
	Total	Scot-land	Wales	NET: England	North East	North West	Yorks-hire & Humber-side	West Mid-lands	East Mid-lands	Eastern	London	South East	South West	Christ-ian	NET: Other	Muslim	Hindu	Jewish	Sikh	Budd-hist	Other	None
Unweighted base	2016	156	110	1750	90	211	172	187	154	212	268	284	172	1047	130	40	14	13	6	8	49	799
Weighted base	2016	175	103	1738	85	232	171	181	149	195	266	282	177	1035	131	41	13	12	7	6	52	807
NET: Homeowners	1286	98	69	1119	49	146	123	126	95	147	135	183	114	717	67	20	10	7	6	2	22	480
	64%	56%	67%	64%	58%	63%	72%	70%	64%	75%	51%	65%	64%	69%	51%	48%	74%	60%	88%	37%	43%	59%
Owned outright - without mortgage	664	44	43	576	21	81	57	70	55	76	64	95	56	404	32	9	1	5	4	2	11	218
	33%	25%	42%	33%	25%	35%	33%	39%	37%	39%	24%	34%	32%	39%	22%	7%	39%	58%	37%	21%	27%	
Owned with a mortgage or loan	623	54	25	543	28	65	66	56	40	71	71	88	58	313	36	11	9	3	2	-	11	261
	31%	31%	25%	31%	34%	28%	39%	31%	27%	36%	27%	31%	33%	30%	27%	26%	67%	21%	30%	-	22%	32%
NET: Renters	705	75	33	597	34	83	46	54	53	46	127	92	62	312	59	20	3	4	1	4	27	313
	35%	43%	32%	34%	40%	36%	27%	30%	35%	23%	48%	33%	35%	30%	45%	48%	26%	34%	12%	63%	53%	39%
Rented from the council	298	50	11	237	14	29	18	21	25	17	59	38	15	138	28	10	1	-	-	-	16	117
	15%	29%	10%	14%	17%	12%	11%	12%	17%	8%	22%	14%	9%	13%	21%	24%	9%	-	-	-	32%	14%
Rented from a housing association	136	9	7	120	9	25	8	9	8	13	17	18	13	60	11	6	-	1	-	1	3	64
	7%	5%	7%	7%	10%	11%	5%	5%	6%	6%	6%	6%	7%	6%	8%	14%	-	6%	-	17%	7%	8%
Rented from someone else	272	17	15	240	11	29	20	23	19	17	51	36	34	113	21	4	2	3	1	3	7	132
	13%	9%	14%	14%	13%	12%	12%	13%	13%	8%	19%	13%	19%	11%	16%	10%	17%	28%	12%	45%	14%	16%
Rent free	24	2	1	22	1	2	2	1	1	3	3	7	2	6	5	1	-	1	-	-	2	14
	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	4%	4%	-	6%	-	-	5%	2%

## Christmas Starts with Christ Survey

### ONLINE Fieldwork: 23rd-24th September 2015

Absolutes/col percents

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

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2016	1065	951	210	311	313	357	307	518	601	602	323	490	228	831
Weighted base	2016	982	1034	234	349	331	359	291	452	542	542	440	492	246	895
No formal education	19 1%	7 1%	11 1%	1 1%	1 *	4 1%	2 1%	3 1%	8 2%	3 1%	1 *	7 2%	8 2%	4 2%	3 *
Primary	10 *	4 *	6 1%	4 2%	3 1%	1 *	- -	- -	2 *	- -	1 *	6 1%	3 1%	- -	6 1%
Secondary school, high school, NVQ levels 1 to 3, etc.	1145 57%	531 54%	614 59%	85 36%	145 42%	179 54%	231 64%	223 77%	282 62%	242 45%	266 49%	289 66%	348 71%	102 41%	504 56%
University degree or equivalent professional qualification, NVQ level 4, etc.	559 28%	296 30%	263 25%	64 27%	130 37%	98 30%	106 29%	51 17%	110 24%	189 35%	177 33%	102 23%	91 18%	98 40%	277 31%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	188 9%	102 10%	87 8%	19 8%	50 14%	47 14%	15 4%	14 5%	43 10%	88 16%	62 11%	15 3%	23 5%	37 15%	90 10%
Still in full time education	69 3%	29 3%	40 4%	55 23%	12 3%	- -	2 1%	- -	- -	17 3%	31 6%	11 3%	11 2%	3 1%	7 1%
Don't know	6 *	3 *	3 *	- -	2 *	- -	2 1%	1 *	1 *	1 *	1 *	1 *	3 1%	1 *	1 *
Prefer not to answer	20 1%	11 1%	9 1%	6 3%	6 2%	2 1%	1 *	- -	5 1%	3 *	4 1%	9 2%	4 1%	2 1%	6 1%

## Christmas Starts with Christ Survey

### ONLINE Fieldwork: 23rd-24th September 2015

Absolutes/col percents

Table 14

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

**Base: All respondents**

	Region													To which of the following religious groups do you consider yourself to be a member of?									
	Total	Scot-land	Wales	NET: England	North East	North West	Yorks-hire & Humber-side	West Mid-lands	East Mid-lands	Eastern	London	South East	South West	Christ-ian	NET: Other	Muslim	Hindu	Jewish	Sikh	Budd-hist	Other	None	
Unweighted base	2016	156	110	1750	90	211	172	187	154	212	268	284	172	1047	130	40	14	13	6	8	49	799	
Weighted base	2016	175	103	1738	85	232	171	181	149	195	266	282	177	1035	131	41	13	12	7	6	52	807	
No formal education	19 1%	5 3%	1 1%	13 1%	- -	4 2%	2 1%	1 1%	1 *	2 1%	- -	2 1%	1 *	8 1%	1 *	- -	- -	1 5%	- -	- -	- -	10 1%	
Primary	10 *	6 4%	- -	4 *	- -	- -	- -	- -	- -	- -	- -	1 *	2 1%	- -	- -	- -	- -	- -	- -	- -	- -	10 1%	
Secondary school, high school, NVQ levels 1 to 3, etc.	1145 57%	78 45%	64 62%	1003 58%	50 59%	155 67%	94 55%	102 57%	91 61%	120 62%	109 41%	182 64%	100 56%	649 63%	57 44%	17 41%	3 20%	4 34%	6 83%	3 53%	25 48%	423 52%	
University degree or equivalent professional qualification, NVQ level 4, etc.	559 28%	61 35%	30 29%	467 27%	21 25%	48 21%	56 33%	42 23%	39 26%	51 26%	90 34%	71 25%	49 28%	265 26%	34 26%	4 9%	7 51%	5 42%	1 9%	2 35%	16 30%	247 31%	
Higher university degree, doctorate, MBA, NVQ level 5, etc.	188 9%	20 11%	6 6%	163 9%	9 10%	16 7%	13 8%	19 11%	11 7%	17 9%	48 18%	13 5%	17 9%	96 9%	27 21%	12 29%	4 29%	2 19%	1 8%	1 12%	8 15%	59 7%	
Still in full time education	69 3%	4 2%	1 1%	64 4%	5 6%	3 1%	2 1%	13 7%	5 3%	5 3%	12 4%	11 4%	8 4%	8 1%	7 5%	5 12%	- -	- -	- -	- -	2 4%	52 7%	
Don't know	6 *	1 *	- -	5 *	- -	2 1%	- -	- -	1 *	- -	2 1%	- -	- -	2 *	- -	- -	- -	- -	- -	- -	- -	1 *	
Prefer not to answer	20 1%	- -	- -	20 1%	- -	3 1%	3 2%	3 1%	2 1%	* *	5 2%	2 1%	1 1%	8 1%	5 4%	4 9%	- -	- -	- -	- -	1 3%	4 1%	

## Christmas Starts with Christ Survey

### ONLINE Fieldwork: 23rd-24th September 2015

Absolutes/col percents

Table 15

**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 Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2016	1065	951	210	311	313	357	307	518	601	602	323	490	228	831
Weighted base	2016	982	1034	234	349	331	359	291	452	542	542	440	492	246	895
Yes - responsible for half or more of the items bought	1780 88%	815 83%	965 93%	156 67%	325 93%	309 93%	340 95%	262 90%	389 86%	453 84%	483 89%	402 91%	441 90%	223 91%	804 90%
No - not responsible for most of the items bought	236 12%	167 17%	69 7%	78 33%	25 7%	22 7%	19 5%	29 10%	63 14%	89 16%	59 11%	38 9%	51 10%	23 9%	90 10%

## Christmas Starts with Christ Survey

### ONLINE Fieldwork: 23rd-24th September 2015

Absolutes/col percents

Table 15

**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**

	Region												To which of the following religious groups do you consider yourself to be a member of?									
	Total	Scot-land	Wales	NET: England	North East	North West	Yorks-hire & Humber-side	West Mid-lands	East Mid-lands	Eastern	London	South East	South West	Christ-ian	NET: Other	Muslim	Hindu	Jewish	Sikh	Budd-hist	Other	None
Unweighted base	2016	156	110	1750	90	211	172	187	154	212	268	284	172	1047	130	40	14	13	6	8	49	799
Weighted base	2016	175	103	1738	85	232	171	181	149	195	266	282	177	1035	131	41	13	12	7	6	52	807
Yes - responsible for half or more of the items bought	1780 88%	161 92%	94 91%	1525 88%	75 89%	200 86%	150 88%	159 88%	128 86%	175 90%	243 91%	233 83%	162 91%	928 90%	116 88%	37 89%	11 87%	12 92%	5 75%	6 100%	45 88%	696 86%
No - not responsible for most of the items bought	236 12%	15 8%	9 9%	213 12%	9 11%	31 14%	21 12%	22 12%	21 14%	20 10%	23 9%	49 17%	16 9%	107 10%	15 12%	5 11%	2 13%	1 8%	2 25%	-	6 12%	111 14%

**Christmas Starts with Christ Survey**  
**ONLINE Fieldwork: 23rd-24th September 2015**

Absolutes/col percents

Table 16  
**How many cars are there in your household?**  
**Base: All respondents**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2016	1065	951	210	311	313	357	307	518	601	602	323	490	228	831
Weighted base	2016	982	1034	234	349	331	359	291	452	542	542	440	492	246	895
No cars in the household	439 22%	178 18%	261 25%	71 30%	97 28%	88 27%	76 21%	51 18%	55 12%	60 11%	136 25%	69 16%	174 35%	51 21%	173 19%
NET: Any	1577 78%	804 82%	773 75%	163 70%	252 72%	243 73%	283 79%	239 82%	397 88%	482 89%	406 75%	371 84%	318 65%	195 79%	721 81%
1	835 41%	398 40%	438 42%	46 20%	115 33%	148 45%	152 42%	130 45%	244 54%	218 40%	215 40%	199 45%	204 41%	95 39%	353 39%
2	557 28%	314 32%	243 23%	63 27%	99 28%	87 26%	96 27%	82 28%	129 29%	202 37%	148 27%	129 29%	78 16%	83 34%	269 30%
3+	185 9%	92 9%	93 9%	53 23%	38 11%	7 2%	35 10%	28 10%	24 5%	62 11%	43 8%	43 10%	36 7%	17 7%	100 11%

## Christmas Starts with Christ Survey

### ONLINE Fieldwork: 23rd-24th September 2015

Absolutes/col percents

Table 16  
**How many cars are there in your household?**  
**Base: All respondents**

	Region													To which of the following religious groups do you consider yourself to be a member of?								
	Total	Scot-land	Wales	NET: England	North East	North West	Yorks-hire & Humber-side	West Mid-lands	East Mid-lands	Eastern	London	South East	South West	Christ-ian	NET: Other	Muslim	Hindu	Jewish	Sikh	Budd-hist	Other	None
Unweighted base	2016	156	110	1750	90	211	172	187	154	212	268	284	172	1047	130	40	14	13	6	8	49	799
Weighted base	2016	175	103	1738	85	232	171	181	149	195	266	282	177	1035	131	41	13	12	7	6	52	807
No cars in the household	439 22%	51 29%	20 19%	368 21%	18 22%	60 26%	33 19%	31 17%	33 22%	20 10%	102 38%	39 14%	31 17%	178 17%	40 30%	11 26%	2 18%	5 44%	3 46%	2 37%	16 31%	201 25%
NET: Any	1577 78%	124 71%	83 81%	1370 79%	66 78%	172 74%	138 81%	150 83%	116 78%	175 90%	164 62%	243 86%	147 83%	857 83%	91 70%	30 74%	11 82%	7 56%	4 54%	4 63%	36 69%	606 75%
1	835 41%	62 35%	47 45%	727 42%	39 46%	102 44%	78 45%	74 41%	67 45%	81 41%	102 38%	117 42%	68 38%	478 46%	46 35%	15 37%	5 36%	2 18%	2 24%	1 17%	22 42%	295 37%
2	557 28%	46 26%	27 26%	484 28%	21 24%	50 22%	51 30%	58 32%	40 27%	70 36%	48 18%	87 31%	60 34%	275 27%	40 30%	14 33%	6 46%	5 38%	2 30%	3 46%	11 21%	237 29%
3+	185 9%	16 9%	10 9%	159 9%	7 8%	20 9%	10 6%	17 9%	9 6%	25 13%	14 5%	39 14%	19 10%	105 10%	5 4%	2 4%	-	-	-	-	3 6%	75 9%



## Christmas Starts with Christ Survey

### ONLINE Fieldwork: 23rd-24th September 2015

Absolutes/col percents

Table 17  
**To which of the following ethnic groups do you consider you belong?**  
**Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2016	1065	951	210	311	313	357	307	518	601	602	323	490	228	831
Weighted base	2016	982	1034	234	349	331	359	291	452	542	542	440	492	246	895
White	1861 92%	900 92%	961 93%	195 83%	302 86%	295 89%	343 96%	281 97%	445 99%	502 93%	487 90%	417 95%	455 92%	223 91%	812 91%
NET: BAME	138 7%	72 7%	66 6%	38 16%	42 12%	31 9%	14 4%	8 3%	6 1%	34 6%	50 9%	21 5%	33 7%	22 9%	71 8%
Mixed	29 1%	15 2%	14 1%	3 1%	12 3%	5 1%	5 1%	5 2%	- -	5 1%	16 3%	3 1%	5 1%	5 2%	16 2%
Asian	64 3%	36 4%	28 3%	23 10%	19 5%	15 4%	3 1%	2 1%	2 *	23 4%	12 2%	15 3%	13 3%	7 3%	38 4%
Black	33 2%	16 2%	17 2%	8 3%	9 3%	7 2%	5 1%	1 *	4 1%	4 1%	15 3%	2 1%	11 2%	6 2%	14 2%
Chinese	7 *	3 *	4 *	2 1%	2 *	3 1%	1 *	- -	- -	1 *	4 1%	1 *	2 *	3 1%	2 *
Other ethnic group	6 *	3 *	3 *	2 1%	1 *	2 1%	1 *	- -	- -	1 *	3 1%	- -	2 *	1 *	2 *
Prefer not to answer	17 1%	10 1%	7 1%	2 1%	6 2%	5 1%	2 1%	2 1%	1 *	6 1%	5 1%	1 *	4 1%	1 1%	12 1%

## Christmas Starts with Christ Survey

### ONLINE Fieldwork: 23rd-24th September 2015

Absolutes/col percents

Table 17

**To which of the following ethnic groups do you consider you belong?**

**Base: All respondents**

	Region												To which of the following religious groups do you consider yourself to be a member of?									
	Total	Scot-land	Wales	NET: England	North East	North West	Yorks-hire & Humber-side	West Mid-lands	East Mid-lands	Eastern	London	South East	South West	Christ-ian	NET: Other	Muslim	Hindu	Jewish	Sikh	Budd-hist	Other	None
Unweighted base	2016	156	110	1750	90	211	172	187	154	212	268	284	172	1047	130	40	14	13	6	8	49	799
Weighted base	2016	175	103	1738	85	232	171	181	149	195	266	282	177	1035	131	41	13	12	7	6	52	807
White	1861	173	101	1587	81	225	161	171	137	187	189	266	170	1006	67	5	1	10	-	4	47	767
	92%	99%	99%	91%	96%	97%	94%	94%	92%	96%	71%	94%	96%	97%	51%	12%	9%	79%	-	77%	90%	95%
NET: BAME	138	2	1	135	4	7	9	10	8	9	73	12	4	26	64	36	12	3	7	1	5	36
	7%	1%	1%	8%	4%	3%	5%	5%	5%	4%	28%	4%	2%	3%	49%	88%	91%	21%	100%	23%	10%	4%
Mixed	29	2	-	27	-	2	-	3	2	2	12	6	1	5	4	-	-	2	-	-	2	16
	1%	1%	-	2%	-	1%	-	1%	1%	1%	4%	2%	*	1%	3%	-	-	15%	-	-	4%	2%
Asian	64	-	-	64	1	3	7	5	1	4	37	2	3	2	53	33	12	-	7	1	1	6
	3%	-	-	4%	2%	1%	4%	3%	1%	2%	14%	1%	2%	*	41%	79%	91%	-	100%	23%	1%	1%
Black	33	1	*	31	1	1	-	2	5	-	20	2	-	19	3	3	-	-	-	-	-	5
	2%	*	*	2%	2%	*	-	1%	3%	-	8%	1%	-	2%	2%	7%	-	-	-	-	-	1%
Chinese	7	-	1	7	1	-	-	-	-	2	2	1	-	-	-	-	-	-	-	-	-	7
	*	-	1%	*	1%	-	-	-	-	1%	1%	*	-	-	-	-	-	-	-	-	-	1%
Other ethnic group	6	-	-	6	-	1	2	-	-	-	3	-	-	-	4	1	-	1	-	-	3	1
	*	-	-	*	-	*	1%	-	-	-	1%	-	-	-	3%	2%	-	6%	-	-	5%	*
Prefer not to answer	17	-	-	17	-	-	1	1	4	-	4	4	3	2	-	-	-	-	-	-	-	4
	1%	-	-	1%	-	-	*	1%	3%	-	1%	2%	2%	*	-	-	-	-	-	-	-	*

## Christmas Starts with Christ Survey

### ONLINE Fieldwork: 23rd-24th September 2015

Absolutes/col percents

Table 18

To which of the following religious groups do you consider yourself to be a member of?

Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2016	1065	951	210	311	313	357	307	518	601	602	323	490	228	831
Weighted base	2016	982	1034	234	349	331	359	291	452	542	542	440	492	246	895
Christian	1035 51%	525 53%	510 49%	56 24%	134 38%	140 42%	201 56%	172 59%	332 74%	282 52%	256 47%	236 54%	262 53%	121 49%	439 49%
NET: Other	131 7%	67 7%	65 6%	26 11%	36 10%	28 9%	22 6%	10 3%	10 2%	34 6%	42 8%	28 6%	28 6%	19 8%	63 7%
Muslim	41 2%	22 2%	19 2%	16 7%	16 5%	5 1%	2 1%	1 *	1 *	11 2%	11 2%	7 2%	12 2%	5 2%	22 2%
Hindu	13 1%	11 1%	2 *	1 *	4 1%	4 1%	1 *	2 1%	1 *	10 2%	2 *	1 *	1 *	2 1%	8 1%
Jewish	12 1%	7 1%	5 *	1 *	5 1%	1 *	2 1%	1 *	3 1%	3 1%	4 1%	4 1%	1 *	- -	8 1%
Sikh	7 *	4 *	3 *	2 1%	1 *	4 1%	1 *	- -	- -	- -	1 *	5 1%	1 *	1 *	4 *
Buddhist	6 *	3 *	2 *	1 *	1 *	- -	3 1%	* *	1 *	* *	5 1%	- -	- -	1 *	2 *
Other	52 3%	19 2%	33 3%	5 2%	9 3%	15 5%	12 3%	6 2%	4 1%	9 2%	18 3%	11 3%	13 3%	9 4%	18 2%
None	807 40%	372 38%	435 42%	142 61%	165 47%	157 47%	130 36%	107 37%	106 23%	215 40%	230 42%	169 38%	193 39%	101 41%	374 42%
Prefer not to say	42 2%	18 2%	24 2%	10 4%	15 4%	5 2%	6 2%	2 1%	4 1%	12 2%	14 3%	7 2%	9 2%	5 2%	19 2%

## Christmas Starts with Christ Survey

### ONLINE Fieldwork: 23rd-24th September 2015

Absolutes/col percents

Table 18

To which of the following religious groups do you consider yourself to be a member of?

Base: All respondents

	Region													To which of the following religious groups do you consider yourself to be a member of?								
	Total	Scot-land	Wales	NET: England	North East	North West	Yorks-hire & Humber-side	West Mid-lands	East Mid-lands	Eastern	London	South East	South West	Christ-ian	NET: Other	Muslim	Hindu	Jewish	Sikh	Budd-hist	Other	None
Unweighted base	2016	156	110	1750	90	211	172	187	154	212	268	284	172	1047	130	40	14	13	6	8	49	799
Weighted base	2016	175	103	1738	85	232	171	181	149	195	266	282	177	1035	131	41	13	12	7	6	52	807
Christian	1035	97	50	888	40	129	84	108	74	97	114	156	87	1035	-	-	-	-	-	-	-	-
	51%	55%	48%	51%	47%	56%	49%	60%	50%	49%	43%	55%	49%	100%	-	-	-	-	-	-	-	-
NET: Other	131	2	5	125	7	8	17	10	6	10	49	11	6	-	131	41	13	12	7	6	52	-
	7%	1%	5%	7%	8%	3%	10%	6%	4%	5%	19%	4%	4%	-	100%	100%	100%	100%	100%	100%	100%	-
Muslim	41	-	-	41	1	1	5	5	1	1	24	4	-	-	41	41	-	-	-	-	-	-
	2%	-	-	2%	1%	1%	3%	3%	1%	*	9%	1%	-	-	32%	100%	-	-	-	-	-	-
Hindu	13	-	-	13	1	-	-	-	-	2	8	-	2	-	13	-	13	-	-	-	-	-
	1%	-	-	1%	1%	-	-	-	-	1%	3%	-	1%	-	10%	-	100%	-	-	-	-	-
Jewish	12	-	1	12	1	2	-	-	-	-	6	2	1	-	12	-	-	12	-	-	-	-
	1%	-	1%	1%	1%	1%	-	-	-	-	2%	1%	1%	-	9%	-	-	100%	-	-	-	-
Sikh	7	-	-	7	-	-	3	-	-	-	4	-	-	-	7	-	-	-	7	-	-	-
	*	-	-	*	-	-	2%	-	-	-	2%	-	-	-	5%	-	-	-	100%	-	-	-
Buddhist	6	-	1	4	1	-	1	-	-	2	-	1	*	-	6	-	-	-	-	6	-	-
	*	-	1%	*	1%	-	*	-	-	1%	-	*	*	-	4%	-	-	-	-	100%	-	-
Other	52	2	2	47	3	4	9	5	5	6	7	4	3	-	52	-	-	-	-	-	52	-
	3%	1%	2%	3%	4%	2%	5%	3%	4%	3%	3%	2%	2%	-	39%	-	-	-	-	-	100%	-
None	807	74	47	685	38	92	67	60	66	84	86	110	81	-	-	-	-	-	-	-	-	807
	40%	42%	46%	39%	45%	40%	39%	33%	44%	43%	32%	39%	46%	-	-	-	-	-	-	-	-	100%
Prefer not to say	42	2	1	40	-	3	2	2	3	4	16	6	3	-	-	-	-	-	-	-	-	-
	2%	1%	1%	2%	-	1%	1%	1%	2%	2%	6%	2%	2%	-	-	-	-	-	-	-	-	-

## Christmas Starts with Christ Survey

### ONLINE Fieldwork: 23rd-24th September 2015

Absolutes/col percents

Table 19

Which of the following best describes where you live?

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2016	1065	951	210	311	313	357	307	518	601	602	323	490	228	831
Weighted base	2016	982	1034	234	349	331	359	291	452	542	542	440	492	246	895
NET: Urban	1603	773	830	189	305	283	295	200	332	410	429	357	407	215	729
	80%	79%	80%	81%	87%	85%	82%	69%	74%	76%	79%	81%	83%	87%	82%
Urban - Population over 10,000	847	449	398	116	168	155	148	113	147	229	258	171	190	133	391
	42%	46%	39%	50%	48%	47%	41%	39%	32%	42%	48%	39%	39%	54%	44%
Town and Fringe	756	324	432	72	136	127	148	87	186	181	171	186	217	82	339
	37%	33%	42%	31%	39%	38%	41%	30%	41%	33%	31%	42%	44%	33%	38%
NET: Rural	413	209	204	46	45	49	64	91	119	132	114	82	85	32	165
	20%	21%	20%	19%	13%	15%	18%	31%	26%	24%	21%	19%	17%	13%	18%
Village	360	177	183	38	41	41	56	79	105	117	91	73	78	29	144
	18%	18%	18%	16%	12%	12%	16%	27%	23%	22%	17%	17%	16%	12%	16%
Hamlet & Isolated Dwelling	53	32	20	7	4	8	8	12	14	15	22	9	7	2	21
	3%	3%	2%	3%	1%	2%	2%	4%	3%	3%	4%	2%	1%	1%	2%

## Christmas Starts with Christ Survey

### ONLINE Fieldwork: 23rd-24th September 2015

Absolutes/col percents

Table 19

Which of the following best describes where you live?

Base: All respondents

	Region												To which of the following religious groups do you consider yourself to be a member of?									
	Total	Scot-land	Wales	NET: England	North East	North West	Yorks-hire & Humber-side	West Mid-lands	East Mid-lands	Eastern	London	South East	South West	Christ-ian	NET: Other	Muslim	Hindu	Jewish	Sikh	Budd-hist	Other	None
Unweighted base	2016	156	110	1750	90	211	172	187	154	212	268	284	172	1047	130	40	14	13	6	8	49	799
Weighted base	2016	175	103	1738	85	232	171	181	149	195	266	282	177	1035	131	41	13	12	7	6	52	807
NET: Urban	1603	131	66	1406	75	204	140	157	111	124	265	206	123	824	113	40	13	12	7	5	36	631
	80%	75%	65%	81%	88%	88%	82%	87%	74%	63%	100%	73%	69%	80%	86%	98%	100%	94%	100%	86%	69%	78%
Urban - Population over 10,000	847	58	28	761	42	106	65	74	56	49	224	87	59	406	75	29	11	6	5	2	21	340
	42%	33%	28%	44%	49%	46%	38%	41%	38%	25%	84%	31%	33%	39%	57%	71%	83%	51%	75%	40%	40%	42%
Town and Fringe	756	74	38	644	33	99	75	83	55	75	41	119	64	418	38	11	2	5	2	3	15	291
	37%	42%	37%	37%	39%	43%	44%	46%	37%	38%	15%	42%	36%	40%	29%	26%	17%	44%	25%	46%	30%	36%
NET: Rural	413	44	36	332	10	27	31	24	38	71	1	76	54	211	18	1	-	1	-	1	16	177
	20%	25%	35%	19%	12%	12%	18%	13%	26%	37%	*	27%	31%	20%	14%	2%	-	6%	-	14%	31%	22%
Village	360	32	24	304	10	24	28	19	37	71	1	73	42	186	18	1	-	1	-	1	16	150
	18%	19%	23%	17%	12%	10%	17%	10%	25%	36%	*	26%	24%	18%	14%	2%	-	6%	-	14%	31%	19%
Hamlet & Isolated Dwelling	53	11	13	29	-	4	3	5	1	1	-	3	13	25	-	-	-	-	-	-	-	27
	3%	7%	12%	2%	-	2%	2%	3%	1%	*	-	1%	7%	2%	-	-	-	-	-	-	-	3%

## Christmas Starts with Christ Survey

### ONLINE Fieldwork: 23rd-24th September 2015

Absolutes/col percents

Table 20

Which of the following best describes your current working status?

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2016	1065	951	210	311	313	357	307	518	601	602	323	490	228	831
Weighted base	2016	982	1034	234	349	331	359	291	452	542	542	440	492	246	895
NET: Working	1141 57%	577 59%	564 55%	135 57%	278 80%	247 75%	263 73%	146 50%	72 16%	306 56%	360 66%	291 66%	183 37%	246 100%	895 100%
Working full time - working 30 hours per week or more	903 45%	514 52%	389 38%	109 46%	227 65%	205 62%	214 60%	108 37%	40 9%	253 47%	279 51%	241 55%	130 26%	199 81%	705 79%
Working part time - working between 8 and 29 hours per week	238 12%	63 6%	175 17%	26 11%	51 15%	42 13%	49 14%	38 13%	32 7%	53 10%	81 15%	51 11%	54 11%	48 19%	190 21%
NET: Not working	875 43%	405 41%	470 45%	100 43%	71 20%	84 25%	96 27%	144 50%	380 84%	236 44%	182 34%	148 34%	309 63%	-	-
Not working but seeking work or temporarily unemployed or sick	117 6%	47 5%	69 7%	18 8%	24 7%	34 10%	28 8%	13 4%	-	8 1%	14 3%	14 3%	81 17%	-	-
Not working and not seeking work/ student	152 8%	65 7%	88 8%	78 33%	25 7%	13 4%	20 6%	16 5%	-	30 5%	41 8%	21 5%	61 12%	-	-
Retired on a state pension only	123 6%	42 4%	80 8%	-	-	-	1 *	10 3%	112 25%	11 2%	22 5%	81 16%	-	-	
Retired with a private pension	347 17%	233 24%	114 11%	-	-	2 *	3 1%	77 27%	265 59%	156 29%	99 18%	60 14%	32 6%	-	-
House person, housewife, househusband, etc.	137 7%	18 2%	119 11%	4 2%	22 6%	35 10%	45 12%	28 10%	3 1%	32 6%	20 4%	31 7%	54 11%	-	-

## Christmas Starts with Christ Survey

### ONLINE Fieldwork: 23rd-24th September 2015

Absolutes/col percents

Table 20

Which of the following best describes your current working status?

Base: All respondents

	Region												To which of the following religious groups do you consider yourself to be a member of?									
	Total	Scot-land	Wales	NET: England	North East	North West	Yorks-hire & Humber-side	West Mid-lands	East Mid-lands	Eastern	London	South East	South West	Christ-ian	NET: Other	Muslim	Hindu	Jewish	Sikh	Budd-hist	Other	None
Unweighted base	2016	156	110	1750	90	211	172	187	154	212	268	284	172	1047	130	40	14	13	6	8	49	799
Weighted base	2016	175	103	1738	85	232	171	181	149	195	266	282	177	1035	131	41	13	12	7	6	52	807
NET: Working	1141	102	50	990	48	128	112	103	83	106	167	144	98	560	82	27	11	8	6	3	27	475
	57%	58%	48%	57%	56%	55%	66%	57%	55%	54%	63%	51%	55%	54%	62%	66%	81%	67%	81%	46%	53%	59%
Working full time - working 30 hours per week or more	903	87	37	779	35	110	81	78	63	88	136	116	72	440	61	19	8	7	5	3	19	383
	45%	50%	36%	45%	41%	47%	47%	43%	42%	45%	51%	41%	41%	42%	46%	45%	64%	60%	71%	46%	36%	47%
Working part time - working between 8 and 29 hours per week	238	15	13	210	13	19	31	24	19	18	31	29	26	121	21	8	2	1	1	-	8	92
	12%	8%	13%	12%	15%	8%	18%	13%	13%	9%	12%	10%	15%	12%	16%	20%	18%	6%	9%	-	16%	11%
NET: Not working	875	73	53	748	37	103	59	79	66	89	98	138	79	475	50	14	2	4	1	3	25	332
	43%	42%	52%	43%	44%	45%	34%	43%	45%	46%	37%	49%	45%	46%	38%	34%	19%	33%	19%	54%	47%	41%
Not working but seeking work or temporarily unemployed or sick	117	17	9	90	2	14	8	5	8	6	21	19	7	42	14	3	1	1	1	-	8	50
	6%	10%	9%	5%	2%	6%	5%	3%	6%	3%	8%	7%	4%	4%	10%	7%	8%	6%	12%	-	16%	6%
Not working and not seeking work/ student	152	14	3	136	9	13	10	19	10	10	23	24	17	40	18	6	1	1	1	2	8	92
	8%	8%	2%	8%	11%	6%	6%	10%	7%	5%	9%	8%	10%	4%	14%	14%	11%	6%	8%	37%	15%	11%
Retired on a state pension only	123	10	7	105	3	15	5	16	9	19	8	13	17	94	4	1	-	-	-	-	2	24
	6%	6%	7%	6%	3%	7%	3%	9%	6%	10%	3%	4%	10%	9%	3%	4%	-	-	-	-	4%	3%
Retired with a private pension	347	20	30	298	13	50	23	27	26	35	36	57	31	234	7	1	-	3	-	1	3	103
	17%	11%	29%	17%	15%	22%	13%	15%	17%	18%	14%	20%	18%	23%	5%	2%	-	22%	-	17%	5%	13%
House person, housewife, househusband, etc.	137	13	5	119	10	11	13	12	13	19	10	25	7	65	7	4	-	-	-	-	4	64
	7%	7%	5%	7%	12%	5%	8%	6%	8%	10%	4%	9%	4%	6%	5%	9%	-	-	-	-	7%	8%



## Christmas Starts with Christ Survey

### ONLINE Fieldwork: 23rd-24th September 2015

Absolutes/col percents

Table 21

Do you work in any of the following occupations?

Base: All respondents who work

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	1059	562	497	108	244	230	262	147	68	312	372	199	176	228	831
Weighted base	1141	577	564	135	278	247	263	146	72	306	360	291	183	246	895
NET: Public Sector	246 22%	112 19%	135 24%	25 18%	56 20%	63 25%	59 23%	34 23%	10 14%	76 25%	111 31%	33 11%	27 15%	246 100%	-
Central government including all administrative departments and central government agencies such as the Bank of England	23 2%	10 2%	12 2%	- -	7 2%	3 1%	4 2%	7 5%	2 3%	4 1%	17 5%	1 *	1 1%	23 9%	-
HM Forces	5 *	5 1%	-	-	-	2 1%	3 1%	-	-	-	3 1%	-	2 1%	5 2%	-
National Health Service	52 5%	14 2%	39 7%	11 8%	18 6%	13 5%	9 3%	1 1%	1 2%	13 4%	22 6%	6 2%	11 6%	52 21%	-
Universities and Academies funded by government	20 2%	6 1%	14 2%	5 4%	4 1%	4 1%	4 2%	3 2%	* 1%	10 3%	9 2%	-	2 1%	20 8%	-
Courts service	1 *	-	1 *	1 1%	-	-	-	-	-	1 *	-	-	-	1 *	-
Local government administration	28 2%	15 3%	13 2%	2 1%	6 2%	10 4%	7 3%	4 3%	-	10 3%	18 5%	-	-	28 11%	-
Police service	5 *	3 1%	2 *	1 *	1 *	2 1%	1 *	1 *	-	-	4 1%	1 *	-	5 2%	-
Public sector housing	11 1%	9 1%	3 *	-	4 2%	4 2%	2 1%	1 *	-	1 *	7 2%	2 1%	1 *	11 5%	-
Teaching employed by local education authority including voluntary aided schools and foundation schools	45 4%	16 3%	29 5%	5 4%	11 4%	11 4%	11 4%	8 6%	-	25 8%	11 3%	6 2%	3 2%	45 18%	-
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	8 1%	6 1%	2 *	-	2 1%	1 *	4 2%	1 1%	-	-	2 1%	2 1%	4 2%	8 3%	-

## Christmas Starts with Christ Survey

### ONLINE Fieldwork: 23rd-24th September 2015

Absolutes/col percents

Table 21

**Do you work in any of the following occupations?****Base: All respondents who work**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Weighted base	1141	577	564	135	278	247	263	146	72	306	360	291	183	246	895
Bradford and Bingley or Northern Rock Building societies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other public sector occupation (please specify as much detail as possible)	48 4%	28 5%	20 4%	1 *	4 1%	15 6%	14 5%	8 6%	6 9%	12 4%	19 5%	13 5%	4 2%	48 20%	-
None of the above (Private Sector)	895 78%	465 81%	429 76%	110 82%	222 80%	184 75%	204 77%	113 77%	62 86%	231 75%	249 69%	259 89%	156 85%	-	895 100%

## Christmas Starts with Christ Survey

### ONLINE Fieldwork: 23rd-24th September 2015

Absolutes/col percents

Table 21

Do you work in any of the following occupations?

Base: All respondents who work

	Region													To which of the following religious groups do you consider yourself to be a member of?								
	Total	Scot-land	Wales	NET: England	North East	North West	Yorks-hire & Humber-side	West Mid-lands	East Mid-lands	Eastern	London	South East	South West	Christ-ian	NET: Other	Muslim	Hindu	Jewish	Sikh	Budd-hist	Other	None
Unweighted base	1059	82	49	928	49	106	105	99	72	103	167	136	91	514	80	26	11	8	4	3	28	439
Weighted base	1141	102	50	990	48	128	112	103	83	106	167	144	98	560	82	27	11	8	6	3	27	475
NET: Public Sector	246	29	6	212	7	22	32	20	21	23	35	31	21	121	19	5	2	-	1	1	9	101
	22%	28%	12%	21%	14%	17%	29%	19%	25%	22%	21%	22%	21%	22%	23%	19%	21%	-	20%	38%	34%	21%
Central government including all administrative departments and central government agencies such as the Bank of England	23	3	-	20	1	1	1	2	-	5	6	1	2	11	1	1	-	-	-	-	1	9
	2%	3%	-	2%	3%	1%	1%	2%	-	5%	4%	*	2%	2%	2%	3%	-	-	-	-	3%	2%
HM Forces	5	-	-	5	-	2	-	-	-	-	2	1	-	2	-	-	-	-	-	-	-	2
	*	-	-	*	-	2%	-	-	-	-	1%	1%	-	*	-	-	-	-	-	-	-	*
National Health Service	52	3	1	48	1	8	7	-	4	7	6	5	9	18	6	-	-	-	-	1	5	28
	5%	3%	3%	5%	3%	6%	7%	-	5%	6%	4%	3%	9%	3%	7%	-	-	-	-	38%	17%	6%
Universities and Academies funded by government	20	4	1	15	1	2	1	2	2	*	*	5	-	8	4	2	1	-	-	-	1	9
	2%	4%	2%	1%	2%	2%	1%	2%	2%	*	*	3%	-	1%	5%	8%	11%	-	-	-	2%	2%
Courts service	1	-	-	1	-	-	-	-	-	-	1	-	-	-	1	1	-	-	-	-	-	-
	*	-	-	*	-	-	-	-	-	-	*	-	-	-	1%	3%	-	-	-	-	-	-
Local government administration	28	1	*	27	1	2	6	3	1	1	5	5	3	12	2	1	1	-	-	-	-	14
	2%	1%	1%	3%	1%	1%	5%	3%	2%	1%	3%	3%	3%	2%	2%	3%	9%	-	-	-	-	3%
Police service	5	1	-	4	-	-	1	-	-	1	1	2	-	2	-	-	-	-	-	-	-	2
	*	1%	-	*	-	-	1%	-	-	1%	*	1%	-	*	-	-	-	-	-	-	-	*
Public sector housing	11	2	-	10	-	-	-	-	3	1	3	2	-	7	2	-	-	-	-	-	2	2
	1%	2%	-	1%	-	-	-	-	4%	1%	2%	1%	-	1%	2%	-	-	-	-	-	7%	*
Teaching employed by local education authority including voluntary aided schools and foundation schools	45	3	1	41	2	3	5	10	1	5	7	1	6	32	1	1	-	-	-	-	-	11
	4%	3%	3%	4%	5%	2%	5%	10%	1%	5%	4%	1%	6%	6%	1%	3%	-	-	-	-	-	2%

## Christmas Starts with Christ Survey

### ONLINE Fieldwork: 23rd-24th September 2015

Absolutes/col percents

Table 21

Do you work in any of the following occupations?

Base: All respondents who work

	Region													To which of the following religious groups do you consider yourself to be a member of?									
	Total	Scot-land	Wales	NET: England	North East	North West	Yorks-hire & Humber-side	West Mid-lands	East Mid-lands	Eastern	London	South East	South West	Christ-ian	NET: Other	Muslim	Hindu	Jewish	Sikh	Budd-hist	Other	None	
Weighted base	1141	102	50	990	48	128	112	103	83	106	167	144	98	560	82	27	11	8	6	3	27	475	
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	8 1%	2 2%	1 3%	5 *	-	-	2 2%	-	1 2%	1 1%	-	-	1 1%	5 1%	1 1%	-	-	-	1 20%	-	-	2 *	
Bradford and Bingley or Northern Rock Building societies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other public sector occupation (please specify as much detail as possible)	48 4%	11 11%	1 1%	36 4%	-	3 2%	8 7%	3 3%	8 9%	2 2%	3 1%	11 7%	-	25 4%	1 2%	-	-	-	-	-	1 5%	22 5%	
None of the above (Private Sector)	895 78%	73 72%	43 88%	778 79%	41 86%	107 83%	80 71%	83 81%	62 75%	83 78%	132 79%	113 78%	77 79%	439 78%	63 77%	22 81%	8 79%	8 100%	4 80%	2 62%	18 66%	374 79%	

**Christmas Starts with Christ Survey**  
**ONLINE Fieldwork: 23rd-24th September 2015**

Absolutes/col percents

Table 22

**Do you have any children aged 18 or under? If so, how old are they?****Base: All respondents**

	Gender		Age							Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2016	1065	951	210	311	313	357	307	518	601	602	323	490	228	831
Weighted base	2016	982	1034	234	349	331	359	291	452	542	542	440	492	246	895
No children aged 18 or under	1462 73%	741 75%	721 70%	195 83%	214 61%	138 42%	208 58%	261 90%	446 99%	411 76%	391 72%	293 67%	368 75%	162 66%	567 63%
NET: Yes	538 27%	234 24%	304 29%	33 14%	132 38%	192 58%	148 41%	29 10%	5 1%	126 23%	146 27%	143 32%	123 25%	84 34%	318 36%
Yes - children aged under 5 years old	193 10%	70 7%	123 12%	25 11%	96 28%	57 17%	12 3%	2 1%	-	51 9%	60 11%	46 11%	36 7%	25 10%	117 13%
Yes - children aged 5 to 10 years old	233 12%	105 11%	128 12%	7 3%	60 17%	119 36%	42 12%	5 2%	-	67 12%	62 11%	53 12%	52 11%	41 17%	136 15%
Yes - children aged 11 to 15 years old	189 9%	90 9%	99 10%	6 3%	21 6%	80 24%	69 19%	11 4%	3 1%	38 7%	41 8%	61 14%	49 10%	25 10%	111 12%
Yes - children aged 16 to 18 years old	138 7%	66 7%	72 7%	1 1%	-	38 12%	76 21%	20 7%	3 1%	26 5%	37 7%	42 10%	32 7%	24 10%	68 8%
Refused	16 1%	7 1%	9 1%	7 3%	4 1%	1 *	3 1%	1 *	-	5 1%	5 1%	4 1%	1 *	1 *	9 1%

## Christmas Starts with Christ Survey

### ONLINE Fieldwork: 23rd-24th September 2015

Absolutes/col percents

Table 22

Do you have any children aged 18 or under? If so, how old are they?

Base: All respondents

	Region													To which of the following religious groups do you consider yourself to be a member of?								
	Total	Scot-land	Wales	NET: England	North East	North West	Yorks-hire & Humber-side	West Mid-lands	East Mid-lands	Eastern	London	South East	South West	Christ-ian	NET: Other	Muslim	Hindu	Jewish	Sikh	Budd-hist	Other	None
Unweighted base	2016	156	110	1750	90	211	172	187	154	212	268	284	172	1047	130	40	14	13	6	8	49	799
Weighted base	2016	175	103	1738	85	232	171	181	149	195	266	282	177	1035	131	41	13	12	7	6	52	807
No children aged 18 or under	1462	125	70	1268	50	178	110	133	107	144	200	202	142	766	84	21	7	9	6	3	37	585
	73%	71%	68%	73%	59%	77%	65%	73%	72%	74%	75%	72%	80%	74%	64%	51%	55%	74%	84%	58%	72%	72%
NET: Yes	538	51	33	455	32	53	59	47	38	50	64	78	34	267	44	19	5	3	1	2	13	215
	27%	29%	32%	26%	38%	23%	35%	26%	26%	26%	24%	28%	19%	26%	34%	45%	41%	26%	16%	42%	26%	27%
Yes - children aged under 5 years old	193	18	10	164	10	18	17	23	16	17	26	26	11	74	24	16	1	1	-	-	6	92
	10%	11%	10%	9%	12%	8%	10%	13%	10%	9%	10%	9%	6%	7%	18%	39%	4%	12%	-	-	12%	11%
Yes - children aged 5 to 10 years old	233	24	11	198	18	21	28	25	18	17	23	30	17	105	17	5	3	1	1	1	6	104
	12%	14%	11%	11%	22%	9%	17%	14%	12%	9%	8%	11%	10%	10%	13%	13%	20%	6%	16%	15%	11%	13%
Yes - children aged 11 to 15 years old	189	16	11	162	12	20	15	15	12	20	28	32	8	114	11	3	2	2	1	1	2	59
	9%	9%	11%	9%	14%	9%	9%	8%	8%	10%	10%	11%	4%	11%	8%	7%	16%	20%	16%	15%	3%	7%
Yes - children aged 16 to 18 years old	138	12	12	114	11	15	19	8	7	14	13	18	8	79	10	1	1	2	-	2	3	49
	7%	7%	12%	7%	13%	7%	11%	5%	5%	7%	5%	6%	5%	8%	7%	2%	8%	20%	-	42%	6%	6%
Refused	16	-	-	16	2	1	1	1	4	1	2	2	1	1	3	1	1	-	-	-	1	8
	1%	-	-	1%	3%	*	1%	1%	3%	*	1%	1%	1%	*	3%	3%	4%	-	-	-	3%	1%

## Christmas Starts with Christ Survey

### ONLINE Fieldwork: 23rd-24th September 2015

Absolutes/col percents

Table 23

Which of the following ITV regions do you live in?

Base: All respondents

	Gender		Age							Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2016	1065	951	210	311	313	357	307	518	601	602	323	490	228	831
Weighted base	2016	982	1034	234	349	331	359	291	452	542	542	440	492	246	895
Anglia	203 10%	98 10%	105 10%	20 8%	38 11%	23 7%	41 11%	38 13%	44 10%	60 11%	42 8%	49 11%	52 11%	27 11%	92 10%
Border	21 1%	7 1%	13 1%	1 *	- -	6 2%	6 2%	4 1%	5 1%	5 1%	6 1%	5 1%	5 1%	3 1%	10 1%
Central	299 15%	135 14%	165 16%	31 13%	51 15%	54 16%	58 16%	44 15%	61 14%	94 17%	80 15%	43 10%	82 17%	34 14%	135 15%
Granada	215 11%	111 11%	104 10%	30 13%	35 10%	27 8%	32 9%	35 12%	55 12%	45 8%	48 9%	59 13%	62 13%	15 6%	105 12%
London	371 18%	168 17%	203 20%	59 25%	69 20%	60 18%	58 16%	48 17%	77 17%	102 19%	123 23%	68 16%	77 16%	45 18%	167 19%
Meridian	204 10%	112 11%	92 9%	23 10%	40 12%	31 9%	32 9%	30 10%	48 11%	55 10%	54 10%	42 10%	54 11%	20 8%	83 9%
STV	167 8%	80 8%	87 8%	10 4%	29 8%	27 8%	42 12%	23 8%	36 8%	37 7%	36 7%	46 10%	48 10%	29 12%	70 8%
Tyne Tees	88 4%	39 4%	49 5%	17 7%	10 3%	21 6%	13 4%	10 3%	17 4%	20 4%	22 4%	27 6%	19 4%	9 4%	41 5%
Wales	94 5%	51 5%	43 4%	3 1%	12 3%	16 5%	19 5%	14 5%	30 7%	30 5%	23 4%	17 4%	24 5%	6 2%	37 4%
West	58 3%	37 4%	22 2%	10 4%	8 2%	12 4%	3 1%	6 2%	19 4%	15 3%	21 4%	12 3%	11 2%	8 3%	24 3%
Westcountry	104 5%	51 5%	53 5%	15 6%	18 5%	13 4%	15 4%	18 6%	25 6%	27 5%	33 6%	30 7%	14 3%	15 6%	44 5%
Yorkshire	191 9%	93 9%	97 9%	16 7%	37 11%	41 12%	40 11%	20 7%	36 8%	52 10%	55 10%	42 9%	42 9%	36 15%	85 10%
UTV	1 *	- -	1 *	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	- -	1 *

## Christmas Starts with Christ Survey

### ONLINE Fieldwork: 23rd-24th September 2015

Absolutes/col percents

Table 23

Which of the following ITV regions do you live in?

Base: All respondents

	Region												To which of the following religious groups do you consider yourself to be a member of?									
	Total	Scot-land	Wales	NET: England	North East	North West	Yorks-hire & Humber-side	West Mid-lands	East Mid-lands	Eastern	London	South East	South West	Christ-ian	NET: Other	Muslim	Hindu	Jewish	Sikh	Budd-hist	Other	None
Unweighted base	2016	156	110	1750	90	211	172	187	154	212	268	284	172	1047	130	40	14	13	6	8	49	799
Weighted base	2016	175	103	1738	85	232	171	181	149	195	266	282	177	1035	131	41	13	12	7	6	52	807
Anglia	203	-	-	203	-	-	-	-	21	170	-	12	1	106	9	1	2	-	-	1	6	83
	10%	-	-	12%	-	-	-	-	14%	87%	-	4%	*	10%	7%	2%	16%	-	-	14%	11%	10%
Border	21	5	-	16	-	16	-	-	-	-	-	-	-	12	-	-	-	-	-	-	-	9
	1%	3%	-	1%	-	7%	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	1%
Central	299	4	-	296	1	4	-	173	105	1	-	10	2	169	12	4	-	1	-	-	6	115
	15%	2%	-	17%	2%	2%	-	95%	70%	1%	-	3%	1%	16%	9%	11%	-	8%	-	-	12%	14%
Granada	215	-	6	209	-	207	-	1	1	-	-	-	-	117	7	1	-	2	-	-	4	88
	11%	-	5%	12%	-	89%	-	1%	1%	-	-	-	-	11%	5%	2%	-	15%	-	-	9%	11%
London	371	-	-	371	-	1	-	3	1	22	265	79	-	175	53	26	7	7	4	1	8	127
	18%	-	-	21%	-	*	-	1%	1%	11%	100%	28%	-	17%	41%	63%	51%	55%	59%	17%	16%	16%
Meridian	204	-	-	204	-	-	-	*	-	1	-	180	23	103	9	2	2	1	-	1	3	86
	10%	-	-	12%	-	-	-	*	-	*	-	64%	13%	10%	7%	5%	12%	9%	-	22%	6%	11%
STV	167	166	-	1	-	-	-	-	-	-	-	1	-	95	2	-	-	-	-	-	2	69
	8%	95%	-	*	-	-	-	-	-	-	-	*	-	9%	2%	-	-	-	-	-	4%	9%
Tyne Tees	88	-	-	88	83	1	3	-	-	-	-	-	-	39	7	1	1	1	-	1	3	41
	4%	-	-	5%	98%	1%	2%	-	-	-	-	-	-	4%	5%	2%	9%	6%	-	11%	7%	5%
Wales	94	-	94	-	-	-	-	-	-	-	-	-	-	45	5	-	-	1	-	1	2	44
	5%	-	92%	-	-	-	-	-	-	-	-	-	-	4%	4%	-	-	8%	-	24%	4%	5%
West	58	-	3	56	-	2	-	4	-	-	-	-	50	31	2	1	-	-	-	-	1	24
	3%	-	2%	3%	-	1%	-	2%	-	-	-	-	28%	3%	2%	3%	-	-	-	-	1%	3%
Westcountry	104	-	1	103	-	-	-	-	2	-	-	-	101	50	5	-	*	-	-	-	4	49
	5%	-	1%	6%	-	-	-	-	1%	-	-	-	57%	5%	3%	-	4%	-	-	-	8%	6%
Yorkshire	191	-	-	191	-	1	168	-	19	1	1	-	-	95	21	5	1	-	3	1	11	74
	9%	-	-	11%	-	*	98%	-	13%	1%	*	-	-	9%	16%	13%	9%	-	41%	12%	20%	9%
UTV	1	-	-	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	1
	*	-	-	*	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	*



## Christmas Starts with Christ Survey

### ONLINE Fieldwork: 23rd-24th September 2015

Absolutes/col percents

Table 24  
**Marital Status**  
**Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2016	1065	951	210	311	313	357	307	518	601	602	323	490	228	831
Weighted base	2016	982	1034	234	349	331	359	291	452	542	542	440	492	246	895
Single	563 28%	258 26%	305 30%	189 81%	143 41%	101 31%	68 19%	44 15%	18 4%	125 23%	165 30%	110 25%	163 33%	73 30%	282 31%
NET: Married/ Civil partnership/ co habiting	1205 60%	624 63%	582 56%	36 15%	196 56%	206 62%	244 68%	191 66%	333 74%	366 68%	308 57%	297 68%	233 47%	150 61%	527 59%
Married	937 46%	517 53%	420 41%	11 5%	120 34%	155 47%	183 51%	160 55%	308 68%	296 55%	231 43%	236 54%	173 35%	113 46%	378 42%
Civil Partnership	10 *	3 *	6 1%	1 *	1 *	3 1%	2 1%	* *	2 *	1 *	2 *	3 1%	4 1%	1 *	6 1%
Co Habiting	258 13%	103 10%	155 15%	24 10%	74 21%	48 14%	58 16%	31 11%	23 5%	69 13%	75 14%	57 13%	56 11%	36 15%	143 16%
NET: Widowed/ separated/ divorced	230 11%	93 9%	138 13%	1 *	8 2%	20 6%	45 13%	56 19%	100 22%	46 8%	63 12%	28 6%	93 19%	17 7%	80 9%
Widowed	58 3%	19 2%	39 4%	- -	1 *	3 1%	3 1%	8 3%	43 10%	11 2%	16 3%	7 2%	23 5%	4 2%	13 1%
Separated	32 2%	18 2%	15 1%	1 *	3 1%	7 2%	11 3%	3 1%	8 2%	12 2%	5 1%	4 1%	11 2%	2 1%	15 2%
Divorced	140 7%	57 6%	84 8%	- -	4 1%	11 3%	31 9%	45 16%	49 11%	23 4%	42 8%	17 4%	59 12%	11 4%	52 6%
Prefer not to answer	17 1%	8 1%	9 1%	8 3%	3 1%	4 1%	3 1%	- -	- -	5 1%	6 1%	4 1%	4 1%	6 2%	6 1%

## Christmas Starts with Christ Survey

### ONLINE Fieldwork: 23rd-24th September 2015

Absolutes/col percents

Table 24  
**Marital Status**  
**Base: All respondents**

	Region													To which of the following religious groups do you consider yourself to be a member of?								
	Total	Scot-land	Wales	NET: England	North East	North West	Yorks-hire & Humber-side	West Mid-lands	East Mid-lands	Eastern	London	South East	South West	Christ-ian	NET: Other	Muslim	Hindu	Jewish	Sikh	Budd-hist	Other	None
Unweighted base	2016	156	110	1750	90	211	172	187	154	212	268	284	172	1047	130	40	14	13	6	8	49	799
Weighted base	2016	175	103	1738	85	232	171	181	149	195	266	282	177	1035	131	41	13	12	7	6	52	807
Single	563 28%	47 27%	22 21%	494 28%	21 25%	67 29%	38 22%	48 26%	39 26%	50 26%	113 43%	80 28%	37 21%	203 20%	50 38%	18 44%	2 16%	6 45%	3 50%	2 43%	18 35%	290 36%
NET: Married/ Civil partnership/ co habiting	1205 60%	109 62%	68 66%	1028 59%	57 68%	135 58%	111 65%	108 60%	90 61%	124 64%	126 47%	164 58%	112 63%	695 67%	64 48%	20 49%	11 84%	5 43%	3 41%	3 49%	21 41%	432 54%
Married	937 46%	88 50%	52 51%	796 46%	44 51%	111 48%	91 53%	82 45%	72 49%	85 44%	91 34%	132 47%	87 49%	568 55%	54 41%	19 46%	11 84%	5 43%	1 16%	2 36%	15 29%	303 38%
Civil Partnership	10 *	1 1%	-	9 *	* 1%	1 *	1 1%	-	1 *	3 1%	1 *	2 1%	-	5 *	1 *	1 2%	-	-	-	-	-	4 1%
Co Habiting	258 13%	19 11%	15 15%	224 13%	13 16%	23 10%	18 11%	26 14%	17 12%	36 19%	34 13%	31 11%	25 14%	122 12%	9 7%	1 2%	-	-	2 25%	1 14%	6 12%	124 15%
NET: Widowed/ separated/ divorced	230 11%	16 9%	13 13%	201 12%	6 7%	25 11%	22 13%	23 13%	17 12%	20 10%	24 9%	37 13%	26 14%	133 13%	17 13%	3 7%	-	1 12%	1 9%	* 8%	12 22%	78 10%
Widowed	58 3%	4 3%	4 4%	50 3%	2 3%	7 3%	4 2%	4 2%	6 4%	2 1%	10 4%	8 3%	7 4%	40 4%	3 3%	2 5%	-	1 5%	-	-	1 1%	13 2%
Separated	32 2%	2 1%	1 1%	29 2%	1 2%	2 1%	2 1%	4 2%	4 3%	2 1%	3 1%	7 3%	4 2%	18 2%	2 2%	-	-	-	-	-	2 4%	11 1%
Divorced	140 7%	10 5%	9 8%	122 7%	2 3%	16 7%	16 10%	16 9%	7 5%	16 8%	12 4%	22 8%	15 8%	75 7%	12 9%	1 2%	-	1 7%	1 9%	* 8%	9 17%	53 7%
Prefer not to answer	17 1%	3 2%	-	14 1%	-	4 2%	1 *	2 1%	2 1%	1 *	2 1%	1 *	2 1%	4 *	1 *	-	-	-	-	-	1 1%	7 1%

## Christmas Starts with Christ Survey

### ONLINE Fieldwork: 23rd-24th September 2015

Absolutes/col percents

Table 25

Which of the following cities do you live in, or nearest to?

Base: All respondents

	Gender		Age							Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2016	1065	951	210	311	313	357	307	518	601	602	323	490	228	831
Weighted base	2016	982	1034	234	349	331	359	291	452	542	542	440	492	246	895
Glasgow	80 4%	38 4%	41 4%	3 1%	15 4%	16 5%	17 5%	11 4%	19 4%	19 3%	20 4%	23 5%	18 4%	16 6%	36 4%
Edinburgh	76 4%	36 4%	40 4%	4 2%	13 4%	14 4%	19 5%	9 3%	17 4%	15 3%	16 3%	22 5%	24 5%	11 5%	30 3%
Newcastle	89 4%	40 4%	49 5%	17 7%	10 3%	20 6%	15 4%	11 4%	15 3%	20 4%	25 5%	24 5%	19 4%	10 4%	42 5%
Leeds	86 4%	38 4%	48 5%	7 3%	21 6%	17 5%	15 4%	9 3%	16 4%	21 4%	27 5%	23 5%	15 3%	13 5%	45 5%
Hull	30 1%	17 2%	13 1%	3 1%	4 1%	7 2%	7 2%	1 *	8 2%	9 2%	9 2%	4 1%	8 2%	4 2%	11 1%
Sheffield	57 3%	26 3%	31 3%	4 2%	10 3%	16 5%	12 3%	8 3%	7 2%	19 4%	15 3%	9 2%	13 3%	12 5%	22 2%
Manchester	163 8%	78 8%	86 8%	19 8%	31 9%	23 7%	22 6%	26 9%	43 9%	37 7%	37 7%	48 11%	41 8%	16 7%	76 8%
Liverpool	68 3%	34 3%	33 3%	13 5%	13 4%	5 2%	13 4%	8 3%	15 3%	15 3%	20 4%	12 3%	20 4%	5 2%	36 4%
Nottingham	96 5%	47 5%	49 5%	8 4%	14 4%	23 7%	16 4%	14 5%	21 5%	21 4%	31 6%	15 3%	28 6%	14 6%	41 5%
Birmingham	163 8%	75 8%	88 8%	19 8%	29 8%	22 7%	32 9%	26 9%	35 8%	62 11%	37 7%	23 5%	41 8%	19 8%	72 8%
Norwich	98 5%	39 4%	59 6%	15 6%	22 6%	15 4%	10 3%	18 6%	18 4%	24 4%	23 4%	28 6%	23 5%	11 5%	44 5%
Milton Keynes	51 3%	28 3%	22 2%	4 2%	9 3%	5 1%	9 3%	10 3%	14 3%	16 3%	6 1%	13 3%	16 3%	4 2%	24 3%
Brighton	44 2%	25 3%	19 2%	4 2%	10 3%	9 3%	5 1%	6 2%	9 2%	12 2%	10 2%	12 3%	10 2%	6 2%	19 2%
Oxford	28 1%	14 1%	13 1%	6 2%	5 1%	2 1%	2 1%	4 1%	8 2%	9 2%	7 1%	4 1%	7 1%	1 *	12 1%
London	438 22%	212 22%	226 22%	61 26%	80 23%	69 21%	79 22%	54 19%	94 21%	121 22%	144 27%	75 17%	98 20%	56 23%	193 22%

**Christmas Starts with Christ Survey**  
**ONLINE Fieldwork: 23rd-24th September 2015**

Absolutes/col percents

Table 25

Which of the following cities do you live in, or nearest to?

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Weighted base	2016	982	1034	234	349	331	359	291	452	542	542	440	492	246	895
Southampton	85 4%	44 4%	41 4%	6 3%	18 5%	14 4%	12 3%	14 5%	21 5%	22 4%	21 4%	22 5%	20 4%	10 4%	39 4%
Bristol	91 5%	55 6%	36 3%	10 4%	17 5%	15 4%	10 3%	16 5%	23 5%	25 5%	31 6%	21 5%	13 3%	13 5%	39 4%
Plymouth	49 2%	26 3%	23 2%	9 4%	5 1%	8 2%	8 2%	7 2%	13 3%	11 2%	12 2%	18 4%	8 2%	5 2%	21 2%
Cardiff	79 4%	45 5%	34 3%	3 1%	11 3%	15 4%	14 4%	11 4%	24 5%	28 5%	19 4%	13 3%	18 4%	4 2%	32 4%
None of these	149 7%	66 7%	83 8%	19 8%	13 4%	17 5%	40 11%	28 9%	32 7%	35 6%	32 6%	29 7%	53 11%	15 6%	63 7%

## Christmas Starts with Christ Survey

### ONLINE Fieldwork: 23rd-24th September 2015

Absolutes/col percents

Table 25

Which of the following cities do you live in, or nearest to?

Base: All respondents

	Region													To which of the following religious groups do you consider yourself to be a member of?								
	Total	Scot-land	Wales	NET: England	North East	North West	Yorks-hire & Humber-side	West Mid-lands	East Mid-lands	Eastern	London	South East	South West	Christ-ian	NET: Other	Muslim	Hindu	Jewish	Sikh	Budd-hist	Other	None
Unweighted base	2016	156	110	1750	90	211	172	187	154	212	268	284	172	1047	130	40	14	13	6	8	49	799
Weighted base	2016	175	103	1738	85	232	171	181	149	195	266	282	177	1035	131	41	13	12	7	6	52	807
Glasgow	80 4%	79 45%	-	1 *	-	-	-	1 1%	-	-	-	-	-	47 5%	1 *	-	-	-	-	-	1 1%	32 4%
Edinburgh	76 4%	76 43%	-	-	-	-	-	-	-	-	-	-	-	43 4%	2 1%	-	-	-	-	-	2 3%	30 4%
Newcastle	89 4%	-	-	89 5%	80 94%	7 3%	1 1%	-	-	-	-	-	-	44 4%	7 5%	1 2%	1 9%	1 6%	-	1 11%	3 7%	38 5%
Leeds	86 4%	-	-	86 5%	3 3%	1 1%	82 48%	-	-	-	-	-	-	43 4%	11 9%	4 9%	-	-	3 41%	1 12%	4 7%	31 4%
Hull	30 1%	-	-	30 2%	-	-	28 17%	-	1 1%	1 *	-	-	-	15 1%	-	-	-	-	-	-	-	14 2%
Sheffield	57 3%	-	-	57 3%	-	-	51 30%	-	6 4%	-	-	-	-	31 3%	6 5%	2 4%	-	-	-	-	5 9%	20 3%
Manchester	163 8%	-	2 2%	162 9%	-	147 63%	5 3%	9 5%	1 1%	-	-	-	-	84 8%	8 6%	-	-	2 15%	-	-	6 11%	68 8%
Liverpool	68 3%	-	9 8%	59 3%	1 2%	57 25%	-	1 *	-	-	-	-	-	41 4%	1 1%	1 2%	-	-	-	-	1 1%	25 3%
Nottingham	96 5%	-	-	96 6%	-	-	-	-	94 63%	2 1%	-	-	-	47 5%	4 3%	-	1 9%	-	-	-	3 6%	44 5%
Birmingham	163 8%	-	* *	162 9%	-	-	-	151 83%	11 7%	-	-	1 *	-	89 9%	10 8%	5 12%	-	-	-	-	5 10%	59 7%
Norwich	98 5%	-	-	98 6%	-	-	-	-	1 1%	97 49%	-	-	-	46 4%	5 4%	-	-	-	-	1 14%	4 9%	44 5%
Milton Keynes	51 3%	-	-	51 3%	-	-	-	-	20 14%	21 11%	-	9 3%	1 *	27 3%	1 1%	-	1 7%	-	-	-	-	23 3%
Brighton	44 2%	-	-	44 3%	-	-	-	-	-	-	-	44 15%	-	25 2%	2 2%	2 5%	-	-	-	-	-	17 2%
Oxford	28 1%	-	-	28 2%	-	-	-	2 1%	-	-	-	23 8%	2 1%	17 2%	-	-	-	-	-	-	-	10 1%

## Christmas Starts with Christ Survey

### ONLINE Fieldwork: 23rd-24th September 2015

Absolutes/col percents

Table 25

Which of the following cities do you live in, or nearest to?

Base: All respondents

	Region													To which of the following religious groups do you consider yourself to be a member of?									
	Total	Scot-land	Wales	NET: England	North East	North West	Yorks-hire & Humber-side	West Midlands	East Midlands	Eastern	London	South East	South West	Christ-ian	NET: Other	Muslim	Hindu	Jewish	Sikh	Budd-hist	Other	None	
Weighted base	2016	175	103	1738	85	232	171	181	149	195	266	282	177	1035	131	41	13	12	7	6	52	807	
London	438	-	-	438	-	1	-	-	2	48	266	122	-	212	57	27	8	8	4	1	10	149	
	22%	-	-	25%	-	*	-	-	2%	24%	100%	43%	-	21%	44%	65%	60%	63%	59%	17%	19%	18%	
Southampton	85	-	-	85	-	-	-	-	-	-	-	60	25	44	6	-	2	1	-	1	2	31	
	4%	-	-	5%	-	-	-	-	-	-	-	21%	14%	4%	5%	-	15%	9%	-	22%	3%	4%	
Bristol	91	-	-	91	-	-	-	2	-	-	-	-	88	45	1	-	-	-	-	-	1	44	
	5%	-	-	5%	-	-	-	1%	-	-	-	-	50%	4%	1%	-	-	-	-	-	3%	5%	
Plymouth	49	-	-	49	-	-	-	-	-	-	-	-	49	24	1	-	-	-	-	-	1	22	
	2%	-	-	3%	-	-	-	-	-	-	-	-	27%	2%	1%	-	-	-	-	-	3%	3%	
Cardiff	79	-	78	1	-	-	-	1	-	-	-	-	-	39	2	-	-	1	-	1	-	37	
	4%	-	76%	*	-	-	-	*	-	-	-	-	-	4%	2%	-	-	8%	-	24%	-	5%	
None of these	149	21	14	114	1	18	4	15	12	28	-	24	13	72	5	1	-	-	-	-	4	68	
	7%	12%	14%	7%	1%	8%	2%	8%	8%	14%	-	8%	7%	7%	4%	2%	-	-	-	-	7%	8%	

## Christmas Starts with Christ Survey

### ONLINE Fieldwork: 23rd-24th September 2015

Absolutes/col percents

Table 26

**What is the combined annual income of your household, prior to tax being deducted?**

**Base: All respondents**

		Gender		Age						Social Grade				Employment Sector		
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base		2016	1065	951	210	311	313	357	307	518	601	602	323	490	228	831
Weighted base		2016	982	1034	234	349	331	359	291	452	542	542	440	492	246	895
Up to £7,000	(3.5)	96 5%	33 3%	63 6%	19 8%	16 5%	15 5%	12 3%	18 6%	15 3%	4 1%	18 3%	8 2%	66 13%	5 2%	17 2%
£7,001 to £14,000	(10.5)	248 12%	105 11%	143 14%	24 10%	38 11%	34 10%	54 15%	38 13%	60 13%	12 2%	49 9%	42 10%	146 30%	7 3%	76 9%
£14,001 to £21,000	(17.5)	270 13%	126 13%	144 14%	13 5%	36 10%	46 14%	51 14%	43 15%	82 18%	44 8%	87 16%	52 12%	87 18%	29 12%	99 11%
£21,001 to £28,000	(24.5)	307 15%	144 15%	163 16%	29 12%	55 16%	55 17%	50 14%	38 13%	80 18%	75 14%	94 17%	75 17%	64 13%	47 19%	126 14%
£28,001 to £34,000	(31)	256 13%	142 14%	114 11%	16 7%	44 13%	36 11%	37 10%	53 18%	69 15%	66 12%	70 13%	77 17%	43 9%	31 13%	122 14%
£34,001 to £41,000	(37.5)	252 12%	137 14%	115 11%	25 11%	40 12%	49 15%	58 16%	32 11%	47 10%	92 17%	73 13%	62 14%	24 5%	36 15%	143 16%
£41,001 to £48,000	(44.5)	170 8%	103 10%	67 6%	13 5%	31 9%	41 12%	25 7%	34 12%	27 6%	77 14%	40 7%	41 9%	12 2%	32 13%	90 10%
£48,001 to £55,000	(51.5)	121 6%	81 8%	40 4%	11 5%	18 5%	19 6%	26 7%	17 6%	30 7%	64 12%	26 5%	18 4%	12 2%	18 7%	70 8%
£55,001 to £62,000	(58.5)	40 2%	18 2%	23 2%	3 1%	13 4%	7 2%	11 3%	1 *	5 1%	18 3%	13 2%	8 2%	1 *	8 3%	27 3%
£62,001 to £69,000	(65.5)	21 1%	11 1%	10 1%	7 3%	6 2%	1 *	3 1%	2 1%	2 1%	11 2%	6 1%	4 1%	- -	4 2%	12 1%
£69,001 to £76,000	(72.5)	29 1%	9 1%	20 2%	6 3%	13 4%	1 *	- -	6 2%	3 1%	10 2%	5 1%	14 3%	- -	6 2%	18 2%
£76,001 to £83,000	(79.5)	13 1%	1 *	12 1%	4 2%	7 2%	1 *	1 *	- -	- -	3 1%	4 1%	6 1%	- -	1 1%	12 1%
£83,001 or more	(86)	26 1%	14 1%	12 1%	9 4%	8 2%	2 1%	4 1%	- -	3 1%	18 3%	5 1%	3 1%	- -	6 3%	13 1%
Prefer not to answer		168 8%	59 6%	109 11%	57 24%	24 7%	22 7%	28 8%	8 3%	30 7%	49 9%	52 10%	29 7%	38 8%	17 7%	69 8%
Average income (£000's)		29.97	31.27	28.68	33.35	33.65	29.78	29.34	28.34	27.46	38.91	30.02	32.12	18.27	35.72	34.18

## Christmas Starts with Christ Survey

### ONLINE Fieldwork: 23rd-24th September 2015

Absolutes/col percents

Table 26

**What is the combined annual income of your household, prior to tax being deducted?**

**Base: All respondents**

	Region													To which of the following religious groups do you consider yourself to be a member of?									
	Total	Scot-land	Wales	NET: England	North East	North West	Yorks-hire & Humber-side	West Mid-lands	East Mid-lands	Eastern	London	South East	South West	Christ-ian	NET: Other	Muslim	Hindu	Jewish	Sikh	Budd-hist	Other	None	
Unweighted base	2016	156	110	1750	90	211	172	187	154	212	268	284	172	1047	130	40	14	13	6	8	49	799	
Weighted base	2016	175	103	1738	85	232	171	181	149	195	266	282	177	1035	131	41	13	12	7	6	52	807	
Up to £7,000	(3.5)	96 5%	8 4%	9 8%	80 5%	4 5%	9 4%	10 6%	5 3%	12 8%	8 4%	16 6%	10 4%	6 3%	31 3%	16 12%	3 7%	1 5%	1 6%	1 21%	- -	10 19%	41 5%
£7,001 to £14,000	(10.5)	248 12%	22 12%	16 16%	210 12%	9 11%	31 13%	23 13%	24 13%	19 13%	21 11%	26 10%	31 11%	26 15%	135 13%	17 13%	4 10%	1 9%	4 32%	- -	3 50%	5 10%	92 11%
£14,001 to £21,000	(17.5)	270 13%	22 12%	20 20%	228 13%	13 15%	34 15%	24 14%	27 15%	18 9%	30 11%	32 11%	22 13%	153 15%	16 12%	2 6%	* 4%	2 17%	1 16%	- -	10 19%	99 12%	
£21,001 to £28,000	(24.5)	307 15%	23 13%	17 16%	267 15%	16 19%	35 15%	26 15%	35 19%	21 14%	37 19%	35 13%	40 14%	23 13%	164 16%	18 14%	9 22%	2 18%	1 8%	- -	1 10%	5 10%	122 15%
£28,001 to £34,000	(31)	256 13%	22 12%	14 14%	220 13%	9 10%	35 15%	19 11%	17 10%	14 10%	27 14%	28 11%	41 14%	30 17%	138 13%	14 11%	4 10%	2 18%	1 9%	2 25%	- -	5 10%	99 12%
£34,001 to £41,000	(37.5)	252 12%	16 9%	11 11%	225 13%	11 13%	28 12%	27 16%	30 17%	14 10%	33 17%	36 14%	32 11%	13 8%	138 13%	17 13%	5 12%	1 8%	2 15%	2 30%	2 28%	5 10%	95 12%
£41,001 to £48,000	(44.5)	170 8%	12 7%	7 7%	151 9%	9 11%	7 3%	15 9%	13 7%	14 9%	20 10%	20 8%	28 10%	24 14%	84 8%	10 7%	1 2%	2 16%	1 8%	- -	- -	5 11%	76 9%
£48,001 to £55,000	(51.5)	121 6%	17 10%	3 3%	101 6%	6 8%	15 6%	9 5%	10 6%	4 3%	16 8%	15 6%	20 7%	5 3%	69 7%	8 6%	1 2%	1 11%	1 7%	- -	- -	5 9%	44 5%
£55,001 to £62,000	(58.5)	40 2%	7 4%	- -	33 2%	3 3%	4 2%	4 2%	1 1%	2 1%	1 *	5 2%	5 2%	8 4%	16 2%	2 1%	1 2%	1 8%	- -	- -	- -	- -	23 3%
£62,001 to £69,000	(65.5)	21 1%	1 1%	- -	20 1%	- -	4 2%	1 *	3 1%	- -	5 3%	6 2%	1 *	- -	7 1%	2 1%	2 4%	- -	- -	- -	- -	- -	11 1%
£69,001 to £76,000	(72.5)	29 1%	4 2%	- -	24 1%	1 1%	6 3%	- -	2 1%	1 *	- -	8 3%	5 2%	2 1%	16 2%	1 *	- -	1 4%	- -	- -	- -	- -	13 2%
£76,001 to £83,000	(79.5)	13 1%	- -	- -	13 1%	- -	6 2%	1 1%	- -	- -	4 2%	2 1%	- -	3 *	1 1%	1 3%	- -	- -	- -	- -	- -	- -	9 1%
£83,001 or more	(86)	26 1%	1 1%	1 1%	23 1%	- -	1 *	- -	1 1%	5 3%	* *	10 4%	1 *	5 3%	7 1%	3 2%	2 5%	- -	- -	- -	- -	1 2%	15 2%
Prefer not to answer		168 8%	21 12%	4 4%	143 8%	3 4%	17 7%	12 7%	11 6%	18 12%	10 5%	25 10%	34 12%	12 7%	74 7%	8 6%	6 14%	- -	- -	1 8%	1 12%	* 1%	71 9%
Average income (£000's)		29.97	31.00	24.24	30.23	29.27	30.22	27.99	28.95	27.06	30.46	33.52	30.75	30.87	29.46	28.09	32.89	34.97	23.42	24.63	20.75	25.32	31.26



## Christmas Starts with Christ Survey

### ONLINE Fieldwork: 23rd-24th September 2015

Absolutes/col percents

Table 27

**Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?**

**Base: All respondents**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2016	1065	951	210	311	313	357	307	518	601	602	323	490	228	831
Weighted base	2016	982	1034	234	349	331	359	291	452	542	542	440	492	246	895
NET: Yes	415 21%	208 21%	207 20%	26 11%	55 16%	59 18%	81 22%	80 28%	114 25%	97 18%	80 15%	90 20%	149 30%	35 14%	118 13%
Yes - physical condition	243 12%	118 12%	125 12%	6 3%	26 7%	26 8%	56 16%	49 17%	79 17%	56 10%	49 9%	48 11%	91 18%	14 6%	57 6%
Yes - disability	157 8%	82 8%	76 7%	5 2%	18 5%	17 5%	37 10%	33 11%	48 11%	39 7%	24 4%	27 6%	67 14%	8 3%	21 2%
Yes - mental condition	146 7%	61 6%	85 8%	23 10%	28 8%	41 12%	35 10%	13 5%	6 1%	32 6%	25 5%	30 7%	59 12%	13 5%	50 6%
Yes - other	18 1%	14 1%	4 *	- -	1 *	3 1%	4 1%	7 2%	4 1%	4 1%	5 1%	6 1%	3 1%	3 1%	9 1%
No	1537 76%	752 77%	785 76%	195 83%	279 80%	264 80%	263 73%	203 70%	333 74%	439 81%	445 82%	330 75%	322 66%	206 84%	751 84%
Prefer not to say	65 3%	23 2%	42 4%	13 6%	15 4%	8 3%	16 4%	7 2%	5 1%	6 1%	18 3%	20 4%	21 4%	5 2%	26 3%

## Christmas Starts with Christ Survey

### ONLINE Fieldwork: 23rd-24th September 2015

Absolutes/col percents

Table 27

**Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?**

**Base: All respondents**

	Region												To which of the following religious groups do you consider yourself to be a member of?									
	Total	Scot-land	Wales	NET: England	North East	North West	Yorks-hire & Humber-side	West Mid-lands	East Mid-lands	Eastern	London	South East	South West	Christ-ian	NET: Other	Muslim	Hindu	Jewish	Sikh	Budd-hist	Other	None
Unweighted base	2016	156	110	1750	90	211	172	187	154	212	268	284	172	1047	130	40	14	13	6	8	49	799
Weighted base	2016	175	103	1738	85	232	171	181	149	195	266	282	177	1035	131	41	13	12	7	6	52	807
NET: Yes	415	41	28	346	14	53	31	46	23	40	31	71	38	225	33	3	1	3	1	1	24	153
	21%	23%	27%	20%	17%	23%	18%	25%	15%	20%	12%	25%	21%	22%	25%	8%	9%	21%	12%	15%	47%	19%
Yes - physical condition	243	23	19	202	9	31	19	30	15	23	17	39	18	133	21	1	-	1	-	1	18	88
	12%	13%	18%	12%	11%	13%	11%	17%	10%	12%	6%	14%	10%	13%	16%	2%	-	6%	-	15%	35%	11%
Yes - disability	157	21	10	126	3	19	8	16	9	11	13	32	16	91	10	1	-	2	-	-	8	53
	8%	12%	10%	7%	4%	8%	5%	9%	6%	6%	5%	11%	9%	9%	8%	2%	-	12%	-	-	16%	7%
Yes - mental condition	146	15	9	122	7	14	14	19	9	12	5	29	13	49	21	3	1	1	1	-	15	74
	7%	9%	8%	7%	9%	6%	8%	10%	6%	6%	2%	10%	7%	5%	16%	8%	9%	9%	12%	-	29%	9%
Yes - other	18	-	*	18	-	1	1	2	2	2	5	1	3	11	1	-	-	-	-	-	1	6
	1%	-	*	1%	-	1%	*	1%	2%	1%	2%	*	2%	1%	1%	-	-	-	-	-	2%	1%
No	1537	126	73	1338	65	169	130	132	122	151	226	204	138	779	95	35	12	10	6	5	27	636
	76%	72%	71%	77%	77%	73%	76%	73%	82%	77%	85%	72%	78%	75%	72%	85%	91%	79%	88%	85%	52%	79%
Prefer not to say	65	8	2	54	5	10	10	3	4	4	10	7	1	31	3	3	-	-	-	-	1	18
	3%	4%	2%	3%	6%	4%	6%	2%	3%	2%	4%	3%	1%	3%	3%	7%	-	-	-	-	1%	2%

	Page	Table	Title	Base Description	Base
	1	1	Q.1 To what extent, if at all, do you agree or disagree with each of the following statements about Christmas? Summary Table	Base: All respondents	2016
	2	2	Q.1 To what extent, if at all, do you agree or disagree with each of the following statements about Christmas? Celebrating the birth of Jesus through religious services is an important part of Christmas (for example, Christmas carols, nativity shows and attending church) for me, personally	Base: All respondents	2016
	3	2	Q.1 To what extent, if at all, do you agree or disagree with each of the following statements about Christmas? Celebrating the birth of Jesus through religious services is an important part of Christmas (for example, Christmas carols, nativity shows and attending church) for me, personally	Base: All respondents	2016
	4	3	Q.1 To what extent, if at all, do you agree or disagree with each of the following statements about Christmas? The birth of Jesus is the main reason for celebrating Christmas for me, personally	Base: All respondents	2016
	5	3	Q.1 To what extent, if at all, do you agree or disagree with each of the following statements about Christmas? The birth of Jesus is the main reason for celebrating Christmas for me, personally	Base: All respondents	2016
	6	4	Q.1 To what extent, if at all, do you agree or disagree with each of the following statements about Christmas? The religious aspect of Christmas is not important to me	Base: All respondents	2016

Page	Table	Title	Base Description	Base
7	4	Q.1 To what extent, if at all, do you agree or disagree with each of the following statements about Christmas? The religious aspect of Christmas is not important to me	Base: All respondents	2016
8	5	Q.1 To what extent, if at all, do you agree or disagree with each of the following statements about Christmas? Christmas is more about spending time with family and friends than celebrating the birth of Jesus	Base: All respondents	2016
9	5	Q.1 To what extent, if at all, do you agree or disagree with each of the following statements about Christmas? Christmas is more about spending time with family and friends than celebrating the birth of Jesus	Base: All respondents	2016
10	6	Q.1 To what extent, if at all, do you agree or disagree with each of the following statements about Christmas? I feel a lot of pressure over Christmas to buy presents which I cannot afford	Base: All respondents	2016
11	6	Q.1 To what extent, if at all, do you agree or disagree with each of the following statements about Christmas? I feel a lot of pressure over Christmas to buy presents which I cannot afford	Base: All respondents	2016
12	7	Q.1 To what extent, if at all, do you agree or disagree with each of the following statements about Christmas? Christmas wouldn't mean as much to me if it didn't have a religious foundation	Base: All respondents	2016
13	7	Q.1 To what extent, if at all, do you agree or disagree with each of the following statements about Christmas? Christmas wouldn't mean as much to me if it didn't have a religious foundation	Base: All respondents	2016
14	8	Gender	Base: All respondents	2016

	Page	Table	Title	Base Description	Base
	15	8	Gender	Base: All respondents	2016
	16	9	Age	Base: All respondents	2016
	17	9	Age	Base: All respondents	2016
	18	10	Social Grade	Base: All respondents	2016
	19	10	Social Grade	Base: All respondents	2016
	20	11	GO Region	Base: All respondents	2016
	21	11	GO Region	Base: All respondents	2016
	22	12	Have you taken a foreign holiday in the last 3 years?	Base: All respondents	2016
	23	12	Have you taken a foreign holiday in the last 3 years?	Base: All respondents	2016
	24	13	Tenure	Base: All respondents	2016
	25	13	Tenure	Base: All respondents	2016
	26	14	What is the highest educational level that you have achieved to date?	Base: All respondents	2016
	27	14	What is the highest educational level that you have achieved to date?	Base: All respondents	2016
	28	15	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	2016
	29	15	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	2016
	30	16	How many cars are there in your household?	Base: All respondents	2016

Page	Table	Title	Base Description	Base
31	16	How many cars are there in your household?	Base: All respondents	2016
32	17	To which of the following ethnic groups do you consider you belong?	Base: All respondents	2016
33	17	To which of the following ethnic groups do you consider you belong?	Base: All respondents	2016
34	18	To which of the following religious groups do you consider yourself to be a member of?	Base: All respondents	2016
35	18	To which of the following religious groups do you consider yourself to be a member of?	Base: All respondents	2016
36	19	Which of the following best describes where you live?	Base: All respondents	2016
37	19	Which of the following best describes where you live?	Base: All respondents	2016
38	20	Which of the following best describes your current working status?	Base: All respondents	2016
39	20	Which of the following best describes your current working status?	Base: All respondents	2016
40	21	Do you work in any of the following occupations?	Base: All respondents who work	1059
41	21	Do you work in any of the following occupations?	Base: All respondents who work	1141
42	21	Do you work in any of the following occupations?	Base: All respondents who work	1059
43	21	Do you work in any of the following occupations?	Base: All respondents who work	1141
44	22	Do you have any children aged 18 or under? If so, how old are they?	Base: All respondents	2016

Page	Table	Title	Base Description	Base
45	22	Do you have any children aged 18 or under? If so, how old are they?	Base: All respondents	2016
46	23	Which of the following ITV regions do you live in?	Base: All respondents	2016
47	23	Which of the following ITV regions do you live in?	Base: All respondents	2016
48	24	Marital Status	Base: All respondents	2016
49	24	Marital Status	Base: All respondents	2016
50	25	Which of the following cities do you live in, or nearest to?	Base: All respondents	2016
51	25	Which of the following cities do you live in, or nearest to?	Base: All respondents	2016
52	25	Which of the following cities do you live in, or nearest to?	Base: All respondents	2016
53	25	Which of the following cities do you live in, or nearest to?	Base: All respondents	2016
54	26	What is the combined annual income of your household, prior to tax being deducted?	Base: All respondents	2016
55	26	What is the combined annual income of your household, prior to tax being deducted?	Base: All respondents	2016
56	27	Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?	Base: All respondents	2016

---

	Page	Table	Title	Base Description	Base
	57	27	Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?	Base: All respondents	2016

---