

Monthly tracker - August 2024

Fourth data set. Tracking questions first asked between 31st July and 4th August 2024

2,279 UK adults polled including a booster set of 215 Jewish respondents.

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Question 1: Attitudes to personal faith

Summary

Age

Consistently, the 18-24 year old age group scores the highest, with the notable exception of question two, "In the last four weeks I have avoided telling people about my faith" in which they are still above the average. The questions they were in most agreement with, relative to their elders, denote higher levels of religiosity; faith having more impact on their lives, faith has helped them find purpose in life and has shaped their moral values the most.

Social grade

The highest social grade - AB - is uniformly the group with the most consistently positive responses denoting higher levels of religiosity. The only exception to this is the second question, "In the last four weeks I have avoided telling people about my faith", though they are still the second highest.

Area

Regional patterns are some of the hardest to discern in terms of faith in general, and this question is no different. Of course, London shows the most positive responses to each question denoting higher levels of religiosity, except for the question pertaining to avoiding telling people about their faith, in which Scotland leads, and for faith helping them find purpose in life, Northern Ireland leads. One of the more breakthrough regions in this month's data is the West Midlands, in which respondents score highly on the third ("My faith has helped me find purpose in the last four weeks" - 51%), fourth ("My faith is bound up with my cultural heritage" - 51%), fifth ("My faith has shaped my moral values" - 73%) and sixth questions ("I believe my faith to be the only true religion" - 43%).

Exclusivist groups

This month's data showed predictable variations between exclusivists and non-exclusivists. As a rule exclusivists score higher than non-exclusivists, apart from in the second question ("In the last four weeks I have avoided telling people about my faith"), exclusivists typically score lower.

In every other question, exclusivist Muslims showed the highest level of agreement, though there were generally high levels of agreement across all faiths.

Non-exclusivist groups

Christians showed the lowest levels of agreement with every question, including question two, suggesting the lowest levels of religiosity amongst non-exclusive Christians. Jewish people showed the highest levels of agreement with the fourth question (“My faith is bound up with my cultural heritage”), whilst across the questions pertaining to religiosity either Hindus or Muslims showed the highest levels of agreement.

Detailed analysis

1.1. My faith has significantly impacted the way I have lived in the last four weeks

There was a marked difference between the youngest and the eldest groups, as well as between faith groups, with Muslims agreeing nearly twice as much as Christians. However, exclusivist Christians agree more than twice as much as non-exclusivists, suggesting once again a high level of cultural Christianity.

- Reported impact of faith was highest in 18-24 (56%) and lowest in over 65s (29%). There was a 28% distribution range, and agreement fell progressively in line with the age group.
- The AB social grade reported the highest at 40%, with the DE social grade reporting the lowest at 35%.
- London reported the highest impact at 51%, followed by the West Midlands at 43%. Eastern England reported the lowest impact at 28%. There was a 23% distribution range.
- In the exclusivist group, Muslims reported the highest impact at 75%, followed by Christians (68%), and Hindus (59%). There was a 16% distribution range.
- In the non-exclusivist group, Muslims reported the highest impact (68%), followed by Jews (53%), Hindus (50%) and Christians (33%).
 - There were significant reductions in the impact of faith between exclusivist and non-exclusivist Muslims (75%-65%) and exclusivist

and non-exclusivist Christians (68% - 33%), while the Hindu sample differed only slightly (59% - 50%).

1.2. I have avoided telling people about my faith in the last four weeks

Amongst exclusivists, Hindus were the most likely to agree with this statement, but this changes to Muslims for non-exclusivists. Importantly, most faith groups have reported a significant rise this month - only Christians did not. Notably, this is the only question in which the AB social grade did not report the highest level of agreement.

- The 25-34 group (28%) scored highest, followed by the 18-24 group (20%). The lowest score was from the 55-64 group (8%). The 65+ group scored 11%.
- The DE social grade said they were most likely to have avoided telling people about their faith in the last four weeks, with 17% agreeing, whilst the C2 group was the least likely at 12%.
- Scotland reported the highest figure (28%). Northern Ireland reported the lowest (9%).
- Exclusivist Hindus scored highest at 37%, followed by Christians (25%) and Muslims (24%).
- In the non-exclusivist group, Hindus reported the highest at 46%, followed by Jews at 30%, Muslims at 24% and then Christians reporting the lowest at 13%.

1.3. My faith has helped me find purpose in the last four weeks

Once again, there is a clear difference between age groups. The picture is more complex amongst faith groups: in both exclusivist and non-exclusivist groups, Muslims report the highest (and remarkably similar) figures, whilst exclusivist Christians are twice as likely to agree as non-exclusivist Christians, yet among non-exclusivist faith groups, a majority of both Jews and Hindus agree with the statement.

- The 18-24 group reported the highest figures at 61%, and the lowest was reported by the 65+ group (31%).
- The AB social grade reported the highest at 47%, with the C1 social grade reporting the lowest at 39%.

- Northern Ireland reported the highest figure at 56%. The North East reported the lowest figure at 33%.
- In the exclusivist groups Muslims reported the highest figures (85%), followed by Christians (75%) and Hindus (71%). The distribution range was 19%.
- In the non-exclusivist groups Muslims reported the highest figures (84%), followed by Hindus (57%) and Christians (37%).
 - There was a 38% difference between exclusivist and non-exclusivist Christians (75% - 37%), a 1% difference between exclusivist and non-exclusivist Muslims (85% - 84%), while there was a 14% difference in the Hindu figures (71% - 57%).

1.4. My faith is bound up with my cultural heritage

Notably, likely due to the inclusion of a booster set, Jews were by far the most likely to agree with this statement.

- The 18-24 group reported the highest figure at 66% and the 45-54 group reported the lowest (47%).
- The AB social grade reported the highest at 47%, with the C1 social grade reporting the lowest at 39%.
- London reported the highest figure (67%). The North East reported the lowest figure (42%).
- In the exclusivist group, Muslims scored highest (73%), followed by Christians (71%) and Hindus (64%).
- In the non-exclusivist group, Jews scored the highest (83%), followed by Hindus (78%), Muslims (74%) and Christians (52%).
 - Between the exclusivists and non-exclusivists, non-exclusivist Muslims were more likely to agree (74%) than exclusivists (73%) and similarly non-exclusivist Hindus were more likely to agree (78%) compared to exclusivists (64%), whilst exclusivist Christians had a 19% difference (71% to 52%).

1.5. My Faith has shaped my moral values

Similar to other questions, Muslims show the highest level of agreement across both exclusivist and non-exclusivist faith groups, though there is high agreement across all faith groups.

- The 18-24 group reported the highest figure at 78% and the 45-54 reported the lowest (59%).
- The AB social grade reported the highest at 76%, with the DE social grade reporting the lowest at 59%.
- London scored the highest (75%). The North East reported the lowest figure (59%).
- In the exclusivist groups, Muslims reported the highest figure (95%), followed by Christians (91%) and Hindus (78%).
- In the non-exclusivist groups, Muslims scored highest (92%), followed by Hindus (80%), Jews (77%) and Christians (65%).
 - Between the exclusivist and non-exclusivist groups respectively, Muslims showed the highest similarity (95% and 92%), followed by Hindus with an inverse correlation (78% and 80%) and a significant difference between Christian groups (91% and 65%).

1.6. I believe my faith to be the one true religion

Only Muslims were the group of which a majority agreed with the statement, at an unbelievable 87%.

- The 18-24 group reported the highest score (60%) and the 65+ group reported the lowest (19%). There was a consistent decline as age increased.
- The AB social grade reported the highest at 38%, with the C1 social grade reporting the lowest at 27%.
- London reported the highest figure (46%). The North East reported the lowest (13%).
- Exclusivist groups 100%.
- In the non-exclusivist groups Muslims scored highest (87%), followed by Hindus (49%), Jews (35%) and Christians (26%).

Question 2: Attitudes to personal faith, whole sample

Summary

Age

Variations across age groups were evident in this month's set of respondents, with the youngest age group (18-24s) agreeing most with the first ("Faith and religion are generally a force for good in society") and fourth ("I am more interested in issues of faith now than when I was younger") questions.

Meanwhile the 25-34s were most likely to agree with the second ("I am open to changing my mind about my faith" and third ("I have changed religion at least once in my life") questions. All age groups showed a high level of agreement with the sixth question ("Someone of any faith should be able to be Prime Minister"), with only a difference of 10% between the lowest (35-44s - 62%) and highest (45-54s - 72%).

Social grade

In every question, the highest social grade (AB) showed the highest level of agreement. Most interestingly, this group agreed most with the first ("Faith and religion are generally a force for good in society") and fifth ("I am less interested in issues of faith now than when I was younger") questions, suggesting a seemingly paradoxical recognition that faith is important socially but not important personally. The question with the highest agreement - for all social grades - was the sixth question, "Someone of any faith should be able to be Prime Minister", with even the lowest social grade, DE, showing high levels of agreement (63%).

Region

Scotland showed the highest level of agreement with the sixth question, "Someone of any faith should be able to be Prime Minister", beating London by eight points (76% to 68%). Meanwhile, there was high variation across and between regions in every question, with London typically having the highest level of agreement - but not always.

Exclusivist groups

Amongst exclusivists, with the exception of the first (“Faith and religion are generally a force for good in society”) and sixth (“Someone of any faith should be able to be Prime Minister”) questions, in which Muslims lead, Hindus showed the highest level of agreement with each question of any faith. This is a bit strange, with the *exact* same level of agreement (83%) amongst exclusivist Hindus in the two questions, “I am more interested in issues of faith now than when I was younger” and “I am less interested in issues of faith now than when I was younger”.

Non-exclusivist groups

There was high variation in the responses to this question, with the exception that Christians showed the lowest level of agreement with every question. Muslims led in question four, whilst Hindus led in questions one, two, five and six. In question three, “I have changed religion at least once in my life”, the only group with a response rate above 20% (at 25%) was “other”, suggesting a high level of interest in alternative faiths in the UK.

Detailed analysis

2.1 Faith and religion are generally a force for good in society

Gen Z respondents are by far the most likely to agree, whilst Scotland, Northern Ireland and London all show very similar levels of agreement. Exclusivists of all faiths are in broad agreement, whilst there Hindus are the most likely to agree amongst non-exclusivists.

- The 18-24 group reported the highest figure of 55% and the 45-54 group reported the lowest (32%).
- The AB social grade reported the highest at 43%, with the C1 social grade reporting the lowest at 33%.
- London reported the highest at 42%, and the South West reported the lowest at 29%.
- In the exclusivist groups, Muslims reported the highest (85%), Hindus at 83%, and Christians at 80%.

- In the non-exclusivist groups, Hindus scored the highest (80%), followed by Muslims (79%) and Christians and Jews(both at 55%).
 - Differences between the exclusivists and non-exclusivists:
 - Christians: -25
 - Muslims: -16
 - Hindus: -3

2.2. I am open to changing my mind about faith

Hindus of both groups were the most likely to be open to changing their mind about faith, whilst Hindus are the least of both, a complete reversal of last month's findings.

- The 25-34 group scored the highest with 43% and the 55-64+ group scored the lowest with 24%.
- The AB social grade reported the highest at 38%, with the C2 social grade reporting the lowest at 26%.
- Scotland and the South West reported the highest figures at 37%. Eastern England scored the lowest at 25%.
- In the exclusivist group Hindus scored highest (71%), followed by Christians on 32% and Muslims on 24%.
- In the non-exclusivist group Hindus scored highest with 47%, followed by Christians (33%), Jews (29% and Muslims (23%).
 - Differences between the exclusivists and non-exclusivists:
 - Christians: +1
 - Muslims: -1
 - Hindus: -24

2.3. I have changed religion at least once in my life

25-34 year olds are the most likely to agree with this statement, whilst amongst exclusivists Hindus are by far the most likely, and Muslims are the most likely amongst non-exclusivists.

- The 25-34 group scored the highest with 21% and the 45-54 and 55-64 groups scored the lowest with 8%.
- The AB social grade reported the highest at 15%, with the C2 social grade reporting the lowest at 10%.

- London reported the highest score at 19%, with the lowest score coming from the East Midlands (7%).
- In the exclusivist group Hindus scored highest with 32%, followed by Christians (23%) and Muslims scored the lowest with 15%.
- In the non-exclusivist group, Muslims scored highest with 17%, followed by Hindus (16%), then Jews (11%) and then Christians (9%).
 - Differences between the exclusivists and non-exclusivists:
 - Christians: -14
 - Muslims: +2
 - Hindus: -16

2.4. I am more interested in faith now than when I was younger

Gen Z respondents are by far the most likely to agree, whilst Yorkshire and the Humber, the East Midlands and London all show very similar levels of agreement. Exclusivist Hindus are most in agreement, but Muslims are the most amongst non-exclusivists (and nearly twice as much as Christians).

- The 18-24 group scored the highest with 54% and the 45-54 group scored the lowest with 22%.
- The AB social grade reported the highest at 33%, with the DE social grade reporting the lowest at 29%.
- London and the East Midlands reported the highest score at 36%, with the lowest score coming from Eastern England (23%).
- In the exclusivist group Hindus scored highest with 83%, followed by Muslims (77%) and Christians (68%).
- Non-exclusivist Muslims scored highest with 73%, followed by Hindus (58%), Jews (57%) and Christians (38%).
 - Differences between the exclusivists and non-exclusivists:
 - Christians: -30
 - Muslims: -4
 - Hindus: -25

2.5. I am less interested in issues of faith now than when I was younger

The youngest age group is least likely to agree, whilst Hindus - of both the exclusivist and non-exclusivist groups - are the most likely to agree amongst respondents of faith.

- The 65+ group scored highest with 45% and the 18-24 group scored the lowest with 39%.
- The AB social grade reported the highest at 46%, with the C2 social grade reporting the lowest at 38%.
- Northern Ireland reported the highest figure with 51%, with Yorkshire and the Humber reporting the lowest figure with 37%.
- In the exclusivist group, Hindus scored highest with 83%, followed by Christians (30%) and Muslims (26%).
- In the non-exclusivist group, Hindus scored highest with 57%, followed by Muslims (28%) and Jews and Christians (26%).
 - Differences between the exclusivists and non-exclusivists:
 - Christians: -4
 - Muslims: +2
 - Hindus: -26

2.6. Someone of any faith should be able to be Prime Minister

Of this question, the 45-54 year olds were most likely to agree, whilst Scotland agreed the most, by a significant margin (5%). There remains, however, high agreement across all faith groups, amongst both exclusivists and non-exclusivists.

- The 45-54 group scored highest with 72% and the 35-44 group scored the lowest with 62%.
- The AB social grade reported the highest at 72%, with the DE social grade reporting the lowest at 63%.
- Scotland reported the highest figure with 76%. Eastern England reported the lowest figure with 63%.
- In the exclusivist group, Muslims scored highest with 85%, followed by Hindus (83%) and Christians (74%).
- In the non-exclusivist group, Hindus scored highest with 84%, followed by Muslims (82%), Jews (77%) and Christians at 69%.
 - Differences between the exclusivists and non-exclusivists:
 - Christians: -5
 - Muslims: -3
 - Hindus: +1

Question 3: To what extent do you agree or disagree with the following statements on the role faith should play in public life?

Summary

Age

The 18-24 group continued to show greatest inclination towards greater influence of faith in public life. For instance, they were 15% more likely than the national average to believe that politicians talking about faith is good. Similarly, they were the age group least likely to believe that we should not be talking about faith in public places. 18-24s were also the most 'opinionated' age group, where they had the least number of participants responding 'I don't know' to the prompts.

Region

There is no specific region-based correlation in the data.

Social Group

While there was little variation amongst the different social groups, showing a variation of roughly $\pm 5\%$ from the national average, it can be said that the AB grade is more likely to welcome greater influence of faith in the public sphere, and the DE grade least likely.

Exclusivist Groups

Exclusivist groups showed above average inclination for faith to have a greater influence in public life compared to both the national average and the overall faith group average. There were significant differences in opinion amongst Exclusivist Hindus compared to the July 2024 tracker, most notably to the question 'Faith has been a significant factor in influencing Western beliefs about values like equality and compassion', where they were 25% less likely than the July 2024 tracker results, and 8% less likely than the national average in August 2024 to agree with the above statement. Exclusivist Christians followed by exclusivist Muslims remained most likely to welcome more inclusion of faith in the public sphere.

Non-exclusivist Groups

Expectedly, non-exclusivist groups were more likely than the national average to support the inclusion of faith in public spaces. Interestingly, non-Exclusivist Hindus were the most apprehensive, where they were most likely to discourage discussing faith in

public spaces, least likely to support politicians listening to faith group members (in fact, showed below national average support for this prompt), and least likely to believe that faith influences Western beliefs about values like equality and compassion.

Muslims were most likely to support greater inclusion of faith in the political sphere, showing the greatest support for politicians talking about faith and wanting politicians to listen to faith leaders. In contrast, Christians and Jews were most likely to support the 'social' inclusion of faith, being more likely to support speaking about faith in public spaces, the idea that Christian heritage is an important part of British culture, and that Faith in faith influences Western beliefs about values like equality and compassion.

Detailed Analysis

3.1 People should not talk about their faith in the workplace

- Support for the prompt showed a positive inclination with age where 18-24s are most open to discussing faith with 58% disagreeing with the prompt. In comparison, 65+s were most in favour of the statement with 46%.
- The DE Group was most likely to agree with the statement at 41%, 3% higher than the national average.
- Northern Ireland was most apprehensive to talking about religion, with 49% agreeing with the statement - this is 11% higher than the national average. Yorkshire was the most opening to speaking about religion at 31% - showing an 18% variation from NI.
- Exclusivist Hindus were most in favour of the statement with 59% (21% higher than national average). This is a 20% increase from their response in the July 2024 tracker. 54% of Exclusivist Christians disagreed with the statement, making them least supportive of the prompt.
- On average, members of faith groups were only 2% less likely to support the statement compared to the national average. Jews were the most likely to disagree with the prompt at 57% (21% higher than the faith group average).

3.2 British politicians talking about their faith publicly is a positive thing

- Support for the prompt appears to decline by age, with 18-24s being most likely to support British politicians talking about their faith publicly. This is a 10% increase for the age group compared to July 2024.
- DE Group was least likely to support the prompt, with only 39% agreeing compared to 46% of AB.

- Northern Ireland was most positive towards politicians talking about their faith at 51%, while Scotland was most apprehensive with only 39% supporting the statement.
- Exclusivist groups showed above average support for the prompt, where the most popular group, Hindus (83% in agreement) and the least popular group, Muslims (73% in agreement), were 40% and 30% higher than the national average respectively.
- 25% of Jews and 22% of Christians were against British politicians talking about their faith. 70% of Muslims and Hindus supported the statement. The faith group average was still 13% higher than the national average.

3.3 Christian heritage is an important aspect of British culture

- Support for the prompt increased by age, where 60% of 18-24s showed agreement compared to 78% for 65+s.
- Social group scores were relatively close with a 5% difference between the highest (AB) and lowest (DE).
- North West showed the highest agreement at 71% compared to Scotland with the lowest at 59%. The highest regional score was only 2% higher than the national average.
- 92% of Exclusivist Christians agreed with the prompt, followed by 83% of Hindus, with both groups scoring 28% and 19% above the national average. Exclusivist Muslims showed 53% agreement, which was the least amongst exclusivists, and the only faith group that scored below the national average.
- Christians (84%) and Jews (76%) showed the highest support for the prompt. Muslims were least likely to agree with the statement at 54%, which makes them less likely than both the national and faith group average to believe Christian heritage is an important part of British culture.

3.4 British politicians should listen to what faith leaders have to say on social and political issues

- 18-24s were most likely to agree with the prompt, while 'Millennials' (25-34 + 35-44s) were least likely to agree at 39%. 18-24s showed a 14% increase compared to July 2024 tracker results.
- Once again, AB showed the highest inclination (52%), while DE showed the lowest (41%). This is a 11% difference between the two groups, but an overall variation of only 5-6% from the national average.
- There was little variation by region. North West showed the highest support at 51%, and Wales the lowest at 40%.

- Exclusivist Christians and Muslims showed 73% support for the statement, which is 18% higher than the faith group average. Exclusivist Hindus were more apprehensive at 59%, which is still above the national average.
- Muslims were most in favour at 71%. Hindus were most against the statement, where only 46% agreed with the statement. This is a very significant difference of 31% compared to July 2024.

3.5 Faith has been a significant factor in influencing Western beliefs about values like equality and compassion

- There isn't an age-based trend in responses to this question, where the most support came from 64% of 18-24s followed by 60% of 65+s. 25-54 year olds showed below average agreement for the prompt.
- Support for the prompt was highest amongst the AB group (61%) and lowest among the DE group (55%).
- East Midlands showed the highest support at 60%, while London and Wales both showed the least support at 51%. The range of responses varied by 9% at the most.
- Exclusivist Christians were most likely to support the statement with 83% in agreement. 47% of Hindus, which is 8% less than the national average disagreed with the prompt.
- Christians and Jews scored 70%, which is only 1% higher than the faith group average. Meanwhile, Hindus were once again, least likely to support at 48% - 7% less than the national average and 19% less than the faith group average.

Question 4: Do you agree with the following statements pertaining to levels of faith comprehension

Summary

Age

As expected, younger participants showed greater levels of comprehension when it comes to understanding other faiths. 18-24s were most likely to have learned about other religions from their friends and through their representations in TV shows, books, etc. However, it was very interesting to see that a considerable number of 18-24s thought it doesn't matter whether we have an understanding of other religions, especially when their higher scores in other categories are taken into account. For comparison, 65+s attributed more importance to whether other religions were understood, scoring below the national average. Learning about one's religion through self-study rather than through family tradition shows a gradual decrease throughout the age groups.

Region

Participants from London were the most aware of other religions, demonstrated through higher levels of understanding of other religions and allocating greater importance to whether they understood other religions. Participants from London tended to rely more on their social circles for information about other religions compared to religions' representations in other mediums (books, TV, etc.), which could be explained by London's mixed population. The South West and North East showed the least awareness of other religions and a greater reliance on learning about other religions through books, etc. People were most likely to learn about their faith through self-study in London.

Social Group

Social groups AB and C1 often scored similarly, while the same can be said for C2 and DE. The former appeared to have a better understanding of other faiths, though there was very little variation between the different groups to allow for substantial commentary.

Exclusivist Groups

Exclusivist Christians were least likely to have a good understanding of other religions, and least likely to give importance to understanding other religions. Exclusivist Muslims were most likely to have a good understanding of religions, followed by Hindus. However, while Muslims relied more on social circles for this information, exclusivist Hindus relied more on religious representations in the media (books etc.). Exclusivist Christians were most likely to learn about their faith through self-study.

Non-Exclusivist Groups

Hindus had the most observable trends in this question, where they shared they had a lesser understanding of other religions, and attributed lesser importance to knowing about other religions. Most Hindus had learned about other religions through means other than social interactions. It might be interesting to contemplate whether this might be related to the overwhelming Hindu majority in India and the exclusivity of the Hindu community there. Meanwhile, Muslims and Jews were most likely to have a good understanding of other religions and attribute knowing about other religions more importance, along with a heavier reliance on social circles for information about other religions. Buddhists were most likely to learn about their faith through self-study.

Detailed Summary

4.1 I feel I have a good understanding of what a wide variety of religions believe and why

- Younger participants were more likely to have a better understanding of other religions, where 18-24s scored 72% (15% above national average) and 65+s scored 50% (7% less than national average).
- AB scored the highest at 66%, while DE scored the lowest with 49%, followed by C2 at 55% - both below the national average.
- Participants from London had the best understanding of other religions, potentially owing to London's mixed faith/culture makeup. The North East had the lowest score of 47%.
- Exclusivist Muslims scored the highest at 84%, followed closely by exclusivist Hindus at 83%. Exclusivist Christians scored the lowest at 72%, which is still considerably higher than the national and faith group averages.
- Much like exclusivists, Muslims scored the highest (83%) while Christians scored 58% - which is less than the faith group average of 62% and only 1% higher than the faith group average of 57%.

4.2 I feel I have a poor understanding of most religions

- 24-35s had the best understanding of most religions, scoring the lowest at 32%. 65+s had the least information at 41%, which is 5% higher than the national average.
- DE scored the highest at 40%. AB scored the lowest at 31%, showing variation of 9% between the 'highest' and 'lowest' social groups.
- Mirroring responses to the previous question, participants from London scored the least at 22%, while participants from the North East scored the highest at 44%.
- Exclusivist Christians were most likely to have a poor understanding of other religions, scoring 40%. Comparatively, exclusivist Muslims and Hindus scored below average at 22% and 35% respectively.
- Hindus were the most likely to have a poor understanding of other religions, scoring 47% - 10% higher than the faith group average. Similar to their exclusivist counterparts, Muslims had the lowest score of 22% followed by Jews at 23%.

4.3 I have learnt most of what I know about other religions through having friends who follow those religions

- Responses to this question showed a negative correlation by age, where 18-24s scored the highest at 54% while 65+s scored 23% - a difference of 31% between the youngest and highest groups.
- There was little variation based on social grade apart from AB, which scored 4% higher than the national average at 38%.
- Participants from London were most likely to agree with the prompt, once again, likely owing to London's mixed population (50%). The least agreement came from participants in the South West (25%).
- All exclusivist groups scored above average, though Muslims scored the highest at 61% and Hindus the lowest at 47%.
- People of faith were 7% more likely to agree with the prompt. 69% of Jews and 63% of Muslims showed agreement in stark contrast to 37% of Christians.

4.4 I have learnt most of what I know about other religions through how they are represented in films, books and TV shows

- Younger participants were more likely to agree with this prompt, where 50% of 18-24s agreed compared to 37% of 65+s.
- Social groups showed no significant variation from the average.

- Participants from the North East were most likely to agree with the prompt at 51% compared to those in Scotland, where the score was 37%.
- Exclusivist Hindus showed a significant tendency to agree with this statement, scoring 43% higher than the national average 83%. In contrast, exclusivist Christians scored 52% and exclusivist Muslims scored 43%. This might be related to the religious makeup of India and the exposure to other religions.
- Christians, Muslims and Hindus showed a variation of no more than 2% compared to the faith group average of 44%, scoring 44%, 46% and 42% respectively. Much like their exclusivist counterparts, Hindus scored the highest at 79%.

4.5 It is important to be able to understand what the major world religions are about

- There wasn't necessarily a trend to observe amongst different age groups, though 18-24s expectedly scored the highest at 81%.
- Social groups AB and C1 were above the national average at 79% and 73% respectively, while C2 and DE were below at 69% and 66% respectively.
- Once again, participants from London showed the greatest agreement with the prompt at 78%, while Wales had the lowest score at 66%.
- Exclusivist Muslims were most likely to agree with the statement at 89%, followed by exclusivist Christians at 81%. Exclusivist Hindus scored below the national average at 71%.
- Muslims and Jews scored above the faith group average of 79%, scoring 89% and 86% respectively. Hindus differed from their exclusivist counterparts by 11%, scoring 82%. Christians scored the lowest at 78% - 6% below the national average and 1% below the faith group average.

4.6 It doesn't really matter whether or not people understand what the major world religions are about

- Very interestingly, a higher percentage of 18-24s agreed with the prompt (32%) compared to 20% of 65+s, differing from the general trend of younger generations being more interested/engaged in faiths.
- Social group scores showed 1% variation from the national average across all groups.
- London scored the lowest at 20%, while the South West scored 35%.
- Exclusivist groups showed high agreement to this statement, all scoring above the national average, with Christians at 37%, Hindus at 35% and Muslims at 31%.

- The faith group average was the same as the national average in this prompt. Hindu, Muslim and Christians continued to show above average levels of agreement at 29%, 28% and 26% respectively, while Jews scored 5% below the national average at 20%.

4.7 Do you agree or disagree with the following statement

I have learnt what I know about religion mainly through self study as an adult, rather through other means, such as family tradition

Summary

Religion being passed via family tradition seems to be decreasing, the fact that the Gen Z respondents are also the most likely to have converted, most open to changing their faith and most likely to have friends of another faith, it is understandable why family tradition, with respect to faith, is playing less of a role.

Buddhists are most engaged in self-study, reflecting the nature of their faith and perhaps higher levels of conversion into Buddhism. Muslims and Hindus follow, suggesting a search for faith understanding outside of the home, which is typical of second/ third generation descendents of migrants looking to find new experiences of faith and belonging.¹

- Learning about one's religion through self-study rather than through family tradition shows a gradual decrease throughout the age groups. 49% of 18-24 year olds learn through self-study compared with 32% of the 65 plus group.
- Those responding from Yorkshire and Humber were least in agreement with having learnt of their religions through self-study at 32% whilst those in London were most in agreement at 49%.
- Exclusivist Christians were most in agreement with learning through self-study at 57%, exclusivist Muslims were 49% in agreement.
- Buddhists are most likely to learn through self-study rather than family tradition at 85%. Muslims follow at 48%, followed by Hindus at 46%, Jews at 39%, and Christians at 37%.

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- Social grades bore no influence over whether one engaged in self-study to learn about one's faith. Both social grades AB and DE were 39% in agreement.

Question 5: Attitudes to media coverage, whole sample

Summary

Age

Younger participants are more critical of media portrayals of religion, and scored the highest in wanting to see more religion in the media. In contrast, elder participants wanted to see less religion in the media, and less likely to engage with prompts, as more responded with 'I don't know'. There was little correlation between age and opinions on media portrayal of faith and freedom of faith.

Region

There is no specific region-based correlation in the data. Northern Ireland and the West Midlands were the most concerned over media portrayal of faith.

Social Group

AB and C1 groups showed greater engagement and criticism of the media, scoring higher than C2 and DE groups in questions surrounding the balanced/biased portrayal of religions in the media, and the extent to which there should be religion in the media. DE was most indifferent to level of religion in the media - there is potential to explore whether this could do with their engagement levels with mainstream media channels. Contentment in media portrayal of one's faith decreases with a lower social grade, however this was not a result of increasing discontent with media portrayal amongst lower social grades, but rather an increase in lack of comprehension of the question/willingness to answer.

Exclusivist groups

Exclusivist Muslims were most likely to be critical of media coverage of faiths, and most likely to want more religion in the media. In contrast, exclusivist Hindus appeared to be most content and were more likely than Muslims and Christians to want less religion in the media. Exclusivist Muslims were most concerned with media portrayal of their faith, only 31% agreed that they were content with their portrayal, a stark comparison to Hindus who showed 71% contentment.

Non-exclusivist groups

Muslims and Jews were most critical of media coverage, scoring highest in questions on biased media coverage of religions. 54% of Jews disagreed that they were content with their portrayal as did 62% of Muslims. However, interestingly, Jews had a higher propensity to want less religion in the media compared to Muslims. Hindus were the least critical and wanted to see less religion in the media. Christians scored relatively close to the faith group average in all the questions, showing a variation of 3% at the most.

Detailed analysis

5.1 The way the media has portrayed different religions in the last four weeks is generally balanced.

It is very difficult to make comments on this question, as apart from Exclusivist groups and non-Exclusivist Hindus and Muslims, engagement was very low.

- 18-24s were most engaged with this question and showed the highest agreement at 29%. Other age groups showed a >35% propensity to respond with 'I don't know', making it difficult to observe trends. 45-54s were least likely to agree with the prompt at 18%.
- Apart from the AB group scoring 4% higher than the national average, there was very little variation amongst social groups.
- Northern Ireland showed the least agreement with the prompt at only 15%, though 55% responded with 'I don't know'. Yorkshire and the North West showed the greatest agreement at 24% each, which is only 3% higher than the national average.
- Exclusivist Hindus were most likely to find media coverage to be balanced, with 47% agreeing with the prompt. Exclusivist Muslims were the most critical, scoring 25%.
- All religious groups showed relatively similar likelihood to agree with the prompt, with a less than 3% variation from the faith group average of 25%.

5.2 The media have appeared to present some religions more negatively than others in the last four weeks

- Younger participants were more likely to agree with the prompt, where 18-24s scored 58% and 65+s scored 20% less than them.

- AB and C1 were higher than the national average at 48% (for both), while C2 and DE were lower than the national average at 43% and 38% respectively, allowing for a difference of 10% between AB and DE.
- The East Midlands were most likely to agree with the statement at 50% compared to Scotland and Eastern, which both scored 41%.
- Exclusivists showed above average agreement with the prompt, where exclusivist Muslims agreed the most at 67%, followed by exclusivist Christians at 59% and exclusivist Hindus at 47%. This question has seen a general increase compared to July 2024.
- Jews were most likely to support the statement (66%) followed by Muslims (65%), and Christians (47%). Hindus were least likely, scoring 43%, which is 5% below the faith group average.

5.3 The media in the last four weeks has generally portrayed all religions negatively.

- Younger participants were more likely to agree that the media had portrayed all religions negatively (38%) compared to 17% of 65+s. However, it is important to note that 47% of 65+s responded with 'I don't know' to this question, while 18-24s had the highest engagement with only 24% responding with 'I don't know'.
- C2 was an outlier, scoring 26%. Other social groups scored between 20-22%, which is of negligible difference to the national average of 22%.
- Participants from the North East were most likely to agree with the prompt (29%), while those in the South West were least likely (13%) - though South West had a lower engagement rate with 48% of participants responding with 'I don't know'.
- All exclusivist groups showed an above average criticism of the media in the last four weeks, where Muslims were most likely (47%), followed by Christians (43%), and finally Hindus (30%).
- Hindus were least critical of the media, scoring 11% below the faith group average of 26%. Muslims were the most critical, scoring 47% - 21% higher than the faith group average and 25% higher than the national average.

5.4 I would like to see less religion in the media.

- Wanting to see less religion in the media is proportional to age, where older participants scored higher (65+s 57%) than younger participants (18-24s 43%).
- There was little variation, where all groups scored within 3% of the national average.

- The South West scored the highest at 60%, while Wales and the West Midlands scored the lowest at 50%.
- Exclusivist Hindus showed significant agreement with the prompt, scoring 71% compared to Muslims' 39% and Christians 38% (both of which are considerably below the national average). There is a 21% increase in the Exclusivist Hindu score compared to July 2024. There is generally greater agreement to the prompt amongst all exclusivist groups compared to the July 2024 tracker.
- Once again, Hindus showed significant support for the prompt at 60%- 14% higher than the faith group average. Muslims showed the least agreement at 37%, followed by Jews at 43% and Christians at 47%, all three scoring lower than the national average.

5.5 I would like to see more religion in the media.

- Wanting to see more religion in the media was inversely proportional to age, where younger participants were more likely to want more religion with 18-24s scoring 32% compared to 65+s who scored 11%.
- AB was most likely to want more religion in the media (19%), with all other social groups scoring 1-2% less than the national average.
- North West, Yorkshire, and Northern Ireland were most likely to support the statement (22%), while Wales scored the lowest at 11%.
- Exclusivists showed an above average propensity to be in agreement with the statement, with Muslims 33%, Christians 32%, and Hindus 26% higher than the national average.
- Members of faith groups were more likely to support the statement (albeit less than exclusivists), with Muslims at 46%, Jews and Hindus at 29%, and Christians at 23% - all higher than the national average.

5.6 It doesn't matter to me whether there is more or less religion in the media.

- There isn't an age-based trend in responses to this prompt, where the most agreement came from 18-24s (41%) and 55-64s (40%).
- DE was the only social group scoring higher than the national average (41%), showing the least interest in the extent of religion in the media. AB and C1 were both below average at 35% and 36% respectively, while C2 was exactly at the national average at 38%. Nonetheless, there is negligible variation amongst the groups.
- Participants from Scotland were the most indifferent to the amount of religion in the media at 42%, while those in the North West and South East were most likely to disagree with the prompt at 47%.

- Interestingly, exclusivists showed above average levels of disengagement with the level of religion in the media, with Hindus most indifferent at 47%, followed by Christians at 45% and Muslims at 42%- differences of 9%, 7%, and 4% respectively.
- Like their exclusivist counterparts, non-exclusivists had an above average likelihood of agreeing with the statement - apart from Jews, who were 4% below the national average and 7% below the faith group average. Hindus were the most indifferent at 45%, followed by Christians at 42% and Muslims at 39%.

5.7 Do you agree or disagree with the following statement

I am content with the way my religion tends to be portrayed in the media

Muslims felt the most aggrieved by their faiths portrayal in the media, this is unsurprising considering the focus news affords to Islamist extremism and terrorism and the conflation media outlets have made of the years between Islam and Islamism. Hindus were most satisfied with how their faith is portrayed in the media, considering the Hindu protests held against the BBC over the BBC's coverage of the unrest in Leicester in 2022 and issues pertaining to Modi's India this result is surprising and may indicate that those involved in the protests and the defund the BBC campaign are not necessarily representative of the whole.

- There was no incline or decline in contentment with the way religion tends to be portrayed by the media as one aged. All age groups were over 39% in agreement and ranging up to 48%, showcasing marginally higher levels of discontent over contentment.
- The West Midlands and Northern Ireland show the lowest levels of agreement with whether they are content with the way their religion is portrayed in the media at 33% and 30% respectively. Beyond the West Midlands and Northern Ireland the range for agreement was between 44% and 53%. Disagreement, understood to be discontent with media portrayal of one's faith, was not high across the regions instead there was a tendency towards selecting "I don't know or prefer not to say."
- Exclusivist Muslims were least in agreement with feeling content with the way their religion tends to be portrayed in the media at 31%. 61% of Muslims selected that they disagreed with this statement. Exclusivist Christians followed at 51% agreement. Exclusivist Hindus were in high

agreement and therefore felt the most content with how their faith is portrayed in the media at 71%.

- Jews and Muslims all showed high levels of discontent with how their faith is portrayed in the media. 54% of Jews disagreed that they were content with their portrayal as did 62% of Muslims, whereas only 14% of Hindus were in disagreement and 23% of Christians.
- Contentment in media portrayal of one's faith decreases as social grade lowers (51% AB - 40% DE). However, disagreement was unaffected. Lack of knowledge or unwillingness to answer the question did increase as the social grade decreased (21% AB - 33 DE).

Question 6a: Attitudes to extremism, secularism, identity and belonging and sense of personal religious freedom in the UK.

Summary

Age

Gen Z, the 18-24 year old age bracket were the least concerned about extremism, most in opposition to secularism and identified the least with being British. Earlier results showed this group also to be the most zealous about their faith, most impacted by their faith and, alongside the 25-34 year olds, the age group most likely to have converted. It would appear that increased religiosity amongst the youth may also be leading to an increased emphasis of faith identity over national identity and holding less value for secularism.

Area

Concern regarding extremism and a want for secular governance was high across the regions. London was the least concerned by religious extremism despite being the region most affected by terrorism. Regions with lower diversity, that are less affected by religious extremism, showed higher levels of concern. Northern Ireland was the region from which people felt the least free and safe to practise their faith suggesting ongoing religious tension in the region.

Exclusivist groups

Agreement between Muslims, Christians and Hindus was high on valuing secular governance and between Muslims and Christians on feeling British. Feelings of Britishness dropped considerably for Hindus. Feeling that one is free and safe to practise one's faith was equally high among Muslims and Christians and highest for Hindus.

Non-exclusivist groups

Concern over religious extremism was consistently high across all religious groups apart from Muslims. Hindus and Budhists afforded the most importance to secularism with Muslims and Sikhs least in agreement that law and religion should be kept separate. Those of Abrahamic faith felt most British whilst Sikhs,

Hindus and Buddhist felt greater affinity to their faith over their British identity. Jews feel the least free and least safe with respect to practising their religious beliefs at only 47% in agreement with this statement, a heavy contrast to 92% of Hindus, 69% of Muslims and 65% of Christians.

Social Grade

Social grades bore no impact on one's concern over extremism. All four stratas were over 80% in agreement, whilst there was a slight increase in favour of secularism for the highest social grade.

A lack of agreement with one feeling free and safe to practise their faith decreased with social grade decreasing, however this did not mean disagreement with statement increased, rather selecting that one was did not know/ was not willing to answer increased where agreement decreased.

Detailed analysis

Q6.1 Do you agree or disagree with the following statements?

Religious extremism poses a threat to British society

Concern over religious extremism was high across age groups, regions and religious groups. However, groups who had shown higher levels of religiosity, such as the 18-24 year old age group, the region of London and respondents from the Muslim communities showed lower levels of concern relative to other groups.

- All age groups were in 67% agreement and above with the statement that religious extremism poses a threat to British society. The 18-24 year old group were least in agreement at 67% there was a steady incline in agreement with the statement as age increased with 91% of the 65 plus group being in agreement.
- Region had little impact on concerns felt over religious extremism. London showed the lowest level of agreement with the statement that religious extremism poses a threat to British society at 74% and whilst the SouthWest was the most concerned at 90%.
- In the exclusivist group, Muslims reported the least concern at 54%, followed by Hindus at 59%, whilst Christians showed relatively high concern, 26% higher than Hindus at 85%.

- In the non-exclusivist group, Christian concern remained high at 85%, whilst Muslim concern remained relatively low at 53%. Buddhists and Jews were also highly concerned at 85% and 75% respectively. Non-exclusivist Hindus were considerably more concerned than their exclusivist counterparts with 70% in agreement with the statement.
- Social grades bore no impact on one's concern over extremism. All four stratas grades over 80% in agreement.

Q6.2 Do you agree or disagree with the following statements?

In Britain today, religion and law should be kept strictly separate

There is a decreasing concern for secularism amongst Gen Z relative to older generations, with 34% in a disagreement that religion and law should be kept strictly separate compared with 24% of the 65 plus group.

- All age groups were over 66% in agreement with the statement that in Britain today, religion and law should be kept strictly separate. There was a 10% difference between the youngest respondents and the oldest with a gradual and an almost consistent incline with age. 18-24 year olds (66%), 25-34 group (67%), 35-44 group (71%), 45-54 (69%), 55-64 (76%), 65+ (76%).
- All regions were over 67% in agreement. The highest agreement was found in the West Midlands at 67% and lowest in the East Midlands at 75%. With only an 8% difference between the region most in agreement and region least in agreement, the region provides little correlation.
- Both exclusivist Christians and exclusivist Muslims scored very similarly on whether religion and law should be kept strictly separate with only a 2% difference; exclusivist Christians scored highest at 60%, followed by Muslims at 58%. Exclusivist Hindus were in 100% agreement, however there were only 7 exclusivist Hindu participants.
- Agreement with the statement rose by 6% for non-exclusivist Christians compared with their exclusivist counterparts whilst non-exclusivist Muslims remained at 58% in agreement. Hindus were most in agreement at 82%, Buddhist (72%), Jews (68%) and Sikhs were least in agreement at 56%.

- Respondents from the highest social grade (AB) were the most in agreement with law and religion being kept strictly separate at 75%, all other grades were 70% in agreement.

6.3. Do you agree or disagree with the following statements?

I think of myself as being British just as much as I identify with my chosen religious faith

Summary

Gen Z are least likely to see themselves as being British as much as of their faith relative to older generations. This is in keeping with their increased religiosity and the importance they afford faith in their life.

Jews and Muslims are most in agreement with feeling just as much British as they did Jewish and Muslim. Hindus are the religious group that thinks of themselves the least as British as much as they think of themselves as Hindu. Religions emanating from the sub-continent were consistently in lower agreement with this statement, identifying more with their faith than being British when compared to those of Abrahamic faiths.

- The 18-24 group were least in agreement, 58%, with the statement that they think of themselves as being British just as much as they identify with their chosen religious faith. Agreement increased substantially with age up to 84% for the 65 plus age group. A difference of 26% shows a substantial variation in agreement with this statement as one ages.
- Unsurprisingly the region least in agreement with this statement is Northern Ireland at 43%. Agreement is pretty consistent elsewhere ranging from 64% (London) to 78% (SouthWest).
- Exclusivist Christians and exclusivist Muslims were both in high agreement with this statement, 77% and 73% respectively. Exclusivist Hindus and Hindus generally were in least agreement, 53% of exclusivist Hindus were in disagreement that they think of themselves as being British just as much as they identify with their chosen religious faith.
- Non-exclusivist Jews thought of themselves most, at 81%, as British as much as they felt themselves to be Jewish. Followed second by Muslims at 73%, then Christians at 72%. Agreement dropped considerably for faiths

rooted in the sub-continent with Sikhs, Buddhists and Hindus all between 50-60% agreement.

- Social grade bore no impact on whether one identified as equally both British and of their faith.

6.4 Do you agree or disagree with the following statement

The UK is a place where I feel completely free to practise my religious beliefs without fear or intimidation

Muslims and Christians feel similarly free and safe to practise their religious beliefs in the UK, whereas Jews feel the least safe, 22% less than Muslims and 24% less than exclusivist Muslims and Christians. Those responding from Northern Ireland feel least free and safe suggesting ongoing religious tension in the region.

- There was no incline or decline with age with respect to percentage agreement to feeling completely free to practise one's religious beliefs without fear or intimidation. 71% of the 65 plus age group agree with this statement followed by 68% of the 18-24 year olds.
- Northern Ireland expressed the least agreement with this statement at 51% followed by the SouthWest at 62%. Yorkshire and Humber feel the most free and safe with respect to practising their faith at 75%.
- 100% of exclusivist Hindus respondents² feel completely free to practise their religious beliefs without fear and intimidation, this was followed by 71% of exclusivist Christians and Muslims.
- Jews feel the least free and least safe with respect to practising their religious beliefs at only 47% in agreement with this statement, a heavy contrast to 92% of Hindus, 69% of Muslims and 65% of Christians.
- Social grade has little impact on whether one feels free and safe to practise their faith, however a lack of knowledge and unwillingness to answer the question did increase as social grade decreased (6% AB - 21% ED).

² Important to note that the exclusivist Hindu category only included 7 respondents and therefore cannot be considered to represent the whole.