

Monthly tracker - September 2024

Fifth data set. Tracking questions first asked between 30th August and 1st September.

2,835 UK adults polled, with a booster set of London residents.

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Question 1: Attitudes to personal faith

Summary

Age

Whilst results were not as divergent between age groups as they were last month, younger groups still showed a general trend of being in greater agreement with statements that indicate higher levels of faith influence, impact, practice and devotion.

Social grade

Social grade has an influence over whether one sees their faith as attached to their cultural heritage, whether faith has given them purpose and whether they think it has shaped their moral values. Social grade AB, the highest social grade, were consistently in the most agreement with these statements and agreement dropped as social grade decreased.

Area

Those from London and Northern Ireland were in most agreement with statements that indicated faith has a high impact and influence whilst the North East was consistently in the least agreement. A notable exception was agreement with the statement "I believe my faith to be the one true religion" for which respondents from Wales were in the least agreement.

Exclusivist groups

For most questions exclusivist Muslim and Hindus exhibited the highest agreement apart from agreement with the statement "my faith has shaped my moral values," for which Christians were in the most agreement. This is in contrast to last month's results where Muslims were in the most agreement.

Non-exclusivist groups

Compared to last month 10% more of Muslim respondents avoided telling people about their faith and Muslims were most avoidant of sharing their faith in the last four weeks. Anti-migrant rioting with demonstrations of Islamophobia took place in

the UK between the 30th July and 5th August and could explain a spike in reluctance to share one's faith amongst British Muslims.

Consistency between Muslim and exclusivist Muslim results indicate a more consistently practised and engaged faith in contrast to Christianity which has a clearer separation between exclusivist and non-exclusivist, indicating higher levels of cultural Christianity.

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 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 25-34 (50%) and lowest in over 65s (23%). There was a 27% distribution range, and agreement roughly fell progressively in line with the age group.
- The AB social grade reported the highest at 42%, with the DE social grade reporting the lowest at 28%.
- London reported the highest impact at 48%, followed by Northern Ireland at 38%. The North East reported the lowest impact at 21%. There was a 27% distribution range.
- In the exclusivist group, Muslims reported the highest impact at 70%, followed by Christians (68%), and Hindus (60%). There was a 10% distribution range.
- In the non-exclusivist group, Muslims reported the highest impact (60%), followed by Hindus (44%), Christians (30%) and Jews (24%).
 - There were significant reductions in the impact of faith between exclusivist and non-exclusivist groups.

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. Compared to last month 10% more of Muslim respondents avoided telling people about their faith and Muslims were most avoidant of sharing their faith in the last four weeks. Anti-migrant rioting with demonstrations of Islamophobia took place in the UK between the 30th July and 5th August and could explain a spike in reluctance to share ones faith for British Muslims. Age groups demonstrated 18-34 year olds are most avoidant of telling people about their faith.

- The 25-34 group (25%) scored highest, followed by the 18-24 group (22%). The lowest score was from the 55-64 group (6%). The 65+ group scored 8%.
- The differences between social grades were negligible, differing by 4%
- North West scored the highest at 20% followed by Yorkshire and Humberside and London (18%). Northern Ireland reported the lowest (4%).
- Exclusivist Hindus scored highest at 39%, followed by Muslims (33%) and Christians (21%).
- In the non-exclusivist group, Muslims reported the highest at 34%, followed by Budhists at 28%, Hindus and Jews at 18% and then Christians reporting the lowest at 11%.

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 figures, whilst exclusivist Christians are more than 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. Responses according to social grade were very similar to last month's survey results, suggesting there is a relation between social grade and one finding purpose through their faith.

- The 25-34 group reported the highest figures at 54%, and the lowest was reported by the 65+ group (25%).

- AB social grade reported the highest at 45%, with the DE social grade reporting the lowest at 32%.
- Once again Northern Ireland reported the highest figure at 45% and again the North East reported the lowest figure at 20%.
- In the exclusivist groups Muslims reported the highest figures (84%), followed by the Hindus (83%) followed by Christians (73%). The distribution range was 11%.
- In the non-exclusivist groups Muslims reported the highest figures (71%), followed by Hindus (52%) and Christians (34%).
 - There was a 39% difference between exclusivist and non-exclusivist Christians, but a 13% difference between exclusivist and non-exclusivist Muslims. Consistency between Muslim and exclusivist Muslim results indicate a more consistently practised and engaged faith in contrast to Christianity which has a clearer separation between exclusivist and non-exclusivist, indicating higher levels of cultural Christianity.

1.4. My faith is bound up with my cultural heritage

Social grade was influential over agreement with this statement, those in AB social grade being in most agreement.

- There was little relation between age and agreement with whether ones faith is bound up with their cultural heritage. The 35-44 group were in most agreement at 57% whilst the 45-54 were least in agreement at 43%.
- Social grade had a distinct influence over the response given to this question with the AB social grade once again reporting the highest level of agreement at 59%, and the DE social grade reporting the lowest at 42%.
- Northern Ireland reported the highest figure (72%). Yorkshire and Humberside reported the lowest figure (35%).
- Results differed to last month for all exclusivist groups suggesting that membership of one's faith group plays a lesser influencing role on how one responds to this question. Hindus scored highest (75%), followed by Muslims (66%) and Christians (65%).

- In the non-exclusivist group, Hindus scored the highest (77%), followed by Muslims (62%), Jews (56%) and Christians (48%).
 - Between the exclusivists and non-exclusivists, non-exclusivist Muslims and Hindus agreed similarly, whilst exclusivist Christians had a 17% difference.

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.

- There was little disaggregation between the youngest and oldest group and no clear incline or decline in agreement with the ageA 25-34 group reported the highest figure at 71% and the 55-64 reported the lowest (61%).
- Once again the AB social grade reported the highest at 73%, with the DE social grade again reporting the lowest at 56%.
- London and Northern Ireland scored the highest (79%). The North East reported the lowest figure (56%).
- In the exclusivist groups, Christians reported the highest figure (93%), followed by Muslims (91%) and Hindus (63%).
- In the non-exclusivist groups, Muslims scored highest (81%), followed by Hindus (67%) and Christians (65%).
 - Between the exclusivist and non-exclusivist groups respectively, Muslims showed the highest similarity, followed by Hindus and again a significant difference between Christian groups (93% and 65%).

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

Answers to this question inform whether a respondent is classified as "exclusivist or non-exclusivist." 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 (46%) and the 65+ group reported the lowest (18%). There was a consistent decline as age increased.
- The AB social grade reported the highest at 34%, with the DE social grade reporting the lowest at 25%.
- Northern Ireland reported the highest figure (46%). Wales reported the lowest (9%).
- Exclusivist groups 100%.
- In the non-exclusivist groups Muslims scored highest (75%), followed by Hindus (35%) and Christians (26%).

Question 2: Attitudes to personal faith, whole sample

Summary

Age

Gen Z are the most interested in faith and most positive about it, whilst also being open to changing their mind and are the most likely to have converted.

The 65 plus group is the most tolerant towards having a PM of any faith.

Social grade

Social grade often bore little influence as there was little divergence or divergence without a clear incline or decline. However tolerance towards a PM of any faith decreased in line with in social grade.

Region

Scotland showed the highest tolerance towards a PM of a different faith and lowest levels of interest in faith as one gets older. London was the most positive about the role of religion in society and relatively high for whether someone has converted.

Exclusivist groups

Muslims are the most positive about the role of religion in society and the most likely to have converted. Hindus were the most positive about having a PM of a different faith and most open to changing their mind about faith.

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. Buddhists are most likely to have converted followed by Muslims. There was consistently high agreement that a person of any faith can be PM.

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. Respondents from London were in most agreement whilst those in Scotland were least likely to agree that faith and religion are generally a force for good. Exclusivists of all faiths are in broad agreement, whilst Hindus are the most likely to agree amongst non-exclusivists.

- The 18-24 group reported the highest figure of 52% and the 35-44 group reported the lowest (34%).
- The AB social grade reported the highest at 43%, with the DE social grade reporting the lowest at 34%.
- London reported the highest at 50%, and Scotland reported the lowest at 33%.
- In the exclusivist groups, Hindus reported the highest (89%), Muslims at 83%, and Christians at 80%.
- In the non-exclusivist groups, Muslims scored the highest (78%), followed by Hindus (74%) and Christians at 55%.

2.2. I am open to changing my mind about faith

Once again the younger respondents were most open about changing their mind about faith. In keeping with last month's results, Hindus of both groups were the most likely to be open to changing their mind about faith. Christians and Muslims were equally opposed to changing their faith.

- The 18-24 group scored the highest with 40% and the 55-64 and 65+ group scored the lowest with 22%.
- The AB social grade reported the highest at 31%, with the C2 and DE social grade reporting the lowest at 26%.
- Northern Ireland respondents were in the most agreement at 32%. North East and Yorkshire and Humberside scored the lowest at 25%.
- In the exclusivist group Hindus scored highest (69%), followed by Christians and Muslims at 25%.

- In the non-exclusivist group Buddhists scored highest with 51%, followed by Sikhs at (46%), Hindus (44%), Christians (28%) and Muslims (24%).

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

Akin to the previous months, the younger age groups are the most likely to agree with this statement, suggesting that those under the age of 34 are much more likely to have converted into their current faith. Buddhism is the most converted into faith, followed by Islam.

- The 18-24 year old and 25-34 group scored the highest with 19% and thereafter there was a decline to 7-9% for all older groups. The 55-64 groups scored the lowest with 7%.
- There was a difference of 1% between social grades showing it has no influence over conversion.
- Yorkshire and Humberside reported the highest score at 18%, followed by London at 15%, with the lowest score coming from the East Midlands (7%).
- In the exclusivist group Muslims scored highest with 24%, followed by Hindus (23%) and Christians scored the lowest with 15%.
- In the non-exclusivist group, Buddhists scored highest at 42%, followed by Muslims at 24%, Sikhs (24%), then Christians (7%) and then Jews (3%).

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 suggesting they are at the peak of their interest in faith in the younger age brackets. Exclusivist Hindus are most in agreement, but Muslims are the most amongst non-exclusivists.

- The 18-24 group scored the highest with 49% and the 65+ group scored the lowest with 23%. There was a consistent decline in agreement with age.
- Differences between social grades were negligible.
- Respondents from London were in the highest agreement at 40%, with the lowest level of agreement coming from Scotland (20%).

- In the exclusivist group Hindus scored highest with 82%, followed by Muslims (75%) and Christians (68%).
- Non-exclusivist Muslims scored highest with 69%, followed by Hindus (61%), and Christians (38%).

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 Christians - of both the exclusivist and non-exclusivist groups - are in relatively high agreement that they are less interested in issues of faith now compared with when they were younger.

- The 65+ group scored highest with 49% and the 18-24 group scored the lowest with 29%.
- Differences between social grades were negligible.
- Scotland reported the highest figure with 55%, with East Midlands reporting the lowest figure with 35%.
- In the exclusivist group, Christians scored highest with 29%, followed by Muslims (24%).
- In the non-exclusivist group, Jews scored highest with 38%, followed by Christians (37%) and Hindus (30%) and Muslims (26%).

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

Of this question, the 65 plus year olds were most likely to agree. The higher the social grade the higher the agreement. There remains high agreement between Muslims and Hindus, agreement drops for Christians.

- The 65 plus group scored highest with 72% and the 35-44 group scored the lowest with 60%, while the 18-24 group scored the second highest at 71%. There was no clear trend of incline or decline in agreement with age.
- The AB social grade reported the highest at 73%, with the DE social grade reporting the lowest at 57%. Agreement from the DE social grade has decreased more than 10% since last month.
- Scotland reported the highest figure with 72%. The North East reported the lowest figure with 58%.
- In the exclusivist group, Hindus scored highest with 94%, followed by Muslims (75%) and Christians (69%).

- In the non-exclusivist group, Jews were most in agreement at 75% followed by Muslims (74%), followed by Hindus (73%), and then Christians at 68%.

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

Younger respondents were more supportive of people talking about faith in the workplace and British politicians talking about their faith in public. However, older respondents were more inclined to affirm the importance of the UK's Christian heritage. There was a general agreement among age groups on whether British politicians should listen to faith leaders and the influence of faith on Western values.

Region

There were no clear patterns between regions in this data set. Differences between regions were lowest on whether British politicians should listen to faith leaders and greatest on the value of people talking about faith in the workplace.

Social Group

Social groups were most divided on the influence of faith on Western values, and most unified on whether people should talk about faith in the workplace and the importance of Christian heritage to the UK. Group AB scored highest on all questions except whether people should talk about their faith in public, on which DE was in the highest agreement.

Exclusivist Groups

Christians scored highest on the positivity of British politicians talking about their faith in public, the importance of Christian heritage, and the influence of faith on Western values. Hindus were in significantly higher agreement that people should not talk about their faith in the workplace and equal agreement with Christians that faith has influenced Western values. Muslims scored highest on the importance of politicians consulting faith leaders. Responses between groups were most divided on people talking about faith in the workplace and most unified on the importance of politicians listening to faith leaders.

Non-exclusivist Groups

Buddhists were in greatest agreement that people should not talk about faith in the workplace and the influence of faith on Western values. Sikhs scored highest on the importance of politicians listening to faith leaders. Muslims scored highest in affirmation of politicians talking about their faith in public, and Christians on the importance of Christian heritage. Responses were most divided on whether politicians should listen to faith leaders (perhaps due to a 31% difference between a high Sikh response, 69%, and a low Buddhist response, 38%) and most unified on the importance of politicians talking about their faith in public.

Detailed Analysis

3.1 People should not talk about their faith in the workplace

Exclusivist Hindus were twice as likely to believe that people should not talk about their faith in the workplace than exclusivist Christians and Muslims.

- Agreement with this statement increased proportionately with the age of participants. Respondents aged 18-24 were least likely to agree (25%) and 65+ respondents were most likely to agree (50%). There was a 25% difference between the lowest scores (18-24) and the highest (65+). This distribution is the highest of all questions in this data set, showing that this question elicited the lowest agreement between age groups.
- The DE social grade was in highest agreement with this statement (41%), followed by AB (39%), C1 (38%) and C2 (37%). This showed a small distribution of only 4% - the lowest in the data set. This shows a high agreement between social groups on this statement.
- Northern Ireland showed the highest agreement with this statement (50%) and Wales the lowest (29%). London took a central position of 39%. There was a 21% distribution range. This was the highest distribution of all questions in the data set, showing that this question elicited the greatest diversity in responses between regions.
- Agreement was highest among exclusivist Hindus (77%), followed by Christians (35%) and Muslims (31%). This was a significant difference

between exclusivist groups of 46% - the highest of all questions in this data set.

- In the non-exclusivist group, Muslims were least likely to agree with the statement (28%), followed by Christians (36%). Buddhists showed the highest agreement (50%), followed by Hindus (42%). There was a 22% distribution range, which shows a mid-range agreement between non-exclusivist groups on this statement.

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

Non-exclusivist groups were more unified on the importance of politicians publicly speaking about their faith than any other question in this data set.

- While agreement with this statement was highest in the 18-24 group (47%) and lowest in the 65+ (34%), scores were fairly evenly distributed between the remaining groups: 25-34 (46%), 35-44 (35%), 45-54 (42%), 55-64 (37%). There was a distribution range of 13%, which was lower than other questions in this data set. This shows there was a moderate agreement between age groups on this statement.
- The AB social group scored the highest on this question (47%), followed by C1 (42%), C2 (34%) and DE (34%). At 13%, this was the second-highest distribution of scores in this data set, showing a higher level of disagreement between social groups on this question than others in the data set.
- Wales was in highest agreement with this statement (51%), closely followed by London (46%). Scotland scored lowest at 32%. At 19%, this is the second-highest distribution value between areas, showing higher levels of disagreement between groups on this question than others in the data set.
- Exclusivist Christians scored highest (72%), followed by Muslims (66%) and Hindus (44%). There was a 28% difference in distribution.
- In the non-exclusivist group, Muslims scored highest (61%), followed by Jews (56%) and Christians (52%). Hindus were in the least agreement with this statement (41%). The distribution range was 20%, which was the lowest of the data set, showing that non-exclusivist groups were in the highest agreement on this question than others in the data set.

3.3 Christian heritage is an important aspect of British culture

Social grades showed the highest unity on the importance of Christian heritage to British culture (in addition to 3.1.)

- Agreement with this statement increased with the age of respondents. The 18-24 and 25-34 groups were in least agreement with respective scores of 57% and 55%. The 65+ group showed the highest agreement (77%). The distribution range was 22% - the second highest of the data set. This shows there are relatively high levels of disagreement between age groups on this question compared to others in the data set.
- Social group AB scored the highest (67%), followed by C1 (66%), DE (64%), and C2 (63%). At 4% distribution, social groups were in high agreement on this statement.
- The North East showed the highest agreement with this statement (77%) and Northern Ireland and Scotland showed the least with both at 61%. London took a more central position at 68%. The distribution was mid-range compared to other questions in the data set at 16%.
- Exclusivist Christians showed the highest agreement with the statement (92%), followed by Hindus (85%) and Muslims (63%). There was a mid-range distribution of 29%.
- In the non-exclusivist groups, Christians scored the highest (84%), followed by Buddhists (83%), Sikhs (81%), Hindus (70%), Muslims (65%). Jews scored lowest (54%). At 30% distribution, this question showed the second-highest disagreement between non-exclusivist groups in the data set.

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

There was more unity across age groups and exclusivist groups on the importance of politicians listening to faith leaders than on any other question in the data set.

- There was high agreement between age groups on this question - it showed the lowest distribution at 8% of questions in this data set. The

35-44 group gave the lowest score (41%) and the 25-34 group gave the highest (49%).

- Agreement was highest in the AB social group (51%), followed by C1 (45%), C2 (43%), and DE (40%). There was a mid-range distribution of 11%.
- London showed the highest agreement with this statement (52%), followed by Northern Ireland (48%). Scotland and the North East showed the least agreement at 38%. At 14%, this was the second-lowest distribution range, showing a higher level of agreement between areas on this question than others in the data set.
- Exclusivist Muslims scored highest (73%), followed by Christians (71%) and Hindus (64%). At a 9% distribution, this question showed the highest agreement between exclusivist groups.
- The opposite was found in the non-exclusivist group. Responses to this question showed the highest distribution of questions in this data set at 31%. Sikhs scored highest (69%), followed by Muslims (66%), Jews (59%), Hindus (54%), Christians (54%) and Buddhists (38%).

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

Social grades showed more division on the influence of faith on Western values than on any other question on the data set.

- The 35-44 group showed the least agreement with this statement (47%). The highest agreement was found in the 18-24 and 65+ groups at 61%. There was no significant correlation with age.
- This question compared to others in the data set showed the greatest distribution among the social groups at 17%. This means there was a higher level of disagreement between social groups on this question than others in the data set. The AB group scored highest (65%), followed by C1 (54%), C2 (48%) and DE (49%).
- The South West showed the highest agreement on this statement (59%), followed by Scotland and London at 57%. The North East gave the lowest score (47%), followed by the West Midlands (51%). At a distribution of 12%, regions showed the highest agreement on this question over others in the data set.

- Exclusivist Christians and Hindus scored highest on this statement (82%), and Muslims scored lowest with 63%. These responses showed a mid-range distribution of 19%.
- In the non-exclusivist group, Buddhists scored the highest (77%), followed by Sikhs (73%), Christians (66%), Muslims and Hindus (57%), and Jews (54%). There was a distribution of 23%.

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

Summary

Age

All age groups were overwhelmingly supportive of the view that people should understand what major religions are about, with all scoring higher than 50%. Younger groups were more likely to have a better understanding of other religions, where 18-24s scored 64% compared to 48% of 55-64s. Interestingly, older participants were more likely to have learned about other religions through their representations in film/media (35%) than from friends from other faith groups (25%). Meanwhile 18-24s were more likely to learn through friends (51%) compared to representations in media (44%).

Region

Participants in London and Wales feel they are more informed about different religions, and do so through engaging with friends from different faiths (50% of those in London), and the representations of religions in different forms of media (43% for London and Wales), scoring the highest and second highest in the two categories respectively. Interestingly, while the South West emerged as the region least likely to report a good understanding of other religions, it attributed the most importance to understanding them (63%).

Social Group

There was a generally declining trend amongst social groups, where AB was most likely to report a better understanding of religions, and greater exposure through friends and media representations compared to DE. Similarly, AB was most likely to attribute importance to understanding other religions (79%), whereas DE scored 57%.

Exclusivist Groups

While exclusivist Hindus were most likely to support the view that they have a good understanding of other religions (84%), it was very interesting to see that 91% of exclusivist Hindus believe it doesn't matter whether or not we understand other

religions. *Exclusivist Christians continue to be the group with the least understanding of other religions, and the least likely to be learning through friends or media representations. Nonetheless, exclusivist Christians attribute a considerable importance to knowing about other religions, scoring 78%. Exclusivist Muslims are most likely to state they know about other religions and that it is important to know about them.*

Non-Exclusivist Groups

Much like their exclusivist counterparts, Hindus appeared to have a good understanding of other faiths (73%), and were confident in their knowledge of other religions (only 22% agreed with the statement that they had a poor understanding of their religions), though they were also most likely to be indifferent towards the need to understand other religions (46%). Muslims were the most engaged with other religions and the need to understand them, though they were 9% more likely to learn through friends instead of representations in the media. Christians were least likely to report a good understanding of other religions, though were the least indifferent to whether people have an understanding of other religions (only 23% agreed with the prompt). Christians were 6% more likely to learn through media representations than through their friends.

Detailed Summary

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

- 18-24s were most likely to state that they had a good understanding of what a wide variety of religions believe in and why (64%) - this was 8% higher than the national average. 55-64s were least likely to agree at 48%.
- AB was 23% more likely than DE to say they have a good understanding of other religions.
- London and Wales had the highest score (65%) - 9% higher than the national average, while the South West had the lowest score (46%), 10% lower than the national average.
- All exclusivist groups showed an above average likelihood of having a good understanding of other religions, with the exclusive group average

being 71%, compared to the national average of 56%. Exclusivist Hindus were most likely (84%), while exclusivist Christians were least likely (69%) to agree with the statement.

- Hindus and Muslims were most likely to agree (73%), scoring 16% higher than the religious group average. Christians were least likely to agree at 54%.

4.2 I feel I have a poor understanding of most religions

- Older participants (65+) were most likely to agree with the prompt at 37%, while younger respondents (18-24s) were least likely at 29%.
- C2 had the highest score for this prompt (37%), followed by 36% for DE. AB scored lowest at 30%.
- The South West had the highest score (40%) compared to the lowest in the South East (28%), followed by London and Wales (30%).
- Exclusivist Hindus were most likely to agree with the statement (34%), while exclusivist Muslims were most likely to disagree (68%).
- Christians scored the highest (36%), while Hindus scored the lowest (22%)- 12% lower than the religious group average.

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

- 18-24s were 13% more likely than the national average (33%) to learn about other religions through friends. 55-64s were least likely at 24% - a difference of 22% from the youngest group of participants.
- AB was most likely to agree with the statement (39%), while DE was least likely (26%).
- 50% of participants in London agreed with the statement (17% higher than the national average) compared to 24% in Scotland, 25% in the East Midlands, and 26% in the South West.
- 57% of exclusivist Muslims agreed with the prompt compared to 44% of exclusivist Christians. The Exclusivist group average was 15% higher than the national average (33%).
- Hindus were most likely to agree with the statement (59%), followed by Muslims (55%). Christians scored the lowest at 36% - only 3% higher than the national average.

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

- Representation in the media was the most popular for 25-34s (46%), while it was least popular amongst over 65s (34%). It appears that 55-64s were 13% more likely to learn through representations compared to friend groups, while 18-24s were only 5% more likely to learn through friends compared to representations.
- There was negligible difference in responses to this prompt, where the highest (C1, 41%) varied from the lowest (DE, 38%) by only 3%.
- The East Midlands scored the highest (50%), followed by London and Wales (43%). The lowest score was in the North East (35%).
- Exclusivist Hindus were the most likely to agree with the prompt (77%), followed by exclusivist Muslims and exclusivist Christians (46%).
- Hindus were most likely to agree with the statement (57%), while Christians least likely (42%). Muslims were 9% more likely to learn through friends than through representations. Christians were 6% more likely to learn through representations than friends.

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

- 55-64s were least likely to agree with the statement (61%), while 25-34s showed the most agreement (73%). 18-24s and over 65s showed similar levels of agreement at 72% and 70% respectively.
- A significant majority of respondents from all segments agreed with this statement, with 79% of AB and 57% of DE - still higher than 50%.
- Wales scored the highest (77%), followed closely by London (75%). The North East emerged as the least likely to agree with the statement (57%) - 11% lower than the national average.
- 79% of exclusivist Muslims and 78% of exclusivist Christians agreed with the statement compared to 67% of exclusivist Hindus - 12% less than the exclusivist group average of 79%.
- There was negligible difference between the responses of different groups, all scoring higher than 70%, and within a range of 4%.

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

- All age groups overwhelmingly disagreed with the statement, all scoring higher than 50%.
- All groups showed relative disagreement to the statement, all scoring 46% or higher. DE showed the least disagreement (46%).
- Participants in Scotland showed the highest agreement (30%), while the South West and Wales showed the highest disagreement (63% and 60% respectively).
- 91% of exclusivist Hindus agreed with the prompt. This is 60% higher than the exclusivist group average and 66% higher than the national average.
- 46% of Hindus agreed with the prompt, followed by 26% of Muslims and 23% of Christians. Hindus were 22% more likely than the religious group average to agree with the statement.

Question 5: Attitudes to media coverage, whole sample

Summary

Age

This month's results continue to demonstrate that younger people are most likely to be critical of media coverage of religions, whilst continuing to want religion to be covered more in the media. Compared to 57% of over 65s that wanted to see less religion in the media, 18-24s scored only 35%. The national average was 50%. Additionally, 50% of 18-24s believed that some religions have been presented more negatively than others, and 29% of 25-34s believed that all religions were portrayed negatively in the media.

Region

Participants in Northern Ireland appear to be the most critical of media coverage, where they tend to think that there is more negative coverage towards some religions (55%). Interestingly, 56% of respondents in Northern Ireland also wanted to see less religion in the media.

There were no observable trends for other regions.

Social Group

Higher social groups (AB, C1) were more critical of media coverage, and showed higher interest in wanting to see more religion in the media compared to lower groups (C2, DE). Interestingly, there was negligible difference in responses to the question 'I would like to see less religion in the media', where the lowest agreement was 50%. The indifference of AB and DE to the amount of religion in the media was very close (40%, 41% respectively), though this score was marginally lower for the C group.

Exclusivist groups

Exclusivist Hindus were most critical of the media, though were more inclined to think media coverage was biased against some religions (68%) as opposed to it being biased against all religions (48%). Notably, 73% of Exclusivist Hindus shared they wanted to see less religion in the media. Exclusivist Christians were least critical of

the media, as they were most likely to find coverage to be balanced, and least likely to think some (or all) religions were being portrayed negatively by the media. Exclusivist Muslims were likely to be critical of the media, though were more likely to think some religions were being portrayed negatively (65%) compared to all religions being portrayed negatively (46%). Muslims were also most likely to want more religion in the media (52%).

Non-exclusivist groups

Hindus were least likely to think that media portrayal in the last four weeks has been balanced, and were likely to think that some religions have been portrayed more negatively (48%). 55% of Hindus want to see less religion in the Media. Muslims are the most critical of the media, where they were most likely to think the media portrays some religions more negatively (60%), and that all religions are portrayed negatively (41%). Muslims were also most likely to want to see more religion in the media (47%). Christians were less critical of the media, and least likely to want more religion in the media (20%).

Detailed analysis

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

- 45-64s were least likely to agree with the statement (18%). Over 65s were only 1% more likely to agree compared to 18-24s (21%).
- AB, C1, C2 scored 22%, 21%, 23% respectively, while DE scored significantly lower at 15% - 5% lower than the national average.
- Participants in London were most likely to agree with the prompt (26%), compared to those in Northern Ireland (16%), who were least likely.
- Exclusivists were 10% more likely than the national average to agree with the prompt. Exclusivist Hindus agreed the least at 25% compared to exclusivist Christians at 34%.
- Hindus were significantly less likely to agree with the prompt at 18%. Muslims were most likely (27%), followed by Christians (25%).

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

- There was a 10% variance in the responses for different age groups, where 18-34s were most likely to agree that some religions had been covered more negatively than others (50%), while 45-54s were least likely to agree (40%).
- 51% of AB respondents have found media coverage to be biased compared to only 37% of DE respondents.
- Participants from Northern Ireland and the North East were the most likely to find the media presented some religions more negatively, with 55% agreeing with the statement. Scotland was the least likely to agree (39%).
- Majority of Exclusivists agreed with the statement, where even exclusivist Christians, despite being the least likely to agree, crossed the 50% threshold at 56%. Exclusivist Hindus were most likely to agree with the statement at 68%.
- 60% of Muslims were likely to agree with the statement - this is 14% higher than the religious group average, and 16% higher than the national average. Christians were least likely to agree at 44%, followed by Hindus at 46%.

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

- 24-34s were the most likely to agree with the statement, scoring 9% higher than the national average of 20%, while 65+ was the least likely to agree at 14%, showing a variance of 15%.
- AB scored 23%, 3% higher than the national average, while C1 and DE scored 2% and 5% lower than the national average respectively.
- Participants in the North East were most likely to agree with the statement (30%), while those in Northern Ireland were the least likely to agree (14%).
- Exclusivist Hindus (48%) and Muslims (46%) were most likely to agree with the statement, while exclusivist Christians were least likely (33%).
- 41% of Muslims agreed with the statement - 12% higher than the second most likely group of Hindus, and 21% higher than the least likely group of Christians.

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

- 57% of over 65s shared that they wanted to see less religion in the media. Meanwhile, only 35% of 18-24s agreed with the statement. This is 15% lower than the national average of 50%.
- 50% or higher for all groups shared they wanted to see less religion in the media. The highest agreement for the prompt was from the C1 group (51%).
- The South East (57%) followed by Northern Ireland (56%) were most likely to agree with the prompt. The North West was the least likely to agree (43%).
- The exclusivist average was 15% lower than the national average. 73% of exclusivist Hindus shared that they wanted to see less religion in the media. This is 38% higher than the exclusive group average of 35%. Exclusivist Muslims were least likely to support the statement (29%).
- 55% of Hindus want to see less religion in the media, followed by 41% of Christians and only 29% of Muslims.

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

- As expected, 18-24s were most likely to want to see more religion in the media, with 26% agreeing with the statement compared to only 8% of 55-64s.
- AB (21%) and C2 (16%) showed the highest agreement with the statement, while DE was at 10% - almost half of AB.
- 22% of participants in London agreed with the prompt, followed by 20% of those in Northern Ireland. Wales and the North East were the least likely to agree at 10%.
- 52% of Exclusivist Muslims wanted to see more religion in the media compared to 34% of Hindus.
- 47% of Muslims want to see more religion in the media, followed by 23% of Hindus and 20% of Christians.

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

- There was little variation in the responses to this question, with all groups scoring in the range of 41% (18-24s), and 38% (24-44s).

- AB and DE groups scored within 2% of each other at 42% and 40% respectively, while C2 was the lowest at 35%.
- Participants in Wales were the most indifferent, with 50% of participants agreeing compared to 32% in the West Midlands (lowest).
- There was negligible difference in responses of exclusivist groups to this question, with exclusivist Christians and Muslims scoring 40% and exclusivist Hindus scoring 39%.
- Apart from the Muslims (36% agreement), there is little difference between the Christian and Hindu responses (42%, 44% respectively). The religious group average is only 3% higher than the national average.