

## Monthly tracker - October 2024

Sixth data set. Tracking questions first asked between 27th - 29th September 2024.

2,072 UK adults polled by Whitestone Insight. Whitestone Insight is a member of the British Polling Council and abides by its rules.

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### Age groups

#### Summary

#### **Question 1**

Younger populations were more likely to avoid speaking about their faith, with reluctance declining as age increased. However, young people were more likely to have found purpose in their faith than older populations. There was no relationship between age and responses regarding self-reported freedom of religious expression and whether religion is a force for good. There was high agreement across age groups that someone of any faith should be PM.

#### **Question 2**

Younger populations were more likely to report that faith had been a significant factor in their lives in the last four weeks. Respondents under 35 were more likely to be open to changing their minds about faith and reported being more interested in faith now than when they were younger. Respondents under 44 were less likely to agree that Christian heritage is important to British culture. While most age groups broadly agreed that religion and law should be separated, the 18-24 group stood out by showing significantly lower agreement with this idea. Older populations were more likely to see their British identity as equal to their religious identity.

#### **Question 3**

The results showed the desire for and acceptance of religious expression was higher among younger populations and that perceptions of the threat posed by religious extremism to the UK increased with age. Respondents under 44 were less likely to agree that people should not talk about their faith in the workplace, with agreement rising with age. Younger populations were more likely to agree that politicians talking about their faith is a positive thing. Age was not a factor in responses to whether politicians should consult with faith leaders. Perceptions of the threat posed by religious extremism to the UK increased with age.

#### **Question 4**

While younger populations were found to have higher confidence in their knowledge of world religions, they were also marginally less certain of the importance of religious knowledge. Given the consistent finding of higher religiosity among young people, we could surmise that their openness to religious diversity is such that they may consider the specifics of faith immaterial to their acceptance of people from different faith groups. Younger populations showed higher confidence in their knowledge of world religions. There was no significant correspondence between age and beliefs of possessing inadequate religious knowledge. There was high agreement across age groups on the importance of religious knowledge. However, there was also a marginally higher agreement among younger populations that religious knowledge didn't matter.

#### **Question 5**

Younger populations were marginally more likely to perceive media coverage as generally balanced. However, they were also more likely to agree that it portrays some groups more negatively than others and that its coverage can be negative towards religion more generally. The 18-24 also stood out from all other groups regarding whether they wanted less religious media coverage. While all groups over 25 showed similar agreement, the 18-24 group showed significantly lower agreement with this question.

#### **Detailed analysis**

- 1. Question one
  - a. In the last four weeks, I have avoided telling people about my faith

Younger populations were more likely to agree with this statement than older populations, with agreement declining proportionately as age increased. 34% of the 18-24 sample agreed with the statement compared to 12% of the 65+ group. At 23%, the distribution was 4% higher than the average for the age variable across the entire data set (19%). This shows a higher-than-average divergence of opinion according to age on this question and a direct relationship between age and agreement.

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

Younger populations were more likely to agree with this statement than older populations, with agreement declining proportionately as age increased. 62% of the 18-24 sample agreed with the statement compared to 30% of the 65+ group. At 32%, the distribution was the highest across the age variable, sitting 13% higher than the average. This shows that this question elicited the greatest divergence of opinion according to age and a direct relationship between age and agreement.

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

Responses to this question showed no relationship to age. The 45-54 sample showed the lowest agreement at 56%, the 65+ group the highest at 74%, while the 18-24 group gave a value of 71%. Distribution was at 18%, placing it 1% lower than the average. This shows higher agreement between age groups on this question with no direct relation to age.

d. Faith and religion are generally a force for good in society

There was no clear relationship to age on this question. While the 18-24 sample showed the highest agreement at 56%, the 45-54 sample showed the lowest at 27%, and the 65+ sample gave a value of 40%. The distribution was 29% - 10% higher than the average. This shows a higher-than-average divergence in opinions by age on this question.

#### e. Someone of any faith should be able to be Prime Minister

There was no relationship between age and agreement on this question with all groups showing high agreement. The distribution was the lowest across the data at 8%. The 25-34 and 35-44 groups showed the highest agreement at 71% and the 45-54 group showed the lowest at 63%.

#### 2. Question two

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

There was a relationship between age and agreement on the question, with agreement declining proportionately as age increased. The 18-24 group showed agreement at 54%, the 25-34 group at 55% and the 55-64 and 65+ groups at 27%. At 28%, the distribution indicates a higher-than-average divergence of agreement, sitting 9% above the average for age across the entire data set (19%).

b. I am open to changing my mind about my faith (including the lack of it if applicable)

There was a broad yet nonlinear decline in agreement as age increased. The 18-24 group showed agreement at 36%, the 25-34 group at 37% and the 65+ group at 15%. Respondents under the age of 35 were more likely to agree with this statement. Figures dropped from 37% in the 25-34 group to 22% in the 35-44 group and continued to decline thereafter. At 22%, the distribution indicates a higher-than-average divergence of agreement, sitting 3% above the average.

c. I am more interested in issues of faith now than when I was younger

There was a relationship between age and agreement on this question, which showed a similar pattern to the previous question. Agreement declined as age increased, with the 18-24 group showing agreement at 45%, the 25-34 group at 42% and the 65+ group at 24%. Respondents under the age of 35 were again more likely to agree with this statement. Figures dropped from 42% in the 25-34 group to 27% in the 35-44 group and declined thereafter. At 21%, the distribution indicates a higher-than-average divergence of agreement, sitting 2% above the average.

#### d. Christian heritage is an important aspect of British culture.

While agreement with this statement increased with age, perhaps the most distinctive pattern was that the data broadly fell into two groups. Respondents between 18 and 44 shared similar results (with the 25-34 group showing the lowest agreement at 52%). The same applied to respondents between 45 and 65+ (with the 65+ group showing the highest agreement at 76%). Distribution

was at 24%, showing a higher-than-average divergence of opinion on this question - 5% above the average.

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

The 18-24 group showed significantly lower agreement with this statement than all other groups, with respondents over 25 showing similar values. The 55-64 group was the exception, which showed a significantly higher agreement than others at 82%. At 21%, the distribution was 2% above the average, showing a higher-than-average divergence of opinion on this question.

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

There was a clear relationship between age and agreement on this question, with agreement increasing as age increased. The 18-24 and 25-34 showed the lowest agreement at 25% and the 65+ group the highest at 55%. The distribution was 30% (the second highest of the data set), showing a higher-than-average divergence of opinion on this issue.

#### 3. Question three

a. People should not talk about their faith in the workplace

While agreement with this statement increased with age, perhaps the most distinctive pattern was that the data broadly fell into two groups. Respondents between 18 and 44 shared similar results (with the 25-34 group showing the lowest agreement at 32%). The same applied to respondents between 45 and 65+ (with the 55-64 group showing the highest agreement at 46%). Distribution was at 14%, showing higher agreement between groups on this question - 5% below the average.

#### b. British politicians talking about their faith is a positive thing

Agreement on this question broadly increased as age decreased, with the 18-24 group showing the highest agreement at 52% and the 45-54 group showing the lowest at 36%. The 65+ group had an agreement value of 39%. At 16%, the distribution showed higher agreement than the average between age groups on this issue.

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

There was no relationship between age and agreement on this question. The 18-24 group had the highest agreement at 55% and the 45-54 group had the lowest, but responses between ages 25 and 65+ were similar. The distribution was 14%, which reflects a stronger-than-average agreement between age groups on this question.

d. Religious extremism poses a significant threat to British society.

Agreement with this statement increased proportionately as age increased. The 18-24 group showed the lowest agreement at 67% and the 65+ group the highest at 89%. There was a steady incline with age. The distribution was 22%, showing a higher-than-average divergence on this issue.

#### 4. Question four

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

Figures broadly corresponded to a decline in agreement with age, albeit not a linear decline. While the 35-44 group showed the highest agreement and the 65+ group showed the lowest at 48%, the 18-24 group was close to the highest value at 65%. At 20%, the distribution was 1% above the average, showing a marginally above-average divergence between age groups on this question.

b. I feel I have a poor understanding of most religions

There was no significant correspondence between age and agreement on this question. The 35-44 group showed the lowest agreement at 31% and the 65+ group the highest at 42%. The distribution was low at 11%, showing considerable agreement between age groups on this issue.

c. It is important to be able to understand what major world religions are about

There was high agreement between age groups on this question. The 25-34 and 35-44 groups shared the highest agreement at 73% and the 45-54 group was the

lowest at 65%. The distribution was the lowest of the data set for age at 8%, which it shared with question 1.5.

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

There was a relationship between age and agreement on this question, with a progressive albeit small decline in agreement as age increased. The 18-24 group showed the highest agreement at 35% and the 65+ group the lowest at 24%. However, at an 11% distribution, there was a higher-than-average agreement between age groups on this question.

#### 5. Question five

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

There was a marginal decline in agreement with age in this question. While the 18-24 group showed the highest agreement at 33% and the 45-54 group showed the lowest at 19%, the 65+ was close at 21%. At 14%, the distribution showed a higher-than-average agreement between age groups on this question.

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

There was a marginal decline in agreement with age in this question. While the 25-34 group showed the highest agreement at 50% and the 65+ group showed the lowest at 19%, the 18-24 group was close to the highest value at 46%. At 13%, the distribution showed a higher-than-average agreement between age groups on this question.

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

There was an almost consistent, albeit marginal, decline in agreement as age increased. While the 18-24 group showed the highest agreement at 27% and the 65+ group the lowest at 14%, the 35-44 group was close at 15%. The distribution

was 13%, which shows a higher-than-average agreement between age groups on this question.

#### d. I would like to see less religion in the media

While the 18-24 group showed the lowest agreement with this statement at 38%, the 55-64 group showed the highest at 65%. The 18-24 group were the exception in this data set with a significantly lower value than that of the 25-34 group and all others. Results from 24+ were more consistent. At 27%, the distribution was high, which indicates a considerable divergence between age groups, or rather the 18-24 group from all others.

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

There was no relationship between age and agreement on this question. The 35-44 group showed the lowest agreement at 34%, and the 18-24 and 65+ showed the highest at 48%. Distribution was at 14% showing a higher-than-average agreement between age groups on this issue.

### Social grade

#### Summary

1. Question one

There was no relationship between social grades and avoidance of speaking about faith. However, there was high agreement between groups on perceptions of having religious freedom and that religion is a force for good in society. There was a linear decline in agreement from AB to C2 or DE regarding the sense of purpose faith has recently brought to their lives and whether the PM should be of any faith. The latter question elicited the highest divergence in the data set between social groups, showing that this issue may be the most divisive for this variable.

2. Question two

There was a higher-than-average agreement between groups regarding increased religious interest with age, the importance of Christian heritage to the UK and the separation of religion and state law. However, there were moderate linear declines in agreement from AB to DE on whether religion had recently significantly impacted respondents' lives and the extent of their openness to changing their minds about faith.

3. Question three

There was high agreement across groups on the statement that people should not talk about their faith in the workplace and the perceived threat posed by religious extremism in the UK. AB showed higher agreement than other groups on the good of politicians talking about their faith and consulting with faith leaders.

4. Question four

Confidence in respondents' religious knowledge showed a linear decline from AB to DE. However, there was high agreement across groups on the importance of this knowledge and that they felt their own knowledge was somehow lacking.

#### 5. Question five

There was a linear though moderate decline in agreement from AB to DE that media reporting has been balanced. There was high agreement across groups that the media has been generally negative in its religious coverage and a moderate agreement in a preference for less religious reporting.

#### **Detailed analysis**

- 1. Question one
  - a. In the last four weeks, I have avoided telling people about my faith

C2 showed the lowest agreement and C1 the highest, while AB and DE were at 17%. At 14% (the average for the social grade across the whole data set was 8%) the distribution indicates a significant divergence of opinion between social grades on this question.

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

There was a relationship between agreement and social grade on this question, with agreement showing a proportionate decrease from AB to DE. AB was in highest agreement with 46%, followed by C1 at 43%, C2 at 38%, and DE at 33%. The distribution was at 13%, showing a higher-than-average divergence between social grades on this issue.

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

There was moderate agreement between social grades on this question. C1 showed the highest agreement with 70% and DE the lowest with 63%. At 7%, the distribution indicates a marginally higher-than-average agreement between social grades on this question.

d. Faith and religion are generally a force for good in society

AB showed the highest agreement at 41%, with C1, C2 and DE all at 37%. Distribution was low at 4%, which is 4% under the average for social grade across the data set.

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

There was a relationship between agreement and social grade on this question, with agreement declining from AB to DE. AB showed the highest agreement with 78% followed by C1 at 71%, DE at 62% and C2 at 60%. At 18%, the divergence between social grades was higher for this question than any other in the data set - 9% over the average.

#### 2. Question two

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

AB showed the highest agreement at 41%, followed by C1 at 39%, DE at 33% and C2 at 28%. Divergence was moderate at 13%, showing a higher-than-average divergence between social grades on this question.

b. I am open to changing my mind about my faith (including the lack of it if applicable)

AB showed the highest agreement at 29%, followed by C1 at 27%, DE at 21% and C2 at 16%. At 13%, the distribution indicates a considerable divergence between social grades on this issue.

c. I am more interested in issues of faith now than when I was younger

AB showed the highest agreement at 33%, followed by C1 at 32%, DE at 27% and C2 at 26%. At 7%, the distribution indicates a marginal higher-than-average agreement between social grades on this issue.

d. Christian heritage is an important aspect of British culture.

## With a 2% distribution, responses to this question showed high agreement between social grades, with AB at 61%, C1 at 62%, C2 and DE at 63%.

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

# With a 5% distribution, responses to this question showed high agreement between social grades, with AB at 75%, C1 at 72%, C2 at 70% and DE at 75%.

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

C2 showed the highest agreement at 40%, followed by DE at 39%, AB at 37% and C1 at 32%. At 8%, the distribution between social grades was average at 8%.

#### 3. Question three

a. People should not talk about their faith in the workplace

There was high agreement between social grades on this question, with a distribution of 3%. AB showed the highest agreement at 41%, followed by C2 at 40%, DE at 39% and C1 at 38%.

b. British politicians talking about their faith is a positive thing

AB showed the highest agreement on this question at 47%, followed by C1 at 42%, DE at 37% and C2 at 36%. At 11% distribution, there was a higher-than-average divergence of opinion between social grades on this question.

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

AB showed the highest agreement on this question at 50%, followed by C1 at 46%, DE at 42% and C2 at 41%. A 9% distribution indicates that divergences of opinion on this question between social grades were average.

d. Religious extremism poses a significant threat to British society.

There was high agreement between social grades on this question, with a distribution of 6%. AB showed the highest agreement at 84%, followed by C2 at 81%, DE at 79% and C1 at 78%.

#### 4. Question four

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

AB showed the highest agreement on this question at 64%, followed by C1 at 56%, and C2 and DE at 55%. Distribution was at 9% indicating an average divergence of opinion between social grades on this question.

#### b. I feel I have a poor understanding of most religions

There was high agreement between social grades on this question, with a distribution of 3%. C1 showed the highest agreement at 37%, followed by C2 and DE at 36%, and AB at 34%.

c. It is important to be able to understand what major world religions are about

There was a relationship between social grade and agreement on this question. AB showed the highest agreement at 75%, followed by C1 at 73%, C2 at 65% and DE at 61%. A 14% distribution indicates a higher-than-average divergence of opinion between social grades on this issue. d. It doesn't really matter whether or not people understand what the major world religions are about

The pattern was reversed for this question, with C2 and DE showing the highest agreement at 31%, followed by C1 at 26%, and AB at 24%. At 7% distribution, agreement between social grades was marginally higher than the average of 8%.

#### 5. Question five

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

AB showed the highest agreement at 27%, followed by C1 at 22%, C2 at 21% and DE at 20%. A 7% distribution indicates a marginally higher-than-average agreement between social grades on this issue.

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

AB showed the highest agreement at 45%, followed by C1 and DE at 43%, and C2 at 37%. Distribution was average at 8%.

c. The media in the last four weeks has generally portrayed all religion negatively

This question (along with Q 2.4.) showed the highest agreement between social grades with a distribution of 2%. C2 showed the highest agreement at 20%, followed by AB and C1 at 19%, and DE at 18%.

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

C2 showed the highest agreement at 58%, followed by C1 at 55%, DE at 54% and AB at 52%. A 6% distribution indicates a higher-than-average agreement between social grades on this issue.

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

C2 showed the highest agreement at 47%, followed by AB at 42%, DE at 40% and C1 at 38%. A 9% distribution indicates a marginal higher-than-average divergence between social grades on this issue.

## Regions

#### Summary

1. Question one

There are few patterns regionally in this month's statistics, though (as expected) London usually lies at the upper end of the spread, and represents the highest level of agreement in sub-questions B and D. Noticeably, however, this set of questions had the largest average spread between the highest and lowest levels of agreement.

2. Question two

This set of questions focused on the personal connection respondents feel with their faith, and on that basis it's noticeable that Scotland showed the lowest levels of agreement with sub-questions A, C, D and F. London only polled the highest on one sub-question - C.

3. Question three

There were no discernible patterns in this set of questions, though each questions results are notable for the regions that polled below the national average in each.

4. Question four

With this set of questions focused on faith literacy, it is encouraging to see a high level of positive responses across all regions, and notable high levels of *disagreement* with the negatively-phrased questions (such as sub-question D).

5. Question five

This set of questions focused on faith in the media. Once again, there were no discernible patterns across or between regions, though the spread between the highest and lowest levels of agreement with the questions was one of the lowest of all the questions.

#### **Detailed analysis**

#### 1. Question one

a. In the last four weeks I have avoided telling people about my faith

With a spread of 20%, the lowest region in agreement with this question was the North East (2%), and the highest was Eastern England (22%). Conversely, with a spread of 23%, the highest level of disagreement was in the North East (86%) whilst the lowest was in Scotland (63%). This means there are no clear regional patterns, but overall there is a high level of disagreement with the question.

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

With a spread of 38%, the lowest region in agreement with this question was Scotland (23%), and the highest was London (61%). The disagreement stats mirror this exactly, with Scotland disagreeing the most and London agreeing the least.

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

With a spread of 31%, the lowest region in agreement with this question was the East Midlands (49%), and the highest was Wales (80%). This is the only sub-question of this set that Wales leads on. However, most interestingly, whilst Wales shows the lowest levels of disagreement (14%) the highest levels of disagreement were in Northern Ireland, at 38%. This is likely due to historic factors, but it is interesting to see nonetheless.

d. Faith and religion are generally a force for good in society

With a spread of 26%, the lowest region in agreement with this question was Scotland (27%), and the highest was London (53%). With nearly double the level of Scotland, it is notable that London shows the most optimism towards faith's influence in society, yet still only just above half.

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

With a spread of 19%, the lowest region in agreement with this question was the tied across the North East, the West Midlands and the East Midlands (all at 62%), and the highest was Northern Ireland (81%). This is interesting for three reasons:

one, it shows the overall high levels of agreement across the country; two, the relative scepticism exhibited in the Midlands, with high levels of faith plurality; and three, the disjunction over Northern Ireland's agreement with sub-question C and this question.

#### 2. Question two

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

With a spread of 38%, the lowest region in agreement with this question was Scotland (18%), and the highest was London (56%). The inverse is also true, with Scotland showing the highest levels of disagreement (63%) and London showing the lowest (36%).

b. I am open to changing my mind about my faith (including the lack of it if applicable)

With a spread of 16%, the lowest region in agreement with this question was the North East (15%), and the highest was the South West (31%). Again, there are no clear regional patterns, though there is overall a low level of agreement with this question.

c. I am more interested in issues of faith now than when I was younger

With a spread of 22%, the lowest region in agreement with this question was (again) the North East (20%), and the highest was London (42%).

d. Christian heritage is an important aspect of British culture.

With a spread of 21%, the lowest region in agreement with this question was Scotland (48%), and the highest was Wales (69%). Scotland is also the region with the highest levels of disagreement, at 35%.

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

With a spread of 10%, the lowest region in agreement with this question was Scotland (67%), and the highest was the West Midlands (77%).

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

With a spread of 25%, the lowest region in agreement with this question was Scotland (21%), and the highest was the North West (47%). However the highest levels of disagreement came from Northern Ireland, at 24%. This may be due to historic factors over national identity, but it is still an interesting trend.

#### 3. Question three

a. People should not talk about their faith in the workplace

With a spread of 30%, the lowest region in agreement with this question was Yorkshire and Humberside (35%), and the highest was Northern Ireland (65%). Whilst Northern Ireland remained the lowest in disagreement (19%), this was markedly less than the second lowest disagreement (East Midlands, 35%).

b. British politicians talking about their faith is a positive thing

With a spread of 25%, the lowest region in agreement with this question was the North East (29%), and the highest was London (54%). Importantly, London is the only region where the level of agreement is over 50%, and the only region in which the level of disagreement was below 25% (24%).

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

With a spread of 22%, the lowest region in agreement with this question was Northern Ireland (33%), and the highest was Wales (55%). Wales continues to be an outlier in terms of appreciation for faith in public life, whilst Northern Ireland continues to exhibit scepticism; it was also the region with the highest disagreement (48%). d. Religious extremism poses a significant threat to British society.

With a spread of 15%, the lowest region in agreement with this question was Yorkshire and Humberside (71%), and the highest was Wales and the North East (86%). While there is an overall high level of agreement (an average of 80%), London is notable for being below this average (77%) as well as the West Midlands (78%), regions with high levels of religious diversity.

- 4. Question four
  - a. I feel I have a good understanding of what a wide variety of religions believe and why

With a spread of 19%, the lowest region in agreement with this question was Northern Ireland (47%), and the highest was London (66%). Likewise, London exhibits the lowest levels of disagreement with the question, at 22%.

b. I feel I have a poor understanding of most religions

With a spread of 10%, the lowest region in agreement with this question was London (31%), and the highest was Wales and the North East (41%).

c. It is important to be able to understand what major world religions are about

With a spread of 19%, the lowest region in agreement with this question was the East Midlands (60%), and the highest was London (79%). These are patterns consistent with previous sub-questions in this set, as well as wider questions in this survey. Overall, there is high agreement, though it does remain odd that the East Midlands (a region with high religious diversity) exhibits the lowest levels of agreement.

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

With a spread of 9%, the lowest region in agreement with this question was tied between Scotland, Wales and the South West (24%), and the highest was the North West (33%). This seems odd for Wales, given the levels of agreement with previous questions exhibiting sympathy for faith in public life.

#### 5. Question five

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

With a spread of 22%, the lowest region in agreement with this question was Northern Ireland (13%), and the highest was London (35%). This of course means that there is overall low agreement with the statement, at an average of 23%; however, there is an only marginally higher level of disagreement, with an average of 33%. This would suggest the British public is unsure on whether the media is portraying all religions in a balanced way.

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

With a spread of 12%, the lowest region in agreement with this question was Eastern England (37%), and the highest was the North West (49%). Given that there is a significantly higher average of agreement with this question (42%) compared to the previous question, the British public seems more inclined to agree that the media is not treating all faiths equally or in a balanced manner.

c. The media in the last four weeks has generally portrayed all religion negatively

With a spread of 11% (and therefore the most consistent set of responses in this set), the lowest region in agreement with this question was Northern Ireland (12%), and the highest was the North East (23%). However this was also the lowest average of the set, at 19%.

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

With a spread of 21%, the lowest region in agreement with this question was Yorkshire and Humberside (48%), and the highest was Northern Ireland (69%). London sits at exactly the average for the sub-question, at 54%, and this is also the highest average of the set. Clearly the British public is weary of religion in the media.

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

With a spread of 24%, the lowest region in agreement with this question was Scotland (30%), and the highest was Northern Ireland (54%).

## Faith groups

#### Summary

1. Question one

Hindus are most likely to identify the positive contributions of faith in their daily lives, where 84% agree with the prompt that religion is a force for good in society, and 73% share that their faith has helped them find purpose. Nonetheless, they were also most likely to have reservations about outward reflections - where 1 in 5 avoid telling people about their faith, and scoring the lowest (55%) on practising their faith without fear or intimidation.

Christians were the most comfortable with outward projections of their faith, where they showed a below average likelihood of avoiding telling people about their faith (16%), and an above average likelihood to state they didn't feel intimidated when practising their religion (69%). Despite this, they attribute the least impact to their faith, scoring the lowest in questions on the impact of faith in finding purpose and faith as a source for good in society.

Muslims did not score the highest or lowest on any of the prompts in this question - apart from 20% agreement to the question on avoiding telling people about their faith, where they tied with Hindus. They showed the greatest deviance from the national average on the prompt on faith as force for good in society, showing 27% higher agreement than the national average of 38%.

2. Question two

Christians were understandably the most accepting of Christian heritage in British culture (84%), and most likely to feel equally strongly about their national and faith driven identities (73%). They were also most comfortable with the idea of a secular society where religion and law is kept separate (67%). However, Christians attributed the least impact to faith in their daily lives, scoring lower than the national average.

Muslims were most likely to challenge notions of a 'British-Christian' identity/status quo, being least likely to support statements like "Christian heritage is an important aspect of British culture", or "I think of myself as being British just as much as I identify with my chosen religious faith", and "In Britain today, religion and law should be kept strictly separate". They were, however, most likely to develop an interest in religion as they grow older, and attributed considerable importance to the impact of faith in their daily lives (62%).

Hindus were most likely to be open to changing their mind about faith (or lack thereof), at 33%. They also echoed the trends of Christians in identifying the influences of Christianity in British society, and wanting to preserve a secular system. 71% of Hindus feel as British as they feel Hindu, which is an important statistic considering Hinduism is an 'ethnic religion' mostly associated with the Indian subcontinent.

3. Question three

Interestingly, while Hindus are most likely to support people not talking about religion in the workspace (74%), they are also most likely to support politicians outwardly speaking about their faith (75%). They also showed an above average support for politicians listening to faith group leaders (61%).

Christians were the most likely to agree with the question on religious extremism posing a threat to society, scoring 83%. They were least likely to support faith based dialogues from/with politicians.

Muslims scored the highest for the prompt on politicians listening to faith leaders (78%), and showed relative interest in politicians speaking about their faith (63%). They showed the lowest agreement for limiting discussions on religion in the workspace and acknowledging religious extremism as a threat to society.

4. Question four

Muslims were the most likely to claim they knew about major world religions (78%), and the most likely to attribute importance to knowing about other religions (80%).

Christians were the least likely to know about other religions (56%), though attribute considerable importance to knowing about other religions, where 73% agree with the prompt "It is important to be able to understand what major world religions are about". Christians also had the lowest agreement to the following prompt: "It doesn't really matter whether or not people understand what the major world religions are about" at 25%.

5. Question five

Muslims were the most critical of media portrayal of religions, as they emerged as the group most likely to agree that "The media have appeared to present some religions more negatively than others in the last four weeks" (67%) and "The media in the last four weeks has generally portrayed all religion negatively" (37%). They were also less likely to be content with the way their own religion is portrayed.

Hindus were the least critical of the media, and most likely to find it balanced (33%), showing below average support for the view that some religions are portrayed more negatively than others. Interestingly, however, Hindus were least content with the way their own religion was portrayed in the media.

Christians were the most content with how their faith was portrayed in the media (45%), and most likely to want to see less religion in the media (47%). Their views on media bias showed negligible differences to national averages.

#### **Detailed analysis**

- 1. Question one
  - a. In the last four weeks I have avoided telling people about my faith

There was negligible deviation from the national average (17%) amongst the faith groups, where Muslims and Hindus came in at the highest agreement rate of 20%, followed by Christians at 16%.

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

Hindus were overwhelmingly more likely to agree (73%) with the prompt, scoring 33% higher than the national average (40%). They were followed by Muslims, of which 58% were likely to agree. Interestingly, Christians scored lower than the national average, though the margin was only by 4%.

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

All faith groups scored higher than 50% in response to this question, though Hindus, followed by Muslims showed the lowest agreement at 55% and 58% respectively. Christians were closest to the national average of 67% at 69% - they were also the only group to score above the national average.

#### d. Faith and religion are generally a force for good in society

Once again, all faith groups scored higher than 50%, this time with all faith groups scoring higher than the national average of 38%. 84% of Hindus were likely to agree with the statement, followed by 65% of Muslims and 54% of Christians.

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

All faith groups showed relatively high agreement to this question, where 81% of Hindus, 75% of Muslims, and 68% of Christians agreed.

#### 2. Question two

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

Muslims and Hindus showed an above average tendency to agree with the prompt at 62% and 61% respectively. Meanwhile, Christians scored marginally lower than the average of 36% at 32%. The spread between Christians and Muslims/Hindus was 30/29%.

b. I am open to changing my mind about my faith (including the lack of it if applicable)

Hindus were most likely to agree at 33%, and the only faith group to score higher than the national average of 24%. Christians and Muslims showed a below average agreement at 22% and 23% respectively.

c. I am more interested in issues of faith now than when I was younger

Muslims were most likely to agree with the prompt (69%), scoring 39% higher than the national average, and 26% higher than the next highest response (43%,

Hindus). Christians were least likely to agree at 40%, though this was still higher than the national average of 30%.

d. Christian heritage is an important aspect of British culture.

A considerable majority of Christians agree with this prompt (84%), scoring 22% higher than the national average, and 40% higher than the lowest response group (Muslims, 44%). 75% of Hindus were in agreement with the prompt.

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

All faith groups scored lower than the national average of 73% in response to this question. Muslims were the least likely to agree (47%) - potentially owing to the more prescriptive nature of Islam. Christians and Hindus scored 67% and 66% respectively.

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

The spread of responses to this question was less than 10%, where Christians and Hindus scored 73% and 71% respectively compared to Muslims, who scored 64% - 7% lower than the national average of 71%.

#### 3. Question three

a. People should not talk about their faith in the workplace

Hindus are most likely to agree (74%), compared to Muslims and Christians who scored below the national average of 39% at 30% and 34% respectively. There was a considerable spread between responses at 44% (Hindus and Muslims).

b. British politicians talking about their faith is a positive thing

All faith groups scored higher than the national average (41%) in response to this prompt, though Hindus showed the highest agreement at 75%, followed by Muslims at 63% and Christians at 56%.

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

Once again, all faith groups showed an above average tendency to agree with the prompt, where Muslims were most likely, scoring 33% higher than the national average of 45%. They were followed by Hindus at 61% and Christians at 54%.

d. Religious extremism poses a significant threat to British society.

Christians were most likely to agree with this prompt (83%), being the only group to score higher than the national average (80%). They were followed by Hindus, who scored 9% lower than the national average. Muslims were 35% less likely than Christians to agree, scoring 48%.

#### 4. Question four

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

Muslims were most likely to agree with the prompt at 78% - 20% higher than the national average. This was followed by Hindus at 70%. Christians were the only faith group that scored marginally below the national average by 2% at 56%.

b. I feel I have a poor understanding of most religions

Mirroring the responses to the previous question, Christians were most likely to agree with the prompt (38%). Hindus and Muslims scored 23% and 24% respectively.

c. It is important to be able to understand what major world religions are about

All faith groups scored above average for this prompt, where Muslims showed 80% agreement, followed by 73% of Christians and 71% of Hindus. There was a spread of 9% amongst responses for this question.

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

Conflicting with responses to the previous question, Muslims were most likely to agree with this prompt (46%), and were followed by Hindus (39%). Christians showed a below average tendency to agree with the prompt at 25% - 3% less than the national average.

#### 5. Question five

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

Hindus were most likely to agree with the statement (33%), followed by Christians and Muslims at 26%. All faith groups scored higher than the national average of 23%.

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

Muslims were the only faith group to exceed the national average in agreement with the question, scoring 24% higher than the national average (42%). Christians and Hindus scored 40% and 33% respectively. The spread for this question was 33%, where Muslims (66%) scored twice the lowest score (Hindus, 33%).

c. The media in the last four weeks has generally portrayed all religion negatively

Once again, Muslims were most likely to find media portrayal of all religions to be negative (37%). Christians showed a negligible difference to the national average of 19% by scoring 20%. Hindus scored 6% less than the national average at 13%.

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

All faith groups showed a below average tendency to agree with this statement, where Christians scored the highest at 47%, followed by Muslims at 36%. Hindus scored the lowest at 19% - 35% lower than the national average.

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

Christians were the most content with the way their religion tends to be portrayed in the media (45%). Hindus and Muslims showed below average agreement at 22% and 27% respectively.