

# NEMS market research

22 Manor Way, Belasis Hall Technology Park, Billingham, TS23 4HN

Telephone 01642 373355 | Website [www.nemsmr.co.uk](http://www.nemsmr.co.uk) | Twitter [www.twitter.com/nemsmr](https://twitter.com/nemsmr)

Measuring and Understanding Public Opinion:

## Church at Christmas

December 2015

---

This public opinion data has been collected and analysed by NEMS from a survey of representative sample of UK adults conducted through NEMS Market Research's telephone omnibus, a national survey of 1000 adults conducted every week.

More details of our omnibus service can be found at:

<http://www.nemsmr.co.uk/omnibus/default.aspx>

You are free to use this data, providing you acknowledge/reference the source as "NEMS Market Research, December 2015".

If you would like to know more about this or anything else research related, please get in touch, we would be happy to help.



NEMS are a Market Research Society Company Partner

# Church at Christmas

## SPEED READ

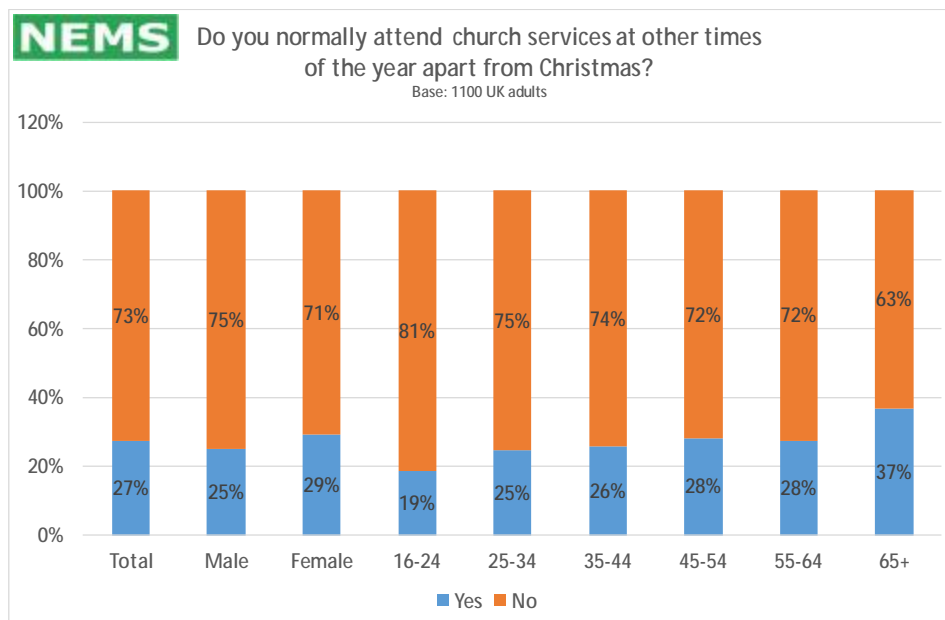
- 27% of the UK population are church-goers at times other than Christmas;
- 39% of the UK population will be attending a church service over Christmas time.

## Church-goers

27% of the UK population attend church services at times other than just Christmas.

This increases to 37% among those aged 65+, with young people, aged 16-24, the least likely to be part of the congregation (19%).

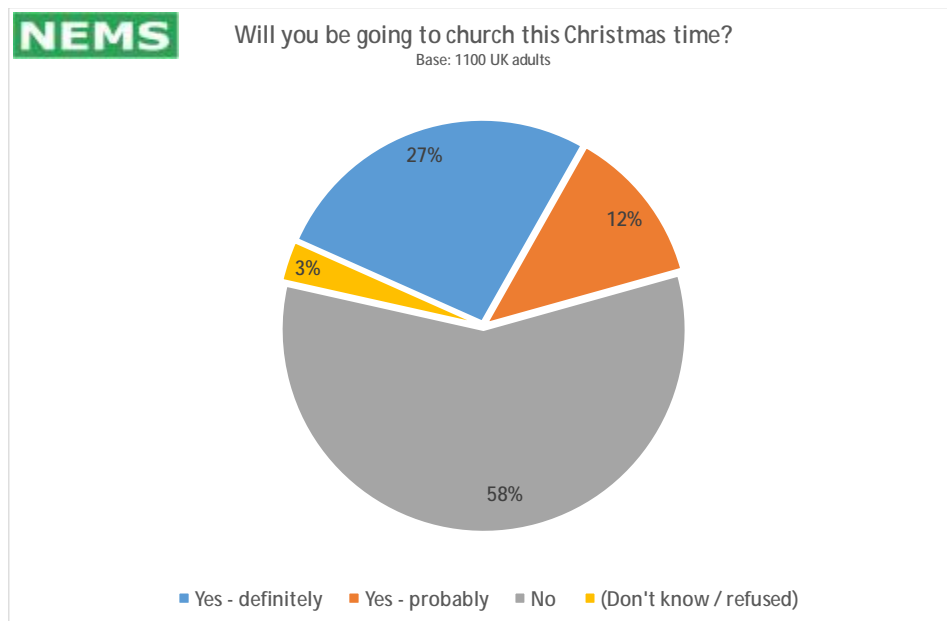
Women (29%) are more likely than men (25%) to attend.



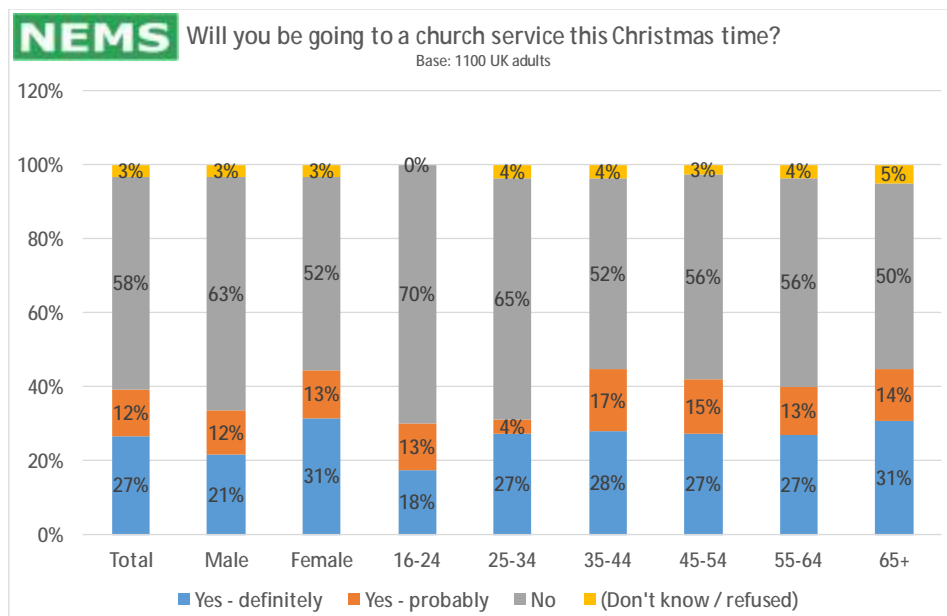
## Going to a church service the Christmas time

Four out of ten people (39%) are expecting to attend a church service this Christmas time with differences between men (34%) and women (44%) as well as age groups with the youngest age group, i.e. 16-24 years least likely to attend a church service (30%) compared to those aged 65+ (45%).

16% of the UK population will be going to church this Christmas time who don't normally go during the rest of the year.



## Demographic profile of those going / not going to church at Christmas



	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+									
<b>A01 Will you be going to a church service this Christmas time? [PR]</b>																		
Yes - definitely	26.5%	292	21.5%	117	31.5%	175	17.5%	29	27.4%	53	27.8%	56	27.3%	49	26.8%	39	30.8%	66
Yes - probably	12.5%	137	12.0%	65	12.9%	72	12.6%	21	3.6%	7	16.9%	34	14.6%	26	13.2%	19	14.0%	30
No	57.8%	636	63.3%	344	52.5%	292	69.9%	116	65.4%	126	51.7%	105	55.5%	99	56.5%	81	50.4%	108
(Don't know / refused)	3.2%	35	3.2%	17	3.1%	17	0.0%	0	3.6%	7	3.7%	7	2.6%	5	3.5%	5	4.9%	10
Weighted base:	1100		544		556		167		193		202		179		144		215	
Sample:	1100		517		583		52		94		171		281		216		286	
<b>A02 Do you normally attend church services at other times of year apart from Christmas?</b>																		
Yes	27.3%	300	25.2%	137	29.3%	163	18.6%	31	24.5%	47	25.7%	52	28.3%	51	27.5%	40	36.9%	79
No	72.7%	800	74.8%	407	70.7%	393	81.4%	136	75.5%	146	74.3%	150	71.7%	129	72.5%	104	63.1%	136
Weighted base:	1100		544		556		167		193		202		179		144		215	
Sample:	1100		517		583		52		94		171		281		216		286	
<b>SEX Sex of respondent</b>																		
Male	49.5%	544	100.0%	544	0.0%	0	51.9%	86	50.5%	97	50.8%	103	51.0%	91	50.6%	73	43.3%	93
Female	50.5%	556	0.0%	0	100.0%	556	48.1%	80	49.6%	96	49.2%	100	49.0%	88	49.4%	71	56.7%	122
Weighted base:	1100		544		556		167		193		202		179		144		215	
Sample:	1100		517		583		52		94		171		281		216		286	
<b>AGE To ensure we get a representative sample, could I ask how old you are ?</b>																		
16 to 24	15.1%	167	15.9%	86	14.4%	80	100.0%	167	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
25 to 34	17.5%	193	17.9%	97	17.2%	96	0.0%	0	100.0%	193	0.0%	0	0.0%	0	0.0%	0	0.0%	0
35 to 44	18.4%	202	18.9%	103	17.9%	100	0.0%	0	0.0%	0	100.0%	202	0.0%	0	0.0%	0	0.0%	0
45 to 54	16.3%	179	16.8%	91	15.8%	88	0.0%	0	0.0%	0	0.0%	0	100.0%	179	0.0%	0	0.0%	0
55 to 64	13.1%	144	13.4%	73	12.8%	71	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	144	0.0%	0
65 +	19.5%	215	17.1%	93	21.9%	122	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	215
Weighted base:	1100		544		556		167		193		202		179		144		215	
Sample:	1100		517		583		52		94		171		281		216		286	
<b>SEG Socio-economic group</b>																		
A	2.6%	29	3.0%	16	2.3%	13	4.7%	8	4.0%	8	1.1%	2	1.1%	2	4.2%	6	1.4%	3
B	11.9%	131	14.0%	76	9.9%	55	6.3%	11	13.1%	25	18.0%	36	12.9%	23	9.7%	14	10.4%	22
C1	34.0%	374	29.9%	163	38.0%	211	34.7%	58	36.7%	71	35.6%	72	37.4%	67	32.8%	47	27.4%	59
C2	25.2%	277	31.1%	169	19.4%	108	26.0%	43	30.6%	59	29.4%	59	25.5%	46	21.7%	31	17.9%	38
D	14.2%	156	12.2%	66	16.2%	90	18.8%	31	12.8%	25	11.9%	24	16.6%	30	19.3%	28	8.7%	19
E	12.1%	133	9.8%	53	14.3%	79	9.5%	16	2.9%	6	4.0%	8	6.5%	12	12.4%	18	34.2%	74
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1100		544		556		167		193		202		179		144		215	
Sample:	1100		517		583		52		94		171		281		216		286	
<b>EMP Which of the following best describes your current employment status ? [PR]</b>																		
Working full-time (30+ hours a week)	43.1%	474	56.5%	307	30.0%	167	53.7%	89	47.1%	91	59.4%	120	60.2%	108	35.3%	51	6.9%	15
Part-time	17.7%	195	9.7%	53	25.5%	142	11.8%	20	28.2%	55	26.6%	54	19.1%	34	16.9%	24	3.7%	8
Not working - e.g. full-time student, not looking for work, unemployed (excluding retired / invalid)	14.4%	158	12.2%	66	16.5%	92	31.4%	52	20.8%	40	11.3%	23	17.3%	31	7.7%	11	0.4%	1
Not working (retired / invalid)	24.4%	268	21.5%	117	27.2%	151	2.0%	3	3.9%	7	2.2%	4	3.4%	6	39.1%	56	88.6%	190
(Refused)	0.5%	5	0.1%	1	0.8%	5	1.1%	2	0.0%	0	0.6%	1	0.0%	0	1.0%	1	0.4%	1
Weighted base:	1100		544		556		167		193		202		179		144		215	
Sample:	1100		517		583		52		94		171		281		216		286	

Weighted:

December 2015

	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+									
<b>ADU How many adults aged 16 years or older, including yourself, live in your household ?</b>																		
One	22.9%	252	21.8%	118	24.1%	134	7.3%	12	15.9%	31	17.9%	36	17.1%	31	29.9%	43	46.2%	99
Two	48.3%	531	52.3%	285	44.3%	246	22.4%	37	64.7%	125	57.5%	116	45.6%	82	51.4%	74	45.1%	97
Three	15.9%	175	14.7%	80	17.1%	95	29.9%	50	16.1%	31	14.5%	29	21.1%	38	14.5%	21	3.0%	6
Four	8.9%	97	7.2%	39	10.5%	58	25.3%	42	2.3%	4	8.2%	16	13.4%	24	3.2%	5	2.7%	6
Five	1.6%	18	0.9%	5	2.4%	13	8.0%	13	0.0%	0	0.2%	0	2.0%	4	0.5%	1	0.0%	0
Six or more (Refused)	1.6%	17	2.3%	13	0.9%	5	7.2%	12	1.0%	2	1.1%	2	0.5%	1	0.0%	0	0.2%	0
	0.8%	9	0.7%	4	0.8%	5	0.0%	0	0.0%	0	0.7%	1	0.3%	0	0.5%	0	2.8%	6
Weighted base:		1100		544		556		167		193		202		179		144		215
Sample:		1100		517		583		52		94		171		281		216		286

**CHI How many children live in your household, aged 15 years and under ?**

None	69.6%	765	70.5%	383	68.7%	382	72.9%	121	53.0%	102	45.2%	92	61.0%	109	92.9%	134	96.2%	207
One	11.7%	128	10.5%	57	12.8%	71	18.0%	30	12.7%	25	17.8%	36	18.2%	33	2.9%	4	0.5%	1
Two	11.9%	131	11.6%	63	12.2%	68	5.4%	9	20.3%	39	22.7%	46	17.7%	32	3.3%	5	0.3%	1
Three	4.3%	48	4.1%	22	4.6%	25	1.5%	2	9.0%	17	11.3%	23	2.4%	4	0.5%	1	0.0%	0
Four	1.3%	14	1.7%	9	0.9%	5	0.0%	0	5.0%	10	2.0%	4	0.4%	1	0.0%	0	0.0%	0
Five	0.0%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0
Six or more (Refused)	0.3%	4	0.7%	4	0.0%	0	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	0.8%	9	0.8%	4	0.8%	5	0.0%	0	0.0%	0	0.9%	2	0.3%	0	0.5%	1	2.8%	6
Weighted base:		1100		544		556		167		193		202		179		144		215
Sample:		1100		517		583		52		94		171		281		216		286

**HLD Size of household**

One	20.3%	223	21.3%	116	19.3%	107	5.5%	9	9.1%	18	14.1%	28	15.0%	27	28.9%	42	46.2%	99
Two	30.1%	331	30.2%	164	30.0%	167	12.4%	21	34.4%	66	18.1%	37	24.3%	43	47.9%	69	44.3%	95
Three	16.8%	184	17.0%	92	16.6%	92	27.8%	46	18.7%	36	18.4%	37	19.9%	36	15.1%	22	3.5%	7
Four	20.3%	223	19.6%	107	20.9%	116	33.5%	56	20.9%	40	29.7%	60	29.1%	52	5.8%	8	2.8%	6
Five or more (Refused)	11.6%	128	10.8%	59	12.4%	69	20.8%	35	16.9%	33	18.1%	37	11.5%	21	1.8%	3	0.4%	1
	1.0%	11	1.1%	6	0.8%	5	0.0%	0	0.0%	0	1.7%	3	0.3%	0	0.5%	1	2.8%	6
Weighted base:		1100		544		556		167		193		202		179		144		215
Sample:		1100		517		583		52		94		171		281		216		286

**IS2 ISBA region**

Ulster	2.5%	28	2.3%	13	2.8%	15	0.0%	0	2.1%	4	2.4%	5	1.9%	3	4.4%	6	4.4%	10
Scotland	8.5%	93	9.7%	53	7.3%	41	2.0%	3	8.3%	16	7.4%	15	7.0%	13	9.0%	13	15.7%	34
North / Borders	5.9%	65	4.2%	23	7.6%	42	7.1%	12	8.5%	16	6.2%	12	6.3%	11	2.9%	4	4.1%	9
Lancashire	11.8%	130	12.5%	68	11.1%	62	14.4%	24	16.1%	31	12.0%	24	8.1%	15	10.2%	15	10.0%	21
Yorkshire	9.3%	102	8.3%	45	10.2%	57	3.0%	5	6.4%	12	10.1%	20	12.5%	22	11.2%	16	11.9%	26
Wales & South West	10.9%	120	10.8%	59	11.0%	61	16.1%	27	11.8%	23	11.5%	23	7.7%	14	9.6%	14	9.0%	19
Midlands	15.9%	175	17.1%	93	14.8%	82	26.8%	45	11.6%	22	14.8%	30	16.8%	30	19.2%	28	9.6%	21
East England	7.1%	78	6.3%	35	7.8%	44	6.3%	10	5.6%	11	6.8%	14	8.1%	15	8.3%	12	7.8%	17
London	18.8%	207	18.4%	100	19.2%	107	12.5%	21	22.2%	43	20.2%	41	22.3%	40	17.7%	25	17.3%	37
Southern	9.2%	101	10.4%	56	8.1%	45	12.0%	20	7.6%	15	8.6%	17	9.1%	16	7.7%	11	10.2%	22
Weighted base:		1100		544		556		167		193		202		179		144		215
Sample:		1100		517		583		52		94		171		281		216		286