Church and Media Network – Desert Island Bible Poll

METHODOLOGY NOTE

ComRes interviewed 2,042 British adults online between 7th and 9th October 2016. Data were weighted by gender, age, region and socio-economic grade to be representative of the population as a whole. ComRes is a member of the British Polling Council and abides by its rules.

All press releases or other publications must be checked with ComRes before use. ComRes requires 48 hours to check a press release unless otherwise agreed.

To commission a voting intention poll or a public opinion survey please contact Tom Mludzinski: tom.mludzinski@comres.co.uk

To register for Pollwatch, a monthly newsletter update on the polls, please email: pollwatch@comres.co.uk
### Table 1

**Q.1** On the popular BBC Radio 4 programme 'Desert Island Discs', well-known figures and celebrities are asked which eight pieces of music or songs they would take with them to a desert island. In addition to this, they are given two items; the Bible, and the complete works of Shakespeare, and they are also allowed to pick one 'luxury' item of their choice. If you were about to be stranded on a desert island, would you want to be given a copy of the Bible, or not?

**Base:** All respondents

<table>
<thead>
<tr>
<th>Gender</th>
<th>Employment Sector</th>
<th>Age</th>
<th>Social Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total (a)</td>
<td>Male (b)</td>
<td>Female (c)</td>
</tr>
<tr>
<td>Unweighted base</td>
<td>2042</td>
<td>1024</td>
<td>1018</td>
</tr>
<tr>
<td>Weighted base</td>
<td>2042</td>
<td>1024</td>
<td>1018</td>
</tr>
<tr>
<td>Yes, I would</td>
<td>637</td>
<td>318</td>
<td>319</td>
</tr>
<tr>
<td>No, I would not</td>
<td>1145</td>
<td>576</td>
<td>569</td>
</tr>
<tr>
<td>Don't know</td>
<td>260</td>
<td>101</td>
<td>159</td>
</tr>
</tbody>
</table>

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

Prepared by ComRes
### Desert Island Bible Survey

**ONLINE Fieldwork: 7th - 9th October 2016**

Table 1

Q.1 On the popular BBC Radio 4 programme 'Desert Island Discs', well-known figures and celebrities are asked which eight pieces of music or songs they would take with them to a desert island. In addition to this, they are given two items; the Bible, and the complete works of Shakespeare, and they are also allowed to pick one 'luxury' item of their choice. If you were about to be stranded on a desert island, would you want to be given a copy of the Bible, or not?

**Base:** All respondents

<table>
<thead>
<tr>
<th>Region</th>
<th>Total</th>
<th>Scotland (a)</th>
<th>Wales (b)</th>
<th>NET: England (d)</th>
<th>North East (e)</th>
<th>North West (f)</th>
<th>Yorkshire &amp; Humber (g)</th>
<th>West Midlands (h)</th>
<th>East Midlands (i)</th>
<th>Eastern (j)</th>
<th>London (k)</th>
<th>South East (l)</th>
<th>South West (m)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unweighted base</td>
<td>2042</td>
<td>183</td>
<td>110</td>
<td>1749</td>
<td>79</td>
<td>224</td>
<td>188</td>
<td>181</td>
<td>143</td>
<td>220</td>
<td>259</td>
<td>288</td>
<td>167</td>
</tr>
<tr>
<td>Weighted base</td>
<td>2042</td>
<td>177</td>
<td>110*</td>
<td>1760</td>
<td>86*</td>
<td>235</td>
<td>173</td>
<td>184</td>
<td>151</td>
<td>198</td>
<td>269</td>
<td>286</td>
<td>167</td>
</tr>
<tr>
<td>Yes, I would</td>
<td>637</td>
<td>50</td>
<td>37</td>
<td>550</td>
<td>21</td>
<td>92</td>
<td>50</td>
<td>59</td>
<td>45</td>
<td>54</td>
<td>95</td>
<td>80</td>
<td>53</td>
</tr>
<tr>
<td>No, I would not</td>
<td>1145</td>
<td>109</td>
<td>55</td>
<td>980</td>
<td>50</td>
<td>120</td>
<td>107</td>
<td>95</td>
<td>88</td>
<td>118</td>
<td>130</td>
<td>175</td>
<td>98</td>
</tr>
<tr>
<td>Don't know</td>
<td>260</td>
<td>18</td>
<td>12</td>
<td>230</td>
<td>15</td>
<td>22</td>
<td>16</td>
<td>29</td>
<td>18</td>
<td>26</td>
<td>44</td>
<td>31</td>
<td>29</td>
</tr>
</tbody>
</table>

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

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**Desert Island Bible Survey**  
**ONLINE Fieldwork: 7th - 9th October 2016**

### Table 1

Q.1 On the popular BBC Radio 4 programme 'Desert Island Discs', well-known figures and celebrities are asked which eight pieces of music or songs they would take with them to a desert island. In addition to this, they are given two items; the Bible, and the complete works of Shakespeare, and they are also allowed to pick one ‘luxury’ item of their choice. If you were about to be stranded on a desert island, would you want to be given a copy of the Bible, or not?  
**Base:** All respondents

<table>
<thead>
<tr>
<th>To which of the following religious groups do you consider yourself to be a member of?</th>
<th>Total</th>
<th>Christian</th>
<th>NET: Other</th>
<th>Muslim</th>
<th>Hindu</th>
<th>Jewish</th>
<th>Sikh</th>
<th>Buddhist</th>
<th>Other</th>
<th>None</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unweighted base</td>
<td>2042</td>
<td>1052</td>
<td>122</td>
<td>48</td>
<td>10</td>
<td>10</td>
<td>4</td>
<td>11</td>
<td>39</td>
<td>822</td>
</tr>
<tr>
<td>Weighted base</td>
<td>2042</td>
<td>1039</td>
<td>115*</td>
<td>52*</td>
<td>8**</td>
<td>7**</td>
<td>6**</td>
<td>8**</td>
<td>34*</td>
<td>842</td>
</tr>
<tr>
<td>Yes, I would</td>
<td>637</td>
<td>510</td>
<td>31</td>
<td>11</td>
<td>4</td>
<td>1</td>
<td>4</td>
<td>2</td>
<td>8</td>
<td>83</td>
</tr>
<tr>
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<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>No, I would not</td>
<td>1145</td>
<td>362</td>
<td>67</td>
<td>29</td>
<td>3</td>
<td>6</td>
<td>1</td>
<td>5</td>
<td>24</td>
<td>698</td>
</tr>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Don't know</td>
<td>260</td>
<td>167</td>
<td>17</td>
<td>11</td>
<td>1</td>
<td>-</td>
<td>1</td>
<td>*</td>
<td>2</td>
<td>62</td>
</tr>
</tbody>
</table>

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i  
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