



Online and Mobile Polling

Client:	The Bible Society
Survey Name:	Christmas Poll
Date carried out:	25.11.2013
Number of respondents:	1000
Demographics:	UK Adults



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Christmas Poll

1. If Jesus were born in the UK today - in which of the following places do you think he would be born?

Choice	%
London	23.90% 239
Swindon	2.70% 27
Cardiff	3.40% 34
Oxford	7.00% 70
Liverpool	4.20% 42
Yorkshire Dales	27.40% 274
Newcastle	3.50% 35
None of the above	27.90% 279

2. If you could be any character in a Nativity who/what would it be?

Choice	%
Mary	7.80% 78
Joseph	4.00% 40
A Wise Man	21.60% 216
Shepherd	9.70% 97
Camel	4.90% 49
Herod	1.80% 18
Angel	25.10% 251
The Inn Keeper	10.90% 109
None of the above	14.20% 142

3. Who of the following would be your pick for a 'wise man' today?

Choice	%
Professor Brian Cox	30.50% 305
Sir Trevor McDonald	16.40% 164
George Osborne	2.50% 25
Joey Essex from The Only Way is Essex (TOWIE)	3.60% 36
Russell Grant, the astrologer	2.90% 29
Sir Richard Branson	11.70% 117
Justin Welby, the Archbishop of Canterbury	8.80% 88
None of the above	23.60% 236

4. The Wise Men brought Jesus gold, frankincense and myrrh. Where does myrrh come from? Pick which you think is the correct answer.

Choice	%
The sweat of a camel	5.30% 53
Mined from deep under the ground	26.50% 265
Ground from dried figs	10.70% 107
The resin of a small thorny tree	57.50% 575

5. There was no room at the Inn and so Jesus was born in a stable. Where do you think he would be born today?

Choice	%
Premier Inn/Travelodge	17.50% 175
A bus stop	8.20% 82
The Hilton	8.30% 83
A squat	15.30% 153
A garden shed	31.60% 316
None of the above	19.10% 191

6. If you were giving a present for Jesus today, what would it be?

Choice	%
A chocolate orange	13.70% 137
Socks	10.80% 108
A Furby Boom	3.00% 30
Itunes voucher	6.20% 62
Xbox one	4.70% 47
Train set	5.00% 50
Football shirt	6.20% 62
Playstation 4	6.30% 63
Other	44.10% 441



Christmas Poll - Broken Down by Gender

Gender breakdown summary

Gender	%	Responses
Female	51.70%	517
Male	48.30%	483

1. If Jesus were born in the UK today - in which of the following places do you think he would be born?

	Female	Male
London	23.79% 123	24.02% 116
Swindon	1.55% 8	3.93% 19
Cardiff	2.32% 12	4.55% 22
Oxford	7.16% 37	6.83% 33
Liverpool	3.68% 19	4.76% 23
Yorkshire Dales	29.98% 155	24.64% 119
Newcastle	3.68% 19	3.31% 16
None of the above	27.85% 144	27.95% 135

2. If you could be any character in a Nativity who/what would it be?

	Female	Male
Mary	11.41% 59	3.93% 19
Joseph	0.97% 5	7.25% 35
A Wise Man	13.54% 70	30.23% 146
Shepherd	9.09% 47	10.35% 50
Camel	4.64% 24	5.18% 25
Herod	0.77% 4	2.90% 14
Angel	40.43% 209	8.70% 42
The Inn Keeper	6% 31	16.15% 78
None of the above	13.15% 68	15.32% 74

3. Who of the following would be your pick for a 'wise man' today?

	Female	Male
Professor Brian Cox	28.82% 149	32.30% 156
Sir Trevor McDonald	18.96% 98	13.66% 66
George Osborne	1.16% 6	3.93% 19
Joey Essex from The Only Way is Essex (TOWIE)	2.71% 14	4.55% 22
Russell Grant, the astrologer	3.87% 20	1.86% 9
Sir Richard Branson	11.99% 62	11.39% 55
Justin Welby, the Archbishop of Canterbury	9.09% 47	8.49% 41
None of the above	23.40% 121	23.81% 115

4. The Wise Men brought Jesus gold, frankincense and myrrh. Where does myrrh come from? Pick which you think is the correct answer.

	Female	Male
The sweat of a camel	2.90% 15	7.87% 38
Mined from deep under the ground	29.01% 150	23.81% 115
Ground from dried figs	7.54% 39	14.08% 68
The resin of a small thorny tree	60.54% 313	54.24% 262

5. There was no room at the Inn and so Jesus was born in a stable. Where do you think he would be born today?

	Female	Male
Premier Inn/Travelodge	16.44% 85	18.63% 90
A bus stop	6% 31	10.56% 51
The Hilton	6.96% 36	9.73% 47
A squat	15.28% 79	15.32% 74
A garden shed	35.40% 183	27.54% 133
None of the above	19.92% 103	18.22% 88

6. If you were giving a present for Jesus today, what would it be?

	Female	Male
A chocolate orange	16.57% 86	10.60% 51
Socks	8.67% 45	13.10% 63
A Furby Boom	3.66% 19	2.29% 11
Itunes voucher	6.55% 34	5.82% 28
Xbox one	2.50% 13	7.07% 34
Train set	5.97% 31	3.95% 19
Football shirt	4.43% 23	8.11% 39
Playstation 4	5.39% 28	7.28% 35
Other	46.24% 240	41.79% 201



Christmas Poll - Broken Down by Region

Region breakdown summary

Region	%	Responses
East Anglia	9.00%	90
East Midlands	7.00%	70
London	12.10%	121
North East	3.70%	37
North West	11.40%	114
Northern Ireland	2.80%	28
Scotland	8.90%	89
South East	14.00%	140
South West	8.90%	89
Wales	5.00%	50
West Midlands	9.20%	92
Yorkshire and the Humber	8.00%	80

1. If Jesus were born in the UK today - in which of the following places do you think he would be born?

	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
London	23.33%	20%	36.36%	13.51%	25.44%	3.57%	19.10%	25.71%	26.97%	18%	29.35%	15%
Swindon	6.67%	4.29%	1.65%	0%	1.75%	3.57%	1.12%	2.14%	5.62%	0%	3.26%	1.25%
Cardiff	2.22%	4.29%	3.31%	0%	3.51%	3.57%	0%	2.86%	5.62%	18%	1.09%	1.25%
Oxford	10%	5.71%	8.26%	5.41%	3.51%	7.14%	7.87%	5%	15.73%	4%	4.35%	6.25%
Liverpool	2.22%	4.29%	2.48%	5.41%	10.53%	3.57%	3.37%	4.29%	1.12%	4%	1.09%	7.50%
Yorkshire Dales	21.11%	31.43%	25.62%	37.84%	26.32%	28.57%	30.34%	24.29%	20.22%	24%	21.74%	48.75%
Newcastle	6.67%	1.43%	3.31%	13.51%	1.75%	0%	5.62%	2.14%	2.25%	0%	4.35%	3.75%
None of the above	27.78%	28.57%	19.01%	24.32%	27.19%	50%	32.58%	33.57%	22.47%	32%	34.78%	16.25%

2. If you could be any character in a Nativity who/what would it be?

	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
Mary	4.44%	5.71%	10.74%	5.41%	7.02%	7.14%	3.37%	8.57%	11.24%	8%	7.61%	11.25%
Joseph	2.22%	4.29%	8.26%	8.11%	4.39%	0%	6.74%	2.14%	1.12%	4%	4.35%	1.25%
A Wise Man	24.44%	24.29%	24.79%	16.22%	19.30%	17.86%	19.10%	20.71%	24.72%	24%	15.22%	25%
Shepherd	10%	8.57%	8.26%	10.81%	6.14%	10.71%	7.87%	12.14%	10.11%	16%	15.22%	3.75%
Camel	2.22%	2.86%	2.48%	5.41%	7.02%	3.57%	7.87%	7.86%	4.49%	2%	4.35%	5%
Herod	2.22%	1.43%	3.31%	2.70%	1.75%	3.57%	2.25%	0%	1.12%	2%	3.26%	0%
Angel	25.56%	30%	23.97%	24.32%	25.44%	25%	24.72%	29.29%	21.35%	18%	22.83%	26.25%
The Inn Keeper	10%	8.57%	7.44%	5.41%	15.79%	10.71%	10.11%	8.57%	13.48%	20%	9.78%	12.50%
None of the above	18.89%	14.29%	10.74%	21.62%	13.16%	21.43%	17.98%	10.71%	12.36%	6%	17.39%	15%

3. Who of the following would be your pick for a 'wise man' today?

	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
Professor Brian Cox	24.44%	25.71%	27.27%	24.32%	28.95%	21.43%	35.96%	35.71%	40.45%	32%	26.09%	32.50%
Sir Trevor McDonald	16.67%	20%	20.66%	10.81%	12.28%	10.71%	14.61%	15%	15.73%	24%	19.57%	13.75%
George Osborne	1.11%	5.71%	4.13%	0%	7.02%	3.57%	1.12%	0.71%	2.25%	0%	1.09%	1.25%
Joey Essex from The Only Way is Essex (TOWIE)	2.22%	2.86%	1.65%	0%	6.14%	3.57%	2.25%	5%	1.12%	4%	6.52%	5%
Russell Grant, the astrologer	4.44%	2.86%	2.48%	2.70%	3.51%	0%	2.25%	3.57%	3.37%	0%	3.26%	2.50%
Sir Richard Branson	18.89%	8.57%	12.40%	13.51%	11.40%	10.71%	12.36%	10.71%	5.62%	8%	14.13%	12.50%
Justin Welby, the Archbishop of Canterbury	10%	4.29%	9.29%	16.22%	10.53%	14.29%	6.74%	9.29%	7.87%	12%	7.61%	3.75%
None of the above	22.22%	30%	21.49%	32.43%	20.18%	35.71%	24.72%	20%	23.60%	20%	21.74%	28.75%

4. The Wise Men brought Jesus gold, frankincense and myrrh. Where does myrrh come from? Pick which you think is the correct answer.

	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
The sweat of a camel	2.22%	5.71%	3.31%	2.70%	7.02%	3.57%	5.62%	7.14%	2.25%	4%	8.70%	7.50%
Mined from deep under the ground	23.33%	24.29%	31.40%	13.51%	36.84%	28.57%	25.84%	22.86%	20.22%	26%	31.52%	23.75%
Ground from dried figs	11.11%	15.71%	14.88%	13.51%	8.77%	7.14%	8.99%	8.57%	7.87%	6%	10.87%	13.75%
The resin of a small thorny tree	63.33%	54.29%	50.41%	70.27%	47.37%	60.71%	59.55%	61.43%	69.66%	64%	48.91%	55%

5. There was no room at the Inn and so Jesus was born in a stable. Where do you think he would be born today?

	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
Premier Inn/Travelodge	20%	17.14%	14.05%	10.81%	19.30%	7.14%	19.10%	17.86%	22.47%	26%	10.87%	18.75%
A bus stop	6.67%	5.71%	5.79%	16.22%	8.77%	17.86%	11.24%	7.86%	7.87%	4%	3.26%	13.75%
The Hilton	7.78%	5.71%	8.26%	10.81%	8.77%	7.14%	3.37%	9.29%	8.99%	10%	15.22%	3.75%
A squat	14.44%	11.43%	24.79%	5.41%	19.30%	3.57%	19.10%	14.29%	10.11%	12%	16.30%	12.50%
A garden shed	33.33%	34.29%	27.27%	27.03%	28.95%	46.43%	29.21%	30.71%	29.21%	30%	34.78%	38.75%
None of the above	17.78%	25.71%	19.83%	29.73%	14.91%	17.86%	17.98%	20%	21.35%	18%	19.57%	12.50%

6. If you were giving a present for Jesus today, what would it be?

	East Anglia	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
A chocolate orange	8.89%	10.29%	13.33%	10.81%	15.04%	13.33%	13.19%	17.02%	14.29%	17.65%	15.73%	11.39%
Socks	6.67%	13.24%	13.33%	8.11%	12.39%	10%	12.09%	12.06%	9.89%	11.76%	10.11%	6.33%
A Furby Boom	3.33%	4.41%	2.50%	5.41%	2.65%	0%	1.10%	4.96%	3.30%	0%	3.37%	2.53%
Itunes voucher	5.56%	4.41%	10%	5.41%	8.85%	0%	1.10%	4.96%	4.40%	7.84%	10.11%	6.33%
Xbox one	7.78%	0%	5%	16.22%	4.42%	6.7%	4.40%	2.84%	4.40%	1.96%	3.37%	6.33%
Train set	7.78%	2.94%	2.50%	2.70%	0.88%	10%	5.49%	3.55%	5.49%	1.96%	6.74%	13.92%
Football shirt	5.56%	7.35%	7.50%	8.11%	7.96%	3.33%	5.49%	4.96%	3.30%	7.84%	5.62%	7.59%
Playstation 4	5.56%	8.82%	6.67%	5.41%	8.85%	3.33%	7.69%	5.67%	5.49%	5.88%	4.49%	5.06%
Other	48.89%	48.53%	39.17%	37.84%	38.94%	53.33%	49.45%	43.97%	49.45%	45.10%	40.45%	40.51%



Christmas Poll - Broken Down by Age

Age Range breakdown summary

Age Range	%	Responses
18-24	11.60%	116
25-34	16.10%	161
35-44	19.60%	196
45-54	16.90%	169
55+	35.80%	358

1. If Jesus were born in the UK today - in which of the following places do you think he would be born?

	18-24	25-34	35-44	45-54	55+
London	33.62% 39	30.43% 49	30.61% 60	21.30% 36	15.36% 55
Swindon	0.86% 1	3.11% 5	3.06% 6	1.78% 3	3.35% 12
Cardiff	4.31% 5	6.21% 10	3.06% 6	3.55% 6	1.96% 7
Oxford	18.97% 22	6.83% 11	2.04% 4	7.10% 12	5.87% 21
Liverpool	1.72% 2	2.48% 4	4.59% 9	4.14% 7	5.59% 20
Yorkshire Dales	19.83% 23	19.25% 31	23.47% 46	28.99% 49	34.92% 125
Newcastle	1.72% 2	1.24% 2	3.57% 7	2.96% 5	5.31% 19
None of the above	18.97% 22	30.43% 49	29.59% 58	30.18% 51	27.65% 99

2. If you could be any character in a Nativity who/what would it be?

	18-24	25-34	35-44	45-54	55+
Mary	10.34% 12	5.59% 9	7.65% 15	5.33% 9	9.22% 33
Joseph	6.03% 7	4.35% 7	4.59% 9	3.55% 6	3.07% 11
A Wise Man	17.24% 20	21.74% 35	18.37% 36	23.67% 40	23.74% 85
Shepherd	11.21% 13	6.83% 11	8.67% 17	8.28% 14	11.73% 42
Camel	12.93% 15	6.83% 11	4.08% 8	4.14% 7	2.23% 8
Herod	3.45% 4	2.48% 4	2.04% 4	0.59% 1	1.40% 5
Angel	21.55% 25	26.71% 43	24.49% 48	30.18% 51	23.46% 84
The Inn Keeper	4.31% 5	7.45% 12	11.22% 22	11.83% 20	13.97% 50
None of the above	12.93% 15	18.01% 29	18.88% 37	12.43% 21	11.17% 40

3. Who of the following would be your pick for a 'wise man' today?

	18-24	25-34	35-44	45-54	55+
Professor Brian Cox	23.28% 27	32.30% 52	27.04% 53	38.46% 65	30.17% 108
Sir Trevor McDonald	24.14% 28	18.01% 29	11.73% 23	18.93% 32	14.53% 52
George Osborne	4.31% 5	4.35% 7	4.08% 8	0% 0	1.40% 5
Joey Essex from The Only Way is Essex (TOWIE)	5.17% 6	3.73% 6	5.61% 11	1.78% 3	2.79% 10
Russell Grant, the astrologer	4.31% 5	4.35% 7	2.04% 4	2.96% 5	2.23% 8
Sir Richard Branson	12.93% 15	6.83% 11	17.35% 34	13.61% 23	9.50% 34
Justin Welby, the Archbishop of Canterbury	6.03% 7	6.21% 10	6.63% 13	7.10% 12	12.85% 46
None of the above	19.83% 23	24.22% 39	25.51% 50	17.16% 29	26.54% 95

4. The Wise Men brought Jesus gold, frankincense and myrrh. Where does myrrh come from? Pick which you think is the correct answer.

	18-24	25-34	35-44	45-54	55+
The sweat of a camel	13.79% 16	7.45% 12	4.59% 9	4.73% 8	2.23% 8
Mined from deep under the ground	31.90% 37	29.81% 48	31.63% 62	26.04% 44	20.67% 74
Ground from dried figs	14.66% 17	15.53% 25	10.20% 20	11.24% 19	7.26% 26
The resin of a small thorny tree	39.66% 46	47.20% 76	53.57% 105	57.99% 98	69.83% 250

5. There was no room at the Inn and so Jesus was born in a stable. Where do you think he would be born today?

	18-24	25-34	35-44	45-54	55+
Premier Inn/Travelodge	16.38% 19	21.74% 35	14.29% 28	23.67% 40	14.80% 53
A bus stop	19.83% 23	13.04% 21	7.14% 14	5.92% 10	3.91% 14
The Hilton	12.93% 15	10.56% 17	12.24% 24	5.92% 10	4.75% 17
A squat	7.76% 9	15.53% 25	10.20% 20	12.43% 21	21.79% 78
A garden shed	27.59% 32	21.74% 35	31.12% 61	35.50% 60	35.75% 128
None of the above	15.52% 18	17.39% 28	25% 49	16.57% 28	18.99% 68

6. If you were giving a present for Jesus today, what would it be?

	18-24	25-34	35-44	45-54	55+
A chocolate orange	23.21% 26	10.91% 18	13.85% 27	10.06% 17	13.65% 49
Socks	16.96% 19	16.97% 28	9.23% 18	4.73% 8	9.75% 35
A Furby Boom	6.25% 7	5.45% 9	2.05% 4	3.55% 6	1.11% 4
Itunes voucher	6.25% 7	7.27% 12	6.67% 13	5.92% 10	5.57% 20
Xbox one	2.68% 3	4.24% 7	7.69% 15	6.51% 11	3.06% 11
Train set	4.46% 5	3.03% 5	6.67% 13	5.33% 9	5.01% 18
Football shirt	2.68% 3	4.85% 8	7.18% 14	7.10% 12	6.96% 25
Playstation 4	6.25% 7	8.48% 14	4.62% 9	7.10% 12	5.85% 21
Other	31.25% 35	38.79% 64	42.05% 82	49.70% 84	49.03% 176