

Bible Appeal Survey

ONLINE Fieldwork : 26th-28th March 2013

Absolutes/col percents

Table 81
Q.9 Now thinking about the website Twitter, which of the following phrases describing the site best fits your view?
Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	1935	983	952	142	273	335	421	339	425	686	559	293	397	266	750
Weighted base	1935	948	987	232	310	368	329	290	406	528	567	411	430	278	806
Twitter is no different to the invention of the printing press: it has got power to do tremendous good and immense damage	611 32%	269 28%	342 35%	70 30%	103 33%	114 31%	108 33%	90 31%	126 31%	179 34%	181 32%	101 25%	149 35%	97 35%	257 32%
I don't know anything about Twitter	549 28%	259 27%	289 29%	34 14%	68 22%	91 25%	97 30%	95 33%	164 40%	122 23%	145 26%	138 34%	144 33%	63 23%	197 24%
Twitter is a great innovation and builds dialogue and community	274 14%	138 15%	137 14%	64 27%	67 22%	78 21%	35 11%	18 6%	13 3%	81 15%	74 13%	70 17%	49 12%	48 17%	134 17%
Twitter is a passing trend that will have no long term impact on society	262 14%	152 16%	109 11%	43 19%	37 12%	51 14%	50 15%	36 12%	45 11%	82 15%	88 16%	57 14%	35 8%	46 16%	118 15%
Twitter is egocentric and destroys human relationships	239 12%	130 14%	110 11%	22 9%	34 11%	34 9%	38 12%	52 18%	59 15%	64 12%	79 14%	45 11%	52 12%	24 9%	100 12%

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Table 82

Q.9 Now thinking about the website Twitter, which of the following phrases describing the site best fits your view?

Base: All respondents

	Region											To which of the following religious groups do you consider yourself to be a member of?								
	Total	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	Eastern	London	South East	South West	Christ-ian	NET: Other	Muslim	Hindu	Jewish	Sikh	Buddhist	Other	None
Unweighted base	1935	72	233	180	201	165	91	252	228	298	215	1017	111	39	19	14	-	8	31	776
Weighted base	1935	96	249	192	192	172	115	192	268	268	192	1000	112	47	18	15	-	6	26	787
Twitter is no different to the invention of the printing press: it has got power to do tremendous good and immense damage	611 32%	36 37%	83 33%	53 28%	55 29%	48 28%	37 32%	51 27%	100 37%	89 33%	59 31%	306 31%	30 27%	11 23%	8 43%	5 32%	-	1 25%	5 19%	267 34%
I don't know anything about Twitter	549 28%	23 24%	65 26%	61 32%	49 25%	46 27%	35 31%	71 37%	64 24%	76 28%	58 30%	307 31%	35 31%	18 38%	3 18%	6 42%	-	4 66%	4 14%	195 25%
Twitter is a great innovation and builds dialogue and community	274 14%	16 17%	36 15%	33 17%	32 17%	18 10%	17 15%	20 10%	47 17%	29 11%	25 13%	126 13%	18 16%	7 16%	7 36%	-	-	-	4 16%	119 15%
Twitter is a passing trend that will have no long term impact on society	262 14%	10 11%	28 11%	24 13%	30 15%	32 19%	14 12%	27 14%	28 11%	46 17%	22 12%	115 11%	19 17%	9 20%	1 3%	1 8%	-	-	8 30%	125 16%
Twitter is egocentric and destroys human relationships	239 12%	11 11%	37 15%	20 10%	26 14%	28 16%	12 10%	23 12%	29 11%	28 10%	27 14%	147 15%	10 9%	1 3%	-	3 17%	-	1 9%	6 22%	81 10%

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Table 83

Q.9 Now thinking about the website Twitter, which of the following phrases describing the site best fits your view?

Base: All respondents

	Q.1 How often would you say that you read the Bible, excluding any times that you might have been to church?					Q.3 In your opinion, which of the following phrases, if any, best describe the Bible?				
	Total	Never	Ever	At least monthly	At least weekly	Credal Opinion of Scripture	Application-Led	Inspiration-Led	Cultural Asset	Neutral/Negative
Unweighted base	1935	1006	929	184	136	507	148	330	384	566
Weighted base	1935	1051	884	174	128	503	153	325	376	577
Twitter is no different to the invention of the printing press: it has got power to do tremendous good and immense damage	611 32%	330 31%	281 32%	45 26%	32 25%	155 31%	47 30%	128 39%	128 34%	154 27%
I don't know anything about Twitter	549 28%	319 30%	230 26%	36 20%	29 23%	142 28%	27 18%	66 20%	89 24%	225 39%
Twitter is a great innovation and builds dialogue and community	274 14%	139 13%	135 15%	53 30%	38 30%	90 18%	22 15%	58 18%	45 12%	60 10%
Twitter is a passing trend that will have no long term impact on society	262 14%	150 14%	112 13%	26 15%	18 14%	63 13%	31 21%	33 10%	58 15%	77 13%
Twitter is egocentric and destroys human relationships	239 12%	113 11%	127 14%	15 9%	11 9%	53 11%	26 17%	41 13%	58 15%	62 11%

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Table 84

Q.10 Thinking about any books you read in your own time, what is your current preferred method of reading?

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	1935	983	952	142	273	335	421	339	425	686	559	293	397	266	750
Weighted base	1935	948	987	232	310	368	329	290	406	528	567	411	430	278	806
Reading a physical book	1336 69%	631 67%	705 71%	120 52%	177 57%	252 68%	248 75%	221 76%	319 79%	380 72%	404 71%	269 66%	283 66%	187 67%	536 67%
Reading on a Kindle or other digital reader	280 14%	120 13%	160 16%	22 10%	44 14%	57 15%	48 15%	44 15%	65 16%	87 17%	80 14%	58 14%	55 13%	42 15%	114 14%
I don't read in my own time	140 7%	92 10%	48 5%	36 15%	32 10%	27 7%	22 7%	13 5%	11 3%	22 4%	35 6%	35 9%	48 11%	21 7%	62 8%
Reading text on a website	87 4%	53 6%	34 3%	35 15%	24 8%	11 3%	7 2%	8 3%	2 1%	12 2%	26 5%	28 7%	21 5%	14 5%	44 5%
Reading via a smartphone app	48 2%	18 2%	30 3%	7 3%	19 6%	14 4%	2 1%	2 1%	3 1%	10 2%	18 3%	5 1%	15 4%	8 3%	24 3%
I prefer to listen to audio on CD or MP3 player	43 2%	34 4%	9 1%	11 5%	14 5%	8 2%	2 1%	3 1%	5 1%	16 3%	4 1%	15 4%	8 2%	5 2%	26 3%

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Table 85

Q.10 Thinking about any books you read in your own time, what is your current preferred method of reading?

Base: All respondents

	Region											To which of the following religious groups do you consider yourself to be a member of?								
	Total	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	Eastern	London	South East	South West	Christ-ian	NET: Other	Muslim	Hindu	Jewish	Sikh	Buddhist	Other	None
Unweighted base	1935	72	233	180	201	165	91	252	228	298	215	1017	111	39	19	14	-	8	31	776
Weighted base	1935	96	249	192	192	172	115	192	268	268	192	1000	112	47	18	15	-	6	26	787
Reading a physical book	1336 69%	53 56%	173 69%	128 67%	136 71%	125 72%	94 82%	140 73%	177 66%	177 66%	133 70%	713 71%	59 53%	18 39%	6 36%	11 75%	-	4 73%	19 71%	545 69%
Reading on a Kindle or other digital reader	280 14%	17 18%	30 12%	36 19%	28 14%	28 16%	7 6%	30 16%	29 11%	49 18%	28 15%	158 16%	13 11%	5 10%	3 18%	1 7%	-	*	3 12%	106 14%
I don't read in my own time	140 7%	12 13%	20 8%	17 9%	15 8%	8 5%	5 4%	10 5%	18 7%	19 7%	16 8%	56 6%	6 5%	5 12%	-	-	-	-	*	76 10%
Reading text on a website	87 4%	8 9%	14 6%	8 4%	6 3%	6 3%	5 4%	8 4%	17 6%	11 4%	4 2%	40 4%	12 11%	8 17%	3 15%	-	-	-	2 7%	32 4%
Reading via a smartphone app	48 2%	2 2%	5 2%	2 1%	7 4%	4 2%	2 2%	2 1%	12 5%	8 3%	6 3%	21 2%	10 9%	1 2%	5 29%	3 17%	-	1 20%	-	14 2%
I prefer to listen to audio on CD or MP3 player	43 2%	4 4%	7 3%	1 *	1 1%	2 1%	3 2%	2 1%	17 6%	4 2%	4 2%	13 1%	12 11%	9 20%	1 3%	-	-	-	2 9%	14 2%

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Table 86

Q.10 Thinking about any books you read in your own time, what is your current preferred method of reading?

Base: All respondents

	Q.1 How often would you say that you read the Bible, excluding any times that you might have been to church?					Q.3 In your opinion, which of the following phrases, if any, best describe the Bible?				
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Weighted base	1935	1051	884	174	128	503	153	325	376	577
Reading a physical book	1336 69%	682 65%	654 74%	100 58%	78 61%	340 68%	117 76%	232 71%	267 71%	380 66%
Reading on a Kindle or other digital reader	280 14%	160 15%	120 14%	27 15%	20 16%	81 16%	12 8%	55 17%	54 14%	78 14%
I don't read in my own time	140 7%	120 11%	20 2%	5 3%	5 4%	30 6%	5 3%	18 5%	19 5%	68 12%
Reading text on a website	87 4%	47 5%	39 4%	16 9%	4 3%	26 5%	11 7%	12 4%	17 4%	21 4%
Reading via a smartphone app	48 2%	24 2%	24 3%	16 9%	12 9%	18 4%	3 2%	4 1%	7 2%	16 3%
I prefer to listen to audio on CD or MP3 player	43 2%	17 2%	26 3%	10 6%	8 6%	8 2%	4 3%	5 2%	11 3%	15 3%