

SAMPLE DEFINITION	UK adults
SAMPLE SIZE	3,000
QUOTAS	Nationally representative by age, gender, region and socio-economic grade.
METHODOLOGY	Online
QUESTIONNAIRE LENGTH	15 minutes

Thank you for agreeing to participate in this research study. All of your responses will remain anonymous and confidential, so please do your best to answer each question as honestly as you can. The survey should take about 15 minutes.

**Demographic questions**

1. [ASK ALL] What is your age? [SINGLE] *Please select one only.*

- a) 18–24
- b) 25–34
- c) 35–44
- d) 45–54
- e) 55–64
- f) 65+
- g) Don't know

2. [ASK ALL] Are you...? [SINGLE] *Please select one only.*

- a) Male
- b) Female
- c) Prefer not to say

3. [ASK ALL] In which, if any, of the following regions do you live? [SINGLE] *Please select one only.*

- a) North East
- b) North West
- c) Yorkshire & Humber
- d) East Midlands
- e) West Midlands
- f) East of England
- g) London
- h) South East
- i) South West
- j) Scotland
- k) Wales
- l) Northern Ireland
- m) Other [SCREEN OUT]

4. [ASK ALL] Do you have any children aged 17 or under? [SINGLE] *Please select one only.*

- a) Yes
- b) No
- c) Don't know

5. [ASK ALL] Are you currently...? [SINGLE] *Please select one only.*

- a) Single
- b) Married
- c) In a civil partnership
- d) Cohabiting
- e) Separated
- f) Divorced
- g) In a civil partnership which has now been dissolved
- h) Widowed or surviving partner from a civil partnership
- i) Prefer not to say

6. [ASK ALL] What is the highest level of education you have completed to date?  
[SINGLE] *Please select one only.*

- a) Secondary school, high school, NVQ levels 1 to 3, etc.
- b) University degree or equivalent professional qualification, NVQ level 4, etc.
- c) Still in full time education
- d) Don't know
- e) Prefer not to say

7. [ASK ALL] Which, if any, of the following best describes your religious faith?  
[SINGLE] *Please select one only.*

- a) Agnostic
- b) Atheist
- c) Buddhist
- d) Christian
- e) Hindu
- f) Jewish
- g) Muslim
- h) Sikh
- i) Other (please specify)
- j) None of the above

8. [ASK ALL WHO CODE D AT Q7] Which, if any, of the following Christian denominations do you most identify with? [SINGLE] *Please select one only.*

- |                                    |                                 |
|------------------------------------|---------------------------------|
| a) Anglican / Church of England    | g) Orthodox                     |
| b) Baptist                         | h) Pentecostal                  |
| c) Roman Catholic                  | i) Presbyterian                 |
| d) Independent /Free Evangelical   | j) Other, please specify [OPEN] |
| e) Methodist                       | k) Don't know                   |
| f) New Churches (eg New Frontiers) |                                 |

**9. [ASK ALL WHO CODE D AT Q7] How many years have you been a Christian?  
[NUMERIC BOX] *Please select one only.***

- a) Less than a year
- b) Around 1 – 2 years
- c) Around 2 –5 years
- d) Around 5 – 10 years
- e) 10 years or more
- f) Don't know

**10. [ASK ALL WHO CODE D AT Q7] How often, if at all, do you do each of the following...? *Please select one per row.* [GRID]**

*Daily / Weekly / Monthly / Around once every three months / Around once every six months / Around once a year / Never / Don't know*

- a) Read the Bible
- b) Participate in an act of prayer, either personal or as part of an act of worship
- c) Participate in a religious service as a worshipper, excluding formal ceremonies such as weddings or funerals

## **SECTION 1**

**11.[ASK ALL] What three words or phrases come to mind when you hear Jesus Christ mentioned? [TEXT BOX] *Please write in the box below.***

- a) \_\_\_\_\_

**12.[ASK ALL] Which of the following statements best reflects your understanding of Jesus Christ? [SINGLE] *Please select one only.***

- a) He was real person who actually lived
- b) He is a mythical or fictional character
- c) Don't know

**13. [ASK ALL WHO CODE A OR C AT Q12] Which, if any, of the following statements best describes your beliefs about Jesus Christ? [SINGLE] *Please select one only.***

- a) A normal human being
- b) God in human form who lived among people in the 1<sup>st</sup> Century
- c) A prophet or spiritual leader, not God
- d) Other, please specify [OPEN]
- e) Don't know

**14. [ASK ALL] How would you describe Jesus? [MULTI; RANDOMISE A-M] *Tick all that apply.***

- a) Moral
- b) Loving
- c) Powerful
- d) Revolutionary
- e) Peaceful
- f) Spiritual
- g) Inspirational
- h) Role model
- i) Cruel
- j) Wise
- k) Contradictory
- l) Selfish
- m) Leader
- n) Don't know
- o) None of the above

**15. [ASK ALL WHO CODE A AT Q12] The Bible tells the story of Jesus rising from the dead. Which, if any, of the following statements best reflects your perceptions of this? [SINGLE] *Please select one only.***

- a) I believe the resurrection of Jesus from the dead happened word-for-word as described in the Bible
- b) I believe in the resurrection of Jesus from the dead, but that the story in the Bible contains some content which should not be taken literally
- c) I do not believe in the resurrection of Jesus from the dead
- d) Don't know

**SECTION 2**

**16. [ASK ALL WHO DO NOT CODE D AT Q7] Do you personally know anyone who is a follower of Jesus, by which we mean someone who is a practising Christian? [SINGLE]**

- a) Yes
- b) No
- c) Don't know

**17. [ASK ALL WHO CODE A AT Q16] Thinking about the first practising Christian who came to mind, how would you describe your relationship with this person? [SINGLE] *Please select one only.***

- a) Family
- b) Friend
- c) Acquaintance
- d) Workmate/colleague
- e) Neighbour
- f) Church leader
- g) Other, please specify

**18. [ASK ALL WHO CODE A AT Q16] How old is this person? *If you are not sure, please provide your best guess.* [SINGLE] *Please select one only.***

- a) Under 18
- b) 18 – 24
- c) 25 – 34
- d) 35 – 44
- e) 45 – 54
- f) 55 – 64
- g) 65+
- h) Don't know

**19.** [ASK ALL WHO CODE A AT Q16] How much, if at all, do you enjoy being around this person? [SINGLE] *Please select one only.*

- a) Always
- b) Most of the time
- c) Some of the time
- d) Occasionally
- e) Rarely
- f) Not at all
- g) Don't know

**20.** [ASK ALL WHO CODE A AT Q16] Which, if any, of the following words or phrases best describe this person? [MULTI, RANDOMISE A-N] *Please select all that apply.*

- |                  |                                  |
|------------------|----------------------------------|
| a) Hypocritical  | j) Foolish                       |
| b) Caring        | k) Generous                      |
| c) Invasive      | l) Selfish                       |
| d) Friendly      | m) Hurtful                       |
| e) Unhappy       | n) Homophobic                    |
| f) Encouraging   | o) Narrow minded                 |
| g) Hopeful       | p) Don't know [EXCLUSIVE]        |
| h) Uptight       | q) Other, please specify [OPEN]  |
| i) Good-humoured | r) None of the above [EXCLUSIVE] |

**21.** [ASK ALL WHO CODE A AT Q16] Has this person ever talked with you about their faith in Jesus Christ? [SINGLE] *Please select one only.*

- a) Yes
- b) No
- c) Don't know

**22.** [ASK ALL WHO CODE B AT Q21] Have you ever had a conversation with any practising Christian about their faith in Jesus Christ? *Please select one only.*

- a) Yes
- b) No
- c) Don't know

**23.** [ASK ALL WHO CODE A AT Q22] How old is the last person you had a conversation with about their faith in Jesus Christ? *If you are not sure, please provide your best guess.*

- a) Under 18
- b) 18 – 24
- c) 25 – 34
- d) 35 – 44
- e) 45 – 54
- f) 55 – 64
- g) 65+
- h) Don't know

**24.** [ASK ALL WHO CODE A AT Q22] Thinking about the last person you spoke to about Jesus Christ, how well, or otherwise, did you know the person before the conversation about their faith? *Please select one only.*

- a) Very well
- b) Fairly well
- c) Not very well
- d) Not at all well
- e) Don't know



**25. [ASK ALL WHO CODE A AT Q21 OR Q22] Thinking about this experience, which one of each of the following pairs of statements comes closest to your feelings on this? [PAIRED STATEMENTS; INCLUDE DON'T KNOW OPTION] Please select one per row.**

Having spoken to a follower of Jesus about their faith in Jesus Christ, I...

Felt more positive towards Jesus Christ	Felt more negative towards Jesus Christ
Wanted to know more about Jesus Christ	Did not want to know more about Jesus Christ
Felt closer to the person in question	Felt less close to the person in question
Felt comfortable	Felt uncomfortable
Felt sad that I did not share their faith	Felt glad that I did not share their faith
Was open to an experience of or encounter with Jesus Christ	Was not open to an experience of or encounter with Jesus Christ

**26. [ASK ALL WHO CODE A AT Q21 OR Q22] During the conversation, which, if any, of the following did the person ask you...? [MULTI] Please select all that apply.**

- a) To go with them to a church service
- b) To attend a church event which was not a service
- c) If you wanted them to pray for you, on behalf of yourself, or for someone else
- d) To attend a course to find out more about Jesus
- e) If you would like to talk about Jesus Christ again sometime
- f) If you wanted to experience the love of Jesus Christ for yourself
- g) Other, specify
- h) Don't know
- i) None of the above

**SECTION 3**

**27. [ASK ALL WHO CODE D AT Q7] When you think about talking with non-Christians about Jesus Christ, to what extent, if at all, do you agree or disagree with each of the following statements? [GRID, RANDOMISE STATEMENTS] *Please select one only.***

*Strongly agree / Tend to agree / Tend to disagree / Strongly disagree / Don't know*

- a) It is every Christian's responsibility to talk to non-Christians about Jesus Christ
- b) I feel comfortable talking to non-Christians about Jesus Christ
- c) Other believers are better suited than I to talk to non-Christians about Jesus Christ
- d) I don't know how to talk to non-Christians about Jesus Christ
- e) I am afraid of causing offence when I talk to non-Christians about Jesus Christ
- f) I am always looking for opportunities to talk to non-Christians about Jesus Christ
- g) I almost always feel unable to take up opportunities which present themselves to me to talk to non-Christians about Jesus Christ

**28. [ASK ALL WHO CODE D AT Q7] When, if at all, was the last time you talked about your relationship with Jesus Christ with someone who was not a Christian? [SINGLE]**

- a) Within the past week
- b) Within the past month
- c) Within the past six months
- d) Within the past year
- e) Within the past two years
- f) More than two years ago
- g) Never
- h) Don't know

**29. [ASK ALL WHO CODE A – F AT Q28] How would you describe your relationship with this person? [SINGLE] *Please select one only.***

- a) Family
- b) Friend
- c) Acquaintance
- d) Workmate/colleague
- e) Neighbour
- f) Stranger
- g) Other, please specify

**30. [ASK ALL WHO CODE A – F AT Q28] During the conversation, which, if any, of the following did you ask the person? [MULTI] *Please select all that apply.***

- a) To come with you to a church service
- b) To come to a church event
- c) If he or she wanted you to pray on behalf of themselves, or for someone else
- d) If they wanted to attend a course about Christianity
- e) If she or he was willing to talk about Jesus Christ again sometime
- f) If they wanted to experience the love of Jesus Christ for themselves
- g) Other, specify
- h) Don't know
- i) None of the above

**31. [ASK ALL WHO CODE A – F AT Q28] To the best of your knowledge, did this conversation have a positive or negative impact on the other person's opinion or beliefs about Jesus Christ? [SINGLE] *Please select one only.***

- a) Very positive
- b) Fairly positive
- c) No impact
- d) Fairly negative
- e) Very negative
- f) Don't know

**32.** [ASK ALL WHO CODE A – F AT Q28] To the best of your recollection, which, if any, of the following did the person do as a result of your conversation? [MULTI] *Please select all that apply.*

- a) Request prayer on behalf of themselves, or a friend or family member
- b) Ask how they could find out more about Jesus
- c) Express an interest in going to church
- d) Ask to have another conversation with you about Jesus
- e) Became a Christian largely as a result of our conversation
- f) Are looking into Christianity more broadly
- g) Want to experience the love of Jesus Christ for themselves
- h) Other, specify
- i) Don't know
- j) None of the above

**33.** [ASK ALL WHO CODE D AT Q7] Looking at the list below, please tick all of the following with whom you have shared your faith within the past five years. By sharing your faith, we mean, for example, discussing Jesus with someone, inviting them to church services or groups, or sharing something with them which is important to you about your faith. [MULTI] *Please select all that apply.*

- a) Family
- b) Friend
- c) Acquaintance
- d) Workmate/colleague
- e) Neighbour
- f) Stranger
- g) Other, please specify
- h) I have not shared my faith with anyone in the past five years

**34.** [ASK ALL WHO CODE A – G AT Q33] Generally speaking, do you usually talk about your faith in Jesus Christ with people who are more than 10 years older than you, more than 10 years younger than you, or about your same age? [SINGLE] *Please select one only.*

- a) More than 10 years older
- b) More than 10 years younger
- c) About your same age
- d) Don't know

**35. [ASK ALL WHO CODE D AT Q7] Which, if any, of the following best describes how you personally became a Christian? [SINGLE] *Please select one only.***

- a) One sudden decision or experience
- b) Several key decisions or experiences over time
- c) A journey or process over time
- d) Growing up in a Christian family
- e) Other, please specify
- f) Don't know

**36. [ASK ALL WHO CODE D AT Q7] When you consider the factors that positively influenced you to become a Christian, which two or three of the following, if any, had the most impact? [TOP THREE, RANDOMISE STATEMENTS A – Q] *Please select your top three.***

- a) Conversation(s) with Christian(s) you knew well
- b) Conversation(s) with Christian(s) you did not know well
- c) Reading the Bible
- d) Christian media (TV, radio, books, websites, etc.)
- e) A spiritual experience you could not explain
- f) A particular life event, whether positive or negative
- g) Dreams or visions
- h) Visiting/praying in open churches (i.e., not during a service)
- i) A church wedding or funeral
- j) Attending a church service(s), other than a wedding or funeral
- k) Going to an introduction to Christianity course like Alpha or Christianity Explored
- l) Specific Christians on social media (e.g. Twitter, Facebook, etc.)
- m) An individual church's outreach program (e.g., parent and toddler group, food bank)
- n) Christian Union or other university program
- o) Newer forms of church such as messy church or café church
- p) An experience of the love of Jesus Christ
- q) Growing up in a Christian family
- r) Other, please specify

**37. [ASK ALL WHO CODE A OR B AT Q36] Thinking about the Christian(s) you had a conversation with about their faith, what was/is your relationship with this person / people? [MULTI] *Please select all that apply.***

- a) Family
- b) Friend
- c) Acquaintance
- d) Workmate/colleague
- e) Neighbour
- f) Stranger
- g) Other, please specify

**38. [ASK ALL WHO CODE A OR B AT Q36] Generally speaking, were the Christian(s) who spoke to you about their faith more than 10 years older than you, more than 10 years younger than you, or about your same age? [SINGLE] *Please select one.***

- a) More than 10 years older
- b) More than 10 years younger
- c) About your same age
- d) Don't know

- 39. [ASK ALL WHO CODE A OR B AT Q36] Thinking about this experience, which one of each of the following pairs of statements comes closest to your feelings on this? [PAIRED STATEMENTS; INCLUDE DON'T KNOW OPTION]  
Please select one per row.**

Having spoken to a follower of Jesus about their faith in Jesus Christ, I...

Felt more positive towards Jesus Christ	Felt more negative towards Jesus Christ
Wanted to know more about Jesus Christ	Did not want to know more about Jesus Christ
Felt closer to the person in question	Felt less close to the person in question
Felt comfortable	Felt uncomfortable
Felt sad that I did not share their faith	Felt glad that I did not share their faith
Was open to an experience of or encounter with Jesus Christ	Was not open to an experience of or encounter with Jesus Christ

**47. [ASK ALL] What ethnicity best describes you? [SINGLE]**

- a) White – English/Welsh/Scottish/ Northern Irish/British
- b) White – Irish
- c) White – Gypsy or Irish Traveller
- d) White – other (SPECIFY)
- e) Mixed/Multiple – White and Black Caribbean
- f) Mixed/Multiple – White and Black African
- g) Mixed/Multiple – White and Asian
- h) Mixed/Multiple – other (SPECIFY)
- i) Asian or Asian British – Indian
- j) Asian or Asian British – Pakistani
- k) Asian or Asian British – Bangladeshi
- l) Asian or Asian British – Chinese
- m) Asian or Asian British – Other (SPECIFY)
- n) Black or Black British – Caribbean
- o) Black or Black British – African
- p) Black or Black British – Other (SPECIFY)
- q) Other – Arab (SPECIFY)
- r) Any other (SPECIFY)
- s) Prefer not to say



48. [ASK ALL] Which of the following best describes your company sector? *Please select one response only.* [SINGLE, FIX OPTIONS]

- a) Agriculture, forestry & fishing
- b) Production
- c) Construction
- d) Motor trades
- e) Wholesale
- f) Retail
- g) Transport & storage (inc. postal)
- h) Accommodation & food services
- i) Information & communication
- j) Finance & insurance
- k) Property
- l) Professional, scientific & technical
- m) Business administration and support services
- n) Public administration and defence
- o) Education
- p) Health
- q) Arts, entertainment, recreation and other services
- r) Don't know
- s) Not applicable - I am retired or not in employment