

## Background & method

### **Background & objectives:**

Survey in Denmark and Netherland among Christians.

### **Method:**

#### ***Interview period & data collection method:***

The survey was conducted from the 5<sup>th</sup> – 15<sup>th</sup> of October via the Internet and the respondents were members of The YouGov Panel in Denmark.<sup>1</sup>

#### ***Target group & screening:***

The target group of the survey is Christians 18-74 years old, national representative on gender, age, geography and education

Invitations were sent out via email to people who meet these conditions in The YouGov Panel. The survey was selected to a sampling frame that ensured correct population proportions according to the target group.

A total of 2113 interviews were conducted, of which 1006 are within the target group.

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<sup>1</sup>There are more than 180.000 members in YouGov's online access panels in the Nordic countries.

YouGov's panel members are recruited using several different methods. Among the recruitment methods are: ads in daily papers and magazines, direct telephonic recruitment, spots in local radios, recruitment from existing databases, standard ads on the Internet and through recommendations from existing members.

By choosing many different sources and methods a spread of socio demographics secures the potential risk of diversity within the panels. Furthermore it increases the possibility that the panel members are different kind of Danes, Swedes, Norwegians and Finns with Internet access.

**Weighting and data description:**

Data is gross weighted on the dimensions gender, age, region and education based on an ideal from Danmarks Statistik in Denmark so that the results are representative with regard to the target group.

	<b>Number not weighted</b>	<b>Number (%) <u>not weighted</u></b>	<b>Number weighted</b>	<b>Number (%) <u>weighted</u></b>
<b>Total</b>	<b>2113</b>		<b>2113</b>	
<b>Gender</b>				
Female	1054	49,9	1053	49,8
Male	1059	50,1	1060	50,2
<b>Age</b>				
18-34	633	30	624	29,5
35-49	511	24,2	567	26,8
50-64	628	29,7	597	28,3
65-74	341	16,1	325	15,4
<b>Region</b>				
Greater Copenhagen	654	31	673	31,9
The rest of Zealand and the islands	318	15	304	14,4
Southern Denmark	458	21,7	442	20,9
Middle of Jutland	466	22,1	477	22,6
Northern Jutland	217	10,3	216	10,2
<b>Education</b>				
Elementary school /Primary and lower secondary school	297	14,1	509	24,1
Upper secondary school/Secondary school/ Post-secondary education	370	17,5	215	10,2
Post-secondary vocational education	669	31,7	717	33,9
University or university-college courses 1-2 years	112	5,3	97	4,6
University or university-college courses 3-4 years	437	20,7	376	17,8
University or university-college courses 5 years or longer/ Research programmes (e.g. Ph.D.)	228	10,8	198	9,4

**Background criteria:**

The following background criteria's and levels are used in the report:

Gender; age; postcode, region, education, work\_stat

**Publication of the results:**

On the publication of a survey, or parts of a survey, please always state YouGov as the partner for the survey.

For press releases please follow the ESOMAR rules by including a text such as the following in the press release:

"The survey was conducted in cooperation with the analysis institute YouGov. In total 1006 CAWI interviews with Christians 18-74 years old , in October were performed.

Prior to the publication of a survey's results YouGov would be pleased to approve the press release, or other use of the results, in order to ensure that the results are used appropriately in both technical analysis and legal terms.

**Interpreting tables based on Chi2 and T tests**

The table figures have been tested for significance. Two different statistical tests have been performed; Chi2 and T tests. These tests, the confidence intervals applied, significant deviations in the table data and the graphic representation of the main results shown in the slides further on are explained in more detail below.

**The Chi2 test used**

This test form is denoted in the attached tables by '+' or '-' respectively. If '+' is shown in the tables, the results are significantly higher than the total. If '-' is shown in the tables, the results are significantly lower than the total. A confidence interval of 95% has been selected.

**The T test used**

This test is denoted by capital letters in the tables. If a capital letter is shown in the tables, the result deviates significantly from the column to which the capital letter refers. A confidence interval of 95% has been selected for this test also.

**Confidence interval**

A confidence interval of 95% means that there is a 95% probability that the true value lies within plus/minus 1,4%, depending on the answer distribution of the observed value in the survey of 1006 respondents. The uncertainty interval becomes greater the smaller the basis.

Base (n) Percentage (p)	100	200	300	400	500	600	700	800	900	1000
5 or 95%	4,3	3,0	2,5	2,1	1,9	1,7	1,6	1,5	1,4	1,4
10 or 90%	5,9	4,2	3,4	2,9	2,6	2,4	2,2	2,1	2,0	1,9
15 or 85%	7,0	4,9	4,0	3,5	3,1	2,9	2,7	2,5	2,3	2,3
20 or 80%	7,8	5,5	4,5	3,9	3,5	3,2	3,0	2,8	2,6	2,5
25 or 75%	8,5	6,0	4,9	4,2	3,8	3,5	3,2	3,0	2,8	2,7
30 or 70%	8,9	6,4	5,2	4,5	4,0	3,7	3,4	3,2	3,0	2,8
35 or 65%	9,3	6,6	5,4	4,7	4,2	3,8	3,5	3,3	3,1	3,0
40 or 60%	9,6	6,8	5,5	4,8	4,3	3,9	3,6	3,4	3,2	3,0
45 or 55%	9,8	6,9	5,6	4,9	4,4	4,0	3,7	3,5	3,3	3,1
50%	9,8	6,9	5,7	4,9	4,4	4,0	3,7	3,5	3,3	3,1

**Significant deviations**

The survey contains many significant deviations. These significant deviations have been highlighted in the table data. There is often a natural explanation for the significant deviations, and sometimes they are based on 'small' or 'very small' bases