

YouGov Survey Results

Sample Size: 1023 Black, Asian and Minority Ethnic adults in Britain (aged 18+)
Fieldwork: 8th - 16th December 2021

	Gender		Age				Region					Ethnicity									
	All	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands / Wales	North	Scotland	Mixed	Indian	Pakistani	Bangladeshi	Black	Chinese	Other Asian	Other ethnicity	
Weighted Sample	1023	493	530	159	592	188	84	409	205	215	164	31	86	207	142	68	247	44	119	112	
Unweighted Sample	1023	447	576	109	602	217	95	370	232	195	190	36	105	246	127	54	215	53	114	109	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

When you see images of Jesus Christ, which racial group do you think he is usually depicted as being from?

White	59	58	61	45	60	69	60	58	64	56	62	61	68	59	56	48	64	48	54	64
Black	4	3	5	4	4	4	0	6	2	3	3	0	3	3	1	2	10	0	0	4
Middle Eastern	18	19	18	25	16	15	31	20	22	18	8	35	19	12	8	10	20	38	34	21
East Asian (e.g. Japanese or Chinese)	2	3	2	4	3	1	1	3	2	1	4	0	6	3	1	0	0	5	2	7
South Asian (e.g. Indian or Pakistani)	7	8	6	10	8	2	3	4	4	11	13	0	0	9	17	33	0	0	3	1
Other	1	1	2	2	1	2	0	1	1	1	2	3	0	3	3	0	1	0	1	0
Don't know	8	8	7	10	7	8	5	8	5	10	8	1	3	10	14	8	5	10	6	4

When you see images of Father Christmas / Santa Claus, which racial group do you think he is usually depicted as being from?

White	81	81	81	64	82	90	89	78	88	85	77	79	83	78	71	71	85	88	90	85
Black	2	1	3	5	2	2	0	3	1	2	3	0	9	4	0	0	3	0	0	0
Middle Eastern	3	4	2	11	1	1	2	5	1	0	2	14	1	1	4	3	7	0	0	4
East Asian (e.g. Japanese or Chinese)	1	1	1	2	1	0	1	0	2	1	2	4	3	1	1	1	0	3	1	1
South Asian (e.g. Indian or Pakistani)	4	4	4	6	5	0	3	5	3	2	6	0	2	7	4	10	0	0	2	6
Other	1	0	2	1	2	1	0	2	0	0	3	1	0	1	3	5	0	0	2	1
Don't know	7	8	7	12	7	5	6	7	5	11	7	1	2	9	17	8	5	9	5	3

Do you think it is acceptable or unacceptable for images of Jesus Christ to depict him as being from the following racial groups...?

White																				
Acceptable	40	40	40	32	42	42	38	38	48	34	43	51	54	49	30	23	25	54	47	56
Unacceptable	34	35	33	30	34	34	35	36	31	33	32	39	32	27	32	36	46	23	25	33
Don't know	26	25	27	38	23	24	27	27	21	33	26	10	13	24	38	42	29	22	28	11
Black																				
Acceptable	39	36	42	32	41	37	37	40	46	34	31	50	52	41	22	31	41	32	38	51
Unacceptable	28	33	24	26	28	30	29	27	25	30	32	32	23	28	32	21	28	32	31	30
Don't know	33	31	34	42	30	33	34	32	29	36	37	18	25	31	46	48	31	36	31	20
Middle-Eastern																				
Acceptable	60	60	60	50	61	57	73	59	68	53	54	78	74	52	32	49	63	75	68	83
Unacceptable	13	16	11	11	13	20	7	13	8	19	13	11	10	21	27	7	10	2	7	7
Don't know	27	24	30	39	26	23	19	28	23	28	32	12	16	27	42	44	27	23	26	11
East Asian (e.g. Japanese or Chinese)																				
Acceptable	28	27	29	28	29	25	25	31	29	21	28	26	37	29	12	16	29	37	29	41
Unacceptable	37	42	32	27	37	41	40	35	37	39	34	56	40	34	42	37	33	35	39	38
Don't know	35	31	39	45	33	33	35	34	34	39	38	18	23	36	46	48	38	28	32	22

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	Country of birth			Religion			
	All	UK	Outside of the UK	No religion	Christian	Other religion	Prefer not to say
Weighted Sample	1023	379	644	220	264	433	41
Unweighted Sample	1023	453	570	245	253	424	43
	%	%	%	%	%	%	%

When you see images of Jesus Christ, which racial group do you think he is usually depicted as being from?

White	59	63	57	75	49	56	62
Black	4	4	4	3	8	1	8
Middle Eastern	18	14	21	16	24	17	10
East Asian (e.g. Japanese or Chinese)	2	1	3	1	8	1	1
South Asian (e.g. Indian or Pakistani)	7	8	6	3	3	12	8
Other	1	2	1	0	2	1	4
Don't know	8	6	8	2	6	11	6

When you see images of Father Christmas / Santa Claus, which racial group do you think he is usually depicted as being from?

White	81	82	81	93	74	81	69
Black	2	1	3	1	6	1	9
Middle Eastern	3	1	4	1	6	2	1
East Asian (e.g. Japanese or Chinese)	1	2	1	0	3	1	4
South Asian (e.g. Indian or Pakistani)	4	5	3	0	5	5	11
Other	1	2	1	2	0	1	0
Don't know	7	7	8	2	7	10	6

Do you think it is acceptable or unacceptable for images of Jesus Christ to depict him as being from the following racial groups...?

White							
Acceptable	40	40	41	47	36	39	39
Unacceptable	34	39	31	37	38	29	30
Don't know	26	22	29	16	26	33	32
Black							
Acceptable	39	43	36	56	41	29	17
Unacceptable	28	26	30	19	26	33	46
Don't know	33	31	34	26	33	38	37
Middle-Eastern							
Acceptable	60	64	57	78	60	48	45
Unacceptable	13	11	14	8	13	17	14
Don't know	27	24	29	15	27	35	41
East Asian (e.g. Japanese or Chinese)							
Acceptable	28	29	27	41	33	19	16
Unacceptable	37	39	35	34	30	41	38
Don't know	35	32	37	24	37	40	46

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

South Asian (e.g. Indian or Pakistani)

Acceptable	32	32	32	32	33	29	26	35	36	27	29	20	41	34	18	22	32	36	35	41
Unacceptable	35	37	32	28	34	39	40	31	33	40	37	45	35	32	42	46	30	32	34	35
Don't know	33	31	36	40	32	32	33	34	32	33	34	35	25	34	40	32	38	32	32	24

And do you think it is acceptable or unacceptable for Father Christmas / Santa Claus to be depicted as being from the following racial groups...?

White

Acceptable	68	66	70	63	70	68	67	66	75	65	67	70	78	66	58	44	75	81	73	67
Unacceptable	11	13	8	19	10	6	6	10	6	13	15	12	7	8	15	18	6	3	11	21
Don't know	21	21	22	18	20	26	27	23	18	23	18	17	15	26	27	38	19	16	17	11

Black

Acceptable	49	45	53	54	49	41	52	53	56	45	39	31	57	45	35	31	59	42	45	62
Unacceptable	25	28	21	25	25	25	16	19	19	27	36	50	25	24	30	34	18	31	25	24
Don't know	27	27	26	21	25	33	32	27	25	28	26	19	18	31	35	35	23	27	30	14

Middle-Eastern

Acceptable	51	48	53	58	50	46	54	55	54	45	47	44	60	46	29	48	59	47	53	60
Unacceptable	22	26	19	21	24	24	15	17	22	25	31	35	22	20	36	16	18	30	24	20
Don't know	27	26	28	21	27	31	31	29	25	30	22	21	18	33	35	36	23	22	24	19

East Asian (e.g. Japanese or Chinese)

Acceptable	45	40	51	44	48	36	50	46	53	46	38	29	55	44	31	41	49	43	49	52
Unacceptable	26	32	21	28	26	31	18	25	24	25	34	38	23	22	34	22	26	34	27	28
Don't know	28	28	28	28	26	33	32	30	23	29	28	33	22	34	36	37	25	23	24	20

South Asian (e.g. Indian or Pakistani)

Acceptable	46	43	48	52	47	35	49	49	53	43	38	23	58	43	26	43	51	39	51	56
Unacceptable	25	28	22	15	26	32	18	20	24	26	32	44	19	23	38	17	19	40	29	23
Don't know	29	29	30	34	26	33	33	31	23	31	30	33	23	34	36	40	31	20	20	21

Do you think it is acceptable or unacceptable for Father Christmas / Santa Claus to be depicted as being...?

Female

Acceptable	32	34	31	22	38	24	31	35	31	32	28	23	28	34	22	44	32	41	27	40
Unacceptable	40	42	39	43	37	48	37	36	43	39	47	57	49	41	39	29	43	34	36	41
Don't know	28	25	31	35	25	29	32	29	26	30	25	20	23	25	39	27	25	26	38	19

Homosexual

Acceptable	33	35	31	37	35	24	31	34	33	33	30	29	47	37	18	32	30	44	29	40
Unacceptable	38	40	36	28	38	47	34	32	43	37	46	45	35	39	39	37	41	28	31	38
Don't know	29	25	34	35	27	28	35	34	24	30	24	27	18	24	43	31	29	28	40	22

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	%	%	%	%	%	%	%

South Asian (e.g. Indian or Pakistani)

Acceptable	32	34	31	45	36	24	17
Unacceptable	35	36	34	28	29	40	46
Don't know	33	30	35	26	36	36	37

And do you think it is acceptable or unacceptable for Father Christmas / Santa Claus to be depicted as being from the following racial groups...?

White

Acceptable	68	69	68	85	68	60	58
Unacceptable	11	10	11	3	11	14	2
Don't know	21	22	21	11	21	26	40

Black

Acceptable	49	47	50	63	55	39	21
Unacceptable	25	25	24	17	24	27	39
Don't know	27	28	26	19	22	34	40

Middle-Eastern

Acceptable	51	48	52	69	52	40	29
Unacceptable	22	23	22	13	24	27	29
Don't know	27	29	26	18	24	33	42

East Asian (e.g. Japanese or Chinese)

Acceptable	45	46	45	62	44	40	17
Unacceptable	26	25	27	20	30	25	40
Don't know	28	29	28	18	26	34	44

South Asian (e.g. Indian or Pakistani)

Acceptable	46	45	46	62	48	39	14
Unacceptable	25	25	25	22	19	28	37
Don't know	29	30	29	17	32	33	49

Do you think it is acceptable or unacceptable for Father Christmas / Santa Claus to be depicted as being...?

Female

Acceptable	32	33	32	45	26	29	30
Unacceptable	40	42	39	30	54	37	34
Don't know	28	25	29	25	20	34	36

Homosexual

Acceptable	33	38	30	54	27	25	34
Unacceptable	38	37	38	22	48	41	34
Don't know	29	25	32	25	25	35	32