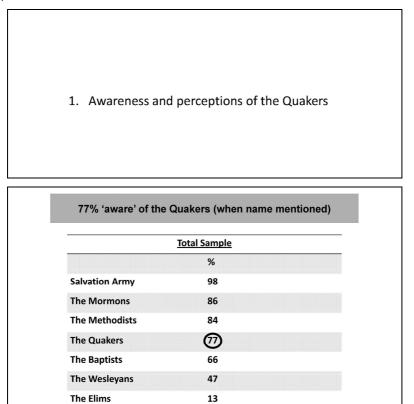
PEOPLE'S PERCEPTIONS OF THE QUAKERS

A Survey Conducted by DVL Smith Ltd

DVL Smith Ltd, an independent market research agency run by Dr David Smith, a former Chairman of the Market Research Society, has undertaken a survey of 1000 individuals living in England, Scotland and Wales to assess their perceptions of the Quakers. This size of sample provides a robust platform upon which to assess individual's awareness, and understanding, of the Quakers. The survey was conducted in June 2009. Presented below are the key findings of the survey.



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	Total Sample %	Religious Beliefs	
		Yes %	No %
Initial awareness	77	81	70
Total awareness	80	84	74

Lower awareness of the Qua	kers among the 18 – 34 age group
% of each group	
Total	80
Gender	
Male	79
Female	80
Age	
18 - 34	(49)
35 - 60	88
61 +	96
Social Class	
AB	86
C1C2	74
DE	80

	T-1-1
Classification of descriptions:	Total aware of Quakers %
'Accurate'	55
'General'	15
'Inaccurate'	59

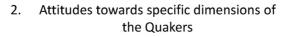
	Total aware of Quakers
	%
Religion / Religious Group	30
Peaceful / Pacifists	9
Quiet / Silence / Non – Verbal	5
Christian / Christian based	4
Society of Friends / Friendly Society	3
Chocolate /Cadbury's / Elizabeth Fry / Rowntree	2
No Minister / Preacher	1
Liberal / Free thinking	1

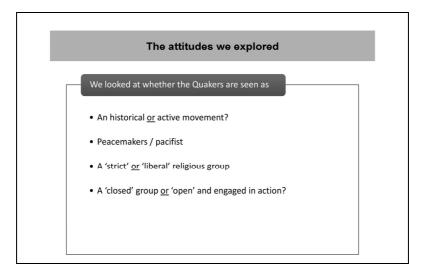
15% of people cited (at least) one 'general' description

	Total aware of Quakers %
elpful / caring / humanitarian / nice people	5
Clean living / simple life / abstinence	4
Meeting halls	4
charitable / charity work	1
nvolved in business / industrialists	1

59% of people cited (at least) one 'inaccurate' description Total aware of Quakers Porridge Oats 13 Black/ Grey clothing / hats / old fashioned dress 10 America 9

Old fashioned lifestyle / avoid modern technology etc	6
Strict / Puritanical	4
Went to / founded America / Pilgrim Fathers	4
Closed Community	4
Village / Countryside / Rural based	3
Like the Amish/ Jehovah's Witnesses / Mormons	2
Cult / Sect	2
Strange / Weird	1
Shaking / quaking / moving	1





The Qua	kers are s	seen as still 'active'	
'The Quakers are an active religious group'	Total Aware %	'The Quakers are an old historical group that are no longer in existence'	Total Aware %
Strongly Agree	24 } 71%	Strongly Agree	1
Agree	47	Agree	5
Neither agree or disagree	22	Neither agree or disagree	19
Slightly disagree	5	Slightly disagree	22
Strongly disagree	2	Strongly disagree	53 ⁷

'The Quakers are a pacifist organisation'	Total Aware %
Strongly Agree	22 38 60%
Agree	38 } 60%
Neither agree or disagree	33
Slightly disagree	5
Strongly disagree	2

There is a mix of views about whether the religious or non religious grou	
'The Quakers are a <u>non</u> religious group	Total Aware
who try to do good in the world'	%
Strongly Agree	4
Agree	18 } 22%
Neither agree or disagree	25
Slightly disagree	25
Strongly disagree	28 } 53%

'The Quakers are an orthodox religious group who interpret religion in a very strict way'	Total Aware %
Strongly Agree	¹⁵] - 20/
Agree	37 52%
Neither agree or disagree	31
Slightly disagree	11
Strongly disagree	6

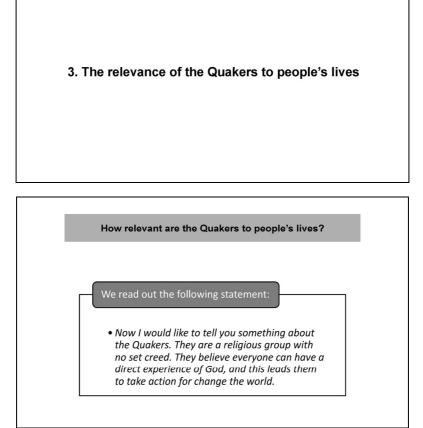
'The Quakers are a radical evangelical group who exist to promote the word of God'	Total Aware %
Strongly Agree	⁵ 37%
Agree	32 J 5770
Neither agree or disagree	34
Slightly disagree	18 2 20%
Strongly disagree	11 5 29%

'The Quakers are a religious group who interpret the Bible in a very liberal way	Total Awar %
that relates to today's world'	70
Strongly Agree	⁵ 35 } 309
Agree	25 5 50%
Neither agree or disagree	46
Slightly disagree	16 L 240
Strongly disagree	8 ^{524%}

There is a spread of views on whether the closed group	Quakers are a
'The Quakers are a closed group that do not allow people from outside into their own community'	Total Aware %
Strongly Agree Agree	5 18 } 23%
Neither agree or disagree	38
Slightly disagree Strongly disagree	²¹ 18 } 39%

ere is uncertainty about whether the Quak in social action	ers are involv
'The Quakers are a humanitarian organisation involved with social action'	Total Aware %
Strongly Agree Agree	¹⁰ 26 } 36%
Neither agree or disagree	48
Slightly disagree Strongly disagree	¹¹ ₅ } 16%

	he survey
What learnt:	Total Sample %
That they still exist / are still active	13
Liberal / not strict	10
They are religious	4
No set creed / everyone welcome	4
Helpful / caring people / wanting to improve society	2
They are pacifists	1



21% claim that the Quakers are 'relevant' to their lives?

	Total Sample		
	%	Yes %	No %
Considerable relevance to your life	2	3	1
Some possible relevance to your life	19	26	10
No relevance to your life whatsoever	79	71	89

	Total Relevant %
Agree with their philosophies	23
I am religious	18
Helping others/ helping society / world as a whole	15
They are tolerant of other peoples view's / open / welcoming	11
Agree with their pacifism	8
I'm a Christian	7
Because they are liberal minded	6
Have friends who are Quakers / have contact with Quakers	6
I am / family are Quakers	2
Other	19
Don't Know	7

	Total not Relevant %
Not religious / no religious beliefs	34
Have my own religion/ beliefs	21
Don't know enough about them	13
Not interested / not relevant to me	5
Never had any contact with them / never met any	5
Do not agree with their beliefs	3
Other	1

Relevance of the Quakers across different supgroups

Considerable or some relevance

	% Of Each Grou	p	
Total		21	
Gender			
Male		20	
Female		22	
Age			
18 - 34		24	
35 - 60		20	
61 +		21	
Social Class			
AB		26	
C1C2		19	
DE		19	

We have reported that eight in ten people are 'aware' of the Quakers. But comparatively few have a fully 'informed' view of the Quaker philosophy and beliefs. A key issue is that so many people carry in their heads a wide range of inaccurate, and arguably unhelpful, images of the Quakers, including, for some, the perception that they are a 'puritanical sect'. Thus the core communications challenge for the Quakers centres on addressing the uncertainty and confusion that exists about whether the Quakers is an open, liberal movement *or* a more fundamentalist, strict, even 'weird cult'.