



Harvest Festival Headline Findings

Methodology: ComRes interviewed 4,051 British adults aged 18+ online between 21st and 25th August 2019. Data were weighted to be representative of all 18+ British adults by key demographic factors including age, gender, region and social grade. ComRes is a member of the British Polling Council and abides by its rules.

Q1. Do you remember celebrating Harvest Festival in these ways when you were a child?

Three quarters (73%) of respondents remember celebrating Harvest Festival as a child, while under one quarter (22%) said they didn't participate in the festival as a child.

- Three fifths (61%) of respondents remember bringing in food to give to people in need, followed by over half (55%) that remember attending a harvest service and half (51%) that remember singing hymns.
- Approaching two thirds (64%) of respondents remember participating in at least one of saying prayers, singing hymns or attending a Harvest service.
- Christians are the most likely religious group to remember celebrating Harvest Festival as a child. Four fifths (80%) of Christians remember celebrating Harvest Festival as a child, compared to nearly three fifths (57%) of those from other religions and seven tenths (68%) of those who associate with no religion.
- Females are more likely than males to remember celebrating Harvest Festival as a child. Four fifths (79%) of female respondents said they remembered, compared to two thirds (66%) of male respondents.
- Individuals over the age of 65 are most likely to remember celebrating Harvest Festival as a child. Four fifths (81%) of respondents over 65 remember, compared to nearly two thirds (62%) of respondents aged between 16–34.

Q2. From your memory of taking part in Harvest Festival as a child, how much did you enjoy it?

Of those respondents that remember celebrating Harvest Festival as a child, two thirds (65%) say they liked it compared to just 5% that disliked it. Just over a quarter (28%) say they neither liked it nor disliked it.



- One quarter of respondents (23%) say they liked it very much, compared to just 2% that say they strongly disliked it.
- Christians and respondents of other religions are almost equally likely to have enjoyed celebrating Harvest Festival as a child. Three quarters of Christians (76%) and respondents from other religions (74%) say they liked celebrating, compared to half of respondents (51%) not associated with a religion.
- Female respondents are more likely to say they enjoyed celebrating Harvest Festival as a child. Three quarters of females (73%) say they liked it, compared to just over half of males (54%).
- Over two thirds (69%) of respondents 65+ say they liked it, similar to the two thirds (67%) of 18–34-year olds and just under two thirds (63%) of 35–54-year olds.

Q3. In what way, if any, does your child/ren usually participate in a Harvest Festival?

Of the respondents with a child/ren under the age of 18, two fifths (42%) said their child/ren does not participate in a Harvest Festival.

- Approaching a third (29%) of respondents say their child/ren participates in a service or activity in a school or nursery. While a fifth (19%) say their child/ren participates in a visit to a church organised by a school/nursery and a tenth (9%) don't know.
- Parents who do not associate with a religion are most likely to have a child or children that do not participate in a Harvest Festival. Nearly half (47%) of these respondents said their child/children does not participate, compared to a third (35%) of Christians.

Q4. Which of these, if any, are important benefits of Harvest Festival?

Almost two thirds (62%) of respondents say generosity to people in need is an important benefit of Harvest Festival, while half say giving thanks for the good things in our lives (51%) and teaching children where food comes from (48%) are important benefits. Approaching a tenth (7%) said none of the options presented are important benefits of Harvest Festival, while just over a tenth (13%) don't know.



Four fifths (80%) of overall respondents see at least one benefit of Harvest Festival. Nine tenths (88%) of Christians see at least one benefit, compared to just under three quarters (72%) of people of other religions and no religion

Q5. In 2019, is there still value in children participating in Harvest Festivals?

Two thirds (67%) of respondents say in 2019, there is still value in children participating in Harvest Festivals, compared to just over a tenth (13%) who say there is no value and one fifth (20%) who don't know.

- One third (34%) of overall respondents say there is still a lot of value in children participating in Harvest Festivals.
- Christians see the most value in children participating in Harvest Festivals. An overwhelming three quarters of Christians (77%) say they see value, compared to just under two thirds (63%) of respondents from other religions and just under three fifths (57%) of respondents who do not associate with a religion.
- Females are more likely than males to say in 2019, there is still value in children participating in Harvest Festivals. Three quarters of female respondents (73%) see value, compared to three fifths (60%) of male respondents.
- The older the respondent, the more likely they are to say in 2019, there is still value in children participating in Harvest Festivals. Three quarters (74%) of respondents that are 55+ see value, more than the three fifths (60%) of 18–34-year olds and two thirds (66%) of 35–44 years who say the same.