

**FOR IMMEDIATE RELEASE**

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**Majority of Christians in Britain and Europe not going to church over Easter: poll**

Despite Easter being the most important Christian festival, which commemorates the crucifixion and resurrection of Jesus Christ, most Christians in Britain and several European countries surveyed by YouGov will not be attending church services over the Easter weekend.

According to YouGov's latest EuroTrack poll, which tracks public opinion in Britain, Germany, France, Denmark, Sweden, Finland and Norway, just under a quarter (24%) of British Christians plan to attend church services on Easter Sunday, and only 5% say they will go to church on another day around Easter.

The percentage of Christians planning to go to church around Easter is highest in Germany, at 36%, and lowest in Denmark, where only 17% of Christians say they will go to church on either Easter Sunday (8%) or another day around Easter (9%).

Meanwhile, when asked what the most important part of Easter is, British and European Christians overwhelmingly chose 'spending time with friends and family' over Easter's religious significance. In Britain, 49% of Christians say spending time with friends and family is the most important part of Easter, compared to 30% who say its religious significance is the most important part. In every other European country surveyed a majority of Christians say spending time with friends and family is the most important aspect of Easter for them.

**Easter eggs**

A separate YouGov poll found that six in 10 (60%) Brits will buy at least one large chocolate Easter egg, while 36% say they won't buy any and 5% are undecided. Just under a quarter (23%) of people will buy two or three eggs, 14% plan on buying four or five, 10% will purchase just one and 9% say they will buy six to 10 large chocolate Easter eggs.

Meanwhile, 46% say they will eat at least one large chocolate Easter egg, compared to 48% who say they won't eat any and 5% who are undecided. Just over a quarter (26%) of Brits say they will stop at eating one Easter egg, while 16% plan on eating two or three.

More than eight in 10 (82%) Brits say that chocolate eggs should only be sold in the run up to and around Easter, while only 8% say they should be sold year round and 10% aren't sure.

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**Notes to editors:**

For the EuroTrack poll, total sample size was 2,047 GB Adults, 1,031 German Adults, 1,013 French Adults, 1,008 Danish Adults, 998 Finnish Adults, 1,014 Swedish Adults, and 645 Norwegian Adults. Fieldwork was carried out 21<sup>st</sup>-27<sup>th</sup> March, 2013.

For the GB Easter poll, total sample size was 1,867 GB adults. Fieldwork was carried out 26<sup>th</sup>-27<sup>th</sup> March, 2013.

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**About YouGov**

YouGov is an international, full service market research agency offering added value consultancy, qualitative research, field and tab services, syndicated products such as the daily brand perception tracker BrandIndex and social media analysis tool SoMA, fast turnaround omnibus and comprehensive SixthSense market intelligence reports. YouGov's sector specialist teams serve financial, media, technology and telecoms, FMCG and public sector markets. YouGov is considered a pioneer of online market research and has a panel of 2.5 million people worldwide, including over 350,000 people in the UK representing all ages, socio-economic groups and other demographic types. As the most quoted market research agency in the UK, YouGov has a well-documented and published track record illustrating the accuracy of its survey methods.

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