

Portland Communications

Easter - Children's Omnibus

KIDS Sample: 1,082 GB children (aged 8 to 15)

Fieldwork Time: 28th - 31th March 2014



Total	Gender		Age								
Base	Male	Female	8	9	10	11	12	13	14	15	

PPE_q1. What symbol of Easter is the MOST important to you?
(Please tick one option only)

Unweighted base	1082	541	541	65	113	148	159	156	147	179	115
Base: All GB children (aged 8 to 15)	1082	555	527	128	131	134	133	134	137	139	145
Chocolate Easter eggs	596	321	275	61	74	67	67	80	79	80	88
The Christian Cross	211	118	93	30	18	34	23	22	25	28	31
The Easter Bunny	92	36	56	23	15	11	9	11	7	8	7
Hot cross buns	42	21	20	-	4	10	6	7	6	5	3
Daffodils	39	12	27	2	3	5	8	4	7	5	3
Easter egg nests	39	15	24	5	10	2	6	4	4	3	4
None of these	38	18	20	3	2	4	8	4	6	7	4
Don't know	25	14	11	5	4	1	5	1	3	3	4

PPE_q2. What occasion do you think is celebrated on **Easter Sunday**?
(Please tick one option only)

Unweighted base	1082	541	541	65	113	148	159	156	147	179	115
Base: All GB children (aged 8 to 15)	1082	555	527	128	131	134	133	134	137	139	145
It is the day that Jesus was resurrected (i.e. came back from the dead)	818	423	395	100	90	97	98	98	104	116	115
It is the day that Jesus died on the cross	86	42	45	5	16	14	11	7	15	9	9
It is the day that Jesus presented an egg to each of his disciples	18	14	4	5	1	1	5	3	2	1	-
It is the day that chocolate was invented from the cocoa bean	14	6	8	7	1	1	1	2	1	1	-
It is the day that Mary gave birth to Jesus	10	6	4	-	1	-	2	2	1	1	4
It is the day that Jesus gave each of his disciples 30 pieces of silver	8	4	5	1	-	2	-	3	-	2	-
It is the day that the Sun first rose in the sky	5	4	1	3	-	1	-	1	1	-	-
It is the day the Queen was born	4	3	1	-	1	-	1	2	-	-	-
None of these	27	11	16	1	2	5	5	3	5	1	5
Don't know	92	41	51	6	18	13	11	14	9	9	12

Social Grade	
ABC1	C2DE

645	437
638	444
347	249
130	81
51	41
24	17
25	15
23	15
21	17
17	8

645	437
638	444
500	317
45	41
10	9
2	12
6	4
5	3
4	1
2	1
18	9
45	47

Region					Parent's Employment Status							
North/ Scotland	Midlands/ Wales	East	London	South	Working full time (30 or more hours per week)	Working part time (8-29 hours a week)	Working part time (Less than 8 hours a week)	Full time student	Retired	Unemployed	Not working	Other

417	197	95	117	256	718	156	22	13	30	54	74	15
362	239	105	126	248	720	156	23	13	26	54	74	14
186	147	62	60	140	396	84	11	5	16	31	45	8
78	42	14	34	44	149	23	8	2	6	9	13	1
36	15	15	6	20	59	15	1	2	2	5	6	3
7	12	9	6	8	26	10	1	1	-	1	2	1
16	5	1	8	10	24	6	1	1	1	3	3	1
14	6	3	5	11	26	7	1	-	1	-	3	-
13	9	1	7	9	26	5	1	-	-	3	3	-
12	3	1	3	7	14	7	-	2	-	2	-	-

417	197	95	117	256	718	156	22	13	30	54	74	15
362	239	105	126	248	720	156	23	13	26	54	74	14
279	189	80	84	186	553	113	17	8	21	41	55	9
27	16	9	8	25	53	19	-	1	2	4	6	2
4	6	4	3	3	7	6	1	1	-	-	4	-
6	-	-	3	5	9	1	-	1	-	3	-	-
3	1	-	6	-	5	2	1	-	-	1	1	-
3	2	2	-	1	6	1	-	-	-	1	-	-
1	-	3	1	-	5	-	-	-	-	-	-	-
2	1	-	1	-	2	-	-	1	-	-	1	-
5	7	2	6	6	20	2	-	-	-	1	3	1
32	15	6	15	23	60	12	5	2	3	3	4	3

Parent's Marital Status						
Married	Living as married	Separated (after being married)	Divorced	Widowed	Never married	Civil Partnership

650	117	34	63	13	63	1
650	124	35	65	14	67	1
346	75	19	41	10	37	-
135	19	7	8	3	12	-
51	10	2	8	1	8	1
28	4	1	2	-	3	-
27	1	1	3	-	2	-
22	8	2	-	-	2	-
20	6	2	3	1	2	-
21	1	-	1	-	-	-

650	117	34	63	13	63	1
650	124	35	65	14	67	1
497	89	25	41	12	46	1
49	11	2	7	-	5	-
9	2	1	4	-	3	-
5	3	-	3	-	2	-
8	1	-	-	-	1	-
5	-	2	1	-	1	-
5	-	-	-	-	-	-
3	-	-	1	-	-	-
16	3	1	2	-	2	-
54	15	5	6	2	7	-

PPE_q3. What occasion do you think is celebrated on **Good Friday? (Please tick one option only)**

Unweighted base	1082	541	541	65	113	148	159	156	147	179	115
Base: All GB children (aged 8 to 15)	1082	555	527	128	131	134	133	134	137	139	145
It is the day that Jesus died on the cross	705	370	335	84	74	84	85	87	91	98	102
It is the day that Jesus was resurrected (i.e. came back from the dead)	176	85	92	17	18	23	17	26	27	22	25
It is the first day of spring	20	9	11	3	2	3	-	6	4	2	1
It is the day that the Good Samaritan helped a man that had been beaten and left on the road	18	9	9	-	4	4	3	3	1	1	2
It is the day that Jesus ordered everyone to be good to each other	14	9	5	-	5	1	3	2	1	1	-
It is the day that hot cross buns were invented	10	5	4	2	1	2	2	2	1	1	-
It is the day that we are given a holiday for all the good works we do during the year	9	3	6	-	3	2	1	-	-	1	2
It is the day that Noah built an ark to save the animals	5	1	4	-	2	2	1	-	-	-	-
None of these	17	7	10	2	1	2	2	-	5	2	1
Don't know	109	57	52	20	21	11	20	9	6	11	11

PPE_q4_1. In the Bible story told during Easter, which of the following things do you think happened? (Please tick "True" if you think it did happen and "False" if you think it did not happen) -

God raised Jesus from the dead

Unweighted base	1082	541	541	65	113	148	159	156	147	179	115
Base: All GB children (aged 8 to 15)	1082	555	527	128	131	134	133	134	137	139	145
True	763	395	368	94	93	99	85	95	93	105	99
False	173	84	89	17	16	20	23	23	26	19	29
Don't know	146	76	70	17	22	16	25	16	18	15	17

PPE_q4_2. In the Bible story told during Easter, which of the following things do you think happened? (Please tick "True" if you think it did happen and "False" if you think it did not happen) -

Jesus walked on water to his disciples

Unweighted base	1082	541	541	65	113	148	159	156	147	179	115
Base: All GB children (aged 8 to 15)	1082	555	527	128	131	134	133	134	137	139	145
True	599	317	282	84	65	74	72	82	73	75	73
False	330	165	165	28	38	40	41	37	50	45	51
Don't know	154	73	80	16	27	20	20	15	14	19	21

645	437
638	444
441	264
102	74
7	13
15	3
8	6
2	8
3	6
2	2
7	10
52	57

645	437
638	444
464	299
95	77
78	68

645	437
638	444
333	266
216	113
88	65

417	197	95	117	256	718	156	22	13	30	54	74	15
362	239	105	126	248	720	156	23	13	26	54	74	14
224	156	68	87	170	472	99	15	6	20	34	50	9
65	42	18	14	38	129	18	5	3	2	8	8	3
8	3	4	1	4	14	1	1	1	-	1	1	1
7	4	2	2	2	13	3	-	1	-	1	-	-
6	-	1	5	2	12	1	-	-	*	-	1	-
2	2	-	3	3	4	2	-	1	-	2	2	-
7	-	1	1	-	4	4	-	-	-	1	1	-
2	2	-	-	-	3	-	-	-	1	-	1	-
4	8	-	3	1	10	1	-	-	-	3	2	1
37	22	11	10	28	60	29	3	2	4	5	8	-

417	197	95	117	256	718	156	22	13	30	54	74	15
362	239	105	126	248	720	156	23	13	26	54	74	14
248	173	70	94	178	506	112	21	11	20	39	44	11
61	38	18	17	38	121	17	3	-	5	6	20	2
53	28	17	15	32	93	27	-	2	2	9	11	1

417	197	95	117	256	718	156	22	13	30	54	74	15
362	239	105	126	248	720	156	23	13	26	54	74	14
201	136	61	77	124	397	81	18	7	13	30	48	6
113	75	32	31	78	226	50	5	2	9	16	16	5
48	29	12	18	46	98	25	1	4	4	8	10	4

650	117	34	63	13	63	1
650	124	35	65	14	67	1
430	74	25	40	11	35	1
109	19	6	10	2	11	-
8	4	-	4	-	-	-
12	-	1	2	-	2	-
8	2	-	-	-	2	-
2	2	-	3	-	2	-
8	-	1	-	-	-	-
1	2	-	-	2	-	-
10	3	1	1	-	2	-
63	19	1	5	-	14	-

650	117	34	63	13	63	1
650	124	35	65	14	67	1
466	79	23	48	9	44	-
94	26	6	12	2	13	-
91	19	6	5	2	10	1

650	117	34	63	13	63	1
650	124	35	65	14	67	1
370	65	17	35	9	35	-
195	38	12	23	3	14	-
85	21	6	7	2	18	1

PPE_q4_3. In the Bible story told during Easter, which of the following things do you think happened? (Please tick "True" if you think it did happen and "False" if you think it did not happen) -

A couple killed a sacred Goose that laid a golden egg every day

Unweighted base	1082	541	541	65	113	148	159	156	147	179	115
Base: All GB children (aged 8 to 15)	1082	555	527	128	131	134	133	134	137	139	145
True	65	38	27	12	14	7	6	5	7	6	8
False	802	416	386	99	80	101	101	100	109	104	108
Don't know	215	101	114	17	37	26	27	29	22	29	29

PPE_q4_4. In the Bible story told during Easter, which of the following things do you think happened? (Please tick "True" if you think it did happen and "False" if you think it did not happen) -

Jesus died while nailed to a cross

Unweighted base	1082	541	541	65	113	148	159	156	147	179	115
Base: All GB children (aged 8 to 15)	1082	555	527	128	131	134	133	134	137	139	145
True	970	506	464	114	120	122	118	122	122	123	129
False	65	30	35	7	6	6	8	8	10	9	11
Don't know	47	18	29	7	5	6	7	4	5	7	4

PPE_q4_5. In the Bible story told during Easter, which of the following things do you think happened? (Please tick "True" if you think it did happen and "False" if you think it did not happen) -

Jesus said to eat bread and drink wine because that's eating his body and drinking his blood

Unweighted base	1082	541	541	65	113	148	159	156	147	179	115
Base: All GB children (aged 8 to 15)	1082	555	527	128	131	134	133	134	137	139	145
True	754	384	370	93	85	89	89	94	106	98	101
False	179	95	83	15	23	25	26	23	21	20	26
Don't know	149	75	74	21	23	20	18	17	11	22	17

PPE_q4_6. In the Bible story told during Easter, which of the following things do you think happened? (Please tick "True" if you think it did happen and "False" if you think it did not happen) -

God told a story about a hare that races a tortoise to teach people to be patient

Unweighted base	1082	541	541	65	113	148	159	156	147	179	115
Base: All GB children (aged 8 to 15)	1082	555	527	128	131	134	133	134	137	139	145
True	141	74	67	17	27	16	19	15	12	17	18
False	774	392	382	82	75	99	88	106	108	107	110
Don't know	166	88	78	29	28	20	27	13	17	15	16

645	437
638	444
41	23
486	316
111	105

645	437
638	444
580	390
31	34
26	20

645	437
638	444
457	297
105	74
76	73

645	437
638	444
76	66
475	300
88	79

417	197	95	117	256	718	156	22	13	30	54	74	15
362	239	105	126	248	720	156	23	13	26	54	74	14
18	12	6	16	13	52	7	1	-	-	4	1	-
266	191	80	77	188	535	115	19	7	19	40	59	8
79	36	19	33	47	134	35	3	6	7	9	15	6

417	197	95	117	256	718	156	22	13	30	54	74	15
362	239	105	126	248	720	156	23	13	26	54	74	14
325	218	96	109	222	651	137	23	10	24	48	66	12
23	15	5	8	14	47	7	-	-	1	3	6	2
15	6	5	9	12	23	12	1	3	1	3	3	1

417	197	95	117	256	718	156	22	13	30	54	74	15
362	239	105	126	248	720	156	23	13	26	54	74	14
260	169	69	89	168	495	113	15	6	22	41	51	10
56	44	20	20	40	132	19	6	2	1	8	10	2
47	26	17	18	41	93	24	2	6	4	6	13	2

417	197	95	117	256	718	156	22	13	30	54	74	15
362	239	105	126	248	720	156	23	13	26	54	74	14
52	21	15	21	33	97	19	4	1	3	9	8	1
248	188	70	89	178	516	108	17	7	21	38	56	11
62	30	21	16	37	107	29	2	5	2	7	11	2

650	117	34	63	13	63	1
650	124	35	65	14	67	1
36	14	3	3	-	4	-
478	84	25	49	12	50	-
136	27	7	13	1	13	1

650	117	34	63	13	63	1
650	124	35	65	14	67	1
580	111	28	57	12	60	1
39	8	4	5	2	3	-
31	5	2	2	-	4	-

650	117	34	63	13	63	1
650	124	35	65	14	67	1
451	84	26	44	8	44	1
103	21	6	14	4	11	-
96	20	3	7	1	12	-

650	117	34	63	13	63	1
650	124	35	65	14	67	1
89	15	3	13	-	4	1
459	89	29	45	12	48	-
102	20	3	7	1	16	-

PPE_q4_7. In the Bible story told during Easter, which of the following things do you think happened? (Please tick "True" if you think it did happen and "False" if you think it did not happen) -

Jesus fed 5,000 people with five loaves of bread and two fish

Unweighted base	1082	541	541	65	113	148	159	156	147	179	115
Base: All GB children (aged 8 to 15)	1082	555	527	128	131	134	133	134	137	139	145
True	658	345	312	68	84	76	80	88	84	92	86
False	303	149	154	38	31	43	40	32	46	33	41
Don't know	121	61	61	22	16	15	14	15	7	14	18

PPE_q4_8. In the Bible story told during Easter, which of the following things do you think happened? (Please tick "True" if you think it did happen and "False" if you think it did not happen) -

Judas showed people who Jesus was by going up and kissing him

Unweighted base	1082	541	541	65	113	148	159	156	147	179	115
Base: All GB children (aged 8 to 15)	1082	555	527	128	131	134	133	134	137	139	145
True	482	256	226	33	50	62	46	63	68	76	82
False	301	146	155	54	34	34	38	41	38	27	36
Don't know	299	153	146	41	47	38	49	30	31	36	26

PPE_q5. In the Bible story told during Easter, how do you think Jesus showed his followers that they should love one another? (Please tick one option only)

Unweighted base	1082	541	541	65	113	148	159	156	147	179	115
Base: All GB children (aged 8 to 15)	1082	555	527	128	131	134	133	134	137	139	145
By washing each of their feet	558	276	282	50	50	71	61	70	80	82	94
By telling them The Ten Commandments	144	73	71	21	21	15	20	25	16	13	11
By giving each of them 30 pieces of silver	25	16	9	7	3	2	5	2	1	3	2
By giving each of them a gift of gold, frankincense and myrrh	15	11	4	2	5	-	1	3	1	1	3
By giving each of them hot cross buns	13	7	5	5	2	2	1	1	2	-	-
By giving each of them an egg made from chocolate	11	8	3	4	3	1	-	2	-	1	-
By creating an ark to save all of the animals	9	5	3	-	3	3	-	-	2	-	1
By letting each of them ride on his donkey	5	2	3	-	1	1	2	-	1	-	-
None of these	57	26	31	3	6	10	12	5	6	6	8
Don't know	246	130	115	36	36	28	33	26	28	33	25

645	437
638	444
367	290
189	114
81	40

645	437
638	444
313	169
164	138
161	138

645	437
638	444
351	208
83	61
16	9
5	10
6	6
9	2
6	3
2	2
32	25
128	118

417	197	95	117	256	718	156	22	13	30	54	74	15
362	239	105	126	248	720	156	23	13	26	54	74	14
231	144	59	80	144	437	92	12	9	15	37	46	9
95	77	31	28	72	198	46	9	1	9	15	20	4
37	18	15	19	32	85	18	2	3	2	2	9	1

417	197	95	117	256	718	156	22	13	30	54	74	15
362	239	105	126	248	720	156	23	13	26	54	74	14
160	108	38	61	114	323	64	8	3	16	29	32	5
106	75	33	26	61	207	45	7	4	2	13	21	1
96	56	34	39	74	190	47	8	6	8	12	21	8

417	197	95	117	256	718	156	22	13	30	54	74	15
362	239	105	126	248	720	156	23	13	26	54	74	14
189	122	53	61	134	383	71	14	4	18	25	36	8
51	35	10	18	30	88	33	1	5	1	5	9	1
4	6	8	1	6	19	4	-	-	1	-	2	-
7	3	1	3	2	8	3	-	-	-	2	2	-
4	1	-	3	4	7	5	-	-	-	1	-	-
2	1	3	3	2	7	-	1	-	-	1	3	-
3	-	1	3	1	8	1	-	-	-	-	-	-
1	2	-	-	1	4	1	-	-	-	-	-	-
21	12	5	4	15	40	4	1	-	1	5	4	2
80	56	25	31	53	158	34	6	5	6	15	19	4

650	117	34	63	13	63	1
650	124	35	65	14	67	1
386	75	16	40	11	43	1
176	41	16	17	2	16	-
88	8	3	8	-	8	-

650	117	34	63	13	63	1
650	124	35	65	14	67	1
303	46	17	29	9	20	-
172	33	10	19	3	28	-
175	45	7	17	2	19	1

650	117	34	63	13	63	1
650	124	35	65	14	67	1
343	61	14	32	9	26	-
87	8	5	11	3	10	-
11	7	-	3	-	-	-
9	2	1	2	-	1	-
4	2	-	-	-	6	-
7	-	1	-	-	3	-
5	3	-	-	-	-	-
3	1	-	-	-	1	-
29	7	4	2	-	6	-
150	33	10	15	1	16	1

PPE_q6. In the Bible story told during Easter, who do you think is the friend that betrayed Jesus? (Please tick one option only)

Unweighted base	1082	541	541	65	113	148	159	156	147	179	115
Base: All GB children (aged 8 to 15)	1082	555	527	128	131	134	133	134	137	139	145
Judas	866	440	426	94	87	103	105	113	119	119	126
Moses	19	10	8	3	5	5	1	1	2	2	2
King Solomon	10	8	2	3	3	2	1	1	-	1	-
Joseph	10	4	6	2	2	1	2	2	-	2	-
Icarus	10	7	3	-	1	3	1	2	2	1	-
Hercules	8	3	5	2	2	1	2	-	-	-	1
Mary Magdalene	8	7	1	2	1	-	2	1	-	-	1
Noah	7	5	2	2	2	1	1	1	-	-	-
None of these	11	5	6	1	-	2	1	2	2	1	1
Don't know	135	66	69	20	26	17	19	13	13	14	14

645	437
638	444
519	347
11	8
8	2
7	3
7	2
3	5
4	3
4	3
6	4
69	66

417	197	95	117	256	718	156	22	13	30	54	74	15
362	239	105	126	248	720	156	23	13	26	54	74	14
289	211	79	92	195	592	122	18	5	22	45	51	11
7	2	1	3	6	10	5	1	-	-	2	2	-
2	3	3	1	1	6	2	-	-	-	1	1	-
2	2	-	4	3	5	1	1	1	-	-	1	1
4	2	-	1	3	7	2	-	-	-	-	-	-
5	-	1	2	-	5	2	1	-	-	-	-	-
3	-	1	1	3	4	2	-	1	-	-	-	-
1	-	-	2	4	7	-	-	-	-	-	-	-
5	1	-	1	4	7	1	-	-	-	-	2	-
46	19	21	20	30	76	19	3	6	5	6	18	3

650	117	34	63	13	63	1
650	124	35	65	14	67	1
527	101	26	46	13	47	-
11	1	1	1	-	2	1
6	2	1	-	-	1	-
3	1	-	2	1	1	-
7	-	-	-	-	1	-
6	-	-	-	-	2	-
3	-	-	1	-	4	-
3	3	-	-	-	-	-
7	2	-	1	-	-	-
77	14	7	14	-	10	-