

EASTER EGG CHOCOLATE BY NUMBERS



5

The average number of chocolate Easter Eggs children receive



74%

of parents steal some of their child's Easter Egg haul

91%

ration their child's Easter Egg chocolate

51%

of mums want to be consulted before their child gets an Easter Egg

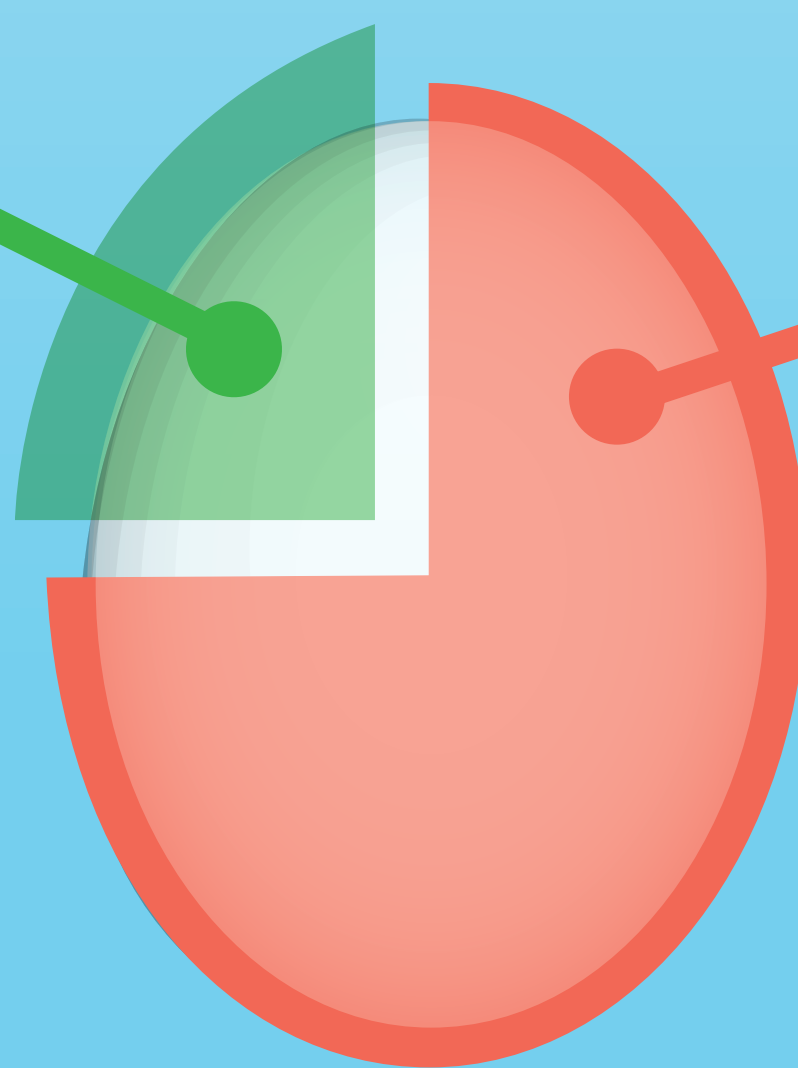
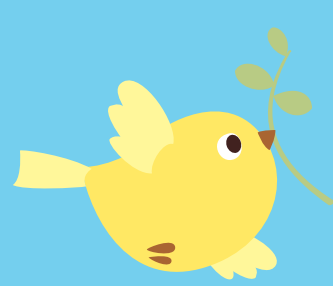


Easter **EGG** *Hunt*



28%

of children will eat their Easter Eggs in less than a week



72%

of children will take 1 to 4 weeks to eat all of their Easter Eggs

Popular alternatives to Easter Eggs include:

70%

Books

43%

Special family day out

39%

New Clothes

33%

Toys

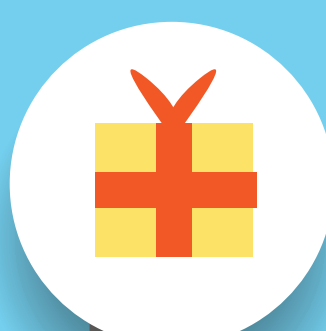
32%

Gift vouchers

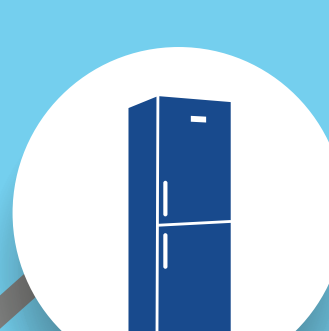


Popular uses for excess Easter chocolate include:

6% Give it away



7% Freeze It



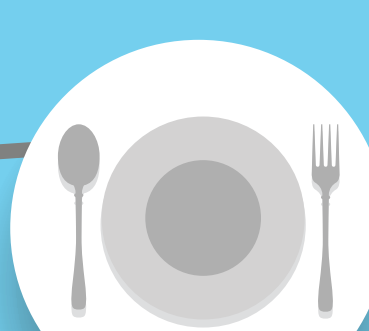
8% Throw it Away



52% Baking



27% Eat it Themselves



73%

of mums want Easter Eggs limited by law to just one display in supermarkets

19%

of mums want a sugar tax on Easter Egg

A total of 941 mums participated in MummyPages.ie survey which took place from 25th, February to 8th, March 2016.

