

# **Brits don't care about Royal wedding – We're more excited about the day off work**

Submitted by: Citysocializer

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CitySocialising (<http://www.citysocialising.com>) survey reveals Less than 2/5 of Britain intend to watch the Royal Wedding

April has arrived, the countdown to the Royal Wedding has officially begun, and whether you're a diehard Royalist or full blown anarchist there is no escaping it. Brands, the media and entrepreneurs alike are all after a slice of the action (or should that be wedding cake!)

With everyone from LegoLand to PoundLand cashing in on 'Royal Fever' it's the common consensus that we Brits have already saved the date (April 29th – for those of you who've had their head in a bucket for the last 4 months) and are planning Street parties, trips to London, and good old fashioned family gatherings round the telly to see if the dress and Kates much coveted locks will live up to the hype.

But has Britain really turned into a nation of pro-monarchy, corgi-loving royalists? Or is it all just media propaganda to fill the dreary news pages with something other than tales of natural disasters, the sorry state of the economy, and government cuts?

CitySocialising (<http://www.citysocialising.com>) the UK's leading online2offline socialising network (<http://www.citysocialising.com/social/>) has conducted a survey of their members to find out exactly what Britain makes of the Royal Wedding and what they have planned for the big day.

Surprisingly the survey found that only 38% of respondents actually planned to watch the wedding. It would also appear that all this talk of street parties and picnics in the London parks under the big screens are unsubstantiated as astonishingly only 10% of Brits have made special plans to watch the wedding – Looks like Boris can call of the extra policing.

However it does appear that deep down we have some sense of nationalism as, when asked about their plans for the extended weekend, only 18% of respondents intended to escape the country and head abroad for the wedding – although admittedly this could more likely to be down to the soaring half term holiday costs than a sense of pride in your nation.

Sanchita Saha CEO and Founder of CitySocialising (<http://www.citysocialising.com>) commented:

“Our members are all outgoing young professionals wanting to make the most of what's going on in their city so if anyone was likely to be planning an event or special day it would be them, which is why we decided to conduct this survey.

We were surprised by the results which suggest that Britain is less concerned with the ceremony than they are with the actual day off work and the extra time to socialise. With this in mind we're hosting 'Royal Socials' up and down the country for people who may not necessarily care about what's going on in Westminster but rather use the time to meet new people and new friends in their city.”

There will be Socials taking place throughout the extended weekend and anyone wanting to check out the local events coming up in their city and meet some new friends can do so by visiting Citysocialising (<http://www.citysocialising.com>) and taking advantage of the Free Trial the site is currently offering.

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\*Survey of over 750 participants conducted by CitySocialising between 14-30th March

CitySocialising (<http://www.citysocialising.com>) the UK's leading Online2Offline socialising network and community for outgoing urbanites, backed by PROfounders, the European VC fund set up by tech luminaries Brent Hoberman (Lastminute.com) and Michael Birch (Bebo.com). Pioneering the convergence of virtual and real world networking in the UK, CitySocialising (<http://www.citysocialising.com>) enables young professionals to meet new people (<http://www.citysocialising.com/friends/>) and new friends (<http://www.citysocialising.com/friends/>) locally whilst exploring and enjoying their city's social scene. Launched with R&D funding from the Princes Trust in 2007 with a site and service in London, the network has since developed a community of over 100,000 users, organising over 100 socials a month across 50 cities in the UK, each overseen by a local Community Manager.