

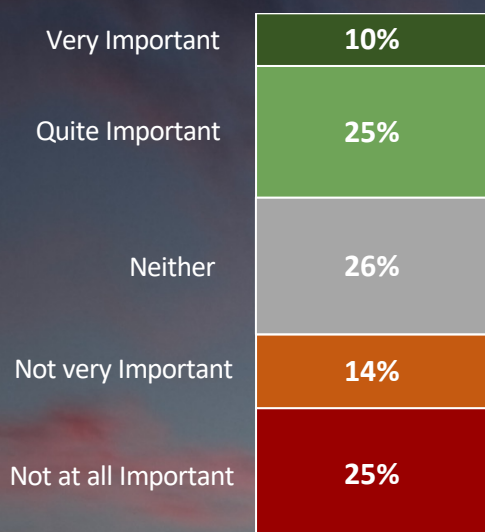


Celebrating Scotland's National Bard: Six in ten Scots will be actively celebrating Robert Burns this week

Burns Night marks the anniversary of the poet Robert Burns' birth, one of the most famous and celebrated Scots. Robert Burns was born on 25th January 1759, and many mark the occasion by going to a Burns supper. The first Burns supper was held in July 1801 when nine of Burns' close friends got together to mark the fifth anniversary of their friend's death with a supper in his honour and recitals of his work. The night was such a success they decided to hold it again, this time in honour of his birthday, beginning the tradition many Scots around the world still enjoy to this day.

But what does Robert Burns mean to Scotland's residents over 200 years later in 2022? In the first wave of a new, nationally representative survey of over 1,000 Scottish adults from 56 Degree Insight, '**Scotland's Viewpoint**', we asked Scots how important an annual celebration of Robert Burns was to them, and what, if anything, they would do this year to mark the occasion.....

Living in Scotland, how important to you is the celebration of Robert Burns on 25th January each year?



*Source: Scotland's Viewpoint from 56 Degree Insight:
Nationally representative survey of 1,010 Scottish adults
14th-16th January 2022*

As can be seen, when it comes to celebrating the life of Burns each year, there is a polarisation of views. Whilst just under four in every ten Scots do not think it's important, over a third (35%) do think it's important to mark the occasion. The remaining 26% do not have strong views either way.

There are some interesting variations across different age groups, socio-economic groups and regions. Celebrating Burns is most important amongst families - households where there are children: 43% think it's important to do so. The lowest levels of enthusiasm are amongst those aged 18-24 – under a quarter of them think it's important (24%). There is also greater enthusiasm amongst the less affluent C2DEs (38%) than ABC1s (32%).

However, perhaps not surprisingly, across Scotland, the greatest enthusiasm around marking Burns' birthday is in his home county of Ayrshire – almost half of Ayrshire's adult population think it's important to do so (49%). On the other hand, only 28% in the nation's capital Edinburgh believe it is important to celebrate Burns' Night.

However, although only 35% of us say that celebrating the birth of Scotland's national bard is important to them, it turns out that a lot more of us will be doing something on Tuesday 25th January this year to mark the occasion! In fact, as many as three in every five Scottish residents (61%) will be marking the occasion in some way – only 39% won't do anything:

What will you do this year to mark Burns Day?



Source: *Scotland's Viewpoint* – from 56 Degree Insight:
Nationally representative survey of 1,010 Scottish adults
14th-16th January 2022

For most of us – almost two in every five – it will be nothing formal, but rather a meal at home with the family to mark Burns' Night (38%) – most likely a combination of the traditional haggis, neeps and tatties! And 14% will have such a meal at home with friends. Only 7% expect to go out for a meal or drinks to celebrate and only 5% of us expect to attend a formal Burns Supper – though interestingly, following the imposed restrictions from last year, 3% of us will attend a Burns Supper 'online'. And the popularity of Robert Burns, especially amongst families with children is also evident – 10% will read some of his works to mark the occasion, and 9% will do some Burns' related activities with their children.

So, although expressed interest in Robert Burns is confined to 35% of the Scottish adult population, his continuing importance and reach in Scottish society is evident, with 61% marking Burns' Night in some way. Wherever you are and whatever you are doing - Happy Burns Night!

Scotland's Viewpoint



Scotland's Viewpoint is a new, regular survey of 1,000 Scots – statistically representative of the Scottish adult population. It is conducted online over the course of 3 days. The first wave of the survey ran from over the weekend of 14th-17th January and future waves will be run at least quarterly. As well as some key tracking questions about Scottish public opinion, we also offer space on the survey for client-confidential polling of the Scottish population. Please get in touch with either Jim or Duncan for more information:

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“O, wad some Power the giftie
gie us To see oursels as others see us!
It wad frae monie a blunder free us,
An' foolish notion.”

“Wee, sleekit, cowrin, tim'rous
beastie, O, what a panic's in thy
breastie!”

“Some hae meat and canna eat,
And some wad eat that want it, But
we hae meat and we can eat, And
sae the Lord be thankit.”

