

**For immediate release
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Blooming low key St. David's Day for the Welsh

Over half of adults in Wales did nothing to celebrate St. David's Day, according to new research from YouGov.

In a survey of over 1,000 Welsh adults, 56% stated they did not mark the last week's day dedicated to their patron saint, with those in North Wales less likely to celebrate than those in South Wales.

Out of those who did celebrate, displaying an emblem of Wales was the most popular choice with 70% wearing a daffodil, 13% wearing a leek and 13% flying the Welsh flag from their property or car.

Only 17% of people who celebrated St. David's Day in Cardiff said that they planned to attend the St David's Day parade in Cardiff.

In a YouGov poll from 2008 commissioned by the Daily Telegraph, only 64% of English adults said they planned to celebrate St. George's Day, indicating that support for Patron Saints may be decreasing. The English were however keen for 23rd April to be made a public holiday, suggesting personal rather than cultural motivations may be behind the support of St. George.

Notes to editors:

All figures, unless otherwise stated, are from YouGov Plc. The survey was carried out online. Total sample size was 1,131 Welsh adults. Fieldwork was undertaken between 1st - 3rd March 2010.

YouGov's Wales Omnibus interviews 1,000 Welsh adults aged 18+ on a weekly basis.

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