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**CREATIVE SCOTLAND RESEARCH SUMMARY**

**CULTURAL ENGAGEMENT**

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# CREATIVE SCOTLAND RESEARCH SUMMARY

# CULTURAL ENGAGEMENT

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## 1. Background

- 1.1 In Creative Scotland's 10-year plan **Unlocking Potential, Embracing Ambition** we set out an ambition to ensure that everyone can access and enjoy artistic and creative experiences. In line with this ambition we have identified priorities for the three years 2014-17:
- Ensure that everyone can engage with the work we fund, whoever or wherever they are;
  - Strengthen the presentation, touring and distribution of work, through digital platforms and encouraging collaboration; and
  - Foster an environment where participants, audiences and consumers value and can confidently engage with the arts, screen and creative industries.
- 1.2 This briefing summarises the quantitative evidence available on cultural engagement in Scotland. It draws on three main sources of data:
- Population statistics from **Scotland's Census 2011**
  - The **Scottish Household Survey 2012**: a representative survey of the population, covering cultural attendance and participation in the twelve months preceding the survey.
  - Omnibus survey work commissioned by Creative Scotland, asking the public about their attitudes to arts and creativity. (**Scottish Opinion Survey**)

## 2. Scotland's population

- 2.1 According to the 2011 census the population of Scotland stood at 5,295,403, the highest ever.<sup>1</sup> Scotland's population has risen by 4.6 per cent since 2001.
- 2.2 The census records more women (2,728,000, 51.5 per cent of the population) than men (2,567,400, 48.5 per cent of the population) living in Scotland. This was also the case in all local authority areas apart from the Shetland Islands.
- 2.3 In 2011, 1.184 million people (22.4 per cent of the population) were under 20. Overall, 17 per cent of the population was aged 65 and over, although this ranges from 14 per cent in West Lothian to 22 per cent in Argyll & Bute. The results show that Scotland's age profile is changing; the 2011 Census was the first ever where the number of people aged 65 and over was higher than those under 15.

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<sup>1</sup> The Scotland's Census website provides further information including area profiles and maps and charts. Full details can be found at [www.scotlandscensus.org](http://www.scotlandscensus.org). A comparator tool to compare different local authority areas is available here: <http://www.scotlandscensus.gov.uk/comparator-tool>

- 2.4 Four per cent of people in Scotland were from minority ethnic groups. This is an increase of two percentage points since 2001.
- The Asian population is the largest minority ethnic group (141,000 people, 3 per cent of the population), an increase of one percentage point (69,000) since 2001. Individuals of Pakistani origin account for 1 per cent of the total population.
  - African, Caribbean or Black ethnic groups made up 1 per cent of the population of Scotland, an increase of 28,000 people since 2001.
- 2.5 In addition just over one per cent (61,000) of the population recorded their ethnic group as White: Polish. Edinburgh and Aberdeen had the highest proportions of Polish residents, at three per cent of their total population.
- 2.6 In Glasgow, 12 per cent of the population were from a minority ethnic group, in Edinburgh and Aberdeen it was 8 per cent and in Dundee it was 6 per cent. These areas also saw the largest increases since 2001 in the proportion of their population from minority ethnic groups.

## Languages

- 2.7 Just over one per cent (1.1 per cent or 58,000 people) of the population aged 3 and over in Scotland spoke Gaelic, a slight fall from 1.2 per cent (59,000) in 2001. Gaelic proficiency is most prevalent in Eilean Siar where 52 per cent (14,000 people) of the population speak Gaelic. Other areas with large numbers of Gaelic speakers include Highland (12,039) Glasgow (5,891), Edinburgh (3,157) and Argyll and Bute (3,451).

**TABLE 1: GAELIC LANGUAGE PROFICIENCY**

Understands but does not speak, read or write Gaelic	23,357
Speaks, reads and writes Gaelic	18,966
Speaks but does not read or write Gaelic	6,218
Reads but does not speak or write Gaelic	4,646
Other combination of skills in Gaelic	1,678
No skills in Gaelic	5,031,167

Source: Scotland's Census, 2011.

2.8 For the first time the 2011 Census included questions about Scots language. Over 1.5 million people indicated that they can speak Scots. Scots is most prevalent in the North East of Scotland and the Northern Isles; 48 per cent of residents in Aberdeenshire, 45 per cent of those in Moray and 38 per cent of those in Aberdeen reported speaking Scots. Shetland and Orkney also have high levels of Scots' speakers; 49 per cent and 41 per cent respectively. In terms of numbers Glasgow, Fife and Aberdeen all had over 100,000 Scots speakers.

### Health and Disability

2.9 The proportion of people in Scotland reporting a long-term activity-limiting health problem or disability was 20 per cent, the same as recorded in 2001. The areas with the highest levels of long-term activity-limiting health problem or disability were Glasgow, West Dunbartonshire, North Ayrshire and East Ayrshire which all reported levels of over 22 per cent.

### Deprivation

2.10 The Scottish Index of Multiple Deprivation (SIMD) is the Scottish Government's mechanism for identifying those places in Scotland suffering from deprivation.<sup>2</sup> The most recent SIMD results are from 2012. Key findings include:

- Of the most deprived datazones in 2012, about three quarters were also in the most deprived in all the previous editions of the Index.
- Multiple deprivation in Scotland has become less concentrated over time. In the 2004 SIMD, nearly half of the most datazones were in Glasgow City. In 2012 this dropped to 36 per cent, with corresponding rises in other Local Authorities.<sup>3</sup>
- Edinburgh City, West Lothian, Aberdeen City and South Lanarkshire have also seen relatively large decreases in their share of datazones in the 15 per cent most deprived areas in Scotland between SIMD 2009 and SIMD 2012. North Lanarkshire, Fife, Renfrewshire and East Ayrshire have seen relatively large increases.
- Eilean Siar, Moray, Orkney Islands and Shetland Islands do not have any datazones in the 15 per cent most deprived in the SIMD 2012. This does not mean that there is no deprivation in these areas; rather that it is not concentrated in specific areas.

<sup>2</sup> The Scottish Government have published indices of multiple deprivation in 2004, 2006, 2009 and 2012 <http://www.scotland.gov.uk/Topics/Statistics/SIMD/Publications>

<sup>3</sup> This does not denote changes in absolute levels of deprivation; the Index is based on rankings; it is not possible to compare absolute levels of multiple deprivation from one index to the next.

### 3. Cultural engagement

- 3.1 The key source for national level data on cultural participation and attendance is the Scottish Household Survey (referred to here as the SHS). The SHS is designed to provide reliable and up-to-date information on the composition, characteristics, attitudes and behaviour of Scottish households and individuals, both nationally and locally.<sup>4</sup> The most recent SHS report was published in August 2013. **Chapter 13** of the report covers attendance and participation in culture and sport.
- 3.2 The SHS includes questions on cultural participation and attendance. The headline metric for cultural engagement is a composite of those who have either participated in or attended cultural activity in the previous 12 months.<sup>5</sup> The overall cultural engagement level in the 2012 survey was just below 90 per cent. This is the highest level on record, though not strictly comparable with previous figures. There was a small but steady increase in numbers between 2007 and 2011. A fuller summary of participation and attendance by art form are at **Appendix 1**.

#### Cultural Attendance

- 3.3 Over three-quarters (78 per cent) attended a cultural event or place in the twelve months preceding the survey. The most popular activity was watching films at a cinema (54 per cent of adults) and around a third (31 per cent) attended live music events and theatre performances. If cinema attendance is excluded, the overall attendance figure is 70 per cent.
- 3.4 More women attended a cultural event than men (80 per cent and 77 per cent respectively), although if cinema is excluded the difference is greater (6 percentage points).
- 3.6 The most frequent cultural attendance is visiting libraries, with one in five of attendees going at least once a week. Other comparatively frequent attendances included Cinema (28 per cent attending at least once a month) Galleries, Exhibitions and Live Music (all with more than 10 per cent attending at least once a month).
- 3.5 The 16 to 24 age group had the highest attendance rate for Cinema (80 per cent) and Live Music (46 per cent), both activities which see a steep decline in line with age. The age group also has above average attendance rates for libraries and dance but below average attendance rates for all other activities. The level of overall cultural attendance declines with age, notably for those aged 45 or older, although there is considerable variation between activities.

<sup>4</sup> The SHS is a continuous survey based on a sample of the general population in private residences in Scotland. Details of survey methodology can be accessed at <http://www.scotland.gov.uk/Topics/Statistics/16002/PublicationMethodology>

<sup>5</sup> This metric is a national indicator in the Scottish Government's performance framework **Scotland Performs** It can be accessed at <http://www.scotland.gov.uk/About/Performance/scotPerforms/indicator/culture>

## Cultural Participation

- 3.6 Over three-quarters (78 per cent) of adults participated in some form of cultural activity in the twelve months preceding the survey. By far the most popular form of cultural participation is reading for pleasure (69 per cent) followed by using a computer or social media to produce creative work (23 per cent). When excluding reading for pleasure the numbers participating in cultural activity were much lower at 48 per cent.
- 3.7 The most frequently enjoyed participation activities were reading for pleasure and using a computer or social media for creative work (with 82 per cent and 64 per cent participating at least once a week respectively). Fifty-nine per cent of those who played a musical instrument or wrote music did so at least once a week.
- 3.8 Overall participation is higher among women than men (84 per cent compared to 73 per cent). Participation rates are much lower in the over 75 category (71 per cent). The differences between the age groups are more marked if reading for pleasure is excluded, with participation rates falling in line with age group to a low of 30 per cent for the over 75 age group.
- 3.9 The 16-24 age group has the highest participation rates of all age groups for using computers to produce creative work (35 per cent), playing a musical instrument (23 per cent), painting or drawing (18 per cent), creative writing (8 per cent) and taking part in a play (7 per cent). Young people aged 16-24 had below average participation rates for reading for pleasure (62 per cent compared with an average of 69 per cent) and crafts (7 per cent compared with an average of 14 per cent).
- 3.10 In the SHS, households with members aged between 8 and 21 are asked a series of questions about the participation of young people in cultural activities. Responses show that one quarter of those aged 8 to 21 (26 per cent) take part in music or drama and 7 per cent take part in other arts activities.

**TABLE 2: PARTICIPATION OF YOUNG PEOPLE AGED 8 TO 21 BY URBAN/RURAL CLASSIFICATION**

Households containing anyone aged 8 to 21	Music or drama activities	Other arts activities
Large urban areas	27%	6%
Other urban areas	22%	7%
Accessible small towns	26%	6%
Remote small towns	38%	6%
Accessible rural	26%	8%
Remote rural	33%	10%
Scotland	26%	7%

Source: Scottish Household Survey, 2012.

## Demographic Variation

- 3.11 Scottish Government Analysis shows that in the 12 months prior to the 2011 SHS, 90 per cent of those identifying as *Asian Scottish* or *Asian British*, and 92 per cent identifying as part of *other ethnic groups* had engaged in culture, compared to 86 per cent of *white Scottish* respondents.<sup>6</sup> Specifically:
- Participation in a cultural activity was highest for adults who classed themselves as *white other* (81 per cent) and *other ethnic groups* (80 per cent), and lowest for adults who were *Asian Scottish* or *Asian British* (67 per cent).
  - Attendance at a cultural place or event in the 12 months prior to the 2011 Survey was lowest for adults who identified themselves as white Scottish (73 per cent), and broadly similar for all other ethnic groups (at between 82 per cent and 84 per cent).
- 3.12 Analysis of the SHS by the highest level of qualification of respondents shows that this variable has the strongest co-relation to cultural engagement activities of all demographic characteristics:
- Attendance at cultural places and visiting places of culture is highest for those with degrees or professional qualifications (93 per cent). Attendance is lowest for those with no qualifications (50 per cent).
  - Participation in any cultural activity in 2012 is highest amongst adults with a degree or professional qualifications (94 per cent) and lowest for those with no qualifications (58 per cent).
- 3.13 In the 2012 SHS respondents living in more deprived areas were the less likely to have attended a cultural place or event. There is an 18 percentage point difference in cultural attendance by adults between the most and least deprived areas (70 per cent in the most deprived and 88 per cent in the least deprived). If cinema attendance is excluded, the differences are even more pronounced (60 per cent compared with 83 per cent).
- 3.14 Similarly, participation is nearly always highest for those with a degree or professional qualification. The omnibus survey found that 84 per cent of those in the AB social groups take part in creative activities at least weekly, compared to 70 per cent of those in the C2 (76 per cent) and DE (66 per cent) social groups.

<sup>6</sup> Scottish Government Equality Outcomes: Disability Evidence Review <http://www.scotland.gov.uk/Publications/2013/04/4875>  
Statistics on ethnicity are only available for the 2011 Scottish Household Survey.

#### 4. Engagement across Scotland

4.1 The SHS produces figures for cultural attendance and participation by local authority area.<sup>7</sup> While overall engagement (the composite measure of all who have attended or participated) is just under 90 per cent this varies considerably across local authorities. The highest engagement was in Edinburgh (97 per cent) and the lowest Dundee (82 per cent):

- The highest participation rates were in Edinburgh (90 per cent), Perth and Kinross (89 per cent) and Stirling (86 per cent). The lower levels of participation were in Dundee (71 per cent), North Lanarkshire (72 per cent) and Dumfries and Galloway, East Renfrewshire and Midlothian (all 74 per cent).
- The highest levels of attendance were in Stirling and Edinburgh (both 89 per cent), East Dunbartonshire (88 per cent) and Shetland and Renfrewshire (both 83 per cent). Lower levels of overall attendance were in North Ayrshire, Inverclyde, Falkirk and Argyll and Bute (all 70 per cent).

#### Highlands and Islands (Highland, Eilean Siar, Orkney, Shetland, Argyll and Bute, Moray)

- Generally those living in these locations had higher than average participation rates for the majority of participatory activities, particularly Crafts.
- Conversely, the region generally has lower than average rates for attendance at cultural events, particularly cinema (all areas), museums (with the exception of Shetland) and Theatre (with the exception of Highland).
- Except for Moray, the region has higher than average attendance at exhibitions and culturally specific events. Live music and festivals were particularly popular in Island communities.
- Moray reported lower participation and attendance rates than the other areas in this region.
- When describing barriers to creative activity in the omnibus survey, people in this region were slightly more likely to mention a lack of or the quality of opportunities (38 per cent).
- This region had the highest number of respondents to the omnibus survey who agreed with the statements *My local area is a creative place and I am happy with the quality of arts and cultural activities I can take part in or attend in my local area.*
- People in this region were the most likely to agree with the omnibus survey statements *I consider myself to be a creative person (78 per cent compared with an average of 72 per cent) and Arts and culture are an important part of my life (78 per cent compared with an average of 64 per cent)*

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Local Authority tables (published December 2013)  
<http://www.scotland.gov.uk/Topics/Statistics/16002/LATables-2012>

### **Mid Scotland and Fife (Perth, Stirling, Clackmannanshire and Fife)**

- This region has relatively low attendance rates but higher participation rates, with the exception of Stirling which has high rates for both.
- Perth has a notably lower attendance rates for Cinema (41 per cent) but above average or average for all other activities. Fife and Clackmannanshire have lower than average participation for almost all activities.
- Both Perth and Stirling have very high participation rates which are mainly accounted for by reading for pleasure.
- In Fife and Clackmannanshire participation rates for all activities were near national averages.
- When asked about barriers to creative activity people in this region were more likely to mention a lack of time (67 per cent), health or disability issues (19 per cent), and personal feelings or confidence (8 per cent).

### **Lothians (Edinburgh City, East, West and Midlothian)**

- Edinburgh has some of the highest participation and attendance rates in Scotland and these are particularly high in cinema, dance, exhibitions, galleries and museums.
- Edinburgh and East Lothian had above average attendance rates for all types of cultural activity and particularly for classical music, street arts and museums.
- West Lothian and Midlothian had closer to average attendance rates with the notable exception of live music where West Lothian had one the lowest attendance of all local authorities (16 per cent).
- West Lothian had low rates of participation in dance (6 per cent) and playing a musical instrument (7 per cent).
- When asked about creative activity in the omnibus survey, people in this region were more likely to mention not having enough time (70 per cent) and personal feelings or confidence (8 per cent) as barriers to engagement.

## Glasgow

- Glasgow had average overall attendance rates with particularly high rates in Galleries, museums, libraries and cinema.
- Participation rates were close to average with the exceptions of reading for pleasure and crafts, which were lower than average (63 per cent and 11 per cent respectively).
- People in this area were more likely to mention home and family commitments (40 per cent) when describing barriers to engaging in creative activity.
- People in Glasgow were less likely to agree with the omnibus survey statements *I am happy with the quality of arts or cultural activity I can take part in or attend in my local area*, and *People in my local area would lose something of value if the area lost its arts and cultural activities*.

## South of Scotland (Scottish Borders, Dumfries and Galloway, South Ayrshire)

- The South of Scotland region had very close to average levels of attendance, although cinema attendance was slightly lower in Dumfries and Galloway.
- Both Dumfries and Galloway and the Scottish Borders had particularly high attendance levels for Book Festivals (8 per cent and 9 per cent respectively, compared to an average of 4 per cent).
- South Ayrshire had average or slightly above average attendance levels for most activities with the exception of theatre where attendance was slightly below average (27 per cent).
- Both the Scottish Borders and South Ayrshire had above average participation rates but Dumfries and Galloway was below average.
- When describing barriers to creative activity people in this region were more likely to mention a lack of opportunity (42 per cent) and personal feelings or confidence (8 per cent).

### **West of Scotland (East Ayrshire, East Dunbartonshire, West Dunbartonshire, East Renfrewshire, Renfrewshire, North Ayrshire and Inverclyde)**

- North Ayrshire and Inverclyde have among the lowest attendance rates of any local authority areas; 30 per cent of people reported attending no cultural activities.
- East Ayrshire and West Dunbartonshire also reported very low attendance rates with 72 per cent and 76 per cent respectively.
- East Dunbartonshire had higher than average attendance rates at 82 per cent and Renfrewshire and East Renfrewshire had a slightly higher than average rate.
- The region had below average attendance at festivals, book festivals and street arts.
- Participation figures are also below average with the exception of Renfrewshire. North Ayrshire reports the second lowest participation rates of all local authorities (36 per cent). Activities which had particularly low participation rates in the region were creative writing, reading for pleasure and photography.
- People in this area were more likely to mention Health or Disability (17 per cent) as barriers to creative activities and less likely to agree with the omnibus survey statement *My local area is a creative place*.

### **Central Scotland (Falkirk, North Lanarkshire and South Lanarkshire)**

- Falkirk has the joint lowest overall attendance rate of all local authorities at 70 per cent and below average for each type of activity. North Lanarkshire has lower than average attendance rates for all activities with the exception of cinema and dance.
- South Lanarkshire has higher than average attendance rates for Theatre (37 per cent) and Live Music (35 per cent).
- Participation rates are also very low in this region, particularly in Falkirk with an overall participation rate of 67 per cent (36 per cent if reading for pleasure is excluded).
- People in this region were more likely to mention lack of information when describing barriers to creative activities in the omnibus survey.
- In the omnibus survey people in this region were less likely to agree with the statements 'I am happy with the quality of arts or cultural activity I can take part in or attend in my local area.' and 'People in my local area would lose something of value if the area lost its arts and cultural activities'.

**North East (Aberdeen, Aberdeenshire, Angus, Dundee)**

- The North East region appears to have average or lower than average attendance and participation rates across all activities with the notable exception of attending theatre and cinemas in Aberdeen (43 and 61 per cent respectively). Dundee has slightly higher than average attendance rates at exhibitions.
- Overall, Dundee has lower rates of participation and attendance than Aberdeen.
- When describing barriers to creative activities people in this area were more likely to mention lack of time (66 per cent) and their personal feelings or confidence (8 per cent).

## 5. Public attitudes to arts and creativity

- 5.1 Since 2013, Creative Scotland have placed a set of questions in a national omnibus survey in order to better understand public attitudes to arts and creativity, motivations for taking part and any barriers to engagement that individuals face.<sup>8</sup>
- 5.2 In the omnibus survey the public are asked an open question asking what they do in their lives that they would consider to be creative. In the most recent wave of the survey (March 2014) 65 per cent of respondents gave at least one example of a creative activity, including several which are not included in the SHS such as gardening (12 per cent), cooking for enjoyment (11 per cent) and baking (9 per cent).

**TABLE 3: CULTURAL ENGAGEMENT IN SCOTLAND**

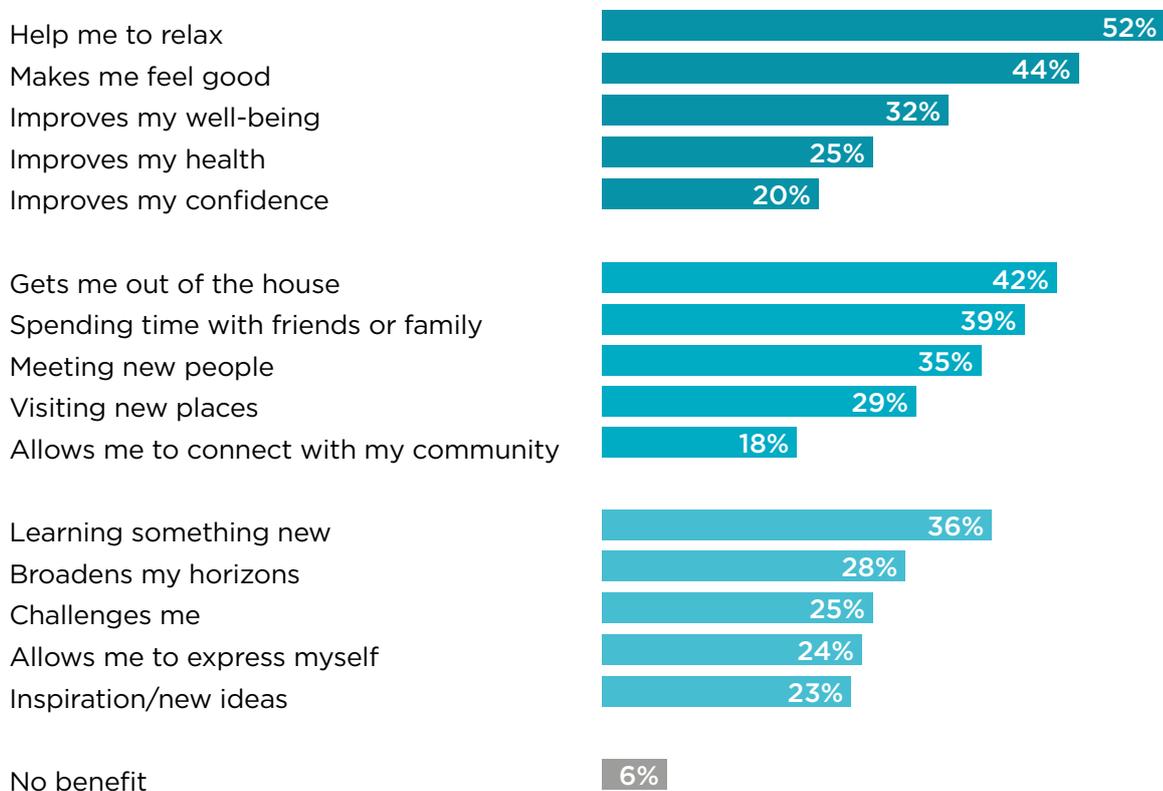
*What do you currently do in your life that you would consider to be creative?*

Top ten activities mentioned	Reading	21%
	Listening to music	18%
	Gardening	15%
	Watching films (at home)	12%
	Cooking for enjoyment	12%
	Visiting Museums	11%
	Baking	10%
	Watching films (cinema)	9%
	Attending live music events	9%
	Crafts (wood/pottery etc.)	8%

Source: TNS Scottish Opinion Survey, 2014.

- 5.3 The omnibus survey also explores respondents' views on the benefits of engaging in cultural activities (Figure 1): Relaxation was the most cited benefit of creative activity (52 per cent) followed by feeling good (44 per cent) and getting out of the house (42 per cent). Only 6 per cent stated that they saw no benefit at all in creative activity.

<sup>8</sup> This omnibus survey reports on in-house surveys with a representative sample of 1,000 people across Scotland.

**FIGURE 1: PERCEIVED BENEFITS OF CREATIVITY**

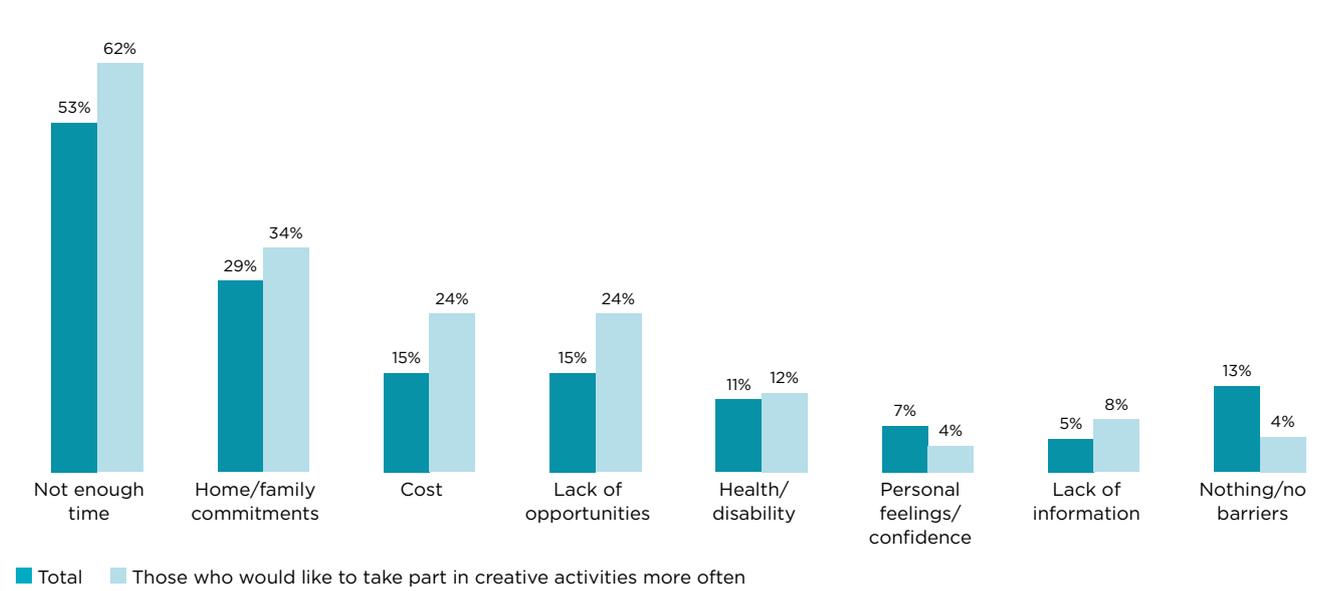
Source: TNS Scottish Opinion Survey, 2014.

- 5.4 The SHS asks specifically about satisfaction with theatres and concert halls. Over the last six years satisfaction levels have remained fairly constant at 42-44 per cent. Dissatisfaction has decreased from 5 per cent in 2007 to 2 per cent in 2012. When looking only those who were service users within the last year satisfaction is at 90 per cent and dissatisfaction 2 per cent.
- 5.5 Nearly two thirds (65 per cent) of respondents to the omnibus survey consider their local area to be creative and are happy with local cultural provision. Mid Scotland and Fife were most likely to respond favourably; residents of Central Scotland and Glasgow are less positive.
- 5.6 Nearly three-quarters (74 per cent) of respondents to the omnibus survey agreed that people in their local area would lose something of value if it lost its arts and cultural activities. Nine in ten respondents believe that the public funding of the arts is important and 78 per cent agree that everyone in Scotland is able to enjoy arts and culture.

**Barriers to engagement**

- 5.7 Nearly half of respondents to the omnibus survey (46 per cent) would like to do more creative activities. The most cited activities in this respect are music, crafts, digital technology and theatre.
- 5.8 Most common reasons for not taking part in more creative activities included a lack of time, home or family commitments, cost and lack of opportunity (Figure 2).

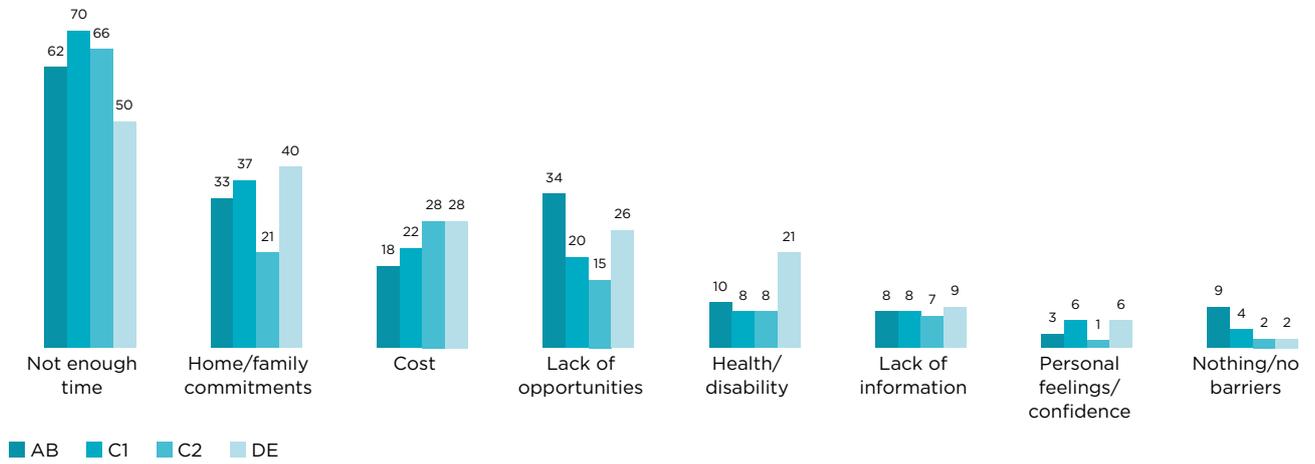
**FIGURE 2: PERCEIVED BARRIERS TO ENGAGEMENT**



Source: TNS Scottish Opinion Survey, 2014.

- 5.9 The SHS indicates that people with a disability or an illness/health problem (or with both) are much less likely to engage in cultural activities than others, including being much less likely to attend a cultural event (45 per cent compared to 83 per cent).
- 5.10 In the omnibus survey 11 per cent of respondents cited health or disability barriers and this response was most common among the 55+ age group. Perceptions of barriers to engagement also varied considerably according to social background (Figure 3).

**FIGURE 3: PERCEIVED BARRIERS TO ENGAGEMENT BY SOCIAL BACKGROUND**



Source: TNS omnibus survey, March 2014.

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# **APPENDIX 1: ENGAGEMENT BY ART FORM**

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## Literature

The SHS finds that reading for pleasure is the most popular participatory activity (69 per cent of respondents) and the most frequent, with 82 per cent of these reading at least once a week. Reading is more popular with women (77 per cent compared to 61 per cent of men) and more popular with older age groups, being by far the most popular activity for the 75+ age group.

There were lower reading rates in East Ayrshire (60 per cent), Falkirk (61 per cent), North Lanarkshire and Glasgow City (both 63 per cent)

Four per cent reported that they participated in creative writing. This was most popular among the youngest age group (16-24 year olds) at 8 per cent.

Thirty per cent reported attending a library, with 20 per cent attending at least once a week. There is no clear trend in library attendance with age.

Four per cent attended a book festival or book group. This was more popular among older age groups (35-74 age groups all reported 5 per cent attendance) with a steep decline in the 75+ age group. Of these 60 per cent reported attending only once in the last 12 months and 19 per cent twice in the last twelve months.

There is significant regional disparity in attendance at book festivals and book groups from Edinburgh (14 per cent) and East Lothian (12 per cent) to Perth and Kinross and Midlothian (both 6 per cent).

The omnibus survey found that 13 per cent of respondents had a desire to do more literature activities.

## Visual Art and Craft

The SHS reports that 19 per cent of people visited a gallery in the last 12 months, of which 33 per cent visited twice in the last year and 29 per cent 3 to 4 times a year.

Visiting a gallery was significantly more common in Edinburgh (39 per cent) and Glasgow (30 per cent). Other areas with higher than average attendance were East Lothian, (27 per cent), East Renfrewshire (23 per cent) and East Dunbartonshire (23 per cent).

Areas with lower gallery attendance were North Ayrshire (5 per cent) and Falkirk (7 per cent).

The SHS also asks about visiting exhibitions (for example, art and crafts) and 15 per cent of people reported attending. Attendance was slightly less frequent than attendance at a gallery and the geographic profile is different, with higher attendances in Shetland (29 per cent), Eilean Siar (26 per cent), Orkney (23 per cent) and Argyll and Bute (24 per cent).

Attendance at both galleries and exhibitions was most popular among the 35 to 44 age group.

The SHS asks about participating in craft making (14 per cent) and painting, drawing printmaking or sculpture (9 per cent). While both were more popular with women, the craft activities were significantly more popular; 22 per cent of women compared to 6 per cent of men participating.

Crafts was only participatory activity which saw a steady increase with age, with only a small drop off in the 75+ age group it remains the second most popular activity for that age group at 17 per cent. Conversely, painting, drawing, printmaking or sculpture was more popular with younger age groups (18 per cent of 16-24 year olds participating).

Craft making was significantly more popular in the rural areas, particularly in the island communities which all reported participation rates of over 28 per cent. .

The omnibus survey reveals that a large proportion of people have a desire to do more art and craft. Twenty-two per cent stated they wanted to do more craft activities (including 34 per cent of 45 -54 year olds) and 21 per cent wanted to do more visual arts activity (including 32 per cent of 55-64 year olds).

## Music

Live music attendance is covered in two separate questions within the SHS exploring different genres.

Seven per cent attended classical music or opera performances. These activities are more popular with older age groups and in East Lothian (15 per cent), Edinburgh and East Dunbartonshire (both 14 per cent). They are less popular in North Ayrshire (1 per cent) and East Ayrshire (2 per cent). Almost 60 per cent of attendees did so only one to two times a year.

Thirty-one per cent attended other live music events, for example traditional music, rock concerts or jazz events. This is the second most popular attendance activity (after Cinema) and equally popular with men and women. It was also the most popular category for the youngest age group 16 -24 (at 46 per cent) and one of the most frequently attended cultural events (after cinema) with 1 per cent reporting they attended at least once a week and 10 per cent at least once a month.

Attendance at other live music events was reasonably high across all local authority areas but most prevalent in the central belt and the island communities.

Eleven per cent stated that they played a musical instrument or had written music. This was one of only two activities which were more popular with men than women (14 per cent compared to 8 per cent). It was also one of the most frequent participatory activities, with 59 per cent of participants doing so at least once a week and a further 23 per cent at least once a month.

Three per cent also stated that they took part in a play, sang in a choir or other performance and again this was more popular with younger age groups.

Thirty-three per cent of respondents to the omnibus survey stated they had a desire to do more music activities, more than any other art form.

## Drama and theatre

Attending the theatre was the second most popular cultural event (after Cinema) with 31 per cent of SHS respondents attending. It is most popular with the middle age ranges (35-59 year olds) and theatre is markedly more popular with women than men (37 per cent compared to 25 per cent).

Attendance at the theatre was relatively infrequent compared to other activities, with 70 per cent attending only once or twice in the last 12 months and was most popular in Aberdeen City (43 per cent), Edinburgh and Perth and Kinross (both 40 per cent). Lower attendance rates were identified in the island communities of Eilean Siar (14 per cent) and Shetland (19 per cent).

Three per cent of respondents took part in a play or sang in a choir or other performance. This was more popular with women (4 per cent) than men (2 per cent).

The omnibus survey found that 20 per cent expressed a desire to do more theatre activities (including 37 per cent of 55-64 year olds).

## Film, Screen and photography

According to the SHS, cinema is by far the most popular cultural activity with 54 per cent of adults stating they attended in the 12 months preceding the survey. There is a clear relationship between age and attendance with younger age groups more likely to attend (80 per cent of 16-24 year olds compared with only 14 per cent of the 75+ age group).

In terms of participation the SHS asks about participation in photography or making films or videos as an artistic activity. Ten per cent stated that they took part in these activities and was more popular with men than women (11 per cent compared with 9 per cent). This activity was far more popular with under 35's and 35 per cent of participants did so once a week.

## Dance

Nine per cent of respondents to the SHS reported attending a dance show or event within the last 12 months. Attending dance shows or events was more popular among women (12 per cent) compared with men (7 per cent), most popular among the 35-44 age group, and least popular among the older age groups of 60-64 (8 per cent) and 75+ (4 per cent).

Attending a dance show/event was relatively infrequent compared to other cultural events with 1 per cent attending a dance event at least once a week whereas 51 per cent reported going once in the last 12 months. It was also more popular in Edinburgh with 16 per cent attendance.

Twelve per cent of respondents participated in dance in the last 12 months, the fourth most popular activity of the nine listed. Twenty-four per cent of those participating reported that they took part at least once a week.

Participating in dance was more popular among women; 15 per cent compared with 9 per cent of men. There was a steady decline in participation rates in line with age with 15 per cent of 16-24 years olds participating in dance compared with only 6 per cent of the 75+ group.

Dance participation rates varied considerably across local authorities with 32 per cent of respondents in Renfrewshire stating that they danced compared with only 5 per cent in North Ayrshire, Falkirk, and East Ayrshire.

Participation in Dance is also included in the sport questions which report that 8 per cent of respondents participated in dance in the last four weeks. These figures are for dancing for recreation or exercise and are recorded separately from the culture questions. The sport figures are able to provide long term trends which are not available for the culture questions due to a change in methodology. These show that since 2007 participation in dance (in the last four weeks) has dropped steadily from a high of 14 per cent in 2007 to 8 per cent in 2012.

### Street arts and Festivals

12 per cent of SHS respondents stated that they attended a street arts event (for example, musical performances or art in parks, streets or shopping centres) in the last twelve months and 11 per cent stated they attended a culturally specific festival (for example, Mela, Feis or Local Gala day)'. These events were consistently popular across all age groups except for those over 75.

Street arts were most popular in Edinburgh (32 per cent), Midlothian (27 per cent), and East Lothian (24 per cent), however West Lothian had a considerably lower attendance rate at 13 per cent, only slightly above the average. Other areas with high attendance rates were Stirling and the Scottish Borders (both 17 per cent).

Festivals were most popular in Eilean Siar (23 per cent), Shetland and the Scottish Borders (both 22 per cent) and Edinburgh and Orkney (both 19 per cent) and were generally more popular in rural areas. They were least popular in the west of Scotland region, with only 3 per cent of those in North Ayrshire attending.

Local authorities in the West of Scotland reported the lowest attendances at street arts events with Inverclyde (2 per cent) and North Ayrshire (3 per cent) reporting the lowest.

### Digital Creativity

The SHS asks about participation in the cultural activity of 'using a computer or social media to produce creative work of any kind.' This was the second most popular participative activity, behind reading for pleasure.

There is a clear correlation between age and participation in this activity with younger age groups far more likely to participate. It is also one of only two activities which are more popular with males than females (25 per cent compared to 21 per cent).

This activity was markedly more popular in Edinburgh and South Ayrshire (42 per cent and 40 per cent respectively) with the next highest area being West Dunbartonshire with 30 per cent. Using a computer was a comparatively frequent activity with 64 per cent stating that they did so at least once a week.

In the omnibus survey 19 per cent of respondents expressed a desire to do more digital activity (including 26 per cent of 16-24 year olds).

**TABLE 4: ATTENDANCE AT CULTURAL EVENTS AND VISITING PLACES OF CULTURE  
IN THE LAST 12 MONTHS BY GENDER AND AGE**

Adults	Male	Female	16-24	25-34	38-44	45-59	60-74	75+	All
Cinema	52	55	80	75	67	48	30	14	54%
Live music event - e.g. traditional music, rock concert, jazz event	31	31	46	39	35	31	19	8	31%
Theatre - e.g. pantomime/musical/play	25	37	25	28	34	35	37	21	31%
Library (including mobile and online)	26	34	32	32	34	25	31	26	30%
Museum	28	30	23	36	37	29	27	14	29%
Historic place - e.g. castle, stately home and grounds, battle or archaeological site	28	28	22	31	36	30	27	12	28%
Gallery	18	20	16	21	24	20	19	9	19%
Exhibition - including art, photography and crafts	14	16	12	16	18	17	16	7	15%
Street arts - e.g. musical performances or art in parks, streets or shopping centre	12	12	12	15	16	13	10	2	12%
Culturally specific festival - e.g. Mela, Feis/local Gala days	10	11	8	11	16	13	10	3	11%
Dance show/ event - e.g. ballet	7	12	10	9	13	10	8	4	9%
Classical music performance or opera	6	8	5	4	6	8	10	7	7%
Book festival or reading group	3	5	3	4	5	5	5	2	4%
Archive or records office - e.g. Scotland's Family History Peoples Centre	2	2	1	1	2	2	3	1	2%
None	23	20	10	11	15	23	31	49	22%
<b>Base</b>	<b>4,410</b>	<b>5,490</b>	<b>780</b>	<b>1,380</b>	<b>1,550</b>	<b>2,460</b>	<b>2,440</b>	<b>1,290</b>	<b>9,890</b>

Source: Scottish Household Survey, 2012. Page 138.

**TABLE 5: PARTICIPATION IN CULTURAL ACTIVITIES IN THE LAST 12 MONTHS BY GENDER AND AGE**

Adults	Male	Female	16-24	25-34	38-44	45-59	60-74	75+	All
Read for pleasure (not newspapers, magazines or comics)	61	77	62	69	71	70	72	66	69%
Used a computer / social media to produce creative work of any kind	25	21	35	31	27	21	15	4	23%
Crafts such as knitting, wood, pottery, etc.	6	22	7	11	11	16	22	17	14%
Dance - e.g. ceilidh, salsa, Highland dancing, ballet	9	15	15	14	13	13	10	6	12%
Played a musical instrument or written music	14	8	23	14	12	8	6	4	11%
Photography / making films or videos as an artistic activity (not family or holiday 'snaps')	11	9	12	13	10	10	9	3	10%
Painting, drawing, printmaking or sculpture	8	11	18	13	11	7	6	3	9%
Creative writing - stories, books, plays or poetry	4	5	8	6	4	4	3	1	4%
Took part in a play/sang in a choir or other performance (not karaoke)	2	4	7	3	2	3	3	1	3%
Other cultural activity	2	2	3	3	2	2	2	2	2%
None	27	16	21	19	21	22	21	29	22%
<b>Base</b>	<b>4,410</b>	<b>5,490</b>	<b>780</b>	<b>1,380</b>	<b>1,550</b>	<b>2,460</b>	<b>2,440</b>	<b>1,290</b>	<b>9,890</b>

Source: Scottish Household Survey, 2012. Page 146.



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