



Scottish **Arts** Council

research and evaluation

Taking **Part** in Scotland 2008

Summary of Key Findings



Prepared by TNS Travel and Tourism for the Scottish Arts Council.

The views expressed in this report are those of the authors and do not necessarily represent those of the Scottish Arts Council.

Scottish Arts Council

12 Manor Place, Edinburgh EH3 7DD

Telephone 0131 226 6051

Facsimile 0131 225 9833

Typetalk please prefix number with 18001

Help Desk 0845 603 6000 (local rate)

E-mail help.desk@scottisharts.org.uk

Website www.scottisharts.org.uk

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Summary of key results

Overall levels of attendance and participation

The 2008 survey found that 90% of adults living in Scotland had either attended or participated in any arts or cultural activity during the previous 12 months, the same percentage as recorded in 2006 and higher than the 85% recorded in the 2004 survey.

More specifically, the 2008 survey found that 77% of the adult population in Scotland had attended one or more arts or cultural activity during the previous 12 months, similar to the percentages recorded in both 2006 (77%) and 2004 (75%).

In terms of participating in the arts, in the 2008 survey 71% of adults took part in one or more activity, a lower percentage than in 2006 (76%) but higher than the percentage recorded in the 2004 survey (67%).

Art forms attended and participated in

In 2008 the arts and cultural events attended by the largest proportions of the adult population were going to the cinema (55% attended in last 12 months), going to museums (32%) and going to art galleries (27%). Some 40% of the population had attended a performance in a theatre, 41% had attended a music event, 32% had attended a visual arts event (not including cinema or museum attendance) and 11% had attended a dance event.

Between 2004 and 2008 the proportion of the population attending dance events decreased, from 15% in 2004 to 11% in 2008.

In 2008 the arts and cultural activities participated in by the largest proportions of adults were reading books (61% participated in last 12 months), buying works of fiction or poetry (25%), buying other types of book (23%), painting and drawing (10%) and playing a musical instrument (8%). Overall, 15% of the population had participated in any visual arts, 15% had participated in any performance, 13% had undertaken any crafts and 5% had undertaken any writing.

Between 2006 and 2008, levels of participating in reading books decreased from 67% to 61% but remained above the level recorded in 2004 (56%). Levels of participation in most other art forms remained at a similar level across the 2004 to 2008 period.

Variations within the population

Overall levels of attendance and participation and the types of art forms undertaken varied by sex, age, socio-economic status, highest educational qualification and a number of other demographic variables.

The variations between people with different levels of educational qualification were most significant, with 97% of Scottish adults with a degree or higher degree taking part in one or more arts or cultural activity compared to 74% of those with no qualifications.

Overall levels of attendance and participation also varied significantly by socio economic group (from 96% of those in the AB groups to 82% of DEs) and working status (from 94% of those employed full time to 82% of unemployed people).

The study focused upon attendance and participation among seven key under-represented groups. Attendance, participation and combined levels of attendance and participation amongst these groups were as shown in the table below.

	2008		
	Attendance	Participation	Combined attendance and participation
People living in deprived areas	69	66	86
Disabled people	49	65	79
Women	77	75	91
People living in rural areas	75	74	90
People aged 16 to 24	92	68	96
People aged 65+	49	66	79
Minority ethnic communities	66	61	80
Total adult population of Scotland	77	71	90

The lowest levels of combined attendance and participation were recorded amongst disabled people and older people. However, it is notable that although both of these groups had particularly low levels of *attendance*, their *participation* levels were similar to those of others.

Conversely, people aged 16 to 24 were more likely to attend an arts or cultural event while their participation levels were lower or similar to those of the older age groups.

Levels of attendance and participation amongst residents of rural areas and amongst women were similar to those recorded across the population as a whole while levels amongst members of minority ethnic communities and residents of deprived areas were lower.

In terms of specific art forms, some variations included lower cinema attendance amongst residents of deprived areas, disabled people, residents of rural areas and people aged 65 and

over and lower rock and pop music attendance amongst residents of deprived areas, disabled people, people aged 65 and over and, most notably, members of ethnic minorities.

In terms of participation, groups less likely to take part in reading included residents of deprived areas (especially those in older age groups) and members of ethnic minorities.

Between 2006 and 2008, the only statistically significant change in overall levels of attendance were recorded amongst minority ethnic communities (decreasing from 71% attending to 66%) while attendance levels were the same or within statistical margins of error amongst all of the other groups.

Overall levels of *participation* in arts and cultural activities decreased amongst two of the seven under represented groups - disabled people (from 70% participating to 65%) and women (from 80% participating to 75%). Notably, for both of these groups levels remained above those recorded in 2004.

In terms of specific art forms, between 2006 and 2008 increases in attendance of art galleries were recorded amongst residents of deprived areas, disabled people, women and people aged 16 to 24 while increases in attendance of rock and pop music events were recorded amongst residents of rural areas and people aged 16 to 24.

During the same period a decrease in cinema attendance was recorded amongst people age 16 to 24 and minority ethnic communities.

Regional variations

Levels of attendance and participation also varied between different regions of Scotland as shown below.

	2008		
	Attendance	Participation	Combined attendance and participation
Edinburgh and surrounds	77	79	93
East and Central Scotland	74	66	88
North Eastern Scotland	69	51	79
Highlands and Islands	75	76	91
Glasgow and surrounds	77	69	89
South Western Scotland	77	72	90
South Scotland	70	79	89
Total adult population of Scotland	77	71	90

Residents of Edinburgh and the surrounding area and the Highlands and Islands were the most likely to have attended *and/or* participated in any arts or cultural activities during the last 12 months (93% and 91% respectively) while residents from North Eastern Scotland were least likely to have done so (79%).

Looking at attendance and participation separately, residents of most urban areas - Edinburgh and surrounds, Glasgow and surrounds and South Western Scotland were the most likely to have *attended* an arts or cultural event (77% each) while *participation* levels were highest in Edinburgh and surrounds and the, more rural, South of Scotland (both 79%). Both attendance and participation levels were lowest in North Eastern Scotland (69% and 51% respectively).

In terms of attendance and participation in specific art forms, variations by region included higher attendance of arts festivals and musicals in the Edinburgh and surrounds area, higher attendance of dance events and traditional craft events in the Highlands and Islands and higher attendance of art galleries in the Glasgow and surrounds area.

Developing attendance and participation

Around two-thirds of adult residents of Scotland (64%) would consider attending an arts or cultural activity that they had not been to during the previous 12 months. The largest proportions would consider attending performances in a theatre (36% would consider) or a music event (33%). A smaller proportion of adults living in Scotland would consider participating in one or more 'new' arts or cultural activities (41%).

The highest levels of interest in attending or participating in 'new' arts or cultural activities were recorded amongst female respondents, younger people, members of the ABC1 socio-economic

groups and those with higher than average annual household incomes. In terms of regions of residence, levels of interest in attending or participating in 'new' arts and cultural activities were highest in the Highland and Islands, Southern Scotland and Edinburgh and surrounds.

Respondents were also asked to indicate which of a list of information sources normally influenced their decisions when they were choosing arts and cultural events to attend. Amongst those who had attended any arts or cultural activity in the previous 12 months, the largest proportions had been influenced by recommendations from friends or family (67%) and reviews in papers, magazines and on TV (60%). Overall, a third of respondents stated that they were influenced by information on the Internet (34%).

Viewing and listening habits

Respondents were asked a series of questions regarding the types of output they made a point of watching or listening to on television, the internet, radio and on a number of recorded formats.

While 93% of the adult population in Scotland made a point of viewing one or more of the art forms asked about on television, video or DVD, the proportions doing so varied between the under-represented groups. Minority ethnic communities, those aged 65 and over and disabled people, were least likely to have done so.

73% of the adult population in Scotland had listened to one or more of the art forms on the radio. In common with television, video and DVD viewing, radio listening was lower amongst those in minority ethnic communities, those aged 65 and over and disabled people.

Across the adult population of Scotland as a whole, 82% of respondents had listened to one or more art forms on CD, record, cassette or MP3 format. Respondents aged between 16 and 24 were the most likely to have listened in this way, while those aged 65 and over were least likely to have done so.

On-line activities

The table below illustrates the proportions of the population undertaking a number of different activities online in the past twelve months.

	All adults living in Scotland
Undertook any of the activities listed	49
Purchased tickets for an arts performance online (inc. cinema tickets)	31
Purchased and/or downloaded music from Internet	28
Used a social networking site (e.g. MySpace, Facebook or Bebo)	23
Uploaded video or audio (e.g. music) onto the Internet (e.g. YouTube)	18
Purchased and/or downloaded a film/television programme from the Internet	14
Bought a work of fiction/poetry	13
Contributed to an online forum/discussion	9
Contributed/produced an online blog	5
Subscribed to an RSS feed/web feeder	3
None of these/don't know	51

Almost half of the adult population of Scotland had taken part in one or more of the online activities listed. The activities most likely to have been undertaken were purchasing tickets for an arts performance, buying or downloading music and using a social networking site.

Respondents in the 16 to 24 age group were most likely to have undertaken at least one of the online activities (83% compared to 49% of adults overall). Conversely, women (43%), residents of deprived areas (34%), disabled respondents (16%) and those aged 65 and over (6%) were the least likely to have done one or more of the online activities in the last 12 months.

Attitudes towards the arts

To gauge attitudes towards the arts, culture and leisure time in general, respondents were read a list of statements and asked whether they agreed or disagreed with each one.

The majority of respondents strongly agreed with the following three statements:

“I like to learn and experience new things in my leisure time.”

“Value for money is a high priority for me when I am deciding what to do in my leisure time.”

“The needs of my family and other members or my household take priority when I am planning how to spend my leisure time.”

However, the majority of respondents disagreed with the following statements:

“Spending my time attending or participating in arts and cultural activities is of little interest to me.”

“I have difficulty finding information about arts and cultural activities which I can attend.”

“I am interested in attending more arts and cultural event but find it difficult because of my age, a disability or long term illness.”

“I feel out of place in an art gallery, museum or theatre.”

Concluding remarks

Overall levels of taking part in arts and cultural activity (attending or participating) have remained at similar levels since 2006, following an increase from 2004. Although participation levels have decreased since 2006, largely due to a decrease in the proportion reading books, levels remain above those recorded in 2004.

Other decreases since 2006 included lower participation levels amongst disabled people and women, although both were still higher in 2008 than in 2004. The only change in attendance amongst the various under-represented groups was a decrease amongst ethnic minorities, driven by a decrease in cinema attendance since 2004.

These findings illustrate that the ‘top line’ changes in levels of attendance and participation are often due to changes in the proportions taking part in ‘mass’ activities like going to the cinema and reading books. Also, when comparing levels of attendance or participation over time, it is important to consider the three survey waves together (from 2004, 2006 and 2008) as this provides a greater indication of whether changes are long term trends or merely ‘fluctuations’.

The survey has also identified significant variations in arts engagement amongst different demographic groups and geographic regions. It is notable that educational qualification has a great impact upon levels of taking part than many other factors such as age, place of residence or ethnicity. Also some variations in current levels of participation or demand for future participation reflect levels of supply. For example, note the lower levels of cinema attendance in most rural areas but high demand to take part in this activity