



Scottish **Arts** Council

Taking Part

Arts Attendance, Participation and Attitudes
in Scotland 2006

Full report

Prepared by TNS Transport 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.

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1. Introduction

1.1 Background

The Scottish Arts Council is a non-departmental public body (NDPB) accountable to the Scottish Executive. They are the foremost organisation involved in supporting and developing the arts in Scotland, a role which includes providing financial support, advice and information and promoting the arts in Scotland. Their values of excellence, creativity, inclusion, partnership and openness complement the three main aims of the Scottish Arts Council:

- To increase participation in the arts;
- To support artists in Scotland to fulfil their creative and business potential;
- To place arts, culture and learning at the heart of learning.

Between 1991 and 2004 the Scottish Arts Council commissioned large scale surveys of the adult population of Scotland every three years.¹ These surveys were designed to establish the following range of information for the adult population of Scotland;

- Levels of attendance at various types of arts events and activities;
- Participation in various types of arts activities;
- The attitudes of the adult population of Scotland towards the arts.

In 2003, the Scottish Executive set targets to monitor the development of tourism, culture and sport in Scotland. A target of particular relevance to the Scottish Arts Council was a 5% increase between 2004 and 2006 in participation in cultural activities by members of under-represented groups².

¹ Surveys have been undertaken in 1991, 1994, 1998, 2001 and 2004.

² Both 'cultural events' and 'under-represented groups' were defined by Scottish Arts Council.

1.2 Research aims and objectives

It is on this basis that the Scottish Arts Council commissioned TNS in 2006 to undertake further research into levels of attendance and participation in arts and cultural activities in Scotland. The specific objectives of this research were as follows:

- To collect the necessary information to judge performance against the target set out by the Scottish Executive;
- For this data to allow any statistically significant variations in attendance and participation to be identified;
- To examine any such variations among minority ethnic communities, residents of deprived areas, disabled people, women, residents of rural areas, people aged 16 to 24, those aged 65+ and children aged 5 to 15, as well as the population of Scotland as a whole.

1.3 Method

To fully meet the study objectives, some 5,137 face-to-face in-home interviews were undertaken throughout Scotland³. Fieldwork took place between 13th March 2006 and 10th July 2006. Of this total some 2,029 interviews represented the 'core' sample, representative of the adult population of Scotland in terms of geographical distribution, age, working status, ethnicity and socio-economic grade. While members of each of the under-represented groups were included within this sample, the sample sizes of each group reflected their relative abundance within the population of Scotland. Section 2 of this report contains the results obtained from this sample, representative of the population of Scotland as a whole. The results obtained amongst this sample are comparable with those obtained in 2004 when 2,020 interviews were undertaken.

To increase the accuracy of separate analyses undertaken amongst key groups with a lower abundance across the population generally, a further 552 interviews were undertaken with members of minority ethnic communities, 250 were undertaken with residents of deprived areas (see page 5) and 718 were undertaken with people with a long term illness or disability. The results of these 'booster' interviews were combined with the results of the interviews undertaken with members of these groups who formed part of the core sample and are reported separately in Section 3 of this report.

³ This study was undertaken as a 'stand alone' ad-hoc survey i.e. not using an omnibus survey approach.

It was also required that results obtained at a regional level could be analysed and compared separately. As such 1,532 interviews were undertaken as regional ‘boosters’ in areas with a lower share of the adult population of Scotland. These interviews have been combined with those undertaken as part of the core sample to allow separate analyses of attendance and participation in the following regions, as described in detail in Section 4 of this report:

- *Edinburgh and Surrounds* – 500 interviews in total (302 in core sample, 198 in regional booster)
- *East and Central Scotland* – 527 interviews in total (360 in core sample, 167 in regional booster)
- *North Eastern Scotland* – 530 interviews in total (219 in core sample, 240 in regional booster)
- *Highlands and Islands* – 544 interviews in total (154 in core sample, 390 in regional booster)
- *Glasgow and Surrounds* – 578 interviews in total (all in core sample).
- *South Western Scotland* – 524 interviews in total (369 in core sample, 155 in regional booster)
- *South Scotland* – 429 interviews in total (47 in core sample, 382 in regional booster).

By increasing the size of survey samples in each of these regions it has been possible to undertake comparisons of levels of attendance and participation overall and of specific activities. Only statistically significant variations have been highlighted in the report.

When comparing the results of the 2004 and 2006 surveys it is important to be aware of whether or not differences in results are actually statistically significant i.e. whether they are 'real' shifts in, for example, attendance or participation, etc. With the core sample size of 2,029, results for the sample as a whole are accurate to +/- 2.2% at the 95% level of confidence. The table below illustrates the differences required for various levels of result to be significant.

Result	Difference required for change to be statistically significant
5% or 95%	+/- 1.5%
10% or 90%	+/- 1.9%
15% or 85%	+/- 2.3%
20% or 80%	+/- 2.6%
30% or 70%	+/- 2.9%
40% or 60%	+/- 3.1%
50%	+/- 3.1%

For example, if a result of 50% was obtained in the 2004 survey, a result of 54% or 46% in the 2006 survey could be considered a 'real' change (i.e. change of more than + or - 3.1 percentage points). However, a result of 52% or 48% could not be considered as being a statistically significant shift. Throughout this report only changes in results which are statistically significant have been highlighted in the commentary.

The fieldwork methods used in 2006 were similar to those employed in 2004, thereby ensuring that wherever possible results would be directly comparable. Interviews were undertaken in the homes of respondents at over 500 sampling points across Scotland, including Islands, which were selected on the basis of geodemographic analysis undertaken by CACI using their ACORN classification (A Classification of Residential Neighbourhoods).

10 interviews were undertaken at each of these sampling points to minimise the effects of clustering and quota controls were set to reflect the sex, age and working status profile of the population at each point. A minimum of four households were left between interviews to ensure that the sample represented the whole of the sampling point, which was based upon a Census Output Area. Census Output Areas are the smallest areas for which census data is released and contain an average of around 125 households.

The 2006 survey was undertaken using Computer Assisted Personal Interviewing (CAPI). CAPI interviewing involves the interviewer using a lightweight pen computer instead of the traditional paper questionnaire approach which was used in the 2004 survey. Advantages of CAPI over the traditional approaches include improved accuracy in the overall quality of data collected and routing of questions and the ability to show the respondent a wider range

of prompt materials. An impact of this change in method was a more thorough collection of responses relating to participation amongst children, as reported in Section 3.8 of this report. This improvement in data collection has led to increases in the proportions of respondents indicating that their children had taken part in the various activities asked about in comparison to the 2004 survey.

1.3.1 Urban versus Rural Definition

Within Scotland many issues have an urban and rural context and it is acknowledged that the patterns of attendance and participation in the arts and attitudes towards the arts are no exception. While certain areas of Scotland such as the Highlands or the Borders may be regarded as 'rural', it is recognised that some locations within these areas are actually urban.

For the 2004 and 2006 surveys a classification used in the Scottish Executive's Scottish Household Survey (SHS) has been used to define whether an area is rural or urban. This classification builds upon the Scottish Executive's core classification that classifies 'settlements' with a population of over 3,000 to be urban. The classification is based on both the size of settlements and how close they are to larger settlements in terms of 'drive times' as described overleaf.

Classification	Definition
1. Large Urban Areas	Settlements over 125,000 population.
2. Other Urban Areas	Settlements of 10,000 to 125,000 people.
3. Accessible Small Towns	Settlements of between 3,000 and 10,000 people and within 30 minutes drive of a settlement of 10,000 or more.
4. Remote Small Towns	Settlements of between 3,000 and 10,000 people and with a drive time of over 30 minutes to a settlement of 10,000 or more.
5. Accessible <u>Rural</u>	Settlements of less than 3,000 people and within 30 minutes drive of a settlement of 10,000 or more
6. Remote <u>Rural</u>	Settlements of less than 3,000 people and with a drive time of over 30 minutes to a settlement of 10,000 or more.

For the purposes of this survey these groups have been collapsed into 3 broader categories:

- *Urban* – combination of large and other urban areas – total sample of 1,371 within core sample.
- *Small town* – combination of accessible and remote small towns – total sample of 204 within core sample.
- *Rural* – combination of accessible and remote rural – total sample of 454 within core sample.

The reason for combining the categories in this way was to ensure that a large enough number of respondents would be contained in each group to allow meaningful comparisons of the survey results.

Indices of Deprivation

The Scottish Index of Multiple Deprivation (SIMD) identifies the most deprived areas across Scotland based on indicators relating to income, employment, housing, health, education, skills and training and geographic access to services and telecommunications.

SIMD can be analysed according to electoral ward, enabling small pockets of deprivation to be identified. For the purpose of this survey all of Scotland's 1,222 wards have been ranked from most deprived (1) to least deprived (1,222) and those which fall into the bottom 10% of this ranking have been defined as deprived areas. This approach is consistent with that used by the Scottish Executive to define levels of deprivation in small geographical areas.

Within the core sample, which represents Scotland's adult population as a whole, some 337 interviews were undertaken within areas which met this definition. In addition, a further 250 'booster' interviews were carried out within these areas and a separate analysis of the overall 587 interviews is presented in section B of this report.

1.3.2 Ethnic minority communities

To ensure that an adequate sample was achieved, an additional 'booster' of interviews were undertaken with adults living in Scotland who, when shown a list of alternatives, stated that they were members of a non-white ethnic group (see appended questionnaire). A total of 593 interviews have been undertaken with members of these groups.

It should be noted that the responses of 41 members of ethnic minorities are included in the core sample which is reported in this report. This number is representative of the proportion of people in non-white ethnic minorities found within the adult population of Scotland as a whole (2% of total sample).

1.3.3 Defining attendance, participation and combined attendance and participation

In the survey questionnaire respondents were asked whether they had attended any of a list of events and activities during the previous 12 months (Q3a). A subsequent question (Q4a) asked respondents which of a list of activities they had participated in during the previous 12 months. The activities included in these lists were as follows.

Arts and cultural activities included in definitions of attendance and participation

Q3a) Event/ activities <u>attended</u>	Q4a) Activities <u>participated in</u>
Plays	Drama
Ballet	Opera or light opera
Contemporary Dance	Singing in a choir
Scottish Traditional Dance	Scottish traditional dance
Other style of dance	Ballet
Pantomime or Variety Show	Contemporary dance
Opera/Operetta	Other style dance
Jazz Music	Playing a musical instrument
Scottish Traditional Music	Folk/Scottish traditional music
Orchestral Music	Writing poetry
Chamber Music or recitals	Writing stories or articles
Country & Western Music	Reading books
Rock or Pop Music	Buying a work of fiction or poetry
Literary or Poetry Event	Buying any other types of book
Cinema	Painting or drawing
Musicals	Printmaking
Arts Festivals	Sculpture
Carnival/circus (not involving animals)	Photography (other than family or holiday snaps)
Folk Music (including Asian/Armenian etc.)	Knitting/other textile crafts
Folk Music Scottish	Wood crafts
Video/Multi-media/ performance art	Any other crafts
Contemporary illustration	Making films (apart from video)
Contemporary drawing	Filming on video (apart from 'family' life or events)
Contemporary painting	Buying a work of art or craft object
Contemporary printmaking	
Contemporary sculpture	
Contemporary photography	
Contemporary video/multi-media	
Contemporary installation	
Contemporary crafts	
Art Galleries	
Museum	

In the analysis of the results the proportion of respondents fitting each of the following definitions has been calculated across the total sample and the individual under-represented and regional groupings:

- 1) Proportion who have attended any event or activity at Q3a in the previous 12 months. In the core sample which represents all adults living in Scotland, 77% of respondents had attended at least one event or activity. In tables this category is labelled 'Any attendance'.
- 2) Proportion who had participated in any activity at Q4a in the previous 12 months. In the core sample 76% of respondents had participated in at least one activity. In tables this category is labelled 'Any participation'.

3) Proportion who had either attended and/or participated in an event or activity at Q3a and/or Q4a. In the core sample 90% of respondents had attended or participated in at least one event or activity. This is a higher proportion than the individual attendance and participation categories as some respondents attended but did not participate or vice versa. In tables this category is labelled 'Combined attendance and participation'.

All of the above results have been provided for both 2004 and 2006 to allow comparisons of trends.

1.3.4 Rounding

Throughout this report percentages have been rounded to the nearest whole number. As a result totals do not always equal 100%.

1.4 Sample profile and weighting

The following table provides a summary of the unweighted profile of the core sample and, for comparison, the profile of the adult population of Scotland. The sample closely matches the distribution of the adult population of Scotland in terms of sex, age, social-class and geographic location:

Table 1-1– Sex, age and social class of respondents (%)

Base: All respondents in core sample (2,029)

	All respondents	Population of Scotland*
Sex		
Male	47	48
Female	53	52
Age		
16-24	13	14
25-34	17	19
35-44	20	19
45-54	16	15
55-64	13	13
65+	21	20
Class		
AB	17	19
C1	26	28
C2	20	20
DE	37	33

*Source: 2001 Census

To ensure that the results were as representative of the adult population of Scotland as possible, the core sample data and regional data in Section 4 has been weighted on the basis of age, sex and socio-economic classification. Similarly, the results provided in Section 3 of this report regarding the under represented groups have been weighted on the basis of population data from the 2001 Census relating to sex, age, disability and ethnicity.

When comparing 2006 and 2004 results it should be noted that the 2004 results were not weighted on this basis. As the 2006 unweighted sample profile is very similar to the weighted profile the application of weights in 2006 but not in 2004 will have a limited impact on the comparability of results.

Definitions of social classes can be found in Appendix 1 while definitions of the various art form categories used in this report are provided in Appendix 2. A copy of the questionnaire used in the survey can be found in Appendix 3.

2. Adult population of Scotland

This section of the report provides the main results of the survey and compares the findings, where appropriate, with those obtained during the 2004 survey.

2.1 Combined attendance or participation

A key finding from the 2006 study was that some 90% of all adults living in Scotland (aged 16 or over) had attended *and/or* participated in an arts or cultural activity during the previous 12 months (this proportion includes any adults who had participated or attended one or more of *any* of the activities listed in appendix 2). This proportion represented a statistically significant increase from 85% of the adult population recorded during the 2004 survey.

Applying these proportions to the adult population of Scotland, of 4.1 million, suggests that the number of adults attending *and/or* participating in any arts or cultural activities has increased from around 3.4 million in the 12 months preceding the 2004 survey to 3.6 million in the 12 months preceding the 2006 survey, an increase of 6%.

Overall levels of attendance and participation recorded in the 2006 survey varied according to demographic status with higher proportions of women, people aged under 35, members of the AB social classes and residents of urban areas taking part (92%, 95%, 98% and 91% respectively).

The remainder of this chapter presents more detailed results regarding attendance and participation across the adult population of Scotland as a whole. Chapter 3 contains more details on attendance and participation amongst key under-represented groups within the population while Chapter 4 provides an analysis by regions of Scotland.

2.2 Attendance

In order to determine levels of popularity of arts and cultural activities, all respondents were asked about their levels of attendance at a variety of different types of activities and events. Some 77% of respondents indicated that they had attended an arts or cultural activity within the previous 12 months (see full list of activities in appendix 2). While this is a higher proportion than recorded during 2004 (75%), the difference is not statistically significant.

Excluding cinema attendance, some two-thirds of adults living in Scotland had attended an arts or cultural activity (65%), a similar proportion to that recorded in 2004 (66%).

Table 2-1–Cultural activities attended during last 12 months(%)

Base: All respondents (2,029)

	2004	2006
Any event attended	75	77
Any Arts (exc. rock & pop/ country)	73	75
Any Arts (exc. cinema)	66	65
Any Arts (exc. cinema/ museum/ gallery)	61	60
Any Arts (exc. cinema/ museum/ gallery/ rock and pop/ country)	53	52
Any performance in theatre	42	42
Any music	40	38
Any visual arts (exc. Cinema)	39	38
Any music (exc. rock & pop & country)	21	21
Any dance	15	14
Any visual arts (exc. cinema/museums/galleries)	13	10
<i>Base:</i>	2,020	2,029

N.B. Comparisons can not be made with results of the 2001 survey due to changes in time period asked about.

Around two-fifths (42%) of adults living in Scotland had attended any performance in a theatre during the previous 12 months while a slightly smaller proportion had attended any music event (38%). By comparison, less than a fifth had attended a dance or visual arts activity (other than cinema, museum or gallery) during the previous 12 months (14% and 10% respectively). Comparing the 2006 results with those obtained in 2004, the only difference which is statistically significant was the slight decrease in the proportion attending any visual arts events (excluding cinema, museums or galleries) from 13% to 10%.

When analysing the categories of events attended during the previous 12 months by the respondents' characteristics there are some noticeable differences:

- *Any arts (77% overall)*: as a whole, arts and cultural activities were most likely to have been undertaken by residents of urban areas (78%), people aged under 25 (93%) and members of the AB and C1 social classes (94% and 83% respectively).
 - *Any arts (exc. cinema) (65% overall)*: when cinema attendance is removed from the analysis, attendance was likely to be highest amongst those aged 25 to 34 (72%) and the AB social classes (88%).
 - *Any arts (exc. cinema/ museum/ gallery/ rock and pop/ country & western) (52% overall)*: when attendance and visits to cinemas, museums, galleries and rock, pop and country and music events are excluded, attendance in the remaining arts and cultural activities was found to be highest amongst women (55%), people aged 35 to 44 (58%) and the AB social classes (76%).
 - *Any performance in a theatre (42% overall)*: a higher proportion of females (47%), those aged 55 to 64 (49%) and AB social classes (62%) had undertaken this activity.
 - *Any music (38% overall)* a larger proportion of males (43%) and people aged 25 to 34 (48%) had attended any music event.
 - *Any music (exc. rock & pop/ country) (21% overall)*: when rock, pop and country music events are excluded from the analysis, the highest proportions attending the remaining types of music event were men (23%), those aged 55 to 64 (33%) and members of the AB social classes (40%).
 - *Any dance (14% overall)*: more popular amongst females (16%), those aged under 25 (15%) or between 45 and 64 (16%) and AB social classes (24%).
 - *Any visual arts (exc. cinema/museums/art galleries) (10% overall)*: attendance of this type of activity, which decreased slightly from 13% in the 2004 survey, was highest amongst those aged 35 to 44 (13%) and the AB social classes (24%).
-

2.2.2 Attendance at individual events and activities

Respondents were presented with a list of arts and cultural activities and asked to indicate how often, if at all, they attended these activities either as a member of the audience or as a visitor (attendance could have taken place in any place including outwith Scotland). The table below illustrates the proportions of respondents that attended each activity during the last 12 months and how often they did so.

Table 2-2 Attendance at arts and cultural events and activities (%)

Base: All respondents (2,029)

	2004	2006	How often attended in last 12 months		
			Once	2 or 3 times	4 or more times
Cinema	52	57	5	15	37
Museums	30	30	8	13	8
Art galleries	25	24	8	9	7
Rock and pop music	24	22	6	9	7
Musicals	15	18	8	8	2
Plays	18	17	6	7	4
Pantomime or variety show	19	15	11	4	1
Arts festivals	8	10	5	3	1
Scottish traditional music	8	7	2	3	2
Orchestral music	3	7	3	2	2
Scottish folk music	6	6	2	2	2
Ballet	5	6	3	2	*
Opera/ operetta	6	5	2	2	1
Jazz music	6	5	1	2	1
Contemporary painting	6	5	1	2	2
Scottish traditional dance	7	4	2	1	1
Dance (other than ballet, contemporary/ Scottish traditional)	4	4	1	1	1
Contemporary crafts	6	4	1	2	1
Contemporary dance	3	3	1	1	1
Contemporary photography	5	4	2	1	1
Carnival/ circus	6	3	2	1	*
Country and western music	4	3	2	1	*
Chamber music/recitals	4	3	1	1	1
Literary or poetry event	3	3	1	1	1
Video/ multi-media perf. art	3	3	1	1	*
Contemporary sculpture	3	3	1	1	*
Folk music (exc. Scottish)	2	2	1	1	1
Contemporary drawing	3	2	1	1	*
Contemporary video/ multi-media	2	2	1	1	*
Contemporary printmaking	2	1	1	*	*
Contemporary illustration	2	1	1	*	*
Contemporary installation	1	1	*	*	*

* Less than 0.5%

As the table illustrates, the arts and cultural activities undertaken by the largest proportion of adults living in Scotland were going to the cinema (57%), visiting museums (30%), visiting art galleries (24%) and attending rock and pop music events (22%). Other activities undertaken by more than a tenth of all adults included attending musicals (18%), plays (15%), pantomimes or variety shows (15%) and arts festivals (10%).

Comparing the results obtained in 2006 with the 2004 survey suggests that there have been increases in the proportion of adults, living in Scotland, going to the cinema (from 52% to 57%), attending musicals (15% to 18%), attending arts festivals (8% to 10%) and attending orchestral music events (3% to 7%).

Conversely, there have been decreases in the proportions of adults living in Scotland attending pantomime or variety shows (from 19% to 15%), Scottish traditional dance events (7% to 4%), contemporary crafts (6% to 4%) or carnivals and circuses (6% to 3%).

Table 2-2 also illustrates the frequency of attendance in each of the activities. This analysis suggests that while most of those who had been to the cinema had done so on at least 4 occasions during the previous 12 months, other activities including attending pantomimes and variety shows, art festivals, ballet and opera were more likely to be undertaken on just one occasion during this period.

Further details on the proportions of different groups undertaking each activity are provided in the following sections.

Cinema

- *Cinema (57% overall)* – just over a third of adults surveyed went to the cinema on 4 or more occasions during the previous 12 months (37%) while a further 15% went on 2 or 3 occasions. Adults most likely to have gone to the cinema included those aged 18 to 24 (89%) or 25 to 34 (75%). Conversely, only 18% of people aged 65 or over had gone to a cinema in the previous 12 months.
-

Visual arts

Overall, about two in five adults living in Scotland (38%) attended any visual arts event (other than a cinema) a similar proportion to that recorded in 2004. However, excluding attendance of museums and art galleries from the analysis suggests a slight decrease in the proportion of adults attending any other types of visual art events, from 13% to 10%.

The following bullets provide some further details on attendance of different types of visual arts. It is notable that members of the AB social classes were around twice as likely as adults generally to have attended any of the contemporary arts events listed:

- *Museums (30% overall)* – 8% of adults living in Scotland went to a museum on 4 or more occasions during the previous 12 months, 13% went on 2 or 3 occasions and 8% went once. Larger proportions of those aged 35 to 44 (34%) and those in the AB social classes (51%) had visited a museum during the previous 12 months.
 - *Art galleries (24% overall)* – 7% of adults went to art galleries on 4 or more occasions during the previous 12 months, 9% went on 2 or 3 occasions and 8% went once. Respondents most likely to have gone to an art gallery included those aged 55 to 64 (32%) and those in the AB social classes (46%).
 - *Contemporary painting (5% overall)* – 4% of adults went to see contemporary painting on 2 or more occasions during the 12 months while 1% went once. Larger proportions of women (6%), people aged 55 to 64 (7%) and, most notably, members of the AB social classes (13%) undertook this activity.
 - *Contemporary photography (4% overall)* - attended by 8% of ABs.
 - *Contemporary sculpture (3% overall)* – attended by 7% of ABs.
 - *Contemporary drawing (2% overall)* – attended by 6% of ABs.
 - *Contemporary video/ multi-media (2% overall)* – attended by 7% of ABs.
 - *Contemporary illustration (1% overall)* – attended by 2% of ABs.
 - *Contemporary printmaking (1% overall)* – attended by 4% of ABs.
 - *Contemporary installation (1% overall)* – attended by 3% of ABs.
-

Music

Some 38% of all adults living in Scotland had attended music events during the previous 12 months, a similar proportion to that recorded in 2004 (40%). Around half of this proportion (21%) had attended any music events excluding rock, pop and country and western music, the same proportion as recorded in 2004 (21%).

The following provides more details of attendance of specific types of music event.

- *Rock and Pop music (22% overall)* – around 1 in 6 adults attended this type of event on 2 or more occasions during the previous 12 months (16%) while 6% attended one event, a similar profile to that recorded in 2004. Respondents most likely to have stated that they attended this type of event included males (27%) and those aged 16 to 24 (40%) or 25 to 34 (39%). Conversely, those who lived in rural areas (15%) and members of the DE social classes (11%) were less likely to have attended.
 - *Scottish traditional music (7% overall)* – some 5% of adults living in Scotland stated that they attended this activity on 2 or more occasions during the last 12 months while 2% attended once. A larger proportion of residents of rural areas (11%), men (8%), those aged 55 to 64 (10%) and ABs (12%) had attended.
 - *Scottish folk music (6% overall)* – respondents most likely to attend Scottish folk music events during the previous 12 months included men (8%) and members of the AB social classes (13%).
 - *Opera/opera (5% overall)* – while 3% of adults had attended this type of event on 2 or more occasions in the previous 12 months a similar proportion had attended once (2%). Adults more likely to have attended opera/opera during the previous 12 months included those who lived in urban areas (6%), those aged 55 to 64 (11%) and ABs (12%).
 - *Jazz music (5% overall)* – larger proportions of adults in the AB social classes (9%) had attended jazz music events during the previous 12 months.
 - *Country and western music (3% overall)* – a larger proportion of adults who lived in rural areas (5%) and those aged 55 to 65 (7%) attended country and western music events.
-

- *Chamber music or recitals (3% overall)* – respondents aged 55 to 64 were more likely to attend this type of event (7%).
- *Orchestral music (7% overall)* – the proportion of adults attending this type of event increased from 3% in 2004. Respondents most likely to attend this type of activity during the previous 12 months included those who lived in urban areas (8%), those aged 55 to 64 (13%) or over 65 (10%) and members of the AB social classes (16%).
- *Folk music excluding Scottish (2% overall)* – members of the AB social classes were more likely to attend this type of event (4%).

Plays

- *Plays (17% overall)* – just over a tenth of respondents went to 2 or more plays during the previous 12 months (11%) while 6% attended only one play. Respondents more likely than average to have attended any plays during the previous 12 months included residents of urban areas (19%), those aged 35 to 44 (20%) and ABs (33%).

Dance

Overall, 14% of adults had attended a dance event during the previous 12 months, a similar proportion to that recorded in the 2004 survey (15%). The following bullets provide more details of attendance at different types of dance.

- *Scottish traditional dance (4% overall)* – the proportion of adults attending this type of event decreased from 7% in 2004. In the 2006 survey 2% of respondents went to see Scottish traditional dance on 2 or more occasions in the last 12 months and 2% attended once. Adults most likely to attend this type of event included those aged 55 to 64 (7%) and ABC1s (6%).
 - *Ballet (6% overall)* – 3% of adults attended this type of event once in the previous 12 months while a similar sized proportion attended more often. A larger proportion of residents of urban areas (7%), females (7%), people aged 45 to 54 (8%) and members of the AB social classes (13%) had attended.
 - *Contemporary dance (3% overall)* – a larger proportion of ABs (6%) had attended contemporary dance events.
-

- *Styles of dance other than ballet, contemporary or Scottish traditional (4% overall)* – adults more likely to have attended styles of dance other than those specified in the questionnaire included those aged 16 to 24 (8%).

Literature

- *Literary or poetry event (3% overall)* – 2% of adults attended this type of event on 2 or more occasions in the 12 months and 1% attended once. A comparison of levels of attendance amongst different groups of respondents suggests that those aged 55 to 64 (5%), residents of urban areas (4%) and AB social classes (8%) were more likely to have attended.

Musicals

- *Musicals (18% overall)* – the proportion of adults attending musicals increased from 15% in 2004. In the 2006 survey 10% of adults attended musicals on 2 or more occasions in the last 12 months (an increase from 7% in 2004) while 8% attended once. Respondents most likely to attend a musical included females (20%), those aged 55 to 64 (25%) and those in the AB social classes (31%).

Arts Festivals

- *Arts festivals (10% overall)* – attendance of arts festivals increased from 8% in 2004. In 2006 4% of adults went to arts festivals on 2 or more occasions during the 12 months and 5% attended once. Respondents most likely to have attended this type of event included those who lived in urban areas (11%), men (11%), those aged 35 to 44 (13%) and ABs (20%).

Carnivals/ Circus

- *Carnival/ circus (3% overall)* – the proportion of adults attending a carnival or circus decreased from 6% in the 2004 survey.

Pantomimes/variety shows

- *Pantomime or other variety show (15% overall)* – the proportion of adults attending pantomimes and variety shows decreased from 19% in the 2004 survey. In 2006, while 5% of adults had attended this type of event on 2 or more occasions during the last 12 months, a much larger proportion attended just once (11%). A larger proportion of
-

females (20%), people aged between 35 and 44 (23%) and ABs (21%) attended this type of event.

Video/multi-media performance arts

- *Video/multi-media performance art (3% overall)* – a larger proportion of adults aged under 25 (5%) and those in the AB social classes (7%) had attended this type of event.

Crafts

- *Contemporary crafts (4% overall)* – the proportion of adults attending this type of event decreased from 6% in the 2004 survey. Women (5%), those aged 35 to 44 (8%) and ABs (9%) were most likely to have attended this activity during the last 12 months.
-

2.3 Participation

All respondents were asked to provide details of any arts-related event or activity which they participated in, as opposed to attended.

2.3.1 Overall participation

As Table 2-3 illustrates, 76% of adults living in Scotland stated that they had participated in arts or cultural activities during the previous 12 months, an increase from the proportion recorded in the 2004 survey (67%)⁴.

In terms of the different categories of participation listed, the majority of adults had participated in reading and/or buying books (67%), a statistically significant increase from 56% in the 2004 survey, while smaller proportions had participated in the other types of activity.

Between 2004 and 2006 the proportion of adults participating in visual arts increased from 12% to 16% while participation in crafts, performing and writing remained at similar levels.

Table 2-3 – Events or activities participate in (%)
Base: All respondents (2,029)

	2004	2006
Any participation	67	76
Reading and buying books (including buying a work of fiction or poetry <i>and/or</i> reading books)	56	67
Any visual arts (printmaking/ painting or drawing/ photography/ sculpture)	12	16
Undertaking any crafts (knitting/ other textile crafts/ wood crafts/ any other crafts)	15	15
Any performance (drama/ amateur singing/ choir/ Scottish traditional dance/ playing a musical instrument/ amateur opera or light opera/ amateur dance or ballet)	16	14
Any writing (writing stories/poetry)	5	6

Some of the main variation in levels of participation amongst different demographic groups are described below:

Reading and buying books (67%) – participation in this activity was highest amongst residents of urban areas (70%), women (73%), those aged between 25 and 34 (72%) and members of the AB social classes (78%). However, participation was lowest amongst men (61%) and the DE social classes (56%).

Any visual arts (16% overall) – respondents most likely to take part in visual arts activities included men (17%), those aged 16 to 24 (22%) and members of the AB social classes (22%).

Any crafts (15% overall) - more likely to be undertaken by residents of rural areas (19%), women (22%), people with a disability or long term illness (22%) and those aged 65 or over (23%).

Any performance (14% overall) – more likely to be undertaken by people aged 16 to 24 (21%) and ABs (20%).

Any writing (6% overall) - a larger proportion of people aged 16 to 24 (9%) and ABs (11%) had taken part in this activity.

2.3.2 Frequency of participation

When asked how frequently they had taken part in different activities, reading books was the most frequently undertaken with over half of adults living in Scotland having undertaken this activity on 4 or more occasions in the last 12 months (59%).

Between the 2004 and 2006 surveys the proportion of adults living in Scotland participating in reading books, buying non-fiction books, buying art or craft objects, painting or drawing and writing poetry increased. Conversely, the proportions taking part in Scottish traditional dance or singing in a choir decreased marginally while the proportions taking part in the other activities listed did not change significantly.

Table 2-4– Levels of participation (%)

Base: All respondents (2,029)

	2004	2006	How often participated in last 12 months		
			Once	2 or 3 times	4 or more times
Reading books	54	67	1	7	59
Buying other types of book	21	28	2	6	19
Buying a work of fiction/ poetry	24	26	1	4	21
Buying a work of art or craft object	8	12	3	5	4
Painting or drawing	8	11	*	1	9
Knitting/ other textile crafts	9	9	1	1	7
Playing a musical instrument	8	8	*	*	7
Photography (exc. holiday snaps)	6	7	1	1	5
Crafts other than textile, wood, painting, drawing,	5	5	1	1	4
Writing stories or articles	4	4	*	1	3
Wood crafts	3	3	*	*	2
Dance other than contemporary or Scottish traditional	3	3	*	1	2
Writing poetry	2	3	*	*	2
Singing in a choir	3	2	*	*	2
Scottish traditional dance	4	2	*	1	1
Folk/ Scottish traditional music	2	2	*	1	1
Filming on video (exc. family life)	2	2	*	1	1
Drama	2	1	*	*	1
Contemporary dance	1	1	*	*	1
Ballet	*	1	-	*	*
Printmaking	1	1	-	*	*
Sculpture	1	1	*	*	*
Making films (exc. video)	*	1	*	1	*
Opera/ light opera	1	*	*	*	*

An analysis of the types of people participating in the most popular activities illustrates the following variations:

Reading books (67% overall) – a larger proportion of women (73%), those aged 25 to 34 (72%) and ABs (78%) had taken part in reading at least once in the previous 12 months. In

contrast less than half of members of the DE social classes (48%) and 52% of men stated that they had read on more than 3 occasions during this period.

Buying other types of book (28% overall) – people aged between 25 and 54 (31%), residents of urban areas (30%) and ABs (33%) were the groups most likely to have purchase a book other than fiction or poetry. While around a fifth of all adults (19%) had undertaken this activity on 4 or more occasions in the previous 12 months, this proportion was lower amongst those aged 65 or over (12%) and members of the DE social classes (10%).

Buying a work of fiction/ poetry (26% overall) – people more likely to buy a work of fiction or poetry included women (30%), those aged 25 to 34 (31%), members of the AB social classes (43%) and residents of urban areas (28%). While 21% of adults undertook this activity on 4 or more occasions during the previous 12 months, this proportion was lower amongst men (17%), people aged 16 to 24 (18%) and members of the C2 and DE social classes (14% and 11% respectively).

Painting or drawing (11% overall) – the highest proportions of adults taking part in this activity were found amongst those aged between 16 and 24 (16%). Around a tenth of respondents (9%) had undertaken this activity on 4 or more occasions during the previous 12 months.

Knitting/ other textile crafts (9% overall) – respondents most likely to undertake this activity in the previous 12 months included females (17%) and those aged 65 or over (17%). Conversely, males (1%) and those aged between 16 and 24 (2%) were least likely to do so.

Playing a music instrument (8% overall) – a larger proportion of men (10%), those aged 16 to 24 (10%) and members of the AB social classes (12%) had played a music instrument in the previous 12 months.

Photography, excluding holiday snaps (7% overall) – respondents more likely to take part in this activity included men (9%), those aged 16 to 24 (11%) and members of the AB social classes (10%).

3. Under-represented groups

3.1 Summary

This section of the report provides the results of the interviews undertaken amongst the eight under-represented groups which have been identified as priorities for the Scottish Arts Council. These groups are as follows:

- residents of deprived areas
- disabled people
- women
- residents of rural areas
- people aged 16-24
- people aged 65+
- minority ethnic communities
- children under 16

As mentioned in Section 1, the sampling approach for this survey was designed to ensure adequate coverage of each of these groups, thereby permitting valid comparisons of the results obtained in 2004 and 2006.

The table overleaf provides a summary of overall levels of attendance and participation and combined attendance and/or participation amongst members of each of these groups. In terms of *attendance* of arts and cultural activities, the only group recording a statistically significant increase between 2004 and 2006 was people aged 16 to 24 while attendance levels were the same or within margins of error amongst all of the other groups.

Levels of *participation* in arts and cultural activities increased amongst a larger number of the groups with residents of deprived areas, residents of rural areas, women and those aged 65 or over all recording higher levels of participation.

Combining the attendance and participation measures, overall levels of taking part (i.e. attendance *and/or* participation in one or more of any of the activities listed in appendix 2) were found to have increased amongst residents of deprived areas, disabled people, women and children (see note regarding children's participation results on page 60) but did not increase or decrease significantly amongst those aged 16 to 24, those aged 65 or over, minority ethnic communities or residents of rural areas.

Table 3-1 – Summary of total attendance, participation and combined attendance & participation 2004 & 2006 surveys (%)

	Attendance		Participation		Combined attendance and participation	
	2004	2006	2004	2006	2004	2006
People living in deprived areas	67	67	52	68	76	83
Disabled people	50	48	58	70	70	77
Women	75	77	69	80	86	92
People living in rural areas	75	74	69	74	86	88
People aged 16 to 24	87	93	65	73	91	95
People aged 65+	52	49	61	69	73	77
Minority ethnic communities	70	71	60	65	82	82
Children aged 5 to 15	n/a	n/a	n/a	n/a	72	100*
ALL ADULTS LIVING IN	75	77	67	76	85	90
SCOTLAND						

*See note regarding the recording of children's participation on page 60.

Applying these proportions to data regarding the size of population within each of these groups, it is possible to estimate the percentage change in numbers attending *and/or* participating between 2004 and 2006, as detailed in the following table. These results suggest that Scottish Executive target of a 5% increase in under-represented groups has been achieved amongst people living in deprived areas, disabled people, women and people aged 65 or over.

Table 3-2 – Increases and decreases in combined attendance & participation amongst under-represented groups

	Population	Estimated number participating and/or attending		% Change
		2004	2006	
People living in deprived areas	525,000	399,000	436,000	+9%
Disabled people	933,000	653,000	719,000	+10%
Women	2,110,000	1,815,000	1,941,000	+7%
People living in rural areas	769,000	661,000	677,000	+2%
People aged 16 to 24	626,000	570,000	595,000	+4%
People aged 65+	805,000	588,000	621,000	+5%
Minority ethnic communities	71,000	58,000	58,000	-
ALL ADULTS LIVING IN	4,007,000	3,406,000	3,907,000	+6%
SCOTLAND				

*Changes for children not shown due to issues regarding comparability with 2004 results (see page 60).

The following sections provide a more detailed analysis of levels of attendance and participation in arts and cultural activities amongst each of these groups.

3.2 Residents of deprived areas

A total of 587 interviews were undertaken amongst residents of deprived areas. As the table below shows, the split between male and female respondents was fairly even (48% and 52% respectively) and in-line with the adult population of Scotland as a whole. Also, the age profile of respondents in this group was similar to that of the adult population of Scotland as a whole.

Table 3-3– Sex and age profile (%)

<i>Base</i>	Adult residents of deprived areas	Adult population of Scotland*
	587	
SEX		
Male	48	48
Female	52	52
AGE		
16 – 24	13	14
25 – 34	17	19
35 – 44	20	19
45 – 54	17	15
55 – 64	12	13
65 – 74	13	14
75+	8	6

*Source: Census 2001

3.2.1 Attendance

The table overleaf details attendance in different categories of art forms amongst residents of deprived areas and, for comparison, in deprived areas during 2004 and across the Scottish population as a whole in 2006 (see appendices for definition of categories). 67% of residents of deprived areas had attended any of the art forms listed during the previous 12 months, a proportion that is equal to that recorded for this group in 2004 but lower than that recorded for adults living in Scotland overall in 2006 (77%).

When looking at the types of events attended, residents of deprived areas were much less likely than adults generally to have attended a theatre performance (28% and 42% respectively).

A more detailed comparison of attendance at specific activities reveals that residents of deprived areas were particularly less likely than adults living in Scotland generally to have visited a the cinema (47% and 57%, respectively), attended musicals (10% and 18%), plays (9% and 17%) or an arts festival (4% and 10%). However, residents of deprived areas were slightly more likely to have been to a carnival/circus than adults living in Scotland generally (5% and 3% respectively).

While overall levels of attendance amongst residents of deprived areas remained broadly similar in 2006 to those recorded in 2004, lower proportions stated that they had visited an art gallery (23% and 15%) or gone to a pantomime or variety show (17% v 13%).

Table 3-4 – Attendance of arts and cultural events and activities (%)

	2004	2006		Difference: all adults/deprived areas
	Adult residents of deprived areas	All adults living in Scotland	Adult residents of deprived areas	
Base	517	2,029	587	
Any events attended	67	77	67	-10
Any performance in theatre	31	42	28	-14
Any music	31	38	27	-11
Any visual arts (exc. cinema)	30	38	28	-10
Any dance	8	14	9	-5
Cinema	45	57	47	-10
Museums	23	30	25	-5
Rock or pop music	20	22	18	-4
Art galleries	23	22	15	-7
Pantomime or variety show	17	15	13	-2
Musicals	8	18	10	-6
Plays	12	17	9	-6
Carnival/ circus	8	3	5	+2
Arts festivals	4	10	4	-6
Scottish folk music	3	6	4	-2
Ballet	2	6	3	-3
Jazz music	5	5	3	-2
Other styles of dance	3	4	3	-1
Scottish Traditional music	4	7	3	-4
Contemporary crafts	2	4	2	-2
Contemporary dance	1	4	2	-2
Contemporary painting	4	5	2	-3
Country & Western music	2	3	2	-1
Opera/ operetta	4	5	2	-3
Orchestral music	2	7	2	-4
Scottish Traditional dance	3	4	2	-2
Contemporary drawing	3	2	1	-1
Contemporary illustration	2	1	1	-
Contemporary photography	2	4	1	-3
Contemporary printmaking	1	1	1	-
Contemporary sculpture	2	3	1	-2
Contemporary video/ multi-media	2	3	1	-2
Folk music (inc. Asian, etc.)	5	2	1	-1
Literary or poetry event	1	3	1	-2
Video/ multi-media/ performance art	3	3	1	-2
Chamber music or recitals	1	3	*	-3
Contemporary installation	1	1	*	-1

* = less than 0.5%

3.2.2 Participation

As shown in Table 3-5 overleaf, approximately two-thirds of respondents who lived in deprived areas had participated in an arts or cultural event or activity during the previous twelve months (68%). This represents an increase on the proportion that did so in 2004 (52%).

Whilst participation amongst residents of deprived areas remained lower in 2006 than amongst the adult population of Scotland as a whole (76%), the gap has reduced from the 24 percentage point difference recorded in the 2004 survey (52% and 74%) to 8 percentage points. In 2006, compared to all adult respondents, generally, residents of deprived areas were significantly less likely to participate in literary arts activities, including buying a work of fiction or poetry (26% v 19%), buying other types of book (28% v 20%) and reading books (67% v 61%).

Although residents of deprived areas were less likely to have read or bought a book than was recorded across the adult population of Scotland as a whole, the proportions who had taken part in this activity rose between 2004 and 2006 by some eighteen percentage points (from 43% in 2004 to 61% in 2006). There were also increases in the proportions buying a work of fiction or poetry and those buying other types of book. There were no other statistically significant increases between these 2004 and 2006 surveys.

Table 3-5 – Arts and cultural activities have participated in (%)

	2004	2006		Difference all adults/deprived areas
	Adult residents of deprived areas	All adults living in Scotland	Adult residents of deprived areas	
Base	517	2,029	587	
Any participation	52	76	68	-8
Reading or buying books	43	67	61	-6
Undertaking any crafts	11	16	12	-4
Any performance	12	15	11	-4
Any visual arts	9	14	11	-3
Any writing	3	6	5	-1
Reading books	42	67	61	-6
Buying any other types of book	14	28	20	-8
Buying a work of fiction or poetry	14	26	19	-7
Knitting/other textile crafts	6	9	9	-
Painting or drawing	6	11	7	-4
Playing a musical instrument	6	8	6	-2
Buying a work of art or craft object	6	12	6	-6
Photography (other than family or holiday snaps)	3	7	5	-2
Writing stories or articles	2	4	4	-
Other style dance	3	3	3	-
Any other crafts	4	5	3	-2
Drama	3	1	2	+1
Writing poetry	1	3	2	-1
Wood crafts	3	3	2	-1
Making films apart from video	1	1	2	+1
Filming on video apart from "family" life or events	1	2	2	-
Singing in a choir	1	2	1	-1
Scottish traditional dance	2	2	1	-1
Contemporary dance	-	1	1	-
Folk/ Scottish traditional music	1	2	1	-1
Printmaking	1	1	1	-
Sculpture	1	1	1	-
Opera or light opera	-	*	*	-
Ballet	-	1	*	-1

*less than 0.5%

3.3 Disabled respondents

A total of 1,186 interviews were undertaken with respondents who stated, when asked, that they had some form of disability affecting mobility, sight, hearing or anything else. When asked to provide details of their disability or long term illness, 48% of respondents stated that they had a mobility related disability, while a similar proportion had difficulty with their hearing (43%). Approximately a fifth had problems with their sight (19%) while a similar sized proportion had some other form of disability (20%).

Table 3-6 – Nature of disability (%)

	Disabled respondents
Base	1,186
Mobility	48
Hearing	43
Sight	19
Other	20

As the table below shows, a higher proportion of disabled respondents were female than male (59% v 41%). Respondents in this group were also more likely than the population of Scotland as a whole to be over the age of 55 (76% and 33% respectively).

Table 3-7 – Sex and age profile (%)

	Disabled respondents	Adult population of Scotland*
Base	1,186	
SEX		
Male	41	48
Female	59	52
AGE		
16 - 24	3	14
25 - 34	3	19
35 - 44	5	19
45 - 54	13	15
55 - 64	20	13
65 - 74	22	14
75+	34	6

*Source: Census 2001

3.3.1 Attendance

The table overleaf illustrates attendance amongst disabled respondents during 2006 and 2004 and, for comparison, across the population of Scotland as a whole during 2006 (see appendices for definition of categories). In 2006, the proportion of disabled respondents who had attended an arts or cultural activity in the past 12 months was broadly similar to that recorded in 2004 (48% and 50% respectively) but significantly lower than amongst adults generally in 2006 (77%). Indeed levels of attendance amongst this group were lower than amongst any of the other under-represented groups - a finding which is demonstrated by the large percentage point differences with the all adult results, as shown in Table 3-8.

In terms of the different types of events attended, disabled respondents to the 2006 survey were particularly less likely to have attended any music or visual arts event than adults generally (20% and 38% and 21% and 38% respectively). More specifically, disabled respondents were less likely than adults living in Scotland generally to have been to the cinema (25% and 57%), visited museums (15% and 30%) or attended rock or pop music events (6% and 22%).

Comparing the 2004 and 2006 results obtained amongst disabled respondents, for the majority of events listed in the table overleaf, the proportions attending in 2004 and 2006 were the same or broadly similar. The only statistically significant changes were increases in the proportions attending musicals (4% to 11%) and an increase in the proportion attending orchestral music (3% to 6%).

It should be noted that disabled respondents between the ages of 25 and 34 were somewhat more likely than those over the age of 65 to have attended any arts or cultural event in the past 12 months (79% and 37% respectively). Female respondents in this group were also more likely than male respondents to have attended any event (32% and 21%), particularly pantomimes or variety shows (13% and 6%) and plays (13% and 7%).

Table 3-8 – Attendance of arts and cultural events and activities (%)

	2004	2006		Difference: all adults/disabled
	Disabled	All adults living in Scotland	Disabled	
Base	279	2,029	1,186	
Any events attended	50	77	48	-29
Any performance in theatre	25	42	28	-14
Any music	21	38	20	-18
Any visual arts (exc. cinema)	24	38	21	-17
Any dance	8	14	8	-6
Museums	12	30	15	-15
Art galleries	15	22	13	-9
Musicals	4	18	11	-7
Cinema	21	57	25	-22
Pantomime or variety show	10	15	10	-5
Plays	8	17	10	-7
Rock or pop music	4	22	6	-14
Orchestral music	3	7	6	-1
Arts festivals	4	10	5	-5
Scottish Traditional music	3	7	5	-2
Scottish folk music	3	6	4	-2
Ballet	3	6	3	-3
Jazz music	4	5	3	-2
Contemporary painting	5	5	3	-2
Country & Western music	3	3	3	-
Opera/ operetta	5	5	3	-2
Scottish Traditional dance	3	4	3	-1
Other styles of dance	2	4	2	-2
Contemporary crafts	5	4	2	-2
Chamber music or recitals	1	3	2	-1
Carnival/ circus (not involving animals)	2	3	1	-2
Contemporary dance	1	4	1	-3
Contemporary drawing	2	2	1	-1
Contemporary photography	3	4	1	-3
Contemporary sculpture	1	3	1	-2
Folk music (including Asian, Armenian, etc.)	1	2	1	-1
Literary or poetry event	2	3	1	-2
Video/ multi-media/ performance art	1	3	1	-2
Contemporary illustration	1	1	*	-1
Contemporary printmaking	1	1	*	-1
Contemporary video/ multi-media	1	3	*	-3
Contemporary installation	*	1	*	-1

* = less than 0.5%

3.3.2 Participation

As Table 3-9 illustrates, seven in ten disabled people had participated in an arts or cultural event or activity during the previous twelve months (70%), an increase from 58% in the 2004 survey. However, despite this increase, levels of participation amongst this group were still lower in the 2006 survey than amongst the adult population generally (70% compared to 76%) although the variation is less than was recorded in the 2004 survey.

For the majority of the categories of activity shown in Table 3-9, participation was lower amongst disabled respondents than across the population of Scotland as a whole, particularly any performance (8% and 15% respectively) and any visual arts (8% and 14%). However, a higher proportion of disabled respondents participated in any crafts than adults living in Scotland generally (21% and 16% respectively). In terms of the specific activities, respondents who stated that they had a disability were less likely than the population of Scotland as a whole to have bought a book other than fiction or poetry (18% and 28% respectively) but were more likely to have participated in knitting or other textile crafts (16% and 9%).

Between the 2004 and 2006 surveys, there has been a significant increase in the proportion of disabled respondents reading or buying books (from 47% to 62%). However there were no statistically significant variations in participation in any of the other activities.

Amongst disabled respondents, there were some variations in levels of participation by gender with female respondents in this group somewhat more likely than male respondents to have participated in any arts or cultural activity (75% and 63% respectively), especially reading or crafts.

Table 3-9 – Arts and cultural activities have participated in (%)

	2004	2006		Difference: all adults/disabled
	Disabled	All adults living in Scotland	Disabled	
Base	279	2,029	1,189	
Any participation	58	76	70	-6
Reading or buying books	47	67	62	-5
Undertaking any crafts	18	16	21	+5
Any performance	10	15	8	-7
Any visual arts	8	14	8	-6
Any writing	4	6	3	-3
Reading books	45	67	61	-6
Buying a work of fiction or poetry	15	26	19	-7
Buying any other types of book	13	28	18	-10
Knitting/other textile crafts	13	9	16	+7
Buying a work of art or craft object	6	12	7	-5
Painting or drawing	6	11	6	-5
Any other crafts	5	5	6	+1
Playing a musical instrument	5	8	3	-5
Photography (other than family or holiday snaps)	3	7	3	-4
Writing stories or articles	4	4	2	-2
Other style dance	2	3	2	-1
Writing poetry	1	3	2	-1
Wood crafts	3	3	2	-1
Singing in a choir	2	2	2	-
Drama	1	1	1	-
Filming on video apart from "family" life or events	1	2	1	-1
Scottish traditional dance	1	2	1	-1
Contemporary dance	1	1	1	-
Folk/ Scottish traditional music	1	2	1	+1
Making films apart from video	-	1	*	-1
Printmaking	*	1	*	-1
Sculpture	*	1	*	-1
Opera or light opera	-	*	*	-
Ballet	-	1	*	-1

* = less than 0.5%

3.4 Women

As Table 3-10 shows, the age profile of respondents in this group closely matched that of the adult population of Scotland as a whole.

Table 3-10 – Age profile (%)

<i>Base</i>	Women <i>1,066</i>	Adult population of Scotland*
AGE		
16 - 24	13	14
25 - 34	17	19
35 - 44	19	19
45 - 54	17	15
55 - 64	13	13
65 - 74	11	14
75+	9	6

*Source: Census 2001

3.4.1 Attendance

The table overleaf details attendance in different categories of arts forms amongst women in 2006 and 2004 and, for comparison, across the population of Scotland as a whole during 2006 (see appendices for definition of categories). In 2006, the proportion of women who had attended any arts or cultural event or activity was equal to that amongst the adult population as a whole (77%) and broadly similar to the proportion recorded amongst women in the 2004 survey (75%).

During 2006, compared to the population of Scotland as a whole, female respondents were more likely to have attended any theatre performance in the past twelve months (42% and 47% respectively) but less likely to have attended any music event (34% v 38%). This is reflected in the proportions undertaking the specific activities listed with the proportion of female respondents attending a rock or pop music event four percentage points lower than amongst adults generally (18% v 22%). Conversely, 20% of women attended a pantomime or variety show compared to 15% of the population of Scotland as a whole.

Compared to 2004, female respondents in the 2006 survey were more likely to have attended the cinema (from 50% to 57%). However, lower proportions of women had attended any music event in 2006 (from 38% to 34%), particularly rock or pop music events (from 22% to 18%).

Table 3-11 – Attendance of arts and cultural events and activities (%)

	2004	2006		Difference: all adults/women
	Women	All adults living in Scotland	Women	
Base	1,081	2,029	1,066	
Any events attended	75	77	77	-
Any performance in theatre	48	42	47	+5
Any music	39	38	34	-4
Any visual arts (exc. cinema)	40	38	37	-1
Any dance	17	14	16	+2
Cinema	50	57	57	-
Museums	30	30	28	-2
Art galleries	26	22	23	+1
Musicals	17	18	20	+2
Pantomime or variety show	23	15	20	+5
Plays	21	17	18	+1
Rock or pop music	22	22	18	-4
Arts festivals	8	10	8	-2
Orchestral music	3	7	7	-
Ballet	6	6	7	+1
Contemporary painting	7	5	6	+1
Opera/ operetta	7	5	6	+1
Scottish Traditional music	6	7	5	-2
Scottish folk music	5	6	5	-1
Other styles of dance	4	4	5	+1
Contemporary crafts	7	4	5	+1
Jazz music	5	5	4	-1
Scottish Traditional dance	8	4	4	-
Carnival/ circus (not involving animals)	6	3	4	+1
Contemporary dance	4	4	4	-
Contemporary photography	5	4	4	-
Country & Western music	4	3	3	-
Chamber music or recitals	4	3	3	-
Contemporary sculpture	3	3	3	-
Literary or poetry event	4	3	3	-
Contemporary drawing	3	2	2	-
Folk music (including Asian, Armenian, etc.)	2	2	2	-
Video/ multi-media/ performance art	3	3	2	-1
Contemporary video/ multi-media	2	3	2	-1
Contemporary illustration	2	1	1	-
Contemporary printmaking	2	1	1	-
Contemporary installation	1	1	1	-

*less than 0.5%

3.4.2 Participation

As the table overleaf illustrates, in the 2006 survey four-fifths of women had participated in an arts or cultural activity in the previous twelve months (80%). This is marginally higher than the proportion recorded across the adult population of Scotland as a whole in 2006 (76%) and represents an increase in the proportion recorded amongst women during the 2004 survey (69%).

In 2006, female respondents were more likely than adults generally to have read or bought a book (73% and 67% respectively) or to have undertaken any craft activity (22% and 16%).

Comparing the 2004 and 2006 results for participation by women, it is most notable that the proportion of female respondents who had bought or read a book rose by thirteen percentage points (from 60% to 73%). Other changes included smaller, but statistically significant, increases in the proportions buying art or craft objects (10% to 13%) and painting or drawing (7% to 11%)

Table 3-12 Arts and cultural activities have participated in (%)

	2004	2006		Difference: all adults/women
		All adults living in Scotland	Women	
Base	1,081	2,029	1,066	
Any participation	69	76	80	+4
Reading or buying books	60	67	73	+6
Undertaking any crafts	21	16	22	+6
Any performance	16	15	13	-2
Any visual arts	10	14	14	-
Any writing	5	6	5	-1
Reading books	59	67	73	+6
Buying a work of fiction or poetry	26	26	30	+4
Buying a work of art or craft object	10	12	13	+1
Buying any other types of book	21	28	28	-
Knitting/other textile crafts	16	9	17	+8
Painting or drawing	7	11	11	-
Any other crafts	7	5	8	+3
Playing a musical instrument	6	8	5	-3
Photography (other than family or holiday snaps)	3	7	4	-3
Writing stories or articles	4	4	4	-
Other style dance	4	3	4	+1
Writing poetry	2	3	2	-1
Singing in a choir	4	2	2	-
Filming on video apart from "family" life or events	1	2	2	-
Scottish traditional dance	4	2	2	-
Contemporary dance	2	1	2	+1
Wood crafts	1	3	1	-2
Drama	3	1	1	-
Folk/ Scottish traditional music	2	2	1	-1
Making films apart from video	*	1	1	-
Sculpture	1	1	1	-
Ballet	1	1	1	-
Printmaking	1	1	*	-1
Opera or light opera	1	*	*	-

*less than 0.5%

3.5 Residents of rural areas

Table 3-13 illustrates the sex and age profile of the 454 respondents who lived in rural areas and, for comparison, the profile of the adult population of Scotland.

Table 3-13– Sex and age profile (%)

<i>Base</i>	Adult residents of rural areas	Adult population of Scotland*
	454	
SEX		
Male	44	48
Female	56	52
AGE		
16 – 24	12	14
25 – 34	16	19
35 – 44	21	19
45 – 54	17	15
55 – 64	13	13
65 – 74	14	14
75+	7	6

*Source: Census 2001

3.5.1 Attendance

The table overleaf details attendance in different categories of art form amongst residents of rural areas during 2006 and 2004 and, for comparison, across the population of Scotland as a whole 2006 (see appendices for definition of categories). In the 2006 survey some 74% of residents of rural areas had attended an art or cultural event in the previous twelve months, a similar proportion to that recorded in these areas during 2004 (75%) and similar to the proportion across all adults living in Scotland in 2006 (77%).

Comparing the 2006 results obtained in rural areas with those recorded across Scotland as a whole, residents of rural areas were less likely than adults generally to have attended a musical (12% and 18% respectively), a rock or pop music event (15% and 22%) or to have visited a museum (23% and 30%). However, rural residents were more likely than other adults to have attended a Scottish traditional music event, with 11% having done so in the past twelve months compared to 7% of the population as a whole.

Compared to 2004, residents of rural areas in 2006 were less likely to have attended a number of the different types of events including any performance in a theatre (decrease from 46% to 37%), any music event (from 44% to 36%) or any dance event (from 21% to 13%).

Table 3-14 – Attendance of arts and cultural events and activities (%)

	2004	2006		Difference: all adults/rural
	Adult residents of rural areas	All adults living in Scotland	Adult residents of rural areas	
Base	400	2,029	454	
Any events attended	75	77	74	-3
Any performance in theatre	46	42	37	-5
Any music	44	38	36	-2
Any visual arts (exc. cinema)	39	38	33	-3
Any dance	21	14	13	-1
Cinema	49	57	51	-6
Museums	31	30	23	-7
Art galleries	24	22	19	-3
Rock or pop music	19	22	15	-7
Plays	19	17	14	-3
Musicals	12	18	12	-6
Pantomime or variety show	21	15	12	-3
Scottish Traditional music	14	7	11	+4
Scottish folk music	10	6	8	+2
Arts festivals	11	10	6	-4
Other styles of dance	5	4	6	+2
Orchestral music	3	7	5	-2
Contemporary crafts	8	4	5	+1
Jazz music	6	5	5	-
Scottish Traditional dance	14	4	5	+1
Country & Western music	7	3	5	+2
Contemporary painting	7	5	4	-1
Chamber music or recitals	6	3	4	+1
Ballet	4	6	3	-3
Opera/ operetta	8	5	3	-2
Carnival/ circus (not involving animals)	5	3	3	-
Contemporary dance	2	4	3	-1
Contemporary photography	5	4	3	-1
Folk music (including Asian, Armenian, etc.)	3	2	3	+1
Video/ multi-media/ performance art	4	3	3	-
Contemporary sculpture	4	3	2	-1
Contemporary drawing	4	2	2	-
Literary or poetry event	3	3	1	-2
Contemporary video/ multi-media	2	3	1	-2
Contemporary printmaking	2	1	1	-
Contemporary illustration	2	1	*	-1
Contemporary installation	1	1	*	-1

* = less than 0.5%

3.5.2 Participation

74% of residents of rural areas had participated in any arts or cultural activity in the previous twelve months. This proportion was similar to that amongst adults generally in 2006 (76%). In 2004 69% of residents of rural areas were recorded as participating in any arts or cultural activities in the previous twelve months, while this was lower proportion than in 2006 the variation is not statistically significant.

In the 2006 survey, rural respondents were less likely than adults generally to have participated in reading (62% and 67% respectively) but more likely to have undertaken crafts other than those involving wood, knitting or other textiles (11% v 9%).

Comparing the 2004 and 2006 results obtained in rural areas, while overall levels of participation did not change significantly, the proportion of respondents taking part in a performance decreased from 21% to 14%. More specifically, the proportion taking part in Scottish traditional dance decreased from 7% to 3%.

Table 3-15 – Arts and cultural activities have participated in (%)

	2004	2006		Difference: all adults/rural
	Adult residents of rural areas	All adults living in Scotland	Adult residents of rural areas	
Base	400	2,029	454	
Any participation	69	76	74	-2
Reading or buying books	59	67	63	-4
Undertaking any crafts	16	16	19	+3
Any performance	21	15	14	-1
Any visual arts	16	14	16	+2
Any writing	6	6	7	+1
Reading books	57	67	62	-5
Buying a work of fiction or poetry	28	26	24	-2
Buying a work of art or craft object	12	12	11	-1
Buying any other types of book	26	28	24	-4
Knitting/other textile crafts	9	9	11	+2
Painting or drawing	9	11	11	-
Any other crafts	7	5	9	+4
Playing a musical instrument	8	8	7	-1
Photography (other than family or holiday snaps)	8	7	6	-1
Writing stories or articles	5	4	5	+1
Other style dance	5	3	3	-
Writing poetry	2	3	4	+1
Singing in a choir	5	2	3	+1
Filming on video apart from "family" life or events	2	2	2	-
Scottish traditional dance	7	2	3	+1
Contemporary dance	2	1	1	-
Wood crafts	4	3	4	+1
Drama	3	1	1	-
Folk/ Scottish traditional music	3	2	4	+2
Making films apart from video	-	1	2	+1
Sculpture	*	1	1	-
Ballet	*	1	3	+2
Printmaking	1	1	-	-1
Opera or light opera	1	*	-	-

* = less than 0.5%

- = no responses

3.6 People aged 16-24 and 65+ years

A total of 258 interviews were undertaken amongst 16-24 year olds and 433 were undertaken with people over 65 years of age. As the table below illustrates, there was an even division of males and females in the sample of those aged 16 to 24 while just over half of the over 65 sample were female, in line with the population generally.

Table 3-16 –Sex by age profile (%)

	Aged 16 to 24		Aged 65 or over	
	Population*	Sample	Population*	Sample
Male	50	50	41	46
Female	50	50	59	54

*Source: Census 2001

3.6.1 Attendance

The tables on the following pages detail attendance in each of the different art forms amongst 16-24 year olds and those aged over 65 in 2006 and 2004 and, for comparison, across the population of Scotland as a whole in 2006 (see appendices for definition of categories).

The vast majority of 16-24 year old respondents had attended an event within the last twelve months (93%) while only half of those aged over 65 had done so (49%), compared with 77% of adults generally. Respondents in the 16 to 24 age group were more likely than adults generally to have gone to the cinema (89% and 57% respectively) or attended a rock or pop music event (40% and 22%) but less likely to have gone to an art gallery (17% and 24%). By contrast, those aged 65 or over were less likely than adults generally to have undertaken many of the activities listed. Most notably, far fewer attended the cinema (17% and 57% respectively), rock or pop music events (1% and 22%) or visited a museum (19% and 30%).

Comparing the 2006 results with those obtained in 2004, those aged 16 to 24 were more likely to have attended any arts or cultural event (increase from 87% to 93%). Increases in attendance of cinema and rock and pop music events were greatest whilst the proportion visiting art galleries decreased.

Amongst those aged 65 or over, overall attendance levels remained at the same levels as in 2004. However, attendance of orchestral music events increased from 4% to 8% while the proportions attending opera/ operetta or Scottish traditional music event decreased slightly.

Table 3-17 – Attendance at arts and cultural events and activities – People aged 16 to 24 (%)

	2004		2006		Difference: all adults/ aged 16-24
	Aged 16-24	All adults living in Scotland	Aged 16-24		
<i>Base</i>	262	2,029	258		
Any events attended	87	77	93		+16
Any performance in theatre	34	42	37		-5
Any music	51	38	44		+6
Any visual arts (exc. cinema)	37	38	33		-5
Any dance	13	14	15		+1
Cinema	77	57	89		+32
Rock or pop music	46	22	40		+18
Museums	29	30	28		-2
Plays	18	17	18		+1
Art galleries	20	24	17		-7
Musicals	11	18	14		-4
Pantomime or variety show	15	15	12		-3
Dance (other than ballet, contemporary/ Scottish traditional)	5	4	8		-4
Arts festivals	6	10	7		-3
Scottish traditional music	4	7	5		-2
Ballet	4	6	5		-1
Carnival/ circus (not involving animals)	7	3	5		+2
Video/ multi-media/ performance art	6	3	5		+2
Scottish traditional dance	5	7	4		-3
Scottish folk music	3	6	4		-2
Jazz music	6	5	3		-2
Contemporary painting	5	5	3		-2
Contemporary dance	3	4	3		-1
Contemporary photography	8	4	3		-1
Contemporary video/ multi-media	5	2	3		+1
Orchestral music	2	7	2		-5
Opera/ operetta	2	5	2		-3
Country and western music	*	3	2		-1
Literary or poetry event	2	3	2		-1
Contemporary drawing	3	2	2		-
Contemporary crafts	3	4	1		-3
Contemporary sculpture	3	3	1		-2
Folk music (including Asian, Armenian, etc.)	1	2	1		-1
Contemporary illustration	3	1	1		-
Contemporary printmaking	2	1	1		-
Contemporary installation	2	1	1		-
Chamber music or recitals	2	3	-		-3

* = less than 0.5%

- = no responses

Table 3-18 – Attendance at arts and cultural events and activities – People aged 65 or over (%)

	2004		2006	
	Aged 65+	All adults living in Scotland	Aged 65+	Difference: all adults/ Aged 65+
<i>Base</i>	<i>431</i>	<i>2,029</i>	<i>780</i>	
Any events attended	52	77	49	-28
Any performance in theatre	34	42	32	-10
Any music	25	38	22	-16
Any visual arts (exc. cinema)	30	38	26	-12
Any dance	9	14	10	-4
Museums	20	30	19	-11
Art galleries	21	24	18	-6
Cinema	17	57	17	-40
Musicals	12	18	13	-5
Plays	13	17	12	-5
Pantomime or variety show	12	15	12	-3
Orchestral music	4	7	8	+1
Opera/ operetta	9	5	6	+1
Arts festivals	5	10	5	-5
Scottish Traditional music	8	7	5	-2
Ballet	3	6	4	-2
Jazz music	4	5	4	-1
Contemporary painting	4	5	4	-1
Chamber music or recitals	6	3	4	+1
Scottish folk music	3	6	3	-3
Other styles of dance	3	4	3	-1
Contemporary crafts	4	4	3	-1
Country & Western music	2	3	3	-
Scottish Traditional dance	4	7	2	-5
Literary or poetry event	2	3	2	-1
Contemporary sculpture	3	3	2	-1
Rock or pop music	1	22	1	-21
Contemporary dance	1	4	1	-3
Contemporary photography	3	4	1	-3
Folk music (including Asian, Armenian, etc.)	1	2	1	-1
Contemporary drawing	1	2	1	-1
Contemporary illustration	1	1	1	-
Contemporary printmaking	1	1	1	-
Contemporary installation	-	1	1	-
Carnival/ circus (not involving animals)	1	3	*	-3
Video/ multi-media/ performance art	*	3	*	-3
Contemporary video/ multi-media	-	2	*	-2

* = less than 0.5%

- = no responses

3.6.2 Participation

The tables on the following pages detail levels of participation during the previous 12 months. Nearly three-quarters of respondents aged between 16 and 24 (73%) and 69% of those aged 65 or over had participated in any art form in the past twelve months.

Compared to the adult population of Scotland generally, respondents aged 16 to 24 were more likely to have participated in any performance (14% and 21% respectively) or in a visual art (16% and 22%). More specifically, larger proportions had undertaken painting or drawing (11% and 16%), filming on video (2% and 7%), photography (7% and 11%), drama (1% and 5%) or contemporary dance (1% and 5%).

Respondents aged 65 or over were generally less likely than adults to have participated in arts (69% compared to 76% overall). The main exception related to participation in crafts with 15% of those aged 65 or over having undertaken knitting or other textile crafts in comparison to 9% of all adults living in Scotland.

Comparing the 2006 results with those obtained in 2004, respondents aged 16 to 24 were more likely to have taken part in reading books (increase from 50% to 60%), photography (7% to 11%) or filming on video (3% to 7%). As such, overall participation increased from 65% to 73%.

Amongst older people aged 65 or over, overall participation also increased, from 61% to 69%. For these respondents increases were greatest in terms of reading books (49% to 61%), undertaking any crafts (15% to 21%) or undertaking any visual arts (4% to 8%).

Table 3-19 – Arts and cultural activities have participated in (%) – People aged 16 to 24

	2004	2006		Difference: all adults/ aged 16-24
	16-24 year olds	All adults living in Scotland	16-24 year olds	
Base	262	2,029	258	
Any participation	65	76	73	-3
Reading or buying books	53	67	62	-5
Undertaking any crafts	11	15	8	-7
Any performance	23	14	21	+7
Any visual arts	17	16	22	+6
Any writing	8	6	9	+3
Reading books	50	67	60	-7
Buying any other types of book	24	28	25	-3
Buying a work of fiction or poetry	23	26	23	-3
Painting or drawing	13	11	16	+5
Photography (other than family or holiday snaps)	5	7	11	+4
Playing a musical instrument	12	8	10	+2
Writing stories or articles	6	4	7	+3
Filming on video apart from "family" life or events	3	2	7	+5
Drama	6	1	5	+4
Contemporary dance	2	1	5	+4
Other style dance	3	3	5	+2
Any other crafts	3	5	5	-
Buying a work of art or craft object	3	12	5	-7
Writing poetry	3	3	4	+1
Making films apart from video	3	1	4	+3
Wood crafts	8	3	3	-
Singing in a choir	5	2	2	-
Scottish traditional dance	4	2	2	-
Ballet	2	1	2	+1
Knitting/other textile crafts	2	9	2	-7
Folk/ Scottish traditional music	2	2	1	-1
Printmaking	1	1	1	-
Sculpture	3	1	1	-
Opera or light opera	*	*	*	-

Table 3-20 – Arts and cultural activities have participated in (%) – People aged 65 or over

	2004	2006		Difference
	65+	All adults living in Scotland	65+	
Base	431	2,029	780	
Any participation	61	76	69	-7
Reading or buying books	50	67	62	-5
Undertaking any crafts	15	15	21	+6
Any performance	11	14	11	-3
Any visual arts	4	16	8	-8
Any writing	3	6	4	-2
Reading books	49	67	61	-6
Buying a work of fiction or poetry	17	26	17	-9
Buying any other types of book	13	28	17	-11
Knitting/other textile crafts	12	9	15	+6
Any other crafts	3	5	6	+1
Buying a work of art or craft object	4	12	6	-6
Painting or drawing	2	11	5	-6
Playing a musical instrument	4	8	4	-4
Singing in a choir	2	2	3	+1
Other style dance	3	3	3	-
Wood crafts	1	3	3	-
Scottish traditional dance	3	2	2	-
Folk/ Scottish traditional music	1	2	2	-
Writing poetry	*	3	2	-1
Writing stories or articles	2	4	2	-2
Photography (other than family or holiday snaps)	3	7	2	-5
Contemporary dance	1	1	1	-
Filming on video apart from "family" life or events	*	2	1	-1
Drama	-	1	*	-1
Opera or light opera	-	*	*	-
Ballet	-	1	*	-1
Printmaking	-	1	-	-1
Sculpture	-	1	*	-1
Making films apart from video	-	1	*	-1

3.7 Minority ethnic communities

A total of 593 members of minority ethnic community were interviewed. The table below outlines the profile of the survey sample in 2004 and 2006 by community group and, for comparison, the profile within the population generally. In 2006 efforts were made to obtain a sample profile closer to the population profile in terms of ethnic communities than obtained in 2004. However, as the table illustrates, over half of respondents were Pakistani or from another South Asian background (57%), a higher proportion than in the population generally, while lower proportions were in other groups than in the population. These variations reflect the varying levels of willingness to participate in the survey amongst people of different ethnic and cultural backgrounds.

To take account of these variations the 2006 results were weighted using data from the 2001 Census, thereby increasing their representativeness. *It should be noted however that the 2004 results were not weighted so caution should be taken when making comparisons due to the varying sample profiles, as illustrated below.*

Table 3-21 Minority ethnic community (%)

	Minority ethnic communities (2004)	Minority ethnic communities (2006)	Profile within population*
Base	512	593	71,000
Indian	11	10	16
Pakistani and other South Asian	75	57	37
Chinese	4	14	18
Others	8	19	28

*Source: Census 2001

As Table 3-22 shows, in the 2006 sample there was a fairly even split between male and female respondents while just over four-fifths of respondents were aged under 44 (85%). By comparison, around 76% of the ethnic minority population of Scotland is aged under 44.

Table 3-22 – Sex and age profile (%)

<i>Base</i>	Minority ethnic communities	Profile within population*
	593	71,000
SEX		
Male	47	51
Female	53	49
AGE		
16 - 24	31	26
25 - 34	31	27
35 - 44	23	21
45 - 54	8	13
55 - 64	4	7
65 - 74	3	4
75+	1	2

*Source: Census 2001

3.7.1 Attendance

The table overleaf details attendance in each of the different art forms amongst minority ethnic communities in 2004 and 2006 and, for comparison, across the population of Scotland as a whole (see appendices for definition of categories).

Some 71% of members of ethnic minorities had attended any of the art forms listed during the previous 12 months. By way of comparison, 77% of the population of Scotland as a whole, indicated attendance at one or more of these events during the same period.

Ethnic minority respondents were far less likely than the adult population of Scotland in general to have attended the theatre (20% and 42%, respectively), a pantomime or variety show (4% and 15%), rock or pop music events (7% and 22%), plays (6% and 17%) or a musical (7% and 18%). The only activity members of this group were more likely to have attended was a folk music event (5% compared to 2% across population) although attendance of this type of event appears to have decreased somewhat since 2004 (17%).

There was little variation between the 2006 and 2005 results in terms of attendance of the other activities for respondents in ethnic minorities.

Table 3-23 – Attendance at arts and cultural events and activities (%) – Minority ethnic communities

	2004	2006		
	Minority ethnic communities	All adults living in Scotland	Minority ethnic communities	Difference
<i>Base</i>	512	2020	593	
Any events attended	70	77	71	-6
Any performance in theatre	16	42	20	-22
Any music	24	38	18	-20
Any visual arts (exc. cinema)	33	10	8	-2
Any dance	7	14	10	-4
Cinema	57	57	59	+2
Museums	28	30	32	+2
Art galleries	23	24	23	-1
Arts festivals	8	10	11	+1
Rock or pop music	7	22	7	-15
Musicals	3	18	7	-11
Plays	8	17	6	-11
Scottish Traditional dance	3	4	6	+2
Folk music (inc. Asian, Armenian, etc.)	17	2	5	+3
Pantomime or variety show	5	15	4	-11
Scottish Traditional music	2	4	4	-
Ballet	2	6	3	-3
Jazz music	2	5	3	-2
Carnival/ circus (not involving animals)	8	3	3	-
Video/ multi-media/ performance art	3	3	3	-
Contemporary painting	3	5	3	-2
Contemporary photography	3	4	3	-1
Contemporary video/ multi-media	2	2	3	+1
Other styles of dance	3	4	2	-2
Opera/ operetta	2	5	2	-3
Literary or poetry event	1	3	2	-1
Scottish folk music	1	6	2	-4
Contemporary crafts	2	4	2	-2
Orchestral music	1	7	1	-6
Contemporary illustration	1	1	1	-
Contemporary drawing	1	2	1	-1
Contemporary sculpture	1	3	1	-2
Contemporary installation	-	1	1	-
Contemporary dance	2	3	-	-
Chamber music or recitals	1	3	-	-
Country & Western music	-	3	-	-
Contemporary printmaking	-	1	-	-

* = less than 0.5%

- = no responses

3.7.2 Participation

The table overleaf shows levels of participation during the previous 12 months. Overall, in the 2006 survey members of ethnic minorities were less likely than respondents across the population of Scotland as a whole to have participated in any arts or cultural activities in the previous 12 months (65% and 76%, respectively).

In terms of broad art categories, members of minority ethnic communities were less likely than adults living in Scotland generally to have participated in any crafts (7% and 15%) or reading and/or buying books (58% and 67%).

Three in five respondents from minority ethnic communities indicated that they had read a book in the previous 12 months (58%), compared to 67% of the population of Scotland as a whole.

Comparing the 2006 results with those obtained in 2004, while overall levels of participation remained at similar levels, participation in some activities appears to have decreased including undertaking any crafts, taking part in any performance and buying works of fiction or poetry.

Table 3-24 – Arts and cultural activities have participated in (%) - Minority ethnic communities

	2004	2006		
	Minority ethnic communities	All adults living in Scotland	Minority ethnic communities	Difference
Base	512	2,029	593	
Any participation	67	76	65	-11
Reading or buying books	56	67	58	-9
Undertaking any crafts	15	15	7	-8
Any performance	16	14	11	-3
Any visual arts	12	16	13	-3
Any writing	5	6	6	-
Reading books	54	67	58	-9
Buying any other types of book	21	28	18	-10
Buying a work of fiction or poetry	24	26	13	-13
Painting or drawing	8	11	8	-3
Photography (other than family or holiday snaps)	6	7	7	-
Buying a work of art or craft object	8	12	7	-5
Playing a musical instrument	8	8	4	-4
Writing stories or articles	4	4	4	-
Any other crafts	5	15	4	-11
Other style dance	3	3	3	-
Writing poetry	2	3	3	-
Knitting/other textile crafts	9	9	3	-6
Drama	2	1	2	+1
Opera or light opera	1	-	2	-
Singing in a choir	3	2	2	-
Scottish traditional dance	4	2	2	-
Contemporary dance	1	1	2	+1
Making films apart from video	-	1	2	+1
Filming on video apart from "family" life or events	2	2	2	-
Printmaking	1	1	1	-
Sculpture	1	1	1	-
Wood crafts	3	3	1	-2
Ballet	-	1	-	-
Folk/ Scottish traditional music	2	2	-	-

* = less than 0.5%

- = no responses

3.8 Children aged between 5 and 15

In addition to providing information on their own attendance and participation in arts and cultural activities, all respondents who had children aged between 5 and 15 were asked a series of questions regarding their children's activities. As such, the details of activities undertaken by 650 children were collected.

Table 3-25 – Arts events and activities attended or participated in by children during last 12 months (%)

Base: All children (650)

	At home 2004	At home 2006
Any arts	32	47
Music	20	26
Drama	4	3
Dance	9	8
Crafts	13	26
Literature	8	31
Visual arts	7	19
	At school 2004	At school 2006
Any arts	62	95
Music	47	78
Drama	36	63
Dance	28	39
Crafts	35	68
Literature	29	74
Visual arts	26	54
	Elsewhere 2004	Elsewhere 2006
Any arts	31	40
Music	16	13
Drama	10	11
Dance	18	23
Crafts	4	12
Literature	3	5
Visual arts	4	10
	Total 2004	Total 2006
Any arts	72	100
Music	56	85
Drama	42	69
Dance	40	54
Crafts	39	76
Literature	31	78
Visual arts	29	61

Overall, in the 2006 survey 47% of children had participated in music, drama, dance, crafts, literature or visual arts while at home, 95% had participated at school and 40% had participated elsewhere. All of the children asked about had undertaken one or more arts related activity at home, in school or somewhere else during the previous 12 months.

In terms of the specific types of activities done, while at home the largest proportions of children had undertaken activities related to literature (31%), crafts (26%) or music (26%). While at school over three-quarters of the children had participated in music related activities in the previous 12 months (78%) while fewer (39%) took part in or attended dance activities. Dance was the activity most likely to have been undertaken outside of the home and school (23%).

Comparing the 2004 and 2006 results suggest that there have been significant increases in levels of participation amongst children. However, in the 2006 survey the method of questioning used in this section of the questionnaire was developed from that used in 2004 and this change is likely to have resulted in higher levels of response for each of the activities. The differences are most apparent in the results relating to participation at school in which the majority of children asked about are now reported to have undertaken music, literature, crafts, dance and/or visual arts at least once in the previous 12 months. Given the inclusion of most of these activities in the school curriculum, we would suggest that the 2006 results are more accurate than those obtained in 2004 when participation appears to have been under reported. Furthermore then 2006 results are now more in line with those obtained in a major 1999 survey of secondary school age children in Scotland which found that 99% of the 12 to 16 age group had participated in arts related activities in school, at home or elsewhere and 97% had done so at school in lessons or as an extra curricular activity (Source: Children's Attendance, Participation and Attitudes Towards the Arts in Scotland, System 3, 1999).

An analysis of levels of participation in 2006 amongst different groups within the population of Scotland suggests that children whose parents were in the AB socio-economic groups were the more likely than those with DE parents to have participated at home (61% and 34% respectively). However, levels of participation at school were similar across all of the socio-economic groups.

4. Regional analysis

This section of the report provides the results of interviews undertaken with respondents residing in seven different regional areas in Scotland. These regions were defined as follows:

Region	Local Authority areas
Edinburgh and Surrounds	City of Edinburgh, East Lothian, Midlothian, West Lothian.
East and Central Scotland	Angus, Dundee City, Clackmannanshire, Fife, Perth and Kinross, Stirling, Falkirk.
North Eastern Scotland	Aberdeen City, Aberdeenshire.
Highlands and Islands	Highland, Argyll and Bute, Eilean Siar, Shetland, Orkney.
Glasgow and Surrounds	Glasgow City, North Lanarkshire, South Lanarkshire, East Dunbartonshire, West Dunbartonshire.
South Western Scotland	North Ayrshire, South Ayrshire, East Ayrshire, Inverclyde, Renfrewshire, East Renfrewshire.
South Scotland	Dumfries and Galloway, Scottish Borders.

A total of 3,632 interviews were undertaken across the seven regions (1,532 as part of regional booster) with respondents asked about participation and attendance in any location, including outside of the region they lived in or outside of Scotland as a whole. Within each region sampling was undertaken to ensure that results were representative in terms of the geographical spread of the population and key demographics. Also, results have been weighted according to sex, age and socio-economic group on the basis of 2001 census data for the Local Authorities which make up each region.

As regional boosting of the sample was not undertaken in 2004, it has not been possible to make comparisons between these results and those obtained in 2006 at the regional level due to the small 2004 sample sizes at this level. As such, the following sections contain 2006 results only with comparisons between each region and totals for Scotland as a whole.

The following table overleaf illustrates the weighted sample profile in each region, based on 2001 Census data. While the male female split was fairly similar across the 7 regions, the age profile varied slightly with the highest proportion of people aged under 35 resident in the Edinburgh and surrounds region (35%) but more older people aged 65 or over resident in the South and South Western areas (23%).

Table 4-1 – Sex and age – weighted profile (%)

	Edinburgh and surrounds	East and Central Scotland	North Eastern Scotland	Highlands and Islands	Glasgow and surrounds	South Western Scotland	South Scotland	Adult population of Scotland*
<i>Base</i>	<i>500</i>	<i>527</i>	<i>530</i>	<i>544</i>	<i>578</i>	<i>524</i>	<i>429</i>	
SEX								
Male	48	48	49	48	47	48	48	48
Female	52	52	51	52	53	52	52	52
AGE								
16 – 24	15	14	14	11	14	10	10	14
25 – 34	20	16	18	16	19	14	14	19
35 – 44	20	18	20	19	19	19	19	19
45 – 54	16	18	18	18	16	18	18	15
55 – 64	12	14	12	16	13	16	16	13
65 – 74	9	11	10	11	11	13	13	14
75+	8	9	8	9	8	10	10	6

*Source: Census 2001

4.1 Summary of attendance and participation by region

The table below provides a summary of overall levels of attendance, participation and combined attendance *and/or* participation in each region.

In terms of combined attendance and participation (i.e. respondents took attended and/or participated in any of those activities listed in Appendix 2), residents from Edinburgh and the surrounding area and the Highlands and Islands were the most likely to have attended *and/or* participated in arts or cultural activities in the last 12 months (92% and 91% respectively) while residents from South Western Scotland were least likely to have either attended or participated (87%).

Looking at attendance and participation separately, while residents of Edinburgh and the surrounding area were the most likely to have *attended* an arts or cultural event (81%), *participation* levels were highest in the Highlands and Islands region (80%). In contrast, attendance levels were lowest in the South of Scotland (67%) while participation was lowest in the South West (70%).

Table 4-2 – Summary of total attendance and participation (%)

	Attendance	Participation	Combined attendance and participation
Edinburgh and surrounds	81	79	92
East and Central Scotland	73	71	88
North Eastern Scotland	78	76	88
Highlands and Islands	75	80	91
Glasgow and surrounds	75	76	89
South Western Scotland	69	70	87
South Scotland	67	71	88
ALL ADULTS LIVING IN SCOTLAND	77	76	90

The following sections provide a more detailed analysis of levels of attendance and participation in the arts and cultural activities in each of these regions. Summary tables containing a comparison of attendance and participation by individual art form category for all 7 regional areas can be found in Tables 4-3 and 4-4 overleaf.

Table 4-3 Attendance of arts and cultural events and activities (%)

	2006							
	All adults living in Scotland	Edinburgh and surrounds	East and Central Scotland	North Eastern Scotland	Highland and Islands	Glasgow and surrounds	South Western Scotland	Southern Scotland
Base	2,029	500	527	530	544	578	524	429
Any events attended	77	81	73	78	75	75	69	67
Any performance in theatre	42	46	38	45	38	39	35	27
Any music	38	43	33	42	42	37	31	30
Any visual arts (exc. cinema)	38	50	31	38	38	36	31	29
Any dance	14	15	11	17	17	12	9	6
Cinema	57	62	52	58	52	57	49	41
Museums	30	41	19	28	28	29	23	24
Rock or pop music	22	28	19	26	18	23	19	14
Art galleries	22	33	17	25	22	22	20	17
Pantomime or variety show	15	11	13	15	14	18	18	9
Musicals	18	22	19	23	14	15	13	13
Plays	17	23	14	14	13	16	11	8
Carnival/ circus	3	2	2	5	3	5	2	3
Arts festivals	10	15	6	6	8	9	7	7
Scottish folk music	6	8	6	7	13	5	4	6
Ballet	6	7	5	7	3	5	4	2
Jazz music	5	6	3	6	7	5	2	2
Other styles of dance	4	4	2	3	5	4	3	1
Scottish Traditional music	7	4	5	7	15	3	3	3
Contemporary crafts	4	5	3	4	5	3	3	2
Contemporary dance	4	3	2	3	3	2	2	*
Contemporary painting	5	7	4	3	7	5	4	2
Country & Western music	3	2	2	5	6	3	1	2
Opera/ operetta	5	7	4	5	4	4	6	5
Orchestral music	7	7	3	6	7	7	6	3
Scottish Traditional dance	4	4	5	7	9	3	3	3
Contemporary drawing	2	3	1	2	2	2	1	1
Contemporary illustration	1	1	*	1	*	1	*	-
Contemporary photography	4	7	2	2	4	4	3	1
Contemporary printmaking	1	1	1	1	*	2	1	*
Contemporary sculpture	3	5	1	2	2	2	3	1
Contemporary video/ multi-media	3	3	2	2	*	3	1	1
Folk music (inc. Asian, etc.)	2	2	1	2	2	1	1	1
Literary or poetry event	3	6	1	3	2	2	2	2
Video/ multi-media/ performance art	3	3	1	3	2	3	1	2
Chamber music or recitals	3	4	*	3	4	2	1	2
Contemporary installation	1	2	1	1	*	1	*	*

* = less than 0.5%

- = no responses

Table 4-4 Participation in arts and cultural events and activities (%)

	2006							
	All adults living in Scotland	Edinburgh and surrounds	East and Central Scotland	North Eastern Scotland	Highland and Islands	Glasgow and surrounds	South Western Scotland	Southern Scotland
Base	2,029	500	527	530	544	578	524	429
Any participation	76	79	71	76	80	76	70	71
Reading or buying books	67	70	63	64	70	71	62	59
Undertaking any crafts	16	18	15	17	18	12	14	14
Any performance	15	17	11	18	17	12	9	12
Any visual arts	14	21	15	15	18	16	8	14
Any writing	6	7	4	6	7	6	3	3
Reading books	67	69	62	63	70	70	62	59
Buying any other types of book	28	33	22	22	34	30	23	17
Buying a work of fiction or poetry	26	32	21	22	24	28	24	13
Knitting/other textile crafts	9	10	10	10	10	8	8	9
Painting or drawing	11	14	12	11	11	11	6	11
Playing a musical instrument	8	9	6	11	10	7	6	9
Buying a work of art or craft object	12	16	8	11	14	11	9	6
Photography (other than family or holiday snaps)	7	11	5	7	8	7	2	6
Writing stories or articles	4	5	2	5	4	4	2	2
Other style dance	3	3	1	3	2	4	1	2
Any other crafts	5	7	5	6	6	4	5	2
Drama	1	1	1	1	2	1	1	1
Writing poetry	3	2	3	2	3	3	2	2
Wood crafts	3	4	3	4	5	2	3	4
Making films apart from video	1	1	1	1	1	2	1	1
Filming on video apart from "family" life or events	2	3	1	3	2	4	1	1
Singing in a choir	2	3	2	2	3	1	2	1
Scottish traditional dance	2	5	1	5	4	1	1	1
Contemporary dance	1	1	1	2	1	1	1	*
Folk/ Scottish traditional music	2	3	2	2	3	2	1	3
Printmaking	1	1	1	1	*	1	*	2
Sculpture	1	1	*	1	1	*	*	-
Opera or light opera	*	*	*	*	*	*	*	*
Ballet	1	*	1	*	*	*	*	-

* = less than 0.5%

- = no responses

4.2 Edinburgh and surrounds

This area contains the City of Edinburgh, Midlothian, East Lothian and West Lothian Local Authority areas. The survey recorded that in this area some 92% of adults had either attended *and/or* participated in an arts or cultural activity during the previous 12 months, a higher level than recorded in any of the other regions.

4.2.1 Attendance

The table overleaf shows attendance in different categories of art forms amongst residents of Edinburgh and the surrounding area compared with the population of Scotland as a whole in 2006 (see appendices for definition of categories).

When looking at the types of events attended, residents of this region were significantly more likely than adults generally to have visited museums (41% and 30%, respectively) or art galleries (33% and 22%) or attended rock or pop music events (28% and 22%), plays (23% and 17%) or art festivals (15% and 10%).

Conversely, residents of this region were less likely than adults generally to have attended pantomime or variety shows (11% and 15% respectively) or Scottish traditional music events (4% and 7%) in the last 12 months.

Table 4-5 – Attendance of arts and cultural events and activities (%)

	2006		Difference: all adults/Edinburgh and surrounds
	All adults living in Scotland	Edinburgh and surrounds	
Base	2,029	500	
Any events attended	77	81	+4
Any performance in theatre	42	46	+4
Any music	38	43	+5
Any visual arts (exc. cinema)	38	50	+12
Any dance	14	15	+1
Cinema	57	62	+5
Museums	30	41	+11
Art galleries	22	33	+11
Rock or pop music	22	28	+6
Plays	17	23	+6
Musicals	18	22	+4
Arts festivals	10	15	+5
Pantomime or variety show	15	11	-4
Scottish folk music	6	8	+2
Ballet	6	7	+1
Contemporary painting	5	7	+2
Opera/ operetta	5	7	+2
Orchestral music	7	7	-
Contemporary photography	4	7	+3
Jazz music	5	6	+1
Literary or poetry event	3	6	+3
Contemporary crafts	4	5	+1
Contemporary sculpture	3	5	+2
Other styles of dance	4	4	-
Scottish Traditional music	7	4	-3
Scottish Traditional dance	4	4	-
Chamber music or recitals	3	4	+1
Contemporary dance	4	3	-1
Contemporary drawing	2	3	+1
Contemporary video/ multi-media	3	3	-
Video/ multi-media/ performance art	3	3	-
Carnival/ circus	3	2	-1
Country & Western music	3	2	-1
Folk music (inc. Asian, etc.)	2	2	-
Contemporary installation	1	2	+1
Contemporary illustration	1	1	-
Contemporary printmaking	1	1	-

* = less than 0.5%

- = no responses

4.2.2 Participation

As shown in the table overleaf, four out of five residents in the Edinburgh and Lothians area has participated in arts or cultural activities in the last 12 months (79%) a similar level to the 76% recorded amongst adults generally.

Residents of this region were more likely than adults in general to have participated in visual arts (21% and 14%, respectively), bought a work of fiction or poetry (32% and 26%), bought other types of books (33% and 28%), taken part in photography other than holiday or family snaps (11% and 7%), attended a Scottish traditional dance event (5% and 2%) or to have bought a work of art or craft object (16% and 12%).

Table 4-6– Arts and cultural activities have participated in (%)

	2006		Difference: all adults/Edinburgh and surrounds
	All adults living in Scotland	Edinburgh and surrounds	
Base	2,029	500	
Any participation	76	79	+3
Reading or buying books	67	70	+3
Undertaking any crafts	16	18	+2
Any performance	15	17	+2
Any visual arts	14	21	+7
Any writing	6	7	+1
Reading books	67	69	+2
Buying any other types of book	28	33	+5
Buying a work of fiction or poetry	26	32	+6
Buying a work of art or craft object	12	16	+4
Painting or drawing	11	14	+3
Photography (other than family or holiday snaps)	7	11	+4
Knitting/other textile crafts	9	10	+1
Playing a musical instrument	8	9	+1
Any other crafts	5	7	+2
Writing stories or articles	4	5	+1
Scottish traditional dance	2	5	+3
Wood crafts	3	4	+1
Other style dance	3	3	-
Filming on video apart from "family" life or events	2	3	+1
Singing in a choir	2	3	+1
Folk/ Scottish traditional music	2	3	+1
Writing poetry	3	2	-1
Drama	1	1	-
Making films apart from video	1	1	-
Contemporary dance	1	1	-
Printmaking	1	1	-
Sculpture	1	1	-
Opera or light opera	*	*	-
Ballet	1	*	-

* = less than 0.5%

- = no responses

4.3 East and Central Scotland

This area defined as East and Central Scotland contains the Angus, Dundee City, Clackmannanshire, Fife, Perth and Kinross, Stirling and Falkirk Local Authority areas. Across this area some 88% of adults had either attended *and/or* participated in an arts or cultural activity during the previous 12 months, a similar proportion to that recorded across Scotland as a whole (90%).

4.3.1 Attendance

The table overleaf shows attendance in the different categories of arts and cultural activities amongst residents of East and Central Scotland compared with the population of Scotland as a whole in 2006 (see appendices for definition of categories).

On the whole, residents of East and Central Scotland were slightly less likely than adults in general to have attended an arts or cultural event (73% and 77%, respectively) although this variation is within statistical margins of error. More specifically, they were less likely to have visited museums (19% and 30%), art festivals (6% and 10%), the cinema (52% and 57%), art galleries (17% and 22%) and orchestral music (3% and 7%).

Table – 4-7 Attendance of arts and cultural events and activities (%)

	2006		Difference: all adults/East and Central Scotland
	All adults living in Scotland	East and Central Scotland	
Base	2,029	527	
Any events attended	77	73	-4
Any performance in theatre	42	38	-4
Any music	38	33	-5
Any visual arts (exc. cinema)	38	31	-7
Any dance	14	11	-3
Cinema	57	52	-5
Museums	30	19	-11
Rock or pop music	22	19	-3
Musicals	18	19	+1
Art galleries	22	17	-5
Plays	17	14	-3
Pantomime or variety show	15	13	-2
Arts festivals	10	6	-4
Scottish folk music	6	6	-
Ballet	6	5	-1
Scottish Traditional music	7	5	-2
Scottish Traditional dance	4	5	+1
Contemporary painting	5	4	-1
Opera/ operetta	5	4	-1
Jazz music	5	3	-2
Contemporary crafts	4	3	-1
Orchestral music	7	3	-4
Carnival/ circus	3	2	-1
Other styles of dance	4	2	-2
Contemporary dance	4	2	-2
Country & Western music	3	2	-1
Contemporary photography	4	2	-2
Contemporary video/ multi-media	3	2	-1
Contemporary drawing	2	1	-1
Contemporary printmaking	1	1	-
Contemporary sculpture	3	1	-2
Folk music (inc. Asian, etc.)	2	1	-1
Literary or poetry event	3	1	-2
Video/ multi-media/ performance art	3	1	-2
Contemporary installation	1	1	-
Contemporary illustration	1	*	-
Chamber music or recitals	3	*	-

* = less than 0.5%

- = no responses

4.3.2 Participation

As shown in the table overleaf, residents of East and Central Scotland were slightly less likely than adults in general to participate in an art or cultural event (71% and 76%, respectively). Specifically, they were less likely to have read books (62% and 67%), bought a work of fiction or poetry (21% and 26%), bought any other type of book (22% and 28%), written stories or articles (2% and 4%) or bought a work of art or craft object (8% and 12%).

Table 4-8 – Arts and cultural activities have participated in (%)

	2006		Difference: all adults/East and Central Scotland
	All adults living in Scotland	East and Central Scotland	
Base	2,029	527	
Any participation	76	71	-5
Reading or buying books	67	63	-4
Undertaking any crafts	16	15	-1
Any performance	15	11	-4
Any visual arts	14	15	+1
Any writing	6	4	-2
Reading books	67	62	-5
Buying any other types of book	28	22	-6
Buying a work of fiction or poetry	26	21	-5
Painting or drawing	11	12	+1
Knitting/other textile crafts	9	10	+1
Buying a work of art or craft object	12	8	-4
Playing a musical instrument	8	6	-2
Photography (other than family or holiday snaps)	7	5	-2
Any other crafts	5	5	-
Writing poetry	3	3	-
Wood crafts	3	3	-
Writing stories or articles	4	2	-2
Singing in a choir	2	2	-
Folk/ Scottish traditional music	2	2	-
Other style dance	3	1	-2
Drama	1	1	-
Making films apart from video	1	1	-
Filming on video apart from "family" life or events	2	1	-1
Scottish traditional dance	2	1	-1
Contemporary dance	1	1	-
Printmaking	1	1	-
Ballet	1	1	-
Sculpture	1	*	-
Opera or light opera	*	*	-

* = less than 0.5%

- = no responses

4.4 North Eastern Scotland

This area includes the Aberdeen City and Aberdeenshire Local Authority areas. Within this area some 88% of adults had either attended *and/or* participated in an arts or cultural activity during the previous 12 months, a similar proportion to that recorded across Scotland as a whole (90%).

4.4.1 Attendance

The table overleaf shows attendance in different art and cultural activities amongst residents of North Eastern Scotland compared with the population of Scotland as a whole in 2006 (see appendices for definition of categories).

Overall, levels of attendance amongst adult residents of North Eastern Scotland were similar to levels of attendance amongst all adults living in Scotland (78% and 77% respectively). However, residents of this region were more likely than adults in general to have attended musicals (23% and 18%, respectively), country and western music events (5% and 3%), to have visited a carnival or circus (5% and 3%) or to have taken part in traditional dance (4% and 7%).

Conversely, North Eastern Scotland residents were less likely than adults generally to have visited arts festivals (6% and 10%, respectively) or to have been involved in contemporary photography (2% and 4%) or contemporary painting events (3% and 5%).

Table – 4-9 Attendance of arts and cultural events and activities (%)

	2006		Difference: all adults/North Eastern Scotland
	All adults living in Scotland	North Eastern Scotland	
Base	2,029	530	
Any events attended	77	78	+1
Any performance in theatre	42	45	+3
Any music	38	42	+4
Any visual arts (exc. cinema)	38	38	-
Any dance	14	17	+3
Cinema	57	58	+1
Museums	30	28	-2
Rock or pop music	22	26	+4
Art galleries	22	25	+3
Musicals	18	23	+5
Pantomime or variety show	15	15	-
Plays	17	14	-3
Scottish folk music	6	7	+1
Ballet	6	7	+1
Scottish Traditional music	7	7	-
Scottish Traditional dance	4	7	+3
Arts festivals	10	6	-4
Jazz music	5	6	+1
Orchestral music	7	6	-1
Carnival/ circus	3	5	+2
Country & Western music	3	5	+2
Opera/ operetta	5	5	-
Contemporary crafts	4	4	-
Other styles of dance	4	3	-1
Contemporary dance	4	3	-1
Contemporary painting	5	3	-2
Literary or poetry event	3	3	-
Video/ multi-media/ performance art	3	3	-
Chamber music or recitals	3	3	-
Contemporary drawing	2	2	-
Contemporary photography	4	2	-2
Contemporary sculpture	3	2	-1
Contemporary video/ multi-media	3	2	-1
Folk music (inc. Asian, etc.)	2	2	-
Contemporary illustration	1	1	-
Contemporary printmaking	1	1	-
Contemporary installation	1	1	-

* = less than 0.5%

- = no responses

4.4.2 Participation

As shown in the table overleaf, overall, residents of North Eastern Scotland were equally likely as adults in general to have taken part in an arts or cultural activity (both 76%).

However, residents of North Eastern Scotland were more likely than adults generally to have played a musical instrument (11% and 8%, respectively) or participate in Scottish traditional dance (5% and 2%) but less likely overall to have bought books other than fiction or poetry (22% and 28%, respectively).

Table 4-10 – Arts and cultural activities have participated in (%)

	2006		Difference: all adults/North Eastern Scotland
	All adults living in Scotland	North Eastern Scotland	
Base	2,029	530	
Any participation	76	76	-
Reading or buying books	67	64	-3
Undertaking any crafts	16	17	+1
Any performance	15	18	+2
Any visual arts	14	15	+1
Any writing	6	6	-
Reading books	67	63	-4
Buying any other types of book	28	22	-6
Buying a work of fiction or poetry	26	22	-4
Painting or drawing	11	11	-
Playing a musical instrument	8	11	+3
Buying a work of art or craft object	12	11	-1
Knitting/other textile crafts	9	10	+1
Photography (other than family or holiday snaps)	7	7	-
Any other crafts	5	6	+1
Writing stories or articles	4	5	+1
Scottish traditional dance	2	5	+3
Wood crafts	3	4	+1
Other style dance	3	3	-
Filming on video apart from "family" life or events	2	3	+1
Writing poetry	3	2	-1
Singing in a choir	2	2	-
Contemporary dance	1	2	+1
Folk/ Scottish traditional music	2	2	-
Drama	1	1	-
Making films apart from video	1	1	-
Printmaking	1	1	-
Sculpture	1	1	-
Opera or light opera	*	*	-
Ballet	1	*	-

* = less than 0.5%

- = no responses

4.5 Highlands and Islands

The Highlands and Islands area includes the Highland, Argyll and Bute, Eilean Siar, Shetland and Orkney Local Authority areas. Within this area 91% of adults had either attended *and/or* participated in an arts or cultural activity during the previous 12 months, a similar proportion to that recorded across Scotland as a whole (90%).

4.5.1 Attendance

The table overleaf shows attendance in different categories of art form amongst residents of the Highlands and Islands compared to the population of Scotland as a whole in 2006 (see appendices for definitions of categories).

The research findings indicate that levels of attendance amongst adult residents of the Highland and Islands were similar to those recorded for Scotland as a whole (75% and 77% respectively).

Compared to adults generally, residents of this area were more likely to attend Scottish folk music (13%), Scottish traditional music (15%), Scottish traditional dance (9%) or country and western music events (6%).

In contrast, Highland and Island residents were less likely than adults in general to have attended plays (13% and 17%) or the ballet (3% and 6%).

Table – 4-11 Attendance of arts and cultural events and activities (%)

	2006		Difference: all adults/Highlands and Islands
	All adults living in Scotland	Highlands and Islands	
Base	2,029	544	
Any events attended	77	75	-2
Any performance in theatre	42	38	-4
Any music	38	42	+4
Any visual arts (exc. cinema)	38	38	-
Any dance	14	17	+3
Cinema	57	52	-4
Museums	30	28	-2
Art galleries	22	22	-
Rock or pop music	22	18	-4
Scottish Traditional music	7	15	+8
Pantomime or variety show	15	14	-1
Musicals	18	14	-4
Plays	17	13	-4
Scottish folk music	6	13	+7
Scottish Traditional dance	4	9	+5
Arts festivals	10	8	-2
Jazz music	5	7	+2
Contemporary painting	5	7	+2
Orchestral music	7	7	-
Country & Western music	3	6	+3
Other styles of dance	4	5	+1
Contemporary crafts	4	5	+1
Opera/ operetta	5	4	-1
Contemporary photography	4	4	-
Chamber music or recitals	3	4	+1
Carnival/ circus	3	3	-
Ballet	6	3	-3
Contemporary dance	4	3	-1
Contemporary drawing	2	2	-
Contemporary sculpture	3	2	-1
Folk music (inc. Asian, etc.)	2	2	-
Literary or poetry event	3	2	-1
Video/ multi-media/ performance art	3	2	-1
Contemporary illustration	1	*	*
Contemporary printmaking	1	*	*
Contemporary video/ multi-media	3	*	*
Contemporary installation	1	*	*

* = less than 0.5%

- = no responses

4.5.2 Participation

The table overleaf shows that residents of the Highlands and Islands were more likely than adults in general to have participated in arts and cultural events (80% and 76%, respectively).

In particular, residents of this area were more likely to have participated in visual arts (18%). Specific activities participated in by higher proportions of adults in this area included buying books other than fiction or poetry (34%), wood crafts (5%) and Scottish traditional dance (4%).

Table 4-12 – Arts and cultural activities have participated in (%)

	2006		Difference: all adults/Highlands and Islands
	All adults living in Scotland	Highlands and Islands	
Base	2,029	544	
Any participation	76	80	+4
Reading or buying books	67	70	+3
Undertaking any crafts	16	18	+2
Any performance	15	17	+2
Any visual arts	14	18	+4
Any writing	6	7	+1
Reading books	67	70	+3
Buying any other types of book	28	34	+6
Buying a work of fiction or poetry	26	24	-2
Buying a work of art or craft object	12	14	+2
Painting or drawing	11	11	-
Knitting/other textile crafts	9	10	+1
Playing a musical instrument	8	10	+2
Photography (other than family or holiday snaps)	7	8	+1
Any other crafts	5	6	+1
Wood crafts	3	5	+2
Writing stories or articles	4	4	-
Scottish traditional dance	2	4	+2
Writing poetry	3	3	-
Singing in a choir	2	3	+1
Folk/ Scottish traditional music	2	3	+1
Other style dance	3	2	-1
Drama	1	2	+1
Filming on video apart from "family" life or events	2	2	-
Making films apart from video	1	1	-
Contemporary dance	1	1	-
Sculpture	1	1	-
Printmaking	1	*	*
Opera or light opera	*	*	*
Ballet	1	*	*

* = less than 0.5%

- = no responses

4.6 Glasgow and surrounds

This area covers the Glasgow City, North Lanarkshire, South Lanarkshire, East Dunbartonshire and West Dunbartonshire Local Authority areas. Within this area 89% of adults had either attended *and/or* participated in an arts or cultural activity during the previous 12 months, a similar proportion to that recorded across Scotland as a whole (90%).

4.6.1 Attendance

The table overleaf illustrates attendance in different categories of art form amongst residents of the Glasgow and the surrounding area compared with the population of Scotland as a whole in 2006 (see appendices for definition of categories).

Overall, levels of attendance amongst adult residents of this region were similar to those recorded amongst adults in general (75% and 77%, respectively). However, residents of this region were found to be less likely to have attended Scottish traditional music events (3% and 7%) or contemporary dance (2% and 4%) but more likely to have attended a carnival/circus (5% and 3%).

Table – 4-13 Attendance of arts and cultural events and activities (%)

	2006		Difference: all adults/ Glasgow and Surroundings
	All adults living in Scotland	Glasgow and Surroundings	
Base	2,029	578	
Any events attended	77	75	-2
Any performance in theatre	42	39	-3
Any music	38	37	-1
Any visual arts (exc. cinema)	38	36	-2
Any dance	14	12	-2
Cinema	57	57	-
Museums	30	29	-1
Rock or pop music	22	23	+1
Art galleries	22	22	-
Pantomime or variety show	15	18	+3
Plays	17	16	-1
Musicals	18	15	-3
Arts festivals	10	9	-1
Orchestral music	7	7	-
Carnival/ circus	3	5	+2
Scottish folk music	6	5	-1
Ballet	6	5	-1
Jazz music	5	5	-
Contemporary painting	5	5	-
Other styles of dance	4	4	-
Opera/ operetta	5	4	-1
Contemporary photography	4	4	-
Scottish Traditional music	7	3	-4
Contemporary crafts	4	3	-1
Country & Western music	3	3	-
Scottish Traditional dance	4	3	-1
Contemporary video/ multi-media	3	3	-
Video/ multi-media/ performance art	3	3	-
Contemporary dance	4	2	-2
Contemporary drawing	2	2	-
Contemporary printmaking	1	2	+1
Contemporary sculpture	3	2	-1
Literary or poetry event	3	2	-1
Chamber music or recitals	3	2	-1
Contemporary illustration	1	1	-
Folk music (inc. Asian, etc.)	2	1	-1
Contemporary installation	1	1	-

* = less than 0.5%

- = no responses

4.6.2 Participation

As the table overleaf illustrates, residents of Glasgow and the surrounding area were equally likely as adults in general to have participated in arts and cultural activities (both 76%).

However, residents of this area were more likely than adults overall to have participated in filming on video apart from 'family' life and events (4% and 2%, respectively).

Conversely, residents of this area were less likely than adults in general to have undertaken any craft activities (12% and 16%).

Table 4-14 – Arts and cultural activities have participated in (%)

	2006		Difference: all adults/ Glasgow and Surroundings
	All adults living in Scotland	Glasgow and Surroundings	
Base	2,029	578	
Any participation	76	76	-
Reading or buying books	67	71	+4
Undertaking any crafts	16	12	-4
Any performance	15	12	-3
Any visual arts	14	16	+2
Any writing	6	6	-
Reading books	67	70	+3
Buying any other types of book	28	30	+2
Buying a work of fiction or poetry	26	28	+2
Painting or drawing	11	11	-
Buying a work of art or craft object	12	11	-1
Knitting/other textile crafts	9	8	-1
Playing a musical instrument	8	7	-1
Photography (other than family or holiday snaps)	7	7	-
Writing stories or articles	4	4	-
Other style dance	3	4	+1
Any other crafts	5	4	-1
Filming on video apart from "family" life or events	2	4	+2
Writing poetry	3	3	-
Wood crafts	3	2	-1
Making films apart from video	1	2	+1
Folk/ Scottish traditional music	2	2	-
Drama	1	1	-
Singing in a choir	2	1	-1
Scottish traditional dance	2	1	-1
Contemporary dance	1	1	-
Printmaking	1	1	-
Sculpture	1	*	*
Opera or light opera	*	*	*
Ballet	1	*	*

* = less than 0.5%

- = no responses

4.7 South Western Scotland

The South Western Scotland area covers the North Ayrshire, South Ayrshire, East Ayrshire, Inverclyde, Renfrewshire and East Renfrewshire Local Authority areas. Within this area 87% of adults had either attended *and/or* participated in an arts or cultural activity during the previous 12 months, a slightly lower proportion to that recorded across Scotland as a whole (90%).

4.7.1 Attendance

The table overleaf shows attendance in different categories of art and cultural activities amongst residents of South Western Scotland and across the adult population of Scotland as a whole in 2006 (see appendices for definition of categories).

Residents of South Western Scotland were less likely than adults in general to have attended arts and cultural events (69% and 77%, respectively). Specifically, they were less likely to have attended the cinema (49% and 57%), any performance in a theatre (35% and 42%), any music event (31% and 38%), a visual arts event (31% and 38%), a play (11% and 17%), visited a museum (23% and 30%) or attended a musical (13% and 18%).

Table – 4-15 Attendance of arts and cultural events and activities (%)

	2006		Difference: all adults/ South Western Scotland
	All adults living in Scotland	South Western Scotland	
Base	2,029	524	
Any events attended	77	69	-8
Any performance in theatre	42	35	-7
Any music	38	31	-7
Any visual arts (exc. cinema)	38	31	-7
Any dance	14	9	-5
Cinema	57	49	-8
Museums	30	23	-7
Art galleries	22	20	-2
Rock or pop music	22	19	-3
Pantomime or variety show	15	18	+3
Musicals	18	13	-5
Plays	17	11	-6
Arts festivals	10	7	-3
Opera/ operetta	5	6	+1
Orchestral music	7	6	-1
Scottish folk music	6	4	-2
Ballet	6	4	-2
Contemporary painting	5	4	-1
Other styles of dance	4	3	-1
Scottish Traditional music	7	3	-4
Contemporary crafts	4	3	-1
Scottish Traditional dance	4	3	-1
Contemporary photography	4	3	-1
Contemporary sculpture	3	3	-
Carnival/ circus	3	2	-1
Jazz music	5	2	-3
Contemporary dance	4	2	-2
Literary or poetry event	3	2	-1
Country & Western music	3	1	-2
Contemporary drawing	2	1	-1
Contemporary printmaking	1	1	-
Contemporary video/ multi-media	3	1	-2
Folk music (inc. Asian, etc.)	2	1	-1
Video/ multi-media/ performance art	3	1	-2
Chamber music or recitals	3	1	-2
Contemporary illustration	1	*	*
Contemporary installation	1	*	-

* = less than 0.5%

- = no responses

4.7.2 Participation

As the table overleaf illustrates, residents of South Western Scotland were less likely to have participated in arts or cultural events than adults in general (70% and 76%, respectively).

More specifically, adults in this area were less likely than adults in general to have read books (62% and 67% respectively), bought books other than fiction or poetry (23% and 28%) or to have undertaken any photography other than family or holiday snaps (2% and 7%).

Table 4-16 – Arts and cultural activities have participated in (%)

	2006		Difference: all adults/ South Western Scotland
	All adults living in Scotland	South Western Scotland	
Base	2,029	524	
Any participation	76	70	-6
Reading or buying books	67	62	-5
Undertaking any crafts	16	14	-2
Any performance	15	9	-6
Any visual arts	14	8	-6
Any writing	6	3	-3
Reading books	67	62	-5
Buying a work of fiction or poetry	26	24	-2
Buying any other types of book	28	23	-5
Buying a work of art or craft object	12	9	-3
Knitting/other textile crafts	9	8	-1
Painting or drawing	11	6	-5
Playing a musical instrument	8	6	-2
Any other crafts	5	5	-
Wood crafts	3	3	-
Photography (other than family or holiday snaps)	7	2	-5
Writing stories or articles	4	2	-2
Writing poetry	3	2	-1
Singing in a choir	2	2	-
Other style dance	3	1	-2
Drama	1	1	-
Making films apart from video	1	1	-
Filming on video apart from "family" life or events	2	1	-1
Scottish traditional dance	2	1	-1
Contemporary dance	1	1	-
Folk/ Scottish traditional music	2	1	-1
Printmaking	1	*	-
Sculpture	1	*	-
Opera or light opera	*	*	-
Ballet	1	*	-

* = less than 0.5%

- = no responses

4.8 Southern Scotland

This area included the Dumfries and Galloway and Scottish Borders Local Authority areas. Within this area 88% of adults had either attended *and/or* participated in an arts or cultural activity during the previous 12 months, a similar proportion to that recorded across Scotland as a whole (90%).

4.8.1 Attendance

The table overleaf shows attendance in different categories of art form amongst residents of Southern Scotland and, for comparison, the population of Scotland as a whole (see appendices for definition of categories).

Overall, residents of Southern Scotland were less likely than adults as a whole to have attended any arts or cultural events (67% and 77%, respectively).

In terms of the different types of art form, residents of Southern Scotland were less likely than adults generally to have attended the cinema (41% and 57%), any performance in a theatre (27% and 42%), any visual arts event (29% and 38%), a play (8% and 17%), a pantomime/ variety show (9% and 15%) or a rock or pop music event (14% and 22%) and less likely to have visited a museum (24% and 30%).

Table 4-17 – Attendance of arts and cultural events and activities (%)

	2006		Difference: all adults/ Southern Scotland
	All adults living in Scotland	Southern Scotland	
Base	2,029	429	
Any events attended	77	67	-10
Any performance in theatre	42	27	-15
Any music	38	30	-8
Any visual arts (exc. cinema)	38	29	-9
Any dance	14	6	-8
Cinema	57	41	-16
Museums	30	24	-6
Art galleries	22	17	-5
Rock or pop music	22	14	-8
Musicals	18	13	-5
Pantomime or variety show	15	9	-6
Plays	17	8	-9
Arts festivals	10	7	-3
Scottish folk music	6	6	-
Opera/ operetta	5	5	-
Carnival/ circus	3	3	-
Scottish Traditional music	7	3	-4
Orchestral music	7	3	-4
Scottish Traditional dance	4	3	-1
Ballet	6	2	-4
Jazz music	5	2	-3
Contemporary crafts	4	2	-2
Contemporary painting	5	2	-3
Country & Western music	3	2	-1
Literary or poetry event	3	2	-1
Video/ multi-media/ performance art	3	2	-1
Chamber music or recitals	3	2	-1
Other styles of dance	4	1	-3
Contemporary drawing	2	1	-1
Contemporary photography	4	1	-3
Contemporary sculpture	3	1	-2
Contemporary video/ multi-media	3	1	-2
Folk music (inc. Asian, etc.)	2	1	-1
Contemporary dance	4	*	-
Contemporary illustration	1	-	-
Contemporary printmaking	1	*	-
Contemporary installation	1	*	-

* = less than 0.5%

- = no response

4.8.2 Participation

As the table overleaf shows, Southern Scotland residents were less likely to have participated in any arts or cultural activities than adults in general (71% and 76%, respectively). In particular, they were less likely to have bought a work of fiction or poetry (13% and 26%), read or bought books (59% and 67%) or to have bought a work of art and craft object (6% and 12%).

Table 4-18– Arts and cultural activities have participated in (%)

	2006		Difference: all adults/ Southern Scotland
	All adults living in Scotland	Southern Scotland	
Base	2,029	429	
Any participation	76	71	-5
Reading or buying books	67	59	-8
Undertaking any crafts	16	14	-2
Any performance	15	12	-3
Any visual arts	14	14	-
Any writing	6	3	-3
Reading books	67	59	-8
Buying any other types of book	28	17	-11
Buying a work of fiction or poetry	26	13	-13
Painting or drawing	11	11	-
Knitting/other textile crafts	9	9	-
Playing a musical instrument	8	9	+1
Buying a work of art or craft object	12	6	-6
Photography (other than family or holiday snaps)	7	6	-1
Wood crafts	3	4	+1
Folk/ Scottish traditional music	2	3	+1
Writing stories or articles	4	2	-2
Other style dance	3	2	-1
Any other crafts	5	2	-3
Writing poetry	3	2	-1
Printmaking	1	2	+1
Drama	1	1	-
Making films apart from video	1	1	-
Filming on video apart from "family" life or events	2	1	-1
Singing in a choir	2	1	-1
Scottish traditional dance	2	1	-1
Contemporary dance	1	*	-
Sculpture	1	-	-
Opera or light opera	*	*	-
Ballet	1	-	-

* = less than 0.5%

- = no response

5. Appendices

1: Social Class Definitions

2: Art form categories

3: Questionnaire

Appendix 1: Social Class Definitions

A UK: 3% of the population;

These are professional people, very senior managers in business or commerce, or are top-level civil servants.

Retired people, previously grade A, and their widows/ widowers.

B UK: 18% of the population;

Middle management executives in large organisations, with appropriate qualifications.

Principal officers in local government and civil service.

Top managers or owners of small business concerns, educational and service establishments.

Retired people, previously grade B, and their widows/ widowers.

C1 UK: 27% of the population;

Junior management, owners of small establishments, and all others in non-manual positions.

Jobs in this group have very varied responsibilities and educational requirements.

Retired people, previously grade C1 and their widows/ widowers.

C2 UK: 24% of the population;

All skilled manual workers, and those manual workers with responsibility for other people.

Retired people previously grade C2, with a pension from their job.

Widows/widowers, if receiving pensions from their late spouse's job.

D UK: 16% of the population;

All semi skilled and unskilled manual workers, and apprentices and trainees to skilled workers.

Retired people, previously grade D, with a pension from their job.

Widows/widowers, if receiving pensions from their late spouse's job.

E UK: 12% of the population;

All those entirely dependent on the state long term, through sickness, unemployment, old age or other reasons. Those unemployed for a period exceeding 6 months (otherwise classified on previous occupation).

Casual workers and those without a regular income.

Only households without a chief wage earner are coded in this group.

Appendix 2: Art form categories - Attendance

Category	Includes
Any Arts	Plays, ballet, contemporary dance, Scottish traditional dance, other styles of dance, pantomime or variety show, opera/operetta, jazz music, Scottish traditional music, orchestral music, chamber music or recitals, country and western music, rock or pop music, literary or poetry event, cinema, musicals, arts festivals, carnivals/ circus, folk music Scottish, other Folk Music, video/multi media performance art, contemporary illustration, contemporary painting, contemporary drawing, contemporary printmaking, contemporary sculpture, contemporary photography, contemporary video/ multi-media, contemporary installation, contemporary crafts, art galleries, museums.
Any visual arts (exc.cinema)	Contemporary illustration, contemporary painting, contemporary drawing, contemporary printmaking, contemporary sculpture, contemporary photography, contemporary video/ multi-media, contemporary installation, contemporary crafts, art galleries, museums.
Any music	Opera/operetta, chamber music and recitals, rock or pop music, Scottish folk music, other folk music, orchestral music, jazz music, Scottish traditional music, country and western music.
Any performance in a theatre	Plays, ballet, Scottish traditional dance, contemporary dance, other styles of dance, pantomime or variety show, opera/ operetta, musicals.
Any dance	Ballet, contemporary dance, Scottish traditional dance, other styles of dance.

Art form categories - Participation

Category	Includes
Any Arts	Drama, opera or light opera, singing in a choir, Scottish traditional dance, ballet, contemporary dance, other style dance, playing a musical instrument, folk/ Scottish traditional music, writing poetry, writing stories or articles, reading books, buying a work of fiction or poetry, buying any other types of book, painting or drawing, printmaking, sculpture, photography (other than family or holiday snaps), knitting/other textile crafts, wood crafts, any other crafts, making films (apart from video), filming on video (apart from 'family' life or events), buying a work of art or craft object.
Reading and buying books	Buying a work of fiction or poetry, reading books.
Any visual arts	Printmaking, painting or drawing, photography, sculpture.
Undertaking any crafts	Knitting, other textile crafts, wood crafts, any other crafts.
Any performance	Drama, amateur singing, choir, Scottish traditional dance, playing a musical instrument, amateur opera or light opera, amateur dance or ballet.
Any writing	Writing stories, poetry.

Appendix 3: Questionnaire

(1 - 5) 29369

(6 - 9) - - - -

(10) 1 - -

Name.....

Address.....

.....

Postcode

--	--	--	--	--	--	--

Telephone number:

Occupation of Chief Income Earner:

(Person with largest total income from any source)

.....

Class:

AB

C1

C2

DE

Working status:

Full time (30+hrs per week)

Part time (less than 30 hrs per week)

Housewife (no paid employment outside home)

Retired

Unemployed

Full time education

Other (SPECIFY)

.....

Tenure of home:

Owned/buying on a mortgage

Rented

Other

Place of residence: (from address)

.....

.....

Sampling Point

--	--	--

DECLARATION: I certify that this interview has been personally carried out by myself with the informant and conducted within the MRS Code of Conduct. I further certify that the informant is not a friend or relative of mine, and I have not interviewed him/her on any survey in the last six months.

Interviewer name.....Interviewer ID.....

Interviewer signature.....Date.....

Start time..... End time.....

Interview length.....

INTRODUCTION: Good.....I am an interviewer with TNS, an independent market research agency. We are carrying out a survey on leisure activities and how people spend their spare time in Scotland. I would be grateful if you would assist our survey. It will take approximately 10 minutes to complete.

BACKGROUND INFORMATION

Q.1 Starting with yourself and then from the oldest person in the household to the youngest, could I please have details of the sex of each person, age, and whether they have any form of disability affecting mobility, sight, hearing or anything else?

ASK FOR EACH

		Respondent	2 nd person	3 rd person	4 th person	5 th person	6 th person
Sex:	Male						
	Female						
Age:	Under 5						
	5-12						
	13-15						
	16-24						
	25-34						
	35-44						
	45-54						
	55-64						
	65-74						
75+							
Disability:	Mobility						
	Sight						
	Hearing						
	Other						
	None						

Q.2

SHOW SCREEN

To which of these groups do you consider you belong?

SINGLE CODE ONLY

White

Scottish

Welsh

English

Other British

Irish

Any other White background (PLEASE SPECIFY)

.....
Asian, Asian Scottish or Asian British

Indian

Pakistani

Bangadeshi

Chinese

Any other Asian background (PLEASE SPECIFY)

.....
Black, Black Scottish or Black British

Caribbean

African

Any other Black background (PLEASE SPECIFY)

.....
Mixed

Any Mixed background (PLEASE SPECIFY)

.....
Other ethnic background (PLEASE SPECIFY)

.....

ATTENDANCE SECTION

SHOW SCREEN

Q.3

Here is a list of different types of events and cultural activities that you might have attended.

a) Which, if any, have you attended or visited in the last 12 months?

CODE ALL MENTIONED

ASK b) FOR THOSE ATTENDED IN LAST 12 MONTHS.

IF NONE ATTENDED SKIP TO Q4.

b) How often have you attended or visited in the last 12 months?

TYPE IN NUMBER

ONLY ASK FOR EVENTS AND ACTIVITIES MENTIONED AT a).

Plays
Ballet
Contemporary Dance
Scottish Traditional Dance
Other style of dance
Pantomime or Variety Show
Opera/Operetta
Jazz Music
Scottish Traditional Music
Orchestral Music
Chamber Music or recitals
Country & Western Music
Rock or Pop Music
Literary or Poetry Event
Cinema
Musicals
Arts Festivals
Carnival/circus (**not** involving animals)
Folk Music (including Asian/Armenian etc.)
Folk Music Scottish
Video/Multi-media/ performance art
Contemporary illustration
Contemporary drawing
Contemporary painting
Contemporary printmaking
Contemporary sculpture
Contemporary photography
Contemporary video/multi-media
Contemporary installation
Contemporary crafts
Art Galleries
Museum
None

INDIVIDUAL PARTICIPATION SECTION

I am now going to ask you some questions about your own participation in different activities.

SHOW SCREEN

Q.4

Firstly, I would like you to tell me if you participate in each of these events and activities in your spare time. For each please tell me :

a) Which, if any, have you participated in during the last 12 months?

CODE ALL MENTIONED

**ASK B) FOR THOSE PARTICIPATED IN DURING LAST 12 MONTHS.
IF NONE SKIP TO Q.5**

b) How many times have you participated in during the last 12 months?

TYPE IN NUMBER

ONLY ASK FOR EVENTS AND ACTIVITIES MENTIONED AT a).

Drama
Opera or light opera
Singing in a choir
Scottish traditional dance
Ballet
Contemporary dance
Other style dance
Playing a musical instrument
Folk/Scottish traditional music
Writing poetry
Writing stories or articles
Reading books
Buying a work of fiction or poetry
Buying any other types of book
Painting or drawing
Printmaking
Sculpture
Photography (other than family or holiday snaps)
Knitting/other textile crafts
Wood crafts
Any other crafts
Making films (apart from video)
Filming on video (apart from 'family' life or events)
Buying a work of art or craft object

**ASK FOR ANY CHILDREN IN HOUSEHOLD AGED 5 TO 15 INCLUSIVE.
SHOW SCREEN
READ OUT:**

Q.5

Which of the types of arts events or activities listed on this card, if any, has the child/have the children in your household attended as a visitor or participated in during the last 12 months?

Please indicate whether this attendance or participation was at home, school or elsewhere. Note that the question relates to both participating in the activities or attending/ watching events. Include attendance at professional and amateur events/ activities and participation in formal classes/ groups and tuition inside and outside the home.

More than one answer can be provided for each.

**ASK FOR MAXIMUM OF 3 CHILDREN. IF MORE THAN 3 IN HOUSEHOLD ASK FOR THOSE WITH NEXT BIRTHDAYS.
INCLUDE ACTIVITIES UNDERTAKEN AT HOME, SCHOOL OR ELSEWHERE AND ATTENDANCE AS A MEMBER OF THE AUDIENCE**

	Child 1			Child 2			Child 3		
	Home	School	Else-where	Home	School	Else-where	Home	School	Else-where
Dance									
Drama									
Music									
Literature									
Visual Art									
Craft									
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None of these									
Don't know									

Q.6a) Would you be prepared to take part in similar research about arts and cultural activities in the future?
 Yes, happy to be recontacted for further research
 No, would prefer not to be recontacted

IF RESPONDENT IS HAPPY TO BE RECONTACTED:

Q.6b) Please provide details of an email address we can use to contact you (**TYPE IN CAREFULLY**):

IF RESPONDENT CANNOT PROVIDE AN EMAIL ADDRESS, ENSURE THAT CORRECT POSTAL DETAILS ARE COLLECTED

THANK RESPONDENT AND COLLECT CLASSIFICATION
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