



Scottish **Arts** Council

Taking Part

Arts Attendance, Participation and Attitudes
in Scotland 2006

Executive summary

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 and is the foremost organisation involved in supporting and developing the arts in Scotland.

Between 1991 and 2004, the Scottish Arts Council commissioned large scale surveys of the adult population of Scotland every three years. These surveys were designed to establish the levels of attendance at various arts events and activities, participation in and attitudes towards the arts amongst the adult population of Scotland.

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 groups¹.

1.2 Research aims and objectives

It is on this basis that the Scottish Arts Council commissioned TNS in 2006 to undertake 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 the population of Scotland as a whole and a number of key under-represented groups.

¹ Both 'cultural events' and 'under-represented groups' were defined by the Scottish Arts Council.

1.3 Method

Some 5,137 face-to-face in-home interviews were undertaken throughout Scotland between 13th March 2006 and 10th July 2006. The fieldwork method used in 2006 was similar to that used in a survey undertaken in 2004, thereby ensuring that wherever possible results would be directly comparable. 2,029 interviews make up the ‘core’ sample, representative of the adult population of Scotland in terms of geographical distribution, age, working status and socio-economic grade. The rest of the sample comprises a number of ‘booster’ interviews which were undertaken to allow robust analyses of results amongst a number of ‘under-represented’ demographic groups and at a regional level.

The 2006 survey was undertaken using Computer Assisted Personal Interviewing (CAPI). Respondents were asked about their attendance and participation in the art forms listed below.

Table 1– Arts and cultural activities included in definitions of attendance and participation

Event/ activities <u>attended</u>	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	

1.4 Sample profile and weighting

To ensure that the results were as representative, of the adult population of Scotland, as possible, the results were weighted on the basis of age, sex, socio-economic classification and, where appropriate, ethnicity and disability.

When comparing 2006 and 2004 results it should be noted that the 2004 results were not weighted on this basis. However, 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.

2. Main results

2.1 Adults living in Scotland

Combined attendance and participation

90% of all adults living in Scotland (aged 16 or over) had attended and/or participated in any arts or cultural activity during the previous 12 months, a statistically significant increase from 85% of the adult population recorded during the 2004 survey (these proportions include any adults who had participated or attended one or more of *any* of the activities listed in Table 1). This suggests that the number of adults attending and/or participating in 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%.

Higher proportions of women, people aged under 35, members of the AB social classes and residents of urban areas had attended *or* participated in the arts (92%, 95%, 98% and 91% respectively).

Attendance

Some 77% of respondents indicated that they had attended an arts or cultural activity within the previous 12 months, a similar proportion to that recorded in 2004 (75%).

The arts and cultural activities undertaken by the largest proportions 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%).

Comparison with the 2004 survey suggests increases in the proportions of adults 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 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%).

Participation

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%).

Reading books was the most frequently undertaken activity with over half of adults having undertaken this activity on 4 or more occasions in the last 12 months (59%).

Between the 2004 and 2006 surveys, there were increases in the proportion of adults living in Scotland participating in reading books (from 54% to 67%), buying non-fiction books (21% to 28%), buying art or craft objects (8% to 12%), painting or drawing (8% to 11%) and writing poetry (2% to 3%). Conversely, the proportions taking part in Scottish traditional dance (4% to 2%) or singing in a choir (3% to 2%) decreased marginally.

2.2 Residents of deprived areas

67% of residents of deprived areas had *attended* any art forms during the previous 12 months, a proportion that is equal to that recorded in 2004 but lower than that for adults overall in 2006 (77%). Residents of deprived areas were much less likely than adults, living in Scotland, generally to have attended a theatre performance (28% and 42% respectively).

68% of respondents in deprived areas had *participated* in an arts or cultural event or activity during the previous twelve months, an increase on the proportion that did so in 2004 (52%). In 2006, compared to adults 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%).

2.3 Disabled respondents

The proportion of disabled respondents who had *attended* an arts or cultural activity in the past 12 months was broadly similar to 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.

70% of disabled people had *participated* in an arts or cultural event or activity during the previous twelve months, an increase from 2004 (58%) but lower than amongst the adult population of Scotland generally in 2006 (70% compared to 76%). This group were less

likely to have bought a book other than fiction or poetry (18% and 28% respectively) but more likely to have participated in knitting or other textile crafts (16% and 9%).

2.4 Women

In 2006, the proportion of women who had *attended* any arts or cultural event or activity was equal to that amongst the adult population of Scotland as a whole (77%) and broadly similar to 2004 (75%). Female respondents were more likely than adults generally to have attended any theatre performance (42% and 47% respectively) but less likely to have attended any music event (34% v 38%).

80% of women had *participated* in an arts or cultural activity in the previous twelve months, which is higher than the proportion recorded across the adult population of Scotland as a whole in 2006 (76%) and an increase in the proportion recorded in 2004 (69%). 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%).

2.5 Residents of rural areas

74% of residents of rural areas had *attended* an art or cultural event in the previous twelve months, a similar proportion to 2004 (75%) and amongst all adults living in Scotland in 2006 (77%). These respondents 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%) but more likely to have attended a Scottish traditional music event (11% v 7%).

74% of residents of rural areas had *participated* in any arts or cultural activity in the previous twelve months, a similar proportion as amongst adults generally (76%). 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%).

2.6 People aged 16-24 and 65+ years

93% of 16-24 year old respondents attended an event within the last twelve months compared to 49% of those aged 65 or over. 16-24 year olds 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%). Those aged 65 or over were less likely than adults generally to have visited the cinema (17% and 57% respectively), rock or pop music events (1% and 22%) and museums (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.

73% of respondents aged between 16 and 24 and 69% of those aged 65 or over had participated in any art form in the past twelve months, while respondents aged 65 or over were generally less likely than adults living in Scotland to have participated in arts (69% compared to 76% overall).

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%).

2.7 Minority ethnic communities

71% of members of ethnic minorities had attended any of the art forms listed during the previous 12 months compared to 77% of the population of Scotland as a whole. The only activity members of this group were more likely to have attended was a folk music event

(5% v 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.

To take account of variations in willingness to respond amongst different ethnic minority groups, the 2006 results were weighted using data from the 2001 Census to increase 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.*

In 2006, 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). Respondents in this group were less likely than adults generally to have participated in any crafts (7% and 15%) or reading and/or buying books (58% and 67%).

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.

2.8 Children aged between 5 and 15

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.

The largest proportions of children had undertaken activities related to literature (31%), crafts (26%) or music (26%) at home. At school, 78% of children participated in music related activities in the previous 12 months, while 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%).

2.9 Regional analysis

Residents from Edinburgh and the surrounding area and the Highlands and Islands were the most likely to have attended *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 Lothians 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 area which includes the Scottish Borders and Dumfries and Galloway (67%) while participation was lowest in the South West which includes Ayrshire, Renfrewshire and Inverclyde (70%).
