



Scottish **Arts** Council

Taking Part

Arts Attendance, Participation and Attitudes in Scotland 2004

Volume 1: Main Report
(RES16)

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

June 2005

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Contents

Executive summary	i
Under represented groups – key findings	vii
1. Introduction	1
1.1 Background	1
1.2 Method.....	3
1.3 Sample profile.....	8
2. Main results.....	10
2.1 Attendance	10
2.1.1 Overall attendance.....	10
2.1.2 Attendance at individual events and activities	13
2.1.3 Professional or amateur events	19
2.1.4 Reasons for attending.....	21
2.1.5 Future attendance.....	22
2.1.6 Paid attendance	24
2.1.7 Value for money.....	25
2.1.8 Promoting arts and cultural events	27
2.2 Participation.....	29
2.2.1 Overall participation	29
2.2.2 Frequency of participation	31
2.2.3 Membership of classes, clubs and groups	33
2.3 Viewing and listening habits	34
2.3.1 Output and medium used	34
2.4 Attitudes towards the arts	37
2.4.1 Levels of interest.....	37
2.4.2 Attitudes.....	39
2.5 The Scottish Arts Council	45
2.5.1 Awareness of the Scottish Arts Council	45
2.5.2 Attitudes towards Scottish Arts Council supported events.....	46
3. Appendices	48

Executive summary

Introduction

In February 2004 the Scottish Arts Council commissioned TNS to undertake a survey to provide data on levels of attendance and participation in arts and cultural activities and attitudes towards the arts among the adult population of Scotland. Similar studies were undertaken in 1991, 1994, 1998 and 2001, making it possible to track changes and identify trends. The 2004 survey differed from previous surveys in three ways:

1. Respondents were asked about attendance and participation “within the last 12 months”, as opposed to “nowadays” in order to improve accuracy and inform planning and audience development. It should be noted, however, that this change means that the attendance and participation data is not strictly comparable to similar data collected in previous years.
2. Respondents were asked about their intentions to attend or participate in arts and cultural events which they had not previously attended or participated in.
3. Additional sampling was undertaken among specific under-represented groups in order to provide information relating to Scottish Executive targets, as outlined below.

The main objectives of the survey were as follows:

1. To enable the Scottish Arts Council to identify and profile attenders and participants in terms of demographic data.
2. To assess attitudes towards a number of arts-related issues.
3. To provide general information for use by the Scottish Arts Council and other arts-related organisations for advocacy purposes.
4. To provide baseline data on attendance, participation and attitudes among eight specific under-represented groups:
 - *minority ethnic communities*
 - *disabled people*
 - *people aged 16-24*

- *people aged 65+*
- *people living in deprived areas*
- *people living in rural areas*
- *children under 16*
- *women*

Data on under-represented groups will be collected again in 2005/06.

This report, Volume 1, presents the main survey findings for objectives 1 to 3 and a summary of the key findings for objective 4. The main findings relating to under-represented groups are published in Volume 2 of this report.¹

Method

- Overall 2,753 face-to-face in-home interviews were undertaken throughout Scotland. Fieldwork took place between 20th March 2004 and 6th June 2004.
- Of this total some 2,020 interviews represented the 'core' sample, representative of the Scottish adult population in terms of geographical distribution, age, working status, ethnicity and socio-economic profile. 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 Scottish population. This report contains the results obtained from this sample, representative of the Scottish population as a whole.
- To increase the accuracy of separate analyses undertaken amongst groups with a lower abundance across the population generally, a further 471 interviews were undertaken with members of minority ethnic communities and 287 were undertaken with residents of deprived areas (see page 6). As mentioned above, the results of these 'booster' interviews are reported separately.²

Attendance

- Some 75% of respondents indicated that they had attended an arts or cultural activity within the previous year.

¹ Taking Part Arts Attendance, Participation and Attitudes in Scotland 2004, Volume 2: Under represented groups, Scottish Arts Council

² Ibid

- Around half of Scots had been to a cinema in the previous year (52%), 30% had visited a museum, 25% visited an art gallery and 24% went to a rock or pop music event.
- When asked to indicate their main reasons for attending, over a third of respondents stated that they wanted to see a specific performer or event (36%), 12% said they liked to see that type of event, 11% attended as a social meeting with friends and 10% stated that it was something to do on a special occasion.
- Overall, in terms of potential audiences, around two-fifths of Scottish adults would consider attending an arts or cultural activity that they have never been to before (39%). Around 1 in 5 would attend a visual arts activity (20%), performance in a theatre (18%) or any music event (18%).
- In terms of the types of arts and cultural activities last attended when it was necessary to pay to get in (excluding visits to cinemas), the most popular activities mentioned were rock or pop music events (18%), pantomimes and variety shows (9%) and plays (9%).
- When asked how they would rate the value for money they obtained at the most recent paid for event or activity they attended, 2 in 5 respondents stated that it had been better value for money than expected (39%). A further 50% stated that value for money was as they had expected while 4% thought that the value for money was less than expected.
- Respondents who had attended an event in the last year were asked to indicate what factors had influenced their choice of where to go. Half had been influenced by the personal recommendations of friends or family (50%) while 41% were influenced by reviews in the press or on television, etc.
- The most frequently mentioned way of finding out about events generally was from adverts in daily or evening newspapers (58%). This medium was also suggested most often as being the single most effective communication channel (35%).

Participation

- 67% of Scottish adults stated that they had participated in arts or cultural activities during the previous year.

- When asked how frequently they took part in different activities, reading books was the one most frequently undertaken with just over half of Scottish adults having undertaken this activity in the last year (54%).
- Other activities undertaken by more than a fifth of the population during the last year were buying a work of fiction/poetry (24%) and buying other types of books (21%). In contrast, 1% or less of the population had taken part in contemporary dance, ballet, opera, printmaking, sculpture or making films during the previous year.
- Relatively small proportions of respondents took classes or were in clubs or groups relating to any of the activities they undertook. The activities most likely to involve a class or group were playing a musical instrument (3%), painting or drawing (3%), Scottish traditional dance (3%) and singing in a choir (3%).

Viewing and listening habits

- As in 2001, the most popular type of entertainment to view or to listen to on the radio or a pre-recorded format was rock and pop music. Overall, the most popular types of output to listen to or watch were as follows:
 - *Listening to rock or pop music on CD/Record/Cassette or through the Internet (58% overall)*
 - *Listening to rock or pop music on the radio (51% overall)*
 - *Watching rock or pop music on TV/Video/DVD or through the Internet (44% overall)*
 - *Watching plays on TV/Video/DVD or through the Internet (34% overall)*
 - *Watching musicals on TV/Video/DVD or through the Internet (29% overall)*
 - *Listening to country and western music on CD/Record/Casette/MP3/Internet (20% overall)*

Attitudes towards the arts

- In 2004, 49% of respondents indicated that they were 'very or quite interested' in arts and cultural events generally, a slightly higher proportion than recorded in the 2001 (45%) and 1998 (44%) surveys. Some 42% stated that they were 'not very or not at all interested'.

- Respondents in the AB social classes (72%), people aged 45 to 54 (56%), residents of the Grampian area (56%) and women (52%) were most likely to be interested in the arts. Conversely, the groups most likely to state that they were 'not very or not at all interested' included people aged 65 or over (44%), residents of Lanarkshire and Ayrshire (44%) and those in the C2 (39%) and DE (35%) social classes.
- The 2004 survey results demonstrate continued strong support for arts and culture in many areas among the adult population of Scotland. In particular, around 9 in 10 adults agreed that:
 - *Arts and cultural activities give a lot of pleasure to many people*
 - *The success of Scottish artists, performers and writers gives people a sense of pride*
 - *The success of Scottish art and cultural activity gives the outside world a good impression of Scotland*
 - *Artists, performers and writers are important people who contribute to society*
 - *Arts and cultural activities help bring people together in local communities*

Around 8 in 10 adults agreed that:

- *Central government has a responsibility to support arts and culture*
- *Arts and cultural activity help to bring visitors and tourists to this area*
- *If any local area lost its art and cultural activities, the local people would lose something of value*
- *Arts and cultural activity helps to enrich the quality of our lives*
- *I am in favour of lottery money going to the arts*

The Scottish Arts Council

- Respondents were asked whether they had ever heard of the Scottish Arts Council. Overall, some 72% of respondents were aware of the organisation, a slightly lower proportion than recorded in 2001 (76%). Respondents classified as ABs, those aged between 45 and 54 and those who were interested in the arts were most likely to be aware of the Scottish Arts Council (88%, 84% and 82% respectively) while less than half of those aged between 16 and 24 had heard of the organisation (42%).
- In order to prompt attitudes towards the Scottish Arts Council's supporting of events, respondents were shown the Scottish Arts Council logo and then asked which of a series of statements best matched their opinions. Amongst respondents who had previously heard of the Scottish Arts Council, the highest levels of agreement were with the positive statements that an event supported by Scottish Arts Council would be:
 - *Well run (44%);*
 - *Worth supporting (33%);*
 - *High quality (28%).*

Under represented groups – key findings

Below is a table showing the summary attendance and participation among the eight under-represented groups.

Table A-1– Levels of attendance and participation during previous 12 months (%)

	Attendance in last 12 months	Participation in last 12 months
Scottish adults	75	67
Minority ethnic communities	70	60
Residents of deprived areas	67	52
Disabled people	50	58
Women	75	69
Residents of rural areas	75	69
People aged 16 to 24	87	65
People aged 65+	52	61

In addition, an estimated 72% of children aged 5 to 15 attended or participated in arts or cultural activities during the previous 12 months.

Full results and commentary regarding attendance and participation amongst under-represented groups are available in Volume 2 of this report.

1. Introduction

1.1 Background

The Scottish Arts Council is one of the main channels for public funding of the arts in Scotland. The Scottish Arts Council is financed by the Scottish Executive and also distributes funds from the National Lottery to the arts in Scotland. The main objectives of the Scottish Arts Council are as follows:

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

In 1991, 1994, 1998 and 2001 large-scale surveys were commissioned by the Scottish Arts Council. These surveys were designed to establish the following range of information for the Scottish adult population;

- levels of attendance at various types of arts events and activities;
- participation in various types of arts activities;
- the attitudes of the Scottish adult population towards the arts.

In 1999, a similar type of survey was conducted amongst school aged children in Scotland.³

In February 2004 the Scottish Arts Council commissioned TNS to undertake a survey to provide data on levels of attendance and participation in arts and cultural activities and attitudes towards the arts among the adult population of Scotland. The 2004 survey differed from previous surveys in that additional sampling was undertaken among specific under-represented groups in order to provide information relating to Scottish Executive targets, as outlined overleaf, and changes were made to questions asked.

³ Children's Attendance, Participation and Attitudes Towards the Arts in Scotland, Scottish Arts Council 1999

The main objectives of the survey were as follows:

1. To enable the Scottish Arts Council to identify and profile attenders and participants in terms of demographic data.
2. To assess attitudes towards a number of arts-related issues.
3. To provide general information for use by the Scottish Arts Council and other arts-related organisations for advocacy purposes.
4. To provide baseline data on attendance, participation and attitudes among eight specific under-represented groups:
 - *minority ethnic communities*
 - *disabled people*
 - *people aged 16-24*
 - *people aged 65+*
 - *people living in deprived areas*
 - *people living in rural areas*
 - *children under 16*
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Data on under-represented groups will be collected again in 2005/06.

This report, Volume 1, presents the main survey findings for objectives 1 to 3 and a summary of the key findings for objective 4. The main findings relating to under-represented groups are published in a separate report.⁴

⁴ Taking Part Arts Attendance, Participation and Attitudes in Scotland 2004, Volume 2: Under represented groups, Scottish Arts Council

1.2 Method

To fully meet the study objectives, some 2,753 face-to-face in-home interviews were undertaken throughout Scotland. Fieldwork took place between 20th March 2004 and 6th June 2004. Of this total some 2,020 interviews represented the ‘core’ sample, representative of the Scottish adult population 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 Scottish population. This report contains the results obtained from this sample, representative of the Scottish population as a whole. The results obtained amongst this sample are broadly, although not entirely, comparable with those obtained in 2001 when 2,007 interviews were undertaken.

To increase the accuracy of separate analyses undertaken amongst groups with a lower abundance across the population generally, a further 471 interviews were undertaken with members of minority ethnic communities and 287 were undertaken with residents of deprived areas (see page 6). The results of these ‘booster’ interviews are reported separately.⁵

With the core sample size of 2,020, results for the sample as a whole are accurate to +/- 2.2% at the 95% level of confidence. When comparing the results of the 2001 and 2004 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. 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 2001 survey, a result of 54% or 46% in the 2004 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

⁵ Taking Part Arts Attendance, Participation and Attitudes in Scotland 2004, Volume 2: Under represented groups, Scottish Arts Council

statistically significant shift. Throughout this report those changes in results which are statistically significant have been identified and are highlighted in the commentary.

The fieldwork methods used in 2004 were similar to those employed in 1998 and 2001, thereby ensuring that, where appropriate, results are directly comparable. 10 interviews were undertaken per sampling point to minimise the effect of clustering and quota controls were set to reflect the sex, age and working status profile 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 Enumeration District.

A representative sample of the Scottish adult population was generated by the geodemographic analysis company CACI on the basis of their ACORN classification (A Classification of Residential Neighbourhoods).

Comparability of 2004 and 2001 survey results

As mentioned previously, the survey fieldwork methods used during the 2001 and 2004 surveys were similar in order to maximise the comparability of results, and to identify and monitor trends over time.

However, in order to improve the accuracy of results for planning and audience development use, in questions regarding attendance and participation the time period asked about in the 2004 survey was the 'last 12 months' rather than 'nowadays', as asked in 2001.

Due to this change, results relating to attendance and participation in 2004 do not include comparisons with results obtained in previous years.

An additional question was added in 2004 on intention to attend or participate in arts and cultural events in the future in an attempt to identify potential audiences; there is therefore no comparable data from previous surveys.

Geographical analysis of data

As in the 2001/02 survey, geographical analysis of the results from the 2004 survey was based on the following 7 area groupings:

- Glasgow and surrounding area (Dumbarton & Renfrew)
- Lanarkshire plus Ayrshire (including Arran and the Cumbraes)
- Fife/Tayside/Central
- Edinburgh and the Lothians
- Borders and Dumfries and Galloway
- Grampian
- Highlands and Islands (including Argyll and Bute)

In the following sections significant variations between these areas have been highlighted where appropriate.

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 survey 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 1,375 within core sample.
- *Small town* – combination of accessible and remote small towns – total sample of 245 within core sample.
- *Rural* – combination of accessible and remote rural – total sample of 400 within core sample.

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.

Within the core sample, which represents Scotland's adult population as a whole, some 230 interviews were undertaken within areas which met this definition. In addition, a further 287 'booster' interviews were carried out within these areas and a separate analysis of the overall 517 interviews is presented in a separate report.

Ethnic minority communities

To ensure that an adequate sample was achieved, an additional 'booster' of interviews was undertaken with Scots who stated that they were members of an ethnic minority community. As such a total of 512 interviews were undertaken with members of these groups, the results of which are provided in a separate report. 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 an ethnic minority community found within the Scottish adult population as a whole (2% of total sample).

Rounding

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

1.3 Sample profile

The following table provides a summary of the sample profile and, for comparison, the profile of the Scottish adult population. The sample closely matches the distribution of the Scottish adult population 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 (2,020)

	All respondents	Scottish Population
Sex		
Male	46	48
Female	54	52
Age		
16-24	13	14
25-34	16	19
35-44	20	19
45-54	16	15
55-64	14	13
65+	21	20
Class		
AB	19	19
C1	29	28
C2	19	20
DE	33	33
Location		
North (Highlands & Islands, Grampian)	17	18
East Central (Fife, Tayside, Central, Borders, Dumfries and Galloway, Edinburgh & Lothians)	36	40
West Central (Glasgow, Ayrshire, Lanarkshire)	47	43

Due to the need to obtain a sample which represented the Scottish adult population in terms of age, sex, social class and place of residence in terms of both rurality and geographic area, there are some slight variations between the sample profile and the estimated profile of the population. However, any variations between the sample and actual population profile do not influence the representativeness of the survey results beyond the previously discussed sampling errors.

Section 2 of this report provides the results of the 2004 survey and, wherever appropriate, comparisons with the results of the 2001 and 1998 survey.

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. Main results

This section of the report provides the main results of the survey and compares the findings, where appropriate, with those obtained during the 2001 and 1998 surveys.

2.1 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.

2.1.1 Overall attendance

Some 75% of respondents indicated that they had attended an arts or cultural activity within the previous year⁶.

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

Base: All respondents (2,020)

	Attended in last 12 months
Any event attended	75
Any Arts (exc. rock & pop/ country)	73
Any Arts (exc. cinema)	66
Any Arts (exc. cinema/ museum/ gallery)	61
Any Arts (exc. cinema/ museum/ gallery/ rock and pop/ country)	53
Any performance in theatre	42
Any music	40
Any music (exc. rock & pop & country)	21
Any dance	15
Any visual arts (exc. cinema/museums/galleries)	13
<i>Base:</i>	<i>2,020</i>

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 Scots had attended any performance in a theatre during the previous 12 months while a similar proportion had attended any music event (40%). 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 (15% and 13% respectively).

⁶ Definitions of art form categories may be found in Appendix 2

When comparing the type of events attended during the previous year with the respondents' characteristics there are some noticeable differences:

- *Any arts (75% overall)*: as a whole, arts and cultural activities were more likely to have been undertaken during the previous year by residents of the Borders and Dumfries and Galloway (85%), people in full time education (96%), people aged under 45 (85%) and members of the AB social classes (90%). Conversely, smaller proportions of residents of Lanarkshire and Ayrshire (67%), people without any academic qualifications (53%), residents of deprived areas (57%) and people aged 65 or over (52%) had attended any arts events.
- *Any arts (exc. rock & pop/country) (73% overall)*: higher proportions of people in full time education (93%) or with a higher education (89%), people aged under 45 (84%) and members of the AB social classes (90%) had attended activities in this category.
- *Any arts (exc. cinema) (66% overall)*: more popular amongst people aged between 35 and 44 (75%), AB social classes (86%) and those still in full time education (87%) or with a higher education (84%).
- *Any arts (exc. cinema/ museums/ art gallery) (61% overall)*: more popular amongst those aged between 35 and 44 (69%), AB social classes (80%), residents of the Highlands and Islands (71%) and those who are still in full time education (80%).
- *Any arts (exc. cinema/ museum/ gallery/ rock and pop/ country & western) (53% overall)*: most popular amongst people with a higher education (71%) and AB social classes (75%).
- *Any performance in a theatre (42% overall)*: more popular amongst females (48%), those aged 35 to 54 (50%), AB social classes (62%), residents of the Highlands and Islands (53%) and people with a higher education (59%).
- *Any music (40% overall)*: more popular amongst those aged 16 to 24 (51%), AB social classes (61%), residents of Edinburgh and the Lothians (46%) and those still in full time education (64%) or with a higher education (56%).
- *Any music (exc. rock & pop/ country) (21% overall)*: more popular among residents of the Highlands and Islands (29%), those with a higher education (37%), those aged between 45 and 54 (29%) and, most notably, those in the AB social classes (43%).

- *Any dance (15% overall):* more popular amongst AB social classes (29%), residents of the Highlands and Islands (33%) and people with a higher education (27%).
- *Any visual arts (exc. cinema/museums/art galleries) (13% overall):* more popular among residents of the Borders and Dumfries & Galloway (24%), people with a higher education (24%) and AB social classes (26%).

2.1.2 Attendance at individual events and activities

Respondents were presented with a range 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. The table below illustrates the proportions of respondents that attended each activity during the last year and how often they did so.

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

Base: All respondents (2,020)

	In last year	How often attended in last year		
		Once	2 or 3 times	4 or more times
Any event attended	75	7	13	55
Any performance in theatre	42	13	14	15
Any music	40	11	14	15
Any visual arts (exc. cinema)	39	9	11	17
Any dance	15	7	4	4
Cinema	52	5	15	31
Museums	30	12	11	6
Art galleries	25	9	10	6
Pantomime or variety show	19	14	4	*
Plays	18	6	8	4
Rock and pop music	24	9	10	6
Musicals	15	7	6	1
Carnival/ circus	6	5	1	*
Scottish traditional dance	7	4	2	1
Scottish traditional music	8	3	3	2
Arts festivals	8	5	3	1
Scottish folk music	6	3	2	1
Opera/ operetta	6	3	2	1
Ballet	5	3	1	*
Jazz music	6	3	2	1
Dance (other than ballet, contemporary/ Scottish traditional)	4	1	1	1
Country and western music	4	2	1	*
Contemporary painting	6	3	3	1
Contemporary crafts	6	3	2	1
Contemporary dance	3	1	1	*
Chamber music/recitals	4	2	1	1
Contemporary photography	5	2	2	1
Folk music (exc. Scottish)	2	1	1	*
Literary or poetry event	3	1	1	1
Video/ multi-media perf. art	3	1	1	1
Orchestral music	3	1	1	*
Contemporary drawing	3	1	1	1
Contemporary sculpture	3	1	1	1
Contemporary video/ multi-media	2	1	1	1
Contemporary printmaking	2	1	1	*
Contemporary illustration	2	1	1	*
Contemporary installation	1	*	*	*

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

As the table illustrates, three-quarters of Scottish adults had attended at least one of the activities during the previous year (75%). Around half had been to a cinema (52%), 30% had visited a museum, 25% had visited an art gallery and 24% had been to a rock or pop music event.

A closer analysis of the proportions of different groups undertaking each activity during the previous year identified the following variations:

Cinema

Cinema (52% overall) – just under a third of Scots adults went to the cinema on 4 or more occasions during the previous year (31%) while a further 15% went on 2 or 3 occasions. Scots most likely to have gone to the cinema included residents of the Fife/ Tayside/ Central area (59%) or Edinburgh and the Lothians (58%), those still in full time education (82%), those aged 16 to 24 (77%) and those in the AB social classes (66%).

Visual arts

Overall, about two in five Scots adults (39%) attended any visual arts (other than a cinema). A larger proportion of those who have a higher education (60%), people aged 35 to 44 (45%) and those in the AB social classes (63%) had attended. The following sections provide more details of attendance at different types of visual arts activities.

Museums (30% overall) – 6% of Scots went to a museum on 4 or more occasions during the previous year, 11% went on 2 or 3 occasions and 12% went once. Larger proportions of people with a higher education (44%), those aged 35 to 44 (36%) and those in the AB social classes (48%) had visited a museum during the previous year.

Art galleries (25% overall) – 6% of Scots went to art galleries on 4 or more occasions during the previous year, 10% went on 2 or 3 occasions and 9% went once. Respondents most likely to have attended this activity included those aged 35 to 44 (31%), those in the AB social classes (48%) and those with a higher education (48%).

Contemporary painting (6% overall) – 4% of Scots went to see contemporary painting on 2 or more occasions during the year while 3% went once. Larger proportions of residents of the Borders and Dumfries and Galloway (12%), those with a higher education (13%) and AB social classes (15%) went to see contemporary painting.

Contemporary drawing (3% overall) - ABs (8%) were more likely to attend this event.

Contemporary photography (5% overall) – larger proportions of those aged between 45 and 54 (15%), ABs (21%) and those still in full time education (12%) attended this event.

Contemporary sculpture (3% overall) – a larger proportion of residents of the Borders and Dumfries and Galloway (11%), those with a higher education (8%) and those in the AB social class (9%) attended this event.

Contemporary illustration (2% overall) – ABs (5%) and respondents with a higher education (5%) were more likely than others to attend this event.

Contemporary printmaking (2% overall) – similarly, ABs (5%) and respondents with a higher education (5%) were more likely than others to attend this event.

Contemporary video/ multi-media (2% overall) – Scots who were still in full time education (10%), those with a higher education (5%) and those aged between 16 and 24 were more likely to attend this event.

Contemporary installation (1% overall) – this was the least frequently attended activity out of all of the arts and cultural activities asked about in the survey. Scots who were still in full time education were more likely to have attended during the last year (5%).

Music

Some 40% of all Scottish adults had attended music events during the previous year. Overall, people most likely to have attended music events included residents of the Edinburgh and Lothians area (46%), those with a higher education (56%), those who are still in full time education (64%), people aged between 16 and 24 (51%) and members of the AB social classes (61%).

The following sections provide more details of attendance at specific types of music event.

Rock and Pop music (24% overall) – around 1 in 6 adults attended this type of event on 2 or more occasions during the previous year (16%) while 9% attended one event. Respondents most likely to have stated that they attended this activity included those who were still in full time education (55%), those whose highest qualifications were Highers (37%) and those aged 16 to 24 (46%) and 25 to 34 (40%).

Scottish traditional music (8% overall) – some 5% of Scots stated that they attended this activity on 2 or more occasions during the last year while 3% attended once. A larger proportion of ABs (14%), residents of the Highlands and Islands (16%) and residents of

rural areas generally (15%) had attended Scottish traditional music events during the previous year.

Opera/opera (6% overall) – Scots more likely to have attended opera/opera during the previous 12 months included those aged 65 or over (9%), those with a higher education (11%) and members of the AB social classes (13%).

Scottish folk music (6% overall) – respondents most likely to attend Scottish folk music events during the previous year included ABs (11%), those with a higher education (11%), residents of the Highlands and Islands (12%) and residents of rural areas (10%).

Jazz music (6% overall) – larger proportions of Scots with a higher education (12%) or those in the AB social classes (14%) had attended jazz music events during the previous year.

Country and western music (4% overall) – Scots more likely to go to country and western music events included those in the C2 social class (8%) and residents of the Highlands and Islands (8%).

Chamber music or recitals (4% overall) – a larger proportion of Scots with a higher education (9%) and ABs (12%) had attended this type of event during the last year.

Orchestral music (3% overall) – respondents most likely to attend this type of activity during the previous year included members of the AB social classes (7%).

Folk music excluding Scottish (2% overall) – Scots most likely to have attended this activity included members of ethnic minorities (10%).

Plays

Plays (18% overall) – around an eighth of respondents went to 2 or more plays during the previous year (12%) while 6% attended only one play. Respondents more likely than average to have attended any plays during the previous year included females (21%), members of the AB social classes (36%), residents of Edinburgh and the Lothians (23%), residents of the Highlands and Islands (26%) and those who were either still in full time education (27%) or had obtained a higher education (31%).

Dance

Overall, 15% of Scots adults had attended a dance event during the previous year. Larger proportions of residents of the Highlands and Islands (33%), people aged 45 to 54 (19%) and ABs (29%) had been to this type of event in the previous 12 months. The following sections provide more details of attendance at different types of dance.

Scottish traditional dance (7% overall) – 3% of respondents went to see Scottish traditional dance on 2 or more occasions in the last year and 4% attended once. Scots most likely to attend this type of event included residents of the Highlands and Islands (27%), rural residents generally (14%) and members of the AB social classes (12%).

Ballet (5% overall) – a larger proportion of residents of the Edinburgh and Lothians (8%), people still in full time education (10%) or with a higher education (11%) and members of the AB social classes (13%) attended this activity.

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) – Scots more likely to have attended styles of dance other than those specified in the questionnaire included residents of the Borders and Dumfries and Galloway (8%) and members of ethnic minorities (7%).

Literature

Literary or poetry event (3% overall) – 2% of Scots attended this type of event on 2 or more occasions in the year and 1% attended once. A comparison of levels of attendance amongst different groups of respondents suggests that those aged between 25 and 34 (6%), ABs (8%) and residents of the Borders and Dumfries and Galloway (7%) were more likely to attend this type of event.

Musicals

Musicals (15% overall) – 7% of Scots attended musicals on 2 or more occasions in the last year while a similar proportion attended once. Respondents most likely to attend a musical included those with a higher education (21%), females (17%) and those in the AB social classes (25%).

Arts Festivals

Arts festivals (8% overall) – 4% of Scots went to arts festivals on 2 or more occasions during the year and 5% attended once. Respondents most likely to have attended this type of event included those in the AB social classes (16%), residents of the Highlands and Islands (15%) and those with a higher education (17%).

Carnivals/ Circus

Carnival/ circus (6% overall) – a larger proportion of Scots aged 25 to 34 (10%) attended this type of event during the previous year.

Pantomimes/variety shows

Pantomime or other variety show (19% overall) – while 4% of Scots attended this type of event on 2 or more occasions during the last year, a much larger proportion attended just once (14%). A larger proportion of females (23%), people aged between 35 and 44 (25%) and ABs (26%) attended this type of event.

Video/multi-media performance arts

Video/multi-media performance art (3% overall) – a larger proportion of Scots aged under 35 (6%) and those who are still in full time education (11%) had attended this type of event.

Crafts

Contemporary crafts (6% overall) – residents of the Borders and Dumfries and Galloway (11%) and the Highlands and Islands (11%) and ABs (12%) were most likely to have attended this activity in the last year.

2.1.3 Professional or amateur events

Performing Arts

Respondents were asked about the most recent performing arts event they had attended and whether the performers had been professionals or amateurs.

Table 2-3– Whether performers were professionals or amateurs (%)

Base: All respondents that attended each type of event

	Professional			Amateur		
	2004	2001	1998	2004	2001	1998
Cinema	98	95	92	1	1	1
Rock and pop music	95	90	90	9	8	9
Orchestral music	94	81	82	13	17	21
Carnival/ circus	88	80	n/a	13	12	n/a
Ballet	87	87	89	15	8	8
Opera/ operettas	85	80	79	17	19	18
Chamber music/recitals	84	77	82	22	16	21
Jazz music	81	73	75	26	24	26
Musicals	79	69	n/a	27	30	n/a
Pantomime or variety show	78	71	n/a	28	28	n/a
Country and western music	74	65	72	28	31	28
Arts festivals	72	66	n/a	40	33	n/a
Folk music (exc. Scottish)	70	50	n/a	46	43	n/a
Literary or poetry event	70	44	55	34	45	40
Plays	69	57	60	40	42	43
Video/ multi-media perf. art	66	67	n/a	31	20	n/a
Contemporary dance	63	51	54	38	41	43
Scottish folk music	60	47	n/a	52	48	n/a
Scottish traditional music	50	47	n/a	57	52	n/a
Dance (other than contemporary/ Scottish traditional)	35	40	n/a	62	52	n/a
Scottish traditional dance	31	24	30	74	73	71

N.B. Row percentages for each year do not always add up to 100% as some events are performed by both professionals and amateurs.

The majority of respondents who had most recently been to a cinema stated that on the last occasion they attended the performers were professionals (98%). Similarly, the vast majority of respondents who had attended rock and pop music events, orchestral music, a carnival/ circus or a ballet indicated that for the most recent event attended the performers had been professionals (95%, 88%, 87% and 85% respectively).

The only activities that were more likely to have been performed by amateurs rather than professionals were Scottish traditional music, Scottish traditional dance and dance events where the type of dance was not contemporary or Scottish traditional.

Visual arts

Respondents were also asked whether the performers, exhibitors or producers at the visual arts events they had most recently gone to were professionals or amateurs.

Table 2-4– Whether exhibitors/performers were professionals or amateurs (%)

Base: All respondents that attended each type of event

	Professional			Amateur		
	2004	2001	1998	2004	2001	1998
Art galleries	93	91	n/a	10	7	n/a
Contemporary sculpture	87	n/a	n/a	23	n/a	n/a
Contemporary installation	81	69	n/a	29	26	n/a
Contemporary illustration	79	69	n/a	31	26	n/a
Contemporary printmaking	79	57	77	29	36	25
Contemporary photography	76	64	66	31	35	37
Contemporary painting	73	69	74	35	32	30
Contemporary drawing	73	65	n/a	37	36	n/a
Contemporary video/ multi-media	70	64	72	36	26	26
Contemporary crafts	62	48	n/a	50	50	n/a

N.B. Row percentages for each year do not always add up to 100% as some events are performed by both professionals and amateurs.

Most notably, over nine-tenths of those respondents who had visited an art gallery stated that the exhibitors were professionals (93%). Similarly, over four in five respondents who had attended an exhibition featuring contemporary sculpture (87%) or a contemporary installation (81%) stated that the exhibitors were professionals.

By comparison, those respondents who had been to contemporary crafts exhibitions were more likely to indicate that amateurs had been exhibiting (50%).

2.1.4 Reasons for attending

All respondents were asked a series of questions about reasons for attending the arts event or cultural activity they had most recently been to. When asked to indicate their main reason for attending, over a third of respondents stated that they wanted to see a specific performer or event (36%), 12% said they liked to see that type of event, 11% attended as a social meeting with friends and 10% stated that it was something to do on a special occasion. The table below lists the reasons which were provided by 3% or more of respondents.

Table 2-5– Reasons for attending event

Base: Respondents who attended arts or cultural activities in the last 12 months (1,517)

	2004
Wanted to see a specific performer or event	36
I like going to that type of event	12
A social meeting with friends	11
Something to do on a special occasion	10
Was invited along	6
Friend or relative involved in event or activity	5
Family outing	3
Recommended by friend/ relative	3

An analysis of respondent type by the main reason provided indicated the following:

“Wanted to see a specific performer or event” – this reason was more likely to be mentioned by residents of Glasgow and the surrounding area (40%), people aged under 35 (41%) and members of the C1 social class (40%).

“I like going to this type of event” – this reason was more likely to be provided by Scots aged 65 or over (19%) and residents of rural areas (15%).

“Went along as a social meeting with friends” – a larger proportion of Highlands and Islands residents (19%), people with no academic qualifications (16%), people aged 65 or over (19%) and members of ethnic minorities (17%) provided this reason.

“Something to do on a special occasion” – more likely to be stated by residents of small towns (13%) and people who live in Lanarkshire or Ayrshire (15%).

2.1.5 Future attendance

In the 2004 survey respondents were asked to specify whether they would consider attending in the future any of the arts and cultural activities they had not previously been to. This question had not been included in the previous years of the survey.

Table 2-6 Events not attended in past but would attend in future (%)

Base: All respondents (2,020)

All Scottish adults	
Any event	39
Any visual arts (exc. cinema)	20
Any performance in theatre	18
Any music	18
Any dance	9
Contemporary photography	6
Contemporary painting	5
Contemporary drawing	5
Musicals	4
Opera/ operetta	4
Ballet	4
Contemporary crafts	4
Video/ multi-media perf. Art	4
Contemporary sculpture	4
Contemporary video/ multi-media	4
Contemporary illustration	4
Museums	3
Art galleries	3
Pantomime or variety show	3
Plays	3
Rock and pop music	3
Jazz music	3
Dance (other than contemporary/ Scottish traditional)	3
Country and western music	3
Contemporary printmaking	3
Scottish traditional dance	2
Scottish traditional music	2
Arts festivals	2
Scottish folk music	2
Contemporary dance	2
Folk music (exc. Scottish)	2
Literary or poetry event	2
Orchestral music	2
Contemporary installation	2
Cinema	1
Carnival/ circus	1
Chamber music/recitals	1

Overall, around two-fifths of Scottish adults would consider attending arts or cultural activity that they have never been to before (39%). The largest proportions would consider attending a visual arts activity (20%), a performance in a theatre (18%) or a music event (18%). In terms of specific activities, the most frequently mentioned were contemporary

photography (6%), contemporary painting (5%) and contemporary drawing (5%). An analysis of the responses provided by different groups within the overall population suggests the following variations in demand to attend new arts and cultural activities:

Visual arts excluding cinema (20% overall) – a larger proportion of residents of the Borders and Dumfries and Galloway (31%), people in full time education (30%) and members of ethnic minorities (29%) indicated that they would consider attending a visual arts activity in the future.

Performance in a theatre (18% overall) – people aged between 25 and 34 (25%), C1s (24%), residents of the Highlands and Islands (25%) and residents of rural areas generally (23%) were more likely to consider attending this type of activity in the future.

Music (18% overall) – residents of the Borders and Dumfries and Galloway (37%) and of the Highlands and Islands (34%), people who live in rural areas (23%), people with a higher education (25%), those aged between 16 and 24 (24%) and members of ethnic minorities (27%) were more likely to consider attending music events in the future.

Dance (9% overall) – a larger proportion of C1s (13%) and people with a higher education (13%) would consider attending a dance event.

2.1.6 Paid attendance

In terms of the types of arts and cultural activities last attended when it was necessary to pay to get in (excluding visits to cinemas), the most frequently attended activities mentioned were rock or pop music events (18%), pantomimes and variety shows (9%) and plays (9%).

Since 1998, the proportion of respondents attending a rock or pop music event has increased marginally while the proportion stating that the last paid event was a pantomime or variety show decreased. This result may in part be due to the timing of survey fieldwork which was closer to Christmas during 2001.

Table 2-7– Most recent activity attended where had to pay to get in (%)

Base: All respondents who attended any arts or cultural activities in the last 12 months (1,517)

	2004	2001	1998
Rock or pop music	18	16	15
Pantomime or variety show	9	16	n/a
Plays	9	9	11
Museum	8	8	4
Musical	8	7	n/a
Art Gallery	6	4	5
Scottish traditional music	2	3	4

A more detailed analysis of the characteristics of respondents attending each of the most popular activities illustrates some notable differences:

Rock or pop music (18% overall) – this activity was most popular amongst males (22%), those aged between 16 and 24 (39%), C1s (23%), residents of Glasgow and the surrounding area (22%) and people who were still in full time education (41%).

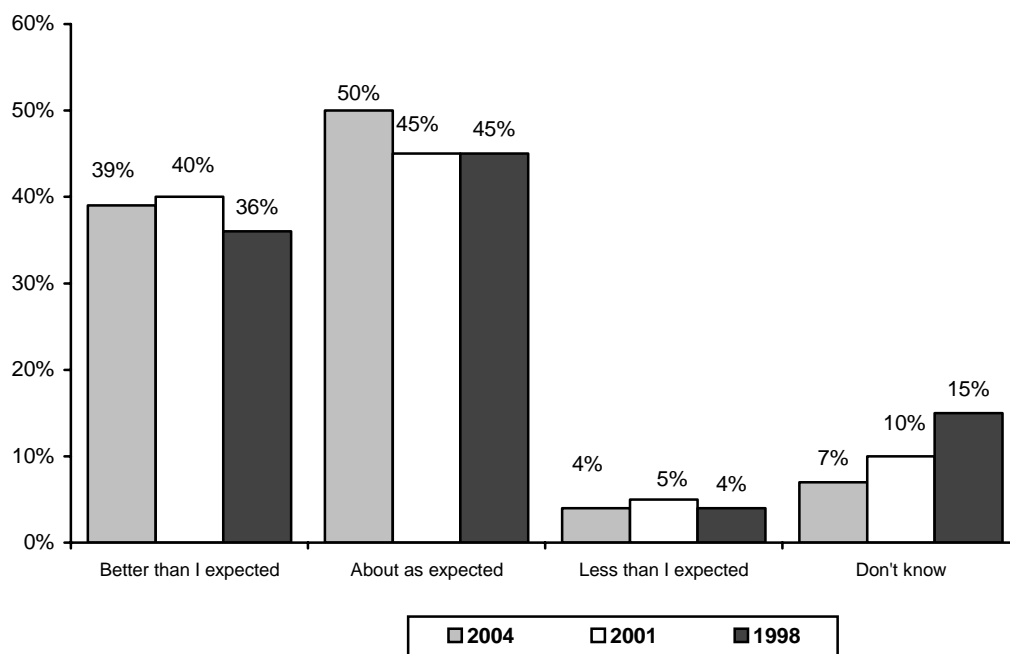
Pantomime or variety show (9% overall) – this activity was more popular amongst females (12%), DEs (13%), residents of Lanarkshire and Ayrshire (14%), those with no academic qualifications (14%) and those aged 55+ (12%).

Plays (9% overall) – this type of event was most popular amongst residents of the Edinburgh and Lothians area (13%) and the Highlands and Islands (14%) and ABs (13%).

2.1.7 Value for money

All respondents were asked how they would rate the value for money they obtained at the most recent arts-related event or activity they attended. 2 in 5 respondents stated that it had been better value for money than expected (39%). A further 50% stated that value for money was as they had expected while 4% thought that the value for money was less than expected.

Figure 2-1 – Value for money of most recent event/activity had to pay for (%)
 Base: All respondents who have attended paid event/activity exc. cinema (1,274)



In comparison to the results of the 2001 survey a slightly larger proportion of respondents thought that the event/activity had been about as expected.

Over half of those respondents who had attended a musical thought that it had presented better value for money than they had expected (55%).

Table 2-8– Value for money by type of event/ activity (%)

Base: All respondents who have attended paid event/activity exc. cinema in last 12 months (1,517)

	Better	About the same	Worse
Musical	55	40	3
Rock or pop music	42	51	5
Pantomime or variety show	40	51	4
Play	37	57	2
Art gallery	36	52	5
Museum	35	54	5

2.1.8 Promoting arts and cultural events

In order to provide information on what factors influence attendance and how attendees find out about arts events, two questions were asked.

Respondents who had attended an event in the last year were asked to indicate what factors had influenced their choice. As the table below illustrates, half had been influenced by the personal recommendations of friends or family (50%) while 41% were influenced by reviews in the press or on television.

Table 2-9 – Influences on choices of arts and cultural events attended (%)

Base: Respondents who had attended an arts or cultural activity in last 12 months (1,517)

	Influences
Recommendations from friends or family	50
Reviews in paper, magazines, TV, etc.	41
Experiences of previous work of specific artists	28
Chance to see work of artists you have never seen or heard much about before	14

Residents of rural areas, people in the AB social classes and females were most likely to have been influenced by personal recommendations (59%, 60% and 54% respectively). Reviews in the media were also more likely to influence those in the AB social classes (54%).

Following the above question, all respondents were provided with a list of options and asked to indicate how they usually found out about arts and cultural events and which promotional methods, in their opinion, were most effective. As the table overleaf illustrates, the most frequently mentioned way of finding out about events was from adverts in daily or evening newspapers (58%). This medium was also suggested most often as being the most effective approach (35%).

Table 2-10 – Promoting arts and cultural events (%)

Base: All respondents (2,020)

	How usually find out about events		The most effective method	
	2004	2001	2004	2001
Advertisement in daily/ evening newspaper	58	46	35	30
Poster in public buildings	22	10	9	6
Advertisement in local free paper	17	11	8	9
Advertisement in Sunday newspaper	17	9	5	5
Leaflet through door	12	6	11	18
Word of mouth	11	10	-	-
Announcement on local radio	10	6	5	8
Letter posted to me	7	5	5	5
Web site	7	n/a	3	n/a
Family/ friends	5	5	-	-
TV advert or teletext	4	6	2	4
E-mail sent to you	3	n/a	3	n/a
Other leaflet/ flyer/ newsletter	2	5	1	1
Text message to mobile phone	1	n/a	1	n/a

A comparison of the responses obtained in 2004 with those provided in 2001 suggests that Scots are now likely to obtain information about events from a wider variety of formal sources, most notably advertisements in newspapers, posters in public buildings and leaflets or letters they receive in the post/ through the door.

An analysis of the methods suggested as being the most effective by different sub-samples illustrates the following variations:

Advertising in daily/evening newspaper (35% overall) – this method was more likely to be suggested by residents of Grampian (45%), people with no academic qualifications (41%) and those aged between 35 and 44 (42%).

Leaflet through my door (11% overall) – suggested less often in 2001 than in 2004. However, more frequently suggested by residents of the Borders and Dumfries and Galloway (29%) and residents of rural areas generally (16%).

Poster in public buildings (9% overall) – a larger proportion of people who were still in full time education (17%) suggested this method.

2.2 Participation

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

2.2.1 Overall participation

As the table below illustrates, 67% of Scottish adults stated that they had participated in arts or cultural activities during the previous year. The most frequently undertaken of the categories listed below was reading and buying books.

Table 2-11 – Events or activities participate in (%)
Base: All respondents (2,020)

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

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

A comparison of levels of participation during the previous year amongst different groups within the sample revealed a number of variations:

Reading and buying books (56%) – higher levels of participation amongst residents of the Highlands and Islands (64%), people with a higher education (77%), females (60%) and members of the AB social classes (74%). However, reading and buying books was undertaken in the last year by less than half of people with no academic qualifications (40%).

Any performance (16% overall) – more likely to be undertaken by people aged 16 to 24 (23%), ABs (28%) and residents of rural areas (21%).

Any crafts (15% overall) - more likely to be undertaken by women (21%), people aged 45 to 54 (19%) and residents of Grampian (20%).

Any visual arts (12% overall) – respondents who live in the Highlands and Islands (19%), those who are still in full time education (27%), ABs (19%) and those aged 16 to 24 (17%) were more likely to take part in this activity.

Any writing (5% overall) - a larger proportion of people who were still in full time education (14%) and ABs (10%) took part in this activity during the previous year.

2.2.2 Frequency of participation

When asked how frequently they took part in different activities, reading books was the most frequently undertaken with half of Scottish adults having undertaken this activity in the last year (54%).

Other activities undertaken by more than a fifth of the population were buying a work of fiction/poetry (24%) and buying other types of book (21%). In contrast, 1% or less of the population had taken part in contemporary dance, ballet, opera, printmaking, sculpture or making films during the previous year.

Table 2-12– Levels of participation (%)
Base: All respondents (2,020)

	In last year	How often participated in last year		
		Once	2 or 3 times	4 or more times
Reading books	54	2	6	43*
Buying a work of fiction/ poetry	24	2	6	15
Buying other types of book	21	2	5	13
Singing in a choir	3	*	*	2
Knitting/ other textile crafts	9	1	2	6
Playing a musical instrument	8	*	*	6
Drama	2	*	1	1
Painting or drawing	8	*	1	6
Scottish traditional dance	4	1	1	1
Buying a work of art or craft object	8	3	3	2
Photography (exc. holiday snaps)	6	*	1	4
Wood crafts	3	1	1	2
Dance other than contemporary or Scottish traditional	3	*	*	2
Writing stories or articles	4	1	1	2
Crafts other than textile, wood, painting, drawing,	5	1	1	3
Writing poetry	2	*	1	1
Folk/ Scottish traditional music	2	*	*	1
Contemporary dance	1	*	*	1
Ballet	*	*	-	*
Filming on video (exc. family life)	2	1	*	1
Opera/ light opera	1	*	*	*
Printmaking	1	*	*	*
Sculpture	1	*	*	*
Making films (exc. video)	*	*	*	*

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

*4% of respondents were unable to report frequency

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

Reading books (54% overall) – a larger proportion of ABs (70%), respondents with a higher education (69%), residents of the Borders (63%) and people still in full time education (65%) had read books in the previous year. In contrast, respondents least likely to read books included DEs (43%) and those with no academic qualifications (40%).

Buying a work of fiction/ poetry (24% overall) – ABs (45%), respondents with a higher education (31%), people still in full time education (34%) and those aged between 45 and 54 (32%) were more likely to have participated in this activity. Members of the DE social classes (11%), those aged 65 or over (17%) and residents of Lanarkshire/Ayrshire (20%) were less likely to have done so.

Buying other types of book (21% overall) – similarly, people with a higher education (35%) and those still in education (31%) and ABs (40%) were the most likely to buy other types of book.

Knitting/ other textile crafts (9% overall) – respondents most likely to undertake this activity in the previous year included females (16%) and residents of Grampian (13%). Conversely, males (1%) and those aged between 16 and 24 (2%) were least likely to do so.

2.2.3 Membership of classes, clubs and groups

For each activity participated in, respondents were asked whether they were currently taking a class in this activity or were members of a club or group related to the activity.

As the table illustrates, very small proportions of respondents took classes or were in clubs or groups related to any of the activities. The activities most likely to involve a class, club or group were playing a musical instrument, painting or drawing, Scottish traditional dance and, of course, singing in a choir.

Table 2-13– Membership of classes, clubs or groups(%)

Base: All respondents (2,020)

	Proportion of population that participated in previous year	Proportion of population that participated in a class, club or group
Playing a musical instrument	8	3
Painting or drawing	8	3
Scottish traditional dance	4	3
Singing in a choir	3	3
Crafts other than textile, wood, painting, drawing, sculpture	5	2
Dance other than contemporary or Scottish traditional	3	2
Reading books	54	1
Knitting/ other textile crafts	9	1
Photography (exc. holiday snaps)	6	1
Writing stories or articles	4	1
Wood crafts	3	1
Drama	2	1
Folk/ Scottish traditional music	2	1
Buying a work of fiction/ poetry	24	*
Buying other types of book	21	*
Buying a work of art or craft object	8	*
Writing poetry	2	*
Filming on video (exc. family life)	2	*
Contemporary dance	1	*
Opera/ light opera	1	*
Printmaking	1	*
Sculpture	1	*
Ballet	*	*
Making films (exc. video)	*	*

2.3 Viewing and listening habits

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

2.3.1 Output and medium used

The table below illustrates the proportions of the population viewing and listening to different types of output using different media, with 2001 figures provided for comparison⁷.

Table 2-14– Viewing and listening habits(%)

Base: All respondents (2,020)

	Watch on TV/ Video/ DVD/ Internet		Listen to on radio		Listen to on CD/Record/ Cassette/ MP3/ Internet	
	2004	2001	2004	2001	2004	2001
Rock or pop music	44	50	51	48	58	59
Plays	34	39	6	7	1	1
Musicals	29	34	3	3	*	6
Pantomime or variety show	18	28	1	1	1	1
Country and Western music	16	20	15	16	20	18
Scottish traditional music	12	19	11	14	12	14
Folk Music - Scottish	10	16	7	10	8	9
General art programmes/ reviews	10	14	3	3	*	*
General literary programmes/ reviews	10	14	4	4	*	*
Orchestral music	10	12	11	11	13	15
Jazz music	9	12	9	9	12	12
Opera/ operetta	9	12	4	5	7	8
Ballet	8	9	*	*	*	*
Scottish traditional dance	7	12	2	2	1	2
Arts festivals	5	8	1	1	*	*
Chamber music or recitals	5	4	5	4	6	4
Dance other than contemporary or Scottish traditional	5	8	*	1	1	*
Programmes about visual art	5	9	1	2	*	*
Contemporary dance	4	5	1	*	*	*
Visual arts	4	7	*	1	*	*
Carnival/ circus	3	7	*	*	*	*
Literary or poetry event	3	5	2	2	1	1
Folk music other than Scottish	3	5	2	2	3	4
Video/ multi-media/ performance art	3	5	*	*	*	*
None of these	10	9	22	26	15	16

* - less than 0.5%

⁷ MP3 was added as possible delivery mechanism in the 2004 survey

As in 2001, the most popular type of output to view or to listen to in all 3 categories was rock and pop music. The most popular types of output to listen to or watch were as follows:

Listening to rock or pop music on CD/Record/Cassette or through the Internet (58%)

A larger proportion of residents of the Edinburgh and Lothians area (64%), people still in full time education (80%), people aged under 35 (88%) and C1C2 social classes listen to this type of music.

Listening to rock or pop music on the radio (51%)

In 2004 this activity was most popular amongst C2s (58%), people in full time education (75%) and those aged between 16 and 24 (84%).

Watching rock or pop music on TV/Video/DVD or through the Internet (44%)

A larger proportion of people aged between 16 and 24 (75%) and 25 and 34 (72%) and C1s (51%) undertook this activity.

Watching plays on TV/Video/DVD or through the Internet (34%)

Respondents most likely to watch plays included residents of the Grampian area (44%), females (38%), people aged 55 or over (44%) and members of the AB social classes (45%).

Watching musicals on TV/Video/DVD or through the Internet (29%)

Respondents more likely to make a point of watching musicals included females (36%), those aged 55 or more (33%), ABs and C1s (33%) and residents of small towns (38%).

Listening to country and western music on CD/Record/Cassette/MP3/Internet (20%)

Respondents more likely to undertake this activity included residents of the Highlands and Islands (28%), people with no academic qualifications (32%) and those aged between 55 and 64 (39%).

Overall, watching arts-related entertainment was more popular than listening with just 10% of respondents stating that they had not watched any of the types of entertainment listed on TV, Video, DVD or through the Internet. By comparison, 15% had not listened to any of those types of entertainment/activities listed on a CD or other recorded format while 22% had not listened to any of these on the radio.

Statistically significant changes in listening and viewing habits since 2001 were as follows

- Increased viewing or listening:
 - Listening to chamber music or recitals on CD or other recorded format (+2 percentage points)
- Decreased viewing or listening:
 - Watching pantomimes or variety shows on TV/Video/ DVD or Internet (-10%)⁸
 - Watching Scottish traditional music on TV/Video/DVD or Internet (-5%)
 - Watching rock or pop music on TV/Video/DVD or Internet (-6%).
 - Watching Scottish folk music on TV/Video/DVD or Internet (-6%).

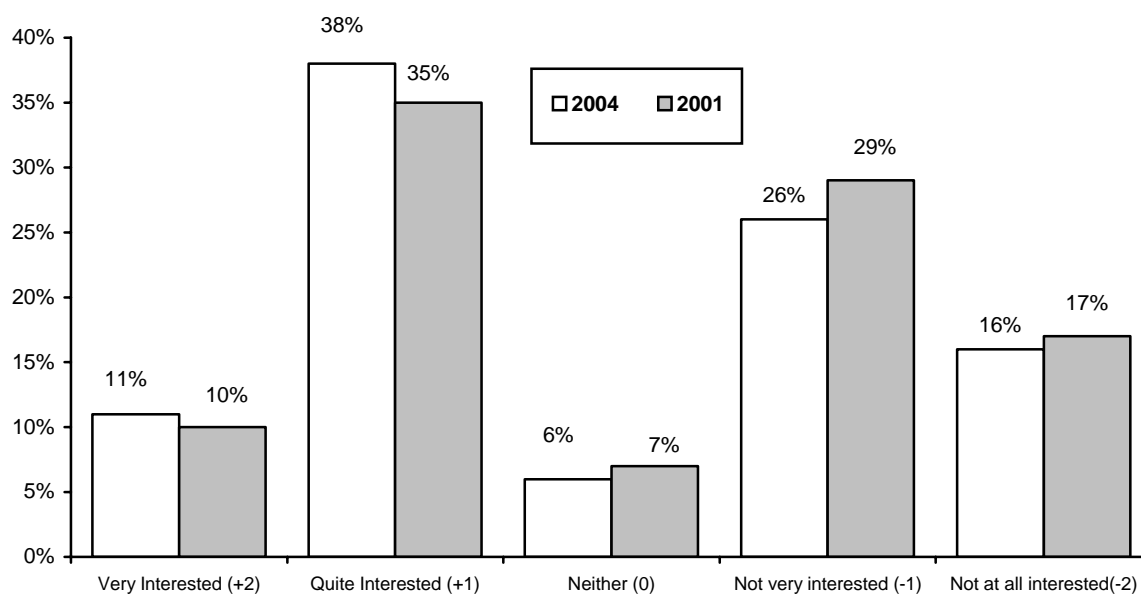
⁸ This change may be related to different timing of fieldwork in 2001 when interviewing was undertaken nearer to Christmas.

2.4 Attitudes towards the arts

2.4.1 Levels of interest

All respondents were asked to indicate how interested they were in arts and cultural events generally. Five possible responses were allowed, ranging from ‘Very interested’ to ‘Not at all interested’.

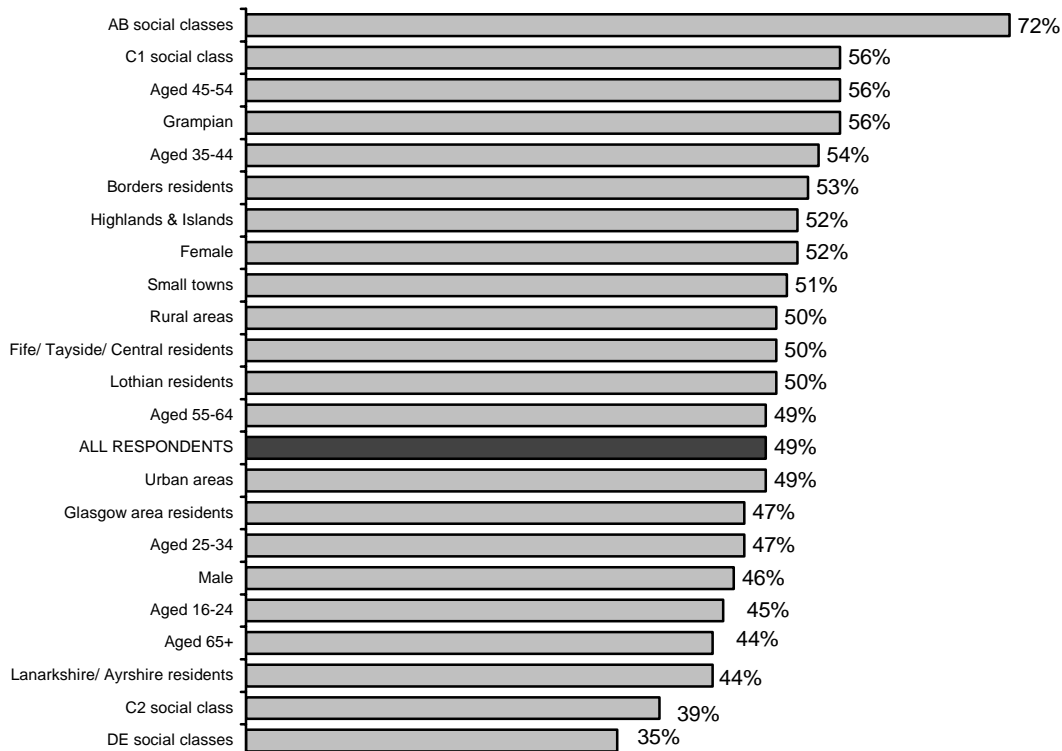
Figure 2-2 – General interest in arts and cultural events
 Base: All responses (2,020)



In 2004, 49% of respondents indicated that they were ‘very or quite interested’ in arts and cultural events generally, a slightly higher figure than that recorded in the 2001 (45%) and 1998 (44%) surveys. Some 42% stated that they were ‘not very or not at all interested’.

The chart below illustrates the proportions of respondents amongst different groups of the population that were either ‘very’ or ‘quite’ interested in arts and cultural events generally in 2004.

Figure 2-3 –Proportion of respondents either ‘very or quite interested’ in arts and cultural events generally (%)
 Base: All respondents (2,020)



While 49% of all respondents stated that they were ‘very’ or ‘quite’ interested in the arts, levels of interest varied between different groups within the population.

The most significant variations in levels of interest were between those Scots in the AB social classes (professionals in senior or middle management positions) and those in the DE social classes (semi-skilled and unskilled manual workers and unemployed). ABs were more than twice as likely to be interested than the arts than DEs (72% and 35% respectively). These findings reflect those obtained in 2001 and 1998.

The large variations between the different parts of Scotland and between females and males (52% and 46%) were also notable.

2.4.2 Attitudes

In order to gauge attitudes toward the arts and culture, respondents were read a list of statements and asked whether they agreed or disagreed with each one. Possible responses ranged from 'Agree Strongly' to 'Disagree Strongly'.

Table 2-15– Levels of agreement with attitude statements (row %)

Base: All respondents (2,020)

	Agree strongly	Agree slightly	Disagree slightly	Disagree strongly	Don't Know
Arts and cultural activities give a lot of pleasure to many people	58	36	3	1	2
The success of Scottish art and cultural activity gives the outside world a good impression of Scotland	50	41	4	1	4
The success of Scottish artists, performers and writers gives people a sense of pride	48	42	4	1	4
Central government has a responsibility to support arts and culture	46	35	9	3	5
Arts and cultural activity helps to bring visitors and tourists to this area	45	33	11	5	6
Artists, performers and writers are important people who contribute to society	44	45	6	1	4
I am in favour of Lottery money going to the arts	43	34	9	10	4
If any local area lost its art and cultural activities, the local people would lose something of value	42	39	10	2	6
Arts and cultural activities help to bring people together in local communities	40	47	6	2	4
Arts and cultural activity help to enrich the quality of our lives	40	44	9	2	5
I support my local authority in spending money on arts and culture in my area	34	37	15	9	5
I would feel out of place in an art gallery, museum or theatre	6	10	15	67	2
Disabled people only (Base: 279)					
If there were more events with better access and facilities for me, I would go to more and participate in more.	14	16	15	14	41

The 2004 survey results demonstrate continued strong support for arts and culture in many areas among the adult population of Scotland.

In particular, around 9 in 10 adults agreed that:

- *Arts and cultural activities give a lot of pleasure to many people*
- *The success of Scottish artists, performers and writers gives people a sense of pride*
- *The success of Scottish art and cultural activity gives the outside world a good impression of Scotland*
- *Artists, performers and writers are important people who contribute to society*
- *Arts and cultural activities help bring people together in local communities*

Around 8 in 10 adults agreed that:

- *Central government has a responsibility to support arts and culture*
- *Arts and cultural activity helps to bring visitors and tourists to this area*
- *If any local area lost its art and cultural activities, the local people would lose something of value*
- *Arts and cultural activity helps to enrich the quality of our lives*
- *I am in favour of lottery money going to the arts*

Compared to 2001, during 2004 respondents were slightly less likely to agree with the statement *“Arts and cultural activities give a lot of pleasure to many people”* but equally likely to agree with the other statements.

In comparison to 1998, respondents interviewed in 2004 were more likely to agree with the following statements:

“The success of Scottish art and cultural activity gives the outside world a good impression of Scotland.”

“Arts and cultural activities help to bring people together in local communities.”

“I am in favour of Lottery money going to the arts.”

“I support my local authority in spending money on arts and culture in my area.”

Table 2-16–Levels of agreement with attitude statements 1998 to 2004

Base: All respondents (2,020)

	2004	2001	1998
	Agree	Agree	Agree
Arts and cultural activities give a lot of pleasure to many people	94	96	96
The success of Scottish art and cultural activity gives the outside world a good impression of Scotland	91	89	89
The success of Scottish artists, performers and writers gives people a sense of pride	90	90	92
Artists, performers and writers are important people who contribute to society	89	89	88
Arts and cultural activities help to bring people together in local communities	87	86	83
Arts and cultural activity help to enrich the quality of our lives	84	83	82
Central government has a responsibility to support arts and culture	82	82	83
If any local area lost its art and cultural activities, the local people would lose something of value	81	82	n/a
Arts and cultural activity help to bring visitors and tourists to this area	78	80	81
I am in favour of Lottery money going to the arts	77	76	69
I support my local authority in spending money on arts and culture in my area	71	70	68
I would feel out of place in an art gallery, museum or theatre	16	18	n/a
Disabled people only:			
If there were more events with better access and facilities for me, I would go to more and participate in more.	30	31	n/a

By comparing the responses provided to each statement by different groups of respondents, it is possible to identify varying attitudes across the Scottish population:

Arts and cultural activities give a lot of pleasure to many people (94%)

People in the DE social classes were amongst the least likely to agree (91%).

The success of Scottish art and cultural activity gives the outside world a good impression of Scotland (91%)

People who stated that they were interested in the arts were particularly likely to agree with this statement (94%).

The success of Scottish artists, performers and writers gives people a sense of pride (90%)

Respondents more likely to agree with this statement included those who lived in the Grampian area (95%) and those with a higher education (94%).

Artists, performers and writers are important people who contribute to society (89%)

Respondents most likely to agree with this statement included those who lived in the Borders or Dumfries and Galloway (96%), residents of small towns (93%) and people with a higher education (93%).

Arts and cultural activity help to bring people together in local communities (87%)

Respondents who lived in the Highlands and Islands (93%), those with a higher education (94%) and ABs (93%) were more likely to agree with this statement.

Arts and cultural activity help to enrich the quality of our lives (84%)

A larger proportion of those respondents who were in the AB social classes (93%) and those with an interest in the arts (93%) agreed with this statement.

Central government has a responsibility to support arts and culture (82%)

Groups of respondents more likely to agree with this statement included those with a higher education (90%) and those aged between 25 and 34 (87%).

If any local area lost its art and cultural activities, the local people would lose something of value (81%)

Groups of respondents more likely to agree with this statement included residents of rural areas (87%), those aged between 35 and 54 (85%) and members of the AB social classes (91%).

Arts and cultural activity help to bring visitors and tourists to this area (78%)

Respondents most likely to agree with this statement included residents of the Edinburgh and Lothians area (85%) and the Highlands and Islands (87%). Those least likely to agree included residents of the Lanarkshire and Ayrshire area (75%).

I would feel out of place in an art gallery, museum or theatre (16%)

Respondents more likely to agree with this statement included those aged 16 to 24 (26%), members of the DE social classes (24%) and residents of deprived areas (24%).

I am in favour of lottery money going to the arts (77%)

Respondents more likely to agree with this statement included residents of the Highlands and Islands (89%) and people with a higher education (89%). Conversely, residents of deprived areas (64%) and people with a disability (69%) were less likely to agree.

I support my local authority in spending money on the arts and culture in my area (71%)

Agreement with this statement was strongest amongst ABs (85%), people with a higher education (85%) and residents of the Highlands and Islands (75%). Agreement was lower amongst DEs (69%), people aged 65+ (63%) and residents of deprived areas (60%).

I would feel out of place in an art gallery, museum or theatre (16%)

Most respondents disagreed with this statement. However, respondents more likely to agree included people with no academic qualifications (26%), people who lived in deprived areas (24%), people aged between 16 and 24 (26%), members of the DE social classes (24%), disabled people (22%) and those with no interest in the arts (25%).

If there were more events with better access and facilities for me, I would go to more and participate more (30%)

This statement was asked only of disabled people (n=279). As in 2001, opinion was fairly evenly split with 41% stating that they did not know, 30% agreeing and 29% disagreeing⁹.

⁹ A more detailed analysis of responses provided by disabled people is included under a separate cover (Taking Part Arts Attendance, Participation and Attitudes in Scotland 2004, Volume 2: Under represented groups, Scottish Arts Council).

2.5 The Scottish Arts Council

In the final section of the interview respondents were asked questions about the Scottish Arts Council. Until this point in the interview, respondents were unaware that the Scottish Arts Council had commissioned this research.

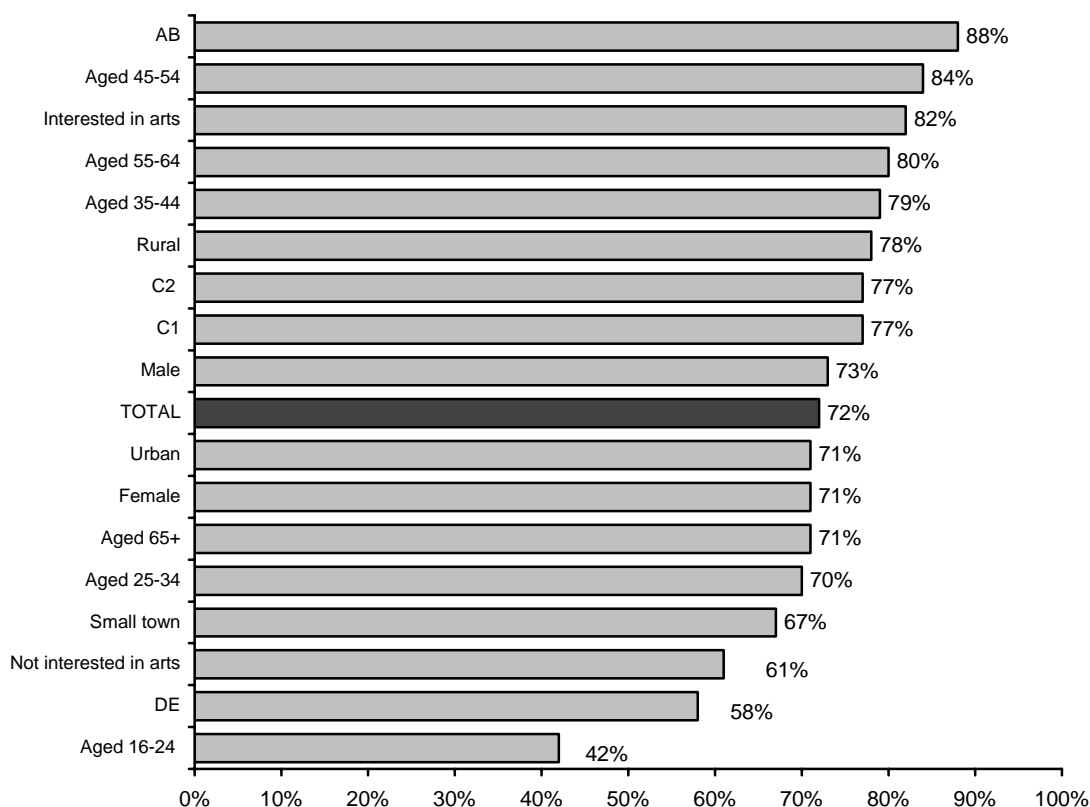
2.5.1 Awareness of the Scottish Arts Council

First of all respondents were asked whether they had ever heard of the Scottish Arts Council. Overall, some 72% of respondents were aware of the organisation, a slightly lower proportion than recorded in 2001 (76%).

The chart below illustrates how awareness levels varied across the sample:

Figure 2-4 – Whether aware of the Scottish Arts Council (%)

Base: All responses (2,020)



Respondents classified as ABs, those aged between 45 and 54 and those who declared an interest in the arts were most likely to be aware of the Scottish Arts Council (88%, 84% and 82% respectively) while two-fifths of those aged between 16 and 24 had heard of the organisation (42%). These findings are similar to those obtained in 2001.

2.5.2 Attitudes towards Scottish Arts Council supported events

In order to establish attitudes towards Scottish Arts Council supported events, respondents were shown the Scottish Arts Council logo¹⁰ and then asked which of a series of statements most closely matched their opinions of such events.

The following table details the responses provided by those respondents who had heard of the Scottish Arts Council.

Table 2-17– Opinions on an event supported by the Scottish Arts Council (%)
Base: Respondents who have heard of the Scottish Arts Council (1,453)

	2004
The event/ activity will be well run	44
The event/ activity is worth supporting	33
The event/ activity will be high quality	28
The event/ activity will be more interesting	20
The event/ activity will be a high brow event	10
Public money is being wasted on it	4
Makes no difference	32

The highest levels of agreement were with the relatively positive statements that an event supported by the Scottish Arts Council would be:

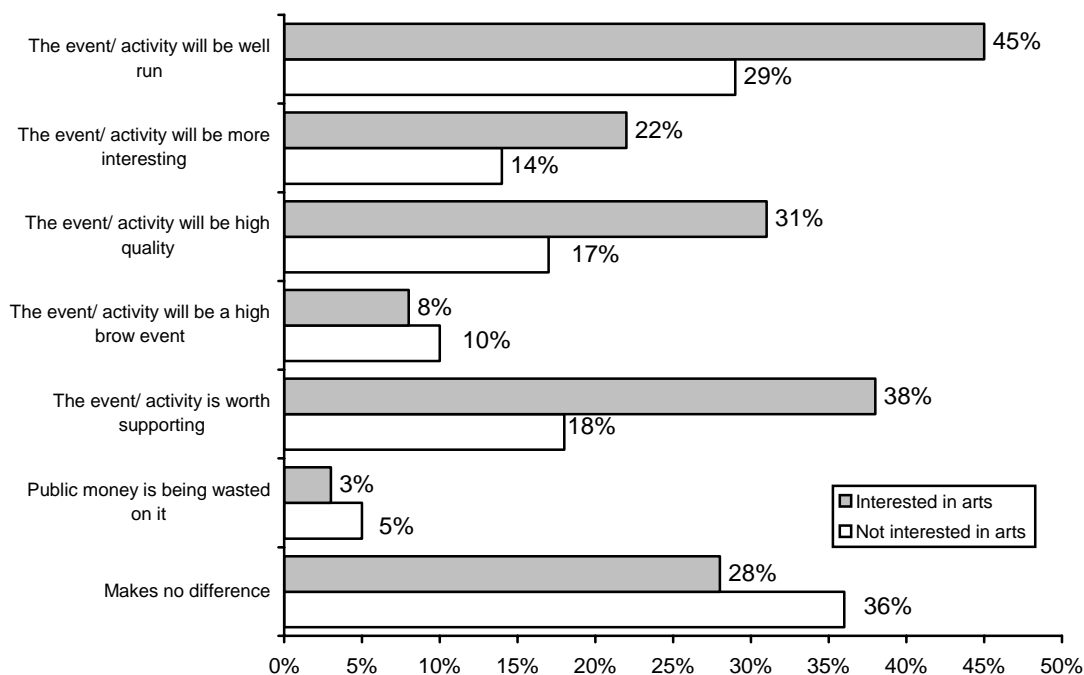
- well run (44%);
- worth supporting (33%);
- high quality (28%).

Only 4% of respondents thought that Scottish Arts Council support would be a waste of money.

¹⁰ The Scottish Arts Council logo was used as a prompt to elicit response to the organisation overall.

A comparison of the responses provided by those who were interested in the arts vis-à-vis those with no interest illustrates some variations in opinions:

Figure 2-5 – Opinion on events supported by the Scottish Arts Council by levels of interest in the arts (%)
 Base: All responses (2,020)



Those who were interested in the arts were more likely to think that the event would be well run, interesting, of a high quality and worth supporting. Conversely, those with no interest were more likely to think that the Scottish Arts Council support made no difference, or that public money was being wasted.

3. 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.

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.

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

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, if receiving pensions from their late husband'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, if receiving a pension from their late husband'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

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.

Appendix 3: Questionnaire

SCOTTISH ARTS COUNCIL (016287)

OFFICE USE ONLY

(1 – 5) 16287

(6 - 9) _ _ _ _

(10) 1

Name.....

Address.....

.....

(20) (21) (22) (23) (24) (25) (26)

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

Telephone number:

Occupation of Chief Income Earner:
(Person with largest total income from any source)

.....

- Working status:** (27)
- Full time (30+hrs per week) 1
 - Part time (less than 30 hrs per week) 2
 - Housewife (no paid employment outside home) 3
 - Retired 4
 - Unemployed 5
 - Full time education 6
 - Other (SPECIFY) 6

.....

- Sex:** (11)
- Male 1
 - Female 2

Age: (12)

- WRITE IN 16 - 24 1
- EXACT AGE 25 - 34 2
- 35 - 44 3
- 45 - 54 4
- 55 - 64 5
- 65+ 6

- Class:** (13)
- AB 1
 - C1 2
 - C2 3
 - DE 4

- Tenure of home:** (14)
- Owned/buying on a mortgage 1
 - Rented 2
 - Other 3

Place of residence: (from address)

..... (15) (16)

Sampling Point (17) (18) (19)

--	--	--

DECLARATION: Interview conducted by me with respondent named above in accordance with instructions and MRS Code of Conduct

Interviewer..... Date.....

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 20 minutes to complete.

ATTENDANCE SECTION

SHOW CARD

- Q.1 Overall, how interested are you in the arts and cultural events generally? (28)
- | | |
|-----------------------|---|
| Very interested | 1 |
| Quite interested | 2 |
| Neither | 3 |
| Not very interested | 4 |
| Not at all interested | 5 |
| Don't know | Y |

SHOW CARD

Q.2 This card shows a list of different types of events and cultural activities that you might have attended.

a) Have you ever attended or visited any of those listed?

CODE ALL MENTIONED

ASK b) FOR THOSE EVER ATTENDED. IF NONE ATTENDED SKIP TO d)

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

CODE ALL MENTIONED

ASK c) FOR THOSE ATTENDED IN LAST 12 MONTHS. IF NONE ATTENDED SKIP TO d)

c) How many times have you attended in the last 12 months?

WRITE IN

ASK d) FOR THOSE NEVER ATTENDED (NOT CODED AT a))

d) Of those you have never attended which, if any, would you consider attending at all some time in the future?

CODE ALL MENTIONED

	a) Ever attended (29)	b) Attended in last 12 months (30)	c) How often attended in last 12 months	d) Would attend in future (67)
Plays	1	1	(31-33)	1
Ballet	2	2	(34-36)	2
Contemporary Dance	3	3	(37-39)	3
Scottish Traditional Dance	4	4	(40-42)	4
Other style of dance	5	5	(43-45)	5
Pantomime or Variety Show	6	6	(46-48)	6

CARD 2
(1-9)
REPEAT
(10) 2

Opera/Operetta	7	7	(49-51)	7
Jazz Music	8	8	(51-54)	8
Scottish Traditional Music	9	9	(55-57)	9
Orchestral Music	0	0	(58-60)	0
Chamber Music or recitals	X	X	(61-63)	X
Country & Western Music	Y	Y	(64-66)	Y
	(11)	(12)		(40)
Rock or Pop Music	1	1	(13-15)	1
Literary or Poetry Event	2	2	(16-18)	2
Cinema	3	3	(19-21)	3
Musicals	4	4	(22-24)	4
Arts Festivals	5	5	(25-27)	5
Carnival/circus (not involving animals)	6	6	(28-30)	6
Folk Music (including Asian/Armenian etc.)	7	7	(31-33)	7
Folk Music Scottish	8	8	(34-36)	8
Video/Multi-media/ performance art	9	9	(37-39)	9
None	0	0		0

**IF RESPONDENT ATTENDED NONE IN LAST 12 MONTHS
(I.E. CODED 0 AT Q.2a OR Q.2b), SKIP TO Q.4
OTHER CONTINUE.**

Q.3

FOR EACH ATTENDED IN LAST 12 MONTHS (I.E. ANY CODED AT Q.2b)

Thinking about the last time you went out to (INSERT EACH CULTURAL ACTIVITY ATTENDED IN LAST 12 MONTHS), were the performers/exhibitors/producers, professionals or amateurs?

READ OUT EACH ACTIVITY

	Q.3			
	Pro	Am		
Plays	1	2	Y	(41)
Ballet	1	2	Y	(42)
Contemporary Dance	1	2	Y	(43)
Scottish Traditional Dance	1	2	Y	(44)
Other style of dance	1	2	Y	(45)
Pantomime or Variety Show	1	2	Y	(46)
Opera/Operetta	1	2	Y	(47)
Jazz Music	1	2	Y	(48)
Scottish Traditional Music	1	2	Y	(49)
Orchestral Music	1	2	Y	(50)
Chamber Music or recitals	1	2	Y	(51)
Country & Western Music	1	2	Y	(52)
Rock or Pop Music	1	2	Y	(53)
Literary or Poetry Event	1	2	Y	(54)
Cinema	1	2	Y	(55)
Musicals	1	2	Y	(56)

Arts Festivals	1	2	Y	(57)
Carnival/circus (not involving animals)	1	2	Y	(58)
Folk Music (including Asian/ Armenian etc.)	1	2	Y	(59)
Folk Music Scottish	1	2	Y	(60)
Video/Multi-media/ performance art	1	2	Y	(61)

CARD 3 (1-9) REPEAT (10) 2

ASK ALL. SHOW CARD

Q.4 This card shows you another list of events and cultural activities. Again, for each please tell me:

a) If you have ever attended or visited?

CODE ALL MENTIONED

ASK b) FOR THOSE EVER ATTENDED. IF NONE ATTENDED SKIP TO d)

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

CODE ALL MENTIONED

ASK c) FOR THOSE ATTENDED IN LAST 12 MONTHS. IF NONE ATTENDED SKIP TO d)

c) How many times have you attended in the last 12 months?

WRITE IN NUMBER

ASK d) FOR THOSE NEVER ATTENDED (NOT CODED AT a))

d) Of those you have never attended which, if any, would you consider attending at all some time in the future?

CODE ALL MENTIONED

	a) Ever attended (11)	b) Attended in last 12 months (12)	c) How often attended in last 12 months	d) Would attend in future (49)
Contemporary illustration	1	1	(13–15)	1
Contemporary drawing	2	2	(16–18)	2
Contemporary painting	3	3	(19–21)	3
Contemporary printmaking	4	4	(22–24)	4
Contemporary sculpture	5	5	(25–27)	5
Contemporary photography	6	6	(28–30)	6
Contemporary video/multi-media	7	7	(31–33)	7
Contemporary installation	8	8	(34–36)	8
Contemporary crafts	9	9	(37–39)	9
Art Galleries	0	0	(40–42)	0
Museum	X	X	(43–45)	X
None	Y	Y	(46–48)	Y

**IF RESPONDENT ATTENDED NONE OF THE ACTIVITIES LISTED IN Q2 OR Q4 DURING LAST 12 MONTHS (I.E. CODED 0 AT Q2a OR Q.2B AND CODED Y AT Q.4a OR Q.4b) SKIP TO Q.9
OTHER CONTINUE**

Q.5

FOR EACH ATTENDED IN LAST 12 MONTHS (I.E. ANY CODED AT Q.4b)

Thinking about the last time you went to (INSERT EACH CULTURAL EVENT ATTENDED IN LAST 12 MONTHS), were the performers/exhibitors/producers, professionals or amateurs?

	Pro	Am	DK	
Contemporary illustration	1	2	Y	(50)
Contemporary drawing	1	2	Y	(51)
Contemporary painting	1	2	Y	(52)
Contemporary printmaking	1	2	Y	(53)
Contemporary sculpture	1	2	Y	(54)
Contemporary photography	1	2	Y	(55)
Contemporary video/multi-media	1	2	Y	(56)
Contemporary installation	1	2	Y	(57)
Contemporary crafts	1	2	Y	(58)
Art Galleries	1	2	Y	(59)
Museums	1	2	Y	(60)

Q.6a) Thinking about the most recent artistic or cultural activity, other than cinema, that you attended where you had to pay to get in, what was the event or activity? **SINGLE CODE ONLY.** (61)

Plays	1
Ballet	2
Contemporary Dance	3
Scottish Traditional Dance	4
Other style dance	5
Pantomime or variety show	6
Opera/operetta	7
Jazz music	8
Scottish Traditional music	9
Orchestral music	0
Chamber music or recitals	X
Country & Western music	Y

(62)

Rock or pop music	1
Literary or Poetry event	2
Musical	3
Arts Festival	4
Carnival/circus (not involving animals)	5
Folk music (including Asian/ Armenian etc)	6
Folk music Scottish	7
Video, multi-media, performance art	8
Contemporary illustration	9
Contemporary drawing	0
Contemporary painting	X
Contemporary printmaking	Y

(63)

Contemporary sculpture	1
Contemporary photography	2
Contemporary video/multi-media	3
Contemporary installation	4
Contemporary crafts	5
Art Gallery	6
Museum	7
Other (SPECIFY)	
.....	
Only been to cinema	X

<p>IF ONLY BEEN TO CINEMA, SKIP TO Q.7 OTHERS CONTINUE</p>

Q.6b) How would you describe the value-for-money of this event or activity? **READ OUT** (64)

Better value-for-money than I expected	1
About the value I expected	2
Less value-for-money than I expected	3
Don't know	Y

Q.7 Thinking again about the last artistic event or cultural activity you attended, what was the main reason for you going? **DO NOT PROMPT. SINGLE CODE ONLY**

	(65)
Wanted to see the specific performer or event	1
Something to do or a special occasion	2
Went along as a social meeting with friends	3
Was invited along so I just went	4
Had a friend or relative involved in event or activity	5
It was recommended by a friend or relative	6
It was related to study	7
I went as I like going to that type of event	8
It was a religious festival/event	9
Other (SPECIFY)	(66)
.....	
Don't know	Y

Q.8 **SHOW CARD**
Which of the factors listed on this card, if any, influence your choices of the arts or cultural activities you attend?
CODE ALL MENTIONED. WRITE IN OTHERS.

	(67)
Recommendations from friends or family	1
Reviews in papers, magazines, on television, etc.	2
Your experience of the previous work of specific artists	3
The chance to see the work of artists you have never seen or heard much about before	4
Other influences (SPECIFY, PROBE FULLY)	(68)
.....	
None of these	0
Don't Know	Y

CARD 3
(1-9)
REPEAT
(10) 3

INDIVIDUAL PARTICIPATION SECTION

I am now going to ask you some questions about your own participation in different activities and whether you do any as part of a class or group.

SHOW CARD

Q.9 Firstly, I would like you to tell me how often, if at all, you participate in each of these events and activities in your spare time. For each please tell me :

a) Have you ever participated?

CODE ALL MENTIONED

ASK b) FOR THOSE EVER PARTICIPATED IN. IF NONE SKIP TO Q.11

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

CODE ALL MENTIONED

ASK c) FOR THOSE PARTICIPATED IN DURING LAST 12 MONTHS.

IF NONE SKIP TO Q.11

c) How many times have you participated in this activity during the last 12 months?

WRITE IN

ASK d) FOR EACH ONE TAKEN PART IN DURING LAST 12 MONTHS

(I.E ANY CODED AT b))

d) Are you currently taking a class or are you a member of a group or club for any of the activities you have undertaken in the last 12 months?

CODE ALL MENTIONED

	a)	b)	c)	d)	
	Ever participated (11)	Participated in last 12 months (12)	How often participated in last 12 months	In a class (49)	In a group (50)
Drama	1	1	(13 – 15)	1	1
Opera or light opera	2	2	(16 – 18)	2	2
Singing in a choir	3	3	(19 – 21)	3	3
Scottish traditional dance	4	4	(22 – 24)	4	4
Ballet	5	5	(25 – 27)	5	5
Contemporary dance	6	6	(28 – 30)	6	6
Other style dance	7	7	(31 – 33)	7	7
Playing a musical instrument	8	8	(34 – 36)	8	8

Folk/Scottish traditional music	9	9	(37 – 39)	9	9
Writing poetry	0	0	(40 – 42)	0	0
Writing stories or articles	X	X	(43 – 45)	X	X
Reading books	Y	Y	(46 – 48)	Y	Y
	(11)	(12)		(49)	(50)
Buying a work of fiction or poetry	1	1	(13 – 15)	1	1
Buying any other types of book	2	2	(16 – 18)	2	2
Painting or drawing	3	3	(19 – 21)	3	3
Printmaking	4	4	(22 – 24)	4	4
Sculpture	5	5	(25 – 27)	5	5
Photography (other than family or holiday snaps)	6	6	(28 – 30)	6	6
Knitting/other textile crafts	7	7	(31 – 33)	7	7
Wood crafts	8	8	(34 – 36)	8	8
Any other crafts	9	9	(37 – 39)	9	9
Making films (apart from video)	0	0	(40 – 42)	0	0
Filming on video (apart from 'family' life or events)	X	X	(43 – 45)	X	X
Buying a work of art or craft object	Y	Y	(46 – 48)	Y	Y
	(11)	(12)		(16)	(17)
None	0	0	(13 – 15)	0	0

CARD 4
(1-9)
REPEAT
(10) 3

CARD 5
(1-9)
REPEAT
(10) 3

IF RESPONDENT HAS NOT PARTICIPATED IN ANY OF THE ACTIVITIES LISTED DURING THE LAST 12 MONTHS (CODE 0 AT a) OR b)) SKIP TO VIEWING AND LISTENING SECTION (Q.11). OTHER CONTINUE.

Q.10a) How do you usually find out about arts and cultural events?

DO NOT PROMPT. CODE ALL MENTIONED

SHOW CARD

Q.10b) In your opinion, what would be the most effective way of publicising arts and cultural events to you?

SINGLE CODE ONLY

	Q.10a) (18)	Q.10b) (20)
Poster in public buildings (library, DSS, etc)	1	1
Leaflet through my door	2	2
Advertisement in my daily/evening newspaper	3	3
Advertisement in my Sunday newspaper	4	4
Advertisement in the local free newspaper	5	5
Announcement on local radio	6	6
“The List”	7	7
Notice in a 'What's On' Magazine	8	8
Web site	9	9
Letter posted to me	0	0
E-mail sent you	X	X
Text message sent to your mobile phone	Y	Y
Other (SPECIFY)	(19)	(21)
.....		
Don't know	Y	Y

VIEWING AND LISTENING SECTION

ASK ALL

Now I would like to ask about television, radio and listening to music. I will take each in turn, reading out various arts, styles and programme types. For each, please tell me whether or not you make a point of choosing that one when you have the choice.

SHOW CARD

Which of these types of entertainment programme or activity do you make a point of.....

- Q.11a) Watching on television, video, DVD or on the Internet? PROBE
 Q.11b) Listening to on the radio? PROBE
 Q.11c) Listening to on a CD, record, cassette, MP3 or on the Internet? PROBE

	TV/Video/DVD/ Internet Q.11a)	Radio Q.11b)	CD/Record/Cassette MP3 / Internet Q.11c)
	(22)	(25)	(28)
Plays	1	1	1
Ballet	2	2	2
Contemporary Dance	3	3	3
Scottish Traditional Dance	4	4	4
Other style of dance	5	5	5
Pantomime or Variety Show	6	6	6
Opera/Operetta	7	7	7
Jazz Music	8	8	8
Scottish Traditional Music	9	9	9
Orchestral Music	0	0	0
Chamber Music or recitals	X	X	X
Country & Western Music	Y	Y	Y

	(23)	(26)	(29)
Rock or Pop Music	1	1	1
Literary or Poetry Event	2	2	2
Cinema	3	3	3
Musicals	4	4	4
Arts Festivals	5	5	5
Carnival/circus (not involving animals)	6	6	6
Folk Music Scottish	7	7	7
Other Folk Music (including Asian/Armenian etc.)	8	8	8
Video/Multi-media/performance art	9	9	9
Visual arts	0	0	0
	(24)	(27)	(30)
General literary programmes/reviews	1	1	1
Programmes about visual art	2	2	2
General art programmes or reviews	3	3	3
None of these	0	0	0
Don't know	Y	Y	Y

ATTITUDES SECTION

ASK ALL

SHOW CARD

Q.12

Different people have different attitudes and opinions about the arts and culture. I am going to read out some things people have said about the arts and culture. For each one, please tell me which of the statements on this card best describes how much you agree or disagree with each statement.

READ OUT, ROTATE THE ORDER AND TICK START

	Agree strongly	Agree slightly	Disagree slightly	Disagree strongly	DK	
Arts and cultural activities help to bring people together in local communities	1	2	3	4	Y	(31)
Arts and cultural activities give a lot of pleasure to many people	1	2	3	4	Y	(32)
Arts and cultural activity help to bring visitors and tourists to this area	1	2	3	4	Y	(33)
The arts and cultural activity help to enrich the quality of our lives	1	2	3	4	Y	(34)
The success of Scottish artists, performers and writers gives people a sense of pride	1	2	3	4	Y	(35)
The success of Scottish arts and cultural activity gives the outside world a good impression of Scotland	1	2	3	4	Y	(36)
Artists, performers and writers are important people who contribute to society	1	2	3	4	Y	(37)
Central government has a responsibility to support arts and culture	1	2	3	4	Y	(38)

I am in favour of Lottery money going to the Arts	1	2	3	4	Y	(39)
I support my local authority in spending money on the arts and culture in my area	1	2	3	4	Y	(40)
If any local area lost its arts and cultural activities, the local people would lose something of value	1	2	3	4	Y	(41)
I would feel out of place in an art gallery, museum or theatre	1	2	3	4	Y	(42)
<i>(b) ASK DISABLED RESPONDENTS ONLY</i> If there were more events with better access and facilities for me, I would go to more and participate in more	1	2	3	4	Y	(43)

Q.13	Have you heard of the Scottish Arts Council? ONE ANSWER ONLY	(44)
	Yes	1
	No	2
	Don't know	Y

Q.14	<p>SHOW LOGO</p> <p>When you are reading a poster or leaflet about an event or an activity, you may sometimes see the symbol for the Scottish Arts Council. On this card there are some things people have said about the Scottish Arts Council. Which of these matches your own personal view of the Scottish Arts Council. You may give more than one answer.</p> <p>READ OUT AND ROTATE ORDER</p>	(45)
	The event/activity will be well run	1
	The event/activity might be more interesting	2
	The event/activity is worth supporting	3
	Makes no difference	4
	Public money is being wasted on it	5
	The event/activity will be high quality	6
	The event/activity will be a high-brow event	7
	Other (SPECIFY)	
	
	Don't know	Y

HOUSEHOLD INFORMATION

ASK ALL

Lastly, a few questions about your household.....

Q.15	How many people in total are there in your household - that is, adults and children living permanently at this address?	(46)
	1	1
	2	2
	3	3
	4	4
	5-7	5
	8+	6

Q.16	<p>Starting with yourself and then from to 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 or not affecting mobility, sight, hearing or anything else?</p> <p>ASK FOR EACH ACCORDING TO NUMBER AT Q.14</p>
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		Respondent	2 nd person	3 rd person	4 th person	5 th person	6 th person
		(47)	(50)	(53)	(56)	(59)	(62)
Sex:	Male	1	1	1	1	1	1
	Female	2	2	2	2	2	2
		(48)	(51)	(54)	(57)	(60)	(63)
Age:	12 or under		1	1	1	1	1
	13-15		2	2	2	2	2
	16-24	3	3	3	3	3	3
	25-34	4	4	4	4	4	4
	35-44	5	5	5	5	5	5
	45-54	6	6	6	6	6	6
	55-64	7	7	7	7	7	7
	65-74	8	8	8	8	8	8
	75+	9	9	9	9	9	9
		(49)	(52)	(55)	(58)	(61)	(64)
Disability:	Mobility	1	1	1	1	1	1
	Sight	2	2	2	2	2	2
	Hearing	3	3	3	3	3	3
	Other	4	4	4	4	4	4
	None	5	5	5	5	5	5

And now about you in particular.....

ASK ALL

SHOW CARD. SINGLE CODE

Q.18	Which of these describes the highest level of education which you achieved?	(74)
	Still in full-time education	1
	Left school with no qualifications	2
	Ordinary 'O' levels/Standard grades	3
	Highers/'A' levels	4
	Degree/Diploma/Certificate from Further/Higher Education	5

SHOW CARD

Q.19 To which of these groups do you consider you belong?

SINGLE CODE ONLY

	White	1	(75)
	Indian	2	
	Pakistani	3	
	Bangladeshi	4	
	Black-African	5	
	Black-Caribbean	6	
	Chinese	7	
	Other ethnic group (SPECIFY)	8	

.....

Q.20	Would you be prepared to take part in similar research about arts and cultural activities in the future?	(76)
	Yes	1
	No	2

THANK RESPONDENT AND COLLECT CLASSIFICATION
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