

# 12 Culture and Heritage

## Main Findings

There are high and increasing levels of cultural participation in Scotland.

Around nine in ten (92 per cent) adults were culturally engaged in 2016, either by attending or visiting a cultural event or place or by participating in a cultural activity. The level of cultural engagement has increased by around five percentage points since first recorded in 2007.

### Cultural attendance

Women, younger people, those with degrees or professional qualifications, those with good physical and mental health and those living in less deprived areas are more likely to attend cultural events.

This profile has remained the same over time.

### Cultural participation

The most popular form of cultural participation was reading for pleasure.

Overall participation in cultural activities was higher among women, those with degrees or professional qualifications, those with good physical and mental health and those living in less deprived areas.

The overall level of cultural attendance doesn't change with age. However, the types of cultural activities people participate in changes with age for most activities. This picture of cultural participation has not changed over time.

### Cultural services provided by local authorities

In 2016, around nine in ten adults who had used local authority cultural services were very or fairly satisfied with their provision.

Satisfaction with local authority services provision in 2016 was similar to 2007. Library services satisfaction declined during this period.

## 12.1 Introduction and Context

The Scottish Government is currently developing a new Culture Strategy for Scotland which will set out culture's importance to Scotland's future as well as what is working well and ways to address challenges. Through the strategy the Scottish Government is committed to ensuring that everyone in Scotland has an opportunity to access, enjoy and participate in cultural activity and can experience and enjoy our heritage. Culture, creativity and a rich, dynamic heritage sit at the heart of Scotland's communities.

The Scottish Government is committed to ensuring that everyone in Scotland has an opportunity to access, enjoy and participate in cultural activity and can experience and enjoy our heritage. Culture, creativity and a rich, dynamic heritage sit at the heart of Scotland's communities. The Scottish Government aims to:

- Promote and develop the crucial role of culture and creativity in making the strongest contribution that we can to sustainable economic development;
- Focus on the contribution that culture can make to improving the health, wellbeing, confidence and quality of life for our communities;
- Encourage the understanding, value and enjoyment of the historic environment, and to promote the care and protection of this precious and dynamic resource to ensure a rich legacy for future generations;
- Raise the profile of Scotland at home and abroad, and ensure that as many people as possible in Scotland and overseas are able to benefit from, be inspired by and enjoy the very best of Scotland's creative, cultural and historic wealth.

The Government's work is focused on widening access and participation and ensuring that the necessary infrastructure is in place to deliver cultural opportunities whilst promoting a drive to achieve cultural excellence. This work contributes to the Government's strategic objectives<sup>79</sup>, through understanding and monitoring levels of cultural engagement and participation both at the national and sub-national levels, to inform decisions on government and local government policy making. For example, data from the Scottish Household Survey (SHS) informs our National Indicator 41: Increase cultural engagement.

Cultural **engagement** is defined as those adults who have either participated in a cultural activity or who have attended at least one type of cultural event or place in the past 12 months. The SHS is the primary source of information on cultural attendance and participation in Scotland and is the only source of data on attendance and participation at local authority level. Questions on cultural attendance were introduced in the SHS for the

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<sup>79</sup> [www.scotland.gov.uk/ScotlandPerforms](http://www.scotland.gov.uk/ScotlandPerforms)

first time in 2007. From 2012 onwards, it is possible to obtain data at local authority level every year. For 2016, these data will be published at a later date.

**Attendance** at "a cultural event or place of culture" is defined as those adults who attended at least one type of cultural place in the previous year. There are a number of different types of cultural events and places of culture: cinemas, museums libraries and live music events, for example. Likewise, **participation** in any cultural activity means that adults take part in at least one activity in the previous year. Examples of cultural activities include reading for pleasure, dancing and crafts.

Annex 2: Glossary provides a full list of activities, places or events for cultural attendance and participation.

Please note that figures from 2012 onwards are not directly comparable with previous years, due to a change of wording in 2012. More detail about the culture questions can be found in the historical SHS questionnaires<sup>80</sup>.

## 12.2 Cultural Engagement

- Around nine in ten adults had attended or participated in some cultural event or activity in 2016.
- The level of cultural engagement in Scotland has increased by around 5 percentage points since it was first recorded in the SHS in 2007.
- Trips to the cinema make up the majority of cultural attendance, and reading for pleasure is the most common participation activity.

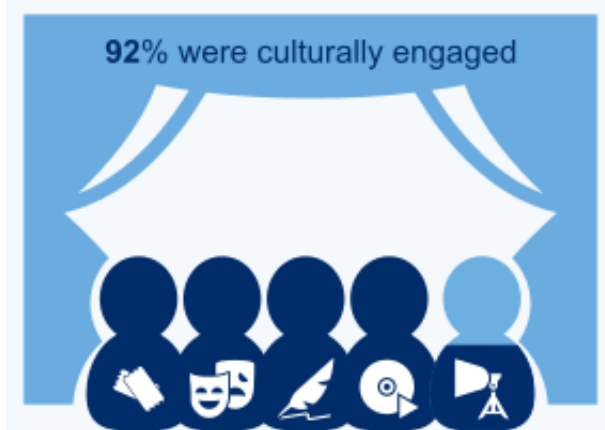


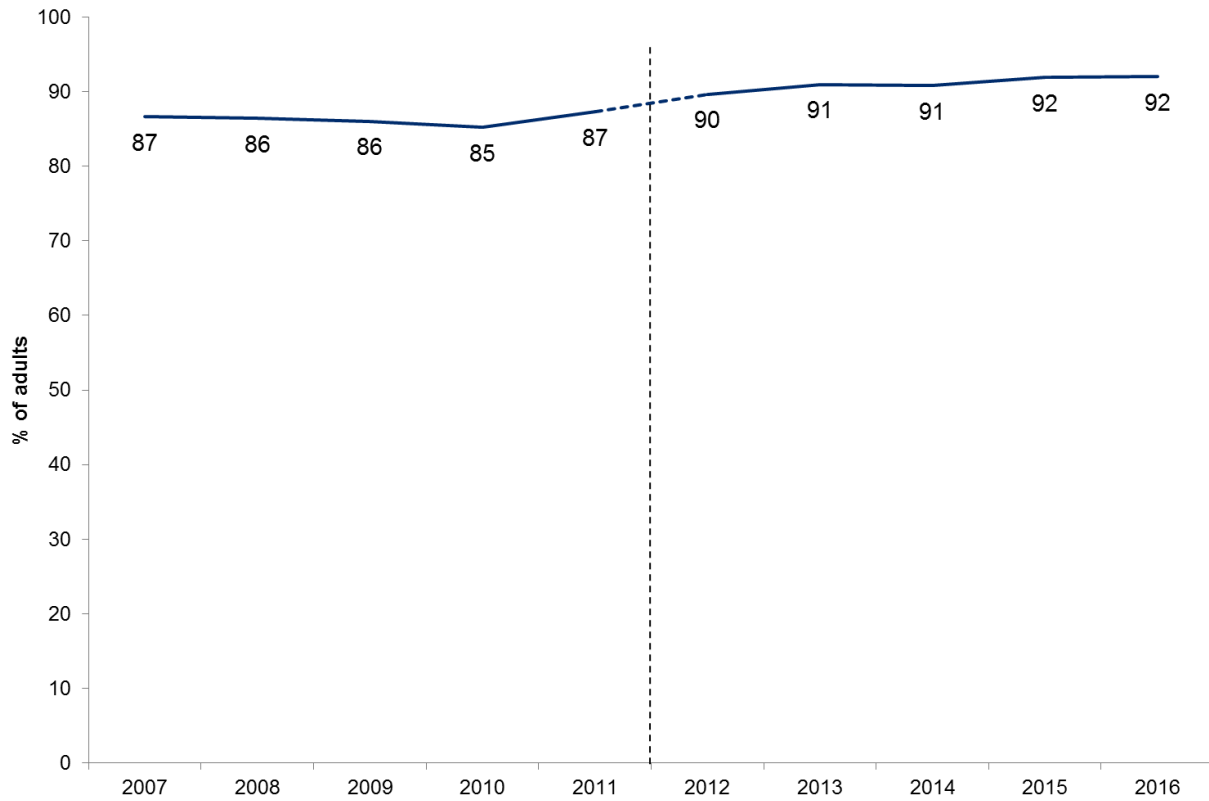
Figure 12.1 shows that around nine in ten adults had attended or participated in some cultural event or activity in 2016 (92 per cent). Trips to the cinema make up the majority of cultural attendance, and reading for pleasure is the most common participation activity. The level of cultural engagement in Scotland has increased by around 5 percentage points since it was first recorded in the SHS in 2007.

<sup>80</sup> <http://www.scotland.gov.uk/Topics/Statistics/16002/PublicationQuestionnaire>

Cultural engagement is a composite measure of both cultural attendance and participation. Each of these will be reported on separately in the sections to follow.

**Figure 12.1: Cultural engagement by adults in the last 12 months by year**

Percentages, 2007 to 2016 data (minimum base: 9,130)



\* Note that the figures for 2012 onwards are not directly comparable with previous years due to changes in the wording of the cultural attendance and participation questions.

## 12.3 Attendance at Cultural Events and Places

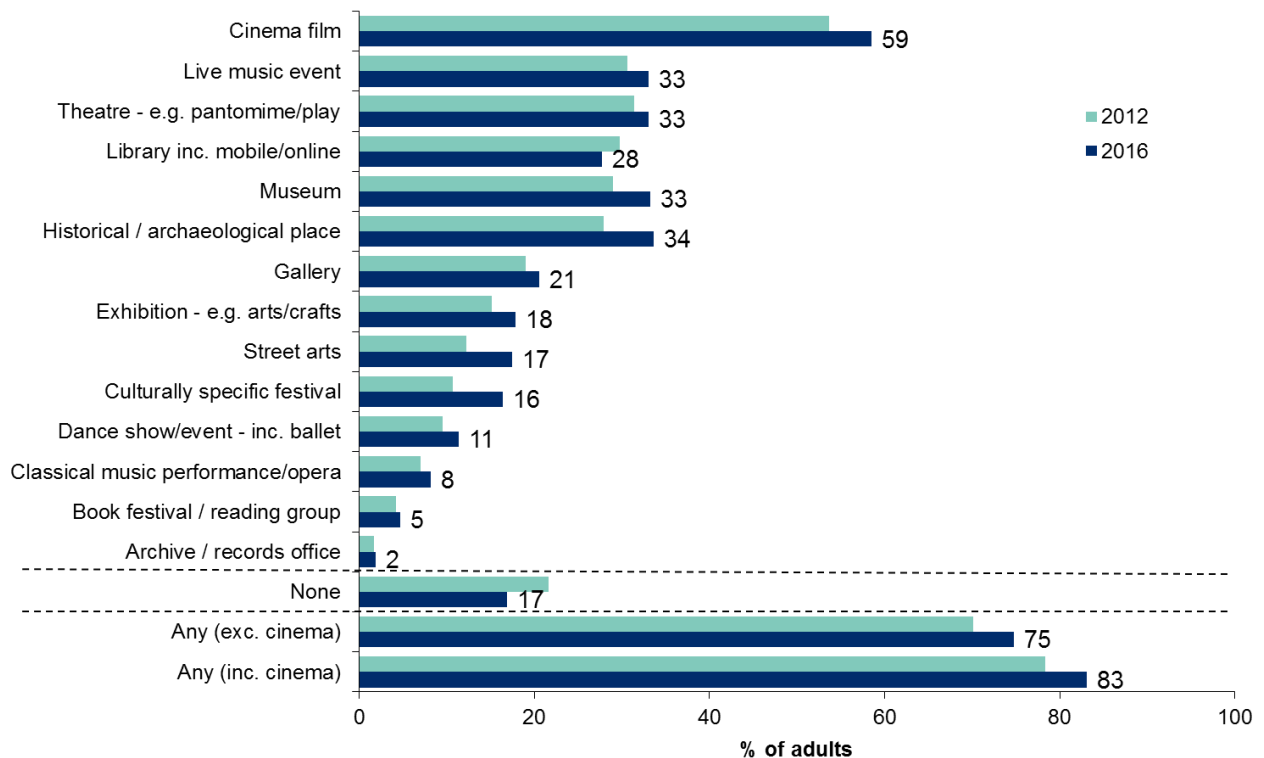
- Around eight in ten adults in Scotland had recently attended a cultural event or place of culture.

Figure 12.2 shows how attendance has changed since 2012. In 2016, around eight in ten adults had attended a cultural event or place of culture in the last 12 months (83 per cent). When trips to the cinema are excluded, the attendance figure was lower at 75 per cent. Since 2012, attendance when cinema trips are included has increased from 78 per cent to 83 per cent. When trips to the cinema are excluded, the attendance figure has increased from 70 per cent to 75 per cent.

Attendance at individual cultural events or places has been broadly static or increased by one or two percentage points since 2012. However, there have been larger increases in some areas. The number of adults who attended street art events has increased by 5 percentage points between 2012 and 2016 (12 per cent to 17 per cent). Similarly, visits to historical or archaeological places increased by 6 percentage points (28 to 34 per cent).

**Figure 12.2: Attendance at cultural events and visiting places of culture in the last 12 months**

Percentage of adults, 2012 to 2016 data (minimum base: 9,410)



### 12.3.1 Attendance by Gender and Age

- Attendance in the last 12 months at specific cultural events and visiting places of culture varied by gender and age.

Table 12.1 shows that in 2016, more women attended a cultural event than men (84 per cent and 82 per cent). Women also had higher cultural attendance than men after excluding trips to the cinema, increasing the gap to 6 percentage points (78 per cent and 72 per cent).

More women than men attended the theatre (39 per cent, compared with 27 per cent). Women were also more likely than men to visit the library (32 per cent compared with 23 per cent).

People in the younger age groups were more likely to have attended the cinema. Eighty-six per cent of adults aged 16 to 24 and 77 per cent of 25-34 year olds visited the cinema, compared with 19 per cent of those aged 75 or over. Similarly, almost half of 16 to 24 year olds (47 per cent) attended a live music event, compared with almost a quarter of 60 to 74 year olds (23 per cent).

**Table 12.1: Attendance at cultural events and visiting places of culture in the last 12 months by gender and age**

Percentages, 2016 data

Adults	Male	Female	16 to 24	25 to 34	35 to 44	45 to 59	60 to 74	75 plus	All
Cinema	58	59	86	77	71	56	39	19	59
Live music event - e.g. traditional music, rock concert, jazz event (not opera or classical music performance)	34	32	47	42	36	35	23	9	33
Theatre - e.g. pantomime / musical / play	27	39	26	29	34	37	39	25	33
Library (including mobile and online)	23	32	29	33	33	22	27	26	28
Museum	33	34	34	41	39	32	30	20	33
Historic place - e.g. castle, stately home and grounds, battle or archaeological site	35	33	31	40	40	34	32	19	34
Gallery	20	21	20	23	23	21	19	11	21
Exhibition - including art, photography and crafts	17	19	17	17	18	19	20	11	18
Street arts (e.g. musical performances or art in parks, streets or shopping centre)	17	18	18	20	22	20	14	4	17
Culturally specific festival (e.g. mela /Feis/ local Gala days)	16	17	17	17	22	19	13	6	16
Dance show / event - e.g. ballet	8	14	10	12	14	14	10	5	11
Classical music performance or opera	8	9	4	6	7	9	12	9	8
Book festival or reading group	4	6	4	4	5	5	6	3	5
Archive or records office (e.g. Scotland's Family History Peoples Centre)	2	2	1	1	1	2	3	2	2
None	18	16	6	8	11	17	24	41	17
Any cultural attendance (excluding cinema)	72	78	79	80	79	76	72	56	75
Any cultural attendance (including cinema)	82	84	94	92	89	83	76	59	83
Base	4,400	5,240	730	1,270	1,480	2,380	2,450	1,330	9,640

Columns may not add to 100 per cent since multiple responses were allowed.

### 12.3.2 Attendance by Highest Level of Qualification

- Attendance at cultural places or events was highest for those with degrees or professional qualifications and lowest for those with no qualifications.

Figure 12.3 shows that in 2016, adults with degrees or professional qualifications were most likely to attend cultural places and events; whereas attendance was lowest for those with no qualifications (95 per cent compared to 58 per cent). The pattern holds when cinema attendance is excluded (91 per cent to 50 per cent).

**Figure 12.3: Attendance at cultural events and visiting places of culture in the last 12 months by highest level of qualification**

2016 data, percentage of adults (minimum base: 500)

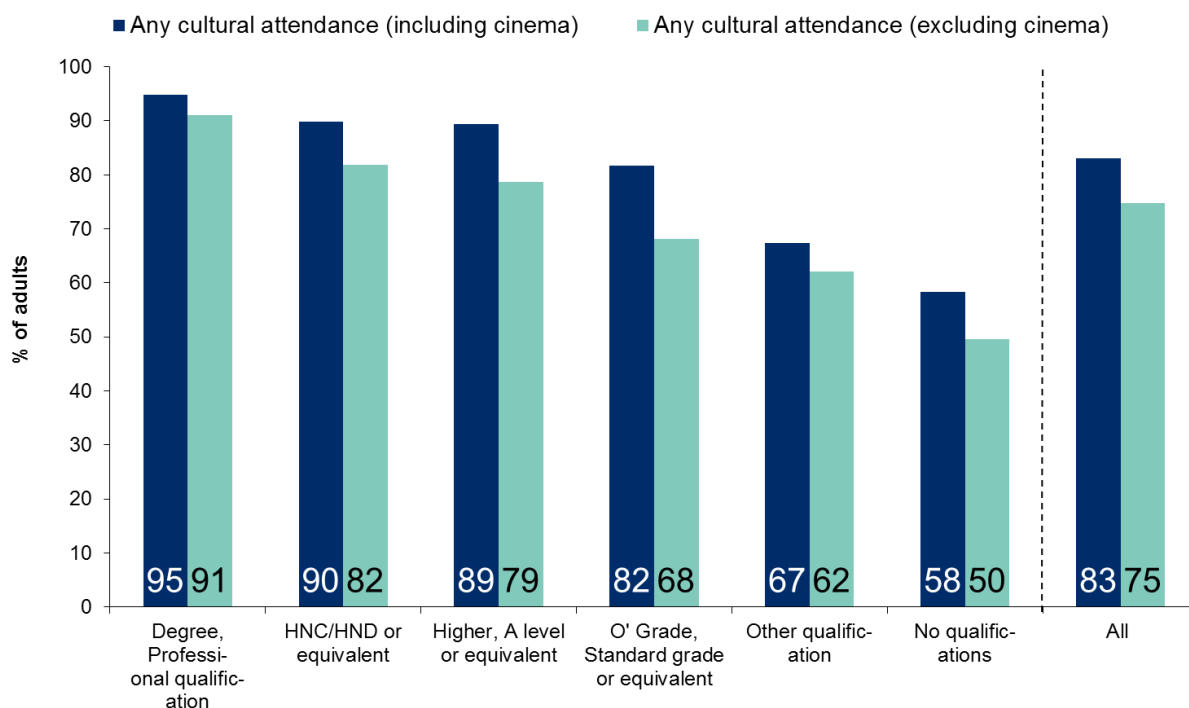


Table 12.2 gives a breakdown of attendance at each individual cultural event or place. As with the overall figure, attendance was consistently higher for adults with a degree or professional qualification at individual events or places. The most marked differences between those with degrees and no qualifications can be seen for attendance at the cinema (74 per cent and 27 per cent respectively) and at a historic place (56 per cent and 12 per cent respectively).

**Table 12.2: Attendance at cultural events and visiting places of culture in the last 12 months by highest qualification level**

Percentages, 2016 data

Adults	Degree, Professional qualification	HNC/HND or equivalent	Higher, A level or equivalent	O' Grade, Standard grade or equivalent	Other qualification	No qualifications	All
Cinema	74	66	69	56	32	27	59
Live music event - e.g. traditional music, rock concert, jazz event (not opera or classical music performance)	48	41	38	28	12	10	33
Theatre - e.g. pantomime / musical / play	47	32	32	27	33	18	33
Library (including mobile and online)	39	29	28	20	20	18	28
Museum	55	32	32	22	21	14	33
Historic place - e.g. castle, stately home and grounds, battle or archaeological site	56	35	33	22	20	12	34
Gallery	39	18	19	10	12	7	21
Exhibition - including art, photography and crafts	34	17	16	8	8	5	18
Street arts (e.g. musical performances or art in parks, streets or shopping centre)	29	18	15	13	9	6	17
Culturally specific festival (e.g. mela /Feis/ local Gala days)	27	18	15	12	8	6	16
Dance show / event - e.g. ballet	16	16	10	9	5	5	11
Classical music performance or opera	17	8	6	3	5	3	8
Book festival or reading group	10	3	3	2	4	1	5
Archive or records office (e.g. Scotland's Family History Peoples Centre)	4	1	2	1	1	1	2
None	5	10	11	18	33	42	17
Any cultural attendance (excluding cinema)	91	82	79	68	62	50	75
Any cultural attendance (including cinema)	95	90	89	82	67	58	83
Base	2,780	1,000	1,400	1,890	500	2,010	9,640

Columns add to more than 100 per cent since multiple responses allowed.

### 12.3.3 Attendance by Scottish Index of Multiple Deprivation (SIMD)

- Those living in the less deprived areas of Scotland were more likely to attend cultural events or places compared to those living in the most deprived areas.
- This has held true since the questions were introduced although the gap is now narrowing over time.

Figure 12.4 shows that levels of cultural attendance increase as deprivation as measured by the Scottish Index of Multiple Deprivation (SIMD 2016) decreases.

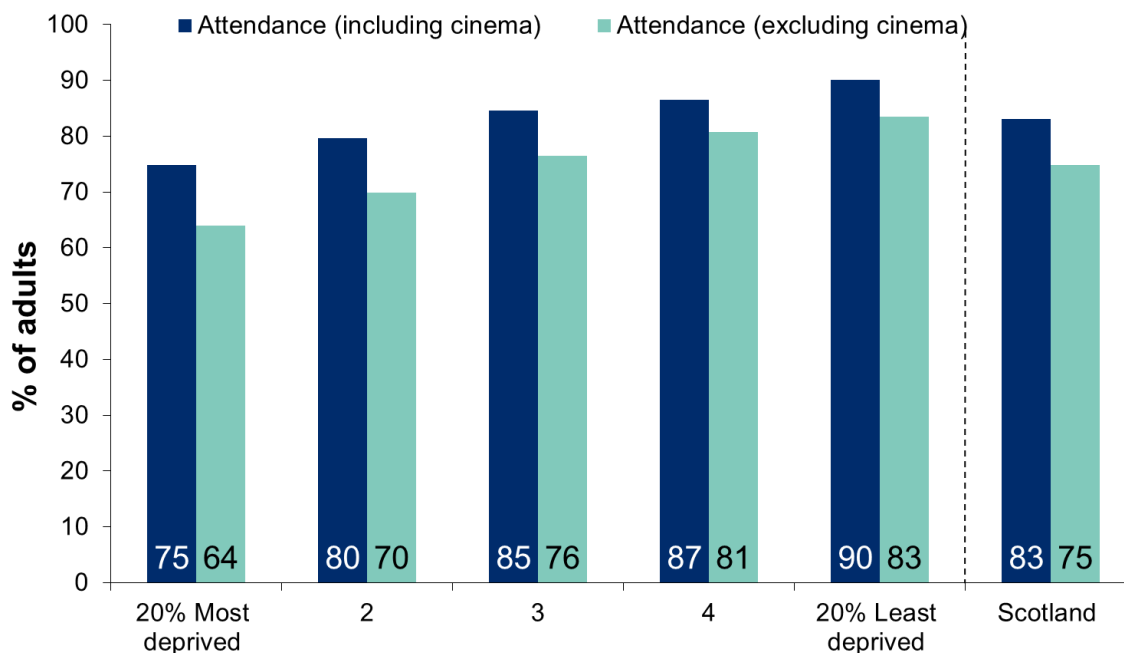
In 2016 there was a 15 percentage point difference in cultural attendance (including cinema) between the 20 per cent most and 20 per cent least deprived areas (75 per cent compared with 90 per cent). This gap has narrowed since 2014 (the gap was 20 per cent in 2014 dropping to 15 per cent in 2016). When excluding cinema attendance, the difference is greater; 64 per cent in the most deprived areas and 83 per cent in the least deprived areas (in 2014 25 percentage points dropping to 20 percentage points<sup>81</sup> in 2016).

<sup>81</sup> 20 per cent due to rounding although may appear as only 19 per cent



**Figure 12.4: Attendance at cultural events and visiting places of culture in the last 12 months by Scottish Index of Multiple Deprivation**

2016 data, adults (minimum base: 1,880)



**Table 12.3: Attendance at cultural events and visiting places of culture in the last 12 months by area deprivation**

Percentages, 2012 to 2016 data

Adults	2012		2013		2014		2015		2016		Base (2016)
	Attendance (including cinema)	Attendance (excluding cinema)	Attendance (including cinema)	Attendance (excluding cinema)	Attendance (including cinema)	Attendance (excluding cinema)	Attendance (including cinema)	Attendance (excluding cinema)	Attendance (including cinema)	Attendance (excluding cinema)	
20% Most deprived	70	60	72	61	70	60	72	62	75	64	1,880
2	73	63	76	67	76	68	79	69	80	70	1,990
3	77	69	79	71	81	74	83	75	85	76	2,070
4	82	75	85	78	84	78	87	81	87	81	1,970
20% Least deprived	88	83	90	85	91	86	91	85	90	83	1,730
Scotland	78	70	80	72	80	73	82	75	83	75	9,640

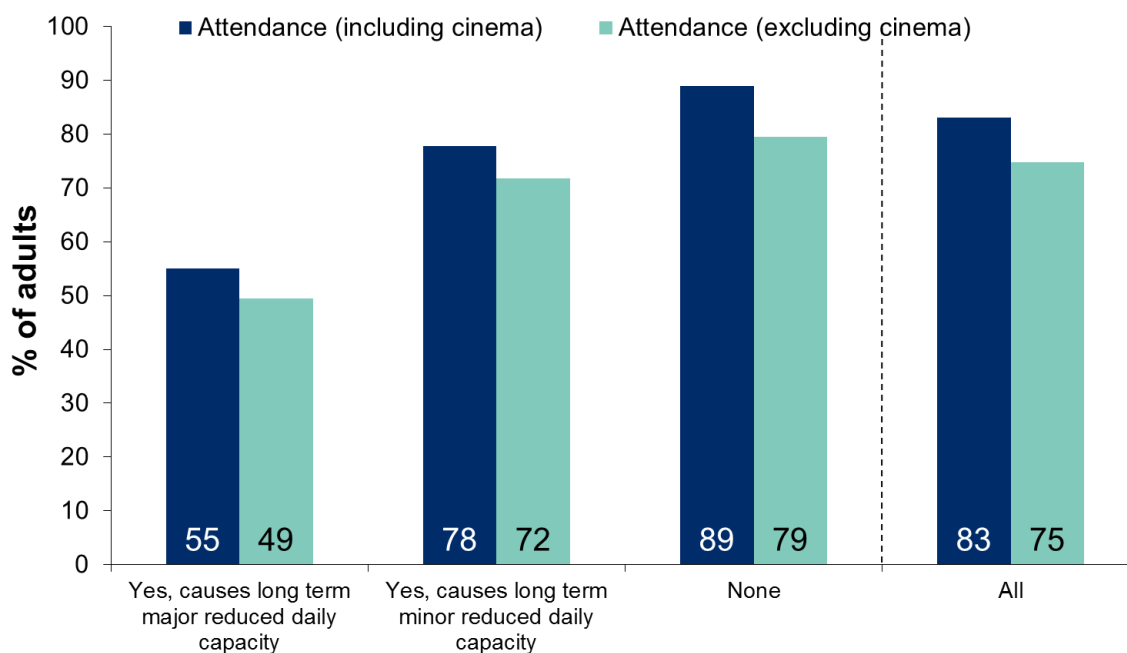
### 12.3.4 Attendance by Long-Term Physical/Mental Health Condition

- Cultural attendance was highest among those with good physical and mental health.
- Cultural attendance was lower for those with a long-term physical or mental health condition, especially if the condition caused a major reduction in daily capacity.

Figure 12.5 shows that cultural attendance was lowest among adults with a physical or mental health condition that caused long term major reduced daily capacity (55 per cent compared to 89 per cent attendance for those with no condition). For those whose condition caused minor reduced daily capacity, the attendance rate was 78 per cent.

**Figure 12.5: Attendance at cultural events and visiting places of culture in the last 12 months by long term physical/mental health condition**

2016 data, adults (minimum base: 1,290)



### 12.3.5 Frequency of Attending cultural events or places

- The library was the most frequently attended cultural place or event.

The library was the most frequently attended cultural place or event, with almost one in five people (18 per cent) attending at least once a week, and double that number attending at least once a month (35 per cent).

Cinema attendance was the next most popular, with 19 per cent of respondents attending at least once a month. Table 12.4 shows the frequency of cultural attendance in the past year.

**Table 12.4: Frequency of attending cultural events and visiting places of culture in the last 12 months**

Percentages, 2016 data

Adults	At least once a week	Less often than once a week / at least once a month	Less often than once a month but within the last 12 months	Don't know	Total	Base
Cinema	2	19	78	0	100	5,020
Live music event - e.g. traditional music, rock concert, jazz event (not opera or classical music performance)	1	11	87	0	100	2,870
Theatre - e.g. pantomime / musical / play	0	3	96	1	100	3,060
Library (including mobile and online)	18	35	47	1	100	2,760
Museum	1	8	90	0	100	3,060
Historic place - e.g. castle, stately home and grounds, battle or archaeological site	1	10	88	1	100	3,090
Gallery	1	11	87	1	100	1,890
Exhibition - including art, photography and crafts	1	6	92	1	100	1,730
Street arts (e.g. musical performances or art in parks, streets or shopping centre)	3	7	90	1	100	1,500
Culturally specific festival (e.g. mela /Feis/ local Gala days)	0	2	97	1	100	1,530
Dance show / event - e.g. ballet	1	4	95	1	100	1,080
Classical music performance or opera	0	7	92	1	100	840
Book festival or reading group	3	7	89	1	100	480
Archive or records office (e.g. Scotland's Family History Peoples Centre)	4	7	86	3	100	210

Columns add to more than 100 per cent since multiple responses allowed.

## 12.4 Participation in Cultural Activities

- Overall participation in cultural activities is high, and has remained largely unchanged since 2012.
- Reading for pleasure was by far the most common cultural activity in 2016.

Figure 12.6 shows levels of participation by adults at specific cultural activities in the last 12 months in 2012 and 2016. Overall participation in 2016 was 79 per cent, which is largely unchanged since 2012. When reading is excluded, participation was 53 per cent. This has increased, year on year, from 48 per cent in 2012.

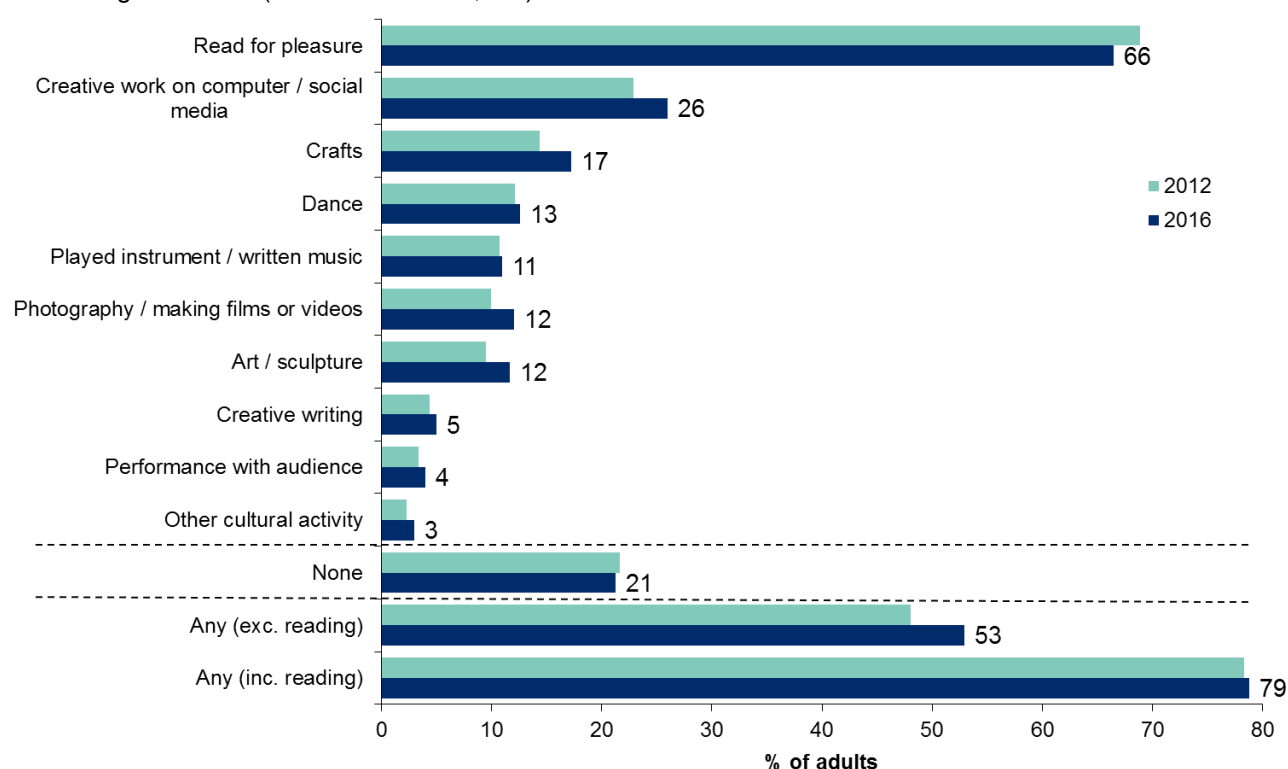
Reading for pleasure was by far the most common cultural activity in 2016, with 66 per cent of respondents saying that they had done this in the last year.

The next most popular activity was doing creative work on a computer or by social media (26 per cent), followed by crafts (17 per cent) and dance (13 per cent). Participation levels in all other cultural activities was 12 per cent or less.

About one in five people (21 per cent) had not participated in any cultural activity in the last 12 months.

**Figure 12.6: Participation in cultural activities in the last 12 months**

Percentage of adults (minimum base: 9,640)



### 12.4.1 Participation by Gender and Age

- Overall participation in cultural activities was higher among women than men, although this does vary by activity.
- Cultural participation was broadly similar for all age groups. However, participation decreased with age when reading was excluded from the measure.
- Women were more likely to read for pleasure, do crafts or dance than men, whereas men were more likely to play a musical instrument or write music and use a computer or social media to produce creative work.
- Older people were more likely to read for pleasure and do craftwork such as knitting, woodwork and pottery.

Table 12.5 shows that in 2016, more women than men participated in a cultural activity in the last 12 months (85 per cent and 73 per cent respectively). When reading is excluded, the difference between women and men was slightly smaller (eight percentage points). Overall cultural participation was broadly similar for all age groups; however, participation decreased with age when reading was excluded from the measure. Women participated more than men in a number of cultural activities including reading for pleasure (74 per cent compared with 59 per cent), crafts (26 per cent compared with 8 per cent) and dance (15 per cent compared with 10 per cent). Men had higher participation rates than women for playing a musical instrument or writing music (15 per cent of men and seven per cent of women) and using a computer or social media to produce creative work (28 per cent compared with 24 per cent).

For most cultural activities, younger adults, particularly those aged 16-24 were more likely than older age groups to participate in cultural activities. However, older people were more likely to read for pleasure and do craftwork such as knitting, woodwork and pottery.

**Table 12.5: Participation in any cultural activity in the last 12 months by gender and age**

Column percentages, 2016 data

Adults	Male	Female	16 to 24	25 to 34	35 to 44	45 to 59	60 to 75 plus 74	All	
Read for pleasure (not newspapers, magazines or comics)	59	74	57	63	66	68	73	68	66
Used a computer / social media to produce creative work of any kind	28	24	41	33	28	25	18	8	26
Crafts such as knitting, wood, pottery, etc.	8	26	11	16	14	17	24	21	17
Dance - e.g. ceilidh, salsa, Highland dancing, ballet	10	15	18	16	14	12	9	6	13
Played a musical instrument or written music	15	7	21	15	11	8	8	4	11
Photography / making films or videos as an artistic activity (not family or holiday 'snaps')	13	11	19	15	12	11	10	4	12
Painting, drawing, printmaking or sculpture	9	14	23	16	12	8	8	4	12
Creative writing - stories, books, plays or poetry	5	5	10	6	5	4	4	3	5
Took part in a play / sang in a choir or other performance (not karaoke)	3	5	6	4	3	3	5	3	4
Other cultural activity	4	2	3	3	4	3	3	3	3
None	27	15	20	23	22	21	19	24	21
Participated in any (excluding reading)	49	57	66	58	54	50	51	38	53
Participated in any (including reading)	73	85	80	77	78	79	81	76	79
<i>Base</i>	<i>4,400</i>	<i>5,240</i>	<i>730</i>	<i>1,270</i>	<i>1,480</i>	<i>2,380</i>	<i>2,450</i>	<i>1,330</i>	<i>9,640</i>

Columns add to more than 100 per cent since multiple responses allowed.

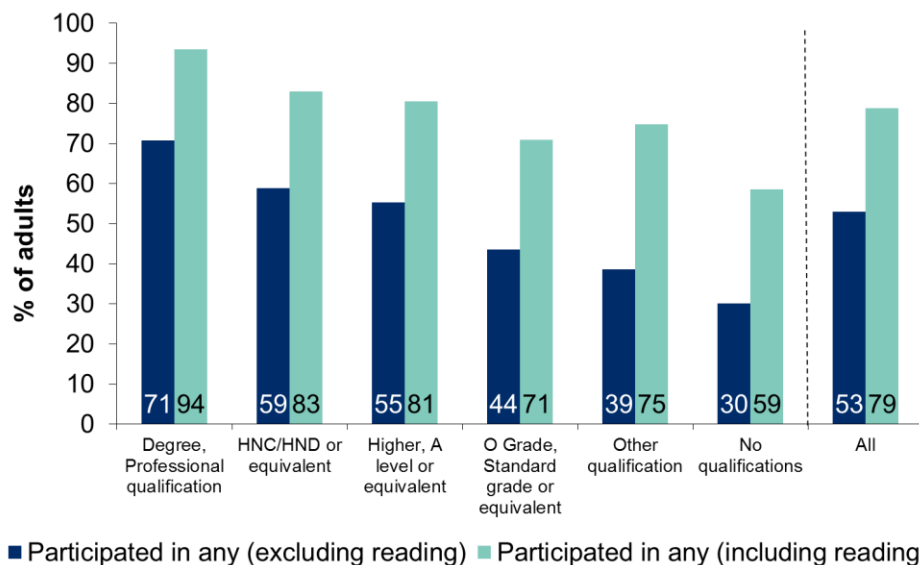
## 12.4.2 Participation by Highest Level of Qualification

- Those with a degree or professional qualification were more likely to participate than adults with no qualifications (94 per cent compared to 59 per cent). The gap between these two groups increases when reading is excluded.

As with cultural attendance, Figure 12.7 and Table 12.6 show that participation in cultural activities in 2016 was highest among adults with a degree or professional qualification (94 per cent) and lowest for those with no qualifications (59 per cent). When reading is excluded, the difference between qualification levels is even greater (71 per cent for those with a degree or professional qualifications, compared with 30 per cent for those with no qualifications).

**Figure 12.7: Participation in any cultural activity in the last 12 months by highest level of qualification**

2016 data, percentage of adults (minimum base: 500)



Participation rates for specific cultural activities are shown in Table 12.6.

**Table 12.6: Participation in cultural activities in the last 12 months by highest level of qualification**

Percentages, 2016 data

Adults	Degree, Professional qualification	HNC/HND or equivalent	Higher, A level or equivalent	O Grade, Standard grade or equivalent	Other qualification	No qualifications	All
Read for pleasure (not newspapers, magazines or comics)	85	66	65	55	64	48	66
Used a computer / social media to produce creative work of any kind	38	35	29	20	12	6	26
Crafts such as knitting, wood, pottery, etc.	23	19	14	12	20	14	17
Dance - e.g. ceilidh, salsa, Highland dancing, ballet	19	13	13	9	5	7	13
Played a musical instrument or written music	18	11	14	6	3	4	11
Photography / making films or videos as an artistic activity (not family or holiday 'snaps')	21	14	12	6	4	3	12
Painting, drawing, printmaking or sculpture	16	13	13	10	6	4	12
Creative writing - stories, books, plays or poetry	10	4	5	2	1	1	5
Took part in a play / sang in a choir or other performance (not karaoke)	7	4	4	2	2	2	4
Other cultural activity	5	3	1	2	2	2	3
None	6	17	19	29	25	41	21
Participated in any (excluding reading)	71	59	55	44	39	30	53
Participated in any (including reading)	94	83	81	71	75	59	79
Base	2,780	1,000	1,400	1,890	500	2,010	9,640

Columns add to more than 100 per cent since multiple responses allowed.

### 12.4.3 Participation by Scottish Index of Multiple Deprivation (SIMD 2016)

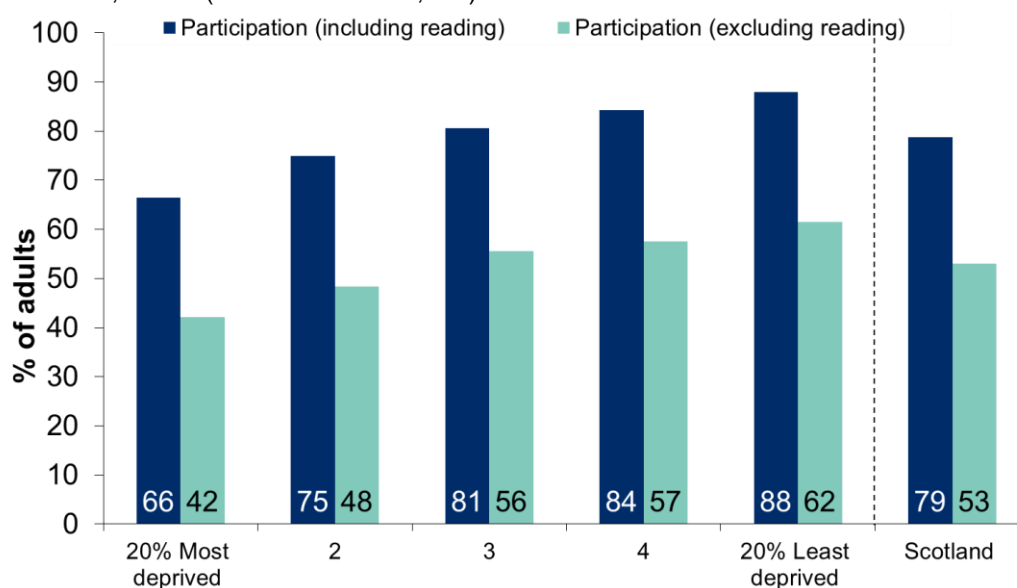
- Those in less deprived areas participate in culture more.

There was a 22 percentage point difference in cultural participation between those living in the 20 per cent most deprived and the 20 per cent least deprived areas (66 per cent compared with 88 per cent). This is consistent with the differences observed for cultural attendance.

Table 12.7 and Figure 12.8 show that levels of cultural participation increase as deprivation, as measured by the Scottish Index of Multiple Deprivation (SIMD 2016), decreases. Sixty-six per cent of adults in the 20 per cent most deprived areas participated in cultural activities, compared with 88 per cent of adults in the 20 per cent least deprived areas. When reading is excluded, the pattern is similar, with 42 per cent in the most deprived areas and 62 per cent in the least deprived areas of Scotland participating in a cultural activity.

**Figure 12.8: Participation in any cultural activity in the last 12 months by Scottish Index of Multiple Deprivation**

2016 data, adults (minimum base: 1,730)



**Table 12.7: Participation in any cultural activity in the last 12 months by area deprivation**

Percentages, 2012 to 2016 data

Adults	2012		2013		2014		2015		2016		Base (2016)
	Participation (including reading)	Participation (excluding reading)	Participation (including reading)	Participation (excluding reading)	Participation (including reading)	Participation (excluding reading)	Participation (including reading)	Participation (excluding reading)	Participation (including reading)	Participation (excluding reading)	
20% Most deprived	68	38	68	40	69	40	68	42	66	42	1,880
2	74	42	73	44	73	43	73	46	75	48	1,990
3	80	49	79	50	78	50	80	52	81	56	2,070
4	83	55	83	53	85	58	85	58	84	57	1,970
20% Least deprived	87	55	88	56	88	58	88	60	88	62	1,730
Scotland	78	48	78	49	79	50	79	52	79	53	9,640



### 12.4.4 Participation by Long-Term Physical/Mental Health Condition

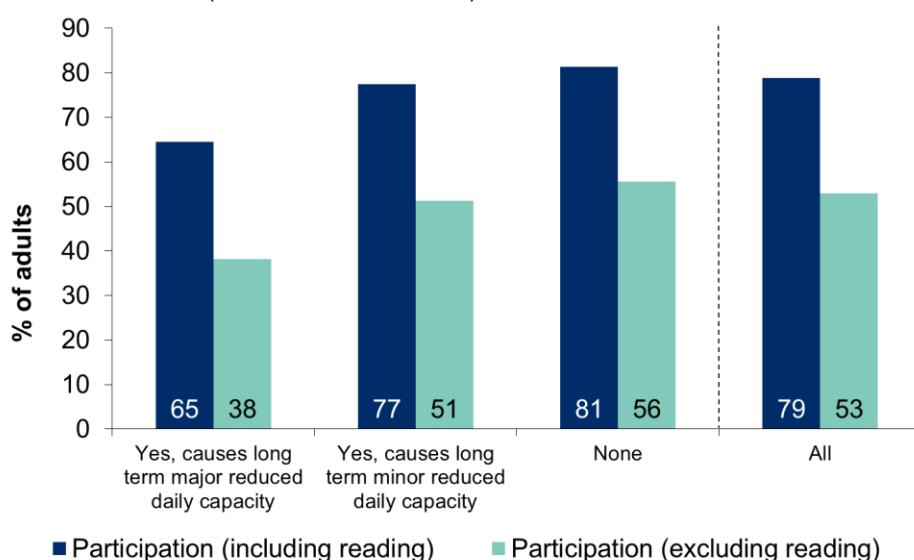
- Cultural participation was lower for those with a long-term physical or mental health condition, especially if this caused major reduced daily capacity.

Figure 12.9 shows that cultural participation was lower for those with a physical or mental health condition (lasting, or expected to last 12 months or more). Participation was lowest where this condition caused long term major reduced daily capacity (65 per cent) compared with 81 per cent participation for those with no such condition.

When reading is excluded, participation for those with conditions with major reduced daily capacity was 38 per cent and, for those with no condition, it was 56 per cent. For those with minor reduced daily capacity, the participation rate was 51 per cent.

**Figure 12.9: Participation in any cultural activity in the last 12 months by long term physical/mental health condition**

2016 data, adults (minimum base: 1,290)



### 12.4.5 Frequency of Participating in Cultural Activities

- Respondents participated in cultural activities more frequently than they attended cultural places or events.
- Reading for pleasure was the cultural activity most frequently participated in.

Table 12.8 shows that reading for pleasure was the cultural activity most frequently participated in. Of those who read for pleasure, 76 per cent did so at least once a week, and a further 12 per cent read at least once a month. Using a computer or social media for

creative work was also popular among participants, with 70 per cent of those who participated having done so at least once a week.

Respondents participated in cultural activities more frequently than they attended cultural places or events. Eighteen per cent attended a library at least once a week but, apart from this, attendance at cultural events at least once a week was low. However, participation in cultural activities at least once a week ranged from 25 per cent to 76 per cent.

**Table 12.8: Frequency of participating in cultural activities in the last 12 months**

Row percentages, 2016 data

Adults	At least once a week	Less often than once a week / at least once a month	Less often than once a month but within the last 12 months	Don't know	Total	Base
Read for pleasure (not newspapers, magazines or comics)	76	12	12	0	100	6,470
Used a computer / social media to produce creative work of any kind	70	14	15	1	100	2,250
Crafts such as knitting, wood, pottery, etc.	45	26	28	1	100	1,840
Dance - e.g. ceilidh, salsa, Highland dancing, ballet	25	18	56	1	100	1,140
Played a musical instrument or written music	59	20	21	0	100	950
Photography / making films or videos as an artistic activity (not family or holiday 'snaps')	34	31	34	1	100	1,090
Painting, drawing, printmaking or sculpture	37	32	30	1	100	1,040
Creative writing - stories, books, plays or poetry	38	30	30	2	100	490
Took part in a play / sang in a choir or other performance (not karaoke)	38	18	43	1	100	350
Other cultural activity	31	26	41	2	100	270

Columns add to more than 100 per cent since multiple responses allowed.

## 12.5 Satisfaction with Local Authority Cultural Services

- In 2016, around half of adults were either very or fairly satisfied with each of the three Local Authority Cultural Services: museums and galleries, theatres or concert halls and libraries. Levels of satisfaction with local authority provision is considerably higher (around nine in ten) when only users of the services are included in the analysis i.e. users are more satisfied with the service than those who don't use it.
- Adults (including users and non-users of these services) were more satisfied with museums and galleries and with theatres or concert halls in 2016 than they had been in 2007.
- The overall level of satisfaction with library services has decreased since 2007, with satisfaction levels among non-users driving the decrease.
- Since 2007, questions have been asked in the SHS on the frequency of use and satisfaction with local authority cultural services.

Table 12.9 presents the results for satisfaction with three different types of local authority services in 2016. It shows that adults (including users and non-users of these services) were more satisfied with museums and galleries and with theatres or concert halls in 2016 than they had been in 2007. This increase was relatively small, three to four percentage points across this period for each type of service. However, there has been a seven percentage point decrease in satisfaction with library services (from 55 per cent in 2007 and 2008 to 48 per cent in 2016).

**Table 12.9: Satisfaction with local authority culture services**

Column percentages, 2007 to 2016 data

Adults	2007	...	2012	2013	2014	2015	2016
<b>Libraries</b>							
Very/fairly satisfied	55	...	50	51	49	49	48
Neither satisfied or dissatisfied	10	...	8	10	12	15	15
Very/fairly dissatisfied	3	...	2	2	2	2	2
No opinion	32	...	39	38	36	34	35
<b>Museums and galleries</b>							
Very/fairly satisfied	41	...	42	44	46	46	45
Neither satisfied or dissatisfied	14	...	10	11	14	16	17
Very/fairly dissatisfied	4	...	2	2	2	2	2
No opinion	41	...	46	42	38	35	36
<b>Theatres or concert halls</b>							
Very/fairly satisfied	44	...	44	46	47	48	47
Neither satisfied or dissatisfied	14	...	9	10	13	15	16
Very/fairly dissatisfied	5	...	2	2	2	3	2
No opinion	38	...	45	42	38	35	35
<i>Base</i>	<i>10,220</i>	<i>...</i>	<i>9,890</i>	<i>9,920</i>	<i>9,800</i>	<i>9,410</i>	<i>9,640</i>

Table 12.10 shows levels of satisfaction with local authority provision is considerably higher when only users of the services are included in the analysis. In 2016, around nine in ten adults were either very or fairly satisfied with each of the three services (between 90

per cent and 93 per cent). As noted above, the overall level of satisfaction with library services has decreased since 2007, with satisfaction levels among non-users driving the decrease. In contrast, the levels of satisfaction among the service users have increased since 2007 across all services.

**Table 12.10: Satisfaction with local authority culture services. (Service users within the past 12 months only)**

Column percentages, 2007 to 2016 data

Adults	2007	...	2012	2013	2014	2015	2016
<b>Libraries</b>							
Very/fairly satisfied	90	...	93	92	92	92	93
Neither satisfied or dissatisfied	5	...	3	3	4	4	4
Very/fairly dissatisfied	3	...	2	3	2	3	2
No opinion	2	...	2	2	2	1	1
<i>Base</i>	<i>4,090</i>	...	<i>3,450</i>	<i>3,370</i>	<i>3,270</i>	<i>3,100</i>	<i>3,060</i>
<b>Museums and galleries</b>							
Very/fairly satisfied	87	...	92	91	92	91	91
Neither satisfied or dissatisfied	8	...	3	4	5	6	5
Very/fairly dissatisfied	2	...	2	2	1	2	1
No opinion	3	...	3	3	2	2	3
<i>Base</i>	<i>2,870</i>	...	<i>2,800</i>	<i>2,980</i>	<i>3,020</i>	<i>2,920</i>	<i>2,830</i>
<b>Theatres or concert halls</b>							
Very/fairly satisfied	86	...	90	91	91	90	90
Neither satisfied or dissatisfied	8	...	5	4	5	6	6
Very/fairly dissatisfied	3	...	2	2	2	2	2
No opinion	3	...	3	3	3	3	3
<i>Base</i>	<i>3,560</i>	...	<i>3,020</i>	<i>3,260</i>	<i>3,290</i>	<i>3,340</i>	<i>3,230</i>

## Conclusion

This chapter has summarised Scottish Household Survey findings on Culture and Heritage.