

**Scotland's Year of Highland Culture
2007:**

Surveys of the General Public

Pre & Post Highland 2007 Survey Results

Prepared By

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For
HIGHLAND 2007

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Scotland's Year of Highland Culture 2007 Surveys of the General Public

A Report for Highland 2007

By

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CONTENTS

Section:

- 1 Introduction and background**
- 2 Main findings & top line results**

Appendices

- 1 Questionnaires**
- 2 Survey tabulations 2006**
- 3 Survey Tabulations 2008**

1 INTRODUCTION AND BACKGROUND

- 1.1 As part of the wider monitoring and evaluation work for Scotland's Year of Highland Culture, Macpherson Research was commissioned to undertake survey work amongst the Scottish population. An initial survey of 1000 respondents was interviewed in 2006, largely to act as a baseline sample prior to any of the Highland 2007 promotion and activities. A follow up sample was interviewed in 2008 shortly after the completion of the Highland 2007 programme.
- 1.2 A monitoring exercise was integral to the Scotland's Year of Highland Culture, to measure levels of awareness before and after and to measure levels of penetration and impact from the year. The results contained in this document represent the pre and post campaign surveys conducted in 2006 and 2008 respectively.

METHODS

- 1.3 A questionnaire was developed by Macpherson Research and Highland 2007 to gather information from the general public in the Highlands and Islands as well as a sample from the rest of Scotland. The interviews were conducted by telephone.

Population

- 1.4 The sample was drawn from the entire population of Scotland and structured so that each local authority area was represented appropriately. Quotas were also set to ensure an adequate representation by gender and age group, to reflect the characteristics of the population as a whole.

Sample

- 1.5 **Pre campaign:** A sample of 1004 respondents was drawn at random from local telephone books.
Post campaign: a sample of 1008 respondents was drawn at random from local telephone books.
The samples were weighted to give greatest representation to The Highland Council, followed by the other parts of the Highlands and Islands, then the other parts of Scotland.

Report and Tabulations

- 1.6 Section 2 of this report summarises the main top line findings of the surveys. The full cross tabulations are contained in the appendices and these should be consulted for a fuller understanding of the responses and the changes over the time period. The cross tabulations present the response for each different local authority area, by gender, age group, and respondent origins.

2.0 MAIN FINDINGS

- 2.1 Overall, there was little shift between samples and time periods and the overall pattern of responses and opinions demonstrated a high level of consistency. Responses to most individual questions were very similar on both occasions, giving confidence in the results as an accurate reflection of public opinion.
- 2.2 The research was designed to measure the impact of Highland 2007 in two different ways. Firstly, the same set of questions was asked of two different samples, one before and one after Highland 2007. Secondly, respondents in 2008 were asked directly about the impact of Highland 2007. Broadly, it is difficult to detect much direct impact from the first approach, although there are one or two notable exceptions, but the second approach indicates greater impacts.
- 2.3 Overall, the impacts tend to be greatest for residents of The Highland Council area, then for residents of the other parts of the Highlands and Islands, and lastly for residents of other parts of Scotland. A similar pattern exists throughout most of the areas of investigation.

AWARENESS OF Highland 2007

- 2.4 In the initial survey in 2006, a total of 44% of Highland Council residents, 61% of Highlands and Islands residents and 83% of other Scots were not aware of the forthcoming Year of Highland Culture. In the follow up sample in 2008, the proportion of people who were unaware of Highland 2007 had fallen to 9% of Highland Council residents, 25% of Highlands and Islands residents and 60% of other Scots.

AWARENESS OF HIGHLAND 2007 Before this call, were you aware of the (forthcoming) Year of Highland Culture in 2007	% Respondents					
	Highland Residents		H&I Residents		Other Scotland	
	2006	2008	2006	2008	2006	2008
No	44	9	61	25	83	60
Yes – heard of it but that’s all	35	25	26	28	15	27
Yes – familiar with it	21	66	14	47	2	13

ANTICIPATED AND ACTUAL ATTENDANCE AND PARTICIPATION

- 2.5 Actual attendance and participation levels in Highland 2007 were significantly lower than anticipated by respondents beforehand. It is clear that respondents significantly overestimated their likely involvement. In 2006, 90% of residents in the Highlands and Islands expected to attend Highland 2007 events but only 39% of the second sample actually did. This figure for Highland Council area was higher at 56% attending compared to 89% expecting to. Similarly, in 2006, 53% of respondents living in other

parts of Scotland expected to attend Highland 2007 events but only 9% of the 2008 sample actually did.

ATTENDANCE at HIGHLAND 2007 EVENTS Do you expect to attend (did you attend) any Highland 2007 events...	% Respondents					
	Highland Residents		H&I Residents		Other Scotland	
	2006	2008	2006	2008	2006	2008
Definitely / Yes	40	56	34	39	12	9
Probably / possibly	49		56		41	
Probably not	7	44	6	61	34	91
No	4		4		13	

- 2.6 A similar result was observed for participation in Highland 2007 events. In 2006, 34% of Highland Council residents, 29% of Highlands and Islands residents and 18% of other Scots expected to participate in Highland 2007 events. Actual participation levels were 15%, 11% and 2% respectively.

PARTICIPATION in HIGHLAND 2007 EVENTS Do you expect to participate (did you participate) in any way?	% Respondents					
	Highland residents		H&I Residents		Other Scotland	
	2006	2008	2006	2008	2006	2008
Definitely / Yes	12	15	7	11	2	2
Probably / possibly	22		22		16	
Probably not	14	85	21	89	17	98
No	52		50		65	

- 2.7 In 2006 respondents were asked to estimate their likely attendance at and participation in a number of different types of events or activities in 2006, and in 2008 they were asked the same question retrospectively for 2007. In all cases, actual involvement in 2007 was lower than forecast involvement in 2006, although the difference was much less pronounced than for the previous questions (see 2.5 and 2.6 above).

- 2.8 In descending order, frequency of involvement for each event/activity in 2007 was:

	Frequency (times)	
	H&I residents	Other Scots
Participation in any kind of outdoor activities in the Highlands & Islands such as cycling, hill walking, skiing and so on	2.8	0.8
Attend any other performances in the H&I, such as stage shows, concerts, ceilidhs and so on	2.2	0.2
Visit any heritage related sites in the H&I such as castles, historic buildings, historical or archaeological sites, museums	1.9	0.8

and so on		
Attend any kind of sporting event in the H&I, ranging from team sports, indoor or outdoor sports, water sports and so on	1.7	0.1
Visit any kind of exhibition or gallery	1.6	0.3
Attend any festivals in the H&I	1.1	0.1
Participate in any kind of sporting event, indoor, outdoor, water sports and so on	0.8	0.1
Participate in any other performances in the H&I, such as stage shows, concerts, ceilidhs and so on	0.4	0.1
Participate in any festivals	0.3	0.0

IMPACTS

- 2.9 Respondents were asked a series of questions about the impact Highland 2007 may have had. Firstly they were asked if it had changed their view of Highland culture. A total of 10% of Highlands and Islands residents and 7% of non residents claimed that it had, either a little or a lot. Residents from The Highland Council area reported more change than the Highlands and Islands as a whole. There is also a clear link between age and the change perceived, with more than twice the proportion of younger respondents reporting change than older ones.

CHANGED VIEW OF CULTURE Did the Year of Highland Culture change your view of Highland Culture in any way?	% Respondents		
	Highland Residents	H&I Residents	Other Scotland
	2008	2008	2008
Not applicable – not aware of Highland 2007	9	25	60
No	76	65	33
Yes – a little	11	28	5
Yes – a lot	4	2	2

- 2.10 The majority of respondents reported that Highland 2007 did not have any personal impact on them. However a significant minority claimed that it did, with residents of The Highland Council area experiencing the greatest level of impact. Overall, 21% of Highland council residents reported a personal impact, albeit only a minor impact for most of them.

PERSONAL IMPACTS OF HIGHLAND 2007 Did the Year of Highland Culture have any other impacts for you personally?	% Respondents		
	Highland Residents	H&I Residents	Other Scotland
	2008	2008	2008
Not applicable – not aware of Highland 2007	9	25	60
No – no personal impact	70	60	31
Yes – but only minor impact	18	13	8
Yes – major impact	3	2	1

- 2.11 When asked about the perceived level of impact Highland 2007 had for the identity and prosperity of the Highlands, a much greater level of impact was reported. A total of 80% of Highland Council residents perceived an impact, more than a quarter believing it to be a major impact. Almost 40% of other Scots, representing 98% of those who were aware of Highland 2007, perceived an impact, many believing it to be a major impact.

IMPACTS FOR THE HIGHLANDS Overall, how big an impact do you feel Highland 2007 had for the identity and prosperity of the Highlands?	% Respondents		
	Highland Residents	H&I Residents	Other Scotland
	2008	2008	2008
Not applicable – not aware of Highland 2007	9	25	60
No impact	11	11	1
Small impact	54	41	24
Major impact	26	23	15

FAMILIARITY WITH THE HIGHLANDS AND ISLANDS

- 2.12 In the post Highland 2007 survey, residents of the Highlands and Islands claim to have a greater level of familiarity with the Highland and Islands and also with its culture than they did before. On a scale of 1 to 10, the average response from residents rose from 6.9 in 2006 to 7.6 in 2008. Non residents showed no change.

FAMILIARITY WITH H&I Overall, how familiar would you say you are with: (on a scale of 1 to 10 where 1 =completely unfamiliar and 10 = very familiar)	Average score			
	H&I residents		Other Scotland	
	2006	2008	2006	2008
1) ...the Highlands & Islands	6.9	7.6	5.0	5.0
2) ...the culture of the Highlands & Islands	6.5	6.9	4.7	4.8

HOW WOULD YOU RATE THE HIGHLANDS AND ISLANDS

- 2.13 Respondents were asked to rate the Highlands and Islands on a scale of 1 to 10 as a place to live, to work and to take holidays. Overall there seems to be a positive and favourable perception. There was no significant change in response between 2006 and 2008. Residents gave consistently higher scores for living and working in the Highlands and Islands than non residents, but both populations gave the same score as a place to take personal holidays.

HOW WOULD YOU RATE THE H&I Overall, how familiar would you rate the H&I: (on a scale of 1 to 10 where 1 = very poor and 10 = great)	Average score			
	H&I residents		Other Scotland	
	2006	2008	2006	2008
1) ...as a place to live	8.8	8.7	6.7	6.8

2) ...as a place to work	7.2	7.2	5.7	6.0
3) ...as a place to take your own holidays	7.7	7.7	7.9	7.7

PERCEIVED CHANGE IN CULTURE

- 2.14 Residents generally feel there has been more change in the culture of the Highlands and Islands over the past few years than non residents, although the response from residents has not changed over the time period. However, other Scots perceived more change in 2008 than they did in 2006, bringing their perceptions more into line with those of residents.

CHANGE IN CULTURE OF H&I Over the past few years, do you think there has been much change in the culture of the H&I (on a scale of 1 to 10 where 1 = no change and 10 = great change)	Average score			
	H&I residents		Other Scotland	
	2006	2008	2006	2008
Average score	6.0	6.0	4.9	5.7

DO THE HIGHLANDS AND ISLANDS ENHANCE OR DETRACT FROM SCOTLAND'S IMAGE

- 2.15 There has been little change in overall opinion on the question of whether the Highlands and Islands enhances or takes away from Scotland's image and reputation. All samples were strongly positive. Interestingly, it is the non residents who are consistently most positive about the contribution of the Highlands and Islands, although residents were slightly more positive in 2008 than 2006.

H&I ENHANCE OR DETRACT Do you think the H&I overall enhances or takes away from Scotland's image and reputation? (on a scale of 1 to 10 where 1 = takes away a lot and 10 = enhances a lot)	Average score			
	H&I residents		Other Scotland	
	2006	2008	2006	2008
Average score	8.0	8.2	8.5	8.5

SENSE OF PRIDE

- 2.16 There is a strong sense of pride associated with coming from the Highlands and Islands. There was a greater expression of pride in 2008 than 2006 amongst those who actually originate in the Highlands and Islands. The converse was true for those who do not.

PRIDE IN H&I On a scale of 1 to 10, how proud and you of coming from the Highlands and Islands	Average score			
	H&I residents		Respondents originally from H&I	
	2006	2008	2006	2008
Average score	9.0	8.6	9.4	9.6

PERCEIVED STRENGTHS AND WEAKNESSES

2.17 Respondents were invited to say how good they think the Highlands and Islands is at certain things, and a list of possible strengths was read out. Scores were on a scale of 1 to 10. The following observations can be made:

- In descending order, residents see the greatest strengths to be: quality of the environment (8.2), traditional music (7.9), historic buildings and sites (7.6), outdoor sports (7.0), festivals and events (6.6), museums (6.5). Residents gave the lowest scores to: Film and TV productions (4.0), writing (4.4), Scots language (4.6).
- In descending order, non residents see the greatest strengths to be: the quality of the environment (8.2), historic buildings and sites (8.1), traditional music (8.0). Non residents gave the lowest scores to: professional football (5.5), Film and TV productions (5.8), other indoor sports (5.9), other types of music (6.1).
- In all areas apart from traditional music, quality of the environment and sports, residents of the Highlands and Islands gave a lower score in 2008 than in 2006. In descending order of change, the biggest drops were for writing, Scots language, Film and TV productions, painting and sculpture, dance, community life.
- Conversely, non residents scored many things more positively in 2008, although the shifts were less pronounced. In descending order these were indoor sports, outdoor sports, professional football, other types of music, painting and sculpture, community life, film and TV productions, scientific achievement.
- Non residents gave a lower score in 2008 than 2006 for quality of the environment, Gaelic language, Scots language, dance, historic buildings and sites.
- The biggest differences between residents and non residents, where non residents had a more positive view of the Highlands than residents, were in descending order: Scots language, writing, film and TV productions, painting and sculpture, community life, dance.

PERCEIVED STRENGTHS AND WEAKNESSES I'm now going to run through a list of possible strengths and as you to say how strong or how good you think the Highlands and Islands is at the following, using a scale of 1 to 10 where 1 = very weak and 10 = very strong.	Average scores			
	H&I residents		Other Scotland	
	2006	2008	2006	2008
Traditional music	7.9	7.9	7.9	8.0
Other types of music	6.3	6.0	5.7	6.1
Festivals and events	7.0	6.6	6.9	6.9
Community life	7.3	6.4	7.5	7.6
Film and TV productions	5.2	4.0	5.6	5.8
Writing (e.g. books, plays, poetry)	6.0	4.4	6.5	6.6
Painting and sculpture	6.4	5.4	6.5	6.8
Crafts	7.1	6.3	7.2	7.3
Dance	6.8	5.8	7.1	7.0

Professional football	6.4	5.8	5.1	5.5
Other outdoor sports	7.1	7.0	6.9	7.3
Other indoor sports	6.3	6.2	5.4	5.9
The quality of the environment	8.2	8.2	8.4	8.2
Historic buildings and sites	7.9	7.6	8.2	8.1
Museums	7.0	6.5	7.3	7.3
Scientific achievement	5.7	5.3	6.0	6.2
Gaelic language	6.0	6.4	6.6	6.4
Scots language	6.0	4.6	7.0	6.8

IS HIGHLAND CULTURE DIFFERENT FROM SCOTTISH

- 2.18 Most respondents feel there is a significant difference between Highland culture and the rest of Scotland. The response from residents of the Highlands and Islands remains unchanged since 2006. Non residents, however, are tending to see a greater difference between Highland culture and other parts of Scotland since 2006, and in 2008 they saw more difference than residents.

H&I CULTURE v SCOTTISH Taking everything into account, do you feel there is a difference between Highland culture and other parts of Scotland? (on a scale of 1 to 10 where 1 = no difference and 10 = huge difference)	Average score			
	H&I residents		Other Scotland	
	2006	2008	2006	2008
Average score	7.0	7.0	6.7	7.2

IMPORTANCE OF HIGHLAND CULTURE

- 2.19 There is little noticeable change in opinions between 2006 and 2008 or between residents and non residents when it comes to the importance of highland culture to visitors or as part of Scottish identity. However, Highland culture is clearly more important on a personal level to residents than non residents, although non residents still place a surprising level of importance upon it. Not surprisingly, respondents who originate in the Highlands and Islands tended to give higher scores than those originating elsewhere.

IMPORTANCE OF H&I CULTURE How important do you think Highland culture is: (on a scale of 1 to 10)	Average score			
	H&I residents		Other Scotland	
	2006	2008	2006	2008
1) ...to visitors	8.3	8.5	8.2	8.2
2) ...as part of Scottish identity	8.3	8.1	8.3	8.2
3) ...to you	8.2	8.1	7.1	7.2

DESCRIPTORS OF HIGHLAND CULTURE

2.20 Respondents were asked to score a number of contrasting descriptors of Highland culture, selecting a score on a scale of 1 to 10 to reflect where on the scale they felt the truth lay. The weighted average scores are presented in the table below.

DESCRIPTORS OF HIGHLAND CULTURE The following is a list of contrasting words or phrases at different ends of the 1 to 10 scale. Choose a number that expresses your opinion: (No. 5 represents neutral). Highland culture is:	Weighted average scores			
	H&I residents		Other Scotland	
	2006	2008	2006	2008
...is dead is alive and vibrant	7.2	7.2	7.1	7.2
... is boring is very interesting	7.4	7.2	7.2	7.3
... is out of date & old fashioned is contemporary and up to date	6.8	6.5	6.6	6.6
... does not have any variety or breadth has great variety or breadth	7.1	7.1	6.9	6.9
... is not important for the Highland economy is very important for the Highland economy	8.2	8.7	8.2	8.0
... is something to be ashamed of is something to be proud of	8.8	8.8	8.9	8.6
... has nothing to do with my personal sense of identity is a major part of my sense of identity	7.4	7.7	4.8	5.7

2.21 The following observations can be made:

- The perceptions of residents and non residents are very similar in most areas, except for the link between Highland culture and personal sense of identity, where non residents gave lower scores. However, they scored more highly in 2008 than 2006.
- Overall, there was little change over the time period, the exceptions being 1) the importance of Highland culture for the economy of the Highlands and Islands and 2) the link between Highland culture and personal sense of identity, the average scores for both rising over the period.
- The strongest expression of opinion was reported for Highland culture being something to be proud of. This was equally so for residents and non residents. Strong agreement was also expressed for Highland culture being important for the Highland economy.
- The lowest level of agreement was expressed for Highland culture being contemporary and up to date.

AWARENESS OF HOMECOMING SCOTLAND

2.22 Awareness of this event has risen considerably from a very low base in 2006. However, there is still only a small proportion of the population in the Highlands and Islands which is aware of it and a very small proportion of the rest of Scotland.

AWARENESS OF Homecoming Scotland Before this call, were you aware of the (forthcoming) Homecoming Scotland in 2009	% Respondents			
	H&I residents		Other Scotland	
	2006	2008	2006	2008
No	97	85	97	92
Yes – heard of it but that’s all	2	10	3	8
Yes – familiar with it	1	5	0	0