

Culture and Communities Committee

10am, Tuesday, 11 September 2018

Edinburgh People Survey – Culture Results

Item number	9.4
Report number	
Executive/routine	
Wards	All
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Executive Summary

This report presents the culture results of the Edinburgh People Survey from 2012 to 2017, with appropriate comparisons for non-Council surveys. In summary, the report finds:

- Cultural participation in Edinburgh remains significantly above the Scottish average, with improving levels of participation in the year-round programme of Festivals (+10% from 2012 to 2017) and in cultural activities outside of Festivals (+8% from 2013 to 2017);
- Though there have been significant and widespread increases in cultural participation, in 2017 21% of Edinburgh adults had not been to a Festival in the previous two years, or attended a live music event, theatre, museum or gallery in the last year;
- Non-participation in cultural activity appears to be strongly driven by economic factors with those in work more than twice as likely to be engaged with cultural activity than those who are unemployed and looking for work, but level of education, age and health are also influential; and
- A national increase of 9.7% (2016-2017) in attendance at cultural venues and attractions includes a significant increase in local people visiting these, as well as an increase in tourist visits. It is clear that Edinburgh residents are receiving cultural benefits as well as the economic benefits of the city being a major cultural and cultural tourism hub.

Edinburgh People Survey – Culture Results

1. Recommendations

- 1.1 It is recommended that committee notes the findings of this report and requests an annual report on the cultural specific survey results from 2019.

2. Background

- 2.1 The Edinburgh People Survey (EPS) is the largest face-to-face opinion survey conducted by any UK local authority on:
 - 2.1.1 satisfaction with, and experience of, local services;
 - 2.1.2 opinion of the local authority; and
 - 2.1.3 quality of life factors.
- 2.2 The survey interviews a minimum of 5,100 Edinburgh adults (aged 16+) in the autumn of each year, obtaining a representative sample of 300 residents in each of the city's 17 multi-member wards. The survey provides unparalleled access to the views of Edinburgh residents and is used in both performance reporting and service planning across a broad range of service areas.
- 2.3 For the past six years (2012-2017) the survey has gathered figures on attendance at any of the city's year-round Festivals, and for the past five years the survey has also asked about cultural engagement outside of festivals. These six years of data have been collected and are being reported to this committee for the first time (annual updates are provided to the Corporate Policy and Strategy Committee).

3. Main report

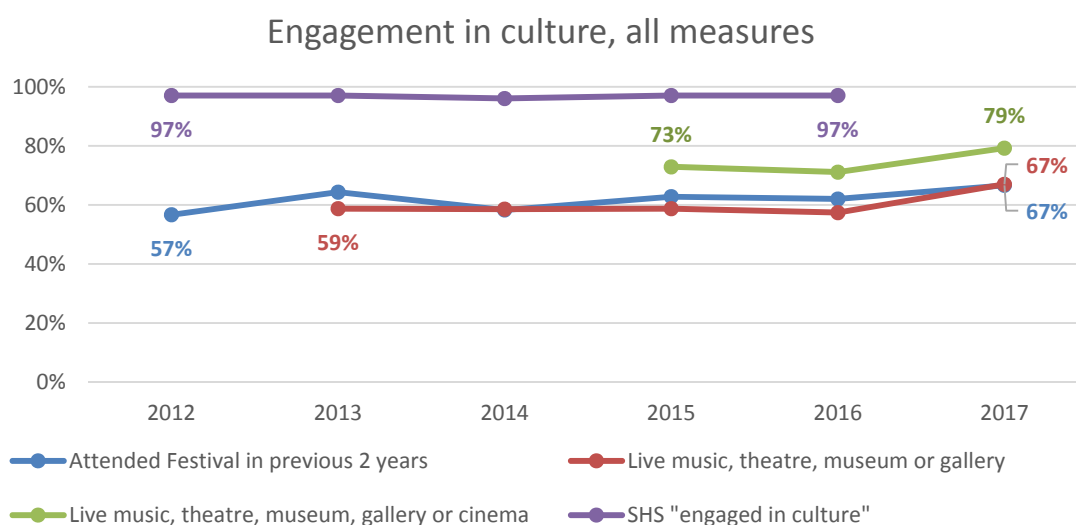
- 3.1 This report reflects a high level of cultural engagement amongst citizens compared to Scotland as a whole, and engagement is also significantly improved over the period surveyed from 2012 to 2017.
- 3.2 This report looks at overall cultural engagement in the city, both at Edinburgh's year-round Festivals and at events and activities outside this. It should be noted that the EPS data relate only to cultural activities which Edinburgh residents have

been engaged with *in Edinburgh*. Some residents will also have engaged in cultural activity *outside of Edinburgh*. To address this deficiency, some comparison data is also included from the Scottish Household Survey (SHS) – which samples around 750 Edinburgh residents each year, but which asks about all cultural engagement, not just engagement within the local authority boundary.

3.3 Finally, the report goes on to show the profile of citizens engaged in various local cultural activities.

Overall engagement in cultural activity

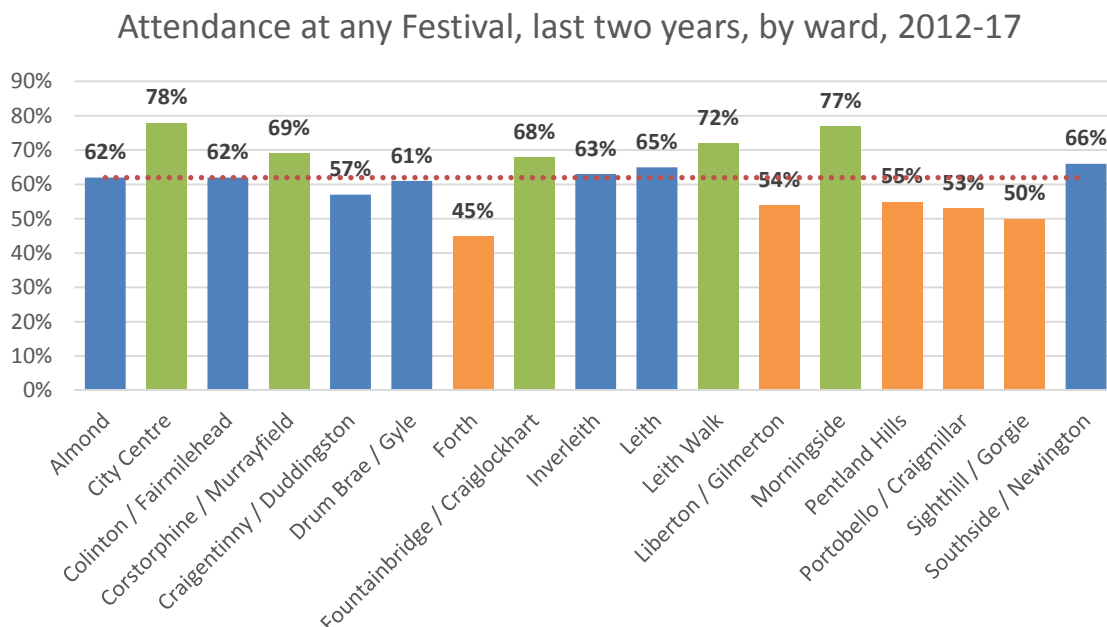
3.4 Overall engagement in cultural activity amongst adults living in Edinburgh has increased over the previous six years, with a 10% increase in residents attending any of the Edinburgh Festivals, and an 8% increase in the percentage of residents attending live music, theatre, museums or galleries outside of festivals since 2013. Both of these indicators were at their highest measured levels in 2017.



3.5 Over the period monitored by the EPS, attendance at cultural activities as part of Festivals and outside of festivals have been about equal. Cinema attendance was only monitored since 2015 and in order to fairly report the longer term trends, two lines are shown – one including cinema where that data is available for the previous three years, and one excluding cinema which shows five years of data. The graph shows that the percentage of residents who have attended any live music, theatre, museum, gallery or cinema has increased by 6% from 2015 to 2017. In 2017 around four in five adults had attended one or more cultural activities in the previous year, outside of Festivals.

3.6 The SHS monitors a considerably wider range of activities as part of its indicator “engaged in culture”. This measure combines all the above festival and non-festival activity with visiting historical sites or archives, going to the library and being in a book group. Around 97% of Edinburgh residents were considered “engaged in culture” according to this indicator, which is around 5% higher than the average for Scotland as a whole.

3.7 Overall attendance at Festivals has increased and in 2017 was at its highest recorded level. There has been little statistically significant change over time at ward-level. The graph below shows the average over all six years for each ward (though it should be noted that ward boundary changes altered some wards – Forth ward in particular was significantly reshaped) and highlights wards significantly above the city-wide average (in green) and those below the average (in orange).



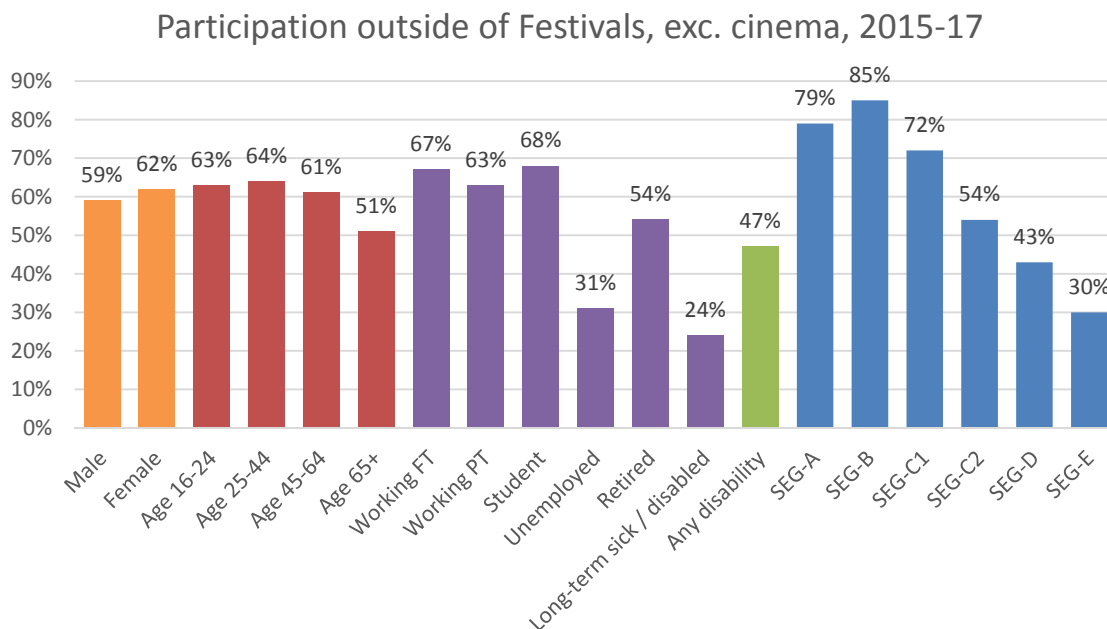
3.8 While income is an obvious factor in driving attendance at Festivals – and those areas significantly below the city average often include areas of highest deprivation – it may be that geography is also a factor, with four of the five areas of lowest engagement being located on the periphery of Edinburgh.

3.9 There is a strong relationship between Festival and non-Festival cultural activity. In 2017, of those who had attended a cultural activity (excluding cinema) outside of a Festival, 82% had also attended a Festival in the previous two years. Of those who had not been engaged in culture outside of festivals, only 35% had been to a Festival.

3.10 While overall engagement in both festivals and non-Festival cultural activity is increasing, there remains 21% of Edinburgh adults in 2017 who had neither been to a festival in the previous two years, nor a live music event, theatre, museum or gallery in the previous year.

Demographic drivers of overall engagement

- 3.11 Looking at attendance at live music, theatre, museums or galleries over the previous three years of EPS data reveals significant differences in overall participation, the largest of these appears to be economic, but age and health also have substantial impacts.

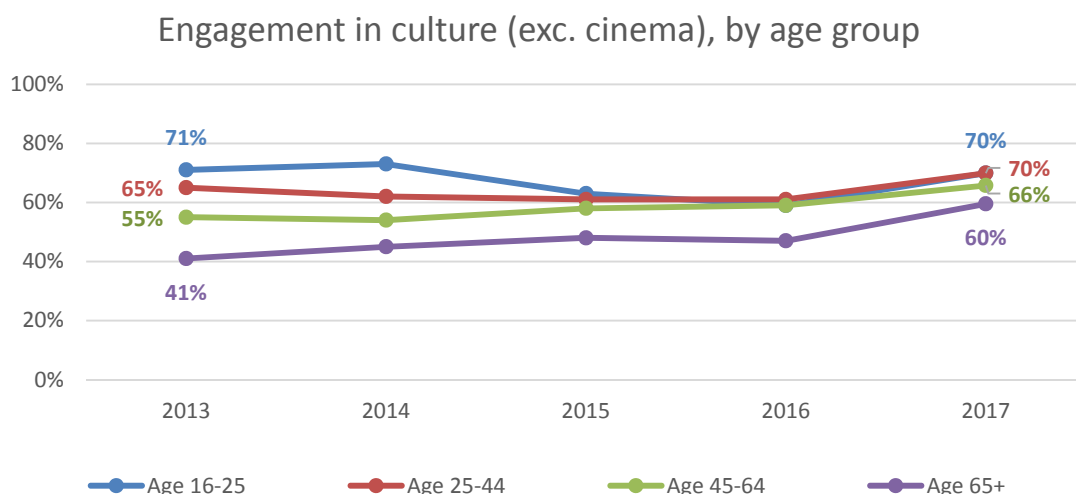


- 3.12 There was little overall difference in overall participation between men and women and between adults aged 16 to 64, however there were differences in terms of the types of cultural activity those groups engaged in, which are explored later.
- 3.13 Those in any form of employment were around twice as likely to have engaged in cultural activity in the last year as those who were unemployed and seeking work. While the EPS does not directly ask about income, it uses a Socio-Economic Grouping (SEG) based on the profession of the highest earner in the household to provide an approximation of this. SEG classifications generally run from the highest paid (A) to the lowest paid (E) – though individuals and particular professions will vary.
- 3.14 85% of those in socio-economic group B (intermediate managerial, administrative, professional) had engaged in cultural participation outside of Festivals, compared to only 30% of those in SEG-E (casual labourers, pensioners only receiving state pension, unemployed people).
- 3.15 Attendance at Festivals in the previous two years (not shown in graph) has the same distribution pattern. Over 2015 to 2017, 83% of those in SEG-B had attended a Festival, compared to 32% of those in SEG-E.

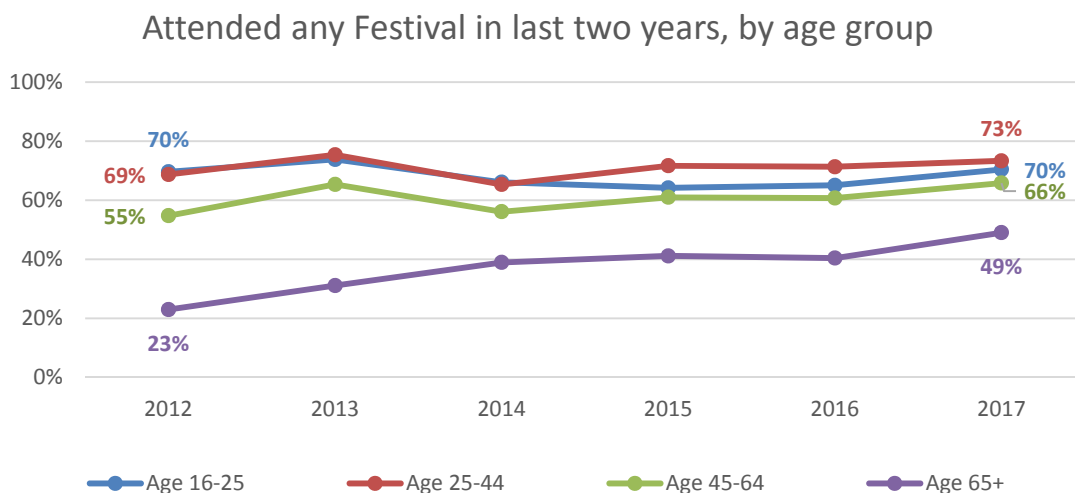
- 3.16 SEG also reflects a level of educational attainment. The 2016 SHS shows a clear pattern of cultural engagement with those attaining further, higher or professional qualifications being significantly higher (97%, exc. cinema) than those with only high school qualifications (89%, exc. cinema) or those with no qualifications (53%, exc. cinema) – though this last group also tends to be older. Part of the reason why Edinburgh outperforms Scotland as a whole in cultural engagement is likely due to the higher average income and educational attainment of its residents as a result of Edinburgh being a centre of skilled employment.
- 3.17 Those not working due to long-term illness or disability were the group least likely to have attended any cultural activity outside of the Festivals. While those with any disability (who may have been working or may have been retired) were also significantly less likely than the average to have participated. While non-participation outside of Festivals amongst those with any disability has fallen significantly (67% in 2013 to 48% in 2017), amongst those *unable to work* due to illness or disability, participation is unchanged over the same period. Attendance at Festivals shows the same pattern: those with any disability were more likely to attend in 2017 than in 2012, while those not working due to illness or disability showed no change over the same period.

Change in overall engagement over time, by age group

- 3.18 Over the past five years there has been an overall increase in participation amongst those aged 25 and over. Those in the oldest age group have seen the largest rise (+19%), but were still significantly below those in younger age groups. The youngest age group has experienced no net change over the five year period, showing a dip in 2015 and 2016 relative to previous years.



3.19 There is a similar pattern observable in attendance at Festivals over the previous six years. The largest increases can be seen in the oldest two groups, with those aged 65+ having more than doubled its likelihood of attendance from 2012 to 2017. By contrast, the youngest age group is no longer the most likely to attend a Festival, and has shown no net growth over the period measured.



3.20 The reason for these changes could, in part, be as a result of Festival organisers further developing accessible year round activities, but it is likely that these changes also reflect a general economic recovery monitored over the same period.

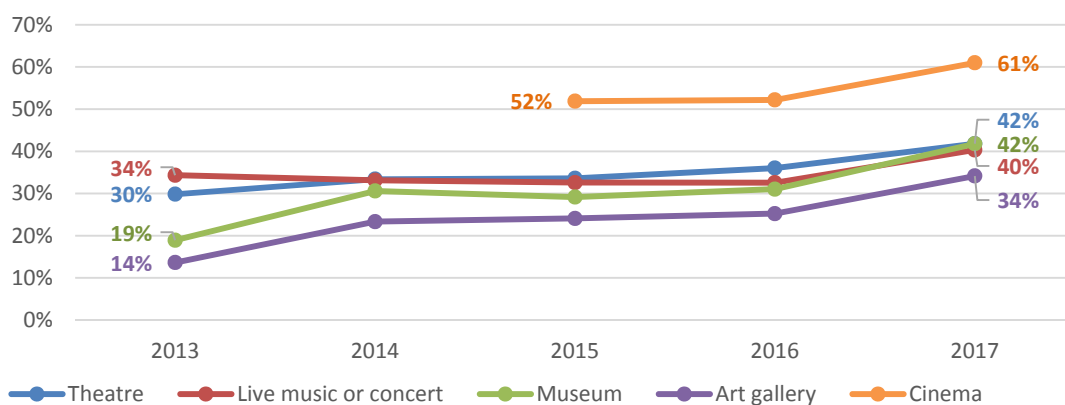
Engagement in various cultural activities in Edinburgh over time

3.21 Engagement in all measured non-festival activities (theatre, live music or concert, museum, art gallery and cinema) has increased from 2013 to 2017. The proportion of residents who have attended live music events has increased by (6%), while art galleries and museums have seen much larger increases (20% and 23%, respectively).

3.22 The outsize performance of museums and galleries may have resulted from the impact of substantial investment for the refurbishment of the National Galleries of Scotland and the National Museum of Scotland. However, while these national institutions are of enormous importance in themselves, it is worth noting that the Association of Scottish Visitor Attractions reported an overall 9.7% increase in visitors (2016 to 2017) at cultural attractions across Scotland. This indicates growth is being experienced sector-wide, and attendance by local residents at Edinburgh cultural destinations and

attractions is likely a substantial part of this increase, as shown in the graph below.

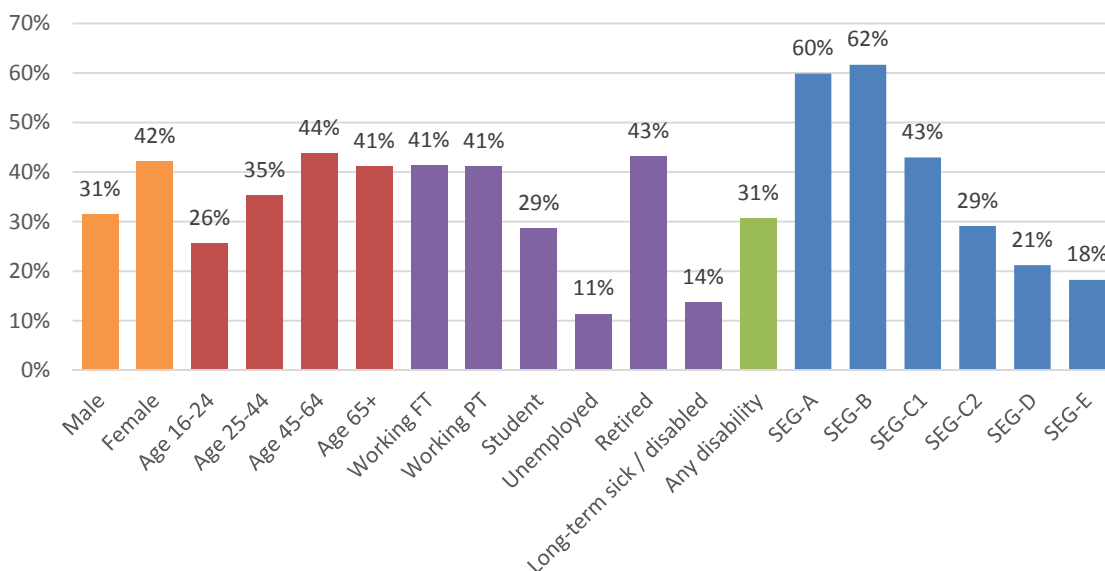
Engagement in non-Festival culture



3.23 Just as Festivals provide cultural benefit to Edinburgh residents – separate from their economic benefit to the city – it is clear that the general success of cultural tourism in the city translates through into greater cultural engagement by its citizens.

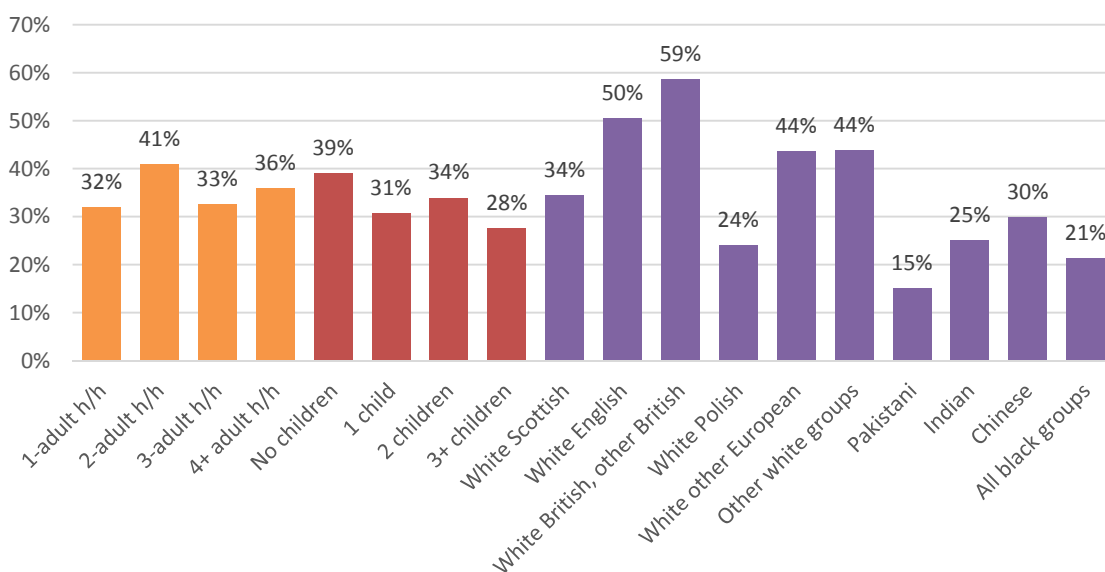
3.24 Looking at all responses for the last three years (2015 to 2017), going to the theatre shows familiar economic patterns. However theatre visitors were much more likely to be women and more likely to be 45+. Those who were unemployed and looking for work were three times more likely to have visited a cinema than to have visited a theatre.

Attended **theatre** in last year, average 2015-17



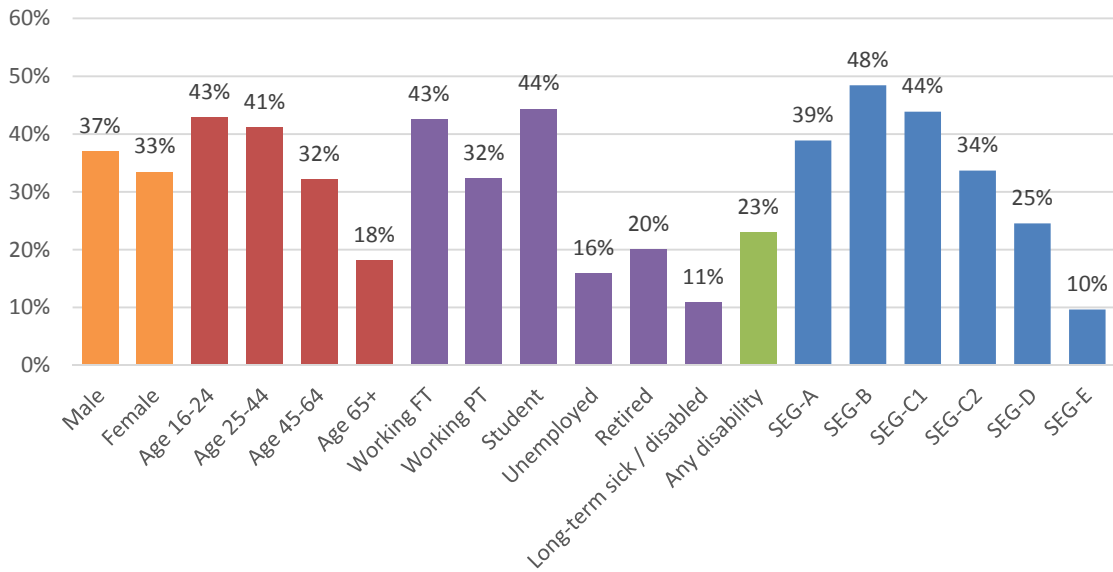
- 3.25 When looking at theatre attendance against a wider suite of demographics there is no clear pattern in terms of household composition, but the pattern of attendance by national / ethnic origin is typical for all cultural activity. Generally white English / British residents are the most likely to have attended the theatre, with Pakistani participants being the group least likely to have done so.
- 3.26 Edinburgh has the biggest mix of residents with non-Scottish national identity. Nevertheless, Scottish is the largest national / ethnic grouping in the city. The lower level of cultural participation amongst Scottish people is observable in all cultural activities and, because of the smaller size of other groups, is generally not statistically different than Polish, Indian, Chinese and black groups.

Attended **theatre** in last year, average 2015-17



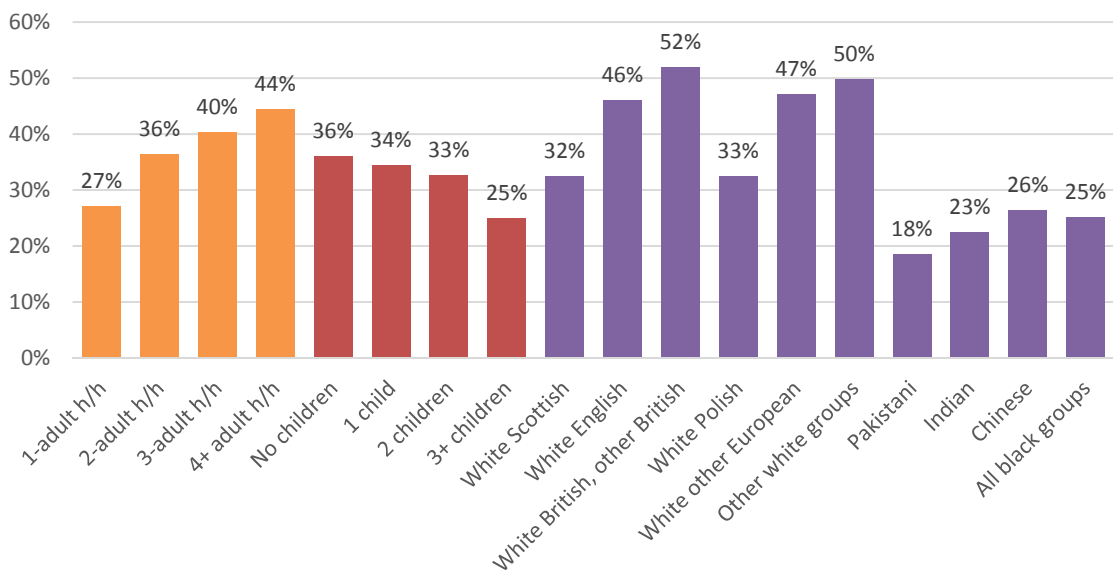
- 3.27 The likelihood of a participant having attended a live music event decreased with age; those in the youngest age group were more than twice as likely to have attended a live music event than those in the oldest age group. Men were slightly more likely to have attended a live music event than women.
- 3.28 Aside from cinema, live music appears to have the most appeal across SEGs, with the smallest gap between B and C1, and the smallest gap between C1 and C2. However, those working part-time were much less likely to attend live music events than those working full-time, a pattern not observed for any other cultural activity.

Attended live music / concert in last year, average 2015-17

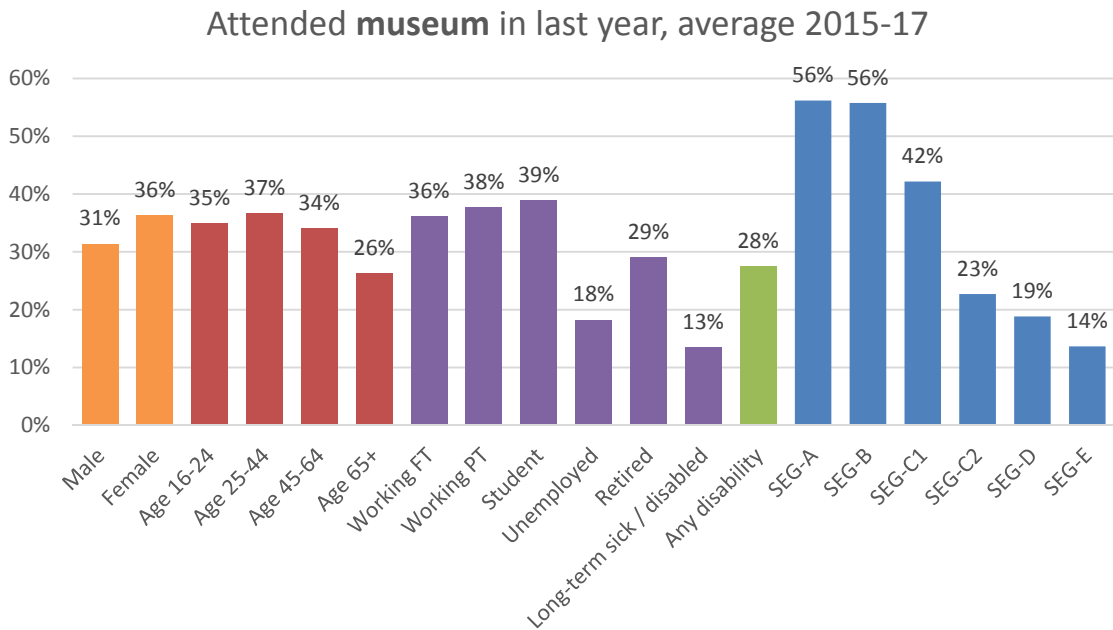


3.29 Reflecting the generally younger age profile of those accessing live music, attendance was higher amongst households which had more adults (who tend to be younger) and lower amongst households with multiple children.

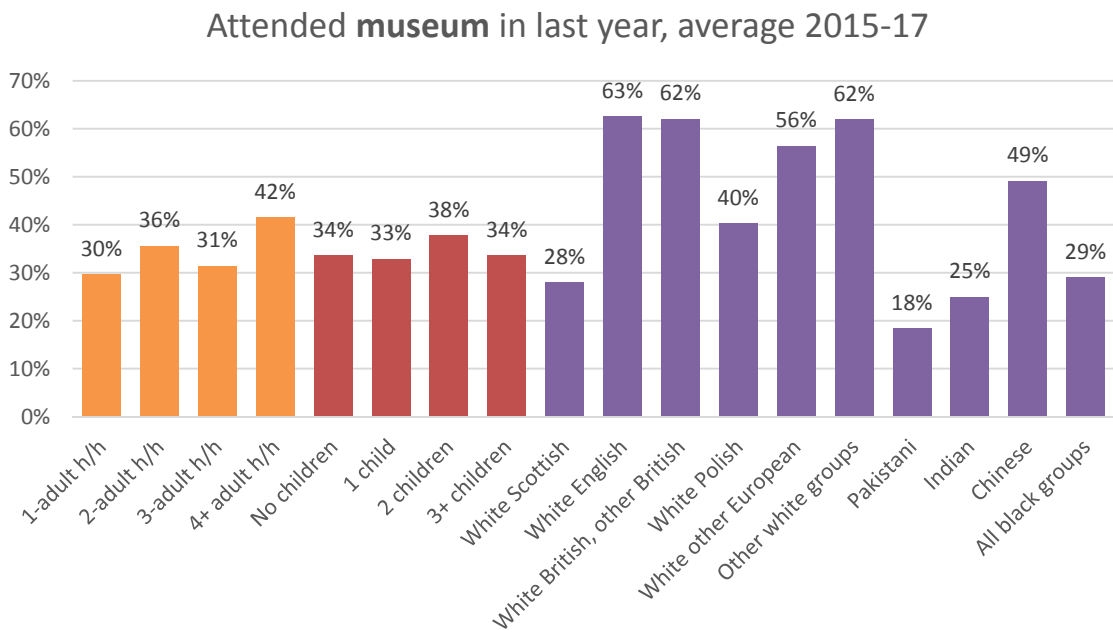
Attended live music / concert in last year, average 2015-17



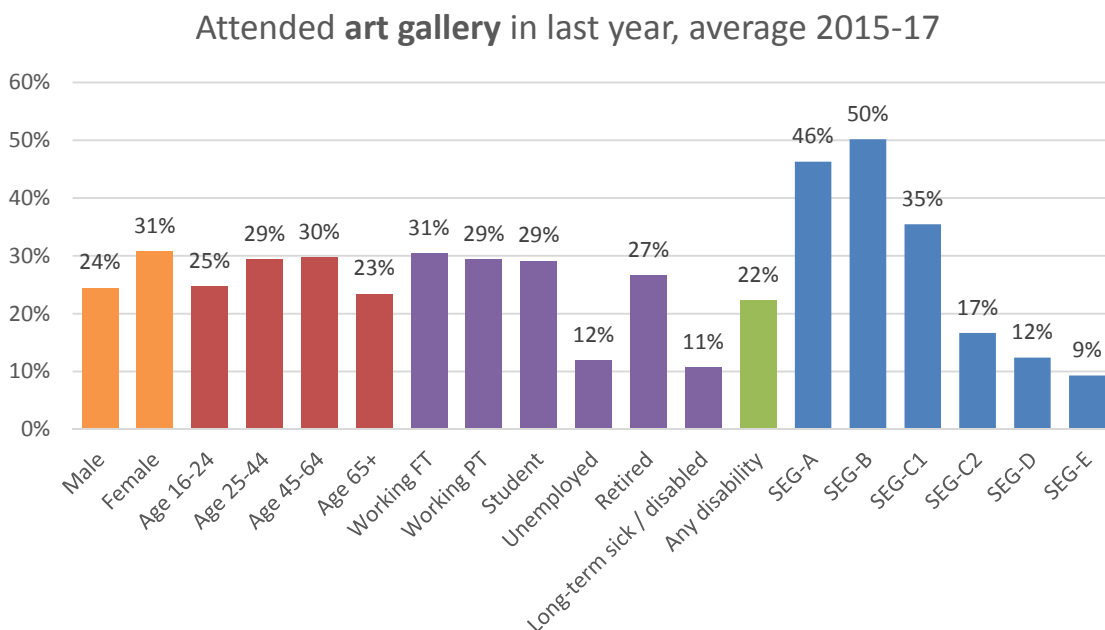
3.30 Women were slightly more likely than men to have visited a museum in the previous year, and attendance was otherwise consistent with that observed elsewhere.



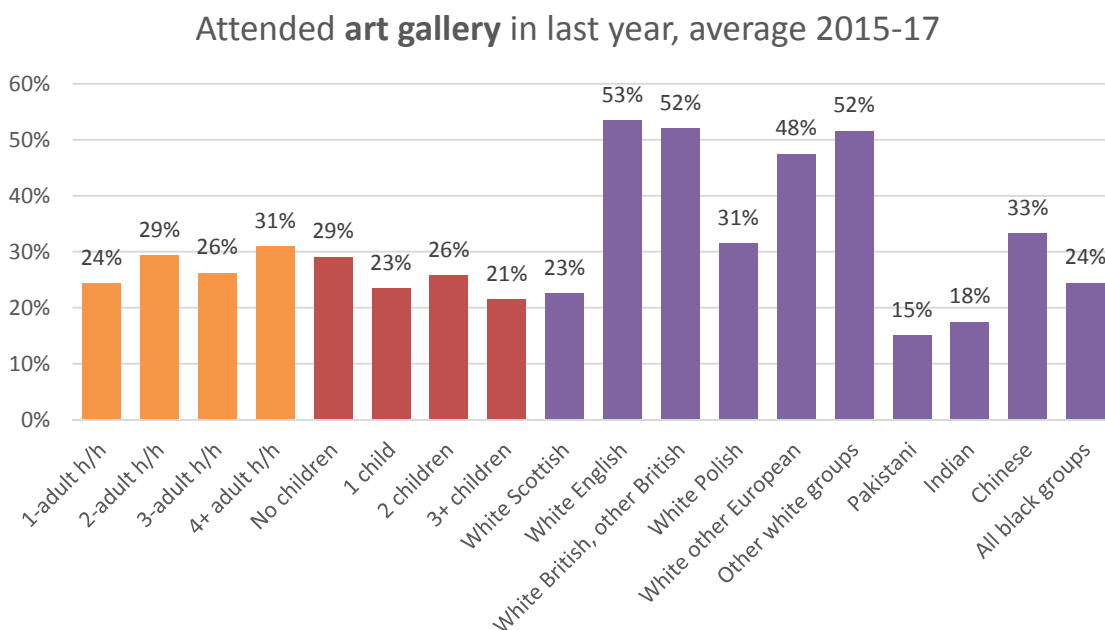
3.31 Edinburgh residents who identified themselves as having Chinese heritage were more likely to have visited a museum in the last year than many other minority groups, and considerably more than those who identified as white Scottish. Museums were also the most popular cultural activity for those who identified as Chinese.



3.32 Women were more likely than men to have visited an art gallery in the previous year, and galleries were more popular amongst the 25-64 age group, than the youngest or oldest age groups.

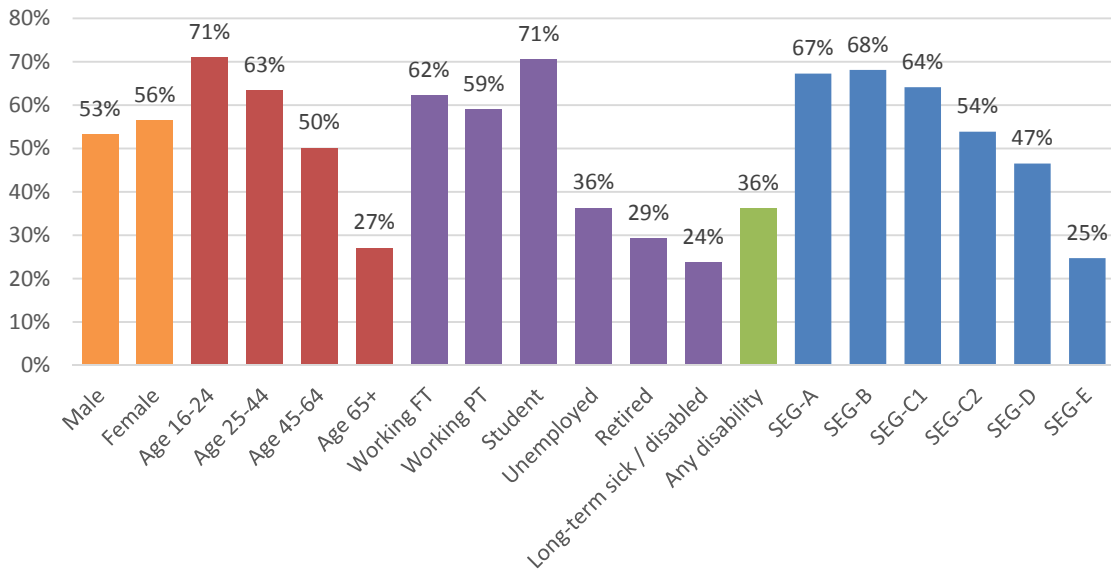


3.33 Art galleries were the least favoured cultural activity of those who identified as white Scottish, but were generally much more popular with different white groups.



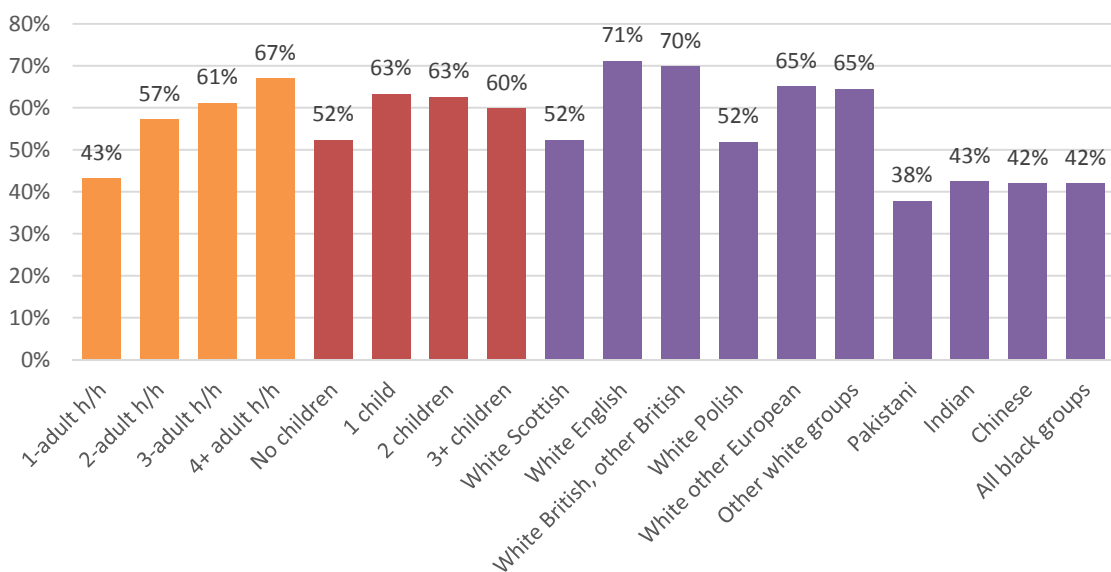
3.34 Cinema was the most popular form of cultural engagement for most demographics – though it was notably less popular amongst those aged 65+, who preferred the theatre. Overall, younger people were more likely to visit the cinema. Although cinema was by far the most accessed cultural activity by those who were unemployed or in SEG-E, there remains a clear gap between these groups and the average - this gap is likely driven by affordability.

Attended **cinema** in last year, average 2015-17



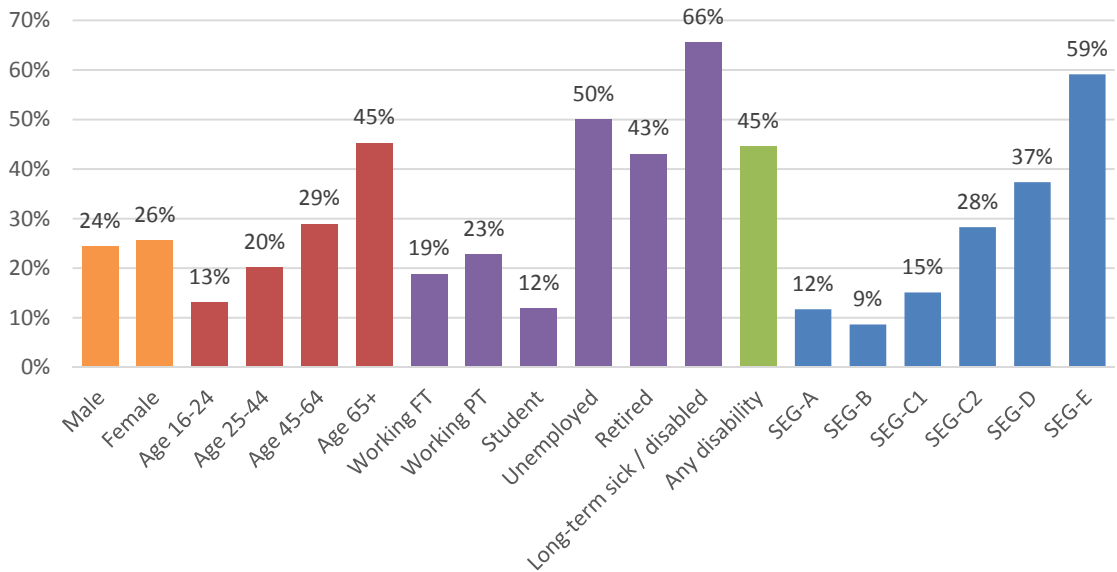
3.35 Households with more adults were more likely to visit the cinema and households with any children were more likely to go than those without.

Attended **cinema** in last year, average 2015-17



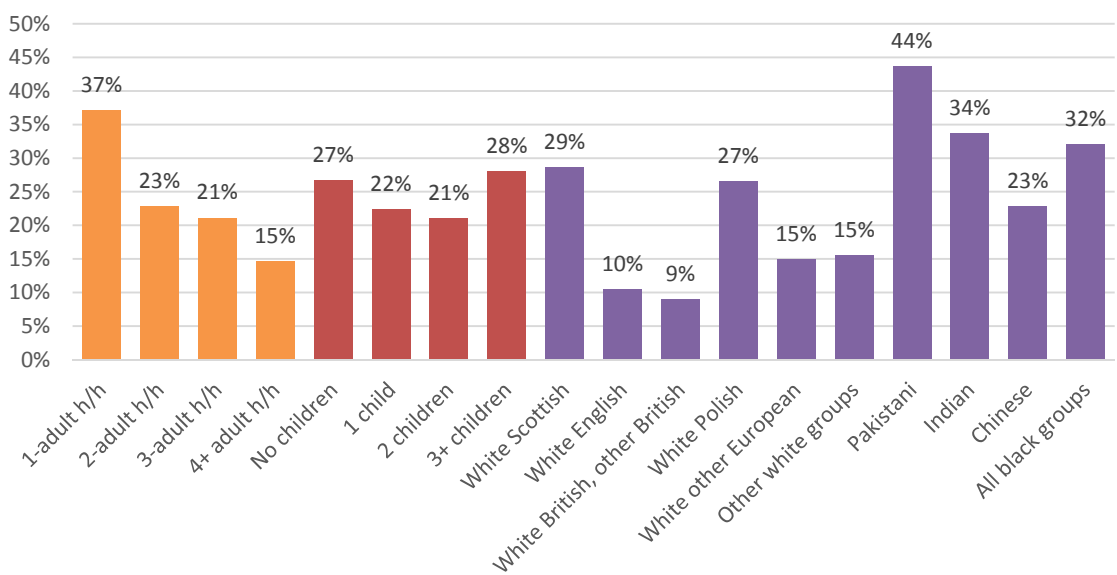
3.36 Those not working due to illness or disability were least likely to have engaged in any cultural activity, followed by those in SEG-E, and those who were employed and looking for work. This further emphasises the importance of income in enabling cultural engagement.

Attended **none of the above** in last year, average 2015-17



3.37 Those living in single-adult households were more likely to have had no cultural engagement outside of festivals compared to other household types. Those who identified as Pakistani were the national / ethnic group with lowest cultural engagement, while those least likely to report no cultural engagement identified as white English and white British.

Attended **none of the above** in last year, average 2015-17



4. Measures of success

4.1 There are no measures of success associated with this report.

5. Financial impact

- 5.1 This report was created based on existing data; there were no non-staff costs.

6. Risk, policy, compliance and governance impact

- 6.1 This report does not make any recommendation related to any area of risk, policy, compliance or governance.

7. Equalities impact

- 7.1 The recommendations of this report have no impact on rights or duties associated with protected characteristics.

8. Sustainability impact

- 8.1 The recommendations of this report have no impact on sustainability.

9. Consultation and engagement

- 9.1 No consultation or engagement was undertaken in relation to this report.

10. Background reading/external references

- 10.1 [Edinburgh People Survey 2017 report](#) to the Corporate Policy and Strategy Committee.

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11. Appendices

None.