

ATTITUDES TO THE GAELIC LANGUAGE IN SCOTLAND

BBC

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Presentation Structure

- Background & Objectives
- Methodology & Sample
- Demographic profile of respondents
- Main Findings
 - Knowledge & attitudes towards the Gaelic language
 - Attitudes to learning Gaelic
 - Media access and usage
- Summary of key findings

Background & Objectives (1)

- Bòrd na Gàidhlig (Alba), the Gaelic Development Agency was established early 2003 by the Scottish Executive
 - aim of which was to design and deliver a National Plan aimed at the revitalisation of the Gaelic language in Scotland
- BBC in Scotland, Wales and Northern Ireland are also developing a new multi media project aimed at:
 - enhancing the image / status of UK indigenous languages (inc. Gaelic)
 - attracting and supporting a number of new learners to these languages
- Whilst BBC is well informed re the needs of its core Gaelic speaking audience, information was required re the attitudes of non-Gaelic speaking Scots
- On this basis, research was required to investigate attitudes of the Scottish population towards Gaelic

Background & Objectives (2)

- Specifically the objectives of the research were to ascertain:
 - percentage of Scottish population with positive attitudes re maintenance and development of the Gaelic language
 - percentage of population that would be interested in learning Gaelic, and reasons for doing so
 - preferred method of learning Gaelic (amongst those interested)
 - levels of fluency individuals would wish to achieve

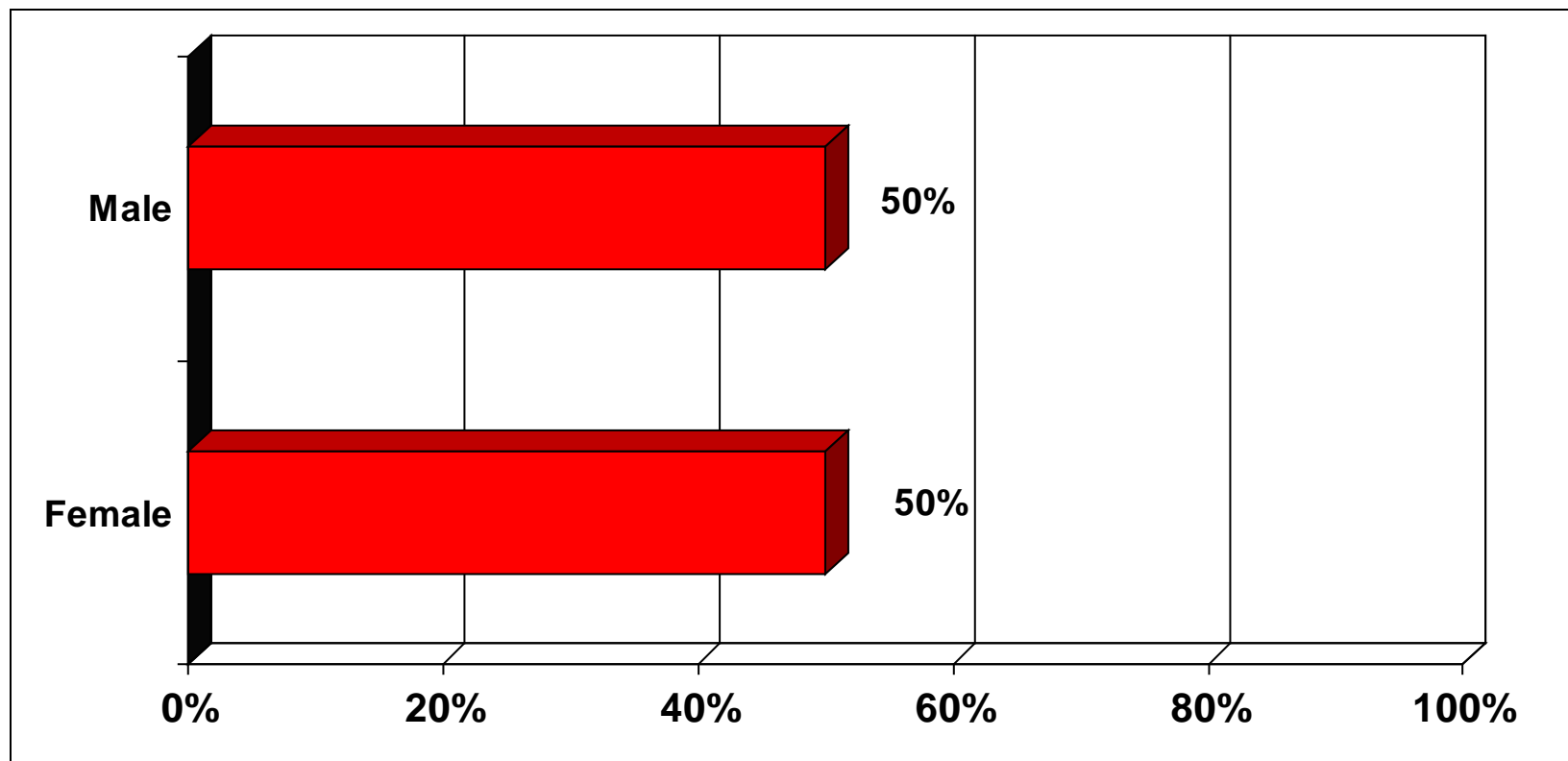
- Further areas of investigation were:
 - in which situations and in what forms Gaelic is used (amongst those who speak the language)
 - to establish whether people have stopped learning and why
 - to determine likelihood of learning Gaelic
 - to establish reasons for lack of interest in learning Gaelic

Methodology & Sample

- A quantitative research approach was adopted
- The **mruk** in-home Omnibus was used
 - 1020 interviews conducted in total
- Omnibus sample is structured to reflect Scottish population
 - region
 - gender
 - age
 - SEG
- Questionnaire was developed by **mruk** with comment, input and approval from BBC
- Interviews were conducted by highly trained interviewers (IQCS accredited)
- Fieldwork took place between 4th – 10th August 2003

DEMOGRAPHIC PROFILE

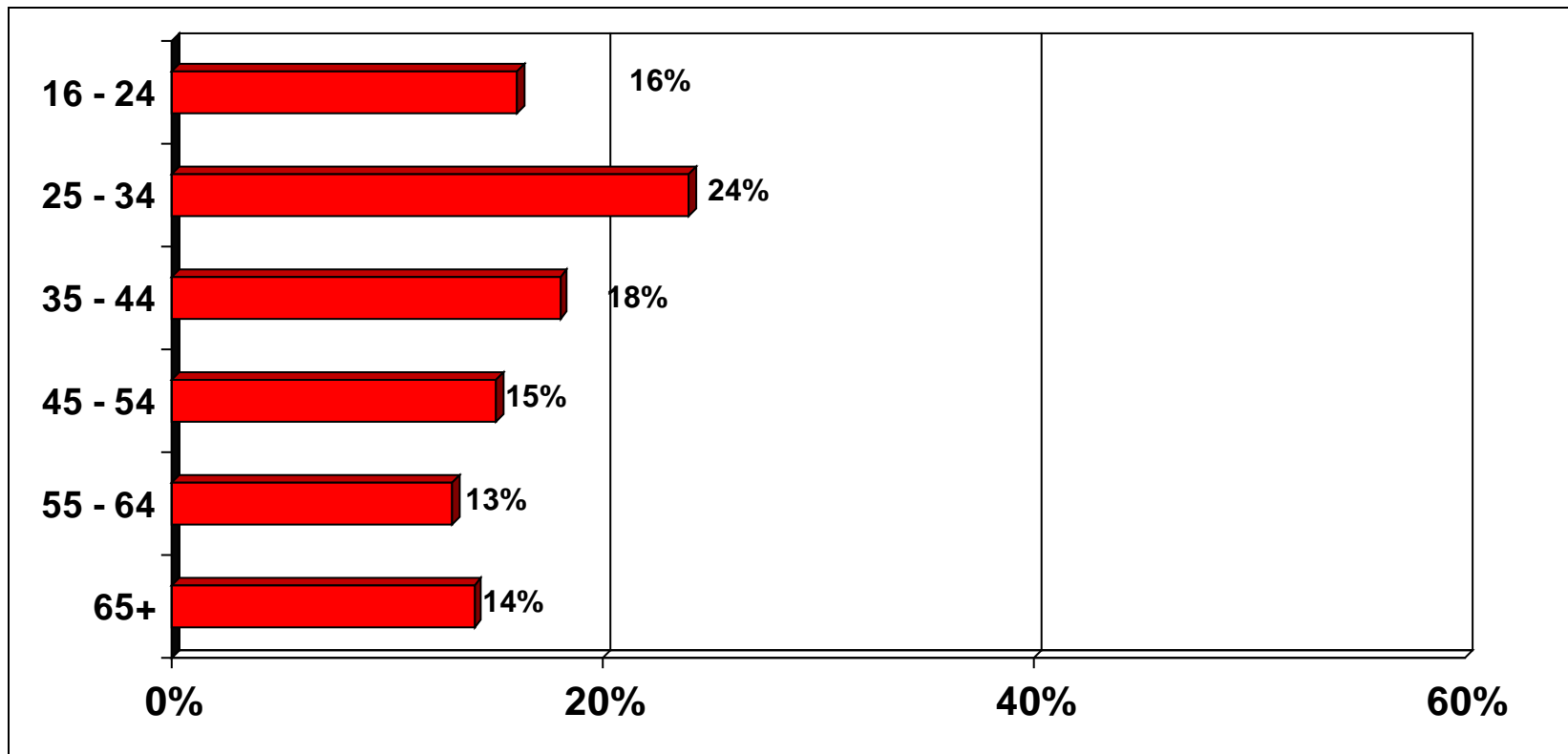
Gender



Base: 1020 (Total sample)

Source: **mruk** research, August 2003

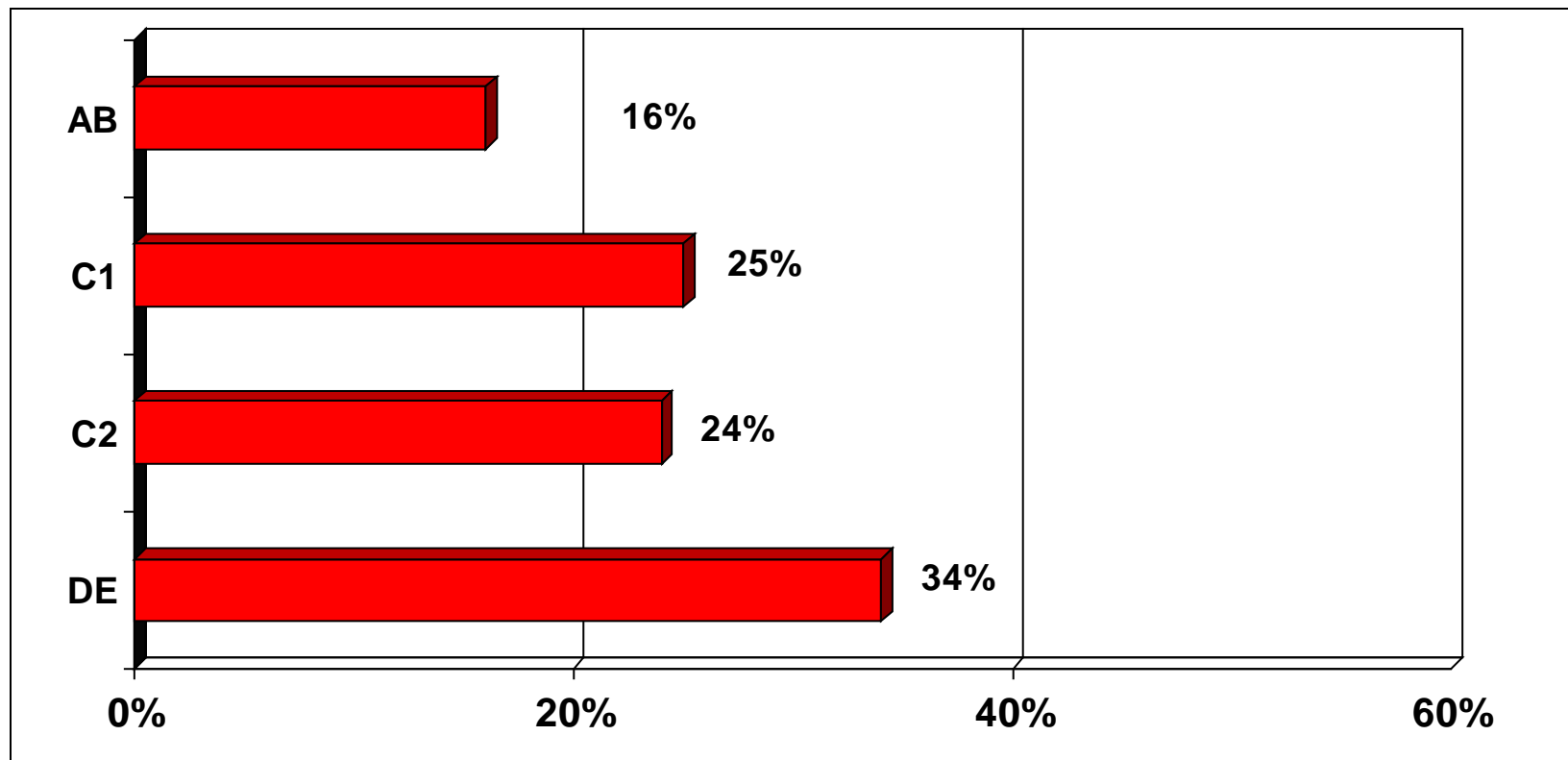
Age



Base: 1020 (Total sample)

Source: **mruk** research, August 2003

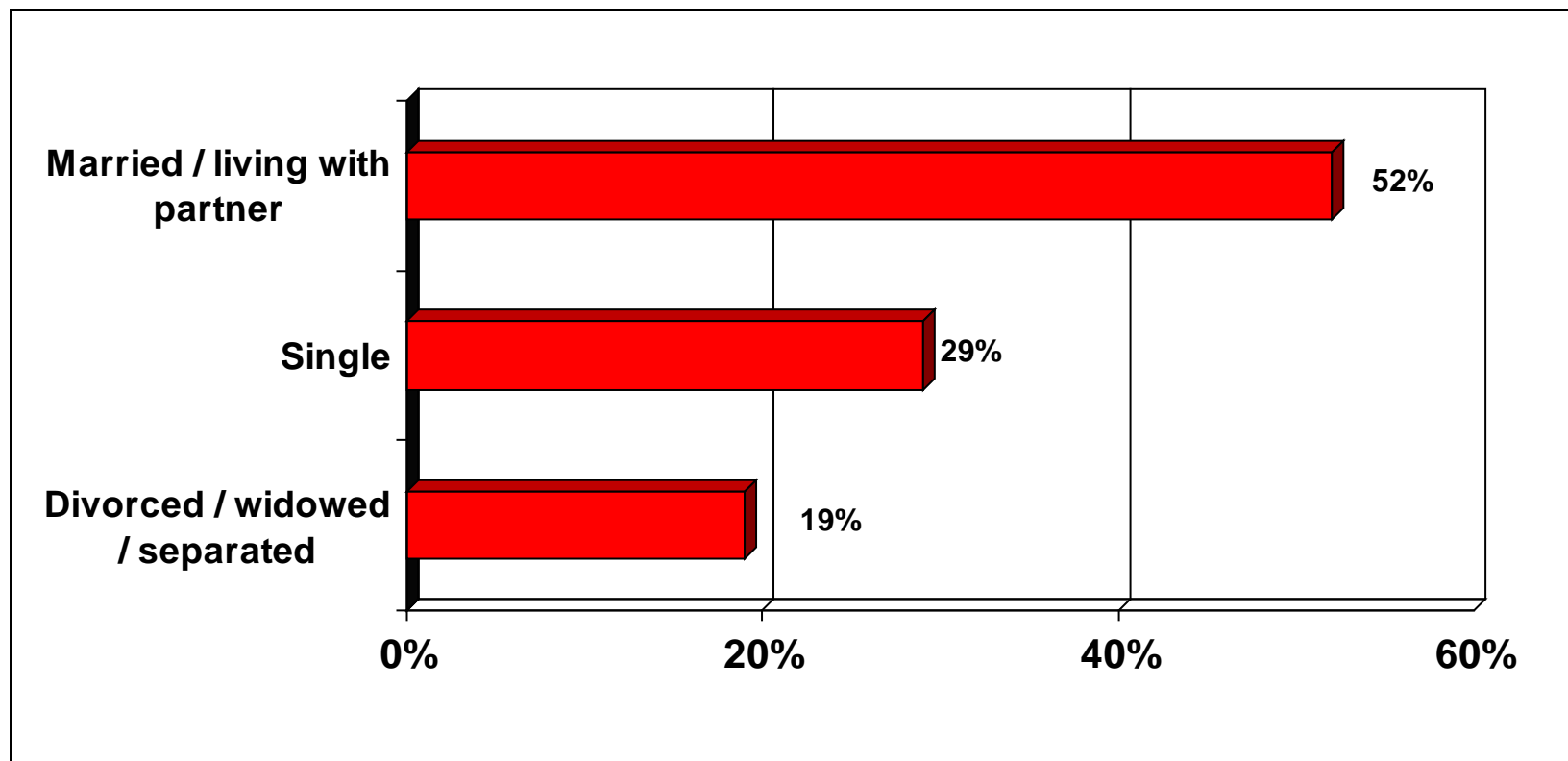
SEG



Base: 1020 (Total sample)

Source: **mruk** research, August 2003

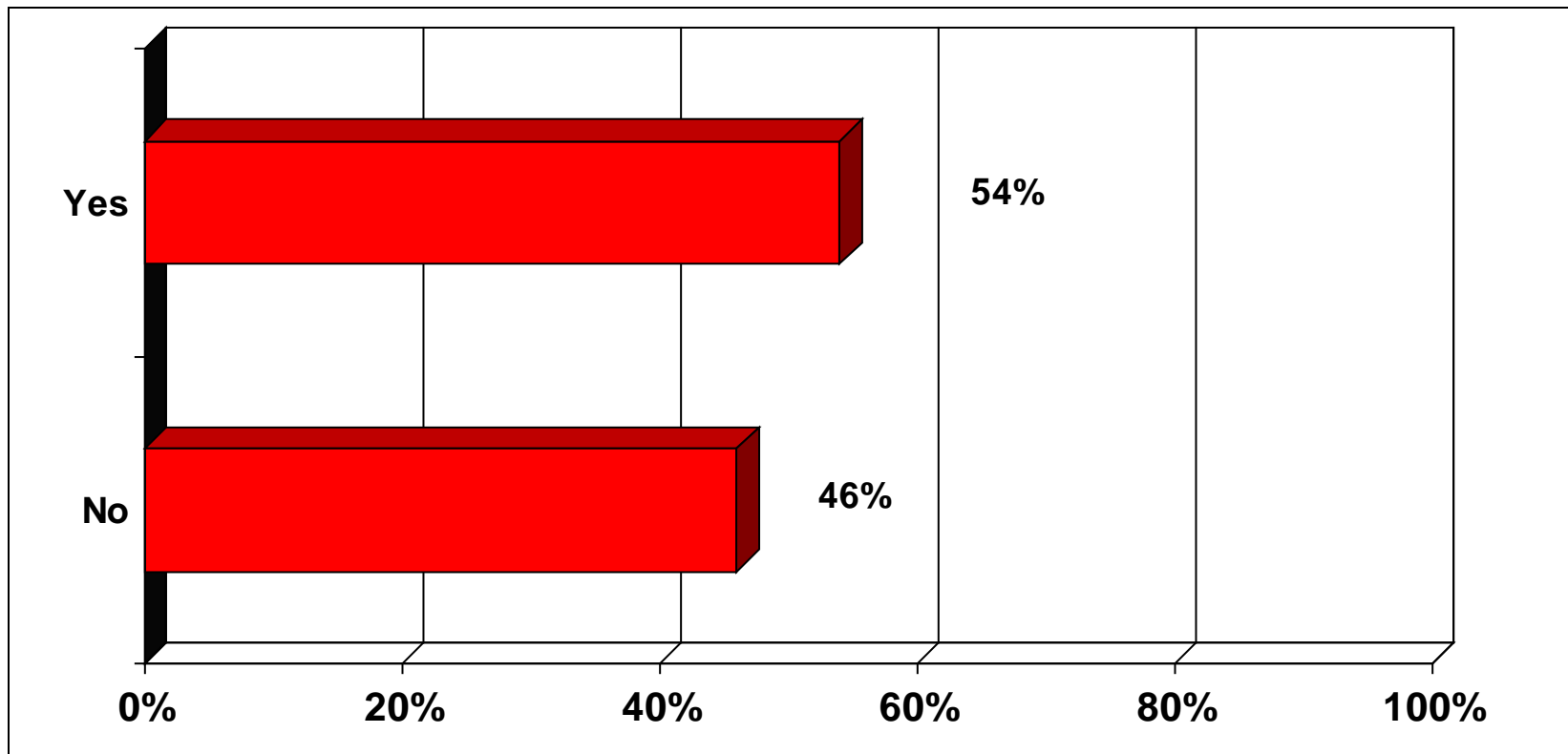
Marital Status



Base: 1020 (Total sample)

Source: **mruk** research, August 2003

Presence of Children

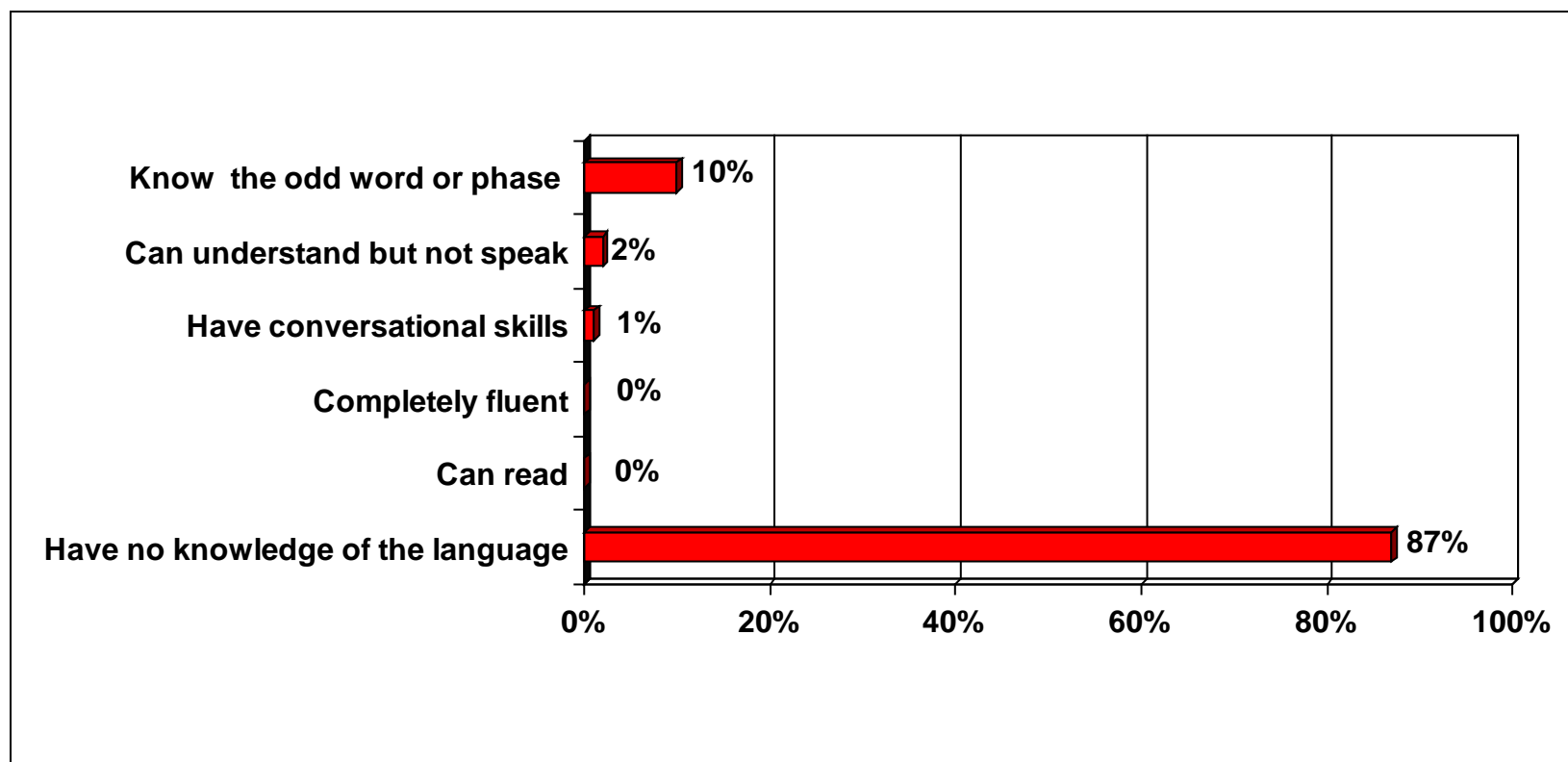


Base: 1020 (Total sample)

Source: **mruk** research, August 2003

MAIN FINDINGS

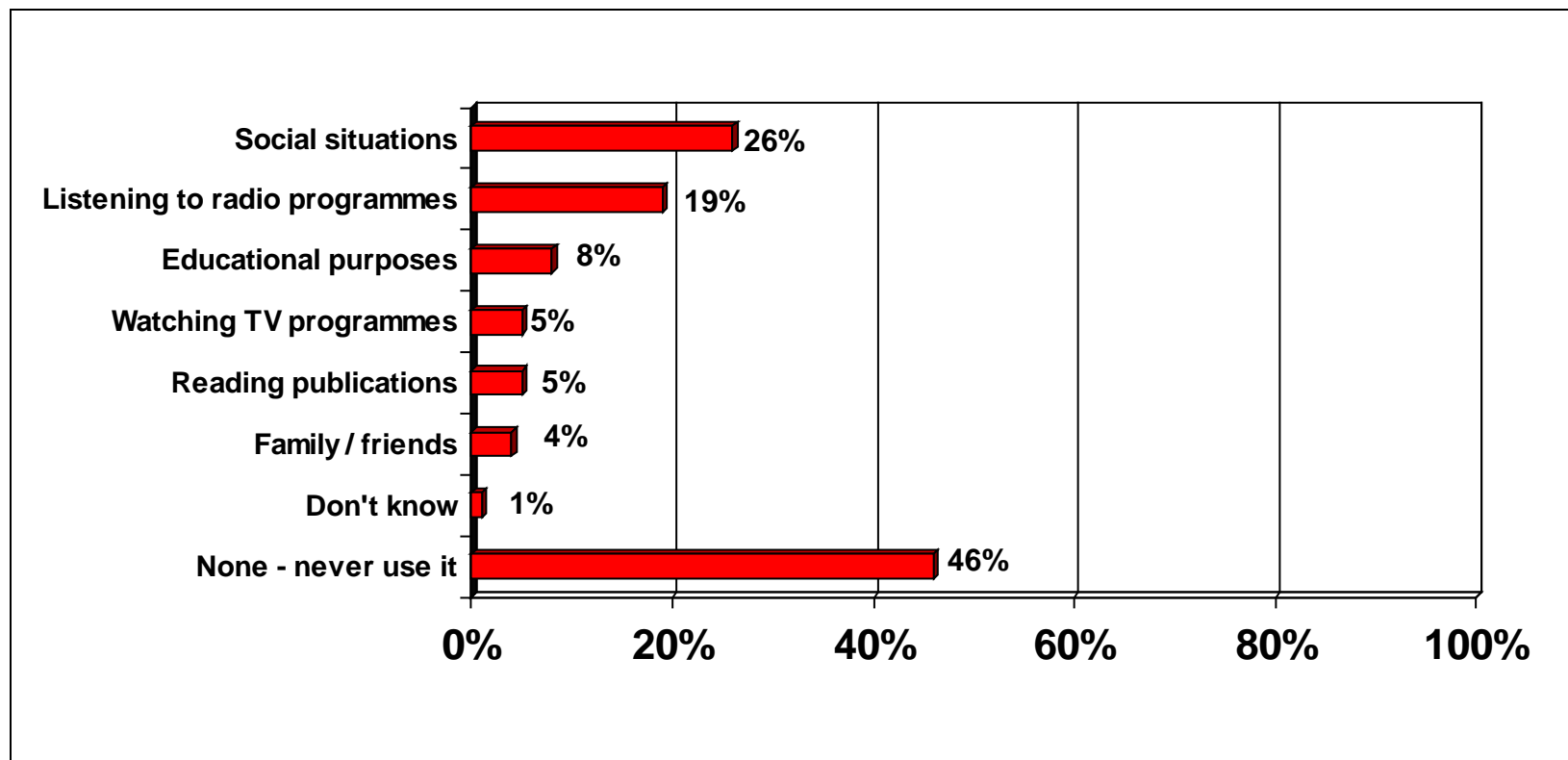
Knowledge of Gaelic language



Base: 1020 (Total sample)

Source: **mruk** research, August 2003

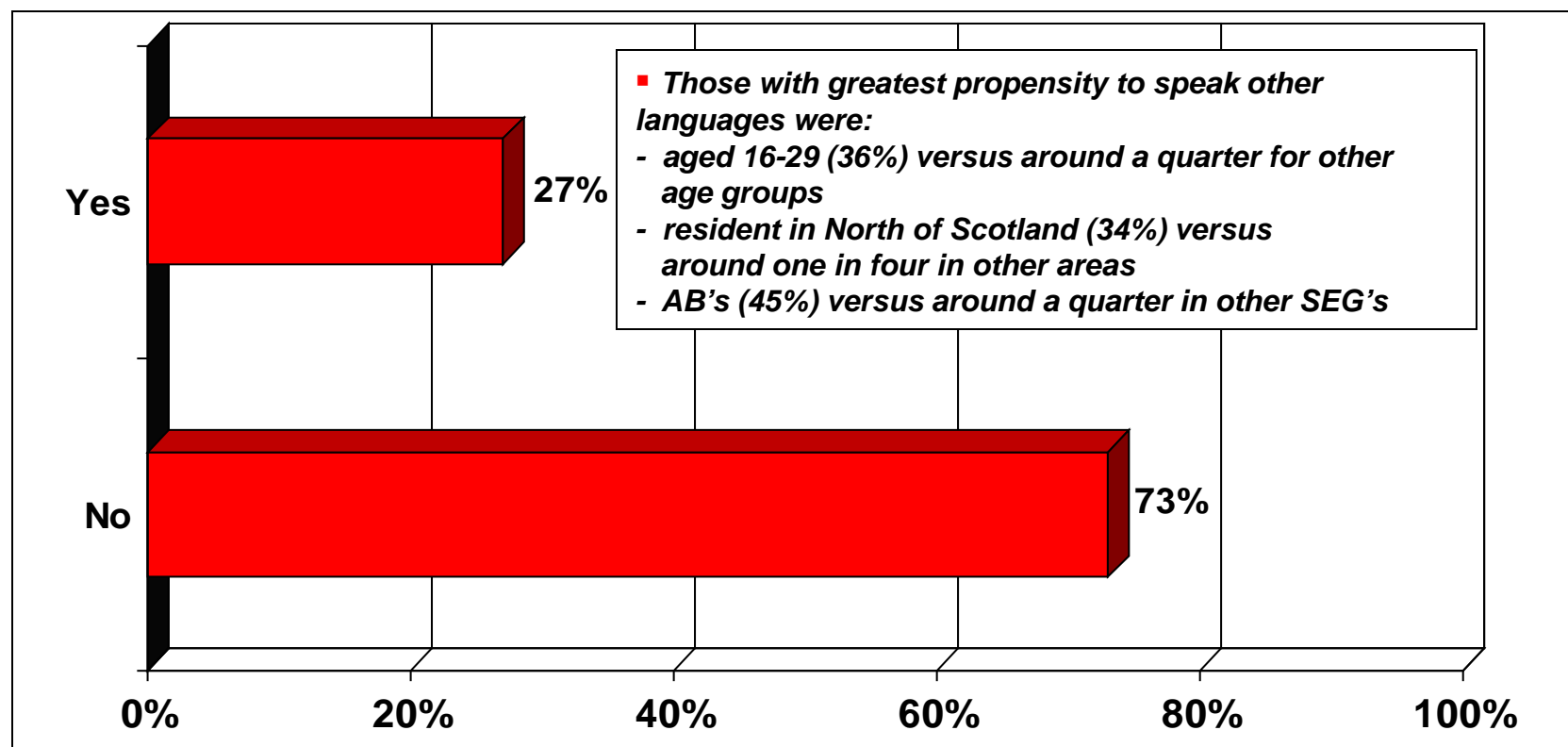
Situations where Gaelic is used



Base: 131 (Those with some knowledge of Gaelic language)

Source: **mruk** research, August 2003

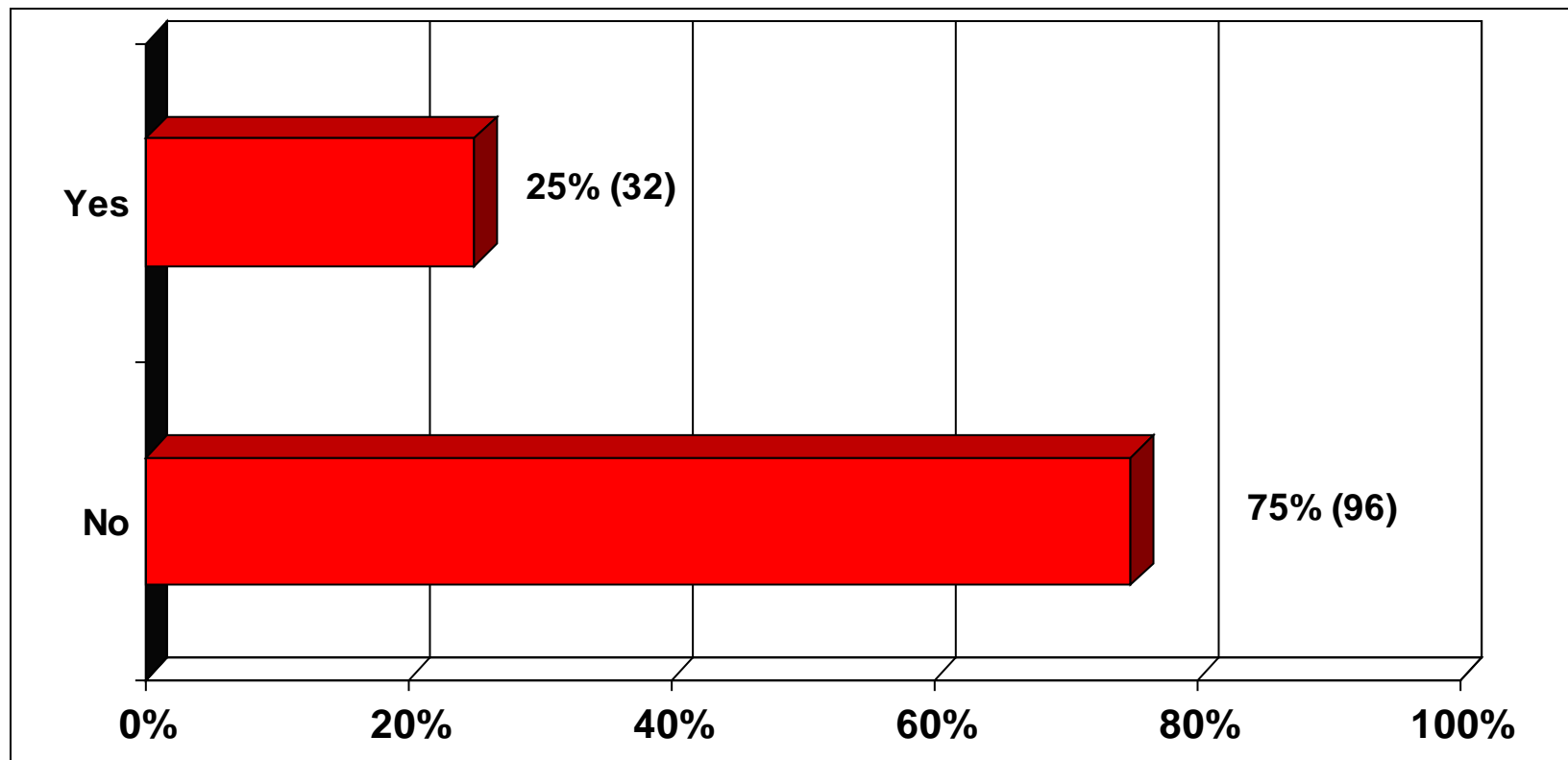
Other languages spoken (excluding English & Gaelic)



Base: 1020 (Total sample)

Source: mruk research, August 2003

Proportion who stopped learning Gaelic



Base: 128 (Those who have some knowledge of Gaelic language but who are not fluent)

Source: **mruk** research, August 2003

Reasons for stopping learning Gaelic

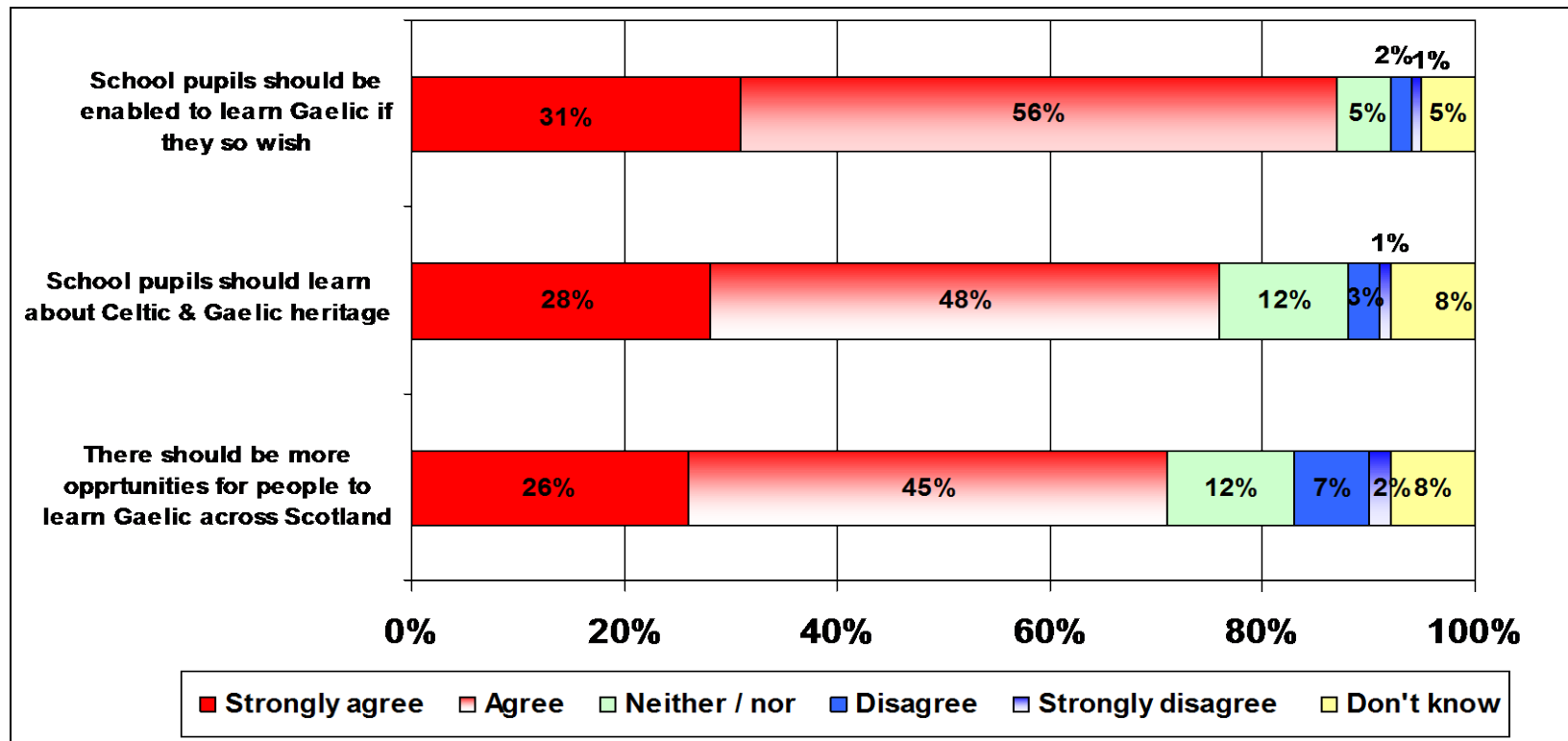
	%
There wasn't an opportunity to take the language any further	31 (10)
Only studied it whilst at school	19 (6)
I found Gaelic too difficult to learn	16 (5)
I did not have time to attend classes	13 (4)
It was too expensive	3 (1)
Too old to continue	3 (1)
Only needed it for social use	3 (1)
I left the Island I was staying on	3 (1)
Television programme watched to learn Gaelic stopped	3 (1)
Don't know	6 (2)

■ Number of responses shown in brackets

Base: 32 (Those who started to learn Gaelic but then stopped)

Source: **mruk** research, August 2003

Attitudes towards maintenance & development of Gaelic (1)

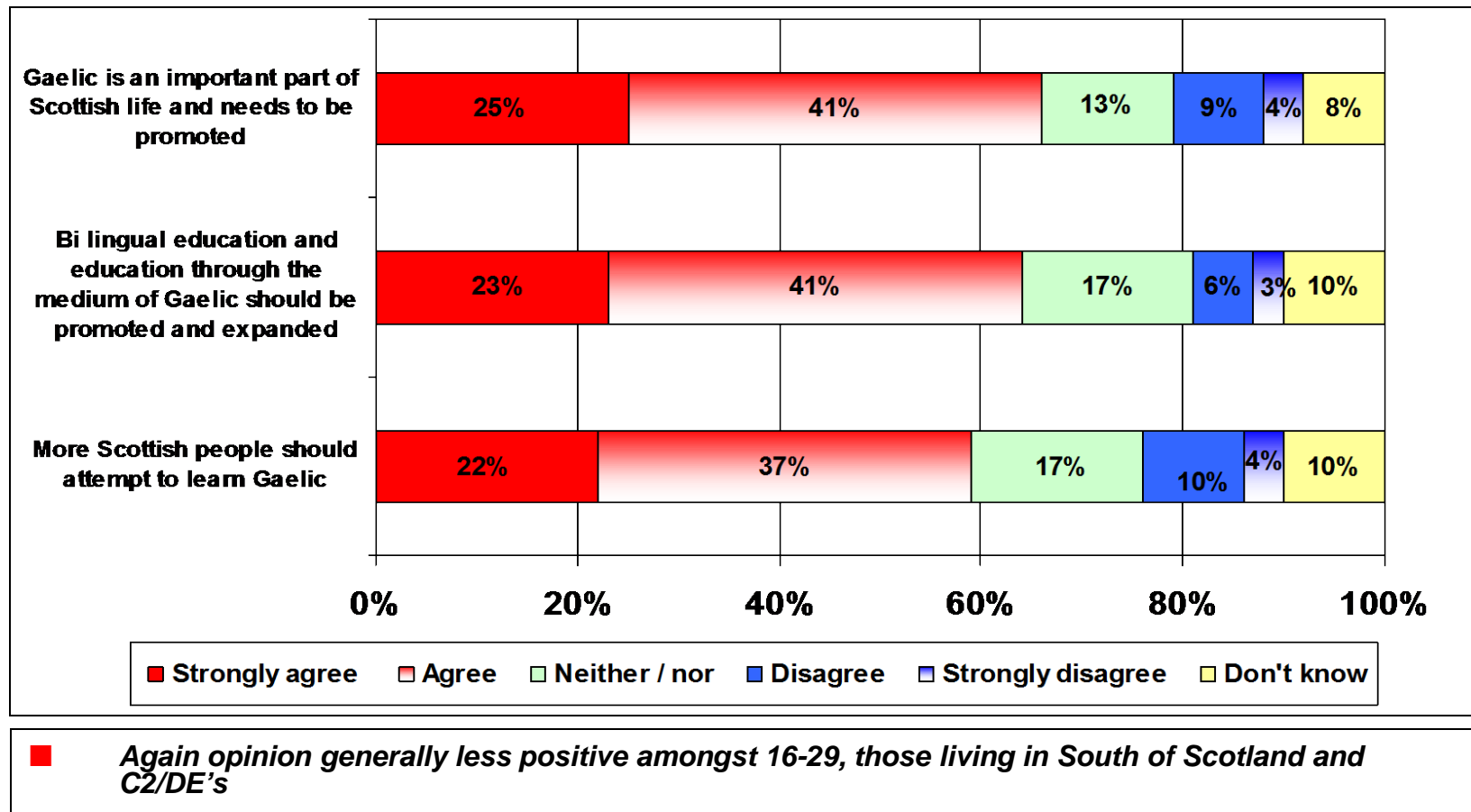


■ *Opinion generally less positive amongst younger people (16 – 29's), those residing in the South of Scotland and lower socio economic groups C2/DE*

Base: 1020 (Total sample)

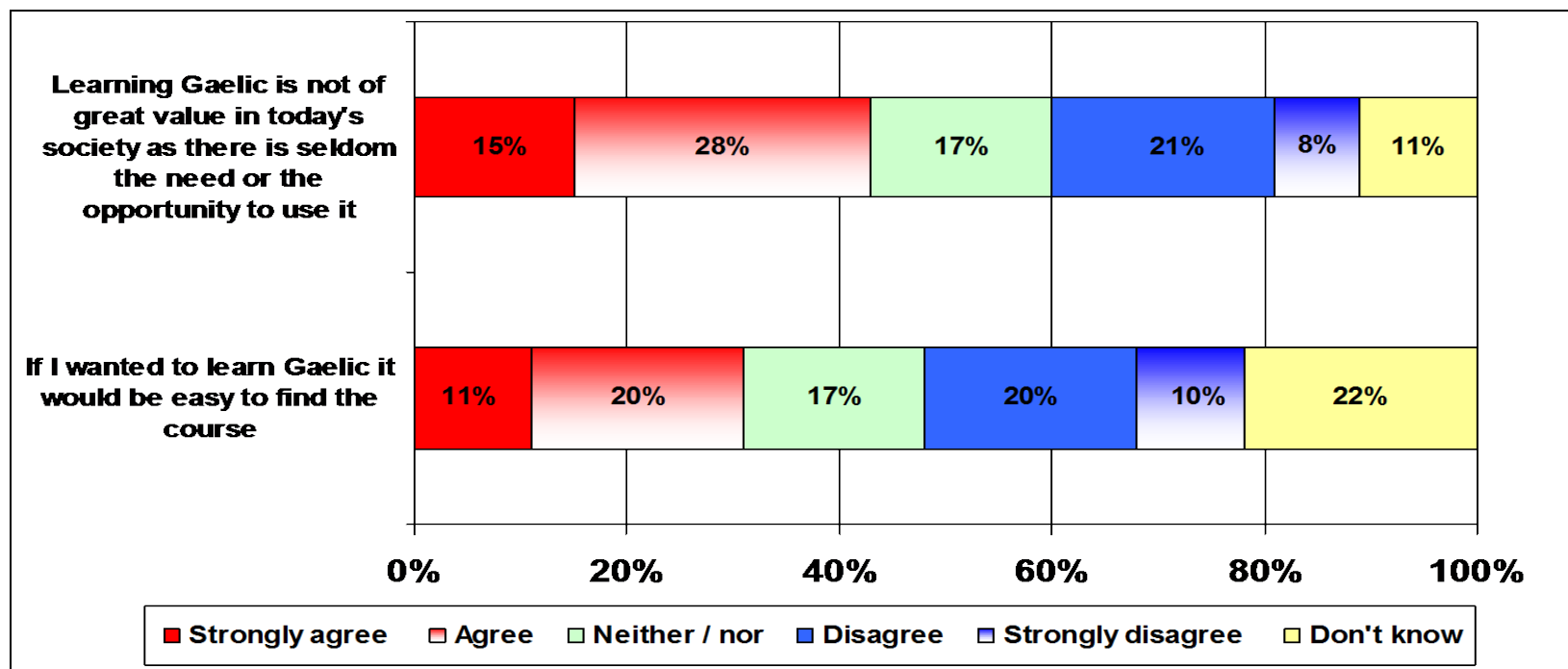
Source: mruk research, August 2003

Attitudes towards maintenance & development of Gaelic (2)



Base: 1020 (Total sample)
 Source: **mruk** research, August 2003

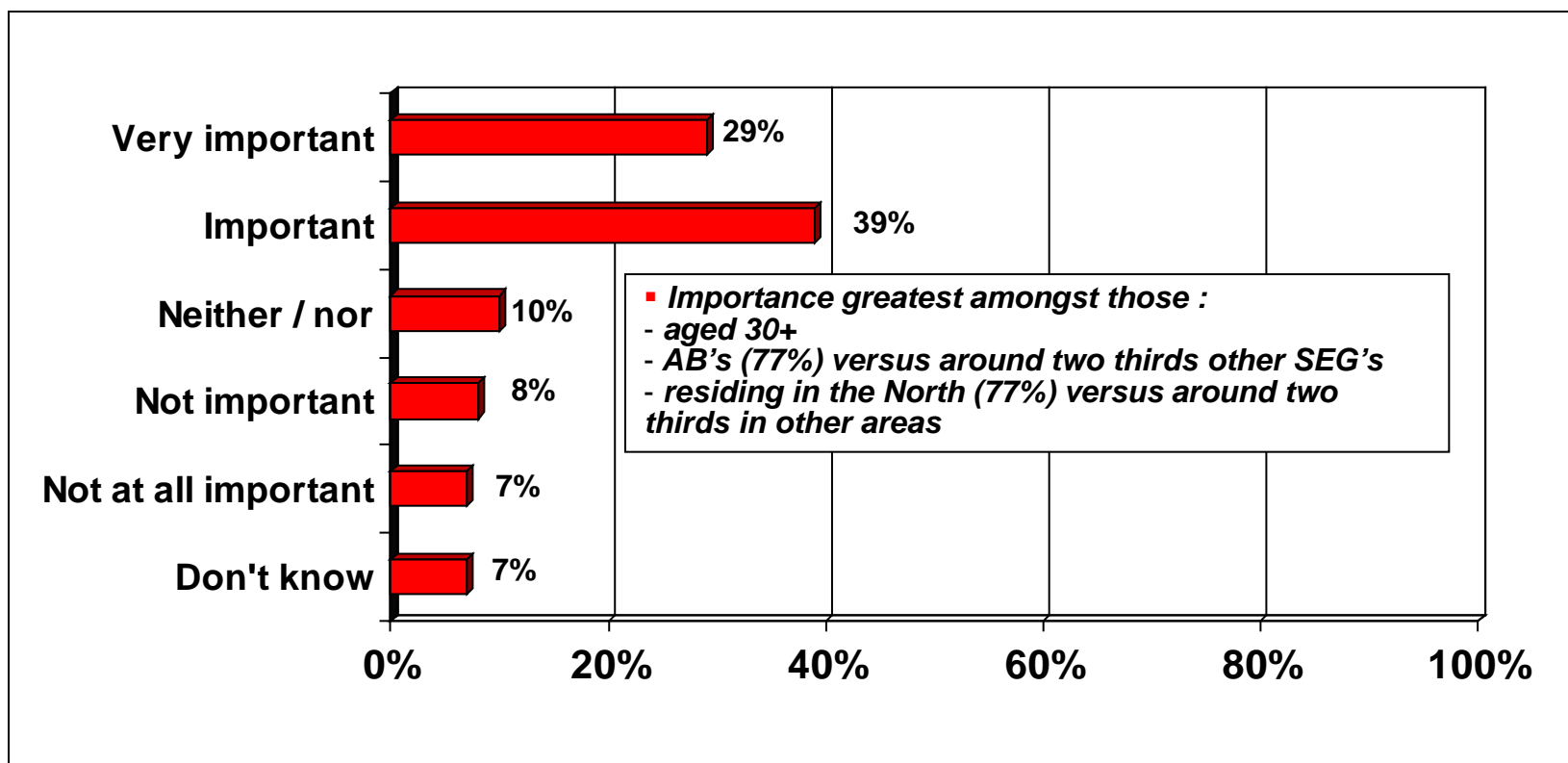
Attitudes towards maintenance & development of Gaelic (3)



- **Those who believed learning Gaelic is 'not of great value' were less likely to be:**
 - 16-29 (39%) versus just over two fifths other age ranges
 - those residing in South (37%) & East (38%) versus those in West (46%) & North (44%)

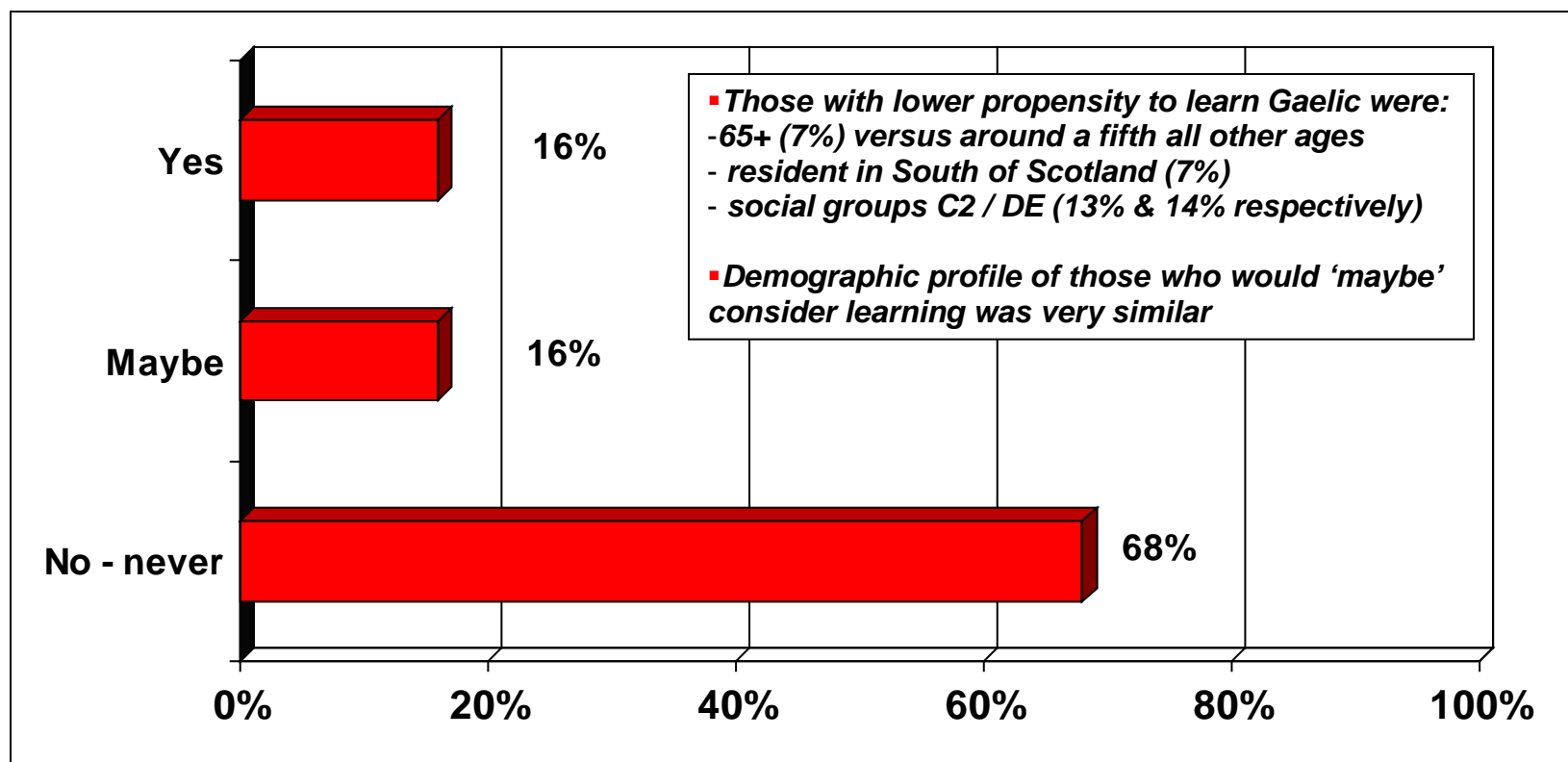
Base: 1020 (Total sample)
 Source: **mruk** research, August 2003

Perceived importance of the maintenance and development of Scottish Gaelic



Base: 1020 (Total sample)
 Source: **mruk** research, August 2003

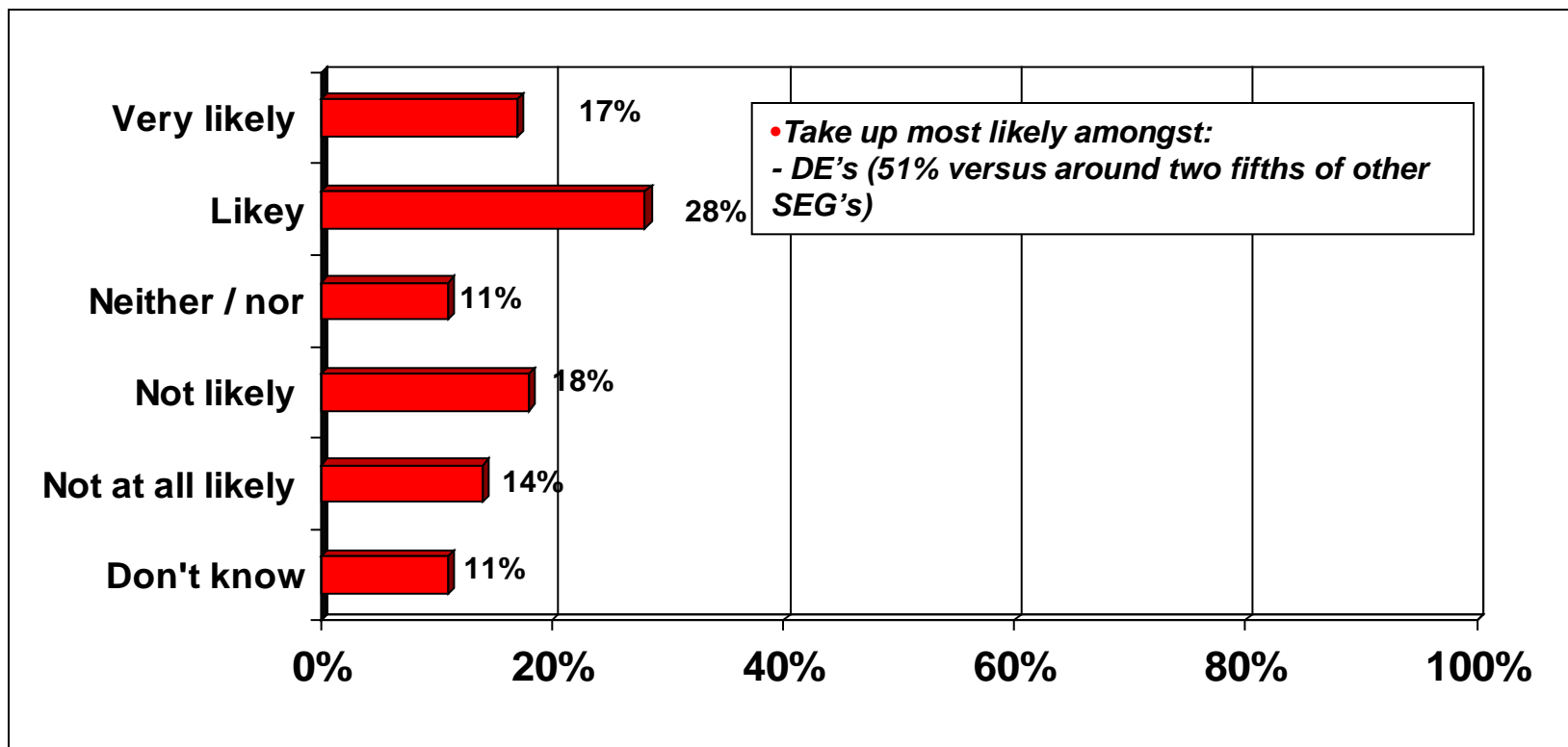
Consider learning Gaelic in the future



Base: 1017 (Excludes those fluent in Gaelic)

Source: mruk research, August 2003

Likely take up of Gaelic in the next six months (if preferred learning method available)



Base: 324 (Those who 'would / would maybe' consider learning Gaelic in the future)

Source: **mruk** research, August 2003

Level of fluency desired amongst those interested in learning Gaelic

	%
Basic conversation for social purposes	58
To understand Gaelic	12
To improve my current level of knowledge of the Gaelic language	11
Basic reading and writing for social purposes	7
Basic conversation for business purposes	5
Completely fluent	3
To a recognised level of qualification	2
Basic reading and writing for business purposes	1
Don't know	1

▪ ***'Basic conversation skills' desired most amongst lower SEG's C2 / DE (62%) versus AB / C1 (53%)***

Base: 324 (Those who 'would / would maybe' consider learning Gaelic in the future)

Source: **mruk** research, August 2003

Preferred method(s) of learning Gaelic

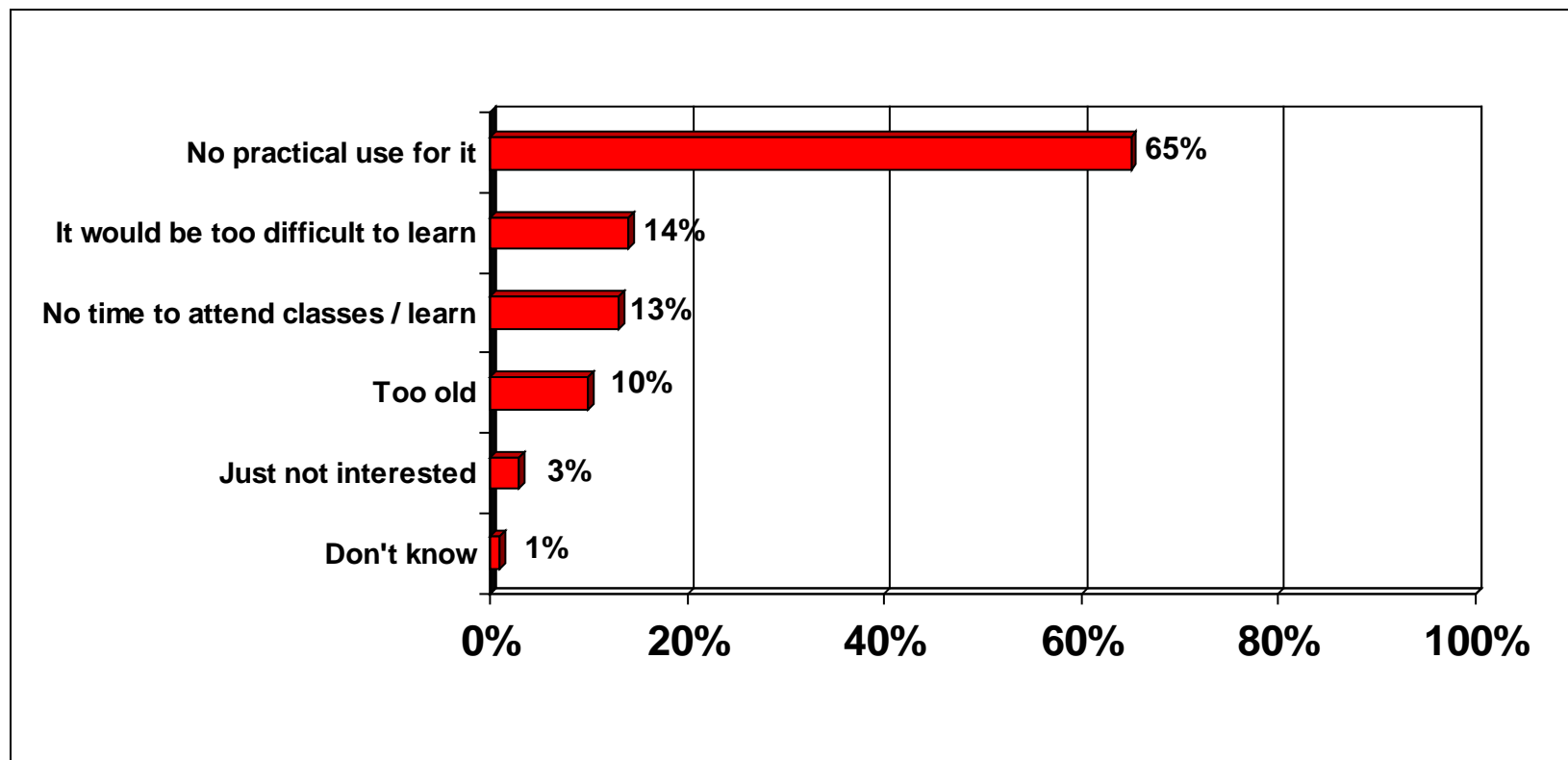
	%
Evening class	52
Audio tapes	22
Short course(s)	19
Books	14
Online course	13
Television programme	11
CD's	10
Intensive immersion course	9
Combination of methods	5
Radio programme	3
Mobile phone text service	2
Don't know	3
None of the above	2

- **Higher proportion of 16-29's (59%) and 45 – 64's (56%) indicated preference for evening classes**

Base: 324 (Those who 'would / would maybe' consider learning Gaelic in the future)

Source: **mruk** research, August 2003

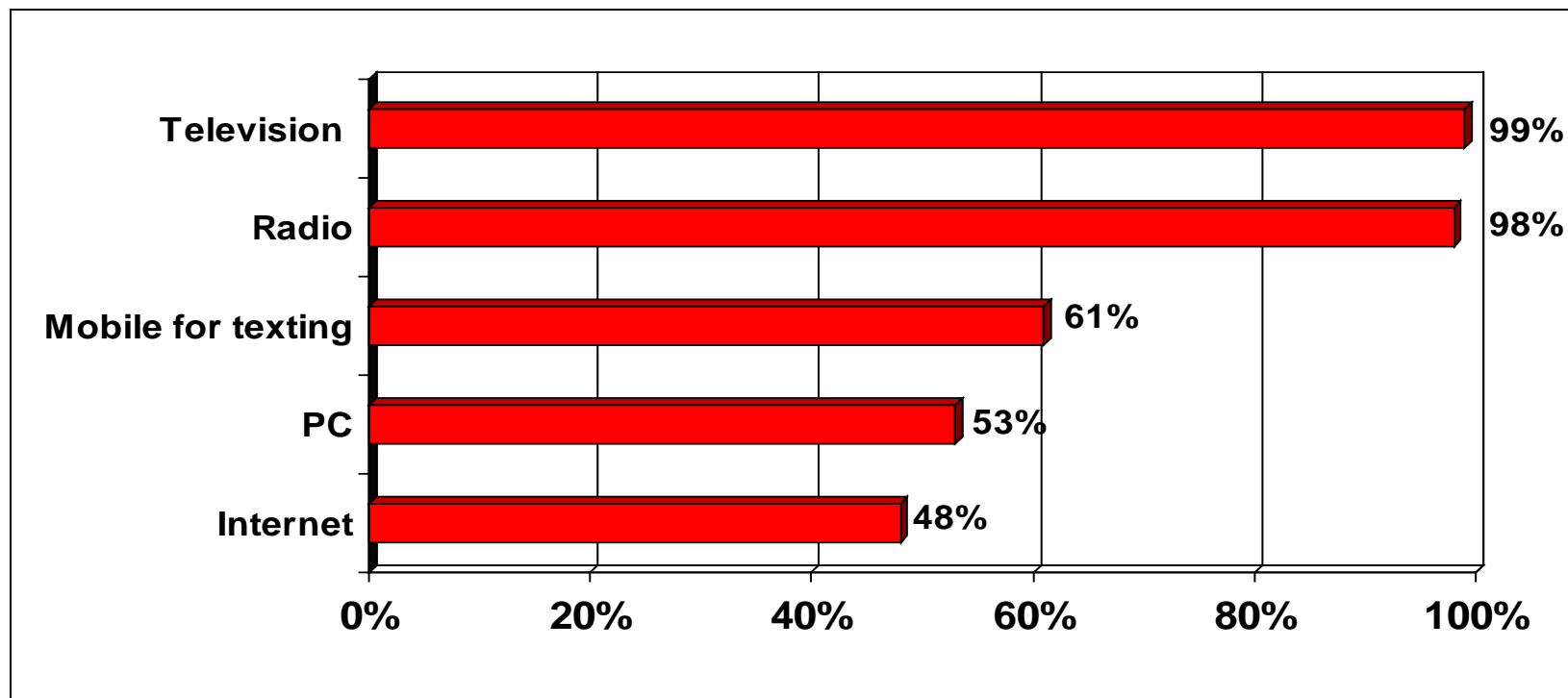
Reasons for not being interested in learning Gaelic in the future



Base: 693 (Those who would not consider learning Gaelic in the future)

Source: **mruk** research, August 2003

Access to media

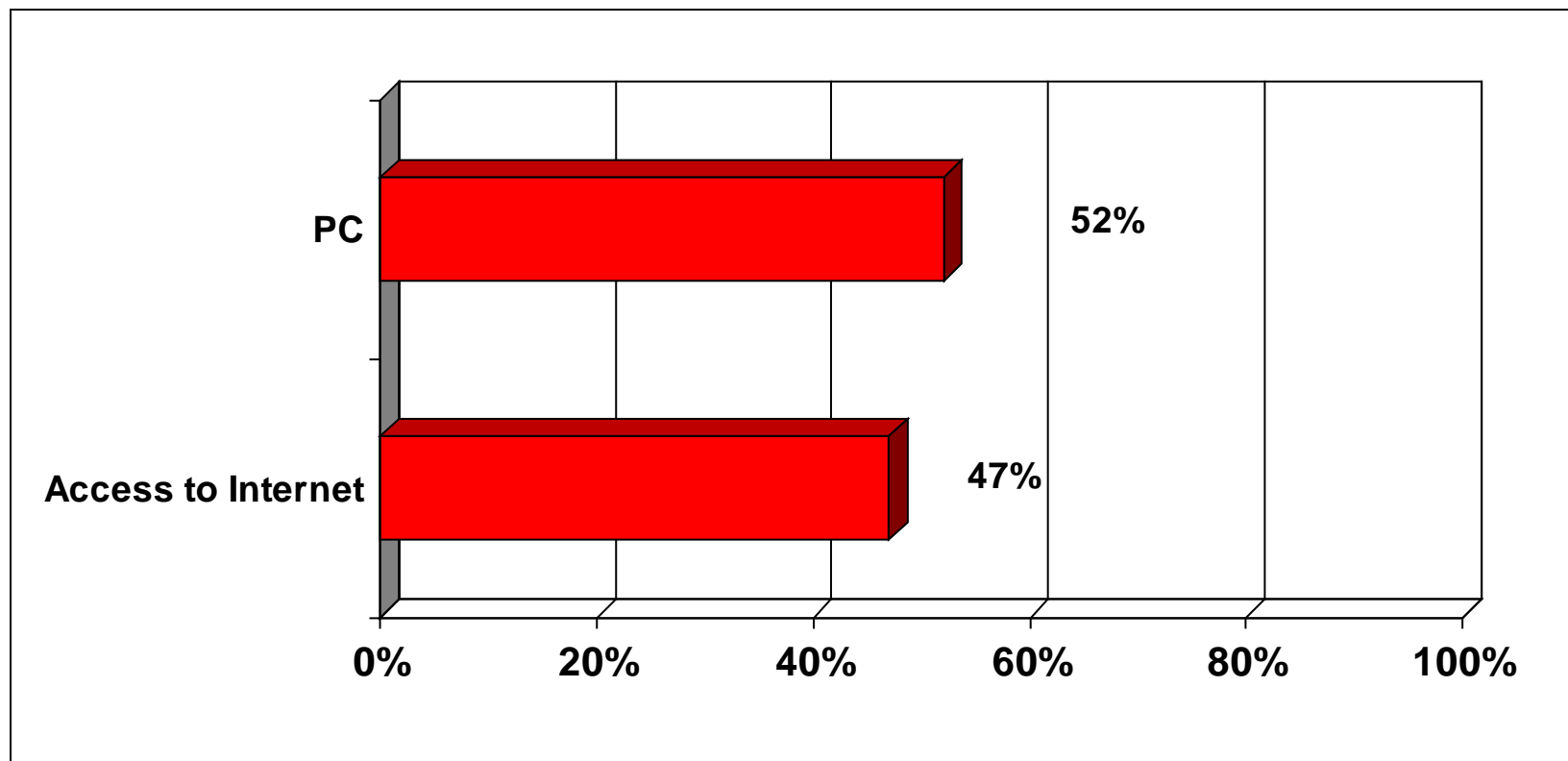


- *Those aged 65+ were much less likely to have access to a PC, internet and mobile for texting*
- *While those aged 16-29 were much more likely to have access to these media forms*

Base: 1020 (Total sample)

Source: **mruk** research, August 2003

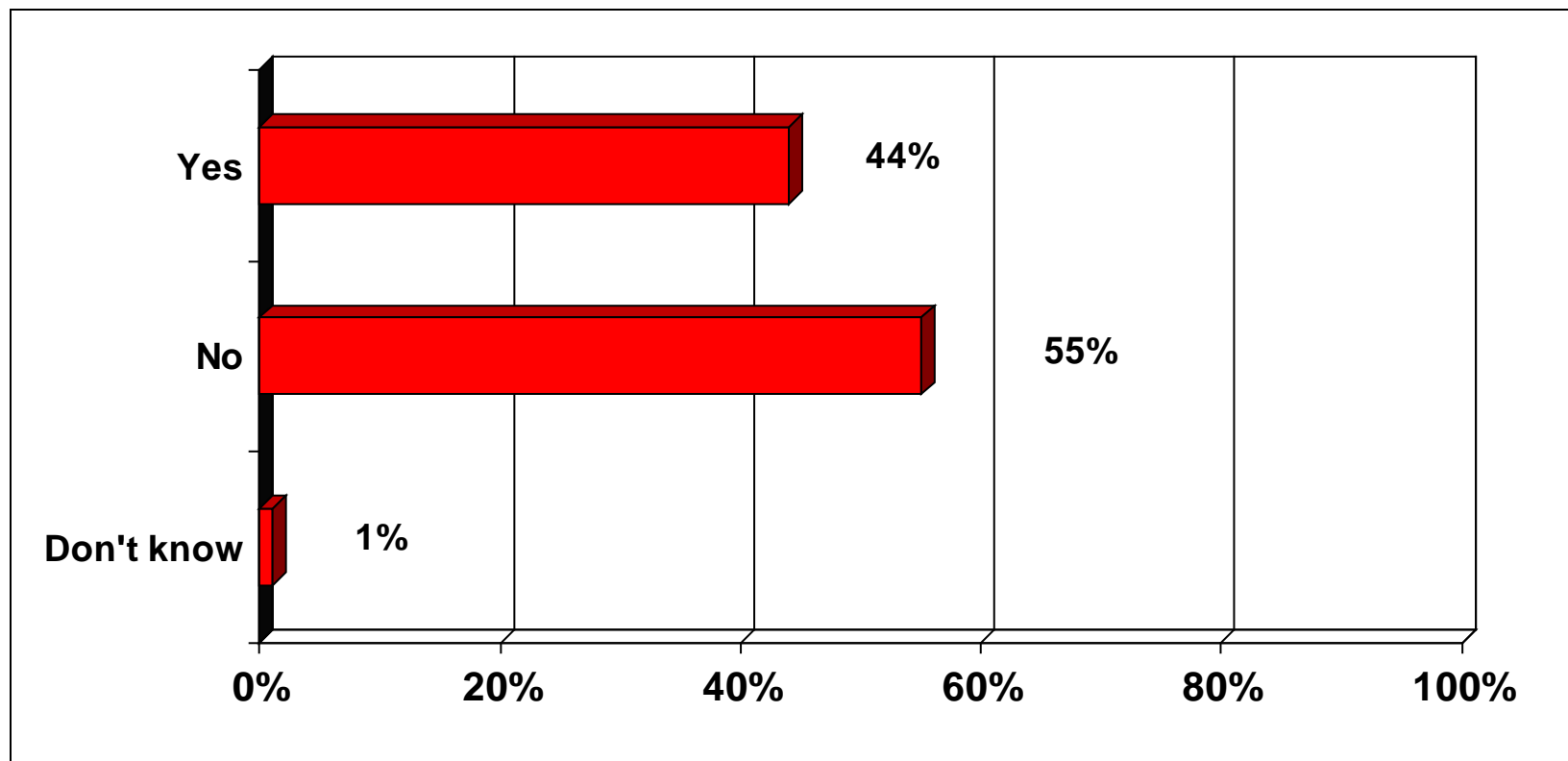
Access to PC / Internet



Base: 1020 (Total sample)

Source: **mruk** research, August 2003

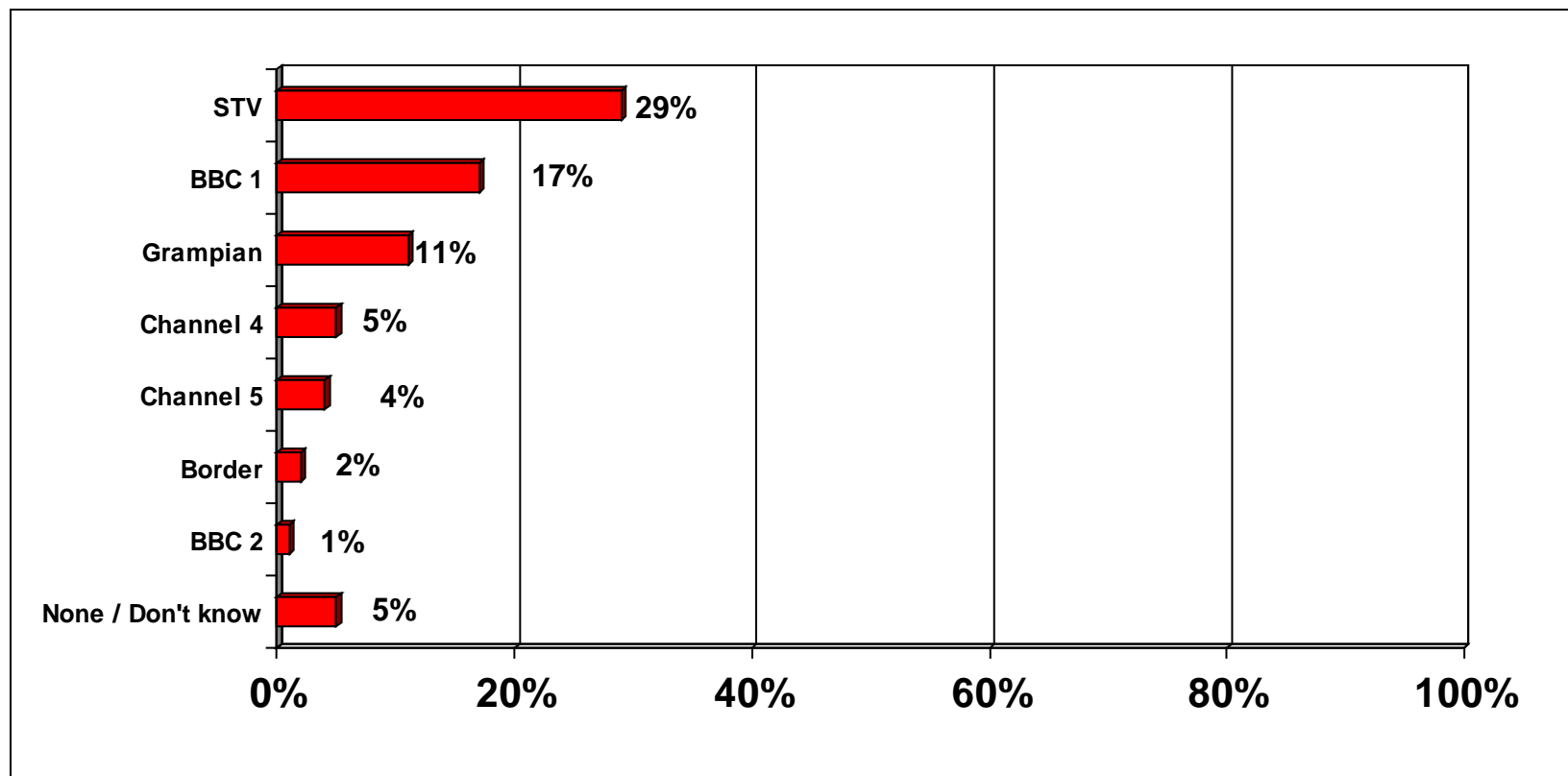
Access to multi channel / digital TV



Base: 1020 (Total sample)

Source: **mruk** research, August 2003

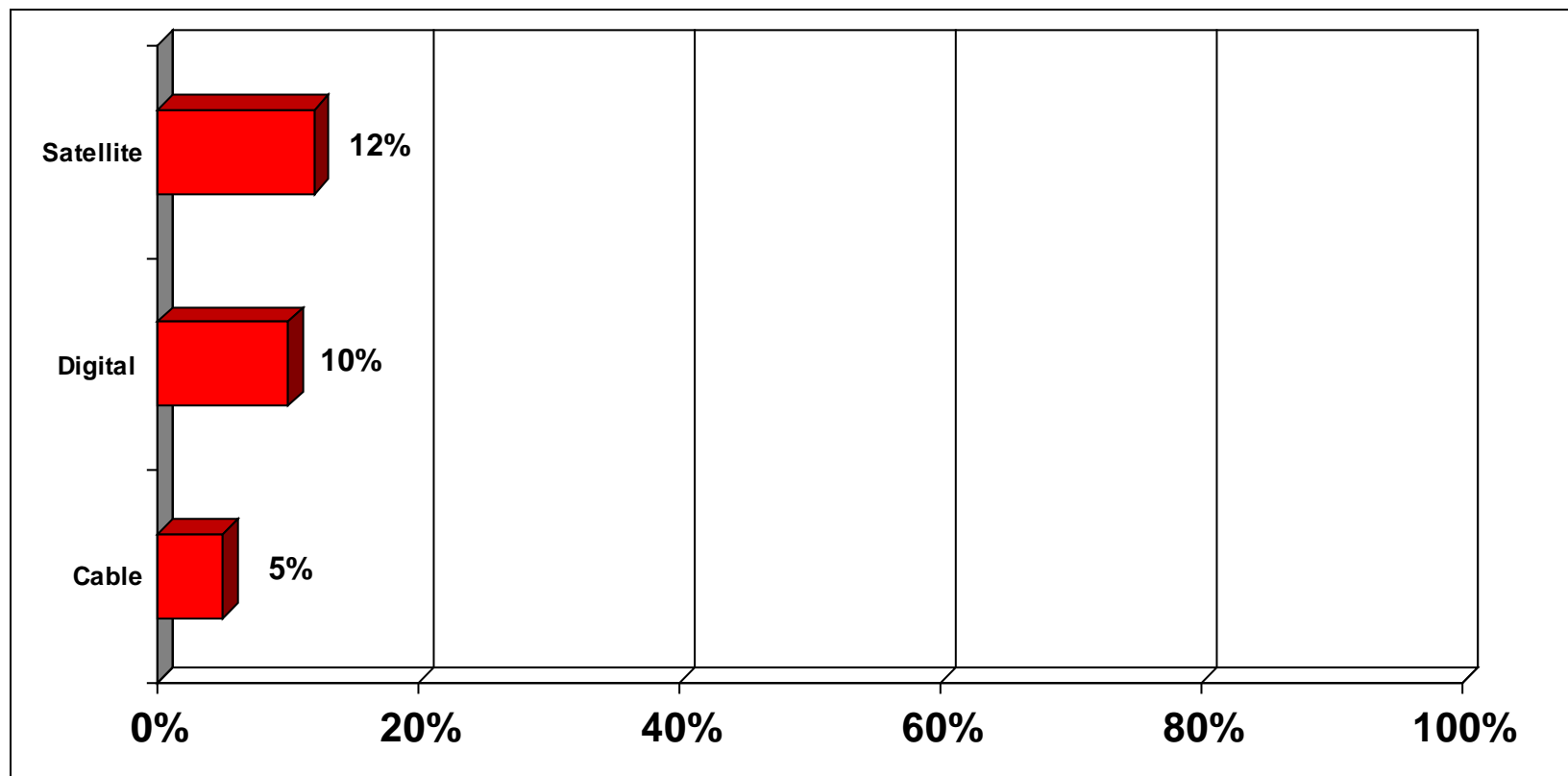
TV stations watched mainly



Base: 1020 (Total sample)

Source: **mruk** research, August 2003

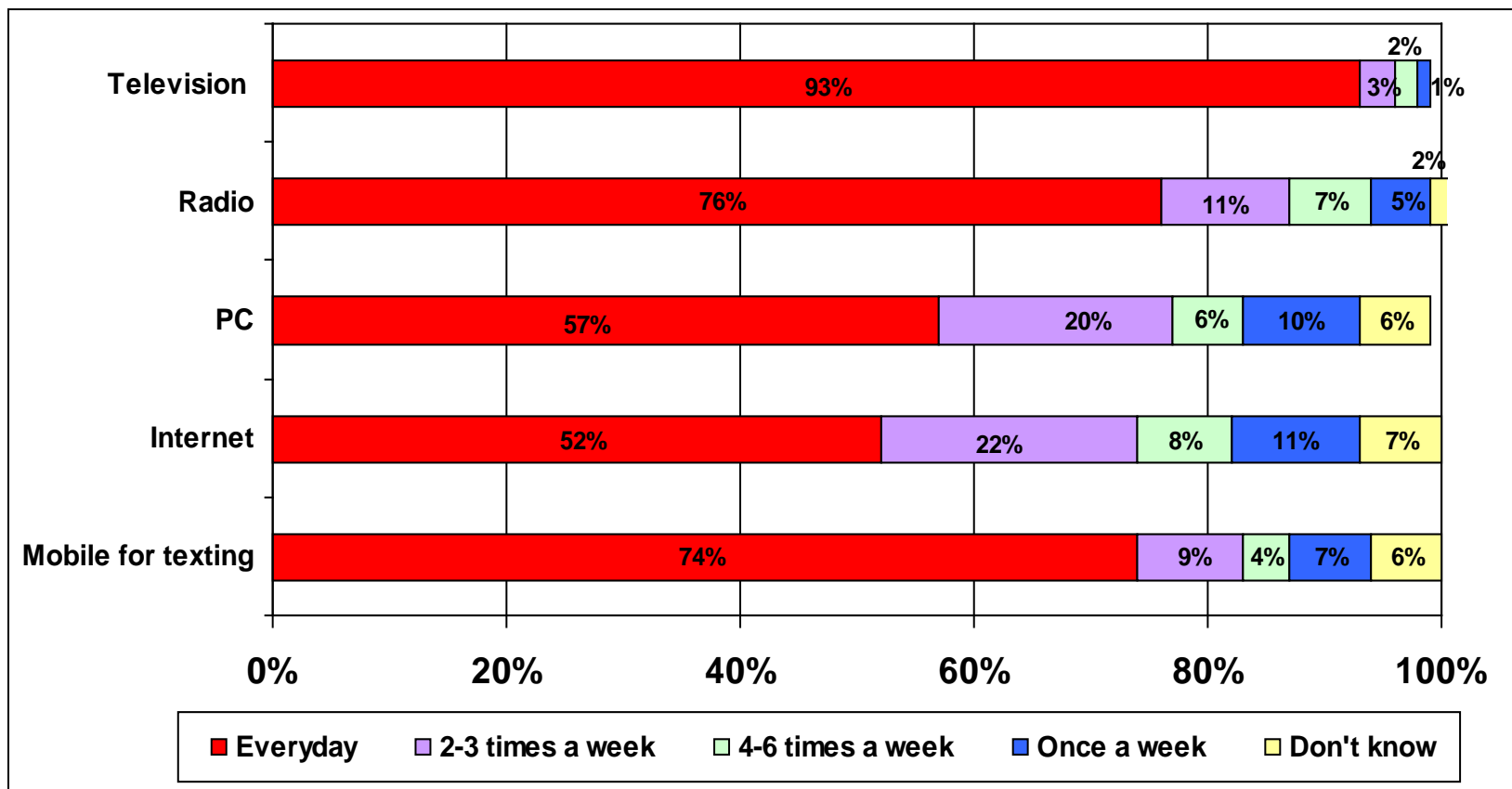
Technology Used most often



Base: 1020 (Total sample)

Source: **mruk** research, August 2003

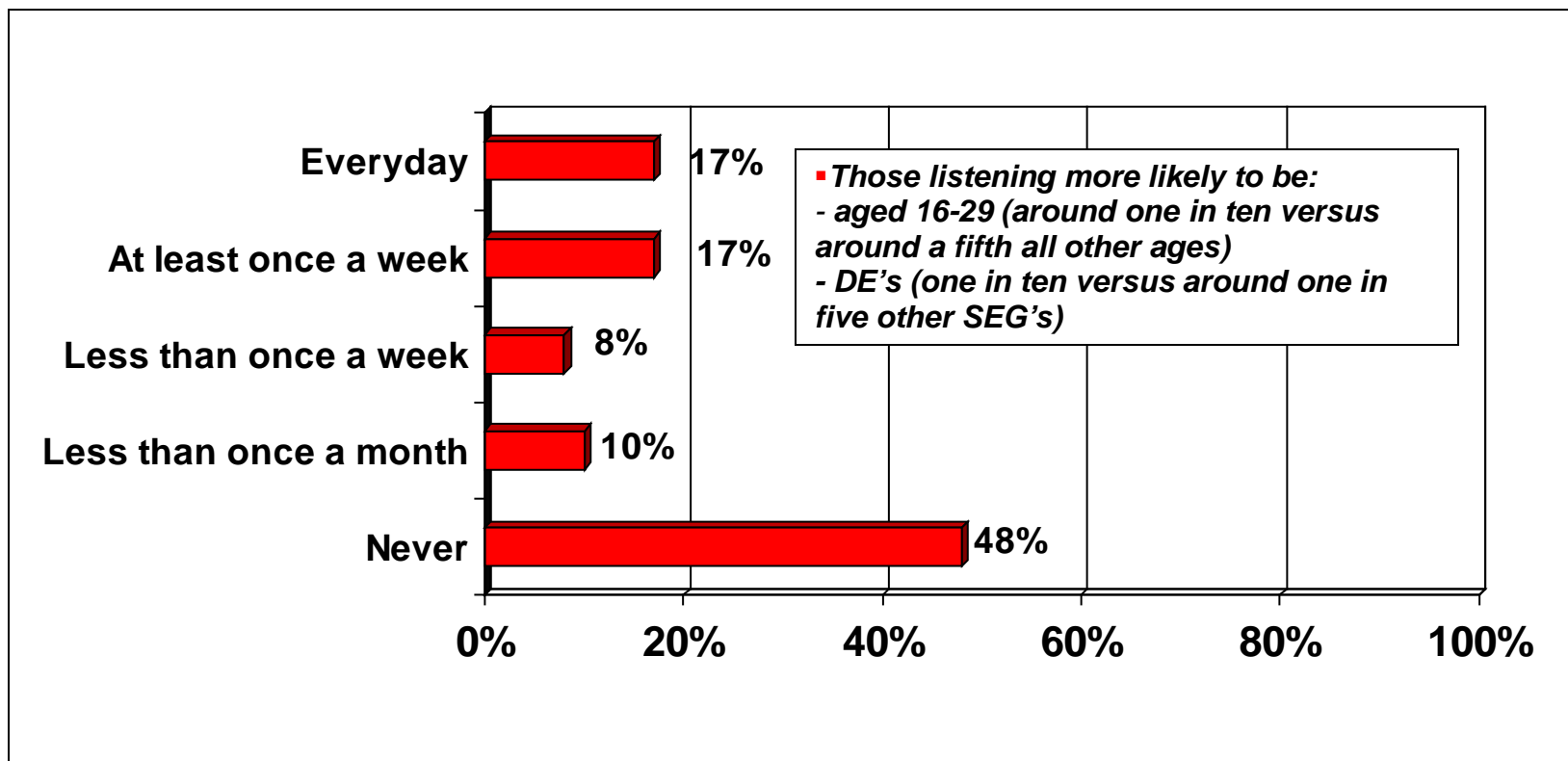
Media usage



Base: TV (1006), Radio (999), PC (539), Internet (488), Mobile (624)
 (Number of respondents with access to each media form)

Source: **mruk** research, August 2003

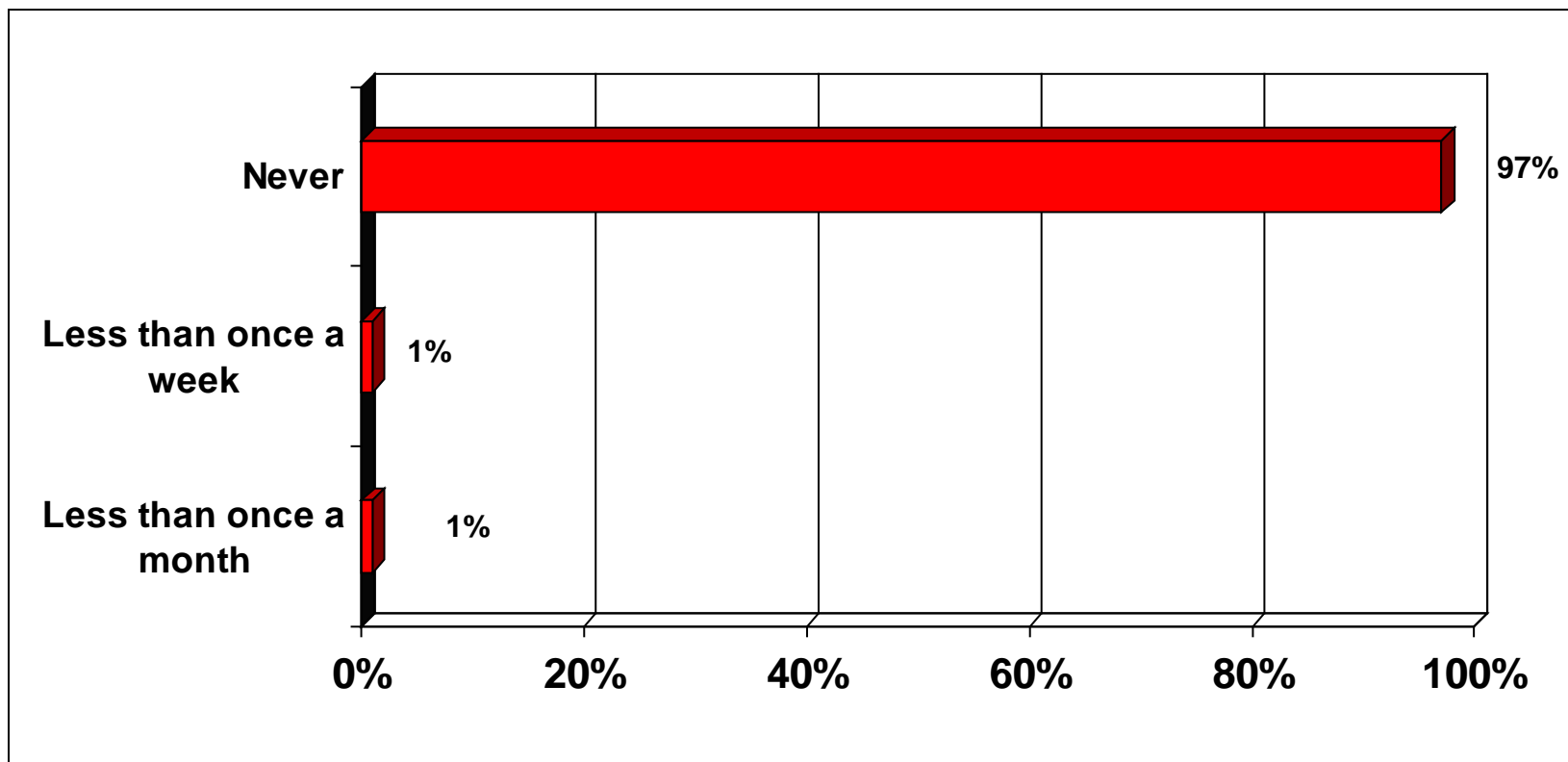
Frequency of listening to Radio Scotland



Base: 1020 (Total sample)

Source: **mruk** research, August 2003

Frequency of listening to Radio Nan Gaidheal



Base: 1020 (Total sample)

Source: **mruk** research, August 2003

Summary of key findings (1)

- Vast majority have no knowledge of Gaelic (87%) or indeed other languages (73%)
 - Gaelic being used predominately in social situations (26%)
 - listening to radio (19%)
- One in four (25%) claim to have tried to learn Gaelic but then stopped
 - mainly driven by lack of opportunity to take language further (31%)
- Overall, positive disposition towards school pupils having opportunity to learn Gaelic (87%) and learn about Celtic and Gaelic heritage (76%)
 - Similar positive attitude towards adult learning (71%)
- Just over half (59%) believe more Scottish people should attempt to learn
- Findings suggest there is a degree of support to promoting the Gaelic language
 - two thirds (66%) agree its an important part of Scottish Life and should be promoted
 - around two thirds (64%) agree Bilingual education through medium of Gaelic should be promoted

Summary of key findings (2)

- However, around two fifths (43%) agree that learning Gaelic is not of great value in today's society
- In addition only a third (31%) agree that it would be easy to find a course if they wanted to learn
- Just over two thirds (68%) believed the maintenance and development of Gaelic was important
- However, only 16% would definitely consider learning in the future
 - Of those who would consider at all, 45% indicated they are likely to take up language in the next six months
- Basic conversation is the most desirable level of proficiency (58%) with evening classes being the preferred method of learning (52%)
- Everyone has access to TV & radio
 - Mobile access (61%) is more widespread than PC (53%) or internet (48%)
- TV, radio and mobile more frequently used
 - Majority of respondents (97%) never listen to radio Nan Gaidheal