

Table 6-28 illustrates the percentages of respondents who found each of the factors identified above to be very important, important, or of no importance as a constraint.

As can be seen in Table 6-28, with the exception of the issue of availability, and to a lesser extent price, none of the factors listed appear to have a substantial impact on constraining attendance or participation, local relevance, personal fluency in Gaelic, commitment to the language, and lack of interest in Gaelic is cited as a constraint by only around one fifth of respondents.

Availability is more likely to be cited as a factor by those living in a rural location, and those with higher Gaelic fluency are more likely to cite both availability and location as constraints. This may be because those with a lower level of fluency are less interested in such events. Price is also more likely to be cited by the young as a factor, whilst those in the older age bands are less likely to cite either availability or price as an issue.

The importance of the findings of Table 6-28 is the implication that if the supply of GLAC related goods and services were increased and made more widely available, this increased supply would be likely to be absorbed by existing unfulfilled demand.

Further implications of this proposition are considered in Chapter 7, the conclusions chapter.

6.7. Examining the impact of consumption on views

In order to gauge whether the progressive consumption of GLAC related goods and services had any impact on respondents views, the sample was filtered and respondents categorised according to the amounts of their consumption, either by attendance at live events, or through buying goods such as books or CDs. These samples were then tested for attitudes on a range of questions. Amongst the reasons for this was to gauge the potential effect of consumption on issues such as the future demand for GLAC related products and on community confidence; migration and in-migration etc, as outlined below in Table 6-29, Table 6-30, and Table 6-31. Briefly, the results of this analysis indicate that as soon as any level of consumption takes place,

positive attitudes tend to rise sharply. However, even amongst those who do not consume GLAC goods, a minority already see the role of GLAC as positive. These conclusions are outlined in greater detail below.

6.7.1. Procedure

The questionnaire contained details of 8 'live' events and 6 'goods'.

Attendance at any one event, or consumption of any good was coded as '1' with non-attendance as '0'.

The three similar musical events - Ceilidhs / concerts; music in Clubs / Pubs; and Choirs, were recoded together in the first instance as 'live music'. Attendance at any one of the three was given a '1' and non-attendance a zero.

To gauge the impact of such consumption on views, Questions 26 and 27 were examined. Specifically, the questions asked:

Q26: In your view, what overall impact has the existence of all the above activities (e.g. TV, Radio, your attendances and purchases) had on:

- The regularity with which Gaelic is used in the local community
- The regularity with which Gaelic is used in local families
- The attractiveness of the area of tourists
- The attachment of local people to their community
- The level of confidence within your local community
- The preference of individuals within your community to choose / purchase Gaelic services / products where possible

Q27: How strongly do you agree with the following statements:

- The regeneration of the Gaelic language, art and culture is essential for the future social development of your own area / island group
- The regeneration of the Gaelic language, art and culture is essential for the future economic development of your own area / island group
- The development of Gaelic language art and culture is making an important contribution to the level of self confidence in your own area / island group.

- The development of the Gaelic language, art and culture is increasing the attractiveness of your area to tourists
- The development of the Gaelic language, art and culture is increasing the desire of young people to live and work in their home area.
- The development of the Gaelic language art and culture is broadening the range of employment opportunities which exist for people locally
- Taking local and national factors into account, I am optimistic about the future health and development of the Gaelic language

Responses to Q26 were recoded to indicate those who answered either 'Greatly Increased' or 'Slightly Increased' - i.e. those who had been impacted positively.

Likewise, Q27 was recoded to select those who had either 'strongly agreed' or 'agreed' - i.e. had been impacted positively.

The tables below Table 6-29 referring to live events and Table 6-30 to consumption of goods and services, indicates the relationship between the percentage of respondents who answered positively, and their differing levels of consumption. The percentages refer to the given sample - e.g. 56% of '1 or more' indicates 56% of those who consumed 1 or more units Table 6-31 further below examines the combined impact of both categories.

Table 6-29 The effect of consuming 'live events'

	'Units' of Consumption (Live events)						
	Nil	1 or more	2 or more	3 or more	4 or more	5 or more	6
Question 26: <i>Percentage of respondents who believe the consumption of GLAC has 'Greatly increased' / 'Slightly increased' the following</i>							
The regularity with which Gaelic is used in the local community	36%	56%	60%	65%	65%	65%	60%
The regularity with which Gaelic is used in local families	29%	50%	55%	58%	61%	64%	69%
The attractiveness of the area of tourists	50%	63%	67%	69%	71%	74%	71%
The attachment of local people to their community	32%	49%	52%	55%	53%	58%	56%
The level of confidence within your local community	29%	45%	48%	52%	55%	55%	56%
The preference of individuals within your community to choose/ purchase Gaelic services/ products where possible	36%	54%	56%	59%	64%	67%	67%
	'Units' of Consumption (Live events)						
Question 27: <i>Percentage of respondents who Strongly Agree/Agree with the following statements:</i>	Nil	1 or more	2 or more	3 or more	4 or more	5 or more	6
The regeneration of the Gaelic language, art and culture is essential for the future social development of your own area/ island group	48%	72%	76%	80%	83%	86%	84%
The regeneration of the Gaelic language, art and culture is essential for the future economic development of your own area/ island group	42%	63%	66%	71%	75%	79%	77%
The development of Gaelic language art and culture is making an important contribution to the level of self confidence in your own area/ island group	43%	62%	66%	72%	76%	80%	86%
The development of the Gaelic language, art and culture is increasing the attractiveness of your area to tourists	46%	68%	71%	76%	79%	80%	84%

The development of the Gaelic language, art and culture is increasing the desire of young people to live and work in their home area	31%	49%	51%	55%	58%	65%	71%
The development of the Gaelic language art and culture is broadening the range of employment opportunities which exist for people locally	46%	70%	75%	79%	81%	82%	82%
Taking local and national factors into account, I am optimistic about the future health and development of the Gaelic language	48%	67%	70%	72%	74%	75%	71%

Table 6-30 Effect of Consuming 'Goods and Services'

	'Units' of Consumption (Goods and Services)						
	Nil	1 or more	2 or more	3 or more	4 or more	5 or more	6
Question 26: <i>Percentage of respondents who believe the consumption of GLAC has 'Greatly increased' / 'Slightly increased' the following</i>							
The regularity with which Gaelic is used in the local community	40%	58%	63%	68%	72%	80%	74%
The regularity with which Gaelic is used in local families	32%	53%	57%	62%	68%	67%	65%
The attractiveness of the area of tourists	47%	67%	69%	72%	75%	72%	67%
The attachment of local people to their community	29%	53%	55%	59%	62%	62%	63%
The level of confidence within your local community	30%	48%	52%	56%	58%	58%	67%
The preference of individuals within your community to choose/ purchase Gaelic services/ products where possible	36%	57%	62%	68%	74%	76%	75%
	'Units' of Consumption (Goods and Services)						
	Nil	1 or more	2 or more	3 or more	4 or more	5 or more	6
Question 27: <i>Percentage of respondents who Strongly Agree/Agree with the following statements:</i>							
The regeneration of the Gaelic language, art and culture is essential for the future social development of your own area/ island group	47%	78%	81%	84%	88%	93%	96%
The regeneration of the Gaelic language, art and culture is essential for the future economic development of your own area/ island group	38%	69%	72%	75%	79%	80%	79%
The development of Gaelic language art and culture is making an important contribution to the level of self confidence in your own area/ island group	39%	68%	71%	77%	83%	89%	88%
The development of the Gaelic language, art and culture is increasing the attractiveness of your area to tourists	46%	72%	74%	79%	81%	83%	79%

The development of the Gaelic language, art and culture is increasing the desire of young people to live and work in their home area	28%	54%	55%	59%	67%	74%	83%
The development of the Gaelic language art and culture is broadening the range of employment opportunities which exist for people locally	47%	75%	77%	82%	87%	87%	88%
Taking local and national factors into account, I am optimistic about the future health and development of the Gaelic language	46%	72%	74%	77%	79%	84%	83%

As can be seen from both Tables, there is a marked positive difference between those who have no consumption and those who have any, with a clear and progressive increase as more is consumed either of 'live events' or goods and services.

If the two categories are combined together, e.g. 'live events' and goods and services, then the respective percentages of those positively impacted is given below in Table 6-31, according to their level of consumption.

Table 6-31 Effects of total consumption

	'Units' of Consumption						
	Nil	1 or more	2 or more	3 or more	4 or more	5 or more	6
Question 26: <i>Percentage of respondents who believe the consumption of GLAC has 'Greatly increased' / 'Slightly increased' the following</i>							
The regularity with which Gaelic is used in the local community	30%	55%	58%	61%	64%	66%	69%
The regularity with which Gaelic is used in local families	23%	49%	53%	56%	58%	61%	62%
The attractiveness of the area of tourists	40%	64%	65%	68%	69%	70%	71%
The attachment of local people to their community	23%	49%	51%	53%	56%	57%	58%
The level of confidence within your local community	23%	45%	47%	49%	52%	54%	55%
The preference of individuals within your community to choose/ purchase Gaelic services/ products where possible	26%	54%	56%	58%	61%	63%	65%
	'Units' of Consumption						
Question 27: <i>Percentage of respondents who Strongly Agree/Agree with the following statements:</i>	Nil	1 or more	2 or more	3 or more	4 or more	5 or more	6
The regeneration of the Gaelic language, art and culture is essential for the future social development of your own area/ island group	37%	72%	76%	78%	81%	82%	87%
The regeneration of the Gaelic language, art and culture is essential for the future economic development of your own area/ island group	29%	63%	66%	69%	71%	73%	77%
The development of Gaelic language art and culture is making an important contribution to the level of self confidence in your own area/ island group	33%	62%	65%	68%	72%	74%	79%
The development of the Gaelic language, art and culture is increasing the attractiveness of your area to tourists	36%	68%	71%	73%	75%	76%	79%
The development of the Gaelic	24%	49%	51%	53%	56%	57%	61%

language, art and culture is increasing the desire of young people to live and work in their home area							
The development of the Gaelic language art and culture is broadening the range of employment opportunities which exist for people locally	38%	70%	73%	76%	79%	80%	83%
Taking local and national factors into account, I am optimistic about the future health and development of the Gaelic language	39%	67%	69%	71%	73%	76%	76%

These results are of great significance, supporting the view that the more consumption takes place, the more positive should be the impact on the issues considered under question 26 – all key variables which have an indirect impact on the Gaelic economy and which will positively compliment the direct impact of jobs created, as already outlined in Chapter 5 .

6.7.2. Differentiating between consumers/ non-consumers/ Gaelic and non-Gaelic speakers

In order to test for bias in these responses caused by Gaelic fluency or other factors, a further analysis was made of attitudes, with the 2028 respondents filtered according to linguistic ability and consumption pattern.

This was important in order to ascertain whether the characteristics of consumers or non-consumers differed from the sample as a whole.

The four sub categories examined were:

- Non-Gaelic speaking non consumers (Group 1)
- **Non-Gaelic speaking consumers (Group 2)**
- Gaelic speaking non consumers (Group 3)
- **Gaelic speaking consumers (Group 4)**

The specific information which the analysis sought to uncover was:

- What were the characteristics of each sub group in terms of the main variables under investigation - i.e. Language competence, Gender, Age, Income, and Location?
- What was the consumption pattern of each sub group in terms of GLAC related goods?
- Was there a discernible impact upon attitudes which could be linked to GLAC related consumption patterns?

The main characteristics of each sub category of respondents is given below in Table 6-32

Table 6-32 Characteristics of each group of respondents

Group	Male %	Urban %	Young %	Middle Age %	Older %	Low Income %
1 NG/ non consume	52	55	25	30	45	51
2 NG/ consume	45	42	33	39	29	54
3 Gael / non consume	53	45	23	20	57	33
4 Gael/ consume	45	39	28	33	39	51
Sample as a whole	45	40	28	32	39	51

A point of interest to note from Table 6-32 is *the range of similar attributes shared by consumers, irrespective of their linguistic abilities*. In terms of Gender, Location and Income, both sub-categories are within 3 percentage points of each other (gender is in fact identical). Within the age ranges chosen, whilst consumption increases amongst Gaelic speakers with age, a similar process happens for English speakers until the older age range is reached, when consumption falls.

In short, *consumers, and Gaelic speakers tend to mirror the same characteristics as the general sample in terms of location, gender and income, with some differences within age categories*. However, non consumers tended to differ, *often markedly*, from the above categories in several respects - more male; more urban; higher income etc.

Amongst the implications of this are the apparent general acceptance of GLAC by the vast majority of the population, with the characteristics of the minority of non-consumers clearly distinguishable from those of the average population.

Within the non consumers, the most interesting of the figures is seen amongst the Gaelic speaking non-consumers, where age (oldest category) and income are markedly different from all other categories.

Attitudes held by each sub-category

In order to examine how consumption impacts upon attitude, details are given below of the percentage of each sub-category who responded with either the 'most positive' attitude, or 'positive' attitude to Questions 26 and Q27. The cumulative percentages of these responses is also given in bold.

As can be seen in Table 6-33 there is clear progression in 'positive' or 'most positive' attitudes between groups, with non-Gaelic non consumers having the lowest of the positive outlooks, followed by Gaelic non-consumers, and then non-Gaelic consumers and Gaelic consumers respectively.