

The importance of the findings of Table 6-33 is the indication that attitudes become consistently more positive as progression takes place from Non Gaelic non consumers through Gaelic non-consumers to Non Gaelic consumers and finally Gaelic consumers. The importance of this is the illustration that *it is not language alone* which determines attitude - rather it is a combination of language and consumption, with consumption impacting positively *for all linguistic sub sections – Gaelic speaking and non-Gaelic speaking*. This is of considerable importance in generalising the positive effect of such consumption and removing any notion that the benefits of GLAC related production are restricted to only a linguistic sub-set of the population.

Linked with the conclusion of section 6.6, that the main perceived consumer constraint is availability, this suggests that measures to boost availability are key to unlocking the potential of the GLAC sub section of the Gaelic economy.

6.7.3. Nature of GLAC consumption

In evaluating the impact of consumption of GLAC related goods, it was also useful to examine which categories of consumption (live events / books/ CDs etc) featured the most strongly within the consumption patterns of consumers, both Gaelic speaking and non-Gaelic speaking. This is done below in Table 6-35.

Table 6-35 Nature of Consumption

<i>Group</i>	Nature of Consumption											
	Live Events						Goods/ Services					
	1 %	2 %	3 %	4 %	5 %	6 %	7 %	8 %	9 %	10 %	11 %	12 %
1) Non Gaelic Consumers	74	59	48	23	9	22	49	16	11	14	6	31
2) Gaelic Consumers	73	55	51	32	18	56	74	31	39	36	13	34

Table 6-36 Key to Table 6-35

Consumption Categories	
Live	Goods/ Services
1 = Live Music - Concerts/ Ceilidhs/ Clubs/ Pubs/ Choirs	7 = CDs/ Tapes
2 = Trad Dance	8 = Children’s Books
3 = Exhibitions	9 = Books
4 = Plays/ Theatres	10 = Videos
5 = Poetry/ Story telling	11 = Sheet Music
6 = Psalm Singing	12 = Arts/ Crafts

As can be seen from Table 6-35, Live events tend to score higher in both groups (with the exceptions being plays and Psalm singing. Amongst Goods and Services, CDs/ Tapes/ Records however also record a high level of consumption.

This is of significance for policy makers in considering which category of good has the highest impact on views (as compared for instance, to the categories of goods the supply of which may have the biggest impact on jobs). The implications of this are dealt with further in the conclusions below (p 286) and are also flagged up as a positive area for future research.

Disaggregated analysis of attendance at live events (Ceilidhs/Concerts; Clubs/Pubs; Choirs)
 In order to investigate issues behind the attendance at live events in more detail, Live event 1 (Concerts/ Ceilidhs; Clubs/ Pubs; Choirs) was further disaggregated to supply more specific details on each category of attendance; These are found in Table 6-37 below:

Table 6-37 Live events (music events disaggregated)

Group	Nature of Live Event Consumed								
	1 (Live Music) %	1a) Concerts/ Ceilidhs %	1b) Club/ Pub %	1c) Choir %	2 %	3 %	4 %	5 %	6 %
1) Non Gaelic Consumers	74	48	40	18	59	48	23	9	22
2) Gaelic Consumers	73	60	51	26	55	51	32	18	56

As can be seen from the above, while almost three quarters of consumers (both Gaelic speaking and non-Gaelic speaking), consumed at least one of the live music events, when this is broken down into its 3 component categories, the consumption percentage (as would be expected) registers lower. Interestingly, the order of popularity is the same in both linguistic sub groups - Concerts/ Ceilidhs the most important, followed by music in clubs/ pubs, with choirs being the least consumed of the 3.

Recasting Table 6-37 above, into consumption in terms of popularity of all items (i.e. 'live' or 'goods'), we have the following tables: Table 6-38, for non Gaelic consumers, and Table 6-39 for Gaelic consumers.