

Scottish Household Survey

Volunteering Cross-sectional Analysis: **Culture**

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1. Research Overview

1. Research overview.

- This presentation is one of a series of presentations that builds upon Volunteer Scotland's [time series analysis](#) of [Chapter 11](#) of the Scottish Household Survey (SHS) by cross tabulating a number of SHS fields with volunteering.

Cross-sectional presentation topics
Health and Wellbeing
Sport, exercise & outdoor activities
Culture
Household information
Caring responsibilities
Community engagement & citizenship
Neighbourhood characteristics
Other: Internet, marital status & Health Boards

- This presentation cross-tabulates a number of Culture SHS fields with volunteering.

1. Research overview.

- The Scottish Household Survey (SHS) is an annual survey based on a random sample of the Scottish Adult population aged 16+ (9,630 in 2016). This presentation uses data from the 2016 SHS as the full 2017 Dataset was not available at the time the analysis was completed.
- The SHS questions are split into sub-sets of questions asked to either the head of the household, the individual with the highest individual income or a randomly selected adult. The random adult subset of the SHS dataset is used for the analysis undertaken as this section contains the volunteering question.
- This presentation focuses exclusively on **Formal Volunteering** – defined as “..... *Giving up time to help any groups, clubs or organisations in an unpaid capacity*” that individuals have undertaken at least once in the past 12 months.



1. Research overview.

- The culture fields selected for analysis are based on academic literature that shows a link between cultural participation and increased community involvement, including volunteering. The UK government commissioned a literature review into the social impacts of Sports participation and culture - "[A review of the Social Impacts of Culture and Sport](#)". This report found:

"Volunteering and caring are both developed by arts engagement. "

- The report highlights American research undertaken by [National Endowment for the Arts](#) which found American volunteer participation rates are higher amongst adults who participate in cultural activities.

*"American adults who attend art museums, art galleries, or live arts performances are far **more likely than non-attendees to vote**, volunteer, or take part in community events. "*

- This presentation analyses relevant SHS Culture fields at a national level and provides a comparison between Scottish Index of Multiple Deprivation Quintiles (SIMD Q). SIMD Q ranks areas in Scotland on a scale of 1- Most deprived 20% of the population to 5 – Least deprived 20% of the population.

1. Research overview.

- Statistical methodology
 - For each of the SHS fields analysed we want to determine if there is a relationship between volunteer participation and the SHS field.
 - For example, the volunteer participation rate for those that attend cultural events is above average and those that don't attend cultural events is below average. In this case does cultural attendance affect volunteer participation rates or is this difference due to chance?
 - To test if there is a statistical relationship chi square analysis is used.
 - Chi square analysis is used as the data being analysed are categorical (data in categories), for example individuals' attendance of cultural events is recorded in two categories, yes and no.
 - Chi square testing allows us to test a hypothesis (a theory or question), e.g. volunteer participation is dependent on cultural attendance against the alternative hypothesis that volunteer participation is independent of cultural attendance (there is no relationship).
 - This tests whether a relationship exists between the two categorical variables analysed, for example volunteering and cultural attendance, but does not tell us whether the difference between the Scottish average participation rate and the volunteer participation rates for each individual category is statistically significant. At this stage we are identifying whether questions have a relationship between volunteering and the overall trend between categories (above or below the Scottish average). It is important for Volunteer Scotland to identify relationships with volunteering at an overall level to understand variables such as general health that have a relationship with volunteering, before undertaking more detailed thematic analysis which examines the relationships further.
 - Finally, a relationship (correlation) between the fields analysed and volunteering does not imply causation. Where we see a relationship between the variables this does not necessarily mean that one causes the other. For example a correlation between cultural attendance and volunteering does not mean that volunteering causes cultural attendance. Instead, it may be that those that attend cultural events are attracted into volunteering. We just don't know.

2. Scottish Household Survey (SHS) Fields for Culture

2. Scottish Household Survey (SHS) fields.

The SHS fields selected for analysis of ‘culture’ are:

SHS Question	Definition	Response Categories	Sample Size
anyvisit_2012 – Any cultural attendance (including cinema)	anyvisit including cinema is an SHS field derived from a multi response question which asks the interviewee to confirm if they have attended a list of cultural events or places in the past 12 months or to specify any other cultural events they have taken part in. The list of cultural events and places is included in the SHS questionnaire documentation .	Responses are derived into Yes and No responses.	9,630
anyvisitnocinema_2012 -- Any cultural attendance (including cinema)	anyvisitnocinema is derived from the same SHS question as anyvisit detailed above and excludes responses where the interviewee confirmed their cultural attendance as cinema visits.	Responses are derived into Yes and No responses.	9,630

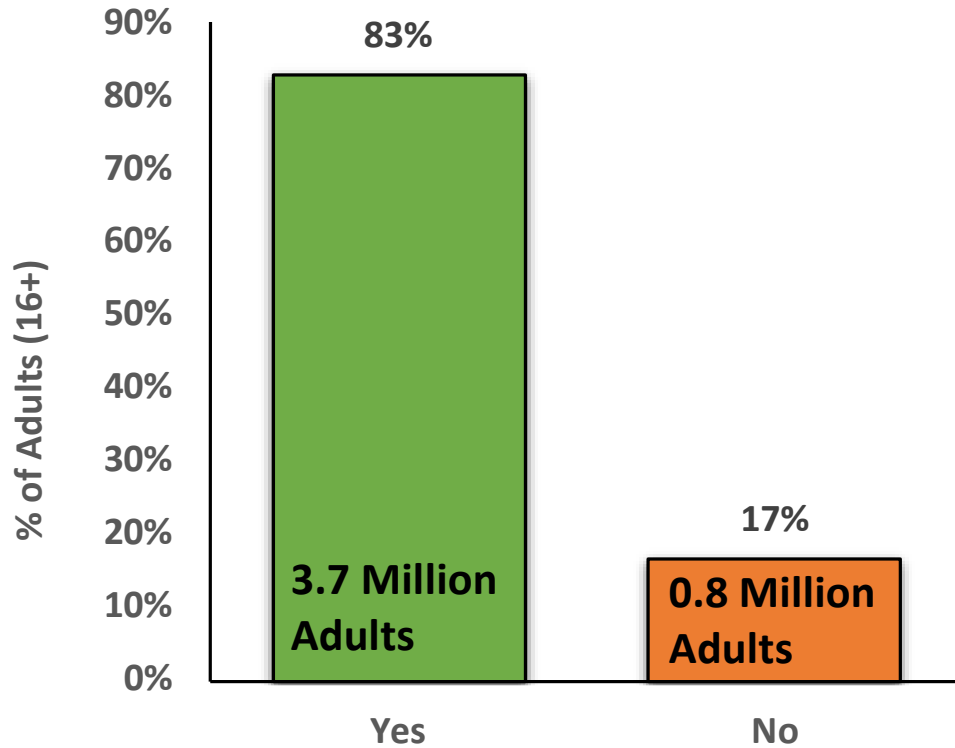
2. Scottish Household Survey (SHS) fields.

SHS Question	Definition	Response Categories	Sample Size
anyact_2012 – Any cultural activity (including reading)	anyvisit including reading is an SHS field derived from a multi response question which asks the interviewee to confirm if they have participated in a list of cultural activities in the past 12 months or to specify any other cultural activities they have taken part in. The list of cultural events and places is included in the SHS questionnaire documentation .	Responses are derived into Yes and No responses.	9630
anyactnoread_2012 - Any cultural activity (excluding reading)	anyactnoread is derived from the same SHS question as anyact detailed above and excludes responses where the interviewee confirmed their cultural activity as reading.	Responses are derived into Yes and No responses.	9,630

3. Cultural Attendance including cinema

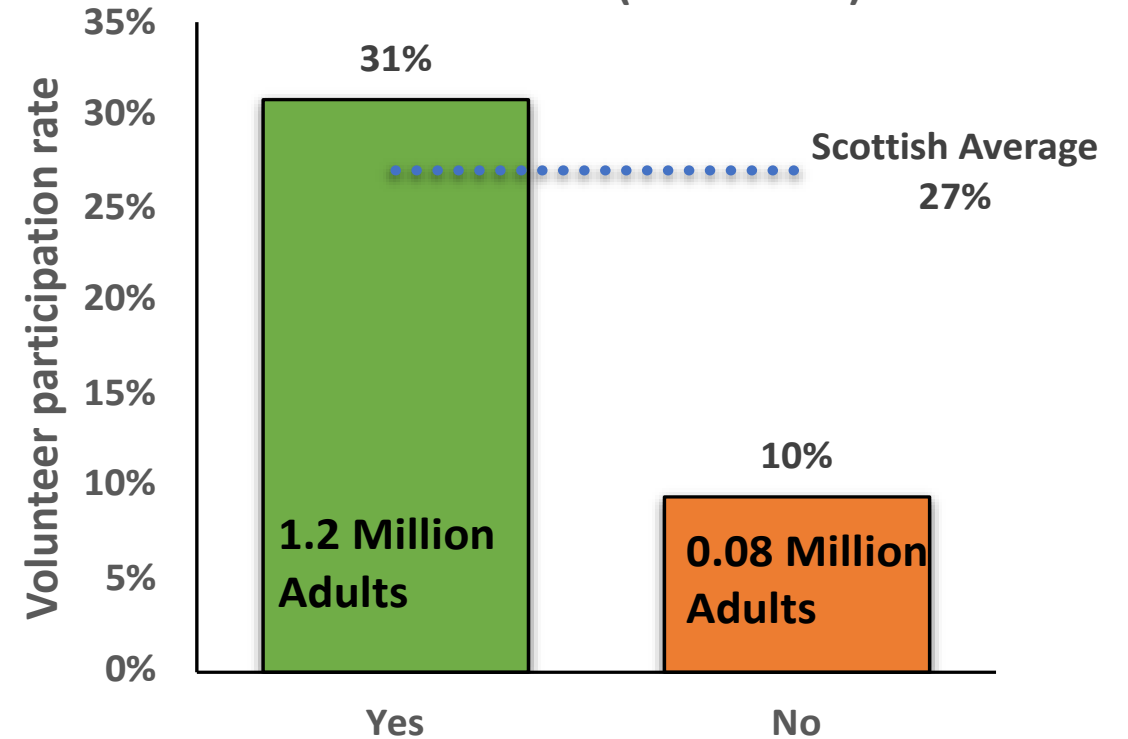
Cultural Attendance Including cinema – Scottish population

Cultural Attendance (inc cinema)



Over 80% of Scottish adults have attended cultural events or places in the past 12 months

Volunteer Participation and Cultural Attendance (inc cinema)

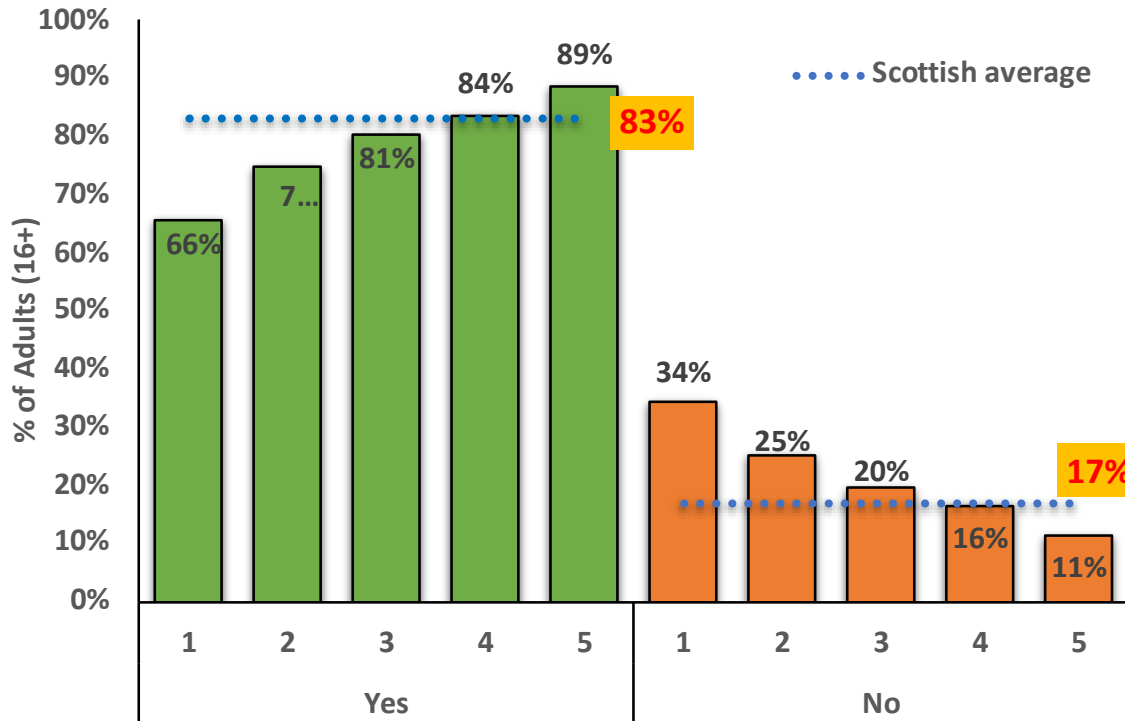


Participation rates are:

- 4% higher than the Scottish average for adults who have attended any cultural events or places in the past year.
- 17% lower than the Scottish average for adults who have not attended any cultural events or places in the past year.

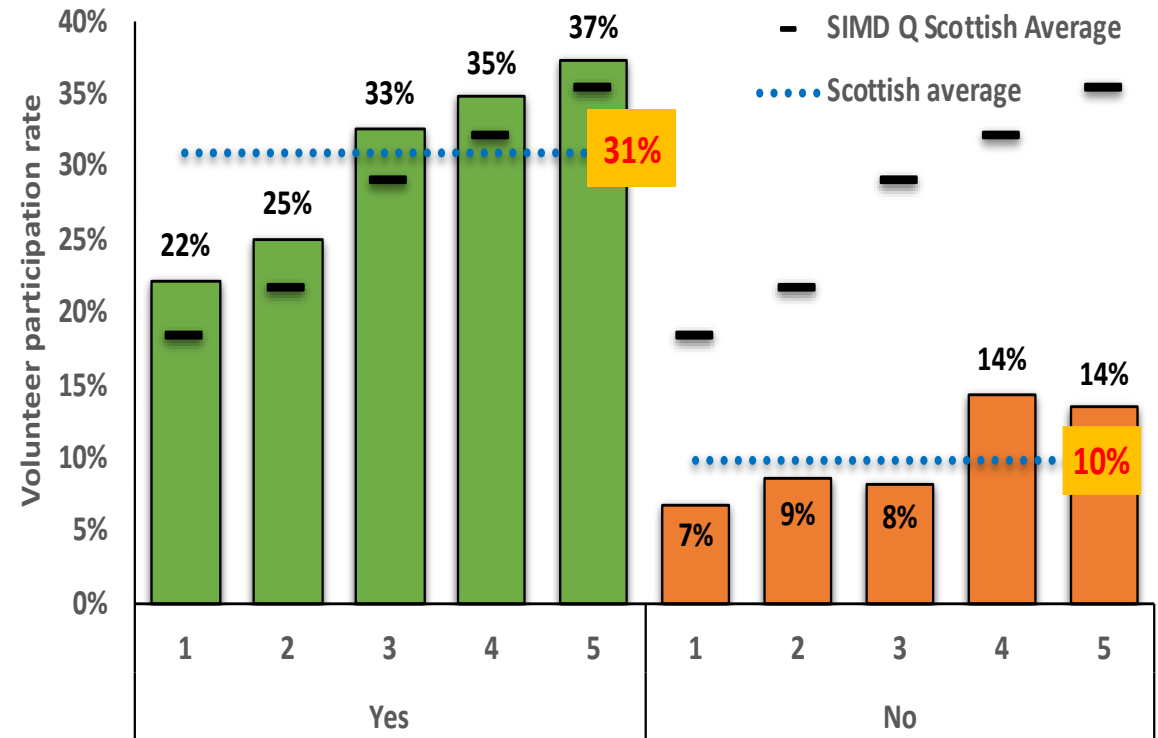
Cultural Attendance Including cinema – SIMD Q

Cultural Attendance inc cinema - SIMD Q



Cultural attendance including cinema is lower in SIMD Q1(17%), Q2(8%) and Q3(2%) than the Scottish average.

Volunteer participation and Cultural Attendance inc cinema - SIMD Q

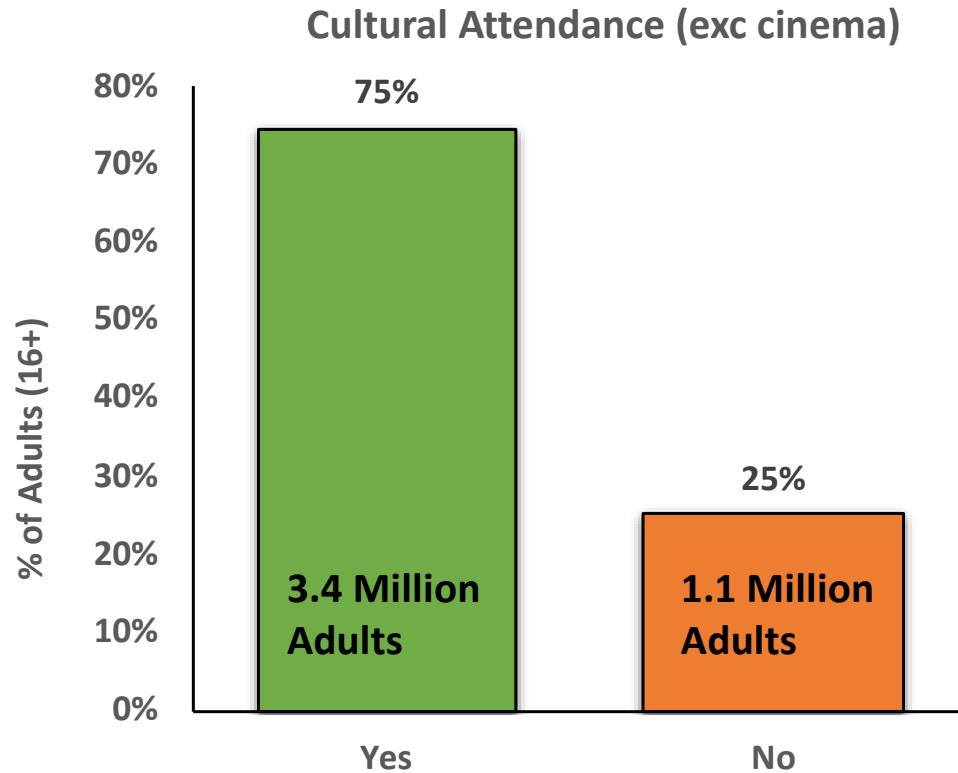


The participation rates for SIMD Q1 and Q2 are below the Scottish average participation rate for cultural attendance including cinema, however their participation rates are above their quintile average (18% and 22% respectively).

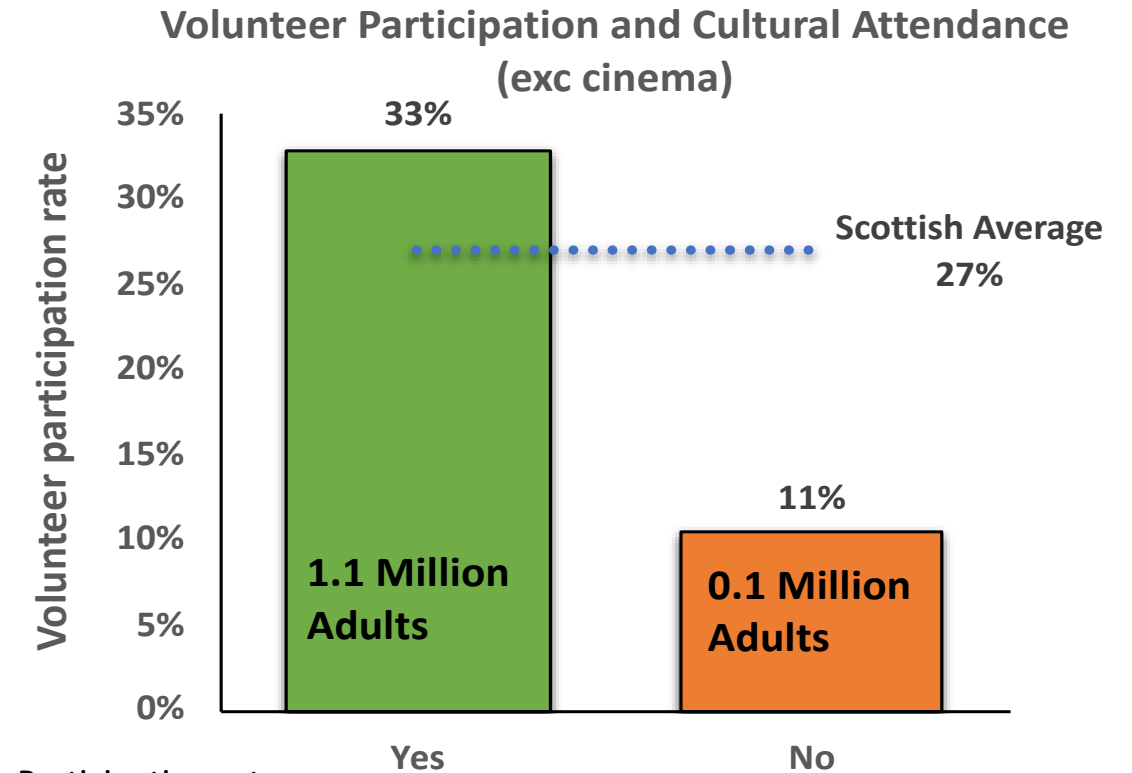
Where adults do not participate in cultural activity their participation rate is below their quintile average for all SIMD Q.

4. Cultural Attendance excluding cinema

Cultural Attendance Excluding cinema— Scottish Population



When cinema visits are excluded from cultural attendance, three quarters of Scottish adults have attended events or places in the past 12 months.

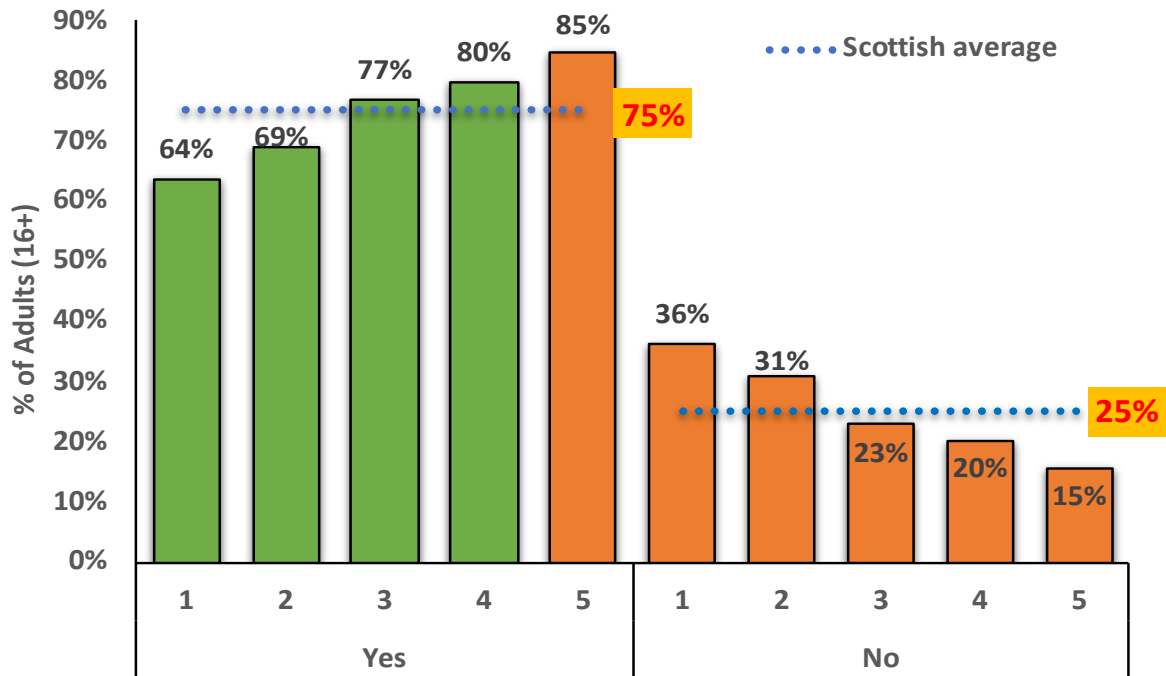


Participation rates are:

- 6% higher than the Scottish average for for adults who have attended any cultural events or places excluding the cinema in the past year.
- 16% lower than the Scottish average for adults who have not attended any cultural events or places excluding the cinema in the past year.

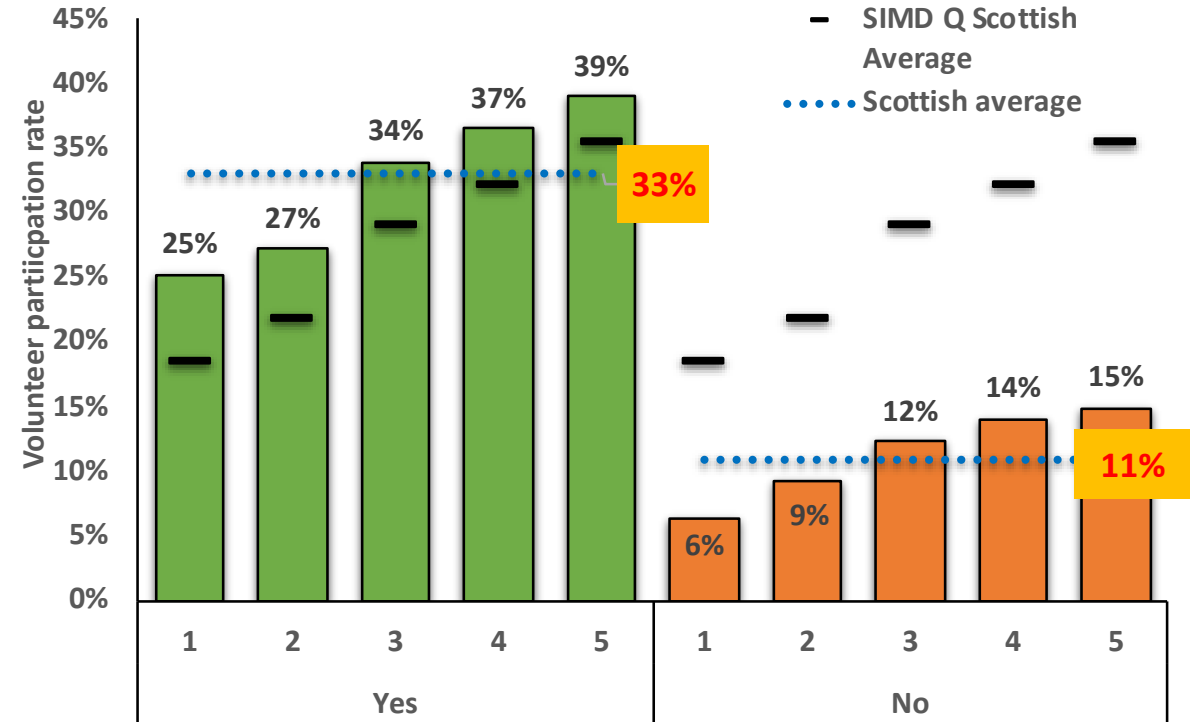
Cultural Attendance Excluding cinema – SIMD Q

Cultural Attendance exc cinema - SIMD Q



SIMD Q1, Q2 and Q3 have a lower % of adults attending cultural events excluding cinema visits than the Scottish average, 11% and 6% lower respectively.

Volunteer participation and Cultural Attendance exc cinema - SIMD Q



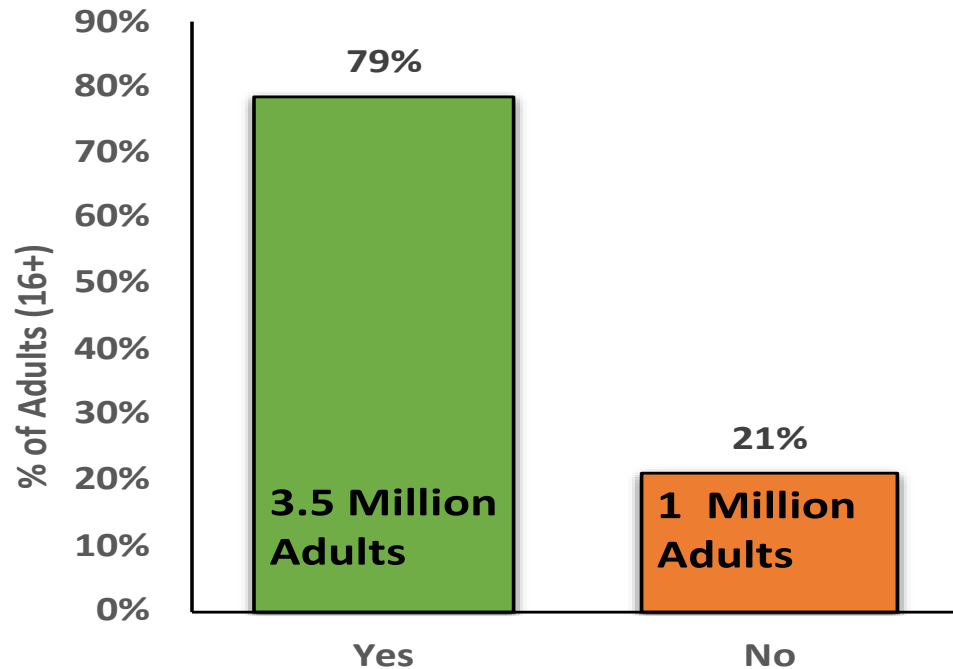
The participation rates for SIMD Q1 and Q2 are below the Scottish average participation rate for cultural attendance excluding cinema, however their participation rates are above their quintile average (18% and 22% respectively).

Where adults do not participate in cultural activity excluding cinema their participation rate is below their quintile average for all SIMD Q. 16

5. Cultural Activities including reading

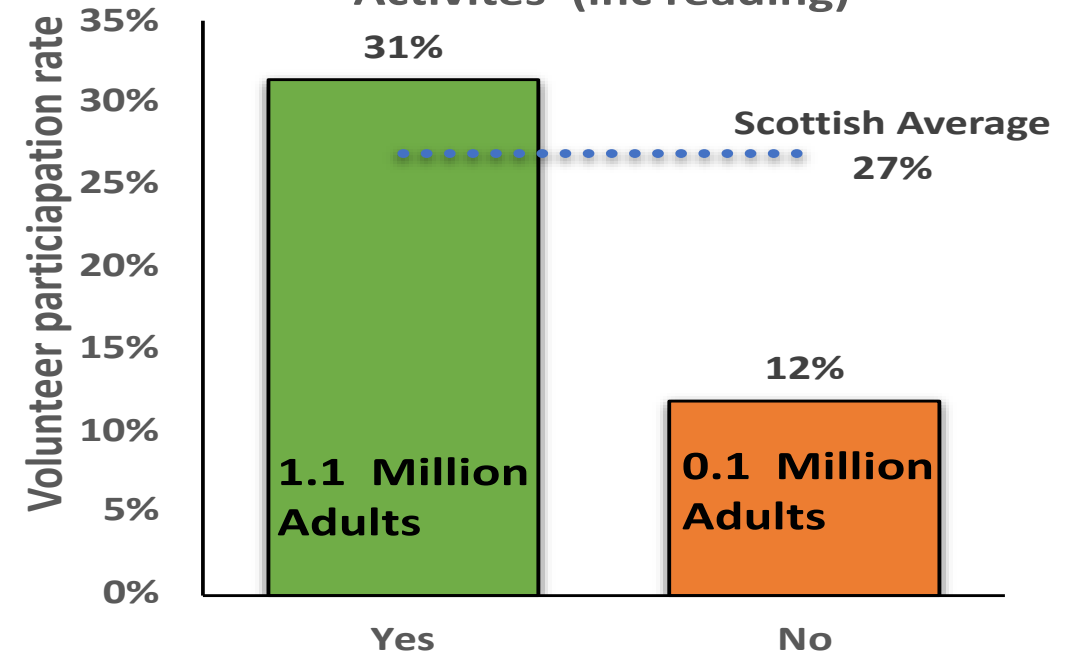
Cultural Activities Including reading – Scottish Population

Cultural Activities (inc reading)



Almost 80% of Scottish adults have participated cultural activities in the past 12 months.

Volunteer Participation and Cultural Activities (inc reading)

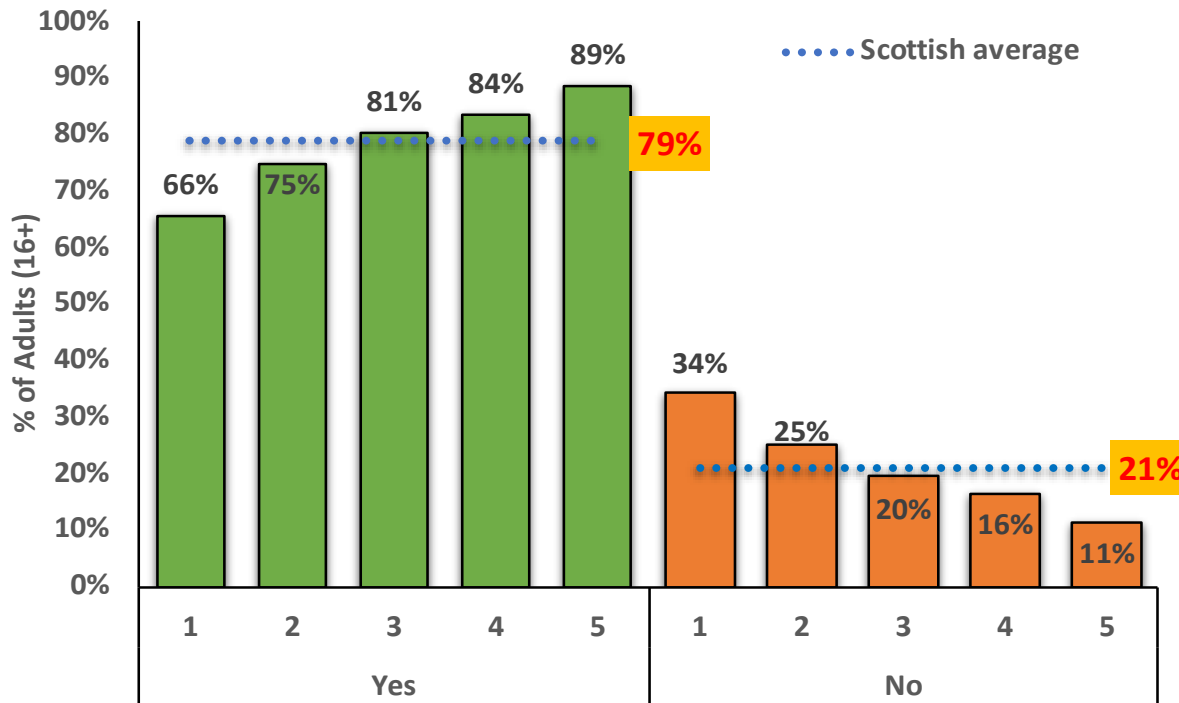


Participation rates are:

- 4% higher than the Scottish average for adults who have participated in cultural activities including reading in the past year.
- 15% lower than the Scottish average for adults who have not participated in cultural activities including reading in the past year.

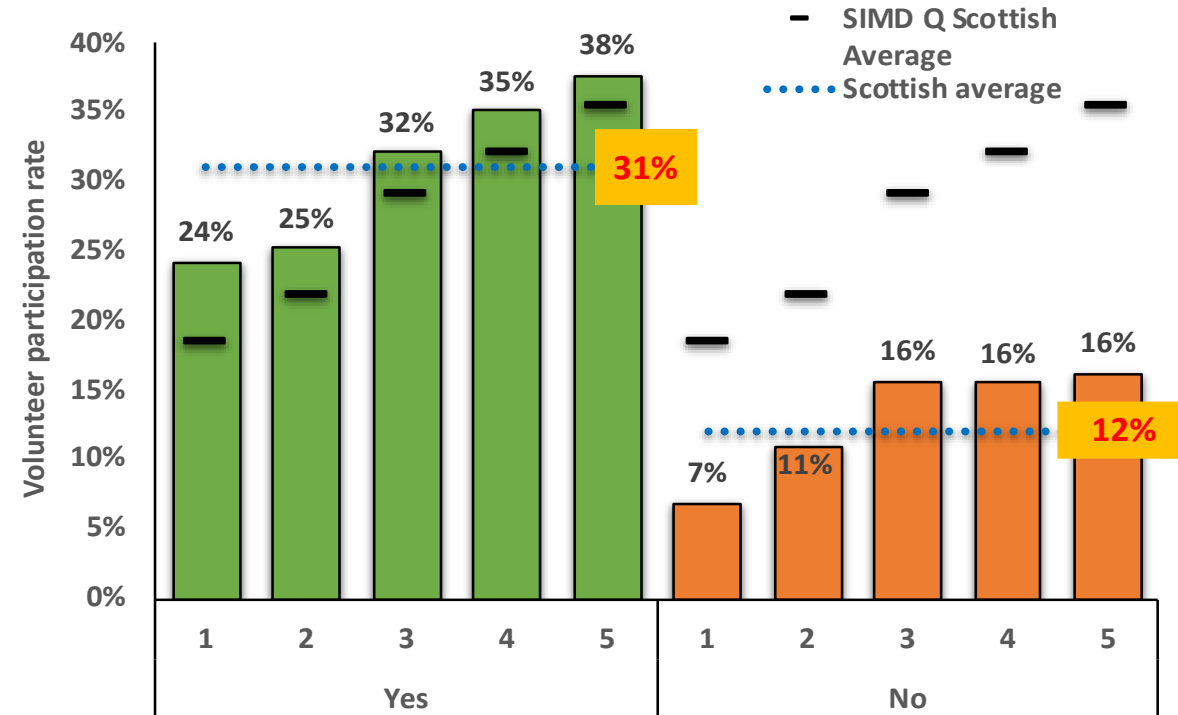
Cultural Activities Including reading – SIMD Q

Cultural Activities inc reading - SIMD Q



SIMD Q1 and Q2 have a lower % of adults participating in cultural activities than the Scottish average, 13% and 4% lower respectively.

Volunteer participation and Cultural Activities inc reading - SIMD Q



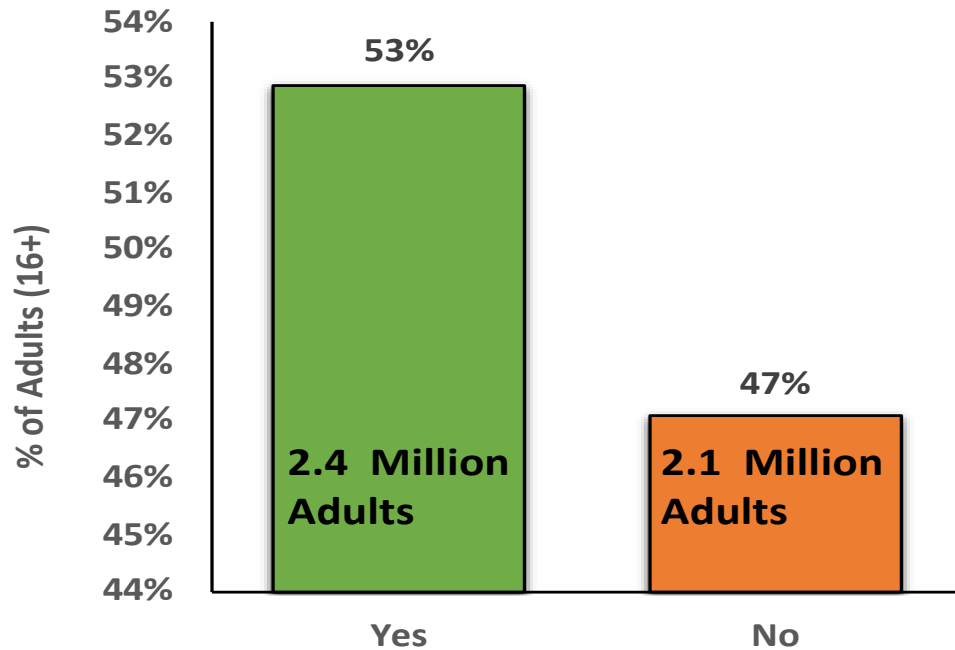
The participation rates for SIMD Q1 and Q2 are below the Scottish average participation rate for cultural activities including reading however their participation rates are above their quintile average (18% and 22% respectively).

Where adults do not participate in cultural activities including reading their participation rate is below their quintile average for all SIMD Qs.

6. Cultural Activities excluding reading

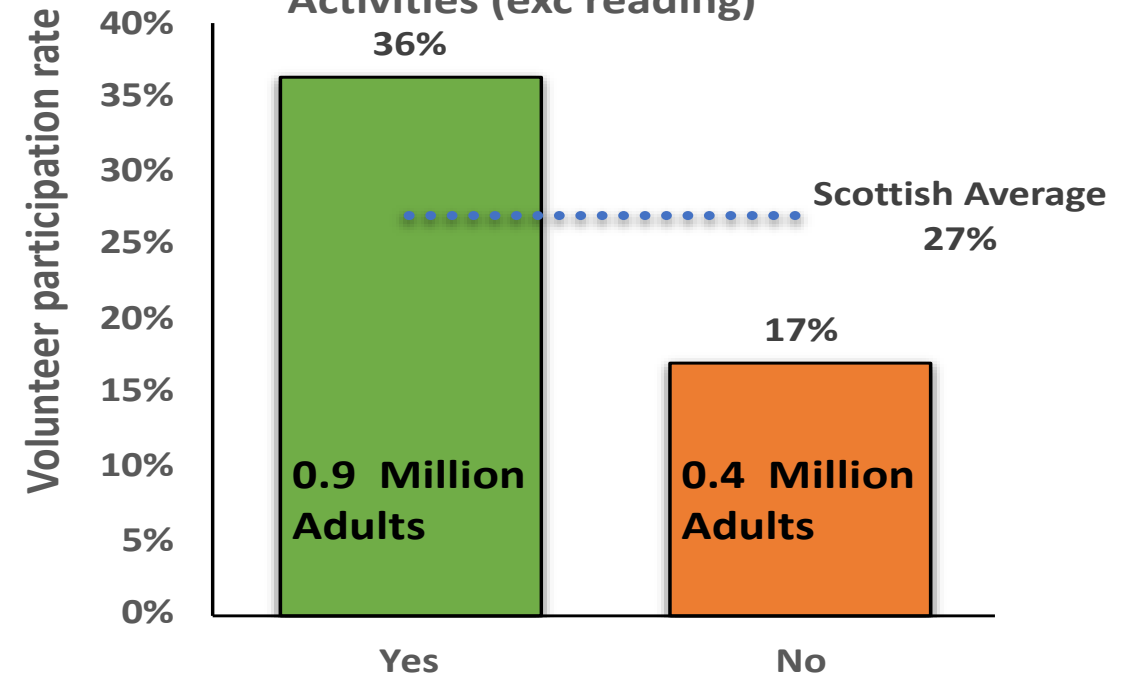
Cultural Activities Excluding reading – Scottish Population

Cultural Activities (exc reading)



When reading is excluded from cultural activities, over half (53%) of Scottish adults have participated in cultural activities in the past 12 months.

Volunteer Participation and Cultural Activities (exc reading)

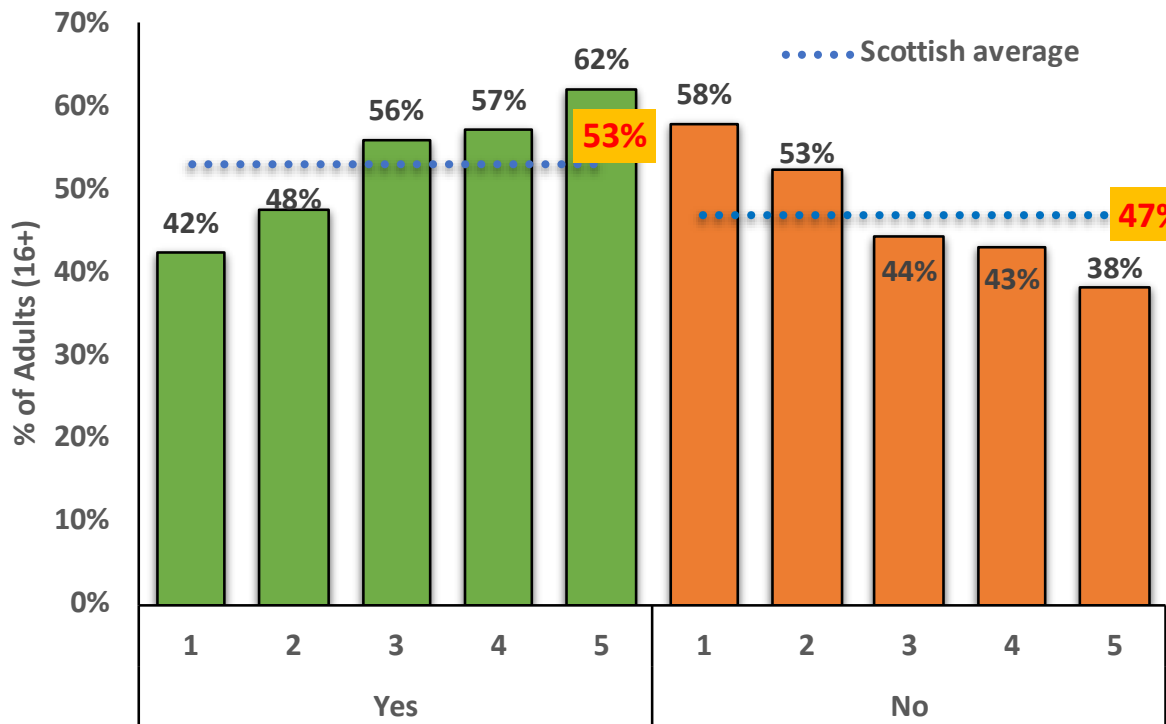


Participation rates are:

- 9% higher than the Scottish average for adults who have participated in cultural activities excluding reading in the past year.
- 10% lower than the Scottish average for adults who have not participated in cultural activities excluding reading in the past year.

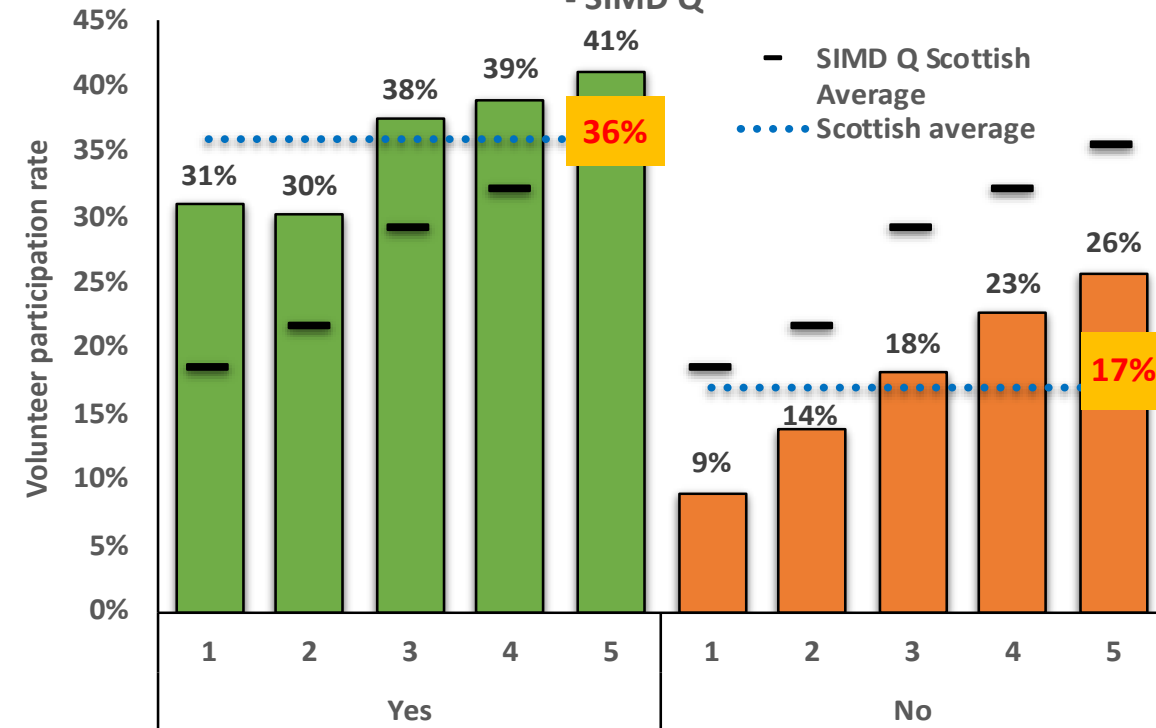
Cultural Activities Excluding reading – SIMD Q

Cultural Activities exc reading - SIMD Q



SIMD Q1 and Q2 have a higher percentage of adults who do not participate in cultural activities excluding reading than the Scottish average, 11% and 6% higher respectively.

Volunteer participation and Cultural Activities exc reading - SIMD Q



The participation rates for SIMD Q1 and Q2 are below the Scottish average participation rate for cultural activities excluding reading however their participation rates are above their quintile average (18% and 22% respectively).

Where adults do not participate in cultural activities excluding reading their participation rate is below their quintile average for all SIMD Qs.

7. Summary Highlights

Summary highlights – Scottish Level

Volunteer participation rates are higher than the Scottish average (27%) for adults who:

- Participate in cultural events or visit cultural places including the cinema (4% higher).
- Participate in cultural events or visit cultural places excluding the cinema (6% higher).
- Participate in cultural activities including reading (4% higher).
- Participate in cultural activities including reading (9% higher).

Overall this tells us that more Scottish adults volunteer when they participate in cultural events and activities. From this data we cannot confirm if volunteering causes increased cultural participation in volunteers, but we do see a strong relationship between cultural participation and volunteering.

Summary highlights – SIMDQ Level

The relationship between cultural participation and volunteering at an SIMD Q level follows the overall Scottish trends with higher volunteer participation rates for adults in each SIMD Q who participate in cultural activities.

When considering SIMD Q1 and Q2 (the 40% most deprived areas in Scotland), these quintiles have:

- A lower percent of adults participating in cultural events or visiting cultural places including the cinema than the Scottish average.
- A lower percent of adults participating in cultural events or visiting cultural places excluding the cinema than the Scottish average.
- A lower percent of adults participating in cultural activities including reading than the Scottish average.
- A lower percent of adults participating in cultural activities excluding reading than the Scottish average.

For each of the cultural fields analysed SIMD Q1 and Q2 have participation rates below the Scottish average.

However for adults who participate in cultural events and activities, the participation rates are all higher than their SIMD Q average.