

HEALTHY ATTENDANCE *The Impact of Cultural Engagement and Sports participation on Health and Satisfaction with life in Scotland*

Leadbetter C & O'Connor N. Commonwealth Games Culture and Sport Analysis, Scottish Government 2013. Available online at

<http://www.scotland.gov.uk/Resource/0043/00430649.pdf>.

Introduction

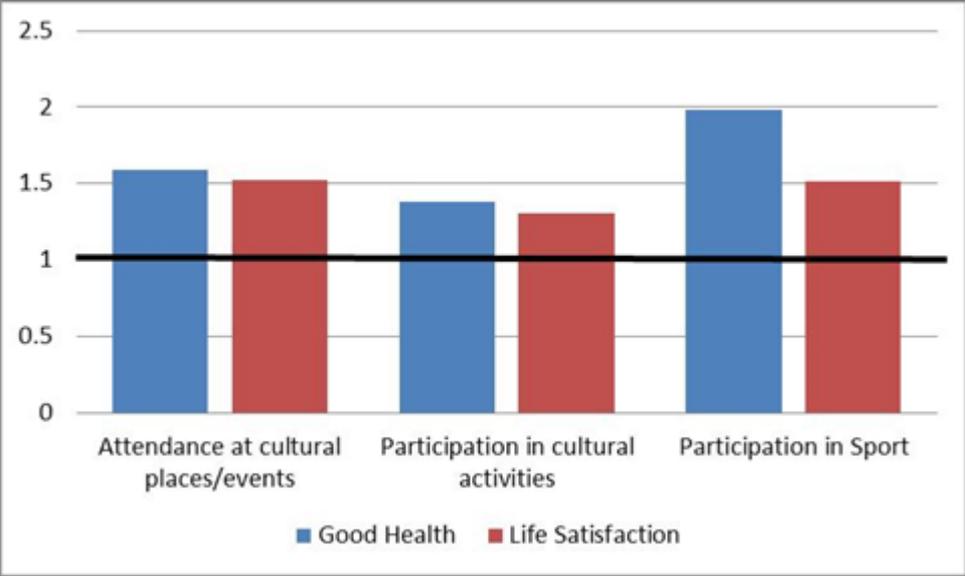
Prepared by the Scottish Government's social research department, this study explores the links between cultural attendance and participation and the health and life satisfaction of adults living in Scotland using data from the Scottish Household Survey of 2010/2011. After taking into account potentially influencing factors such as age, economic income and disability or long standing illness, the researchers found that participation in culture is significantly associated with good health and high life satisfaction. This is the first evidence of the association between culture and health on a population wide level in Scotland.

Key Findings

- There is consistent evidence that people who participate in culture and sport or attend cultural places or events are more likely to report that their health is good¹ and they are satisfied with their life than those who do not participate.
- This finding remains true even when taking into account other factors such as age, economic status; income; area deprivation, education qualification, disability/or long standing illness and smoking.
- Those who attended a cultural place or event were over 59% more likely to have reported good health compared to those who did not attend any cultural place or event in the last 12 months.
- Those who participated in cultural activities were nearly 38% more likely to have reported good health than those who did not participate in any cultural activity in the last 12 months.
- Those who participated in cultural activities were 30% more likely to have reported they were satisfied with their lives, compared to those who did not participate in any cultural activity in the last 12 months.
- Those who attended a cultural place or event were over one and a half times more likely to have reported high life satisfaction, compared to those who did not attend any cultural place or event in the last 12 months.

¹ Reference to 'good health' means those who self-reported their health as very good or good.

The graph below depicts the relationship between participation and health and life satisfaction. To explain the odds ratio graph, the line across the ratio at 1 would indicate an equal chance of the outcome (good health and high life satisfaction) regardless of whether the respondent participated in culture and sport or not. If the columns rise above this line, this is evidence of a higher likelihood that the outcome of good health and high life satisfaction is achieved in those who participate compared to those who do not participate.



Findings for individual cultural sectors

The report also looked at the impact of engagement with specific cultural sectors with the following findings;

- Those who participated in dance were 62% more likely to report good health than those who did not participate in dance.
- Those who attended a ballet or dance performance were over twice as likely to report high life satisfaction that those who did not.
- Those who read for pleasure in the previous 12 months were 33% more likely to report good health than those who did not read for pleasure.
- Those who visited a museum were 37% more likely to report high life satisfaction that those who did not visit.
- Those who visited the cinema were 44% more likely to report high life satisfaction that those who did not visit.
- Those who visited a historical or archaeological place were over 50% more likely) to report high life satisfaction that those who did not visit.

Support for Culture Counts advocacy

The research shows that attending cultural events or participating in cultural activities is linked to better health and increased life satisfaction in Scotland. The report highlights the key contribution of culture to wellbeing at a national level, underlining the wider benefits that cultural activities bring to Scottish society.

This evidence contributes to Culture Counts' beliefs that:

- Cultural is fundamental to our quality of life.
- Culture makes important contributions to improving the learning, health wellbeing and confidence and quality of life for individuals and our communities.

Other Sources

Two further studies that provide evidence of a positive association between culture and health are Museums and happiness: The value of participating in museums and the arts, Fujiwara D, Happy Museums Project, April 2013 - http://www.happymuseumproject.org/wp-content/uploads/2013/04/Museums_and_happiness_DFujiwara_April2013.pdf.

Quantifying the Social Impacts of Culture and Sport, Fujiwara D, Kudrna L, Dolan P - Department for Culture, Media and Sport, April 2014 - https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/304896/Quantifying_the_Social_Impacts_of_Culture_and_Sport.pdf.

A full range of research relevant to the Culture Counts campaign can be found on our Delicious page - <https://delicious.com/culturecounts>.