

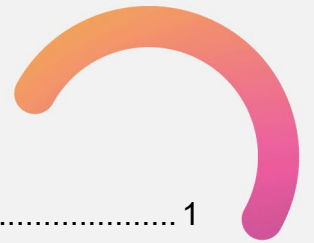


# Engaging with Gaelic Online

Survey Results

March 2023





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# 1. Introduction



We have been partnering with Bòrd na Gàidhlig since 2018 to increase Scottish Gaelic (Gaelic) use and learning amongst young people in Scotland, and to promote a positive image of the Gaelic language.


This survey is a part of this partnership working and is a continuation of two previous surveys which ran in winter 2020-21 and 2021-22. It aims to increase our understanding of how young people engage with Gaelic online, and to identify the resources and mediums they use most when looking for content and information.

We hope that the results of this survey will help us and others in the sector to improve and develop our Gaelic offer. This will help to fulfil the needs and wants of young Gaelic speakers and learners in Scotland.

This year's survey ran between 24<sup>th</sup> November 2022 and 6<sup>th</sup> February 2023 and received **929** completed responses.

## Notes

1. The survey used logic in order to direct respondents to questions appropriate to their experiences. As such, the sample sizes for questions differ from question to question. These sizes have been noted where appropriate.

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2. Percentages have been used where sample sizes were 80 or above. Where sample sizes were less than 80, numbers have been reported.
  3. The previous survey report was analysed by local authority region. Please get in touch if you are interested in learning about the results by region.
  4. When analysing open text questions, some responses were categorised as non-applicable. This category was used when responses were explicit, nonsensical or did not match the theme of the question. Notes have been made in the report where this was the case.



## 2. Key Findings



### Changes from previous surveys

This is the third time Young Scot have run a survey with a similar question set. Over the three years, there have been changes in the responses given, particularly around awareness of and interest in Gaelic as a language.

- For example the percentage of non-speakers who were **interested in learning Gaelic** has increased from **49.6%** in the first survey to **59.2%** in the second, to **67.8%**.
- The percentage of non-speakers who were **not interested in learning Gaelic** has fallen from **33.2%** 'not at all interested' and 'not very interested' in the first survey, **40.7%** selecting 'No' in the second survey, and **32.4%** in the most recent survey.
- Among learners, the percentage stating that they wanted to learn Gaelic because **it is an important part of Scottish culture and national identity** had increased from **66.0%** in the second survey to **83.9%** this year.
- The percentage of respondents stating that they **see Gaelic posts on social media** increased from **50.1%** in the first survey to **55.8%** in the second, to **65.8%** this year.


### Understanding of and fluency in Gaelic

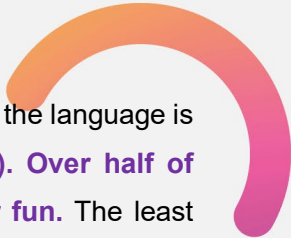
Respondents were first asked to rate their fluency of the Gaelic language. Just over 5% (**5.6%**) were **fluent speakers of Gaelic**. Almost a third (**31.8%**) of respondents stated that they were **learning Gaelic in some form**. Of those who stated that they were a learner, most were **beginners (24.0%)**. The most common singular group was **non-speakers (60.3%)**

### Non-speakers of Gaelic

1. **More than half** of the respondents who could not speak Gaelic stated that they were **interested in learning Gaelic (67.8%)**. This is an increase compared with the previous two sets of survey results.
2. Respondents who **were not interested** in learning Gaelic were asked why they had stated this. The most common theme from responses was **that learning Gaelic would have no personal benefit to the individual**, or that **there was no purpose**. Several respondents stated that they saw Gaelic as a **“dead” or “dying” language**. Respondents also said that they **did not know anybody who could also speak the language**.

The respondents who stated that they **were interested in learning Gaelic** were asked the following two questions.



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3. When asked why they were interested, the most common reason was that the language is **an important part of Scottish culture and national identity (71.2%)**. **Over half of respondents (53.6%)** were interested in learning the language **just for fun**. The least commonly selected reasons were that friends, people in their community or family members speak it.
  4. When asked what **type of online content would help** with learning Gaelic, the most common selection was **short form videos** such as TikTok and Instagram Reels **(65.7%)**. Over half of respondents **(62.5%)** selected **structured courses**.

## Gaelic Learners


1. Of those who were learning Gaelic, over **80%** of respondents wanted to learn as it is **an important part of Scottish culture and national identity (83.9%)**. **Two thirds of respondents** had wanted to learn the language as they were **interested in Scottish history and heritage (67.8%)** or **just for fun (61.2%)**. In addition, over half were interested in learning Gaelic **to help with language growth (53.9%)** or because they were **interested in Gaelic songs and music (52.1%)**
2. When asked what **online resources had helped most** with learning Gaelic, **over three quarters** selected **Duolingo (77.9%)**.
3. We asked survey respondents to suggest websites and social media channels which they used to watch or practice Gaelic. **146** respondents gave a response, including websites, TikTok accounts, YouTube channels and podcasts.
4. When asked what **type of online content would help** with learning Gaelic, the most common selection was **structured courses (64.4%)** and **short form videos** such as TikTok and Instagram Reels **(64.0%)**.

## Usage of Gaelic Online

1. Almost half of respondents **(48.7%)** stated that they **do not see or use Gaelic online**. Of those who **did see or use Gaelic online**, the most common frequency selected was **every month (32.9%)**

The respondents who did see or use Gaelic online were asked the following questions.



- 
2. When asked **how** they see and use Gaelic online, almost two thirds of respondents selected **Gaelic posts on social media (65.8%)**. Another common selection was **watching videos or TV programmes (32.9%)**.
  3. When asked **where** they see and use Gaelic online, over half selected **TikTok (53.9%)** and **Duolingo (52.6%)** and almost half **Instagram (47.0%)**.
  4. When asked what **kinds of Gaelic content** that they liked, the most selection was **short form videos** such as TikTok and Instagram Reels **(65.8%)**.

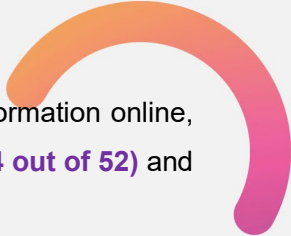
All respondents were asked the following question.

**Would you like to see more Gaelic content online and on social media?**

5. Over **80% (81.1%)** of respondents stated that **they would like to see more Gaelic content online and on social media**.
6. Of those **who would like to see more content**, over three quarters **(76.5%)** said they would like to see **short form videos** such as **TikTok and Instagram Reels**, and **60.4%** saying **posts on social media such as Instagram and Facebook**
7. In terms of **where they would like to see more content**, the most commonly selected options were **Instagram (78.0%), TikTok (73.8%), and YouTube (69.5%)**

## Fluent Speakers

1. **52** respondents stated that they were fluent speakers.
2. The large majority of respondents **(44 out of 52)** stated that they **look for information online via Google**.
3. Over half of respondents **(32 out of 52)** stated that they would **access an information resource in English** rather than Gaelic. When asked to elaborate on their choice, those that chose **Gaelic resources** mostly did so to **improve their existing skills**. Respondents who chose **English resources** stated that they are **easier to understand, use and access than Gaelic resources**.
4. When asked what type of information they would like to be able to find, or find more easily, in Gaelic, the most commonly selected options were **opportunities for young people (36 out of 52)** and **current events, news and politics (35 out of 52)**.

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5. When asked what would be their preferred medium when looking for information online, the most commonly selected options were **blogs and written articles (34 out of 52)** and **videos (29 out of 52)**.
  6. When asked what **Gaelic websites, online resources, online stores and information sources were thought of as “especially good”**, the most commonly selected option was **Am Faclair Beag ([www.faclair.scot](http://www.faclair.scot)) (45 out of 52)**.
  7. Respondents were asked to **describe what online Gaelic resources they would like to be created**. The most common suggestions were for **resources around Gaelic-related interests such as culture, history and news**. There was also interest in **dedicated Gaelic social media channels** as well as resources to help **improve the individuals’ Gaelic**.

### The Value of Gaelic

1. Over three quarters of respondents (**82.5%**) rated Gaelic **culture and heritage** as **quite or very valuable**.
2. Over three quarters of respondents (**79.1%**) rated the Gaelic **language** as **quite or very valuable**.





### 3. Survey Results

The survey received 929 completed responses.

When asked to rate their level of fluency, around a third of respondents were learners in some form (31.8%). Of those who stated that they were a learner, most were beginners. The most common singular group was non-speakers.

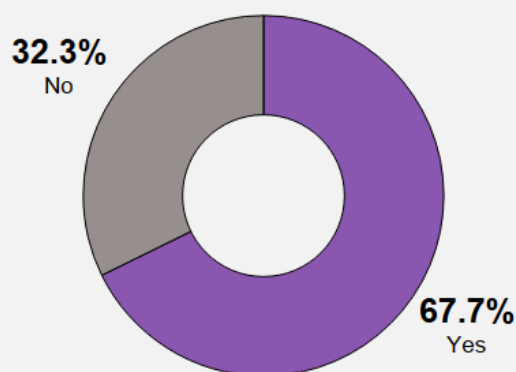
Fluency	% Response
Non-speaker	60.3%
Beginner Learner	24.0%
Intermediate Learner	6.0%
Fluent	5.6%
Advanced Learner	1.8%

#### Responses from Non-Speakers

The 560 respondents who stated that they were a Gaelic non-speaker were asked the following questions.

#### Are you interested in learning Gaelic?

Most of these respondents (380) stated that they were interested in learning Gaelic (67.8%). This is an increase compared with the previous survey results (59.2% stated that they were interested in learning Gaelic).



The **180** respondents who **were not** interested in learning Gaelic were asked the following question.

### Why aren't you interested in learning Gaelic?

**All respondents** who were asked this question provided a freely typed response. Four responses were categorised as non-applicable.

The most common theme from responses was that learning Gaelic would have no personal benefit to the individual, or that there was no purpose to learning it. Several respondents stated that they saw Gaelic as a “dead” or “dying” language. Respondents also said that they did not know anybody who could also speak the language.

Theme	Responses
Does not feel that learning Gaelic would benefit them	61
Viewed as a minority language with no real purpose to learn	51
Specifically referred to as a 'dead' or 'dying' language	34
Would prefer to learn another language	27
Views Gaelic as too difficult to learn	25
General lack of interest	18
Knows nobody who speaks Gaelic	17
The language is too geographically specific	13
Does not have the time to learn	7
General dislike of language	7
Most people who speak Gaelic also speak English	7
Not natively Scottish	3
Knows little/nothing about Gaelic	3
Feel there are no resources to learn Gaelic	2

*“It seems like a very difficult language to learn, and I don’t have any way I could learn it.”*

*“I don’t see it as being useful to me in the future. Everyone who speaks Gaelic also speaks English - so I can already communicate with them. It would be more useful to learn a language that would enable me to communicate with others.”*

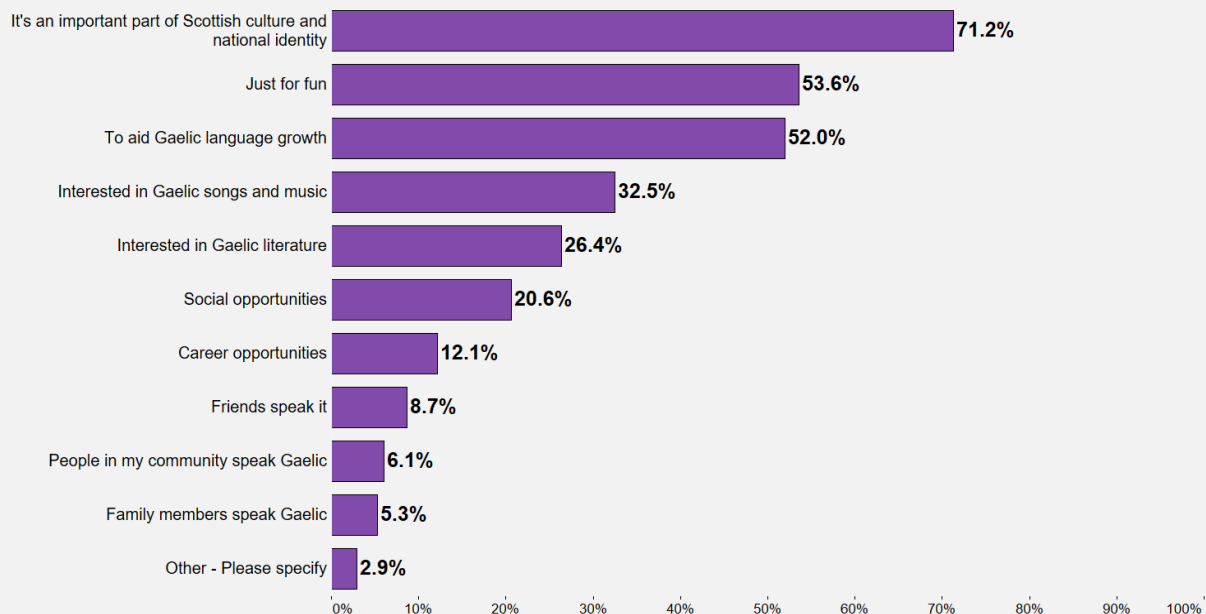
*“I don’t know anyone who speaks it.”*

*“I don’t think I would even find a use for it as it is a dying language.”*

The **379** respondents who stated interest in learning Gaelic were asked the following two questions.

### Why are you interested in learning Gaelic?

The most selected reason was *an important part of Scottish culture and national identity*. Over half of respondents are interested in learning the language *just for fun*. The least commonly selected reasons were that friends, people in their community or family members speak it.



This question was multiple choice, therefore the results will not total 100%.

**Ten respondents** selected *Other*. A summary of their responses are below.

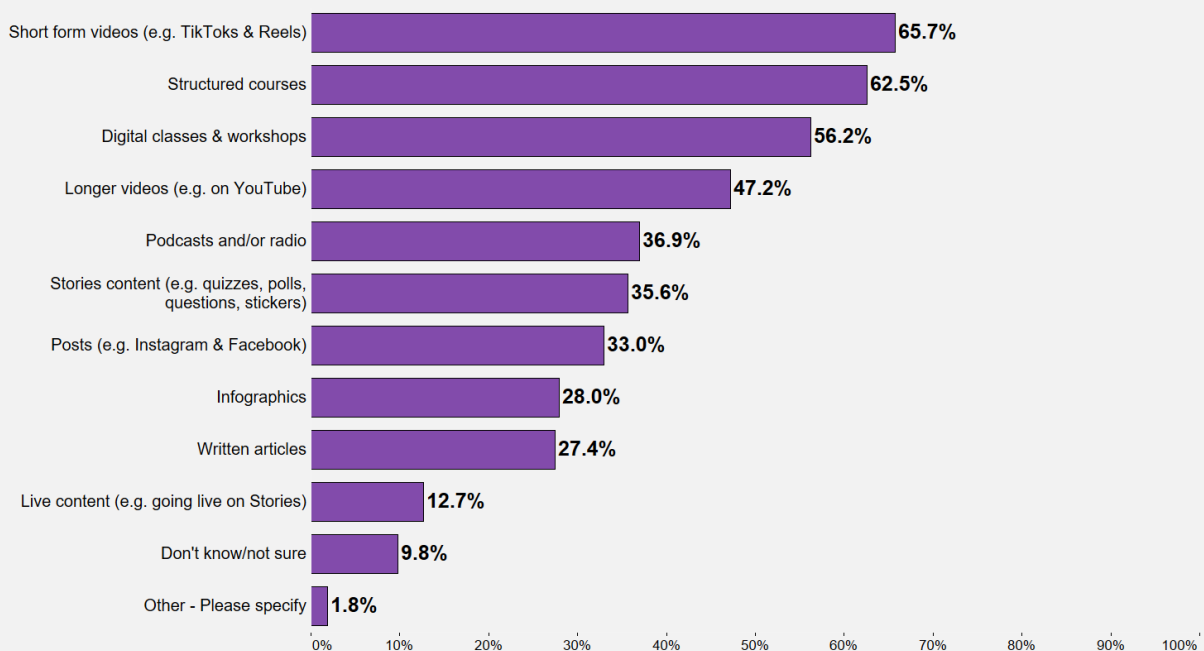




Theme	Responses
Wants to engage more with their Scottish culture and identity	4
General interest in wanting to speak Gaelic	2
Social opportunities	2
Sport (shinty)	1
Wants to help ensure the future of the language	1

### What types of online content would help you with learning Gaelic?

The most commonly selected type of online content was *short form videos* such as TikTok and Instagram Reels. Over half of respondents are interested in learning the language via *structured courses*. The least commonly selected type of content was *live content* such as going live on Instagram Stories.



This question was multiple choice, therefore the results will not total 100%.

**Five respondents** selected *Other*. A summary of their responses are below.





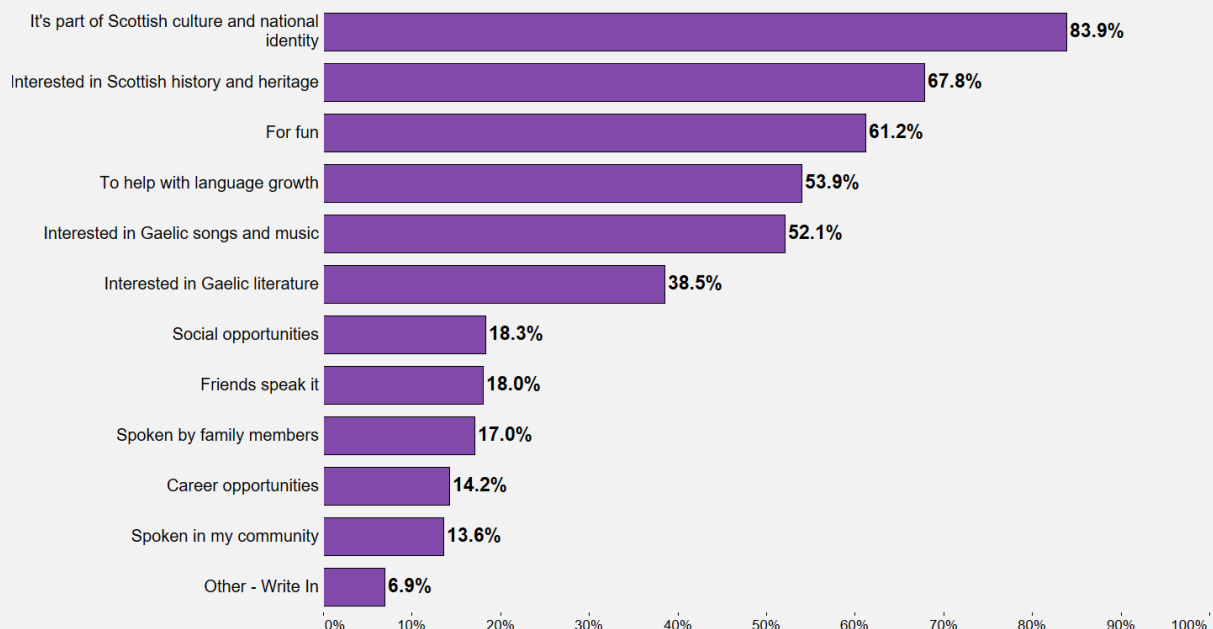
Theme	Responses
Wants to see Gaelic being taught in schools	2
An app dedicated to learning Gaelic	1
Online sessions (webinars)	1
Written texts (poems)	1

## Responses from Learners

The **317 respondents** who stated that they were a **Beginner, Intermediate or Advanced Learner of Gaelic** were asked the following questions.

### What made you want to learn Gaelic?

Over **80% (83.9%)** felt that Gaelic is a *part of Scottish culture and national identity*. Over half of respondents wanted to learn the language as they were *interested in Scottish history and heritage, interested in Gaelic songs and music or just for fun*. The least commonly selected reasons were that friends or people in their community speak it or for careers opportunities.



This question was multiple choice, therefore the results will not total 100%.

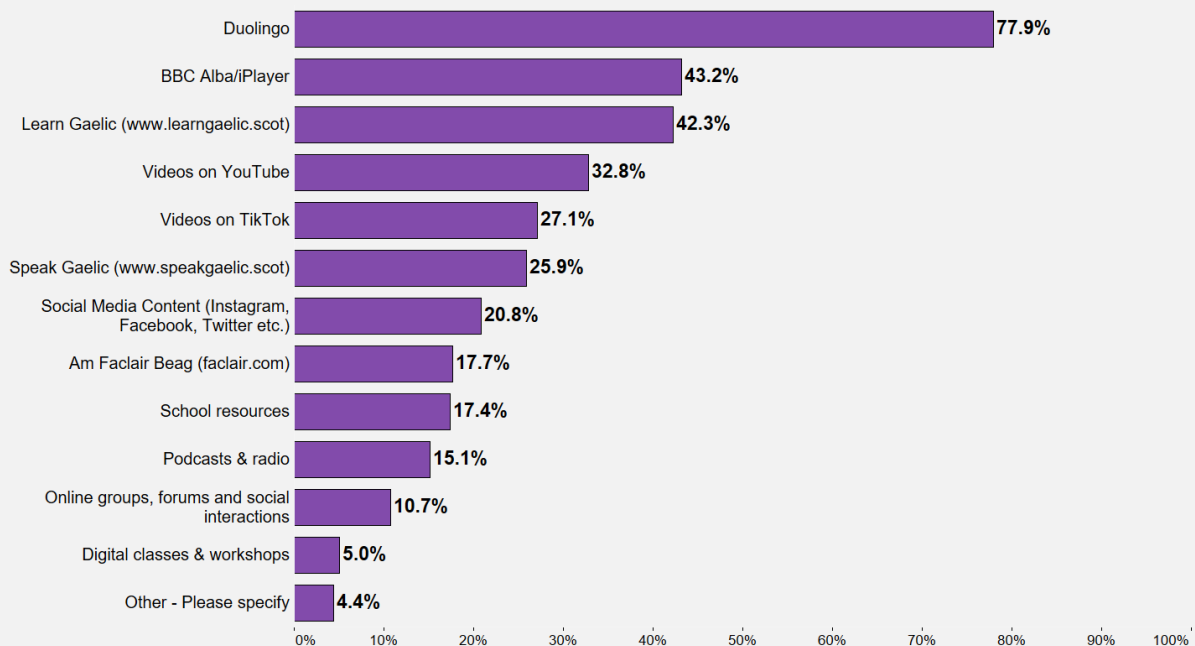
**Twenty-one respondents** selected *Other*. A summary of their responses are below.



Theme	Responses
Attended a Gaelic-speaking school	7
Wants to embrace Scottish/Highland identity and culture	4
Partner speaks Gaelic	2
Wants to help ensure the future of the language	2
Friend speaks Gaelic	1
General interest in learning the language	1
Speaks Irish Gaelic and finds them similar	1
Speaks Welsh so finds it easier	1
University studies	1
Wants to be able to read and write in Gaelic	1

### Which online resources have helped you the most with learning Gaelic?

Over two thirds selected *Duolingo*. Other useful resources included *BBC Alba / Iplayer* (43.2%) and online videos, such as *YouTube* (32.8%) and *TikTok* (27.1%) The least commonly selected was *digital classes and workshops*.



This question was multiple choice, therefore the results will not total 100%.



**Fourteen respondents** selected *Other*. A summary of their responses are below.

Theme	Responses
Books and articles	4
Family and friends	4
Apps (Duolingo and IndyLan)	3
Online educational courses	3

**Are there any websites, social media channels or influencers you use/watch to practice Gaelic that you would recommend to others?**

**146 respondents** provided a freely typed response. Forty-one responses were categorised as non-applicable. Recommendations included websites, TikTok accounts, YouTube channels and Podcasts.

Theme	Responses
Websites	29
TikTok accounts	28
YouTube channels	20
BBC resources	16
Duolingo	15
Instagram accounts	13
Music	5
Podcasts	4
TV shows	3
Discord servers	2



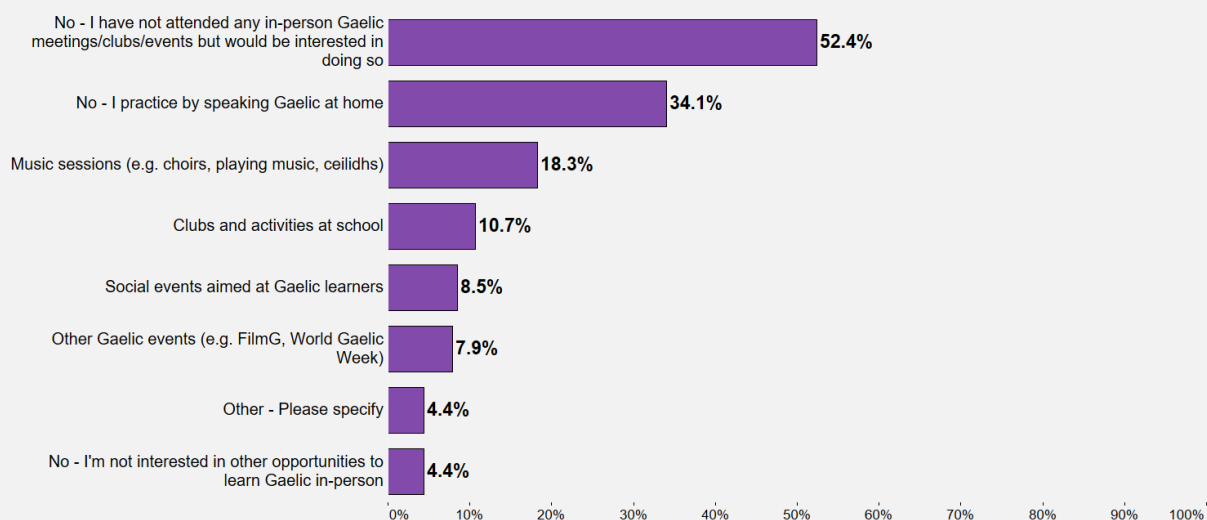
Reddit	2
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Popular resources mentioned include:

- YouTube channel – “Gaelic with Jason”
- “Speak Gaelic” website and social media accounts
- TikTok and Instagram users such as: “choirstaidhiona.jpeg”, “caldamac” and “honeyandtote”
- BBC Alba
- Am Faclair Beag – Scottish Gaelic dictionary

### Are there any in-person meetings/clubs/events that you attend/have attended in the past that you would recommend to other Gaelic learners or speakers?

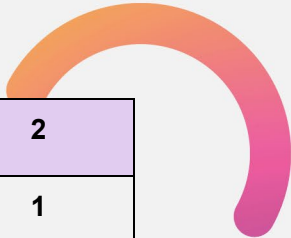
There was a low number of suggestions made here. Some respondents suggested *Music Sessions (18.3%)* and *Clubs and activities at school*.



**Fourteen respondents** selected *Other*. A summary of their responses are below.

Theme	Responses
Local classes	3
College/University	2
School clubs and sessions	2
University societies	2





Wishes they had access to in-person events/opportunities	2
Highland Games	1
Scottish traditional music nights	1
Speaks Gaelic with a friend	1

We would love to hear about what in-person meeting/clubs/events you attend/have attended in the past. If you would like to, please use the text box below to tell us.

Fifty respondents provided a freely typed response. Three responses were categorised as non-applicable. Responses included attending **Choirs and other music sessions / events, local community events and groups, and Ceilidhs.**

Theme	Responses
Choirs and other music sessions/events	9
Local community events and groups	9
Ceilidhs	8
University classes and events dedicated to Gaelic	7
FilmG	6
Royal National Mòd	6
School clubs and sessions	5
Would like to see more in-person events they could access	4
Other Gaelic-themed festivals	3
University societies	3
Archery	2
Gaelic study groups	2
Gaelic-themed nights out	2





*“At my local village there is a community centre where learning Gaelic songs and writing Gaelic poems was on offer”*

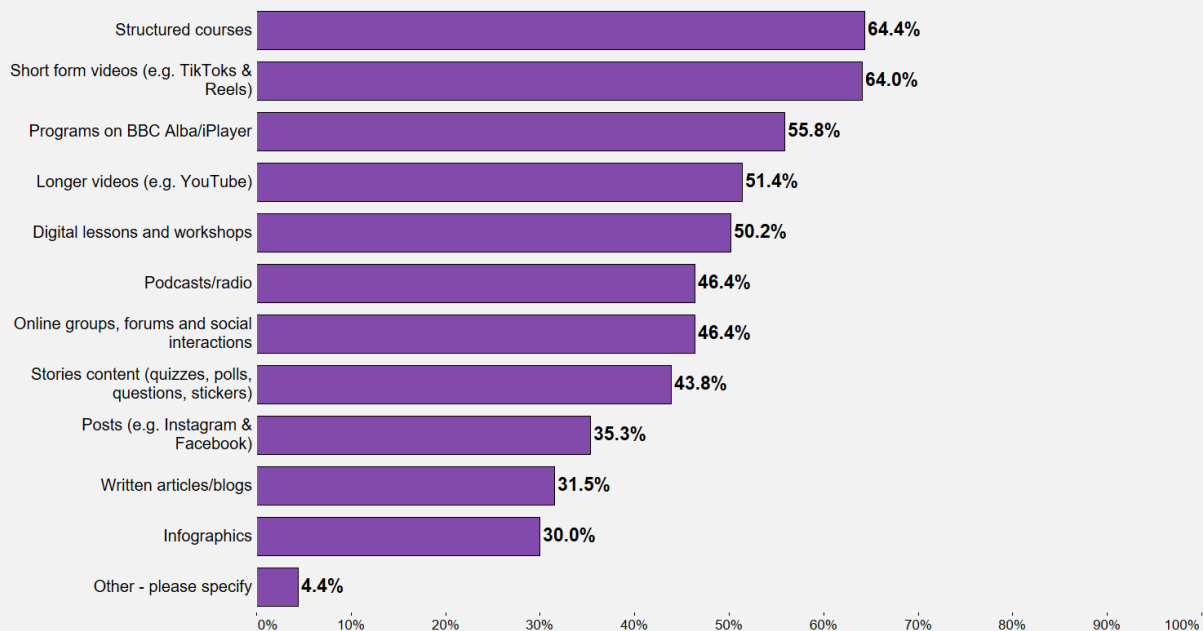
*“At university, we are encouraged to form Gaelic study groups comprised of both native speakers and learners. My group meets several times a week and has greatly helped my conversation skills”*

*“I go to Scottish traditional music sessions, which often have a few Gaelic speakers at. I also go to festivals (such as the gathering) which attract a strong Gaelic community”*

*“Ghabh mi pàirt ann FilmG aig sgoil. Bha e gu math spòrsail, cuidich mi leis an filmeadh agus an deasachadh.” [I took part in FilmG in school. It was very fun, and I helped with filming and editing]*

### What types of content do you think would help you with learning Gaelic?

The most commonly selected type of content was structured courses (64.4%) and *short form videos* such as TikTok and Instagram Reels (64.0%). The least commonly selected type of content was *written articles/blogs*.



This question was multiple choice, therefore the results will not total 100%.



Thirteen respondents selected *Other*. A summary of their responses are below.

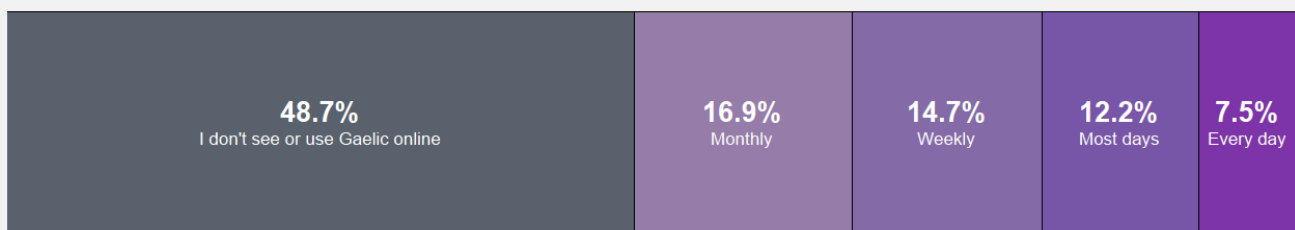
Theme	Responses
Options to learn at school	4
Beginner-level written materials and videos that are more accessible	3
Local clubs and sessions to practice in-person	3
Apps (Duolingo and Memrise)	1
Gaelic children's TV shows	1
Instagram Reels	1

## Usage of Gaelic online

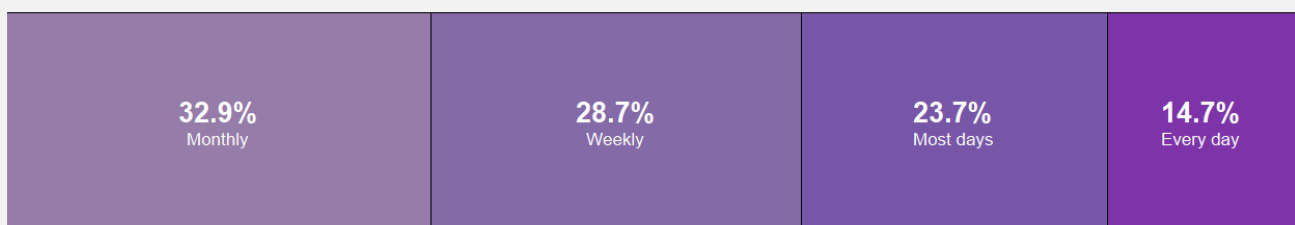
All respondents were asked the following question.

### How often do you see and/or use Gaelic online?

Almost half (48.7%) stated that they do not see or use Gaelic online.



Of the 477 respondents who did see or use Gaelic online, the most common frequency selected was *every month*.



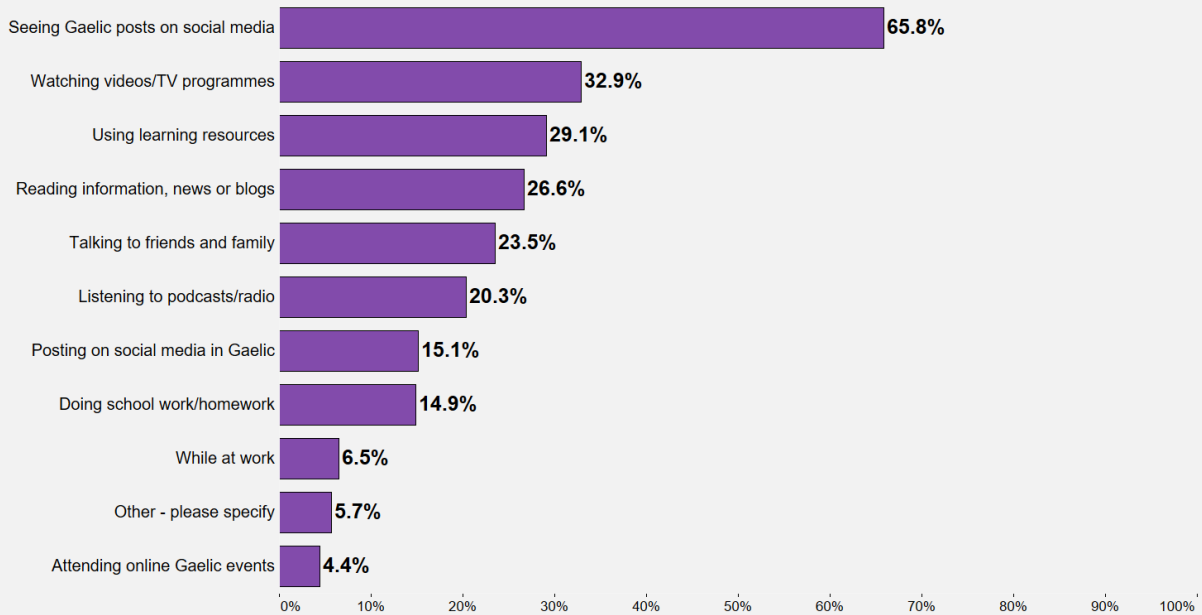
The 477 respondents who did see or use Gaelic online were asked the following questions.





## How do you see and/or use Gaelic online?

Almost two-thirds of respondents (65.8%) see Gaelic posts on social media. Another common selection was watching videos or TV programmes (32.9%) or Using learning resources (29.1). The least commonly selected options were attending online Gaelic events and while at work.



This question was multiple choice, therefore the results will not total 100%.

Twenty-four respondents selected *Other*. A summary of their responses are below.

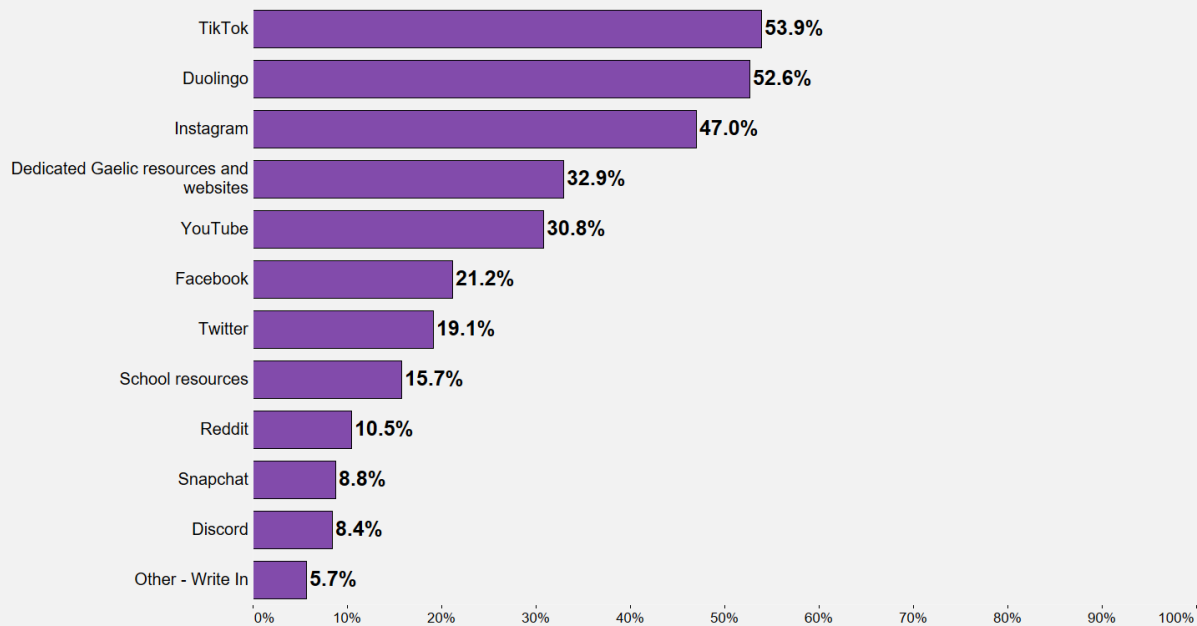
Theme	Responses
Listening to Gaelic music	5
Signs and advertisements	5
Government websites	3
Social media	3
Emergency vehicles	2
Never sees and/or uses Gaelic	2
School resources	2
Duolingo	1



Online articles and books	1
Practices Gaelic alone	1

### Where do you see and/or use Gaelic online?

Over half of respondents selected TikTok (53.9%) and Duolingo (52.6%), with almost half of respondents (47%) selecting Instagram. The least common selection was *Discord*.



This question was multiple choice, therefore the results will not total 100%.

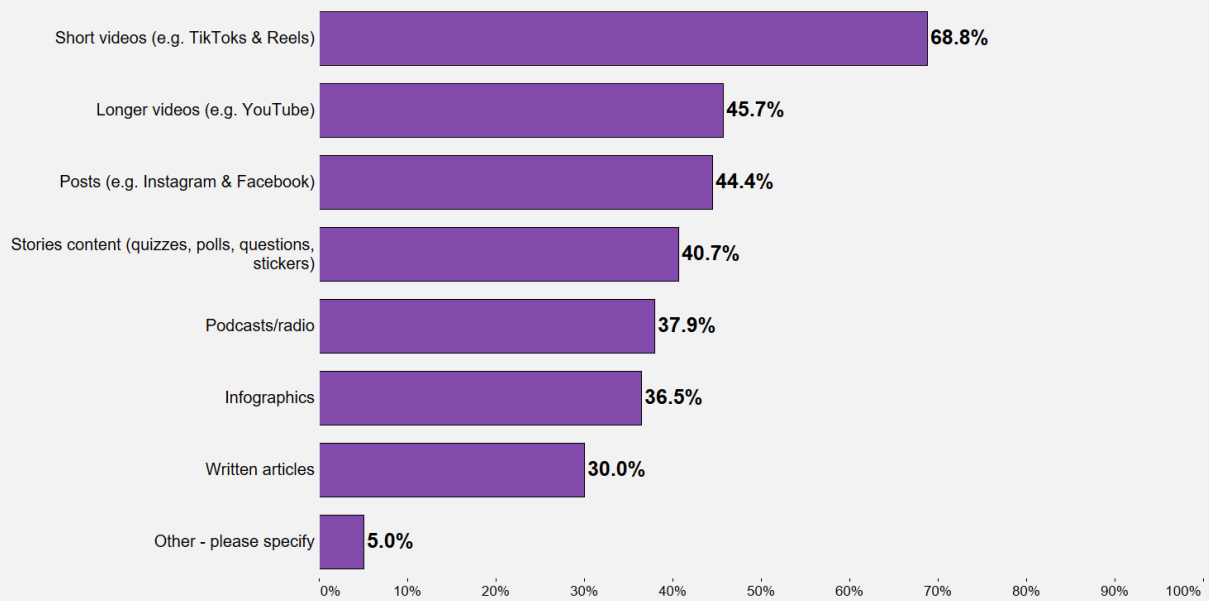
**Nineteen respondents** selected *Other*. A summary of their responses are below.

Theme	Responses
BBC websites and resources	6
Government websites	3
Spotify	3
Messaging apps	2
Tumblr	2
Mastodon	1

Never sees and/or uses Gaelic	1
TV shows	1

### What kinds of Gaelic content do you like?

The most commonly selected type of content was *short form videos* such as TikTok and Instagram Reels at **68.8%** and longer videos such a YouTube at **45.7%**. The least commonly selected type of content was *written articles* at 30%



This question was multiple choice, therefore the results will not total 100%.

**Nineteen respondents** selected *Other*. Nine responses were considered as non-applicable responses. A summary of the remaining ten responses are below.

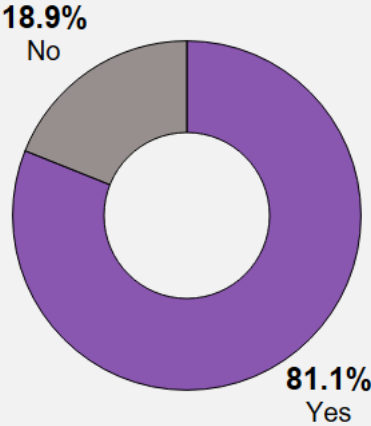
Theme	Responses
Gaelic music	3
Gaelic TV programmes	2
Videos that aim to improve Gaelic vocabulary	2
Chats on social media	1
Generally enjoys seeing content that promotes the Gaelic language	1

Structured courses	1
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All respondents were asked the following question.

**Would you like to see more Gaelic content online and on social media?**

Over 80% (81.1%) selected Yes to this question.

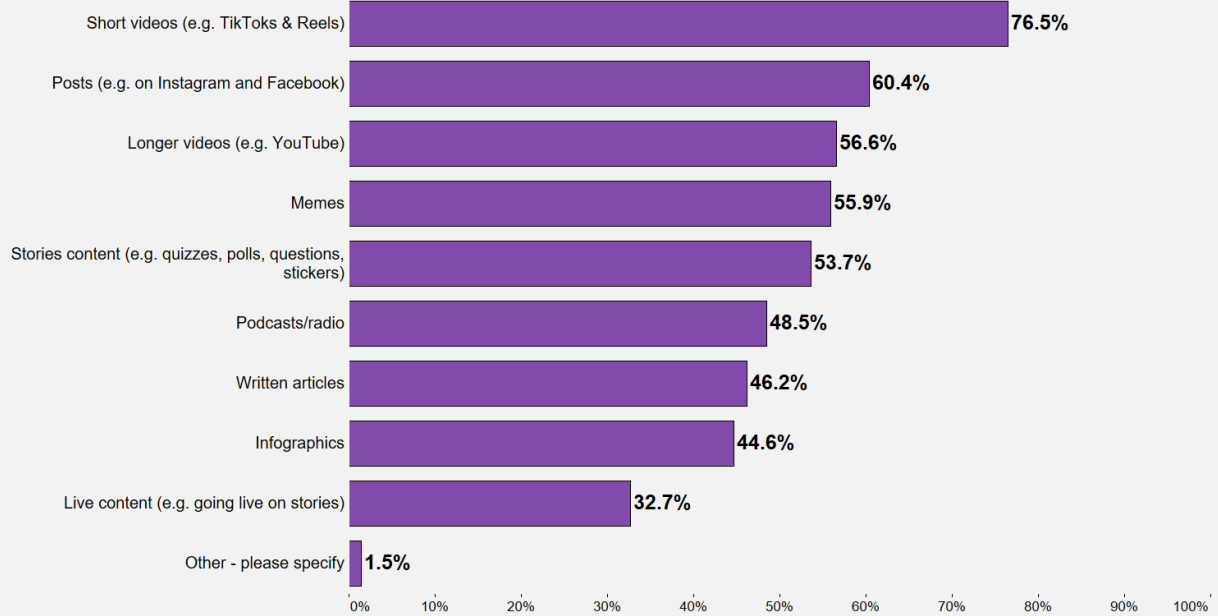


The 753 respondents that wanted to see more Gaelic content online and on social media were asked the following questions.

**What kinds of Gaelic content would you like to see more of?**

The most selected type of content was *short form videos* such as TikTok and Instagram Reels (76.5%). The least commonly selected type of content was *live content*.





This question was multiple choice, therefore the results will not total 100%.

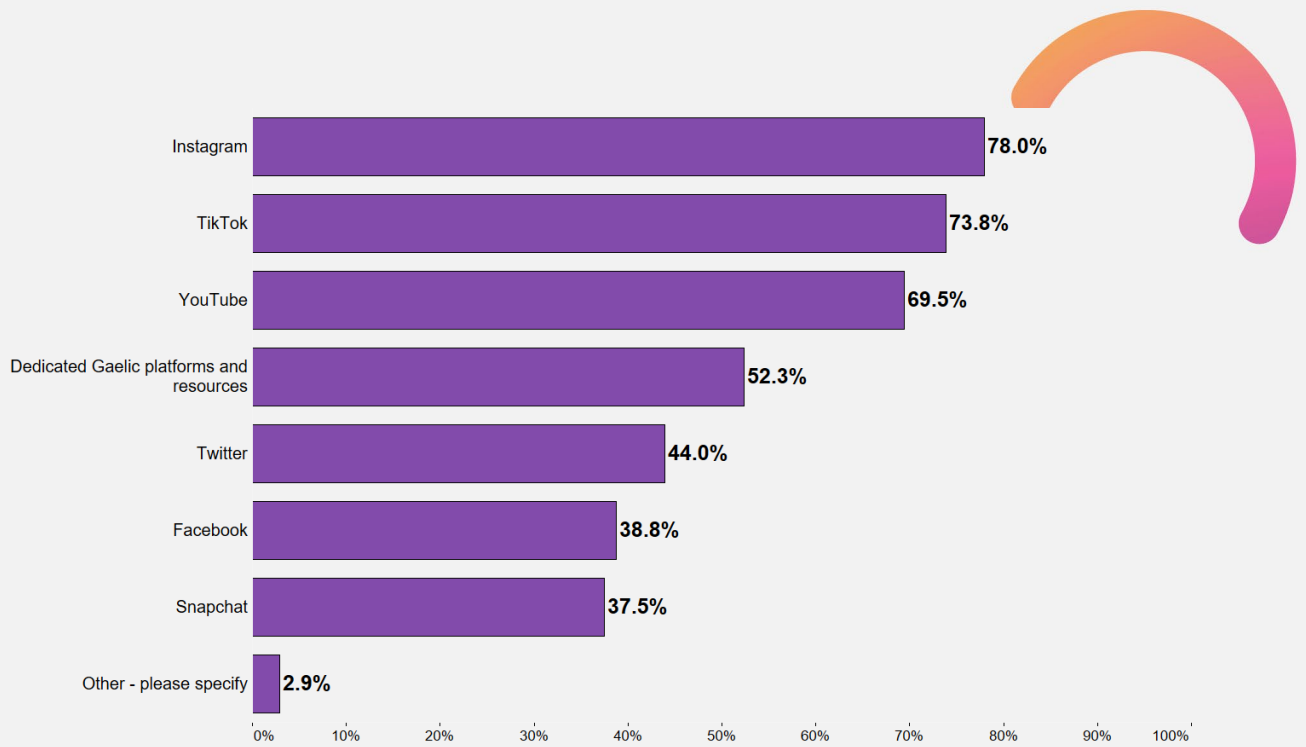
**Seven respondents** selected *Other*. A summary of their responses are below.

Theme	Responses
Generally wants more Gaelic content	2
Materials that showcase conversations in Gaelic	1
More content for advanced speakers	1
More content for beginners	1
Wants to see Gaelic taught in schools	1

### Where would you like to see more Gaelic content?

The most commonly selected options were *Instagram* and *TikTok*. The least commonly selected type of content was *Snapchat*





This question was multiple choice, therefore the results will not total 100%.

**Fifteen respondents** selected *Other*. One response was considered a non-applicable answer. A summary of their responses are below.

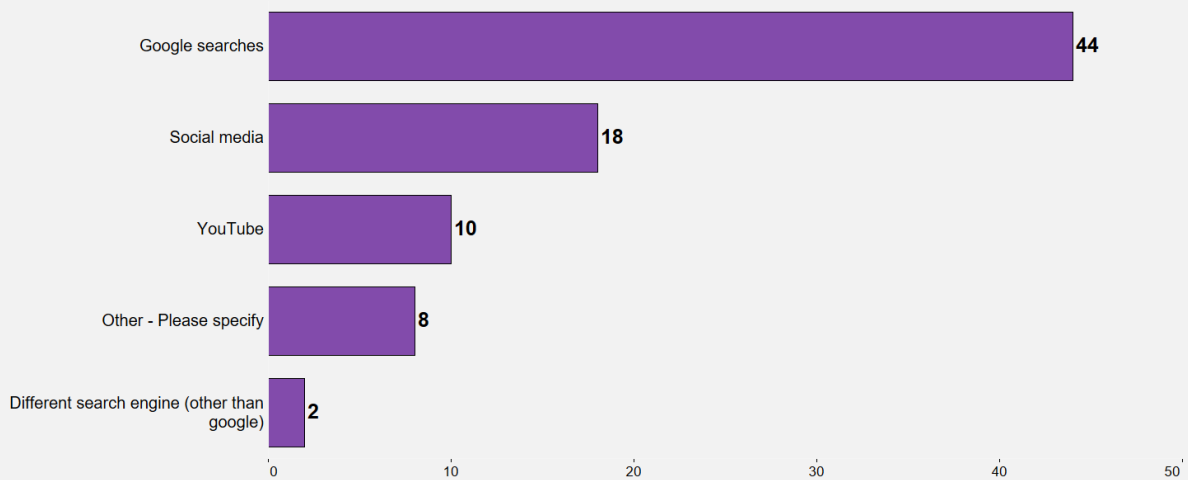
Theme	Responses
Tumblr	4
Reddit	3
Mainstream Scottish media channels	2
School	2
Discord	1
Generally wants to see more Gaelic content	1
Mastodon	1
Spotify	1
TV and streaming services	1

## Responses from Fluent Speakers

The **Fifty-two respondents** who stated that they were a **Fluent speaker of Gaelic** were asked the following questions. All graphs in this section are reported in whole numbers rather than percentages as the sample size is less than Eighty respondents.

### Where do you look for information online?

A large majority (**44 of 52**) of respondents selected *Google*. The least commonly selected option was a different search engine.



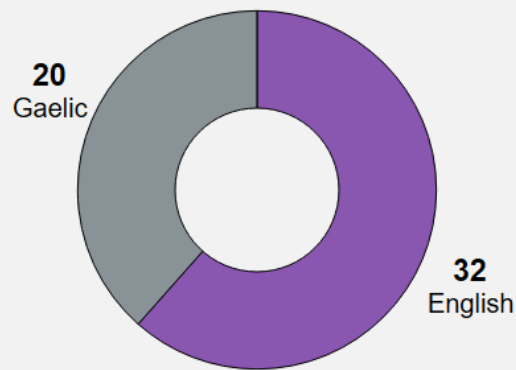
This question was multiple choice, therefore the results will not total 52.

**Eight respondents** selected *Other*. Their responses are below.

Theme	Responses
BBC resources	4
Am Faclair Beag	2
Discord	1
Never looks for information online	1

### If you were looking for information and knew it was available in Gaelic and English, which resource would you use?

Over half of respondents (**32**) selected *English* compared with **20** respondents who selected *Gaelic*. Respondents were asked to elaborate on their choice.



### Why would you use the Gaelic resource?

The **twenty respondents who said they would use the Gaelic resource** provided a freely typed response. One response was categorised as non-applicable.

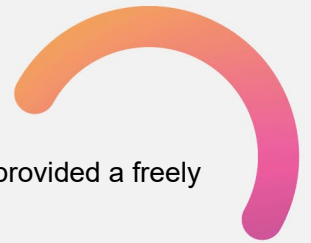
The most common theme from responses was to improve the individuals' existing Gaelic skills. Others mentioned that it was a positive thing to make use of available Gaelic resources.

Theme	Responses
To improve Gaelic skills and use the language more often	9
Native Gaelic speaker	5
Generally prefers Gaelic resources	3
It is more fun	2

*“Is toil leam a bhith a' cleachdadh Gàidhlig anns mo bheatha làitheil. Tha mi a' smaointinn gu bheil e rud math a bhith a' cumail na Gàidhlig beò.” [I like to use Gaelic in my everyday life. I think it is a good way to keep Gaelic alive]*

*“It is easier for me to read and understand because Gàidhlig is my first language”*

*“Because it's good for my language skills to engage with various sources through the language”*



## Why would you use the English resource?

The **thirty-two respondents who said they would use the English resource** provided a freely typed response. One response was categorised as non-applicable.

The most common themes were that English resources were easier to understand, use and access than Gaelic resources.

Theme	Responses
Easier to understand	13
Easier to access	10
Feels more comfortable accessing resources in English	4
Critical of Gaelic resource quality	3

*“I would use the English resource and then switch to Gaelic to make sure I fully understand”*

*“English is my first language. Although I speak fluent Gaelic having gone through the Gaelic medium in primary school, I am more comfortable speaking in English”*

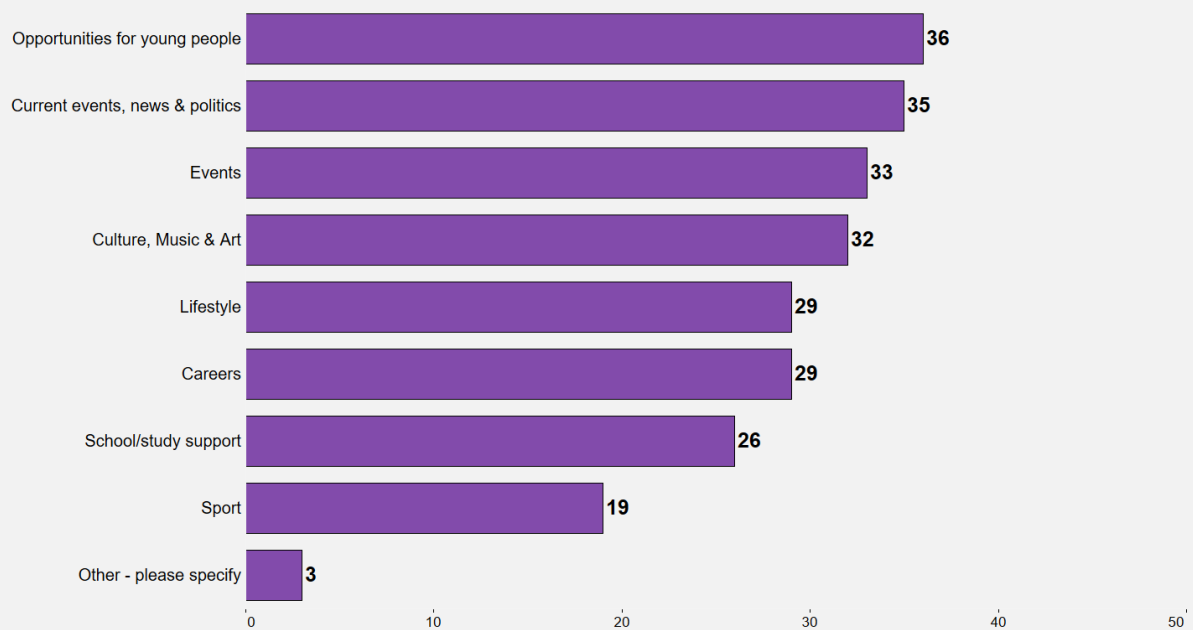
*“English yields a higher number of results going into greater detail.”*

*“Most Gaelic resources aren’t specific/accurate”*

## What information would you like to be able to find, or find more easily, in Gaelic?

The most commonly selected options were *opportunities for young people* and *current events, news and politics*. The least commonly selected options were *sport* and *school / study support*.





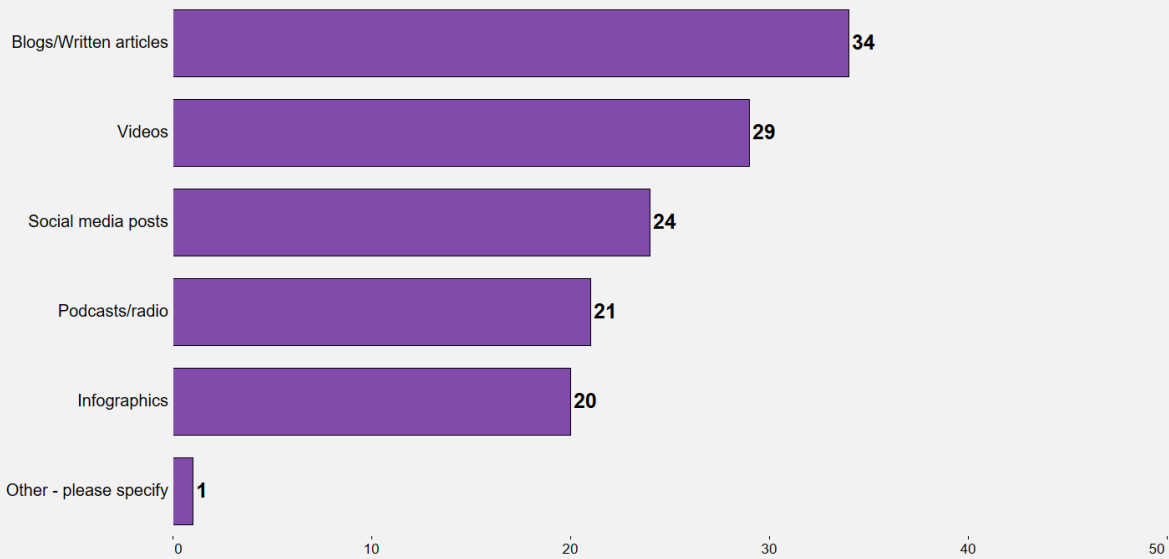
This question was multiple choice, therefore the results will not total 52.

**Three respondents** selected *Other*. Their responses are below.

Theme	Responses
Believes there is already enough resources	1
Gaelic cultural resources (music and history)	1
Gaelic games	1

### Which mediums do you prefer using when looking for information online?

The most commonly selected options were *blogs / written articles* and *videos*. The least commonly selected option was *infographics*.



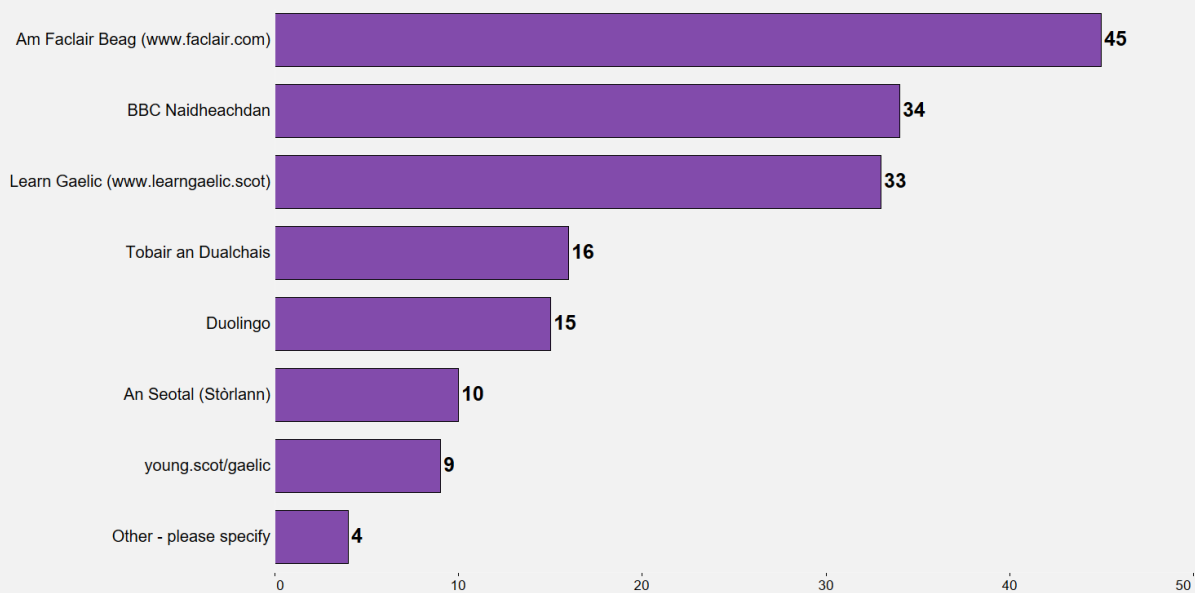
This question was multiple choice, therefore the results will not total 52.

**One respondent** selected *Other*. They referred to “radio and accessible video formats”

Results to this question were similar to those in the last survey in terms of preference, although videos had been much more commonly selected in the last survey.

### What Gaelic websites, online resources, online stores, information sources, etc, do you think are especially good?

The majority of respondents (**45 of 52**) selected *Am Faclair Beag*. The least commonly selected option was the *Young Scot campaign*.



This question was multiple choice, therefore the results will not total 52.

**Four respondents** selected *Other*. One respondent left this blank. The other three responses are below.

Theme	Responses
BBC Alba	1
Digital Archive of Scottish Gaelic	1
Marcas Mac an Tuairneir	1

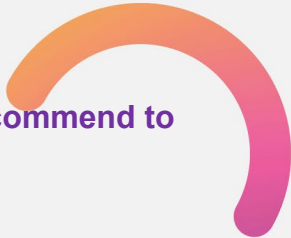
### Are there any Gaelic websites, social media channels or influencers that you would recommend to others?

**Twenty-eight respondents** provided a freely typed response. Four responses were categorised as non-applicable. Suggestions given included websites, TikTok accounts, and BBC Resources.

Theme	Responses
Websites	10
TikTok accounts	7
BBC resources	5
Instagram accounts	3
Recommends Young Scot Gaelic resources	2
FilmG	1
Radio shows	1
YouTube channels	1

Popular resources mentioned include:

- Am Faclair Baeg – Scottish Gaelic Dictionary
- Learn Gaelic website and social channels
- Instagram and TikTok accounts: “oiseanlauren”, “chiorstaidhiona.jpeg”, and “s0mhairle”



## Are there any Gaelic networks or online spaces that you would recommend to others?

**Twenty-five respondents** provided a freely typed response. Nine responses were categorised as non-applicable.


Theme	Responses
Social media resources are good for beginners	5
BBC resources	4
Websites	4
Bòrd na Gàidhlig events	2
Duolingo	1
Gaelic festivals (Fèisean nan Gàidheal FNG)	1
Regional Gaelic history resources	1
Young Scot Gaelic resources	1

## If you could ask for an online Gaelic resource to be created, what would you ask for/what would it look like?

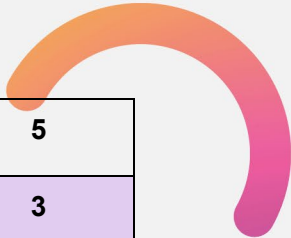
**Thirty-two respondents** provided a freely typed response. three responses were categorised as non-applicable.

The most common suggestions were for resources around Gaelic-related interests such as culture, history and news. There was also interest in dedicated Gaelic social media channels as well as resources to help improve the individuals' Gaelic.

Theme	Responses
Better translation resources	5
Gaelic entertainment resources (videos, films, games etc)	5
More support for Gaelic resources on social media platforms	5







Online spaces for Gaelic speakers to connect with each other	5
Youth-friendly resources	3
Better resources for advanced learners/speakers	2
Extensive Gaelic language courses	2
Informal Gaelic resources (lifestyle blogs, everyday use etc)	2
Information about Gaelic events happening	2
Gaelic sports	1

*“A space for people to connect with others who speak Gaelic and any opportunities surrounding or about Gaelic that people might be interested in provided.”*

*“I would like to see better, informed support on TikTok and Instagram around enriching vocabulary, and the fundamentals of grammar.”*

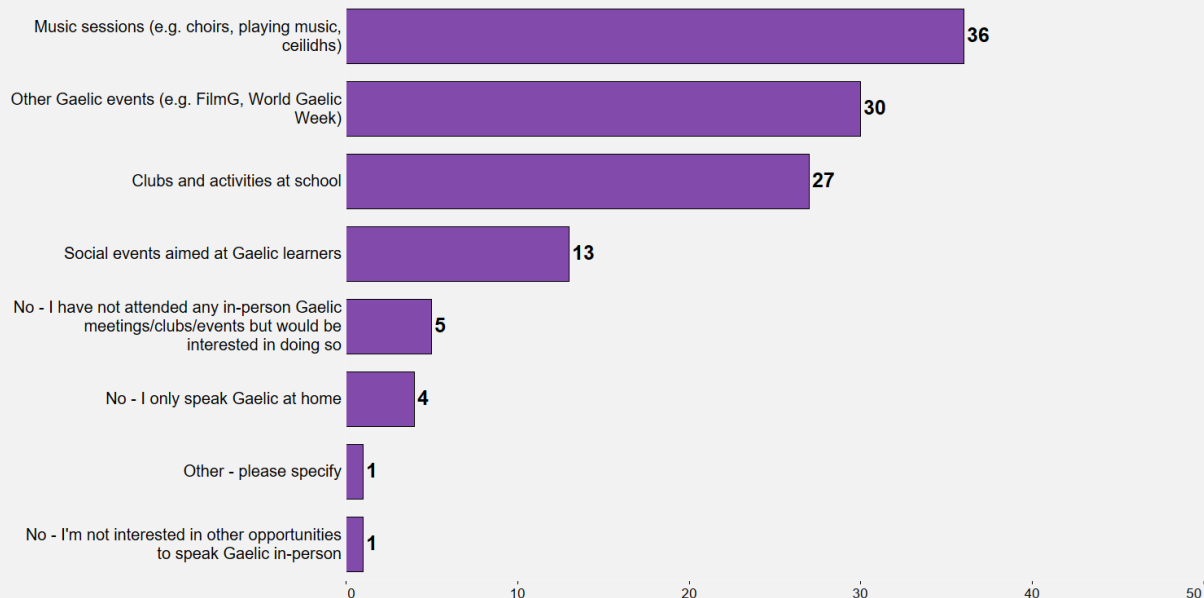
*“Something similar to regular English resources. Youth friendly and relatable as I think a lot of young people think Gaelic version = boring, which doesn't have to be the case!”*

*“Maybe a website where you can find more obscure Gaelic words maybe people are forgetting to improve your vocabulary, a bit like a dictionary but where it tells you how to say it and an example of it being used or something like that.”*

**Are there any in-person meetings/clubs/events that you attend/have attended in the past that you would recommend to other Gaelic learners or speakers?**

Responses here highlighted music sessions such as Gaelic choirs and ceilidhs; other organised Gaelic events such as FilmG and World Gaelic Week, and clubs and activities at school.





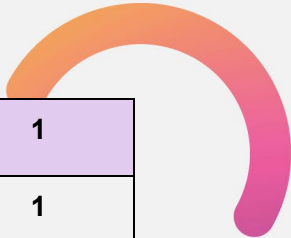
This question was multiple choice, therefore the results will not total 52

**One respondent** selected *Other*. They referred to “immersion programmes”.

**We would love to hear about what in-person meeting/clubs/events you attend/have attended in the past. If you would like to, please use the text box below to tell us.**

**Twenty-seven respondents** provided a freely typed response. One response was categorised as non-applicable.

Theme	Responses
FilmG	10
Gaelic choirs and music events	7
School clubs and events	7
Royal National Mòd	6
Gaelic camps	3
Gaelic sports	3
Gaelic-themed nights out	3
Local community groups	2



Ceilidhs	1
Online language courses	1
University societies	1

*“Bidh sinn a' gabhail pàirt ann am FilmG gu tric!” [We often take part in FilmG!]*

*“National Mòd - fìor dheagh chothrom airson a' cruinneachadh ri daoine aig a bheil Gàidhlig”  
[National Mòd – Good opportunity to meet with people who speak Gaelic]*

*“I am a part of our school's shinty team in which Gaelic is a focal point and we are encouraged to use it as much as we can.”*

*“I love singing in the Gaelic choir, it's a way to use our native language with friends in a creative way. A celebration of culture within music.”*

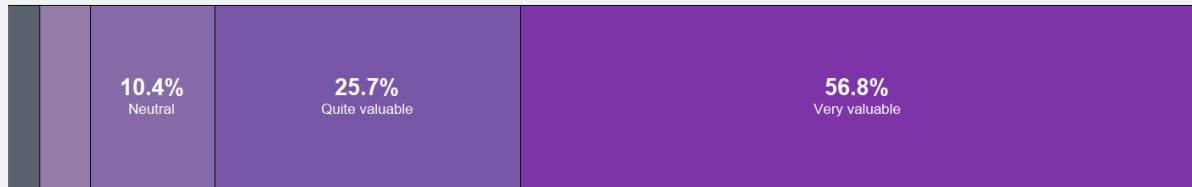


## The Value of Gaelic

All respondents were asked the following questions.

### How valuable do you think Gaelic culture and heritage is?

Over three quarters (**82.5%**) rated Gaelic culture and heritage as *quite* or *very valuable*.



Not very valuable - 4.3%  
Not at all valuable - 2.7%

### How valuable do you think the Gaelic language is?

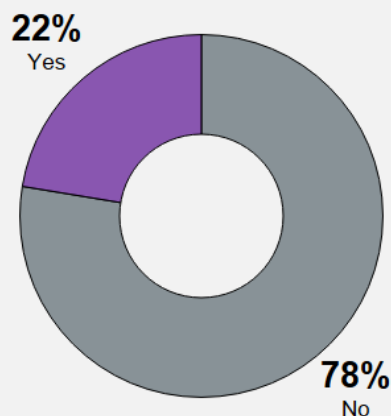
Over two thirds (**79.1%**) rated the Gaelic language as *quite* or *very valuable*.



Not very valuable - 4.7%  
Not at all valuable - 3.8%

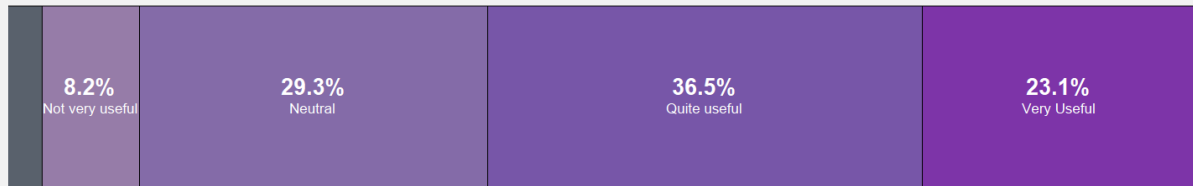
### Did you know that Young Scot produces Gaelic content and information, which we post on the #YSGaelic webpage and on social media?

22% of respondents were aware of Young Scot's Gaelic content and information.



## How useful do you think Young Scot's Gaelic content and information is?

Over half of respondents (59.6%) rated Young Scot's Gaelic content and information as quite useful or very useful.



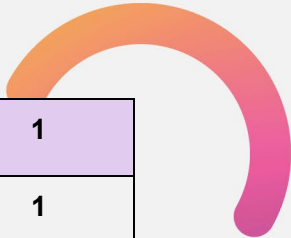
Not at all useful - 2.9%

## Is there anything else you would like to tell us about our Gaelic content and information?

**Sixty-three respondents** provided a freely typed response. Twenty-seven responses were categorised as non-applicable.

Respondents mostly provided positive feedback about the content that is being produced. There was some negative feedback including some respondents not understanding the need for Gaelic content.

Theme	Responses
General positive comment regarding content being produced	8
Does not see the need or relevance for Gaelic content	6
Content is very informative	5
Helps promote Scottish culture	4
Content is not promoted as well as it could be	3
Content is very useful for learners	3
Likes seeing content when it feels like Gaelic it is dying out	3
Would like to see more Gaelic content being produced	3
Content is accessible and easy to follow	2
Makes them proud of their Scottish culture and heritage	2



Content feels unstructured	1
Enjoys seeing Gaelic being used in day-to-day life	1
Would like to see more Gaelic content that is fun	1
Would like Young Scot to collaborate with Gaelic content creators	1
Would like Young Scot to provide more opportunities to learn Gaelic	1

*“I enjoy watching the content produced - it is very informative and allows me to be proud of a language engrained in Scottish history.”*

*“It’s sad that as a country we have slipped away from a part of our history and culture that should be kept alive. It’s a shame we aren’t taught even the basics in school.”*

*“I enjoy the Gaelic TikToks – they’re short and easy to learn quick bits of information. The Gaelic recipes were a good idea, I listened a lot of times when I made the rhubarb crumble”.*

*“It’s good to include young people across the country and their Gaelic content. Sharing more young creators across the Gaelic sphere.”*



## 4. Respondent Demographics

### How old are you?

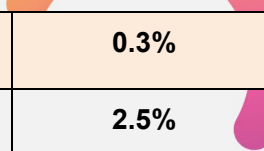
Over half of the respondents (62%) were 18 or under. The most commonly selected ages were 15 and 16.

Age	% Response	Age	% Response
11	0.4%	19	7.3%
12	3.4%	20	7.0%
13	7.0%	21	6.8%
14	6.9%	22	4.6%
15	11.2%	23	3.9%
16	14.5%	24	3.6%
17	10.9%	25	4.8%
18	7.6%		

### Which Local Authority do you live in?

There were responses from individuals who lived in all 32 Local Authorities. Most responses came from individuals who lived in Edinburgh and Glasgow.

Local Authority	% Respondents	Local Authority	% Respondents
Aberdeen	3.4%	Highland	5.0%
Aberdeenshire	3.8%	Inverclyde	1.1%
Angus	1.7%	Midlothian	3.2%
Argyll & Bute	2.4%	Moray	1.5%
Clackmannanshire	1.0%	North Ayrshire	1.5%
Comhairle nan Eilean Siar	1.6%	North Lanarkshire	5.9%



Dumfries & Galloway	<b>2.2%</b>	Orkney Islands	<b>0.3%</b>
Dundee	<b>3.4%</b>	Perth & Kinross	<b>2.5%</b>
East Ayrshire	<b>1.5%</b>	Renfrewshire	<b>2.9%</b>
East Dunbartonshire	<b>3.3%</b>	Scottish Borders	<b>2.2%</b>
East Lothian	<b>2.2%</b>	Shetland Islands	<b>0.1%</b>
East Renfrewshire	<b>2.6%</b>	South Ayrshire	<b>1.8%</b>
Edinburgh	<b>11.6%</b>	South Lanarkshire	<b>4.0%</b>
Falkirk	<b>2.9%</b>	Stirling	<b>2.2%</b>
Fife	<b>6.2%</b>	West Dunbartonshire	<b>0.8%</b>
Glasgow	<b>12.5%</b>	West Lothian	<b>2.8%</b>

## Gender Identity

Over half (52.6%) of respondents were female. 33.6% were male and Text

Gender Identity	% Response
Female	<b>52.6%</b>
Male	<b>33.6%</b>
Non-binary	<b>8.8%</b>
I'd prefer not to say	<b>2.7%</b>
In another way	<b>2.3%</b>





## What is your ethnicity?

Over three quarters (**78.9%**) of respondents were White / White Scottish/ White British.

Ethnicity	%Response
White/White Scottish/White British	<b>78.9%</b>
Asian/Asian Scottish/Asian British	<b>3.8%</b>
Mixed or Multiple Ethnic Groups	<b>2.4%</b>
White Other	<b>2.4%</b>
Irish	<b>2.3%</b>
I prefer not to say	<b>1.9%</b>
Polish	<b>1.7%</b>
African/African Scottish/African British	<b>1.6%</b>
Other	<b>1.2%</b>
Chinese/Chinese Scottish/Chinese British	<b>1.1%</b>
Arab/Arab Scottish/Arab British	<b>1.0%</b>
Black/Black Scottish/Black British	<b>1.0%</b>
Gypsy/Traveller	<b>0.6%</b>
Caribbean/Caribbean Scottish/Caribbean British	<b>0.2%</b>



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