Engaging with Gaelic Online

Survey Results

#YSObservatory

Welcome to Scotland
Fàilte gu Alba

Contents

1. Introduction and Key Findings

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. It aims to increase our understanding of how young people engage with Gaelic online, and 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.

The survey ran between 30th November 2020 and 28th February 2021 and received **716** 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.
2. Percentages have been used where sample sizes were 80 or above. Where sample sizes were less than 80, numbers have been reported.

3. Some comparative analysis has been done on local authority region. The local authorities were sorted into three groups based on geographical location and on fluency levels among respondents: central belt, Highlands and Western Isles and "Other". The table below demonstrates these groupings. Not all questions could be looked at by group due to varying sample sizes (this has been noted in the report when appropriate).

Grouping	Local Authority
Central Belt	City of Edinburgh
	Falkirk
	Fife
	Glasgow City
	Midlothian
	Stirling
	West Lothian
Highlands and Western Isles	Argyll & Bute
	Highland
	Western Isles
Other LAs	Aberdeen City
	Aberdeenshire
	Angus
	Clackmannanshire
	Dumfries and Galloway
	Dundee City
	East Ayrshire
	East Dunbartonshire
	East Lothian
	East Renfrewshire
	Inverclyde
	North Ayrshire
	North Lanarkshire
	Perth and Kinross
	Renfrewshire
	Scottish Borders
	South Ayrshire
	South Lanarkshire
	West Dunbartonshire
	Moray
	Orkney Islands
	Shetland Islands

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.

Key Findings

Respondents were first asked to rate their fluency of the Gaelic language. **Almost half (44.8%)** of respondents stated that were **learning Gaelic in some form**. Of those who stated that they were a learner, most were **beginners (32.5%).** The most common singular group was **non-speakers (43.3%).**

Learning Gaelic

1. Of the respondents who stated that they were an **advanced learner or fluent** in Gaelic, the majority stated that they **learned it in school (85.7%).**

2. Of the respondents who stated that they were a **beginner or intermediate learner** in Gaelic, the majority stated that they were **learning via Duolingo (81.7%).**

Respondents who identified as a **beginner, intermediate or advanced learner** were asked the following questions.

3. The most common reasons for **wanting to learn Gaelic** were an interest in **Gaelic songs and music (52.0%)** and an interest in **Gaelic literature (45.8%).**

4. When asked what the **most useful websites and resources** while learning Gaelic were, the most common response was **Duolingo (66.6%).**

5. When asked what Gaelic learning resources, information or opportunities they wish could be created, the most common response was **in-school provision and support (27.2%)**

6. When asked what **type of content** they think would be helpful when learning Gaelic, the **majority (70.4%)** stated that they would like to learn through **short form videos using the likes of TikTok or Instagram Reels**. Other popular choices were **interactive content on Instagram stories (67.9%)** and **long form videos on Instagram or YouTube (66.0%)**.

Interest in Learning Gaelic from Non-Speakers

Respondents who identified as **non-speakers of Gaelic** were asked the following questions.

1. When asked how interested they were in learning Gaelic, half of these respondents **(49.6%)** showed some interest, with the most common selection

being **quite interested (26.1%).** A quarter of respondents stated that they were **not at all interested (24.5%).**

Respondents who stated that they were **not at all interested, not very interested or neutral** about learning Gaelic were to describe why they were not interested.

2. The main reason that respondents described that they **were not interested** in learning Gaelic was that the **language is not seen as useful or relevant.**

Respondents who stated that they were **neutral, quite interested or very interested** in learning Gaelic were asked the following questions.

3. When asked **why they were interested** in learning Gaelic, two thirds **(66.2%)** selected just for fun.

4. When asked what Gaelic learning resources, information, or opportunities they wish could be created, the most common suggestion was **in-school provision and support (39.0%).**

5. When asked what **type of content** they think would be helpful when learning Gaelic, the **majority (70.0%)** stated that they would like to learn through **short form videos using the likes of TikTok or Instagram Reels**. Other popular choices were **long form videos on Instagram or YouTube (59.9%)** and **interactive content on Instagram stories (58.9%).**

Engagement with Gaelic Online

1. When asked **how often they saw or engaged with Gaelic online**, the most common response was that they **do not use** Gaelic online **(35.9%).** Almost a third of respondents stated that they engaged with Gaelic **online most days or every day (30.1%).**

2. Over half of the respondents who stated that they **did not engage** with Gaelic online stated that **they would like to (58.4%).**

Respondents who stated that they see or engage with Gaelic online **occasionally, every month, every week, most days or every day** were asked the following questions.

3. Gaelic was most **commonly accessed online via Duolingo (60.8%).**

4. The most common **types of Gaelic content** engaged with were **short form videos on TikTok and Instagram Reels (52.9%)** and **social media posts on Instagram and Facebook (50.1%).**

5. The large majority of these respondents **(93.7%)** said that they would like to **see more Gaelic content on social media and online.**

6. When asked what **type of Gaelic content they would like to see more of**, the most common response was **short form videos on TikTok and Instagram Reels (70.6%).**

7. When asked for their **ideas for Gaelic content on social media**, the most common request was for **content aimed at learners (23.3%)**. The most common form of content mentioned was **videos (19.0%).**

How Fluent Gaelic Speakers Engage with Online Material

Respondents who stated that they were **fluent** in Gaelic were asked the following questions.

1. The majority of respondents **(95.3%)** said that they look for information **via Google or another search engine**. Over half **(57.6%) stated social media**.

2. When asked if they would **prefer to look at a resource in Gaelic or English** (if available in both), there was almost an even split: **48% selected Gaelic** while **52% selected English**. The most common reason given by those who selected Gaelic was that they **enjoy using the language and want to use it more**; the most common reason given by those who selected English was **for ease or speed**.

3. The **topic** area that most respondents stated they would like to **get more information about in Gaelic** was **current events, news, and politics**.

4. The medium that the majority of respondents prefer to use **when looking for information online was videos (78.8%).**

5. When asked to select which **Gaelic online resources they found especially good**, the majority **(75.3%) selected Am Faclair Beag (faclair.com)**

6. When asked what Gaelic learning resources, information, or opportunities they wish could be created, the most common suggestion was **social or community spaces.**

Value of Gaelic Culture, Heritage and Language

All respondents were asked the following questions.

1. Around two thirds **(66.8%)** stated that they think **Gaelic culture and heritage is very valuable.**

2. Around two thirds **(65.9%)** stated that they think the **Gaelic language is very valuable.**

2. Survey Results

The survey received **716** completed responses.

When asked to rate their level of fluency, almost half of respondents were learners in some form (45%). Of those who stated that they were a learner, most were beginners. The most common singular group was non-speakers.

Fluency	%response
Non-speaker	43.3%
Beginner learner	32.5%
Intermediate learner	9.5%
Advanced learner	2.8%
Fluent	11.9%

Levels of fluency were highest in the Highlands and Western Isles, with 36.5% stating that they were fluent speakers of Gaelic. This was also the region with the most respondents identifying as advanced learners of the language (20.0%). Over half of respondents in "Other" local authorities were non-speakers.

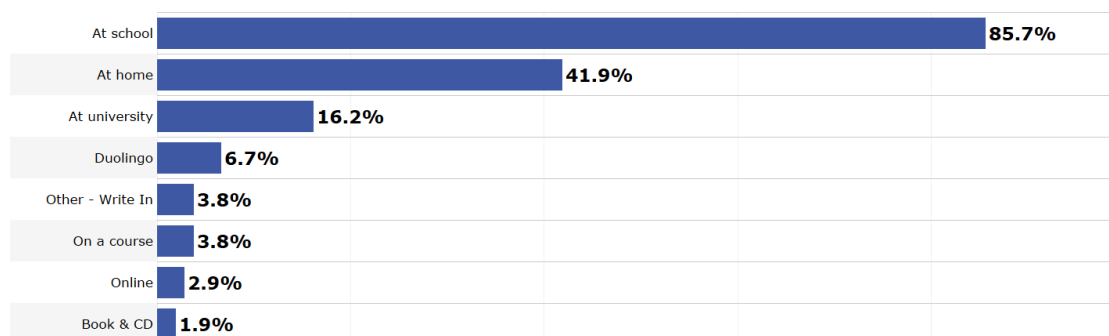| Fluency	Central Belt	Highlands and Western Isles	Other
Non-speaker	42.9%	15.7%	53.6%
Beginner learner	35.4%	20.9%	34.3%
Intermediate learner	2.1%	7.0%	1.9%
Advanced learner	9.3%	20.0%	5.9%
Fluent	10.4%	36.5%	4.4%
Sample	280	115	321

Learning Gaelic

The **105 respondents** who stated that they were an **advanced learner or fluent** in Gaelic were asked the following question. When the sample sizes for advanced learners/fluent respondents were looked at by region, they were too small for comparison.

Where did you learn Gaelic?

The majority of respondents stated that they learned Gaelic at school. Around two fifths learned from home. The least common responses were online and book and CD.

At school	85.7%
At home	41.9%
At university	16.2%
Duolingo	6.7%
Other - Write In	3.8%
On a course	3.8%
Online	2.9%
Book & CD	1.9%

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

Four respondents selected *Other.* A summary of their responses are below.
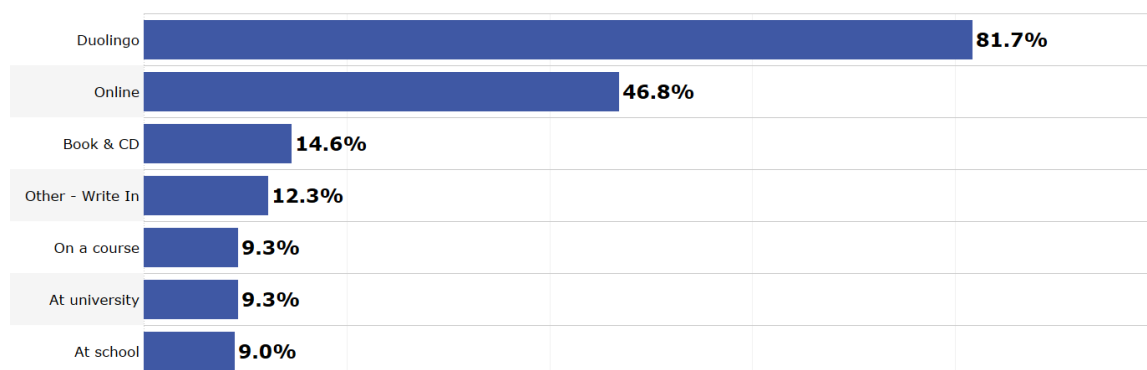
Theme	Responses
Socially	2
TV & Radio	1
Gaelic in the family	1

The **301 respondents** who stated that they were a **beginner or intermediate learner** were asked the following question. When the sample sizes for beginner/intermediate respondents were looked at by region, the Highlands and Western Isles sample was too small for comparison.

How are you learning Gaelic?

The majority of respondents stated that they were learning Gaelic via Duolingo, and almost half selected online. The least common responses were at school or university, suggesting that these respondents are actively choosing to learn the language.

Duolingo	81.7%
Online	46.8%
Book & CD	14.6%
Other - Write In	12.3%
On a course	9.3%
At university	9.3%
At school	9.0%

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

This pattern was reflected when looking at region. More respondents from the Central Belt were learning Gaelic on a course. More respondents were learning online in local authorities grouped as "Other" than those in the central belt.

Method of learning	Central Belt	Other
Duolingo	81.6%	88.4%
Online	44.0%	52.7%
Book & CD	16.0%	14.7%
Other	14.4%	10.9%
At university	12.0%	8.5%
On a course	11.2%	5.4%
At school	0.8%	3.9%
Sample	125	129

Of those who selected **Other,** 37 provided a written response. These are summarised below.
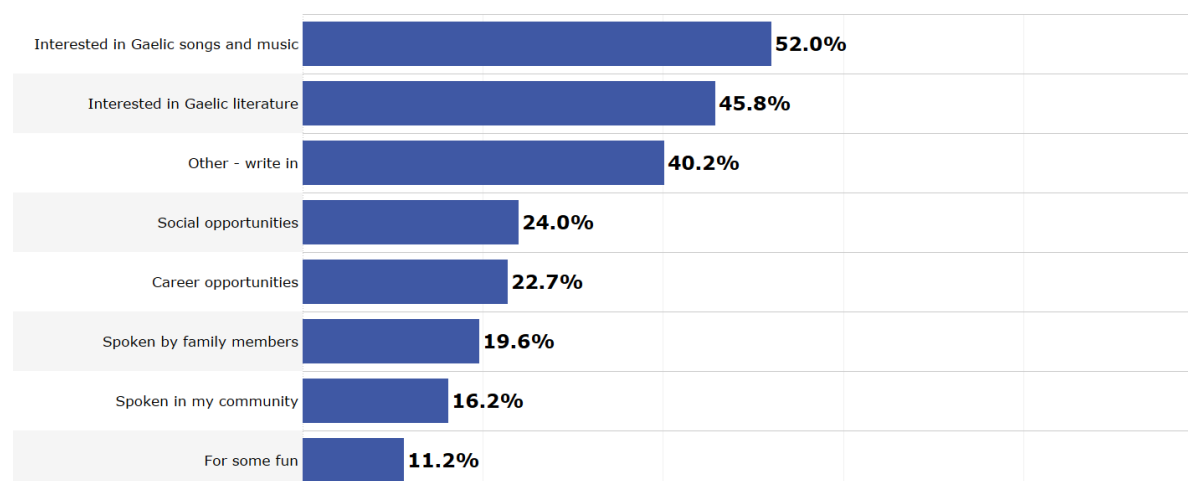
Theme	Responses
Through family/in the home	14
Socially (through friends/social club)	7
Culturally (through music/literature)	4
Formal course (University/Language courses)	4
Book course	4
Online (not including social media)	4
TV	4
Social media	3
Mobile app	3
At work	1
Briefly learned at school	1
Podcasts	1
Learning by themselves	1

The **321 respondents** who stated that they were a **beginner, intermediate or advanced learner** were asked the following questions. When the sample sizes for beginner/intermediate/advanced respondents were looked at by region, the Highlands and Western Isles sample was too small for comparison.

What made you want to learn Gaelic?

The most common responses were related to an interest in Gaelic songs, music and literature. The least common reason for wanting to learn Gaelic was for fun.

Category	Percentage
Interested in Gaelic songs and music	52.0%
Interested in Gaelic literature	45.8%
Other - write in	40.2%
Social opportunities	24.0%
Career opportunities	22.7%
Spoken by family members	19.6%
Spoken in my community	16.2%
For some fun	11.2%

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

This pattern was reflected when looking at region. The main difference between the groups was career opportunities, which was selected by more respondents in "Other" local authorities than those in the central belt.

Reason for learning	Central Belt	Other
Interested in Gaelic songs and music	55.0%	54.1%
Interested in Gaelic literature	49.6%	46.7%
Other	42.0%	47.4%
Social opportunities	25.2%	25.2%
Career opportunities	17.6%	27.4%
Spoken by my family	16.8%	13.3%
Spoken in my community	9.9%	8.9%
For some fun	9.2%	11.1%
Sample	131	135

Of those who selected **Other, 129** provided a written response, these are summarised below. One response was categorised as non-applicable.

Theme	% Response
Part of Scottish culture and national identity	40.3%
Help with the language's survival	28.7%
History and heritage	17.1%
For fun/general interest	10.1%
Interest in languages	9.3%
Personal/family ties	7.8%
Community ties	7.0%
In school	5.4%
Employment opportunities	4.7%
Gaelic media, music & literature	3.9%
Social opportunities	3.1%
Place names/geography	1.6%
Interest in native UK and Ireland languages	1.6%
Interest in teaching	1.6%
Unable to learn in childhood	0.8%

What have been the most useful websites and resources you've used while learning Gaelic?

There were **299 typed responses** to this question. The most popular resource was Duolingo, with two thirds of respondents mentioning the app.

Website/Resource	Responses
Duolingo	66.6%
learngaelic.scot	35.8%
BBC Alba/iPlayer & programs	12.7%
Other	11.3%
YouTube & other videos	7.7%
Am Faclair Beag	6.0%
Instagram	6.0%
Online communities & forums (reddit, discord, etc)	6.0%
TikTok	5.7%
Book led course	5.4%
Formal course	4.7%
#YSGaelic	4.7%
Face-to-face lessons (inc. online)	3.7%
Literature	3.3%
Facebook	3.3%
Learngaelic (dictionary)	3.0%
Beag air bheag	2.7%
Podcasts & radio	2.7%
Family, Friends & social interactions	2.7%
BBC Bitesize	2.0%
Music	2.0%
Bluebird	1.0%
Mango Languages	1.0%
Articles & blogs	1.0%
Twitter	1.0%
Don't know/not sure	0.7%

Due to the open text nature of the question, it was not possible to group all responses accurately in the table above, resulting in a high number of "Other" responses. For a full list of responses, please contact ruairidhh@young.scot by email.

What kind of Gaelic learning resources, information or opportunities do you wish could be created?

There were **279 typed responses** to this question. The most common suggestion was for support and provision in schools, followed by social interactions with groups and communities.

Resources/Opportunities	Responses
In-school provision and support	27.2%
Social interactions/conversations with groups and communities	16.8%
Face-to-face classes and workshops (including online)	10.4%
Description of content theme/subject area	10.4%
Films & TV shows	9.0%
Better promotion/more visibility of current resources	8.6%
Other	8.6%
Radio, podcasts and conversational audio content	6.1%
Increased accessibility of current resources	5.7%
Structured online courses	5.0%
Don't know/not sure	5.0%
Videos	4.3%
Literature	3.9%
Interactive content	3.2%
University/College courses	2.9%
Music, culture & art	2.9%
Improved translation tools & dictionaries	2.9%
Anything/everything	2.5%
Grammar support	2.5%
Book led courses	2.2%
Online community space	1.8%
Increased affordability of current resources	1.4%

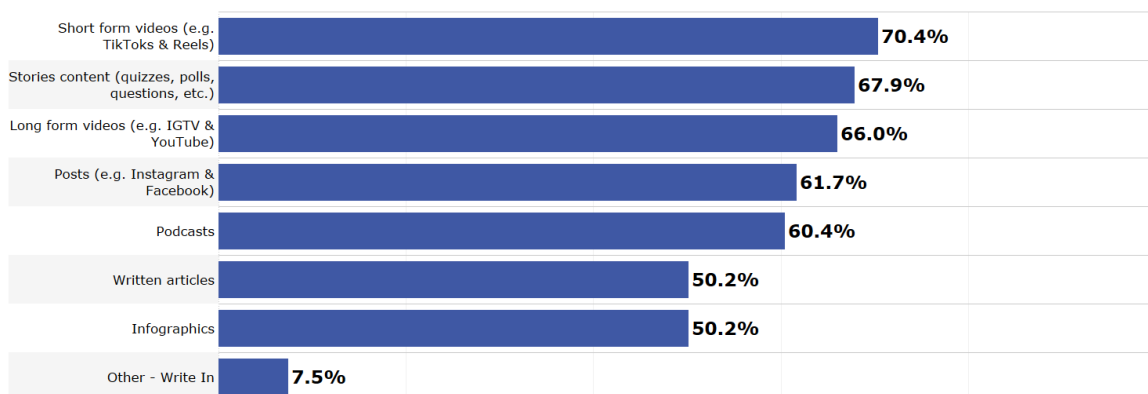|	
Phone app	**1.4%**
Tech and website language options	**1.4%**
Flashcards	**1.1%**
Accreditation	**1.1%**

Due to the open text nature of the question, it was not possible to group all responses accurately, resulting in a high number of "Other" responses. For a full list of responses, please contact ruairidhh@young.scot by email.

"I wish that Gaelic was taught more widely in school or that school resources could be made available for anyone wanting to learn Gaelic. As a secondary teacher I'd totally get involved with a Gaelic club in my school."

"I'm honestly not sure, it's a whole range of things from just more public awareness of Gàidhlig which I feels is still lacking, to more widely available courses for general people to attend and study. Maybe an educational exchange with Ireland and Nova Scotia to expand educational opportunities to Scotland and beyond? Put simply, just more Gàidhlig everywhere."

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

The majority of respondents stated that they would like to learn Gaelic through short form videos using the likes of TikTok or Instagram Reels. Other popular choices were long form videos (on Instagram or YouTube) and interactive content on Instagram stories. The least popular options were infographics and written articles.

Short form videos (e.g. TikToks & Reels)	**70.4%**
Stories content (quizzes, polls, questions, etc.)	**67.9%**
Long form videos (e.g. IGTV & YouTube)	**66.0%**
Posts (e.g. Instagram & Facebook)	**61.7%**
Podcasts	**60.4%**
Written articles	**50.2%**
Infographics	**50.2%**
Other - Write In	**7.5%**

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

There were some differences in responses between regions, with "Other" local authorities selecting most options more than those in the central belt.

Type of content	Central Belt	Other
Short form videos	45.0%	57.8%
Stories content	41.2%	45.9%
Long form videos	39.7%	51.9%
Posts	29.8%	38.5%
Podcasts	28.2%	47.4%
Written articles	22.9%	37.8%
Infographics	29.8%	34.8%
Other	6.9%	9.6%
Sample	131	135

Of those who selected **Other,** 23 provided a written response, these are summarised below. Six responses were categorised as non-applicable.

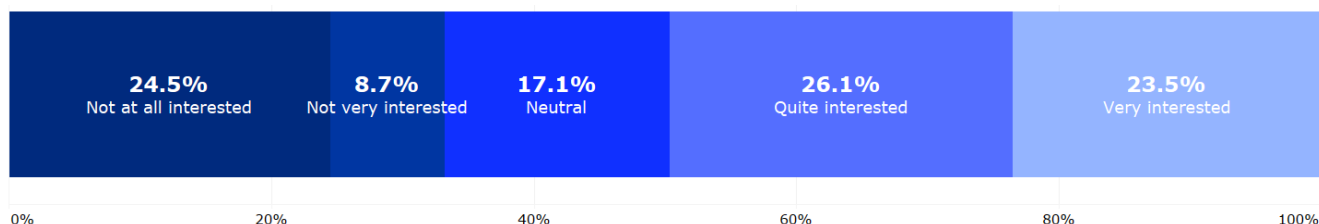| Theme	Responses
Video lessons/TV shows	3
Games	3
Pronunciation guides	2
Blogs, articles	2
Anything/everything	1
Spoken Gaelic	1
Interactive content	1
Radio	1
Traditional music and art	1
News	1
Gaelic films	1

Interest in Learning Gaelic from Non-Speakers

The **310 respondents** who stated that they were **Gaelic non-speakers** were asked the following question. When the sample sizes for Gaelic non-speaker respondents were looked at by region, the Highlands and Western Isles sample was too small for comparison.

How interested are you in learning Scottish Gaelic?

Half of these respondents demonstrated interest in learning Gaelic, the most common response being quite interested. A quarter of respondents who were non-speakers stated that they were not at all interested.

| 24.5%
Not at all interested | 8.7%
Not very interested | 17.1%
Neutral | 26.1%
Quite interested | 23.5%
Very interested |

0%   20%   40%   60%   80%   100%

Slightly more respondents in "Other" local authorities selected quite interested than those in the central belt.

Level of interest	Central Belt	Other
Not at all interested	22.5%	23.8%
Not very interested	9.2%	9.3%
Neutral	21.7%	13.4%
Quite interested	23.3%	29.1%
Very interested	23.3%	24.4%
Sample	120	172

The **156 respondents** who selected **not at all interested, not very interested or neutral** to the previous question were asked the following question. When the sample sizes were looked at by region, they were too small for comparison.

Why aren't you interested in learning Gaelic?

There were **156 typed responses** to this question. Five responses were categorised as non-applicable. The most common reason for not wanting to learn Gaelic was that the language is not seen as useful or relevant.

17

Reason	% Response
Not useful or relevant	73.7%
Would prioritise learning other languages	17.3%
Seen as a "dead" or "dying" language	13.5%
Too difficult to learn	10.9%
Uninterested	3.8%
Limited previous exposure	2.6%
Waste of money	2.6%
Unable to learn at present but would consider at another time	1.9%
Too political/nationalistic	1.9%

"There aren't very many people who live near me that speak Gaelic so it's not very useful!"
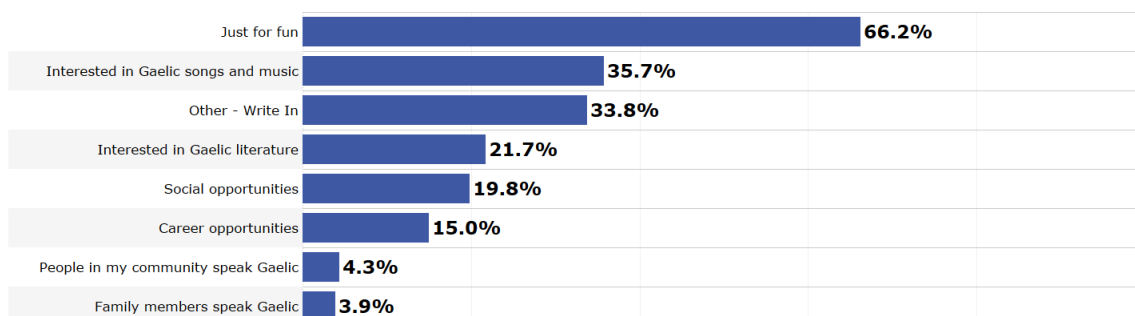
"I have tried learning a language before but struggled to keep it up because I wasn't using the language often."

"It feels like it has limited uses so I would probably try to learn other languages first."

The **207 respondents** who stated that they were **neutral, quite interested or very interested** in learning Gaelic were asked the following questions. When the sample sizes for neutral/quite interested/very interested respondents were looked at by region, they were too small for comparison.

Why are you interested in learning Gaelic?

Two thirds of respondents stated that they were interested in learning Gaelic just for fun. Just over a third said they were interested in learning Gaelic due to an interest in Gaelic songs and music. The least common reasons for wanting to learn Gaelic were that people in their community or family members spoke Gaelic.

Just for fun	66.2%
Interested in Gaelic songs and music	35.7%
Other - Write In	33.8%
Interested in Gaelic literature	21.7%
Social opportunities	19.8%
Career opportunities	15.0%
People in my community speak Gaelic	4.3%
Family members speak Gaelic	3.9%

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

Of those who selected **Other,** 70 provided a written response. These are summarised below.

Theme	Responses
Part of Scottish culture and national identity	35
Help with the language's survival	24
History and heritage	23
Interest in languages	4
Interest in native UK and Ireland languages	4
Social opportunities	3

What kind of Gaelic learning resources, information or opportunities do you wish could be created?

There were **172 typed responses** to this question, with two responses categorised as non-applicable. The most common suggestion was for support and provision in schools, followed by structured online courses and face to face classes or workshops.

Resources/Opportunities	Responses
In-school provision and support	39.0%
Structured online courses	14.0%
Face-to-face classes or workshops	14.0%
Interactive content	8.1%
Videos	7.6%
Flashcards/infographics	7.6%
Phone app	6.4%
Social interactions/conversations with groups and communities	5.8%
Description of content theme/subject area	5.2%
Better promotion/more visibility of current resources	5.2%
Pronunciation guides	4.7%
Don't know/not sure	4.7%
Dictionary/translation tools	4.1%
Better promotion/more visibility of Gaelic generally	4.1%
Radio, podcasts and conversational audio content	2.9%
TV shows and films	2.9%
Drama, music and literature	2.9%
Online classes or workshops	2.3%
Book led courses	2.3%
Resources suitable for deaf people	1.7%
Anything/everything	1.2%
Accreditation	1.2%
Blogs and articles	1.2%
Tech and website language options	1.2%
People will find existing resources	1.2%

"… my school offers quite a wide variety of language choices, but I'm sure if Gaelic was a choice I would pick it as I'm genuinely interested in our language."
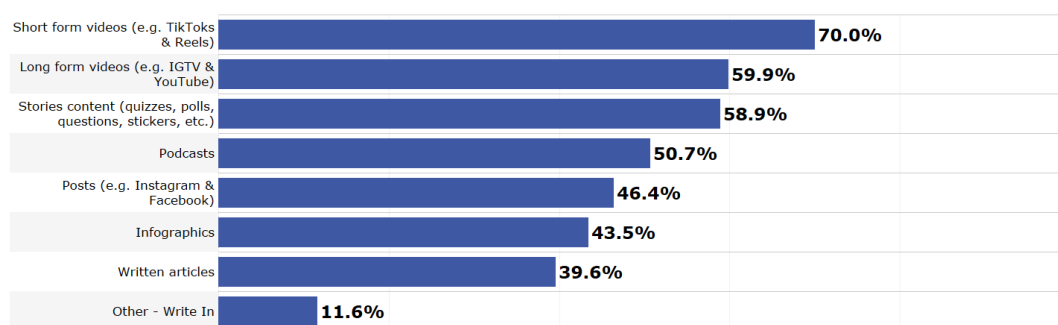
"I think a free app or free online course with interactive learning would be the perfect way for young people to learn the language and keep it alive."

"I find it quite fun on the Young Scot IG story to go through each of the flashcards there. I like how there is mini quizzes as well. If more thing like that could happen that would be great."

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

The majority of respondents stated that they would like to learn Gaelic through short form videos using the likes of TikTok or Instagram Reels. Other popular choices were long form videos (on Instagram or YouTube) and interactive content on Instagram stories. The least popular options were infographics and written articles.

Short form videos (e.g. TikToks & Reels)	70.0%
Long form videos (e.g. IGTV & YouTube)	59.9%
Stories content (quizzes, polls, questions, stickers, etc.)	58.9%
Podcasts	50.7%
Posts (e.g. Instagram & Facebook)	46.4%
Infographics	43.5%
Written articles	39.6%
Other - Write In	11.6%

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

Of those who selected **Other,** 23 provided a written response, these are summarised below. Five responses were categorised as non-applicable.

Theme	Responses
TV and films	3
Interactive app	3
Interactive content	2
Flashcards	2
Games	2
Blogs, articles	1
Specific content theme	1
Traditional music and art	1
Videos	1
Podcasts	1
Don't know/not sure	1

Engagement with Gaelic Online

How often do you see or engage with Gaelic online?

Respondents most commonly stated that they do not use Gaelic online. The most common response from those who did see or engage with Gaelic online was *occasionally*. However, almost a third of respondents engaged with Gaelic most days or every day (30.1%).

| 35.9% I don't use Gaelic online | 18.4% Occasionally | 4.2% Every month | 11.5% Every week | 16.1% Most days | 14.0% Every day |

Respondents in the Highlands and Western Isles stated that they see or engage with Gaelic online more often than the other local authority groups.
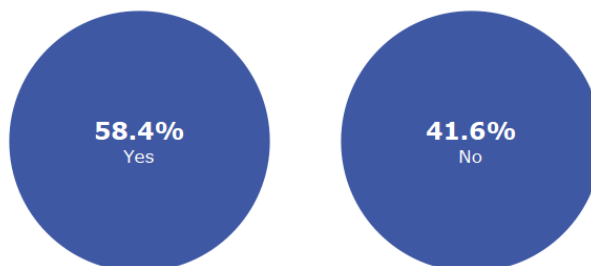
Usage	Central Belt	Highlands and Western Isles	Other
I don't use Gaelic online	35.0%	17.4%	43.3%
Occasionally	17.1%	13.0%	21.5%
Every month	2.5%	2.6%	6.2%
Every week	14.6%	16.5%	6.9%
Most days	16.8%	27.8%	11.2%
Every day	13.9%	22.6%	10.9%
Sample	280	115	321

The **257 respondents** who selected **I don't use Gaelic online** to the previous question were asked the following question. When the sample sizes for these respondents were looked at by region, they were too small for comparison.
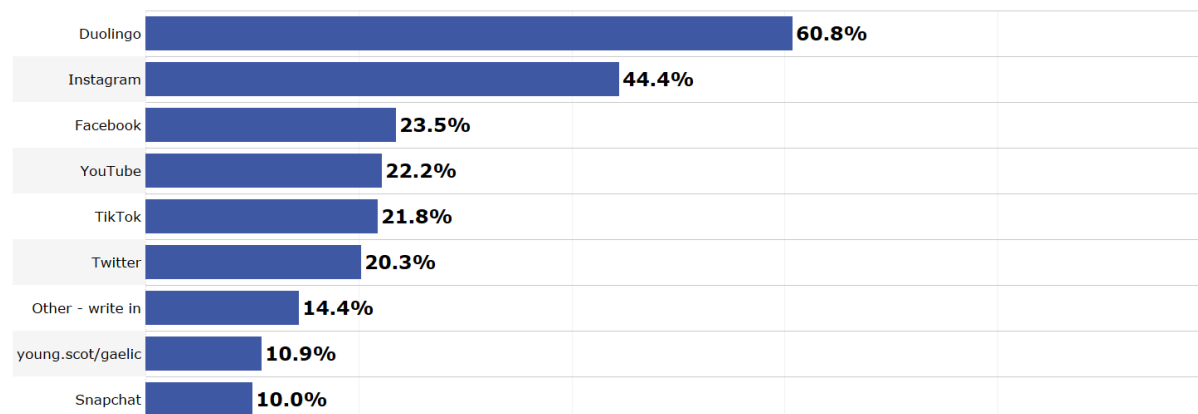
Would you like to see and engage with Gaelic online?

Over half of respondents said they would like to see and engage with Gaelic online.

| 58.4% Yes | 41.6% No |

The **459 respondents** who stated that they see or engage with Gaelic online **occasionally, every month, every week, most days or every day** were asked the following questions.

Where do you use Gaelic online?

The most common responses were Duolingo and Instagram. Snapchat was the least common response.

Duolingo	60.8%
Instagram	44.4%
Facebook	23.5%
YouTube	22.2%
TikTok	21.8%
Twitter	20.3%
Other - write in	14.4%
young.scot/gaelic	10.9%
Snapchat	10.0%

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

Respondents based in the central belt and local authorities classed as "Other" mostly selected Duolingo. The most popular choice for respondents in the Highlands and Western Isles was Instagram.

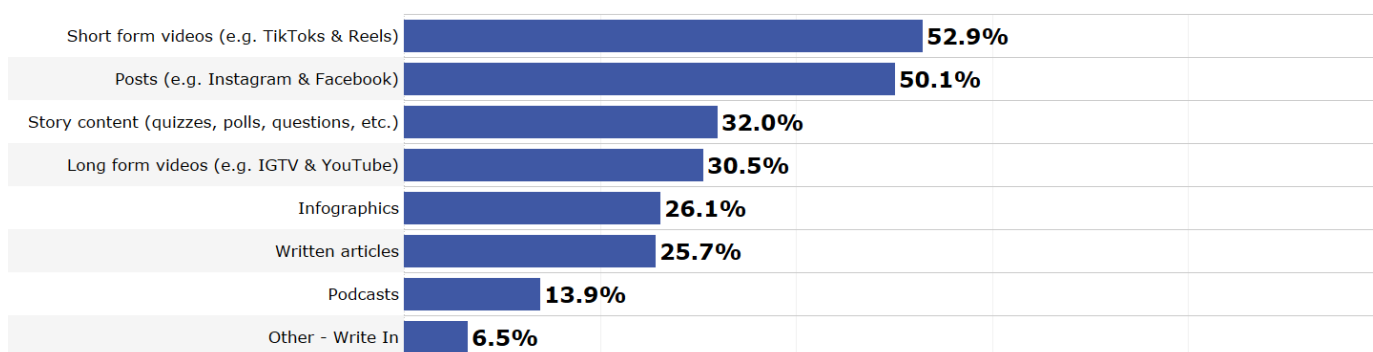| Where it is used	Central Belt	Highlands and Western Isles	Other
Duolingo	62.1%	49.5%	65.4%
Instagram	48.4%	55.8%	34.6%
Facebook	24.7%	25.3%	21.4%
Youtube	24.2%	18.9%	22.0%
TikTok	20.3%	15.8%	26.4%
Twitter	23.6%	17.9%	18.1%
Other	11.0%	14.7%	17.6%
young.scot/gaelic	10.4%	8.4%	12.6%
Snapchat	10.4%	21.1%	3.8%
Sample	182	95	182

Of those who selected **Other,** 66 provided a written response, these are summarised below. Two responses were categorised as non-applicable.

Theme	Responses
Discord	12
Do not use	11
School classes & resources	9
Video calls	8
Reddit	7
Dedicated Gaelic resources	6
Other	4
WhatsApp	3
Messenger	2
Tumblr	2
Strava	2
Fèisean	2
Twitch	1
Learning classes	1
Ankiweb	1
Through music and art	1
BBC Bitesize	1

What kinds of Gaelic content do you engage with most?

The most common responses were short form videos and posts on Instagram and Facebook. The least common responses were written articles and podcasts.

Type of content	Percentage
Short form videos (e.g. TikToks & Reels)	52.9%
Posts (e.g. Instagram & Facebook)	50.1%
Story content (quizzes, polls, questions, etc.)	32.0%
Long form videos (e.g. IGTV & YouTube)	30.5%
Infographics	26.1%
Written articles	25.7%
Podcasts	13.9%
Other - Write In	6.5%

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

Respondents based in the central belt and local authorities classed as "Other" mostly selected short form videos. The most popular choice for respondents in the Highlands and Western Isles was posts on social media.
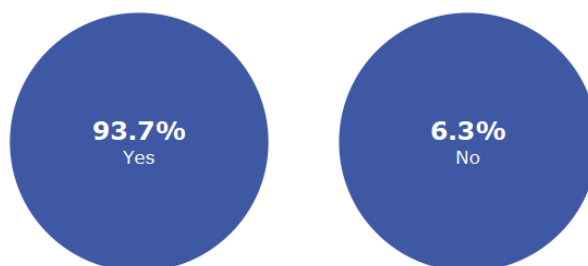
Type of content	Central Belt	Highlands and Western Isles	Other
Short form videos	54.4%	50.5%	52.7%
Posts	51.6%	62.1%	42.3%
Story content	30.2%	36.8%	31.3%
Long form videos	30.2%	34.7%	28.6%
Infographics	51.1%	37.9%	47.8%
Written articles	26.9%	28.4%	23.1%
Podcasts	15.4%	11.6%	13.7%
Other	6.0%	7.4%	6.6%
Sample	182	95	182

Unfortunately, due to a survey format error, other responses were not recorded.

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

The large majority of respondents said they would like to see more Gaelic content on social media and online.
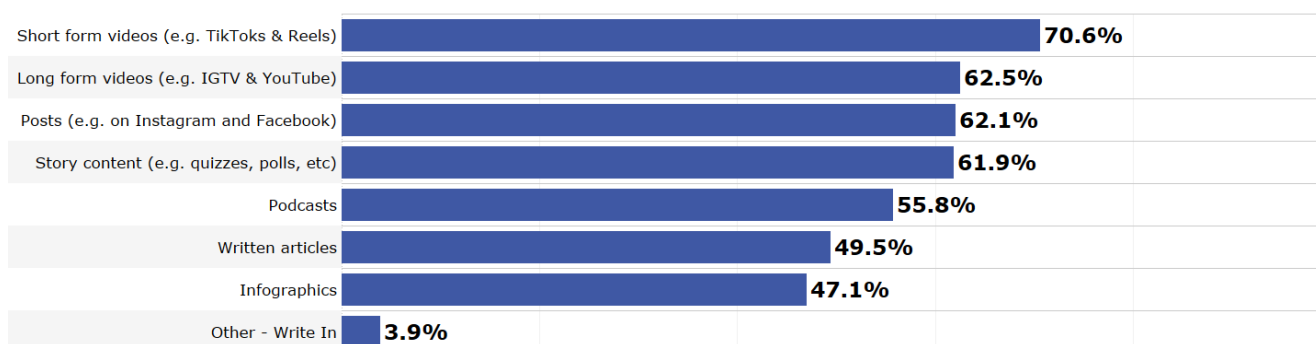

93.7%
Yes

6.3%
No

Slightly more respondents in the central belt selected yes compared to the other local authority groups.

Interest	Central Belt	Highlands and Western Isles	Other
Yes	**96.7%**	**90.5%**	**92.3%**
No	**3.3%**	**9.5%**	**7.7%**
Sample	182	95	182

The **430 respondents** who selected **yes** to the previous question were asked the following questions. When the sample sizes for these respondents were looked at by region, the Highlands and Western Isles sample was too small for comparison.

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

The most common response was short form videos on TikTok and Instagram Reels. The least common responses were written articles and infographics.

Content type	Percentage
Short form videos (e.g. TikToks & Reels)	**70.6%**
Long form videos (e.g. IGTV & YouTube)	**62.5%**
Posts (e.g. on Instagram and Facebook)	**62.1%**
Story content (e.g. quizzes, polls, etc)	**61.9%**
Podcasts	**55.8%**
Written articles	**49.5%**
Infographics	**47.1%**
Other - Write In	**3.9%**

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

Respondents based in the central belt mostly selected short form videos. The most popular choice for respondents in the "other" local authorities was long form videos.

Type of content	Central Belt	Other
Short form videos	76.9%	68.7%
Long form videos	64.3%	69.2%
Posts	66.5%	57.7%
Story content	67.6%	61.0%
Podcasts	57.1%	61.0%
Written articles	52.7%	52.7%
Infographics	51.1%	47.8%
Other	4.9%	3.8%
Sample	182	182

Of those who selected **Other,** 18 provided a written response, these are summarised below. Three responses were categorised as non-applicable.

Theme	Responses
Anything/everything	4
Film or TV	4
Live online content	1
Memes	1
Academic support	1
Podcasts	1
News	1
Music	1
Books	1
Radio	1

What ideas do you have for Gaelic content you'd like to see on social media?

There were **300 typed responses** to this question, with sixteen responses categorised as non-applicable. The most common suggestion was content for learners, with the most

common form of content being videos. Some respondents asked for more of a focus on doing content in Gaelic rather than just about Gaelic.

Resources/Opportunities	Responses
Content aimed at learners	23.3%
Video content	19.0%
Other	11.6%
Focus on doing content in Gaelic rather than just about Gaelic	8.0%
Useful/everyday language	8.0%
Interactive content	7.3%
Music, art and culture	7.0%
Podcast/audio	6.7%
Vocabulary, idioms, quotes and phrases	6.0%
News, current affairs and social issues	5.7%
Anything/everything	5.0%
Topics that are relatable or relevant to young people	4.7%
Information about the language's history and culture	4.7%
More people using and promoting Gaelic on social media	4.7%
Don't know/not sure	4.3%
Conversation-based content	4.0%
Bilingual content	3.7%
Pronunciation aides	3.0%
Grammar	2.7%
Memes and funny content	2.7%
Modern uses for Gaelic	2.7%
Sports	1.7%
Nothing	1.7%
Landscape and place names	1.3%
Social Media challenges	1.3%
Recipes and food	1.3%
Career opportunities	1.3%
Content created by young people	1.3%
Blogs/vlogs	1.0%

Due to the open text nature of the question, it was not possible to group all responses accurately in the table above, resulting in a high number of "Other" responses. For a full list of responses, please contact ruairidhh@young.scot by email.
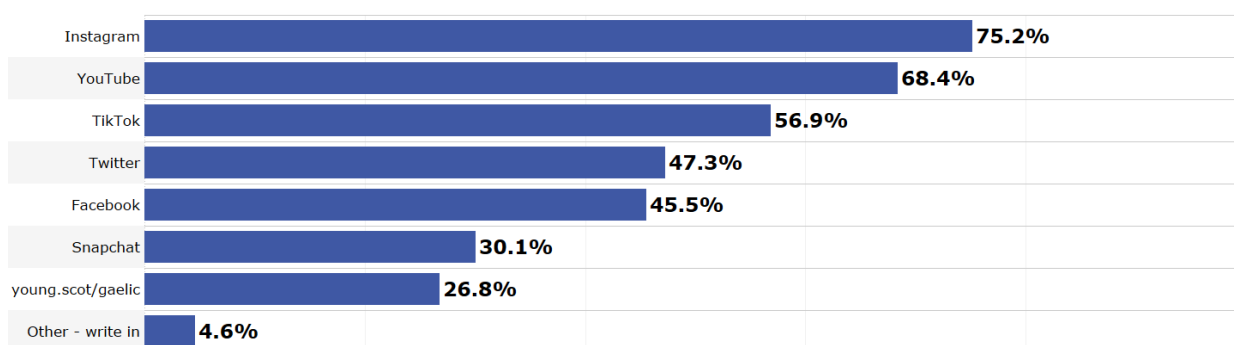
"Introduce casual Gaelic words into young non-speakers' vocabularies to normalise and destigmatise Gaelic, create content that isn't centred around typical Gaelic things like trad music or sports."

"As a beginner learner it would be great to see content which is aimed at my level. I'd love to listen to a podcast which talks about interesting and relevant topics in Gaelic and English to help hear how to pronounce things."

"Everyday things so that it is normalised - not just trying to teach words or phrases through the posts but more conversational and not centred on Gaelic but with Gaelic being the medium with which it's written."

Where would you like to see more Gaelic content?

The most common response was Instagram. The least common response was young.scot/gaelic.

Platform	Percentage
Instagram	75.2%
YouTube	68.4%
TikTok	56.9%
Twitter	47.3%
Facebook	45.5%
Snapchat	30.1%
young.scot/gaelic	26.8%
Other - write in	4.6%

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

Respondents based in the central belt mostly selected Instagram. The most popular choice for respondents in the "other" local authorities was YouTube.

Channel	Central Belt	Other
Instagram	**81.9%**	**69.2%**
YouTube	**74.2%**	**69.8%**
TikTok	**59.9%**	**55.5%**
Twitter	**53.8%**	**48.4%**
Facebook	**49.5%**	**45.1%**
Snapchat	**35.2%**	**28.0%**
young.scot/gaelic	**31.9%**	**28.6%**
Other	**5.5%**	**4.4%**
Sample	182	182

Of those who selected **Other,** 21 provided a written response, these are summarised below. Two responses were categorised as non-applicable.

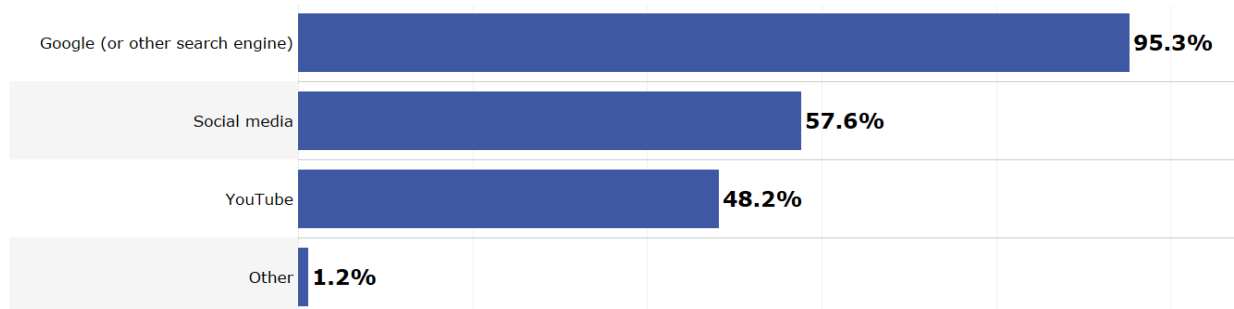| Theme	Responses
Podcast hosting platforms	5
Anywhere/everywhere	4
Music streaming platforms	3
"Mainstream" websites	3
Discord	3
TV	2
Radio	2
Reddit	1
Music	1
Books	1
Characters	1

How Fluent Gaelic Speakers Engage with Online Material

The **85 respondents** who stated that they were **fluent** in Gaelic were asked the following questions. When the sample sizes for fluent respondents were looked at by region, they were too small for comparison.

Where do you look for information online?

The majority of respondents said they look for information via Google or another search engine. Over half stated social media.

Google (or other search engine)	95.3%
Social media	57.6%
YouTube	48.2%
Other	1.2%

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

One respondent selected **Other,** stating that they looked at "BBC news app and Wikipedia".

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

Respondents were almost evenly split with their selection, with 48% selecting Gaelic and 52% selecting English.

Of the 41 respondents who selected Gaelic, all provided a typed response as to why. These reasons are summarised below, with four responses being categorised as non-applicable. The main reason that respondents would choose a Gaelic resource is that they want to use the language more or enjoy using it.

Reason	Responses
Want to use Gaelic more or enjoy using it	19
Gaelic is first language or they feel more comfortable with it	8
To improve their Gaelic	8
Would still use English for some topics	6
So as not to lose their Gaelic	3
Other	3

"Because I want to use my Gaelic and advance/develop it. I also think there should be more resources for native speakers; so I have to support and use them when they do appear." – This answer was submitted in Gaelic and has been translated into English

"It of course depends on what language i'm writing in myself but if i'm writing something in gaidhlig it makes the world of difference when you find gaidhlig resources!"

Of the 44 respondents who selected English, all provided a typed response as to why. These reasons are summarised below, with one response being categorised as non-applicable. The main reason that respondents would choose an English resource is that find it easier or quicker to use.

Reason	Responses
English is easier or quicker	25
More options in English/easier to find	10
Easier for sharing with others	4
If Gaelic related, would use Gaelic	4
Habit	3
Other	3
Information needs to be in English for school, study or work	2

"I am more fluent and comfortable with English as I have less opportunities to speak Gaelic nowadays. I'm very keen to improve my Gaelic proficiency again but often not sure where to start."

What topics you would like to get information about in Gaelic?

There were **70 typed responses** to this question, with four responses categorised as non-applicable. The most common suggestion was around current events, news and politics.
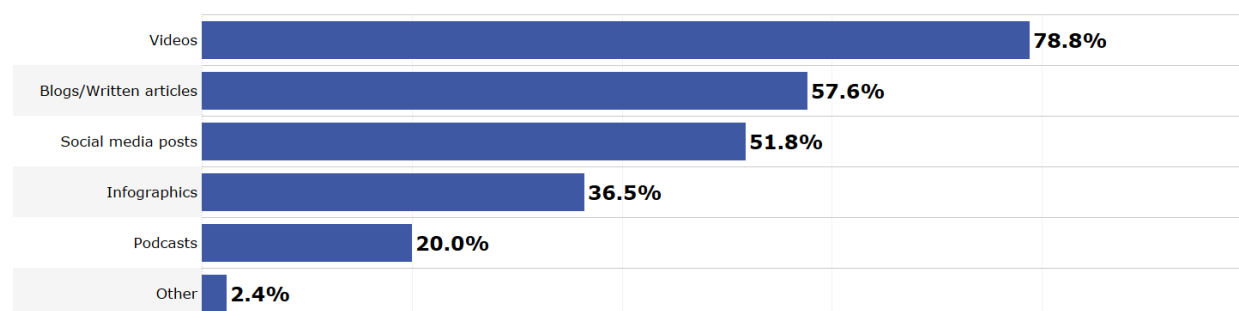
Topics	Responses
Current events, news and politics	23
Anything/everything	16
Culture, music, and art	11

School subjects	8
Don't know/not sure	7
History of the language	5
Opportunities and events	5
Sport	4
Nothing	4
Beauty and fashion	3
Gaelic careers	3
Folklore and stories	2
Mental health and wellbeing	2
Social issues and movements	2
Public information	2
Sports and exercise	2
Hobbies and life skills	2
Grammar support	1
Everyday Gaelic	1
Technology	1
Science	1
Geography	1
Services (general)	1

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

The majority of respondents said they prefer videos. The least common selection was podcasts.

Medium	Percentage
Videos	78.8%
Blogs/Written articles	57.6%
Social media posts	51.8%
Infographics	36.5%
Podcasts	20.0%
Other	2.4%

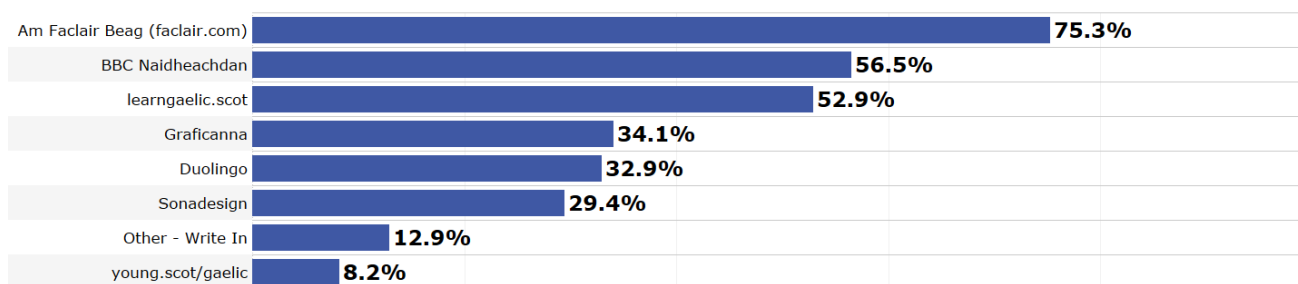This question was multiple choice, therefore the results will not total 100%.

Two respondents selected *Other;* one respondent stated *Google* and the other provided a response that was non-applicable.

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

The most common response was Am Faclair Beag (faclair.com).

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

Am Faclair Beag (faclair.com)	75.3%
BBC Naidheachdan	56.5%
learngaelic.scot	52.9%
Graficanna	34.1%
Duolingo	32.9%
Sonadesign	29.4%
Other - Write In	12.9%
young.scot/gaelic	8.2%

Of those who selected Other, 11 provided a written response, listed below.

Response
Google translate
BBC bitesize
Sabhal Mor Ostaig
Love Gàidhlig Instagram
Comhairle nan leabhraichean
Brochan no Bas. The Daily Gael. Tobair an Dualchais.
Gaelic Instagram
SMO Stor data
Google translate
None
Tobar an Dualchais

What Gaelic opportunities, or online resources do you wish could be created?

There were **53 typed responses** to this question, with three responses categorised as non-applicable. The most common suggestion was for social or community spaces.

Resources/Opportunities	Responses
Social or community spaces	9
Other	8
Social media channels	7
Educational support	4
Music, drama and art (workshops etc)	4
Integration and normalisation on 'mainstream' platforms	4
Don't know/not sure	4
Anything/everything	3
Games	3
Gaelic social media pages	3
None	3
More learning opportunities and resources	2
Modernising and updating existing resources	2
Careers and job roles	2
Gaelic song lyric database	1
Magazines (including online)	1
Gifs, stickers and emojis	1
Signposting to available opportunities and resources	1
Ways to identify Gaelic speakers and businesses	1
Translation tools	1
Informal settings	1

"More opportunity to utilise Gaelic in an informal setting and to bring Gaelic into the mainstream media culture as it can be very stuck in its ways making young people and new learners disengage as the don't feel as connected."

"Communities for young people to speak Gaelic separate from their school and a place to speak Gaelic casually."
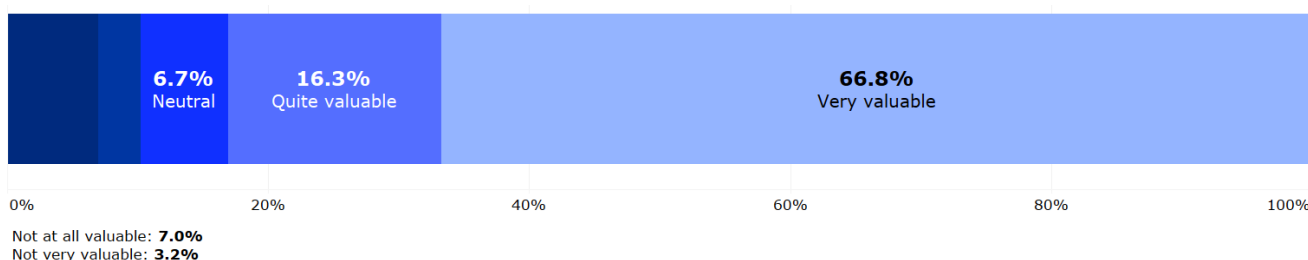
Value of Gaelic Culture, Heritage and Language

All respondents were asked the following questions.

How valuable do you think Gaelic culture and heritage is?

Around two thirds stated that they think Gaelic culture and heritage is very valuable.

	6.7% Neutral	16.3% Quite valuable	66.8% Very valuable

0% 20% 40% 60% 80% 100%

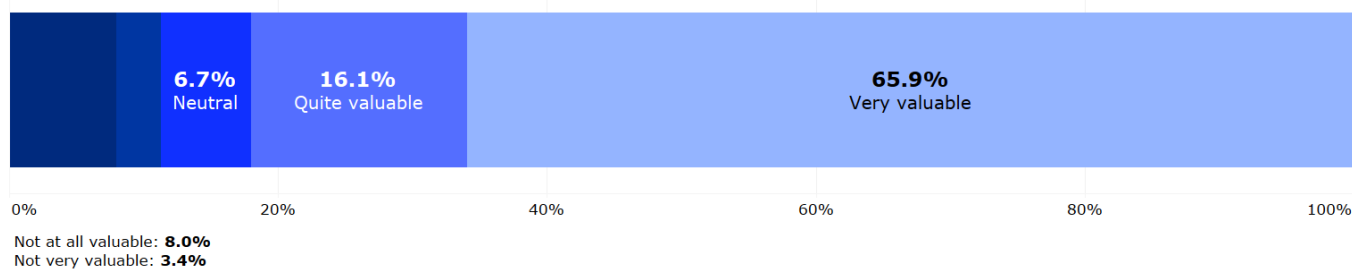Not at all valuable: **7.0%**
Not very valuable: **3.2%**

Respondents in the central belt stated that they thought Gaelic culture and heritage was valuable slightly more than respondents in other local authority groups.

Value	Central Belt	Highlands and Western Isles	Other
Not at all valuable	5.0%	7.0%	8.7%
Not very valuable	3.9%	2.6%	2.8%
Neutral	5.7%	8.7%	6.9%
Quite valuable	15.0%	20.9%	15.9%
Very valuable	70.4%	60.9%	65.7%
Sample	280	115	321

How valuable do you think the Gaelic language is?

Around two thirds stated that they think the Gaelic language is very valuable.

	6.7% Neutral	16.1% Quite valuable	65.9% Very valuable

0% 20% 40% 60% 80% 100%

Not at all valuable: **8.0%**
Not very valuable: **3.4%**

Respondents in the central belt and Highlands and Western Isles stated that they thought Gaelic language was valuable more than respondents in local authorities categorised as "Other".

Value	Central Belt	Highlands and Western Isles	Other
Not at all valuable	5.4%	9.6%	9.7%
Not very valuable	3.2%	0.0%	4.7%
Neutral	6.8%	6.1%	6.9%
Quite valuable	17.9%	16.5%	14.3%
Very valuable	66.8%	67.8%	64.5%
Sample	280	115	321

3. Respondent Demographics

How old are you?

Over half of the respondents (52.8%) were aged 18 or over. The most commonly selected ages were 16 and 17.

Age/ Aois	% response/ % freagairt	Age/ Aois	% response/ % freagairt
11	0.3%	19	7.5%
12	2.8%	20	4.5%
13	2.9%	21	6.4%
14	8.1%	22	6.8%
15	7.4%	23	6.1%
16	13.4%	24	4.7%
17	12.3%	25	7.0%
18	9.6%		

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	Ùghdarras Ionadail	%response/ % freagairt
Aberdeen City	Cathair Obar Dheathain	2.1%
Aberdeenshire	Siorrachd Obar Dheathain	3.8%
Angus	Aonghais	2.4%
Argyll & Bute	Earra-Ghàidheal is Bhòid	2.4%
City of Edinburgh	Cathair Dhùn Èideann	11.6%
Clackmannanshire	Siorrachd Chlach Mhanann	1.0%
Dumfries and Galloway	Dùn Phrìs is Gall-Ghàidhealaibh	2.7%
Dundee City	Cathair Dhùn Dè	1.5%
East Ayrshire	Siorrachd Àir an Ear	0.6%

East Dunbartonshire	Siorrachd Dhùn Breatann an Ear	2.0%
East Lothian	Lodainn an Ear	1.8%
East Renfrewshire	Siorrachd Rinn Friù an Ear	0.7%
Falkirk	An Eaglais Bhreac	3.4%
Fife	Fìobha	6.8%
Glasgow City	Cathair Ghlaschu	11.3%
Highland	A' Ghàidhealtachd	9.8%
Inverclyde	Inbhir Chluaidh	1.1%
Midlothian	Lodainn Mheadhanach	1.5%
Moray	Moireibh	1.5%
North Ayrshire	Siorrachd Obar Dheathain	2.4%
North Lanarkshire	Siorrachd Lannraig a Tuath	5.6%
Orkney Islands	Arcaibh	0.1%
Perth and Kinross	Peairt is Cheann Rois	4.2%
Renfrewshire	Siorrachd Rinn Friù	2.2%
Scottish Borders	Crìochan na h-Alba	1.7%
Shetland Islands	Sealtainn	0.3%
South Ayrshire	Siorrachd Àir a Deas	2.1%
South Lanarkshire	Siorrachd Lannraig a Deas	4.1%
Stirling	Sruighlea	1.8%
West Dunbartonshire	Siorrachd Dhùn Breatann an Iar	1.1%
West Lothian	Lodainn an Iar	2.7%
Western Isles	Comhairle nan Eilean Siar	3.9%

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