



# POPULATION PROFILES:FAMILIES

## 1: THE ESSENTIALS

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**“We must take care of our families  
wherever we find them.”**

Elizabeth Gilbert





## What is a ‘family’?

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### What we mean when we talk about ‘families’

- A mixed age group that includes at least one adult caring for one or more children or young person.
- The group is often connected by partnership, marriage, adoption or guardianship.
- The group is often related genetically through a common ancestor.

## What is ‘family-friendly’?

### What we mean when we talk about arts being ‘family-friendly’

- ‘Family-friendly’ covers activities, venues or ‘products’ designed to be suitable for all age groups with special features that both adults and children can enjoy.
- Content is age-appropriate with care taken around violence, language and adult themes.
- Most family-friendly products avoid marketing solely to children and aim to entertain and engage adults too.

# THE FACTS:

## Families in Scotland

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### Population

- Scotland's population is around **5.3 million**.
- There were **56,000** babies born in Scotland in 2013.
- Scotland's birth rate is **lower** than in England, Wales and Northern Ireland.

### Households

- There are **2.4 million** households - that means an average of 2 people in each home.
- Average household sizes are **falling** – more people are living alone or in smaller households.
- This trend is set to continue over the next 25 years, so the number of households is likely to grow at a **faster rate** than the overall population.
- **Just over half** the children in Scotland are born to single or unmarried mothers – slightly more than other parts of the UK and a trend that has been increasing since the 1980s.

### Age

- In mid-2014, almost **2 in 3** people were of working age; **1 in 5** pensionable age and the rest – **fewer than 1 in 5** – were under 16.
- Scotland's population is ageing. The number of people aged **75+ is up 17%**.
- In the last 10 years, the number of children under 16 has **dropped 3%**.
- Since the mid-1970s, there's been a trend towards women being **older** when they have children.

SOURCE: National Records of Scotland High Level Summary of Statistics Population and Migration Updated April 2015

# BOOKING TRENDS: Family-friendly audiences



It's worth it to engage with family audiences. The numbers stack up. In **2014-15** our trends data shows:

- **55%** book a **month in advance** for family-friendly events; **10% higher** than usual
- **402,592 tickets** sold for family-friendly events
- Family-friendly tickets account for **£3.2 million** in revenue
- Average group sizes are **2.9** for family-friendly events: **25% bigger** than usual
- **8 out of 10** families attend once a year
- **1 out of 10** families attend twice in a year
- Families account for **48%** of tickets and **42%** of revenues

**TOP TIP: families plan...  
get marketing materials out early**

# THE FACTS: Policy in Scotland

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The rights of children are secured by the **United Nations Convention on the Rights of the Child** and in Scotland by the **Children's and Young People's (Scotland) Act 2014**.\*

This is supported by Scottish Government's **Getting It Right For Every Child initiative**, known as **GIRFEC**.

**GIRFEC** aims to improve outcomes for children and young people. It encourages all public services to support the wellbeing of children, young people and their families and works in partnership with them.

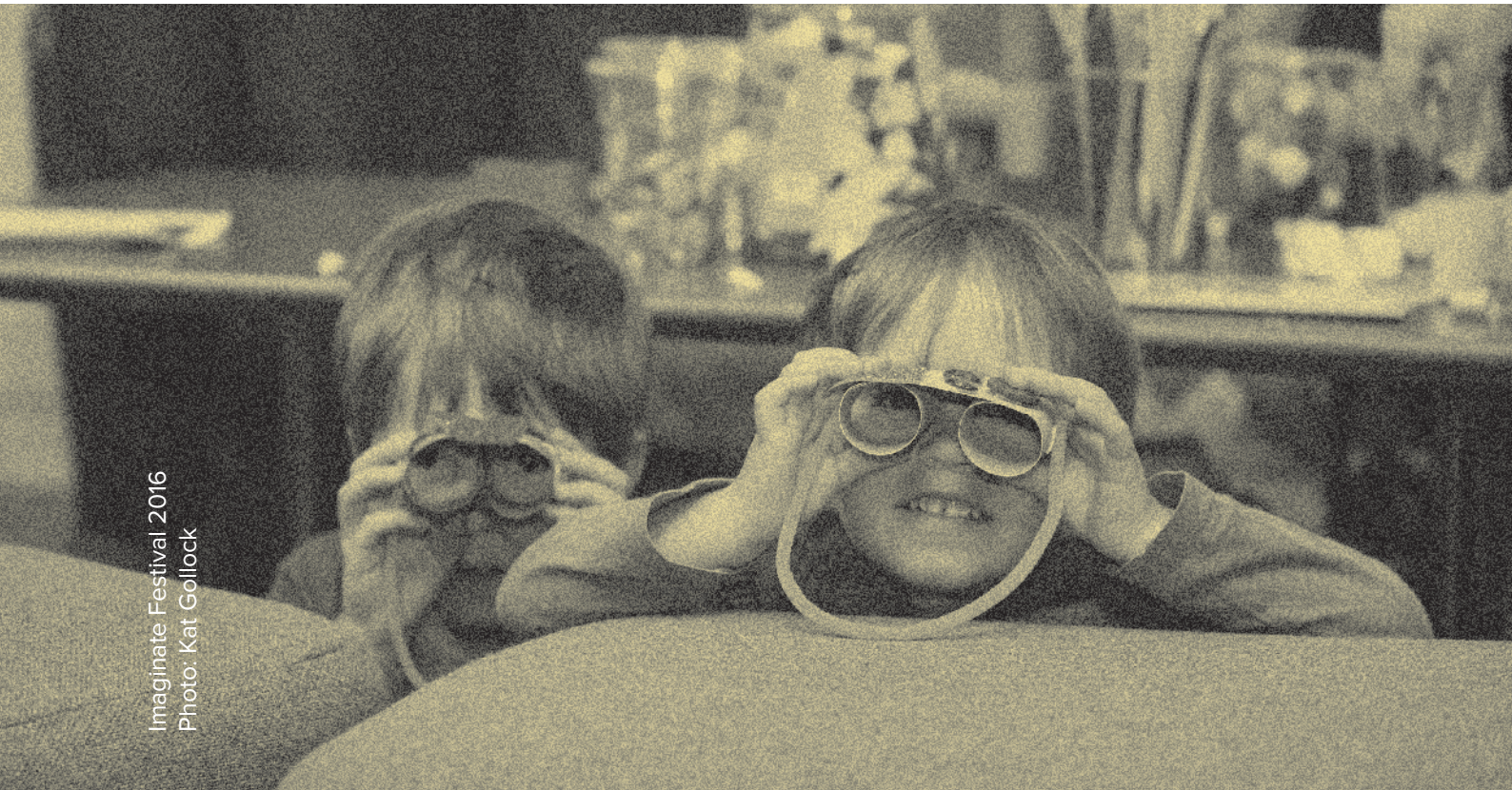


The Letter J - Granddad and Me. Photo: Jannica Honey

#### \* NOTES

These rights in practice are dealing much more with education, health and social care but there is space for cultural access and play to be included because of Article 31.

# What next?



Imagine Festival 2016  
Photo: Kat Gollock

**Culture Republic** can help you target, develop and evaluate your work with family audiences. If you are planning a campaign or seeking to expand your reach, contact us for support and advice.

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