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## Structure of the presentation

*Overview of EU culture statistics*

*Cultural participation as a theme in the ESSnet-culture report*

*Different data sources on culture participation in the EU social surveys:*

- Adult Education Survey/EU-SILC module on social and culture participation
- Survey on the ICT use by households and individuals
- Time Use Survey

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- (Eurobarometer)

## ESSnet-Culture report (2012): main Eurostat's reference for the production of cultural goods and services

### **10 domains:**

*Heritage (museums, historical places, etc.)*

*Archives*

*Libraries*

*Book & Press*

*Visuals arts (plastic arts, design, etc.)*

*Performing arts (music, dance, drama, etc.)*

*Audio-visual & Multimedia (film, radio, TV, video, ..)*

*Architecture*

*Advertising*

*Art crafts*

crossed with **6 functions**: creation, production/publishing, dissemination/trade, preservation, education, management/regulation

Sectors excluded: sport, manufacturing, equipment, application software activities, leisure activities, tourism, natural reserves, zoos and botanical gardens

## Statistical areas developed so far

Cultural employment

Enterprises in cultural sectors

International trade in cultural goods

Cultural participation

Use of ICT for cultural purposes

Households' expenditure in cultural goods

## Main issues and challenges for EU cultural statistics

*Eurostat statistics – should be **harmonised**, comparable between countries, replying to the quality standards*

*but:*

*All culture statistics derived from different EU data collections and surveys (not specific data collections on culture) ⇒ they depend of the periodicity and dissemination calendar of these surveys (some of them are annual but others conducted e.g. every 5 years)*

*Coverage of cultural domains not always assured - related to the level of details of statistical classifications required in different data collections (taking into account a burden of the survey)*

*Some statistical classifications would need more details to capture cultural items (revisions of international classifications being a long process)*

*Digital shift/dematerialisation of cultural goods and practices – e.g. how to capture statistically cultural participation via internet? Impact on trade in tangible goods, etc.*

## DATA SOURCE

### **EU-LFS Labour Force Survey)**

- The biggest EU household survey
- Quarterly and **annual data**
- Classifications used: NACE and ISCO

## CULTURAL EMPLOYMENT

Time series: 2008-2014

with break in 2011 (new classification of occupations ISCO-08 implemented)

### Limitations:

- only paid job (volunteers not included)
- NACE 3-digit and ISCO 4-digit codes not available in all countries

## Scope of cultural employment: the "cultural matrix"

*Both sector of activity (NACE Rev.2) and occupation (ISCO-08) are taken into account:*

*all job holders in a cultural sector are included*

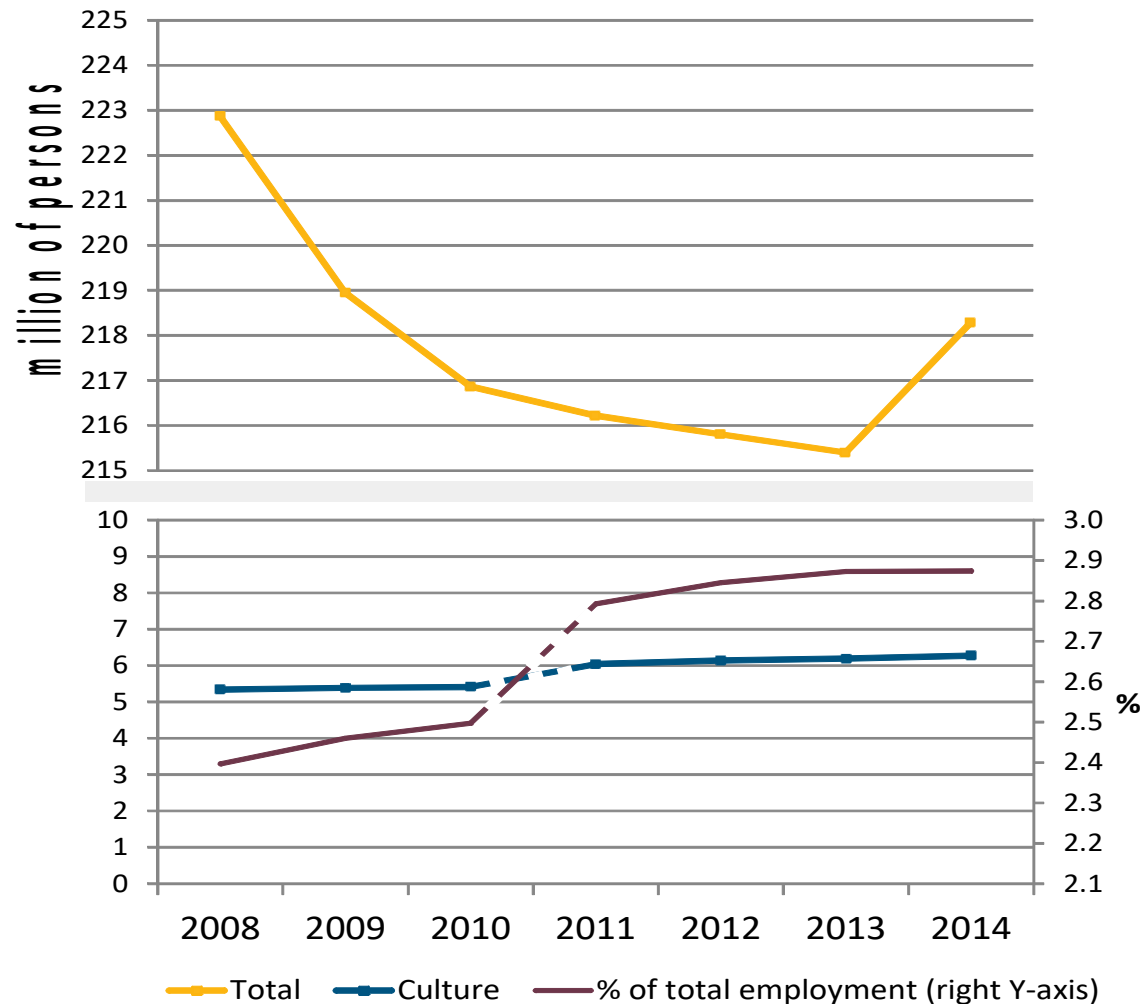
*all workers with a cultural occupation (also outside cultural sectors) are included as well*

		Activities (NACE)	
		Cultural	Non-cultural
Occupations (ISCO)	Cultural	<i>I (e.g. architect in an architecture company)</i>	<i>II (e.g. designer in automobile industry)</i>
	Non-cultural	<i>III (e.g. receptionist at a museum)</i>	<b>NOT IN THE SCOPE OF CULTURAL EMPLOYMENT</b>

*At EU-level, in 2014,  
cultural employment  
estimated as 6.3 million  
persons*

*'Resilience' of the  
cultural sector (2008-  
2014) - see charts nearby*

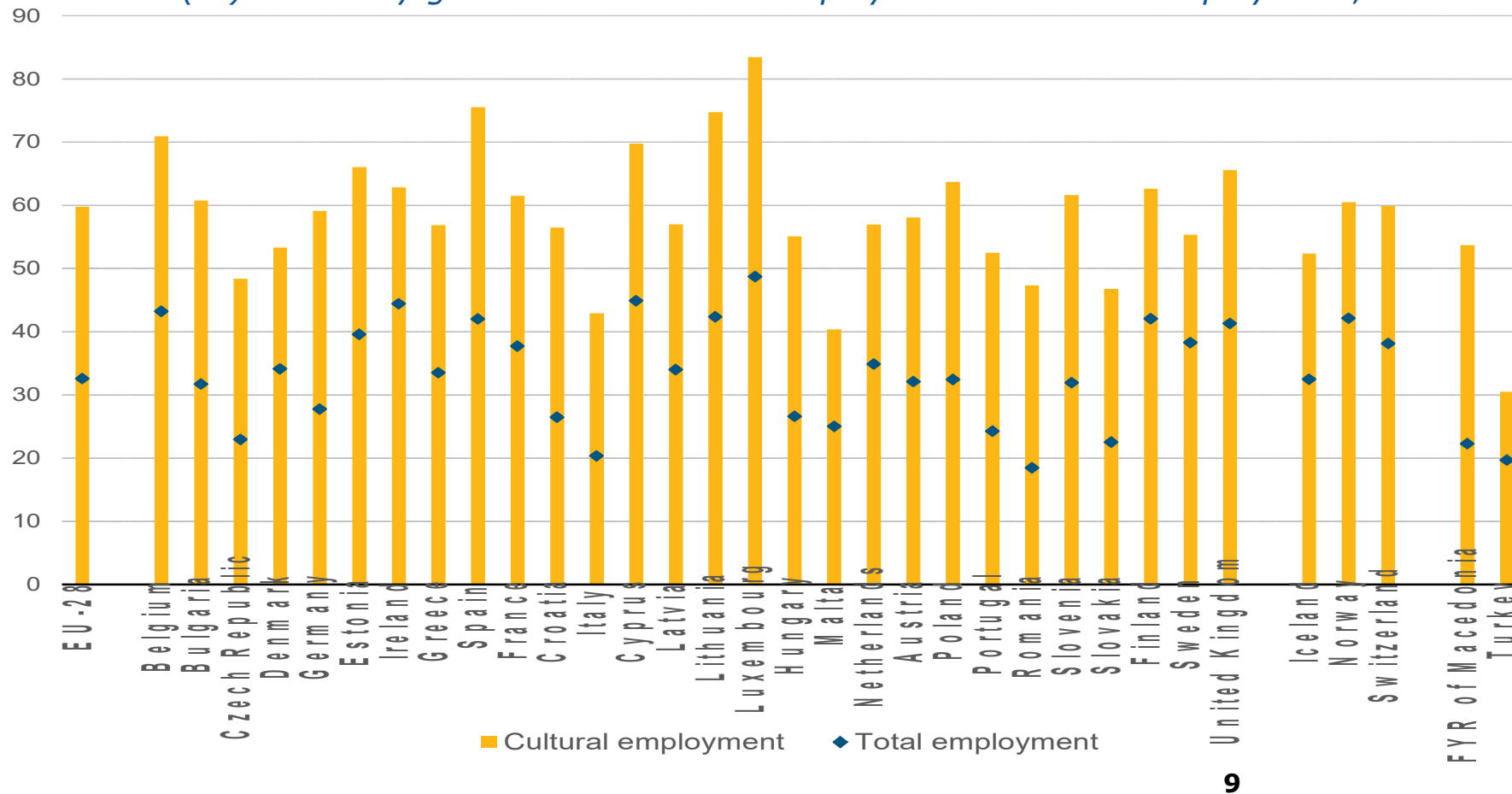
*Employment (mio of persons,  
left Y-axis) in the cultural field  
versus total employment,  
and share of cultural  
employment in total  
employment (% , right Y-axis)*





## High educational attainment in the cultural employment

Share (%) of tertiary graduates in cultural employment vs in total employment, 2014



## DATA SOURCE

### **SBS – Structural Business Statistics** and **BD – Business Demography**

- **Annual data**
- Classification used:  
NACE

## ENTERPRISES IN CULTURAL SECTORS

Time series:2008-2013

Indicators:

- Number of enterprises
- Enterprises' size
- Value added
- Turnover
- Business demography indicators (population of enterprises, survival rate, etc.)

Limitations:

- NACE sectors 90 (*Creative, arts and entertainment activities*) and 91 (*Libraries, archives, museums and other cultural activities*) not (yet) covered by SBS
- many data gaps at NACE 4-digit level

# Scope of cultural business statistics

## Cultural activities available in business statistics

NACE Rev. 2 cultural codes	Description	SBS database	BD database
<b>J58.11</b>	Book publishing	X <sup>(1)</sup>	
<b>J58.13</b>	Publishing of newspapers	X <sup>(1)</sup>	
<b>J58.14</b>	Publishing of journals and periodicals	X <sup>(1)</sup>	
<b>J58.21</b>	Publishing of computer games	X <sup>(1)</sup>	
<b>J59</b>	Motion picture, video and television programme production, sound recording and music publishing	X	X
<b>J60</b>	Programming and broadcasting activities	X	X
<b>J63.91</b>	News agency activities	X <sup>(1)</sup>	
<b>M71.11</b>	Architectural activities	X <sup>(1)</sup>	
<b>M74.1</b>	Specialised design activities	X	X
<b>R90</b>	Creative, arts and entertainment activities		X
<b>R91</b>	Libraries, archives, museums and other cultural activities		X

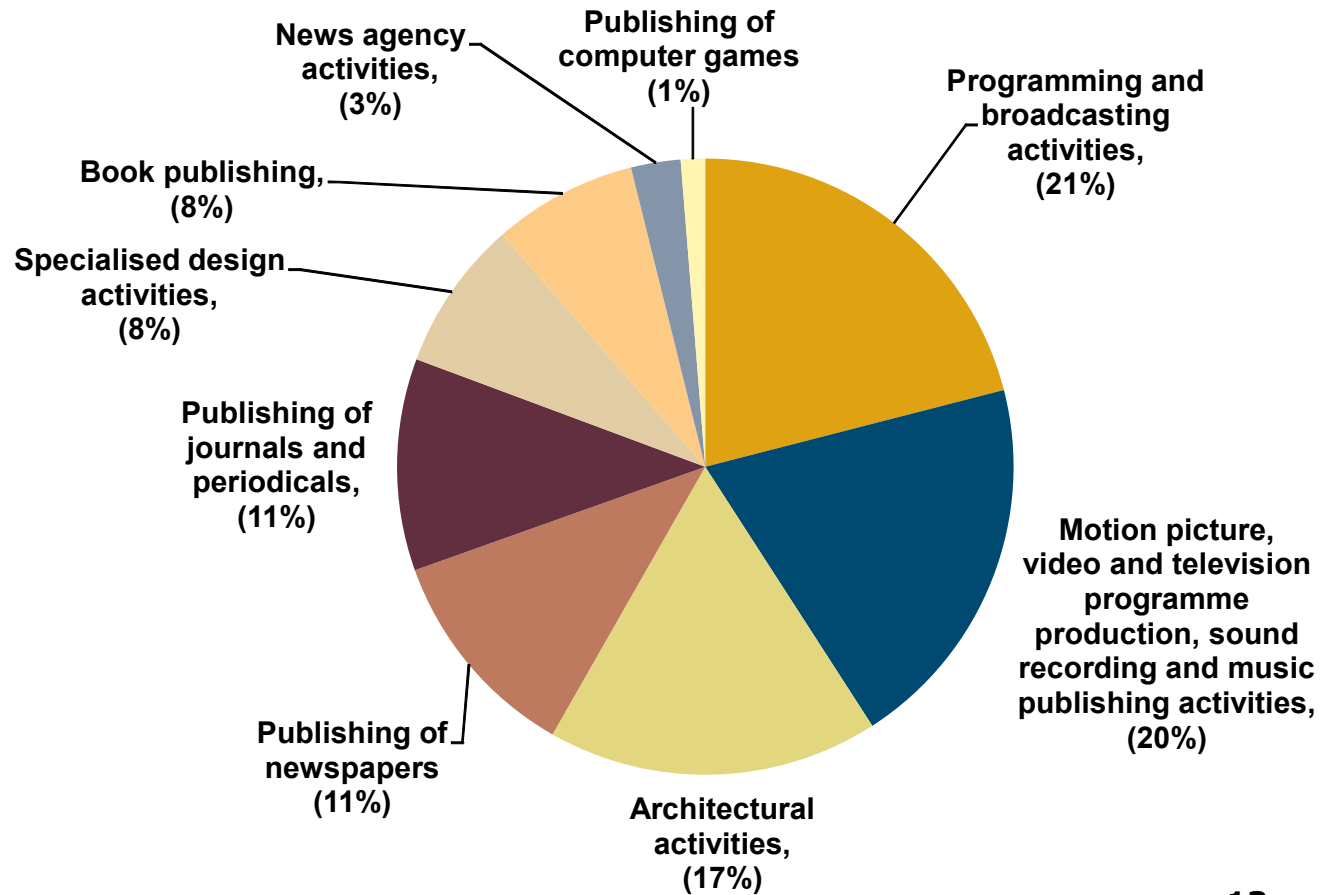
(<sup>1</sup>) Variable 'size class' not available 4 digits NACE breakdown.



***Value added in the c  
sectors***

*as a percentage of services*

## Value added in cultural sectors by detailed NACE activity, EU-28, 2013



## DATA SOURCE

- **Comext** – Eurostat database for international trade of tangible goods
- Periodicity - annual
- Classification used – Combined Nomenclature (CN) at 8-digit of disaggregation
- Trade value in Euro and quantity

## INTERNATIONAL TRADE IN CULTURAL GOODS

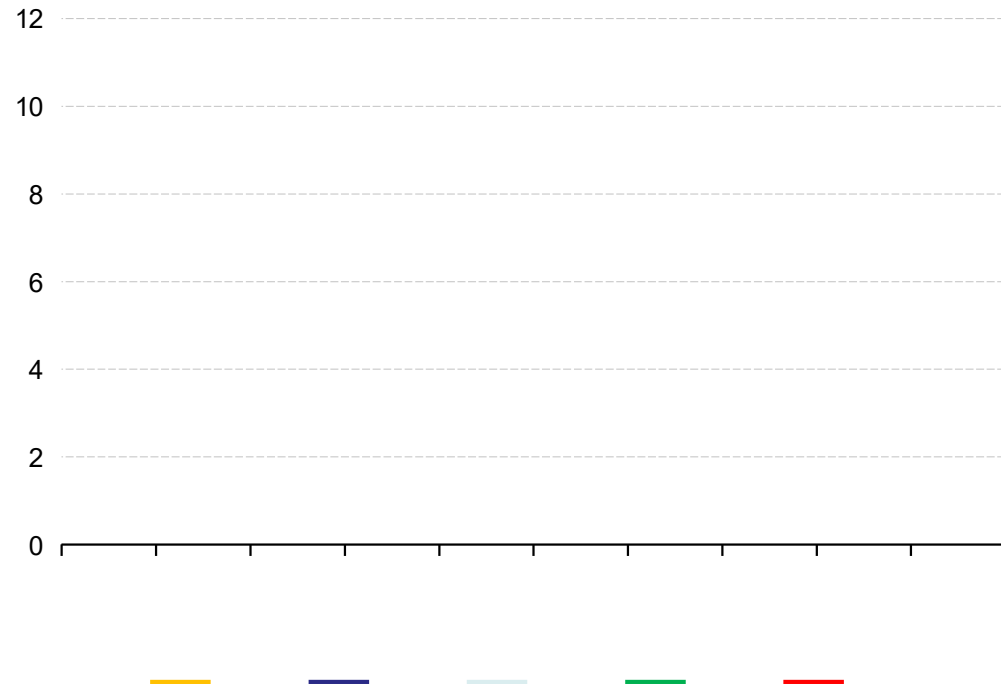
### Cultural goods and services:

- Antiques
- Works of art
- Books
- Newspapers
- Photos and developed films
- Art crafts (embroidery and tapestries)
- Maps
- Architecture plans
- Musical instruments
- Films, video and video games
- CDs and DVDs

## Extra-EU exports and imports of selected cultural goods in million EUR, EU-28, 2004-2014

Exports

Imports



Excluding intra-EU trade.

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## Extra-EU exports and imports of cultural goods by groups of products, EU-28, 2014 (%)

Exports

Imports

*Imports*





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# 10 main partners in extra EU-28 trade of cultural goods, EU-28, 2014

Exports

Imports

## DATA SOURCE

### **Adult Education Survey (AES)**

- special module on social and cultural participation (2007 and 2011)

### **EU Survey on Income and Living conditions (SILC)**

- ad hoc module on social and cultural participation (2006 and 2015)

## **CULTURAL PARTICIPATION**

- AES variables:
  - **READING BOOKS**
  - **READING NEWSPAPERS**
  - **ATTENDANCE:**
    - ✓ Going to cinema
    - ✓ Going to theatres and concerts
    - ✓ Visiting cultural sites
  
- Reference period: last 12 months

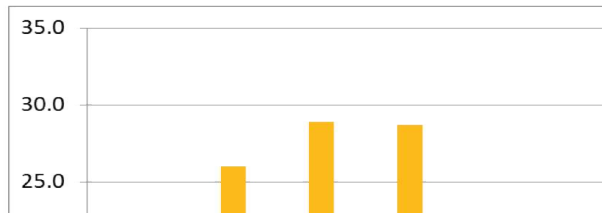
### Limitations:

Modules on voluntary basis (not all the MS included)

but:

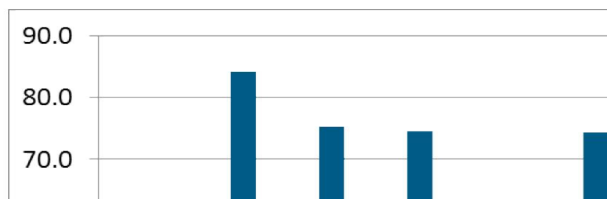
Questions on cultural participation included in the ad hoc module of SILC conducted in all MS in 2015.

## Persons aged in the



## Frequency of going to theatres and concerts in the last 12 months, 2011 (%)

## Persons at least once in the I



## DATA SOURCE

Community survey on ICT usage in households and by individuals (**ICT Survey**)

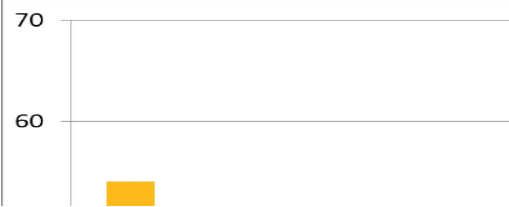
- Time series: 2009-2015
- Annual survey + ad hoc modules

## USE OF ICT FOR CULTURAL PURPOSES

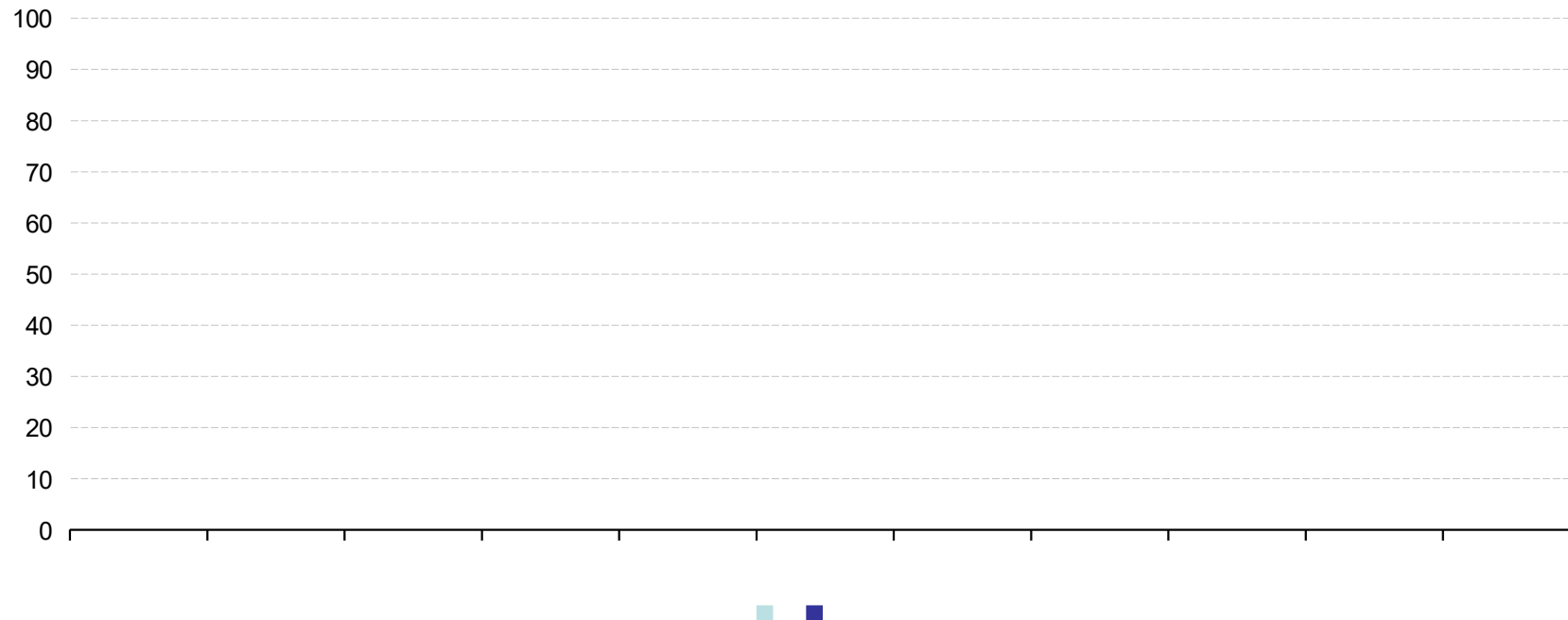
Variables:

- **Using the internet for cultural purposes:**
  - Reading online newspapers and news sites
  - Playing/downloading games, images, films or music
  - Listening to web radio
- **Using the internet for purchasing cultural items:**
  - Films and music
  - Books and magazines
  - Tickets for events
- **Using the internet mobile connection for cultural purposes** (ahm 2012)
- **Using the cloud services for storing and sharing cultural contents** (ahm 2014)

# Use of by



## Use of the internet for reading online news sites, newspapers and news magazines by educational attainment, 2015 (%)





# Use of the internet



## Use of the internet material



## Use of the mobile internet for cultural purposes by educational attainment, EU-28, 2012 (%)

## DATA SOURCE

### Household Budget Survey (HBS)

- Periodicity (every 5 years)-  
2005, 2010, 2015
- Classification used - COICOP  
(Classification of individual  
consumption by purpose)

## PRIVATE HOUSEHOLD EXPENDITURE ON CULTURAL GOODS

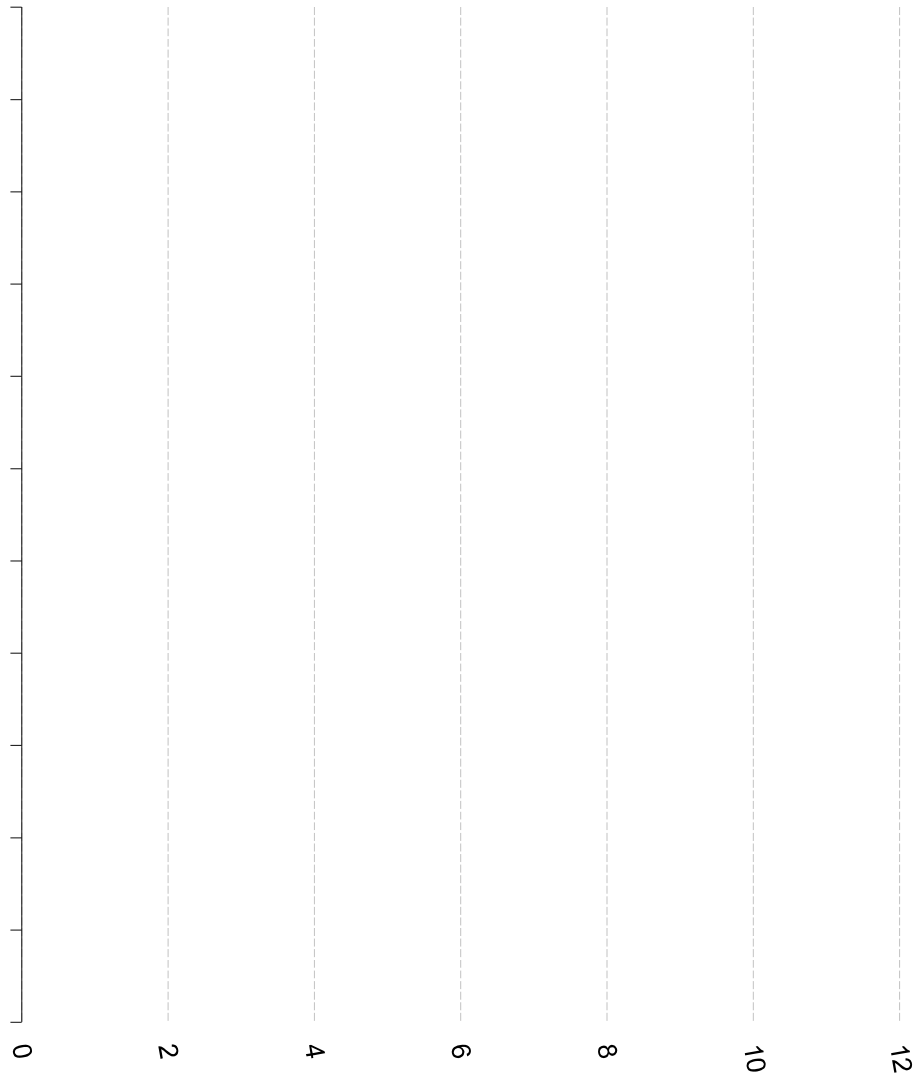
### Cultural goods and services:

- Newspapers and periodicals
- Books
- Cinemas, theatres, concerts
- Museums, libraries, zoological gardens
- CDs, DVDs, discs and video recorders
- Radios, CD-players, tape-players and recorders
- Television sets
- Computers
- Photographic and cinematographic equipment
- Musical instruments
- Stationery and drawing materials
- TV and radio fees and subscriptions
- Services of photographers and performing artists
- Repair of audio-visual, photographic and information  
processing equipment



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# *Household cultural expenditure as a share of total household expenditure, 2010 (%)*



EU estimate does not include the Netherlands.

## Household cultural expenditure by expenditure purpose, EU-28, 2010, (%)

## DATA SOURCE

- Harmonised Indices of Consumer Prices (**HICP**)
- Periodicity - monthly and annual
- Purpose - change over time of the prices of consumer goods and services acquired by households
- Classification used – COICOP (Classification of individual consumption by purpose)

## PRICES OF CULTURAL GOODS AND SERVICES (HICP)

### Cultural goods and services:

- Newspapers and periodicals
- Books
- Cultural services including : Cinemas, theatres, concerts; Museums, libraries, zoological gardens; Television and radio fees and hire of equipment and accessories for culture; and Other cultural services
- CDs, DVDs, discs and video recorders
- TV sets, radios, CD-players, tape-players and recorders
- Computers



## Harmonised indices of consumer prices for selected cultural goods and services, EU-28, 2005–14 (2005=100)

Cultural services includes: Cinemas, theatres, concerts; Museums, libraries, zoological gardens; Television and radio fees and hire of equipment and accessories for culture; and Other cultural services.

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## Dissemination of Eurostat statistics on culture

*Specific domain CULTURE in Eurobase – on Eurostat public website, with data on employment, business, international trade, private expenditure, participation)- <http://ec.europa.eu/eurostat/web/culture/statistics-illustrated>*

*Several articles ("Statistics explained") on different topics related to culture <http://ec.europa.eu/eurostat/statistics-explained/index.php/Category:Culture>*

*Statistical book "Cultural statistics" – published in July 2016 (continuation – to a larger extent - of series of "pocketbooks on cultural statistics" 2007 and 2011).*



## II. Cultural participation according to the ESSnet-Culture final report (2012)

*ICET conceptual model:*

*Information*

*Communication and community*

*Enjoyment and expression*

*Transaction*

*Proposals for the variables and the questionnaire*

### III. Different data sources on culture participation in the EU social surveys

- Adult Education Survey/EU-SILC module on social and cultural participation
- Survey on the ICT use by households and individuals
- Time Use Survey

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➤ Household Budget Surveys  
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➤ (Eurobarometer

## AES 2011 and EU-SILC ahm 2015

### *Cultural activities covered:*

- ✓ Reading books – AES 2011
- ✓ Reading newspapers – AES 2011
- ✓ Going to cinema – both surveys
- ✓ Attending live performances – both surveys
- ✓ Visiting cultural sites – both surveys
- ✓ Practice of artistic activities – EU-SILC ahm 2015

## AES 2011 and EU-SILC ahm 2015:

- Reference period for both surveys: the last 12 months
- Target population: AES: 25-64-year-olds, EU-SILC: 16+
- Common variables: going to the cinema, attending live cultural performances, visiting cultural sites

- Different categories of frequency of visit/attendance:

### AES 2011

- ✓ 1 to 6 times
- ✓ More than 6 times
- ✓ Never

### EU-SILC ahm 2015

- ✓ At most 3 times
- ✓ More than 3 times
- ✓ Never

## EU-SILC ad-hoc module 2015

*2015 special module on social and cultural participation*

*Conducted in all EU Member States*

*Covered population – 16 years old and over*

*Reference period – the last 12 months*

*Attendance to + practice of cultural activities*

*Reasons for not participating*

## EU-SILC ahm 2015

### *Active cultural participation:*

- *Playing an instrument, composing music, singing, dancing, making photographs/video, drawing, painting, carving or doing other visual arts, writing poems/short stories/fiction, etc.*
  - Performed as a hobby, not as professional activity
- ✓ Frequency of usual practice: daily, every week (not every day), several times a month (not every week), once a month, at least once a year (less than once a month), never

### *Reason for not participation:*

- ✓ cannot afford it
- ✓ lack of interest
- ✓ no cinema/live performance/cultural site nearby
- ✓ other reasons

# Survey on the ICT use by households and individuals

*Annual survey:*

- **Using internet for cultural purposes:**
  - Reading online newspapers and news sites
  - Playing/downloading games, images, films or music
  - Listening to web radio
  
- **Using internet for purchasing cultural items:**
  - Films and music
  - Books and magazines
  - Tickets for events

## Specific modules:

- Using internet mobile connection for cultural purposes (ahm 2012)
- Using cloud services for storing and sharing cultural contents (ahm 2014)



## **HETUS (Harmonised European Time Use Survey)**

about the amount of time spent doing various activities

*Conducted on a gentleman agreement*

*Every +/- 10 years*

*Wave 2000: 15 European countries, Belgium – 2006*

*Filling diaries (for every 10 minutes)*

*Activity coding list - hierarchical with 3 levels; HETUS database - aggregates at 2-digits*

*2010 wave data (Belgium 2011/2012) - should be available soon*

## HETUS (Harmon

- Indicators on c
- ✓ Time spent: m



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## HETUS – Cultural codes in the activity coding list

### Item 2 Study

...

22 Free time study

**221** Free time study (?)

...

### Item 3 Household and family care

...

33 Making and care for textiles

...

**333** Handicraft and producing textiles (?)

...

38 Childcare

...

**383** Reading, playing and talking with the child (?)

...

### Item 5 Social life and entertainment

...

52 Entertainment and culture

**521** Cinema

**522** Theatres and concerts

**523** Art exhibitions and museums

**524** Library

...

**529** Other or unspecified entertainment and culture

...

## Another source of information: special **EUROBAROMETER** surveys

*not a statistical survey! – a public opinion poll*

*devoted to culture:*

- EB 278 – 2007: European cultural values
- EB 399 – 2013: Cultural access and participation

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### ***Comparison AES 2011 and EB 399/2013:***

*Target population:*

- ❑ EB 2013 – 15 years old and over
- ❑ AES 2011 – 25-64 years old

*"Cultural focus":*

- ❑ EB 2013 – specifically devoted to culture
- ❑ AES 2011 – additional to the core questionnaire

### *Time lag (2011-2013)*

#### *Sample size:*

- ❑ EB 2013 - approx. 1000 per country
- ❑ AES 2011 - much more larger samples

#### *Att.: wording of the questions , e.g. on cultural activity "Reading books":*

- AES 2011 – "Approximate number of books read in the last 12 months"
- EB 2013 – "How many times in the last 12 months have you read a book?"



*Thank you  
for your attention!*

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