

Culture statistics, 2019 edition: a publication by Eurostat

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Statistics on culture in the European Union

Article 167 of the Treaty on the Functioning of the European Union reads: 'the EU shall contribute to the flowering of the cultures of the Member States, while respecting their national and regional diversity and at the same time bringing the common heritage to the fore'.

Culture has the potential to play an important role in making the European Union stronger and more democratic, bonding European citizens by providing a sense of identity, while contributing to individual well-being, social cohesion and inclusion. Furthermore, the cultural and creative sectors are increasingly viewed as drivers of economic growth and a source for job creation. The EU supports these objectives through the Creative Europe programme¹, as well as a number of policy actions set out in successive work plans for culture (the latest covering the period 2019-2022).

The production of reliable, comparable and up-to-date culture statistics, which are the basis for sound cultural policymaking, is also identified as a priority.

In 2007 for the first time, Eurostat published a pocketbook containing comparable data relating to culture available within the European Statistical System. That pocketbook was published under the tile of *Culture statistics*, and since then it has become a key reference for EU data on culture.

The 2019 edition², the latest available, strongly relies on the European framework for

cultural statistics developed by the ESSnet³-CULTURE and described in its final report (2012)⁴. All the information concerning the data, sources, methodologies and dissemination are presented in the Guide to Eurostat culture statistics – 2018 edition⁵. It comprises a broad set of comparable data related to culture available in the EU, EFTA (the European Free Trade Association) and enlargement countries. It is built on nine chapters which cover the following areas:

- ▶ cultural heritage
- ▶ culture-related education
- ▶ cultural employment
- ▶ cultural enterprises
- ▶ international trade in cultural goods
- ▶ cultural participation
- ▶ use of information and communication technologies (ICT) for cultural purposes
- ▶ household expenditure on culture
- ▶ government expenditure on culture.

Eurostat also makes *Culture statistics* available as an on-line dynamic publication, with constant updates as new data become available⁶.

The following section presents selected data available in the publication (with the most recent update, and from the 27 EU member states), from four cultural domains: employment, participation, use of ICT, government expenditure. The purpose is to provide some examples of the contents of the publication, the approach and available charts and tables.

¹ <https://culture.ec.europa.eu/creative-europe/about-the-creative-europe-programme>

² <https://ec.europa.eu/eurostat/web/products-statistical-books/-/ks-01-19-712>

³ https://ec.europa.eu/eurostat/cros/content/introduction-essnet-programme_en

⁴ https://ec.europa.eu/assets/eac/culture/library/reports/ess-net-report_en.pdf

⁵ <https://ec.europa.eu/eurostat/web/products-manuals-and-guidelines/-/ks-gq-18-011>

⁶ The on-line dynamic publication is available at: https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Culture_statistics

Employment in the cultural sectors

Data on cultural employment are derived from the EU labour force survey (EU-LFS). Cultural employment includes all persons working in economic activities that are deemed cultural (following the statistical classification of economic activities in the European Community - NACE Rev. 2), and persons with a cultural occupation (defined by the international standard classification of occupations -ISCO), irrespective of whether they are employed in a non-cultural economic activity.

In 2020, there were 7.2 million people in cultural employment, 333,000 more than in 2015, equivalent to an overall increase of 5%. Cultural employment represented 3.6% of total employment both in 2015 and in 2020.

In comparison with 2019, in 2020 (under the COVID-19 pandemic), cultural employment in the EU decreased by 195,000 persons. It was a fall of 2.6% compared with 1.3% reported for total employment.

As shown in the following chart, the highest decreases were observed in the sectors of

'Creative, arts and entertainment activities' (NACE 90) and 'Motion picture, video and television programme production, sound recording and music publishing activities' (NACE 59).

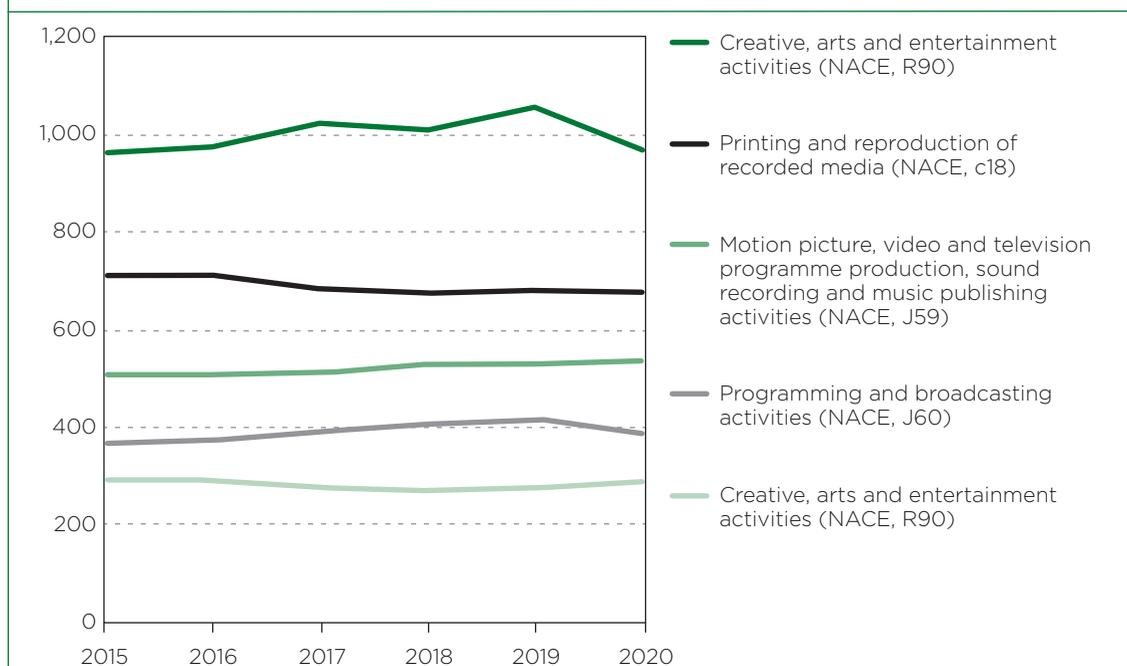
Cultural participation

Data on cultural participation are based on the results of the 2015 ad-hoc module on social and cultural participation, part of EU statistics on income and living conditions (EU-SILC).

The cultural activities covered include going to the cinema, attending live performances, visiting cultural sites and practising artistic activities (e.g. playing a musical instrument, singing, dancing or painting).

In 2015, 62.6% of the EU adult population (aged 16 years or over) reported that they went to the cinema, attended a live performance (theatre, concert, cultural events, etc.) or visited a cultural site (museum, historical monument, art gallery, etc.) during the previous 12 months. As shown by the following map, the highest levels of cultural participation

FIGURE 1. CULTURAL EMPLOYMENT IN THE CULTURAL SECTORS (By selected NACE Rev. 2 activity) EU, 2015-2020 (thousands)



Source: Eurostat. (online date code: cult_emp_n2).

Use of ICT for cultural purposes

Over the years, ICT have become the most common way of accessing culture for large parts of the society throughout the EU. Data on the use of the Internet for selected cultural consumption are available via the annual Community survey on ICT usage in households and by individuals.

In 2020, one of the most popular purposes of using the Internet was for activities related to culture. 74% of Internet users in the EU used it to 'watch Internet streamed TV or videos'. Other popular cultural activities were 'reading online news sites/newspapers/news magazines' (72%, 2021 data) and 'listening to music (e.g. web radio, music streaming) or downloading music' (61%, 2020 data).

In the following chart, the evolution between 2016 and 2021 is analysed for selected online cultural activities by socio-demographic dimensions. Compared to 2016, the share of people using the Internet for reading news content among those living in the city increased by 2 percentage points (p.p.) and reached 76%

in 2021. Among people who lived in rural areas, this share increased by 4 p.p., reaching 69%.

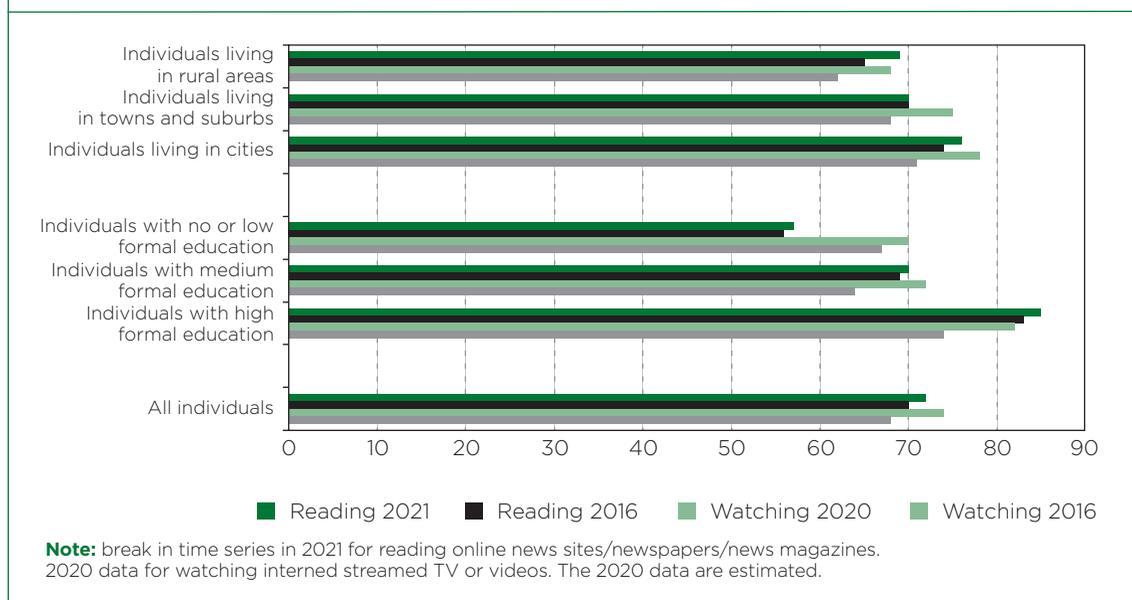
The popularity of online cultural activities has increased in all groups of Internet users broken down by level of education. However, the increase was moderate for reading news content, ranging from 1 to 2 p.p. in the three groups. On the contrary, the growth rate of online video watching was significantly greater.

Government expenditure on cultural, broadcasting and publishing services

Government expenditure on cultural, publishing and broadcasting services is part of the data collection exercise on Government Expenditure by the Classification of Functions of Government (COFOG).

In 2020, across the EU, approximately 1% of total general government expenditure was allocated to cultural services and around 0.4% was devoted to broadcasting and publishing services.

FIGURE 3. USE OF THE INTERNET FOR WATCHING INTERNET STREAMED TV OR VIDEOS AND READING ONLINE NEWS SITES/NEWSPAPERS/NEWS MAGAZINES, BY SOCIOECONOMIC CHARACTERISTICS, EU, 2016 AND 2021 (% among people aged 16-74 years who used the Internet in the previous 3 months)



Source: Eurostat. (online date code: isoc_ic_ac_i).