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Culture and Leisure Statistics

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1. Introduction

Culture is expressed through a variety of media and forms. The variety of expressions is multiplied by the diversity of population groups within a country. Culture statistics can be measured from different aspects, and on a variety of products, for each cultural community. Many approaches to measuring cultural outputs and consumption have been suggested over the years. Some of them are applicable only for certain types of societies and others have a more global approach. Globalization and inequity in wealth and disposable income have increased the discretionary spending on culture. As a consequence of the increase in wealth, the variety of cultural goods has expanded and become an essential part of the economic cycle. Culture can take the form of a tangible good or an abstract, intangible form.

Some aspects of leisure activities - such as visiting museums, reading a book or watching a film - interact with cultural activity consumption and are part of the economic cycle of production and consumption. Other leisure activities - such as sport activities - are loosely linked to the cultural economic cycle. Some cultural products are consumed as part of leisure activities. Culture and leisure activities are inter-related. Separate measurement, with clear definition of the exact activities included in each domain, is needed in order to avoid duplications.

Collecting data on cultural outputs and consumption depends on the capacity of a country to allocate resources and national priorities.

The UNESCO Institute for Statistics produced a draft of the “2009 UNESCO Framework for Cultural Statistics” (FCS) in December 2008. The draft was distributed among various countries for comment. The FCS seeks to provide a pragmatic approach to measuring cultural activities. This draft is a revision of the previous FCS published by UNESCO in 1986.

This paper summarizes the proposed FCS draft proposal on the content, definitions, classifications and optional data sources of cultural statistics and the requirements of national data systems for their application. It also summarizes current culture and leisure statistics in Israel.

2. Concept

The perception of a country’s cultural assets and accomplishments is rooted in national traditions and behaviour. In many instances they are specific to ethnic sub-groups within the country and need to be sub-categorized according to ethno-cultural resources. Some cultural assets have values that have no quantified application and therefore have no expression in the measurable outputs or achievements of the economic activity of the country; neither in input/output statistics nor in statistics of consumption of goods or services.

Cultural statistics relate mostly to governance and management of cultural assets, the promotion of cultural heritage and arts, and the ownership of the organizations engaged in cultural industries. The

business sector is concerned with the sales aspects of cultural products and consumption of cultural products and services.

Frameworks defined by countries for their cultural statistics were hampered by three factors: (1) national/ethnic aspirations; (2) feasibility (data availability); and (3) political considerations.

Collection of cultural statistics generally lags behind the development of frameworks. Cultural statistics deficiencies result from structural and operational challenges. Countries where the statistical office is deeply involved in developing a framework have richer and more reliable data.

The UNESCO FCS proposal integrates the possible and agreed-on components of a measuring culture. Three main dimensions associated with measuring the culture economy were addressed: (1) the scope of culture (culture economy); (2) the governance mode (public-private); and (3) the degree of institutionalization (formal-informal). The logic behind the FCS' new revision is based on three main components: (1) the breadth and depth of the cultural sector; and (2) the tools of measuring culture and international comparative assessments.

There is no consensus between professionals, researchers and policy makers on a single agreed-on definition of culture. However, identifying which sectors should be fully included and which should only be partially included is essential to assessing and measuring the cultural sector.

Three main aspects should be considered when dealing with what constitutes the cultural sector: a) Symbolic values that may be opposed to economic values (some products have only a cultural dimension, while others have only a cultural end-use). b) The creative aspect (creative industries) (Companies within the creative industry may not be creative. There is always confusion between the terms creative industry and culture industry). c) A cultural domain is comprised of a number of industries and may include formal, informal, commercial and social activities.

The sectoral approach looks at culture as an inter-related set of activities that deal with either production or distribution. The domain approach perceives culture as a broad concept that covers more than the economic, market-related activity; it and includes non-formal and amateur activities as well.

The Cultural Cycle model or the Cultural Production Chain looks at the Supply and Demand chain and allows the incorporation of a dissemination link into the cultural chain. The main challenge for a robust framework is to be comprehensive, and cover the entire universe of cultural activities.

UNESCO's 'Cultural Cycle' or the 'Culture Production Chain' is an abstract analytical aid for thinking. The chain is composed of seven links, which depict supply and demand as end-points:

- Creation
- Production
- Dissemination
- Exhibition
- Consumption
- Preservation
- Education

The core domains related to cultural productive industries' activities are:

- Cultural and Natural Heritage;
- Performance and Celebration;
- Visual Arts, Crafts, and Design;
- Books and Press
- Audio-visual and Digital Media

Other domains fall between cultural and leisure activities:

- Sport and recreation, gambling, toys and games, and tourism
- Interactive media and software
- Printing
- Museums, archives and libraries

The UNESCO FCS draft proposes a model with core domains and expanded domains (see Appendix 1 for the proposed two-stage, theoretical, analytical scheme for the FCS). The model covers the entire cultural chain, services and goods produced by the cultural industries and all elements of participation in cultural activities.

The application of the model to actual measuring and producing statistics is based on the economic view or indirect measurement of the sector. The economic activity branch is divided into three main sectors with regard to culture, cultural industries, craft industries and non-cultural industries. Occupations are divided into two main groups, cultural occupation and non-cultural occupation.

The shaded areas in the table below represent the activities and occupation that are included in the cultural sector. Models of indirect measurement, which were applied to other sectors, were used for the cultural sector. Use of standard taxonomies such as the “International Standard Industrial Classification” and the “Central Product Classification” are an important tool to enhance feasibility of indirect measuring of the sector.

	Cultural industries	Craft industries	Non-cultural industries
Cultural occupations			
Non-cultural occupations			

Some elements of the sector - such as participation in cultural activities and consumption of cultural goods - can only be measured through direct data collection. A limitation of the economic view is that it does not fully incorporate various activities such as intangible expressions of heritage, and amateur cultural activities, into the framework

3. Definitions and classifications in Israel’s statistics

- i. Cultural heritage – museums, archives, historical monuments, archeological excavations – their restoration and preservation.
- ii. Literature and other printed matter – libraries, books, newspapers and magazines (excluding school libraries and textbooks).

- iii. The performing arts – theater, dance, music and entertainment; purchase of musical instruments, and equipment for playing and listening to music.
- iv. Plastic and visual arts – painting, sculpture and other arts; art galleries.
- v. Cultural goods and services– based on the CPC classification.
- vi. Cultural industries - based on the ISIC classification.
- vii. Intangible heritage – customs and traditions.
- viii. Traditional knowledge – traditional life skills and ethnic myths and legends.
- ix. ISIC - International Standard Industry Classification.
- x. ISCO - International Standard Classification of Occupations.
- xi. CPC - Central Product Classification.

4. Culture and sports statistics in Israel

Culture statistics in Israel are mainly obtained through direct data collection from cultural organizations and cultural businesses. The proposed economic view approach suggested by UNESCO has not been applied and has never been used in the past. Some of the suggested approach requirements are that detailed CPC, ISCO and ISIC codes be available, which was not always the case in the past. In the case of sample surveys, detailed classification is subject to reliability issues due to the size of the sample and its ability to reliably represent a small sector such as the cultural sector.

Culture statistics are generated as part of the National Accounts system. The statistics on household expenditure on culture, recreation and sports are extracted from the Household Expenditure Survey. Another important source for the sector's statistics are the "Business Surveys" from which businesses are extracted whose main activity is in the "culture, recreation and sport" activity branch, using the ISCO and CPS classifications. However this relates only to the outputs of businesses whose **main activity** is classified within the branch.

Statistics on the activities of non-profit organizations (Culture, Sports and Leisure Organizations) are obtained from a survey of non-profit organizations, which are classified by their **main activity**. The last survey was carried out in 2004.

4.1 The film industry – statistics are collected from administrative sources:

- a. The Film Censorship Board – an annual report on the number of full-length films viewed by the Board and the number approved for distribution in the country, by country of production.
- b. The Association of Movie Theaters – number of screens, number of seats and the number of tickets sold (this statistic excludes the *cinematheques*).

4.2 Museums – Statistics collected from a survey conducted by the Ministry of Science, Culture and Sports which includes 52 official museums (out of 54 official museums in the country). The Ministry of Science, Culture and Sports conducts a survey on the number of admissions (paid and free) to national museums.

Data on culture and leisure activities was also obtained by direct data collection through household surveys conducted by the Central Bureau of Statistics. Surveys specifically oriented for culture and leisure statistics and general surveys with culture and leisure components were carried out in the past.

- Public Libraries (2000)
- Reading, Leisure and Sports Activities (1999)
- Daily Newspapers and Magazines Published in Israel (1998)
- Books Published in Israel (1996)
- Time Use (1991)

4.3 National Expenditure on Culture, Recreation and Sports - a satellite account of the National Accounts system has been produced annually since 1990 and is the only consistent and up-to-date data on culture statistics currently available. The 2007 results were recently published.

4.4 Non-Profit Organizations – the survey is conducted periodically, with the last one being conducted in 2005. Statistics on non-profit organizations, mainly on their financial flows, affiliations and manpower, is collected from all non-profit organizations. Statistics on the non-profit organizations whose main activity is in the culture, recreation and sports sector can be extracted from the survey results.

Unlike the national expenditure statistics that are produced annually, other statistics on culture and leisure activities are collected at different intervals and on various subjects. Inconsistency of data collection systems and inconsistency in periodicity are the main deficiencies of these statistics.

Recently the Central Bureau of Statistics in Israel has begun developing a framework for producing statistics on culture, recreation and sports activities. The core strategy is to extract data from administrative sources and from a variety of general surveys to establish an on-going system that will portray these activities in the country. A library survey is currently in its first planning stages. These steps should eliminate some existing deficiencies and enrich the available data.

5. Highlights of culture statistics in Israel

5.1 National expenditure on culture, recreation and sports: In 2007, the national expenditure on culture, recreation and sports amounted to 5.5% of the GDP. Household expenditure was 84.4% of the total national expenditure on culture, recreation and sports. 60% of the household expenditure was on culture consumption: plays, movies and concerts.

Expenditure by domain

9.4%	Cultural heritage
21.5%	Music and performing arts
22.6%	Radio, television, cinema and photography
10.2%	Socio-cultural activities
23.7%	Sports, games, computers and Internet
5.8%	Nature and environment
1%	Administration
4.9%	Fixed capital formation

5.2 Culture, recreation and sports by Non-Profit Organizations: in the year 2004, 2025 non-profit organization (out of 8,193) had as their main activity culture, recreation and sports.

<u>Budget sources distribution</u>		<u>Expenditure by type of activity</u>	
21%	Government support	45%	Labour expenses
43%	Service sales	47%	Current purchasing
31%	Donations	5%	Amortization
4%	Income from financing	2%	Transfers

5.3 Films: 218 new films were screened in Israel in 2007, 21 of which were locally produced. 48 film theaters operated in Israel in 2007; they contained 44,911 seats and sold 9,142,474 tickets.

5.4 Museums: in 2005 there were 52 national museums in Israel. They had 2,338,650 visits, of which 535,281 were free of charge.

6. Summary

Culture and leisure statistics are still an embryonic and loosely explored subject. Efforts have been made throughout the years to formalize the ways and methods of measuring and quantifying the subject in a multinational, multicultural and agreed-on mode. UNESCO took upon itself the responsibility of developing a framework which would make possible the production of comparable national statistics. The main challenge of developing such a model is the need to respond to various specific national needs and practices which may be irrelevant in other societies. The need to respond to the variety of cultural expressions and components on one hand, and the effort to have a feasible system that will be built on existing data sources on the other, is a complicated task. Countries have tried for some time to develop a framework for cultural statistics with only some success. In Israel the efforts were channeled to finding administrative sources which can provide statistics on culture and leisure activities. The direct data collected was usually a one-time effort for a specific purpose which was not duplicated in the years after due to either priority or methodological issues.

Extracting culture statistics from general data sources only provided the expenditure aspects of the sector. Rarely was data extracted in order to quantify the production, labour force or the quantity consumed. These resulted in limited knowledge of the changes in the sector's performance over the years.

Lately the Central Bureau of Statistics has started to explore the option of using new data sources. It is hoped that the UNESCO framework will provide a feasible model to develop cultural and leisure statistics with a more comprehensive approach and contribute to the expansion of culture statistics in Israel.

8. References

- (1) Recommendations Concerning the International Standardization of Statistics on the Public Financing of Cultural Activities, *adopted on the report of programme commission V at the thirty-seventh plenary meeting (October 27, 1980)*
- (2) System of National Accounts 1993, *Commission of European Communities, International Monetary Fund, Organization for Economic Co-operation and Development, United Nations and World Bank*
- (3) The 2009 UNESCO Framework for Cultural Statistics, Draft, UNESCO, Institute for Statistics, First edition, December 2007.
- (4) Israel Statistical Abstract, 2008, Central Bureau of Statistics.

Appendix 1

Proposed domain and activities for a revised framework for cultural statistics

CORE CULTURAL DOMAINS					RELATED DOMAINS
A. Cultural & Natural Heritage 1. CORE -Museums -Built environment -Archaeological sites -Art galleries -Libraries and archives -Natural environment	B. Performance & Celebration 1. CORE -Performing arts -Music, live music performances, recording music market -Festivals, feasts and fairs	C. Visual Arts, Crafts & Design 1. CORE - Fine arts -Crafts -Design	D. Books & Press 1. CORE -Book publishing -Press and magazines -Other printing matter	E. Audio-visual & Digital Media 1. CORE -Broadcasting -Film & video -Photography -Interactive media	F. Tourism, Sport & Leisure 1. CORE -Charter travel & tourist services - Hospitality & accommodation -Sports & recreation -Physical fitness -Amusement & theme parks
TRADITIONAL and LOCAL KNOWLEDGE including INTANGIBLE HERITAGE (oral traditions and expressions, rituals, language, and social practices)					
2. EXPANDED	2. EXPANDED -Musical instruments -Sound, light, etc. -Equipment and materials	2. EXPANDED -Architecture -Advertising -Equipment and materials	2. EXPANDED -Equipment and materials	2. EXPANDED -Software -Radio and television receivers -Dubbing services -Equipment and materials	2. EXPANDED -Gambling -Toys and games -Equipment and materials -Hotels, apartments, etc - Stadiums, grounds, etc.

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