

## **Cultural Statistics – the EU level and experience with Leadership Groups (LEG)**

The lack and the increasing demand on cultural statistics in the European Union of the 25 is unique. This study will only refer to results reached from 2000 onwards – nevertheless taking into account working papers, conferences and work shops on this topic from earlier times. So we present a short review in a glance, where it all started more than 10 years ago.

This long and strong demand goes back to the EU of the 15 in the 1990ies, because it was assumed, that the cultural sector had a strong economic growth and dynamism, employed high qualified and motivated people with absolutely new kinds of working contracts. European cultural statistics did not yet have a "right of citizenship" within social and economic statistics in general, although everyone agreed on the political relevance and the increasing economic and social importance of cultural activities and behaviours. In fact the number of people employed, the public and private funds involved and the mass participation in cultural activities all implied that relevant statistical information on the sector had to be available.<sup>1</sup>

From 1995 onwards the awareness of the lack of cultural statistics at EU level was raised in various international fora (Paris, June 1995; Madrid, October 1995 and Urbino, May 1996) so that a request to Community institutions to start working in this area clearly emerged from Member States. As a follow-up to these meetings of national experts in cultural statistics, the Council adopted, on the 20th November 1995, a resolution on the promotion of statistics on culture and economic growth. This called on the Commission, in close co-operation with Member States, "to ensure that better use is made of existing statistical resources and that work on compiling cultural statistics proceeds smoothly".

So in 1997 the "Leadership Group (LEG) on Cultural Statistics" was set up. After its final summary report, it was converted in 2000 into a Eurostat Working Party with the mandate to continue the activities of the LEG in close cooperation with the Member States. The operational structure of the LEG was designed in such a way that one Task Force addressed fundamental methodological issues while the other three worked on the development of thematic fields. The chief objectives of the LEG were<sup>2</sup>:

- 1) to map and structure the scope of cultural statistics;
- 2) adapt national and international classifications to the specific requirements of cultural statistics;
- 3) examine and develop existing data sources,
- 4) and at last produce data and indicators enabling the situation in the various countries to be represented.

The work started in the fields addressed by the three Task Forces on cultural employment, cultural expenditure and participation in cultural activities. In line with the 1986 Unesco Framework for Cultural Statistics, the following breakdown was proposed for the cultural sector:

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<sup>1</sup> see Eurostat Working Papers (2002), CULTURAL STATISTICS IN EUROPE Part I: Final Report; Health, Education and Culture, p 11 ff and Eurostat Working Papers (2000), CULTURAL STATISTICS IN THE EU, Final report of the LEG; p 2 and 81ff

<sup>2</sup> EUROPEAN COMMUNITIES (2004), Social statistics in the enlarged EU; 89th DGINS Conference, Greece 2003, p 199 ff

### Artistic and monumental heritage

- historical monuments;
- museums;
- archaeological sites;
- other heritage.

### Book and press

- Books;
- newspapers and periodicals. Visual arts
- visual arts (incl. design);
- photography;
- multidisciplinary.

### Architecture

### Performing Arts

- music;
- dance;
- music theatre;
- drama theatre;
- multidisciplinary;
- other (circus, pantomime, etc.).

### Audio and audiovisual media / multimedia

- film;
- radio;
- television;
- video;
- audio records;
- multimedia.

Compared with classifications existing nowadays to define the cultural sector things have changed and became more and more complex – and different. There was a deliberate delimitation vis-à-vis activities connected with advertising or with national languages policy in relation to minorities. Furthermore, sport and nature – both included in the Unesco Framework – were not classified as "cultural domains". On the other hand, trade in artistic and cultural goods was classified as being relevant for cultural statistics, as were cultural services.

Different studies showed different dimensions on the cultural sector. Since the beginning of the 1990s, counting the number of workers employed in the cultural sector in the EU is something that has been frequently addressed and has proved to be a very difficult and vague business, indeed. Every study produced during this time has tried to put its finger on this definitional problem but none have provided findings of general validity. The situation varied from country to country, depending on the specific cultural tradition. So in the MKW 2001<sup>3</sup> study with the title “Exploitation and development in the job potential in the cultural sector in the age of digitalisation” some examples for the variety of study results concerning employment in the cultural sector were presented:

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<sup>3</sup> MKW (2001), p 27 ff

- In the British Creative Industries Mapping Document (DCMS 1998), it is assumed that the creative industries in Britain employ a total of 1.4 million people, or 5 per cent of the employed population. Andy Feist arrives at a figure of 420,000 employed in the cultural sector, based upon the 1991 microcensus (Feist 1997, 180).

- In Finland, the importance of cultural entrepreneurs is particularly highlighted. Calculations show 13,600 Finnish companies belonging to the cultural industry sector, which corresponds to 7.2 percent of all Finnish companies (1995). In 1995, all cultural industry enterprises together employed more than 66,000 people (Ministry of Education, Cultural Industry Committee).

- In the case of Austria, the cultural researchers Otto Hofecker and Michael Söndermann speak of 98,000 people employed in the cultural and media sector, or 3 per cent of the economically active population (Hofecker/Söndermann). The economist Norbert Geldner arrives at a figure of approximately 140,000 (Geldner).

Only one paper, written in 1998 by the European Commission <sup>4</sup>, provided a European-wide impetus to deal with the employment potential of the cultural sphere in a more concentrated way. According to Culture, cultural industries and employment, the employment potential in culture and the cultural industries throughout the EU is estimated at approximately 3 million jobs.

The statistical analysis carried out in the course of the MKW 2001 study, however, produced different and more diversified results concerning the number of jobs in EU cultural industries. In order to calculate the number of jobs in EU cultural industries, it was necessary to use a statistical combination of cultural sectors and cultural occupations, which represented the narrowest definition of cultural employment. In doing so, it had to be taken into consideration that there were cultural workers working in non-cultural sectors and that cultural sectors also employ non-cultural workers!

The following sectors were selected from the European sectoral classification NACE:

#### Cultural sectors

- NACE 22: Publishing, printing and reproduction
- NACE 92: Recreational, cultural and sporting activities

#### Non-cultural sectors

- Other business activities (architecture, photography, cultural events)
- Public administration (cultural services, events)
- Other social services (cultural services, events)
- Other non-cultural sectors

The definition of cultural occupations as used in that 2001 study included the following occupations taken from the ISCO 88 classification:

#### Cultural occupations

- ISCO 88 group 243: Archivists, librarians
- ISCO 88 group 245: Writers, creative and performing artists

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<sup>4</sup> Entscheidung des Rates der EU, 22.12.1998 über das statistische Programm der Gemeinschaft 1998-2002, Amtsblatt Nr. L 042 vom 16.2.1999

- ISCO 88 group 347: Artistic, entertainment professionals, sportsmen

#### Non-cultural occupations

- ISCO 88 group 213: Computing professionals
- ISCO 88 group 313: Optical and electronic equipment operators
- ISCO 88 group 214: Architects, engineers
- Other non-cultural occupations

Measuring employment in the EU cultural economy using the two dimensions “cultural sectors” and “cultural occupations” provided then different quantifications of the volume of employment in cultural activities. Since then dimensions and definitions have changed a lot. The NACE sectoral classification used in this actual 2006 study is more dense and wider than in any other previous analysis:

Domains	Sectors	NACE
Visual arts	- Architecture	<i>7420 Architectural and engineering activities and related technical consultancy</i>
	- Design	<p><b>Fashion design:</b>  1700 Manufacture of textiles  1800 Manufacture of wearing apparel  1930 Manufacture of footwear  2624 Manufacture of other technical ceramic products  5116 Agents involved in the sale of textiles clothing, footwear and leather goods  5141 Wholesale of textiles  5142 Wholesale of clothing and footwear  5241 Wholesale of textiles  5242 Wholesale of clothing and footwear  7487 Other business activities n.e.c.  9305 Other business activities n.e.c.</p> <p><b>Graphic design:</b>  2222 Printing n.e.c.  2225 Ancillary services related to printing  7420 Architectural and engineering activities and related technical consultancy  7440 Advertising  7487 Other business activities n.e.c.  9231 Artistic and literary creation and interpretation  9305 Other service activities n.e.c.</p> <p><b>Product design:</b>  2222 Printing n.e.c.  2225 Ancillary services related to printing  7420 Architectural and engineering activities and related technical consultancy  7440 Advertising  7487 Other business activities n.e.c.  9231 Artistic and literary creation and interpretation  9305 Other service activities n.e.c.</p>
	- Paintings	<b>Paintings, picture framing and sale of art:</b> 5212 Other retail sale in non-specialised stores 5248 Other retail sale in specialised stores 7020 Letting of own property 7487 Other business activities n.e.c. 9231 Artistic and literary creation and interpretation 9232 Operation of arts facilities 9252 Museums activities and preservation of historical sites
	- Sculpture	5212 Other retail sale in non-specialised stores 5248 Other retail sale in specialised stores 7020 Letting of own property 7487 Other business activities n.e.c. 9231 Artistic and literary creation and interpretation 9232 Operation of arts facilities 9252 Museums activities and preservation of historical sites

	- Photography	7481 photographic activities 9240 news agency activities
<b>Performances</b>	- Theatre	9231 Artistic and literary creation and interpretation
	- Dance	9231 Artistic and literary creation and interpretation
	- Circus	9234 Other entertainment activities n.e.c
<b>Audiovisual</b>	- Film and video	9211 motion picture production 9212 motion picture distribution 9213 motion picture exhibition 5248 Other retail sale in specialised stores 7140 renting of personal and household goods n.e.c.
	- Radio and Television	9220 radio and television activities 6420 telecommunications
	- Advertising	7440 advertising agencies
	- Software publishing	7221 publishing of software 2214 publishing of sound recordings
<b>Music</b>		9231 Artistic and literary creation and interpretation 5248 Other retail sale in specialised stores
<b>Books and press</b>		2211 publishing of books 2212 publishing of newspapers 2213 publishing of magazines 5147 wholesale of other household goods 5247 retail sale of books newspapers and stationary 5261 retail sale via mail order houses
<b>Heritage</b>	- Museums - Arts and antique markets - Libraries - Archeological activities - Archives	9251 library and archives activities 9252 Museums activities and preservation of historical sites
<b>Tourism</b>	- Hotels  - Camping sites and other provision of short-stay accommodation  - Activities of travel agencies  - Activities of tour operators and tourist assistance activities n.e.c.	55.11 hotels and motels with restaurants 55.12 hotels and motels without restaurants  55.21 youth hostals and mountain refuges 55.22 Camping sites, including caravan sites 55.23 Other provision of lodgings n.e.c.  63.30 Activities of travel agencies, tour operators and tourist assistance activities n.e.c.

3-digit Isco	4- digit Isco	Sectors
<b>4-digit ISCO classes consisting only of cultural occupations</b>		
123	1234	<i>Advertising and public relations managers</i>
243	2431	<i>Archivists and curators</i>
245	2451	<i>Authors, journalists and other writers</i>
	2452	<i>Sculptors, painters and related artists</i>
	2453	<i>Composers, musicians and singers</i>
	2454	<i>Choreographers and dancers</i>
	2455	<i>Film, stage and related actors and directors</i>
313	3131	<i>Photographers and image and sound recording equipment operators</i>
341	3414	<i>Travel consultants and organisers</i>
347	3471	<i>Decorators and commercial designers</i>
	3472	<i>Radio, television and other announcers</i>
	3473	<i>Street, night-club and related musicians, singers and dancers</i>
	3474	<i>Clowns, magicians, acrobats and related associate professionals</i>
511	5113	<i>Travel guides</i>
521	5210	<i>Fashion and other models</i>
713	7133	<i>Plasterers</i>
<b>4-digit ISCO classes consisting only of cultural occupations together with non-cultural occupation</b>		
121	1210	<i>Directors and chief executives</i>
122	1225	<i>Production and operations managers in restaurants and hotels</i>
	1229	<i>Production and operations managers not elsewhere classified</i>
123	1234	<i>Advertising and public relations managers</i>
131	1315	<i>Managers of small enterprises of restaurants and hotels</i>
	1319	<i>Other specialist managers not elsewhere classified</i>
214	2141	<i>Architects, town and traffic planners</i>
	2149	<i>Architects, engineers and related professionals not elsewhere classified</i>
231	2310	<i>College, university and higher education teaching professionals</i>

243	2432	<i>Librarians and related information professionals</i>
244	2442	<i>Sociologists, anthropologists and related professionals</i>
	2443	<i>Philosophers, historians and political scientists</i>
	2444	<i>Philologists, translators and interpreters</i>
342	3429	<i>Business services agents and trade brokers not elsewhere classified</i>
414	4141	<i>Library and filling clerks</i>
422	4221	<i>Travel agency and related clerks</i>
512	5122	<i>Cooks</i>
731	7312	<i>Musical-instrument makers and tuners</i>
	7313	<i>Jewellery and precious-metal workers</i>
732	7321	<i>Abrasive wheel formers, potters and related workers</i>
	7322	<i>Glass-makers, cutters, grinders and finishers</i>
	7323	<i>Glass engravers and etchers</i>
	7324	<i>Glass, ceramics and related decorative painters</i>
733	7331	<i>Handicraft workers in wood and related materials</i>
	7332	<i>Handicraft workers in textile, leather and related materials</i>
734	7341	<i>Compositors, typesetters and related workers</i>
	7342	<i>Stereotypers and electrotypers</i>
	7343	<i>Printing engravers and etchers</i>
	7344	<i>Photographic and related workers</i>
	7345	<i>Bookbinders and related workers</i>
	7346	<i>Silk-screen, block and craft textile printers</i>
742	7422	<i>Cabinetmakers and related workers</i>
743	7433	<i>Tailors, dressmakers and hatters</i>
	7434	<i>Furriers and related workers</i>
	7435	<i>Textile, leather and related pattern-makers and cutters</i>

## **Actual state of affairs as a result of the Leadership Groups activities**

The actual situation after the work of the LEG has finished in 2002, was commented by Ewald Kutzenberger<sup>5</sup>, (General director Statistic Austria) during the 89th DGINS Conference “Social statistics in the enlarged EU “ in Athens 9/2003 as speaker to the part “Cultural statistics in Europe: “...Alongside efforts (above all by the Task Force on methodological issues) to address definitional differences inherent in the national data from individual domains, a start was also made on the operational transposition of cultural fields into NACE codes and on expanding on the ISCO with regard to culturally relevant occupations.

This without doubt represents substantial preparatory work for making well-founded comparisons at European level ... The other two Task Forces have also carried out pilot surveys and detailed studies aimed at laying the foundations for an improved representation of employment in, and the financing of, the cultural sector. A series of classificational and definitional problems were on the agenda; questionnaires were developed, data analysed, etc. At all events, it emerges from Eurostat's 2004 work programme that there is a firm intention to make a start in the first half of 2004 on the regular publication of material on all three themes. It is quite evident, however, that the Task Forces tend to be rather more focused on transversal subjects than on comprehensively addressing specific domains referred to above.”

So at the turn of the year 2005/6 it is not quite clear how eurostat can and will deal in future on cultural statistics due to a still existing lack of legal basis. “In assessing the future prospects for European cultural statistics, the increased presence of numerous organisations and networks in the various cultural domains will be a key factor. The very existence of a multiplicity of specific sets of statistics produced outside the National Statistic Offices (NSO) points to some need for coordination at national level as far as overarching statistical representations are concerned. At European level, whether and how many NSOs become involved in producing domain-specific European statistics would appear to depend on chance occurrences.

One plausible conclusion that could be drawn, therefore, is that contacts between the Working Party on Cultural Statistics and the networks and organisations active in the individual fields will have to be stepped up in order gradually to flesh out the grid pattern of domains with information and make it the basis for publication activity. In many cases, the role of the NSOs would then tend rather to be that of a mediator addressing definitional and methodological concerns (vis-à-vis other statistics producers) and handling organisational tasks (with regard to the compilation of European results). When matters are seen in this light, cultural statistics does not look set, in the foreseeable future, to have a room of its own in the house of the European Statistical System but nevertheless has a not unrealistic prospect of being a regular visitor.”

Following the 2005 published eurostat booklet “Statistical Requirements Compendium” the theme culture covers all statistics on culture with the exception of the detailed analysis of the audiovisual sector. A definition of culture has been agreed and a methodology to identify it using economic sectors (NACE) and occupations (ISCO) has been developed which can now be used to produce information using existing surveys. A methodology also has been agreed for measuring participation in cultural activities which could be implemented through vehicle surveys to produce comparative results at the EU level. Finally the basic elements of a

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<sup>5</sup> confirmed in a Telephone interview in 3/2006



methodology to cover expenditure and financing of culture have been produced, but further development is necessary before this can be used for the collection of data through a specific administrative data collection. Cooperation with the UNESCO Institute for Statistics is continuous and essential in this area, while the Council of Europe is informed and involved when necessary.

### **Key priorities 2005 and following years**

The priority for 2005<sup>6</sup> will be to finalise and adopt a proposal that would guarantee the sustainable production of quality statistics on culture. The proposal would be tabled by Eurostat taking into account the results of an ex-ante evaluation of the project “Regular production of Culture Statistics”.

#### 1. Module 34100. Culture statistics

Responsible unit: D-5: Education and culture

##### Description:

This module includes 3 distinct domains in the broad area of culture: cultural employment, participation in cultural activities, expenditure on culture. The intention is currently to develop these areas within a broader reference framework which will be complemented with a “cultural industries” approach. The objective is to establish of a sustainable system for the production of policy relevant statistics on Culture.

##### Objectives:

- final recommendations of the Task Force on Cultural Expenditure for the establishment of a sustainable system of data reporting;
- final recommendations of Task Force on Cultural Employment for the establishment of a sustainable system of data reporting;
- final recommendations of Task Force on Cultural participation for the establishment of a sustainable system of data reporting;
- completion of methodological work on existing surveys;
- development of a proposal for a sustainable system of production of cultural statistics, including the development of an appropriate legal basis.

It still seems to be that not only a lot of legislation work is to be done; furthermore it is the lack of human and financial resources (time, personal and priority) to develop the cultural statistics in accordance to that what has been decided within the last years. So beside new recommendations the main goal should be for the future just to realize the European postulates shown and mentioned in this chapter. As far as this is not done each scientist, each involved organization and all politicians are free to define cultural sector, cultural industries, content work and any other term in this topic according to their own needs.

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### **J. Geppert 2006**

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<sup>6</sup> Eurostat (2005), Statistical Requirements Compendium, p 54 ff