Statistics – chapter CULTURE

Framework:
The resort of culture is operated differently in various countries – in combination with tourism, schools, churches /in Czech Republic/, communication service /in France/ etc.

The shift of political thinking towards a more commercial understanding of culture, globalization and development of technologies is a trend to interconnect them in state administration with the field of tourism or communication service. The project ***Compendium: Cultural Policies and Trends in Europe***: http://www.culturalpolicies.net/web/index.php / is a proof of this.
A statistic group is a part of it and it executes comparing data from European countries and their harmonization with methodology of a statistic framework of UNESCO and Eurostat1/ in the items of government expenditures for culture in percent of GDP per capita, employment, sales, index CUPIX – Cultural Price Index on Goods and Services, attitude towards culture2/, furnishing with Internet. The group cooperates with the Council of Europe and ERICarts Institute that is engaged in cultural statistics like a project of European Audiovisual Observatory. The members of the statistic work group are connected with the EU-LEG group. In January 2009, an agreement with Eurostat was accomplished in new fields of cooperation. The statistic group also tests implications of the 2009 UNESCO framework for cultural statistics. It methodologically refers to the statement of the author who was one among the first who dealt with the issue of comparison of data in culture more systematically – it was Mark Schuster from Massachussetts Institute of Technology Cambridge /Study *Statistics in the Wake of Challenges Posed by Cultural Diversity in a Globalization Context,* 2002 , www.colloque2002symposium.gouv.qc.ca/.../Gutierrez_paper_Symposium.pdf/.

In the 1960s-1980s, culture and especially art was honoured as an unsubstitutable factor that cultivates individuality. The statement is dear for France and the Czech Republic. The economic point of view has been promoted since the 1980s; it is improved in Anglo-Saxon countries when trying to acquire more finances and politic respect for culture. Culture including art is classified in the sector of services and it changes the point of view on its financing, labour market and price development. We speak about **culture industry**, its yield, productivity, ability to absorb work force, to create cohesion of society and stimulation of other fields in so-called multiplication effects. World Trade Organization and other international business associations press in this position within UNESCO. This subjective point of view is shielded by the study called ***Economy of Culture in the EU*** created by KEA European Affairs in 2006.

Culture is an interesting field for testing methodology of statistic research and data processing because it is very dynamic, mobile and diversified resort which anticipates a development trend that will be probably applied in other services as well.

Let's list the specific features.
1. people work on global and local levels, frequently concurrently thanks to communication technologies,
2. work of equally qualified people is honoured in exceptionally big range depending on efficiency of marketing, locality and taste of recipients /in the Czech Republic it is about 30 EUR to 300 EUR per performance/ so we need to carefully consider statistic processing to have a predicative value,

3. there is a vast scale in salaries and working style in agencies /the average salary in the Czech Republic is risen by aggregation of data from all agencies because the salaries in advertising agencies, for instance, are very high whereas the salaries in music agencies are low/
4. there is great mobility of workforce. In contrast with 1960s-1980s, only a small part of workers is employed full time /according to compendiums in the Czech Republic and France 2%/, many more people work according to other contracts – mandatory contracts, contracts for work, part-time jobs.
There are parallel part-time jobs /part-time jobs in schools, media and for instance several parallel contracts in several countries etc./ with "without work" periods.
If the data are not properly collected and counted, the result is a deformed image. Parallel activities of financial and work offices with the statistical one are not perfect yet.3/
5) there is a vast range in prices for cultural services in dependence on costs and place /in the Czech Republic, it is 2-150,- EUR/
6) the number of very small news unit is high. Yield of data is relatively small, mostly from professional bigger subjects with an employed economists but many important subjects work on projects and they hire an economist temporarily. Processing of the questionnaires is demanding for such a subject. This is why we made two versions of questionnaires in the Czech Republic where the second one lacks data that are interesting for the internal needs of a resort and for professionals.
7) the range of so-called music industry that is observed does not cover a contemporary satellite account of "culture". Data need to be excerpted from other accounts /for example from manufacturing industry/. Data that are closely connected with a resort /production of musical instruments, audiovisual devices, rents of studios, technologies etc/ are or are not included.

Considering the state of data collection, data are now calculated and estimated although the professional working places have a relatively good pragmatic overview of the state of a great number of active and important subjects /from the artistic point of view/ in the resort that are "invisible" from the point of officially collected data. We need to take into consideration the proximity of final data and great dependence on quality of methodology and ethics of data interpretation.

Research in culture is executed differently in each country. The allowance organization of the ministry executes a so-called state statistic service according to Act No. 89/1995 Coll. in the Czech Republic. It does 14 statistic researches with 11,000 news units and 2,800 items, counting.
Project Benchmarking of museums and galleries originated as well and it should make possible for all participating subjects to compare performance with the help of efficiency indicators. It is currently a pilot project. An implementation of Eurostat and UNESCO rules is being tested right now according to a Czech government decree No. 1452 from 19th November 2009.
Except for the organization commissioned by data collection /NIPOS/, other organizations like the Arts and Theatre Institute /commissioned by mapping the labour market, culture industry and culture life/ work with statistical data, their collection and explication.
We still lack a sufficient cooperation of resort, social security administration, labour and financial offices because we do not want the news units to be uselessly burdened and we want data to be more complex and reliable.

1/ The members of this group are Vladimír Bína /Hague/, Carla Bodo /Rome/, Jean Cedric Delvainquiere /Paris/, Ikka Heiskanen /Helsinki/, Dorota Illczuk /Warsaw/, Mikko-Lagerspetz /Tallinn/ and Christoph Weckerle /Zurich/.

2/ Czech Republic
Government expenditure on culture: 982 Euro
Government expenditure on culture per capita: 93.53 Euro
Share of spending on culture by central government: 37.60 %
> **Employment /2005/**
Share of cultural workers in total employment: 2.00 %
Share of self-employed in cultural employment: 30.50 %
Share of self-employed in total employment: 16.10 %
> **Markets /0/**
CUPIX: Cultural goods: 0 %
CUPIX: Public cultural services: 0 %
Annual exp. per capita for recreation and culture: 0 USD /0 %   /
> **Participation**

Cinema admissions per capita/year: 1.3 times /2007/
Internet penetration rate: 59.0 % /2009/

France: Employment /2005/
> **Funding /2002/**
Government expenditure on culture per capita: 197.20 Euro
Share of spending on culture by central government: 51.00 %
> **Employment /2005/**
Share of cultural workers in total employment: 2.00 %
Share of self-employed in cultural employment: 20.10 %
Share of self-employed in total employment: 9.00 %
> **Markets /2007/**
CUPIX: Cultural goods: 123 %
CUPIX: Public cultural services: 449 %
Annual exp. per capita for recreation and culture: 1 924 USD /188 %   /
> **Participation**

Cinema admissions per capita/year: 3.0 times /2006/
Internet penetration rate: 58.1 % /2008/

3/ I discussed the change of the labour market in France in this sense with sociologist Pierre Michel Menger from Centre National de la Recherche Scientifique at the beginning of the 1990s. According to his news, a sudden change of statistical data happened /numbers in employment in culture were rising and falling/ thanks to contemporary non-conformity to methodology of evaluation of employment data in the resort.

 PhDr. Lenka Dohnalová, Ph.D.
Arts and Theatre Institute, music section, Czech Music Council
Celetná 17
110 00 Prague 1
lenka.dohnalova@theatre.cz