

Statistics Portugal releases Cultural Statistics

In “*Cultural Statistics – 2011*”, Statistics Portugal disseminates the main results related to the supply and demand of goods and services in the cultural sector, based on the outcomes of the statistical operations carried out by Statistics Portugal and results obtained from administrative sources.

Employment in cultural and creative activities

Based on the Labour Force Survey, the cultural and creative sector employed 76.8 thousand individuals, in 2011. From those, 52.5% were men, 51% were aged between 25 and 44 years old, and approximately 36.3% had completed the secondary education level.

Enterprises in cultural and creative activities

In 2010, based on the *Integrated Business Accounts System*, the “*Performing arts*” activities stood out, representing 28.9% of cultural and creative sector enterprises (53 361), and the “*Advertising agencies*” represented 20.6% of total business volume of the cultural and creative sector (5,6 thousand millions Euros).

International trade in cultural goods

In 2011, exports of cultural goods exceeded 64.7 million Euros, representing an increase, in current prices, of 5.9% over the previous year. Imports of cultural goods exceeded 174.9 million Euros, decreasing 21.4% when compared to 2010. As a result there was a negative balance of 110.2 million Euros.

Consumer price index for cultural goods and services

In 2011 the Consumer Price Index (CPI) registered an increase of 1% in the annual average price of goods and services included in the “*Recreation and culture*” group. “*Books and newspapers*”, “*Museums, historic monuments and others services*” and “*Cinemas, theatres, concerts*” recorded an annual average rate of +3.4%, +3.1% e +2.8% respectively. An opposite tendency was observed in the prices of “*Equipment for the reception, recording and reproduction of pictures*” with a decrease of -12.5%.

Cultural heritage

Based on survey data, the 397 “*Museums, zoos, botanical gardens and aquariums*” recorded a total of 13.5 million visitors and held a collection of 21.7 million goods in 2011. The most visited were the “*Zoos, botanical gardens and aquariums*”, with 24.6% of total visitors. Of the total collection, 38.2% belonged to the “*Museum of Science and Technology*”.

Visual arts

The *art galleries and others temporary exhibition spaces* (887 spaces) in 2011 promoted 7 304 exhibitions, with 297 836 works of 53 951 authors. They had 8.8 million visitors, reflecting an average of 1 210 visitors per exhibition.

Periodical publications

In 2011 the 1 513 *periodical publications* recorded 27 301 editions; 720 million copies were issued and 588,7 million copies were in circulation. Newspapers accounted for 36% of periodical publication and 77% of the total copies in circulation. Magazines accounted for 46% of the total number of titles and 21% of total copies in circulation. The number of copies sold represented 47% of the total number of copies in circulation.

Cinema

According to data from the *Instituto do Cinema e Audiovisual* (ICA), in 2011, approximately 671 thousand *cinema sessions* were held, with a total 15.7 million *spectators* and 79.9 million Euros of box office revenues. From the total number of spectators and revenues, 69% corresponded to North American movies. The co-productions recorded 28.7% of sessions, 28% of spectators and revenues. There were 85 Portuguese movies, corresponding to 0.6% of sessions, 0.5% of spectators and 0.4% of the box office revenues.

Performing arts

Data for performing arts are obtained from the *Live Shows* and the *Art Facilities* annual surveys.

In 2011, there were 25 871 *live shows* sessions held, with a total of 8.5 million spectators and a revenue of 55.7 million Euros. Theatre was the performing art with more sessions held (47% of total), but the rock/pop music concerts had the highest number of spectators (1.5 million) and the greatest amount of revenue generated (23.7 million Euros).

Public financing of cultural activities

The consolidated expenditure of the *Ministry of Culture* amounted to 215.5 million Euros, in 2011 (a decrease of 8.8% over 2010).

In 2011, according to data collected through the Survey on Public Financing of Cultural Activities, the *Local Governments* allocated 406.8 million Euros to cultural activities, mainly in the following domains: *cultural heritage* (19.7%), *books and press* (15.4%), *socio cultural activities* (14.7%), *cultural precincts* (12.3%) and *music* (7.7%).