

Culture Statistics

2015

Employment in the Cultural and Creative Sector Increased

In 2015, employment in the cultural and creative sector reached 85.2 thousand individuals, 8.7% above the previous year level.

This population continued to be younger and with a higher education level than the one in the economy as a whole.

The cultural goods trade balance recorded a €94 million deficit, representing a 27% increase when compared with the previous year (€74 million in 2014)

The turnover of enterprises in cultural and creative activities was €4.5 billion in 2014, 2.3% more if compared to 2013

The local government expenditure in cultural and creative activities amounted to €392 million, 11.0% more when compared to 2014

Museums registered 13.7 million visitors, 1.9 million more than in 2014. Foreign visitors reached 5.3 million, almost 1 million more than the previous year.

Cinema spectator's total number was 14.6 million and box office receipts €75 million, representing 20% more than the previous year for both categories.

Live performances reached 12.5 million spectators and €59.6 million ticket office receipts, representing 16.4% increase in spectators and a 15.4% decrease in ticket office receipts than 2014.

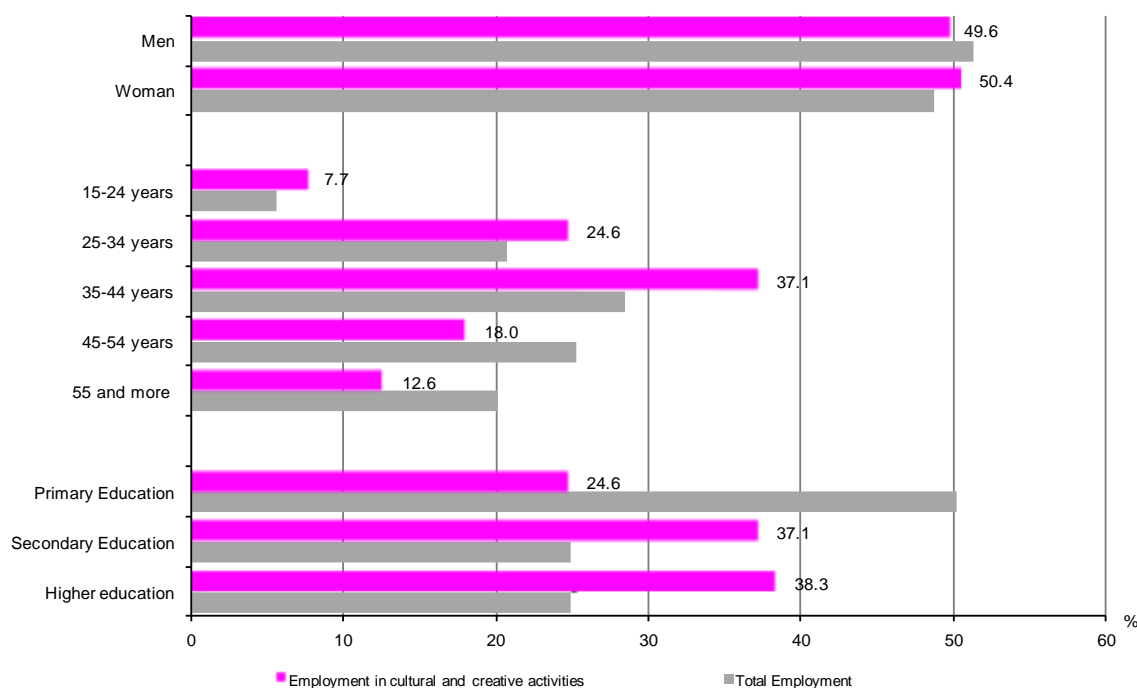
Employed population in the cultural and creative sector continued to be younger and with a higher education level than the economy as a whole

In 2015, 85.2 thousand people were employed in cultural and creative activities, i.e. 8.7% more than in the previous year, according to data from the Labour Force Survey. Of the total, 50.4% were woman, 61.7% were aged 25-44, and over two fifths had completed tertiary education (38.3%). Employment in these activities was characterised by younger people and a higher education level than the economy's total employment.

By activity, "Retail trade of cultural and recreational goods in specialised stores" accounted for 23.6% of employment in cultural and creative activities, followed by "Activities of theatre, music, dance and other artistic and literary activities" (16.3%), "Activities of libraries, archives, museums and other cultural activities" (14.6%) and "Publishing of books, newspapers and other publications" (10.6%).

Stress should be laid on the following cultural and creative occupations: "Architects, planners, surveyors and designers" (32.5%), "Artistic, cultural and culinary associate professionals" (19.4%), "Creative and performing artists" (12.8%), "Precision-instrument makers and repairers, jewellery and precious-metal workers, handicraft workers and related workers" (12.6%). "Authors, journalists and linguists" accounted for 8.1% of total cultural and creative occupations.

Employment: total and in cultural and creative activities, 2015



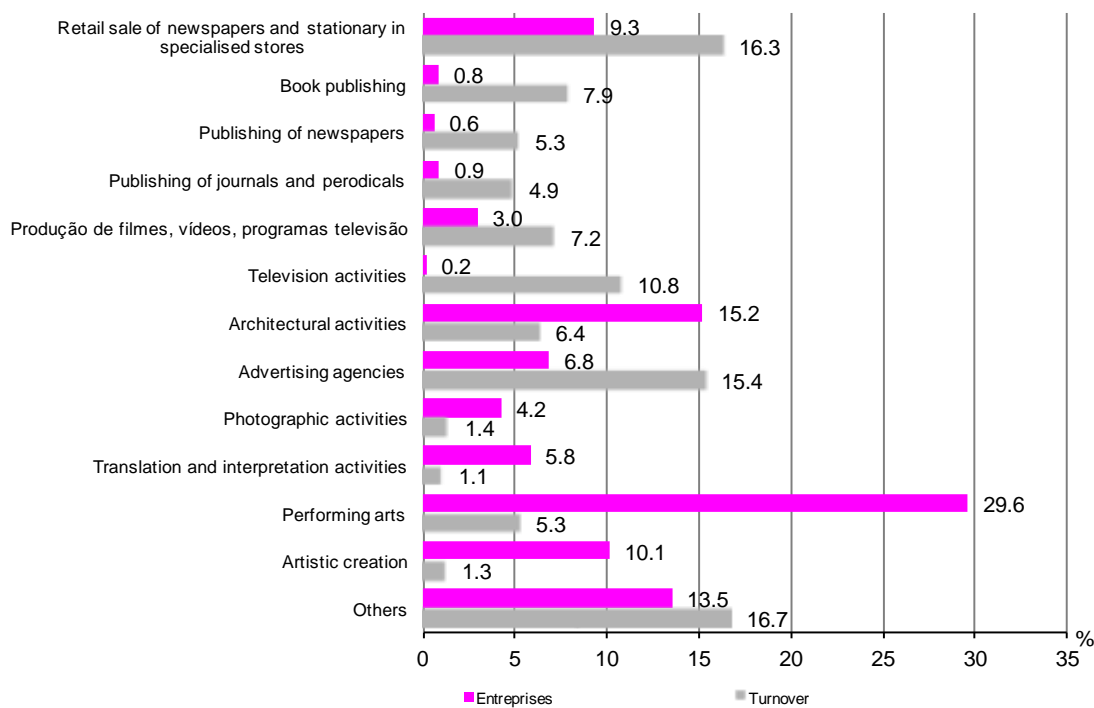
The turnover of enterprises operating in cultural and creative activities reached €4.5 billion

In 2014 enterprises with their main activity in cultural and creative areas totalled 50 671, with a turnover of €4.5 billion and net profits and losses for the period of €136.2 thousand, based on Integrated Business Accounts System.

In terms of the number, as in the previous year, enterprises classified in “Performing arts activities” (29.6%) continued to stand out, followed by “Architecture activities” (15.2%), “Artistic and literary creation” (10.1%) and “Retail sale of newspapers and stationery in specialised stores” (9.3%).

In terms of turnover, “Retail sale of newspapers and stationery in specialised stores” stood out, at 16.3% of the cultural and creative sector’s total followed by enterprises engaging in “Advertising agencies” (15.4%), “Television activities” (10.8%) and “Publishing of books” (7.9%). Following the “Production of motion pictures, videos and television programmes” (7.2%), “Architecture activities” (6.4%), “Publishing of newspapers” (5.3%), “Performing arts enterprises” (5.3%) and “Publishing of journals and periodicals” with 4.9% of the sector’s turnover.

Enterprises and Turnover engaging in cultural and creative activities, 2014



Cultural goods trade balance in deficit: imports higher than exports by €94 million

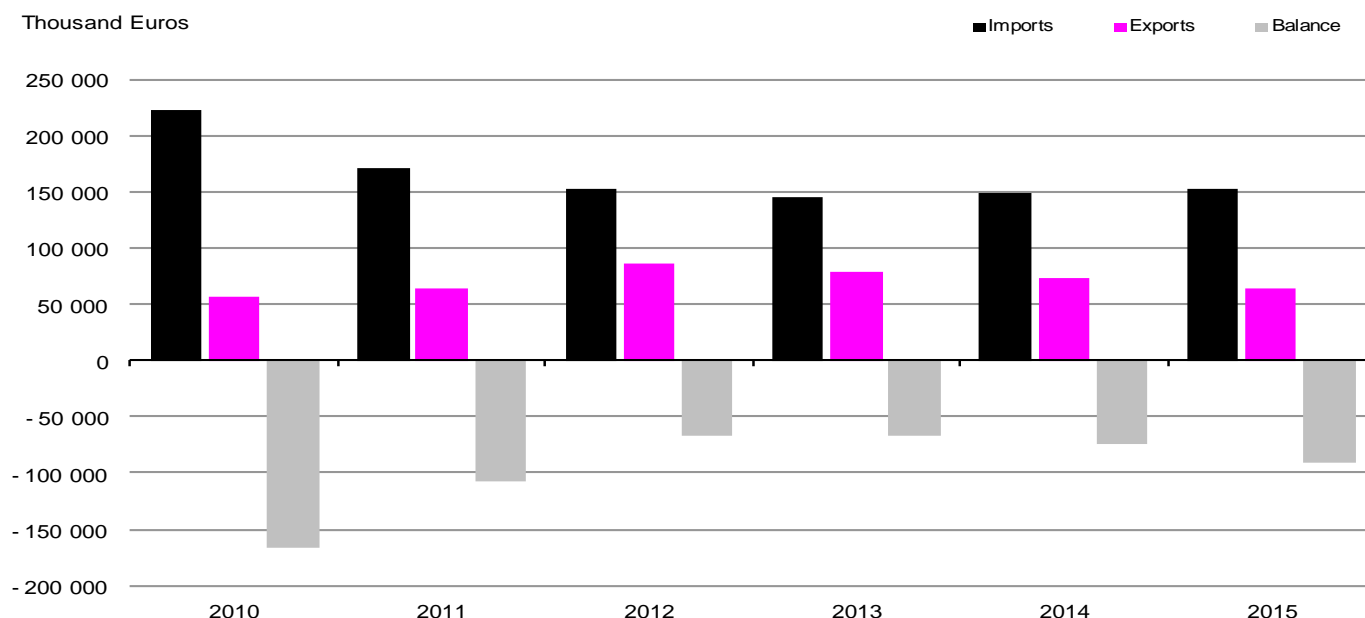
According to international trade data, in 2015 the cultural goods trade balance was negative by €93.8 million, i.e. the negative balance worsened by 26.6% vis-à-vis the previous year (€74.1 million in 2014).

The value of cultural goods exports was €57 million, with a 23.0% decline from the previous year. "Books, brochures, leaflets and similar publications", at €33.5 million, accounted for 58.8% of cultural goods exports. Exports of "Works of art, collectors' pieces and antiques" amounted to €11.6 million, one third of it was due to "Sculptures" exports.

Cultural goods imports exceeded €150.7 million, accounting for a 1.8% increase from 2014. Imports of "Newspapers and periodicals and Books, brochures, leaflets and similar publications" corresponded to around €66.5 million and €43.5 million, respectively. They were followed by "Musical instruments, parts and accessories" thereof (16.8%), "Works of art, collectors' pieces and antiques" (3.9%), "DVDs" (3.4%), and "CDs and compact discs" (3.3%). European Union countries were the main countries of origin of imports of "Newspapers and periodicals and Books, brochures, leaflets and similar publications" (94.1% of the total).

In 2015 the import-export coverage rate was 37.8%, accounting for a 12.1 percentage point decline from the previous year.

International trade of cultural goods, 2010-2015



Museums received over 1.9 million visitors

In 2015, of the 669 active museums, 388 museums were considered for statistical purposes, having received 13.7 million visitors (16.3% more than in the previous year) and held 22.3 million pieces in their collection.

38.4% of total visitors were foreign (5.2 million people) and 12.5% of visitors were integrated in school groups. More than half (55.5%) visited the museums' temporary exhibitions and 37.5% entered free of charge.

By type of museum, "History museums" were the most visited (25.6%), followed by "Art museums" (23.8%) and "Specialised museums" (19.5%).

Taking as reference the annual average number of visitors (35 thousand people), "Other museums" (78 thousand) recorded the highest annual average number followed by "History museums" 73 thousand visitors, "Specialised museums" (56 thousand), and "Art museums" (41 thousand). "Ethnography and anthropology museums" and "Natural history and natural science museums" recorded the lowest annual average number of visitors, i.e. around 8 and 15 thousand, respectively.

24.7% of the 22.3 million of pieces in museums were pieces from "bibliographic and archival" pieces and 21.3% were "archaeological" pieces. "Artistic and historical" pieces accounted for 11.0%, whereas 35.5% were "other pieces", which included philatelic and photographic pieces.

39.1% of the total pieces belonged to "Science and technological museums", 16.6% to "Territory museums" and 8.8% to "Archaeology museums".

Museums and visitors, 2015

Museums according to type of collections	Number of Museums	Visitors		
		Total	Visitors in school groups	Foreigners visitors
Total of Museums	388	13 660 668	1 713 934	5 247 009
Art museums	79	3 245 675	428 695	1 383 548
Archaeology museums	38	930 845	72 026	295 940
Natural science and natural history museums	7	107 899	30 191	25 584
Science and technology museums	30	937 393	285 762	109 424
Ethnology and anthropology museums	59	440 068	96 964	58 936
Specialized museums	48	2 664 788	174 981	550 022
History museums	48	3 494 298	318 068	2 348 804
Mixed and multidisciplinary museums	61	1 033 876	216 129	282 573
Territory museums	13	415 311	60 841	82 772
Others museums	5	390 515	30 277	109 406

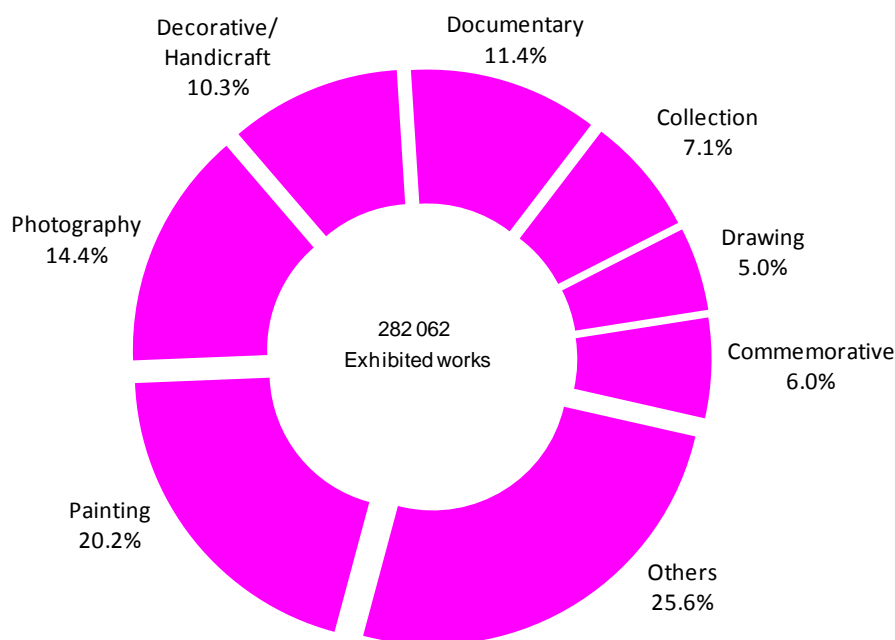
Art galleries and other temporary exhibition spaces: painting and photography accounted for more than one third of works exhibited

The Art galleries and other temporary exhibition spaces (1 037) held 7 587 temporary exhibitions, totalling 282 062 works by 48 413 authors.

Of the total works exhibited, painting (20.2%), photographic (14.4%), documentary (11.4%), decorative/handicraft (10.3%), and collectors' works (7.1%) continued to stand out.

At commercial galleries, which accounted for 5.9% of temporary exhibition spaces, two fifths (41.5%) of the exhibitions held were painting exhibitions. These spaces were predominantly located in Área Metropolitana de Lisboa (62.3%) and the Norte region (27.9%).

Works exhibited at Art galleries and other temporary exhibition spaces, by typology, 2015



Periodical publications: 8.0% decrease in total copies and circulation

The 1 306 periodical publications considered in 2015 corresponded to 23 854 annual editions, 514.1 million copies of the total print-run, and 412.4 million copies of total circulation, of which 234.1 million copies were sold. In comparison with the previous year, printed materials declined in terms of the number of publications (5.5%), editions (3.3%), both total of copies and total circulation (8.2%), and copies sold and offered (6.5% and 10.6% respectively).

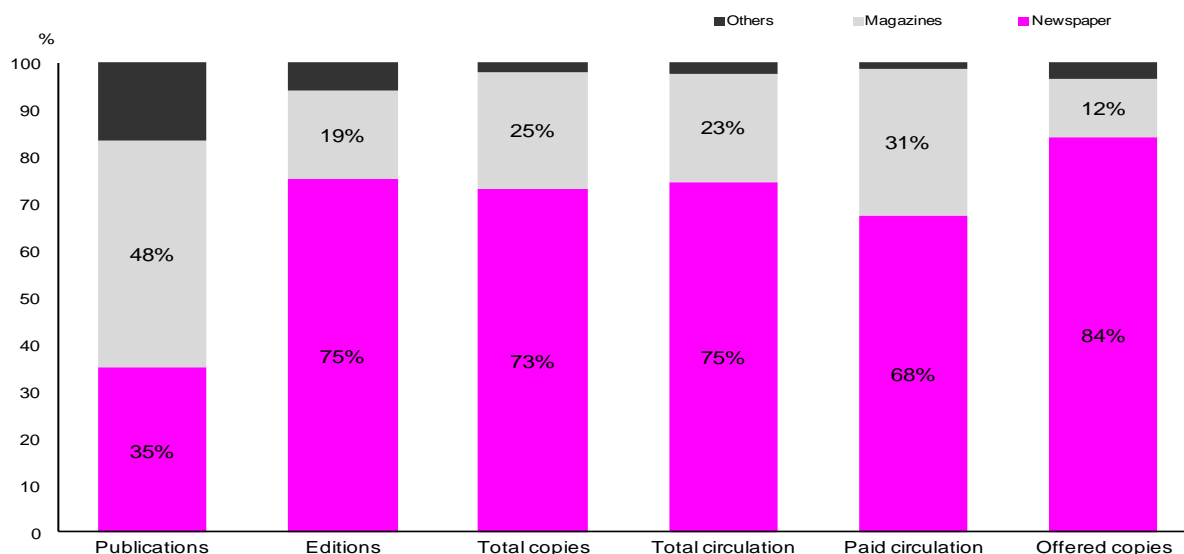
Newspapers represented 35.1% of the total number of titles, accounting for 75.1% of the number of editions, 73.0% of the total copies, 74.7% of total circulation, and 67.5% of copies sold. Magazines totalled 48.4% of titles, 18.9% of editions, 25.1% of the total copies, 23.1% of total circulation, and 31.3% of sold copies.

62.3% of the total periodicals considered were released in print, while 37.7% were released simultaneously in print and electronic form. This type of release has been playing a more important role: it accounted for 36.9% in 2014, 30.7% in 2011, and 19.4% in 2007 (first year for which there is information).

By type of publication, newspapers sold 51.3% of copies in circulation, while magazines paid circulation was 77.0% of the total respective copies.

By region, the sold copies played a more relevant role in periodicals established in Região Autónoma da Madeira and Região Autónoma dos Açores, at 93.4% and 89.7% respectively, followed by the Alentejo (85.5%) and the Norte region with 83.0% of total copies distributed sold. The Área Metropolitana de Lisboa region and Algarve continued to record the highest number of offered copies, i.e. 50.7% and 50.4% of total copies in circulation respectively.

Periodical Publications indicators, 2015



With regard to the classification of theme according to main content, 45.2% of periodicals were classified under "general themes and news report", followed by publications whose content included mostly "social science and education" (14.5%) and "religion and theology" (11.8%). By type of publication, 80.1% of newspapers and 25.6% of magazines were classified under "general themes and news report". In addition, magazines whose theme was mostly "social sciences and education" (17.3%) and "medicine and health, engineering and technology" (12.2%) also stood out.

Around 57.7% of total receipts obtained by periodicals (€371.3 million) resulted from the sale of copies and 37.4% from advertising. By type of publication, newspapers accounted for 55.5% and magazines for 43.5% of total receipts.

Compared to the previous year the total receipts of periodicals were 6.8% less, while total expenses decreased by 14.3%.

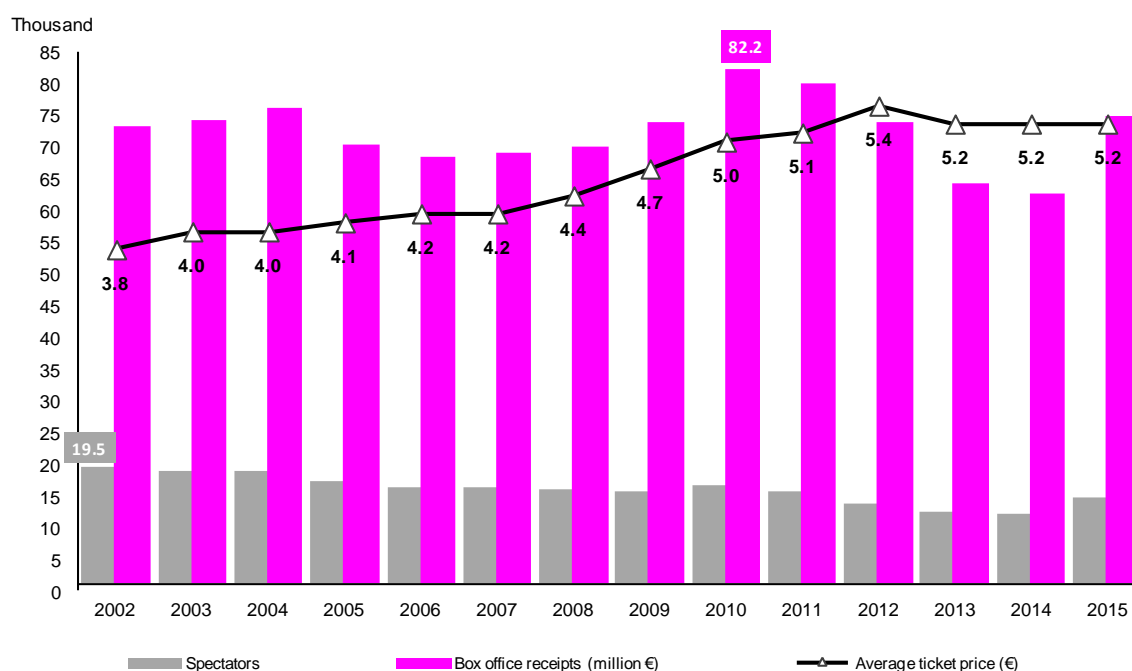
A 20% increase in cinema spectators and box office receipts

In 2015, 165 cinema's precincts sent information to the Cinema and Audiovisual Institute – ICA in Portuguese (according to the box office computerisation project), corresponding to 547 screens and 104 462 of capacity.

1 189 movies were projected (355 of which premières), and there were 621 770 movie sessions, with a total of 14.6 million spectators and €75 million box office receipts. Vis-à-vis the previous year there were 24.9 thousand more sessions (4.2%), more spectators (20.5%) and box office receipts (19.6%).

The number of spectators increased by 2.5 million when compared to the previous year, discontinuing the decreases registered since 2010.

Spectators, box office receipts and average ticket price, 2002-2015



By region, the greatest number of sessions occurred in Área Metropolitana de Lisboa (42.8% of the total), accounting for 44.7% of spectators and 46.5% of box office receipts. The Norte region recorded 29.8% of total sessions, 31.0% of spectators, and 29.8% of receipts, followed by the Centro region, with 16.9% of sessions, 14.5% of spectators and 14.3% of box office receipts.

Of total motion pictures projected, 20.4% were North American, corresponding to 56.5% of sessions, 59.1% of spectators, and 56.4% of total box office receipts. Co-productions corresponded to 35.0% of motion pictures projected, 29.6% sessions, 27.4% of spectators, and 27.5% of box office receipts.

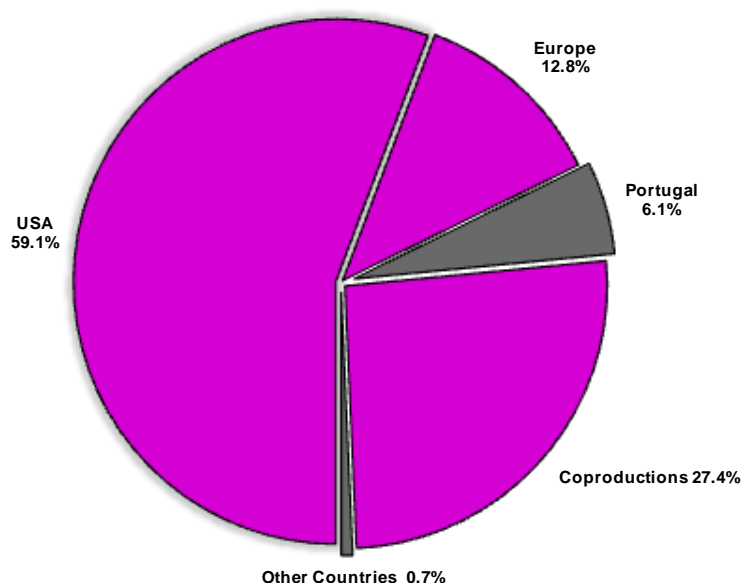
The projection of 458 European movies corresponded to 12.6% of the sessions and total spectators and 12.4% of box office receipts.

160 Portuguese motion pictures (13.5% of the total) were projected in 4.4% of the sessions, with 6.1% of spectators and 5.9% of box office receipts, i.e. decreasing from the previous year regarding the total number of Portuguese motion pictures (385 movies in 2014).

The highest number of sessions (28.0%), spectators (29.3%) and box office receipts (29.1%) was recorded in the third quarter.

In 2015 the three most seen movies were: "Minions", "Furious 7" and "O Pátio das Cantigas", which added up 2.4 million of spectators and €12.3 million box office receipts. In the previous year, the three most seen movies had 954 thousand of spectators and €3.5 billion box office receipts.

Cinema spectators by film origin, 2015



Live performances: more spectators but less sessions, less tickets sold and less ticket office receipts

In 2015 there were 28 466 live performances with a total of 12.5 million spectators, of which 3.9 million paid tickets, generating €59.6 million receipts. Compared with the previous year there were decreases in sessions held (4.0%), tickets sold (10.2%) and box office receipts (15.4%). Spectators increased (16.4%) when compared with previous year. The average price per ticket decreased by 6.0%, when compared to the previous year's value (€16.4), went down to €15.4 in all performances held in 2015.

Of all types of performance, theatre continued to record the greatest number of sessions (41.3% of the total), although music had more spectators (6.1 million) and box office receipts (€44 million), which corresponded to an average price per ticket of €22.4.

Of the different kinds of music, "rock/pop music" concerts continued to stand out, with 2.4 million spectators and €25.4 million box office receipts (€4.5 million less than in the previous year), and were still the most represented (42.7%) in total receipts of all types of performance considered.

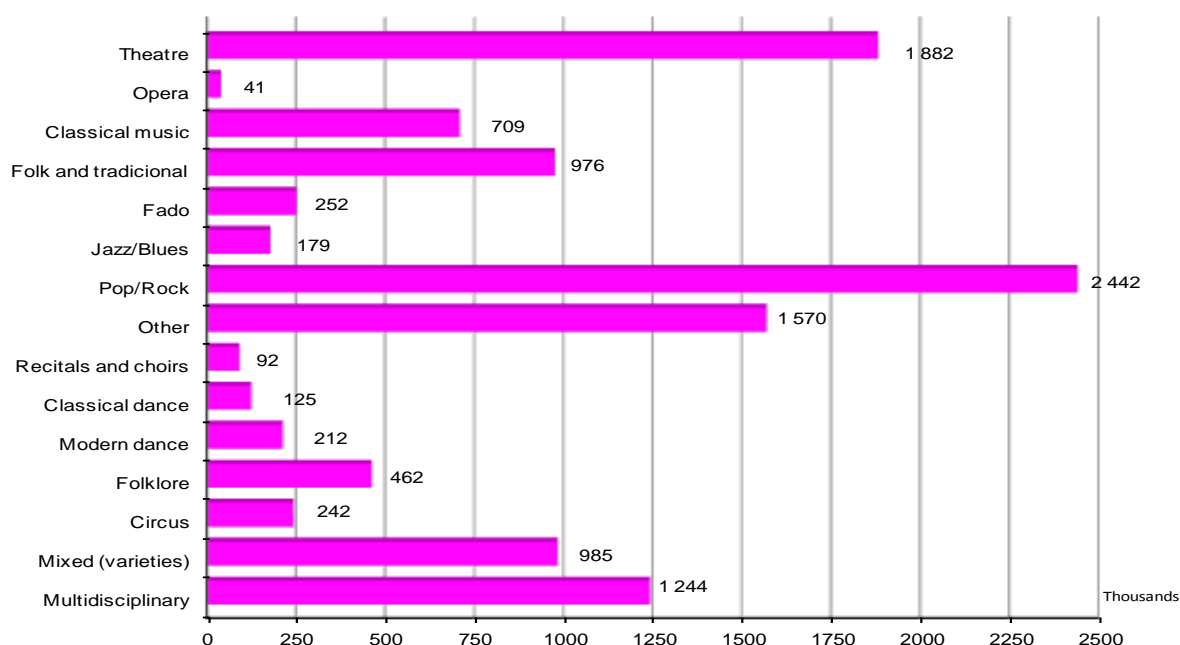
In terms of spectators, other kinds of music with around 1.6 million and "multidisciplinary" with 1.2 million, also "popular and Portuguese traditional music" (975.9 thousand) is worth mentioning. The types of performance with the lowest number of spectators were "opera" (40.9 thousand), "choir recitals" (92 thousand), and "classical dance" (125 thousand).

"Rock/pop music" concerts recorded the highest average ticket price (€30.2), followed by "jazz/blues" (€24.7), "opera" (€23.6) and "mixed/varieties" (€18.9). Those with the lowest average price were "circus" (€3.8), "multidisciplinary" (€4.1) and "choirs recitals" (€5.6).

Live performances took place mostly in the evening and night (60.3% of sessions started after 6 pm), with 70.0% of total spectators, and cashed in almost three quarters (71.9%) of total box office receipts.

By region, the Área Metropolitana de Lisboa and Norte accounted for 60.3% and 27.2% of total receipts, and 27.4% and 43.3% of spectators, respectively. With regard to the average ticket price of the types of performance considered, Área Metropolitana de Lisboa (€20), the Alentejo (€16.4), the Norte (€11.7) recorded the highest.

Live shows spectators, by modality, 2015



Expenditures on cultural and creative activities by local governments increased by €38.8 million

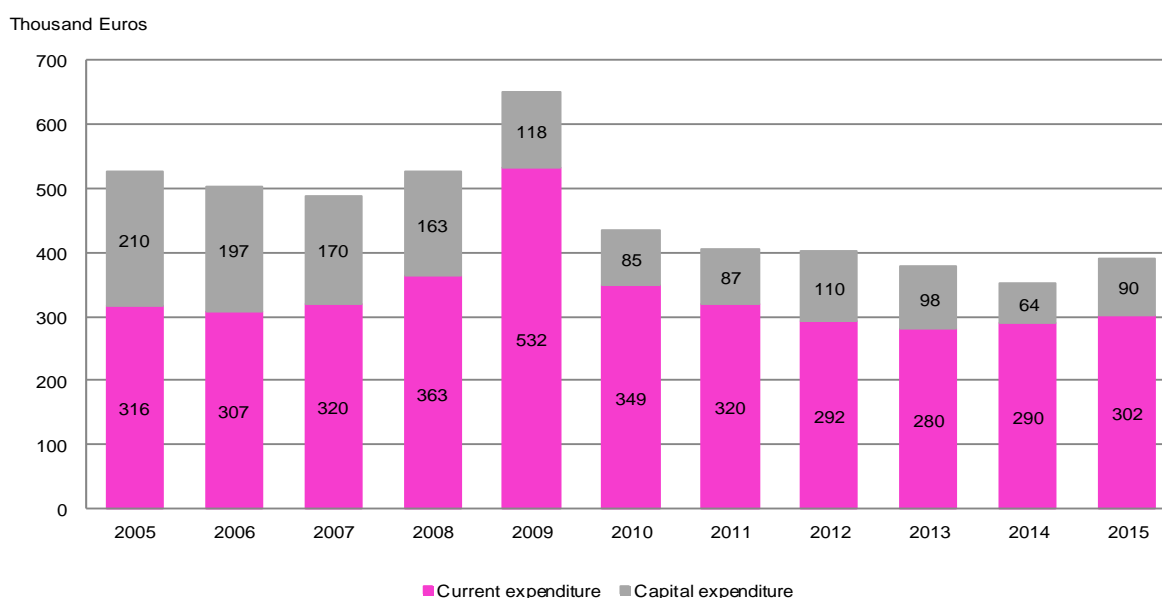
In 2015 local government's expenditure on cultural and creative activities amounted to €392.2 million, €38.8 million higher compared with the previous year.

The 11.0% increase was due to a rise of 41.2% in capital expenditure (€26.2 million more) and 4.4% in current expenditure.

The increase in expenditure on cultural and creative activities was due, inter alia, to expenses recorded in the municipalities of Centro (25.8%), Algarve (17.5%), Alentejo (14.3%), and Norte (12,0%). By contrast, there were decreases in expenses in the municipalities of Área Metropolitana de Lisboa (-6.5%).

77.1% of the total expenditure on cultural and creative activities in 2015 referred to current expenditure and 22.9% to capital expenditure, compared to 82.0% and 18.0%, respectively in the previous year.

Type of expenditures in cultural and creative activities by local governments, 2005-2015



By domain and sub-domain, expenditure allocated to "Interdisciplinary activities" stood out, at €97.4 million, of which half (49.7%) was for the "support of cultural and creative entities" and 27.6% for "general administration".

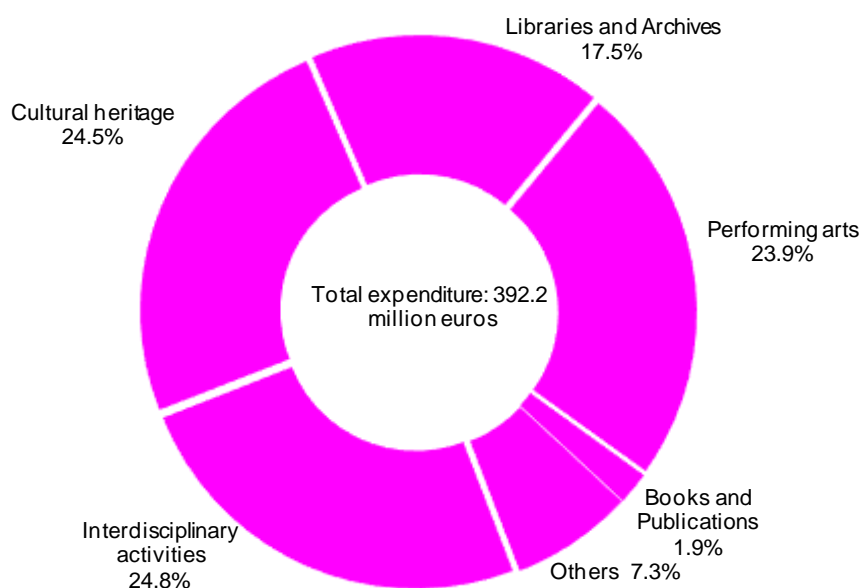
56.8% of funds allocated to "Cultural heritage" (€96.3 million) financed the expenses of "museums" and 28.9% were for "monuments, historical centres and protected sites".

"Libraries and archives" were given €68.5 million: 78.7% for "libraries" and 19.6% for "archives".

“Performing arts” absorbed €93.9 million (€20.3 million more than in the previous year), especially “construction and maintenance of arts facilities” (28.3%), and “music” and “multidisciplinary performances”, at 23.3% and 16.9% respectively.

In local government’s, as a whole, expenditure on cultural and creative activities accounted for 5.4% in 2015 budget, but the municipalities of the Alentejo, Região Autónoma dos Açores, Centro, and Algarve assigned the highest share of their budget to cultural and creative activities: 7.4%, 6.7%, 6.3%, and 5.0% respectively. This share played a less relevant role in the budgets of the municipalities of Região Autónoma da Madeira (3.6%), the Área Metropolitana de Lisboa (4.7%) and the Norte (4.9%).

Local Government expenditures, by domains, 2015



Technical note

The statistical information released results from a set of statistical operations conducted by Statistics Portugal¹ (labour force survey, consumer price index, museums survey,² survey on art galleries and other temporary exhibition spaces, periodical publications survey,³ art facilities survey, live performances survey, and survey on financing of cultural, creative and sports activities by municipalities). Information is also released on enterprises, classified according to NACE-Rev.2¹ (Retail sale of books in specialised stores; Retail sale of newspapers and stationery in specialised stores; Retail sale of musical records, compact discs, DVDs, audio tapes, and cassettes in specialised stores; Publishing activities; Motion picture, video and television programme production activities, sound recording and music publishing activities; Radio and television broadcasting activities; News agency activities, Architectural activities; Advertising activities, Design activities; Photographic activities; Translation and interpretation activities, Renting of video tapes and disks; Cultural education; Theatre, music, dance and other artistic and literary activities; Libraries, archives, museums and other cultural activities), with the Integrated Business Accounts System as source. Data on international trade refer to cultural goods, classified according to the 2013 Combined Nomenclature:¹ Books, brochures, leaflets and similar publications; Newspapers and periodicals; CDs; DVDs; Musical instruments, parts and accessories thereof; Works of art, collectors' pieces and antiques). In addition, information is released from sources such as the Ministry of Education and Science/Directorate-General of Education and Science Statistics (cultural education), Directorate General of Cultural Heritage (architectural heritage), ICA – Cinema and Audiovisual Institute (cinema exhibition and production), IGAC – General Inspection of Cultural Activities (video distribution), and ANACOM – the National Communications Authority (broadcasting).

NOTES:

¹ The classifications of cultural and creative activities, domains and sub-domains, goods and services, and cultural occupations are in accordance with the Eurostat definitions in the "ESSnet Culture – Final Report Project (September 2012)".

² The entities considered in the computation of information on museums observe the following five criteria adopted:

- Criterion 1: museums having at least one exhibition room;
- Criterion 2: museums that are open to the public (on a permanent or seasonal basis);
- Criterion 3: museums having at least one curator or specialist (including managers);
- Criterion 4: museums with a budget (at least knowledge of total expenditure);
- Criterion 5: museums with an inventory (at least a summary inventory).

³ According to the methodology adopted in the periodical publications survey whose information is collected electronically (Webinq), the following periodicals are considered: newspaper; journal; yearbook; bulletin and other, published in print or simultaneously in print and electronic form. Periodicals that are part of the observation population are registered in ERC (the Portuguese Regulatory Authority for the Media) on a provisional or final basis.

For more information please visit the Statistics Portugal's website (www.ine.pt)