

Culture statistics

2016

Live performances: 43% increase in ticket office receipts and 19% in spectators

- Live performances recorded an increase of 42.6% in ticket office receipts reaching to €85 million. Spectator's number increased 18.8%, 14.8 million spectators in total.
- Museums registered 15.5 million visitors, 1.9 million more than in 2015, a 13.7% increase. Foreign visitors were the main cause of the increase in total visitors with 6.7 million, closer to 1.5 million more visitors than the previous year.
- Newspapers and Magazines, and other periodical publications lost 28.0% in total circulation and 17.6% in total copies sold.
- Cinema's spectators total number was close to 15 million (14.9 million) and box office receipts reached €77.2 million, representing close to 3% more than the previous year for both categories.
- Resident population's cultural participation:
 - 67.2% watched a live performance;
 - 55.0% read newspapers or magazines, either in print or on the internet;
 - 46.4% visited a cultural site;
 - 45.6% went to the cinema at least once;
 - 38.8% read a book as leisure time activity.
- Household average expenditure in "Culture and Recreation" was 845 Euros, representing 4.2% of the total average consumer expenditure.
- In 2016, the employed population in the cultural and creative sector was 81.7 thousand individuals, less 4.1% than in the previous year. This population continued to be younger and with a higher education level than the one in the total economy.
- Turnover of enterprises engaging in cultural and creative activities reached €4.7 billion in 2015, 5.1% more if compared to 2014. In 2015 there were 52 827 enterprises, representing an increase of 2 156 enterprises when compared with 2014.
- Cultural goods trade balance recorded a €116.4 million deficit: exports amounted to €39.5 million (30.5% decrease), while imports were over €155.9 million (4.3% more).
- Local government expenditure in cultural and creative activities rose to €385.7 million, 1.7% less when compared to 2015.

Employed population in the cultural and creative sector diminished, but continues to be younger and with a higher education level than the total economy

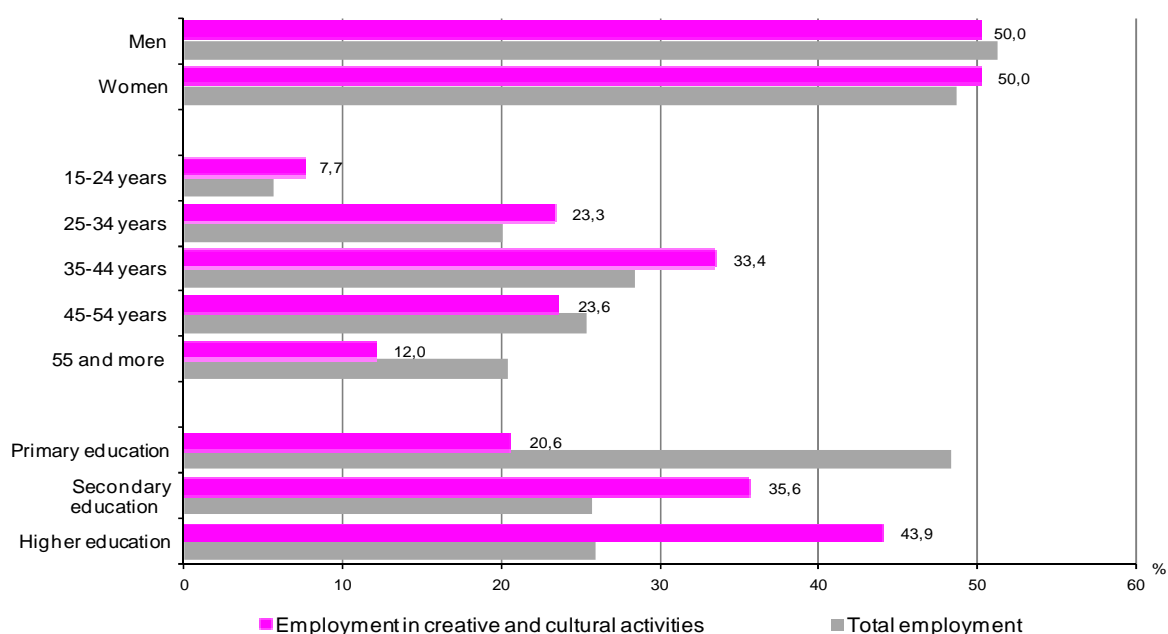
In 2016, 81.7 thousand people were employed in cultural and creative activities, i.e. 4.1% less than in the previous year, according to data from the Labour Force Survey. Of the total, half were women, 56.7% were aged 25-44, and

over 2/5 had completed tertiary education (43.9%). 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 "Publishing of books, newspapers and other publications" (15.8%), "Activities of libraries, archives, museums and other cultural activities" (14.2%), and "Activities of theatre, music, dance and other artistic and literary activities" (13.8%).

Stress should be laid on the following cultural and creative occupations: "Architects, planners, surveyors and designers" (32.9%), "Artistic, cultural and culinary associate professionals" (18.6%), "Precision-instrument makers and repairers, jewellery and precious-metal workers, handicraft workers and related workers" (13.5%), "Telecommunications and broadcasting technicians" (11.4%) and "Creative and performing artists" (11.1%). "Authors, journalists and linguists" accounted for 9.8% of total cultural and creative occupations.

Graph 1: Employed Population, total and in cultural and creative activities, 2016



Consumer prices of cultural goods and services with an increase of 0.7%

In 2016 on average the price of cultural goods and services increased 0.7%, compared to the previous year. Contributing to this increase were the prices registered in "recreational and sporting services - attendance" (8.9%), "newspapers" (4.6%), "equipment for the reception, recording and reproduction of sound" (3.8%), and "cinemas, theatres and concerts" (3.6%). In contrast, a decrease was observed in the prices of, "equipment for the reception, recording and reproduction of sound and vision" (-4.8%), "information processing equipment" (-4.6%), "photographic and cinematographic equipment" (-1.9%) and "portable sound and vision devices" and "musical instruments" (both with -1.0%).

The household average consumption expenditure in recreation and culture was 845 Euros, representing 4.2% of the total expenditure

According to the Household Budget Survey 2015/2016, the total annual average consumption expenditure per household was 20 363 Euros, out of which 845 Euros (4.2% of the total expenditure), on average, were expended in recreation and culture.

Compared to five years ago, the annual average consumption expenditure in recreation and leisure decreased 21.2% (€1 073 in 2010/2011) as well as its proportion in the household total expenditure (which was 5.3% in 2010/2011).

The mean consumption expenditure was higher than the average in households in which the primary income source were from property and capital (1 749 Euros), from employees (1 080 Euros) and self-employed persons (1 011 Euros). On the opposite side were households in which the main sources of income were from pensions (519 Euros) and social protection (437 Euros).

Expenditure in recreation and culture on predominantly urban areas (953 Euros) nearly doubled the expenditure recorded in the predominantly rural areas (500 Euros).

By region, the Área Metropolitana de Lisboa recorded the highest mean consumption expenditure in recreation and culture (1 138 Euros) followed by Algarve (829 Euros) and Norte with 797 Euros. The lowest mean consumption expenditure in recreation and culture was recorded in Alentejo with a total of 546 Euros.

Figure 1: Total annual mean consumption expenditure per household, COICOP div 09, Portugal

| COICOP (div 09) | Total | |
|--|---------------|--------------|
| | € | % |
| TOTAL ANNUAL CONSUPTION EXPENDITURE PER HOUSEHOLD | 20 363 | 100,0 |
| 09 - Recreation and culture | 845 | 4,2 |
| of which: | | |
| Recreational and cultural services | 267 | 1,3 |
| Newspapers, books and stationary | 190 | 0,9 |
| Package holidays | 99 | 0,5 |
| Audivisual, photographic and information processing equipment | 88 | 0,4 |
| Other recreation and culture goods ¹ | 202 | 1,0 |

¹ includes Other major durables for recreation and culture and Other recreational items and equipment, gardens and pets.

Cultural participation: 67.2% attended a live performance in 2016

The 2016 "Inquérito à Educação e Formação de Adultos" (IEFA) data show that in the last 12 months 67.2% of the individuals (from 18 to 69 years) has attended a live performance, 45.6% went to the cinema and 46.4% has visited a cultural site (monuments, museums, art galleries).

As regards the reading habits, 55.0% of the individuals read newspapers or magazines on the internet every day, or almost every day; 25.3%, at least once a week; 6.6%, at least once per month and 8.0%, never read newspapers or magazines, even on the internet, on the last 12 months. When it comes to reading a book as leisure time activity, in the last 12 months 38.8% has referred reading a book while 61.2% didn't read any book.

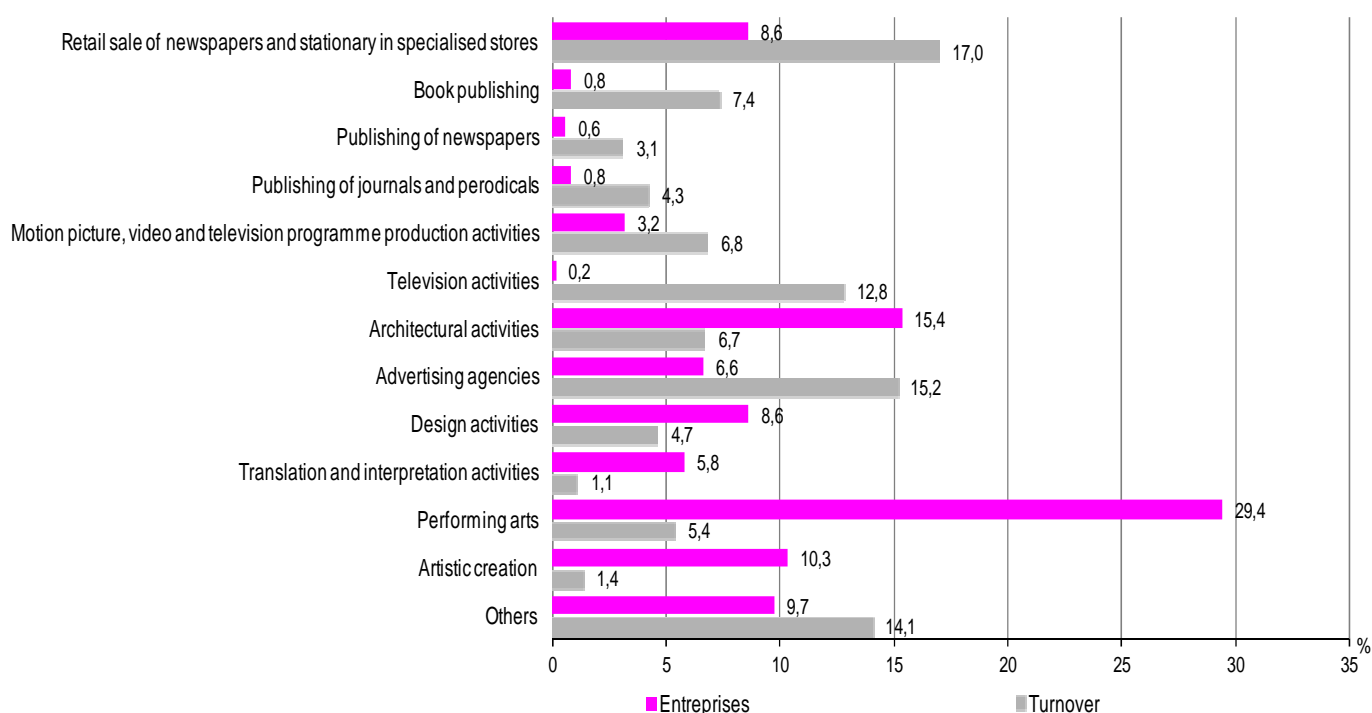
The turnover of enterprises in cultural and creative activities reached €4.7 billion

In 2015 enterprises with their main activity in cultural and creative areas totalled 52 827 (2 156 more than the previous year), with a turnover of €4.7 billion and net profit for the period of €288.8 thousand, based on the Integrated Business Accounts System.

As in the previous year, the number of enterprises classified in "Performing arts activities" (29.4%) continued to stand out, followed by "Architecture activities" (15.4%), "Artistic and literary creation" (10.3%) and "Retail sale of newspapers and stationery in specialised stores" and "Design activities" (8.6%).

In terms of turnover, "Retail sale of newspapers and stationery in specialised stores" stood out, with 17.0% of the cultural and creative sector's total followed by enterprises engaging in "Advertising agencies" (15.2%), "Television activities" (12.8%) and "Publishing of books" (7.4%). These are followed by the "Production of motion pictures, videos and television programmes" with 6.8%, "Architecture activities" with 6.7%, "Performing arts enterprises" with 5.4%, "Publishing of journals and periodicals" (4.3%) and "Publishing of newspapers" (3.1%). Jointly, "Photographic activities", "Artistic creation", "Translation and interpretation activities" and "Support activities to performing arts" worth 5.3% of the cultural and creative sector's total turnover.

Graph 2: Enterprises and Turnover engaging in cultural and creative activities, 2015



Cultural goods trade balance deficit increased: imports higher than exports by €116.4 million

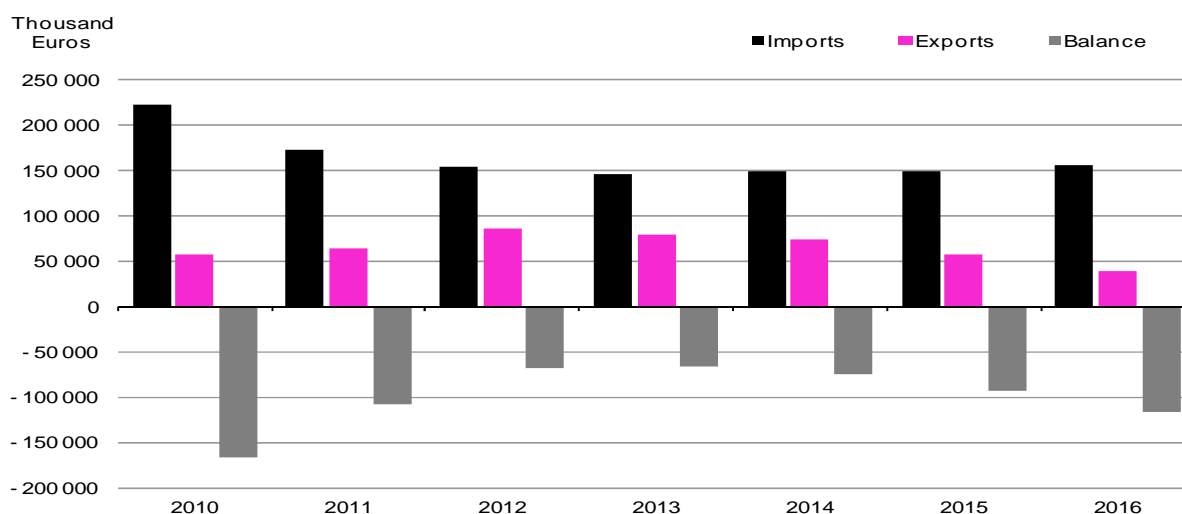
According to international trade data, in 2016 the cultural goods trade balance was negative by €116.4 million, i.e., the negative balance worsened by 25.7% vis-à-vis the previous year (€92.5 million in 2015).

The value of cultural goods exports was €39.5 million, with a 30.5% decline from the previous year. “Books, brochures, leaflets and similar publications”, at €21.4 million, accounted for 54.3% of cultural goods exports. Exports of “Works of art, collectors’ pieces and antiques” amounted to €7.5 million, 2/5 of which was due to “Sculptures” exports.

Cultural goods imports exceeded €155.9 million, accounting for a 4.3% increase from 2015. Imports of “Newspapers and periodicals” and “Books, brochures, leaflets and similar publications” corresponded to around €63.6 million and €43.9 million, respectively. They were followed by “Musical instruments, parts and accessories” (18.4%), “Works of art, collectors’ pieces and antiques” (5.2%), “DVDs” (4.8%), and “CDs and compact discs” (2.6%). European Union countries were the main countries of origin of imports of “Newspapers and periodicals” (98.5%) and “Books, brochures, leaflets and similar publications” (89.2%).

In 2016 the import-export coverage rate was 25.4%, reflecting a 12.7 percentage point decline from the previous year.

Graph 3: International trade on cultural goods, 2010-2016



Museums reached 15.5 million visitors, foreign visitors were 6.7 million

In 2016, of the 727 active museums, 405 museums were considered for statistical purposes, having received 15.5 million visitors (13.7% more than in the previous year) and held 22.5 million pieces in their collections.

43.1% of total visitors were foreign (6.7 million people) and 12.5% of visitors were integrated in school groups.

Near 3/5 (57.5%) visited the museums temporary exhibitions and 34.0% entered free of charge.

By type of museum, "Art museums" (30.6%) were the most visited, followed by "History museums" (25.0%) and "Specialised museums" (15.1%).

24.5% of the 22.5 million of pieces in museums were from "bibliographic and archival" pieces and 22.5% from "archaeological" pieces. "Artistic and historical" pieces accounted for 11.7%, whereas 33.9% consisted of "other pieces", which included philatelic and photographic pieces.

36.9% of the total pieces belonged to "Science and technological museums", 16.1% to "Territory museums" and 10.2% to "Archaeology museums".

Figure 2: Museums and visitors, 2016

| Museums according to type of collections | Number of Museums | Visitors | | |
|---|-------------------|-------------------|---------------------------|---------------------|
| | | Total | Visitors in school groups | Foreigners visitors |
| Total of Museums | 405 | 15 532 379 | 1 936 351 | 6 696 930 |
| Art museums | 84 | 4 749 981 | 762 678 | 2 179 242 |
| Archaeology museums | 43 | 1 103 895 | 89 052 | 603 544 |
| Natural science and natural history museums | 8 | 110 798 | 25 686 | 29 545 |
| Science and technology museums | 32 | 809 451 | 215 263 | 147 155 |
| Ethnology and anthropology museums | 56 | 434 176 | 90 228 | 65 069 |
| Specialized museums | 51 | 2 340 204 | 173 528 | 598 843 |
| History museums | 49 | 3 876 391 | 316 867 | 2 551 144 |
| Mixed and multidisciplinary museums | 60 | 1 128 212 | 162 596 | 285 056 |
| Territory museums | 17 | 568 207 | 56 819 | 124 202 |
| Others museums | 5 | 411 064 | 43 634 | 113 130 |

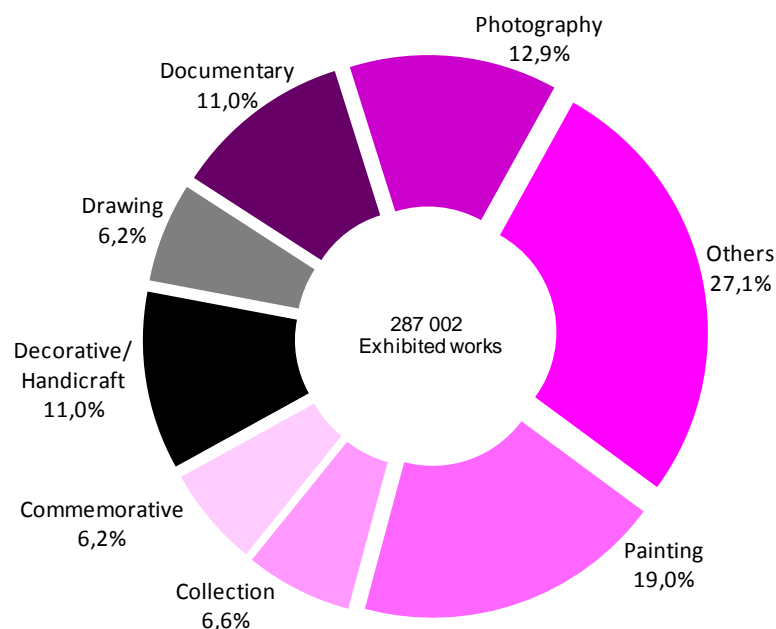
Art galleries and other temporary exhibition spaces: painting and photography accounted for more than 1/3 of works exhibited

The Art galleries and other temporary exhibition spaces (1 038) held 7 731 temporary exhibitions, totalling 287 002 works by 53 171 authors.

Of the total works exhibited, painting (19.0%), photography (12.9%), documentary and decorative/handicraft (11.0% each one), and collectors' works (6.6%) continued to stand out.

At commercial galleries, which accounted for 3.8% of temporary exhibition spaces, half (50.6%) of the exhibitions held were painting exhibitions. These spaces were predominantly located in Área Metropolitana de Lisboa (60.0%) and the Norte region (30.8%).

Graph 4: Works exhibited at Art galleries and other temporary exhibition spaces, by typology, 2016



Periodical publications: decrease in total circulation and sold copies

The 1 271 periodical publications considered in 2016 corresponded to 23 035 annual editions, 420.5 million copies of the total print-run, and 322.2 million copies of total circulation, of which 192.9 million copies were sold. In comparison with the previous year, printed materials declined in terms of the number of publications (2.7%), editions (3.4%), total print-run copies (22.3%) and total circulation (28.0%), and copies sold and offered (17.6% and 27.5% respectively).

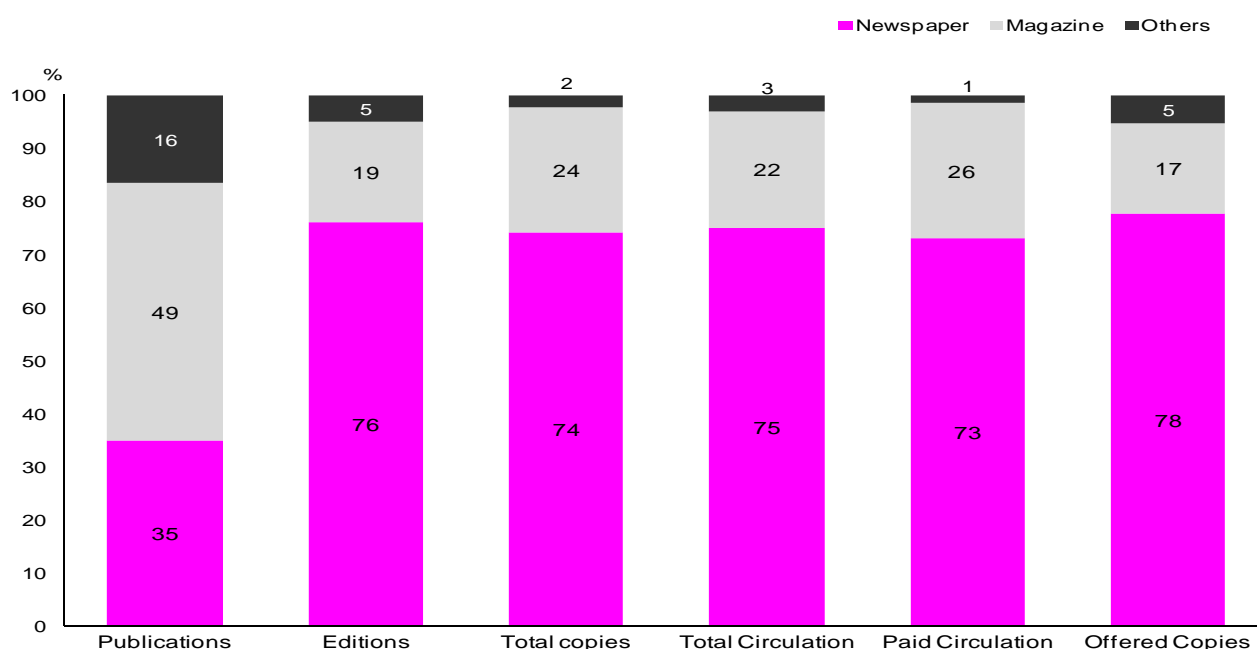
Newspapers represented 34.9% of the total number of titles, accounting for 76.0% of the number of editions, 74.1% of the total print-run copies, 74.9% of total circulation, and 73.0% of copies sold. Magazines totalled 48.6% of titles, 18.9% of editions, 23.6% of the total print-run copies, 22.1% of total circulation, and 25.5% of sold copies.

61.1% of the total periodicals considered were released in print, while 38.9% were released simultaneously in print and electronic form. This type of release has been playing a more important role: it accounted for 38.0% in 2015, 30.7% in 2011, and 19.4% in 2007 (first year for which there is information).

By type of publication, newspapers sold 58.4% of copies in circulation, while magazines paid circulation was 68.9% of the total respective copies.

By region, the sold copies played a more relevant role in periodicals established in Região Autónoma dos Açores and Região Autónoma da Madeira at 87.7% and 87.0% respectively, followed by the Alentejo (82.4%) and the Norte region with 81.5% of total copies distributed sold. The Algarve and Área Metropolitana de Lisboa region continued to record the highest number of offered copies, i.e. 59.2% and 46.8% of total copies in circulation respectively.

Graph 5: Periodical Publications indicators, 2016



With regard to the classification of themes according to the main content, 44.9% of periodicals were classified under “general themes and news report”, followed by publications which content included mostly “social science and education” (13.9%) and “religion and theology” (12.1%). By type of publication, 79.0% of newspapers and 26.2% of magazines were classified under “general themes and news report”. In addition, magazines which theme was mostly “social sciences and education” (17.0%) and “medicine and health, engineering and technology” (11.3%) also stood out.

Around 57.6% of total receipts obtained by periodicals (€362.2 million) resulted from the sale of copies and 34.4% from advertising. By type of publication, newspapers accounted for 54.9% and magazines for 43.9% of total receipts.

Compared to the previous year, the total receipts of periodicals were lower by 2.5%, while total expenses decreased by 3.9%.

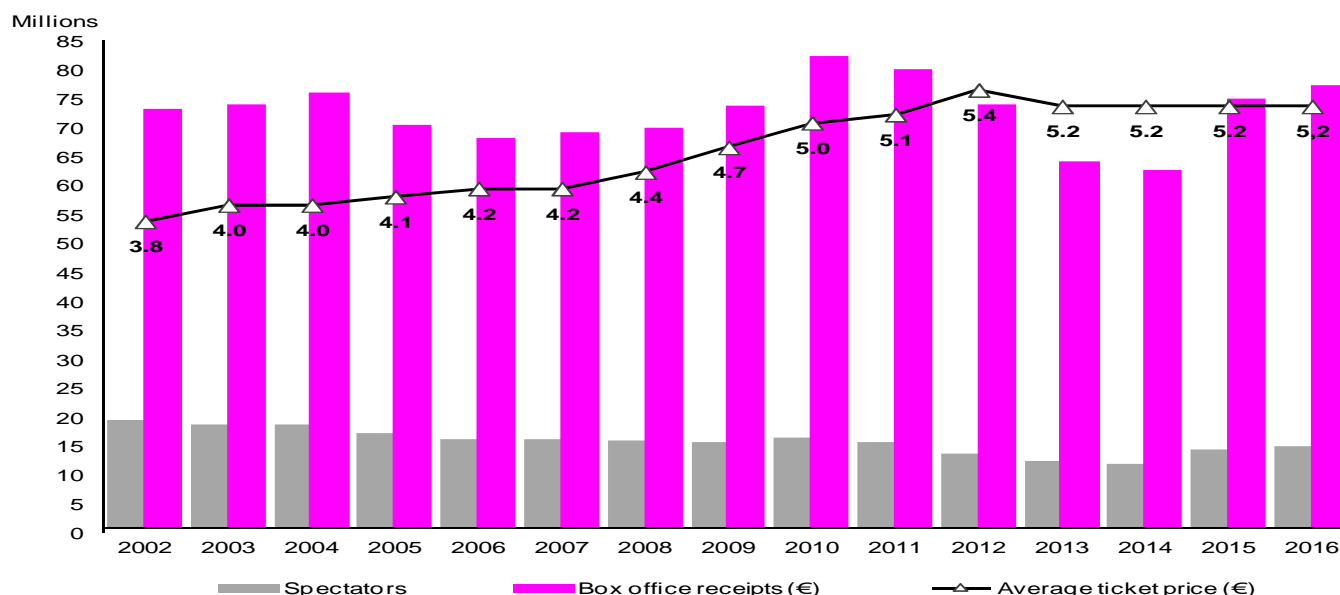
Cinema spectators and box office receipts increased by 3%

In 2016, 167 cinema’s precincts sent information to the Cinema and Audiovisual Institute – ICA in Portuguese (according to the box office computerisation project), corresponding to 557 screens and 104 729 of capacity.

1 168 movies were projected (398 of which premières), and there were 650 538 movie sessions, with a total of 14.9 million spectators and €77.2 million box office receipts. Vis-à-vis the previous year there were 28.8 thousand more sessions (4.6%), more spectators (2.5%) and box office receipts (3.0%).

The number of spectators increased by 358.2 thousand when compared to the previous year, continuing the increase registered since 2015.

Graph 6: Spectators, box office receipts and average ticket price, 2002-2016



By region, the greatest number of sessions occurred in Área Metropolitana de Lisboa (42.8% of the total), accounting for 45.7% of spectators and 47.6% of box office receipts. The Norte region recorded 27.4% of total sessions, 30.2% of spectators, and 29.3% of receipts, followed by the Centro region, with 17.3% of sessions, 14.2% of spectators and 13.8% of box office receipts.

Of total motion pictures projected, 21.7% were North American, corresponding to 60.8% of sessions, 63.5% of spectators, and 64.0% of total box office receipts. Co-productions corresponded to 31.3% of motion pictures projected, 29.6% sessions, 30.0% of spectators, and 29.9% of box office receipts.

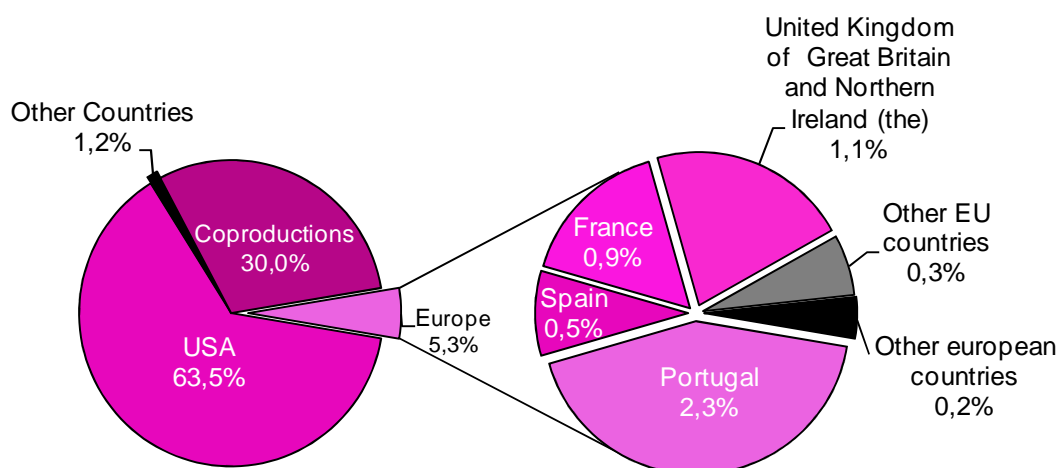
The projection of 455 European movies corresponded to 7.8% of the sessions, 5.3% of total spectators and 5.1% of box office receipts.

In 2016, 182 Portuguese motion pictures (15.6% of the total) were projected in 2.9% of the sessions, with 2.3% of spectators and 2.1% of box office receipts, indicative of a decrease in total spectators (-61.6%) and of total box office receipts (-77.1%), compared with the previous year.

The highest number of sessions, spectators (both with 28.4%) and box office receipts (28.2%) was recorded in the third quarter.

“The Secret Life of Pets” was the motion picture with the biggest attendance (605 thousand), while “A Canção de Lisboa” was the most seen motion picture of Portuguese origin with 187.8 thousand spectators.

Graph 7: Cinema spectators by film origin, 2016



Live performances: increase in ticket office receipts and spectators, 43% and 19% respectively

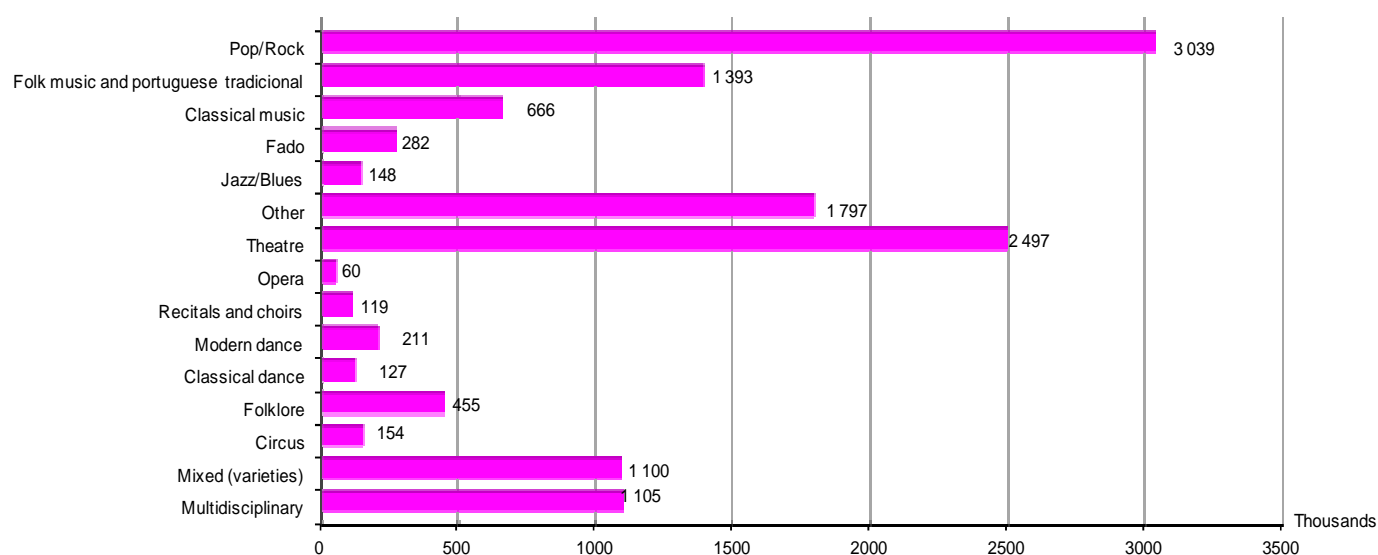
In 2016 there were 32 182 live performances with a total of 14.8 million spectators, of which 4.9 million paid tickets, generating €85 million receipts. Compared with the previous year there were increases in sessions held (13.1%), tickets sold (26.2%) and box office receipts (42.6%). Also, spectators increased by 18.8% when compared with previous year. The average price per ticket increased by 13.1%, when compared to the previous year's value (€15.4), went up to €17.4 in all performances held in 2016.

Of all types of performance, "Theatre" continued to record the greatest number of sessions (39.7% of the total), although, "Music" had more spectators (7.3 million) and box office receipts (€63.2 million), which corresponded to an average price per ticket of €23.1.

Of the different kinds of music, "Rock/pop music" concerts continued to stand out, with 3 million spectators and €45.5 million box office receipts (€20 million more than in the previous year), and were still the most represented (53.5%) in total receipts of all types of performance considered.

In terms of spectators, "Theatre" with around 2.5 million, "Other kinds of music" with 1.8 million and "Popular and Portuguese traditional music" (1.4 million) also "Multidisciplinary" with 1.1 million, is worth mentioning. The types of performance with the lowest number of spectators were "Opera" (60.3 thousand), "Choir recitals" (119.2 thousand), and "Classical dance" (127.3 thousand).

Graph 8: Live shows spectators, by modality, 2016



Live performances took place mostly in the evening and night (61.4% of sessions started after 6 pm), with 72.0% of total spectators, and cashed in more than two thirds (68.8%) of total box office receipts.

By region, the Área Metropolitana de Lisboa and Norte accounted for 66.1% and 24.0%, of total receipts, and 28.7% and 43.8% of spectators, respectively. With regard to the average ticket price of the types of performance considered, the highest was recorded in Área Metropolitana de Lisboa (€23.3) followed by Alentejo (€18.6) and the Norte (€13.3).

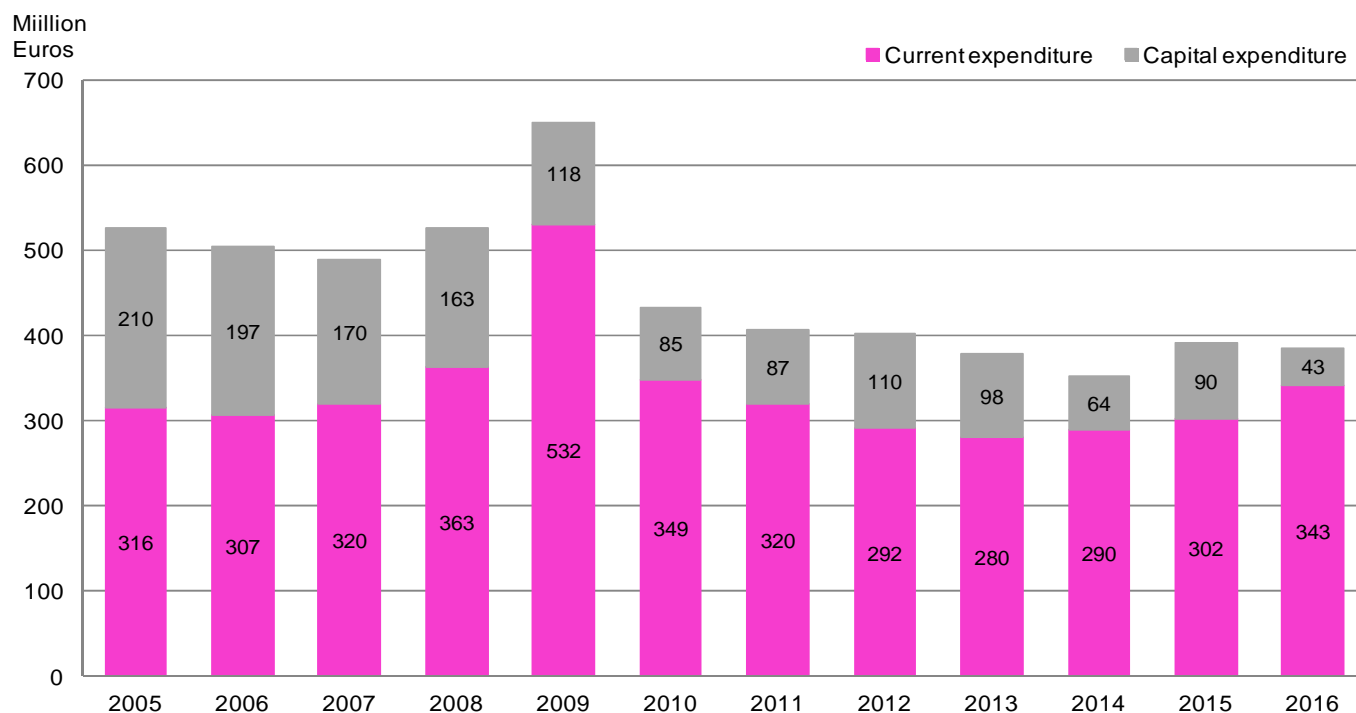
Local government expenditure on cultural and creative activities decreased by 6.5 million Euros

In 2016 local government's expenditure on cultural and creative activities amounted to €385.7 million, €6.5 million lower compared with the previous year. The 1.7% decrease was due to a decline of 52.2% in capital expenditure (€46.9 million less).

Of the total expenditure on cultural and creative activities in 2016, 88.9% referred to current expenditure and 11.1% to capital expenditure, compared to 77.1% and 22.9%, respectively in the previous year.

The decrease in expenditure on cultural and creative activities was due, inter alia, to expenses recorded in the municipalities of Centro (-13.2%), Alentejo (-5.0%), and Norte (-4.0%). By contrast, there were increases in expenses in the municipalities of Região Autónoma dos Açores and Região Autónoma da Madeira (12.3% each one), Área Metropolitana de Lisboa (11.9%) and Algarve (11.3%).

**Graph 9: Local Government expenditure in cultural and creative activities,
by type of expenditure, 2005-2016**



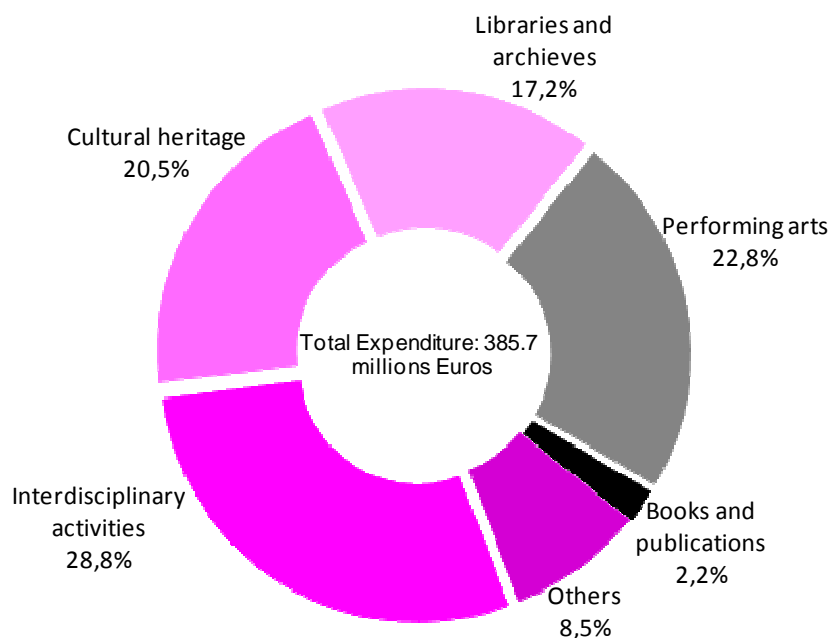
By domain and sub-domain, expenditure allocated to “Interdisciplinary activities” stood out, at €111.2 million, of which half (51.7%) was for the “support of cultural and creative entities” and 24.0% for “general administration”.

“Performing arts” absorbed €87.9 million (€6 million less than in the previous year), especially “music” and “theatre”, at 31.1% and 17.9% respectively followed by “construction and maintenance of arts facilities” (17.2%).

56.7% of funds allocated to “Cultural heritage” (€78.9 million) financed the expenses of “museums” and 16.5% were for “monuments, historical centres and protected sites”.

“Libraries and archives” were given €66.4 million: 78.8% for “libraries” and 25.6% for “archives”.

Graph 10: Local Government expenditures, by domains, 2016



In local government, as a whole, expenditure on cultural and creative activities accounted for 5.2% in 2016 budget, the municipalities of Região Autónoma dos Açores, Alentejo and Centro assigned the highest share of their budget to cultural and creative activities: 7.9%, 6.7% and 5.6% respectively. This share played a less relevant role in the budgets of the municipalities of Região Autónoma da Madeira (4.0%), Algarve, Área Metropolitana de Lisboa and the Norte (4.8% each one).

Technical note

The statistical information released results from a set of statistical operations conducted by Statistics Portugal¹ (education level, labour force survey, consumer price index, cultural participation, museums survey², survey on art galleries and other temporary exhibition spaces, periodical publications survey, 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.2³ (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 Nomenclature⁴: 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).

The 2015/2016 Household Budget Survey¹ — HBS 2015/2016 — held between March 2015 and March 2016 is the most recent edition of the series of five-yearly surveys on household budgets started in the 1960s.

For the HBS 2015/2016 a random stratified and multistage sample was selected, representative of households residing in non-collective dwellings in the Portuguese territory.

The data on expenditure of goods or services whose classification according to COICOP³ and the estimated results were obtained by applying household weightings. These made it possible to reproduce the conditions reported by respondents for all resident households in Portugal, according to similarity assumptions in terms of region, degree of urbanisation, family size, and characteristics of individual persons (sex, age group, education level) forming households. A factor was introduced in the calculation of these weightings for the correction of non-responses, and the results for the 2011 Census were the information sources used for the calibration variables were, as well as the SILC 2015 results for the structure of the education level classes.

The results presented are based on total expenditure (covering both monetary and non-monetary expenditure) and correspond to annual mean consumption expenditure per household.

NOTES:

¹ Look for more detailed information at Statistics Portugal's website.

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 For more detailed information on classifications please go to the Statistics Portugal's website.

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)".

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