Background Paper

Are cultural indicators a good SPI complement?

Contents

1. Intro

The purpose of this report is to investigate the (potential) role of culture for social progress. If there is enough evidence of a strong correlation this would justify the inclusion of culture in the EU SPI. However, the correlation alone is not sufficient, including it means that we need to come up with measurable indicators. Hence, this report is used to open a discussion on whether to include cultural elements in SPI and, if yes, which ones.

The EU SPI uses dimensions, components and indicators for the composition of the index. Social progress in our case is defined as "the capacity of a society to meet the basic human needs of its citizens, establish the building blocks that allow citizens and communities to enhance and sustain the quality of their lives, and create the conditions for all individuals to reach their full potential" (Social Progress Imperative, 2015).

2. Understanding the notion culture

The most broadly adopted definition of culture is the one introduced in 2001 by the United Nations Education, Scientific and Cultural Organization (UNESCO), which describes culture as "*the set of distinctive spiritual, material, intellectual and emotional features of society or a social group[1], and [...] it encompasses, in addition to art and literature, lifestyles, ways of living together, value systems, traditions and beliefs*" (UNESCO, 2001). Despite its simplicity "*this definition stresses that culture is not limited to national, racial, ethnic or religious affiliation – it is comprised of overt beliefs and practices as well as the subtle and taken-for-granted conventions that frame our sense of reality, define what is normal and abnormal, and give our lives a sense of direction and purpose*". In other words, culture is critical for all humans since it influences how people decide, act and perceive themselves, others and their place in the natural world (Napier, et al., 2017).

For our purposes it is useful to make two distinctions:

➢ *Embodied versus tangible culture*: embodied culture (personal or communal) consists of all knowledge and skills that a person absorbs and learns from her environment throughout her life, that is, from her family at an early age, from school as a child and from her community and society as an adult. Conversely, tangible culture exists in "*buildings, structures, sites and locations endowed with cultural significance (commonly called "cultural heritage") and artworks and artifacts existing as private goods, such as paintings, sculptures, and other objects*" (Throsby, 1999).

➢ Primary versus secondary cultural participation. Primary participation means that the individual is actively engaging in cultural activities (e.g. as creator, performer, artist, etc.), while secondary participation means that the individual participates in cultural activities as a spectator, that is as a member of the audience for performing arts and as a visitor to galleries, libraries, museums, etc. (Smale, et al., 2010).

Combining the two, while not perfectly demarcating the concept of culture, helps us classify types of cultural backgrounds or activities to be able to decide on how they can be connected to social progress:

Figure 1: Forms of Culture

	Primary (active)	Secondary (passive)

[1] http://portal.unesco.org/en/ev.php-URL_ID=13179&URL_DO=DO_TOPIC&URL_SECTION=201.html

Tangible (structures, artefacts, etc)	Artists, creators	Beneficiaries of cultural products/services (Visitors, spectators)
Embodied (intangible, knowledge, heritage)	Purposefully directing people towards norms and routines (teachers, parents, society)	Behaviour (pupils, students, society)

3. Interactions and intersections between culture and social progress

Academic and grey literature are scarce in linking culture with social progress. Bibliography can be found mainly in the role of culture for economic growth and the bidirectional relationship between culture and wellbeing, including the impact of wellbeing on social participation in cultural activities[2].

As the purpose of this report is to focus on the role of culture for social progress we investigate the different direct and indirect effects of the above mentioned taxonomy of culture into the different dimensions and components of social progress as captured by the EU SPI:

Figure 2: Culture and SPI linkages
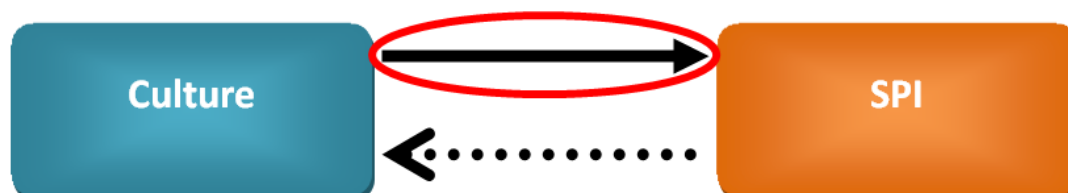
3.1 A fundamental approach

Culture being a human right and a vital component of democracy and human happiness is a basic justification, why culture could or should be included in any scorecard or measurement of social progress:

a) The recognition of **culture as a human right** by the United Nations[3] sketching culture in its embodied dimension implies that culture should be an integral

---

[2] There is ample literature on this such as the Social Observatory of "la Caixa" (2018) on cultural participation and wellbeing concluding that people's wellbeing (defined as income and education) impacts their interest and participation in culture, that is, the higher their level of education and income the higher their cultural consumption and participation (both primary and secondary),.

[3] The Universal Declaration of Human Rights states: "Everyone has the right freely to participate in the cultural life of the community, to enjoy the arts and to share in scientific advancement and its benefits" (Assembly, UN General, 1948). In addition, the UNESCO Universal Declaration on Cultural Diversity

part of social progress. In particular, in this context culture can be defined as *"the right of access to participation in and enjoyment of culture. This includes the right of individuals and communities to know, understand, visit, make use of, maintain, exchange and develop cultural heritage and cultural expressions, as well as to benefit from the cultural heritage and cultural expressions of others."* (UNESCO, 2019).

b) McNeilly (2018) states that *"in the EU new research advances have been made in positioning **culture as a vital component to** civil society and democracy (the new Council of Europe Indicator Framework on Culture and Democracy), urban development (the European Commission's Joint Research Centre's Cultural and Creative Cities Monitor) and International Relations (the EU's New European Cultural Diplomacy Platform)".* This work identifies new cultural spillovers, that is: i) pro-civic, democratic and political behaviours and participation (promoting civic and democratic engagement as well as European values), ii) influence through soft power (facilitating dialogue and economic and political interactions between nations), iii) environmental awareness and pro-environmental behaviour, sustainable growth (promoting sustainable practice and engagement with environmental issues), iv) sustainable international development tool or a method for inclusive growth (promoting international development and inclusive growth).

c) There are studies supporting that cultural activities (primary and secondary) have a significant **positive effect on happiness** (Ateca-Amestoy et al., 2016; Fujiwara &MacKerron, 2015; Social Observatory of "la Caixa", 2018). While there is no cognitive analysis of the relationship, these studies measure the correlation and conclude that culture leads to happiness. There are no universal, measurable correlations; the magnitude of the impact of culture on happiness varies by activity and person. Based on Fujiwara and MacKerron's (2015) findings the activities with the biggest impact on happiness are: 1) attend a concert, theatre or dance performance (secondary activity), 2) singing and performing (primary activity), 3) visit exhibitions, museums, libraries (secondary activity), 4) hobbies, arts, crafts (primary activity), 5) listening to music (secondary), 6) reading (secondary), while Ateca-Amestoy et al. (2016) in their analysis of International Social Survey Program data of 30 countries conclude that *"the magnitude of the positive effect of cultural activities on the top happiness goes in this descending order: cinema going, participating in cultural events, listening to music, reading books and watching TV."* The literature on happiness find both primary and secondary cultural participation

---

(2001) mentions cultural diversity as important for present and future human wellbeing: "[…] embodied in the uniqueness and plurality of the identities of the groups and societies making up humankind […] cultural diversity is as necessary for humankind as biodiversity is for nature […] and should be recognized and affirmed for the benefit of present and future generations.". To wit, United Nations recognize culture (mainly tangible culture) as a human right fundamental to human dignity and as an essential aspect of intergenerational wellbeing (Dalziel, Saunders & Savage, 2019).

matter but focus more on tangible than embodied. However, the lack of a universal agreement on the biggest impact makes it difficult to select specific activities to include to the SPI, let alone measure them.

3.2   Partial approaches

There are two cases where the literature suggests clear and explicit links:

a) Cultural engagement can significantly **improve physical and mental health** contributing widely to major social and health challenges, such as ageing, long-term conditions[4] and loneliness. (All-Party Parliamentary Group on Arts, Health and Wellbeing, 2017; Fancourt& Finn, 2019). Participation in cultural activities (both primary and secondary) increases stress relief and hedonic[5] and eudaimonic[6] experience, which have a strong positive effect on psychological wellbeing and protection from chronic degenerative diseases and therefore on mental and physical health (Grossi, et al, 2011). Many studies present evidence on the positive impact of cultural participation on health (Byrgen, et al., 2009; Bygren, Konlaan, & Johansson, 1996; Grossi, et al, 2011, National Trust (Pentire Head Cornwall), 2018), while some go further into suggesting using artefacts as part of the cure in the early stages of dementia and Alzheimer's disease (Museum of Modern Art, 2015; National Trust (Pentire Head Cornwall), 2018)). In this regard, Dodd and Jones (2014) claim that museums' collections can be used to improve public health and reduce health inequalities within communities. They claim that despite the fact that "*some collections have obvious links with health and wellbeing themes, all collections have the potential to be used*" to address health and wellbeing issues by using them "*to engage participants with objects, to pose questions, stimulate thinking and curiosity, and encourage them to take part in a social experience - all of which contributed to positive (mental) wellbeing*." In addition, culture meliorates mental health by decreasing loneliness through cultural identity, which increases the sense of belonging and therefore self-worth (New Zealand Treasury, 2018).

b) **Social Capital (sense of belonging):** culture enhances social capital and contributing to the construction of identity and sense of belonging by promoting healing, cultural respect, conversations, **openness to diversity**, curiosity, co-operation, collective work and creativity, encouraging dialogue, enable expression and supporting artistic vibrancy, increasing control over life circumstances, empowering people to face their problems or be distracted from them, cultivating lyricism as much as logical thinking, provoking cathartic

---

[4] "Long-term conditions or chronic diseases are conditions for which there is currently no cure, and which are managed with drugs and other treatment, for example: diabetes, chronic obstructive pulmonary disease, arthritis and hypertension." (The King's Fund, 2020)

[5] the experience of pleasure

[6] the experience of meaning

release and providing a place of safety and freedom from judgment (Culture Action Europe, 2019; Dalziel, Saunders & Savage, 2019; National Trust (Pentire Head Cornwall), 2018).

3.3   Indirect impact of Culture on Social Progress

Although this is not within the SPI scope one cannot exhaust the discussion on the topic without mentioning the indirect impact of culture on social progress via income creation. Culture has positive effects on the economy by promoting creativity and innovation, and by changing perspectives, stimulating imagination and reflection, and inspiring change and growth (National Trust (Pentire Head Cornwall), 2018), that is, culture improves human capital (Dalziel, Saunders & Savage, 2019). In the USA and France culture contributes directly to exports while in many countries around the world tourism income is i.a. determined by cultural heritage. An estimate of contribution to GDP is 2.9% in EU-28 in 2015 (Social Observatory of "la Caixa", 2018).

Figure 3: Culture's indirect impact on SPI through GDP
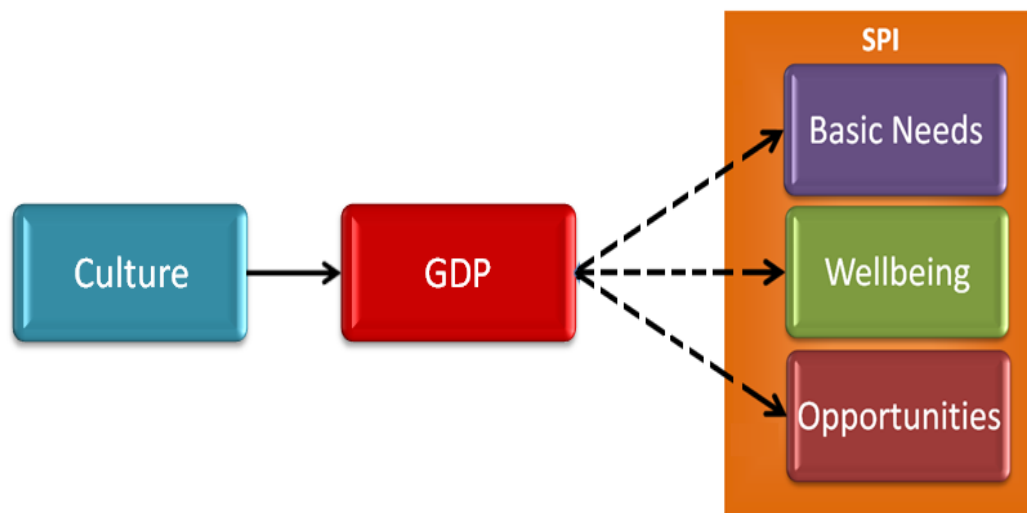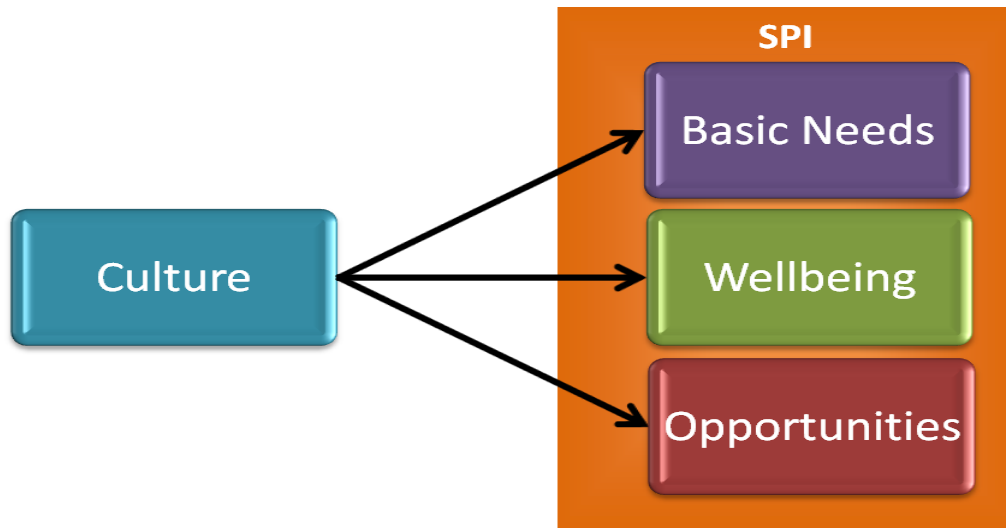

4. Culture and SPI

4.1 Conceptualisation of the linkages between Culture and Social Progress

In order to better understand the relationship between Culture and SPI we decomposed SPI into its three dimensions:

Figure 4: Differentiating cultural impact by SPI dimension

From the three dimensions only Wellbeing is addressed in the literature. Several studies indicate the strong impact of culture on subjective wellbeing (Chen, et. al, 2015; Diener & Suh, 2003; Oishi & Diener, 2009; Usborne & Taylor, 2010) emphasising the crucial role of culture (in terms of social values, norms, religion, etc.) in the way that people understand and evaluate themselves and position themselves in their society. For example, there are many findings (e.g., Diener, Diener, & Diener, 1995; Veenhoven, 1993) that people in East Asia are less satisfied with their lives than European and North Americans, because of to the different conditions of happiness for European/Americans and Asians, that is European and Americans make themselves happy by achieving their self-chosen goals, while Asians to make themselves happy should also satisfy their parents and friends (Oishi & Diener, 2009).

With this lack of specific literature, we started the analysis by summarising the identified linkages from an SPI-EU perspective (Table 1). Using the literature conclusions, we suggest six channels of impact are suggested linking Culture with Social Progress, namely:

- ➢ Culture as a right is an integral part of social progress
- ➢ Civil Society and Democracy
- ➢ High impact on happiness
- ➢ Health (physical and mental)
- ➢ Respect of diversity and social cohesion
- ➢ Sense of belonging

For each one of these channels we present what we considered its manifestations. leading to the hypothesis that all forms of culture are important for Social Progress.

However, which ones are more important and how they can be measured remains a challenge for future research.

Based on the above, Table 1 summarises the previous mentioned direct associations between culture and SPI dimensions and highlights possible challenges for each one regarding our future work, while For our purposes, we suggest a score of the impact of culture on individual SPI components (**Fehler! Ungültiger Eigenverweis auf Textmarke.**). Our **hypothesis**, subject to discussion in the peer learning workshop, suggests that:

1. Culture does play a role for social progress
2. In terms of dimensions it seems most relevant for Wellbeing (hence no surprise this is also the only literature available), followed by Opportunity, while it is almost irrelevant for Basic Needs.

In fact, other Social Progress/Wellbeing Frameworks share the same belief about the importance of culture in this context and include independent dimensions or indexes on culture participation and/or performance (Table 3).

Table 2 presents the expected magnitude of culture's impact on each SPI indicator.

Table 1: Manifestations of Culture and their Impact on SPI Dimensions

Impact	Manifestation	Form				Reference	Comments and Next steps
		Embodied	Tangible	Primary	Secondary		
Culture is an integral part of social progress	Human right	X	X			UN	Agree on universal values to be able to include them
Civil Society and Democracy	Cultural events and artefacts	X	X	X	X	McNeilly	Problems of measurement.
High impact on happiness	Cultural events		X	X	X	Ateca-Amestoy et al.; Fujiwara and MacKerron	Problems of measurement. Impact varies widely by person.
Health (physical and mental)	Cultural events and artefacts		X	X	X	WHO (Fancourt& Finn, 2019); Grossi, et al; Bygren, Konlaan and Johansson;	Problems of measurement. Agree on specific forms of culture that contribute.
Respect of diversity and social cohesion	Cultural events and artefacts	X	X	X	X	Culture Action Europe; Dalziel, Saunders and Savage; National Trust (Pentire Head Cornwall)	Migration crisis may blur the picture.
Sense of belonging	Cultural events, cultural heritage	X	X	X	X	Dalziel, Saunders and Savage ;New Zealand Treasury	Agree on a way to measure cultural heritage on regional level

For our purposes, we suggest a score of the impact of culture on individual SPI components (**Fehler! Ungültiger Eigenverweis auf Textmarke.**). Our **hypothesis**, subject to discussion in the peer learning workshop, suggests that:

3. Culture does play a role for social progress
4. In terms of dimensions it seems most relevant for Wellbeing (hence no surprise this is also the only literature available), followed by Opportunity, while it is almost irrelevant for Basic Needs.

In fact, other Social Progress/Wellbeing Frameworks share the same belief about the importance of culture in this context and include independent dimensions or indexes on culture participation and/or performance (Table 3).

Table 2: Culture's impact on SPI indicators

Dimension	Component	SPI indicator	Impact[+]
Basic Human Needs	Nutrition and Basic Medical Care	Mortality rate before age 65	✳
		Infant mortality	
		Unmet medical needs	
		Insufficient food	
	Water and Sanitation	Satisfaction with water quality	
		Lack of toilet in dwelling	
		Uncollected sewage	
		Sewage treatment	
	Shelter	Burdensome cost of housing	
		Satisfaction with housing	
		Overcrowding	
		Lack of adequate heating	
	Personal Safety	Homicide rate	✳
		Safety at night	
		Traffic deaths	
Foundations of Wellbeing	Access to Basic Knowledge	Secondary enrolment rate	✳✳
		Lower secondary completion only	✳✳
		Early school leaving	✳✳
	Access to Information and Communications	Internet at home	
		Broadband at home	
		Online interaction with public authorities	
	Health and Wellness	Life expectancy	✳✳
		General health status	✳✳

		Premature deaths from cancer	**
		Premature deaths from heart disease	**
		Unmet dental needs	
		Satisfaction with air quality	
	Environmental Quality	Air pollution-pm10	*
		Air pollution-pm2.5	*
		Air pollution-ozone	*
		Pollution, grime or other environmental problems	*
		Protected land (Natura 2000)	*
Opportunity	Personal Rights	Trust in the political system	*
		Trust in the legal system	*
		Trust in the police	*
		Quality and accountability of government services	
	Personal Freedom and Choice	Freedom over life choices	
		Teenage pregnancy	
		Young people not in education, employment or training	
		Corruption	
	Tolerance and Inclusion	Impartiality of government services	
		Tolerance for immigrants	**
		Tolerance for minorities	**
		Attitudes toward people with disabilities	**
		Tolerance for homosexuals	**
		Gender gap	
		Community safety net	**
	Access to Advanced Education	Tertiary education attainment	
		Tertiary enrolment	
		Lifelong learning	

*+where * indicates weak impact, ** indicates moderate impact and *** indicates strong impact.*

4.2 Measuring culture in well-being scoreboards

Culture is gaining attention for its contribution to human wellbeing. In fact, more and more wellbeing measurement frameworks in developed countries include at least one indicator related to culture, while some frameworks have a whole domain dedicated to culture (and leisure). Some examples of recent wellbeing frameworks from developed countries that include the dimension of culture are presented in the following table (Table 3).

We also present on an Appendix the cultural indicators available for the EU, because they constitute the source that can be used to pull indicators in case we decide to propose amendments to SPI.

Table 3: Culture-related Indexes in Social Progress-related Frameworks

Country	Year	Framework	Dimension	Indicator(s)	Link
UK	2010	Measuring National Well-being	What we do	Engaged with, or participated in, arts or cultural activities at least 3 times in last year.	https://www.ons.gov.uk/peoplepopulationandcommunity/wellbeing/
Canada	2010	The Canadian Index of Wellbeing	Leisure and Culture	• Average percentage of time spent on the previous day in arts and culture activities • Average number of hours in the past year volunteering for culture/recreation orgs • Average attendance per performance in past year at all performing arts performances • Average visitation per site in past year to all National Parks and National Historic Sites • Expenditures in past year on all culture/recreation as percentage of total household expenditures	https://uwaterloo.ca/canadian-index-wellbeing/
New Zealand	2014	Living Standards Framework	Cultural Identity	• Ability to express identity (percentage of adults who said it was easy or very easy to express their identity in New Zealand) • TeReo Māori speakers (percentage of people who can converse about a lot of everyday things in TeReo Māori)	https://treasury.govt.nz/information-and-services/nz-economy/higher-living-standards
Germany	2016	Well Being in Germany	At home in ur-ban and rural areas	Travel time to educational, service and cultural facilities	https://www.gut-leben-in-deutschland.de/static/LB/en
Australia, Australian Capital Territory (Canberra)	March 2020 (on-going)	ACT's Wellbeing Framework	Arts and culture	*Not announced yet*	https://www.yoursay.act.gov.au/wellbeing

4.3 Future steps and questions

The relationship between culture and social progress seems to be intuitively accepted but systematic taxonomies and agreement on measurement is lacking in the literature. Despite initial efforts in some countries, which have gone beyond simply recognising the relevance of culture, significant challenges remain, in case we want to justify culture to be included in the SPI.

In order to further enhance the discussion in the peer learning event we will focus on:

1. Discussing with the pilot regions what culture means for them, their policies and incentives for promoting culture, the budget allocation to culture and (most importantly) whether the resources devoted to culture follow (i.a.) a social progress rationale.
2. Test the hypotheses on cultural impact on SPI components as suggested on Table 2.
3. Discuss the most relevant indicators to include in SPI in case it is decided that it makes sense (using both experiences from Table 3 and the list of available indicators in the Appendix)

Additional experimentation with cultural indicators will be made, based on the background document and the input from the peer learning workshop in the context of the research team's work.

References

All-Party Parliamentary Group on Arts, Health and Wellbeing (2017). The Inquiry Report, Creative Health: The Arts for Health and Wellbeing - second edition. In *Inquiry Report*. Retrieved from http://www.artshealthandwellbeing.org.uk/appg-inquiry/Publications/Creative_Health_Inquiry_Report_2017.pdf

Assembly, UN General. (1948). Universal declaration of human rights. *UN General Assembly*, *302*(2), Article 27, Clause 1.

Bygren, L. O., Johansson, S. E., Konlaan, B. B., Grjibovski, A. M., Wilkinson, A. V., &Sjöström, M. (2009). Attending cultural events and cancer mortality: A Swedish cohort study. *Arts & Health*, *1*(1), 64-73.

Bygren, L. O., Konlaan, B. B., & Johansson, S. E. (1996). Attendance at cultural events, reading books or periodicals, and making music or singing in a choir as determinants for survival: Swedish interview survey of living conditions. *BMJ*, *313*(7072), 1577-1580.

Chen, B., Vansteenkiste, M., Beyers, W., Boone, L., Deci, E. L., Van der Kaap-Deeder, J., ... & Ryan, R. M. (2015). Basic psychological need satisfaction, need frustration, and need strength across four cultures. *Motivation and emotion*, *39*(2), 216-236.

Culture Action Europe. (2019). *Measure the Impact of Culture on Wellbeing a Definition Shaped By a Desire for the Future*.

Dalziel, P., Saunders, C., & Savage, C. (2019). *Culture, wellbeing, and the Living Standards Framework: A perspective* (No. 19/02). New Zealand Treasury Discussion Paper.

Davis, T. (2019, January 2).What Is Well-Being? Definition, Types, and Well-Being Skills. *Psychology Today*.

Diener, E., Diener, M., & Diener, C. (2009). Factors predicting the subjective well-being of nations. In *Culture and well-being* (pp. 43-70). Springer, Dordrecht.

Diener, E., & Suh, E. M. (Eds.). (2003). *Culture and subjective well-being*. MIT press.

Dodd, J., & Jones, C. (2014). *Mind, body, spirit: How museums impact health and wellbeing*. Leicester, UK: University of Leicester.

Fancourt, D., & Finn, S. (2019). What is the evidence on the role of the arts in improving health and well-being.*A scoping review. Copenhagen: WHO Regional Office for Europe*.

Grossi, E., Sacco, P. L., Blessi, G. T., &Cerutti, R. (2011). The impact of culture on the individual subjective well-being of the Italian population: an exploratory study. *Applied research in quality of life*, *6*(4), 387-410.

McNeilly, N. (2018). *Cultural and creative spillovers in Europe: a follow-up review*. European Research Partnership on Cultural and Creative Spillovers.

Michaelson, J., Mahony, S., &Schifferes, J. (2012). Measuring wellbeing: A guide for practitioners. New Economics Foundation, London.

Museum of Modern Art. (2015). Meet me: the MoMA Alzheimer's project: making art accessible to people with dementia.

Napier, A. D., Ancarno, C., Butler, B., Calabrese, J., Chater, A., Chatterjee, H., … Woolf, K. (2014). Culture and health. *The Lancet*, *384*(9954), 1607–1639. https://doi.org/10.1016/S0140-6736(14)61603-2

Napier, A. D., Depledge, M., Knipper, M., Lovell, R., Ponarin, E., Sanabria, E., & Thomas, F. (2017). *Cultural Contexts of Health and Well-being Principal author and editor Culture matters: using a cultural contexts of health approach to enhance policy-making*. (1), 54. Retrieved from http://www.euro.who.int/__data/assets/pdf_file/0009/334269/14780_World-Health-Organisation_Context-of-Health_TEXT-AW-WEB.pdf?ua=1

National Trust (Pentire Head Cornwall) (2018). *Heritage , health and wellbeing*. Workshop on the International Measurement of Culture Organisation for Economic Co-operation and Development.

New Zealand Treasury. (2018). Our people, our country, our future: Living standards framework: Background and future work.

Oishi, S., & Diener, E. (2009). Goals, culture, and subjective well-being. In *Culture and well-being* (pp. 93-108). Springer, Dordrecht.

Regan, C. N. (2016). The future of human nature and social progress: a case for optimism in an age of despair.

Smale, B., Donohoe, H., Pelot, C., Croxford, A., & Auger, D. (2010). Leisure and culture: a report of the Canadian Index of Wellbeing (CIW). University of Waterloo, Ontario. 134 p.

Social Observatory of "la Caixa." (2018). Cultural participation and wellbeing.

Social Progress Imperative. (2015). *Social Progress Index 2014 - Methodological Report*. Available at

http://truevaluemetrics.com/DBpdfs/Metrics/SPI/Social-Progress-Index-2014-Methodological-Report.pdf

The King's Fund (2020). *Long-term conditions and multi-morbidity*. Kingsfund.org. https://www.kingsfund.org.uk/

Throsby, D. (1999). Cultural capital. *Journal of cultural economics*, *23*(1-2), 3-12.

UNESCO. (2019). *The Right to Culture – Questions and Answers*. Info Sheet. Available at http://www.unesco.org/culture/culture-sector-knowledge-management-tools/10_Info%20Sheet_Right%20to%20Culture.pdf

UNESCO. (2001). UNESCO Universal Declaration on Cultural Diversity. In Records of the General Conference-31st Session, Article 1.

Unicef. (1989). Convention on the Rights of the Child.Article 29, Clause 1, Item c.

Usborne, E., & Taylor, D. M. (2010). The role of cultural identity clarity for self-concept clarity, self-esteem, and subjective well-being. *Personality and Social Psychology Bulletin*, *36*(7), 883-897.

Veenhoven, R., Ehrhardt, J., Ho, M. S. D., & de Vries, A. (1993). *Happiness in nations: Subjective appreciation of life in 56 nations 1946–1992*. Erasmus University Rotterda

Appendix: European published Cultural Indicators

Indicator	Description	Data Availability in EU		Source
		Collection Method	Level	
Sights & landmarks	Points of historical, cultural and/or artistic interest, such as architectural buildings, religious sites, monuments and statues, churches and cathedrals, bridges, towers and fountains, amongst other things, divided by the total population and then multiplied by 100000.	TripAdvisor	City	Cultural and Creative Cities Monitor - European Commission (https://publications.jrc.ec.europa.eu/repository/bitstream/JRC117336/citiesmonitor_annexc.pdf)
Museums & art galleries	Number of museums that are open to the public divided by the total population and then multiplied by 100000.	TripAdvisor		
Cinemas	Number of cinemas in the city divided by the total population and then multiplied by 100000.	OpenStreetMap		
Concert & music halls	Number of theatres and other music venues (concert halls, clubs, etc.) and current shows divided by the total population and then multiplied by 100000	TripAdvisor		
Theatres	Number of theatres in the city divided by the total population and then multiplied by 100000.	OpenStreetMap		
Museum visitors	Total number of museum tickets sold during the reference year divided by the total population and then multiplied by 1000.	Eurostat (Urban Audit)		

Cinema attendance	Total number of tickets sold, referring to all films screened during the year, divided by the total population and then multiplied by 1000.	Eurostat (Urban Audit)		
Satisfaction with cultural facilities	Percentage of population that is very satisfied with cultural facilities in the city.	Flash Eurobarometer 366 by TNS/European Commission (Survey on 'Quality of life in cities')		
Jobs in arts, culture & entertainment	Number of jobs in arts-, culture- and entertainment-related activities such as performing arts, museums and libraries, divided by the total population and then multiplied by 1000 (NACE Rev. 2, R-U).	Eurostat (Urban Audit)		
Jobs in media & communication	Number of jobs in media- and communication-related activities such as book and music publishing, film production and TV, divided by the total population and then multiplied by 1000 (NACE Rev. 2, J)	Eurostat (Urban Audit)		
Jobs in other creative sectors	Number of jobs in professional, scientific and technical, administrative and support service activities such as architecture, advertising, design and photographic activities, divided by the total population and then multiplied by 1000 (NACE Rev. 2, M-N).	Eurostat (Urban Audit)		
Culture's contribution to employment	The EU-LFS results make it possible to characterise cultural employment by a number of core social variables (sex, age, educational attainment) and selected characteristics (selfemployment, full-time work, permanent jobs and people with one job only).	Eurostat (European Union Labour Force Survey - EU-LFS)	NUTS2	Guide to Eurostat culture statistics 2018 - European Union (https://ec.europa.eu/eurostat/documents/3859598/9433072/KS-GQ-18-011-EN-N.pdf/72981708-edb7-4007-a298-8b5d9d5a61b5)

Number of active enterprises related to culture		Eurostat (Structural Business Statistics - SBS and Business Demography - BD)	NUTS2
The size of culture-related enterprises	Number of employed people per enterprise	Eurostat (Structural Business Statistics - SBS and Business Demography - BD)	NUTS2
Value added at factor cost of the culture sector		Eurostat (Structural Business Statistics - SBS and Business Demography - BD)	NUTS2
Turnover of the culture sector		Eurostat (Structural Business Statistics - SBS and Business Demography - BD)	NUTS2
Trade of Cultural Goods		Eurostat (Population and social conditions)	National
Participation - going to the cinema	Ad hoc module.	Eurostat (EU-SILC 2015)	National
Participation - going to live performances	Ad hoc module. I.e. plays, concerts, operas, ballet, dance performances, etc. Street performances were also included, but only if they were organised events. For example, if the respondent listened to a busker on the street, this was not counted, but if the respondent attended a concert in a park, this was included.	Eurostat (EU-SILC 2015)	National

Participation - visits to cultural sites	Ad hoc module. I.e. historical monuments, museums, art galleries, archaeological sites, etc. Visits (either planned or spontaneous) were included only where the purpose was to become acquainted with the cultural or historical content of the site;	Eurostat (EU-SILC 2015)	National
Participation - practice of artistic activities	Ad hoc module. — I.e. playing an instrument, composing music, singing, dancing, acting, photography, making a video, drawing, painting, carving or practising other visual arts, handcraft, writing poems, short stories, fiction, etc. These included only hobby activity (not professional activities), whether or not organised. Where the respondent was engaged in more than one activity, the total time spent on all of them was counted.	Eurostat (EU-SILC 2015)	National
Reading online newspapers		Eurostat (ICT Survey)	National
Watching TV, movies and videos		Eurostat (ICT Survey)	National
Listening to music		Eurostat (ICT Survey)	National
Playing or downloading games		Eurostat (ICT Survey)	National
Creating websites or blogs		Eurostat (ICT Survey)	National
Online purchase of books, magazines and newspapers		Eurostat (ICT Survey)	National
Online purchase of films and music		Eurostat (ICT Survey)	National
Online purchase of tickets for events		Eurostat (ICT Survey)	National
Reading or downloading online news / newspapers / news magazines		Eurostat (ICT Survey)	National
Playing or downloading games, images, video or music		Eurostat (ICT Survey)	National

Reading or downloading online books or e-books		Eurostat (ICT Survey)	National
Time spent at Cinema		Eurostat (The Harmonised European Time Use Survey - HETUS)	National
Time spent at Theatre and Concerts		Eurostat (The Harmonised European Time Use Survey - HETUS)	National
Time spent at Art exhibitions and Museums		Eurostat (The Harmonised European Time Use Survey - HETUS)	National
Time spent at Library		Eurostat (The Harmonised European Time Use Survey - HETUS)	National
Time spent at Computer games		Eurostat (The Harmonised European Time Use Survey - HETUS)	National
Time spent reading books		Eurostat (The Harmonised European Time Use Survey - HETUS)	National
Time spent reading periodicals		Eurostat (The Harmonised European Time Use Survey - HETUS)	National
Time spent watching TV, video or DVD		Eurostat (The Harmonised European	National

		Time Use Survey - HETUS)	
Time spent listening to radio or recordings		Eurostat (The Harmonised European Time Use Survey - HETUS)	National
Private household expenditure on cultural goods and services		Eurostat (Household Budget Survey - HBS)	National
Rate of increase in personal spending on culture			
Ratio between the number of spaces available for cultural training and applications for admission			
Index of the variation of spending on culture according to the language spoken at home			
Ratio of the GDP of the cultural industries to the total GDP			
Ratio of the size of the cultural labour force to that of other sectors			Allaire, B. (n.d.). Counting Culture in Quebec: a system of indicators for culture and communications. Workshop on the International Measurement of Culture Organisation for Economic Co-operation and Development.
Number of distribution establishments per person			
Index of the diversity of cultural workers relative to cultural communities			
Cultural industries concentration index (production and distribution combined)			
Ratio of the number of new works to total works available			
Total cultural products sales index			

Share of the national market				
Index of the concentration of titles available by region				
Cultural products price index				
Index of the role of sales of new works by country of origin				
Index of the role of total sales by country of origin				
Ratio of household spending on culture to spending on leisure				
Composite index of attendance at cultural establishments				
Composite index of involvement with cultural activities				
Ratio of time spent on cultural activities to total leisure time				
Household cultural equipment price index				
Index of the range of cultural equipment by field				
Index of the range of participation in cultural activities by field				
Cultural performance	The percentage of adults who in the last four weeks have taken part, outside their job, in a cultural event.			Dalziel, P. (2019). *Culture , Wellbeing , and the Living Standards Framework*.
Cultural attendance	The percentage of adults who in the last four weeks have attended or visited at least one cultural event or venue.			

Community cultural vitality	The percentage of adults who belong to a group described as arts or culture, religious or spiritual, or environment.			
Cultural employment	The number of people in cultural employment as a percentage of total employment.			
Employment in creative occupations	The number of people employed in creative occupations as a percentage of total employment.			
Median incomes from creative occupations	The median income received by people in creative occupations as a percentage of the median income of all employed people.			
Cultural experiences	The average (per adult) frequency of experiencing cultural activities.			
Barriers to cultural experiences	The proportion of adults encountering barriers which prevent them from experiencing particular cultural activities.			Ministry for Culture and Heritage. Cultural Indicators for New Zealand – 2009. Wellington: Ministry for Culture and Heritage, 2009.
Household spending on cultural items	The value of household spending on cultural items as a proportion of all household expenditure.			
Attendance at and participation in ethnic cultural activities	The percentage of the population aged 15 years and over attending or participating in at least one cultural activity in the year before the survey.			
Minority cultural activities	The proportion of arts, culture, and heritage events and activities produced by minority cultures, taking place at a national sample of venues.			
Area (ha) of public parks and designated open space in major cities per 1,000 population				Smale, B. (2010). Leisure and culture - a report of the Canadian index of

Average attendance per performance in past year at all performing arts performances				wellbeing. Cahiers d'odonto-Stomatologie, 6(June), 97–98.
Average number of hours in past year volunteering for culture and recreation organisations				
Average percentage of time spent on the previous day in arts and culture activities				
Average total amount of donations in past year to all recreation, sport, arts, and culture organisations				
Average visitation per site in past year to all National Parks and National Historic Sites				
Expenditures in past year on all aspects of culture and recreation as a percentage of total household expenditures				
Extent to which person feels he or she does not have time for fun anymore (percentage saying this is true)				
Number of museums, galleries, libraries, theatre and concert halls per 1,000 population				
Percentage of time spent on the previous day in arts and culture activities				
Total land area (ha) committed to National Parks and National Historic Sites per 1,000 population				