

16 December 2019

Corrected on p. 13 (24-06-2020)

Culture Statistics

2018

Spectators increase 9.5% in live performances and museums with more 13.5% visitors

- In 2018, live performances recorded 16.9 million spectators (9.5% more than 2017), and €109 million in ticket office receipts (31.5% more than the previous year).
- Museums registered 19.5 million visitors, 13.5% more (2.3 million) than in 2017. Foreign visitors were almost half of total visitors (47.6%).
- Cinema's spectators were 14.8 million and box office receipts reached €78.7 million; accounting for a 5.3% and 3.7% decrease, in that order, compared to 2017.
- Printed materials decreased: newspapers, magazines and other periodical publications lost 9.6% in total circulation (-9.5% in total copies sold and -9.9% in offered copies).
- The employed population in cultural employment was 131.4 thousand individuals (14.3 thousand more than in 2017).
- Cultural goods exports amounted to €167.6 million (a 6.9% decrease), while imports were €399.1 million (5.9% more) resulting in a trade balance deficit of €231.5 million (balance worsened by €34.7 million).
- In 2017, the turnover of enterprises engaging in cultural and creative activities reached €6.3 thousand million, 5.3% more compared to 2016. There were 61,916 enterprises, corresponding to an increase of 3,393 enterprises compared with the previous year.
- In 2018, Local government expenditure in cultural and creative activities rose to €469.8 million, 4.4% (€19.7 million) more when compared to 2017.

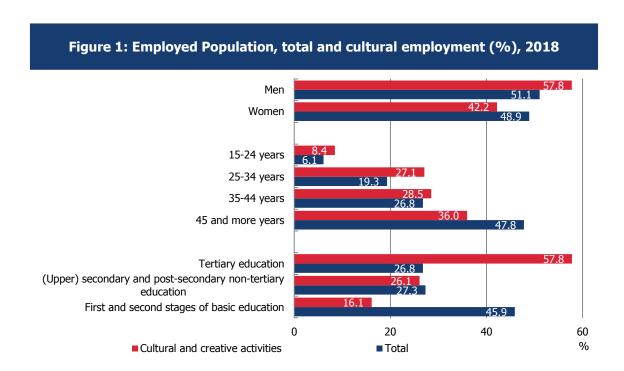
Statistics Portugal releases the publication "Culture Statistics 2018", providing statistical information on several cultural themes: education, employment, consumer price index on cultural goods and services, enterprises and turnover of the cultural and creative sector, international trade on cultural goods, cultural heritage, art galleries, periodical publications, cinema, live performances and expenditures of cultural and creative activities by the municipalities.

Culture Statistics - 2018 1/17



2.7% of employed population worked in cultural and creative activities

In 2018, 131.4 thousand people were estimated to be employed in cultural and creative activities (2.7% of total employment) according to Labour Force Survey. Of the total, men were 57.8%, 64.5% were aged 35 and more years, and almost 3/5 had completed tertiary education (57.8%). Employment in these activities was characterised by a higher education level than the one in the total economy.



Consumer prices of cultural goods and services decreased of 1.4%

In 2018, on average, the price of cultural goods and services decreased by 1.4%, compared to the previous year. Contributing to this decrease were the prices in *Books* (-6.7%) in particular *Educational text books* which decreased 12.0%, and the *Audio-visual, photographic and information processing equipment* decreased (- 5.3%).

On the contrary, an increase was observed in the prices of *Newspapers and periodicals'* group (5.2%). Furthermore, *cultural services* grew 0.5%, standing out those of the *Cinemas, theatres, concerts* with an increase (4.6%) and *Museums, libraries, zoological gardens* (2.9%).

Culture Statistics - 2018 2/17



The turnover of enterprises in cultural and creative activities grew 5.3% and reached €6.3 thousand million in 2017

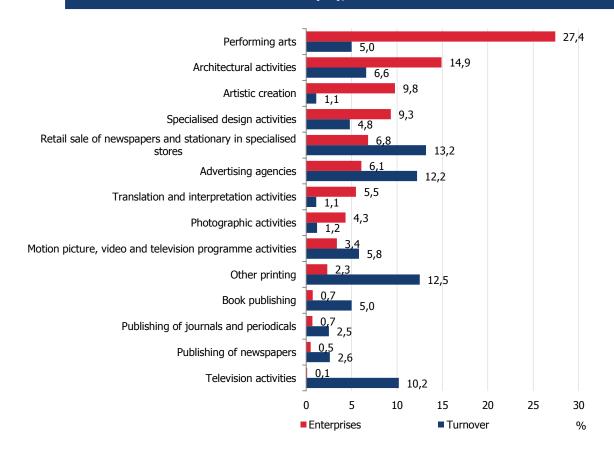
In 2017 enterprises with their main activity in cultural and creative areas totalled 61.916 (3.393 more than in the previous year), with a turnover of \in 6.3 thousand million and net profit for the period of \in 524.0 million, based on the *Integrated Business Accounts System*.

As in the previous year, the number of enterprises classified in *Performing arts activities* (27.4%) continued to stand out, followed by *Architecture activities* (14.9%), *Artistic and literary creation* (9.8%) and *Design activities* (9.3%), which together accounted for 61.4% of total enterprises and 17.5% of sector turnover.

However, more than half (53.9%) of the turnover registered in the cultural and creative sector was associated to companies carrying the following activities: *Retail sale of newspapers and stationery in specialised stores* (13.2%), *Other printing* (12.5%), *Advertising agencies* (12.2%), *Television activities* (10.2%) and *Motion pictures, videos and television programmes activities* (5.8%), which together represented only 12.6% of the companies in the sector.

It should also be noted that *Book publishing* (5.0%), *Publishing of newspaper* (2.6%) and *Publishing of Magazine and other periodical publications* (2.5%) registered together 10.1% of the turnover. The *Photographic Activities, Artistic Creation, Translation and interpretations activities* contributed 4.8% of the cultural and creative sector's total turnover.

Figure 2: Enterprises and turnover engaging in cultural and creative activities (%), 2017



Culture Statistics - 2018 3/17



Cultural goods trade balance deficit: imports higher than exports by €231.5 million

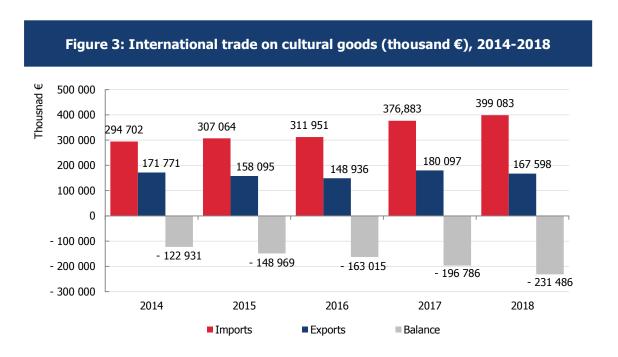
According to International Trade statistics, in 2018 the cultural goods trade balance was negative by €231.5 million, that is, the negative balance worsened by €34.7 million vis-à-vis the previous year.

In 2018, the value of cultural goods exports was \in 167.6 million, with a 6.9% decrease from the previous year. *Craft* (35.0%), *Jewellery* (24.9%) *and Books* (16.1%) that accounted for 76.0% of total exported goods.

The imports of cultural goods was €399.1 million, accounting for a 5.9% increase from 2017. The main imported cultural goods were *Jewellery* (19.5%), *Newspapers and periodicals* (15.7%), *Books* (13.3%), *Audio-visual goods and Interactive media* (12.1%) and *Craft articles* (9.0%), representing together about 70% of the total imported cultural goods.

The European Union (EU28) remained the main commercial partner with 88.4% of imports of cultural goods and 65.5% of exports.

In 2018 the import-export coverage rate was 42.0%, reflecting a 5.8 percentage point decline from the previous year.



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Museums reached 19.5 million visitors, 47.6% were foreign visitors

In 2018, 431 museums received 19.5 million visitors (13.5% more than in the previous year).

47.6% of total visitors were foreigners (9.3 million people), 9.5% of visitors were integrated in school groups; 60.6% visited the museums temporary exhibitions and 30.3% entered free of charge).

Art museums (27.8%) were the most visited, followed by History museums (26.8%) and Specialised museums (11.4%).

34.4% of the 19.8 million of pieces in museums corresponded to *bibliographic and archival* pieces and 19.4% to *archaeological* pieces. *Artistic and historical* pieces accounted for 10.5%, whereas 18.2% consisted of *other pieces*, which included *philatelic and photographic* pieces.

24.8% of the total pieces belonged to the category *Science and technological museums*, 16.3% to *Natural sciences and natural history museums* and 13.1% to *Archaeology museums*.



Painting and photography accounted for 1/3 of works exhibited

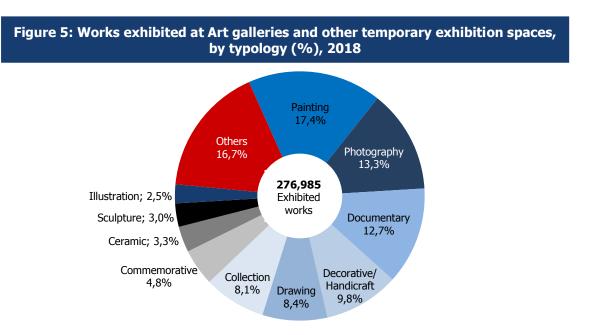
The Art galleries and other temporary exhibition spaces (1 023) held 7 136 temporary exhibitions, totalling 276,985 works by 53,909 authors.

Of the total works exhibited, *painting* (17.4%), *photography* (13.3%), *documentary* (12.7%), *decorative/handicraft* (9.8%), *drawing* (8.4%) and *collectors' works* (8.1%) continued to stand out.

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At commercial galleries, which accounted for 5.9% of temporary exhibition spaces, 49.7% of the exhibitions held, were *painting* exhibitions.



43.8% were released simultaneously in print and electronic support

The 1,087 periodical publications considered in 2018 (newspapers, magazines, bulletin and yearbooks) corresponded to 21,186 annual editions, 324.7 million copies of the total print-run, and 232.0 million copies of total circulation, of which 171.2 million copies were sold.

In comparison with the previous year, printed materials declined in terms of the number of publications (-3.5%), editions (-3.2%), total print-run copies (-7.9%) and total circulation (-9.6%), and sold and offered copies (-9.5% and -9.9% respectively).

56.2% of the total periodicals considered were released in print, while 43.8% were released simultaneously in print and electronic support. This type of release has been playing a more important role: it accounted for 19.4% in 2007 (first year for which there is information) and 43.8% in 2018.

With regard to the classification of themes according to the main content, 46.0% of periodicals were classified under *general themes and news report*, followed by publications which content included mostly *social science and education* (14.3%) and *religion and theology* (12.1%).

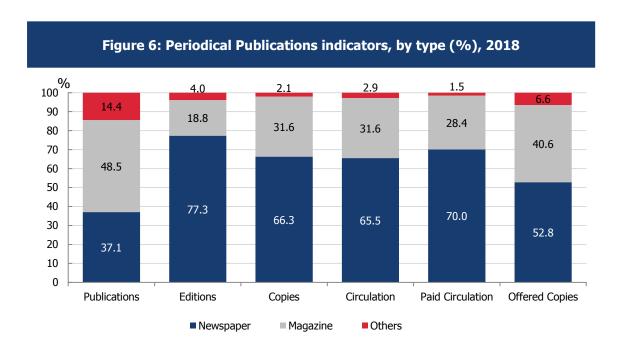
In 2018, *newspapers* represented 37.1% of the total number of titles, accounting for 77.3% of the number of editions, 66.3% of the total print-run copies, 65.5% of total circulation, and 70.0% of copies sold.

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Magazines totalled 48.5% of titles, 18.8% of editions, 31.6% of the total print-run copies and total circulation, and 28.4% of sold copies.

By type of publication, *newspapers* sold 78.9% of copies in circulation, while *magazines* paid circulation was 66.3% of the total respective copies.



Cinema spectators decreased 5.3% and box office receipts 3.7%

In 2018, 186 cinema's precincts sent information to the *Cinema and Audiovisual Institute* (according to the box office computerisation project), corresponding to 587 screens and 113,001 of capacity.

In total terms, 1,271 movies were projected (404 of which were premiere), and there were 664,341 movie sessions, with a total of 14.8 million spectators and €78.7 million box office receipts.

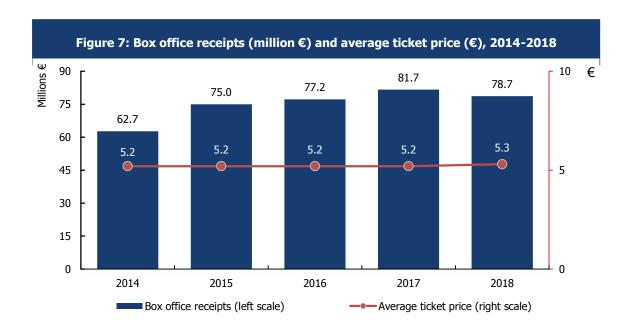
Vis-à-vis the previous year, there were 1.5 thousand less sessions (-0.2%), -5.3% spectators and -3.7% box office receipts.

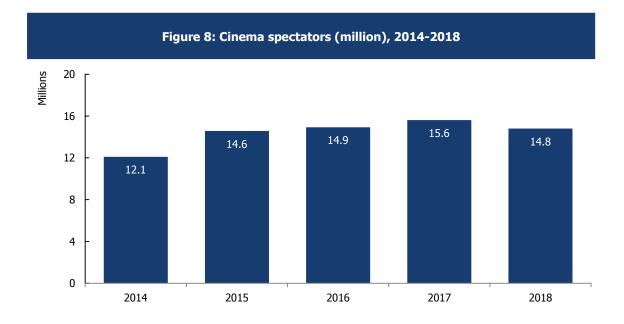
The box office receipts decreased by €3.0 million when compared to 2017, however the receipt per spectator, after successive several years without change, recorded a small increase, when compared to previous years, to €5.3.

The number of spectators decreased by 5.3% (833.0 thousand less than in the previous year), interrupting upward the trend initiated in 2015.

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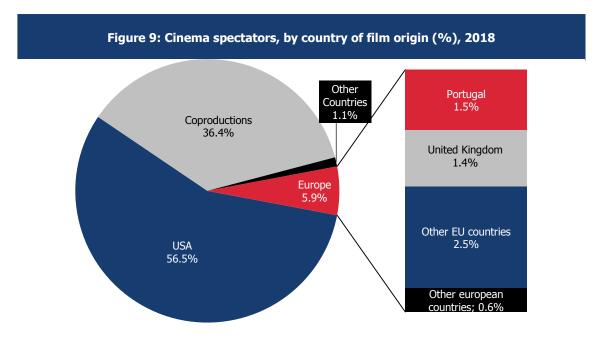
Of total motion pictures projected, 17.0% were North American, corresponding to 52.6% of sessions, 56.5% of spectators, and 57.2% of total box office receipts. Co-productions corresponded to 34.4% of motion pictures projected, 36.9% sessions, 36.4% of spectators, and 36.3% of box office receipts.

The projection of 474 European movies corresponded to 9.5% of the sessions, 5.9% of total spectators and 5.5% of box office receipts.

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In 2018, 173 Portuguese motion pictures (13.6% of the total) were projected in 2.2% of the sessions, corresponding to 1.5% of the total spectators and 1.2% of box office receipts. Compared to the previous year, there was a decrease in the number of projected movies (4 less films), as well as in the number total spectators (-28.2%) and of total box office receipts (-37.6%).

The most viewed movie in 2018 was "*The Incredibles 2: The Superheroes*" with 606,400 spectators. "*Pedro e Inês*" was the Portuguese film attended with 47,400 spectators.

Live performances: ticket office receipts increased by 31.5% and number of spectators rose by 9.5%

In 2018 there were 36,620 live performances with a total of 16.9 million spectators, of which 5.5 million paid tickets, generating €109.0 million receipts.

Compared with the previous year, there were increases in spectators (9.5%), sessions held (9.6%), tickets sold (12.6%) and in box office receipts (31.5%).

The average price per ticket increased by 17.0%, when compared to the previous year's value (\in 16.8), going up to \in 19.7 in 2018. The highest average ticket price of the types of performance considered was recorded in Área Metropolitana de Lisboa (\in 24.9), followed by Centro (\in 17.2) and Alentejo (\in 16.1) regions.

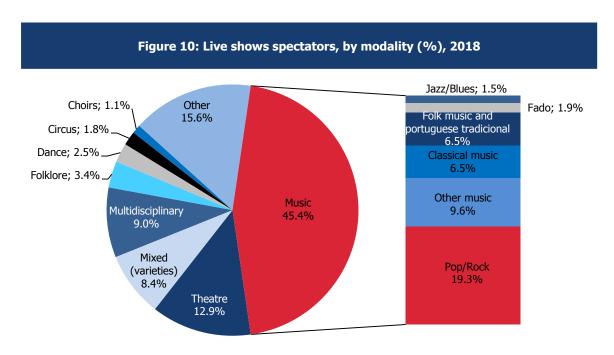
Of all types of performances, *Theatre* continued to record the greatest number of sessions (36.3% of the total). Although *Music* was the one accounting for the highest number of spectators (7.6 million) and box office receipts (ϵ 76.9 million), which corresponded to an average price per ticket of ϵ 26.0.

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Of the different kinds of music, *Rock/pop music* concerts continued to stand out, with 3.3 million spectators (19.3% of total) and €57.3 million box office receipts (35.0% more than in the previous year), being the most representative (52.5%) in terms of the total receipts associated to all types of performances considered.

In terms of spectators, *Theatre* with around 2.2 million, *Other kinds of music* with 1.6 million and *Popular and Portuguese traditional music* and *Classical music* (1.1 million each) also *Multidisciplinary* with 1.5 million, is worth mentioning.

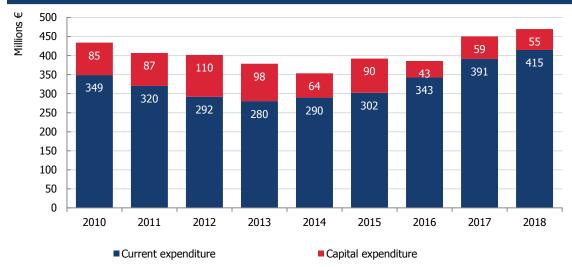


Local government expenditure on cultural and creative activities increased by 4.4%

In 2018 local government's expenditure on cultural and creative activities amounted to €469.8 million, 4.4% higher (€19.7 million) compared with the previous year. The increase was due to a rise of 5.9% in current expenditure (€23.2 million more). With regard to the capital expenditure, a decrease of 6.1% (€-3.6 million) was recorded.







The regions recording the highest increases in expenditure on cultural and creative activities were: Região Autónoma da Madeira (16.3%) followed by Área Metropolitana de Lisboa (5.4%), Centro and Alentejo (5.2% each) and Norte (3.8%). Região Autónoma dos Açores and Algarve were the regions where the total expenditure in cultural and creative activities declined in 2018, 2.1% and 0.6% in that order.

By domain and sub-domain, expenditure allocated to *Interdisciplinary activities* stood out, with €132.4 million, of which half (50.0%) was for the *support of cultural and creative entities* and 22.5% for *general administration*.

Performing arts absorbed €122.1 million (€7.2 million more than in the previous year), especially *music*, with 34.2% and *theatre* (15.4%). *Construction and maintenance of arts facilities* engaged 14.3% of the total.

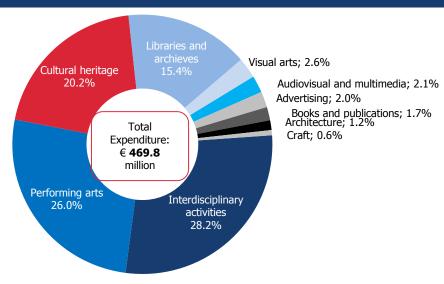
55.1% of total funds allocated to Cultural heritage (€95.0 million) financed the expenses of *museums* and 18.9% were for *monuments, historical centres and protected sites*.

Libraries and archives were given €72.4 million: 78.2% for libraries and 20.0% for archives.





Figure 12: Local Government expenditures in cultural and creative activities, by domains (%), 2018



In local government, as a whole, expenditure on cultural and creative activities accounted for 5.7% of the budget for 2018. The municipalities of Região Autónoma dos Açores, Alentejo and Centro assigned the highest share of their budget to cultural and creative activities: 7.7%, 7.6% and 6.2%, in that order. The lowest share of budget allocated was recorded in Região Autónoma da Madeira (4.0%), Área Metropolitana de Lisboa (5.0%), North (5.2%) and Algarve (5.7%).







Public performances¹ - evolution between 2010 and 2018

Subsequent to the adoption of ESSnet-Culture², reference year 2011, Live performances statistics no longer included the *bullfighting*. However, as a result of the growing demand for statistical information, *Statistics Portugal* restarted the collection of information in 2019. The results for 2018 are available on *Statistics Portugal* Website (Products> Database> Culture, Sport and Leisure). In the set modalities considered in figure 13, *bullfighting* counted for around 1% of the total spectators in 2018. Compared with 2010, the year following the economic crisis, in 2018, the total number of spectators in public performances increased by 5.2 million (+19.6%). However, this evolution was accompanied by the decrease of the most representative modality *cinema*. In opposition, given their contribution to the overall growth, there were increases in the spectators of *music* concerts (plus 3.0 million), *multidisciplinary performances* - include simultaneously music, theatre and multimedia - (plus 1.3 million), *mixed/varieties performances* (plus 729.5 thousand) and *theatre* (plus 546.1 thousand).

Figure 13: Public performances spectators, by modality (%), 2018 and 2010							
Modalities	2010	2018	Change 2018-2010				
_	Thousands	Thousands	Thousands	%			
Total	26,720.4 *	31,960.6 *	5,240.2 *	19.6 % *			
Cinema	16,559.7	14,776.6	-1,783.1	-10.8%			
Circus	211.0	304.6	93.6	44.4 %			
Dance	411.8	416.9	5.1	1.2 %			
Folklore	525.2	573.3	48.0	9.1 %			
Mixed (varieties)	676.9	1,406.4	729.5	107.8 %			
Multidisciplinary	255.0	1,514.6	1,259.6	494.0 %			
Music	4,612.9	7,639.0	3,026.1	65.6 %			
Opera	57.3	36.6	-20.7	-36.1%			
Choirs	125.4	188.8	63.4	50.6 %			
Bullfight	322.0	310.4	-11.6	-3.6 %			
Theatre	1,620.4	2,166.6	546.1	33.7 %			
Other	1,342.7	2,626.9	1,284.2	95.6%			

^{*} Data corrected on 24-06-2020

¹Include Live performances and Cinema

² ESSnet-Culture , Final Report (September 2012) by Eurostat





Participation in cultural activities, 2016

The Adult Education Survey¹ (AES) conducted by Statistics Portugal at the end of 2016 included a module on participation in cultural activities. After a first release in 2017, in which the results related to the central theme of the survey (education, training and learning) were disclosed, this press release presents the results of this module (Excel tables attached).

The main results obtained were as follows:

1. Differences by sex: As can be seen in the table below, women have greater participation in the cultural activity categories considered in the survey, except for the reading of newspapers and magazines.

Figure 14: Cultural participation in the previous 12 months, by sex (%)					
	Total	Men	Women		
Watched live public shows	69,1	67,3	70,7		
up to 6 times	75,4	72,8	77,7		
more than 6 times	24,6	27,2	22,3		
Watched the movies	48,4	47,2	49,5		
up to 6 times	69,6	67,8	71,1		
more than 6 times	30,4	32,1	28,9		
Visits to cultural places	47,6	46,1	48,9		
up to 6 times	76,1	75,3	76,8		
more than 6 times	23,9	24,7	23,2		
Reading of newspappers and magazine	92,9	93,7	92,1		
every day	56,0	64,1	48,4		
other periocity	36,9	29,5	43,7		
never	7,1	6,3	7,9		
Book reading as leisure activity	39,5	28,0	50,1		
up to 5 books	70,3	71,1	69,9		
between 5 and 10 books	18,7	18,2	19,0		
more than 10 books	10,9	10,7	11,1		

¹The Adult Education Survey was conducted from November 2016 to March 2017, to a sample of 12,063 dwellings which correspond to 14,211 people aged 18 to 64. The methodological document is available at Statistics Portugal's website.





2. Differences by age group: the youngest population (18 to 34 years old) has the highest proportions of participation in all categories of cultural activity.

Figure 15: Cultural participation in the previous 12 months, by age group (%)						
	Total	18 to 34 years	35 to 54 years	55 to 64 years		
Watched live public shows	69,1	77,8	69,1	56,9		
up to 6 times	75,4	68,8	78,3	80,1		
more than 6 times	24,6	31,2	21,7	19,9		
Watched the movies	48,4	70,6	45,9	22,8		
up to 6 times	69,6	62,4	75,4	74,6		
more than 6 times	30,4	37,6	24,6	25,4		
Visits to cultural places	47,6	54,9	47,6	37,3		
up to 6 times	76,1	74,8	76,6	77,4		
more than 6 times	23,9	25,2	23,4	22,6		
Reading of newspappers and magazines	92,9	94,7	93,7	88,5		
every day	56,0	58,4	57,1	50,3		
outra periodicidade	36,9	36,3	36,6	38,1		
never	7,1	5,3	6,3	11,5		
Book reading as leisure activity	39,5	44,0	38,6	35,2		
up to 5 books	70,3	74,0	69,4	66,1		
between 5 and 10 books	18,7	16,9	18,7	22,0		
more than 10 books	10,9	9,1	11,9	11,9		

3. Differences by level of education: the population with tertiary education has the largest proportion of participation in cultural activities, significantly higher than the total reference population.

Figure 16: Cultural participation in the previous 12 months, by level of education (%)						
	Total	First and second stages of basic education	(Upper) secondary and post- secondary non-	Tertiary education		
Watched live public shows	69,1	58,4	76,8	85,2		
up to 6 times	75,4	79,9	73,1	70,3		
more than 6 times	24,6	20,1	26,8	29,7		
Watched the movies	48,4	28,1	65,5	76,1		
up to 6 times	69,6	78,9	68,1	62,7		
more than 6 times	30,4	21,1	31,9	37,2		
Visits to cultural places	47,6	31,0	55,4	78,2		
up to 6 times	76,1	86,8	86,8 78,8			
more than 6 times	23,9	13,2	21,2	36,6		
Reading of newspappers and maga	92,9	88,8	96,1	98,7		
every day	56,0	46,1	63,2	70,9		
other periocity	36,9	42,7	32,9	27,8		
never	7,1	11,2	3,9	1,3		
Book reading as leisure activity	39,5	22,8	47,3	70,1		
up to 5 books	70,3	78,7	70,8	63,3		
between 5 and 10 book	18,7	13,7	20,1	21,5		
more than 10 books	10,9	7,6	9,1	15,1		





4. Differences by current activity status: students have the highest proportions of participation in the cultural activities considered, except for the reading of newspapers and magazines, for which the employed population has the highest proportion.

Figure 17: Cultural participation in the previous 12 months, by activity status (%)							
	Total	Employed	Unemployed	Student or trainee	Other inactive		
Watched live public shows	69,1	71,6	59,5	84,6	56,1		
up to 6 times	75,4	75,2	78,3	66,8	80,8		
more than 6 times	24,6	24,7	21,7	33,2	19,2		
Watched the movies	48,4	51,5	39,6	82,7	19,4		
up to 6 times	69,6	70,7	70,8	59,1	75,5		
more than 6 times	30,4	29,2	29,2	40,9	24,5		
Visits to cultural places	47,6	51,3	31,3	67,2	32,6		
up to 6 times	76,1	75,6	78,8	72,8	81,8		
more than 6 times	23,9	24,4	21,2	27,2	18,2		
Reading of newspappers and maga	92,9	95,1	89,8	92,5	83,2		
every day	56,0	59,9	50,1	51,7	42,6		
other periocity	36,9	35,3	39,6	40,8	40,6		
never	7,1	4,9	10,2	7,5	16,8		
Book reading as leisure activity	39,5	39,5	36,7	53,6	33,9		
up to 5 books	70,3	69,9	69,7	76,0	68,4		
between 5 and 10 book	18,7	19,1	18,1	14,4	20,8		
more than 10 books	10,9	10,9	12,3	9,7	10,8		

5. Differences by income level: Participation in cultural activities increases accordingly with the income level of the household to which people belong.

Figure 18: Cultural participation in the previous 12 months, by net monthly income of the household (%)						
	Total	up to 950€	951 - 1200€	1201 - 1600€	1601 - 2600€	more than 2600€
Watched live public shows	69,1	57,2	67,0	70,1	78,6	85,4
up to 6 times	75,4	77,6	76,9	75,4	76,0	68,4
more than 6 times	24,6	22,4	23,1	24,6	24,0	31,6
Watched the movies	48,4	32,3	42,5	51,5	60,4	73,5
up to 6 times	69,6	73,6	71,2	72,6	69,0	60,0
more than 6 times	30,4	26,4	28,8	27,3	31,0	40,0
Visits to cultural places	47,6	29,4	41,4	48,0	61,8	78,8
up to 6 times	76,1	84,1	81,8	81,0	73,9	60,2
more than 6 times	23,9	15,9	18,2	19,0	26,1	39,8
Reading of newspappers and maga	92,9	86,6	93,5	94,6	96,6	97,5
every day	56,0	44,8	51,9	57,6	64,4	72,6
other periocity	36,9	41,9	41,5	37,0	32,2	25,0
never	7,1	13,4	6,5	5,4	3,4	2,5
Book reading as leisure activity	39,5	29,7	32,9	37,0	48,3	65,4
up to 5 books	70,3	74,2	72,3	73,0	69,8	61,1
between 5 and 10 book	18,7	15,6	19,7	18,0	18,7	22,9
more than 10 books	10,9	10,1	8,1	9,0	11,5	16,0



Technical note

The statistical information released results from a set of statistical operations conducted by Statistics Portugal¹ (Labour force survey, consumer price index, cultural participation, museums survey ², survey on art galleries and other temporary exhibition spaces, periodical publications survey , art facilities survey, live performances survey³, and survey on financing of cultural, creative and sports activities by municipalities).

Information is also released on enterprises, classified according to NACE-Rev.2 ⁴ (Printing and service activities related to printing, reproduction of recorded media, manufacture of musical instruments, 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 Combined Nomenclature: Antiques collections and collectors 'pieces, Books, Newspapers, journal and periodicals, Maps and hydrographical and similar charts; Works of art, Photographic plates and films developed, Crafts, Jewellery of precious metals and stones; Musical instruments, Audio-visual and interactive media; recorded media with music; Architecture plants and drawings.

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) and the Guide to Eurostat culture statistics (2018 edition).

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 Audio-visual Institute (cinema exhibition and production), IGAC – General Inspection of Cultural Activities (video distribution), and ANACOM – the National Communications Authority (broadcasting).

NOTES:

- ¹ The cultural and creatives activities considered in the Labour force survey are: Printing and service activities related to printing; Reproduction of recorded media, Manufacture of musical instruments, Publishing activities; Motion picture, video and television programme production activities, sound recording and music publishing activities; Radio and television broadcasting activities; Design activities; Photographic activities; Translation and interpretation activities; Creatives, arts and entertainment activities and Libraries, archives, museums and other cultural activities.
- ²The 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 The modalities included are: theatre, opera, classical, baroque, ancient, classical, folk and traditional Portuguese music, fado, jazz/blues, pop/rock, choir recitals, classical and modern dance, folklore, circus, mixed / varieties. multidisciplinary, and other modalities (street animation, humour, magic illusionism, poetry recital, tunas and dancing). The statistical operation of the 2018 reference year also included the observation of bullfighting shows whose results are disclosed in Statistics Portugal Website.

⁴For more detailed information on classifications please go to the Statistics Portugal's website.

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