

Culture 2014

Cultural Employment in Finland

Employment has weakened in cultural industries

Cultural industries employ ever fewer people but the employment of those working in cultural occupations has remained stable from 2011 to 2014.

Employment in cultural industries has weakened by over nine per cent from 2011. Employment decreased most in publishing, by over 30 per cent. From 2013 to 2014, employment in the industries weakened by nearly one-and-a-half per cent.

Employment among those working in cultural occupations has improved by one per cent from the level of 2011.

The average number of those employed in cultural industries was in 2014 around 110,000 and over 128,000 employed persons were working in cultural occupations.

Employed persons in cultural occupations and industries in 2011 to 2014



Cultural industries also employ others than those working in cultural occupations. In addition, those employed in cultural occupations can find employment elsewhere than in cultural industries and they also include a large number of self-employed people.

Of occupations, employment deteriorated most, by nearly 30 per cent, for architects and product and clothing designers, as well as community and traffic planners. Compared to 2011, 27 per cent fewer were also employed in the occupations of public relations professionals, curators, archivists and librarians and related information specialists. The number of journalists dropped by 12 per cent. Employment among those working in advertising and marketing occupations appears to have improved substantially. However, the change is at least partly caused by changes in classifications and methodology. Employment among artists and authors improved by nine per cent. The Labour Force Survey collects statistical data on the participation in work, employment, unemployment and activity of persons outside the labour force among the population aged between 15 and 74.

The Labour Force Survey data collection is based on a random sample drawn twice a year from Statistics Finland's population database. The monthly sample consists of some 12,000 persons and the data are collected with computer-assisted telephone interviews. Based on the information provided by the respondents, a picture emerges of the activities of the entire population aged between 15 and 74. A person is employed if he/she has during the survey week been in gainful employment for at least one hour against pay in money or fringe benefits, or to make a profit, or has been temporarily absent from work. Persons absent from work during the survey week are classified as employed if the reason for absence is maternity or paternity leave or own illness or the absence has lasted for under three months. Employed persons can be employees, self-employed or unpaid workers in enterprises of a family member. The concepts and definitions used in the survey comply with the recommendations of the ILO, the International Labour Organisation of the UN, and the regulations of the European Union on official statistics. The current data content of the Labour Force Survey is mainly based on the EU Regulations concerning Labour Force Surveys (577/98, 2257/2003 and 430/2005). A detailed description of the EU Labour Force Survey is available at: http://epp.eurostat.ec.europa.eu/portal/page/portal/employment_unemployment_ifs/introduction

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1. Persons employed in cultural occupations as their main job according to the Labour Force Survey

The definition of cultural industries and occupations is not drawn precisely and the EU is currently drafting a recommendation on how to define the field of culture. Therefore, there is no unambiguous solution as to how culture is calculated according to industry and occupation. The industrial activities and occupations used here are listed in more detail in the Quality Description. The used industrial classification is the Standard Industrial Classification 2008 and the used classification of occupations is the Classification of Occupations 2010.

The Labour Force Survey is a sample survey and it includes some bias caused by the method. Culture consists of fairly small groups by their activities and occupational groups and therefore this survey presents results separately only when the size of the group is around 10,000. Then the standard error for the result is about four per cent.

In cultural industries employment has fallen by 11.2 per cent from 2010 to 2014 and the number of employed persons working in main jobs was around 110,300 in 2014.

Of industries, publishing has contracted by approximately 23.5 per cent from 2010 to 2014, from about 16,611 to around 12,700 employed persons.

The number of employed persons in advertising went down by over 30 per cent from 2010. In 2014, there were around 8,800 employed persons, while in 2010 the number was still more than 12,700.

Creative, arts and entertainment activities have grown and around 13 per cent more are employed there than in 2010. In 2014, the activities employed close on 18,100 people against around 16,000 in 2010. (Table 1).

In 2014, around 128,500 persons were working in cultural occupations as their main job. The number of those working in cultural occupations has remained nearly unchanged in this decade.

The number of people working in advertising and marketing occupations has grown strongly and employed persons in these occupations now number around 22,200, while the figure was only around 13,400 at the beginning of this decade. However, the change is not fully reliable, due to changes in classifications and methodology. The number of architects and designers has fallen by around 30 per cent and in 2014, it was 14,800, on average. Employment among public relations professionals, archivists and librarians, and curators has also fallen by around 27 per cent. In contrast, the employment of those working as artists and authors has risen by around nine per cent (Table 2).

Table 1. Those employed in cultural industries as their main job in 2010 to 2014 according to the Labour Force Survey

TOL2008	2010	2011	2012	2013	2014
Publishing	16 611	17 167	17 238	14 109	12 702
Advertising	12 738	10 431	10 414	9 482	8 856
Libraries and archives and museums activities and preservation of historical sites and buildings	11 966	13 983	13 199	9 947	11 625
Creative, arts and entertainment activities	16 053	19 245	18 659	20 810	18 133
Other industries	51 375	42 151	40 058	37 207	58 994
Total	124 483	121 581	117 867	111 912	110 310

Source: Cultural statistics 2014. Statistics Finland

Table 2. Those employed in cultural occupations as their main job in 2011 to 2014 according to the Labour Force Survey

	2011	2012	2013	2014
Advertising, marketing	13 456	17 768	21 137	22 201
Architects, product and clothing designers, community and traffic planners	20 868	18 306	14 747	14 800
Public relations professionals, archivists, curators, librarians and related information professionals	16 862	16 396	16 672	12 259
Journalists	12 666	12 244	11 023	11 092
Artists and authors	17 237	16 707	18 130	18 839
Other cultural occupations	46 286	46 052	44 440	49 306
Total	127 374	127 473	126 149	128 498
Source: Labour Force Survey. Classification of Occupations 2010				

2. Persons employed in cultural occupations as their main job according to employment statistics

Employment statistics are annual statistics providing data by region on the population's economic activity and employment. The population for the statistics is the permanently resident population in the country on the last day of the year. The data differ from the Labour Force Survey, where employment is defined so that it covers persons having earned at least one hour's pay or other compensation for work. Employment statistics in turn contain information on employment relationships insured by the employer, on the basis of which employment and unemployment are deduced.

The number of employed persons in the employment statistics thus differs from the figures of the Labour Force Survey due to the view of inspection. The advantage is that the statistics are comprehensive and detailed information can also be provided. The drawback of the data is that its compilation is a laborious process, which means that the results are not as up-to-date as those of the Labour Force Survey. More detailed data on those employed in cultural occupations by sex, employer sector and level of education are available in the database tables of culture.

According to the employment statistics, 88,227 employed persons were working full time in cultural occupations in 2012.

Nearly 34 per cent of those working in cultural occupations had upper secondary level qualifications, 14 per cent lowest level tertiary qualifications, 23 per cent lower tertiary degrees and 28 per cent higher tertiary degrees (Figure 1). Levels of education by occupation can be viewed in the database tables of culture.

Of employer sectors, 65 per cent of all employed persons work in the private sector. The second highest number, over 13 per cent, work in the local government sector and the same number as entrepreneurs. (Figure 2)

3. Definition of culture from the data file

Cultural industries are the industries of the Standard Industrial Classification 2008 listed in Appendix table 1.

Cultural occupations are the occupations of the Classification of Occupations 2010 listed in Appendix table 2.

4. Data and classifications

The Labour Force Survey collects statistical data on the participation in work, employment, unemployment and activity of persons outside the labour force among the population aged between 15 and 74. The Labour Force Survey data collection is based on a random sample drawn twice a year from Statistics Finland's population database. The monthly sample consists of some 12,000 persons and the data are collected with computer-assisted telephone interviews. Based on the information provided by the respondents, a picture emerges of the activities of the entire population aged between 15 and 74. A so-called ad hoc module with annually changing topics is also carried out in connection with the Labour Force Survey.

The Labour Force Survey produces monthly, quarterly and annual data on employment, unemployment, different employment relationships, working hours and work input, for example. The activity of the population outside the labour force is also examined. Data are available by gender, level of education, age and area. In addition, the Labour Force Survey contains data reported annually on the employment of households. The majority of the data collected are required by the EU Regulation. The basic data are confidential.

The Labour Force Survey data collection is based on a random sample drawn twice a year from Statistics Finland's population database. The size of the sample is approximately 12,000 persons per month. The data are collected with a telephone-assisted telephone interview. One respondent is interviewed altogether five times. Monthly, quarterly and annual data are available starting from 1959. Starting from 1989, there are uniform time series complying with the definitions of the International Labour Organisation (ILO).

The used classifications are: Standard Industrial Classification (TOL 2002), Classification of Occupations 2001, Classification of Socio-economic Groups 1989, Classification of Education 1997, Regional classifications: major region, Regional State Administrative Agency (AVI), Centre for Economic Development, Transport and the Environment (ELY), region. The Labour Force Survey results contain bias caused by the sample survey, which is higher the smaller occupational group it concerns. People employed in cultural occupations are in this review combined into groups whose size is around 10,000 persons. Then the standard error for the estimate is approximately four per cent.

Employment statistics are annual statistics providing data by region on the population's economic activity and employment. The population for the statistics is the permanently resident population in the country on the last day of the year. The data are mainly derived from administrative registers and statistical data files. The unit-specific data of the employment statistics are confidential by virtue of the Statistics Act. Data can be compiled by all regional divisions based on municipalities and co-ordinates and by postal code areas.

The produced data describe the population's main type of activity, business distribution, status in occupation, number of workplaces, location of workplace, and education and income of the population and labour force.

The statistics are produced yearly. The reference period of the statistics is the last week of the year, but the statistics also contain data accumulated during the statistical reference year (e.g. income data, months of employment and unemployment).

The statistics are compiled by all regional divisions based on municipalities, such as the whole country, province, region, sub-regional unit and municipality. Data can also be produced by postal code area and divisions based on map co-ordinates, e.g. by municipal sub-area. Apart from regional classifications, the classifications of industries, sectors, occupations, levels of education and socio-economic groups are also used in these statistics.

These statistics are based on around 40 administrative and statistical data files. The most important data sources are the Population Information System of the Population Register Centre, the registers of the Tax Administration, the employment registers of the Finnish Centre for Pensions, the State Treasury and the Local Government Pensions Institution, Statistics Finland's Register of Enterprises and Establishments, the pensioner registers of the Social Insurance Institution and the Finnish Centre for Pensions, the Ministry of Labour's Register of Jobseekers, Statistics Finland's Register of Completed Education and Degrees; and the Conscripts Register of the General Staff of the Armed Forces. In addition, questionnaire inquiries are conducted among multi-establishment enterprises and member corporations of municipalities.

Preliminary data are completed around 12 months from the end of the reference period. Of the final data, those on the population's main activity and occupational status are completed approximately 18 months and the remainder 22 months after the end of the reference period. The data are available starting from 1987.

Appendix tables

Appendix table 1. Cultural industries based on the Standard Industrial Classification 2008

Industry	Code
Newspaper printing	18 110
Other printing	18 120
Pre-press and pre-media services	18 130
Binding and related services	18 140
Manufacture of consumer electronics	26 400
Manufacture of musical instruments	3 220
Manufacture of games and toys	3 240
Wholesale of radio and television goods	46 432
Wholesale of photographic equipment and supplies	46 433
Wholesale of stationary and other office supplies	46 491
Wholesale of books	46 492
Wholesale of toys and games	46 496
Retail sale of audio and video equipment in specialised stores	4 743
Retail sale of photographic equipment and supplies	47 782
Retail sale of musical equipment and supplies	47 593
Retail sale of books in specialised stores	47 610
Retail sale of stationary and office supplies	47 621
Retail sale of games and toys in specialised stores	4 765
Retail sale of art; art gallery activities	47 781
Antiques shops	47 791
Second-hand bookshops	47 792
Retail sale of books, music and video recordings via mail order houses and net commerce	47 911
Book publishing	58 141
Publishing of newspapers	58 130
Publishing of local papers and periodicals	58 141
Publishing of journals and periodicals	58 142
Publishing of computer games	58 210
Motion picture production	59 110
Motion picture, video and television programme post-production activities	59 120
Motion picture, video and television programme distribution activities	59 130
Motion picture projection activities	59 140
Sound recording and music publishing activities	59 200
Radio broadcasting	60 100
Television programming and broadcasting activities	60 201
Pay television channel activities	60 202
News agency activities	63 910
Architectural activities	71 110
Advertising agency activities	73 111
Direct and outdoor advertising activities	73 112
Other advertising activities	73 119
Media representation	73 120
Graphic design activities	74 101
Interior design activities	74 102
Industrial design activities	74 109
Photographic studio and other photographic activities	74 201

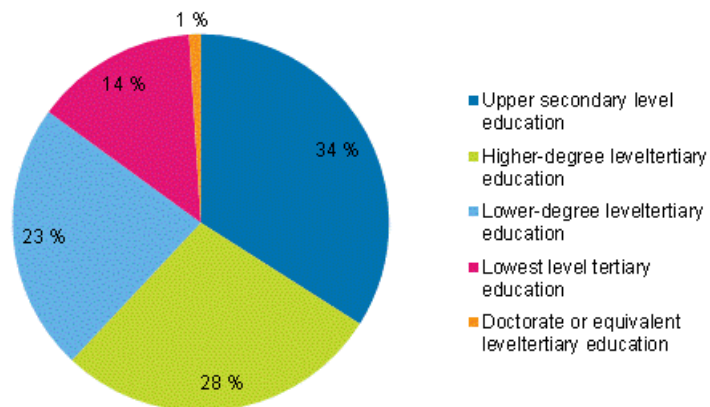
Industry	Code
Photographic laboratory activities	74 202
Translation and interpretation activities	74 300
Show production and management activities	74 901
Organisation of conventions and trade shows	82 300
Performing arts	90 010
Support activities to performing arts	90 020
Artistic creation	90 030
Operation of arts facilities	90 040
Library and archives activities	91 010
Gambling and betting activities	92 000
Activities of amusement parks and theme parks	93 210
Amusement and recreation activities n.e.c.	93 299

Appendix table 2. Cultural occupations based on the Classification of Occupations 2010

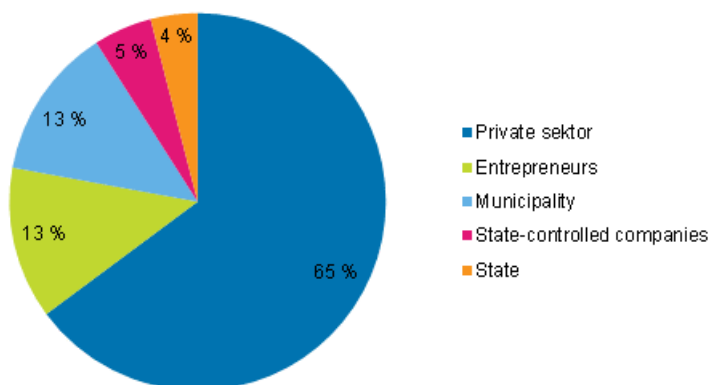
Occupation	Code
Advertising and public relations managers	1 222
Housing construction architects	2 161
Landscape architects	2 162
Product and clothing designers	2 163
Community and traffic planners	2 164
Graphic and multimedia designers	2 166
Other music teachers	2 354
Other art teachers	2 355
Advertising and marketing professionals	2 431
Public relations professionals	2 432
Archivists	26 211
Curators	26 212
Librarians and related information professionals	2 622
Authors and related writers	2 641
Journalists	2 642
Managing editors and subeditors	26 421
Journalists	26 422
Radio and television journalists	26 423
Translators, interpreters and other linguists	2 643
Creative and performing artists	265
Business services agents not elsewhere classified	3 339
Photographers	3 431
Interior decorators and similar	3 432
Technical employees at galleries, museums and libraries	3 433
Other artistic and cultural associate professionals	3 435
Travel consultants and clerks	4 221
Library clerks	4 411
Filing and copying clerks	4 415
Travel guides	5 113
Handicraft workers and precision mechanics	731

Appendix figures

Appendix figure 1. Persons employed in cultural occupations by level of education in 2012



Appendix figure 2. Persons employed in cultural occupations by employer sector in 2012



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