

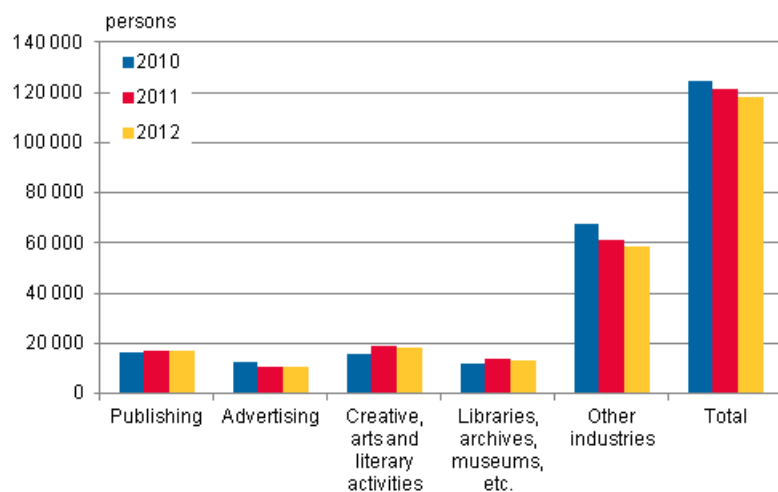
Culture 2012

Cultural employment in Finland

Employment in cultural activities weakened from 2010

Employment has weakened in cultural activities by over five per cent from 2010 to the end of 2012. In 2010, the activities employed approximately 117,860 people against around 124,480 in 2010. Employment dropped most in advertising, by around 2,300 employed persons. Employment in advertising was only about 10,400 in 2012.

Employed labour force in cultural industries in 2010 to 2012



Among other cultural activities, artistic and literary creation and interpretation in turn increased. When in 2010 the number of employed persons was around 15,700, it was already about 18,300 in 2012.

Libraries, archives, museums and other cultural activities and operation of historical sites and buildings and similar visitor attractions also employed better in 2012 than in 2010. The number of employed persons went up by 1,200 and was approximately 13,200 at the end of 2012.

Publishing employed around 17,230 persons in 2012, while in 2010 this figure was about 16,610.

Other cultural activities dropped by an average of 13 per cent from 2010 to 2012, when they employed around 58,700 persons.

These data appear from the Labour Force Survey. The Labour Force Survey is a sample survey that describes employment and unemployment based on individual interviews. The information obtained in this way describes better the actual total numbers of those employed in cultural occupations and activities than the information based on registers

The industrial classification used is the Standard Industrial Classification 2008, whose data are not comparable with the employment data produced with the Standard Industrial Classification 2002. According to the new Standard Industrial Classification and EU recommendations, additions have been made to cultural activities. A detailed explanation of the new activities is given in the review under Definition of culture from the data file

However, the development of employment in cultural occupations has been better than that of total employment. From 2005, it has improved by over 15 per cent and the number of employed persons in 2012 was more than 83,000. Growth from the previous year amounted to over two per cent. During the corresponding period, total employment has improved by just around 3.4 per cent.

The development has been particularly favourable for graphic, art and craft designers, among whom employment has improved by around 30 per cent from 2005. However, employment has dropped considerably from 2011 to 2012, by around 16 per cent. The number of employed persons in 2012 was approximately 10,450.

Employment in artistic occupations has also improved from 2005. In 2012, the number of employed persons was around 11,718, which was nearly eight per cent more than in 2005. Artistic occupations include stage and film directors, actors, singers and dancers, composers, clowns, magicians, acrobats, night-club and related musicians and artists.

The number of journalists was in 2012 around 13,718, nearly five per cent fewer than in 2005. Their number fell by a couple of per cent from 2011 to 2012

Data on employment numbers in occupations are produced with the Classification of Occupations 2001, although a newer Classification of Occupations is used in the Labour Force Survey. By using an older classification, it has been possible examine a longer period than by adopting the new classification.

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1. Persons employed in cultural occupations according to the Labour Force Survey

The definition of cultural activities and occupations is not drawn precisely and the EU has developed 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 2001.

The Labour Force Survey is a sample survey. As the group examined is relatively small, the size of the Labour Force Survey sample is not sufficient to describe its sub-groups reliably in all respects. However, the sample survey makes it possible for the interviewees to tell what their occupation is in their own opinion. It is assumed that the information obtained in this way describes better the actual total numbers of those employed in cultural occupations than the information based on registers. Culture consists of fairly small groups by their activities and occupational groups and therefore this survey presents results separately only when the estimated size of the group is around 10,000. Then the standard error for the result is about four per cent.

Employment has weakened in the cultural activities by over five per cent from 2010 to the end of 2012. In 2010, the activities employed approximately 117,860 people against around 124,480 in 2010 (Table 1)

Table 1. Persons employed in cultural industries according to the Labour Force Survey, variables TOL 2008

| TOL 2008 | Year | | |
|--|--------|--------|--------|
| | 2010 | 2011 | 2012 |
| Publishing | 16,611 | 17,167 | 17,238 |
| Advertising | 12,738 | 10,431 | 10,414 |
| Artistic and literary creation | 15,739 | 18,604 | 18,300 |
| Libraries and archives and Museums activities and preservation of historical sites and buildings | 11,966 | 13,983 | 13,199 |
| Other industries | 67,428 | 61,396 | 58,717 |

Employment dropped most in advertising, by around 2,300 employed persons. Employment in advertising was in 2012 only about 10,400.

Among other cultural activities, artistic and literary creation in turn increased. When in 2010 the number of employed persons was around 15,700, the number of employed persons was already about 18,300 in 2012.

Libraries, archives, museums and other cultural activities and operation of historical sites and buildings and similar visitor attractions employed better in 2012 than in 2010. The number of employed persons went up by 1,200 and was 13,200 at the end of 2012.

Publishing employed around 17,230 persons in 2012, while in 2010 this figure was about 16,610.

Other cultural activities dropped by an average of 13 per cent from 2010 to 2012, when they employed around 58,700 persons.

The industrial classification used in the Standard Industrial Classification 2008, whose data are not comparable with the employment data produced with the Standard Industrial Classification 2002.

However, the development of employment in cultural occupations has been better than that of total employment. From 2005, it has improved by over 15 per cent and the number of employed persons in 2012 was more than 83,000. Growth from the previous year amounted to over two per cent. During the corresponding period, total employment has improved by just around 3.4 per cent (Table 2).

Table 2. Employment in cultural occupations

| Occupation | Year | | | | | | | |
|--|--------|--------|--------|--------|--------|--------|--------|--------|
| | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 |
| In artistic occupations | 10,865 | 11,296 | 11,427 | 12,238 | 12,499 | 12,392 | 11,974 | 11,718 |
| Graphic, art and craft designers and related artists | 8,015 | 9,110 | 10,532 | 11,968 | 12,214 | 12,446 | 12,446 | 10,449 |
| Journalists | 14,396 | 13,972 | 12,798 | 13,931 | 13,853 | 13,926 | 14,001 | 13,718 |
| Other occupations | 38,919 | 40,417 | 40,444 | 39,479 | 37,559 | 39,847 | 43,304 | 47,577 |
| Total | 72,195 | 74,795 | 75,201 | 77,616 | 76,125 | 78,611 | 81,725 | 83,463 |

The development has been particularly favourable for graphic, art and craft designers, whose employment has improved by around 30 per cent from 2005. However, employment has dropped considerably from 2011 to 2012, by around 16 per cent. The number of employed persons in 2012 was approximately 10,450

Employment of those with artistic occupations has also improved from 2005. In 2012, the number of employed persons was around 11,718, which was eight per cent more than in 2005.

The number of journalists was in 2012 around 13,718, nearly five per cent fewer than in 2005. Their number fell by a couple of per cent from 2011 to 2012.

Data on employment figures in occupations are produced with the Classification of Occupations, although a new Classification of Occupations is used in the Labour Force Survey. By using an older classification, we have been able to examine a longer period than by adopting the new classification.

2. Those 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. Employment statistics contain information on employment relationships insured by the employer, on the basis of which employment and unemployment are deduced. The population for the statistics is the permanently resident population in the country on the last day of the year. The number of employed persons in the employment statistics differs from the figures of the Labour Force Survey due to the view of inspection. The advantage is that the statistics cover the total population and thus detailed information can also be provided. The data can be combined from registers only afterwards, for which reason the results are not as up-to-date as those of the Labour Force Survey. In addition, as employment statistics are register-based some uncertainty arises particularly when describing the field of culture.

In this survey, more detailed data are examined relative to gender, employer sector and level of education and the main emphasis is on the development of employment in individual occupations. The tables examined can be found in the tables in databases for cultural statistics at:

http://pxweb2.stat.fi/database/StatFin/klt/klt/klt_en.asp.

They are called as follows: Employed labour force in cultural occupations by occupation and gender according to employment statistics in 2010, Employed labour force in cultural occupations by level of education in 2010, and Employed labour force in cultural occupations by employer sector in 2010. The employment statistics have started to use the Classification of Occupations 2010, so the data differ from those of the Labour Force Survey. A detailed list of cultural occupations for the years 2010 and 2001 is given in the review under Definition of culture from the data file (Appendix tables 1 and 2).

According to the employment statistics, 83,679 employed persons were working at cultural occupations in 2010.

The data are not fully comparable with the employment statistics data from earlier years, because the Classification of Occupations 2010 is in use.

The biggest occupational category in cultural occupations consists of advertising and marketing professionals, of whom 13,641 were recorded in the statistics at the end of the year. Of these, 7,113 were men and 6,528 were women.

According to the employment statistics, 8,320 were employed in printing at the end of the year. Nearly 67 per cent of them, 5,567, were men.

The statistics included 9,129 artists, of whom 5,028 were men and 4,101 women.

Almost 67 per cent of those employed in cultural occupations, 52,546, worked in the private sector, 4,924 in central government and 13,545 in local government. The number of entrepreneurs was 8,265 (Appendix figure 2).

Thirty-two per cent of employed persons had second level qualifications, 14 per cent lowest level tertiary qualifications, 22 per cent lower tertiary qualifications and over 29 per cent higher tertiary qualifications. Good one per cent of employed persons had doctorate level degrees (Appendix figure 2).

3. Definition of culture from the data file

Cultural activities include the categories of the Standard Industrial Classification 2008:

- Printing of newspapers (18110)
- Other printing (18120)
- Pre-press and pre-media services (18130)
- Binding and related services (18140)
- Manufacture of consumer electronics (26400)
- Manufacture of musical instruments (3220)
- Manufacture of games and toys (3240)
- Wholesale of radio and television goods (46432)
- Wholesale of photographic equipment and supplies (46433)
- Wholesale of stationary and other office supplies (46491)
- Wholesale of books (46492)
- Wholesale of toys and games (46496)
- Retail sale of audio and video equipment in specialised stores (4743)
- Retail sale of musical equipment and supplies (47595)
- Retail sale of books in specialised stores (47610)
- Retail sale of stationary and office supplies (47621)
- Retail sale of games and toys in specialised stores (4765)
- Retail sale of art; art gallery activities (47781)
- Antiques shops (52501)
- Second-hand bookshops (47792)
- Retail sale of books, music and video recordings via mail order houses and net commerce (47911)
- Book publishing (58110)
- Publishing of newspapers (58130)
- Publishing of local papers and periodicals (58141)
- Publishing of journals and periodicals (58142)
- Publishing of computer games (58210)
- Motion picture, video and television programme production activities (59110)
- Motion picture, video and television programme post-production and distribution activities (59120, 59130)
- Motion picture projection activities (59140)
- Sound recording and music publishing activities (59200)
- Radio broadcasting (60100)
- Television programming and broadcasting activities (excl. pay television channels) (60201)
- Pay television channel activities (60202)
- News agency activities (63910)
- Architectural activities (71110)
- Advertising agency activities (73111)
- Direct and outdoor advertising activities (73112)
- Other advertising activities (73119)
- Media representation (73120)
- Graphic design activities (74101)
- Interior design activities (74102)
- Industrial design activities (74109)
- Photographic studio and other photographic activities (74201)
- Photographic laboratory activities (74202)
- Translation and interpretation activities (74300)
- Show production and management activities (74901)
- Renting of video tapes and disks (77220)
- Organisation of conventions and trade shows (82300)
- Performing arts (90010)
- Support activities to performing arts (90020)

- Artistic creation (90030)
- Operation of arts facilities (90040)
- Library and archives activities (91010)
- Museums activities (91020)
- Operation of historical sites and buildings and similar visitor attractions (91030)
- Botanical and zoological gardens and nature reserves activities (91040)
- Gambling and betting activities (92000)
- Activities of amusement parks and theme parks (93210)
- Amusement and recreation activities n.e.c. (93299)

Along with the new Standard Industrial Classification, activities have been added to cultural activities. In this way, the intention is to comply with the recommendations given by the EU (<http://ec.europa.eu/culture/our-policy-development/documents/ess-net-report-oct2012.pdf>) and harmonise the definition with culture satellite accounts.

New activities include the manufacture and wholesale and retail trade of entertainment electronics, wholesale and retail trade of stationary and other office supplies, wholesale and retail trade of toys and games, graphic design activities, translation and interpretation activities, organisation of conventions and trade shows, art and music education; and operation of arts facilities.

For cultural occupations, the employment statistics data make use of the Classification of Occupations 2001, in order that development can be studied over a longer time. The employment statistics have started to use the Classification of Occupations 2010. The occupational categories are described in more detail in Section 4. Data and classifications (Appendix table 2).

According to the Classification of Occupations 2001, cultural occupations include:

- authors and dramaturgists;
- sculptors, painters and related artists;
- artistic and crafts and design associate professionals;
- musical-instrument makers and tuners;
- handicraft workers in wood, textile, leather and related materials;
- composers;
- musicians and singers;
- choreographers and dancers;
- actors;
- stage and film directors;
- night-club and related musicians;
- singers and dancers;
- clowns;
- magicians;
- acrobats and related associate professionals;
- cultural services managers;
- archivists;
- curators;
- librarians and related information professionals;
- library and filing clerks;
- advertising and public relations managers;
- public relations professionals;
- advertising copywriters;
- managing editors;
- journalists, editors and critics;
- radio and television journalists;
- radio, television and other announcers;
- broadcasting and telecommunications equipment operators;
- compositors, typesetters and related workers; stereotypers and electrotypers;
- producer's assistants and related associate professionals;
- photographers and image and sound recording equipment operators;
- photographic and related workers;
- photographic-products machine operators;
- printing technicians;
- compositors, typesetters and related workers
- stereotypers and electrotypers;
- printing engravers and etchers;
- bookbinders and related workers;
- silk-screen, block and textile printers;
- printing-machine operators;
- and book-binding-machine operators.

Architects also belong to cultural occupations, but they cannot be distinguished in the Classification of Occupations 2001 from occupational group 2141 Architects, town and traffic planners

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.

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 2008), 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.

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, registers of the Tax Administration, 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.

The employment statistics have started to use the new Classification of Occupations 2001, so the data are not comparable with the longer term examination produced by the Labour Force Survey. Cultural occupations in the Classification of Occupations are presented in Appendix table 2.

Appendix tables

Appendix table 1. Cultural occupations according to the Classification of Occupations 2001

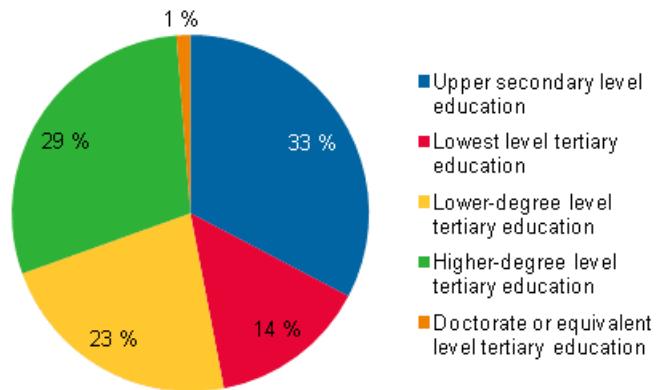
| Occupation | Code |
|---|-------|
| Cultural services managers | 12294 |
| Crafts and art teachers | 23215 |
| Teachers of public speaking and presentation skills | 23512 |
| Advertising and marketing professionals | 24191 |
| Public relations professionals | 24192 |
| Archivists | 24311 |
| Curators | 24312 |
| Librarians and related information professionals | 2432 |
| Authors and dramaturgists | 24515 |
| Sculptors, painters and related artists | 2452 |
| Managing editors | 24511 |
| Journalists, editors and critics | 24512 |
| Radio and television journalists | 24513 |
| Advertising copywriters | 24514 |
| Sculptors and painters | 24521 |
| Graphic designers | 24522 |
| Art and craft designers and related artists | 24523 |
| Composers, musicians and singers | 2453 |
| Choreographers and dancers | 2454 |
| Actors | 24551 |
| Stage and film directors | 24522 |
| Photographers and image and sound recording equipment operators | 3131 |
| Broadcasting and telecommunications equipment operators | 3132 |
| Artistic and crafts and design associate professionals | 34711 |
| Producer's assistants and related associate professionals | 34712 |
| Radio, television and other announcers | 3472 |
| Night-club and related musicians, singers and dancers | 3473 |
| Clowns, magicians, acrobats and related associate professionals | 3474 |
| Library and filing clerks | 4141 |
| Travel agency and related clerks | 4221 |
| Travel guides and tour leaders | 5113 |

Appendix table 2. Cultural occupations according to the Classification of Occupations 2010

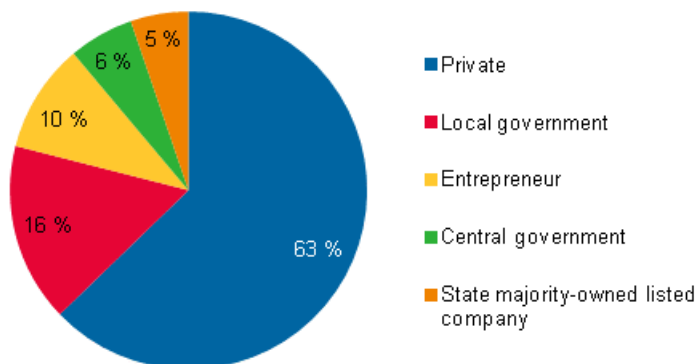
| Occupation | Code |
|---|-------------|
| Advertising and public relations managers | 1222 |
| Building architects | 2161 |
| Landscape architects | 2162 |
| Product and garment designers | 2163 |
| Town and traffic planners | 2164 |
| Other music teachers | 2354 |
| Other arts teachers | 2355 |
| Advertising and marketing professionals | 2432 |
| Archivists | 26211 |
| Curators | 26212 |
| Librarians and related information professionals | 2622 |
| Authors and related writers | 2641 |
| Journalists | 26422 |
| Managing editors and subeditors | 26421 |
| Radio and television journalists | 26423 |
| Translators, interpreters and other linguists | 2643 |
| Creative and performing artists | 265 |
| Business services agents not elsewhere classified | 3339 |
| Photographers | 3431 |
| Interior designers and decorators | 732 |
| Gallery, museum and library technicians | 3433 |
| Other artistic and cultural associate professionals | 3435 |
| Travel consultants and clerks | 4221 |
| Library clerks | 4411 |
| Filing and copying clerks | 4415 |
| Travel guides | 5113 |
| Handicraft workers | 731 |

Appendix figures

Appendix figure 1. Persons employed in cultural occupations by level of education in 2010



Appendix figure 2. Employed labour force in cultural occupations by employer sector in 2010



Suomen virallinen tilasto
Finlands officiella statistik
Official Statistics of Finland

Culture and the Media 2013

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