

# **International Perspectives on Cultural Indicators**

A review and compilation of cultural indicators used in selected projects

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November 2006

## **Introduction**

This project brings together indicators developed in selected cultural indicator projects of English-speaking countries outside Canada. The cultural indicator projects were recommended to the Centre of Expertise on Culture and Communities by a community of experts in this field, who were asked to identify recent significant cultural indicator projects. Most of the projects selected for this review are focused on the local level.

The reports from these selected projects were scanned for cultural indicators. These indicators were then categorized according to commonly emerging themes, according to their intention to measure the impacts of artistic and cultural activities and amenities on the following:

1. Cultural indicators of environmental enhancement and regeneration of “place”
2. Cultural indicators of individual well-being and personal development
3. Cultural indicators of social capital and community building
4. Cultural indicators of economic development
5. Indicators of cultural vitality of the community
6. Indicators of the health and sustainability of the cultural sector

Many indicators were relevant to more than one category of measurement and so were listed according to what seemed to be their “primary intention.” The compiled list of individual indicators organized by these categories is presented in a table at the end of this textual overview.

This study recognizes that indicators are notoriously difficult to operationalize and that every indicator is developed and enlisted according to certain assumptions. For example, many indicators attempt to capture data on the arts and culture as if artistic and cultural activities were discrete with clear boundaries. The reality is far muddier. While it may be clear that a painter painting or a dancer dancing is clearly artistic activity, it is less clear as to the status of the teachers who taught those artists, garden design and the culinary arts? The net can quite easily be cast so broadly as to render the data meaningless. In contrast, measurement can be also focused so narrowly, such that it overlooks crucial determinants and impacts of arts and cultural activity in the community.

## International cultural indicator projects reviewed

### Australia

#### *Victorian Community Indicators*

This project firmly embeds arts and culture in indicators designed broadly to measure community “well-being.” It uses only a small number of cultural indicators, among numerous other indicator categories including air quality, open space, employment, safety and community connectedness. These indicators are still in the developmental stage.

### Hong Kong

#### *A Study on Hong Kong Creativity Index*

This project was not included in our final review because the type of indicators it uses are not easily comparable with those of the other projects. It is less interested in the arts and culture than in broad indicators to track the social, spatial and economic preconditions and consequences of creativity and innovation, characterized as “capital” – human, social and structural or institutional capital. However, it is important to note for this “alternate approach.”

### New Zealand

#### *Cultural Indicators for New Zealand*<sup>1</sup>

As in Canada, New Zealand has experienced a paradigm shift in its understanding and policy related to the arts and culture. New Zealand has a highly diverse population, a reluctance to rely solely on government support for culture, and an appreciation of the important role the arts play inherently, as well as economically and socially. These dimensions underpin the themes (engagement, identity, diversity, social cohesion and economic development) that organize the projects undertaken by the Ministry of Culture and Heritage and Statistics New Zealand.

### United Kingdom

#### *Time for Measuring Culture and the Cultural Pathfinder Program*

*Time for Measuring Culture* develops indicators to accompany the East Midlands Regional Cultural Strategy. *The Pathfinder Program* similarly tests cultural indicators that can be applied to the strategies of thirteen local authorities. The UK shares many contextual similarities with Canada and New Zealand. However, it can be argued that the UK has integrated arts policy more thoroughly into broader policy initiatives, including economic development (tourism, regeneration), environmental sustainability, and education. It also seems that broad support exists in the UK for the arts across social, economic and political sectors. Hence, we observe initiatives tend to link cultural indicators (e.g., cultural participation, diversity, research, lifelong learning, cultural economics, sustainable regeneration, resources and political support) directly to strategic local, regional and national policy objectives in sectors other than culture – such as health, crime, social capital, empowerment, housing, innovation, development patterns and infrastructure.

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<sup>1</sup> This review considered the following documents related to the Cultural Indicators for New Zealand project: (1) New Zealand Ministry for Culture and Heritage. (2006). *Draft schema for considering local authority cultural well-being indicators*, and (2) Statistics New Zealand & New Zealand Ministry for Culture and Heritage. (2006). *Cultural indicators for New Zealand 2006*.

## United States

### *Cultural Initiatives Silicon Valley*

The American cases studied in this review are two reports from the Creative Community Index prepared by Cultural Initiatives Silicon Valley in 2002 and 2005. These studies take place in a context of relatively decentralized and privatized arts support and recent trends to curtail social and cultural spending. Silicon Valley is perhaps an exceptional case in the US. Regional authorities are unusually cognoscente of the important role of creativity, being a global centre in the knowledge economy, while being at the same time a cultural hinterland to San Francisco and Los Angeles. The indicators chosen here thus seem intended to serve multiple purposes, among them convincing potential sponsors of the merit of the arts, especially the economic impacts of knowledge-based industries, and measuring the region's development as a cultural centre in its own right. Indicators are categorized as cultural *levers* (such as arts education, investment, leadership, etc.), *assets* (venues, civic aesthetics, etc.), *participation*, and *outcomes* (creativity, connectedness, etc.). There are a number of other indicator projects recently completed or currently underway in the United States that were not chosen for this review.

## Organization for Economic Co-operation and Development (OECD)

### *International Measurement of the Economic and Social Importance of Culture*

This project is a sophisticated attempt to build on indicator work in Australia, France, Canada, the UK, and the USA, in order to develop indicators that could be implemented across Organization for Economic Co-operation and Development states. Developed indicators tend to depend on available census data, and hence, are more oriented to economic models. Only the summaries of indicator types were included in this review.

## Compiled categories of cultural indicators

Devising categories of cultural indicators is a little like herding cats; individual cases keep wandering outside of any attempt to create neat boundaries. Nevertheless, several common themes did emerge from the cases.

As indicators attempt to measure progress (or lack of progress) towards a particular policy direction or vision for the future, it is perhaps best to think of cultural indicators as vectors rather than stable categories. What unite these vectors are the primary objectives of those gathering the specified information. Cultural tourism, for example, can be seen as an engine of urban or rural economic renewal, the manifestation of economic policy designed to cultivate entrepreneurial business or a marketing strategy for arts organizations. Certain cultural indicators are also more appropriate to certain scales – some indicators try to measure the impact of arts and culture on the general population, others a particular sub-group, and certain indicators are more appropriate for measurement on a national, provincial, municipal or organizational level. Finally, cultural indicators should be selected to reflect both *quantitative* (e.g., number of facilities, volume of output, attendance) and *qualitative* (e.g., perceived connection to the community, perceived personal benefits, community valuation as to the importance of the arts, etc.) measures. The underlying purposes will thus determine the choice of cultural indicators developed and utilized.

What follows is a brief description of each of the six broad categories of indicators found in this review:

1. Cultural indicators of environmental enhancement and regeneration of “place”
2. Cultural indicators of individual well-being and personal development
3. Cultural indicators of social capital and community building
4. Cultural indicators of economic development
5. Indicators of cultural vitality of the community
6. Indicators of the health and sustainability of the cultural sector

### **1. Cultural indicators of environmental enhancement and regeneration of place**

The arts as a key element in regeneration (often but not always urban) have become central to policy in the United Kingdom, and in a less centralized way, in the United States. There has thus been increasing pressure to measure the results of these intensive efforts. Underlying culturally driven regeneration initiatives are multiple interests and visions for the future, such as heritage conservation, environmental improvements, crime reduction, social sustainability, overcoming social disparities, job creation and economic growth. From a regeneration perspective, these interests usually tend to focus on “place-making” – creating socially and environmentally connected “places” (qualitatively significant, memorable, liveable, etc.) rather than mere “spaces” (quantifiable containers for activities).

Quantitative cultural indicators that attempt to measure environmental enhancement and regeneration of “place” include: the number of local cultural events and organizations; the economic contribution of cultural quarters or clusters; and the number of listed heritage buildings. Qualitative cultural indicators include: whether heritage is considered in physical planning; the attractiveness of a neighbourhood to new creative workers; and qualitative aesthetic evaluations of the physical environment, public art and/or heritage assets by residents.

### **2. Cultural indicators of individual well-being and personal development**

A significant part of the attractiveness of the arts has always been their ability to have unique transformative effects on the individual, but personal and spiritual transformation are difficult to measure quantitatively. Studies tend to work with these effects as an assumption and depend on the proxy measure of assessing the frequency of interaction with and participation in the arts and culture.

Quantitative cultural indicators thus tend to address questions such as: How many people participate as an audience member for the arts? How many participate as artists or volunteers in the arts? And, who exactly? Several studies use the more neutral term “engagement” rather than “participation,” and distinguish between passive indicators of involvement (such as attendance) and active indicators (such as numbers of artists and number of volunteer hours contributed to the arts). For those who actively participate, there are a number of further distinctions – such as the value of amateur versus professional arts production, volunteer hours versus paid work, and paid and unpaid professional artistic production. Indicators of arts engagement are further qualified according to artistic medium or to demographic factors such as age, income, ethnocultural background, etc. Qualitative cultural indicators tend to be more direct in their attempt to measure individual well-being and personal development. They include community

perceptions regarding the personal benefits of the arts and culture; audience and user satisfaction; and percentage of community who value the arts and culture as a means of personal development or spiritual transformation.

### **3. Cultural indicators of social capital and community building**

As ethnic and cultural diversity increases in English-speaking Western countries, many cultural policy-makers and arts organizations have been under pressure to better reflect changing demographics in the arts. In terms of impacts, much concern has been paid to cultural indicators of community cohesion amidst this diversity and the contribution of the arts and culture to social capital.

Quantitative cultural indicators in this vein try to measure how well the arts connect or affect various subsectors of the larger community: students, differently-abled persons, certain ethnic communities, seniors, street-involved youth, etc. Indicators include: ethnocultural diversity of students in arts training; participation of people with disabilities; reduction of criminal and risky behaviours among youth engaged in the arts; number of arts/cultural events originating from ethnic minority communities; percentage of grants awarded to ethnic minority arts/cultural groups; and general attendance at ethnoculturally diverse events. Qualitative cultural indicators include: whether arts organizations have outreach policies and strategies; community response to diverse ethnocultural programming; and perceived acquisition of new skills and changed attitudes/behaviours as the result of cultural participation.

### **4. Cultural indicators of economic development**

The economic contributions of the arts and culture has been recognized with increasing force over the past fifteen years or so. In addition to measuring the arts and culture as an “economic engine” in general, two sectors tend to receive special attention in the cultural indicator projects reviewed for this paper: the role of culture in the tourism industry and the role of the arts in a knowledge-based economy with an emphasis on creative workers.

Quantitative cultural indicators thus tend to focus on measures such as spending by cultural tourists; the export value of artistic and cultural products; the number of jobs requiring arts training; and the number of new patents (as a measure of creative innovation). More qualitative economically focused cultural indicators include: community perceptions of cultural tourism; the attractiveness of a community to creative workers; and the perceived improvement to business due to engagement with the arts.

### **5. Indicators of the cultural vitality of a community**

These indicators attempt to assess the more elusive contributions of the arts and culture to the “quality of life” of a community. They attempt to measure a broad range of variables seen to be indicative a “healthy cultural environment.”

Quantitative cultural indicators include: per capita number of arts facilities, spaces and/or seats by artistic medium; number and frequency of visits or participation by local residents; number of new works produced by artists and arts organizations in a community; and percentage of schools with arts/cultural curricula. Qualitative cultural indicators include measures of how inspired or supported cultural workers are by their local environment; community perceptions regarding the

vitality of the local arts and cultural scene; and perceptions regarding accessibility of the arts by diverse communities.

### **6. Indicators of the health and sustainability of the cultural sector**

Most cultural indicator projects reviewed were also interested in measuring the health and sustainability of the cultural sector itself. Most made a distinction here between sectors such as theatre, dance and the visual arts, and more applied businesses such as new media, advertising, film and television, video game design, fashion and graphic design. The boundary between the two is of course permeable.

Quantitative cultural indicators in these sectors include: economic value of production; number of new enterprises in the cultural sector; amount of funding available for local film and television production; number of seats in local arts training institutions; and number of jobs in the cultural sectors. Qualitative cultural indicators here include: the inclusion and integration of planning for these sectors in economic development strategies; perceived capacities of local arts organizations and training institutions; attractiveness of a community to new creative workers and of the cultural sectors to young people; and community perceptions as to the importance of the cultural sectors.

### **Cultural indicator projects reviewed**

(Abbreviations in brackets refer to abbreviations used in table of cultural indicator examples.)

Centre for Cultural Policy Research, The University of Hong Kong and Home Affairs Bureau, Hong Kong Special Administrative Region. (2005, November). *A study on Hong Kong creativity index*. Hong Kong: Home Affairs Bureau, Hong Kong Special Administrative Region. [http://portal.unesco.org/culture/en/ev.php-URL\\_ID=29664&URL\\_DO=DO\\_TOPIC&URL\\_SECTION=201.html](http://portal.unesco.org/culture/en/ev.php-URL_ID=29664&URL_DO=DO_TOPIC&URL_SECTION=201.html)

Culture East Midlands. (2003). *Time for measuring culture: A companion booklet to the East Midlands Regional Cultural Strategy to promote the use of consistent cultural indicators*. Nottingham: East Midlands Regional Consortium. [UK 1]

Cultural Initiatives Silicon Valley. (2002). *Creative community index: Measuring progress toward a vibrant Silicon Valley*. San José, CA: Cultural Initiatives Silicon Valley. [USA 4]

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Wiseman, John et al. (2005, September). *Measuring wellbeing, engaging communities*.  
Background paper no. 3. Melbourne: Victorian Community Indicators Project.  
<http://www.communityindicators.net.au/news/items/2006/08/99810-upload-00001.pdf> [Au 1]

**For more information, see:**

**Working Bibliography on Cultural Indicators**

<http://www.creativecity.ca/cecc/research/impacts-indicators/bibliography.html>

**Research Directory – Cultural Indicators**

<http://www.creativecity.ca/cecc/research-directories/cultural-indicators.html>

Both resources are updated on an ongoing basis. Send additions to: [centre@creativecity.ca](mailto:centre@creativecity.ca)

You are also invited to join the **Indicators-L** listserv, which is devoted to Cultural Indicators.

Information: <http://www.creativecity.ca/cecc/listservs/indicators-l.html>

To join Indicators-L, send an email to: [centre@creativecity.ca](mailto:centre@creativecity.ca)

International Examples of Cultural Indicators

<b>Indicator</b>	<b>Source</b>
<i>(sorted into 6 general categories)</i>	
<b>Environmental enhancement &amp; regeneration of "place"</b>	
no. of arts/cultural events in a community	UK 1
no. of arts/cultural orgs in a community	UK 1
no. of arts/cultural events in smaller communities	UK 1
no. of arts/cultural orgs in smaller communities	UK 1
per capita arts funding in small towns vs. cities	UK 1
number of rural cultural plans	UK 1
capital projects for regeneration of urban areas	UK 1
economic contribution of cultural quarters/clusters	UK 1
% of regeneration funds spent on culture	UK 1/
consideration of conservation combined with regeneration strategies	UK 1
heritage assets as planning consideration	UK 1
no. of listed heritage buildings	UK 1/Au 1/NZ 1
no. of heritage buildings demolished	NZ 1
% of listed heritage bldgs at risk	UK 1
no. of cultural sites and monuments	UK 1
no. of new bldgs/regenerated cultural facilities to meet architectural stds.	UK 1
number of cultural facilities in compliance with standards	UK 1
no. of new build projects with local cultural benefits	UK 1
ability of locale to attract new creative workers	USA 5
community perceptions regarding local places of significance	Au 1
impact of natural environment in inspiring arts & culture (locally vs. elsewhere?)	USA 5
impact of built environment in inspiring arts & culture (locally vs. elsewhere?)	USA 5
<b>Individual well-being &amp; personal development</b>	
participation (in all arts and by art form)	UK 1/UK 2/USA 4/USA 5
% of pop who are amateur artists	USA 5
attendance	USA 4
satisfaction of audience/users	UK 1/ Au 1/UK 2
percentages of passive or active arts participation	UK 2
percentage of new vs. established arts participants	UK 2
perception of culture as a benefit	UK 2
perception of arts as part of quality of life	UK 1
no. who consider themselves artists	USA 4
% who highly value arts that they do	USA 4
valuation of non-art creative outlets (e.g., gardening)	USA 4

## International Examples of Cultural Indicators

Indicator	Source
<b>Social capital &amp; community building</b>	
no. of student visits to arts & cultural facilities	UK 1
accessibility of arts facilities	UK 1
barriers to cultural participation encountered in past 4 weeks/yr	NZ 2
participation of persons with disabilities in arts	UK 1
juvenile crime reduction due to participation in arts/culture	UK 1
prevalence of outreach policies among arts organizations	UK 1
audience composition in terms of diversity	UK 1/UK 2
% of population who support cultural diversity in arts	NZ 1
cultural orgs with diverse cultl traditions	UK 1/ USA 4
cultural diversity of festivals	UK 1/USA 4
cult diversity of programs	UK 1/ USA 4
no. of minority language events	NZ 1
engagement of general population in ethnic cultural events	NZ 1
attendance at ethnic cultural events	NZ 2
% of cultl funding for diverse traditions	UK 1/NZ 1
extent to which "excluded groups" are involved in cultl training and skills dev	UK 1
amt of non-trad learning materials avail to cultl industries	UK 1
no.of events representing diverse cultural traditions	UK 1
prevalence of correlation of art participation and ethnicity	USA 4
% of grants to minority ethnic grps	NZ 1
community response to ethnic programming	NZ 2
prevalence of culturally diverse radio programming	UK 1
no of cultl strategies with actions related to social exclusion	UK 1
cultl employment by age/sex/ethnicity	NZ 2
changes in behaviour as the result of arts participation	UK 2
new skills acquired due to arts participation	UK 2
changes in self-esteem/attitudes due to arts participation	UK 2
arts leadership reflecting diversity of population	USA 3
amount of cultural content in schools	UK 1
level of cultural organization involvement in education	UK 2
cultural program contributions to health, education & disease prevention	UK 1
correlation of support for the arts & more general civic participation	USA 5
% of preschool children instructed in arts	USA 5
% who have attended cultural institutions with children	USA 5
correlation btw attendence with children & income	USA 5
correlation btw attendance with children & ethnicity	USA 5
correlation btw attendance with children & work type	USA 5
% of arts orgs. offering art education & youth outreach	USA 5
% of pop. who feel able to attend/participate in arts	Au 1
% of arts orgs. offering participation opportunities for adults	USA 5
% who think art plays major role in their lives	USA 5
correlation of role of arts in one's life & income/ethnic/gender	USA 5
frequency of arts activities (partic/nonpartic) enjoyed with friends/family	USA 5

## International Examples of Cultural Indicators

Indicator	Source
<b>Economic development</b>	
spending on arts & culture by tourists	UK 1/ OECD 1
export value of cultural industries	UK 1/ OECD 1
contribution of cultural tourism to economy	UK 1
value of cultural tourism	OECD 1
value added contributions by cultural industries	NZ 2
social & environmental impacts of cultural tourism	UK 1
no. of creative jobs (req arts training)	USA 4
no. of new patents (= rate of innovation)	USA 4
correlation between creative work & support for arts	USA 5
importance of arts for creative workers	USA 5
improved business performance due to engagement with arts & culture	UK 2
workers in creative jobs by age/sex/ethnic/qualification/region	NZ 2
creative industries contribution to ttl industry (value-added)	NZ 2
changes in creative industries & ttl industry (value-added)	NZ 2
consideration of culture in economic strategies	UK 1
consideration of culture in local development plans	UK 1

## International Examples of Cultural Indicators

Indicator	Source
<b>Cultural vitality of a community</b>	
no. of arts/cultural facilities	UK 1/Au 1
no. of visits to arts/cultural facilities (increase/decrease?)	UK 1/ USA 5/NZ 1/NZ 2
no of visits by insitiution type (theatre, gallery, etc)	UK 1
attendance at professional arts events per 1,000 pop.	UK 1
frequency of visits in past 4 weeks/past yr.	NZ 2
cultural life of community considered part of cultural strategy	UK 1
no of research projs in cultural organizations	UK 1
identification and dissemination of best cultural practices	UK 1
appropriate public transit for cultural activities	UK 1
media coverage of arts & culture	UK 1
% of pop indicating that they would like to learn new art form	USA 4
% of arts orgs creating new works	USA 4
% of arts orgs creating new works by budget size	USA 4
% of arts professionals who started as amateurs	USA 5
correlation of local consumption of professional arts and participation	USA 5
origin of arts innovation in participatory arts	USA 5
% of arts orgs. owning/renting good facilities	USA 5
increase or decrease in local artistic programming	USA 5
community perceptions of local cultural scene	NZ1
community satisfaction w. range of cty events and fests	Au 1
perceptions regarding local art community (locally vs. elsewhere)	USA 5
no. of small-scale arts instits (locally vs. elsewhere)	USA 5
no. of large-scale arts instits. (locally vs. elsewhere)	USA 5
impact of natural environment in inspiring arts & culture (locally vs. elsewhere?)	USA 5
impact of built environment in inspiring arts & culture (locally vs. elsewhere?)	USA 5
support for arts by regional leaders (bus/non-profit/ed/ed/etc)	USA 5
average occupancy of cultural centres by recurring renters	Au 1
festival attendance	Au 1
engagement in education by cultural organizations	UK 1
no. of arts volunteers (increase or decrease)	UK 1/USA 5
no. of arts volunteer clubs	UK 1
% supporting arts in schools	USA 4/5
% supporting arts as req'd subj. in schools	USA 5
% who highly value arts done with others	USA 4
% who think their locale good place to pursue arts	USA 4/5/NZ 1
% think locale good place to pursue arts w. children	USA 5
% of artists who think locale good place to live	USA 5
% of artists who think locale good place to be artists	USA 5
arts orgs who feel unique connection to local community	USA 4
availability & level of funding for community capacity-bldg by cultural orgs.	UK 1
% who think art plays major role in their lives	USA 5
correlation of role of arts in one's life & income/ethnic/gender	USA 5
frequency of arts activities (partic/nonpartic) enjoyed with friends/family	USA 5
proportion of local content on radio & tv	NZ 1/NZ 2
no. of community strategies containing cultural objectives & actions	UK 1
inclusion of hertiage assets in plans by other agencies	UK 1

International Examples of Cultural Indicators

Indicator	Source
<b>Health &amp; sustainability of cultural sector</b>	
size of cultural sector	OECD 1
volume output produced (ttl cultural production)	OECD 1
volume output by cultural product type	OECD 1
cultural infrastructure changes (deaths/births/amalgamations)	OECD 1
no. of businesses in cultural industries	UK 1/(OECD 1)
new business formation in cultural industries	UK 1
% of cultural orgs. with net surpluses	USA 5
arts as % of labour force	USA 5/NZ 1/NZ 2
ttl employed in arts	NZ 2 / OECD 1
no. workers in creative jobs	NZ 2
no. of professional artists employed (increase or decrease)	UK 1
employment in each sector	OECD 1
employment by type (PT/FT/self-em)	OECD 1
output by commercial category/lang	OECD 1
size of volunteerism	OECD 1
employment opportunities	UK 1
self-employment opportunities	UK 1
young ppl seeking careers in cult	UK 1
no. of vol'n's employed in cultl industries	UK 1
% of cultl creators unpaid	UK 1
% of artsts' income from art	USA 5
other sources of artists' income	USA 5
% of creators in priv sector	UK 1
wage levels for artistic work	USA 5
median income of cultural occupations	NZ 1
median income of cultural occupations by age/sex/ethnic	NZ 2
level of public interest in the arts (locally vs. elsewhere)	USA 5
no. of consumers of locally produced art (locally vs. elsewhere)	USA 5 / OECD 1
consumer spending on cultural goods/services	OECD 1
no. of visits to arts/cultural facilities (increase or decrease)	UK 1/ USA 5/NZ 1/NZ 2
cultural attendance & participation rates	OECD 1
attendance & participation rates by demographic variables	OECD 1
% of pop indicating that they would like to learn new art form	USA 4
% of pop who watch/listen to local broadcasts	NZ 1
proportion of local content on radio & tv	NZ 1/NZ 2
<i>category continues ...</i>	

International Examples of Cultural Indicators

<b>Indicator</b>	<b>Source</b>
<b>Health &amp; sustainability of cultural sector (continued)</b>	
no. of cultural support organizations	UK 1
size and health of cultural business networks	UK 1
prevalence of professional development for arts mgrs	UK 1
availability of technical support for cultural orgs	USA 3
availability of leadership support & development	USA 2
availability and level of training for community-based cultural orgs	UK 1
level of representation of culture in local authorities	UK 1
strength of lobbying for culture	UK 1
growth/decline of arts orgs	USA 5
percentage of cultural orgs. with paid senior manager (FT or PT?)	USA 5
no of leadership & mgmt dev prgms in cultl orgs.	(UK 1)
no. studying for qualifications in cult	UK 1
no. studying for non- qualifications in cult	UK 1
no. of cultural business champions	UK 1
no. of cultural development officers	UK 1
no. of educators in cultural industries	UK 1
no. of courses offered in cultural industries	UK 1
local authority investment in the arts & culture	UK 1
% of council operating budget on culture	NZ 1
allocation of lottery funds to culture	NZ 2
per capita cultural spending	UK 1
ttl sales and other income for culture	NZ 2
household spending on culture	NZ 2
average cost per participant of arts & culture programming	UK 2
ttl non-govt support of culture	UK 1/ OECD 1
ttl govt support of culture	NZ 1/UK 1/OECD
# of funding bids from community-based cultural orgs	UK 1
funding for new media/film	UK 1
funding attracted by film commissions	UK 1
availability & level of venture capital for cultural industry	UK 1