

Annex: Data and complementary information (sources and statistics)

1. Main sources and links

Please indicate the reference to the main sources of information and the data used to prepare this report which could be of interest for the other Parties. These references may include, among other issues: the recent strategic policies of the public powers in the cultural field, studies and evaluations; the last research works and studies outlining the general traits of the cultural sector or cultural industries.

The Parties are invited to provide the name, the author and the Internet links associated to the document concerned as well as a resumé with a maximum of 100 words in French and/or English if the original language of the document is not one of the official and working languages of the Committee.

Besides, please indicate the names and details of the public or private institutions, bodies or networks in your country that actively contribute to the production of information and the knowledge of the fields covered by the Convention.

The sources used for the data and figures here are the following:

Statistics National Office of Cuba (ONE) [<http://www.one.cu/>]
UNESCO Statistics Institute [<http://www.uis.unesco.org/>]
Ministry of Culture of Cuba [<http://www.min.cult.cu/>]
Statistics Yearbook of Cuba [<http://www.one.cu/aec2010/>] Published 2011.
Working Objectives of the Ministry of Culture for 2012 and 2012-2015.
Cuban Report to the Universal Periodic Review Mechanism of the Council of Human Rights
Statistics Department of the Ministry of Culture [<http://www.min.cult.cu/>]
Cultural Programmes of the Ministry of Culture [<http://www.min.cult.cu/>]
Cuban Institute of Cinematographic Arts and Industry (ICAIC) [www.cubacine.cult.cu/]
Cuban Institute of Music (ICM)
National Council of Houses of Culture [<http://www.cncc.cult.cu/>]
Association of Writers and Artists of Cuba [<http://www.uneac.org.cu/>]
Antonio Núñez Jiménez Foundation, of man and nature [<http://www.fanj.cult.cu/>]

2. Reporting statistics available

A pragmatic approach will be adopted for providing information on the statistic data in the reports.

This means that the Parties are invited to report statistic data that, **as much as possible**, already exist. These data may come from national surveys, cartographic studies, etc. Most of them are in tables of the annexes of UNESCO World Report Investing in the cultural diversity and the intercultural dialogue (2009). Below are some suggestions to find these data.

2.1 Demographic Context

a) Demographic Structure ⁷

- Total Population 11 241.161
- Total annual growth rate per 1.000 inhabitants -0,2
- Age distribution 5.628.996 men and 5.612.165

⁷ Figure dated 31 December 2010. In 2012 the National Census will be made.

b) Migration (See annex)

- Migrant ratio in percentage in the population
- Emmigration

- Number of official languages 1 Spanish
- Number of spoken languages 1 Spanish
- Literacy rate 99,96%⁸

Sources:

a) Statistics National Office, Data of the population census, Database of the United Nations Statistics Division

(<http://unstats.un.org/unsd/databases.htm>).

b) UNESCO World Report Investing in the cultural diversity and the intercultural dialogue (2009).

c) UNESCO Statistics Institute, Literacy Statistics

(http://www.uis.unesco.org/ev_en.php?ID=6401_201&ID2=DO_TOPIC).

2.2 Mobility of the cultural assets and services

a) Total of cultural assets and service flows

- Total of exports of cultural goods in US million dollars
- Total of imports of cultural goods in US million dollars
- Total of exports of cultural services in US million dollars
- Total of imports of cultural services in US million dollars

b) Flow of the translations

- Total number of translations
- Total number of titles translated and published abroad

Sources:

a) Customs statistics and balance of payment statistics. See also the Framework of Cultural Statistics, UNESCO 2009, definition of cultural assets and services.

b) UNESCO World Report Investing in the cultural diversity and the intercultural dialogue (2010).

2.3 Cultural production, distribution

a) Films

- Number of nationally produced feature films/year *6 national feature films.*
6 national documentary films
- Percentage of feature film co-productions *26 films in co-production.*
18 services to short films.

⁸ The Population and Housing Census made in Cuba in 1953 registered the figure of 1 032 849 persons of 10 years old and above who did not know how to read and write which meant that 23,6 percent of the population of the country was illiterate, 11,6 percent belonged to the urban areas and 41,7 percent to the rural population. The figure provided is in correspondence with the information on the fulfillment of the Millennium Goals.

- Percentage of national distribution enterprises
- Number of movies per every 1.000 inhabitants
- b) Radio/TV programmes
 - Total duration of annual television broadcasting per type of program (in hours)
 - Total duration of annual broadcasting (TV and radio) for programs dealing with the indigenous people (in hours)
 - Total duration of annual broadcasting (TV and radio) per type of production of programs (national/foreign, in hours)
- c) Books
 - Number of titles published: *4 publications of the Cine Cubano (Cuban Cinema) journal*
*13 books by Ediciones ICAIC (ICAIC Publications)*⁹
 - Number of publishers
 - Number of bookstores
- d) Music

Sources:

- a) Questionnaire on the statistics of UIS feature films.
- b) Questionnaire on the statistics of UIS mass media.
- c) Statistics National Offices, CERLALC, Publisher's International Association.

2.4 Cultural Consumption /participation

- a) Percentage of people attending several times a year cultural functions, such as concerts and theater plays, detailed by sex and age (if possible)
- b) Cinema tickets per every 1.000 inhabitants
- c) Sales of books
- d) Households (% hab.)
 - Number of houses with a TV set
 - PCs per every 1.000 inhabitants

The information obtained from a national survey made by the Cuban National Institute of Cultural Investigation Juan Marinello during the years 2008 and 2009, was worked with a sample population of 33383 persons from all over the country.

Among its main results we found that 27, 1% of the people go to the movies and video rooms annually. With the same frequency 16, 9 % go to the book launch and 24, 4% go to libraries and bookstores to buy books. A 16, 2 % visit galleries and museums, a 15% go to theaters and a 21, 9 go to concerts and musical shows. Cultural and community houses are visited by a 14, 5% of the population.

There aren't outstanding differences in gender in reference to the practice of cultural consumption, although there is a slight accent in favor of males. In relation to the age we notice a greater and diverse consumption in younger people (younger than 30 years old), and also in the higher instruction levels (professionals and university students).

⁹ Includes only the publications made by the Cuban Institute of Cinematographic Arts and Industry (ICAIC)

In the case of reading, to read is a notable activity for a 42, 9% of the persons who reads frequently. Among the habitual readers 20, 9% recognize that they read less than two books yearly, a 14% between 3 and 5 and the 8% ten books or more.

In reference to the house equipments, 89, 6 % of the population declare that they have television sets and a 4, 2% computers, the presence of computers is in a higher degree in social and community installations such as "Computers youth clubs" visited by a 12, 5% of the population.

The analysis of this survey was published by the C.C.I.I. Juan Marinello in the books "El Consumo Cultural y sus Prácticas en Cuba" and "Consumo Cultural y Adolescencia en Cuba" the latter in coordination with the UNICEF.

Sources:

- a) International Social Survey Program (ISSP), ISSP 2007 Leisure Time and Sports v2.0.0 – Question 13 (<http://www.geis.org/en/services/data/survey-data/issp/modules-study-overview/leisure-time-sports/2007/>).
- b) UIS Survey in Feature Films Statistics and Focus: World Film Market Trends (http://www.obs.coe.int/oea_publ/market/focus.html).
- c) "Global Entertainment and Media Outlook 2008-2012", Price Waterhouse & Coopers (http://www.pwc.com/sv_SE/se/publikationer/assets/consumer_educational_book_publishing.pdf).
- d) International Telecommunications Union (<http://www.itu.int/ITU-ict/statistics/index.html>).

2.5 Conectivity, infrastructure, access

- a) Customers of mobile telephones per every 1.000 inhabitants
- b) Internauts per every 1.000 inhabitants
- c) Rate of Internet penetration in percentage of the population
- d) Number of newspapers on line
- e) Number of radio stations by Internet
- f) Percentage of public companies of radio and television
- g) Number of community radio stations

Sources:

- a), b) International Telecommunications Union (<http://www.itu.int/ITU-ict/statistics/index.html>).
- c) Internet world stats (<http://www.internetworldstats.com/stats.htm>).
- d), e), f), g) Questionnaire on the statistics of IEU mass media.

2.6 Economy and finances

- a) Contribution of the cultural activities to the gross domestic product (GDP) in percentage
- b) People employed in the cultural sector (percentage)
- c) Public expenditures: governmental expenditures dedicated to culture
- d) Home expenditures dedicated to culture and leisure time

Sources:

a) Economic census, industry surveys, service surveys, small enterprise surveys, home surveys, national accounts. In the services of national statistics, central banks and cultural institutions (based on the Uniform International Industrial Classification of all Economic Activities CIIU Rev.4, NAICS, ANZSCI, NACE, NAPCS).

b) Population census, home surveys (Uniform International Occupation Classification CIUO-08 CIIU Rev. 4).

c) and d) National Sources, National account systems.

For a), b) see also UNESCO, methodological note on the estimation of the cultural jobs and the contribution of the typical cultural activities to the GDP.

2.7 International Cooperation

a) Official development assistance assigned to culture (estimated percentage of the total attributable to ODA)

b) Net income (in US dollars) of the public development assistance assigned to culture (estimations)

Source:

DAC Statistic, Development Cooperation Directorate (DCD-DAC), OECD
(<http://stats.oecd.org/qwids/>).

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