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the Significance of Cultural Industries Development Indices:

Data, Methods and Interpretation in Analyses of Shanghai's Cultural Consumption

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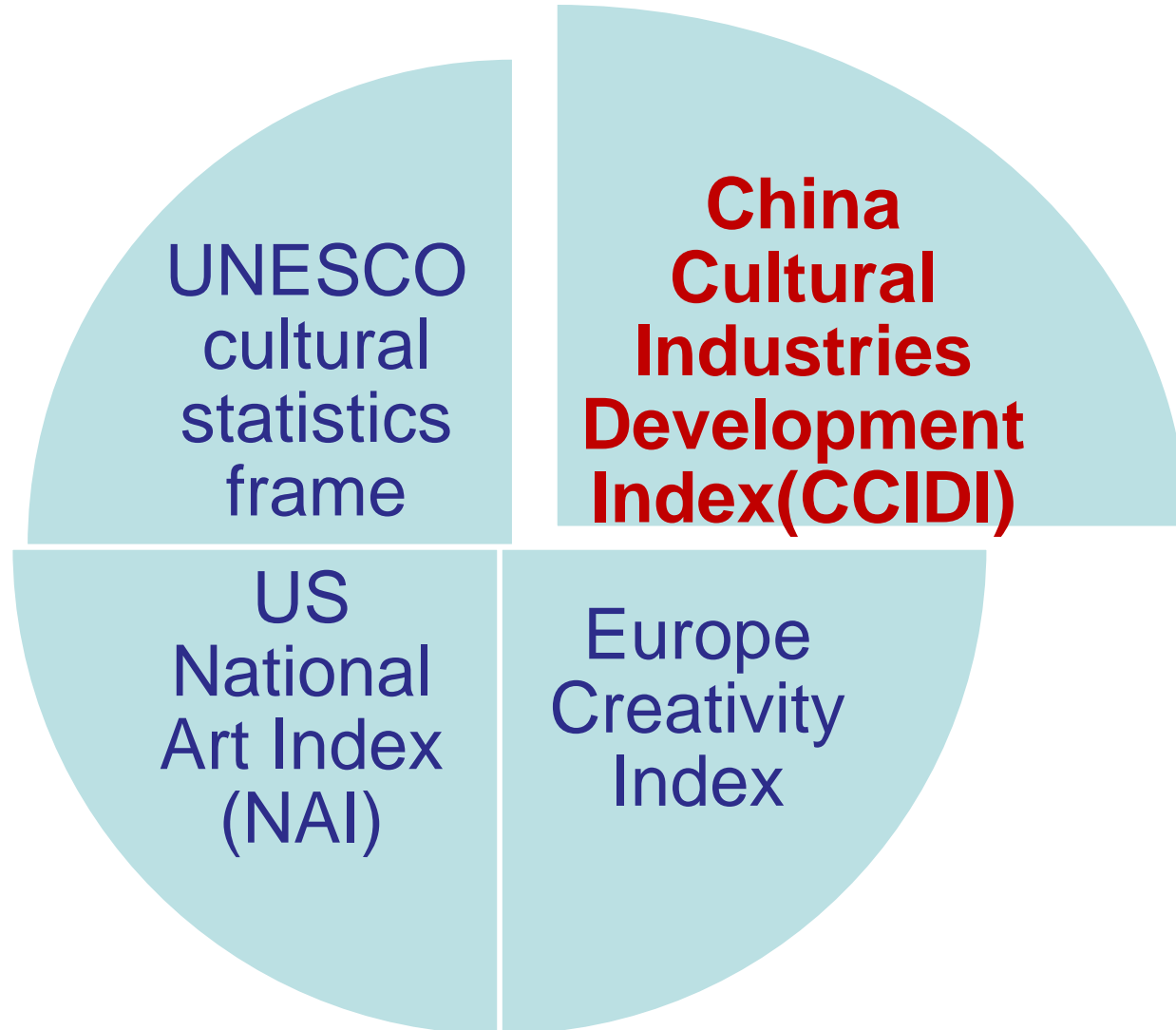
Data of Shanghai Cultural Consumption

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Introduction on China Cultural Industries Development Index





**Cultural Industries
Development Index**

***China Culture
Industry
Representation
Index (CCIRI)***

- cultural industries developing level
- cultural industries economical effect
- cultural industries social and cultural effects
- cultural industries developing modes

***China Culture
Industry
Embedded
Index (CCIEI)***

- cultural resources richness
- developing level of key cultural industries
- layout and structure of cultural industries
- growth pattern of cultural industries
- main agents in cultural market
- different kind of cultural markets
- organization and models for circulation
- backbone cultural enterprises
- foreign cultural trade
- cultural industries policies
- innovation in cultural industries
- social economy foundation



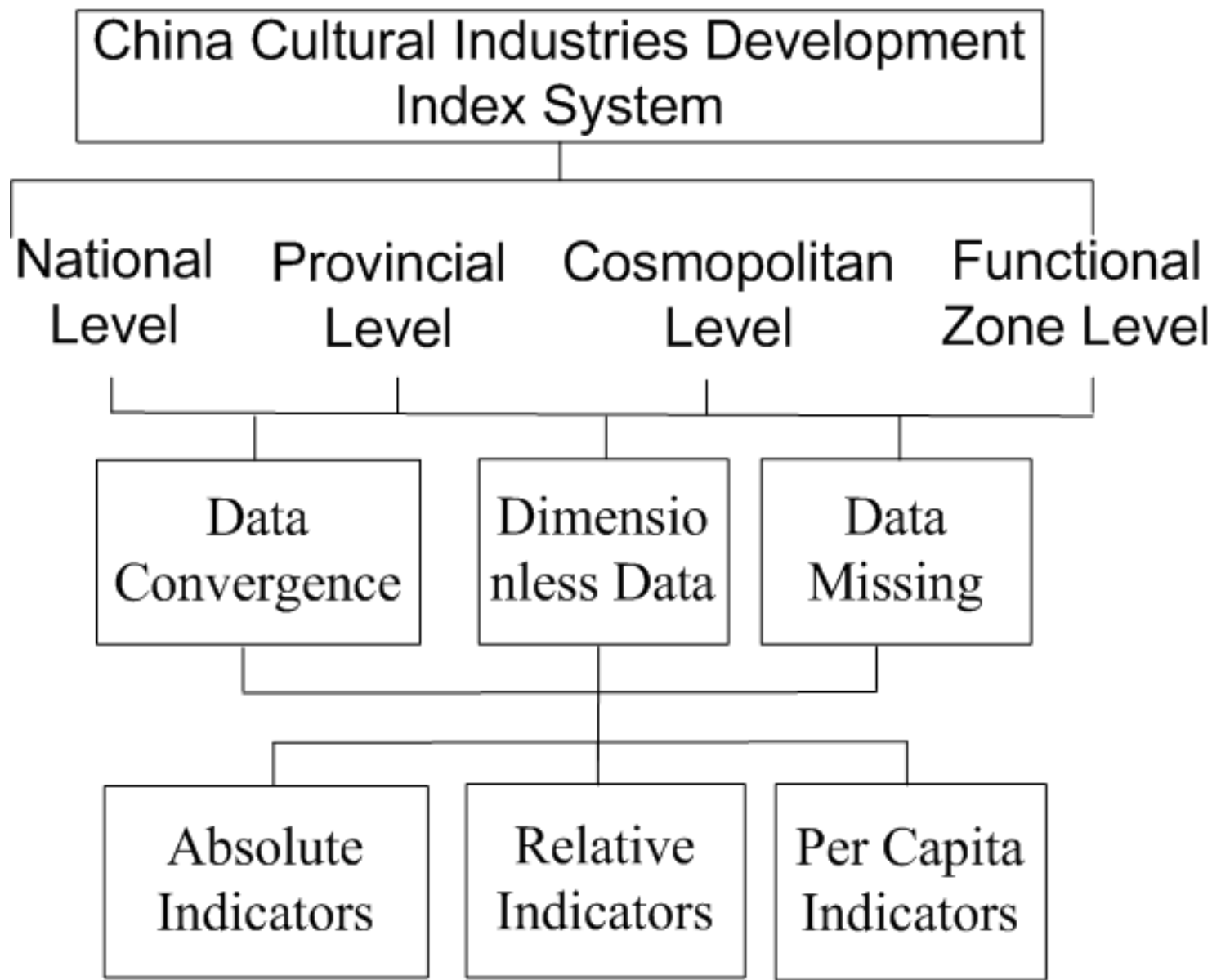
Data Processing

Data mainly comes from three resources

- Governmental departments of cultural and culture-related industries annual statistics;
- Yearbooks of the national economy and relevant industry statistics;
- Statistics released from China Ministry of Commerce, Ministry of Culture, and the local statistic bureaus on official websites, as well as all kinds of governmental reports



China Cultural Index Development Index (CCIDI)



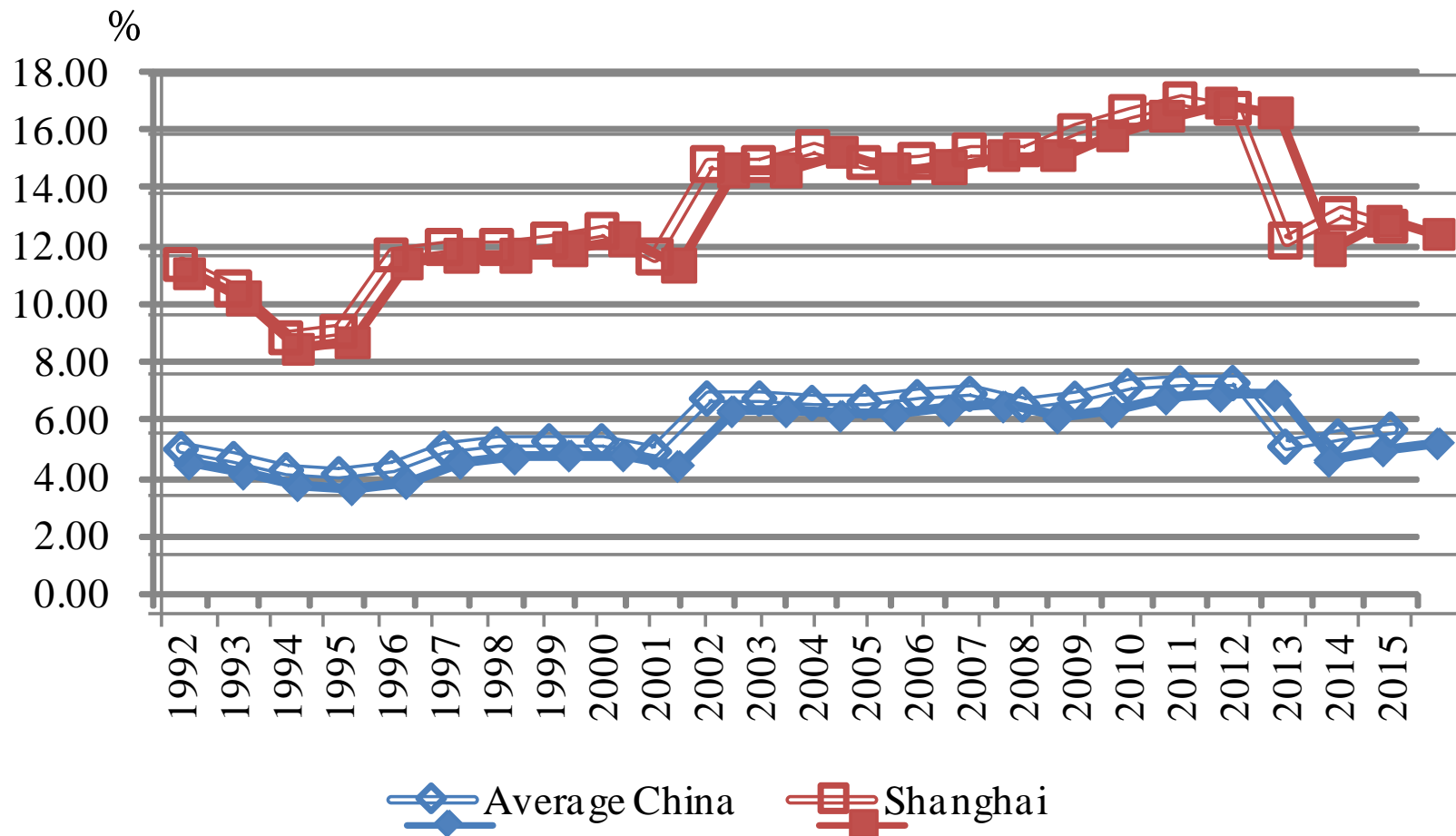


Contrasting Shanghai and Average China on cultural and recreational expenditure

Year	Per capita disposal income (Chinese Yuan)		household final consumption expenditure per capita for culture and recreation (Chinese Yuan)		The proportion of cultural and recreational expenditure accounts for household consumption expenditure (%)	
	Shanghai	China Average	Shanghai	China Average	Shanghai	China Average
2013	42173.6	18310.8	1822.09	576.68	7.10	5.10
2014	45965.8	20167.1	2149.62	671.50	7.73	5.45
2015	49867.2	21966.2	2372.78	760.06	7.02	5.68



the proportion of cultural and recreational expenditure accounts for household consumption expenditure in China Average and Shanghai





Features of respondents in Survey on Shanghai Residents

Age	Percentage (%)	Household registration	Percentage (%)	Education	Percentage (%)	Time to live in Shanghai	Percentage (%)	Family	Percentage (%)
<=18	1.0	urban registered residents	62.7	primary school and below	2.4	be born and brought	59.8	Single	26.8
18-25	19.2	rural registered residents	7.8	Junior High Education	10.0	> 20 years	10.1	Married with no children	8.9
26-35	29.9	foreign population	1.9	Senior High Education	20.7	11-20 years	10.8	Married with children	62.4
36-45	16.1	Nonlocal population	27.6	Junior College	19.6	6-10 years	8.0	Widows living alone	1.9
46-55	15.0			undergraduate	37.4	3-5 years	3.4		
56-65	12.5			Graduate and above	9.9	<=2 years	7.8		
66-75	5.2								
>=76	1.0								



Methodology and Interpretation of Shanghai Cultural Consumption

Consumer trends in Shanghai

- Cultural consumers in the purchase of cultural goods or cultural consumption activities, there are two motives: one is the effect of cultural product itself, such as interesting, releasing pressure and so on, the other is the effect of utility effect, involving reasonable tickets price and accompanying family, etc.
- High price and busy work has important factors of impeding cultural consumption, nearly 65% person cultural consumption in an half-hour drive distance.



Methodology and Interpretation of Shanghai Cultural Consumption

Leisure and Recreation Habits

- shanghai residents are transforming the mode of receiving cultural information. Whilst by community committee, grass-root government department still play a active role to ignite local citizens to take part in cultural activity.
- over 80% respondents preference to consumption with his/her families, friends and colleagues.



Methodology and Interpretation of Shanghai Cultural Consumption

Leisure outside the home

- Shanghai represents the developed cultural consumption in China, and more new commercial leisure development will include a game arcade, a cinema, and karaoke facilities; this in addition to a large food court and a handful of coffee shops. The central and local governments have also highlighted the issue of domestic leisure facilities failing the general public and the Tourism Administration since May 2013, outlined a plan to improve leisure and recreation facilities for domestic and foreign tourists, as well as creating quality leisure facilities for year-round use by local populations.



Methodology and Interpretation of Shanghai Cultural Consumption

Cultural provision

- Shanghai residents have a higher rate of basic public cultural facilities, in walking 15 minutes from your residence, over half residents access to library, gym, Community cultural activity center and parkland. As a comparison, availability of art gallery, science museum, exhibition hall and museum is still relatively low. However, in reference to availability, Shanghai residents take active participant in parkland, art gallery/science museum/exhibition hall.



Methodology and Interpretation of Shanghai Cultural Consumption

Cultural Consumption

- crosstalk/short act/ two person act/antimask/shadow plays, star show, concert, drama, opera are most welcomed performing arts, they are 15.4%,14.08%,13.9% and 58.6% respondents see over once opera performance arts.



Methodology and Interpretation of Shanghai Cultural Consumption

Cultural Consumption

- In addition, Shanghai Tourism, Shanghai Film Festival and Shanghai Book Expo are most popular
- Cultural consumers are shedding their conservative attitudes towards leisure and recreation and demand much more from their hard-earned time off. The city can be termed as money-rich, but still relatively time-poor when it comes to leisure time, and so consumers demand heightened quality and a genuine experience when they have their precious spare time.



Conclusions

As far as consumption structure is concerned, the proportion of cultural consumption accounts for living expenditure is too low

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the new urbanization is the most important urban and rural social movement in the future, with reform of household registration system, large-scale changes in urban and rural population, not only which will fundamentally change the two opposing social structure , but also fundamentally change the structure of Shanghai's cultural consumption.



Thank You for Your Attention!

