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FOREWORD

The National Administrative Department of Statistics (DANE) is committed to the strengthening and consolidation of the National Statistical System (SEN), as part of the Planning and Statistical Harmonization Project. This process involves producing strategic statistics, the generation, adaptation, adoption and dissemination of standards, and the consolidation and harmonization of the statistical information. It also requires the coordination of instruments, actors, initiatives and products in order to improve the quality of the strategic statistical information, its availability, timeliness and accessibility, as an answer to the increasing demand for this type of products.

With this background and conscious of the need and obligation to provide the best possible products to its users, DANE has developed a standard guide for the submission of methodologies that contribute to the visualization and clarification of the statistical process. This guide has been used for the elaboration of the methodological documents of its operations and statistical research. DANE makes them available both to the specialized users and to the public in general. These methodologies are presented in standard format; they are complete and easy to read. The main technical characteristics of the processes of each research are presented in order to facilitate their analysis, control, replicability and evaluation.

This series of documents intends to favor the transparency, confidence and credibility in the technical quality of the institution and should contribute to a better understanding of the statistical information, produced following the principles of coherence, comparability, integrality and quality.

INTRODUCTION

The cultural practices associated with the consumption of goods and services supplied by the cultural sector, and with the use of free time, appear as new dimensions in the structuring of life, both for individuals as for different social groups. A proof of it is the promulgation of international guidelines for the treatment of the social and cultural capital of peoples and nations, along with the considerable increase in the rights and liberties that make visible an ample range of social and cultural minorities.

Added to it, the increasing appearance of state policies, that favor the development of culture, sport and recreation, has exposed and turned into a component of public agenda an important reality: the cultural and social dimension of the human being.

Under this perspective, the appropriation, possession and use of cultural goods and services and spaces have become a topic of concern for the social sciences and for the institutions either public or multilateral. As far as the cultural processes become a set of specific practices it is possible to follow their track.

In different latitudes, from different perspective and extents, some studies have tried to approach the subject of cultural consumption in line with national or population characteristics, the citizen preferences or the persons' expenses. In Colombia, although there have been measurements of the supply of goods and services by the cultural sector and on the personal expenditures on these goods and services, as well as on activities of entertainment, diversion and leisure, these measurements have not had the required amplitude and regularity.

Within its interest in extending its thematic borderlines, DANE has adopted the missionary program "Political and Cultural Statistics" as an answer to the needs of users for quality statistical information on the complex and ample universe of the cultural phenomena, in terms of availability, timeliness, relevance and coherence.

Under the component Culture, Sport and Recreation, DANE has implemented the Cultural Consumption Survey. Its objective is to elaborate a small-scale and general-purpose map of some cultural practices associated to the use and appropriation that the persons make of goods, services and spaces supplied and arranged by the cultural sector, as well as of the hours allocated to free time and the type of activities developed in this period.

The Survey is an additional element among the series of studies that DANE has realized on the cultural topic: The Culture Satellite Account, the television modules (in collaboration with the National Television Commission), reading habits (in collaboration with several organizations, such as the Ministry of Culture, the Colombian Book Chamber and FUNDALECTURA), and some questions included in other researches that offer new information on cultural aspects such as the 2005 Census, the Integrated Household Survey (GEIH) and the Income and Expenditure Survey (EIG).

The main conceptual, technical and operative elements constituting the Survey of Cultural Consumption are presented in the following methodology. In the first chapters the reader will find the background of this research, the studies preceding this initiative in Colombia as well as the statistical design, which includes the sample and the indicators and instruments. The following chapters include details of the process of statistical production, of the analysis, discussion and dissemination of the results, and a bibliography that supports the research.

1 BACKGROUND

During the sixties and seventies, DANE carries out measurements related to cultural topics. Those studies provide information on education (enrolled students, type of education and number of educative institutions), yearly expenses in ticket offices, number of functions and spectators (Cultural Conferences and Recitals; Musical Concerts; Comedy and Drama; Operettas, Light Opera and Variety Shows; Ballet; Horse-racing; Foot-Ball; Bullfights and Cockfights), number of radio stations, artists and the number and type of periodical publications¹. Furthermore, some reports on specific services were elaborated presenting data at national, departmental and local level such as **The Movie picture Industry in Colombia**² (DANE, 1965).

In spite of this important practice, it is only from year 2000, that the organization continuously includes in its agenda the measurement of some categories and phenomena related to the culture. Some of these exercises have provided important data to the country on consumption of television, reading habits, contributions of the cultural sector to GDP, expenses in cultural activities, and goods and services.

Television modules

In 2003, within the framework of the Living Conditions Survey (ECV), the National Television Commission, the Center for Development Research (CID) of the National University and DANE developed a module of 10 questions on television, to be formulated to a sample of 24,090 households broken down into 9 regions.

The most important results that can be mentioned are the following:: the structure of household expenditure and its relationship with the provision of television services; ownership, class and uses, coverage, profile of the viewer, quality of the signal and habits of television consumption (timetable, strips and channels)³.

The television module was included in the Continuous Household Survey (ECH), in coordination with the National Television Commission, in 2005. A statistical yearbook was published in the same year, in which some variables of the module were associated with the socio-economic characteristics of the households. This approach revealed important information, given the amount of variables of characterization that handles the ECH⁴. This particular feature makes of these surveys, an excellent mechanism to obtain top rank characterizations.

¹ DEPARTAMENTO ADMINISTRATIVO NACIONAL DE ESTADISTICA - DANE. Estadísticas Culturales. Bogotá: Colombia, 1957 and 1958. Available in:

http://www.colombiastad.gov.co/index.php?option=com_jbook&task=view&Itemid=49&catid=144&id=265

² DEPARTAMENTO ADMINISTRATIVO NACIONAL DE ESTADISTICA - DANE. El cinematógrafo en Colombia, Bogotá: Colombia, 1965. Available in:

http://www.colombiastad.gov.co/index.php?option=com_jbook&task=view&Itemid=49&catid=144&id=336

³ DEPARTAMENTO ADMINISTRATIVO NACIONAL DE ESTADISTICA - DANE. Encuesta de Calidad de Vida, Presentación de Resultados. 2003. Available in:

http://www.dane.gov.co/files/investigaciones/condiciones_vida/calidad_vida/Presentacion_dic1-cntv.pdf

⁴ COMISION NACIONAL DE TELEVISION. Anuario Estadístico 2005 , La televisión en Colombia, page 9. Available in: http://www.cntv.org.co/cntv_bop/estudios/anuario.pdf.

During the third quarter of 2007, the Commission and DANE continued their activities. They included in the Integrated Households Survey (GEIH) some questions on the average time spent watching TV, the preferred days, the type of channels, the type of services accessed, the benefits associated and the monthly costs of this service.

Modules of reading habits

The first module was designed in December of 2000. It was produced by a cooperative action of private organizations of the cultural sector with DANE. Under the leadership of the Colombian Book Chamber, it was possible to obtain the participation of the Regional Center for Book Promotion in Latin America and the Caribbean (CERLALC), FUNDALECTURA and the Ministry of Education. The inter-institutional task force, once concluded a thorough review of previous experiences of other countries, defined 15 questions for the module to be included in the National Household Surveys (later replaced by the GEIH). This set of questions, combined with other socio-demographic variables of the survey, allowed identifying the preferences for publications (books, newspapers and magazines), reader's profiles according to levels of income, age and educative level, the reasons for reading and the forms of acquisition of this type of goods.

This procedure, with the participation of more organizations⁵ was repeated in 2005. The number of question increased (from 15 to 23), the age of the objective population included the 5 to 11 years age group; geographical coverage was increased (11 capital cities, the rural population of the country and the municipal centers were included), the most important improvement from a statistical point of view.

The subjects of the previous survey were kept but they it was deepened in typologies, favorite places to read, reading in Internet and reasons and places for book purchasing. In the case of the minors between 5 and 11 years, the research included share reading, if reading is enjoyable, the sites where the minor reads, and the reasons for non-reading.

Other measurements made by DANE

In the Living Condition Survey (ECV) ⁶ the cultural aspects have been also measured through specific questions on activities developed, and services and goods acquired. In the 2007 version of the questionnaire, the chapter "Services to the household" inquires about practices regarding the handling of residuals, which gives account of the type of existing attitudes toward the environment. The segment concerning "care of children 5 years or less", inquires on the type of

⁵ FUNDALECTURA, MINISTERIO DE CULTURA, MINISTERIO DE EDUCACIÓN, DANE, CERLALC, CÁMARA COLOMBIANA DEL LIBRO, INSTITUTO DISTRITAL DE CULTURA Y TURISMO. Hábitos de lectura, asistencia a bibliotecas y consumo de libros en Colombia. Bogotá: FUNDALECTURA, 2006.

⁶ DEPARTAMENTO ADMINISTRATIVO NACIONAL DE ESTADÍSTICA-DANE-Formularios de la Encuesta de Calidad de Vida, 2007. Available in: http://www.dane.gov.co/index.php?option=com_content&task=category and sectionid=35&id=32&itemid=144

entertainment and recreational activities realized by the parents with the minor including the attendance to libraries. In the chapter on the living conditions of the household and ownership of goods, there are questions about the people's perception on equal opportunity for ethnic women and groups in the city, the participation in the decisions of the community, and the possession of home devices such as DVD players, television, radio and console for video-games.

With respect to the households' expenditure, the Survey inquires about the value paid to acquire goods and services such as newspapers and magazines, amusement and entertainment services (shows, discotheques, movie theaters, sports, etc.), Internet, cellular phone, cable television, books, discs, DVDs and CDs, crafts, pictures and original works of art, electronic devices as consoles for video-games, music players, video and photographic images, and video cameras among others.

For 2007, the Income and Expenditure Survey(EIG)⁷ includes some questions related to the purchase of characteristic cultural goods and related products (paintings, works of art, drawings, engravings, etc.), under different types and forms of acquisition:: cash payment, credit, barter, forms that show the complexity of the circulation and distribution of these products. In this case, services associated with cultural activities were also included (non-formal education in artistic academies and institutions), variables that contribute with valuable information to the compilation of the national accounts and, especially, the Culture Satellite Account.

The Culture Satellite Account⁸ is a system that associates the economic aspects of the cultural sector and subsectors including goods and services accounts, economic aggregates and related indicators, within the standard measurement framework of the national and the implicit principles of international comparability. This development, has been implemented by DANE with the support of the Andrés Bello Agreement, and has been able to identify and to value the cultural activities within the national accounts, to obtain a coherent picture of the related economic flows and to establish the links between the different manifestations associated with the cultural activity⁹.

Cultural Consumption Survey

The Cultural Consumption Survey has been applied in DANE for the last 5 years. The first version of this statistical operation (an exploratory exercise for year 2007) implemented a questionnaire of eight modules and 84 questions, was addressed to 8,275 persons in 2,415 households of 14 municipalities of the country. The following year (pilot test 2008), thematic and methodological adjustments were made to the documents and the questionnaire. In this case 68 municipalities, 11,183 households and 37,831 persons were included in the survey. For 2010, the instrument was improved, based on the experience of 2008: A questionnaire including 82

⁷DEPARTAMENTO ADMINISTRATIVO NACIONAL DE ESTADÍSTICAS – DANE-. Gran Encuesta Integrada de Hogares. Formulario No. 3 - Cuaderno de Gastos menos frecuentes del Hogar. 2007, p. 27. Pdf Document.

⁸Cfr. Suplemento temático de la encuesta de Consumo Cultural.

⁹DEPARTAMENTO ADMINISTRATIVO NACIONAL DE ESTADÍSTICAS - DANE-. Metodología de la Cuenta Satélite de Cultura. Bogotá: DANE, 2007. p. 6. Available in: <http://www.dane.gov.co/files/investigaciones/fichas/pib/mcálculocsc.pdf>.

questions was employed and applied to 117 municipalities and 8,265 households, for a total of 26,725 persons.

This survey is an instrument to get a closer look to the preferences and tendencies of cultural consumption and allows identifying the accessibility of citizens to the existing cultural supply. Within this framework it is possible to identify the degrees of democratization of the culture in a multiracial and multicultural country like ours.

There are some results of the survey that must be underlined:

- The delivery of indicators within the framework of public cultural policies as the National Culture Plan “Towards a Cultural Democratic Citizenship 2001-2010”, the sector prospective view “Colombia Second Centenary 2019 – Forging a culture for coexistence”, National Plans (Audio-visual National Plan, National Plan for Reading and Libraries, Plan of Artistic Education).
- The delivery of specific information on cultural consumption and goods and services expenditure for the Culture Satellite Account - National Accounts Division and Syntheses (DSCN) of DANE.
- The exploration of other dimensions of culture within other social phenomena, in order to link with other topics that are gaining international legitimacy as in the case of the environment (UNESCO guidelines), and the implications of the conservation, preservation and appropriation of the cultural heritage.
- Increase in the quality of supporting documents following the recommendations of the Methodology Group, the Accelerated Data Program and the Statistical Information Quality Assurance (ACIEE), projects fully backed by DANE for a continuous improvement of its statistical operations.
- The adjustment of some questions of the questionnaire (cost, frequencies, relocation of categories), the standardization of reasons for not-using cultural goods and services and, spaces, following the results of the former applications (2007, 2008 and 2010) with the purpose of optimizing times, to obtain more detailed data and to offer indicators closer to the requirements of the cultural policies, the international guidelines and the users (public organizations, supranational and international institutions and members of the scientific and research communities).
- Greater control in the collecting phase by the permanent use of the formats and weekly reports on coverage as in the register of collected surveys, work developed by the operative and systems staffs, within DANE’s framework of quality processes.
- The reference made of the survey as an example of measurement methodology, in international documents on the right of participation in the cultural life (International Covenant on Economic, Social and Cultural Rights - ICESCR 1966 and Fribourg’s Declaration 2007).

2 DESIGN OF THE STATISTICAL OPERATION

2.1 Methodological and thematic Design

2.1.1 Needs of information

There is a need for a better understanding of the circulation and appropriation processes of cultural goods and services and the use of spaces that integrate its supply (either public or private). This is the central need that the survey tries to satisfy. Its results are a fundamental input for the formulation of national plans and for several research activities involving the cultural sector as explained below:

- ✓ **Supporting the research on cultural changes:** the knowledge of the continuous changes in the cultural map of the country must be linked to the formulation of public policies. This makes it possible to give an adequate answer to the social demand conditioned by these changes. (National Culture Plan 2001-2010).
- ✓ **Pursuit of the activities related to culture**, especially the citizens' demand for access to the activities and cultural services offered by the different public and private agents. (See the prospective view "Vision Colombia Second Centenary 2019 - "Forging a culture of coexistence": Goal 3. Guarantee the access to cultural goods, services and expressions and to promote its social appropriation).
- ✓ **Information on the use** that the population does of the cultural supply, and, in general terms, on the access (or not) to cultural products. (Chapter 7, National Development Plan "Communitarian State. Development for all", 2006-2010, Reinforcing the National System of Cultural Information - SINIC)

2.1.2 Objectives

General Mission

To characterize perceptions and forms of behavior that express cultural practices of the population of 5 years and over.

Specific Objectives

- To determine the uses, preferences and expenses related to cultural goods, services and spaces, of the residents in Colombia (5 years old and over);
- To identify the reasons for non-attendance and non-use of goods, cultural services or spaces;

- To know the main activities undertaken within the available of free time;
- To establish the total expenses of people (12 years old and over) in some goods and services supplied by the cultural sector;
- To identify actions that the citizens undertake to organize cultural activities and to develop skills in related areas;
- To produce official information on the cultural issues for public policy purposes.

2.1.3 Scope

The statistical operation is concerned with those cultural productions related to **categories defined by the sector of cultural institutions**. In that sense the survey accords a priority to the study of the activities that correspond to the choices of the cultural policies, the institutional efforts and regional experience in cultural measurement. Nevertheless there is a clear understanding of the magnitude of culture as a whole.

It inquires about attendance, frequency and cost for the persons to theater, dance and live-music presentations as well as movies; frequency of reading, type of books, or magazines and newspapers read, and costs of this goods; consumption of videos, video-games, television, radio and recorded music. Finally the type of cultural practices realized and the access to educative supply of informal character is also explored.

To keep a cap on the number of questions, specific variables about religious heritage, cultural tourism, artistic creation by non-professional and professional artists, cultural employment and other subjects that start appearing in the discussions of the governmental cultural agenda, are not included.

2.1.4 Reference framework

a. Theoretical framework

Culture, regardless of the definition employed, is considered **independent** from technical or objective criteria and closer to esthetic or spiritual relations, from beliefs and rituals, from other forms of action and perceptions of the world and from hegemonic or massive forms to conceive it.

Some institutions, such as UNESCO, have elaborated concepts and guidelines giving a universalizing perspective and enriching the debates around the subject. In Colombia, the General Law of Culture¹⁰ has adopted the UNESCO definition as a way to ratify it and to stress the meaning and outreach of the term culture: *“... It is a set of distinctive spiritual, material, intellectual and emotional features of society or a social group, and that encompasses, in*

¹⁰ Cfr. Ley General de Cultura – Ley 397 de 1997. Available in:
<http://www.mincultura.gov.co/eContent/library/documents/DocNewsNo227DocumentNo357.DOC>.

*addition to art and literature, lifestyles, ways of coexistence, value systems, traditions and beliefs".*¹¹

The definition of UNESCO tries to go beyond the restricted and elitist conceptions of culture by including activities and productions of symbolic character (as the discursive, artistic, theoretical, and cosmogonist representations, etc.); the techniques and material crafts (with which the "technique" is identified); the organizational forms of social, economic and political interaction (what it is usually understood by "society") and the practices and accomplishments related to living creatures and biotic surroundings (or "nature").

This brings to the world-wide scene the role of culture in strengthening **inclusive citizen practices**, in the consolidation of a more democratic public sphere, in the cohesion of the society by means of collective projects and in the equitable access to diverse cultural supplies, as one of the scopes of social life. It includes, in addition, the gradual decrease of social asymmetries, from the minimum supply of spaces of social interaction, to the prioritization of goods and services in agreement with identifying characteristics and the requests and rationale of the communities, independent of his allegiance or not with the hegemonic cultures or the high culture¹².

The definition of UNESCO extends and enriches the perspective of the concept of culture. It is necessary, however, to restrict its dimensions when making concrete decisions which have to be translated into categories to sustain the design of public policies and programs on cultural issues.

In these terms, the actions undertaken concerning the cultural scope are a fundamental part of the agendas and international guidelines on economic and social development, improvement of the quality of life of people, consolidation of scenes and democratic practices originating in the multicultural reality¹³ and a full exercise of human rights.

Thus, the directives that orient the transnational actions in cultural matter are part of documents like the Universal Declaration of Human Rights, the International Covenant on Economic, Social and Cultural Rights, the Convention for the Prevention and Punishment of the Crime of Genocide, the Declaration of Principles of International Cultural Cooperation of UNESCO, the United Nations Declaration on the Right to Development, the Vienna Declaration and Program of Action, and the Declaration on the Rights of Persons belonging to National or Ethnic, Religious and Linguistic Minorities.

In these documents, culture is treated from diverse approaches, because the intention is to extend the constituent references to which it has been historically tied: Cultural industries, high culture and elite culture, as was indicated about the UNESCO definition of culture. The documents approach the practices associated with coexistence (handling of conflicts and violent facts), visibility of minorities and boundary of the scope of the cultural rights, the transversality of culture (from the approach of practices, perceptions, behaviors and habits) in topics such as

¹¹ This definition is in line with the conclusions of the World Conference on Cultural Policies (MADIACULT, Mexico City, 1982), the World Commission on Culture and Development (Our Creative Diversity, 1995), and the Intergovernmental Conference on Cultural Policies and Development (Stockholm, 1996)

¹² SUNKEL G. El Consumo Cultural en América Latina. Bogotá: Convenio Andrés Bello, 2006, p. 57.

¹³ ESCOBAR A. Más allá del tercer mundo. Globalización y diferencia. Bogotá: ICANH, Universidad del Cauca, 2005, pp. 140-141.

governability, deepening of the democracy, changes associated to the intervention in education, the understanding of the environmental issue, among others.

These considerations are complemented with some lines of credit agreed by the multilateral financial system and several recommendations of humanitarian institutions. Some of these issues are taken into account in multinational or regional commercial treaties and there is a general interest to take care of the cultural issues starting from a specific minimum reference¹⁴.

The international spectrum of intervention in cultural matters is broadening, given the growing demands set out by multiple ethnic groups and other social sectors around the recognition of their cultural particularities.

In the same way, the academy has driven the construction of focused national and territorial public policies in the construction of scenarios¹⁵ that make possible the exercise of the cultural rights (that includes both the recognition and development of identities and the access to diverse cultural supplies), the consolidation of articulated organizational forms on culture, the promotion of creation practices, artistic and cultural formation, enlargement of the supply of goods and services from the sector and of citizen and democratic cultures, among others.

It is important to recognize the task already accomplished by the country towards the fulfillment of such objectives, proposed by the multilateral agencies. This is clear, for example, in the Political Constitution (recognition of multi-ethnic and the multi-culture conditions), the General Law of Culture (the culture as a support of development) or the Law on Movie Pictures (visibility and reorganization of the cultural sector), and in the configuration of an institutional system that has created organizations specifically engaged in the promotion of the different cultural practices and that raise new horizons to integrate the agents and subjectivities (both present and to come).

In spite of the increasing number of qualitative studies, of the consolidation of the national systems of cultural information, of the increase of public and private registries of cultural activities and of the promotion of research and methodologies for the measurement of culture (as in the case of the Culture Satellite Account), there is an evident deficiency of indicators in order to:

- Measure the social impacts of the public and private actions in the field of culture;
- Follow the configuration and transformation of identities;
- Continuously map cultural consumptions;
- Determine individual perceptions on subjects related to beliefs, meaning and senses;
- Continuously study the impact of culture on other sectors (the economy, for example).

¹⁴ In this respect, United Nations, by means of a standardization exercise of economic activities, has identified some activities characteristic of the cultural sector, as it is the case of the International Standard Industrial Classification of All Economic Activities (ISIC ver. 4)..

¹⁵ In the Survey on Cultural Consumption, scenarios are understood as conditions created by physical and virtual spaces, which facilitate the circulation and exchange of sensations, as well as goods and services offered by the cultural sector.

The information available is incipient to give account of the complex cultural processes that take place in daily life, in particular contexts, and also in territories associated not only to the material/ physical domain but also to the virtual scenes generated by the new technologies.

Therefore, it seems important to amplify the research on public policies and the new networks of circulation, and also to motivate researches focused on the individuals and their forms of creation, circulation and symbolic appropriation; understanding that in the present context the construction of social worlds and joint projects is an example of those daily cultural practices, whose activity shows more complex processes as the meaning of identities.

This implies that culture cannot be separated from other scenarios of the daily life, as the political exercises or the market rationale, given the mediations and reconfigurations of the space-time and of the public and private environments, supported by the mass media and the new information and communication technology. It suggests that the cultural phenomena surpass the specific area of the cultural sector and reach other areas in which this perspective expresses its complexity and its transversality.

The Survey of Cultural Consumption starts from these conceptual considerations. However it is recognized that, given the complexity of the cultural issues, it is impossible to measure each of the constitutive domains. The research concentrates in investigating the use and frequency of consumption of goods, services and spaces supplied by the cultural sector, as well as the perception of free time use and the type of activities developed.

b. Conceptual Framework

Cultural Consumption

In economic terms, consumption is associated with the acquisition of diverse types of products and services. In the case of culture, this category involves both the circulation and the appropriation of messages and contents. Although all consumed goods and services have been produced, the active exercise of reception and resignification is present in those who obtain this type of cultural productions¹⁶.

The circulation cycle does not finish simply by acquisition or reception. Once these happen, new representations and senses may be generated, as it follows from the definition of Garcia Canclini of cultural consumption (see Garcia Canclini, 2006: 89).

It indicates that the trade value of the product is not equal to their symbolic value. Some cultural services or goods can be free of charge or non-paid (**for the user**, t.n.), but they are loaded of multiple senses for those who make use of them. This conditions its use to the type of good or service chosen, the cost and its form of acquisition, the social role of the consumer, etc. These relations and facts make it possible to perceive identities, values, customs (practical or imaginary) and, when studying the specific consumption of goods services and spaces supplied especially by the cultural sector.

¹⁶ MARTÍN BARBERO J. De los medios a las mediaciones. Bogotá: Convenio Andrés Bello, 2003, p. 296.

Cultural consumption practices

These practices are associated with the processes of circulation and appropriation of cultural goods and services (cultural supply), where the citizens somehow receive, re-interpret and give new meaning to the messages transmitted through cultural goods and services.

Cultural practices

To give a practical and concrete expression to the UNESCO definition, culture could be understood as a social symbolic dimension, that is a set of ideas, experiences, statements and practices that, once shared within a social group, allow its members to understand in similar form the world in which they live, to identify themselves as part of the same group and to differentiate themselves from others who do not share the same practices.

Thus defined, the cultural practices are the diverse ways in which the persons produce their meanings on reality¹⁷ (they define what it is, who inhabits it and what conforms it), exchange them with others (they tell what they think and feel to others using different vehicles of communication such as for example sounds, drawings, oral and writing) and interpret what others put in circulation (that is, relate it to their own experience and accept it or not).

The survey explores those practices associated with acquiring and using goods, services and spaces supplied by the cultural sector, within the scope of the cultural manifestations of the areas and disciplines selected and prioritized by public cultural policies.

Cultural policies

The public policies are approached as short, medium and long term collective projects in which the following points are defined: a social order; the role of arts and culture; the strategies that need to be set to obtain the projected objective; and the functions that must be developed by individuals, organizations and institutions to reach this objective. In this sense, the cultural policies are a reference for action. They orient particular interests towards the achievement of a collective purpose, which is the expression of what a specific society recognizes as art and culture, by clearly stating who, how and to what extent people may participate in the definition of that common goal, and which are the social relations privileged in this endeavor.¹⁸

¹⁷ HALL S. Representation. Cultural representations and signifying practices. Sage, 1997, p. 8.

¹⁸ ALVAREZ, DAGNINO Y ESCOBAR, 1999, quoted by OCHOA A. 'Políticas culturales, academia y sociedad', en: MATO D. (coord.). Estudios y otras prácticas intelectuales latinoamericanas en cultura y poder. Caracas: CLACSO, CEAP, FaCES. 2002.

Scenarios of cultural consumption

The negotiation of meanings that individuals realize through the daily use of the cultural productions not only depends on the ideas, experiences, statements and actions that they share with their identification group (cultural practices), but also on the scenes in which they are developed, which are defined through the cultural practices (or consumption)¹⁹.

In this frame, the construction of meanings originating in closed physical spaces (theaters, rooms), is different from that which is elaborated in open physical spaces (places, parks) or in virtual spaces (television, Internet); it is also different if it originates in television or in internet. In these scenes, and in the practices associated with them, the society elaborates its understanding of group, personal, public and intimate concepts, and establishes its idea of social order.

Cultural products

The meanings that individuals construct about the world are communicated through diverse languages (sounds, drawings, oral and writing) and may be understood by others because the employed languages make use of cultural codes (shared rules of behavior). In this exercise, the subject who produces the meanings gives them the materiality in which they circulate in society (music, picture or books, for example) and the form which makes them different from others (classical music, Andean music, rock), depending on his/her purpose and on the strategy of positioning his/her own production.

From this perspective, it is important to recognize that the cultural products contain in themselves definitions about what is the reality, given by the person who produces them, by whom uses them and the social context in which they circulate.

In the context of the survey, these cultural products are limited to those created and provided by the cultural sector.

Cultural goods and services

Cultural goods and cultural services are different cultural products; the former are lasting (they remain in time) which makes possible their acquisition and ownership by the person who consumes them; the latter only may be appropriated during the time of their execution (they do not remain in time) and, consequently, cannot be owned by who consumes them²⁰. Among the goods mention can be made of books, whereas a cultural service is a theater play (understood as staging it) or a workshop in plastic arts (understood perhaps as an educative service).

¹⁹ MATO D. (coord.). Estudios y otras prácticas intelectuales latinoamericanas en cultura y poder. Caracas: CLACSO, CEAP, FaCES. 2002.

²⁰ CUADRADO M. y BERENGUER G. (coord.). El consumo de servicios culturales. Madrid: ESIC, 2002, pp 14 – 18. DOUGLAS M, ISHERWOOD B. El mundo de los bienes: hacia una antropología del consumo. México: Grijalbo, CONACULTA. 1990

Free time

To measure free time has been one of the present challenges, since it becomes an important reference to understand the types of activities, the time used, the priorities and emphasis in their execution, and to understand the conditions and lifestyles of the citizens.

The concept of free time arises from the industrialization phenomenon, in which the life of people begins to be organized under the parameters of the market. This means that there is a differentiation between which part of time is dedicated to the labor activity, which part is complementary and which is allocated to practices of personal activities.

A new interpretation of the daily tasks and the collective work appears. As a consequence of the present technologies for home and work activities, some disappeared, while others required less force and time. Some studies initiated in the Soviet Union in the middle of the previous century, that understood the noticeable difference within these activities, set out the interest to construct a complementary agenda on the autonomous time, to reinforce new possibilities leading to the development and productive capacity of each person.²¹

In this sense, Demetrio Valdez, a Mexican researcher, states that free time corresponds to “the personal forms in which each individual organizes his/her daily life” (Valdez, 2007), meaning “the individualized original form, not only due to the particularities concerning the content of his/her beliefs, values or forms of daily behavior, but also the way in which each person lives the norms of the group, class and society to which he/she belongs”²² (ibid.) In the same terms, Frederic Munné²³, a Spanish researcher, considers the free time as a characteristic phenomenon of modern societies, in which the new dynamics of work reduces the time required for production leaving space for the execution of some other activities.

Free time is therefore understood as the period in which individual or collective activities are executed expressing a form of daily life and a specific way to organize the time remaining of the activities considered as compulsory such as working and studying (constraints depending of the moment of life), eating, cleaning and sleeping (actions of recovery and maintenance of the biological conditions).

Based on the analysis of time use data done by Munné, the Survey on Cultural Consumption analyzes four categories of time, which includes that of free time:

- Psycho-biological time: The one required by psychic and biological needs: sleeping, eating and personal care, among others.
- Socioeconomic time: The one in which labor or study activities are performed.

²¹ GRUSHIN B. El tiempo libre: problemas actuales. Montevideo: Pueblos Unidos. 1968.

²² VALDEZ D. Tiempo libre y modo de vida: algunas perspectivas para el siglo XXI. San José: FUNLIBRE, 2007.

Available in: <http://www.redcreacion.org/relareti/documentos/modovida.html>

²³ MUNNÉ, F. Psicosociología del tiempo libre: un enfoque crítico. México: Trillas, 1992.

Socio-cultural time: The one in which activities derived from commitments derived from society or the social group to which the individuals belong, as taking care of children, the sick and the elderly.

- Free time: The one in which the actions realized, individually or collectively, do not obey to an external need or obligation that impel them, but are chosen voluntarily and by some personal interest without having any economic reward associated with them. It is used for resting, leisure, entertainment and pleasant activities, as taking a walk, going to the movie, watching television and reading, among others.

c. Legal Framework

In programmatic and institutional terms, this survey is included in the National Plan of Basic Information and is part of the Program of Political and Cultural Statistics (EPYC), within the framework of which a consideration is made on the measurement of culture in its different expressions and according to different sectoral interests. EPYC explores the measurement of cultural perceptions and practices associated with the exercise of rights and duties, governability, security, enterprise development, consumption of cultural goods and services and use of free time.

The survey responds to mandates enounced in articles 1°, 7°, 70°, 71°, 72°, 79°y 82° of the Political Constitution of Colombia, which establish: the prevalence of the general interest, the recognition of cultural diversity; the access and promotion of culture; the cultural heritage protection as collective good of the nation among others.

Law 397 of 1997 (Culture General Law)

This law defines the activity of the cultural sector and the responsibility of the State in guaranteeing the access of citizens to cultural goods and services. In the context of this survey the first article is emphasized²⁴; it establishes as a fundamental principle the obligation of the State to direct and stimulate the “cultural processes, projects and activities in a framework of recognition and respect of the diversity and cultural variety of the Colombian Nation”; and the “respect of the human rights, the fundamental coexistence, solidarity, cross-culturalism, pluralism and cultural tolerance” as basic, essential values of a peace culture. Additionally this law includes in its definition of Cultural Heritage (article 4°), those goods that present a special environmental interest.

This survey is a contribution to the achievement of these principles whereas it intends at characterizing perceptions and cultural practices associated with the supply and demand of goods and services of the cultural sector (cultural processes, projects and activities).

National Culture Plan 2001-2010.Towards a Democratic Cultural Citizenship; and CONPES Document 3162

²⁴ Ley General de Cultura. Artículo 1°

The National Culture Plan (PNC) constitutes the political, philosophical and conceptual framework in which the actions of the cultural sector are framed. It indicates the ways for obtaining the actual recognition of the different cultural proposals that arise from the diversity of interests and needs of the citizens, a fundamental requisite for the coexistence and construction of an inclusive project for the future.

On the other hand, the CONPES document 3162 (Guidelines for the Sustainability of the National Culture Plan 2001 - 2010)²⁵, presents guidelines that orient in institutional terms the execution of the PNC and, in general, the activity of the cultural sector.

The agenda that collects the needs of information of the cultural sector, raised in the Survey on Cultural Consumption, is framed in the proposed fields of policy in the Plan, in the CONPES 3162 and in the document *Vision Colombia II Centenary: Forging a culture for coexistence*.

Regarding the role of culture in the definition of collective interests, this survey takes into account the link with territorial issues proposed by the PNC: "The Plan assumes an approach by spatiality that contributes to the construction of national proposals. Spatiality includes both the territorial issues and the forms of entailment in collective expressions that generate political positions, movements and projects through the creation of codes and cultural symbols. The territoriality is a reference for the definition of common interests and programs. It is also something that may be overlapped and transcended by spacialities forming identifications from the memory, the creation and the cultural production".²⁶

In programmatic terms this survey is fundamentally based on Strategy 4 of Policy 5 of the PNC, which recommends:

- Support the research on cultural changes: the knowledge of the continuous changes in the cultural map of the country must be associated with the formulation of national policies which should suitably respond to the social demand that imply these changes. This research must consider how the Political Constitution and the institutions which this constitution created contribute to the adjustment of the whole set of institutions to the multicultural character of the Nation²⁷.

Specifically, in the development of this survey the following lines of policy and their respective strategies are also given consideration:

- Field of creation and memory

Policy 5: To democratize the opportunities of access to cultural expressions

Strategy 1: Accessibility to a plural and quality supply: promotion of processes of circulation of products and diverse cultural manifestations, from and towards the

²⁵ Departamento Nacional de Planeación DNP y Ministerio de Cultura. Conpes 3162 Lineamientos Para la Sostenibilidad del Plan Nacional de Cultura 2001 – 2010 "hacia una ciudadanía democrática cultural". Bogotá 2002.

²⁶ Ver: Ministerio de Cultura (2001). Plan Nacional de Cultura 2001-2010. Hacia una Ciudadanía Democrática Cultural. Pp 16.

²⁷ Ibid... Pp 64

regions, and specifically for those individuals in situation of alienation, vulnerability and exclusion.

This line of policy sustains the research on habits of cultural consumption, which constitutes a fundamental tool to formulate strategies directed to the improvement and diversity of the cultural supply.

- Field of participation

Policy 3: Position culture in a prominent place in the processes of definition of development plans, sector analysis and other, that are agreed upon in national and international instances²⁸.

Strategy 4: Management of an inter-sectoral agenda: strengthening of the relationship of the culture sector with others and of its contribution to collective endeavors in economic and social matters.

*Vision Colombia Second Centenary 2019: "Forging a culture for coexistence"*²⁹

This document considers culture as an essential factor for development of the human capacities and as a means to support social cohesion, citizen participation, cooperation, partnership, pluralism, construction of identities and pacific coexistence.

The Survey on Cultural Consumption as a contribution to the objectives of Vision Colombia Second Centenary 2019, will track the citizens demand for access to the activities and cultural services offered by the different public and private agents. Furthermore, the survey will allow analyzing the supply of informal educative services and the type of cultural practices implemented to establish the behavior of some sub-sectors of culture³⁰.

*Development Plan "Communitarian State. Development for all" 2006-2010*³¹

Chapter 7 of the National Development Plan concentrates in the development of a cultural policy that emphasizes the extension of guarantees for the satisfaction and the exercise of cultural rights. It starts with the governmental support for programs and systems that make possible to

²⁸ Ibid. Pp 42 y 43

²⁹ MINISTERIO DE CULTURA, COLDEPORTES y DNP. Visión Colombia II Centenario. Forjar una Cultura para la Convivencia. Propuesta para su discusión. 2007, pp 24. Available in:
<http://www.mincultura.gov.co/eContent/home.asp>

³⁰ Ibid.

³¹ DEPARTAMENTO NACIONAL DE PLANEACIÓN. Plan de Desarrollo "Estado Comunitario. Desarrollo para todos". Bogotá: DNP, 2007. Available in:
http://www.dnp.gov.co/PortalWeb/Portals/0/archivos/documentos/GCRP/PND_2006_2010/Capi_7_FINA L.pdf

increase the access of the citizens to cultural goods and services³². The survey should provide information on the use given by the population to this supply and may give explanations about the mechanisms of accessing or not to cultural products.

d. International References

DANE aims at having a set of variables that can be analyzed in other contexts, by studying a group of exercises done in the country and the region so as to elaborate with finer criterion its research, aiming at the standardization and comparability of the data produced. The studies described here were essential source of consideration for the present research, although it is important to underline that more statistical projects of this kind exist also elsewhere.

Mexico

The National Survey on Cultural Practices and Consumption (2004)³³ describes the goods and services that Mexicans consume in terms of frequencies, motivations and typologies of access (libraries, gender, audio-visual, etc.). It explores also the perception and valuation of the interviewed persons on the cultural infrastructure of the country (especially public), the management of the public organizations regarding culture and the role of the family in the development of cultural preferences.

This survey is an interesting reference because it ties, in a same instrument, cultural categories of goods, services and spaces, mass media, and allusive questions on concepts and meanings about the cultural issues. When analyzing this survey, it is clear that there is a common concern for having some comparable variables to obtain a regional panorama on these practices.

The questionnaire is large: it consists of 156 questions, which suggest a quite complex map on the associated cultural practices. As for the sample size, 4,050 surveys were realized referring to the population 15 years and over, a number that raises concerns when compared to the population of Mexico and the Federal District. With respect to the questions, the study uses the characterization of the socio-economic conditions of the observed population to establish significant differences in consumption of cultural products. Given the size of the questionnaire, the operation generates interrogations about the time efficiency in the field (number of surveys realized per day per interviewer); the mechanisms of sensitization and promotion used to guarantee a positive reception of the survey, as well as the no answer rate given the extension of the questionnaire.

Another excellent research is the *2006 National Reading Survey*³⁴. In this case, it refers in depth to the fact of reading printed and digital publications. The study explores: why and how much the persons in Mexico read; the reasons and spaces for reading; the access and circulation of the

³² Ibid.

³³ This operation was realized by the Consejo Nacional para la Cultura y las Artes and the Unidad de Estudios sobre la Opinión, of the Instituto de Investigaciones Sociales - Universidad Nacional Autónoma de México –UNAM-, available in: <http://sic.conaculta.gob.mx/encuesta/encuesta.zip>.

³⁴ Survey designed and implemented by the Consejo Nacional para la Cultura y las Artes with the collaboration of the area of applied research and opinion of the Instituto de Investigaciones Jurídicas - Universidad Nacional Autónoma de México. Disponible en: http://sic.conaculta.gob.mx/publicaciones_sic.php?l=&estado_id

³⁵ Ibid., pp 10.

written cultural products; the social representations of reading and the use of free time, as well as the conditions and factors that facilitate the development of the reading formation³⁵.

The research included the application of two questionnaires: one to the household, with nearly 33 questions referring to the equipment of the household in terms of access to services, the economic characteristics of the members, conditions and the family relation among them to make a significant socioeconomic characterization; the other, the opinion questionnaire (with 107 questions), that collects the opinions, attitudes and values of the interviewed persons, as well as their practices regarding reading.

The survey was applied to 4,057 persons 12 years and over, in 136 municipalities of Mexico, which still raises interrogations concerning the representativeness of the data. What is remarkable in this operation is the degree of detail with which the reading phenomenon is approached. This opens the possibility of extending the instruments and considering them by subjects, but as a previous exercise of standardization and homologation with other research in this field, that will guarantee the desired comparability.

*Argentina*³⁶

The Argentine government created in 2004 the National System of Cultural Consumption³⁷, an initiative of the Mass Media Secretariat of the Nation, under the motto “the knowledge of the cultural practices of a nation is a fundamental input for the design of communicational, cultural and social public policies,”³⁸

Through this system the “perceptual map of the cultural consumptions of the Argentineans” is constructed, which is considered as a “varying set of indicators that represent the values, preferences and cultural habits that characterize and distinguish each society in particular³⁹.”

In the first exercise (2004) a research on a series of indicators in specific areas was made. In the first section, four categories were studied:

- 1) The cultural consumption of music, movies, books, attendance to movie theaters, libraries, theater, among others;
- 2) The expenditures in cultural goods and services, and the household budget spent in culture;
- 3) The activities realized within the framework of free time, as well as those that the persons would like to realize (including courses);

³⁶ Available in: www.consumoculturales.gov.ar.

³⁷ PRESIDENCIA DE LA NACIÓN, JEFATURA DE GABINETE DE MINISTROS – SECRETARÍA DE MEDIOS DE COMUNICACIÓN. National System of cultural consumption (cd-rom). Buenos Aires: Secretaría de Medios de Comunicación, 2005 y 2006.

³⁸ Ibid.

³⁹ Ibid

- 4) Finally, the level of participation in popular celebrations, question integrated through the category of popular culture.

In the second part, the subjects were:

- 1) Exposure to means (frequency of use, preferences);
- 2) Trips and tourism, where questions on sites, reasons for visiting, and those that would be appealing to explore;
- 3) Citizen Participation, in this category research is done on habits, forms of access to this participation, democracy and cultural demand;
- 4) Religious Activities: beliefs and associated readings.

In the last quarter of 2005 a new measurement (third part of the research) was implemented. It explored the informative habits of persons between the age of 12 and 70, in the following categories: television (preferences of content, days), radio (days and types), newspapers and magazines (reading to be informed, consumption, days per week, topics and favorite contents, complete and incomplete reading of texts, type of newspapers, modalities of purchase). In relation to Internet, the exposure to the news through the web was explored, the daily use of this means, the most visited news site and the reasons for reading news in Internet.

In the fourth version realized between March and April of 2006, 3,051 questionnaires were applied to the same objective population: persons between the age of 12 and 70; it included an extension of other associated categories such as video-games, soccer as a cultural phenomenon of the Argentineans, the knowledge of other languages, the participation in courses of alternative and non-formal learning, and the use of mobile telephone. This extension also allowed to ask again the 2004 questions and to establish in comparative form the changes of the cultural behavior.

In the presentation of the results, it is interesting to underline the clarity that exists with respect to the generation of information for an economic measurement of culture, and what facilitates the analysis of the practices and associated habits, which specifically have a different theoretical framework. In March of 2008, the Secretariat published a new study, giving continuity to the exercises developed along almost four years, disseminating indicators that make a systematic measurement along time of the same variables and categories possible.

Chile

Two surveys have been realized on cultural consumption and free time: one in 2004, in the Santiago's metropolitan region; another one, in 2005⁴⁰ in the rest of Chile. The first focused on

⁴⁰ These surveys were developed by the Consejo Nacional de la Cultura y las Artes and the National Institute of Statistics –INE– Chile (sample design).

Available in: http://www.ine.cl/canales/chile_estadistico/estadisticas_sociales_culturales/cultura/cultura.php

finding out how persons obtain cultural equipment, the disaggregated frequencies of consumption in hours, typologies and/or genres, the circuits of acquisition and the activities, times and reasons associated with the use of the free time. The second one was especially oriented towards the exploration of the reasons for consumption and the participation in certain cultural activities of national character.

One of the elements to underline is the association of frequencies of consumption with number of attendances, as well as the ample disaggregation in categories like music, books and magazines. Free time is analyzed by classes and types.

In this field it is important to emphasize the annual report of culture and free time that jointly produce the national public instances of culture and statistics³⁹. It presents a considerable series of indicators derived not only from the surveys, but from diverse statistical operations and records produced by public and private organizations of the cultural sector.

This work is preceded by an initiative promoted by the National Institute of Statistics (INE)⁴¹, through a committee of cultural statistics, in which the members review the information needs of each sector, make suggestions to the work developed by the institute, settle down indicators to move forward in the knowledge of other areas and assigned elements to the cultural issue, propose changes and designs for the Culture and Mass Media yearbook of INE, and projects the planning and execution of new statistical operations.

*Spain*⁴²

Given its advances and developments in culture measurement, Spain also becomes a strategic reference to analyze how it is possible to consolidate in an instrument a set of categories related to the cultural issues. Contrasting with the Latin American surveys, the Spanish survey develops in greater depth and with more variables, each of the common categories: mass media, shows and scenic performances of arts, music, exhibitions, publications (books, magazines and newspapers), among others.

One of the first surveys on the subject was one on equipment, cultural practices and consumption applied in 1990. In 2003-2004⁴³ the Ministry of Culture realized a new survey to adults 15 years and over, in order “to have indicators of cultural participation, that allow considering and differentiating the general habits of the population with respect to various cultural activities”⁴⁴. The purpose was to obtain indicators compatible with other measurements, in accordance with the directives set out by the taskforce of Cultural Statistics of EUROSTAT.

⁴¹ Departamento de Estudios y Documentación del Consejo Nacional de la Cultura y las Artes (CNCA) y el Instituto Nacional de Estadísticas (INE). Available in: <http://www.consejodelacultura.cl/portal/home/index.php?page=seccion&seccion=108>

⁴² These surveys have been developed by the Ministerio de Cultura in association with some institutions as la Sociedad General de Autores y Editores de España.

⁴³ Disponible en: <http://www.mcu.es> - <http://www.sgae.es>.

⁴⁴ MINISTERIO DE CULTURA DE ESPAÑA. Presentación. Encuesta de hábitos y prácticas culturales 2002-2003. Disponible en: <http://www.mcu.es/estadisticas/MC/EHC/Presentacion.html>

In this survey, the questions were organized around the general context in which the activities during free time are developed, the cultural equipment that exists at home, the periodic reading of books, publications and the attendance to libraries. In another component, the survey reported about the scenic arts, where there is an important disaggregation for theater; in addition, music was treated both as a cultural good and a cultural service. Regarding the audio-visual domain, questions were made regarding cinema, video, radio and television consumption, and explorations were made on the new technologies, specifically the use of computer and Internet. With respect to the immovable heritage, the survey inquired about the museums, monuments and archives.

In 2006-2007, the Ministry resumed the project under the name of "Survey of Habits and Cultural Practices in Spain", improving the measuring instrument and increasing some categories of study. The complexity and extension of the questionnaire are remarkable, extending the variables of measurement for each cultural service (in the case of ballet or dance, opera and Zarzuela), the distinction between classic and contemporary music, the categories employed to designate the use of videos as a medium, the extension in the types of purchases, the type of activities realized through Internet and the means for acquiring software.

e. National References

*National Survey of Culture 2002*⁴⁵

This measurement was realized by the Ministry of Culture in agreement with the **Centro Nacional de Consultoría**⁴⁶. It sets out important information on concepts, activities and cultural tendencies in the national territory. One of the most interesting contributions of the survey is its opening to an ample catalog of categories related to the cultural issues, in which the access and the attendance are assumed as cultural activities and practices.

The survey of the Ministry was applied to 1,090 persons in the country, obtaining also some regional data⁴⁷. Besides the characteristics of the informant, the survey scrutinize the disciplines and activities of passive and active character that the culture integrates, the cultural fields in which Colombia is important, the present and past participation of the informant in artistic and cultural activities (attendance and frequency) that include from the visit to cultural spaces, the exposure to mass media, the adherence to some cultural association, until the practice in some specific field of the cultural activities (painting, dancing, writing poetry, etc.).

Another important module includes the exploration on the importance that the culture has for the people, based in a series of affirmations about the meaning of the word culture. Another point is the exploration of the factors that are related to the culture and the level of income, the knowledge and image that the Colombians have on the main celebrations and national carnivals (immaterial heritage), the identification of five artists or characters most admired, the manifestations that make the interviewed person feel as Colombians and the international

⁴⁵ REY G., RINCON O., MEDINA E, FACIOLINCE H. Cuadernos de Nación, Culturas simultáneas. Lecturas de la Encuesta Nacional de Cultura, Colombia. |Ministerio de Cultura, 2002. Available in: <http://www.mincultura.gov.co/eContent/library/documents/DocNewsNo119DocNo459.PDF>

⁴⁶ A private Company specialized in public opinion surveys

⁴⁷ The regions identified for this study were: Atlantic, Pacífico, Central, Eastern, National Territories and Bogotá.

expressions who are of greater interest, as well as the people of the family who have influenced in his/her interest for cultural issues.

On perceptions, the survey inquired about deep-rooted stereotypes and models on the permanence of the elite and popular culture and the relationship of culture with different social and age groups, and with violence. Regarding the public institutions of the cultural sector, questions were made on the level of knowledge of the Ministry of Culture, and its main public policies.

This experience showed the need to generate concrete agreements related to proposals of regional and international categorization (as what the Andrés Bello Agreement is doing in relation to Satellite Culture Accounts) with respect to what is measurable in the cultural issues, what a survey may contain and what not; meaning that, notwithstanding the choices of context of each country and nation, to work in the elaboration of questions and comparable categories corresponding to previously agreed concepts, periods of reference and statistical designs, on subjects related the cultural industries, to the access to cultural spaces and the benefit of the popular culture.

Measurements and research in Bogota

Qualitative researches, measurements and polls for specific topics in events realized in open spaces (the Day Without Car, the Latin American Theater Festival, the street book fair), and brief surveys on neuralgic subjects in the implementation of public policies like the opinion of the business on the “Lye Sanatoria” (law concerning the opening hours of establishments selling alcoholic beverages, **t.n.**) and the restriction to vehicles circulation, based on the number of the license plate, are among the main surveys that have been conducted in Bogotá, the capital district.

The Biennial Survey of Culture (series 2001-2005-2007-2009-2011), and the Permanent Observatory of Citizen Culture⁴⁸ are considered the most relevant sources from a cultural perspective in which cross-sectional analyses are made on the political and social behavior. The Final Report on the Inventory of the Cultural Infrastructure in Bogota (1999)⁴⁹ is an initial characterization of the cultural scenes and establishments that provide cultural services and some cultural goods in the city.

*Diagnosis of the Citizen Culture in Pereira*⁵⁰

⁴⁸ A program integrated to the Instituto Distrital de Cultura y Turismo that today is the Secretaria de Cultura, Recreación y Deporte of the Mayor of Bogotá Office.

⁴⁹ Available in : http://www.culturarecreacionydeporte.gov.co/investigacion/observatorio_de_culturas/sicapt/sicapt.htm

⁵⁰ Work developed within the framework of the Pereira Program with Life - Citizen Culture, by the Center for Social Studies of the School of Human Sciences of the National University of Colombia. PEREIRA; Diagnosis of the Citizen Culture in Pereira. 2005. Available in:

http://www.pereira.gov.co/portal/page?_pageid=33,201324&_dad=portal&_schema=PORTAL

Realized by the Municipal Administration in 2005 in order to obtain information for the review and improvement of the “Pereira con Vida” program, this study becomes a reference because of how the concept of “culture” is associated to categories like “citizenship”, “policy”, “values” and “legality”. Following a line similar to that of Bogota, it sets out the perceptions, activities and senses that the citizens relate to central aspects of programs and projects in which public perspectives and directives are implemented.

One of the most interesting characteristics was the development of a previous research under survey methodology, to identify the relationship of the cultural issues with legality, beliefs, civic values and some services offered by the Government, useful inputs for the development and extension of the interests of the public policy. Another contribution is the measurement of the level of listening to the regional and local media, which provides important context inputs which are not often collected in national studies.

*General Media Survey (EGM)*⁵¹

This type of study appeared in Spain in 1968, and has been developed in Colombia continuously since 1997 by the Colombian Association for Media Research (ACIM). This survey measures the behavior of each individual with respect to different media; it queries about the habits of mass media consumption in aspects like frequency, days, places associated behaviors and times, as well as the development of this activity through Internet (such as the publication type read in this medium).

As for the coverage, between 1999 and 2007 it has been increased from 16 to 17 cities and 29 municipalities. The collection is done in two stages; consequently results are published in the first and the second semester. During the last exercise, 14,038 surveys to men and women between 12 and 69 years and belonging to all the six socio-economic strata normally used. Although it is realized with the purpose of knowing the brands consumed and the specific media (newspapers, broadcasters and magazines with own name), the EGM becomes an important reference because of its continuity which facilitates the follow-up of the consumption of mass media communication in the country.

2.1.5 Design of indicators

In the design of indicators, the results of the output tables are presented as shares of a given characteristic (J) in some question where k characteristics are possible for all the population, as follows:

$$P_j = \frac{T_j}{\sum_{k=1}^n T_k} \times 100$$

Where

⁵¹ see <http://www.acimcolombia.com/publicaciones.htm>.

P_j = Percent share of characteristic J

T_j = Estimated total of individuals with characteristic J

$\sum_{k=1}^n T_k$ = Total of individuals with all possible characteristics k

These are the preferred indicators for a specific qualitative feature within the dominion of individuals that responded to a question, which allow seeing the distribution in profiles for individuals classified by the values of another variable of interest in the output table. In the case of the survey, the majority of the main indicators are processed using this formula, because in each case the variables considered are socio-demographic characteristics.

This statistical operation provides important data on the following groups of variables and associated indicators:

Variables	Associated Indicators
Use of free time	<ul style="list-style-type: none"> - Average hours per week dedicated to free time. - Type of realized activities in the free time.

Variables	Associated Indicators
Cultural presentations and performances	<ul style="list-style-type: none"> - Attendance and frequency of participation in cultural activities as plays, dance and opera performances, concerts and live music presentations. Exhibitions, fairs and samples of photography, painting, engraving, drawing, graphical sculpture and arts; artisan fairs and exhibitions. - Expenses in entrances to this type of presentations and spectacles. - Access to cultural performances with free access. - Attendance to other cultural activities in the year.
Publications	<ul style="list-style-type: none"> - Reading and frequency of reading of books, newspapers and magazines. - Reasons for not reading publications. Type of books (themes), magazines and sections of newspapers read.

	<ul style="list-style-type: none"> - Forms of acquisition of publications. - Expenses in publications. - Number of books read.
Audio-visual and music	<ul style="list-style-type: none"> - Attendance to movie theater (projection). - Reasons of non-attendance to movie theater. - Genres of films seen. - Expenses in entrances to cinema. - Access to projections of cinema with free access. - Attendance to Colombian film. - Number of Colombian films seen. - Use of videos. - Use of television. - Practice with video-games. - Use of the radio. - Type of programs of radio and Broadcasters listened. - Use and genres of recorded music listened. - Forms of acquisition of videos and recorded music. - Expenses in videos and recorded music. - Reasons for not using videos, nor listening radio or recorded music.
Variables	Associate Indicators
Cultural Spaces	<ul style="list-style-type: none"> - Attendance to libraries, cultural centers, museums, galleries and exhibition halls; historical monuments, archaeological sites, national monuments and historical centers. - Reasons for non attendance to cultural spaces.
Learning	<ul style="list-style-type: none"> - Attendance to courses and workshops in specific areas (informal education).
Cultural Practice	<ul style="list-style-type: none"> - Accomplishment of cultural practices. - Practice of recreational activities

2.1.6 Planning results

During the collection process, a permanent revision to the data base is realized, with the purpose of identifying inconsistencies in the collected information. As these revisions are realized, inconsistencies reports are generated, which are fundamental for the cleansing of the data base.

Once inconsistencies have been adjusted and the database has been cleaned-up, its last version is generated with complete and reliable information to give way to the process of production of the output tables. These are the fundamental input for the elaboration of the bulletin of results and the Annexes that later will be part of the publication of results of the Survey of Cultural Consumption.

a. Output (or results) tables design

The output tables are essential part for the publication of results of the survey, which are produced with the totally validated and cleaned-up database.

For the Survey of Cultural Consumption, output tables for each chapter are produced. This guarantees that the published information includes the majority of the questions of the form.

In the processing of the output tables of the survey the following thematic and geographic breakdown are used:

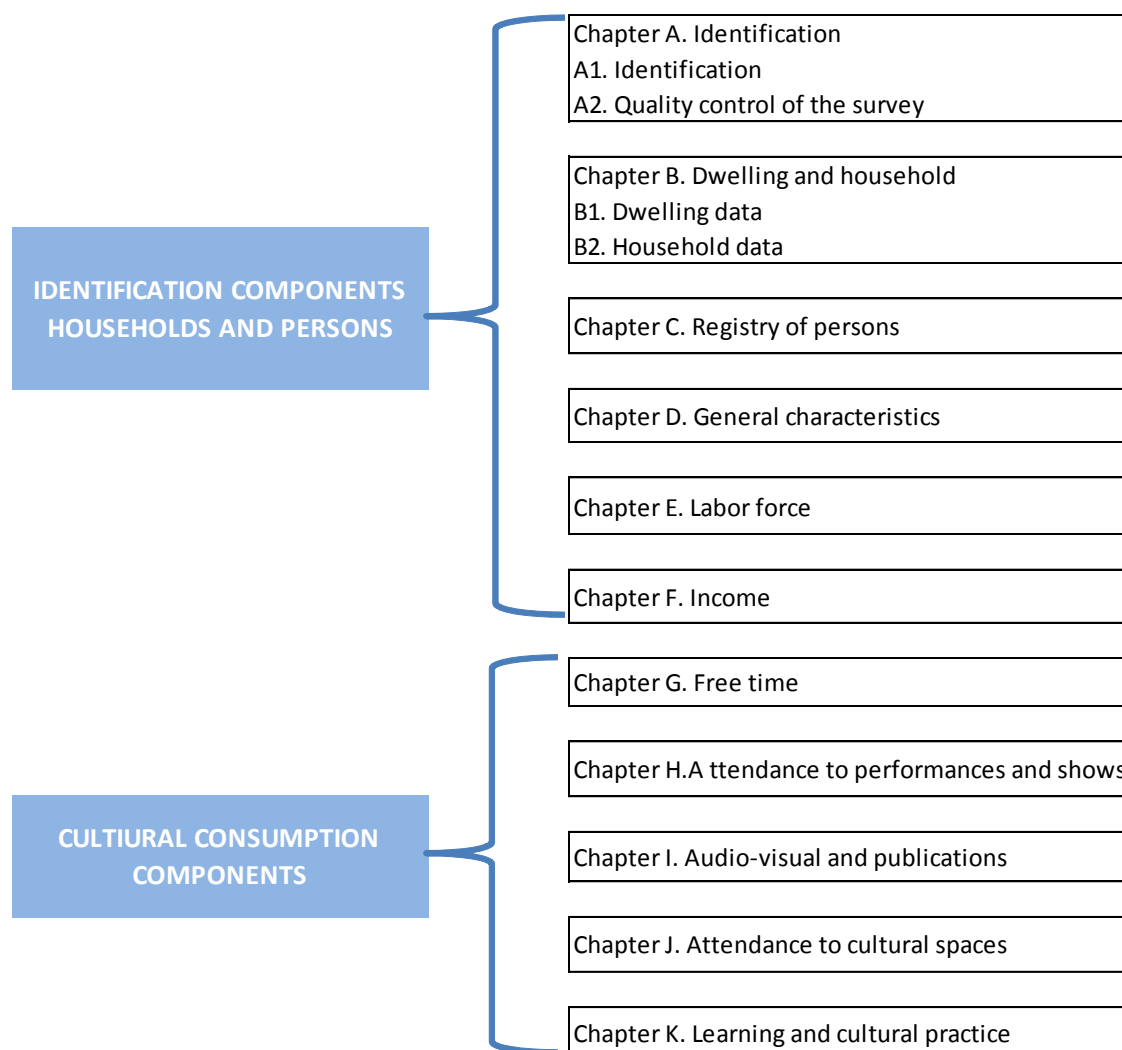
- Gender
- *Age brackets*: they include the following age groups (in years) from 5 to 11, from 12 to 25, from 26 to 40, from 41 to 64, 65 and more.
- *Regions*:
 - **Bogotá**: includes only Bogotá
 - **Atlantic**: Atlántico, Bolívar, Cesar, Córdoba, La Guajira, Magdalena and Sucre (7 departments).
 - **Eastern**: Boyacá, Cundinamarca, Meta, North of Santander and Santander (5 departments, excluding Bogota).
 - **Central**: Antioquia, Caldas, Caquetá, Huila, Quindío, Risaralda and Tolima (7 departments).
 - **Pacific**: Cauca, Chocó, Nariño and Valle del Cauca (4 departments).
 - **Amazonia/Orinoquia**: Arauca, Casanare, Vichada, Putumayo, Amazonas, Guainía, Guaviare and Vaupés (8 departments).

2.1.7 Design of the questionnaire

The instrument for collecting the information of the Survey of Cultural Consumption consists of a questionnaire organized in 11 chapters identified by letters A to K. It includes 118 questions addressed to the head of the household, 87 questions for persons 12 years old and over and 34

questions for children from 5 to 11 years old. For the correct development of the form, a manual has been developed which includes for each chapter a step by step explanation of the instructions and basic concepts.

Structure of the questionnaire



For each chapter an objective is defined, that contributes to understanding the scope of each of the topics developed throughout the survey.

Objective	Number of questions
Chapter A. Identification and quality control of the survey	
To establish the precise location of the dwelling and that of the household.	24 questions
To determine the state of the survey and to provide information on the work realized in the field.	

Chapter B. Dwelling and Household	
To characterize the dwellings and the households through socio-economic variables, referring to the condition of the house, the access to domiciliary public utilities and possession of key goods and services.	7 questions
Chapter C. Registry of persons	
To register all the persons who belong to the household.	7 questions
Chapter D. General Characteristics	
To obtain socio-demographic profiles of the members of the household.	8 questions
Chapter E. Labor Force	
To establish the main activity of the persons at the time of the survey.	1 question (for each person)
Chapter F. Income	
To establish the approximate monthly incomes of the persons of 12 years and over that belong to the household.	1 question
Chapter G. Free Time	
To identify the amount of time and the activities that the persons realize in their free time in one week (Monday through Friday - Saturday to Sunday). To *determine the share of time associated with cultural activities conducted within the framework of free time.	2 questions
Chapter H. Attendance to performances and cultural shows	
To characterize attendance, cost and reasons of nonattendance to performances and cultural shows in the last 12 months.	15 questions
Chapter I. Audio-visual and publications	
To inquire about the attendance (cultural services) and use (cultural goods), frequency, types of access and reasons of no use/attendance of cultural goods and services	42 questions
Chapter J. Attendance to cultural spaces	
To determine attendance, frequency of visits and reasons of nonattendance to cultural spaces.	13 questions
Chapter K. Learning and cultural practice	
To know the preferences related to the access to cultural educative and informal artistic offer, as well as with the practice in specific cultural areas.	5 questions

According to the objective population, and for the correct processing of the survey, there are different informants by chapter.

Modules	Informant
A. Identification and quality control of the survey Module	Informant: head of the household or partner or any person of 12 years and over.
B. Housing and household data Module	Informant: head of the household or partner or any person of 12 years and over.
C. Registry of persons Module	Informant: head of the household or partner or any person of 12 years and over.
D. General characteristics of the persons Module	Direct Informant; person of 12 years old and over. Suitable Informant for children below 12
E. Labor force Module	All persons 12 years old and over.
F. Income Module	All persons 12 years old and over.
G. Free Time Module	Direct Informant person of 12 years and over. Suitable Informant for children below 12.
H. Attendance to cultural presentations and performances Module	Direct Informant person of 12 years old and over. Suitable Informant for children below 12.
I. Audio-visual and Publication Module	Direct Informant person of 12 years old and over. Suitable Informant for children below 12.
J. Attendance to Cultural Spaces Module	Direct Informant person of 12 years old and over. Suitable Informant for children below 12.
K. Learning and Practice Module	Direct Informant person of 12 years old and over. Suitable Informant for children below 12.

2.1.8 Norms, specifications or rules of validation, consistency

In order to obtain reliable information, and capture it adequately, applying correctly norms for validation and consistencies are fundamental. They also specify coherent flows throughout the survey, as well as the valid value range (maximum and minimum) for each variable.

These norms of validation⁵² are part of the inputs that requires the systems staff for the development of the capture software of the survey, as they allow elaborating an electronic form

⁵² This information is included in the Manual of Validation and Consistency, in the file

which displays and executes any flow that appears throughout the survey. To make this possible a series of tests of the software is realized, looking for failures in the programmed validations and consistencies. When this happens corrective actions may be implemented on time. In these conditions, when the interviewers leave to the field the software is as complete as possible and there is a minimum risk of generation of inconsistencies.

2.2 Statistical Design

2.2.1 Basic Components of the statistical design

□ Type of statistical operation

It is a survey using a clustered and stratified multi-stage probabilistic sampling.

- **Universe:**

The universe for the Survey of Cultural Consumption consists of the civil non-institutional population resident in the municipal centers of the national territory.

- **Objective Population:**

The objective population consists of the civil non-institutional population, 5 years old and over, resident in the municipal centers of the national territory.

- **Statistical Framework:**

It is constituted by the cartographic inventory obtained from information of the 2005 Population and Dwellings National Census. Additionally it includes a list of blocks and dwellings corresponding to the municipal centers for the totality of the country. This framework is partially updated on a permanent scheme through surveys.

- **Geographic Coverage:**

It covers the municipal centers at national level.

- **Geographic breakdown:**

It includes 6 regions and all the departments of the country as shown in 2.1.6.a.

- **Thematic breakdown:**

It has been defined by age bracket and gender

- **Source of data:**

Survey by sampling

Variables and indicators

- Proportion of persons of 12 years and over according to attendance to presentations and cultural performances in the last 12 months.

- Proportion of persons of 12 years and over according to attendance to presentations and cultural performances, by age bracket, in the last 12 months.
- Proportion of persons of 12 years and over that did not attend presentations or cultural performances, according to the reason for non attendance in the last 12 months.
- Proportion of persons of 12 years and over that did not attend presentations or cultural performances, by age bracket, according to reason for non-attendance in the last 12 months.
- Proportion of persons of 12 years and over according to attendance to cultural activities in the last 12 months.
- Proportion of persons of 12 years and over according to attendance to cultural activities, by age bracket in the last 12 months.
- Proportion of persons of 12 years and over according to attendance to cultural activities, by regions in the last 12 months.
- Proportion of persons of 12 years and over according to attendance to cinema in the last 12 months.
- Proportion of persons of 12 years and over according to attendance to cinema, by age bracket in the last 12 months.
- Proportion of persons of 12 years and over according to attendance to cinema, by regions in the last 12 months.
- Proportion of persons of 12 years and over than attended cinema, according to attendance frequency in the last 12 months.
- Proportion of persons of 12 years and over than did not attend cinema, according to reason for non-attendance, in the last 12 months.
- Proportion of persons of 12 years and over than did not attend cinema, by age bracket, according to reason for non-attendance, in the last 12 months.
- Proportion of persons of 12 years and over than saw Colombian cinema, by age bracket, in the last 12 months.
- Average number of Colombian films seen by the population of 12 years and over in the last 12 months.

2.2.2 Statistical Units

- **Unit of observation:**

It is constituted by dwellings, households and persons.

- **Units of analysis:**

They consist of each selected dwellings, households and persons of 5 years and over.

- **Unit of sampling:**

Size measure (MT) or Segment, contains an average of ten dwellings; all of them are included in the sample, as well as all the households of each dwelling and each person of each household.

2.2.3 Periods of reference and collection

The basic questions that the interviewer will formulate are applied to the conditions prevailing during the period of reference.

- **Period of reference:**

The survey handles four periods of reference following the practice and the habit with which the activities are realized.

- **Period of collection:**

The survey is collected in the second semester of the year (September/October) and lasts two months.

2.2.4 Sampling design

□ **Type of sampling:**

Considering the objectives of the survey, the sample design is probabilistic, stratified, multi-stage, includes clusters, according to the following criteria:

- ✓ Probabilistic: each unit of the objective population has a probability of selection both well-known and greater than zero. This type of sample allows establishing ex-ante the precision wished in the main results, and to calculate later the precision of the results obtained once the information has been collected.
- ✓ Stratified: The sampling units are classified in homogenous groups, based on independent variables, highly associated with the indicators of study and with low correlation with each other, with the intention of maximizing the precision of the results by reducing the variance of the estimations.

The stratification criteria are:

At macro level, the country was classified in two strata: the first one corresponds to 24 cities with their metropolitan areas and the second one includes the remaining municipal centers.

For the first stratum, the geographic areas were organized according to sectors, sections and blocks with information on the number of dwellings per block and the corresponding socioeconomic stratum.

The second stratum includes the rest of the urban areas, i.e. the other municipal centers, which are stratified using of the following criteria:

- Geographic, involves regions constituted by departments.
- Socioeconomic, at municipal level, with the following indicators:
 - *Level of urbanization*, in terms of the population of the municipal centers.
 - *Urban-rural structure of the municipal population* (% of population in the center vs. total population of the municipality)
 - *Proportion of the population with unsatisfied basic needs*, which, in turn, is grouped in 4 intervals:

Interval	
A	[0 - 29.8%)
B	[29.8% - 42.7%)
C	[42.7% - 57.3%)
D	[57.3% - 100%]

- *Population Size of the stratum.* Each municipality with 7,000 inhabitants or more constitutes a Primary Sampling Unit (PSU). Those of smaller population are grouped with a neighboring one in order to make up a PSU.

The PSU whose size was similar to the average size of the strata, were constituted in stratum of “certainty”; for probabilistic effects they had probability 1 of being chosen. The other PSU were previously grouped in the non-certainty strata, by applying the variables of stratification in the specified precedence.

✓ Multi-stage: it corresponds to three units of selection:

- Primary Sampling Units (PSU), are subdivided in two strata (certainty and non-certainty)

Stratum of certainty or unavoidable inclusion: the metropolitan areas and the rest of departmental capitals, and those municipalities of intermediate size whose population is similar or greater than the average of the strata of its department.

Stratum of non-certainty or probabilistic inclusion: it corresponds to the PSU selected with probability proportional to the size (PPS) of the stratum conformed by two or more PSU. The technique of controlled selection used allowed by means of a probabilistic procedure to increase the probabilities of selection of the preferred combinations of PSU that could be selected in a region, as compared to the probability derived from a current stratified sampling.

- Secondary Sampling Units (SSU).

In the municipal centers, the SSU are contiguous block groups of the same municipality, containing a minimum of 12 size measures (MT), each TM with an average of 10 dwellings.

- Tertiary Sampling Units (TSU).

Within each SSU, one or more TSU are selected, depending on the requirements and on the size and number of SSU preselected in each municipality. Each TSU is a segment with an average of 10 contiguous dwellings, (interval of contiguous dwellings is [7 to 14]).

- ✓ Conglomerates (clusters): The conglomerate corresponds to the final sampling unit, which is the measure of size or segment; it is the area that contains an average of ten dwellings, in which all the dwellings, all the households and all the persons are objects of the survey. The concentration of the sample in conglomerates represents great benefits at operative level; this procedure considerably reduces times and costs and makes easy the supervision.

□ *Definition of the sample size:*

The calculations are made based on formulas corresponding to the type of sampling design. They are adjusted based on the cluster (conglomerate) effect in the design (**deff**), which is a ratio, for each domain, between the real variance of this cluster design and the variance that would be obtained with a Simple Random Sampling of elements (SRS)⁵³. The basic parameters to consider are proportions of 10%, with a relative standard error not greater than 5%.

Sample size (n):

$$n = \frac{NPQ \text{ deff}}{N(ESrelP)^2 + PQ\text{deff}}$$

Where,

$$ESrel = \frac{\sqrt{\left(1 - \frac{n}{N}\right) \frac{PQ}{n} \text{ deff}}}{P}$$

n = Sample size

N= Universe size

P = Probability of occurrence of the phenomenon analyzed

Q= 1-P

deff = Effect of the cluster (conglomerate) design

$$\text{deff} = \frac{\text{Variance of cluster}}{\text{Variance in SRS}}$$

Sample size in segments, for each domain:

Domain - Regions	Segments
Atlantic	144
Eastern	140

⁵³ (SRS): Statistical procedure for sampling selection, assign the same probability of being selected to all the elements of the population. For the sample calculation, it is necessary to know the population size when populations are finite, the acceptable error and the variance estimate.

Central	142
Pacific	150
Bogota	140
Amazonia - Orinoquia	111
Total Segments	827

2.2.5 Estimation Procedure

□ *Components of the expansion factor*

- ✓ Basic Factor of expansion (f). Applied to the sample data, it gives to each element of the sample the weight or representation that corresponds to it in the universe being sampled. Consequently, by means of its application, the characteristics of the objective population are numerically estimated.
- ✓ Sub-sampling weight (Ph). It is defined for each segment and is theoretically equal to 1 for all the segments as they represent a size measure. The dynamic development of the sampling framework in some cases may give to this weight a value greater or smaller than 1, depending on the density of dwellings in the segment at the time of the survey, and by such reason modifies the basic factor of expansion in the segment.
- ✓ Adjustment of coverage for no answer (**Rh**). When the rates of answer do not vary in the sub-groups of the population with different characteristics, the normal adjustment is to allocate to the households and the persons not interviewed the average of the characteristics of those that did answer in the same segment. This is obtained correcting the basic factor of expansion by a new one being the ratio between the number of households selected in a segment and the number of households actually surveyed in the same segment.
- ✓ The final factor of expansion (Wh). It is the product of the previous ones and is applied to each segment of a city or area been surveyed.

$$W_{h\alpha} = F * P_{h\alpha} * R_{h\alpha}$$

The total estimation for a characteristic Y of the population is given by:

$$\hat{Y} = \sum_{h=1}^H \sum_{\alpha=1}^{a_h} Y_{h\alpha} W_{h\alpha}$$

Where

h = 1, 2.... H: strata

α = 1, 2... ah: segments selected for the sample in strata h.

a_h = total number of segments in the sample of layer h .

W_{ha} = Factor of restitution of the segment a h .

Y_{ha} = Statistics Y for the segment a

□ **Adjustment to values in the universe**

The estimations of the studied universe may be improved. This is doing by **equating** the total population obtained by geographic breakdown in the expanded sample with the total population projected from the population census to the date of the survey. This improvement is based on the premise that the population structure by geographic breakdown, projected from a recent population census, is more precise than estimated from the sample.

The regression estimators are applied using the auxiliary information of the Population Projections of the 2005 CENSUS, in this case, the auxiliary information by age groups and gender has been used. This process is performed using the Calibration Methods, procedures that use auxiliary information related to the variables of the study, with the purpose of improving the precision and reducing the biases in the estimates.

The calibration technique allows finding new weights, a strategy that leads to a very efficient and unbiased sampling. These new weights, W_k , are constructed in such a way that they are quite close to the original ones (the inverse of the inclusion probabilities). This proximity assures that the resulting estimator is asymptotically unbiased. In addition, this method has other desirable properties, as consistency, that is to say, given a characteristic of auxiliary information, for which the population total is known (t_x), and regardless of the selected sample, the calibration estimator for the auxiliary information, will always reproduce the true total.

• *Estimator of a total*

The expression of the estimator of the variable of study Y in a survey period is:

$$\hat{\bar{Y}} = \sum_h \frac{P_h}{p_h} \sum_{i=1}^{n_h} Y_{hi} \quad (1)$$

Where:

h : corresponds to the strata of the city or metropolitan area, region or the national total.

P_h : is the projection of the population, by the groups of calibration in stratum h , referred at the middle of the month.

p_h : is the number of people who live in the dwellings of the sample, in layer h , at the time of the interview.

n_h : is the number of dwellings in the segments (blocks or sections) of the sample in stratum h .

Y_{hi} : is the value of the variable under study in the dwelling i , of stratum h .

By means of a regression model the calibration consists of:

Given a population $U = \{U_1, U_2, \dots, U_N\}$

from which a sample $S = \{u_1, u_2, \dots, u_n\}$ is extracted

The expression (1) can be written of the following form:

$$\hat{Y} = \sum_{k \in S} d_k y_k$$

Where:

y_k : Value of the variable under study in the unit k of sample s .

d_k : Basic factor of expansion of unit k obtained by means of the expression $\frac{P_h}{p_h}$, being h the stratum to which the unit k belongs.

$\sum_{k \in S}$ = Sum comprising all the units belonging to sample s .

The following groups of calibration are considered:

By gender:

- Men
- Women

And for each the following age groups:

- 5 to 11 years
- 12 to 24 years
- 25 to 54 years
- 55 years and over

Altogether, when crossing gender and age, eight groups are obtained.

With the information of the projections of population for each group of calibration, a vector of totals is constructed:

$$X_U^t = [\sum_U X_{1k} \sum_U X_{2k} \dots \sum_U X_{8k}]$$

Where the variable x_{jk} , represents the population in each calibration group j and each dwelling k .

(This is done at the dwelling level since it is the more aggregated unit of analysis. Therefore, the dwelling has a unique factor of expansion that is the same for the households and persons who live in there). Thus, at the dwelling level variables are set as follows:

Dwelling	Calibration group					
	Men Younger than 12 years 1	Women Younger than 12 years 2	Men Between 12 and 25 years 3	...	Men Older than 55 years 7	Women Older than 55 years 8
k	X_{1k}	x_{2k}	X_{3k}		x_{8k}	x_{8k}
z	1	0	2		2	0

Where each variable X_{jk} corresponds to the population by calibration group j (gender and age) in the dwelling k.

Thus, for each dwelling a vector X_{kt} is defined as:

$$X_{kt} = \{x_{1k}, x_{2k}, x_{3k}, x_{4k}, \dots, x_{8k}\}$$

The purpose of the process is to adjust the weights so that:

$$X_U = \sum_r w_k x_k$$

Adding the expanded variables x, the projected population value in each group of age and sex by stratum of design is obtained. These new weights W_k are calculated as close as possible to the original weight of the stratum k in the sample design d_k .

The new weights are obtained by minimizing the linear distance between w_k and d_k :

$$w_k = d_k v_k$$

where

$$v_k = 1 + \lambda' x_k$$

and

$$\lambda' = (X_u - \sum_r d_k x_k)^t (\sum_r d_k x_k x_k^t)^{-1}$$

The values W_k , correcting factors of the weights, are obtained iteratively until they fulfill the equation of calibration respecting the established limits. The statement of the problem is to find some values W_k minimizing the expression:

$$\sum_{k \in S} d_k G\left(\frac{W_k}{d_k}\right)$$

Subject to:

$$\sum_{k \in S} W_k X_k = X$$

where:

G = Distance function

X = Vector of dimension $(J, 1)$ with the totals of the auxiliary variables.

X_k = Vector of dimension $(J, 1)$ with the values of the auxiliary variables in the sample unit k .

The solution of the problem depends on the distance function G used.

If the linear distance function of argument $Z = \frac{W_k}{d_k}$ is considered.

The problem is solved using Lagrange multipliers. A set of factors W_k is obtained that verify the equilibrium conditions and provide the same estimations that the generalized regression estimator.

Thus the estimation of the total for a variable under study is given by:

$$\hat{\bar{Y}} = \sum_r W_k Y_k \quad (1)$$

The calculation of the adjustment by calibration is realized using the macro Clan 97 v3.1 software created by Statistics Sweden, included in the set of routines of SAS for computing point and standard errors of estimates in sample surveys.

□ Estimator of the variance for a total

For the estimator of a total, the variance is stated as:

$$\hat{V}(\hat{\bar{Y}}) = \sum_h^H \hat{V}_h(\hat{\bar{Y}}_h) = \sum_h^H \frac{1}{a_h - 1} [a_h \sum_{\alpha}^{a_h} (\tilde{e}_k d_k)^2 - (\sum_{\alpha}^{a_h} \tilde{e}_k d_k)^2]$$

Where:

$h = 1, 2, \dots, H$; are strata

$\alpha = 1, 2, \dots, a_h$ are segments selected in the stratum h
 a_h is the total number of segments in the sample stratum h .

\hat{e}_k is a term calculated at the dwelling level. The variable in study is added to obtain the total value of the corresponding dwelling.

Then:

$$\hat{e}_k = y_k - x_k^t \mathbf{B}_D$$

Where \mathbf{x}_k^t is the vector of the auxiliary variable and

$$\mathbf{B}_D = \left(\sum_{S_D} w_k x_k x_k^t \right)^{-1} \left(\sum_{S_D} w_k x_k y_k \right)$$

is a vector calculated in each domain of adjustment.

□ Estimator of a ratio

The rates, ratios, proportions and averages, generated from this sample design sample are under the form of a ratio where the numerator and the denominator are random variables thus:

$$\hat{r} = \frac{\hat{y}}{\hat{x}} = \frac{\sum_r w_k y_k}{\sum_r w_k x_k}$$

□ Estimator of the variance for a ratio

In order to estimate the variance of the estimator of a ratio, it is necessary to transform it into a linear function. The Taylor method of linearization is used, and the previous methodology is applied. Using the formula of variance of a total, for a ratio the value y_k is changed into

$$\hat{u}_k = \frac{1}{\hat{z}} (y_k - z_k \hat{r})$$

Consequently the following formula is obtained:

$$\hat{V}(\hat{r}) = \sum_h \frac{1}{a_h - 1} \left[a_h \sum_{\alpha} (\hat{e}_k d_k)^2 - \left(\sum_{\alpha} \hat{e}_k d_k \right)^2 \right]$$

Where:

$h = 1, 2, \dots, H$; are strata

$\alpha = 1, 2, \dots, a_h$ are segments selected in the stratum h
 a_h is the total number of segments in the sample stratum h.

With

$$\hat{e}_k = \hat{u}_k - x_k^t \mathbf{B}_D$$

Where x_k^t is the vector of the auxiliary variable and

$$\mathbf{B}_D = \left(\sum_{S_D} w_k x_k x_k^t \right)^{-1} \left(\sum_{S_D} w_k x_k \hat{u}_k \right)$$

is a vector calculated in each dominion of adjustment.

2.2.6 Accuracy of the results

□ Sampling errors

The standard error is the indicator of the accuracy of the estimated results; it reflects the random variability characteristic of the probabilistic samples.

In a probabilistic sampling the quality of the estimates is measured by the magnitude of the variability of the indicator. The lower this variability, the greater is the accuracy of the estimation of the indicator. This variability of the estimator is generally expressed in units of difficult handling, which is the reason why a relative measure based in percentage values is used. It is called relative error or coefficient of variation of the estimator (CV). The coefficient of variation is given by the following formula:

$$CV = \frac{\sqrt{\hat{V}(\hat{Y})}}{\hat{Y}} 100$$

Where:

$\hat{V}(\hat{Y})$ = Square root of the variance of the estimator of Y

\hat{Y} = Estimated value of variable Y

The value of this coefficient, expressed in percentage, represents the quality of an estimation procedure.

The design of the sample is realized to obtain estimations with a pre-established precision relating to the basic variables being studied, thus; any additional breakdown or parameter will

produce results which accuracy is not necessarily as good and therefore these data will not be as reliable.

2.3 Operational design

2.3.1 System of induction

Training of the field personnel

The process of induction for the survey is applied at two moments. The first one, when training the staff in charge of the statistical operation of DANE; it includes thematic aspects, logistics and systems. The second, when these aspects are presented to the pre-enrolled personnel in each of the regional directions and offices for a later selection of the personnel which will constitute the staff of collectors, promoters and supervisors who will collect the information of the Survey of Cultural Consumption. This training is divided into three phases:

- ✓ Thematic Component: includes fundamental theoretical and conceptual aspects, international and national references, legal framework, structure of the questionnaire, type of questions, informants according to the different questions, main flows, validations and consistencies of the instrument.
- ✓ Logistic Component: General operative and logistic guidelines are exposed, routes of work, responsible staff, allocated routes, costs of reference, materials and reporting documents, enumeration and collecting processes.
- ✓ Systems Component: Includes the detailed presentation of the questionnaire and the methods for opening and closing points in the mobile capture device (MCD). Exhibition of the main forms and information that need to be generated.

2.3.2 Preparatory Activities

□ Selection of personnel

, For the sake of transparency and in order to make it possible to any person fulfilling the requirements to compete for a position within the field operative staff of the survey, the selection of the personnel is realized through open call published on DANE's webpage.

In coordination with the Territorial Directions in charge of the collection of the information, the following points are considered:

- a) The profiles for each specific function are defined considering the instructions given by DANE Headquarters for hiring operational assistants, field coordinators, supervisors, interviewers, promoters and system supports.

- b) With these profiles, the public call on DANE's webpage is open. The persons who fulfill the requirements register their curricula via Web; the regional offices delegate one person to review the curricula.
- c) Those who fulfill the requirements are appointed for training. The number of appointees must double the number of people required, in order to insure the selection of the best profiles.
- d) Given the required expertise for the survey assistants and the operative coordinators, they are the first to be selected. The Territorial Directions may extend invitation to known persons who fulfill the required profile.

□ **Motivation of selected informants**

The motivation allows a first approach of the field team with the sources that will respond to the survey.

The principal tasks associated with promotion and motivations are as follows:

1. The promoter visits each of the selected households previous to the application of the survey. In this first approach, specific appointments may be made and the possible respondent's schedules, in which the sources are available for interview, must be collected.
2. A specialized documentation to realize the motivation activity (notification and pamphlet), which is fundamental so that the sources find out the subject of the survey is presented to them. The selected informants are provided with the details and contact numbers of the interviewers and supervisors, as well as DANE's hotlines, so that they can corroborate the information given by the promoter.

2.3.3 Design of instruments

Logistic component instruments

For the control of the operative processes the following forms and manuals are elaborated:

- ✓ **Enumeration of statistical units ECC-1:** Used to report buildings, dwellings and households found in a given segment;
- ✓ **List of selected dwellings ECC-2:** In this form the **Size measure** selected in the segment is reported;
- ✓ **List of selected Units - promoter ECC-3:** This form is used by the promoter. In the form all the information of the selected Measure of Size measure is reported.

- ✓ **Control of pending visits:** This form is used as agenda by the interviewers;
- ✓ **Selected sample by segment:** Digital Form in which the selected sample is transcribed by segment;
- ✓ **Segments with new features:** Digital Form in which the new features that appear in the segments are reported;
- ✓ **Segments with sub-sampling:** Digital Form to list the segments where sub-sampling is implemented;
- ✓ **Non-worked Segments:** Digital Form to report those segments allocated in the sample and that by force majeure reasons have not been included;
- ✓ **Exhausted Segments:** Digital Form to report segments totally exhausted and that have only one Size measure;
- ✓ **Daily Report of field supervision:** Analogous Form that must be provided by the supervisors, with the results of the daily follow-up of each of the interviewers;
- ✓ **Sketch of the segment:** Analogous Form used to inform graphically on cartographic new features;
- ✓ **Control of coverage form:** The control of coverage form is a manual form that must be filled out and sent to DANE's Headquarters on Mondays and Thursdays. The responsibility of these reports corresponds to the field coordinators. The Logistics Area in DANE's Headquarters must receive from systems a weekly report of the information sent by the regional offices; this report is compared with the manual coverage report, with the purpose of informing the coordinators of the existing differences on a weekly basis;
- ✓ **Enumeration Manual:** It is used to provide the enumerators and interviewers with guidelines for the development of their specific activities: the enumeration and registry of the structures and their use or destination in order to perform the enumeration and the segmentation of units, dwellings and if possible, the name of the head of the household, among others.
- ✓ **Supervisor Manual:** Used to provide the information that the supervisor requires along with the established norms and necessary instructions that he will have to follow and to apply in order for the proposed objectives of this project to be fulfilled.

Thematic component Instruments

Besides the questionnaire itself, two other instruments are available:

Processing and basic concepts manual: used as guide during the operative, it helps to solve doubts concerning the survey itself. It consists of a detailed explanation on each of the questions of the survey.

It contains the definition of the basic concepts and includes examples that help to understand better the subjects of the survey.

- ✓ **Context Report:** key input to report on the situations and aspects that influence in the cultural consumptions of the residents of each municipality. In addition, it serves to give indications that can sustain changes of different nature in the indicators of the survey. It is prepared at DANE's headquarters and regional offices.

Systems component instruments

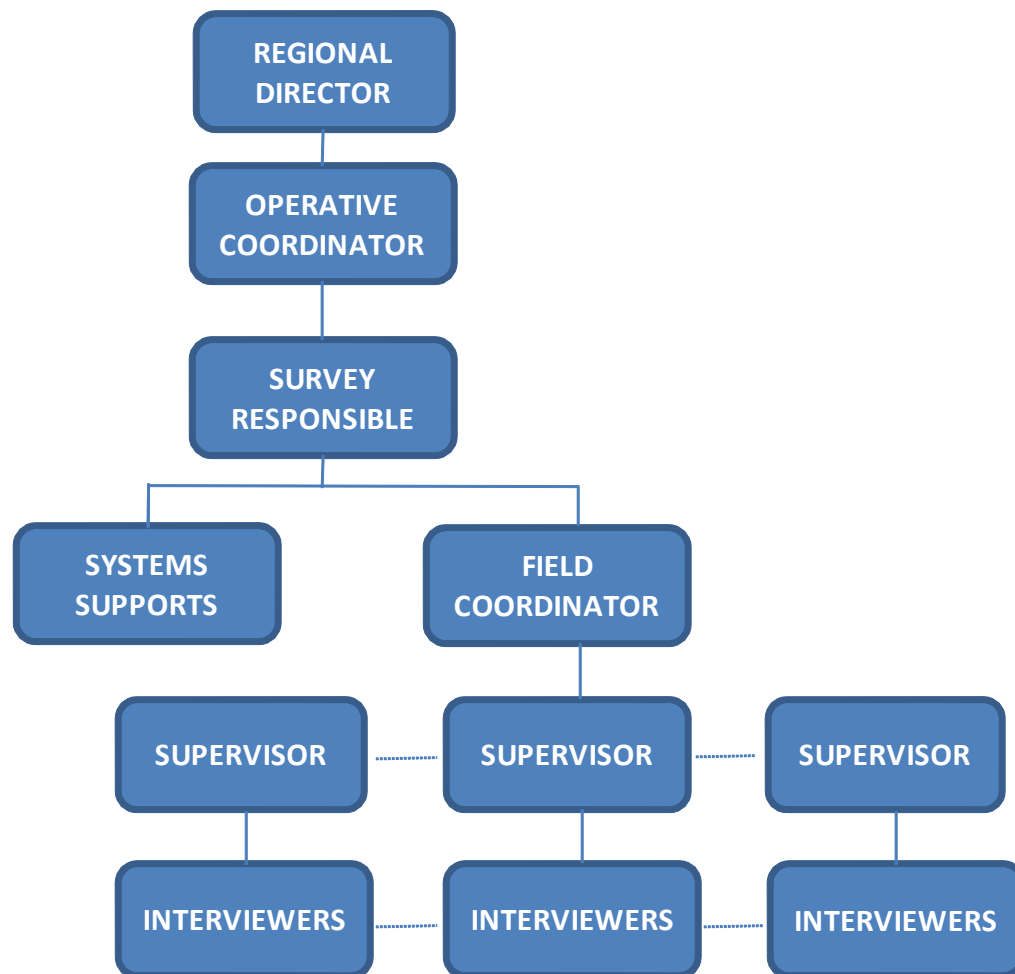
- ✓ **Daily control of survey form:** used by the system supports at headquarters and offices to specify each of the items sent to DANE headquarters daily. The information reported in this form is compared with the data loaded in the data base, where the loaded items must be equal to those reported in this form.
- ✓ **User Manual:** it presents the necessary instructions for the correct performance of the activities that have to be carried out in order to properly use the MCD collecting information.
- ✓ **SWIN synchronizer Manual:** the SWIN synchronizer is the program that allows generating the .zip file with includes the information collected in the field. The manual establishes the guidelines and procedures to be followed for the optimal use of the synchronizer by the systems assistants in the corresponding offices.

2.3.4 Data Collection

Operational Organization

The organization of the field operation is set up to efficiently respond to technical, conceptual and methodological requirements proper to this specific research, in due time, guaranteeing quality results in agreement with the established objectives.

In such sense, DANE uses the infrastructure of its six Territorial Directions in which, following the indications of the Logistics and Production Group, the field work is performed according to the following operational structure:



The development of the field activities is a responsibility of the Territorial Directions and the group of Logistics and Production of DANE Headquarters.

The functions for each of the above mentioned positions are:

- ✓ **Operational Coordinator of the survey:** in charge of the technical and operative direction of the survey in each of DANE's 24 offices. A staff in each Territorial Direction is especially in charge of this activity.
- ✓ **Field coordinator:** his/her work is articulated with that of the general coordinator of the survey. He/she must assign the work quantities and control the groups of supervisors, interviewers and promoters in the field to keep a proper handling of the operation in each of the selected municipalities.
- ✓ **Systems support (s):** this person depends directly on the general coordinator of the survey; he/she is in charge of handling the collected information and loading it in the

specifically designed application software, following the established procedures concerning the security, transfer and back up of the information.

- ✓ **Supervisors:** they control the field work in the areas allocated to them by the Field Coordinator. The supervisor assumes the responsibility of guaranteeing the quality and the coverage of the data obtained by the different working groups within the collection process.
- ✓ **Interviewers:** they are the persons in charge of obtaining the required data both in the enumeration phase and during the application of the surveys in depth, using the CMD.
- ✓ **Promoters:** they depend directly on the general coordinator of the survey and are in charge of visiting all the dwellings-households to inform them about the object of his work in the municipality, and about the purpose of the survey. In addition, they are in charge of coordinating the dates of visit to each of the selected households to apply the survey.

□ Enumeration

The segments exhausted or with new features are replaced by the staff of Sample Design; the new segments must go through the enumeration procedure, which must be transferred by the interviewers and supervisors to the corresponding software; after this process the field coordinator chooses the Size measure that will be used.

- **Methods and mechanisms of collection**

As for any other survey, the collection of basic information in the Survey of Political Culture needs to have a defined method. In this case the sweeping method is applied. That means that all the field staff in the group are located in a segment and they do not move to another segment until all the dwellings and households that belong to it have been totally worked.

The collection instrument used by the Survey of Political Culture is the mobile collection device (MCD). For this process and depending on the specific area, each interviewer will have the following elements of support: One MCD, two memory cards (SD), two batteries, and collection software for this specific survey, paper questionnaires which should be used in cases in which the use of the MCD becomes difficult (difficulties of access or public order problems)

□ Data Transmission

At the end of a collection day, the supervisor must recover the MCD from the field staff and execute the following tasks:

- Perform a backup copy (SD Backup card) as the interviewers hand out the cards;
- Review the quality of each of the items collected during the day;
- Close the items whose quality is satisfactory;
- Make a backup copy once the closing of all items is done.

Once this process is concluded, the supervisor gives to the system assistant the backup SD for later consolidation and delivery.

The system support using the SWIN synchronizer is in charge of generating the transmission file, which is taken from the backup SD, loads it in the FTP (File Transfer Protocol) mailbox established previously, and informs via email about the transmission.

□ Operative Coverage

In order to realize a continuous follow-up to the coverage in all the municipalities selected in the sample, there is a control of coverage manual form, in which to report whether the segment is open or closed, the partial surveys according to households and persons, and the number of persons found by age bracket; these data are compared with the report issued by systems and the differences sent to the coordinators, the aim being that these two sources give similar numbers.

The information on households and complete surveys is compared and conciliated every week with the results generated by the systems group, in order to determine the existence of inconsistencies. If that is the case, actions need to be taken in order to obtain the data with quality and in the predetermined time.

2.4 Systems Design

For this statistical operation the collecting questionnaire is generated in the MCD under Survey of Sysgold software. The program for loading data with the information collected allows the generation of coverage reports and the verification of the flows contained in the manual of validations and consistencies.

□ Database Design

For the design of the data base the basic Oracle data motor is used. The number of tables is equal to the number of chapters in each survey. For the case of the Survey of Cultural Consumption, the data base consists then of 10 tables:

- ✓ Table of Dwellings
- ✓ Table of Households
- ✓ Table of Persons

DBFP_ECONCULT_207_1	Table of Dwellings
DBFP_ECONCULT_208_1	Table of Households
DBFP_ECONCULT_209_1	Table of Persons
DBFP_ECONCULT_209_2	Table of Persons
DBFP_ECONCULT_209_3	Table of Persons
DBFP_ECONCULT_209_4	Table of Persons
DBFP_ECONCULT_209_5	Table of Persons
DBFP_ECONCULT_209_6	Table of Persons

DBFP_ECONCULT_209_7	Table of Persons
DBFP_ECONCULT_209_8	Table of Persons

The basic server of data follows the Systems Security policies of DANE's Systems Office for this type of collection information and generally for the treatment of the information generated by each of DANE's offices and researches of.

The backup copies are obtained using an automatic process of the basic data server, (CRONTAB of

Oracle); the Oracle routines are also used for collecting statistics and cleaning of the old information in order to control the space allocation and later storage of backup copies.

- **Transmission and processing of the information**

After the daily collection with the MCD, the system support transmits the information to DANE Headquarters by mailbox FTP (File Transfer Protocol). It is unloaded and organized for later integration to the database.

Once the information stored in the database, it is processed, transposing the tables of vertical storage to the tables of the research created by chapters, in order to be able to realize consultations and generation of coverage reports as required by the Thematic and Logistics staff.

- **Information Delivery**

Once the interviewer has received the MCD, he/she is in charge of making a backup copy in the SD card as soon as he has filled the form of the survey in each of the allocated dwellings.

At the end of each collection day, the supervisor must collect the MCD from the interviewers working under his/her guidance, and realize the following activities:

- ✓ Backup copy (card SD of Backup) of the information as delivered by the interviewer.
- ✓ Revise the quality of each of the points finished during the day.
- ✓ Close the points which satisfactory passed the quality review.
- ✓ Make a backup copy once the closing of points has been performed

Once this process is concluded, the supervisor must give to the system support the back-up SD for later consolidation and delivery of information.

The system support using the SWIN software developed in Java, and using the SD of backup, must generate using a hierarchic tree the archives to send to DANE Headquarters. Once the file is generated, the systems support must transmit it through FTP (File Transfer Protocol), (a user name and password have been previously sent). He can load or unload the information that will be sent; each city has a mailbox in the FTP server of the DANE, where the information of completed surveys is collected daily.

□ Consolidation of the data base

Once these files are received, the information is stored in a hierarchic structure according to the origin, supervisor and interviewer. Next, the process of detection and separation of duplicated archives is executed, using the CloneSpy software, to avoid loading repeated surveys in the database. This information remains encrypted to guarantee its security until transmission. When the files to load in the database have been selected, the load process is made using a tailor made software in Java.

As soon as all the collected information is in the database, a final cleansing is done using validation and consistency programs, which are created and executed by the Thematic and Systems staff. Then the database is sent to the Statistics staff to continue with the different processes.

□ Database anonymization

When the last validation process provides a consolidated database of all the households it undergoes an anonymization process. The Thematic and Systems staffs meet to verify which variables has to be hidden so as to guarantee the confidentiality of the information.

2.5 Design of methods and mechanisms for quality control

• Rules of validation and consistency

As has been said, the Thematic staff defines, according to the research characteristics, a series of validations and consistencies of answers and flows in the questionnaire. Then the Statistics and Systems staffs implement the application of these procedures within the software incorporated in the MCD. The three working groups perform different tests to corroborate that the software works following the established rules.

These verifications are performed before initiating the field operations, since the intention is to find and to correct possible errors or difficulties as well as to standardize the concepts and flows of the questionnaire.

□ Control Instruments for supervision

The process of supervision of the field work is under the responsibility of the group of supervisors, and under the direction of the field coordinator. The supervisors report using the forms that make possible to control the advance of the operation and the respective coverage.

For the control process, the Logistics staff of the survey with the support of the Systems staff, designed a set of paper forms that facilitate monitoring and supervising the enumeration stage, as well as the collection stage. This makes possible to compare the data collected in the field with the report given by the movable collecting devices. The following are the forms being used:

- ✓ Enumeration form

- ✓ Pending visits form
- ✓ Supervisor Daily form

Also, an exhaustive inventory and control is made to each of the interviewers to establish the number and type of elements that he carries with him/her in the process. At the end of the daily activities, the supervisors must:

- ✓ Review the surveys made by the interviewers of their group, and verify its quality;
- ✓ Make a backup of the corresponding material;
- ✓ Synchronize the MCD;
- ✓ Give the SD backup and synchronization cards to the systems support in charge of the transfer of the information to DANE Headquarters, by municipality.

The specifications of validation and consistency as well as the codes that are used in the process of collecting information are incorporated in the software of the MCD. This process is realized automatically as the information is collected. Daily reports of coverage by municipality are generated, which are sent to the territorial coordinator for verification of the coverage of the operations, besides observing the daily advances in the estimates of coverage of supervisors and interviewers.

□ Indicators for quality control of the research processes

In order to establish the quality of the data provided by the survey, four indicators are obtained. They are: the estimated coefficient of variation, coverage (%), complete surveys (%) and the time for delivering the results (days). The output tables present the coefficient of variation for each of the variables in the survey. The other three indicators are calculated from the data collected in the field as the schedule of the statistical operation.

Indicator of coverage: it allows measuring the amount of households interviewed with respect to the total households selected according to the sample design. For this indicator to be acceptable, the minimum reference level should be attained, in this case it is 90% of the total households selected in the sample.

Indicator of opportunity: this indicator talks about the time of delivering the results of the Survey of Cultural Consumption. The indicator is expressed in days.

2.6 Design of the Analysis of Results

2.6.1 Statistical analysis

In the development of the survey and its processing, biases may be generated due to a bad use of questionnaires, inadequate geographic location, errors in the consolidation of the information and its processing, which are known as non sampling errors. In order to correct and control these shortcomings and to maintain the quality levels, a constant revision on the different working groups including Statistics, Thematic, Operative and Systems is carried out. These

processes are quantified and evaluated using the indicators, described in the previous paragraphs.

In particular, the sampling error is a tool to establish parameters of precision in the results. For its use and interpretation it is necessary to consider that if the spread is high, the estimated parameter is less useful, because the true value of the parameter, in the universe, may be in a very wide interval with respect to the estimated value which is equivalent to useless information. Therefore, this measure of variability is a very important criterion to determine the quality of the estimation.

2.6.2 Analysis of context

This analysis begins with the calculation of simple frequencies for all the variables measured in the survey. From these frequencies, socio-demographic characteristics are determined providing the elements for a description of the population under study.

Comparisons of proportions between the General Census of Population (2005) and the sample are realized. To a certain extent the differences in these proportions may be the result of the survey coverage. For the most important variables of the survey, the frequencies are used to observe acceptable levels of breakdown.

The output tables provide results for the total population under study, given that these results correspond to a probabilistic sample. Particular attention and care should be given to breakdowns, since the analysis with small groups may provide erroneous information.

In this aspect, the validation with external data is of high-priority. In particular the coherence analysis where demographic proportions of the Census (2005) and those observed in the survey must be similar or reasonably close.

2.7 Design of the Dissemination

2.7.1 Data repository management

The storage and maintenance of the survey database is done by the Systems staff. The information is stored in the servers, and the database motor Oracle 10G makes a daily backup copy to maintain completeness and to avoid losses of information. Furthermore, a backup copy in external servers is periodically realized, with the purpose of maintaining an external (to DANE) backup copy.

2.7.2 Products and instruments of dissemination

The main statistical results of the operation are:

- Output tables with breakdowns by gender, age brackets, regions and educational level.
- Descriptive Report of the main indicators of the survey.
- Presentation with graphs of the most relevant indicators.

The dissemination of these results is realized essentially using the following instruments:

- Elaboration and publication of a press release including the main indicators of the survey;
- Publication in webpage of the methodological document, questionnaires, report of results (descriptive analysis) and the glossary of terms of the survey;
- Presentation of the most relevant indicators of the statistical operation to the internal and external committees.

3 RELATED DOCUMENTATION

For the survey of Cultural Consumption the following documents are elaborated:

1. General Questionnaire

This document presents all the questions that will be formulated in this research.

2. Collection and basic concepts Manual

It is a document that explains all the concepts used in the survey, its objectives and general guidelines.

3. Data Dictionary

All the variables of the survey are described in this document.

4. Validation and consistency Manual

Document that relates flows, valid ranks and values of each variable of the survey.

GLOSSARY

Access to cultural goods and services: Different cultural goods and services produced by public and private organizations circulate in society and constitute a cultural supply for the citizens. The access refers to the ways for citizens to obtain or participate of these productions, either paying or free of charge. (Federación Andaluza de Municipios y Provincias, 2009:220)

Participative Activities: Actions developed to influence in any event, situation or process affecting the reality of the community through the participation in them or by entailment to an organization or group. (Federación Andaluza de Municipios y Provincias, 2009:220)

Performing arts and celebration: refers to professional or amateur performing activities such as theater, dance, opera and puppetry, as well as celebration of cultural events (festivals, feasts and fairs) which occur locally and may be informal in nature. (UNESCO, 2009:26)

Plastic and visual Arts: expression forms that use a variety of means, technologies and materials, encourage experimentation with forms, colors or sounds to narrate ideas, emotions or experiences. Some examples are video art, painting, sculpture, engraving, installation art, ceramics or photography. (Federación Andaluza de Municipios y Provincias, 2009:220)

Crafts: goods made by a person using tools or relatively simple machines, related to the context, community and historical processes in which they are developed. Some associated practices are pottery, woodwork, basketwork, macramé, leatherwork, jewelry and tapestry. (Federación Andaluza de Municipios y Provincias, 2009:220)

Audio-visual: means and languages that integrate images and/or sounds to generate experiences and perceptions (may be simultaneously auditive and visual). This category includes cinema, television, video, radio and video-games. (Federación Andaluza de Municipios y Provincias, 2009:220)

Cultural good: it is defined as much by its public interest as by the symbolic content that it provides to the memory and to the individual or collective identity. (Federación Andaluza de Municipios y Provincias, 2009:220)

Cultural Goods and services: different cultural productions; the first are lasting (remain in time) and their acquisition and ownership and future access is possible, the second ones are accessible only at the time of their execution (they do not remain in time) and, consequently, cannot be owned by the consumer.

Among goods we find for example, books, newspapers, recorded radio and music. As cultural services we find theater (understood as setting in a live scene), the attendance to cinema or to a plastic arts workshop. (Federación Andaluza de Municipios y Provincias, 2009:222)

Library: cultural institution where books, sets of them and other bibliographical materials reproduced by any means are collected, kept, selected, and classified, in order to be read in public room or take away through a temporary loan. These institutions are at the service of education, research, culture and information activities. (Ministry of National Education, 2007:4)

Cultural Centers: they are spaces of citizen participation for the protection of the intangible cultural heritage, the creation and production of new expressions, the dialog among the cultural differences and diversities (approach to other national and international cultures), the non-formal and informal education and the dissemination of the different expressions of the culture. These centers ("houses of culture") are the fundamental location for strengthening the cultural and democratic citizenship. (Ministry of Culture, 2009:650)

Cultural Consumption: the use - pleasant or utilitarian – of any expression of knowledge included within the framework of the sector. A second meaning, the most used, refers to the set of expenses made by the individuals in cultural goods, services and products. (Federación Andaluza de Municipios y Provincias, 2009:223)

Culture: the set of distinctive spiritual, material, intellectual and emotional features of society or a social group, that encompasses, not only art and literature but lifestyles, ways of coexistence, value systems, traditions and beliefs. (UNESCO, 2001:18)

Sport: it is the specific human conduct characterized by a playful attitude, of competitive eagerness of verification or challenge, expressed through corporal and mental exercise, within disciplines and pre-established norms oriented to generate moral, civic and social values. (Sport Law, Law 81, 1995)

Informal Education: it is considered as all free and spontaneously acquired knowledge, provided by individuals, organizations, mass media communications, printed means, social traditions, customs, behaviors and others not structured. (Law 115, 1994)

Cultural Spaces: physical constructions or natural spaces serving as scenes for the development of multiple activities and cultural practices, facilitating the access to diverse cultural goods and services for the population. Example of them: the libraries, the cultural centers, the museums, the art galleries, exhibition halls and historical centers. (Federación Andaluza de Municipios y Provincias, 2009:226)

Reading: It is a complex activity that requires the capacity of the reader to dominate the mechanism for understanding and interpreting the message of the written text, irrespective of the support of the texts (paper, digital or electronic, etc...). (Federación Andaluza de Municipios y Provincias, 2009:12)

Reasons for non cultural consumption (use and attendance): why the cultural goods and services circulating in the society are not consumed, including the arguments for non attendance to cultural spaces. (Federación Andaluza de Municipios y Provincias, 2009:231)

Museum: is a non-profit, permanent institution in the service of society and its development, open to the public, which acquires, conserves, researches, communicates and exhibits the tangible and intangible heritage of humanity and its environment for the purposes of education, study and enjoyment. (International Museums Council Statutes, ICOM, adopted in Vienna, 2007)

Live Music: direct presentation of a program or musical production to a public in a determined space, which implies the displacement of the spectator to listen it. This category does not include

in the survey, for example, the serenades or the submissions made in the buses of public transportation. (Federación Andaluza de Municipios y Provincias, 2009:231)

Passive Leisure: set of voluntary activities, mental or physical, in whose development little energy is invested, like thinking or being seated doing nothing. (Federación Andaluza de Municipios y Provincias, 2009:232)

Heritage: sets of goods recognized for their historical value. Additionally other values or functions may be attributed to them regarding the collective identity, the conformation of symbolisms and learning on which knowledge is sustained. (Federación Andaluza de Municipios y Provincias, 2009:232)

Practices of Cultural Consumption: practices attached to processes of circulation and appropriation of cultural goods and services (cultural supply), where the individuals somehow receive, reinterpret and resignify the senses and messages materialized in cultural goods and services. (Federación Andaluza de Municipios y Provincias, 2009:234)

Cultural presentations and performances: activities organized by individuals, groups and/or public or private organizations, in order to promote the circulation of creations and productions associated with one or several cultural practices. In this group the fairs and exhibitions of goods such as pictures, crafts, sculptures, and installations are included. (Federación Andaluza de Municipios y Provincias, 2009:234)

Publications: media or channels of information and communication in order to circulate in a group of people, or the public in general, ideas, histories or experiences structured and expressed through words and images. This category includes books, magazines and newspapers in physical or digital format. (Federación Andaluza de Municipios y Provincias, 2009:235)

Recreation: it is a process of participating and dynamic activities. It facilitates the understanding of life as an experience of enjoyment, creation and freedom, as a total development of the potentialities of the human being for his/her accomplishment and improvement of the quality of individual and social life, by practicing physical or intellectual activities of relaxation. (Art. 5, Law 81, 1995)

Free Time: is the time spent away from daily needs and duties and that may be used at will. (Mirada Román, 2006:2)

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ANNEXES