

## 《2008年文化統計》

### 摘要

文化統計乃針對界定下的文化環境、產出、作為、活動等，採用以量化為主的方式予以分類、整理、記錄與呈現，做為了解、掌握文化現象之方式，進而提供分析、操作與解釋之依據。

我國文化統計的發展，最早可見於民國68年（1979年）行政院主計處《社會指標統計年報》「文化與休閒」篇。1980年代，我國有關於文化統計主要由行政院主計處負責。民國73年（1984年）行政院主計處與中研院民族學研究所進行社會變遷基本調查並彙整為《變遷中的台灣社會》專刊。民國76年（1987年）研訂「各級政府及中央各機關統計範圍劃分方案」共8細類、46項目，分由新聞局、行政院文化建設委員會（文建會）、研考會、農委會、內政部、教育部、故宮博物院、國史館等機關分責辦理，文建會並為彙編機關。民國77年（1988年），主計處為發展公務統計，積極輔導各主管文化機關統計文化設施、活動及其參與。新聞局則研擬有關大眾傳播事業經營概況、節目內涵、出版品種類、內容等報表30種，均涉及了文化統計的範疇。

文建會於民國80年（1991年）首度出版《八十年文化統計彙編》，並於次年出版《八十一年文化統計彙編》及《八十一年文化統計》，之後即以年刊方式出刊。民國89年（2000年）起，文建會提出與文化相關的國家發展政策，其中「文化創意產業」相關構想成為台灣文化政策的主流。自《九十年文化統計》之後，文建會所辦理的文化統計，則區分為「文化環境」、「文化活動」、「文化素養」等3個主要領域，並逐次推衍出人文環境、文化資產等14個次要領域及35個統計類別。民國92年（2003年）的文化統計加入「文化創意產業的特性」、「產業範疇」、「國際主要國家文化創意產業的發展概況」等。到民國96年（2007年）透過《文化統計內容暨94~95年出版計劃》，確立文化統計四大範疇：「文化與政治」、「文化與教育」、「文化與社會」、「文化與經濟」。

《2008年文化統計》係參酌聯合國教科文組織的「文化統計架構」、歐盟、美國與我國文化統計與文化參與調查架構進行修正，除可銜接以往我國文化統計資料、並利於與國際接軌。以下為本文化統計部份結果與部份國家之比較概要：

**文化與行政：**文化經費的編列、分配與運用能反應出文化行政運作能量。民國97年（2008年）中央政府總預算達17,117.17億元，文化支出預算為221.87億元，文化支出預算總金額占中央政府總預算金額之比率約為1.30%。近十年來我國文化支出所占比率約在1.14%至1.53%間，平均每年文化支出預算占總預算比率約1.31%左右。與各國相較、我國文化支出占總預算比例有偏低趨勢；對照經濟合作開發組織的統計資料顯示，2008年（民國97年）包含荷蘭、法國、韓國、英國與德國的文化支出占總預算比例均高於我國；我國文化支出比例僅高於美、日世界前二大經濟體。

**文化與教育：**民國97年（2008年）文建會及附屬機關共辦理488場次的人才培訓課程，培訓人數達23,153人次。其中由文建會辦理之培訓共計51場，培訓3,399人次。歷年留學生留學國

家概況，民國 97年（2008年）我國出國留學簽證人數計37,800人，較民國 96年（2007年）增加 8.03%。在留學國家方面，美國為我國學生主要留學國家，赴美留學者人數於97年（2008年）出現增加現象。在公費留學考文化領域錄取人數方面，民國 97年（2008年）公費留學考文化領域留學人數計37人，其中藝術領域人數最多，計16人，約占文化領域公費留學人數之43.24%。若以該年全體公費留學考錄取人數觀察，文化領域公費留學生約占35.92%。民國 89年（2000年）以來公費留學考文化領域錄取情況，除了民國 97年（2008年）公費留學考文化領域錄取者所占比率超過三成外，其餘年度公費留學考文化領域錄取人數約占12%至30%之間。

**文化與社會：**根據「全國藝文活動資訊系統」數據顯示，民國 97年（2008年）共舉辦50,705個各類藝文展演活動，出席人次約為137,351,000人次，較96年（2007年）增加13.71%。整體而言，在1,319位15歲以上受訪民眾中，有98.5%民眾於民國97年（2008年）內曾經參與文化藝術相關活動，僅有1.5%的民眾未參與任何活動，顯示民眾對於藝文活動有高度的參與率。就活動類型來看，以大眾傳播類參與率最高為96.3%，其次為文化藝術機構與設施（79.4%），再其次為生活藝術活動（73.3%），而視覺藝術類參與率較低為37.6%。雖然我國文化支出比例偏低，但國民文化活動參與情形，與其他先進國家相較，並不遜色。其中，我國15歲以上國民於民國 97年（2008年）曾參觀博物館一次以上的比例為46.80%，高於英國、日本、法國、歐盟27國平均與美國。在電影觀賞方面，我國於民國 97年（2008年）15歲以上國民於該年曾觀賞電影一次以上的比例則為39.30%，和日本相當；但低於法國與歐盟27國平均。而我國觀賞音樂演出的比例為27.10%，低於歐盟27國平均與英國；但高於日本與美國。

**文化與經濟：**我國97年（2008年）文化創意產業業者總數計49,372家，總營業額為5,889億元。民國97年（2008年）整體平均每戶家庭娛樂消遣及教育文化服務消費支出為88,122元，較民國96年（2007年）下降1.7%，其中除了教育與研究費支出有增加的現象之外（年增為2.7%），其餘消費支出項目年增率皆為負成長。依我國《2008年文化創意產業發展年報》顯示，我國文化創意產業民國 96年（2007年）產值占GDP的2.65%，就業人口比重則為2.06%。產值經範疇調整後之估算約占GDP的3.18%，高於澳洲、中國、紐西蘭；但低於美國、香港、英國與韓國。文化創意產業就業人口經調整後之比重，我國為2.06%，低於美國、香港、澳洲、英國、紐西蘭；但高於韓國與中國。此外，聯合國貿易發展會議（UNCTAD）之2008年（民國 97年）創意經濟報告，在創意產品外銷額比較方面，與其他國家相較，如中國、香港、德國、英國、法國於2001年（民國 90年）至2005年（民國 94年）均逐年大幅成長，我國與韓國則相對持平。聯合國貿易發展會議創意經濟報告亦顯示，與發展中國家比較，我國在藝術與工藝產品的多樣性高、但市場多樣性卻低，顯示我國藝術與工藝產品出口集中於少數的國家；但在音樂產業方面，我國音樂產品多樣性低、但市場多樣性較高，而產值亦僅次於古巴。

本年度文化統計工作，有幾項重要特色：（一）落實2004年文化統計指標架構。該架構乃透過委託研究，比較各國資料、衡諸國情所訂定的指標。（二）精簡文化統計序論撰述，以目的、發展、比較與現狀為主軸。（三）調整文化統計章節架構及統計結果呈現形式，以切合統計分類邏輯。（四）修正文化統計問卷內容，以符合當前社會現狀與分析目的。（五）統整與精簡歷年來我國文化統計之異同並去蕪存菁。（六）接軌國際觀念、含納文化潮流，並作為研究之基礎資

料。(七)加入文化統計摘要與各圖表之英文翻譯。(八)強化文化統計專業與建立標準流程作業。總之，文化統計工作需與時俱進，適時調整，方能掌握國家文化脈動。

我國政府文化統計最終乃反映國家文化資源分配與落實情形，並依此適度調節，期能全民均享文化，社會發展文化，族群保有文化，最終達成文化立國之長遠目標。

(計畫主持人廖新田、協同主持人林詠能共同撰稿)

## 2008 Cultural Statistics Abstract

Cultural statistics classify, organize, record, and present defined cultural environments, outputs, behaviors, and activities primarily using the quantitative method to provide an understanding and grasp of cultural phenomena, as well as a basis for analysis, operation, and interpretation.

Cultural statistics development in Taiwan first appeared in the 68<sup>th</sup> year of the Republic of China (A.D.1979), in the chapter, "Culture and Leisure" of the "*Social Indicators Annual Report*" from the Directorate General of Budget, Accounting and Statistics (DGBAS) of Executive Yuan. In the 1980s, Taiwan's cultural statistics primarily emerged from the DGBAS of the Executive Yuan. In the 73<sup>rd</sup> year of the Republic of China (A.D.1984), the DGBAS of the Executive Yuan and the Institute of Ethnology in Academia Sinica conducted a social change basic survey and compiled it into a special issue, "*Taiwanese Society in Transition*." In the 76<sup>th</sup> year of the Republic of China (A.D.1987), cultural statistics appeared in the "Statistic Range Division Plan for All Levels of the Government and the Central Government Agency." This plan included 8 subcategories and 46 items separately responsible by the Government Information Office, the Council for Cultural Affairs (CCA) of Executive Yuan, the Research, Development and Evaluation Commission, the Council of Agriculture, the Ministry of the Interior, the Ministry of Education, the National Palace Museum, the National Museum of History, and other agencies with compilation authority resting on the Council for Cultural Affairs. In the 77<sup>th</sup> year of R.O.C. (A.D.1988), to develop official statistics, the DGBAS actively assisted each cultural agency to gather statistics about cultural facilities, activities, and participation. The Government Information Office developed reports about general conditions of mass communication business management, program content, types of publication, and content, all in the domain of cultural statistics.

In the 80<sup>th</sup> year of the R.O.C. (A.D.1991), the Council for Cultural Affairs first published, "The 80<sup>th</sup> Year Cultural Statistics Compilation." In the following year, the CCA published, "*The 81<sup>st</sup> Year Cultural Statistics Compilation*," and in the same year also published, "*The 81<sup>st</sup> Year Cultural Statistics*," after which the Council published annual periodical reports. Beginning in the 89<sup>th</sup> year of the R.O.C. (A.D. 2000), the Council for Cultural Affairs proposed culturally relevant national development policies. Therein, the concept of "cultural and creative industries" became Taiwan's primary cultural policy. After publishing "the 90<sup>th</sup> Year of Cultural Statistics," the CCA divided cultural statistics into three main fields: cultural environment, cultural activities, and cultural literacy, and afterwards developed fourteen sub-fields and thirty-five statistical categories. In the 92<sup>nd</sup> year of the R.O.C. (A.D. 2003), "the characteristics of cultural and creative industries," "the domain of industries," and "the summary of major international developments in national, cultural, and creative industries," was added to cultural statistics. In the 96<sup>th</sup> year of the R.O.C. (A.D. 2007), the "*Cultural Statistics Content and year 94<sup>th</sup>~95<sup>th</sup> Publication Plan*" established four major areas of cultural statistics: "Culture and Politics," "Culture and Education," "Culture and Society," and "Culture and Economy."

The *2008 Cultural Statistics* revision was modified with reference to UNESCO's "Cultural Statistics Framework" and the cultural statistics and cultural participation survey formats of the European Union, the United States, and Taiwan. In addition to connecting with previous Taiwan cultural statistics data, the revision also aligned with international practice. The following article is part of the cultural statistical results and partial country comparison summary:

**Culture and Administration:** In the 97<sup>th</sup> year of the Republic of China (A.D. 2008), the central government's total budget was NT\$1.711717 trillion and the cultural expenditure budget was NT\$22.187 billion. The total cultural budget expenditure accounted for 1.30 percent of the central government's total budget. Over the past decade, cultural expenditures have accounted for 1.14 to 1.53 percent; the average annual cultural expenditure budget has accounted for about 1.31 percent of the total budget. Compared with other countries, Taiwan's cultural budget expenditure as a percentage of the total budget is low. According to the Organization for Economic Cooperation and Development (OECD) statistics, in 2008 (the 97<sup>th</sup> year of the Republic of China), the cultural expenditure as a percentage of the total budget of countries including the Netherlands (2.93%), France (2.90%), Korea (2.46% in 2007), the United Kingdom (2.26%), and Germany (1.39%) exceeded that of Taiwan. The percentage of Taiwan's expenditure is only higher than that of the United States (0.83%) and Japan (0.32% in 2007), the world's top two largest economies.

**Culture and Education:** In the 97<sup>th</sup> year of the Republic of China year (A.D. 2008), the CCA and its affiliated units conducted 488 talent cultivation programs with the number of trainees reaching 23,153 people. Among these, fifty-one cultivation programs organized by the CCA trained 3,399 people. Thirty-seven students enrolled in the cultural field through the Study-Abroad National Scholarship Examination, in the 97<sup>th</sup> year of the R.O.C. Sixteen of those were in the art field, accounting for 43.24 percent of the total number of people admitted into cultural fields. Of the entire class of admitted students that same year, those in the cultural fields accounted for 35.92 percent. Besides exceeding 30 percent in the 97<sup>th</sup> year of the R.O.C. (A.D.2008), the percentage of those admitted into cultural fields after taking the Study-Abroad National Scholarship Examination in other years was between 12 and 30 percent. In addition, studying abroad through other methods has also influenced the aforementioned situation.

**Culture and Society:** According to data from the "National Information System for Artistic and Cultural Activities," 50,705 arts and cultural performance activities were held in the 97<sup>th</sup> year of the R.O.C. (A.D.2008) with an attendance of about 137,351,000 people, a 13.71 percent increase compared with year 96 (A.D.2007). Among the 1,319 interviewees aged 15 or above, 98.5% participated in culture and arts-related activities in the 97<sup>th</sup> year of the R.O.C. (A.D. 2008), indicating a high degree of participation. The participation rate for the various activities included 96.3% for mass communication, 79.4% for culture and arts organizations and facilities, 73.3% for living arts activities, and 37.6% for visual arts. Although Taiwan's cultural expenditure percentage is relatively low, the participation rate in cultural activities is similar to, if not better than, that in other advanced countries. For example, the percentage of Taiwanese over 15 years of age who visited museums more than once in the 97<sup>th</sup> year of the R.O.C. was 46.80%,

higher than that of the United Kingdom (44.50%), Japan (42.20% in 2009), France (42.00%), the United States (22.70%, art museum), and the EU-27 average (41.00% in 2007).

**Culture and Economy:** In the 97<sup>th</sup> year of the R.O.C. (A.D.2008) firms in the cultural and creative industries totaled 49,372, with a total business volume of NT\$588.9 billion. In the 97<sup>th</sup> year of the R.O.C. (A.D. 2008) the total average family expenditure for entertainment and cultural education services was NT\$88,122, 1.7 percent less than the 96<sup>th</sup> year of the R.O.C. (A.D.2007). The increase in education and research expenses (2.7% annual growth), as well as other consumption expenditure items all exhibited a negative annual growth rate. According to Taiwan's "2008 Cultural and Creative Industry Development Annual Report," the value of Taiwan's culture and creative industries in the 96<sup>th</sup> year of the R.O.C. (A.D.2007) accounted for 2.65 percent of the GDP. The employment rate was 2.06 percent. After making domain adjustments, the production value estimate was 3.18 percent of the GDP—higher than Australia (2.93%), China (2.45%), and New Zealand (1.69%), but lower than the United States (6.56%), the United Kingdom (3.7%), and South Korea (3.52%). The adjusted employment rate for cultural and creative industries was 2.06%, lower than the United States (4.03%), Australia (3.8%), the United Kingdom (2.5%), and New Zealand (2.34%), but higher than South Korea (1.89%) and China (1.48%).

At the time of publishing Taiwan's *2008 Cultural Statistics*, UNESCO published a new version of the *2009 Framework for Cultural Statistics*, which amended the inadequacies of the *1986 Framework for Cultural Statistics*. In response to the rapid development of science and technology and the rise of culture and creative industries, UNESCO proposed "culture cycle," "cultural domains," and "related domains" for references. Some statistical data in the *2008 Cultural Statistics* were not entirely the same as that of UNESCO's *2009 Framework for Cultural Statistics*. Future research should revise the data in accordance with this new framework. Culture displays national and societal vigor; on the occasion of the publication of the *2008 Cultural Statistics*, we hope that both government and private sectors can maintain and promote cultural construction and development to create a new page in quality cultural traditions.

*(Co-written by Project Host Xin-Tian Liao and Co-Host Yong-Neng Lin)*