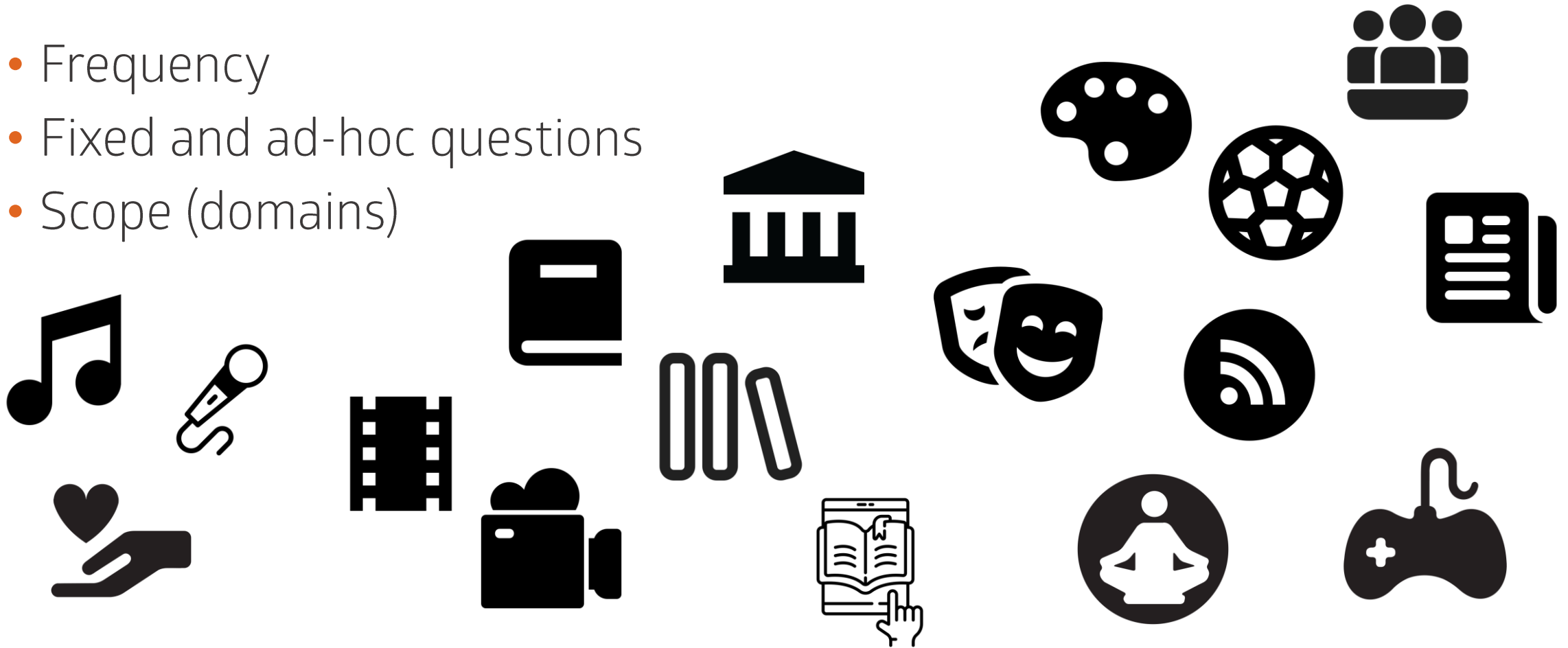


Cultural consumption and COVID-19 in Denmark

Agnes Tassy, Statistics Denmark

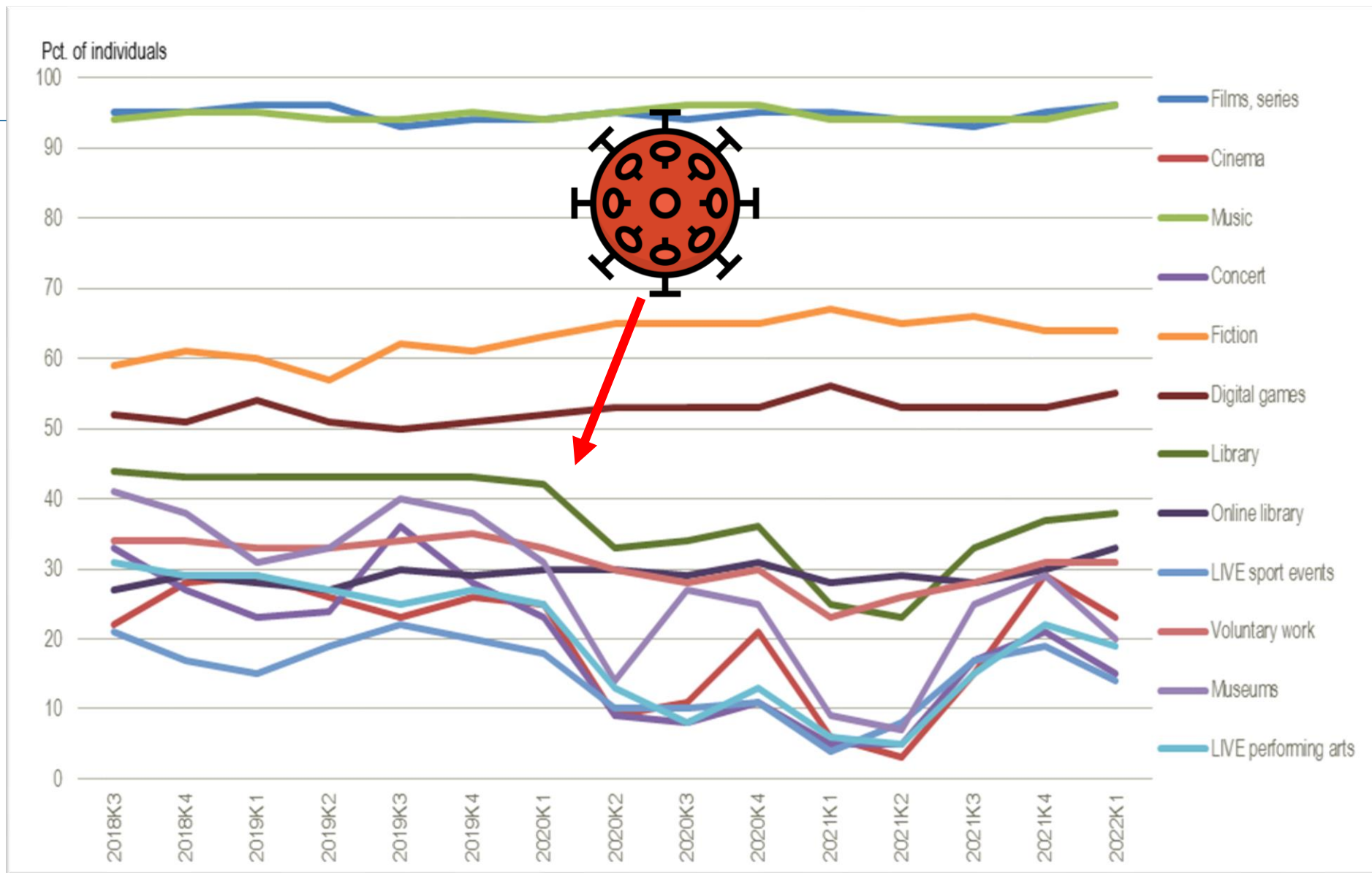
Studying cultural habits

- Frequency
- Fixed and ad-hoc questions
- Scope (domains)

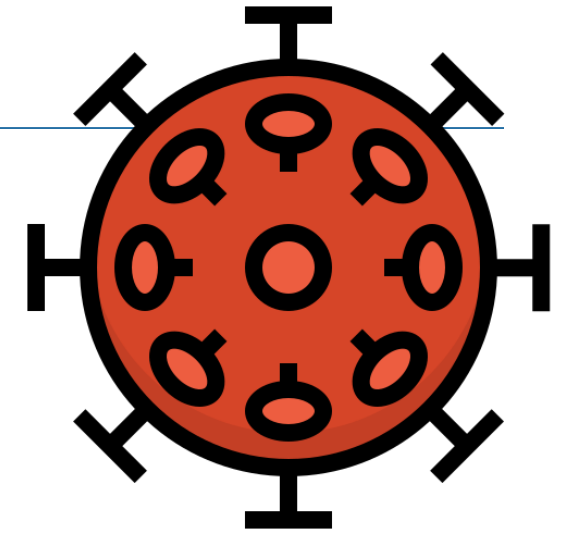


Research questions

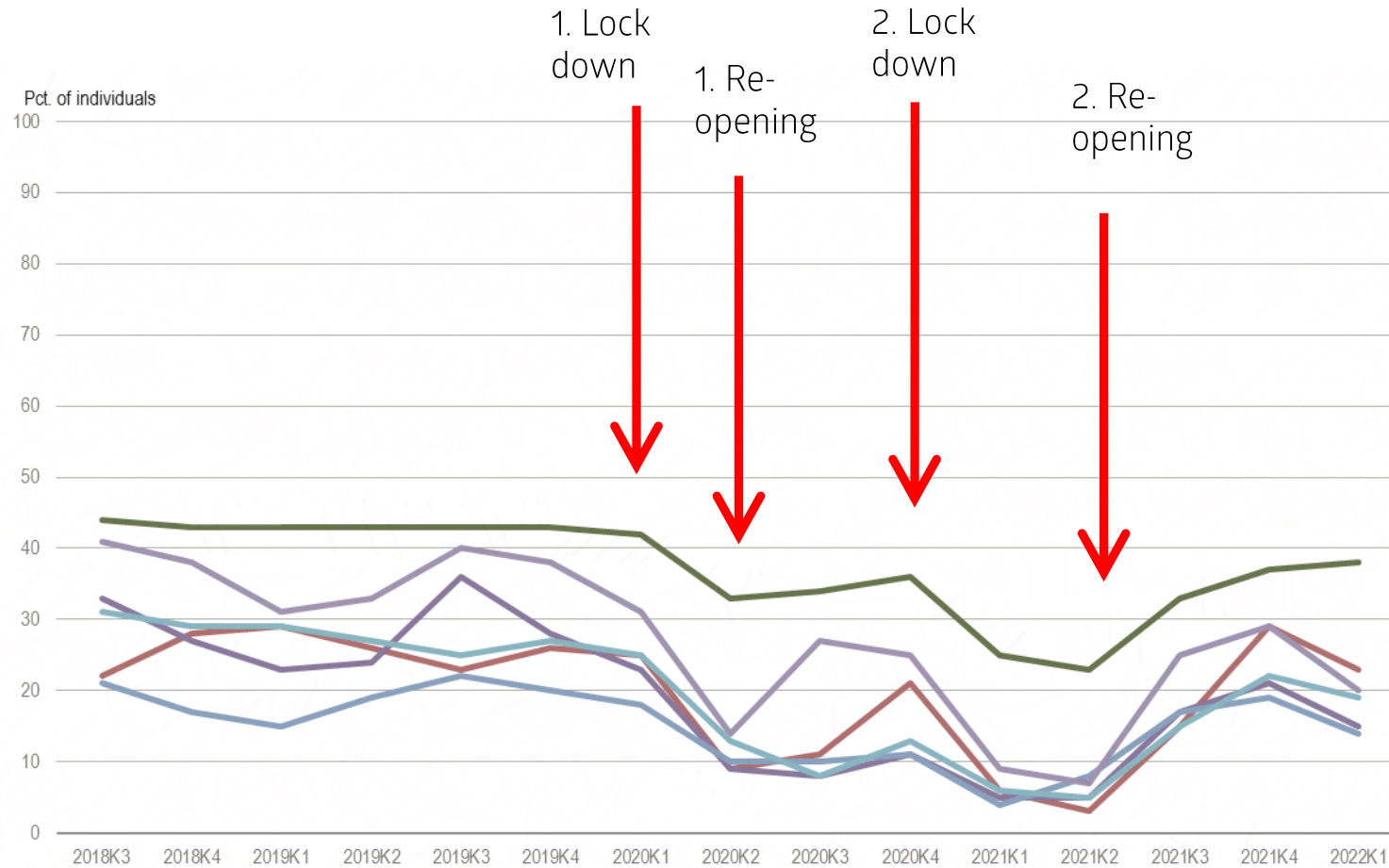
- Which cultural domains are most affected by COVID-19?
- Is there a difference between the characteristics of pre- and post-pandemic cultural consumers?
- Has cultural consumption become more digital between 2018 and 2022?



COVID-19 timeline in Denmark



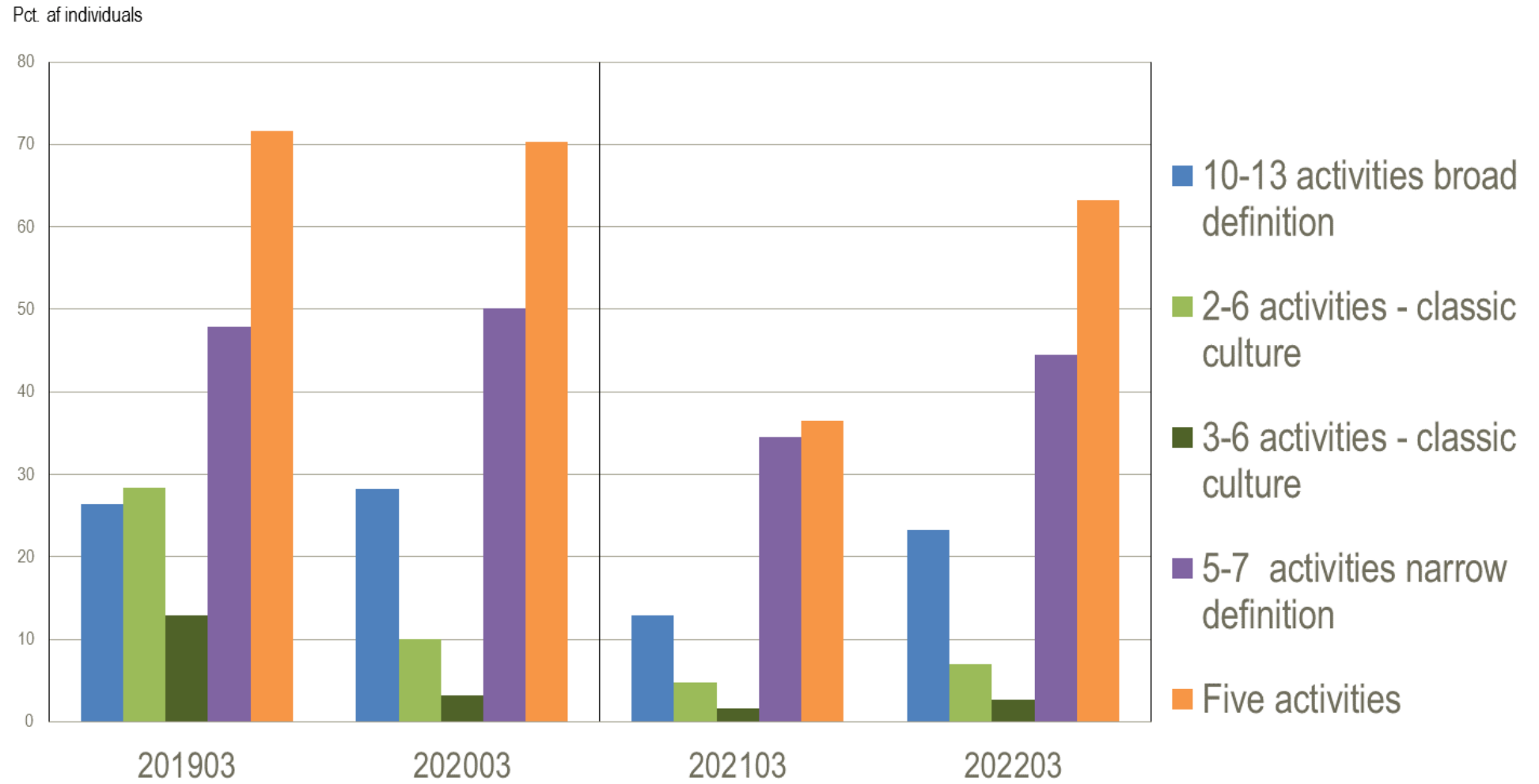
Re-openings with limitations
(megaconcerts and festivals)
→ September 2021



A closer look at cultural activities

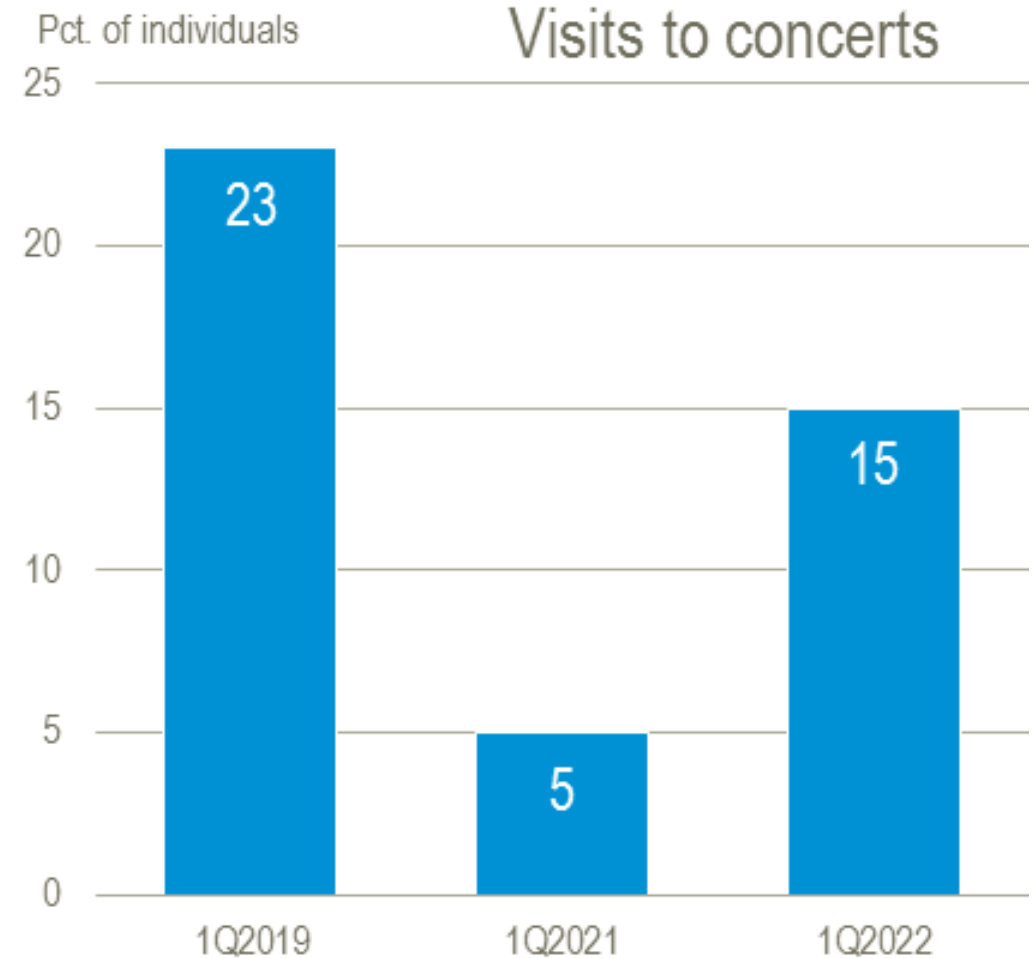
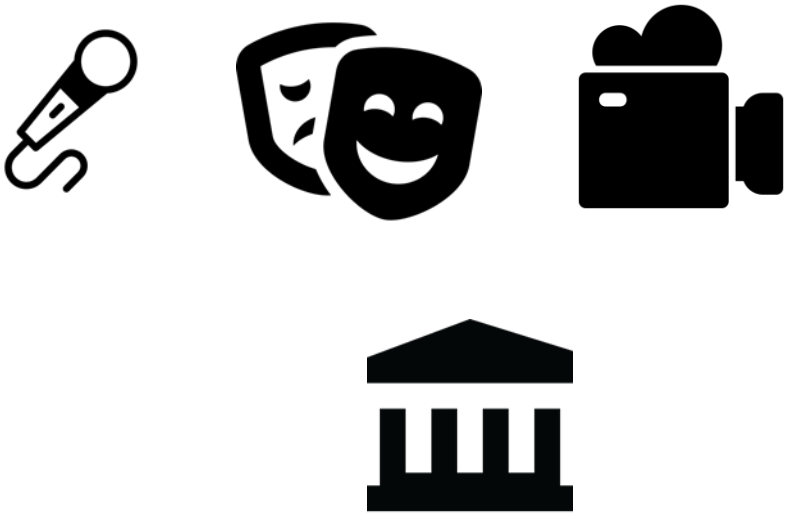
- Baskets
- Individual activities/domains

Cultural consumption baskets



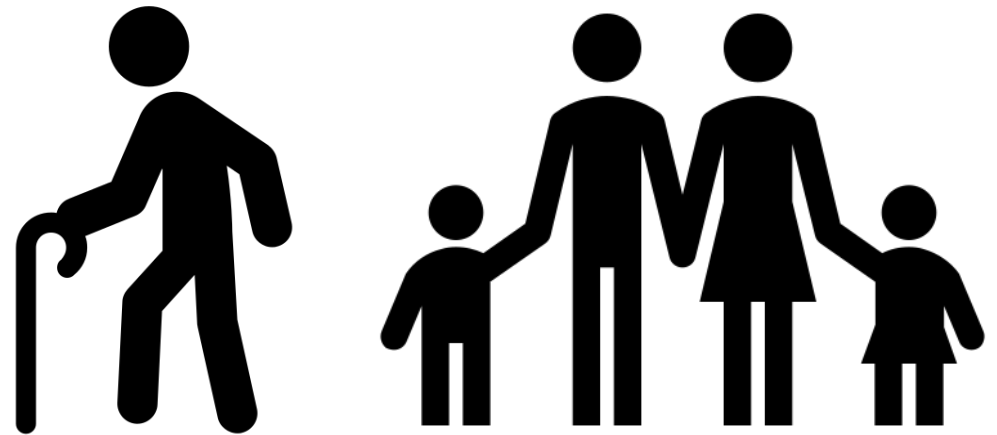
Selected cultural activities

- Sectors mostly affected

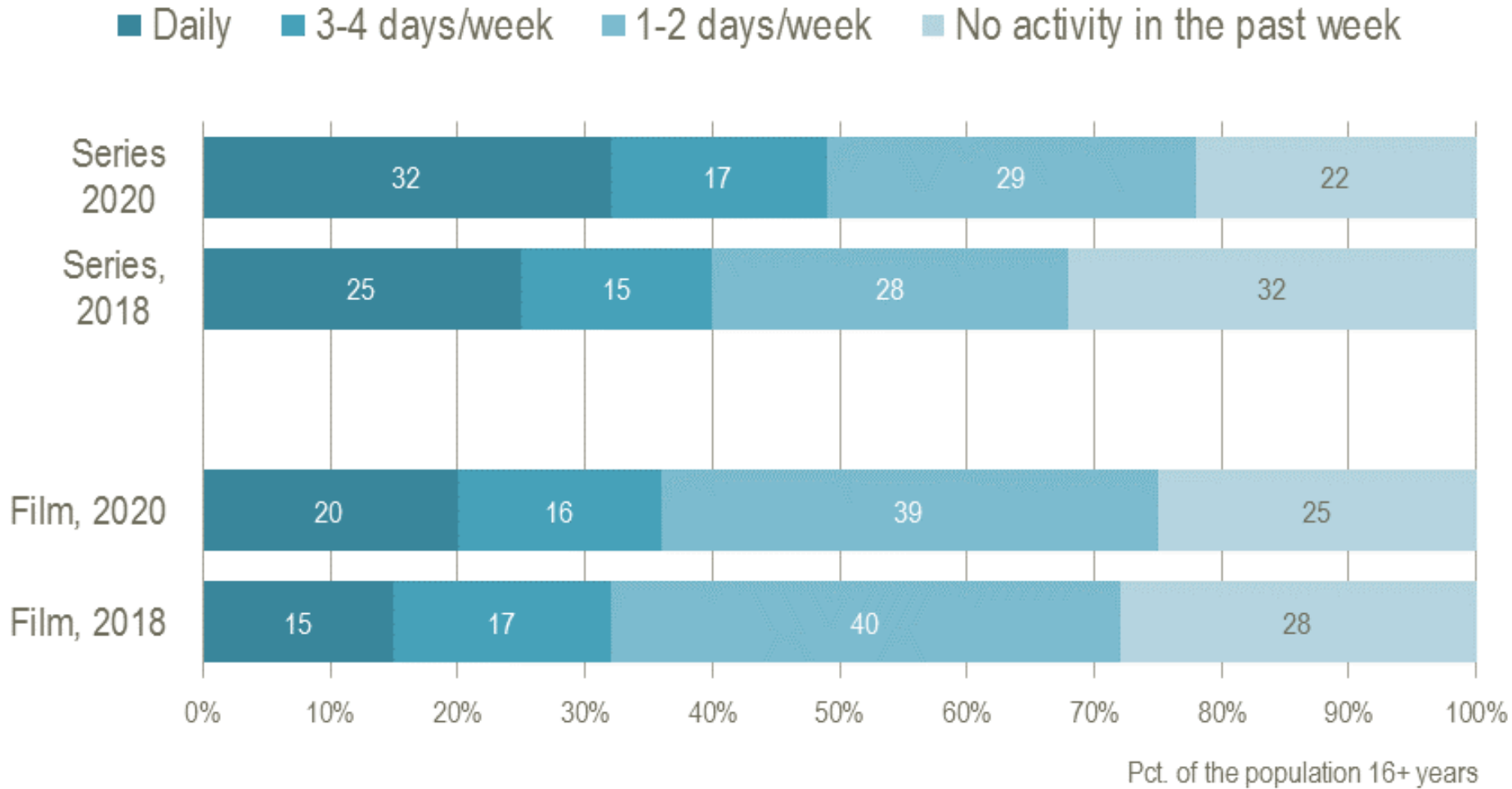
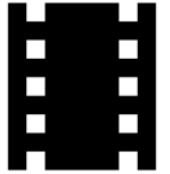


Pre- and post pandemic cultural consumption

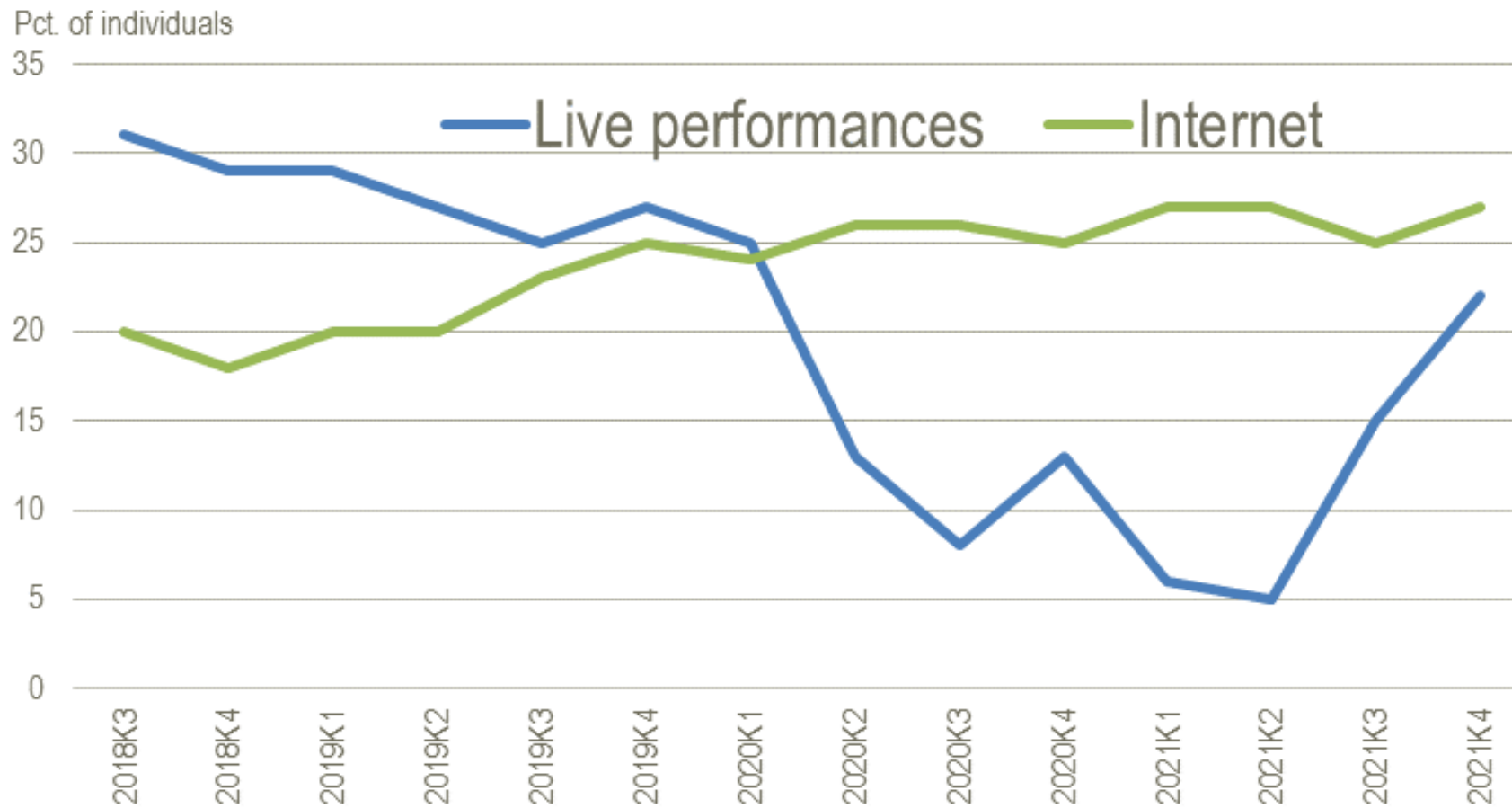
- Change in the characteristics of consumers?
- Substitution?
- Increased digitalization?



Substitution?

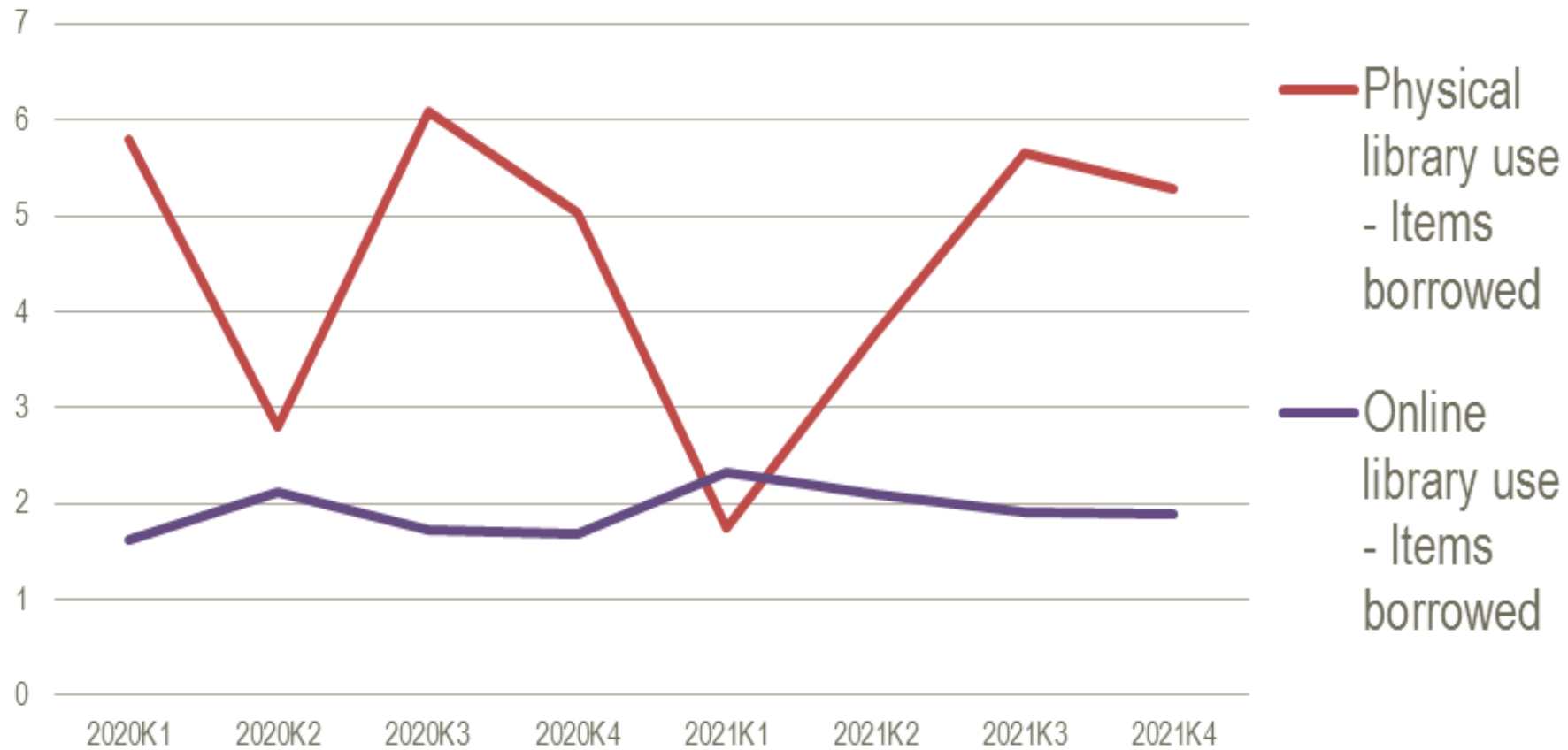


Substitution?



Substitution?

Million items



Physical library use - Items borrowed

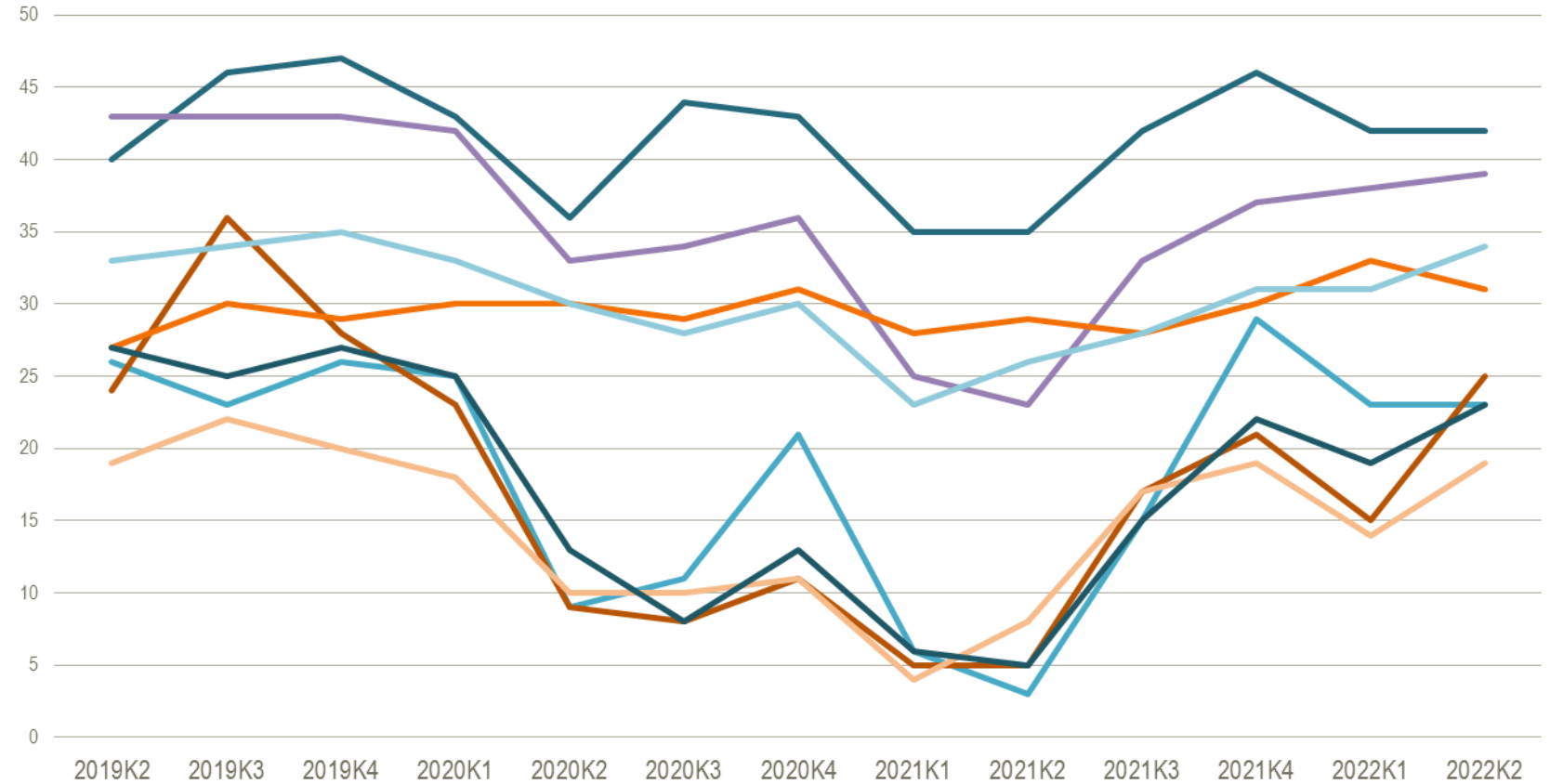
Online library use - Items borrowed

CONCLUSIONS

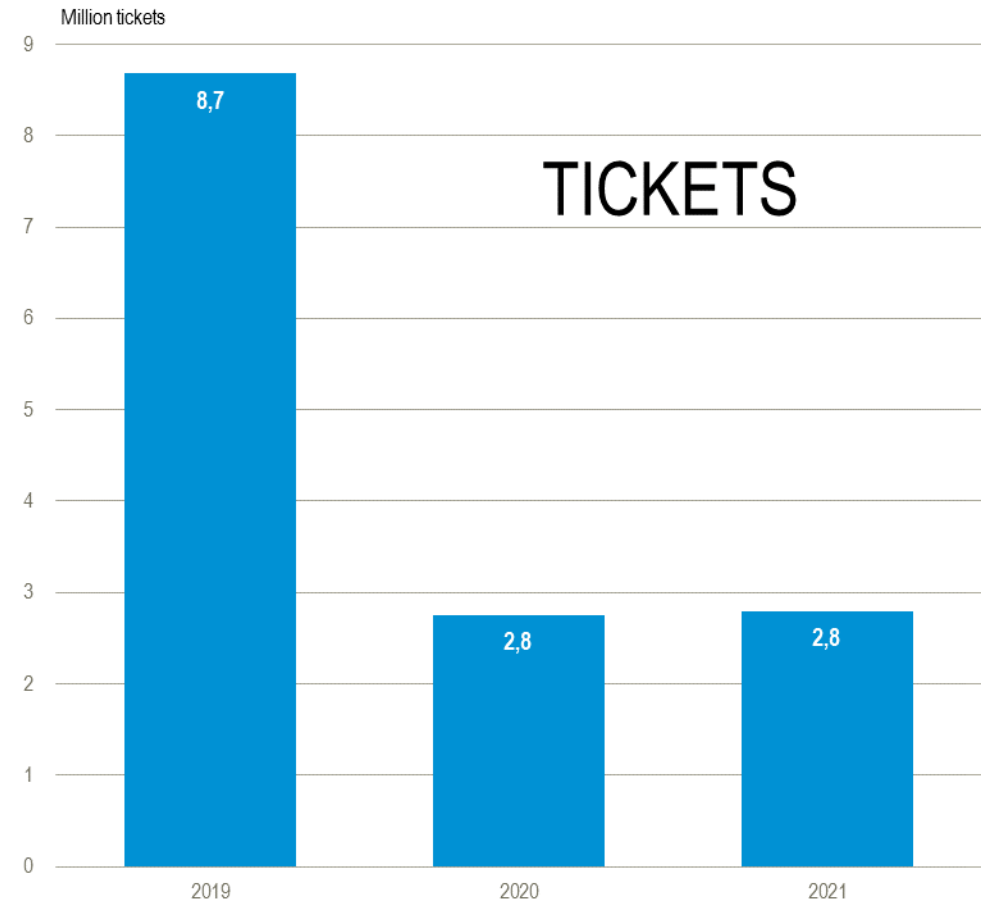
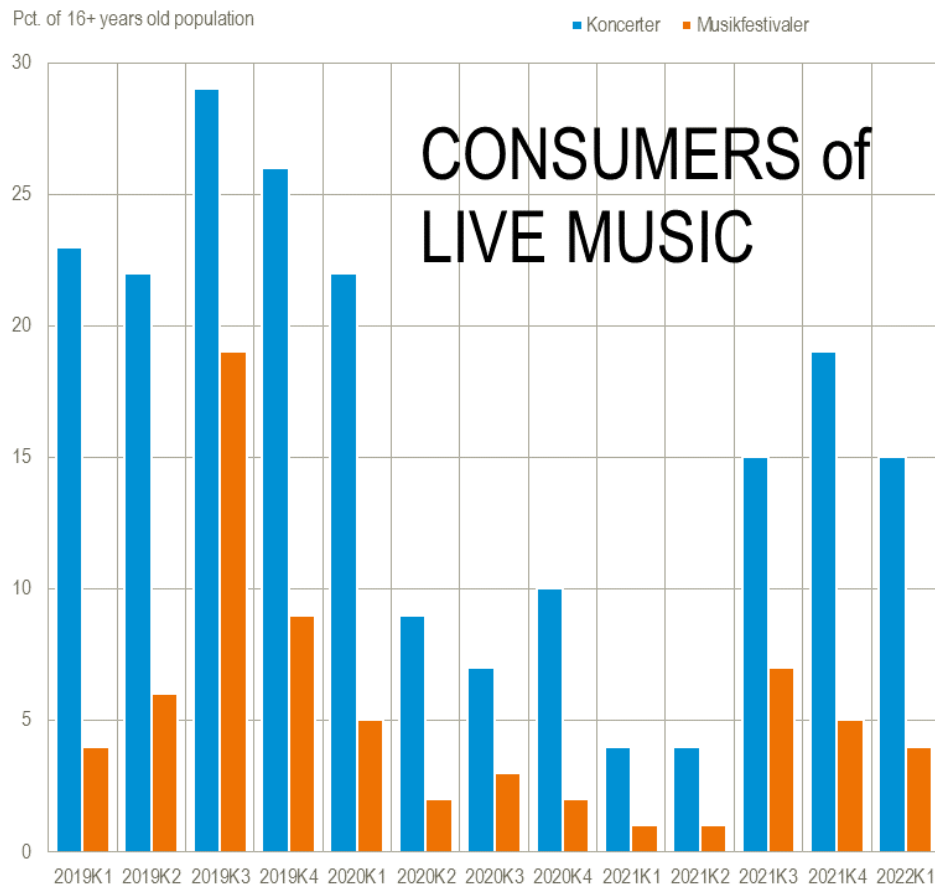
- Cultural participation 2019 > 2022
- Cultural participation 2019 = 2022
- No significant change in the characteristics of consumers
- Limited substitution
- Increased digitalization

BACK TO NORMAL?

- 2H2022 data
- Ticket numbers?

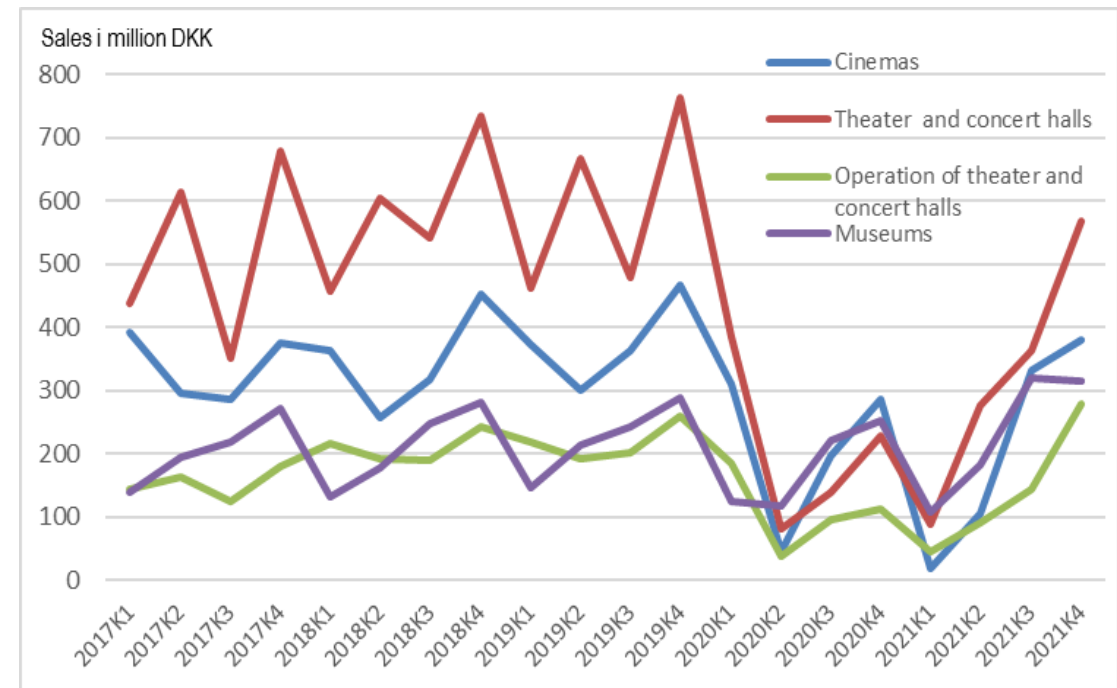


Live music tickets vs. no. of consumers



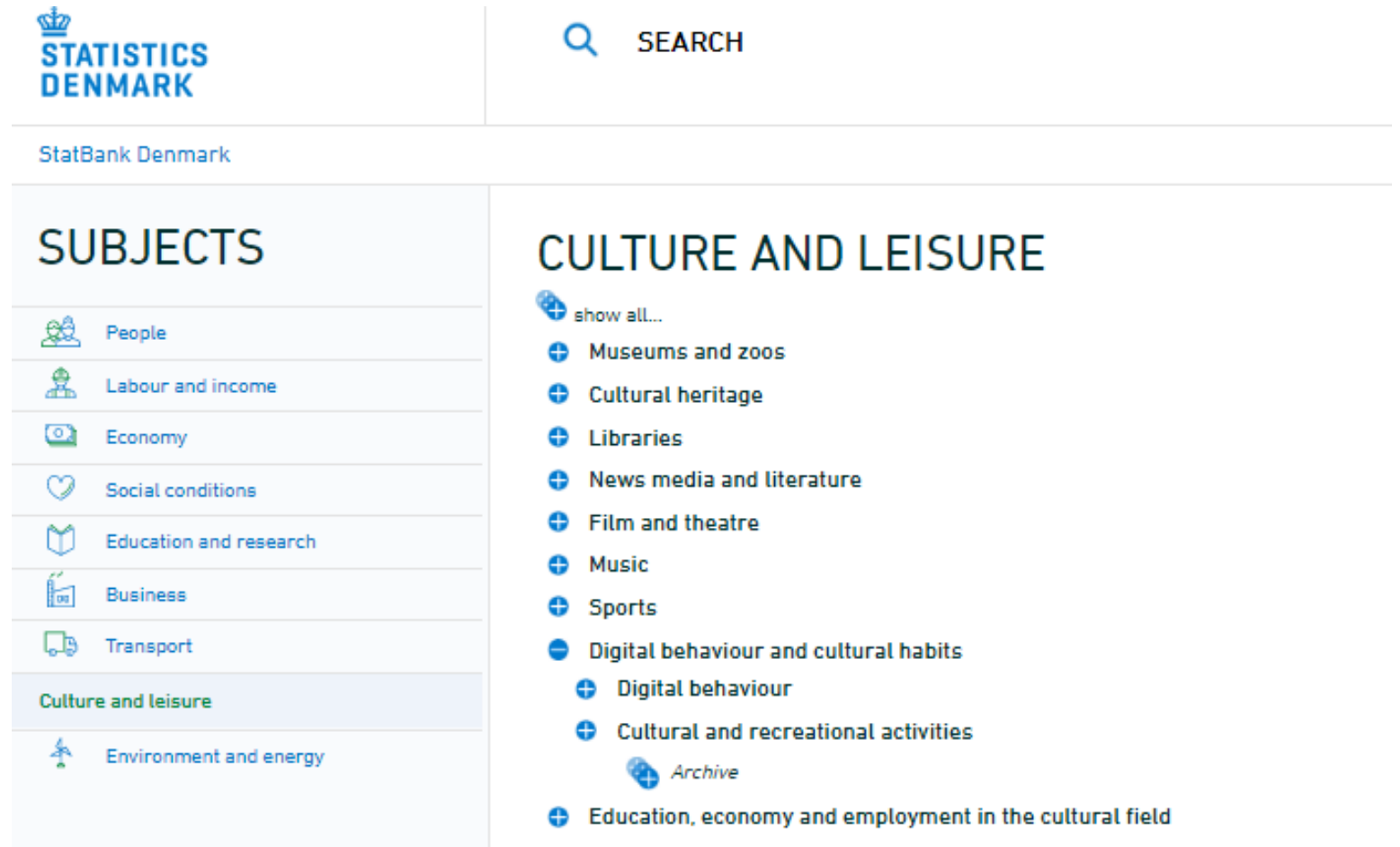
Points to take away

- Frequency of data collection
- Think digital /non-physical channels
- Data re. participation is a good predictor of sales and revenues (cultural enterprises and artist)



Further information

- 143 public tables
- 32 publications
- micro data
-  ata@dst.dk



The screenshot shows the Statistics Denmark website interface. At the top left is the logo for Statistics Denmark, and at the top right is a search bar labeled 'SEARCH'. Below the logo is the text 'StatBank Denmark'. The main content area is divided into two columns. The left column is titled 'SUBJECTS' and lists various categories: People, Labour and income, Economy, Social conditions, Education and research, Business, Transport, Culture and leisure (highlighted in blue), and Environment and energy. The right column is titled 'CULTURE AND LEISURE' and lists sub-categories: show all..., Museums and zoos, Cultural heritage, Libraries, News media and literature, Film and theatre, Music, Sports, Digital behaviour and cultural habits (with a minus sign), Digital behaviour, Cultural and recreational activities, Archive, and Education, economy and employment in the cultural field.