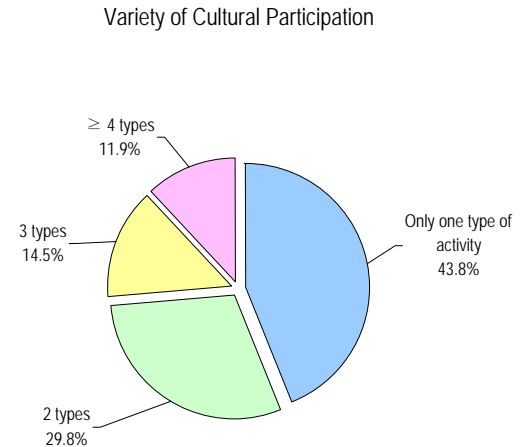
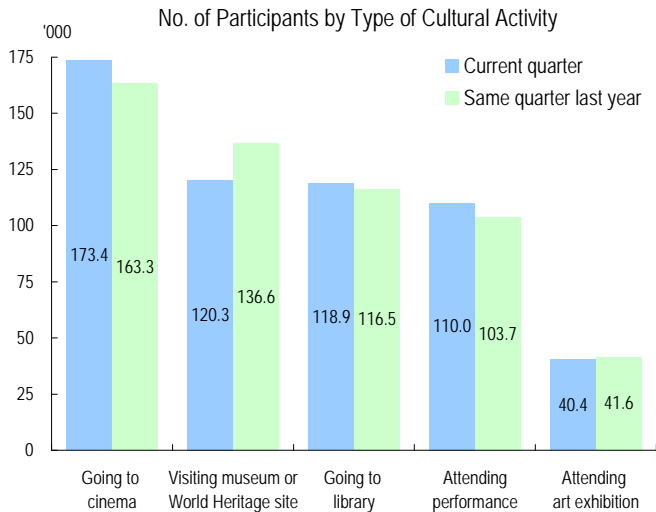


- A total of 284,000 individuals participated in cultural activities, accounting for 53.6% of the population aged 16 and above, down by 3.1 percentage points compared with the second quarter of 2013. The cultural activity participation rate for male (50.2%) decreased by 6.4 percentage points year-on-year.
- Among the various cultural activities, watching movie at cinema continued to have the highest number of participants, at 173,000, up by 6.2% year-on-year; those visiting museums or World Heritage sites (120,000) decreased by 12.0% year-on-year while those going to libraries (119,000) increased by 2.1%.
- Participants who took part in only one type of cultural activity accounted for 43.8%; meanwhile, 26.4% of the participants took part in three or more types of cultural activities.
- A total of 241,000 local residents (excluding non-resident workers) participated in cultural activities, up slightly by 0.4% year-on-year; the cultural activity participation rate was 56.7%, down by 0.9 percentage points year-on-year.

Principal Indicators

	General			Local Resident		
	Current quarter	Same quarter last year	Change	Current quarter	Same quarter last year	Change
Participants in cultural activities ('000)	284.5	285.3	-0.3 %	240.9	240.0	0.4 %
Male	129.1	135.1	-4.5 %	105.5	114.4	-7.7 %
Female	155.4	150.2	3.5 %	135.4	125.6	7.8 %
Cultural Activity Participation Rate (%)	53.6	56.7	-3.1 p.p.	56.7	57.6	-0.9 p.p.
Male	50.2	56.6	-6.4 p.p.	55.4	58.3	-2.9 p.p.
Female	56.7	56.8	-0.1 p.p.	57.8	57.0	0.8 p.p.

p.p. Percentage point

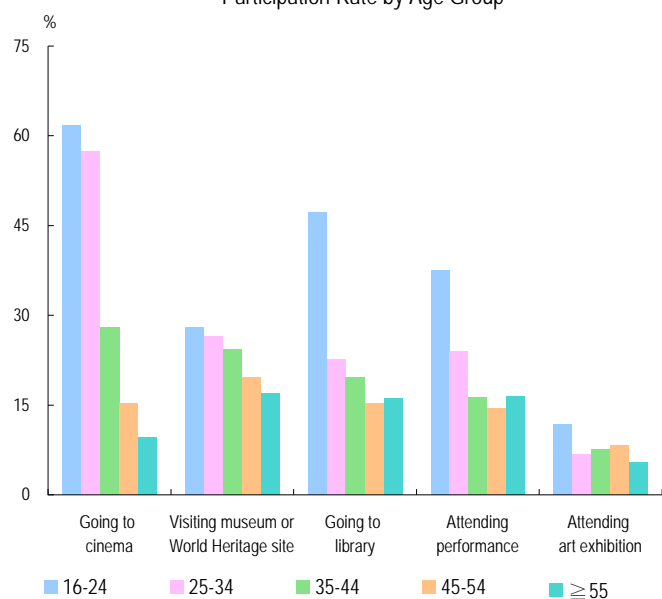


Cultural Activity Participation Rate

	General			Local Resident		
	Current quarter	Same quarter last year	Change (p.p.)	Current quarter	Same quarter last year	Change (p.p.)
Going to cinema	32.6	32.4	0.2	34.1	33.1	1.0
Visiting museum or World Heritage site	22.6	27.1	-4.5	23.0	25.6	-2.6
Going to library	22.4	23.1	-0.7	25.6	26.3	-0.7
Attending performance	20.7	20.6	0.1	24.6	21.9	2.7
Attending art exhibition	7.6	8.3	-0.7	9.1	8.1	1.0

p.p. Percentage point

Participation Rate by Age Group



Going to cinema

- The participation rate for going to cinema to watch movie was 32.6%, up slightly by 0.2 percentage points.
- This type of activity was more popular among youngsters, with the participation rate of those aged 16-24 reaching 61.7%; the rate of those aged 25-34 increased by 5.7 percentage points year-on-year to 57.4%.
- With the government's efforts to promote locally-produced films and videos in recent years, 12.9% of those going to cinema had watched locally-produced films and videos, up slightly by 0.5 percentage points year-on-year.
- The participation rate of students going to cinema was 65.4%, up by 1.0 percentage point year-on-year, and the rate of non-students (29.4%) increased by 0.3 percentage points.

Average Visit per Participant by Age Group

	Visiting museum or World Heritage site			Attending performance			Attending art exhibition
	Subtotal	Museum	World Heritage site	Subtotal	Music or dance	Theatre	
Total	3.0	2.1	2.3	2.4	1.7	2.3	2.0
16-24	3.0	1.8	2.3	2.1	1.6	1.8	2.1
25-34	3.3	2.4	2.3	2.1	1.6	1.8	2.1
35-44	3.1	2.2	2.3	2.2	1.8	1.9	1.9
45-54	2.8	1.9	2.3	2.4	1.7	2.2	1.9
≥55	2.8	1.9	2.2	3.5	1.8	3.4	1.8

Participation in Local or Overseas Activities

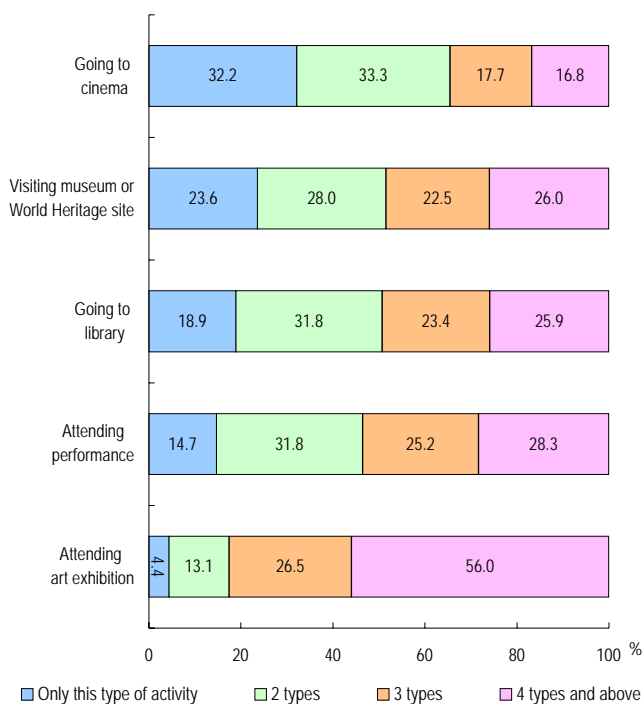
'000

	Total	Local activity	Overseas activity
Visiting museum or World Heritage site	120.3	120.3	..
Museum	81.3	81.3	..
World Heritage site	87.7	87.7	..
Attending performance	110.0	107.1	6.5
Music or dance	83.5	80.8	5.0
Theatre	53.8	52.4	2.3
Attending art exhibition	40.4	39.3	1.3
.. Not applicable			

Visiting museum or World Heritage site

- Those visiting museums or World Heritage sites (120,000) decreased by 12.0% year-on-year; the participation rate was 22.6%, down by 4.5 percentage points. Those visiting World Heritage sites fell by 21.0% to 88,000, while those visiting museums increased by 19.7% to 81,000.
- Visiting museums or World Heritage sites had the highest participation rate among the middle-aged and the elderly; the respective rate for those aged 45-54, and 55 and above was 19.6% and 17.0%, and the average visit for both was 2.8 per participant.
- Overall, the average visit per participant was 3.0, down slightly from 3.1 in the same quarter of 2013 but still higher than other activities.

Variety of Cultural Participation by Activity Type



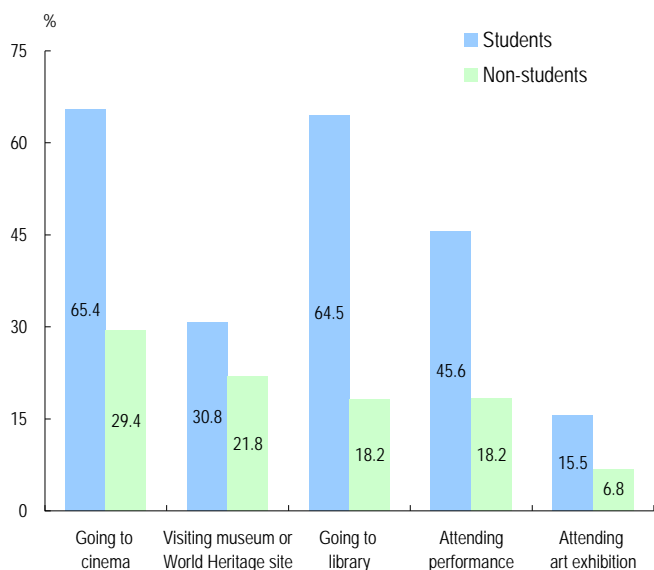
Attending performance

- Those attending performances totalled 110,000, up by 6.0% year-on-year; the participation rate increased slightly by 0.1 percentage point to 20.7%. Those attending music or dance performances increased by 6.7% to 83,000, and those attending theatre performances also rose by 1.2% to 54,000.
- Among those attending performances, 97.4% attended local performances and 5.9% attended performances outside Macao.
- The participation rate was highest among those aged 16-24, at 37.6%, up by 7.6 percentage points year-on-year; meanwhile, those aged 45-54 had the lowest rate of 14.4%, down by 1.9 percentage points.
- Those aged 55 and above had the highest average attendance of 3.5 per participant, and 72.0% of them attended theatre performances. Meanwhile, those aged 16-24 and 25-34 had the lowest average attendance of 2.1, with the majority attending music or dance performances, at 76.3% and 90.9% respectively.

Attending art exhibition

- There were 40,000 individuals attending art exhibitions, down by 2.9% year-on-year; the participation rate dropped slightly by 0.7 percentage points to 7.6%.
- Among those going to art exhibitions, 97.2% attended local exhibitions and 3.3% attended exhibitions outside Macao.
- About 95.6% of those attending art exhibitions also took part in other types of cultural activities, up by 0.9 percentage points year-on-year.

Participation Rate of Students and Non-students



Going to library

- Those going to the libraries (119,000) increased by 2.1% year-on-year; the participation rate was 22.4%, down slightly by 0.7 percentage points.
- The participation rate of students (64.5%) was higher than that of non-students (18.2%), with the difference between the two narrowing from 50.0 percentage points in the second quarter of 2013 to 46.3 percentage points.
- Those engaging in Education had the highest participation rate of 46.8%, followed by those working in Public Administration & Social Security (41.1%).

Cultural Activity Participation Rate by Industry

	Going to cinema	Visiting museum or World Heritage site	Going to library	Attending performance	Attending art exhibition
Recreational, Cultural, Gaming & Other Services	38.5	21.2	16.5	18.4	5.8
Hotels, Restaurants & Similar Activities	43.3	21.6	16.7	16.7	4.2
Wholesale & Retail Trade	38.7	21.6	15.4	17.1	7.0
Public Administration & Social Security	48.3	35.1	41.1	33.6	19.8
Real Estate & Business Activities	31.3	15.1	19.3	19.5	5.4
Education	49.1	44.2	46.8	51.7	24.9

### Reasons for Not Participating in Cultural Activities %

	Going to cinema	Visiting museum or World Heritage site	Attending performance	Attending art exhibition
No time	49.9	54.1	53.2	44.5
No interest	43.8	41.3	53.4	56.0
Visited before	..	25.7	..	..
Others	16.6	9.2	16.6	9.6

.. Not applicable

Note: Multiple reasons can be selected

### Reasons for Not Participating in Cultural Activities

- Main reasons for not participating in cultural activities were "No time" and "No interest".
- About 54.1% of those not visiting museums or World Heritage sites stated that they had "No time", while 25.7% stated that they had "visited before".
- About 56.0% of those not attending art exhibitions indicated that they had "No interest".

#### Explanatory Notes

Data on the Survey on Participation of Residents in Cultural Activities were collected in the second quarter of 2014 through a supplementary questionnaire of the Employment Survey.

Total sample size consists of 2,100 residential units and the observation unit is individuals aged 16 and above living in these units. In the sample, a total of 1,982 units were occupied, comprising 1,583 successful interviews, 78 refusals and 321 non-contacts; the response rate stood at 79.9%.

In accordance with the UNESCO Framework for Cultural Statistics, and with due consideration of the local context, cultural activities in this survey include:

- Going to cinema: watching movies at cinema or in other public places
- Visiting museum or World Heritage site: visiting museums or World Heritage sites in Macao
- Going to library: going to libraries in Macao
- Attending performance: attending art performances such as opera, drama, Cantonese opera, orchestra, concert, ballet, folk dance, etc.
- Attending art exhibition: attending visual art exhibitions (e.g. photography, painting, drawing, etc.) and craft exhibitions (e.g. ceramics, embroideries, etc.)

The reference period of participation in cultural activities refers to the six months prior to the date of interview.

#### Glossary

**Cultural activities** — Include going to cinema, visiting museum or World Heritage site, going to library, attending performance and attending art exhibition.

**Participants in cultural activities** — Individuals aged 16 and above who participate in cultural activities during the reference period, excluding those who participate in such activities due to work or learning.

**Cultural Activity Participation Rate** — The percentage of those participate in cultural activities to the population aged 16 and above. The relevant participation rate is calculated according to the types of cultural activities and demographic characteristics (e.g. gender, age group, educational attainment, etc.).

For additional information:

<http://www.dsec.gov.mo/e/ipcc.aspx>

