

CULTURAL CONSUMPTION AS PART OF THE COLOMBIAN INCOME 1999-2004

(Case of Study – July)¹

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Plenty of people's consumption is referred to necessary products used every day, and the cultural products are classified as sumptuary groceries used aside the people's basic necessities.

But those cultural consumptions are the ones that cause great difference among people. Those frequent books consumers are more demanded in the labor market and those classic³music listeners are clearly different from those who listen tropical music.

Towards this phenomenon, understand the Colombian cultural consumption would let us know more about the population and see how prepared it is to face cultural and social changes, because those who consume more cultural products are more prone to cultural transformations.

¿WHICH ARE THE CULTURAL PRODUCTS?

Cultural products are those which insert a copyright in the good or service offered, introducing a cultural content to be culturally consumed⁴. In this way, a book is a clear example, but a hose adornment is not, since even though the good has inserted the creativity, it is used as a decorative article.

In Colombia we can determine the following cultural products: books, Records, Magazines, News Papers, Television by Subscription, Video and Cinema, Television, Radio, Theatre and Museums.

The first seven mentioned above are the center of study of our work, because the others have a very big problem when measuring their impact in the cultural consumption as part of the income: sometime they are free. They can be

¹ Written for COLPRENSA.

² Estudio del Observatorio de Economía Cultural del Centro de Estudios Culturales. (Cultural Economic Observatory Study of the Center of Cultural Studies)

³ Classic music refers to the cult European music interpreted by symphonic, Philharmonics and Camera group.

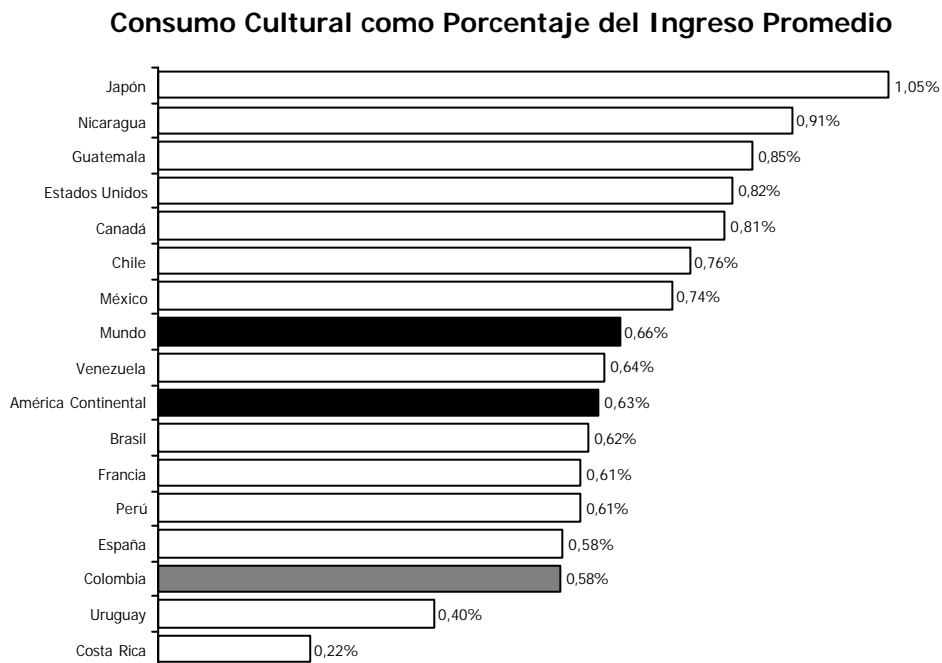
⁴ Taken by the UNESCO definition of cultural industries.

measured in dedicated hours, but their consumption is not easy to measure in monetary units.

The cultural products as was mentioned above, are great cultural transformers, even more in a globalize world where cultural products massive consumption end homogenizing people's attitudes and perceptions.

¿HOW MUCH DO COLOMBIANS SPENT IN CULTURE?

Colombians spent 0,58% of their income in cultural products. This quantity seems low but it is consistent with other countries spent where the effect of a better income causes a bigger spent.



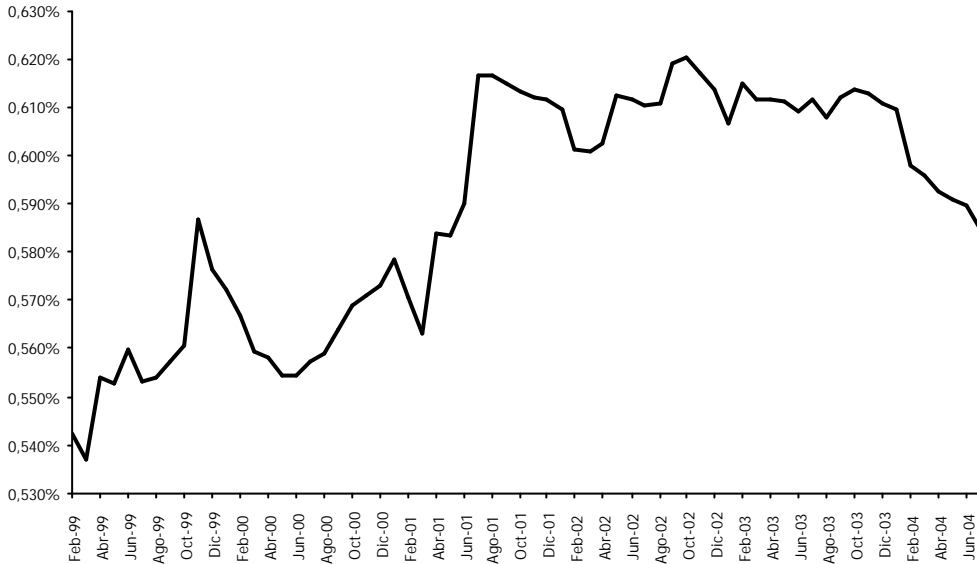
Source: Cultural Potential Consumption in America 2001⁵

This position is cause by several reasons like the cultural products access, the levels of income or the market's freedom of these products.

Is important to clarify that this Colombian result is a national average and has not been static in the time.

⁵ Herrera, Camilo (2003). Research work presented in the III Cultural and Development Seminary form UNESCO.

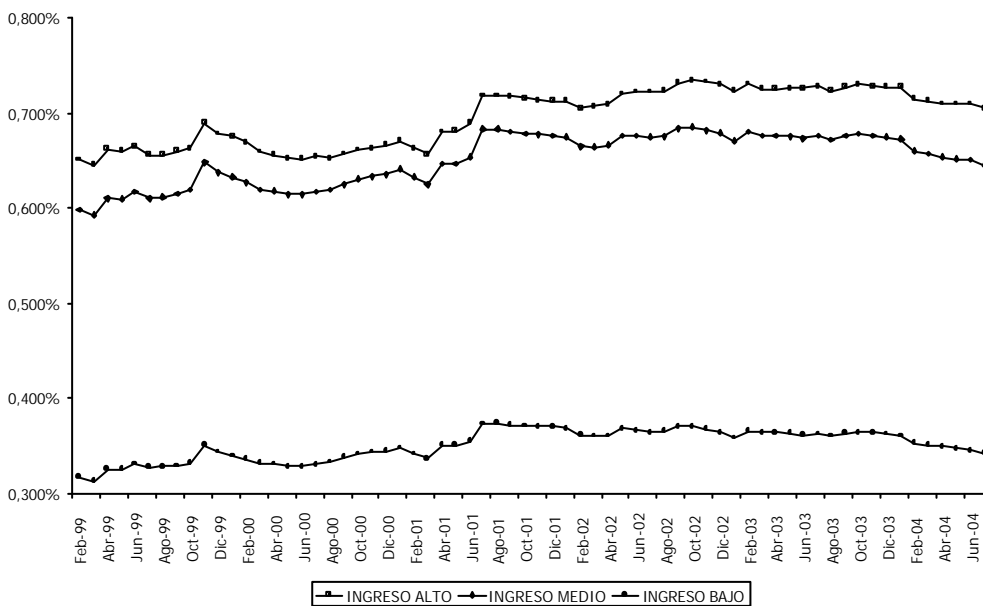
Consumo Cultural Promedio como Porcentaje del Ingreso en Colombia 1999 - 2004



Source: OEC-CENEC with DANE data base.

This dynamic obeys to the Colombians purchasing power recuperation after the income's descent in 1999.

Consumo Cultural por Niveles de Ingreso



Source: OEC-CENEC with DANE data base.

The big gap between the low income, middle income groups, and high ones, is explained by the necessary products consumption, it means that in lower incomes it is logical that the cultural products consumption will be smaller, adding a problem: this is the case of the 23.8% of the population with income in the country.

¿HOW IS THE CULTURAL CONSUMPTION BY PRODUCTS?

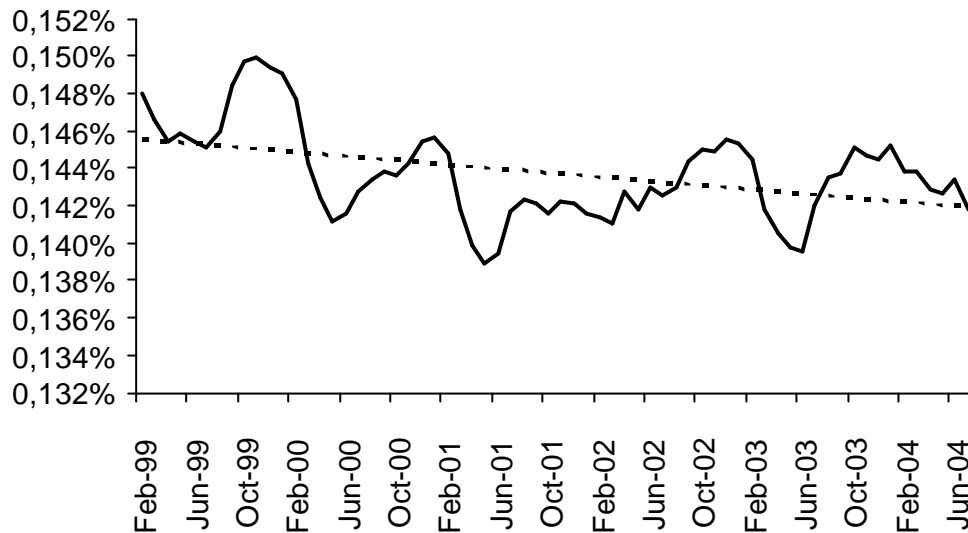
The cultural consumption in Colombia is very dynamic in the time and it seems to be efficient in the private products situation like Cinema towards free products like television.

NATIONAL	Jul-99	Jul-00	Jul-01	Jul-02	Jul-03	Jul-04
Books	0,145%	0,143%	0,142%	0,143%	0,142%	0,142%
Magazines	0,026%	0,025%	0,027%	0,027%	0,028%	0,028%
Newspapers	0,232%	0,239%	0,296%	0,294%	0,301%	0,283%
Video and Cinema	0,040%	0,039%	0,039%	0,040%	0,041%	0,041%
CD	0,110%	0,110%	0,112%	0,107%	0,099%	0,090%
CULTURAL INDUSTRIES	0,553%	0,557%	0,617%	0,610%	0,612%	0,585%

Thanks to the employed methodology we can determine the consumption of 5 cultural products in the market, by city and by level of income.

BOOKS

Consumo de Libro



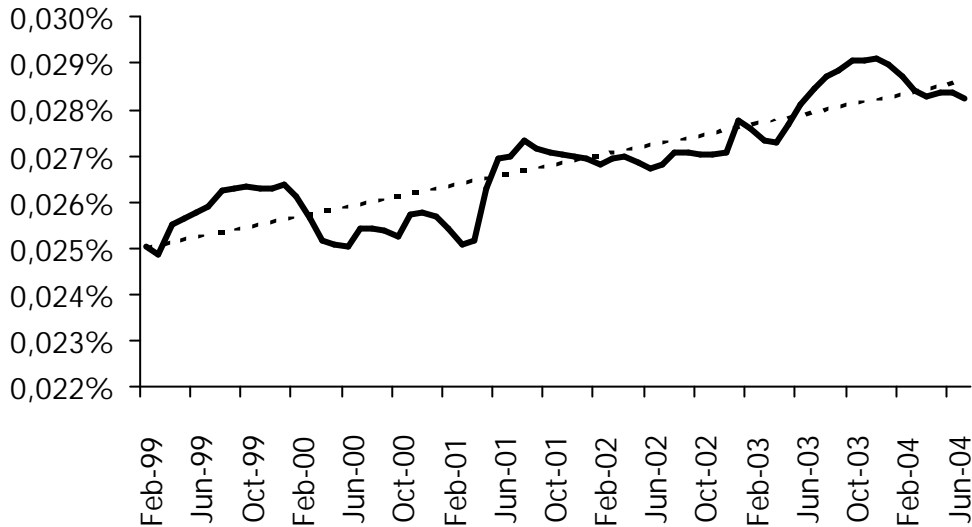
The book is a good of limited consumption due to prices structure towards the Colombians purchasing power. In the same way the books consumption has a big rotation because it is a product that can be shared. In average, a Colombian assigns 1.144% of its income to buy books, in other words if a person has an income of one million pesos, he can spent \$1.440 pesos per month and a total of \$17.280 per year, what leaves them with a possibility of buying one book per year. The city with better assignation to buy books is Pasto and the one with less capacity is Monteria.

BOOK	jul-99	jul-00	jul-01	Jul-02	jul-03	jul-04	O.
BARRANQUILLA	0,075%	0,075%	0,080%	0,085%	0,083%	0,084%	11
BOGOTA	0,134%	0,131%	0,132%	0,135%	0,135%	0,139%	6
BUCARAMANGA	0,205%	0,202%	0,205%	0,217%	0,256%	0,238%	3
CALI	0,107%	0,107%	0,110%	0,111%	0,108%	0,109%	8
CARTAGENA	0,096%	0,090%	0,095%	0,091%	0,088%	0,084%	10
CUCUTA	0,099%	0,095%	0,087%	0,090%	0,086%	0,085%	9
MANIZALEZ	0,398%	0,384%	0,357%	0,356%	0,345%	0,329%	2
MEDELLIN	0,149%	0,144%	0,139%	0,131%	0,129%	0,117%	7
MONTERIA	0,077%	0,075%	0,068%	0,068%	0,067%	0,065%	13
NEIVA	0,171%	0,166%	0,161%	0,156%	0,155%	0,159%	5
PASTO	0,390%	0,474%	0,468%	0,450%	0,432%	0,474%	1
PEREIRA	0,306%	0,276%	0,262%	0,250%	0,231%	0,237%	4
VILLAVICENCIO	0,086%	0,092%	0,088%	0,086%	0,086%	0,078%	12

NATIONAL	0,145%	0,143%	0,142%	0,143%	0,142%	0,142%
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MAGAZINES

Consumo de Revistas



Magazines are products of great versatility and high rotation, at the same time are the competitors of books and news papers. Its ascendant behavior is explained by the new demand of specialized magazines in the country and consequent offer of these products. In average a Colombian assigns 0.028% of his income buying magazines, it jeans that if a person has a monthly income of one million pesos, he can spent \$280 pesos per month and a total of \$3.360 per year, what leaves him with the possibility of buying one magazine per year (without including the magazines that come in the news papers). The city with better buys magazine assignation is Cartagena and with the less capacity is Villavicencio.

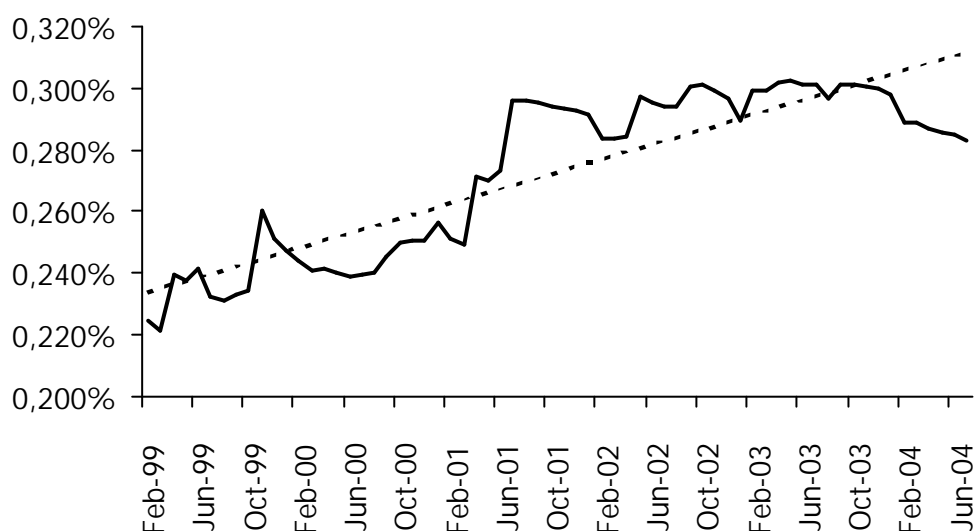
MAGAZINES

	jul-99	jul-00	jul-01	Jul-02	jul-03	jul-04	
BARRANQUILLA	0,016%	0,016%	0,016%	0,016%	0,017%	0,017%	11
BOGOTA	0,025%	0,024%	0,026%	0,025%	0,026%	0,026%	7
BUCARAMANGA	0,026%	0,024%	0,027%	0,027%	0,028%	0,027%	6
CALI	0,036%	0,036%	0,039%	0,041%	0,042%	0,042%	4
CARTAGENA	0,051%	0,048%	0,055%	0,054%	0,056%	0,057%	1
CUCUTA	0,019%	0,021%	0,020%	0,019%	0,026%	0,026%	8
MANIZALEZ	0,038%	0,040%	0,040%	0,039%	0,047%	0,048%	3

MEDELLIN	0,019%	0,019%	0,019%	0,019%	0,021%	0,021%	9
MONTERIA	0,015%	0,017%	0,016%	0,016%	0,016%	0,017%	12
NEIVA	0,015%	0,016%	0,016%	0,017%	0,020%	0,019%	10
PASTO	0,052%	0,049%	0,055%	0,056%	0,054%	0,054%	2
PEREIRA	0,028%	0,028%	0,029%	0,029%	0,033%	0,034%	5
VILLAVICENCIO	0,004%	0,004%	0,004%	0,004%	0,004%	0,004%	13
NACIONAL	0,026%	0,025%	0,027%	0,027%	0,028%	0,028%	

NEWSPAPERS

Consumo de Periódicos



Newspapers are the cultural good more demanded by Colombians caused by the necessity of news, entertainment and culture. At the same time its format and temporality permits that the consumer use it in several different ways than for it was produced. In average a Colombian assigns 0.283% of his income buying newspapers, it means that if a person has a monthly income of a million pesos he could spent \$2.830 pesos per month and a total of \$33.960 per year, what leaves him with the possibility of buying 32 copies per year without taking into account the discounts for subscription. The city with better assignation of news papers buys is Barranquilla and the less capacity is Neiva.

NEWS PAPERS

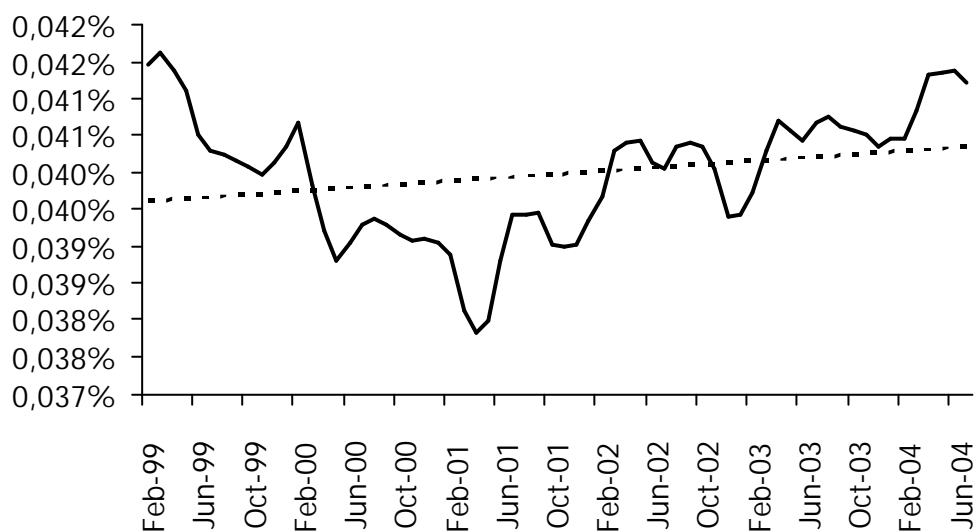
jul-99	jul-00	jul-01	jul-02	jul-03	jul-04
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BARRANQUILLA	0,334%	0,347%	0,437%	0,430%	0,472%	0,443%	1
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BOGOTA	0,264%	0,270%	0,317%	0,313%	0,311%	0,291%	5
BUCARAMANGA	0,229%	0,242%	0,295%	0,293%	0,333%	0,314%	3
CALI	0,180%	0,194%	0,261%	0,256%	0,254%	0,247%	7
CARTAGENA	0,213%	0,219%	0,317%	0,325%	0,336%	0,313%	4
CUCUTA	0,164%	0,171%	0,211%	0,225%	0,221%	0,211%	10
MANIZALEZ	0,237%	0,239%	0,348%	0,362%	0,378%	0,352%	2
MEDELLIN	0,138%	0,143%	0,186%	0,183%	0,206%	0,192%	11
MONTERIA	0,154%	0,160%	0,193%	0,192%	0,188%	0,174%	12
NEIVA	0,141%	0,137%	0,158%	0,157%	0,166%	0,152%	13
PASTO	0,185%	0,191%	0,268%	0,267%	0,267%	0,251%	6
PEREIRA	0,195%	0,189%	0,219%	0,219%	0,227%	0,213%	9
VILLAVICENCIO	0,155%	0,160%	0,233%	0,239%	0,247%	0,229%	8
NATIONAL	0,232%	0,239%	0,296%	0,294%	0,301%	0,283%	

VIDEO AND CINEMA

Consumo de Cine y Video



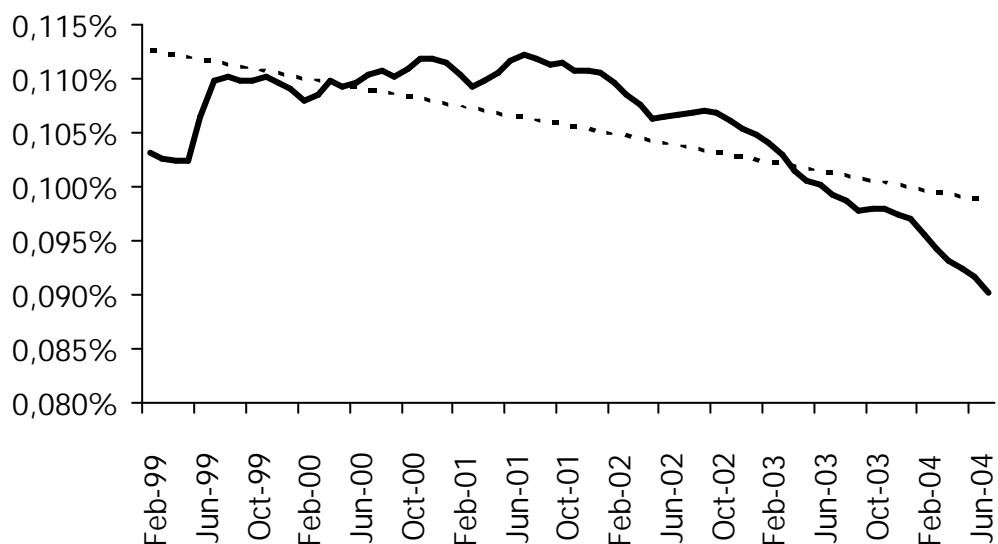
Video and Cinema is a category that refers to Movies tickets buys and video renting, even though they are competitors, they are a similar market niche. In average a Colombian assigns 0.041% of his income buying in this segment, it means if a person with a monthly income of one million pesos could spent \$410 pesos per month and a total of \$4.980 per year, what leaves him with the possibility of buying a Movies ticket or rent one movie per year. The city with better Cinema and Video buys assignation is Monteria and the one with less capacity is Neiva.

VIDEO AND
CINEMA

	Jul-99	Jul-00	Jul-01	Jul-02	Jul-03	Jul-04	
BARRANQUILLA	0,047%	0,043%	0,043%	0,041%	0,041%	0,043%	6
BOGOTA	0,044%	0,045%	0,046%	0,047%	0,048%	0,049%	2
BUCARAMANGA	0,020%	0,018%	0,018%	0,018%	0,018%	0,018%	11
CALI	0,036%	0,036%	0,036%	0,036%	0,038%	0,039%	7
CARTAGENA	0,043%	0,040%	0,040%	0,042%	0,044%	0,044%	5
CUCUTA	0,035%	0,035%	0,038%	0,037%	0,035%	0,034%	8
MANIZALEZ	0,052%	0,050%	0,051%	0,050%	0,050%	0,049%	3
MEDELLIN	0,025%	0,023%	0,022%	0,022%	0,023%	0,021%	10
MONTERIA	0,055%	0,050%	0,046%	0,050%	0,052%	0,049%	1
NEIVA	0,008%	0,008%	0,008%	0,007%	0,007%	0,007%	13
PASTO	0,026%	0,023%	0,025%	0,025%	0,024%	0,024%	9
PEREIRA	0,053%	0,052%	0,047%	0,052%	0,048%	0,048%	4
VILLAVICENCIO	0,024%	0,022%	0,020%	0,021%	0,020%	0,017%	12
NATIONAL	0,040%	0,039%	0,039%	0,040%	0,041%	0,041%	

RECORDS

Consumo de Discos



In the country the record's market is in rough shape caused by the piracy, compact discs copies and internet digital files copies, but it is a strong market

and of high cultural representation. In average a Colombian assigns 0.090% of his income buying records, it means that if a person with a monthly income of one million pesos could spent \$900 pesos per month and a total \$10.800 per year, what means that this person can not buy a new record per year, may be one in sale or with discount. The city with better records buys assignation is Pasto and the one with less capacity is Neiva.

RECORDS	jul-99	jul-00	jul-01	jul-02	jul-03	jul-04	
BARRANQUILLA	0,124%	0,131%	0,134%	0,131%	0,121%	0,109%	9
BOGOTA	0,067%	0,068%	0,069%	0,067%	0,061%	0,057%	12
BUCARAMANGA	0,172%	0,172%	0,169%	0,160%	0,153%	0,143%	4
CALI	0,139%	0,137%	0,146%	0,139%	0,130%	0,105%	10
CARTAGENA	0,173%	0,159%	0,176%	0,171%	0,159%	0,146%	3
CUCUTA	0,120%	0,122%	0,116%	0,112%	0,101%	0,093%	11
MANIZALEZ	0,144%	0,146%	0,149%	0,145%	0,137%	0,126%	6
MEDELLIN	0,157%	0,161%	0,153%	0,139%	0,131%	0,123%	7
MONTERIA	0,268%	0,251%	0,218%	0,216%	0,204%	0,185%	2
NEIVA	0,048%	0,048%	0,044%	0,041%	0,039%	0,036%	13
PASTO	0,250%	0,221%	0,246%	0,247%	0,233%	0,214%	1
PEREIRA	0,164%	0,156%	0,169%	0,148%	0,139%	0,131%	5
VILLAVICENCIO	0,118%	0,129%	0,144%	0,141%	0,129%	0,120%	8
NATIONAL	0,110%	0,110%	0,112%	0,107%	0,099%	0,090%	

SOMME CONCLUTIONS

The Colombian cultural consumer is limited by his income causing that for July of 2004 the cultural spent for every million pesos is \$5.850 pesos per month and \$70.200 pesos per year. The purchasing power increases explained by the buys of periodic products.

The prices structure does not answers to the purchasing power what limits to market segments very well defined in big cities and in high income levels.

In conclusion, Colombian's cultural consumption is very poor and can be solved with more accessible product, like the pocket book or the musical collection editions to the massive market.

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