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# 中国文化消费需求景气 评价报告 (2011)

ANNUAL REPORT ON BOOM EVALUATION  
OF CHINA'S CULTURAL CONSUMPTION DEMAND  
(2011)

主 编 / 王亚南

副主编 / 张晓明 祁述裕 龙东林



社会科学文献出版社  
SOCIAL SCIENCES ACADEMIC PRESS (CHINA)

2011  
版



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## 图书在版编目(CIP)数据

中国文化消费需求景气评价报告. 2011/王亚南主编. —北京:  
社会科学文献出版社, 2011. 7

(文化蓝皮书)

ISBN 978 - 7 - 5097 - 2530 - 6

I. ①中… II. ①王… III. ①文化生活 - 消费 - 顾客需求 -  
研究报告 - 中国 - 2011 IV. ①G124

中国版本图书馆 CIP 数据核字 (2011) 第 131278 号

文化蓝皮书

## 中国文化消费需求景气评价报告 (2011)

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总 编 辑 / 邹东涛

出 版 者 / 社会科学文献出版社

地 址 / 北京市西城区北三环中路甲 29 号院 3 号楼华龙大厦

邮政编码 / 100029

责任部门 / 皮书出版中心 (010) 59367127

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项目统筹 / 邓泳红

责任印制 / 董 然

总 经 销 / 社会科学文献出版社发行部 (010) 59367081 59367089

读者服务 / 读者服务中心 (010) 59367028

印 装 / 北京季蜂印刷有限公司

开 本 / 787mm × 1092mm 1/16 印 张 / 27.25

版 次 / 2011 年 7 月第 1 版 字 数 / 466 千字

印 次 / 2011 年 7 月第 1 次印刷



书 号 / ISBN 978 - 7 - 5097 - 2530 - 6

定 价 / 69.00 元

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**发布机制** 中国文化消费需求景气评价中心  
**合作单位** 云南省社会科学院文化开发研究中心  
中国社会科学院文化研究中心  
国家行政学院社会和文化教研部  
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## 摘 要

在我国现行统计制度中，文化事业建设和文化产业发展的一切可量化成果一并纳入国民经济行业统计及“文化及相关产业分类”国家标准统计，综合体现为统一的文化生产统计数据。近年来，随着文化产业发展越来越受到重视，“文化产业增加值总量追逐”在各地之间愈演愈烈，甚至已经成为早年“GDP 总量崇拜”的一个新生变种。当前，加快转变经济发展方式已经成为全国共识，中央“十二五”规划建议提出了多方面的民生发展指标，“十二五”规划明确降低了 GDP 增长指标。由此而来的一些合理逻辑推论就是，文化发展方式是否也需要转变？究竟应当以什么样的指标来衡量文化发展成效？既然单纯的“GDP 总量崇拜”已被抛弃，那么“文化产业增加值总量追逐”应该怎样破除？

文化生产的实际成效需要在文化消费中才能得到最后验证，文化建设的出发点和最终目的只能是“满足人民群众日益增长的精神文化需求”。在社会主义市场经济条件下，人民群众的“需求”主要体现为消费需求，生产的终极动力必然是消费。中国从近几年国际金融危机中得来的宝贵启示在于，在社会主义市场经济体制下注重拉动内需，扩大消费，改善民生，应当成为中国特色社会主义经济建设、文化建设、社会建设长期遵循的基本国策。文化领域提高科学发展水平，更应该坚持“以人为本”的理念，以民生至上、均衡优先为基本原则，拉动文化内需，扩大文化消费，改善文化民生，把推动社会主义文化大发展、大繁荣落实在增进广大城乡人民群众文化需求上。

云南省社会科学院文化研究中心，历经数年，研制推出“全国文化消费需求景气评价体系”，秉承“协调发展”和“均衡增长”的理念，测算全国及各地城乡文化消费需求景气指数，实现用可比较的文化民生指标评价各地文化发展的实际成效，并体现出目标终极检验的性质。本项评价体系基于国颁统计数据演算得出的各类测评结果，包括历年各地横向比较的景气指数先后位次、若干年间各自纵向对比的景气指数升降程度，地区之间和年度之间的演算通约性和数值可比

性一目了然，而且可供进行重复验证。

测评演算表明，全国文化消费需求在“十五”期间高速提升，其中城镇文化消费的增长大大高于乡村，城乡差距逐步扩大；“十一五”以来全国文化消费年均增幅明显下降，乡村文化消费需求更是显著下降，城乡差距加速扩大；“十五”以来九年贯通考察，城乡文化消费需求增长滞后于全国经济增长和城乡收入、总消费增长，尤其受到“积蓄增长负相关效应”的严重挤压；2009年全国城乡文化消费需求明显回升，景气指数略有提升，扭转了连续三年下滑的态势。

遵循科学发展观的基本理念，依据社会主义文化建设的根本宗旨，按照社会主义市场经济规律行事，把文化生产增长置于文化需求提升的终极目标检验之中，以广大城乡居民的文化需求增进来衡量文化建设的实际成效，应当成为推动我国文化发展的新的理念和新的思路，首先应当成为“十二五”期间文化产业发展的基本思路。当前应对之策包括：（1）创新公共文化服务方式，使之进入城乡居民日常生活消费。（2）完善社会保障，破解文化需求的“积蓄增长负相关效应”。（3）实行转移支付文化消费直补，弥合城乡差距和地区差距。

在“十二五”期间，一方面，文化消费需求增长应当与经济发展、民生增进实现良好协调；另一方面，中国文化产业发展的需要与全国文化消费需求增长实现良好契合。为此，本项评价体系专门对“十二五”期间经济、民生与文化消费需求之间的协调增长，文化消费需求增长与文化产业发展之间的协同目标展开预期测算，并以此衡量中国文化产业如何发展才能成为国民经济支柱性产业。



## Abstract

In the existing statistical system in China, all the quantifiable achievements in the construction of cultural undertakings and the development of cultural industry are taken into account in terms of the national economic industry statistics and the national standard statistics of culture and related industries, which are comprehensively embodied as the unified cultural production statistic data. In recent years, with greater importance attached to the development of cultural industry, the pursuit of the total increment of the cultural industry becomes even more violent across the country, or even turned into a new variant of the “Cult of GDP Gross” in the early years. At present, there is a nationwide consensus on accelerating the transformation of economic development pattern. While the proposal of the CPC Central Committee for the “Twelfth Five-Year Plan” puts forward a wide range of development indicators on the people’s livelihood, the Plan explicitly lowers the GDP growth index. Consequently, it is reasonable and logical to wonder whether changes should also be brought to the way of cultural development. What are the indicators on earth for measuring the effect of cultural development? Now that the “Cult of GDP Gross” has been cast aside, how should we eliminate “the pursuit of the total increment of cultural industry”?

As the actual effectiveness of cultural production needs to be verified through cultural consumption, the starting point and the ultimate goal of cultural construction can be nothing but to meet the growing spiritual and cultural demands of the people. Under the socialist market economic conditions, people’s “demands” are mainly embodied in the consumption demands; therefore consumption is bound to be the ultimate dynamic of production. China has obtained a precious revelation from the international financial crisis in recent years, namely, to boost domestic demand, to expand consumption, and to improve the people’s livelihood under the socialist market economic system with Chinese characteristics ought to be taken as a basic national policy, which should be followed in the long term during the process of constructing socialist economy with Chinese characteristics, culture and society with Chinese characteristics. To improve the scientific development level in the cultural field, we should always uphold the “people-oriented” idea, take the privilege of the people’s

livelihood and the priority of the balance as the basic principles, boost domestic cultural demand, expand cultural consumption, improve people's cultural livelihood, and fulfill the promotion of the great development and great prosperity of the socialist culture on the basis of enhancing the cultural demand of the people of the urban and rural areas.

After several years of researches, the Cultural Studies Center of Yunnan Academy of Social Sciences puts forwards a "Boom Evaluation System of China's Cultural Consumption Demand", which adheres to the idea of "coordinated development" and "balanced growth" and can be applied to measure and calculate the boom indexes of the urban and rural cultural consumption demand across the whole nation, applying the comparable indexes of the people's cultural livelihood for the first time, to evaluate the actual effectiveness of local cultural development, embodying the property of the ultimate target detection. This system is based on various types of assessment results calculated with the national statistical data, including the priority sequence of crosswise compared boom indexes in China over the years and the fluctuation degree of longitudinally compared boom indexes of each place within a number of years, thus, the calculus commensurability and the numerical value comparability among places and years are clear at a glance, and in addition, the assessment results can be repeatedly verified.

The assessment illustrates that during the "Tenth Five-Year Plan" period, the national demand for cultural consumption had been increasing at a high speed, wherein the urban cultural consumption growth was much higher than that of the rural areas, and the urban-rural gap had been gradually expanded; since the "Eleventh Five-Year Plan" period, the average annual growth rate of national cultural consumption and the rural cultural consumption demand have decreased significantly, and the expansion of urban-rural gap has been accelerated; based on the thorough investigation within nine years since the "Tenth Five-Year Plan" period, it is quite clear that the urban and rural cultural consumption demand growth rate lags behind the national economic growth, the urban-rural income, and the total consumption growth, and it is particularly and seriously pressed by the negative correlation effect of savings increase; in 2009, the urban and rural cultural consumption demand in China rebounded significantly, therefore the boom index also slightly rose, which had helped to turn around the continuous declining trend that had lasted for three years.

By following the basic concept of the scientific outlook on development, keeping to the fundamental tenet of the socialist cultural construction, abiding by the laws of the socialist market economy, we should verify the increase of the cultural production in

terms of the test of the ultimate goal of cultural demand rise, and measure the actual effectiveness of the cultural construction with the increase of the cultural demand of the urban and rural residents, which ought to be the new concepts and the new thoughts of promoting the cultural development in China, and first of all ought to be the basic thoughts of the cultural industry development during the “Twelfth Five-Year Plan” period. At present, the countermeasures include: First, the public cultural service mode should be innovated so that the cultural consumption can become part of the daily consumption of urban and rural residents; Second, the social security ought to be improved so as to break “the cultural demand’s negative correlation effect of savings increase”; Third, the transfer payments for direct cultural consumption subsidies should be implemented to narrow the gap among urban-rural areas and different regions.

During the “Twelfth Five-Year Plan” period, on the one hand, the good coordination should be achieved between the growth in the cultural consumption demand and the economic development together with the enhancement of the people’s livelihood; on the other hand, the good correspondence should be achieved between the development of the cultural industry in China and the growth of the national cultural consumption demand. For these purposes, the evaluation system specially carries out the expectation calculations of the coordinated growth between the economy together with the people’s livelihood and the cultural consumption demand, and the synergistic target between the growth of the cultural consumption demand and the production development of the cultural industry, both in “Twelfth Five-Year Plan” period, so as to find out how the cultural industry of China can become a national pillar industry.



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