

8 - LEISURE

On the basis of data published by SIAE (Italian Authors' and Publishers' Association) in 2010 in Sicily, the general public spent 28,075,929 Euros (-14.2% compared to the previous year) on theatrical and musical events, a figure representing about 4.5% of expenditure at the national level. Among the activities in question the highest level of expenditure went on the theatre (12,234,508 Euros in 2010, with a fall of 17.7% over the previous year), followed by easy-listening music concerts. In 2009 there was a marked rise in public expenditure on operetta (399,000 Euros against 77,000 Euros for 2009) and for book readings (+172.2%). With regard to theatre and music, in the period 2006-2010, it can be seen from the results published in the present chapter that, in spite of fluctuating results for single years, there was an increase in both expenditure on the part of the general public (+9.5%) and the number of tickets sold (+8.7%). However, since 2006, the number of shows put on fell from 10,174 to 8,653 in 2010, which does however represent a 10.1% increase when compared to 2009

Public expenditure on the cinema increased in 2010 and rose by almost 51%; similarly there was an increase in the number of tickets sold (129,807 more tickets sold than in 2009). The number of performances in 2010 rose to 129,511, representing an increase of 41,898 performances when compared to 2009. The overall number of tickets sold in Sicily for the cinema amounted to 5.1% of the total in the country as a whole. Catania had the highest number of cinema performances, with 48,852 performances in 2010, constituting 37.7% of all programmed performances throughout Sicily. It was followed, not surprisingly, by Palermo (with 29,242 shows a year) and Messina (with 25,366 shows).

The Province with the fewest performances was Enna (only 1,305 in 2010), which was also the Province with fewest tickets sold (75,439, or 1.2% of all tickets sold in Sicily) and the lowest expenditure by the general public (338,060 Euros, or 0.9% of expenditure by the whole Region). As for the general Sicilian public's outlay for sporting events of various kinds, in 2010 this amounted to 16,396,555 Euros, showing a rise when compared to the figure recorded for 2009 (14,396,555 Euros) and representing 4.8% of total national expenditure. Particularly noteworthy in Sicily was the public's spending on events such as football, which amounted to 15,615,287 Euros (+9.4%, when compared to 2009). There was no expenditure at all to watch motor-car racing in 2010, which had amounted to 210 Euros in 2009 (compared to 6,488 Euros recorded for the previous year, 2008). With regard to leisure activities, in Regional terms the data presented confirms the huge gap between the Regions of the Centre-north and those of the south, with figures recorded for the latter

always being markedly lower than those for the other Regions in Italy.

An updated and reliable overall picture of the newspaper world is provided by an examination of the Italian press carried out by FIEG (Federazione Italiana Editori Giornali). On the basis of data published in the latest report (The Press in Italy from 2006 to 2009), the overall circulation of the two daily newspapers classified as “Regional” (Il Giornale di Sicilia and La Sicilia) fell, in 2009, by 6% when compared with 2008. This figure is mainly the result of a 9.4% loss in circulation of La Sicilia, whilst the figure for Il Giornale di Sicilia fell slightly, by 2.5%. In terms of circulation, each of the two newspapers in question accounts for a mere 3% of the total circulation of national daily newspapers. With regard to circulation figures, the data from 2009 also reveals a fall in sales of Regional newspapers, with a 3.4% drop in terms of copies sold daily. In this case too, the losses regard both Sicilian daily newspapers. The Gazzetta del Sud, which is classified as a “multi-regional” newspaper, showed a 3.5% fall in its average daily circulation in 2009, and a corresponding 3.3% fall in sales in 2009 (when compared to 2008).

As for fruition of Sicily’s cultural heritage, figures published by the Regional Department for the Cultural and Environmental Heritage show that, in 2010, the number of visitors again declined (-3.9% compared to the previous year). There were 3,367,826 visitors in all, 55.8% of whom paid admission, with the remaining 44.2% admitted free. Takings in 2010 rose to a total of a little under 12,400 Euros (+9.2% when compared to 2009).

Glossary

Attendance: number of participants in events for which there is the issue of an admission ticket (admissions by ticket + season-ticket holders)

Book: non-periodical printed document in code-form (Norm UNI/ISO 2789, 2.1 Libraries)

Box-office takings: total amount paid by spectators for the purchase of tickets and season-tickets.

Circulation: number of copies printed of a book or publication.

Editorial work: non-periodical work consisting of one or more volumes and published in its entirety or in part during the year. It includes books (novels, romances, mysteries), even though they might come out periodically and in a numbered series accompanying the sale of newspapers or through other channels. It does not include publications issued in a continuous series under

the same title, with progressive numbering or different date indicating the issue in the series (magazine or similar)

Family: a number of persons living together and linked by ties of marriage, kinship, affinity, adoption, guardianship, emotional ties.

Family consumption: goods and services acquired or consumed by the family to satisfy its own needs.

Library: organisation, or part of it, whose principal aim is to conserve a collection and facilitate the use of documents requested, via the library staff, in order to satisfy the public's need for information, research, education or leisure.

Museum: permanent cultural institution open to the public, researching, acquiring, conserving, studying, exhibiting and exploiting material evidence of civilization. It also carries out functions of public interest with regard to preservation, scientific research, didactics, fruition and exploitation of the assets in its possession (UNESCO).

Subscription: type of contract for a specific service of a periodic nature, for which there is generally a discount on the total fee in view of payment in advance and a commitment to the service for a certain length of time.

Further reading

Publications

Show-business in Italy – Statistics 2004-2010 – SIAE

Italian Statistical Yearbook– 2011 - ISTAT

Family consumption – year 2009 – ISTAT

Multiscopo survey of families - Citizens and their spare time - year 2000 onwards – ISTAT

Cultural statistics - years 2002-2009 ISTAT

Book production : 2004-2006 - ISTAT

National survey regarding the diffusion of public documentation in Italian public libraries - Associazione Italiana Biblioteche – AIB

Internet

<http://culturaincifre.istat.it>

www.sistan.beniculturali.it

<http://www.fieg.it/>
The press in Italy – 2007-2009

<http://www.istat.it/>
“Book production in 2009 ”

<http://www.istat.it/>
Italian Statistical Yearbook - year 2011 – Chapter 8: “Leisure”

www.regione.sicilia.it/beniculturali/dirbenicult/musei/museifruizione.html
Data regarding the show-casing of the cultural heritage in Sicily