

8 - LEISURE

On the basis of data published by SIAE (Italian Authors' and Publishers' Association) in 2008 in Sicily, the general public spent 26,940,605 Euros (-15.5% 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 under examination the highest level of expenditure went on the theatre (9,914,636 Euros in 2008, with a fall of 25.2% over the previous year), followed by easy-listening music concerts. In 2008, there was a marked increase in public expenditure on operetta (+120.9% compared to 2007) as well as dance exhibitions (+51.8%). With regard to theatre and music, in the period 2002-2008, 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 both in expenses incurred by the general public (+15.5%) and the number of tickets sold (+24.7%). Since 2002, the number of shows put on has also been increasing constantly, from 7,854 in 2002, to 10,219 in 2008, representing a 1.9% fall over 2007.

Public expenditure on the cinema in 2008 fell by 17.7%; similarly there was a fall in the number of tickets sold (1,067,331 fewer tickets sold than in 2007), whereas the number of performances increased (70,085 in 2008, against about 65,000 in 2007). The overall number of tickets sold in Sicily for the cinema amounted to 4.7% of the total in the country as a whole. Catania had the highest number of cinema performances, with 24,845 shows in 2008, constituting 35.4% of all programmed performances throughout Sicily. It was followed, not surprisingly, by Palermo (with 17,028 shows a year) and Messina (with 10,852 shows). The Province with the fewest performances was Caltanissetta (only 969 in 2008), which was also the province with fewest tickets sold. The Province of Enna spent least of all, 350,089 Euros (1.3% of the expenditure of the whole Region). As for the general Sicilian public's outlay for sporting events of various kinds, in 2008 this amounted to 17,313,449 Euros, showing an upturn compared to the figure recorded for 2007 (17,026,427 Euros) and representing 4.9% of the total national expenditure. Particularly striking in Sicily was the growth in spending for events such as football, which, rising by 6.31% in 2008 amounted to 1,581,023 Euros.

Compared to 2007 there was a sharp increase in expenditure to watch motor-car racing and rugby (6,488 Euros in and 50,620 Euros respectively in 2008). In nationwide terms, also with regard to leisure activities, the data presented confirms the huge gap between the Regions of the centre-north and those of the south, where the figures recorded are always markedly lower than those of other Regions in Italy.

An updated and reliable overall picture of newspapers 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 2005 to 2007), the overall circulation of the two daily newspapers classified as "regional" (Il Giornale di Sicilia and La Sicilia) rose, in 2006, by 2.5% compared with 2006. This figure is the result of a 5.4% increase in circulation of La Sicilia, whilst the figure for Il Giornale di Sicilia fell by 14,981 copies in 2008. In terms of circulation, the two newspapers in

question account for a mere 2.5% of the total circulation of national daily newspapers. With regard to circulation figures, the data from 2007 reveals a fall in sales of Regional newspapers, with a 16.1% drop in terms of copies sold daily. In this case too, the losses regard the Catania newspaper, which went from an average of 23,000 copies sold daily in 2006, to 14,000 copies in 2007. The Gazzetta del Sud, which is classified as a “multi-regional” newspaper, showed a 3.7% fall in its average daily circulation, but a 2.1% increase in sales.

As for cashing in on Sicily’s historical heritage, figures published by the Regional Department for Cultural and Environmental Assets show that, in 2008, the number of visitors declined noticeably (-14.6% compared with the previous year). There were 3,826,857 visitors in all, 58.2% of whom paid admission, with the remaining 41.8% admitted free. Takings also fell in 2008, by 9.3% compared to 2007, amounting to a total of a little over 13,000 Euros.

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 civilisation. 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 2004-2008 – SIAE

Italian Statistical Yearbook– 2009 - ISTAT

Family consumption – year 2007 – ISTAT

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

Cultural statistics - years 2002-2007 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 – 2005-2007

<http://www.istat.it/>

“Book production in 2007”

<http://www.istat.it/>

Italian Statistical Yearbook - year 2009 – Chapter 8: “Leisure”

www.regione.sicilia.it/