

8 - LEISURE

On the basis of data published by SIAE (Italian Authors' and Publishers' Association) in 2007 in Sicily, the general public spent 31,876,261 Euros (+24.4% compared to the previous year) on theatrical and musical events, a figure representing about 5.3% of expenditure at the national level. Among the activities under consideration the highest level of expenditure went on the theatre (13,253,762 Euros in 2007, with an approximate increase of 0.1% over the previous year), followed by easy-listening music concerts. In 2007, there was marked increase in public expenditure on the opera (+120.4% compared to 2006) as well as on musical comedies (+662.7%).

With regard to theatre and music, in the period 2002-2007, it can be seen from the results published in the present chapter that, in spite of fluctuations in results for single years, there was an increase both in expenses incurred by the general public (+36.6%) and the number of tickets sold (+34.1%). Since 2002, the number of shows put on has also been increasing constantly, from 7,854 in 2002, to 10,415 in 2007 (+32.6% over the five-year period), despite a 1.5% fall in 2007.

Public expenditure on the cinema in 2007 rose by 34.3%; similarly there was an increase in the number of tickets sold (1,421,312 more tickets sold than in 2006) and the number of performances (64,567 in 2007, against 61,000 in 2006). The overall number of tickets sold in Sicily for the cinema amounted to 4.2% of the total in the country as a whole. Catania had the highest number of cinema performances, with 22,459 showings in 2007, constituting 34.8% of all programmed performances throughout Sicily. It was followed, not surprisingly, by Palermo (with 13,180 showings a year) and Messina (with 10,995 showings). The Province with the fewest performances was Caltanissetta (only 1,038 in 2007); however, if the phenomenon is analysed in terms of the number of tickets sold and public expenditure, Catania was not in last place, this dubious honour going to the Province of Enna, which spent less than all others, a mere 86,107 Euros (1.4% of the expenditure of the whole Region). As for the general Sicilian public's outlay for sporting events of various kinds, in 2007 this amounted to 17,026,427 Euros, showing a downturn compared to the figure recorded for 2006 (20,809,618 Euros) and representing 4.8% of the total national expenditure. Particularly striking in Sicily was the growth in spending for events such as football, which, although it fell by 21.1% in 2007, still amounted to 15,592,811 Euros.

Compared to 2006 there was a 60.3% increase in expenditure to watch basketball and +114% to watch volleyball, which, in 2007, amounted to figures of 1,156,484 Euros and 60,279 Euros respectively. On the other hand, interest in spectator tennis declined dramatically, with total expenditure in the same period amounting to 4,925 Euros, which represented a 83.7% drop when compared to 2006. In nationwide terms, with regard to cultural opportunities, the data presented confirms the huge gap between the Regions of the centre-north and those of the south, where the recorded figures are always markedly lower than those of other Regions in Italy.

An up-to-date 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 newspapers published in Sicily (Il Giornale di Sicilia and La Sicilia) rose, in 2006, by 1.5% compared with 2005. This figure is the result of a

slight 1% increase in circulation of the *Giornale di Sicilia* and a 2.6% increase in that of the newspaper issued in Catania. In terms of circulation, the two newspapers in question account for a mere 2.1% of the total circulation of national daily newspapers. With regard to circulation figures, the data from 2006 also reveals a rise in sales of Regional newspapers, with a 0.8% increase in terms of copies sold daily. This growth interests both Regional newspapers (*Il Giornale di Sicilia*, which went from an average of 63,801 copies sold daily in 2005, to 64,081 copies in 2006 and *La Sicilia* which went from an average of 56,798 copies sold daily in 2005 to 59,788 in 2006).

On the contrary, in 2006, the *Gazzetta del Sud*, which is classified as a multi-regional newspaper, showed a 1.2% fall in its average daily circulation and a 4.9% drop in the average number of copies sold daily. Taking into consideration the overall importance of daily newspapers in the media in Sicily it can be seen that the total number of copies of daily newspapers published in Sicily increased in 2006, in terms of average daily sales, by 0.4% (Italy +1.1%) and represented a little over 3% of the equivalent national figure.

As for the exploitation of Sicily's historical heritage, figures published by the Regional Department for Cultural and Environmental Assets show that, in 2007, the number of visitors declined (-2.1% compared with the previous year). There were 4,480,668 visitors in all, 56.6% of whom paid admission, with the remaining 43.4% admitted free. Takings also fell in 2007, by 8.1% compared to 2006, amounting to a total of a little over 14,300 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 2004-2005-2006-2007 – SIAE

Italian Statistical Yearbook– 2008 - ISTAT

Family consumption – years 1997 – 2007 – ISTAT

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

Cultural statistics - years 2002-2005 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 2006 ”

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

Italian Statistical Yearbook 2008 – Chapter 8: “Various cultural and social activities”

www.regione.sicilia.it/