



Youth and Leisure

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Introduction

- Leisure and Youth Development: a Western Issue?
- From Free Time to Re-creation
- From Festivals to Consumer Culture
- Leisure and Youth Global Culture (Teenage Market)

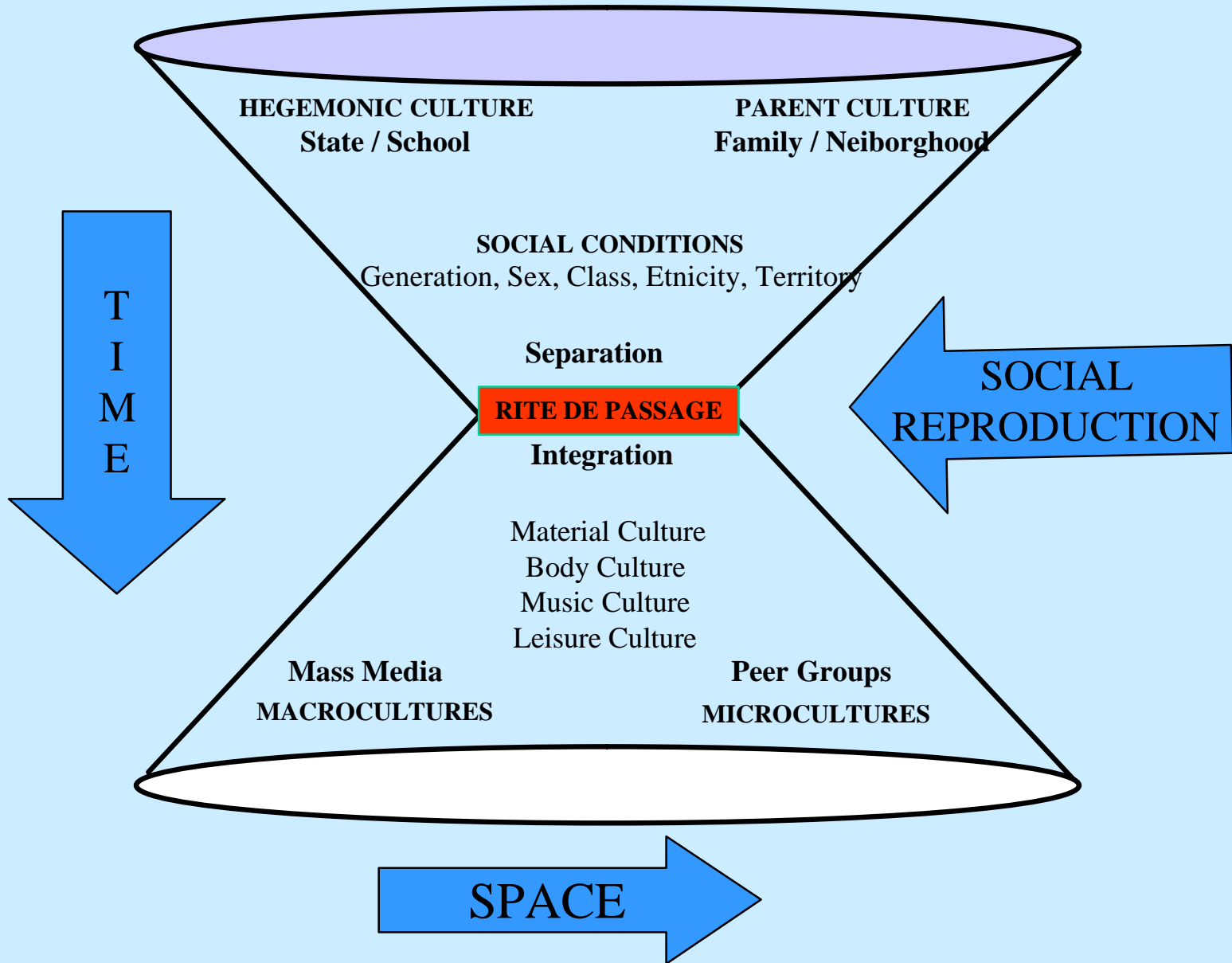
World Youth Report 2005

- Leisure and voluntary activities
 - “The leisure needs of young people must be considered in the process of urban planning and rural development in order to ensure that they have access to a range of constructive voluntary activities and opportunities” (p. 71)

World Youth Report 2005

- From the traditional concept of ‘free time’ to the modern concept of ‘discretionary time’
 - Leisure and Social inclusion/ exclusion.
 - Leisure and Third Generation Rights
 - Leisure and Education

The Hourglass



Metodological issues

- How to measure leisure?
- Time-use, Activities or Satisfaction?
- How to compare non official data?
 - *General Media Survey* (GMS)
 - *Youth National Surveys* (Encuesta Nacional de Juventud)
 - *A Global Pannel?* (10 nation case studies)

The CIIMU System

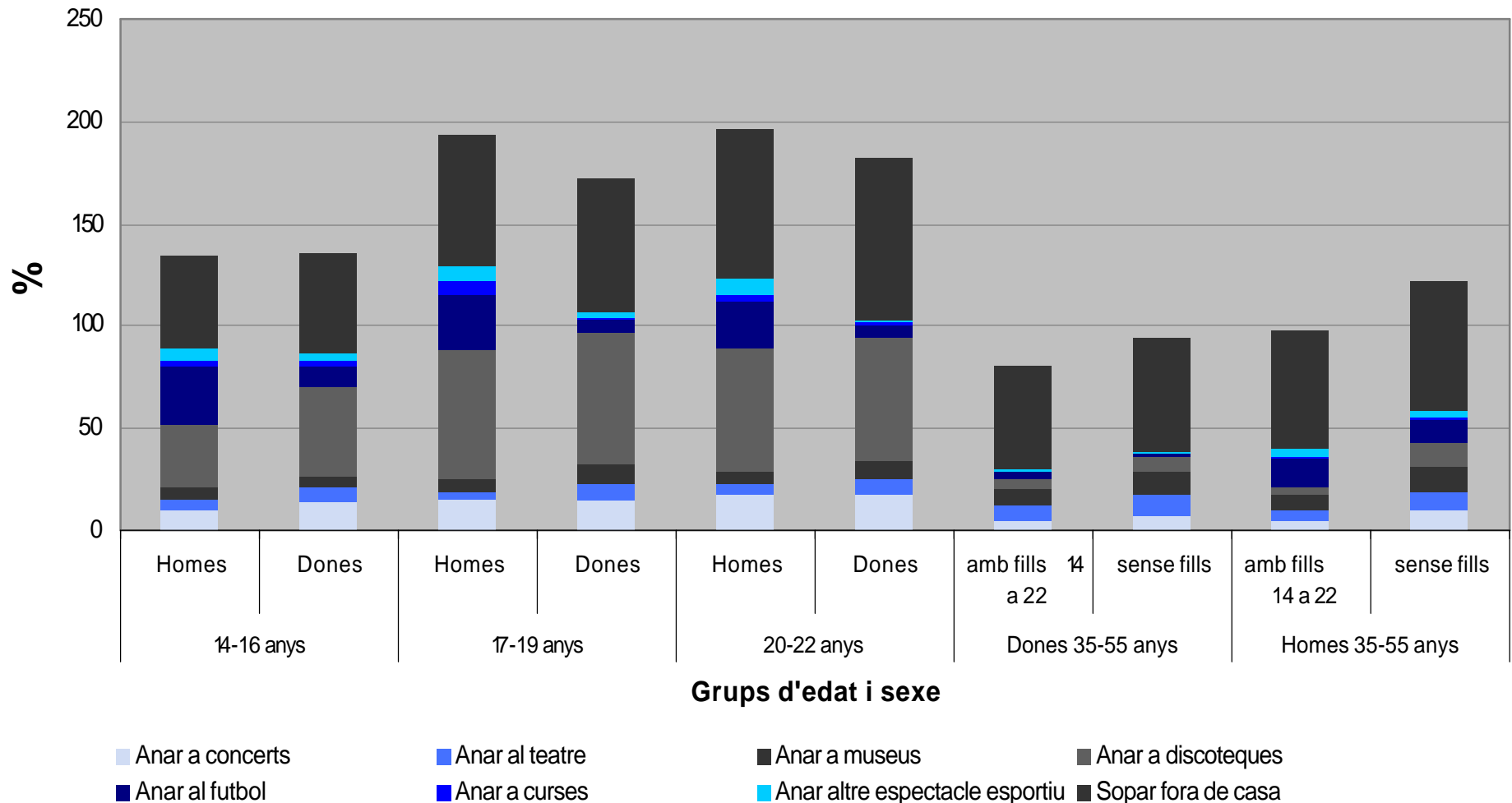
Dimension	Subdimension	Indicator
Leisure Culture	Leisure Time Leisure Activities Leisure Budget	Leisure Time spent last week/month Leisure preferred activities (10) Leisure Budget las week/month
Media Culture	Visual Culture Written Culture Oral Culute	Cinema attendance Magazine audience Radio Audience
Body Culture	Sport Fashion Cosmetics	Youg People practicing any sport Expense in clothes Expense in cosmetics
Music Culture	Production Reproduction Consuming	Number of music groups Number of CD in sale Attendance to concerts
Public Culture	Museums Libraries Youth Centers	Attendance to museums Attendance to libraries Number of Youth Public Centers (per 1000)

Leisure culture



- - Why do you like to go out?
- Ruth: To let-off steam from home, from normal activities
- Joel: It's important for going out with friends, unplugging from the studies and from family.

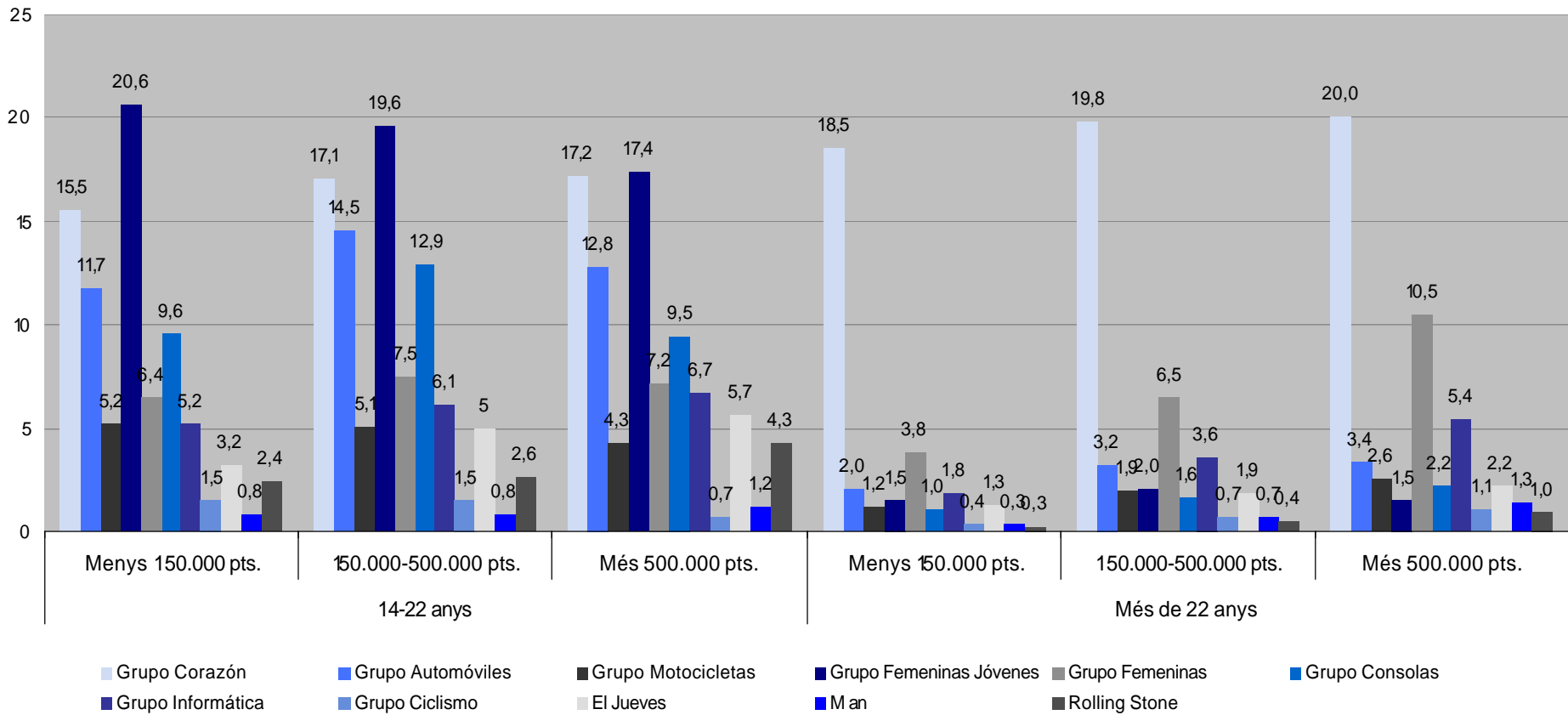
FIGURE 3. LEISURE ACTIVITIES DEVELOPED DURING THE LAST 30 DAYS BY AGE AND SEX. SPAIN. 2002 - 2003



Media Culture

- For the *adolescent* group (14 to 16) and *post-adolescents* (17 to 19) the most common media is clearly **television** (91%) and **magazines**, (70%).
- For *young adults* (20 to 22), we find **television** remains at the forefront (87%) although there is an increase in **radio** listeners and a reduction in **magazine** readership.
- There are differences in consumption depending on *purchasing power* (except **television**)

FIGURE 1. AUDIENCE OF MAGAZINES BY AGE AND FAMILY INCOME. SPAIN. 2002-2003

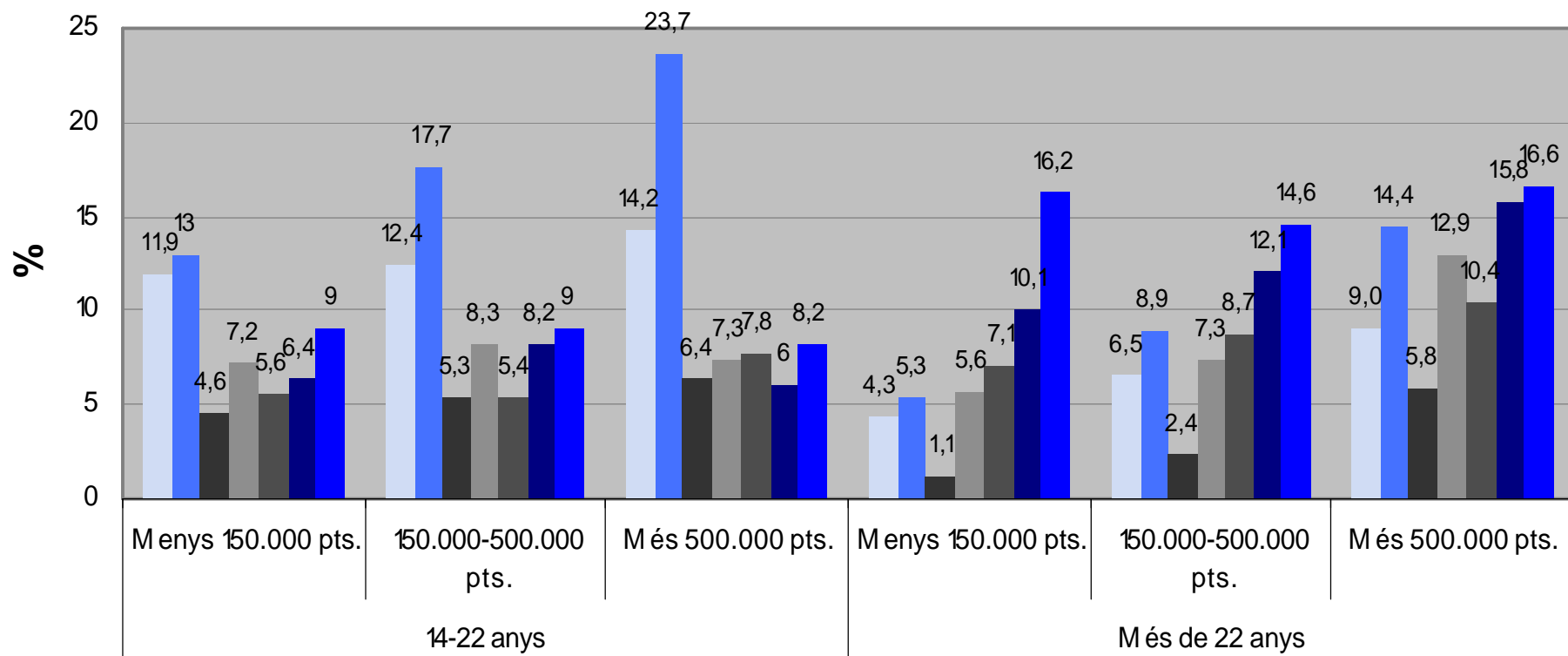


Body Culture

- Joel: Your personal style depends on the other's opinion. Clothing is not only for yourself, but for pleasing other young people.
- Eli: You cannot stay behind, because every time there are more stylized girls. You like to be looked.



FIGURE 2. ACTIVITIES RELATED WITH THE BODY DEVELOPED DURING THE LAST 30 DAYS BY AGE AND FAMILY INCOME. SPAIN. 2002 - 2003



Grups d'edat i nivell d'ingressos

■ Footing ■ Anar al gimnàs ■ Tennis/Squash ■ Excursions ■ Anar institut de bellesa ■ Controlar calories ■ Fer règim

Music Culture

- Laia: Music is very important for us, is our time...
- Data supplied by the IDESCAT (2003) suggests that there is a high proportion of young people between 15 and 29 years that enjoy listening to music on a regular basis, but as they get older, this goes back to being a more sporadic act
- Music sources: Downloading, CD, Radio, Concerts



Table 1.
ATTENDANTS TO MACROCONCERTS. BARCELONA. 2002

Grups	Espai	Actuacions	Espectadors
Operació Triunfo	Palau Sant Jordi	3	56.867
David Bisbal	Palau Sant Jordi	1	20.112
Luis Miguel	Palau Sant Jordi	1	18.937
Bruce Springsteen	Palau Sant Jordi	1	18.023
Shakira+Kinky	Palau Sant Jordi	1	17.284
MTV Europe Music Awards	Palau Sant Jordi	1	13.128
Supertramp	Palau Sant Jordi	1	13.051
Roger Waters	Palau Sant Jordi	1	12.718
Estopa	Palau Sant Jordi	1	12.193
Chayanne	Palau Sant Jordi	1	10.016
The Cranberries	Palau Sant Jordi	1	9.833
Miguel Bosé	Palau Sant Jordi	1	8.404
Trobada de Corals SCIC	Palau Sant Jordi	1	7.545
Carreras/Llach	Palau Sant Jordi	1	5.645
Moby/Royksopp	Pavelló Vall Hebró	1	4.850
Khaled	Poble Espanyol	1	4.032
Macaco+Ketama	Poble Espanyol	1	4.006
Pat Metheny grup	Poble Espanyol	1	3.356
Rosana	Poble Espanyol	1	3.173

Leisure Indicators 1 (SICIA)

Material culture

1. Cinema attendance at least one time a year by age groups, frequency and level of family income.
2. Regular TV viewing by sex, age groups and frequency.
3. Regular radio listening by age groups and frequency.
4. Purchase or rental of video or DVD movies by sex, age groups, social class and number of movies
5. Use of videogames and other apparatus by sex, social class, frequency of play and apparatus.
6. Magazine readership by age groups, title, and level of family income.
7. Book readership by books, sex, age groups and frequency

Leisure Indicators 2 (SICIA)

Body culture

8. Sports activities performed during the last 30 days by sex, age groups, social class and types of activities.

Leisure culture

9. Leisure activities performed during last 30 days by sex and age groups.

10. Availability of leisure time by sex and age groups.

Musical culture

11. Attending concerts by sex, age groups and frequency

12. People that have purchased audiovisual material during the last 3 months by age groups and level of family income

YD Indicators on Leisure

1. Availability of leisure time by sex and age groups.
2. Leisure activities performed during last 30 days by sex and age groups.
3. Sports activities performed during the last 30 days by sex and age groups.
4. Regular radio listening by age groups and frequency.
5. Magazine readership by age groups, title, and level of family income.

Challenges

- To chose comparable sources
- To include or not include mass media
- To promote or not promote global/national case surveys
- To mesurate the quantity or quality of leisure

