



# 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)

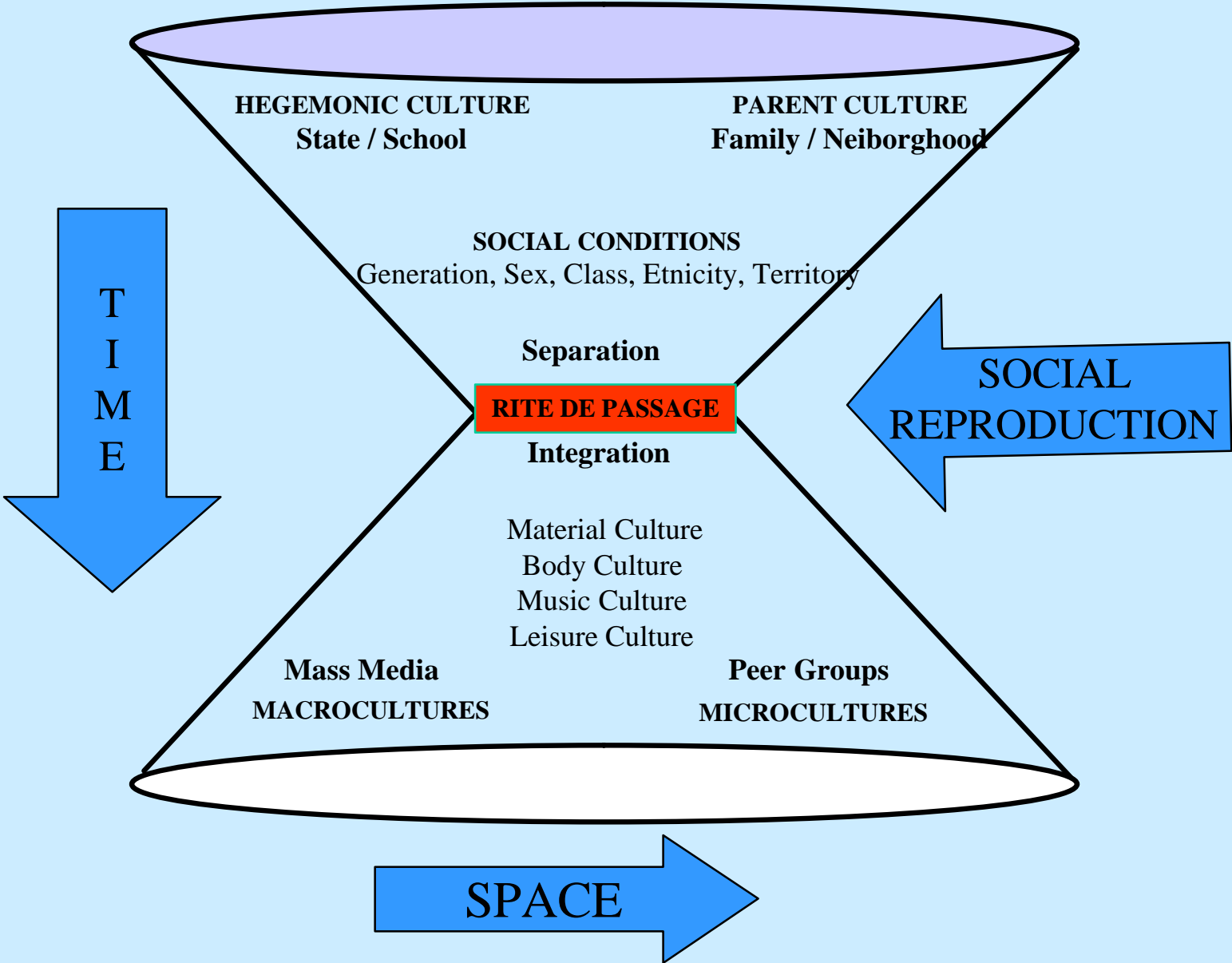
# *World Youth Report 2005*

- 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

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

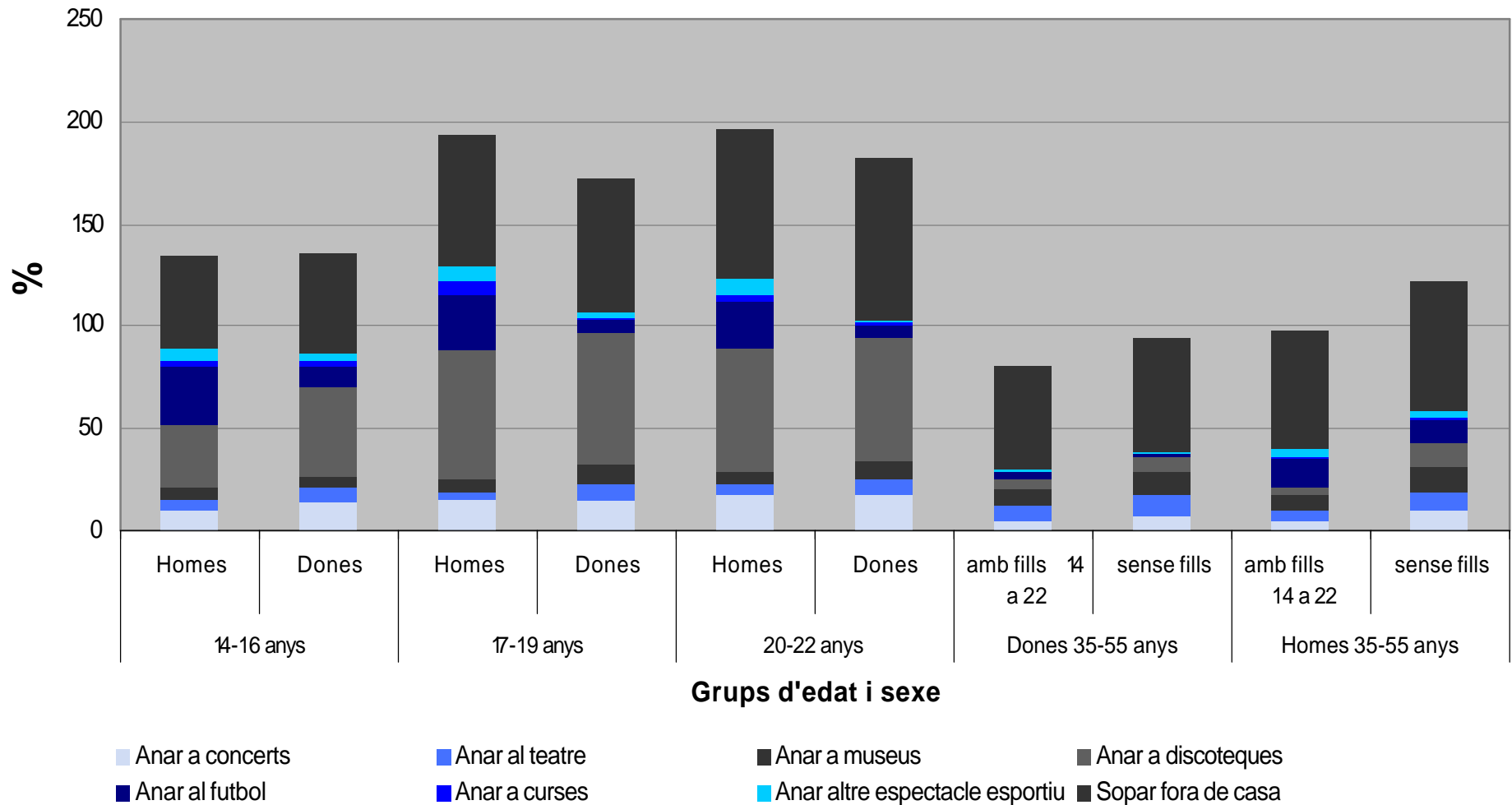
# Leisure culture



- - 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.



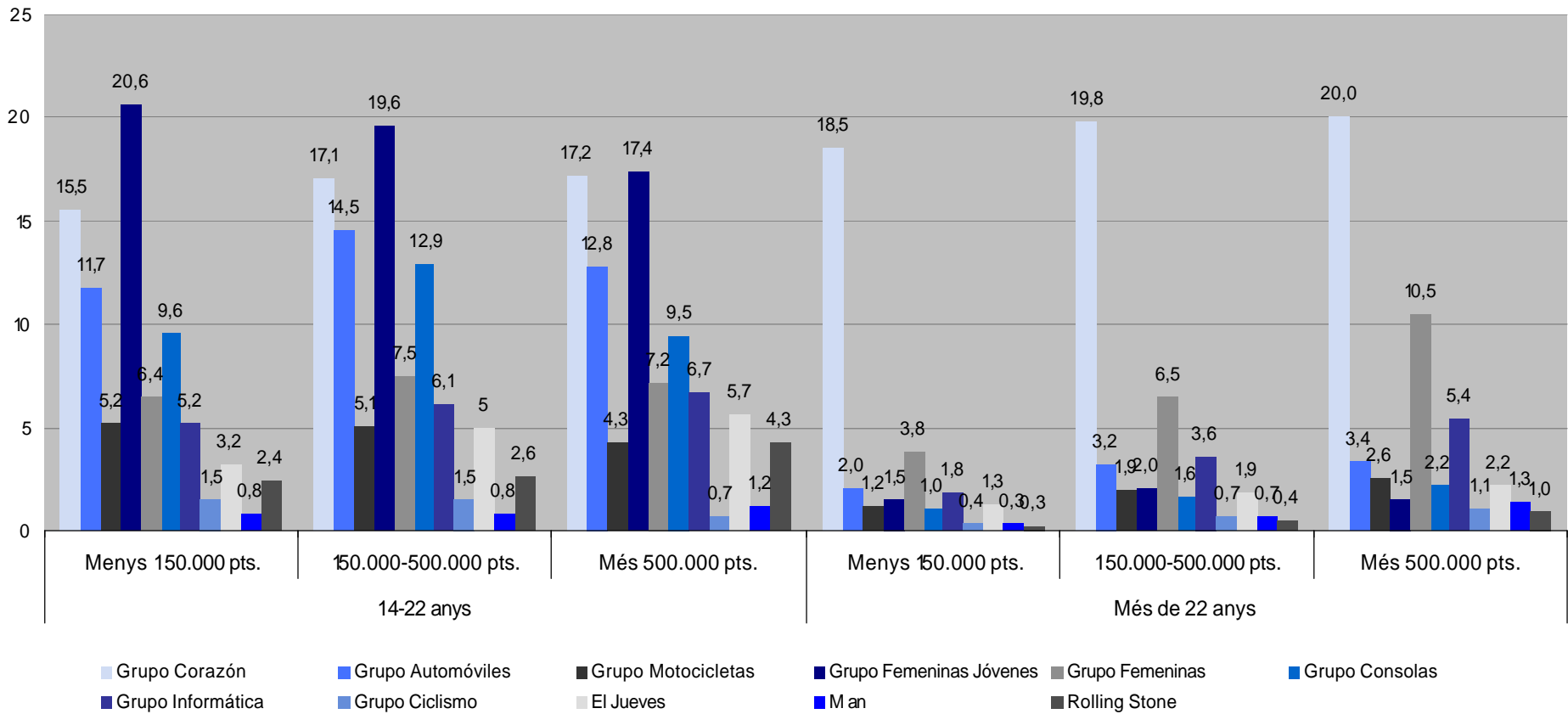
**FIGURE 3. LEISURE ACTIVITIES DEVELOPED DURING THE LAST 30 DAYS BY AGE AND SEX. SPAIN. 2002 - 2003**



# 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

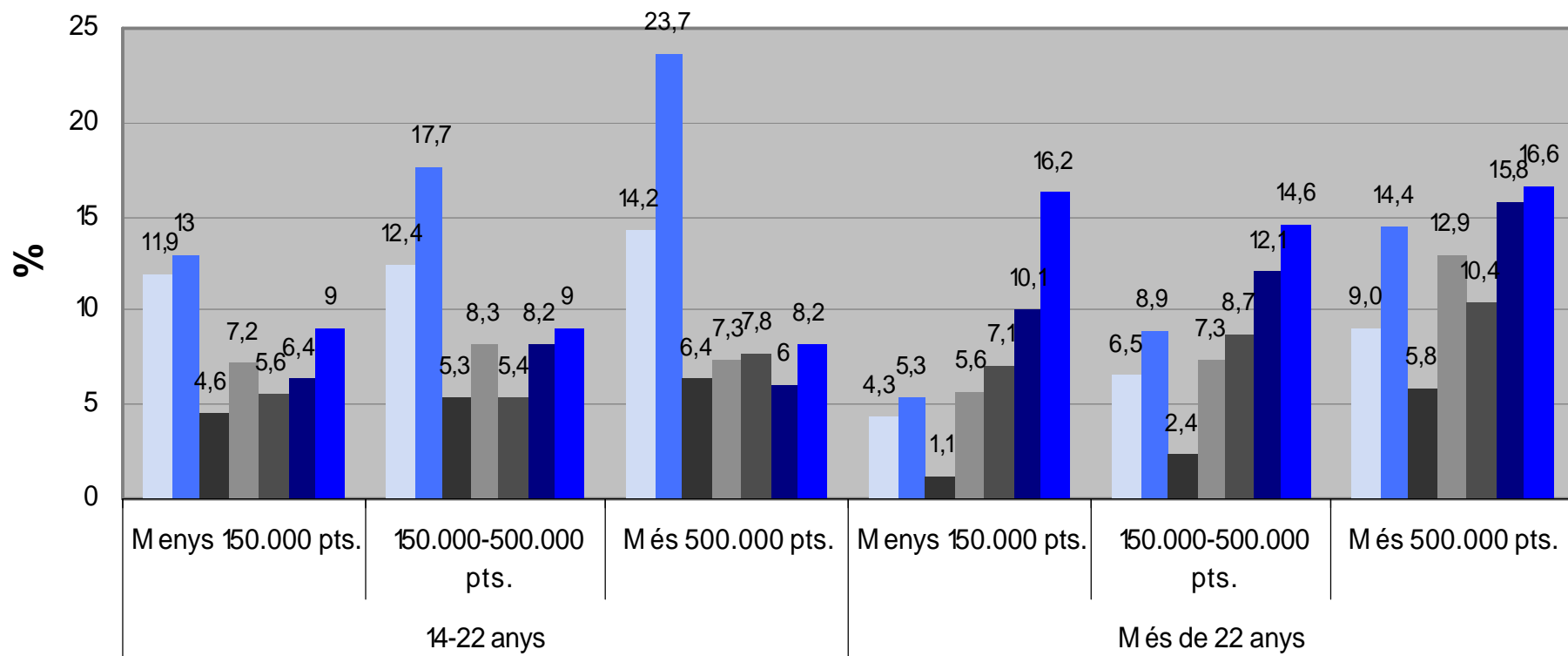


# Body Culture

- 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

