

Books production and reading in Italy Years 2013 and 2014

In 2014, over 23.8 million people aged 6 and over have read at least one book during the 12 months prior to the interview, for reasons not related to work or school. Compared to 2013, the share of book readers decreased from 43% to 41.4%.

Women read more than men: 48% of women read at least one book, compared to 34.5% of men. Gender difference in reading behaviour becomes evident as early as the age of 6.

Readers were over 50% of the population only among the 11-19 age group, while the age group that reads most was 11-14 (53.5%).

Family influences propensity to read: among young people aged between 6 and 14, those with both parents who read are very frequently (66.9%) book readers too, vs 32.7% of those with parents who do not read.

In the South and the Islands area, book reading remains much less frequent than in the rest of the Country: less than one person out of three living in the South and the Islands has read at least one book (the readers' share of the population is, respectively, 29.4% and 31.1%). Readers' share in the metropolitan areas is 50.8%, while in urban centers with less than 2,000 inhabitants is 37.2%.

Nearly one family out of ten (9.8%) reported they had no books at home; 63.5% had no more than 100 books.

"Strong readers", i.e. those who read at least one book per month on average, represented 14.3% of readers, a substantially stable category over time. The book reading crisis is mainly due to a decrease of the "weak readers" (from 11.5 million in 2013 to 10.7 in 2014, -6.8% in one year). About one reader out of two (45%) has read three books at maximum in one year.

Nearly 5 million people aged 6 and over have read online or downloaded e-books in the last three months: they represent 8.7% of the population aged 6 and over and 15.6% of people who have accessed the internet in the last three months.

Publishers (49.9%) consider the lack of adequate book reading education in the school as the main factor hindering books reading.

In 2013, book production showed a slight recovery: the published titles increased by 6.3%, and the print run by 2.5%.

A steady growth was observed for the digital market: nearly one print book out of four (about 15,000 works, over 24% of the 2013 total production) is also available as ebook. About half (49.6%) of the school text books are available in the digital format.

The majority of publishers consider independent bookshops and online stores as the favorite distribution channels to increase the demand and widen the readership (respectively, by 41.3% and 31.5%).

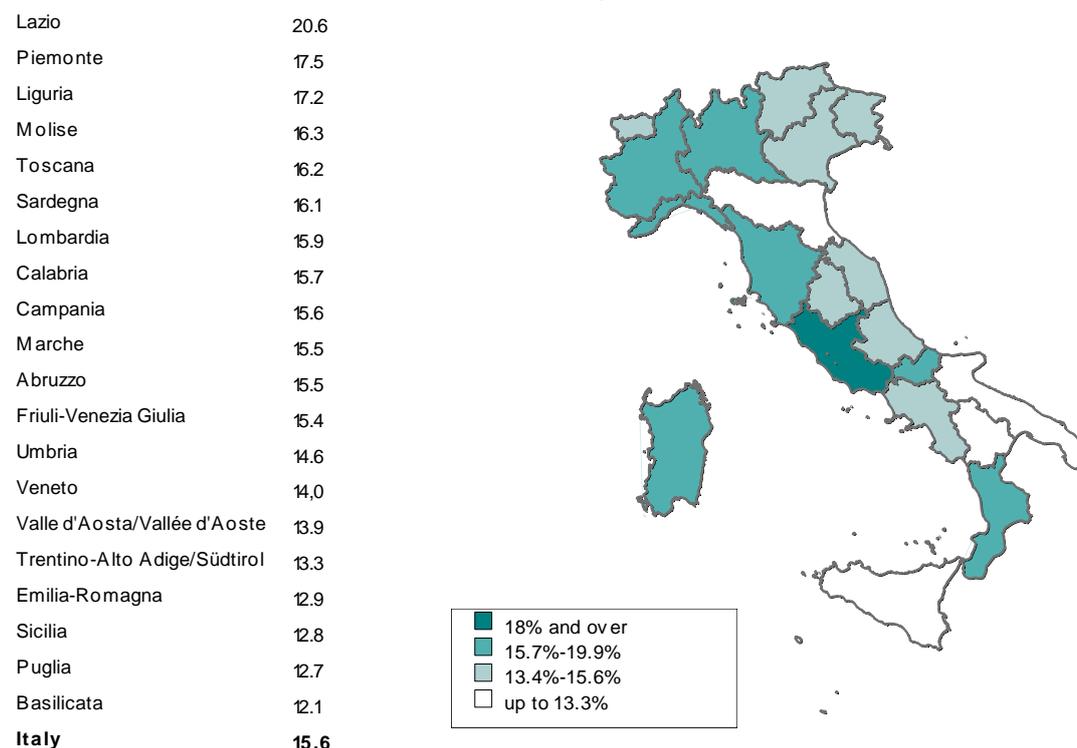
The children book sector recorded a neat recovery as compared to 2012, with +18.6% new works. School text books production increased by 23.1%.

TABLE 1. PEOPLE AGED 6 AND OVER WHO HAVE READ AT LEAST ONE BOOK IN THEIR LEISURE TIME IN MONTHS PRECEDING THE INTERVIEW BY SEX, GEOGRAPHICAL AREA AND EDUCATION LEVEL

2007-2014, every 100 persons aged 6 and over with the same characteristics

SEX, GEOGRAPHICAL AREA AND EDUCATIONAL LEVEL	2007	2008	2009	2010	2011	2012	2013	2014
Male	37.0	37.7	38.2	40.1	38.5	39.7	36.4	34.5
Female	48.9	50.0	51.6	53.1	51.6	51.9	49.3	48.0
North-West	52.2	52.5	51.9	54.3	53.8	53.1	50.1	48.1
North-East	50.3	51.7	51.8	53.5	53.2	55.2	51.3	49.0
Centre	44.6	47.4	48.0	50.6	48.1	47.9	46.8	44.9
South	30.5	31.0	34.2	34.5	31.8	33.3	30.0	29.4
Islands	33.9	32.7	35.4	36.9	34.5	36.1	32.0	31.1
University degree or higher	78.1	79.0	79.9	79.9	80.2	80.3	77.1	74.9
High school	57.4	57.7	57.8	58.8	56.2	57.1	53.0	51.1
Secondary school	36.5	36.6	36.8	38.7	37.1	36.8	33.3	32.5
Primary school or lower	25.0	26.7	28.4	28.9	27.9	28.7	27.0	24.6
Totale	43.1	44.0	45.1	46.8	45.3	46.0	43.0	41.1

FIGURE 1. PEOPLE AGED 6 AND OVER WHO HAVE READ ONLINE OR DOWNLOADED EBOOKS AGAINST TOTAL PEOPLE WHO HAVE ACCESSED THE INTERNET, BY REGION - 2014



For more details please refer to the Italian version

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