

## READERS AND AUDIENCE IN 2014

### TV watchers\*

91.1

### Radio listeners\*

56.7

### Newspaper readers\*\*

47.1

### Book readers\*\*

41.4

\* per 100 persons aged 3 and over

\*\* per 100 persons aged 6 and over

**Theatre and music:** include theatre (prose and dialect theatre, literary recitals), opera and operetta, variety shows and musicals, ballets, puppet shows, circuses, various arts performances, classical, pop and jazz concerts.

In 2013, theatre and music events in Italy were 169,672 for a total of 33,105 million tickets sold. As to cinema, according to Siae, the number of individual screenings was 3,104,642 and the number of tickets sold 105,740 millions

## PERSONS AGED 6 AND OVER WHO HAVE READ\* AT LEAST ONE BOOK IN THEIR LEISURE TIME BY SEX AND QUALIFICATION

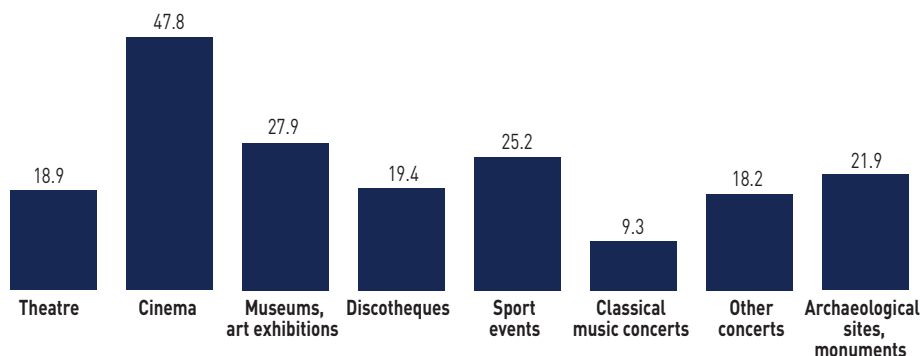
Years 2009-2014, per 100 persons aged 6 and over

	2009	2010	2011	2012	2013	2014
Males	38.2	40.1	38.5	39.7	36.4	34.5
Females	51.6	53.1	51.6	51.9	49.3	48.0
University degree or more	79.9	79.9	80.2	80.3	77.1	74.9
Upper secondary school	57.8	58.8	56.2	57.1	53.0	51.1
Lower secondary school	36.8	38.7	37.1	36.8	33.3	32.5
Primary school or no education	28.4	28.9	27.9	28.7	27.0	24.6
<b>Total</b>	<b>45.1</b>	<b>46.8</b>	<b>45.3</b>	<b>46.0</b>	<b>43.0</b>	<b>41.4</b>

\* in the last 12 months preceding the interview

## ENTERTAINMENT EVENT ATTENDANCE

2014, per 100 persons aged 6 and over



## AVERAGE EXPENDITURE ON ENTERTAINMENT EVENTS

2005-2013, euro

	2005	2007	2009	2011	2013
<b>EXPENDITURE PER INHABITANT</b>					
Theatre and music shows	8.85	10.40	10.61	10.46	10.62
Cinema	10.25	11.32	11.06	11.50	10.78
Sport events	5.32	6.01	6.02	5.87	5.82
<b>Total</b>	<b>24.43</b>	<b>27.73</b>	<b>27.69</b>	<b>27.83</b>	<b>27.22</b>
<b>EXPENDITURE PER TICKET</b>					
Theatre and music shows	16.75	17.13	18.60	18.64	19.15
Cinema	5.73	5.75	6.08	6.22	6.08