

Citizens and cinema

In 2017, 49.6% of people aged 6 and over (about 28 million 400 thousand people) went to the cinema at least once in the last 12 months.

Among the people who went to the cinema, the majority (30.1%) had an occasional attendance (1 to 3 times a year), 11.7% a little more regular (from 4 to 6 times a year), while only 7.7% went more regularly (7 or more times a year).

The trend of the last 25 years is characterized by a considerable increase in the proportion of occasional spectators (from 20.9% in 1993 to 30.1%) and by the decrease of frequent visitors (from 9.5% in 1993 to 7, 7%).

Over the past twenty-five years, the percentage of women who went to the cinema at least once in the previous year has strongly growth. In fact, compared to 1993, the rate of women rose from 37.6% to 48.8%, that of men from 44.0% to 50.5%.

Cinema attendance is strongly linked to age: in 2017, more than 70% of youth aged 6-14 and about 80% of young people aged 14-24 went to the cinema at least once a year.

The younger generations, however, although presenting very high levels of cinema attendance, decreasing their attendance in advance compared to the generations that preceded them.

People living in the regions of the Center had higher levels of cinema attendance (54.5%), followed by the regions of the North with values around the average (50.2%) and finally of the South and the Islands with values always below the average (46.1%).

Especially people with higher socio-cultural and economic status went to the cinema at least once in the last 12 months: 70.9% of graduates versus 23.9% with compulsory schooling and 66.7% of those who had excellent economic resources versus 36, 6% of those with insufficient economic resources.

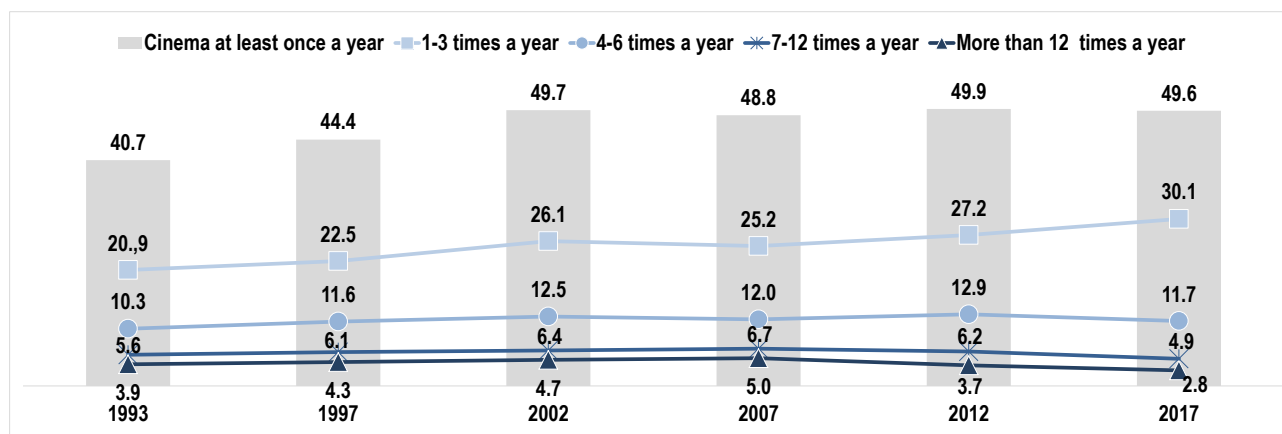
In the choice of the cinema the greatest importance is attributed to the movie that one intends to see; this motivation is indicated in 2015 by 32.9% of people aged 6 and over who went to the cinema at least once in the previous year. Other reasons for the choice concern the easiness of reaching the structure (27.7%) and the fact of being a multiplex structure (24.9%).

In 2015, about one to ten people attended a cineclub/film club at least once a year, followed a festival / film festival or participated in social networks, blogs or forums dedicated to cinema.

The most watched movies are comedies (54.1%), action and adventure (48.6%) and comic films (36.9%). Followed by dramatic movies (28.6%), cartoons (28%), thrillers (26.3%) and the category of science fiction / fantasy movies (22.1%).

In 2015, 40.2% of people aged 6 and over did not go to the cinema because they prefer to watch movies on television. About 18%, however, because in the area where they lives there are no cinemas or because the cinema has too high costs. Other reasons include the lack of free time (15.9%), the preference for other types of pastime (13.8%) and health reasons (13.5%).

PEOPLE AGED 6 AND OVER WHO WENT TO THE CINEMA AT LEAST ONCE IN THE LAST 12 MONTHS - Years 1993 - 2017
(per 100 people aged 6 and over)



Source of data: Istat, "Aspects of daily living" Survey – Years 1993 - 2017

For more details please refer to the Italian version

Contact persons:

Emanuela Bologna (bologna@istat.it).

Directorate for Social statistics and population census

Istat – National Institute of Statistics

Viale Liegi 13 – Rome 00198 Italy

phone +39 06 4673.7422

Rita Fornari (fornari@istat.it).

Directorate for Social statistics and population census

Istat – National Institute of Statistics

Viale Liegi 13 – Rome 00198 Italy

phone +39 06 4673.7352