

Years 2012 e 2013

BOOKS PRODUCTION AND READING IN ITALY

In 2013, over 24 million people aged 6 and over report they had read at least one book during the 12 months prior to the interview, for reasons not related to work or school. Compared to 2012, the share of book readers decreases from 46% to 43%.

Women read more than men in 2012: 49.6% of women read at least one book, compared to 36.4% of men. Gender difference in reading behaviours becomes evident as early as the age of 11.

The highest percentage of readers is found among the 11-14 age group (57.2%).

Propensity to read depends on school, but also on family: among young people aged between 6 and 14, those with both parents who read are very frequently (75%) book readers too, vs 35.4% of those with parents who do not read.

Sharp geographical differences remain in Italy: in the northern regions, over half (50.1%) of the population aged 6 years and over read books, while in the South and in the Islands the percentage of readers falls to 30.7%.

Readers' share in the metropolitan areas is 51.6%, while in urban centers with less than 2,000 inhabitants is 36%.

The average number of books read is nonetheless modest: 46.6% of those who define themselves as readers have read no more than three books in 12 months.

"Strong readers", i.e. those who read at least one book per month on average, are the 13.9% of readers.

One family out of ten (10.3%) reports they have no books at home; 64% have no more than 100 books.

More than one reader out of three (35.7%) lives in a family who assesses their own economic resources as scarce.

Publishers consider as main factors hindering books reading: lack of adequate book reading education policies in the school (44.5%); low cultural levels of the population (36.6%), poor public policies incentivizing book purchase (35.3%), poor promotion of books and readings by the media (23.4%).

To increase the demand and widen the readership, publishers rely on independent bookstores (39%), online stores, bookshops and e-commerce (30.8%), and, much less frequently, on bookstore chains.

2012 confirms a decrease of book sector production: titles decrease by 7.3%, copies by 7.6%.

Over 21% of the books printed in Italy, i.e. nearly 12,000 titles, were also proposed as e-books. Big publishers score the highest share of e-books, covering 86.4% of their printed production.

For further information please refer to the Italian version.