

## Books production and reading in Italy

*Years 2011 and 2012*

In 2012, over 26 million people aged 6 and over said 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 2011, the proportion of book readers remains basically stable (46%).

Women read more than men: during last year, 51.9% of women read at least one book, compared with 39.7% of men. Gender difference in reading behaviour becomes evident as early as the age of 11 and tends to decrease only over 75.

The highest percentage of readers was found among the 11-14 age group (60.8%).

Children's reading habits are influenced by parents: in the age group 6-14, 77.4% of individuals with both parents who are readers read books, as compared to 39.7% of those whose parents do not read.

In the North and in the Centre areas of the Country, over half of the population (52.2%) aged 6 years and over read books. In the South and in the Islands area the percentage of readers fell to 34.2%, albeit with a small increase as compared to 2011.

The share of readers is 53.3 in cities located in the centre of the metropolitan area, while in those under 2,000 inhabitants it falls to 41.5%.

Books readers in Italy tend to be weak readers: 46% of them read no more than three books in 12 months, while "strong readers" (12 books or more) are only 14.5%.

One family out of ten (10.2%) said it doesn't have any book at home; 63.6% reported to own up to 100 books.

About one reader out of three (34.1%) lives in a household who reported to have had scarce economic resources in the last 12 months.

After the 2010 recovery, 2011 marks another standstill for Italian book production: new titles decrease by 9.4% and copies by 5.9%.

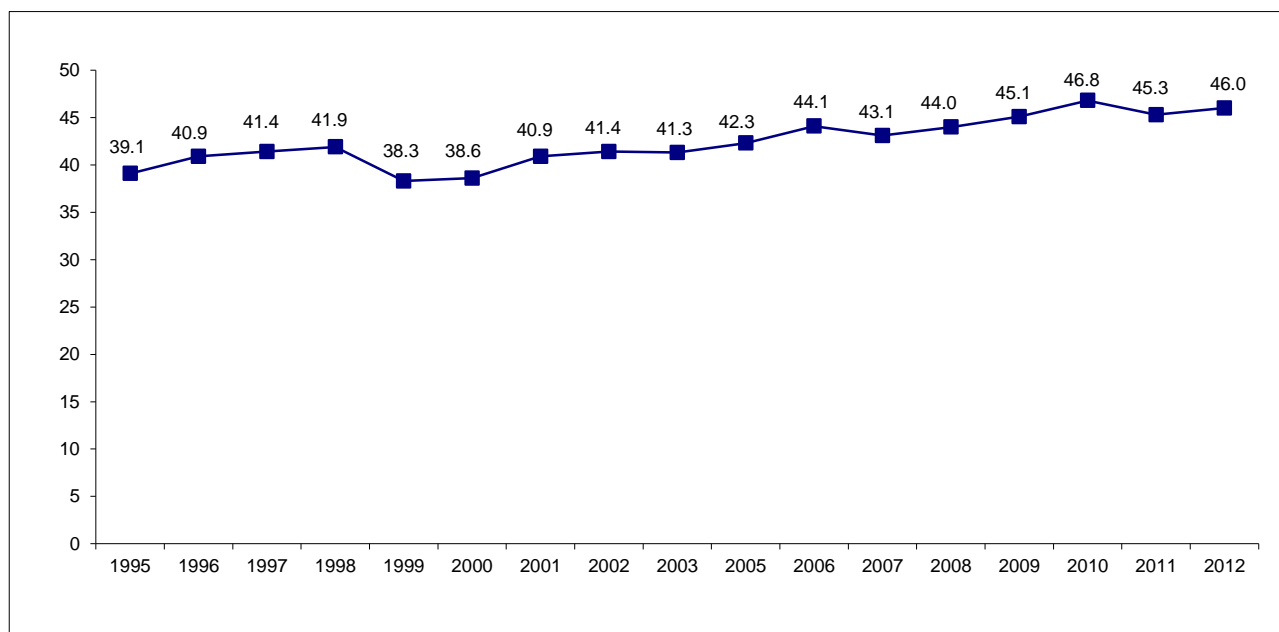
Publishers consider as main factors hindering books reading: lack of adequate book reading education policies in the school (46.3%); scarce support for small publishing houses (31.5%), low cultural levels of the population (37.2%). One publisher out of four mentions high prices. To widen the readership, publishers count on independent bookshops (36.3%), major distribution companies (31.8%), and, to a lesser extent (11%), e-commerce.

Over 15% of the books printed in Italy, i.e. nearly 9,000 titles, were also proposed as e-books. Big publishers score the highest share of e-books, covering 87.8% of their printed production.

About 14.5 million web surfers use the Internet to read online newspapers, news or webzines. Over 1.9 million people aged between 16 and 74 buy books, newspapers, journals or e-books on the Internet.

Nearly half of the Internet users who surfed the web in places other than home or workplace, via cell phone, smartphone or other mobile device other than PC, read or downloaded newspapers, news or journals (46.1%).

**INDIVIDUALS AGED 6 AND OVER WHO HAVE READ AT LEAST ONE BOOK IN THEIR LEISURE TIME DURING THE 12 MONTHS PRIOR TO THE INTERVIEW** Years 1995-2012, per 100 individuals aged 6 and over



**INDIVIDUALS AGED 6 AND OVER WHO HAVE READ AT LEAST ONE BOOK IN THEIR LEISURE TIME DURING THE 12 MONTHS PRIOR TO THE INTERVIEW BY NUMBER OF READ BOOKS, SEX, GEOGRAPHICAL MACRO-AREA AND EDUCATIONAL LEVEL. Year 2012**

SEX, GEOGRAPHICAL AREA AND EDUCATIONAL LEVEL	Have read books (a)	NUMBER OF BOOKS READ (b)				Total
		From 1 to 3	From 4 to 6	From 7 to 11	12 or more	
Males	39.7	48.9	23.4	14.8	12.9	100.0
Females	51.9	43.9	25.0	15.4	15.7	100.0
North-west	53.1	39.9	25.7	16.6	17.8	100.0
North-east	55.2	41.8	24.6	16.1	17.5	100.0
Centre	47.9	46.3	23.8	15.8	14.1	100.0
South	33.3	58.9	22.6	11.5	7.0	100.0
Islands	36.1	52.7	23.2	13.1	11.1	100.0
Degree	81.0	30.4	26.9	20.7	21.9	100.0
Upper secondary	59.7	43.8	25.3	15.4	15.5	100.0
Lower secondary	38.3	53.2	22.5	12.9	11.4	100.0
Primary	28.7	54.8	22.6	12.5	10.1	100.0
<b>Total</b>	<b>46.0</b>	<b>46.0</b>	<b>24.3</b>	<b>15.2</b>	<b>14.5</b>	<b>100.0</b>

(a) Per 100 individuals aged 6 and over of the same sex, geographical macro-area and educational level

(b) Per 100 individuals aged 6 and over of the same sex, geographical macro-area and educational level

**PUBLISHERS, PUBLISHED BOOKS AND PRINTED COPIES BY SIZE OF PUBLISHER.** Years 2011

SIZE OF PUBLISHER	Publishers (a)		Published books		Printed copies		Average number of published books by publisher	Average number of printed copies by publisher
	N.	%	N.	%	(in thousands)			
						%		
Small	926	58.8	3,603	6.1	5,891	2.7	3.9	6,362
Medium	472	29.9	10,721	18.1	18,985	8.6	22.7	40,222
Large	178	11.3	44,913	75.8	195,830	88.7	252.3	1,100,169
<b>Total</b>	<b>1,576</b>	<b>100.00</b>	<b>59,237</b>	<b>100.0</b>	<b>220,706</b>	<b>100.0</b>	<b>37.6</b>	<b>140,042</b>

(a) The values refer to the "active" publishers i.e. those who have published at least one book in the 2011, and in particular we define "small" those who have published from 1 to 10 books; "medium" by 11-50 books; "large" over 50 books.

*For more detailed information please refer to the Italian version.*

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