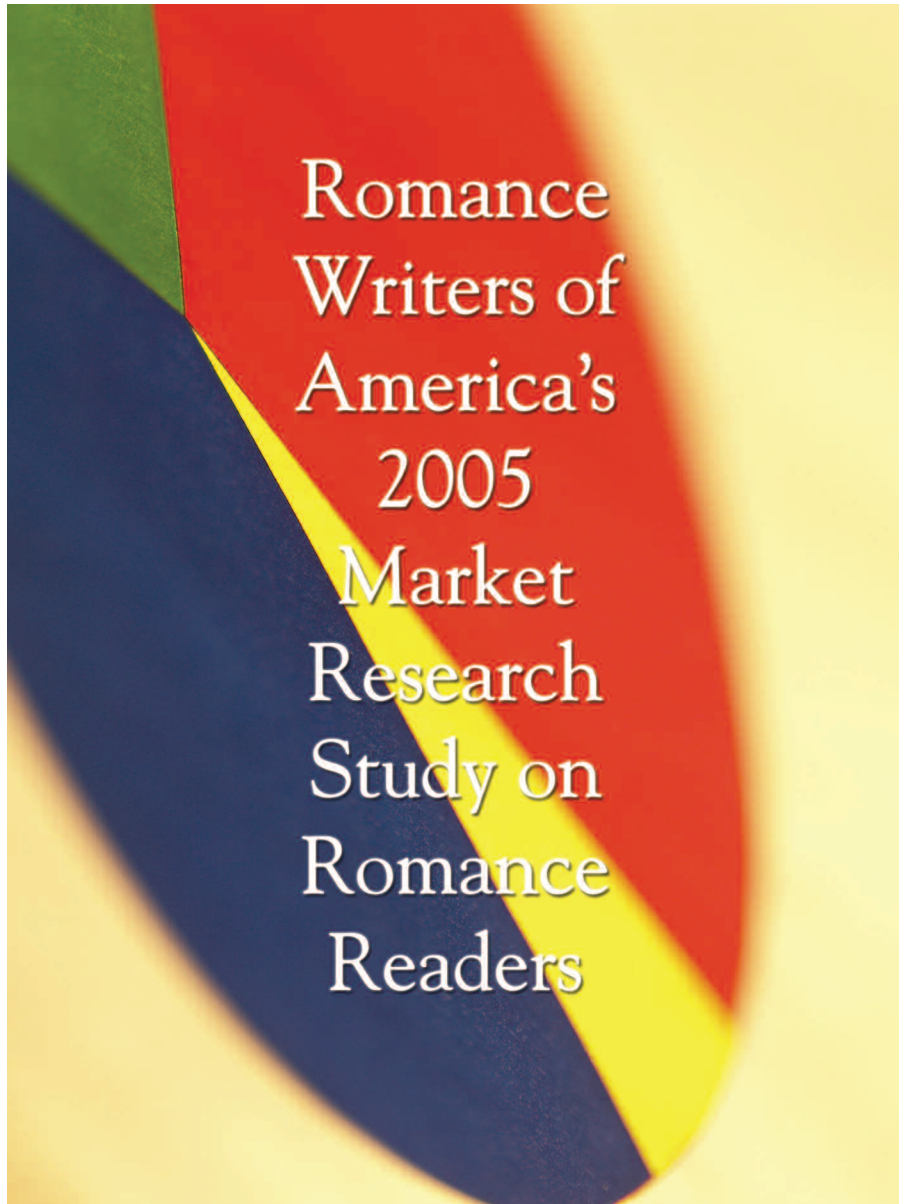


OUR READERS HAVE SPOKEN



Explore the results of Romance Writers of America's market research study on romance readers demographics and their book-buying habits. These statistics offer insights to help you share in this billion-dollar-a-year industry.

# ROMANCE FICTION — THE INDUSTRY

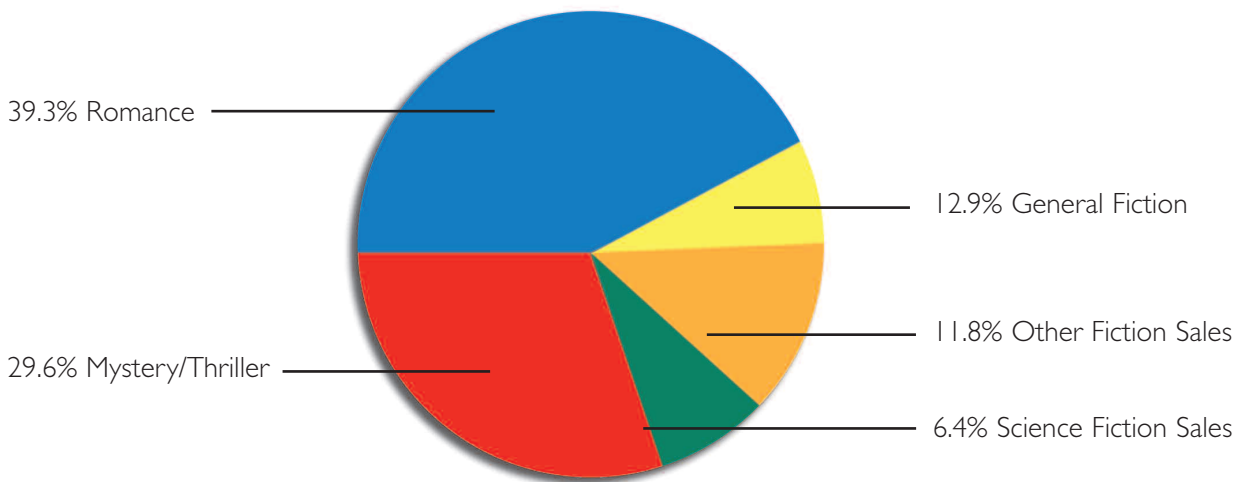
## ROMANCE SALES

- Romance fiction generated **\$1.2 billion in sales** in 2004.
- 2,285 romance titles were released in 2004.

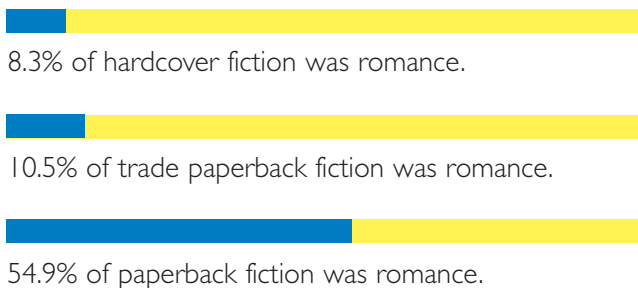
## MARKET SHARE OF ROMANCE FICTION

- 54.9% of **paperback sales** in 2004 were romance fiction—which is almost half of all paperback fiction sold.
- 39.3% of **all fiction** sold is romance.

## ROMANCE MARKET SHARE COMPARED TO OTHER GENRES



## ROMANCE FICTION FORMATS



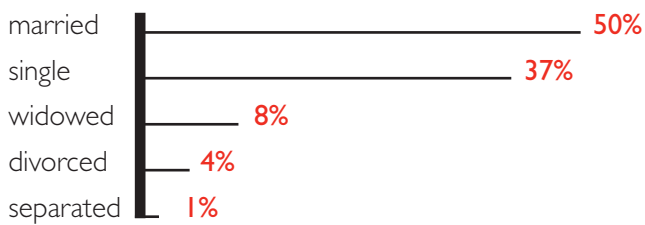
## ROMANCE FICTION BREAKDOWN BY SUB-GENRE

Contemporaries .....	1,468
Historicals.....	477
Inspirational.....	167
Paranormals.....	173
	<hr/> <hr/>
	2,285 Titles

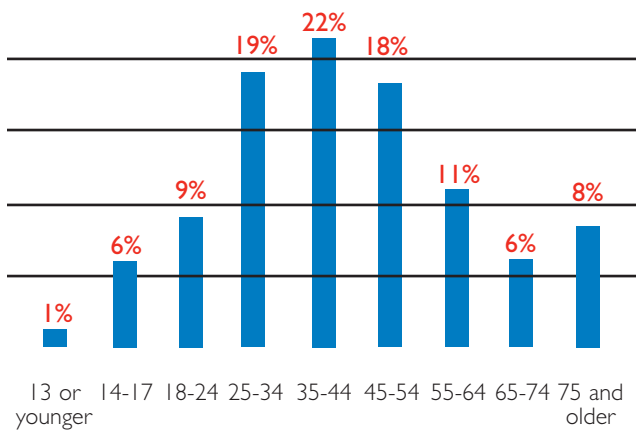
# ROMANCE FICTION — THE READERS

- **64.6 million** Americans read at least one romance in the past year; this is up by 13.5 million readers since RWA's 2002 study, which reported 51.1 million readers.
- 22% of romance **readers are male** — a significant increase from the 2002 survey that showed only 7% of readers were male.

## READER MARITAL STATUS

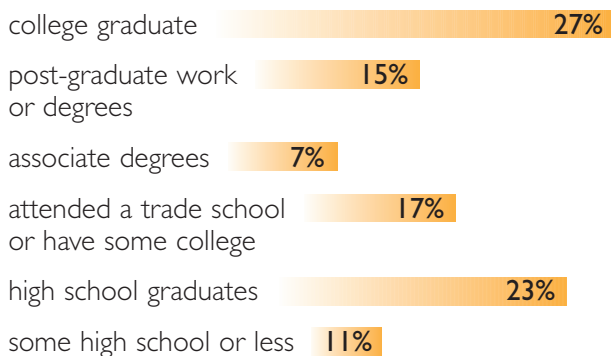


## READER AGE



## EDUCATION LEVEL

**42% hold a bachelor's degree or higher.**



## GEOGRAPHY OF ROMANCE READERS

**26%** of the Midwest population reads romance

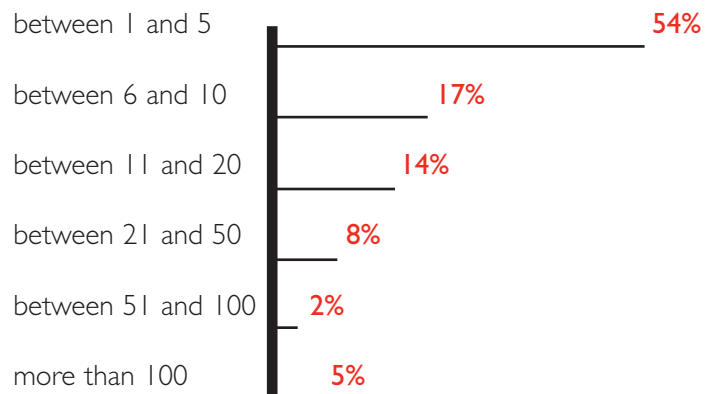
**12.6%** of the Northeast population reads romance



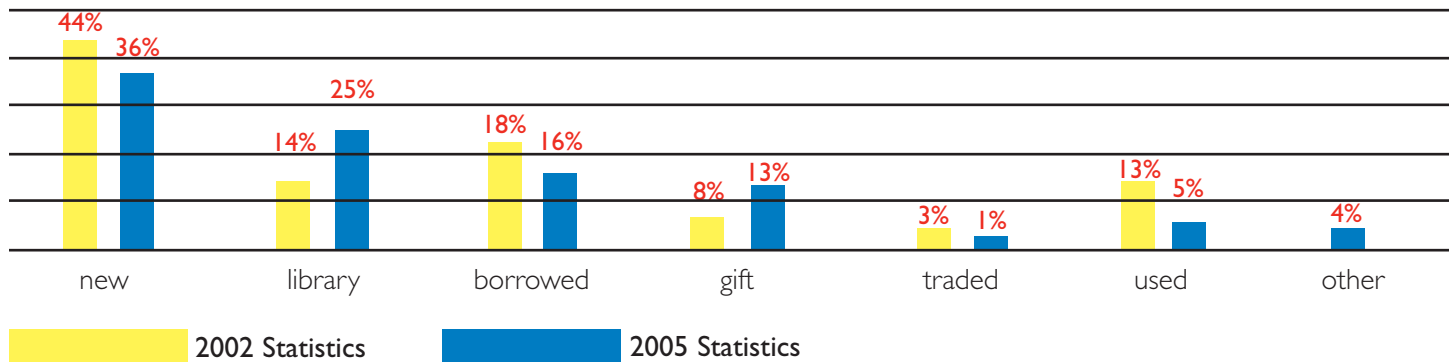
**27%** of the Western population reads romance

**29%** of the Southern population reads romance

## NUMBER OF ROMANCE NOVELS READ IN THE PAST YEAR



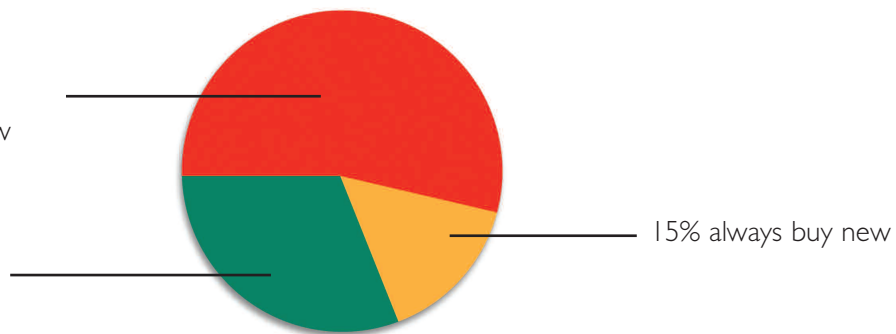
## HOW ROMANCE READERS OBTAINED THE LAST ROMANCE NOVEL THEY READ



## THE PERCENTAGE OF ROMANCE NOVELS THAT ARE BOUGHT NEW

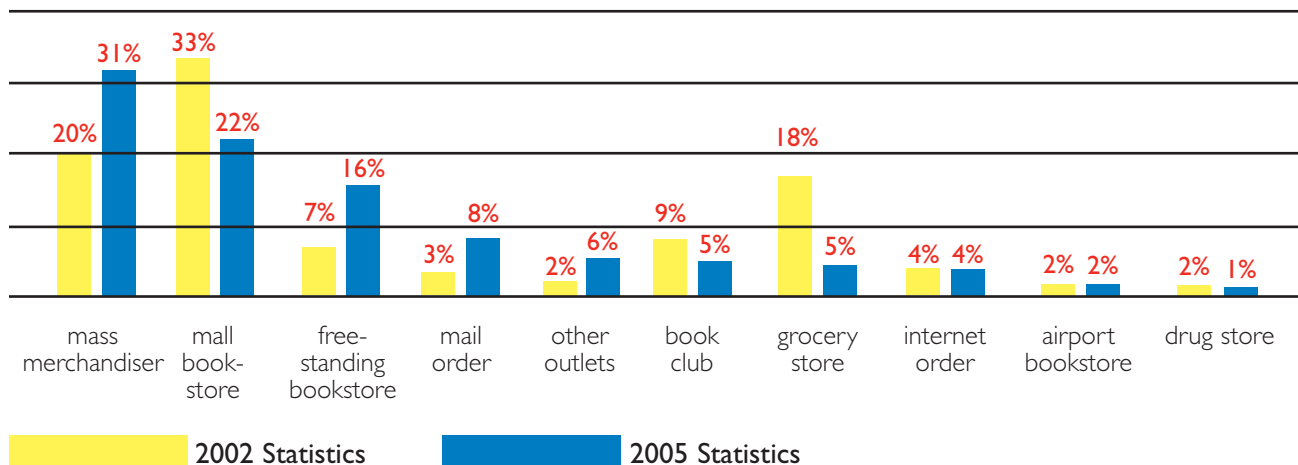
54% buy 20% or fewer books new

32% don't buy any books new



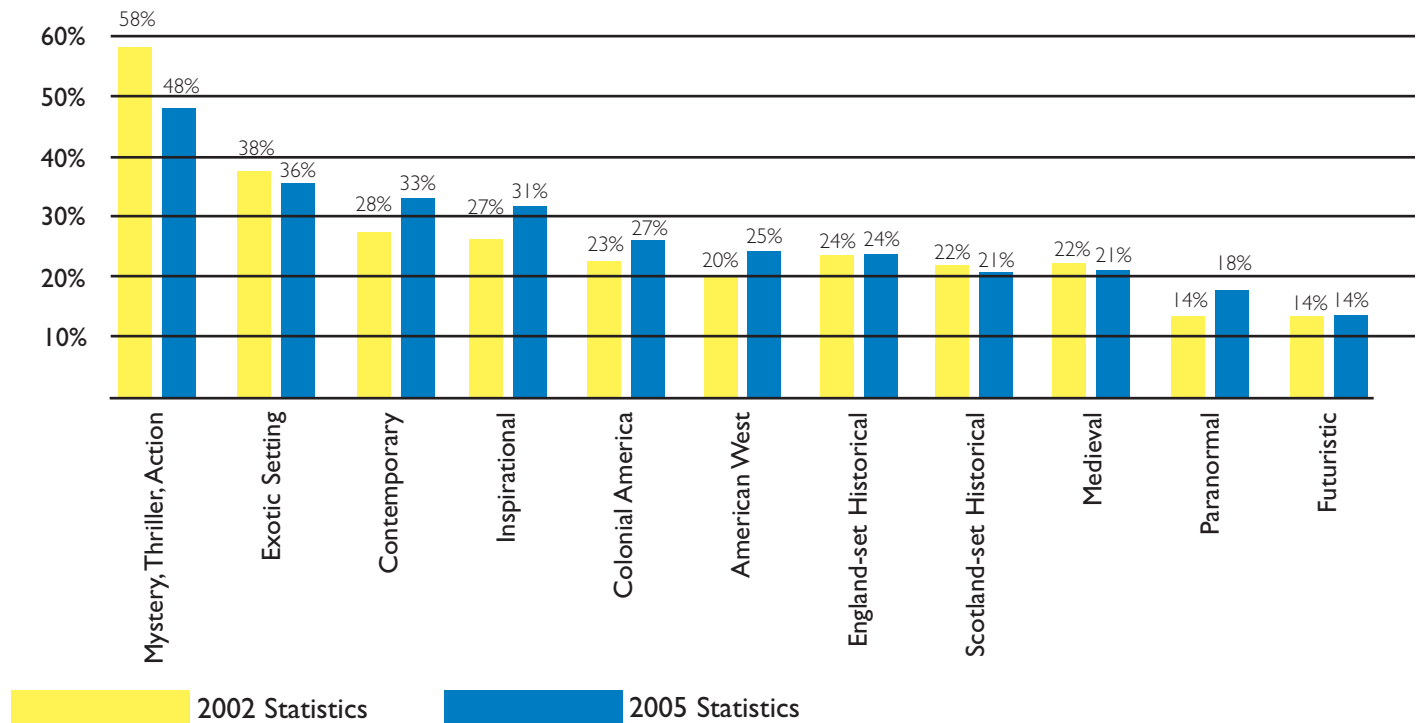
## WHERE READERS PURCHASED THEIR BOOKS

Mass merchandisers such as Target or Wal-Mart have become the most popular place for readers to buy their books.

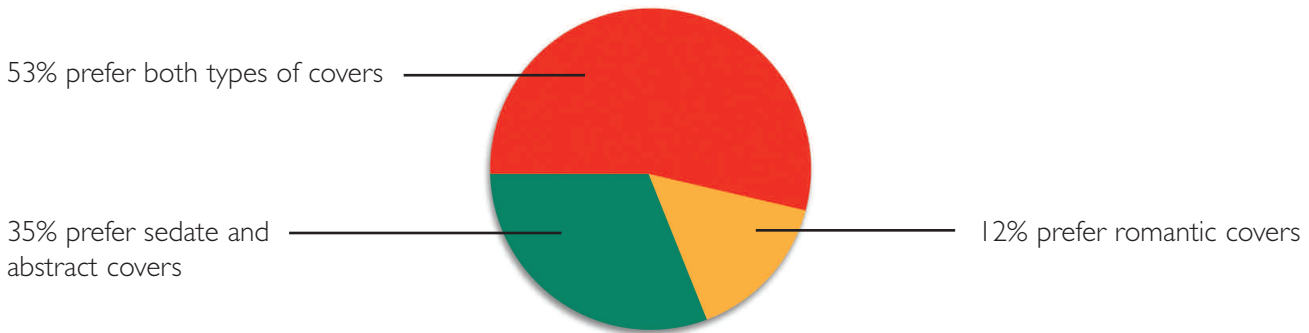


## SETTINGS OR SUB-GENRES ROMANCE READERS ENJOY

Romance readers ranked the following settings or plot elements for romance novels in order of most enjoyable:



## TYPES OF COVERS PREFERRED BY READERS



## GROWING THE MARKET — FUTURE ROMANCE READERS

- 65% of non-romance readers have read one romance novel in the past.
- Of these non-readers, three out of ten people might read a romance in the coming year.
- Readers from 18-34 are more likely to read a romance than other age groups.

# ROMANCE FICTION — THE CAREER

Romance Writers of America's mission is to advance the professional interests of career-focused romance writers through networking and advocacy.

RWA provides support to its more than 9,000 members through a diversity of programs, including:

**CONTESTS** – RWA sponsors two national contests each year:

- The **RITA** award is the highest award of distinction in romance publishing. It is presented to the best published romance novels of the year, chosen from a variety of categories.
- The **Golden Heart** is awarded to the best unpublished manuscripts from similar categories.

**THE ROMANCE WRITERS REPORT** – a monthly trade magazine that features articles on improving all areas of writing, along with information about the romance publishing industry.

**CHAPTERS** – RWA has over 150 chapters that provide special programs for their members, including workshops, monthly meetings, mentoring, local conferences, online networking, and critique groups. Several special-interest chapters provide extensive online support.

**NATIONAL CONFERENCE** – each summer RWA hosts a national conference for members and industry professionals. The Conference provides networking opportunities for published and aspiring writers, including agent/editor pitch sessions, along with more than 100 workshops on all areas of writing and managing a writing career. Future Conferences will be held in the following cities:

2006 — Atlanta, Georgia

2007 — Dallas, Texas

2008 — San Francisco, California

2009 — Washington, D.C.

General Membership is open to all writers actively pursuing a career in romance fiction, and publishing professionals are welcome to join as Associate Members. Booksellers and librarians are encouraged to join RWA as Affiliate Members.

To learn more about Romance Writers of America, or to print out a membership application, visit the RWA web site at [www.rwanational.org](http://www.rwanational.org).

RWA's statistics are the result of two studies commissioned by the association. One study, on the sales of romance fiction, is tabulated by mathematician Olivia Hall, who draws data from mass-market book distributors' yearly release information; from figures released by the American Bookseller Association; and from reports by Ipsos-BookTrends reports, an independent market research firm that studies book trends. This study is updated yearly. Another study focuses on reader demographics, book content, and book-buying habits. It is conducted via telephone survey and in-person focus groups by Corona Research, a market research firm in Denver, Colorado.

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