

Book buying habits (from research done in 2008 on behalf of the RNA by Book Marketing Ltd):

- In 2007, British consumers bought 24m romantic novels worth £118m.
- In 2007 5.6 m people bought a romantic novel; 4.7m bought crime/mystery; 4.5m bought adventure/thriller.
- In 2007, romantic novels represented 22% of all adult fiction purchased, with crime getting 20% of the share followed by adventure/thriller with 14.5%. General popular fiction accounted for 26%.
- 93% of romantic novels bought in 2007 were destined for female readers.
- Readers of romantic novels buy more books than adult fiction buyers in general and also borrow more from libraries.
- Twenty-two percent of romance readers are male.