

What readers of romance like:

- Most readers like a hero or heroine they can identify with or who has to struggle against adversity.
- Women find Elizabeth Bennet and Darcy the most romantic couple in fiction but men think it is Romeo and Juliet. However a majority of women under 35 prefer Bridget Jones and Mark Darcy.
- Scarlett O'Hara and Rhett Butler are considered the third most romantic couple in fiction behind Elizabeth and Mr Darcy and Romeo and Juliet.
- Women prefer to do it in bed and men prefer to do it in a chair – read that is.
- Women prefer reading above all other activities. A significant proportion of men preferred sex or football ahead of other pastimes.
- The book-lover's preferred method to woo a prospective partner is to cook a romantic meal, but sending letters or giving books came a close second and third.
- Book-lovers admire a sense of humour and kindness in their partners.
- Women are more likely than men to read in the bath, while men are more likely to read in the loo.
- Most men believe a romantic restaurant dinner and flowers are the way to win a woman's affections.
- Sending a romantic text is the third most commonly used chat-up technique among under 35s.