

Finding Romance outside the Library: Purchase and Perception

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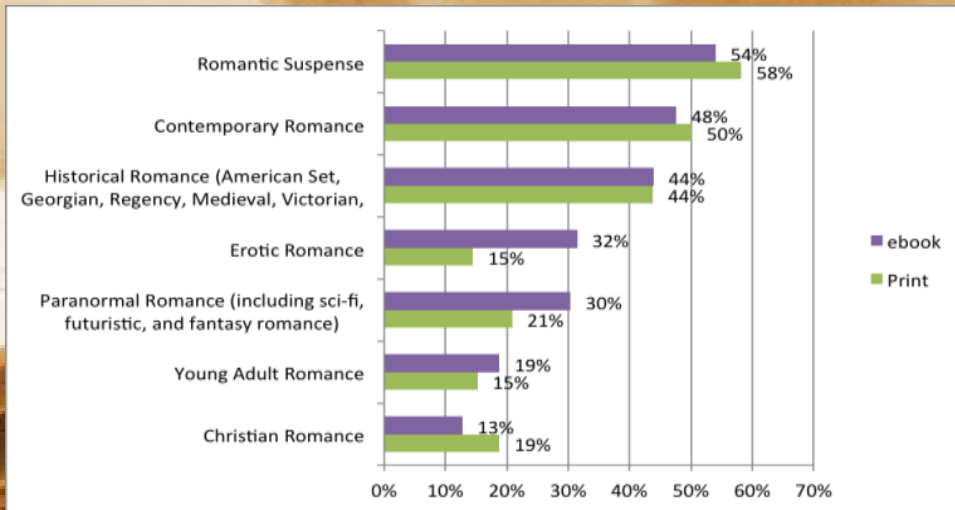
Statistics on Romance Readership

Romance fiction was the largest share of the U.S. consumer market in book sales during 2011

- 14.3 percent with a revenue of \$1.368 billion
- Perspective: next largest religion/inspirational at \$715 million¹

The impact of E-books:

- E-book sales of romance books have doubled each year: 9-10% in 2010, 22% in 2011, and 44% in 2012.^{5,6}
- 45% of romance book buyers read E-books
- Of those readers who only buy/read print formats, 53% claim they will never read E-books.



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Gaps in Scholarly Knowledge

Only 14% of romance readers obtain romance novels through a public library,² so where are the rest of romance readers getting their novels?

Previous studies examined librarians' perceptions of romance novels and their readers, and how these perceptions influence collection development and reader relationships with libraries. However, the commercial sector has been largely overlooked.^{3,4}

Additionally, former research focused almost exclusively on print formatting, leaving the recent explosion of E-books and E-formats unexplored.

Research Questions

- Where are romance readers acquiring the literature that they read, and subsequently donate?
- What are the perceptions of romance readers outside of libraries? Are commercial settings more welcoming?
- How have E-books and E-readers impacted this trend of purchases and perceptions?

Methodology

- Survey of Missouri book sellers of print and E-format novels. Questions cover store collections, customer preferences, and perceptions of romance readers and the genre.

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