

Romance Fiction Statistics

Total Romance Novel Sales in 2013

\$1.1 billion

That's roughly one-fifth of all adult-fiction sales.

Voracious Readers

46 percent of romance consumers read at least one book per week. In comparison, the typical American reads five books a year.

Romance Readers At A Glance

Age 30-54

Education College-educated

Average Income \$55K

Relationship Status 59 percent are coupled, 84 percent are women, 16 percent are men

***Romance readers are more likely than the general population to be currently married or living with a partner.**

On a GLOBAL Scale:

(Global statistics for all publishers of romance are not available, but there are statistics available for the largest romance publisher, Harlequin, which is based in Toronto.)

Harlequin is one of the world's leading publishers of romance novels and books for women. The Toronto-based company alone publishes more than 110 titles a month in 34 languages in 102 international markets on 6 continents.

Harlequin Business Facts:

Last year Harlequin sold more than 3 books per second worldwide.

Approximately half of Harlequin's books are sold outside North America.

Over 800 titles hit the stands each month around the world, generated from publishing operations in 16 countries.

In total, Harlequin has shipped more than 6.38 billion books around the world.

Harlequin sells romance novels in all of these languages:

Afrikaans	Finnish	Icelandic	Norwegian	Spanish
Chinese	French	Indonesian	Polish	Swedish
Czech	German	Italian	Portuguese	Tagalog
Danish	Greek	Japanese	Russian	Tamil
Dutch	Hebrew	Korean	Serbian	Turkish
English	Hindi	Lithuanian	Slovakian	Vietnamese
Estonian	Hungarian	Marathi	Slovene	

Top 10 Fiction Genres

- | | |
|---------------------------------------|---|
| 1. \$1.09 billion, Thrillers | 6. \$377 million, Fantasy |
| 2. \$1.08 billion, Romance | 7. \$185 million, Comics & Graphic Novels |
| 3. \$811 million, General | 8. \$156 million, Historical |
| 4. \$548 million, Literary | 9. \$143 million, Contemporary Women |
| 5. \$442 million, Mystery & Detective | 10. \$113 million, Action & Adventure |

Reading Behavior

29 percent of romance readers usually carry a romance novel with them.
Romance readers typically begin and finish a romance novel within 7 days.

On average romance readers read more than one book:

A Week — 25.5 percent
Every Week — 20.9 percent
Every 2-3 Weeks — 17.8 percent
A Month — 16.1 percent

Romance Vs. All Adult-Fiction Purchases

Paperback

Romance: 51 percent
Adult Fiction: 46 percent

E-Book*

Romance: 38 percent
Adult Fiction: 30 percent

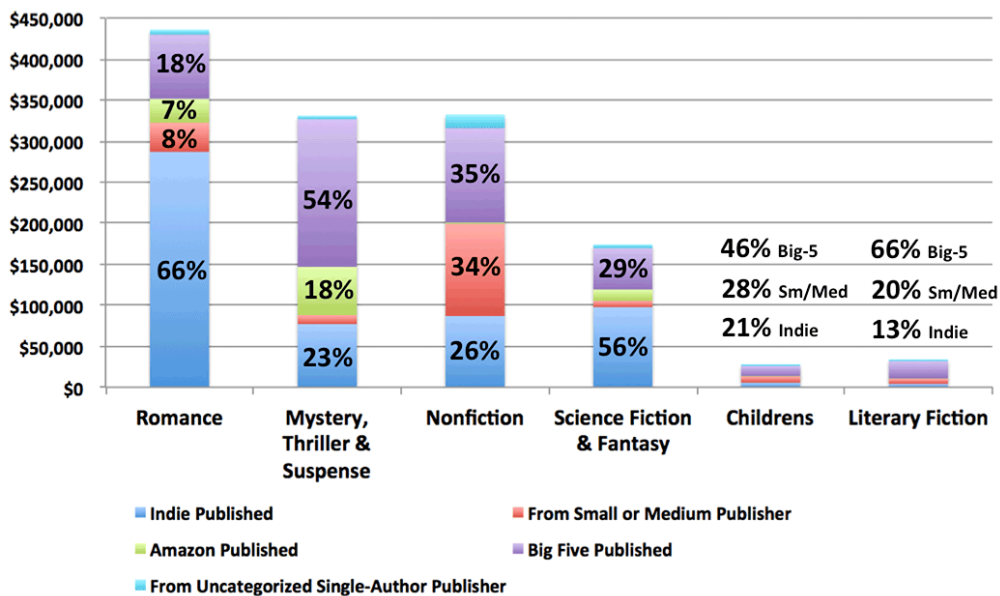
Hardback

Romance: 10 percent
Adult Fiction: 21 percent

Audio

Romance: 1 percent
Adult Fiction: 3 percent

**Amazon e-Book \$ Author Earnings by Genre & Publisher Type
(July 14, 2014)**



Sources: Nielsen, Bookstats, PEW Research Center, RWA, Entertainment Weekly, Author Earnings' July 2014 Author Earnings Report, Harlequin