

We Write for a Few

By Susan May

Despite book publishing being a billion dollar a year business it is supported by a small percentage of readers that do so regularly. In a group of nine people when they were asked to name the last book they read: four people had not read a book recently, two people read sometimes but not often enough to give a title and the other three could name numerous books they had read.

In a recent article I read that book publishers shouldn't try to sell books to racing fans because they don't read. That statement really disturbed me because on the same day I read it half of my family was at the NASCAR race. I know that my husband was an exception to that rule and I hope my teenagers will read more. Harlequin must not think that this is a true statement because they have partnered with NASCAR to produce the NASCAR line of books in an effort to tap into the millions of female race fans.

According to an Associated Press-Ipsos poll among people who have read in the last year:

- One in five read romance
- People in the south read mostly religious and romance books, if they read they tend to read more than other parts of the country
- More women than men read in every category
- Women read almost twice as much as men
- One quarter of the American people read no books
- People with college degrees read the most
- People fifty and over read more than those that are younger
- People in the West and Midwest will read at least one book

Based to these statistics authors like Nora Roberts and Stephen King have truly done well. A true reader makes picking up a book an everyday event so that it becomes a habit. You're either a reader or you're not, there is no middle of the road. Imagine a writer motivating that group between reading all the time and not at all. What a group of potential book buyers!

No wonder it's an achievement to be a best seller.

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