

WELCOME TO LITRING'S 10K READER SURVEY FOR 2017

Founded on January 1, 2017, LitRing launched with a bang! In our first year, we're on target to accumulate 75,000 awesome subscribers who love us for our gorgeous giveaways, friendly authors, and enjoyable book selections.

Trying to figure out if LitRing is the right place for you?

We surveyed our readers, and with 10,000 responses (actually 10,013), the results speak for themselves, but that's not going to stop us from pointing out some interesting and exciting trends in the following analysis.

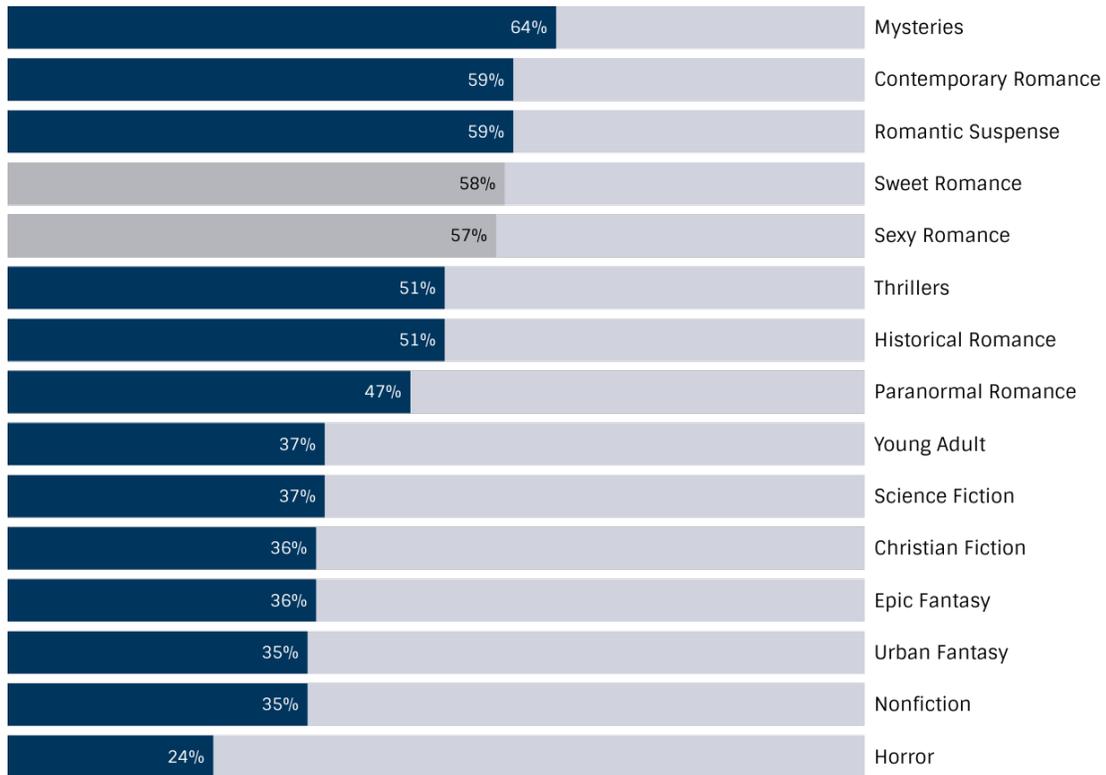
Please use this data to help you determine which of our promotions are the best fit for you and your needs. There are also some insights that could help answer general marketing strategy questions, particularly when broken out by genre.

See what our readers had to say below, and keep an eye out for next year's survey to see how readers' opinions change over time. For deeper discussions on this and other data, please also join us in [our Facebook group for authors](#).

ALL READERS

We asked readers to rank each of the following genres according to whether they frequently read it, rarely read it, or never read it. To provide a single score for analysis, we assigned the numeric value of 3 to all "frequently read" responses, a value of 1 to "rarely read" responses, and 0 for "never read".

Therefore, in the following chart, 100% would mean that ALL of LitRing's readers read the genre frequently, while 0% means that NONE of our readers ever read the genre.

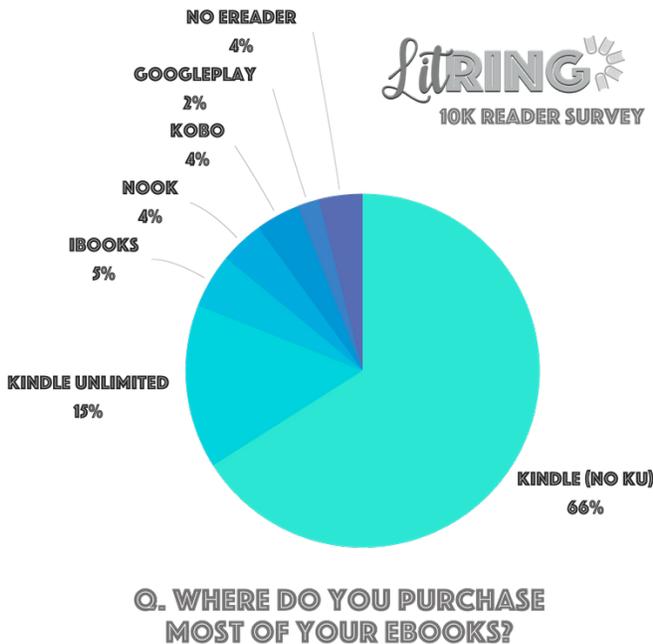
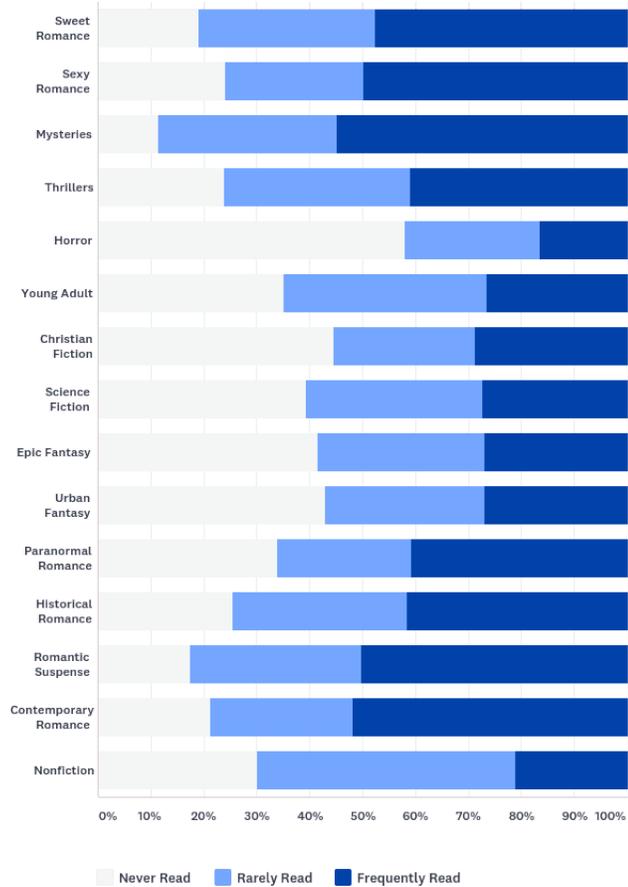


**the above chart also shows the order in which the individual genre results were analyzed started with Mysteries on page 11.*

We are focused in growing our smaller genres by providing increased opportunities for authors and allocating a larger portion of our ad budget to attracting those readers.

Not all book genres were included in our 2017 survey, but we'll include more in our follow-up 2018 survey to show how our reader base continues to grow and change.

For those who prefer to see the data with the frequency values, check out the chart below. Light blue means rarely reads (but will sometimes read), and dark blue equals often reads.

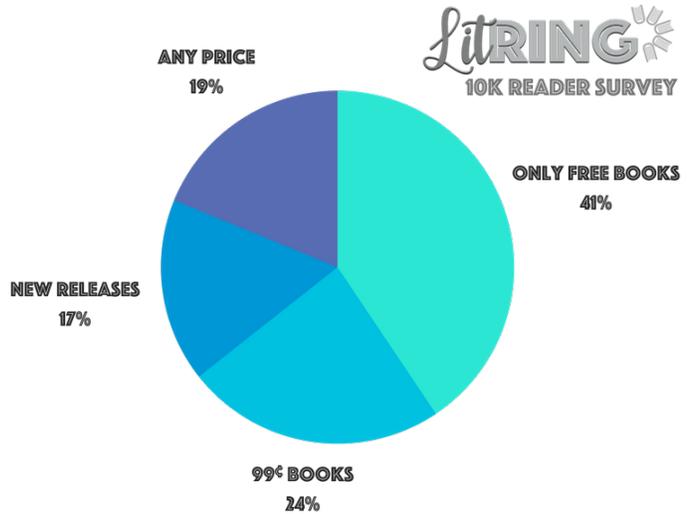


Q. Where do you purchase most of your eBooks?

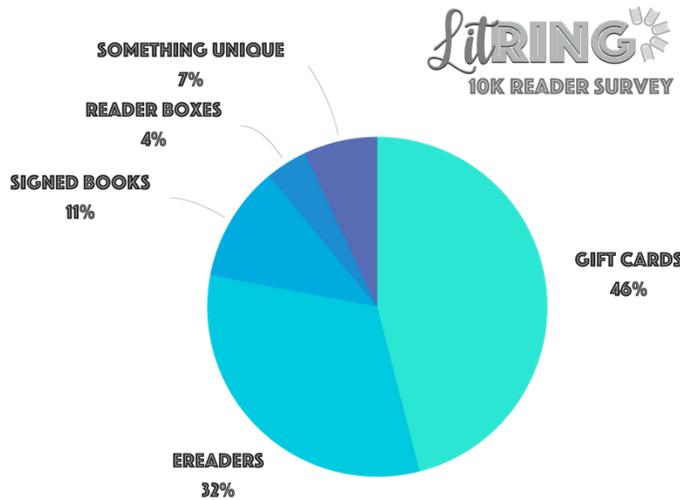
Our distribution of readers closely matches the larger eBook market. While the majority of our readers prefer Kindle, the split between Kindle Unlimited versus non-Amazon retailers is almost perfectly even--making the "to KU" or "not to KU" question more difficult to answer than ever!

Q. Which of the following book deals would you like to see included with our weekly newsletter?

Our readers enjoy our free book features, but may be open to receiving paid book recommendations as well. We will continue to test their reception to book deals and new releases before rolling out any new advertising options for authors.



Q. WHICH OF THE FOLLOWING BOOK DEALS WOULD YOU LIKE TO SEE INCLUDED WITH OUR WEEKLY NEWSLETTER?



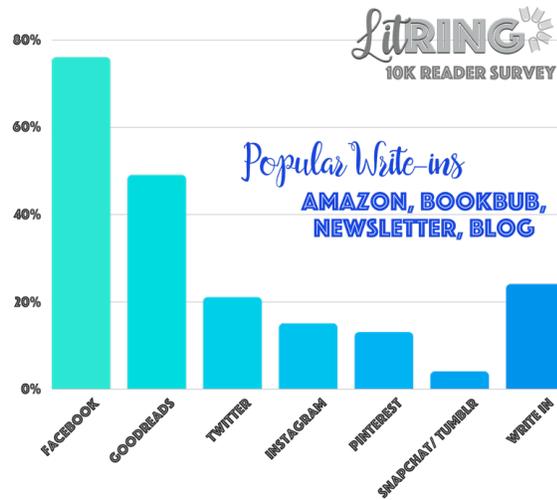
Q. WHICH GIVEAWAY PRIZE DO YOU LIKE BEST?

Q. Which giveaway prize do you like best?

It's no surprise readers enjoy large, high value prizes like gift cards or eReaders, but an increasingly vocal segment prefers to receive exclusive collectible items like signed books and special author swag. Unique offerings are also likely to grab readers' attention.

Q. Where do you like to follow authors?

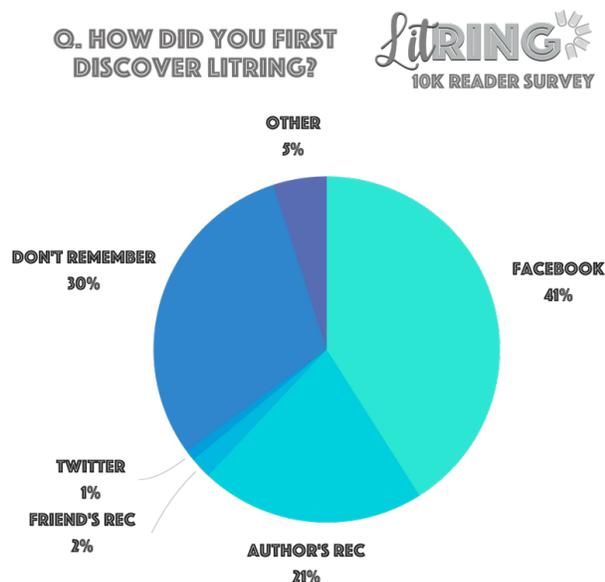
Almost a quarter of our readers wrote in a response for this question, shining a light on the importance of both individual author newsletters and new release alerts from sites like Bookbub, Amazon, and Goodreads.



Q. WHERE DO YOU LIKE TO FOLLOW AUTHORS?

Next year, we'll split this question into two parts: *Where do you like to follow authors?* and *where do you like to interact with authors?*

We suspect that the more traditional social sites like Facebook, Twitter, and Instagram are primed for interaction; whereas, Goodreads may be popular simply for the new release alert and the ability to shelve and review books (not necessarily to communicate with authors).



Q. How did you first discover LitRing?

Facebook is king when it comes to our readers, and we suspect a large percentage of those who don't remember how they found us did so via Facebook.

Our philosophy has always been that it's **our** job to connect authors with readers;

not the authors' job to grow our promo lists by being forced into sharing as a requirement of doing business with us. Nope, no way!

And because we never require authors to share, our primary growth has come from Facebook ads targeted at readers for both our giveaways and our free book offers.

We are very pleased that some authors choose to share anyway, representing about 1/5 of our list growth. Thank you to those authors!

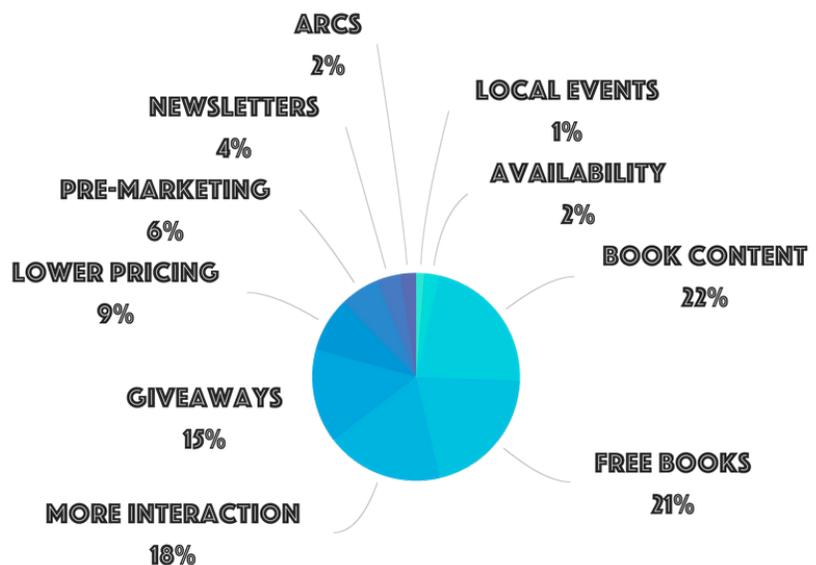
Q. What do you wish more authors would do for their readers?

Q. WHAT DO YOU WISH MORE AUTHORS WOULD DO FOR THEIR READERS?



The first 50% of responses to this question were discarded:

- (38%) No Answer: they either provided no answer at all or the provided an answer not relevant
- (12%) No Changes: either they are happy with how things are or they offered no ideas for improvement



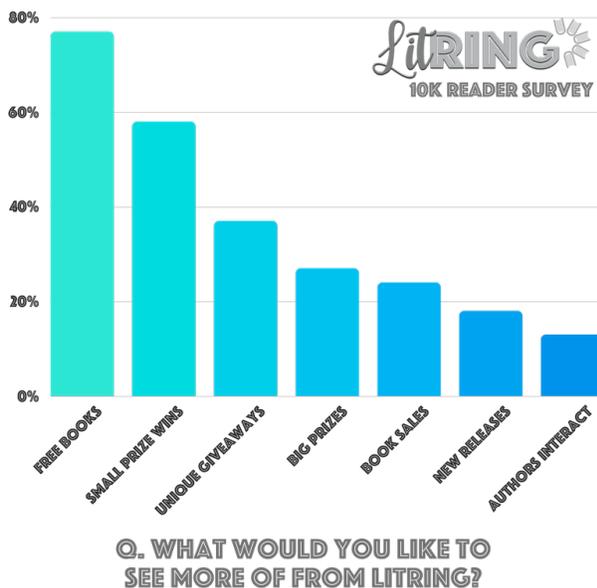
The remaining 50% (or roughly 5,000) were analyzed, and we found some interesting results!

- **(22%) Book Content:** readers stated they want more of their favorite genres, want less sex in some books, less cussing in some, more realistic characters. Basically, they want good books in genres they like.
- **(21%) Free Books**
- **(18%) More Interaction:** readers want to know the story behind the story, what inspired the book, how did the author create the main characters, readers also want insight into the authors like how they got started, family traditions for holidays, what books they read, favorite authors
- **(15%) Giveaways:** readers are interested in smaller, more frequent giveaways and contests with more winners, want prizes to include swag, autographed books, gift cards for retailers other than Amazon, they would like to see more giveaways and contests open internationally, they would also like to have easier entry methods instead of having to subscribe to 30 newsletters.
- **(9%) Lower Pricing:** readers feel that eBook pricing is getting out of control and would like to see lower prices or at least discounts offered more often and want special pricing to be available for all countries.
- **(6%) Pre-Marketing:** readers would like updates on progress for WIP and release dates for other projects. Updates if release dates change. Would like to receive exclusive content for WIP like teasers, excerpts, and the like.
- **(4%) Newsletters:** Readers would like less frequency, i.e. not daily, and would like to see more content related to the authors books as opposed to content promoting another authors' works. One thing that was mentioned repeatedly was they don't like receiving 30 emails a day that feature the same authors book (newsletter swaps). They also prefer shorter more focused emails to long newsletters that try to cover too many topics at once.
- **(2%) ARCs:** readers want more access to ARCs and review and street teams
- **(2%) Wider Availability:** readers want books to be available on more platforms than Kindle
- **(1%) Local Events:** readers want to know when and where authors are doing signings whether they are big events or at the local book store

Q. What would you like to see more of from LitRing?

At first glance, the number of readers who want more free books could be a bit disheartening, but when taken in context, we think this is a great thing!

Because each newsletter features only 3 free books and offers the full book description and cover for readers to decide whether they want to download, our readers are more likely to download and read the selections that interest them, as opposed to hoarding freebies.



In the coming year, we will continue to explore new ways to encourage readers to move these free books up their TBR piles and will also be starting both a book club and a VIP reviewer program.

Also of note is the fact that a majority of readers would rather see more opportunities to win smaller prizes rather than less frequent large prize giveaways--

so authors need not break the bank to satisfy readers. A unique and fun giveaway is even more preferred to a large prize offering.

Lastly, though fewest readers wanted to see more author interaction, this could be because we already offer so many opportunities for our readers to interact with our authors via our giveaways, takeover events, and list builders. Indeed, "more author interaction" was our most popular write-in response for the question "What do you wish LitRing would do for our readers?"

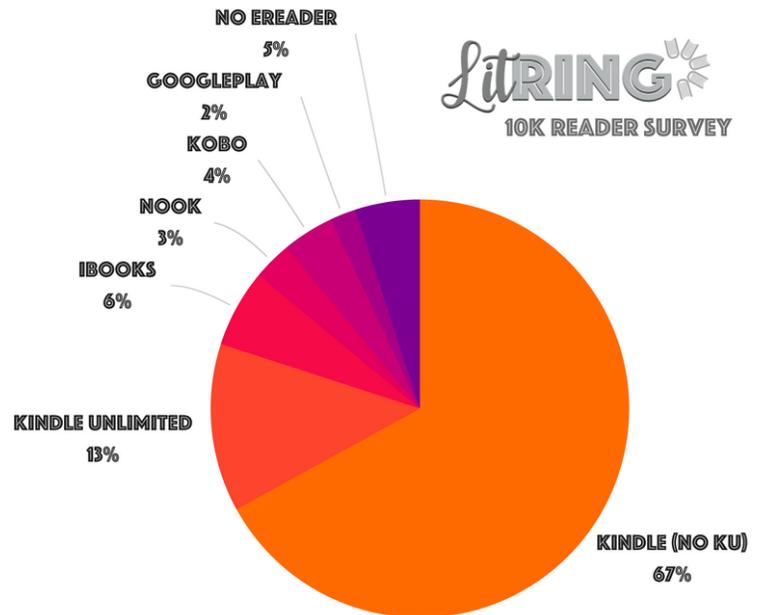
READERS WHO WANT ONLY FREE BOOKS FROM LITRING

When asked: *Which of the following book deals would you like to see included with our weekly newsletter?*

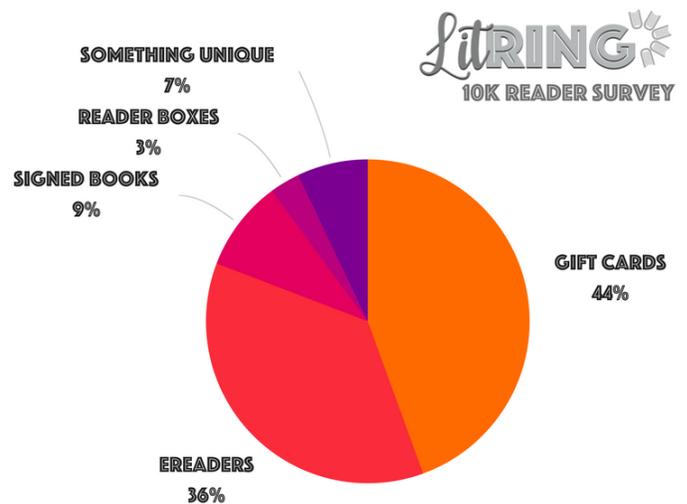
41% of readers told us they only want to see free books offered in the LitRing newsletter as opposed to paid or discount titles. Although it should be noted that what readers want from a promo company do not perfectly reflect what they want from individual authors, the data can still help speak to a larger publishing trend.

We decided to break out that 41% of readers and analyze them separately from the rest of the group to see if we could spot any major differences between readers who only want freebies versus those who are open to paying for books from LitRing.

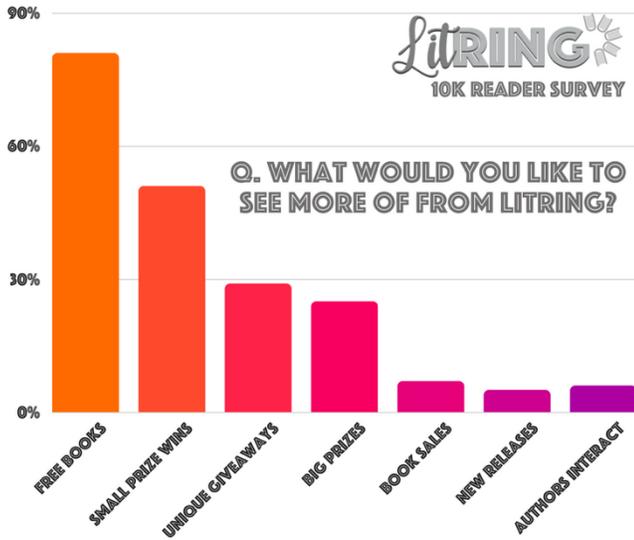
As you'll see from the graphs below, there is almost no discernible difference. This tells us that ALL readers matter, and one shouldn't be too quick to dismiss a "freebie seeker", because that reader could become one of your best, most avid fans down the road.



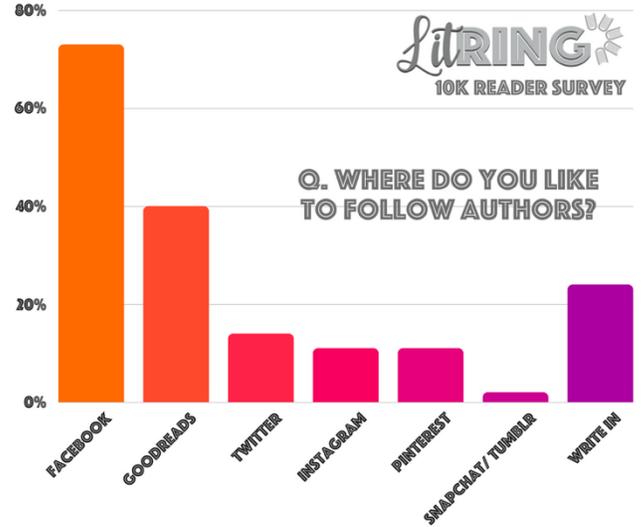
DISTRIBUTION OF READERS WHO ONLY WANT FREE BOOKS FROM LITRING



Q. WHICH GIVEAWAY PRIZE DO YOU LIKE BEST? DISTRIBUTION OF READERS WHO ONLY WANT FREE BOOKS FROM LITRING



DISTRIBUTION OF READERS WHO ONLY WANT FREE BOOKS FROM LITRING



DISTRIBUTION OF READERS WHO ONLY WANT FREE BOOKS FROM LITRING

DISTRIBUTION OF READERS WHO ONLY WANT FREE BOOKS FROM LITRING



RESULTS BY GENRE: MYSTERIES

Mystery authors, your readers still trend largely toward Amazon, but you have an above average distribution of readers on Kobo, Nook, iBooks, and without an eReader—while you have a below average number of KU subscribers.

The data clearly suggests wide is where it's at for Mystery authors!

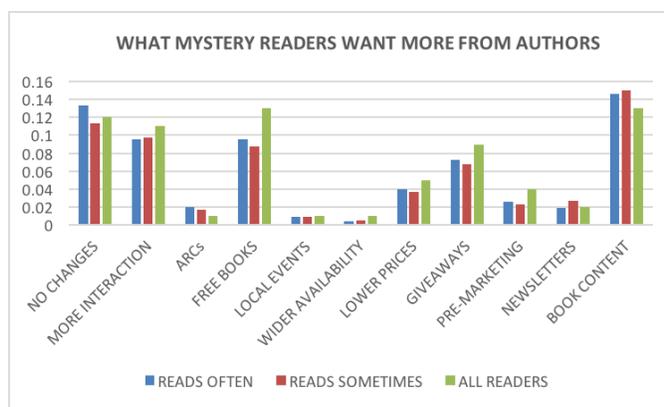
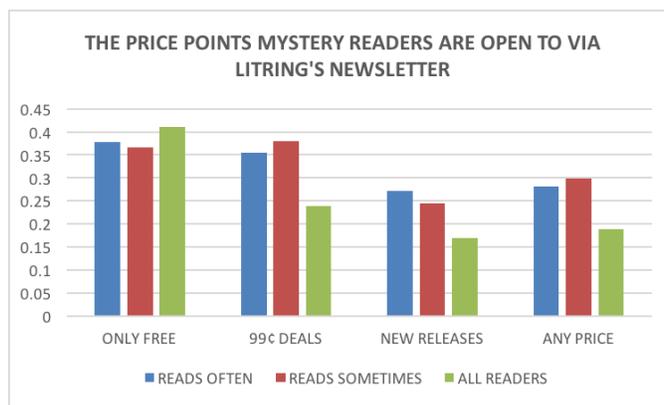
Your readers want to interact with you more and want to see more giveaways, but they are somewhat more willing to pay for books more than the average reader. You have the largest share of the LitRing readership, and should do more promos with us.

You will get a great ROI!

The following graphs represent Mysteries (which has 5344 frequent readers, and 3270 occasional readers represented in our survey). In the charts below, the blue bars indicate respondents who frequently read

Mysteries, red represents those who sometimes read Mysteries, and green represents the general figures for all readers within the survey regardless of genre preference.

For the question regarding what readers want more from authors, please see page 6 for a full breakdown of each category.



RESULTS BY GENRE: CONTEMPORARY ROMANCE

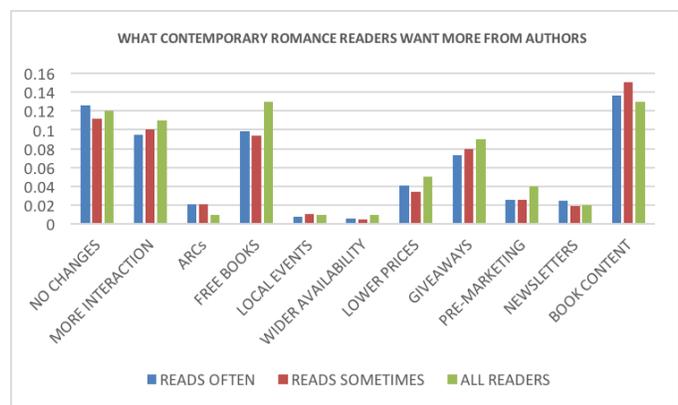
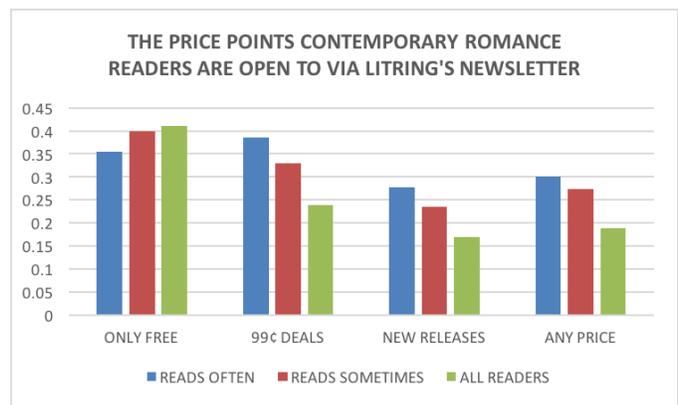
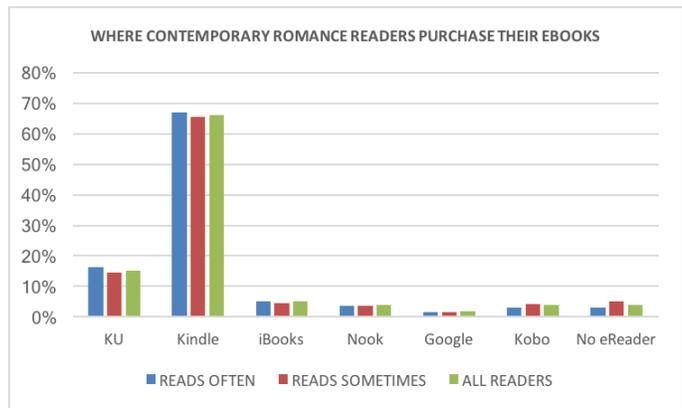
Contemporary Romance authors, your readers are more likely to be in the Kindle Unlimited program than they are to purchase books through non-Amazon vendors.

Sale prices will please loyal genre readers more than they will attract sometimes readers.

Your readers are pretty happy with the way things currently are, but would appreciate some changes in how you do newsletters. As opposed to huge emails or a ceaseless flow of newsletter swaps, try a more personalized pitch for a sale book they may enjoy.

The following graphs represent Contemporary Romance (which has 5040 frequent readers, and 2603 occasional readers represented in our survey). In the charts below, the blue bars indicate respondents who frequently read Contemporary Romances, red represents those who sometimes read Contemporary Romances, and green represents the general figures for all readers within the survey regardless of genre preference.

For the question regarding what readers want more from authors, please see page 6 for a full breakdown of each category.



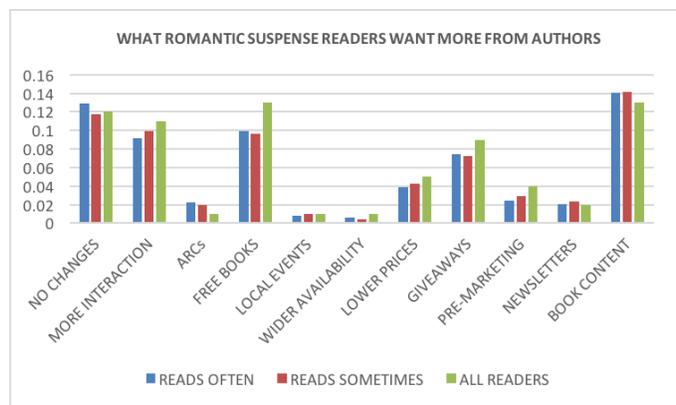
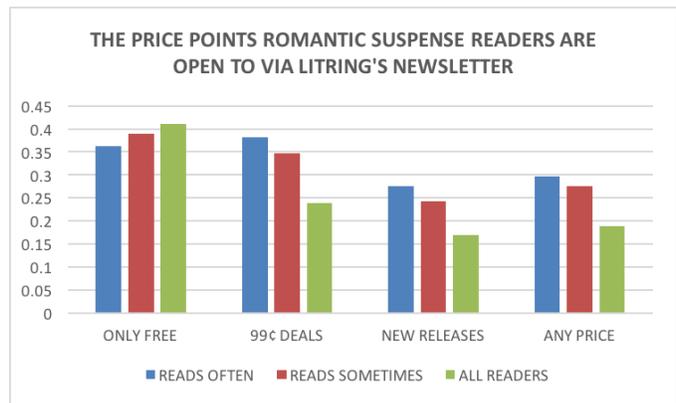
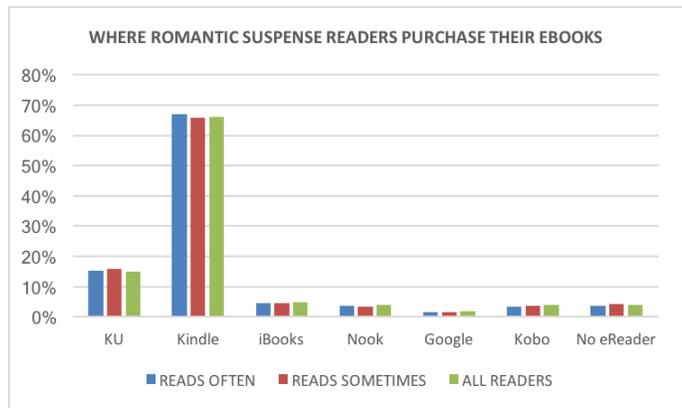
RESULTS BY GENRE: ROMANTIC SUSPENSE

Romantic Suspense authors, your readers distributed pretty normally. Sales prices will please loyal genre readers more than they will attract sometimes readers, and free books will attract occasional readers more than your enthusiastic genre fans.

They don't want more author interaction, giveaways, or anything like that, so be cognizant of how much you're asking of them and how frequently you're emailing. That said, if you have a special sale to share with your list, fire away!

The following graphs represent Romantic Suspense (which has 4873 frequent readers, and 3131 occasional readers represented in our survey). In the charts below, the blue bars indicate respondents who frequently read your genre, red represents those who sometimes read your genre, and green represents the general figures for all readers within the survey regardless of genre preference.

For the question regarding what readers want more from authors, please see page 6 for a full breakdown of each category.



RESULTS BY GENRE: SWEET VS. SEXY ROMANCE

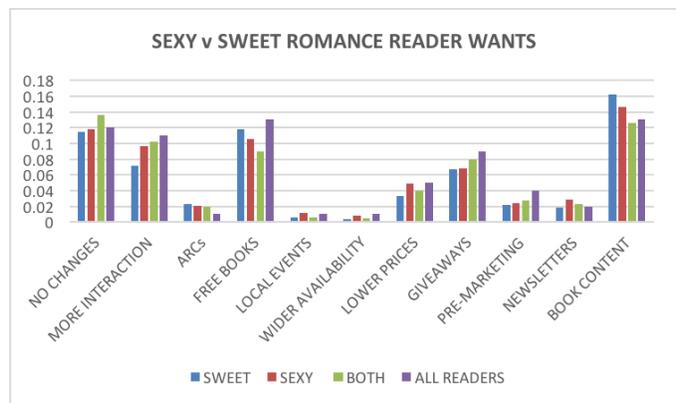
This just in! Sex sells... at least for a higher price.

We were interested in learning about the differences between readers who only like Sweet Romance (represented in blue), versus those who only like Sexy Romance (red), those who read both (green), or the general reader population (purple). In the survey, we simply asked about “Sweet Romance” and “Sexy Romance” without specifying a specific subgenre.

And the difference is startling!

Purely Sweet readers want more free books and less author interaction, while readers who enjoy any heat level are more likely to behave like Sexy readers. Clearly, it’s important for Sweet authors to tell a great story that can attract readers from the mixed group also, as they are more likely to pay as well as to engage. Special sale pricing will attract these readers, regardless of their preferred heat level, making it a particularly potent promotional tactic for Romance authors.

For the question regarding what readers want more from authors, please see page 6 for a full breakdown of each category.



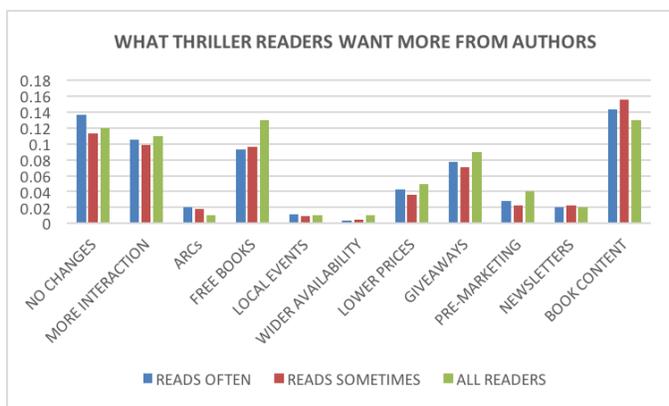
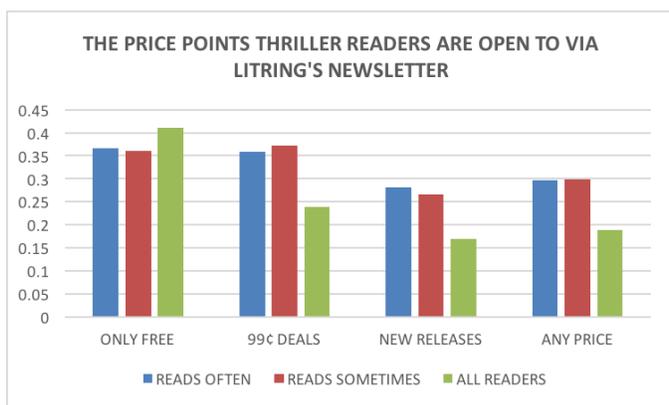
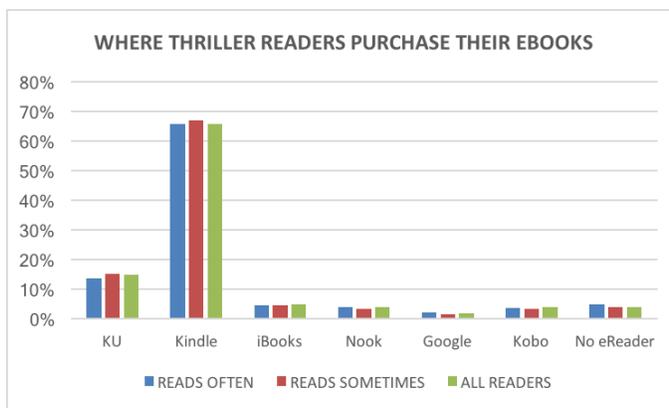
RESULTS BY GENRE: THRILLERS

Thriller authors, I actually don't have too much to say to you. Your readers closely adhere to the norms presented in the first part of this report. They are super normal, average readers, and they're pretty happy with the way you do things already.

They definitely want to hear about new releases and are slightly less likely to expect lots of free books than the average reader. So that's great, right?

The following graphs represent Thrillers (which has 3945 frequent readers, and 3365 occasional readers represented in our survey). In the charts below, the blue bars indicate respondents who frequently read your genre, red represents those who sometimes read your genre, and green represents the general figures for all readers within the survey regardless of genre preference.

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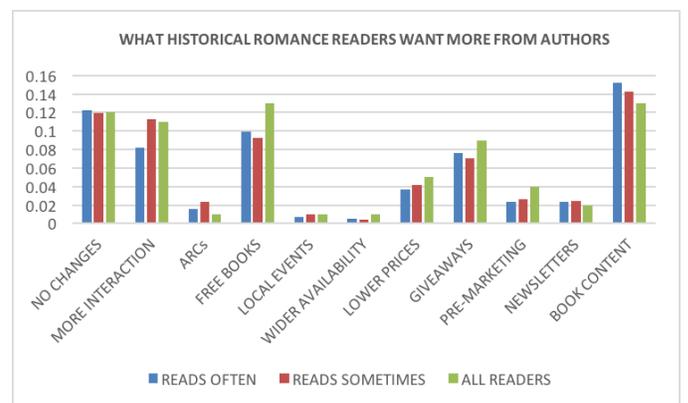
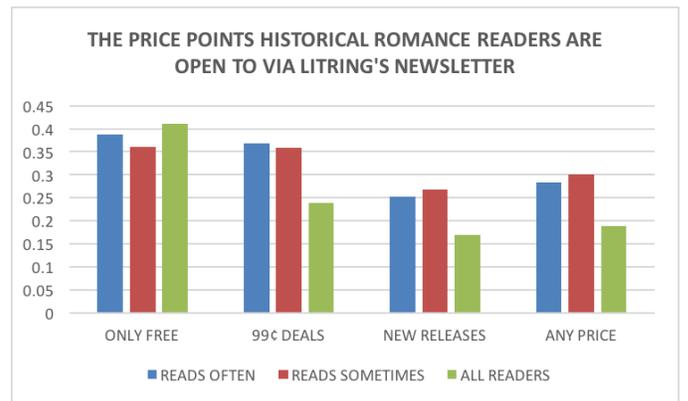
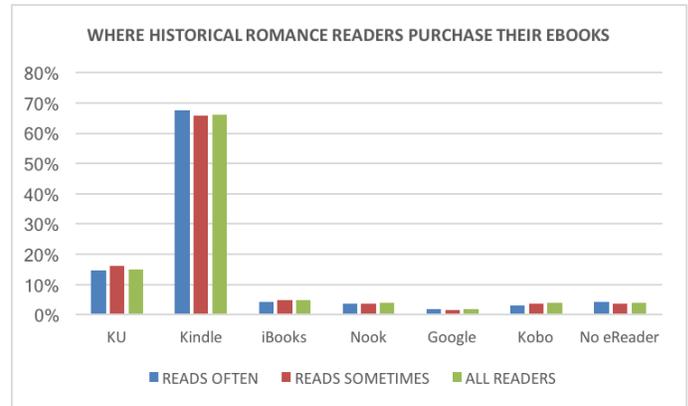
RESULTS BY GENRE: HISTORICAL ROMANCE

Historical Romance authors, yours isn't the easiest road. While your retailer distribution is normal, they highly value free books. They're also more likely to have input about book content (i.e. not wanting cliffhangers, strong language, or sexy times). The interesting thing is that your "sometimes" readers are slightly more likely to pay any price for a book and to want to hear about new releases. Your frequent readers are the ones who want the freebies and sales.

I think it's a great idea to cross-brand with a secondary genre to help reach more of those sometimes readers. Write a great book, and make those people your tribe!

The following graphs represent Historical Romance (which has 4032 frequent readers, and 3203 occasional readers represented in our survey). In the charts below, the blue bars indicate respondents who frequently read your genre, red represents those who sometimes read your genre, and green represents the general figures for all readers within the survey regardless of genre preference.

For the question regarding what readers want more from authors, please see page 6 for a full breakdown of each category.



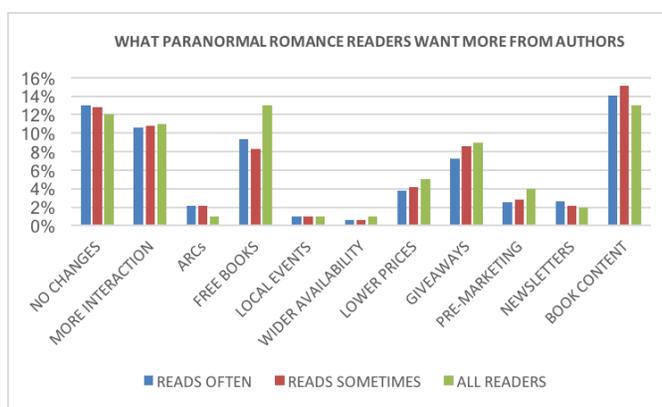
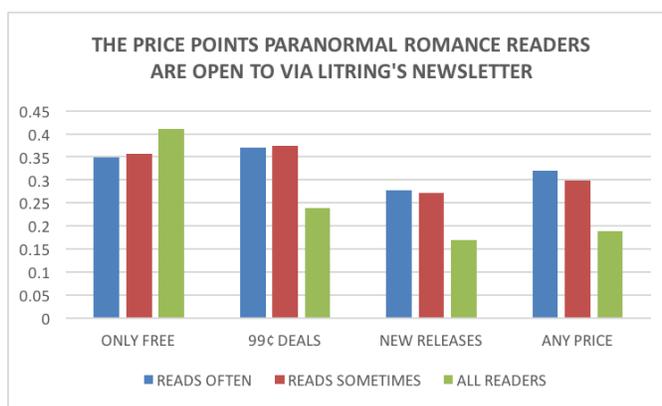
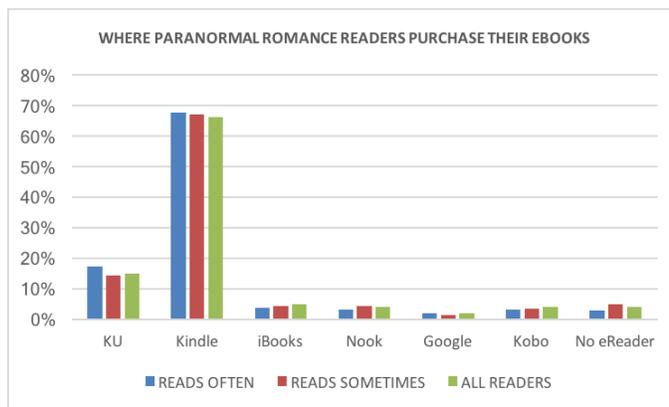
RESULTS BY GENRE: PARANORMAL ROMANCE

Paranormal Romance authors, you have the largest proportion of readers in Kindle Unlimited of all the genres surveyed, so may do well in that program. Or, it could be easier to stand out on other retailers with less competition. The choice is all yours!

You will also be able to sway your sometimes readers into super fans by offering more ARCs and price promotions.

The following graphs represent Paranormal Romance (which has 3923 frequent readers, and 2424 occasional readers represented in our survey). In the charts below, the blue bars indicate respondents who frequently read your genre, red represents those who sometimes read your genre, and green represents the general figures for all readers within the survey regardless of genre preference.

For the question regarding what readers want more from authors, please see page 6 for a full breakdown of each category.



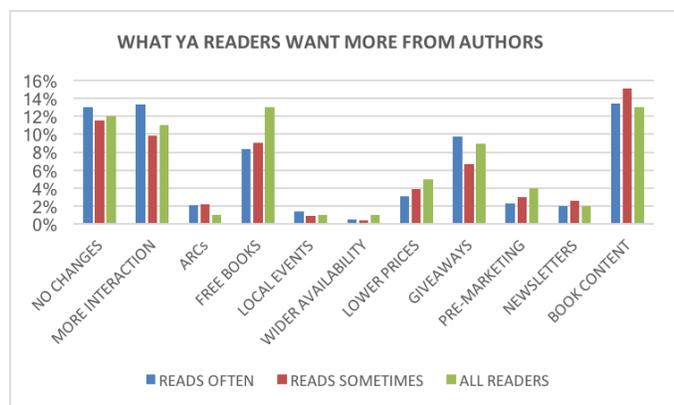
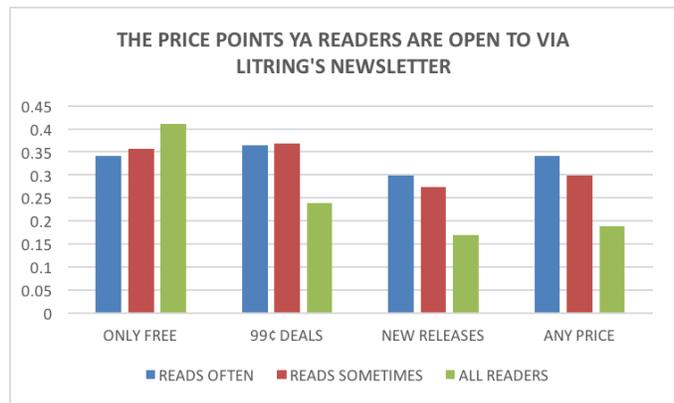
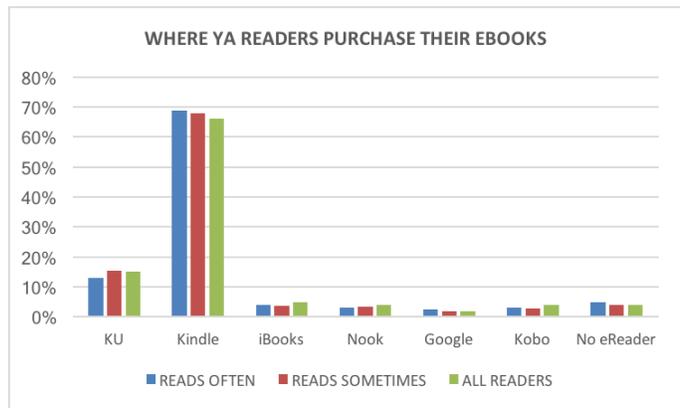
RESULTS BY GENRE: YOUNG ADULT

Young Adult authors, your readers want to have more fun! Offer them giveaways and the chance to interact with you and learn more about the person behind the books.

They're all over the map with pricing preferences, so if you can show them a good time, you can likely list your books at higher prices without too many complaints from your core readership. Your readers use Amazon slightly more than the general reader population, but use KU less.

The following graphs represent Young Adult (which has 2503 frequent readers, and 3629 occasional readers represented in our survey). In the charts below, the blue bars indicate respondents who frequently read your genre, red represents those who sometimes read your genre, and green represents the general figures for all readers within the survey regardless of genre preference.

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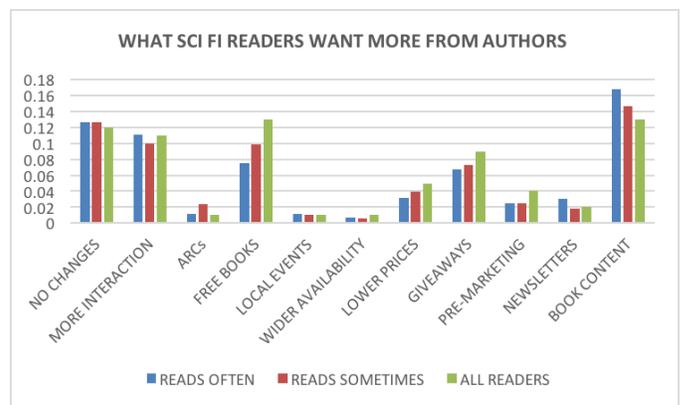
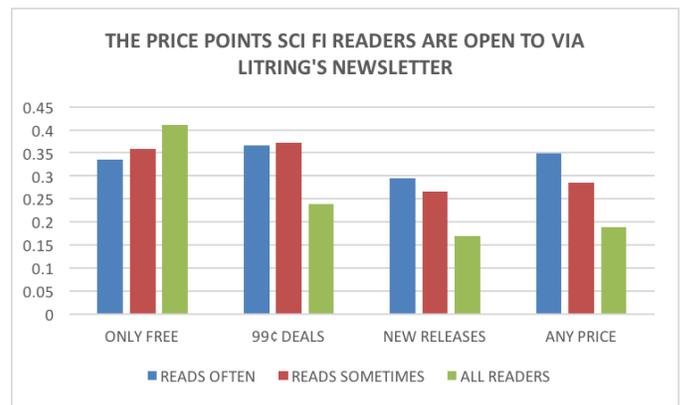
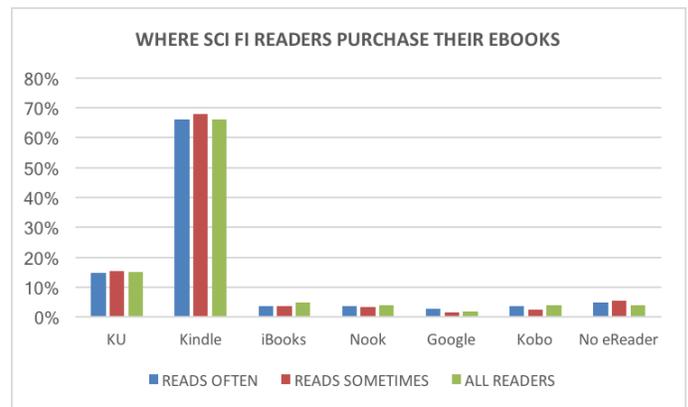
RESULTS BY GENRE: SCIENCE FICTION

Science Fiction authors, did you know you have some of the best readers out there? It's true! Your readers don't expect you to offer tons of freebies, sales, or giveaways. They don't expect lots of interaction or ARCs. In fact, they're pretty happy already.

To make your Sci Fi readers even happier, you need to do less, not more. Don't spam them with newsletter swaps or super long emails. Don't write cliffhangers, or at least warn them if you do. Keep doing what you do best, and remember that--for your genre in particular--content is king. Make sure you tell a damn good story!

The following graphs represent Science Fiction (which has 2601 frequent readers, and 3612 occasional readers represented in our survey). In the charts below, the blue bars indicate respondents who frequently read your genre, red represents those who sometimes read your genre, and green represents the general figures for all readers within the survey regardless of genre preference.

For the question regarding what readers want more from authors, please see page 6 for a full breakdown of each category.



RESULTS BY GENRE: CHRISTIAN FICTION

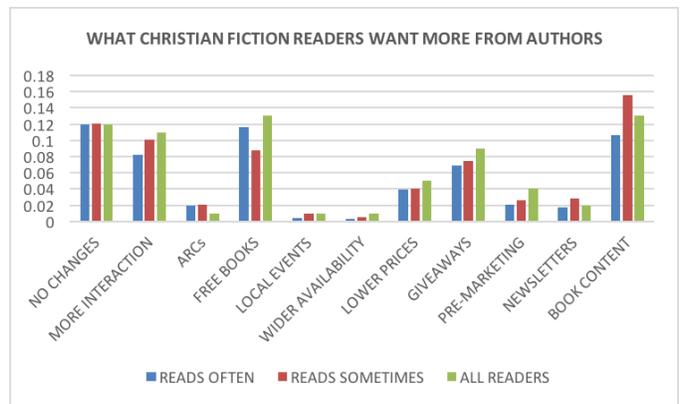
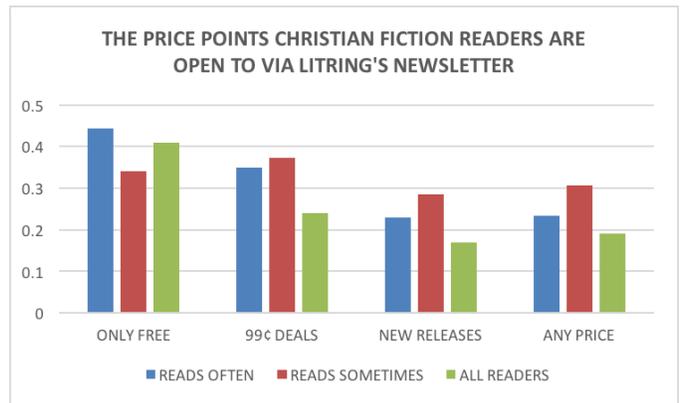
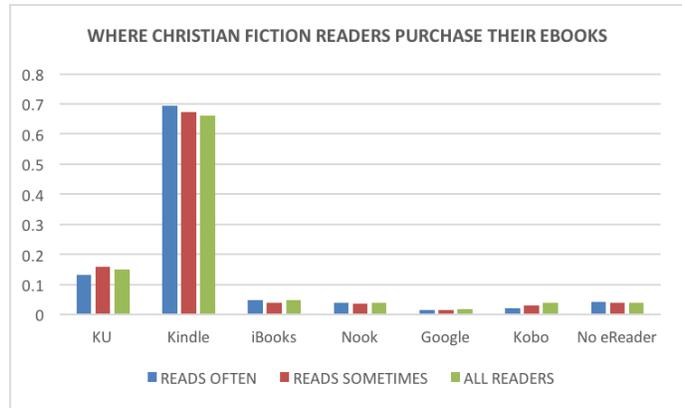
Christian Fiction authors, your readers are more likely to use the Kindle, but less likely to use Kindle Unlimited.

And they really, really want free books, more so than any other genre.

The avid genre readers are less likely to pay for a book than the occasional genre readers, which means that co-branding with a secondary genre is crucial. Do you write “Christian Fiction”? Or do you write “Christian Contemporary Romance”? The answer makes a big difference with this market!

The following graphs represent Christian Fiction (which has 2762 frequent readers, and 2563 occasional readers represented in our survey). In the charts below, the blue bars indicate respondents who frequently read your genre, red represents those who sometimes read your genre, and green represents the general figures for all readers within the survey regardless of genre preference.

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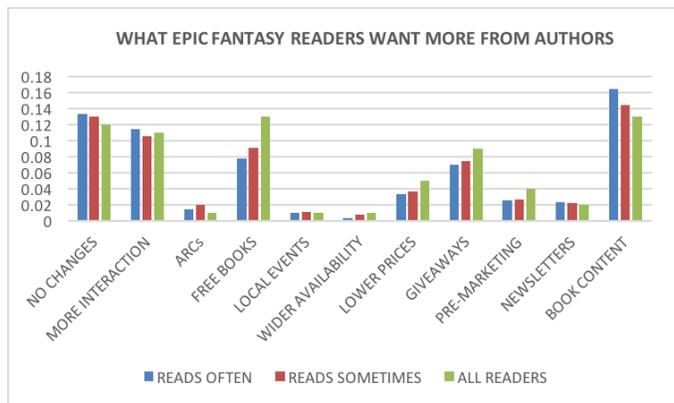
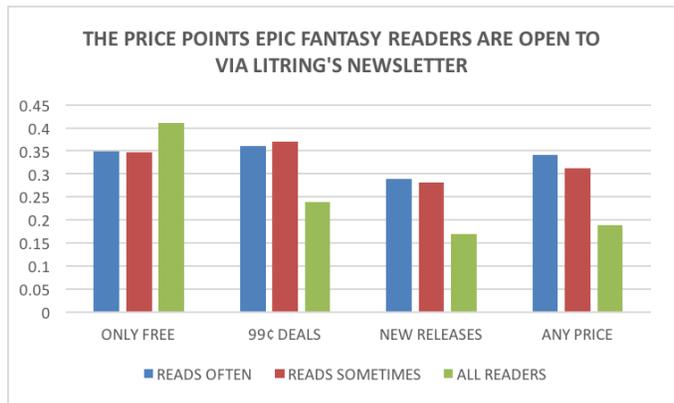
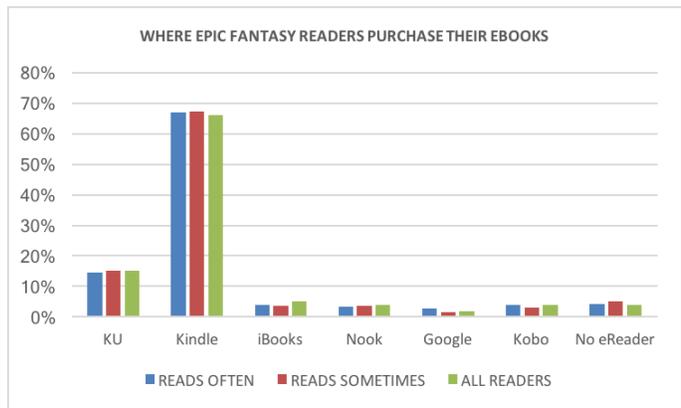
RESULTS BY GENRE: EPIC FANTASY

Epic Fantasy authors, your readers behave more similarly to Science Fiction readers than they do to Urban Fantasy readers. So, definitely read both of those sections to learn more about reader expectations.

In most cases, it's easier to make an avid genre reader happy than it is to make a sometimes reader happy. Study the differences between those blue and red bars to see what you could do more of to attract readers who are open to, but not fanatical over, your genre. Or ignore the red and cater directly to your core readership, the blues.

The following graphs represent Epic Fantasy (which has 2560 frequent readers, and 3005 occasional readers represented in our survey). In the charts below, the blue bars indicate respondents who frequently read your genre, red represents those who sometimes read your genre, and green represents the general figures for all readers within the survey regardless of genre preference.

For the question regarding what readers want more from authors, please see page 6 for a full breakdown of each category.



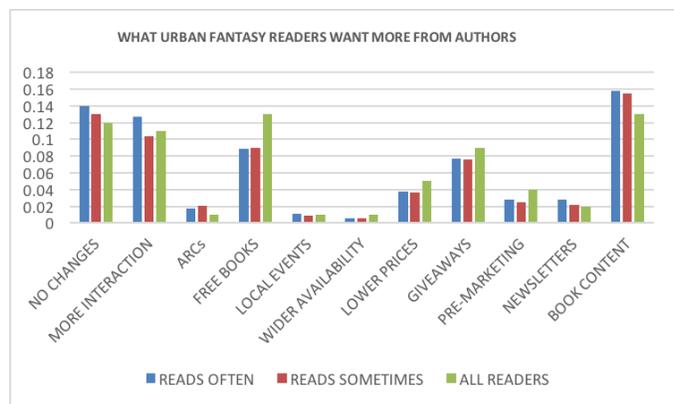
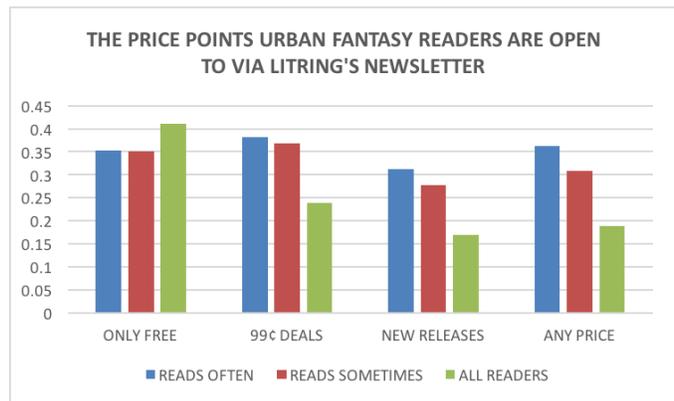
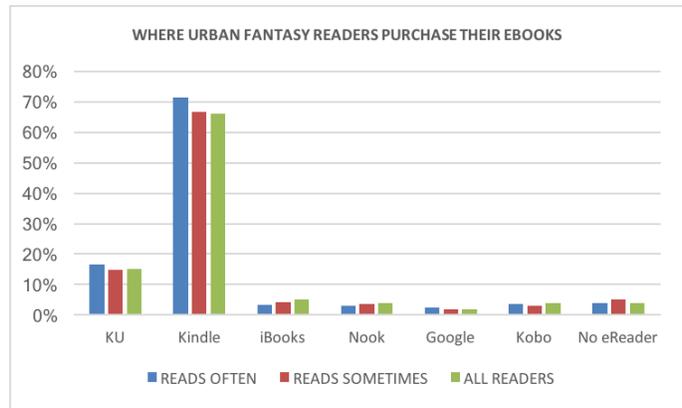
RESULTS BY GENRE: URBAN FANTASY

Urban Fantasy authors, your readers skew more toward Kindle (yet not Kindle Unlimited). They're more likely to buy books than seek freebies, though they do love 99¢ deals!

They also want to interact with YOU more, but are not too big on the newsletter swaps. The high presence of "book content" related requests likely has to do with no cliffhangers/ warnings for cliffhangers and possibly cursing.

The following graphs represent Urban Fantasy (which has 2425 frequent readers, and 2868 occasional readers represented in our survey). In the charts below, the blue bars indicate respondents who frequently read your genre, red represents those who sometimes read your genre, and green represents the general figures for all readers within the survey regardless of genre preference.

For the question regarding what readers want more from authors, please see page 6 for a full breakdown of each category.



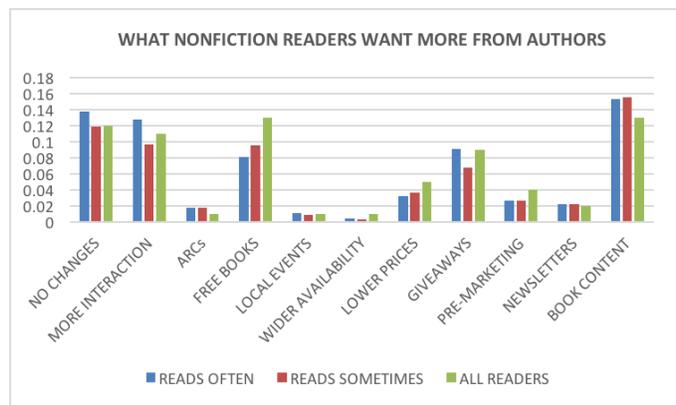
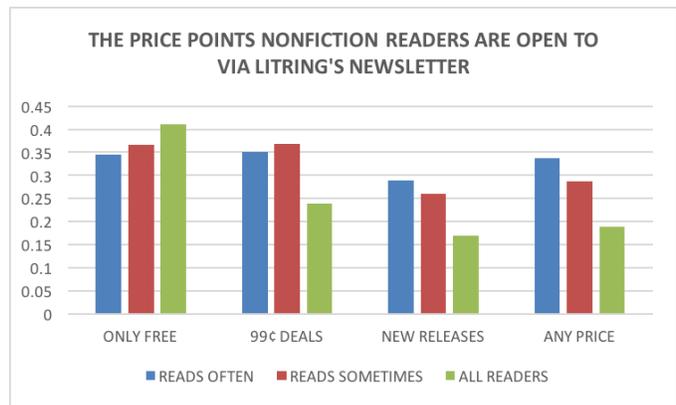
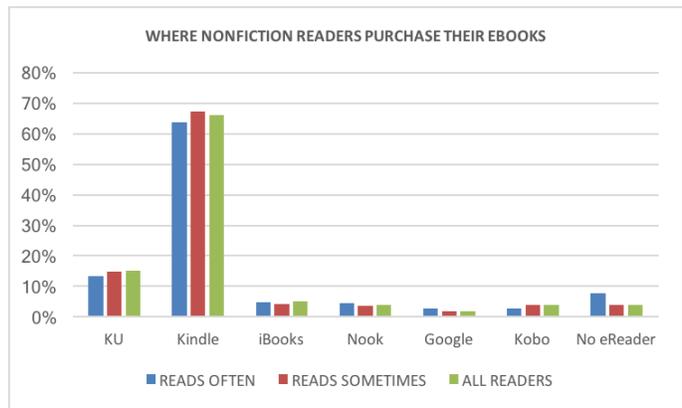
RESULTS BY GENRE: NONFICTION

Nonfiction authors, you don't have as many avid genre enthusiasts as the others. Your readers are the *most likely* by far not to have an eReader and are the *least likely* to be found on Amazon or in KU.

Your readers are generally willing to pay any price for a book they want, and they want to interact with you more. Content is extremely important to this group, so approach your readers according to your niche/ topic and be creative!

The following graphs represent Nonfiction (which has 1998 frequent readers, and 4619 occasional readers represented in our survey). In the charts below, the blue bars indicate respondents who frequently read your genre, red represents those who sometimes read your genre, and green represents the general figures for all readers within the survey regardless of genre preference.

For the question regarding what readers want more from authors, please see page 6 for a full breakdown of each category.



RESULTS BY GENRE: HORROR

Horror author, your readers are mostly normal and happy. Who knew?! They are definitely interested in hearing about new releases and slightly less likely to accept lots of free books than the norm. They are also more likely to read via Amazon but not as part of the KU program. A relatively high percentage don't have eReaders, so you may still have a market for print.

The following graphs represent Horror (which has 1555 frequent readers, and 2415 occasional readers represented in our survey). In the charts below, the blue bars indicate respondents who frequently read your genre, red represents those who sometimes read your genre, and green represents the general figures for all readers within the survey regardless of genre preference.

For the question regarding what readers want more from authors, please see page 6 for a full breakdown of each category.

