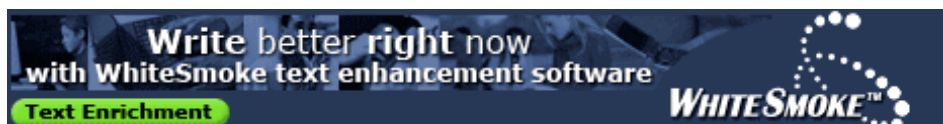


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March 8, 2007[\( sponsor ad | view all ads \)](#)

## COMMENTARY

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Posted on 03-11-2007

### WOMEN AND BOOKS 2007 NATIONAL STUDY LAUNCHED by BookCatcher.com

Over the past 52 weeks, fewer than 15 percent of the books on the New York Times non-fiction bestseller list were authored by women. Industry experts estimate that nearly 70 percent of non-fiction books are purchased by women. This disparity led Content Connections ([website](#)) and eWomenPublishingNetwork ([website](#)) to launch a national, comprehensive study on the reading, recommending and book buying habits of women. The study also investigates the factors that can help more women become successful, published authors.

The **Women and Books 2007 National Study** is available online from March 8th, International Women's Day (since 1909, a global day to connect women around the world and inspire them to achieve their full potential), through Mother's Day on May 13th. Women from all walks of life are encouraged to participate. The survey can be found at <http://www.womenandbooks2007.com/>

The survey focuses on non-fiction books that female readers buy for themselves, give to others, and receive from family, friends and professional associates. It also explores the factors that influence women's decisions to buy, give or read a book.

"We are interested in hearing from all women who read and talk about non-fiction books, especially those who can envision themselves as authors -- from top-level managers at Fortune 500s to stay-at-home moms," said David Brake, co-author of the survey and CEO of Content Connections Inc. "With 152 million women in the U.S., we think they're woefully underrepresented on non-fiction bestseller lists."

"The purpose of this survey is two-fold -- to understand how women choose

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