

## Online Survey Launched to Study Women and Their Relationship to Books

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PHOENIX, AZ March 7, 2007 -- Over the past 52 weeks, fewer than 15 percent of the non-fiction books on the New York Times 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 ([www.contentconnections.com](http://www.contentconnections.com)) and eWomenPublishingNetwork ([www.ewomenpublishingnetwork.com](http://www.ewomenpublishingnetwork.com)) today 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. "Women and Books 2007 National Study" online survey is available 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 in the online survey at [www.WomenAndBooks2007.com](http://www.WomenAndBooks2007.com). The online 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 to buy and give books, and how an understanding of the publishing process may be hindering aspiring women authors in their quest to get published successfully," added Jan. B. King, the other survey author and founder of eWomenPublishingNetwork. "It is only fitting that we launch this survey on International Women's Day so women's voices can be heard and create a lasting legacy in books." The "Women and Books 2007 National Study" will help: \*Publishers focus on the unique preferences, needs, and behavior of female book buyers. \*Booksellers better understand how and why women buy and recommend

books. \*More women adopt a successful strategy for becoming published authors. Every participant will receive a complimentary copy of the Women and Books 2007 Report, and will be entered into a drawing to win one of twenty \$100 specialty retail gift certificates, to be awarded after the close of the survey. Study results will be announced during Book Expo America, held in New York City from May 31st to June 3rd, 2007. To complete the approximately 25 minute "Women and Books 2007 National Study," go to [www.WomenAndBooks2007.com](http://www.WomenAndBooks2007.com) About Content Connections: Content Connections ([www.contentconnections.com](http://www.contentconnections.com)) is an independent publishing services and consulting firm. Each year they implement hundreds of surveys, focus groups, and organize online review panels for some of the largest publishers in the world. They are dedicated to helping authors and publishers create content that connects. About eWomenPublishingNetwork: eWomenPublishingNetwork ([www.ewomenpublishingnetwork.com](http://www.ewomenpublishingnetwork.com)), the number one resource and advocate for successful, women authors, helps women who want to become non-fiction authors write marketable books, and women who are already authors create spin-off or additional products and promote them effectively. Editor's Note: For more information, go to the study's online press room at [www.WomenAndBooks2007.com/pressroom](http://www.WomenAndBooks2007.com/pressroom). ###