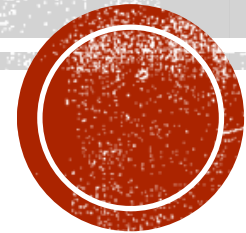
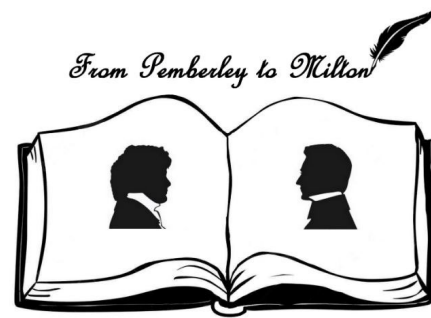




# JAFF READER/WRITER GET TOGETHER 2023

RITA DEODATO

*From Pemberley to Milton*





**MY JOURNEY**







8 Years of Blogging  
 357 JAFF Books Read  
 664 Published Posts  
 345 Reviews Published

**But above all, many new  
 friends in my life!**







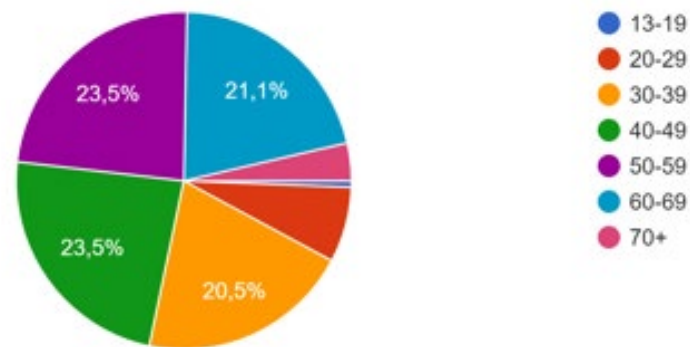
**WHO ARE OUR  
READERS?**

# READERS PROFILE



We did the same survey in 2017 and 2023 to obtain the profile of JAFF readers and their reading habits. The survey was promoted mainly in social media, and we had 169 answers in 2017 and 131 in 2023.

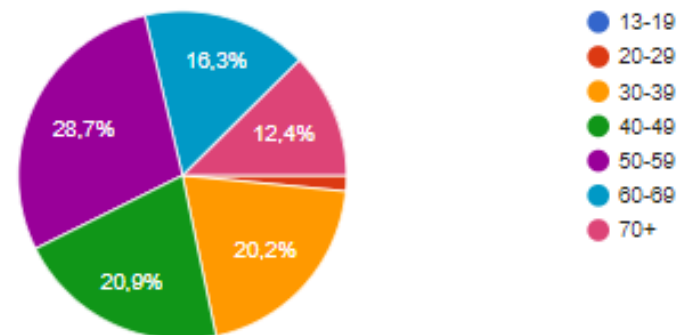
**2017**



98,2%



**2023**



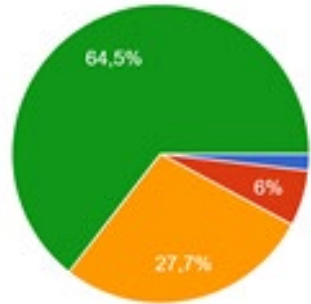
98,4%



# READING HABITS

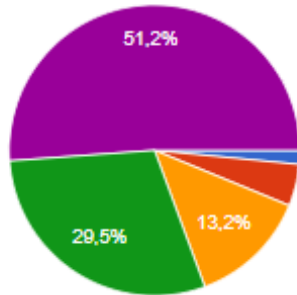


2017



- less than a year
- between 1 to 2 years
- between 2 to 5 years
- more than 5 years

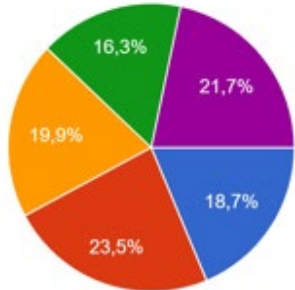
2023



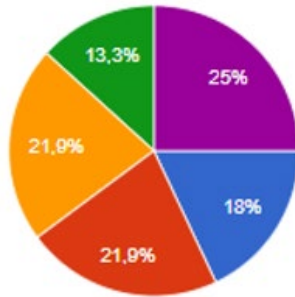
- Less than a year
- 1 to 2 years
- 2 to 5 years
- 5 to 10 years
- More than 10



STEADY MARKET,  
BUT STAGNATED



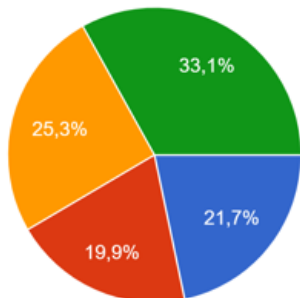
- less than 10 works
- between 10 and 30 works
- between 30 and 50 works
- between 50 and 100 works
- over 100 works



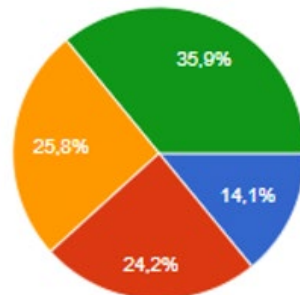
- less than 10 works
- between 10 and 30 works
- between 30 and 50 works
- between 50 and 100 works
- over 100 works



AVID READERS



- less than 20%
- about 20-50%
- about 50-80%
- more than 80%



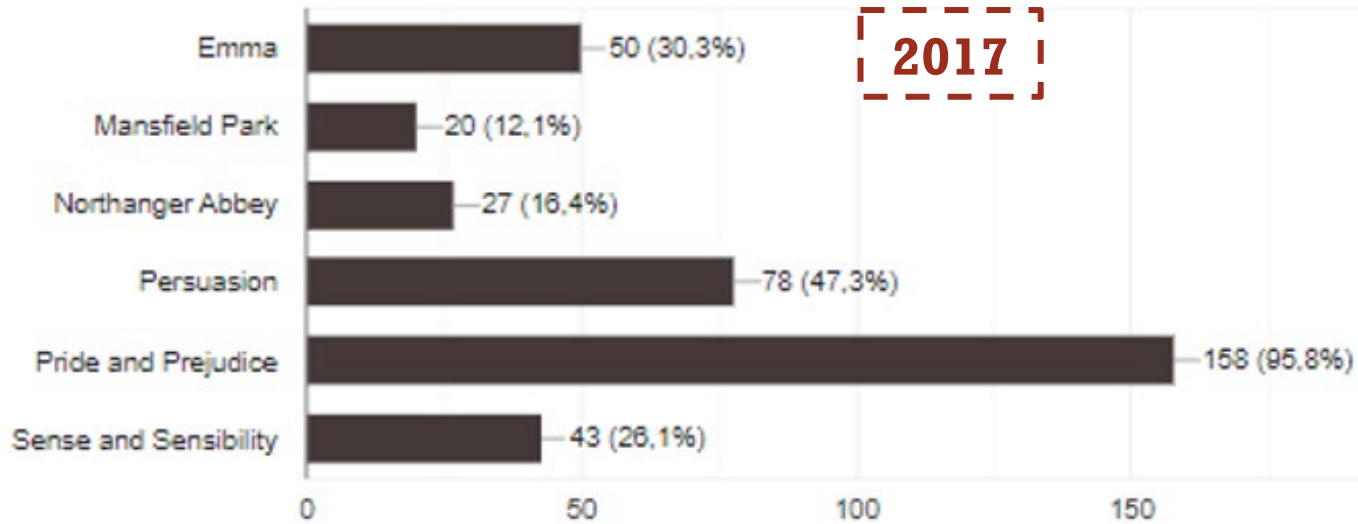
- Less than 20%
- About 20-50%
- About 50-80%
- More than 80%



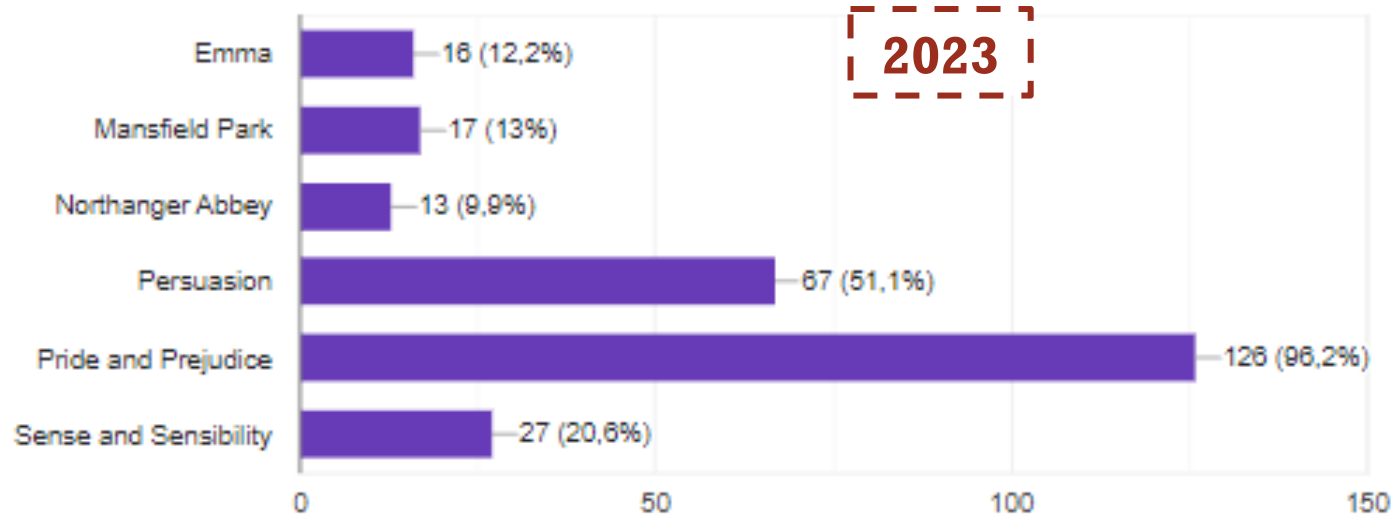
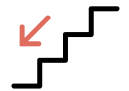
INCREASING  
PREPONDERANCE  
OF JAFF BOOKS



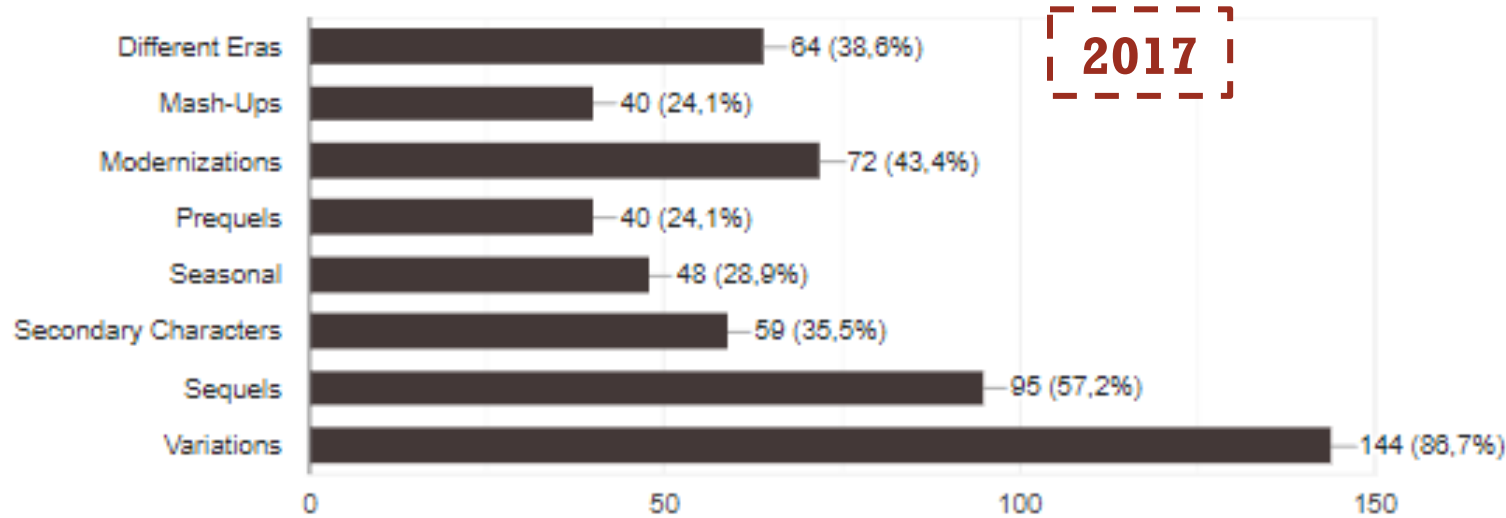
# READERS FAVOURITES



EMMA

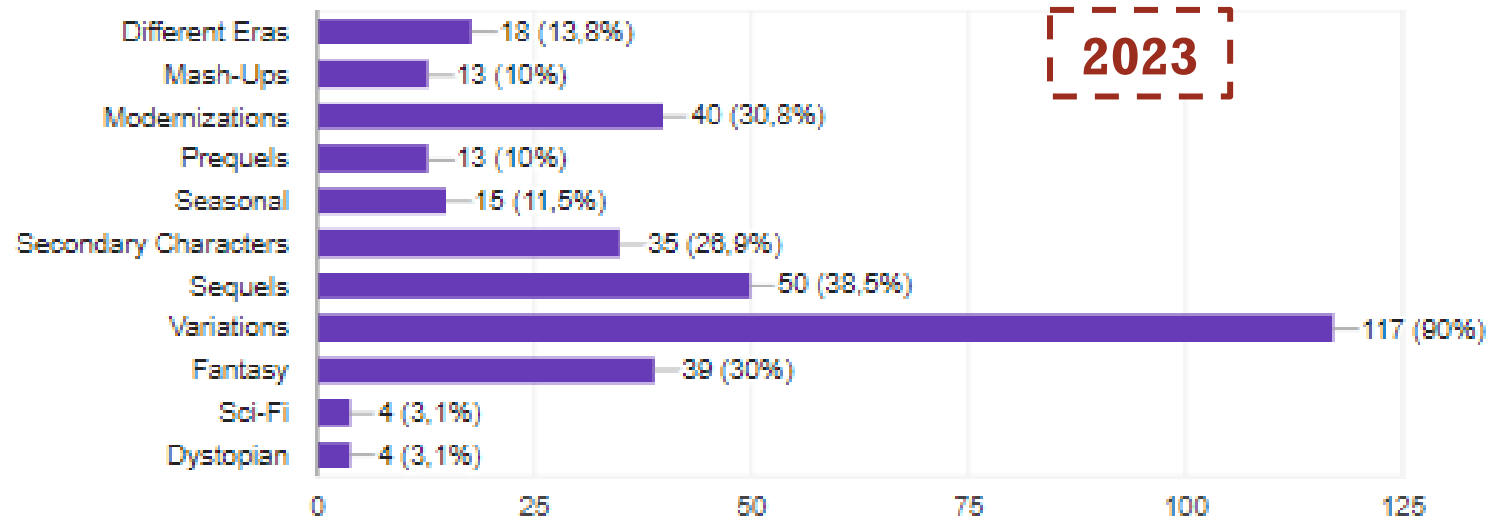


# READERS FAVOURITES



NEW SUB GENRES  
ARISING

DIFFERENT ERAS



MODERNIZATIONS



VARIATIONS



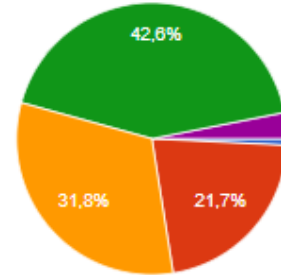




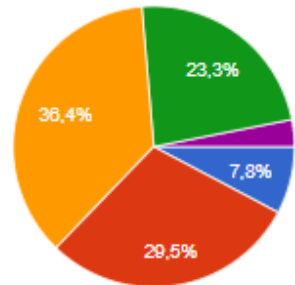
**WHO IS YOUR  
MR. DARCY?**



# OF LOWER RANK



- Nope, not a chance, never gonna happen
- Not my cuppa
- Don't really care about it
- Oh yeah, I like it!
- That's my kinda Darcy! Will certainly read it



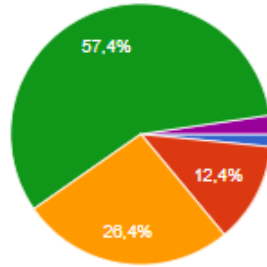
- Nope, not a chance, never gonna happen
- Not my cuppa
- Don't really care about it
- Oh yeah, I like it!
- That's my kinda Darcy! Will certainly read it

# NOT BRITISH

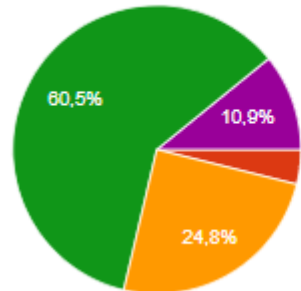
# HOW LIKELY ARE READERS TO READ A BOOK IF MR. DARCY IS:



# A SECOND SON



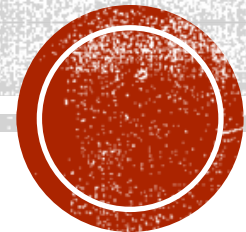
- Nope, not a chance, never gonna happen
- Not my cuppa
- Don't really care about it
- Oh yeah, I like it
- That's my kinda Darcy! Will certainly read it



- Nope, not a chance, never gonna happen
- Not my cuppa
- Don't really care about it
- Oh yeah, I like it
- That's my kinda Darcy! Will certainly read it

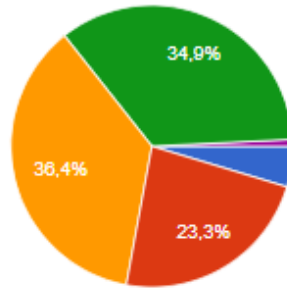
# AN ONLY SON

HOW LIKELY ARE READERS TO READ A BOOK IF MR. DARCY IS:



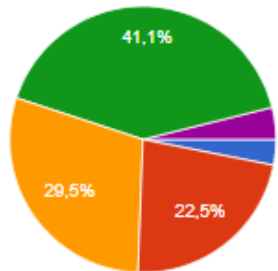


# WAS MARRIED BEFORE



- Nope, not a chance, never gonna happen
- Not my cuppa
- Don't really care about it
- Oh yeah, I like it
- That's my kinda Darcy! Will certainly read it

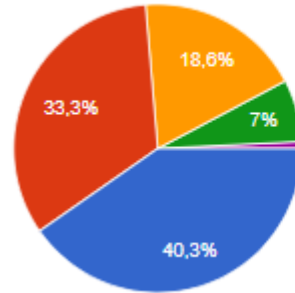
# HOW LIKELY ARE READERS TO READ A BOOK IF MR. DARCY: IS A SINGLE FATHER



- Nope, not a chance, never gonna happen
- Not my cuppa
- Don't really care about it
- Oh yeah, I like it
- That's my kinda Darcy! Will certainly read it

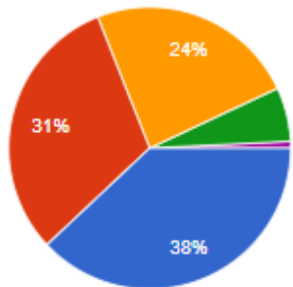


# HOMOSEXUAL



- Nope, not a chance, never gonna happen
- Not my cuppa
- Don't really care about it
- Oh yeah, I like it
- That's my kinda Darcy! Will certainly read it

**HOW LIKELY  
ARE READERS  
TO READ A  
BOOK IF  
MR. DARCY IS:**

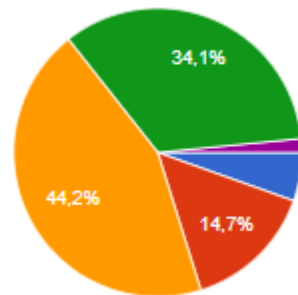


- Nope, not a chance, never gonna happen
- Not my cuppa
- Don't really care about it
- Oh yeah, I like it
- That's my kinda Darcy! Will certainly read it

# BISEXUAL

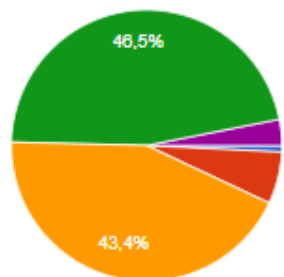


# IS A POC



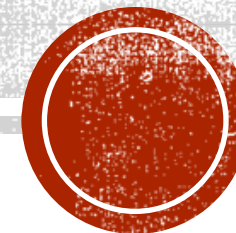
- Nope, not a chance, never gonna happen
- Not my cuppa
- Don't really care about it
- Oh yeah, I like it
- That's my kinda Darcy! Will certainly read it

## HOW LIKELY ARE READERS TO READ A BOOK IF MR. DARCY:



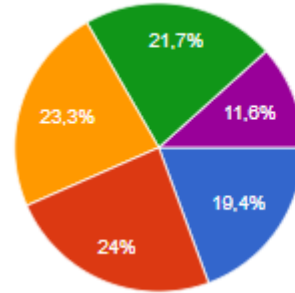
- Nope, not a chance, never gonna happen
- Not my cuppa
- Don't really care about it
- Oh yeah, I like it
- That's my kinda Darcy! Will certainly read it

# HAS A DISABILITY

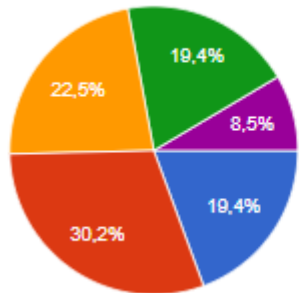




# VAMPYRE



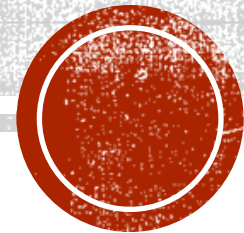
- Nope, not a chance, never gonna happen
- Not my cuppa
- Don't really care about it
- Oh yeah, I like it
- That's my kinda Darcy! Will certainly read it



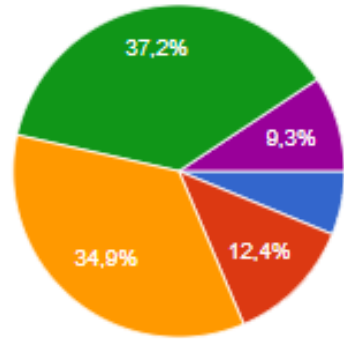
- Nope, not a chance, never gonna happen
- Not my cuppa
- Don't really care about it
- Oh yeah, I like it
- That's my kinda Darcy! Will certainly read it

# WAREWOLF

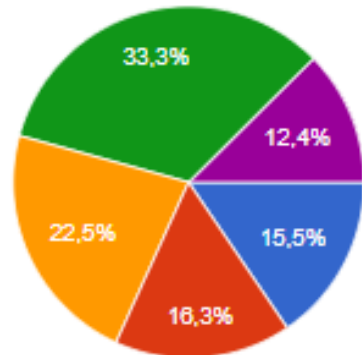
**HOW LIKELY  
ARE READERS  
TO READ A  
BOOK IF  
MR. DARCY IS  
A:**



# A TIME TRAVELER



- Nope, not a chance, never gonna happen
- Not my cuppa
- Don't really care about it
- Oh yeah, I like it
- That's my kinda Darcy! Will certainly read it



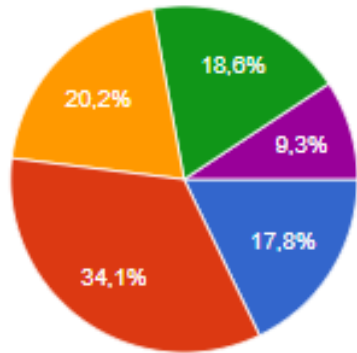
- Nope, not a chance, never gonna happen
- Not my cuppa
- Don't really care about it
- Oh yeah, I like it
- That's my kinda Darcy! Will certainly read it

## A MAGE

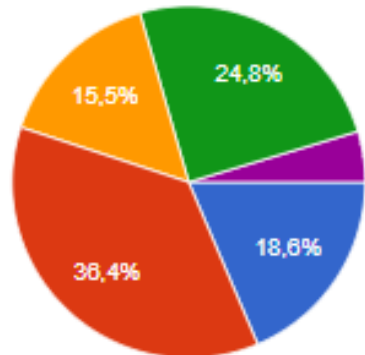
**HOW LIKELY  
ARE READERS  
TO READ A  
BOOK IF  
MR. DARCY IS:**



## A SPACESHIP CAPTAIN



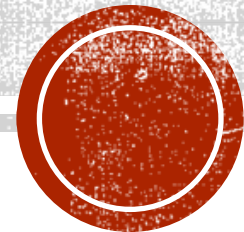
- Nope, not a chance, never gonna happen
- Not my cuppa
- Don't really care about it
- Oh yeah, I like it
- That's my kinda Darcy! Will certainly read it



- Nope, not a chance, never gonna happen
- Not my cuppa
- Don't really care about it
- Oh yeah, I like it
- That's my kinda Darcy! Will certainly read it

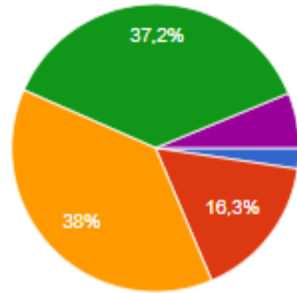
## A GROUP LEADER IN A POST APOCALYPTICAL WORLD

**HOW LIKELY  
ARE READERS  
TO READ A  
BOOK IF  
MR. DARCY IS:**

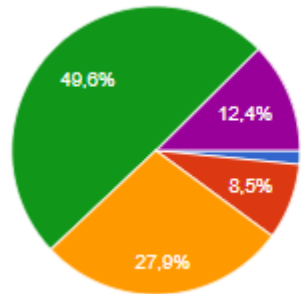




# A SOLDIER



- Nope, not a chance, never gonna happen
- Not my cuppa
- Don't really care about it
- Oh yeah, I like it
- That's my kinda Darcy! Will certainly read it



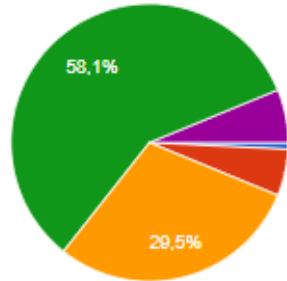
- Nope, not a chance, never gonna happen
- Not my cuppa
- Don't really care about it
- Oh yeah, I like it
- That's my kinda Darcy! Will certainly read it

# A SPY

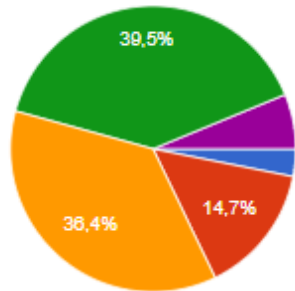
**HOW LIKELY  
ARE READERS  
TO READ A  
BOOK IF  
MR. DARCY IS:**



# HAS A PROFESSION



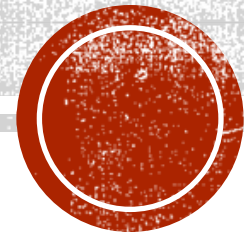
- Nope, not a chance, never gonna happen
- Not my cuppa
- Don't really care about it
- Oh yeah, I like it
- That's my kinda Darcy! Will certainly read it



- Nope, not a chance, never gonna happen
- Not my cuppa
- Don't really care about it
- Oh yeah, I like it
- That's my kinda Darcy! Will certainly read it

# IS A PRINCE

HOW LIKELY  
ARE READERS  
TO READ A  
BOOK IF  
MR. DARCY:



***EVERYONE LOVES DIFFERENT DARCY'S, SO THERE IS ROOM FOR ALL OF THEM!***

