

SURVEY QUESTIONS:

Talker Research team members are members of the Market Research Society (MRS) and the European Society for Opinion and Marketing Research (ESOMAR).

Talker Research is also part of the Transparency Initiative through the American Association for Public Opinion Research (AAPOR) – to view the complete methodology as part of this initiative, please visit the [Talker Research Process and Methodology page](#).

For more information on the survey or any additional questions, please contact: questions@talkerresearch.com

PROJECT NAME:

Reading Steamy Scenes

SAMPLE: 2,000 women who read romance/erotic novels, half of whom are in a relationship

SPLITS: Age, gender, region and relationship status

Survey Questions:

Demographic questions:

D1. What is your gender? [SINGLE SELECT, MAINTAIN ORDER]

Male

Female [TERMINATE IF NOT SELECTED]

Non-Binary

Other

Prefer not to say

KEEP NON-BINARY/OTHER/PNTS IN TOTAL, REMOVE FROM GENDER SPLIT

QSEX. HIDDEN GENDER RECODE

1. Male
2. Female

If D1=1, QSEX=Male

If D1=2, QSEX=Female

D2. What is your age?

[NUMERICAL OPEN-END; RANGE 0-99]

[TERMINATE IF UNDER 18]

D2a. Please select the year in which you were born.

[Dropdown list of years from 2007 to 1926]

[TERMINATE if age and birth year do not align +/- 1 year]

QAGE: HIDDEN AGE RECODE BY GENERATION

IF D2a=1997-2007, QAGE=Generation Z

IF D2a=1981-1996, QAGE=Millennials

IF D2a=1965-1980, QAGE=Generation X

IF D2a=1946-1964, QAGE=Baby Boomers

IF D2a=1926-1945, QAGE=Silent Generation

D3. Which state do you live in?

[DROP DOWN OF 50 U.S. STATES AND "I DO NOT LIVE IN A U.S. STATE".

TERMINATE IF OUTSIDE THE U.S.]

QRGN5: HIDDEN REGION RECODE

1. Northeast
2. Southeast
3. Southwest
4. Midwest
5. West

Screener Questions:

SQ1. Which of the following book genres do you read regularly? [select all the apply]

RANDOMIZE, ANCHOR LAST 1

- a. Romance [TERMINATE IF NOT SELECTED]
- b. Erotic literature/erotica/smut [TERMINATE IF NOT SELECTED]
- c. Thriller
- d. Non-fiction
- e. Poetry
- f. Science fiction
- g. Fantasy
- h. Mystery
- i. Horror
- j. Comedy
- k. None of the above [EXCLUSIVE]

SQ2. Which of the following best describes your current relationship status? [select one]

- a. Single
- b. Dating / In a casual relationship
- c. In a serious relationship**
- d. Engaged**
- e. Married**
- f. Divorced / Separated / Widowed
- g. None of the above

HID_Relationship Status

- a. In a relationship [Code if C, D, or E] - QUOTA 1000**
- b. Not in a relationship [Code if A, B, F, or G]- QUOTA 1000**

Info1: The following survey questions will be related to sexual activity and sexual content. If you are not comfortable with answering questions related to these topics you may exit the survey now. If you are comfortable with answering questions related to these topics, please click "Continue"

Continue

Exit

Survey Questions:

- 1. On average, how many times a week do you read romance/erotic books (books that contain elements of explicit sexual scenes/descriptions)? [Select one]**
 - a. Less often than once a week
 - b. 1-2
 - c. 3-4
 - d. 5-6
 - e. 7+
 - f. Not sure

- 2. On average, how many times a week do you get turned on/aroused by something you've read? [Select one]**
 - a. Less often than once a week
 - b. 1-2
 - c. 3-4
 - d. 5-6

- e. 7+
- f. Not sure

3. What is your favorite romance/erotic book?

- a. [Free text]
- b. Prefer not to say

4. What, if anything, interests you about reading romance/erotic books? [Select all that apply] **RANDOMIZE, ANCHOR LAST 2**

- a. To help explore my desires
- b. To help get me in the mood
- c. To enhance intimacy with my partner **[HIDE IF HID_RELATIONSHIP STATUS = B]**
- d. To indulge my fantasies/curiosities
- e. To find realistic/relatable portrayals of sex
- f. Just for fun
- g. To reflect on my own intimate life
- h. To reignite passion with my partner **[HIDE IF HID_RELATIONSHIP STATUS = B]**
- i. To feel validated through the story
- j. To be sexually inspired
- k. To educate myself about different aspects/kinds of intimacy
- l. To escape from everyday life
- m. To unwind/relax
- n. To improve my confidence/make me feel empowered
- o. Other (please specify)
- p. Nothing in particular **[Exclusive]**

5. Has reading romance/erotic books made you feel... [Select one]

- a. **[GRID]**
- b. **More comfortable with your intimate needs?**
- c. **More comfortable talking about sexual desires with your partner?**
- d. **More comfortable talking about sexual desires with your friends?**
- e. **More curious about trying something new with your partner?**
 - i. **[GRID BY]**
 - ii. Yes
 - iii. No
 - iv. Not sure

6. Which of the following, if any, has changed about your sex life since reading romance/erotic books? [Select all that apply] RANDOMIZE, ANCHOR LAST 2

- a. I feel more educated about sex
- b. My sex drive has increased
- c. My role in sex has improved
- d. I've been creative/inspired to keep things fresh
- e. I'm more open to trying new things
- f. I'm more in tune with my partner's needs
- g. I feel more comfortable initiating sex
- h. I've discovered more of what I'm interested in
- i. I want to try new things like toys, lubricants, etc.
- j. I have more realistic expectations about sex
- k. I appreciate intimacy more
- l. I'm intimate more often
- m. None of the above [Exclusive]

7. Have you ever... [Select one]

- a. [GRID]
- b. Tried something in bed that you read in a book?
- c. Roleplayed a scene from a book?
 - i. [GRID BY]
 - ii. Yes
 - iii. No
 - iv. Prefer not to say

8. Have you ever imagined your partner to be a character from a book during sex? [Select one]

- a. Yes
- b. No
- c. Prefer not to say

9. Do you ever discuss the romance/erotic books you read with the following people? [Select one]

- [GRID]
- a. My partner [HIDE IF HID_RELATIONSHIP STATUS = B]
- b. My female friends
- c. My female co-workers

d. Book club members

[GRID BY]

- i. Yes
- ii. No
- iii. Prefer not to say
- iv. N/A: This person is not in my life/group [HIDE FOR Q9a]

10. [SHOW IF Q9a = ii] Do you feel awkward or embarrassed to talk about the romance/erotic books you read with your partner? [Select one]

- a. Yes
- b. No
- c. Not sure

11. After reading a romance/erotic book, do you feel more or less empowered to have open conversations about sex with your partner? [Select one]

- a. Much more empowered
- b. Somewhat more empowered
- c. Neither more nor less empowered
- d. Somewhat less empowered
- e. Much less empowered

12. [SHOW IF Q9b = i] Did you and your female friends bond over originally feeling “weird” or “awkward” for reading those books before talking about them? [Select one]

- a. Yes
- b. No
- c. Prefer not to say

13. In your opinion, has the taboo around women being able to speak about their intimate desires gotten better or worse over the past 12 months? [Select one]

- a. Better
- b. Worse
- c. It has not changed
- d. Not sure

14. Have you engaged in content about romance/erotic books on social media within the past 12 months (e.g., #BookTok, Reddit threads, etc.)? [Select one]

- a. Yes
- b. No
- c. Not sure

15. Where do you get inspiration about what romance/erotic book(s) to read next?

[Select all that apply] RANDOMIZE, ANCHOR LAST 2

- a. Friends
- b. Book clubs
- c. Social media
- d. Book stores
- e. Reviews/best-seller lists
- f. Other (please specify)
- g. Nowhere in particular EXCLUSIVE

16. Generally, how realistic or unrealistic do you find the intimate scenes in the books you read to be? [Select one]

- a. Very realistic
- b. Somewhat realistic
- c. Neither realistic nor unrealistic
- d. Somewhat unrealistic
- e. Very unrealistic

17. In your opinion, what is the most unrealistic part about the intimate scenes in the books you read?

- a. [Free text]
- b. Prefer not to say

18. To what extent do you agree or disagree with the following statement? "Scenes in some romance/erotic books help normalize things that may have previously been taboo or misunderstood." [Select one]

- a. Strongly agree
- b. Somewhat agree
- c. Neither agree nor disagree
- d. Somewhat disagree
- e. Strongly disagree

19. Do you wish the intimate scenes in the books you read felt more or less realistic?

[Select one]

- a. Much more realistic
- a. Somewhat more realistic
- b. Neither more nor less realistic
- c. Somewhat less realistic
- d. Much less realistic

20. In your opinion, what would make intimate scenes in books you read feel more realistic? [Select all that apply] [RANDOMIZE](#), [ANCHOR LAST 2](#)

- a. More authentic dialogue
- b. More realistic/diverse character descriptions
- c. More realistic scene-setting (e.g., locations, positions, etc.)
- d. Mentions of "extras" like lubricants or toys
- e. More authentic descriptions of sounds/bodily responses
- f. Mentions of aftercare
- g. Use of safe-sex practices (e.g., using protection, consent, etc.)
- h. Portrayal of emotions/nerves
- i. More humor/playfulness
- j. More variety in movement/action descriptors
- k. More tension/buildup/foreplay
- l. Other (please specify)
- m. Nothing in particular [\[Exclusive\]](#)

21. How many times a month do you use "extras" in bed (e.g., lube, oils, toys, etc.)?

[Select one]

- a. Less often than once a month
- b. 1
- c. 2
- d. 3
- e. 4+
- f. Not sure

22. What extras... [Select all that apply] [RANDOMIZE](#), [ANCHOR LAST 2](#)

- a. **[GRID]**
- b. **Have you used more of in the bedroom since reading romance/erotic books?**
- c. **Would you like to use more of in the bedroom?**

- i. [GRID BY]
- ii. Lube
- iii. Massage oils
- iv. Sex toys
- v. Lingerie
- vi. Condoms
- vii. Flavored products
- viii. Blindfolds, handcuffs or other restraints
- ix. Costumes/themed outfits
- x. Mirrors, cameras or other visual factors
- xi. Other (please specify)
- xii. Nothing in particular [Exclusive]

Occasionally, the media may contact us wanting to interview respondents in the survey for further information to boost the article with qualitative data. These experiential quotes are used to add something unique to their reporting and boost the authority of the story which can then aid SEO performance.

To facilitate this, we sometimes ask respondents if they're open to being contacted by the media for further interview. This consent must be gained prior to running the survey. This enables us to share certain respondents with the media in adherence with our data protection protocols. Please note, a respondents' answer to this question does not impact their eligibility for the survey in any way.

23. We're looking to hear from people who read erotic literature. If you consent, you may be contacted for a short interview by phone or email from a journalist for further comment. There is no financial incentive for taking part, but your name and responses may be cited in a national publication.

I'm interested in participating

I'm not interested in participating

24. [SHOW IF "I'm interested in participating" in PREVIOUS QUESTION] Please enter your details below.

Name:

Email: