

HARLEQUIN

Romance Report 2010



24 Office Temptations Exposed

1 Letter from the Editors
Introducing this year's temptations.

2 North American Survey
Did you know...? Interesting stats on what tempts North Americans most.

TEMPTOMETER



6 International Survey Results
Curious about what's happening around the world? Find out here!

9 Hidden Treasures:
Unique Travel Destinations
Top travel destinations off the beaten path.

12 Sin City: the Capital of Temptation
Take a look inside the epicenter of temptation.

13 Fire & Ice: Hot/Not List
The top trends of 2010.

14 Taste of Temptation
Take a peek at what people have to say about temptation.

16 Virtues & Vices
Check out the Naughty or Nice scale to see where you rank.

18 Celebs
The top celebrity television stars of the year.

20 Lead Us Not Into Temptation
Take a look at some of the earliest temptations.

24 Office Temptations Exposed
Workplace indiscretions revealed!

26 Tempted:
How Far is Too Far?
Explore the notion of TMI (too much information).

30 The Unoriginal Sin – Convicted
Can we ever wipe the slate clean? Yes, no – maybe so.

32 Which Would You Prefer?
Need a great party game/icebreaker? Try this one.

From the Editors

Admit it. We all have temptations that we can't resist – no matter how much self-control we exercise. Whether it's a decadent piece of chocolate cake, the cute guy in the cubicle next door or that book you just can't put down, there is something exciting about desiring the forbidden.

So tell us, what tempts you?



Michelle Renaud and Katherine Orr
Editors-in-Chief, Harlequin Romance Report 2010

Discovering what tempts us most and celebrating our urges is what the *Harlequin Romance Report 2010: Tempted* is all about. *Tempted* explores the secret temptations of men and women around the world by way of our North American and international surveys. This year we set out to uncover what people find most tempting about their partners and co-workers, as well as the temptations that they find irresistible. The results will shock you!

Each year, we host an annual survey on our interactive Website, www.HarlequinRomanceReport.com. In addition to completing the survey, visitors to the site were encouraged to post their greatest temptation on a live forum. The comments shared on our Website have helped shape our understanding of temptations and many of them can be found in this year's Report.

For more than six decades we have made romance our business, and we know it better than anyone else. At Harlequin, we have a book to tempt every woman's mood, and we consider it our mission to measure the world's romantic pulse by staying in touch with the hottest romantic trends. Within the pages of this year's Romance Report you'll find the results of our annual survey, as well as useful tips and advice to help stir your temptations and awaken your hidden wishes, cravings, needs and desires.

We hope you will use the content of this year's Romance Report in your editorial, and that you enjoy reading it as much as we enjoyed writing it. If you have any questions about the contents or would like more information, please contact Lauren Haralson at 212-614-4192 in the United States or Tiffany Shiu at 416-848-1702 in Canada.

Michelle Renaud and Katherine Orr
Editors-in-Chief, 2010 Harlequin Romance Report