

Table 1106. **Quantity of Books Sold and Value of Consumer Domestic Expenditures: 2006 to 2010**

[(3,096 represents 3,096,000,000). Represents net publishers' shipments after returns. Includes all titles released by publishers in the United States and imports which appear under the imprints of American publishers. Multivolume sets, such as encyclopedias, are counted as one unit. Due to changes in methodology and scope, these data are not comparable to those previously published]

| Type of publication | Net publishers' shipments (mil.) | | | | | Domestic U.S. consumer expenditures (mil. dol.) | | | | |
|---|-------------------------------------|----------------|----------------|----------------|---------------|--|----------------|----------------|----------------|---------------|
| | 2006 | 2007, proj. | 2008, proj. | 2009, proj. | 2010 proj. | 2006 | 2007, proj. | 2008, proj. | 2009, proj. | 2010 proj. |
| Total | 3,096 | 3,141 | 3,173 | 3,199 | 3,216 | 53,616 | 55,696 | 57,455 | 59,333 | 61,054 |
| Trade | 2,273 | 2,302 | 2,316 | 2,323 | 2,329 | 25,372 | 26,307 | 26,930 | 27,618 | 28,342 |
| Adult | 824 | 828 | 831 | 834 | 837 | 16,134 | 16,618 | 17,023 | 17,443 | 17,899 |
| Hardback | 406 | 407 | 408 | 408 | 409 | 9,615 | 9,877 | 10,122 | 10,351 | 10,603 |
| Paperback | 418 | 421 | 423 | 425 | 427 | 6,519 | 6,740 | 6,901 | 7,093 | 7,296 |
| Juvenile | 873 | 891 | 895 | 895 | 894 | 5,996 | 6,319 | 6,427 | 6,589 | 6,759 |
| Hardback | 273 | 291 | 284 | 288 | 291 | 2,796 | 3,048 | 3,036 | 3,145 | 3,243 |
| Paperback | 600 | 600 | 610 | 606 | 603 | 3,200 | 3,271 | 3,391 | 3,443 | 3,516 |
| Mass market paperbacks— rack-sized | 575 | 583 | 590 | 595 | 598 | 3,242 | 3,371 | 3,480 | 3,586 | 3,685 |
| Religious | 263 | 270 | 278 | 285 | 292 | 4,685 | 4,919 | 5,169 | 5,416 | 5,674 |
| Hardback | 94 | 96 | 99 | 102 | 105 | 2,796 | 2,929 | 3,082 | 3,234 | 3,387 |
| Paperback | 169 | 174 | 178 | 183 | 188 | 1,889 | 1,990 | 2,087 | 2,183 | 2,287 |
| Professional | 281 | 282 | 283 | 284 | 285 | 11,020 | 11,340 | 11,631 | 11,925 | 12,209 |
| Hardback | 100 | 100 | 101 | 101 | 102 | 6,920 | 7,125 | 7,314 | 7,503 | 7,684 |
| Paperback | 181 | 182 | 183 | 183 | 184 | 2,993 | 3,080 | 3,160 | 3,241 | 3,321 |
| Subscription reference | (X) | (X) | (X) | (X) | (X) | 1,107 | 1,135 | 1,157 | 1,182 | 1,205 |
| University press | 25 | 24 | 24 | 24 | 24 | 642 | 656 | 670 | 683 | 696 |
| Hardback | 9 | 9 | 9 | 9 | 9 | 224 | 230 | 234 | 239 | 243 |
| Paperback | 15 | 15 | 15 | 15 | 15 | 418 | 426 | 435 | 444 | 453 |
| Elementary/high school text | 177 | 186 | 194 | 204 | 207 | 5,375 | 5,766 | 6,161 | 6,607 | 6,851 |
| Hardback | 60 | 65 | 69 | 72 | 73 | 2,570 | 2,882 | 3,089 | 3,315 | 3,431 |
| Paperback | 118 | 120 | 126 | 132 | 134 | 2,805 | 2,884 | 3,073 | 3,292 | 3,420 |
| College text | 77 | 77 | 78 | 78 | 79 | 6,522 | 6,710 | 6,895 | 7,084 | 7,282 |
| Hardback | 34 | 34 | 34 | 35 | 35 | 4,346 | 4,477 | 4,609 | 4,743 | 4,865 |
| Paperback | 43 | 43 | 43 | 43 | 44 | 2,176 | 2,232 | 2,285 | 2,341 | 2,417 |

X Not applicable.

Source: Book Industry Study Group, Inc., New York, NY, *Book Industry Trends, 2007*, annual (copyright).