

Table 1097. Quantity of Books Sold and Value of Consumer Domestic Expenditures: 2007 to 2011

[(3,127 represents 3,127,000,000). 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.) | | | | |
|---------------------------------------|-------------------------------------|----------------|----------------|----------------|----------------|--|----------------|----------------|----------------|----------------|
| | 2007 | 2008, proj. | 2009, proj. | 2010, proj. | 2011, proj. | 2007 | 2008, proj. | 2009, proj. | 2010, proj. | 2011, proj. |
| Total | 3,127 | 3,106 | 3,107 | 3,116 | 3,132 | 56,625 | 58,129 | 59,739 | 61,575 | 63,525 |
| Trade | 2,282 | 2,245 | 2,233 | 2,224 | 2,221 | 26,392 | 26,646 | 27,194 | 27,781 | 28,391 |
| Adult | 839 | 836 | 840 | 842 | 844 | 16,843 | 17,140 | 17,561 | 17,989 | 18,417 |
| Hardback | 421 | 419 | 418 | 418 | 418 | 10,193 | 10,371 | 10,585 | 10,818 | 11,049 |
| Paperback | 418 | 417 | 421 | 423 | 427 | 6,650 | 6,770 | 6,976 | 7,171 | 7,368 |
| Juvenile | 901 | 888 | 887 | 887 | 888 | 6,424 | 6,437 | 6,585 | 6,737 | 6,893 |
| Hardback | 302 | 290 | 293 | 296 | 297 | 3,152 | 3,099 | 3,196 | 3,290 | 3,382 |
| Paperback | 599 | 598 | 594 | 592 | 591 | 3,271 | 3,338 | 3,389 | 3,447 | 3,511 |
| Mass market paperbacks | 542 | 521 | 507 | 495 | 489 | 3,125 | 3,069 | 3,048 | 3,055 | 3,082 |
| Religious | 275 | 284 | 293 | 303 | 312 | 4,982 | 5,255 | 5,538 | 5,838 | 6,154 |
| Hardback | 98 | 100 | 103 | 107 | 110 | 2,961 | 3,108 | 3,275 | 3,452 | 3,639 |
| Paperback | 177 | 184 | 190 | 196 | 202 | 2,021 | 2,148 | 2,263 | 2,386 | 2,515 |
| Professional | 286 | 287 | 287 | 288 | 289 | 12,104 | 12,594 | 12,883 | 13,189 | 13,540 |
| Hardback | 102 | 106 | 106 | 106 | 107 | 7,205 | 7,623 | 7,799 | 7,987 | 8,206 |
| Paperback | 184 | 181 | 181 | 182 | 182 | 3,767 | 3,814 | 3,902 | 3,996 | 4,103 |
| Subscription reference | (X) | (X) | (X) | (X) | (X) | 1,132 | 1,157 | 1,181 | 1,206 | 1,230 |
| University press | 29 | 29 | 28 | 28 | 28 | 684 | 704 | 725 | 746 | 766 |
| Hardback | 10 | 10 | 10 | 10 | 10 | 341 | 351 | 361 | 372 | 382 |
| Paperback | 19 | 19 | 18 | 18 | 18 | 343 | 353 | 363 | 374 | 385 |
| Elementary/high school text | 178 | 182 | 185 | 192 | 200 | 5,713 | 5,942 | 6,168 | 6,544 | 6,949 |
| Hardback | 70 | 71 | 72 | 75 | 78 | 2,956 | 3,068 | 3,179 | 3,366 | 3,581 |
| Paperback | 108 | 111 | 113 | 118 | 122 | 2,757 | 2,874 | 2,989 | 3,179 | 3,368 |
| College text | 78 | 79 | 80 | 81 | 82 | 6,751 | 6,987 | 7,231 | 7,477 | 7,724 |
| Hardback | 34 | 35 | 35 | 36 | 36 | 4,498 | 4,654 | 4,816 | 4,982 | 5,146 |
| Paperback | 44 | 44 | 45 | 45 | 46 | 2,253 | 2,415 | 2,415 | 2,495 | 2,578 |

X Not applicable.

Source: Book Industry Study Group, Inc., New York, NY, *Book Industry Trends, 2008*, annual (copyright).