

No. 1114. Book Publishers—Estimated Revenue, Printing Expenses, and Inventories: 1998 to 2000

[In millions of dollars (22,480 represents \$22,480,000,000), except percent. For taxable and tax-exempt employer firms. For NAICS 51113. Estimates have not been adjusted to the results of the 1997 Economic Census. Based on the North American Industry Classification System; see text, this section, and Section 15, Business Enterprise. Minus sign (-) indicates decrease]

Item				Percent change, 1999-00
	1998	1999	2000	
Revenue, total	22,480	24,129	25,236	4.6
Revenue from the sale of printed material	18,622	19,840	20,975	5.7
Revenue from the sale of electronic or nonprinted material (except audio), total	2,168	2,434	2,305	-5.3
Multimedia	748	811	805	-0.7
Online	1,420	1,623	1,500	-7.6
Revenue from the sale of audio books	191	198	176	-11.4
Revenue from the sale of publication rights	235	247	289	17.0
Contract printing	428	361	264	-26.8
Other revenues	836	1,048	1,227	17.0
Expenses: Purchased printing	3,908	4,104	4,229	3.0
Inventories at end of year	2,737	2,984	3,463	16.1
Finished goods and work-in-process	2,510	2,723	3,200	17.5
Materials, supplies, fuel, etc.	227	261	263	1.1

Source: U.S. Census Bureau, 2000 Service Annual Survey, Information Sector Services. See <http://www.census.gov/econ/www/servmenu.html> (released 29 November 2001).

No. 1115. Book Purchasing for Adults: 1991 and 2001

[In percent. Excludes all children's books and books purchased for children under age 14. Based on an ongoing survey of 12,000 households conducted over 12 months ending in December of year shown. For details, see source]

Characteristic	Total		Mass market ¹		Trade ²		Hardcover		Audio, 2001 ³
	1991	2001	1991	2001	1991	2001	1991	2001	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Age of purchaser:									
Under 25 years old	4.4	4.6	3.8	3.1	5.2	6.7	4.4	4.0	5.1
25 to 34 years old	18.7	12.5	14.0	10.3	25.5	14.9	19.6	12.7	7.4
35 to 44 years old	23.7	20.2	22.7	15.6	25.1	23.2	23.7	21.9	22.9
45 to 54 years old	22.4	24.4	26.0	22.6	18.5	24.9	20.6	25.1	32.3
55 to 64 years old	15.6	19.5	15.8	22.4	13.9	16.9	17.2	19.4	17.2
65 years old and over	15.2	18.8	17.7	26.0	11.8	13.4	14.5	16.9	15.1
Education of household head:									
Not a high school graduate	8.2	6.5	11.6	8.3	5.0	5.2	5.9	5.6	13.4
High school graduate	53.5	54.4	61.2	57.8	44.4	51.0	49.9	54.4	56.0
College graduate	19.0	21.7	15.1	20.1	23.9	22.6	20.3	22.5	17.9
Post college	19.3	17.4	12.1	13.8	26.7	21.2	23.9	17.5	12.7
Occupation of household head:									
Professional/managerial	39.2	38.0	32.0	30.0	47.9	45.0	42.1	39.8	25.1
Sales/service	7.7	9.3	6.6	6.8	8.2	10.7	9.2	10.6	9.7
Blue collar	23.2	18.7	27.0	19.8	19.6	17.0	20.6	18.7	27.6
Retired/unemployed	25.9	32.2	30.4	42.3	20.2	25.0	24.3	28.9	32.6
Other	4.0	1.8	4.0	1.1	4.1	2.3	3.8	2.0	5.0
Household income:									
Under \$30,000	41.8	25.8	46.1	31.0	36.8	23.1	39.4	22.8	28.4
\$30,000 to 49,999	30.6	21.1	30.2	21.9	31.3	20.1	30.6	21.2	24.5
\$50,000 to 74,999	20.1	19.6	18.6	19.1	22.0	19.4	20.6	20.2	21.0
\$75,000 and over	7.5	33.5	5.1	28.0	9.9	37.4	9.4	35.8	26.1
Household size:									
One member	20.8	16	17.7	17.7	24.1	15	22.8	15.4	12.1
Two members	40.4	43.6	42.3	44.7	38.0	42.6	39.7	43.5	44.4
Three or more members	38.8	40.4	40.0	37.6	37.9	42.4	37.5	41.1	43.5
Age of intended reader:									
Under 25 years old	7.4	7.0	5.2	4.4	10.2	10.4	7.7	6.2	7.0
25 to 34 years old	18.6	13.1	14.1	10.4	24.6	15.9	19.8	13.5	7.2
35 to 44 years old	22.9	19.6	22.3	15.0	23.9	22.5	22.7	21.6	22.5
45 to 54 years old	20.8	23.1	24.9	22.2	16.5	22.9	18.5	23.8	29.8
55 to 64 years old	14.9	18.8	15.9	22.0	12.8	15.9	15.7	18.5	17.6
65 years old and over	15.4	18.4	17.6	26.0	12.0	12.4	15.6	16.4	15.9
Category of book:									
Popular fiction	54.9	56.4	93.0	95.5	14.9	23.1	31.8	48.8	64.2
General nonfiction	10.3	7.8	3.6	1.8	15.6	10.2	16.5	11.8	9.3
Cooking/crafts	10.8	9.1	0.4	0.1	20.6	16	18.2	12	1.1
Other	24.0	26.7	3.0	2.6	48.9	50.7	33.5	27.4	25.4
Where purchased (channel):									
Book stores ⁴	57.3	41.3	48.4	35.2	73.7	49.9	54.7	39.6	22.9
Mass merchandisers	4.7	5.7	8.7	11.7	1.0	1.9	1.6	3.0	9.5
Book clubs	16.6	20	17.8	23.6	9.5	13.5	22.6	22.8	25.3
Online retailer/Internet	(NA)	7.5	(NA)	4.4	(NA)	9.1	(NA)	9.2	6.8
Other ⁵	21.4	25.5	25.1	25.1	15.8	25.6	21.1	25.4	35.5

NA Not available. ¹ "Pocket size" books sold primarily through magazine and news outlets, supermarkets, variety stores, etc. ² All paperback books, except mass market. ³ Audio and digital books were added to questionnaire in January 2001. Sample size for digital book purchasing (i.e. eBooks) was too small to show detailed breaks. ⁴ Includes independent, chain and used bookstores. ⁵ Includes mail order, price clubs, discount stores, food/drug stores, multimedia, and other outlets.

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