

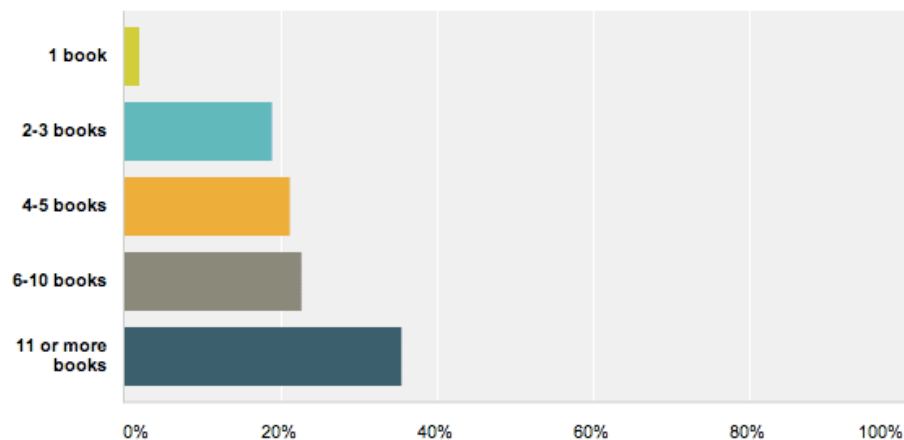
Russell Grandinetti, who oversees Amazon’s Kindle business, puts it, the print book is “a really competitive technology”: it is portable, hard to break, has high-resolution pages and a “long battery life”. Technology companies that are used to consumers flocking to snazzy features and updates have found it surprisingly challenging to compete with a format of such simplicity, and consumers are uninterested in their attempts to do so.

Print book and ebook sales for 2016

	Population	Reported Print Book Sales (annual units)	Ebook Sales (annual units)	Ebooks as % of all book sales
U.S.A.	325,700,000	675,000,000	487,298,000	42%
U.K.	65,400,000	187,500,000	95,623,000	34%
Canada	36,500,000	50,500,000	26,017,000	34%
Australia	24,500,000	56,400,000	22,463,000	28%
New Zealand	4,600,000	5,300,000	*1,306,000	20%*

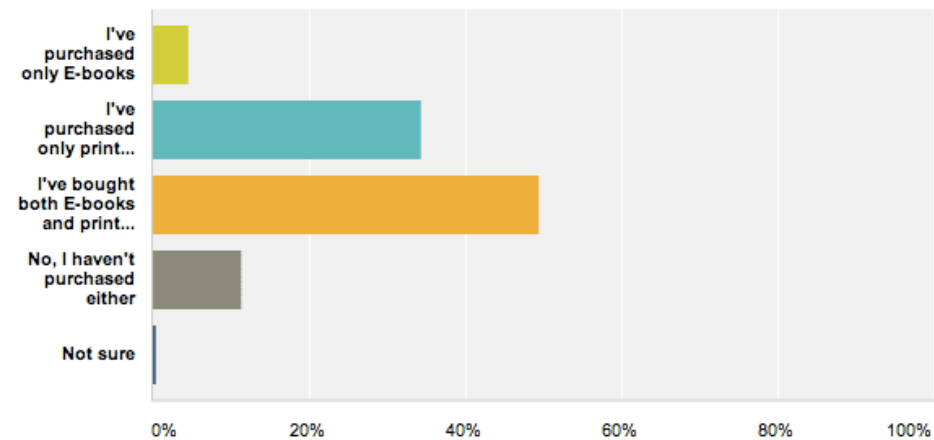
How many books have you read in the last year?

Answered: 265 Skipped: 36



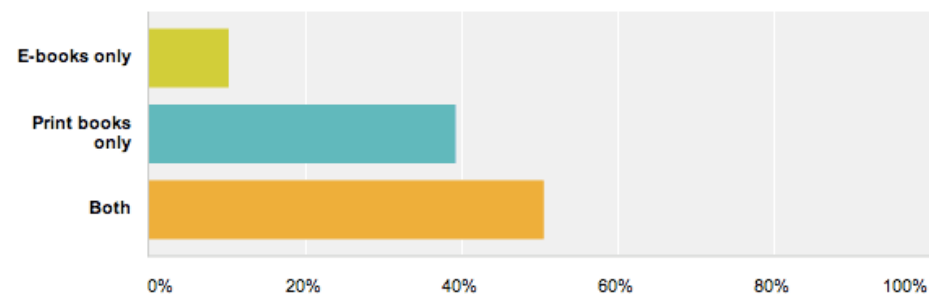
Have you purchased an E-book or a print book in the last 12 months?

Answered: 265 Skipped: 36



Do you prefer to read E-books or print books?

Answered: 265 Skipped: 36



TYPES OF BOOKS READ - By Generation, Gender & Education

"What types of books have you read in the past year? Please select all that apply."

Base: Adults who read at least one book in average year

The Harris Poll® #61, October 6, 2015

	Total	Generation				Gender		Education			
		Millennials (18-35)	Gen Xers (36- 50)	Baby Boomers (51-69)	Matures (70+)	Male	Female	High School or Less	Some College	College Grad	Post Grad
		%	%	%	%	%	%	%	%	%	%
<i>Mystery, Thriller and Crime</i>	47	43	38	51	66	37	55	45	49	44	50
<i>History</i>	33	29	32	35	44	46	23	27	34	36	51
<i>Biographies/Memoirs</i>	31	24	35	34	31	33	29	24	31	32	51
<i>Romance</i>	27	33	22	25	27	7	44	32	30	17	20
<i>Cookbooks/Food Writing</i>	26	26	31	25	21	18	33	23	32	24	26
<i>Science fiction</i>	26	32	28	22	17	35	19	25	29	28	22
<i>Fantasy</i>	24	37	25	15	10	23	25	29	24	17	20
<i>Classics/Literature</i>	23	32	20	20	17	26	21	15	24	34	33
<i>Health and Wellness</i>	22	27	24	16	19	19	24	19	20	32	20
<i>Religion and Spirituality</i>	20	21	22	18	17	16	23	19	22	20	19
<i>Self-help</i>	19	21	26	15	11	16	22	17	21	22	19
<i>True Crime</i>	19	21	20	17	14	15	22	21	23	15	10
<i>Political</i>	13	12	12	15	16	21	8	7	15	18	23
<i>Current Affairs</i>	13	14	16	12	12	19	9	9	14	17	21
<i>Graphic Novels</i>	13	21	15	5	4	16	10	13	14	12	9
<i>Business</i>	11	15	14	7	2	17	6	9	8	16	17
<i>Poetry</i>	9	16	6	5	2	6	11	8	11	7	8
<i>Chick-lit</i>	8	9	9	8	3	1	14	5	11	11	8
<i>Westerns</i>	7	7	4	6	13	9	5	6	8	7	5
<i>Other Fiction</i>	30	27	23	35	36	25	33	26	33	28	37
<i>Other Non-Fiction</i>	25	27	24	26	16	28	22	22	28	24	29

	2013	2014	% change
Adult Nonfiction			
Art/Architecture/Design/Photography	6,739	6,984	4%
Biography/ Memoir	20,425	22,803	12%
Business/Economics	15,473	16,604	7%
Cooking/Entertaining	15,363	15,492	1%
Computers	5,311	4,652	-12%
Crafts/Hobbies/Antiques/Games	8,314	8,485	2%
Health/Fitness/Medicine/Sports	22,488	21,574	-4%
History/Law/Political Science	17,080	15,220	-11%
House & Home/Gardening	2,309	2,130	-8%
Humor	5,604	4,897	-13%
Performing Arts	7,358	7,706	5%
Reference	32,642	31,989	-2%
Religion/Bibles	32,012	35,798	12%
Self-Help	8,546	9,848	15%
Travel	7,658	7,417	-3%
General Nonfiction	29,509	28,533	-3%
Total Adult Nonfiction	236,833	240,130	1%

	2013	2014	% change
Adult Fiction			
Action/Adventure	2,619	2,239	-15%
Classics	7,817	7,578	-3%
Fantasy	8,615	7,526	-13%
Graphic Novels	7,659	8,669	13%
Mystery/Detective	14,884	14,304	-4%
Occult/Psychological/Horror	4,474	3,329	-26%
Religion	4,925	4,174	-15%
Romance	34,585	30,885	-11%
Science Fiction	4,448	4,142	-7%
Suspense/Thrillers	22,161	20,111	-9%
Western	2,088	2,232	7%
General Fiction	36,314	33,524	-8%
Total Adult Fiction	150,590	138,712	-8%

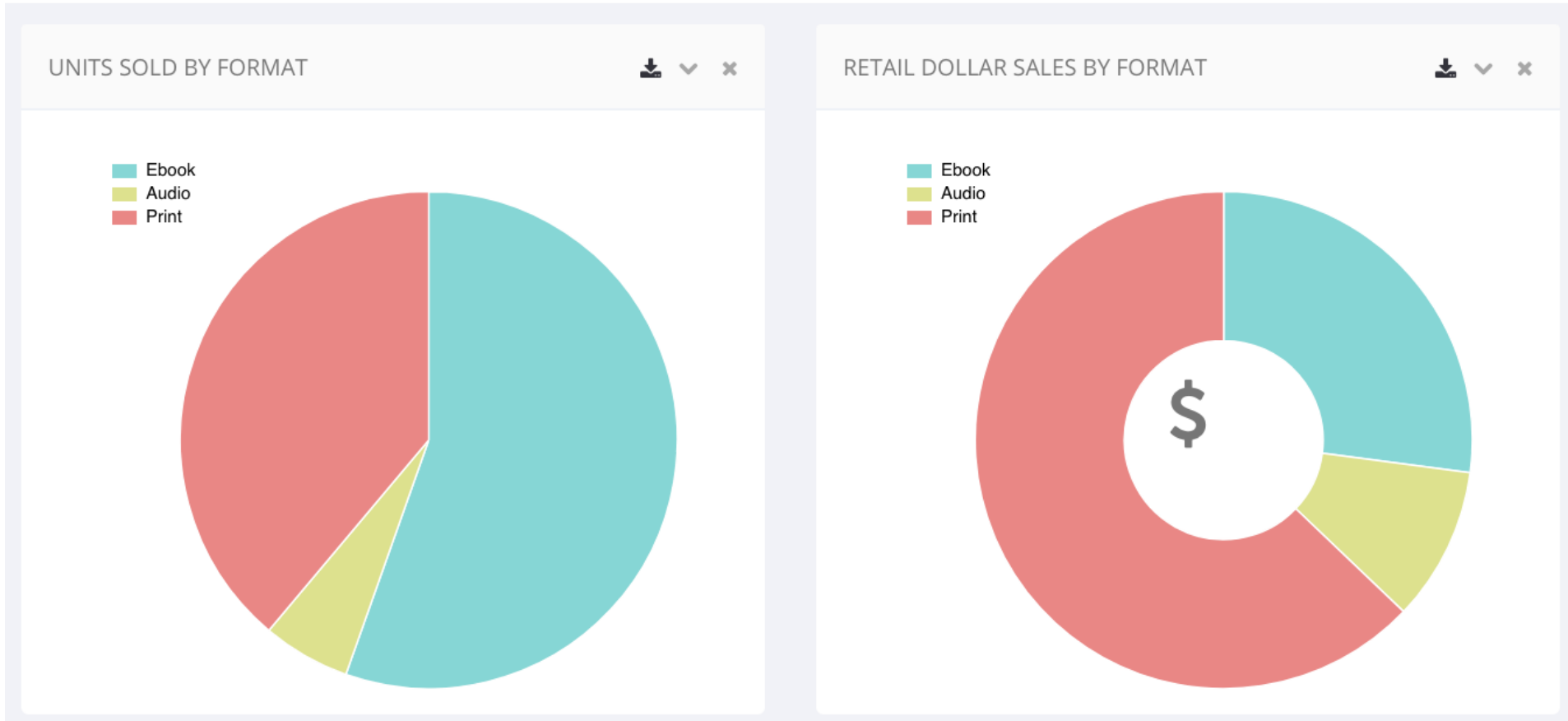
Figures from 1-18-15 *Publisher's Weekly*
(numbers are in thousands of units sold)

	2013	2014	% change
Juvenile Nonfiction			
Animals	3,891	4,625	19%
Biographies/Autobiographies	3,429	3,979	16%
Concepts	3,106	3,790	22%
Education/Reference/Language	6,556	6,496	-1%
Games/Activities/Hobbies	9,289	12,362	33%
History/Sports/People/Places	10,429	11,232	8%
Holidays/Festivals/Religion	3,108	3,895	25%
Social Situations/Family/Health	2,475	2,502	1%
Total Juvenile Nonfiction	42,283	48,882	16%

	2013	2014	% change
Juvenile Fiction			
Animals	9,430	9,051	-4%
Classics	9,684	9,981	3%
Concepts	8,916	8,909	-0%
History/Sports/People/Places	13,686	14,107	3%
Holidays/Festivals/Religion	7,420	8,621	16%
Science Fiction/Fantasy/Magic	32,900	45,511	38%
Social Situations/Family/Health	23,777	27,815	17%
General Juvenile Fiction	51,895	52,690	2%
Total Juvenile Fiction	157,707	176,685	12%

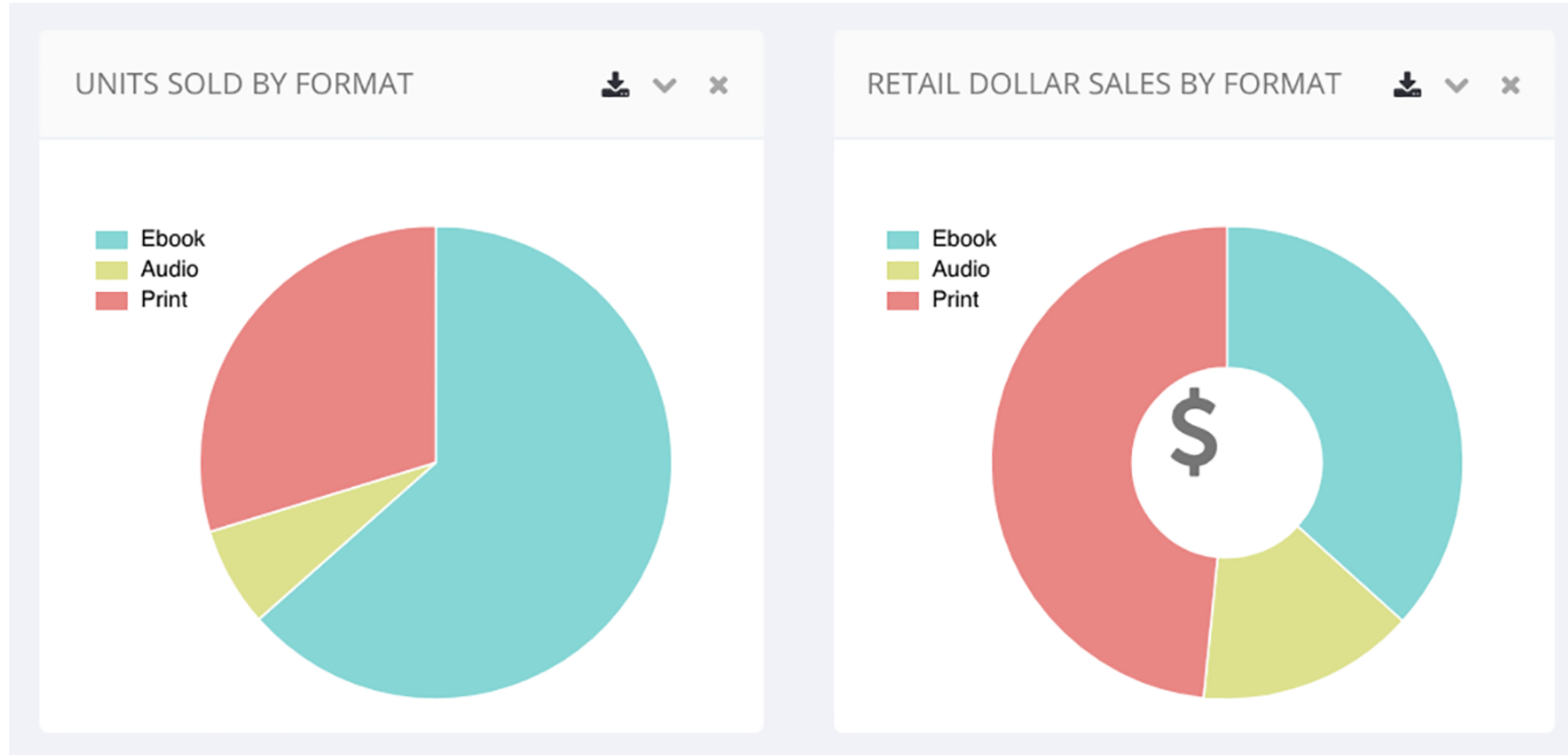
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2017 online sales in United States- All book categories



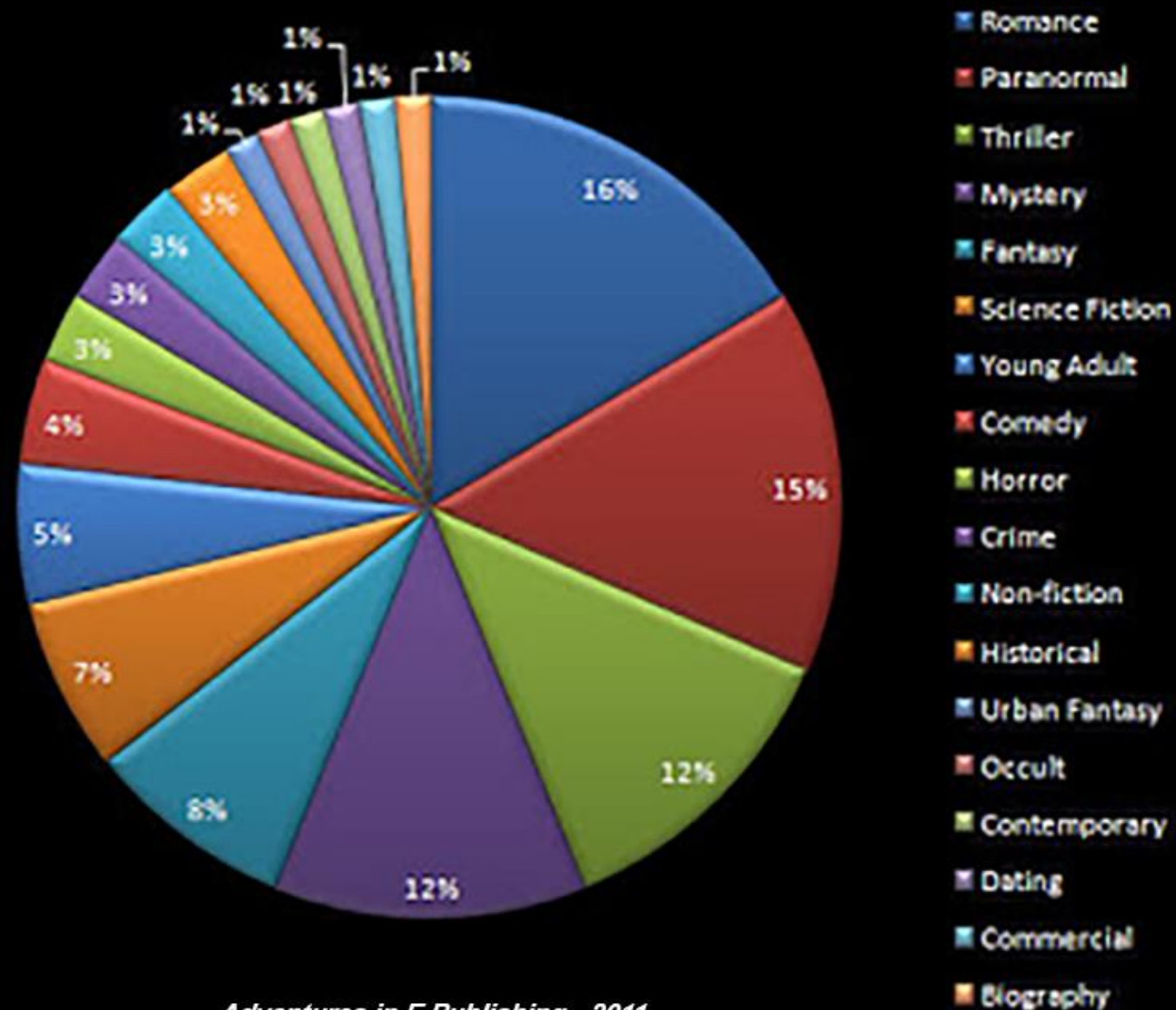
AuthorEarnings.com report - January 2018

2017 online sales in United States- Adult fiction & Nonfiction



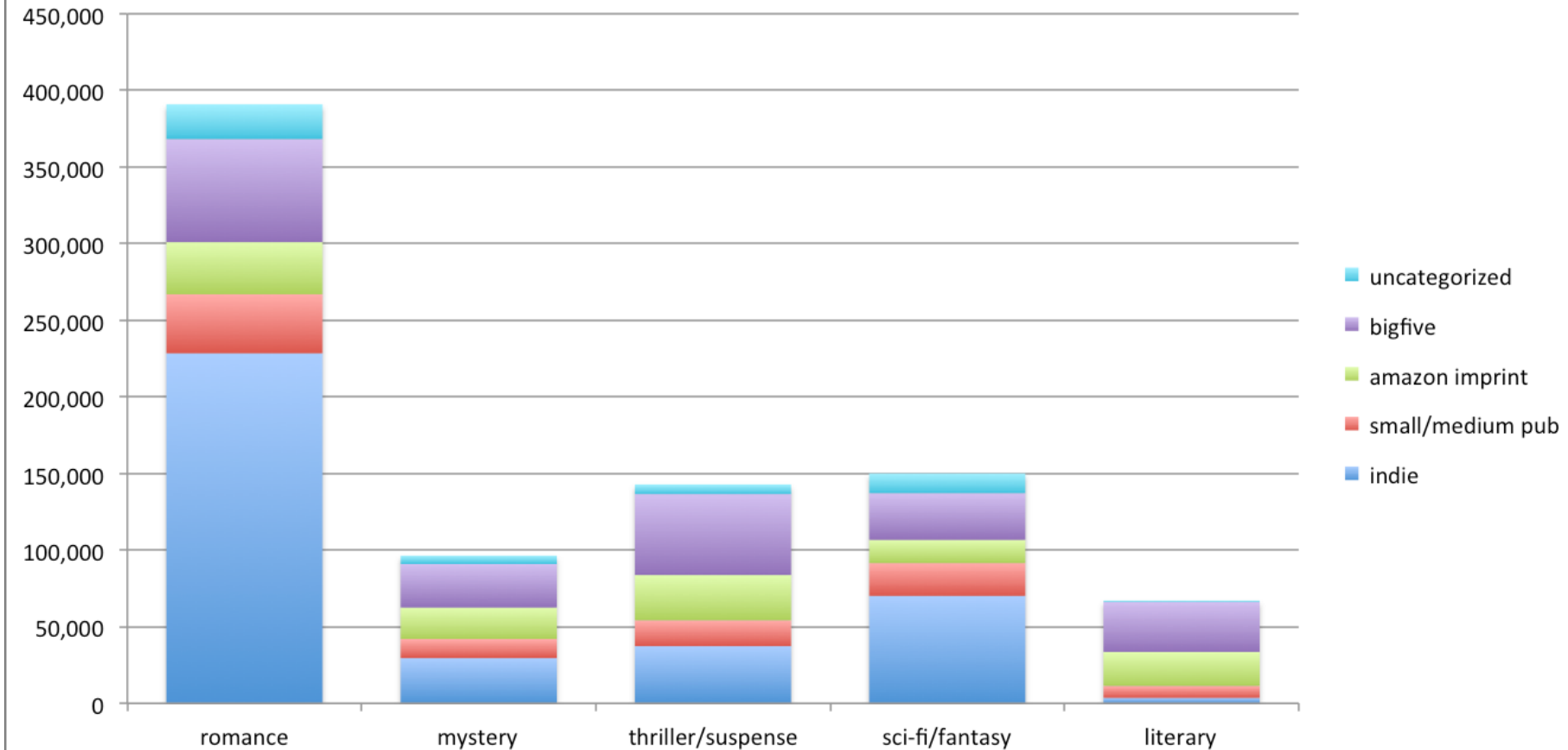
AuthorEarnings.com report - January 2018

Ebook genres by market share - 2011



Adventures in E Publishing - 2011

Amazon Unit Sales by Genre & Publisher Type (1 million ebook titles representing ~82% of Amazon's daily sales)



Amazon.com - 2016