



A RESEARCH REPORT BY BOOKNET CANADA

BNC

RESEARCH 07.2017

July SalesData Market Report July 2017



BOOKNET
CANADA

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INTRODUCTION

The purpose of this SalesData market report is to give you easy insight into how the marketplace performed in the previous month, and how it performed in that same month for the past two years. Combining the information present here with data specific to your own organization can highlight any correlation or special relationships your data have with the marketplace.

REPORT DATA

This report compares the volume and value of all books sold in the marketplace for the month of July in the years 2015 to 2017. The marketplace data is divided into:

- **All Market:** data from all retailers who currently provide us with their sales data.
- **Ring Fence:** new retailers are added to BNC SalesData every year, resulting in increasing overall sales figures for older titles. In order to eliminate this skew, we created a “ring fence” around a core group of retailers. We will use the data gathered from within this ring fence alone to show year-over-year sales from a constant set of retailers.

Also included in this report is an overview of the All Market and the Ring Fence Market for the categories of Fiction, Non-Fiction, Young Adult, Young Adult Fiction, Young Adult Non-Fiction, Juvenile, Juvenile Fiction, and Juvenile Non-Fiction. To conclude, a Year-to-Date overview of all books sold (volume and value) in the marketplace in this year and last year is available at the end of the document. This overview includes All Market and Ring Fence for Fiction, Non-Fiction, Young Adult, Young Adult Fiction, Young Adult Non-Fiction, Juvenile, Juvenile Fiction, and Juvenile Non-Fiction data.

REPORT DATES

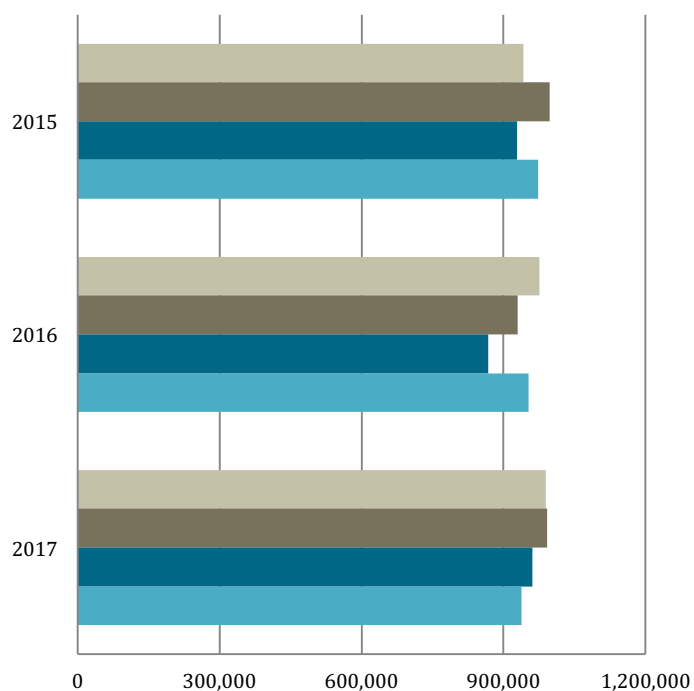
This report aims to encapsulate data from most days in July. Because BNC’s sales data is grouped according to week-ending dates, the time periods for the selected years’ month also include a few days’ worth of data from the previous month or the following month. The specific week-ending dates used in this report are as follows:

	2017	2016	2015
Week 1	09-Jul	10-Jul	12-Jul
Week 2	16-Jul	17-Jul	19-Jul
Week 3	23-Jul	24-Jul	26-Jul
Week 4	30-Jul	31-Jul	02-Aug

ALL MARKET

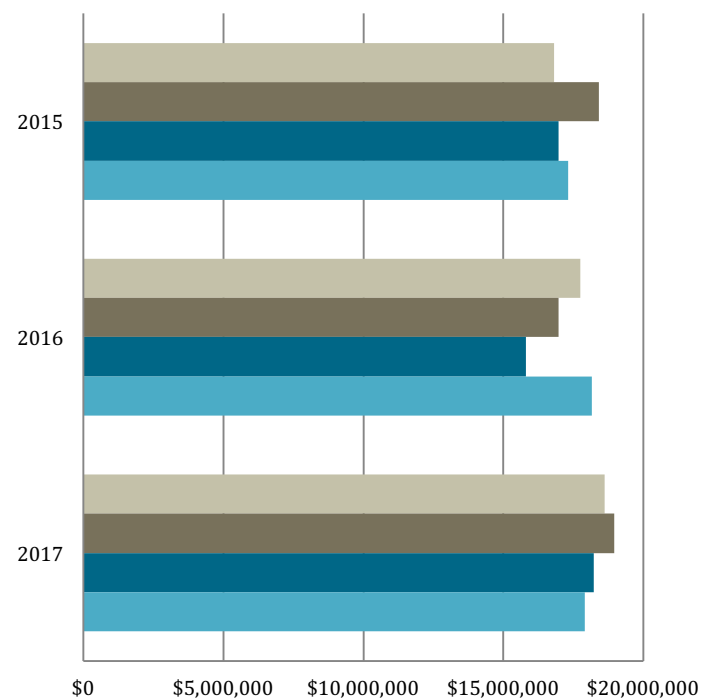
The graphs below show the volume sold and value sold of all titles in the All Market for the entire month of July in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the All Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the All Market.

Volume Sold (in units)



	2017	2016	2015
July Week 1	989,478	975,102	941,743
July Week 2	992,007	930,122	997,951
July Week 3	960,695	866,906	928,351
July Week 4	938,509	952,640	972,881

Value Sold (in millions of dollars)

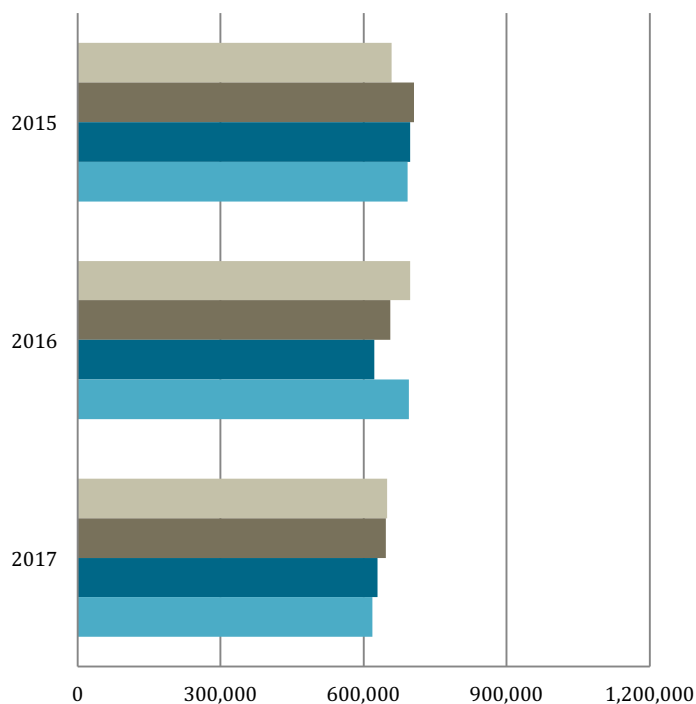


	2017	2016	2015
July Week 1	\$18,620,660.47	\$17,747,682.34	\$16,799,093.75
July Week 2	\$18,948,924.09	\$16,981,076.43	\$18,416,419.06
July Week 3	\$18,222,796.34	\$15,813,478.07	\$16,959,574.64
July Week 4	\$17,906,059.38	\$18,150,445.40	\$17,316,764.77

RING FENCE MARKET

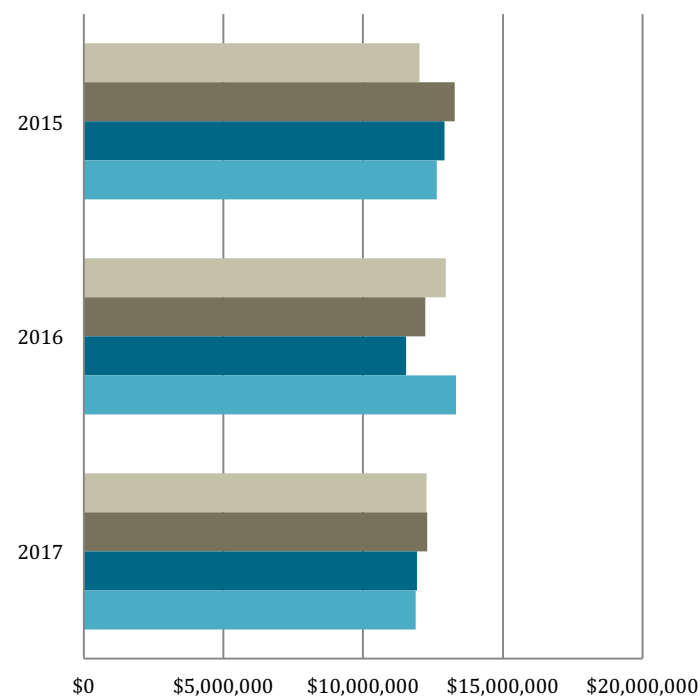
The graphs below show the volume sold and value sold of all titles in the Ring Fence Market for the entire month of July in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the Ring Fence Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the Ring Fence Market.

Volume Sold (in units)



	2017	2016	2015
July Week 1	649,477	697,195	659,382
July Week 2	646,105	656,428	705,725
July Week 3	629,053	622,941	697,972
July Week 4	618,395	694,614	692,516

Value Sold (in millions of dollars)

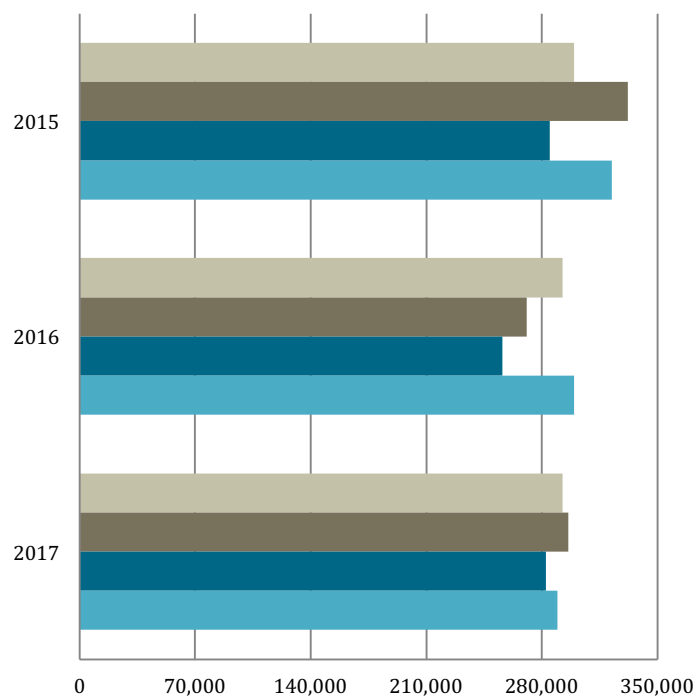


	2017	2016	2015
July Week 1	\$12,267,145.90	\$12,961,738.42	\$12,009,193.24
July Week 2	\$12,298,012.07	\$12,229,294.27	\$13,276,995.44
July Week 3	\$11,932,504.16	\$11,548,069.24	\$12,912,523.74
July Week 4	\$11,881,187.55	\$13,320,937.56	\$12,637,313.61

FICTION: ALL MARKET

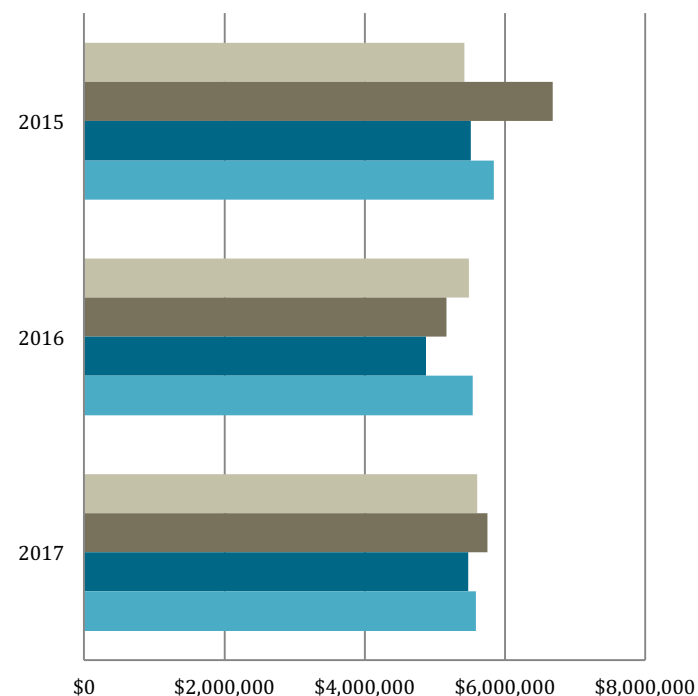
The graphs below show the volume sold and value sold of titles within the Fiction category in the All Market for the entire month of July in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the All Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the All Market.

Volume Sold (in units)



	2017	2016	2015
July Week 1	292,425	292,447	299,479
July Week 2	296,078	270,897	332,047
July Week 3	282,333	256,246	284,840
July Week 4	289,559	299,385	322,329

Value Sold (in millions of dollars)

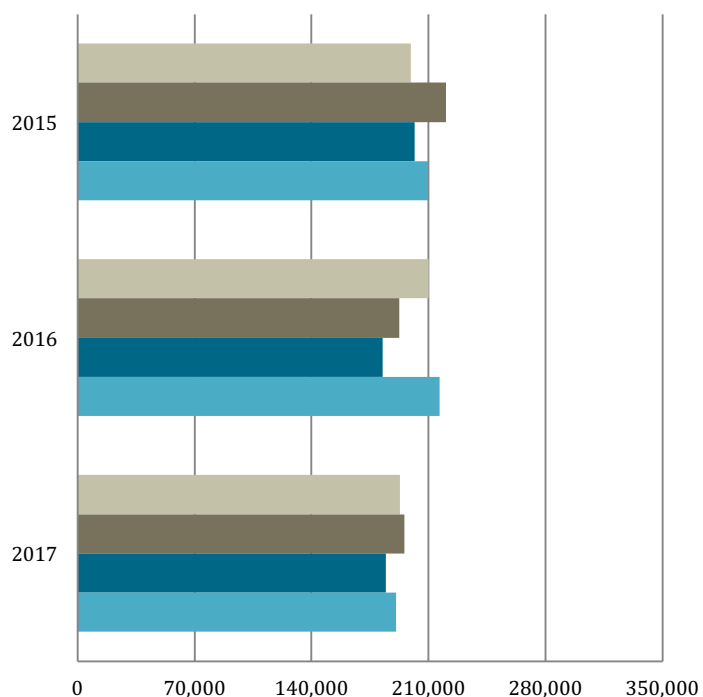


	2017	2016	2015
July Week 1	\$5,601,584.58	\$5,488,069.62	\$5,418,550.00
July Week 2	\$5,748,148.49	\$5,169,421.91	\$6,677,545.59
July Week 3	\$5,475,873.00	\$4,871,182.31	\$5,511,237.24
July Week 4	\$5,590,318.66	\$5,541,185.80	\$5,840,320.03

FICTION: RING FENCE MARKET

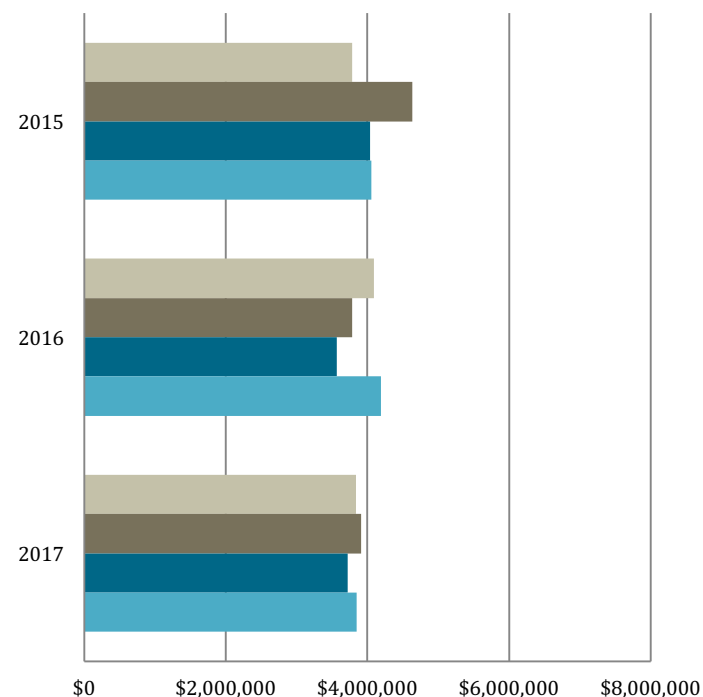
The graphs below show the volume sold and value sold of titles within the Fiction category in the Ring Fence Market for the entire month of July in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the Ring Fence Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the Ring Fence Market.

Volume Sold (in units)



	2017	2016	2015
July Week 1	193,114	210,206	199,496
July Week 2	195,515	192,569	220,323
July Week 3	184,600	182,421	201,806
July Week 4	190,465	216,593	209,850

Value Sold (in millions of dollars)

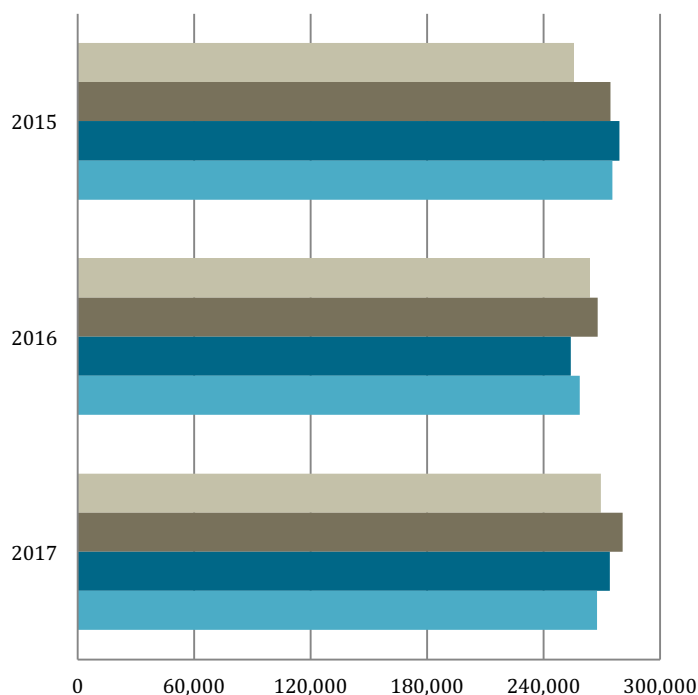


	2017	2016	2015
July Week 1	\$3,833,938.42	\$4,090,552.50	\$3,786,847.54
July Week 2	\$3,911,505.69	\$3,779,350.68	\$4,631,201.04
July Week 3	\$3,721,106.02	\$3,565,595.51	\$4,039,294.89
July Week 4	\$3,850,330.33	\$4,189,226.85	\$4,052,657.00

NON-FICTION: ALL MARKET

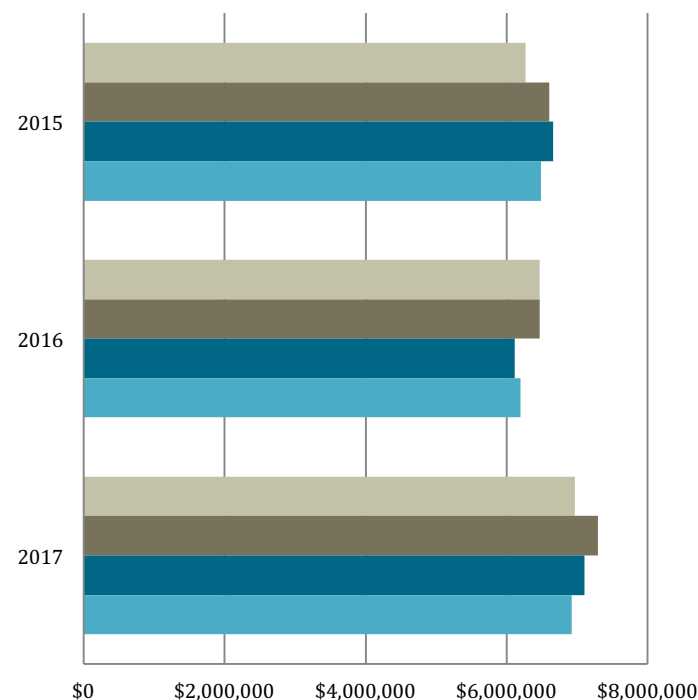
The graphs below show the volume sold and value sold of titles within the Non-Fiction category in the All Market for the entire month of July in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the All Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the All Market.

Volume Sold (in units)



	2017	2016	2015
July Week 1	269,513	263,915	255,403
July Week 2	280,731	267,699	274,264
July Week 3	273,842	254,026	279,091
July Week 4	267,552	258,437	275,416

Value Sold (in millions of dollars)

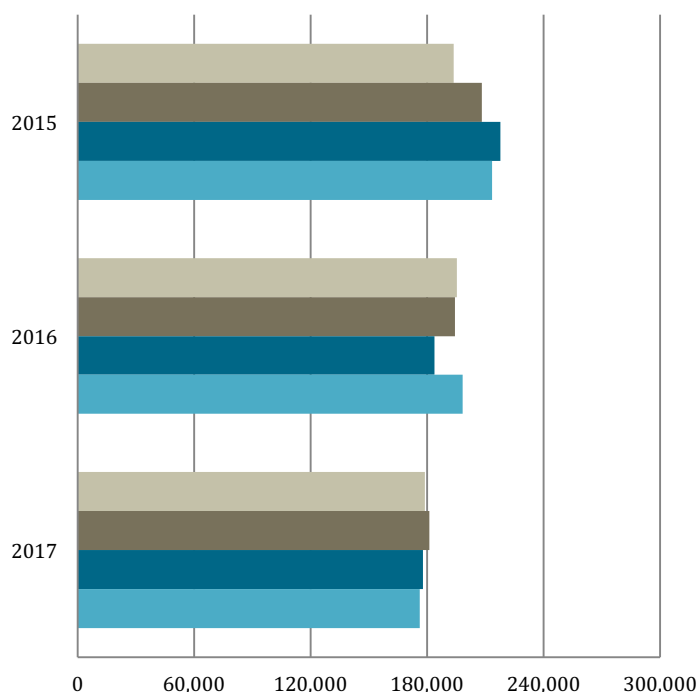


	2017	2016	2015
July Week 1	\$6,963,971.75	\$6,469,492.36	\$6,267,782.77
July Week 2	\$7,295,139.29	\$6,464,811.35	\$6,606,165.90
July Week 3	\$7,097,913.94	\$6,110,268.40	\$6,655,668.48
July Week 4	\$6,917,426.39	\$6,194,273.57	\$6,483,597.41

NON-FICTION: RING FENCE MARKET

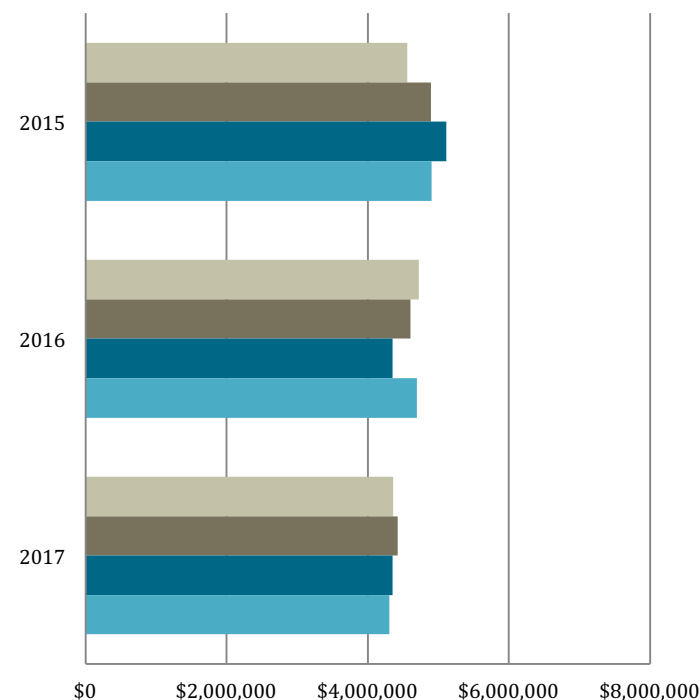
The graphs below show the volume sold and value sold of titles within the Non-Fiction category in the Ring Fence Market for the entire month of July in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the Ring Fence Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the Ring Fence Market.

Volume Sold (in units)



	2017	2016	2015
July Week 1	178,734	195,297	193,705
July Week 2	181,200	194,247	208,162
July Week 3	177,781	183,761	217,534
July Week 4	176,154	198,153	213,399

Value Sold (in millions of dollars)

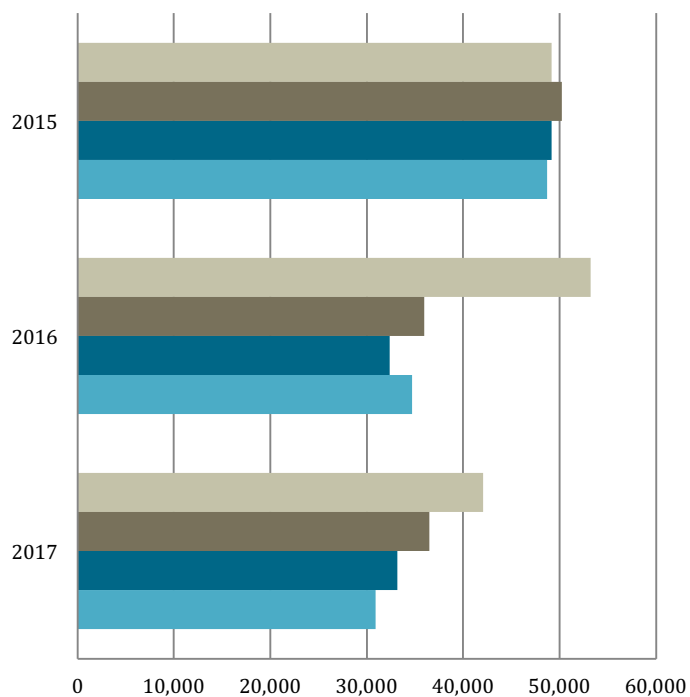


	2017	2016	2015
July Week 1	\$4,358,540.46	\$4,720,600.96	\$4,561,518.96
July Week 2	\$4,422,313.25	\$4,601,398.00	\$4,892,078.63
July Week 3	\$4,351,181.39	\$4,350,276.96	\$5,108,041.67
July Week 4	\$4,308,824.43	\$4,693,636.06	\$4,903,624.13

YOUNG ADULT: ALL MARKET

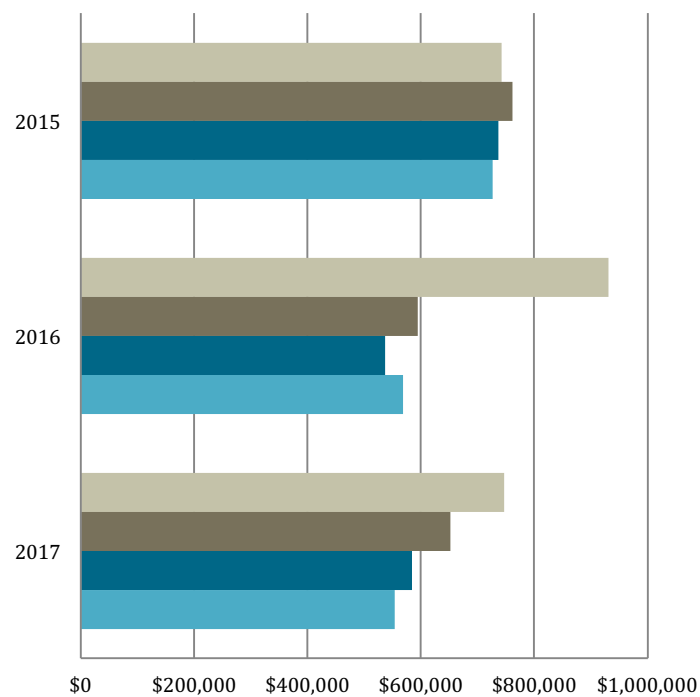
The graphs below show the volume sold and value sold of titles within the Young Adult category in the All Market for the entire month of July in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the All Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the All Market.

Volume Sold (in units)



	2017	2016	2015
July Week 1	42,045	53,182	49,175
July Week 2	36,493	35,930	50,229
July Week 3	33,193	32,399	49,145
July Week 4	30,927	34,718	48,714

Value Sold (in millions of dollars)

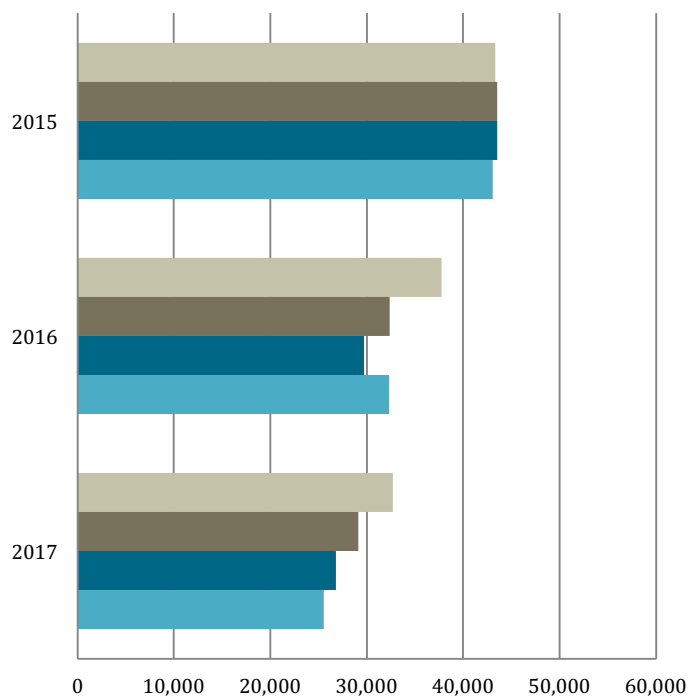


	2017	2016	2015
July Week 1	\$746,842.61	\$931,227.78	\$742,837.05
July Week 2	\$652,257.40	\$594,203.12	\$761,359.56
July Week 3	\$584,407.38	\$536,482.44	\$736,501.21
July Week 4	\$553,397.22	\$568,067.72	\$726,833.71

YOUNG ADULT: RING FENCE MARKET

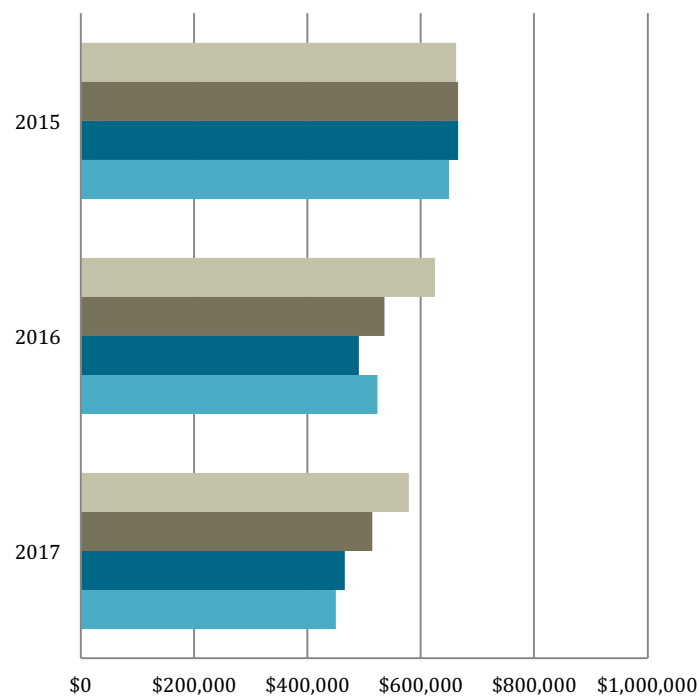
The graphs below show the volume sold and value sold of titles within the Young Adult category in the Ring Fence Market for the entire month of July in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the Ring Fence Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the Ring Fence.

Volume Sold (in units)



	2017	2016	2015
July Week 1	32,682	37,758	43,342
July Week 2	29,125	32,364	43,511
July Week 3	26,790	29,712	43,506
July Week 4	25,559	32,277	43,048

Value Sold (in millions of dollars)

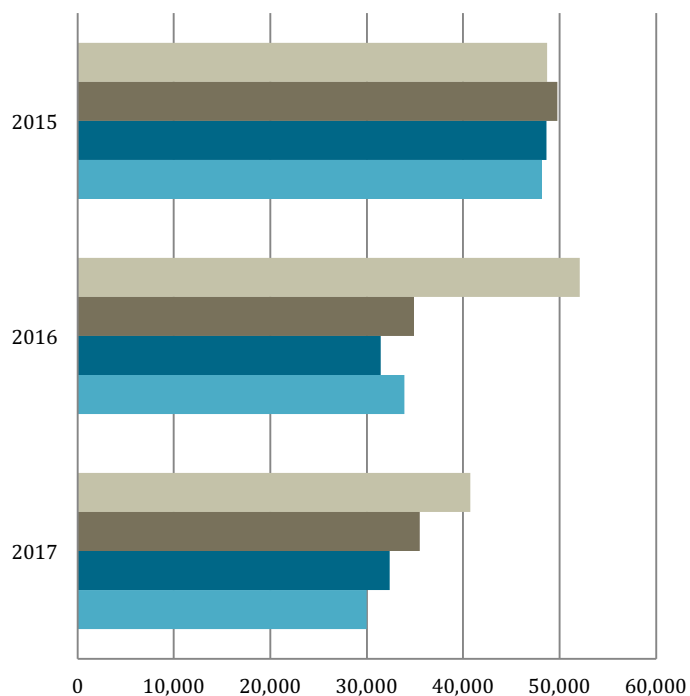


	2017	2016	2015
July Week 1	\$579,026.64	\$624,893.16	\$662,306.50
July Week 2	\$514,323.60	\$535,630.57	\$665,497.16
July Week 3	\$465,971.27	\$491,040.29	\$665,944.23
July Week 4	\$450,290.17	\$523,375.15	\$649,917.74

YOUNG ADULT FICTION: ALL MARKET

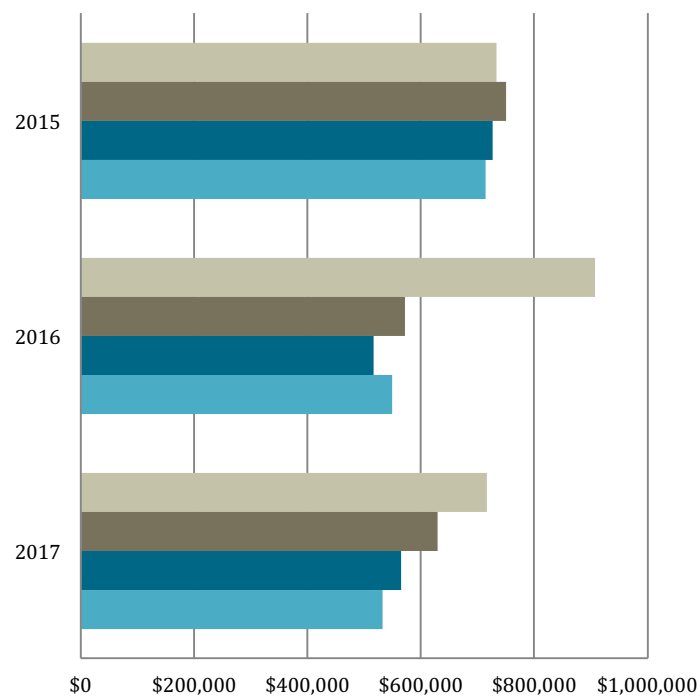
The graphs below show the volume sold and value sold of titles within the Young Adult Fiction category in the All Market for the entire month of July in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the Ring Fence Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the Ring Fence.

Volume Sold (in units)



	2017	2016	2015
July Week 1	40,754	52,083	48,682
July Week 2	35,501	34,882	49,723
July Week 3	32,337	31,458	48,621
July Week 4	29,988	33,878	48,142

Value Sold (in millions of dollars)

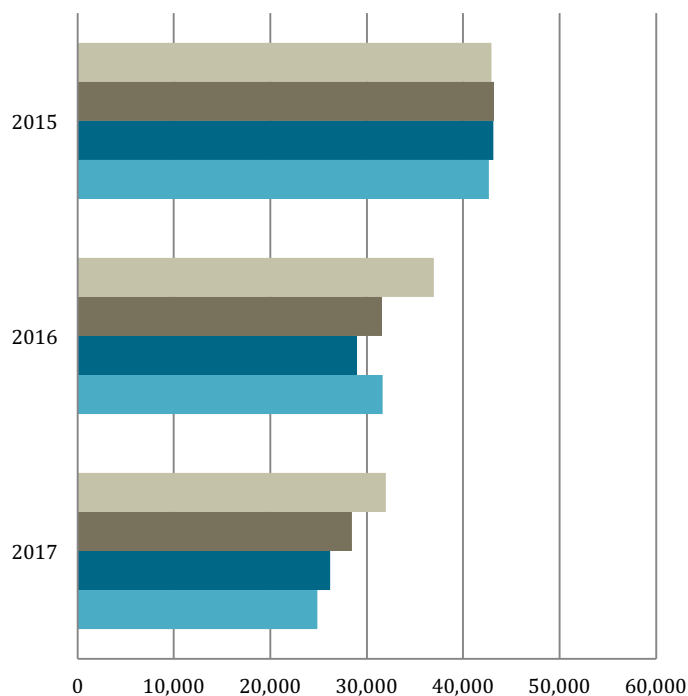


	2017	2016	2015
July Week 1	\$716,660.89	\$907,726.26	\$732,879.12
July Week 2	\$629,587.68	\$572,321.43	\$750,689.95
July Week 3	\$564,632.66	\$516,394.16	\$726,555.52
July Week 4	\$531,829.62	\$549,819.51	\$714,600.61

YOUNG ADULT FICTION: RING FENCE MARKET

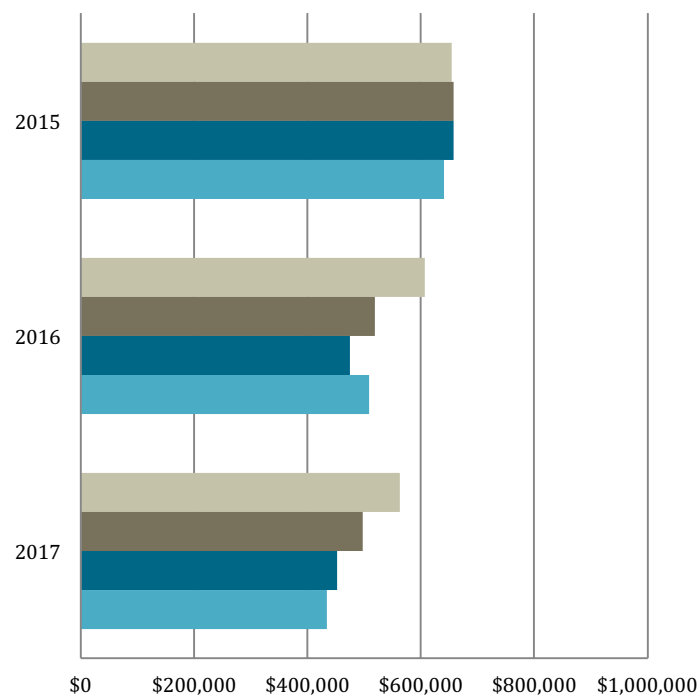
The graphs below show the volume sold and value sold of titles within the Young Adult Fiction category in the Ring Fence Market for the entire month of July in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the Ring Fence Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the Ring Fence.

Volume Sold (in units)



	2017	2016	2015
July Week 1	31,988	36,917	42,948
July Week 2	28,420	31,601	43,153
July Week 3	26,211	28,979	43,114
July Week 4	24,893	31,622	42,633

Value Sold (in millions of dollars)

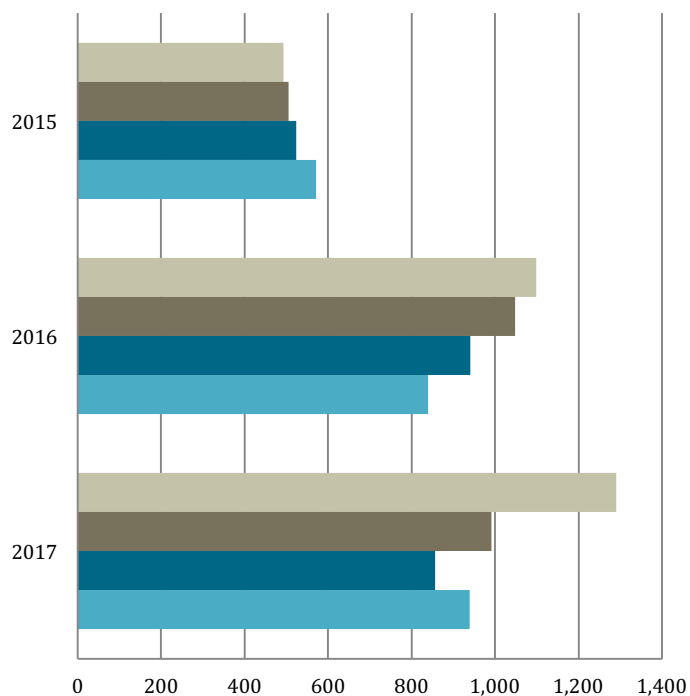


	2017	2016	2015
July Week 1	\$562,316.96	\$606,796.39	\$654,373.96
July Week 2	\$497,917.10	\$519,229.47	\$658,062.54
July Week 3	\$452,232.20	\$475,227.40	\$657,907.95
July Week 4	\$434,629.22	\$509,051.28	\$641,205.64

YOUNG ADULT NON-FICTION: ALL MARKET

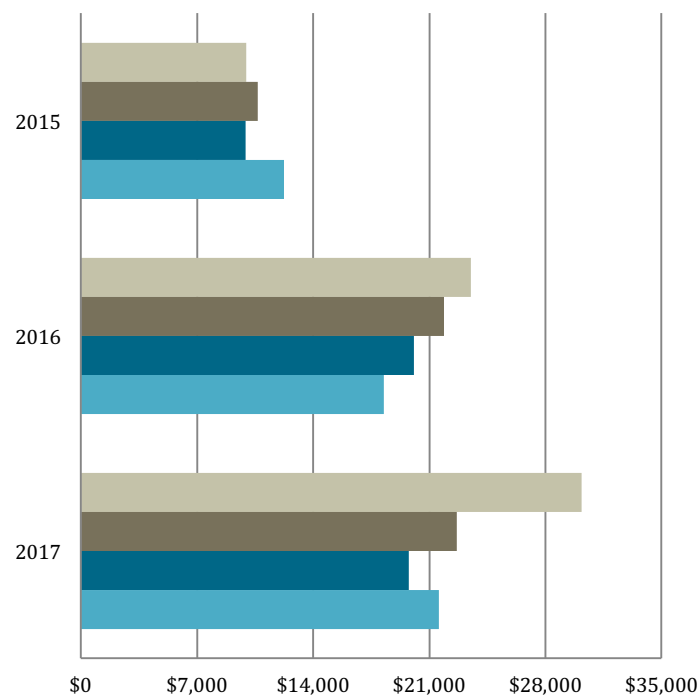
The graphs below show the volume sold and value sold of titles within the Young Adult Non-Fiction category in the All Market for the entire month of July in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the Ring Fence Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the Ring Fence.

Volume Sold (in units)



	2017	2016	2015
July Week 1	1,291	1,099	493
July Week 2	992	1,048	506
July Week 3	856	941	524
July Week 4	939	840	572

Value Sold (in millions of dollars)

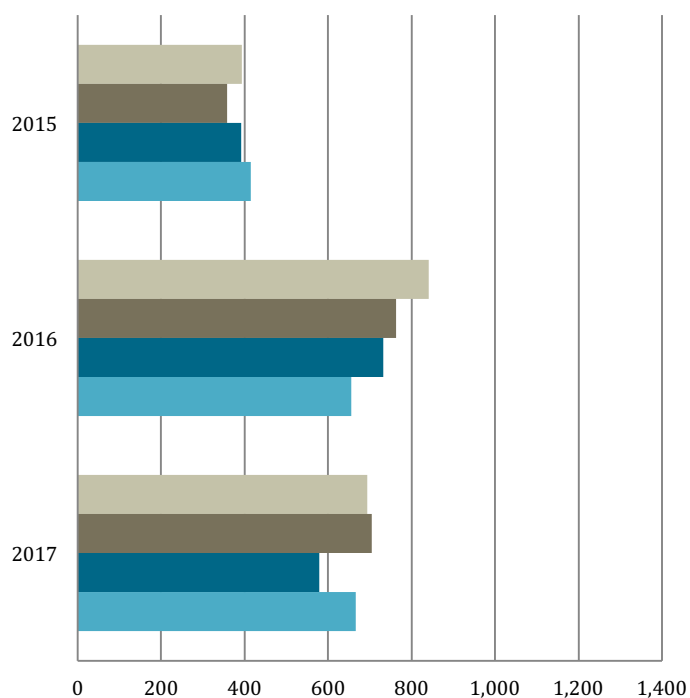


	2017	2016	2015
July Week 1	\$30,181.72	\$23,501.52	\$9,957.93
July Week 2	\$22,669.72	\$21,881.69	\$10,669.61
July Week 3	\$19,774.72	\$20,088.28	\$9,945.69
July Week 4	\$21,567.60	\$18,248.21	\$12,233.10

YOUNG ADULT NON-FICTION: RING FENCE MARKET

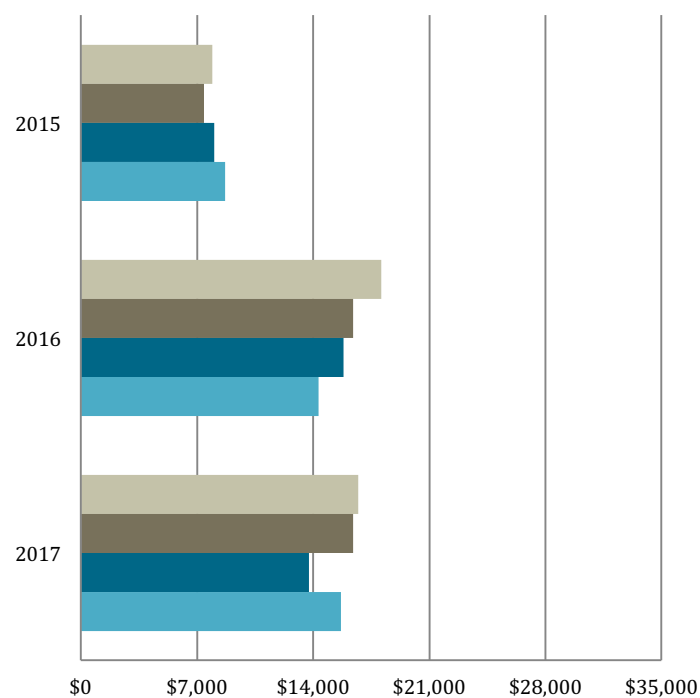
The graphs below show the volume sold and value sold of titles within the Young Adult Non-Fiction category in the Ring Fence Market for the entire month of July in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the Ring Fence Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the Ring Fence.

Volume Sold (in units)



	2017	2016	2015
July Week 1	694	841	394
July Week 2	705	763	358
July Week 3	579	733	392
July Week 4	666	655	415

Value Sold (in millions of dollars)

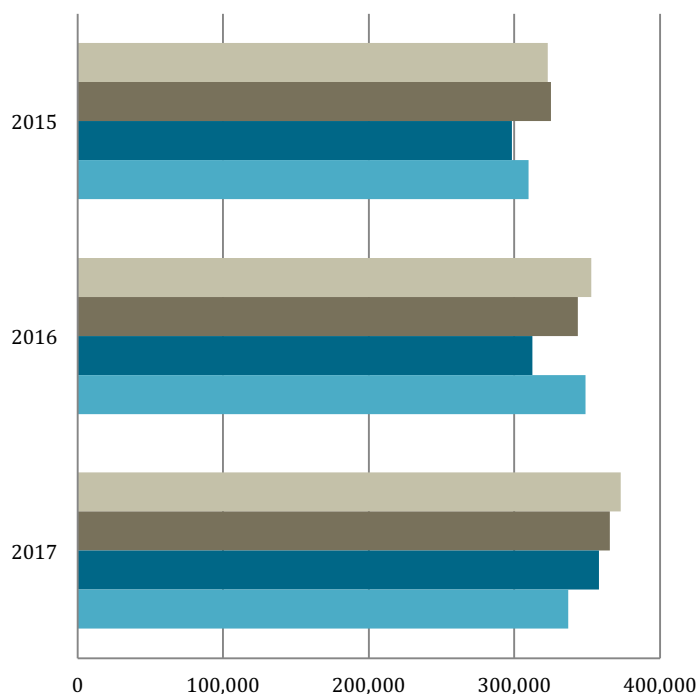


	2017	2016	2015
July Week 1	\$16,709.68	\$18,096.77	\$7,932.54
July Week 2	\$16,406.50	\$16,401.10	\$7,434.62
July Week 3	\$13,739.07	\$15,812.89	\$8,036.28
July Week 4	\$15,660.95	\$14,323.87	\$8,712.10

JUVENILE: ALL MARKET

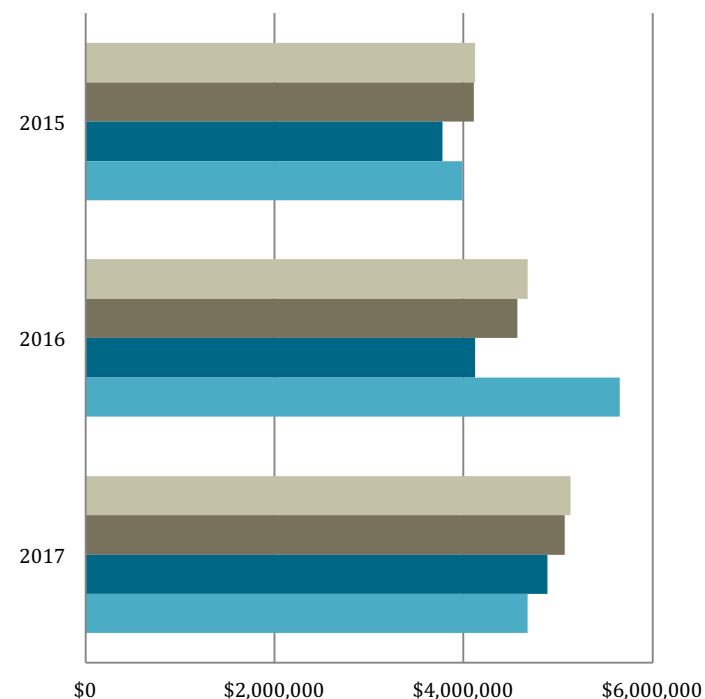
The graphs below show the volume sold and value sold of titles within the Juvenile category in the All Market for the entire month of July in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the All Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the All Market.

Volume Sold (in units)



	2017	2016	2015
July Week 1	372,990	352,855	322,773
July Week 2	365,469	343,374	325,245
July Week 3	358,039	312,456	298,180
July Week 4	336,965	348,689	309,725

Value Sold (in millions of dollars)

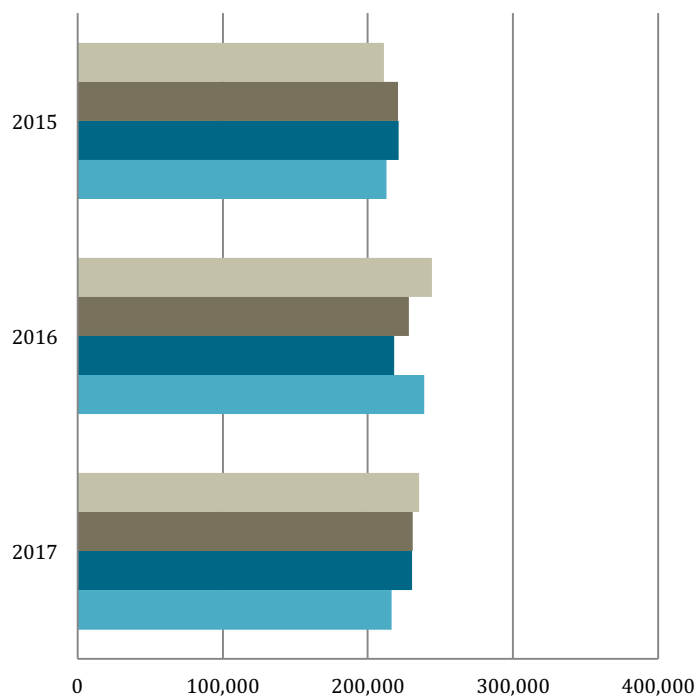


	2017	2016	2015
July Week 1	\$5,134,094.36	\$4,676,341.28	\$4,125,775.03
July Week 2	\$5,070,729.06	\$4,567,090.86	\$4,109,571.81
July Week 3	\$4,889,713.51	\$4,121,404.01	\$3,774,876.14
July Week 4	\$4,676,280.98	\$5,651,922.79	\$3,987,894.09

JUVENILE: RING FENCE MARKET

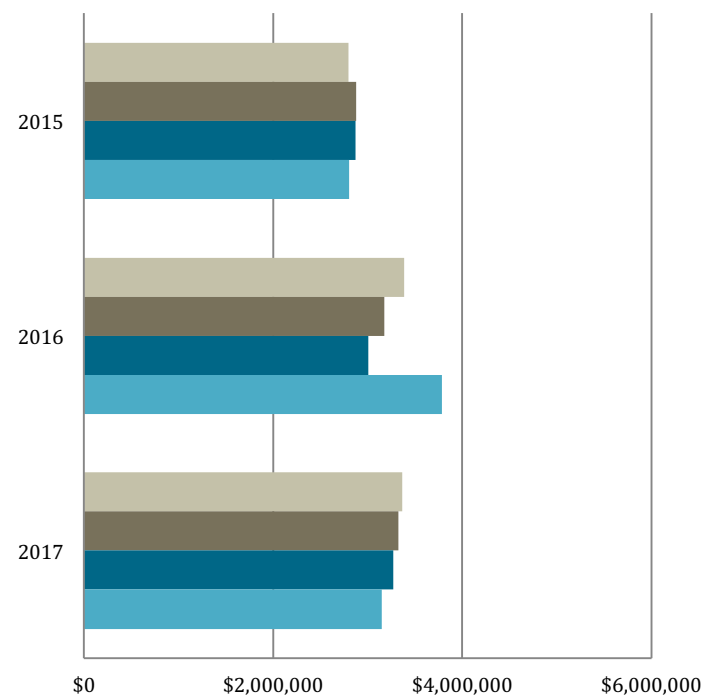
The graphs below show the volume sold and value sold of titles within the Juvenile category in the Ring Fence Market for the entire month of July in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the Ring Fence Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the Ring Fence.

Volume Sold (in units)



	2017	2016	2015
July Week 1	235,334	244,250	210,852
July Week 2	230,949	228,113	220,668
July Week 3	230,444	218,132	221,340
July Week 4	216,416	238,734	212,708

Value Sold (in millions of dollars)

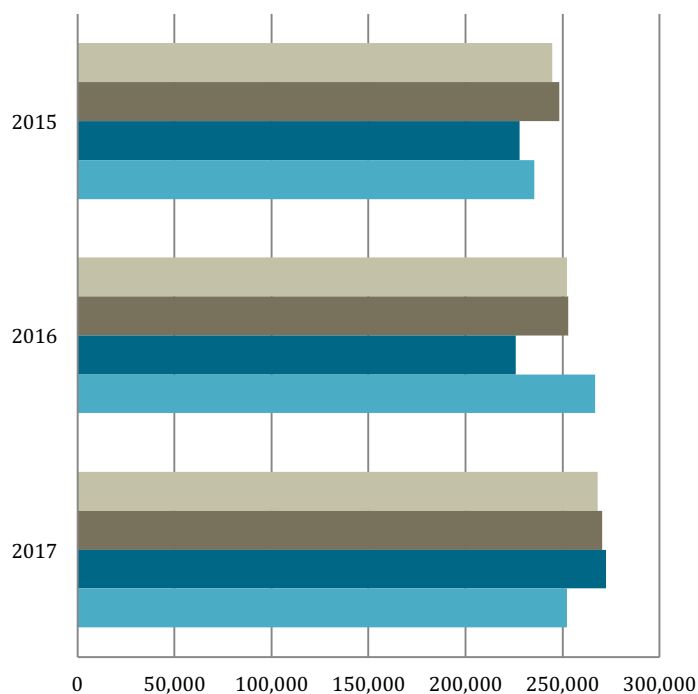


	2017	2016	2015
July Week 1	\$3,362,679.39	\$3,386,305.69	\$2,797,064.85
July Week 2	\$3,325,166.37	\$3,171,245.25	\$2,875,974.15
July Week 3	\$3,271,405.44	\$3,008,375.12	\$2,869,074.39
July Week 4	\$3,150,130.58	\$3,783,701.46	\$2,803,672.80

JUVENILE FICTION: ALL MARKET

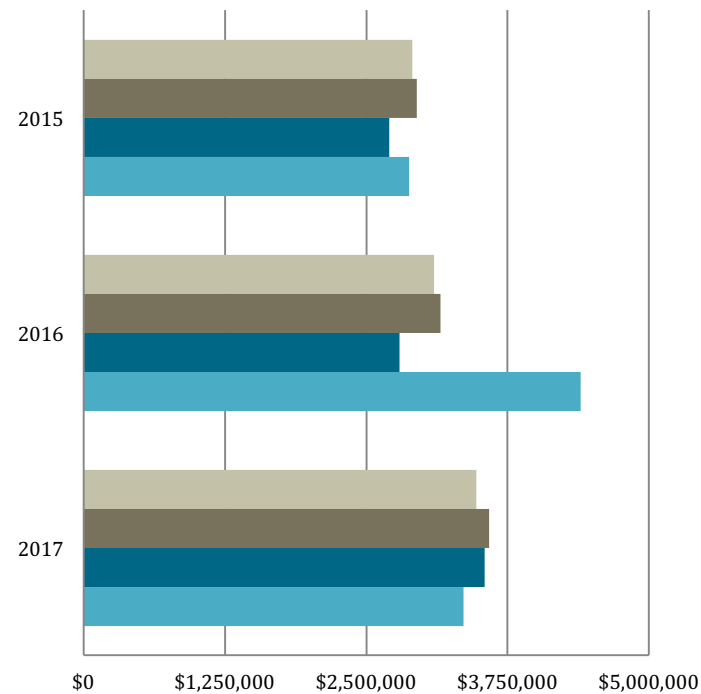
The graphs below show the volume sold and value sold of titles within the Juvenile Fiction category in the All Market for the entire month of January in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the All Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the All Market.

Volume Sold (in units)



	2017	2016	2015
July Week 1	268,181	252,359	244,765
July Week 2	270,454	252,901	248,241
July Week 3	272,315	226,013	227,801
July Week 4	252,414	266,655	235,521

Value Sold (in millions of dollars)

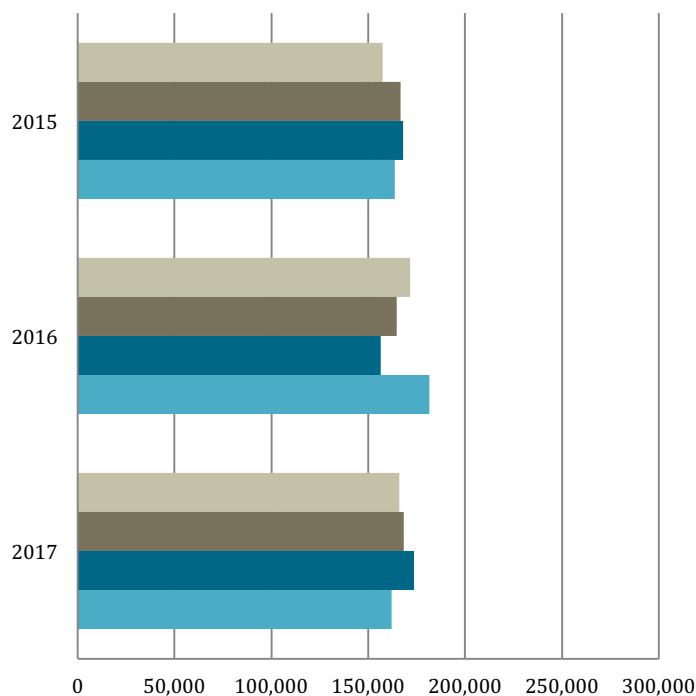


	2017	2016	2015
July Week 1	\$3,474,924.68	\$3,101,171.26	\$2,905,401.74
July Week 2	\$3,587,148.59	\$3,153,862.76	\$2,947,020.35
July Week 3	\$3,546,259.52	\$2,791,187.80	\$2,705,138.74
July Week 4	\$3,361,396.53	\$4,396,576.56	\$2,877,759.56

JUVENILE FICTION: RING FENCE MARKET

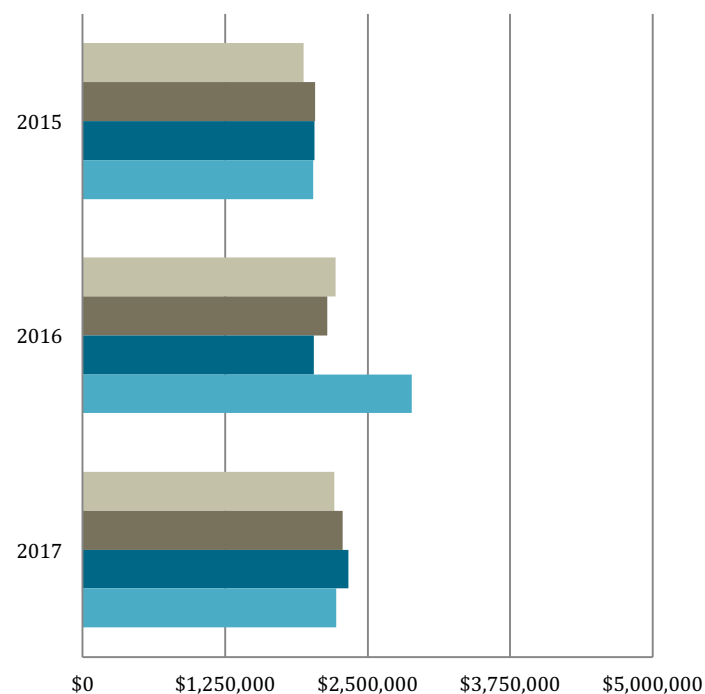
The graphs below show the volume sold and value sold of titles within the Juvenile Fiction category in the Ring Fence Market for the entire month of January in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the Ring Fence Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the Ring Fence.

Volume Sold (in units)



	2017	2016	2015
July Week 1	166,089	171,574	157,445
July Week 2	168,351	164,637	166,830
July Week 3	173,565	156,612	167,956
July Week 4	162,064	181,608	163,668

Value Sold (in millions of dollars)

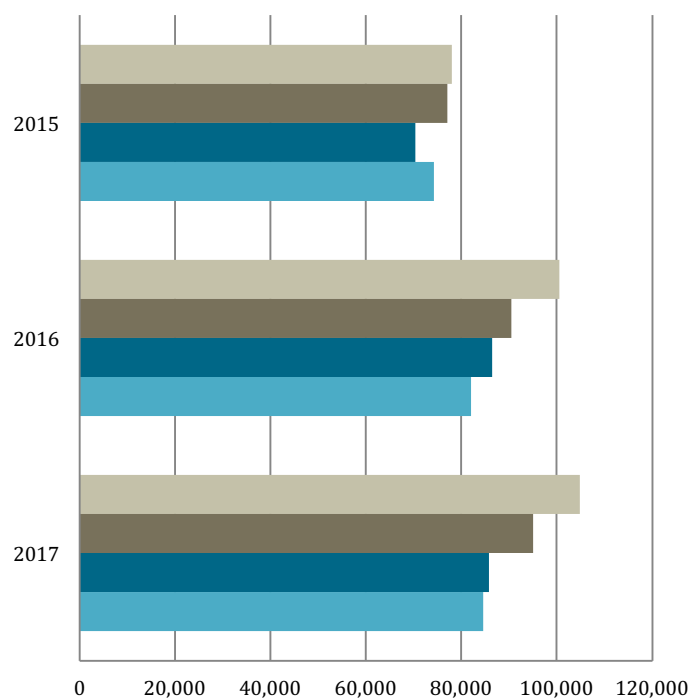


	2017	2016	2015
July Week 1	\$2,205,148.15	\$2,216,596.88	\$1,938,045.06
July Week 2	\$2,281,391.21	\$2,147,259.78	\$2,037,907.63
July Week 3	\$2,331,121.72	\$2,028,735.17	\$2,032,580.43
July Week 4	\$2,224,493.61	\$2,888,413.73	\$2,023,324.16

JUVENILE NON-FICTION: ALL MARKET

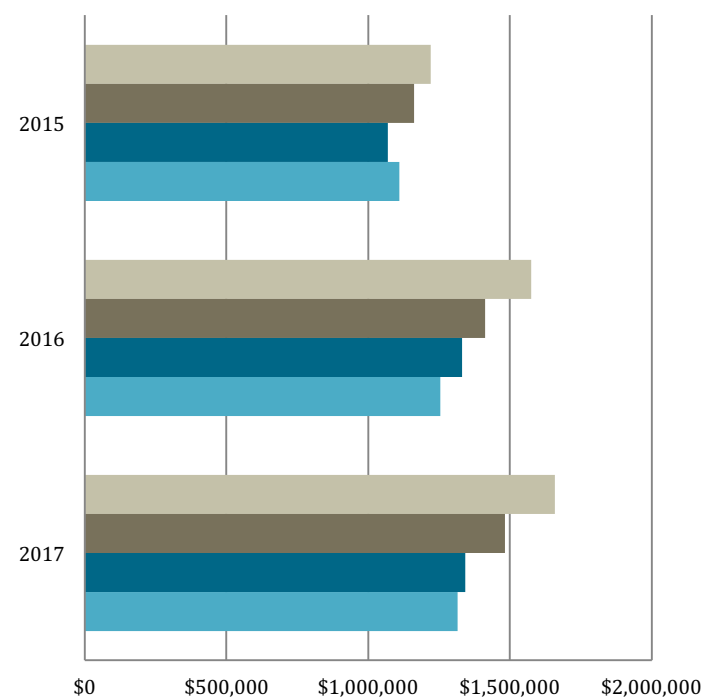
The graphs below show the volume sold and value sold of titles within the Juvenile Non-Fiction category in the All Market for the entire month of January in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the All Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the All Market.

Volume Sold (in units)



	2017	2016	2015
July Week 1	104,809	100,496	78,008
July Week 2	95,015	90,473	77,004
July Week 3	85,724	86,443	70,379
July Week 4	84,551	82,034	74,204

Value Sold (in millions of dollars)

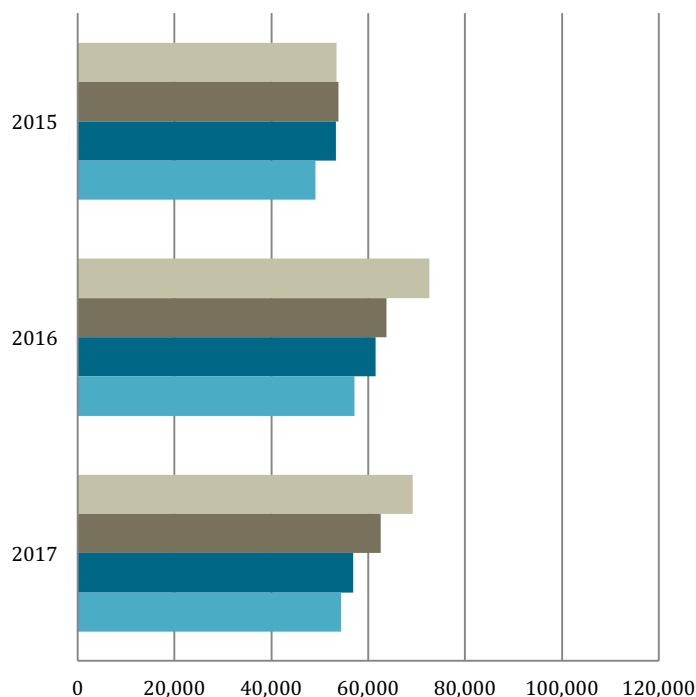


	2017	2016	2015
July Week 1	\$1,659,169.68	\$1,575,170.02	\$1,220,373.29
July Week 2	\$1,483,580.47	\$1,413,228.10	\$1,162,551.46
July Week 3	\$1,343,453.99	\$1,330,216.21	\$1,069,737.40
July Week 4	\$1,314,884.45	\$1,255,346.23	\$1,110,134.53

JUVENILE NON-FICTION: RING FENCE MARKET

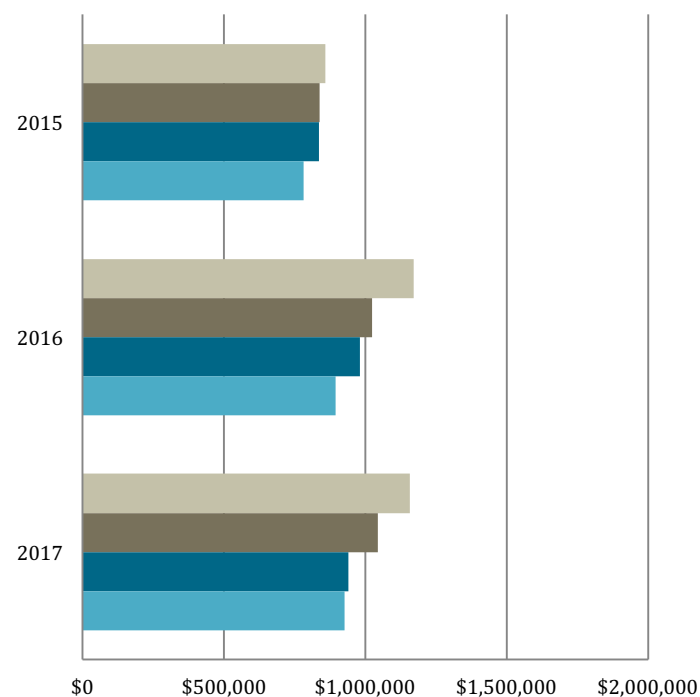
The graphs below show the volume sold and value sold of titles within the Juvenile Non-Fiction category in the Ring Fence Market for the entire month of January in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the Ring Fence Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the Ring Fence.

Volume Sold (in units)



	2017	2016	2015
July Week 1	69,245	72,676	53,407
July Week 2	62,598	63,831	53,838
July Week 3	56,879	61,520	53,384
July Week 4	54,352	57,126	49,040

Value Sold (in millions of dollars)

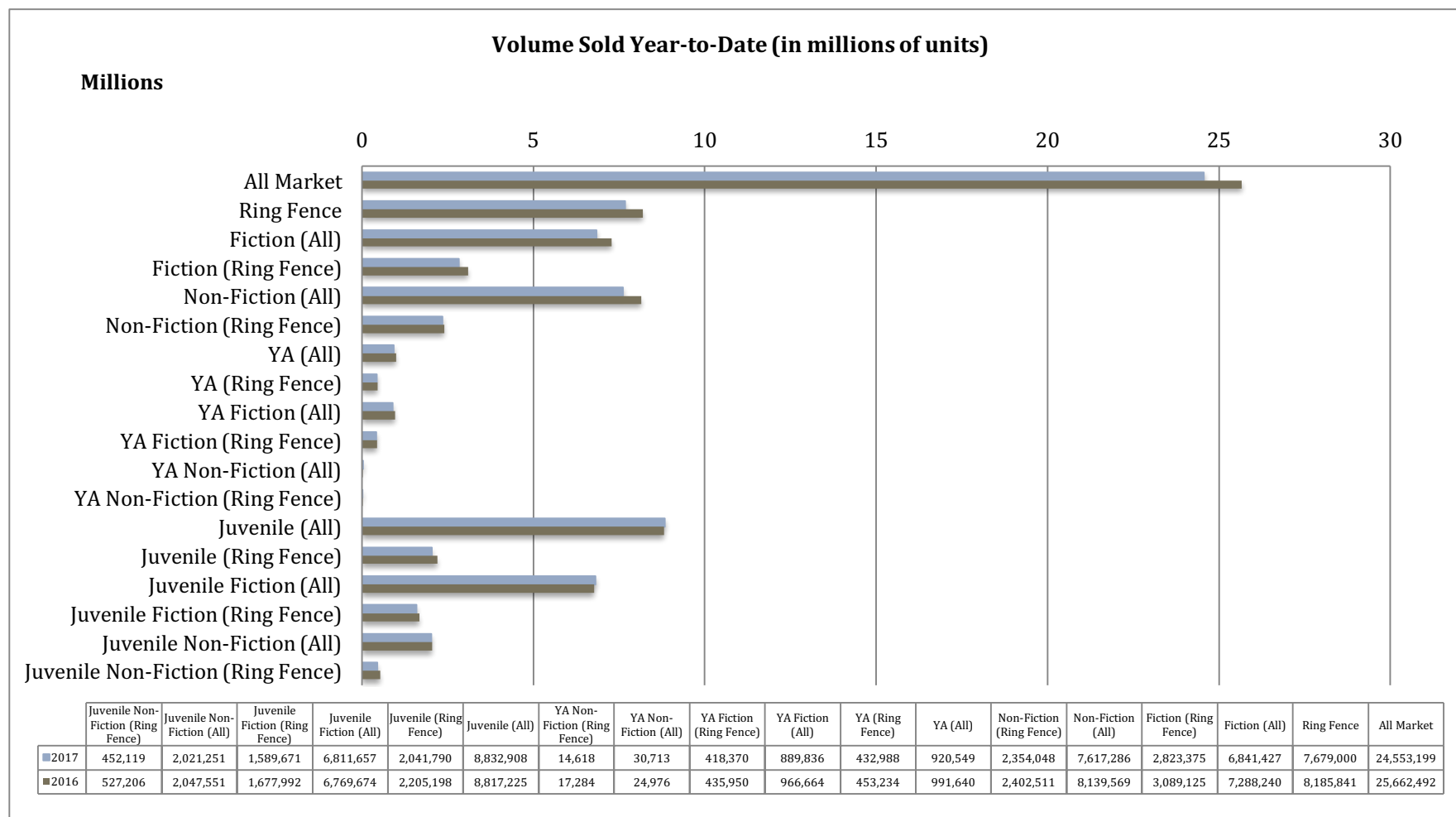


	2017	2016	2015
July Week 1	\$1,157,531.24	\$1,169,708.81	\$859,019.79
July Week 2	\$1,043,775.16	\$1,022,998.54	\$838,066.52
July Week 3	\$940,283.72	\$979,639.95	\$836,493.96
July Week 4	\$925,636.97	\$895,287.73	\$780,348.64

YEAR-TO-DATE COMPARISON

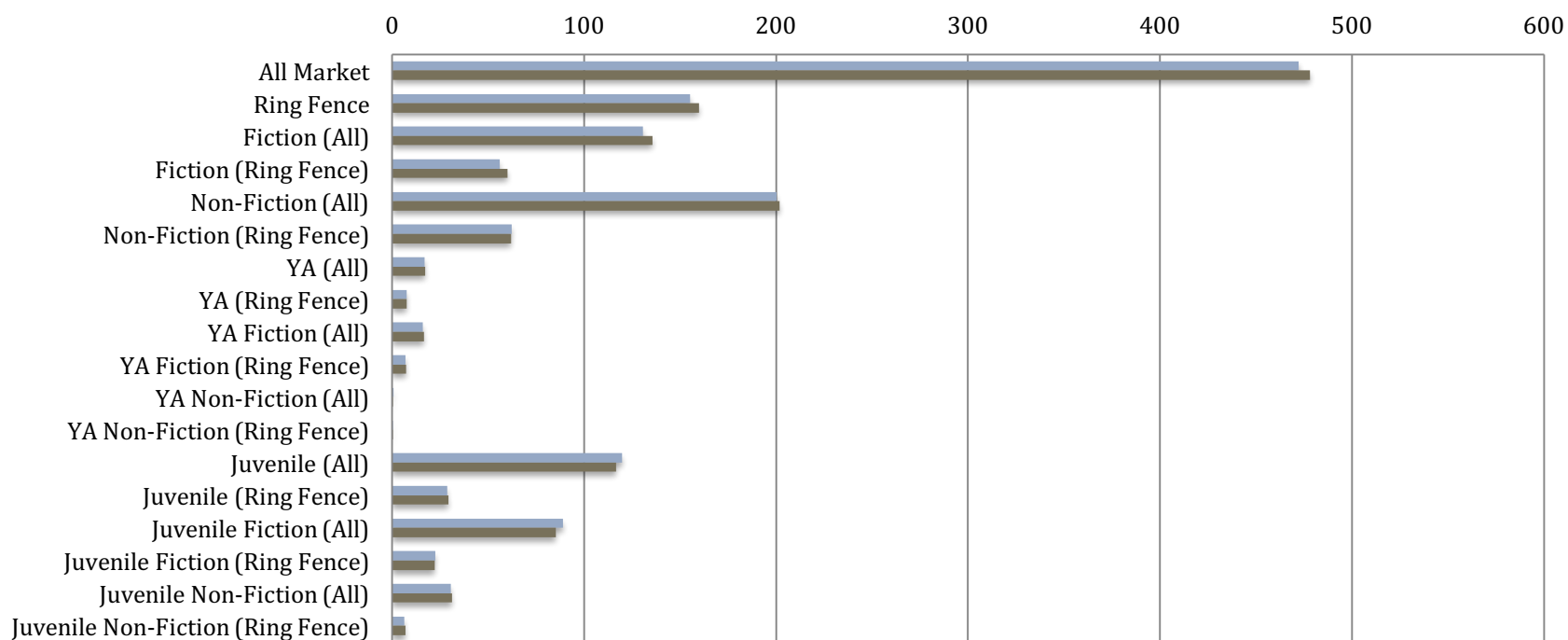
The following graphs outline the year-to-date volume and value sold for the year-to-date of 2016 and 2017. The graphs compare 2017's year-to-date numbers with the comparable period in 2016. While we are dealing in weekly periods, the weeks do not align exactly, but the same number of weeks is compared for each year. The time periods for this comparison are as follows:

- 2017: Week ending July 30, 2017
- 2016: Week ending July 31, 2016



Value Sold Year-to-Date (in millions of dollars)

Millions



	YA Fiction (All)	YA (Ring Fence)	YA (All)	Non-Fiction (Ring Fence)	Non-Fiction (All)	Fiction (Ring Fence)	Fiction (All)	Ring Fence	All Market
■ 2017	\$16,072,574.37	\$7,469,118.64	\$16,786,892.89	\$62,332,633.76	\$200,184,446.29	\$55,993,903.84	\$130,598,807.72	\$155,152,859.50	\$472,170,677.91
■ 2016	\$16,646,606.48	\$7,516,166.27	\$17,196,371.76	\$62,110,463.67	\$201,755,619.84	\$59,977,082.57	\$135,648,356.29	\$159,790,239.59	\$478,003,553.97

	Juvenile Non-Fiction (Ring Fence)	Juvenile Non-Fiction (All)	Juvenile Fiction (Ring Fence)	Juvenile Fiction (All)	Juvenile (Ring Fence)	Juvenile (All)	YA Non-Fiction (Ring Fence)	YA Non-Fiction (All)	YA Fiction (Ring Fence)
■ 2017	\$6,261,495.85	\$30,636,942.87	\$22,477,803.14	\$89,161,641.40	\$28,739,298.99	\$119,798,584.27	\$348,156.85	\$714,318.52	\$7,120,961.79
■ 2016	\$7,015,560.81	\$31,314,590.60	\$22,350,555.55	\$85,393,346.44	\$29,366,116.36	\$116,707,937.04	\$388,613.67	\$549,765.28	\$7,127,552.60