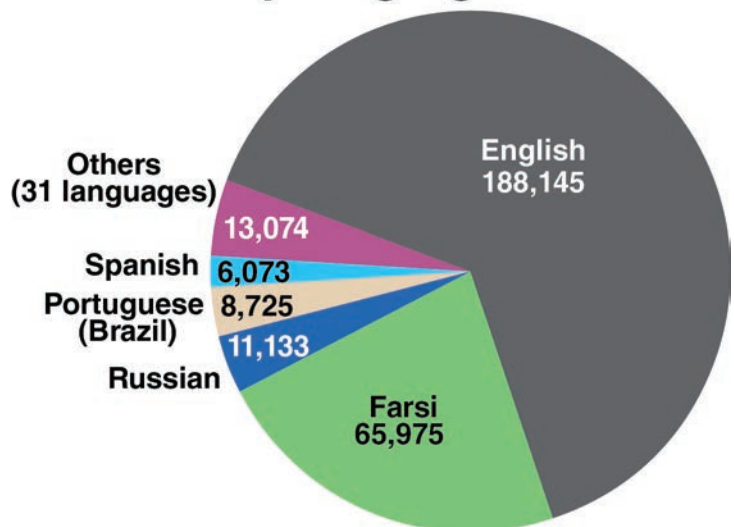


Distribution data in charts and graphs for the 2021 fiscal year (FY 2021)

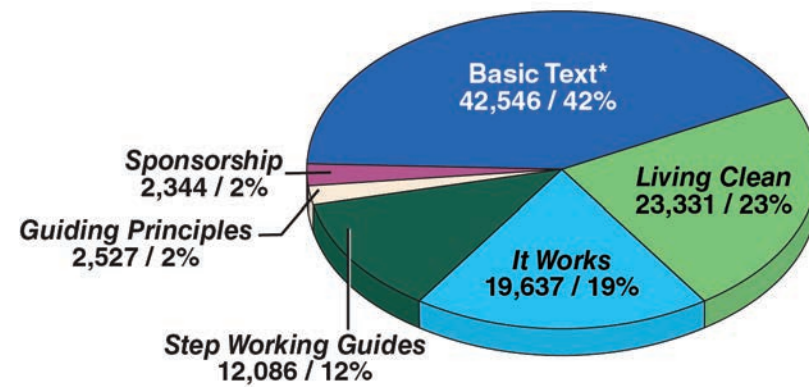
Context is important when considering this data. It reflects the first of two years in which pandemic safety measures constrained our activities. By the start of the fiscal year (1 July 2020), most meetings and events had moved online, and members, groups, and service committees stopped buying keytags and literature.

This year's data is, therefore, most unusual. Though we often compare distribution data over time to assess trends, doing so with this set of data may not be especially helpful or telling.

FY 2021 Basic Text Distributed by Language

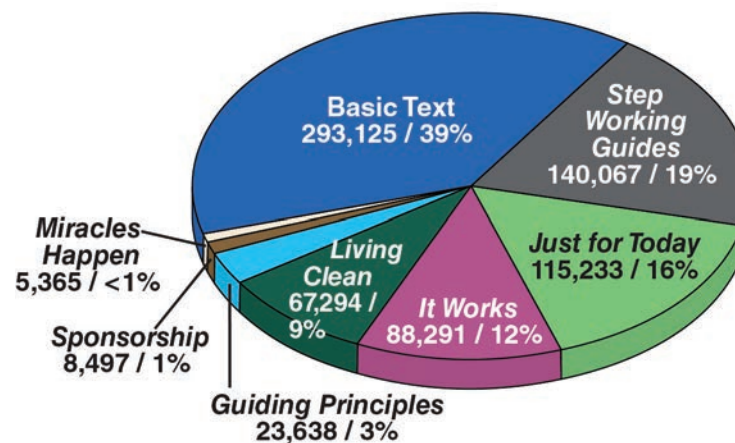


Electronic Book Sales 2012–2021



*Total of Basic Texts includes 567 non-English downloads

FY 2021 Book Distribution

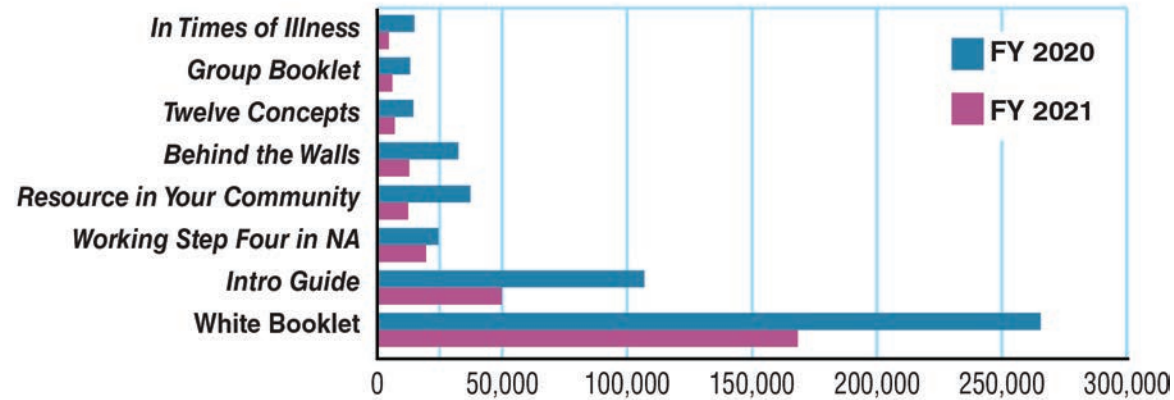


The Basic Text still accounts for the "lion's share" of our book distribution

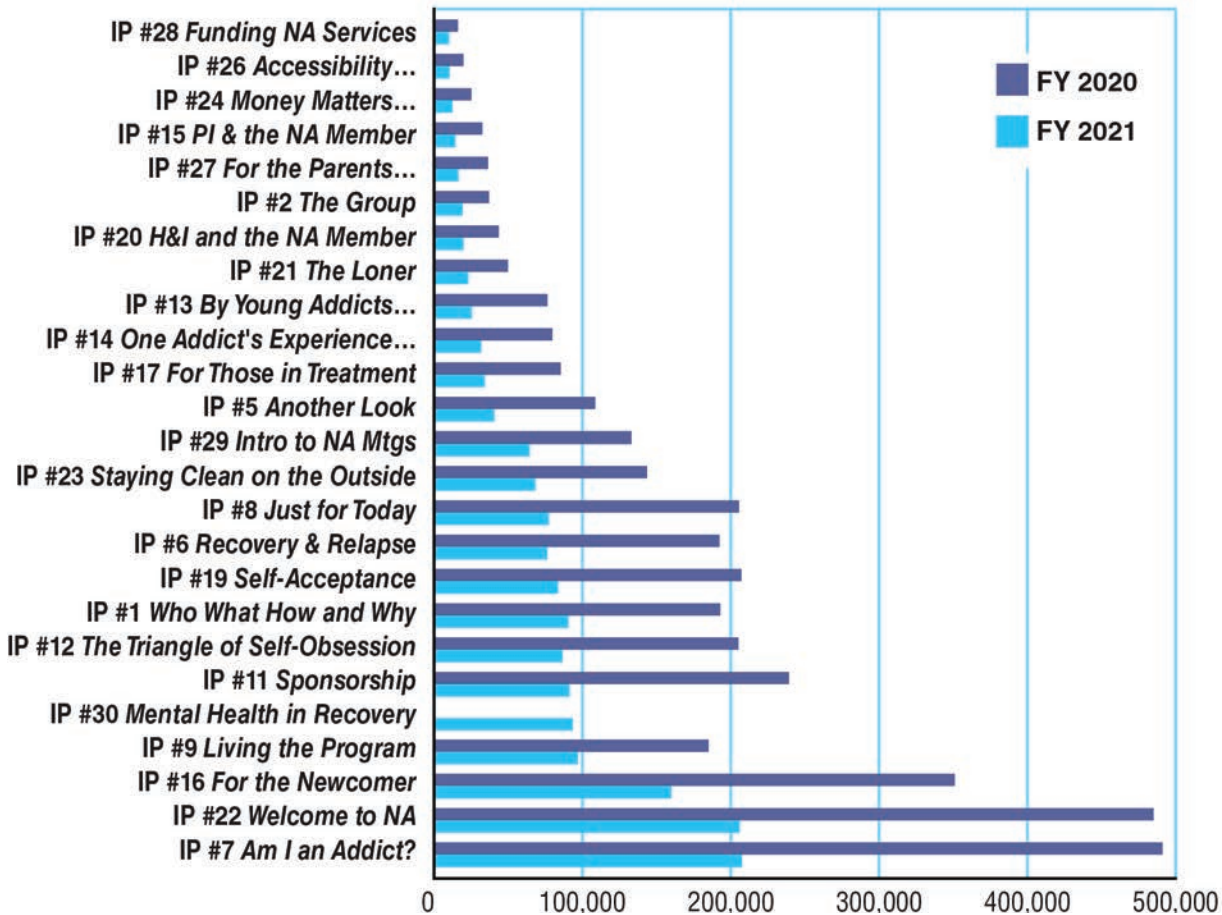
Book Distribution since 1983

Book (pub date)	Total distributed	% of total	Average per year
Basic Text (1983)	12,266,684	52.4%	322,807
<i>Just for Today</i> (1991)	3,397,588	14.5%	113,253
<i>Step Working Guides</i> (1998)	3,240,035	13.8%	140,871
<i>It Works: How & Why</i> (1993)	2,977,403	12.7%	106,336
<i>Living Clean</i> (2012)	879,347	3.8%	97,705
<i>Sponsorship</i> (2004)	297,737	1.3%	17,514
<i>Guiding Principles</i> (2016)	239,777	1.0%	47,955
<i>Miracles Happen</i> (1998)	105,233	.5%	4,575
	23,403,804	100%	851,016

Printed Booklets Distributed in FY 2021



Informational Pamphlets Distributed in Print FY 2021



Keytags & Chips

