



# January 2010

Category Reporting Preview:

## **SPORTS & RECREATION**

### Five-Year Category Trend

18-Month Periods	Units	Change	Top-Selling Title
January 2004–June 30, 2005	1,280,608		<i>Season Of Life</i> (Simon & Schuster, 13,754 copies; cloth)
January 2005–June 30, 2006	1,292,838	1%	<i>Three Nights In August</i> (Houghton Mifflin, 14,952 copies; cloth)
January 2006–June 30, 2007	1,362,679	5%	<i>Pit Road Pets</i> (Ryan Newman Foundation, 14,199 copies; cloth)
January 2007–June 30, 2008	1,377,045	1%	<i>The Match</i> (Hyperion, 23,884 copies; cloth)
January 2008–June 30, 2009	1,132,128	-18%	<i>The Match</i> (Hyperion, 16,709 copies; cloth)

### Market Channel Trends

18-Month Periods	Top Channel	% of Total	Observation
January 2004–June 30, 2005	Retail Internet	40%	<i>Among the top 10 titles in each period, certain sports were prominent. In order of popularity: baseball, bodybuilding, football, mountaineering, and golf.</i>
January 2005–June 30, 2006	Retail Internet	39%	
January 2006–June 30, 2007	Retail Internet	42%	
January 2007–June 30, 2008	Retail Internet	43%	
January 2008–June 30, 2009	Retail Internet	38%	

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**Which subject areas drive the highest sales in this category?**

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### **Five-Year Trend Reporting Schedule: Upcoming**

February 2010	Audio	June 2010	<i>To be determined</i>
March 2010	Juvenile Nonfiction	July 2010	<i>To be determined</i>
April 2010	Travel	August 2010	<i>To be determined</i>
May 2010	<i>To be determined</i>	September 2010	<i>To be determined</i>