



A RESEARCH REPORT BY BOOKNET CANADA

BNC RESEARCH 10.2008

Mother's Day / Father's Day

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Summary

Book-buying trends during Mother's Day and Father's Day are much more subtle than the habits of Holiday shoppers in December. Changes in market share percentages are smaller in May and June, and can be affected by many different factors. The shifts in market share that do occur, however, point to some distinct changes in the kinds of books that sell during the weeks before Mother's Day and Father's Day.

Based on sales statistics compiled with BNC SalesData, the following trends emerge:

- Non-fiction titles see the most significant increase in market share during May and June, with Nature, Gardening, and Sports & Recreation titles increasing most consistently in 2007 and 2008
- Sales of Juvenile titles – both Fiction and Non-Fiction – see a large decrease in market share during the week of Mother's Day, but are relatively stable during the week of Father's Day
- Based on percent market share and the kinds of titles sold, Mother's Day attracts more holiday book-buyers than Father's Day

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Introduction

Stocking shelves in preparation for Mother's Day and Father's Day is a complicated task. Retailers wonder how much the two holidays will affect sales and in which categories, while publishers have to decide what kinds of books to stock this time of year, and how many should be printed and shipped.

The early weeks of May and June see a visible shift in market share for different subject categories. While it is difficult to predict which categories will experience an increase in market share and which will decrease, there are clear indications that at least some categories are directly affected by Mother's Day and Father's Day. This study seeks to identify trends in buying habits over the weeks of these two holidays, and includes:

- An analysis of changes in market share: which categories grow, which ones shrink, and by how much
- Market share representation for the weeks of Mother's Day and Father's Day: how much of the market does each subject occupy during the holiday weeks
- A comparative breakdown of market share by category: how Mother's Day and Father's Day compare with the weeks preceding them, and how they measure up to each other

Approach

To analyze sales related to Mother's Day and Father's Day, we've broken down the share of the market by category and looked at which titles are responsible for any changes. In other words, we've displayed each category's piece of the whole market and analyzed how these portions shift in size during the holidays.

In order to develop a point of comparison against which to measure these changes, we created a baseline by calculating the average market share, based on volume sold, by category for the six weeks leading up to Mother's Day and Father's Day for both 2007 and 2008. We then determined market share percentages for both holidays. By comparing category market shares for both Mother's Day and Father's Day with the baseline, we are able to reveal how certain categories perform differently during the holidays than over the lead-up period, and by how much.

Caveats

- Based on publisher feedback, it is estimated that BNC SalesData represents about 75% of book industry sales. In the remaining 25% are some non-traditional retailers and retail categories that are not fully represented by BNC SalesData. Sales from these categories may not be as accurately represented in this study
 - There are many factors affecting book sales during the time periods represented. A seasonal change, different recreational activities, and the onset of summer vacation are all factors that affect the market during May and June and are not directly related to Mother's Day and Father's Day.
 - While some percent changes in market share may appear significant, these changes are often the result of the sale of only a few titles for categories with a lower sales volume. It is often the case that the sale of very few books can change the market share for the category considerably.
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Baseline – Share of Market

Methodology

Baseline VS % Change – Mother's Day

Subject	MD Baseline 2008	% Change MD Week 2008	MD Baseline 2007	% Change MD Week 2007
FICTION	31.65%	9.07%	32.02%	10.11%
JUVENILE FICTION	25.84%	-19.12%	23.56%	-16.52%
JUVENILE NONFICTION	5.26%	-11.16%	6.07%	-6.82%
BODY, MIND & SPIRIT	4.94%	-41.98%	2.94%	10.42%
TRAVEL	2.73%	-4.60%	2.81%	8.11%
BIOGRAPHY & AUTOBIOGRAPHY	2.67%	74.38%	2.83%	3.72%
BUSINESS & ECONOMICS	2.42%	-11.40%	2.88%	-26.83%
HEALTH & FITNESS	2.28%	-8.14%	2.45%	-14.09%
SELF-HELP	2.11%	34.41%	1.94%	27.44%
COOKING	2.02%	52.76%	2.09%	21.01%
HISTORY	1.39%	1.02%	1.54%	5.32%
COMICS & GRAPHIC NOVELS	1.37%	0.08%	1.43%	-15.01%
FAMILY & RELATIONSHIPS	1.32%	57.01%	1.53%	9.05%
RELIGION	1.23%	10.31%	1.42%	12.57%
FOREIGN LANGUAGE STUDY	0.94%	-1.57%	0.94%	-3.75%
GAMES	0.94%	-21.98%	0.85%	6.74%
REFERENCE	0.88%	-4.76%	1.03%	0.43%
COMPUTERS	0.87%	-25.21%	0.94%	-27.55%
SOCIAL SCIENCE	0.75%	0.64%	0.68%	23.25%
HUMOR	0.69%	19.07%	0.75%	16.17%
SCIENCE	0.63%	-8.57%	0.58%	-0.08%
SPORTS & RECREATION	0.60%	-0.71%	0.72%	-2.15%
HOUSE & HOME	0.53%	16.56%	0.63%	-6.70%
CRAFTS & HOBBIES	0.52%	-6.28%	0.54%	-16.07%
PSYCHOLOGY	0.42%	12.74%	0.40%	-1.67%
POLITICAL SCIENCE	0.39%	43.29%	0.49%	0.62%
ART	0.38%	-5.98%	0.43%	12.25%
MUSIC	0.34%	-7.14%	0.43%	-34.71%
NATURE	0.34%	44.02%	0.33%	78.85%
PETS	0.31%	-1.63%	0.29%	10.75%
MEDICAL	0.31%	31.61%	0.41%	37.94%
TRUE CRIME	0.31%	15.87%	0.44%	-14.10%
EDUCATION	0.28%	5.08%	0.34%	-17.24%
PHILOSOPHY	0.26%	7.76%	0.60%	-31.57%
GARDENING	0.26%	70.35%	0.50%	52.74%
PHOTOGRAPHY	0.21%	45.76%	0.24%	3.75%
LANGUAGE ARTS & DISCIPLINES	0.16%	-1.50%	0.20%	7.31%
TRANSPORTATION	0.16%	25.64%	0.15%	-7.32%
PERFORMING ARTS	0.14%	-9.01%	0.17%	-6.60%
STUDY AIDS	0.13%	37.61%	0.15%	25.74%
POETRY	0.13%	20.27%	0.15%	78.92%
DRAMA	0.10%	9.65%	0.16%	3.74%
MATHEMATICS	0.09%	-18.51%	0.11%	-4.66%
ANTIQUES & COLLECTIBLES	0.09%	16.47%	0.11%	6.28%
LITERARY CRITICISM	0.08%	4.50%	0.09%	25.42%
TECHNOLOGY & ENGINEERING	0.08%	37.82%	0.13%	-18.96%
LAW	0.08%	-1.10%	0.11%	-19.30%
ARCHITECTURE	0.08%	9.46%	0.09%	23.84%
LITERARY COLLECTIONS	0.05%	19.82%	0.05%	0.76%

Book sales in Canada during May and June are traditionally lower than they are during peak periods like fall and the Holiday season. However, category market shares still experience a shuffle during the spring. To get an idea of why and how these shifts in market share occur, we've compared the actual market share by category during each holiday with a baseline number, which is an average market share for the six weeks leading up to Mother's Day and Father's Day. From there, we calculated exactly how much the categories changed during the week of each holiday.

The table on the left compares this baseline with the percent change experienced by each category during Mother's Day week for both 2007 and 2008, while the table on the following page shows the same data for the week of Father's Day in 2007 and 2008.

Baseline VS % Change – Father's Day

Summary

Throughout most of the year, Fiction titles dominate book sales with a market share that is considerably larger than any other category. During the week of Father's day, the Fiction monopoly is challenged as the market share decreases more than 5%, displaced by the growth in market share of Non-Fiction categories such as Mathematics, Nature, and Sports & Recreation.

During the week of Mother's Day, however, the market share for Fiction increased by more than 9%. Although Biography & Autobiography, Gardening, and Family & Relationships saw a larger percent increase, Fiction titles also performed exceptionally well during this period, marking an interesting discrepancy between Mother's Day and Father's Day sales.

Other differences in sales between Mother's Day and Father's Day include:

- Gardening and Family & Relationships, two categories with a large increase in market share at Mother's Day, see the largest *decrease* in market share (32% and 20% respectively) during Father's Day
- Juvenile titles see a much larger decrease in market share (19% for Fiction, 11% for Non-Fiction) during Mother's Day than they do during Father's Day (0.8% for Fiction, 4% for Non-Fiction)
- The only category to sell consistently well across both holidays is Nature, which experiences a 44% increase over Mother's Day and a 63% increase during Father's Day

Subject	FD Baseline 2008	% Change FD Week 2008	FD Baseline 2007	% Change FD Week 2007
FICTION	34.46%	-5.42%	35.54%	3.11%
JUVENILE FICTION	21.82%	-0.81%	20.51%	1.30%
JUVENILE NONFICTION	4.75%	-4.01%	5.42%	1.75%
BIOGRAPHY & AUTOBIOGRAPHY	3.65%	-9.10%	2.67%	15.13%
BODY, MIND & SPIRIT	2.89%	-16.40%	2.95%	-35.70%
TRAVEL	2.78%	4.21%	3.21%	-1.21%
COOKING	2.73%	-14.45%	2.23%	7.87%
SELF-HELP	2.71%	-7.38%	1.97%	-10.93%
BUSINESS & ECONOMICS	2.27%	-15.35%	2.47%	-11.20%
HEALTH & FITNESS	2.14%	-14.45%	2.13%	-16.60%
FAMILY & RELATIONSHIPS	1.71%	-20.39%	1.63%	-14.61%
HISTORY	1.47%	33.53%	1.70%	19.77%
RELIGION	1.38%	-19.65%	1.47%	-16.98%
COMICS & GRAPHIC NOVELS	1.15%	-0.67%	1.23%	-2.29%
FOREIGN LANGUAGE STUDY	0.87%	-8.56%	0.93%	-21.71%
REFERENCE	0.86%	4.01%	1.02%	2.38%
SPORTS & RECREATION	0.75%	53.80%	0.79%	44.07%
HUMOR	0.74%	37.95%	0.66%	20.29%
GAMES	0.73%	16.57%	0.89%	-3.76%
SOCIAL SCIENCE	0.73%	-7.13%	0.89%	7.38%
COMPUTERS	0.72%	-15.29%	0.72%	-10.61%
HOUSE & HOME	0.69%	8.63%	0.65%	-3.13%
SCIENCE	0.62%	1.35%	0.58%	-1.85%
POLITICAL SCIENCE	0.58%	1.97%	0.56%	20.78%
PSYCHOLOGY	0.54%	-16.23%	0.43%	-6.65%
CRAFTS & HOBBIES	0.53%	-19.47%	0.44%	-17.81%
NATURE	0.52%	63.52%	0.61%	32.44%
ART	0.43%	2.76%	0.50%	-6.57%
MEDICAL	0.43%	-26.38%	0.51%	-41.81%
GARDENING	0.41%	-31.90%	0.65%	-40.00%
TRUE CRIME	0.40%	-6.01%	0.39%	1.27%
MUSIC	0.37%	7.04%	0.29%	7.46%
PHILOSOPHY	0.34%	-4.48%	0.43%	-19.30%
PETS	0.30%	-10.40%	0.33%	-17.12%
EDUCATION	0.30%	12.01%	0.32%	80.12%
PHOTOGRAPHY	0.29%	2.43%	0.25%	36.66%
TRANSPORTATION	0.21%	6.84%	0.15%	27.80%
STUDY AIDS	0.18%	-17.51%	0.20%	-26.05%
LANGUAGE ARTS & DISCIPLINES	0.18%	50.21%	0.22%	-16.86%
POETRY	0.16%	-6.65%	0.23%	-23.15%
PERFORMING ARTS	0.15%	32.86%	0.16%	-7.88%
DRAMA	0.13%	-17.23%	0.17%	-24.65%
TECHNOLOGY	0.13%	0.94%	0.12%	-10.61%
MATHEMATICS	0.12%	74.08%	0.14%	-7.72%
ANTIQUES & COLLECTIBLES	0.10%	-3.33%	0.10%	13.53%
ARCHITECTURE	0.10%	-5.78%	0.11%	-2.48%
LAW	0.09%	15.41%	0.10%	-16.60%
LITERARY CRITICISM	0.09%	2.07%	0.11%	-2.18%
LITERARY COLLECTIONS	0.06%	33.73%	0.05%	12.40%

Changes in Market Share

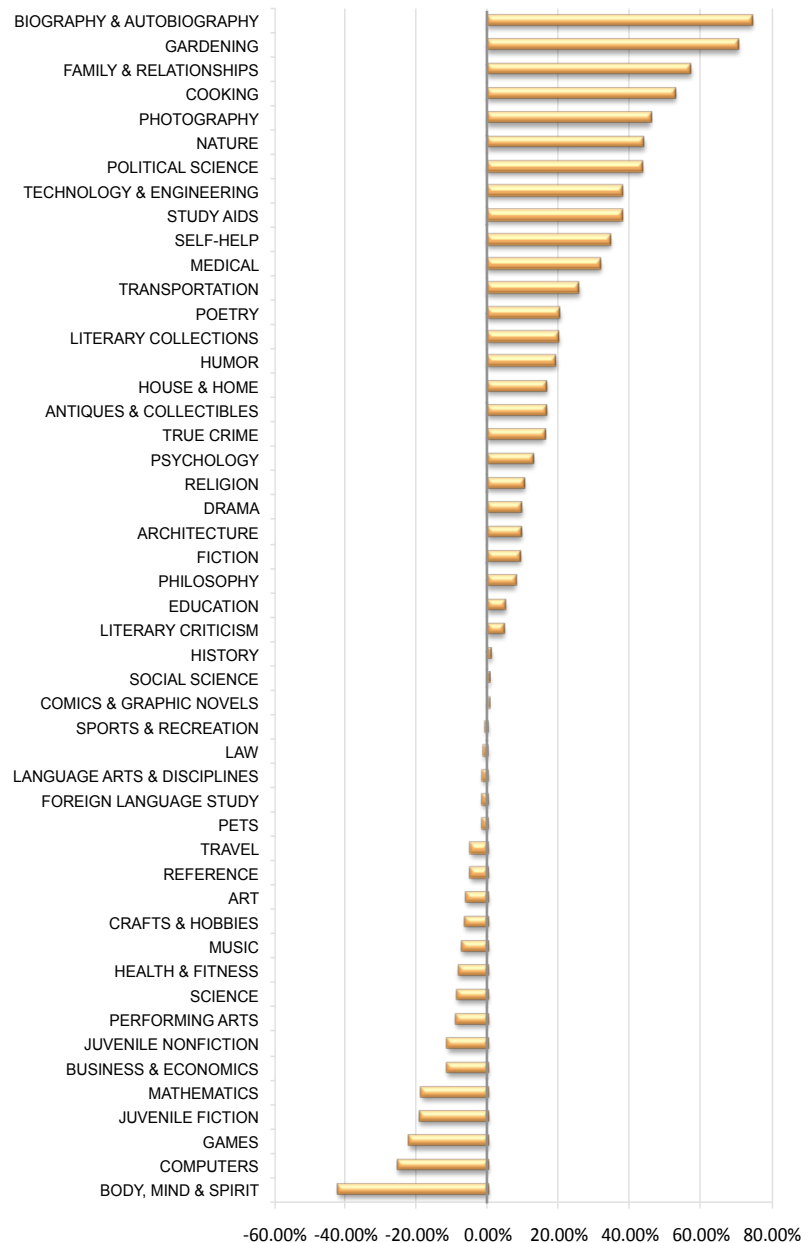
The graph on the right illustrates the percent change in market share experienced by each category during the week of Mother's Day in 2008. The graph on the following page shows the same kinds of changes over the week of Father's Day for the same year.

We've already determined that market share fluctuation is not consistent between holidays, or even between the same holidays in a different year. While these variables make it difficult to predict how certain categories will perform, they do help identify trends where they occur.

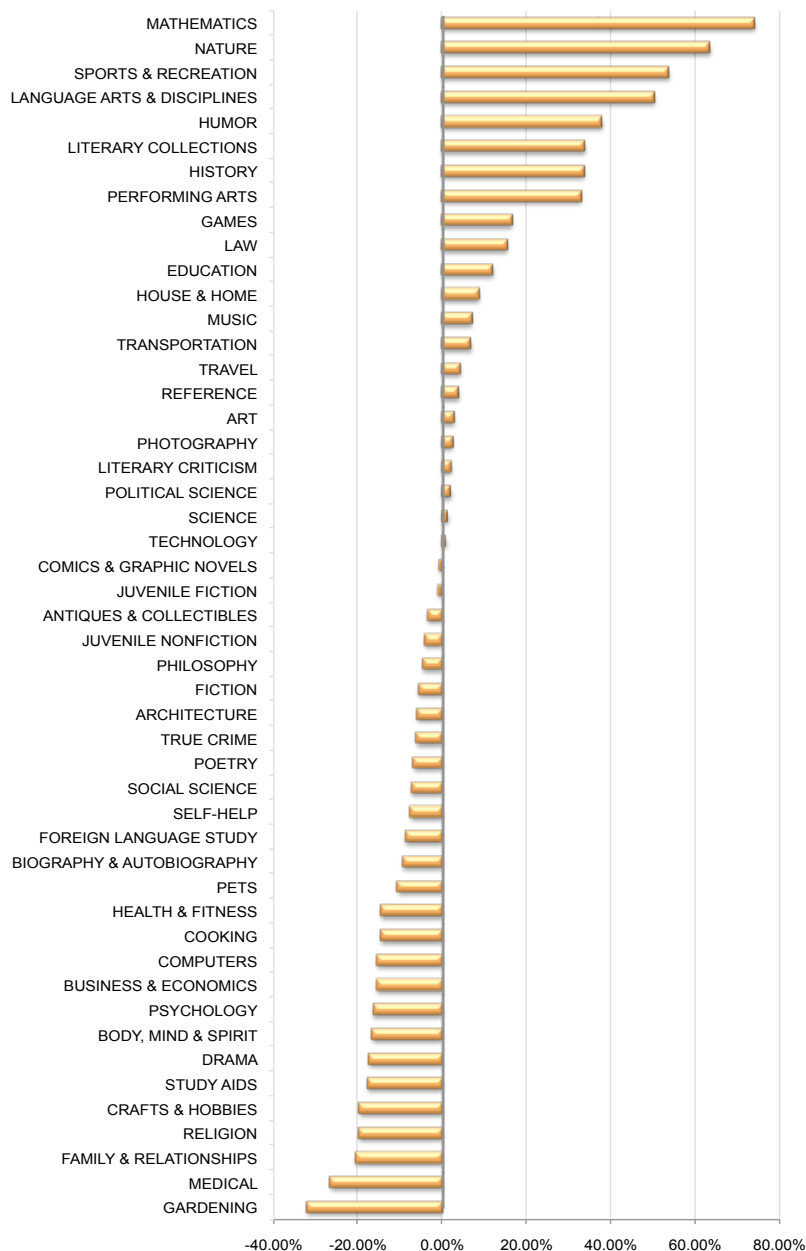
Fiction titles represent the largest portion of the market throughout most of the year, but during the weeks of both Mother's Day and Father's Day, non-fiction categories see the largest increase in market share. Standout categories include:

- Biography & Autobiography (increases 74% from 2.67% to 4.65%)
- Gardening (increases 70% from 0.26% to 0.45%)
- Family & Relationships (increases 57% from 1.32% to 2.07%)

% Change in Market Share – Mother's Day 2008



% Change in Market Share – Father's Day 2008



The baseline for the lead-up period to Father's Day also finds Fiction, Non-Fiction, and Juvenile Fiction titles with the largest percent market share, and while these remain the best-selling categories, others experience a larger increase in market share.

Like the week of Mother's Day, the market share for certain Non-Fiction titles increases significantly over Father's Day, but the categories experiencing this change are much different, with the top categories including:

- Nature (increases 63% from 0.52% to 0.85%)
- Sports & Recreation (increases 53% from 0.75% to 1.16%)
- Humor (increases 38% from 0.74% to 1.02%)

Market Share Representation

Summary

Just because a category experiences a change in market share, it may still only represent a small share of the whole market. While certain categories experience substantial growth or decline in market share during Mother's Day and Father's Day, these changes often occur in categories that occupy only a small portion of the market and can be the result of only a small increase in sales volume. On the other hand, categories that occupy a large portion of the market can experience a negative percent change and still retain a monopoly on market share. The following graphs illustrate the percent change in market share experienced by each category during each holiday, while still showing the actual size of each category's share of the market.

Breakdown by Category

Categories experiencing the largest changes in market share

Comparing the portion of the market occupied by different categories with the shift in market share experienced during Mother's Day and Father's Day draws attention to some emerging trends. However, breaking down each of these categories to the title level exposes potential reasons *why* these changes occur. The following tables illustrate the five best-selling titles for the categories with the largest percent change in market during Mother's Day and Father's Day 2007 and 2008.

Mother's Day 2008

Biography & Autobiography

Biography & Autobiography experienced the largest percent change in market share during the week of Mother's Day in 2008, moving from a 2.67% share of the market to 4.65%. The major cause for growth in this category is the release of Barbara Walters' memoir, *Audition*, a runaway bestseller occupying

Title	Author	Publisher	BN	List Price
BIOGRAPHY & AUTOBIOGRAPHY				
Audition: A Memoir	Walters, Barbara	Knopf Publishing Group	HT	\$34.00
Eat, Pray, Love: One Woman's Search for Everything Across Italy, India and Indonesia	Gilbert, Elizabeth	Penguin Group (USA) Incorporated	TP	\$18.50
Marley and Me: Life and Love with the World's Worst Dog	Grogan, John	HarperCollins Canada, Limited	TP	\$14.95
Home: A Memoir of My Early Years	Andrews, Julie	Hyperion Press	HT	\$28.95
Infidel	Ali, Ayaan Hirsi	Simon & Schuster	TP	\$17.50
GARDENING				
Animal, Vegetable, Miracle: A Year of Food Life	Kingsolver, Barbara	HarperCollins Publishers Limited	TP	\$17.50
Design Ideas for Home Landscaping	Erler, Catriona Tudor	Creative Homeowner	TP	\$21.95
The Garden Primer	Damrosch, Barbara	Workman Publishing Company, Incorporated	TP	\$21.95
Vancouver Sun's Best Plant Picks: Your Month-by-Month Guide for a West Coast Garden	Whysall, Steve	Whitecap Books, Limited	TP	\$19.95
Better Homes and Gardens Step-by-Step Ultimate Yard and Garden	Meredith Books Staff	Meredith Books	TP	\$27.95
FAMILY & RELATIONSHIPS				
Tribute to Moms	Canfield, Jack	Health Communications, Incorporated	TP	\$16.95
Life Beyond Measure: Letters to My Great-Granddaughter	Poitier, Sidney	HarperCollins Canada, Limited	HT	\$25.95
What to Expect When You're Expecting	Murkoff, Heidi	Workman Publishing Company, Incorporated	TP	\$16.95
Chicken Soup for Every Mom's Soul: 101 New Stories of Love and Inspiration for Moms of All Ages	Canfield, Jack L.	Health Communications, Incorporated	TP	\$16.95
Chicken Soup for the Mother's Soul: 101 Stories to Open the Heart and Rekindle the Spirits of Mothers	Canfield, Jack L.	Health Communications, Incorporated	TP	\$16.95

31% of the Biography & Autobiography market share during the week of Mother's Day in 2008. While the success of this category is largely due to the sales of this memoir, it is unclear whether these sales are generated by the holiday, or by the May 6, 2008 publication date.

Gardening

Gardening also sees a significant increase in market share during the week of Mother's Day in 2008. Although there are few clues to

the reason for the 70% increase of this category, it is interesting that the same category sees the largest *decrease* in market share (31%) during the week of Father's Day in the same year. It is difficult to say that the holiday is the direct source for this increase due to the potential for a seasonal affect on sales, but it is clear that the category does well at Mother's Day and is less successful at Father's Day.

Family & Relationships

Unlike other categories, Family & Relationships suggests a direct relationship with Mother's Day buying habits. The top five titles represent a cross-section of books about mothers or related to the holiday. The category sees a 57% spike in sales in books about motherhood, books written to mothers, letters to grandmothers, and books for new mothers. The combination of increased market share and the top-selling titles in the category are not only indications that shoppers buy books at Mother's Day, but that they buy books about and for mothers.

Mother's Day 2007

Poetry

Poetry books saw the largest percent increase during Mother's Day in 2007. Much like the Family & Relationships category that saw an increased market share due to sales of Mother's Day related titles, three of the top five books in this category deal directly with mothers or motherhood. The exception is Leonard Cohen's *Book of Longing*, the sales of which are likely influenced by its March 2007 publication date. This increase in market share indicates that Mother's Day sales are consistent year-over-year, but also cross categories – books about mothers and motherhood tend to sell better during the week of Mother's Day regardless of category.

Title	Author	Publisher	BN	List Price
POETRY				
Mother: A Cradle to Hold Me	Angelou, Maya	Random House Publishing Group	HT	\$12.95
Book of Longing	Cohen, Leonard	McClelland & Stewart	TP	\$21.00
Motherhood: Poems about Mothers	Ciuraru, Carmela	Knopf Publishing Group	HT	\$17.50
Mothers and Daughters: A Poetry Celebration	Cotner, June	Crown Publishing Group	HT	\$28.50
Celebrations: Rituals of Peace and Prayer	Angelou, Maya	Random House Publishing Group	HT	\$22.95
NATURE				
Bird Songs: 250 North American Birds in Song	Beletsky, Les	Becker & Mayer	HT	\$56.00
The Weather Makers	Flannery, Tim	HarperCollins Publishers Limited	TP	\$22.95
A Field Guide to the Birds of Eastern and Central North America	Peterson, Roger Tory	Holiday House, Incorporated	TP	\$26.95
Silence of the Songbirds: How We Are Losing the World's Songbirds and What We Can Do to Save Them	Stutchbury, Bridget	HarperCollins Publishers Limited	HT	\$36.95
The Birds of North America	Dunn, Jon L.	National Geographic Society	TP	\$32.00
GARDENING				
Annuals for British Columbia	Beck, Alison	Lone Pine Publishing	TP	\$21.95
Animal, Vegetable, Miracle: A Year of Food Life	Kingsolver, Barbara	HarperCollins Publishers	HT	\$34.95
Step-by-Step Yard and Garden Basics	Ball, Liz	Meredith Books	TP	\$39.95
Lois Hole's Bedding Plant Favorites Vol. 1: The Splendor of Proven Performers	Hole, Lois	Lone Pine Publishing	TP	\$19.95
Gardening Month by Month in Alberta	Beck, Alison	Lone Pine Publishing	TP	\$18.95

Nature

This category also experiences a significant increase in market share during the week of Mother's Day, shifting 78% from 0.26% to 0.45% of the market. The top five bestselling books in this category all deal with the same subject, indicating a demand for these kinds of titles at this time of year, but it is difficult to assert whether or not the success of this category is directly related to Mother's Day, or is affected by other factors.

Gardening

Gardening titles see a 52% increase in market share during the week of Mother's Day 2007, and while it is smaller than the 70% increase experienced by the category in 2008, it is interesting that this category is one of the three with the highest percent change in market share two years in a row. While seasonal sales may have had an affect on the spike for this category, its popularity two years in a row implies a connection between Gardening titles and Mother's Day.

Father's Day 2008

Title	Author	Publisher	BN	List Price
MATHEMATICS				
MathSmart in 90 Days	Popular Book Editorial	Popular Book Company (Canada) Limited	HT	\$12.95
MathSmart in 90 Days	Popular Book Editorial	Popular Book Company (Canada) Limited	HT	\$12.95
MathSmart in 90 Days	Popular Book Editorial	Popular Book Company (Canada) Limited	HT	\$12.95
MathSmart in 90 Days	Popular Book Editorial	Popular Book Company (Canada) Limited	HT	\$12.95
MathSmart in 90 Days	Popular Book Editorial	Popular Book Company (Canada) Limited	HT	\$12.95
NATURE				
Backyard Birdsong Guide: Western North America: A Guide to Listening	Kroodsma, Donald	Becker & Mayer	HT	\$27.95
Smithsonian Field Guide to the Birds of North America	Floyd, Ted	HarperCollins Publishers	TP	\$26.95
Backyard Birdsong Guide: Eastern and Central North America: A Guide to Listening	Kroodsma, Donald	Becker & Mayer	HT	\$27.95
National Wildlife Federation Field Guide to Birds of North America	Brinkley, Edward S.	Sterling Publishing Co., Inc.	TP	\$21.95
Ontario Nature Guide	Kagume, Krista	Lone Pine Publishing	TP	\$19.95
SPORTS & RECREATION				
Arnie and Jack: Palmer, Nicklaus, and Golf's Greatest Rivalry	O'Connor, Ian	Houghton Mifflin Company	HT	\$29.95
The Downhill Lie: A Hacker's Return to a Ruinous Sport	Hiaasen, Carl	Knopf Publishing Group	HT	\$25.00
McCown's Law: The 100 Greatest Hockey Arguments	McCown, Bob	Doubleday Canada, Limited	TP	\$19.95
How Tiger Does It: Put the Success Formula of a Champion into Everything You Do	Kearns, Brad	McGraw-Hill Companies, The	HT	\$21.95
Into Thin Air: A Personal Account of the Mount Everest Disaster	Krakauer, Jon	Knopf Publishing Group	TP	\$16.95

cause the increase in this category, it is clear that it is not likely to have been generated by Father's Day shoppers.

Nature

The growth in market share for Nature books is the only trend that carries over both Mother's Day and Father's Day. However, while most of the titles in this category dealt with Birds and bird watching during Mother's Day, a wider variety of titles are present during Father's Day.

Sports & Recreation

Sports & Recreation is indicative of a potential connection between Father's Day and market share increase. The category increase by 53% during the week of Father's Day, and also has a larger share of the market (1.16%) than Nature and Mathematics combined. The top five best-selling titles in this category deal with Hockey and Golf – stereotypical Father's Day fare – and suggest the holiday might have an effect on the success of this category.

Humor

A special mention should be made for the 38% growth in market share for Humor titles during the week of Father's Day in 2008. Although the increase isn't as substantial as those experienced by other categories, the titles affecting growth suggest a link to the holiday. Books that influenced growth in market share include *The Man Book* by Otto DeFay, *How to Back up a Trailer: and 101 Other Things Every Real Guy Should Know* by Kurt Anderson, *The Alphabet of Manliness* by Maddox, and *The Truth about Chuck Norris: 400 Facts about the World's Greatest Human* by Ian Spector, as well as a variety of titles by David Sedaris, and multiple editions of *Uncle John's Bathroom Reader*.

Mathematics

The top five best-selling titles in this category indicate that there are factors affecting books sales during this time of year other than Father's Day. The increased sales of Mathematics study guides suggest that the 74% increase in market share experienced by the category was not caused by sales related to the holiday. Whether parents, teachers, or other factors that would encourage the sales of educational guides

Father's Day 2007

Education

Much like the Mathematics titles that sell particularly well during Father's Day 2008, the same week in 2007 also sees a spike in the sale of children's study guides. In this case, the titles are slightly more varied, with books for children, teachers, and young drivers responsible for the increase in market share during this period.

Sports & Recreation

Because they see a large percent increase in market share during the week of Father's Day in both 2007 and 2008, sales of Sports & Recreation titles seem to be closely related to the holiday. As in 2008, the subject matter of the bestselling titles pertains to golf and hockey. Whether or not it is a direct result of the holiday, it is clear that in both 2007 and 2008, golf and hockey related titles are popular sellers around the week of Father's day.

Photography

The increase in market share for this category is much larger in 2007 (36%) than it is in 2008 (2%), and there are no runaway bestselling titles responsible for the

shift. In this case, an overall increase in sales for the category could be accountable for the increase. While this may be a result of Father's Day sales, in 2007, the trend does not continue year-over-year.

Title	Author	Publisher	BN	List Price
EDUCATION				
Summerstart, Grade K-1: Supplementary Workbook for Summer Vacation	Popular Books Editorial	Popular Book Company (Canada) Limited	TP	\$14.95
GiantSmart Gr. K	Popular Book Editorial	Popular Book Company (Canada) Limited	TP	\$19.95
The Official Driver's Handbook: Ontario	Ministry of Transportation	Ministry of Transportation of Ontario	TP	\$12.95
The Freedom Writers Diary	The Freedom Writers	Broadway Books	TP	\$17.95
Teacher: A Little Book of Appreciation	Hartland, Jessie	Running Press Book Publishers	HT	\$6.95
SPORTS & RECREATION				
Tales from Q School: Inside Golf's Fifth Major	Feinstein, John	Little Brown & Company	HT	\$33.99
My Life in and Out of the Rough: The Truth Behind All That Bull**** You Think You Know about Me	Daly, John	HarperCollins Canada, Limited	TP	\$17.50
The New Encyclopedia of Modern Bodybuilding: The Bible of Bodybuilding	Schwarzenegger, Arnold	Simon & Schuster	TP	\$37.00
Arnold Palmer: Memories, Stories, and Memorabilia from a Life on and off the Course	Palmer, Arnold	Stewart, Tabori & Chang	HT	\$52.50
Home Team	Macgregor, Roy	Penguin Group (Canada)	TP	\$16.00
PHOTOGRAPHY				
The New Earth from Above: 365 Days	Roberts, Anthony	Harry N. Abrams, Incorporated	HT	\$35.95
My First Five Years: A Record of Early Childhood		Andrews McMeel	HT	\$18.95
The Complete Guide to Digital Photography	Freeman, Michael	Lark Books	TP	\$46.95
Waterfalls: Nova Scotia's Masterpieces		Nimbus Publishing, Limited	TP	\$19.95
The Comox Valley: Courtenay, Comox, Cumberland and Area	Wild, Paula	Harbour Publishing Company, Limited	HT	\$34.95

Conclusions

- While we cannot predict future successes, trends suggest that non-fiction categories such as Family & Relationships and Gardening perform well during Mother's Day, and Sports & Recreation sees a large increase during Father's Day
- Mother's Day and Father's Day sales are more title-driven than they are related to category. Books about motherhood and parenting are more popular in May, while titles about men, fathers, and sports see a jump in sales in June