

# Data bite: Best sellers

News in the [June 29, 2004](#) issue

A new survey of 10,000 book consumers via the Internet found that 18 percent bought religious or spiritual books last year. More than two-thirds said they purchased fiction, according to preliminary results from *Publishers Weekly's* survey. Among nonfiction works, “practical life” was the largest category—bought by 35 percent. One editor suggested that Rick Warren’s best-selling *The Purpose-Driven Life* helped explain the practical-book popularity. The next largest category, 28 percent, was Bibles.