



A RESEARCH REPORT BY BOOKNET CANADA

BNC

RESEARCH 11.2018

November SalesData Market Report



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 November in the years 2016 to 2018. 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. In November 2018, we have reconfigured our ring fence (comparable store group) in order to better represent the market and because of these changes comparison to some prior years is not possible. This report contains only 2016, 2017, and 2018 data.

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, Young Adult Fiction, and Young Adult 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, Young Adult, Young Adult Fiction, and Young Adult Non-Fiction data.

REPORT DATES

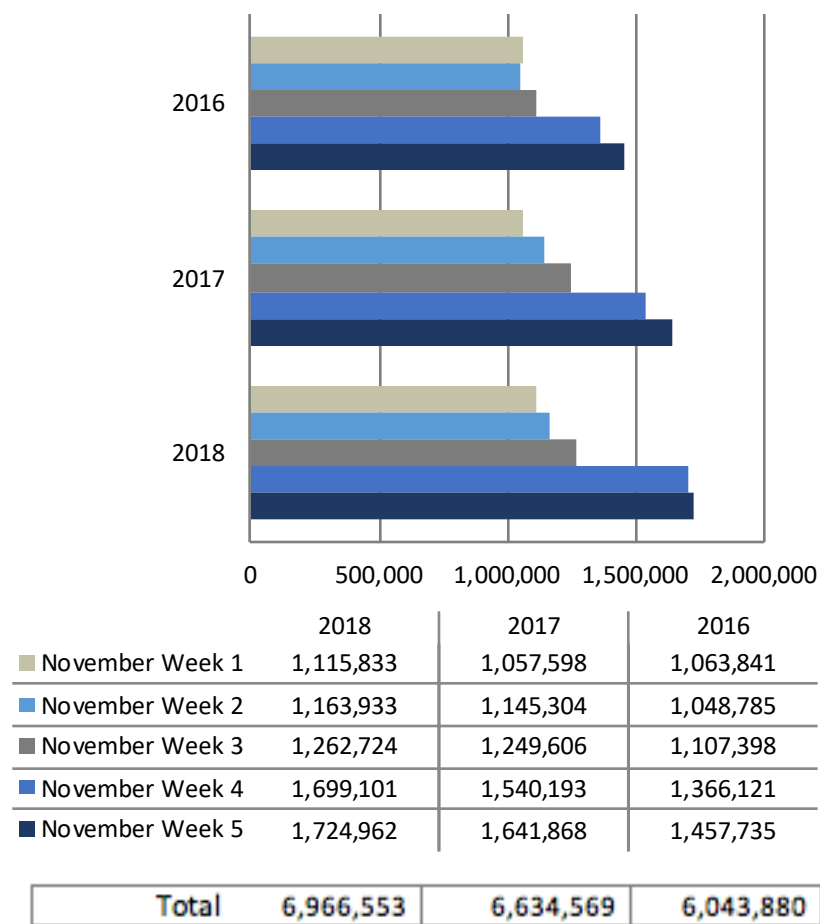
This report aims to encapsulate data from most days in November. Because BNC’s sales data is grouped according to week-ending dates, the time periods for the selected years’ month November also include a few days’ worth of data from the previous month or the following month. The specific week-ending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

	2018	2017	2016
Week 1	04-Nov	05-Nov	06-Nov
Week 2	11-Nov	12-Nov	13-Nov
Week 3	18-Nov	19-Nov	20-Nov
Week 4	25-Nov	26-Nov	27-Nov
Week 5	02-Dec	03-Dec	04-Dec

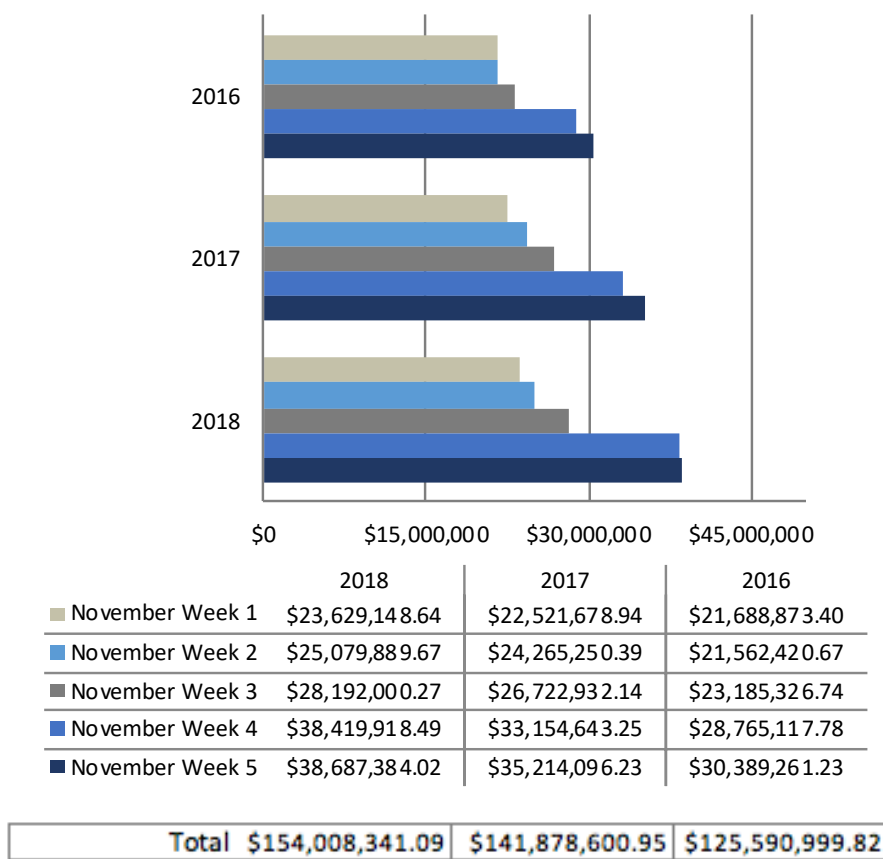
ALL MARKET

The graphs below show the volume sold and value sold of all titles in the All Market for the entire month of November in 2016, 2017, and 2018. 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)



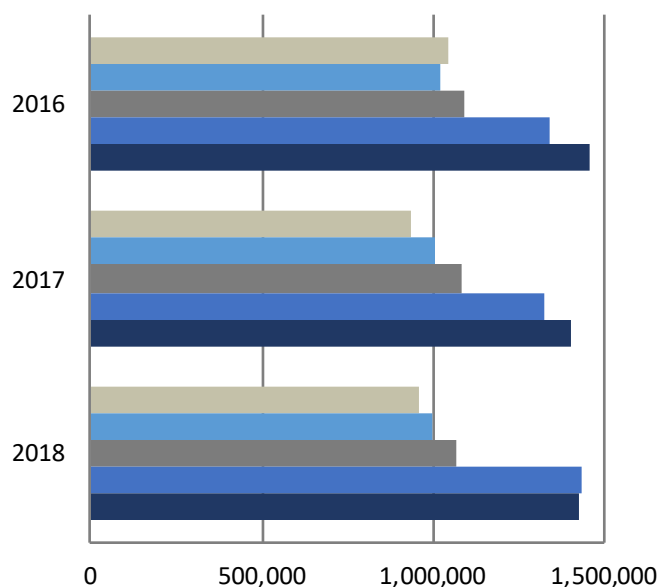
Value Sold (in millions of dollars)



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 November in 2016, 2017, and 2018. 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.

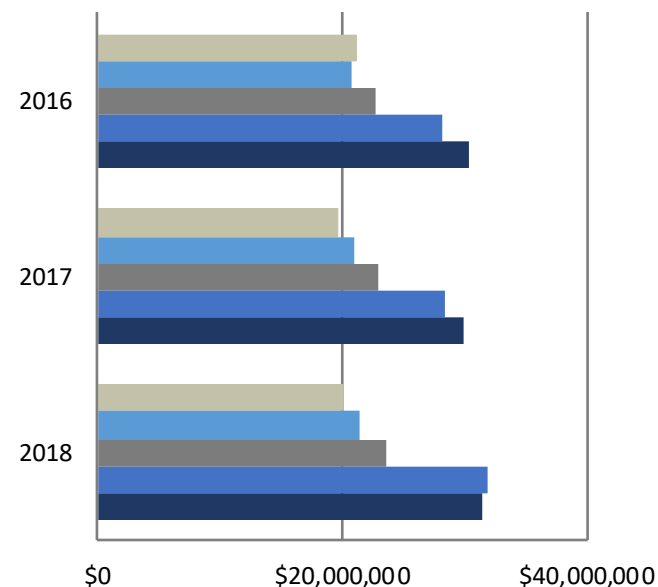
Volume Sold (in units)



	2018	2017	2016
November Week 1	959,828	934,394	1,044,012
November Week 2	996,688	1,002,012	1,019,063
November Week 3	1,065,066	1,085,273	1,087,242
November Week 4	1,431,493	1,328,110	1,338,507
November Week 5	1,425,648	1,403,392	1,458,698

Total	5,878,723	5,753,181	5,947,522
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Value Sold (in millions of dollars)



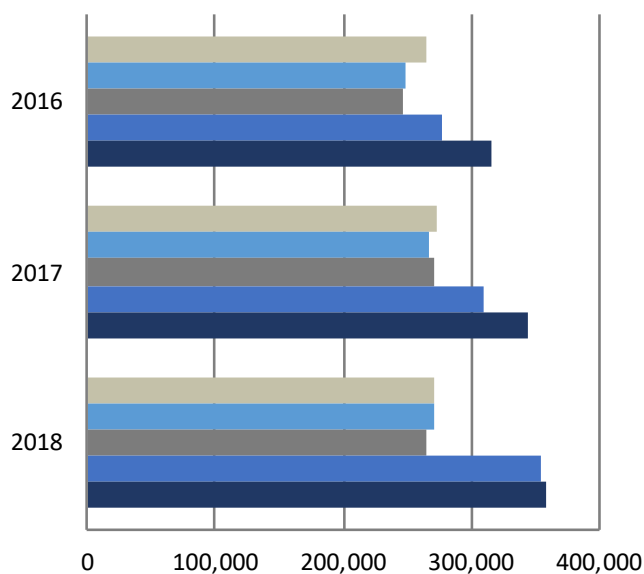
	2018	2017	2016
November Week 1	\$20,109,110.68	\$19,632,652.81	\$21,270,541.56
November Week 2	\$21,384,785.25	\$20,880,334.49	\$20,828,038.18
November Week 3	\$23,655,588.33	\$22,902,531.70	\$22,671,529.14
November Week 4	\$31,982,756.17	\$28,342,149.19	\$28,236,185.78
November Week 5	\$31,516,588.05	\$29,986,977.56	\$30,477,018.84

Total	\$128,648,828.48	\$121,744,645.75	\$123,483,313.50
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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 November in 2016, 2017, and 2018. 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.

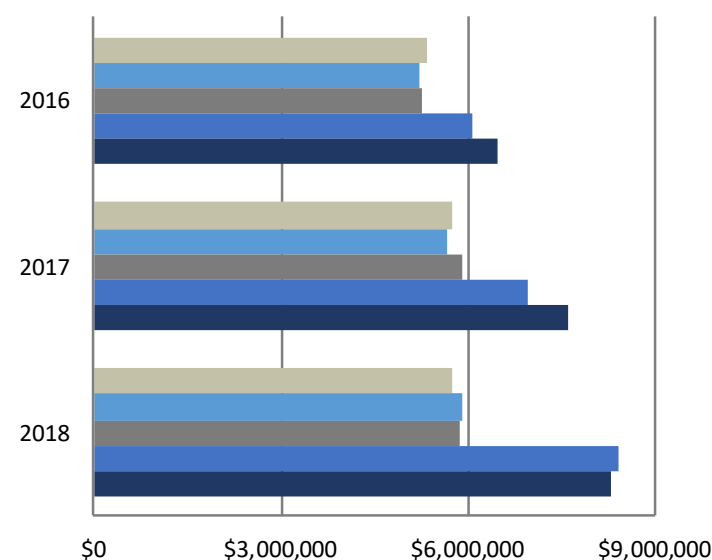
Volume Sold (in units)



	2018	2017	2016
November Week 1	271,422	274,065	265,508
November Week 2	271,481	266,299	248,927
November Week 3	264,123	271,278	245,750
November Week 4	354,620	309,118	276,380
November Week 5	359,522	344,671	315,697

Total	1,521,168	1,465,431	1,352,262
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Value Sold (in millions of dollars)



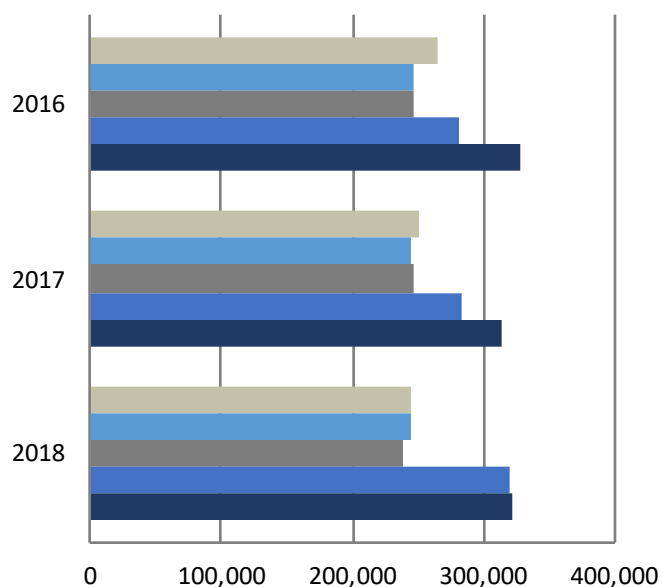
	2018	2017	2016
November Week 1	\$5,744,242.72	\$5,745,874.05	\$5,351,271.04
November Week 2	\$5,908,311.39	\$5,646,740.84	\$5,224,152.66
November Week 3	\$5,850,782.49	\$5,921,056.59	\$5,237,903.99
November Week 4	\$8,399,952.12	\$6,940,545.77	\$6,049,469.97
November Week 5	\$8,292,439.62	\$7,584,547.88	\$6,486,427.94

Total	\$1,521,168.00	\$1,465,431.00	\$28,349,225.60
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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 November in 2016, 2017, and 2018. 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.

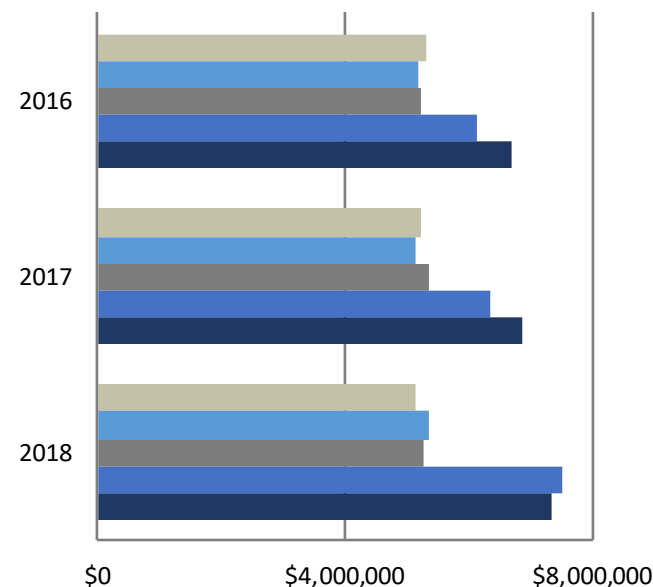
Volume Sold (in units)



	2018	2017	2016
November Week 1	244,049	249,736	265,620
November Week 2	245,206	243,793	247,498
November Week 3	238,045	246,234	247,074
November Week 4	319,352	282,648	282,246
November Week 5	321,365	313,013	327,211

Total	1,368,017	1,335,424	1,369,649
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Value Sold (in millions of dollars)



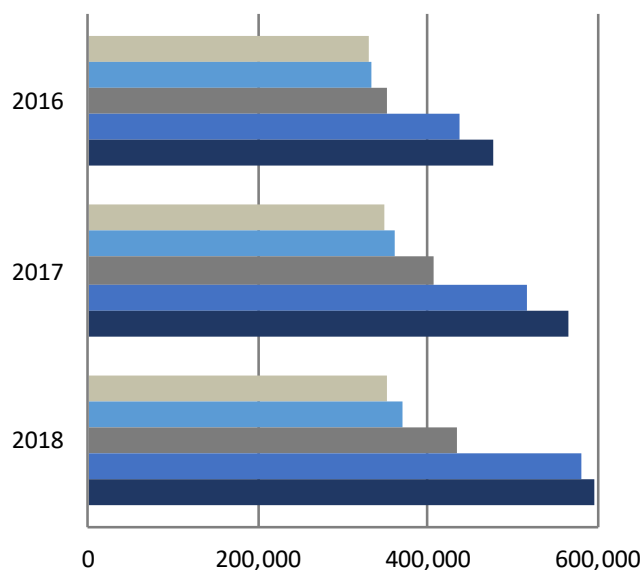
	2018	2017	2016
November Week 1	\$5,133,400.24	\$5,220,346.06	\$5,319,295.49
November Week 2	\$5,324,294.51	\$5,145,323.63	\$5,156,150.13
November Week 3	\$5,241,283.69	\$5,324,694.18	\$5,203,437.69
November Week 4	\$7,477,334.71	\$6,319,049.92	\$6,128,684.40
November Week 5	\$7,340,336.93	\$6,843,619.71	\$6,686,890.17

Total	\$30,516,650.08	\$28,853,033.50	\$28,494,457.88
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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 November in 2016, 2017, and 2018. 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.

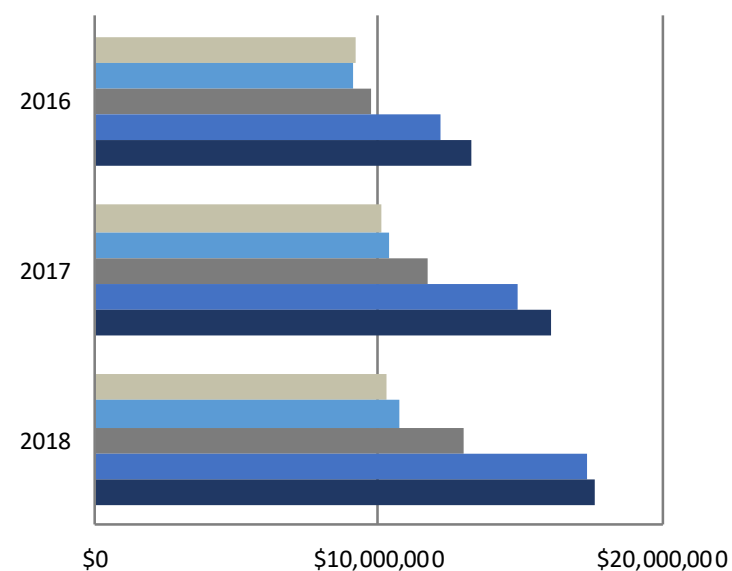
Volume Sold (in units)



	2018	2017	2016
November Week 1	352,496	348,213	330,478
November Week 2	370,953	362,257	332,121
November Week 3	433,930	405,239	350,369
November Week 4	580,333	517,502	437,147
November Week 5	596,909	565,260	478,228

Total	2,334,621	2,198,471	1,928,343
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Value Sold (in millions of dollars)



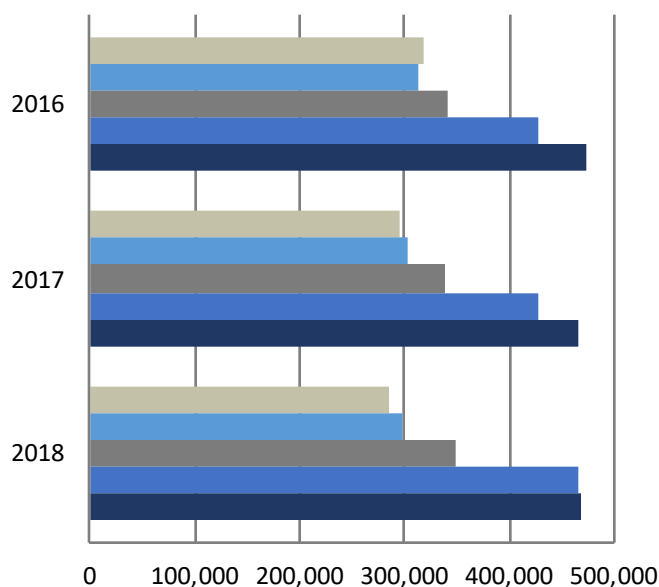
	2018	2017	2016
November Week 1	\$10,239,830.50	\$10,090,712.97	\$9,170,206.34
November Week 2	\$10,749,920.77	\$10,403,588.19	\$9,076,309.19
November Week 3	\$13,032,850.00	\$11,688,834.46	\$9,769,172.60
November Week 4	\$17,390,447.16	\$14,894,774.78	\$12,139,859.94
November Week 5	\$17,610,173.13	\$16,074,386.35	\$13,226,481.18

Total	\$69,023,221.56	\$63,152,296.75	\$53,382,029.25
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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 November in 2016, 2017, and 2018. 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.

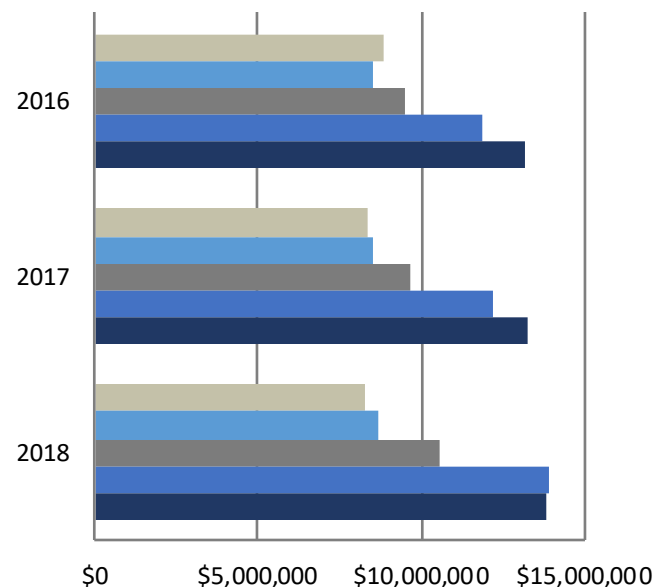
Volume Sold (in units)



	2018	2017	2016
■ November Week 1	285,761	294,471	318,699
■ November Week 2	298,705	302,253	312,208
■ November Week 3	349,549	339,721	340,646
■ November Week 4	466,907	427,500	427,130
■ November Week 5	468,436	465,729	474,868

Total	1,869,358	1,829,674	1,873,551
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Value Sold (in millions of dollars)



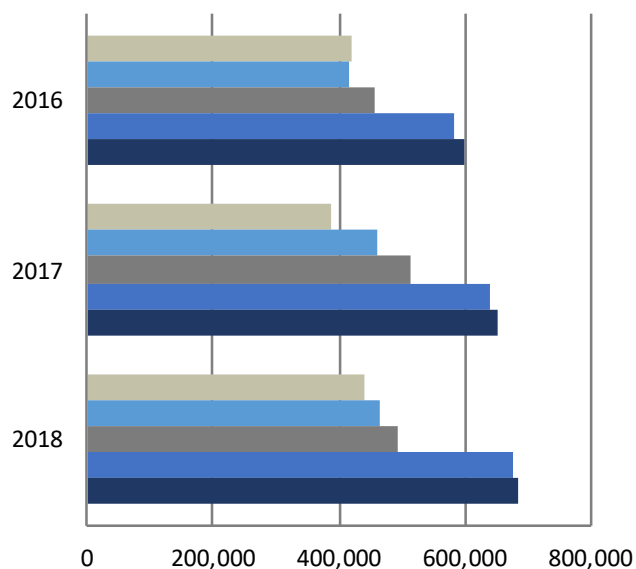
	2018	2017	2016
■ November Week 1	\$8,268,666.47	\$8,385,714.34	\$8,863,474.77
■ November Week 2	\$8,713,890.37	\$8,492,066.03	\$8,536,617.80
■ November Week 3	\$10,533,549.43	\$9,655,213.06	\$9,496,145.20
■ November Week 4	\$13,945,860.58	\$12,192,572.47	\$11,916,735.25
■ November Week 5	\$13,835,322.45	\$13,244,354.20	\$13,152,706.71

Total	\$55,297,289.30	\$51,969,920.10	\$51,965,679.73
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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 November in 2016, 2017, and 2018. 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.

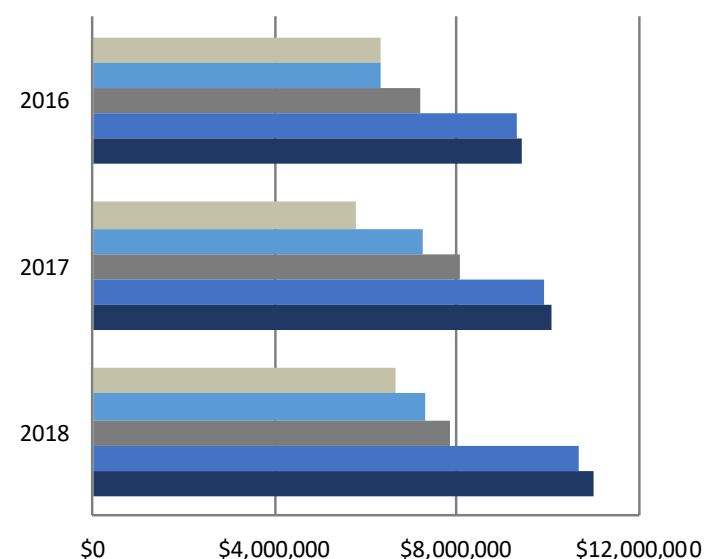
Volume Sold (in units)



	2018	2017	2016
November Week 1	440,191	385,996	417,972
November Week 2	463,140	462,572	415,556
November Week 3	494,857	514,631	458,065
November Week 4	675,102	638,496	584,749
November Week 5	683,275	653,656	597,290

Total	2,756,565	2,655,351	2,473,632
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Value Sold (in millions of dollars)



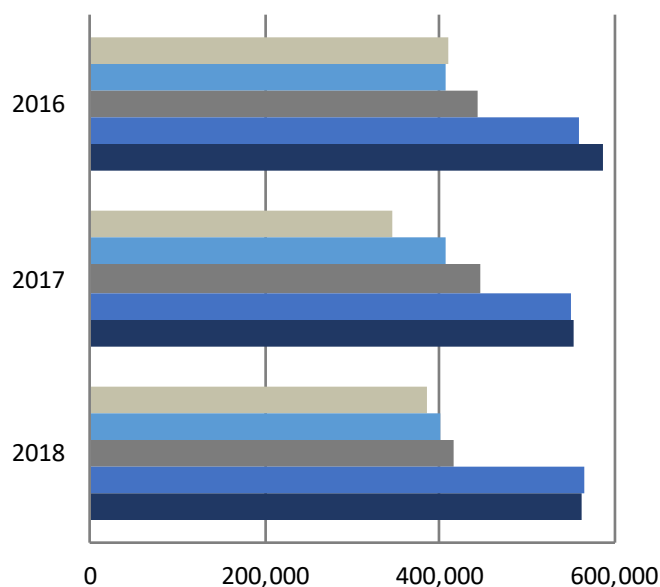
	2018	2017	2016
November Week 1	\$6,632,743.77	\$5,789,869.48	\$6,300,813.89
November Week 2	\$7,280,707.55	\$7,232,905.84	\$6,335,225.29
November Week 3	\$7,827,223.20	\$8,062,993.35	\$7,171,993.86
November Week 4	\$10,700,608.14	\$9,917,583.32	\$9,349,782.02
November Week 5	\$11,016,042.97	\$10,078,763.40	\$9,440,702.26

Total	\$43,457,325.63	\$41,082,115.39	\$38,598,517.32
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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 November in 2016, 2017, and 2018. 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.

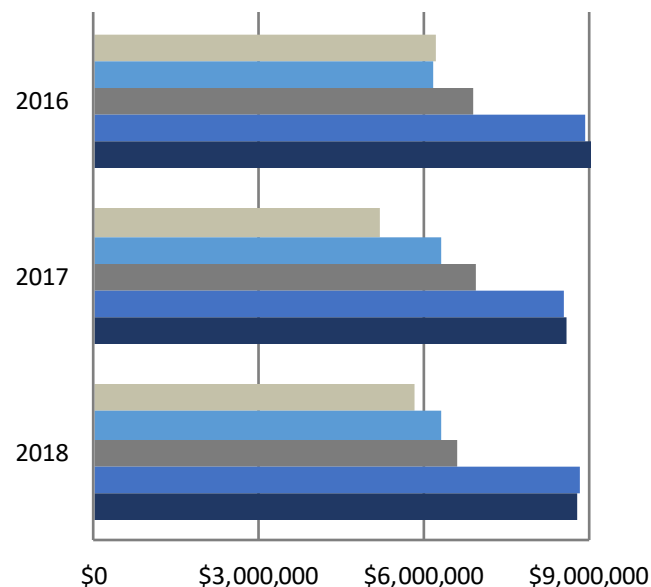
Volume Sold (in units)



	2018	2017	2016
November Week 1	383,704	344,396	408,563
November Week 2	400,349	405,344	406,467
November Week 3	416,785	445,559	443,506
November Week 4	565,253	548,710	559,397
November Week 5	561,573	554,537	585,519

Total	2,327,664	2,298,546	2,403,452
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Value Sold (in millions of dollars)



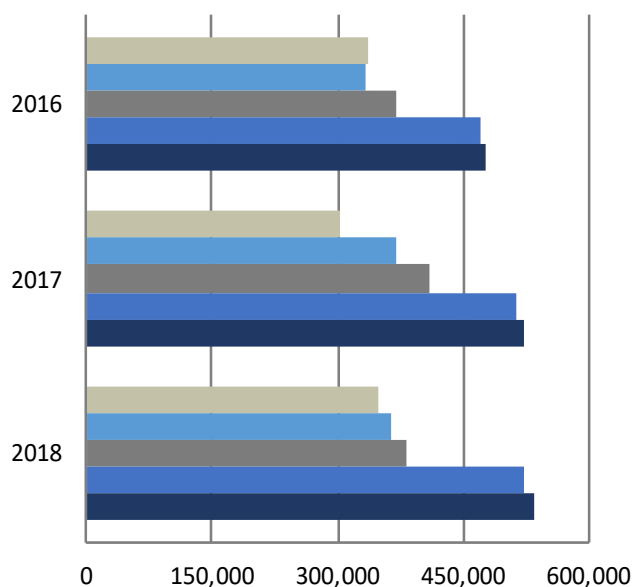
	2018	2017	2016
November Week 1	\$5,806,420.82	\$5,187,075.88	\$6,183,736.65
November Week 2	\$6,321,404.83	\$6,320,304.18	\$6,180,201.01
November Week 3	\$6,593,083.74	\$6,957,523.57	\$6,904,391.82
November Week 4	\$8,820,021.64	\$8,531,749.17	\$8,915,608.09
November Week 5	\$8,793,552.42	\$8,557,225.56	\$9,302,586.58

Total	\$36,334,483.45	\$35,553,878.36	\$37,486,524.15
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JUVENILE FICTION: ALL MARKET

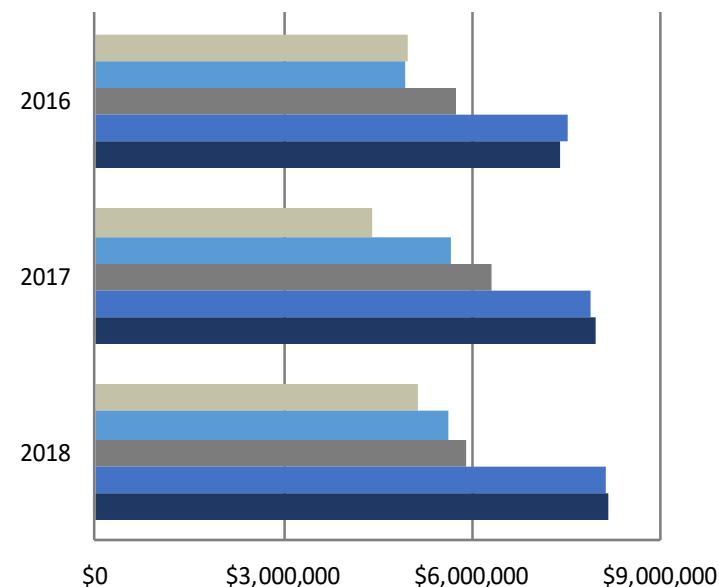
The graphs below show the volume sold and value sold of titles within the Juvenile Fiction category in the All Market for the entire month of November in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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)



	2018	2017	2016
November Week 1	348,763	304,176	337,042
November Week 2	362,953	370,205	331,982
November Week 3	381,741	408,945	370,404
November Week 4	524,179	513,906	472,173
November Week 5	533,565	523,154	475,928
Total	2,151,201	2,120,386	1,987,529

Value Sold (in millions of dollars)

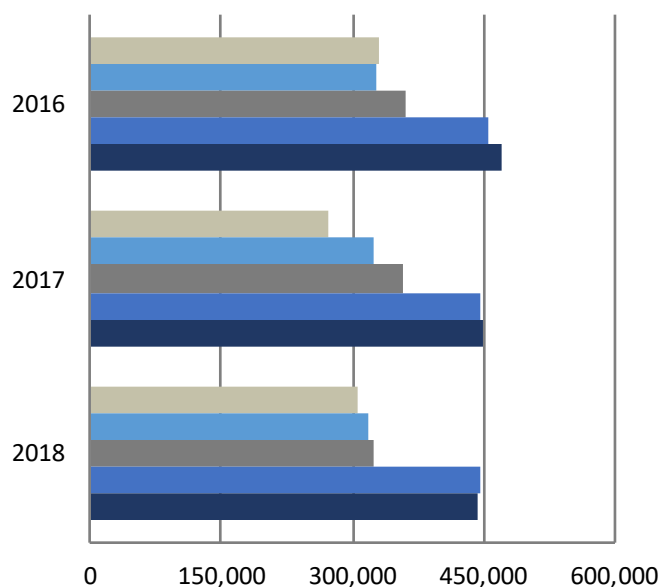


	2018	2017	2016
November Week 1	\$5,155,348.44	\$4,420,208.98	\$4,955,614.39
November Week 2	\$5,609,790.47	\$5,660,086.39	\$4,945,058.70
November Week 3	\$5,902,459.74	\$6,318,093.20	\$5,743,311.74
November Week 4	\$8,131,814.66	\$7,891,172.91	\$7,526,256.71
November Week 5	\$8,184,367.77	\$7,977,087.82	\$7,415,325.07
Total	\$32,983,781.08	\$32,266,649.30	\$30,585,566.61

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 November in 2016, 2017, and 2018. 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.

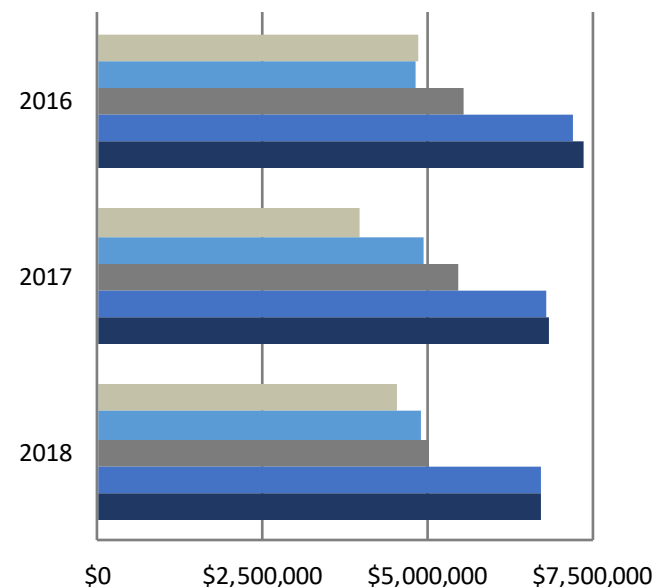
Volume Sold (in units)



	2018	2017	2016
November Week 1	305,708	272,459	329,712
November Week 2	316,979	324,962	325,682
November Week 3	325,096	356,535	360,328
November Week 4	445,187	445,460	454,245
November Week 5	444,441	450,055	469,295

Total	1,837,411	1,849,471	1,939,262
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Value Sold (in millions of dollars)



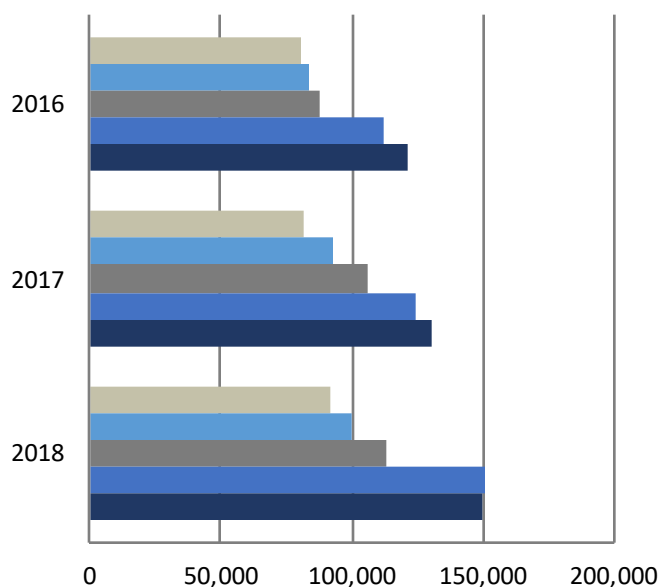
	2018	2017	2016
November Week 1	\$4,519,213.92	\$3,951,053.09	\$4,857,011.19
November Week 2	\$4,892,280.67	\$4,915,077.27	\$4,828,253.70
November Week 3	\$4,993,752.85	\$5,455,348.68	\$5,544,131.74
November Week 4	\$6,707,454.31	\$6,804,952.00	\$7,191,398.27
November Week 5	\$6,726,101.71	\$6,817,735.39	\$7,347,536.78

Total	\$27,838,803.46	\$27,944,166.43	\$29,768,331.68
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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 November in 2016, 2017, and 2018. 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.

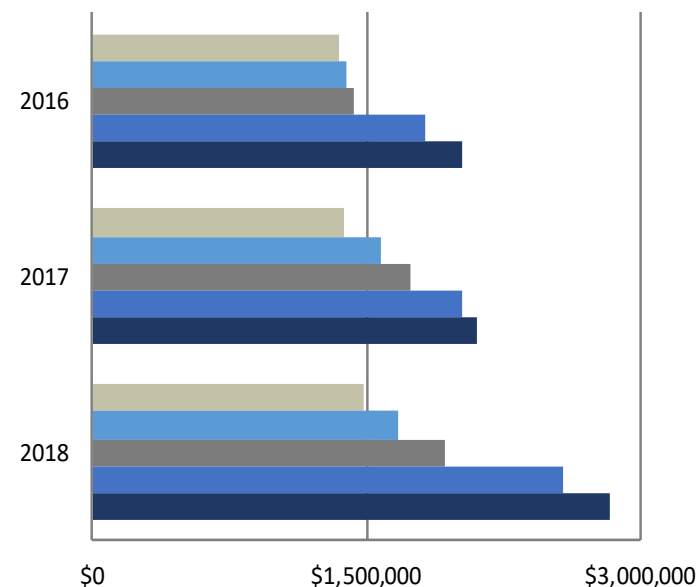
Volume Sold (in units)



	2018	2017	2016
November Week 1	91,428	81,820	80,930
November Week 2	100,187	92,367	83,574
November Week 3	113,116	105,686	87,661
November Week 4	150,923	124,590	112,576
November Week 5	149,710	130,502	121,362

Total	605,364	534,965	486,103
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Value Sold (in millions of dollars)



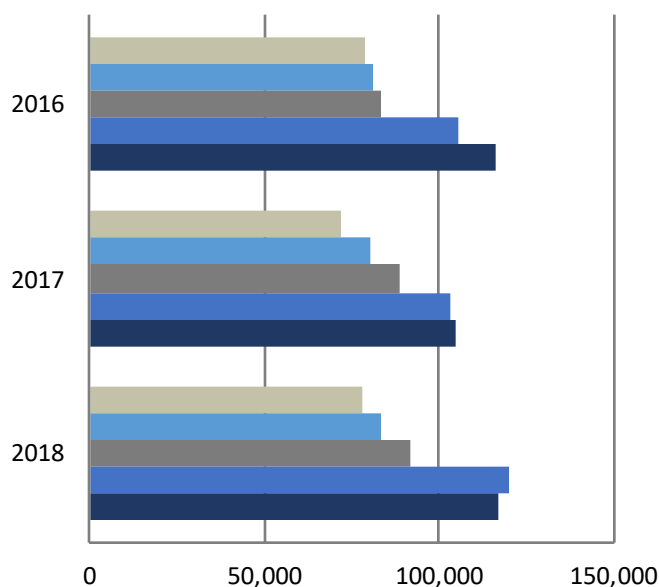
	2018	2017	2016
November Week 1	\$1,477,395.33	\$1,369,660.50	\$1,345,199.50
November Week 2	\$1,670,917.08	\$1,572,819.45	\$1,390,166.59
November Week 3	\$1,924,763.46	\$1,744,900.15	\$1,428,682.12
November Week 4	\$2,568,793.48	\$2,026,410.41	\$1,823,525.31
November Week 5	\$2,831,675.20	\$2,101,675.58	\$2,025,377.19

Total	\$10,473,544.55	\$8,815,466.09	\$8,012,950.71
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JUVENILE NON-FICTION: RING FENCE MARKET

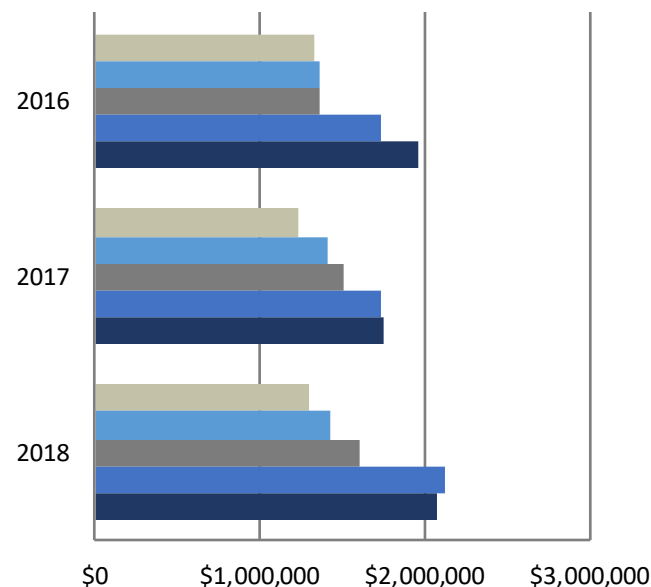
The graphs below show the volume sold and value sold of titles within the Juvenile Non-Fiction category in the Ring Fence Market for the entire month of November in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices 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)



	2018	2017	2016
November Week 1	77,996	71,937	78,851
November Week 2	83,370	80,382	80,785
November Week 3	91,689	89,024	83,178
November Week 4	120,066	103,250	105,152
November Week 5	117,132	104,482	116,224
Total	490,253	449,075	464,190

Value Sold (in millions of dollars)

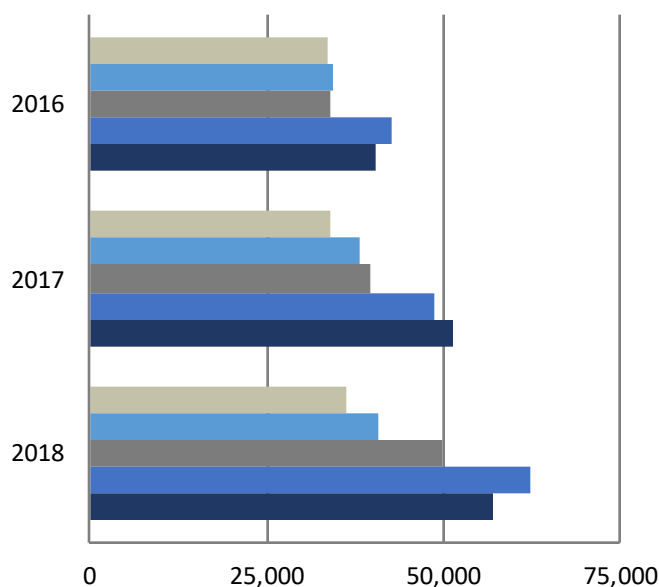


	2018	2017	2016
November Week 1	\$1,287,206.90	\$1,236,022.79	\$1,326,725.46
November Week 2	\$1,429,124.16	\$1,405,226.91	\$1,351,947.31
November Week 3	\$1,599,330.89	\$1,502,174.89	\$1,360,260.08
November Week 4	\$2,112,567.33	\$1,726,797.17	\$1,724,209.82
November Week 5	\$2,067,450.71	\$1,739,490.17	\$1,955,049.80
Total	\$8,495,679.99	\$7,609,711.93	\$7,718,192.47

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 November in 2016, 2017, and 2018. 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.

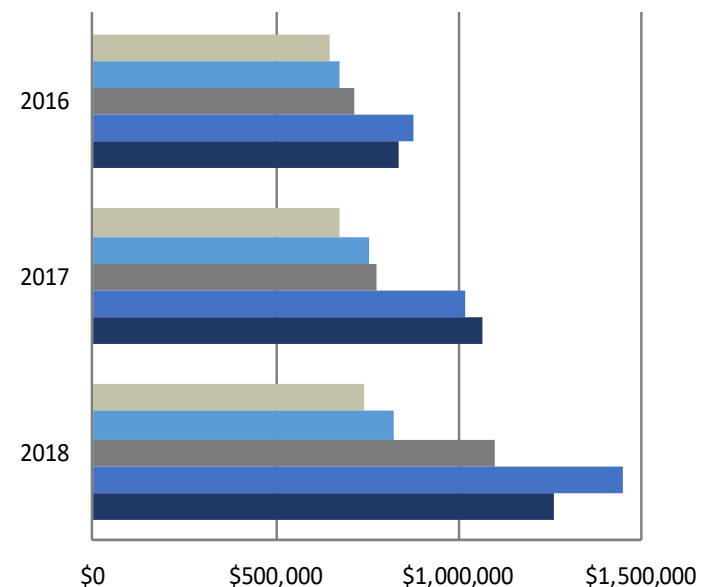
Volume Sold (in units)



	2018	2017	2016
November Week 1	36,125	34,123	33,775
November Week 2	40,670	38,089	34,230
November Week 3	49,682	39,566	34,078
November Week 4	62,342	48,750	42,760
November Week 5	57,148	51,173	40,360

Total	245,967	211,701	185,203
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Value Sold (in millions of dollars)



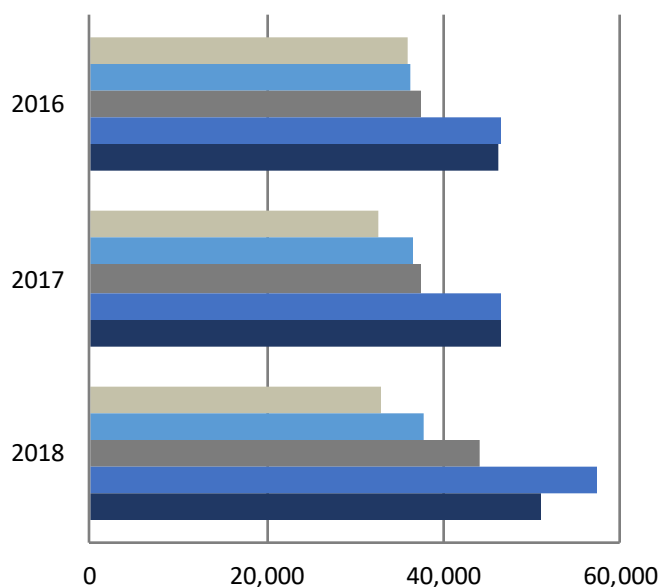
	2018	2017	2016
November Week 1	\$739,053.68	\$674,397.42	\$644,815.19
November Week 2	\$824,747.83	\$752,892.83	\$675,764.67
November Week 3	\$1,101,447.25	\$775,350.59	\$714,740.79
November Week 4	\$1,446,496.01	\$1,016,260.51	\$875,674.64
November Week 5	\$1,262,419.23	\$1,063,542.75	\$834,589.49

Total	\$5,374,164.00	\$4,282,444.10	\$3,745,584.78
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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 November in 2016, 2017, and 2018. 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

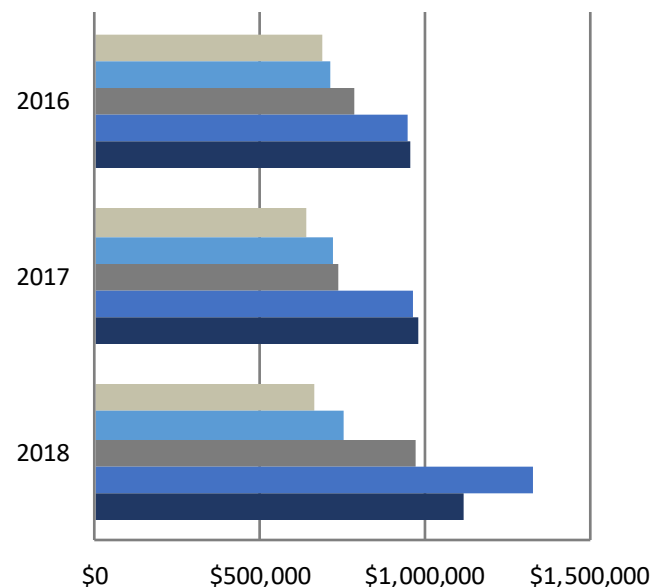
Volume Sold (in units)



	2018	2017	2016
■ November Week 1	33,037	32,541	35,819
■ November Week 2	37,677	36,547	36,117
■ November Week 3	44,045	37,565	37,556
■ November Week 4	57,460	46,332	46,499
■ November Week 5	50,864	46,487	46,319

Total	223,083	199,472	202,310
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Value Sold (in millions of dollars)



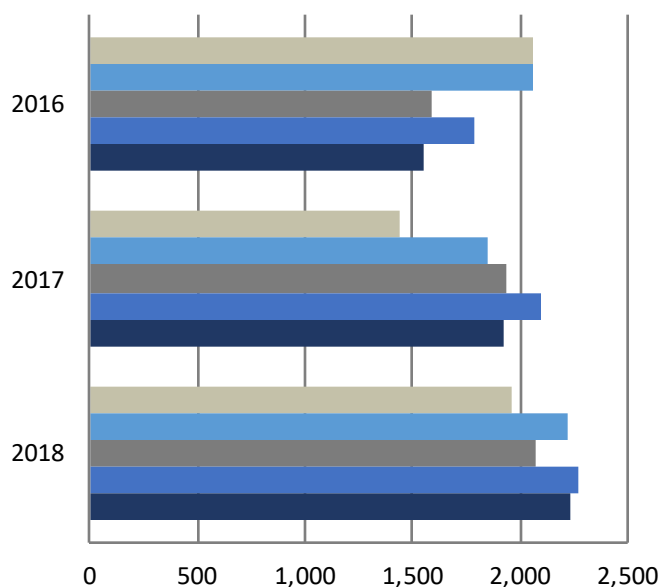
	2018	2017	2016
■ November Week 1	\$662,969.17	\$640,297.85	\$689,379.19
■ November Week 2	\$754,408.35	\$719,081.51	\$712,369.46
■ November Week 3	\$966,496.64	\$734,488.33	\$783,627.93
■ November Week 4	\$1,322,889.70	\$965,144.20	\$942,393.13
■ November Week 5	\$1,118,355.20	\$976,762.03	\$950,960.95

Total	\$4,825,119.06	\$4,035,773.92	\$4,078,730.66
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YOUNG ADULT FICTION: ALL MARKET

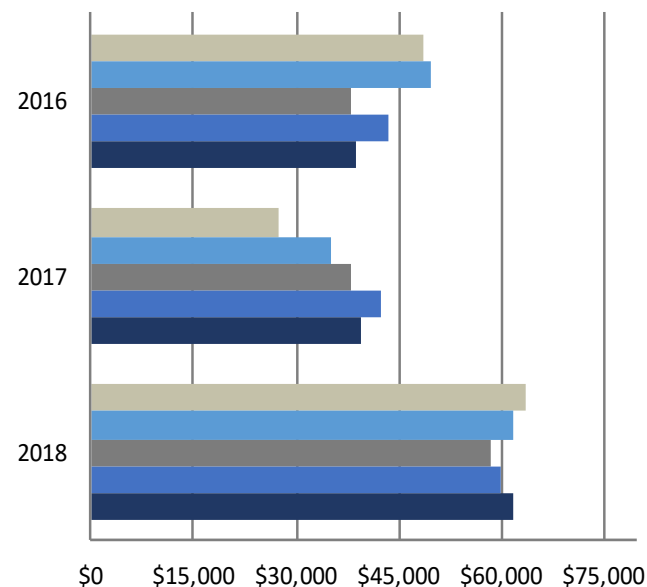
The graphs below show the volume sold and value sold of titles within the Young Adult Fiction category in the All Market for the entire month of November in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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)



	2018	2017	2016
November Week 1	1,966	1,445	2,059
November Week 2	2,225	1,855	2,067
November Week 3	2,074	1,940	1,586
November Week 4	2,276	2,099	1,793
November Week 5	2,236	1,929	1,551
Total	10,777	9,268	9,056

Value Sold (in millions of dollars)

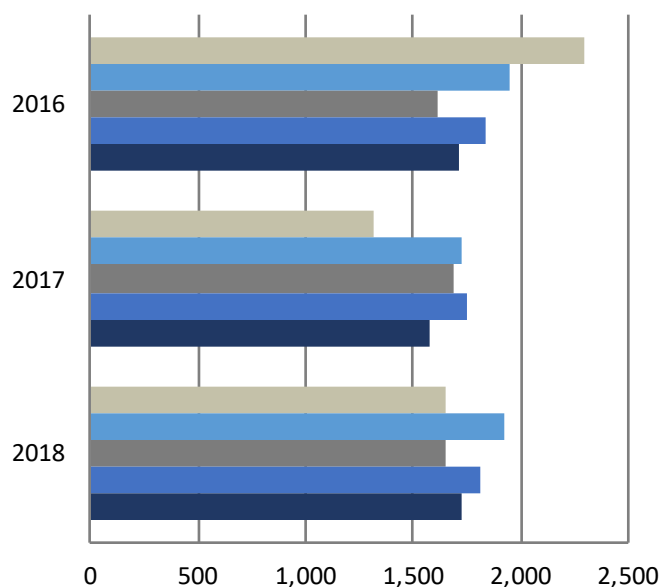


	2018	2017	2016
November Week 1	\$63,714.54	\$27,494.74	\$48,496.40
November Week 2	\$61,654.35	\$35,261.43	\$49,719.56
November Week 3	\$58,436.85	\$37,867.46	\$38,185.97
November Week 4	\$60,059.61	\$42,276.86	\$43,334.88
November Week 5	\$61,590.62	\$39,330.06	\$38,813.71
Total	\$305,455.97	\$182,230.55	\$218,550.52

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 November in 2016, 2017, and 2018. 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.

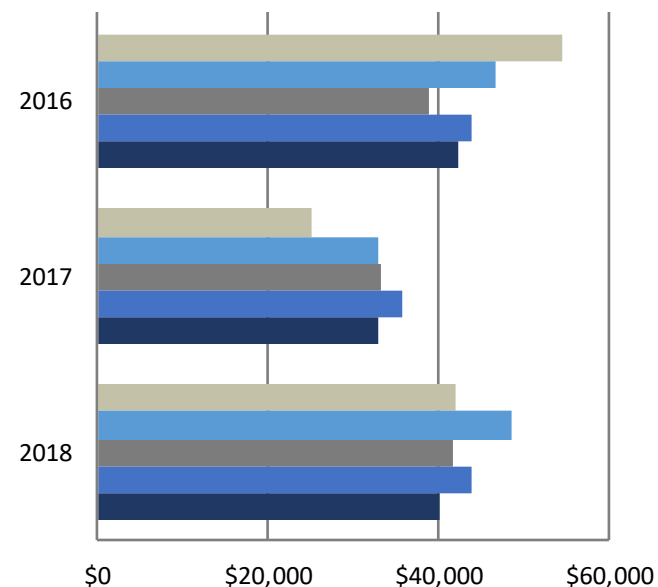
Volume Sold (in units)



	2018	2017	2016
November Week 1	1,648	1,318	2,297
November Week 2	1,923	1,721	1,947
November Week 3	1,654	1,693	1,614
November Week 4	1,810	1,753	1,837
November Week 5	1,724	1,583	1,719

Total	8,759	8,068	9,414
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Value Sold (in millions of dollars)



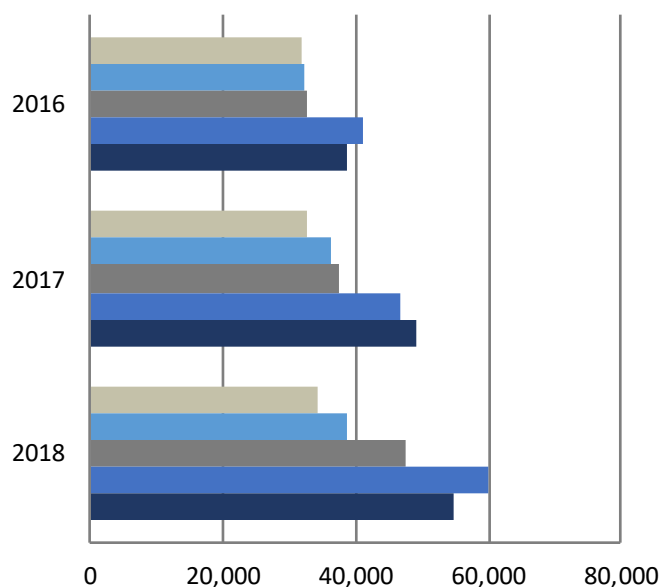
	2018	2017	2016
November Week 1	\$41,855.90	\$25,004.96	\$54,517.99
November Week 2	\$48,531.85	\$32,749.77	\$46,545.08
November Week 3	\$41,625.88	\$33,002.65	\$38,617.65
November Week 4	\$43,764.01	\$35,573.85	\$43,651.35
November Week 5	\$40,159.14	\$32,770.12	\$42,194.18

Total	\$215,936.78	\$159,101.35	\$225,526.25
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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 November in 2016, 2017, and 2018. 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.

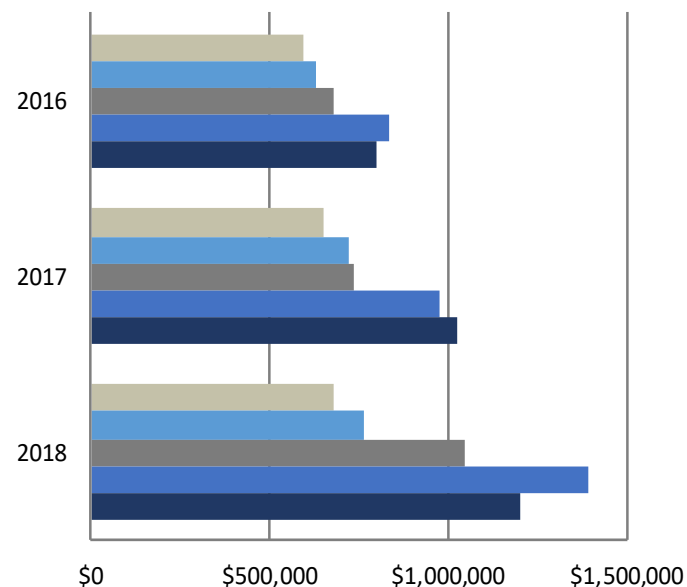
Volume Sold (in units)



	2018	2017	2016
November Week 1	34,159	32,678	31,716
November Week 2	38,445	36,234	32,163
November Week 3	47,608	37,626	32,492
November Week 4	60,066	46,651	40,967
November Week 5	54,912	49,244	38,809

Total	235,190	202,433	176,147
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Value Sold (in millions of dollars)



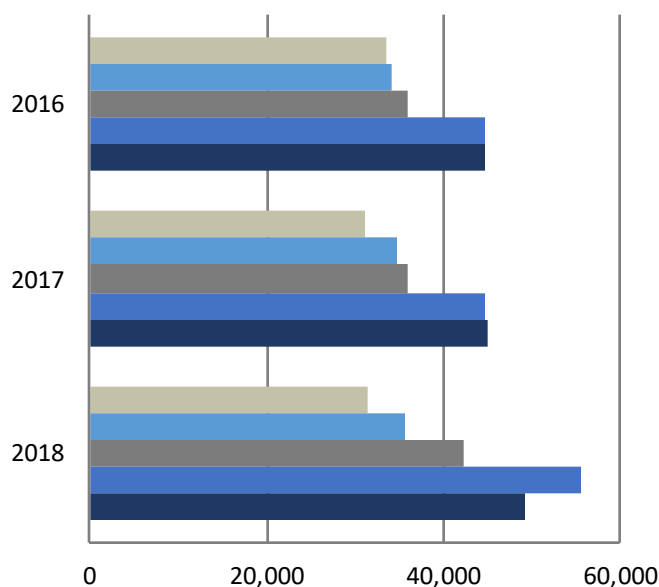
	2018	2017	2016
November Week 1	\$675,339.14	\$646,902.68	\$596,318.79
November Week 2	\$763,093.48	\$717,631.40	\$626,045.11
November Week 3	\$1,043,010.40	\$737,483.13	\$676,554.82
November Week 4	\$1,386,436.40	\$973,983.65	\$832,339.76
November Week 5	\$1,200,828.61	\$1,024,212.69	\$795,775.78

Total	\$5,068,708.03	\$4,100,213.55	\$3,527,034.26
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YOUNG ADULT NON-FICTION: RING FENCE MARKET

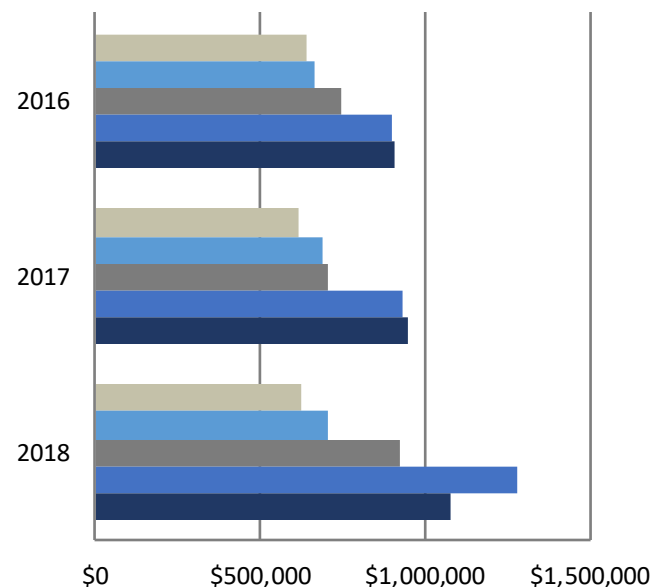
The graphs below show the volume sold and value sold of titles within the Young Adult Non-Fiction category in the Ring Fence Market for the entire month of November in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list 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)



	2018	2017	2016
November Week 1	31,389	31,223	33,522
November Week 2	35,754	34,826	34,170
November Week 3	42,391	35,872	35,942
November Week 4	55,650	44,579	44,662
November Week 5	49,140	44,904	44,600
Total	214,324	191,404	192,896

Value Sold (in millions of dollars)



	2018	2017	2016
November Week 1	\$621,113.27	\$615,292.89	\$634,861.20
November Week 2	\$705,876.50	\$686,331.74	\$665,824.38
November Week 3	\$924,870.76	\$701,485.68	\$745,010.28
November Week 4	\$1,279,125.69	\$929,570.35	\$898,741.78
November Week 5	\$1,078,196.06	\$943,991.91	\$908,766.77
Total	\$4,609,182.28	\$3,876,672.57	\$3,853,204.41

YEAR-TO-DATE COMPARISON

The following graphs outline the year-to-date volume and value sold for the year-to-date of 2017 and 2018. The graphs compare 2018's year-to-date numbers with the comparable period in 2017. 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:

- 2018: Week ending December 2, 2018
- 2017: Week ending December 3, 2017

