



BNC

RESEARCH 09.2015

Hilary Weston
Writers' Trust Prize
for Nonfiction:
Congratulations,
nominees!
What happens now?
What if you win?



**BOOKNET
CANADA**

PREPARED BY BNC STAFF

CONFIDENTIAL TO BNC SALES DATA SUBSCRIBERS

© BOOKNET CANADA 2015

CONFIDENTIALITY

This document contains information that is available only to BNC SalesData subscribers and contributors. It is made available for your internal use only. If you have questions about public disclosure of this report, please contact media@booknetcanada.ca.

INTRODUCTION

Being nominated for a literary award is an exciting time for a publisher, because with national recognition comes increased orders and sales. So what's the best way to stay on top of the game? Can you predict when your books are going to start flying off the shelves? Will you need to reprint? What happens if you win?

BNC Research's literary award studies help Canadian publishers avoid surprises during awards season. By looking at sales data from previous years, we can better predict potential sales and order spikes, giving you the data you need to ensure you have enough copies in the warehouse and on booksellers' shelves.

This study examines sales and order trends for the shortlisted titles for the 2014 Hilary Weston Writers' Trust Prize for Nonfiction. To get a sense of what to expect during the award season, and to help nominees with stock and demand planning, we've created a trend analysis of last year's shortlist and winner, as well as a comparison in sales and stock position of the 2009 to 2014 winners.

This study includes:

- Week-over-week comparison of volume sold for all nominees.
- Stock position by week: How many units were on hand during the award season?
- On-order position by week: When do orders rise and fall, and by how much?

The first section of this study compares the 2014 Hilary Weston Prize shortlisted titles by volume sold and includes a look at the overall non-fiction market sales during this time. The comparison by volume sold helps us understand how the award affects consumer behavior, and how it relates to the rise and fall of the non-fiction market as a whole.

Next, we look at the 2014 shortlist titles individually, showing volume sold, units on hand (OH) and units on order (OO) throughout the Hilary Weston Writers' Trust Prize timeline. This shows us the retail demand and how retailers are predicting sales, especially during the holiday season.

Finally, the year-over-year comparison looks at the award winners from 2009 to 2014, showing the impact of the award over time and noting similarities and special cases. The volume sold comparison shows how the award is reaching readers, on-hand numbers show how retailers are predicting sales, and on-order information shows publishers the retail demand.

Note:

- All dates used in the graphs represent week-ending dates.
- BNC calculates percent change based on average units sold three weeks prior to shortlist and winner announcements compared to units sold in the week following each announcement. These calculations are dependent on a given title's availability in the market.

CAVEATS

Based on publisher feedback, we estimate that BNC SalesData represents 85% of book industry sales in Canada. Certain retail categories are not completely covered by our retail panel, and this should be noted in any interpretation of these results, as the effect of certain awards may not be fully captured in our data. These retail categories include:

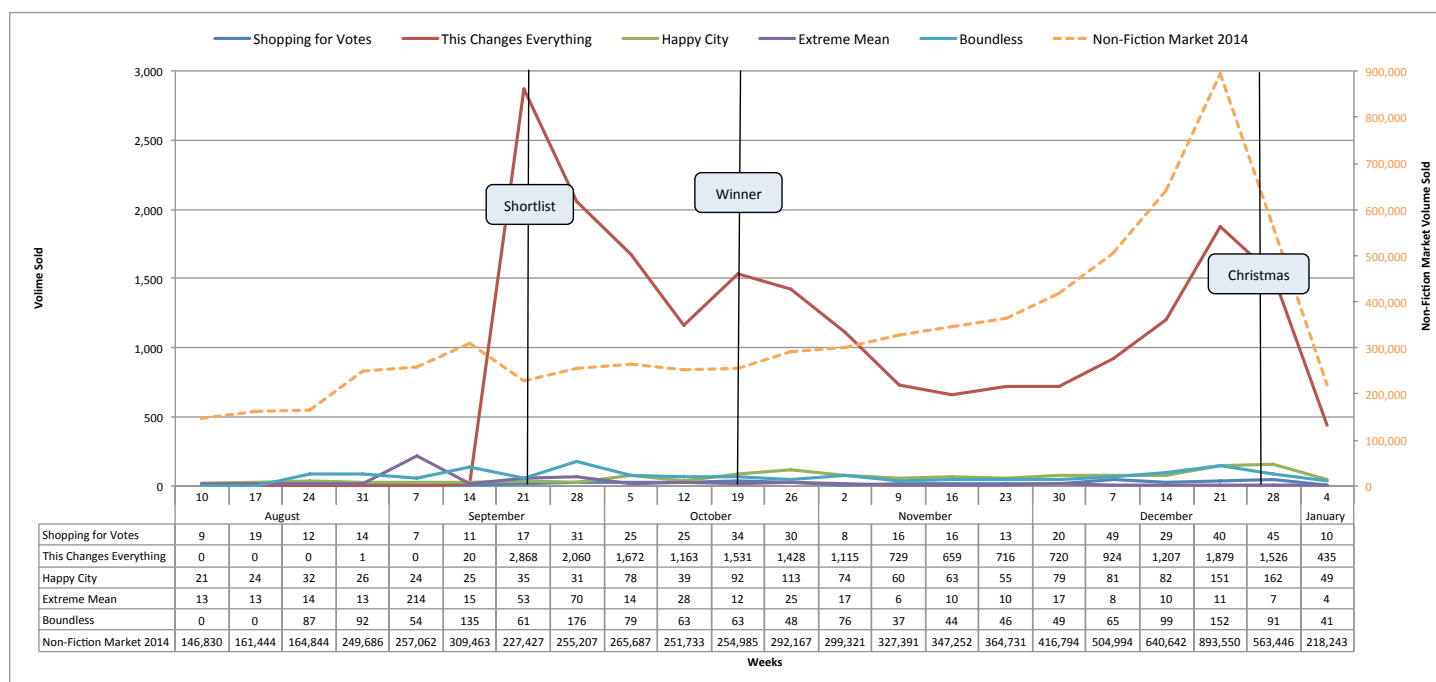
- Independent bookstores: BNC SalesData includes many major independent bookstores, but does not include many smaller ones, any of which could be actively promoting an award winner. It also does not capture many specialty independent bookstores (children's books, science fiction, etc.) where a genre- or subject-specific award may have more impact. However, we are able to detect even the slightest variation in sales in our independent panel, so we are confident that sales changes in the independent market are well represented.
- K-12 and higher-education sales: our panel does not include direct institutional sales to schools or college/university textbook sales.

At this time, ebook sales are not represented in BNC's data. Therefore, all numbers in this report refer to print books only. Please also note that new booksellers have begun contributing to BNC SalesData since our first literary awards study, conducted in October 2006. Some changes seen in year-over-year sales figures may be due to the increased number of stores reporting sales, rather than a true increase in overall sales.

The Hilary Weston Writers' Trust Prize For Nonfiction 2014

Volume Sold for All Shortlist Titles and Winner

ORGANIZED BY THE WRITERS' TRUST OF CANADA
NOMINATIONS ANNOUNCED SEPTEMBER 17, 2014
WINNERS ANNOUNCED OCTOBER 14, 2014



Shortlist announcement (September 17, 2014):

Almost all nominees see an increase the week after the shortlist announcement and sales continue to be positive during the shortlist period. It is important to note that Naomi Klein's book, *This Changes Everything*, experiences its sales peak the week of the shortlist announcement. Since the book's on-sale date was September 16, this jump in sales may be more representative of the sales from a highly anticipated book's first week on the market and less about the impact of the award.

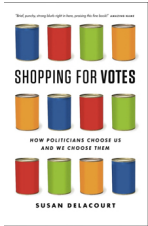
Winner announcement (October 14, 2014):

The winner, *This Changes Everything*, experiences an increase in unit sales during the week of the announcement and the book continues to have positive sales into the holiday season. Although not all shortlisted titles experience a spike in sales after the winner announcement, it is clear that the publicity generated by this award does have a positive effect. *Happy City* has the greatest sale increase (129%) the week after the announcement.

NOMINEE

SUSAN DELACOURT'S SHOPPING FOR VOTES

DOUGLAS AND MCINTYRE (2013) LTD
HARDCOVER TRADE
9781926812939
\$32.95



Sales vs. On-Hand vs. On-Order



In addition to being shortlisted for the Hilary Weston Award, Susan Delacourt's *Shopping for Votes* was also a finalist for the John W. Dafoe Book Prize in March 2014 and was the winner of the Hyman Solomon Award for Excellence in Public Policy Journalism later that year.

NOMINEE

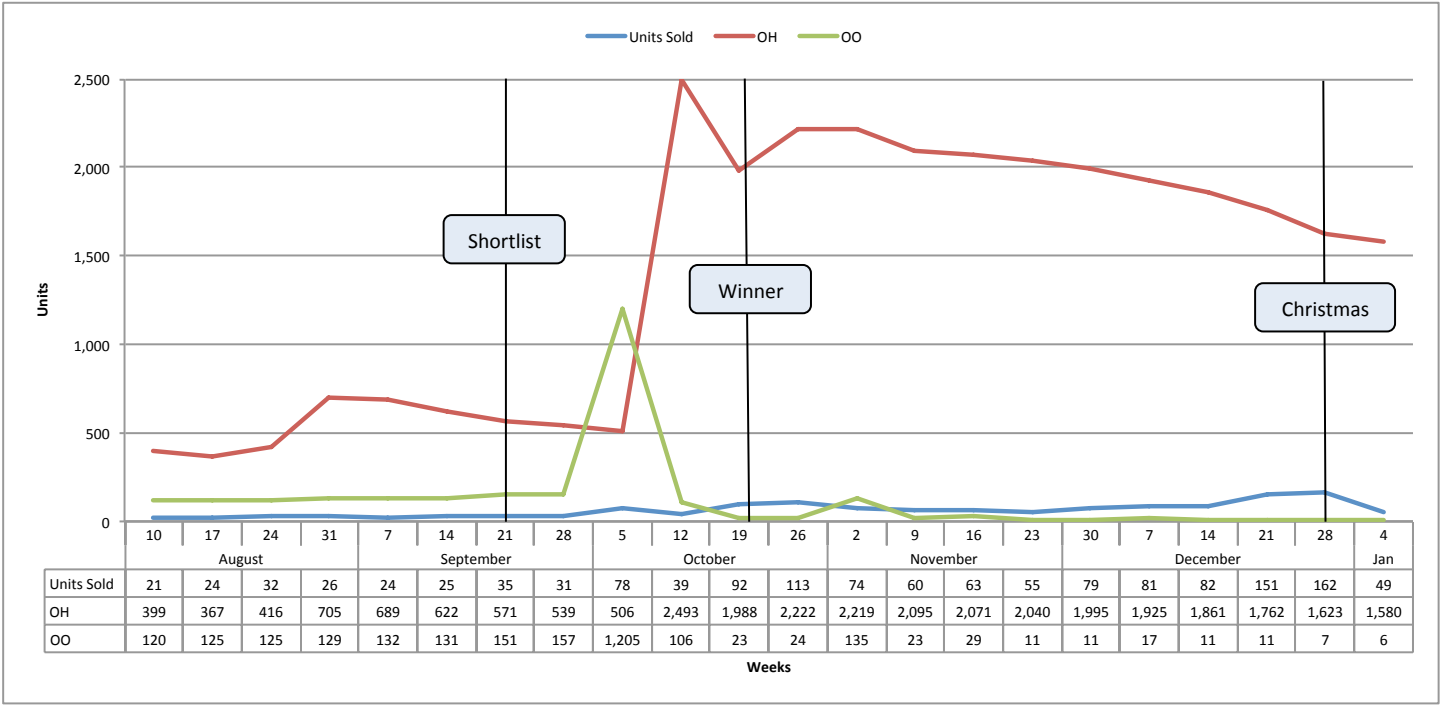
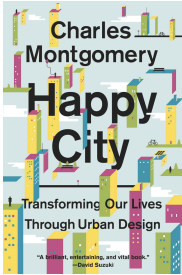
CHARLES MONTGOMERY'S *HAPPY CITY*

Sales vs. On-Hand vs. On-Order

- Combined HT and TP ISBNs for Volume Sold, OH, & OO

DOUBLEDAY CANADA
HARDCOVER TRADE
9780385669122
\$29.95

TRADE PAPERBACK
9780385669146
\$21.00



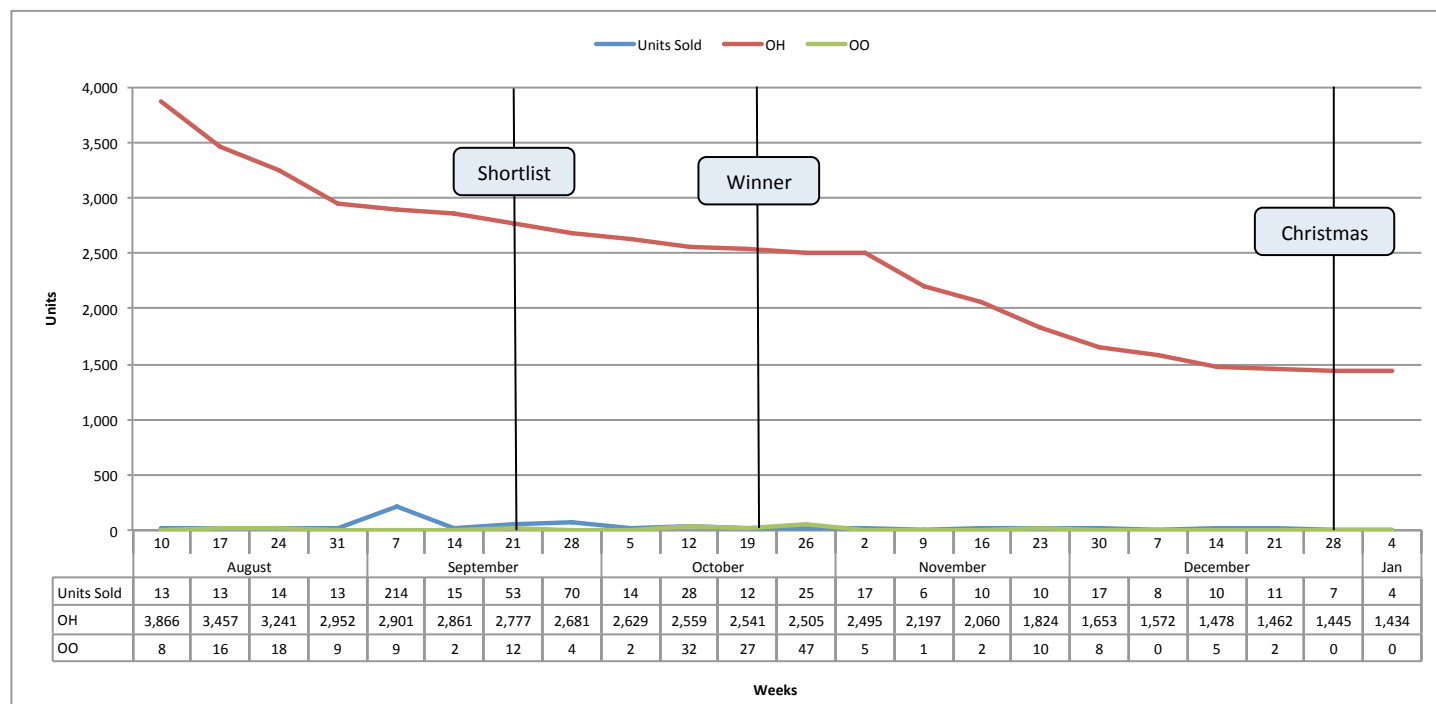
In anticipation of the winner announcement there is a sharp increase in book orders for *Happy City*.

PAULA TODD'S *EXTREME MEAN*

McCLELLAND & STEWART
HARDCOVER TRADE
9780771084034
\$29.95

yourself I hate you, everyone else hates you too. You should just die! You are ugly! You are fat! See pictures of **PAULA TODD** where you live www.madmagazine.co.uk to sign your fat to you have no friends, you are a loser You are a slut Do the world a favour and kill yourself!

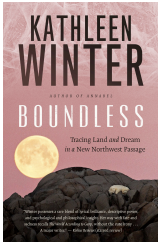
**EXTREME
MEAN
TROLLS, BULLIES
AND
PREDATORS
ONLINE**



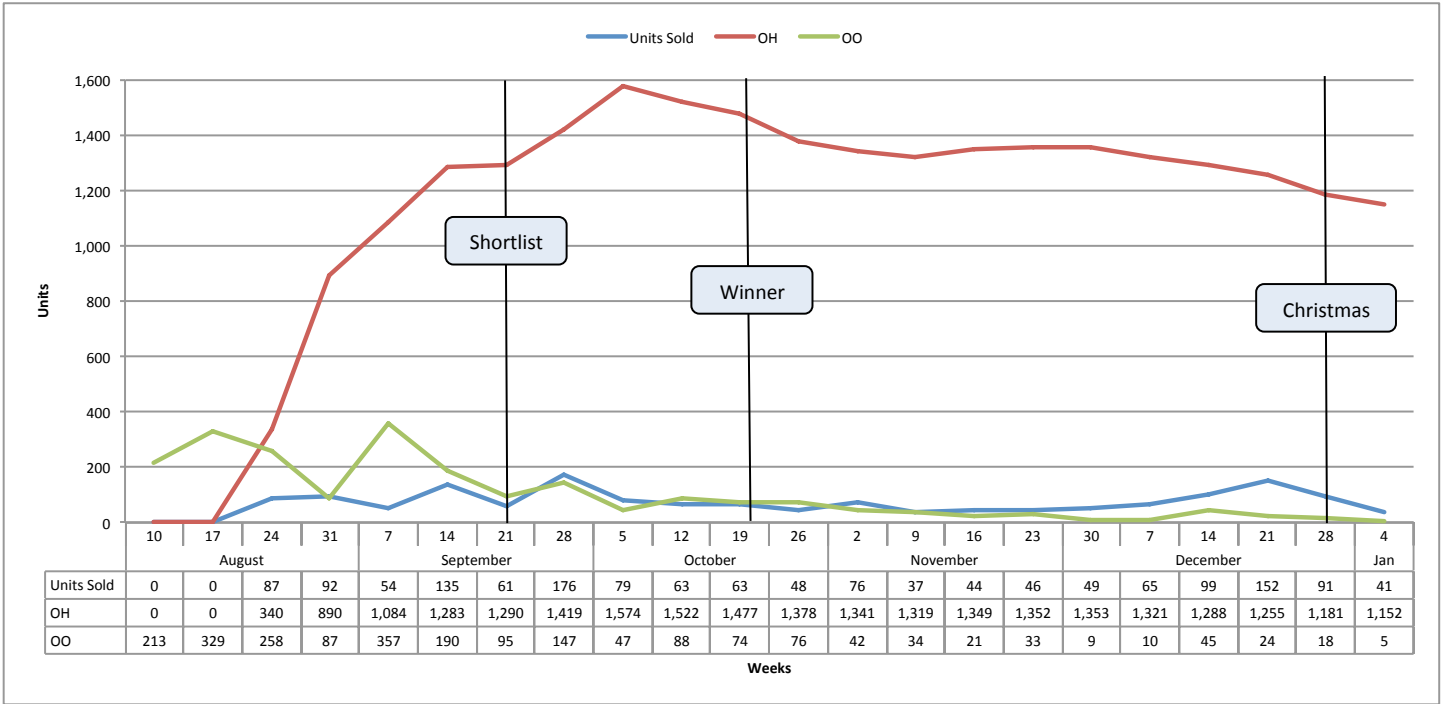
NOMINEE

KATHLEEN WINTER’S *BOUNDLESS*

HOUSE OF ANANSI PRESS
HARDCOVER TRADE
9781770893993
\$29.95



Sales vs. On-Hand vs. On-Order



Boundless, written by Kathleen Winter, was also a finalist for the RBC Taylor Prize. The longlist announcement for the RBC Taylor Prize on December 11, 2014, combined with normal consumer activity during the holiday season, explains the increase in unit sales just before Christmas.

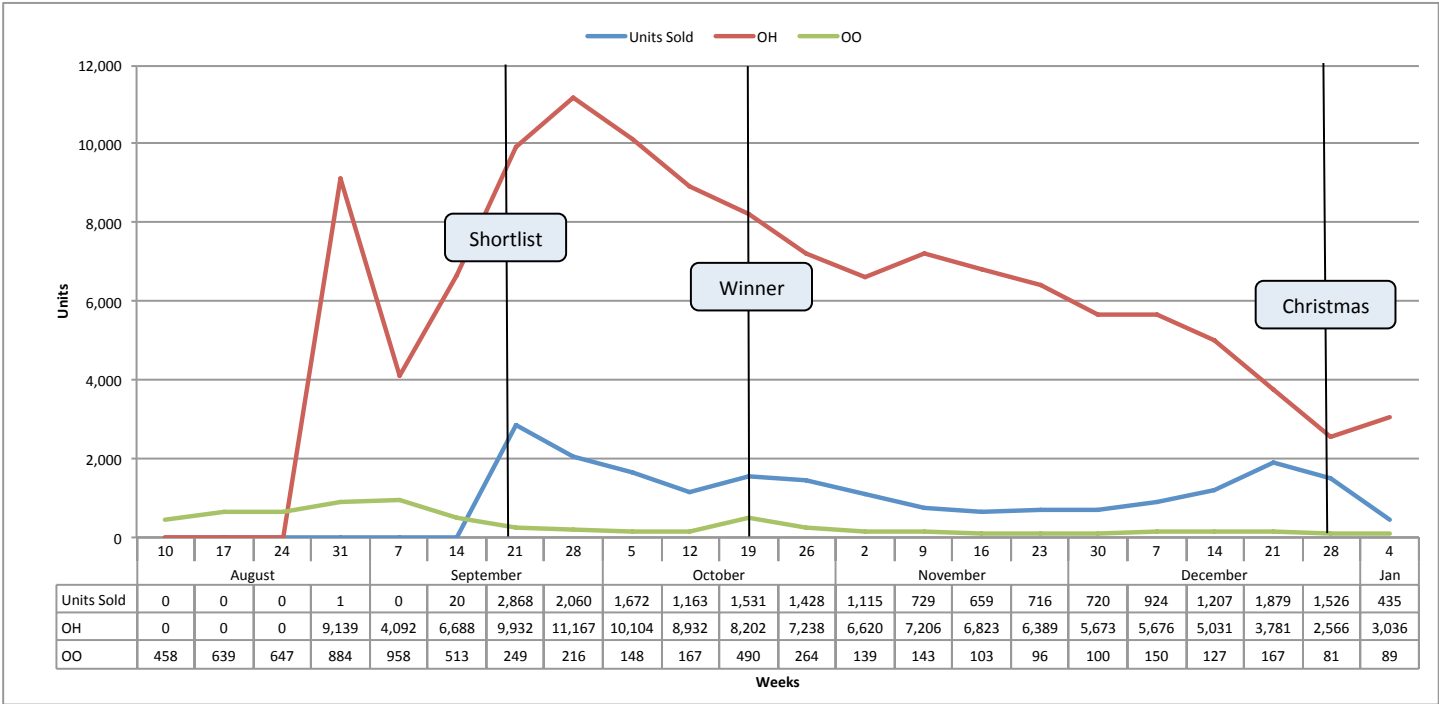
WINNER

NAOMI KLEIN’S *THIS CHANGES EVERYTHING*

KNOPF CANADA
HARDCOVER TRADE
9780307401991
\$36.95



Sales vs. On-Hand vs. On-Order



In addition to winning the Hilary Weston Writers’ Trust Prize for Nonfiction, Naomi Klein’s *This Changes Everything* was also shortlisted for the Shaughnessy Cohen Prize on January 27, 2015.

YEAR-OVER-YEAR COMPARISON

2014

Naomi Klein's *This Changes Everything*

KNOPF CANADA

HARDCOVER TRADE | 9780307401991 | \$36.95

2013

Graeme Smith's *The Dogs Are Eating Them Now*

KNOPF CANADA

HARDCOVER TRADE | 9780307397805 | \$32.00

2012

Candace Savage's *A Geography of Blood*

GREYSTONE BOOKS, LTD.

HARDCOVER TRADE | 9781553652342 | \$26.95

2011

Charles Foran's *Mordecai*

KNOPF CANADA

HARDCOVER TRADE | 9780676979633 | \$39.95

TRADE PAPERBACK | 9780676979657 | \$24.95

2010

James FitzGerald's *What Disturbs Our Blood*

RANDOM HOUSE OF CANADA

HARDCOVER TRADE | 9780679313151 | \$34.95

2009

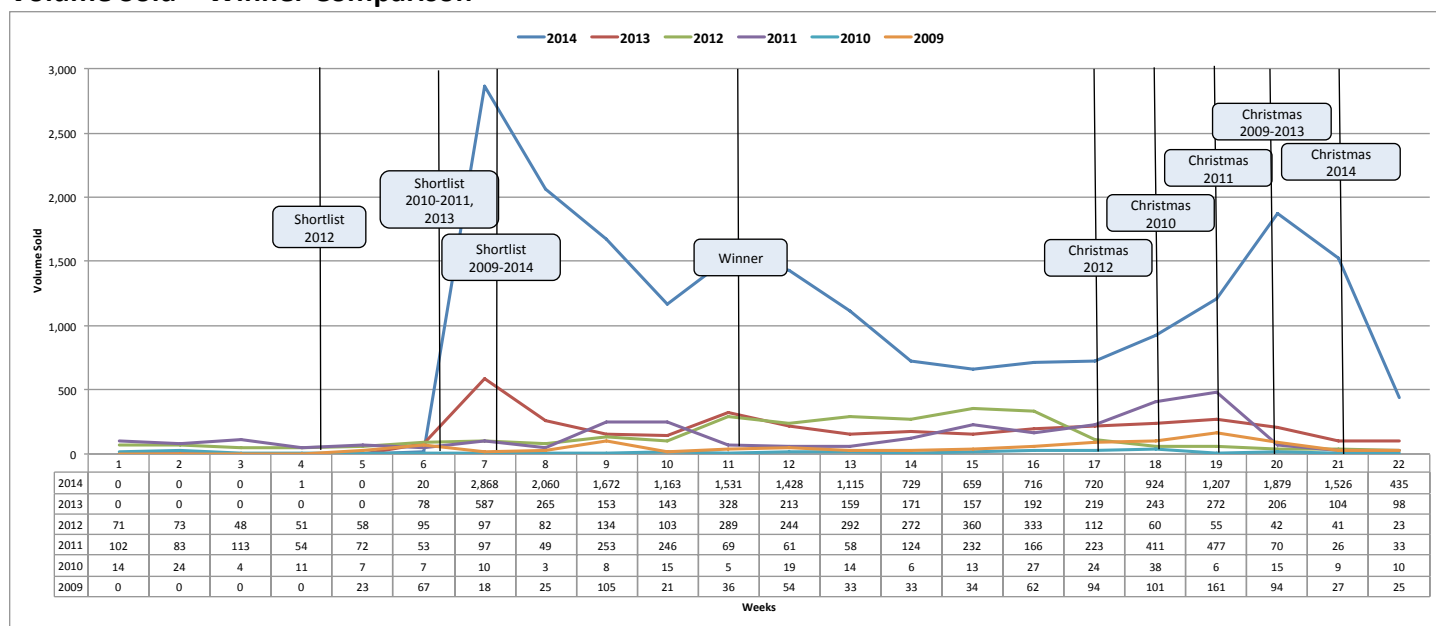
Brian Brett's *Trauma Farm*

GREYSTONE BOOKS, LTD.

HARDCOVER TRADE | 9781553654742 | \$35.00

COMPARISON 2009–2014

Volume Sold – Winner Comparison



In 2009, 2012, and 2013, we see a sales increase one week after the award announcement, whereas in 2014, 2011, and 2010, the highest sales, with the exception of the holiday season, occur during the shortlist/study period. For the three of the six winning titles with a publication date just before the shortlist announcement, it is more difficult to assess how much the award affects sales, as it does not allow us to gauge an average sale week for those titles. What is clear is that the winners in 2013 and 2014 sold more units than the winners in any other year, and sales for the past four years have been higher than 2009 and 2010 levels.

CONCLUSION

Our analysis leads us to conclude that the Hilary Weston Writers' Trust Prize for Nonfiction continues to have a positive impact on Canadian book sales:

- Almost all nominated titles in 2014 saw an increase in sales immediately following the shortlist announcement, with the exception of *Extreme Mean*, which had its sales spike two weeks before the shortlist announcement.
 - The winner, *This Changes Everything*, had soaring sales the week of the shortlist announcement, and it continued to see high sales for the duration of the studied period. *This Changes Everything* experienced an increase in unit sales the week it won compared to the previous week, but sales declined the week after the winner announcement. The sales from this winning period cannot compare to the high sales from its release week during the time of the shortlist announcement.
 - This was an interesting year for the Hilary Weston Award winner because the volume of books sold for *This Changes Everything* during this 22-week period is five times higher than that of the previous winners combined.
 - There is no discernable sales trend for the winning titles. All winning titles since 2012 experienced a slight bump in sales the week of the winner announcement or the week after the announcement.
-