



BNC RESEARCH

A RESEARCH REPORT BY BOOKNET CANADA

BNC RESEARCH

09.2019

The Hilary Weston Writers' Trust Prize for Nonfiction Congratulations, nominees!

What happens now?
What if you win?



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Introduction

Congratulations, one of your books has been nominated for a literary award! Will this national recognition translate into increased orders and sales? 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 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 titles shortlisted for the 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 all the winners from 2014 to 2018.

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 2018 shortlisted titles by volume sold and includes a look at overall sales in the Non-Fiction market during this time. The comparison by volume sold helps us understand how the award affects consumer behaviour, and how it relates to the rise and fall of the Non-Fiction market as a whole.

Next, we look at the 2018 shortlisted 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 2014 to 2018, 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 physical book 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 most major independent bookstores and many smaller ones but not all, any of which could be actively promoting an award winner. It also does not capture some specialty independent bookstores 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.

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.

At this time, ebook sales are not represented in BNC SalesData's data. Therefore, all numbers in this report refer to print books only.

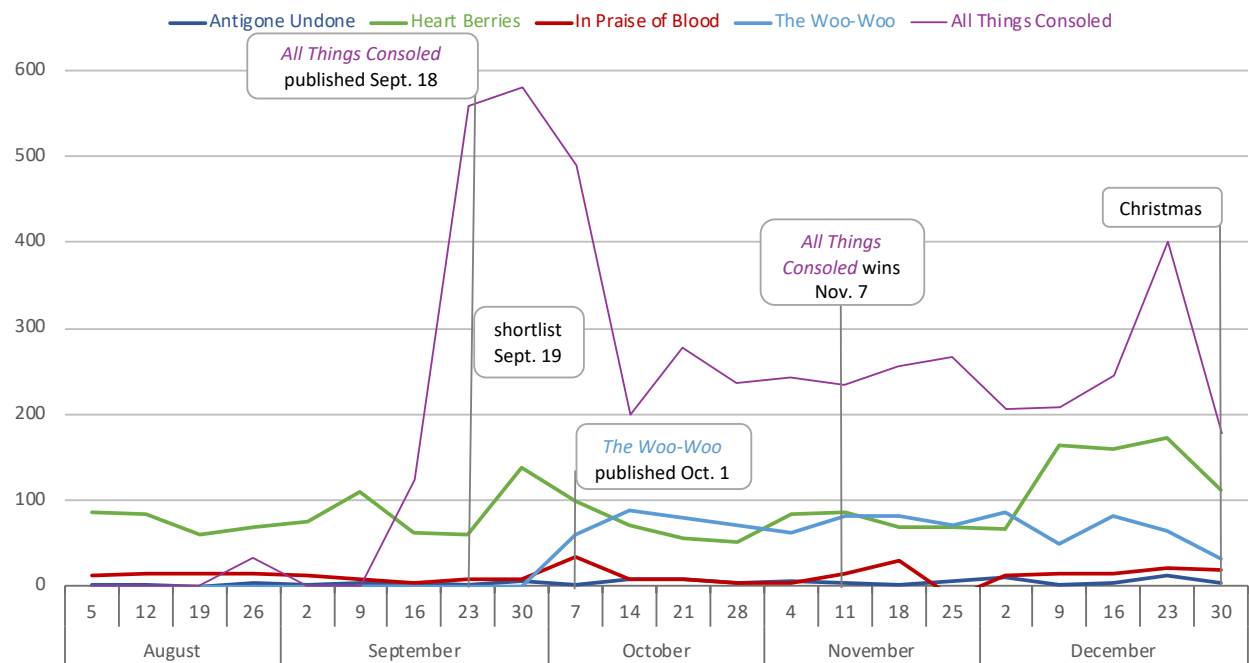
The Hilary Weston Writers' Trust Prize for Nonfiction 2018

Organized by The Writers' Trust of Canada
Nominations announced: Sept. 19, 2018
Winners announced: Nov. 7, 2018
Winner: *All Things Consoled*

Volume Sold – Shortlisted Titles

		Shortlist announced Winner announced Christmas						
							Shortlist	2018 Market
		<i>Antigone Undone</i>	<i>Heart Berries</i>	<i>In Praise of Blood</i>	<i>The Woo-woo</i>	<i>All Things Consolated</i>	Unit Sales	Non-Fiction
								Week
August	5	1	87	12	0	0	100	285,462
	12	2	84	15	0	0	101	267,323
	19	0	60	15	0	0	75	295,801
	26	3	69	15	0	34	121	315,303
September	2	1	75	12	0	0	88	317,345
	9	3	110	9	0	0	122	298,876
	16	3	63	5	0	123	194	346,472
	23	1	60	8	0	558	627	329,817
October	30	6	137	9	0	579	731	312,957
	7	2	100	34	60	489	685	317,418
	14	9	71	8	89	199	376	292,535
	21	8	57	8	80	278	431	324,909
November	28	5	51	4	70	236	366	337,024
	4	7	84	5	63	243	402	352,311
	11	4	86	14	82	235	421	370,473
	18	2	69	31	82	256	440	433,997
December	25	7	68	-13	71	266	399	581,162
	2	11	66	12	86	207	382	596,341
	9	2	163	14	49	208	436	653,424
	16	4	159	14	82	246	505	795,006
	23	12	173	22	65	401	673	1,047,231
	30	3	112	19	32	178	344	523,284

Volume Sold – Shortlisted Titles



Shortlist announcement (Sept. 19, 2018):

All Things Consoled, the winning title, experienced the largest sales increase of all the nominated titles after the shortlist announcement (we compared an average of three weeks before the announcement to an average of the three weeks following) – a contributing factor may have been that the title was published one day prior to the announcement. *Antigone Undone* experienced a unit sales increase of 157% and sales for *Heart Berries* increased by 66%. *In Praise of Blood* experienced a small sales increase of 4%. *The Woo-Woo* was not on hand until two weeks after the shortlist announcement.

Winner announcement (Nov. 7, 2018):

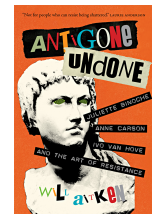
After the winner announcement, *In Praise of Blood* experienced the highest sales increase of all the shortlisted titles (447%). A couple of titles experienced moderate sales increases: 16% for *The Woo-Woo* and 8% for *Heart Berries*. *Antigone Undone* experienced a negative sales increase after the winner announcement. The sales increase for the winner, *All Things Consoled*, was 2%, keeping in mind that we saw a large sales spike prior to the shortlist announcement because it was published one day prior to the announcement. *All Things Consoled* also saw a notable peak in sales at Christmas.

Nominee

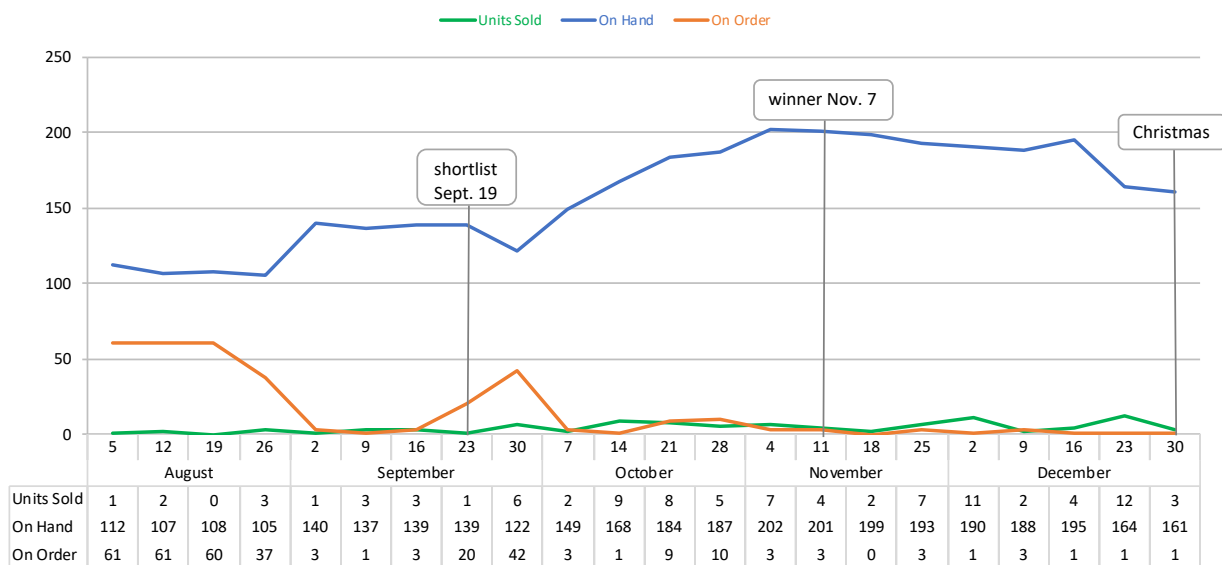
Will Aitken's *Antigone Undone*

*Juliette Binoche, Anne Carson,
Ivo Van Hove, and the Art of Resistance*

University of Regina Press
Hardcover Trade
9780889775213
\$24.95



Sales vs. On Hand vs. On Order



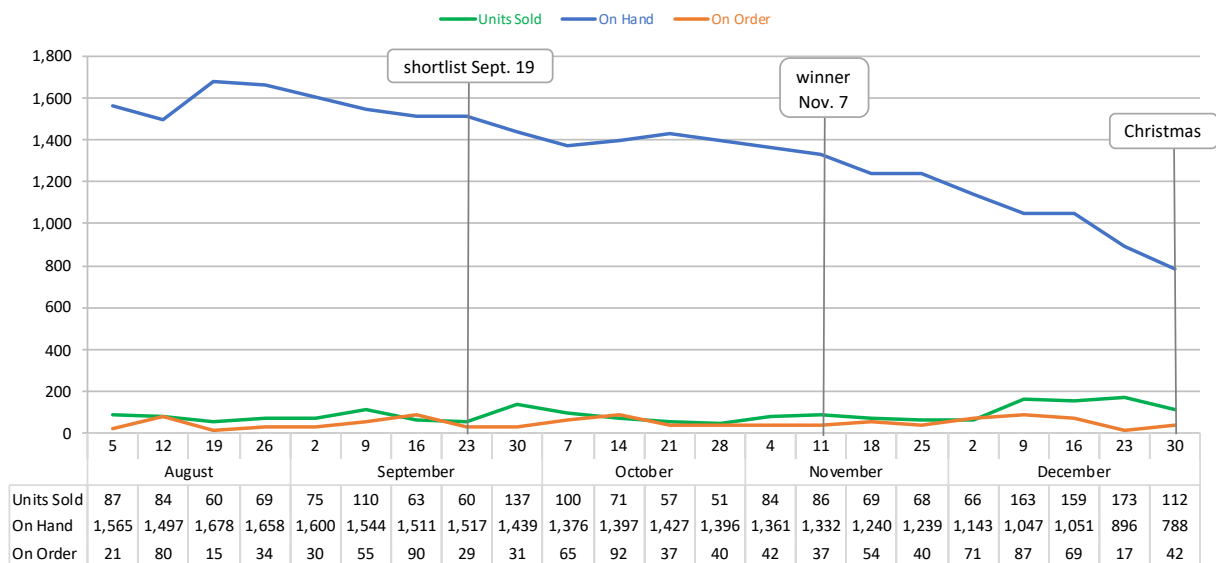
Nominee

Terese Marie Mailhot's *Heart Berries* *A Memoir*

Doubleday Canada
Hardcover Trade
9780385691147
\$25.00



Sales vs. On Hand vs. On Order

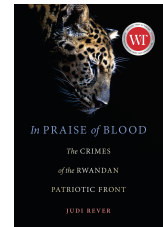


Heart Berries was shortlisted for the 2018 Governor General's Literary Award for English-Language Nonfiction on Oct. 3, 2018.

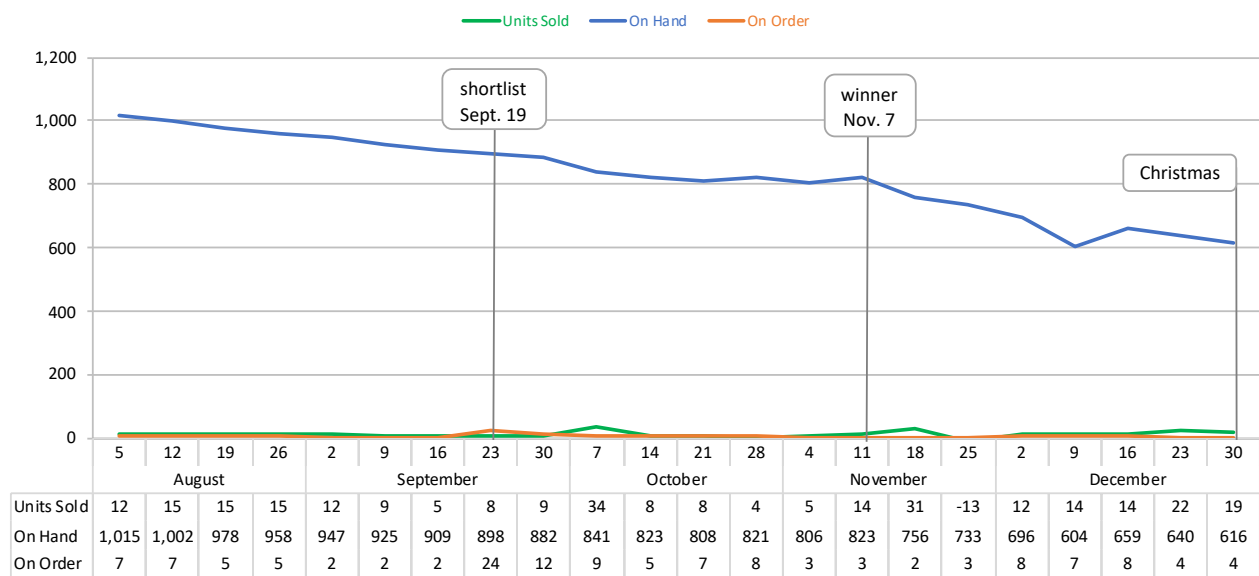
Nominee

Judi Rever's
In Praise of Blood
The Crimes of the Rwandan Patriotic Front

Random House of Canada
 Hardcover Trade
 9780345812094
 \$32.00



Sales vs. On Hand vs. On Order



Nominee

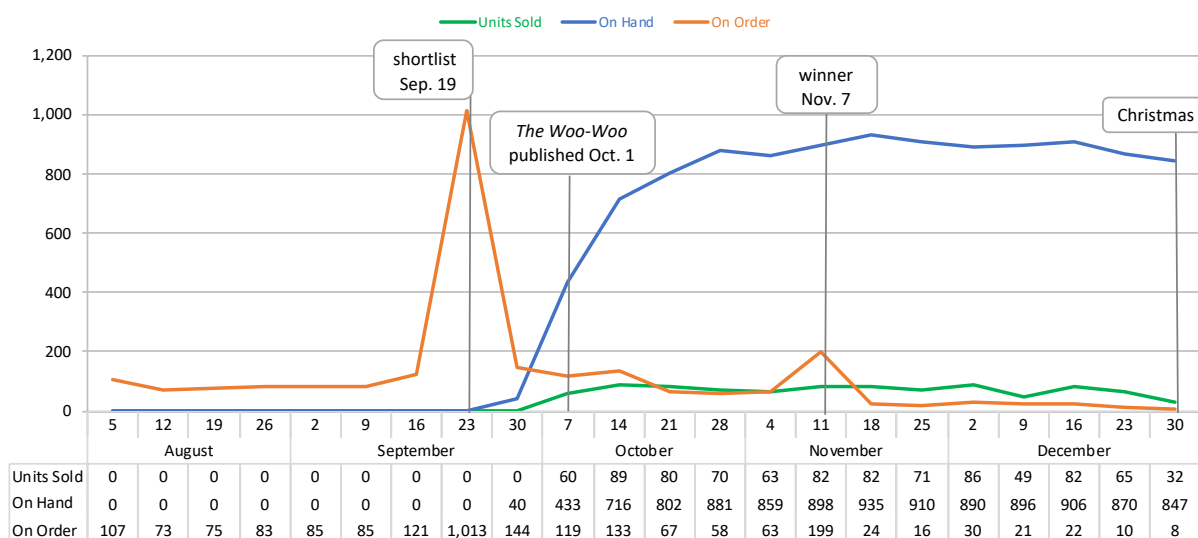
Lindsay Wong's *The Woo-Woo*

*How I Survived Ice Hockey, Drug Raids,
Demons, and My Crazy Chinese Family*

Arsenal Pulp Press
Trade Paperback
9781551527369
\$19.95



Sales vs. On Hand vs. On Order



The Woo-Woo went on to be shortlisted for Canada Reads on Jan. 31, 2019 (not represented in data above).

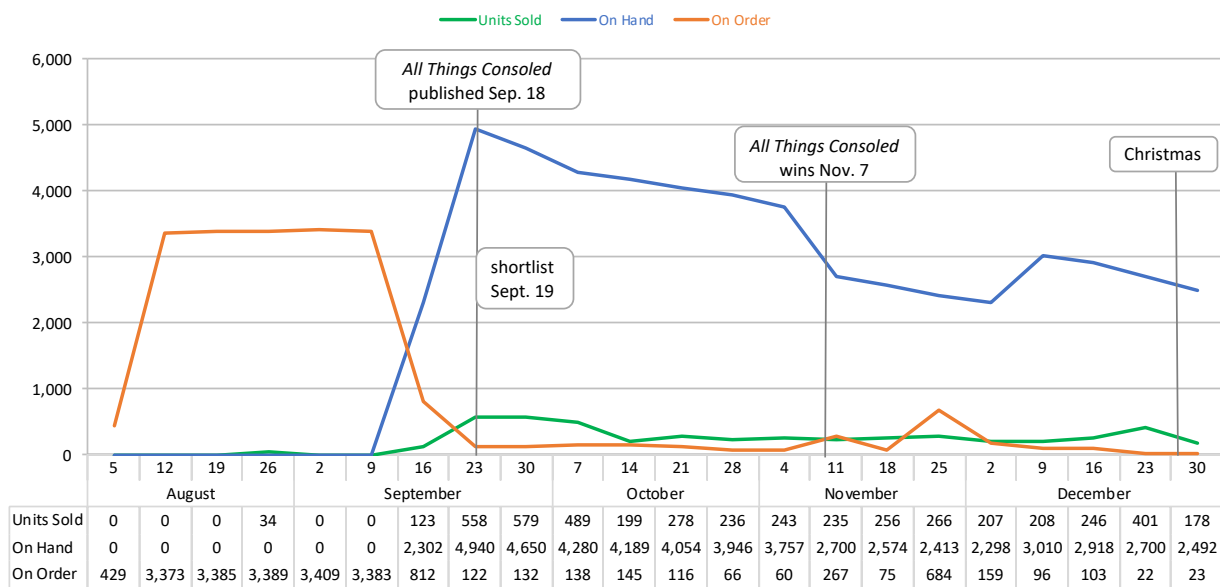
Winner

Elizabeth Hay's
All Things Consolated
A Daughter's Memoir

McClelland & Stewart
Hardcover Trade
9780771039737
\$32.00



Sales vs. On Hand vs. On Order



All Things Consolated went on to be shortlisted for the RBC Taylor Prize on Jan. 9, 2019 (not represented in data above).

Year-Over-Year Comparison 2014-2018

2018

Elizabeth Hay's *All Things Consented*

McClelland & Stewart

Hardcover Trade | 9780771039737 | \$32.00

2017

James Maskalyk's *Life on the Ground Floor*

Doubleday Canada

Hardcover Trade | 9780385665971 | \$29.95

2016

Deborah Campbell's *A Disappearance in Damascus*

Knopf Canada

Hardcover Trade | 9780345809292 | \$32.00

2015

Rosemary Sullivan's *Stalin's Daughter*

HarperCollins Canada Ltd

Hardcover Trade | 9781443414425 | \$34.99

2014

Naomi Klein's *This Changes Everything*

Knopf Canada

Hardcover Trade | 9780307401991 | \$36.95

Winner Comparison – Volume Sold



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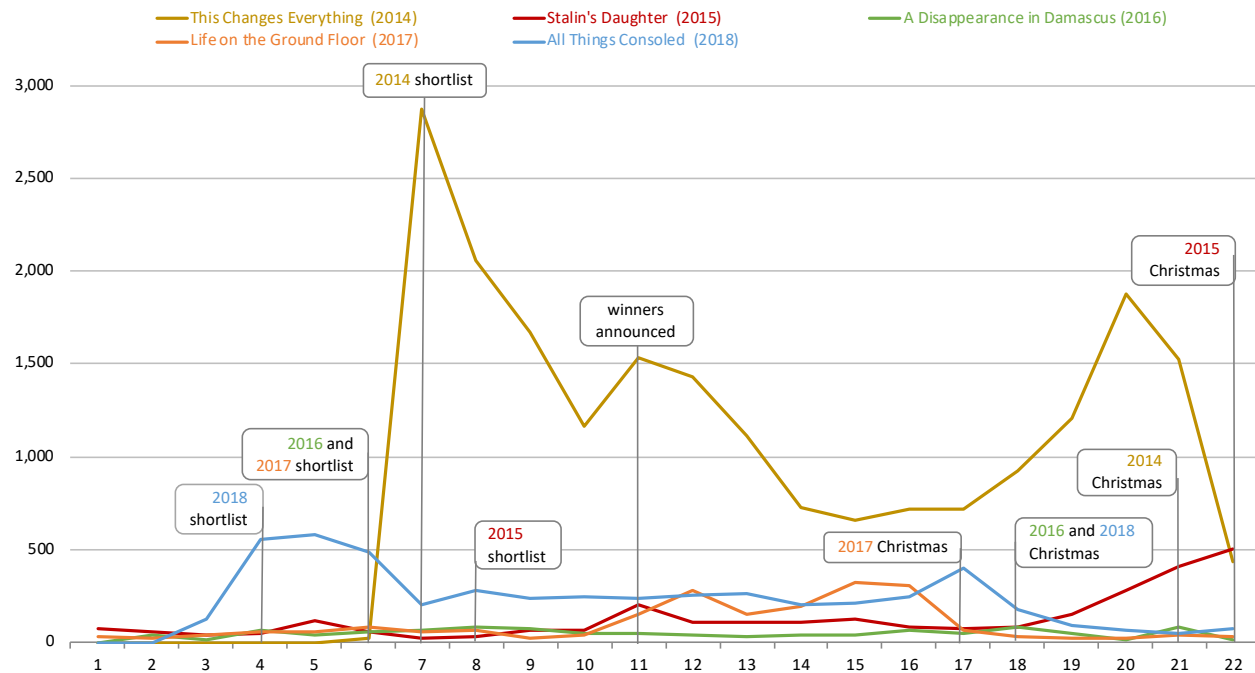
Shortlist announced Winner announced Christmas



Week	<i>This Changes Everything</i> (2014)	<i>Stalin's Daughter</i> (2015)	<i>A Disappearance in Damascus</i> (2016)	<i>Life on the Ground Floor</i> (2017)	<i>All Things Consolled</i> (2018)
1	0	74	0	29	0
2	0	60	39	20	0
3	0	42	18	41	123
4	1	45	64	58	558
5	0	117	36	54	579
6	20	54	55	79	489
7	2868	26	63	56	199
8	2060	35	86	63	278
9	1672	62	76	23	236
10	1163	67	49	37	243
11	1531	200	47	148	235
12	1428	109	43	283	256
13	1115	107	29	149	266
14	729	106	44	198	207
15	659	126	40	320	208
16	716	83	62	309	246
17	720	73	51	67	401
18	924	79	82	31	178
19	1207	155	47	24	88
20	1879	276	18	27	69
21	1526	409	87	37	49
22	435	503	15	28	72



Winner Comparison – Volume Sold



There may not be a direct correlation, but when looking at percent changes, the largest sales increases were experienced by two winners with publication dates just prior to their shortlist announcements: *This Changes Everything* in 2014 and *All Things Consolated* in 2018.

The average volume sold for the winners in this five-year span is 6,315 with a median of almost half that, 3,198. *Life on the Ground Floor*, the 2017 winner, experienced the largest percent change of units sold among the winning titles between 2014 and 2018, at 590%, following the winner announcement.