



Literary Award Report:

Hilary Weston 2020–2021



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Introduction

To get a sense of what to expect during the upcoming award season, and to help publishers with stock and demand planning, BNC Research's literary award reports show a trend analysis of last year's shortlist and winner as well as a comparison in sales and stock position of all winning titles between 2017 and 2020. By looking at sales data from previous years, we can help you to 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 report includes:

- bibliographic data for shortlisted titles
- week-over-week comparison of volume sold, volume on hand, and volume on order for each shortlisted title within the graphed time period
- market trends by week and percentage of market share for shortlisted titles
- year-over-year comparison of volume sold for winners from 2017 to 2020

Important notes for how to read the graphs and percent change figures:

- All dates used in the graphs represent week-ending dates.
- The graphed time period is from week ending Sept. 13, 2020 to Jan. 17, 2021.
- BNC calculates percent change based on average units sold three weeks prior to shortlist and winner announcements compared to units sold in the week or week after of each announcement, depending on which day of the week the announcement is made. 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 English-language trade 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 and audiobook sales are not represented in BNC's data. Therefore, all numbers in this report refer to print books only.

Hilary Weston: Writers' Trust Prize for Nonfiction

2020 winner

- *Two Trees Make a Forest: In Search of My Family's Past Among Taiwan's Mountains and Coasts* by Jessica J. Lee, Penguin Canada, TP, 9780735239579, \$24.95

2020 shortlisted titles

- *Through the Garden: A Love Story (with Cats)* by Lorna Crozier, McClelland & Stewart, HT, 9780771021183, \$29.95
- *Reaching Mithymna: Among the Volunteers and Refugees on Lesvos* by Steven Heighton, Biblioasis, TP, 9781771963763, \$22.95
- *Shame on Me: An Anatomy of Race and Belonging* by Tessa McWatt, Random House of Canada, TP, 9780735277434, \$24.95
- *The Way Home* by David A. Neel, UBC Press, TP, 9780774890410, \$32.95

2020 announcement dates

- Shortlist: September 30, 2020
- Winner: November 18, 2020

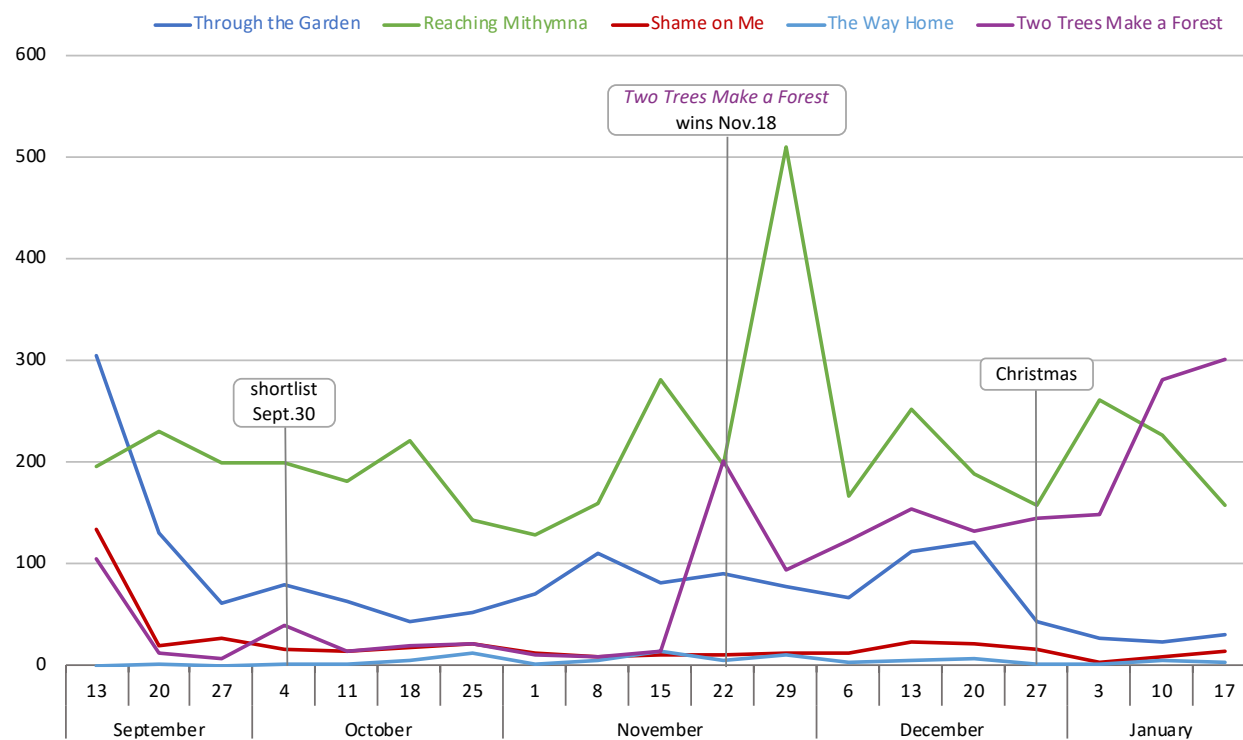
Literary Award Report: Hilary Weston 2020–2021

Shortlisted titles — Volume of sales

		Shortlist announced		Winner announced		Christmas			
									
		<i>Through the Garden</i>	<i>Reaching Mithymna</i>	<i>Shame on Me</i>	<i>The Way Home</i>	<i>Two Trees Make a Forest</i>	Overall Unit Sales	2020-2021 Market Non-Fiction	Week
September	13	305	196	134	0	105	740	293,196	1
	20	130	230	19	2	13	394	330,131	2
	27	61	200	27	0	7	295	305,464	3
October	4	80	200	16	1	39	336	310,228	4
	11	63	182	14	1	15	275	312,213	5
	18	43	221	18	5	19	306	316,879	6
	25	53	144	21	12	22	252	350,704	7
	1	70	128	12	2	11	223	363,324	8
November	8	110	159	8	5	8	290	366,898	9
	15	82	282	11	14	15	404	441,998	10
	22	90	198	11	6	202	507	599,814	11
	29	78	510	12	11	95	706	635,027	12
	6	67	167	12	4	123	373	712,142	13
December	13	112	252	24	6	155	549	763,529	14
	20	121	189	22	7	132	471	779,410	15
	27	43	157	16	2	146	364	524,073	16
	3	27	261	3	1	148	440	323,102	17
January	10	24	226	9	6	281	546	359,894	18
	17	30	157	14	4	302	507	333,081	19

Literary Award Report: Hilary Weston 2020–2021

Shortlisted titles



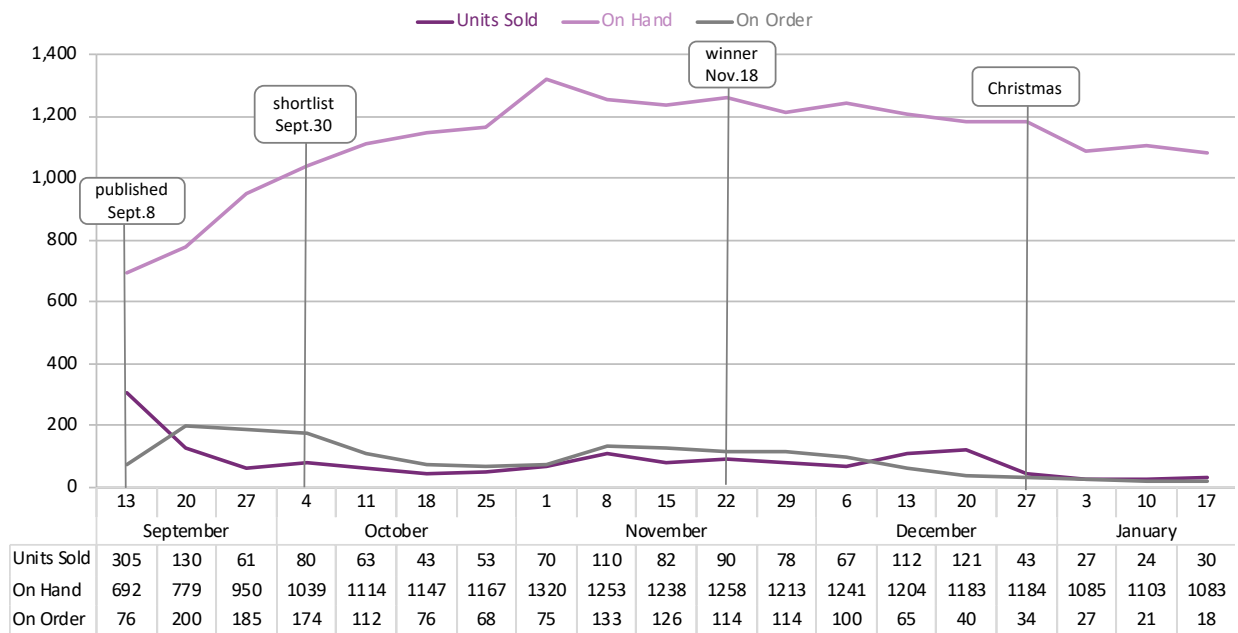
Announcement percent changes

	<i>Through the Garden</i>	<i>Reaching Mithymna</i>	<i>Shame on Me</i>	<i>The Way Home</i>	<i>Two Trees Make a Forest</i>	Average percent change
Shortlist announcement's percent change	-52%	-4%	-73%	50%	-6%	-17%
Winner announcement's percent change	3%	4%	6%	-14%	1682%	336%

Literary Award Report: Hilary Weston 2020–2021

Nominee title: *Through the Garden* by Lorna Crozier

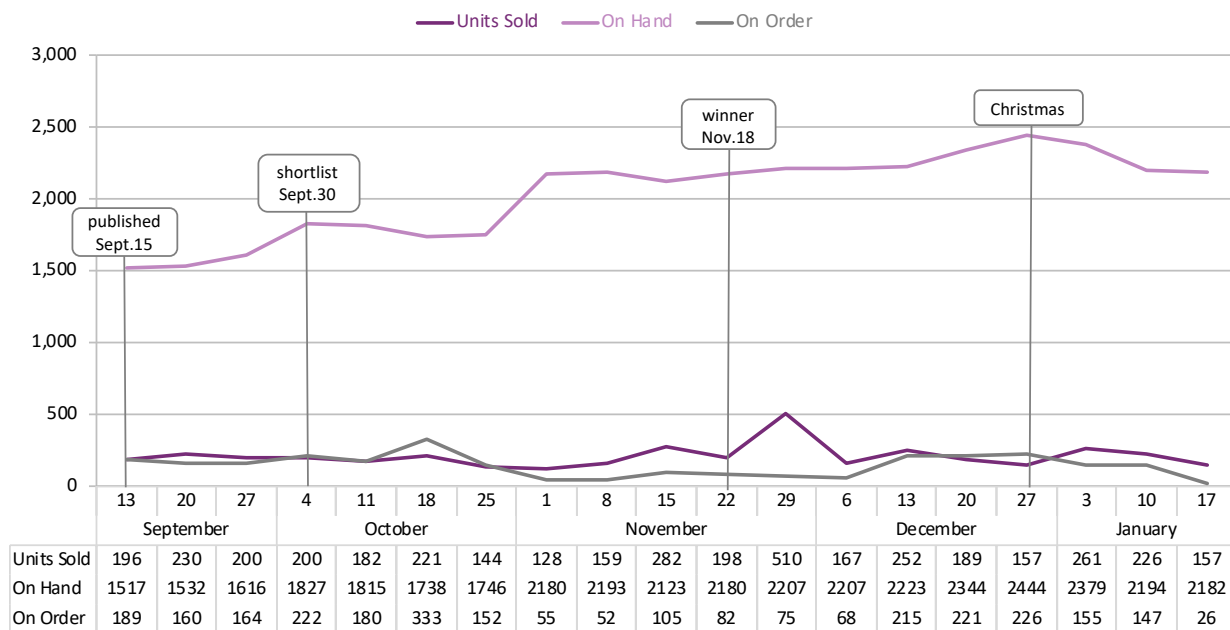
Units sold, on hand, and on order



Literary Award Report: Hilary Weston 2020–2021

Nominee title: *Reaching Mithymna* by Steven Heighton

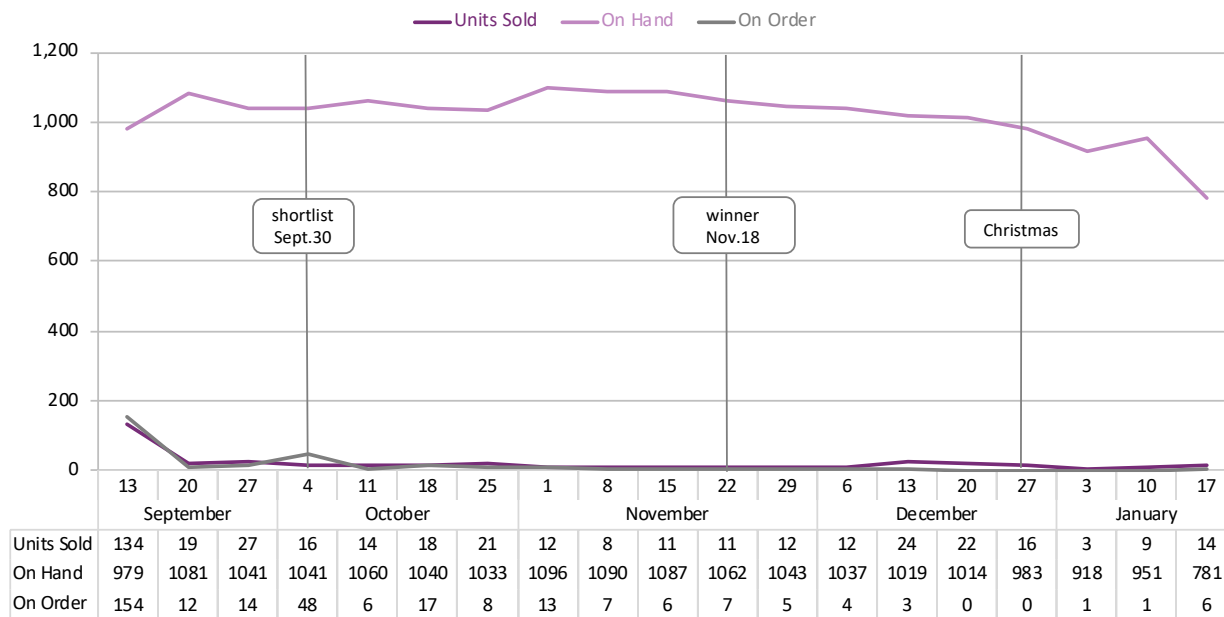
Units sold, on hand, and on order



Literary Award Report: Hilary Weston 2020–2021

Nominee title: *Shame on Me* by Tessa McWatt

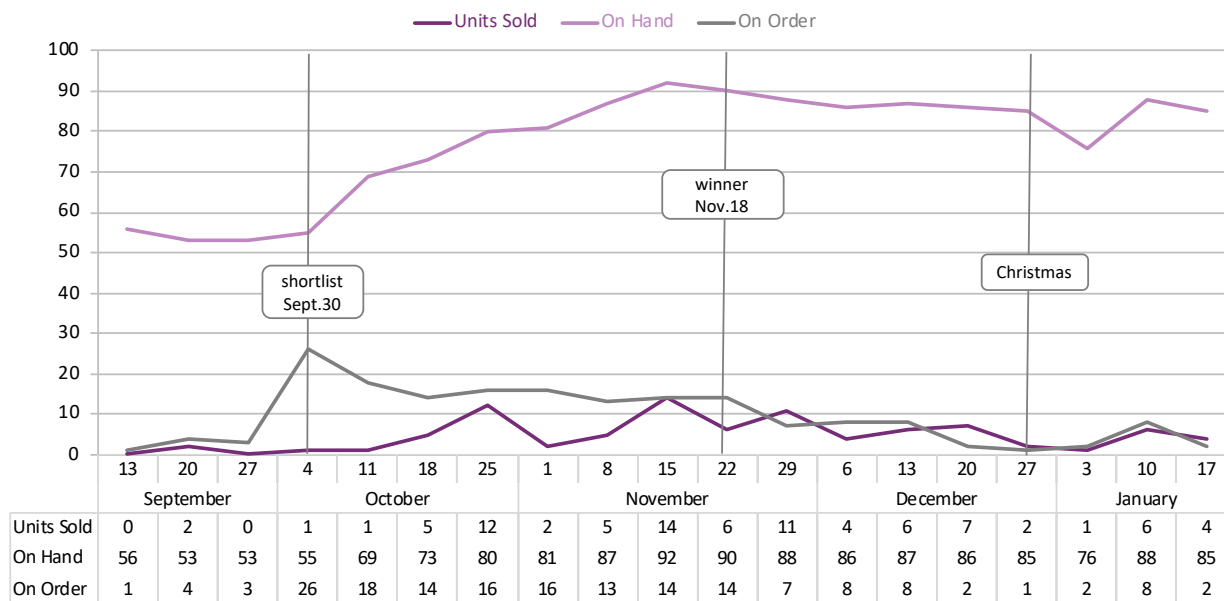
Units sold, on hand, and on order



Literary Award Report: Hilary Weston 2020–2021

Nominee title: *The Way Home* by David A. Neel

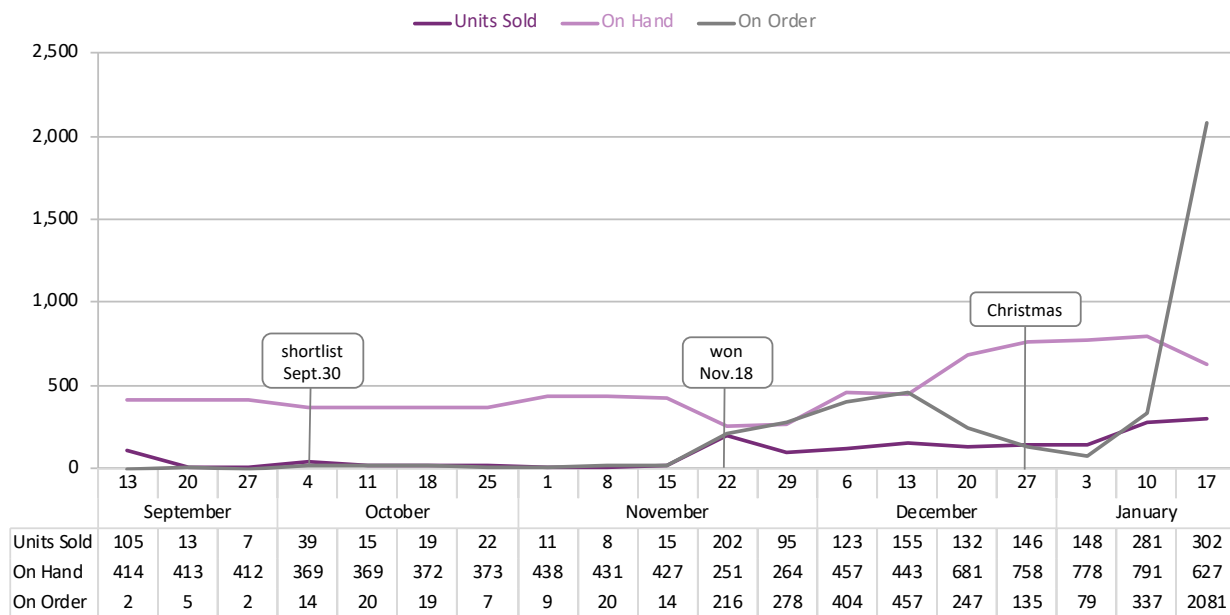
Units sold, on hand, and on order



Literary Award Report: Hilary Weston 2020–2021

Winning title: *Two Trees Make a Forest* by Jessica J. Lee

Units sold, on hand, and on order



This title was shortlisted for Canada Reads 2021 on January 14, 2021.

Winner comparison 2017–2020

- **2020:** *Two Trees Make a Forest: In Search of My Family's Past Among Taiwan's Mountains and Coasts* by Jessica J. Lee, Penguin Canada, TP, 9780735239579, \$24.95
- **2019:** *Older Sister. Not Necessarily Related.: A Memoir* by Jenny Heijun Wills, McClelland & Stewart, HT, 9780771070891, \$29.95
- **2018:** *All Things Consoled: A Daughter's Memoir* by Elizabeth Hay, McClelland & Stewart, HT, 9780771039737, \$32.00
- **2017:** *Life on the Ground Floor: Letters from the Edge of Emergency Medicine* by James Maskalyk, Doubleday Canada, HT, 9780385665971, \$29.95

Literary Award Report: Hilary Weston 2020–2021

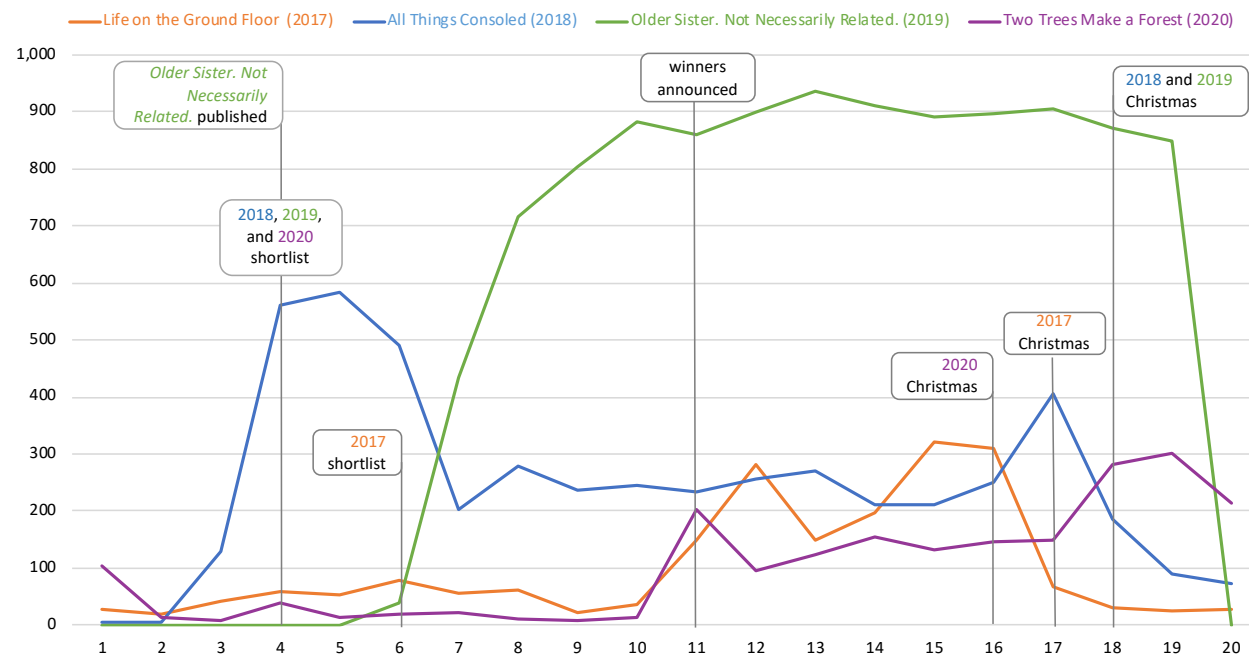
Volume of sales — Winner comparison — 2017–2020



Week	<i>Life on the Ground Floor</i> (2017)	<i>All Things Consol'd</i> (2018)	<i>Older Sister. Not Necessarily Related.</i> (2019)	<i>Two Trees Make a Forest</i> (2020)
1	29	4	0	105
2	20	4	0	13
3	41	129	0	7
4	58	560	0	39
5	54	584	0	15
6	79	491	40	19
7	56	203	433	22
8	63	279	716	11
9	23	236	802	8
10	37	246	881	15
11	148	235	859	202
12	283	257	898	95
13	149	270	935	123
14	198	212	910	155
15	320	211	890	132
16	309	251	896	146
17	67	407	906	148
18	31	187	870	281
19	24	90	847	302
20	27	74	0	213
Total	2,016	4,930	10,883	2,051

Literary Award Report: Hilary Weston 2020–2021

Volume of sales — Winner comparison — 2017–2020



Announcement percent changes

	<i>Life on the Ground Floor</i>	<i>All Things Consolated</i>	<i>Older Sister. Not Necessarily Related.</i>	<i>Two Trees Make a Forest</i>	Average percent change
Shortlist announcement's percent change	55%	1,126%	N/A	-6%	392%
Winner announcement's percent change	261%	-7%	7%	1,682%	486%