



Strictly embargoed until 00.01am Wednesday, 28th April

Manifesto Sales Soar at Waterstone's

Liberal Democrats Sales up 250% from 2005

London, 28 April 2010... Sales of the manifestos for the Conservative, Labour, and Liberal Democrat parties have soared at Waterstone's, the UK's leading bookseller, reflecting the country's increased engagement in this election. Sales have already outstripped the total achieved in 2005 by 160% with eight days still to go before polling day.

The Liberal Democrats in particular have seen a dramatic increase and have already sold over 250% of their total in 2005. The Conservatives have almost doubled their sales, up 193% from 2005. Only Labour has failed as yet to surpass its 2005 performance, with sales at 97% compared to the last election.

Full sales for the period show the Conservatives on top with 38.10% of the total. They are followed by the Liberal Democrats on 32.08%, and Labour on 29.83%.

However, in the week following the first prime ministerial debate, the Liberal Democrats are the clear winners, achieving 36.17% of that week's sales. Labour is second with 33.75%, followed by the Conservatives at 30.08%.

"This is clearly the most important election in a generation," said Andrew Lake, Waterstone's Politics Buyer. "I've worked in books for nearly twenty years and have never seen such demand for manifestos. These titles are outselling some of Waterstone's bestselling authors, including Nick Hornby and Sarah Waters, and sales show no sign of abating."

— ENDS —

Notes to Editors

- This is the first year that Waterstone's has offered the manifestos of each main party as part of its 3 for 2 offer.
- Manifesto displays available for filming in stores. Please contact the Waterstone's Press Office.
- Waterstone's is the UK's leading specialist bookseller with over 300 branches in England, Scotland, Wales and Northern Ireland, as well as branches in Eire, in Amsterdam and Brussels, on the Isle of Man and Jersey. Its transactional website Waterstones.com was launched in 2006, and there are currently over 3 million holders of the Waterstone's Card. Waterstone's was named High Street Retailer of the Year at the Bookseller Retail Awards 2009.
- Images are available upon request.

For further details please contact the Waterstone's Press Office:

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