



BNC RESEARCH

A RESEARCH REPORT BY BOOKNET CANADA

BNC RESEARCH

10.2019

The Governor General's Literary Awards Congratulations, nominees!

**What happens now?
What if you win?**



**BOOKNET
CANADA**

PREPARED BY BNC STAFF

CONFIDENTIAL TO BNC SALES DATA SUBSCRIBERS
© BOOKNET CANADA 2019

Terms of Use

THIS AGREEMENT is a legal document that governs your use of *The Governor General's Literary Awards* in PDF format. By downloading the PDF, you indicate that you agree to be bound by the terms and conditions specified herein.

1. **COPYRIGHT.** BookNet Canada ("BNC") owns all rights in the multi-use PDF of *The Governor General's Literary Awards* ("Electronic Publication") and the copyrights therein. Copyright © BookNet Canada. All rights reserved.
2. **PDF FILES: REPRODUCTION AND DISTRIBUTION.** A purchaser of the Electronic Publication who accepts and agrees to the conditions specified in these Terms of Use ("Authorized Purchaser") may post a copy of the Electronic Publication on their company's secured intranet server and/or distribute the Electronic Publication in physical or digital form to their immediate employees and any wholly owned subsidiaries if a multi-user license agreement has been purchased. Acceptance of the Electronic Publication constitutes the Authorized Purchaser's agreement with these terms.
3. **PROHIBITION OF SUBLICENSE OR ASSIGNMENT.** Except as permitted in 2 above, neither the Terms of Use nor the Electronic Publication nor any part thereof may be sub-licensed, assigned, transferred, or given away by the Authorized Purchaser without the prior written consent of BNC. Any attempt to sublicense, assign or transfer any of the rights, interests, duties, or obligations under this license constitutes a material breach of this Agreement justifying termination.
4. **ALTERATION; NOTICES.** The Authorized Purchaser may not modify, adapt, transform, translate, or create any derivative work based on any material included in the Electronic Publication, or otherwise use any such materials in a manner that would infringe the copyrights therein. Each Electronic Publication will include a Copyright Notice. The Copyright Notice and any other notices or disclaimers may not be removed, obscured, or modified in any way.
5. **REQUIRED NOTICES.** The Authorized Purchaser may not assert or represent to any third party that he or she has any ownership rights in, or the right to sell, transfer, or lend the Electronic Publication.
6. **USER WARRANTIES.** Each Authorized Purchaser warrants that they will use reasonable efforts to ensure the security and integrity of each Electronic Publication and will notify BookNet Canada promptly of any unauthorized use of the Electronic Publication of which they become aware. Any abuse of these Terms of Use may be pursued to the fullest extent permitted under applicable laws, treaties, and conventions.
7. **INDEMNIFICATION.** THE AUTHORIZED PURCHASER AGREES TO INDEMNIFY BNC AND ITS DIRECTORS, OFFICERS, EMPLOYEES, AFFILIATES, AND AGENTS, AND SHALL HOLD EACH OF THEM HARMLESS AGAINST ANY CLAIMS, LOSSES, OR DAMAGES ASSERTED BY ANY ENTITY, INCLUDING COURT COSTS AND REASONABLE ATTORNEYS' FEES, ARISING OUT OF OR IN CONNECTION WITH THE USE, OR ATTEMPTED USE, OF THE ELECTRONIC PUBLICATION.
8. **LIMITATION OF LIABILITY.** BNC SHALL NOT BE LIABLE FOR DIRECT, INDIRECT, INCIDENTAL, SPECIAL, OR CONSEQUENTIAL DAMAGES OF ANY TYPE ARISING OUT OF OR IN CONNECTION WITH THIS AGREEMENT OR THE ELECTRONIC PUBLICATION. The Authorized Purchaser acknowledges that BNC has agreed to make the Electronic Publication available in reliance on the exclusions and limitations of liability and disclaimers of warranty set forth above and that the same form an essential basis of the bargain between the parties.
9. **GOVERNING LAW AND GENERAL PROVISIONS.** The laws of the Government of Canada shall govern these Terms of Use. If any part of any provision of these Terms of Use shall be invalid or unenforceable, such part shall be deemed to be restated to reflect, as nearly as possible, the original intentions of both of the parties in accordance with applicable law, and the remainder of the Terms of Use shall remain in full force and effect. These Terms of Use are the complete and exclusive statement of the agreement between you as the Authorized Purchaser and BNC with respect to the Electronic Publication, and supersedes any proposal or prior agreement, oral or written, and any other communications between you and BNC relating to the subject matter of these Terms of Use. They may not be changed, modified or otherwise altered without the prior written consent of BNC.

If you have questions about public disclosure of this report, please contact media@booknetcanada.ca.

Introduction

The Governor General's (GG) Literary Awards are among the oldest and most prestigious literary prizes in Canada. As Canada's national literary awards, the GGs represent the rich diversity of Canadian literature with some 700 works recognized by authors, poets, playwrights, translators, and illustrators from across Canada.¹

The Governor General's Literary Awards are given annually to the best English-language and the best French-language books in seven categories: Fiction; Non-fiction; Poetry; Drama; Young People's Literature – Text; Young People's Literature – Illustrated; and Translation (from French to English).

Based on BNC's research, the Governor General's Literary Awards continue to have an impact on sales in Canada. 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. The titles shortlisted for the 2018 Governor General's Literary Awards have been compared by volume sold and on-hand information.

This study includes:

- Week-over-week comparison of volume sold for all 2018 English-language nominees
- A look at each 2018 shortlisted title, showing volume sold and units on-hand throughout the GG's timeline
- Year-over-year comparison of volume sold for all GG winners from 2014 to 2018

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.

¹ Canada Council for the Arts. <http://ggbooks.ca/home>

Caveats

Based on publisher feedback, we estimate that BNC SalesData represents 85% of physical 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.

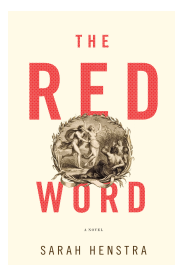
At this time, ebook sales are not represented in BNC's data. Therefore, all numbers in this report refer to print books only.

The Governor General's Award for English-language Fiction

Organized by Canada Council for the Arts

Nominations announced: Oct. 3, 2018

Winner announced: Oct. 30, 2018



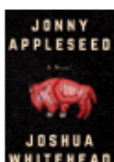
2018 Winner

- *The Red Word* by Sarah Henstra, ECW Press, TP 9781770414242, \$19.95

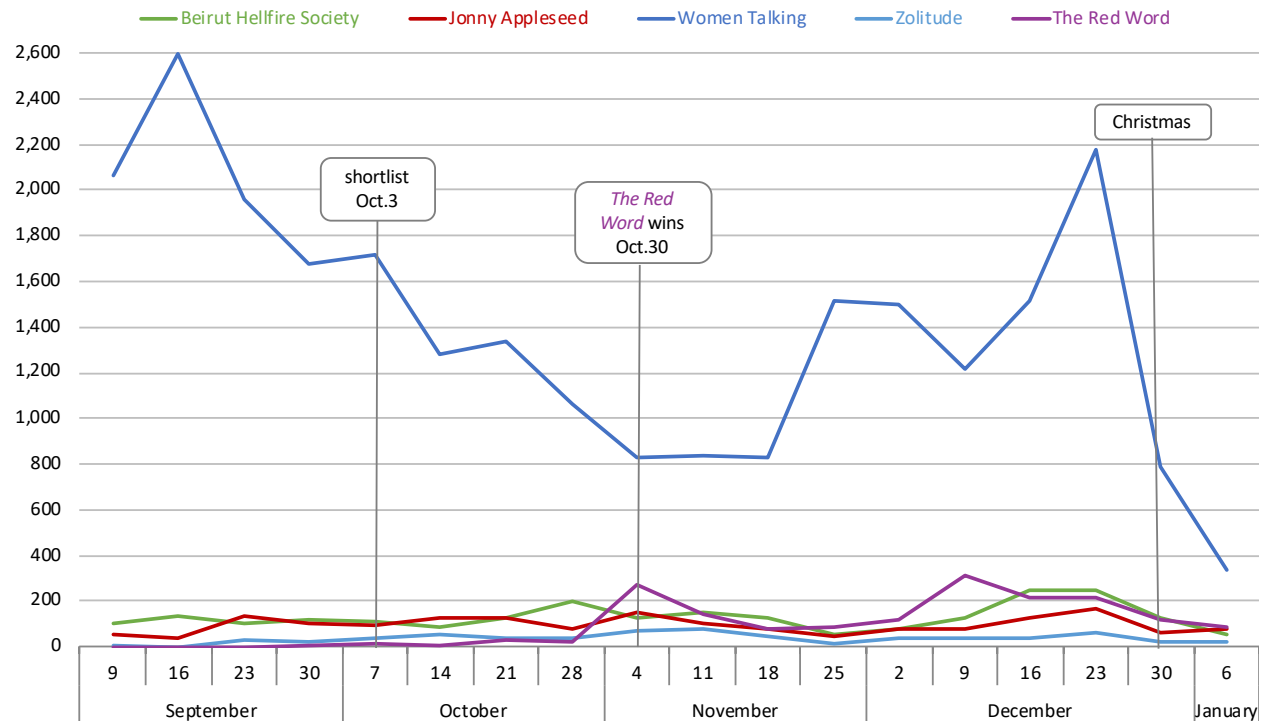
2018 Nominees

- *Beirut Hellfire Society* by Rawi Hage, Knopf Random Vintage Canada, HT 9780735273597, \$29.95
- *Jonny Appleseed* by Joshua Whitehead, Arsenal Pulp Press, TP 9781551527253, \$17.95
- *The Red Word* by Sarah Henstra, ECW Press, TP 9781770414242, \$19.95
- *Women Talking* by Miriam Toews, Knopf Random Vintage Canada, HT 9780735273962, \$29.95
- *Zolitude* by Paige Cooper, Biblioasis, TP 9781771962179, \$19.95

Shortlisted Titles – Volume Sold

		Shortlist announced	Winner announced	Christmas			
							
		<i>Beirut Hellfire Society</i>	<i>Jonny Appleseed</i>	<i>Women Talking</i>	<i>Zolitude</i>	<i>The Red Word</i>	2018-2019 Market Fiction
September	9	102	55	2067	3	2	263,160
	16	135	38	2593	0	1	262,774
	23	102	132	1958	29	2	256,464
	30	122	104	1677	21	8	256,642
October	7	108	98	1713	42	15	261,862
	14	85	126	1280	52	9	229,475
	21	129	126	1336	35	32	260,872
	28	203	80	1065	35	26	253,865
November	4	131	149	828	67	276	271,367
	11	151	107	834	82	141	271,625
	18	131	79	827	45	82	264,138
	25	57	48	1511	16	89	354,744
December	2	81	76	1499	40	122	365,540
	9	125	80	1215	35	312	381,520
	16	248	130	1514	42	215	432,600
	23	247	168	2179	61	212	558,278
	30	125	63	787	19	122	301,375
January	6	54	75	335	20	86	220,985

Shortlisted Titles – Volume Sold



Shortlist announcement (Oct. 3, 2018):

Three of the five shortlisted titles experienced a sales increase after the shortlist announcement, ranging from 38% to 212%. *Beirut Hellfire Society* and *Women Talking* experienced a sales decrease after the shortlist announcement (-29% and -38%, respectively). *Zolitude* experienced the highest sales increase (212%), with *The Red Word* experiencing the second highest sales increase of 145% and *Jonny Appleseed* experiencing a sales increase after the shortlist announcement of 38%.

Winner announcement (Oct. 30, 2018):

Most titles, except for *The Red Word*, peaked leading up to Christmas. *The Red Word* peaked the week ending Dec. 9, 2018, with more units sold than the week it won. After winning, *The Red Word* experienced the highest sales increase of any of the shortlisted titles: 531%. *Zolitude* experienced a sales increase after the winner announcement of 102% but it had the lowest number of sales during the graphed time period. *Beirut Hellfire Society* experienced the smallest sales increase after the winner announcement of 9%. *Women Talking* outsold the other nominated titles over the graphed timeframe.

Shortlisted Titles – Volume On Hand

		Shortlist announced	Winner announced	Christmas		
		Beirut Hellfire Society	Jonny Appleseed	Women Talking	Zolitude	The Red Word
September	9	2,742	284	14,117	128	171
	16	2,817	288	12,313	130	169
	23	2,800	247	10,992	112	163
	30	2,806	281	9,969	197	161
October	7	2,808	375	13,631	287	155
	14	2,800	542	12,762	459	161
	21	2,788	639	11,760	522	278
	28	2,748	818	13,053	648	323
November	4	2,667	776	10,454	695	254
	11	2,608	721	10,285	710	519
	18	2,475	733	9,650	652	637
	25	2,294	675	8,397	673	602
December	2	2,123	636	7,225	651	1,330
	9	2,002	648	6,418	640	2,606
	16	1,823	657	5,345	622	2,733
	23	1,680	637	3,697	573	2,698
	30	1,574	590	2,902	559	2,596
January	6	1,535	536	3,891	540	2,526

Winner Comparison by Volume Sold – 2014 to 2018

Winners

- **2014:** *The Back of the Turtle* by Thomas King, HarperCollins Canada, HT 9781443431620, \$33.95, TP 9781443446464, \$24.99
- **2015:** *Daddy Lenin and Other Stories* by Guy Vanderhaeghe, McClelland & Stewart, HT 9780771099144, \$29.95
- **2016:** *Do Not Say We Have Nothing* by Madeleine Thien, Knopf Canada, HT 9780345810427, \$35.00
- **2017:** *We'll All Be Burnt in Our Beds Some Night* by Joel Thomas Hynes, TP 9781443447836, \$21.99
- **2018:** *The Red Word* by Sarah Henstra, ECW Press, TP 9781770414242, \$19.95

Winner Comparison – Volume Sold

Shortlist announced

Winner announced

Christmas



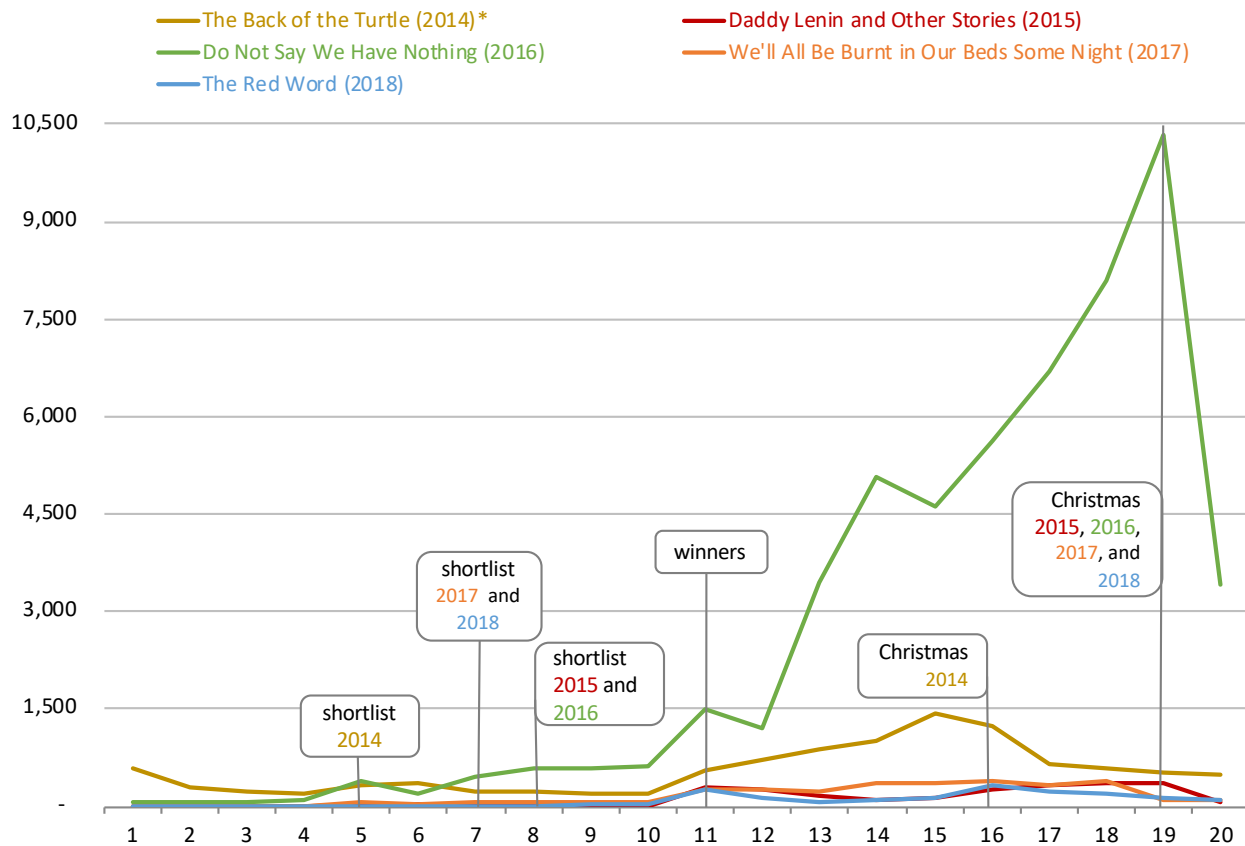
	<i>The Back of the Turtle (2014)*</i>	<i>Daddy Lenin and Other Stories (2015)</i>	<i>Do Not Say We Have Nothing (2016)</i>	<i>We'll All Be Burnt in Our Beds Some Night (2017)</i>	<i>The Red Word (2018)</i>
1	599	12	70	9	1
2	286	10	60	7	2
3	224	16	52	8	2
4	200	17	92	9	1
5	324	22	395	63	2
6	353	26	185	38	8
7	235	32	470	76	15
8	223	26	583	62	9
9	185	17	595	78	32
10	182	17	622	57	26
11	556	291	1,496	252	276
12	724	248	1,195	245	141
13	874	163	3,441	242	82
14	1,011	113	5,066	355	89
15	1,424	127	4,629	347	122
16	1,250	253	5,610	406	312
17	655	337	6,687	341	215
18	576	364	8,091	379	212
19	513	373	10,317	108	122
20	503	64	3,405	105	86

*Sales for the paperback and hardcover editions are combined.



BOOKNET
CANADA

Winner Comparison – Volume Sold

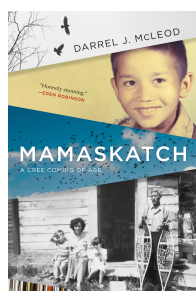


*Sales for the paperback and hardcover editions are combined.

The 2018 winner *The Red Word* experienced the highest sales increase of all the winners since 2014 but the lowest total number of sales in the graphed timeframe. Madeleine Thien's *Do Not Say We Have Nothing* sold the most units out of all five winning titles over the 20-week period, perhaps due to winning the Scotiabank Giller Prize in 2016 and its other award nominations (i.e., the Man Booker Prize in 2016 and the Women's Prize for Fiction and Folio Prize in 2017). All winning titles experienced a high sales increase after the winner announcement, between 99% and 1140%.

The Governor General's Award for English-language Non-fiction

Organized by Canada Council for the Arts
Nominations announced: Oct. 3, 2018
Winner announced: Oct. 30, 2018



2018 Winner

- *Mamaskatch* by Darrel J. McLeod, Douglas and McIntyre, HT 9781771622004, \$29.95

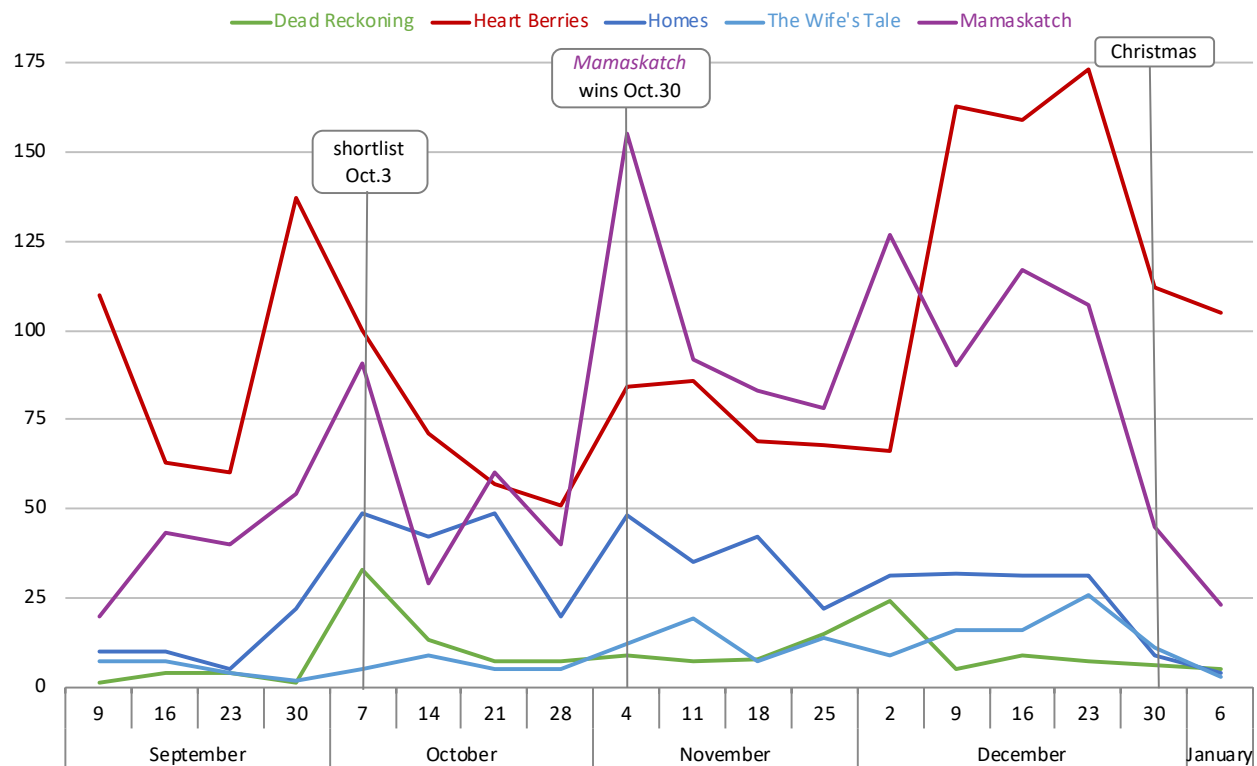
2018 Nominees

- *Dead Reckoning* by Carys Cragg, Arsenal Pulp Press, TP 9781551526973, \$19.95
- *Heart Berries* by Terese Marie Mailhot, Doubleday Canada, HT 9780385691147, \$25.00
- *Homes* by Abu Bakr al Rabeeah, Freehand Books, TP 9781988298283, \$19.95
- *Mamaskatch* by Darrel J. McLeod, Douglas and McIntyre, HT 9781771622004, \$29.95
- *The Wife's Tale* by Aida Edemariam, Knopf Random Vintage Canada, HT 9780307361714, \$34.00

Shortlisted Titles – Volume Sold

		Shortlist announced		Winner announced		Christmas			
									
		<i>Dead Reckoning</i>	<i>Heart Berries</i>	<i>Homes</i>	<i>The Wife's Tale</i>	<i>Mamaskatch</i>	2018-2019 Market Non-Fiction		
September	9	1	110	10	7	20	298,876		
	16	4	63	10	7	43	346,472		
	23	4	60	5	4	40	329,817		
	30	1	137	22	2	54	312,957		
October	7	33	100	49	5	91	317,418		
	14	13	71	42	9	29	292,535		
	21	7	57	49	5	60	324,909		
	28	7	51	20	5	40	337,024		
November	4	9	84	48	12	155	352,311		
	11	7	86	35	19	92	370,473		
	18	8	69	42	7	83	433,997		
	25	15	68	22	14	78	581,162		
December	2	24	66	31	9	127	596,341		
	9	5	163	32	16	90	653,424		
	16	9	159	31	16	117	795,006		
	23	7	173	31	26	107	1,047,231		
	30	6	112	9	11	45	523,284		
January	6	5	105	4	3	23	364,948		

Shortlisted Titles – Volume Sold



Shortlist announcement (Oct. 3, 2018):

Most of the titles experienced a low sales increase or flat sales the week of the shortlist announcement, from the 3% experienced by *Dead Reckoning* to the 0% experienced by *Heart Berries* and *Mamaskatch*. *Heart Berries* was shortlisted for Hilary Weston Prize for Non-Fiction on Sep. 19, 2018.

Winner announcement (Oct. 30, 2018):

The Wife's Tale experienced the highest sales increase of 200% and the winning title experienced a sales increase of 114%, while *Dead Reckoning* experienced a decrease of -22% and *Homes* experienced a sales decrease of -5% for the week of the winner announcement.

Homes went on to be nominated for Canada Reads on Jan. 31, 2019 and *Mamaskatch* was nominated for the RBC Taylor Prize on Jan. 9, 2019.

Shortlisted Titles – Volume On Hand

		Shortlist announced		Winner announced		Christmas	
		Dead		The Wife's			
		Reckoning	Heart Berries	Homes	Tale	Mamaskatch	
September	9	144	1,544	725	490	353	
	16	139	1,511	682	449	374	
	23	136	1,517	656	406	387	
	30	131	1,439	602	358	447	
October	7	127	1,376	490	273	542	
	14	140	1,397	476	273	569	
	21	176	1,427	462	276	569	
	28	179	1,396	450	278	575	
November	4	173	1,361	413	276	514	
	11	171	1,332	448	272	806	
	18	175	1,240	453	266	866	
	25	175	1,239	458	249	818	
December	2	173	1,143	436	244	798	
	9	173	1,047	407	228	785	
	16	172	1,051	398	217	735	
	23	172	896	349	208	676	
	30	168	788	346	202	632	
January	6	168	729	372	201	587	

Winner Comparison by Volume Sold – 2014 to 2018

Winners

- **2014:** *The End of Absence: Reclaiming What We've Lost In a World of Constant Connection* by Michael Harris, HarperCollins Canada, HT 9781443426275, \$29.99
- **2015:** *Bee Time: Lessons from the Hive* by Mark L. Winston, Harvard University Press, HT 9780674368392, \$32.50
- **2016:** *A World We Have Lost: Saskatchewan Before 1905* by Bill Waiser, Fifth House Publishers, HT 9781927083390, \$70.00
- **2017:** *The Way of the Strangers* by Graeme Wood, Random House Publishing Group, HT 9780812988758, \$36.00
- **2018:** *Mamaskatch* by Darrel J. McLeod, Douglas and McIntyre, HT 9781771622004, \$29.95

Winner Comparison – Volume Sold

Shortlist announced

Winner announced

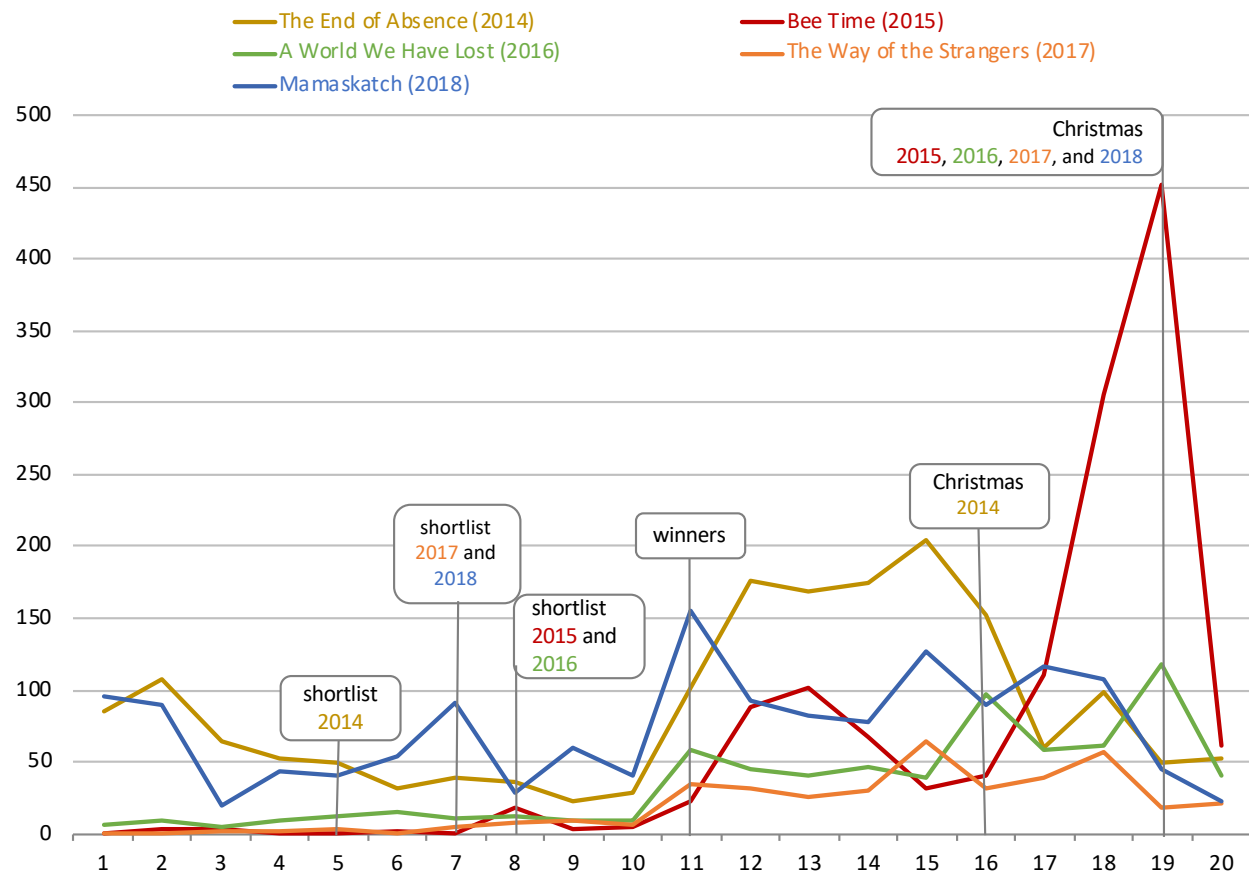
Christmas



	<i>The End of Absence (2014)</i>	<i>Bee Time (2015)</i>	<i>A World We Have Lost (2016)</i>	<i>The Way of the Strangers (2017)</i>	<i>Mamaskatch (2018)</i>
1	85	1	6	1	95
2	107	3	10	1	89
3	64	4	5	2	20
4	52	1	10	2	43
5	49	1	12	3	40
6	31	2	16	0	54
7	39	1	11	5	91
8	36	18	12	8	29
9	22	3	10	9	60
10	28	5	10	7	40
11	102	23	59	35	155
12	176	88	45	32	92
13	169	102	41	25	83
14	174	68	47	30	78
15	205	31	39	64	127
16	152	40	97	31	90
17	60	111	58	39	117
18	98	305	61	57	107
19	49	451	118	18	45
20	53	61	40	21	23



Winner Comparison – Volume Sold



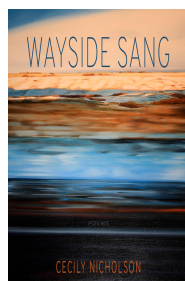
All winning titles experienced a sales increase following their winner announcement, with increases ranging from 114% (*Mamaskatch*) to 514% (*The End of Absence*).

The Governor General's Award for English-language Poetry

Organized by Canada Council for the Arts

Nominations announced: Oct. 3, 2018

Winner announced: Oct. 30, 2018



2018 Winner

- *Wayside Sang* by Cecily Nicholson, Talonbooks, TP 9781772011821, \$16.95

2018 Nominees

- *Because* by Joshua Mensch, WW Norton, HT 9780393635225, \$29.95
- *Night Became Years* by Jason Stefanik, Coach House Books, TP 9781552453636, \$19.95
- *The Blue Clerk* by Dionne Brand, McClelland & Stewart, HT 9780771070815, \$32.95
- *This Wound is a World* by Billy-Ray Belcourt, Frontenac House, TP 9781927823644, \$19.95
- *Wayside Sang* by Cecily Nicholson, Talonbooks, TP 9781772011821, \$16.95

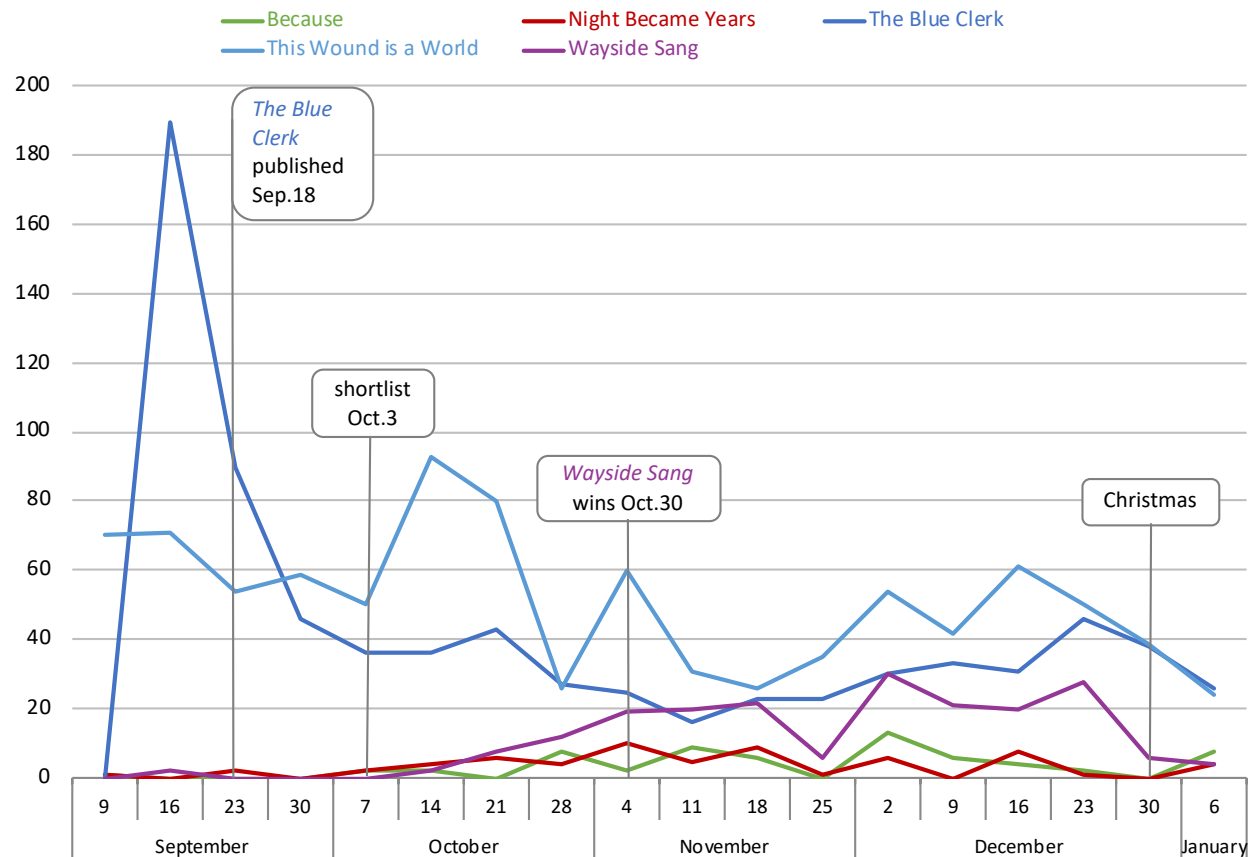
Shortlisted Titles – Volume Sold

		Shortlist announced	Winner announced	Christmas			
							2018-2019 Market Non-Fiction
		<i>Because</i>	<i>Night Became Years</i>	<i>The Blue Clerk</i>	<i>This Wound is a World</i>	<i>Wayside Sang</i>	
September	9	1	1	0	70	0	298,876
	16	0	0	189	71	2	346,472
	23	0	2	90	54	0	329,817
	30	0	0	46	59	0	312,957
October	7	2	2	36	50	0	317,418
	14	2	4	36	93	2	292,535
	21	0	6	43	80	8	324,909
	28	8	4	27	26	12	337,024
November	4	2	10	25	60	19	352,311
	11	9	5	16	31	20	370,473
	18	6	9	23	26	22	433,997
	25	0	1	23	35	6	581,162
December	2	13	6	30	54	30	596,341
	9	6	0	33	42	21	653,424
	16	4	8	31	61	20	795,006
	23	2	1	46	50	28	1,047,231
	30	0	0	38	39	6	523,284
January	6	8	4	26	24	4	364,948



BOOKNET
CANADA

Shortlisted Titles – Volume Sold



Shortlist announcement (Oct. 3, 2018):

The Blue Clerk and *This Wound is a World* sold the most units of all the shortlisted titles within this timeframe. *The Blue Clerk* was published two weeks before the shortlist announcement. Sales changes after the shortlist announcement ranged from -67% (*The Blue Clerk*) to 500% (*Night Became Years*).

Winner announcement (Oct. 30, 2018):

The winner *Wayside Sang* experienced the highest sales increase following the winner announcement (173%), closely followed by *Because* (170%). *Night Became Years* experienced a low sales increase of 7% while the other two shortlisted titles experienced sales decreases post-winner announcement (*This Wound is a World* with -53% and *The Blue Clerk* with -55%). Over the graphed time period, *This Wound is a World* sold the highest number of copies, followed by *The Blue Clerk*.

Shortlisted Titles – Volume On Hand

		Shortlist announced	Winner announced	Christmas		
		Night Became		This Wound is a		
		Because	Years	The Blue Clerk	World	Wayside Sang
September	9	52	30	0	238	13
	16	51	29	112	338	13
	23	52	29	438	297	11
	30	52	29	454	266	11
October	7	60	36	430	285	25
	14	61	48	466	232	42
	21	64	55	570	193	55
	28	95	61	604	272	58
November	4	97	56	549	307	60
	11	109	57	554	377	123
	18	102	47	545	375	144
	25	99	47	533	359	145
December	2	100	45	457	327	154
	9	98	45	463	333	171
	16	98	45	455	340	175
	23	96	44	451	330	180
	30	96	43	411	281	183
January	6	97	42	392	274	184

Winner Comparison by Volume Sold – 2014 to 2018

Winners

- **2014:** *Lake of Two Mountains* by Arleen Pare, Brick Books Incorporated, TP 9781926829876, \$20.00
- **2015:** *My Shoes Are Killing Me* by Robyn Sarah, Biblioasis, TP 9781771960137, \$18.95
- **2016:** *The Waking Comes Late* by Steven Heighton, House of Anansi, TP 9781487000936, \$19.95
- **2017:** *On Not Losing My Father's Ashes in the Flood* by Richard Harrison, Wolsak & Wynn Publishers, TP 9781928088226, \$18.00
- **2018:** *Wayside Sang* by Cecily Nicholson, Talonbooks, TP 9781772011821, \$16.95

Winner Comparison – Volume Sold

Shortlist announced

Winner announced

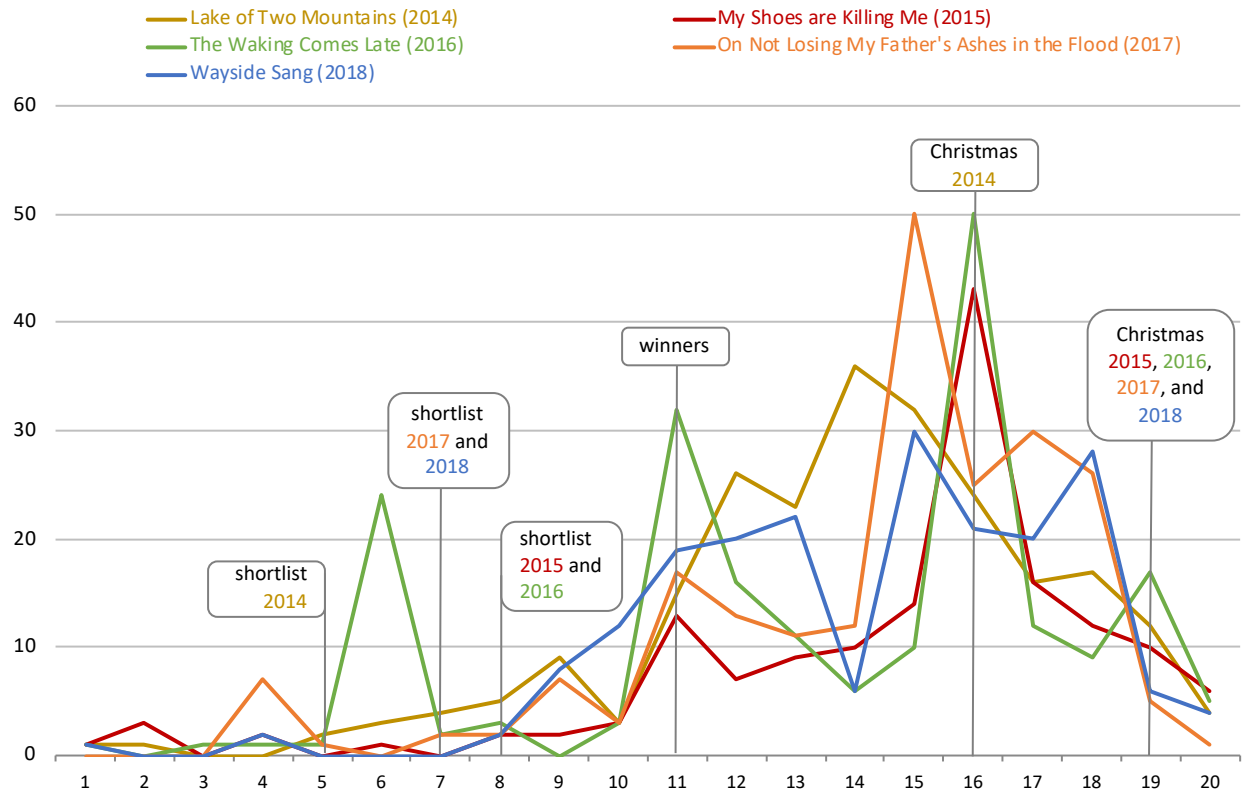
Christmas



	<i>Lake of Two Mountains</i> (2014)	<i>My Shoes are Killing Me</i> (2015)	<i>The Waking Comes Late</i> (2016)	<i>On Not Losing My Father's Ashes in the Flood</i> (2017)	<i>Wayside Sang</i> (2018)
1	1	1	1	0	1
2	1	3	0	0	0
3	0	0	1	0	0
4	0	2	1	7	2
5	2	0	1	1	0
6	3	1	24	0	0
7	4	0	2	2	0
8	5	2	3	2	2
9	9	2	0	7	8
10	3	3	3	3	12
11	15	13	32	17	19
12	26	7	16	13	20
13	23	9	11	11	22
14	36	10	6	12	6
15	32	14	10	50	30
16	24	43	50	25	21
17	16	16	12	30	20
18	17	12	9	26	28
19	12	10	17	5	6
20	4	6	5	1	4



Winner Comparison – Volume Sold

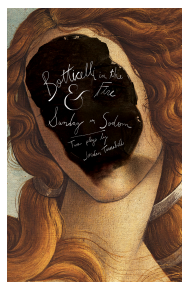


The Governor General's Award for English-language Drama

Organized by Canada Council for the Arts

Nominations announced: Oct. 3, 2018

Winner announced: Oct. 30, 2018



2018 Winner

- *Botticelli in the Fire & Sunday in Sodom* by Jordan Tannahill, Playwrights Canada Press, TP 9781770919174, \$18.95

2018 Nominees

- *Botticelli in the Fire & Sunday in Sodom* by Jordan Tannahill, Playwrights Canada Press, TP 9781770919174, \$18.95
- *Gertrude and Alice* by Evalyn Parry, Playwrights Canada Press, TP 9781770918801, \$18.95
- *Paradise Lost* by Erin Shields, Playwrights Canada Press, TP 9781770919334, \$17.95
- *The Men in White* by Anosh Irani, House of Anansi, TP 9781487004736, \$19.95
- *This Is How We Got Here* by Keith Barker, Playwrights Canada Press, TP 9781770918221, \$17.95

Shortlisted Titles – Volume Sold

Shortlist announced

Winner announced

Christmas

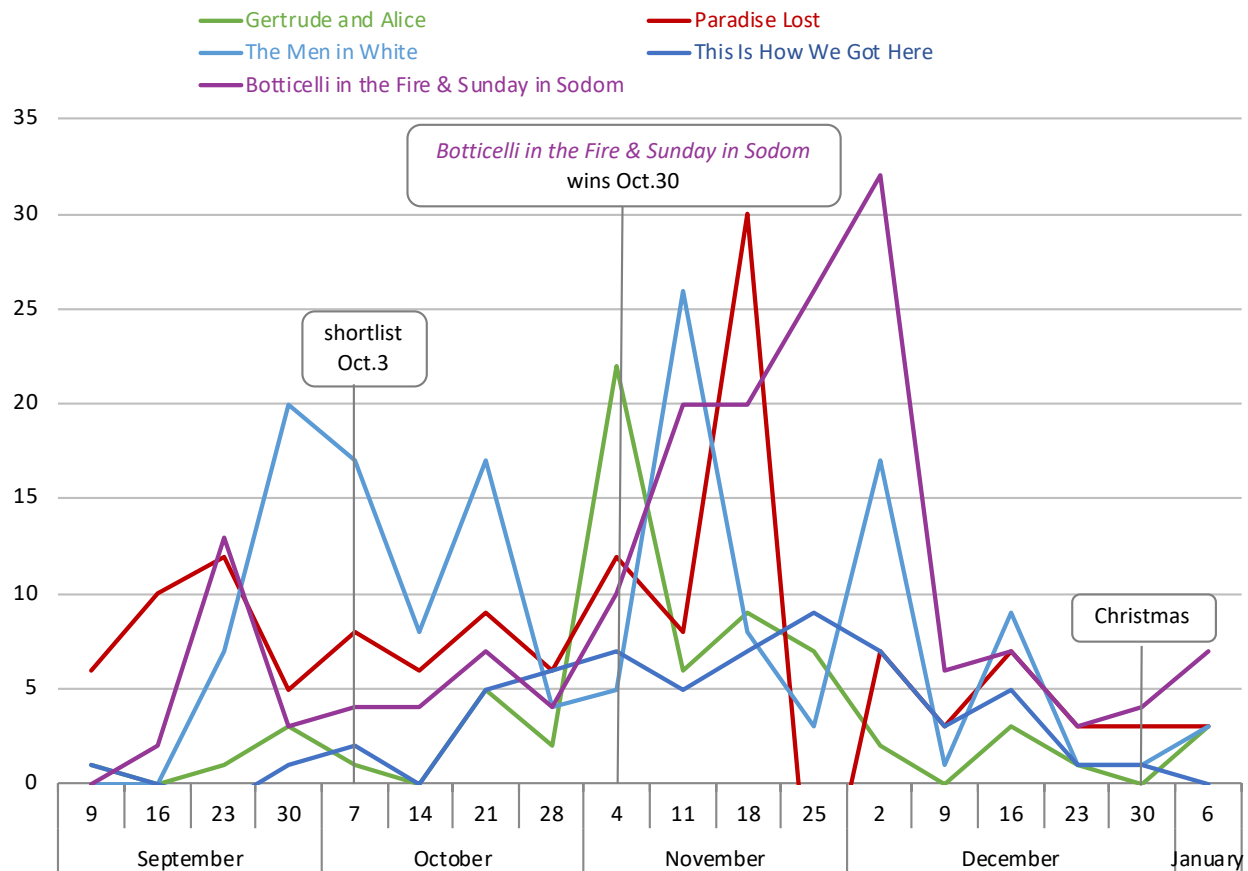


	<i>Gertrude and Alice</i>	<i>Paradise Lost</i>	<i>The Men in White</i>	<i>This Is How We Got Here</i>	<i>Botticelli in the Fire & Sunday in Sodom</i>	2018-2019 Market Non-Fiction
September 9	1	6	0	1	0	298,876
16	0	10	0	0	2	346,472
23	1	12	7	-1	13	329,817
30	3	5	20	1	3	312,957
October 7	1	8	17	2	4	317,418
14	0	6	8	0	4	292,535
21	5	9	17	5	7	324,909
28	2	6	4	6	4	337,024
November 4	22	12	5	7	10	352,311
11	6	8	26	5	20	370,473
18	9	30	8	7	20	433,997
25	7	-9	3	9	26	581,162
December 2	2	7	17	7	32	596,341
9	0	3	1	3	6	653,424
16	3	7	9	5	7	795,006
23	1	3	1	1	3	1,047,231
30	0	3	1	1	4	523,284
January 6	3	3	3	0	7	364,948



BOOKNET
CANADA

Shortlisted Titles – Volume Sold



Shortlist announcement (Oct. 3, 2018):

Sales were sporadic throughout the graphed 20-week period and don't generally follow the award's timeline; all titles experienced a sales decrease following the shortlist announcement.

Winner announcement (Oct. 30, 2018):

The winning title *Botticelli in the Fire & Sunday in Sodom* experienced a 300% sales increase following the winner announcement, a sales peak the first week of December, and the highest number of sales during the graphed timeframe of all the shortlisted titles. All the nominees experienced a sales increase following the winner announcement, ranging from 36% to 300%. Sales for the shortlisted titles peaked one to three weeks after the winner announcement.

Shortlisted Titles – Volume On Hand

		Shortlist announced	Winner announced	Christmas		
		<i>Gertrude and Alice</i>	<i>Paradise Lost</i>	<i>The Men in White</i>	<i>This Is How We Got Here</i>	<i>Botticelli in the Fire & Sunday in Sodom</i>
September	9	12	18	0	20	12
	16	12	12	4	20	16
	23	12	11	53	20	19
	30	14	12	48	20	16
October	7	13	11	36	19	15
	14	13	14	44	22	15
	21	17	21	44	31	29
	28	18	39	66	27	33
November	4	21	41	46	30	45
	11	23	52	48	32	104
	18	21	31	44	30	109
	25	24	48	45	31	99
December	2	19	33	44	30	72
	9	19	31	44	28	54
	16	20	35	44	27	63
	23	20	40	43	28	63
	30	20	50	49	28	65
January	6	19	51	50	28	60

Winner Comparison by Volume Sold – 2014 to 2018

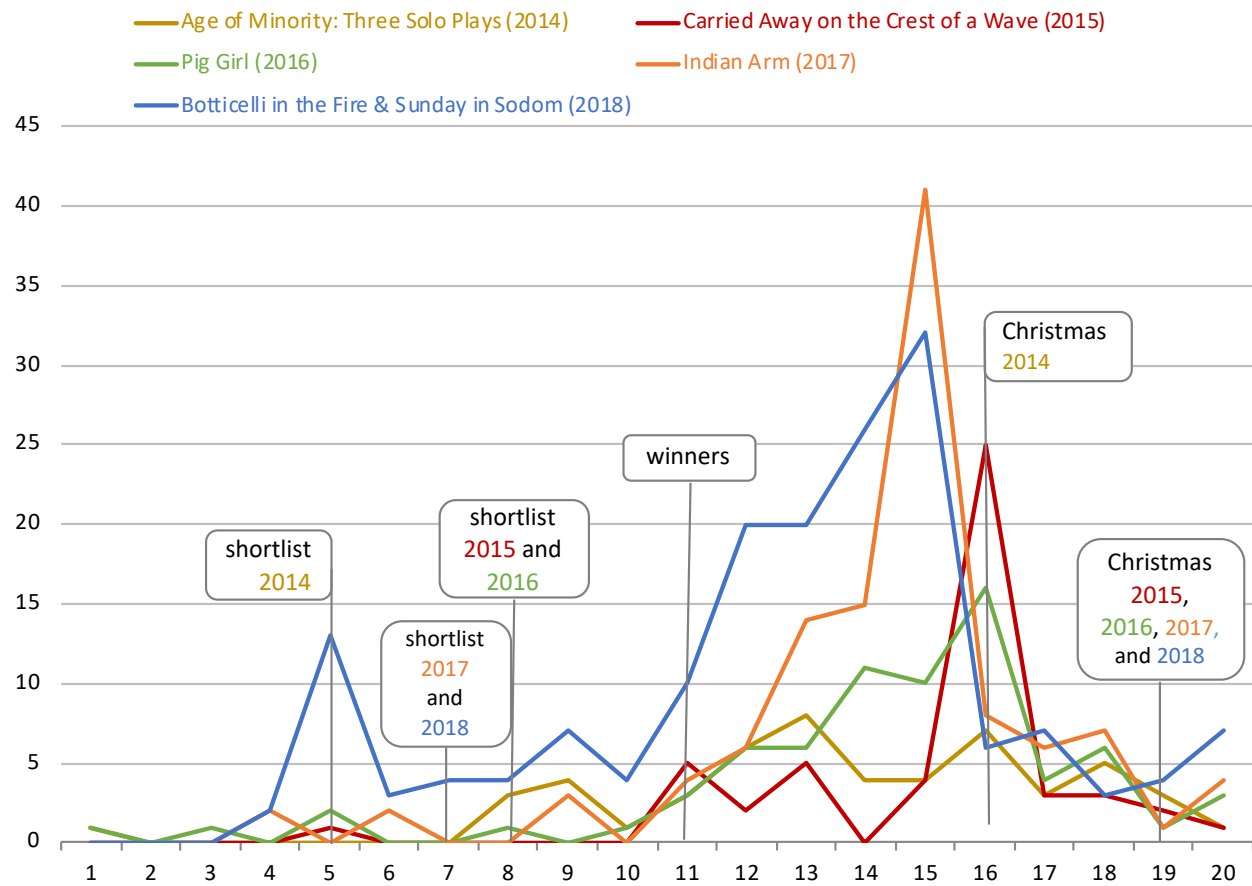
Winners

- **2014:** *Age of Minority* by Jordan Tannahill, Playwrights Canada Press, TP 9781770911949, \$19.95
- **2015:** *carried away on the crest of a wave* by David Yee, Playwrights Canada Press, TP 9781770912571, \$16.95
- **2016:** *Pig Girl* by Colleen Murphy, Playwrights Canada Press, TP 9781770914469, \$17.95
- **2017:** *Indian Arm* by Hiro Kanagawa, Playwrights Canada Press, TP 9781770915725, \$17.95
- **2018:** *Botticelli in the Fire & Sunday in Sodom* by Jordan Tannahill, Playwrights Canada Press, TP 9781770919174, \$18.95

Winner Comparison – Volume Sold

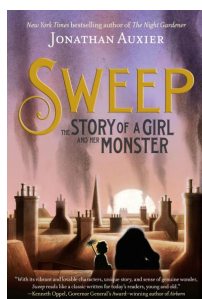
	Shortlist announced	Winner announced	Christmas		
					
	<i>Age of Minority: Three Solo Plays (2014)</i>	<i>Carried Away on the Crest of a Wave (2015)</i>	<i>Pig Girl (2016)</i>	<i>Indian Arm (2017)</i>	<i>Botticelli in the Fire & Sunday in Sodom (2018)</i>
1	1	0	1	0	0
2	0	0	0	0	0
3	0	0	1	0	0
4	0	0	0	2	2
5	0	1	2	0	13
6	0	0	0	2	3
7	0	0	0	0	4
8	3	0	1	0	4
9	4	0	0	3	7
10	1	0	1	0	4
11	3	5	3	4	10
12	6	2	6	6	20
13	8	5	6	14	20
14	4	0	11	15	26
15	4	4	10	41	32
16	7	25	16	8	6
17	3	3	4	6	7
18	5	3	6	7	3
19	3	2	1	1	4
20	1	1	3	4	7

Winner Comparison – Volume Sold



The Governor General's Award for English-language Young People's Literature – Text

Organized by Canada Council for the Arts
Nominations announced: Oct. 3, 2018
Winner announced: Oct. 30, 2018



2018 Winner

- *Sweep: The Story of a Girl and Her Monster* by Jonathan Auxier, Puffin Canada, HT 9780735264359, \$21.99

2018 Nominees

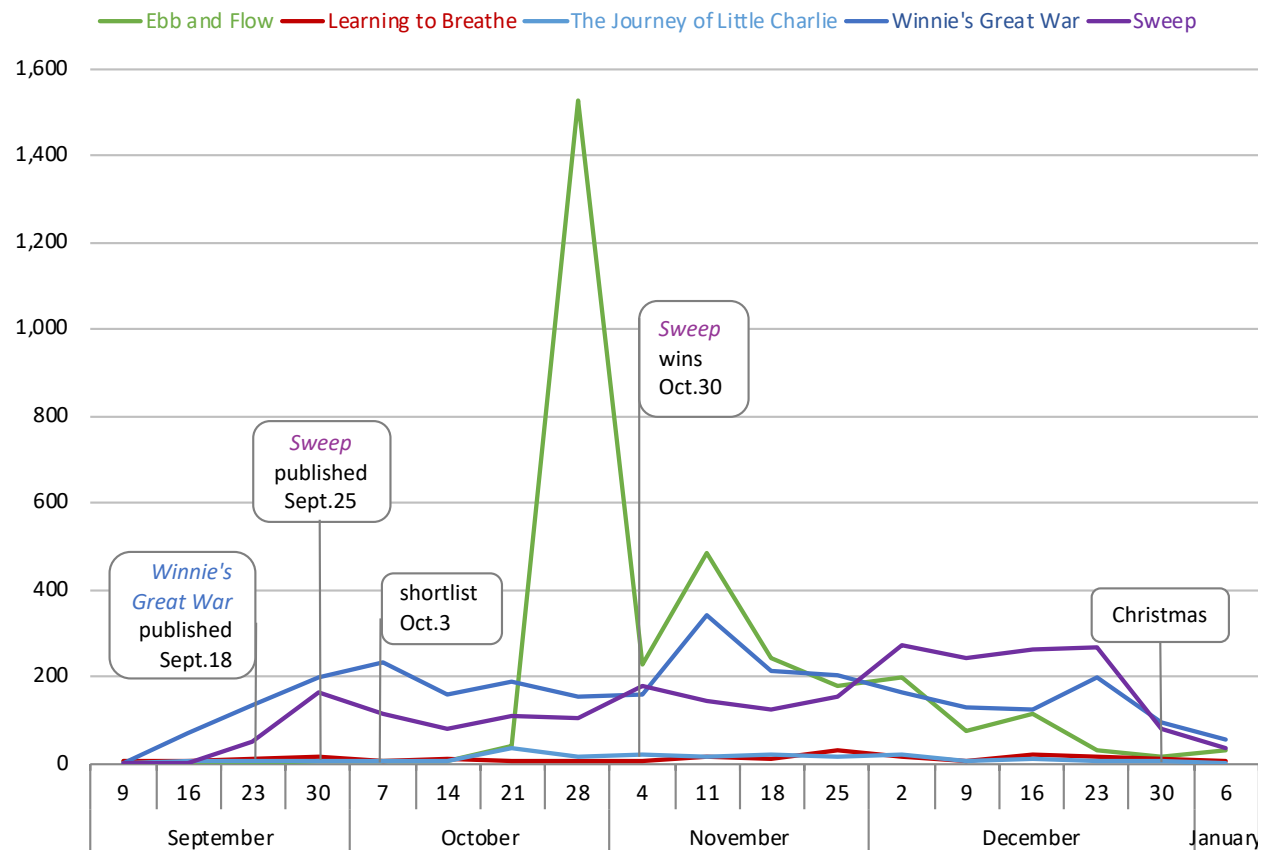
- *Ebb and Flow* by Heather T. Smith, Kids Can Press, HT 9781771388382, \$17.99
- *Learning to Breathe* by Janice Lynn Mather, Simon & Schuster Books for Young Readers, HT 9781534406018, \$23.99
- *Sweep: The Story of a Girl and Her Monster* by Jonathan Auxier, Puffin Canada, HT 9780735264359, \$21.99
- *The Journey of Little Charlie* by Christopher Paul Curtis, Scholastic Canada, HT 9781443142632, \$19.99
- *Winnie's Great War* by Lindsay Mattick, HarperCollins, HT 9781443456982, \$17.99

Shortlisted Titles – Volume Sold

Shortlist announced Winner announced Christmas

							2018-2019 Market Juvenile & YA
		<i>Ebb and Flow</i>	<i>Learning to Breathe</i>	<i>The Journey of Little Charlie</i>	<i>Winnie's Great War</i>	<i>Sweep</i>	
September	9	5	6	-1	3	0	324,284
	16	2	5	6	71	0	358,934
	23	1	10	4	132	52	399,059
	30	4	14	5	197	166	419,265
October	7	7	8	4	235	114	409,689
	14	7	10	4	161	79	364,517
	21	40	8	37	189	109	420,334
	28	1,529	7	17	154	106	482,192
November	4	230	7	19	158	181	488,058
	11	483	18	17	341	146	511,967
	18	242	11	21	214	126	553,531
	25	177	30	14	202	153	745,797
December	2	197	18	20	165	273	751,383
	9	77	5	4	130	245	812,935
	16	116	23	10	123	262	945,463
	23	31	14	5	197	267	1,020,456
January	30	15	12	4	94	82	439,478
	6	33	5	3	54	37	304,101

Shortlisted Titles – Volume Sold



Shortlist announcement (Oct. 3, 2018):

All the shortlisted titles experienced a sales increase following the shortlist announcement, except for *The Journey of Little Charlie*, which experienced a sales decrease of -20%. *Ebb and Flow* experienced the highest increase, of 200%, while the rest of the shortlisted titles experienced sales increases ranging from 3% to 21%. *Sweep* and *Winnie's Great War* were published one week and two weeks, respectively, prior to the shortlist announcement.

Winner announcement (Oct. 30, 2018):

Learning to Breathe experienced the highest sales increase after the winner announcement (116%), followed by *Winnie's Great War* (103%). *Ebb and Flow* and *Winnie's Great War* sold the highest number of units within the graphed timeframe, followed by *Sweep* in third place. After *Sweep* won, it experienced a sales increase of 49%.

Shortlisted Titles – Volume On Hand

		Shortlist announced	Winner announced	Christmas		
		<i>Ebb and Flow</i>	<i>Learning to Breathe</i>	<i>The Journey of Little Charlie</i>	<i>Winnie's Great War</i>	<i>Sweep</i>
September	9	178	1,159	182	34	0
	16	184	1,087	180	532	0
	23	183	1,050	167	1,690	202
	30	643	978	157	1,756	1,010
October	7	635	958	148	1,981	958
	14	623	947	168	2,251	1,026
	21	673	956	325	2,190	1,260
	28	463	1,072	364	2,263	1,395
November	4	466	1,058	361	2,226	1,330
	11	482	1,048	356	1,960	1,424
	18	809	1,026	346	1,572	1,549
	25	662	1,024	356	1,487	1,478
December	2	1,485	1,014	353	1,367	1,329
	9	1,473	988	349	1,262	1,283
	16	1,379	949	347	1,620	1,216
	23	456	940	345	1,622	1,074
	30	447	929	344	1,576	1,043
January	6	1,309	922	349	1,538	1,073

Winner Comparison by Volume Sold – 2014 to 2018

Winners

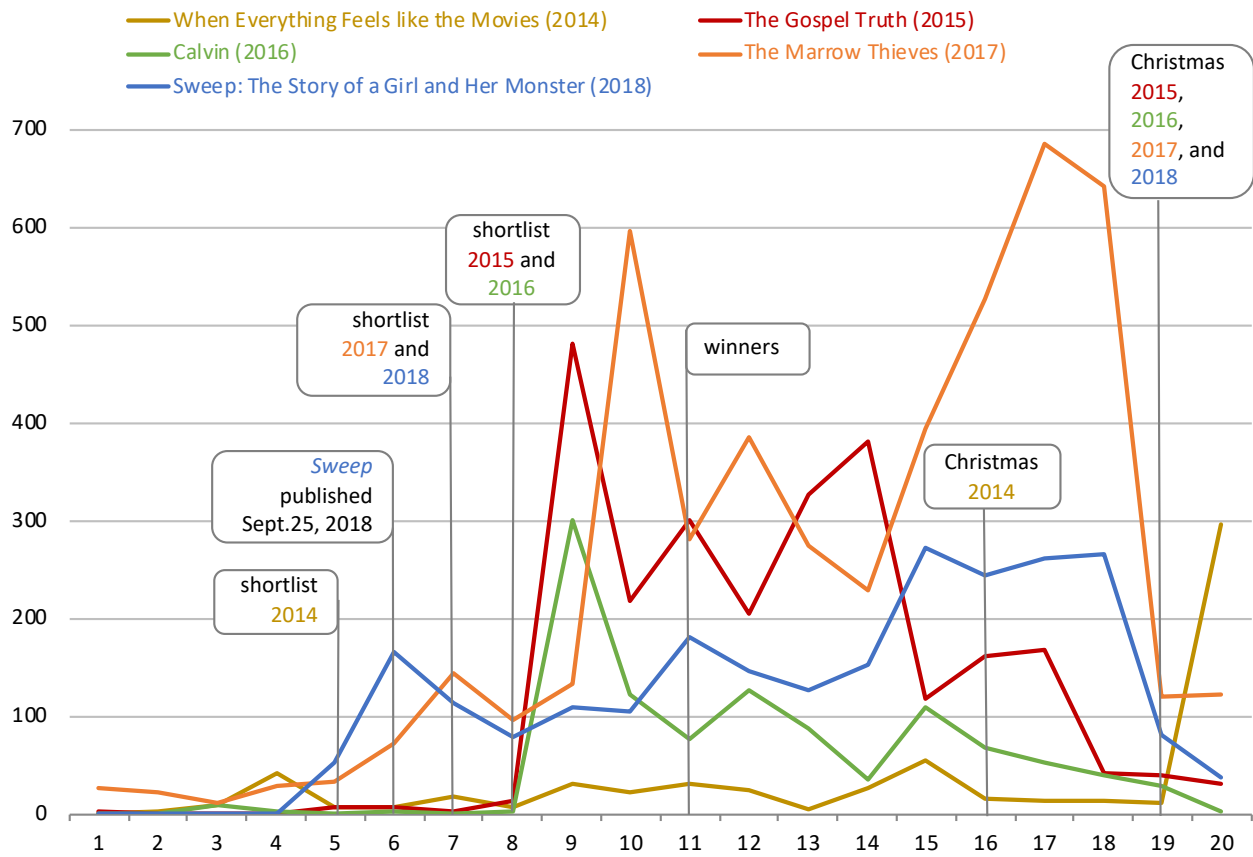
- **2014:** *When Everything Feels Like the Movies* by Raziel Reid, Arsenal Pulp Press, TP 9781551525747, \$15.95
- **2015:** *The Gospel Truth* by Caroline Pignat, Red Deer Press, TP 9780889954939, \$12.95
- **2016:** *Calvin* by Martine Leavitt, Groundwood Books, TP 9781554987207, \$14.95
- **2017:** *The Marrow Thieves* by Cherie Dimaline, Cormorant Books, TP 9781770864863, \$14.95
- **2018:** *Sweep: The Story of a Girl and Her Monster* by Jonathan Auxier, Puffin Canada, HT 9780735264359, \$21.99

Winner Comparison – Volume Sold

	 Shortlist announced	 Winner announced	 Christmas		
					
	<i>When Everything Feels like the Movies (2014)</i>	<i>The Gospel Truth (2015)</i>	<i>Calvin (2016)</i>	<i>The Marrow Thieves (2017)</i>	<i>Sweep: The Story of a Girl and Her Monster (2018)</i>
1	0	2	1	26	0
2	3	1	0	23	0
3	9	1	9	12	0
4	42	0	2	28	0
5	8	7	1	33	52
6	8	6	2	73	166
7	17	2	1	145	114
8	7	14	3	97	79
9	30	482	301	133	109
10	23	219	123	597	106
11	30	300	77	281	181
12	24	205	127	386	146
13	5	328	88	276	126
14	27	381	35	230	153
15	55	119	109	395	273
16	16	161	68	527	245
17	14	168	53	687	262
18	13	42	40	644	267
19	12	40	29	120	82
20	297	32	2	122	37



Winner Comparison – Volume Sold



The Governor General's Award for English-language Young People's Literature – Illustrated

Organized by Canada Council for the Arts
Nominations announced: Oct. 3, 2018
Winner announced: Oct. 30, 2018



2018 Winner

- *They Say Blue* by Jillian Tamaki, Groundwood Books, HT 9781773060200, \$19.95

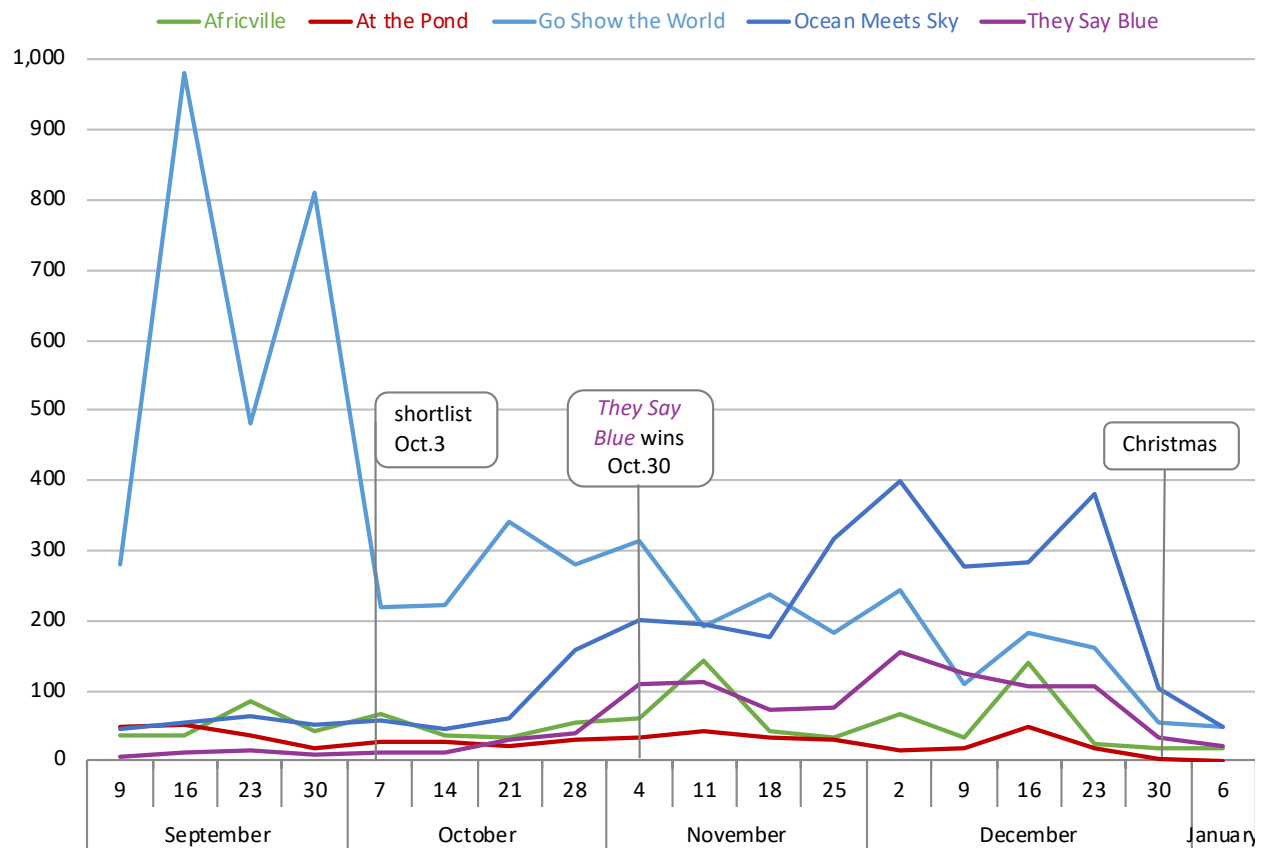
2018 Nominees

- *Africville* by Shauntay Grant, Groundwood Books, HT 9781773060439, \$18.95
- *At the Pond* by Werner Zimmermann, Scholastic Canada, HT 9781443142878, \$19.99
- *Go Show the World* by Wab Kinew, Tundra Books, HT 9780735262928, \$21.99
- *Ocean Meets Sky* by Terry Fan, Simon & Schuster Books for Young Readers, HT 9781481470377, \$21.99
- *They Say Blue* by Jillian Tamaki, Groundwood Books, HT 9781773060200, \$19.95

Shortlisted Titles – Volume Sold

	Shortlist announced		Winner announced		Christmas		
							
	<i>Africville</i>	<i>At the Pond</i>	<i>Go Show the World</i>	<i>Ocean Meets Sky</i>	<i>They Say Blue</i>		2018-2019 Market Juvenile & YA
September 9	37	47	279	44	6		324,284
16	37	52	981	53	11		358,934
23	84	37	482	63	15		399,059
30	42	18	812	50	8		419,265
October 7	68	28	220	59	11		409,689
14	36	28	223	46	12		364,517
21	32	20	342	61	31		420,334
28	53	29	279	157	38		482,192
November 4	61	33	314	202	110		488,058
11	142	41	192	195	112		511,967
18	42	33	238	177	74		553,531
25	34	29	182	317	77		745,797
December 2	68	16	244	399	154		751,383
9	34	18	110	277	125		812,935
16	141	49	182	284	105		945,463
23	25	19	162	382	105		1,020,456
30	17	3	53	104	32		439,478
January 6	19	1	48	49	22		304,101

Shortlisted Titles – Volume Sold



Shortlist announcement (Oct. 3, 2018):

They Say Blue experienced a sales increase of 6% following the shortlist announcement. All other titles experienced a sales decrease following the shortlist announcement, ranging from -17% to -71%.

Winner announcement (Oct. 30, 2018):

Four of the five nominated titles experienced a large sales increase following the winner announcement, ranging from 60% (*At the Pond*) to 315% (the winner *They Say Blue*). *Go Show the World* experienced a sales decrease of -32% following the winner announcement, but also sold the highest number of copies during the graphed timeframe. Other top sellers during the 20-week period were *Ocean Meets Sky* and *They Say Blue*.

Volume On Hand – Shortlisted Titles

		Shortlist announced	Winner announced	Christmas		
		<i>Africville</i>	<i>At the Pond</i>	<i>Go Show the World</i>	<i>Ocean Meets Sky</i>	<i>They Say Blue</i>
September	9	271	439	210	2,074	417
	16	333	403	2,008	1,895	408
	23	397	512	1,788	1,772	390
	30	432	502	1,779	1,674	395
October	7	431	546	1,830	2,039	388
	14	473	565	1,874	2,039	411
	21	567	702	1,970	1,967	505
	28	623	698	2,269	2,018	665
November	4	753	655	2,185	3,109	642
	11	733	651	2,424	3,542	784
	18	713	703	2,347	3,511	843
	25	753	692	2,204	3,248	833
December	2	708	664	2,049	2,913	759
	9	804	645	2,050	2,931	737
	16	711	634	1,925	2,707	700
	23	696	599	1,806	2,430	685
January	30	680	597	1,770	2,337	679
	6	693	612	1,625	2,374	643

Winner Comparison by Volume Sold – 2014 to 2018

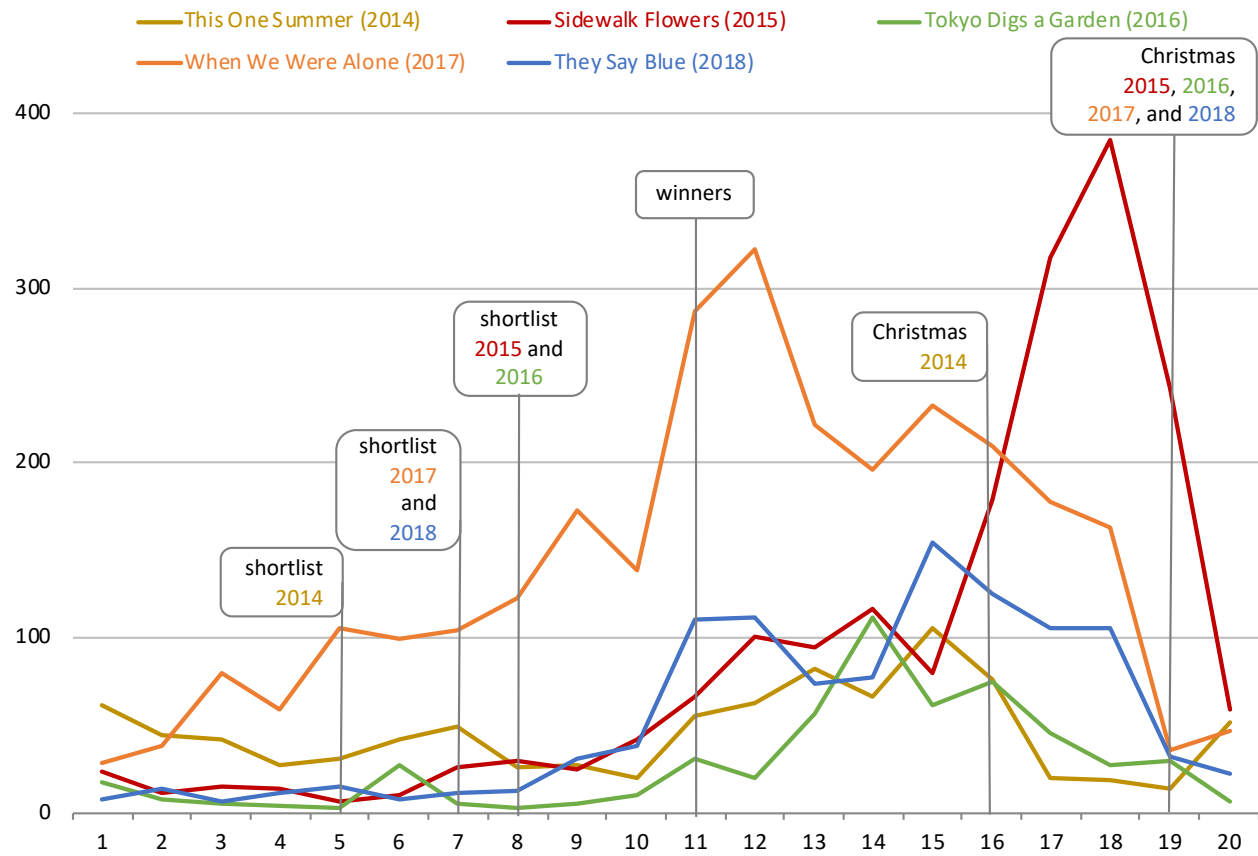
Winners

- **2014:** *This One Summer* by Mariko Tamaki (illustrated by Jillian Tamaki), Groundwood Books, TP 9781554981526, \$18.95
- **2015:** *Sidewalk Flowers* by JonArno Lawson (illustrated by Sydney Smith), Groundwood Books Ltd, HT 9781554984312, \$16.95
- **2016:** *Tokyo Digs a Garden* by Jon-Erik Lappano & Kellen Hatanaka, Groundwood Books Ltd, HT 9781554987986, \$18.95
- **2017:** *When We Were Alone* by David Alexander Robertson and Julie Flett, Portage & Main Press, HT 9781553796732, \$18.95
- **2018:** *They Say Blue* by Jillian Tamaki, Groundwood Books, HT 9781773060200, \$19.95

Winner Comparison – Volume Sold

	 Shortlist announced	 Winner announced	 Christmas		
					
	<i>This One Summer (2014)</i>	<i>Sidewalk Flowers (2015)</i>	<i>Tokyo Digs a Garden (2016)</i>	<i>When We Were Alone (2017)</i>	<i>They Say Blue (2018)</i>
1	61	24	17	28	8
2	44	11	7	38	14
3	42	15	5	80	6
4	27	13	4	59	11
5	31	6	2	106	15
6	42	10	27	99	8
7	49	26	5	104	11
8	26	29	3	123	12
9	27	25	5	173	31
10	20	42	10	139	38
11	55	66	31	287	110
12	63	101	20	322	112
13	82	94	57	222	74
14	66	116	112	196	77
15	106	80	61	233	154
16	76	179	75	210	125
17	20	317	45	178	105
18	19	385	27	163	105
19	14	243	30	36	32
20	51	59	6	47	22

Winner Comparison – Volume Sold

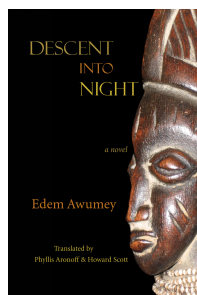


The Governor General's Award for French-to-English Translation

Organized by Canada Council for the Arts

Nominations announced: Oct. 3, 2018

Winner announced: Oct. 30, 2018



2018 Winner

- *Descent into Night* by Edem Awumey, Mawenzi House Publishers, TP 9781988449166, \$20.95

2018 Nominees

- *Descent into Night* by Edem Awumey, Mawenzi House Publishers, TP 9781988449166, \$20.95
- *Explosions: Michael Bay and the Pyrotechnics of the Imagination* by Mathieu Poulin, Baraka Books, TP 9781771861519, \$24.95
- *Jacob Isaac Segal: A Montreal Yiddish Poet and His Millieu* by Pierre Anctil, University of Ottawa Press, TP 9780776625713, \$39.95
- *Little Beast* by Julie Demers, Coach House Books, TP 9781552453667, \$17.95
- *Songs for the Cold of Heart* by Eric Dupont, Baraka Books, TP 9781771861472, \$29.95

Shortlisted Titles – Volume Sold

		Shortlist announced	Winner announced	Christmas				
							2018-2019	2018-2019
		<i>Explosions</i>	<i>Jacob Isaac Segal</i>	<i>Little Beast</i>	<i>Songs for the Cold of Heart</i>	<i>Descent into Night</i>	Market Fiction	Market Non-Fiction
September	9	1		0	3	1	263,160	298,876
	16	1		5	1	0	262,774	346,472
	23	6	1	3	21	0	256,464	329,817
	30	1		4	11	3	256,642	312,957
October	7	0	0	2	57	1	261,862	317,418
	14	1	1	7	74	1	229,475	292,535
	21	0	2	2	119	1	260,872	324,909
	28	4	1	4	147	5	253,865	337,024
November	4	7	7	7	169	12	271,367	352,311
	11	6	0	11	252	2	271,625	370,473
	18	15	6	10	410	15	264,138	433,997
	25	-5	0	7	632	0	354,744	581,162
December	2	4	2	1	353	44	365,540	596,341
	9	0	0	0	304	0	381,520	653,424
	16	6	4	3	300	1	432,600	795,006
	23	4	0	1	355	7	558,278	1,047,231
January	30	0	0	0	117	2	301,375	523,284
	6	3	1	0	61	2	220,985	364,948

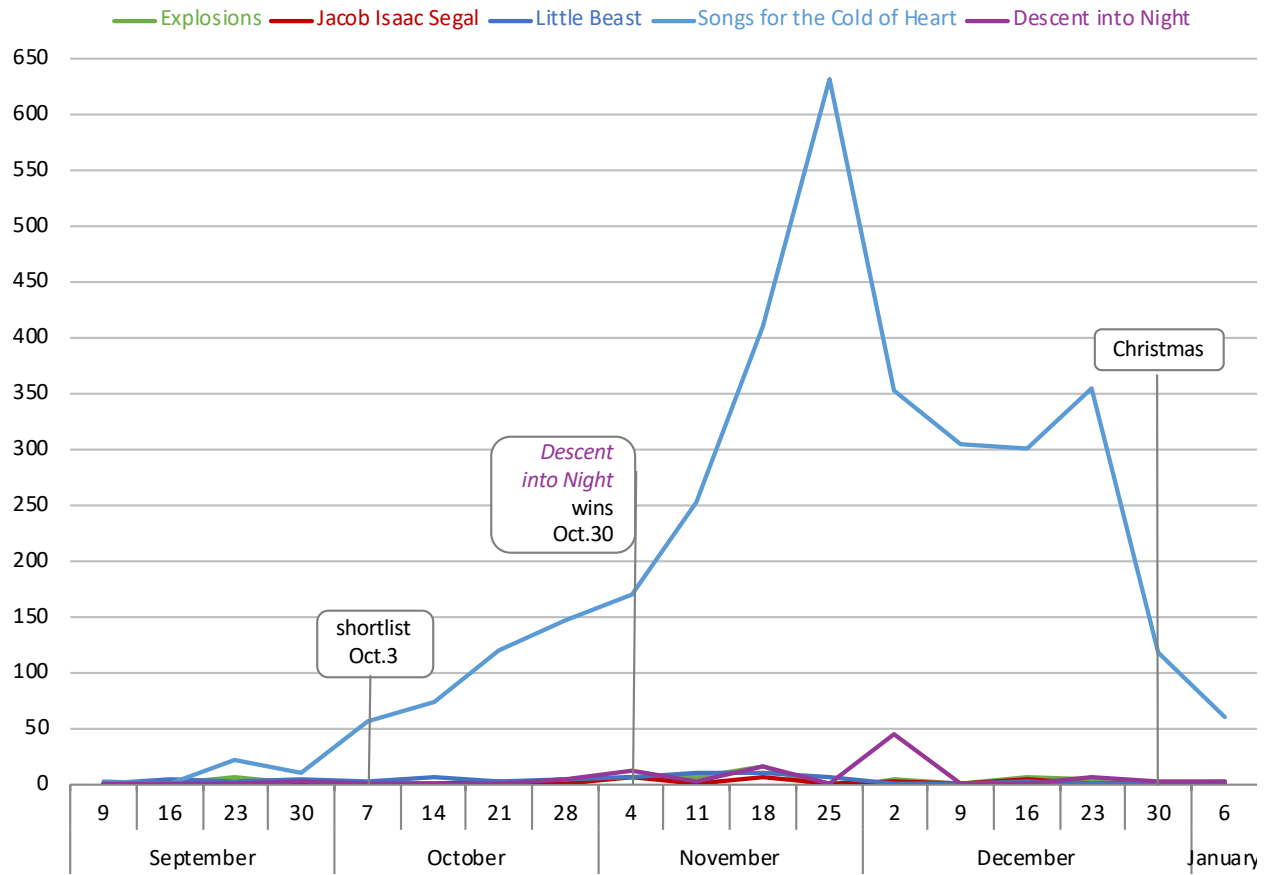
*Blank spaces indicate no data was reported for the ISBN in that week.

Songs for the Cold of Heart was nominated for the Scotiabank Giller Prize on Oct. 1, 2018.

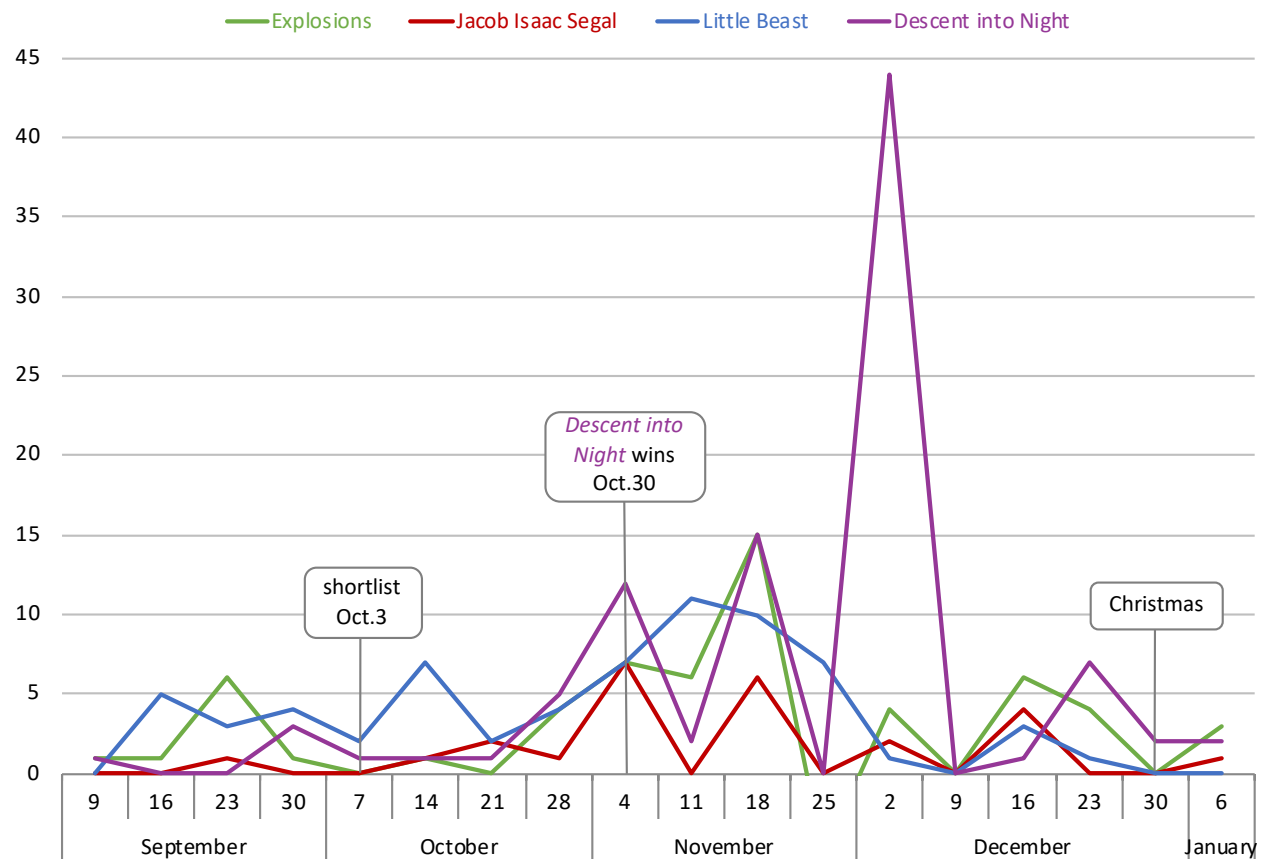


BOOKNET
CANADA

Shortlisted Titles – Volume Sold



Shortlisted Titles – Volume Sold (excluding *Songs for the Cold of Heart*)



Shortlist announcement (Oct. 3, 2018):

Songs for the Cold of Heart was also nominated for the Scotiabank Giller Prize on Oct. 1, 2018, which may account for the sales increase of 573% following the GG shortlist announcement. *Descent into Night* experienced flat sales and *Explosions* experienced a -63% sales decrease following the shortlist announcement. *Little Beast* experienced a 75% increase and *Jacob Isaac Segal* experienced a 200% sales increase following the shortlist announcement.

Winner announcement (Oct. 30, 2018):

Three of the five shortlisted titles experienced a sales increase following the winner announcement: *Explosions* (260%), *Little Beast* (154%), and *Songs for the Cold of Heart* (122%). While *Songs for the Cold of Heart* did not win the Scotiabank Giller Prize on Nov. 19, 2018, sales for the title peaked following the Giller winner announcement. Sales for the other shortlisted titles peaked between the week of the GG winner announcement and two weeks afterwards, or, like the winner, the first week of December. *Songs for the Cold of Heart* and the winner *Descent into Night* sold the most copies during the graphed timeframe.

Volume On Hand – Shortlisted Titles

		Shortlist announced	Winner announced	Christmas		
		<i>Explosions</i>	<i>Jacob Isaac Segal</i>	<i>Little Beast</i>	<i>Songs for the Cold of Heart</i>	<i>Descent into Night</i>
September	9	6		109	38	3
	16	5		98	40	3
	23	6		75	73	3
	30	5		71	70	4
October	7	5	0	71	169	4
	14	5	0	91	138	4
	21	5	7	93	1,411	9
	28	5	8	103	1,600	13
November	4	13	11	91	5,191	9
	11	21	7	72	5,158	112
	18	13	9	78	4,899	119
	25	18	8	71	4,547	127
December	2	19	11	73	4,278	119
	9	17	8	69	3,992	101
	16	17	14	68	3,737	109
	23	54	8	67	3,402	109
January	30	16	8	67	3,298	109
	6	16	27	67	3,234	120

Winner Comparison by Volume Sold – 2014 to 2018

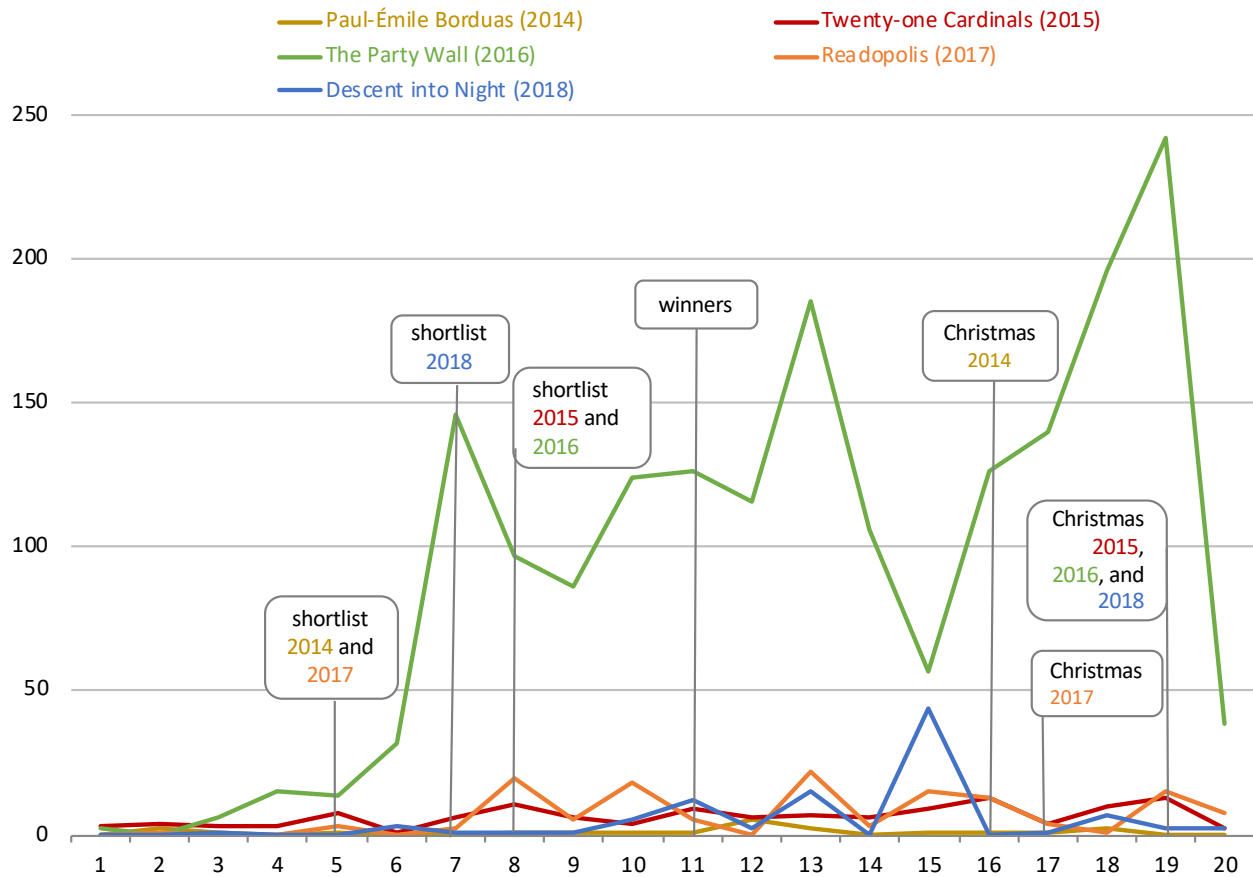
Winners

- **2014:** *Paul-Émile Borduas: A Critical Biography* by Francois-Marc Gagnon and Peter Feldstein, McGill-Queen's University Press, HT 9780773541894, \$75.00
- **2015:** *Twenty-one Cardinals* by Jocelyne Saucier, Coach House Books, TP 9781552453070, \$19.95
- **2016:** *The Party Wall* by Catherine Leroux, Biblioasis, TP 9781771960762, \$19.95
- **2017:** *Readopolis* by Bertand Laverdure, Book*hug, TP 9781771662987, \$20.00
- **2018:** *Descent into Night* by Edem Awumey, Mawenzi House Publishers, TP 9781988449166, \$20.95

Winner Comparison – Volume Sold

	Shortlist announced	Winner announced	Christmas		
					
	<i>Paul-Émile Borduas (2014)</i>	<i>Twenty-one Cardinals (2015)</i>	<i>The Party Wall (2016)</i>	<i>Readopolis (2017)</i>	<i>Descent into Night (2018)</i>
1	0	3	2	0	0
2	2	4	0	1	0
3	1	3	6	0	1
4	0	3	15	0	0
5	1	8	14	3	0
6	0	1	32	0	3
7	0	6	146	2	1
8	1	11	97	20	1
9	1	6	86	5	1
10	1	4	124	18	5
11	1	9	126	5	12
12	5	6	116	0	2
13	2	7	185	22	15
14	0	6	106	3	0
15	1	9	57	15	44
16	1	13	126	13	0
17	1	4	140	4	1
18	2	10	196	1	7
19	0	13	242	15	2
20	0	2	39	8	2

Winner Comparison – Volume Sold



Conclusion

Our analysis of the Governor General's Literary Awards leads us to conclude that it continues to have an impact on Canadian book sales:

- The more awards a title is nominated for, the stronger its sales.
- Shortlist or winner announcements do not necessarily lead to a sales increase; winning titles do not necessarily outsell other shortlisted titles.
- Most of the nominated titles were a mix of trade paperback and hardcover trade, with the exception of the Drama and Translation awards (all paperbacks) and the Young People's Literature (Text and Illustration) awards (all hardcovers).