



BNC RESEARCH

A RESEARCH REPORT BY BOOKNET CANADA

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10.2020

The Scotiabank Giller Prize Congratulations, nominees!

What happens now?
What if you win?



**BOOKNET
CANADA**

PREPARED BY BNC STAFF

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Introduction

Congratulations, one of your books has been nominated for a literary award! We know you must have many questions: 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 stay on top of the game and avoid any surprises. 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.

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 Scotiabank Giller Prize. 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 2016 to 2019.

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 2019 shortlisted titles by volume sold and includes a look at overall sales in the 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 Fiction market as a whole.

Next, we look at the 2019 shortlisted titles individually, showing volume sold, units on hand (OH), and units on order (OO) throughout the Scotiabank Giller 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 2016 to 2019, 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.

Notes:

- 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 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.

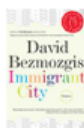
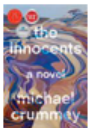
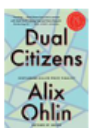
New booksellers have begun contributing to BNC SalesData since our first literary awards study, conducted in October 2006. Some changes seen in year-over-year sales figures may be due to the increased number of stores reporting sales, rather than a true increase in overall sales.

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

The Scotiabank Giller Prize 2019

Organized by Scotiabank
Shortlist announced: Sept. 30, 2019
Winner announced: Nov. 18, 2019
Winner: *Reproduction*

Volume of Sales – Shortlisted Titles

		Shortlist announced Winner announced Christmas							
		     							
		<i>Immigrant City</i>	<i>Small Game Hunting at the Local Club</i>	<i>The Innocents</i>	<i>Dual Citizens</i>	<i>Lampedusa</i>	<i>Reproduction</i>	Overall Unit Sales	2019-2020 Market Fiction
September	8	26	56	782	64	155	32	1,115	245,196
	15	36	80	658	103	136	151	1,164	299,667
	22	26	52	578	39	154	229	1,078	254,491
	29	54	60	811	34	118	198	1,275	269,637
October	6	141	163	1,466	221	982	881	3,854	246,259
	13	86	131	689	160	201	670	1,937	230,648
	20	105	194	635	138	209	432	1,713	224,377
	27	109	182	596	138	518	484	2,027	241,250
November	3	137	184	476	117	169	223	1,306	256,211
	10	87	156	438	174	186	137	1,178	253,409
	17	83	226	379	155	148	173	1,164	239,374
	24	255	538	753	399	332	2,931	5,208	260,020
December	1	153	318	696	302	243	2,565	4,277	329,271
	8	198	374	921	258	304	4,016	6,071	349,068
	15	236	483	1,454	264	374	5,099	7,910	400,216
	22	298	574	1,751	294	436	6,098	9,451	510,793
January	29	165	262	923	168	278	3,207	5,003	347,292
	5	59	124	470	50	90	1,395	2,188	226,651
	12	33	110	273	35	52	800	1,303	215,118

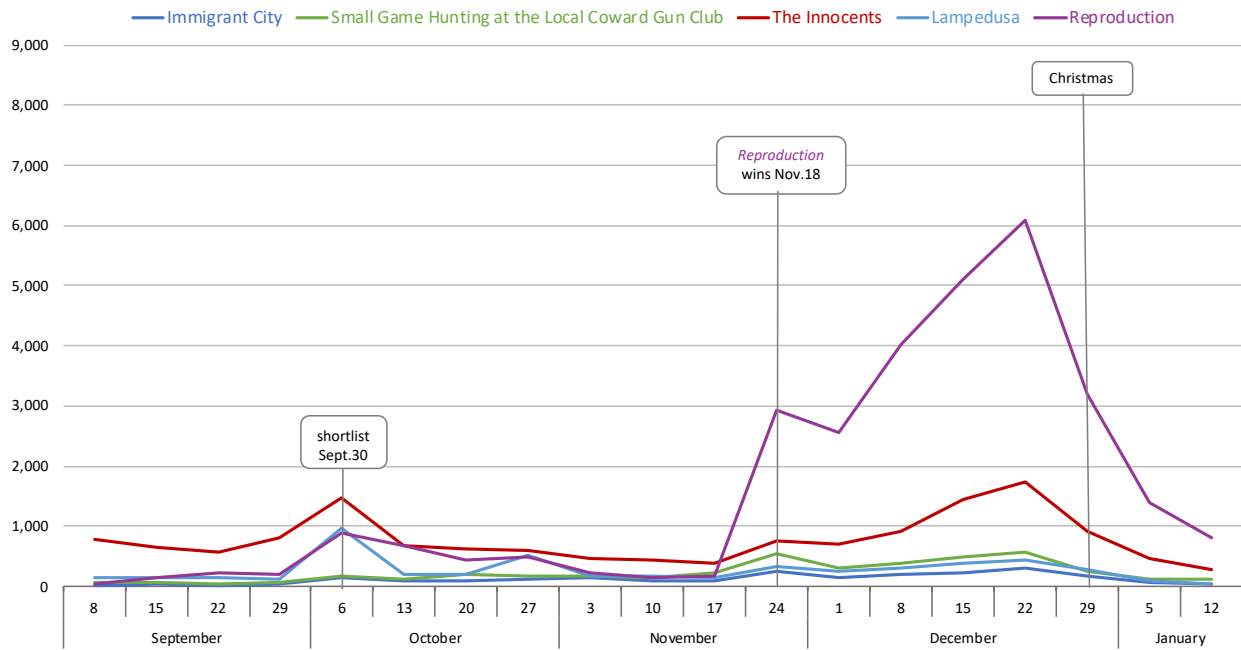
Shortlist announcement (Sept. 30, 2019):

All shortlisted titles experienced a percent change increase in the week following the shortlist announcement. The increases ranged from 1% (*The Innocents*) to 248% (*Reproduction*), an average of 116%. A few of these titles were also shortlisted for other awards around this time. We've noted that in the section below when we look at each shortlisted title individually.

Winner announcement (Nov. 18, 2019):

All shortlisted titles had a percent change increase of sales in the week after the winner announcement. The winner *Reproduction* experienced a sales increase of 1,344%, with other increases ranging from 45% (*Lampedusa*) to 105% (*Dual Citizens*) — the average sales increase for all shortlist titles following the winner announcement was 279%.

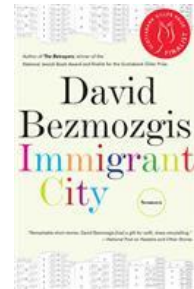
Shortlisted Titles



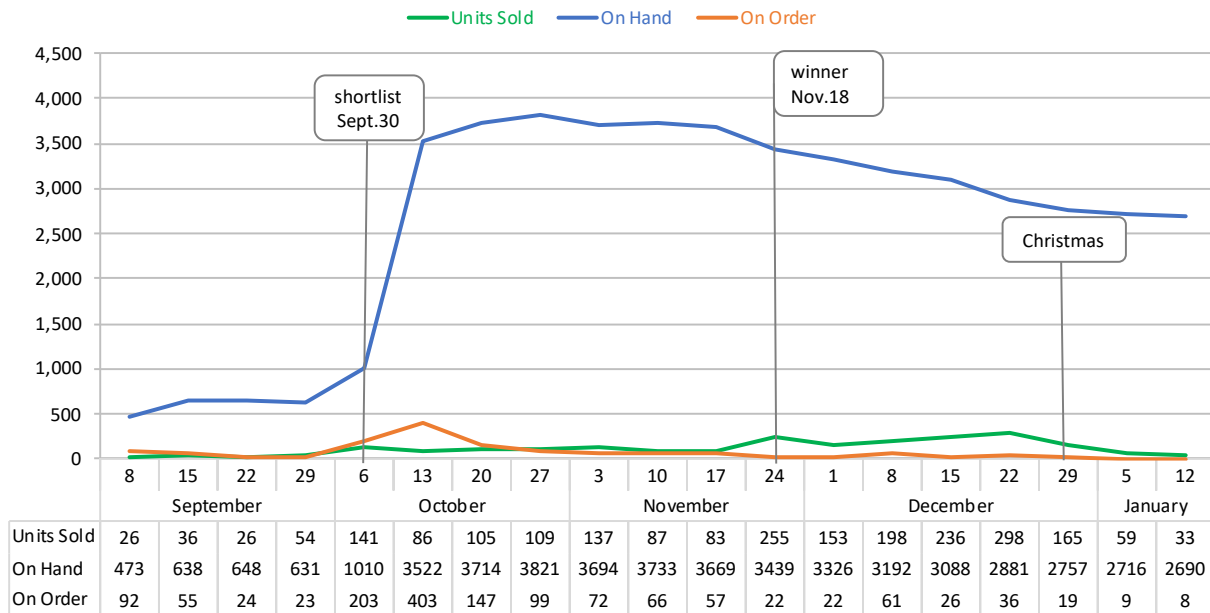
Nominee

David Bezmozgis's *Immigrant City*

HarperCollins
Hardcover
9781443457798
\$27.99



Sales vs. On Hand vs. On Order



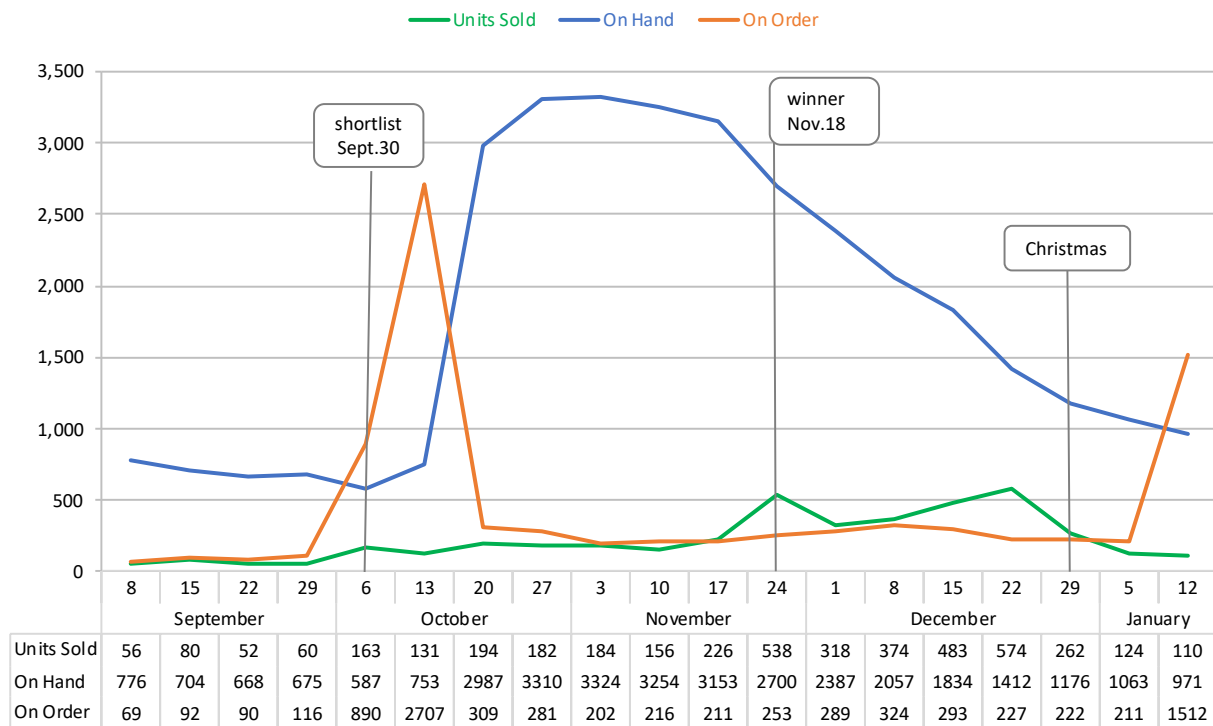
Nominee

Megan Gail Coles's *Small Game Hunting at the Local Coward Gun Club*

House of Anansi
Trade paperback
9781487001711
\$22.95



Sales vs. On Hand vs. On Order



This title was shortlisted for and then went on to win Canada Reads 2020 (shortlisted on January 22, 2020).

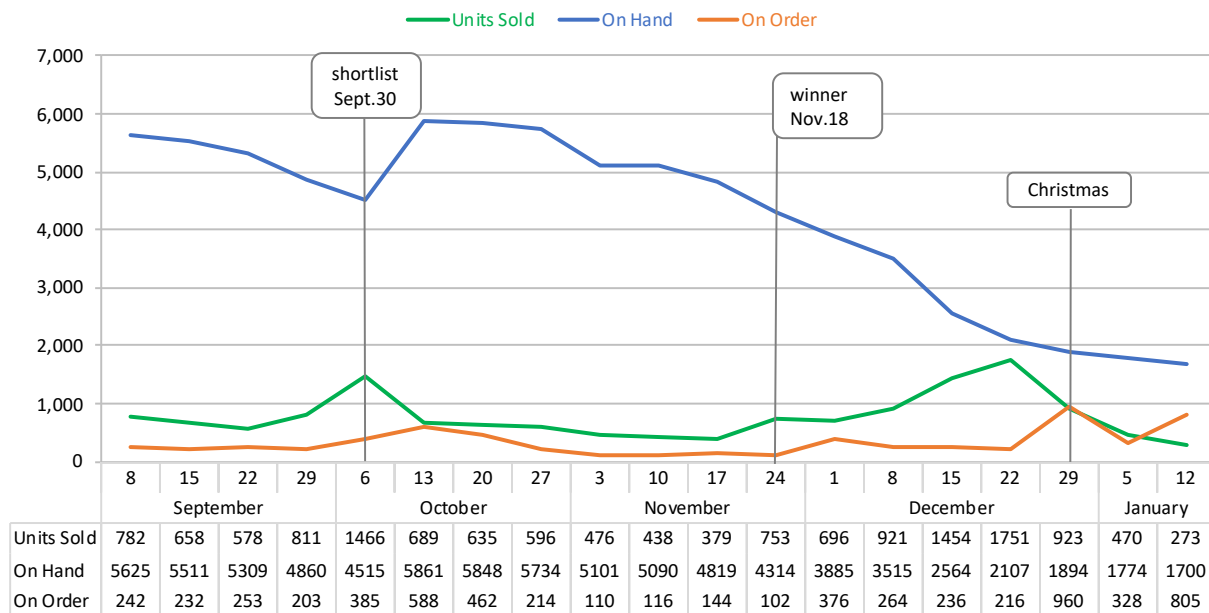
Nominee

Michael Crummey's *The Innocents*

Doubleday Canada
Hardcover
9780385685412
\$32.95



Sales vs. On Hand vs. On Order

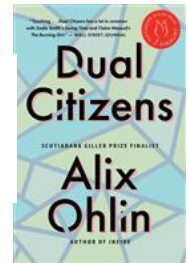


This title was also shortlisted for the 2019 Rogers Writers' Trust Fiction Prize on September 24, 2019 and for the Governor General's Award for Fiction in same week as the Giller (the week ending October 6, 2019).

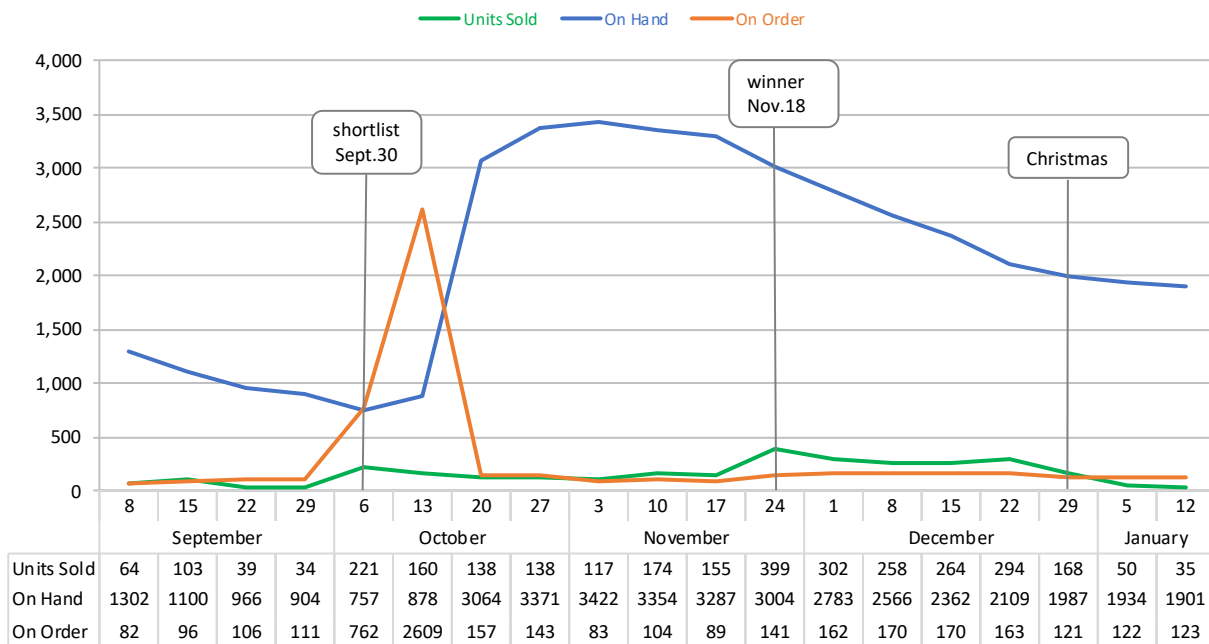
Nominee

Alix Ohlin's *Dual Citizens*

House of Anansi
Trade paperback
9781487004866
\$22.95



Sales vs. On Hand vs. On Order

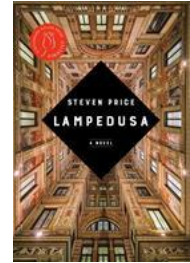


This title was also shortlisted for the 2019 Rogers Writers' Trust Fiction Prize on September 24, 2019.

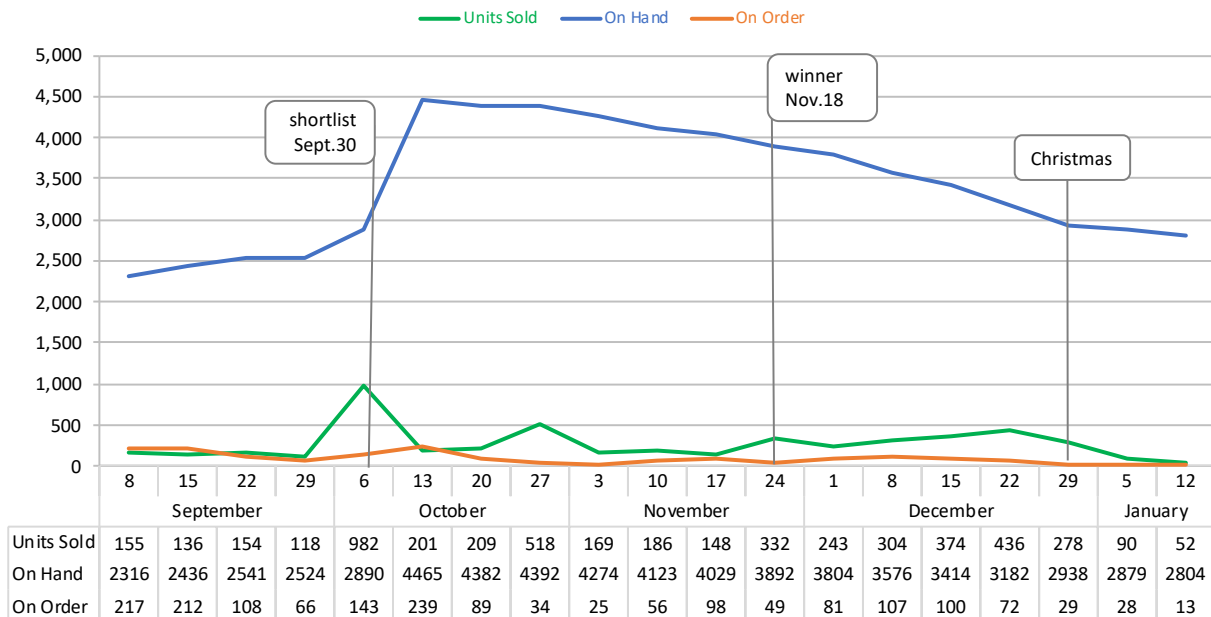
Nominee

Steven Price's *Lampedusa*

McClelland & Stewart
Hardcover
9780771071683
\$32.00



Sales vs. On Hand vs. On Order



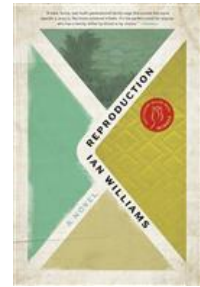
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Winner

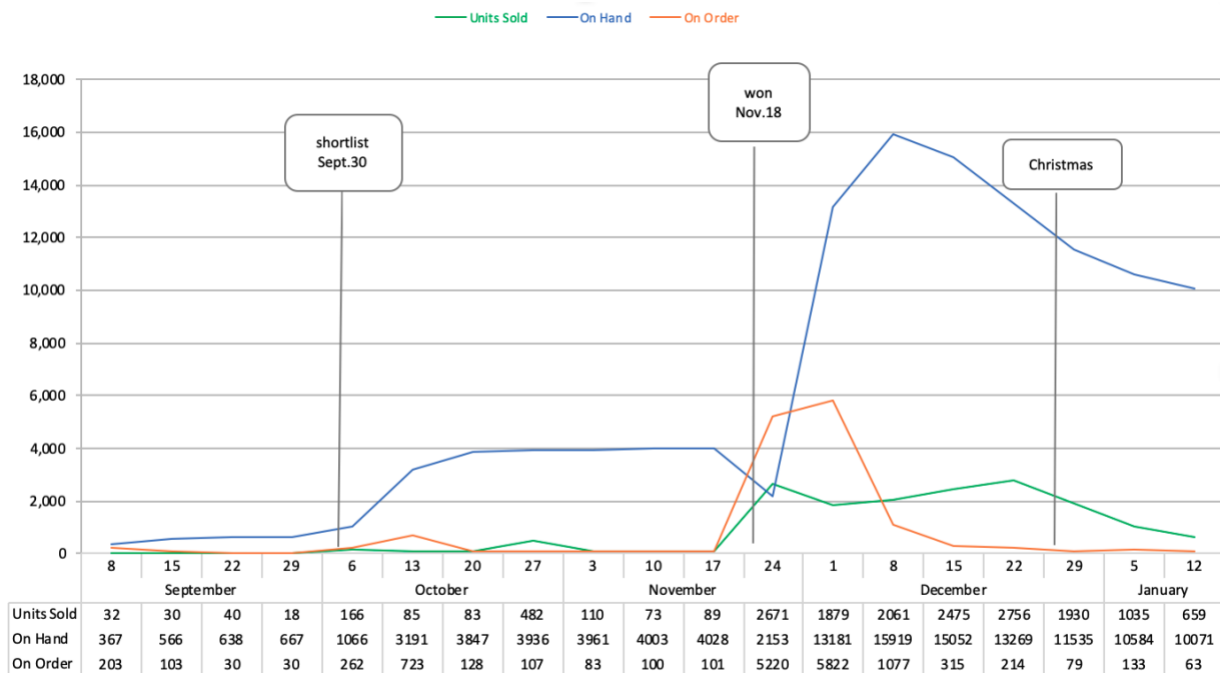
Ian Williams's *Reproduction*

Random House Canada
Hardcover | Jan. 22, 2019
9780735274051
\$35.00

Vintage Canada
Paperback | Sept. 3, 2019
9780735274068
\$21.00



Sales vs. On Hand vs. On Order



Note: Sales for *Reproduction* combine multiple editions.

Comparison of Winners 2016–2019

2019

Ian Williams's *Reproduction*

Random House Canada

Paperback | 9780735274068 | \$21.00

Hardcover | 9780735274051 | \$35.00

2018

Esi Edugyan's *Washington Black*



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HarperCollins Canada
Hardcover | 9781443423380 | \$33.99

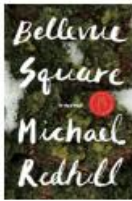
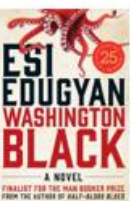
2017

Michael Redhill's *Bellevue Square*
Doubleday Canada
Hardcover | 9780385684835 | \$32.00

2016

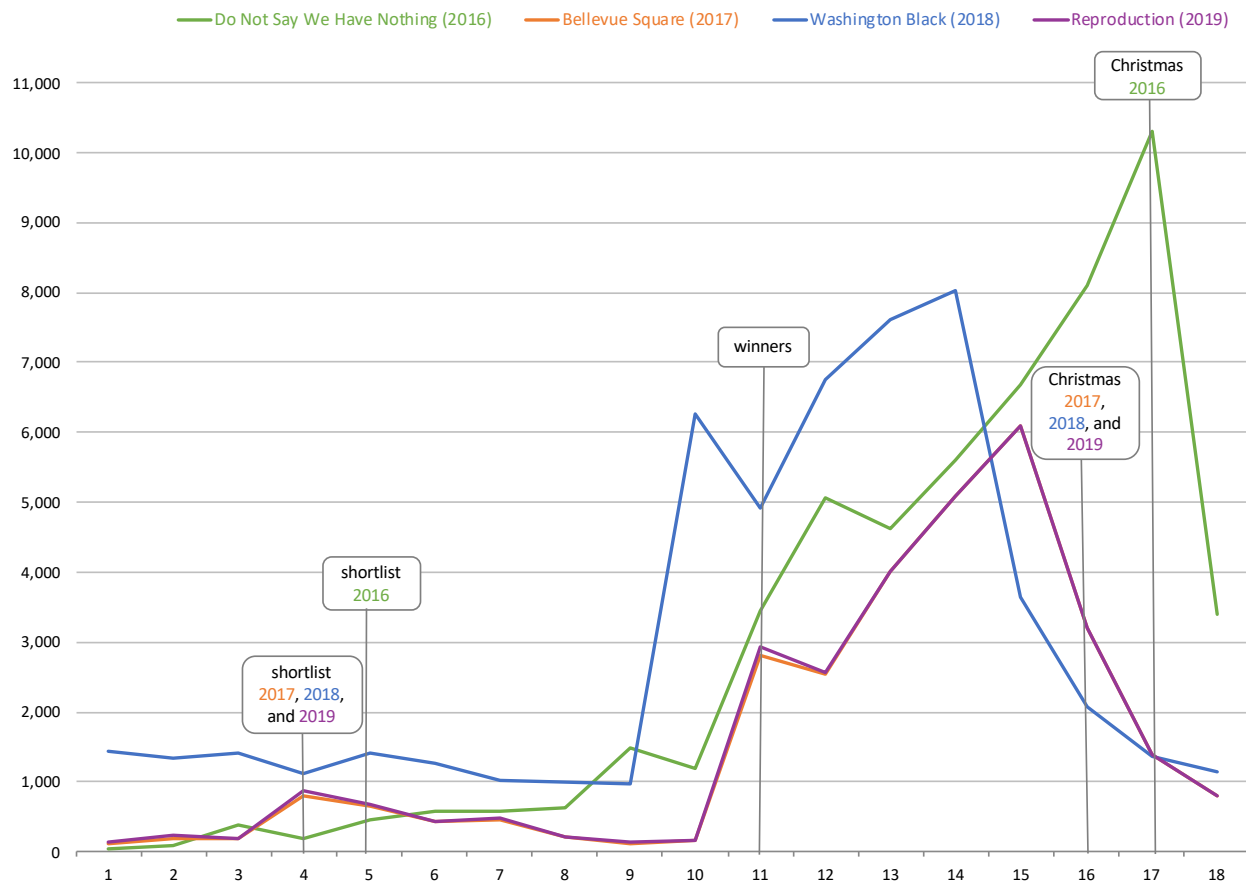
Madeleine Thien's *Do Not Say We Have Nothing*
Knopf Canada
Hardcover | 9780345810427 | \$35.00

Volume of Sales – Winner Comparison

	Shortlist announced	Winner announced	Christmas	
				
	Do Not Say We Have Nothing (2016)	Bellevue Square (2017)	Washington Black (2018)	Reproduction (2019)
Week				
1	52	123	1,437	151
2	92	198	1,340	229
3	395	190	1,406	198
4	185	806	1,118	881
5	470	655	1,418	670
6	583	426	1,272	432
7	595	455	1,018	484
8	622	213	988	223
9	1,496	128	980	137
10	1,195	165	6,264	173
11	3,441	2,804	4,915	2,931
12	5,066	2,534	6,757	2,565
13	4,629	4,006	7,618	4,016
14	5,610	5,082	8,035	5,099
15	6,687	6,090	3,646	6,098
16	8,091	3,201	2,081	3,207
17	10,317	1,395	1,366	1,395
18	3,405	799	1,141	800

Note: Sales for *Reproduction* combine multiple editions.

Winners – 2016–2019



Note: Sales for *Reproduction* combine multiple editions.

The average volume sold for the winners in this four-year span was 41,173. All winning titles between 2016 and 2019 experienced a large percent change increase following the winner announcement, from 146% for the 2018 winner *Washington Black* to 1,402% for the 2017 winner *Bellevue Square*. Over the 18-week time period, the 2016 winner *Do Not Say We Have Nothing* sold the highest number of sales (52,931) and the 2019 winner *Reproduction* sold the fewest (29,689).