



BNC RESEARCH

A RESEARCH REPORT BY BOOKNET CANADA

BNC RESEARCH

05.2021

The Governor General's Literary Awards Congratulations, nominees!

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



**BOOKNET
CANADA**

PREPARED BY BNC STAFF

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Introduction

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

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 winning title, as well as a comparison in sales and stock position of all the winners from 2016 to 2019. The 2019 English-language award categories included are Fiction; Non-fiction; Poetry; Drama; Young People's Literature – Text; Young People's Literature – Illustrated; and Translation.

Each award category includes:

- Bibliographic data for shortlisted titles
- Week-over-week comparison of volume sold and volume on hand for the shortlisted titles throughout the graphed time period: Sept. 8, 2019 to Jan. 5, 2020.
- Year-over-year comparison of volume sold for winners from 2016 to 2019

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

- 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 of each announcement, or week after, depending on what day of the week the announcement is made. These calculations are dependent on a given title's availability in the market.

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

Caveats

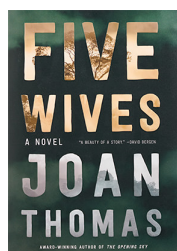
Based on publisher feedback, we estimate that BNC SalesData represents 85% of physical English-language trade book sales in Canada. Certain retail categories are not completely covered by our retail panel, and this should be noted in any interpretation of these results, as the effect of certain awards 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 sales are not represented in BNC's data. Therefore, all numbers in this report refer to print books only.

Fiction



2019 winner

- *Five Wives* by Joan Thomas, Harper Avenue/HarperCollins Publishers, TP, 9781443458542, \$24.99

2019 nominees

- *Eye* by Marianne Micros, Guernica Editions, TP, 9781771832571, \$20.00
- *Late Breaking* by K.D. Miller, Bibioasis, TP, 9781771962476, \$19.95
- *The Innocents* by Michael Crummey, Doubleday Canada/Penguin Random House Canada, HT, 9780385685412, \$32.95
- *The Student* by Cary Fagan, Freehand Books, TP, 9781988298443, \$21.95

Volume of sales — Shortlisted titles

		Shortlist announced	Winner announced	Christmas			
							
		<i>Eye</i>	<i>Late Breaking</i>	<i>The Innocents</i>	<i>The Student</i>	<i>Five Wives</i>	2019-2020 Market Fiction
September	8	29	0	782	8	123	245,196
	15	18	0	658	6	267	299,667
	22	19	0	578	3	100	254,491
	29	45	3	811	9	108	269,637
October	6	43	4	1466	41	118	246,259
	13	45	1	689	25	121	230,648
	20	33	12	635	14	107	224,377
	27	46	14	596	12	113	241,250
November	3	50	23	476	48	490	256,211
	10	34	47	438	37	245	253,409
	17	15	20	379	31	222	239,374
	24	19	8	753	16	286	260,020
December	1	24	37	696	15	335	329,271
	8	13	16	921	8	885	349,068
	15	47	10	1454	16	811	400,216
	22	22	18	1751	19	1176	510,793
	29	7	4	923	7	509	347,292
January	5	15	7	470	1	315	226,651

Shortlist announcement (Oct. 2, 2019):

The future winning title *Five Wives* experienced a sales decrease after the shortlist announcement (-25%), but sales numbers remained fairly consistent over the period monitored. *The Innocents* experienced an increase of 115% after the shortlist announcement. It should be noted that *The Innocents* was also shortlisted for the 2019 Scotiabank Giller Prize on Sept. 30, 2019.

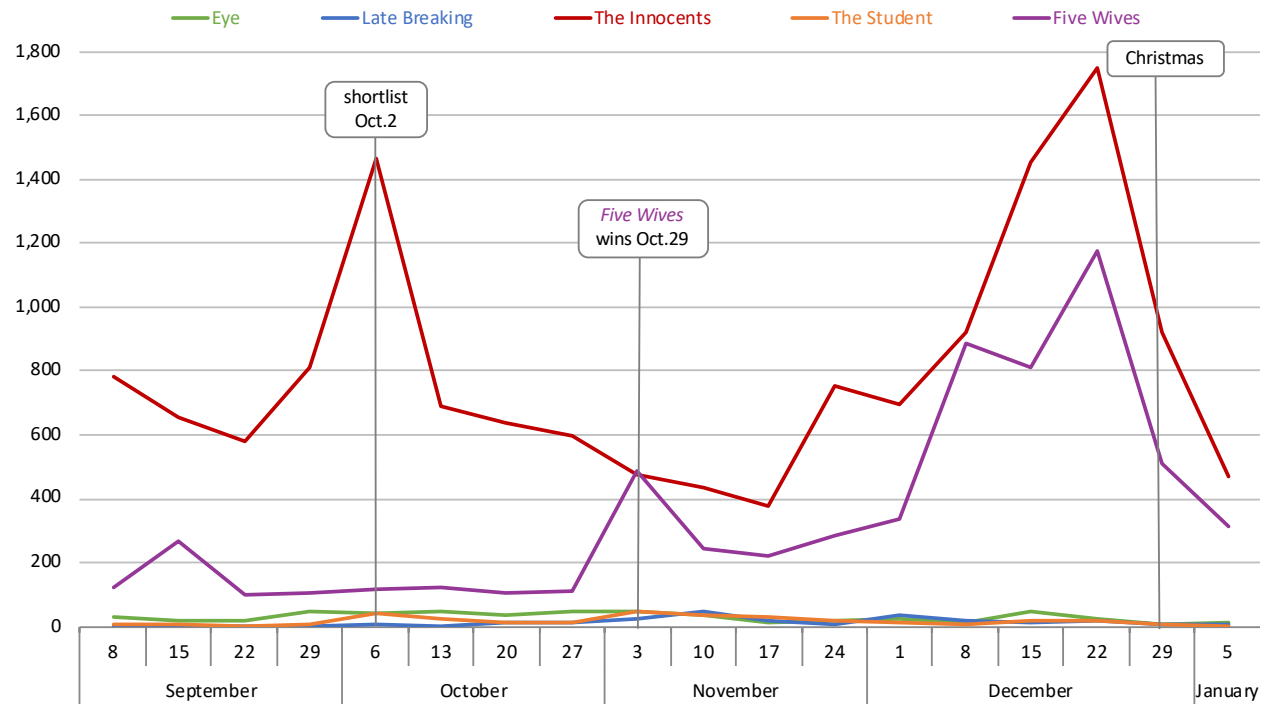


Winner announcement (Oct. 29, 2019):

Five Wives experienced a sales increase of 331% after the winning announcement was made.

The Innocents had the highest volume of sales during the graphed time period (14,476) with the winning title, *Five Wives*, selling 6,331 copies.

Shortlisted titles



Volume on hand — Shortlisted titles

		Shortlist announced	Winner announced	Christmas		
		<i>Eye</i>	<i>Late Breaking</i>	<i>The Innocents</i>	<i>The Student</i>	<i>Five Wives</i>
September	8	179	48	5,625	255	2,468
	15	250	47	5,511	248	2,416
	22	274	47	5,309	249	2,565
	29	310	45	4,860	285	2,529
October	6	280	41	4,515	279	2,519
	13	261	76	5,861	275	2,505
	20	321	124	5,848	255	2,487
	27	325	121	5,734	393	2,494
November	3	287	145	5,101	415	2,369
	10	279	154	5,090	410	2,400
	17	303	172	4,819	388	2,203
	24	340	184	4,314	370	2,955
December	1	279	201	3,885	339	2,995
	8	307	195	3,515	332	3,029
	15	299	181	2,564	353	4,426
	22	297	173	2,107	317	4,066
	29	277	169	1,894	309	3,592
January	5	274	160	1,774	294	3,317

Comparison of winners 2016–2019

- **2019:** *Five Wives* by Joan Thomas, Harper Avenue/HarperCollins Publishers, TP, 9781443458542, \$24.99
- **2018:** *The Red Word* by Sarah Henstra, ECW Press, TP, 9781770414242, \$19.95
- **2017:** *We'll All Be Burnt in Our Beds Some Night* by Joel Thomas Hynes, Harper Perennial/HarperCollins Publishers, TP, 9781443447836, \$21.99
- **2016:** *Do Not Say We Have Nothing* by Madeleine Thien, Knopf Canada, HT, 9780345810427, \$35.00

Volume of sales — Winner comparison

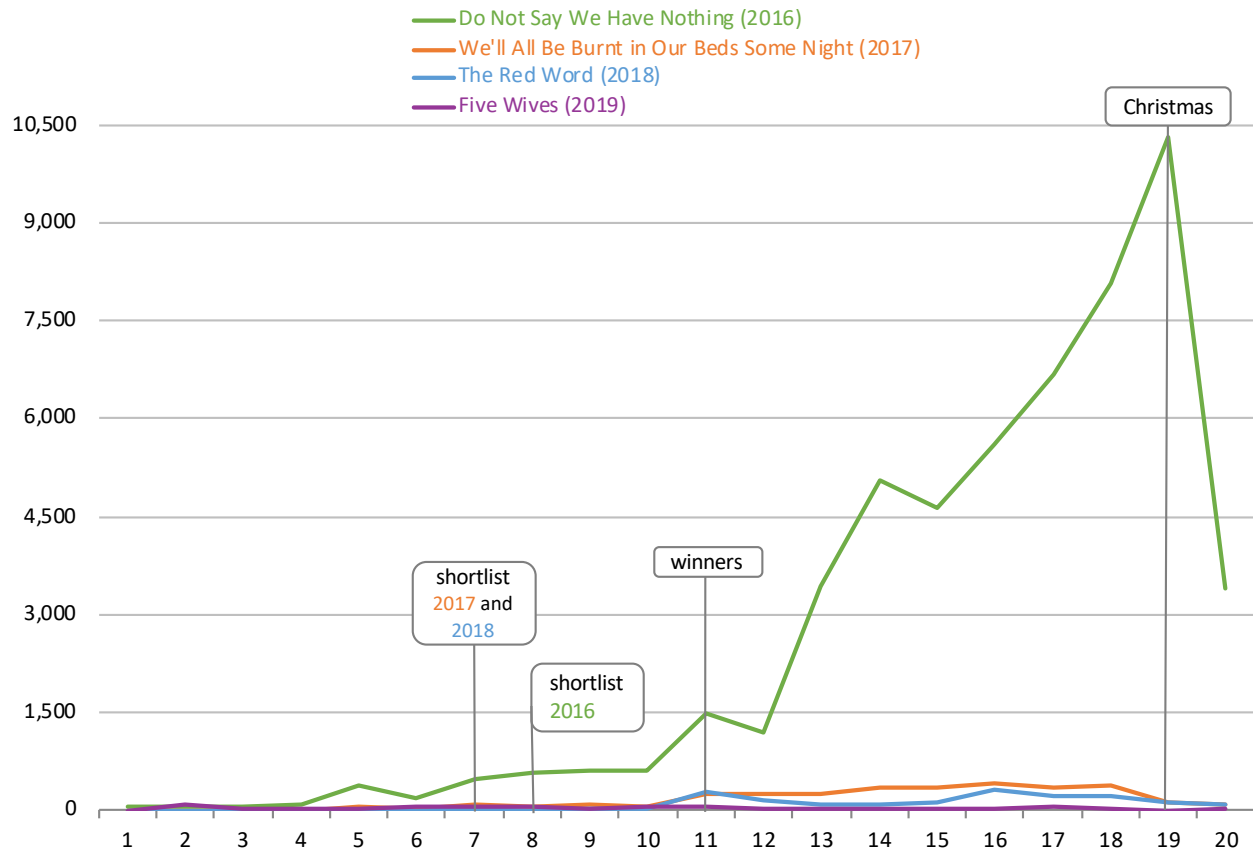
■ Shortlist announced
 ■ Winner announced
 ■ Christmas



	<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>	<i>Five Wives (2019)</i>
1	70	9	1	0
2	60	7	2	79
3	52	8	2	29
4	92	9	1	18
5	395	63	2	19
6	185	38	8	45
7	470	76	15	43
8	583	62	9	45
9	595	78	32	33
10	622	57	26	46
11	1496	252	276	50
12	1,195	245	141	34
13	3,441	242	82	15
14	5,066	355	89	19
15	4,629	347	122	24
16	5,610	406	312	13
17	6,687	341	215	47
18	8,091	379	212	22
19	10317	108	122	7
20	3,405	105	86	15

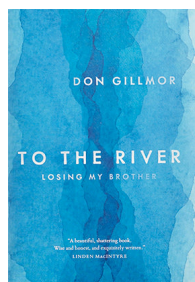


Winner comparison



The 2018 winner, *The Red Word*, experienced the highest sales increase of all the winners since 2014 but the second 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 in 2016. Their's book was also nominated for other awards, including the Man Booker Prize and it won the Scotiabank Giller Prize in 2016 — these factors also likely impacted sales of this title. Of winners from 2016 through 2019, the 2019 winner *Five Wives* and sold the fewest units within the graphed time period.

Non-fiction



2019 winner

- *To the River: Losing My Brother* by Don Gillmor, Random House Canada, HT, 9780345814661, \$29.95

2019 nominees

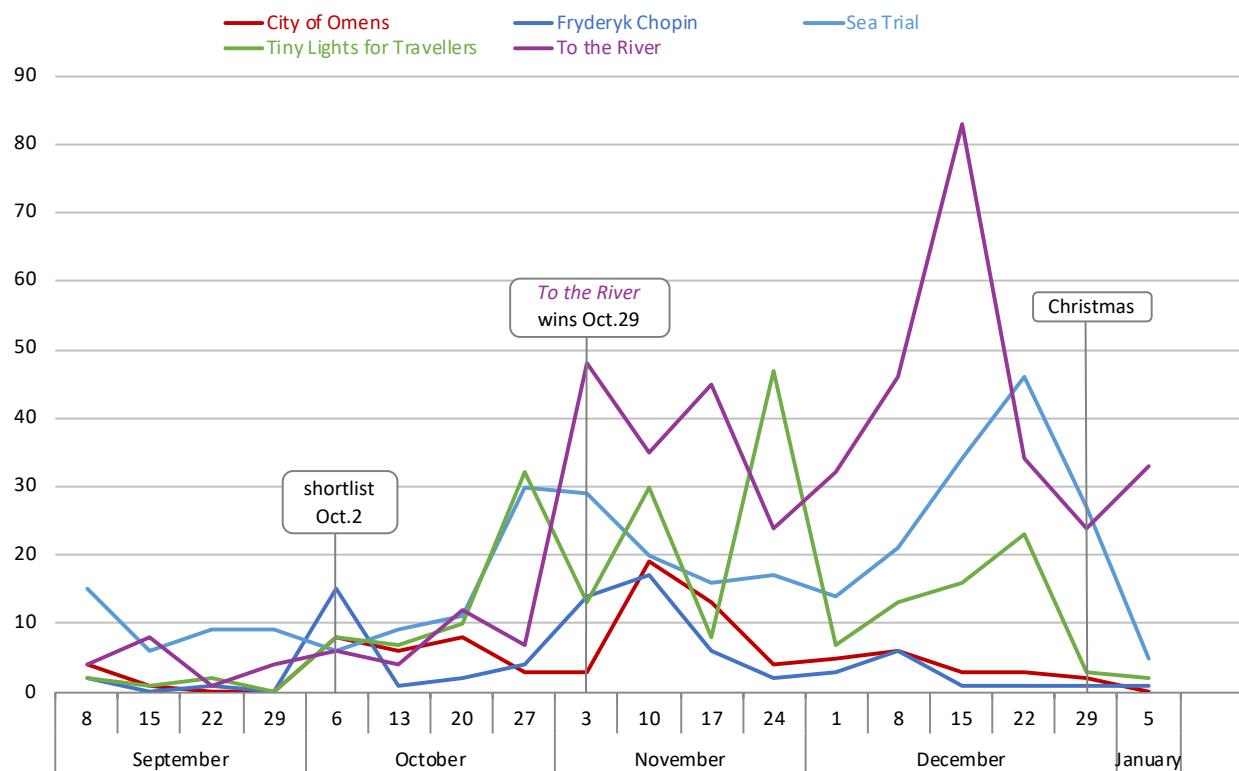
- *City of Omens: A Search for the Missing Women of the Borderlands* by Dan Werb, Bloomsbury, HT, 9781635572995, \$37.00
- *Fryderyk Chopin: A Life and Times* by Alan Walker, Farrar, Straus & Giroux, HT, 9780374159061, \$52.00
- *Sea Trial: Sailing After My Father* by Brian Harvey, ECW Press, TP, 9781770414778, \$21.95
- *Tiny Lights for Travellers* by Naomi K. Lewis, University of Alberta Press, TP, 9781772124484, \$26.99

Volume of sales — Shortlisted titles



							2019-2020 Market Non-Fiction
		<i>City of Omens</i>	<i>Fryderyk Chopin</i>	<i>Sea Trial</i>	<i>Tiny Lights for Travellers</i>	<i>To the River</i>	
September	8	4	2	15	2	4	314,060
	15	1	0	6	1	8	327,560
	22	0	1	9	2	1	327,416
	29	0	0	9	0	4	338,106
October	6	8	15	6	8	6	332,358
	13	6	1	9	7	4	294,451
	20	8	2	11	10	12	309,281
	27	3	4	30	32	7	329,685
November	3	3	14	29	13	48	347,219
	10	19	17	20	30	35	378,599
	17	13	6	16	8	45	402,259
	24	4	2	17	47	24	462,613
December	1	5	3	14	7	32	599,629
	8	6	6	21	13	46	702,916
	15	3	1	34	16	83	814,929
	22	3	1	46	23	34	1,005,955
January	29	2	1	27	3	24	611,619
	5	0	1	5	2	33	373,131

Shortlisted titles



Shortlist announcement (Oct. 2, 2019):

Four of the five the shortlisted titles saw increases in sales after the shortlist announcement; only *Sea Trial* showed a modest 25% decrease. It should be noted that overall sales numbers were small for the shortlisted titles.

Winner announcement (Oct. 29, 2019):

The winning title *To the River* experienced the largest sales increase, 526%, and sold the most units within the graphed time period.

Volume on hand — Shortlisted titles

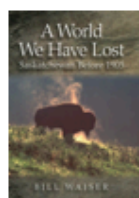
		Shortlist announced	Winner announced	Christmas		
		<i>City of Omens</i>	<i>Fryderyk Chopin</i>	<i>Tiny Lights for Travellers</i>	<i>To the River</i>	
September	8	119	28	184	99	252
	15	119	28	192	97	271
	22	123	28	202	95	247
	29	123	28	189	95	232
October	6	127	26	190	106	218
	13	157	24	189	124	249
	20	169	37	220	170	246
	27	163	41	252	153	213
November	3	164	40	256	153	232
	10	166	38	262	176	627
	17	167	35	264	188	693
	24	166	35	249	195	695
December	1	175	31	232	196	686
	8	173	30	247	191	690
	15	173	31	224	181	652
	22	158	25	194	178	636
	29	156	24	172	177	613
January	5	157	21	188	177	550

Comparison of winners 2016–2019

- **2019:** *To the River: Losing My Brother* by Don Gillmor, Random House Canada, HT, 9780345814661, \$29.95
- **2018:** *Mamaskatch* by Darrel J. McLeod, Douglas and McIntyre, HT, 9781771622004, \$29.95
- **2017:** *The Way of the Strangers* by Graeme Wood, Random House Publishing Group, HT, 9780812988758, \$36.00
- **2016:** *A World We Have Lost: Saskatchewan Before 1905* by Bill Waiser, Fifth House Publishers, HT, 9781927083390, \$70.00

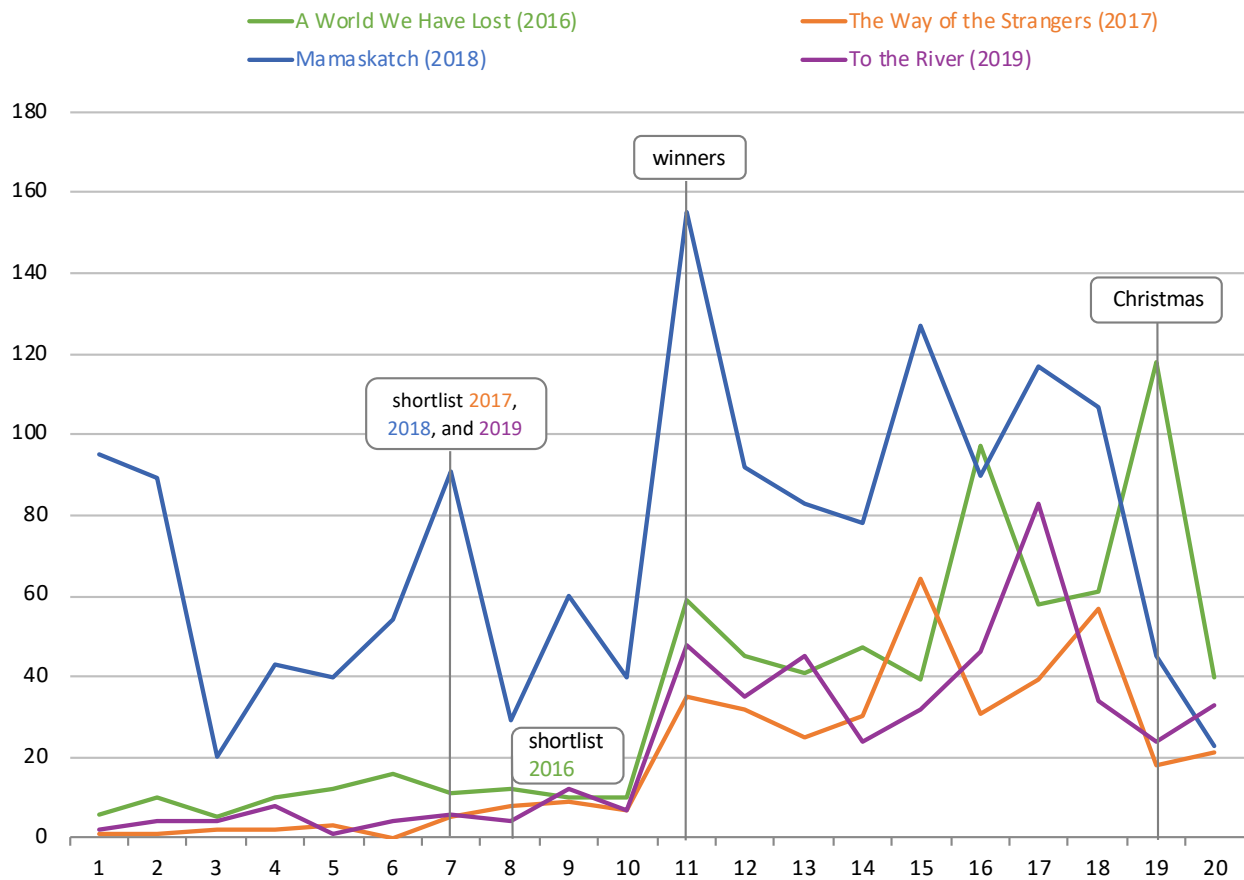
Volume of sales — Winner comparison

■ Shortlist announced
 ■ Winner announced
 ■ Christmas



	<i>A World We Have Lost</i> (2016)	<i>The Way of the Strangers</i> (2017)	<i>Mamaskatch</i> (2018)	<i>To the River</i> (2019)
1	6	1	95	2
2	10	1	89	4
3	5	2	20	4
4	10	2	43	8
5	12	3	40	1
6	16	0	54	4
7	11	5	91	6
8	12	8	29	4
9	10	9	60	12
10	10	7	40	7
11	59	35	155	48
12	45	32	92	35
13	41	25	83	45
14	47	30	78	24
15	39	64	127	32
16	97	31	90	46
17	58	39	117	83
18	61	57	107	34
19	118	18	45	24
20	40	21	23	33

Winner comparison



All winning titles experienced a sales increase following their winner announcement, with increases ranging from 114% (*Mamaskatch*) to 357% (*To the River*). *Mamaskatch* is title that sold the largest number of units in the graphed time period.

Poetry



2019 winner

- *Holy Wild* by Gwen Benaway, Book*hug, TP, 9781771664394, \$18.00

2019 nominees

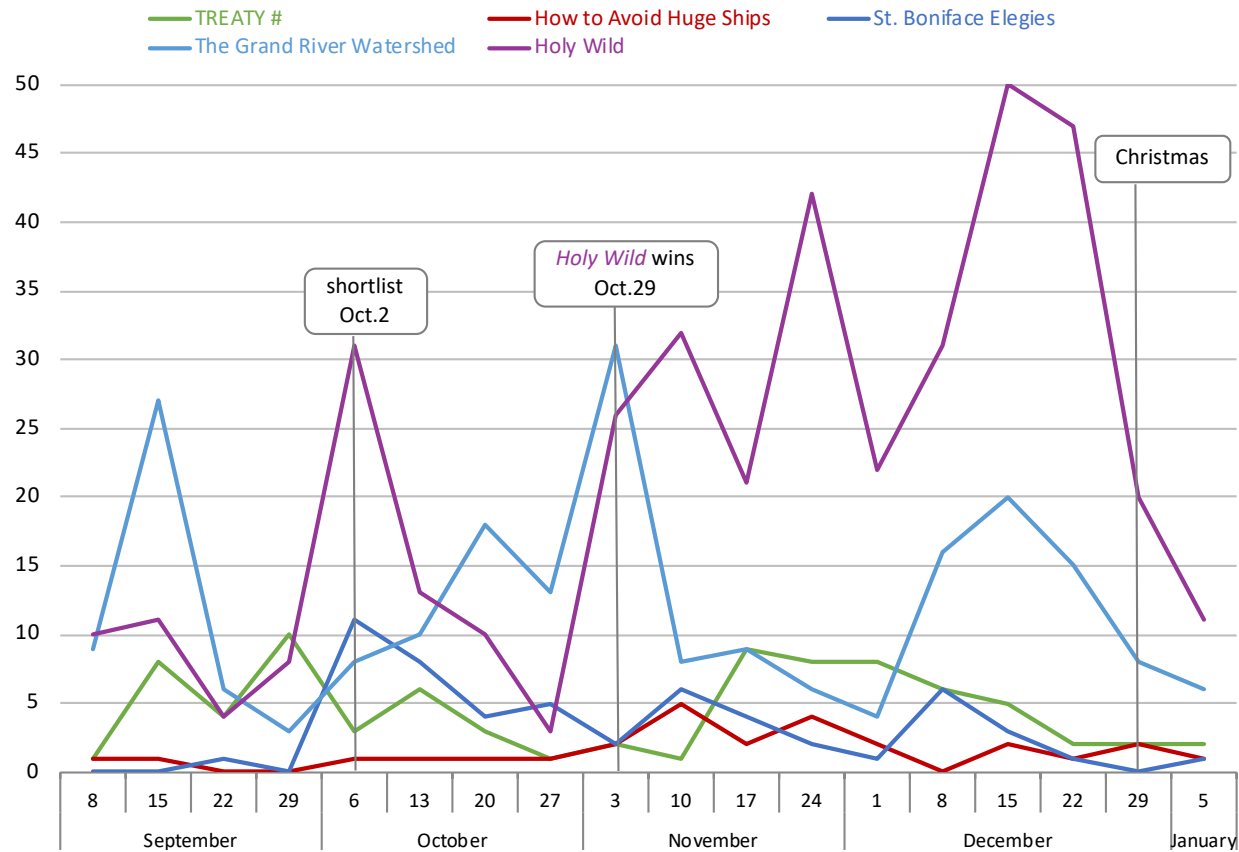
- *How to Avoid Huge Ships* by Julie Bruck, Brick Books, TP, 9781771314855, \$20.00
- *St. Boniface Elegies* by Catherine Hunter, Signature Editions, TP, 9781773240459, \$17.95
- *The Grand River Watershed: A Folk Ecology* by Karen Houle, Gaspereau Press, TP, 9781554471843, \$19.95
- *TREATY #* by Armand Garnet Ruffo, Wolsak & Wynn, TP, 9781928088769, \$18.00

Volume of sales — Shortlisted titles

		Shortlist announced	Winner announced	Christmas			
							
2019-2020							
Market							
		TREATY #	How to Avoid Huge Ships	St. Boniface Elegies	The Grand River Watershed	Holy Wild	Non-Fiction
September	8	1	1	0	9	10	314,060
	15	8	1	0	27	11	327,560
	22	4	0	1	6	4	327,416
	29	10	0	0	3	8	338,106
October	6	3	1	11	8	31	332,358
	13	6	1	8	10	13	294,451
	20	3	1	4	18	10	309,281
	27	1	1	5	13	3	329,685
November	3	2	2	2	31	26	347,219
	10	1	5	6	8	32	378,599
	17	9	2	4	9	21	402,259
	24	8	4	2	6	42	462,613
December	1	8	2	1	4	22	599,629
	8	6	0	6	16	31	702,916
	15	5	2	3	20	50	814,929
	22	2	1	1	15	47	1,005,955
	29	2	2	0	8	20	611,619
January	5	2	1	1	6	11	373,131



Shortlisted titles



Shortlist announcement (Oct. 2, 2019):

TREATY # and *The Grand River Watershed* were the nominated titles that experienced a sales decrease following the shortlist announcement (-59% and -33%, respectively). The other nominees experienced a sales increase, ranging from 304% (*Holy Wild*) to 3,200% (*St. Boniface Elegies*).

Winner announcement (Oct. 29, 2019):

The winning title, *Holy Wild*, had the largest sales increase after the winning announcement (200%), and sold the largest number of units over the graphed time period, followed by *The Grand River Watershed*.

Volume on hand — Shortlisted titles

		Shortlist announced	Winner announced	Christmas		
		TREATY #	How to Avoid Huge Ships	St. Boniface Elegies	The Grand River Watershed	Holy Wild
September	8	87	45	37	33	219
	15	80	44	37	16	207
	22	76	44	18	70	207
	29	82	45	18	67	226
October	6	79	41	16	62	252
	13	76	55	22	142	181
	20	93	72	37	135	144
	27	93	79	45	142	152
November	3	88	83	57	115	140
	10	92	87	58	115	147
	17	102	85	55	118	181
	24	108	83	55	114	250
December	1	108	80	55	111	260
	8	105	80	53	104	271
	15	101	79	50	86	246
	22	100	80	50	76	215
	29	98	79	50	70	204
January	5	100	79	51	64	206

Comparison of winners 2016–2019

- **2019:** *Holy Wild* by Gwen Benaway, Book*hug, TP, 9781771664394, \$18.00
- **2018:** *Wayside Sang* by Cecily Nicholson, Talonbooks, TP, 9781772011821, \$16.95
- **2017:** *On Not Losing My Father's Ashes in the Flood* by Richard Harrison, Wolsak & Wynn Publishers, TP, 9781928088226, \$18.00
- **2016:** *The Waking Comes Late* by Steven Heighton, House of Anansi, TP, 9781487000936, \$19.95

Volume of sales — Winner comparison

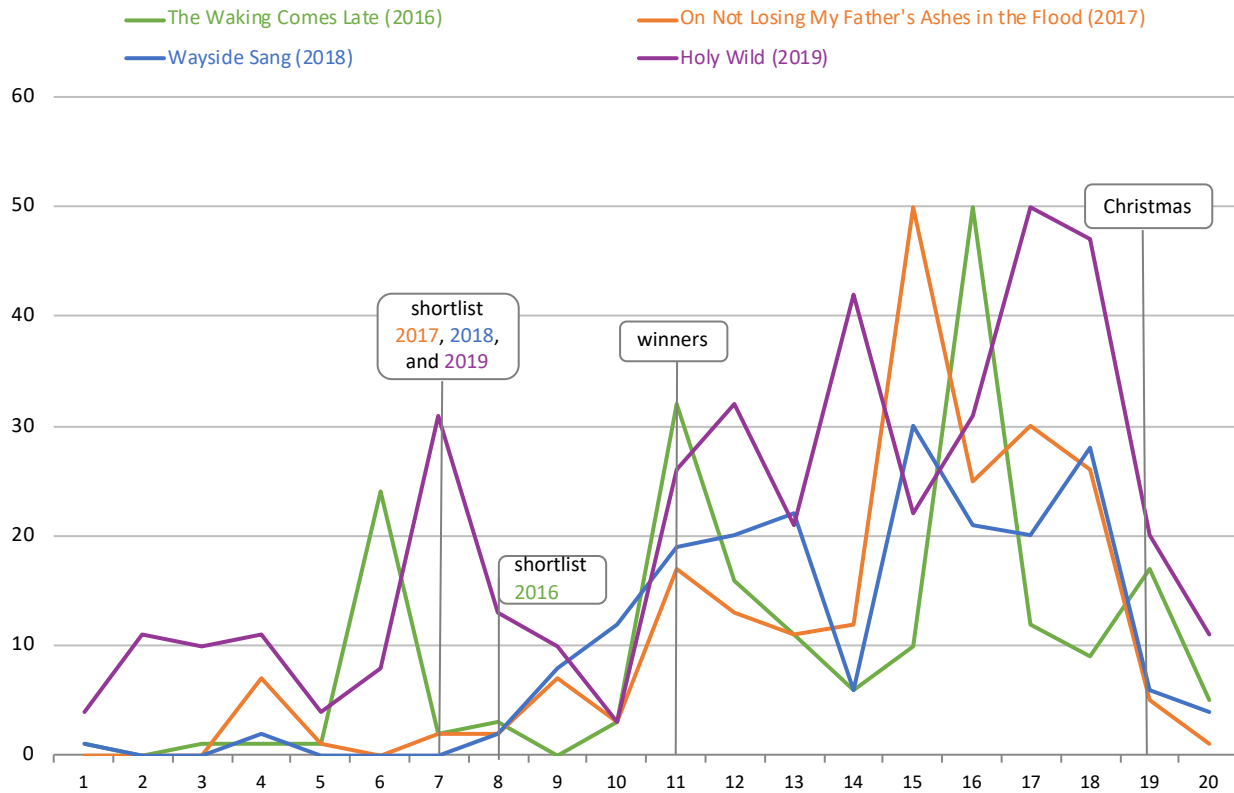
■ Shortlist announced
 ■ Winner announced
 ■ Christmas



	<i>The Waking Comes Late (2016)</i>	<i>On Not Losing My Father's Ashes in the Flood (2017)</i>	<i>Wayside Sang (2018)</i>	<i>Holy Wild (2019)</i>
1	1	0	1	4
2	0	0	0	11
3	1	0	0	10
4	1	7	2	11
5	1	1	0	4
6	24	0	0	8
7	2	2	0	31
8	3	2	2	13
9	0	7	8	10
10	3	3	12	3
11	32	17	19	26
12	16	13	20	32
13	11	11	22	21
14	6	12	6	42
15	10	50	30	22
16	50	25	21	31
17	12	30	20	50
18	9	26	28	47
19	17	5	6	20
20	5	1	4	11

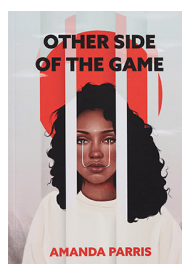


Winner comparison



All winning titles from 2016 through 2019 experienced a sales increase following their winner announcement. Increases ranged from 173% (*Wayside Sang*) to 700% (*The Waking Comes Late*). Among these four winning titles, *Holy Wild* sold the largest number of units in the graphed time period.

Drama



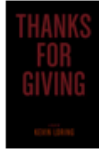
2019 winner

- *Other Side of the Game* by Amanda Parris, Playwrights Canada Press, TP, 9781770919914, \$17.95

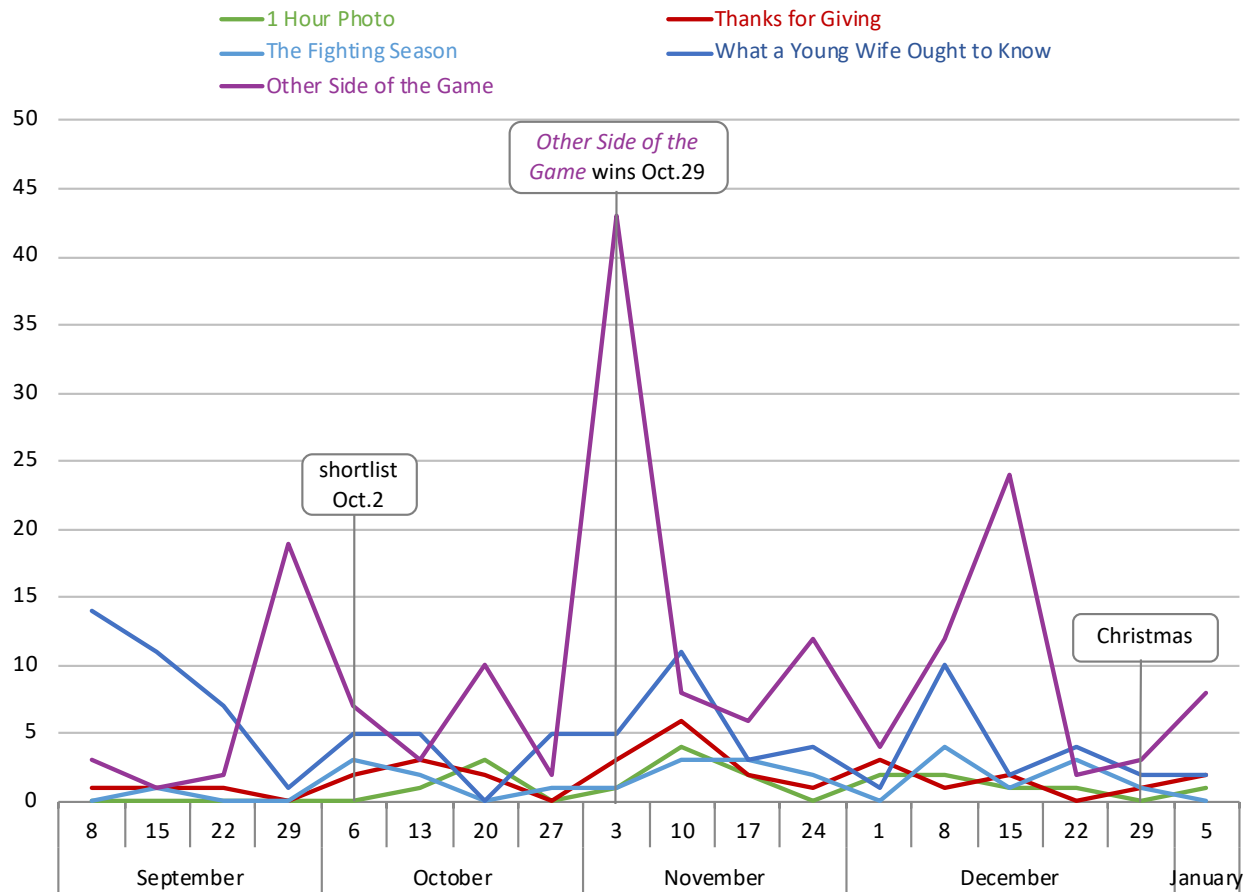
2019 nominees

- *I Hour Photo* by Tetsuro Shigematsu, Talonbooks, TP, 9781772012156, \$16.95
- *Thanks for Giving* by Kevin Loring, Talonbooks, TP, 9781772012187, \$19.95
- *The Fighting Season* by Sean Oliver, J. Gordon Shillingford, TP, 9781927922507, \$15.95
- *What a Young Wife Ought to Know* by Hannah Moscovitch, Playwrights Canada Press, TP, 9781770919860, \$17.95

Volume of sales — Shortlisted titles

		Shortlist announced	Winner announced	Christmas			
							
		<i>1 Hour Photo</i>	<i>Thanks for Giving</i>	<i>The Fighting Season</i>	<i>What a Young Wife Ought to Know</i>	<i>Other Side of the Game</i>	2019-2020 Market Non-Fiction
September	8	0	1	0	14	3	314,060
	15	0	1	1	11	1	327,560
	22	0	1	0	7	2	327,416
	29	0	0	0	1	19	338,106
October	6	0	2	3	5	7	332,358
	13	1	3	2	5	3	294,451
	20	3	2	0	0	10	309,281
	27	0	0	1	5	2	329,685
November	3	1	3	1	5	43	347,219
	10	4	6	3	11	8	378,599
	17	2	2	3	3	6	402,259
	24	0	1	2	4	12	462,613
December	1	2	3	0	1	4	599,629
	8	2	1	4	10	12	702,916
	15	1	2	1	2	24	814,929
	22	1	0	3	4	2	1,005,955
	29	0	1	1	2	3	611,619
January	5	1	2	0	2	8	373,131

Shortlisted titles



Volume on hand — Shortlisted titles

		Shortlist announced	Winner announced	Christmas		
		1 Hour Photo	Thanks for Giving	The Fighting Season	What a Young Wife Ought to Know	Other Side of the Game
September	8	2	72	6	11	11
	15	2	69	9	22	10
	22	2	68	11	22	9
	29	2	66	11	19	7
October	6	1	65	9	18	7
	13	7	73	16	24	15
	20	11	78	23	33	20
	27	14	85	25	31	23
November	3	15	85	25	33	29
	10	19	86	27	45	30
	17	17	85	25	43	31
	24	17	84	24	47	31
December	1	17	83	24	50	39
	8	17	84	25	55	41
	15	16	82	24	53	69
	22	16	82	23	47	73
January	29	16	82	28	45	73
	5	16	80	28	44	68

Comparison of winners 2016–2019

- **2019:** *Other Side of the Game* by Amanda Parris, Playwrights Canada Press, TP, 9781770919914, \$17.95
- **2018:** *Botticelli in the Fire & Sunday in Sodom* by Jordan Tannahill, Playwrights Canada Press, TP, 9781770919174, \$18.95
- **2017:** *Indian Arm* by Hiro Kanagawa, Playwrights Canada Press, TP, 9781770915725, \$17.95
- **2016:** *Pig Girl* by Colleen Murphy, Playwrights Canada Press, TP, 9781770914469, \$17.95

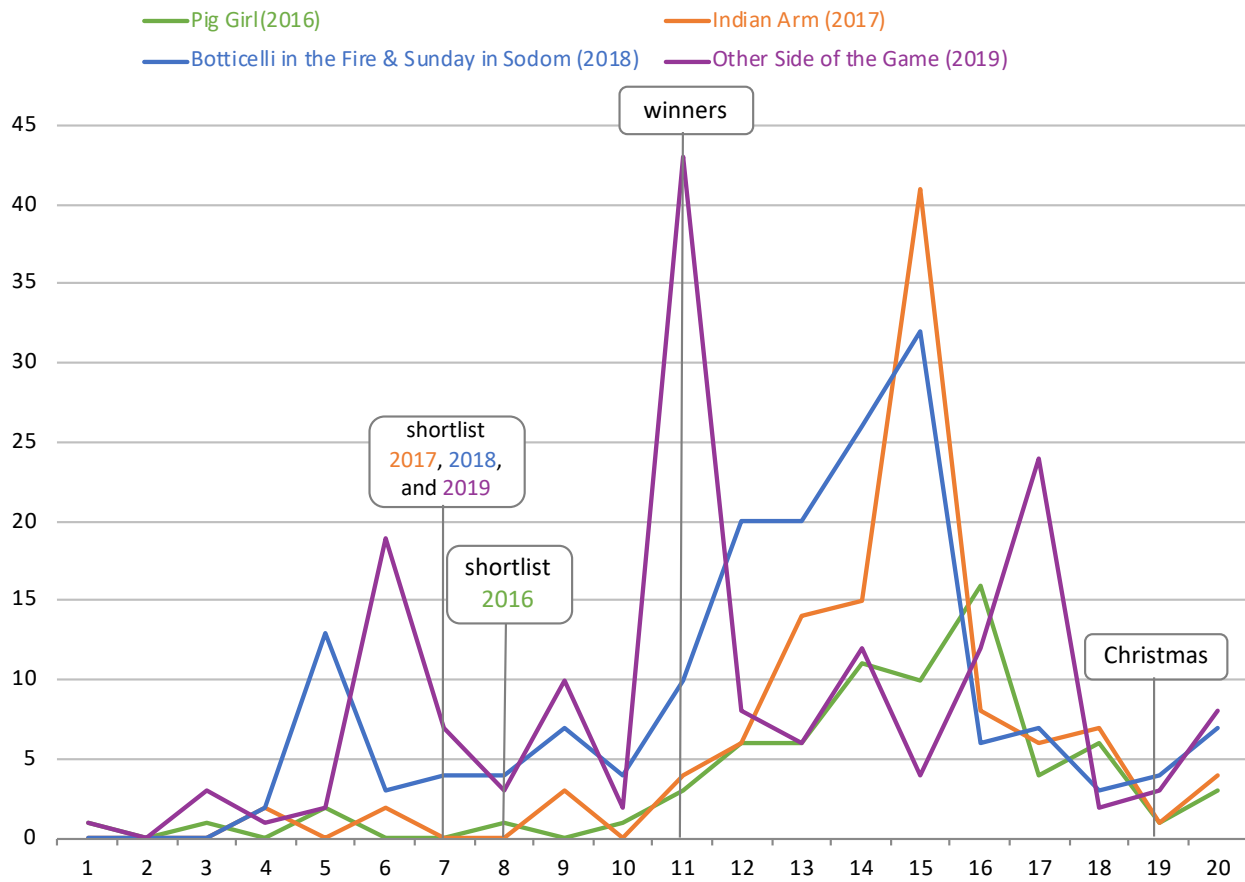
Volume of sales — Winner comparison

■ Shortlist announced
 ■ Winner announced
 ■ Christmas



	<i>Pig Girl</i> (2016)	<i>Indian Arm</i> (2017)	<i>Botticelli in the Fire & Sunday in Sodom</i> (2018)	<i>Other Side of the Game</i> (2019)
1	1	0	0	1
2	0	0	0	0
3	1	0	0	3
4	0	2	2	1
5	2	0	13	2
6	0	2	3	19
7	0	0	4	7
8	1	0	4	3
9	0	3	7	10
10	1	0	4	2
11	3	4	10	43
12	6	6	20	8
13	6	14	20	6
14	11	15	26	12
15	10	41	32	4
16	16	8	6	12
17	4	6	7	24
18	6	7	3	2
19	1	1	4	3
20	3	4	7	8

Winner comparison



The winning titles for 2018 and 2019 both sold around 170 units during the graphed time period, with *Botticelli in the Fire & Sunday in Sodom* selling the largest number of units. All winning titles from 2016 through 2019 experienced a sales increase after the winner announcement; *Pig Girl*, the 2016 winner, experienced the largest increase (800%), and *Other Side of the Game*, the 2019 winner, experienced an increase of 760%.

Young People's Literature – Text



2019 winner

- *Stand on the Sky* by Erin Bow, Scholastic Canada, HT, 9781443163798, \$21.99

2019 nominees

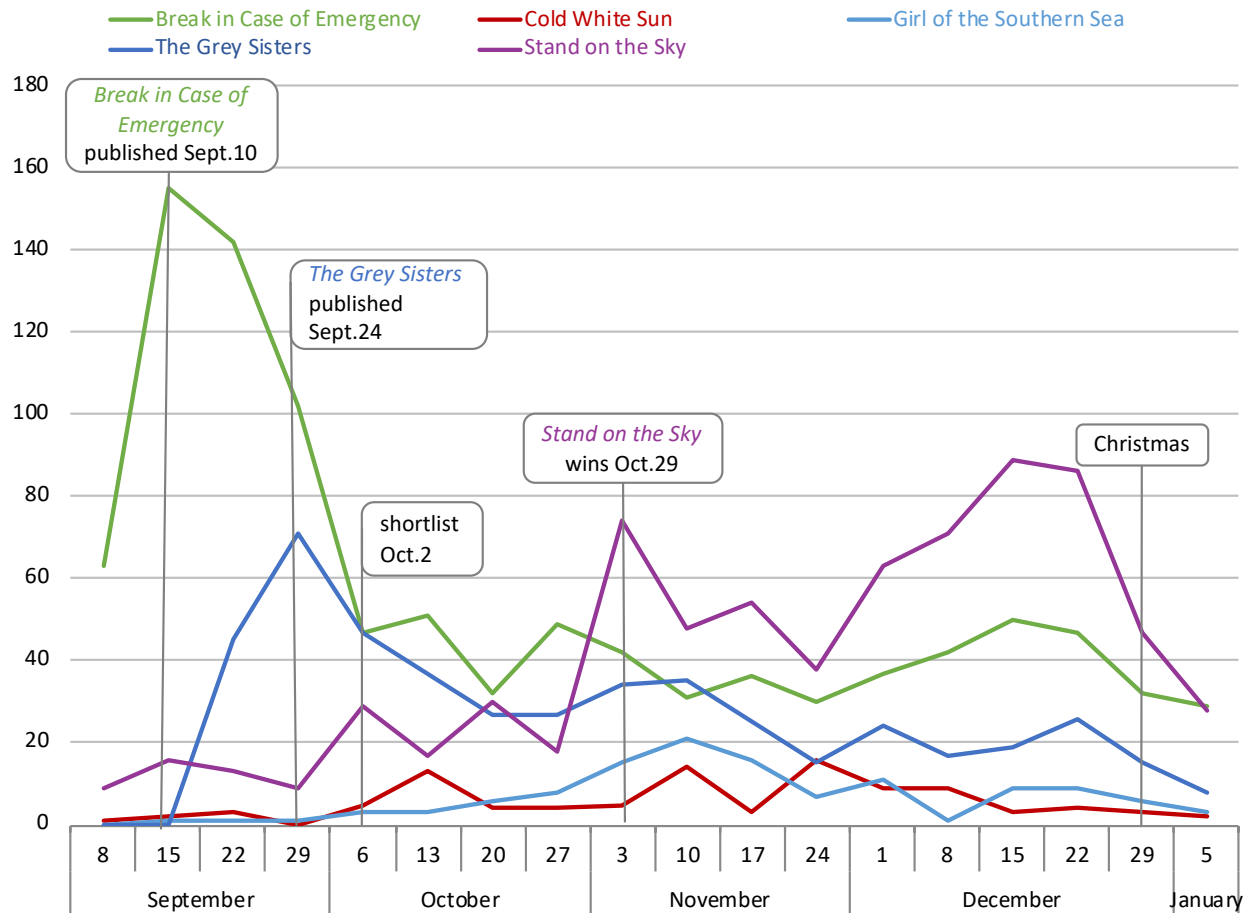
- *Break in Case of Emergency* by Brian Francis, HarperCollins, HT, 9781443457705, \$22.99
- *Cold White Sun* by Sue Farrell Holler, Groundwood Books, HT, 9781773060811, \$18.95
- *Girl of the Southern Sea* by Michelle Kadarusman, Pajama Press, HT, 9781772780819, \$19.95
- *The Grey Sisters* by Jo Treggiari, Penguin Random House Canada Young Readers, HT, 9780735262980, \$21.99

Volume of sales — Shortlisted titles

		Shortlist announced		Winner announced		Christmas		2019-2020 Market Juvenile & YA
		<i>Break in Case of Emergency</i>	<i>Cold White Sun</i>	<i>Girl of the Southern Sea</i>	<i>The Grey Sisters</i>	<i>Stand on the Sky</i>		
September	8	63	1	0	0	9		335,152
	15	155	2	1	0	16		383,734
	22	142	3	1	45	13		407,805
	29	102	0	1	71	9		428,395
October	6	47	5	3	47	29		395,888
	13	51	13	3	37	17		399,036
	20	32	4	6	27	30		423,040
	27	49	4	8	27	18		434,601
November	3	42	5	15	34	74		474,602
	10	31	14	21	35	48		531,226
	17	36	3	16	25	54		563,543
	24	30	16	7	15	38		639,049
December	1	37	9	11	24	63		774,454
	8	42	9	1	17	71		831,698
	15	50	3	9	19	89		997,911
	22	47	4	9	26	86		1,073,110
January	29	32	3	6	15	47		512,966
	5	29	2	3	8	28		285,390



Shortlisted titles



Shortlist announcement (Oct. 2, 2019):

Cold White Sun experienced the largest sales increase after the shortlist announcement (200%), followed by *Girl of the Southern Sea* (200%).

Winner announcement (Oct. 29, 2019):

Break in Case of Emergency sold the largest number of units within the graphed time period, followed by the winner *Stand on the Sky*. The winning title also experienced a sales increase of 242% after the winner announcement.

Volume on hand — Shortlisted titles

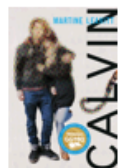
		Shortlist announced	Winner announced	Christmas						
		<i>Break in Case of</i>		<i>Girl of the</i>						
		<i>Emergency</i>	<i>Cold White Sun</i>	<i>Southern Sea</i>	<i>The Grey Sisters</i>	<i>Stand on the Sky</i>				
September	8	1,783	65	59	0	453				
	15	2,513	60	72	0	433				
	22	2,678	90	120	25	428				
	29	2,654	59	119	366	405				
October	6	2,637	58	115	491	370				
	13	2,674	63	102	605	432				
	20	2,697	75	114	632	426				
	27	2,657	84	144	636	440				
November	3	2,641	89	126	646	434				
	10	2,654	87	151	626	449				
	17	2,252	90	128	618	463				
	24	1,938	88	129	618	451				
December	1	1,700	92	124	601	493				
	8	1,561	89	125	563	480				
	15	1,485	88	128	549	460				
	22	1,428	87	112	533	432				
January	29	1,371	82	75	518	410				
	5	1,363	86	95	532	405				

Comparison of winners 2016–2019

- **2019:** *Stand on the Sky* by Erin Bow, Scholastic Canada, HT, 9781443163798, \$21.99
- **2018:** *Sweep: The Story of a Girl and Her Monster* by Jonathan Auxier, Puffin Canada, HT, 9780735264359, \$21.99
- **2017:** *The Marrow Thieves* by Cherie Dimaline, Cormorant Books, TP, 9781770864863, \$14.95
- **2016:** *Calvin* by Martine Leavitt, Groundwood Books, TP, 9781554987207, \$14.95

Volume of sales — Winner comparison

■ Shortlist announced
 ■ Winner announced
 ■ Christmas

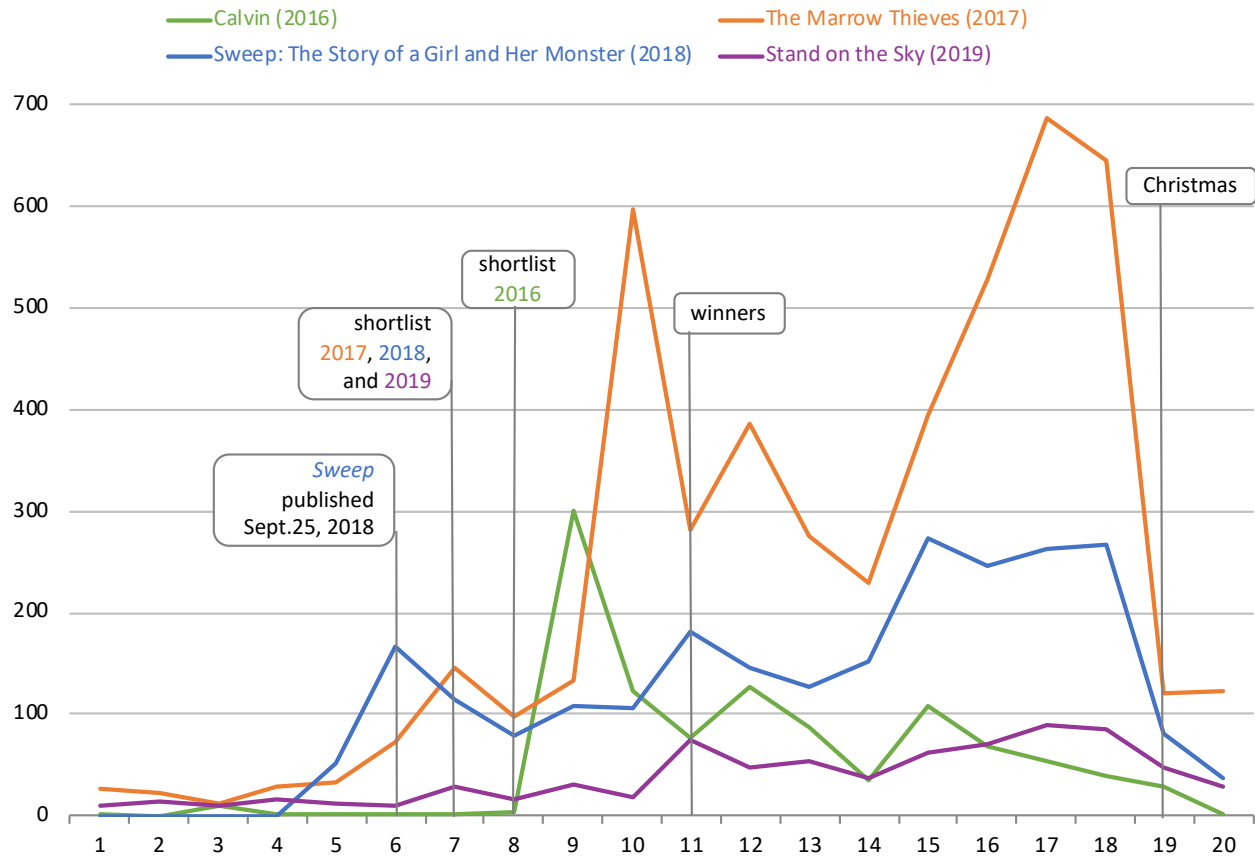


*Sweep: The
Story of a Girl
and Her*

	<i>Calvin</i> (2016)	<i>The Marrow Thieves</i> (2017)	<i>Monster</i> (2018)	<i>Stand on the Sky</i> (2019)
1	1	26	0	11
2	0	23	0	14
3	9	12	0	9
4	2	28	0	16
5	1	33	52	13
6	2	73	166	9
7	1	145	114	29
8	3	97	79	17
9	301	133	109	30
10	123	597	106	18
11	77	281	181	74
12	127	386	146	48
13	88	276	126	54
14	35	230	153	38
15	109	395	273	63
16	68	527	245	71
17	53	687	262	89
18	40	644	267	86
19	29	120	82	47
20	2	122	37	28



Winner comparison



The 2019 winner, *Stand on the Sky*, experienced the largest sales increase the week after the winning announcement (129%). The 2016 winner, *Calvin*, was the only winner from 2016 through 2019 to experience a sales decrease following their winner announcement (-11%). The 2017 winner, *The Marrow Thieves*, sold the largest number of units within the graphed time period.

Young People's Literature – Illustrated



2019 winner

- *Small in the City* by Sydney Smith, Groundwood Books, HT, 9781773061986, \$19.95

2019 nominees

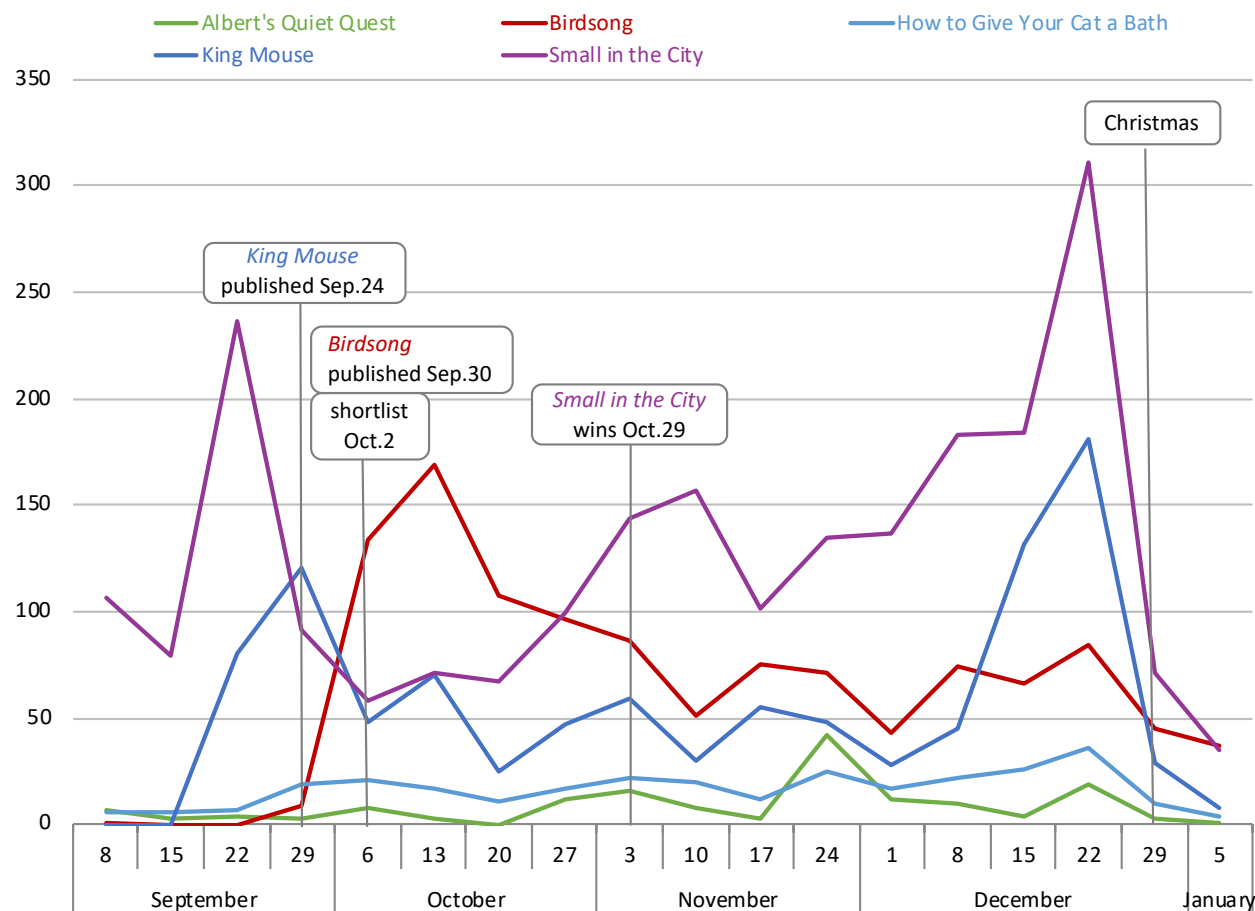
- *Albert's Quiet Quest* by Isabelle Arsenault, Tundra Books, HT, 9781101917626, \$22.99
- *Birdsong* by Julie Flett, Greystone Books, HT, 9781771644730, \$22.95
- *How to Give Your Cat a Bath* by Nicola Winstanley and John Martz, Tundra Books, HT, 9780735263543, \$21.99
- *King Mouse* by Cary Fagan and Dena Seiferling, Tundra Books, HT, 9780735264045, \$21.99

Volume of sales — Shortlisted titles

		Shortlist announced	Winner announced	Christmas			
							2019-2020 Market Juvenile & YA
		Albert's Quiet Quest	Birdsong	How to Give Your Cat a Bath	King Mouse	Small in the City	
September	8	7	1	6	0	107	335,152
	15	3	0	6	0	79	383,734
	22	4	0	7	80	236	407,805
	29	3	9	19	121	91	428,395
October	6	8	134	21	48	58	395,888
	13	3	169	17	70	71	399,036
	20	0	108	11	25	67	423,040
	27	12	96	17	47	99	434,601
November	3	16	86	22	59	144	474,602
	10	8	51	20	30	157	531,226
	17	3	75	12	55	102	563,543
	24	42	71	25	48	135	639,049
December	1	12	43	17	28	137	774,454
	8	10	74	22	45	183	831,698
	15	4	66	26	132	184	997,911
	22	19	84	36	181	311	1,073,110
	29	3	45	10	29	71	512,966
January	5	1	37	4	8	35	285,390



Shortlisted titles



Shortlist announcement (Oct. 2, 2019):

Small in the City was published on Sept. 1, 2019, slightly before the graphed time period, and *Birdsong* was published the week the shortlist was announced. After the shortlist announcement, *Birdsong* experienced a large sales increase of 4,367%.

Winner announcement (Oct. 29, 2019):

The winner, *Small in the City*, sold the largest number of units in the graphed time period, followed by *Birdsong* and then *King Mouse*. *Small in the City* saw an 82% increase in sales the week of the winning announcement.

Volume on hand — Shortlisted titles

		Shortlist announced	Winner announced	Christmas		
		Albert's Quiet Quest	How to Give Birdsong	Your Cat a Bath	King Mouse	Small in the City
September	8	771	346	0	323	0
	15	1,094	342	0	337	3
	22	1,045	315	8	333	108
	29	1,056	314	211	339	531
October	6	1,106	307	476	330	554
	13	1,163	312	507	347	644
	20	1,148	327	720	353	678
	27	1,177	343	752	372	705
November	3	1,201	312	752	364	694
	10	1,139	325	793	359	682
	17	1,274	304	737	351	684
	24	1,213	308	751	322	650
December	1	1,174	279	780	319	663
	8	1,110	279	714	310	661
	15	1,115	280	706	298	599
	22	993	285	687	288	480
January	29	958	275	654	285	460
	5	960	284	664	289	471

Comparison of winners 2016–2019

- **2019:** *Small in the City* by Sydney Smith, Greenwood Books, HT, 9781773061986, \$19.95
- **2018:** *They Say Blue* by Jillian Tamaki, Greenwood Books, HT, 9781773060200, \$19.95
- **2017:** *When We Were Alone* by David Alexander Robertson and Julie Flett, Portage & Main Press, HT, 9781553796732, \$18.95
- **2016:** *Tokyo Digs a Garden* by Jon-Erik Lappano and Kellen Hatanaka, Greenwood Books Ltd, HT, 9781554987986, \$18.95

Volume of sales — Winner comparison

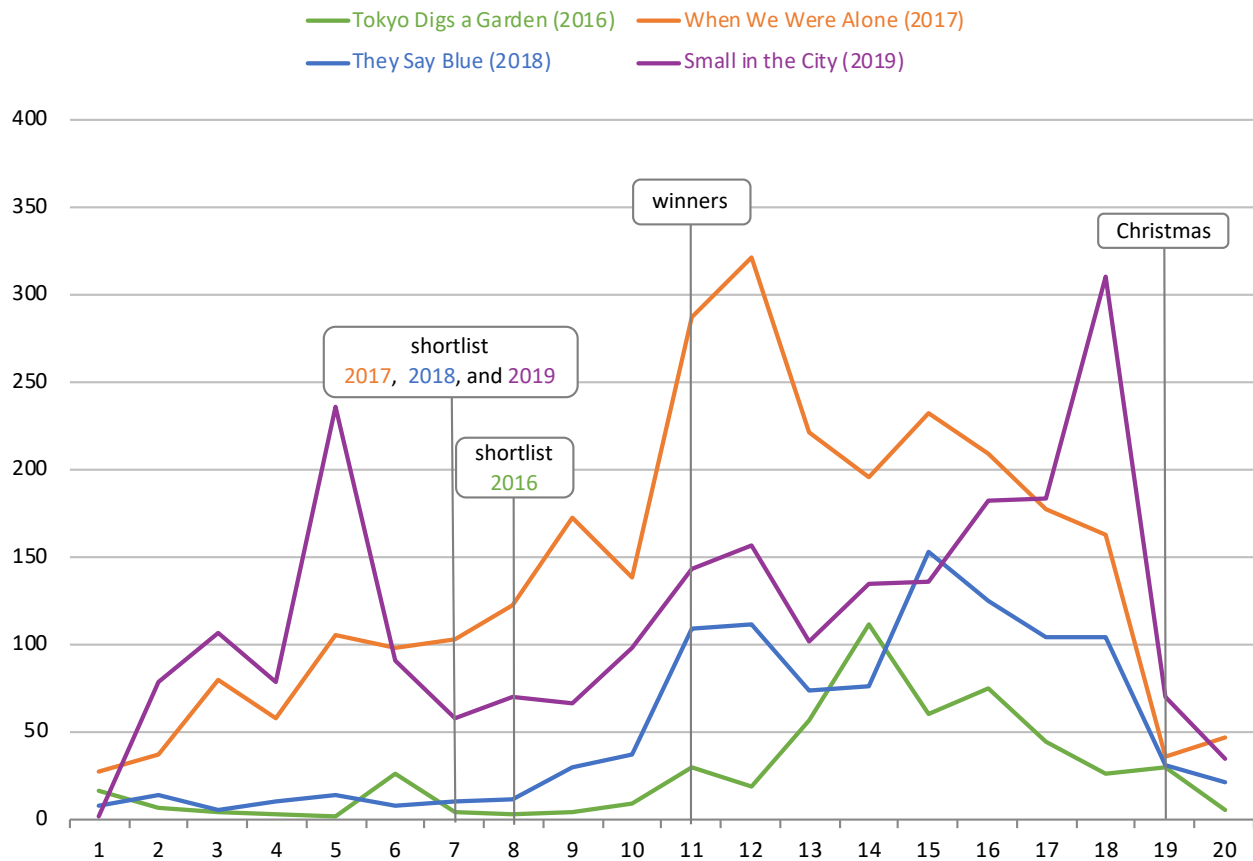
Shortlist announced Winner announced Christmas



	<i>Tokyo Digs a Garden</i> (2016)	<i>When We Were Alone</i> (2017)	<i>They Say Blue</i> (2018)	<i>Small in the City</i> (2019)
1	17	28	8	2
2	7	38	14	79
3	5	80	6	107
4	4	59	11	79
5	2	106	15	236
6	27	99	8	91
7	5	104	11	58
8	3	123	12	71
9	5	173	31	67
10	10	139	38	99
11	31	287	110	144
12	20	322	112	157
13	57	222	74	102
14	112	196	77	135
15	61	233	154	137
16	75	210	125	183
17	45	178	105	184
18	27	163	105	311
19	30	36	32	71
20	6	47	22	35

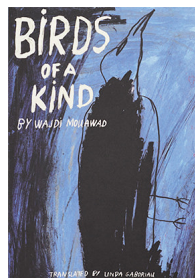


Winner comparison



All winners from 2016 through 2019 experienced a sales increase following their winner announcement, ranging from 82% (*Small in the City*, 2019 winner) to 315% (*They Say Blue*, 2018 winner). *When We Were Alone* sold the largest number of units in the graphed time period, followed closely by *Small in the City*.

Translation (French-to-English)



2019 winner

- *Birds of a Kind* by Wajdi Mouawad, translated by Linda Gaboriau, Playwrights Canada Press, TP, 9781770919907, \$18.95

2019 nominees

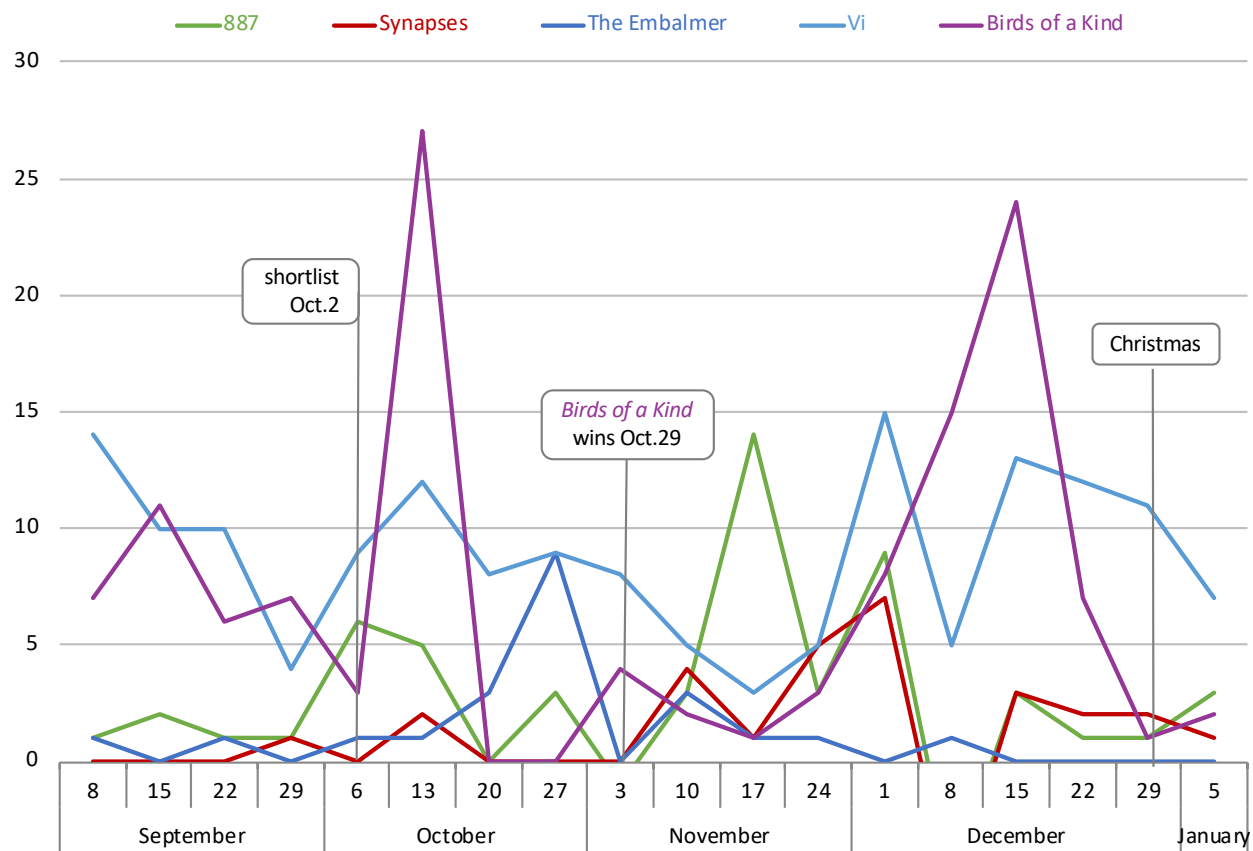
- *887* by Robert Lepage, translated by Louisa Blair, House of Anansi, TP, 9781487003920, \$19.95
- *Synapses* by Simon Brousseau, translated by Pablo Strauss, Talonbooks, TP, 9781772012231, \$16.95
- *The Embalmer* by Anne-Renée Caillé, translated by Rhonda Mullins, Coach House Books, TP, 9781552453780, \$17.95
- *Vi* by Kim Thúy, translated by Sheila Fischman, Random House Canada
 - HT, 9780735272798, \$27.95
 - TP, 9780735272804, \$18.95

Volume of sales — Shortlisted titles

		Shortlist announced		Winner announced		Christmas		2019-2020 Market Fiction	2019-2020 Market Non-Fiction
		887	Synapses	The Embalmer	Vi	Birds of a Kind			
September	8	1	0	1	14	7		263,160	314,221
	15	2	0	0	10	11		262,774	327,770
	22	1	0	1	10	6		256,464	327,559
	29	1	1	0	4	7		256,642	338,506
October	6	6	0	1	9	3		261,862	332,711
	13	5	2	1	12	27		229,475	294,704
	20	0	0	3	8	0		260,872	309,676
	27	3	0	9	9	0		253,865	329,680
November	3	-1	0	0	8	4		271,367	347,245
	10	3	4	3	5	2		271,625	378,656
	17	14	1	1	3	1		264,138	402,258
	24	3	5	1	5	3		354,744	462,698
December	1	9	7	0	15	8		365,540	598,687
	8	-5	-6	1	5	15		381,520	701,707
	15	3	3	0	13	24		432,600	814,642
	22	1	2	0	12	7		558,278	1,005,688
January	29	1	2	0	11	1		301,375	611,540
	5	3	1	0	7	2		220,985	373,485



Shortlisted titles



Volume on hand — Shortlisted titles

		Shortlist announced	Winner announced	Christmas		
		887	Synapses	The Embalmer	Vi	Birds of a Kind
September	8	40	19	67	852	19
	15	39	19	72	832	15
	22	38	19	71	821	10
	29	36	20	71	818	11
October	6	33	18	75	808	9
	13	37	28	85	805	7
	20	44	38	89	790	7
	27	44	40	83	784	7
November	3	45	42	83	770	6
	10	45	45	79	721	5
	17	47	46	79	676	35
	24	46	45	79	627	41
December	1	40	38	76	578	58
	8	46	44	76	557	63
	15	44	47	76	544	46
	22	43	46	76	540	43
January	29	41	44	76	527	42
	5	41	43	75	519	37

Comparison of winners 2016–2019

- **2019:** *Birds of a Kind* by Wajdi Mouawad, translated by Linda Gaboriau, Playwrights Canada Press, TP, 9781770919907, \$18.95
- **2018:** *Descent into Night* by Edem Awumey, translated by Phyllis Aronoff and Howard Scott, Mawenzi House Publishers, TP, 9781988449166, \$20.95
- **2017:** *Readopolis* by Bertand Laverdure, translated by Oana Avasilichioaei, Book*hug, TP, 9781771662987, \$20.00
- **2016:** *The Party Wall* by Catherine Leroux, translated by Lazer Lederhendler, Biblioasis, TP, 9781771960762, \$19.95

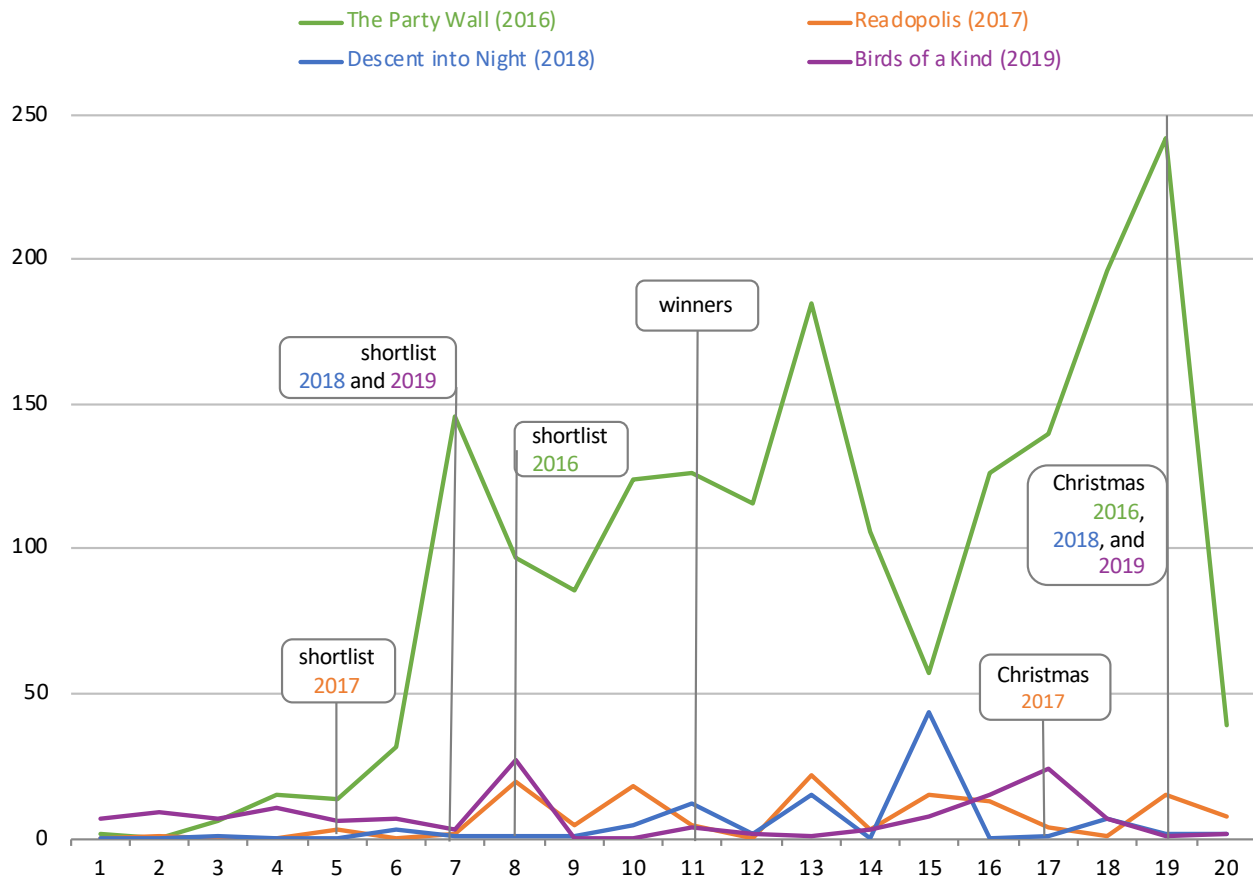
Volume of sales — Winner comparison

■ Shortlist announced
 ■ Winner announced
 ■ Christmas



	<i>The Party Wall</i> (2016)	<i>Readopolis</i> (2017)	<i>Descent into Night</i> (2018)	<i>Birds of a Kind</i> (2019)
1	2	0	0	7
2	0	1	0	9
3	6	0	1	7
4	15	0	0	11
5	14	3	0	6
6	32	0	3	7
7	146	2	1	3
8	97	20	1	27
9	86	5	1	0
10	124	18	5	0
11	126	5	12	4
12	116	0	2	2
13	185	22	15	1
14	106	3	0	3
15	57	15	44	8
16	126	13	0	15
17	140	4	1	24
18	196	1	7	7
19	242	15	2	1
20	39	8	2	2

Winner comparison



The 2016 winner, *The Party Wall*, was the only winner from 2016 through to 2019 that experienced a sales increase after its winner announcement (13%). It was also the winning title that sold the largest number of units during the graphed time period. The other winners experienced a sales decrease after winner announcement, ranging from -14% to -100%. The 2019 winner, *Birds of a Kind*, experienced a sales decrease of -56%.