



Literary Award Report:

Governor General's 2022



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CANADA**

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Table of Contents

Introduction	7
Governor General's Literary Awards	9
Fiction	9
Shortlisted titles	10
Volume of sales for 2021 shortlisted titles	10
Volume of sales for 2021 shortlisted titles	11
Percent changes by announcement for 2021 shortlisted titles	11
Volume on hand for 2021 shortlisted titles	12
Winner comparison	13
Volume of sales for winning titles from 2018 to 2021	14
Volume of sales for winning titles from 2018 to 2021	15
Percent changes by announcement for winning titles from 2018 to 2021	15
Non-Fiction	16
Shortlisted titles	16
Volume of sales for 2021 shortlisted titles	17
Volume of sales for 2021 shortlisted titles	18
Percent changes by announcement for 2021 shortlisted titles	18
Volume on hand for 2021 shortlisted titles	19
Winner comparison	20
Volume of sales for winning titles from 2018 to 2021	21

Volume of sales for winning titles from 2018 to 2021	22
Percent changes by announcement for winning titles from 2018 to 2021	22
Poetry	23
Shortlisted titles.....	23
Volume of sales for 2021 shortlisted titles	24
Volume of sales for 2021 shortlisted titles	25
Percent changes by announcement for 2021 shortlisted titles	25
Volume on hand for 2021 shortlisted titles.....	26
Winner comparison.....	27
Volume of sales for winning titles from 2018 to 2021	28
Volume of sales for winning titles from 2018 to 2021	29
Percent changes by announcement for winning titles from 2018 to 2021	29
Drama.....	30
Shortlisted titles.....	30
Volume of sales for 2021 shortlisted titles	31
Volume of sales for 2021 shortlisted titles	32
Percent changes by announcement for 2021 shortlisted titles	32
Volume on hand for 2021 shortlisted titles.....	33
Winner comparison.....	34
Volume of sales for winning titles from 2018 to 2021	35
Volume of sales for winning titles from 2018 to 2021	36

Percent changes by announcement for winning titles from 2018 to 2021	36
Young People's Literature – Text	37
Shortlisted titles.....	37
Volume of sales for 2021 shortlisted titles	38
Volume of sales for 2021 shortlisted titles	39
Percent changes by announcement for 2021 shortlisted titles	39
Volume on hand for 2021 shortlisted titles.....	40
Winner comparison.....	41
Volume of sales for winning titles from 2018 to 2021	42
Volume of sales for winning titles from 2018 to 2021	43
Percent changes by announcement for winning titles from 2018 to 2021	43
Young People's Literature – Illustrated books.....	44
Shortlisted titles.....	44
Volume of sales for 2021 shortlisted titles	45
Volume of sales for 2021 shortlisted titles	46
Percent changes by announcement for 2021 shortlisted titles	46
Volume on hand for 2021 shortlisted titles.....	47
Winner comparison.....	48
Volume of sales for winning titles from 2018 to 2021	49
Volume of sales for winning titles from 2018 to 2021	50
Percent changes by announcement for winning titles from 2018 to 2021	50

Translation – English-to-French	51
Shortlisted titles.....	51
Volume of sales for 2021 shortlisted titles.....	52
Volume of sales for 2021 shortlisted titles.....	53
Percent changes by announcement for 2021 shortlisted titles	53
Volume on hand for 2021 shortlisted titles.....	54
Winner comparison.....	55
Volume of sales for winning titles from 2018 to 2021	56
Volume of sales for winning titles from 2018 to 2021	57
Percent changes by announcement for winning titles from 2018 to 2021	57
About BookNet Canada	58

Introduction

To get a sense of what to expect during the upcoming award season, and to help publishers with stock and demand planning, BNC Research's Literary Award Reports show a trend analysis of last year's shortlist and winner, as well as a comparison in sales and stock position of all winning titles from previous years.

Looking at sales data from 2018 to 2021, this report can help you to better predict potential sales and order spikes by giving you the data you need to ensure you have enough copies in the warehouse and on booksellers' shelves.

This report includes:

- bibliographic data for shortlisted titles;
- week-over-week comparison of volume sold and volume on hand for each shortlisted title within the graphed time period;
- market trends by week and percentage of market share for shortlisted titles; and
- year-over-year comparison of volume sold for winners from 2018 to 2021.

How to interpret the graphs and percent change figures:

- All dates used in the graphs represent week-ending dates.
- The graphed time period is from week ending Sep. 26, 2021 to Jan. 16, 2022.
- BNC calculates percent change based on average units sold three weeks prior to shortlist and winner announcements compared to units sold in the week or week after of each announcement, depending on which day of the week the announcement is made. These calculations are dependent on a given title's availability in the market.

Caveats

Based on publisher feedback, we estimate that BNC SalesData represents 85% of physical English-language trade book sales in Canada. Certain retail categories are not completely covered by our retail panel, and this should be noted in any

interpretation of these results, as the effect of certain awards may not be fully captured in our data. These retail categories include:

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

At this time, ebook and audiobook sales are not represented in SalesData. Therefore, all numbers in this report refer to print books only.

The study was prepared by BookNet Canada staff.

Governor General's Literary Awards

This report includes data on seven English-language Governor General's Literary Awards categories: Fiction; Non-Fiction; Poetry; Drama; Young People's Literature – Text; Young People's Literature – Illustrated; and Translation.

In 2021, the Governor General's Literary Awards shortlists were announced on October 14, 2021. The prize was awarded on November 17, 2021.

Fiction

These are the shortlisted titles for the 2021 Governor General's Literary Award for Fiction:

2021 winner

- *Tainna: The Unseen Ones* by Norma Dunning, Douglas & McIntyre, TP, 9781771622714, \$19.95

2021 nominated titles

- *Fictional Father* by Joe Ollmann, Drawn & Quarterly, TP, 9781770464636, \$29.95
- *Home Waltz* by G. A. Grisenthwaite, Palimpsest Press, TP, 9781989287644, \$18.95
- *Second Place* by Rachel Cusk, Harper Perennial, HT, 9781443458733, \$29.99
- *You Are Eating an Orange. You Are Naked.* by Sheung-King, Book*hug Press, TP, 9781771666411, \$20.00

Shortlisted titles

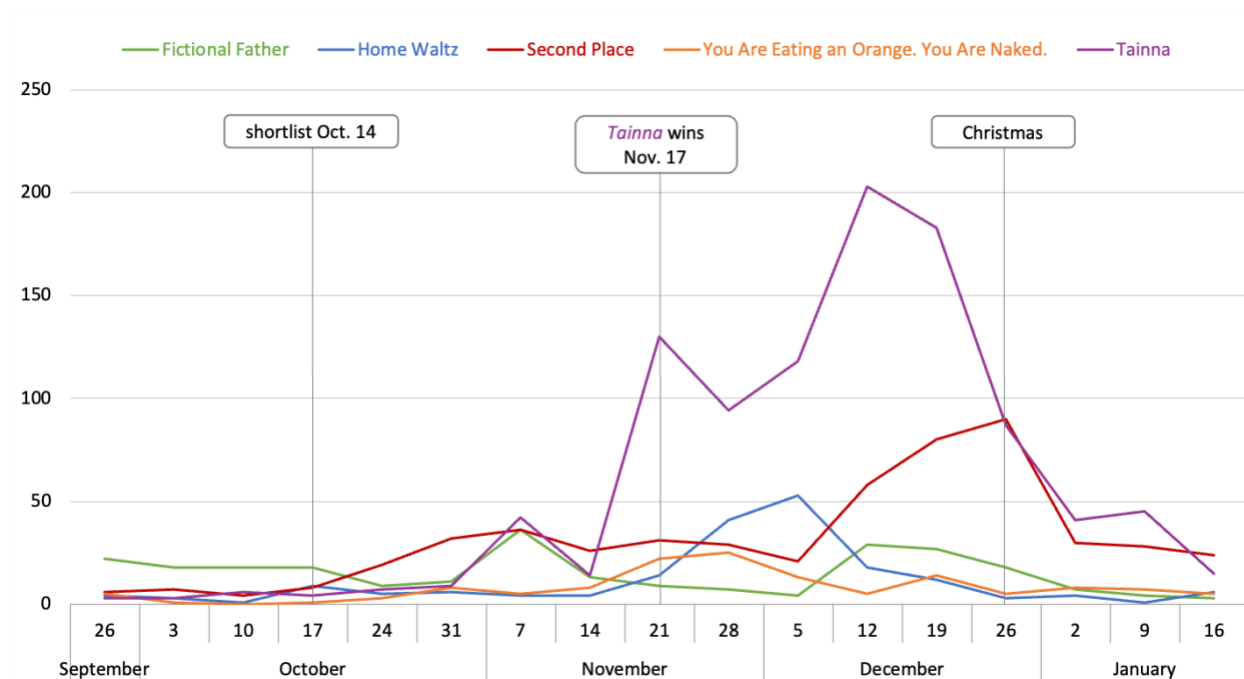
This section includes data on the volume of sales and on hand for the entire shortlist of the 2021 Governor General's Literary Award for Fiction, as well as the specific impact of the shortlist and winner announcement on book sales.

Volume of sales for 2021 shortlisted titles

		Shortlist announced	Winner announced	Christmas			
							
		<i>Fictional Father</i>	<i>Home Waltz</i>	<i>Second Place</i>	<i>You Are Eating an Orange. You Are Naked.</i>	<i>Tainna: The Unseen Ones</i>	2021-2022 Fiction Market
September	26	22	4	6	5	3	216,722
October	3	18	3	7	1	3	223,105
	10	18	1	4	0	6	217,690
	17	18	9	8	1	4	220,778
	24	9	5	19	3	7	235,290
	31	11	6	32	8	9	227,640
November	7	36	4	36	5	42	246,370
	14	13	4	26	8	14	255,917
	21	9	14	31	22	130	264,341
	28	7	41	29	25	94	346,615
December	5	4	53	21	13	118	351,713
	12	29	18	58	5	203	379,046
	19	27	12	80	14	183	422,801
	26	18	3	90	5	87	382,179
January	2	7	4	30	8	41	246,123
	9	4	1	28	7	45	262,230
	16	3	6	24	5	15	228,044
Total		253	188	529	135	1,004	

Literary Award Report: Governor General's 2022

Volume of sales for 2021 shortlisted titles



Percent changes by announcement for 2021 shortlisted titles

	<i>Fictional Father</i>	<i>Home Waltz</i>	<i>Second Place</i>	<i>You Are Eating an Orange. You Are Naked.</i>	<i>Tainna</i>	Average percent change
Shortlist	-7%	238%	41%	-50%	0%	44%
Winner	-55%	200%	-1%	214%	500%	172%

Literary Award Report: Governor General's 2022

Volume on hand for 2021 shortlisted titles

		Shortlist announced	Winner announced	Christmas		
		<i>Fictional Father</i>	<i>Home Waltz</i>	<i>Second Place</i>	<i>You Are Eating an Orange. You Are Naked.</i>	<i>Tainna: The Unseen Ones</i>
September	26	823	282	123	25	119
October	3	822	273	124	25	117
	10	818	269	122	24	113
	17	817	289	131	30	115
	24	329	97	917	113	176
	31	374	107	947	107	266
November	7	375	104	911	103	270
	14	346	110	946	156	268
	21	352	154	936	192	302
	28	345	190	904	200	873
December	5	345	188	896	197	1,033
	12	336	177	867	196	1,035
	19	342	172	793	190	963
	26	351	171	716	186	808
January	2	347	174	679	182	849
	9	307	176	650	179	797
	16	307	182	640	179	795
Total		7,736	3,115	11,302	2,284	8,899

Winner comparison

This section compares the volume of sales of Governor General's Literary Award for Fiction award winners from 2018 to 2021.

Award winners:

- **2021:** *Tainna: The Unseen Ones* by Norma Dunning, Douglas & McIntyre, TP, 9781771622714, \$19.95
- **2020:** *Five Little Indians* by Michelle Good, HarperCollins Canada, TP, 9781443459181, \$22.99
- **2019:** *Five Wives* by Joan Thomas, HarperCollins Publishers, TP, 9781443458542, \$24.99
- **2018:** *The Red Word* by Sarah Henstra, ECW Press, TP, 9781770414242, \$19.95

The tables and graphs below exclude the weeks surrounding Christmas. The 2020 Governor General's Literary Awards period spanned from May to June 2021, rescheduled from October to November 2020.

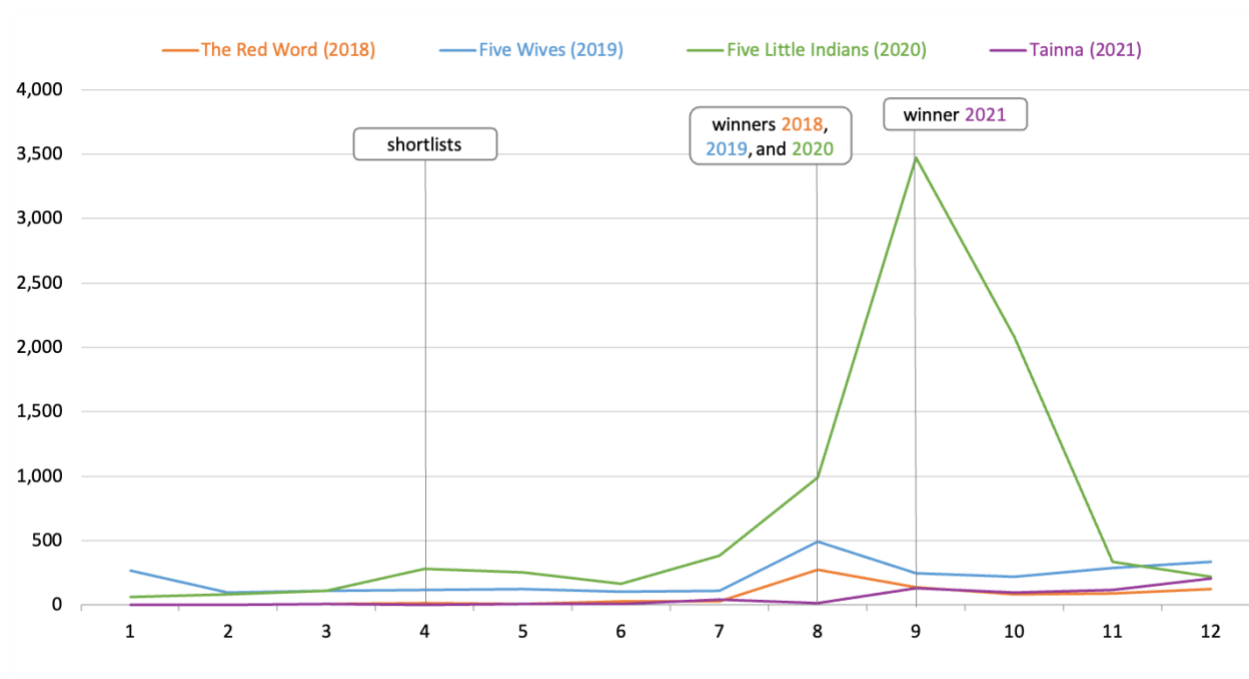
Literary Award Report: Governor General's 2022

Volume of sales for winning titles from 2018 to 2021



Literary Award Report: Governor General's 2022

Volume of sales for winning titles from 2018 to 2021



Percent changes by announcement for winning titles from 2018 to 2021

	<i>The Red Word</i> (2018)	<i>Five Wives</i> (2019)	<i>Five Little Indians</i> (2020)	<i>Tainna</i> (2021)	Average percent change
Shortlist	309%	-25%	227%	0%	128%
Winner	1,106%	331%	268%	500%	559%

Non-Fiction

These are the shortlisted titles for the 2021 Governor General's Literary Award for Non-Fiction:

2021 winner

- *alfabet/alphabet: a memoir of a first language* by Sadiqa de Meijer, Palimpsest Press, TP, 9781989287606, \$15.95

2021 nominated titles

- *Care of: Letters, Connections, and Cures* by Ivan Coyote, McClelland & Stewart, HT, 9780771051722, \$25.00
- *Revery: A Year of Bees* by Jenna Butler, Wolsak and Wynn Publishers, TP, 9781989496138, \$18.00
- *The Day the World Stops Shopping* by J.B. MacKinnon, Random House Canada, HT, 9780735275539, \$32.95
- *What I Remember, What I Know: The Life of a High Arctic Exile* by Larry Audlaluk, Inhabit Media, TP, 9781772272376, \$25.95

Shortlisted titles

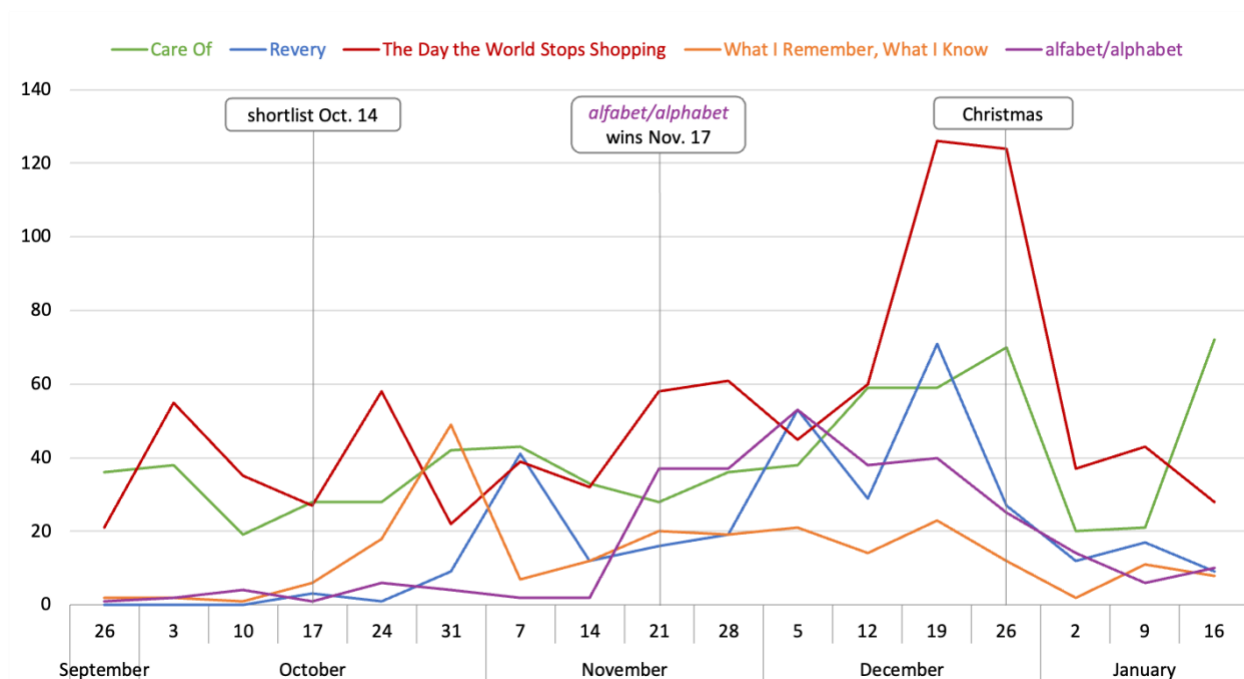
This section includes data on the volume of sales and on hand for the entire shortlist of the 2021 Governor General's Literary Award for Non-Fiction, as well as the specific impact of the shortlist and winner announcement on book sales.

Volume of sales for 2021 shortlisted titles

		Shortlist announced	Winner announced	Christmas			
							
		<i>Care Of: Letters, Connections, and Cures</i>	<i>Revery: A Year of Bees</i>	<i>The Day the World Stops Shopping</i>	<i>What I Remember, What I Know: The Life of a High Arctic Exile</i>	<i>alfabet/alphabet: a memoir of a first language</i>	2021-2022 Non-Fiction Market
September	26	36	0	21	2	1	340,391
October	3	38	0	55	2	2	354,489
	10	19	0	35	1	4	337,102
	17	28	3	27	6	1	339,061
	24	28	1	58	18	6	323,243
	31	42	9	22	49	4	342,221
November	7	43	41	39	7	2	408,169
	14	33	12	32	12	2	412,927
	21	28	16	58	20	37	437,021
	28	36	19	61	19	37	529,159
December	5	38	53	45	21	53	605,608
	12	59	29	60	14	38	675,195
	19	59	71	126	23	40	748,176
	26	70	27	124	12	25	656,356
January	2	20	12	37	2	14	363,842
	9	21	17	43	11	6	375,873
	16	72	9	28	8	10	321,810
Total		670	319	871	227	282	

Literary Award Report: Governor General's 2022

Volume of sales for 2021 shortlisted titles



Percent changes by announcement for 2021 shortlisted titles

	<i>Care Of</i>	<i>Revery</i>	<i>The Day the World Stops Shopping</i>	<i>What I Remember, What I Know</i>	<i>alfabet/alphabet</i>	Average percent change
Shortlist	-10%	N/A	-27%	260%	-57%	42%
Winner	-29%	-23%	87%	-12%	1,288%	262%

Literary Award Report: Governor General's 2022

Volume on hand for 2021 shortlisted titles

		Shortlist announced	Winner announced	Christmas		
		<i>Care Of: Letters, Connections, and Cures</i>	<i>Revery: A Year of Bees</i>	<i>The Day the World Stops Shopping</i>	<i>What I Remember, What I Know: The Life of a High Arctic Exile</i>	<i>alfabet/alphabet: a memoir of a first language</i>
September	26	1,892	33	1,662	136	42
October	3	1,835	35	1,613	135	41
	10	1,901	32	1,582	111	39
	17	1,985	28	1,631	105	43
	24	2,074	39	1,659	104	83
	31	2,068	46	1,658	102	90
November	7	2,049	66	1,643	116	88
	14	2,023	56	1,623	135	90
	21	2,014	54	1,577	139	384
	28	1,986	55	1,551	157	399
December	5	1,968	26	1,521	149	422
	12	1,934	72	1,468	147	450
	19	1,910	57	1,343	144	434
	26	1,855	57	1,240	127	456
January	2	1,806	60	1,213	133	448
	9	1,762	57	1,177	120	441
	16	1,679	54	1,141	116	441
Total		32,741	827	25,302	2,176	4,391

Winner comparison

This section compares the volume of sales of Governor General's Literary Award for Non-Fiction award winners from 2018 to 2021.

Award winners:

- **2021:** *alfabet/alphabet: a memoir of a first language* by Sadiqa de Meijer, Palimpsest Press, TP, 9781989287606, \$15.95
- **2020:** *This Red Line Goes Straight to Your Heart: A Memoir in Halves* by Madhur Anand, McClelland & Stewart, TP, 9780771007774, \$26.00
- **2019:** *To the River: Losing My Brother* by Don Gillmor, Random House Canada, HT, 9780345814661, \$29.95
- **2018:** *Mamaskatch: A Cree Coming of Age* by Darrel J. McLeod, Douglas & McIntyre, HT, 9781771622004, \$29.95

The tables and graphs below exclude the weeks surrounding Christmas. The 2020 Governor General's Literary Awards period spanned from May to June 2021, rescheduled from October to November 2020.

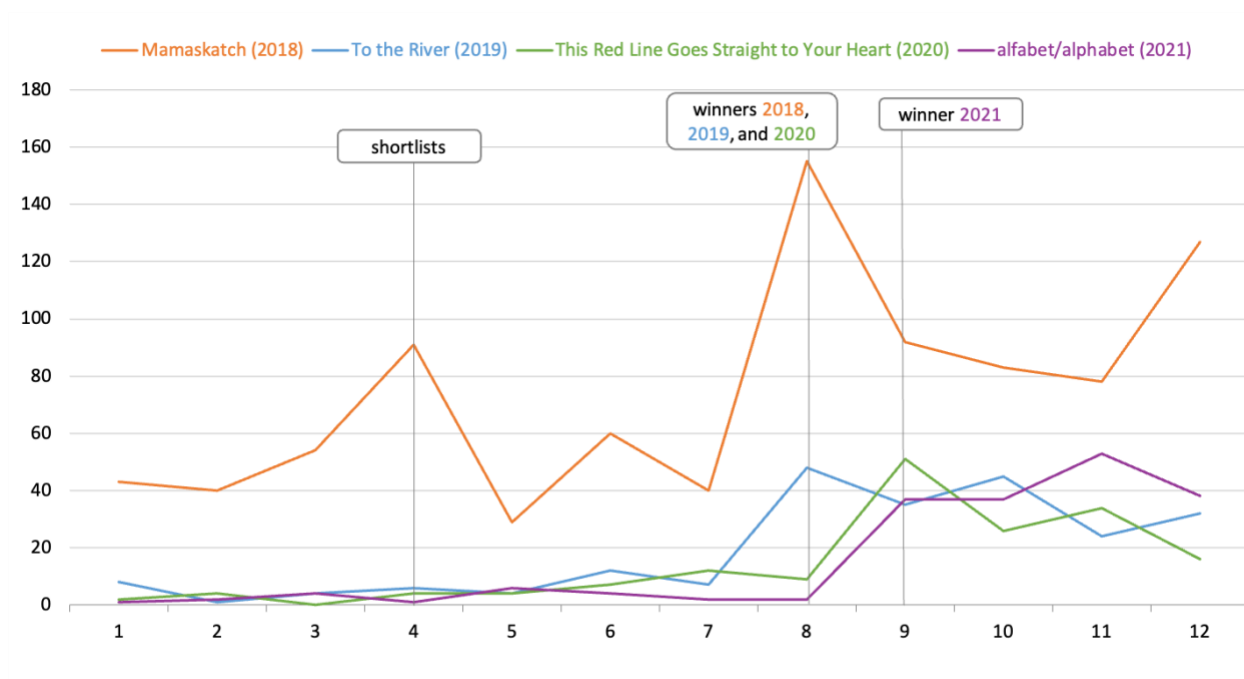
Literary Award Report: Governor General's 2022

Volume of sales for winning titles from 2018 to 2021



Literary Award Report: Governor General's 2022

Volume of sales for winning titles from 2018 to 2021



Percent changes by announcement for winning titles from 2018 to 2021

	<i>Mamaskatch</i> (2018)	<i>To the River</i> (2019)	<i>This Red Line Goes Straight to Your Heart</i> (2020)	<i>alfabet/</i> <i>alphabet</i> (2021)	Average percent change
Shortlist	99%	38%	100%	-57%	45%
Winner	260%	526%	17%	1,288%	523%

Poetry

These are the shortlisted titles for the 2021 Governor General's Literary Award for Poetry:

2021 winner

- *The Junta of Happenstance* by Tolu Oloruntoba, Palimpsest Press, TP, 9781989287729, \$19.95

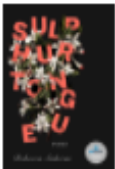
2021 nominated titles

- *A History of the Theories of Rain* by Stephen Collis, Talonbooks, TP, 9781772012880, \$16.95
- *A Thousand Times You Lose Your Treasure* by Hoa Nguyen, Wave Books, TP, 9781950268177, \$26.95
- *sulphurtongue* by Rebecca Salazar, McClelland & Stewart, TP, 9780771094699, \$19.95
- *The Untranslatable I* by Roxanna Bennett, Gordon Hill Press, TP, 9781774220177, \$20.00

Shortlisted titles

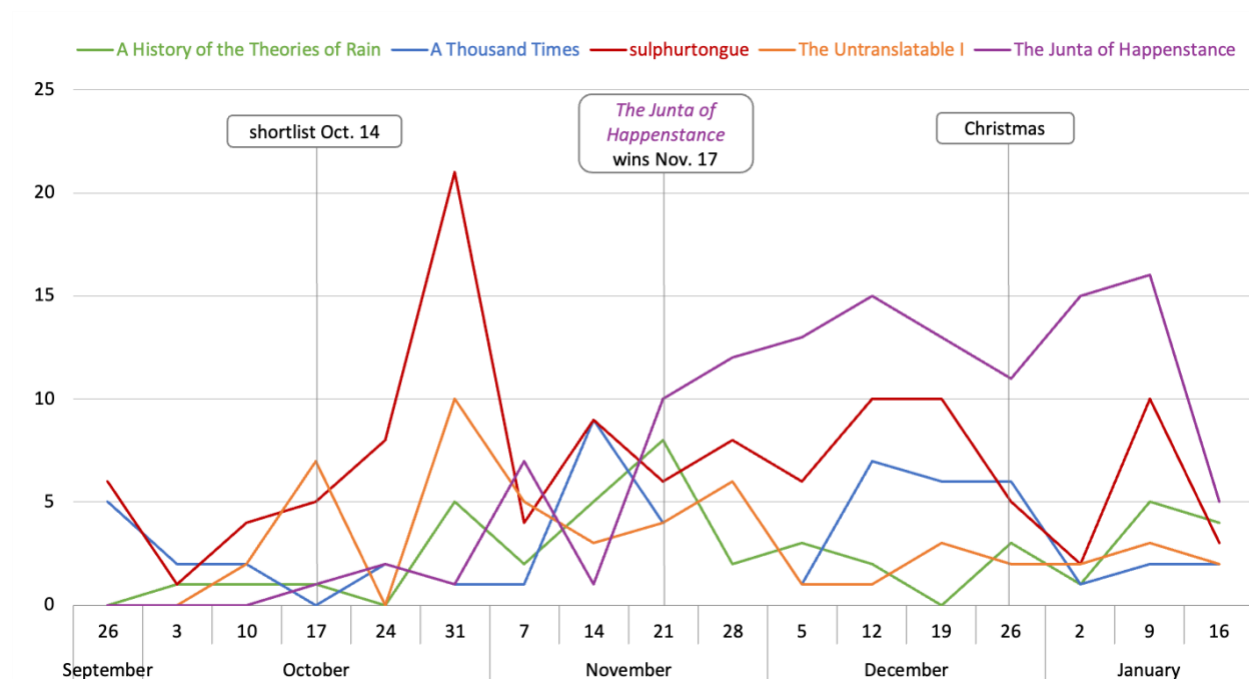
This section includes data on the volume of sales and on hand for the entire shortlist of the 2021 Governor General's Literary Award for Poetry, as well as the specific impact of the shortlist and winner announcement on book sales.

Volume of sales for 2021 shortlisted titles

		Shortlist announced	Winner announced	Christmas			
							
		<i>A History of the Theories of Rain</i>	<i>A Thousand Times You Lose Your Treasure</i>	<i>sulphurtongue</i>	<i>The Untranslatable I</i>	<i>The Junta of Happenstance</i>	2021-2022 Non-Fiction Market
September	26	0	5	6	0	0	340,391
October	3	1	2	1	0	0	354,489
	10	1	2	4	2	0	337,102
	17	1	0	5	7	1	339,061
	24	0	2	8	0	2	323,243
	31	5	1	21	10	1	342,221
November	7	2	1	4	5	7	408,169
	14	5	9	9	3	1	412,927
	21	8	4	6	4	10	437,021
	28	2	6	8	6	12	529,159
December	5	3	1	6	1	13	605,608
	12	2	7	10	1	15	675,195
	19	0	6	10	3	13	748,176
	26	3	6	5	2	11	656,356
January	2	1	1	2	2	15	363,842
	9	5	2	10	3	16	375,873
	16	4	2	3	2	5	321,810
Total		43	57	118	51	122	

Literary Award Report: Governor General's 2022

Volume of sales for 2021 shortlisted titles



Percent changes by announcement for 2021 shortlisted titles

	<i>A History of the Theories of Rain</i>	<i>A Thousand Times You Lose Your Treasure</i>	<i>sulphurtongue</i>	<i>The Un-translatable I</i>	<i>The Junta of Happenstance</i>	Average percent change
Shortlist	50%	-100%	36%	950%	N/A	234%
Winner	100%	9%	-47%	-33%	233%	52%

Literary Award Report: Governor General's 2022

Volume on hand for 2021 shortlisted titles

		<i>A History of the Theories of Rain</i>	<i>A Thousand Times You Lose Your Treasure</i>	<i>sulphurtongue</i>	<i>The Untranslatable I</i>	<i>The Junta of Happenstance</i>
September	26	17	20	119	3	8
October	3	18	26	117	3	14
	10	17	27	111	3	15
	17	19	8	107	30	17
	24	29	31	115	16	24
	31	46	35	118	27	43
November	7	52	34	122	35	47
	14	50	46	115	33	46
	21	46	46	117	33	51
	28	43	44	120	34	106
December	5	45	50	113	35	123
	12	46	46	103	36	120
	19	46	43	102	34	122
	26	43	36	100	31	128
January	2	42	35	98	29	131
	9	41	30	99	24	118
	16	41	32	92	25	119
Total		641	589	1,868	431	1,232

Winner comparison

This section compares the volume of sales of Governor General's Literary Award for Poetry award winners from 2018 to 2021.

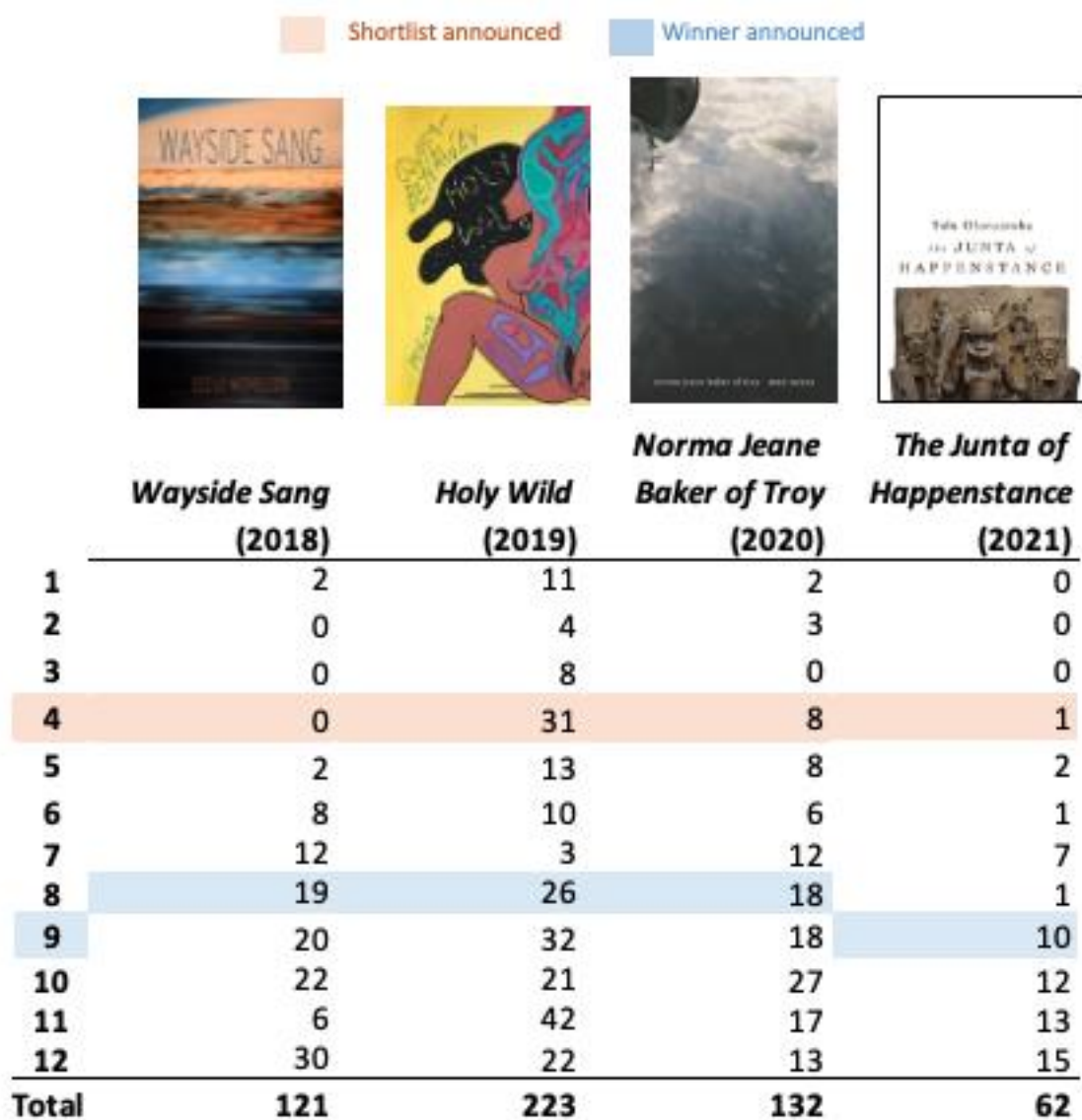
Award winners:

- **2021:** *The Junta of Happenstance* by Tolu Oloruntoba, Palimpsest Press, TP, 9781989287729, \$19.95
- **2020:** *Norma Jeane Baker of Troy* by Anne Carson, New Directions Publishing, TP, 9780811229364, \$17.95
- **2019:** *Holy Wild* by Gwen Benaway, Book*hug, TP, 9781771664394, \$18.00
- **2018:** *Wayside Sang* by Cecily Nicholson, Talonbooks, TP, 9781772011821, \$16.95

The tables and graphs below exclude the weeks surrounding Christmas. The 2020 Governor General's Literary Awards period spanned from May to June 2021, rescheduled from October to November 2020.

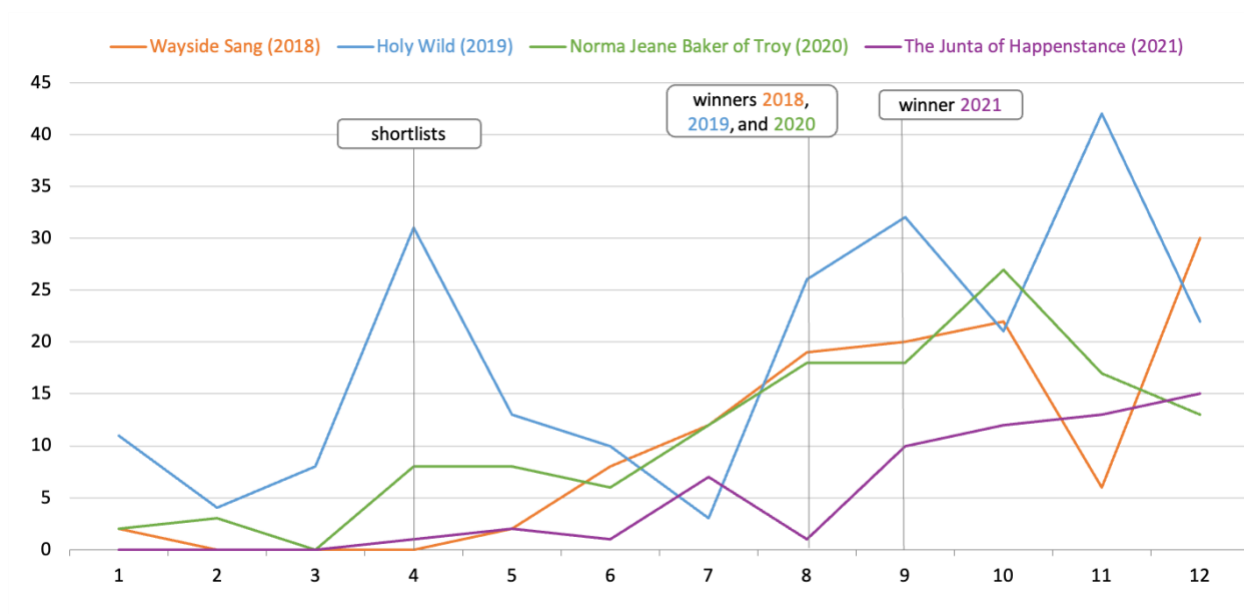
Literary Award Report: Governor General's 2022

Volume of sales for winning titles from 2018 to 2021



Literary Award Report: Governor General's 2022

Volume of sales for winning titles from 2018 to 2021



Percent changes by announcement for winning titles from 2018 to 2021

	<i>Wayside Sang</i> (2018)	<i>Holy Wild</i> (2019)	<i>Norma Jeane Baker of Troy</i> (2020)	<i>The Junta of Happenstance</i> (2021)	Average percent change
Shortlist	309%	-25%	227%	0%	128%
Winner	1,106%	331%	268%	500%	559%

Drama

These are the shortlisted titles for the 2021 Governor General's Literary Award for Drama:

2021 winner

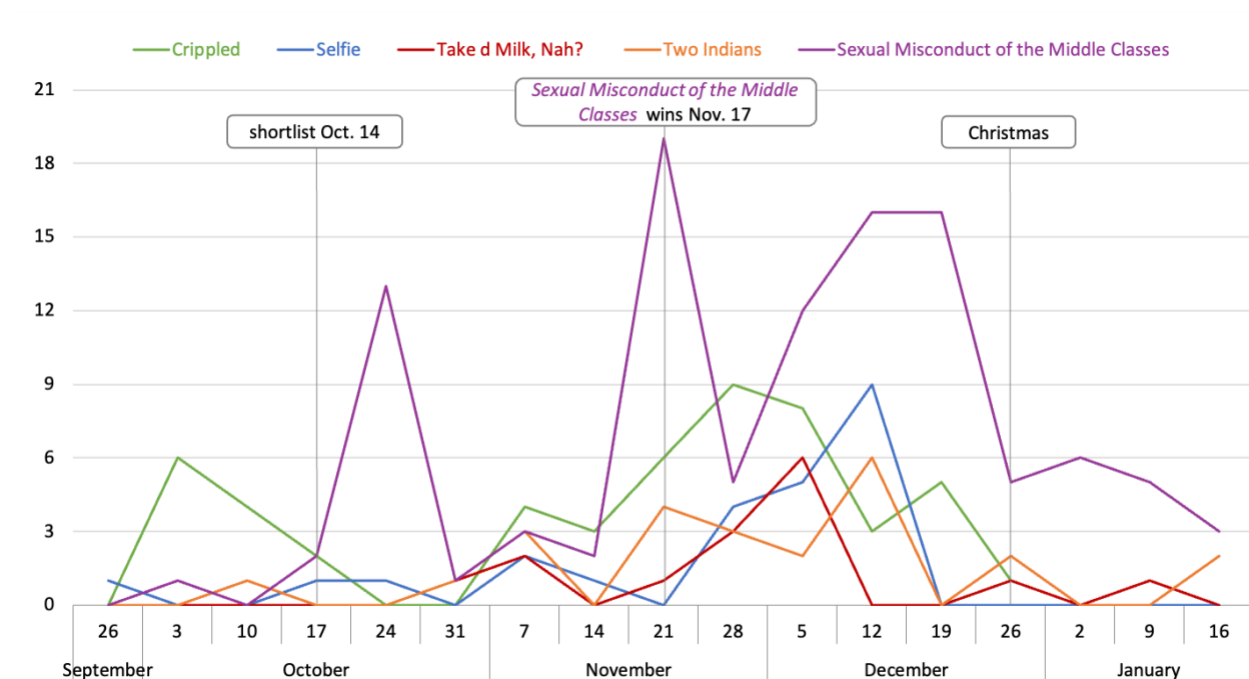
- *Sexual Misconduct of the Middle Classes* by Hannah Moscovitch, Playwrights Canada Press, TP, 9780369102300, \$18.95

2021 nominated titles

- *Crippled* by Paul Power, Breakwater Books, TP, 9781550818932, \$17.95
- *Selfie* by Christine Quintana, Playwrights Canada Press, TP, 9780369101259, \$17.95
- *Take d Milk, Nah?* by Jivesh Parasram, Playwrights Canada Press, TP, 9780369100986, \$17.95
- *Two Indians* by Falen Johnson, Scirocco Drama, TP, 9781927922743, \$15.95

Literary Award Report: Governor General's 2022

Volume of sales for 2021 shortlisted titles



Percent changes by announcement for 2021 shortlisted titles

	<i>Crippled</i>	<i>Selfie</i>	<i>Take d Milk, Nah?</i>	<i>Two Indians</i>	<i>Sexual Misconduct of the Middle Classes</i>	Average percent change
Shortlist	-40%	200%	0%	-100%	500%	112%
Winner	157%	-100%	0%	200%	850%	221%

Literary Award Report: Governor General's 2022

Volume on hand for 2021 shortlisted titles

		Shortlist announced	Winner announced	Christmas		
		<i>Crippled</i>	<i>Selfie</i>	<i>Take d Milk, Nah?</i>	<i>Two Indians</i>	<i>Sexual Misconduct of the Middle Classes</i>
September	26	3	6	1	3	24
October	3	-3	6	1	3	24
	10	23	6	1	2	24
	17	21	6	2	2	24
	24	21	5	2	2	20
	31	22	6	3	3	21
November	7	24	8	4	5	23
	14	22	7	4	5	21
	21	30	7	4	5	10
	28	29	7	4	6	20
December	5	29	7	4	7	45
	12	35	7	4	5	49
	19	36	7	4	5	39
	26	35	7	4	5	37
January	2	35	7	4	6	44
	9	35	7	4	6	42
	16	35	7	4	6	40
Total		432	113	54	76	507

Winner comparison

This section compares the volume of sales of Governor General's Literary Award for Drama award winners from 2018 to 2021.

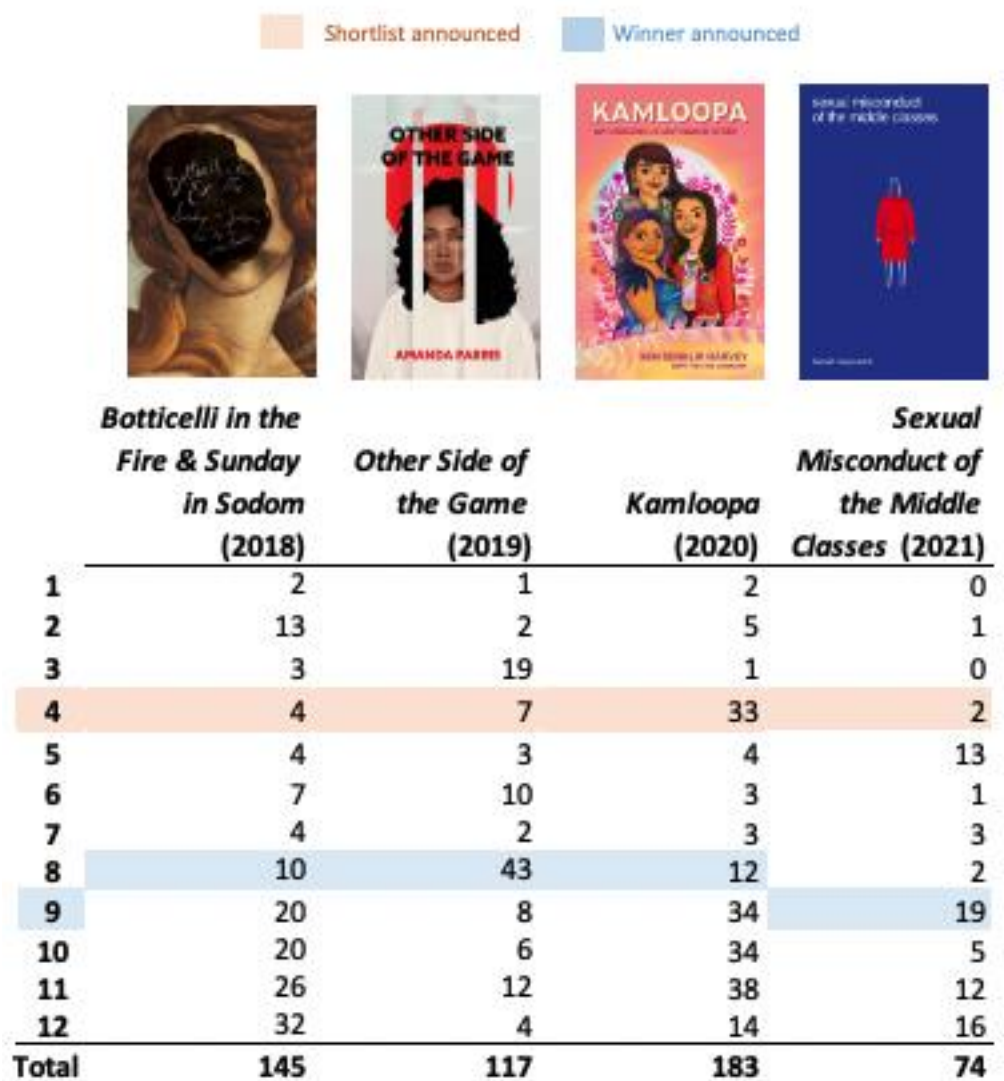
Award winners:

- **2021:** *Sexual Misconduct of the Middle Classes* by Hannah Moscovitch, Playwrights Canada Press, TP, 9780369102300, \$18.95
- **2020:** *Kamloopa: An Indigenous Matriarch Story* by Kim Senklip Harvey, Talonbooks, TP, 9781772012422, \$16.95
- **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

The tables and graphs below exclude the weeks surrounding Christmas. The 2020 Governor General's Literary Awards period spanned from May to June 2021, rescheduled from October to November 2020.

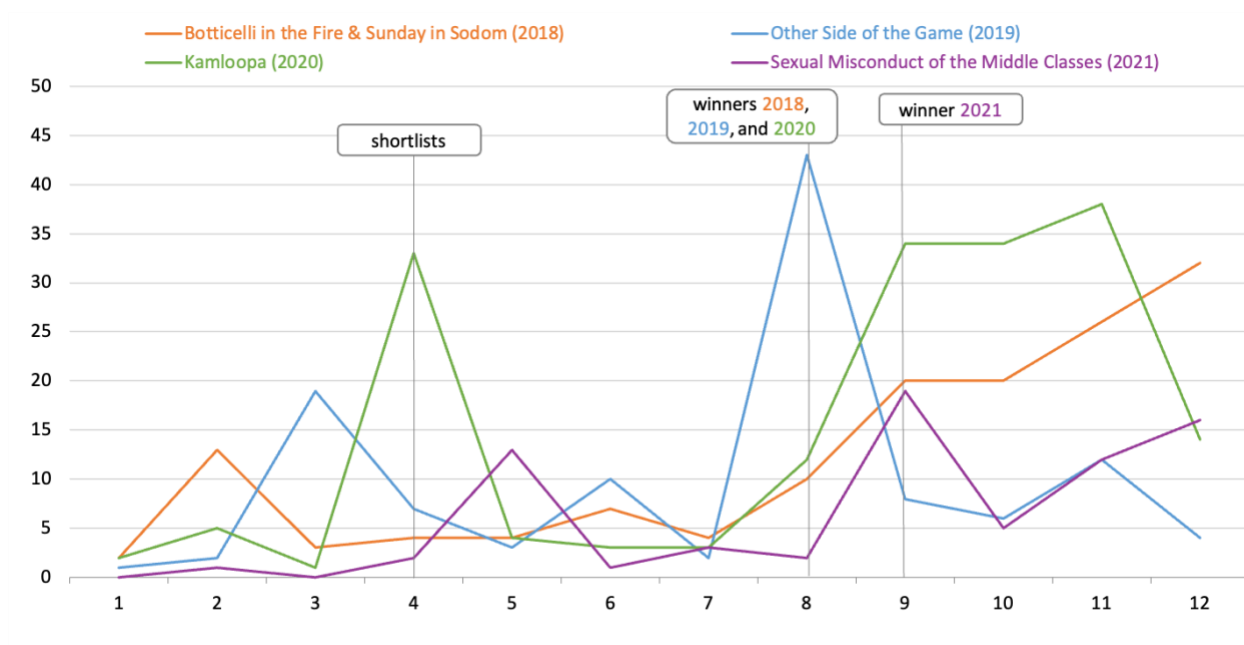
Literary Award Report: Governor General's 2022

Volume of sales for winning titles from 2018 to 2021



Literary Award Report: Governor General's 2022

Volume of sales for winning titles from 2018 to 2021



Percent changes by announcement for winning titles from 2018 to 2021

	<i>Botticelli in the Fire & Sunday in Sodom</i> (2018)	<i>Other Side of the Game</i> (2019)	<i>Kamloopa</i> (2020)	<i>Sexual Misconduct of the Middle Classes</i> (2021)	Average percent change
Shortlist	-33%	-5%	1,138%	500%	400%
Winner	100%	760%	260%	850%	493%

Young People's Literature – Text

These are the shortlisted titles for the 2021 Governor General's Literary Award for Young People's Literature – Text:

2021 winner

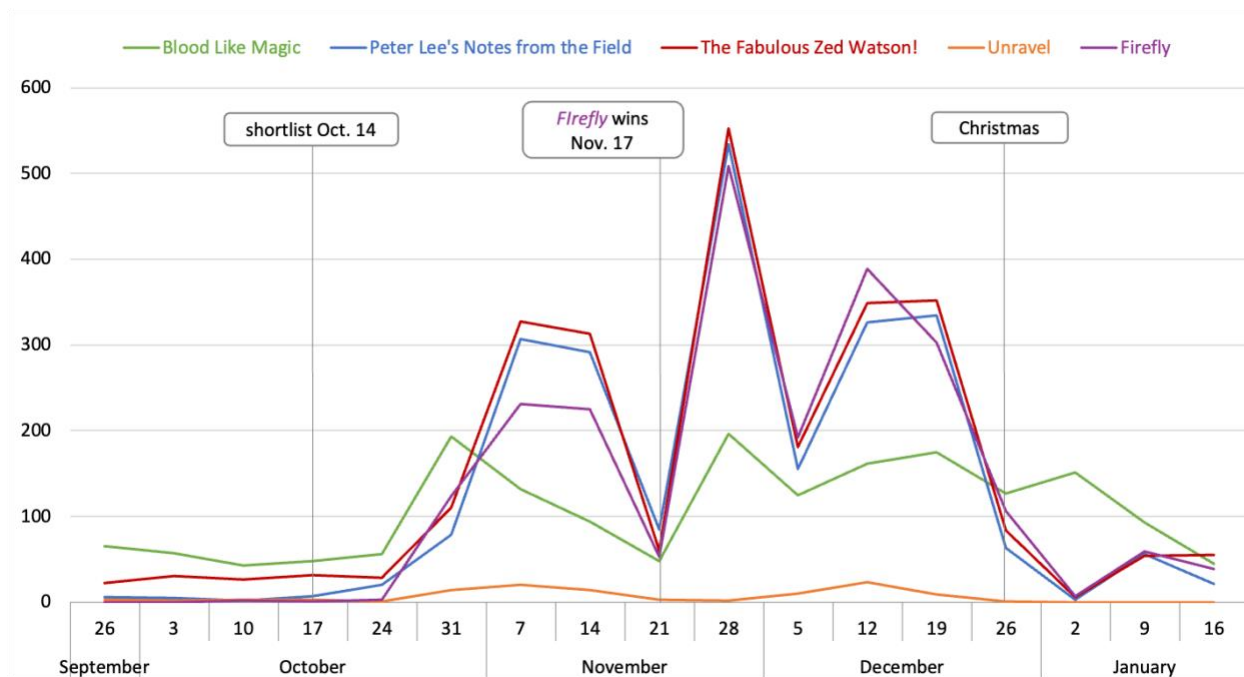
- *Firefly* by Philippa Dowding, Cormorant Books, TP, 9781770865983, \$13.95

2021 nominated titles

- *Blood Like Magic* by Liselle Sambury, Margaret K. McElderry Books, HT, 9781534465282, \$24.99
- *Peter Lee's Notes from the Field* by Angela Ahn, illus. by Julie Kwon, Tundra Books, HT, 9780735268241, \$21.99
- *The Fabulous Zed Watson!* by Basil Sylvester, illus. by Kevin Sylvester, HarperCollins, HT, 9781443460910, \$21.99
- *Unravel* by Sharon Jennings, Red Deer Press, TP, 9780889956193, \$14.95

Literary Award Report: Governor General's 2022

Volume of sales for 2021 shortlisted titles



Percent changes by announcement for 2021 shortlisted titles

	<i>Blood Like Magic</i>	<i>Peter Lee's Notes from the Field</i>	<i>The Fabulous Zed Watson!</i>	<i>Unravel</i>	<i>Firefly</i>	Average percent change
Shortlist	-13%	62%	22%	13%	50%	27%
Winner	-66%	-62%	-76%	-81%	-73%	-72%

Literary Award Report: Governor General's 2022

Volume on hand for 2021 shortlisted titles

		Shortlist announced Winner announced Christmas				
		<i>Peter Lee's</i> <i>Blood Like Magic</i> <i>Notes from the Field</i> <i>The Fabulous Zed Watson!</i> <i>Unravel</i> <i>Firefly</i>				
September	26	1,975	491	1,489	36	130
October	3	1,921	471	1,441	38	132
	10	1,883	463	1,432	35	131
	17	2,318	2,941	1,401	34	1,730
	24	2,252	2,933	3,956	47	1,735
	31	2,060	2,876	3,929	69	2,152
November	7	1,927	2,594	3,608	73	2,122
	14	1,841	2,317	3,451	70	1,973
	21	1,793	2,315	3,438	70	2,029
	28	1,598	1,792	2,894	69	1,800
December	5	1,473	1,653	2,738	78	2,536
	12	3,649	1,348	2,423	79	2,449
	19	3,691	1,596	2,072	72	2,645
	26	3,594	1,568	2,075	71	2,590
January	2	3,351	382	1,425	70	1,606
	9	3,396	1,516	2,057	75	2,542
	16	3,240	367	1,361	73	1,590
Total		41,962	27,623	41,190	1,059	29,892

Winner comparison

This section compares the volume of sales of Governor General's Literary Award for Fiction award winners from 2018 to 2021.

Award winners:

- **2021:** *Firefly* by Philippa Dowding, Cormorant Books, TP, 9781770865983, \$13.95
- **2020:** *The King of Jam Sandwiches* by Eric Walters, Orca Book Publishers, TP, 9781459825567, \$12.95
- **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

The tables and graphs below exclude the weeks surrounding Christmas. The 2020 Governor General's Literary Awards period spanned from May to June 2021, rescheduled from October to November 2020.

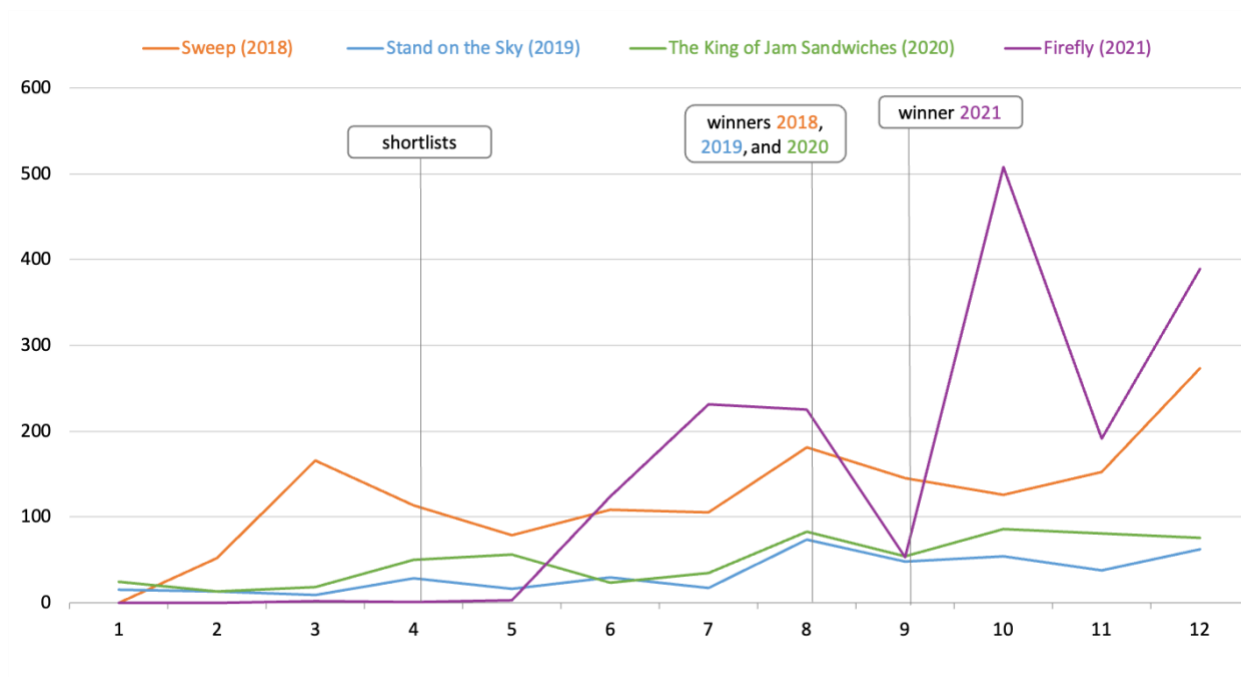
Literary Award Report: Governor General's 2022

Volume of sales for winning titles from 2018 to 2021



Literary Award Report: Governor General's 2022

Volume of sales for winning titles from 2018 to 2021



Percent changes by announcement for winning titles from 2018 to 2021

	<i>Sweep</i> (2018)	<i>Stand on the Sky</i> (2019)	<i>The King of Jam Sandwiches</i> (2020)	<i>Firefly</i> (2021)	Average percent change
Shortlist	57%	129%	159%	50%	99%
Winner	85%	242%	117%	-73%	93%

Young People's Literature – Illustrated books

These are the shortlisted titles for the 2021 Governor General's Literary Award for Young People's Literature – Illustrated books:

2021 winner

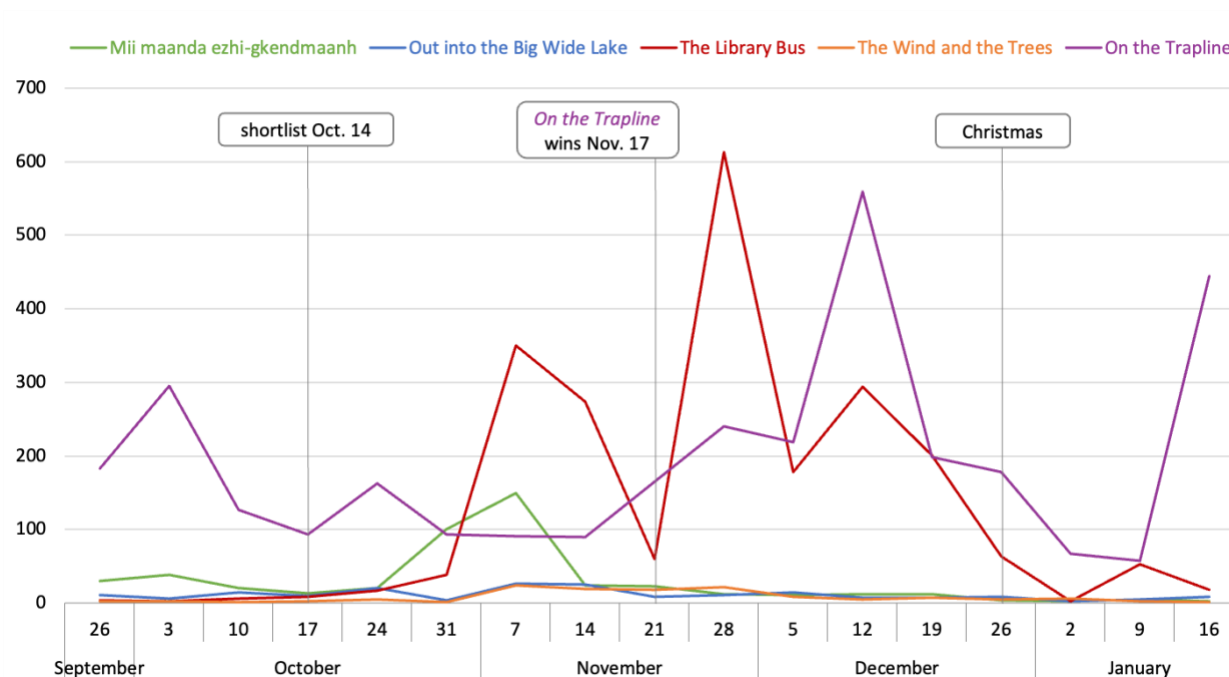
- *On the Trapline* by David A. Robertson, illus. by Julie Flett, Tundra Books, HT, 9780735266681, \$21.99

2021 nominated titles

- *Mii maanda ezhi-gkendmaanh / This Is How I Know* by Brittany Luby, illus. by Joshua Mangeshig Pawis-Steckley, Groundwood Books, HT, 9781773063263, \$18.95
- *Out into the Big Wide Lake* by Paul Harbridge, illus. by Josée Bisaillon, Tundra Books, HT, 9780735265592, \$22.99
- *The Library Bus* by Bahram Rahman, illus. by Gabrielle Grimard, Pajama Press, HT, 9781772781014, \$22.95
- *The Wind and the Trees* by Todd Stewart, Owlkids Books, HT, 9781771474337, \$19.95

Literary Award Report: Governor General's 2022

Volume of sales for 2021 shortlisted titles



Percent changes by announcement for 2021 shortlisted titles

	<i>Mii maanda ezhi-gkendmaanh</i>	<i>Out into the Big Wide Lake</i>	<i>The Library Bus</i>	<i>The Wind and the Trees</i>	<i>On the Trapline</i>	Average percent change
Shortlist	-56%	-3%	85%	80%	-54%	10%
Winner	-75%	-57%	-73%	23%	81%	-20%

Literary Award Report: Governor General's 2022

Volume on hand for 2021 shortlisted titles

		Shortlist announced	Winner announced	Christmas		
		<i>Mii maanda ezhi- gkendmaanh /</i>				
		<i>This Is How I Know</i>	<i>Out into the Big Wide Lake</i>	<i>The Library Bus</i>	<i>The Wind and the Trees</i>	<i>On the Trampoline</i>
September	26	246	402	22	34	2,366
October	3	214	388	20	35	2,169
	10	229	386	23	34	2,146
	17	235	351	21	31	2,139
	24	238	349	52	37	2,107
	31	251	342	2,093	66	2,135
November	7	213	359	1,801	80	2,136
	14	196	344	1,522	69	2,093
	21	188	346	1,515	67	2,017
	28	175	335	920	66	2,009
December	5	167	326	746	66	2,354
	12	154	328	485	65	2,677
	19	143	323	795	63	2,810
	26	140	323	750	59	2,750
January	2	138	318	62	58	2,696
	9	133	320	716	57	2,661
	16	131	310	63	51	2,598
Total		3,191	5,850	11,606	938	39,863

Winner comparison

This section compares the volume of sales of Governor General's Literary Award for Young People's Literature – Illustrated books award winners from 2018 to 2021.

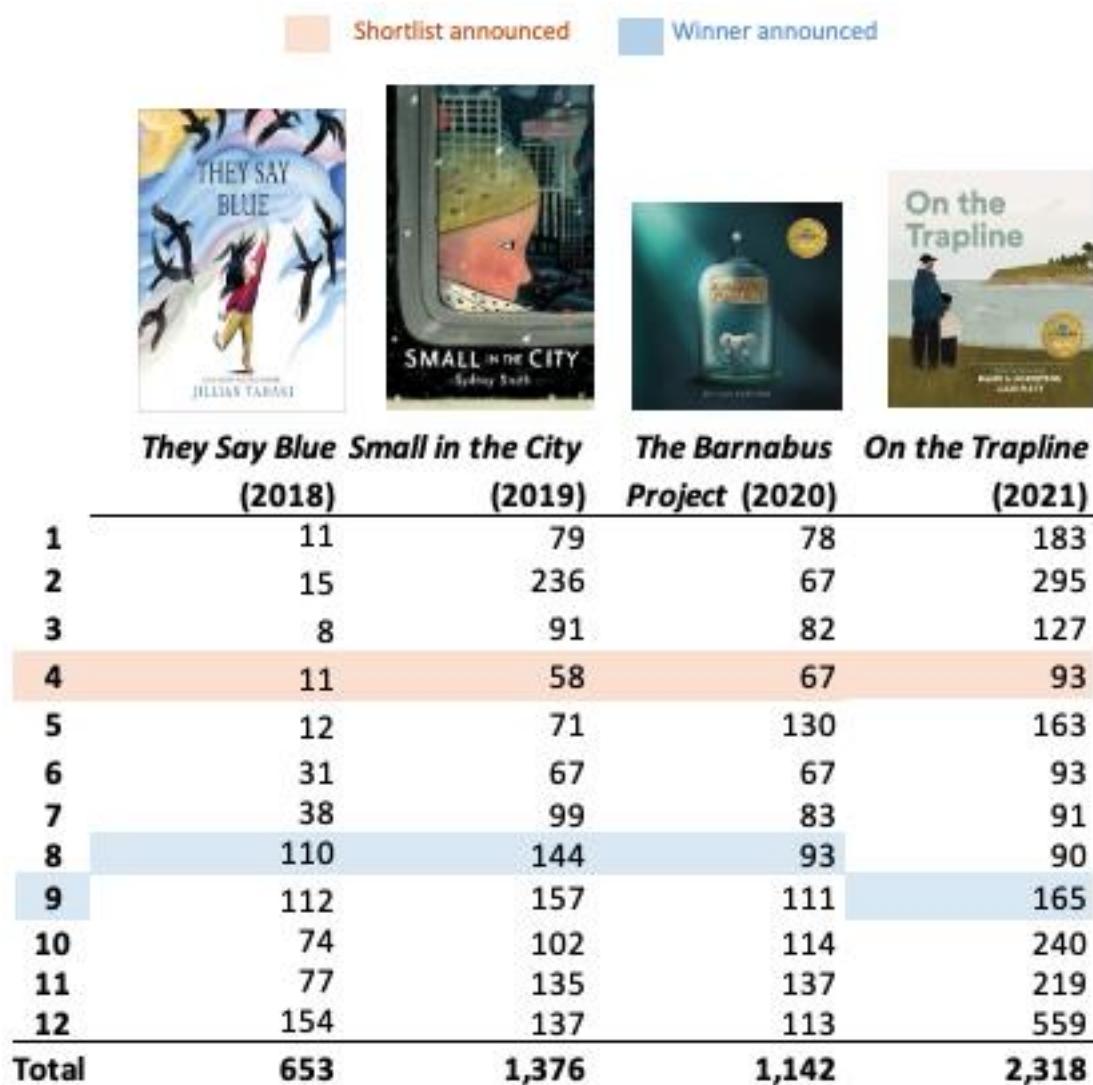
Award winners:

- **2021:** *On the Trapline* by David A. Robertson, illus. by Julie Flett, Tundra Books, HT, 9780735266681, \$21.99
- **2020:** *The Barnabus Project* by Terry Fan, Eric Fan, and Devin Fan, Tundra Books, HT, 9780735263260, \$23.99
- **2019:** *Small in the City* by Sydney Smith, Groundwood Books, HT, 9781773061986, \$19.95
- **2018:** *They Say Blue* by Jillian Tamaki, Groundwood Books, HT, 9781773060200, \$19.95

The tables and graphs below exclude the weeks surrounding Christmas. The 2020 Governor General's Literary Awards period spanned from May to June 2021, rescheduled from October to November 2020.

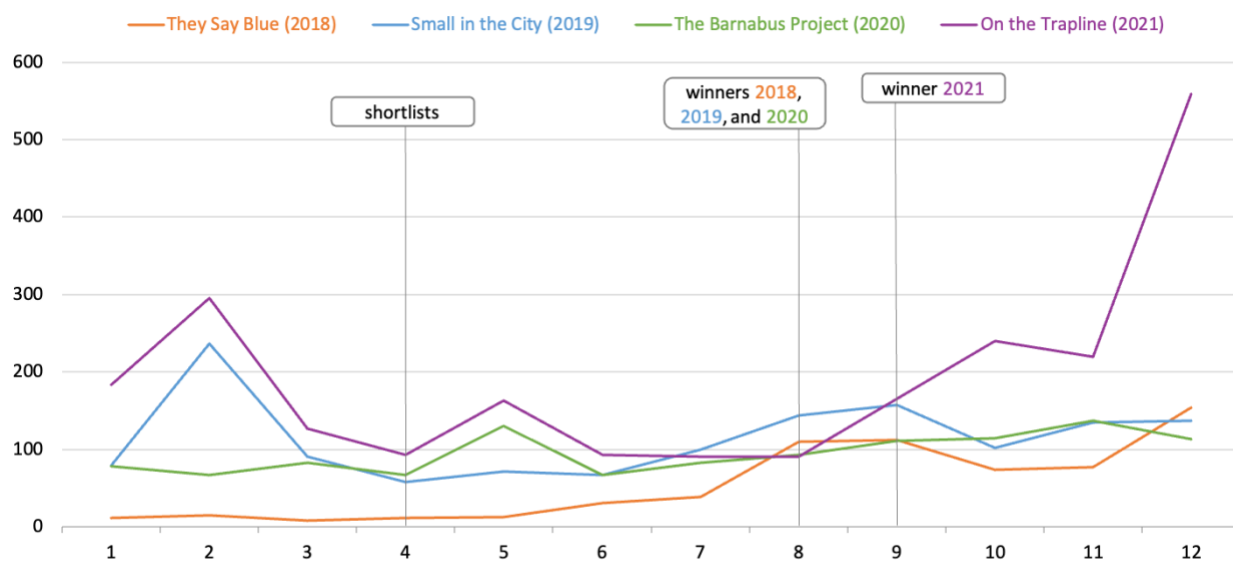
Literary Award Report: Governor General's 2022

Volume of sales for winning titles from 2018 to 2021



Literary Award Report: Governor General's 2022

Volume of sales for winning titles from 2018 to 2021



Percent changes by announcement for winning titles from 2018 to 2021

	<i>They Say Blue</i> (2018)	<i>Small in the City</i> (2019)	<i>The Barnabus Project</i> (2020)	<i>On the Trapline</i> (2021)	Average percent change
Shortlist	-3%	-57%	-11%	-54%	-31%
Winner	307%	82%	0%	81%	117%

Translation – English-to-French

These are the shortlisted titles for the 2021 Governor General's Literary Award for Translation – English-to-French:

2021 winner

- *This Radiant Life* by Chantal Neveu, transl. by Erin Moure, Book*hug Press, TP, 9781771666336, \$20.00

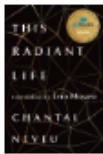
2021 nominated titles

- *A Cemetery for Bees* by Alina Dumitrescu, transl. by Katia Grubisic, Linda Leith Publishing, TP, 9781773900834, \$18.95
- *Paul at Home* by Michel Rabagliati, transl. by Helge Dascher and Rob Aspinall, Drawn & Quarterly, TP, 9781770464148, \$29.95
- *People, State, and War under the French Regime in Canada* by Louise Dechêne, transl. by Peter Feldstein, McGill-Queen's University Press, TP, 9780228006770, \$44.95
- *The Lover, the Lake* by Virginia Pesemapeo Bordeleau, transl. by Susan Ouriou, Freehand Books, TP, 9781988298849, \$21.95

Shortlisted titles

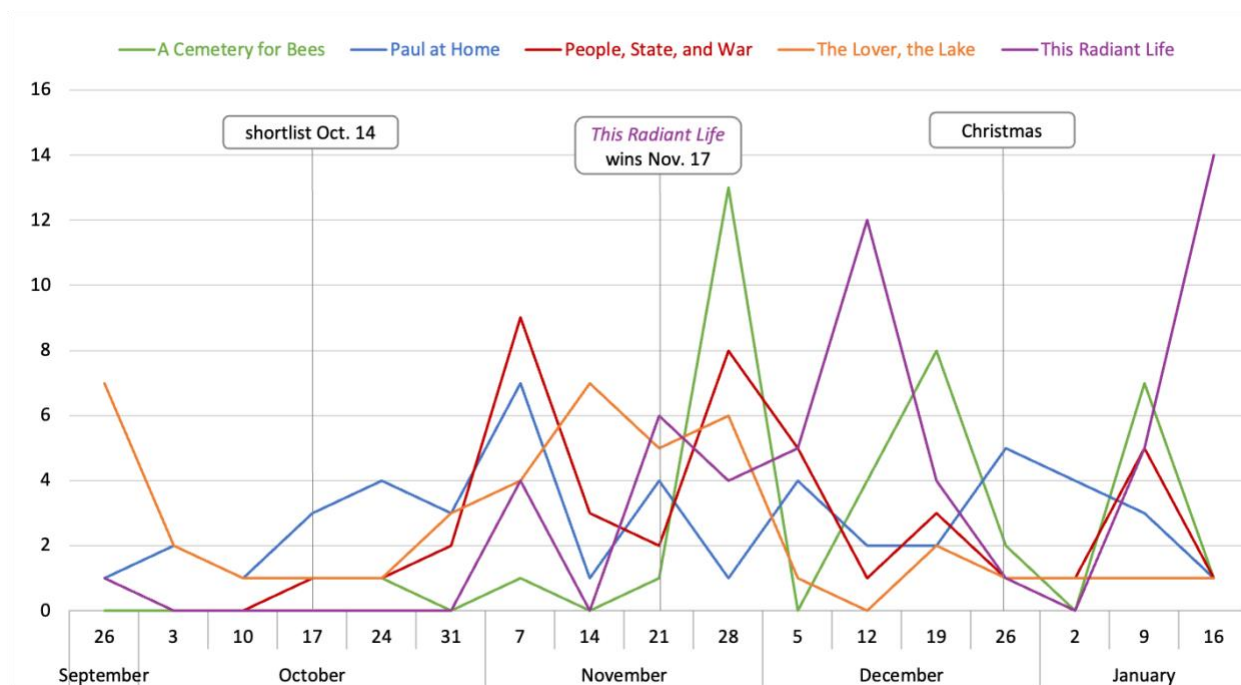
This section includes data on the volume of sales and on hand for the entire shortlist of the 2021 Governor General's Literary Award for Translation – English-to-French, as well as the specific impact of the shortlist and winner announcement on book sales.

Volume of sales for 2021 shortlisted titles

		Shortlist announced Winner announced Christmas						
		    						
		<i>A Cemetery for Bees</i>	<i>Paul at Home</i>	<i>People, State, and War under the French Regime in Canada</i>	<i>The Lover, the Lake</i>	<i>This Radiant Life</i>	2021-2022 Fiction Market	2021-2022 Non-Fiction Market
September	26	0	1	1	7	1	216,722	340,391
October	3	0	2	0	2	0	223,105	354,489
	10	0	1	0	1	0	217,690	337,102
	17	1	3	1	1	0	220,778	339,061
	24	1	4	1	1	0	235,290	323,243
	31	0	3	2	3	0	227,640	342,221
November	7	1	7	9	4	4	246,370	408,169
	14	0	1	3	7	0	255,917	412,927
	21	1	4	2	5	6	264,341	437,021
	28	13	1	8	6	4	346,615	529,159
December	5	0	4	5	1	5	351,713	605,608
	12	4	2	1	0	12	379,046	675,195
	19	8	2	3	2	4	422,801	748,176
	26	2	5	1	1	1	382,179	656,356
January	2	0	4	1	1	0	246,123	363,842
	9	7	3	5	1	5	262,230	375,873
	16	1	1	1	1	14	228,044	321,810
Total		39	48	44	44	56		

Literary Award Report: Governor General's 2022

Volume of sales for 2021 shortlisted titles



Percent changes by announcement for 2021 shortlisted titles

	<i>A Cemetery for Bees</i>	<i>Paul at Home</i>	<i>People, State, and War under the French Regime in Canada</i>	<i>The Lover, the Lake</i>	<i>The Radiant Life</i>	Average percent change
Shortlist	N/A	125%	200%	-70%	-100%	39%
Winner	200%	9%	-57%	7%	350%	102%

Literary Award Report: Governor General's 2022

Volume on hand for 2021 shortlisted titles

		Shortlist announced	Winner announced	Christmas			
		People, State, and War under the French					
		A Cemetery for Bees	Paul at Home	Regime in Canada	The Lover, the Lake	This Radiant Life	
September	26	20	299	31	157		5
October	3	20	296	24	158		4
	10	20	294	28	159		4
	17	20	285	27	159		4
	24	20	284	26	155		4
	31	20	295	32	163		5
November	7	19	302	33	159		7
	14	28	306	31	157		11
	21	39	305	33	157		7
	28	32	303	27	156		23
December	5	38	300	31	154		40
	12	39	298	30	152		43
	19	40	294	29	156		41
	26	69	292	31	156		42
January	2	40	281	33	155		42
	9	40	286	34	151		44
	16	40	284	32	153		43
Total		544	5,004	512	2,657		369

Winner comparison

This section compares the volume of sales of Governor General's Literary Award for Translation – English-to-French award winners from 2018 to 2021.

Award winners:

- **2021:** *This Radiant Life* by Chantal Neveu, transl. by Erin Moure, Book*hug Press, TP, 9781771666336, \$20.00
- **2020:** *If You Hear Me* by Pascale Quiviger, transl. by Lazer Lederhendler, Biblioasis, TP, 9781771962711, \$22.95
- **2019:** *Birds of a Kind* by Wajdi Mouawad, transl. by Linda Gaboriau, Playwrights Canada Press, TP, 9781770919907, \$18.95
- **2018:** *Descent into Night* by Edem Awumey, transl. by Phyllis Aronoff and Howard Scott, Mawenzi House Publishers, TP, 9781988449166, \$22.95

The tables and graphs below exclude the weeks surrounding Christmas. The 2020 Governor General's Literary Awards period spanned from May to June 2021, rescheduled from October to November 2020.

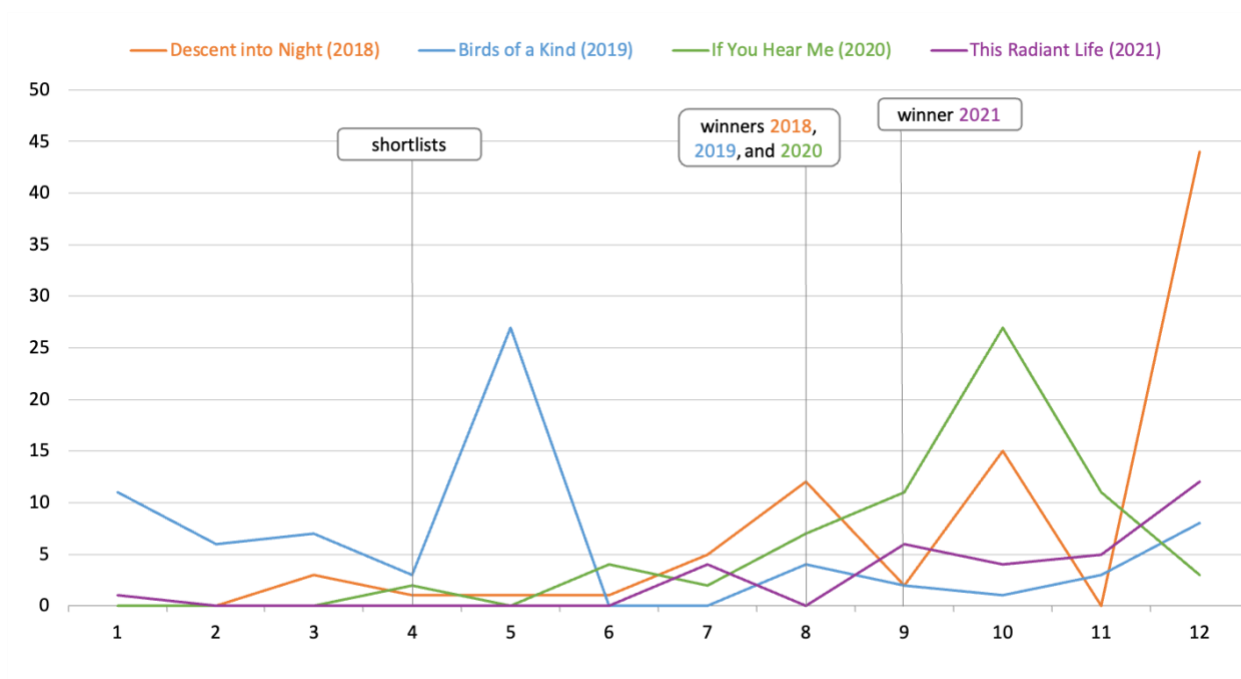
Literary Award Report: Governor General's 2022

Volume of sales for winning titles from 2018 to 2021



Literary Award Report: Governor General's 2022

Volume of sales for winning titles from 2018 to 2021



Percent changes by announcement for winning titles from 2018 to 2021

	<i>Descent into Night</i> (2018)	<i>Birds of a Kind</i> (2019)	<i>If You Hear Me</i> (2020)	<i>This Radiant Life</i> (2021)	Average percent change
Shortlist	0%	-63%	N/A	-100%	-54%
Winner	414%	-56%	250%	350%	240%

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