



Literary Award Report:

Governor General's 2024



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CANADA**

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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 preview years.

Looking at sales data from 2020 to 2024, 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 2020 to 2023.

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 Oct. 8, 2023 to Jan. 21, 2024.
- 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 2023, the Governor General's Literary Awards shortlists were announced on October 25, 2023. The prizes were awarded on November 8, 2023.

Fiction

These are the shortlisted titles for the 2023 Governor General's Literary Award for Fiction:

2023 winner

- *Chrysalis* by Anuja Varghese, House of Anansi Press, TP, 9781487011666, \$22.99

2023 nominated titles

- *A History of Burning* by Janika Oza, McClelland & Stewart, HT, 9780771002311, \$36.00
- *In the Upper Country* by Kai Thomas, Penguin Canada, HT, 9780735243460, \$36.00
- *The Sleeping Car Porter* by Suzette Mayr, Coach House Books, TP, 9781552454589, \$23.95
- *We Spread* by Iain Reid, Simon & Schuster Inc., TP, 9781982165079, \$22.00

Literary Award Report: Governor General's 2024

Shortlisted titles

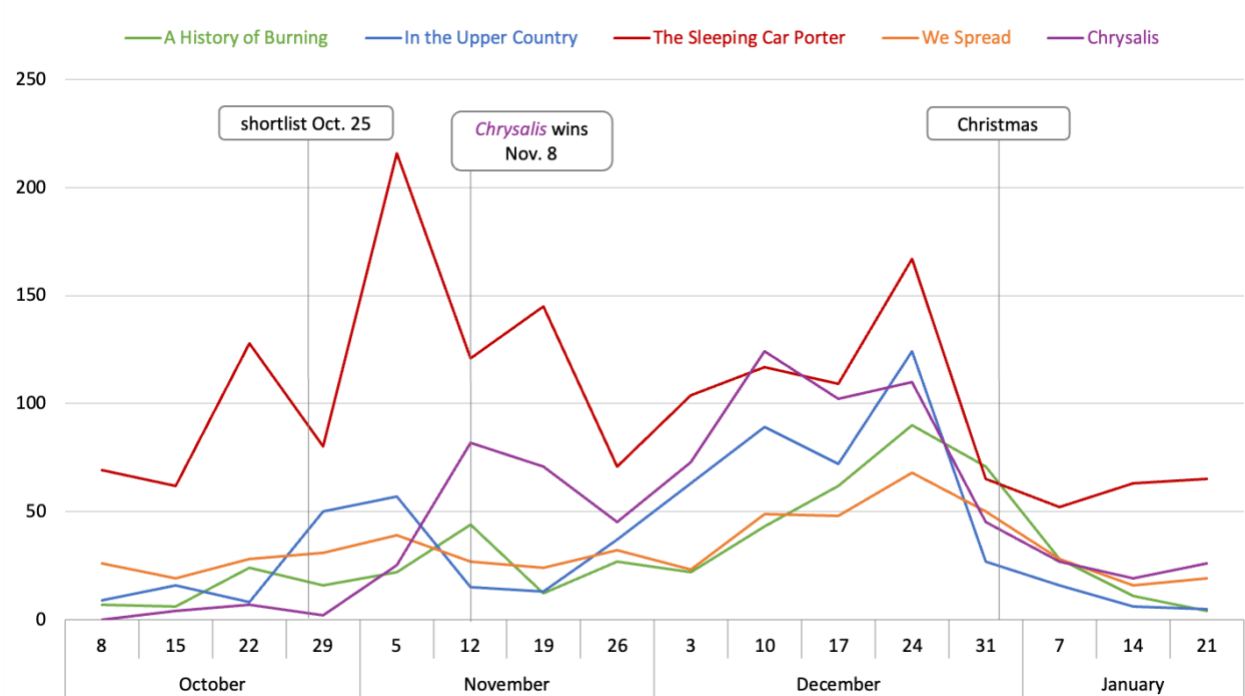
This section includes data on the volume of sales and on hand for the entire shortlist of the 2023 Governor General's Literary Award for Fiction, as well as the specific impact of the shortlist and winner announcement on book sales.

Volume of sales for 2023 shortlisted titles

		Shortlist announced	Winner announced			Christmas	2023-2024 Fiction Market
		<i>A History of Burning</i>	<i>In the Upper Country</i>	<i>The Sleeping Car Porter</i>	<i>We Spread</i>	<i>Chrysalis</i>	
October	8	7	9	69	26	0	237,065
	15	6	16	62	19	4	234,592
	22	24	8	128	28	7	243,671
	29	16	50	80	31	2	236,910
November	5	22	57	216	39	25	273,807
	12	44	15	121	27	82	327,871
	19	12	13	145	24	71	272,501
	26	27	37	71	32	45	335,504
December	3	22	63	104	23	73	354,110
	10	43	89	117	49	124	369,862
	17	62	72	109	48	102	449,415
	24	90	124	167	68	110	554,697
January	31	71	27	65	50	45	336,045
	7	28	16	52	28	27	274,705
	14	11	6	63	16	19	221,307
	21	4	5	65	19	26	230,435
Total		489	607	1,634	527	762	

Literary Award Report: Governor General’s 2024

Volume of sales for 2023 shortlisted titles



Percent changes by announcement for 2023 shortlisted titles

	<i>A History of Burning</i>	<i>In the Upper Country</i>	<i>The Sleeping Car Porter</i>	<i>We Spread</i>	<i>Chrysalis</i>	Average percent change
Shortlist	30%	355%	-7%	27%	-45%	72%
Winner	113%	-61%	-14%	-17%	624%	129%

Literary Award Report: Governor General's 2024

Volume on hand for 2023 shortlisted titles

		Shortlist announced	Winner announced	Christmas		
		<i>A History of Burning</i>	<i>In the Upper Country</i>	<i>The Sleeping Car Porter</i>	<i>We Spread</i>	<i>Chrysalis</i>
October	8	1,241	1,266	2,541	2,162	167
	15	1,184	1,221	2,358	2,172	167
	22	1,102	1,213	2,230	2,151	176
	29	1,062	1,225	2,317	2,137	179
November	5	1,074	1,181	2,200	2,025	204
	12	1,082	1,228	2,125	2,088	221
	19	1,075	1,223	2,013	2,086	1,081
	26	1,043	1,148	2,015	2,061	984
December	3	1,058	1,082	2,097	1,885	1,235
	10	1,029	1,064	2,199	1,848	1,227
	17	967	1,100	2,222	1,838	1,284
	24	890	1,006	2,138	1,772	1,259
	31	876	979	2,101	1,730	1,203
January	7	775	956	2,087	1,695	1,234
	14	658	663	2,056	1,479	1,205
	21	665	466	2,003	1,349	1,183
Total		15,781	17,021	34,702	30,478	13,009

Winner comparison

This section compares the volume of sales of Governor General's Literary Award for Fiction award winners from 2020 to 2023.

Award winners:

- **2023:** *Chrysalis* by Anuja Varghese, House of Anansi Press, TP, 9781487011666, \$22.99
- **2022:** *Pure Colour* by Sheila Heti, Knopf Canada, HT, 9780735282452, \$29.95
- **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

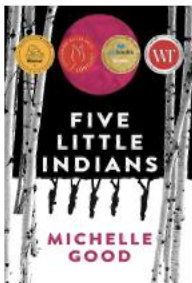
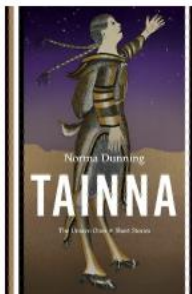
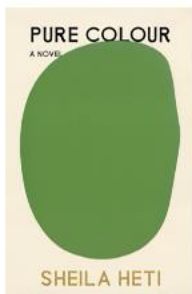
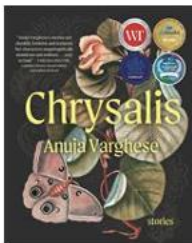
The tables and graphs below exclude the weeks surrounding Christmas. The 2020 Governor General's Literary Awards period spanned from May to June 2021, rescheduled from October to November 2020.

Literary Award Report: Governor General's 2024

Volume of sales for winning titles from 2020 to 2023

Shortlist announced

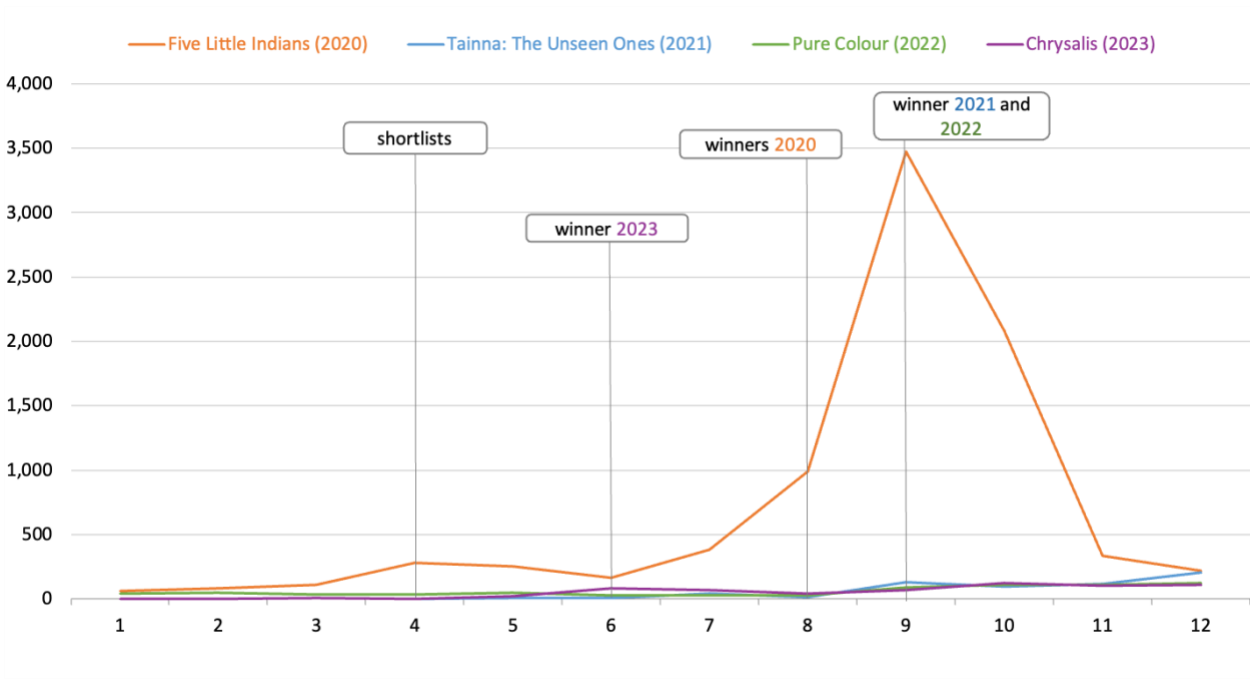
Winner announced

	<i>Five Little Indians</i> (2020)	<i>Tainna: The Unseen Ones</i> (2021)	<i>Pure Colour</i> (2022)	<i>Chrysalis</i> (2023)
1	62	3	39	0
2	82	3	48	4
3	111	6	38	7
4	278	4	37	2
5	257	7	46	25
6	168	9	31	82
7	382	42	31	71
8	990	14	30	45
9	3,474	130	88	73
10	2,081	94	110	124
11	339	118	109	102
12	221	203	124	110
Total	8,445	633	731	645

Literary Award Report: Governor General’s 2024

Volume of sales for winning titles from 2020 to 2023



Percent changes by announcement for winning titles from 2020 to 2023

	<i>Five Little Indians</i> (2020)	<i>Tainna: The Unseen Ones</i> (2021)	<i>Pure Colour</i> (2022)	<i>Chrysalis</i> (2023)	Average percent change
Shortlist	227%	0%	-11%	-45%	43%
Winner	268%	500%	187%	624%	395%

Non-Fiction

These are the shortlisted titles for the 2023 Governor General's Literary Award for Non-Fiction:

2023 winner

- *Unearthing* by Kyo Maclear, Knopf Canada, HT, 9781039006706, \$34.00

2023 nominated titles

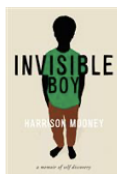
- *Gendered Islamophobia* by Monia Mazigh, Mawenzi House, TP, 9781774151037, \$24.95
- *Invisible Boy* by Harrison Mooney, HarperCollins Canada, TP, 9781443463935, \$24.99
- *Message in a Bottle* by Holly Hogan, Knopf Canada, HT, 9780385696265, \$32.95
- *Unbroken* by Angela Sterritt, Greystone Books Ltd., HT, 9781771648165, \$34.95

Literary Award Report: Governor General's 2024

Shortlisted titles

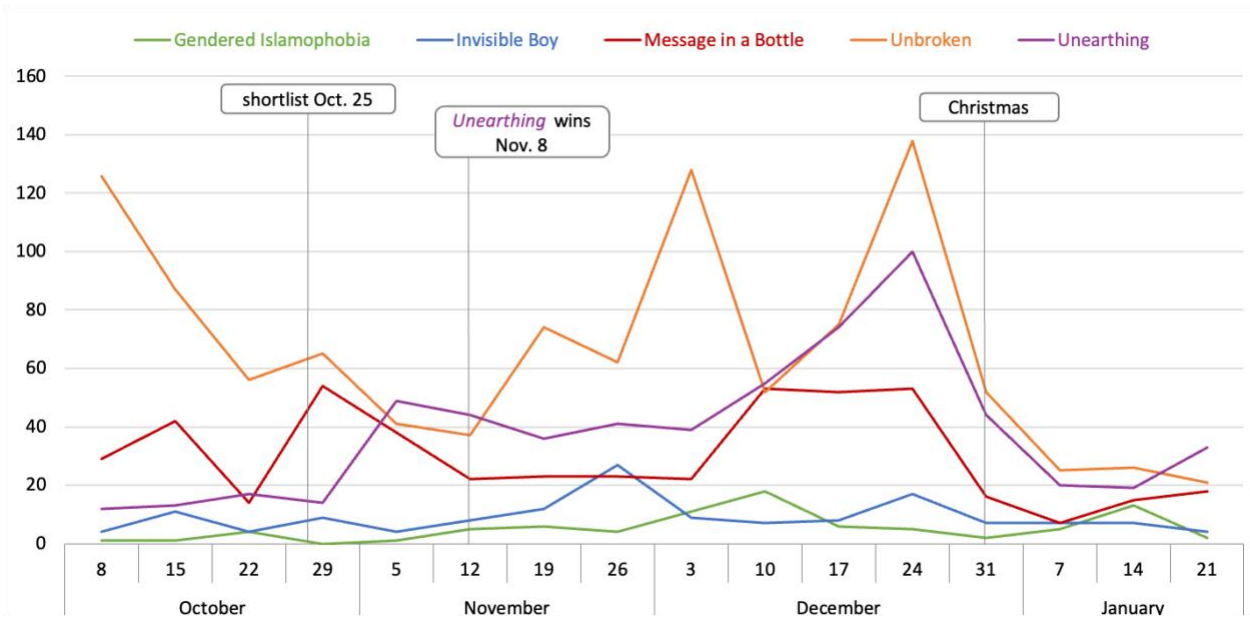
This section includes data on the volume of sales and on hand for the entire shortlist of the 2023 Governor General's Literary Award for Non-Fiction, as well as the specific impact of the shortlist and winner announcement on book sales.

Volume of sales for 2023 shortlisted titles

		Shortlist announced	Winner announced	Christmas			
							
		<i>Gendered Islamophobia</i>	<i>Invisible Boy</i>	<i>Message in a Bottle</i>	<i>Unbroken</i>	<i>Unearthing</i>	2023-2024 Non-Fiction Market
October	8	1	4	29	126	12	251,643
	15	1	11	42	87	13	251,263
	22	4	4	14	56	17	280,080
	29	0	9	54	65	14	309,444
November	5	1	4	38	41	49	299,922
	12	5	8	22	37	44	332,339
	19	6	12	23	74	36	346,231
	26	4	27	23	62	41	415,530
December	3	11	9	22	128	39	447,905
	10	18	7	53	52	55	506,128
	17	6	8	52	75	74	625,635
	24	5	17	53	138	100	760,455
January	31	2	7	16	52	44	375,071
	7	5	7	7	25	20	336,103
	14	13	7	15	26	19	256,990
	21	2	4	18	21	33	238,271
Total		84	145	481	1,065	610	

Literary Award Report: Governor General’s 2024

Volume of sales for 2023 shortlisted titles



Percent changes by announcement for 2023 shortlisted titles

	<i>Gendered Islamophobia</i>	<i>Invisible Boy</i>	<i>Message in a Bottle</i>	<i>Unbroken</i>	<i>Unearthling</i>	Average percent change
Shortlist	-100%	42%	100%	-28%	0%	3%
Winner	200%	41%	-38%	-31%	65%	47%

Literary Award Report: Governor General's 2024

Volume on hand for 2023 shortlisted titles

		Shortlist announced		Winner announced		Christmas	
		<i>Gendered Islamophobia</i>	<i>Invisible Boy</i>	<i>Message in a Bottle</i>	<i>Unbroken</i>	<i>Unearthing</i>	
October	8	22	386	1,123	1,611	833	
	15	22	369	1,180	1,555	770	
	22	26	363	1,193	1,608	635	
	29	23	357	1,133	1,575	560	
November	5	46	382	1,104	1,575	569	
	12	63	401	1,101	1,600	573	
	19	71	401	1,030	1,569	714	
	26	79	389	1,018	1,781	751	
December	3	75	372	1,003	1,667	762	
	10	79	367	958	1,633	788	
	17	75	368	894	1,516	738	
	24	68	363	856	1,403	695	
January	31	68	358	844	1,377	667	
	7	78	356	811	1,335	650	
	14	74	342	737	1,286	634	
	21	73	321	726	1,252	616	
Total		942	5,895	15,711	24,343	10,955	

Winner comparison

This section compares the volume of sales of Governor General's Literary Award for Non-Fiction award winners from 2020 to 2023.

Award winners:

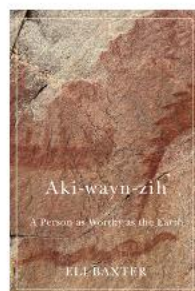
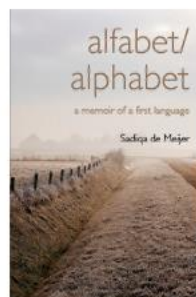
- **2023:** *Unearthing* by Kyo Maclear, Knopf Canada, HT, 9781039006706, \$34.00
- **2022:** *Aki-wayn-zih* by Eli Baxter, McGill-Queen's University Press, HT, 9780228008071, \$27.95
- **2021:** *alfabet/alphabet* by Sadiqa de Meijer, Palimpsest Press, TP, 9781989287606, \$15.95
- **2020:** *This Red Line Goes Straight to Your Heart* by Madhur Anand, Strange Light/McClelland & Stewart, TP, 9780771007774, \$26.00

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 2024

Volume of sales for winning titles from 2020 to 2023

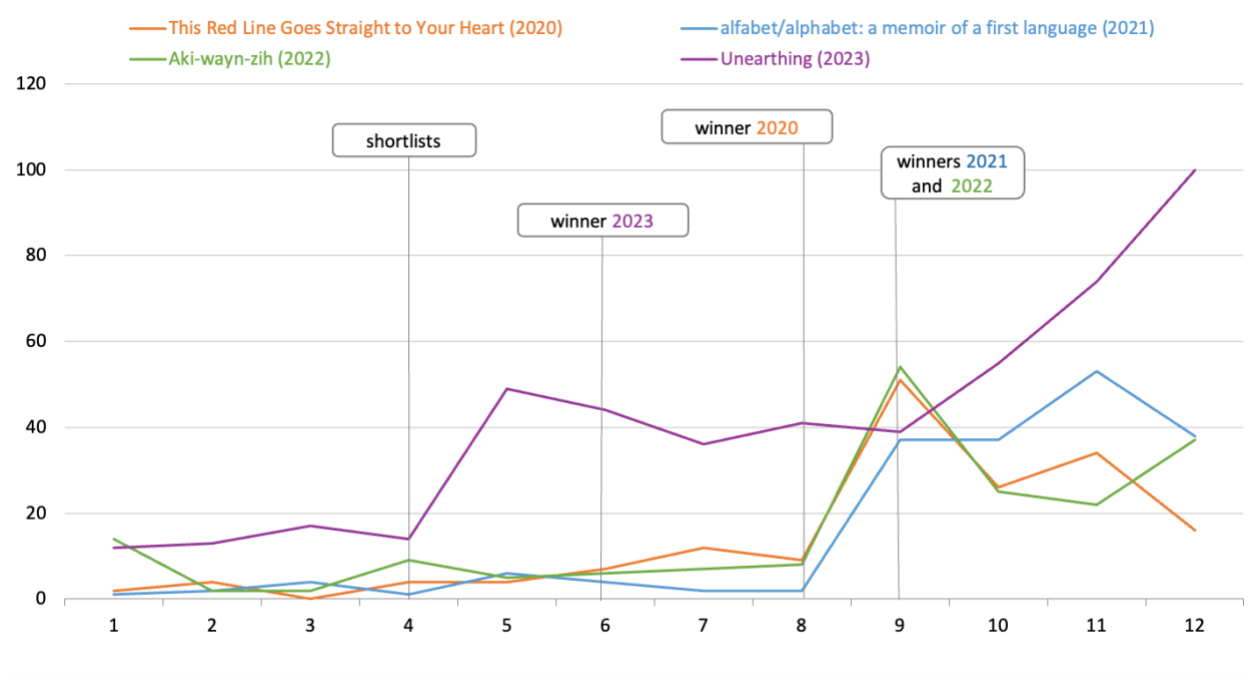
Shortlist announced Winner announced



	<i>This Red Line Goes Straight to Your Heart (2020)</i>	<i>alfabet/alphabet: a memoir of a first language (2021)</i>	<i>Aki-wayn-zih (2022)</i>	<i>Unearthing (2023)</i>
1	2	1	14	12
2	4	2	2	13
3	0	4	2	17
4	4	1	9	14
5	4	6	5	49
6	7	4	6	44
7	12	2	7	36
8	9	2	8	41
9	51	37	54	39
10	26	37	25	55
11	34	53	22	74
12	16	38	37	100
Total	169	187	191	494

Literary Award Report: Governor General’s 2024

Volume of sales for winning titles from 2020 to 2023



Percent changes by announcement for winning titles from 2020 to 2023

	<i>This Red Line Goes Straight to Your Heart</i> (2020)	<i>alfabet/alphabet</i> (2021)	<i>Aki-wayn-zih</i> (2022)	<i>Unearthing</i> (2023)	Average percent change
Shortlist	100%	-57%	50%	0%	23%
Winner	17%	1,288%	671%	65%	510%

Poetry

These are the shortlisted titles for the 2023 Governor General's Literary Award for Poetry:

2023 winner

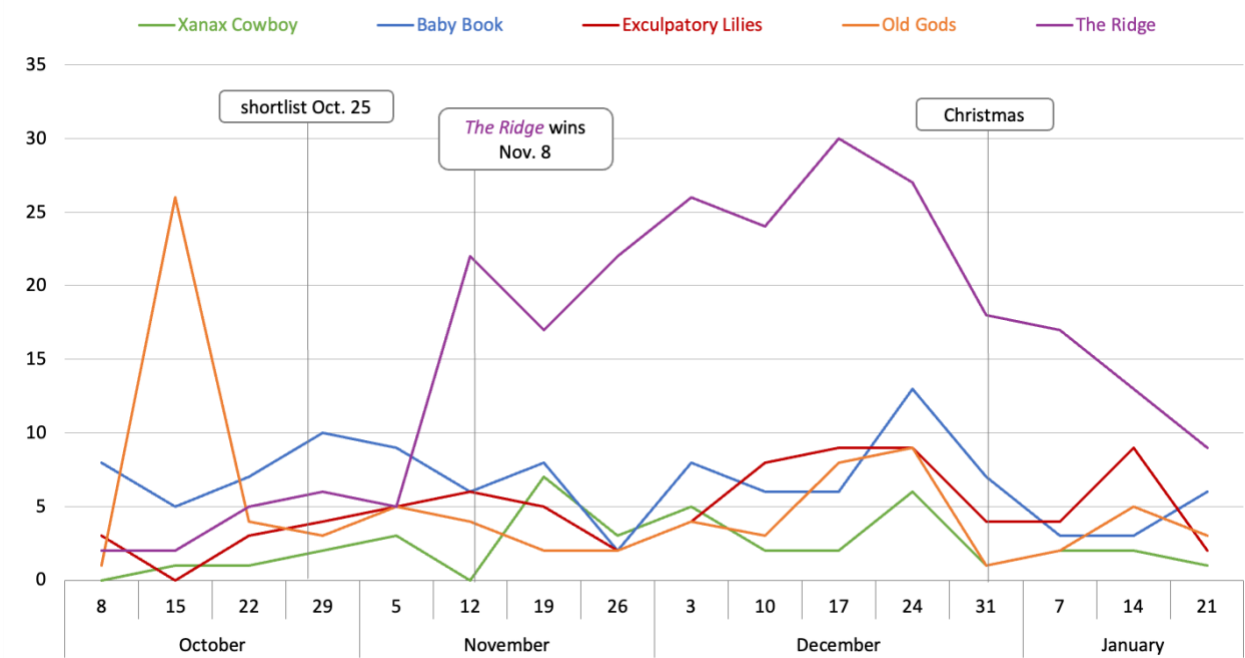
- *The Ridge* by Robert Bringhurst, Harbour Publishing Company, TP, 9781990776250, \$22.95

2023 nominated titles

- *Xanax Cowboy* by Hannah Green, House of Anansi Press, TP, 9781487011154, \$19.99
- *Baby Book* by Amy Ching-Yan Lam, Brick Books, TP, 9781771315968, \$22.95
- *Exculpatory Lilies* by Susan Musgrave, McClelland & Stewart, TP, 9780771099007, \$22.95
- *Old Gods* by Conor Kerr, Nightwood Editions, TP, 9780889714465, \$19.95

Literary Award Report: Governor General’s 2024

Volume of sales for 2023 shortlisted titles



Percent changes by announcement for 2023 shortlisted titles

	<i>Xanax Cowboy</i>	<i>Baby Book</i>	<i>Exculpatory Lilies</i>	<i>Old Gods</i>	<i>The Ridge</i>	Average percent change
Shortlist	200%	50%	100%	-71%	100%	76%
Winner	-100%	-31%	50%	0%	313%	46%

Literary Award Report: Governor General's 2024

Volume on hand for 2023 shortlisted titles

		Shortlist announced	Winner announced	Christmas		
		Exculpatory				
		Xanax Cowboy	Baby Book	Lilies	Old Gods	The Ridge
October	8	31	138	72	94	71
	15	30	135	72	78	70
	22	27	123	85	98	61
	29	27	125	83	90	58
November	5	34	130	93	92	66
	12	42	145	97	94	73
	19	41	145	101	100	108
	26	44	145	97	98	112
December	3	44	139	99	101	149
	10	48	141	105	96	170
	17	50	147	90	95	199
	24	47	138	80	91	178
January	31	49	133	77	89	161
	7	47	132	74	92	163
	14	49	133	73	93	164
	21	50	128	78	88	163
Total		660	2,177	1,376	1,489	1,966

Winner comparison

This section compares the volume of sales of Governor General's Literary Award for Poetry award winners from 2020 to 2023.

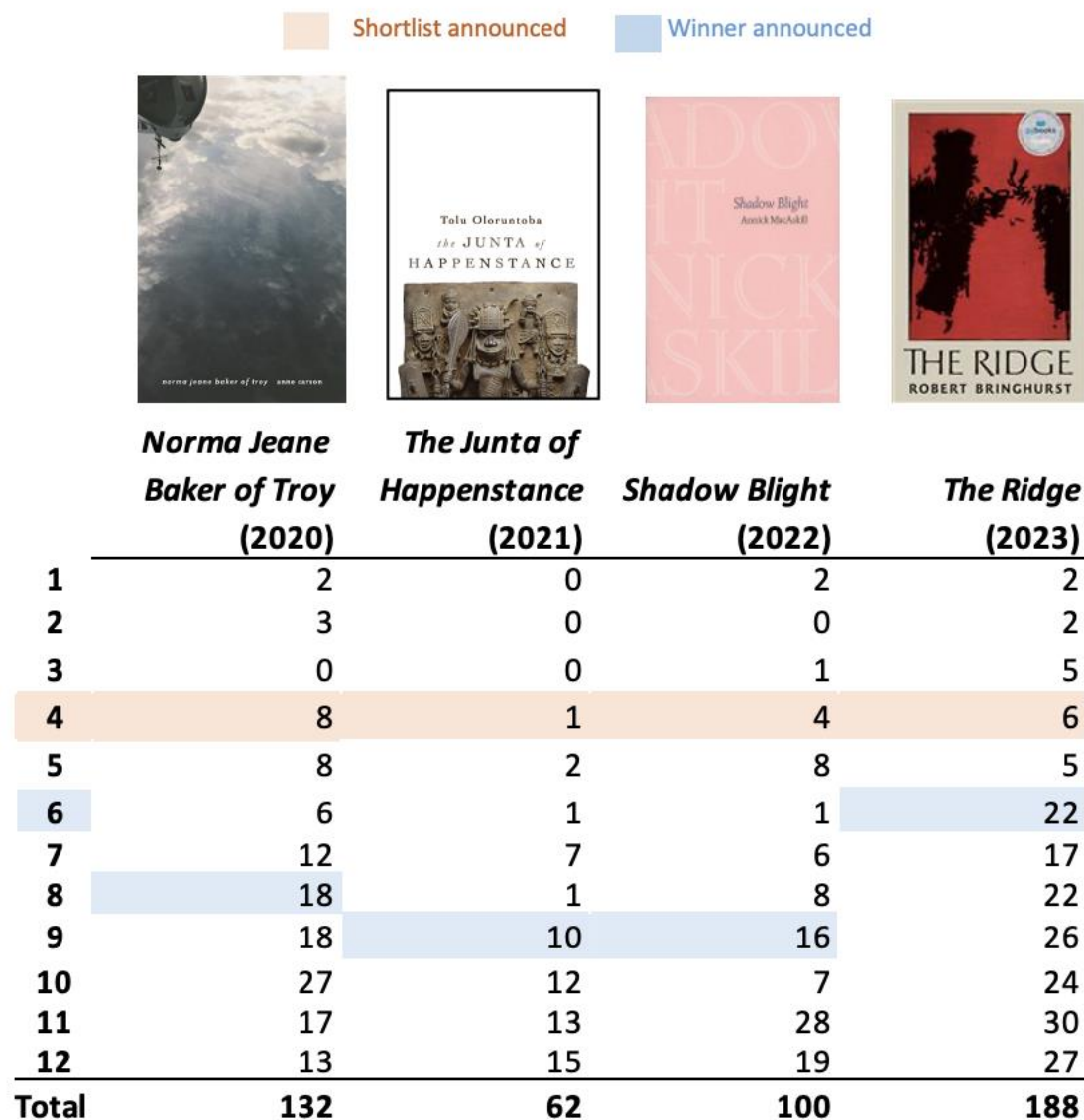
Award winners:

- **2023:** *The Ridge* by Robert Bringhurst, Harbour Publishing Company, TP, 9781990776250, \$22.95
- **2022:** *Shadow Blight* by Annick MacAskill, Gaspereau Press, HT, 9781554472383, \$18.95
- **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

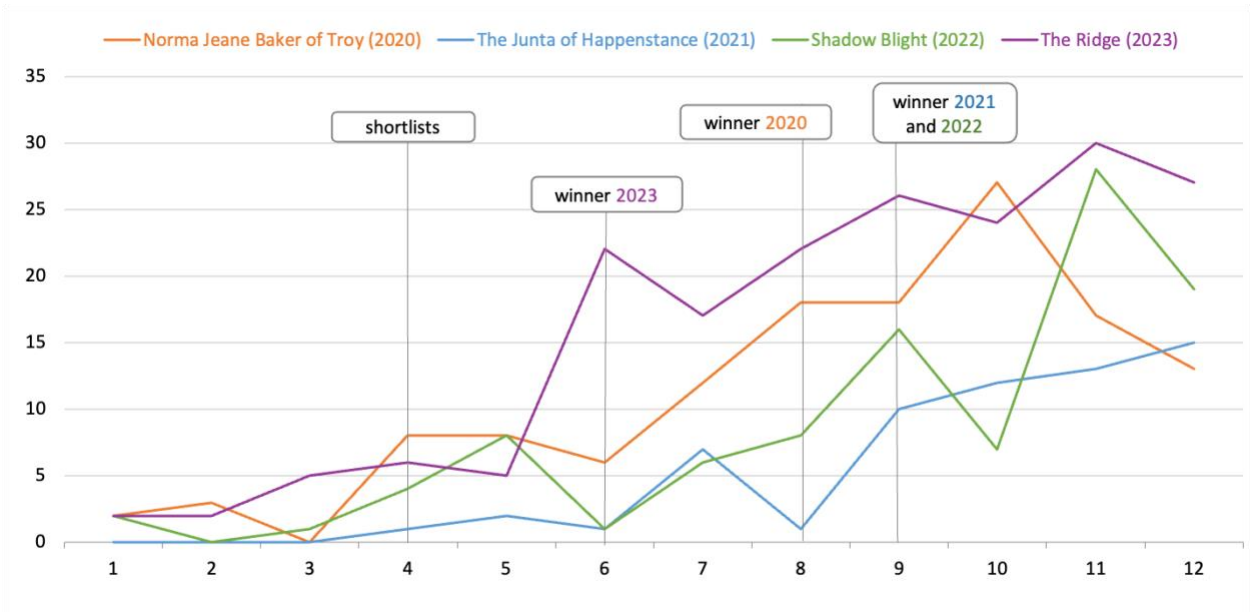
The tables and graphs below exclude the weeks surrounding Christmas. The 2020 Governor General's Literary Awards period spanned from May to June 2021, rescheduled from October to November 2020.

Literary Award Report: Governor General's 2024

Volume of sales for winning titles from 2020 to 2023



Volume of sales for winning titles from 2020 to 2023



Percent changes by announcement for winning titles from 2020 to 2023

	<i>Norma Jeane Baker of Troy</i> (2020)	<i>The Junta of Happenstance</i> (2021)	<i>Shadow Blight</i> (2022)	<i>The Ridge</i> (2023)	Average percent change
Shortlist	380%	100%	300%	100%	220%
Winner	108%	233%	220%	313%	218%

Drama

These are the shortlisted titles for the 2023 Governor General's Literary Award for Drama:

2023 winner

- *William Shakespeare's As You Like It, a Radical Retelling* by Cliff Cardinal, Playwrights Canada Press, TP, 9780369103970, \$18.95

2023 nominated titles

- *Forgiveness* by Hiro Kanagawa, Mark Sakamoto, and Cindy Mochizuki, Playwrights Canada Press, TP, 9780369103949, \$20.95
- *Is My Microphone On?* by Jordan Tannahill, Playwrights Canada Press, TP, 9780369103734, \$18.95
- *The Enchanted Loom* by Suvendrini Lena, translated by Dushy Gnanapragasam, Playwrights Canada Press, TP, 9780369100313, \$19.95
- *The War Being Waged* by Darla Contois, J. Gordon Shillingford Publishing, TP, 9781990737183, \$15.95

Literary Award Report: Governor General's 2024

Shortlisted titles

This section includes data on the volume of sales and on hand for the entire shortlist of the 2023 Governor General's Literary Award for Drama, as well as the specific impact of the shortlist and winner announcement on book sales.

Volume of sales for 2023 shortlisted titles

Shortlist announced

Winner announced

Christmas

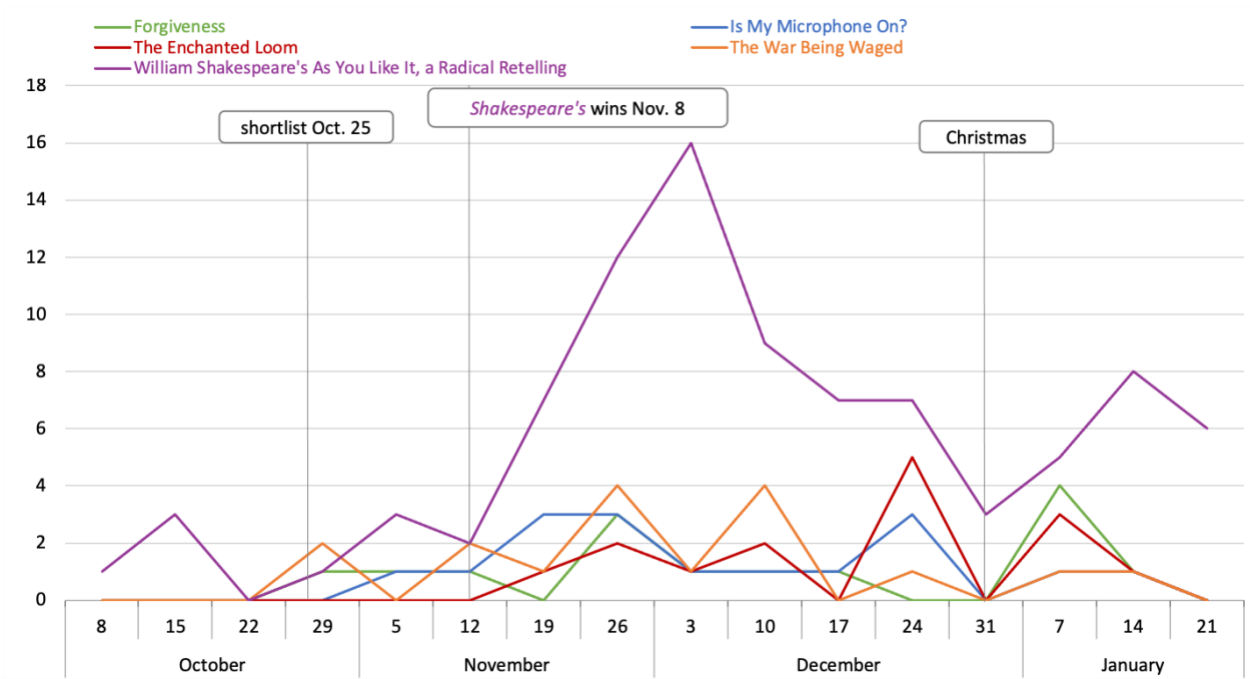






		<i>Forgiveness</i>	<i>Is My Microphone On?</i>	<i>The Enchanted Loom</i>	<i>The War Being Waged</i>	<i>Shakespeare's As You Like It, a Radical Retelling</i>	2023-2024 Non-Fiction Market
October	8	0	0	0	0	1	251,643
	15	0	0	0	0	3	251,263
	22	0	0	0	0	0	280,080
	29	1	0	0	2	1	309,444
November	5	1	1	0	0	3	299,922
	12	1	1	0	2	2	332,339
	19	0	3	1	1	7	346,231
	26	3	3	2	4	12	415,530
December	3	1	1	1	1	16	447,905
	10	1	1	2	4	9	506,128
	17	1	1	0	0	7	625,635
	24	0	3	5	1	7	760,455
	31	0	0	0	0	3	375,071
January	7	4	1	3	1	5	336,103
	14	1	1	1	1	8	256,990
	21	0	0	0	0	6	238,271
Total		14	16	15	17	90	

Volume of sales for 2023 shortlisted titles



Percent changes by announcement for 2023 shortlisted titles

	<i>Forgiveness</i>	<i>Is My Microphone On?</i>	<i>The Enchanted Loom</i>	<i>The War Being Waged</i>	<i>William Shakespeare's As You Like It, a Radical Retelling</i>	Average percent change
Shortlist	100%	0%	0%	100%	-25%	35%
Winner	50%	200%	0%	200%	50%	100%

Literary Award Report: Governor General's 2024

Volume on hand for 2023 shortlisted titles

		Shortlist announced	Winner announced	Christmas		
		<i>Forgiveness</i>	<i>Is My Microphone On?</i>	<i>The Enchanted Loom</i>	<i>The War Being Waged</i>	<i>Shakespeare's As You Like It, a Radical Retelling</i>
October	8	0	14	1	2	9
	15	0	14	1	2	6
	22	1	14	1	2	7
	29	1	14	1	0	8
November	5	4	20	4	4	12
	12	3	20	5	5	15
	19	5	21	10	9	33
	26	8	23	8	6	42
December	3	5	21	8	6	41
	10	7	23	8	7	53
	17	7	22	8	7	59
	24	6	21	7	5	64
January	31	8	23	9	7	60
	7	7	24	9	8	61
	14	7	24	9	8	65
	21	7	24	9	8	66
Total		76	322	98	86	601

Winner comparison

This section compares the volume of sales of Governor General's Literary Award for Drama award winners from 2020 to 2023.

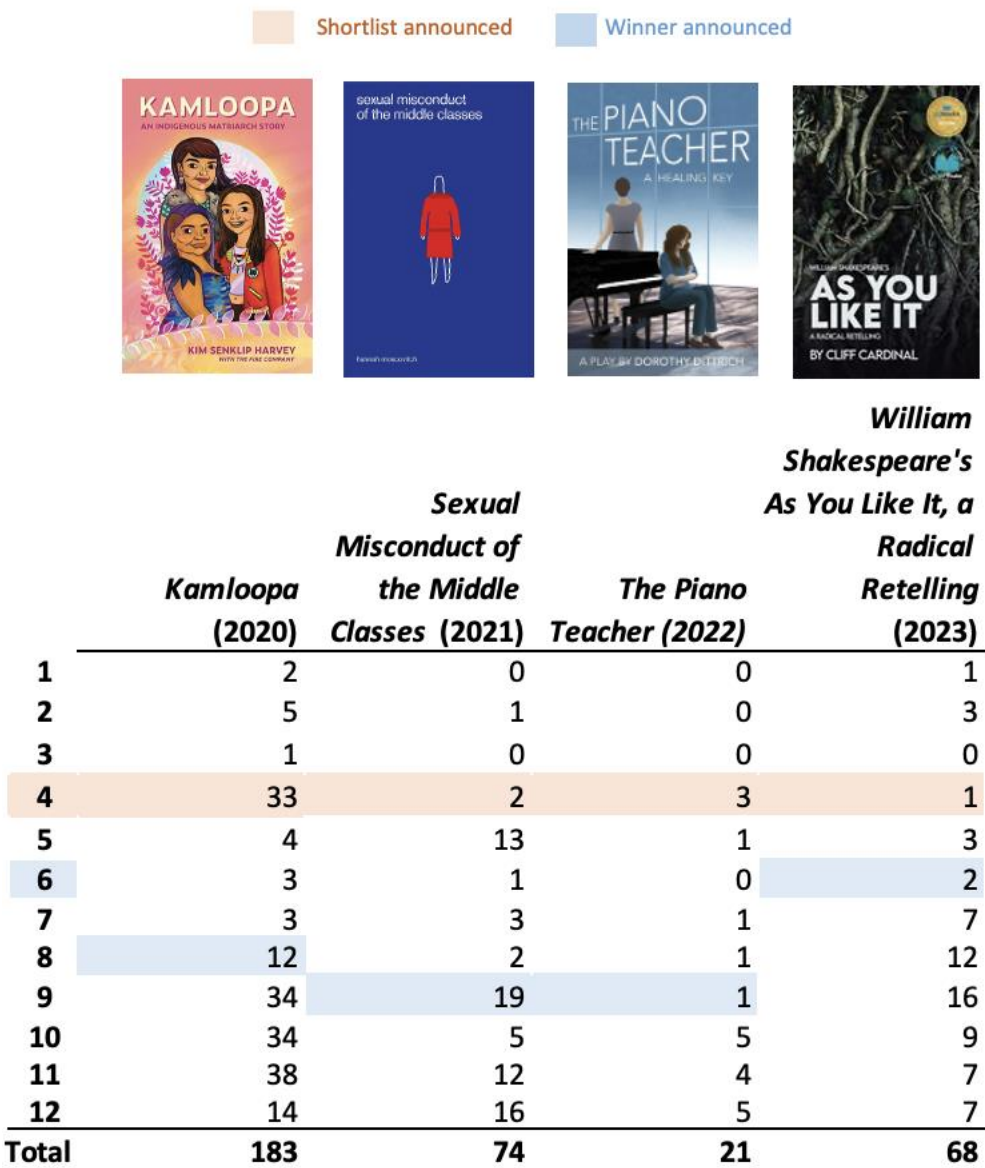
Award winners:

- **2023:** *William Shakespeare's As You Like It, a Radical Retelling* by Cliff Cardinal, Playwrights Canada Press, TP, 9780369103970, \$18.95
- **2022:** *The Piano Teacher* by Dorothy Dittrich, Talonbooks, TP, 9781772014020, \$16.95
- **2021:** *Sexual Misconduct of the Middle Classes* by Hannah Moscovitch, Playwrights Canada Press, TP, 9780369102300, \$18.95
- **2020:** *Kamloopa* by Kim Senklip Harvey, Talonbooks, TP, 9781772012422, \$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.

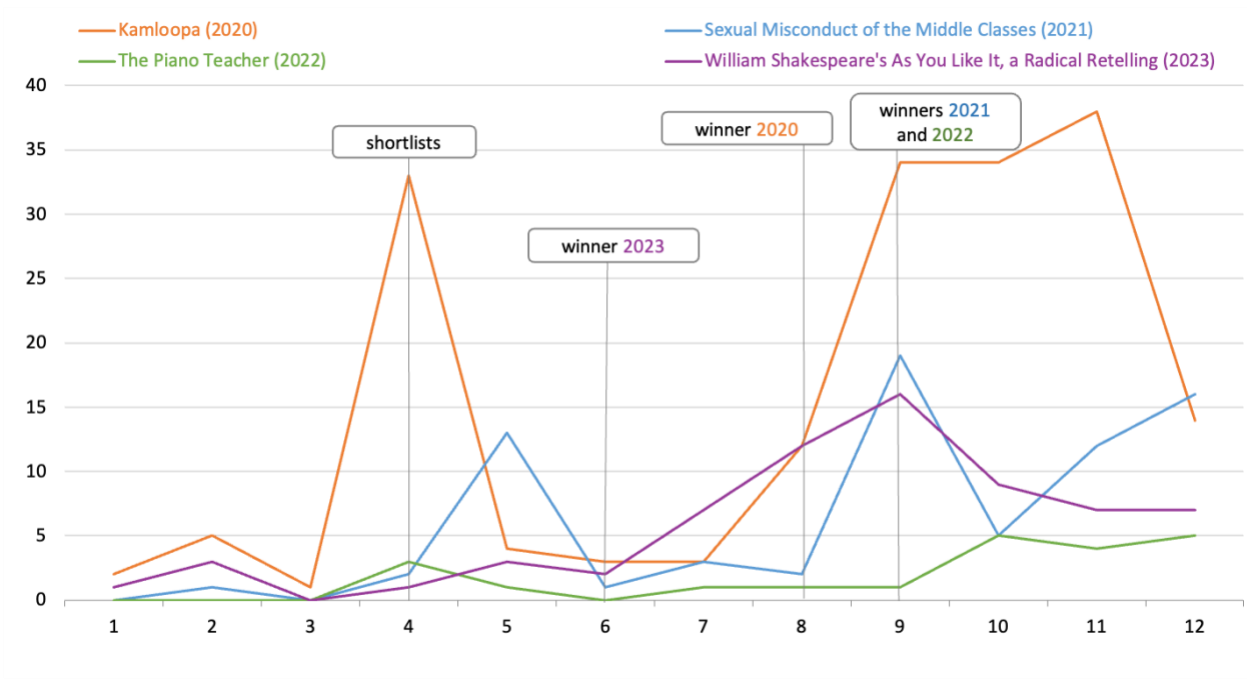
Literary Award Report: Governor General’s 2024

Volume of sales for winning titles from 2020 to 2023



Literary Award Report: Governor General’s 2024

Volume of sales for winning titles from 2020 to 2023



Percent changes by announcement for winning titles from 2020 to 2023

	<i>Kamloopa</i> (2020)	<i>Sexual Misconduct of the Middle Classes</i> (2021)	<i>The Piano Teacher</i> (2022)	<i>William Shakespeare's As You Like It, a Radical Retelling</i> (2023)	Average percent change
Shortlist	1,138%	500%	100%	-25%	428%
Winner	260%	850%	50%	50%	303%

Young People's Literature – Text

These are the shortlisted titles for the 2023 Governor General's Literary Award for Young People's Literature – Text:

2023 winner

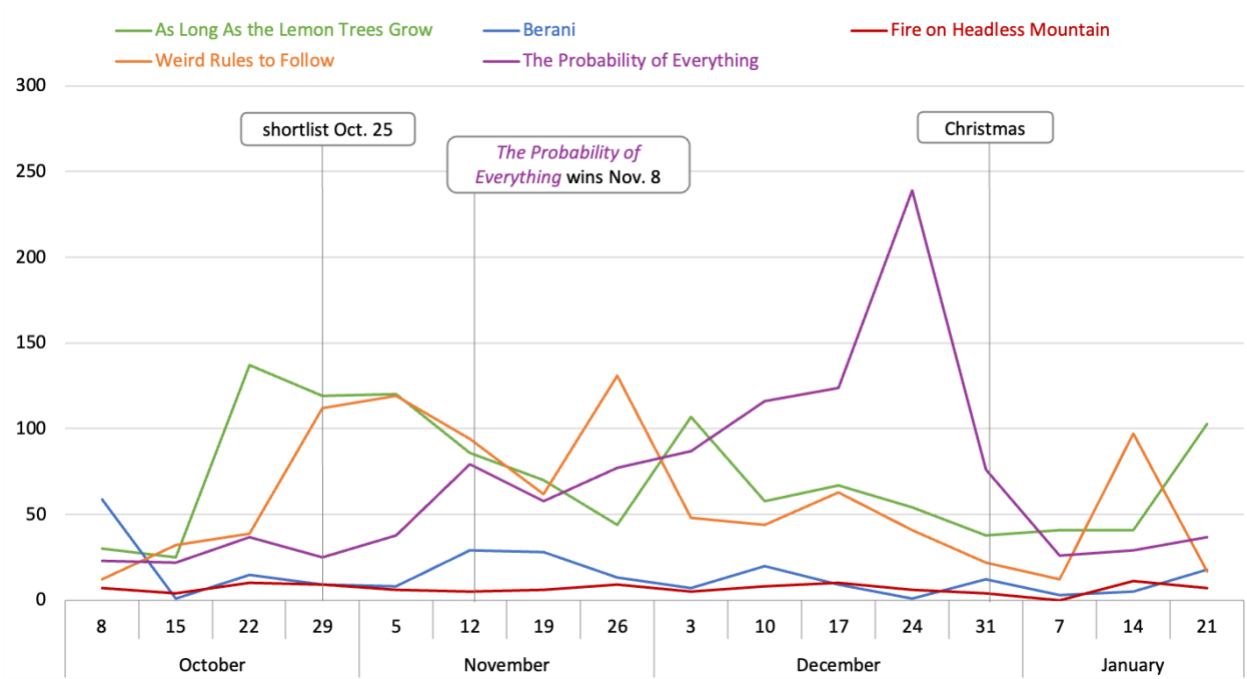
- *The Probability of Everything* by Sarah Everett, HarperCollins Publishers, HT, 9780063256552, \$24.99

2023 nominated titles

- *As Long As the Lemon Trees Grow* by Zoulfa Katouh, Little, Brown Books for Young Readers, HT, 9780316351379, \$24.99
- *Berani* by Michelle Kadarusman, Pajama Press, HT, 9781772782608, \$23.95
- *Fire on Headless Mountain* by Iain Lawrence, Holiday House, TP, 9780823454631, \$13.99
- *Weird Rules to Follow* by Kim Spencer, Orca Book Publishers, TP, 9781459835580, \$12.95

Literary Award Report: Governor General’s 2024

Volume of sales for 2023 shortlisted titles



Percent changes by announcement for 2023 shortlisted titles

	As Long As the Lemon Trees Grow	Berani	Fire on Headless Mountain	Weird Rules to Follow	The Probability of Everything	Average percent change
Shortlist	86%	-64%	29%	305%	-9%	69%
Winner	-31%	172%	-40%	4%	137%	48%

Literary Award Report: Governor General's 2024

Volume on hand for 2023 shortlisted titles

		Shortlist announced	Winner announced	Christmas			
		As Long As the Lemon Trees Grow		Fire on Headless Mountain		Weird Rules to Follow	The Probability of Everything
			Berani				
October	8	462	47	281		320	2,438
	15	435	45	282		350	2,428
	22	442	39	280		339	2,410
	29	432	41	273		304	2,380
November	5	643	64	270		305	2,356
	12	607	43	288		310	2,331
	19	576	44	336		302	2,384
	26	564	44	346		315	2,375
December	3	497	45	328		514	2,312
	10	506	45	324		525	1,973
	17	472	55	323		505	1,977
	24	421	35	318		495	1,862
January	31	359	73	321		478	1,779
	7	356	33	318		467	1,730
	14	490	32	259		478	1,707
	21	508	53	255		469	1,596
Total		7,770	738	4,802		6,476	34,038

Winner comparison

This section compares the volume of sales of Governor General's Literary Award for Fiction award winners from 2020 to 2023.

Award winners:

- **2023:** *The Probability of Everything* by Sarah Everett, HarperCollins Publishers, HT, 9780063256552, \$24.99
- **2022:** *The Summer of Bitter and Sweet* by Jen Ferguson, HarperCollins, HT, 9780063086166, \$24.99
- **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, \$14.95

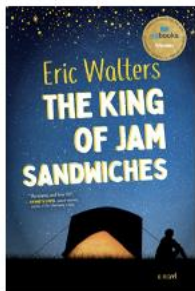
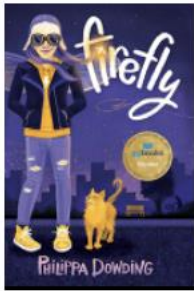
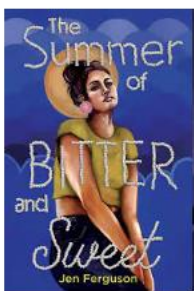
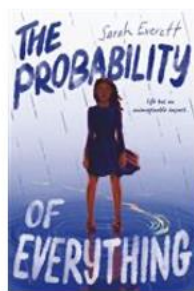
The tables and graphs below exclude the weeks surrounding Christmas. The 2020 Governor General's Literary Awards period spanned from May to June 2021, rescheduled from October to November 2020.

Literary Award Report: Governor General's 2024

Volume of sales for winning titles from 2020 to 2023

Shortlist announced

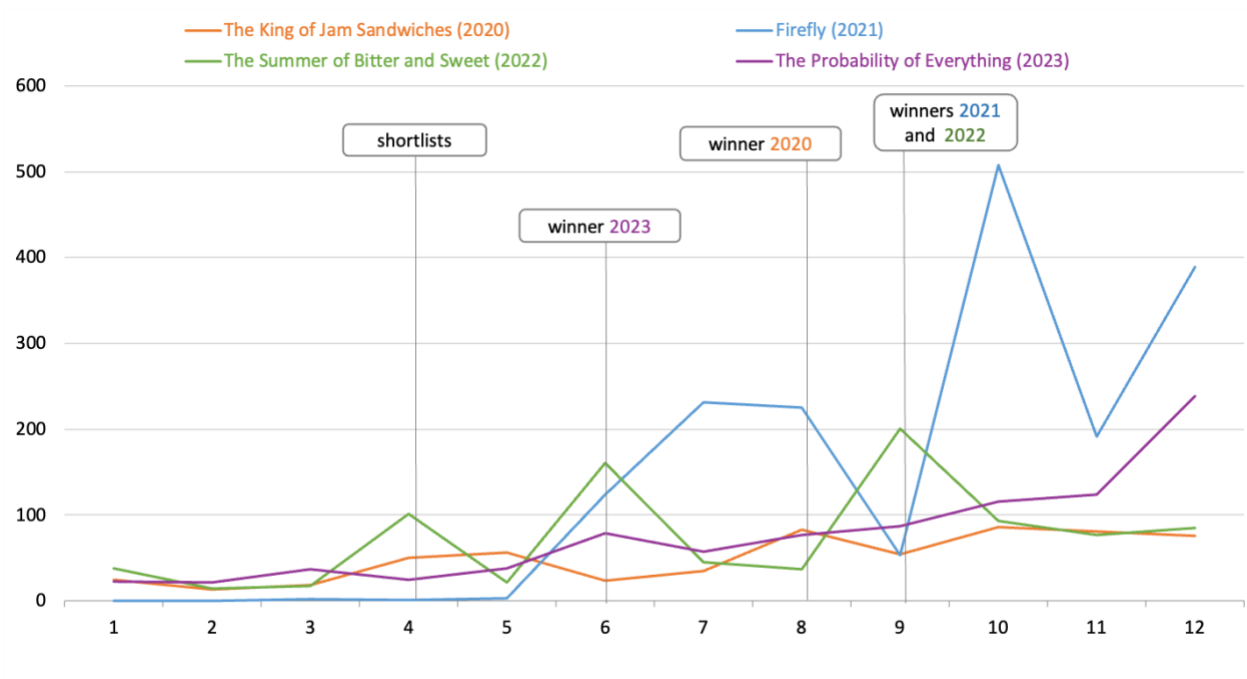
Winner announced

	<i>The King of Jam Sandwiches</i> (2020)	<i>Firefly</i> (2021)	<i>The Summer of Bitter and Sweet</i> (2022)	<i>The Probability of Everything</i> (2023)
1	25	0	38	23
2	14	0	15	22
3	19	2	18	37
4	50	1	101	25
5	56	3	22	38
6	24	124	161	79
7	35	231	45	58
8	83	225	37	77
9	54	53	201	87
10	86	508	93	116
11	81	192	77	124
12	76	389	85	239
Total	603	1,728	893	925

Literary Award Report: Governor General’s 2024

Volume of sales for winning titles from 2020 to 2023



Percent changes by announcement for winning titles from 2020 to 2023

	<i>The King of Jam Sandwiches</i> (2020)	<i>Firefly</i> (2021)	<i>The Summer of Bitter and Sweet</i> (2022)	<i>The Probability of Everything</i> (2023)	Average percent change
Shortlist	159%	50%	327%	-9%	132%
Winner	117%	-73%	148%	137%	82%

Young People's Literature – Illustrated books

These are the shortlisted titles for the 2023 Governor General's Literary Award for Young People's Literature – Illustrated books:

2023 winner

- *When You Can Swim* by Jack Wong, Scholastic Inc., HT, 9781338830965, \$24.99

2023 nominated titles

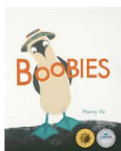
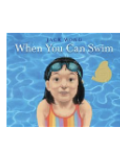
- *Boobies* by Nancy Vo, Groundwood Books, HT, 9781773066929, \$19.99
- *Mr. S* by Monica Arinaldo, HarperCollins Publishers, HT, 9780063003958, \$24.99
- *Still This Love Goes On* by Buffy Sainte-Marie, illus. by Julie Flett, Greystone Books Ltd., HT, 9781771648073, \$22.95
- *The Skull* by Jon Klassen, Candlewick Press, HT, 9781536223378, \$21.99

Literary Award Report: Governor General's 2024

Shortlisted titles

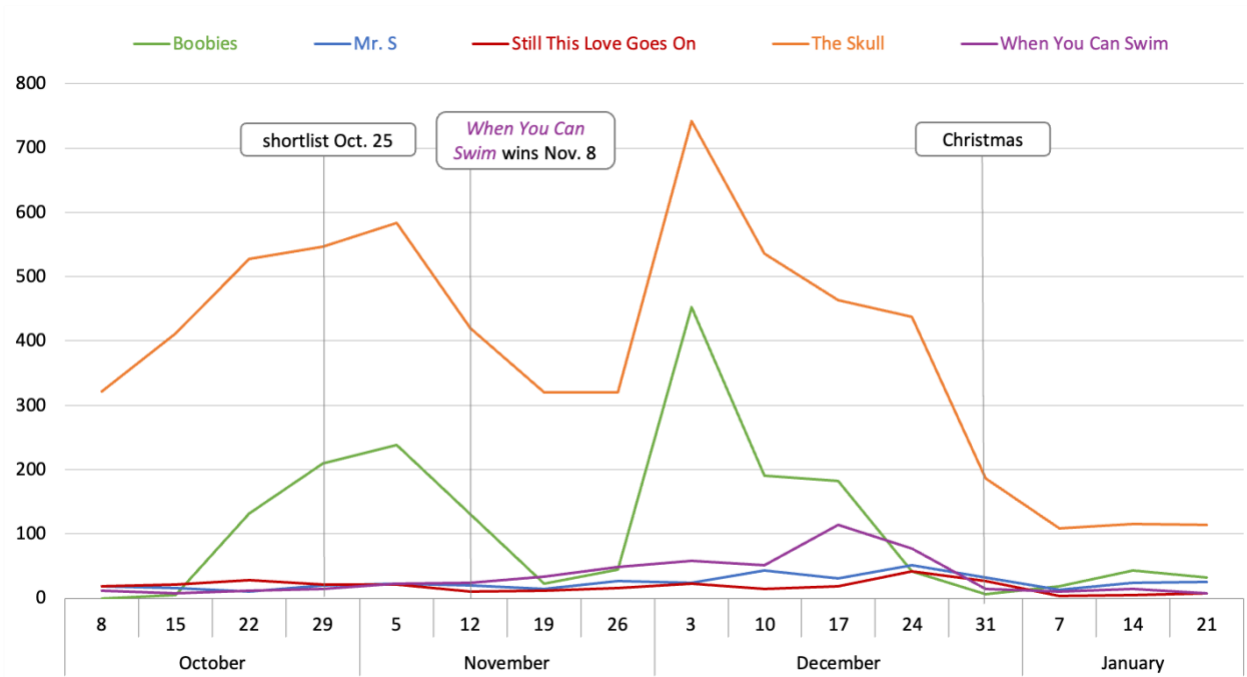
This section includes data on the volume of sales and on hand for the entire shortlist of the 2023 Governor General's Literary Award for Young People's Literature – Illustrated books, as well as the specific impact of the shortlist and winner announcement on book sales.

Volume of sales for 2023 shortlisted titles

		Shortlist announced	Winner announced	Christmas			
							
		<i>Boobies</i>	<i>Mr. S</i>	<i>Still This Love Goes On</i>	<i>The Skull</i>	<i>When You Can Swim</i>	2023-2024 Juvenile & Young Adult Markets
October	8	0	18	18	321	12	340,644
	15	5	16	21	412	8	334,515
	22	132	11	28	528	12	385,489
	29	210	20	21	546	14	422,334
November	5	238	22	21	584	22	412,904
	12	131	20	11	420	24	483,642
	19	22	15	12	320	34	499,631
	26	44	27	16	320	49	643,519
December	3	452	24	23	742	58	694,367
	10	190	43	15	535	52	717,550
	17	182	31	18	464	114	832,632
	24	42	51	42	437	77	870,292
	31	6	32	27	187	14	347,508
January	7	18	13	4	109	10	302,038
	14	43	24	5	115	15	253,790
	21	32	25	7	114	7	280,310
Total		1,747	392	289	6,154	522	

Literary Award Report: Governor General’s 2024

Volume of sales for 2023 shortlisted titles



Percent changes by announcement for 2023 shortlisted titles

	Boobies	Mr. S	Still This Love Goes On	The Skull	When You Can Swim	Average percent change
Shortlist	100%	33%	-6%	30%	31%	38%
Winner	-32%	13%	-53%	-24%	50%	-9%

Literary Award Report: Governor General's 2024

Volume on hand for 2023 shortlisted titles

		Shortlist announced	Winner announced	Christmas		
		<i>Boobies</i>	<i>Mr. S</i>	<i>Still This Love Goes On</i>	<i>The Skull</i>	<i>When You Can Swim</i>
October	8	49	1,580	617	2,768	813
	15	50	1,563	599	3,258	732
	22	53	1,553	607	3,169	708
	29	1,223	1,528	619	4,173	705
November	5	1,029	1,510	620	4,081	644
	12	938	1,494	686	4,151	688
	19	957	1,476	776	4,245	819
	26	932	1,448	777	4,724	855
December	3	608	1,425	768	4,287	851
	10	481	1,427	509	3,953	615
	17	330	1,531	528	3,599	606
	24	330	1,628	529	3,208	566
	31	225	1,646	520	3,000	535
January	7	232	1,634	480	2,899	504
	14	807	1,464	471	3,391	523
	21	790	1,345	461	3,273	511
Total		9,034	24,252	9,567	58,179	10,675

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 2020 to 2023.

Award winners:

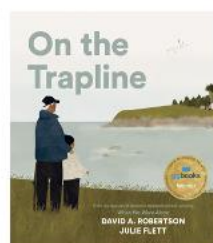
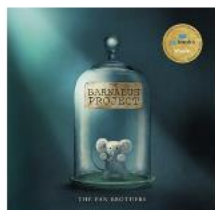
- **2023:** *When You Can Swim* by Jack Wong, Scholastic Inc., HT, 9781338830965, \$24.99
- **2022:** *The Sour Cherry Tree* by Naseem Hrab, illus. by Nahid Kazemi, Owlkids Books, HT, 9781771474146, \$19.95
- **2021:** *On the Trapline* by David A. Robertson, illus. by Julie Flett, Tundra Books, HT, 9780735266681, \$21.99
- **2020:** *The Barnabus Project* by Terry Fan, Eric Fan, and Devin Fan, Tundra Books, HT, 9780735263260, \$23.99

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 2024

Volume of sales for winning titles from 2020 to 2023

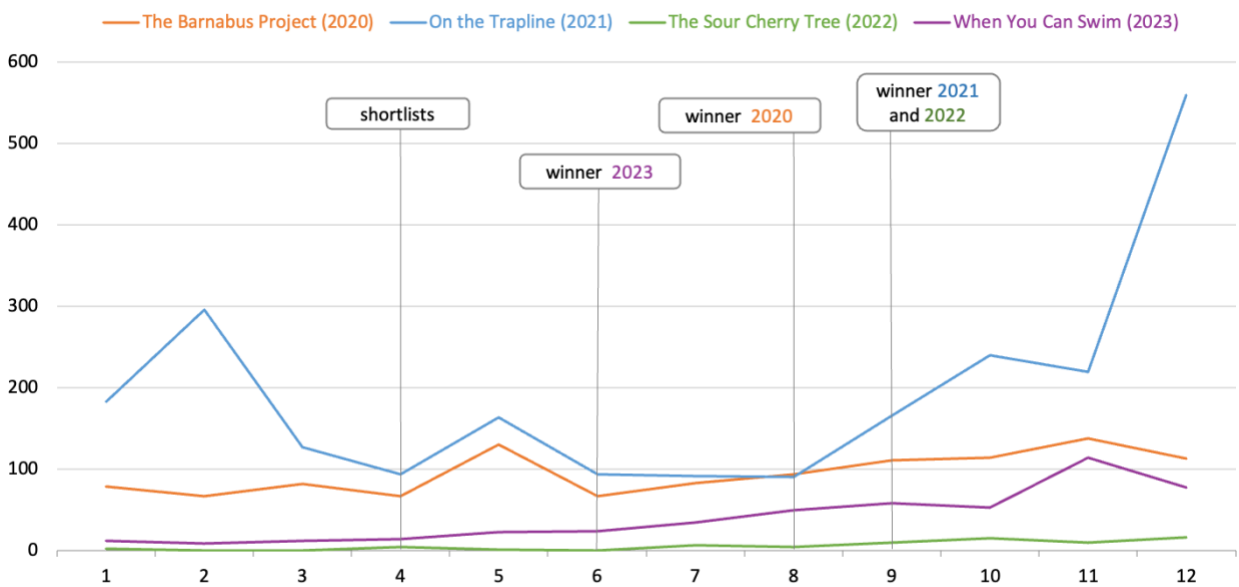
Shortlist announced Winner announced



	<i>The Barnabus Project</i> (2020)	<i>On the Trapline</i> (2021)	<i>The Sour Cherry Tree</i> (2022)	<i>When You Can Swim</i> (2023)
1	78	183	2	12
2	67	295	0	8
3	82	127	0	12
4	67	93	4	14
5	130	163	1	22
6	67	93	0	24
7	83	91	6	34
8	93	90	4	49
9	111	165	10	58
10	114	240	15	52
11	137	219	10	114
12	113	559	16	77
Total	1,142	2,318	68	476

Literary Award Report: Governor General’s 2024

Volume of sales for winning titles from 2020 to 2023



Percent changes by announcement for winning titles from 2020 to 2023

	<i>The Barnabus Project</i> (2020)	<i>On the Trapline</i> (2021)	<i>The Sour Cherry Tree</i> (2022)	<i>When You Can Swim</i> (2023)	Average percent change
Shortlist	-11%	-54%	500%	31%	116%
Winner	0%	81%	200%	50%	83%

Translation – English-to-French

These are the shortlisted titles for the 2023 Governor General's Literary Award for Translation – English-to-French:

2023 winner

- *Rosa's Very Own Personal Revolution* by Eric Dupont, transl. by Peter McCambridge, Baraka Books, TP, 9781771862882, \$23.95

2023 nominated titles

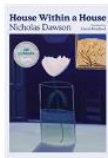
- *Alone* by Paul Tom, illus. by Mélanie Baillairgé, transl. by Arielle Aaronson, Groundwood Books, HT, 9781773069272, \$24.99
- *House Within a House* by Nicholas Dawson, transl. by D.M. Bradford, Brick Books, TP, 9781771316071, \$22.95
- *Kukum* by Michel Jean, transl. by Susan Ouriou, House of Anansi Press, TP, 9781487010904, \$22.99
- *Okinum* by Émilie Monnet, J. Gordon Shillingford Publishing, TP, 9781927922934, \$15.95

Literary Award Report: Governor General's 2024

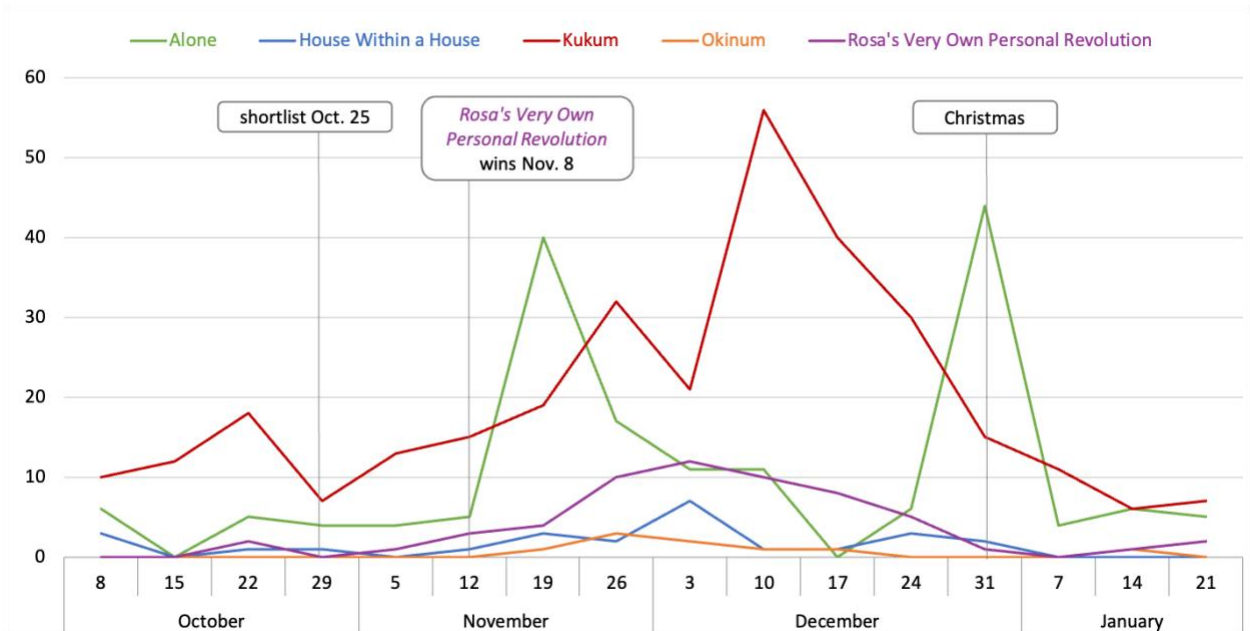
Shortlisted titles

This section includes data on the volume of sales and on hand for the entire shortlist of the 2023 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 2023 shortlisted titles

		Shortlist announced Winner announced Christmas						
		    						
		<i>Alone</i>	<i>House Within a House</i>	<i>Kukum</i>	<i>Okinum</i>	<i>Rosa's Very Own Personal Revolution</i>	2023-2024 Fiction Market	2023-2024 Non-Fiction Market
October	8	6	3	10	0	0	237,065	251,643
	15	0	0	12	0	0	234,592	251,263
	22	5	1	18	0	2	243,671	280,080
	29	4	1	7	0	0	236,910	309,444
November	5	4	0	13	0	1	273,807	299,922
	12	5	1	15	0	3	327,871	332,339
	19	40	3	19	1	4	272,501	346,231
	26	17	2	32	3	10	335,504	415,530
December	3	11	7	21	2	12	354,110	447,905
	10	11	1	56	1	10	369,862	506,128
	17	0	1	40	1	8	449,415	625,635
	24	6	3	30	0	5	554,697	760,455
	31	44	2	15	0	1	336,045	375,071
January	7	4	0	11	0	0	274,705	336,103
	14	6	0	6	1	1	221,307	256,990
	21	5	0	7	0	2	230,435	238,271
Total		168	25	312	9	59		

Volume of sales for 2023 shortlisted titles



Percent changes by announcement for 2023 shortlisted titles

	<i>Alone</i>	<i>House Within a House</i>	<i>Kukum</i>	<i>Okinum</i>	<i>Rosa's Very Own Personal Revolution</i>	Average percent change
Shortlist	9%	-25%	-48%	0%	-100%	-33%
Winner	15%	50%	18%	0%	200%	57%

Literary Award Report: Governor General's 2024

Volume on hand for 2023 shortlisted titles

		Shortlist announced	Winner announced	Christmas		
		House Within a				Rosa's Very Own Personal
		Alone	House	Kukum	Okinum	Revolution
October	8	72	41	322	1	30
	15	73	33	349	1	28
	22	70	38	343	1	34
	29	76	39	352	1	34
November	5	76	43	360	3	36
	12	70	49	360	4	37
	19	74	54	344	10	46
	26	122	51	330	5	67
December	3	122	55	334	5	79
	10	251	54	329	6	83
	17	259	54	306	6	77
	24	284	53	277	5	70
January	31	275	46	269	7	68
	7	271	44	259	7	66
	14	273	44	270	7	66
	21	283	49	261	7	65
Total		2,651	747	5,065	76	886

Winner comparison

This section compares the volume of sales of Governor General's Literary Award for Translation – English-to-French award winners from 2020 to 2023.

Award winners:

- **2023:** *Rosa's Very Own Personal Revolution* by Eric Dupont, transl. by Peter McCambridge, Baraka Books, TP, 9781771862882, \$23.95
- **2022:** *History of the Jews in Quebec* by Pierre Anctil, transl. by Judith Weisz Woodsworth, University of Ottawa Press, TP, 9780776629483, \$39.95
- **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

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.

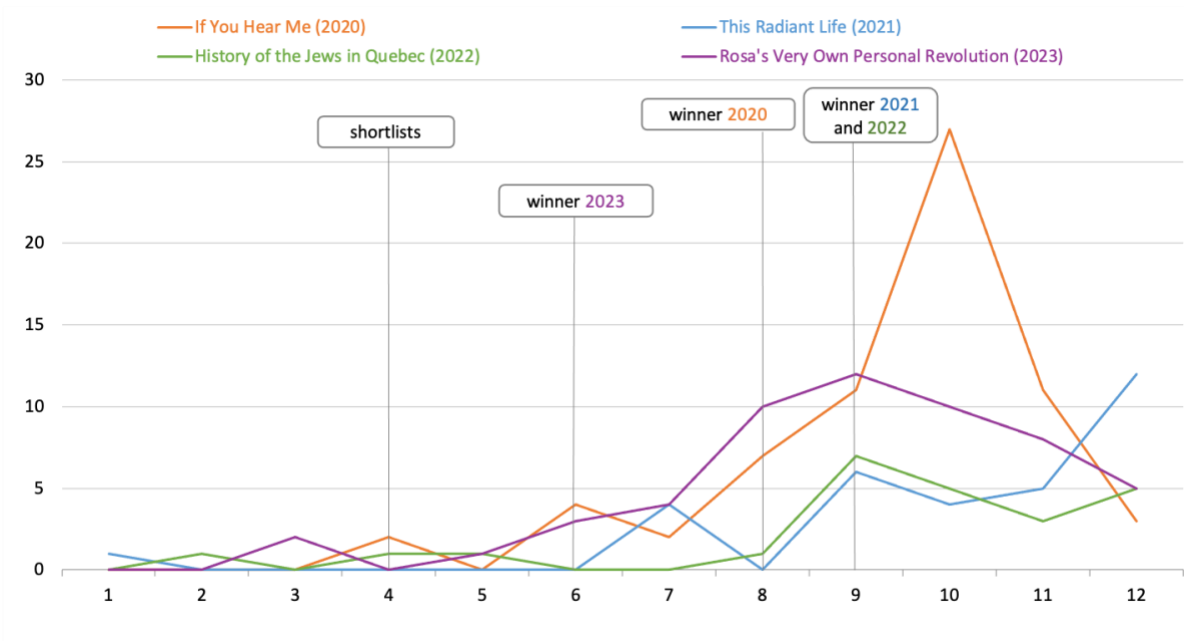
Literary Award Report: Governor General's 2024

Volume of sales for winning titles from 2020 to 2023



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Volume of sales for winning titles from 2020 to 2023



Percent changes by announcement for winning titles from 2020 to 2023

	<i>If You Hear Me</i> (2020)	<i>This Radiant Life</i> (2021)	<i>History of the Jews in Quebec</i> (2022)	<i>Rosa's Very Own Personal Revolution</i> (2023)	Average percent change
Shortlist	100%	-100%	200%	-100%	25%
Winner	250%	350%	2,000%	200%	700%

About BookNet Canada

BookNet Canada is a non-profit organization that develops technology, standards, and education to serve the Canadian book industry. Founded in 2002 to address systemic challenges in the industry, BookNet Canada supports publishing companies, booksellers, wholesalers, distributors, sales agents, and libraries across the country.

BookNet Canada acknowledges that its operations are remote and our colleagues contribute their work from the traditional territories of the [Mississaugas of the Credit](#), the Anishinaabe, the [Haudenosaunee](#), the Wyandot, the Mi'kmaq, the Ojibwa of Fort William First Nation, the Three Fires Confederacy of First Nations (which includes the Ojibwa, the Odawa, and the Potawatomie), and the Métis, the original nations and peoples of the lands we now call Beeton, Brampton, Guelph, Halifax, Thunder Bay, Toronto, Vaughan, and Windsor. We encourage you to visit the native-land.ca website to learn more about the peoples whose land you are joining from today. Moreover, BookNet endorses the [Calls to Action from the Truth and Reconciliation Commission of Canada](#) and supports an ongoing shift from gatekeeping to spacemaking in the book industry.

The book industry has long been an industry of gatekeeping. Anyone who works at any stage of the book supply chain carries a responsibility to serve readers by publishing, promoting, and supplying works that represent the wide extent of human experiences and identities, in all its complicated intersectionality. We, at BookNet Canada, are committed to working with our partners in the industry as we move towards a framework that supports “spacemaking,” which ensures that marginalized creators and professionals all have the opportunity to contribute, work, and lead.

BookNet Canada's services and research help companies promote and sell books, streamline workflows, and analyze and adapt to a rapidly changing market. BookNet Canada sets technology standards and educates organizations about how to apply them, performs market research, and tracks 85% of all Canadian English-language print trade book sales through BNC SalesData.

BookNet Canada has extensive research available on our [website](#), both free and for purchase. To stay updated on current and future research, including our forthcoming study on what readers think about diversity in the Canadian book market, subscribe to our monthly [BNC Research newsletter](#). To stay up-to-date on all BookNet Canada news and information, subscribe to our [weekly eNews](#).

If you have any questions or comments about this or other studies, please contact the research team at research@booknetcanada.ca.

Industry-led and partially funded by the Department of Canadian Heritage, BookNet Canada has become, as *The Globe and Mail* puts it, “the book industry’s supply-chain nerve centre.”

Learn more at booknetcanada.ca.