



BNC RESEARCH

A RESEARCH REPORT BY BOOKNET CANADA

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10.2017

The Governor General's Literary Awards Congratulations, nominees!

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



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PREPARED BY BNC STAFF
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Introduction

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

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

Based on BNC's research, the Governor General's Literary Awards continue to have an impact on sales in Canada. To get a sense of what to expect during the award season, and to help nominees with stock and demand planning, we've created a trend analysis of last year's shortlist and winner, as well as a comparison in sales and stock position of all the winners from 2012 to 2016. The titles shortlisted for the 2016 Governor General's Literary Awards have been compared by volume sold and on-hand information.

This study includes:

- Week-over-week comparison of volume sold for all English-language nominees in 2016
- A look at each 2016 shortlisted title, showing volume sold and units on-hand throughout the GG's timeline
- Year-over-year comparison of volume sold for all GG winners from 2012 to 2016

Note:

- All dates used in the graphs represent week-ending dates.
- BNC calculates percent change based on average units sold three weeks prior to shortlist and winner announcements compared to units sold in the week following each announcement. These calculations are dependent on a given title's availability in the market.

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

Caveats

Based on publisher feedback, we estimate that BNC SalesData represents 85% of physical book industry sales in Canada. Certain retail categories are not completely covered by our retail panel, and this should be noted in any interpretation of these results, as the effect of certain awards may not be fully captured in our data. These retail categories include:

- **Independent bookstores:** BNC SalesData includes most major independent bookstores, and many smaller ones but not all, any of which could be actively promoting an award winner. It also does not capture some specialty independent bookstores where a genre- or subject-specific award may have more impact. However, we are able to detect even the slightest variation in sales in our independent panel, so we are confident that sales changes in the independent market are well represented.
- **K-12 and higher-education sales:** our panel does not include direct institutional sales to schools or college/university textbook sales.

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

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

The Governor General's Fiction Award 2016

Organized by Canada Council for the Arts
Nominations announced: Oct. 4, 2016
Winners announced: Oct. 25, 2016

Volume Sold for All Shortlist Titles and Winner

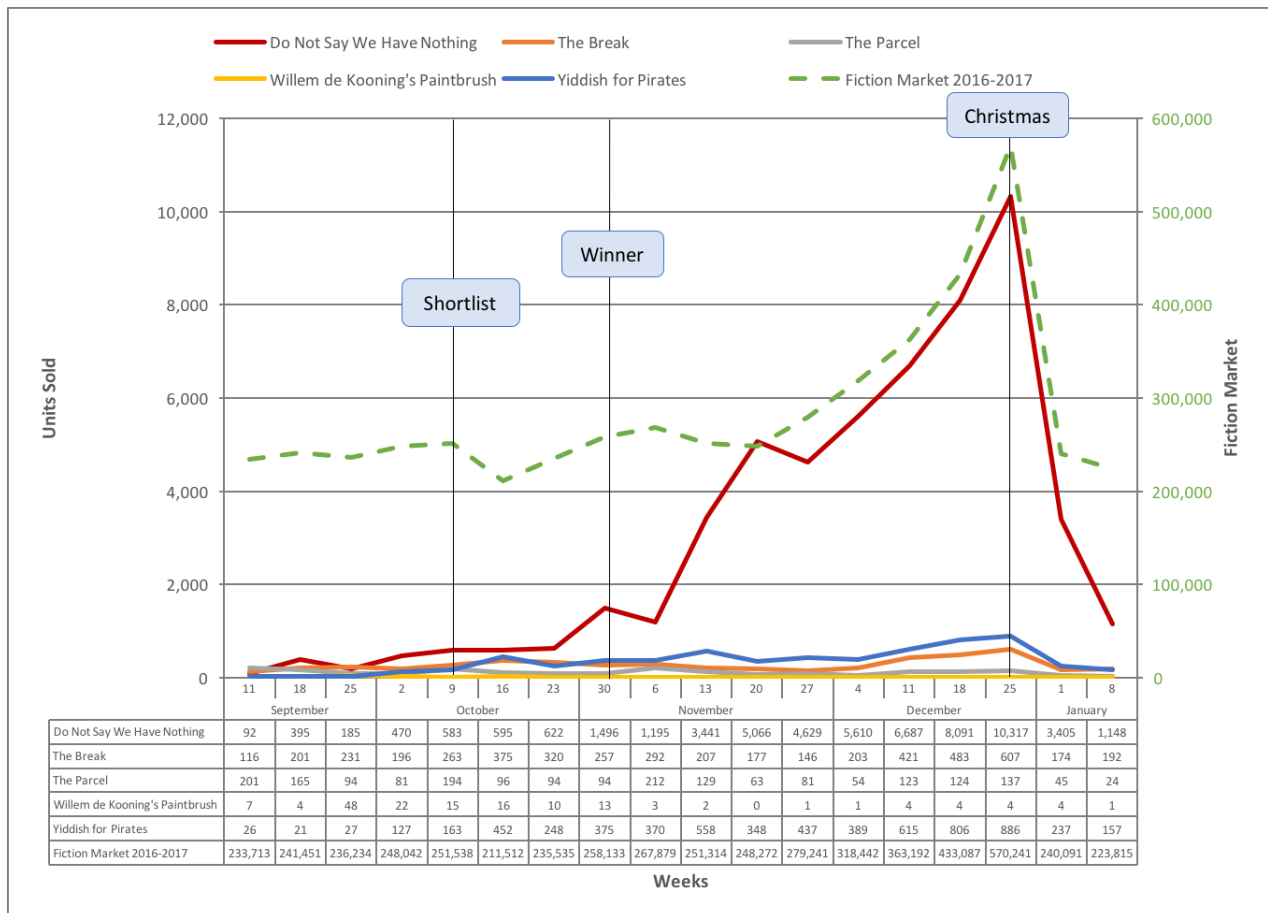


Winner

- Do Not Say We Have Nothing by Madeleine Thien, Knopf Canada, HT 9780345810427, \$35.00

Nominees

- The Break by Katherena Vermette, House of Anansi Press, TP 9781487001117, \$22.95
- The Parcel by Anosh Irani, Knopf Canada, HT 9780345816740, \$32.00
- Willem De Kooning's Paintbrush by Kerry Lee Powell, HarperCollins, HT 9781443435772, \$26.99
- Yiddish for Pirates by Gary Barwin, Random House Canada, HT 9780345815514, \$32.00, TP 9780345815521, \$21.00



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Shortlist announcement (Oct. 4, 2016):

Book sales after the shortlist announcement were inconsistent. *Yiddish for Pirates* experienced the greatest sales increase of 675%, while *The Break* and *Do Not Say We Have Nothing* saw increases of 79% and 70%, respectively. Positive sales increases of these three titles could be attributed to nominations for other awards: *Yiddish for Pirates* and *Do Not Say We Have Nothing* were both nominated for the Scotiabank Giller Prize on Oct. 5, 2016, while *The Break* was nominated for the Rogers Writers' Trust Fiction Prize on Sept. 21, 2016. But *The Parcel* and *Willem de Kooning's Paintbrush* are not synonymous with this trend; both these titles were also shortlisted for the Rogers Writers' Trust Fiction Prize, yet they still experienced sales decreases of 15% and 35%, respectively.

Winner announcement (Oct. 25, 2016):

Three of the five nominated titles experienced a sales increase after the winner announcement. The winning title, *Do Not Say We Have Nothing*, saw the greatest increase of 99%, whereas *The Parcel* and *Yiddish for Pirates* saw increases of 66% and 29%, respectively. *Do Not Say We Have Nothing* continued to experience solid sales during the holiday season, peaking the week before Christmas, once again suggesting that the GG Awards positively influence consumer behaviour during the holiday season. The winning title outsold all the other nominated titles considerably.

Volume Sold

Title	11-Sep	18-Sep	25-Sep	02-Oct	09-Oct	16-Oct	23-Oct	30-Oct	06-Nov	13-Nov	20-Nov	27-Nov	04-Dec	11-Dec	18-Dec	25-Dec	01-Jan	08-Jan
Do Not Say We Have Nothing	92	395	185	470	583	595	622	1,496	1,195	3,441	5,066	4,629	5,610	6,687	8,091	10,317	3,405	1,148
The Break	116	201	231	196	263	375	320	257	292	207	177	146	203	421	483	607	174	192
The Parcel	201	165	94	81	194	96	94	94	212	129	63	81	54	123	124	137	45	24
Willem de Kooning's Paintbrush	7	4	48	22	15	16	10	13	3	2	0	1	1	4	4	4	4	1
Yiddish for Pirates	26	21	27	127	163	452	248	375	370	558	348	437	389	615	806	886	237	157

On Hand

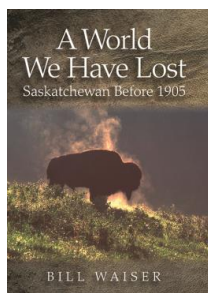
Title	11-Sep	18-Sep	25-Sep	02-Oct	09-Oct	16-Oct	23-Oct	30-Oct	06-Nov	13-Nov	20-Nov	27-Nov	04-Dec	11-Dec	18-Dec	25-Dec	01-Jan	08-Jan
Do Not Say We Have Nothing	975	683	999	945	1,114	6,138	8,537	8,203	7,143	19,638	27,464	30,582	25,886	20,355	18,999	8,618	6,068	6,577
The Break	1,910	1,925	1,835	1,893	1,777	1,738	1,686	1,664	1,667	1,558	1,457	1,607	1,602	1,487	1,337	1,028	1,031	1,188
The Parcel	1,039	997	992	1,021	1,045	1,102	1,120	1,112	1,003	948	1,052	1,116	1,098	1,066	1,062	986	1,002	1,027
Willem de Kooning's Paintbrush	176	329	431	425	422	417	403	392	381	377	375	369	369	360	356	350	350	346
Yiddish for Pirates	427	407	409	432	475	5,424	4,512	5,097	4,840	4,508	4,334	4,058	3,763	3,308	3,005	2,092	1,931	1,839



The Governor General's Non-fiction Award 2016

Organized by Canada Council for the Arts
Nominations announced: Oct. 4, 2016
Winners announced: Oct. 25, 2016

Volume Sold for All Shortlist Titles and Winner

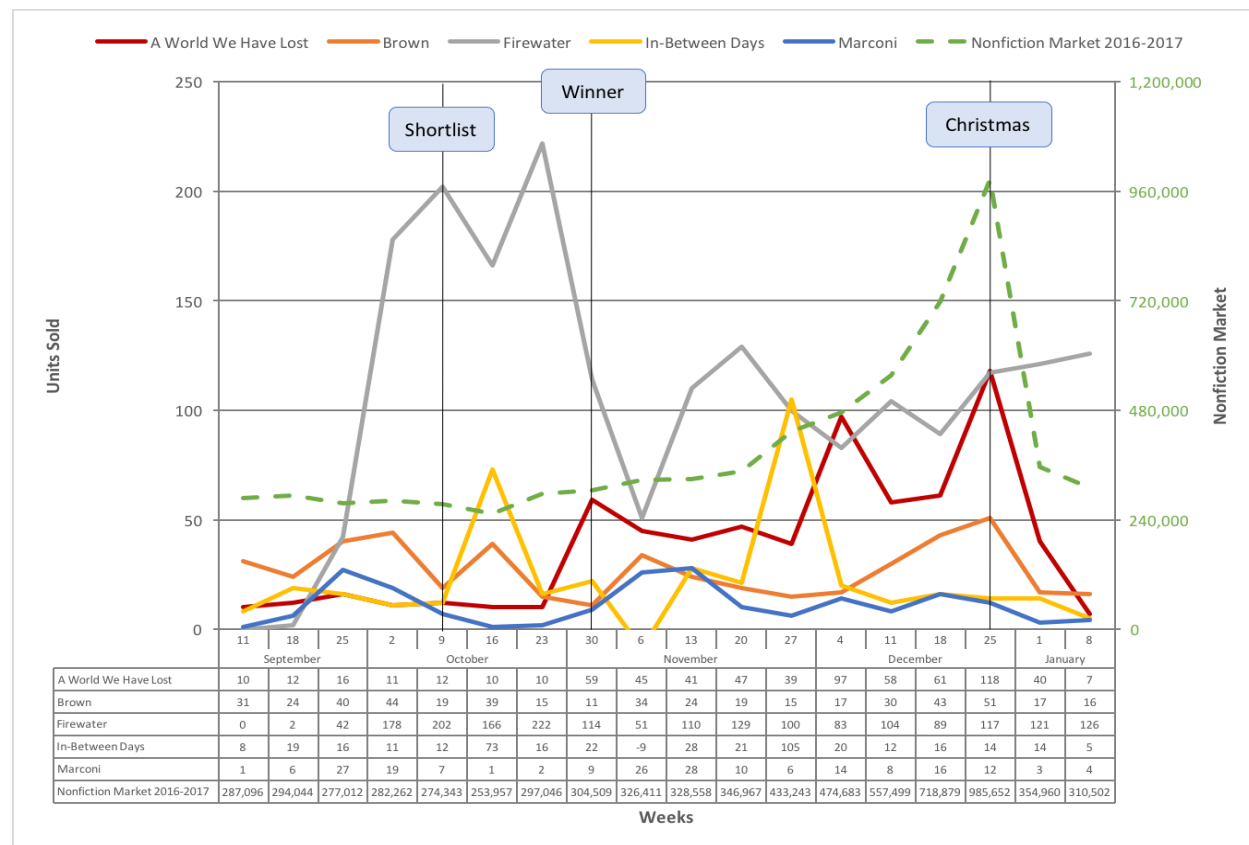


Winner

- *A World We Have Lost: Saskatchewan Before 1905* by Bill Waiser, Fifth House Publishers, HT 9781927083390, \$70.00

Nominees

- *Brown: What Being Brown in the World Today Means (to Everyone)* by Kamal Al-Solaylee, HarperCollins, HT 9781443441438, \$32.99
- *Firewater: How Alcohol Is Killing My People (and Yours)* by Harold Johnson, University of Regina Press, TP 9780889774377, \$16.95
- *In-Between Days: A Memoir About Living with Cancer* by Teva Harrison, House of Anansi Press, TP 9781487001087, \$19.95
- *Marconi: The Man Who Networked the World* by Marc Raboy, Oxford University Press, HT 9780199313587, \$38.50



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Shortlist announcement (Oct. 4, 2016):

In-Between Days saw the greatest sales increase of 376% after the shortlist announcement. *Firewater* also experienced a sales increase of 124%, whereas *Brown* saw an increase of 8%. Not all the nominated titles experienced a sales increase after the shortlist announcement.

Winner announcement (Oct. 25, 2016):

After winning, *A World We Have Lost* saw a 322% increase in sales, with sales for the title peaking the week before Christmas. *Brown* and *Marconi* also experienced uptakes in sales following the winner announcement — 40% and 680%, respectively — though unit sales for *Marconi* were minimal to begin with. Although *Firewater* saw a 74% decline in sales after the winner announcement, it still sold the most units out of the five nominated titles during this 18-week period.

Volume Sold

Title	11-Sep	18-Sep	25-Sep	02-Oct	09-Oct	16-Oct	23-Oct	30-Oct	06-Nov	13-Nov	20-Nov	27-Nov	04-Dec	11-Dec	18-Dec	25-Dec	01-Jan	08-Jan
A World We Have Lost	10	12	16	11	12	10	10	59	45	41	47	39	97	58	61	118	40	7
Brown	31	24	40	44	19	39	15	11	34	24	19	15	17	30	43	51	17	16
Firewater	0	2	42	178	202	166	222	114	51	110	129	100	83	104	89	117	121	126
In-Between Days	8	19	16	11	12	73	16	22	-9	28	21	105	20	12	16	14	14	5
Marconi	1	6	27	19	7	1	2	9	26	28	10	6	14	8	16	12	3	4

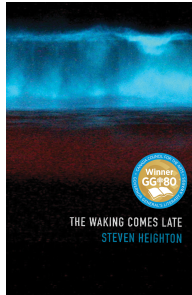
On Hand

Title	11-Sep	18-Sep	25-Sep	02-Oct	09-Oct	16-Oct	23-Oct	30-Oct	06-Nov	13-Nov	20-Nov	27-Nov	04-Dec	11-Dec	18-Dec	25-Dec	01-Jan	08-Jan
A World We Have Lost	289	276	260	261	254	248	238	267	261	238	284	265	214	221	195	218	199	193
Brown	1,021	1,021	921	836	773	744	726	661	614	585	559	549	545	552	500	415	411	411
Firewater	0	398	635	554	496	373	261	213	889	1,004	979	931	887	807	1,814	1,697	1,589	1,534
In-Between Days	804	822	748	738	647	674	705	740	719	674	658	639	567	542	523	495	485	466
Marconi	86	85	57	8	23	24	23	61	83	91	99	103	101	106	99	86	85	93

The Governor General's Poetry Award 2016

Organized by Canada Council for the Arts
Nominations announced: Oct. 4, 2016
Winners announced: Oct. 25, 2016

Volume Sold for All Shortlist Titles and Winner

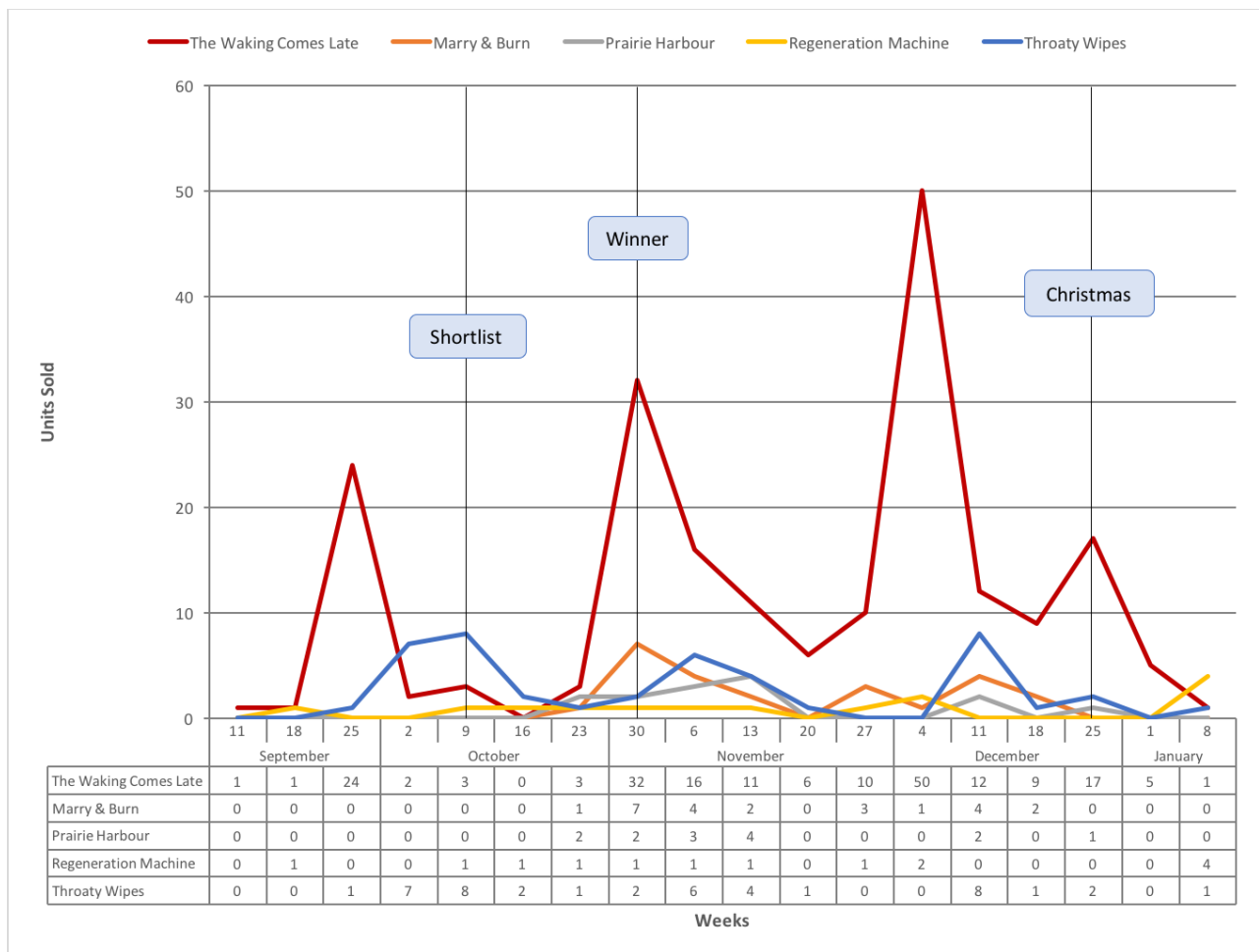


Winner

- *The Waking Comes Late* by Steven Heighon, House of Anansi Press, TP 9781487000936, \$19.95

Nominees

- *Marry & Burn* by Rachel Rose, Harbour Publishing, TP 9781550177183, \$18.95
- *Prairie Harbour* by Garry Morse, Talonbooks, TP 9780889229402, \$18.95
- *Regeneration Machine* by Joe Denham, Nightwood Editions, TP 9780889713178, \$18.95
- *Throaty Wipes* by Susan Holbrook, Coach House Books, TP 9781552453285, \$18.95



Shortlist announcement (Oct. 4, 2016):

With the exception of *Regeneration Machine*, the shortlist announcement had little positive effect on the sales of the nominated titles. Both *Marry & Burn* and *Prairie Harbour* experienced no sales before and after the shortlist announcement.

Winner announcement (Oct. 25, 2016):

The winning title, *The Waking Comes Late*, experienced a sales increase of 700% following the winner announcement. It also went on to sell the most units out of the five nominated titles over this 18-week period, with sales peaking four weeks before Christmas. *Marry & Burn* experienced the greatest sales increase of 1,100%, but actual units sold for this title are minimal. *Prairie Harbour* and *Throaty Wipes* experienced increases of 350% and 64% respectively, whereas *Regeneration Machine* saw no change in sales after the winner announcement.

Volume Sold

Title	11-Sep	18-Sep	25-Sep	02-Oct	09-Oct	16-Oct	23-Oct	30-Oct	06-Nov	13-Nov	20-Nov	27-Nov	04-Dec	11-Dec	18-Dec	25-Dec	01-Jan	08-Jan
The Waking Comes Late	1	1	24	2	3	0	3	32	16	11	6	10	50	12	9	17	5	1
Marry & Burn	0	0	0	0	0	0	1	7	4	2	0	3	1	4	2	0	0	0
Prairie Harbour	0	0	0	0	0	0	2	2	3	4	0	0	0	2	0	1	0	0
Regeneration Machine	0	1	0	0	1	1	1	1	1	1	0	1	2	0	0	0	0	4
Throaty Wipes	0	0	1	7	8	2	1	2	6	4	1	0	0	8	1	2	0	1

On Hand

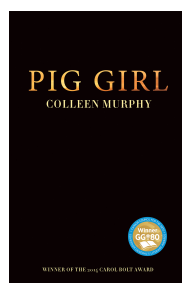
Title	11-Sep	18-Sep	25-Sep	02-Oct	09-Oct	16-Oct	23-Oct	30-Oct	06-Nov	13-Nov	20-Nov	27-Nov	04-Dec	11-Dec	18-Dec	25-Dec	01-Jan	08-Jan
The Waking Comes Late	102	95	72	85	83	104	96	124	148	158	188	158	121	116	117	97	92	93
Marry & Burn	8	18	18	17	15	15	33	30	34	183	35	39	37	38	39	38	39	39
Prairie Harbour	7	7	7	6	12	23	31	32	33	33	34	33	33	33	33	32	32	32
Regeneration Machine	13	13	13	13	11	10	30	32	32	33	33	35	32	32	34	34	35	35
Throaty Wipes	62	62	55	53	68	77	85	72	66	64	64	58	65	64	64	62	62	58



The Governor General's Drama Award 2016

Organized by Canada Council for the Arts
Nominations announced: Oct. 4, 2016
Winners announced: Oct. 25, 2016

Volume Sold for All Shortlist Titles and Winner

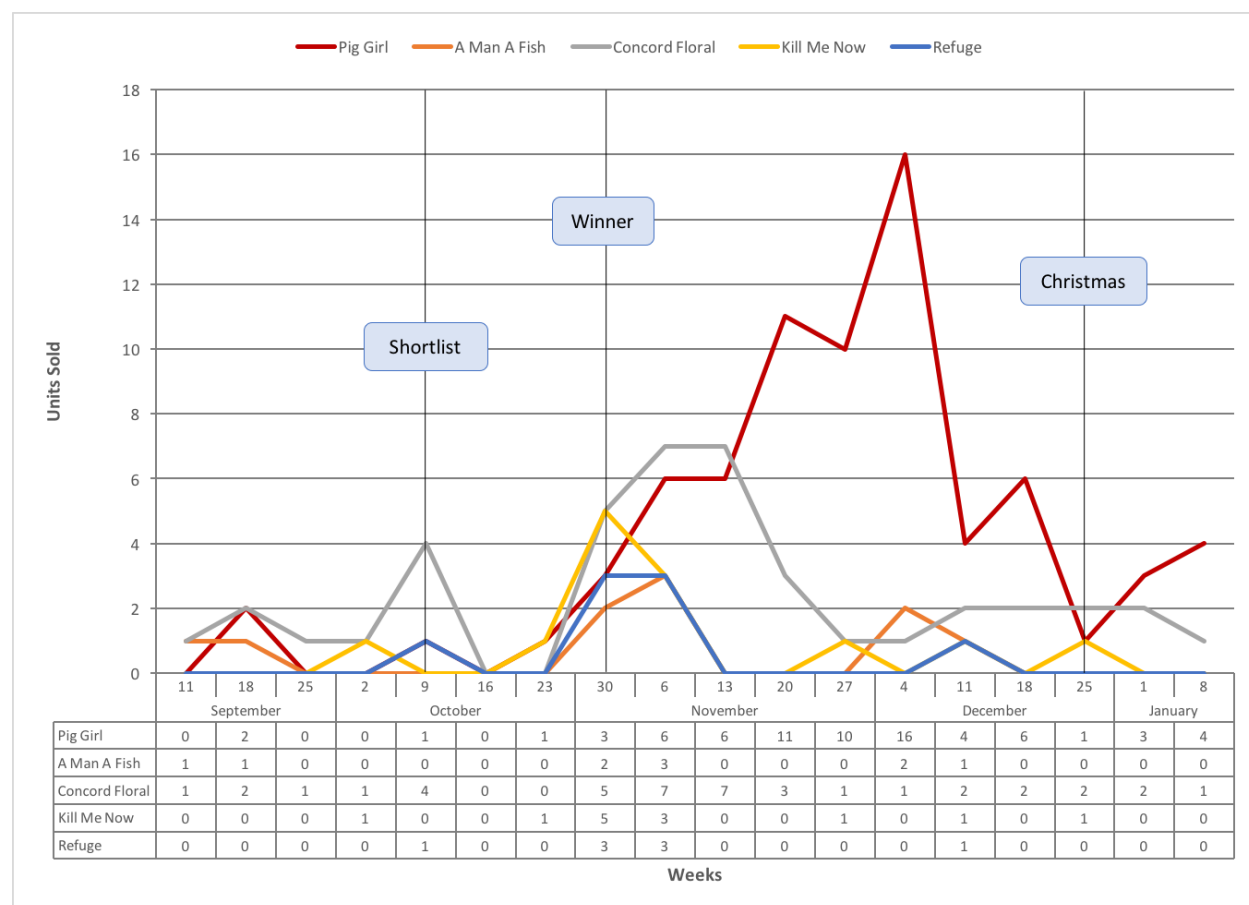


Winner

- *Pig Girl* by Colleen Murphy, Playwrights Canada Press, TP 9781770914469, \$17.95

Nominees

- *A Man A Fish* by Donna Michelle St. Bernard, Playwrights Canada Press, TP 9781770914346, \$17.95
- *Concord Floral* by Jordan Tannahill, Playwrights Canada Press, TP 9781770914957, \$17.95
- *Kill Me Now* by Brad Fraser, Playwrights Canada Press, TP 9781770914384, \$17.95
- *Refuge* by Mary Vingoe, Scirocco Drama, TP 9781927922163, \$15.95



Shortlist announcement (Oct. 4, 2016):

The Governor General's Literary Award for Drama follows a different trend than the other categories, as sales for the finalists and winner are sporadic throughout the award's timeline. Books nominated in the drama category tend to experience lower unit sales compared to other award subjects despite all the books being sold in a trade paperback format.

Winner announcement (Oct. 25, 2016):

One week after the winner announcement, all titles except *A Man A Fish* saw a gradual increase in sales. The winner, *Pig Girl*, had the highest sales in early December, selling 16 copies. *Pig Girl* also saw an increase in sales the weeks after Christmas.

Volume Sold

Title	11-Sep	18-Sep	25-Sep	02-Oct	09-Oct	16-Oct	23-Oct	30-Oct	06-Nov	13-Nov	20-Nov	27-Nov	04-Dec	11-Dec	18-Dec	25-Dec	01-Jan	08-Jan
Pig Girl	0	2	0	0	1	0	1	3	6	6	11	10	16	4	6	1	3	4
A Man A Fish	1	1	0	0	0	0	0	2	3	0	0	0	2	1	0	0	0	0
Concord Floral	1	2	1	1	4	0	0	5	7	7	3	1	1	2	2	2	2	1
Kill Me Now	0	0	0	1	0	0	1	5	3	0	0	1	0	1	0	1	0	0
Refuge	0	0	0	0	1	0	0	3	3	0	0	0	0	1	0	0	0	0

On Hand

Title	11-Sep	18-Sep	25-Sep	02-Oct	09-Oct	16-Oct	23-Oct	30-Oct	06-Nov	13-Nov	20-Nov	27-Nov	04-Dec	11-Dec	18-Dec	25-Dec	01-Jan	08-Jan
Pig Girl	17	15	16	15	14	19	20	49	63	71	107	64	53	56	51	47	49	50
A Man A Fish	6	5	6	6	7	12	13	14	13	13	13	12	12	12	12	12	12	12
Concord Floral	24	47	24	25	23	29	33	34	34	31	33	31	30	29	38	38	40	41
Kill Me Now	8	8	8	7	7	13	12	15	14	13	13	11	11	11	11	10	10	12
Refuge	9	8	8	8	7	12	13	13	13	11	11	11	11	11	11	11	11	11



The Governor General's Young People's Literature Award – Text 2016

Organized by Canada Council for the Arts
Nominations announced: Oct. 4, 2016
Winners announced: Oct. 25, 2016

Volume Sold for All Shortlist Titles and Winner

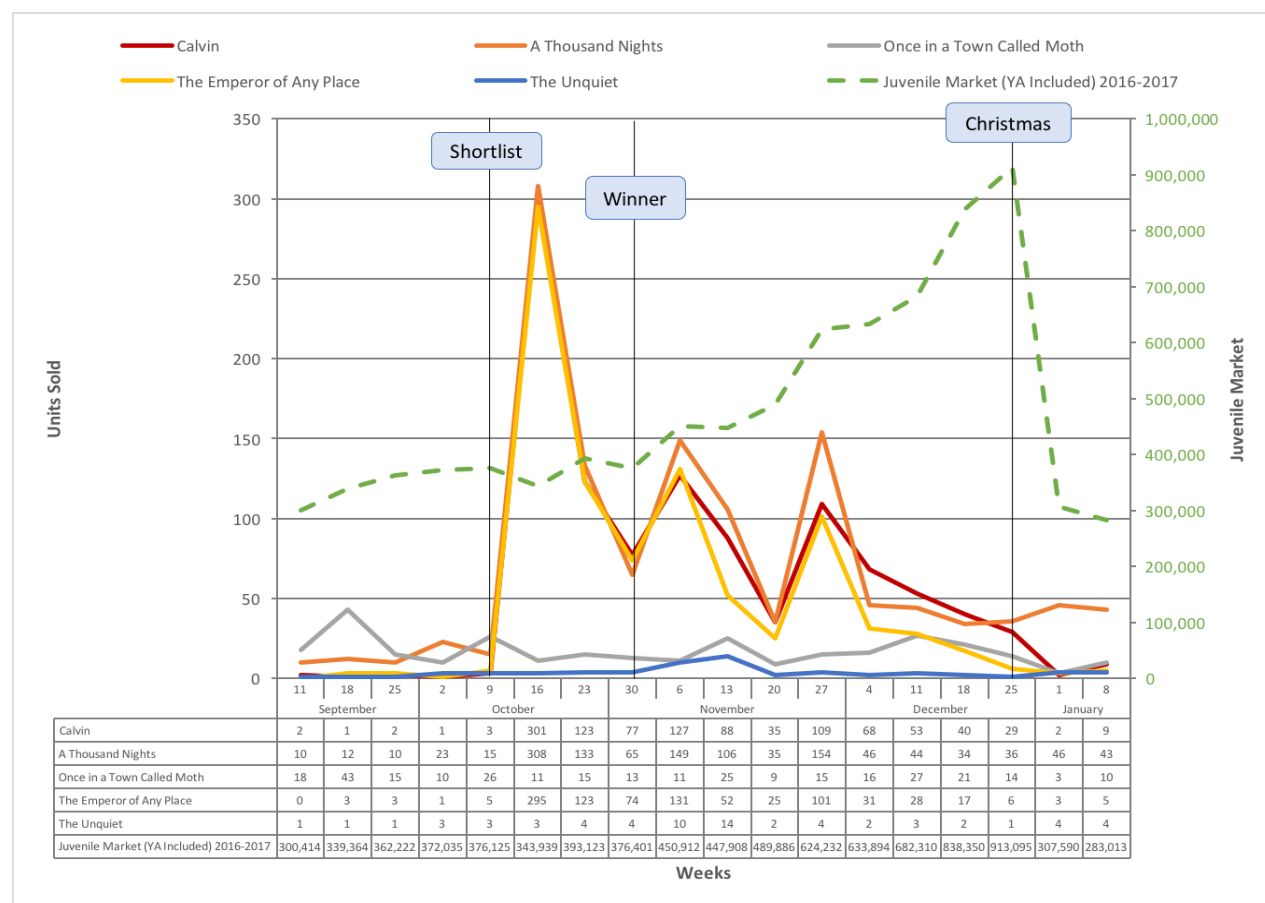


Winner

- Calvin by Martine Leavitt, Groundwood Books, TP 9781554987207, \$14.95

Nominees

- A Thousand Nights by E.K. Johnston, Disney-Hyperion, HT 9781484722275, \$19.99, TP 9781484728475, \$10.99
- Once, in a Town Called Moth by Trilby Kent, Tundra Books, HT 9781101918111, \$21.99
- The Emperor of Any Place by Tim Wynne-Jones, Candlewick, HT 9780763669737, \$23.99
- The Unquiet by Mikaela Everett, HarperCollins, HT 9780062381279, \$21.99



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Shortlist announcement (Oct. 4, 2016):

All nominated books, with the exception of *Once, in a Town Called Moth*, were positively influenced by the shortlist announcement. *Calvin* experienced the greatest sales increase during this study period, followed by *The Emperor of Any Place*. *Calvin*, *A Thousand Nights*, and *The Emperor of Any Place* all experienced peak sales after the shortlist announcement and before the winner announcement.

Winner announcement (Oct. 25, 2016):

Interestingly, due to peak sales after the shortlist announcement, four of the five titles all experienced a decline in sales following the winner announcement. *The Unquiet* saw a positive sales increase of 200% after the winner announcement, but units sold for this title are minimal.

Volume Sold

Title	11-Sep	18-Sep	25-Sep	02-Oct	09-Oct	16-Oct	23-Oct	30-Oct	06-Nov	13-Nov	20-Nov	27-Nov	04-Dec	11-Dec	18-Dec	25-Dec	01-Jan	08-Jan
Calvin	2	1	2	1	3	301	123	77	127	88	35	109	68	53	40	29	2	9
A Thousand Nights	10	12	10	23	15	308	133	65	149	106	35	154	46	44	34	36	46	43
Once in a Town Called Moth	18	43	15	10	26	11	15	13	11	25	9	15	16	27	21	14	3	10
The Emperor of Any Place	0	3	3	1	5	295	123	74	131	52	25	101	31	28	17	6	3	5
The Unquiet	1	1	1	3	3	3	4	4	10	14	2	4	2	3	2	1	4	4

On Hand

Title	11-Sep	18-Sep	25-Sep	02-Oct	09-Oct	16-Oct	23-Oct	30-Oct	06-Nov	13-Nov	20-Nov	27-Nov	04-Dec	11-Dec	18-Dec	25-Dec	01-Jan	08-Jan
Calvin	117	116	913	917	912	634	534	537	481	470	467	372	318	288	279	411	436	445
A Thousand Nights	805	880	942	1,715	1,694	1,421	1,559	1,570	1,498	1,447	1,472	1,470	1,439	1,419	1,399	1,325	1,300	1,264
Once in a Town Called Moth	702	681	672	689	731	768	784	803	796	783	780	788	763	598	509	463	466	438
The Emperor of Any Place	221	217	224	1,022	993	717	608	562	457	569	565	442	419	401	385	379	373	371
The Unquiet	120	119	121	117	125	120	143	147	149	147	140	140	144	141	133	132	127	142



The Governor General's Young People's Literature Award – Illustrated 2016

Organized by Canada Council for the Arts
Nominations announced: Oct. 4, 2016
Winners announced: Oct. 25, 2016

Volume Sold for All Shortlist Titles and Winner

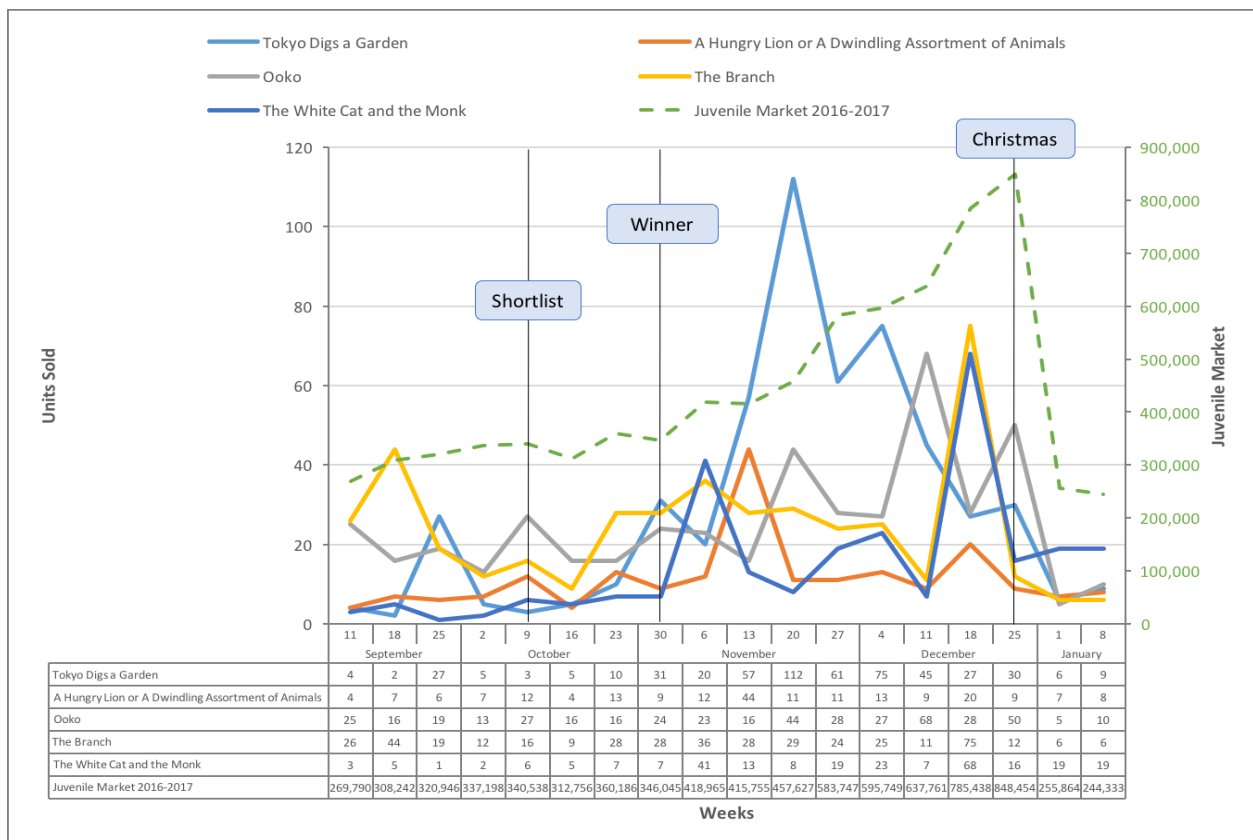


Winner

- *Tokyo Digs a Garden* by Jon-Erik Lappano & Kellen Hatanaka, Groundwood Books, HT 9781554987986, \$18.95

Nominees

- *A Hungry Lion, or A Dwindling Assortment of Animals* by Lucy Ruth Cummins, Atheneum Books for Young Readers, HT 9781481448895, \$22.99
- *Ooko* by Esme Shapiro, Tundra Books, HT 9781101918449, \$19.99
- *The Branch* by Mireille Messier (Ill. by Pierre Pratt), Kids Can Press, HT 9781771385640, \$18.95
- *The White Cat and the Monk* by Jo Ellen Bogart (illustrated by Sydney Smith), Groundwood Books, HT 9781554987801, \$18.95



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Shortlist announcement (Oct. 4, 2016):

With the exception of *The White Cat and the Monk*, all the other shortlisted titles experienced either a decline in sales or no change following the shortlist announcement. Although *The White Cat and the Monk* experienced a sales increase of 88%, sales for this title were minimal. Book sales for all nominees were sporadic during the study period, with *Tokyo Digs a Garden* selling the most units.

Winner announcement (Oct. 25, 2016):

The announcement of the winning title positively influenced sales for all five nominated titles. The winner, *Tokyo Digs a Garden*, experienced a sales increase of 233% after the winner announcement. The only title with a greater sales increase was *The White Cat and the Monk*, with an increase of 583%. *Tokyo Digs a Garden* was also shortlisted for the Elizabeth Mrazik-Cleaver Canadian Picture Book Award in 2016, and longlisted for the Green Earth Book Award in 2017. *The Branch* was shortlisted for the Maine Readers' Choice Chickadee Award, while *The White Cat and the Monk* was selected as a *New York Times* Best Illustrated Children's Book in 2016.

Volume Sold

Title	11-Sep	18-Sep	25-Sep	02-Oct	09-Oct	16-Oct	23-Oct	30-Oct	06-Nov	13-Nov	20-Nov	27-Nov	04-Dec	11-Dec	18-Dec	25-Dec	01-Jan	08-Jan
Tokyo Digs a Garden	4	2	27	5	3	5	10	31	20	57	112	61	75	45	27	30	6	9
A Hungry Lion or A Dwindling Assortment of Animals	4	7	6	7	12	4	13	9	12	44	11	11	13	9	20	9	7	8
Ooko	25	16	19	13	27	16	16	24	23	16	44	28	27	68	28	50	5	10
The Branch	26	44	19	12	16	9	28	28	36	28	29	24	25	11	75	12	6	6
The White Cat and the Monk	3	5	1	2	6	5	7	7	41	13	8	19	23	7	68	16	19	19

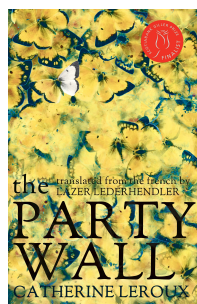
On Hand

Title	11-Sep	18-Sep	25-Sep	02-Oct	09-Oct	16-Oct	23-Oct	30-Oct	06-Nov	13-Nov	20-Nov	27-Nov	04-Dec	11-Dec	18-Dec	25-Dec	01-Jan	08-Jan
Tokyo Digs a Garden	135	135	133	134	133	151	159	146	247	245	237	231	155	131	134	113	105	108
A Hungry Lion or A Dwindling Assortment of Animals	428	425	405	397	372	383	401	393	417	427	410	400	386	377	368	379	376	377
Ooko	657	661	656	647	560	563	592	595	605	596	539	507	470	456	447	425	433	441
The Branch	147	148	138	141	161	158	197	207	238	238	224	205	183	233	179	163	158	148
The White Cat and the Monk	151	152	149	141	135	137	169	188	177	170	177	175	171	173	149	138	136	122

The Governor General's Translation Award (French to English) 2016

Organized by Canada Council for the Arts
Nominations announced: Oct. 4, 2016
Winners announced: Oct. 25, 2016

Volume Sold for All Shortlist Titles and Winner

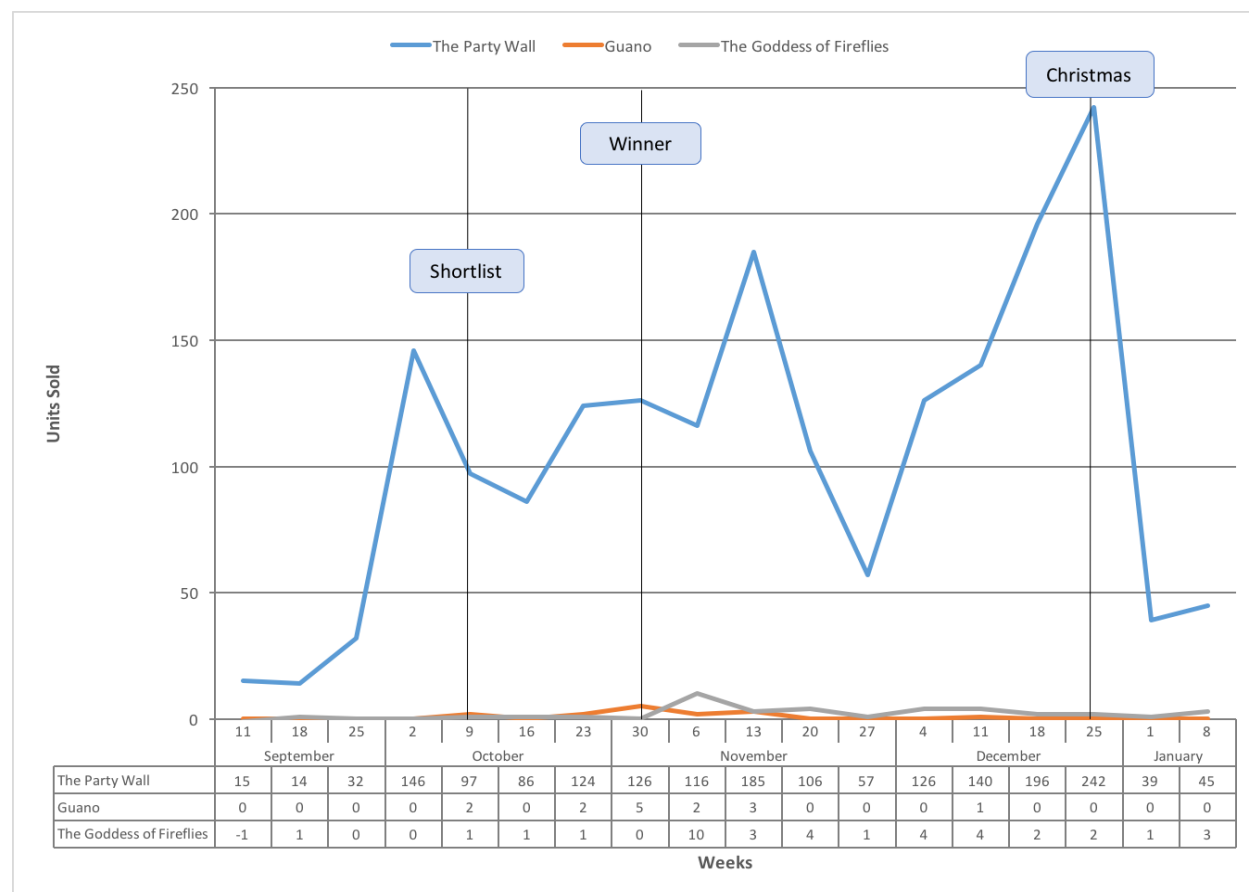


Winner

- *The Party Wall* by Catherine Leroux (translated by Lazar Lederhendler), Biblioasis, TP 9781771960762, \$19.95

Nominees

- *Guano* by Louis Carmain (translated by Rhonda Mullins), Coach House Books, TP 9781552453155, \$19.95
- *The Goddess of Fireflies* by Genevieve Pettersen (translated by Neil Smith), Vehicule Press, TP 9781550654370, \$19.95



Shortlist announcement (Oct. 4, 2016):

Following the shortlist announcement, both *The Party Wall* and *The Goddess of Fireflies* experienced sales increases of 34% and 200%, respectively.

Winner announcement (Oct. 25, 2016):

Traditionally, the volume sold for nominees in the Translation Award category is on a smaller scale than the other award sections, but all three nominated titles did benefit positively from the winner announcement, with sales increases across the board. Once again, *The Goddess of Fireflies* experienced the greatest sales increase of 900%, but sales for this title were minimal. Although the winning title, *The Party Wall*, saw the smallest sales increase of 13%, it sold a total of 1,892 units during this 18-week period, more than 50 times the sales of the next highest-selling title in this category. *The Party Wall* was also shortlisted for the 2016 Scotiabank Giller Prize on Oct. 5, 2016, which likely influenced sales of this title.

Volume Sold

Title	11-Sep	18-Sep	25-Sep	02-Oct	09-Oct	16-Oct	23-Oct	30-Oct	06-Nov	13-Nov	20-Nov	27-Nov	04-Dec	11-Dec	18-Dec	25-Dec	01-Jan	08-Jan
The Party	15	14	32	146	97	86	124	126	116	185	106	57	126	140	196	242	39	45
Guano	0	0	0	0	2	0	2	5	2	3	0	0	0	1	0	0	0	0
The Goddess of Fireflies	-1	1	0	0	1	1	1	0	10	3	4	1	4	4	2	2	1	3

On Hand

Title	11-Sep	18-Sep	25-Sep	02-Oct	09-Oct	16-Oct	23-Oct	30-Oct	06-Nov	13-Nov	20-Nov	27-Nov	04-Dec	11-Dec	18-Dec	25-Dec	01-Jan	08-Jan
The Party	203	217	402	510	4,992	5,056	5,009	4,951	4,888	4,739	4,633	4,606	4,531	4,401	4,353	4,098	4,078	4,040
Guano	21	17	17	15	19	20	21	24	20	20	18	18	16	16	16	16	16	16
The Goddess of Fireflies	201	196	197	196	195	195	190	191	187	178	173	175	177	182	184	176	174	175



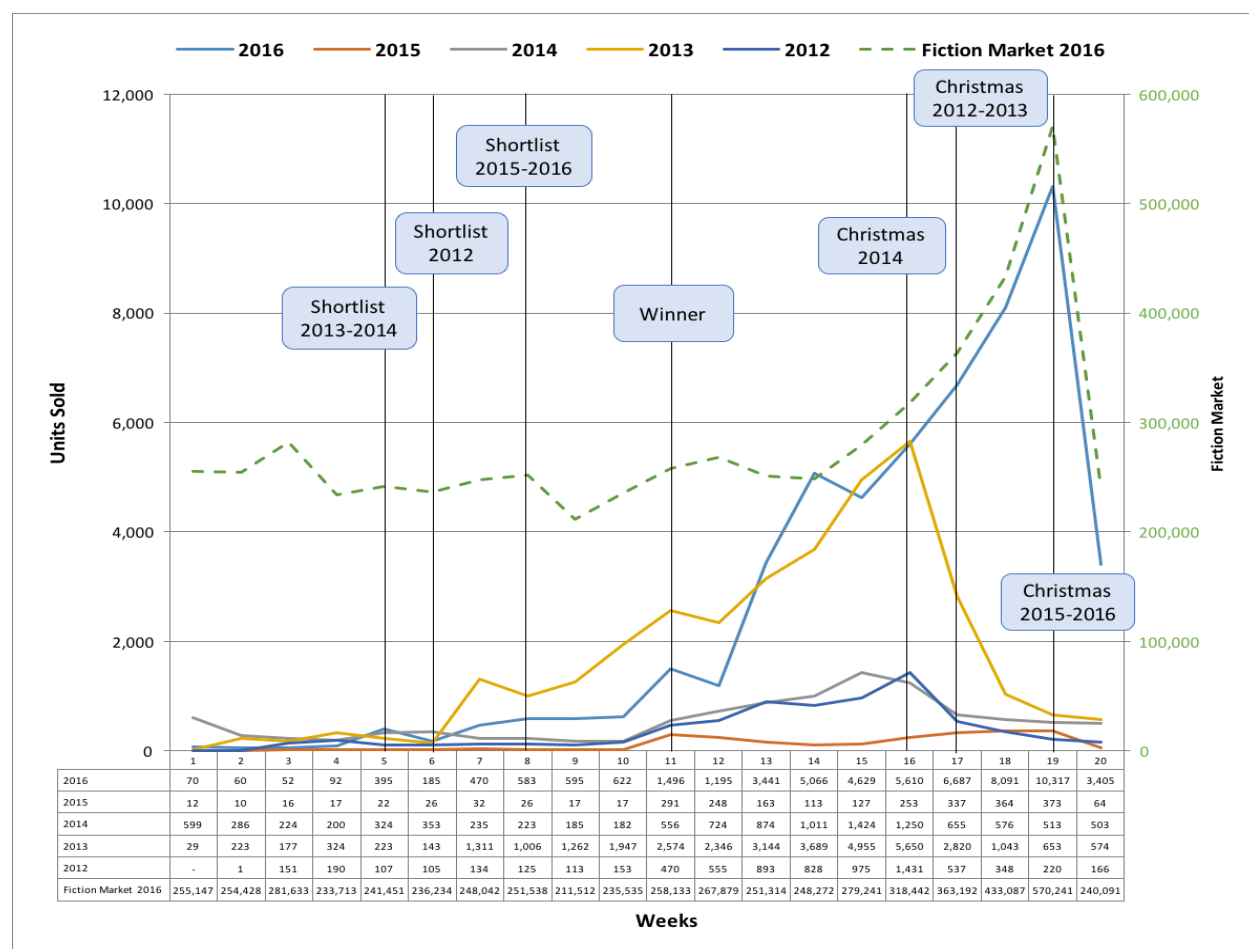
Year-Over-Year Comparison of All Categories

Fiction 2012-2016

Winner Comparison by Volume Sold

Winners

- **2016:** *Do Not Say We Have Nothing* by Madeleine Thien, Knopf Canada, HT 9780345810427, \$35.00
- **2015:** *Daddy Lenin and Other Stories* by Guy Vanderhaeghe, McClelland & Stewart, HT 9780771099144, \$29.95
- **2014:** *The Back of the Turtle* by Thomas King, HarperCollins Canada, HT 9781443431620, \$33.95, TP 9781443446464, \$24.99
- **2013:** *The Luminaries* by Eleanor Catton, McClelland & Stewart, HT 9780771019104, \$35.00
- **2012:** *The Purchase* by Linda Spalding, McClelland & Stewart, HT 9780771079351, \$29.99



The graph above exemplifies the effect on sales of winning the Governor General's Literary Award for Fiction, especially leading up to the holiday season. While there is a noticeably high sales peak in 2013, as Eleanor Catton's *The Luminaries* also won the Man Booker Prize, that peak does not reach the heights of Madeleine Thien's *Do Not Say We Have Nothing*, which sold the most units out of all five winning

titles over the 20-week period observed. *Do Not Say We Have Nothing* also won the Scotiabank Giller Prize in 2016, and was nominated for the Man Booker Prize in 2016; it would go on to be shortlisted for the Women's Prize for Fiction and Folio Prize in 2017. That said, not all award nominations translate into sales – Thomas King's *The Back of the Turtle* was also a finalist for the Trillium Book Award in 2015, but book sales for this title were noticeably lower than those of *The Luminaries* and *Do Not Say We Have Nothing*.

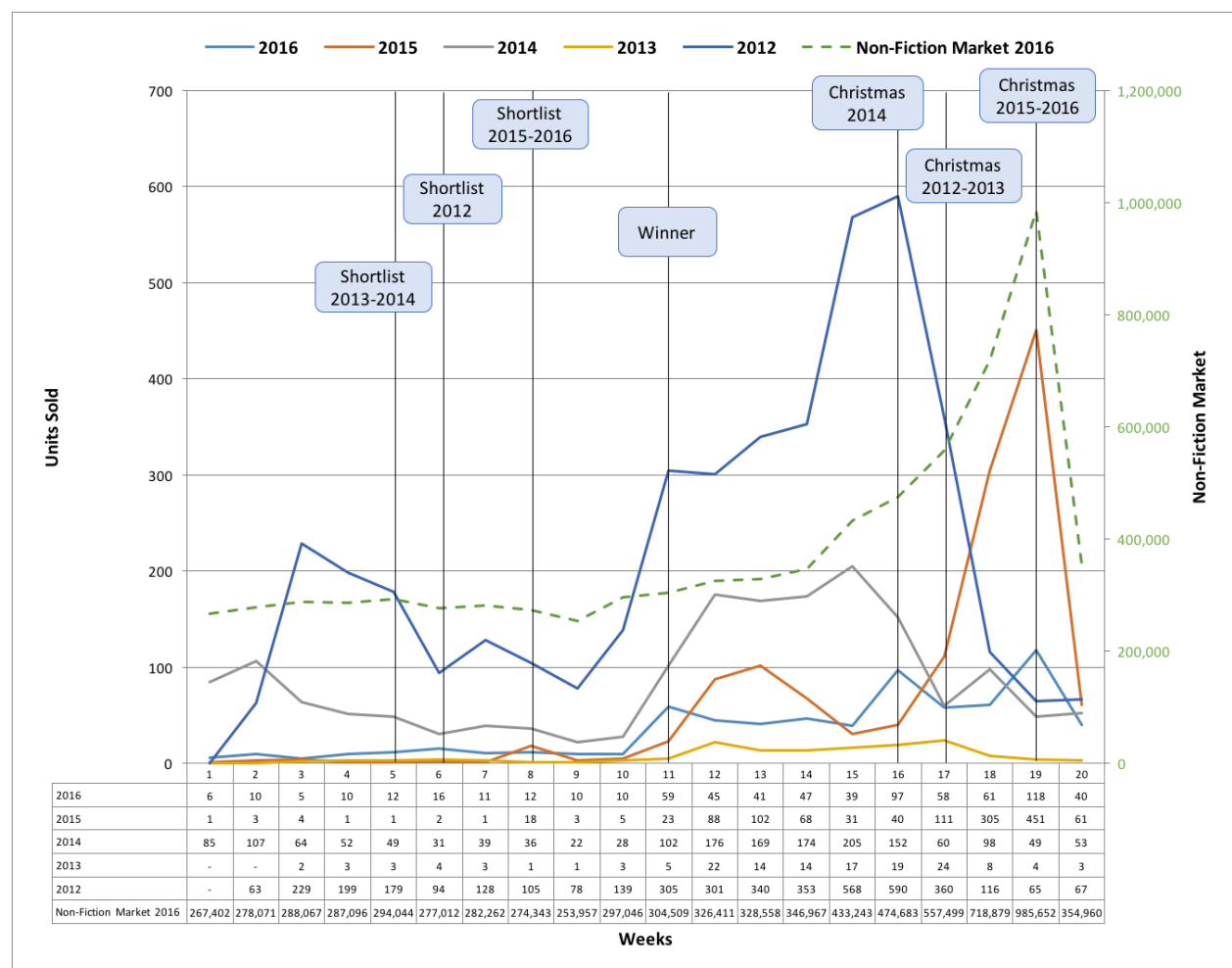
The sales impact of the Governor General's Literary Award for Fiction has been decreasing since 2014, but data from 2016 shows a significant increase in sales for the winner. Whether this sales increase is a reaction to acclaim around the specific title itself, or to renewed interest in and attention to the Governor General's Literary Fiction Award remains to be seen. Regardless, the overall trend for each year continues to indicate that the nominated titles do experience a sales increase after the winner announcement, which continues to have a dramatic effect on the winning titles into the Christmas season.

Non-fiction 2012-2016

Winner Comparison by Volume Sold

Winners

- **2016:** *A World We Have Lost: Saskatchewan Before 1905* by Bill Waiser, Fifth House Publishers, HT 9781927083390, \$70.00
- **2015:** *Bee Time: Lessons from the Hive* by Mark L. Winston, Harvard University Press, HT 9780674368392, \$32.50
- **2014:** *The End of Absence: Reclaiming What We've Lost In a World of Constant Connection* by Michael Harris, HarperCollins Canada, HT 9781443426275, \$29.99
- **2013:** *Journey with No Maps: A Life of P.K. Page* by Sandra Diwa, McGill-Queen's University, HT 9780773540613, \$39.95, TP 9780773541917, \$24.95
- **2012:** *Leonardo and the Last Supper* by Ross King, Doubleday Canada, HT 9780385666084, \$34.95



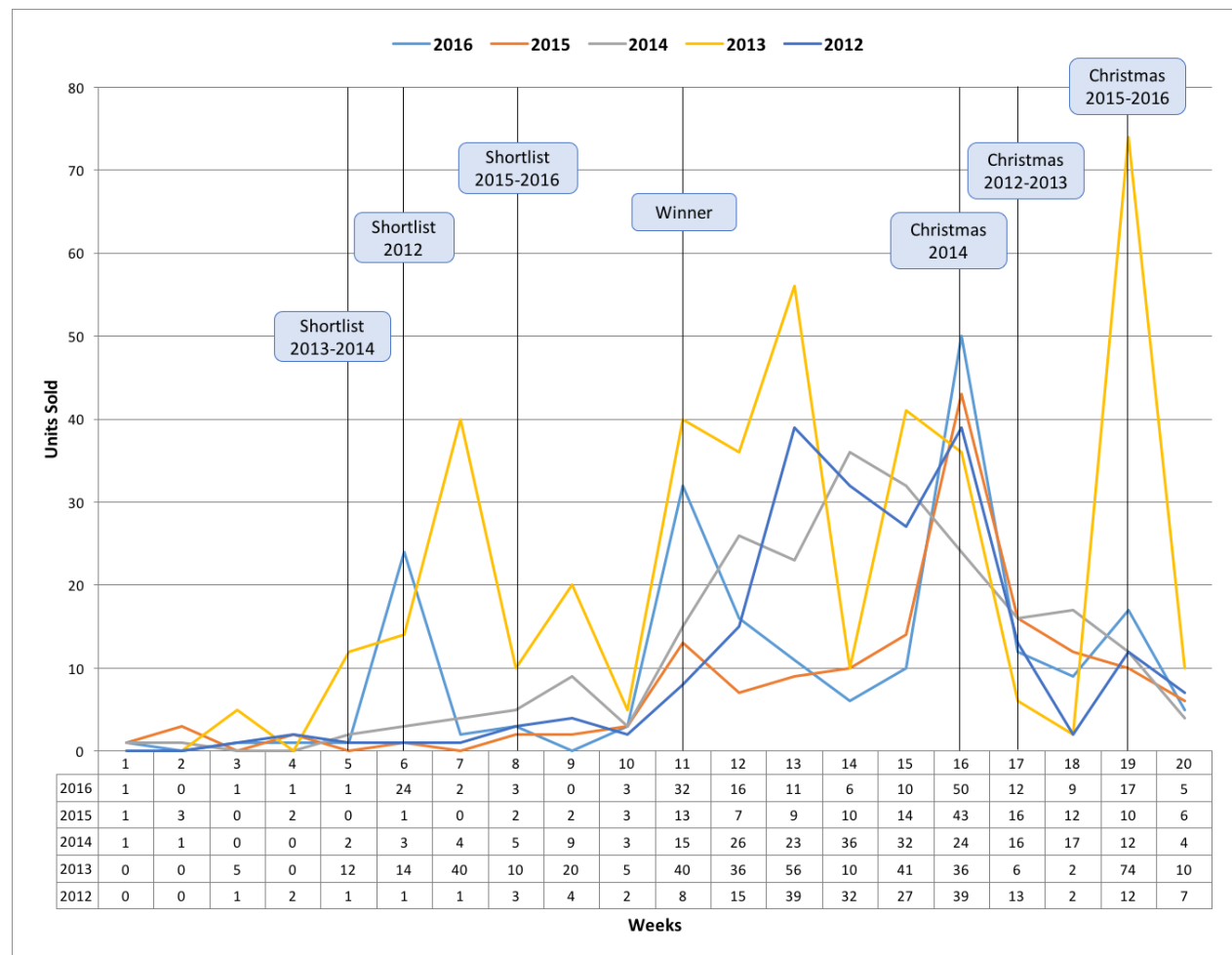
The impact of the award has remained generally consistent, with winning titles from 2012-2016 experiencing a sales increase following the winner announcement. Sales for Ross King's *Leonardo and the Last Supper* are higher than the other four represented titles.

Poetry 2012-2016

Winner Comparison by Volume Sold

Winners

- **2016:** *The Waking Comes Late* by Steven Heighton, House of Anansi, TP 9781487000936, \$19.95
- **2015:** *My Shoes Are Killing Me* by Robyn Sarah, Biblioasis, TP 9781771960137, \$18.95
- **2014:** *Lake of Two Mountains* by Arleen Pare, Brick Books Incorporated, TP 9781926829876, \$20.00
- **2013:** *North End Love Songs* by Katherena Vermette, J Gordon Shillingford Publishing, TP 9781897289761, \$15.95
- **2012:** *Monkey Ranch* by Julie Bruck, Brick Books Incorporated, HT 9781926829746, \$19.00

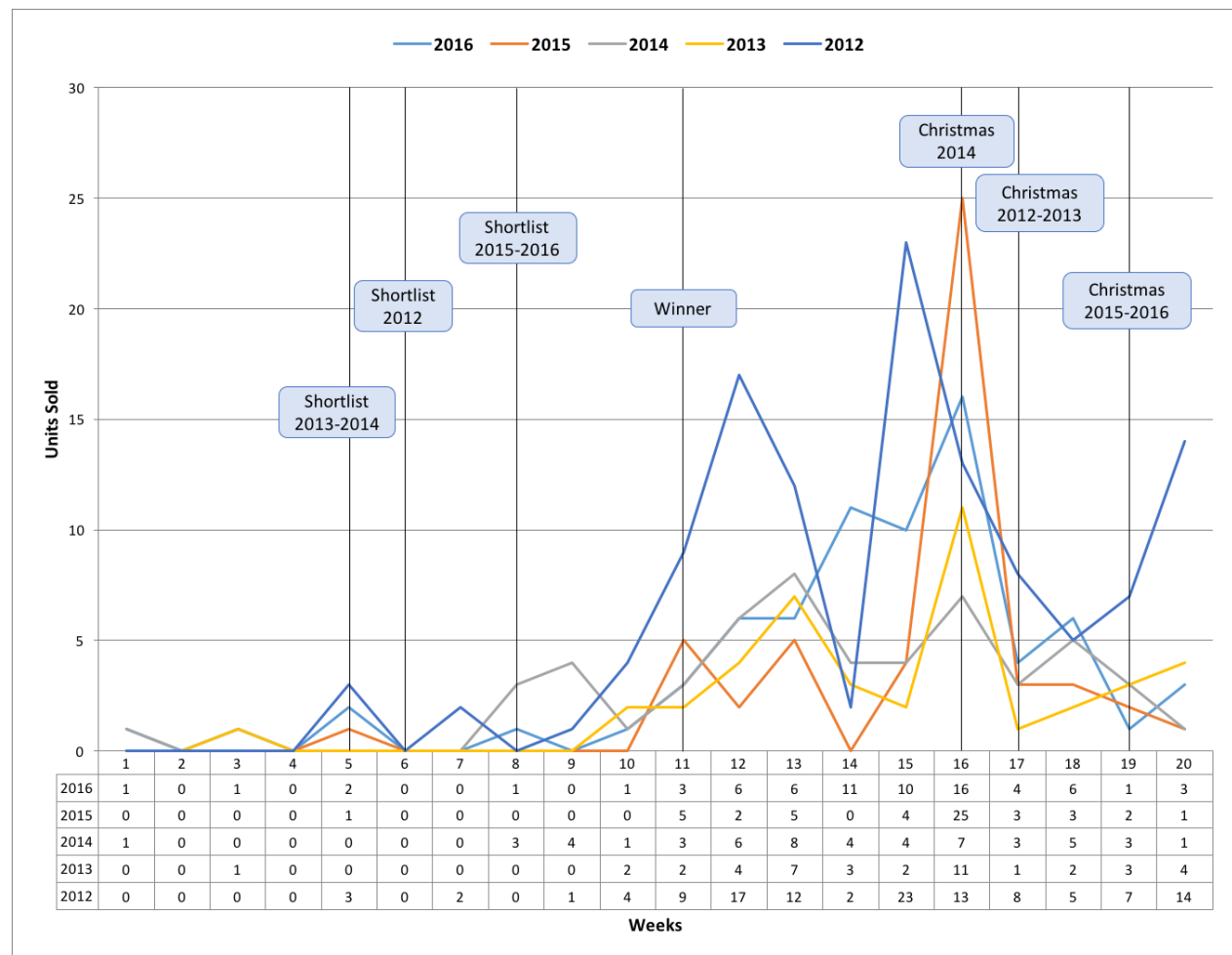


Drama 2012-2016

Winner Comparison by Volume Sold

Winners

- **2016:** *Pig Girl* by Colleen Murphy, Playwrights Canada Press, TP 9781770914469, \$17.95
- **2015:** *carried away on the crest of a wave* by David Yee, Playwrights Canada Press, TP 9781770912571, \$16.95
- **2014:** *Age of Minority* by Jordan Tannahill, Playwrights Canada Press, TP 9781770911949, \$19.95
- **2013:** *Fault Lines* by Nicolas Billon, Coach House Books, TP 9781552452769, \$18.95
- **2012:** *It Is Solved By Walking* by Catherine Bank, Playwrights Canada Press, TP 9781770910447, \$16.95

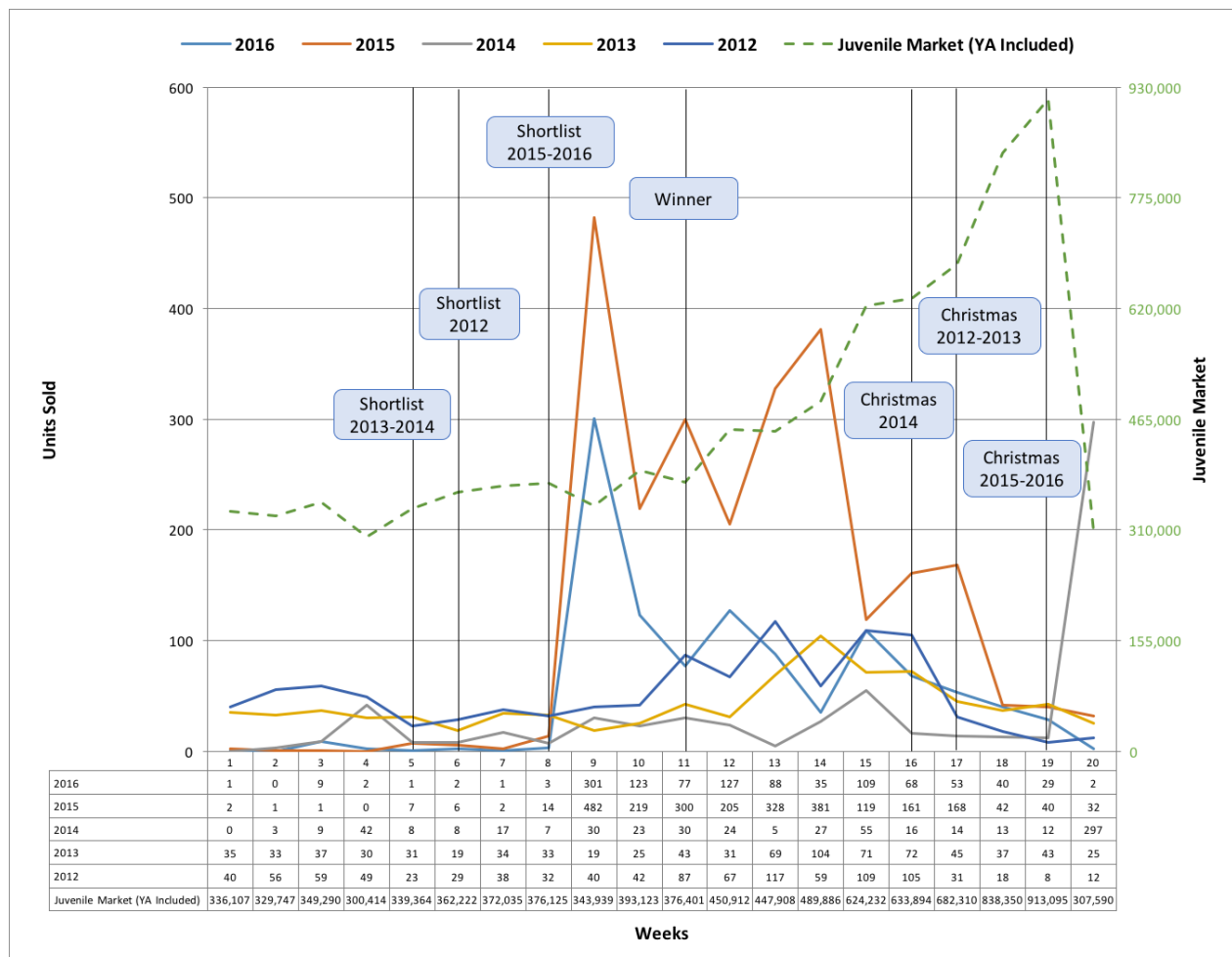


Young People's Literature – Text 2012-2016

Winner Comparison by Volume Sold

Winners

- **2016:** *Calvin* by Martine Leavitt, Groundwood Books, TP 9781554987207, \$14.95
- **2015:** *The Gospel Truth* by Caroline Pignat, Red Deer Press, TP 9780889954939, \$12.95
- **2014:** *When Everything Feels Like the Movies* by Raziel Reid, Arsenal Pulp Press, TP 9781551525747, \$15.95
- **2013:** *The Unlikely Hero of Room 13B* by Teresa Toten, Doubleday Canada, TP 9780385678346, \$14.95
- **2012:** *The Reluctant Journal of Henry K. Larsen* by Susin Nielsen, Tundra Books, HT 9781770493728, \$19.99

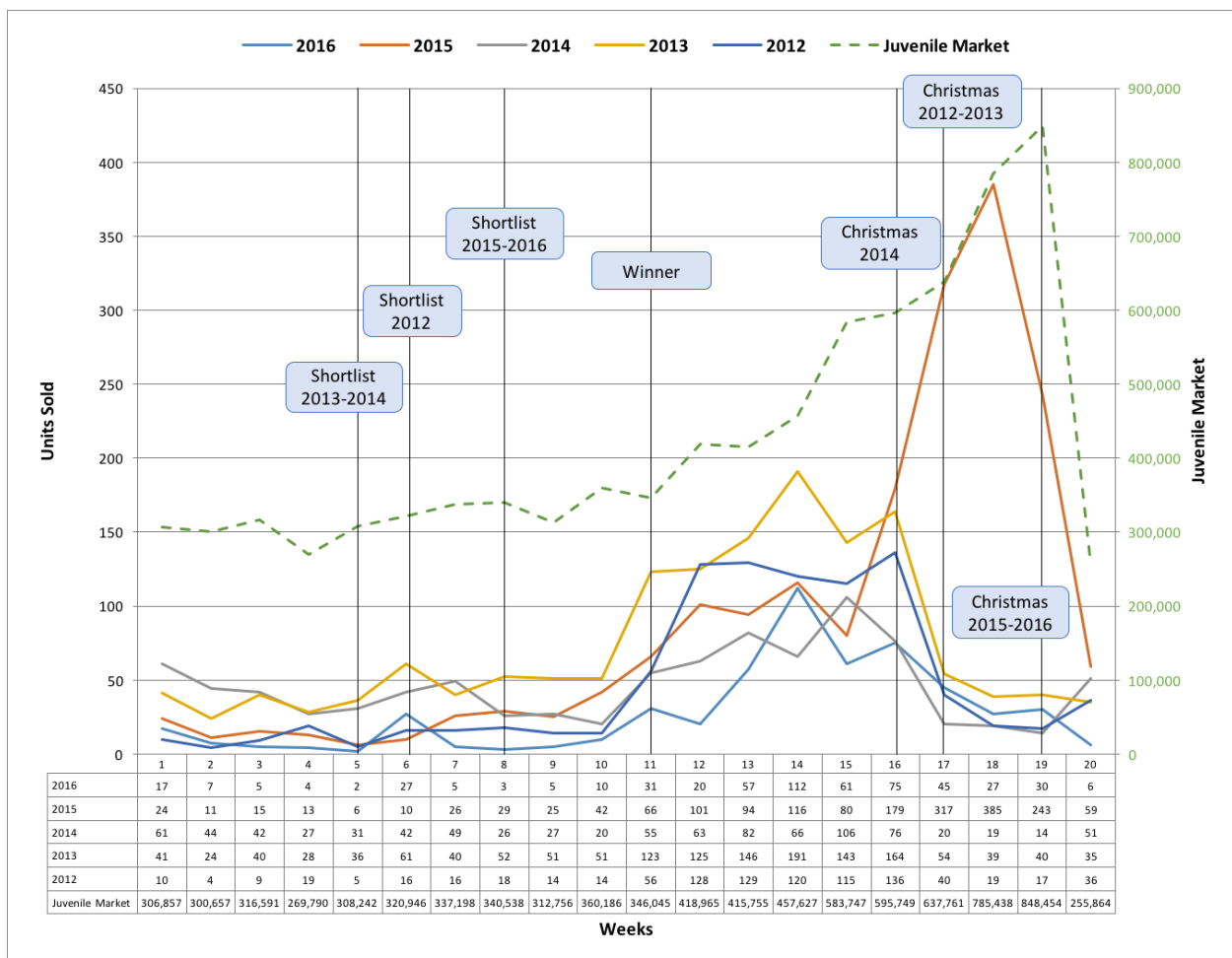


Young People's Literature – Illustrated 2012-2016

Winner Comparison by Volume Sold

Winners

- **2016:** *Tokyo Digs a Garden* by Jon-Erik Lappano & Kellen Hatanaka, Groundwood Books Ltd, HT 9781554987986, \$18.95
- **2015:** *Sidewalk Flowers* by JonArno Lawson (illustrated by Sydney Smith), Groundwood Books Ltd, HT 9781554984312, \$16.95
- **2014:** *This One Summer* by Mariko Tamaki (illustrated by Jillian Tamaki), Groundwood Books, TP 9781554981526, \$18.95
- **2013:** *Northwest Passage* by Matt James, Groundwood Books, HC 9781554981533, \$24.95
- **2012:** *Virginia Wolf* by Isabelle Arsenault, Kids Can Press Limited, HT 9781554536498, \$18.95

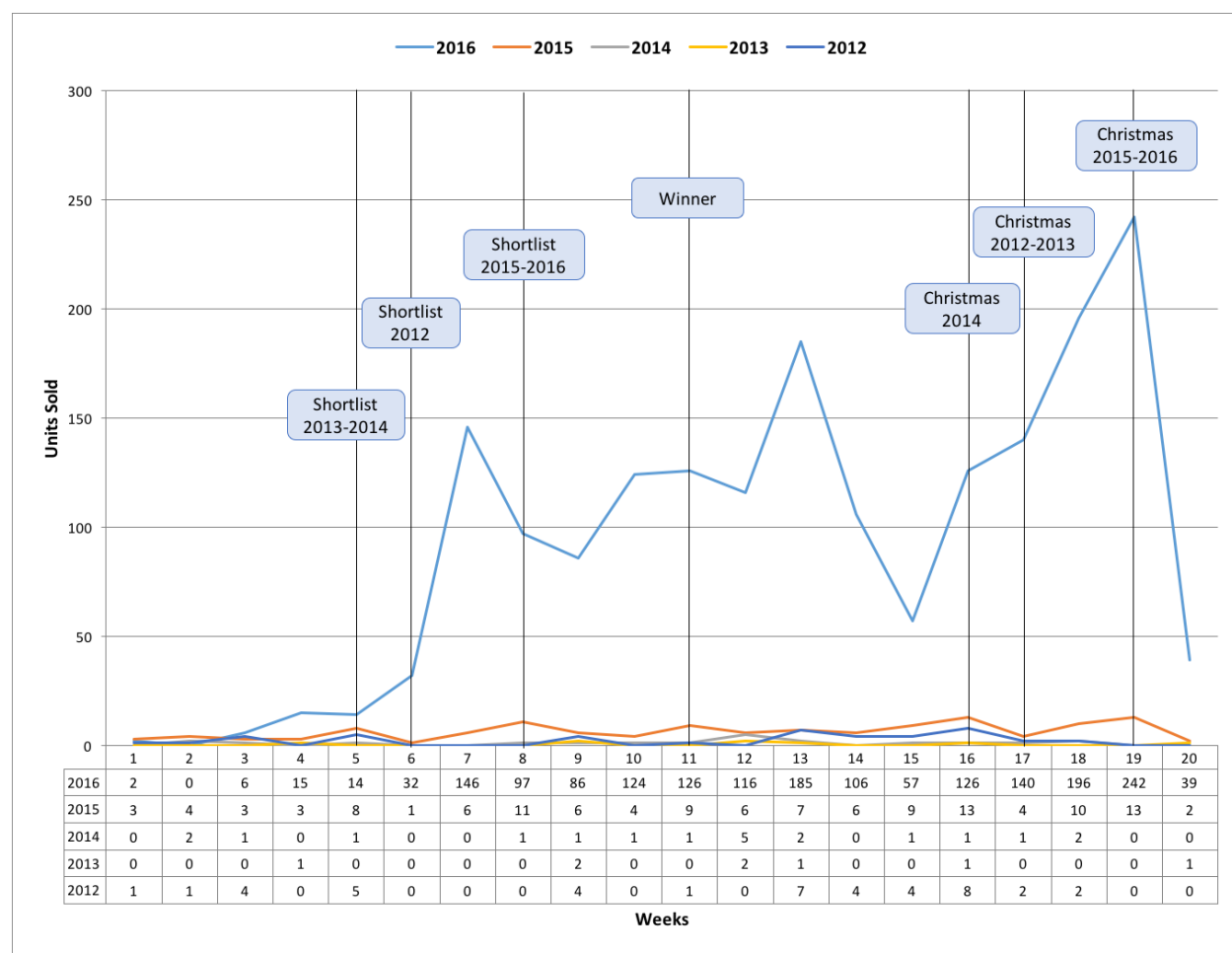


Translation 2012-2016

Winner Comparison by Volume Sold

Winners

- **2016:** *The Party Wall* by Catherine Leroux (translated by Lazer Lederhendler), Biblioasis, TP 9781771960762, \$19.95
- **2015:** *Twenty-one Cardinals* by Jocelyne Saucier (translated by Rhonda Mullins), Coach House Books, TP 9781552453070, \$19.95
- **2014:** *Paul-Émile Borduas: A Critical Biography* by Francois-Marc Gagnon and Peter Feldstein, McGill-Queen's University Press, HT 9780773541894, \$75.00
- **2013:** *The Major Verbs* by Donald Winkler, Vehicule Press, TP 9781550653397, \$18.00
- **2012:** *Mai at the Predators' Ball* by Nigel Spencer, House of Anansi, TP 9781770890053, \$24.46



Conclusion

2016 marked the 80th anniversary of the Governor General's Literary Awards, with the Canada Council for the Arts having recognized numerous "books that matter to Canadians"² since the launch of the awards in 1936. Our analysis of the Governor General's Literary Awards leads us to conclude that it continues to have an impact on Canadian book sales:

- The shortlist announcement does not guarantee an increase in a title's sales. Sales increases and decreases were both observed in nominees following the shortlist announcement.
- Sales increases occur for the majority of the winners and many nominees following the winner announcement, but the winning title may not outsell other shortlisted titles. Winning titles generally have increased sales during the holiday season, which then decline immediately after Christmas.
- Having titles nominated for multiple awards, such as the Scotiabank Giller Prize or the Man Booker Prize, may have a positive impact on sales.
- Format may have less of an impact on sales volumes than previously predicted, especially if the title has been nominated for multiple awards. *The Luminaries* and *Do Not Say We Have Nothing*, both titles with multiple nominations published in hardcover trade, sold more units than other Fiction titles published in trade paperback. This may be a result of interest in reading the title before the trade paperback is available. Interestingly, the opposite seems to be the case for Young People's Literature, with titles published in trade paperback outselling more expensive hardcover titles.
- The Governor General's Literary Awards positively affect book sales by generating publicity that influences book sales. Publishers can use the GG Awards as a powerful marketing tool, demonstrated by the fact that many finalists are nominated for other awards, and are finalists on 'best of' lists later that year.

² Mike Doherty, "Taking stock: The Governor General's Literary Awards at 80," October 27, 2016. <https://www.thestar.com/entertainment/books/2016/10/27/taking-stock-the-governor-generals-literary-awards-at-80.html>