



BNC RESEARCH

A RESEARCH REPORT BY BOOKNET CANADA

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10.2018

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 books in seven categories: 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 2013 to 2017. The titles shortlisted for the 2017 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 2017 English-language nominees
- A look at each 2017 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 2013 to 2017

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.

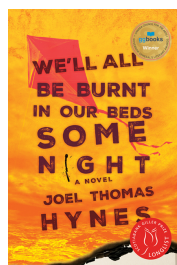
At this time, ebook sales are not represented in BNC's data. Therefore, all numbers in this report refer to print books only.

The Governor General's Fiction Award

Organized by Canada Council for the Arts

Nominations announced: Oct. 4, 2017

Winner announced: Nov. 1, 2017



2017 Winner

- *We'll All Be Burnt in Our Beds Some Night* by Joel Thomas Hynes, HarperCollins Publishers, TP 9781443447836, \$21.99

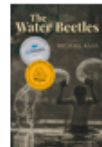
2017 Nominees

- *All the Beloved Ghosts* by Alison MacLeod, Bloomsbury Publishing USA, HT 9781632865434, \$35.00, Penguin Canada, TP 9780735233768, \$24.95
- *Lost in September* by Kathleen Winter, Knopf Canada, HT 9780345810120, \$29.95
- *The Water Beetles* by Michael Kaan, Goose Lane Editions, TP 9780864929662, \$22.95
- *Uncertain Weights and Measures* by Jocelyn Parr, Goose Lane Editions, TP 9780864929822, \$22.95

Shortlist announced

Winner announced

Christmas



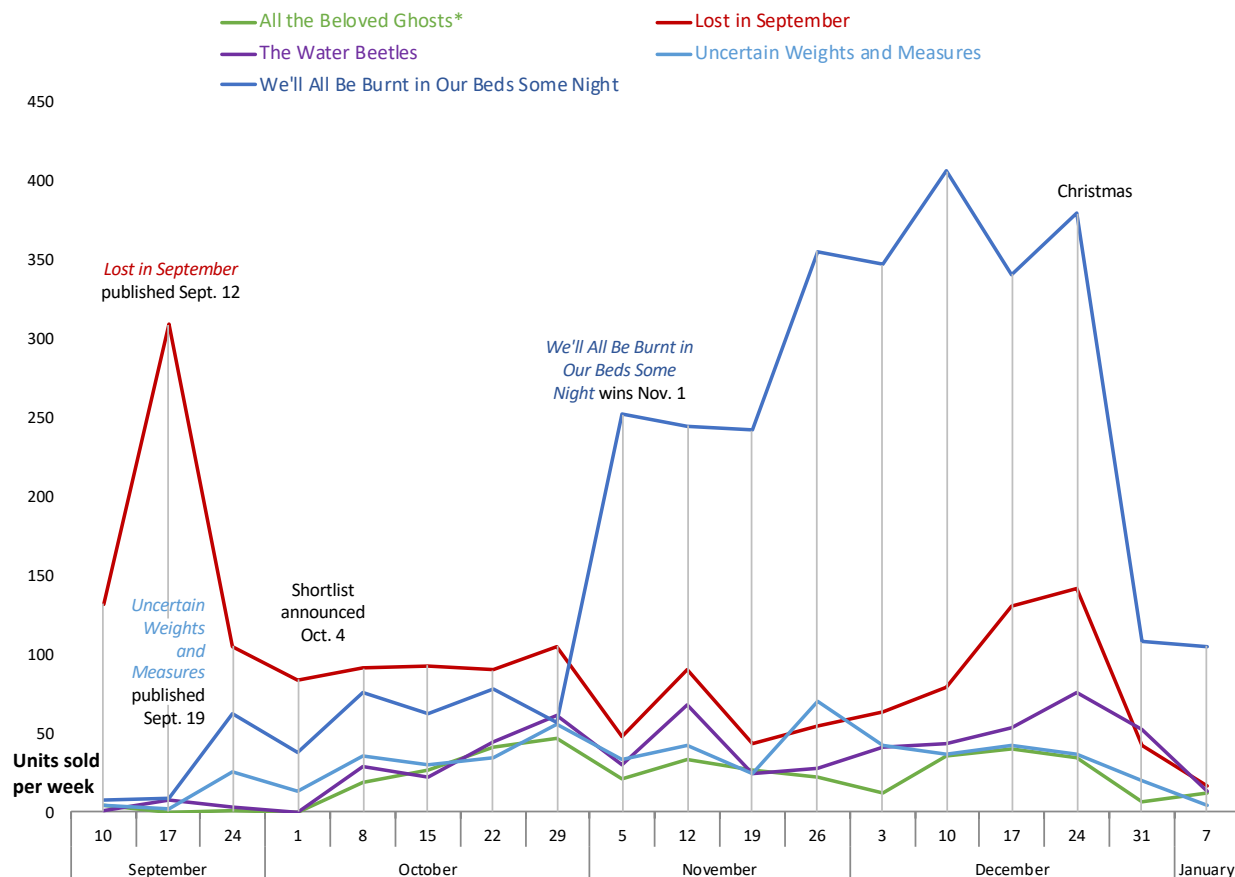
2017-2018
Market

		<i>All the Beloved Ghosts*</i>	<i>Lost in September</i>	<i>The Water Beetles</i>	<i>Uncertain Weights and Measures</i>	<i>We'll All Be Burnt in Our Beds Some Night</i>	Fiction
September	10	4	132	1	4	8	258,100
	17	0	309	8	2	9	273,413
	24	1	105	3	26	63	266,964
October	1	0	84	0	13	38	291,736
	8	19	91	29	36	76	286,055
	15	27	93	22	30	62	244,897
November	22	41	90	45	35	78	249,668
	29	47	105	61	56	57	253,616
	5	21	48	30	34	252	272,165
December	12	33	90	68	42	245	264,804
	19	27	43	25	24	242	269,935
	26	22	55	28	70	355	308,600
January	3	12	64	41	42	347	344,422
	10	36	79	43	37	406	386,581
	17	40	131	53	42	341	444,153
January	24	35	142	76	37	379	570,090
	31	7	42	52	20	108	279,557
	7	12	17	13	4	105	216,868

*Sales for the paperback and hardcover editions are combined.



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*Sales for the paperback and hardcover editions are combined.

Shortlist announcement (Oct. 4, 2017):

Book sales after the shortlist announcement were inconsistent. *All the Beloved Ghosts* experienced the greatest sales increase of 8000%, although those numbers combined the sales for the hardcover and trade editions. In comparison, *Lost in September* had a decrease of -43% while the future winner, *We'll All Be Burnt in Our Beds Some Night*, had an increase of 69%. *Uncertain Weights and Measures* and *The Water Beetles* saw increases of 120% and 500%, respectively.

Winner announcement (Nov. 1, 2017):

Only the winner experienced a sales increase after the winner announcement. The winning title, *We'll All Be Burnt in Our Beds Some Night*, saw the greatest increase of 273%, whereas *The Water Beetles* saw an increase of 59%. *Uncertain Weights and Measures* increased by 4%. Most titles continued to sell 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 over the 18-week period.

Volume Sold

Title	10-Sep	17-Sep	24-Sep	01-Oct	08-Oct	15-Oct	22-Oct	29-Oct	05-Nov	12-Nov	19-Nov	26-Nov	03-Dec	10-Dec	17-Dec	24-Dec	31-Dec	07-Jan
<i>All the Beloved Ghosts</i>	4	-	1	-	19	27	41	47	21	33	27	22	12	36	40	35	7	12
<i>Lost in September</i>	132	309	105	84	91	93	90	105	48	90	43	55	64	79	131	142	42	17
<i>The Water Beetles</i>	1	8	3	-	29	22	45	61	30	68	25	28	41	43	53	76	52	13
<i>Uncertain Weights and Measures</i>	4	2	26	13	36	30	35	56	34	42	24	70	42	37	42	37	20	4
<i>We'll All Be Burnt in Our Beds</i>																		
<i>Some Night</i>	8	9	63	38	76	62	78	57	252	245	242	355	347	406	341	379	108	105

On Hand

Title	10-Sep	17-Sep	24-Sep	01-Oct	08-Oct	15-Oct	22-Oct	29-Oct	05-Nov	12-Nov	19-Nov	26-Nov	03-Dec	10-Dec	17-Dec	24-Dec	31-Dec	07-Jan
<i>All the Beloved Ghosts</i>	569	357	320	316	283	680	969	1,026	1,075	1,098	1,110	1,102	1,096	1,068	1,019	990	995	994
<i>Lost in September</i>	1,947	3,098	3,132	3,144	3,129	3,925	3,979	3,973	3,886	3,822	3,823	3,768	3,698	3,644	3,552	3,323	3,252	3,322
<i>The Water Beetles</i>	182	187	167	167	166	202	448	1,009	1,162	1,120	1,200	1,195	1,180	1,163	1,124	1,052	1,034	1,056
<i>Uncertain Weights and Measures</i>	466	468	468	461	522	617	730	1,066	1,179	1,144	1,199	1,337	1,311	1,285	1,241	1,186	1,113	1,206
<i>We'll All Be Burnt in Our Beds</i>																		
<i>Some Night</i>	433	409	362	586	691	701	675	657	1,085	1,472	2,122	2,056	1,830	1,537	1,364	1,137	1,070	1,131

Winner Comparison by Volume Sold – 2013 to 2017

Winners

- **2017:** *We'll All Be Burnt in Our Beds Some Night* by Joel Thomas Hynes, TP 9781443447836, \$21.99
- **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



Shortlist announced

Winner announced

Christmas

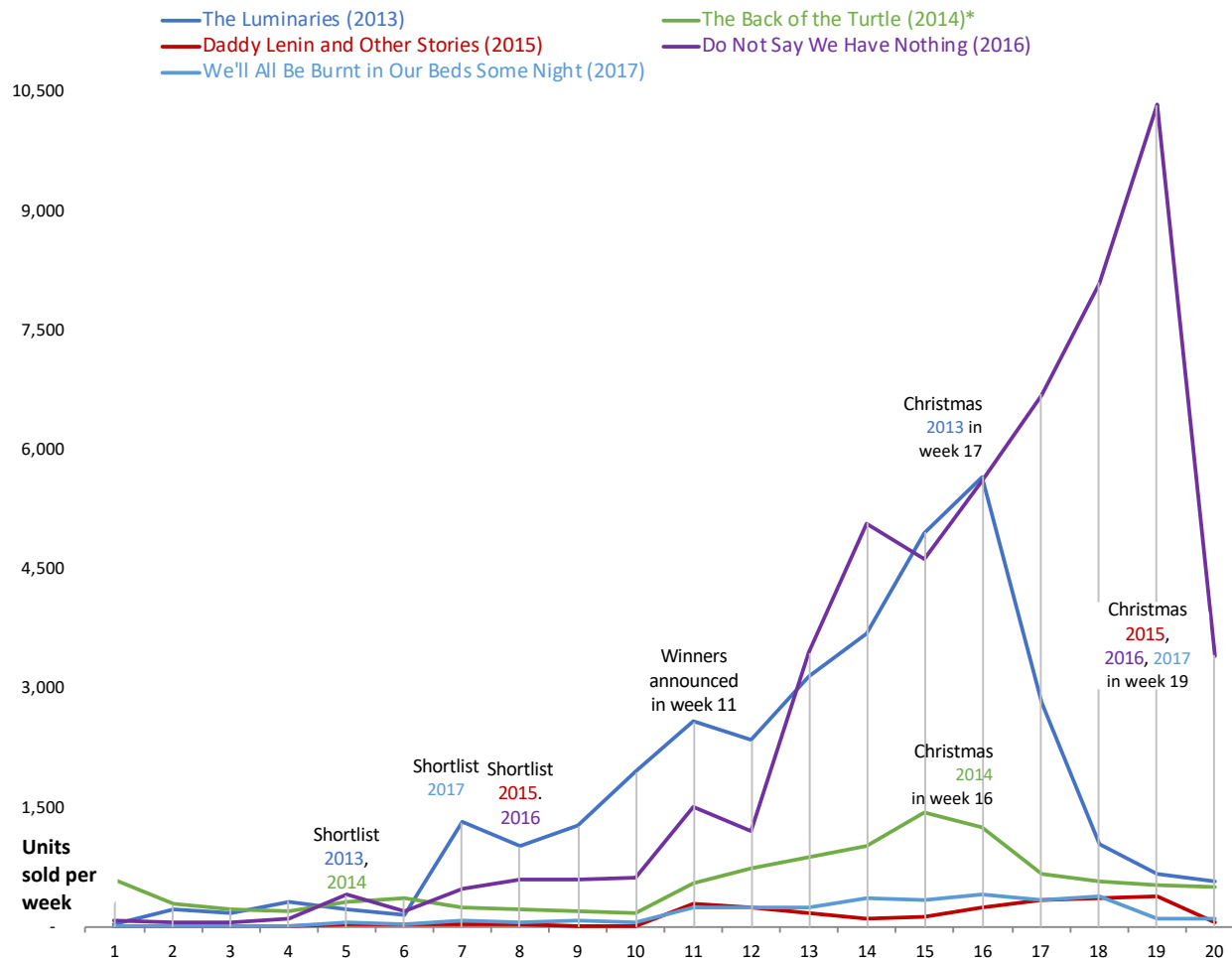


	2013	2014*	2015	2016	2017
1	29	599	12	70	9
2	223	286	10	60	7
3	177	224	16	52	8
4	324	200	17	92	9
5	223	324	22	395	63
6	143	353	26	185	38
7	1,311	235	32	470	76
8	1,006	223	26	583	62
9	1,262	185	17	595	78
10	1,947	182	17	622	57
11	2,574	556	291	1,496	252
12	2,346	724	248	1,195	245
13	3,144	874	163	3,441	242
14	3,689	1,011	113	5,066	355
15	4,955	1,424	127	4,629	347
16	5,650	1,250	253	5,610	406
17	2,820	655	337	6,687	341
18	1,043	576	364	8,091	379
19	653	513	373	10,317	108
20	574	503	64	3,405	105

*Sales for the paperback and hardcover editions are combined.



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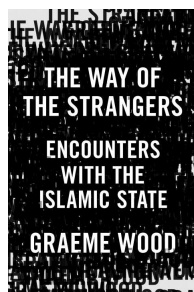
*Sales for the paperback and hardcover editions are combined.

The graph above exemplifies the sales effect of winning the Governor General's Literary Award for Fiction, especially leading up to the holiday season. While there was a high sales peak in 2013, as Eleanor Catton's *The Luminaries* also won the Man Booker Prize that year, 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, though data shows a significant increase in sales for Madeleine Thien's multi-award-winning title from 2016. In 2017, the sales increase was lower than in 2016, 2014, or 2013. The peak for the 2017 winner was five weeks after the winner announcement and several weeks before Christmas. It seems that the sales increase is a reaction to acclaim around a specific title itself. The overall trend for each year indicates 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.

The Governor General's Non-Fiction Award

Organized by Canada Council for the Arts
Nominations announced: Oct. 4, 2017
Winner announced: Nov. 1, 2017



2017 Winner

- *The Way of the Strangers: Encounters with the Islamic State* by Graeme Wood, Random House Publishing Group, HT 9780812988758, \$36.00

2017 Nominees

- *All We Leave Behind: A Reporter's Journey into the Lives of Others* by Carol Off, Random House of Canada, HT 9780345816832, \$32.95
- *The Hand-over: A Can-Lit How Dunit* by Elaine Dewar, Biblioasis, HT 9781771961110, \$29.95
- *Where I Live Now* by Sharon Butala, Simon & Schuster, HT 9781476790480, \$26.99
- *Where It Hurts* by Sarah de Leeuw, NeWest Publishers, HT 9781926455846, \$19.95

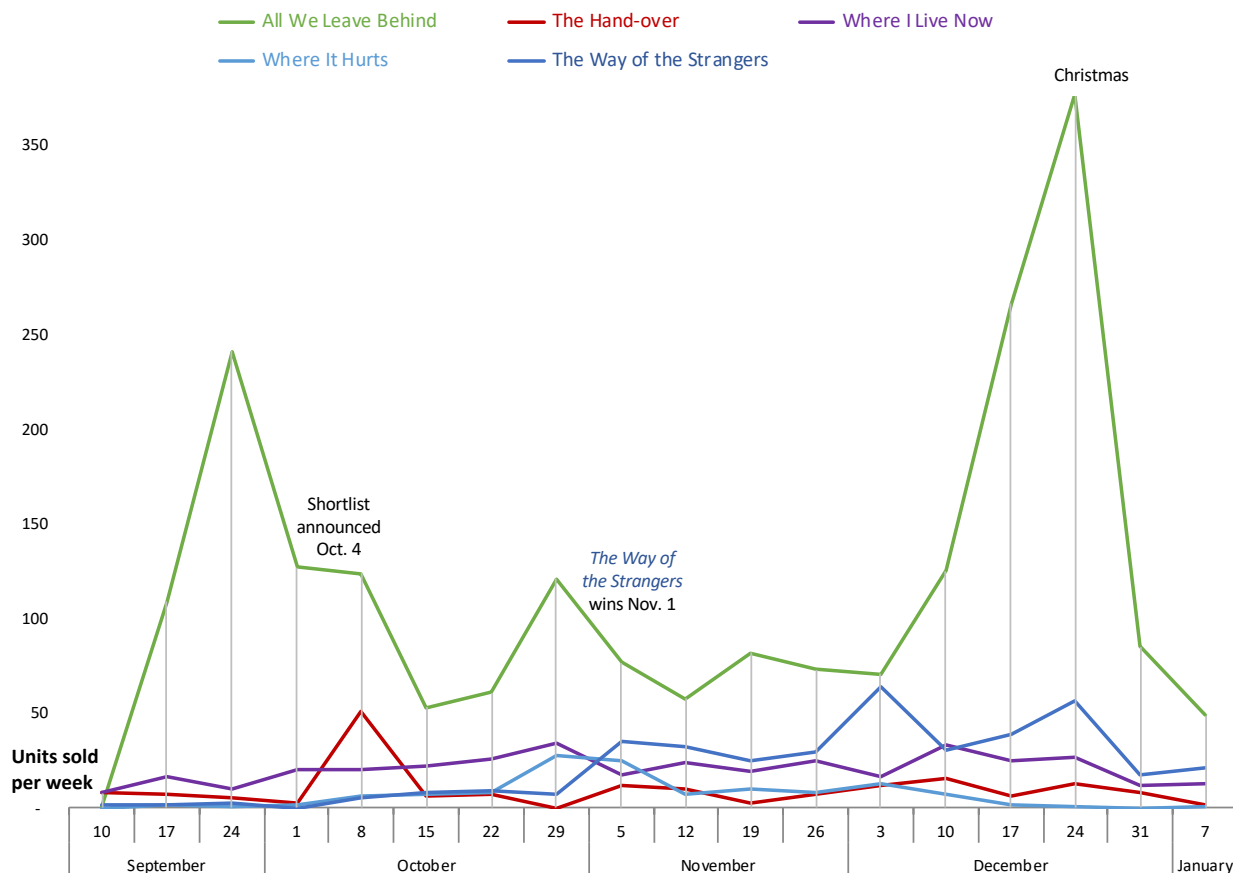
Shortlist announced Winner announced Christmas



		<i>All We Leave Behind</i>	<i>The Hand-over</i>	<i>Where I Live Now</i>	<i>Where It Hurts</i>	<i>The Way of the Strangers</i>	2017-2018 Market Non-Fiction
September	10	1	8	8	0	2	297859
	17	109	7	17	2	2	321747
	24	241	5	10	1	3	312155
October	1	127	3	20	2	0	318864
	8	124	51	20	6	5	314956
	15	53	6	22	7	8	289018
	22	61	7	26	8	9	332742
	29	121	0	34	28	7	344680
November	5	77	12	18	25	35	347744
	12	58	10	24	7	32	361787
	19	82	3	19	10	25	405056
	26	73	7	25	8	30	517493
December	3	71	12	17	13	64	565510
	10	125	16	33	7	31	657629
	17	266	6	25	2	39	801909
	24	377	13	27	1	57	1024478
January	31	85	8	12	0	18	424443
	7	49	2	13	1	21	344193



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Shortlist announcement (Oct. 4, 2017):

All of the titles had low increases in sales, in particular *All We Leave Behind* (0.7%), *The Hand-over* (0.2%), and *Where I Live Now* (0.4%). *The Way of the Strangers* saw the greatest sales increase of 3.8% after the shortlist announcement, closely followed by a 3.2% increase for *Where It Hurts*.

Winner announcement (Nov. 1, 2017):

The winning title, *The Way of the Strangers*, saw the greatest sales increase of 300% after the winner announcement. Last year's winning title, *A World We Have Lost*, saw a 376% increase after the winner announcement. Meanwhile, the other shortlisted titles saw decreases in sales. The week before Christmas, *All We Leave Behind* and *The Way of the Strangers* saw sales increases. *All We Leave Behind* sold the most units out of the five nominated titles during this 18-week period, possibly because this title was also nominated for the Hilary Weston Prize for Non-Fiction on Sept. 20 and won that award on Nov. 14. Winning that award may explain the sales peak for *All We Leave Behind* between September and early November.

Volume Sold

Title	10-Sep	17-Sep	24-Sep	01-Oct	08-Oct	15-Oct	22-Oct	29-Oct	05-Nov	12-Nov	19-Nov	26-Nov	03-Dec	10-Dec	17-Dec	24-Dec	31-Dec	07-Jan
The Way of the Strangers	2	2	3	0	5	8	9	7	35	32	25	30	64	31	39	57	18	21
All We Leave Behind	1	109	241	127	124	53	61	121	77	58	82	73	71	125	266	377	85	49
The Hand-over	8	7	5	3	51	6	7	0	12	10	3	7	12	16	6	13	8	2
Where I Live Now	8	17	10	20	20	22	26	34	18	24	19	25	17	33	25	27	12	13
Where It Hurts	0	2	1	2	6	7	8	28	25	7	10	8	13	7	2	1	0	1

On Hand

Title	10-Sep	17-Sep	24-Sep	01-Oct	08-Oct	15-Oct	22-Oct	29-Oct	05-Nov	12-Nov	19-Nov	26-Nov	03-Dec	10-Dec	17-Dec	24-Dec	31-Dec	07-Jan
The Way of the Strangers	277	272	192	185	224	305	321	418	558	661	685	686	645	624	604	553	540	511
All We Leave Behind	395	1879	3127	3310	3224	3423	3376	3277	3219	3181	3119	3077	3022	2932	2775	2460	2374	2373
The Hand-over	341	339	333	330	308	348	353	355	349	344	333	336	332	358	354	343	337	322
Where I Live Now	616	584	572	549	527	509	527	515	508	511	472	450	417	386	396	363	356	340
Where It Hurts	43	39	39	46	48	71	94	116	108	116	120	119	114	114	113	112	109	133

Winner Comparison by Volume Sold – 2013 to 2017

Winners

- **2017:** *The Way of the Strangers* by Graeme Wood, Random House Publishing Group, HT 9780812988758, \$36.00
- **2016:** *A World We Have Lost: Saskatchewan Before 1905* by Bill Waiser, Fifth House Publishers, HT 9781927083390, \$70.00
- **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

Shortlist announced

Winner announced

Christmas

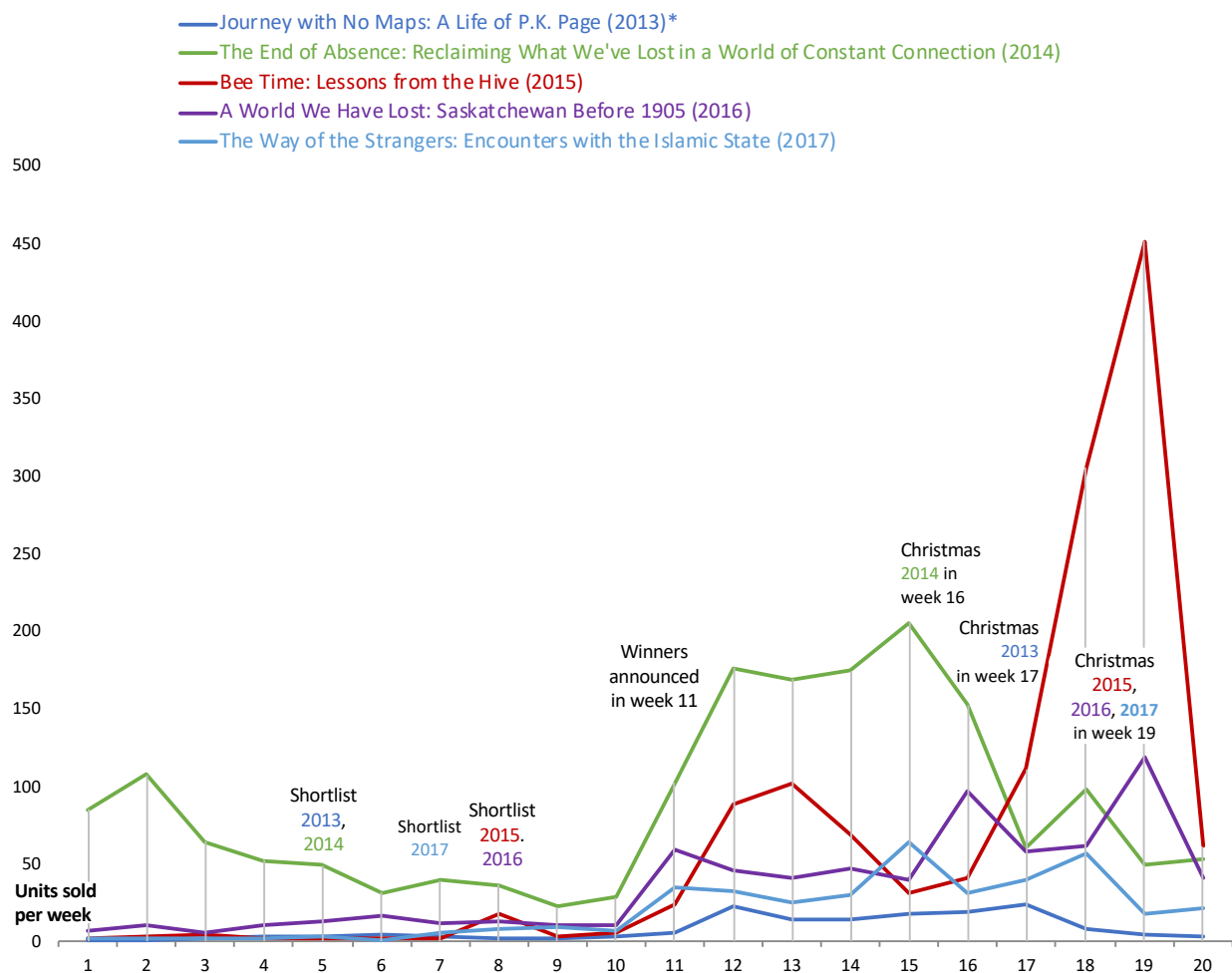


	2013*	2014	2015	2016	2017
1	0	85	1	6	1
2	0	107	3	10	1
3	2	64	4	5	2
4	3	52	1	10	2
5	3	49	1	12	3
6	4	31	2	16	0
7	3	39	1	11	5
8	1	36	18	12	8
9	1	22	3	10	9
10	3	28	5	10	7
11	5	102	23	59	35
12	22	176	88	45	32
13	14	169	102	41	25
14	14	174	68	47	30
15	17	205	31	39	64
16	19	152	40	97	31
17	24	60	111	58	39
18	8	98	305	61	57
19	4	49	451	118	18
20	3	53	61	40	21

* Sales for the paperback and hardcover editions are combined.



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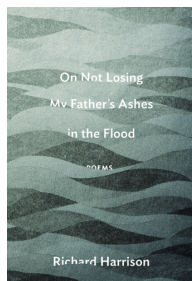


* Sales for the paperback and hardcover editions are combined.

The impact of the award has remained generally consistent, with winning titles from 2012 to 2016 experiencing a sales increase following the winner announcement.

The Governor General's Poetry Award

Organized by Canada Council for the Arts
Nominations announced: Oct. 4, 2017
Winner announced: Nov. 1, 2017



2017 Winner

- *On Not Losing My Father's Ashes in the Flood* by Richard Harrison, Wolsak & Wynn Publishers, TP 9781928088226, \$18.00

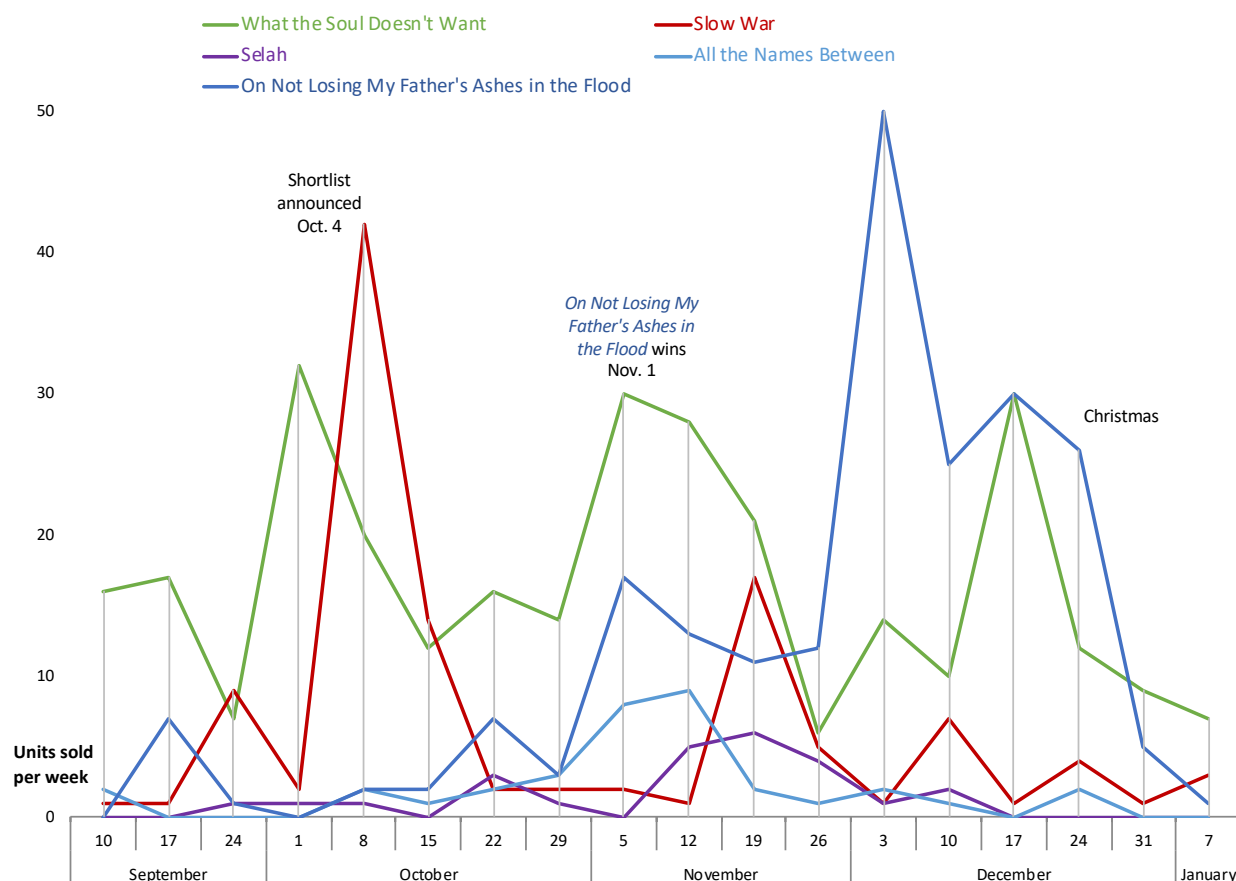
2017 Nominees

- *What the Soul Doesn't Want* by Lorna Crozier, Freehand Books, TP 9781988298122, \$16.95
- *Slow War* by Benjamin Hertwig, McGill-Queen's University Press, TP 9780773551428, \$16.95
- *Selah* by Nora Gould, Brick Books Incorporated, TP 9781771314459, \$20.00
- *All the Names Between* by Julia McCarthy, Brick Books Incorporated, TP 9781771314572, \$20.00

Shortlist announced Winner announced Christmas



		<i>What the Soul Doesn't Want</i>	<i>Slow War</i>	<i>Selah</i>	<i>All the Names Between</i>	<i>On Not Losing My Father's Ashes in the Flood</i>	2017-2018 Market Non-Fiction
September	10	16	1	0	2	0	297,859
	17	17	1	0	0	7	321,747
	24	7	9	1	0	1	312,155
October	1	32	2	1	0	0	318,864
	8	20	42	1	2	2	314,956
	15	12	14	0	1	2	289,018
	22	16	2	3	2	7	332,742
	29	14	2	1	3	3	344,680
November	5	30	2	0	8	17	347,744
	12	28	1	5	9	13	361,787
	19	21	17	6	2	11	405,056
	26	6	5	4	1	12	517,493
December	3	14	1	1	2	50	565,510
	10	10	7	2	1	25	657,629
	17	30	1	0	0	30	801,909
	24	12	4	0	2	26	1,024,478
January	31	9	1	0	0	5	424,443
	7	7	3	0	0	1	344,193



Shortlist announcement (Oct. 4, 2017):

Slow War had the highest sales increase of 250% after the shortlist announcement while the other shortlisted titles experienced little or no sales before and after the shortlist announcement.

Winner announcement (Nov. 1, 2017):

Peak sales occurred the week before and during the shortlist and winner announcements, as well as in early December before the holiday season. *What the Soul Doesn't Want* sold the highest number of units during this 18-week period, followed by the winning title *On Not Losing My Father's Ashes in the Flood*. The greatest sales increase of 350% was experienced by *All the Names Between*, followed by *Selah* with a 275% increase, although units sold for this title were minimal.

Volume Sold

Title	10-Sep	17-Sep	24-Sep	01-Oct	08-Oct	15-Oct	22-Oct	29-Oct	05-Nov	12-Nov	19-Nov	26-Nov	03-Dec	10-Dec	17-Dec	24-Dec	31-Dec	07-Jan
<i>What the Soul Doesn't Want</i>	16	17	7	32	20	12	16	14	30	28	21	6	14	10	30	12	9	7
<i>Slow War</i>	1	1	9	2	42	14	2	2	2	1	17	5	1	7	1	4	1	3
<i>Selah</i>	0	0	1	1	1	0	3	1	0	5	6	4	1	2	0	0	0	0
<i>All the Names Between</i>	2	0	0	0	2	1	2	3	8	9	2	1	2	1	0	2	0	0
<i>On Not Losing My Father's Ashes in the Flood</i>	0	7	1	0	2	2	7	3	17	13	11	12	50	25	30	26	5	1

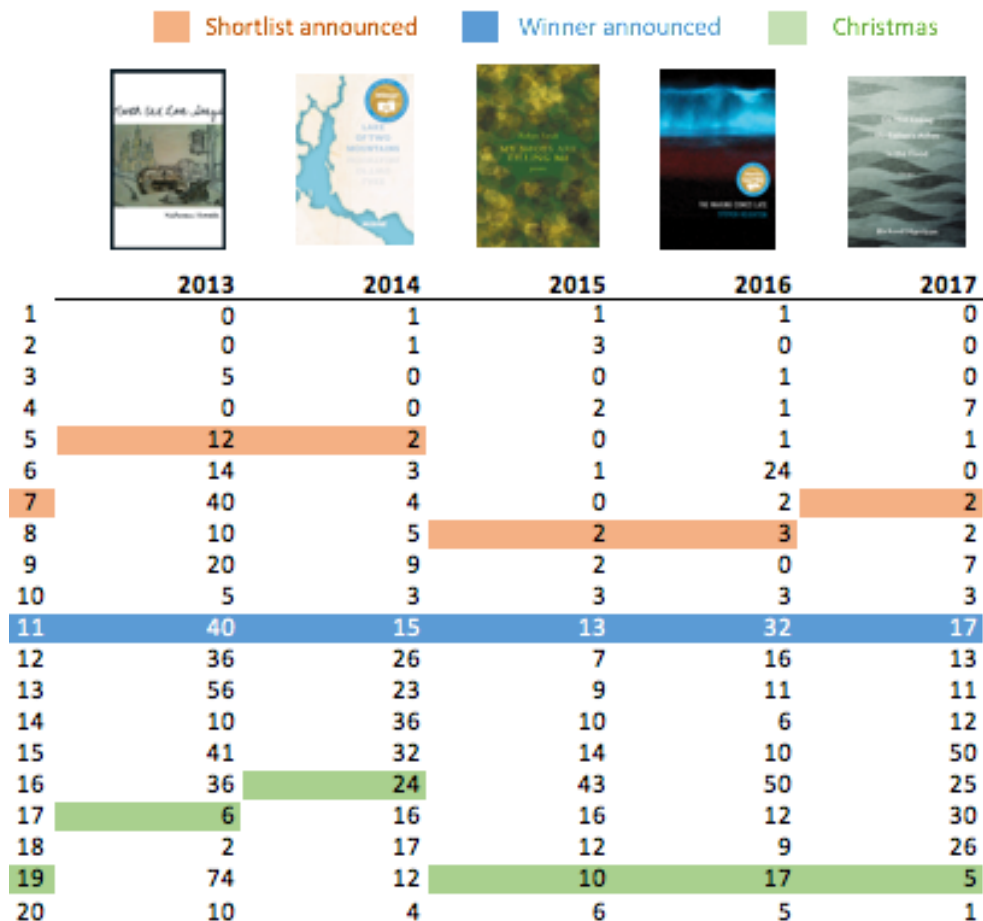
On Hand

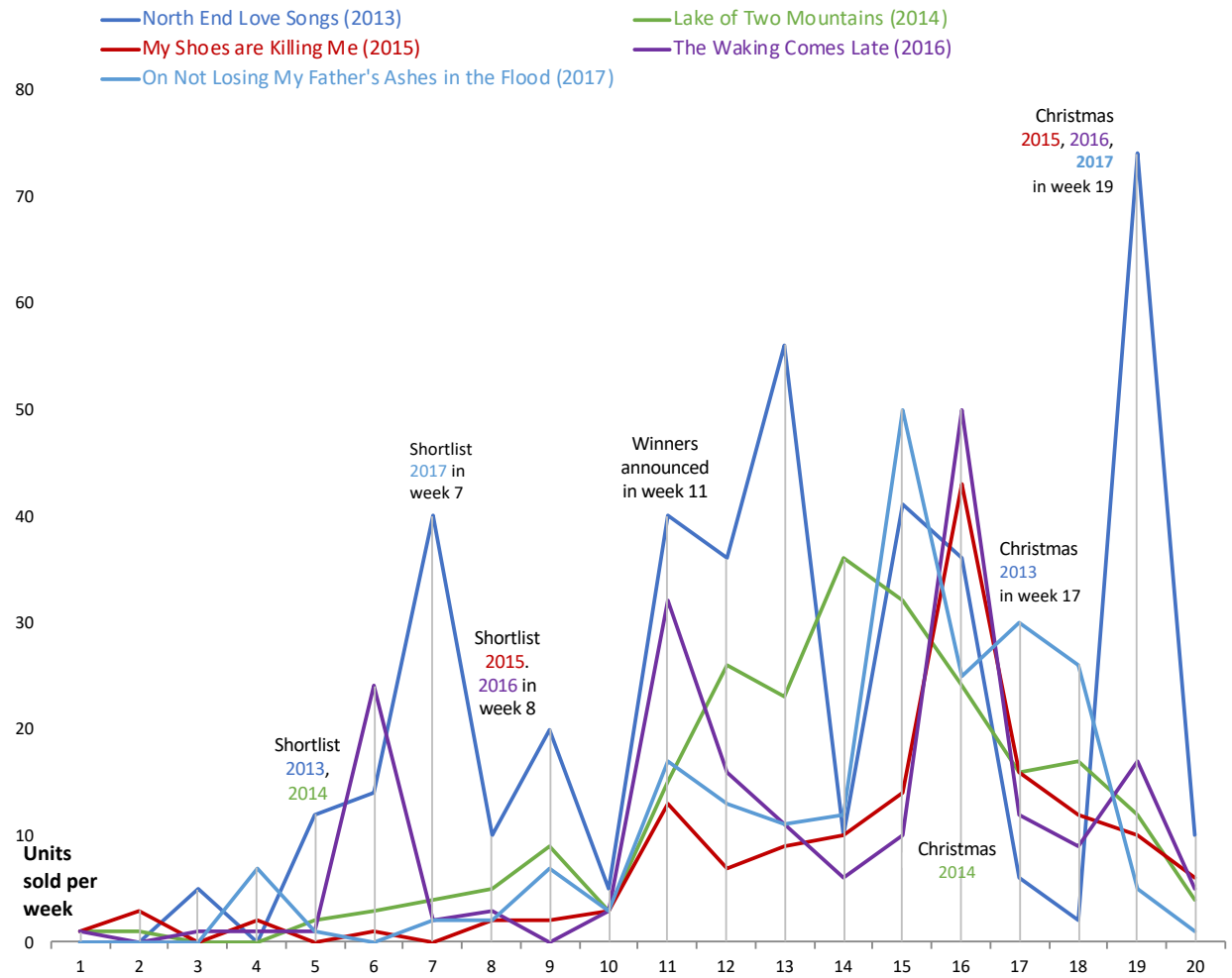
Title	10-Sep	17-Sep	24-Sep	01-Oct	08-Oct	15-Oct	22-Oct	29-Oct	05-Nov	12-Nov	19-Nov	26-Nov	03-Dec	10-Dec	17-Dec	24-Dec	31-Dec	07-Jan
<i>What the Soul Doesn't Want</i>	237	216	221	211	191	249	219	222	196	175	195	197	228	221	211	197	191	185
<i>Slow War</i>	47	93	87	86	47	73	58	58	62	93	100	82	80	69	69	67	63	66
<i>Selah</i>	25	23	22	22	22	44	54	56	67	69	68	69	56	56	56	56	55	53
<i>All the Names Between</i>	26	25	28	28	28	41	50	58	55	63	69	62	59	59	59	57	54	55
<i>On Not Losing My Father's Ashes in the Flood</i>	41	37	37	37	37	56	55	52	44	32	68	140	113	107	99	87	78	70

Winner Comparison by Volume Sold – 2013 to 2017

Winners

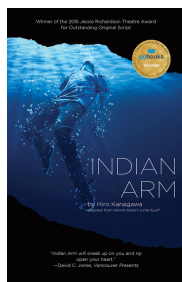
- **2017:** *On Not Losing My Father's Ashes in the Flood* by Richard Harrison, Wolsak & Wynn Publishers, TP 9781928088226, \$18.00
- **2016:** *The Waking Comes Late* by Steven Heighton, House of Anansi, TP 9781487000936, \$19.95
- **2015:** *My Shoes Are Killing Me* by Robyn Sarah, Biblioasis, TP 9781771960137, \$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





The Governor General's Drama Award

Organized by Canada Council for the Arts
Nominations announced: Oct. 4, 2017
Winner announced: Nov. 1, 2017



2017 Winner

- *Indian Arm* by Hiro Kanagawa, Playwrights Canada Press, TP 9781770915725, \$17.95

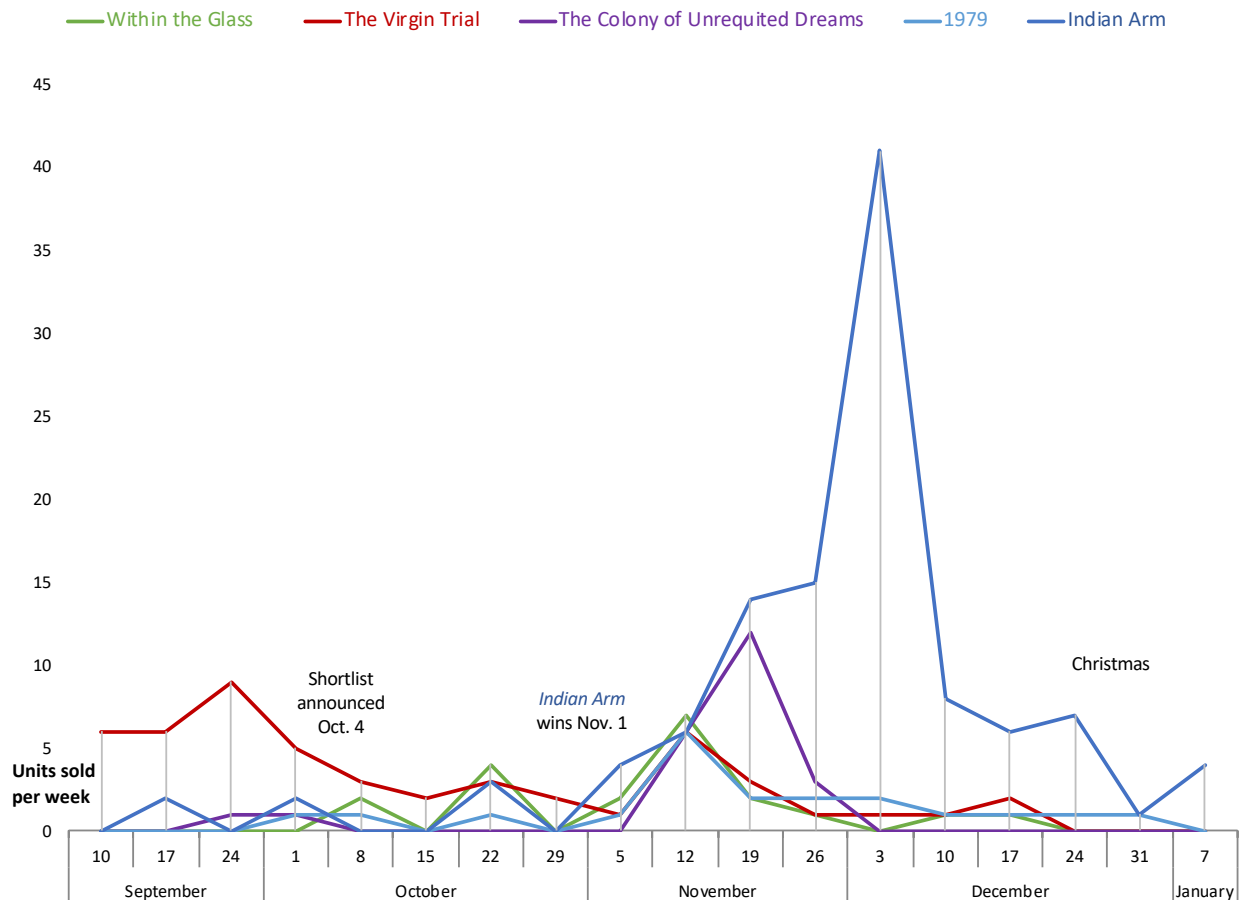
2017 Nominees

- *Within the Glass* by Anna Chatterton, Playwrights Canada Press, TP 9781927922323, \$15.95
- *The Virgin Trial* by Kate Hennig, Playwrights Canada Press, TP 9781770917705, \$17.95
- *The Colony of Unrequited Dreams* by Robert Chafe, Playwrights Canada Press, TP 9781770915763, \$17.95
- *1979* by Michael Healey, Playwrights Canada Press, TP 9781770917507, \$17.95

		 Shortlist announced	 Winner announced	 Christmas			
							
		<i>Within the Glass</i>	<i>The Virgin Trial</i>	<i>The Colony of Unrequited Dreams</i>	<i>1979</i>	<i>Indian Arm</i>	2017-2018 Market Non-Fiction
September	10	0	6	0	0	0	297,859
	17	0	6	0	0	2	321,747
	24	0	9	1	0	0	312,155
October	1	0	5	1	1	2	318,864
	8	2	3	0	1	0	314,956
	15	0	2	0	0	0	289,018
	22	4	3	0	1	3	332,742
	29	0	2	0	0	0	344,680
November	5	2	1	0	1	4	347,744
	12	7	6	6	6	6	361,787
	19	2	3	12	2	14	405,056
	26	1	1	3	2	15	517,493
December	3	0	1	0	2	41	565,510
	10	1	1	0	1	8	657,629
	17	1	2	0	1	6	801,909
	24	0	0	0	1	7	1,024,478
	31	0	0	0	1	1	424,443
January	7	0	0	0	0	4	344,193



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Shortlist announcement (Oct. 4, 2017):

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 (Nov. 1, 2017):

One week after the winner announcement all titles saw a gradual increase in sales with the highest-selling titles seeing peaks from the middle of November to the first week of December. *The Colony of Unrequited Dreams* sold 12 copies two weeks after the winner announcement, while the winner, *Indian Arm*, had the highest sales in early December, selling 41 copies.

Volume Sold

Title	10-Sep	17-Sep	24-Sep	01-Oct	08-Oct	15-Oct	22-Oct	29-Oct	05-Nov	12-Nov	19-Nov	26-Nov	03-Dec	10-Dec	17-Dec	24-Dec	31-Dec	07-Jan
<i>Within the Glass</i>	0	0	0	0	2	0	4	0	2	7	2	1	0	1	1	0	0	0
<i>The Virgin Trial</i>	6	6	9	5	3	2	3	2	1	6	3	1	1	1	2	0	0	0
<i>The Colony of Unrequited Dreams</i>	0	0	1	1	0	0	0	0	0	6	12	3	0	0	0	0	0	0
<i>1979</i>	0	0	0	1	1	0	1	0	1	6	2	2	2	1	1	1	1	0
<i>Indian Arm</i>	0	2	0	2	0	0	3	0	4	6	14	15	41	8	6	7	1	4



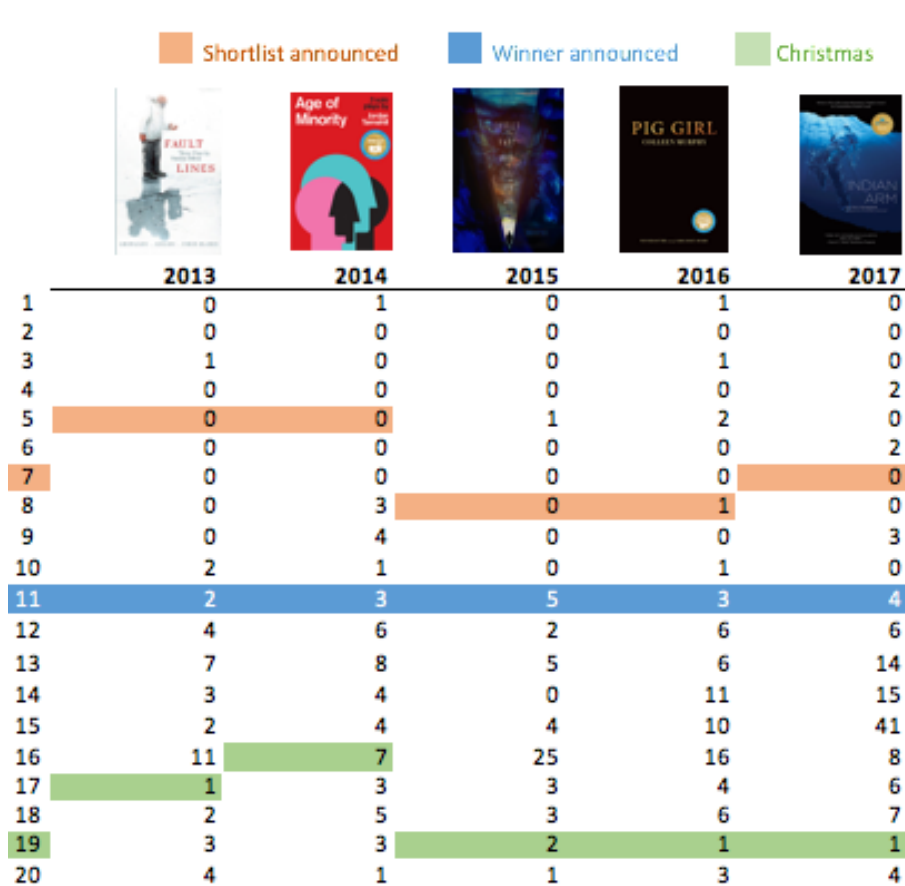
On Hand

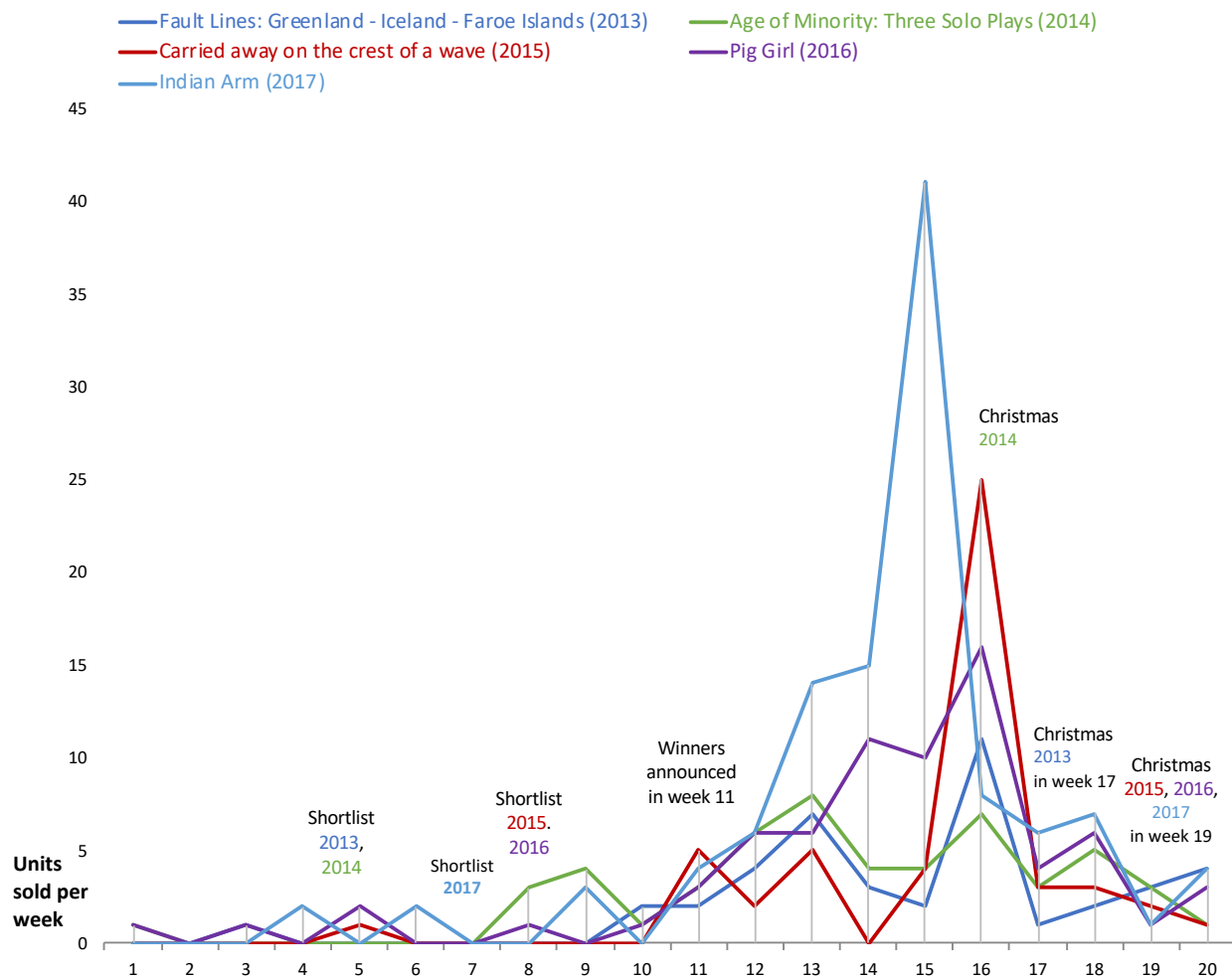
Title	10-Sep	17-Sep	24-Sep	01-Oct	08-Oct	15-Oct	22-Oct	29-Oct	05-Nov	12-Nov	19-Nov	26-Nov	03-Dec	10-Dec	17-Dec	24-Dec	31-Dec	07-Jan
<i>Within the Glass</i>	2	2	2	2	2	7	10	13	12	13	11	11	11	11	11	11	11	7
<i>The Virgin Trial</i>	39	33	35	32	36	39	42	33	33	33	31	30	30	30	29	29	30	26
<i>The Colony of Unrequited Dreams</i>	18	16	15	16	15	15	13	13	14	26	14	14	13	13	13	13	13	13
<i>1979</i>	25	25	25	27	25	30	34	34	35	36	34	34	33	32	31	32	31	28
<i>Indian Arm</i>	19	15	15	15	16	22	18	19	19	67	65	77	52	37	35	33	35	32

Winner Comparison by Volume Sold – 2013 to 2017

Winners

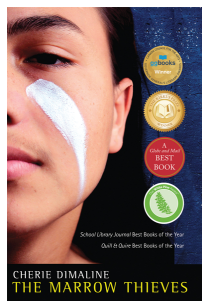
- **2017:** *Indian Arm* by Hiro Kanagawa, Playwrights Canada Press, TP 9781770915725, \$17.95
- **2016:** *Pig Girl* by Colleen Murphy, Playwrights Canada Press, TP 9781770914469, \$17.95
- **2015:** *carried away on the crest of a wave* by David Yee, Playwrights Canada Press, TP 9781770912571, \$16.95
- **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





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

Organized by Canada Council for the Arts
Nominations announced: Oct. 4, 2017
Winner announced: Nov. 1, 2017



2017 Winner

- *The Marrow Thieves* by Cherie Dimaline, Cormorant Books, TP 9781770864863, \$14.95

2017 Nominees

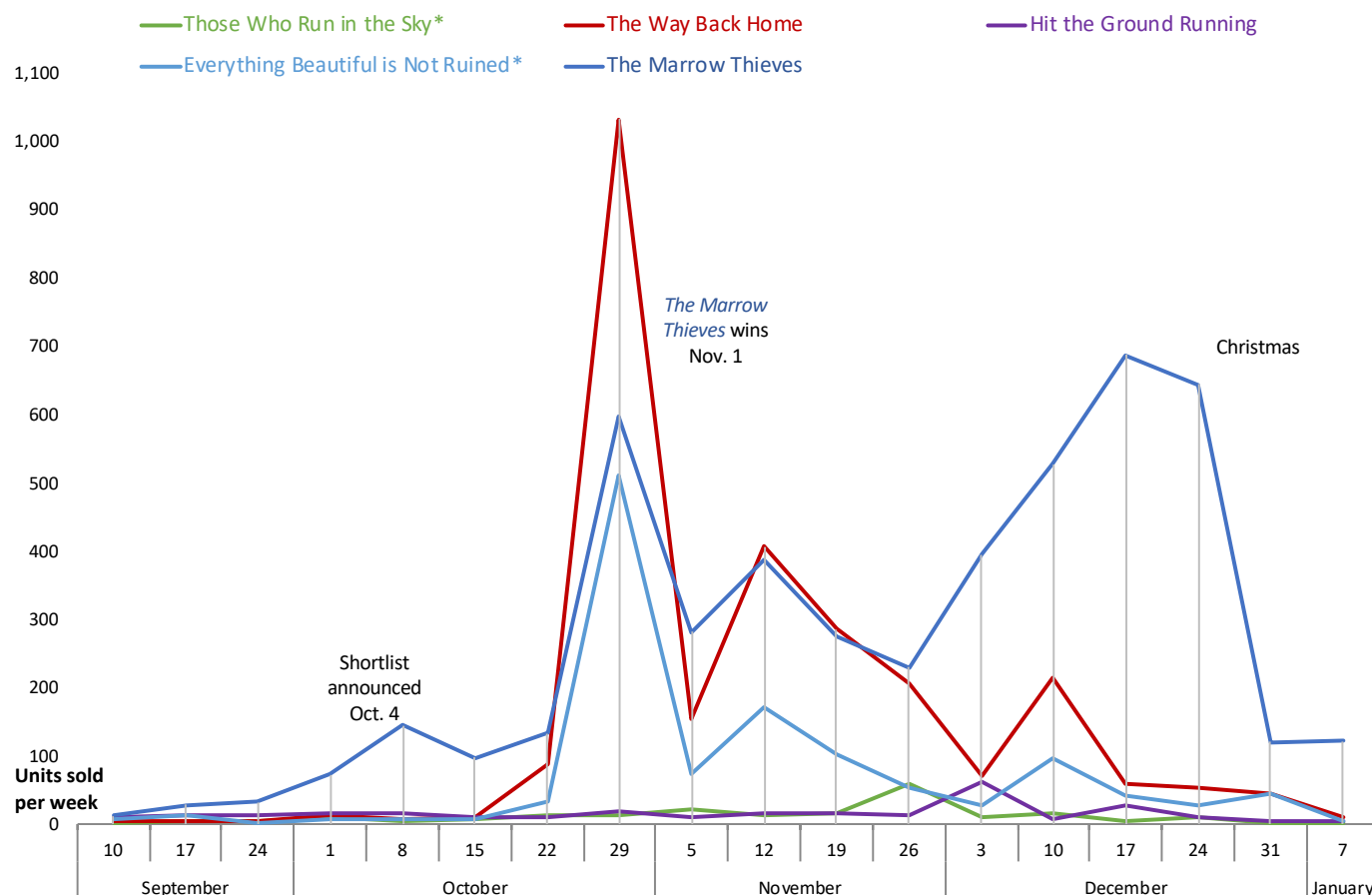
- *Those Who Run in the Sky* by Aviaq Johnston, Inhabit Media, TP 9781772271461, \$13.95, TP 9781772271218, \$13.95
- *The Way Back Home* by Allan Stratton, Scholastic Canada, HT 9781443148382, \$19.99
- *Hit the Ground Running* by Alison Hughes, Orca Book Publishers, TP 9781459815445, \$14.95
- *Everything Beautiful is Not Ruined* by Danielle Young-Ullman, Penguin Random House Canada Young Readers, TP 9780143198215, \$13.99, HT 9780670070138, \$21.99

		 Shortlist announced	 Winner announced	 Christmas			
							2017-2018 Market
		<i>Those Who Run in the Sky*</i>	<i>The Way Back Home</i>	<i>Hit the Ground Running</i>	<i>Everything Beautiful is Not Ruined*</i>	<i>The Marrow Thieves</i>	Juvenile and YA
September	10	1	3	10	8	12	367,532
	17	3	5	13	14	28	327,320
	24	4	5	13	2	33	345,812
October	1	10	12	16	8	73	393,015
	8	3	7	16	7	145	411,201
	15	6	11	10	6	97	384,309
	22	14	87	10	32	133	360,898
	29	12	1,032	20	511	597	413,193
November	5	22	155	11	73	281	453,158
	12	13	406	16	172	386	419,580
	19	17	285	17	101	276	500,143
	26	58	206	12	54	230	553,472
December	3	11	71	62	27	395	686,204
	10	17	213	6	95	527	702,944
	17	4	59	26	43	687	780,339
	24	9	54	11	28	644	937,563
	31	2	44	5	44	120	989,556
January	7	2	10	5	5	122	333,897

*Sales for the paperback and hardcover editions are combined.



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*Sales for the paperback and hardcover editions are combined.

Shortlist announcement (Oct. 4, 2017):

The Marrow Thieves experienced the highest sales increase following the shortlist announcement, of 117%, followed by *The Way Back Home* with a 50% increase. *The Marrow Thieves* was the only shortlisted title that experienced an increase of sales the week immediately following the announcement (covering the following four days), although most of the other titles experienced an increase of sales in the second week after the announcement.

Winner announcement (Nov. 1, 2017):

Those Who Run in the Sky experienced an increase of 22% in sales following the winner announcement and *Hit the Ground Running* experienced a 20% increase. *The Marrow Thieves* experienced the highest increase of sales, 40%, along with the highest number of units sold in this 18-week period. The two weeks preceding Christmas are where sales peaked for most of the titles.

Volume Sold

Title	10-Sep	17-Sep	24-Sep	01-Oct	08-Oct	15-Oct	22-Oct	29-Oct	05-Nov	12-Nov	19-Nov	26-Nov	03-Dec	10-Dec	17-Dec	24-Dec	31-Dec	07-Jan
<i>Those Who Run in the Sky</i>	1	3	4	10	3	6	14	12	22	13	17	58	11	17	4	9	2	2
<i>The Way Back Home</i>	3	5	5	12	7	11	87	1032	155	406	285	206	71	213	59	54	44	10
<i>Hit the Ground Running</i>	10	13	13	16	16	10	10	20	11	16	17	12	62	6	26	11	5	5
<i>Everything Beautiful is Not Ruined</i>	8	14	2	8	7	6	32	511	73	172	101	54	27	95	43	28	44	5
<i>The Marrow Thieves</i>	12	28	33	73	145	97	133	597	281	386	276	230	395	527	687	644	120	122

On Hand

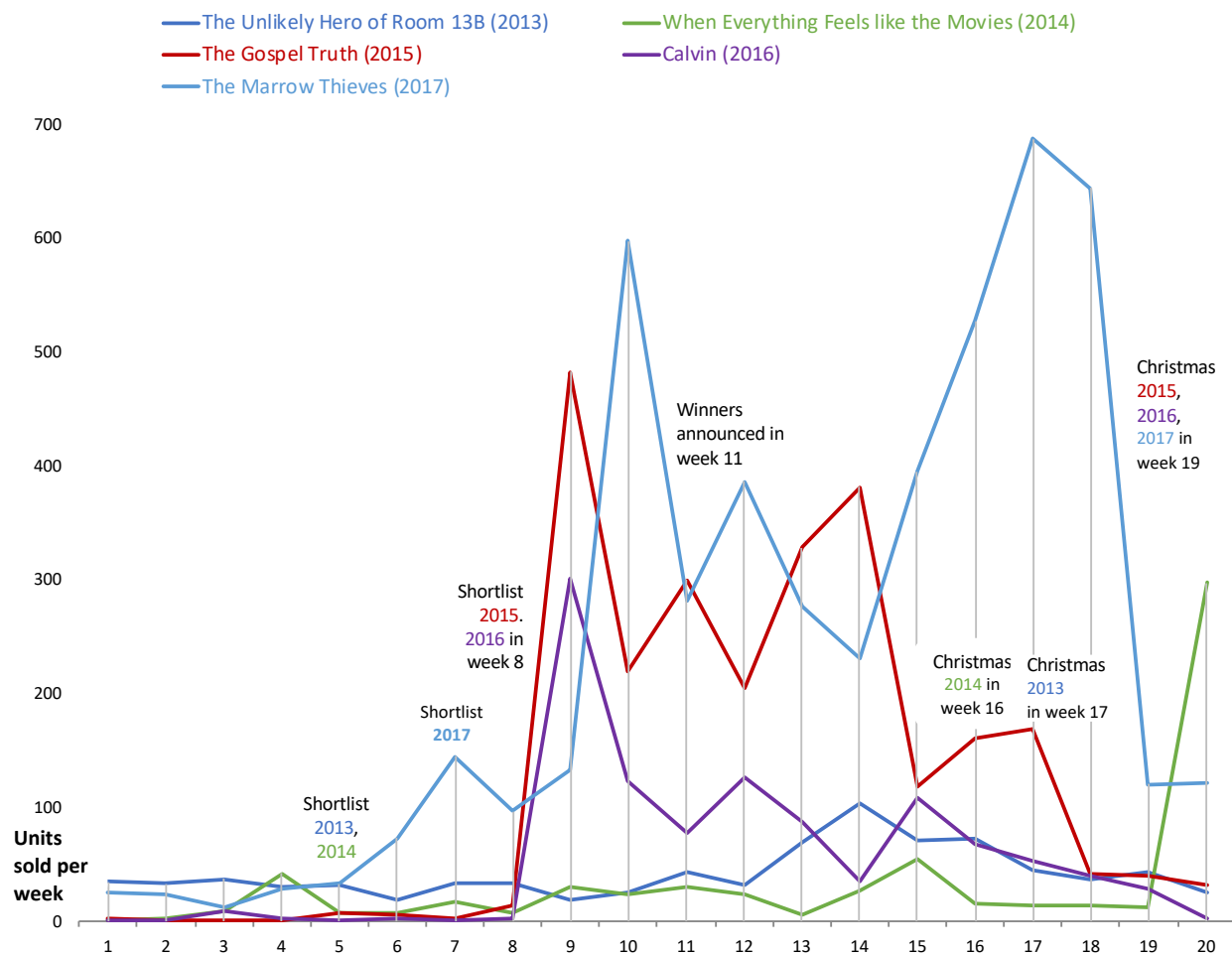
Title	10-Sep	17-Sep	24-Sep	01-Oct	08-Oct	15-Oct	22-Oct	29-Oct	05-Nov	12-Nov	19-Nov	26-Nov	03-Dec	10-Dec	17-Dec	24-Dec	31-Dec	07-Jan
<i>Those Who Run in the Sky</i>	52	63	61	71	71	92	108	121	136	149	147	137	151	147	151	143	124	128
<i>The Way Back Home</i>	339	297	278	266	2267	2261	2228	1270	1182	832	646	520	859	703	743	690	285	289
<i>Hit the Ground Running</i>	238	242	245	234	230	249	263	320	327	330	336	316	315	330	332	346	323	325
<i>Everything Beautiful is Not Ruined</i>	349	335	333	1099	1091	1111	1105	625	605	471	412	464	635	592	572	551	416	425
<i>The Marrow Thieves</i>	900	770	723	673	1308	1263	1393	1067	977	962	936	954	1607	1468	1316	1018	856	687

Winner Comparison by Volume Sold – 2013 to 2017

Winners

- 2017: *The Marrow Thieves* by Cherie Dimaline, Cormorant Books, TP 9781770864863, \$14.95
- 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

	Shortlist announced	Winner announced	Christmas		
					
	2013	2014	2015	2016	2017
1	35	0	2	1	26
2	33	3	1	0	23
3	37	9	1	9	12
4	30	42	0	2	28
5	31	8	7	1	33
6	19	8	6	2	73
7	34	17	2	1	145
8	33	7	14	3	97
9	19	30	482	301	133
10	25	23	219	123	597
11	43	30	300	77	281
12	31	24	205	127	386
13	69	5	328	88	276
14	104	27	381	35	230
15	71	55	119	109	395
16	72	16	161	68	527
17	45	14	168	53	687
18	37	13	42	40	644
19	43	12	40	29	120



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

Organized by Canada Council for the Arts
Nominations announced: Oct. 4, 2017
Winners announced: Nov. 1, 2017



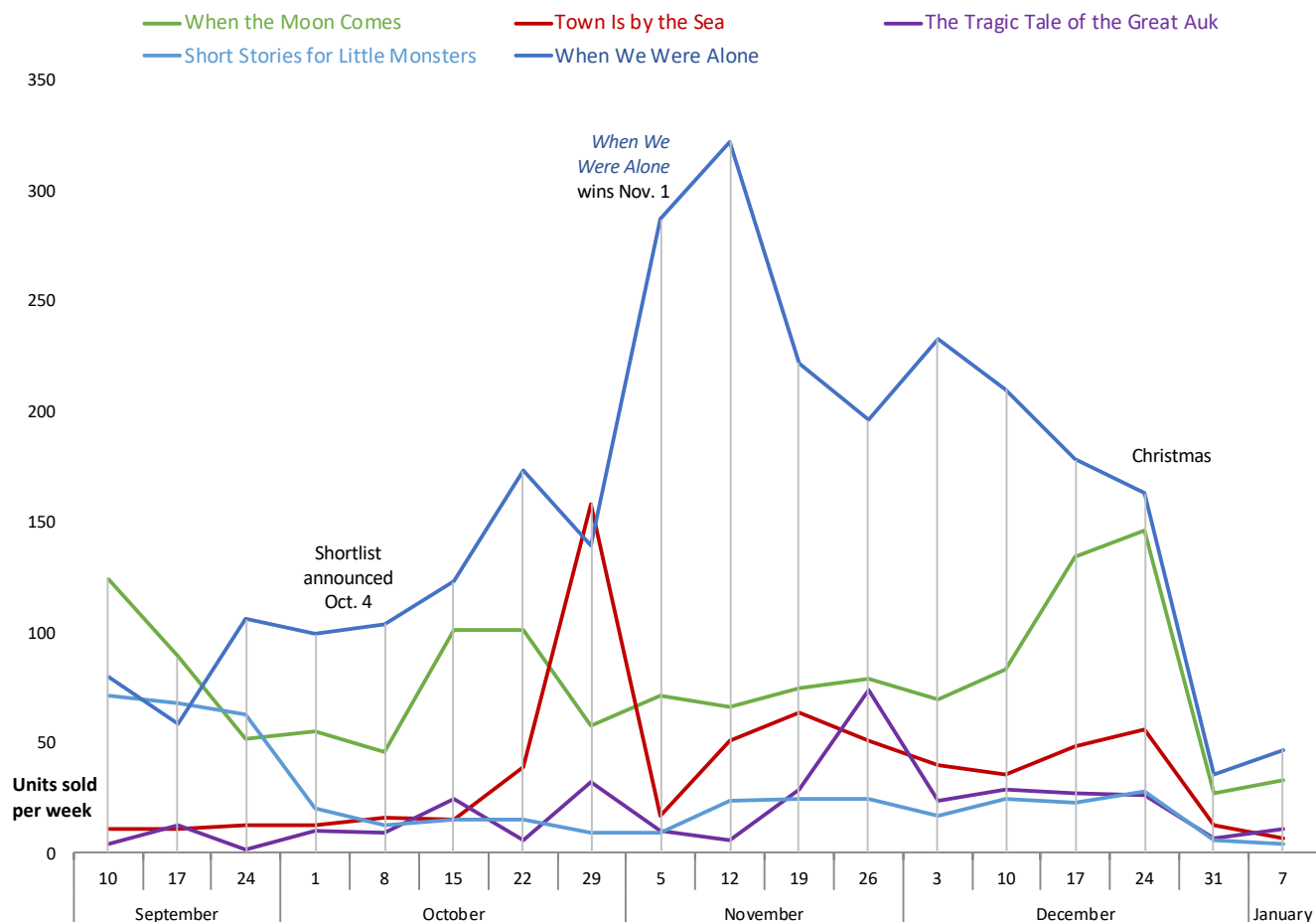
2017 Winner

- *When We Were Alone* by David Alexander Robertson and Julie Flett, Portage & Main Press, HT 9781553796732, \$18.95

2017 Nominees

- *When the Moon Comes* by Paul Harbridge and Matt James, Tundra Books, HT 9781101917770, \$21.99
- *Town Is by the Sea* by Joanne Schwartz and Sydney Smith, Groundwood Books, HT 9781554988716, \$21.95
- *The Tragic Tale of the Great Auk* by Jan Thornhill, Groundwood Books, HT 9781554988655, \$21.95
- *Short Stories for Little Monsters* by Marie-Louise Gay, Groundwood Books, HT 9781554988969, \$19.95

							Shortlist announced Winner announced Christmas	
							    	
							2017-2018 Market	
							Juvenile	
September	10	124	11	4	71	80		298,050
	17	89	11	13	68	59		316,563
	24	52	13	2	63	106		360,994
October	1	55	13	10	20	99		377,180
	8	46	16	9	13	104		353,902
	15	101	15	25	15	123		323,747
	22	101	39	6	15	173		374,333
	29	58	158	32	9	139		407,841
November	5	71	17	10	9	287		385,328
	12	66	51	6	24	322		462,418
	19	75	64	29	25	222		513,748
	26	79	51	74	25	196		637,368
December	3	70	40	24	17	233		650,909
	10	83	36	29	25	210		727,541
	17	134	48	27	23	178		876,035
	24	146	56	26	28	163		919,609
	31	27	13	7	6	36		280,102
January	7	33	7	11	4	47		243,309



Shortlist announcement (Oct. 4, 2017):

With the exception of *Town Is by the Sea*, all the other shortlisted titles experienced an increase in sales following the shortlist announcement. *The Tragic Tale of the Great Auk* experienced the largest sales increase of 200%.

Winner announcement (Nov. 1, 2017):

Most nominated titles experienced an increase after the winner announcement, with the exception of *Town Is by the Sea*, which experienced a peak in unit sales the week before the winner announcement and a sales decrease of -27% after the winner announcement. The winning title *When We Were Alone* had consistently high sales, doubling the week of the winner announcement and peaking the following week with a 115% sales increase, remaining high until Christmas.

Volume Sold

Title	10-Sep	17-Sep	24-Sep	01-Oct	08-Oct	15-Oct	22-Oct	29-Oct	05-Nov	12-Nov	19-Nov	26-Nov	03-Dec	10-Dec	17-Dec	24-Dec	31-Dec	07-Jan
<i>When We Were Alone</i>	80	59	106	99	104	123	173	139	287	322	222	196	233	210	178	163	36	47
<i>Short Stories for Little Monsters</i>	71	68	63	20	13	15	15	9	9	24	25	25	17	25	23	28	6	4
<i>The Tragic Tale of the Great Auk</i>	4	13	2	10	9	25	6	32	10	6	29	74	24	29	27	26	7	11
<i>Town Is by the Sea</i>	11	11	13	13	16	15	39	158	17	51	64	51	40	36	48	56	13	7
<i>When the Moon Comes</i>	124	89	52	55	46	101	101	58	71	66	75	79	70	83	134	146	27	33

On Hand

Title	10-Sep	17-Sep	24-Sep	01-Oct	08-Oct	15-Oct	22-Oct	29-Oct	05-Nov	12-Nov	19-Nov	26-Nov	03-Dec	10-Dec	17-Dec	24-Dec	31-Dec	07-Jan
<i>When We Were Alone</i>	92	84	64	150	363	447	460	488	469	665	879	857	784	845	794	755	722	755
<i>Short Stories for Little Monsters</i>	602	595	590	562	551	542	731	822	834	831	804	784	778	761	747	718	706	710
<i>The Tragic Tale of the Great Auk</i>	60	51	51	52	83	106	144	147	147	368	454	462	455	466	457	444	441	436
<i>Town Is by the Sea</i>	681	655	655	758	727	714	935	875	939	879	850	937	1150	1212	1186	1152	1100	1232
<i>When the Moon Comes</i>	93	590	668	706	955	1013	1098	1088	1111	1061	1070	1004	940	851	748	606	548	539

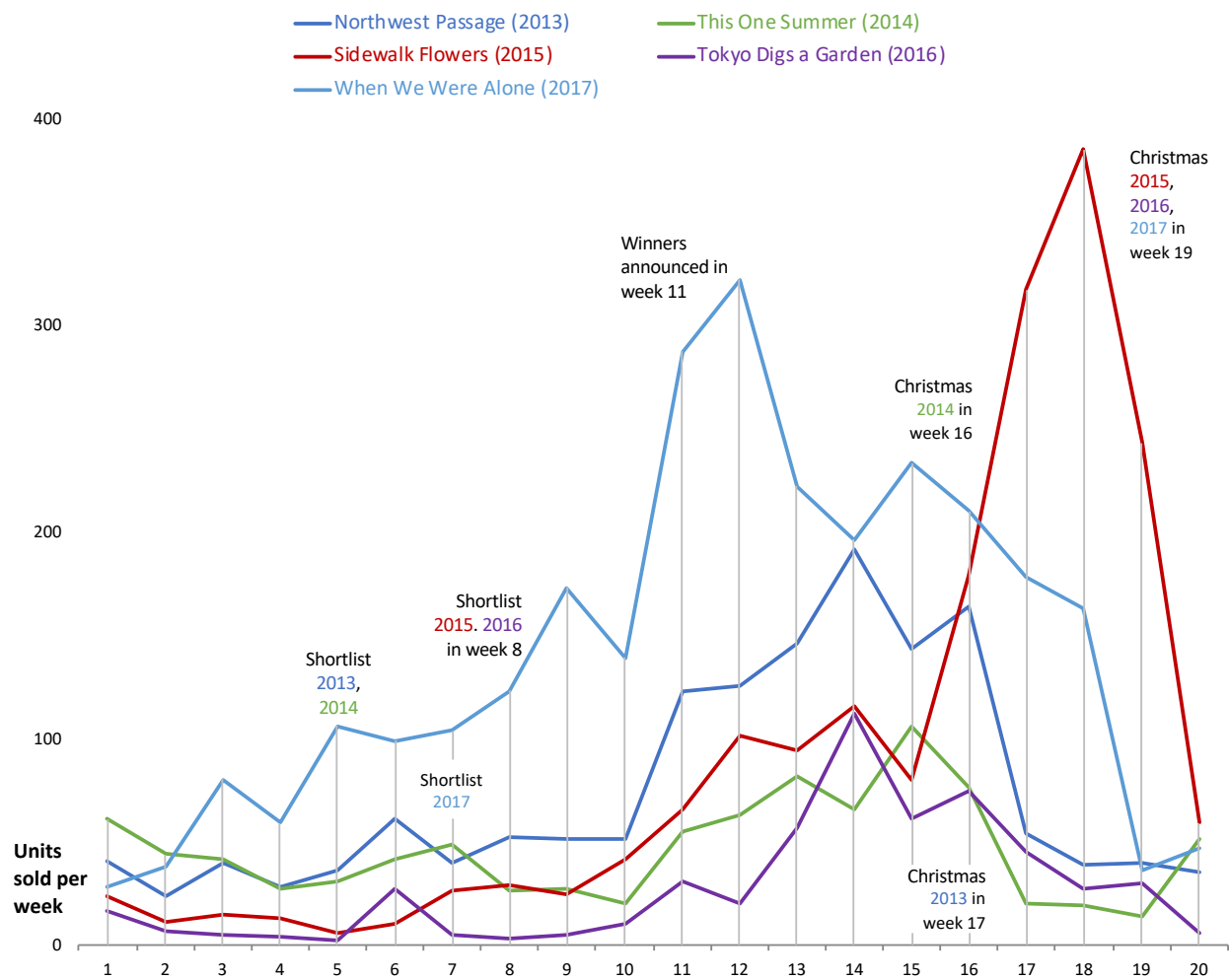
Winner Comparison by Volume Sold – 2013 to 2017

Winners

- **2017:** *When We Were Alone* by David Alexander Robertson and Julie Flett, Portage & Main Press, HT 9781553796732, \$18.95
- **2016:** *Tokyo Digs a Garden* by Jon-Erik Lappano & 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

	2013	2014	2015	2016	2017
1	41	61	24	17	28
2	24	44	11	7	38
3	40	42	15	5	80
4	28	27	13	4	59
5	36	31	6	2	106
6	61	42	10	27	99
7	40	49	26	5	104
8	52	26	29	3	123
9	51	27	25	5	173
10	51	20	42	10	139
11	123	55	66	31	287
12	125	63	101	20	322
13	146	82	94	57	222
14	191	66	116	112	196
15	143	106	80	61	233
16	164	76	179	75	210
17	54	20	317	45	178
18	39	19	385	27	163
19	40	14	243	30	36
20	35	51	59	6	47





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

Organized by Canada Council for the Arts
Nominations announced: Oct. 4, 2017
Winner announced: Nov. 1, 2017



2017 Winner

- *Readopolis* by Bertand Laverdure (translated by Oana Avasilichioaei), Book*hug, TP 9781771662987, \$20.00

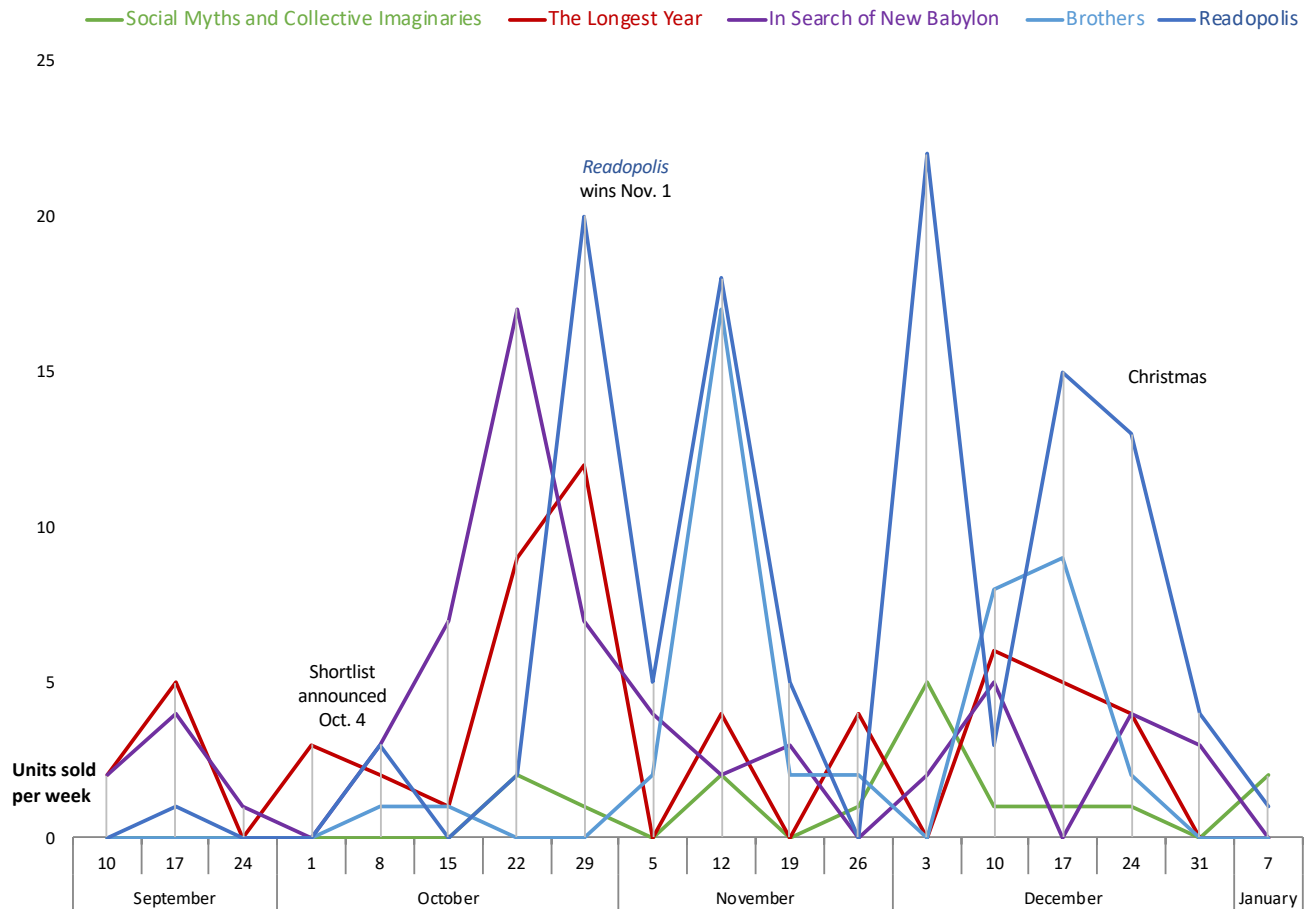
2017 Nominees

- *Social Myths and Collective Imaginaries* by Gerard Bouchar (translated by Howard Scott), University of Toronto Press, TP 9781442629073, \$24.95
- *The Longest Year* by Daniel Grenier (translated by Pablo Strauss), House of Anansi Press, TP 9781487001537, \$22.95
- *In Search of New Babylon* by Dominique Scali (translated by W. Donald Wilson), Talonbooks, TP 9781772011241, \$16.95
- *Brothers* by David Clerson (translated by Katia Grubisic), Baraka Books, TP 9781771860864, \$19.95

		■ Shortlist announced ■ Winner announced ■ Christmas						2017-2018 Market	
								Fiction	Non-Fiction
		<i>Social Myths and Collective Imaginaries</i>	<i>The Longest Year</i>	<i>In Search of New Babylon</i>	<i>Brothers</i>	<i>Readopolis</i>			
September	10	0	2	2	0	0		258,100	297,859
	17	0	5	4	0	1		273,413	321,747
	24	0	0	1	0	0		266,964	312,155
October	1	0	3	0	0	0		291,736	318,864
	8	0	2	3	1	3		286,055	314,956
	15	0	1	7	1	0		244,897	289,018
	22	2	9	17	0	2		249,668	332,742
November	29	1	12	7	0	20		253,616	344,680
	5	0	0	4	2	5		272,165	347,744
	12	2	4	2	17	18		264,804	361,787
	19	0	0	3	2	5		269,935	405,056
	26	1	4	0	2	0		308,600	517,493
December	3	5	0	2	0	22		344,422	565,510
	10	1	6	5	8	3		386,581	657,629
	17	1	5	0	9	15		444,153	801,909
	24	1	4	4	2	13		570,090	1,024,478
	31	0	0	3	0	4		279,557	424,443
January	7	2	0	0	0	1		216,868	344,193



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Shortlist announcement (Oct. 4, 2017):

Following the shortlist announcement, only *In Search of Babylon* experienced a sales increase, of 320%, which continued a week later and is where the title peaked in units sold during the 18-week period. None of the other titles experienced a sales increase.

Winner announcement (Nov. 1, 2017):

Traditionally, the volume sold for nominees in the Translation Award category is on a smaller scale than the other award categories; only two of the five nominated titles benefited positively from the winner announcement. The winning title, *Readopolis*, and *Brothers* each experienced a sales increase, of 145% and 5000% in units sold, respectively. Sales for the other titles were minimal and either doubled or quadrupled in the number of units sold. *Readopolis* sold the most units in the 18-week period, followed by *In Search of Babylon*. Sales were sporadic for all titles.

Volume Sold

Title	10-Sep	17-Sep	24-Sep	01-Oct	08-Oct	15-Oct	22-Oct	29-Oct	05-Nov	12-Nov	19-Nov	26-Nov	03-Dec	10-Dec	17-Dec	24-Dec	31-Dec	07-Jan
<i>Social Myths and Collective Imaginaries</i>	0	0	0	0	0	0	2	1	0	2	0	1	5	1	1	1	0	2
<i>The Longest Year</i>	2	5	0	3	2	1	9	12	0	4	0	4	0	6	5	4	0	0
<i>In Search of New Babylon</i>	2	4	1	0	3	7	17	7	4	2	3	0	2	5	0	4	3	0
<i>Brothers</i>	0	0	0	0	1	1	0	0	2	17	2	2	0	8	9	2	0	0
<i>Readopolis</i>	0	1	0	0	3	0	2	20	5	18	5	0	22	3	15	13	4	1

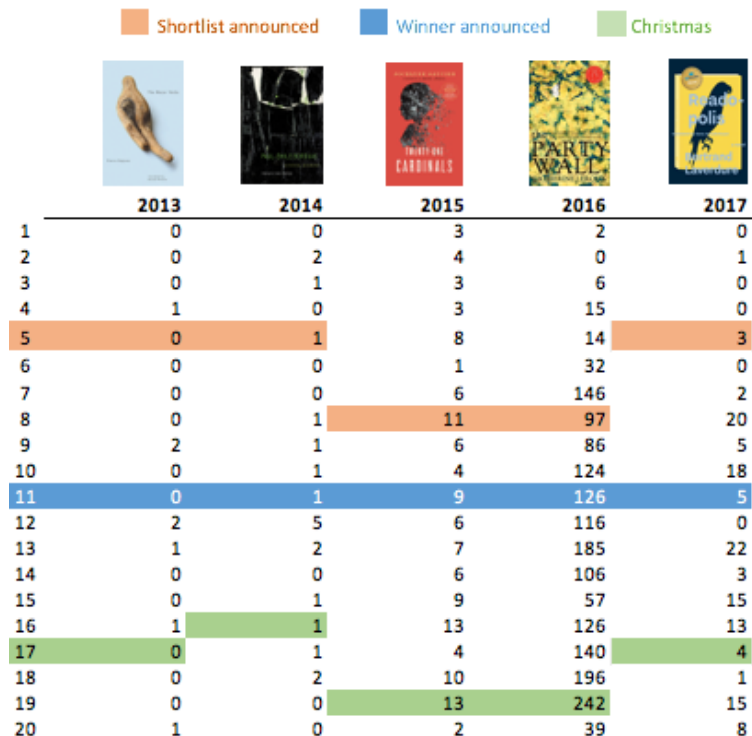
On Hand

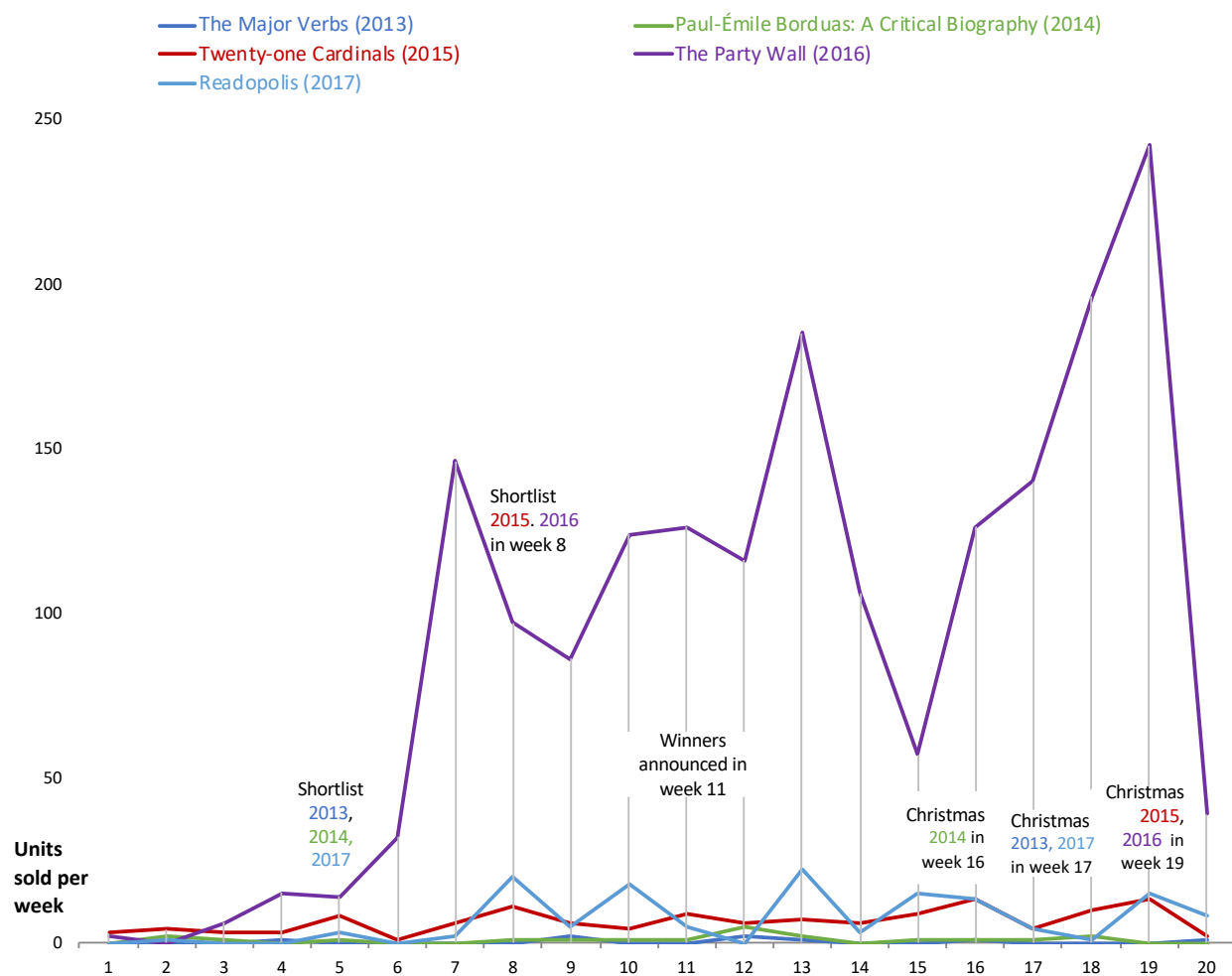
Title	10-Sep	17-Sep	24-Sep	01-Oct	08-Oct	15-Oct	22-Oct	29-Oct	05-Nov	12-Nov	19-Nov	26-Nov	03-Dec	10-Dec	17-Dec	24-Dec	31-Dec	07-Jan
<i>Social Myths and Collective Imaginaries</i>	19	20	21	22	22	27	32	32	32	32	33	37	37	34	34	33	33	33
<i>The Longest Year</i>	331	298	287	259	243	241	238	219	215	219	215	218	216	213	209	203	203	228
<i>In Search of New Babylon</i>	112	108	94	85	97	106	100	100	100	102	100	100	99	98	99	97	94	94
<i>Brothers</i>	22	22	22	22	22	22	30	32	22	22	26	29	37	37	37	35	35	35
<i>Readopolis</i>	88	87	87	88	88	95	102	101	107	105	108	108	111	125	178	175	171	188

Winner Comparison by Volume Sold – 2013 to 2017

Winners

- **2017:** *Readopolis* by Bertrand Laverdure (translated by Oana Avasilichioaei), Book*hug, TP 9781771662987, \$20.00
- **2016:** *The Party Wall* by Catherine Leroux (translated by Lazer Lederhendler), Biblioasis, TP 9781771960762, \$19.95
- **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





Conclusion

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, usually has a positive impact on sales.
- Format does not seem to have an impact on sales volumes, especially if the title is popular and has been nominated for multiple awards. Most of the nominated titles were in trade paperback, with a mix of trade paperback and hardcover trade for the fiction award and with the exception of all hardcover trade titles nominated for the non-fiction award.
- The Governor General's Literary Awards positively affect book sales by generating publicity that influences consumer behaviour. Publishers can use the GG Awards as a powerful marketing tool, demonstrated by the fact that many finalists are also nominated for other awards and go on to be finalists for 'best of' lists later in the year.