



A RESEARCH REPORT BY BOOKNET CANADA

BNC RESEARCH 10.2014

The Governor General's Literary Awards:

Congratulations nominees!

What happens now?

What if you win?



**BOOKNET
CANADA**

PREPARED BY BNC STAFF

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SUMMARY

Based on BNC's research, the Governor General's Literary Awards continue to have an impact on book sales in Canada. To help nominees with stock and demand planning, we've assembled a detailed breakdown of last year's nominees and winners, as well as a comparison in sales and stock position between the 2005–2013 winners.

APPROACH

The titles shortlisted for the 2013 Governor General's Literary Awards have been compared by volume sold and by on-hand information. The comparison by volume sold helps to understand consumer behavior, and the on-hand data serves to illuminate peculiar sales figures (perhaps a winning title sold a low number of copies, but on-hand numbers were zero).

We then compare the winners from each year between 2005 and 2013, to show how the impact of the award has changed over time. The volume sold comparison sheds some light into how the award is reaching readers and on-hand comparisons show stock availability.

NOTE: All dates used in the graphs represent week-ending dates.

CAVEATS

Based on publisher feedback, we estimate that BNC SalesData represents 85% of book industry sales. 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 many major independent bookstores, but does not include many smaller ones, any of which could be actively promoting an award winner. It also does not capture many specialty independent bookstores (children's books, science-fiction, etc.) 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.
 - BookNet Canada tracks English sales and only reports on English titles nominated
 - 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.
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TABLE OF CONTENTS

Introduction.....	5
Fiction 2013	6
Fiction Winner Comparison 2005–2013	9
Nonfiction 2013	11
Nonfiction Winner Comparison 2005–2013	14
Poetry 2013	16
Poetry Winner Comparison 2005–2013	18
Drama 2013	19
Drama Winner Comparison 2005–2013	21
Children's Text 2013.....	22
Children's Text Winner Comparison 2005–2013	25
Children's Illustration 2013	27
Children's Illustration Winner Comparison 2005–2013	30
Translation 2013	32
Translation Winner Comparison 2005–2013	35
Conclusion	36

INTRODUCTION

Being nominated for a literary award is an exciting time for a publisher, because with national recognition comes increased orders and sales. So what's the best way to stay on top of the game? Can you predict when your books are going to start flying off the shelves? Will you need to reprint? What happens if you win?

BNC Research's literary award studies help Canadian publishers avoid surprises during awards season. By looking at sales data from previous years, we can better predict potential sales and order spikes, giving you the data you need to ensure you have enough copies in the warehouse and on booksellers' shelves.

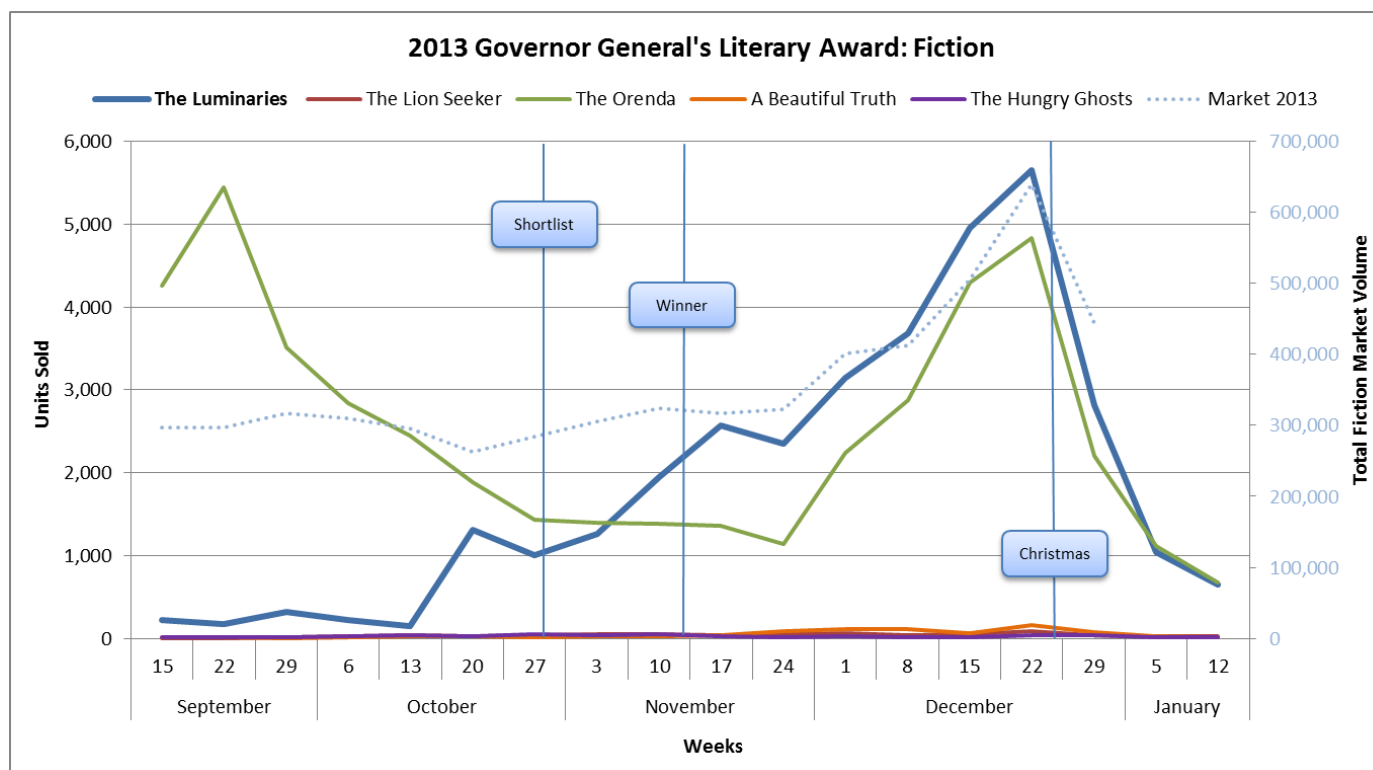
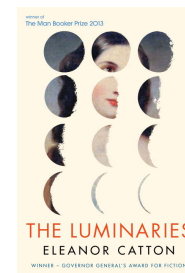
FICTION 2013

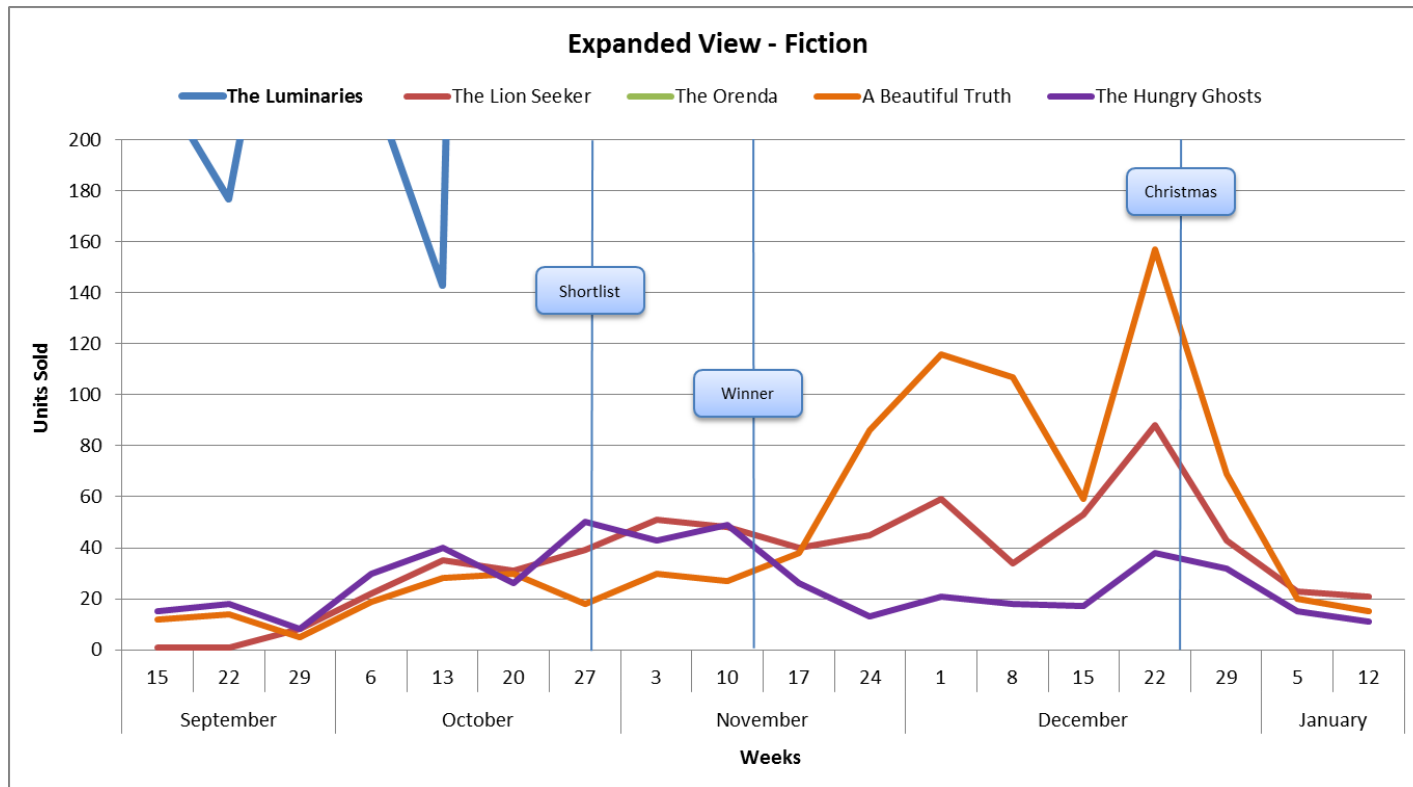
Winner

- *The Luminaries* by Eleanor Catton, McClelland & Stewart Ltd., 978-0771019104

Nominees

- *The Lion Seeker* by Kenneth Bonert, Knopf Canada, 978-0307362131
- *The Orenda* by Joseph Boyden, Hamish Hamilton Canada, 978-0670064182
- *A Beautiful Truth* by Colin McAdam, Hamish Hamilton Canada, 978-0670066360
- *The Hungry Ghosts* by Shyam Selvadurai, Doubleday Canada, 978-0385670661





Sales of the winning title, *The Luminaries* by Eleanor Catton, increased by 156% between the week of the shortlist announcement and the week following the title's win. Meanwhile, the other nominated titles saw an average decrease of 11% during the same four-week span. *The Luminaries* also won the Mon Booker Prize for Fiction on October 15th; this explains the first spike in its sales during this study period. Colin McAdam's *A Beautiful Truth* won the RBC Writer's Trust Fiction Prize on November 20th which likely influenced its rise in sales that week. *The Orenda* by Joseph Boyden was longlisted for the 2013 Scotiabank Giller Prize and went on to win Canada Reads in March 2014.

Volume Sold

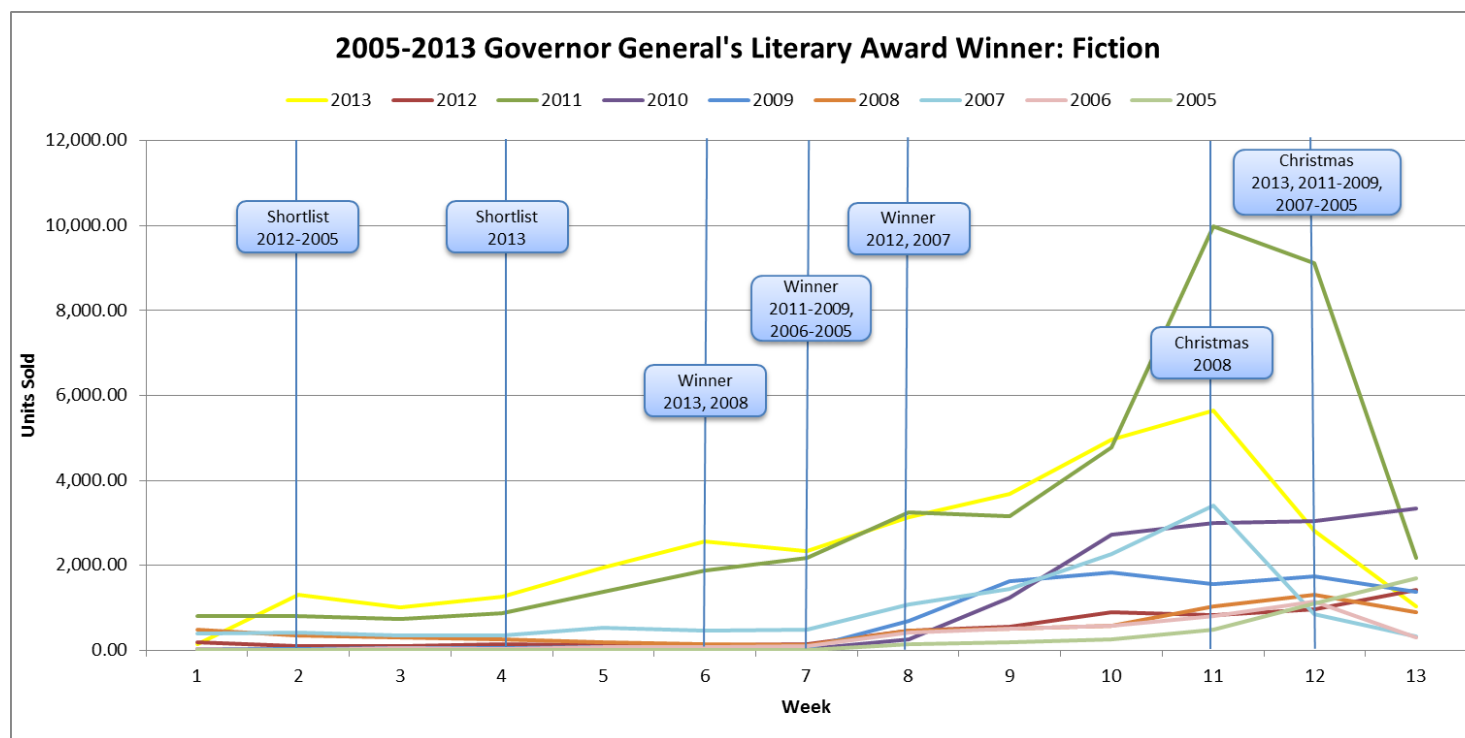
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The Luminaries	223	177	324	223	143	1,311	1,006	1,262	1,947	2,574	2,346	3,144	3,689	4,955	5,650	2,820	1,043	653
The Lion Seeker	1	1	8	22	35	31	39	51	48	40	45	59	34	53	88	43	23	21
The Orenda	4,253	5,440	3,509	2,845	2,445	1,889	1,429	1,400	1,381	1,358	1,138	2,239	2,878	4,293	4,831	2,208	1,116	680
A Beautiful Truth	12	14	5	19	28	30	18	30	27	38	86	116	107	59	157	69	20	15
The Hungry Ghosts	15	18	8	30	40	26	50	43	49	26	13	21	18	17	38	32	15	11

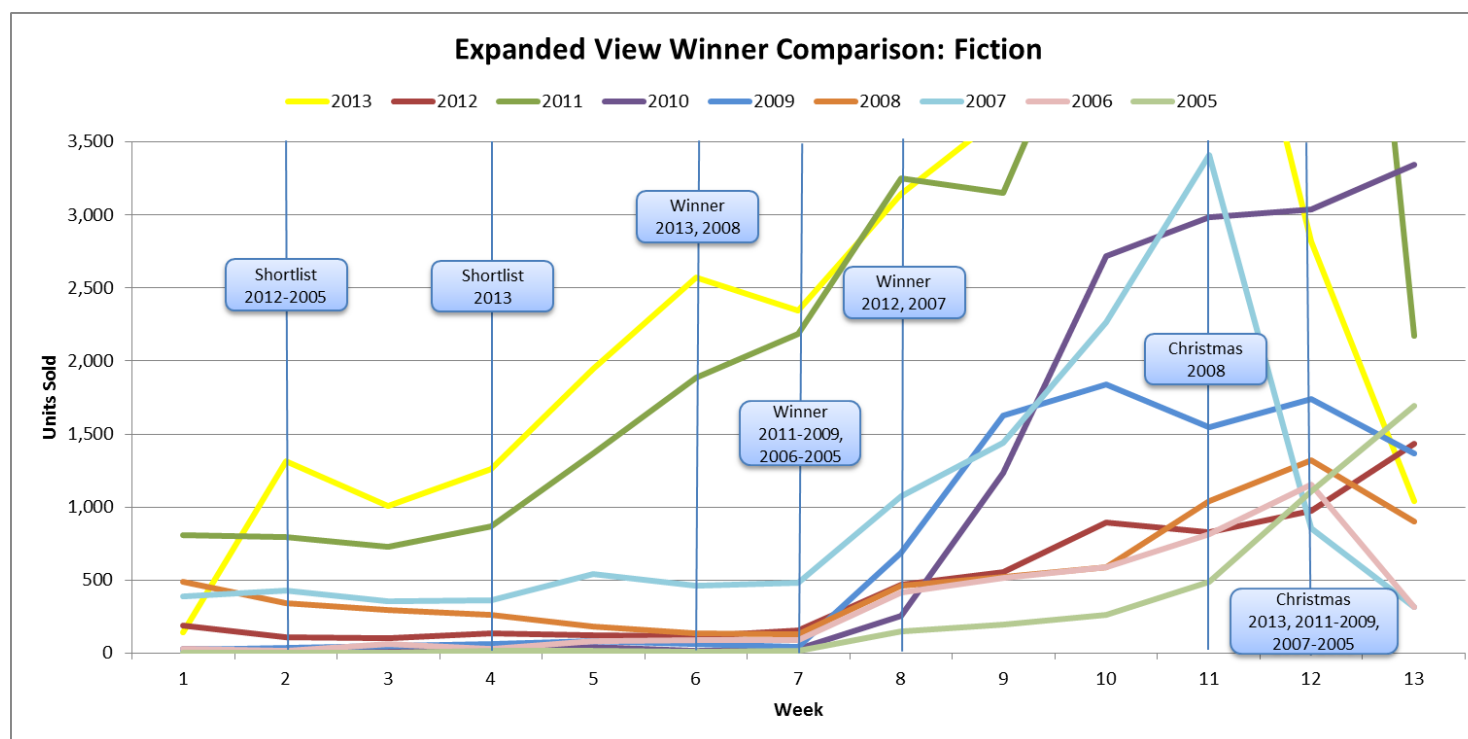
On Hand

Title	15-Sep	22-Sep	29-Sep	06-Oct	13-Oct	20-Oct	27-Oct	03-Nov	10-Nov	17-Nov	24-Nov	01-Dec	08-Dec	15-Dec	22-Dec	29-Dec	05-Jan	12-Jan
The Luminaries	2,140	2,841	2,948	2,920	2,772	1,423	1,215	9,034	11,655	12,625	15,252	14,184	20,473	18,526	14,645	11,750	10,854	7,922
The Lion Seeker	458	457	410	381	805	960	973	980	936	887	848	819	804	777	740	721	702	691
The Orenda	17,772	13,270	12,192	10,968	16,822	15,984	15,186	14,469	13,666	12,317	11,808	12,391	10,927	8,118	4,615	4,854	4,217	4,036
A Beautiful Truth	770	738	657	590	914	1,579	1,577	1,610	2,453	2,463	2,457	2,415	2,348	2,305	2,213	2,163	1,301	1,047
The Hungry Ghosts	1,067	1,047	911	818	1,191	1,279	1,261	1,254	2,726	2,690	2,660	2,646	2,633	2,624	2,581	2,540	2,070	919

FICTION WINNER COMPARISON 2005–2013

- **2013:** *The Luminaries* by Eleanor Catton, McClelland & Stewart Ltd., 978-0771019104
- **2012:** *The Purchase* by Linda Spalding, McClelland & Stewart Ltd., 978-0771079351
- **2011:** *The Sisters Brothers* by Patrick deWitt, House of Anansi Press, 978-0887842894 and 978-1770890329
- **2010:** *Cool Water* by Dianne Warren, HarperCollins Canada, 978-1554685585 & 978-1554685592
- **2009:** *The Mistress of Nothing* by Kate Pullinger, McArthur & Company, 978-1552787984
- **2008:** *The Origin of Species* by Nino Ricci, Doubleday Canada, 978-0385663601
- **2007:** *Divisadero* by Michael Ondaatje, McClelland & Stewart Ltd., 978-0771068720
- **2006:** *The Law of Dreams* by Peter Behrens, House of Anansi Press, 978-0887842078
- **2005:** *A Perfect Night to Go to China* by David Gilmour, Thomas Allen Publishers, 978-0887621673





2013: *The Luminaries* **2012:** *The Purchase* **2011:** *The Sisters Brothers* **2010:** *Cool Water* **2009:** *The Mistress of Nothing* **2008:** *The Origin of Species*
2007: *Divisadero* **2006:** *The Law of Dreams* **2005:** *A Perfect Night to Go to China*

Summary

The graph above exemplifies the effect on sales of winning the Governor General's Literary Award, especially leading up to the holiday season. Noticeably high sales peaks occur in both 2013 and 2011, this could be a reflection of the additional media attention that comes to titles nominated for multiple awards. In 2013 Catton's *The Luminaries* also won the Man Booker Prize and deWitt's *The Sister's Brothers* was nominated for the Scotiabank Giller Prize.

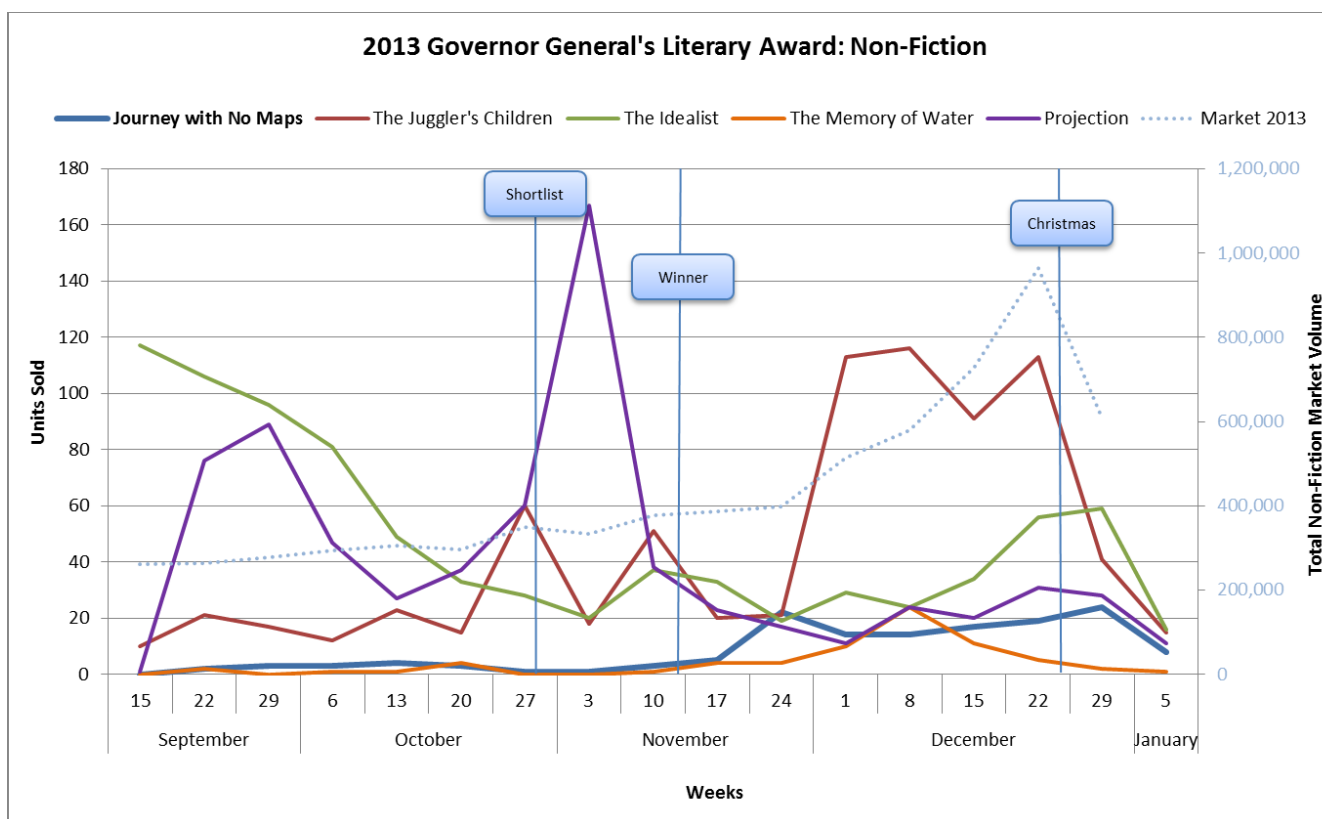
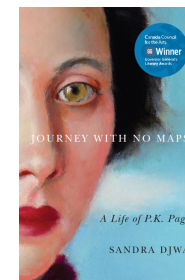
NON-FICTION 2013

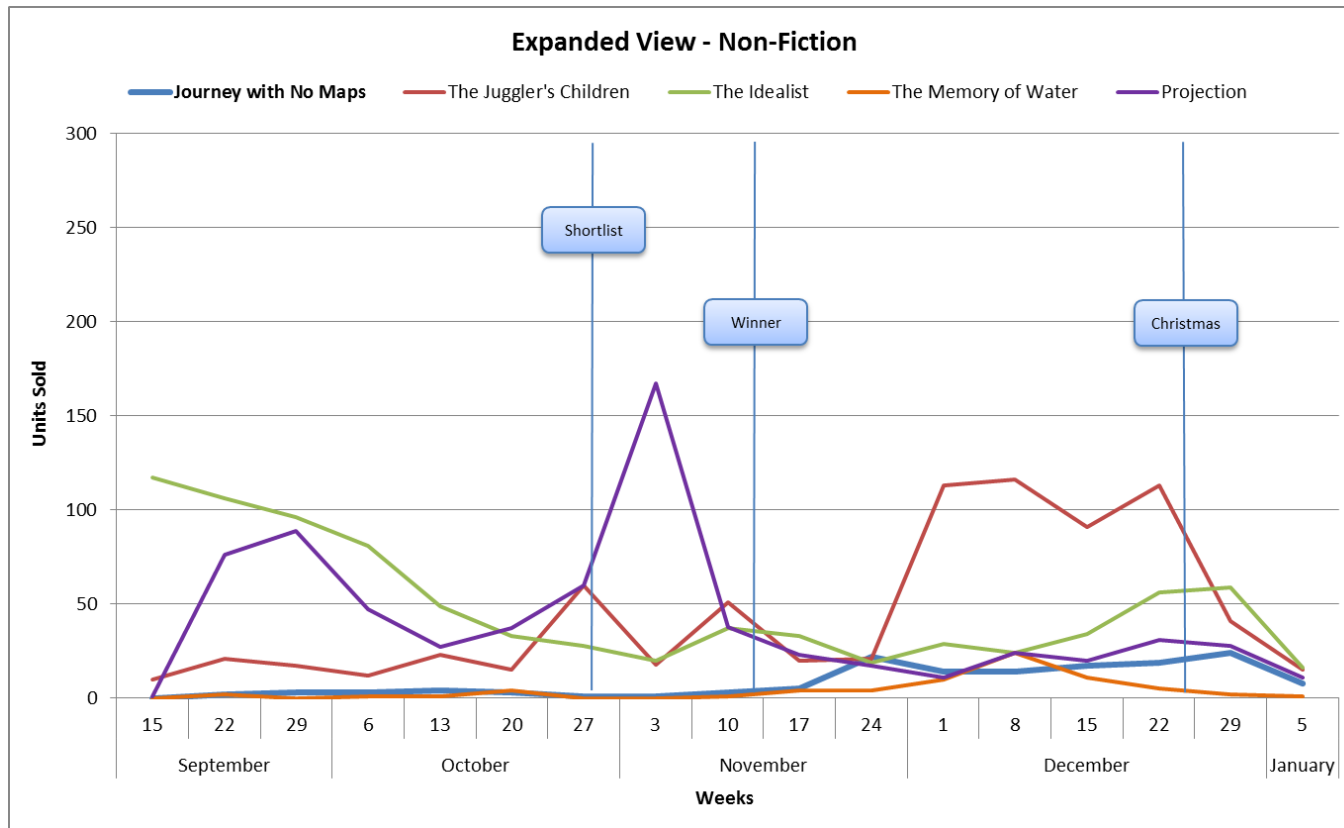
Winner

- *Journey with No Maps* by Sandra Djwa, McGill-Queen's University Press, 978-0773540613 & 978-0773541917

Nominees

- *The Juggler's Children* by Carolyn Abraham, Random House Canada, 978-0679314592
- *The Idealist: Jeffrey Sachs and the Quest to End Poverty* by Nina Munk, Signal Books, 978-0771062506
- *The Memory of Water* by Allen Smutylo, Wilfred Laurier University Press, 978-1554588428
- *Projection: Encounters with My Runaway Mother* by Priscilla Uppal, Dundurn Press, 978-1771022743





There is a dramatic bump in sales for a couple of the titles at the time of the shortlist announcement, and most of the titles experienced an increase in sales from just prior to the award announcement and through the holiday season. The winning title, *Journey With No Maps*, saw the expected jump in sales (340%) after winning the award, but it did not dominate the sales spotlight as units sold of *The Juggler's Children* jumped 371% the following week after. The latter title's nominations and surrounding publicity for the RBC Taylor Prize and the BC National Award for Canadian Non-Fiction may have resulting in the atypical sales spike.

Volume Sold

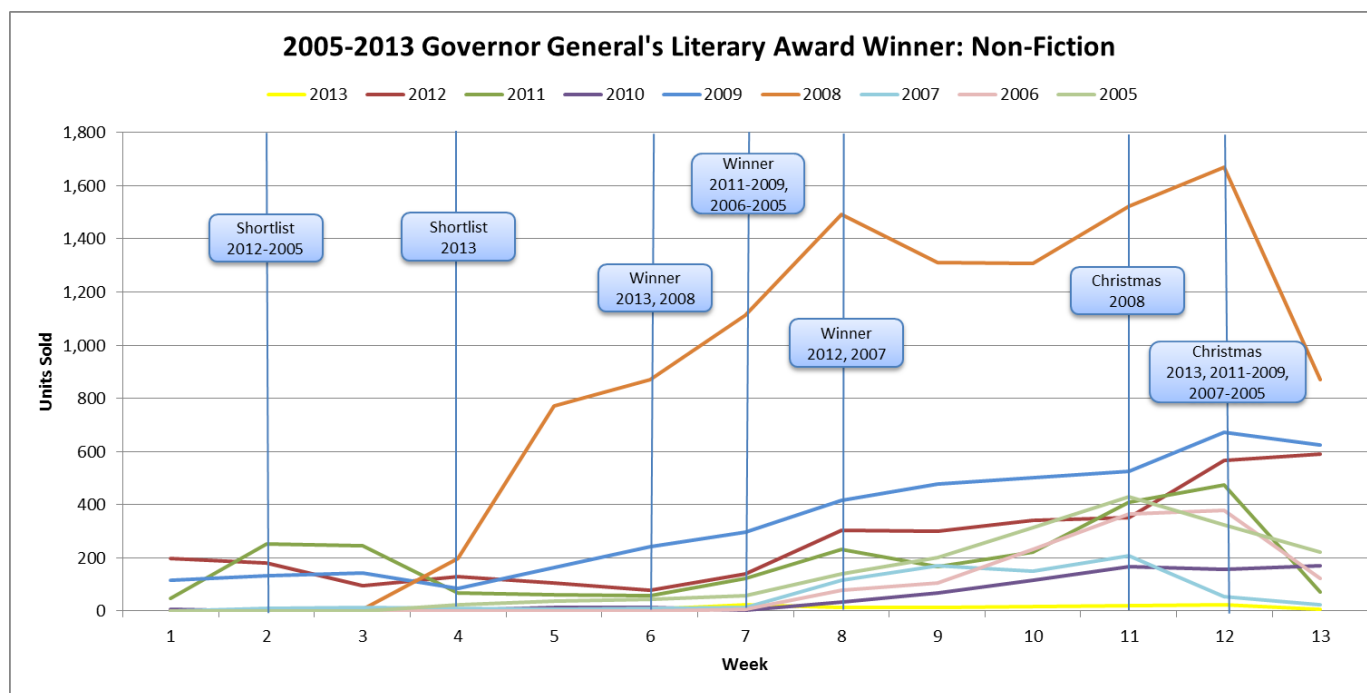
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Journey with No Maps	0	2	3	3	4	3	1	1	3	5	22	14	14	17	19	24	8	4
The Juggler's Children	10	21	17	12	23	15	60	18	51	20	21	113	116	91	113	41	15	4
The Idealist	117	106	96	81	49	33	28	20	37	33	19	29	24	34	56	59	16	10
The Memory of Water	0	2	0	1	1	4	0	0	1	4	4	10	24	11	5	2	1	3
Projection	1	76	89	47	27	37	60	167	38	23	17	11	24	20	31	28	11	11

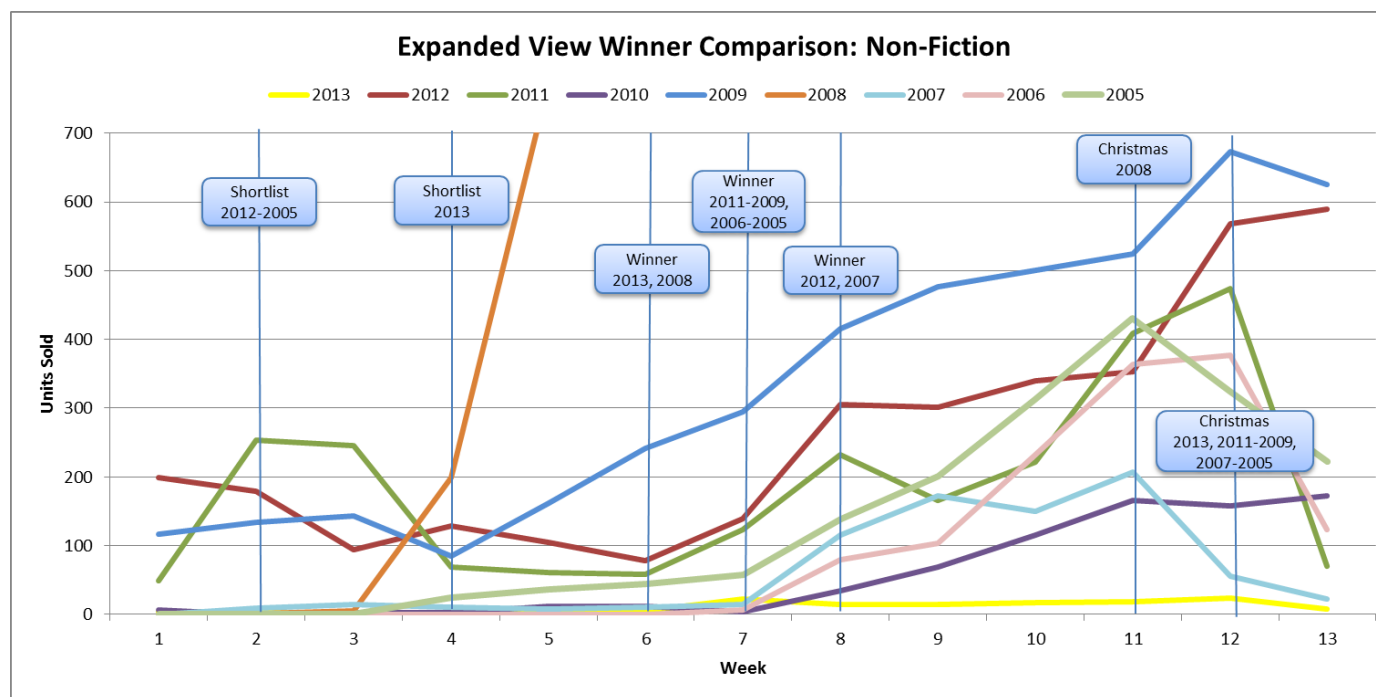
On Hand

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Journey with No Maps	149	147	179	209	266	295	299	297	292	548	811	861	836	841	846	822	798	773
The Juggler's Children	1,029	982	841	959	892	902	872	862	853	793	798	707	640	674	596	548	529	538
The Idealist	1,071	1037	1,001	963	940	977	966	1,156	1,138	1,133	1,135	1,113	1,072	1,058	1,017	933	919	870
The Memory of Water	9	10	10	11	35	43	43	49	59	55	56	54	57	53	49	48	43	43
Projection	464	688	680	738	727	732	855	831	817	796	796	791	789	780	773	743	739	717

NONFICTION WINNER COMPARISON 2005–2013

- **2013:** *Journey with No Maps: A Life of P.K. Page* by Sandra Djwa, McGill-Queen's University Press, 978-0773540613 & 978-0773541917
- **2012:** *Leonardo and the Last Supper* by Ross King, Doubleday Canada, 978-0385666084 & 978-0385666091
- **2011:** *Mordecai: The Life & Times* by Charles Foran, Alfred A. Knopf Inc., 978-0676979633 & 978-0676979657
- **2010:** *Lakeland: Journeys into the Soul of Canada* by Allan Casey, D&M Publishers Incorporated, 978-1553653080
- **2009:** *A Place Within: Rediscovering India* by M. G. Vassanji, Doubleday Canada, 978-0385661782 & 978-0385661799
- **2008:** *Fifteen Days: Stories of Bravery, Friendship, Life and Death from Inside the New Canadian Army* by Christie Blatchford, Doubleday Canada, 978-0385664660
- **2007:** *I've Got a Home in Glory Land: The Lost Tale of the Underground Railroad* by Karolyn Smardz Frost, Thomas Allen Publishers, 9780887622502
- **2006:** *The Judgment of Paris: The Revolutionary Decade That Gave the World Impressionism* by Ross King, Doubleday Canada, 978-0385661034
- **2005:** *The Golden Spruce: A Story of Myth, Madness and Greed* by John Vaillant, Knopf Canada, 978-0676976458





2013 *Journey with No Maps: A Life of P. K. Page* **2012**: *Leonardo and the Last Supper* **2011**: *Mordecai: The Life & Times* **2010**: *Lakeland: Journeys into the Soul of Canada*
2009: *A Place Within: Rediscovering India* **2008**: *Fifteen Days: Stories of Bravery, Friendship, Life and Death from Inside the New Canadian Army*
2007: *I've Got a Home in Glory Land: The Lost Tale of the Underground Railroad* **2006**: *The Judgment of Paris: The Revolutionary Decade That Gave the World Impressionism*
2005: *The Golden Spruce: A Story of Myth, Madness and Greed*

Summary

Sales in 2013 were much lower than previous years. 2008 was an unusual year for the non-fiction award, with Christie Blatchford's *Fifteen Days* posting sales well above the norm for this award. This increase may be attributed to the release of the lower-priced trade paperback edition in October 2008, coupled with a review in *The Globe and Mail* just after the shortlist was announced.

Generally, the impact of the award has remained consistent, with a sales increase after the winner is announced and a steady climb towards the Christmas spike.

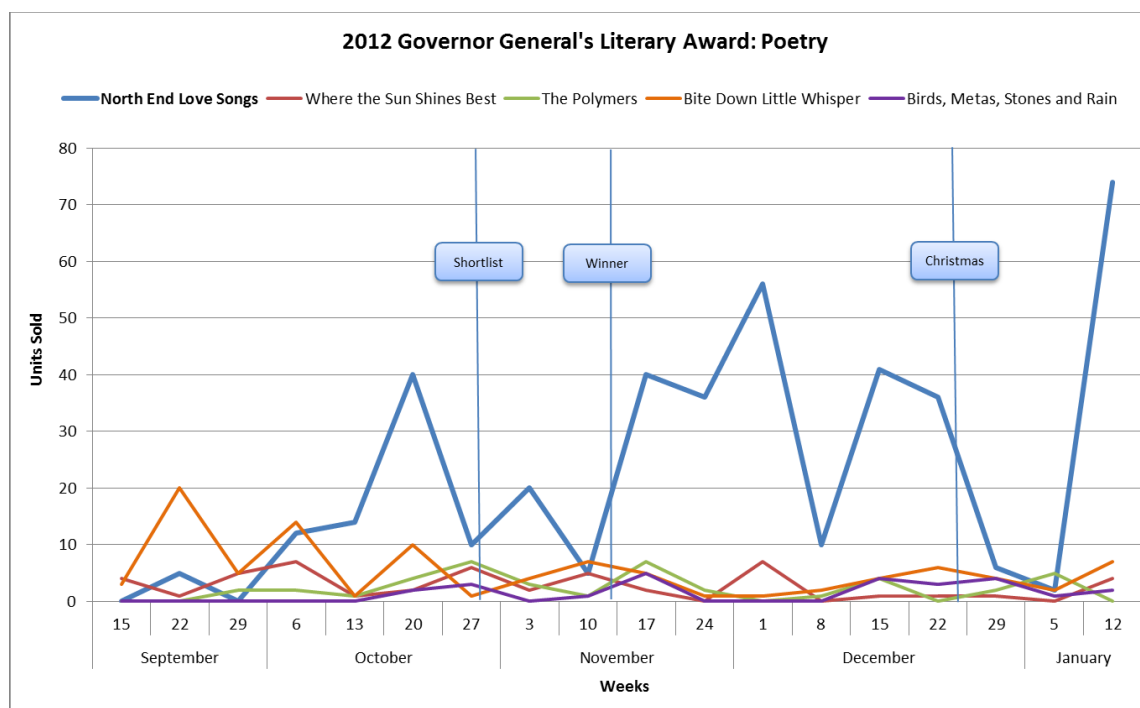
POETRY 2013

Winner

- *North End Love Songs* by Katherine Vermette, The Muses' Company, 978-1897289761

Nominees

- *Where the Sun Shines Best* by Austin Clarke, Guernica Editions, 978-1550716931
- *The Polymers* by Adam Dickinson, House of Anansi Press, 978-1770892170
- *Bite Down Little Whisper* by Don Domanski, Brick Books, 978-1926829869
- *Birds, Metas, Stones and Rain* by Russell Thornton, Harbour Publishing, 978-1550176018



Sales for the finalists for the 2012 Governor General's Literary Award for Poetry were sporadic throughout the study period. The winning title, Katherine Vermette's *North End Love Songs*, was the only one to report increased sales above ten units, with a spike in sales after the award announcement that continued through the holidays.

Volume Sold

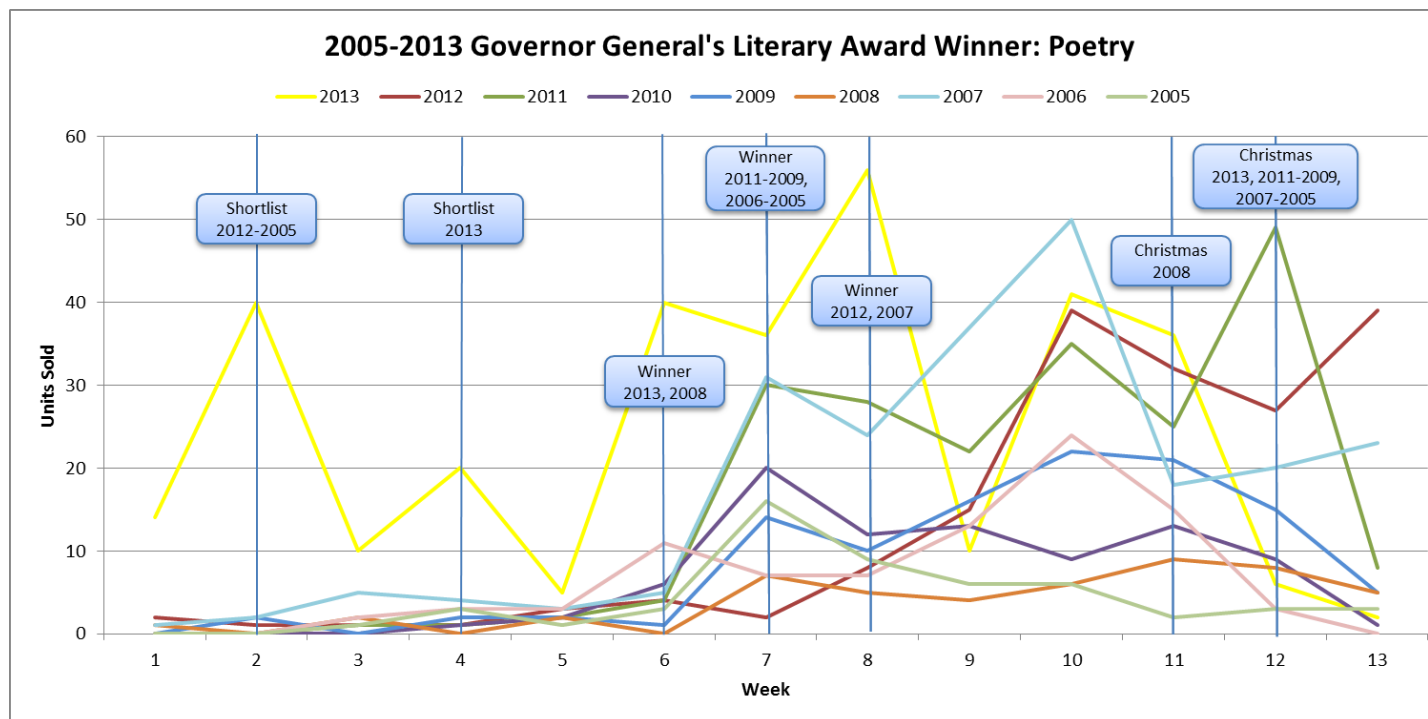
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North End Love Songs	0	5	0	12	14	40	10	20	5	40	36	56	10	41	36	6	2	74
Where the Sun Shines Best	4	1	5	7	1	2	6	2	5	2	0	7	0	1	1	1	0	4
The Polymers	0	0	2	2	1	4	7	3	1	7	2	0	1	4	0	2	5	0
Bite Down Little Whisper	3	20	5	14	1	10	1	4	7	5	1	1	2	4	6	4	2	7
Birds, Metas, Stones and Rain	0	0	0	0	0	2	3	0	1	5	0	0	0	4	3	4	1	2

On Hand

Title	15-Sep	22-Sep	29-Sep	06-Oct	13-Oct	20-Oct	27-Oct	03-Nov	10-Nov	17-Nov	24-Nov	01-Dec	08-Dec	15-Dec	22-Dec	29-Dec	05-Jan	12-Jan
North End Love Songs	8	3	0	26	12	52	44	74	69	30	35	26	29	64	41	37	35	85
Where the Sun Shines Best	74	71	112	121	151	164	169	168	172	171	173	173	171	174	174	173	168	170
The Polymers	30	29	64	26	39	90	104	112	116	119	118	120	124	122	121	119	118	121
Bite Down Little Whisper	25	39	59	48	46	60	73	207	203	209	212	210	208	207	202	197	188	201
Birds, Metas, Stones and Rain	18	18	18	18	32	71	116	121	121	124	121	125	125	121	121	120	120	119

POETRY WINNER COMPARISON 2005–2013

- **2013:** *North Ends Love Songs* by Katherena Vermette, The Muses' Company, 978-1897289761
- **2012:** *Monkey Ranch* by Julie Bruck, Brick Books Incorporated, 978-1926829746
- **2011:** *Kildeer* by Phil Hall, BookThug, 978-1897388815
- **2010:** *Boxing the Compass* by Richard Greene, Véhicule Press, 978-1550652598
- **2009:** *The Fly in Autumn* by David Zieroth, Harbour Publishing Company, 978-1550174687
- **2008:** *More to Keep Us Warm* by Jacob Scheier, ECW Press, 978-1550227949
- **2007:** *All Our Wonder Unavenged* by Don Domanski, Brick Books Incorporated, 978-1894078580
- **2006:** *Stumbling in the Bloom* by John Pass, Oolichan Books, 978-0889822016
- **2005:** *Processional* by Anne Compton, Fitzhenry & Whiteside, 978-1550413441



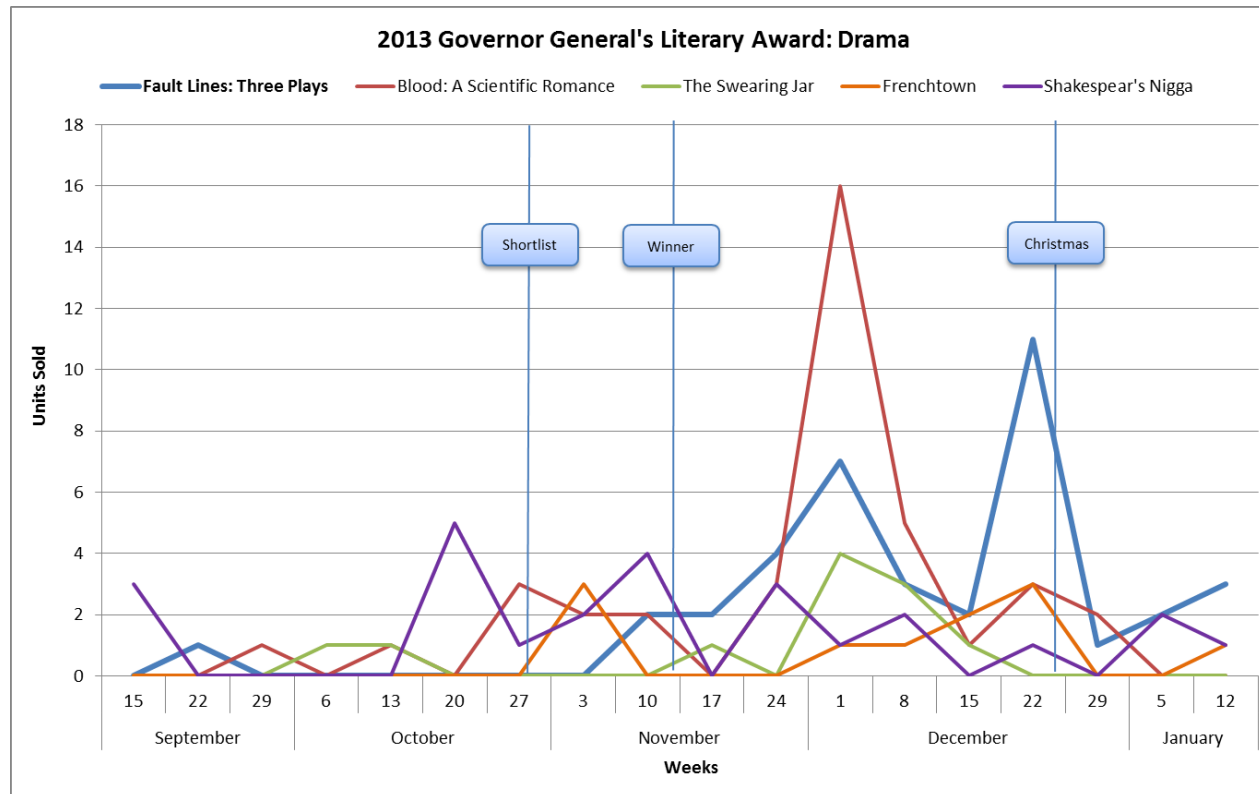
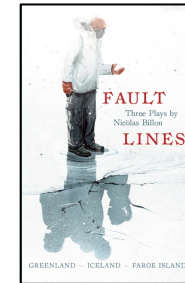
DRAMA 2013

Winner

- *Fault Lines: Three Plays* by Nicolas Billon, Coach House Books, 978-1552452769

Nominees

- *Blood: A Scientific Romance* by Meg Braem, Playwrights Canada Press, 978-1770911710
- *The Swearing Jar* by Kate Hewlett, Scirocco Drama, 978-1897289884
- *Frenchtown* by Lawrence Jeffrey, Exile Editions, 978-1550963021
- *Shakespeare's Nigga* by Joseph Jomo Pierre, Playwrights Canada Press, 978-1770911413



Few of the 2013 finalists saw an increase in sales at the time the shortlist was announced. Following the announcement of the winner, sales increased for most titles, with *Blood: A Scientific Romance* by Meg Braem experiencing the largest increase in sales of thirteen units.

Volume Sold

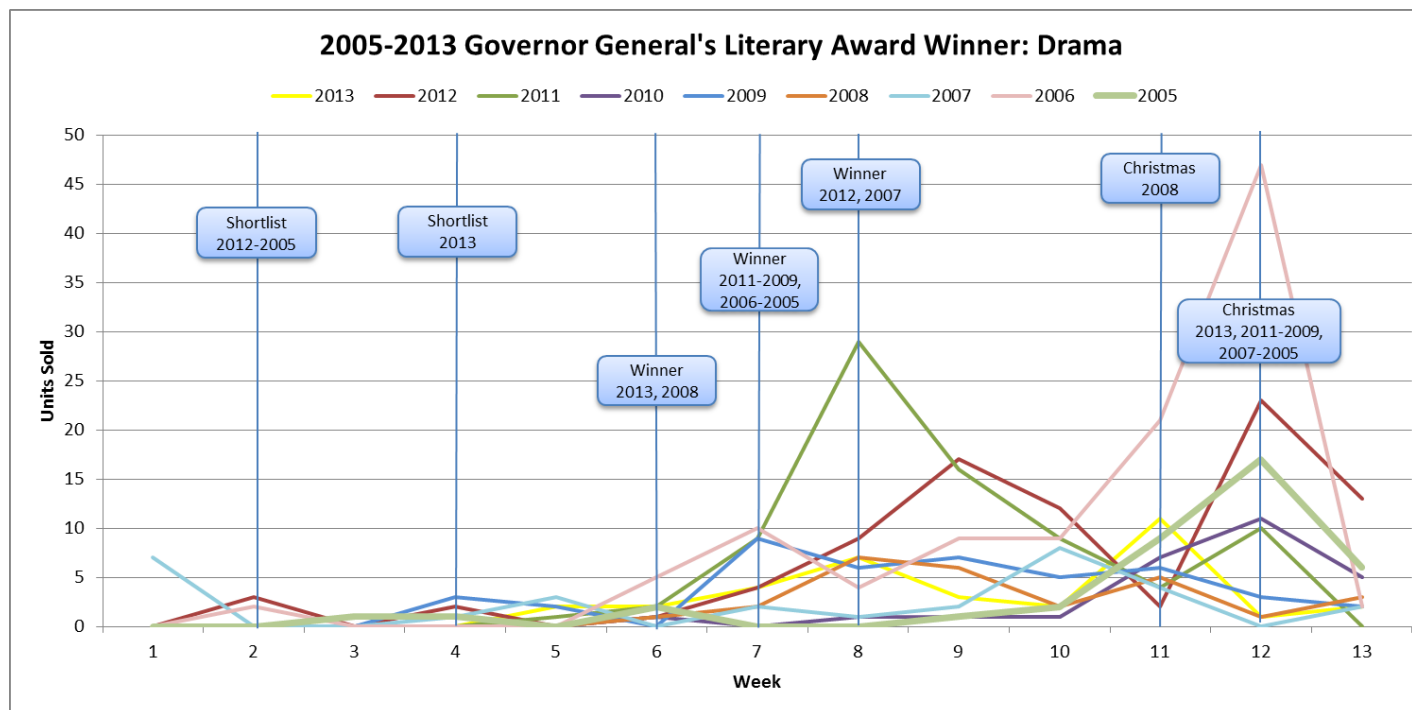
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Fault Lines: Three Plays	0	1	0	0	0	0	0	0	2	2	4	7	3	2	11	1	2	3
Blood: A Scientific Romance	0	0	1	0	1	0	3	2	2	0	3	16	5	1	3	2	0	0
The Swearing Jar	0	0	0	1	1	0	0	0	0	1	0	4	3	1	0	0	0	0
Frenchtown	0	0	0	0	0	0	0	3	0	0	0	1	1	2	3	0	0	1
Shakespear's Nigga	3	0	0	0	0	5	1	2	4	0	3	1	2	0	1	0	2	1

On Hand

Title	15-Sep	22-Sep	29-Sep	06-Oct	13-Oct	20-Oct	27-Oct	03-Nov	10-Nov	17-Nov	24-Nov	01-Dec	08-Dec	15-Dec	22-Dec	29-Dec	05-Jan	12-Jan
Fault Lines: Three Plays	22	19	20	19	26	26	26	31	33	37	40	40	36	37	38	37	35	38
Blood: A Scientific Romance	0	0	1	1	11	9	15	16	15	15	30	15	18	20	21	19	20	21
The Swearing Jar	0	0	2	2	11	10	12	12	12	23	12	11	11	11	11	12	12	12
Frenchtown	2	2	2	2	2	10	11	11	13	13	13	12	12	12	14	14	14	15
Shakespear's Nigga	10	10	10	10	27	22	24	24	19	18	20	20	40	40	40	39	42	45

DRAMA WINNER COMPARISON 2005–2013

- **2013:** *Fault Lines: Three Plays* by Nicolas Billon, Coach House Books, 978-1552452769
- **2012:** *It Is Solved by Walking* by Catherine Banks, Playwrights Canada Press, 978-1770910447
- **2011:** *If We Were Birds* by Erin Shields, Playwrights Canada Press, 978-1770910126
- **2010:** *Afterimage* by Robert Chafe, Playwrights Canada Press, 978-0887549038
- **2009:** *Where the Blood Mixes* by Kevin Loring, Talonbooks, 978-0889226081
- **2008:** *Bone Cage* by Catherine Banks, Playwrights Canada Press, 978-0887547874
- **2007:** *The December Man* by Coleen Murphy, Playwrights Canada Press, 978-0887545955
- **2006:** *I Still Love You: Five Plays* by Daniel MacIvor, Playwrights Canada Press, 978-0887548581
- **2005:** *Half Life* by John Mighton, Playwrights Canada Press, 978-0887548161



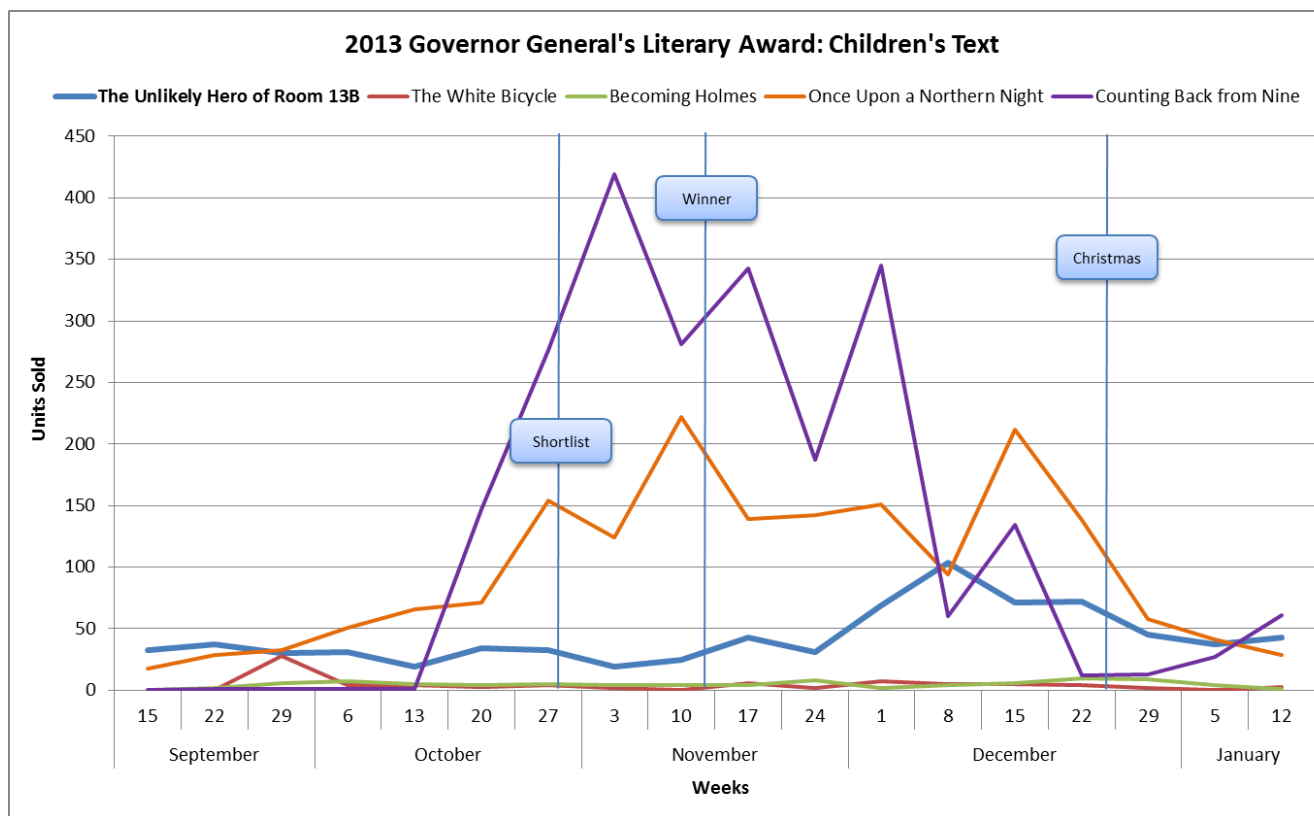
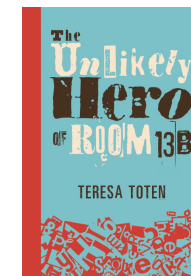
CHILDREN'S TEXT 2013

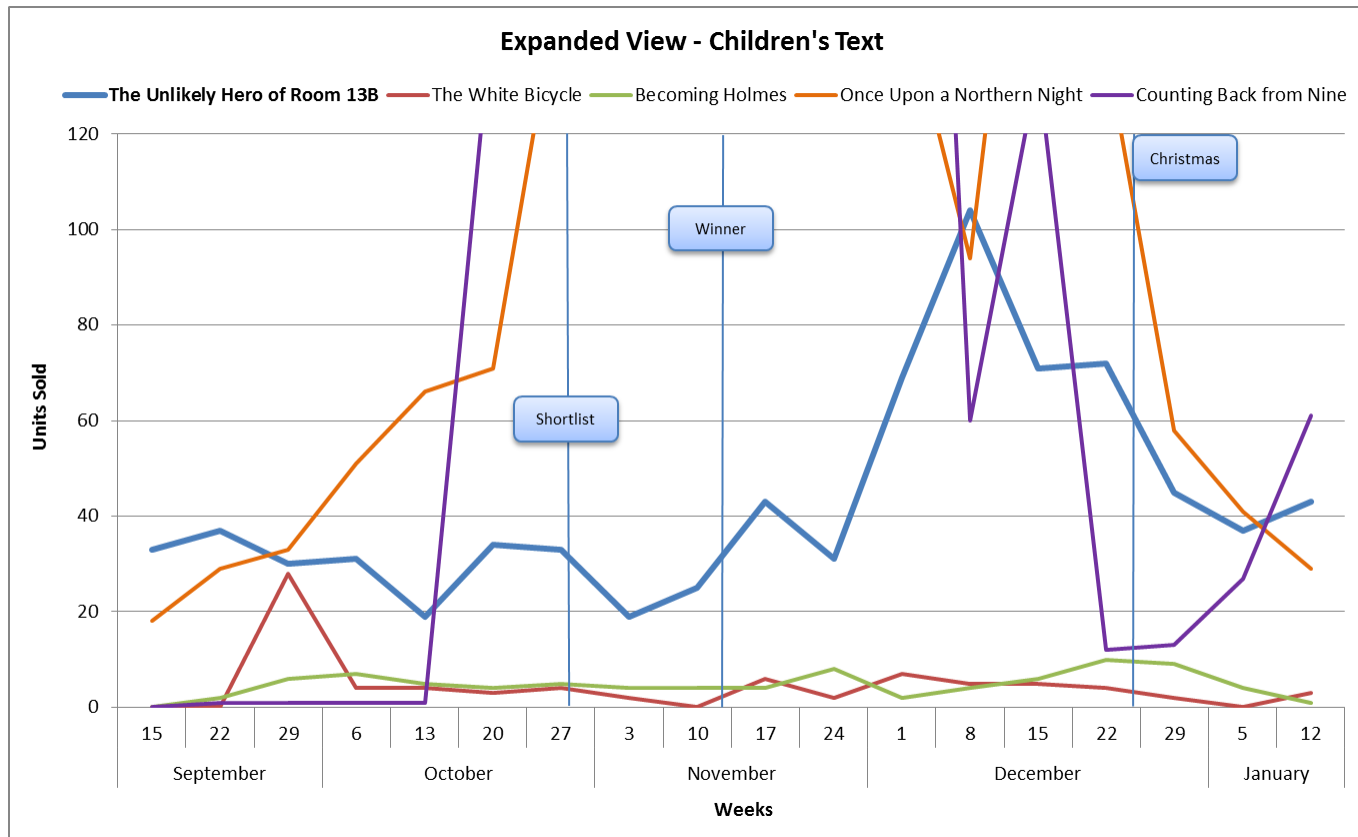
Winner

- *The Unlikely Hero of Room 13B* by Teresa Toten, Doubleday Canada, 978-0385678346

Nominees

- *The White Bicycle* by Beverley Brenna, Red Deer Press, 978-0889954830
- *Becoming Holmes* by Shane Peacock, Tundra Books, 978-1770492325
- *Once Upon a Northern Night* by Jean E. Pendziwol, Groundwood Books, 978-1554981380
- *Counting Back from Nine* by Valerie Sherrard, Fitzhenry & Whiteside, 978-1554552450





The winner, *The Unlikely Hero of Room 13B*, saw sales increase by 72% after the award announcement and peaked two weeks before Christmas. It was two other finalists, however—*Once Upon a Northern Night* and *Counting Back From Nine*—that saw the greatest overall sales success. *Once Upon a Northern Night* was a well-reviewed children's picture book, the *Quill and Quire* called it "destined to join the ranks of winter-themed classics to be reached for year after year." *Counting Back from Nine* saw increases in unit sales at the time of the shortlist and winner announcement of this award and then during the weeks leading up to the holiday season—this shows that the publicity surrounding the Governor General's Award was likely the reasons for its optimistic book sales.

Volume Sold

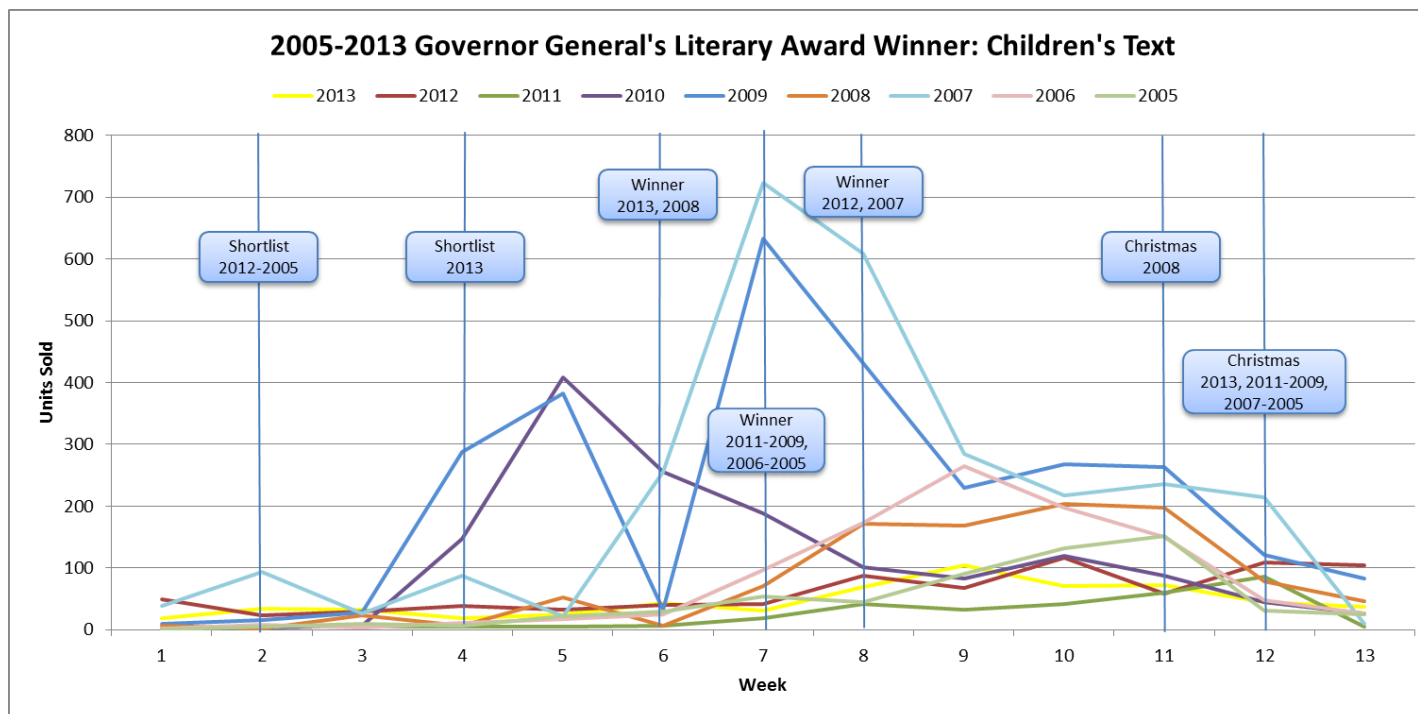
Title	15-Sep	22-Sep	29-Sep	06-Oct	13-Oct	20-Oct	27-Oct	03-Nov	10-Nov	17-Nov	24-Nov	01-Dec	08-Dec	15-Dec	22-Dec	29-Dec	05-Jan	12-Jan
The Unlikely Hero of Room 13B	33	37	30	31	19	34	33	19	25	43	31	69	104	71	72	45	37	43
The White Bicycle	0	0	28	4	4	3	4	2	0	6	2	7	5	5	4	2	0	3
Becoming Holmes	0	2	6	7	5	4	5	4	4	4	8	2	4	6	10	9	4	1
Once upon a Northern Night	18	29	33	51	66	71	154	124	222	139	142	151	94	212	138	58	41	29
Counting Back from Nine	0	1	1	1	1	147	276	419	281	343	187	345	60	134	12	13	27	61

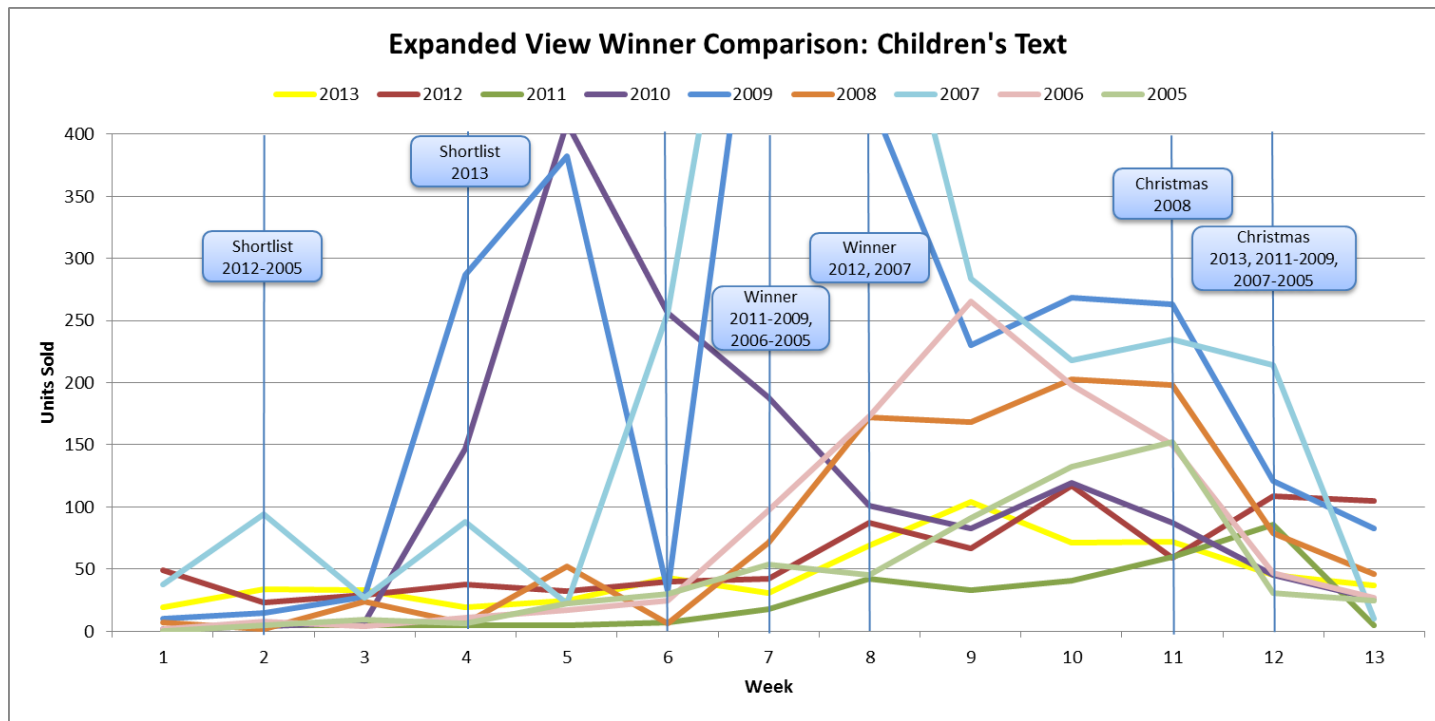
On Hand

Title	15-Sep	22-Sep	29-Sep	06-Oct	13-Oct	20-Oct	27-Oct	03-Nov	10-Nov	17-Nov	24-Nov	01-Dec	08-Dec	15-Dec	22-Dec	29-Dec	05-Jan	12-Jan
The Unlikely Hero of Room 13B	1,258	1,350	1,400	1,352	1,343	1,345	1,311	1,278	1,257	1,219	1,300	1,244	1,198	1,152	1,160	1,131	1,123	1,092
The White Bicycle	71	83	80	73	131	186	201	206	208	204	208	201	200	222	216	219	222	220
Becoming Holmes	117	114	108	106	203	303	325	330	328	336	334	318	311	296	290	278	275	270
Once upon a Northern Night	707	689	680	783	938	1,061	992	944	786	767	883	782	791	771	718	652	635	654
Counting Back from Nine	44	56	54	47	98	1,514	1,300	1,793	1,581	1,344	1,146	972	932	878	220	807	787	716

CHILDREN'S TEXT WINNER COMPARISON 2005–2013

- **2013:** *The Unlikely Hero of Room 13B* by Teresa Toten, Doubleday Canada, 978-0385678346
- **2012:** *The Reluctant Journal of Henry K. Larsen* by Susin Nielsen, Tundra Books Incorporated, 978-1770493728
- **2011:** *From Then to Now: A Short History of the World* by Christopher Moore, Tundra Books Incorporated, 978-0887765407
- **2010:** *Fishtailing* by Wendy Phillips, Coteau Books, 978-1550504118
- **2009:** *Greener Grass: The Famine Years* by Caroline Pignat, Red Deer Press, 978-0889954021
- **2008:** *The Landing* by John Ibbitson, Kids Can Press, 978-1554532384
- **2007:** *Gemini Summer* by Iain Lawrence, Random House Children's Books, 978-0385730891
- **2006:** *Pirate's Passage* by William Gilkerson, Shambhala Publications, 978-1590302477
- **2005:** *The Crazy Man* by Pamela Porter, Groundwood Books, 978-0888996954





2013: *The Unlikely Hero of Room 13B* **2012:** *The Reluctant Journal of Henry K. Larsen* **2011:** *From Then to Now: A Short History of the World* **2010:** *Fishtailing*
2009: *Greener Grass: The Famine Years* **2008:** *The Landing* **2007:** *Gemini Summer* **2006:** *Pirate's Passage* **2005:** *The Crazy Man*

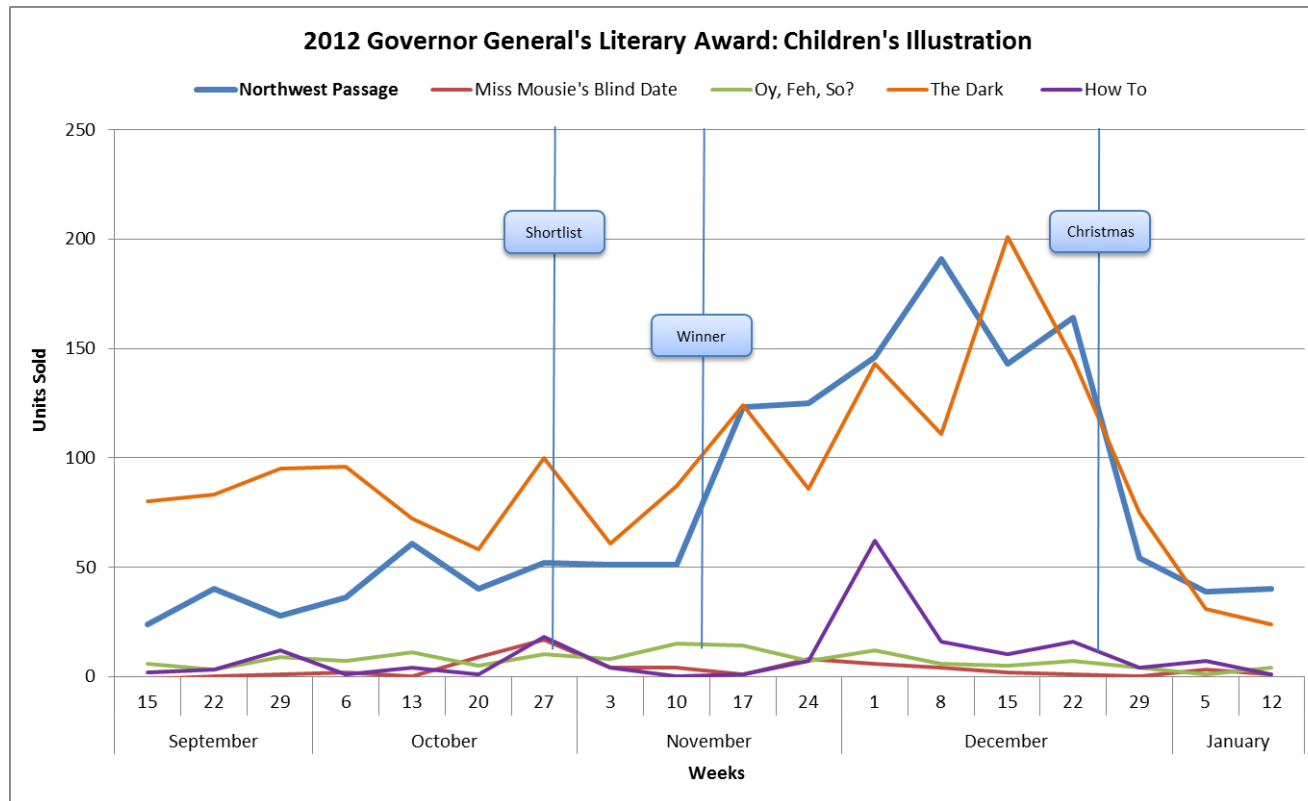
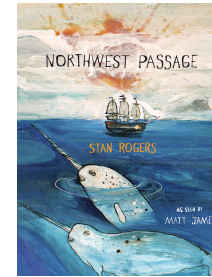
CHILDREN'S ILLUSTRATION 2013

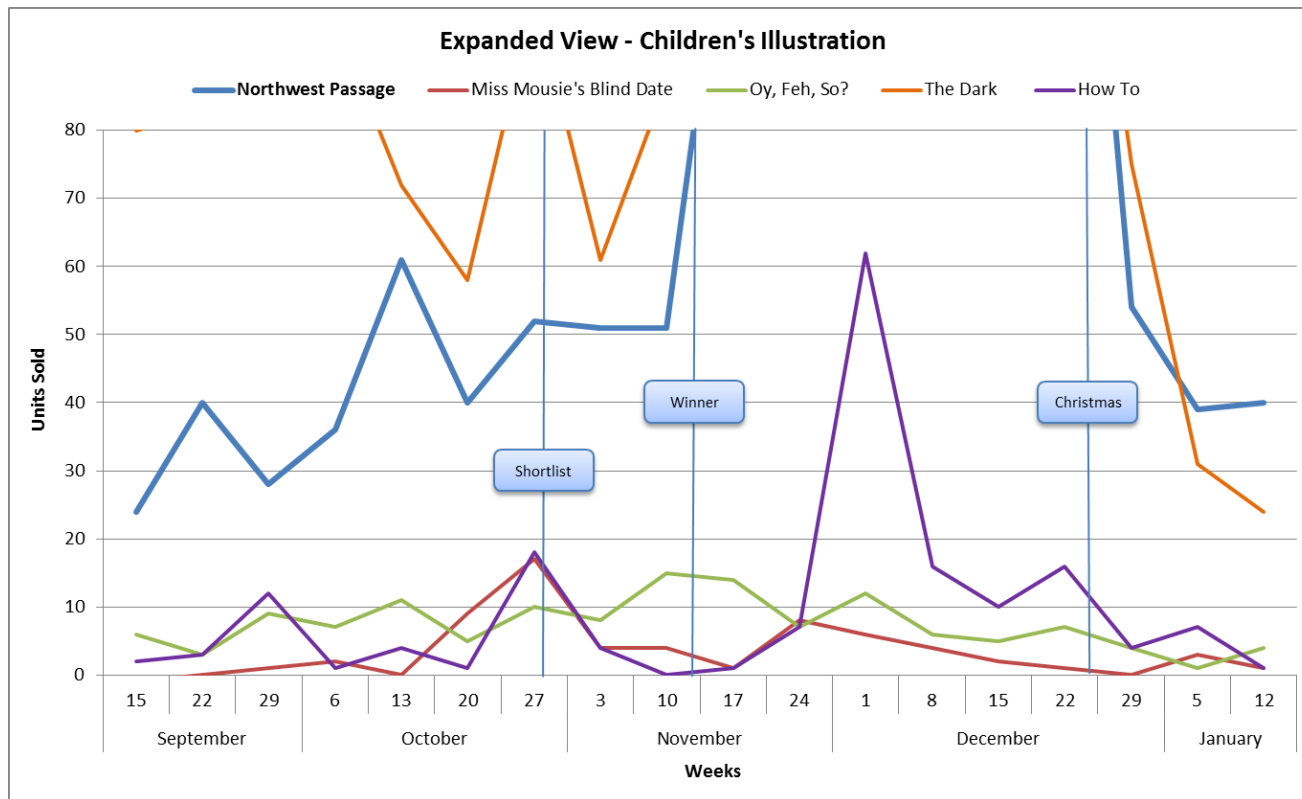
Winner

- *Northwest Passage* by Matt James, Groundwood Books, 978-1554981533

Nominees

- *Miss Mousie's Blind Date* by Rachel Berman, Tundra Books Incorporated, 978-1770492516
- *Oy, Feh, So?* by Gary Clement, Groundwood Books, 978-1554981489
- *The Dark* by Jon Klassen, HarperCollins Publishers Limited, 978-1443417945
- *How To* by Julie Morstad, Simply Read Books, 978-1897476574





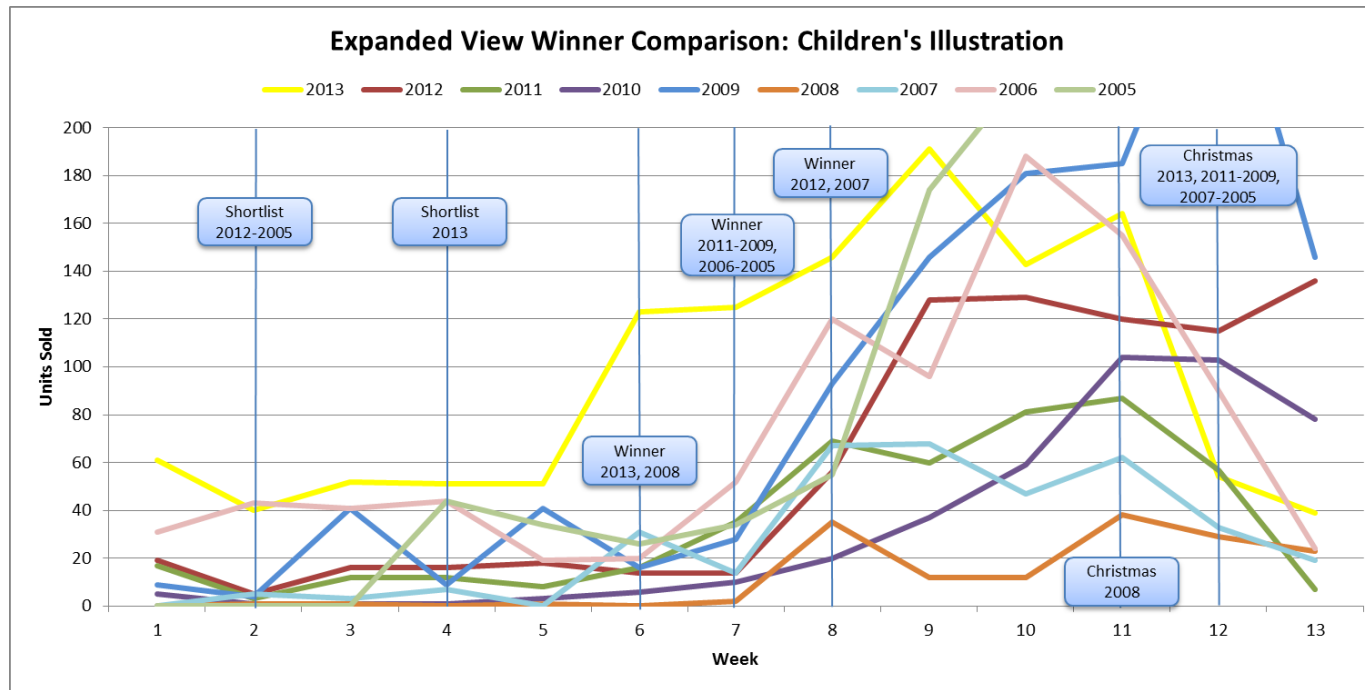
The winner for the Children's Illustration category, *Northwest Passage*, saw a typical increase in sales at the time its win was announced. The only other title that saw a significant sales spike was *The Dark*, whose sales surpassed *Northwest Passage's* several weeks throughout the study period. *The Dark* was nominated for a number of awards internationally in the 2013 awards season and was authored by beloved author Lemony Snicket, these factors explain its high unit sales despite not having won the Governor General's Award.

Volume Sold

Title	15-Sep	22-Sep	29-Sep	06-Oct	13-Oct	20-Oct	27-Oct	03-Nov	10-Nov	17-Nov	24-Nov	01-Dec	08-Dec	15-Dec	22-Dec	29-Dec	05-Jan	12-Jan
Northwest Passage	24	40	28	36	61	40	52	51	51	123	125	146	191	143	164	54	39	40
Miss Mousie's Blind Date	-1	0	1	2	0	9	17	4	4	1	8	6	4	2	1	0	3	1
Oy, Feh, So?	6	3	9	7	11	5	10	8	15	14	7	12	6	5	7	4	1	4
The Dark	80	83	95	96	72	58	100	61	87	124	86	143	111	201	145	75	31	24
How To	2	3	12	1	4	1	18	4	0	1	7	62	16	10	16	4	7	1

On Hand

Title	15-Sep	22-Sep	29-Sep	06-Oct	13-Oct	20-Oct	27-Oct	03-Nov	10-Nov	17-Nov	24-Nov	01-Dec	08-Dec	15-Dec	22-Dec	29-Dec	05-Jan	12-Jan
Northwest Passage	398	405	549	661	662	734	743	753	743	752	723	781	743	683	641	623	667	676
Miss Mousie's Blind Date	88	82	62	54	142	255	272	267	264	259	261	328	392	410	417	419	417	418
Oy, Feh, So?	210	239	289	239	232	234	224	255	301	369	415	431	436	432	434	429	427	419
The Dark	948	1,426	1,335	1,309	1,873	1,827	1,762	1,786	1,713	1,610	1,515	1,354	1,110	881	746	650	618	589
How To	24	18	20	19	17	15	22	18	18	20	60	74	222	225	211	208	201	206



2013: *Northwest Passage* **2012:** *Virginia Wolf* **2011:** *Ten Birds* **2010:** *Cat's Night Out* **2009:** *Bella's Tree* **2008:** *The Owl and the Pussycat*
2007: *The Boy from the Sun* **2006:** *Ancient Thunder* **2005:** *Imagine a Day*

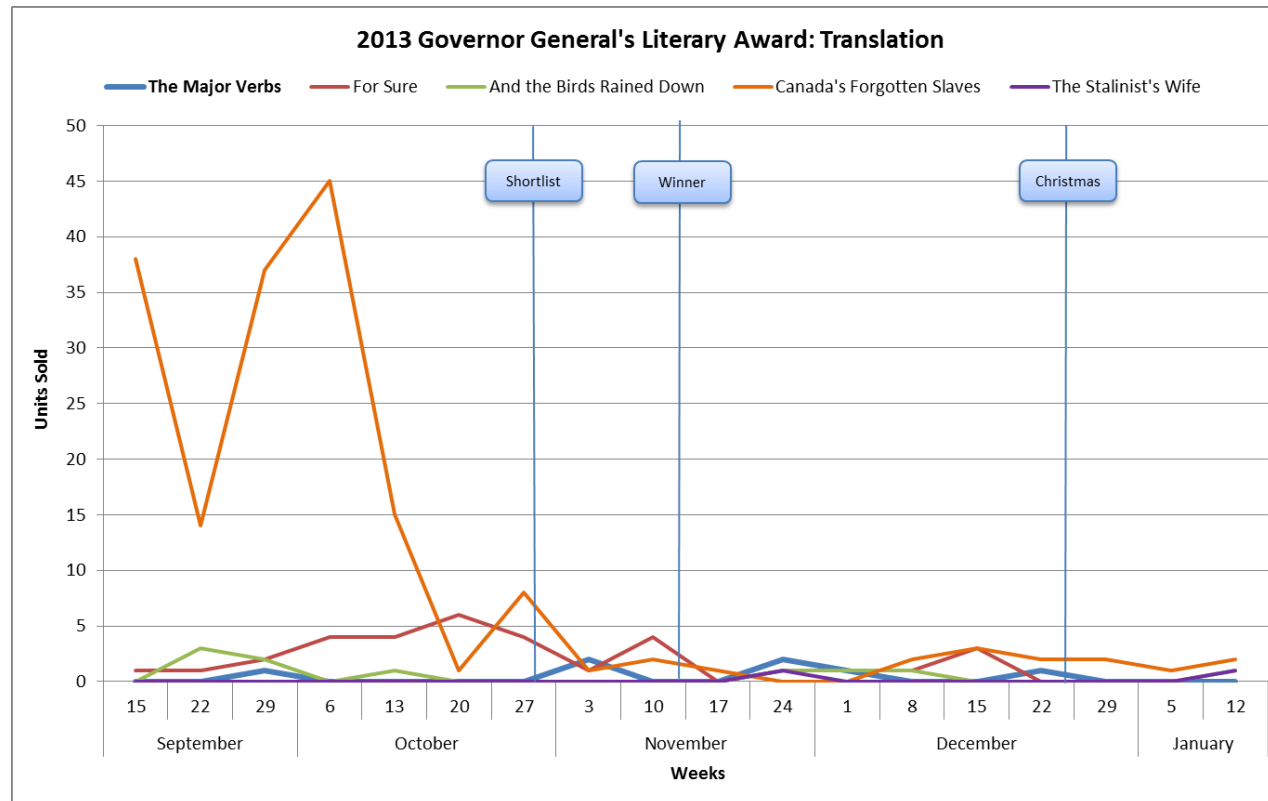
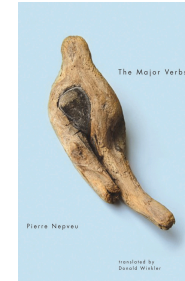
TRANSLATION 2013

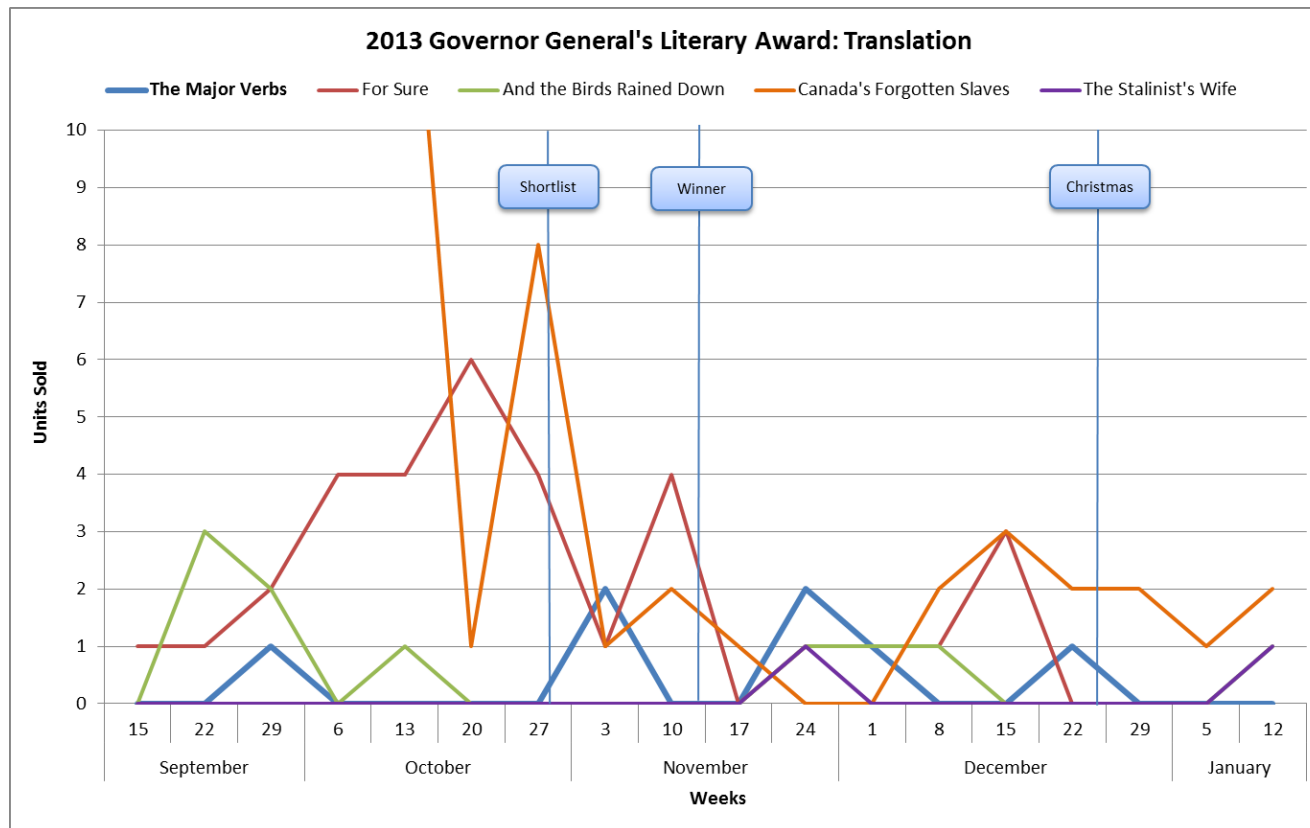
Winner

- *The Major Verbs* translated by Donald Winkler, Signal Editions, 978-1550653397

Nominees

- *For Sure* translated by Robert Majzels, House of Anansi Press, 978-1770892040
- *And the Birds Rained Down* translated by Rhonda Mullins, Coach House Books, 978-1552452684
- *Canada's Forgotten Slaves: Two Centuries of Bondage* translated by George Tombs, Véhicule Press, 978-1550653274
- *The Stalinist's Wife* translated by Luise von Flotow, Guernica Editions, 978-1550716306





The Governor General's Literary Award for Translation follows a different trend than the other categories. Sales for the finalists and winner are sporadic throughout the study period. Books nominated in the Translation category also tend to experience lower unit sales compared to other Governor General Award subjects. The highest amount of units sold per week in this study period was 45 copies of *Canada's Forgotten Slaves* translated by George Tombs. Tombs' title was published on September 15th and likely gained immediate traction because of the author's own platform as a journalist and professor.

Volume Sold

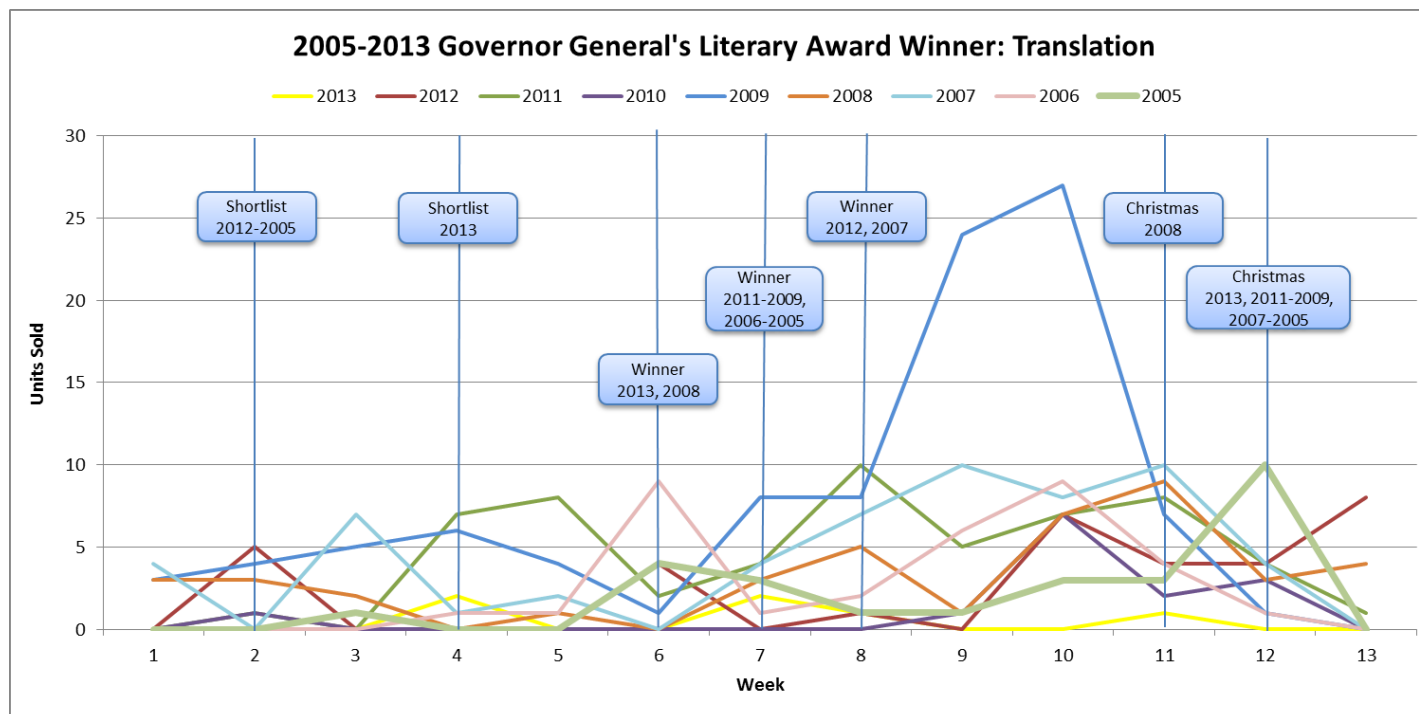
Title	15-Sep	22-Sep	29-Sep	06-Oct	13-Oct	20-Oct	27-Oct	03-Nov	10-Nov	17-Nov	24-Nov	01-Dec	08-Dec	15-Dec	22-Dec	29-Dec	05-Jan	12-Jan
The Major Verbs	0	0	1	0	0	0	0	2	0	0	2	1	0	0	1	0	0	0
For Sure	1	1	2	4	4	6	4	1	4	0	1	1	1	3	0	0	0	-1
And the Birds Rained Down	0	3	2	0	1	0	0	0	0	0	1	1	1	0	0	0	0	1
Canada's Forgotten Slaves	38	14	37	45	15	1	8	1	2	1	0	0	2	3	2	2	1	2
The Stalinist's Wife	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1

On Hand

[illegible]

TRANSLATION WINNER COMPARISON 2005–2013

- **2013:** *The Major Verbs* translated by Donald Winkler, Signal Editions, 978-1550653397
- **2012:** *Mai at the Predators' Ball* translated by Nigel Spencer, House of Anansi Press, 978-1770890053
- **2011:** *Partita for Glenn Gould* translated by Donald Winkler, McGill-Queen's University Press, 978-0773538108
- **2010:** *Forests* by Linda Gaboriau, Playwrights Canada Press, 978-0887547935
- **2009:** *Pieces of Me* by Susan Ouriou, Kids Can Press, 978-1554534326
- **2008:** *Nikolski* by Lazer Lederhendler, Knopf Canada, 978-0676978797
- **2007:** *Augustino and the Choir of Destruction* by Nigel Spencer, House of Anansi Press, 978-0887847523
- **2006:** *Vetiver* by Hugh Hazelton, Signature Editions, 978-1897109045
- **2005:** *Truth or Death: The Quest for Immortality in the Western Narrative Tradition* by Fred A. Reed, Talonbooks, 978-0889225091



CONCLUSION

The Governor General's Literary Awards continue to have an impact on book sales in Canada. By taking a closer look at the prize, we can reasonably conclude that:

- Sales tend to remain steady after the shortlist is announced for all nominees.
 - On-hand numbers increase after the award announcement has been made, rather than when the shortlist is announced.
 - In past years, the winning title in each category has generally been the only title to see a sales spike after the award announcement. However, 2012 was an unusual year—the sales of nominees surpassed the sales of the winners in four categories.
 - Format may play a part in the volume of sales, as it appears to in the case of the 2012 nonfiction nominees. All of the nominees saw an increase in sales following the award announcement, with the exception of Noah Richler's *What We Talk About When We Talk About War*, which was the lone title offered only in hardcover trade. The lower price point of trade paperbacks may result in more sales.
 - Children's publishers with titles nominated in the children's text and illustration categories can expect to see a sales spike earlier than the typical Christmas rush (Christmas week). For children's literature, the spike generally occurs two to three weeks before Christmas week.
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