



BNC

RESEARCH 10.2015

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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INTRODUCTION

The Governor General's Literary Awards are one of 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 1,600 books submitted each year from English and French-language publishers representing authors, 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, Literary Non-Fiction, Poetry, Drama, Children's Literature (text), Children's Illustrated Books, and Translation (from French to English).

Based on BNC's research, the Governor General's Awards continue to have an impact on sales in Canada. To help nominees with stock and demand planning, we've assembled a detailed breakdown of last year's GG nominees and winners. 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 the 2010 to 2014 winners. The titles shortlisted for the 2014 Governor General's Literary Awards have been compared by volume sold and by on-hand information.

This study includes:

- Week-over-week comparison of volume sold for all English-language nominees in 2014
- Next, we look at the 2014 shortlist titles individually, showing volume sold and units on-hand throughout the Governor General's timeline
- Year-over-year comparison of volume sold for all Governor General's Winners from 2010–2014

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 Canadian council for the Arts. <http://ggbooks.ca/home>

CAVEATS

Based on publisher feedback, we estimate that BNC SalesData represents 85% of 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:

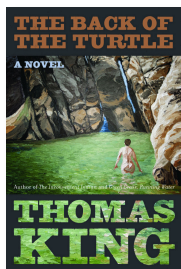
- Independent bookstores: BNC SalesData includes many major independent bookstores, but does not include many smaller ones, any of which could be actively promoting an award winner. It also does not capture many specialty independent bookstores (children's books, science fiction, etc.) where a genre- 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.
- K-12 and higher-education sales: our panel does not include direct institutional sales to schools or college/university textbook sales.

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

THE GOVERNOR GENERAL'S FICTION AWARD 2014

Volume Sold for All Shortlist Titles and Winner

ORGANIZED BY CANADA COUNCIL FOR THE ARTS
NOMINATIONS ANNOUNCED OCTOBER 7, 2014
WINNERS ANNOUNCED NOVEMBER 18, 2014

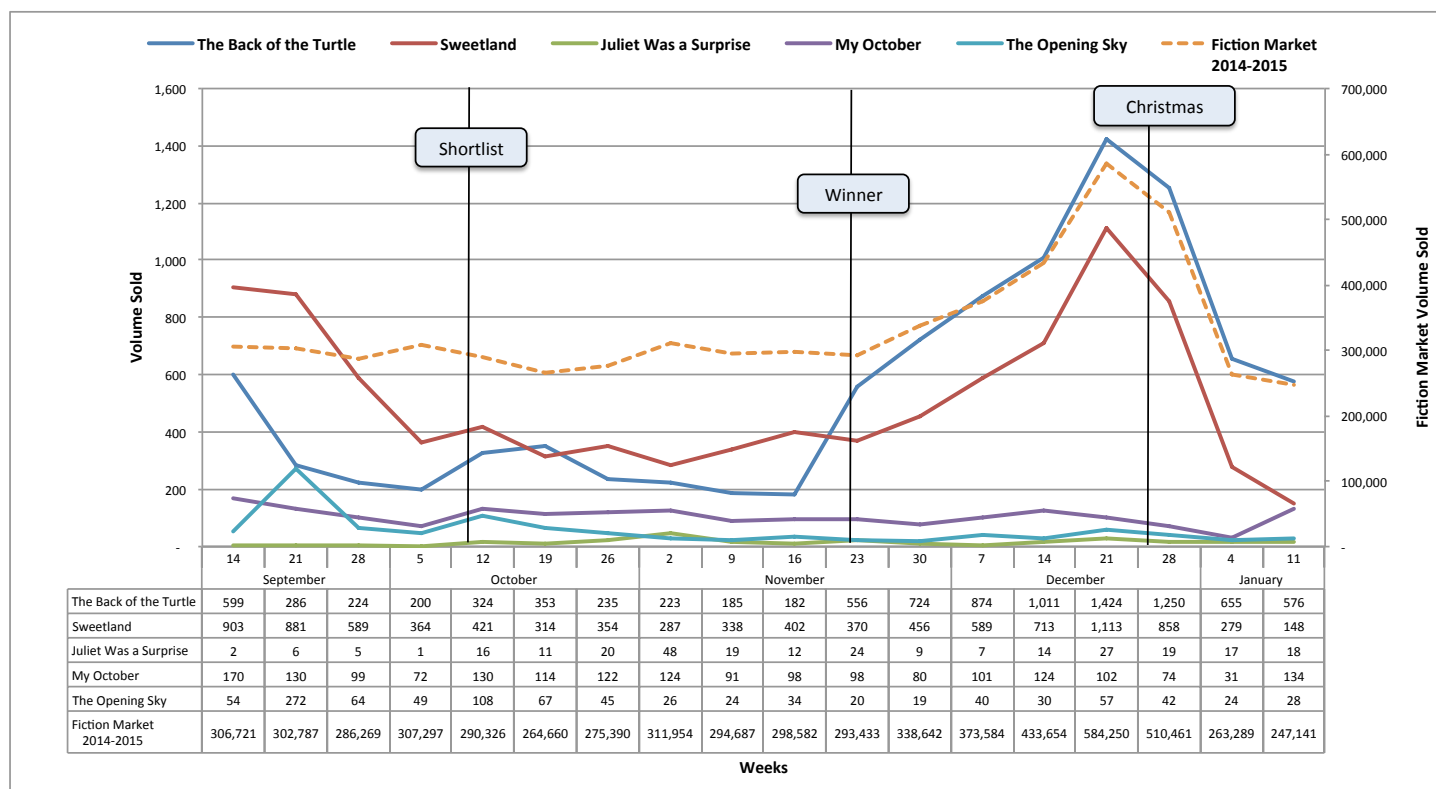


WINNER

- *The Back of the Turtle* by Thomas King, HarperCollins Canada, HT 9781443431620 (\$33.95)
TP 9781443446464 (\$24.99)

NOMINEES

- *Sweetland* by Michael Crummey, Doubleday Canada, HT 9780385663168, \$32.00
- *Juliet Was a Surprise* by Bill Gaston, Penguin Publishing Group, HT 9780143192411, \$22.00
- *My October* by Claire Holden Rothman, Penguin Group Canada, HT 9780143188674, \$22.95
- *The Opening Sky* by Joan Thomas, McClelland & Stewart, HT 9780771083921, \$29.95



Shortlist announcement (October 7, 2014):

Book sales after the shortlist nominations are relatively inconsistent. *Juliet Was a Surprise* experienced a 175% sales increase the week after the announcement but the actual units sold are marginal. *Sweetland*, the shortlist book selling the most units at this time, dropped in sales by -49% along with *The Opening Sky*. Thomas King's *The Back of the Turtle*, his first literary novel in 15 years, experienced a 49% sales jump after the nomination. The book is undoubtedly benefitting from the success of King's previous book, *The Inconvenient Indian*, which garnered many nominations and recognition in the 2013 awards season.

Winner announcement (November 18, 2014):

Interestingly, not all nominated books experienced a sales increase after the winner announcement. The winning title *The Back of the Turtle* benefited considerably from receiving the award. Just before the announcement sales increased and one week after the book won its sales jumped by 159%. The book continues to have solid sales during the holiday season, peaking the week before Christmas, suggesting that the Governor General's Award positively influences consumer behavior during the holiday season. The trade paperback format was made available December 21 which may have benefitted sales.

Volume Sold

Title	14-Sep	21-Sep	28-Sep	05-Oct	12-Oct	19-Oct	26-Oct	02-Nov	09-Nov	16-Nov	23-Nov	30-Nov	07-Dec	14-Dec	21-Dec	28-Dec	04-Jan	11-Jan
The Back of the Turtle	599	286	224	200	324	353	235	223	185	182	556	724	874	1,011	1,424	1,250	655	576
Sweetland	903	881	589	364	421	314	354	287	338	402	370	456	589	713	1,113	858	279	148
Juliet Was a Surprise	2	6	5	1	16	11	20	48	19	12	24	9	7	14	27	19	17	18
My October	170	130	99	72	130	114	122	124	91	98	98	80	101	124	102	74	31	134
The Opening Sky	54	272	64	49	108	67	45	26	24	34	20	19	40	30	57	42	24	28

On Hand

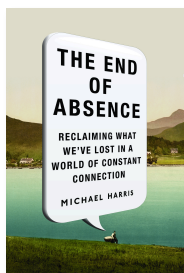
Title	14-Sep	21-Sep	28-Sep	05-Oct	12-Oct	19-Oct	26-Oct	02-Nov	09-Nov	16-Nov	23-Nov	30-Nov	07-Dec	14-Dec	21-Dec	28-Dec	04-Jan	11-Jan
The Back of the Turtle	8414	8518	8603	8663	8452	7466	7233	7085	6946	6823	7456	7035	6269	5589	5750	8499	10511	10356
Sweetland	5841	5405	5526	5352	4896	4658	5571	5401	5157	4919	3960	5230	4931	4689	3832	2969	2687	2581
Juliet Was a Surprise	289	292	285	262	237	1444	1253	1316	1313	1209	1255	1245	1238	1242	1221	1201	1181	1178
My October	987	1008	882	846	2464	2373	2388	2324	2245	2218	2168	2132	2198	2148	2068	2988	2049	2022
The Opening Sky	330	620	581	575	550	2157	2169	2193	2162	2135	2133	2116	2089	2069	2059	2030	2019	1198

The Governor General's Non-Fiction Award 2014

Volume Sold for All Shortlist Titles and Winner

ORGANIZED BY CANADA COUNCIL FOR THE ARTS
NOMINATIONS ANNOUNCED OCTOBER 7, 2014
WINNERS ANNOUNCED NOVEMBER 18, 2014

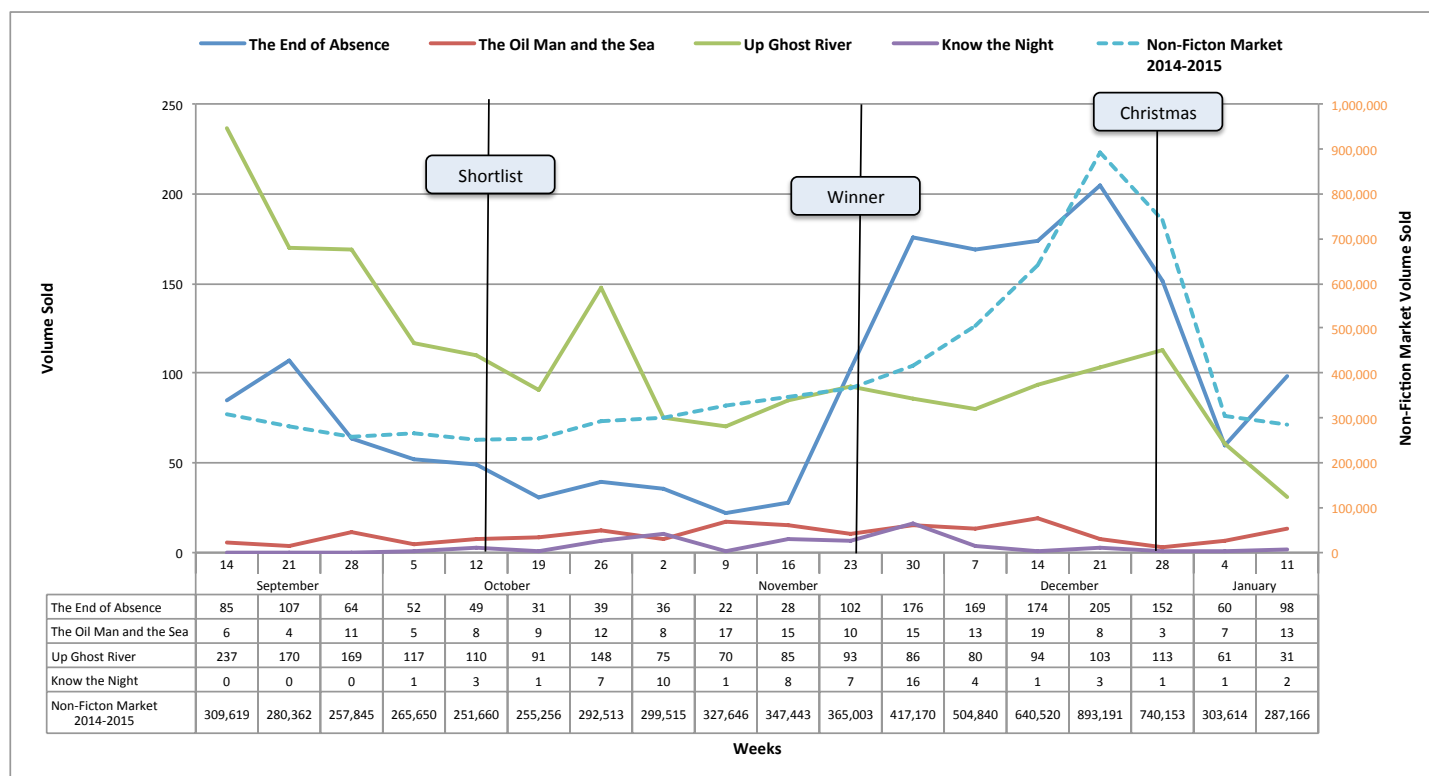
WINNER



- *The End of Absence* by Michael Harris, HarperCollins Publishers Ltd., HT 9781443426275, \$29.99

NOMINEES

- *The Oil Man and the Sea* by Arno Kopecky, Douglas and McIntyre (2013) Ltd., HT 9781771001076, \$26.95
- *Up Ghost River* by Edmund Metatawabin, Knopf Canada, HT 9780307399878, \$32.00
- *Know the Night* by Maria Mutch, Knopf Canada, HT 9780143188674, \$28.00



Shortlist announcement (October 7, 2014):

The Oil Man and The Sea had a 35% sales increase and *Know the Night* had a 200% increase after making the shortlist; both continued to sell more copies leading up to the winner announcement. Not all the nominated titles experienced a sales increase after the shortlist announcement: *The End of Absence* and *Up Ghost River* declined in sales, indicating that the nomination had little effect on their already steady sales.

Winner announcement (November 18, 2014):

The winner announcement had a positive effect on the sales for all nominees. After winning, *Up Ghost River* and *The Oil Man and the Sea* both saw an increase of 12% while *Know the Night* (153%) also benefited despite not winning the award. *The End of Absence* had the expected rise in sales (514%) and continued to have positive sales until it peaked Christmas week.

Volume Sold

Title	14-Sep	21-Sep	28-Sep	05-Oct	12-Oct	19-Oct	26-Oct	02-Nov	09-Nov	16-Nov	23-Nov	30-Nov	07-Dec	14-Dec	21-Dec	28-Dec	04-Jan	11-Jan
The End of Absence	85	107	64	52	49	31	39	36	22	28	102	176	169	174	205	152	60	98
The Oil Man and the Sea	6	4	11	5	8	9	12	8	17	15	10	15	13	19	8	3	7	13
Up Ghost River	237	170	169	117	110	91	148	75	70	85	93	86	80	94	103	113	61	31
Know the Night	0	0	0	1	3	1	7	10	1	8	7	16	4	1	3	1	1	2

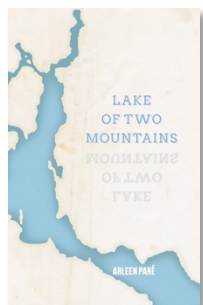
On Hand

Title	14-Sep	21-Sep	28-Sep	05-Oct	12-Oct	19-Oct	26-Oct	02-Nov	09-Nov	16-Nov	23-Nov	30-Nov	07-Dec	14-Dec	21-Dec	28-Dec	04-Jan	11-Jan
The End of Absence	636	612	609	614	599	626	628	641	636	630	685	657	821	727	720	660	645	643
The Oil Man and the Sea	174	172	163	174	212	259	338	362	361	328	265	266	254	260	237	237	237	226
Up Ghost River	2273	2321	2223	2203	2129	2078	1956	1900	2169	2112	2353	2215	2132	2034	1978	1841	1784	1658
Know the Night	456	406	378	352	328	337	344	328	318	311	306	306	305	266	262	255	248	247

THE GOVERNOR GENERAL'S POETRY AWARD 2014

Volume Sold for All Shortlist Titles and Winner

ORGANIZED BY CANADA COUNCIL FOR THE ARTS
NOMINATIONS ANNOUNCED OCTOBER 7, 2014
WINNERS ANNOUNCED NOVEMBER 18, 2014

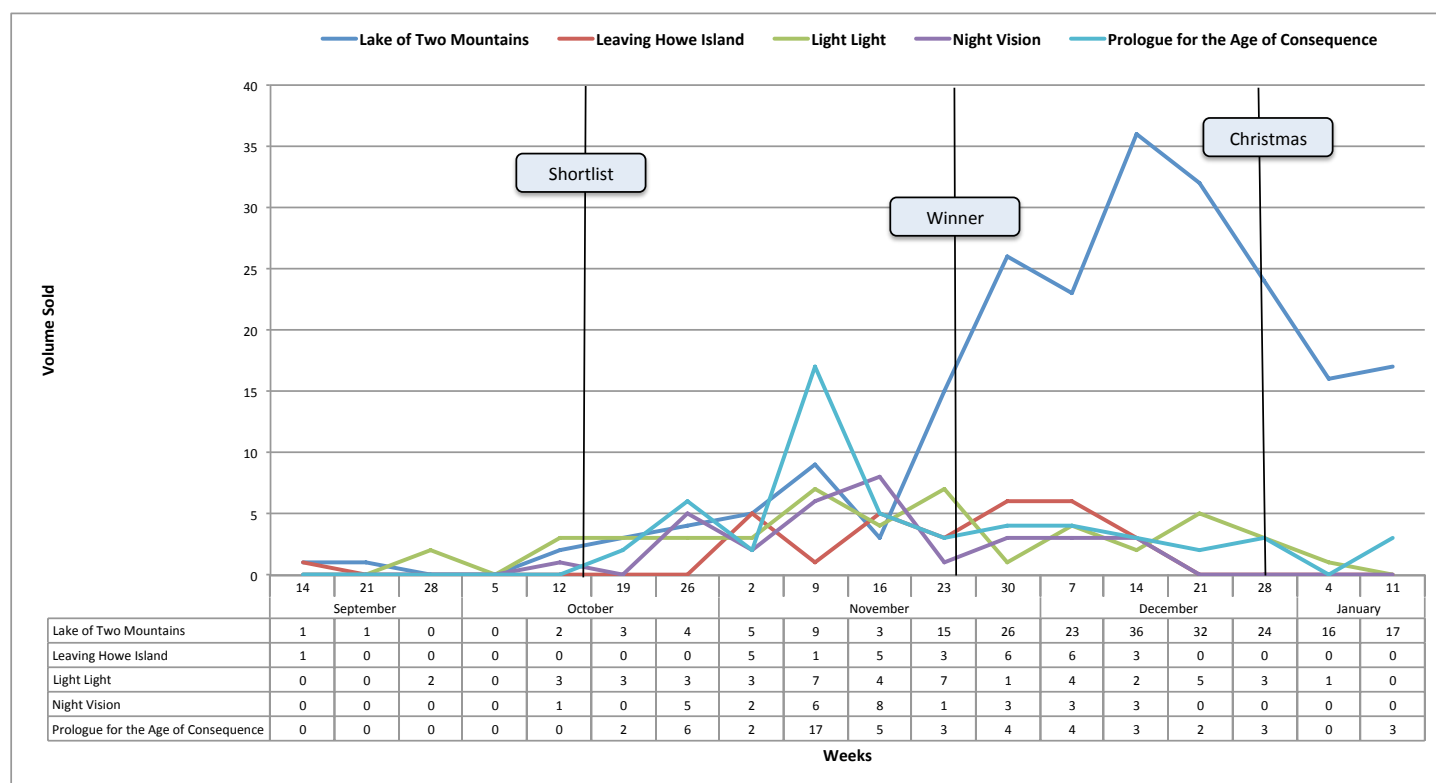


WINNER

- *Lake of Two Mountains* by Arlene Paré, Brick Books Inc., TP 9781926829876, \$20.00

NOMINEES

- *Leaving Howe Island* by Sadiqa de Meijer, Oolichan Books, TP 9780889822955, \$17.95
- *Light Light* by Julie Joosten, BookThug, TP 9781927040836, \$18.00
- *Night Vision* by Christopher Levenson, Quattro Books, TP 9781927443583, \$18.00
- *Prologue for the Age of Consequence* by Garth Martens, House of Anansi Press, TP 978177089319, \$24.46



Shortlist announcement (October 7, 2014):

The shortlist announcement had only a slight effect on the nominated titles. *Lake of Two Mountains* did experience a sales increase of 800% and *Light Light* 350%, but to put these in perspective the number of copies sold per week at this period does not exceed 5.

Winner announcement (November 18, 2014):

The winner, *Lake of Two Mountains*, had the largest sale increase (359%) after the announcement. For poetry, this jump in sales would be highly unlikely if not for the publicity provided by winning this award. The other shortlisted titles are less affected by the announcement.

Volume Sold

Title	14-Sep	21-Sep	28-Sep	05-Oct	12-Oct	19-Oct	26-Oct	02-Nov	09-Nov	16-Nov	23-Nov	30-Nov	07-Dec	14-Dec	21-Dec	28-Dec	04-Jan	11-Jan
Lake of Two Mountains	1	1	0	0	2	3	4	5	9	3	15	26	23	36	32	24	16	17
Leaving Howe Island	1	0	0	0	0	0	0	5	1	5	3	6	6	3	0	0	0	0
Light Light	0	0	2	0	3	3	3	3	7	4	7	1	4	2	5	3	1	0
Night Vision	0	0	0	0	1	0	5	2	6	8	1	3	3	3	0	0	0	0
Prologue for the Age of Consequence	0	0	0	0	0	2	6	2	17	5	3	4	4	3	2	3	0	3

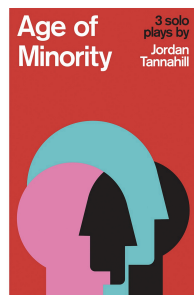
On Hand

Title	14-Sep	21-Sep	28-Sep	05-Oct	12-Oct	19-Oct	26-Oct	02-Nov	09-Nov	16-Nov	23-Nov	30-Nov	07-Dec	14-Dec	21-Dec	28-Dec	04-Jan	11-Jan
Lake of Two Mountains	22	22	22	22	20	21	28	54	50	52	58	96	103	130	141	171	207	193
Leaving Howe Island	6	6	6	6	6	11	22	27	28	29	28	27	28	31	27	25	26	26
Light Light	23	23	40	40	37	44	48	60	39	39	34	41	42	43	31	31	30	30
Night Vision	15	14	14	14	13	24	33	36	35	31	32	34	34	34	33	35	34	35
Prologue for the Age of Consequence	24	24	24	24	23	31	34	44	57	49	46	45	41	40	44	40	43	39

THE GOVERNOR GENERAL'S DRAMA AWARD 2014

Volume Sold for All Shortlist Titles and Winner

ORGANIZED BY CANADA COUNCIL FOR THE ARTS
NOMINATIONS ANNOUNCED OCTOBER 7, 2014
WINNERS ANNOUNCED NOVEMBER 18, 2014

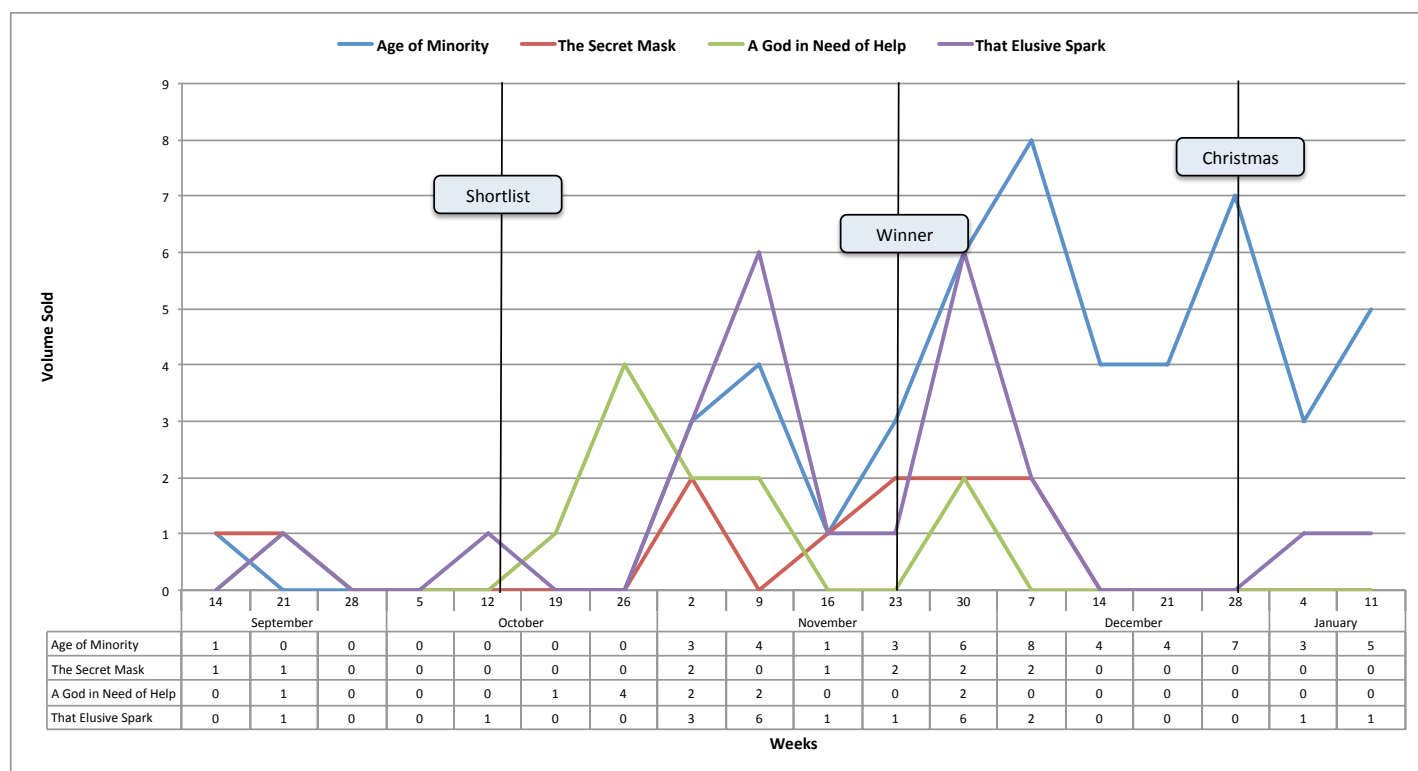


WINNER

- *Age of Minority* by Jordan Tannahill, Playwrights Canada Press, TP 9781770911949, \$19.95

NOMINEES

- *The Secret Mask* by Rick Chafe, Playwrights Canada Press, TP 9781770911901, \$16.95
- *A God in Need of Help* by Sean Dixon, Coach House Books, TP 9781552452912, \$17.95
- *That Elusive Spark* by Janet Munsil, Playwrights Canada Press, TP 9781770912045, \$16.95



Shortlist announcement (October 7, 2014):

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

Winner announcement (November 18, 2014):

One week after the winner announcement all titles saw an average sales increase of 89%. The winner, *Age of Minority*, had the highest sales after the announcement, selling 8 books two weeks after Christmas.

Volume Sold

Title	14-Sep	21-Sep	28-Sep	05-Oct	12-Oct	19-Oct	26-Oct	02-Nov	09-Nov	16-Nov	23-Nov	30-Nov	07-Dec	14-Dec	21-Dec	28-Dec	04-Jan	11-Jan
Age of Minority	1	0	0	0	0	0	0	3	4	1	3	6	8	4	4	7	3	5
The Secret Mask	1	1	0	0	0	0	0	2	0	1	2	2	2	0	0	0	0	0
A God in Need of Help	0	1	0	0	0	1	4	2	2	0	0	2	0	0	0	0	0	0
That Elusive Spark	0	1	0	0	1	0	0	3	6	1	1	6	2	0	0	0	1	1

On Hand

Title	14-Sep	21-Sep	28-Sep	05-Oct	12-Oct	19-Oct	26-Oct	02-Nov	09-Nov	16-Nov	23-Nov	30-Nov	07-Dec	14-Dec	21-Dec	28-Dec	04-Jan	11-Jan
Age of Minority	15	12	12	12	12	12	14	17	17	17	13	54	103	129	131	207	133	137
The Secret Mask	8	7	7	8	6	3	4	6	7	8	7	7	7	6	6	6	6	6
A God in Need of Help	10	9	9	9	9	9	12	12	12	12	12	11	11	11	11	10	10	10
That Elusive Spark	7	6	6	7	6	6	10	27	23	23	14	11	11	13	13	13	12	12

THE GOVERNOR GENERAL'S CHILDREN'S (TEXT) AWARD 2014

ORGANIZED BY CANADA COUNCIL FOR THE ARTS
NOMINATIONS ANNOUNCED OCTOBER 7, 2014
WINNERS ANNOUNCED NOVEMBER 18, 2014

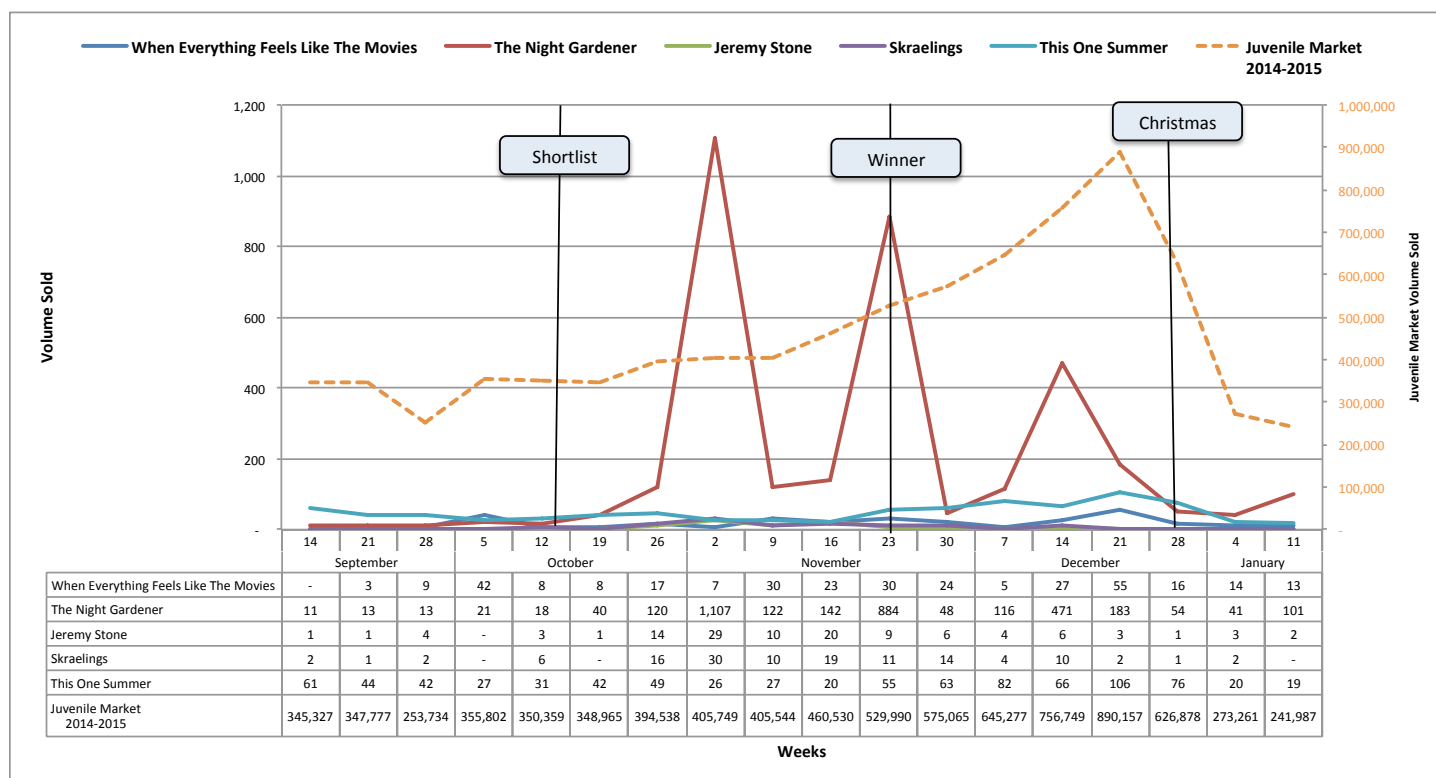
Volume Sold for All Shortlist Titles and Winner

WINNER

- *When Everything Feels Like The Movies* by Raziel Reid, Arsenal Pulp Press, TP 9781551525747, \$15.95

NOMINEES

- *The Night Gardener* by Jonathan Auxier, Penguin Group Canada, HT 9780670067725, \$19.95
- *Jeremy Stone* by Lesley Choyce, Red Deer Press, TP 9780889955042, \$12.95
- *Skraelings* by Rachel Qitsualik-Tinsley and Sean Qitsualik-Tinsley, Inhabit Media Inc., TP 9781927095546, \$10.95
- *This One Summer* by Mariko Tamaki (illustrated by Jillian Tamaki), Groundwood Books, TP 9781554981526, \$18.95



Shortlist announcement (October 7, 2014):

All nominated books seem relatively unaffected by the shortlist announcement, with the exception of *The Night Gardener*, which experienced a sales spike during the study period (selling 1,107 copies in November) and again during the week of the winner announcement.

Winner announcement (November 18, 2014):

Interestingly, despite winning the Governor General's Children's Text Award, *When Everything Feels Like The Movies* did not have the highest sales post-announcement, though it did experience a 20% increase. After winning, critics petitioned to revoke Raziel Reid's Governor General's Award, due to the novel's graphic content being unsuitable for a young adult audience. Instead, *When Everything Feels like the Movies* was selected for Canada Reads in mid-January. It was the first time a young adult title was selected for Canada Reads. Although this nomination has no impact on books sales at this time the publicity from winning the GG Award was likely responsible for the Canada Reads nomination.

Volume Sold

Title	14-Sep	21-Sep	28-Sep	05-Oct	12-Oct	19-Oct	26-Oct	02-Nov	09-Nov	16-Nov	23-Nov	30-Nov	07-Dec	14-Dec	21-Dec	28-Dec	04-Jan	11-Jan
When Everything Feels Like The Movies	-	3	9	42	8	8	17	7	30	23	30	24	5	27	55	16	14	13
The Night Gardener	11	13	13	21	18	40	120	1,107	122	142	884	48	116	471	183	54	41	101
Jeremy Stone	1	1	4	-	3	1	14	29	10	20	9	6	4	6	3	1	3	2
Skraelings	2	1	2	-	6	-	16	30	10	19	11	14	4	10	2	1	2	-
This One Summer	61	44	42	27	31	42	49	26	27	20	55	63	82	66	106	76	20	19

On Hand

Title	14-Sep	21-Sep	28-Sep	05-Oct	12-Oct	19-Oct	26-Oct	02-Nov	09-Nov	16-Nov	23-Nov	30-Nov	07-Dec	14-Dec	21-Dec	28-Dec	04-Jan	11-Jan
When Everything Feels Like The Movies	57	160	110	73	96	126	174	179	185	183	207	349	413	510	511	598	484	495
The Night Gardener	389	377	396	540	2349	2353	2212	1577	1616	1572	678	902	904	865	811	783	1960	2140
Jeremy Stone	161	151	145	130	121	119	213	231	244	252	255	254	258	235	221	205	202	198
Skraelings	32	32	32	32	31	40	66	72	72	73	72	155	156	182	186	181	179	183
This One Summer	515	529	570	595	628	644	625	628	629	624	683	672	636	594	501	415	395	381

THE GOVERNOR GENERAL'S CHILDREN'S (ILLUSTRATION) AWARD 2014

Volume Sold for All Shortlist Titles and Winner

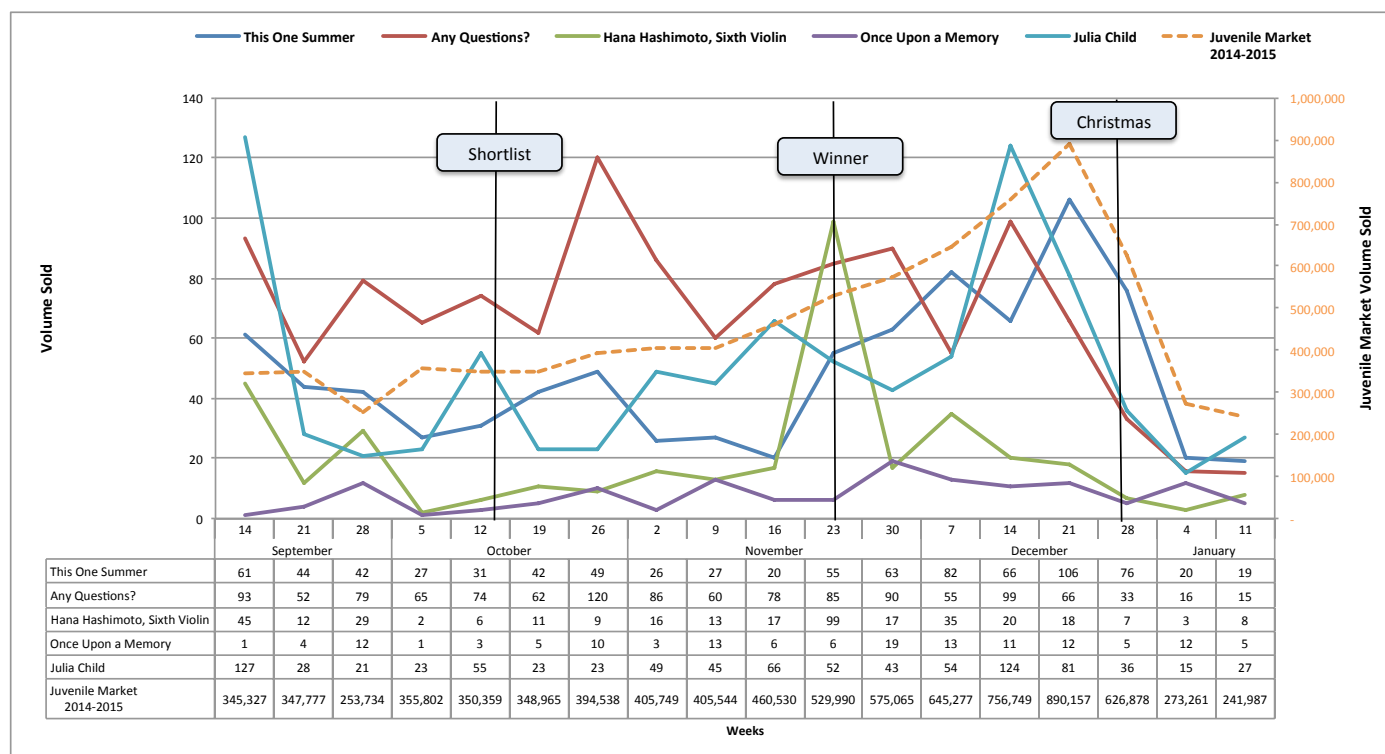
ORGANIZED BY CANADA COUNCIL FOR THE ARTS
NOMINATIONS ANNOUNCED OCTOBER 7, 2014
WINNERS ANNOUNCED NOVEMBER 18, 2014

WINNER

- This One Summer* by Mariko Tamaki (illustrated by Jillian Tamaki), Groundwood Books, TP 9781554981526, \$18.95

NOMINEES

- Any Questions?* by Marie-Louise Gay, Groundwood Books, HT 9781554983827, \$19.95
- Hana Hashimoto, Sixth Violin* by Cheri Uegaki (illustrated by Qin Leng), Kids Can Press, Ltd., HT 9781894786331, \$18.95
- Once Upon a Memory* by Nina Laden (illustrated by Renata Liwksa), Little Brown Books For Young Readers, HT 9780316208161, \$19.00
- Julia Child* by Kyo Maclear (illustrated by Julie Morstad), Tundra Books, HT 9781770494497, \$19.99



Shortlist announcement (October 7, 2014):

The shortlist announcement had little impact on sales with only *This One Summer* experiencing any sale increase (12%) the week after the announcement. Although the immediate impact was minimal at first, the nominated titles experienced bumps in sales during the study period. *This One Summer* was also nominated for the Governor General Literary Award for Children's Text. Book sales for all the nominees are sporadic during the study period with *Any Questions?* selling the most units.

Winner announcement (November 18, 2014):

The winner, *This One Summer*, experienced a sales increase of 159% the week after winning. This graphic novel later went on to win the 2015 Printz Award and the 2015 Caledcott Honor Book Award. The Governor General's Literary Award for Children's Illustration seems to have a positive long-term influence on publicity and sales for this winning title. *Any Questions?* also benefited from this award nomination and continued to have positive sales throughout the shortlist and winner announcement. The book was also shortlisted for the 2014 Quebec Writers' Federation Prize for Children's and Young Adult Literature, as well as being selected for the Globe 100 Best Books 2014 and Kirkus Reviews Best Books of the Year 2014. Not surprisingly, being nominated for multiple awards has a greater influence on consumers and booksellers.

Volume Sold

Title	14-Sep	21-Sep	28-Sep	05-Oct	12-Oct	19-Oct	26-Oct	02-Nov	09-Nov	16-Nov	23-Nov	30-Nov	07-Dec	14-Dec	21-Dec	28-Dec	04-Jan	11-Jan
This One Summer	61	44	42	27	31	42	49	26	27	20	55	63	82	66	106	76	20	19
<i>Any Questions?</i>	93	52	79	65	74	62	120	86	60	78	85	90	55	99	66	33	16	15
Hana Hashimoto, Sixth Violin	45	12	29	2	6	11	9	16	13	17	99	17	35	20	18	7	3	8
Once Upon a Memory	1	4	12	1	3	5	10	3	13	6	6	19	13	11	12	5	12	5
Julia Child	127	28	21	23	55	23	23	49	45	66	52	43	54	124	81	36	15	27

On Hand

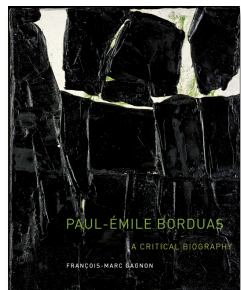
Title	14-Sep	21-Sep	28-Sep	05-Oct	12-Oct	19-Oct	26-Oct	02-Nov	09-Nov	16-Nov	23-Nov	30-Nov	07-Dec	14-Dec	21-Dec	28-Dec	04-Jan	11-Jan
This One Summer	515	529	570	595	628	644	625	628	629	624	683	672	636	594	501	415	395	381
<i>Any Questions?</i>	602	580	681	684	824	886	817	789	786	676	686	651	615	598	549	494	466	362
Hana Hashimoto, Sixth Violin	98	107	55	191	108	225	212	238	258	310	401	400	381	379	383	359	362	406
Once Upon a Memory	118	114	107	104	90	96	101	113	208	267	297	292	282	272	276	264	260	254
Julia Child	603	595	569	550	773	766	925	905	933	927	892	854	815	708	634	580	565	708

THE GOVERNOR GENERAL'S TRANSLATION AWARD (FRENCH TO ENGLISH) 2014

Volume Sold for All Shortlist Titles and Winner

ORGANIZED BY CANADA COUNCIL FOR THE ARTS
NOMINATIONS ANNOUNCED OCTOBER 7, 2014
WINNERS ANNOUNCED NOVEMBER 18, 2014

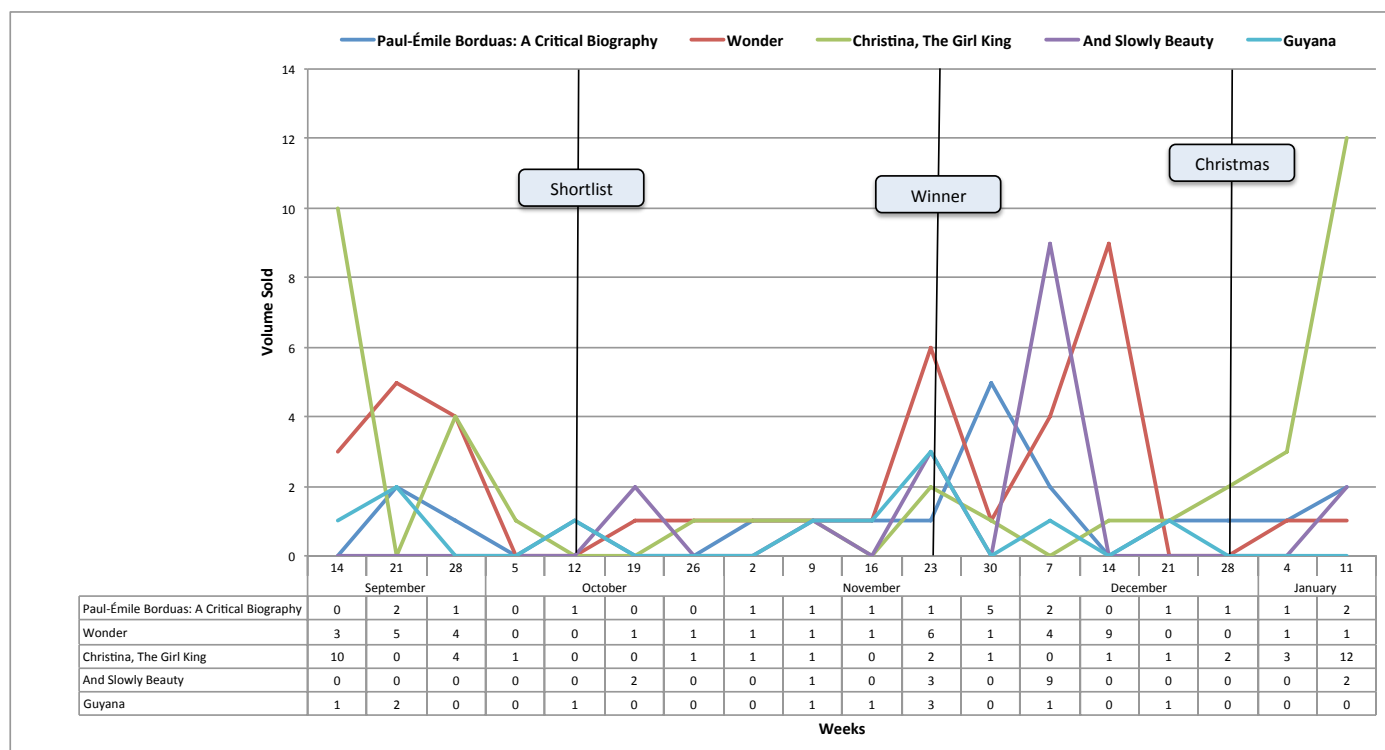
WINNER



- *Paul-Émile Borduas: A Critical Biography* by Francois-Marc Gagnon and Peter Feldstein, McGill-Queen's University Press, HC 9780773541894, \$75.00

NOMINEES

- *Wonder* by Dominique Fortier (translated by Sheila Fischman), McClelland & Stewart, TP 9780771047695, \$24.95
- *Christina, The Girl King* by Michel Bouchard (translated by Linda Gaboriau), Talonbooks, Limited, TP 9780889228986, \$16.95
- *And Slowly Beauty* by Michel Nadeau (translated by Maureen Labonte), Talonbooks, Limited, TP 9780889227866, \$19.00
- *Guyana* by Elise Turcotte (translated by Rhonda Mullins), Coach House Books, TP 9781552452929, \$17.95



Shortlist announcement (October 7, 2014):

Following the shortlist announcement, sales remain relatively consistent with pre-announcement sales performance.

Winner announcement (November 18, 2014):

Although the volume sold for the Translation nominees is on a smaller scale than the other award sections, the finalists do experience a sales increase after the winner announcement, continuing into the holiday season. The winner, *Paul-Émile Borduas: A Critical Biography*, sold very few copies after winning and this is likely because the book was only available in an expensive hardcover format. Interestingly, when most titles experience a drop in sales after December, *Christina, The Girl King* (which was also a finalist for the GG Award in drama in 2013) has a sales spike, likely a result of the recently released movie trailers for *The Girl King*, which is based on this play.

Volumes Sold

Title	14-Sep	21-Sep	28-Sep	05-Oct	12-Oct	19-Oct	26-Oct	02-Nov	09-Nov	16-Nov	23-Nov	30-Nov	07-Dec	14-Dec	21-Dec	28-Dec	04-Jan	11-Jan
Paul-Émile Borduas: A Critical Biography	0	2	1	0	1	0	0	1	1	1	1	5	2	0	1	1	1	2
Wonder	3	5	4	0	0	1	1	1	1	1	6	1	4	9	0	0	1	1
Christina, The Girl King	10	0	4	1	0	0	1	1	1	0	2	1	0	1	1	2	3	12
And Slowly Beauty	0	0	0	0	0	2	0	0	1	0	3	0	9	0	0	0	0	2
Guyana	1	2	0	0	1	0	0	0	1	1	3	0	1	0	1	0	0	0

On Hand

Title	14-Sep	21-Sep	28-Sep	05-Oct	12-Oct	19-Oct	26-Oct	02-Nov	09-Nov	16-Nov	23-Nov	30-Nov	07-Dec	14-Dec	21-Dec	28-Dec	04-Jan	11-Jan
Paul-Émile Borduas: A Critical Biography	101	100	94	94	93	95	94	94	94	94	114	106	105	104	98	97	97	96
Wonder	523	407	312	258	225	214	198	190	186	182	172	171	166	165	161	161	150	149
Christina, The Girl King	18	20	17	24	17	17	17	16	15	17	17	17	31	31	31	30	28	18
And Slowly Beauty	3	3	3	3	3	1	1	2	2	2	3	2	2	2	2	2	2	2
Guyana	103	101	100	93	90	88	86	86	101	97	97	95	94	94	94	93	91	92

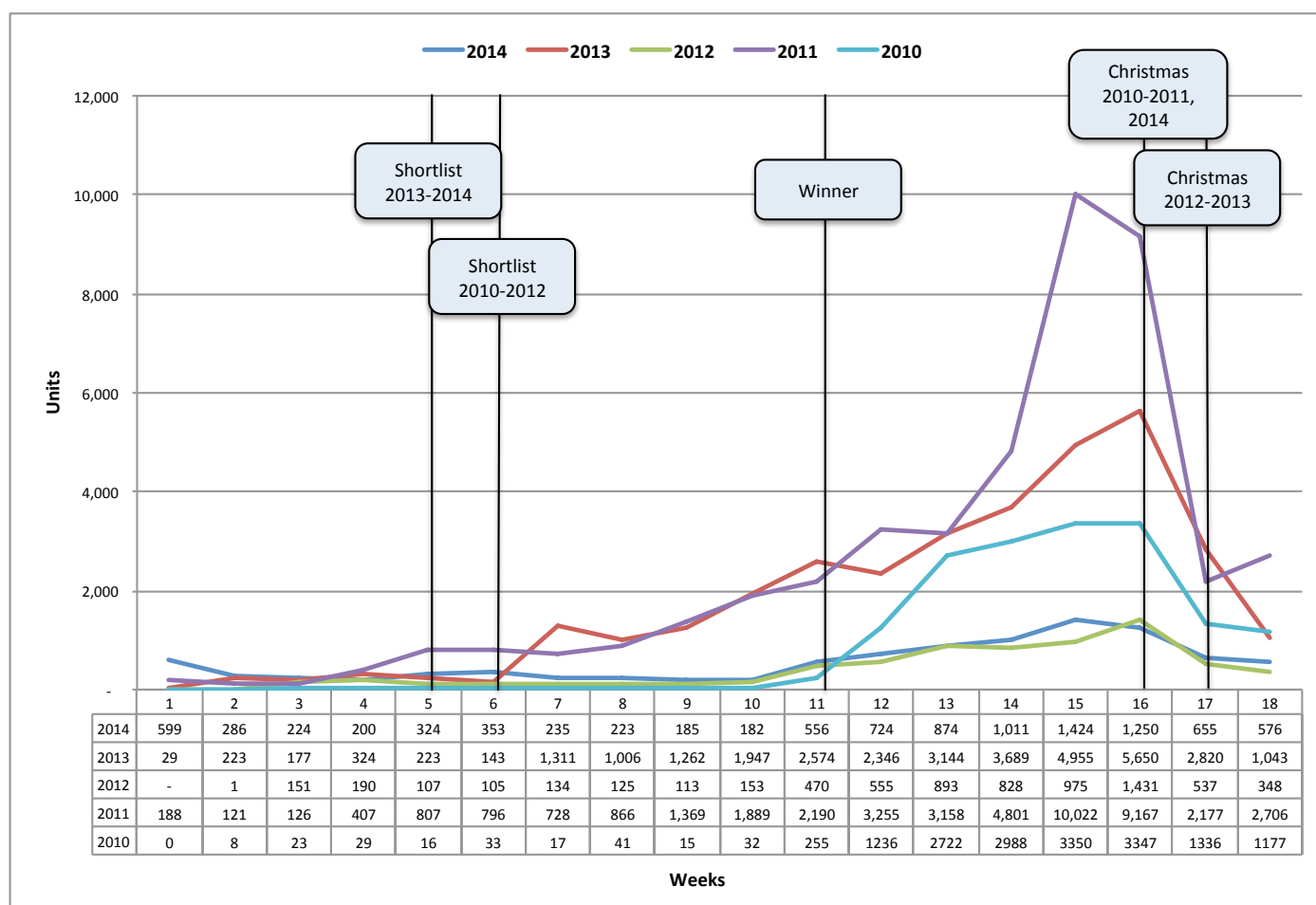
YEAR-OVER-YEAR COMPARISON OF ALL CATEGORIES

FICTION 2010–2014

Volume Sold – Winner Comparison

WINNERS

- **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
- **2011:** *The Sisters Brothers* by Patrick de Witt, House of Anansi Press, HT 9780887842894 (\$29.99), TP 9781770890329 (\$19.95)
- **2010:** *Cool Water* by Dianne Warren, HarperCollins Canada, HT 9781554685585 (\$29.99), TP 9781554685592 (\$19.99)



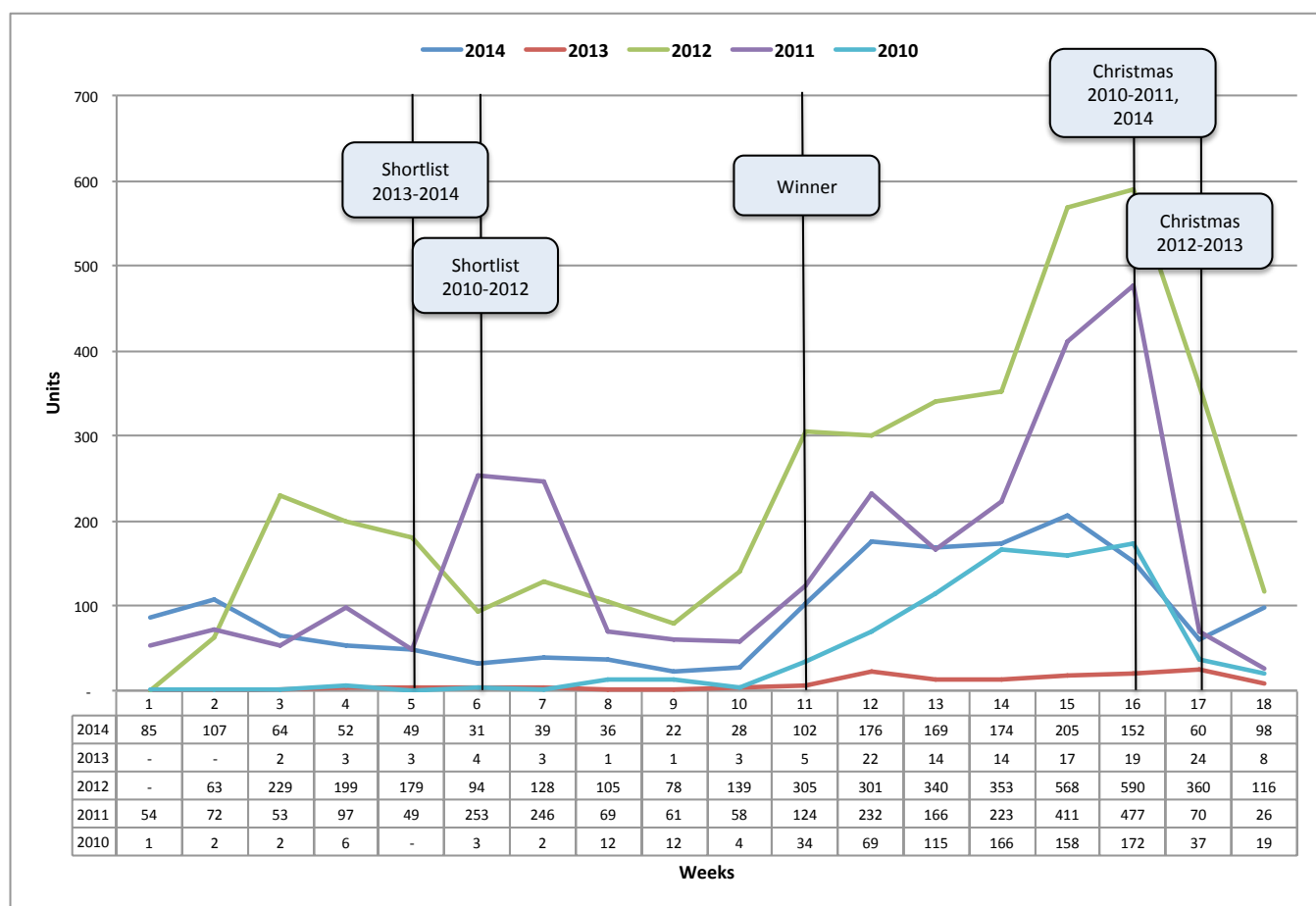
The graph above exemplifies the effect on sales of winning the Governor General's Literary Award, especially leading up to the holiday season. Noticeably high sales peaks occur in both 2013 and 2011, which could be a reflection of the additional media attention received by titles nominated for multiple awards. In 2013 Catton's *The Luminaries* also won the Man Booker Prize and deWitt's *The Sisters Brothers* was nominated for the Scotiabank Giller Prize. Although Thomas King's *The Back of the Turtle* later became a finalist for the 2015 Trillium Book Award, this would not have affected the book sales during this period. The sales impact of the Governor General's Literary Award for fiction has decreased since last year, but the overall trend for each year indicates that the nominated titles experience a slight sales increase after the shortlist announcement and the winner announcement continues to have a dramatic effect on the winning titles that continues into the Christmas season.

Non-Fiction 2010–2014

Volume Sold – Winner Comparison

WINNERS

- **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
- **2011:** *Mordecai: The Life & Times* by Charles Foran, Knopf Canada, HT 9780676979633 (\$29.95), TP 9780676979657 (\$24.95)
- **2010:** *Lakeland: Journeys into the Soul of Canada* by Allan Casey, Greystone Books Ltd., HT 9781553653080, \$29.95



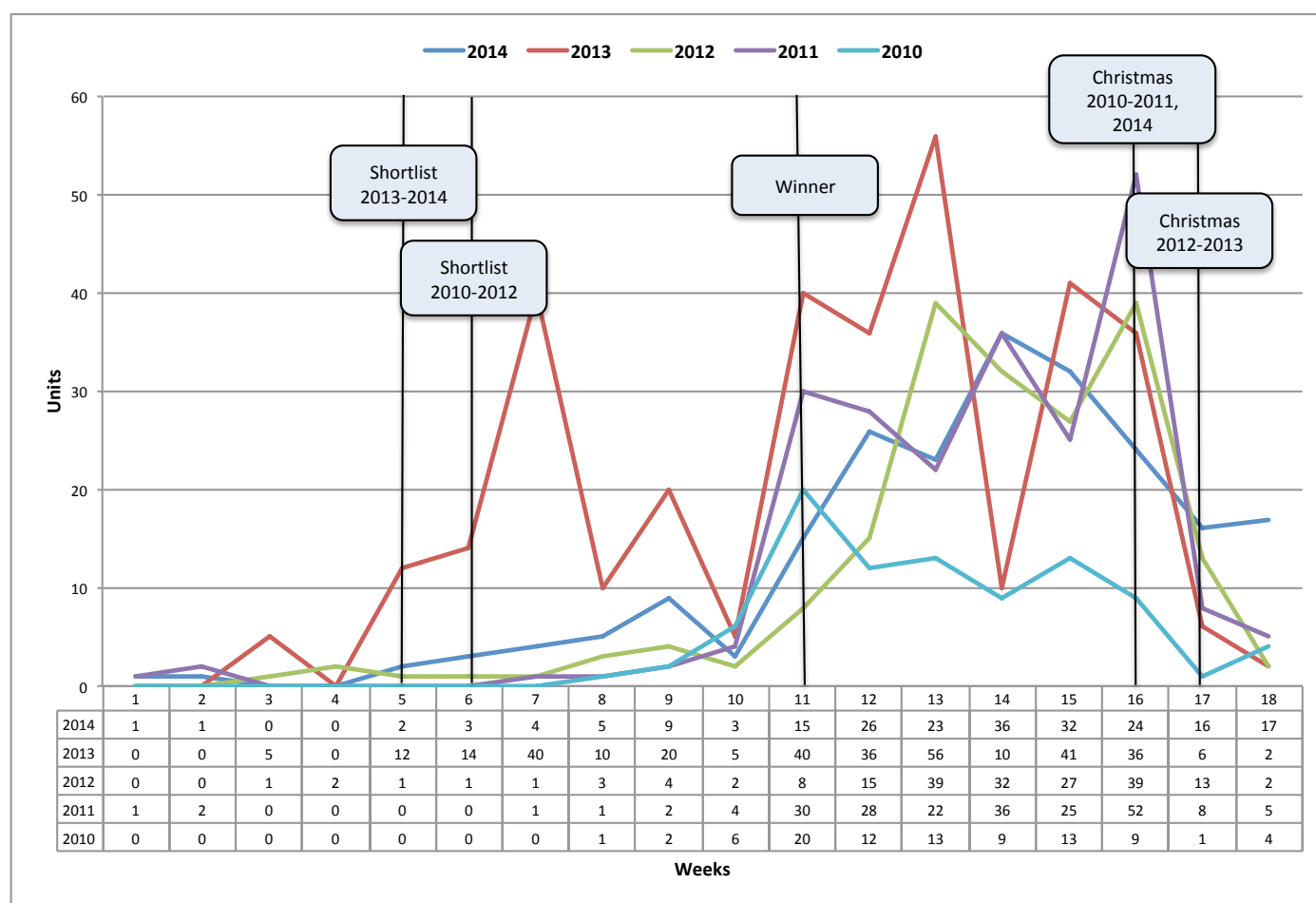
Generally, the impact of the award has remained consistent and winning titles from 2010-2014 experience a sales increase following the winner announcement. Sales for *The End of Absence* are much higher than 2013, but they have yet to match sales from previous years.

Poetry 2010–2014

Volume Sold – Winner Comparison

WINNERS

- **2014:** *Lake of Two Mountains* by Arleen Pare, Brick Books Incorporated, TP 9781926829876, \$20.00
- **2013:** *North End Love Songs* by Katherena Vernet, J Gordon Shillingford Publishing, TP 9781897289761, \$15.95
- **2012:** *Monkey Ranch* by Julie Bruck, Brick Books Incorporated, HT 9781926829746, \$19.00
- **2011:** *Killdeer* by Phil Hall, BookThug, TP 9781897388815, \$18.00
- **2010:** *Boxing The Compass* by Richard Greene, Vehicule Press, TP 9781550652598, \$16.00

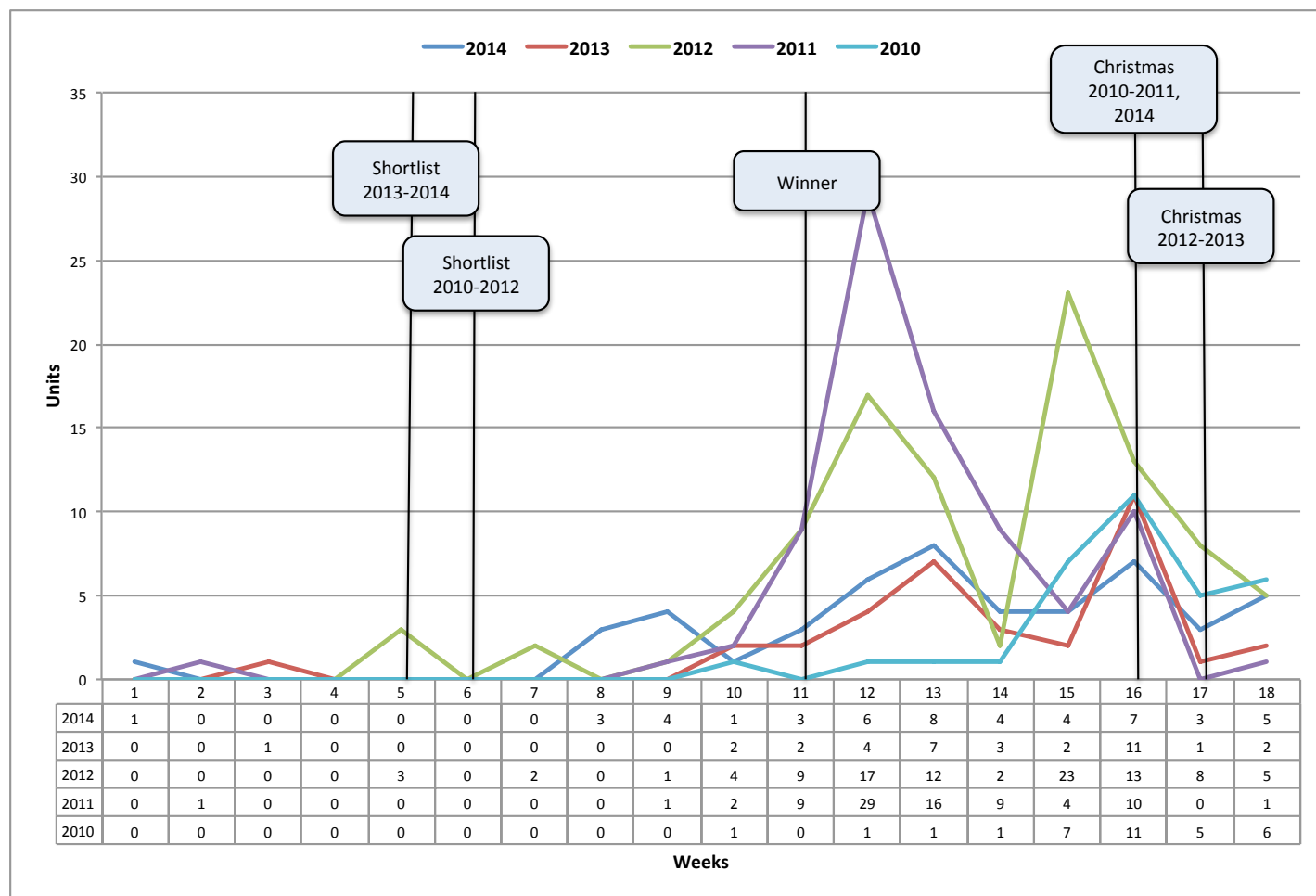


Drama 2010–2014

Volume Sold – Winner Comparison

WINNERS

- **2014:** *Age of Minority* by Jordan Tannahill, Playwrights Canada Press, TP 9781770911949, \$19.95
- **2013:** *Fault Lines* by Nicolas Billion, Coach House Books, TP 9781552452769, \$18.95
- **2012:** *It Is Solved By Walking* by Catherine Bank, Playwrights Canada Press, TP 9781770910447, \$16.95
- **2011:** *If We Were Birds* by Erin Shields, Playwrights Canada Press, TP 9781770910126, \$16.95
- **2010:** *Afterimage* by Robert Chafe, Playwrights Canada Press, TP 9780887549038, \$16.95

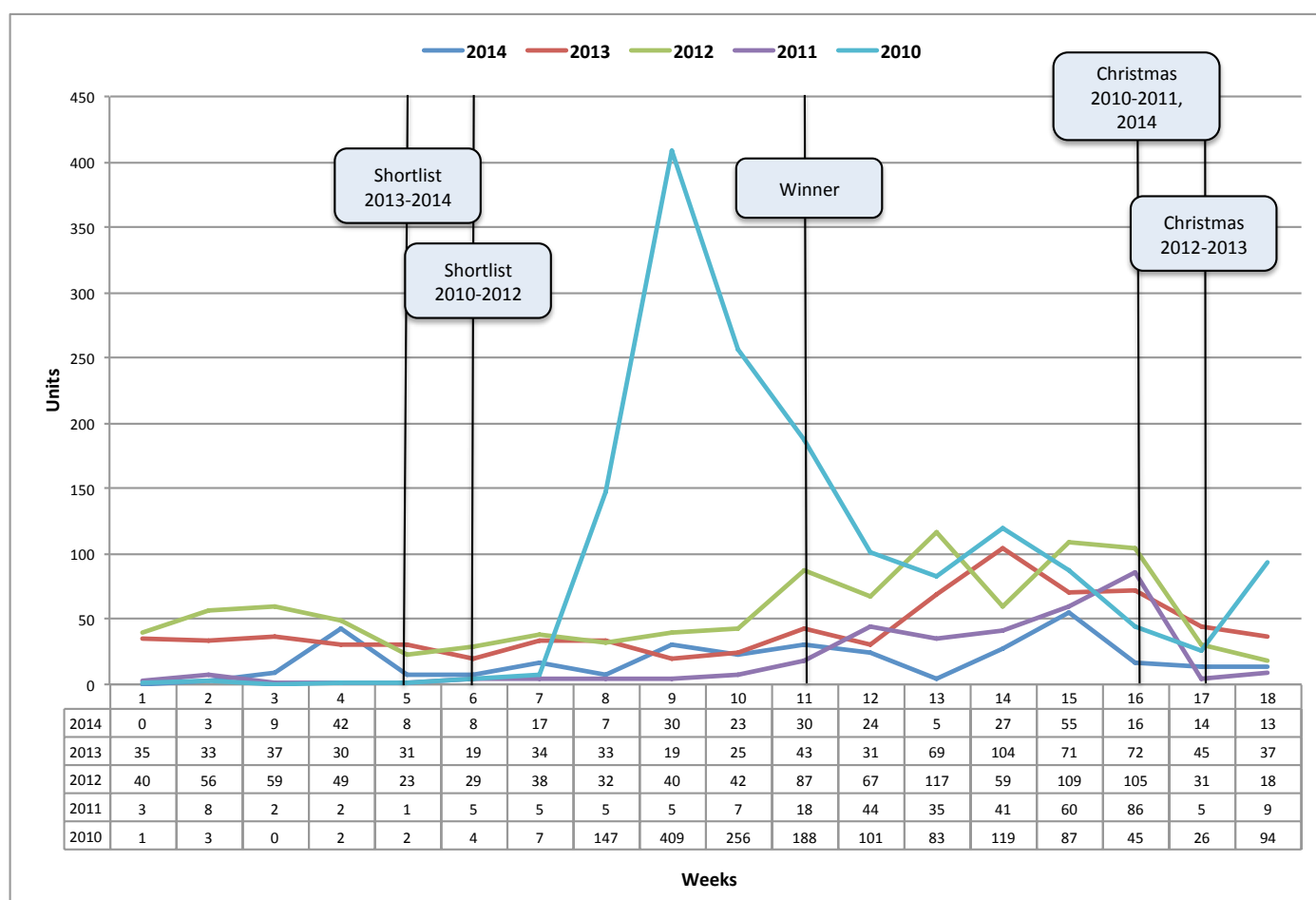


Children's Books (Text) 2010–2014

Volume Sold – Winner Comparison

WINNERS

- **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
- **2011:** *From Then to Now: A Short History of The World* by Christopher Moore, Tundra Books, HT 9780887765407, \$27.99
- **2010:** *Fishtailing* by Wendy Phillips, Coteau Books, TP 9781550504118, \$14.95

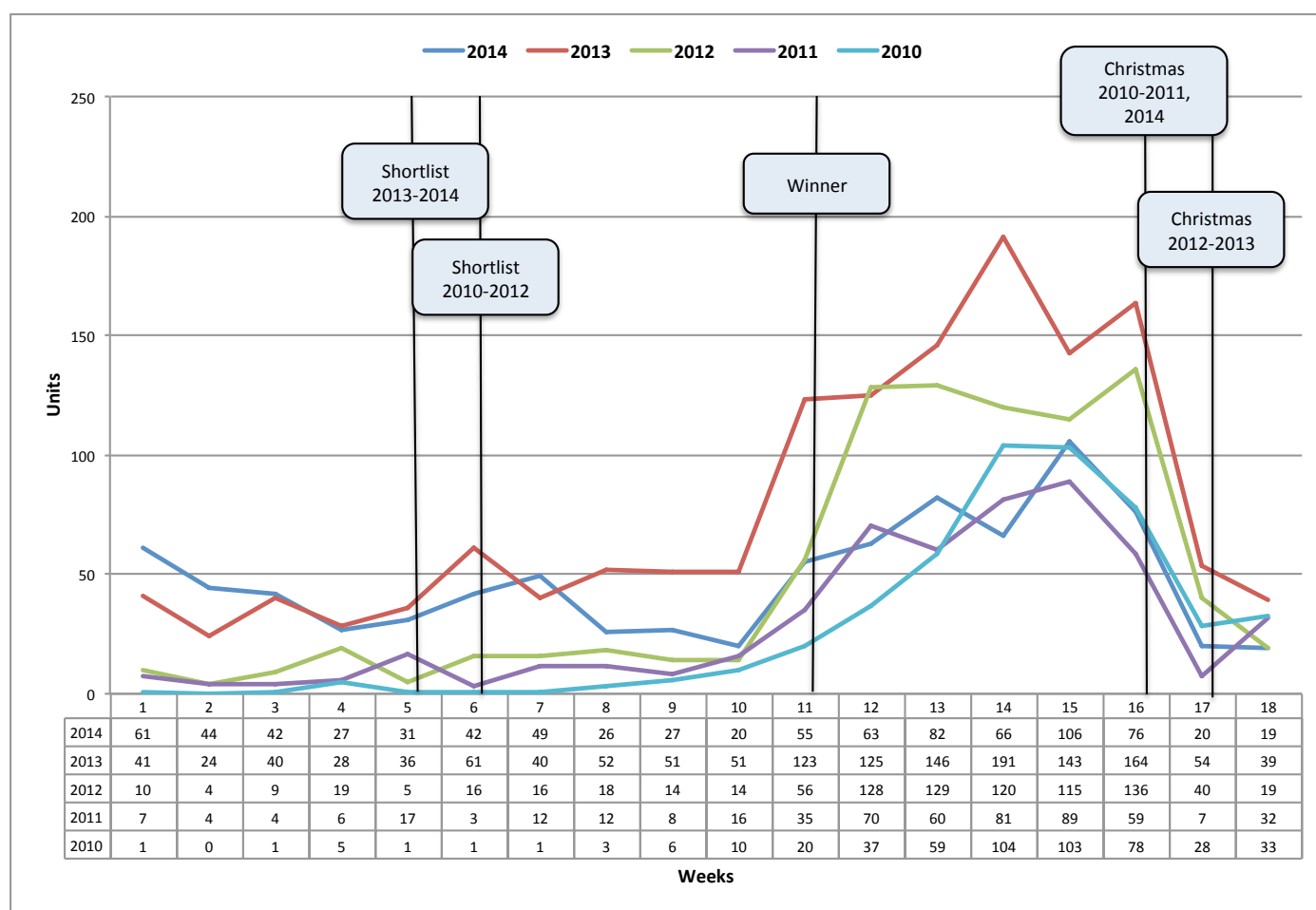


Children's Books (Illustration) 2010–2014

Volume Sold – Winner Comparison

WINNERS

- **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
- **2011:** *Ten Birds* by Cybele Young, Kids Can Press Limited, HT 9781554535682, \$86.95
- **2010:** *Cat's Night Out* by Caroline Stutson, Simon & Schuster/Paula Wiseman Books, HT 9781416940050, \$19.99

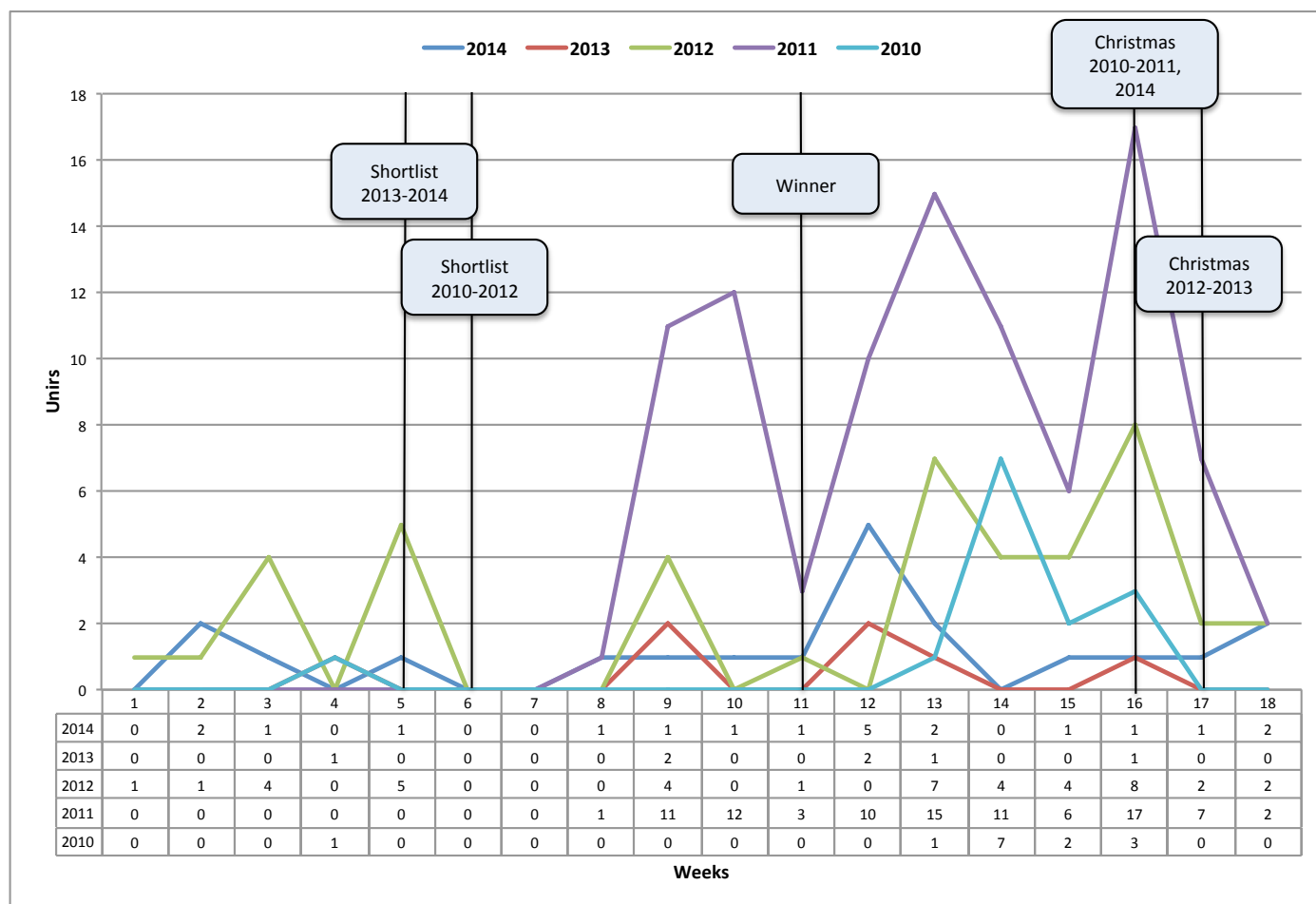


Translation 2010–2014

Volume Sold – Winner Comparison

WINNERS

- **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 Predator's Ball* by Nigel Spencer, House of Anansi Press, TP 9781770890053, \$24.46
- **2011:** *Partita for Glenn Gould* by Cybele Young, McGill-Queen's University Press, TP 9780773538108, \$34.95
- **2010:** *Forests* by Linda Gavoriau, Playwrights Canada Press, TP 9780887547935, \$18.95



CONCLUSION

The Governor General's Literary Awards have become one of the most prestigious literary prizes in Canada. Celebrating the GG literary awards assists The Canada Council to highlight the work of Canada's best authors, illustrators, and translators while supporting Canadian literature "so that it can be enjoyed by a growing number of readers across Canada and abroad."² Our analysis of the Governor General's Literary Awards leads us to conclude that it continues to have a positive impact on Canadian book sales:

- There is a slight sales increase for the nominees after the shortlist announcement.
- Sales increase for all winners and most nominees following the winner announcement, but the winning title may not outsell the other shortlisted titles. Winning titles have increased sales during the holiday season and then decline immediately after Christmas.
- Having titles nominated for multiple awards may have a more positive impact on sales.
- Format may play a part in the volume of sales, with trade paperbacks outselling more expensive hardcover titles.
- The Governor General's Awards positively affect book sales by generating publicity that influences book sales. In celebrating a book's nomination with advertisements, publishers can use the Governor General's Literary Awards as a powerful marketing tool, demonstrated by the fact that many finalists are nominated for other awards later that year.

² Simon Brault, "The Best Canadian books of 2014 revealed," November 18, 2014. <http://canadacouncil.ca/council/news-room/news/2014/gg-winners>