



BNC RESEARCH 10.2016

The Governor General's Literary Awards: Congratulations, nominees! What happens now? What if you win?



**BOOKNET
CANADA**

PREPARED BY BNC STAFF

CONFIDENTIAL TO BNC SALES DATA SUBSCRIBERS

© BOOKNET CANADA 2016

CONFIDENTIALITY

This document contains information that is available only to BNC SalesData subscribers and contributors. It is made available for your internal use only. If you have questions about public disclosure of this report, please contact media@booknetcanada.ca.

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 1,600 books submitted each year from English and French-language publishers representing authors, translators, and illustrators from across Canada.¹ The 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 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 the 2011 to 2015 winners. The titles shortlisted for the 2015 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 2015
- A look at each 2015 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 2011 to 2015

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 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 (e.g., 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.

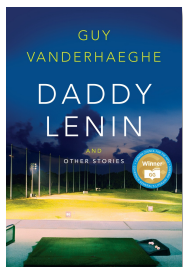
At this time, ebook sales are not represented in BNC's data. Therefore, all numbers in this report refer to print books only.

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 2015

ORGANIZED BY CANADA COUNCIL FOR THE ARTS
NOMINATIONS ANNOUNCED OCTOBER 7, 2015
WINNERS ANNOUNCED OCTOBER 28, 2015

Volume Sold for All Shortlisted Titles and Winner

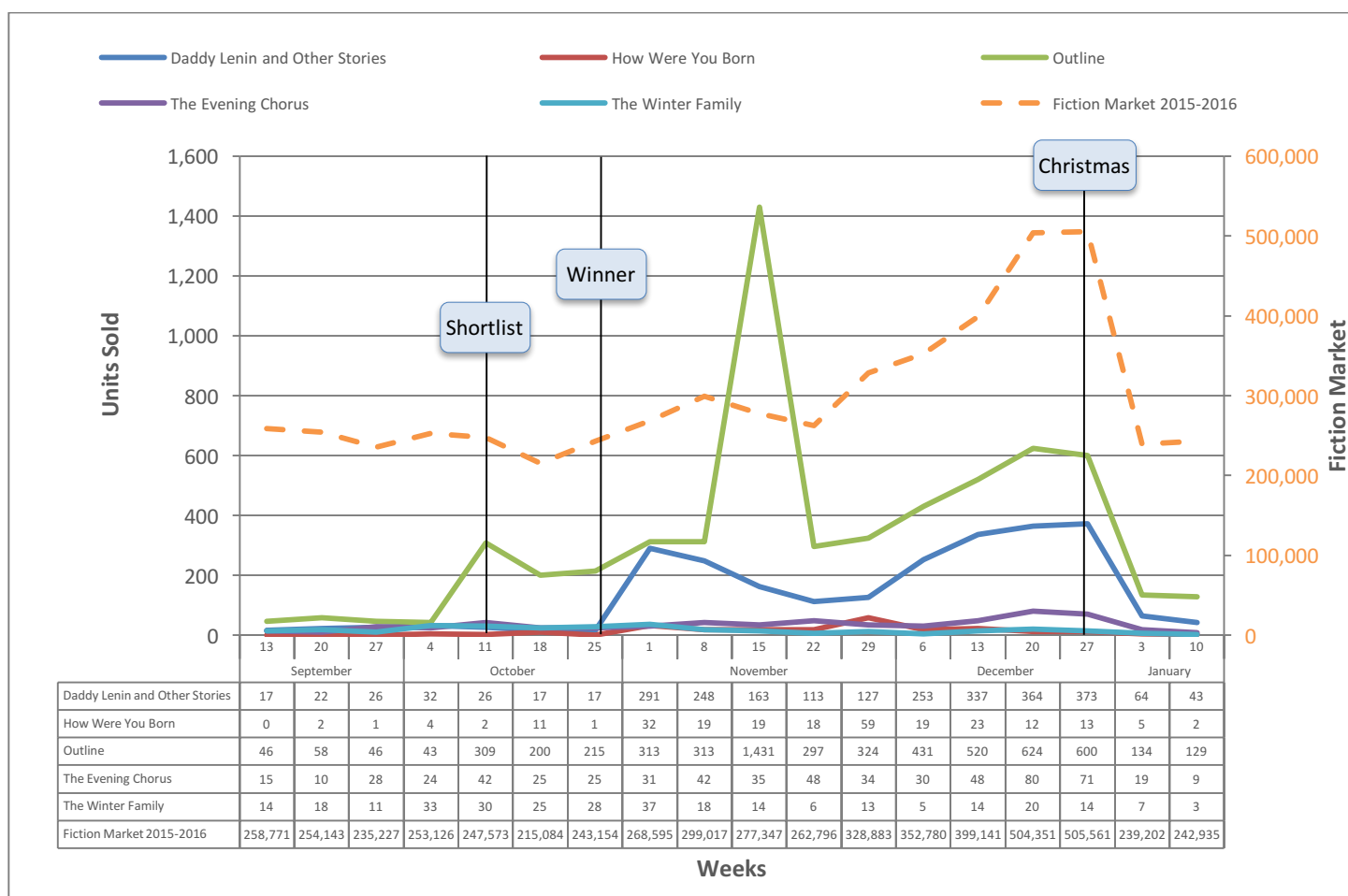


WINNER

- *Daddy Lenin and Other Stories* by Guy Vanderhaeghe, McClelland & Stewart, HT 9780771099144, \$29.95

NOMINEES

- *How Were You Born* by Kate Cayley, Pedlar Press, TP 9781897141656, \$22.00
- *Outline* by Rachel Cusk, HarperCollins, HT 9780374228347 \$29.99, TP 9781443447102, \$19.99
- *The Evening Chorus* by Helen Humphreys, HarperCollins, HT 9781443415484, \$28.99
- *The Winter Family* by Clifford Jackman, Random House of Canada, HT 9780345814791, \$29.95



Shortlist announcement (October 7, 2015):

Book sales after the shortlist announcement are relatively inconsistent. *How Were You Born* experienced a 371% sales increase after the announcement, but initial sales were minimal. *Outline*, the shortlisted title selling the most units before being nominated, had a 308% increase in sales. This increase may have been influenced by the Scotiabank Giller Prize announcement on October 5, which also included *Outline* in its shortlist. *Daddy Lenin and Other Stories* saw a 36% decline in sales. *The Evening Chorus* and *The Winter Family* both saw 21% increases in sales after the shortlist announcement.

Winner announcement (October 28, 2015):

All nominated books, with the exception of *The Winter Family*, experienced a sales increase after the winner announcement. *Daddy Lenin and Other Stories* benefited considerably from winning, with sales jumping 1,140% after the announcement. The book continued to have solid sales during the holiday season, peaking the week before Christmas, suggesting that the GG awards positively influence consumer behavior during the holiday season. *Outline* outsold the other four titles including the winner, reaching a peak in mid-November, the week that the winner of the Scotiabank Giller Prize was announced.

Volume Sold

Title	13-Sep	20-Sep	27-Sep	04-Oct	11-Oct	18-Oct	25-Oct	01-Nov	08-Nov	15-Nov	22-Nov	29-Nov	06-Dec	13-Dec	20-Dec	27-Dec	03-Jan	10-Jan
Daddy Lenin and Other Stories	17	22	26	32	26	17	17	291	248	163	113	127	253	337	364	373	64	43
<i>How You Were Born</i>	0	2	1	4	2	11	1	32	19	19	18	59	19	23	12	13	5	2
<i>Outline</i>	46	58	46	43	309	200	215	313	313	1,431	297	324	431	520	624	600	134	129
<i>The Evening Chorus</i>	15	10	28	24	42	25	25	31	42	35	48	34	30	48	80	71	19	9
<i>The Winter Family</i>	15	18	11	33	30	25	28	37	18	14	6	13	5	14	20	14	7	3

On Hand

Title	13-Sep	20-Sep	27-Sep	04-Oct	11-Oct	18-Oct	25-Oct	01-Nov	08-Nov	15-Nov	22-Nov	29-Nov	06-Dec	13-Dec	20-Dec	27-Dec	03-Jan	10-Jan
Daddy Lenin and Other Stories	1,087	1,005	1,007	975	968	2,172	2,136	2,465	8,261	8,052	7,959	7,911	7,853	7,625	7,368	7,054	6,967	6,960
<i>How You Were Born</i>	30	27	35	31	41	34	32	106	91	105	113	141	136	123	129	110	91	101
<i>Outline</i>	1,184	1,146	1,241	1,262	1,144	3,335	3,373	6,208	5,932	5,572	5,400	5,112	4,654	4,229	3,815	3,382	252	3,019
<i>The Evening Chorus</i>	673	595	623	715	767	898	867	908	890	775	715	2,494	2,442	2,326	2,244	2,166	2,133	2,117
<i>The Winter Family</i>	875	860	926	941	940	899	884	828	807	761	684	596	536	511	491	466	454	458

The Governor General's Non-fiction Award 2015

ORGANIZED BY CANADA COUNCIL FOR THE ARTS
NOMINATIONS ANNOUNCED OCTOBER 7, 2015
WINNERS ANNOUNCED OCTOBER 28, 2015

Volume Sold for All Shortlisted Titles and Winner

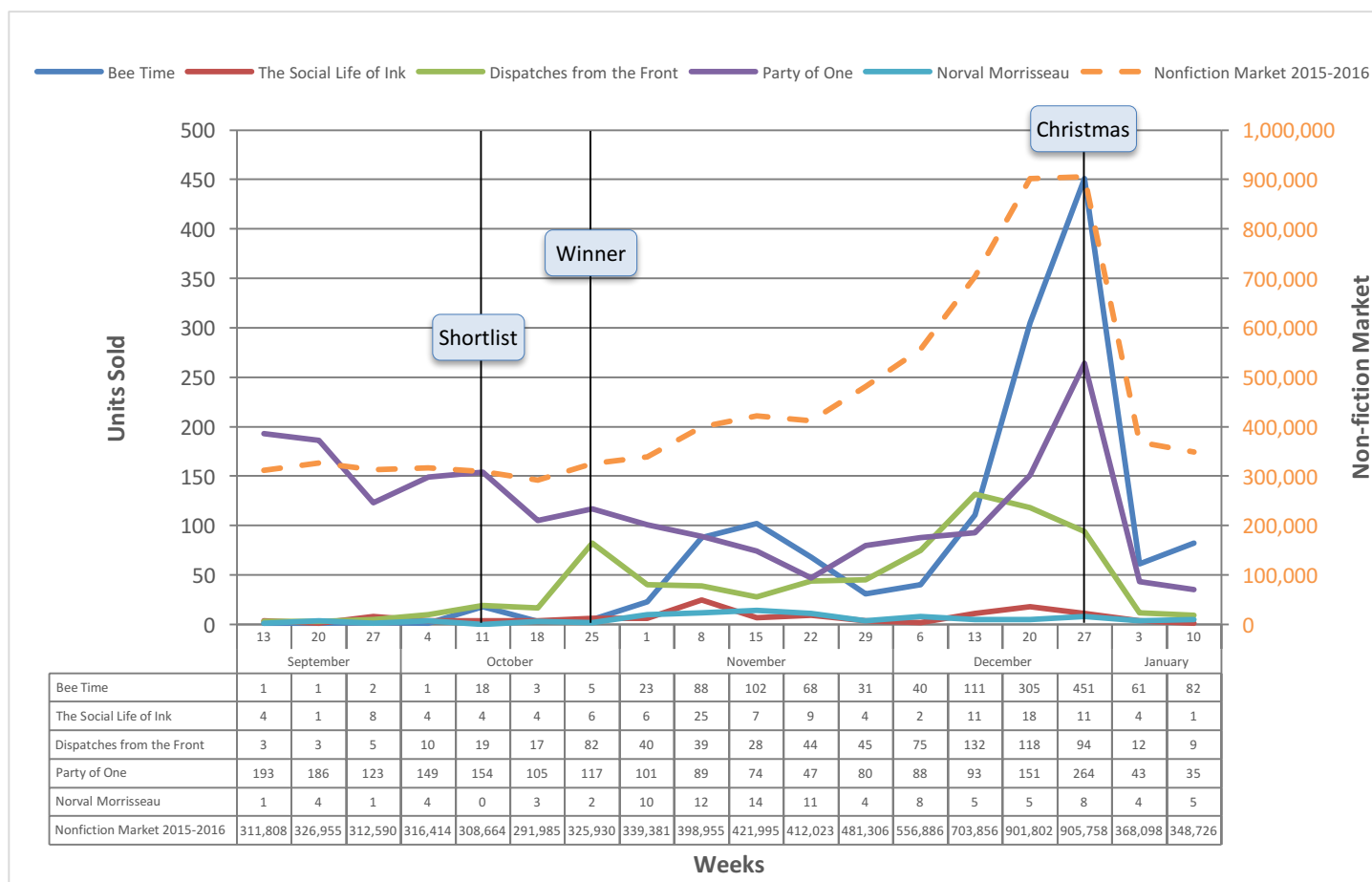
WINNER



- *Bee Time: Lessons from the Hive* by Mark L. Winston, Harvard University Press, HT 9780674368392, \$32.50

NOMINEES

- *The Social Life of Ink: Culture, Wonder, and Our Relationship with the Written Word* by Ted Bishop, Penguin Canada, HT 9780670068616, \$29.95
- *Dispatches from the Front: Matthew Halton, Canada's Voice at War* by David Halton, McClelland & Stewart, HT 9780771038136, \$34.95, TP 9780771038204, \$22.00
- *Party of One: Stephen Harper and Canada's Radical Makeover* by Michael Harris, Penguin Canada, HT 9780670067015, \$33.95, TP 9780143187059, \$22.00
- *Norval Morrisseau: Man Changing into Thunderbird* by Armand Garnet Ruffo, Douglas & McIntyre Ltd, HT 9781771620468, \$32.95



Shortlist announcement (October 7, 2015):

Bee Time saw a 125% sales increase after the shortlist announcement, although the actual units sold are limited. *Dispatches from the Front* had a 183% increase in sales, and sales continued to rise until the winner announcement. Not all the nominated titles experienced a sales increase after the shortlist announcement: *The Social Life of Ink* and *Party of One* declined in sales, indicating that the nomination had little effect on their already steady sales. Sales for *Party of One*, which outsold the other 4 shortlisted titles in September, are likely to have been influenced by the Canadian federal election which was held on October 19, 2015.

Winner announcement (October 28, 2015):

After winning, *Bee Time* saw 915% increase in sales and continued to peak, outselling the other four titles Christmas week. *The Social Life of Ink* and *Norval Morrisseau* also benefitted, with a 436% and 620% sales increase respectively.

Volume Sold

Title	13-Sep	20-Sep	27-Sep	04-Oct	11-Oct	18-Oct	25-Oct	01-Nov	08-Nov	15-Nov	22-Nov	29-Nov	06-Dec	13-Dec	20-Dec	27-Dec	03-Jan	10-Jan
Bee Time	1	1	2	1	18	3	5	23	88	102	68	31	40	111	305	451	61	82
The Social Life of Ink	4	1	8	4	4	4	6	6	25	7	9	4	2	11	18	11	4	1
Dispatches from the Front	3	3	5	10	19	17	82	40	39	28	44	45	75	132	118	94	12	9
Party of One	193	186	123	149	154	105	117	101	89	74	47	80	88	93	151	264	43	35
Norval Morrisseau	1	4	1	4	0	3	2	10	12	14	11	4	8	5	5	8	4	5

On Hand

Title	13-Sep	20-Sep	27-Sep	04-Oct	11-Oct	18-Oct	25-Oct	01-Nov	08-Nov	15-Nov	22-Nov	29-Nov	06-Dec	13-Dec	20-Dec	27-Dec	03-Jan	10-Jan
Bee Time	84	83	84	82	79	92	100	94	81	29	5	3	5	235	306	131	163	260
The Social Life of Ink	226	202	191	211	203	208	185	181	177	179	175	170	173	163	150	143	138	136
Dispatches from the Front	416	387	573	941	1,045	994	1,090	1,131	1,129	1,067	1,012	934	842	850	774	684	672	692
Party of One	2,823	2,543	3,743	3,544	3,417	3,325	3,219	3,158	3,086	2,973	2,887	2,780	2,670	2,572	2,431	2,165	2,126	2,091
Norval Morrisseau	416	387	388	370	350	68	75	99	100	100	102	96	95	99	94	87	83	83

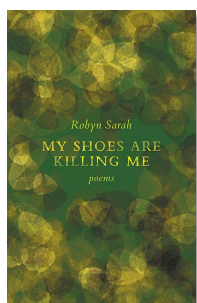
THE GOVERNOR GENERAL'S POETRY AWARD 2015

Volume Sold for All Shortlisted Titles and Winner

ORGANIZED BY CANADA COUNCIL FOR THE ARTS

NOMINATIONS ANNOUNCED OCTOBER 7, 2015

WINNERS ANNOUNCED OCTOBER 28, 2015



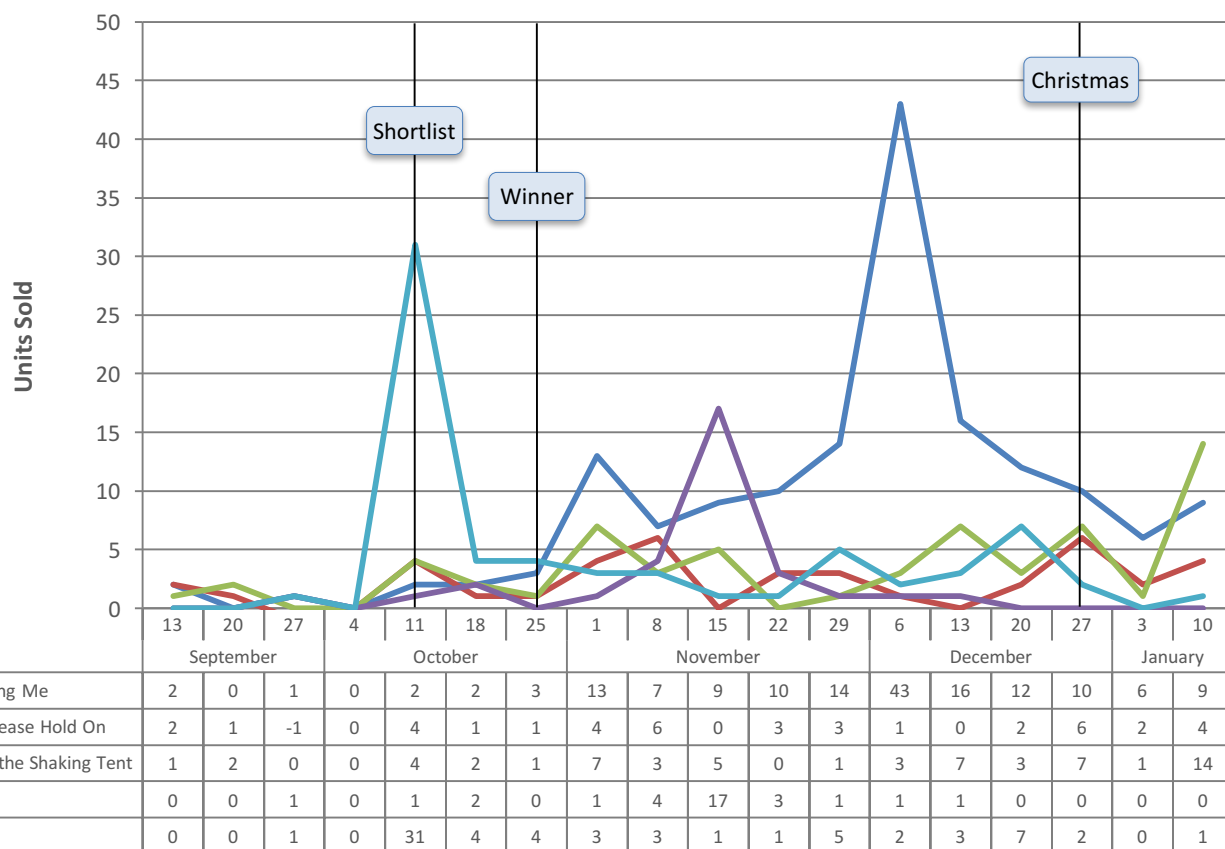
WINNER

- *My Shoes Are Killing Me* by Robyn Sarah, Biblioasis, TP 9781771960137, \$18.95

NOMINEES

- *For Your Safety Please Hold On* by Kayla Czaga, Nightwood Editions, TP 9780889713031, \$18.95
- *Infinite Citizen of the Shaking Tent* by Liz Howard, McClelland & Stewart, TP 9780771038365, \$18.95
- *Crossover* by M. Travis Lane, Comorant Books, TP 9781770864405, \$18.00
- *Washita* by Patrick Lane, Harbour Publishing, TP 9781550176766, \$18.85

— My Shoes are Killing Me — For Your Safety Please Hold On — Infinite Citizen of the Shaking Tent — Crossover — Washita



Weeks

Shortlist announcement (October 7, 2015):

The shortlist announcement had a slight effect on the nominated titles. *My Shoes Are Killing Me* experienced a sales increase of 500% while *Infinite Citizen of the Shaking Tent* saw 200%, and *Crossover* saw 500%. But to put these in perspective, the number of copies sold per week at this period does not exceed four. *Washita* experienced a 1,100% increase in sales and sold the most copies (31) the week of the shortlist announcement.

Winner announcement (October 28, 2015):

The winner, *My Shoes Are Killing Me*, and *For Your Safety Please Hold On*, both saw a sales increase of 200% after the announcement. *Crossover* experienced the largest sale increase of 300% after the winner announcement, whereas *Washita* experienced a decrease of 77% in sales.

Volume Sold

Title	13-Sep	20-Sep	27-Sep	04-Oct	11-Oct	18-Oct	25-Oct	01-Nov	08-Nov	15-Nov	22-Nov	29-Nov	06-Dec	13-Dec	20-Dec	27-Dec	03-Jan	10-Jan
My Shoes Are Killing Me	2	0	1	0	2	2	3	13	7	9	10	14	43	16	12	10	6	9
For Your Safety Please Hold On	2	1	-1	0	4	1	1	4	6	0	3	3	1	0	2	6	2	4
Infinite Citizen of the Shaking Tent	1	2	0	0	4	2	1	7	3	5	0	1	3	7	3	7	1	14
Crossover	0	0	1	0	1	2	0	1	4	17	3	1	1	1	0	0	0	0
Washita	0	0	1	0	31	4	4	3	3	1	1	5	2	3	7	2	0	1

On Hand

Title	13-Sep	20-Sep	27-Sep	04-Oct	11-Oct	18-Oct	25-Oct	01-Nov	08-Nov	15-Nov	22-Nov	29-Nov	06-Dec	13-Dec	20-Dec	27-Dec	03-Jan	10-Jan
My Shoes Are Killing Me	22	20	24	24	22	20	33	35	36	49	54	61	107	100	96	88	57	73
For Your Safety Please Hold On	55	51	41	42	38	42	50	45	47	47	49	47	47	47	46	39	37	33
Infinite Citizen of the Shaking Tent	125	119	124	124	119	123	144	180	142	139	150	150	149	142	140	133	132	122
Crossover	29	27	29	29	27	28	39	53	67	56	55	56	59	58	58	58	57	48
Washita	107	93	127	124	96	93	105	102	105	104	107	101	102	101	97	97	94	94

THE GOVERNOR GENERAL’S DRAMA AWARD 2015

Volume Sold for All Shortlisted Titles and Winner

ORGANIZED BY CANADA COUNCIL FOR THE ARTS
NOMINATIONS ANNOUNCED OCTOBER 7, 2015
WINNERS ANNOUNCED OCTOBER 28, 2015



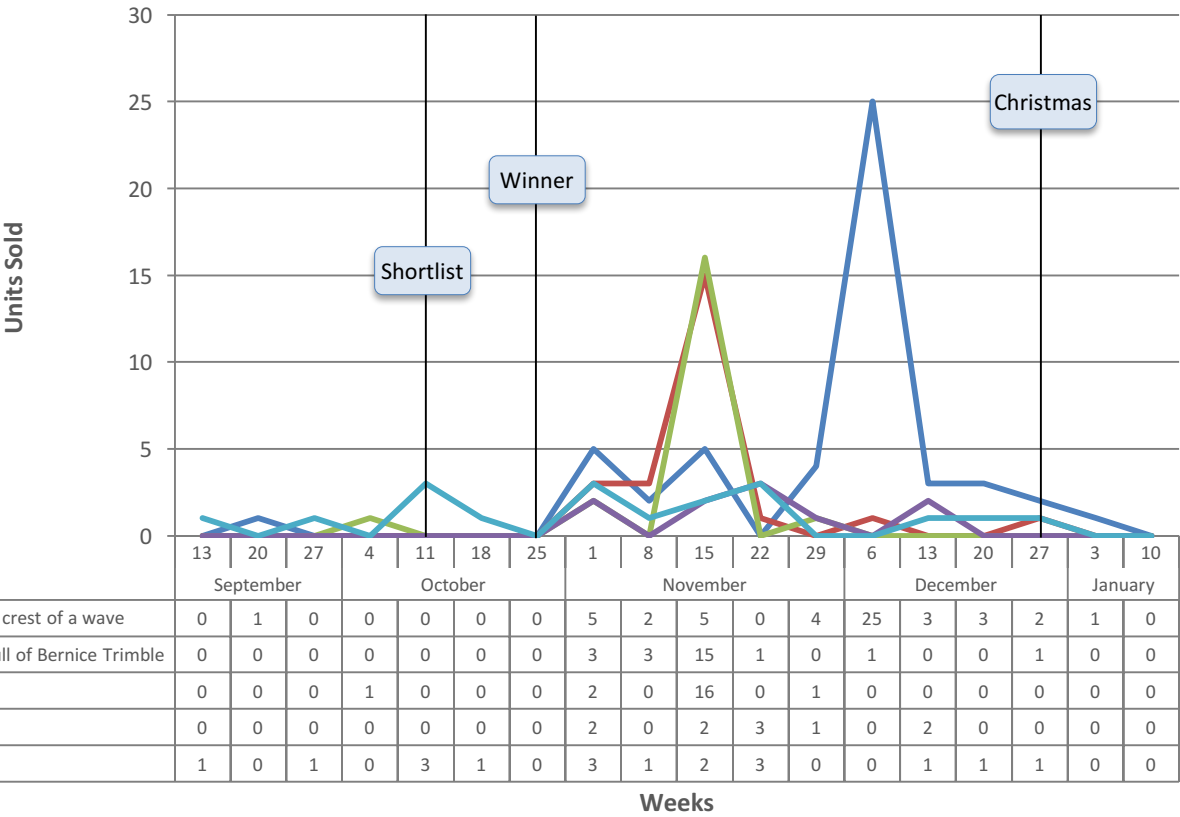
WINNER

- *carried away on the crest of a wave* by David Yee, Playwrights Canada Press, TP 9781770912571, \$16.95

NOMINEES

- *The Gravitational Pull of Bernice Trimble* by Beth Graham, Playwrights Canada Press, TP 9781770913301, \$16.95
- *Mahmoud* by Tara Grammy, Playwrights Canada Press, TP 9781770913240, \$16.95
- *Odd Ducks* by Bryden Macdonald, Talon Books Ltd, TP 9780889229341, \$17.95
- *Winners and Losers* by Marcus Youssef, Talon Books Ltd, TP 9780889229327, \$16.95

carried away on the crest of a wave The Gravitational Pull of Bernice Trimble Mahmoud Odd Ducks Winners and Losers



Shortlist announcement (October 7, 2015):

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 award subjects despite all the books being sold in a trade paperback format.

Winner announcement (October 28, 2015):

One week after the winner announcement, all titles saw a gradual increase in sales. The winner, *carried away on the crest of a wave*, had the highest sales in early December, selling 25 copies.

Volume Sold

Title	13-Sep	20-Sep	27-Sep	04-Oct	11-Oct	18-Oct	25-Oct	01-Nov	08-Nov	15-Nov	22-Nov	29-Nov	06-Dec	13-Dec	20-Dec	27-Dec	03-Jan	10-Jan
<i>carried away on the crest of a wave</i>	0	1	0	0	0	0	0	5	2	5	0	4	25	3	3	2	1	0
The Gravitational Pull of Bernice Trimble	0	0	0	0	0	0	0	3	3	15	1	0	1	0	0	1	0	0
Mahmoud	0	0	0	1	0	0	0	2	0	16	0	1	0	0	0	0	0	0
Odd Ducks	0	0	0	0	0	0	0	2	0	2	3	1	0	2	0	0	0	0
Winners and Losers	1	0	1	0	3	1	0	3	1	2	3	0	0	1	1	1	0	0

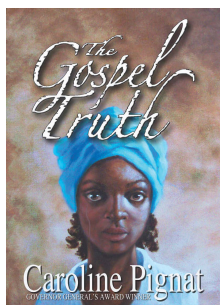
On Hand

Title	13-Sep	20-Sep	27-Sep	04-Oct	11-Oct	18-Oct	25-Oct	01-Nov	08-Nov	15-Nov	22-Nov	29-Nov	06-Dec	13-Dec	20-Dec	27-Dec	03-Jan	10-Jan
<i>carried away on the crest of a wave</i>	7	6	8	8	8	8	16	21	25	26	25	29	29	32	28	25	26	27
The Gravitational Pull of Bernice Trimble	2	1	2	2	2	2	10	14	18	18	17	17	16	16	16	15	14	14
Mahmoud	6	5	6	6	6	5	13	16	19	19	19	22	19	19	19	19	19	18
Odd Ducks	7	6	8	8	8	20	21	20	24	24	24	24	26	26	26	26	26	26
Winners and Losers	16	16	15	15	15	26	28	30	31	31	31	31	31	30	29	28	28	28

THE GOVERNOR GENERAL'S CHILDREN'S LITERATURE AWARD - TEXT 2015

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

Volume Sold for All Shortlisted Titles and Winner

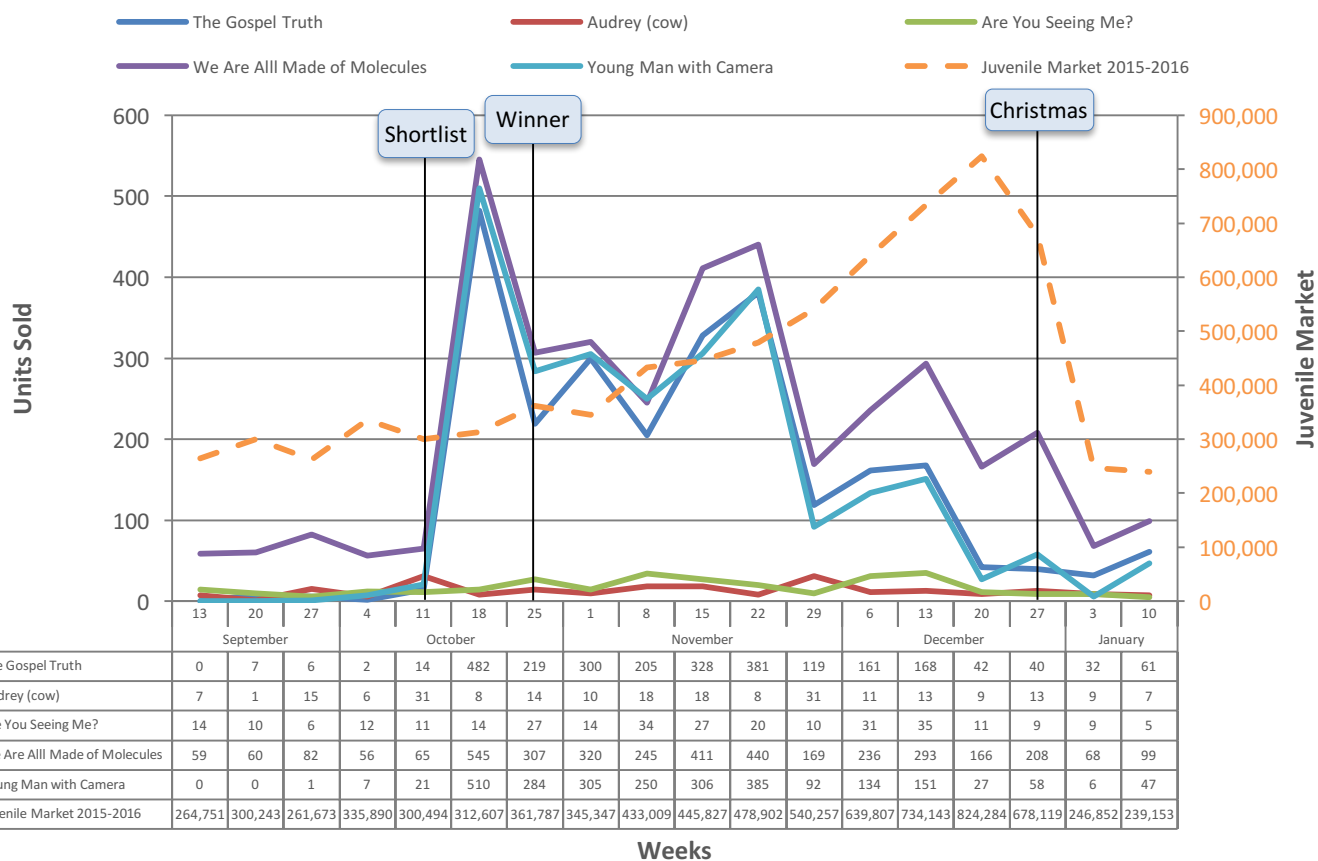


WINNER

- *The Gospel Truth* by Caroline Pignat, Red Deer Press, TP 9780889954939, \$12.95

NOMINEES

- *Audrey (cow)* by Dan Bar-el, Tundra Books HT 9781770496026, \$21.99
- *Are You Seeing Me?* by Darren Groth, Orca Book Publishers, HT 9781459810792, \$19.95
- *We Are All Made of Molecules* by Susin Nielsen, Tundra Books, HT 9781770497795, \$19.99
- *Young Man With Camera* by Emil Sher, Scholastic Inc, HT 9780545541312, \$21.99



Shortlist announcement (October 7, 2015):

All nominated books were positively influenced by the shortlist announcement, with *Young Man with Camera* experiencing the greatest sales increase during this study period. *The Gospel Truth* also saw a significant increase after the shortlist announcement. *The Gospel Truth*, *We Are All Made of Molecules*, and *Young Man with Camera* all experienced peak sales after the shortlist announcement and before the winner announcement.

Winner announcement (October 28, 2015):

Interestingly, due to peak sales prior to the winner announcement, *The Gospel Truth* experienced a 14% decline in sales after it was announced as the winning title. Despite not winning, *Are You Seeing Me?* benefitted greatly from the announcement, seeing the greatest sales increase of 96% out of the five titles. *Audrey (cow)* sales remained relatively flat, while *We Are All Made of Molecules* and *Young Man with Camera* both experienced slight declines in sales after the winner announcement.

Volume Sold

Title	13-Sep	20-Sep	27-Sep	04-Oct	11-Oct	18-Oct	25-Oct	01-Nov	08-Nov	15-Nov	22-Nov	29-Nov	06-Dec	13-Dec	20-Dec	27-Dec	03-Jan	10-Jan
The Gospel Truth	0	7	6	2	14	482	219	300	205	328	381	119	161	168	42	40	32	61
Audrey (cow)	7	1	15	6	31	8	14	10	18	18	8	31	11	13	9	13	9	7
Are You Seeing Me?	14	10	6	12	11	14	27	14	34	27	20	10	31	35	11	9	9	5
We Are All Made of Molecules	59	60	82	56	65	545	307	320	245	411	440	169	236	293	166	208	68	99
Young Man with Camera	0	0	1	7	21	510	284	305	250	306	385	92	134	151	27	58	6	47

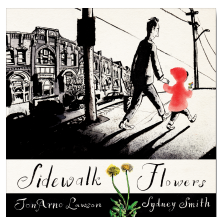
On Hand

Title	13-Sep	20-Sep	27-Sep	04-Oct	11-Oct	18-Oct	25-Oct	01-Nov	08-Nov	15-Nov	22-Nov	29-Nov	06-Dec	13-Dec	20-Dec	27-Dec	03-Jan	10-Jan
The Gospel Truth	59	45	49	2,054	2,053	1,601	1,448	1,231	1,185	952	675	1,139	1,104	960	947	927	307	822
Audrey (cow)	220	209	197	194	185	248	463	489	501	493	483	484	479	471	466	450	428	437
Are You Seeing Me?	166	154	208	206	208	259	407	458	475	471	468	476	474	472	462	454	449	420
We Are All Made of Molecules	1,697	1,678	1,601	3,438	3,392	2,854	2,584	2,305	2,068	1,826	1,444	1,347	1,133	1,501	1,394	1,204	764	1,230
Young Man with Camera	0	0	147	1,678	1,560	1,814	1,784	1,621	1,492	1,279	978	1,434	1,361	1,223	1,207	1,169	529	1,089

THE GOVERNOR GENERAL'S CHILDREN'S LITERATURE AWARD – ILLUSTRATED 2015

ORGANIZED BY CANADA COUNCIL FOR THE ARTS
NOMINATIONS ANNOUNCED OCTOBER 7, 2015
WINNERS ANNOUNCED OCTOBER 28, 2015

Volume Sold for All Shortlisted Titles and Winner

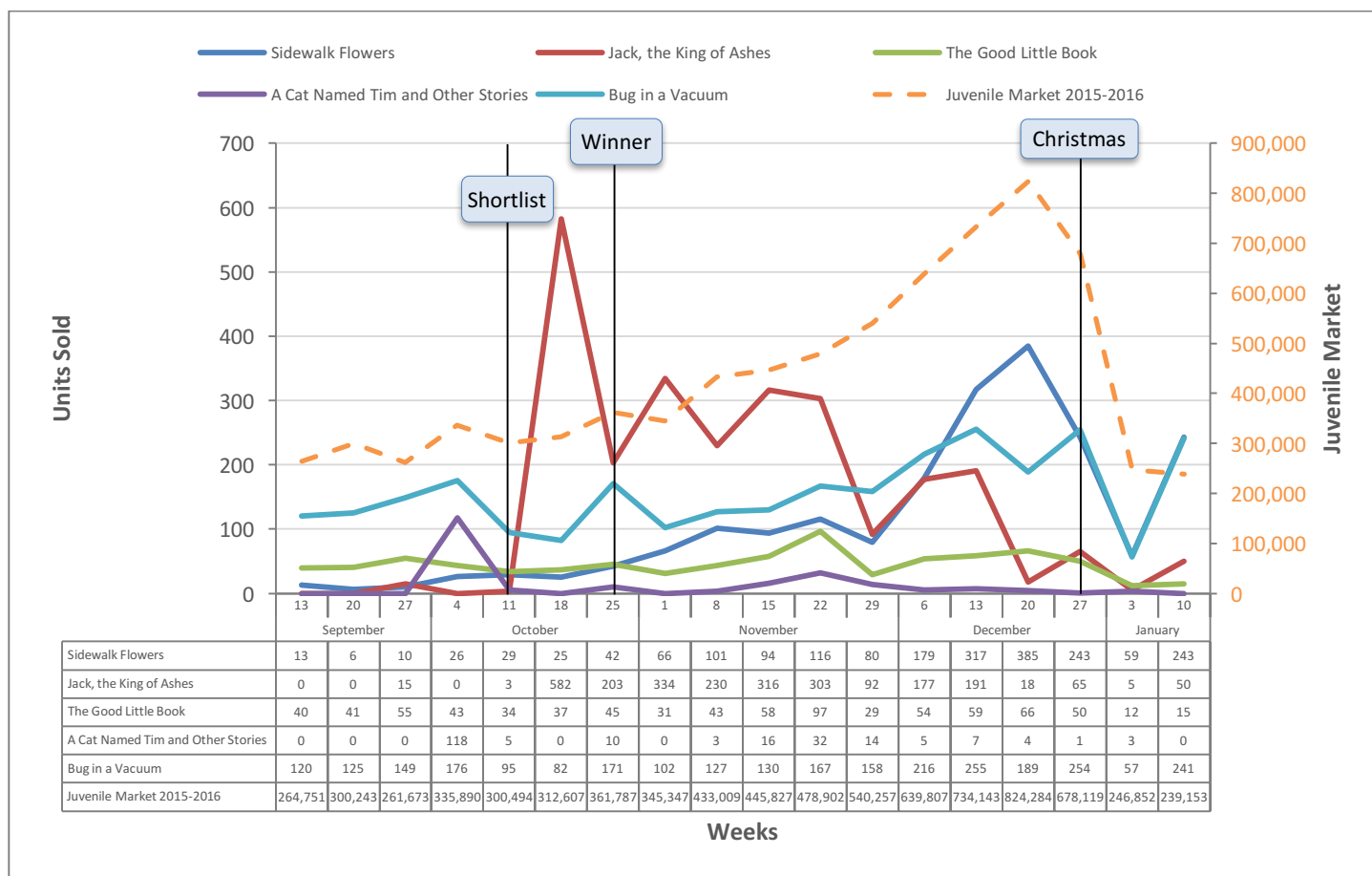


WINNER

- *Sidewalk Flowers* by JonArno Lawson (illustrated by Sydney Smith), Groundwood Books Ltd, HT 9781554984312, \$16.95

NOMINEES

- *Jack, the King of Ashes* by Andy Jones (illustrated by Darka Erdelji), Brick Books, TP 9781927917015, \$18.95
- *The Good Little Book* by Kyo Maclear (illustrated by Marion Arbona), Tundra Books, HT 9781770494510, \$18.99
- *A Cat Named Tim and Other Stories* by John Martz, Koyama Press, HT 9781927668108, \$29.50
- *Bug in a Vacuum* by Melanie Watt, Tundra Books, HT 9781770496453, \$24.99



Shortlist announcement (October 7, 2015):

The shortlist announcement had little impact on sales with the exception of *Jack, the King of Ashes*, which experienced a 11,540% increase in sales, reaching peak sales a week before the winner announcement. *Sidewalk Flowers* also experienced a 79% increase in sales, whereas the remaining three titles all experienced declines in sales after the shortlist announcement. Book sales for all the nominees are sporadic during the study period with *Bug in a Vacuum* selling the most units.

Winner announcement (October 28, 2015):

The winner, *Sidewalk Flowers*, experienced a sales increase of 216% the week after winning. This book later went on to win the 2016 Elizabeth Mrazik-Cleaver Canadian Picture Book Award and the 2016 National Cartoonists Society Reuben Award for Book Illustration. It was also selected to be one of the 2015 New York Times Best Illustrated Children's Books of the Year. *The Good Little Book* and *Bug in a Vacuum* benefitted mildly from the winner announcement, experiencing a 11% and 9% increase in sales respectively. *The Good Little Book* was selected as a Starred Selection on the Canadian Children's Book Centre's 2016 Best Books for Kids and Teens list, and was the Amazon Best Book of the Month for August 2015. Not surprisingly, being nominated for multiple awards has a greater influence on consumers and booksellers.

Volume Sold

Title	13-Sep	20-Sep	27-Sep	04-Oct	11-Oct	18-Oct	25-Oct	01-Nov	08-Nov	15-Nov	22-Nov	29-Nov	06-Dec	13-Dec	20-Dec	27-Dec	03-Jan	10-Jan
Sidewalk Flowers	13	6	10	26	29	25	42	66	101	94	116	80	179	317	385	243	59	243
Jack, the King of Ashes	0	0	15	0	3	582	203	334	230	316	303	92	177	191	18	65	5	50
The Good Little Book	40	41	55	43	34	37	45	31	43	58	97	29	54	59	66	50	12	15
A Cat Named Tim and Other Stories	0	0	0	118	5	0	10	0	3	16	32	14	5	7	4	1	3	0
Bug in a Vacuum	120	125	149	176	95	82	171	102	127	130	167	158	216	255	189	254	57	241

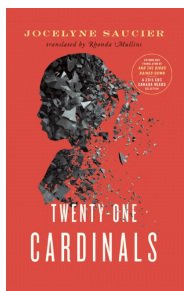
On Hand

Title	13-Sep	20-Sep	27-Sep	04-Oct	11-Oct	18-Oct	25-Oct	01-Nov	08-Nov	15-Nov	22-Nov	29-Nov	06-Dec	13-Dec	20-Dec	27-Dec	03-Jan	10-Jan
Sidewalk Flowers	270	223	260	274	280	371	699	965	1,075	1,130	1,207	1,180	1,128	985	989	818	782	844
Jack, the King of Ashes	116	87	69	2,569	2,565	1,976	1,789	1,497	1,299	1,146	884	838	713	1,042	1,040	986	163	932
The Good Little Book	1,123	1,050	1,124	1,088	1,134	1,102	1,116	1,075	1,059	1,063	943	921	898	871	833	795	789	793
A Cat Named Tim and Other Stories	1	1	2	1	5	6	6	8	39	37	43	298	298	301	299	297	338	338
Bug in a Vacuum	1,427	1,336	1,396	1,527	1,593	1,552	1,619	1,691	1,648	1,641	1,511	1,646	1,563	1,443	1,421	1,219	1,161	1,151

THE GOVERNOR GENERAL'S TRANSLATION AWARD (FRENCH TO ENGLISH) 2015

ORGANIZED BY CANADA COUNCIL FOR THE ARTS
NOMINATIONS ANNOUNCED OCTOBER 7, 2015
WINNERS ANNOUNCED OCTOBER 28, 2015

Volume Sold for All Shortlisted Titles and Winner

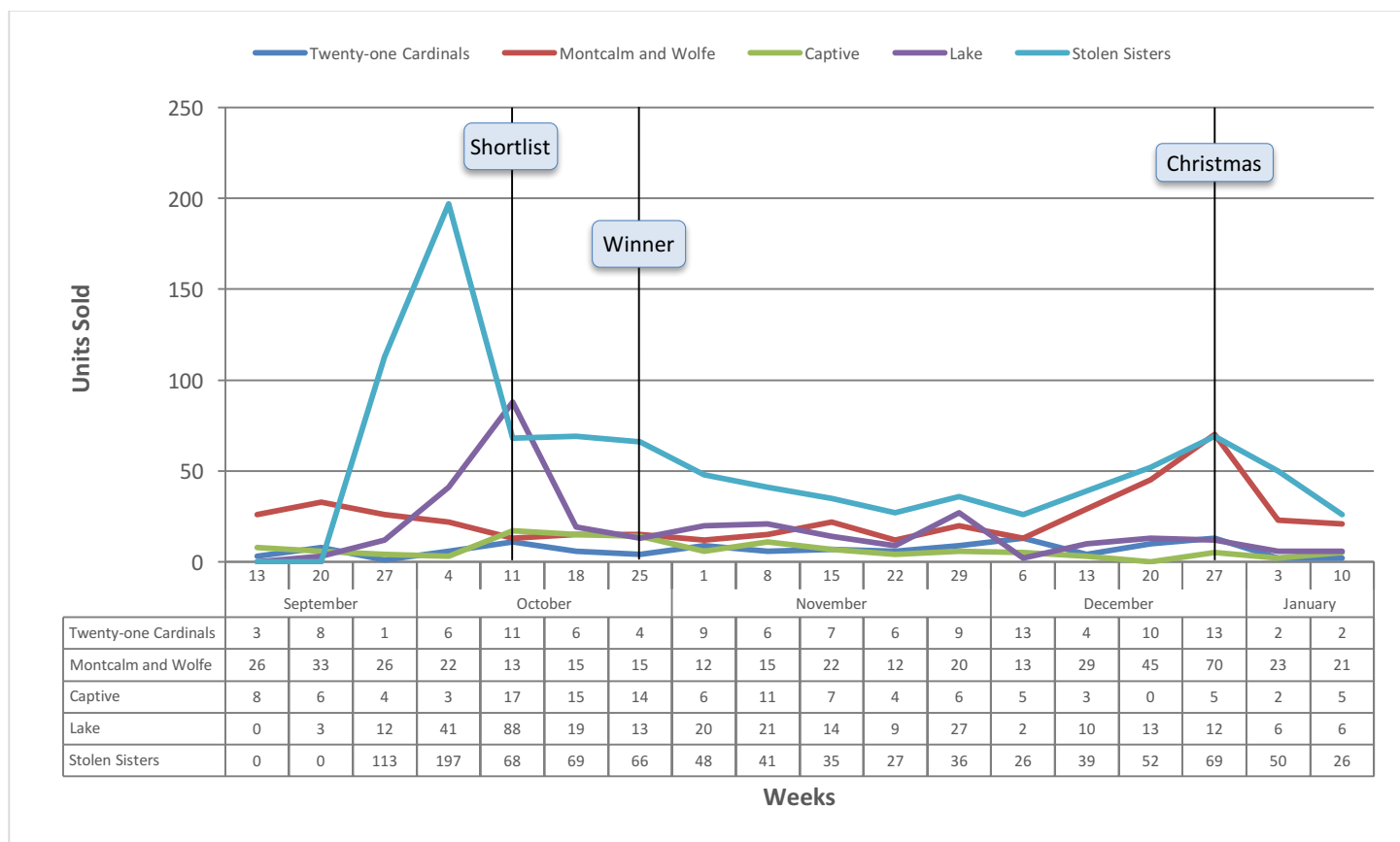


WINNER

- *Twenty-one Cardinals* by Jocelyne Saucier (translated by Rhonda Mullins), Coach House Books, TP 9781552453070, \$19.95

NOMINEES

- *Montcalm and Wolfe* by Roch Carrier, HarperCollins, TP 9781554687633, \$22.99, HT 9781443436885, \$34.99
- *Captive* by Claudine Dumont (translated by David Scott Hamilton), House of Anansi, TP 9781487000516, \$22.95
- *The Lake* by Perrine LeBlanc (translated by Lazer Lederhendler), House of Anansi, TP 9781487000202, \$22.95
- *Stolen Sisters* by Emmanuelle Walter, HarperCollins, HT 9781443445160, \$26.99



Shortlist announcement (October 7, 2015):

Following the shortlist announcement, *Captive* experienced the greatest sales increase of 246%. *Lake* and *Stolen Sisters* both saw peak sales prior to the shortlist announcement, with *Stolen Sisters* selling 197 units the week ending October 4, 2015. This jump in sales may have been influenced by ongoing discussions regarding inquiry into missing and murdered indigenous women in Canada during the Canadian Federal Election, which was held on October 19, 2015. *Twenty-one Cardinals*, *Montcalm and Wolfe*, and *Captive* had sales remain relatively consistent with pre-announcement sales performances.

Winner announcement (October 28, 2015):

With the exception of *Montcalm and Wolfe*, the four other titles, including the winning title *Twenty-one Cardinals*, all experienced a decline in sales immediately after the winner announcement. Although the volume sold for nominees in the Translation Award category is on a smaller scale than the other award sections, the finalists do experience a sales increase approaching the holiday season. *Stolen Sisters* also sold 962 units during this study period, more than double the next highest-selling title in this category.

Volumes Sold

Title	13-Sep	20-Sep	27-Sep	04-Oct	11-Oct	18-Oct	25-Oct	01-Nov	08-Nov	15-Nov	22-Nov	29-Nov	06-Dec	13-Dec	20-Dec	27-Dec	03-Jan	10-Jan
Twenty-One Cardinals	3	8	1	6	11	6	4	9	6	7	6	9	13	4	10	13	2	2
Montcalm and Wolfe	26	33	26	22	13	15	15	12	15	22	12	20	13	29	45	70	23	21
Captive	8	6	4	3	17	15	14	6	11	7	4	6	5	3	0	5	2	5
Lake	0	3	12	41	88	19	13	20	21	14	9	27	2	10	13	12	6	6
Stolen Sisters	0	0	113	197	68	69	66	48	41	35	27	36	26	39	52	69	50	26

On Hand

Title	13-Sep	20-Sep	27-Sep	04-Oct	11-Oct	18-Oct	25-Oct	01-Nov	08-Nov	15-Nov	22-Nov	29-Nov	06-Dec	13-Dec	20-Dec	27-Dec	03-Jan	10-Jan
Twenty-One Cardinals	449	370	357	378	388	384	375	359	338	319	309	288	317	318	310	297	277	280
Montcalm and Wolfe	482	450	452	430	437	432	442	428	414	394	380	368	364	356	333	268	248	256
Captive	668	656	684	676	678	671	669	669	672	680	617	590	599	507	438	423	407	373
Lake	0	356	610	644	738	743	739	738	780	777	762	751	754	761	783	790	801	668
Stolen Sisters	0	0	904	1096	1208	1,238	1,341	1,311	1,303	1,282	1,290	1,275	1,271	1,275	1,254	1,192	1,149	1,092

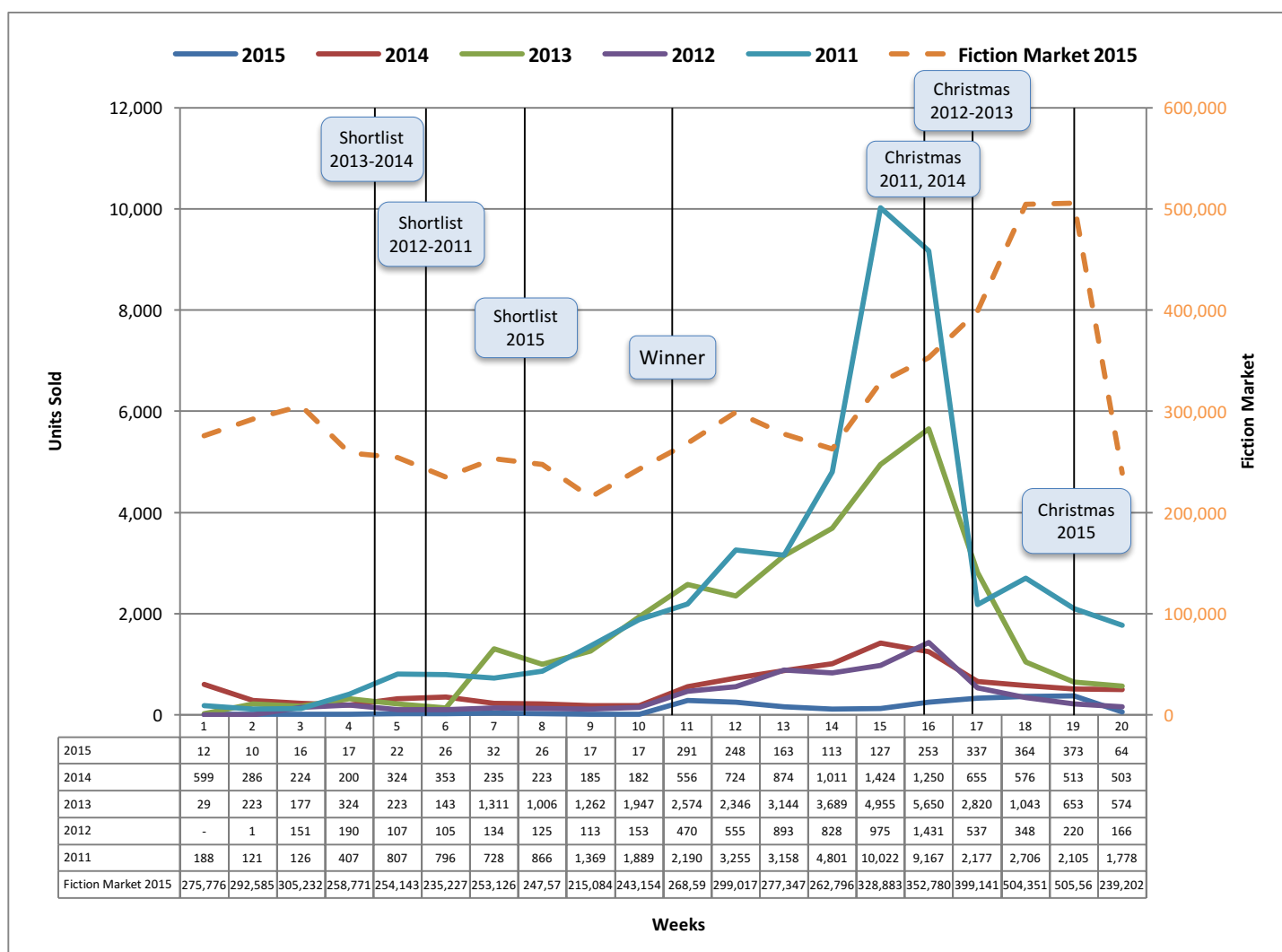
YEAR-OVER-YEAR COMPARISON OF ALL CATEGORIES

FICTION 2011–2015

Winner Comparison by Volume Sold

WINNERS

- **2015:** *Daddy Lenin and Other Stories* by Guy Vanderhaeghe, McClelland & Stewart, HT 9780771099144, \$29.95
- **2014:** *The Back of the Turtle* by Thomas King, HarperCollins Canada, HT 9781443431620, \$33.95, TP 9781443446464, \$24.99
- **2013:** *The Luminaries* by Eleanor Catton, McClelland & Stewart, HT 9780771019104, \$35.00
- **2012:** *The Purchase* by Linda Spalding, McClelland & Stewart, HT 9780771079351, \$29.99
- **2011:** *The Sisters Brothers* by Patrick de Witt, House of Anansi, HT 9780887842894, \$29.99, TP 9781770890329, \$19.95



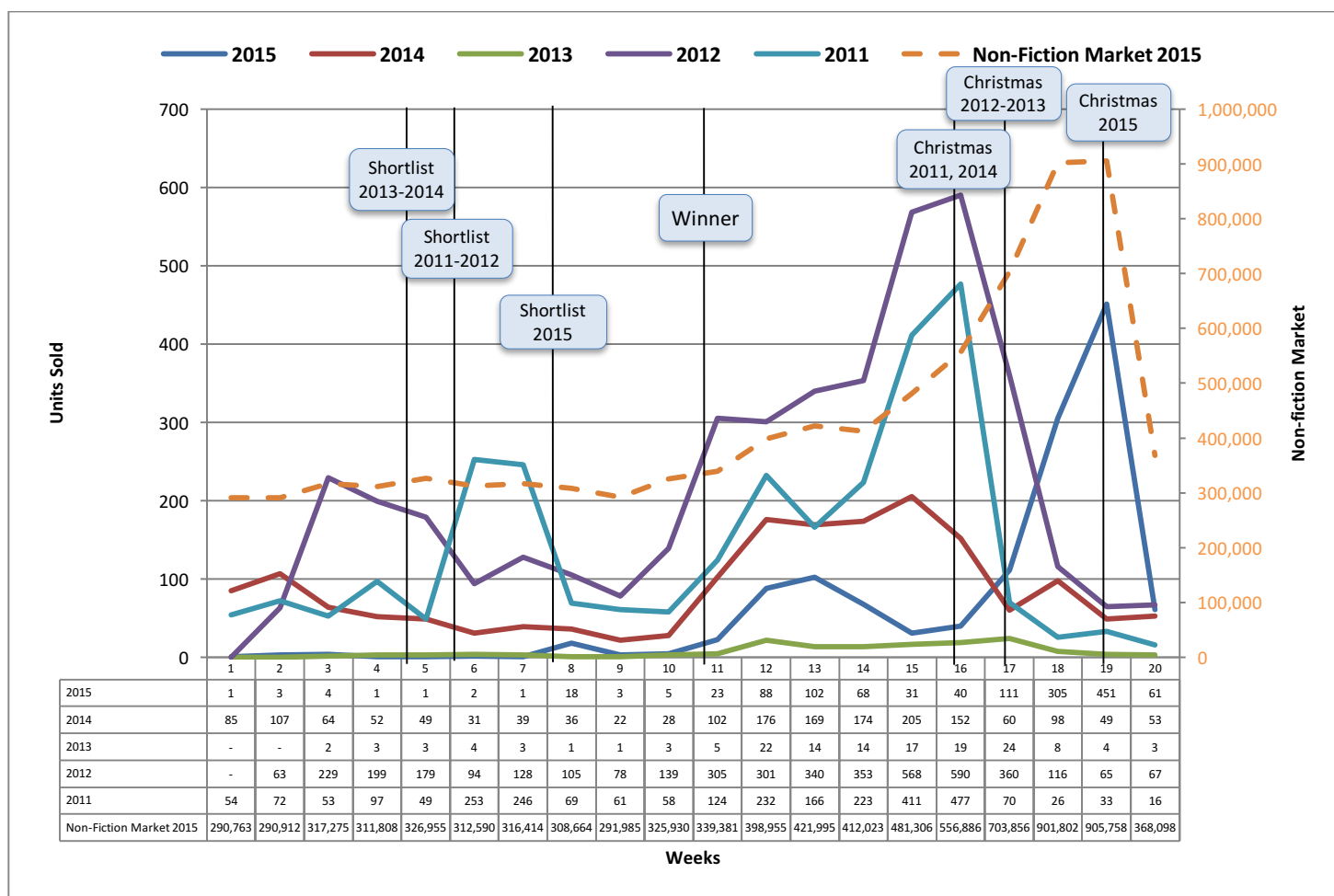
The graph above exemplifies the effect on sales of winning the Governor General's Literary Award, especially leading up to the holiday season. Noticeably high sales peaks occur in both 2013 and 2011, which could be a reflection of the additional media attention received by titles nominated for multiple awards. 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 Fiction Award has decreased since 2014, but the overall trend for each year indicates that the nominated titles experience a sales increase after the winner announcement, which continues to have a dramatic effect on the winning titles into the Christmas season.

Non-fiction 2011–2015

Winner Comparison by Volume Sold

WINNERS

- **2015:** *Bee Time: Lessons from the Hive* by Mark L. Winston, Harvard University Press, HT 9780674368392, \$32.50
- **2014:** *The End of Absence: Reclaiming What We've Lost In A World of Constant Connection* by Michael Harris, HarperCollins Canada, HT 9781443426275, \$29.99
- **2013:** *Journey with No Maps: A Life of P.K. Page* by Sandra Diwa, McGill-Queen's University, HT 9780773540613, \$39.95, TP 9780773541917, \$24.95
- **2012:** *Leonardo and the Last Supper* by Ross King, Doubleday Canada, HT 9780385666084, \$34.95
- **2011:** *Mordecai: The Life & Times* by Charles Foran, Knopf Canada, HT 9780676979633, \$29.95, TP 9780676979657, \$24.95



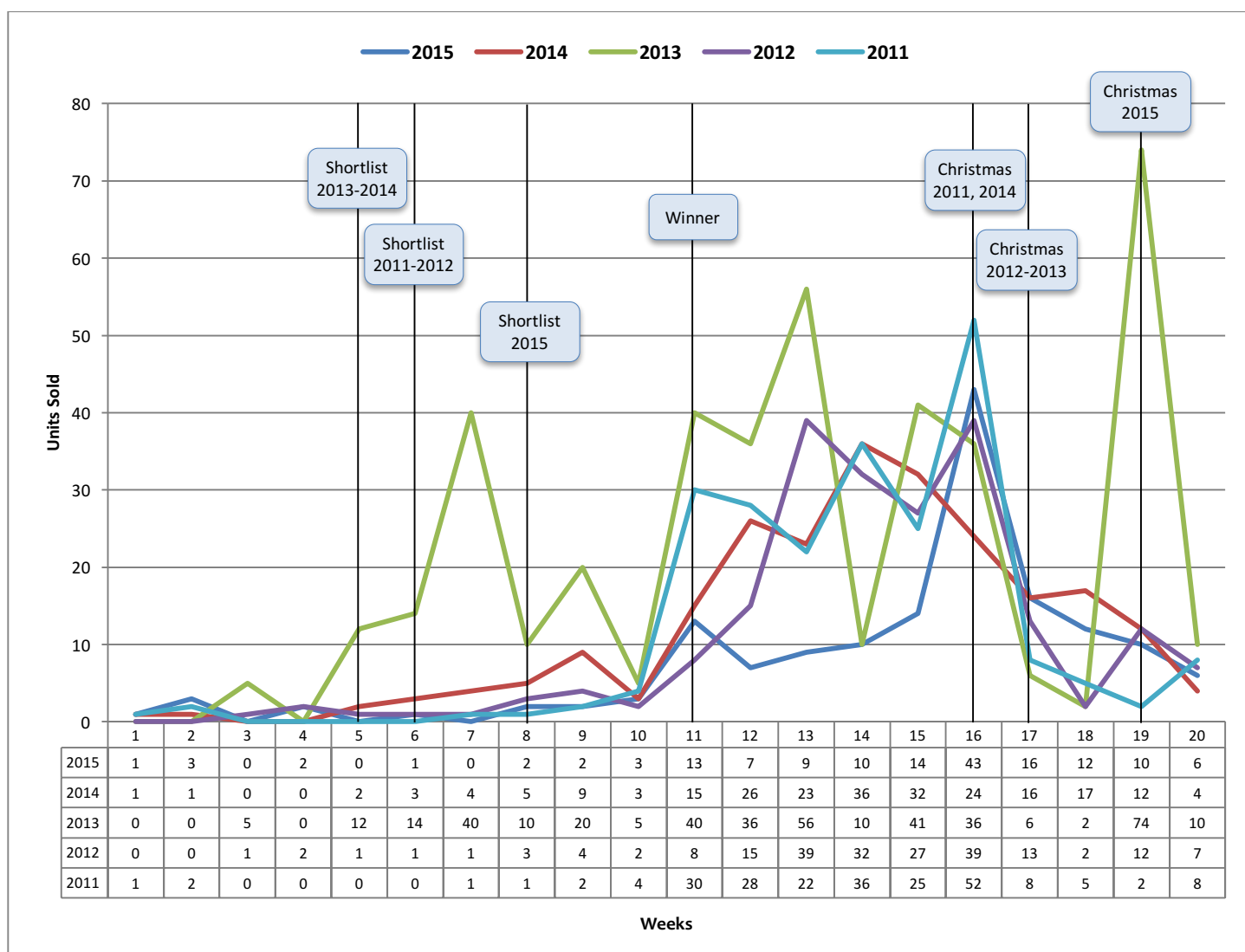
Generally, the impact of the award has remained consistent and winning titles from 2011-2015 experience a sales increase following the winner announcement. Sales for *The End of Absence* are much higher than the other four represented titles.

Poetry 2011–2015

Winner Comparison by Volume Sold

WINNERS

- **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 Vernetto, 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

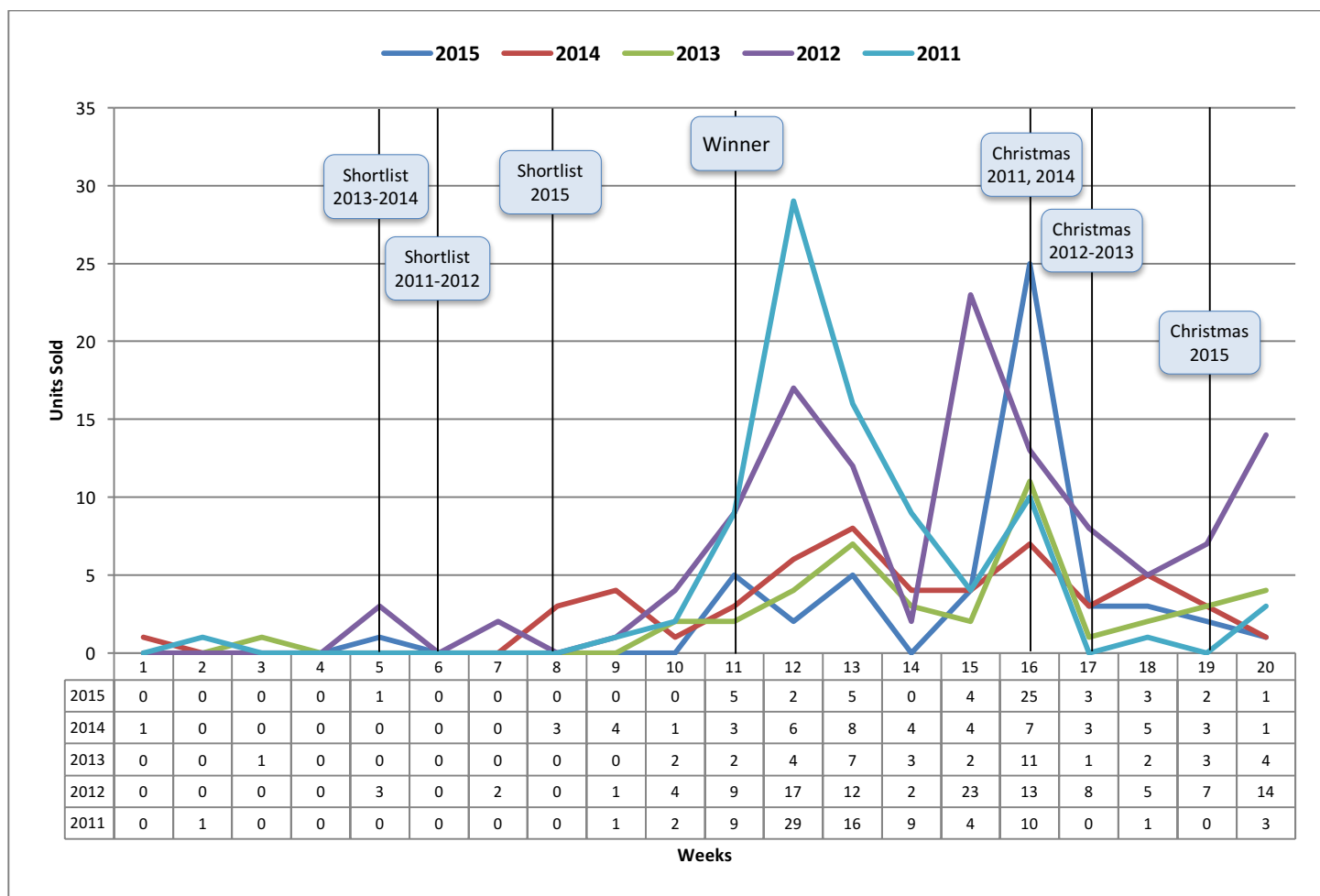


Drama 2011–2015

Winner Comparison by Volume Sold

WINNERS

- **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 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

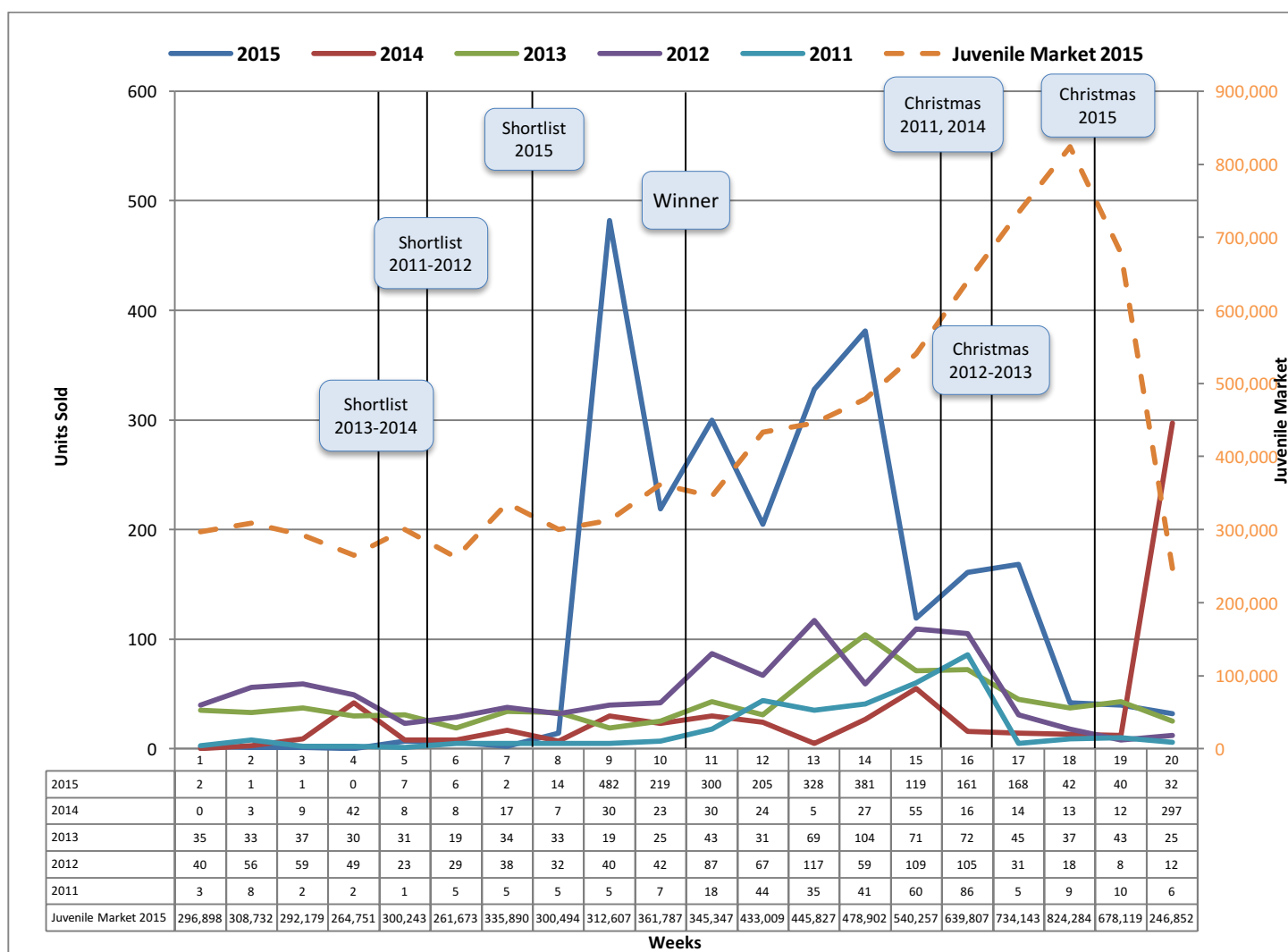


Children's Literature - Text 2011–2015

Winner Comparison by Volume Sold

WINNERS

- **2015:** *The Gospel Truth* by Caroline Pignat, Red Deer Press, TP 9780889954939, \$12.95
- **2014:** *When Everything Feels Like The Movies* by Raziel Reid, Arsenal Pulp Press, TP 9781551525747, \$15.95
- **2013:** *The Unlikely Hero of Room 13B* by Teresa Toten, Doubleday Canada, TP 9780385678346, \$14.95
- **2012:** *The Reluctant Journal of Henry K. Larsen* by Susin Nielsen, Tundra Books, HT 9781770493728, \$19.99
- **2011:** *From Then to Now: A Short History of the World* by Christopher Moore, Tundra Books, HT 9780887765407, \$27.99

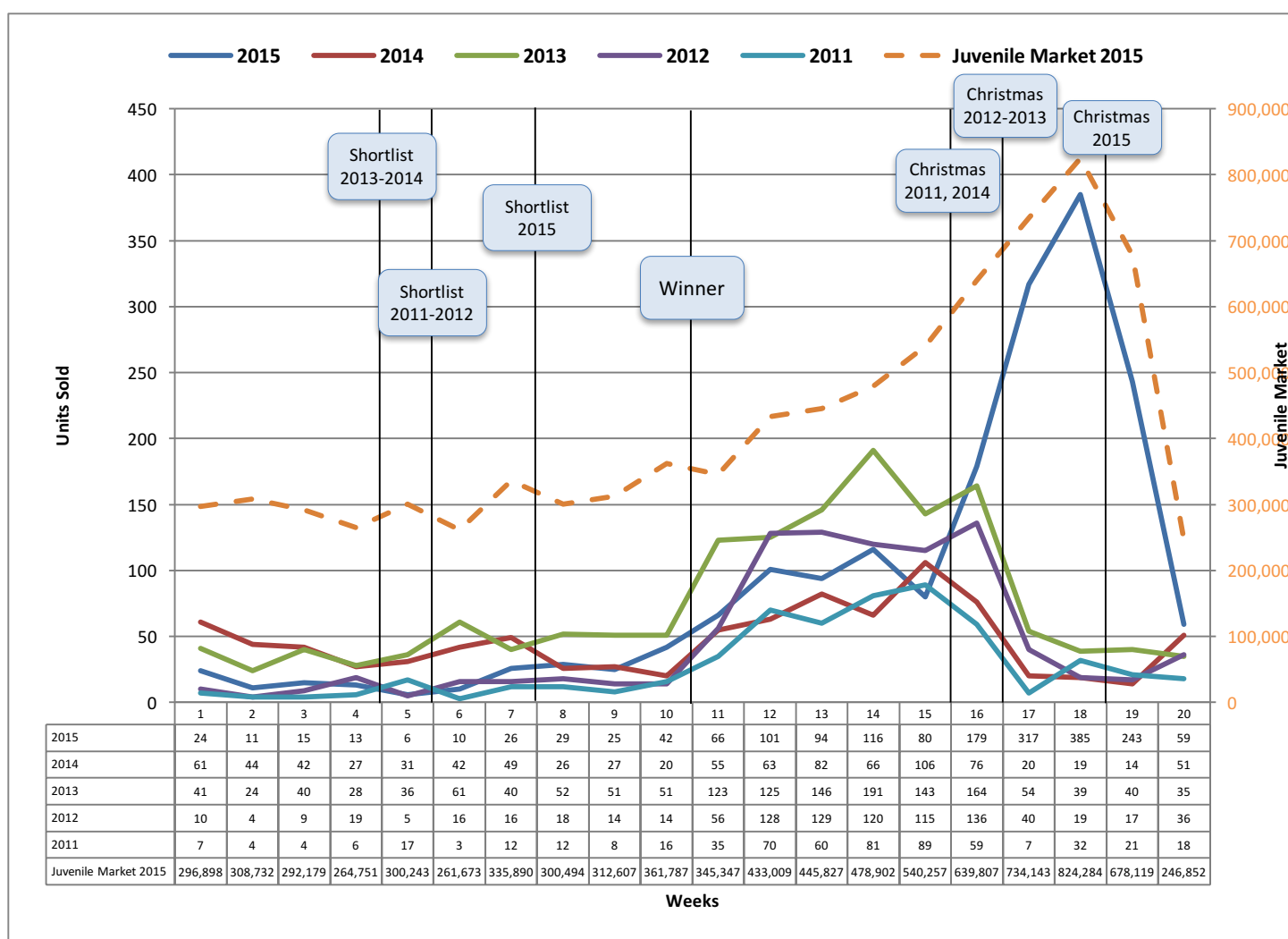


Children's Literature – Illustrated 2011–2015

Winner Comparison by Volume Sold

WINNERS

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

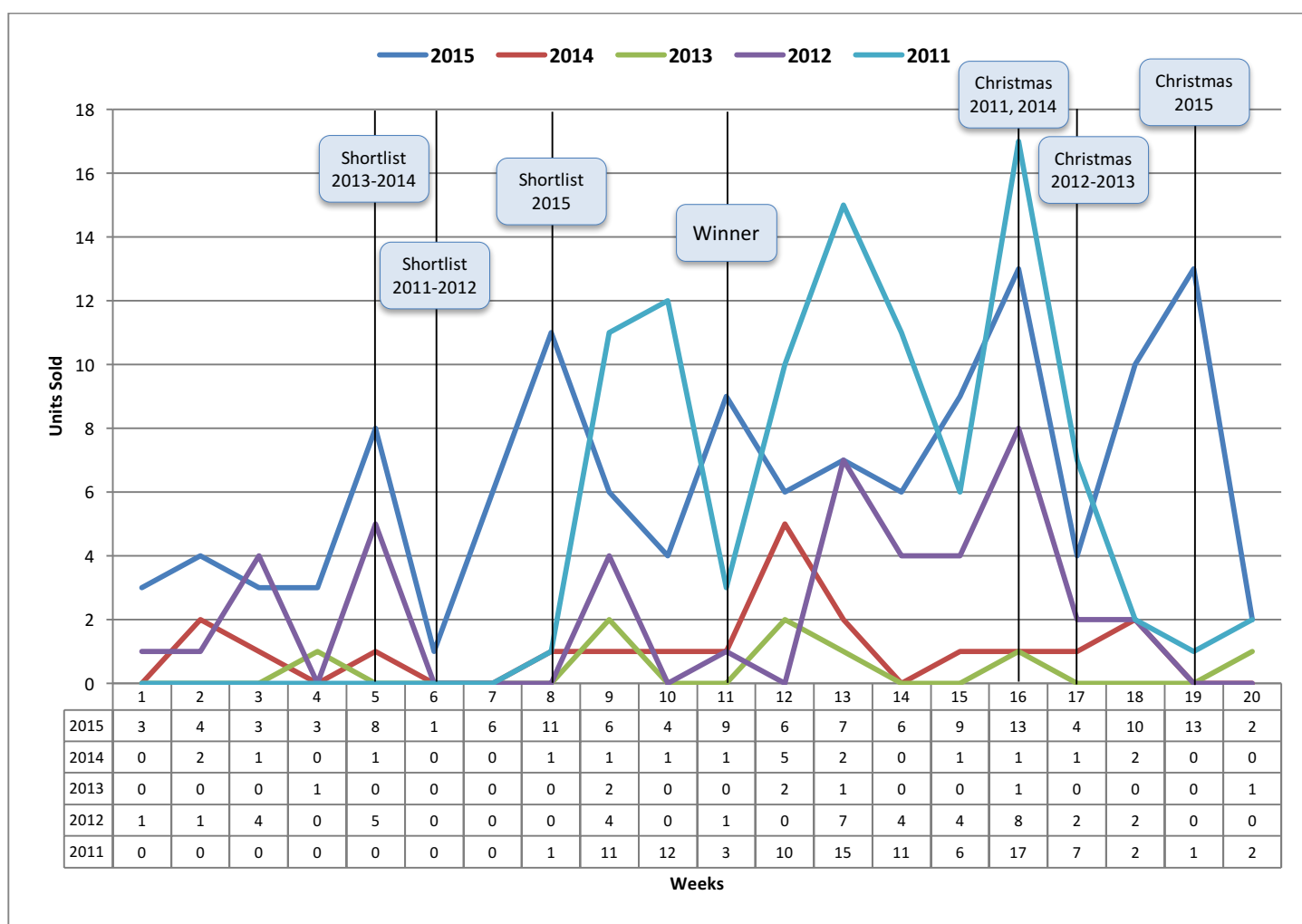


Translation 2011–2015

Winner Comparison by Volume Sold

WINNERS

- **2015:** *Twenty-one Cardinals* by Jocelyne Saucier (translated by Rhonda Mullins), Coach House Books, TP 9781552453070, \$19.95
- **2014:** *Paul-Émile Borduas: A Critical Biography* by Francois-Marc Gagnon and Peter Feldstein, McGill-Queen's University Press, HT 9780773541894, \$75.00
- **2013:** *The Major Verbs* by Donald Winkler, Vehicule Press, TP 9781550653397, \$18.00
- **2012:** *Mai at the Predators' Ball* by Nigel Spencer, House of Anansi, TP 9781770890053, \$24.46
- **2011:** *Partita for Glenn Gould* by Cybele Young, McGill-Queen's University Press, TP 9780773538108, \$34.95



CONCLUSION

The Governor General's Literary Awards are among the most prestigious literary prizes in Canada. Celebrating the GG literary awards supports The Canada Council for the Arts in highlighting 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 increases occur 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>