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Book Publishers

2009



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Note of appreciation

Canada owes the success of its statistical system to a long-standing partnership between Statistics Canada, the citizens of Canada, its businesses, governments and other institutions. Accurate and timely statistical information could not be produced without their continued cooperation and goodwill.

User information

Symbols

The following standard symbols are used in Statistics Canada publications:

- . not available for any reference period
- .. not available for a specific reference period
- ... not applicable
- 0 true zero or a value rounded to zero
- 0^s value rounded to 0 (zero) where there is a meaningful distinction between true zero and the value that was rounded
- p preliminary
- r revised
- x suppressed to meet the confidentiality requirements of the *Statistics Act*
- E use with caution
- F too unreliable to be published

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Highlights

- Operating revenues for the book publishing industry in Canada rose by 1.6% reaching \$2.19 billion in 2009. This rise in revenues was due to increased sales in Quebec and Ontario.
- In Quebec, operating revenues increased by \$20.2 million (3.0%) due to greater sales following a similar increase in 2008. Ontario also experienced an increase in revenues with a rise of \$26.7 million (2.0%) in various types of publications.
- Spending on salaries, wages and benefits accounted for 21.2% of overall expenses for the industry and rose 1.7% in 2009.

Analysis

Industry concentrated in Ontario and Quebec

The Canadian book publishing industry is dominated by firms in Ontario and Quebec. Collectively, they accounted for 94% of the industry operating revenues in 2009: Ontario's share was 62% and Quebec's 32%. Book publishers in these two provinces also accounted for 98% of industry operating profits.

The 5 largest book publishers earned 42% of industry operating revenues in 2009, compared with 38% in 2008.

Related products

Selected CANSIM tables from Statistics Canada

361-0007	Book publishers, summary statistics, by North American Industry Classification System (NAICS), annual
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Selected surveys from Statistics Canada

3105	Annual Survey of Service Industries: Book Publishers
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Statistical tables

Table 1
Summary statistics for the book publishing industry, all establishments, by province and territory, 2009¹

	Operating revenue	Operating expenses	Salaries, wages and benefits	Operating profit	Operating profit margin
	thousands of dollars				percent
2009					
Newfoundland and Labrador	2,773	2,560	707	212	7.6
Prince Edward Island	x	x	x	x	x
Nova Scotia	6,142	5,724	1,092	419	6.8
New Brunswick	5,171	4,952	1,931	218	4.2
Quebec	698,792	609,667	112,674	89,125	12.8
Ontario	1,364,388	1,197,348	263,296	167,040	12.2
Manitoba	6,017	5,723	1,435	295	4.9
Saskatchewan	x	x	x	x	x
Alberta	34,726	34,547	9,506	179	0.5
British Columbia	71,202	67,321	17,656	3,881	5.5
Territories ²	x	x	x	x	x
Canada	2,190,740	1,929,433	408,674	261,307	11.9
2008^r					
Newfoundland and Labrador	2,753	2,688	756	64	2.3
Prince Edward Island	x	x	x	x	x
Nova Scotia	6,252	5,814	1,120	438	7.0
New Brunswick	6,250	5,785	2,170	465	7.4
Quebec	678,583	599,167	104,464	79,415	11.7
Ontario	1,337,694	1,184,915	263,593	152,778	11.4
Manitoba	6,844	6,375	1,668	469	6.9
Saskatchewan	x	x	x	x	x
Alberta	36,458	33,381	9,108	3,077	8.4
British Columbia	78,888	76,429	18,613	4,052	5.1
Territories ²	x	x	x	x	x
Canada	2,155,312	1,914,477	401,880	240,835	11.2
2007^r					
Newfoundland and Labrador	2,884	2,466	775	418	14.5
Prince Edward Island	x	x	x	x	x
Nova Scotia	6,315	6,044	1,079	271	4.3
New Brunswick	4,927	4,873	2,127	53	1.1
Quebec	660,021	601,549	104,006	58,471	8.9
Ontario	1,353,987	1,183,353	268,871	170,633	12.6
Manitoba	6,606	6,648	1,774	-41	-0.6
Saskatchewan	x	x	x	x	x
Alberta	39,362	37,544	13,155	1,818	4.6
British Columbia	79,403	74,132	19,810	5,270	6.6
Territories ²	x	x	x	x	x
Canada	2,155,065	1,918,321	409,837	236,816	11.0

1. Estimates for the most recent year are preliminary. Preliminary data are subject to revision.

2. Territories include: Yukon Territory, Northwest Territories and Nunavut.

Note(s): See "Data sources, definitions and methodology" at the end of tables for definition of terms. Due to rounding, numbers may not sum exactly to totals.

Data sources, definitions and methodology

Description

This annual sample survey collects data required to produce economic statistics for the book publishers industry in Canada.

Data collected from businesses are aggregated with information from other sources to produce official estimates of national and provincial economic production for this industry.

Survey estimates are made available to businesses, governments, investors, associations, and the public. The data are used to monitor industry growth, measure performance, and make comparisons to other data sources to better understand this industry.

Target population

The target population consists of all establishments classified to the book publishing industry (NAICS 511130) according to the North American Industry Classification System (NAICS) during the reference year. This industry comprises establishments primarily engaged in book publishing.

Sampling

This is a sample survey with a cross-sectional design.

The frame is the list of establishments from which the portion eligible for sampling is determined and the sample is taken. The frame provides basic information about each firm including address, industry classification, and information from administrative data sources. The frame is maintained by Statistics Canada's Business Register Division and is updated using administrative data.

The basic objective of the survey is to produce estimates for the whole industry - incorporated and unincorporated businesses. The data come from two different sources: a sample of all businesses with revenue above or equal to a certain threshold (note: the threshold varies between surveys and sometimes between industries and provinces in the same survey) for which either survey or administrative data may be used; and administrative data only for businesses with revenue below the specified threshold. It should be noted that only financial information is available from businesses below the threshold; e.g., revenue, and expenses such as depreciation and salaries, wages and benefits. Detailed characteristics are collected only for surveyed establishments.

Prior to the selection of a random sample, establishments are classified into homogeneous groups (i.e., groups with the same NAICS codes and same geography). Quality requirements are targeted, and then each group is divided into sub-groups called strata: take-all, must-take, and take-some.

The take-all stratum represents the largest firms in terms of performance (based on revenue) in an industry. The must-take stratum is comprised of units selected based on complex structural characteristics (multi-establishment, multi-legal, multi-NAICS, or multi-province enterprises). All take-all and must-take firms are selected to the sample. Units in the take-some strata are subject to simple random sampling.

The effective sample size for reference year 2009 was 217 collection entities.

Definitions

Operating profit is the difference between operating revenues and operating expenses.

Operating revenue excludes investment income, capital gains, extraordinary gains and other non-recurring items.

Operating expenses exclude write-offs, capital losses, extraordinary losses, interest on borrowing, and other non-recurring items.

Operating profit margin is derived as follows: operating revenue minus operating expenses, expressed as a percentage of operating revenue. The derived figure excludes corporation income tax paid by incorporated businesses and individual income tax paid by unincorporated businesses. For unincorporated businesses, operating profit margin includes unpaid remuneration to partners and proprietors, which is not recorded as salaries, wages and benefits. Therefore the profit estimate will be higher in industries where unincorporated proprietorships and partnerships are significant contributors.

Salaries, wages and benefits include vacation pay and commissions for all employees for whom a T4 slip was completed. This category also includes the employer portion of employee benefits for items such as Canada/Quebec Pension Plan or Employment Insurance premiums. Salaries and wages do not include working owners' dividends nor do they include the remuneration of owners of unincorporated business. Therefore the relative level of salaries, wages and benefits will be lower in industries where unincorporated businesses are significant contributors.

An active **statistical establishment** is one production entity or the smallest grouping of production entities which produces as homogeneous a set of goods and/or services as possible; which does not cross provincial boundaries; and for which records provide data on the value of output together with the cost of principal intermediate inputs used and cost and quantity of labour resources used to produce the output.

Data quality

While considerable effort is made to ensure high standards throughout all stages of collection and processing, the resulting estimates are inevitably subject to a certain degree of error. These errors can be broken down into two major types: non-sampling and sampling.

Non-sampling error is not related to sampling and may occur for many reasons. For example, non-response is an important source of non-sampling error. Population coverage, differences in the interpretation of questions, incorrect information from respondents, and mistakes in recording, coding and processing data are other examples of non-sampling errors.

Sampling error occurs because population estimates are derived from a sample of the population rather than the entire population. Sampling error depends on factors such as sample size, sampling design, and the method of estimation. An important property of probability sampling is that sampling error can be computed from the sample itself by using a statistical measure called the coefficient of variation (CV). The assumption is that over repeated surveys, the relative difference between a sample estimate and the estimate that would have been obtained from an enumeration of all units in the universe would be less than twice the CV, 95 times out of 100. The range of acceptable data values yielded by a sample is called a confidence interval. Confidence intervals can be constructed around the estimate using the CV. First, we calculate the standard error by multiplying the sample estimate by the CV. The sample estimate plus or minus twice the standard error is then referred to as a 95% confidence interval.

Quality evaluation

Prior to dissemination, combined survey results are analyzed for overall quality; in general, this includes a detailed review of individual responses (especially for the largest companies), an assessment of the general economic conditions portrayed by the data, historic trends, and comparisons with other data sources.

Disclosure control

Statistics Canada is prohibited by law from releasing any data that would divulge information obtained under the Statistics Act that relates to any identifiable person, business or organization without the prior knowledge or the consent in writing of that person, business or organization. Various confidentiality rules are applied to all data that are released or published to prevent the publication or disclosure of any information deemed confidential. If necessary, data are suppressed to prevent direct or residual disclosure of identifiable data.

Data accuracy

Of the units contributing to the estimate, the weighted response rate was 90.2%. CVs were calculated for each estimate and are available upon request.