

# Book Publishers

2010



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# Book Publishers

2010

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## 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<sup>s</sup> 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
- \* significantly different from reference category ( $p < 0.05$ )

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## Highlights

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Total operating revenues for the book publishing industry amounted to \$2.0 billion in 2010, down 2.7% from 2009. Operating expenses also showed a decline of 2.6% to \$1.8 billion. As a result of the similar rate of decrease for operating revenues and operating expenses, the operating profit margin of 11.1% in 2010 remained relatively stable compared to 2009 (11.2%).

It is the first year since 2007 that the industry has shown a decline in operating revenues, operating expenses, operating profit and salaries, wages and benefits. The decline from 2009 to 2010 brings these variables below the 2007 totals at the Canada level.

Ontario accounted for 64.6% of the total industry operating revenues while Quebec accounted for 29.9%. Combined, they made up 94.5% of the total book publishing industry.

The largest operating expense for the industry was cost of goods sold at 35.2%, followed by salaries, wages and benefits at 21.1% and royalties, rights, licensing and franchise fees at 7.8%. These results remained relatively stable from 2009.

Book publishers in Canada primarily releasing English language titles had the largest share of total operating revenues at 77.8%. Publishers primarily releasing French language titles increased by 1.7%, over 2008, to represent 22.2% of the total industry.

In 2010, Canadian sales accounted for 72.3% of the total operating revenues while exports and other foreign sales made up 11.9%. Educational books generated the largest portion of the total national sales at 45.1% followed by other trades, all formats at 32.8% and children's books at 15.1%.

Sales in Canada of publishers' own titles for educational books showed an increase of 4.0% from 2008. Comparatively, sale by exclusive agents showed a decrease of 19.5% for the same type of book.

The country of control split for 2010 was 69.8% Canadian controlled and 30.2% foreign controlled. Canadian controlled establishments showed an increase of 1.2% over 2008 where they were at 68.6%. Since 2006, Canadian controlled establishments have continued to show an increase in operating revenues and profit margin.

Book sales by customer category remain relatively unchanged from 2008. Bookstores and other trade sales generated 38.6% of the total book sales in Canada. It was followed by educational institutions at 22.6%, exclusive agents, distributors or wholesalers at 17.5% and the general public at 9.5%.

## Note to readers

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Data for the Survey of Book Publishers are collected using a sample and typically represent results for firms that account for at least 95% of total revenues earned by the book publishing industry. Administrative data are used to account for the smallest firms.

Statistics Canada's Annual Survey of Book Publishers alternates between releasing basic financial statistics in odd survey years and more comprehensive data, including sales in Canada for own and agency titles, country of control, language and for customer category, in even years.

Data for 2006 to 2009 were revised.

The survey frame is based on a central Statistics Canada database of businesses that have been classified through the use of the North American Industry Classification System (NAICS). Self publishers, vanity publishers and print-on-demand publishers were not previously considered as book publishers, but have been included in the survey according to NAICS since 2004.

In addition, exclusive agents are included in the survey only if their revenue from book publishing exceeds 10% of their total revenues, while pure exclusive agents are excluded. Comparisons should not be made between results of this survey and the former Survey of Book Publishers and Exclusive Agents (conducted prior to 2005) due to differences in survey methodology.

**Book publishers** are establishments primarily engaged in carrying out various design, editing and marketing activities necessary for producing and distributing books of all kinds, such as textbooks; technical, scientific and professional books; and mass market paperback books. These books may be published in print, audio or electronic form. Some publishers also act as exclusive agents.

**Exclusive agents** distribute and sell works (agency titles) published by another firm, by acting as its sole representative.

## Related products

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### Selected CANSIM tables from Statistics Canada

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361-0007	Book publishers, summary statistics, by North American Industry Classification System (NAICS), annual (dollars unless otherwise noted) (56 series)
361-0030	Book publishers, operating expenses, by North American Industry Classification System (NAICS), annual (percent) (21 series)

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### Selected surveys from Statistics Canada

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3105	Annual Survey of Service Industries: Book Publishers
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# Statistical tables

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Table 1

## Summary statistics for the book publishers industry, province and territory, 2008 to 2010

	Operating revenue	Operating expenses	Salaries, wages and benefits	Operating profit margin
	thousands of dollars			percent
2010 <sup>p</sup>				
Newfoundland and Labrador	x	x	x	x
Prince Edward Island	x	x	x	x
Nova Scotia	6,765.8	6,104.5	1,162.2	9.8
New Brunswick	5,742.9	5,789.3	2,287.5	-0.8
Quebec	612,144.3	537,971.3	96,562.1	12.1
Ontario	1,321,597.3	1,174,602.7	259,802.9	11.1
Manitoba	x	x	x	x
Saskatchewan	x	x	x	x
Alberta	28,906.2	27,297.8	7,887.2	5.6
British Columbia	58,939.3	56,588.3	12,536.1	4.0
Territories <sup>1</sup>	x	x	x	x
<b>Canada</b>	<b>2,045,900.6</b>	<b>1,819,488.5</b>	<b>383,150.6</b>	<b>11.1</b>
2009 <sup>r</sup>				
Newfoundland and Labrador	x	x	x	x
Prince Edward Island	x	x	x	x
Nova Scotia	6,542.9	5,980.2	1,152.5	8.6
New Brunswick	5,371.1	5,427.9	2,231.4	-1.1
Quebec	615,280.7	538,954.4	94,769.4	12.4
Ontario	1,369,140.6	1,215,695.8	264,641.0	11.2
Manitoba	x	x	x	x
Saskatchewan	x	x	x	x
Alberta	33,915.6	31,680.1	8,794.8	6.6
British Columbia	62,468.1	59,640.9	12,229.2	4.5
Territories <sup>1</sup>	x	x	x	x
<b>Canada</b>	<b>2,103,034.4</b>	<b>1,867,275.1</b>	<b>386,677.8</b>	<b>11.2</b>
2008 <sup>r</sup>				
Newfoundland and Labrador	x	x	x	x
Prince Edward Island	x	x	x	x
Nova Scotia	6,252.6	5,814.0	1,121.0	7.0
New Brunswick	6,250.6	5,785.6	2,171.0	7.4
Quebec	612,583.2	538,167.2	94,464.1	12.1
Ontario	1,337,694.8	1,184,915.9	263,593.7	11.4
Manitoba	x	x	x	x
Saskatchewan	x	x	x	x
Alberta	36,458.3	33,381.0	9,108.4	8.4
British Columbia	62,888.4	59,336.3	11,613.7	5.6
Territories <sup>1</sup>	x	x	x	x
<b>Canada</b>	<b>2,073,311.8</b>	<b>1,837,977.1</b>	<b>384,880.4</b>	<b>11.4</b>

1. Territories include: Yukon, Northwest Territories and Nunavut.

**Note(s):** The results in this table are for firms classified under the North American Industry Classification System (NAICS) category 51113. See "Data sources, definitions and methodology" at the end of tables for definitions of terms. Due to rounding, components may not add to total.

**Table 2**  
**Operating expenses for the book publishers industry, Canada, 2008 to 2010**

	2008 <sup>r</sup>	2009 <sup>r</sup>	2010 <sup>p</sup>
	percent		
Salaries, wages and benefits	21.0	20.7	21.1
Commissions paid to non-employees	F	F	F
Professional and business services fees	1.5	1.3	1.4
Subcontract expenses	6.6	7.3	7.4
Charges for services provided by head offices	1.7	1.5	1.5
Cost of goods sold	35.8	35.8	35.2
Office supplies	F	F	F
Rental and leasing	1.8	1.7	1.9
Repair and maintenance	F	F	F
Insurance	F	F	F
Advertising, marketing and promotions	6.2	6.8	6.9
Travel, meals and entertainment	1.3	1.2	1.2
Utilities and telecommunications expenses	F	F	F
Property and business taxes, licences and permits	F	F	F
Royalties, rights, licensing and franchise fees	7.6	7.8	7.8
Delivery, warehousing, postage and courier	3.9	4.2	4.0
Financial services fees	F	F	F
Amortization and depreciation of tangible and intangible assets	3.5	4.0	4.0
Bad debts	F	F	F
All other expenses	3.5	2.8	3.2

**Note(s):** The results in this table are for firms classified under the North American Industry Classification System (NAICS) category 51113. See "Data sources, definitions and methodology" at the end of tables for definitions of terms. Data presented in this table are from the surveyed portion only. The survey portion excludes the smallest firms in terms of revenues earned. These firms account for a relatively small portion of total industry revenues and are not included in the estimates of this table.

**Table 3**  
**Detailed financial statistics for the book publishers industry, Canada, 2008 and 2010**

	2008 <sup>r</sup>	2010 <sup>p</sup>
	thousands of dollars	
<b>Total operating revenue</b>	<b>2,022,771.7</b>	<b>1,996,372.0</b>
<b>Sales in Canada</b>	<b>1,485,510.6</b>	<b>1,442,958.9</b>
<b>Of publishers' own titles</b>	<b>917,864.0</b>	<b>911,238.6</b>
Educational	455,216.5	473,409.6
Children's books	82,253.6	74,551.2
Other trade, all formats	291,797.1	285,656.6
Other <sup>1</sup>	88,596.8	77,621.2
<b>As exclusive agents</b>	<b>567,646.6</b>	<b>531,720.3</b>
Educational	219,415.1	176,721.8
Children's books	143,775.6	142,779.6
Other trade, all formats	178,656.0	187,734.9
Other <sup>1</sup>	25,800.1	24,484.0
<b>Exports and other foreign sales</b>	<b>231,568.4</b>	<b>237,142.8</b>
<b>Other revenue <sup>2</sup></b>	<b>305,692.7</b>	<b>316,270.3</b>
<b>Total operating expenses</b>	<b>1,791,877.6</b>	<b>1,772,218.1</b>
	percent	
<b>Operating profit margin</b>	<b>11.4</b>	<b>11.2</b>
	thousands of dollars	
<b>Salaries, wages and benefits</b>	<b>376,010.6</b>	<b>373,967.0</b>

1. Other includes scholarly, reference, professional and technical books.

2. Other revenue includes revenue from grants, sales of rights, sales of other goods and services produced and tax credit programs.

**Note(s):** The results in this table are for firms classified under the North American Industry Classification System (NAICS) category 51113. See "Data sources, definitions and methodology" at the end of tables for definitions of terms. Data presented in this table are from the surveyed portion only. The survey portion excludes the smallest firms in terms of revenues earned. These firms account for a relatively small portion of total industry revenues and are not included in the estimates of this table.

**Table 4**  
**Detailed financial statistics for the book publishers industry, Atlantic Region, 2008 and 2010**

	2008 <sup>r</sup>	2010 <sup>p</sup>
	thousands of dollars	
<b>Total operating revenue</b>	<b>x</b>	<b>x</b>
<b>Sales in Canada</b>	<b>x</b>	<b>x</b>
<b>Of publishers' own titles</b>	<b>x</b>	<b>x</b>
Educational	x	x
Children's books	x	x
Other trade, all formats	x	x
Other <sup>1</sup>	x	x
<b>As exclusive agents</b>	<b>x</b>	<b>x</b>
Educational	x	x
Children's books	x	x
Other trade, all formats	x	x
Other <sup>1</sup>	x	x
<b>Exports and other foreign sales</b>	<b>x</b>	<b>x</b>
<b>Other revenue <sup>2</sup></b>	<b>x</b>	<b>x</b>
<b>Total operating expenses</b>	<b>x</b>	<b>x</b>
	percent	
<b>Operating profit margin</b>	<b>x</b>	<b>x</b>
	thousands of dollars	
<b>Salaries, wages and benefits</b>	<b>x</b>	<b>x</b>

1. Other includes scholarly, reference, professional and technical books.

2. Other revenue includes revenue from grants, sales of rights, sales of other goods and services produced and tax credit programs.

**Note(s):** The results in this table are for firms classified under the North American Industry Classification System (NAICS) category 51113. See "Data sources, definitions and methodology" at the end of tables for definitions of terms. Data presented in this table are from the surveyed portion only. The survey portion excludes the smallest firms in terms of revenues earned. These firms account for a relatively small portion of total industry revenues and are not included in the estimates of this table.

**Table 5**  
**Detailed financial statistics for the book publishers industry, Quebec, 2008 and 2010**

	2008 <sup>r</sup>	2010 <sup>p</sup>
	thousands of dollars	
<b>Total operating revenue</b>	<b>597,361.1</b>	<b>598,805.9</b>
<b>Sales in Canada</b>	<b>377,436.7</b>	<b>387,760.0</b>
<b>Of publishers' own titles</b>	<b>302,169.9</b>	<b>301,310.4</b>
Educational	148,049.9	148,761.8
Children's books	23,699.9	25,032.3
Other trade, all formats	108,976.4	107,931.6
Other <sup>1</sup>	21,443.8	19,584.7
<b>As exclusive agents</b>	<b>75,266.7</b>	<b>86,449.5</b>
Educational	x	x
Children's books	x	x
Other trade, all formats	x	x
Other <sup>1</sup>	x	x
<b>Exports and other foreign sales</b>	<b>52,421.5</b>	<b>56,116.8</b>
<b>Other revenue <sup>2</sup></b>	<b>167,502.9</b>	<b>154,929.2</b>
<b>Total operating expenses</b>	<b>525,205.9</b>	<b>526,170.3</b>
	percent	
<b>Operating profit margin</b>	<b>12.1</b>	<b>12.1</b>
	thousands of dollars	
<b>Salaries, wages and benefits</b>	<b>92,263.1</b>	<b>94,714.1</b>

1. Other includes scholarly, reference, professional and technical books.

2. Other revenue includes revenue from grants, sales of rights, sales of other goods and services produced and tax credit programs.

**Note(s):** The results in this table are for firms classified under the North American Industry Classification System (NAICS) category 51113. See "Data sources, definitions and methodology" at the end of tables for definitions of terms. Data presented in this table are from the surveyed portion only. The survey portion excludes the smallest firms in terms of revenues earned. These firms account for a relatively small portion of total industry revenues and are not included in the estimates of this table.

**Table 6**  
**Detailed financial statistics for the book publishers industry, Ontario, 2008 and 2010**

	2008 <sup>r</sup>	2010 <sup>p</sup>
	thousands of dollars	
<b>Total operating revenue</b>	<b>1,310,576.7</b>	<b>1,293,981.4</b>
<b>Sales in Canada</b>	<b>1,038,440.6</b>	<b>990,974.0</b>
<b>Of publishers' own titles</b>	<b>549,664.8</b>	<b>550,164.6</b>
Educational	299,894.2	317,806.9
Children's books	50,389.4	42,236.5
Other trade, all formats	155,805.0	149,332.8
Other <sup>1</sup>	43,576.2	40,788.3
<b>As exclusive agents</b>	<b>488,775.8</b>	<b>440,809.4</b>
Educational	207,399.8	165,246.0
Children's books	x	x
Other trade, all formats	147,254.5	142,946.7
Other <sup>1</sup>	x	x
<b>Exports and other foreign sales</b>	<b>154,963.5</b>	<b>161,307.1</b>
<b>Other revenue <sup>2</sup></b>	<b>117,172.6</b>	<b>141,700.3</b>
<b>Total operating expenses</b>	<b>1,158,975.2</b>	<b>1,146,872.2</b>
	percent	
<b>Operating profit margin</b>	<b>11.6</b>	<b>11.4</b>
	thousands of dollars	
<b>Salaries, wages and benefits</b>	<b>257,839.3</b>	<b>253,396.8</b>

1. Other includes scholarly, reference, professional and technical books.

2. Other revenue includes revenue from grants, sales of rights, sales of other goods and services produced and tax credit programs.

**Note(s):** The results in this table are for firms classified under the North American Industry Classification System (NAICS) category 51113. See "Data sources, definitions and methodology" at the end of tables for definitions of terms. Data presented in this table are from the surveyed portion only. The survey portion excludes the smallest firms in terms of revenues earned. These firms account for a relatively small portion of total industry revenues and are not included in the estimates of this table.

**Table 7**  
**Detailed financial statistics for the book publishers industry, Prairies Region, 2008 and 2010**

	2008 <sup>r</sup>	2010 <sup>p</sup>
	thousands of dollars	
<b>Total operating revenue</b>	<b>x</b>	<b>x</b>
<b>Sales in Canada</b>	<b>x</b>	<b>x</b>
<b>Of publishers' own titles</b>	<b>x</b>	<b>x</b>
Educational	x	x
Children's books	x	x
Other trade, all formats	x	x
Other <sup>1</sup>	x	x
<b>As exclusive agents</b>	<b>x</b>	<b>x</b>
Educational	x	x
Children's books	x	x
Other trade, all formats	x	x
Other <sup>1</sup>	x	x
<b>Exports and other foreign sales</b>	<b>x</b>	<b>x</b>
<b>Other revenue <sup>2</sup></b>	<b>x</b>	<b>x</b>
<b>Total operating expenses</b>	<b>x</b>	<b>x</b>
	percent	
<b>Operating profit margin</b>	<b>x</b>	<b>x</b>
	thousands of dollars	
<b>Salaries, wages and benefits</b>	<b>x</b>	<b>x</b>

1. Other includes scholarly, reference, professional and technical books.

2. Other revenue includes revenue from grants, sales of rights, sales of other goods and services produced and tax credit programs.

**Note(s):** The Prairies Region includes Manitoba, Saskatchewan and Alberta. The results in this table are for firms classified under the North American Industry Classification System (NAICS) category 51113. See "Data sources, definitions and methodology" at the end of tables for definitions of terms. Data presented in this table are from the surveyed portion only. The survey portion excludes the smallest firms in terms of revenues earned. These firms account for a relatively small portion of total industry revenues and are not included in the estimates of this table.



**Table 8**  
**Detailed financial statistics for the book publishers industry, British Columbia, 2008 and 2010**

	2008 <sup>r</sup>	2010 <sup>p</sup>
	thousands of dollars	
<b>Total operating revenue</b>	<b>58,985.2</b>	<b>55,851.6</b>
<b>Sales in Canada</b>	<b>29,328.4</b>	<b>29,603.3</b>
<b>Of publishers' own titles</b>	<b>x</b>	<b>x</b>
Educational	x	x
Children's books	x	x
Other trade, all formats	x	x
Other <sup>1</sup>	x	x
<b>As exclusive agents</b>	<b>x</b>	<b>x</b>
Educational	x	x
Children's books	x	x
Other trade, all formats	x	x
Other <sup>1</sup>	x	x
<b>Exports and other foreign sales</b>	<b>16,874.7</b>	<b>14,638.8</b>
<b>Other revenue<sup>2</sup></b>	<b>12,782.1</b>	<b>11,609.5</b>
<b>Total operating expenses</b>	<b>56,222.4</b>	<b>53,960.7</b>
	percent	
<b>Operating profit margin</b>	<b>4.7</b>	<b>3.4</b>
	thousands of dollars	
<b>Salaries, wages and benefits</b>	<b>11,215.8</b>	<b>12,248.4</b>

1. Other includes scholarly, reference, professional and technical books.

2. Other revenue includes revenue from grants, sales of rights, sales of other goods and services produced and tax credit programs.

**Note(s):** The results in this table are for firms classified under the North American Industry Classification System (NAICS) category 51113. See "Data sources, definitions and methodology" at the end of tables for definitions of terms. Due to rounding, components may not add to total. Data presented in this table are from the surveyed portion only. The survey portion excludes the smallest firms in terms of revenues earned. These firms account for a relatively small portion of total industry revenues and are not included in the estimates of this table.

**Table 9**  
**Detailed financial statistics for the book publishers primarily releasing English language titles, Canada, 2008 and 2010**

	2008 <sup>r</sup>	2010 <sup>p</sup>
	thousands of dollars	
<b>Total operating revenue</b>	<b>1,608,678.4</b>	<b>1,552,242.9</b>
<b>Sales in Canada</b>	<b>1,174,888.3</b>	<b>1,106,124.9</b>
Of publishers' own titles	679,819.4	656,321.7
As exclusive agents	495,068.9	449,803.2
<b>Exports and other foreign sales</b>	<b>208,651.5</b>	<b>215,544.5</b>
<b>Other revenue<sup>1</sup></b>	<b>225,138.6</b>	<b>230,573.6</b>

1. Other revenue includes revenue from grants, sales of rights, sales of other goods and services produced and tax credit programs.

**Note(s):** Language is determined by the language of the largest portion of book sales. Includes other languages. The results in this table are for firms classified under the North American Industry Classification System (NAICS) category 51113. See "Data sources, definitions and methodology" at the end of tables for definitions of terms. Due to rounding, components may not add to total. Data presented in this table are from the surveyed portion only. The survey portion excludes the smallest firms in terms of revenues earned. These firms account for a relatively small portion of total industry revenues and are not included in the estimates of this table.

Table 10

## Detailed financial statistics for the book publishers primarily releasing French language titles, Canada, 2008 and 2010

	2008 <sup>r</sup>	2010 <sup>p</sup>
	thousands of dollars	
<b>Total operating revenue</b>	<b>414,093.3</b>	<b>444,129.1</b>
<b>Sales in Canada</b>	<b>310,622.3</b>	<b>336,834.0</b>
Of publishers' own titles	238,044.6	254,917.0
As exclusive agents	72,577.7	81,917.1
<b>Exports and other foreign sales</b>	<b>22,916.8</b>	<b>21,598.3</b>
<b>Other revenue<sup>1</sup></b>	<b>80,554.1</b>	<b>85,696.7</b>

1. Other revenue includes revenue from grants, sales of rights, sales of other goods and services produced and tax credit programs.

**Note(s):** Language is determined by the language of the largest portion of book sales. The results in this table are for firms classified under the North American Industry Classification System (NAICS) category 51113. See "Data sources, definitions and methodology" at the end of tables for definitions of terms. Due to rounding, components may not add to total. Data presented in this table are from the surveyed portion only. The survey portion excludes the smallest firms in terms of revenues earned. These firms account for a relatively small portion of total industry revenues and are not included in the estimates of this table.

Table 11

## Detailed financial statistics for the book publishers industry, Canadian-controlled establishments, Canada, 2008 and 2010

	2008 <sup>r</sup>	2010 <sup>p</sup>
	thousands of dollars	
<b>Total operating revenue</b>	<b>1,388,386.3</b>	<b>1,393,486.3</b>
<b>Sales in Canada</b>	<b>1,005,304.5</b>	<b>974,398.4</b>
<b>Of publishers' own titles</b>	<b>692,185.8</b>	<b>696,613.2</b>
Educational	351,424.3	373,513.9
Children's books	x	x
Other trade, all formats	206,236.9	206,411.4
Other <sup>1</sup>	x	x
<b>As exclusive agents</b>	<b>313,118.7</b>	<b>277,785.2</b>
Educational	173,159.0	133,063.8
Children's books	x	x
Other trade, all formats	67,407.8	77,782.9
Other <sup>1</sup>	x	x
<b>Exports and other foreign sales</b>	<b>229,138.5</b>	<b>231,056.2</b>
<b>Other revenue<sup>2</sup></b>	<b>153,943.3</b>	<b>188,031.7</b>
<b>Total operating expenses</b>	<b>1,230,368.8</b>	<b>1,221,787.6</b>
	percent	
<b>Operating profit margin</b>	<b>11.4</b>	<b>12.3</b>
	thousands of dollars	
<b>Salaries, wages and benefits</b>	<b>268,533.0</b>	<b>272,886.2</b>

1. Other includes scholarly, reference, professional and technical books.

2. Other revenue includes revenue from grants, sales of rights, sales of other goods and services produced and tax credit programs.

**Note(s):** The results in this table are for firms classified under the North American Industry Classification System (NAICS) category 51113. See "Data sources, definitions and methodology" at the end of tables for definitions of terms. Due to rounding, components may not add to total. Data presented in this table are from the surveyed portion only. The survey portion excludes the smallest firms in terms of revenues earned. These firms account for a relatively small portion of total industry revenues and are not included in the estimates of this table.

Table 12

## Detailed financial statistics for the book publishers industry, foreign-controlled establishments, Canada, 2008 and 2010

	2008 <sup>r</sup>	2010 <sup>p</sup>
	thousands of dollars	
<b>Total operating revenue</b>	<b>634,385.4</b>	<b>602,885.7</b>
<b>Sales in Canada</b>	<b>480,206.1</b>	<b>468,560.5</b>
<b>Of publishers' own titles</b>	<b>225,678.2</b>	<b>214,625.5</b>
Educational	103,792.2	99,895.7
Children's books	x	x
Other trade, all formats	85,560.2	79,245.2
Other <sup>1</sup>	x	x
<b>As exclusive agents</b>	<b>254,527.9</b>	<b>253,935.0</b>
Educational	46,256.1	43,658.0
Children's books	x	x
Other trade, all formats	111,248.1	109,952.0
Other <sup>1</sup>	x	x
<b>Exports and other foreign sales</b>	<b>2,429.9</b>	<b>6,086.6</b>
<b>Other revenue<sup>2</sup></b>	<b>151,749.4</b>	<b>128,238.6</b>
<b>Total operating expenses</b>	<b>561,508.8</b>	<b>550,430.4</b>
	percent	
<b>Operating profit margin</b>	<b>11.5</b>	<b>8.7</b>
	thousands of dollars	
<b>Salaries, wages and benefits</b>	<b>107,477.5</b>	<b>101,080.8</b>

1. Other includes scholarly, reference, professional and technical books.

2. Other revenue includes revenue from grants, sales of rights, sales of other goods and services produced and tax credit programs.

**Note(s):** The results in this table are for firms classified under the North American Industry Classification System (NAICS) category 51113. See "Data sources, definitions and methodology" at the end of tables for definitions of terms. Due to rounding, components may not add to total. Data presented in this table are from the surveyed portion only. The survey portion excludes the smallest firms in terms of revenues earned. These firms account for a relatively small portion of total industry revenues and are not included in the estimates of this table.

Table 13-1

## Net value of book sales by category — Canadian publishers, 2008 and 2010

	2008 <sup>r</sup>	2010 <sup>p</sup>	2008 <sup>r</sup>	2010 <sup>p</sup>
	thousands of dollars		percent	
Exclusive agents, distributors or wholesalers	255,688.6	251,896.7	17.2	17.5
Bookstores and other trade sales <sup>1</sup>	566,570.5	557,081.2	38.1	38.6
Library sales, direct and wholesale <sup>2</sup>	75,359.1	75,103.2	5.1	5.2
Educational institutions	344,479.3	326,077.8	23.2	22.6
General public	137,241.4	137,015.0	9.2	9.5
Other <sup>3</sup>	106,171.7	95,785.0	7.1	6.6
<b>Total</b>	<b>1,485,510.6</b>	<b>1,442,958.9</b>	<b>100.0</b>	<b>100.0</b>

1. Includes warehouse clubs and discount stores which are primarily retail and department stores.

2. Includes educational libraries.

3. Includes Internet retailers.

**Note(s):** The results in this table are for firms classified under the North American Industry Classification System (NAICS) category 51113. See "Data sources, definitions and methodology" at the end of tables for definitions of terms. Due to rounding, components may not add to total. Data presented in this table are from the surveyed portion only. The survey portion excludes the smallest firms in terms of revenues earned. These firms account for a relatively small portion of total industry revenues and are not included in the estimates of this table.

Table 13-2

## Net value of book sales by category — Atlantic Region publishers, 2008 and 2010

	2008 <sup>r</sup>	2010 <sup>p</sup>	2008 <sup>r</sup>	2010 <sup>p</sup>
	thousands of dollars		percent	
Exclusive agents, distributors or wholesalers	x	x	x	x
Bookstores and other trade sales <sup>1</sup>	x	x	x	x
Library sales, direct and wholesale <sup>2</sup>	x	x	x	x
Educational institutions	x	x	x	x
General public	x	x	x	x
Other <sup>3</sup>	x	x	x	x
<b>Total</b>	<b>x</b>	<b>x</b>	<b>x</b>	<b>x</b>

1. Includes warehouse clubs and discount stores which are primarily retail and department stores.

2. Includes educational libraries.

3. Includes Internet retailers.

**Note(s):** The results in this table are for firms classified under the North American Industry Classification System (NAICS) category 51113. See "Data sources, definitions and methodology" at the end of tables for definitions of terms. Due to rounding, components may not add to total. Data presented in this table are from the surveyed portion only. The survey portion excludes the smallest firms in terms of revenues earned. These firms account for a relatively small portion of total industry revenues and are not included in the estimates of this table.

Table 13-3

## Net value of book sales by category — Quebec publishers, 2008 and 2010

	2008 <sup>r</sup>	2010 <sup>p</sup>	2008 <sup>r</sup>	2010 <sup>p</sup>
	thousands of dollars		percent	
Exclusive agents, distributors or wholesalers	106,359.8	106,340.3	28.2	27.4
Bookstores and other trade sales <sup>1</sup>	85,333.7	87,871.9	22.6	22.7
Library sales, direct and wholesale <sup>2</sup>	51,447.6	52,597.1	13.6	13.6
Educational institutions	70,378.3	76,837.7	18.6	19.8
General public	57,975.7	58,123.9	15.4	15.0
Other <sup>3</sup>	5,941.5	5,989.0	1.6	1.5
<b>Total</b>	<b>377,436.6</b>	<b>387,760.0</b>	<b>100.0</b>	<b>100.0</b>

1. Includes warehouse clubs and discount stores which are primarily retail and department stores.

2. Includes educational libraries.

3. Includes Internet retailers.

**Note(s):** The results in this table are for firms classified under the North American Industry Classification System (NAICS) category 51113. See "Data sources, definitions and methodology" at the end of tables for definitions of terms. Due to rounding, components may not add to total. Data presented in this table are from the surveyed portion only. The survey portion excludes the smallest firms in terms of revenues earned. These firms account for a relatively small portion of total industry revenues and are not included in the estimates of this table.

**Table 13-4**  
**Net value of book sales by category — Ontario publishers, 2008 and 2010**

	2008 <sup>r</sup>	2010 <sup>p</sup>	2008 <sup>r</sup>	2010 <sup>p</sup>
	thousands of dollars		percent	
Exclusive agents, distributors or wholesalers	129,111.1	126,294.2	12.4	12.7
Bookstores and other trade sales <sup>1</sup>	451,111.0	443,693.3	43.4	44.8
Library sales, direct and wholesale <sup>2</sup>	20,057.2	18,482.3	1.9	1.9
Educational institutions	266,822.9	242,408.5	25.7	24.5
General public	75,760.7	75,954.2	7.3	7.7
Other <sup>3</sup>	95,577.7	84,141.5	9.2	8.5
<b>Total</b>	<b>1,038,440.6</b>	<b>990,974.0</b>	<b>100.0</b>	<b>100.0</b>

1. Includes warehouse clubs and discount stores which are primarily retail and department stores.

2. Includes educational libraries.

3. Includes Internet retailers.

**Note(s):** The results in this table are for firms classified under the North American Industry Classification System (NAICS) category 51113. See "Data sources, definitions and methodology" at the end of tables for definitions of terms. Due to rounding, components may not add to total. Data presented in this table are from the surveyed portion only. The survey portion excludes the smallest firms in terms of revenues earned. These firms account for a relatively small portion of total industry revenues and are not included in the estimates of this table.

**Table 13-5**  
**Net value of book sales by category — Prairies Region publishers, 2008 and 2010**

	2008 <sup>r</sup>	2010 <sup>p</sup>	2008 <sup>r</sup>	2010 <sup>p</sup>
	thousands of dollars		percent	
Exclusive agents, distributors or wholesalers	x	x	x	x
Bookstores and other trade sales <sup>1</sup>	x	x	x	x
Library sales, direct and wholesale <sup>2</sup>	x	x	x	x
Educational institutions	x	x	x	x
General public	x	x	x	x
Other <sup>3</sup>	x	x	x	x
<b>Total</b>	<b>x</b>	<b>x</b>	<b>x</b>	<b>x</b>

1. Includes warehouse clubs and discount stores which are primarily retail and department stores.

2. Includes educational libraries.

3. Includes Internet retailers.

**Note(s):** The results in this table are for firms classified under the North American Industry Classification System (NAICS) category 51113. See "Data sources, definitions and methodology" at the end of tables for definitions of terms. Due to rounding, components may not add to total. Data presented in this table are from the surveyed portion only. The survey portion excludes the smallest firms in terms of revenues earned. These firms account for a relatively small portion of total industry revenues and are not included in the estimates of this table..

**Table 13-6**  
**Net value of book sales by category — British Columbia publishers, 2008 and 2010**

	2008 <sup>r</sup>	2010 <sup>p</sup>	2008 <sup>r</sup>	2010 <sup>p</sup>
	thousands of dollars		percent	
Exclusive agents, distributors or wholesalers	10,042.6	10,094.2	34.2	34.1
Bookstores and other trade sales <sup>1</sup>	11,053.5	11,192.3	37.7	37.8
Library sales, direct and wholesale <sup>2</sup>	x	x	x	x
Educational institutions	3,422.0	3,438.6	11.7	11.6
General public	x	x	x	x
Other <sup>3</sup>	x	x	x	x
<b>Total</b>	<b>29,328.4</b>	<b>29,603.3</b>	<b>100.0</b>	<b>100.0</b>

1. Includes warehouse clubs and discount stores which are primarily retail and department stores.

2. Includes educational libraries.

3. Includes Internet retailers.

**Note(s):** The results in this table are for firms classified under the North American Industry Classification System (NAICS) category 51113. See "Data sources, definitions and methodology" at the end of tables for definitions of terms. Due to rounding, components may not add to total. Data presented in this table are from the surveyed portion only. The survey portion excludes the smallest firms in terms of revenues earned. These firms account for a relatively small portion of total industry revenues and are not included in the estimates of this table.

# Data sources, definitions and methodology

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## 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 2010 was 200 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 publication, combined survey results are analyzed for quality; in general, this includes a detailed review of individual responses (especially for the largest companies), general economic conditions, historic trends, and comparisons with administrative data (e.g., income tax, goods and services tax, payroll deductions records, industry and trade association sources).



As of 2004, the survey covers a somewhat different set of businesses than in previous years so that data generally cannot be expected to be comparable. The list of names and addresses of businesses is now drawn from a central Statistics Canada data base. Also, a much more rigorous delineation of those companies that are considered part of the culture sector has been applied through the implementation of the North American Industry Classification System (NAICS). This industry-based classification is a departure from the activity-based classification that was used previously. In addition to these changes in coverage, commencing with 2004, the data are based on a sample of businesses which has affected our ability to publish in detail some culture variables.

Despite these changes, several data points for two earlier survey years have been produced so that key trends can still be determined. These data represent estimates of historical data that would have been produced using this new coverage and methodology for those years. This information is included in the 2004 data release.

### **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 78.7%. CVs were calculated for each estimate and are available upon request.