



Service bulletin

Periodical Publishing: Data Tables



2006

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Data are now collected using the Business Register, a central Statistics Canada database of businesses that have been classified using the North American Industry Classification System (NAICS). This industry-based classification is a departure from the activity-based classification used previously by the Culture Statistics Program.

Several periodical publishers that were previously included in the survey are therefore now excluded because the production of periodicals is only a secondary activity for these establishments. This change in coverage heavily impacts our coverage of periodicals produced by religious institutions, universities and farm co-operatives.

Another significant change is the unit of observation. Under the former program, each periodical title was surveyed individually. In contrast, establishments which may produce multiple titles are now the basic unit.

The data are now collected using a sample, which represents 95% of total revenue earned by periodical publishers. It also includes a limited set of financial data from administrative sources for institutions whose combined revenues represent the remaining 5% of total industry revenues.

The periodical publishing industry comprises establishments, known as magazine or periodical publishers, primarily engaged in carrying out operations necessary for producing and distributing magazines and other periodicals, including gathering, writing, soliciting and editing articles, and preparing and selling advertisements. Periodicals are published at regular intervals, typically on a weekly, monthly or quarterly basis. However, publications available only in electronic format are not included in this survey.

Establishments producing shoppers and real estate guides are now included in the survey coverage based on NAICS. They were not in-scope for the former program.

Starting this survey year (2006), Statistics Canada's Annual Survey of Periodical Publishers will alternate between releasing basic financial statistics in even survey years and more comprehensive data, including advertising and circulation, in odd years.

Statistical tables

Table 1
Summary statistics for periodical publishing industry, by province or region¹

	Atlantic	Quebec	Ontario	Prairies	British Columbia and the Territories	Canada
thousands of dollars						
Operating revenue ²						
2006	37,425	496,964	1,173,523	200,748	164,088	2,072,748
2005 r	37,490	485,338	1,104,693	181,667	159,530	1,968,718
2004 r	37,754	466,241	1,023,519	171,028	148,573	1,847,115
Operating expenses ³						
2006	37,804	435,397	1,050,173	173,189	149,816	1,846,379
2005 r	36,311	448,440	993,239	169,089	142,400	1,789,480
2004 r	35,523	415,625	890,199	150,795	128,011	1,620,153
Salaries, wages and benefits ⁴						
2006	13,281	88,988	297,331	62,123	50,303	512,026
2005 r	12,163	91,385	298,839	51,714	45,715	499,817
2004 r	11,586	82,378	277,471	52,140	43,021	466,597
percent						
Operating profit margin ⁵						
2006	-1.0	12.4	10.5	13.7	8.7	10.9
2005 r	3.1	7.6	10.1	6.9	10.7	9.1
2004 r	5.9	10.9	13.0	11.8	13.8	12.3

1. Estimates for the most recent year are preliminary. Preliminary data are subject to revision.
2. Operating revenue excludes investment income, capital gains, extraordinary gains and other non-recurring items.
3. Operating expenses exclude write-offs, capital losses, extraordinary losses, interest on borrowing, and other non-recurring items.
4. Salaries, wages and benefits include vacation pay and commissions for all employees for whom T4 slips were completed. This category also includes the employer portion of employee benefits for items such as Canada/Québec 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.
5. Profit margin is derived as follows: operating revenue minus operating expenses, expressed as a percentage of total revenue. The derived figure excludes corporation income tax paid by incorporated businesses and individual income tax paid by unincorporated businesses. For unincorporated businesses, profit margin includes unpaid remuneration accruing 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.

Note(s): Due to rounding, components may not add to total.

Source(s): Statistics Canada, Survey of Service Industries: Periodical Publishers 2004, 2005, 2006.

Methodology

Description

This survey collects the financial and operating data needed to produce statistics on Canadian periodical publishers. These data are aggregated with information from other sources to produce official estimates of national and provincial economic production in Canada. The estimates are used by government for national and regional programs and policy planning and by the private sector for industry performance measurement and market development.

Data for 2006, 2005 and 2004 should not be compared with previously published data for periodical publishers since significant changes have been made to the survey.

Data are now collected using the Business Register, a central Statistics Canada database of businesses that have been classified using the North American Industry Classification System (NAICS). This industry-based classification is a departure from the activity-based classification used previously by the Culture Statistics Program. For additional information on NAICS, please refer to the Statistics Canada website under Definitions, data sources and methods.

Several periodical publishers that were previously included in the survey are therefore now excluded because the production of periodicals is only a secondary activity for these establishments. This change in coverage heavily impacts our coverage of periodicals produced by religious institutions, universities and farm co-operatives.

Another significant change is the unit of observation. Under the former program, each periodical title was surveyed individually. In contrast, establishments, which may produce multiple titles, are now the basic unit.

The data are now collected using a sample, which represents 95% of total revenue earned by periodical publishers. It also includes a limited set of financial data from administrative sources for institutions whose combined revenues represent the remaining 5% of total industry revenues. This is in contrast to the census of known periodical titles which was conducted prior to 2004.

The periodical publishing industry comprises establishments, known as magazine or periodical publishers, primarily engaged in carrying out operations necessary for producing and distributing magazines and other periodicals, including gathering, writing, soliciting and editing articles, and preparing and selling advertisements. Periodicals are published at regular intervals, typically on a weekly, monthly or quarterly basis. However, publications available only in electronic format are not included in this survey.

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Data sources and methodology

- Target population
- Instrument design
- Sampling
- Data sources
- Error detection
- Imputation
- Estimation
- Quality evaluation
- Disclosure control

Target population

The target population consists of all statistical establishments (sometimes referred to as firms or units) classified as Periodical Publishers according to the North American Industry Classification System (NAICS) during the reference year.

Instrument design

The survey questionnaires comprise generic modules that have been designed to cover several service industries. Specific industry questions are also asked including questions on such topics as type of periodical, circulation, magazine content, and detailed sources of revenue. The questionnaire was developed in consultation with potential respondents, key data users and questionnaire design specialists.

For 2006, a shorter questionnaire, designed only to collect core financial data (revenues and expenses), was used for this industry. The questionnaire was only sent to a subset of businesses with complex operational structures. Data for the remaining businesses selected in sample were compiled using administrative data.

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 and is updated using administrative data.

The target population consists of all statistical establishments (sometimes referred to as firms or units) classified to this industry according to the North American Industry Classification System (NAICS) during the reference year observed.

The basic objective of the survey is to produce estimates for the whole industry. The data come from two different sources: a sample of all businesses with revenue above or equal to a certain threshold 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 for businesses below the threshold; e.g., revenue, and expenses such as depreciation and salaries, wages and benefits. Characteristics such as client base and revenue by type of service 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 (province/territory)). 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 on the basis of 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 2006 was 187 collection entities.

Data sources

Data collection for this reference period: 2007-01-16 to 2007-09-15. Responding to this survey is mandatory. Data are collected either directly from survey respondents or extracted from administrative files.

Data are collected through a mail-out/mail-back process, while providing respondents with the option of telephone or other electronic filing methods.

Follow-up procedures are applied when a questionnaire has not been received after a pre-specified period of time.

Error detection

Data are examined for inconsistencies and errors using automated edits coupled with analytical review. Where possible, data will be verified using alternate sources.

Imputation

Partial records are imputed to make them complete. Data for non-respondents are imputed using donor imputation, administrative data or historical data.

Estimation

As part of the estimation process survey data are weighted and combined with administrative data to produce final industry estimates.

Quality evaluation

Prior to dissemination, combined survey results are analyzed for comparability. In general, this includes a detailed review of individual responses (especially for the largest companies), general economic conditions, 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

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.

Of the sampled units contributing to the estimate the weighted response rate was 85.8%.

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.

The qualities of CVs are rated as follows:

- Excellent 0.01% to 4.99%
- Very good 5.00% to 9.99%
- Good 10.00% to 14.99%
- Acceptable 15.00% to 24.99%
- Use with caution 25.00% to 34.99%
- Unreliable 35.00% or higher

CVs were calculated for each estimate. For the 2006 survey, at the Canada level, the CV for total operating revenue is 2.13. All CVs are available upon request.

Release date: March 2008

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 <i>Statistics Act</i>
E	use with caution
F	too unreliable to be published

Information to access the product

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Frequency: Annual / ISSN 1708-8763

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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.