

# Book Publishers

2007



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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

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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

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## Highlights

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- Operating revenues for the book publishing industry in Canada rose by 0.2% to reach \$2.13 billion in 2007. This is lower than Canada's GDP growth rate which rose 5.9% in current dollars in 2007.
- Operating revenues decreased in the western provinces because of structural changes in the industry. Structural changes can occur when companies change their business activity, their business activities are moved from one province to another or when companies go out of business.
- Spending on salaries, wages and benefits, which account for roughly 22 cents of every dollar spent by the industry, rose 2.5% in 2007.

# Analysis

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## Industry concentrated in Ontario and Quebec

The Canadian book publishing industry is dominated by firms in Ontario and Quebec. Collectively, they accounted for 93% of industry operating revenues in 2007: Ontario's share was 64% and Quebec's 29%. Book publishers in these two provinces also accounted for 97% of industry operating profits.

The 10 largest book publishers earned 62% of industry operating revenues in 2007, which is the same proportion as in 2006.

### Note to readers

The survey collects financial data on an annual basis including 2007 and industry-specific characteristic information in alternating years.

All data in this release are in current dollars.

Data for 2005 and 2006 were revised due to changes to the frame as a number of small companies have now been added. Further changes were required because a new method for imputing small records has been implemented. These changes have resulted in an overall increase in the estimate and therefore adjustments have been made to previous years.

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 2004) due to differences in survey frames.

## 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
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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 publishing industry, all establishments, by province and territory, 2007<sup>1</sup>**

	Operating revenue	Operating expenses	Salaries, wages and benefits	Operating profit	Operating profit margin
	thousands of dollars				percent
<b>2007</b>					
Newfoundland and Labrador	2,885	2,466	776	418	14.5
Prince Edward Island	x	x	x	x	x
Nova Scotia	6,536	6,265	1,131	271	4.1
New Brunswick	4,927	4,874	2,798	54	1.1
Quebec	620,897	558,686	98,580	62,211	10.0
Ontario	1,362,617	1,191,806	268,444	170,811	12.5
Manitoba	5,934	5,987	1,516	-53	-0.9
Saskatchewan	x	x	x	x	x
Alberta	40,977	38,990	12,259	1,987	4.8
British Columbia	79,403	74,133	19,810	5,271	6.6
Territories <sup>2</sup>	x	x	x	x	x
<b>Canada</b>	<b>2,125,733</b>	<b>1,884,842</b>	<b>405,758</b>	<b>240,891</b>	<b>11.3</b>
<b>2006 r</b>					
Newfoundland and Labrador	2,294	2,181	637	113	4.9
Prince Edward Island	x	x	x	x	x
Nova Scotia	6,477	5,915	1,075	562	8.7
New Brunswick	5,016	4,813	2,668	203	4.0
Quebec	586,783	534,501	91,707	52,282	8.9
Ontario	1,346,282	1,189,036	258,831	157,247	11.7
Manitoba	6,159	5,913	1,426	246	4.0
Saskatchewan	x	x	x	x	x
Alberta	49,456	45,916	13,224	3,540	7.2
British Columbia	116,564	110,174	26,115	6,390	5.5
Territories <sup>2</sup>	x	x	x	x	x
<b>Canada</b>	<b>2,120,456</b>	<b>1,899,953</b>	<b>396,040</b>	<b>220,503</b>	<b>10.4</b>
<b>2005 r</b>					
Newfoundland and Labrador	2,447	2,201	726	246	10.0
Prince Edward Island	x	x	x	x	x
Nova Scotia	6,459	5,994	1,124	465	7.2
New Brunswick	5,193	5,118	2,513	75	1.4
Quebec	588,991	518,268	95,358	70,724	12.0
Ontario	1,347,048	1,174,758	225,015	172,290	12.8
Manitoba	6,122	6,271	1,594	-149	-2.4
Saskatchewan	2,236	2,094	347	142	6.3
Alberta	44,225	42,362	13,342	1,862	4.2
British Columbia	141,008	131,285	25,283	9,723	6.9
Territories <sup>2</sup>	x	x	x	x	x
<b>Canada</b>	<b>2,144,171</b>	<b>1,888,728</b>	<b>365,327</b>	<b>255,443</b>	<b>11.9</b>

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

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The following information is to ensure a clear understanding of the basic concepts that are being measured, the underlying survey methodology (how the concepts are measured), and key aspects of data quality. This information will provide a better understanding of the strengths and limitations of the data, and of how they can be effectively analysed and used. The information may be of particular importance when making comparisons with data from other surveys or sources of information, and in drawing conclusions regarding changes over time.

### Description

This annual sample survey collects the financial and operating data needed to produce statistics on the book publishing industry in Canada. The survey also collects detailed information on the characteristics of the businesses, such as type of revenue and type of client.

These data are aggregated with information from other sources to produce official estimates of the national and provincial economic production of the book publishing industry in Canada. The results from this survey provide data to businesses, governments, investors, and associations. These data allow these groups to monitor the growth of the industry, measure performance, allow comparison across similar businesses and to better understand this industry to react to trends and patterns.

Commencing with reference year 2004, this new survey is administered by the Service Industries Program, in collaboration with the Culture Statistics Program. Historical time series data from the previous Culture Statistics Program are available in *The Guide to Culture Statistics* (online, free of charge, at catalogue number 87-008-GIE). It should be noted that data from this historical time series should not be compared with data from this new survey due to significant differences in coverage and methodology.

Since 2004, the book publishing 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 database. In addition, 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 2005, the data are based on a sample of businesses.

### 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 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 and ownership (Canadian/foreign controlled)). 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 2007 was 363 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 which 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 71.9%. CVs were calculated for each estimate and are available upon request.