

# Book Publishers

2012



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# Book Publishers

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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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Operating revenue for the book publishing industry declined by 6.0% between 2010 and 2012. Although the industry reduced its operating expenses, this decrease did not keep pace with the steeper decline in operating revenues. As a result, the industry's operating profit margin fell from 11.2% in 2010 to 9.4% in 2012.

The cost of goods sold for book publishing remained the single largest expense for the industry and represented 34.0% of overall outlays. Salary, wages and employee benefits (22.5%) represented the second largest expense, while the payment of royalties, purchase of rights, licensing and franchise fees accounted for 7.8% of overall operating expenditures.

The Canadian book publishing industry is dominated by firms in Ontario and Quebec. Collectively, they accounted for 94.2% of industry operating revenue in 2012; Ontario's share was 65.7% and Quebec's was 28.5%, little changed from the results of the 2010 survey.

Book publishers in Canada earned approximately three-quarters of their operating revenue from domestic sales of publishers' own titles and their exclusive agency titles. Export sales contributed an additional 12.2% toward operating revenues in 2012.

Canadian controlled firms earned a greater share of their domestic book sales from titles for which they hold copyright than did their foreign controlled counterparts operating in Canada. Canadian controlled publishers earned 70.0% of their revenue from own title sales, while own titles revenue accruing to foreign controlled establishments represented 44.5%.

Sales of textbooks in Canada accounted for 45.4% of total reported domestic sales while trade books (other trade, all formats) represented 35.6%. Children's books category represented 14.5% of total reported domestic sales and was the only category where publishers earned more from sales through exclusive agency than from sales of own titles.

## Note to readers

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The Book Publishers Survey is now conducted in partnership with the Department of Canadian Heritage. Because of a change in the frequency of the survey, the publication Book Publishers will not be published in 2015 for the reference year 2013.

## 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 book publishers, province and territory, 2009, 2010 and 2012**

	Operating revenue	Operating expenses	Salaries, wages and benefits	Operating profit margin
	thousands of dollars			percent
2012 <sup>p</sup>				
Newfoundland and Labrador	x	x	x	x
Prince Edward Island	x	x	x	x
Nova Scotia	6,671.5	5,647.7	1,120.2	15.3
New Brunswick	5,150.7	4,711.4	1,894.1	8.5
Quebec	533,190.8	483,245.2	100,415.0	9.4
Ontario	1,230,010.5	1,114,974.1	255,893.4	9.4
Manitoba	x	x	x	x
Saskatchewan	x	x	x	x
Alberta	29,473.8	26,112.8	6,730.2	11.4
British Columbia	56,641.9	51,389.7	12,904.1	9.3
Territories <sup>1</sup>	x	x	x	x
<b>Canada</b>	<b>1,873,285.4</b>	<b>1,697,560.7</b>	<b>382,044.4</b>	<b>9.4</b>
2010 <sup>r</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	594,076.0	521,079.0	98,539.8	12.3
Ontario	1,286,223.3	1,141,451.5	246,744.7	11.3
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>1,992,458.3</b>	<b>1,769,445.1</b>	<b>372,070.1</b>	<b>11.2</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>

1. Includes: 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 definition of terms. Due to rounding, components may not add to the total. Scaling may also affect the calculation of ratios.

**Table 2**  
**Operating expenses for book publishers, Canada, 2009, 2010 and 2012**

	2009 <sup>r</sup>	2010 <sup>r</sup>	2012 <sup>p</sup>
	percent		
Salaries, wages and benefits	20.7	21.1	22.5
Commissions paid to non-employees	F	F	F
Professional and business services fees	1.3	1.3	1.3
Subcontract expenses	7.3	7.2	5.1
Charges for services provided by head offices	1.5	1.5	1.7
Cost of goods sold	35.8	35.2	34.0
Office supplies	F	F	F
Rental and leasing	1.7	1.9	1.9
Repair and maintenance	F	F	F
Insurance	F	F	F
Advertising, marketing and promotions	6.8	7.0	6.4
Travel, meals and entertainment	1.2	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	7.8	8.0	7.8
Delivery, warehousing, postage and courier	4.2	3.9	3.6
Financial services fees	F	F	F
Amortization and depreciation of tangible and intangible assets	4.0	4.1	6.3
Bad debts	F	F	F
All other expenses	2.8	3.1	3.5

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

**Table 3**  
**Detailed financial statistics for book publishers, Canada, 2010 and 2012**

	2010 <sup>r</sup>	2012 <sup>p</sup>
	thousands of dollars	
<b>Total operating revenue</b>	<b>1,942,929.7</b>	<b>1,755,572.1</b>
<b>Sales in Canada</b>	<b>1,396,131.0</b>	<b>1,299,762.8</b>
<b>Of publishers' own titles</b>	<b>872,092.9</b>	<b>796,585.4</b>
Educational	473,409.6	422,780.1
Children's books	64,291.3	60,101.7
Other trade, all formats	283,627.3	276,975.6
Other <sup>1</sup>	50,764.6	36,727.9
<b>As exclusive agents</b>	<b>524,038.1</b>	<b>503,177.4</b>
Educational	176,721.8	166,832.7
Children's books	135,522.6	128,889.7
Other trade, all formats	187,309.7	185,720.4
Other <sup>1</sup>	24,484.0	21,734.6
<b>Exports and other foreign sales</b>	<b>236,477.2</b>	<b>210,988.4</b>

1. Other includes the categories: scholarly, reference, professional and technical books.

**Note(s):** Detailed financial statistics are not published for the Atlantic Provinces, the Prairie Provinces and the Territories to protect the confidentiality of survey respondents. The results in this table are for firms classified under the North American Industry Classification System (NAICS) category 51113. 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. See "Data sources, definitions and methodology" at the end of tables for definition of terms. Due to rounding, components may not add to the total. Scaling may also affect the calculation of ratios.

**Table 4**  
**Detailed financial statistics for book publishers, Quebec, 2010 and 2012**

	2010 <sup>r</sup>	2012 <sup>p</sup>
	thousands of dollars	
<b>Total operating revenue</b>	<b>580,737.6</b>	<b>491,166.4</b>
<b>Sales in Canada</b>	<b>373,975.8</b>	<b>316,165.9</b>
<b>Of publishers' own titles</b>	<b>295,208.5</b>	<b>250,184.0</b>
Educational	148,761.8	111,024.2
Children's books	23,684.3	26,030.1
Other trade, all formats	103,177.6	100,413.3
Other <sup>1</sup>	19,584.7	12,716.4
<b>As exclusive agents</b>	<b>78,767.3</b>	<b>65,981.9</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>55,549.1</b>	<b>57,343.0</b>

1. Other includes the categories: scholarly, reference, professional and technical books.

**Note(s):** Detailed financial statistics are not published for the Atlantic Provinces, the Prairie Provinces and the Territories to protect the confidentiality of survey respondents. The results in this table are for firms classified under the North American Industry Classification System (NAICS) category 51113. 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. See "Data sources, definitions and methodology" at the end of tables for definition of terms. Due to rounding, components may not add to the total. Scaling may also affect the calculation of ratios.

**Table 5**  
**Detailed financial statistics for book publishers, Ontario, 2010 and 2012**

	2010 <sup>r</sup>	2012 <sup>p</sup>
	thousands of dollars	
<b>Total operating revenue</b>	<b>1,258,607.4</b>	<b>1,165,570.8</b>
<b>Sales in Canada</b>	<b>957,930.3</b>	<b>921,084.5</b>
<b>Of publishers' own titles</b>	<b>517,120.8</b>	<b>491,415.3</b>
Educational	317,806.9	303,540.6
Children's books	33,324.6	26,243.2
Other trade, all formats	152,057.5	147,237.1
Other <sup>1</sup>	13,931.8	14,394.4
<b>As exclusive agents</b>	<b>440,809.4</b>	<b>429,669.2</b>
Educational	165,246.0	153,684.2
Children's books	x	x
Other trade, all formats	142,946.7	149,440.9
Other <sup>1</sup>	x	x
<b>Exports and other foreign sales</b>	<b>161,209.1</b>	<b>136,995.9</b>

1. Other includes the categories: scholarly, reference, professional and technical books.

**Note(s):** Detailed financial statistics are not published for the Atlantic Provinces, the Prairie Provinces and the Territories to protect the confidentiality of survey respondents. The results in this table are for firms classified under the North American Industry Classification System (NAICS) category 51113. 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. See "Data sources, definitions and methodology" at the end of tables for definition of terms. Due to rounding, components may not add to the total. Scaling may also affect the calculation of ratios.

**Table 6**  
**Detailed financial statistics for book publishers, British Columbia, 2010 and 2012**

	2010 <sup>r</sup>	2012 <sup>p</sup>
	thousands of dollars	
<b>Total operating revenue</b>	<b>55,851.6</b>	<b>52,032.4</b>
<b>Sales in Canada</b>	<b>29,603.3</b>	<b>31,307.2</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>14,638.8</b>	<b>11,636.5</b>

1. Other includes the categories: scholarly, reference, professional and technical books.

**Note(s):** Detailed financial statistics are not published for the Atlantic Provinces, the Prairie Provinces and the Territories to protect the confidentiality of survey respondents. The results in this table are for firms classified under the North American Industry Classification System (NAICS) category 51113. 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. See "Data sources, definitions and methodology" at the end of tables for definition of terms. Due to rounding, components may not add to the total. Scaling may also affect the calculation of ratios.

**Table 7**  
**Detailed financial statistics for book publishers, primarily releasing English language titles, Canada, 2010 and 2012**

	2010 <sup>r</sup>	2012 <sup>p</sup>
	thousands of dollars	
<b>Total operating revenue</b>	<b>1,516,869.0</b>	<b>1,377,422.3</b>
<b>Sales in Canada</b>	<b>1,073,081.1</b>	<b>1,015,657.1</b>
Of publishers' own titles	623,277.9	577,104.8
As exclusive agents	449,803.2	438,552.3
<b>Exports and other foreign sales</b>	<b>215,446.6</b>	<b>195,198.8</b>

**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. 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. See "Data sources, definitions and methodology" at the end of tables for definition of terms. Due to rounding, components may not add to the total.

**Table 8**  
**Detailed financial statistics for book publishers, primarily releasing French language titles, Canada, 2010 and 2012**

	2010 <sup>r</sup>	2012 <sup>p</sup>
	thousands of dollars	
<b>Total operating revenue</b>	<b>426,060.8</b>	<b>378,149.7</b>
<b>Sales in Canada</b>	<b>323,049.9</b>	<b>284,105.7</b>
Of publishers' own titles	248,815.0	219,480.6
As exclusive agents	74,234.9	64,625.1
<b>Exports and other foreign sales</b>	<b>21,030.7</b>	<b>15,789.6</b>

**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. 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. See "Data sources, definitions and methodology" at the end of tables for definition of terms. Due to rounding, components may not add to the total.

**Table 9**  
**Detailed financial statistics for book publishers, Canadian-controlled establishments, Canada, 2010 and 2012**

	2010 <sup>r</sup>	2012 <sup>p</sup>
	thousands of dollars	
<b>Total operating revenue</b>	<b>1,340,044.0</b>	<b>1,204,487.6</b>
<b>Sales in Canada</b>	<b>927,570.5</b>	<b>855,872.6</b>
<b>Of publishers' own titles</b>	<b>657,467.5</b>	<b>598,868.8</b>
Educational	373,513.9	339,814.9
Children's books	x	x
Other trade, all formats	204,382.1	191,359.5
Other <sup>1</sup>	x	x
<b>As exclusive agents</b>	<b>270,103.0</b>	<b>257,003.8</b>
Educational	133,063.8	139,367.2
Children's books	x	x
Other trade, all formats	77,357.7	63,804.6
Other <sup>1</sup>	x	x
<b>Exports and other foreign sales</b>	<b>230,390.6</b>	<b>207,178.8</b>

1. Other includes the categories: scholarly, reference, professional and technical books.

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

**Table 10**  
**Detailed financial statistics for book publishers, foreign-controlled establishments, Canada, 2010 and 2012**

	2010 <sup>r</sup>	2012 <sup>p</sup>
	thousands of dollars	
<b>Total operating revenue</b>	<b>602,885.7</b>	<b>551,084.5</b>
<b>Sales in Canada</b>	<b>468,560.5</b>	<b>443,890.2</b>
<b>Of publishers' own titles</b>	<b>214,625.5</b>	<b>197,716.6</b>
Educational	99,895.7	82,965.3
Children's books	x	x
Other trade, all formats	79,245.2	85,616.2
Other <sup>1</sup>	x	x
<b>As exclusive agents</b>	<b>253,935.0</b>	<b>246,173.6</b>
Educational	43,658.0	27,465.5
Children's books	x	x
Other trade, all formats	109,952.0	121,915.8
Other <sup>1</sup>	x	x
<b>Exports and other foreign sales</b>	<b>6,086.6</b>	<b>3,809.6</b>

1. Other includes the categories: scholarly, reference, professional and technical books.

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

**Table 11-1**  
**Net value of book sales by customer category — Canadian publishers, 2010 and 2012**

	2010 <sup>r</sup>	2012 <sup>p</sup>	2010 <sup>r</sup>	2012 <sup>p</sup>
	thousands of dollars		percent	
Exclusive agents, distributors or wholesalers	245,834.2	255,584.1	17.6	19.7
Bookstores and other trade sales <sup>1</sup>	549,042.0	562,819.6	39.3	43.3
Library sales, direct and wholesale <sup>2</sup>	74,311.3	57,600.1	5.3	4.4
Educational institutions	320,553.1	252,876.8	23.0	19.5
General public	140,265.0	116,472.3	10.0	9.0
Other <sup>3</sup>	66,125.3	54,409.9	4.7	4.2
<b>Total</b>	<b>1,396,131.0</b>	<b>1,299,762.7</b>	<b>100.0</b>	<b>100.0</b>

1. This category includes warehouse clubs and discount stores which are primarily retail and department stores.

2. This category includes educational libraries.

3. This category includes internet retailers.

**Note(s):** Net value of book sales by customer category are not published for the Atlantic Provinces, the Prairie Provinces and the Territories to protect the confidentiality of survey respondents. The results in this table are for firms classified under the North American Industry Classification System (NAICS) category 51113. 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. See "Data sources, definitions and methodology" at the end of tables for definition of terms. Due to rounding, components may not add to the total. Scaling may also affect the calculation of ratios.

**Table 11-2**  
**Net value of book sales by customer category — Quebec publishers, 2010 and 2012**

	2010 <sup>r</sup>	2012 <sup>p</sup>	2010 <sup>r</sup>	2012 <sup>p</sup>
	thousands of dollars		percent	
Exclusive agents, distributors or wholesalers	101,715.0	86,055.8	27.2	27.2
Bookstores and other trade sales <sup>1</sup>	79,832.7	110,737.5	21.3	35.0
Library sales, direct and wholesale <sup>2</sup>	51,805.2	25,046.7	13.9	7.9
Educational institutions	76,783.1	47,333.9	20.5	15.0
General public	58,123.9	43,451.6	15.5	13.7
Other <sup>3</sup>	5,716.0	3,540.3	1.5	1.1
<b>Total</b>	<b>373,975.8</b>	<b>316,165.9</b>	<b>100.0</b>	<b>100.0</b>

1. This category includes warehouse clubs and discount stores which are primarily retail and department stores.

2. This category includes educational libraries.

3. This category includes internet retailers.

**Note(s):** Net value of book sales by customer category are not published for the Atlantic Provinces, the Prairie Provinces and the Territories to protect the confidentiality of survey respondents. The results in this table are for firms classified under the North American Industry Classification System (NAICS) category 51113. 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. See "Data sources, definitions and methodology" at the end of tables for definition of terms. Due to rounding, components may not add to the total. Scaling may also affect the calculation of ratios.

**Table 11-3**  
**Net value of book sales by customer category — Ontario publishers, 2010 and 2012**

	2010 <sup>r</sup>	2012 <sup>p</sup>	2010 <sup>r</sup>	2012 <sup>p</sup>
	thousands of dollars		percent	
Exclusive agents, distributors or wholesalers	124,857.0	152,404.8	13.0	16.5
Bookstores and other trade sales <sup>1</sup>	443,693.3	423,873.2	46.3	46.0
Library sales, direct and wholesale <sup>2</sup>	18,482.3	29,627.4	1.9	3.2
Educational institutions	236,938.5	198,547.6	24.7	21.6
General public	75,954.2	67,862.1	7.9	7.4
Other <sup>3</sup>	58,005.0	48,769.4	6.1	5.3
<b>Total</b>	<b>957,930.2</b>	<b>921,084.4</b>	<b>100.0</b>	<b>100.0</b>

1. This category includes warehouse clubs and discount stores which are primarily retail and department stores.

2. This category includes educational libraries.

3. This category includes internet retailers.

**Note(s):** Net value of book sales by customer category are not published for the Atlantic Provinces, the Prairie Provinces and the Territories to protect the confidentiality of survey respondents. The results in this table are for firms classified under the North American Industry Classification System (NAICS) category 51113. 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. See "Data sources, definitions and methodology" at the end of tables for definition of terms. Due to rounding, components may not add to the total. Scaling may also affect the calculation of ratios.



**Table 11-4**  
**Net value of book sales by customer category — British Columbia publishers, 2010 and 2012**

	2010 <sup>r</sup>	2012 <sup>p</sup>	2010 <sup>r</sup>	2012 <sup>p</sup>
	thousands of dollars		percent	
Exclusive agents, distributors or wholesalers	10,094.2	8,278.0	34.1	26.4
Bookstores and other trade sales <sup>1</sup>	11,192.3	14,348.5	37.8	45.8
Library sales, direct and wholesale <sup>2</sup>	x	x	x	x
Educational institutions	3,438.6	3,249.6	11.6	10.4
General public	x	x	x	x
Other <sup>3</sup>	x	x	x	x
<b>Total</b>	<b>29,603.3</b>	<b>31,307.2</b>	<b>100.0</b>	<b>100.0</b>

1. This category includes warehouse clubs and discount stores which are primarily retail and department stores.

2. This category includes educational libraries.

3. This category includes internet retailers.

**Note(s):** Net value of book sales by customer category are not published for the Atlantic Provinces, the Prairie Provinces and the Territories to protect the confidentiality of survey respondents. The results in this table are for firms classified under the North American Industry Classification System (NAICS) category 51113. 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. See "Data sources, definitions and methodology" at the end of tables for definition of terms. Due to rounding, components may not add to the total. Scaling may also affect the calculation of ratios.

# Data sources, definitions and methodology

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## Description

This 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 2012 was 147 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** 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 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 71.5%. CVs were calculated for each estimate and are available upon request.