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The Daily

Statistics Canada

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Releases

Releases

Book publishers

2004

Revenues in Canada's book publishing industry exceeded $2 billion in 2004, and foreign-controlled companies accounted for almost half of the industry revenues, according to the latest data from a survey of book publishers.

In fact, 19 foreign-controlled publishers, who represented less than 6% of all companies surveyed, accounted for 47% of total revenues for the book publishers surveyed in 2004.

In total, the 330 book publishers covered by the survey had revenues of more than $2 billion in 2004, up 12.5% from 2000. The 19 foreign-controlled book publishers alone had revenues of $949 million.

In terms of revenue from book sales in Canada, the share held by foreign-controlled publishers was even higher. Their revenues from Canadian book sales reached $808 million in 2004, 59% of the total of almost $1.4 billion.

Book publishers had a total industry profit of $235 million in 2004, for a profit margin of 10.9%. In both 1998 and 2000 the profit margin was 11.1%. Of the book publishers surveyed in 2004, 62% made a profit.

Most of the revenue earned by the publishers in the survey came from the sales of the publisher's own titles and agency titles. These revenues accounted for 84% of the total revenues of those publishers surveyed and amounted to $1.7 billion in 2004. Other sources of revenue for book publishers include book wholesaling, and marketing and fulfillment services.

Thousands of new titles entered the Canadian marketplace

Thousands of new titles entered the Canadian marketplace in 2004. Book publishers produced 16,776 new titles, up 6.8% from 2000. They reprinted 12,387 existing titles, a 19.4% increase over the four year period.

More than half of the new titles published in 2004 were trade books, that is, adult fiction and non-fiction. Educational books accounted for about a fifth of new titles. Among reprinted titles, more than half were educational books.

Most books published by the publishers in this survey were sold in Canada. Export and other foreign sales accounted for only 16% of total revenues in 2004.

Of Canadian sales, own titles, especially educational books, earned the greatest share of the revenue for those publishers surveyed. Sales of own titles in Canada generated $854 million and educational books accounted for 43% of that total.

Exclusive agency book sales in Canada by Canadian publishers accounted for a significant portion of industry revenues from book sales, generating $515 million. Educational books made up the largest proportion of these revenues at nearly 39%.

Four out of five foreign-controlled publishers earned a profit

Of the foreign-controlled publishers surveyed, 80% earned a profit in 2004 compared with 60% of Canadian publishers.

The median profit (the point at which half the firms are above, and half below) for Canadian controlled publishers was significantly lower than for foreign-controlled publishers, based on the survey.

Canadian firms had a median profit of $9,197 in 2004, only a fraction of the median profit of $3.6 million for foreign-controlled firms.

Foreign-controlled publishers represented 59% of revenues for sales of books in Canada and 67% of all educational book sales in Canada. In terms

Note to readers

Data for 2004 should not be compared with data released previously on this industry since significant changes to the survey of book publishers have been made. So that key changes in the industry can still be determined, this release includes data that were produced for 1998 and 2000 using the new 2004 methodology.

The data are now collected using a sample and represent 95% of total revenue earned by the book publishing industry. 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 are now included in the survey according to NAICS. In addition, exclusive agents who earn at least 10% of their revenue from book publishing are considered in scope for the survey; pure exclusive agents are excluded.

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 text books; 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.*

of the number of books published, these publishers published 31% of all new educational titles and 35% of all titles reprinted.

Companies in Ontario and Quebec accounted for the majority of the book publishing industry's revenue. Book publishers in Ontario earned revenues of $1.4 billion, more than twice the revenues of $526 million among firms in Quebec.

It is important to note that the 19 foreign-controlled companies are located in Ontario and Quebec. In Ontario, they represented 51% of publishing revenues in the province, and 45% in Quebec. These publishers employed just over a third of the total number of full- and part-time employees in the industry.

Exclusive agency sales revenue was almost half of the book sales revenue for book publishers sampled in Ontario compared with 14% for publishers in Quebec. Trade books made up the greatest share of new titles published in both provinces.

Expenses: Industry has low labour costs

Total expenses for the book publishing industry amounted to $1.9 billion in 2004, up 24% from 1998. Salaries, wages and benefits (including those for production) made up 18.7% of total industry expenses.

The book publishing industry has low labour costs because many publishers use contract staff for services such as editing and design. Of the book publishing companies surveyed, one-fifth of the personnel were contract workers.

Of the publishers surveyed, the majority of the expenses came from the cost of sales, which amounted to $1.0 billion, or 56% of total expenses. Cost of sales includes production salaries, wages and benefits, contract printing, inventories and royalties.

Definitions, data sources and methods: survey number 3105.

Selected information is now available in *Book Publishers and Exclusive Agents: Data Tables* (87F0004XIE, free) from the *Our Products and Services* page of our website. These tables include breakdowns of data by region of Canada, language of publisher and country of control.

For more information about the survey, or to enquire about the concepts, methods or data quality of this release, contact Les Reid (613-951-2246; fax: 613-951-6696; *les.reid@statcan.ca*), Service Industries Division or Tom Gorman (613-951-3498; fax: 613-951-1333; *tom.gorman@statcan.ca*), Culture, Tourism and the Centre for Education Statistics.

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Book publishing 2004, and back-casted data for 1998 and 2000

	Back-casted[1] 1998	Back-casted[1] 2000	2004
	millions of dollars		
Industry estimates			
Total revenue	1,736.4	1,914.1	2,152.8
Total expenses	1,543.2	1,701.4	1,917.1
Before-tax profits	193.2	212.8	235.7
	percentage		
Before-tax profit margin[2]	11.1	11.1	10.9
Surveyed portion	millions of dollars		
Total revenue	1,642.6	1,810.8	2,036.5
Total sales	1,571.9	1,704.1	1,907.2
Sales of books[3]	1,413.9	1,674.0	1,703.2
Sales own titles	963.3	1,183.1	1,187.8
Sales exclusive agency	450.7	490.9	515.4
Grants	27.9	40.1	50.7
Total expenses	1,452.2	1,601.1	1,804.1
Cost of sales	746.2	905.6	1,013.2
Other expenses	706.0	695.5	790.9
Before-tax profits	190.4	209.7	232.5
	percentage		
Before-tax profit margin[2]	**11.6**	**11.6**	**11.4**
	millions of dollars		
Salaries, wages and benefits[4]	266.9	323.3	359.9
	number		
Titles published	11,980	15,709	16,776
Titles reprinted	8,860	10,378	12,387

1. *Back-casted data has been created in order to be able to compare the data from 2000 and 1998 to 2004. This is necessary because of the major changes to the survey including use of a new frame, a new definition of the book publishing industry, and the use of a sample survey.*
2. *Profit margin is derived as follows: total revenue minus total expenses, expressed as a percentage of total revenue.*
3. *This includes sales of own titles in Canada, exports, and other foreign sales.*
4. *Salaries, wages and benefits include vacation pay and commissions for all employees for whom a T4 supplementary form was completed.*

Book publishing in Canada (survey portion), 2004

	number
Establishments	**330**
Titles published, total	**16,776**
Educational	3,412
Children's books	2,228
Other trade, all formats	8,833
Other[1]	2,304
Titles reprinted, total	**12,387**
Educational	6,644
Children's books	1,961
Other trade, all formats	2,635
Other[1]	1,148
Titles in print, total	**121,524**
Educational	49,919
Children's books	16,933
Other trade, all formats	36,952
Other[1]	17,721
	thousands of dollars
Total revenue	**2,036,511**
Sales in Canada	1,369,469
Own titles, total	854,907
Educational	366,440
Children's books	76,438
Other trade, all formats	215,491
Other[1]	196,538
Exclusive agency, total	514,562
Educational	199,112
Children's books	131,760
Other trade, all formats	161,313
Other[1]	22,376
Exports and other foreign sales	333,707
Grants	50,701
Other revenue[2]	282,634
Total expenses	**1,804,054**
Cost of sales	1,013,180
Other expenses	790,874
Before-tax profits	232,457
	percentage
Before-tax profit margin[3]	11.4
Percentage of establishments making a profit	61.6
Personnel	thousands of dollars
Salaries, wages and benefits[4]	359,924
Contract and freelance workers' remuneration	16,844
	number
Full-time employees	7,467
Part-time employees	1,377

1. *This includes scholarly, reference, professional and technical books.*
2. *This includes revenue from sales of rights, total sales of other goods and services produced, and tax credit programs.*
3. *Profit margin is derived as follows: operating revenue minus other expenses, expressed as a percentage of operating revenue.*
4. *Salaries, wages and benefits include vacation pay and commissions for all employees for whom a T4 supplementary form was completed.*

Note: *Due to rounding, components may not add to total.*

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Study: Fertility among visible minority women

1996 to 2001

Fertility during the late 1990s was higher for visible minority women in Canada than it was for other Canadian women, according to a new report. Still, fertility for these women declined between 1996 and 2001 and remained below what is known as the replacement level, 2.1 children per woman.

The report showed that the fertility of all Canadian women declined from 1996 to 2001, yet it dropped faster for visible minority women.

It found that in 1996, the total fertility rate among visible minority groups was 1.94 children per woman; by 2001, it had decreased to 1.70 per woman. Among Aboriginal women, the fertility rate edge down from 2.86 to 2.60 children per women, while in the rest of the population, it slipped from 1.63 to 1.51.

The study also found significant differences in fertility between specific visible minority groups. Korean, Chinese and Japanese women had lower total fertility rates than other visible minority groups. The fertility rates were also lower than for women in the rest of the population for both periods.

Conversely, Arabs/West Asians and South Asians averaged two or more children per woman in both 1996 and 2001, while Latin American, Black, Filipino and Southeast Asian women had a fertility rate closer to the average for all visible minority women.

Significant differences in fertility among various groups

Visible minority groups differed on the basis of several characteristics that can be related to fertility. For instance, the proportion of recent immigrants or the proportion of the married population varied widely from one group to another.

The report found that the demographic and socio-economic variables explained only part of the differences in fertility. When these characteristics were taken into account, differences in fertility did not entirely disappear.

Yet, when the study was controlled for several characteristics (period of immigration, generation of immigrant, marital status, parity, religious denomination, income, school attendance, highest level of schooling and place of residence), the fertility of 7 of the 10 major visible minority groups remained different from that of non-Aboriginal women in the rest of the population.

Note to readers

This release is based on the analytical article "The fertility of visible minority women in Canada" published today in the Report on the Demographic Situation in Canada 2003 and 2004.

The visible minority population is growing rapidly in Canada and accounts for an increasing share of fertility at the national level, but few studies have looked at the differential fertility of visible minority groups. This article is an effort to address that gap by answering the following question: How do the various visible minority groups in Canada's population differ from one another with respect to fertility?

Using data from the 1996 and 2001 censuses, this article presents total fertility rates of the various minority groups and explores the socio-economic factors related to the differences observed.

Under the Employment Equity Act*, members of visible minorities are "persons, other than Aboriginal persons who are non-Caucasian in race or non-white in color". The 10 main groups include Chinese, South Asian, Black, Filipino, Latin American, Southeast Asian, Arab, West Asian, Japanese and Korean.*

The report also contains a second study on the recent immigration from the Balkan countries. The immigrants of this group accounted for a sizeable proportion of refugees admitted to Canada during the 1990s.

A comprehensive analytical review of the most recent demographic trends in Canada is found in the first part of the report.

Three groups (Chinese, Korean and West Asian) had lower fertility, while the other four groups (Black, Filipino, Latin American and Arab) had higher fertility.

Thus, demographic and socio-economic characteristics accounted for only a part of the differentials in fertility between visible minority groups.

Growth in visible minority groups has far outpaced the rest of the population

The share of the population belonging to a visible minority group is rising, and this trend is likely to continue as immigration represents an increasing share of population growth.

Between 1996 and 2001, Canada's visible minority population increased 24.6% from 3.2 million to 4.0 million. This growth far outpaced the 1.3% growth in the rest of the Canadian population during the same period.

As a result, the proportion of the population that belonged to a visible minority group has also increased between 1996 and 2001, from 11.2% to 13.4%.

The three largest visible minority groups were Chinese, South Asians and Blacks. Combined, these groups represented about one-third of all visible minority people in 2001.

During 2000/2001, the 53,300 births from visible minority mothers represented 16.8% of all births in Canada, up from 14.2% during 1995/1996. These proportions were higher than the share of visible minorities in the total population in 1996 and 2001.

This implies that the contribution of visible minority groups to fertility at the national level is increasing. Barring a reversal of past trends, the growing share of the population who belong to a visible minority group appears to be one of the factors likely of putting some upward pressure on fertility at the national level.

Nonetheless, previous studies have shown that the fertility of new immigrants tends to converge rapidly with that of the Canadian population.

Overall, Canada's fertility remains low, and it is expected that by about 2030 deaths will outnumber births. A fertility level below 2.1 children per woman leads to population ageing. Population projections have shown that by around 2015, individuals aged 65 and over could outnumber the population of children under the age of 15.

Immigration from the Balkans

A second study in this report examines immigration to Canada from the Balkan countries since 1980.

Immigration from the Balkan countries accounted for a sizable proportion (21% to 28%) of the refugees admitted to Canada during the second half of the 1990s. Between 1994 and 2000, countries from the former Yugoslavia were the main source of refugee to Canada, surpassing Sri Lanka.

By 2001, 220,000 immigrants from the Balkans were enumerated in Canada. This figure results from a rapid growth between 1986 and 2001. During the same period, the immigrant population of European origin was declining in Canada.

The study also examined how the characteristics of the Balkan immigrant population compared with other immigrants to Canada and to the Canadian population as a whole.

Immigrants from the Balkans differed from the latter two populations in that they were more likely to settle in Ontario and were more likely to have a university degree. They were less well integrated into the job market than immigrants in general, even though they were on average better educated. This can be explained by the high proportion of recent immigrants among them.

The first part of the report also provides a comprehensive analytical review of the most recent demographic trends in Canada.

The *Report on the Demographic Situation in Canada 2003 and 2004* (91-209-XIE, free) is now available from the *Our Products and Services* page of our website.

For more information, to obtain additional data, or to enquire about the concepts, methods or data quality of this release, contact Client Services (toll-free 1-866-767-5611 or 613-951-2320; fax: 613-951-2307; *demography@statcan.ca*), Demography Division.

Total fertility rates by visible minority group, Canada, 1996 and 2001

Visible minority groups	1996	2001
Total Canada	**1.69**	**1.57**
Total, visible minorities	1.94	1.70
Chinese	1.52	1.23
South Asian	2.26	1.99
Black	1.95	1.71
Arab / West Asian	2.56	2.20
Filipino	1.98	1.71
Southeast Asian	2.05	1.68
Latin American	2.03	1.83
Japanese	1.53	1.18
Korean	1.31	1.30
Total, not a visible minority		
Aboriginal	2.86	2.60
Other	1.63	1.51

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Computer and peripherals price indexes
April 2006

The computer and peripherals price indexes are now available for April.

The index for commercial computers remained unchanged from March at 37.4 (2001=100). The index for consumer computers fell 4.5% to 19.3.

In the case of computer peripherals, monitor prices declined 2.1% to 61.4 and printer prices remained unchanged from March at 52.1.

These indexes are available at the Canada level only.

Available on CANSIM: tables 331-0001 and 331-0002.

Definitions, data sources and methods: survey number 5032.

For more information on these indexes, contact Client Services (1-866-230-2248; 613-951-9606; *infounit@statcan.ca*). To enquire about the concepts, methods or data quality of this release, contact Fred Barzyk (613-951-2493; *fred.barzyk@statcan.ca*), Prices Division. ■

Steel primary forms, weekly data
Week ending June 24, 2006 (preliminary)

Steel primary forms production for the week ending June 24 totalled 308 200 metric tonnes, down 7.6% from 333 705 tonnes a week earlier and up 17.7% from 261 773 tonnes in the same week of 2005.

The year-to-date total as of June 24 was 7 660 340 tonnes, down 0.6% from 7 703 269 tonnes in the same period of 2005.

Definitions, data sources and methods: survey number 2131.

For more information, or to enquire about the concepts, methods or data quality of this release, contact the dissemination officer (1-866-873-8789; 613-951-9497; *manufact@statcan.ca*), Manufacturing, Construction and Energy Division. ■

Crude oil and natural gas: Supply and disposition
April 2006 (preliminary)

The production of crude oil and equivalent hydrocarbons was 2.3% higher in April compared with March. This was led by increased production of crude bitumen (+17.1%) and synthetic crude oil (+16.0%) in Alberta. Crude oil and equivalent hydrocarbons production increased 10.8% in comparison with the same period last year.

Crude oil exports, which accounted for 66.4% of total production, advanced 18.7% over the same month last year.

The production of marketable natural gas was 1.5% higher in April compared with a year earlier while domestic sales of natural gas were down 1.0%.

Exports of natural gas, which made up 56.1% of marketable natural gas, declined 2.8% over April 2005.

Preliminary data are available on CANSIM at the national level to April 2006 inclusive. At the national and provincial level, detailed information is available for crude oil (126-0001) up to January 2006 inclusive, and for natural gas (131-0001) up to December 2005 inclusive.

Available on CANSIM: tables 126-0001 and 131-0001.

Definitions, data sources and methods: survey number 2198.

For more information, or to enquire about the concepts, methods or data quality of this release, contact the dissemination officer (1-866-873-8789; 613-951-9497; *energ@statcan.ca*), Manufacturing, Construction and Energy Division. □

Crude oil and natural gas

	April 2005	April 2006p	April 2005 to April 2006
	thousands of cubic metres		% change
Crude oil and equivalent hydrocarbons[1]			
Production	11,645.8	12,906.2	10.8
Exports	7,221.4	8,573.0	18.7
Imports[2]	3,872.4	4,158.2	7.4
Refinery receipts	8,038.7	8,202.0	2.0
	millions of cubic metres		% change
Natural gas[3]			
Marketable production	13,940.7	14,153.9	1.5
Exports	8,177.5	7,946.9	-2.8
Canadian domestic sales[4]	5,687.2	5,630.0	-1.0
	January to April 2005	January to April 2006	January to April 2005 to January to April 2006
	thousands of cubic metres		% change
Crude oil and equivalent hydrocarbons[1]			
Production	46,385.4	50,737.1	9.4
Exports	27,929.8	33,210.9	18.9
Imports[2]	17,675.6	15,282.6	-13.5
Refinery receipts	35,759.6	34,057.9	-4.8
	millions of cubic metres		% change
Natural gas[3]			
Marketable production	57,807.1	58,790.1	1.7
Exports	39,957.7	33,522.2	-9.3
Canadian domestic sales[4]	31,233.5	28,989.1	-7.2

p *preliminary*
1. *Disposition may differ from production because of inventory change, industry own-use, etc.*
2. *Crude oil received by Canadian refineries from foreign countries for processing. Data may differ from International Trade Division (ITD) estimates because of timing differences and the inclusion of crude oil landed in Canada for future re-export in the ITD data.*
3. *Disposition may differ from production because of inventory change, usage as pipeline fuel, pipeline losses, line-pack fluctuations, etc.*
4. *Includes direct sales.*

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Postal code conversion file

March 2006

The March 2006 update of the *Postal Code Conversion File* (PCCF) is now available. This digital file links the six-character postal code with the standard 2001 census geographic areas (such as dissemination areas, census tracts, and census subdivisions). It also locates each postal code by longitude and latitude to support mapping applications.

The March 2006 update of the *Postal Codes by Federal Riding File (2003 Representation Order)* is also available. This product, a subset of the PCCF, provides a link between the six-character postal code and Canada's Federal Electoral Districts (commonly known as federal ridings). By using the postal code as a link, data from administrative files may be organized and/or tabulated by federal riding.

Note: The PCCF contains information for the federal ridings on both the 1996 and 2003 Representation Orders starting with the December 2003 issue and continuing until the last product release based on the 2001 geographies.

Definitions, data sources and methods: survey number 3901.

The *Postal Code Conversion File* (92F0153UCE, $1,500; 92F0153XCE, $9,000) and the *Postal Codes by Federal Riding File* (92F0193UCB, $500; 92F0193XCB, $2,900) are available in ASCII format on diskette or CD-ROM. The reference guides for the *Postal Code Conversion File* (92F0153GIE, free) and the *Postal Codes by Federal Riding File* (92F0193GIE, free) are also available in electronic format.

For more information, or to order these files, contact the National Contact Centre (1-800-263-1136; *infostats@statcan.ca*), Advisory Services Division. ■

Investment and capital stock

1961 to 2005

Data on investment and capital stock by type of asset are now available by province for federal; provincial and territorial; and local, municipal and regional public administration industries (1961 to 2005). These series are presented on the basis of the North American Industry Classification System (NAICS Canada 2002). Both current and constant dollar series are available.

Definitions, data sources and methods: survey number 2820.

Detailed data on investment and capital stock by function are also now available for the local, municipal and regional public administration industry (1988 to 2005). These series are presented on the basis of the North American Industry Classification System (NAICS Canada 2002). Both current and constant dollar series are available.

To order data, or for more information about asset data (1961 to 2005), contact Irfan Hashmi (613-951-3363), Investment and Capital Stock Division. To order data, or for more information about function data (1988 to 2005, local, municipal and regional public administration), contact Aldo Diaz (613-951-8563), Public Institutions Division. ■

New products

Extraction System of Agricultural Statistics CD-ROM, 2006
Catalogue number 21F0001XCB ($250).

Book Publishers and Exclusive Agents: Data Tables
Catalogue number 87F0004XIE
(free).

Report on the Demographic Situation in Canada, 2003 and 2004
Catalogue number 91-209-XIE
(free).

Postal Code Conversion File: Update, March 2006
Catalogue number 92F0153UCE ($1,500).

Postal Codes by Federal Ridings (2003 Representation Order) File, 2001 Census (Geography Products: Attribute Information Products): Update, March 2006
Catalogue number 92F0193UCB ($500).

Postal Code Conversion File, Reference Guide, March 2006
Catalogue number 92F0153GIE
(free).

Postal Codes by Federal Ridings (2003 Representation Order) File, 2001 Census (Geography Products: Attribute Information Products), Reference Guide, March 2006
Catalogue number 92F0193GIE
(free).

Households and Housing File (Flat ASCII File), 2001 Census (Public Use Microdata Files), Census year 2001
Catalogue number 95M0020XCB ($1,000).

All prices are in Canadian dollars and exclude sales tax. Additional shipping charges apply for delivery outside Canada.

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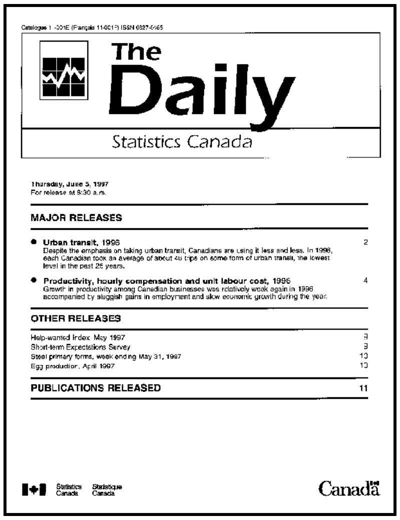
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The Daily

Statistics Canada

Thursday, June 5, 1997
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MAJOR RELEASES

- **Urban transit,** 1996 — 2
Despite the emphasis on taking urban transit, Canadians are using it less and less. In 1996, each Canadian took an average of about 46 trips on some form of urban transit, the lowest level in the past 25 years.
- **Productivity, hourly compensation and unit labour cost,** 1996 — 4
Growth in productivity among Canadian businesses was relatively weak again in 1996 accompanied by sluggish gains in employment and slow economic growth during the year.

OTHER RELEASES

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PUBLICATIONS RELEASED — 11

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Release dates: July 4 to 7, 2006

(Release dates are subject to change.)

Release date	Title	Reference period
5	**Youth in Transition Survey, Cycle 3**	2002/2003
6	**Canadian Community Health Survey: Nutrition**	2005
6	**Building permits**	May 2006
7	**Labour Force Survey**	June 2006