

2012 Survey of Service Industries: Book Publishers

This document is confidential when completed.

Si vous préférez recevoir ce questionnaire en français, veuillez nous appeler au numéro sans frais suivant : 1-800-972-9692.

If necessary, please make address label corrections in the boxes below.

0001	Legal name	0004	Address (number and street)	
0002	Business name	0005	City	
0021	Title of contact	0006	Province/territory or state	
0008	First name of contact	0053	Country	0007
0028	Last name of contact	0010	Language preference	
			1 <input type="radio"/> English	2 <input type="radio"/> French

This information is collected under the authority of the *Statistics Act*, Revised Statutes of Canada, 1985, Chapter S-19.
COMPLETION OF THIS QUESTIONNAIRE IS A LEGAL REQUIREMENT UNDER THIS ACT.

A - Introduction

Survey purpose

This survey collects the financial and operating data needed to develop national and regional economic policies and programs. Your information may also be used by Statistics Canada for other statistical and research purposes, in conformity with its mandate. Please access www.statcan.gc.ca/survey-enquete/index-eng.htm for more information on this survey.

Security of emails and faxes

Statistics Canada advises of the risk of interception by a third party when transmitting information by email or fax. Once we receive your questionnaire, however, Statistics Canada provides a guaranteed level of protection, which covers all information collected under the authority of the *Statistics Act*. **Note:** Our online questionnaires are secure, so there is no risk of interception when you respond to our surveys online.

Confidentiality

The *Statistics Act* protects the confidentiality of information collected by Statistics Canada.

Data-sharing agreements

To reduce respondent burden, Statistics Canada has entered into data-sharing agreements with provincial and territorial statistical agencies and other government organizations, which have agreed to keep the data confidential and use them only for statistical purposes.

Information on confidentiality, data-sharing agreements and record linkages can be found on the last page of this questionnaire.

Please return the questionnaire within 30 days.
Please mail the completed questionnaire in the enclosed envelope or
fax it to Statistics Canada at 1-888-883-7999.

Lost the return envelope or need help? Call us at 1-800-972-9692 or mail to:
Statistics Canada, Operations and Integration Division, 150 Tunney's Pasture Driveway, Ottawa, Ontario K1A 0T6

Visit our website at www.statcan.gc.ca

B - Main business activity

1. Please describe the nature of your business.

0055

2. Please check the **one main activity** which most accurately represents your **main** source of revenue.

0664

Book publishers: Firm or organization primarily engaged in carrying out various design, editing and marketing activities necessary for producing and distributing books of all kinds, such as textbooks; technical, scientific and professional books; and mass market paperback books. These books may be published in print, audio or electronic form. **Includes** self-publishers, vanity publishers and print-on-demand publishers.

0665

Exclusive agent: Distributes and sells works published by another firm acting as its sole representative. The exclusive agent is generally responsible for expenses incurred in the selling of titles to retailers. Please call **1-800-972-9692** for further instructions.

0040

None of the above — Please call **1-800-972-9692** for further instructions.

C - Reporting period information

1. Please report information for your **fiscal year** (normal business year) **ending between** April 1, 2012 and March 31, 2013. Please indicate below the period covered by this questionnaire.

0011

Y	Y	Y	Y	M	M	D	D
---	---	---	---	---	---	---	---

to

0012

Y	Y	Y	Y	M	M	D	D
---	---	---	---	---	---	---	---

2. If the reporting period does not cover a **full year**, please check the reason(s) below:

0031

- 1 seasonal operations 2 new business 3 change of fiscal year 4 change of ownership 5 ceased operations 6 temporarily inactive

Reporting instructions

- Report for business unit(s) specified on the label on the front page.
- Complete only the questions that apply to your business.
- When precise figures are not available, please provide your best estimate.
- Report in Canadian dollars. Dollar amounts and percentages should be rounded to whole numbers.
- Consult the reporting guide at www.statcan.gc.ca/guides-e for further information.

D - Revenue

A detailed breakdown may be requested in other sections.

	CAN\$
1. Sales of goods and services (e.g., rental and leasing income, commissions, fees, admissions, services revenue) Report net of returns and allowances.	2299
2. Grants, subsidies, donations and fundraising	2068
3. Royalties, rights, licensing and franchise fees	2022
4. Investment income (dividends and interest)	2097
5. Other revenue (please specify):	2077
	2098
6. Total revenue (sum of questions 1 to 5)	

E - Expenses

		CAN\$
		3010
1.	Salaries and wages of employees who have been issued a T4 statement	<input type="text"/>
2.	Employer portion of employee benefits (include employer contributions to pension, medical/life insurance plans, employment insurance, etc.)	3040
		<input type="text"/>
3.	Commissions paid to non-employees	4466
		<input type="text"/>
4.	Professional and business services fees (e.g., legal, accounting)	4315
		<input type="text"/>
5.	Subcontract expenses (include contract labour, contract work and custom work) {also include contract printing, fulfillment services and design}	3060
		<input type="text"/>
		4555
6.	Charges for services provided by your head office	<input type="text"/>
7.	Cost of goods sold, if applicable (purchases plus opening inventory minus closing inventory) (include materials for in-house printing such as pre-press, paper and ink)	5721
		<input type="text"/>
		3301
8.	Office supplies	<input type="text"/>
		4115
9.	Rental and leasing (include rental of premises, equipment, motor vehicles, etc.)	<input type="text"/>
		4178
10.	Repair and maintenance (e.g., property, equipment, vehicles)	<input type="text"/>
		4350
11.	Insurance (include professional liability, motor vehicles, etc.)	<input type="text"/>
		4365
12.	Advertising, marketing and promotions (report charitable donations at question 22)	<input type="text"/>
		4370
13.	Travel, meals and entertainment	<input type="text"/>
14.	Utilities and telecommunications expenses (include gas, heating, hydro, water, telephone and Internet expenses)	4084
		<input type="text"/>
		4410
15.	Property and business taxes, licences and permits	<input type="text"/>
		4440
16.	Royalties, rights, licensing and franchise fees	<input type="text"/>
		4179
17.	Delivery, warehousing, postage and courier	<input type="text"/>
		4325
18.	Financial services fees	<input type="text"/>
		4630
19.	Interest expenses	<input type="text"/>
		4520
20.	Amortization and depreciation of tangible and intangible assets	<input type="text"/>
		4542
21.	Bad debts	<input type="text"/>
22.	All other expenses (please specify): <input style="width: 150px;" type="text"/>	4531 <input style="width: 150px;" type="text"/> 4569
		<input type="text"/>
23.	Total expenses (sum of questions 1 to 22)	4699
		<input type="text"/>
24.	Corporate taxes, if applicable	4600
		<input type="text"/>
25.	Gains (losses) and other items (see reporting guide)	4601
		<input type="text"/>
		2304
26.	Net profit/loss after tax and other items (see reporting guide)	<input type="text"/>

F - Industry characteristics

Sources of revenue

Unless otherwise requested, please report revenue from all activities of this business unit.

	CAN\$
1. Sales of own and agency titles (net of returns) (book sales only)	2520
2. Sales of all other goods and services produced	2523
a) periodical publishing and wholesaling	2524
b) printing services for others	2525
c) book wholesaling	2526
d) book retailing	2527
e) marketing and fulfillment services (e.g., warehousing, shipping, data processing)	2528
f) other sales	2529
2528 (please specify) :	2529
3. Grants (exclude tax credits; please report them at question 4 below)	2530
a) federal	2532
b) provincial / territorial	2538
c) other sources (e.g., municipal, corporate)	2545
2538 (please specify) :	2555
4. Tax credit programs	2720
5. Total revenue from publishing and related activities, grants and tax credits (sum of questions 1 to 4)	2717
6. Dollar value of book returns for the reporting year	

Net sales value of titles sold in Canada by customer category

Exclude sale of rights.

Customer category	CAN\$
7. Exclusive agents, distributors or wholesalers	8224
8. Direct to retail	8225
a) bookstores (include campus bookstores)	8226
b) other trade sales	

F - Industry characteristics (continued)

	CAN\$
9. Library sales, direct and wholesale (include educational libraries)	8227
10. Educational institutions	8228
11. General public	8229
12. Other	8231
13. Total sales by customer category (sum of questions 7 to 12)	8230

Cost of titles sold

Report costs of own titles, agency titles and other published material.

	CAN\$
14. Opening inventory	5550
15. Purchases (include freight-in, customs and brokerage)	4019
16. Direct costs related to publishing (include amortized pre-publication costs, i.e., editorial and design)	
a) production employee salaries, wages and benefits	1401
b) contract printing service fees (e.g., printing, binding and paper)	1402
c) all other production costs (include materials for in-house printing such as pre-press, paper and ink)	1404
17. Closing inventory (less obsolescence or decrease in value)	5565
18. Total cost of titles sold (sum of questions 14, 15 and 16 minus question 17)	1407

Number of copies sold by commercial category

	Total	Textbooks	Children's books	Tradebooks (other trade, all formats)	Reference	Scholarly, professional and technical
	number of copies					
19. Own titles, all sales	1578	1753	1754	1755	1756	1757
20. Exclusive agency, all sales	1579	1758	1759	2625	2626	2627

Sales information, questions 21 to 28

Please complete the grid on the following pages for question 21 to 28. For these questions, please report for **books only**, in all formats (not any other published material that your firm produces). Please refer to **Section F** of the Reporting Guide for definitions.

Sales information (net of returns)	Commercial category Sum of these rows must equal totals reported in Column 1 or 100% of Column 1 totals. Please indicate if you are reporting in either Canadian dollars or percentages. 9970 1 <input type="radio"/> \$ or 2 <input type="radio"/> %					Language Sum of these rows must equal totals reported in Column 1 or 100% of Column 1 totals. Please indicate if you are reporting in either Canadian dollars or percentages. 9972 1 <input type="radio"/> \$ or 2 <input type="radio"/> %			Authorship Sum of these rows must equal totals reported in Column 1 or 100% of Column 1 totals. Please indicate if you are reporting in either Canadian dollars or percentages. 9973 1 <input type="radio"/> \$ or 2 <input type="radio"/> %		
	Column 1 CAN\$	Textbooks (see inclusions below)	Children's books	Tradebooks (other trade, all formats)	Reference	Scholarly, professional and technical	English	French	Other	Canadian authors	Foreign authors
	FOR INFORMATION ONLY										

Own titles											
	1561	1582	1583	1584	1585	1586	1587	1588	1589	1631	1632
21. In Canada	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
	1562	1633	1634	1635	1636	1637	1638	1639	1640	1641	1642
22. Exports	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
	1563	1643	1644	1645	1658	1659	1660	1661	1662	1663	1664
23. Other foreign sales	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
	1564	1590	1591	1592	1593	1594	1595	1596	1597	1598	1599
24. Total - Own titles	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Exclusive agency											
	1565	1665	1666	1667	1668	1669	1670	1671	1672	1673	1674
25. In Canada	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
	1566	1601	1602	1603	1604	1605	1606	1607	1608	1609	1610
26. Exports and other foreign sales	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
	1567	1611	1612	1613	1614	1615	1687	1688	1689	1690	1691
27. Total - Exclusive agency	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
	1568	1675	1676	1677	1678	1679	1680	1681	1682	1683	1684
28. Total - Own titles and exclusive agency	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Commercial categories

These categories are used to designate the target market of a title. The five categories are:

Textbooks: Titles published that are mainly used as educational material for students and teachers including elementary-secondary level (ELHI) and postsecondary level (college, university).
Include workbooks, readers and teachers manuals.

Children's books: Titles published for children and young adult markets. **Include** picture-books and texts which are not primarily intended as textbooks. **Exclude** colouring books.

Tradebooks: Titles published for consumption by the adult public at large. **Include** mass market paperbacks, trade paperbacks and trade hardcovers.

Reference: Titles designed primarily for general reference purposes aimed at a diversified public (e.g., dictionaries, encyclopaedias, thesauruses).

Scholarly, professional and technical: Titles aimed at the academic community, usually published by university presses, research institutes and learned societies or publications containing reference material aimed at a specific group of individuals, such as accountants, lawyers or electricians.

Titles information

Total number	Number of titles				
	Textbooks (see inclusions below)	Children's books	Tradebooks (other trade, all formats)	Reference	Scholarly, professional and technical

Titles published

	1569	1685	1686	1711	1712	1713
29. Canadian authors	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
30. Foreign authors	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
31. Total - Titles published	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Commercial categories

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Titles published for consumption by the adult public at large. **Include** mass market paperbacks, trade paperbacks and trade hardcovers.

Reference:

Titles designed primarily for general reference purposes aimed at a diversified public (e.g., dictionaries, encyclopaedias, thesauruses).

Scholarly, professional and technical:

Titles aimed at the academic community, usually published by university presses, research institutes and learned societies or publications containing reference material aimed at a specific group of individuals, such as accountants, lawyers or electricians.

G - Personnel

		number
1. Number of partners and proprietors, non-salaried (if salaried, report at question 2 below)	6321	<input type="text"/>
2. Paid employees		
a) average number of paid employees during the reporting period (see reporting guide)	6339	<input type="text"/>
		%
b) percentage of paid employees (from question 2a) who worked full time	6328	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
3. Number of contract workers for whom you did not issue a T4, such as freelancers and casual workers (estimates are acceptable)	6320	<input type="text"/>

H - Sales by type of client

Please provide a percentage breakdown of your sales by type of client.

		%
1. Clients in Canada		
a) businesses	8112	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
b) individuals and households	8100	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
c) governments, not-for-profit organizations and public institutions (e.g., hospitals, schools)	8233	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
2. Clients outside Canada	8140	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
		100%

I - Not applicable

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INFORMATION
ONLY

J - International transactions

Exports

0531
1 **yes, complete questions 2, 3 and 4**
3 **no, go to question 5**

1. Did you receive revenue from clients outside Canada for the **export** of goods, services, royalties, rights, licensing or franchise fees? CAN\$

0666

2. Please report revenue received from **exports**.

3. Please provide a percentage breakdown of **exports** by: %

a) goods 0667

b) services 0668

c) royalties, rights, licensing and franchise fees 0669

100%

4. Please provide a percentage breakdown of **exports** by country: %

a) United States 0748

b) Mexico 0749

c) other countries (please specify): 0724 0750

0676 0672

0677 0673

0678 0674

0679 0675

100%

Imports

0715
1 **yes, complete questions 6, 7 and 8**
3 **no, go to next section**

5. Did you make payments to suppliers outside Canada for the **import** of goods, services, royalties, rights, licensing or franchise fees? CAN\$

0717

6. Please report payments made for **imports**.

7. Please provide a percentage breakdown of **imports** by: %

a) goods 0736

b) services 0737

c) royalties, rights, licensing and franchise fees 0738

100%

8. Please provide a percentage breakdown of **imports** by country: %

a) United States 0751

b) Mexico 0752

c) other countries (please specify): 0743 0753

0744 0739

0745 0740

0746 0741

0747 0742

100%

K - Not applicable

L - Contact information

Name of person to contact about this questionnaire:

0026 1 Mr. 2 Mrs. 3 Miss 4 Ms

0054 Last name

0017 Telephone number

0027 Extension number

0013 First name

0016 Fax number

0014 Title

0020 Website address

0018 E-mail address

0015 Date completed:

How long did you spend collecting the data and completing the questionnaire? hour(s) minutes

M - Comments

We invite your comments below. Please be assured that we review all comments with the intent of improving the survey.

9920

9913

9914

9915

9916

FOR INFORMATION ONLY

General information

Confidentiality

Your answers are confidential.

Statistics Canada is prohibited by law from releasing any information it collects which could identify any person, business, or organization, unless consent has been given by the respondent or as permitted by the *Statistics Act*.

Statistics Canada will use information from this survey for statistical purposes.

Data-sharing agreements

To reduce respondent burden, Statistics Canada has entered into data-sharing agreements with provincial and territorial statistical agencies and other government organizations, which have agreed to keep the data confidential and use them only for statistical purposes. Statistics Canada will only share data from this survey with those organizations that have demonstrated a requirement to use the data.

Section 11 of the *Statistics Act* provides for the sharing of information with provincial and territorial statistical agencies that meet certain conditions. These agencies must have the legislative authority to collect the same information, on a mandatory basis, and the legislation must provide substantially the same provisions for confidentiality and penalties for disclosure of confidential information as the *Statistics Act*. Because these agencies have the legal authority to compel businesses to provide the same information, consent is not requested and businesses may not object to the sharing of the data.

For this survey, there are **Section 11** agreements with the provincial and territorial statistical agencies of Newfoundland and Labrador, Nova Scotia, New Brunswick, Quebec, Ontario, Manitoba, Saskatchewan, Alberta, British Columbia, and the Yukon.

The shared data will be limited to information pertaining to business establishments located within the jurisdiction of the respective province or territory.

Section 12 of the *Statistics Act* provides for the sharing of information with federal, provincial or territorial government organizations. Under **Section 12**, you may refuse to share your information with any of these organizations by writing a letter of objection to the Chief Statistician and returning it with the completed questionnaire. Please specify the organizations with which you do not want to share your data.

For this survey, there are **Section 12** agreements with the statistical agencies of Prince Edward Island, the Northwest Territories and Nunavut.

For agreements with provincial and territorial government organizations, the shared data will be limited to information pertaining to business establishments located within the jurisdiction of the respective province or territory.

Record linkages

To enhance the data from this survey, Statistics Canada may combine it with information from other surveys or from administrative sources.

Thank you for completing this questionnaire.

Please retain a copy for your records.

Visit our website at www.statcan.gc.ca