



2008 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 :
1-888-881-3666.

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 Postal code/zip code |
| 0028 | Last name of contact | | 0010 | Language preference | 1 <input type="checkbox"/> English 2 <input type="checkbox"/> 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. For more information on this survey, please access www.statcan.ca/english/survey/index.htm.

Data-sharing agreements

To reduce respondent burden, Statistics Canada has entered into agreements with provincial and territorial statistical agencies and other government departments for the sharing of data. The data will be kept confidential and used for statistical purposes only by these organizations. For further details on any data-sharing agreement for this survey, please consult the enclosed reporting guide.

Confidentiality

The *Statistics Act* protects the confidentiality of information collected by Statistics Canada. Please see the enclosed reporting guide for more information.

Fax or other electronic transmission disclosure

Statistics Canada advises you that there could be a risk of disclosure during facsimile or other electronic transmission. However, upon receipt, Statistics Canada will provide the guaranteed level of protection afforded all information collected under the authority of the *Statistics Act*.

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 **1-888-881-3666** or mail to:
Statistics Canada, Operations and Integration Division, 150 Tunney's Pasture Driveway, Ottawa, Ontario K1A 0T6

Visit our website at www.statcan.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 **1-888-881-3666** for further instructions.

0040 None of the above — Please call **1-888-881-3666** for further instructions.

C - Reporting period information

1. Please report information for your **fiscal year** (normal business year) **ending between** April 1, 2008 and March 31, 2009. Please indicate below the period covered by this questionnaire.

from ⁰⁰¹¹ to ⁰⁰¹²

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 enclosed reporting guide 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): ²⁰⁰¹ | 2077 | |
| 6. Total revenue (sum of questions 1 to 5) | 2098 | |

E - Expenses

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

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

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 | | |
| a) bookstores (include campus bookstores) | 8225 | |
| b) other trade sales | 8226 | |

F - Industry characteristics (continued)

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

Cost of titles sold

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

| | 5550 | CAN\$ |
|--|------|-------|
| 14. Opening inventory | | |
| | 4019 | |
| 15. Purchases (include freight-in, customs and brokerage) | | |
| 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 | number of copies | | | | | |
|---|-------|------------------|------------------|---------------------------------------|-----------|---------------------------------------|--|
| | | Textbooks | Children's books | Tradebooks (other trade, all formats) | Reference | Scholarly, professional and technical | |
| 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 | | | | | Language | | | 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. | | | | | 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. | | | 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. | |
| Column 1 CAN\$ | | 9970 1 <input type="checkbox"/> \$ OR 2 <input type="checkbox"/> % | | | | | 9972 1 <input type="checkbox"/> \$ OR 2 <input type="checkbox"/> % | | | 9973 1 <input type="checkbox"/> \$ OR 2 <input type="checkbox"/> % | |
| | | Textbooks (see inclusions below) | Children's books | Tradebooks (other trade, all formats) | Reference | Scholarly, professional and technical | English | French | Other | Canadian authors | Foreign authors |
| Own titles | | | | | | | | | | | |
| 21. In Canada | 1561 | 1582 | 1583 | 1584 | 1585 | 1586 | 1587 | 1588 | 1589 | 1631 | 1632 |
| 22. Exports | 1562 | 1633 | 1634 | 1635 | 1636 | 1637 | 1638 | 1639 | 1640 | 1641 | 1642 |
| 23. Other foreign sales | 1563 | 1643 | 1644 | 1645 | 1658 | 1659 | 1660 | 1661 | 1662 | 1663 | 1664 |
| 24. Total - Own titles | 1564 | 1590 | 1591 | 1592 | 1593 | 1594 | 1595 | 1596 | 1597 | 1598 | 1599 |
| Exclusive agency | | | | | | | | | | | |
| 25. In Canada | 1565 | 1665 | 1666 | 1667 | 1668 | 1669 | 1670 | 1671 | 1672 | 1673 | 1674 |
| 26. Exports and other foreign sales | 1566 | 1601 | 1602 | 1603 | 1604 | 1605 | 1606 | 1607 | 1608 | 1609 | 1610 |
| 27. Total - Exclusive agency | 1567 | 1611 | 1612 | 1613 | 1614 | 1615 | 1687 | 1688 | 1689 | 1690 | 1691 |
| 28. Total - Own titles and exclusive agency | 1568 | 1675 | 1676 | 1677 | 1678 | 1679 | 1680 | 1681 | 1682 | 1683 | 1684 |

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.

G - Personnel

| | | |
|--|------|------------------------|
| | | number |
| 1. Number of partners and proprietors, non-salaried (if salaried, report at question 2 below) | 6321 | |
| 2. Paid employees | | |
| a) average number of paid employees during the reporting period (see reporting guide) | 6339 | |
| | | % |
| b) percentage of paid employees (from question 2a) who worked full time | 6328 | |
| | | number |
| 3. Number of contract workers for whom you did not issue a T4, such as freelancers and casual workers (estimates are acceptable) | 6320 | |
| 4. Number of volunteers during the reporting period (estimates are acceptable) | 6014 | |
| | | number of hours |
| 5. Number of hours worked by all volunteers during the reporting period (estimates are acceptable) | 6026 | |

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 | |
| b) individuals and households | 8100 | |
| c) governments, not-for-profit organizations and public institutions (e.g., hospitals, schools) | 8233 | |
| 2. Clients outside Canada | 8140 | |
| | | 100% |

I - Not applicable

J - International transactions

Exports

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

0531 ¹ **yes**, complete **questions 2, 3 and 4**

³ **no**, go to **question 5**

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

0666 **CAN\$**

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

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

0715 ¹ **yes**, complete **questions 6, 7 and 8**

³ **no**, go to **next section**

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

0717 **CAN\$**

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 | |
| 0013 | First name | | 0027 | Extension number | |
| 0014 | Title | | 0016 | Fax number | |
| 0018 | E-mail address | | 0020 | Website address | |

Date completed: 0015
 yyyy mm dd

How long did you spend collecting the data and completing the questionnaire? 9910 hour(s) 9909 minutes

M - Comments

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

FOR
INFORMATION
ONLY

9920 _____

9913 _____

9914 _____

9915 _____

9916 _____

Thank you for completing this questionnaire. Please retain a copy for your records.

Visit our website at www.statcan.ca