

# 2010 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 Postal code/zip code
0028	Last name of contact		0010	Language preference	<sup>1</sup> <input type="checkbox"/> English <sup>2</sup> <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. Please access [www.statcan.gc.ca/survey-enquete/index-eng.htm](http://www.statcan.gc.ca/survey-enquete/index-eng.htm) for more information on this survey.

### 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*.

### 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 must 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](http://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, 2010 and March 31, 2011. Please indicate below the period covered by this questionnaire.

from	0011	yyyy	mm	dd	to	0012	yyyy	mm	dd
		<input type="text"/>	<input type="text"/>	<input type="text"/>			<input type="text"/>	<input type="text"/>	<input type="text"/>

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](http://www.statcan.gc.ca/guides-e) for further information.

## D - Revenue

A detailed breakdown may be requested in other sections.

		CAN\$
1. <b>Sales of goods and services</b> (e.g., rental and leasing income, commissions, fees, admissions, services revenue) Report net of returns and allowances.	2299	<input type="text"/>
2. Grants, subsidies, donations and fundraising	2068	<input type="text"/>
3. Royalties, rights, licensing and franchise fees	2022	<input type="text"/>
4. Investment income (dividends and interest)	2097	<input type="text"/>
5. Other revenue (please specify):	2001 <input type="text"/>	2077 <input type="text"/>
6. <b>Total revenue</b> (sum of questions 1 to 5)	2098	<input type="text"/>

## E - Expenses

CAN\$

1. Salaries and wages of employees who have been issued a T4 statement	3010	
2. Employer portion of employee benefits ( <b>include</b> 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 ( <b>include</b> contract labour, contract work and custom work) {also <b>include</b> contract printing, fulfillment services and design}	3060	
6. Charges for services provided by your head office	4555	
7. Cost of goods sold, <b>if applicable</b> (purchases <b>plus</b> opening inventory <b>minus</b> closing inventory) { <b>include</b> materials for in-house printing such as pre-press, paper and ink}	5721	
8. Office supplies	3301	
9. Rental and leasing ( <b>include</b> rental of premises, equipment, motor vehicles, etc.)	4115	
10. Repair and maintenance (e.g., property, equipment, vehicles)	4178	
11. Insurance ( <b>include</b> 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 ( <b>include</b> 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 (please specify):	4531	4569
<b>23. Total expenses</b> (sum of questions 1 to 22)		4699
24. Corporate taxes, if applicable		4600
25. Gains (losses) and other items (see reporting guide)		4601
<b>26. Net profit/loss after tax and other items</b> (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) ( <b>book sales only</b> )	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 ( <b>exclude</b> 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. <b>Total revenue</b> 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 ( <b>include</b> campus bookstores)	8225	
b) other trade sales	8226	

## F - Industry characteristics (continued)

	8227	CAN\$
9. Library sales, direct and wholesale ( <b>include</b> educational libraries)		
10. Educational institutions	8228	
11. General public	8229	
12. Other	8231	
13. <b>Total sales by customer category</b> (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 ( <b>include</b> freight-in, customs and brokerage)	4019	
16. Direct costs related to publishing ( <b>include</b> 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 ( <b>include</b> materials for in-house printing such as pre-press, paper and ink)	1404	
17. Closing inventory (less obsolescence or decrease in value)	5565	
18. <b>Total cost of titles sold</b> (sum of questions 14, 15 and 16 <b>minus</b> 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 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.					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.			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.	
		Column 1 CAN\$		9970 <sup>1</sup> <input type="checkbox"/> \$ or <sup>2</sup> <input type="checkbox"/> %					9972 <sup>1</sup> <input type="checkbox"/> \$ or <sup>2</sup> <input type="checkbox"/> %		
Own titles		Textbooks (see inclusions below)	Children's books	Tradebooks (other trade, all formats)	Reference	Scholarly, professional and technical	English	French	Other	Canadian authors	Foreign authors
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

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

## H - Sales by type of client

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

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

## 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:      yyyy      mm      dd  
0015            

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

**M - Comments**

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

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**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*. The confidentiality provisions of the *Statistics Act* are not affected by either the *Access to Information Act* or any other legislation. Therefore, for example, the Canada Revenue Agency cannot access identifiable survey records from Statistics Canada.

Information from this survey will be used for statistical purposes only and will be published in aggregate form only.

### 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 must 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](http://www.statcan.gc.ca)**