

2014 Survey of Service Industries: Book Publishers

CONFIDENTIAL once completed.

Selon nos dossiers votre langue de préférence est l'anglais, si vous préférez recevoir ce document en français, veuillez nous appeler au numéro sans frais suivant : 1-800-972-9692.

Please verify the information for this business's contact person and correct where needed.

Legal name

Operating name

First name

Last name

Title

Address (number and street)

City

Province, territory or state

Postal code or zip code

Country

Business and contact information

Email address

Telephone number (including area code)

Extension number

Preferred language of communication

☐ English

☐ French

Fax number (including area code)

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.

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. 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 you that there could be a risk of disclosure during facsimile or other email. However, upon receipt, Statistics Canada will provide the guaranteed level of protection afforded all information collected under the authority of the *Statistics Act*. **Note:** Our online questionnaires are secure, there is no risk of data interception when responding to Statistics Canada's online surveys.

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 21 days.

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

If you are unable to complete within 21 days **OR** if you need help, call us at **1-800-972-9692**.

Statistics Canada
Operations and Integration Division
150 Tunney's Pasture Driveway
Ottawa, Ontario K1A 0T6
Visit our website, www.statcan.gc.ca

Business status

1. Is this business currently in operation?

B00309

- ☐ Yes ► **Go to next Section**
- ☐ No, seasonal operations ► **Go to question 2**
- ☐ No, ceased all operations ► **Go to question 4**
- ☐ No, sold all operations ► **Go to question 6**
- ☐ No, amalgamated with (an) other business(es) ► **Go to question 8**
- ☐ No, temporarily inactive but will re-open ► **Go to question 11**
- ☐ No, no longer operating due to other reason(s) ► **Go to question 14**

2. When did this business close for the season?

YYYY MM DD

B00217

Date

--	--	--	--	--	--	--	--	--	--

3. When does this business expect to resume operations?

YYYY MM DD

B00218

Date

--	--	--	--	--	--	--	--	--	--

► **Go to next Section**

4. When did this business cease all operations?

YYYY MM DD

B00211

Date

--	--	--	--	--	--	--	--	--	--

5. Why did this business cease all operations?

B00311

- ☐ Bankruptcy
- ☐ Liquidation
- ☐ Dissolution
- ☐ Other reason — please specify:

B00312

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► **Go to next Section**

6. When was this business sold?

YYYY MM DD

B00212

Date

--	--	--	--	--	--	--	--	--	--

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7. What is the legal name of the buyer?

B00406

► Go to next Section

8. When did this business amalgamate?

B00213

YYYY	MM	DD
<input type="text"/>	<input type="text"/>	<input type="text"/>

Date

9. What is the legal name of the resulting or continuing business?

B00407

10. What is (are) the legal name(s) of the other amalgamated business(es)?

B00408

► Go to next Section

11. When did this business become temporarily inactive?

B00214

YYYY	MM	DD
<input type="text"/>	<input type="text"/>	<input type="text"/>

Date

12. When does this business expect to resume operations?

B00215

YYYY	MM	DD
<input type="text"/>	<input type="text"/>	<input type="text"/>

Date

13. Why is this business temporarily inactive?

B00313

► Go to next Section

14. When did this business cease operations?

B00216

YYYY	MM	DD
<input type="text"/>	<input type="text"/>	<input type="text"/>

Date

15. Why did this business cease operations?

B00314

► Go to next Section

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Reporting instructions

1. Please print in ink.
2. Report all dollar amounts in **thousands of Canadian dollars**.
3. Do not include sales tax.
4. Percentages should be rounded to whole numbers.
5. Consult the reporting guide at **www.statcan.gc.ca/guides-e** for further information.
6. When precise figures are not available, please provide your best estimates.

Business activity

1. Statistics Canada uses the **North American Industrial Classification System** to classify the activities of each business. According to our records, this business's **main activity** is classified as:

Is this the **main activity** of this business?

B05002

- ☐ Yes, this is the **main activity** of this business. ► **Go to question 1c**
- ☐ No, this is **not the main activity** of this business. ► **Go to question 1a**

- a. Was this business's main activity, which typically generates the most revenue, **ever** classified as described above?

B05111

- ☐ Yes ► **When did the main business activity change?** ► **Date :**
- ☐ No ► **Go to question 1b**

B00219

YYYY

MM

DD

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- b. Please provide a **brief but precise description** of this business's **main activity** (e.g., "breakfast cereal manufacturing" or "shoe store" or "software development").

B05003

- c. Approximately what **percentage of this business's revenue** is generated by this **main activity**?

Estimates are acceptable.

B05004

--	--	--

%

Are there any other activities that **contribute significantly** (at least 10%) to this **business's revenue**?

B05024

- ☐ Yes ► **Go to question 1d**
- ☐ No ► **Go to next page**

- d. Please provide a **brief but precise description** of this business's **secondary activity** (e.g., "breakfast cereal manufacturing" or "shoe store" or "software development").

B05005

- e. Approximately what **percentage of this business's revenue** is generated by this **secondary activity**?

Estimates are acceptable.

B05006

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%

Reporting period information

1. For this survey, please report information for this business's most recent **12 month fiscal period**.

Note: For this survey, the **End date** should fall between April 1, 2014 and March 31, 2015.

		YYYY		MM		DD			YYYY		MM		DD
Start date	B00205	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>		End date	B00206	<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 (mark all that apply):

B00301_r1

☐ seasonal operations

B00301_r2

☐ new business

B00301_r3

☐ change of ownership

B00301_r4

☐ change of fiscal year

B00301_r5

☐ ceased operations

B00301_r6

☐ temporarily inactive

B00301_r7

☐ other reason — please specify:

B00301_r8

3. Please indicate below, any changes or events that may have affected the reported values for this business compared to the last reporting period (mark all that apply):

B00302_t1

☐ strike or lockout

B00302_t2

☐ exchange rate impact

B00302_t3

☐ price changes in goods or services sold

B00302_t4

☐ contracting out

B00302_t5

☐ organisational change

B00302_t6

☐ price changes in labour or raw materials

B00302_t7

☐ natural disaster

B00302_t8

☐ recession

B00302_t9

☐ change in product line

B00302_t10

☐ sold business units

B00302_t11

☐ expansion

B00302_t12

☐ new/lost contract

B00302_t13

☐ plant closures

B00302_t14

☐ acquisition of business units

B00302_t15

☐ other change or event — please specify:

B00302_t16

B00302_t17

☐ no change or event

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Industry characteristics

Please report all amounts in **thousands of Canadian dollars**.

CAN\$ '000

1. What were this business's **sales of own and agency titles**?
Report book sales only (minus book returns).

F43426

\$,000

2. What was this business's **percentage breakdown of sales of own and agency titles** by the following categories?

Percentage

F43426_pc1

%

F43426_pc2

%

a. Internet sales of print titles

b. E-books

3. What were this business's **sales of all other goods and services**?

CAN\$ '000

F43427_sr1

a. periodical publishing and wholesaling \$,000

F43427_sr2

b. printing services for others \$,000

F43427_sr3

c. book wholesaling \$,000

F43427_sr4

d. book retailing \$,000

F43427_sr5

e. marketing and fulfillment services
(e.g., warehousing, shipping, data processing) \$,000

- f. other sources of revenue from sales — please specify:
Include: sales of rights, rental and leasing revenue, commissions, services

F43427_sr7

\$,000

4. What were this business's **values** for the following **grants, programs, and returns**?

CAN\$ '000

F47115_sr1

a. federal grants \$,000

F47115_sr2

b. provincial/territorial grants \$,000

- c. other grants — please specify:
(e.g., municipal, corporate)

F47115_sr4

\$,000

F47115_sr3

F47115_sr5

d. tax credit programs \$,000

F47115_sr6

e. book returns \$,000

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5. What was this business's **percentage breakdown** of **books published** by language of printing?

Percentage

B45082_n1

%

B45082_n2

%

B45082_n3

%

100%

6. What were this business's **net sales** of **titles sold in Canada** by the following **customer categories**?

Exclude: sale of rights

CAN\$ '000

F43428_c1

\$

,000

F43428_c2

\$

,000

F43428_c3

\$

,000

F43428_c4

\$

,000

F43428_c5

\$

,000

F43428_c6

\$

,000

F43428_c7

\$

,000

F43630

\$

,000

Total net sales in Canada by customer category

7. What were this business's **costs** of **own titles, agency titles and other published material**?

As reported for your cost of goods sold.

Direct costs related to publishing

Include: amortized pre-publication costs (e.g., editorial and design)

CAN\$ '000

F61116_sr1

\$

,000

F61116_sr2

\$

,000

F61116_sr3

\$

,000

F61120

\$

,000

Total cost of titles sold

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8. What were this business's **book sales** for the following categories?

Own Titles

CAN\$ '000

a. in Canada \$,000

b. export sales \$,000

Total book sales of own titles \$,000

Exclusive agency

c. in Canada \$,000

d. export sales \$,000

Total book sales of exclusive agency \$,000

Total book sales \$,000

9. Of the **book sales** reported in question 8, what was this business's **percentage breakdown** for the following **commercial categories**?

Own Titles

Textbooks

Children's books

Tradebooks

Reference

Scholarly, professional and technical

Total

a. in Canada % % % % % %

b. export sales % % % % % %

Exclusive agency

c. in Canada % % % % % %

d. export sales % % % % % %

10. Of the **book sales** reported in question 8, what was this business's **percentage breakdown** for the following **authorships**?

Own Titles

Canadian authors

Foreign authors

Total

a. in Canada % % %

b. export sales % % %

Exclusive agency

- c. in Canada
- d. export sales

Canadian authors

Percentage

F43431_sr1_y1

%

F43431_sr2_y1

%

Foreign authors

Percentage

F43431_sr1_y2

%

F43431_sr2_y2

%

Total

F43431_sr1_y3

%

F43431_sr2_y3

%

11. What was this business's **number of sold copies** of books for the following **commercial categories**?

- a. textbooks
Include: workbooks, readers and teachers' manuals
- b. children's books
Include: picture-books and texts which are not primarily intended as textbooks
Exclude: colouring books
- c. tradebooks
Include: mass market paperbacks, trade paperbacks and trade hardcovers
- d. reference
(e.g., dictionaries, encyclopedias, thesauruses)
- e. scholarly, professional and technical
Include: titles aimed at the academic community, research institutes, and specific groups of individuals

Own titles Number

B45083_pc1

B45083_pc2

B45083_pc3

B45083_pc4

B45083_pc5

Exclusive agency Number

B45084_pc1

B45084_pc2

B45084_pc3

B45084_pc4

B45084_pc5

Total number of sold copies

B45160

B45170

12. What was this business's **number of new titles published** for the following **commercial categories**?

- a. textbooks
Include: workbooks, readers and teachers' manuals
- b. children's books
Include: picture-books and texts which are not primarily intended as textbooks
Exclude: colouring books
- c. tradebooks
Include: mass market paperbacks, trade paperbacks and trade hardcovers
- d. reference
(e.g., dictionaries, encyclopedias, thesauruses)
- e. scholarly, professional and technical
Include: titles aimed at the academic community, research institutes, and specific groups of individuals

Canadian authors Number

B45085_pc1

B45085_pc2

B45085_pc3

B45085_pc4

B45085_pc5

Foreign authors Number

B45086_pc1

B45086_pc2

B45086_pc3

B45086_pc4

B45086_pc5

Total number of new titles published by authorship

B45180

B45190

Total number of new titles published

B45200

Sales by type of client

What was this business's breakdown of sales by the following types of client?

1. Clients in Canada

Percentage

F43008_c1

%

F43008_c2

%

F43008_c3

%

F43008_c4

%

2. Clients outside of Canada

100%

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International transactions

Revenue received from exports

1. Did this business receive revenue from **clients outside Canada** for the sale of products, services, royalties, rights, licensing or franchise fees?

B05011_b

- ☐ Yes ➔ **Complete questions 2, 3 and 4.**
- ☐ No ➔ **Go to question 5.**

CAN\$ '000

2. What was the revenue received from **clients outside Canada**? \$,000

3. What was the percentage breakdown of revenue received from **clients outside Canada** by goods, services and royalties?

Percentage

- a. goods %
- b. services %
- c. royalties, rights, licensing and franchise fees %

Total %

4. What was the percentage breakdown of revenue received from **clients outside Canada** by country?

Percentage

- a. United States %
- b. Mexico %
- c. other countries — please specify by listing top 4 contributors:

- | | | | | |
|----------|----------------------|----------|----------------------|---|
| B50002_1 | <input type="text"/> | F43222_1 | <input type="text"/> | % |
| B50002_2 | <input type="text"/> | F43222_2 | <input type="text"/> | % |
| B50002_3 | <input type="text"/> | F43222_3 | <input type="text"/> | % |
| B50002_4 | <input type="text"/> | F43222_4 | <input type="text"/> | % |

Purchases from outside Canada (imports)

5. Did this business make payments to **suppliers outside Canada** for the purchase of products, services, royalties, rights, licensing or franchise fees?

B05012_b

- ☐ Yes ➔ **Complete questions 6, 7 and 8.**
- ☐ No ➔ **Go to next section.**

CAN\$ '000

6. What were the payments made to **suppliers outside Canada**? \$,000

7. What was the percentage breakdown of payments made to **suppliers outside Canada** by goods, services and royalties?

Percentage

- a. goods %
- b. services %
- c. royalties, rights, licensing and franchise fees %

Total %

8. What was the percentage breakdown of payments made to **suppliers outside Canada** by country?

Percentage

- a. United States %
- b. Mexico %
- c. other countries — please specify by listing top 4 contributors:

- | | | | | |
|----------|----------------------|----------|----------------------|---|
| B50003_1 | <input type="text"/> | F61319_1 | <input type="text"/> | % |
| B50003_2 | <input type="text"/> | F61319_2 | <input type="text"/> | % |
| B50003_3 | <input type="text"/> | F61319_3 | <input type="text"/> | % |
| B50003_4 | <input type="text"/> | F61319_4 | <input type="text"/> | % |

Contact person

Name of person to contact about this questionnaire:

First name

Last name

Title

Email address

Telephone number

Extension number

Fax number

hours

minutes

How long did you spend collecting the data and completing the questionnaire?

Comments

We invite your comments below.

If necessary, please attach a separate sheet.

Please be assured that we review all comments with the intent of improving the survey.

B00002

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 and to minimize the reporting burden, 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, www.statcan.gc.ca

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