



# 2006 Survey of Service Industries: Book Publishers

This document is confidential when completed.

Si vous préférez recevoir ce questionnaire en français,  
veuillez nous téléphoner 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 S19.*

**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](http://www.statcan.ca/english/survey/index.htm).

### Data-sharing Agreements

In an effort to reduce reporting burden, Statistics Canada has entered into agreements with provincial and territorial statistical agencies for the sharing of data. The data are kept confidential and used for statistical purposes only. Please see the enclosed Reporting Guide for details of these agreements.

### 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 the 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](http://www.statcan.ca)



## B - Main Business Activity

1. Please describe the nature of your business.

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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, 2006 and March 31, 2007. Please indicate below the period covered by this questionnaire.

YYYY	MM	DD	YYYY	MM	DD
From <sup>0011</sup> <input style="width: 50px; height: 20px;" type="text"/>	<input style="width: 50px; height: 20px;" type="text"/>	<input style="width: 50px; height: 20px;" type="text"/>	To <sup>0012</sup> <input style="width: 50px; height: 20px;" type="text"/>	<input style="width: 50px; height: 20px;" type="text"/>	<input style="width: 50px; height: 20px;" type="text"/>

2. If you **did not operate** this business unit for a **full year**, please check the reason(s) below:

0031 <sup>1</sup>  Seasonal operations    <sup>2</sup>  New business    <sup>3</sup>  Change of fiscal year    <sup>4</sup>  Change of ownership    <sup>5</sup>  Ceased operations    <sup>6</sup>  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 only. Dollar amounts and percentages should be rounded to whole numbers.
- Consult the enclosed Reporting Guide for further information.

## D - Revenue

		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. A detailed breakdown will be requested in <b>Section F</b> .	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): <sup>2001</sup>	2077	
6. <b>Total revenue</b> (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 ( <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 service fees (e.g., legal, accounting)	4315
5.	Outsourcing ( <b>include</b> work contracted out such as payments to freelancers, personnel suppliers, artists, etc.) (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) {see Reporting Guide}	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 ( <b>include</b> gas, heating, hydro, water)	4066
15.	Telephone, Internet and other telecommunication expenses	4101
16.	Property and business taxes, licences and permits	4410
17.	Royalties, rights, licensing and franchise fees	4440
18.	Delivery, warehousing, postage and courier	4179
19.	Financial services fees (e.g., bank and credit card charges)	4325
20.	Interest expenses	4630
21.	Amortization and depreciation of tangible and intangible assets	4520
22.	Charitable donations	4521
23.	Bad debts	4542
24.	All other expenses <span style="float: right;">4531</span> (please specify):	4569
25.	<b>Total expenses</b> (sum of questions 1 to 24)	4699
26.	Corporate taxes (if applicable)	4600
27.	Gains (losses) and other items (see Reporting Guide)	4601
28.	<b>Net profit/loss after tax and other items</b> (see Reporting Guide)	2304

## F - Industry Characteristics - Book Publishers

### 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
<hr/>		
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) : <span style="float: right;">2528</span> <input style="width: 400px; height: 20px;" type="text"/>	
<hr/>		
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) : <span style="float: right;">2538</span> <input style="width: 400px; height: 20px;" type="text"/>	
<hr/>		
4.	Tax credit programs	2555
<hr/>		
5.	<b>Total revenue</b> from publishing and related activities, grants and tax credits (sum of questions 1 to 4)	2720

		CAN\$
6.	Dollar value of book returns for the reporting year	2717
<hr/>		
7.	Does your business unit earn revenue from print-on-demand or vanity publishing services (defined as publishing dependent on a financial contribution from or an initial purchase by the author)?	
	<div style="display: flex; justify-content: space-between; align-items: flex-start;"> <div style="width: 60%;"> <p>2718 1 <input type="checkbox"/> Yes – If <b>"Yes"</b>, please indicate what percentage of your total revenue is earned from this activity.</p> <p>3 <input type="checkbox"/> No</p> </div> <div style="width: 35%; text-align: center;"> <p><b>%</b></p> <p>2719 <input style="width: 80px; height: 30px;" type="text"/></p> </div> </div>	

## F - Industry Characteristics - Book Publishers (Continued)

### Net Sales Value of Titles Sold in Canada by Customer Category

Exclude sale of rights.

#### Customer category

		CAN\$
8. Exclusive agents, distributors or wholesalers	8224	
9. Direct to retail		
a) Bookstores ( <b>include</b> campus bookstores)	8225	
b) Other trade sales	8226	
10. Library sales, direct and wholesale ( <b>include</b> educational libraries)	8227	
11. Educational institutions	8228	
12. General public	8229	
13. Other	8231	
14. <b>Total sales by customer category</b> (sum of questions 8 to 13)	8230	

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### Cost of Titles Sold

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

		CAN\$
15. Opening inventory	5550	
16. Purchases ( <b>include</b> freight-in, customs and brokerage)	4019	
17. 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	
18. Closing inventory (less obsolescence or decrease in value)	5565	
19. <b>Total cost of titles sold</b> (sum of questions 15, 16 and 17 <b>minus</b> question 18)	1407	

## F - Industry Characteristics - Book Publishers (Continued)

### Number of copies sold by commercial category

		Total	Textbooks	Children's books	Other trade, all formats	Reference	Scholarly, professional and technical
		<b>Number of copies</b>					
20.	Own titles, all sales	1578	1753	1754	1755	1756	1757
21.	Exclusive agency, all sales	1579	1758	1759	2625	2626	2627

### Number of titles published and reprinted by format

A title may appear in more than one box.

		Printed	Audio	CD-ROM	Online e-books	Other formats
		<b>Number of titles</b>				
22.	Titles published by format	2628	2629	2630	2631	2632
23.	Titles reprinted by format	2633	2634	2635	2636	2637

### ISBN

24. Please list ISBN prefix(es) assigned to your business unit by the National Library of Canada or the Bibliothèque nationale du Québec (attach a separate sheet if required).

0353	<input type="text"/>
0310	<input type="text"/>

0467	<input type="text"/>
0468	<input type="text"/>

0446	<input type="text"/>
0447	<input type="text"/>

**Use of the Internet**

25. Does your business unit have a website? 0624 1  Yes 3  No

If "Yes", which of the following does your website offer (check all that apply):

- 0629 1  Sales of books and merchandise online
  
- 2  Business-to-business purchases and sales
  
- 3  Digital products (e.g., e-books and podcasts)
  
- 4  Contact with authors, editors and designers (e.g., work can be submitted to the business unit via the website)
  
- 5  Other (please specify): 0596  
\_\_\_\_\_

**Sales and Titles Information, questions 26 to 42**

Please complete the grid on the following pages for question 26 to 42. 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.

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Sales Information (net of returns)	
	Column 1 CAN\$
<b>Own titles</b>	
26. In Canada	1561
27. Exports	1562
28. Other foreign sales	1563
<b>29. Total – Own titles</b>	1564
<b>Exclusive agency</b>	
30. In Canada	1565
31. Exports and other foreign sales	1566
<b>32. Total – Exclusive agency</b>	1567
<b>33. Total – Own titles and exclusive agency</b>	1568

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 <b>either</b> Canadian dollars <b>or</b> percentages.				
9970 <input type="checkbox"/> \$ <b>OR</b> <input type="checkbox"/> %				
Textbooks	Children's books	Other trade, all formats	Reference	Scholarly, professional and technical
1582	1583	1584	1585	1586
1633	1634	1635	1636	1637
1643	1644	1645	1658	1659
1590	1591	1592	1593	1594
1665	1666	1667	1668	1669
1601	1602	1603	1604	1605
1611	1612	1613	1614	1615
1675	1676	1677	1678	1679

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 <b>either</b> Canadian dollars <b>or</b> percentages.		
9972 <input type="checkbox"/> \$ <b>OR</b> <input type="checkbox"/> %		
English	French	Other
1587	1588	1589
1638	1639	1640
1660	1661	1662
1595	1596	1597
1670	1671	1672
1606	1607	1608
1687	1688	1689
1680	1681	1682

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 <b>either</b> Canadian dollars <b>or</b> percentages.	
9973 <input type="checkbox"/> \$ <b>OR</b> <input type="checkbox"/> %	
Canadian authors	Foreign authors
1631	1632
1641	1642
1663	1664
1598	1599
1673	1674
1609	1610
1690	1691
1683	1684

Titles Information	
	Column 1 Number
<b>Titles published</b>	
34. Canadian authors	1569
35. Foreign authors	1570
<b>36. Total - Titles published</b>	1571
<b>Titles reprinted</b>	
37. Canadian authors	1572
38. Foreign authors	1573
<b>39. Total - Titles reprinted</b>	1574
<b>Titles in print</b>	
40. Canadian authors	1575
41. Foreign authors	1576
<b>42. Total - Titles in print</b>	1577

Number of titles				
Textbooks	Children's books	Other trade, all formats	Reference	Scholarly, professional and technical
1685	1686	1711	1712	1713
1717	1718	1719	1721	1722
1692	1693	1694	1695	1696
1726	1727	1728	1729	1731
1732	1733	1734	1735	1736
1777	2809	2810	2811	2812
1737	1738	1739	1741	1742
1746	1747	1748	1749	1752
2813	2814	2815	2816	2817

Number of titles		
English	French	Other
1714	1715	1716
1723	1724	1725
1768	1769	1770
1771	1772	1773
1774	1775	1776
1743	1744	1745

**Commercial Category**

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).

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

**Tradebooks** - Titles published for consumption by the adult public at large. **Includes** 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, how-to books, Sunday school books and travel guides).

**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 <b>non-salaried</b> partners and proprietors (if salaried, report only at question 2 below)	6321
2. a)	Number of paid employees (based on year-end T4 payroll summaries)	6339
b)	Percentage of paid employees who worked <b>full time</b>	6328
		%
3.	Number of contract workers (for whom you did not issue a T4, such as freelancers and casual workers)	6320
4.	Number of volunteers (including unpaid interns and co-op students) during the reporting period (estimates are acceptable)	6014
		Number of hours
5.	Total number of hours worked by volunteers during the reporting period (estimates are acceptable)	6026

**H - I - Not applicable**

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## J - International Transactions in Services

Complete this section only if you have **purchased** services, royalties and/or rights outside Canada (imports), or **sold** services, royalties and/or rights outside Canada (exports).

Please report in Canadian dollars.

**Note:** Services cover a variety of industrial, professional, trade and business services, as well as transactions in royalties, rights, licences and franchise fees but **exclude** imports and exports of goods, transportation and travel costs.

		CAN\$			CAN\$		
		Payments made to suppliers outside Canada (imports)			Sales to customers outside Canada (exports)		
		Services		Royalties and rights	Services		Royalties and rights
1.	United States	0538		0509		0558	0548
2.	Mexico	0539		0510		0559	0549
3.	United Kingdom	0540		0511		0560	0550
4.	France	0541		0512		0561	0551
5.	Other European Union countries <sup>1</sup>	0542		0513		0562	0552
6.	Africa	0601		0597		0609	0605
7.	Middle East countries <sup>2</sup>	0602		0598		0610	0606
8.	India	0603		0599		0611	0607
9.	China	0543		0514		0563	0553
10.	Japan	0544		0515		0564	0554
11.	Other Asian Pacific countries <sup>3</sup>	0545		0516		0565	0555
12.	Australia/New Zealand	0604		0600		0612	0608
13.	All other countries (please specify):	0546		0517		0566	0556
	0613						
14.	<b>Total</b>	0547		0524		0567	0557

- Other European Union countries** (defined as Austria, Belgium, Cyprus, Czech Republic, Denmark, Estonia, Finland, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Slovakia, Slovenia, Spain, and Sweden)
- Middle East countries** (Armenia, Azerbaijan, Bahrain, Georgia, Iran, Iraq, Israel, Jordan, Kuwait, Lebanon, Oman, Palestinian Territory, Qatar, Saudi Arabia, Syrian Arab Republic, United Arab Emirates, Yemen, etc.)
- Other Asian Pacific countries** (Brunei Darussalam, Cambodia, Indonesia, Korea, Lao People's Democratic Republic, Malaysia, Myanmar, Papua New Guinea, Philippines, Singapore, Taiwan, Thailand, Vietnam, etc.)

**K - Not applicable**

**L - Contact Information**

0015

Date completed

YYYY

MM

DD

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Name of person to contact about this questionnaire:

0026

1  Mr.    2  Mrs.    3  Miss    4  Ms

0013 First name

0054 Last name

0014 Title

E-mail address  
0018

Website address  
0020

Telephone number  
0017

(       )

Extension number  
0027

Fax number  
0016

(       )

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

9910	Hour(s)	9909	Minutes
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**M - Comments**

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

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

Visit our website at [www.statcan.ca](http://www.statcan.ca)