

The State of Publishing in Canada 2021 Survey

[Introduction](#)

[About you and your company](#)

[Staff and operations](#)

[Training and professional development](#)

[Revenue](#)

[Print book revenue by channel](#)

[Digital book revenue](#)

[Ebook revenue by channel](#)

[Audiobook revenue by channel](#)

[Acquisition and marketing: Book/author diversity](#)

[Marketing](#)

[Production, accessibility, and availability](#)

[Accessibility](#)

[Digital book availability](#)

[Print book production](#)

[Ebook production](#)

[Audiobook production](#)

[Distribution and returns: Print book distribution](#)

[Print book returns and overstock](#)

[Ebook distribution](#)

[Audiobook distribution](#)

[Conclusion](#)

Page 1:

Introduction

Thank you for dedicating some time to fill out this survey. This survey asks publishers in Canada questions about their businesses and experiences in the book industry supply chain, focusing on the trade market in Canada. Your answers will enable data-driven decision-making for your company and other publishers across the industry.

What we do with your data: Personal identifying information (name, email, company, and role) will only be used internally within BookNet Canada to track responses and follow up as needed. Non-personal identifying data will only be released in aggregate form. All responses will be kept

anonymous. You can read more in our [Privacy Policy](#) and view how results of our surveys are shared in the last survey edition, [The State of Publishing in Canada 2019](#).

How to fill in and edit your survey answers:

- Before you begin the survey, it will be helpful to have the following on hand: a general overview of sales and returns for 2021 (as broken down by market, print vs. digital vs. audio, channel and genre/category) and knowledge of where your ebooks and audiobooks are being sold and by whom.
- Please be as forthcoming as possible, providing as much information as you can to the best of your ability. Where applicable, you will be asked to either select a range or provide an approximate estimate so knowing exact numbers are not necessary.
- In your answers for approximate numbers or ranges, please round up to the nearest whole number. Do not include decimals or percent signs.

Once you begin, responses are saved and submitted as you progress when you click the "Next" button on the bottom of the survey page. If you want to go back to a prior page in the survey, use the "Back" and "Next" buttons on the bottom of the survey page to save what you've filled in so far. If you exit the survey you can return to the last survey page you were working on by using the same device and survey URL you used to start the survey. If you have filled in your answer and then exit the website without pressing the "Next" button, your answer on that page will not be saved. Your survey will be considered complete when you reach the last page of the survey and click the "Done" button and are shown the end page.

If you need help, email your question(s) to research@booknetcanada.ca.

Page 2:

About you and your company

1. What's the name of the publishing company you're answering for? *
2. What's your name? *
3. What's your role at your company?
4. What's your email address? *

Page 3:

5. In 2021, approximately how long has your company been in business? *
 - a. Less than 3 years

- b. 3–6 years
- c. 7–10 years
- d. 11–14 years
- e. 15–25 years
- f. 26–35 years
- g. 36+ years
- h. Unsure

Page 4:

For Q5=a,b,h only

- 6. If you have opened a new publishing house/press between January 2018 and December 2021, what influenced this decision? What were your motivations?

Page 5:

- 7. Where were your company's headquarters located in 2021? *
 - a. Alberta
 - b. British Columbia
 - c. Manitoba
 - d. New Brunswick
 - e. Newfoundland and Labrador
 - f. Northwest Territories
 - g. Nova Scotia
 - h. Nunavut
 - i. Ontario
 - j. Prince Edward Island
 - k. Québec
 - l. Saskatchewan
 - m. Yukon
 - n. Outside of Canada
 - o. N/A — remote only
- 8. In 2021, was your company a member of: (Select all that apply.)
[checkboxes]
 - a. The Association of Canadian Publishers (ACP)
 - b. A provincial or regional association (ABPBC, AELPQ, AMBP, APMA, BPAA, LPG, OBPO, SPG, etc.)
 - c. Association of Canadian University Presses (ACUP)
 - d. Association of American University Presses (AAUP)
 - e. The Association Nationale des Éditeurs de Livres (ANEL)

- f. Book and Periodical Council (BPC)
- g. The Canadian Publishers' Council (CPC)
- h. eBOUND Canada
- i. N/A — no membership
- j. Something not listed (specify)

Page 6:

Staff and operations

- 9. Approximately how many people worked part time or full time at your publishing company in 2021? (Please enter a numerical value. If none, enter '0'.) *
 - a. Full time
 - b. Part time

- 10. How has your company's part time or full time staff changed between 2020 and 2021? (Select "Stayed flat" if staff number/count is the same at the end of 2020 as it was at the beginning even if the individuals/roles are different.)
 - a. Decreased more than 20%
 - b. Decreased 11%–20%
 - c. Decreased 1%–10%
 - d. Stayed the same
 - e. Increased 1%–10%
 - f. Increased 11%–20%
 - g. Increased more than 20%
 - h. Unsure

- 11. What were your company's main hiring or retention concerns or challenges in 2021?

Page 7:

Training and professional development

- 12. Which training or education did you or your staff/company receive from the following organizations or events in 2021? (Select all that apply.)
[checkboxes]
 - a. BookNet Canada's (BNC) resources or Tech Forum and/or ONIX training webinars
 - b. Association of Canadian Publishers' (ACP) training, events, or mentorship program
 - c. eBOUND Canada's webinars or workshops

- d. The Book and Periodical Council's (BPC) Book Summit conference
 - e. BIPOC of Publishing in Canada's programming or mentorship program
 - f. Provincial or regional associations' education and trainings
 - g. AccessiblePublishing.ca's resources or summit
 - h. Editors Canada's training, events, or mentorship program
 - i. Indigenous Editors Association's training or events
 - j. Book Industry Study Group's (BISG) events
 - k. EDitEUR's events
 - l. DAISY Consortium's events or resources
 - m. Book Industry Communication Ltd's (BIC) events
 - n. Digital Book World conference
 - o. N/A — no new training or education
 - p. Something not listed (specify)
13. In which main areas were you or your staff trained, formally or informally, in 2021?
(Select all that apply.)
[checkboxes]
- a. Metadata
 - b. Accessibility
 - c. Environmental sustainability
 - d. Ecommerce
 - e. Workflows or processes
 - f. Design, production, and/or printing
 - g. Diversity, anti-oppression, and/or inclusion
 - h. Rights, permissions, and/or copyright
 - i. N/A — no training
 - j. Something not listed (specify)

Page 8:

Revenue

14. What was your company's approximate 2021 Canadian gross revenue? *
- a. \$0–\$4,999
 - b. \$5,000–\$9,999
 - c. \$10K–\$49,999
 - d. \$50K–\$99,999
 - e. \$100K–\$249,999
 - f. \$250K–\$499,999
 - g. \$500K–\$749,999
 - h. \$750K–\$999,999
 - i. \$1M–\$2,499,999

- j. \$2.5M–\$4,999,999
 - k. \$5M–\$9,999,999
 - l. \$10M–\$39,999,999
 - m. \$40M and up
 - n. Unsure
15. How did your company's revenue change from 2020 to 2021 in the Canadian marketplace?
- a. Decreased more than 25%
 - b. Decreased 11%–25%
 - c. Decreased 1%–10%
 - d. Stayed flat
 - e. Increased 1%–10%
 - f. Increased 11%–25%
 - g. Increased more than 25%
 - h. Unsure
 - i. N/A

Page 9:

16. Approximately what percentage of your revenue in 2021 were from sales in, or to, international markets outside of Canada? (Please enter a whole number without the percentage symbol. If none, enter '0'.)
17. Comparing your company's revenue from international markets, between 2020 and 2021, would you say it:
- a. Decreased more than 20%
 - b. Decreased 11%–20%
 - c. Decreased 1%–10%
 - d. Stayed the same
 - e. Increased 1%–10%
 - f. Increased 11%–20%
 - g. Increased more than 20%
 - h. Unsure
 - i. N/A

Page 10:

18. Which, if any, of the following COVID-19 governmental assistance programs did your company use in 2021? (Select all that apply.)
- [checkboxes]*
- a. Canada Emergency Wage Subsidy (CEWS)

- b. Temporary Wage Subsidy (TWS)
- c. Canada Emergency Rent Subsidy (CERS)
- d. Canada Emergency Business Account (CEBA)
- e. DCH Distribution Program
- f. Other federal government relief program
- g. Provincial relief program
- h. Municipal or regional relief program
- i. Unsure
- j. N/A — we didn't qualify for any
- k. N/A — we didn't apply to any
- l. Something not listed (specify)

Page 11:

19. Comparing your company's book sales revenue by format in the Canadian marketplace between 2020 and 2021, would you say it:

Columns:

- a. Decreased more than 20%
- b. Decreased 11%–20%
- c. Decreased 1%–10%
- d. Stayed the same
- e. Increased 1%–10%
- f. Increased 11%–20%
- g. Increased more than 20%
- h. Unsure
- i. N/A

Answer options:

- a. Print book sales
- b. Ebook sales
- c. Audiobook sales

Page 12:

Print book revenue by channel

20. Approximately what percentage of your company's 2021 gross Canadian print revenue was derived from the following channels in the Canadian marketplace?

Columns:

- a. 0%
- b. 1%–10%
- c. 11%–20%

- d. 21%–30%
- e. 31%–40%
- f. 41%–50%
- g. 51%–60%
- h. 61%–70%
- i. More than 70%
- j. Unsure
- k. N/A

Answer options:

- a. Direct to the public (via ecommerce/online store, in-person events, etc.)
- b. Retailers (including subscription services)
- c. Trade wholesale
- d. Library wholesale
- e. Academic (university or college bookstores)
- f. Professional — Corporate/B2B
- g. Other

Page 13:

Digital book revenue

21. Approximately what percentage of your company's **digital** book sales in 2021 were derived by frontlist or backlist titles? (Please enter a whole number without the percentage symbol. Both fields must be filled in and add up to 100. If you're unsure and have a range in mind, fill in the middle number (median) of the range.)

Textboxes:

- a. Frontlist (books that have been in circulation in the marketplace for one year or less)
- b. Backlist (including midlist)

22. How did your company's digital book sales revenue change from 2020 to 2021?

- a. Decreased more than 20%
- b. Decreased 11%–20%
- c. Decreased 1%–10%
- d. Stayed the same
- e. Increased 1%–10%
- f. Increased 11%–20%
- g. Increased more than 20%
- h. Unsure

Page 14:

Ebook revenue by channel

23. Approximately what percentage of your company's 2021 gross Canadian ebook revenue was derived from the following channels?

Columns:

- a. 0%
- b. 1%–10%
- c. 11%–20%
- d. 21%–30%
- e. 31%–40%
- f. 41%–50%
- g. 51%–60%
- h. 61%–70%
- i. More than 70%
- j. Unsure
- k. N/A

Answer options: *[randomized, except for last row]*

- a. Direct to the public (via ecommerce/online store, etc.)
- b. Retailers, including subscription services (e.g., Amazon/Kindle, Kobo, Google, Apple/iTunes, etc.)
- c. Library wholesale (e.g., OverDrive, Hoopla, 3M, Copia, desLibris, etc.)
- d. Scholarly/Higher education/Academic (university or college bookstores)
- e. Professional — Corporate/B2B
- f. Other

Page 15:

Audiobook revenue by channel

24. Approximately what percentage of your company's 2021 gross Canadian audiobook revenue was derived from the following channels?

Columns:

- a. 0%
- b. 1%–10%
- c. 11%–20%
- d. 21%–30%
- e. 31%–40%
- f. 41%–50%
- g. 51%–60%
- h. 61%–70%
- i. More than 70%
- j. Unsure

k. N/A

Answer options:

- a. Direct to the public (via ecommerce/online store, etc.)
- b. Retailers, including subscription services (e.g., Amazon/Kindle, Audible, Kobo, Google, Apple/iTunes, etc.)
- c. Library wholesale (e.g., OverDrive, 3M, Copia, desLibris, etc.)
- d. Academic (university or college bookstores)
- e. Professional — Corporate/B2B
- f. Other

Page 16:

Acquisition and marketing: Book/author diversity

25. Did your company make any of the following diversity or representation-related changes in 2021?

Columns:

- a. No plans to implement
- b. Plan to implement
- c. Implementation in progress
- d. Implemented
- e. Unsure
- f. N/A

Answer options:

- a. Ensuring a specific, minimum percentage of manuscripts/books bought in a book list are by authors who belong to a non-dominant identity (such as Black women, non-binary authors, Indigenous queer folks, etc.)
- b. Ensuring a specific, minimum percentage of manuscripts/books bought in a book list contain content/are about non-dominant experiences or perspectives (such as mental health challenges, working class, blended or non-traditional families, etc.)
- c. Increasing hiring, training, and promotion for greater representation of diverse perspectives and people, across all levels and departments (all employees, freelancers, etc.)
- d. Continuing with remote work where possible to increase geographical pool of diverse candidates/workers and lower financial barriers to entry

26. Does your company have targets for diversity in your publishing program? Which, if any, of these targets were set in 2021?

27. Which diversity target created or met in 2021 are you most excited about?

Page 27:

Marketing

28. Which one product category best describes your company's market focus in Canada in 2021? *
- Trade — Adult
 - Trade — Young Adult
 - Trade — Children's
 - Trade — Literary
 - All trade segments evenly
 - Trade — Young Adult and Children's equally
 - Education/schools — K-12
 - Scholarly/Higher education
 - Corporate/B2B
 - Something not listed (specify)

Page 18:

29. Approximately how many new books did your company publish in 2021 in Canada? (Please enter a whole number.)
30. Approximately how many new books were by at least one Canadian contributor? (A book's author, editor, translator, and/or illustrator who is a Canadian citizen or a permanent resident of Canada.) (Please enter a whole number.)

Page 19:

31. In 2021, how did your company sell directly to consumers in Canada? (Select all that apply.)
[checkboxes]
- From your company's online/ecommerce store
 - From your company's physical book store
 - At fairs, conventions, or exhibitions
 - At author events
 - N/A — we don't sell directly to consumers
 - Something not listed (specify)
32. How did your company's direct-to-consumer sales change from 2020 to 2021?
- Decreased more than 20%
 - Decreased 11%–20%
 - Decreased 1%–10%

- d. Stayed the same
- e. Increased 1%–10%
- f. Increased 11%–20%
- g. Increased more than 20%
- h. N/A — we don't sell directly to consumers

Page 20:

33. In 2021, how frequently did your company use each of the following social media platforms, as a company and/or for your authors?

Columns:

- a. Every day
- b. At least once per week
- c. At least once per month
- d. Less often than once per month
- e. At least once per season
- f. Never
- g. N/A — we don't have an account

Answer options:

- a. Facebook
- b. YouTube
- c. Instagram
- d. LinkedIn
- e. Twitter
- f. Pinterest
- g. Snapchat
- h. Reddit
- i. TikTok
- j. Tumblr
- k. Other

34. What do you consider your company's most successful or innovative marketing strategy, tactic, or campaign from 2021?

Page 21:

Production, accessibility, and availability

Accessibility

Accessible publishing is an approach to publishing and book design whereby books and other texts are made available in alternative formats designed to aid or replace the reading process. It is particularly relevant for people who are blind, visually impaired, or otherwise print disabled. ([Wikipedia](#))

35. Which types of accessibility software or testing tools were part of your company's workflow in 2021? (Select all that apply; some are format-exclusive.)

[checkboxes]

- a. Testing with reading applications that have built-in read aloud (via Thorium, Apple Books, etc.)
 - b. Testing with assistive technology (via JAWS, NVDA, VoiceOver, etc.)
 - c. EPUBCheck
 - d. Ace by DAISY/Desktop Ace App for individual testing
 - e. SMART for manual testing
 - f. Browser extensions and page testers
 - g. Site scan or web crawl services
 - h. In-house accessibility checklist
 - i. In-house testing by disabled people
 - j. Hired accessibility expert (via AccessiblePublishing.ca, BISG, or other best practices for workflows)
 - k. Hired testing by disabled people
 - l. Responsibility outsourced to third-party suppliers
 - m. Unsure
 - n. Something not listed (specify)
36. In 2021, approximately what percentage of your company's frontlist books were available in the following accessible formats?

Columns:

- a. 0%–25%
- b. 26%–50%
- c. 51%–75%
- d. 76%–100%
- e. Unsure

Answer options:

- a. EPUB that conforms to a minimum of [ePub Accessibility 1.0](#)
- b. PDF that conforms to a minimum [WCAG 2.0 AA](#)
- c. Braille edition
- d. Large print edition
- e. [DAISY Talking Book](#)
- f. Other

37. In 2021, approximately what percentage of your company's backlist books were available in the following accessible formats?

Columns:

- a. 0%–25%
- b. 26%–50%
- c. 51%–75%
- d. 76%–100%
- e. Unsure

Answer options:

- a. EPUB that conforms to a minimum of [ePub Accessibility 1.0](#)
- b. PDF that conforms to a minimum [WCAG 2.0 AA](#)
- c. Braille edition
- d. Large print edition
- e. [DAISY Talking Book](#)
- f. Other

38. Did your company sell any digital books that were not available in print format in the Canadian marketplace in 2021? (Please enter a whole number. If you're unsure and have a range in mind, fill in the middle number (median) of the range.)

39. In what other ways did your company make your content accessible in 2021? (Select all that apply.)

- a. Ensuring our website is accessible and conforms to web accessibility standards like WCAG 2.0 AA
- b. Ensuring social media posts, including pictures, use the platform's ALT text features
- c. Ensuring newsletters are accessible and include ALT text
- d. Ensuring internal documentation is created as accessible as possible (i.e., proper use of headers, ensuring more than just PDF format is available, images include ALT text)
- e. Educating staff on accessibility
- f. Designating a staff member to assist anyone with a print disability who asks for access to content
- g. Including information on accessible editions to authors during contracts or acquisitions phase
- h. Being involved in national or international collaboration on accessibility in book publishing
- i. Having digital production workflow certified as born accessible
- j. If you have an office open to the public, ensuring a staff member is trained in AODA compliance
- k. Making your books available to organizations like CELA, NNELS, and the CNIB.
- l. Unsure
- m. None of the above
- n. Something not listed (specify)

Page 22:

Digital book availability

40. In 2021, approximately what percentage of your company's print books were converted to ebook format in the Canadian marketplace?
- a. 0%
 - b. 1%–25%
 - c. 26%–50%
 - d. 51%–75%
 - e. 76%–100%
 - f. Unsure
41. In 2021, approximately what percentage of your company's print books were created in audiobook format?
- a. 0%
 - b. 1%–5%
 - c. 6%–10%
 - d. 11%–25%
 - e. More than 25%
 - f. Unsure

Page 23:

Print book production

42. How did your company produce print books (typesetting/design) for the Canadian marketplace in 2021? (Select all that apply.) *
[checkboxes]
- a. In-house
 - b. Out-of-house freelancers
 - c. Unsure
 - d. N/A — we don't produce any print books
 - e. Something not listed (specify)

Page 24:

43. In 2021, did your company implement any of the following print production changes?
- Columns:
- a. No plans to implement

- b. Plan to implement
- c. Implementation in progress
- d. Implemented
- e. Unsure
- f. N/A

Answer options:

- a. Using vegetable-based inks for all printing
- b. Sourcing paper materials for the office from a certified forest management system and/or 100% recycled paper (including for royalty statements and catalogues)
- c. Sourcing paper for manuscripts, ARCs, and final books from a certified forest management system and/or 100% recycled paper
- d. Sourcing cardboard boxes and packaging/pallets for shipping/distribution/warehouse and/or displays from a certified forest management system and/or 100% recycled paper or that can be reused to decrease waste and increase efficiencies
- e. Decreasing the number of review copies, print catalogues, and promotional materials to decrease waste and shipping and increase sustainability
- f. Including information in the book and/or marketing materials about the environmentally-friendly materials (paper, ink, etc.) of the book
- g. Raising the price of books across the board to include carbon pricing in order to increase profit margins and increase value/worth of books

44. In 2021, did your company implement any of the following shipping and distribution changes?

Columns:

- a. No plans to implement
- b. Plan to implement
- c. Implementation in progress
- d. Implemented
- e. Unsure
- f. N/A

Answer options:

- a. Increasing the use of print-on-demand (POD) technologies to increase efficiencies in distribution and storage
- b. Increasing use of automated stock replenishment to decrease shipping expenses and risks, limit overstock, and increase efficient distribution methods
- c. Scaling down on print runs to decrease waste, mitigate risks, limit overstock, and increase efficiencies
- d. Implementing just-in-time ordering for booksellers of a limited, small quantity to increase efficiencies and decrease returns and overstocking warehouses
- e. Cancelling bookstore to publisher returns to decrease print runs and shipping, and increase buy-to-sell strategic buying

Ebook production

45. How did your company produce ebooks in 2021? (Select all that apply.) *

[checkboxes]

- a. In-house
- b. Third-party producer
- c. Unsure
- d. N/A — we don't produce any ebooks
- e. Something not listed (specify)

46. In 2021, what were the barriers preventing your company from producing ebooks (either in-house or outsourcing)?

47. Which of the following accessibility features, processes, or activities did your company include for ebooks in 2021? (Select all that apply.)

[checkboxes]

- a. Navigational aids (hierarchical table of contents, embedded page numbers, etc.)
- b. Content marked up with semantic labels to describe it to assistive technology (WAI-ARIA, including media descriptions, etc.)
- c. Book semantically marked up in HTML5 to describe all types of content (headings, blockquotes, asides, etc.)
- d. Alternative text or long descriptions for images, graphs, and illustrations
- e. Heading format (include in general, cascading/hierarchical, etc.)
- f. XML-based file to adapt for both print and digital books
- g. Text-to-speech with special audio markup and aural styles
- h. Exclude/no Digital Rights Management (DRM)
- i. Embedded video or audio (enhanced EPUBs)
- j. Mathematical Markup Language (MathML)
- k. Unicode-compliant fonts
- l. Plain language
- m. Accessible checker, testing software or tool, or expert
- n. Accessibility 'hazards' declared (flashing, motion simulation, sound, etc.)
- o. Accessibility metadata featured or promoted prominently in-book
- p. Accessibility metadata featured or promoted prominently in ONIX
- q. Unsure
- r. None of the above
- s. N/A — we don't produce ebooks
- t. Something not listed (specify)

48. Was your company's digital production workflow certified by a third party as born accessible in 2021?

- a. Yes
- b. Almost — currently in progress

- c. No
- d. Unsure

Page 26:

Audiobook production

49. How did your company produce audiobooks in 2021? (Select all that apply.) *

[checkboxes]

- a. In-house
- b. Third-party producer
- c. Unsure
- d. N/A — we don't produce any audiobooks
- e. Something not listed (specify)

50. In 2021, what barriers prevented your company from producing audiobooks (either in-house or outsourcing)?

Page 27:

51. Which of the following accessibility features, processes, or activities did your company include for audiobooks in 2021? (Select all that apply.)

[checkboxes]

- a. Ensure all content that is in the print book is replicated in the audiobook (i.e., recording all front and backmatter like footnotes and bibliographies)
- b. Writing and recording image descriptions
- c. Synchronized narration
- d. Plain language
- e. Accessibility metadata featured or promoted prominently
- f. Unsure
- g. None of the above
- h. N/A — we don't produce audiobooks
- i. Something not listed (specify)

Page 28:

Distribution and returns: Print book distribution

52. How did your company print physical books in 2021? (Select all that apply.)

[checkboxes]

- a. Digital printing
- b. Print on demand
- c. Offset printing
- d. Unsure
- e. Something not listed (specify)

53. In 2021, approximately what percentage of your company's book printing/binding was done within each location? (Please enter a whole number without the percentage symbol. All fields must be filled in and add up to 100. If none, enter '0'.)*

[require fixed sum =100]

Textboxes:

- a. Canada
- b. United States
- c. Europe
- d. Asia
- e. Other

54. Is your company interested in moving more of your printing to Canada or your local region in the future? If so, what internal factors is your company considering in making this decision?

55. How did you share information about your company's sustainability initiatives to your customers in 2021? Is your company looking to change this method in the future?

Page 29:

Print book returns and overstock

Return Rate (%) = net value (\$) of books returned divided by net value (\$) of books shipped.

56. What was the approximate return rate, as a percentage of books shipped, for each of the following retail channels in 2021? (Please enter a whole number, excluding the percentage symbol. If none, enter '0'. If you're unsure and have a range in mind, fill in the middle number (median) of the range. If you're unsure if you distribute through a service, skip this question.)

Textboxes:

- a. Online retailers
- b. Independent bookstores
- c. Chain bookstores
- d. Big box stores (when selling direct) (Costco, Walmart, etc.)
- e. Trade wholesalers
- f. Library wholesalers
- g. Academic (university or college bookstores)

- h. Professional — Corporate/B2B
- i. Other

57. What was the approximate return rate, as a percentage of books shipped, for the following product categories in 2021? (Please enter a whole number, excluding the percentage symbol. If none, enter '0'. If you're unsure and have a range in mind, fill in the middle number (median) of the range.)

Textboxes:

- a. Trade — Adult
- b. Trade — Young Adult
- c. Trade — Children's/Middle Grade
- d. Trade — Specialty
- e. All trade segments evenly
- f. Academic — Education K-12, Higher Education, Scholarly
- g. Professional — Corporate/B2B
- h. Other

58. Do you think that the number of returns your company received back from retailers in 2021 was:

- a. Very low
- b. Somewhat low
- c. About right
- d. Somewhat high
- e. Very high

59. What do you think could be done at your company or industry wide to standardize or increase coordination for all returns across supply chain partners?

Page 30:

Ebook distribution

60. In 2021, what library services/wholesaler(s) did your company use to sell its ebooks to public and/or school libraries? (Select all that apply.)

[checkboxes]

- a. Bibliotheca (cloudLibrary)
- b. Baker & Taylor (Blio)
- c. Canadian Electronic Library
- d. De Marque (Cantook)
- e. Ebrary
- f. EBSCO
- g. Follett
- h. Hoopla / Midwest Tape

- i. Ingram (with Coresource)
 - j. OverDrive
 - k. Proquest
 - l. World Public Library (netlibrary.net)
 - m. Unsure
 - n. N/A — we don't sell ebooks to public libraries
 - o. Something not listed (specify)
61. In 2021, which ebook retailers (public-facing, not library sales) sold your company's books, including those you reached without having a direct account? (Select all that apply.)
- [checkboxes]*
- a. Amazon (Kindle)
 - b. Apple (iBooks/iTunes)
 - c. Barnes and Noble (Nook)
 - d. Diesel eBooks
 - e. Ebooks.com
 - f. Epic!
 - g. Google Books (Play)
 - h. Kobo
 - i. Scribd
 - j. Smashwords
 - k. Unsure
 - l. N/A — we don't sell ebooks via retailers
 - m. Something not listed (specify)

Page 31:

Audiobook distribution

62. In 2021, what library service/wholesaler(s) did your company use to sell its audiobooks to public and/or school libraries? (Select all that apply.)

[checkboxes]

- a. Bibliotheca (cloudLibrary)
- b. Baker & Taylor (Blio)
- c. Canadian Electronic Library
- d. De Marque (Cantook)
- e. EBSCO
- f. ECW Press
- g. Findaway Voices
- h. Follett
- i. Hoopla / Midwest Tape
- j. Ingram (with Coresource)

- k. ListenUp Audio
 - l. OverDrive
 - m. Proquest
 - n. World Public Library (netlibrary.net)
 - o. Unsure
 - p. N/A — we don't sell audiobooks to public libraries
 - q. Something not listed (specify)
63. In 2021, which audiobook retailers (public-facing, not library sales) sold your company's books, including those you reached without having a direct account? (Select all that apply.)
- [checkboxes]*
- a. Amazon (Kindle)
 - b. Apple (iBooks/iTunes)
 - c. Audible
 - d. Audiobooks.com
 - e. Epic!
 - f. Google Books (Play)
 - g. Kobo
 - h. Scribd
 - i. Unsure
 - j. N/A — we don't sell audiobooks via retailers
 - k. Something not listed (specify)

Page 32:

Conclusion

64. What worked well for your company in 2021? What are you proud of?
65. What was your company's biggest challenge or pain point in 2021? Which barriers or limitations does your company need support to remove, or would like to see removed?

Page 33:

66. What changes has your company made to navigate COVID-19 that you will continue to leverage permanently?
67. What changes has your company's partners, suppliers, and other vendors made to navigate COVID-19 that you want to see continued?

Page 34:

68. Reflecting on the Canadian cultural ecosystem in 2021, rate the health of its sectors based on their ability to withstand challenges, adapt, and thrive.

Columns:

- a. Bad
- b. Fair
- c. Excellent
- d. Unsure

Answer options:

- a. Your company
- b. Publishers
- c. Wholesalers
- d. Bookstores
- e. Retailers
- f. Libraries

69. What could one or more members of the Canadian book industry do to better withstand challenges, adapt, and thrive?

70. Is there anything else you would like to share about the state of your company or other publishers in Canada in 2021?

Page 35:

71. How or where would you like to get results, highlights, or takeaways from the aggregated responses to this survey? (Select all that apply.)

[checkboxes]

- a. Study
- b. Email course
- c. Blog post
- d. Podcast episode
- e. Infographic
- f. Social media graphic
- g. Unsure
- h. N/A — you/your company wouldn't read/listen to any results
- i. Something not listed (specify)

72. What motivated you to complete this survey?

73. How likely or unlikely is your company to complete the next edition of this survey?

- a. Very unlikely
- b. Unlikely
- c. Likely

- d. Very likely
- e. Unsure