

## Introduction

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. The answers will enable data-driven decision-making for your company and other publishers across the industry.

### Important information before you begin:

- Before you begin the survey, it will be helpful to have an **overview of sales and returns for 2023, broken down by market, format (print, ebook, audiobook), distribution channels and genre/category**.
- Please be as forthcoming as possible and provide 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. 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.
- You can view the entire survey in advance to help you prepare and gather the information you'll need.

### Tips for saving and returning to your survey answers:

- Once you begin, responses are saved only 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. This will save what you've filled in so far.
- If you exit the survey, you can return to your saved answers by using the same device and survey URL you used to start the survey. (If you left the survey before pressing the "Next" button, your answers 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.

### 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 2021](#).

**If you have questions or need help, please email your question(s) to [research@booknetcanada.ca](mailto:research@booknetcanada.ca).**

Thank you for dedicating your time to fill out this survey.

## About you and your company

\* 1. What is the name of the company you're answering for?

\* 2. What is your name?

3. What is your role at your company?

\* 4. What is your email address?

## Operations

**\* 5. In 2023, approximately how long has your company been in business?**

- Less than 3 years
- 3-6 years
- 7-10 years
- 11-14 years
- 15-25 years
- 26-35 years
- 36+ years
- Unsure

**\* 6. Where were your company's headquarters located in 2023?**

- Alberta
- British Columbia
- Manitoba
- New Brunswick
- Newfoundland and Labrador
- Northwest Territories
- Nova Scotia
- Nunavut
- Ontario
- Prince Edward Island
- Québec
- Saskatchewan
- Yukon
- Outside of Canada
- N/A — remote only

**7. In 2023, was your company a member of: (Select all that apply.)**

- The Association of Canadian Publishers (ACP)
- A provincial or regional association (ABPBC, AELPQ, AMBP, APMA, BPAA, LPG, OBPO, SPG, etc.)
- Association of Canadian University Presses (ACUP)
- Association of American University Presses (AAUP)
- The Association Nationale des Éditeurs de Livres (ANEL)
- Book and Periodical Council (BPC)
- The Canadian Publishers' Council (CPC)
- eBOUND Canada
- Something not listed (specify)

- N/A — no membership

**8. Approximately what percentage of your operations was funded from each funding/revenue source in 2023? (Please enter a numerical value. If none, enter '0'.)**

Canada Council for the Arts	<input type="text"/>
Canada Book Fund	<input type="text"/>
Livres Canada Books	<input type="text"/>
Provincial or regional funding	<input type="text"/>
Private funding	<input type="text"/>
Sales revenue	<input type="text"/>
Other funding sources	<input type="text"/>

## Staff

**\* 9. Approximately how many people worked part time or full time at your publishing company in 2023? (Please enter a numerical value. If none, enter '0'.)**

Full time

Part time

**10. How has your company's part time or full time staff changed between 2022 and 2023? (Select "Stayed flat" if staff number/count is the same at the end of 2022 as it was at the beginning even if the individuals/roles are different.)**

- Decreased more than 25%
- Decreased 11%-25%
- Decreased 1%-10%
- Stayed flat
- Increased 1%-10%
- Increased 11%-25%
- Increased more than 25%
- Unsure

**11. Did your company's staff work in-person or remotely in 2023?**

- Staff only worked in-person
- Staff worked both in-person and remotely
- Staff only worked remotely

## Training and professional development

### 12. Which training or education did you or your staff/company receive from the following organizations or events in 2023? (Select all that apply.)

- BookNet Canada's (BNC) resources or Tech Forum and/or ONIX training webinars
- Association of Canadian Publishers' (ACP) training, events, or mentorship program
- eBOUND Canada's webinars or workshops
- Green Book Alliance webinars
- BIPOC of Publishing in Canada's programming or mentorship program
- Provincial or regional associations' education and trainings
- AccessiblePublishing.ca's resources or summit
- Editors Canada's training, events, or mentorship program
- Indigenous Editors Association's training or events
- Book Industry Study Group's (BISG) events
- EDitEUR's events
- DAISY Consortium's events or resources
- Book Industry Communication Ltd's (BIC) events
- Digital Book World conference
- Something not listed (specify)

- N/A — no new training or education

**13. In which main areas were you or your staff trained, formally or informally, in 2023? (Select all that apply.)**

- Metadata
- Accessibility
- Environmental sustainability
- Ecommerce
- Workflows or processes
- Design, production, and/or printing
- Diversity, anti-oppression, and/or inclusion
- Rights, permissions, and/or copyright
- Something not listed (specify)

- N/A — no training

## Revenue

**\* 14. What was your company's approximate 2023 Canadian gross revenue?**

- \$0-\$4,999
- \$5,000-\$9,999
- \$10K-\$49,999
- \$50K-\$99,999
- \$100K-\$249,999
- \$250K-\$499,999
- \$500K-\$749,999
- \$750K-\$999,999
- \$1M-\$2,499,999
- \$2.5M-\$4,999,999
- \$5M-\$9,999,999
- \$10M-\$39,999,999
- \$40M and up
- Unsure

**15. How did your company's revenue change from 2022 to 2023 in the Canadian marketplace?**

- Decreased more than 25%
- Decreased 11%-25%
- Decreased 1%-10%
- Stayed flat
- Increased 1%-10%
- Increased 11%-25%
- Increased more than 25%
- Unsure
- N/A



## International markets

**16. Approximately what percentage of your revenue in 2023 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 2022 and 2023, would you say it:**

- Decreased more than 20%
- Decreased 11%-20%
- Decreased 1%-10%
- Stayed the same
- Increased 1%-10%
- Increased 11%-20%
- Increased more than 20%
- Unsure
- N/A



## Print book revenue

### 19. Approximately what percentage of your company's 2023 gross Canadian print revenue was derived from the following channels?

	0%	1%-10%	11%-20%	21%-30%	31%-40%	41%-50%	51%-60%	61%-70%	More than 70%	Unsure	N/A
Direct to the public (via ecommerce/online store, in-person events, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Retailers (including subscription services)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trade wholesale	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Library wholesale	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Higher education — Academic/Scholarly (university or college bookstores)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Professional — Corporate/B2B	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### 20. Approximately what percentage of your company's print book sales were derived by frontlist or backlist titles in 2023? (Please enter a whole number without the percentage symbol. Both fields must be filled in and add up to 100.)

Frontlist (books that have been in circulation in the market for one year or less)

Backlist (including midlist)

## Ebook revenue

### 21. Approximately what percentage of your company's 2023 gross Canadian ebook revenue was derived from the following channels?

	0%	1%-10%	11%-20%	21%-30%	31%-40%	41%-50%	51%-60%	61%-70%	More than 70%	Unsure	N/A
Direct to the public (via ecommerce/online store, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Retailers, including subscription services (e.g., Amazon/Kindle, Kobo, Google, Apple/iTunes, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Library wholesale (e.g., OverDrive, Hoopla, 3M, Copia, desLibris, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Higher education — Academic/Scholarly (university or college bookstores)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Professional — Corporate/B2B	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### 22. Approximately what percentage of your company's ebook sales were derived by frontlist or backlist titles in 2023? (Please enter a whole number without the percentage symbol. Both fields must be filled in and add up to 100.)

Frontlist (books that have been in circulation in the market for one year or less)

Backlist (including midlist)

## Audiobook revenue

### 23. Approximately what percentage of your company's gross Canadian audiobook revenue is derived from the following channels?

	0%	1%- 10%	11%- 20%	21%- 30%	31%- 40%	41%- 50%	51%- 60%	61%- 70%	More than 70%	Unsure	N/A
Direct to the public (via ecommerce/online store, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Retailers, including subscription services (e.g., Amazon/Kindle, Audible, Kobo, Google, Apple/iTunes, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Library wholesale (e.g., OverDrive, 3M, Copia, desLibris, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Higher education — Academic/Scholarly (university or college bookstores)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Professional — Corporate/B2B	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### 24. Approximately what percentage of your company's audiobook sales were derived by frontlist or backlist titles in 2023? (Please enter a whole number without the percentage symbol. Both fields must be filled in and add up to 100.)

Frontlist (books that have been in circulation in the market for one year or less)

Backlist (including midlist)

## Direct to consumer sales

### 25. How did your company sell directly to consumers in Canada in 2023? (Select all that apply.)

- From your company's online/ecommerce store
- From your company's physical book store
- At fairs, conventions, or exhibitions
- At author events
- Something not listed (specify)

- N/A — we don't sell directly to consumers

### 26. How did your company's direct-to-consumer sales change from 2022 to 2023?

- Decreased more than 20%
- Decreased 11%–20%
- Decreased 1%–10%
- Stayed the same
- Increased 1%–10%
- Increased 11%–20%
- Increased more than 20%

## Trade focus

**\* 27. Which product categories best describe your company's market focus in Canada in 2023? (Select all that apply.)**

- Trade — Adult
- Trade — Young Adult
- Trade — Children's/Middle Grade
- Trade — Specialty
- Education K-12 — Schools
- Higher education — Academic/Scholarly
- Professional — Corporate/B2B
- Something not listed (specify)

**28. Approximately how many new books were published by your company's Canadian divisions in Canada in 2023? (Please enter a whole number.)**

**29. If you are a multinational company, approximately how many new books were published by all divisions in Canada in 2023? (Please enter a whole number.)**

## Diversity

**30. Approximately what percentage of new books published in 2023 were by at least one Canadian contributor? (A Canadian contributor is an author, editor, translator, and/or illustrator who is a Canadian citizen or a permanent resident of Canada.) (Please enter a whole number.)**

**31. Approximately what percentage of new books published in 2023 were by authors who belong to a non-dominant or under-represented identity? (Such as Blackness, Indigeneity, people of colour, gender, sexuality, disability, neurodiversity, geographic location, religious minority, class, or others.) (Please enter a whole number.)**



**32. Did your company make any of the following diversity or representation-related changes in 2023?**

No plans to implement    Plan to implement    Implementation in progress    Implemented in 2023    <sup>Already</sup> implemented/Within company's mission    Unsure

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.)

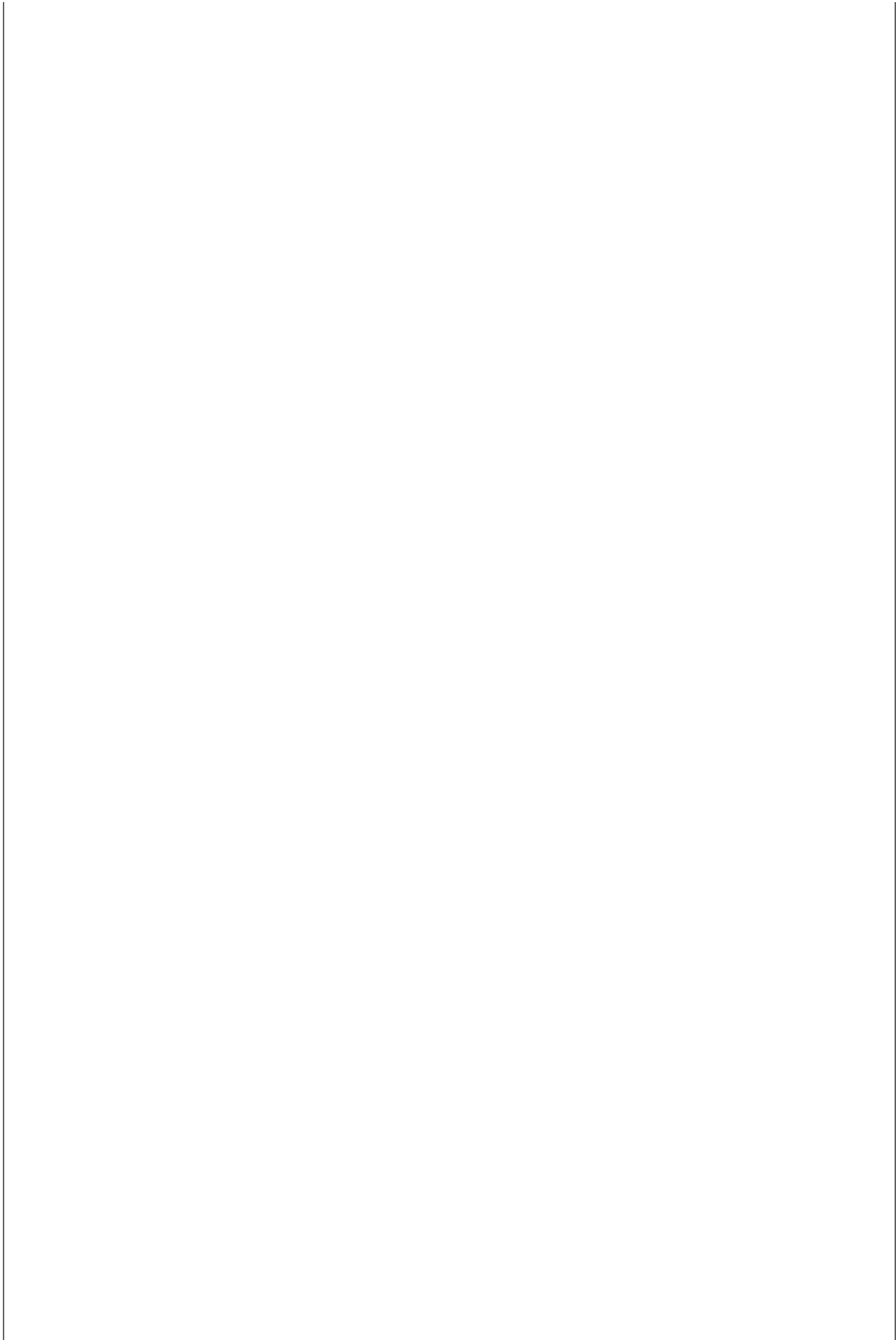
Ensuring a specific, minimum percentage of manuscripts/books bought in a book list contain content/are about non-dominant experiences or perspectives (such as mental health challenges, working class, blended or non-traditional families, etc.)

Increasing hiring, training, and promotion for greater representation of diverse perspectives and people, across all levels and departments (all employees, freelancers, etc.)

Continuing with remote work where possible to increase geographical pool of diverse candidates/workers and lower financial barriers to entry



## Marketing

### 33. In 2023, how frequently did your company use each of the following social media platforms, as a company and/or for your authors?

	Every day	At least once per week	At least once per month	At least once per season	Never	N/A — we don't have an account
Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
YouTube	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instagram	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
LinkedIn	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
X, formerly known as Twitter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pinterest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Snapchat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reddit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TikTok	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tumblr	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### 34. Which marketing strategies were the most successful for your titles in 2023? (Select all that apply.)

- Online events (book launches, author events, etc.)
- In-person events (book launches, author events, etc.)
- Podcasts
- Videos
- Interviews
- Social media campaigns
- News media campaigns (press releases, news coverage, etc.)
- Giveaways and contests
- Bookseller collaborations
- Something not listed (specify)

**35. In what ways did your company make your content accessible in 2023? (Select all that apply.)**

- Ensuring our website is accessible and conforms to web accessibility standards like WCAG 2.0 AA
- Ensuring social media posts, including pictures, use the platform's ALT text features
- Ensuring newsletters are accessible and include ALT text
- Ensuring internal documentation is created with accessibility in mind (i.e., proper use of headers, providing accessible formats, including ALT text for images)
- Educating staff on accessibility
- Designating a staff member to assist anyone who asks for access to content
- Including information on accessible editions to authors in contracts or during the acquisitions phase
- Being involved in national or international collaboration on accessibility in book publishing
- If you have an office open to the public, ensuring a staff member is trained in AODA compliance
- Making your books available to organizations like CELA, NNELS, and the CNIB.
- Unsure
- Something not listed (specify)

- None of the above

## Production by format

**\* 36. How did your company produce print books, ebooks, and audiobooks for the Canadian marketplace in 2023? (Select all that apply.)**

	In-house	Third party producer (including out-of-house freelancers)	Unsure	N/A — we don't produce books in this format
Print books (typesetting/design)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ebooks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Audiobooks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Something not listed (specify)





## Print book production

### 40. How did your company print physical books in 2023? (Select all that apply.)

- Digital printing
- Print on demand
- Offset printing
- Unsure
- Something not listed (specify)

- N/A — we don't produce print books

### \* 41. In 2023, 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'.)

Canada

United States

Europe

Asia

Other

### 42. Which factors impacted your company's capacity to print in Canada the most in 2023? (Select all that apply.)

- Financial constraints
- Time constraints
- Printer capacity
- Paper availability
- POD (print-on-demand) availability
- Shipping costs
- Something not listed (specify)





## Ebook and audiobook availability

**44. In 2023, approximately what percentage of your company's print books are available as ebooks in the Canadian market?**

- 0%
- 1%-25%
- 26%-50%
- 51%-75%
- 76%-100%
- Unsure

**45. In 2023, approximately what percentage of your company's print books are available as audiobooks in the Canadian market?**

- 0%
- 1%-25%
- 26%-50%
- 51%-75%
- 76%-100%
- Unsure

**46. In 2023, did your company sell any ebooks or audiobooks that were not available in print formats in the Canadian market? (Please enter a whole number.)**

Ebooks

Audiobooks

## Ebook production

**47. In 2023, what barriers prevented your company from producing ebooks (either in-house or outsourcing)?**

- Financial constraints
- Time constraints
- Staff capacity (workload)
- Staff expertise
- Rights acquisition
- Lack of market demand or ROI
- Something not listed (specify)

- No barriers

**48. Which of the following accessibility features, processes, or activities did your company include for ebooks in 2023? (Select all that apply.)**

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

## Audiobook production

### 49. In 2023, what barriers prevented your company from producing audiobooks (either in-house or outsourcing)? (Select all that apply.)

- Financial constraints
- Time constraints
- Staff capacity (workload)
- Staff expertise
- Rights acquisition
- Lack of market demand or ROI
- Something not listed (specify)

- No barriers

### 50. Which of the following accessibility features, processes, or activities did your company include for audiobooks in 2023? (Select all that apply.)

- 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)
- Writing and recording image descriptions
- Synchronized narration
- Plain language
- Accessibility metadata featured or promoted prominently
- Unsure
- None of the above
- Something not listed (specify)

- N/A — we don't produce audiobooks

## Print book distribution



## Print book returns

Return Rate (%) = net value (\$) of books returned divided by net value (\$) of books shipped **to the same channel**.

**52. What was the approximate return rate (see above for how to calculate) for each of the following retail channels in 2023? (Please enter a whole number, excluding the percentage symbol. If none, enter '0'.)**

Online retailers

Independent bookstores

Chain bookstores

Big box stores (when selling direct)  
(Costco, Walmart, etc.)

Trade wholesalers

Library wholesalers

Higher education — Academic/Scholarly  
(university or college bookstores)

Professional — Corporate/B2B

Something not listed



**53. What was the approximate return rate (see above for how to calculate) for the following product categories in 2023? (Please enter a whole number, excluding the percentage symbol. If none, enter '0'.)**

Trade — Adult	<input type="text"/>
Trade — Young Adult	<input type="text"/>
Trade — Children's/Middle Grade	<input type="text"/>
Trade — Specialty	<input type="text"/>
Education K-12 — Schools	<input type="text"/>
Higher education — Academic/Scholarly	<input type="text"/>
Professional — Corporate/B2B	<input type="text"/>
Something not listed	<input type="text"/>

**54. Do you think that the number of returns your company received back from retailers in 2023 was:**

- Very low
- Somewhat low
- About right
- Somewhat high
- Very high

**55. Which changes at your company or industry-wide would have the greatest impact in increasing coordination for all returns across supply chain partners?**

- Increasing non-returnable titles
- Limiting return windows (e.g. shorter timeframes)
- Limiting purchases (and reordering)
- Bookseller accountability
- Distributor accountability
- Standardising return policies
- Reducing shipping costs
- Something not listed (specify)

## Ebook distribution

**56. In 2023, what library services/wholesaler(s) did your company use to sell its ebooks to public and/or school libraries? (Select all that apply.)**

- Bibliotheca (cloudLibrary)
- Baker & Taylor (Blio)
- Canadian Electronic Library
- De Marque (Cantook)
- Ebrary
- EBSCO
- Follett
- Hoopla / Midwest Tape
- Ingram (with Coresource)
- OverDrive
- Proquest
- World Public Library (netlibrary.net)
- Unsure
- Something not listed (specify)

- N/A — we don't sell ebooks to public libraries

**57. In 2023, 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.)**

- Amazon (Kindle)
- Apple (iBooks/iTunes)
- Barnes and Noble (Nook)
- Diesel eBooks
- Ebooks.com
- Epic!
- Google Books (Play)
- Kobo
- Scribd
- Smashwords
- Unsure
- Something not listed (specify)

- N/A — we don't sell ebooks via retailers

## Audiobook distribution

**58. In 2023, what library service/wholesaler(s) did your company use to sell its audiobooks to public and/or school libraries? (Select all that apply.)**

- Bibliotheca (cloudLibrary)
- Baker & Taylor (Blio)
- Canadian Electronic Library
- De Marque (Cantook)
- EBSCO
- ECW Press
- Findaway Voices
- Follett
- Hoopla / Midwest Tape
- Ingram (with Coresource)
- ListenUp Audio
- OverDrive
- Proquest
- World Public Library (netlibrary.net)
- Unsure
- Something not listed (specify)

- N/A — we don't sell audiobooks to public libraries

**59. In 2023, 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.)**

- Amazon (Kindle)
- Apple (iBooks/iTunes)
- Audible
- Audiobooks.com
- Epic!
- Google Books (Play)
- Kobo
- Scribd
- Spotify
- Unsure
- Something not listed (specify)

- N/A — we don't sell audiobooks via retailers

## Industry

**60. What was your company's biggest challenge or pain point in 2023? Which barriers or limitations does your company need support to remove, or would like to see removed?**

**61. How would you rate the health of the following industry segments based on their ability to withstand challenges, adapt, and thrive, at the end of 2023?**

	Bad	Fair	Excellent	Unsure
Your company	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Publishers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wholesalers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bookstores	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Retailers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Libraries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**62. Which areas should the industry pay more attention to going forward?**

<input type="checkbox"/>	Environmental sustainability
<input type="checkbox"/>	Artificial intelligence
<input type="checkbox"/>	Current economic environment
<input type="checkbox"/>	Digital marketing
<input type="checkbox"/>	Subscription services
<input type="checkbox"/>	Shipping costs
<input type="checkbox"/>	Accessibility
<input type="checkbox"/>	New sales channels
<input type="checkbox"/>	Direct to consumer sales
<input type="checkbox"/>	Returns
<input type="checkbox"/>	Diversity
<input type="checkbox"/>	Paper and printing capacity
<input type="checkbox"/>	Something not listed

**63. How has your company considered leveraging AI technologies? (Select all that apply.)**

- Manuscript acquisition and review
- Marketing (SEO, marketing copy, summary blurbs, promotion plans, etc.)
- Book design (layout, type, cover art, etc.)
- Metadata creation and management
- Ebook production (workflows, etc.)
- Audiobook production (AI narration, etc.)
- Determining print runs
- Identifying comparable titles
- Setting selling prices
- Generating translations
- Something not listed (specify)

- None of the above

## Conclusion

**64. Is there anything else you would like to share about the state of your company or other publishers in Canada in 2023?**

**65. How likely is your company to complete the next edition of this survey?**

- Very unlikely
- Unlikely
- Likely
- Very likely
- Unsure



## End page

Thank you for taking the time to complete this survey!

We are very grateful for your time, honest feedback, and thoughtful suggestions.

If you would like, please share this survey with your networks:

<https://www.surveymonkey.com/r/L3WT2NN>

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**If you have questions or need help, please email your question(s) to [research@booknetcanada.ca](mailto:research@booknetcanada.ca).**