

Monthly Survey on Sales of New Books in Québec Publishers

January to December 2025

About the survey

The *Monthly Survey on Sales of New Books in Québec* allows us to measure the importance of this economic activity and to better understand the market.

Confidentiality

Your company has been selected to participate in this survey. Its participation is mandatory under the *Act respecting the Institut de la statistique du Québec*.

The information must be sent to the Institut de la statistique du Québec (ISQ) as requested in this questionnaire. The ISQ guarantees the confidentiality of the responses provided by your company as part of this survey.

For quality and training purposes, telephone conversations with Institut de la statistique du Québec agents are recorded. Any person who does not want their conversation to be recorded can notify the agent at the beginning of the call.

Assistance

If you require any assistance, contact the Direction de la gestion de la collecte at 1-800-561-0213.

Instructions

- ▶ Please read the definitions on page 2 before completing the questionnaire.
- ▶ You must keep this questionnaire in order to compile data on 2025 monthly sales and returns.
- ▶ **Do not send your questionnaire.**
The ISQ will contact you every month by email to send you your identifier and password to complete the online questionnaire. If you do not submit your online questionnaire, the ISQ will contact you to obtain your answers by telephone.
- ▶ The information collected for the *Monthly Survey on Sales of New Books in Québec* only involves book sales (see the definition of "book" on page 2).

Definitions

Book

Within the scope of this survey, a book is a non-periodical printed publication containing at least 49 pages (except for children's books and school books, which may be shorter), bound under cover or edited in digital format. The questionnaire divides sales in three book categories:

- General books
- School books (preschool, elementary and secondary level textbooks)
- College and university level textbooks

General books

General literature books, both fiction and nonfiction. These include:

Literature books

Works of fiction including novels, short stories, poems, plays, literary essays, children's literature, comic books, etc.

Other general books

Nonfiction books including cookbooks, biographies, self-help books, non-literary essays, art books, etc.

School books

Preschool, elementary and high school level textbooks, defined with regards to the list of books approved by the Ministère de l'Éducation et de l'Enseignement supérieur (MEES).

Note: School books INCLUDE material used only once, such as exercise books and complementary material included in educational packages.

Approved school books

Books on the MEES's list, i.e.:

- Students' textbooks
- Teachers' guides
- Commonly-used reference books, in particular dictionaries, grammars, atlases, bibles.

Unapproved school books

Books not in the MEES's list.

College and university level textbooks

Books which explain part of a course, the content of a course or a certain number of courses for a college or university program.

Final sales to institutions

Sales to institutions and public bodies, such as government ministries, school boards, libraries, municipalities, etc.

Note: Within the scope of this survey, "institution" means a body purchasing books to make them available to a group of people, either through lending or consultation. Books sold to institutions are therefore not intended for resale to individuals (which is why these are called "final" sales). Do not report sales for Biblius as final sales to institutions, unless they are direct sales. Instead, report these sales as sales to Québec bookstores or sales with a distributor as intermediary, as applicable.

Sales to bookstores

(including school bookstores)

Sales of books intended for resale and calculated at list price less discount. Sales to bookstores include school books and general books intended for resale to individuals.

Sales to department stores and other sales outlets

For example: Costco, Walmart, department stores (The Bay, Canadian Tire, etc.), garden centres, stationery stores, gift shops, pet shops, etc.

Consumer sales

These include book sales directly to individuals (e.g.: at a book fair) and mail order sales (book sales delivered directly to consumers, including online sales).

Sales outside Québec

Sales of books to distribution companies, bookstores or institutions outside the province of Québec. Include sales made through an online sales platform based outside Québec, such as Amazon.

Sales of rights

Royalties collected by a publisher exchange for the sale of publishing rights or other types of rights.

Book sales with a distributor as intermediary

Sales of books by a distributor to retailers. These sales must be expressed in the distributor's price (retail price minus trade discount).

Section 1 Sales and returns of general books in 2025

If we asked you questions 1 and 2 in the past few months, you don't have to answer them again now unless your situation has changed.

1 Do you have any sales and returns of books with a Québec distributor as intermediary?

- Yes
 No

If yes, are you reporting your sales and returns for 2025:

- at the distributor's price (retail price minus trade discount)?
 at the amount received from the distributor (retail price minus trade discount minus distributor's share)?
 at the retail price?

2 Do you expect to report sales outside Québec with a distributor as intermediary in 2025?

- Yes
 No

If yes, are these sales usually made through

- one or more distributor(s) whose head offices are located in Québec, only?
 one or more distributor(s) whose head offices are located outside Québec, only?
 distributors whose head offices are located in Québec and outside Québec?

3 Indicate the amount in dollars (\$) of gross sales of general books, by category, referring to the definitions on page 2.

- Do not subtract returns.
- Do not enter any negative amounts.
- Do not include taxes.

BOOK SALES WITHOUT A DISTRIBUTOR AS INTERMEDIARY

	A Final sales to institutions in Québec	B Sales to bookstores in Québec	C Sales to department stores and other sales outlets in Québec	D Consumer sales in Québec	E Sales outside Québec
January					
February					
March					
April					
May					
June					
July					
August					
September					
October					
November					
December					

SALES OF RIGHTS

Do not include these in the amounts reported in columns J, K, L

BOOK SALES WITH A DISTRIBUTOR AS INTERMEDIARY

SALES BY BOOK TYPE

Sales with AND without a distributor as intermediary

	F Sales in Québec	G Sales outside Québec	H Sales in Québec	I1 Sales outside Québec with a Québec distributor as intermediary	I2 Sales outside Québec with a distributor outside Québec as intermediary	J Sales of literature books	K Sales of other general books	L (J + K) Total sales of general books
January								
February								
March								
April								
May								
June								
July								
August								
September								
October								
November								
December								

4 Indicate the amount in dollars (\$) of returns of general books, by category, referring to the definitions on page 2.

BOOK RETURNS WITHOUT A DISTRIBUTOR AS INTERMEDIARY

	A Returns from institutions in Québec	B Returns from bookstores in Québec	C Returns from department stores and other sales outlet in Québec	D Consumer returns in Québec	E Returns from outside Québec
January					
February					
March					
April					
May					
June					
July					
August					
September					
October					
November					
December					

RETURNS BY BOOK TYPE

Returns with AND without a distributor as intermediary

BOOK RETURNS WITH A DISTRIBUTOR AS INTERMEDIARY

	F Returns of sales in Québec	G1 Returns of sales outside Québec with a Québec distributor as intermediary	G2 Returns of sales outside Québec with a distributor outside Québec as intermediary	H Returns of literature books	I Returns of other general books	J (H + I) Total returns of general books
January						
February						
Marc						
April						
May						
June						
July						
August						
September						
October						
November						
December						

Section 2 Sales and returns of school books (preschool, elementary and high school level textbooks) in 2025

5 Indicate the amount in dollars (\$) of gross sales of preschool, elementary and high school level textbooks, by category, referring to the definitions on page 2.

- Do not subtract returns.
- Do not enter any negative amounts.
- Do not include taxes.

BOOK SALES WITHOUT A DISTRIBUTOR AS INTERMEDIARY

	Final sales to institutions in Québec		Sales to bookstores in Québec		Sales outside Québec
	Approved school books	Unapproved school books	Approved school books	Unapproved school books	
January	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
February	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
March	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
April	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
May	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
June	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
July	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
August	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
September	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
October	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
November	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
December	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

6 Indicate the amount in dollars (\$) of returns of preschool, elementary and high school level textbooks, by category, referring to the definitions on page 2.

BOOK RETURNS WITHOUT A DISTRIBUTOR AS INTERMEDIARY

	Returns from institutions in Québec		Returns from bookstores in Québec		Returns of sales outside Québec
	Approved school books	Unapproved school books	Approved school books	Unapproved school books	
January	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
February	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
March	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
April	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
May	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
June	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
July	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
August	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
September	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
October	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
November	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
December	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Section 3 Sales and returns of college and university level textbooks in 2025

7 Indicate the amount in dollars (\$) of gross sales of college and university level textbooks, by category, referring to the definitions on page 2.

- Do not subtract returns.
- Do not enter any negative amounts.
- Do not include taxes.

BOOK SALES WITHOUT A DISTRIBUTOR AS INTERMEDIARY

	Sales to institutions in Québec (including college and university libraries)	Sales to bookstores/co-ops in Québec	Sales to other markets in Québec	Sales outside Québec
January				
February				
March				
April				
May				
June				
July				
August				
September				
October				
November				
December				

8 Indicate the amount in dollars (\$) of returns of college and university level textbooks, by category, referring to the definitions on page 2.

BOOK RETURNS WITHOUT A DISTRIBUTOR AS INTERMEDIARY

	Returns from institutions in Québec (including college and university libraries)	Returns from bookstores/co-ops in Québec	Returns from other markets in Québec	Returns of sales outside Québec
January				
February				
March				
April				
May				
June				
July				
August				
September				
October				
November				
December				