Table 13-4

Net value of book sales by category — Ontario publishers, 2008 and 2010

	2008 r	2010 p	2008 r	2010 p
	thousands of dollars		percent	
Exclusive agents, distributors or wholesalers	129,111.1	126,294.2	12.4	12.7
Bookstores and other trade sales [1]	451,111.0	443,693.3	43.4	44.8
Library sales, direct and wholesale [2]	20,057.2	18,482.3	1.9	1.9
Educational institutions	266,822.9	242,408.5	25.7	24.5
General public	75,760.7	75,954.2	7.3	7.7
Other [3]	95,577.7	84,141.5	9.2	8.5
Total	**1,038,440.6**	**990,974.0**	**100.0**	**100.0**

1. Includes warehouse clubs and discount stores which are primarily retail and department stores.
2. Includes educational libraries.
3. Includes Internet retailers.

Note(s): The results in this table are for firms classified under the North American Industry Classification System (NAICS) category 51113. See "Data sources, definitions and methodology" at the end of tables for definitions of terms. Due to rounding, components may not add to total. Data presented in this table are from the surveyed portion only. The survey portion excludes the smallest firms in terms of revenues earned. These firms account for a relatively small portion of total industry revenues and are not included in the estimates of this table.