Table 11-4

Net value of book sales by customer category — British Columbia publishers, 2010 and 2012

	2010 r	2012 p	2010 r	2012 p
	thousands of dollars		percent	
Exclusive agents, distributors or wholesalers	10,094.2	8,278.0	34.1	26.4
Bookstores and other trade sales [1]	11,192.3	14,348.5	37.8	45.8
Library sales, direct and wholesale [2]	x	x	x	x
Educational institutions	3,438.6	3,249.6	11.6	10.4
General public	x	x	x	x
Other [3]	x	x	x	x
Total	**29,603.3**	**31,307.2**	**100.0**	**100.0**

1. This category includes warehouse clubs and discount stores which are primarily retail and department stores.
2. This category includes educational libraries.
3. This category includes internet retailers.

Note(s): Net value of book sales by customer category are not published for the Atlantic Provinces, the Prairie Provinces and the Territories to protect the confidentiality of survey respondents. The results in this table are for firms classified under the North American Industry Classification System (NAICS) category 51113. 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. See “Data sources, definitions and methodology” at the end of tables for definition of terms. Due to rounding, components may not add to the total. Scaling may also affect the calculation of ratios.