

**Textbooks.** The 656 new textbook titles sold a total of 1.5 million copies and generated sales of \$7.6 million. Of these sales 22% came from elementary textbooks, 58% from secondary textbooks and 19% from post-secondary textbooks; 74% of the sales came from English-language textbooks.

On the whole, textbooks cost the publisher an average of \$16,518 to produce yet generate average revenue of only \$12,593. This apparent disparity between production costs and revenue can be attributed to the fact that textbooks have a longer useful life than general books and will continue to be sold for some time.

**Trade books.** This category included 1,926 or 65% of the new titles published. These accounted for 23.3 million copies sold and \$44.3 million in sales, or 77% of the total sales of new titles published in Canada; 83% of these sales were generated by English-language books.

The three main formats were mass-market paperback (48%), hardcover (20%) and other paperback (31%). Mass-market paperbacks accounted for the largest number of titles published, while hardcover books accounted for 50% of total domestic sales (\$20.3 million) due to their higher retail price.

Of these new titles 45% were novels, while 16% were general books.

One phenomenon peculiar to this category is exporting: approximately \$62.7 million worth of trade books were exported and three times as many copies were sold abroad as domestically.

**Information books.** This category includes professional and technical books, scholarly books and general reference books. The 413 new titles published accounted for \$5 million or 10% of total book sales. English-language books accounted for the vast majority (70%) of sales.

General reference books accounted for 54% of sales, followed closely by professional and technical books at 34%. General reference books had a higher average sold circulation than professional and technical books (2,929 copies as compared with 1,035). Scholarly books accounted for the largest number of titles published despite having the smallest circulation. In terms of content, 26% dealt with law, 14% with history and 6% with general subjects.

#### 17.4.2 Copyright

Copyright protection is governed by the Copyright Act (RSC 1970, c.C-30) in force since 1924. Protection is automatic without any formality, although a system of voluntary registration is provided by the federal consumer and corporate affairs department. Copyright exists in Canada in every original literary, dramatic, musical and artistic work and in contrivances by means of which sounds may be mechanically reproduced. The term for which the copyright exists is, except as otherwise expressly provided by this act, the life of the author and a period of 50 years after death.

#### 17.4.3 Survey of readers

Book reading habits were among the activities included in the survey of leisure activities conducted in conjunction with the Statistics Canada labour force survey in February 1978, which provided data given earlier in this chapter on the performing arts. The following highlights were extracted from the replies of a representative sample of Canadians surveyed.

In broad general terms, four in 10 Canadians read books in an average week. Seven in 10 read books at some time during a year. Age and education are primary influences on book reading habits. Generally the proportion of Canadians who read books decreases with advancing age. For the 15-24 age group the reading participation rate is well above average. There is a steady decline toward the average and below it in the 25-44 age group. The participation rate falls off rapidly from the age of 55 to 70 and over to far below the average. At all ages the proportion who read books is larger among those with higher education.

The survey indicates that in Canada as a whole, 71.9% of people read books for leisure, ranging from 65.9% in Quebec to 80.1% in British Columbia. Among all those