2018 Canadian Book Publishing Diversity Baseline Survey

SUMMARY REPORT

The Association of Canadian Publishers acknowledges the following people and organizations for their support in conducting the 2018 Canadian Book Publishing Diversity Baseline Survey:

2018 Canadian Book Publishing Diversity Baseline Survey

A.   About the Association of Canadian Publishers

The Association of Canadian Publishers (ACP) represents 115 Canadian-owned and controlled book publishers from across the country. ACP contributes to the development and maintenance of vibrant, competitive book publishing companies, professionally managed, and owned and controlled in Canada, in order to support and strengthen the contribution that Canadian books make to Canada's cultural, economic, and educational landscape.

B.   Background

In recognition of the underrepresentation of Indigenous and racialized people in the Canadian publishing industry, members of the ACP voted unanimously at the association's 2017 Annual General Meeting to establish a Diversity and Inclusion Working Group, which was open to all interested members. The goal of the working group is to find solutions to this underrepresentation.

As a first step, the working group decided that a baseline survey to gather information on the composition of Canadian publishing workplaces would be useful to better understand the current landscape, and help to identify challenges and opportunities with respect to building diverse and inclusive workplaces.

C.   Methodology

A subcommittee was struck to develop the baseline survey, which was modelled on the Lee & Low Books Diversity Baseline Survey. This survey measures diversity in the United States publishing industry. Nordicity, a consulting firm with experience administering similar surveys in other Canadian cultural industries, advised ACP staff on survey design and phrasing.

The online survey was open between July 16, 2018, and September 19, 2018. The link was distributed to book publishing firms across Canada by direct email, through other publishing associations, and via social media. The survey was open to staff at book publishing firms of all sizes, genres, and geographical locations, and to both Canadian-owned and multinational firms. ACP asked that the survey be shared with all full-time, part-time, and contract staff, as well as interns and freelancers. The survey was conducted in English and distributed via English language publishing associations and book publishing media. Though some representatives of French-language publishing firms may be represented in the results, this report is understood to reflect the workforce of the Canadian English-language publishing industry.

The survey was anonymous and self-reported. Participation was voluntary and all questions were optional. Heads of firm (or equivalent) were asked an additional set of questions about their companies, in addition to the survey questions that captured personal demographic information. Of responses gathered from heads of firm, all were completed by representatives of Canadian-owned publishing firms; no responses were submitted by the heads of multinational publishing firms. Staff employed by multinational firms may be represented among the general survey results.

D.   Summary of Results

In total, 372 respondents answered some or all of the survey questions. Some questions allowed respondents to select multiple answers. For these questions, the data presented reflects the total number of responses for each category.
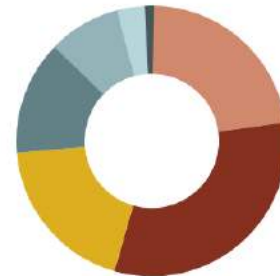
D.1 Results: Industry Overall
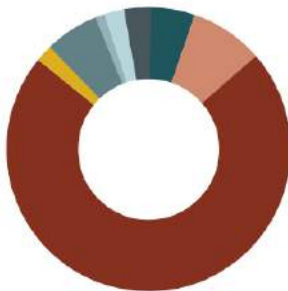
Region - All Respondents
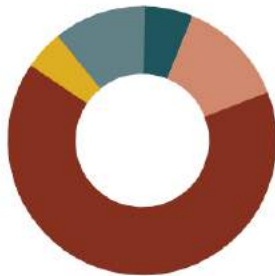
- ■ Atlantic (5.84%)
- ■ British Columbia (13.14%)
- ■ Ontario (65.33%)
- ■ Quebec (4.74%)
- ■ Prairies (10.95%)
- ■ Territories (0%)

Age - All Respondents

- ■ Under 20 (0%)
- ■ 20 to 29 (22.66%)
- ■ 30 to 39 (31.65%)
- ■ 40 to 49 (19.06%)
- ■ 50 to 59 (13.67%)
- ■ 60 to 69 (8.63%)
- ■ 70+ (3.24%)
- ■ Prefer not to answer (1.08%)

Employment Status - All Respondents

- ■ Contract (5.05%)
- ■ Freelancer (8.30%)
- ■ Full-time (72.20%)
- ■ Paid Internship (2.17%)
- ■ Part-time (6.14%)
- ■ Unpaid Internship (1.08%)
- ■ Volunteer (2.17%)
- ■ Prefer Not to Answer (2.89%)

Respondents with a Disability - All Respondents
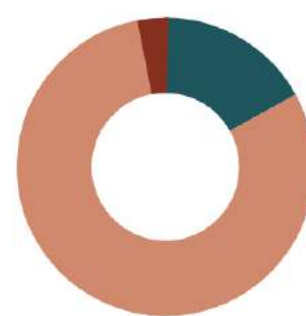
- ■ Yes (16.85%)
- ■ No (79.93%)
- ■ Prefer not to say (3.23%)

Department - All Respondents

150

100

50

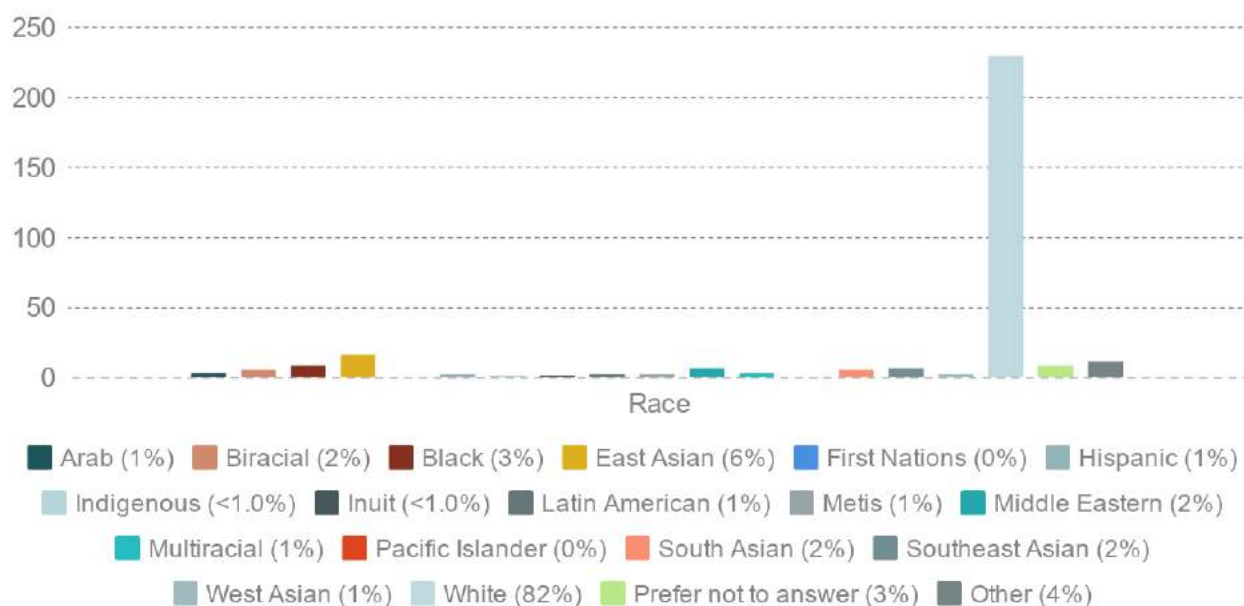0

Department

■ Design (14%) ■ Editorial (42%) ■ Executive (22%) ■ Intern (3%) ■ Marketing/Publicity (30%)
■ Ops./Acct./Fulfillment (13%) ■ Production/Manufacturing (13%) ■ Sales (16%) ■ Student (1%)
■ Prefer not to answer (1%) ■ Other (9%)
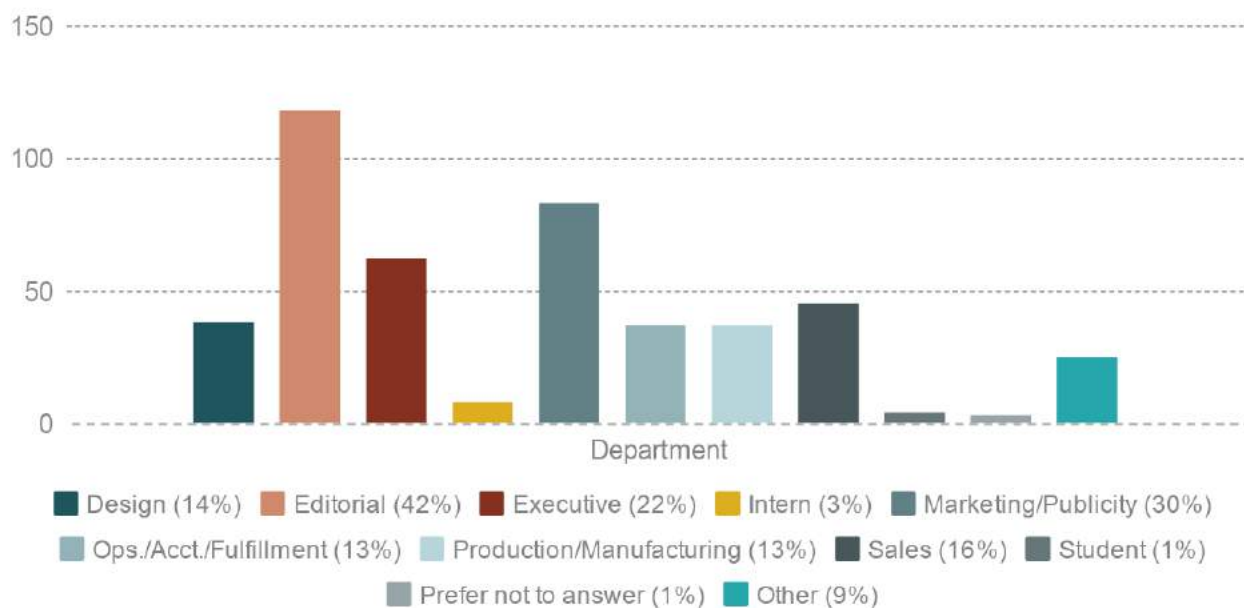
✶ 278 respondents. Respondents were invited to provide multiple responses.

Race - All Respondents

250

200

150

100

50

0

Race

■ Arab (1%) ■ Biracial (2%) ■ Black (3%) ■ East Asian (6%) ■ First Nations (0%) ■ Hispanic (1%)
■ Indigenous (<1.0%) ■ Inuit (<1.0%) ■ Latin American (1%) ■ Metis (1%) ■ Middle Eastern (2%)
■ Multiracial (1%) ■ Pacific Islander (0%) ■ South Asian (2%) ■ Southeast Asian (2%)
■ West Asian (1%) ■ White (82%) ■ Prefer not to answer (3%) ■ Other (4%)

✶ 279 respondents. Respondents were invited to provide multiple responses.

Gender - All Respondents

Gender Identity

- ■ Cisgender (50%)
- ■ Female (74%)
- ■ Gender non-conforming (1%)
- ■ Intersex (<1.0%)
- ■ Male (18%)
- ■ Non-binary (3%)
- ■ Transgender (<1.0%)
- ■ Two-Spirit (<1.0%)
- ■ Prefer not to answer (1%)
- ■ Other (1%)

✳ 279 respondents. Respondents were invited to provide multiple responses.
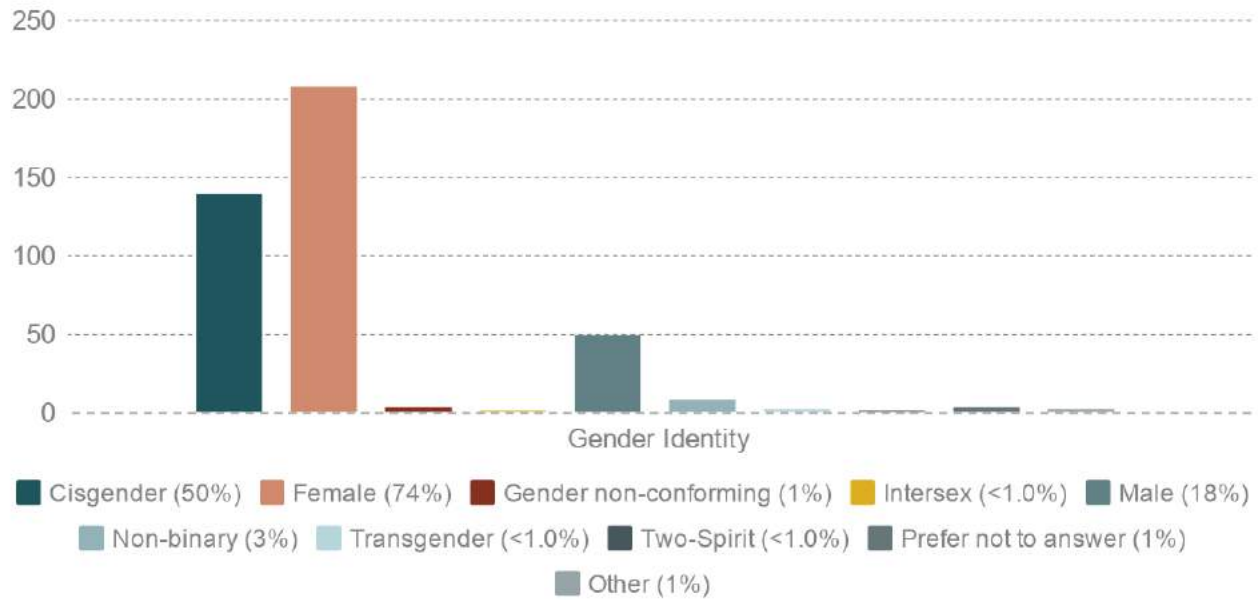
Sexual Orientation - All Respondents

Sexual Orientation

- ■ Asexual (3%)
- ■ Bisexual (13%)
- ■ Gay (5%)
- ■ Heterosexual (72%)
- ■ Lesbian (3%)
- ■ Pansexual (3%)
- ■ Queer (8%)
- ■ Prefer not to answer (4%)
- ■ Other (2%)

✳ 278 respondents. Respondents were invited to provide multiple responses.
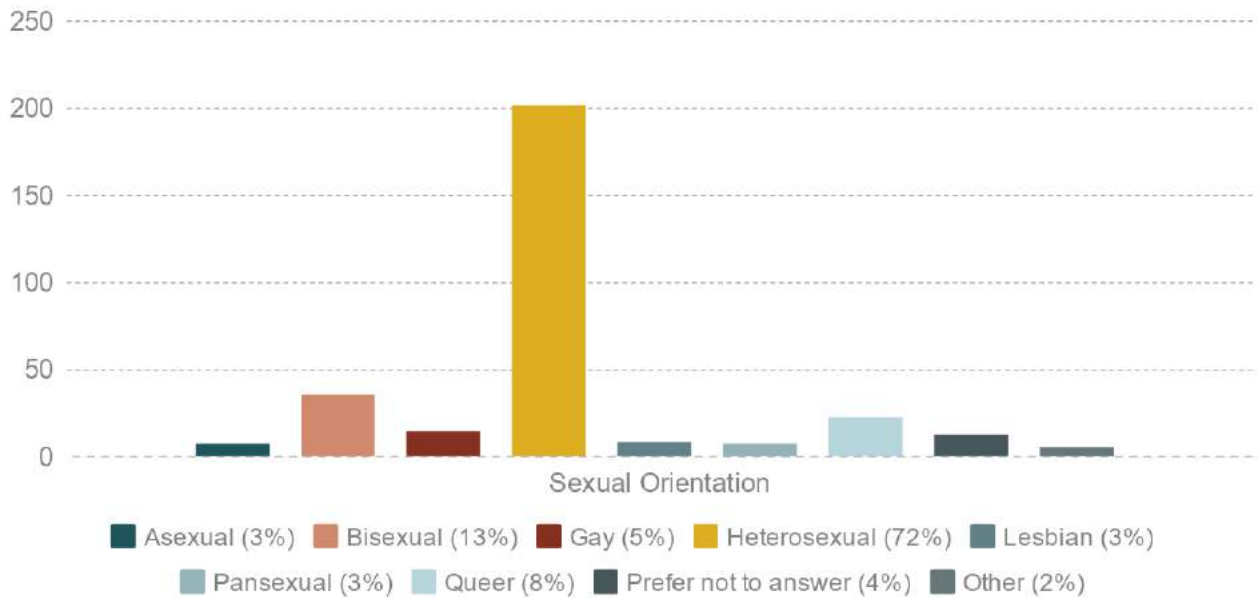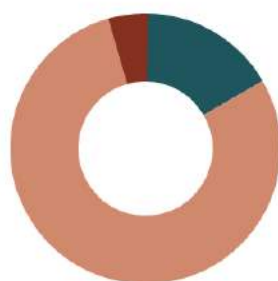
Age - Heads-of-Firm

- Under 20 (0%)
- 20 to 29 (1.52%)
- 30 to 39 (18.18%)
- 40 to 49 (30.30%)
- 50 to 59 (21.21%)
- 60 to 69 (19.70%)
- 70+ (7.58%)
- Prefer not to answer (1.52%)
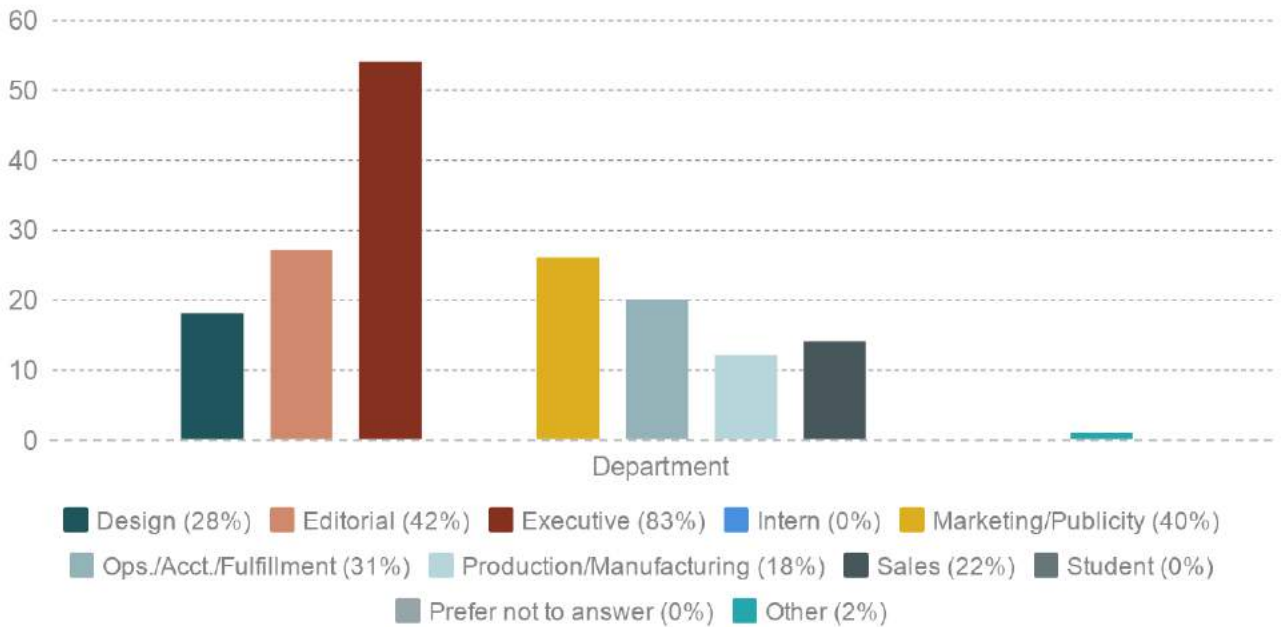
Employment Status - Heads-of-Firm
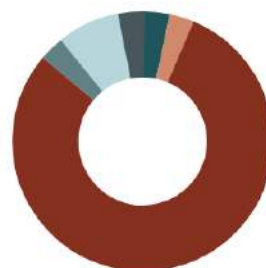
- Contract (3.13%)
- Freelancer (3.13%)
- Full-time (79.69%)
- Paid Internship (0%)
- Part-time (3.13%)
- Unpaid Internship (0%)
- Volunteer (7.81%)
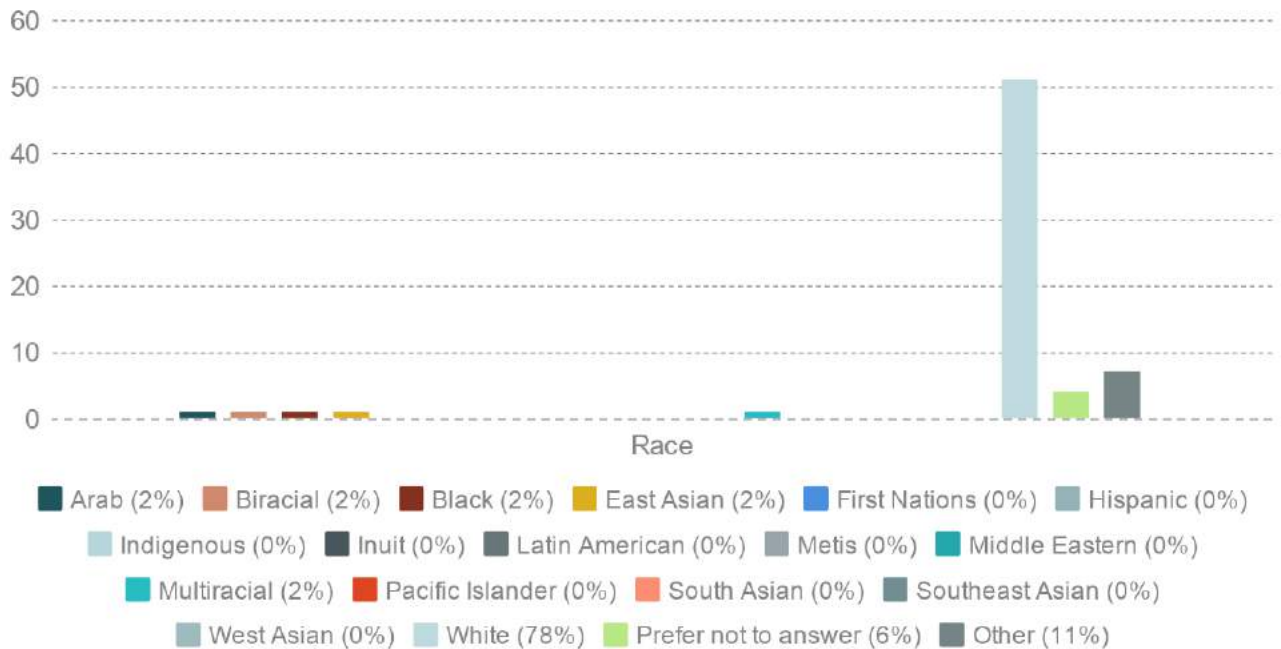- Prefer Not to Answer (3.13%)

Respondents with a Disability - Heads-of-Firm

- Yes (16.67%)
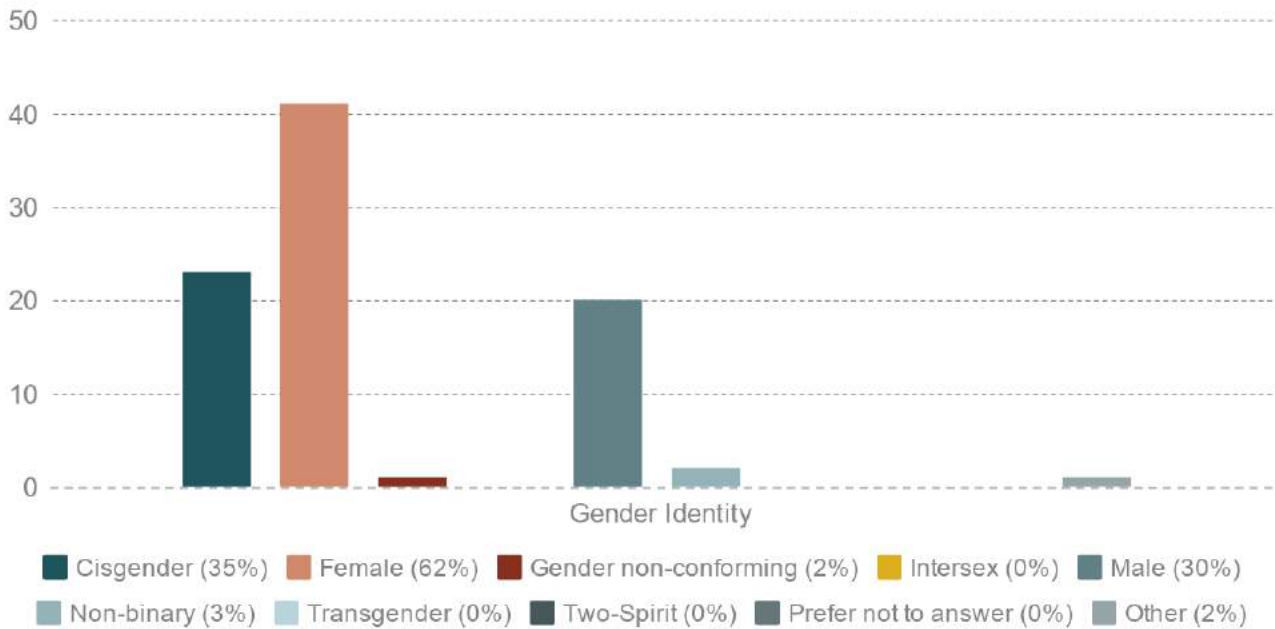- No (78.79%)
- Prefer not to say (4.55%)

Department - Heads-of-Firm

Department

■ Design (28%) ■ Editorial (42%) ■ Executive (83%) ■ Intern (0%) ■ Marketing/Publicity (40%)
■ Ops./Acct./Fulfillment (31%) ■ Production/Manufacturing (18%) ■ Sales (22%) ■ Student (0%)
■ Prefer not to answer (0%) ■ Other (2%)

✷ 65 respondents. Respondents were invited to provide multiple responses.

Race - Heads-of-Firm

Race

■ Arab (2%) ■ Biracial (2%) ■ Black (2%) ■ East Asian (2%) ■ First Nations (0%) ■ Hispanic (0%)
■ Indigenous (0%) ■ Inuit (0%) ■ Latin American (0%) ■ Metis (0%) ■ Middle Eastern (0%)
■ Multiracial (2%) ■ Pacific Islander (0%) ■ South Asian (0%) ■ Southeast Asian (0%)
■ West Asian (0%) ■ White (78%) ■ Prefer not to answer (6%) ■ Other (11%)

✷ 65 respondents. Respondents were invited to provide multiple responses.

Gender -
Heads-of-Firm

Gender Identity

■ Cisgender (35%) ■ Female (62%) ■ Gender non-conforming (2%) ■ Intersex (0%) ■ Male (30%)
■ Non-binary (3%) ■ Transgender (0%) ■ Two-Spirit (0%) ■ Prefer not to answer (0%) ■ Other (2%)

✳ 66 respondents. Respondents were invited to provide multiple responses.

Sexual Orientation-
Heads-of-Firm
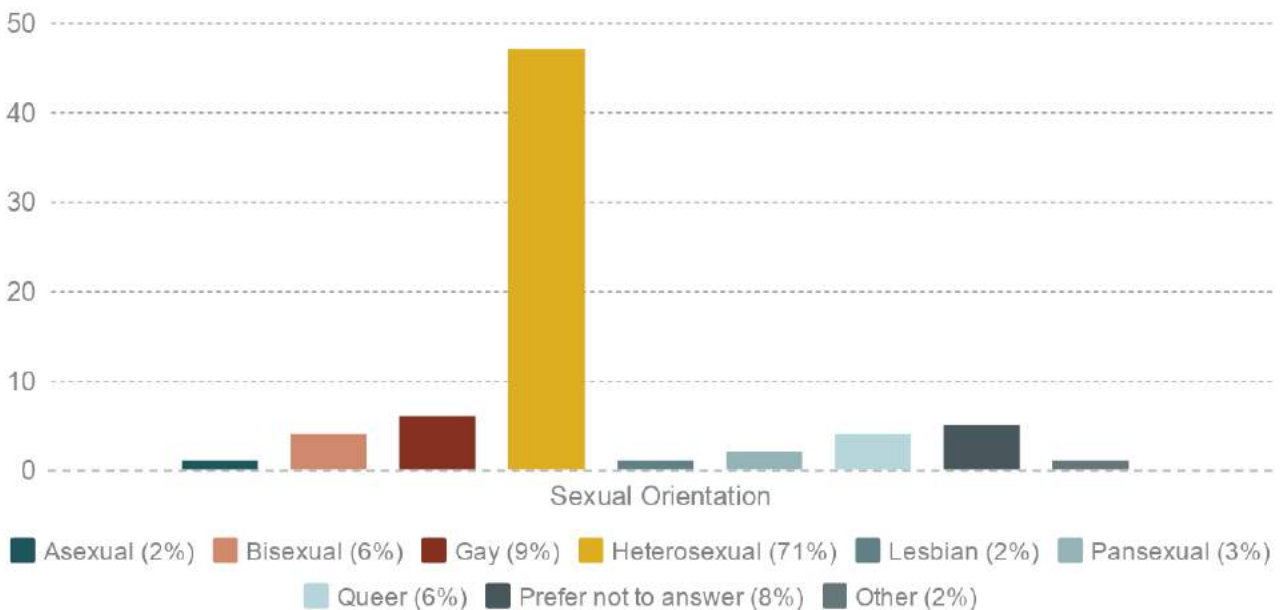
Sexual Orientation

■ Asexual (2%) ■ Bisexual (6%) ■ Gay (9%) ■ Heterosexual (71%) ■ Lesbian (2%) ■ Pansexual (3%)
■ Queer (6%) ■ Prefer not to answer (8%) ■ Other (2%)

✳ 66 respondents. Respondents were invited to provide multiple responses.

Number of Full-time Employees

Companies with Accessibility Policies in Place

- 0 - 5 (69.70%)   6 - 15 (13.64%)
- 16 - 25 (9.09%)   26 - 50 (6.06%)
- 51 - 75 (0%)   76 - 100 (0%)   101+ (1.52%)
- Prefer not to answer (0%)

- Yes (34.38%)   No (60.94%)
- Prefer not to answer (4.69%)

☀ The above company information was sought from heads of firm only

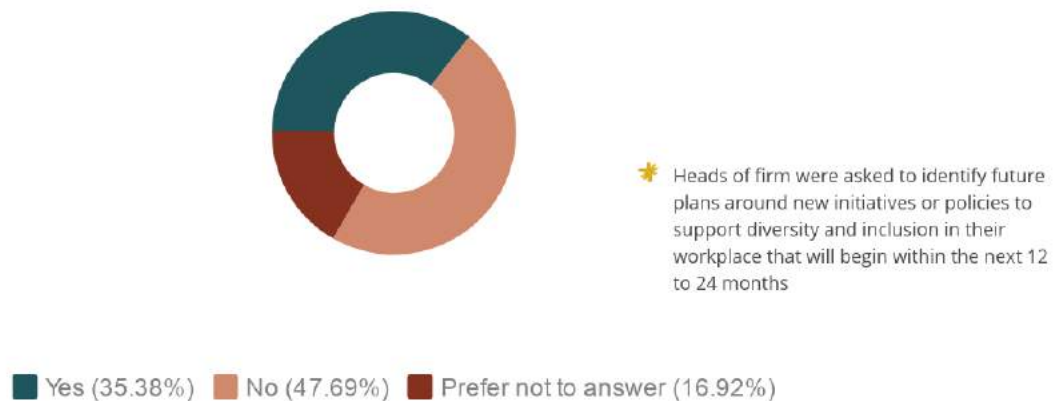## E.   Workplace Initiatives to Support Diversity and Inclusion

All survey respondents were asked to describe any initiatives or policies their firm has in place to support diversity and inclusion in the workplace. Respondents were invited to provide open-ended, narrative responses, which can be broadly summarized as follows:

- Independently developed policies covering diversity, anti-discrimination, anti-harassment, and human rights.
- Adherence to polices and initiatives of parent or affiliated institutions (e.g. universities, public sector institutions), including accommodations and support services for staff as needed.
- Commitment to diversity and inclusion reflected in company mandate.
- Active recruitment of diverse staff, creators, editorial or other board members.
- Accessible office facilities.
- Use of targeted government or other funding to support hiring diverse interns or other staff.

Many respondents noted that while policies supporting diversity and inclusion are in place at their firms, the objectives of these policies have not yet necessarily been achieved in practice. Others felt that an intrinsic commitment to the principles of equality and inclusion had resulted in the establishment of diverse workplaces. Many cited the challenges of small companies hiring staff from a diversity of backgrounds, and noted their commitment to diversity and inclusion is reflected through other means, including publishing books by authors from diverse backgrounds and in the composition of editorial or other boards.

Firms with Plans to Implement New Initiatives

Heads of firm were asked to identify future plans around new initiatives or policies to support diversity and inclusion in their workplace that will begin within the next 12 to 24 months

■ Yes (35.38%) ■ No (47.69%) ■ Prefer not to answer (16.92%)

Those who answered "yes" were asked to describe their planned initiatives. Broadly speaking, responses can be summarized as follows:

· Calls for manuscripts by diverse writers.
· Establishment of a new editorial board with focus on diverse voices.
· Implementation of an accessibility plan, anti-harassment, and/or anti-discrimination policies.
· Adoption of new recruitment strategies for hiring, including outreach to community partners representing diverse communities. Many respondents highlighted plans for outreach to Indigenous communities in particular.
· Engaging sensitivity readers to review manuscripts.
· Ensuring workplaces and websites are accessible.

Those who answered "no" were asked to identify the resources or other supports needed to implement initiatives to better support diversity and inclusion in their workplace. Broadly speaking, responses can be summarized as follows:

· Discussion and collaboration with peers and/or industry organizations to develop best practices and initiatives around diversity and inclusion.
· Dedicated funding to support hiring diverse staff.
· Assistance with recruitment of staff from diverse communities.
· Training and professional development around best practices specific to small organizations.
· Removal of publishing education as a requirement for hiring.
· Accessibility focused office renovations with support from landlord.

Other respondents (i.e. those who did not identify themselves as a head of firm) were asked to suggest initiatives or policies to support diversity and inclusion in their workplaces. Broadly speaking, responses can be summarized as follows:

· Well-paid internships for candidates from diverse communities.
· Active recruitment strategies and targeted hiring; looking beyond traditional book publishing programs and job boards.

- Re-evaluating job descriptions for positions at all levels of seniority; greater flexibility in terms of skills and background required to assume more senior roles.
- Improved facilities to ensure accessibility for those with physical disabilities.
- Adoption of written policies to support diversity, inclusion, and training on those policies.
- Use of accessible venues for publishing events.
- Greater openness for discussion of issues around diversity and inclusion within publishing houses and cooperative development of best practices.
- Mentorship opportunities for staff from diverse backgrounds.
- Partnerships with organizations representing diverse communities (e.g., BIPOC, LGBTQ, newcomers to Canada, etc.) for staff recruitment, editorial submissions, or other initiatives.
- Partnerships with educational institutions to increase diversity among publishing students.
- Outreach at all levels of education to increase awareness of careers in publishing among diverse communities.
- Professional development on diversity and related topics.
- Internal surveys and review at the firm level with respect to the diversity of employees.

F.   Next Steps

The results of the 2018 Canadian Book Publishing Diversity Baseline Survey will be shared with the ACP membership and broader publishing community. The findings will be considered by ACP's Diversity and Inclusion Working Group, which will be asked to recommend areas of future activity for the association in pursuit of our primary goal of increasing the participation of Indigenous and racialized people in the Canadian publishing industry.

Keeping in mind that the 2018 survey establishes a baseline, the survey subcommittee recommends that the survey be repeated in three to five years' time.

Appendix: 2018 Canadian Book Publishing Diversity Baseline Survey

The Association of Canadian Publishers (ACP) has launched a baseline survey to measure diversity in the Canadian book industry. Inspired by the Lee & Low Diversity Baseline Survey, the survey will measure the diversity of English-language Canadian book publishing workplaces.

DEADLINE EXTENDED: The survey will be online until September 19, 2018 at 5:00 pm EDT and will take approximately 10 minutes to complete.

About us:

The Association of Canadian Publishers represents approximately 115 Canadian-owned and controlled book publishers from across the country. ACP contributes to the development and maintenance of vibrant, competitive book publishing companies, professionally managed, and owned and controlled in Canada, in order to support and strengthen the contribution that Canadian books make to Canada's cultural, economic, and educational landscape.

More information about the ACP can be found on our website.

Goals:

ACP's Diversity and Inclusion Working Group was struck at ACP's 2017 Annual General Meeting with the goal of supporting diversity and inclusion in the Canadian book publishing industry. The committee identified conducting a baseline survey as a priority, to measure diversity in the industry and help identify concrete measures to support inclusion in workplaces.

Methodology:

A link to the survey will be circulated to book publishing firms across Canada, with the goal of reaching staff at book publishers of all sizes, genres, and geographical locations. ACP asks heads of firm to share the survey with all full-time, part-time, and contract staff, as well as interns and freelancers. Please share the survey widely within your network.

This survey is anonymous and self-reported. As such, participation is voluntary and all questions are optional.

The survey will gather statistics on book publishing staff in the following major categories: gender, race, sexual orientation, disability, and age. We will also gather information on size and type of book publisher. ACP staff will administer the survey, compile statistics, and share the results with the Canadian book publishing community.

Individual responses will be kept in strict confidence, and information will only be shared in aggregate form.

If you have any questions about the survey, please contact ACP Program Manager Emily Kellogg

Thank you for participating in this initiative. We look forward to sharing the results later in the year.

1. Are you head of firm, or can you answer questions on behalf of your firm?

Note: For the purposes of this survey, please indicate "Yes" if you can answer a few question on behalf of your firm. (Only one person per firm should indicate "Yes.") Indicate "No" if you would like to answer questions only as an individual.

○ Yes

○ No

2. Department: What department do you work in? (check all that apply):

- [ ] Design
- [ ] Editorial
- [ ] Executive (e.g. CEO, COO, CFO, Publisher, President, VP)
- [ ] Intern
- [ ] Marketing/Publicity
- [ ] Other (please specify)

- [ ] Operations/Accounting/Fulfillment
- [ ] Production/Manufacturing
- [ ] Sales
- [ ] Student
- [ ] Prefer not to answer

[   ]

3. What best describes your employment status?

- ( ) Contract
- ( ) Freelancer
- ( ) Full-time
- ( ) Paid Internship

- ( ) Part-time
- ( ) Unpaid Intership
- ( ) Volunteer
- ( ) Prefer not to answer

4. Race: Do you identify as (check all that apply):

- [ ] Arab
- [ ] Biracial
- [ ] Black
- [ ] East Asian (e.g., Chinese, Korean, Japanese, etc.)
- [ ] First Nations
- [ ] Hispanic
- [ ] Indigenous
- [ ] Inuit
- [ ] Latin American

- [ ] Métis
- [ ] Middle Eastern
- [ ] Multiracial
- [ ] Pacific Islander
- [ ] South Asian (e.g., East Indian, Pakistani, Sri Lankan, etc.)
- [ ] Southeast Asian (e.g., Vietnamese, Cambodian, Laotian, Thai, Filipino, etc.)
- [ ] West Asian (e.g., Iranian, Afghan, etc.)
- [ ] White
- [ ] Prefer not to answer

- [ ] Other (please specify)

[   ]

5. Gender: Do you identify as (check all that apply):

Note: In this study, "cisgender" refers to people who identify with the gender they were assigned at birth

- [ ] Cisgender
- [ ] Female
- [ ] Gender non-conforming
- [ ] Intersex
- [ ] Male
- [ ] Other (please specify)

- [ ] Non-binary
- [ ] Transgender
- [ ] Two-Spirit
- [ ] Prefer not to answer

[   ]

6. Sexual Orientation: Do you identify as (check all that apply):

- [ ] Asexual
- [ ] Bisexual
- [ ] Gay
- [ ] Heterosexual
- [ ] Other (please specify)

- [ ] Lesbian
- [ ] Pansexual
- [ ] Queer
- [ ] Prefer not to answer

[   ]

7. Disabilities: Do you have a disability?

Note: For the purposes of this question, a disability includes but is not limited to physical, sensory, cognitive, intellectual, or developmental disabilities, chronic conditions, and mental illnesses.

- ( ) Yes
- ( ) No
- ( ) Prefer not to answer

8. What is your age?

- ( ) Under 20
- ( ) 20 to 29
- ( ) 30 to 39
- ( ) 40 to 49

- ( ) 50 to 59
- ( ) 60 to 69
- ( ) 70+
- ( ) Prefer not to answer

9. Are there currently any initiatives or policies in place to support diversity and inclusion in your workplace?

10. Do you have any suggestions of initiatives or policies to support diversity and inclusion in your workplace?

11. Is your firm:

○ Canadian-owned (i.e. at least 75% Canadian ownership and control of the company)

○ A multinational subsidiary

○ Other

○ Prefer not to answer

○ Unsure

12. Is your firm a member of: (Select all that apply)

☐ Association of Canadian Publishers

☐ Association of Book Publishers of British Columbia

☐ Association of Canadian University Presses

☐ Association of English Language Book Publishers of Quebec

☐ Atlantic Publishers Marketing Association

☐ Book and Periodical Council

☐ Book Publishers Association of Alberta

☐ Other (please specify)

☐ Canadian Publishers' Council

☐ Literary Press Group

☐ Ontario Book Publishers Organization

☐ SaskBooks

☐ Prefer not to answer

☐ Unsure

13. Where is your firm located?

- ( ) Alberta
- ( ) British Columbia
- ( ) Manitoba
- ( ) New Brunswick
- ( ) Newfoundland and Labrador
- ( ) Northwest Territories
- ( ) Nova Scotia
- ( ) Other (please specify)

- ( ) Nunavut
- ( ) Ontario
- ( ) Prince Edward Island
- ( ) Quebec
- ( ) Saskatchewan
- ( ) Yukon
- ( ) Prefer not to answer

[ ]

14. Where is your organization located?

- ( ) Reserve
- ( ) Rural community
- ( ) Urban community: small population centres, with a population of between 1,000 and 29,999
- ( ) Other (please specify)

- ( ) Urban community: medium population centre, with a population of between 30,000 and 99,999
- ( ) Urban community: large population centres, consisting of a population of 100,000 and over

[ ]

15. Is your firm:

○ Canadian-owned (i.e. at least 75% Canadian ownership and control of the company)

○ A multinational subsidiary

○ Other

○ Prefer not to answer

16. Is your firm a member of: (check all that apply):

☐ Association of Canadian Publishers

☐ Association of Book Publishers of British Columbia

☐ Association of Canadian University Presses

☐ Association of English Language Book Publishers of Quebec

☐ Atlantic Publishers Marketing Association

☐ Book and Periodical Council

☐ Book Publishers Association of Alberta

☐ Canadian Publishers' Council

☐ Literary Press Group

☐ Ontario Book Publishers Organization

☐ SaskBooks

☐ Other

☐ Prefer not to answer

17. Which of the following best describes your firm's approximate net book sales in the most recent fiscal year?

○ 0-99,999

○ 100,000-249,999

○ 250,000-499,999

○ 500,000-749,999

○ 750,000-999,999

○ 1,000,000-2,999,999

○ 3,000,000-4,999,999

○ 5,000,000+

○ Prefer not to answer

18. Approximately how many permanent full-time employees does the firm employ?

Note: In this study, an employee is considered full-time if they work 30+ hours a week and are entitled to wages, a regular pay period, vacation time and pay, and all other statutory benefits.

○ 0-5

○ 6-15

○ 16-25

○ 26-50

○ 51-75

○ 76-100

○ 101+

○ Prefer not to answer