



# EXPORTS OF NEW ZEALAND PUBLISHED BOOKS

A study for the Ministry for Culture and Heritage by Dialogue Consultants Ltd

## CONFIDENTIALITY

No individual data collected in this survey will be published. Following Department of Statistics' practice, no tables will be published in which the number of entries in a cell is so small that the data for individual businesses can be identified or calculated.

1 Please write in the total number of units sold and the value of those sales for each market in the calendar year 2002:

	Number units sold		Value domestic sales	Value of sales in each export market (in \$ thousands)							
	Domestic sales	Export sales		United States	Canada	Britain	Rest of Europe	Australia	SE Asia	East Asia	Other
Printed books											
Rights/royalties											
E-books: education											
E-books: all other genre											
Other											

2 How much did your company spend on overseas promotion in 2002 (in \$000s)?

Royalties to non-New Zealand authors \$ .....  
 Attendance at book fairs \$ .....  
 Other \$ .....  
 (write in item) .....

3 In 2003 will this level of spending.....?

Increase ..  Be maintained ....  Reduce .....

4 How many staff do you employ in...?

Editing ..... Sales .....  
 Layout/illustration ..... Admin .....

5 Did any of your employees receive formal training in 2002?

Yes .....  No .....

If "No", what was the main reason?

Not needed – staff sufficiently skilled .....

Downtime associated with training .....

Can hire all the skilled people required .....

Other .....

(Write in) .....

6 If "Yes", how many received training? .....

7 What was the main focus of the training?

.....

8 Who provided the training? (tick one or more)

In-house, on site .....

Polytech/university .....

"BIZ" provider .....

Private training provider .....

Other .....

(Write in) .....

9 In what year did you last significantly upgrade your computer software? .....