

3.—Analysis of Value Added, by Industry Group, 1965

(Ranked according to wages and salaries expressed as percentage of value added)

Industry Group	Percentage of Value Added, Total Activity				Cost of Fuel and Electricity per Dollar of Value Added, Manufacturing Activity
	Wages and Salaries			Other Value Added	
	Wages	Salaries	Total		
p.c.	p.c.	p.c.	p.c.	\$	
Clothing industries.....	48.2	16.3	64.5	35.5	0.01
Leather industries.....	49.8	14.7	64.5	35.5	0.02
Furniture and fixture industries.....	44.3	16.0	60.3	39.7	0.02
Wood industries.....	48.2	11.5	59.6	40.4	0.05
Knitting mills.....	44.3	14.1	58.3	41.7	0.02
Printing, publishing and allied industries.....	30.8	25.6	56.4	43.6	0.01
Textile industries.....	38.1	17.2	55.3	44.7	0.03
Electrical products industries.....	29.5	25.6	55.1	44.9	0.02
Metal fabricating industries.....	36.9	16.4	53.4	46.6	0.02
Miscellaneous manufacturing industries.....	31.7	21.3	53.0	47.0	0.02
Transportation equipment industries.....	35.9	15.8	51.7	48.3	0.02
Rubber industries.....	33.1	18.6	51.7	48.3	0.03
Machinery industries.....	27.9	21.8	49.8	50.2	0.01
Primary metal industries.....	35.0	12.7	47.7	52.3	0.09
Paper and allied industries.....	33.0	13.5	46.5	53.5	0.12
Non-metallic mineral products industries.....	31.1	13.3	44.5	55.5	0.11
Food and beverage industries.....	22.8	19.6	42.3	57.7	0.04
Petroleum and coal products industries.....	16.1	22.0	38.1	61.9	0.05
Chemical and chemical products industries.....	15.6	21.6	37.2	62.8	0.07
Tobacco products industries.....	22.1	9.7	31.8	68.2	0.01
All Industries.....	31.8	17.8	49.6	50.4	0.05

The type of market served by an industry has the most obvious and direct impact when advertising expenses are considered. Table 4 shows advertising expenditures as a percentage of shipments of goods of own manufacture by various industry groups in 1965.* An attempt has been made to arrange the industry groups informally into meaningful categories according to the degree of orientation toward the consumer or otherwise. The influence of a consumer market is clearly in the direction of higher relative advertising expenses, although industries selling chiefly to consumer markets fall into two general categories, one with much higher advertising ratios than the other. Convenience goods tend to occasion high advertising ratios, as do some specialty goods. Mainly consumer-oriented industries like toilet preparations manufacturers and manufacturers of pharmaceuticals and medicines and of soaps and cleaning compounds are actually the reason for the high advertising ratio of the chemical and chemical products industries group although it contains large volumes of non-consumer-oriented production. Similarly, the miscellaneous manufacturing industries include such consumer-goods industries as clock and watch manufacturers, the toys and games industry and pen and pencil manufacturers. Among the clearly non-consumer-oriented industries, producers of basic industrial materials sold in bulk tend to have the lowest advertising ratios. (Importance of export markets is an incidental feature of some of these industries.)

* Results of this survey, the first since 1954, will be published by the Merchandising and Services Division of the Dominion Bureau of Statistics in 1968.