

instalments which include interest and other finance charges. These statistics on consumer indebtedness exclude fully secured loans, home-improvement loans and long-term indebtedness such as residential mortgages. Statistics are not available on certain other forms of consumer credit, such as inter-personal loans, bills owed to dentists and other professional practitioners, to clubs or other personal service establishments. In March 1970 a Statistics Canada survey showed that consumer credit accounted for 24% of all personal indebtedness, residential mortgages for 68% and other miscellaneous debt accounted for the remaining 8% (Catalogue No. 13-547).

The Merchandising and Services Division of Statistics Canada maintains a consolidated statistical series on consumer credit extended to Canadians by selected financial institutions and other holders of these balances. The component statistics of these national estimates are supplied by the Bank of Canada, the Superintendent of Insurance, as well as by this and other divisions of Statistics Canada. At the present time data are available only at the national level for most series except the chartered banks for which provincial data are published in the Bank of Canada's *Monthly Review*.

At the end of 1974, the total amount of consumer credit outstanding in Canada reached \$20,606 million, a net increase during the year, after repayments on previous balances, of \$2,918 million, or 16.5% (Table 18.13). The personal disposable income of consumers in 1974 was \$88,105 million, a rise of 16.0% over the previous year, of which they spent \$79,633 million, an increase of 15.3% over 1973, on consumer goods and services, saving the remainder. A decade ago total consumer credit outstanding amounted to 18.9% of the \$33,049 million disposable income available to consumers in that year. Since then this percentage has gradually increased to 23.1% by year-end 1974.

Since 1954 there have been some significant shifts in "market share" among the institutions serving the needs of consumers for credit. At that time almost a third, 32.1% of all consumers' credit requirements were furnished by retail vendors — department stores, furniture stores and other retail outlets — historically, the earliest providers of consumer credit. Other major groups of suppliers of credit two decades ago were the sales finance and consumer loan companies which extended a further third of the total credit, mostly to finance automobile purchases, with the banks and credit unions and caisses populaires contributing almost an additional quarter, 23.6% of the amount. By 1964 retail trade outlets had lost over 12 percentage points in "market share" falling to 19.7%, while the chartered banks had expanded their share by the same amount to reach a 28.7% share. The share of sales finance and consumer loan companies had by then shrunk slightly to 31.0% but that of the credit unions and caisses populaires had increased to 11.3%. At the present time the chartered banks have gained pre-eminence in this field, holding over half, 52.5% of all outstanding balances; the share of credit unions and caisses populaires has also increased, to 13.7% but sharp declines in share have been experienced by the retail trade sector, which has shrunk to 10.5% and by sales finance and consumer loan companies whose share has halved since 1964 to 14.6%.

18.1.3 Service trades

Service trades generally encompass those businesses which perform a service and in which the sale of goods constitutes only a minor function. Service trades are classified generally into six principal groups: amusement and recreational services (movie theatres, bowling alleys, billiard parlours, health clubs, etc.); personal services (barber shops, beauty parlours, laundry and dry cleaning, laundromats and shoe repair shops); restaurant services (restaurants, take-out food shops, and other eating and drinking places); miscellaneous services including photographers, automobile and truck rentals and driving schools; services to business such as lawyers, accountants, computer services, consultants, advertising agencies, and media representatives; accommodation services which include hotels, motels and tourist camps. Not included under service trades are educational services, health services, real estate operations and financial services. It should also be noted that automotive services such as garages and other repair shops are covered under retailing.

Traveller accommodation. Table 18.14 summarizes the major types of accommodation in 1972. Total accommodation receipts in 1972 were \$1,708.0 million, of which hotels accounted for the major share, 80.6%, with total receipts of \$1,376.7 million. Receipts reported by motels totalled \$220.9 million (12.9%) and the remaining \$110.4 million (6.5%) was accounted for by tourist homes, tourist courts and cabins, outfitters and tent and trailer campgrounds. Total