

8.16 Restaurant receipts, by province, 1970-74 (concluded)

Province	1970 \$'000	1971 \$'000	1972 \$'000	1973 \$'000	1974 \$'000	Percentage change 1970-74
Manitoba	57,285	59,084	63,369	71,178	87,068	52.0
Saskatchewan	35,320	36,198	38,486	43,651	52,253	47.9
Alberta	102,901	105,327	107,765	114,819	134,953	31.1
British Columbia ¹	120,084	127,358	134,359	153,833	182,342	51.8
Canada	1,218,892	1,286,241	1,386,607	1,561,390	1,771,505	45.3

¹Includes the Yukon Territory and Northwest Territories.

18.17 Receipts, taxes and paid admissions of motion picture and drive-in theatres, 1967-73

Year	Motion picture theatres		Drive-in theatres	
	Receipts and taxes \$'000	Paid admissions '000	Receipts and taxes \$'000	Paid admissions '000
1967	97,233	85,531	13,547	12,042
1968	106,309	84,937	15,588	12,252
1969	109,848	78,918	16,691	11,308
1970	119,802	80,826	18,164	11,489
1972 ¹	131,399	81,241	19,054	10,559
1973	139,541	77,438	22,171	11,581

¹No survey was conducted in 1971.

18.18 Billings of advertising agencies, 1970, 1972 and 1973 (thousand dollars)

Type of medium or service	1970	1972	1973
Media billings			
Print media:			
Television	159,576	171,983	193,386
Radio	142,380	171,359	192,171
Outdoor	56,248	58,428	63,045
Total, media billings	12,132	13,480	13,923
Production cost	370,336	415,250	462,525
Print			
Television	37,168	48,485	47,380
Radio	28,354	28,201	38,512
Outdoor	5,825	5,039	5,651
Direct mail	1,377	2,505	2,433
Other	17,956	20,782	16,889
Total, production cost	1,716	2,942	3,727
Total, advertising billings	92,396	107,954	114,592
Research	462,732	523,204	577,117
Market surveys, etc.	7,620	11,862	9,045
Total, gross billings	470,352	535,066	586,162

18.19 Firms, total receipts and average funeral cost, by province, 1972

Province	Firms No.	Total receipts \$'000	Average funeral cost ¹ \$
Newfoundland	16	1,215	488
Prince Edward Island	19	616	499
Nova Scotia	68	4,556	576
New Brunswick	50	3,339	588
Quebec	363	32,811	794
Ontario	492	51,902	721
Manitoba	52	5,132	537
Saskatchewan	69	4,817	522
Alberta	52	6,783	530
British Columbia, Yukon Territory and Northwest Territories	75	8,289	469
Canada	1,256	119,460	665

¹Includes cost of casket but excludes vaults and extra charges.