

**Consumer credit.** Estimates of total consumer indebtedness for 1977 and selected earlier years are shown in Table 18.13. These estimates are based on the outstanding balances recorded in the books of various financial institutions, retail merchandising establishments, public utilities and other credit-granting organizations. The consumer credit extended to individuals and families for non-commercial purposes can be in the form of cash advances, or the provision of goods and services on credit or through use of credit cards, and is generally repaid by regular instalments which include interest and other finance charges. Statistics on consumer indebtedness exclude fully-secured bank loans, home-improvement loans, and long-term indebtedness such as residential mortgages. Data are not available on certain other forms of consumer credit such as interpersonal loans, bills owed to dentists and other professional practitioners, and to clubs or other personal service establishments. A 1970 survey of families and unattached individuals showed that consumer debt accounted for 24% of all personal indebtedness, residential mortgages accounted for another 68%, and other miscellaneous debt accounted for the remaining 8% (Statistics Canada Catalogue 13-547).

By the end of 1977 the total amount of balances outstanding with the above-mentioned selected holders amounted to \$31,234 million, an expansion of \$3,496 million, up 12.6% over the level reached at the end of 1976. Chartered banks, with outstanding balances of \$18,731 million, held 59.9% of total outstandings. Other major grantors of consumer credit were credit unions and caisses populaires with holdings of \$4,568 million, 14.6% of the total; sales finance and consumer loan companies with holdings of \$2,767 million, 8.8% of the total; and retail merchandising establishments with holdings of \$2,628 million, 8.4% of the total outstanding.

In the present situation in the consumer credit market, the cash-lending institutions — chartered banks, credit unions and caisses populaires, consumer loan companies and life insurance companies' policy loans — account for the overwhelming share (87.6%) of consumers' credit needs. This is in marked contrast to the situation in earlier years when consumer credit requirements were mainly serviced by department stores and other retail establishments and sales financing companies, which arranged and financed instalment credit for household effects and other consumer durables including passenger cars.

## Service trades

### 18.1.3

Service trades generally encompass those businesses, both commercial and non-commercial, which perform a service and in which the sale of goods constitutes only a minor function. Commercial service trades are classified generally into six principal groups: amusement and recreational services (such as movie theatres, bowling alleys, billiard parlours and health clubs); 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 (photographers, automobile and truck rentals and driving schools); services to business (lawyers, accountants, computer services, consultants, advertising agencies, media representatives); and accommodation services (hotels, motels and tourist camps). Non-commercial services include religious institutions, trade and professional associations, fraternal organizations and service clubs. Services related to education, health and finance are not included in this section. Automotive services, such as garages and other repair shops, are covered under retailing.

**Traveller accommodation.** Table 18.14 summarizes the major types of accommodation services in 1974 and 1975. Total accommodation receipts in 1975 amounted to \$2,571.0 million, of which hotels accounted for the major share, 81.6%, with total receipts of \$2,097.1 million. Receipts reported by motels totalled \$301.8 million (11.7%) and the remaining \$172.1 million (6.7%) was accounted for by tourist homes, tourist courts and cabins, outfitters and tent and trailer campgrounds. Total receipts include such source items as sales of rooms, food, alcoholic beverages, merchandise and other services provided by traveller accommodation business — telephone, valet, laundry and parking. A further breakdown of traveller accommodation data by province is in Table 18.15.