

Food and beverage industry. A census-type survey of the food and beverage industry (restaurants, caterers and taverns) was carried out in 1976. It was the first such survey since 1971 and showed total receipts of \$5,131.0 million, representing a 114.6% increase over the 1971 figure of \$2,397.0 million. The survey included establishments primarily engaged in preparing and serving meals and beverages, such as regular restaurants, caterers, drive-in, take-out and industrial restaurants, and taverns. Excluded were establishments owned by and operated as an integral part of hotels, motels and other accommodation businesses; armed forces messes, private clubs, legion branches and eating and drinking places operated by establishments classified to an industrial sector other than the service trades. The provincial breakdown of food and beverage receipts for 1976 is given in Table 18.16.

Power laundries, dry-cleaning and dyeing plants. In 1975, 2,681 power laundries, dry-cleaning and dyeing plants operated in Canada with a revenue of \$373.7 million, an increase of 16.1% from \$321.8 million in 1974. Of these plants, 354 were laundries, with a revenue of \$185.0 million, and 2,327 were dry-cleaning and dyeing plants with receipts totalling \$188.7 million. In 1975 power laundries showed a 22.5% increase in revenue over 1974 while the revenue of dry-cleaning and dyeing plants increased 10.5%.

Motion picture exhibition, distribution and production. This industry consists of exhibitors who operate regular movie theatres and drive-in theatres, film distributors, and private firms and government agencies engaged in producing motion picture films.

In 1976 receipts from admissions were \$224.0 million, of which \$192.4 million were obtained by regular movie theatres and \$31.6 million by drive-in theatres. Revenues obtained by regular theatres from other sources such as snack bars brought total receipts to \$233.1 million. There were 1,129 regular theatres and 309 drive-in theatres in operation in Canada.

The average admission price was \$2.34 (including taxes) in regular theatres and \$2.42 in drive-in theatres. The average utilized seating capacity in Canada as a whole dropped from 16% in 1975 to 15% in 1976. Smaller centres continue to have higher capacity utilization than larger centres.

In 1976, 86 firms distributed films through 134 offices in Canada. Total receipts increased by 11.4% to \$127.0 million in 1976 from \$114.0 million in 1975. Revenue from the rental of films for theatrical use amounted to \$78.6 million, representing 63.5% of total receipts. Revenue from the rental of films for television accounted for 29.3% and the remaining 7.2% came from the rental of film for other uses. In 1976, 2,580 new films were distributed, compared with 864 in 1975. New feature films numbered 690 and included 456 English, 187 French and 47 films in other languages. Of the 690 new feature films, 380 came from the US, 109 from France, 32 from Italy, 43 from Britain, 40 from Canada and 86 from other countries.

Motion picture production in 1976 was undertaken by 271 private firms reporting gross production revenue of \$53.7 million. A total of 5,810 original motion picture films was reported, plus 1,000 revisions, making a total of 6,810 productions of which 6,515 were made by private firms and 295 by government agencies. These 6,810 productions included the following: commercials (3,396), long and short features (424), documentary and educational films (1,038), filmstrips (1,091) and other (861).

Advertising agencies. In 1976, 304 advertising agencies reported gross billings of \$916.2 million. This only represents part of the total expenditure on advertising in the country since all advertising is not produced or placed by and through advertising agencies. Among expenditures not generally channelled through advertising agencies are classified advertisements in newspapers and a certain amount of catalogue and direct mail advertising. Of the total gross billings, which include media billings and production charges, \$321.0 million was in print media (including newspapers, weekend roto magazines, consumer magazines, trade papers, yellow pages and farm publications), \$394.7 million in television, \$120.4 million in radio, \$27.1 million for outdoor and transportation, \$24.1 million for direct mail and \$3.6 million for other media.

Total media billings amounted to \$749.3 million; production charges accounted for a further \$141.7 million and market research surveys and other services for \$25.2