

18.18 Billings of advertising agencies, 1973-76 (thousand dollars)

Type of medium or service	1973	1974	1975	1976
Media billings				
Print media	193,386	218,270	228,617	271,297
Television	192,171	229,950	248,167	341,848
Radio	63,045	73,185	77,361	111,125
Outdoor and transportation	13,923	14,450	16,204	25,008
Total, media billings	462,525	535,855	570,349	749,278
Production cost				
Print media	47,380	47,924	49,901	49,731
Television	38,512	38,687	40,892	52,867
Radio	5,651	8,136	6,916	9,270
Outdoor and transportation	2,433	1,776	2,380	2,093
Direct mail	16,889	21,004	20,132	24,107
Other	3,727	3,827	6,470	3,628
Total, production cost	114,592	121,354	126,691	141,696
Total, advertising billings	577,117	657,209	697,041	890,974
Research				
Market surveys	9,045	18,591	24,096	25,214
Total, gross billings	586,162	675,800	721,137	916,188

18.19 Revenue and expenditure of religious organizations, by province, 1974 and 1975

Province	Establishments		Revenue		Expenditure		Difference	
	1974 No.	1975 No.	1974 \$'000	1975 \$'000	1974 \$'000	1975 \$'000	1974 \$'000	1975 \$'000
Newfoundland	494	502	16,373	18,070	14,782	17,094	+1,591	+976
Prince Edward Island	190	187	5,626	6,139	5,079	5,294	+547	+845
Nova Scotia	1,140	1,149	31,159	35,690	28,357	32,795	+2,802	+2,895
New Brunswick	993	997	27,546	31,765	25,652	30,729	+1,894	+1,036
Quebec	3,048	3,053	140,139	154,300	131,102	143,966	+9,037	+10,334
Ontario	8,388	8,416	389,229	430,225	364,171	411,531	+25,058	+18,694
Manitoba	1,390	1,397	47,236	53,340	45,562	52,355	+1,674	+985
Saskatchewan	2,034	2,031	45,643	52,793	42,603	49,494	+3,040	+3,299
Alberta	2,184	2,196	82,693	93,749	73,698	88,667	+8,995	+5,082
British Columbia	2,056	2,066	84,281	92,942	79,998	91,868	+4,283	+1,074
Yukon Territory	38	39	759	751	660	708	+99	+43
Northwest Territories	56	56	626	952	670	1,030	-44	-78
Canada	22,011	22,089	871,308	970,716	812,334	925,531	+58,974	+45,185

18.20 Firms, total receipts and average funeral cost, by province, 1972 and 1976

Province	Firms No.		Total receipts \$'000		Average funeral cost ¹ (dollars)	
	1972	1976	1972	1976	1972	1976
Newfoundland	16	26	1,215	2,916	488	797
Prince Edward Island	19	15	616	997	499	794
Nova Scotia	68	64	4,556	6,821	576	906
New Brunswick	50	47	3,339	5,313	588	934
Quebec	363	381	32,811	55,814	794	1,119
Ontario	492	473	51,902	78,406	721	1,026
Manitoba	52	48	5,132	8,043	537	788
Saskatchewan	69	71	4,817	8,342	522	809
Alberta	52	63	6,783	11,915	530	827
British Columbia, Yukon Territory and Northwest Territories	75	71	8,289	13,398	469	636
Canada	1,256	1,259	119,460	191,965	665	956

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