

(carrying such commodities as cigarettes, beverages, confectionery) which are owned and operated by retail stores, restaurants and service stations; these sales statistics are usually inextricable from data collected in the course of other surveys.

During 1982, the 701 operators of 122,598 vending machines covered by this survey reported sales of \$363.3 million (Table 17.8). These sales, excluding ovens and coin and bill changers, represent a decrease of 4.4% from the \$380.1 million recorded in the previous year. Decreased sales through the following principal types of machine were chiefly responsible for the decline in receipts between 1981 and 1982: cigarette machines, with sales down 4.7% to \$135.6 million; coffee machines, sales down 6.6% to \$65.0 million; packaged confectionery, pastry and snack food machines, sales down 0.6% to \$48.9 million; fresh food combination machines, sales down 12.6% to \$20.4 million; and packaged milk and juice machines together with machines dispensing other beverages showing decreased sales of 13.9% which totalled \$18.6 million. However, sales from soft drink machines reached \$65.9 million, a 4.3% increase over the \$63.2 million recorded in 1981.

Direct selling refers to the substantial volume of consumer goods sold to the household consumer for his personal use by other than the regular retail store outlet, department store, chain store or independent retail dealer. This occurs at all levels in the movement of goods from the primary producer or importer to the consumer: at the agricultural level by greenhouse and nursery operators and some market gardeners; at the manufacturing stage through sales exclusively to employees at company-operated on-premise stores, or through integrated sales divisions using mail-order or door-to-door canvassers; by some wholesalers and importers; and by specialized direct sellers.

During 1981, Canadian householders spent \$2.7 billion on a wide variety of goods purchased directly through various methods of distribution which bypass traditional retailing outlets (Table 17.10). Major commodities handled by these direct selling businesses in 1981 included: dairy products, \$314.0 million; newspapers, \$286.9 million; cosmetics and costume jewellery, \$272.7 million; bakery products, \$205.1 million; books, \$189.6 million; household electrical appliances including vacuum cleaners, \$169.5 million; and brushes, brooms, mops and household soaps and cleaners, \$116.0 million.

Personal selling at house parties and other demonstrations through person-to-person contacts is the best known of the various methods of direct selling and accounted for \$756.9 million or 28.5% of the total spent on direct purchases in 1981. Sales made by home delivery or door-to-door as another mode of direct selling to the household consumer accounted for 23.0% or \$609.3 million. Sales by mail amounted to \$571.1 million and constituted 21.5%

of total direct sales. These figures of mail-order purchases do not include foreign mail-order sales made to Canadians nor the mail-order sales of Canadian department stores. Other methods of direct selling which bypass the regular retail outlets are sales made from showrooms and premises of manufacturing companies and primary producers, which accounted for 21.5% (\$570.1 million), and miscellaneous sales made from temporary roadside stands and market stalls, exhibitions and shows, and purchases of meals and alcoholic beverages on airlines, ferries and railways which accounted for 5.5% (\$146.8 million) in 1981.

Market research. Much of the data on merchandising and services is brought together with other industrial and demographic data in an annual publication entitled *Market research handbook* (Statistics Canada 63-224). The basic purpose of this handbook is to provide a convenient source of information and reference for people who are engaged in analyzing Canadian markets at local, provincial, regional and national levels. The handbook indicates trends by showing data for earlier years as well as reporting the latest available information. These data should help the marketing practitioner in assessing the dynamics of marketing such as population growth, demographic characteristics, income distribution and changes in consumer habits.

17.2 Service trades

The broad range of services provided by businesses classified to this sector includes amusement and recreational services (such as theatres, bowling, golf, skiing); personal services (barber and beauty shops, laundering and dry cleaning, funeral directors); food serving and accommodation services (hotels, restaurants, caterers); business services (computer, accounting, legal); and miscellaneous services (automobile rental, travel agencies).

Also in the scope of this major sector are non-commercial services such as institutions, trade and professional associations, religious, community and fraternal organizations and service clubs. Services related to health, education, finance and governments are excluded, as are service stations, garages and repair shops, which are included in retail trade.

17.2.1 Traveller accommodation

Table 17.12 summarizes the major types of accommodation services over a five-year period from 1978 to 1982. Total accommodation receipts in 1982 amounted to \$5.3 billion, an increase of 46.0% over 1978. Hotels accounted for \$4.3 billion or 81.7% of the 1982 total receipts while motels totalled \$604.0 million (11.4%) and the remaining \$367.9 million (6.9%) was accounted for by tourist homes, tourist