

stores.) Sales made by home delivery as another mode of direct selling to the household consumer accounted for 23.5% or \$588.6 million. 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 13.7% (\$344.0 million), and miscellaneous sales made from temporary roadside stands and market stalls, exhibitions and shows, as well as from newspaper coin boxes, which accounted for 5.4% (\$135.6 million) in 1985.

**Market research.** Much of the data on distributive trades 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 1980 to 1984. Total accommodation receipts in 1984 amounted to \$5.8 billion, an increase of 26.6% over 1980. Hotels accounted

for \$4.7 billion or 82.1% of the 1984 total receipts while motels totalled \$599.2 million (10.4%) and the remaining \$432.5 million (7.5%) 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 businesses — telephone, valet, laundry and parking. A further breakdown of traveller accommodation data by province is included in Table 17.13.

### 17.2.2 Food and beverage industry

In January 1980 a sample survey of the food and beverage industry was introduced by Statistics Canada to produce monthly estimates of receipts for the following five kinds of business: licensed, unlicensed and take-out restaurants, and caterers and taverns.

Restaurant, caterer and tavern receipts totalled nearly \$11.8 billion in 1985 or 9.0% more than the \$10.8 billion estimated for 1984. Of the 1985 totals, \$5.3 billion was reported by licensed restaurants, \$3.3 billion by unlicensed restaurants, \$1.4 billion by take-outs, \$897.5 million by caterers and \$882.7 million by taverns.

### 17.2.3 Computer services

In 1984 there were 2,209 computer services companies, reporting operating revenues of nearly \$2.9 billion. Of these companies, 2,109 were primarily engaged in providing computer services, with operating revenue over \$1.7 billion (58.6%) while 100 firms were primarily engaged in providing rental or lease of EDP hardware, with operating revenue over \$1.2 billion (41.4%). Table 17.23 summarizes the growth of companies that were primarily engaged in providing computer services over a four-year period.

## 17.3 Wholesale trade

Wholesalers are primarily engaged in buying merchandise for resale to retailers; to industrial, commercial, institutional and professional users; to other wholesalers; to farmers for use in farm production; or for export. Or they act as agents in connection with such transactions. Businesses engaged in more than one activity, such as wholesaling and retailing or wholesaling and manufacturing, are considered to be primarily in wholesale trade if the greater part of their gross margin (the difference between the total sales and the cost of goods sold) is due to their wholesaling activity.

Wholesale trade statistics measure the total volume of trade conducted by all wholesale