

## 18.15 Restaurant receipts, by province, 1970-73

Province	Percentage change 1966-69	1970 \$'000	1971 \$'000	1972 \$'000	1973 \$'000	Percentage change 1970-73
Newfoundland	-11.7	10,813	11,987	13,069	15,479	+43.2
Prince Edward Island	-0.4	3,153	3,191	3,208	3,650	+15.8
Nova Scotia	+14.0	30,183	31,267	33,981	37,072	+22.8
New Brunswick	+16.3	24,380	25,756	28,005	30,935	+26.9
Quebec	+11.2	411,597	439,376	481,131	536,585	+30.4
Ontario	+7.6	423,176	446,697	483,234	554,188	+31.0
Manitoba	+13.7	57,285	59,084	63,369	71,178	+24.5
Saskatchewan	-9.0	35,320	36,198	38,486	43,651	+23.6
Alberta	+28.7	102,901	105,327	107,765	114,819	+11.6
British Columbia <sup>1</sup>	+18.9	120,084	127,358	134,359	153,833	+28.1
Canada	+11.1	1,218,892	1,286,241	1,386,607	1,561,390	+28.1

<sup>1</sup>Includes the Yukon Territory and Northwest Territories.

## 18.16 Receipts, taxes and paid admissions of motion picture and drive-in theatres, 1966-72

Year	Motion picture theatres		Drive-in theatres	
	Receipts and taxes \$'000	Paid admissions '000	Receipts and taxes \$'000	Paid admissions '000
1966	88,856.2	87,694.0	12,027.9	11,265.2
1967	97,233.2	85,530.6	13,546.6	12,042.2
1968	106,309.1	84,936.8	15,587.7	12,251.9
1969	109,847.8	78,917.7	16,690.9	11,308.4
1970	119,802.4	80,826.1	18,164.2	11,489.4
1972 <sup>1</sup>	131,399.1	81,240.5	19,053.5	10,558.6

<sup>1</sup>No survey was conducted in 1971.

## 18.17 Billings of advertising agencies, 1969, 1970 and 1972 (thousand dollars)

Type of medium or service	1969	1970	1972
Media billings			
Print media	158,807.2	159,576.3	171,983.3
Television	138,061.2	142,379.6	171,358.6
Radio	55,031.9	56,247.6	58,428.3
Outdoor	12,428.8	12,132.1	13,480.1
Total, media billings	364,329.0	370,335.5	415,250.2
Production cost			
Print	35,877.3	37,168.1	48,484.5
Television	26,144.4	28,354.0	28,200.7
Radio	5,194.7	5,825.5	5,038.6
Outdoor	1,880.3	1,376.8	2,505.3
Direct mail	15,347.7	17,956.3	20,782.3
Other	1,558.9	1,715.7	2,942.2
Total, production cost	86,003.3	92,396.4	107,953.5
Total, advertising billings	450,332.3	462,732.0	523,203.7
Research			
Market surveys, etc.	5,810.5	7,620.1	11,862.0
Total, gross billings	456,142.8	470,352.1	535,065.7

## 18.18 Sales of wholesale merchants, by kind of business, 1970-73

Kind of business	Percentage change 1966-69	1970 \$'000,000	1971 <sup>P</sup> \$'000,000	1972 <sup>P</sup> \$'000,000	1973 <sup>P</sup> \$'000,000	Percentage change 1970-73
Consumer goods trades	+28.3	11,946.1	12,728.6	14,148.6	16,135.9	+35.1
Automotive parts and accessories	+43.6	1,355.1	1,519.0	1,721.1	2,060.4	+52.0
Motor vehicles	+49.5	555.2	627.2	741.8	841.7	+51.6
Drugs and drug sundries	+31.7	612.2	653.7	700.6	754.7	+23.3
Clothing and furnishings	+29.5	304.7	307.6	334.3	358.2	+17.5
Footwear	+38.9	81.3	77.6	75.4	83.3	+2.5
Other textiles and clothing accessories	+17.9	518.2	588.5	656.5	705.3	+36.1
Household electrical appliances	+40.4	531.9	600.4	673.1	801.5	+50.7
Tobacco, confectionery and soft drinks	+29.2	940.5	999.8	1,081.0	1,182.5	+25.7
Fresh fruits and vegetables	+23.8	519.4	558.7	607.0	653.2	+25.8
Meat and dairy products	+21.7	780.7	757.3	871.6	1,060.7	+35.9
Floor coverings	+49.5	236.8	275.9	318.6	369.6	+56.1
Groceries and food specialties	+22.1	3,717.3	3,830.1	4,223.1	4,799.7	+29.1
Hardware	+9.6	617.2	638.3	677.4	754.7	+22.3
Other consumer goods	+37.3	1,175.6	1,294.6	1,467.1	1,710.4	+45.5