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CONSUMER COMPLAINTS AND ENQUIRIES

PLAINTES ET DEMANDES DE RENSEIGNEMENTS DES CONSOMMATEURS



Department of consumer and corporate affairs / Ministère de la consommation et des corporations



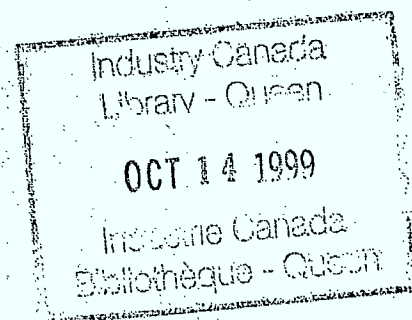
Consumer Service and Information Branch

Direction des services et renseignements aux consommateurs

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CONSUMER COMPLAINTS AND ENQUIRIES

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ANNUAL REPORT OF CONSUMER COMPLAINTS AND ENQUIRIES

CONSUMER COMPLAINTS

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General

This is the second Annual Report of Complaints and Enquiries, as prepared by the Consumer Service and Information Branch of the Bureau of Consumer Affairs.

Consumers have continued to present their complaints and problems to "The Consumer, Box 99, Ottawa" a mailing address which was established in 1968. The total of Complaints received in 1969 increased by 115% over the preceding year. 6,683 complaints were processed in 1969; 3109 in 1968; making a total of 9792 since the inception of Box 99.

The Consumer Service and Information Branch has met with manufacturers, trade associations, and service industries in an effort to resolve the areas of difficulty that exist relative to commodity and service purchasing. For the most part, the business community has been most helpful in resolving consumer complaints.

Cooperation with provincial agencies has been strengthened. The appointment, in the second half of 1969, of Regional Consumer Consultants with headquarters in Halifax, Montreal, Toronto, Winnipeg and Vancouver has

increased the exchange of information between federal and provincial offices. Consumer Consultants have also been handling complaints and enquiries in their respective Regions. Their proximity to the complainant and their familiarity with regional problems add to the effectiveness of their role in this activity.

Analysis

Appended to this report are the following

Tables:

1. Complaints monthly by subject.*
2. Complaints monthly by category.*
3.
 - (a) Complaints monthly by subject and category - 1969.
 - (b) Complaints monthly by subject and category - 1968-69.
4. Complaints monthly by subject and province.
5. Complaints monthly by category and province.

Brief comments are presented on the above tables after which a number of problem areas will be reviewed.

* In the classification of complaints, twenty-six subjects and twelve categories are used. (Refer to Tables I and II)

Table I Complaints monthly by subject

It is interesting to note that the three subjects which lead the statistical tabulation in 1969 are the same subjects and in the same order as in 1968. They are: Foods; Motor Vehicles and Accessories; Wearing Apparel. Real Estate-Housing and Appliances exchanged 4th and 5th spots.

Table II Complaints monthly by category

Prices again lead the list in total number of complaints, followed by quality, compensation, alleged unethical practices, and advertising. In 1968, guarantees and warranties was in fourth spot, but in 1969 it dropped to sixth place. In 1969 complaints against advertising increased by 140% over 1968. Alleged unethical practices which did not appear in the top five in 1968 and which occupies 3rd spot in 1969 includes complaints relative to fraud and deception, bait and switch, itinerant sales, referral sales, and attempted collection of non-owing accounts.

Table III Complaints monthly by subject and category

Basically this Table is self-explanatory. However, some examples will be given. Three hundred and thirty-three (333) complaints were received in 1969 concerning appliances. From this Table it will be seen that the largest number, 84, referred to the quality of appliances, with repairs and servicing at 71 running a close second. Fifty-four (54) complaints were recorded on guarantees and warranties. Related to appliances, it is evident that consumers who write to Box 99 are not satisfied with (a) the quality; (b) repairs and servicing; and (c) guarantees and warranties.

Of the 622 complaints recorded in 1969 against motor vehicles and accessories, by far the largest number (164) concerned guarantees and warranties, with repairs and servicing (116) and quality (111) coming next. Guarantees and warranties will be discussed later in this report.

The above examples will illustrate the trends indicated in Table III.

Table IV Complaints monthly by subject and province

With the exceptions of Prince Edward Island and Northwest Territories-Yukon, food complaints predominated from all provinces. In seven provinces, motor vehicles and accessories came second. Wearing Apparel complaints rank among the top five subjects of complaint in Quebec, Ontario, Saskatchewan, Alberta and British Columbia.

In 1969, Ontario produced the largest number of complaints, followed by British Columbia, Quebec, Alberta, Nova Scotia, and Saskatchewan.

Table V Complaints monthly by category and province

While Newfoundland, Quebec, Ontario and British Columbia complained most often about prices, Nova Scotia, New Brunswick, Prince Edward Island, Manitoba, Saskatchewan and Alberta recorded the majority of their complaints about quality.

Problem Areas

A review is presented of a number of problem areas that appeared to be significant, as indicated by Box 99 complaints.

Textiles and Wearing Apparel

Problems related to textiles and wearing apparel primarily fall under three headings: drycleaning; quality and wearability; care and fibre labelling. Many problems relative to drycleaning and quality and wearability could have been avoided if adequate care and fibre information had been available to the consumer.

It is evident from the *drycleaning* complaints received at Box 99 that consumers do not always receive compensation for articles damaged at the drycleaners. While it is difficult, due to lack of care and fibre labelling, to determine the area of responsibility when problems arise as a result of drycleaning, it does seem that (1) an obvious need exists for greater understanding between the consumer and the drycleaning industry as to the responsibility of the latter; and (2) problems, that may be inherent in the garment, become known only during the cleaning process. The establishment of a mediation board authorized to arbitrate disputes between a customer and the drycleaning industry might well be a useful instrument for settling disputes. Such a committee already exists in Toronto.

From an analysis of complaints relative to *quality and wearability* of textiles and apparel, several problems are revealed: workmanship which results in poor fit and loss of shape; less than adequate stitching combined with poor-quality thread; fading, running and rubbing off of colour; zippers and fasteners which do not last; poor material used in pockets; and permanent press garments which are indeed not so. A number of complaints were related to imported garments where the consumer felt that the quality and workmanship were inferior and the sizes were not the same as with domestically-produced garments.

The lack of adequate *care and fibre labelling* has concerned Canadian consumers. It is obvious that a need exists for care and fibre identification labels to be permanently affixed to garments so that they will be available to the consumer and the drycleaner for the lifetime of the article.

A discussion of textiles and wearing apparel would be incomplete without mention of the *flammability* of materials. Unsuspected combustion involving garments

has been the subject of a number of complaints. The development of a standard that will reduce this hazard is being given high priority.

Hazardous Products

In addition to the hazard of flammability, referred to above, other areas of concern are revealed by Box 99 letters. The largest area relates to the *toxicity* of products. Among the letters are those requesting a ban on the distribution of free samples of cleansing agents to residences. Other consumers request control of the retail sale of glue and nail polish remover. Still others express alarm over the use of toxic substances in toys.

A significant number of complaints related to *sharp and piercing properties of toys*, especially dolls and baby rattles. Other consumers were alarmed over the *lack of safety features* in child "safety" harnesses, and the dangerous spacing of crib slats. One mother complained of the nylon mesh used in a child's playpen where a button on the little girl's dress caught in the mesh causing the child to choke.

A variety of products prompted consumers to write requesting regulations to enforce the use of a clearly-stated warning on containers of toxic substances.

In addition, consumers have written regarding life jackets, demanding that all manufactured life-jackets, both domestic and imported, meet government safety standards.

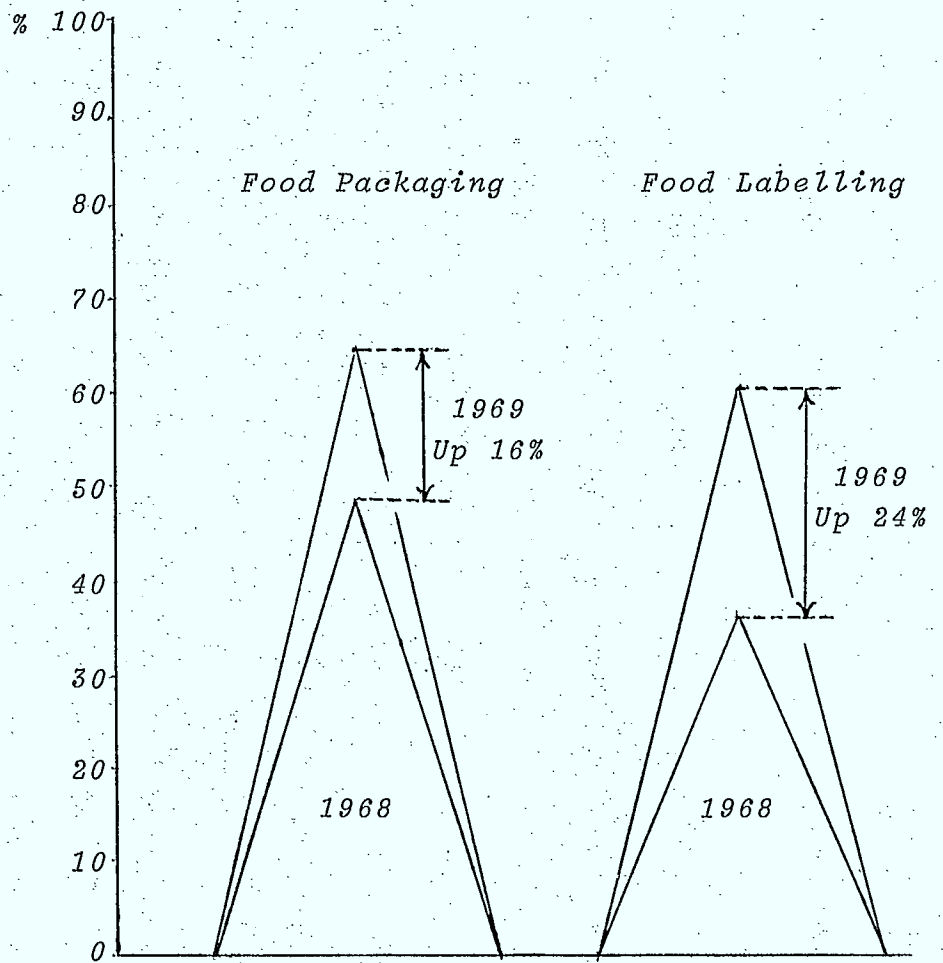
The Hazardous Products Regulations, which will be issued in the next few weeks, and the standards for toys and life jackets that are under development, will solve many of these problems.

Food Packaging and Labelling

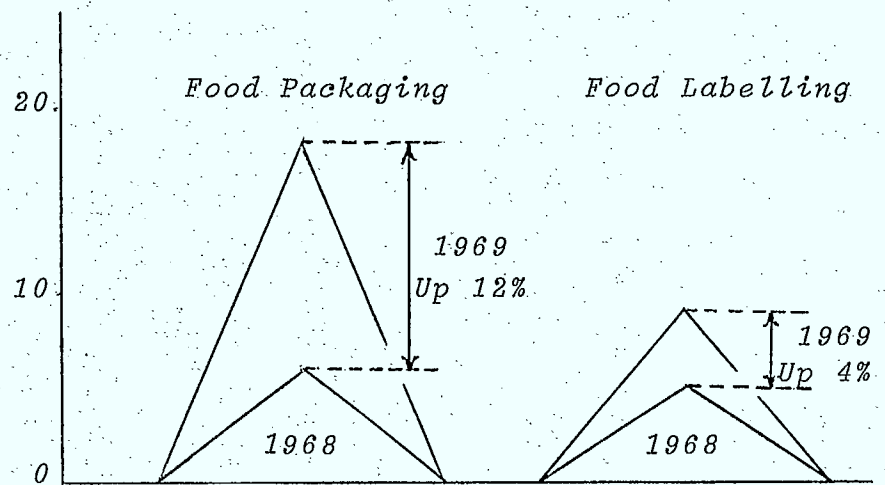
Food packaging complaints, in 1969, totalled 64.3% of all packaging complaints. This constituted a rise of 16% over the preceding year. In 1968, 6% of all food complaints involved packaging. In 1969, the figure rose to 18%.

Food labelling complaints, in 1969, made up 60% of all labelling complaints, a rise of 24% over 1968. Of all food complaints in 1969, 9% were on food labelling; an increase of 4% over 1968.

Food Packaging
and Labelling
Complaints as
Percentage of
All Complaints
on Packaging
and Labelling



Food Packaging
and Labelling
Complaints as
Percentage of
All Food
Complaints



Complaints on food packaging reveal several major areas of concern: gimmicks in food packages; fancy packaging and slack-fill; proliferation of package sizes; allegedly deceptive packaging and vignettes.

Foods which were the main target of criticism relative to *gimmicks* were cereals, fruit dessert powders, dry beverages, and flour.

Complaints on *fancy packaging and slack-fill* run numerically at approximately the same rate as in 1968. Consumers expressed the opinion that fancy packaging contributes to an increase in cost for the product, sometimes accompanied by a decrease in package satisfaction. An example of this combination is a spice container where the design hampers the inserting of a measuring spoon. Slack-fill complaints involved, for the most part, foods such as cereals, potato chips and chocolate bars.

Closely related to fancy packaging are complaints that refer to the *proliferation of package sizes*.

Approximately 6 per cent of all food packaging complaints are recorded against the long-standing problem of *allegedly deceptive vignettes*.

Complaints about *allegedly deceptive packages* include disapproval of the cardboard trays used in the packaging of meat because consumers feel that such a method of packaging often hides inferior portions from view. A number of complaints are recorded on bacon where the purchaser complained of the quality being inferior to that of the slice shown by regulation.

Other points raised about food packaging include requests for special indicators to register whether or not a food has thawed; complaints against returnable plastic milk containers where the containers become pitted or have picked up odours from the storage of a product other than milk; packages that are hard to open and close; and the use of staples in closing packages.

Allegedly misleading advertising of foods through the media has accounted for a small number of complaints.

Food labelling complaints can be broken down into several specific areas. Consumers writing to Box 99 have requested the following improvements, which are listed below, not necessarily according to importance or volume of complaints received:

1. The elimination of fractional weights.
2. Complete listing of ingredients.

3. Elimination or clarification of cents-off deals.
4. Accurate labelling of cut-up poultry; for example, packages labelled chicken breasts should not contain neck or backbone.
5. Indication of the price per unit.
6. Datemarking, particularly of perishable foods.
7. Change in the nomenclature for grades of processed fruits and vegetables.

Non-returnable Bottles

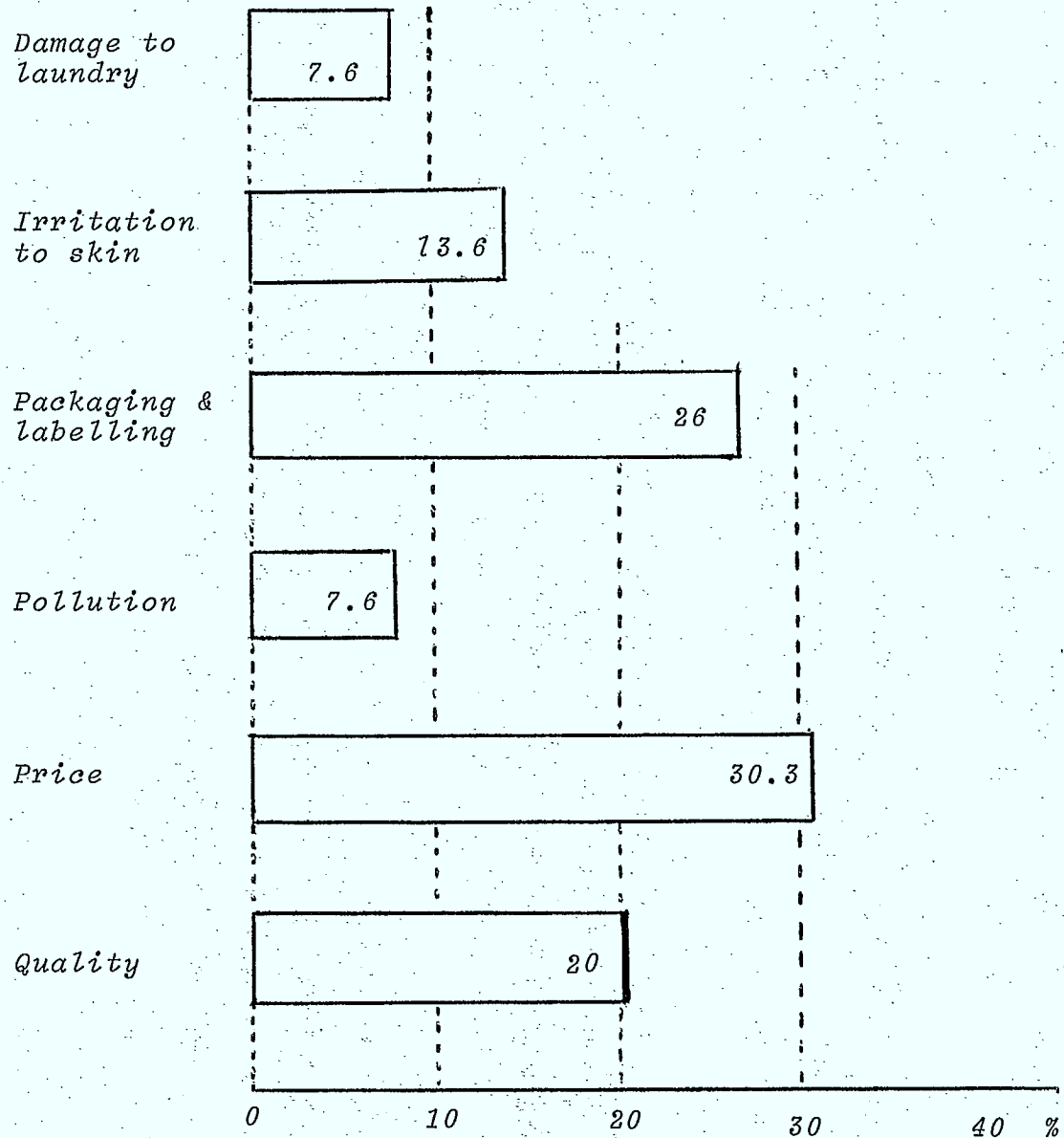
Of the total of complaints received on non-returnable bottles in 1968 and 1969, the majority wanted outright banning of these bottles. The remainder drew attention to the litter problem, the hazard from breakage, and the lack of choice of container.

However, complaints received on non-returnable bottles dropped in 1969 by 87%.

Soaps and Detergents

More than a third, or 38%, of the complaints on household products have been on soaps and detergents.

The following table gives an approximate percentage breakdown of the subject matter of the complaints on soaps and detergents for 1969.



Drug Products

Complaints on this subject can be classified under the following headings:

1. High price.
2. Canadian vs foreign prices.
3. Price variations from store to store.
4. Suggested free medication for pensioners.
5. Exaggerated claims of effectiveness of a product.
6. Slack-fill and container design.
7. Allergic reactions.

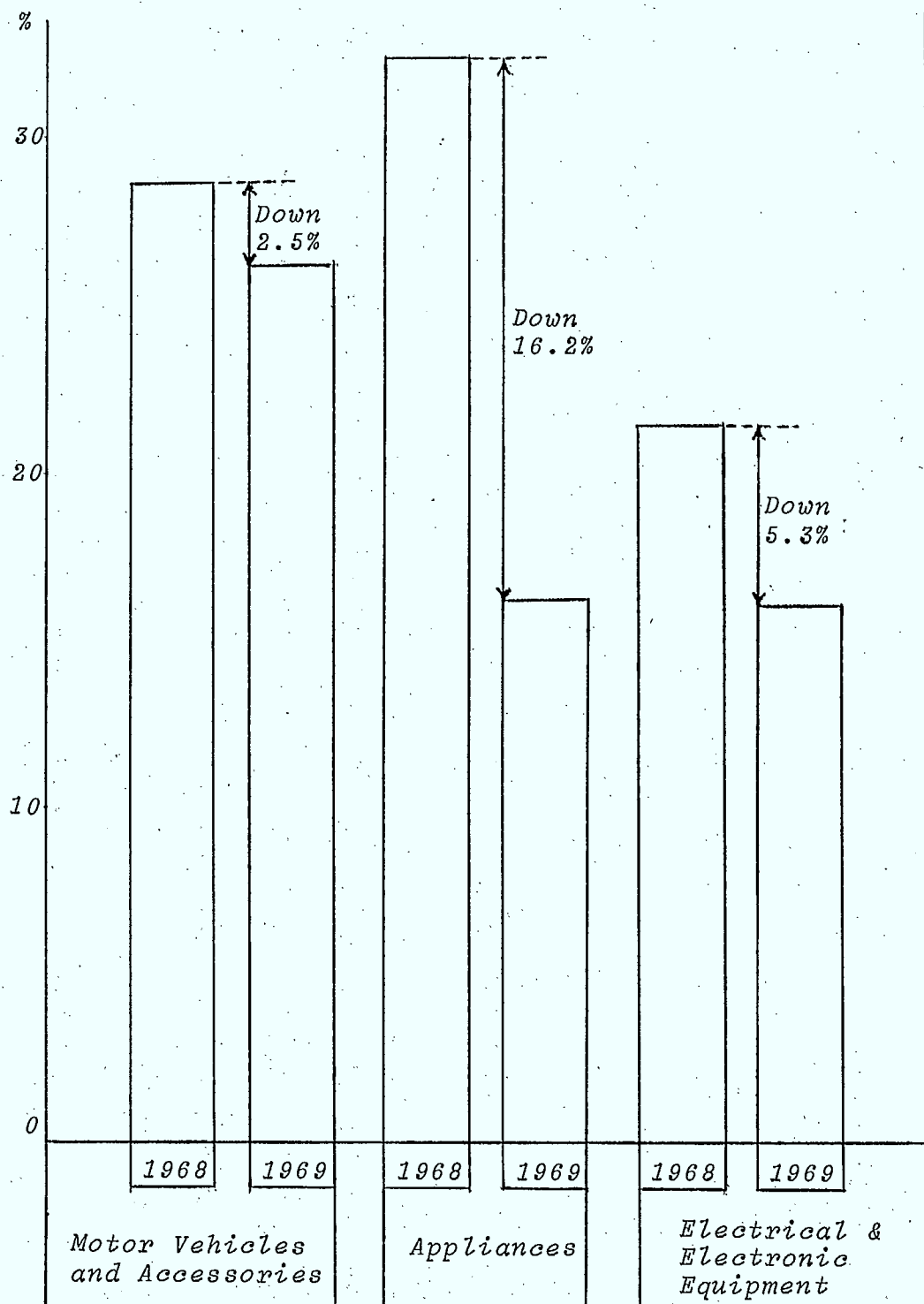
Guarantees and Warranties

In 1968, complaints on guarantees and warranties totalled slightly over 9% of the total. In 1969, only 5.5% of the total complaints related to guarantees and warranties.

Below are comparisons for 1968 and 1969 showing the percentage of guarantee and warranty complaints as related to the total complaints on motor vehicles and accessories; electrical and electronic equipment; and appliances.

COMPLAINTS ON GUARANTEES AND WARRANTIES

AS PERCENTAGE OF TOTAL COMPLAINTS



From the complaints recorded on guarantees and warranties, the following observations have been made:

1. In most guarantees, there always appears to be a grey area which is subject to misinterpretation and is the cause of disputes.
2. Warranty repair service is often inadequate and delayed.
3. Consumers often are not compensated for delayed or poor service.
4. Repair parts may not be available or not as good as original parts.
5. Excessive servicing required.
6. Purchasers encounter problems in rejecting defective goods and claiming a refund of purchase price.
7. Guarantor usually has final decision on application of warranty and is sole judge of the presence of defects in material or workmanship.
8. Guarantees often exclude components.
9. If guarantor stipulates that maintenance requirements must be performed by a specific dealership, charges may be excessive.

10. Often guarantees are not transferable to second owner.
11. Guarantee provisions are blown up and used as sales and advertising gimmicks.
12. Responsibility for predelivery inspection work is not covered by manufacturer's guarantee.
13. Clear and precise guarantee information is difficult to obtain prior to purchase.
14. Some guarantees are not honoured due to change of management, merger or bankruptcy.
15. The consumer should have recourse to an impartial board of appeal to review cases of refused guaranty claims.

Quality

It may be significant to note that in 1968, 13.5% of all complaints received by Box 99 had to do with product quality. In 1969, the percentage of complaints regarding quality rose to 17%, with the quality of food and wearing apparel leading the list.

Conclusion

The responsibility of the Consumer Service and Information Branch extends beyond assistance in the resolution of individual complaints. While this function obviously is a necessary one, the recommendation of remedial measures must remain a foremost objective if abuses in the marketplace are to be corrected.

Many consumers have complained about the lack of fibre content labelling on wearing apparel and other textile articles. The Textile Labelling Bill recently introduced in the Senate is designed to meet this problem.

Consumers have cited their individual problems relative to washing and cleaning garments and household textiles, where the absence of care instructions has caused disastrous results. The proposed Care Labelling System, about to be introduced, will help in this area of concern.

It should be noted that hazardous products, either in the form of toxic substances, dangerous toys, poorly designed children's furniture, and flammable fabrics, have been recorded as major problems. The Hazardous Products Act is now on the statute books and regulations are being drafted to control various hazards.

The Department of Consumer and Corporate Affairs is vigorously promoting the use of Canada Standard Sizes in the manufacture of children's clothing. Clothes manufactured to Canada Standards Sizes are designed to body measurements rather than age specifications, as formerly used. Parents are urged to ask retailers for CSS garments.

From complaints on packaging and labelling, the Consumer Service and Information Branch is able to report the views of consumers on these matters. Such representations are of significant value in any legislative proposal that may be forthcoming.

The areas cited provide examples of one use made of Box 99 complaints. In addition, analyses of complaints form the basis of representations to industry and trade associations, to indicate to the manufacturers where the problems exist, as reported through Box 99.

The letters received from consumers make up a valuable bank of consumer opinion, the impact of which is reflected in measures being taken to improve consumer protection in the marketplace.

CONSUMER ENQUIRIES

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General

A continuing function of the Consumer Service and Information Branch is the answering of enquiries directed to the Bureau of Consumer Affairs and the Branch. Enquiries are distinguished from complaints in that they are requests for information rather than appeals for assistance or the registration of an alleged problem. While enquiries usually do not require the process of intercession that follows many complaints, often a considerable amount of research is needed to secure the information requested.

Enquiries are processed by the Information Division of the Branch. During the year, 1,594 enquiries were received and processed. This represents an increase of 66 per cent over 1968.

What Do Consumers Enquire About?

More than 40 per cent of all enquiries fall into three subject areas: foods - 17.25 per cent, Government

functions and services - 15.43 per cent, and publications - 10.28 per cent.

In the *food area*, consumers write requesting information on the handling of food, e.g. recipes ranging from cooking fish to making wine, freezing foods, food grading, etc. They also enquire about ingredients in standardized foods, nutrition, and how to secure the most for their food dollar. Many of these enquiries are referred to other government departments that have specialists in these fields. Food enquiries rose sharply over 1968. In fact they almost tripled.

Governmental functions and services prompted the second largest number of enquiries and were received at about the same rate as in 1968. In this area, consumers request information about the organization and function of the Department of Consumer and Corporate Affairs particularly, and about consumer protective legislation in general. When answering such enquiries, it is often necessary to explain the jurisdictional positions of the various levels of government. Many enquiries are received from secondary school students who have been assigned projects involving consumer matters.

More than 10 per cent of enquiries are requests for *publications* on a wide range of topics. These enquiries are often general requests asking if certain publications exist and where publications on certain topics may be secured.

The fourth most frequent subject of enquiry is *detergents and household products*, representing 5.27 per cent of the total. The most popular topic is biodegradable detergents and their effect on water pollution.

The general subject of *finance* attracted 5.2 per cent of the enquiries which range from the subject of credit cards to cost-of-living surveys and family money management.

Wearing apparel accounted for 4.45 per cent of enquiries with fibre content labelling, care of garments, and standardization of sizes being the subjects of most questions.

The following subjects each attracted between 3 and 4 per cent of the total enquiries: *electrical and electronic equipment, motor vehicles and accessories, appliances, textiles, and education*. In most of these cases, the consumer requested information on the performance

or quality of certain commodities. While the Division cannot put itself in the position of recommending one manufacturer's product or another, references containing the desired information are sought out and passed on to the consumer to assist him to be more knowledgeable in his selection of purchases.

The remaining 25 per cent of the enquiries are divided in decreasing numbers among 14 other general subject areas and miscellaneous. These subjects and the numbers of enquiries involved are presented in Table VI, entitled Consumer Enquiries, accompanying this report.

A general examination of categories into which enquiries fall is not as significant as in the case of complaints, since they do not represent problem areas. Enquiries reflect the curiosity of consumers on some specific subject. These general areas of curiosity were expressed in the following order of frequency: prices, quality, labelling, safety, standardization, alleged unethical practices, advertising, repairs and servicing, compensation, and guarantees and warranties. A substantial number are categorized as miscellaneous because they cover an extremely broad number of individual subjects.

Conclusion

In the 1968 Annual Report, it was observed that enquiries fall into two general areas of consumer interest:

- (1) Enquiries regarding consumer goods, services, and practices initiated by consumers in their own self-interest, i.e. for the purpose of gaining advantage in their own dealings in the marketplace and with business.
- (2) Enquiries regarding the responsibilities and operation of various governments, and the availability of legislation, regulations and information which affect the consumer interest.

The 1969 consumer enquiries confirm this observation.

DEPARTMENT OF CONSUMER AND CORPORATE AFFAIRS

CONSUMER SERVICE AND INFORMATION BRANCH

CONSUMER COMPLAINTS - 1968 - 1969

TABLE I

SUBJECT CLASSIFICATION	TOTAL 1968	JAN./69	FEB.	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPT.	OCTOBER	NOV.	DEC.	TOTAL 1969	TOTAL 1968-69
Appliances	157	29	50	26	22	29	31	21	18	33	25	28	21	333	490
Cosmetics & Beauty Prod.	85	4	14	9	11	8	4	4	5	9	4	9	15	96	181
Detergents & Hshld. Prod.	51	8	21	14	12	18	17	10	4	10	9	18	21	162	213
Drugs	120	8	9	3	16	14	13	10	6	10	11	13	11	124	244
Education	16	1	6	5	2	1	2	1	1	5	3	4	2	33	49
Elect. & Electronic Equip.	146	33	59	24	27	15	29	16	8	11	16	27	27	292	438
Finance	66	11	18	6	0	4	9	16	6	8	14	24	27	143	209
Foods	681	69	146	81	131	99	180	771	51	158	164	185	193	1228	2909
Govt. Functions & Serv.									4	6	1	6	11	28	28
Home Furnishings	137	13	25	25	27	22	19	21	10	23	22	20	18	245	382
Housewares	38	4	7	5	8	5	8	2	2	10	10	9	6	76	114
Insurance	35	5	7	1	12	5	3	6	4	3	2	3	7	58	93
Jewellery	23	6	6	3	7	7	2	4	3		6	4	6	54	77
Medical Equip. & Supplies	49	7	14	11	12	5	6	7	0	5	2	4	8	81	130
Medical Services	18	3	2	4	4	3	5	0	1	4	0	2	1	29	47
Miscellaneous	325	27	66	39	41	39	53	22	10	18	19	17	14	265	690
Motor Vehicles & Access.	238	46	88	36	69	44	69	41	30	43	51	55	50	622	860
Personal Services	92	15	12	12	15	6	23	19	7	13	19	13	8	162	254
Publications	157	31	18	15	25	24	20	18	7	10	12	6	13	199	356
Real Estate-Housing	171	25	25	7	33	21	21	32	17	38	44	36	33	332	503
Recreation & Equipment	101	30	25	11	19	24	16	16	11	18	15	13	19	217	318
Sales Promotions	81	8	10	5	6	7	13	26	15	26	32	37	30	215	296
Stationery & Off. Supplies	26	2	3	3	2	3	2	3	1	4	3	2	3	31	57
Textiles	64	8	13	8	3	9	10	3	2	3	3	10	7	79	143
Transp. & Communication	33	6	8	6	4	2	2	10	10	15	14	8	11	96	129
Wearing Apparel	199	21	50	39	38	27	31	24	11	34	22	48	38	383	582
TOTAL	3109	420	702	398	546	441	588	1103	244	517	523	601	600	6683	9792

DEPARTMENT OF CONSUMER AND CORPORATE AFFAIRS

CONSUMER SERVICE AND INFORMATION BRANCH

CONSUMER COMPLAINTS - 1968-69

TABLE II

CATEGORY CLASSIFICATION	TOTAL 1968	JAN./69	FEB.	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPT.	OCT.	NOV.	DEC.	TOTAL 1969	TOTAL 1968-69
Advertising	172	27	32	24	35	49	35	38	22	25	37	51	39	414	586
Alleged Unethical Practices	251	48	66	33	27	14	35	53	44	57	86	104	84	641	892
Compensation	538	96	128	87	40	47	99	99	31	64	53	47	49	840	1378
Guarantees & Warranties	281	85	147	42	15	12	17	15	6	7	6	11	8	371	652
Labelling	167	27	32	25	6	21	23	28	21	47	56	29	59	374	541
Packaging	83	5	16	19	19	11	11	17	8	14	11	21	19	171	254
Prices	587	46	96	55	107	98	168	725	37	96	95	97	102	1722	2309
Quality	430	27	87	47	135	81	81	68	50	144	94	161	173	1148	1578
Repairs & Servicing	114	12	25	23	27	23	33	24	12	31	47	40	31	228	442
Safety	175	24	37	26	41	39	29	15	8	9	23	13	14	278	453
Standardization	104	14	21	10	25	17	18	12	3	10	7	21	15	173	277
Miscellaneous	207	9	15	17	69	29	39	9	2	13	8	6	7	223	430
TOTAL	3109	420	702	398	546	441	588	1103	244	517	523	601	600	6683	9792

DEPARTMENT OF CONSUMER AND CORPORATE AFFAIRS

CONSUMER SERVICE AND INFORMATION BRANCH

CONSUMER COMPLAINTS - 1969

TABLE III (a)

SUBJECT	(Category)	Advertising	Alleged Uneth. Prac.	Compensation	Guarantees & Warranties	Labelling	Packaging	Prices	Quality	Repairs & Servicing	Safety	Standardization	Misc.	TOTAL 1969
Appliances		25	23	35	54	4		25	84	71	3		9	333
Cosmetics & Beauty Prod.		18	1	8		12	6	26	9	1	10	5		96
Detergents & Hshld. Prod.		12	2	6	1	20	13	38	17		40	8	5	162
Drugs		9	1	2		3	6	87	6		4	5	1	124
Education		2	8	13				1	2				7	33
Elect. & Electronic Equip.		16	39	60	47	5		19	45	53	1	1	6	292
Finance		17	87	18		1		10	1	2	1		6	143
Foods		87	62	21		222	110	1093	416		98	97	22	2228
Govt. Functions & Serv.		1	5	5	1			1	5				10	28
Home Furnishings		18	14	50	21	10	1	12	91	12	9	4	3	245
Housewares		5	4	6	4	4	2	11	20		12	3	5	76
Insurance		3	10	27				6				1	11	58
Jewellery		7	2	8	13			4	4	10	6			54
Medical Equip. & Supplies		4	6	19	2	4	1	29	8	4	1	2	1	81
Medical Services			2	9	1			15	2					29
Miscellaneous		42	45	36	6	17	16	103	23	1	9	14	53	365
Motor Vehicles & Access.		25	56	53	164	3	2	63	111	116	20	2	7	622
Personal Services		2	19	107	1	1		15	8	2	1		6	162
Publications		11	58	106		1		9	4	1			9	199
Real Estate-Housing		17	24	91	22	4		62	62	31	6	3	10	332
Recreation & Equipment		21	11	34	21	6	5	18	32	13	45	3	8	217
Sales Promotions		41	122	30				6		1	2		13	215
Stationery & Off. Supplies		3	5	4	2	5	4	2	3	1	1	1		31
Textiles		5	4	5	2	14	4	8	28		1	6	2	79
Transp. & Communication		4	21	29		1		30	1	5			5	96
Wearing Apparel		19	10	58	9	37	1	29	166	4	8	18	24	383
TOTAL		414	641	840	371	374	171	1722	1148	328	278	173	223	6683

DEPARTMENT OF CONSUMER AND CORPORATE AFFAIRS

CONSUMER SERVICE AND INFORMATION BRANCH

CONSUMER COMPLAINTS - 1968 - 69

TABLE III (b)

SUBJECT CLASSIFICATION (CATEGORY)	Advertising	Alleged Uneth. Prac.	Compensation	Guarantees & Warranties	Labelling	Packaging	Prices	Quality	Repairs & Servicing	Safety	Standardiza- tion	Misc.	TOTAL 1968-69
Appliances	29	30	46	105	9		43	109	98	6		15	490
Cosmetics & Beauty Products	29	8	14		27	13	43	14	1	20	11	1	181
Detergents & Household Products	14	4	9	1	27	19	53	24		47	9	6	213
Drugs	13	6	3		3	9	177	8		7	9	9	244
Education	2	9	27				1	2				8	49
Electrical & Electronic Equip.	27	49	102	74	6		33	62	71	3	1	10	438
Finance	20	100	58		1		17	1	2	1		9	209
Foods	109	103	26	1	284	150	1312	530		201	161	32	2909
Governmental Functions & Serv.	1	5	5	1			1	5				10	28
Home Furnishings	25	27	74	49	12	1	16	137	16	11	5	9	382
Housewares	7	4	13	4	11	3	16	26		17	4	9	114
Insurance	4	11	49				11				1	17	93
Jewellery	7	2	12	21			5	9	15	6			77
Medical Equipment & Supplies	4	7	32	4	5	2	55	12	5	1	2	1	130
Medical Services		2	14	2			25	3				1	47
Miscellaneous	64	59	87	23	36	32	155	47	1	10	31	145	690
Motor Vehicles & Accessories	32	68	95	251	6	2	90	117	154	33	3	9	860
Personal Services	4	27	175	3	1		23	8	2	2		9	254
Publications	16	66	230		1		14	6	1			22	356
Real Estate-Housing	20	30	142	66	4		83	81	46	8	3	20	503
Recreation & Equipment	28	12	66	29	10	6	28	49	14	62	3	11	318
Sales Promotions	90	130	41		1	4	11	1	2	2		14	296
Stationery & Office Supplies	4	8	6	2	14	8	3	4	2	2	2	2	57
Textiles	7	6	10	2	29	4	13	53		4	9	6	143
Transportation & Communication	4	22	42		1		38	1	9			12	129
Wearing Apparel	26	12	85	14	53	1	43	269	5	10	23	41	582
TOTAL	586	807	1463	652	541	254	2309	1578	444	453	277	428	9792

DEPARTMENT OF CONSUMER AND CORPORATE AFFAIRS

CONSUMER SERVICE AND INFORMATION BRANCH

CONSUMER COMPLAINTS - 1969

TABLE IV

SUBJECT CLASSIFICATION	Nfld.	N.S.	N.B.	P.E.I.	Que.	Ont.	Man.	Sask.	Alta.	B.C.	Y.T.	U.S.A.	Other	TOTAL 1969
Appliances		19	7	2	49	145	12	18	22	59				333
Cosmetics & Beauty Prod.		2	4		20	47		4	2	17				96
Detergents & Hshld. Prod.	1	3	2	2	19	84	7	4	7	33				162
Drugs		3	1		17	50	3	4	2	44				124
Education	1			1	7	14	1		1	8				33
Elect. & Electronic Equip.	1	11	5		38	151	6	13	7	59		1		292
Finance	1	10	3	1	13	49	6	3	4	45	1	6	1	143
Foods	12	77	31	1	483	585	73	37	51	876	1	1		2228
Governmental Functions & Serv.	2	2	3		4	5	2	2	5	3				28
Home Furnishings		15	4		50	112	5	14	9	36				245
Housewares		4		1	8	39	3	3	13	4			1	76
Insurance			1	2	10	25	1	3	5	10		1		58
Jewellery		2			8	22		10	2	10				54
Medical Equipment & Supplies		5	1	3	2	37	1	3	4	25				81
Medical Services		1			5	18		1		3			1	29
Miscellaneous	1	7	7	1	19	185	20	11	20	93		1		365
Motor Vehicles & Acces.	7	34	5	1	84	275	20	36	31	123	1	4	1	622
Personal Services		4			15	85	4	8	6	37		2	1	162
Publications	1	5	5	1	13	125	9	3	6	28	1	2		199
Real Estate-Housing	2	15	2	1	35	161	16	9	16	74			1	332
Recreation & Equipment		5	1	1	20	108	11	8	10	47	3	3		217
Sales Promotions	2	27	8	2	30	70	16	14	13	29	3		1	215
Stationery & Off. Supplies	1	2			4	17			2	5				31
Textiles		1		3	4	32	3	8	8	20				79
Transp. & Communication		7	2		18	41	2	2	1	20	1	1	1	96
Wearing Apparel		8	7	3	60	143	4	24	44	87		3		383
TOTAL	32	269	99	26	1035	2625	225	242	291	1795	11	25	8	6683

DEPARTMENT OF CONSUMER AND CORPORATE AFFAIRS

CONSUMER SERVICE AND INFORMATION BRANCH

CONSUMER COMPLAINTS - 1969

TABLE V

CATEGORY CLASSIFICATION	NFLD.	N.S.	N.B.	P.E.I.	QUE.	ONT.	MAN.	SASK.	ALTA.	B.C.	Y.T.	U.S.A.	OTHER	TOTAL 1969
Advertising		17	8	2	49	173	16	14	21	114				414
Alleged Unethical Practices	9	41	18	5	82	242	36	27	30	141	4	3	3	641
Compensation	2	35	11	4	89	425	23	29	42	159	3	16	2	840
Guarantees & Warranties	3	12	5		56	170	8	16	16	84	1			371
Labelling	2	9	4	2	54	136	19	17	25	105		1		374
Packaging		2	2		15	92	12	11	15	22				171
Prices	9	34	13	3	424	419	32	22	32	730		3	1	1722
Quality	5	76	20	5	117	510	56	61	75	221	1		1	1148
Repairs & Servicing		27	6	2	37	146	7	27	12	62	1	1		328
Safety	1	6	2	1	48	142	10	7	9	52				278
Standardization		6	7	2	33	58	5	8	9	44	1			173
Miscellaneous	1	4	3		31	112	1	3	5	61		1	1	223
TOTAL	32	269	99	26	1035	2625	225	242	291	1795	11	25	8	6683

DEPARTMENT OF CONSUMER AND CORPORATE AFFAIRS

CONSUMER SERVICE AND INFORMATION BRANCH

CONSUMER ENQUIRIES - 1969

TABLE VI

SUBJECT CLASSIFICATION	JANUARY	FEB.	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPT.	OCTOBER	NOV.	DEC.	TOTAL
Appliances		2	1	6	3	4	5	4	9	8	10	5	57
Cosmetics & Beauty Prod.				3	6	1	1	1	5				17
Detergents & Hshld. Prod.	5	10	17	6	6	5	3	1	1	11	15	4	84
Drugs	9	5	9	3	1	2	1	1	1	5	4	2	43
Education	10	20	2	0	3	1	4	2	1	5	1	3	52
Elect. & Electronic Equip.	11	8	10	6	5	2	3	2	2	1	2	8	60
Finance	5	5	9	4	6	3	12	10	6	8	10	5	83
Foods	13	18	29	17	15	13	14	13	21	46	57	19	275
Govt. Functions & Serv.	20	21	39	8	12	29	26	9	17	26	21	18	246
Home Furnishings	2	2	1	4	6	3	1	2	2	4	6	3	36
Housewares	0	0	0	2	2	2	1	1	2	1	7	2	20
Insurance	0	0	0	0	0	0	1	2	2	2	1	3	11
Jewellery	0	0	0	0	0	0	1	0	1	1	1	1	5
Medical Equip. & Supplies	0	0	0	1	0	0	0	1	0	0	0	1	3
Medical Services	0	0	0	2	0	0	2	0	0	0	1	0	5
Miscellaneous	19	40	30	1	1	3	2	5	8	6	9	5	129
Motor Vehicles & Access.	3	2	3	4	5	3	5	0	4	13	9	7	58
Personal Services	0	0	0	3	5	3	4	1	5	2	3	0	26
Publications	0	0	0	26	10	3	3	12	31	20	36	23	164
Real Estate-Housing	0	0	0	4	4	2	2	2	7	6	8	1	36
Recreation & Equipment	0	2	0	2	1	1	0	0	2	2	1	3	14
Sales Promotions	1	11	7	7	2	0	1	0	1	2	3	2	37
Stationery & Off. Supplies	0	0	0	1	0	1	1	0	1	0	1	0	5
Textiles	7	9	12	2	6	0	0	1	4	8	4	0	53
Transp. & Communication	0	0	0	0	0	1	0	0	1	0	1	1	4
Wearing Apparel	0	0	0	2	3	4	2	1	19	12	21	7	71
TOTAL	105	155	169	114	102	86	95	71	153	189	232	123	1594

Total Enquiries Jan./69 - Dec./69 = 1594

Total Enquiries to December 1968 = 959

Total Enquiries to date = 2553

MADE IN CANADA