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VENDING MACHINE OPERATORS

1959

(Firms or Individuals who Operate Automatic Merchandise
Vending Machines in other than their own Premises)

Introduction

This survey of operators of automatic merchandise vending machines is the second in a series of annual reports published by the Dominion Bureau of Statistics on this significant development in retailing.

The distinctive characteristic of automatic vending is the completion of a sales transaction without the aid of a sales clerk or cashier. It requires only the insertion of coins or bills into the machine.

Definition

For purposes of this survey, a vending machine operator is defined as follows:

"an individual or firm who owns (or rents), locates, services and repairs (on own account or on a contract basis) venders with the right vested in the individual or firm to withdraw monies from the venders. The venders must be located on premises other than those of the "operator" except in the case of incorporated subsidiary firms whose function it is to operate venders on the premises of the parent company."

This definition excludes unincorporated divisions of major companies which have been established for the prime purpose of operating concessions (including vending machines) solely on the premises of the parent company. If these unincorporated divisions, however, have located venders in other premises as well, the firm comes within the definition of a "vending machine operator". Firms which meet the definition of a vending machine operator, but are engaged only in vending non-food (except tobacco,) i.e. pencils, ice, combs etc., are excluded from the survey. This step was necessary because of the difficulty in obtaining an adequate listing of such firms. An attempt will be made this year, if at all possible, to prepare such a list. Firms which sold food and/or tobacco as well as

other items, however, are included even in those cases where the "other" is a larger proportion of total sales.

The reader should bear in mind, that large numbers of merchandise vending machines are operated by firms and individuals on their own premises in conjunction with their main business. The amount of sales through these machines is not included in this report.

The user of these statistics should therefore not interpret the data as providing a measure of total sales through merchandise vending machines.

As in the previous survey, operators have been stratified into two broad categories, (1) full-time operators, — individuals or firms who are engaged in vending as their sole activity and (2) part-time operators — individuals or firms for whom the operation of automatic merchandise vending machines does not represent their principal activity or business but serves only as an additional source of income.

Summary of Results

During 1959, there were 479 firms and individuals operating 40,237 automatic merchandise vending machines in other than their own premises. The sales through these machines amounted to \$33,741,939, an increase of 28.1 per cent from the revised 1958 sales of \$26,331,368.

It is interesting to note that 55.3 per cent of the operators engaged in vending did so on a part-time basis only. These firms accounted for 43.0 per cent of total sales as compared to 42.7 per cent in 1958. The large percentage of sales registered by part-time operators was due in part to the number of wholesalers (98) engaged in vending operations which accounted for \$8,190,399 of the total sales of \$33,741,939.

Legal Organization of Vending Machine Operators, 1958 and 1959

Full-time¹ and Part-time¹ Operators

(Firms operating venders in other than their own premises)

| Type of organization | 1958 ^r | | | 1959 | | |
|---------------------------------|-------------------|----------|------------|--------|----------|------------|
| | Firms | Machines | Sales | Firms | Machines | Sales |
| | number | | \$ | number | | \$ |
| Full-time operators: | | | | | | |
| Individual proprietorship | 102 | 9,953 | 3,115,523 | 98 | 10,738 | 3,599,542 |
| Partnership | 25 | 1,167 | 1,542,433 | 33 | 1,274 | 2,161,277 |
| Incorporated | 72 | 10,938 | 10,419,391 | 83 | 13,153 | 13,483,472 |
| Totals | 199 | 22,058 | 15,077,347 | 214 | 25,165 | 19,244,291 |
| Part-time operators: | | | | | | |
| Individual proprietorship | 78 | 3,840 | 1,263,735 | 87 | 4,841 | 1,742,099 |
| Partnership | 24 | 457 | 476,574 | 25 | 555 | 541,129 |
| Incorporated | 128 | 8,026 | 9,513,712 | 150 | 9,588 | 12,086,271 |
| Other | 3 | 83 | | 3 | 88 | 128,149 |
| Totals | 233 | 12,406 | 11,254,021 | 265 | 15,072 | 14,497,648 |
| Totals, all operators | 432 | 34,464 | 26,331,368 | 479 | 40,237 | 33,741,939 |

¹ As defined in this report.^r Revised figures.

Part-time Operators – Wholesalers and Non-wholesalers, 1958 and 1959

| Type of business | 1958 ^r | | 1959 | |
|------------------------------|-------------------|------------|--------|------------|
| | Firms | Sales | Firms | Sales |
| | number | \$ | number | \$ |
| Wholesalers | 93 | 7,268,104 | 98 | 8,190,399 |
| Other than wholesalers | 140 | 3,985,917 | 167 | 6,307,249 |
| Totals | 233 | 11,254,021 | 265 | 14,497,648 |

^r Revised figures.

Sales through automatic vending machines increased in every region of Canada; the largest gains being registered in the Atlantic provinces (+50.3 per cent) and the Prairie provinces (+47.2 per cent).

Purchases of all commodities by consumers increased substantially. The "other" category, which is basically non-food or tobacco items, increased by 125.5 per cent. Bulk or carton packaged milk experienced a 72.4 per cent increase and pastry, a 48.8 per cent increase.

Percentage Change in Sales of Vending Machine Operators, 1959/1958
By Product and Region

| Product | Canada | Atlantic Provinces | Quebec | Ontario | Prairie Provinces | British Columbia ¹ |
|--|---------------|-----------------------|--------------|---------------|----------------------|----------------------------------|
| | per cent | | | | | |
| Coffee, tea and hot chocolate | + 13.8 | -14.5 | + 6.1 | + 18.5 | +44.3 | -34.6 |
| Soft drinks (paper cup) | + 29.7 | +20.8 | +12.9 | + 46.0 | +39.1 | -21.2 |
| Bottled drinks | + 11.5 | +48.6 | +39.6 | - 35.6 | +10.8 | +97.8 |
| Cigarettes | + 32.6 | +80.9 | +57.8 | + 10.8 | +55.4 | +50.6 |
| Chocolate bars | + 13.2 | + 6.0 | +12.6 | + 13.7 | +21.0 | + 8.3 |
| Gum and candy | + 12.4 | +83.0 | - 9.5 | + 29.9 | +76.9 | -67.7 |
| Nuts | + 27.7 | +57.3 | +15.9 | + 67.7 | ² | ² |
| Milk (bulk - chocolate and white) | + 72.4 | — | ² | +194.6 | ² | — |
| Milk (paper cup - chocolate and white) | + 23.4 | — | +69.0 | + 10.4 | ² | ² |
| Sandwiches (hot and cold) | + 33.2 | ² | +87.1 | + 1.0 | ² | — |
| Hot foods and soup | + 46.1 | ² | +14.3 | +117.3 | - 8.0 | ² |
| Pastry | + 48.8 | — | +42.1 | + 61.5 | +48.9 | — |
| Ice cream | + 18.5 | ² | + 5.5 | + 56.2 | ² | ² |
| Other | +125.5 | ² | ² | +496.9 | -24.6 | +55.3 |
| Totals | + 28.1 | +50.3 | +34.4 | + 18.0 | +47.2 | +40.2 |

¹ Includes Yukon and Northwest Territories.

² Figures withheld in order to avoid disclosure.

Cigarettes continued to be the major item sold through vending machines with 59.1 per cent of total sales as compared to 57.1 per cent in 1958. Soft drinks (paper cups) and coffee, tea and hot chocolate were in second and third position with 13.8 per cent and 12.2 per cent of total sales respectively.

The majority of vending machines operated by vending machine operators were manufactured in the United States (86.8 per cent); the remaining venders (13.1 per cent) were Canadian manufactured and (0.1 per cent) manufactured in other countries.

The following table shows the number and salaries and wages paid to employees by full-time vending machine operators during 1959.

Full-time Operators, Employment and Salaries,¹ 1959

| | Unincorporated | Incorporated | Total |
|---------------------------|----------------|--------------|--------------|
| Firms No. | 131 | 83 | 214 |
| Office employees: | | | |
| Number | 11 | 108 | 119 |
| Salaries and wages | \$ 26,476 | \$ 357,842 | \$ 384,318 |
| Average salary | \$ 2,407 | \$ 3,313 | \$ 3,230 |
| Service employees: | | | |
| Number | 76 | 370 | 446 |
| Salaries and wages | \$ 227,314 | \$ 1,192,790 | \$ 1,420,104 |
| Average salary | \$ 2,991 | \$ 3,224 | \$ 3,184 |
| Other employees: | | | |
| Number | 17 | 46 | 63 |
| Salaries and wages | \$ 50,843 | \$ 190,135 | \$ 240,978 |
| Average salary | \$ 2,991 | \$ 4,133 | \$ 3,825 |

¹ Does not include proprietors of unincorporated firms and officers of incorporated companies.

TABLE 1. Sales by Vending Machine Operators, 1958 and 1959
By Product and by Region

(Firms operating venders in other than their own premises)

| No. | Product | Canada | | | | Atlantic Provinces | |
|-----|--|-------------------|---------------|-------------------|-------------------|--------------------|------------------|
| | | Machines | | Sales | | 1958 ^r | 1959 |
| | | 1958 ^r | 1959 | 1958 ^r | 1959 | | |
| | | number | | dollars | | | |
| 1 | Coffee, tea and hot chocolate | 2,202 | 2,496 | 3,603,151 | 4,101,554 | 55,431 | 47,392 |
| 2 | Soft drinks (paper cups) | 2,113 | 2,508 | 3,587,507 | 4,653,230 | 157,887 | 190,669 |
| 3 | Bottled drinks | 1,678 | 1,675 | 1,099,460 | 1,225,444 | 119,327 | 177,365 |
| 4 | Cigarettes | 8,047 | 9,889 | 15,048,012 | 19,947,648 | 335,760 | 607,310 |
| 5 | Chocolate bars | 1,735 | 1,841 | 806,479 | 913,270 | 48,603 | 51,503 |
| 6 | Gum and candy | 13,297 | 14,709 | 624,698 | 702,391 | 14,691 | 26,892 |
| 7 | Nuts | 3,563 | 4,549 | 244,724 | 312,588 | 25,091 | 39,460 |
| 8 | Milk (bulk — chocolate and white) | 129 | 145 | 143,839 | 247,999 | 3,287 | — |
| 9 | Milk (paper cup — chocolate and white) | 256 | 293 | 316,011 | 389,906 | — | ² |
| 10 | Sandwiches (hot and cold) | 154 | 245 | 149,473 | 199,088 | ² | ² |
| 11 | Hot foods and soup | 376 | 516 | 232,644 | 339,937 | ² | 3,197 |
| 12 | Pastry | 534 | 783 | 401,158 | 596,975 | — | ² |
| 13 | Ice cream | 85 | 107 | 51,815 | 61,413 | ² | ² |
| 14 | Other | 295 | 481 | 22,397 | 50,496 | 139 | ² |
| 15 | Totals | 34,464 | 40,237 | 26,331,368 | 33,741,939 | 768,883 | 1,155,913 |

¹ Includes Yukon and Northwest Territories.

^r Revised figures.

TABLE 2. Number of Machines Operated by Vending Machine Operators
By Location and Province, 1958 and 1959

(Firms operating venders in other than their own premises)

| No. | Location | Canada | | Atlantic Provinces | |
|-----|--|-------------------|---------------|--------------------|--------------|
| | | 1958 ^r | 1959 | 1958 ^r | 1959 |
| 1 | Air, rail and bus terminals | 173 | 312 | 14 | 21 |
| 2 | Parks, beaches, etc. | ² | 235 | ² | 114 |
| 3 | Theatres | 543 | 559 | 19 | 21 |
| 4 | Schools | 370 | 624 | 37 | 41 |
| 5 | Army — Navy — Air Force bases and mess halls | 489 | 549 | 137 | 206 |
| 6 | Industrial plants | 8,739 | 9,392 | 142 | 137 |
| 7 | Bowling alleys, billiard parlors | ² | 1,108 | ² | 25 |
| 8 | Hotels, motels, summer resorts | 2,148 | 1,727 | 11 | 106 |
| 9 | Offices | 773 | 1,299 | 48 | 88 |
| 10 | Hospitals, sanatoria, etc. | 252 | 318 | 20 | 26 |
| 11 | Gas stations | 4,892 | 5,835 | 454 | 714 |
| 12 | Restaurants and taverns | 7,976 | 9,347 | 168 | 219 |
| 13 | Department stores | 805 | 630 | 63 | 33 |
| 14 | Other | 7,304 | 8,302 | 427 | 703 |
| 15 | Totals | 34,464 | 40,237 | 1,540 | 2,457 |

¹ Includes Yukon and Northwest Territories.

^r Revised figures.

TABLE 1. Sales by Vending Machine Operators, 1958 and 1959
By Product and by Region

(Firms operating venders in other than their own premises)

| Quebec | | Ontario | | Prairie Provinces | | British Columbia ¹ | | No. |
|-------------------|--------------|-------------------|------------|-------------------|--------------|-------------------------------|--------------|-----|
| 1958 ^r | 1959 | 1958 ^r | 1959 | 1958 ^r | 1959 | 1958 ^r | 1959 | |
| dollars | | | | | | | | |
| 1,146,865 | 1,216,311 | 1,965,549 | 2,329,019 | 284,089 | 409,880 | 151,217 | 98,952 | 1 |
| 1,204,882 | 1,360,499 | 1,761,868 | 2,572,620 | 273,170 | 379,902 | 189,700 | 149,540 | 2 |
| 470,688 | 656,980 | 407,879 | 262,816 | 83,437 | 92,419 | 18,129 | 35,864 | 3 |
| 3,346,486 | 5,281,649 | 7,819,282 | 8,665,044 | 1,108,577 | 1,722,253 | 2,437,907 | 3,671,392 | 4 |
| 227,973 | 256,698 | 407,494 | 463,145 | 74,077 | 89,599 | 48,332 | 52,325 | 5 |
| 304,971 | 275,907 | 260,007 | 337,695 | 32,750 | 57,931 | 12,279 | 3,966 | 6 |
| 187,450 | 217,332 | 30,431 | 51,025 | ² | ² | ² | ² | 7 |
| 66,097 | ² | 65,661 | 193,450 | ² | ² | ² | — | 8 |
| 59,195 | 100,064 | 238,582 | 263,384 | ² | 22,051 | ² | ² | 9 |
| 52,765 | 98,727 | 86,794 | 87,628 | ² | 5,845 | — | ² | 10 |
| 125,982 | 143,935 | 76,489 | 166,234 | 20,634 | 18,986 | ² | 7,585 | 11 |
| 258,590 | 367,363 | 125,244 | 202,315 | 17,324 | 25,799 | — | ² | 12 |
| 22,274 | 23,496 | 15,799 | 24,675 | ² | 2,462 | 10,223 | ² | 13 |
| 6,587 | ² | 5,280 | 31,518 | 2,877 | 2,166 | 7,514 | 11,670 | 14 |
| 7,480,805 | 10,050,593 | 13,266,359 | 15,650,568 | 1,930,301 | 2,840,722 | 2,883,020 | 4,044,143 | 15 |

² Figures withheld in order to avoid disclosure.

TABLE 2. Number of Machines Operated by Vending Machine Operators
By Location and Province, 1958 and 1959

(Firms operating venders in other than their own premises)

| Quebec | | Ontario | | Prairie Provinces | | British Columbia ¹ | | No. |
|-------------------|--------|-------------------|--------|-------------------|-------|-------------------------------|-------|-----|
| 1958 ^r | 1959 | 1958 ^r | 1959 | 1958 ^r | 1959 | 1958 ^r | 1959 | |
| 81 | 97 | 42 | 104 | 18 | 41 | 18 | 49 | 1 |
| ² | 28 | ² | 80 | ² | — | ² | 13 | 2 |
| 175 | 205 | 260 | 265 | 65 | 65 | 24 | 3 | 3 |
| 159 | 236 | 111 | 256 | 49 | 56 | 14 | 35 | 4 |
| 158 | 114 | 82 | 95 | 66 | 82 | 46 | 52 | 5 |
| 2,653 | 2,726 | 5,150 | 5,723 | 464 | 545 | 330 | 261 | 6 |
| ² | 366 | ² | 596 | ² | 60 | ² | 61 | 7 |
| 750 | 532 | 1,090 | 809 | 85 | 68 | 212 | 212 | 8 |
| 284 | 385 | 197 | 364 | 161 | 276 | 83 | 186 | 9 |
| 95 | 105 | 62 | 92 | 28 | 40 | 47 | 55 | 10 |
| 2,168 | 2,265 | 1,939 | 2,428 | 163 | 203 | 168 | 225 | 11 |
| 4,673 | 4,639 | 1,556 | 2,554 | 827 | 1,027 | 752 | 908 | 12 |
| 115 | 182 | 525 | 223 | 76 | 61 | 26 | 131 | 13 |
| 952 | 1,208 | 4,921 | 5,398 | 560 | 840 | 444 | 150 | 14 |
| 12,263 | 13,088 | 15,935 | 18,987 | 2,562 | 3,364 | 2,164 | 2,341 | 15 |

² Included in "Other" in 1958.



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MERCHANDISING AND SERVICES

TABLE 3. Number of Machines and Sales by Product for Canada, 1958 and 1959

Part-time¹ Operators

(Firms operating venders in other than their own premises)

| Products | 1958 [†] | | | | 1959 | | | |
|--|-------------------|--------------|-------------------|--------------|---------------|--------------|-------------------|--------------|
| | Machines | Per cent | Sales | Per cent | Machines | Per cent | Sales | Per cent |
| | number | | \$ | | number | | \$ | |
| Coffee, tea and hot chocolate .. | 485 | 3.9 | 793,737 | 7.2 | 686 | 4.6 | 1,226,385 | 8.5 |
| Soft drinks (paper cups) | 893 | 7.2 | 1,332,449 | 11.8 | 911 | 6.0 | 1,648,510 | 11.4 |
| Bottled drinks | 1,342 | 10.8 | 751,600 | 6.7 | 1,430 | 9.5 | 910,994 | 6.3 |
| Cigarettes | 3,966 | 32.0 | 7,566,089 | 67.2 | 4,647 | 30.8 | 9,526,208 | 65.7 |
| Chocolate bars | 341 | 2.7 | 201,881 | 1.8 | 520 | 3.5 | 307,007 | 2.1 |
| Gum and candy | 3,865 | 31.2 | 192,192 | 1.7 | 4,661 | 30.9 | 238,448 | 1.6 |
| Nuts | 975 | 7.9 | 75,760 | 0.7 | 1,516 | 10.1 | 102,491 | 0.7 |
| Milk (bulk—chocolate and white) .. | 35 | 0.3 | 39,178 | 0.3 | 17 | 0.1 | 17,737 | 0.1 |
| Milk (paper cup—chocolate and white) | 73 | 0.6 | 101,224 | 0.9 | 123 | 0.8 | 154,640 | 1.1 |
| Sandwiches (hot and cold) | 60 | 0.5 | 56,608 | 0.5 | 96 | 0.6 | 67,535 | 0.5 |
| Hot foods and soup | 89 | 0.7 | 38,406 | 0.3 | 120 | 0.8 | 87,005 | 0.6 |
| Pastry | 120 | 1.0 | 66,715 | 0.6 | 223 | 1.5 | 171,253 | 1.2 |
| Ice cream | 31 | 0.2 | 25,484 | 0.2 | 32 | 0.2 | 17,476 | 0.1 |
| Other | 131 | 1.0 | 12,698 | 0.1 | 90 | 0.6 | 21,959 | 0.1 |
| Totals | 12,406 | 100.0 | 11,254,021 | 100.0 | 15,072 | 100.0 | 14,497,648 | 100.0 |

¹ As defined in this report.

[†] Revised figures.

TABLE 4. Number of Machines and Sales by Product for Canada, 1958 and 1959

Full-time¹ Operators

(Firms operating venders in other than their own premises)

| Products | 1958 [†] | | | | 1959 | | | |
|--|-------------------|--------------|-------------------|--------------|---------------|--------------|-------------------|--------------|
| | Machines | Per cent | Sales | Per cent | Machines | Per cent | Sales | Per cent |
| | number | | \$ | | number | | \$ | |
| Coffee, tea and hot chocolate .. | 1,717 | 7.8 | 2,809,414 | 18.6 | 1,810 | 7.2 | 2,875,169 | 15.0 |
| Soft drinks (paper cups) | 1,220 | 5.5 | 2,255,058 | 15.0 | 1,597 | 6.3 | 3,004,720 | 15.6 |
| Bottled drinks | 336 | 1.5 | 347,860 | 2.3 | 245 | 1.0 | 314,450 | 1.6 |
| Cigarettes | 4,081 | 18.5 | 7,481,923 | 49.6 | 5,242 | 20.8 | 10,421,440 | 54.2 |
| Chocolate bars | 1,394 | 6.3 | 604,598 | 4.0 | 1,321 | 5.2 | 606,263 | 3.2 |
| Gum and candy | 9,432 | 42.8 | 432,506 | 2.9 | 10,048 | 39.9 | 463,943 | 2.4 |
| Nuts | 2,588 | 11.7 | 168,964 | 1.1 | 3,033 | 12.1 | 210,097 | 1.1 |
| Milk (bulk—chocolate and white) .. | 94 | 0.4 | 104,661 | 0.7 | 128 | 0.5 | 230,262 | 1.2 |
| Milk (paper cup—chocolate and white) | 183 | 0.8 | 214,787 | 1.4 | 170 | 0.7 | 235,266 | 1.2 |
| Sandwiches (hot and cold) | 94 | 0.4 | 92,865 | 0.6 | 149 | 0.6 | 131,553 | 0.7 |
| Hot foods and soup | 287 | 1.3 | 194,238 | 1.3 | 396 | 1.6 | 252,932 | 1.3 |
| Pastry | 414 | 1.9 | 334,443 | 2.2 | 560 | 2.2 | 425,722 | 2.2 |
| Ice cream | 54 | 0.3 | 26,331 | 0.2 | 75 | 0.3 | 43,937 | 0.2 |
| Other | 164 | 0.8 | 9,699 | 0.1 | 391 | 1.6 | 28,537 | 0.1 |
| Totals | 22,058 | 100.0 | 15,077,347 | 100.0 | 25,165 | 100.0 | 19,244,291 | 100.0 |

¹ As defined in this report.

[†] Revised figures.