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MARKET RESEARCH HANDBOOK

(Summary of Census Data)

MANUEL STATISTIQUE POUR ÉTUDES DE MARCHÉ

(Sommaire des données du recensement)

1961

DOMINION BUREAU OF STATISTICS

BUREAU FÉDÉRAL DE LA STATISTIQUE

DOMINION BUREAU OF STATISTICS — BUREAU FÉDÉRAL DE LA STATISTIQUE
Merchandising and Services Division — Division du commerce et des services

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SYMBOLS

- figures withheld to avoid disclosure of individual operations.
- nil or zero.
- .. figures not available.

SIGNES CONVENTIONNELS

- chiffres retenus afin de ne pas révéler les entreprises individuelles.
- néant ou zéro.
- .. chiffres non disponibles.

INTRODUCTION

A study of the market potential for any product line or commodity is only possible with the existence and review of a mass of detailed statistical information. This information must be at the smallest geographic area possible; the salient facts should concern the characteristics and buying habits of the market—whether household consumers or individuals or business users of the product. Possibly the greatest area of market research centers around the sale of household consumer goods; this handbook, which summarizes certain statistical information, has been designed for this purpose.

The information presented here concerns various characteristics of the people of Canada, their homes, income, and summary data on the products they purchase at the retail level. Other measurements of the economy are presented which show the relationships of one area to another, i.e., manufacturing industries, agricultural values, the total dollar volume of wholesale trade, etc. For this purpose the areas are basically counties and census divisions. In this 1961 handbook more detail is made available than for previous market data bulletins and the report is bilingual. The increased item detail has been partially offset by limiting the town detail to those of 10,000 population and more instead of 5,000 as shown in the 1951 report. For many purposes, information at the county or census division level or aggregates of these geographic areas is sufficient.

Income data of non-farm households are available for the first time. This information together with the value of products sold by commercial farms provides a more realistic total income figure than that shown under the title of "wage and salary earners"; this latter figure excludes self-employed persons such as business proprietors, doctors, lawyers, etc., as well as personal investment income.

One area of market research would be ideally met by data on sales of commodities at the retail level by county or census division, but it is only possible, however, to show trade groups and selected kinds of business at this level. In Census Bulletin 97-502, certain trade detail by counties is shown, i.e., shoe store sales by counties and census divisions; department stores, general stores and family clothing stores, however, also sell shoes. The compilation of sales of the total commodity is available only at the provincial level. A summary of estimated sales by commodity class appears in Table 4 of this report; more detail in this area of retail statistics for 1961 is available in Census Bulletin 97-507.

The items were selected to serve different purposes, and are not necessarily co-related. A manufacturer of children's clothing would be interested in age groups of the population as one of the pertinent items in his analysis of the market; a manufacturer of household appliances, on the other hand, would have no real interest in this item but would require detail on income levels and housing, in each area. There are other series available, either from DBS or other sources, which could have some useful value in market studies but not necessarily in as fine a geographic breakdown. The information contained here is a result of the 1961 Census of Population, Housing, Agriculture, Labour Force and Merchandising and Service Establishments as well as the Annual Census of Manufacturers for 1961.

The appendix to this report provides references to bulletins and reports which contain detailed information on most items covered here. Many items of data are available for places of 1,000 population or more. Census tract bulletins are available which provide fine area breakdowns of metropolitan cities, several of which are larger in population and trade than some provinces. In addition to the detailed county and census division data, provincial and metropolitan city summaries are tabled in this handbook.

Seules l'existence et l'analyse d'une grande variété de statistiques détaillées permettent l'étude des possibilités qu'offre le marché pour tel produit ou telle marchandise. Ces renseignements doivent se fonder sur le plus petit secteur géographique possible; les faits saillants doivent viser les caractéristiques du marché et les habitudes d'achat des ménages, des particuliers, ou des usagers commerciaux du produit. Il est probable que la plupart des études de marché portent principalement sur la vente des biens de consommation ménagers; le présent manuel, qui résume certaines données statistiques, a été conçu aux fins de pareilles études.

Les renseignements présentés ici concernent diverses caractéristiques des habitants du Canada, leurs foyers, leurs revenus, et certaines données récapitulatives ayant trait aux produits qu'ils achètent au détail. De plus, on donne d'autres mensurations de l'économie, qui indiquent les rapports existants d'une région à l'autre, comme par exemple, les industries manufacturières, les valeurs agricoles, le volume total (en dollars) du commerce de gros, etc. À cet égard, les secteurs sont fondamentalement les comtés et les divisions de recensement. Le manuel de 1961 fournit une statistique pour études de marché plus détaillée que les bulletins précédents; en outre, il est rédigé en anglais et en français. On a partiellement contrebalancé l'accroissement des détails concernant chaque produit en n'observant que les villes de plus de 10,000 habitants au lieu de celles de 5,000 comme dans le rapport de 1951. Pour plusieurs raisons, il suffit de donner des renseignements au niveau des comtés et des divisions de recensement ou encore, aux niveaux agrégatifs de ces secteurs géographiques.

Des données visant le revenu des ménages non agricoles sont disponibles pour la première fois. Ces renseignements, de même que la valeur des produits vendus par les fermes commerciales, fournissent une valeur totale plus exacte des revenus que celle qui paraît sous le titre "employés à salaire et à traitement". Ce chiffre exclut les personnes qui travaillent à leur propre compte, telles que les propriétaires d'entreprises, médecins, avocats, etc., ainsi que les revenus de placements des particuliers.

L'obtention de données sur les ventes des marchandises au détail, par comté ou division de recensement satisfierait aux exigences de certaines études de marché mais, à ce niveau, il n'est possible d'indiquer que les groupes commerciaux et certains genres de commerces. Dans le bulletin du recensement 97-502, on donne les détails relatifs à certains commerces, suivant le comté, comme par exemple, les ventes des magasins de chaussures, par comté et division de recensement; cependant, les grands magasins, les magasins généraux et les magasins de vêtements pour la famille vendent aussi des chaussures. La compilation des ventes totales d'un même produit n'est disponible qu'au niveau provincial. Le tableau 4 du présent rapport donne un résumé des ventes estimatives suivant la catégorie de marchandises; on peut obtenir des renseignements plus détaillés à cet égard dans le bulletin du recensement 97-507.

Les données ont été choisies à différentes fins et ne sont pas nécessairement reliées entre elles. Un fabricant de vêtements pour enfants s'intéressera aux groupes d'âge de la population comme éléments importants dans son étude du marché; d'autre part, un fabricant d'appareils ménagers ne s'intéresserait pas à ce facteur, mais aurait besoin de renseignements au sujet des niveaux de revenus et de l'habitation dans chaque région. D'autres séries statistiques provenant du B.F.S. ou d'autres sources, peuvent représenter une certaine valeur pour les études de marché, mais ne donnent pas nécessairement une ventilation aussi détaillée au point de vue géographique. Les renseignements présentés ici, sont tirés des recensements de 1961 sur la population, l'habitation, l'agriculture, la main-d'oeuvre et les établissements de commerce et de service, de même que du recensement annuel des manufactures (1961).

L'appendice de la présente publication donne des références aux bulletins et rapports qui renferment des chiffres détaillés sur la plupart des produits visés ici. Un grand nombre de données sont disponibles pour les localités de plus de 1,000 habitants. Les bulletins des secteurs de recensement sont disponibles; ils donnent une ventilation détaillée des villes métropolitaines, parmi lesquelles un grand nombre comptent plus d'habitants et de commerces que certaines provinces. Dans le présent manuel, outre les données visant les comtés et divisions de recensement, on fournit sous forme de tableaux, des données récapitulatives concernant les provinces et les villes métropolitaines.

TABLE 1. Market Research Statistics, Canada and the Provinces, 1961

No.		Canada	Newfoundland — Terre-Neuve	Prince Edward Island — Île-du- Prince-Édouard	Nova Scotia — Nouvelle- Écosse
	POPULATION				
1	Total	18,238,247	457,853	104,629	737,007
2	Male — Hommes	9,218,893	234,924	53,357	374,244
3	Female — Femmes	9,019,354	222,929	51,272	362,763
4	Rural farm — Rurale agricole	2,072,785	9,077	34,514	56,832
5	Male — Hommes	1,120,095	4,914	18,519	30,780
6	Female — Femmes	952,690	4,163	15,995	26,052
7	Rural non-farm — Rurale non agricole	3,465,072	216,756	36,206	279,663
8	Male — Hommes	1,807,485	113,778	18,664	144,997
9	Female — Femmes	1,657,587	102,978	17,542	134,666
10	Urban — Urbaine	12,700,390	232,020	33,909	400,512
11	Male — Hommes	6,291,313	116,232	16,174	198,467
12	Female — Femmes	6,409,077	115,788	17,735	202,045
	Age groups — Groupes d'âge:				
13	0-9	4,335,923	132,099	25,437	175,999
14	10-14	1,855,999	59,464	12,264	80,329
15	15-19	1,432,559	43,829	8,875	64,239
16	20-64	9,222,612	195,566	47,123	353,023
17	65 and over — et plus	1,391,154	26,895	10,930	63,417
	Language — Langue:				
18	English only — Anglais seulement	12,284,762	450,945	95,296	684,805
19	French only — Français seulement	3,489,866	522	1,219	5,938
20	English and French — Anglais et français	2,231,172	5,299	7,938	44,987
	Income data from a 20 per cent sample of private non-farm households — Revenu d'un échantillon de 20 pour-cent des ménages non agricoles privés:				
21	Population, 15 years of age and over, with income — Population, âgée de 15 ans et plus, avec revenu	7,311,837	156,092	30,223	289,009
22	Population, 15 years of age and over, without income — Population, âgée de 15 ans et plus, sans revenu	2,789,335	91,067	11,254	124,512
	Income — Revenu:				
23	Under \$2,000 — Moins de \$2,000	3,008,922	92,113	17,905	148,280
24	\$ 2,000-\$2,999	1,070,814	22,097	4,902	45,134
25	3,000- 3,999	1,123,176	17,628	3,269	38,941
26	4,000- 4,999	841,961	10,446	1,760	25,285
27	5,000- 5,999	516,696	6,188	951	13,881
28	6,000- 9,999	557,933	5,793	995	13,070
29	10,000 and over — et plus	192,335	1,827	441	4,418
30	Average income per individual — Revenu moyen par personne	\$ 3,131	2,227	2,187	2,497
	LABOUR FORCE — MAIN-D'OEUVRE				
31	Total	6,510,356	113,771	34,339	238,750
32	Male — Hommes	4,729,771	89,839	26,188	179,834
33	Female — Femmes	1,780,585	23,932	8,151	58,916
	Wage and salary earners — Employés à salaire et à traitement:				
34	Male — Hommes	3,781,520	75,186	15,325	149,709
35	Female — Femmes	1,585,457	20,914	6,984	53,613
	Earnings — Gain:				
36	Under \$2,000 — Moins de \$2,000	1,486,618	40,394	11,604	75,406
37	\$2,000-\$2,999	954,201	16,743	4,425	41,787
38	3,000- 3,999	1,034,909	15,622	2,491	36,041
39	4,000- 5,999	1,155,763	13,591	1,971	32,130
40	6,000 and over — et plus	465,655	4,881	633	10,476
	Average earnings — Gain moyen:				
41	Male — Hommes	\$ 3,679	2,823	2,359	3,021
42	Female — Femmes	\$ 1,995	1,440	1,285	1,607

TABLEAU 1. Statistique relative aux études de marché, Canada et provinces, 1961

New Brunswick — Nouveau-Brunswick	Quebec — Québec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia — Colombie-Britannique	Yukon and North-west Territories — Yukon et Territoires du Nord-Ouest	N ^o
597,936	5,259,211	6,236,092	921,686	925,181	1,331,944	1,629,082	37,626	1
302,440	2,631,856	3,134,528	468,503	479,564	689,383	829,094	21,000	2
295,496	2,627,355	3,101,564	453,183	445,617	642,561	799,988	16,626	3
62,265	564,826	505,699	171,472	304,672	285,823	77,540	65	4
33,617	300,778	272,790	93,108	167,031	156,974	41,550	34	5
28,648	264,048	232,909	78,364	137,641	128,849	35,990	31	6
257,658	787,981	906,864	161,407	222,418	202,910	369,617	23,592	7
133,091	406,494	472,275	84,550	115,471	107,736	197,089	13,340	8
124,567	381,487	434,589	76,857	106,947	95,174	172,528	10,252	9
278,013	3,906,404	4,823,529	588,807	398,091	843,211	1,181,925	13,969	10
135,732	1,924,584	2,389,463	290,845	197,062	424,673	590,455	7,626	11
142,281	1,981,820	2,434,066	297,962	201,029	418,538	591,470	6,343	12
154,442	1,295,330	1,414,712	208,956	220,641	338,941	358,454	10,912	13
72,745	568,065	593,037	91,150	94,273	130,383	150,689	3,600	14
53,514	467,426	436,883	70,808	72,864	99,004	112,653	2,464	15
270,318	2,622,089	3,283,387	467,484	451,833	670,538	641,670	19,581	16
46,917	306,301	508,073	83,288	85,570	93,078	165,616	1,069	17
370,922	608,635	5,548,766	825,955	865,821	1,253,824	1,552,560	27,233	18
112,054	3,254,850	95,236	7,954	3,853	5,534	2,559	147	19
113,495	1,338,878	493,270	68,368	42,074	56,920	57,504	2,439	20
214,096	1,934,534	2,802,890	359,812	286,946	483,877	748,699	5,659	21
97,848	937,870	904,870	118,532	100,995	155,593	244,993	1,801	22
111,147	775,099	1,064,177	156,517	137,512	194,684	309,490	1,998	23
35,435	322,601	389,789	53,108	39,519	66,216	91,512	501	24
29,401	319,430	438,581	56,030	39,970	76,445	102,943	538	25
18,135	210,757	356,395	40,628	28,693	56,681	92,474	707	26
8,372	123,167	227,471	21,532	15,820	34,903	63,584	827	27
8,691	129,807	244,509	23,554	19,096	41,187	70,299	932	28
2,915	53,673	81,968	8,443	6,336	13,761	18,397	156	29
2,435	3,123	3,331	2,960	2,789	3,226	3,218	3,789	30
179,702	1,781,716	2,404,812	343,928	326,736	491,487	581,395	13,720	31
133,462	1,298,849	1,707,392	246,938	249,077	363,021	423,929	11,242	32
46,240	482,867	697,420	96,990	77,659	128,466	157,466	2,478	33
110,743	1,066,048	1,429,075	180,397	133,451	254,138	358,424	9,024	34
41,987	436,510	629,288	83,565	60,027	108,656	141,632	2,281	35
61,954	434,507	500,010	77,679	62,014	100,116	120,673	2,261	36
31,543	298,786	344,814	48,608	34,540	59,952	71,723	1,280	37
25,797	291,817	410,677	52,266	36,498	70,609	91,563	1,528	38
20,723	272,609	510,423	51,954	35,160	78,118	135,897	3,189	39
6,298	105,772	213,218	19,483	12,959	34,017	55,844	2,074	40
2,807	3,469	3,984	3,574	3,290	3,733	4,004	..	41
1,569	1,920	2,119	1,902	1,974	2,001	2,096	..	42

TABLE 1. Market Research Statistics, Canada and the Provinces, 1961 - Concluded

No.		Canada	Newfoundland Terre-Neuve	Prince Edward Island Île-du- Prince-Édouard	Nova Scotia Nouvelle- Écosse
HOUSING - HABITATION					
1	Occupied dwellings - Logements occupés	4,554,493	87,940	23,942	175,340
2	Single detached - Individuels isolés	2,978,501	73,738	19,427	134,715
3	Single attached - Individuels attenants	404,933	8,886	2,133	14,363
4	Apartment or flat - Appartements ou plain-pied	1,151,098	5,170	2,259	25,187
5	Dwellings in need of major repair - Logements ayant besoin de réparations importantes	255,414	4,783	1,357	15,158
Dwellings with - Éléments de confort:					
6	Mechanical refrigerator - Réfrigérateur mécanique	4,145,086	38,020	16,730	150,536
7	Home freezer - Congélateur ménager	678,739	4,034	1,019	10,113
8	One passenger car - Une automobile	2,803,777	30,855	14,495	100,183
9	Two or more passenger cars - Deux automobiles ou plus	310,900	2,414	898	7,186
MERCHANDISING AND SERVICES - COMMERCE ET SERVICES					
Retail trade - Commerce de détail:					
10	Number of stores - Nombre de magasins	152,620	4,747	867	6,523
11	Sales - Ventes	\$'000 16,072,949.9	285,567.6	78,801.0	580,335.4
12	Food group - Groupe des aliments	" 4,298,239.8	72,757.3	16,700.8	161,775.6
13	General merchandise group - Groupe de marchandises en général	" 2,716,737.6	103,122.3	22,521.9	107,759.6
14	Automotive group - Groupe de l'automobile	" 4,602,458.4	62,140.6	24,501.7	170,307.3
15	Apparel and accessories group - Groupe des vêtements et accessoires	" 1,166,442.5	17,017.4	3,410.7	34,879.5
16	Hardware and home furnishings group - Quincaillerie et fournitures de maison	" 1,115,884.4	11,441.8	3,141.6	33,336.6
17	Other retail stores group - Groupe des autres magasins de détail	" 2,173,187.2	19,088.2	8,524.3	72,276.8
Wholesale trade - Commerce de gros:					
18	Number of locations - Nombre de locaux	30,855	447	208	894
19	Sales - Ventes	\$'000 19,452,747.0	239,695.9	66,682.8	419,742.0
Service trade - Commerce de services:					
20	Number of locations - Nombre de locaux	84,765	834	360	2,538
21	Receipts - Recettes	\$'000 2,979,849.8	31,116.4	6,442.3	64,109.0
MANUFACTURING - FABRICATION					
22	Number of establishments - Nombre d'établissements	33,352	339	162	1,030
23	Selling value of factory shipments - Valeur de vente des expéditions de la fabrication	\$'000 24,310,183.9	135,960.1	30,611.4	381,642.5
24	Value added by manufacturing - Valeur ajoutée par la fabrication	\$'000 10,690,073.4	69,377.1	8,492.7	161,287.8
AGRICULTURE					
25	Number of census farms - Nombre de fermes de recensement	480,903	1,752	7,335	12,518
26	Capital value (land and buildings) - Valeur foncière (terre et bâtiments)	\$'000 8,622,641.3	19,006.2	52,500.8	89,262.8
27	Commercial farms - Fermes commerciales	353,293	456	4,530	4,939
Value of products sold - Valeur des produits vendus:					
28	\$ 1,200-\$2,499	94,256	175	1,644	1,923
29	2,500- 4,999	118,777	112	1,676	1,447
30	5,000- 9,999	90,419	76	895	936
31	10,000 and over - et plus	49,841	93	315	633
32	Number of part-time farms - Nombre de fermes à temps partiel	37,645	335	793	2,466
33	Other farms (including institutional farms) - Autres fermes (y compris fermes d'institution)	89,965	961	2,012	5,113

TABLEAU 1. Statistique relative aux études de marché, Canada et provinces, 1961 - fin

New Brunswick — Nouveau-Brunswick	Quebec — Québec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia — Colombie-Britannique	Yukon and North-west Territories — Yukon et Territoires du Nord-Ouest	N°
132,714	1,191,368	1,640,750	239,754	245,424	349,809	459,532	7,920	1
95,772	467,716	1,140,653	190,171	210,253	272,069	367,663	6,324	2
10,498	138,373	170,312	11,367	10,485	18,141	19,577	798	3
25,906	583,983	324,859	37,115	22,390	54,919	68,632	678	4
15,977	49,392	74,127	18,505	22,117	27,116	25,309	1,573	5
103,875	1,093,879	1,588,075	218,979	201,961	306,063	422,823	4,145	6
9,141	111,906	221,859	60,004	82,953	103,738	72,776	1,196	7
78,417	651,330	1,085,575	153,422	169,542	233,048	284,231	2,679	8
4,887	33,228	161,307	14,424	12,928	27,935	45,508	185	9
5,215	45,273	52,157	6,575	7,591	9,902	13,558	212	10
435,806.0	4,107,952.1	6,206,684.5	766,711.3	734,491.9	1,272,394.9	1,575,161.4	29,043.8	11
109,391.3	1,266,968.3	1,638,917.7	184,688.3	146,397.9	275,526.4	422,342.8	2,773.4	12
81,900.6	545,129.4	857,884.5	196,705.0	184,453.2	273,528.7	330,749.3	12,983.1	13
134,433.5	1,078,769.3	1,816,830.1	220,159.0	243,144.4	429,813.6	416,550.6	5,808.3	14
26,951.1	387,847.6	449,275.5	37,308.7	41,100.3	75,336.0	92,883.4	432.3	15
25,895.8	334,869.5	443,326.7	42,208.0	45,980.2	81,708.4	92,980.5	995.3	16
57,233.7	494,368.0	1,000,450.0	85,642.3	73,415.9	136,481.8	219,654.8	6,051.4	17
709	7,094	10,105	2,166	2,646	3,332	3,222	32	18
303,939.9	4,475,095.4	6,126,188.8	3,499,121.9	802,904.7	1,450,855.3	2,057,842.9	10,677.4	19
2,066	23,803	32,014	3,853	4,263	5,921	8,957	156	20
42,465.9	821,379.3	1,175,641.8	153,921.0	123,925.0	238,268.2	314,417.2	8,163.7	21
734	11,220	12,410	1,470	710	1,629	3,635	13	22
390,726.9	7,326,802.6	12,015,812.0	752,215.4	353,192.6	935,638.6	1,984,147.7	3,434.1	23
155,989.0	3,206,368.4	5,442,009.8	305,090.7	123,525.3	346,394.4	870,800.2	738.0	24
11,786	95,777	121,333	43,306	93,924	73,212	19,934	26	25
90,114.8	1,014,681.5	2,572,302.7	719,612.0	1,856,523.3	1,715,367.2	493,030.8	2,392	26
5,116	62,497	90,345	33,522	82,285	58,698	10,902	3	27
2,043	23,570	20,678	9,236	18,739	13,495	2,752	1	28
1,491	23,205	26,576	12,095	30,295	19,017	2,861	2	29
985	11,851	23,901	8,966	24,290	15,976	2,543	—	30
597	3,871	19,190	3,225	8,961	10,210	2,746	—	31
2,150	10,249	9,920	2,402	2,515	3,807	3,002	6	32
4,520	23,031	21,068	7,382	9,124	10,707	6,030	17	33

TABLE 2. Market Research Statistics by Metropolitan Areas, 1961

No.		Calgary	Edmonton	Halifax	Hamilton	Kitchener
POPULATION						
1	Total	279,062	337,568	183,946	395,189	154,864
2	Male - Hommes	140,435	170,265	92,432	196,883	76,794
3	Female - Femmes	138,627	167,303	91,514	198,306	78,070
Age groups - Groupes d'âge:						
4	0-9	70,175	87,586	43,677	89,066	35,203
5	10-14	23,900	30,055	16,893	36,499	14,317
6	15-19	16,984	22,630	15,415	26,276	10,860
7	20-64	148,684	177,755	97,402	212,384	82,635
8	65 and over - et plus	19,319	19,542	10,559	30,964	11,849
Language - Langue:						
9	English only - Anglais seulement	267,610	316,513	173,004	375,319	149,146
10	French only - Français seulement	381	949	344	655	237
11	English and French - Anglais et français	9,144	17,072	10,173	13,296	3,990
Income data from a 20 per cent sample of private non-farm households - Revenu d'un échantillon de 20 pour-cent des ménages non agricoles privés:						
12	Population, 15 years of age and over, with income - Population, âgée de 15 ans et plus, avec revenu	136,039	160,694	80,759	188,418	79,055
13	Population, 15 years of age and over, without income - Population, âgée de 15 ans et plus, sans revenu	39,800	47,023	28,764	64,267	20,861
Income - Revenu:						
14	Under \$2,000 - Moins de \$2,000	47,901	58,562	30,290	68,911	29,048
15	\$ 2,000-\$2,999	18,417	23,056	12,413	23,959	12,425
16	3,000- 3,999	22,143	27,051	13,223	25,538	13,478
17	4,000- 4,999	17,498	19,747	10,101	25,771	11,464
18	5,000- 5,999	11,235	12,421	5,895	19,575	5,792
19	6,000- 9,999	13,704	15,199	6,535	19,177	4,910
20	10,000 and over - et plus	5,141	4,658	2,302	5,487	1,938
21	Average income per individual - Revenu moyen par personne	\$ 3,617	3,367	3,268	3,476	3,199
LABOUR FORCE - MAIN-D'OEUVRE						
22	Total	109,925	132,182	73,351	152,707	64,899
23	Male - Hommes	77,005	91,150	51,714	109,242	43,905
24	Female - Femmes	32,920	41,032	21,637	43,465	20,994
Wage and salary earners - Employés à salaire et à traitement:						
25	Male - Hommes	68,564	81,876	48,193	97,238	39,052
26	Female - Femmes	31,066	39,058	20,502	39,956	19,740
Earnings - Gain:						
27	Under \$2,000 - Moins de \$2,000	21,749	29,156	18,398	30,818	14,309
28	\$2,000-\$2,999	15,876	20,146	13,313	20,123	11,467
29	3,000- 3,999	20,528	24,666	13,973	23,786	12,962
30	4,000- 5,999	24,642	27,974	14,328	41,226	14,535
31	6,000 and over - et plus	12,306	13,368	6,105	16,583	4,177
Average earnings - Gain moyen:						
32	Male - Hommes	\$ 4,256	4,059	3,724	4,251	3,884
33	Female - Femmes	2,137	2,055	1,928	2,075	1,937
HOUSING - HABITATION						
34	Occupied dwellings - Logements occupés	78,396	89,003	42,366	105,240	42,174
35	Single detached - Individuels isolés	50,802	61,800	23,450	76,869	29,688
36	Single attached - Individuels attenants	5,173	5,001	3,789	6,312	2,407
37	Apartment or flat - Appartements ou plain-pied	22,132	21,692	14,880	21,966	10,038
38	Dwellings in need of major repair - Logements ayant besoin de réparations importantes	2,774	4,000	2,661	3,305	1,807
Dwellings with - Éléments de confort:						
39	Mechanical refrigerator - Réfrigérateur mécanique	75,419	85,008	39,663	103,763	41,700
40	Home freezer - Congélateur ménager	14,605	21,641	2,972	12,290	6,242
41	One passenger car - Une automobile	51,688	58,835	25,846	68,630	28,146
42	Two or more passenger cars - Deux automobiles ou plus	9,043	9,223	2,550	12,415	4,986
MERCHANDISING AND SERVICES - COMMERCE ET SERVICES						
Retail trade - Commerce de détail:						
43	Number of stores - Nombre de magasins	1,787	1,917	1,122	2,958	1,257
44	Sales - Ventes	\$'000 342,448.0	388,236.7	199,774.5	393,428.9	158,018.3
45	Food group - Groupe des aliments	81,569.9	84,153.1	53,330.8	110,814.3	43,897.8
46	General merchandise group - Groupe des marchandises en général	78,232.5	90,935.4	35,592.8	66,152.2	13,546.9
47	Automotive group - Groupe de l'automobile	103,740.5	117,658.7	52,740.0	101,181.6	51,045.8
48	Apparel and accessories group - Groupe des vêtements et accessoires	20,565.1	26,127.5	14,398.6	26,655.0	13,165.6
49	Hardware and home furnishings group - Quincaillerie et fournitures de maison	21,028.1	22,393.3	11,154.8	26,051.8	11,906.4
50	Other retail stores group - Groupe des autres magasins de détail	37,311.9	46,968.7	32,557.5	62,574.0	24,455.8
Service trade - Commerce de services:						
51	Number of locations - Nombre de locaux	1,184	1,355	615	1,893	697
52	Receipts - Recettes	\$'000 65,557.7	76,681.0	30,066.4	67,178.4	21,286.0

TABLEAU 2. Statistique relative aux études de marché par zone métropolitaine, 1961

London	Montréal	Ottawa	Québec	Saint John	St. Johns	Sudbury	Toronto	Vancouver	Victoria	Windsor	Winnipeg	N°
181,283	2,109,509	429,750	357,568	95,563	90,838	110,694	1,824,481	790,165	154,152	193,365	475,989	1
88,754	1,037,646	210,737	172,228	46,982	44,310	57,296	903,255	393,452	75,800	96,079	234,637	2
92,529	1,071,863	219,013	185,340	48,561	46,528	53,398	921,226	396,713	78,352	97,286	241,352	3
39,374	460,765	101,412	78,694	21,765	23,094	30,228	378,809	158,812	29,798	44,860	101,080	4
16,046	188,907	42,862	34,961	9,665	9,859	11,143	148,913	67,784	13,089	18,797	42,281	5
12,402	156,675	32,371	32,763	7,461	8,924	8,560	107,917	50,950	10,504	13,371	33,386	6
97,592	1,173,961	225,335	189,927	48,292	43,446	57,034	1,046,219	424,815	76,220	100,212	256,340	7
15,869	129,201	27,770	21,223	8,380	5,515	3,729	142,623	87,804	24,541	16,125	42,902	8
173,951	462,260	236,287	5,056	87,303	89,675	70,611	1,690,622	750,086	146,497	166,810	432,719	9
181	826,333	56,739	265,227	626	29	5,683	3,084	1,254	165	1,426	2,689	10
6,122	776,603	132,504	86,743	7,482	1,088	32,240	78,303	30,870	6,213	23,124	35,230	11
89,735	968,543	200,683	142,795	42,873	35,187	45,023	979,016	402,037	78,820	89,132	245,386	12
24,445	409,951	65,899	74,186	16,038	16,687	20,913	268,231	120,417	21,688	35,021	69,063	13
32,941	324,720	65,715	56,740	18,324	16,060	13,516	330,456	161,894	24,047	35,356	97,012	14
14,340	160,665	29,075	24,601	7,311	5,558	4,366	147,474	50,639	10,170	10,641	38,075	15
14,842	177,385	32,647	24,517	7,464	5,793	5,521	165,030	55,534	10,245	12,603	39,830	16
10,827	118,487	26,565	15,124	4,591	3,176	7,997	123,058	48,989	9,385	12,930	30,248	17
6,734	71,010	16,429	8,422	2,168	1,799	7,499	80,226	34,257	6,797	7,959	15,608	18
7,309	80,687	22,221	9,205	2,160	1,988	5,000	94,398	39,047	6,230	7,835	17,642	19
2,742	35,589	8,031	4,186	855	613	1,124	38,374	11,677	1,946	1,808	6,971	20
3,316	3,508	3,730	3,160	2,868	2,801	3,820	3,610	3,312	3,103	3,182	3,179	21
74,153	812,145	168,773	127,529	33,606	29,705	39,237	792,886	296,722	55,749	69,297	195,242	22
48,901	569,320	113,155	87,014	23,132	20,447	30,268	530,834	205,384	38,853	49,541	129,645	23
25,252	242,825	55,618	40,515	10,474	9,258	8,969	262,052	91,338	16,896	19,756	65,597	24
43,127	509,386	104,072	77,842	20,956	18,191	28,216	472,619	177,573	34,262	44,048	116,723	25
23,893	230,056	53,087	38,360	9,811	8,534	8,226	243,170	84,326	15,566	18,297	61,496	26
16,001	158,594	31,479	31,424	9,310	8,775	6,460	146,703	59,733	12,654	14,692	46,185	27
13,033	144,593	25,750	23,989	6,763	5,478	3,746	127,232	38,353	7,521	8,128	33,723	28
13,980	165,590	31,034	23,044	6,894	5,365	4,949	152,102	47,483	8,749	11,397	37,147	29
14,680	159,089	38,467	18,733	5,055	3,956	15,958	174,486	71,073	13,627	18,408	38,635	30
6,411	71,396	22,106	7,685	1,717	1,694	3,716	69,566	32,333	4,781	6,430	15,543	31
4,000	3,972	4,407	3,559	3,357	3,381	4,402	4,330	4,219	3,976	4,002	3,907	32
2,098	2,213	2,451	1,782	1,790	1,635	2,007	2,338	2,219	2,013	2,182	1,961	33
50,494	549,652	107,570	79,140	24,143	17,917	26,255	482,490	228,596	47,485	53,315	128,530	34
33,824	106,969	51,914	23,127	8,854	9,537	15,182	268,984	171,620	35,747	40,102	90,412	35
2,411	58,704	15,345	10,640	1,855	4,861	2,690	84,385	8,843	2,330	3,295	6,271	36
14,088	383,735	40,196	45,356	13,345	3,484	8,363	128,680	47,630	9,295	9,877	31,666	37
1,559	15,401	3,892	2,475	2,887	1,152	1,371	10,747	8,510	1,372	2,379	6,421	38
49,776	531,432	105,761	74,413	21,386	14,397	25,656	475,543	218,488	44,838	52,603	124,502	39
6,095	34,368	12,679	4,593	754	868	3,143	37,776	22,625	6,894	5,135	18,267	40
32,624	279,860	69,142	41,229	14,450	9,818	18,527	293,621	136,202	28,736	34,255	77,540	41
5,964	17,806	9,318	2,476	1,146	1,335	1,402	58,349	26,871	5,316	4,984	9,667	42
1,448	15,191	2,612	2,991	750	750	740	13,946	6,191	1,232	1,578	2,870	43
243,099.5	2,028,557.4	437,727.9	346,440.1	97,608.2	107,440.2	124,279.2	2,114,931.4	835,585.6	157,299.1	175,562.4	493,139.0	44
49,436.1	649,094.1	121,993.9	99,876.5	26,702.5	27,573.5	36,233.8	538,817.8	213,551.3	42,724.4	53,591.3	127,156.6	45
30,850.3	276,387.2	67,768.0	47,925.5	15,892.5	20,785.5	15,873.4	322,517.8	192,335.3	32,829.1	13,327.2	129,395.2	46
95,315.5	446,470.4	109,815.5	84,090.7	28,632.5	32,191.5	34,123.5	574,969.8	210,161.2	37,291.8	49,518.3	125,362.7	47
17,964.8	198,839.0	33,996.0	36,824.5	6,618.8	9,487.6	9,573.7	163,519.3	52,960.4	8,849.1	15,450.4	24,016.6	48
16,346.3	166,880.1	28,962.2	27,242.9	4,732.6	6,123.3	8,298.1	143,314.4	45,689.2	10,241.6	18,491.7	23,836.6	49
33,186.5	290,886.6	75,192.3	50,480.0	15,029.3	11,278.8	20,176.7	371,792.3	120,888.2	25,363.1	25,183.5	63,371.3	50
886	9,673	1,603	1,601	378	281	408	8,973	4,080	688	1,036	1,949	51
37,454.8	486,808.5	84,213.0	64,237.0	13,095.8	14,624.3	17,145.5	521,762.2	180,669.6	26,926.4	35,803.3	104,279.1	52

TABLE 3. Market Research Statistics by Counties and Census Divisions and for Incorporated Places
of 10,000 Population and Over, 1961

No.		Newfoundland — Terre-Neuve					
		Division No. 1			Division No. 2	Division No. 3	Division No. 4
		Total	St. John's	Remainder — Autres	Total		
POPULATION							
1	Total	188,904	63,633	125,271	24,779	23,299	24,185
2	Male — Hommes	95,045	30,614	64,431	12,709	12,044	12,504
3	Female — Femmes	93,859	33,019	60,840	12,070	11,255	11,681
4	Rural farm — Rurale agricole	4,163	—	4,163	716	42	1,566
5	Male — Hommes	2,251	—	2,251	388	25	864
6	Female — Femmes	1,912	—	1,912	328	17	702
7	Rural non-farm — Rurale non agricole	66,833	—	66,833	15,070	15,039	12,107
8	Male — Hommes	34,703	—	34,703	7,817	7,799	6,370
9	Female — Femmes	32,130	—	32,130	7,253	7,240	5,737
10	Urban — Urbaine	117,908	63,633	54,275	8,993	8,218	10,512
11	Male — Hommes	58,091	30,614	27,477	4,504	4,220	5,270
12	Female — Femmes	59,817	33,019	26,798	4,489	3,998	5,242
Age groups — Groupes d'âge:							
13	0-9	50,518	14,890	35,628	7,173	6,851	8,629
14	10-14	23,434	6,671	16,763	3,618	3,147	3,192
15	15-19	18,528	6,449	12,079	2,468	2,189	2,324
16	20-64	83,763	31,285	52,478	9,859	9,661	9,100
17	65 and over — et plus	12,661	4,338	8,323	1,661	1,451	940
Language — Langue:							
18	English only — Anglais seulement	187,363	62,692	124,671	24,705	23,250	22,126
19	French only — Français seulement	44	22	22	3	3	133
20	English and French — Anglais et français	1,385	877	508	53	30	1,913
Income data from a 20 per cent sample of private non-farm households — Revenu d'un échantillon de 20 pour-cent des ménages non agricoles privés:							
21	Population, 15 years of age and over, with income — Population, âgée de 15 ans et plus, avec revenu	67,652	26,738	40,914	8,225	8,209	6,835
22	Population, 15 years of age and over, without income — Population, âgée de 15 ans et plus, sans revenu	36,984	11,939	25,045	5,118	4,832	4,146
Income — Revenu:							
23	Under \$2,000 — Moins de \$2,000	36,615	12,234	24,381	5,989	6,015	3,754
24	\$ 2,000-\$2,999	10,218	4,234	5,984	1,165	870	867
25	3,000- 3,999	9,080	4,283	4,797	676	836	962
26	4,000- 4,999	5,145	2,357	2,788	230	249	712
27	5,000- 5,999	2,914	1,346	1,568	89	116	287
28	6,000- 9,999	2,715	1,584	1,131	47	72	222
29	10,000 and over — et plus	965	700	265	29	51	31
30	Average income per individual — Revenu moyen par personne	\$ 2,374	2,839	..	1,513	1,620	2,239
LABOUR FORCE — MAIN-D'OEUVRE							
31	Total	50,863	22,209	28,654	5,347	5,552	5,619
32	Male — Hommes	37,667	14,918	22,749	4,496	4,776	4,435
33	Female — Femmes	13,196	7,291	5,905	851	776	1,184
Wage and salary earners — Employés à salaire et à traitement:							
34	Male — Hommes	32,845	13,341	19,504	3,324	3,804	3,400
35	Female — Femmes	11,576	6,726	4,850	701	687	1,058
Earnings — Gain:							
36	Under \$2,000 — Moins de \$2,000	16,980	6,398	10,582	2,313	2,676	1,927
37	\$2,000-\$2,999	8,540	4,070	4,470	772	664	683
38	3,000- 3,999	8,075	3,981	4,094	503	660	889
39	4,000- 5,999	6,288	3,011	3,277	196	204	673
40	6,000 and over — et plus	2,138	1,444	694	41	44	118
Average earnings — Gain moyen:							
41	Male — Hommes	\$ 2,977	3,515	..	1,958	1,931	2,651
42	Female — Femmes	\$ 1,536	1,677	..	1,051	892	1,495

Note: See Appendix A for references to more detail.

TABLEAU 3. Statistique relative aux études de marché par comté ou division de recensement et localité constituée de 10,000 habitants et plus, 1961

Newfoundland — Terre-Neuve			Newfoundland — Terre-Neuve					Prince Edward Island — Île-du-Prince-Édouard		N°
Division No. 5			Division No. 6	Division No. 7	Division No. 8	Division No. 9	Division No. 10	Kings	Prince	
Total	Corner Brook	Remainder — Autres	Total							
39,086	25,185	13,901	38,045	39,652	44,659	21,710	13,534	17,893	40,894	1
19,832	12,535	7,297	19,590	20,687	23,439	11,431	7,643	9,453	21,018	2
19,254	12,650	6,604	18,455	18,965	21,220	10,279	5,891	8,440	19,376	3
630	—	630	37	799	565	521	38	7,347	13,213	4
347	—	347	18	425	311	267	18	4,021	7,008	5
283	—	283	19	374	254	254	20	3,328	6,205	6
9,273	—	9,273	8,687	28,067	35,901	18,184	7,595	7,883	18,068	7
4,875	—	4,875	4,545	14,709	18,920	9,619	4,421	4,103	9,314	8
4,398	—	4,398	4,142	13,358	16,981	8,565	3,174	3,780	8,754	9
29,183	25,185	3,998	29,321	10,786	8,193	3,005	5,901	2,663	9,613	10
14,610	12,535	2,075	15,027	5,553	4,208	1,545	3,204	1,329	4,696	11
14,573	12,650	1,923	14,294	5,233	3,985	1,460	2,697	1,334	4,917	12
12,445	7,744	4,701	12,095	10,272	13,310	6,846	3,960	4,098	10,826	13
5,101	3,189	1,912	5,073	5,391	6,091	3,116	1,301	2,260	5,071	14
3,634	2,328	1,306	3,545	3,596	4,328	2,230	987	1,545	3,631	15
16,486	11,019	5,467	15,983	17,078	18,139	8,562	6,935	7,870	17,789	16
1,420	905	515	1,349	3,315	2,791	956	351	2,120	3,577	17
38,706	24,931	13,775	37,731	39,546	44,455	21,612	11,451	17,536	33,568	18
8	2	4	5	4	7	2	315	44	1,037	19
316	227	89	300	86	171	73	972	293	6,255	20
12,984	8,828	4,156	12,137	14,259	15,131	6,945	3,715	4,720	11,127	21
7,550	5,180	2,370	7,869	8,703	9,013	4,215	2,637	1,787	4,630	22
5,958	3,666	2,292	5,159	10,471	11,177	5,365	1,610	3,338	6,682	23
1,834	1,075	759	1,387	2,041	2,169	942	624	678	1,735	24
1,740	1,270	470	1,538	1,055	1,046	403	292	367	1,096	25
1,466	1,160	306	1,565	319	334	90	336	161	747	26
879	696	183	1,210	146	131	65	351	75	345	27
850	750	100	1,053	168	149	55	462	51	378	28
257	211	46	245	59	125	25	40	50	144	29
2,883	3,201	..	3,445	1,502	1,584	1,444	3,057	1,692	2,094	30
10,668	7,380	3,288	10,361	8,427	8,924	4,158	3,852	5,675	12,725	31
8,387	5,578	2,809	8,431	7,305	7,603	3,600	3,139	4,565	10,013	32
2,281	1,802	479	1,930	1,122	1,321	558	713	1,110	2,712	33
7,577	5,134	2,443	7,946	5,493	5,602	2,095	3,100	2,181	5,937	34
2,068	1,669	399	1,699	864	1,091	481	689	933	2,302	35
3,489	2,159	1,330	2,934	3,821	4,004	1,585	665	2,167	4,207	36
1,490	983	507	1,302	1,198	1,172	399	523	512	1,583	37
1,648	1,189	459	1,632	608	650	227	730	160	914	38
1,858	1,524	334	2,420	340	291	93	1,228	99	815	39
772	703	69	997	73	99	31	566	19	278	40
3,305	3,712	..	3,589	1,873	1,889	1,750	4,175	1,552	2,422	41
1,403	1,490	..	1,511	997	909	829	2,432	939	1,215	42

Nota: Pour références à plus de détails, voir Appendice A.

TABLE 3. Market Research Statistics by Counties and Census Divisions and for Incorporated Places of 10,000 Population and Over, 1961 - Continued

No.		Newfoundland Terre-Neuve					
		Division No. 1			Division No. 2	Division No. 3	Division No. 4
		Total	St. John's	Remainder - Autres	Total		
HOUSING - HABITATION							
1	Occupied dwellings - Logements occupés	37,416	12,971	24,445	4,951	4,386	4,241
2	Single detached - Individuels isolés	27,814	5,560	22,254	4,646	4,162	3,711
3	Single attached - Individuels attenants	5,903	4,449	1,454	259	179	328
4	Apartment or flat - Appartements ou plain-pied	3,659	2,962	697	156
5	Dwellings in need of major repair - Logements ayant besoin de réparations importantes	2,013	684	1,329	213	179	377
Dwellings with - Éléments de confort:							
6	Mechanical refrigerator - Réfrigérateur mécanique	21,557	10,893	10,664	800	680	2,013
7	Home freezer - Congélateur ménager	1,785	603	1,182	142	..	653
8	One passenger car - Une automobile	16,800	6,732	10,068	908	436	1,631
9	Two or more passenger cars - Deux automobiles ou plus	1,642	956	686
MERCHANDISING AND SERVICES - COMMERCE ET SERVICES							
Retail trade - Commerce de détail:							
10	Number of stores - Nombre de magasins	1,990	578	1,412	309	240	222
11	Sales - Ventes	\$'000 140,125.0	95,002.2	45,122.8	11,023.0	8,951.9	11,344.7
12	Food group - Groupe des aliments	" 41,302.6	22,674.5	18,628.1	2,594.9	2,166.1	3,924.1
13	General merchandise group - Groupe des marchandises en général	" 32,158.4	20,732.5	11,425.9	7,008.2	5,697.8	2,616.9
14	Automotive group - Groupe de l'automobile	" 35,990.4	25,103.7	10,886.7	1,347.9	261.3	2,261.1
15	Apparel and accessories group - Groupe des vêtements et accessoires	" 10,689.0	9,463.6	1,225.4	-	334.5	838.0
16	Hardware and home furnishings group - Quincaillerie et fournitures de maison	" 7,364.2	6,039.4	1,324.8	-	-	600.8
17	Other retail stores group - Groupe des autres magasins de détail	" 12,620.4	10,988.5	1,631.9	-	-	1,105.8
Wholesale trade - Commerce de gros:							
18	Number of locations - Nombre de locaux	276	182	94	11	6	14
19	Sales - Ventes	\$'000 161,634.6	132,938.6	28,696.0	3,753.4	2,841.6	4,804.0
Service trade - Commerce de services:							
20	Number of locations - Nombre de locaux	415	247	168	32	17	64
21	Receipts - Recettes	\$'000 18,153.8	12,353.0	5,800.8	268.8	260.3	1,525.8
MANUFACTURING - FABRICATION							
22	Number of establishments - Nombre d'établissements	129	74	55	10	18	12
23	Selling value of factory shipments - Valeur de vente des expéditions de la fabrique	\$'000 39,947.5	28,560.7	11,386.8	5,486.6	4,228.0	204.8
24	Value added by manufacturing - Valeur ajoutée par la fabrication	\$'000 19,633.5	14,885.4	4,748.1	2,178.8	1,958.9	115.0
AGRICULTURE							
25	Number of census farms - Nombre de fermes de recensement	962	65	4	315
26	Capital value (land and buildings) - Valeur foncière (terre et bâtiments)	\$'000 12,945.4	280.2	20.0	2,389.9
27	Commercial farms - Fermes commerciales	228	18	-	80
Value of products sold - Valeur des produits vendus:							
28	\$ 1,200 - 2,499	68	8	-	44
29	2,500 - 4,999	45	8	-	29
30	5,000 - 9,999	39	2	-	6
31	10,000 and over - et plus	76	2	-	1
32	Number of part-time farms - Nombre de fermes à temps partiel	179	17	1	58
33	Other farms (including institutional farms) - Autres fermes (y compris fermes d'institution)	555	30	3	177

TABLEAU 3. Statistique relative aux études de marché par comté ou division de recensement et localité constituée de 10,000 habitants et plus, 1961 - suite

Newfoundland — Terre-Neuve						Prince Edward Island — Île-du-Prince-Édouard		Kings	Prince	N°
Division No. 5			Division No. 6	Division No. 7	Division No. 8	Division No. 9	Division No. 10			
Total	Corner Brook	Remainder — Autres	Total				Total			
7,174	4,703	2,471	6,771	8,281	8,633	3,786	2,301	4,243	9,091	1
6,191	3,636	2,355	5,752	7,942	8,203	3,565	1,752	4,062	7,750	2
481	390	91	622	304	340	215	255	115	635	3
491	466	25	386	261	..	659	4
519	284	235	205	317	322	297	341	303	474	5
4,817	3,775	1,042	5,051	1,071	1,024	115	912	2,370	5,926	6
377	229	148	444	194	174	117	..	222	355	7
3,499	2,628	871	3,606	1,787	1,212	572	404	2,019	5,891	8
135	292	110	171	344	9
350	191	159	260	533	525	250	68	156	305	10
32,058.8	27,979.9	4,678.9	33,108.4	16,606.5	17,693.4	7,943.7	6,112.2	8,965.7	29,485.2	11
7,307.2	4,901.2	4,523.8	4,262.5	1,572.6	202.3	1,676.2	6,389.0	12
11,391.2	13,580.6	9,113.4	10,942.5	5,836.2	4,776.9	3,533.3	8,722.1	13
8,657.0	8,798.6	2,263.3	1,215.0	414.2	931.8	2,324.0	9,597.4	14
1,925.0	2,437.1	218.5	479.8	256.2	1,094.8	15
1,183.9	1,316.2	157.8	665.6	273.9	729.1	16
2,194.5	2,074.5	329.7	128.0	902.1	2,952.6	17
50	40	10	38	26	15	9	2	34	79	18
31,307.8	28,614.3	2,693.5	15,216.8	6,197.3	10,722.2	722.0	2,496.2	3,923.1	21,795.7	19
93	69	24	78	63	43	22	7	53	118	20
3,809.7	3,397.9	411.8	5,182.0	822.7	609.5	142.8	341.0	440.6	1,741.4	21
23	16	7	25	41	41	39	1	36	56	22
50,553.8	50,200.0	353.8	31,388.6	2,578.3	611.8	867.8	93.1	2,416.3	8,752.3	23
25,883.8	25,714.8	169.0	17,949.9	915.2	265.6	413.5	62.9	716.5	2,462.7	24
62	16	187	97	44	—	1,628	2,640	25
953.5	270.8	1,257.8	718.0	170.6	—	8,395.4	20,329.3	26
26	9	53	42	—	—	846	1,624	27
8	—	25	22	—	—	375	566	28
10	1	13	8	—	—	315	541	29
4	1	12	12	—	—	119	357	30
4	7	3	—	—	—	37	160	31
14	2	41	17	6	—	190	304	32
22	5	93	38	38	—	592	712	33

TABLE 3. Market Research Statistics by Counties and Census Divisions and for Incorporated Places of 10,000 Population and Over, 1961 - Continued

No.		Prince Edward Island Île-du-Prince-Édouard			Nova Scotia Nouvelle-Écosse	
		Queens			Annapolis	Antigonish
		Total	Charlotte- town	Remainder - Autres	Total	
POPULATION						
1	Total	45,842	18,318	27,524	22,649	14,360
2	Male - Hommes	22,886	8,494	14,392	11,871	7,250
3	Female - Femmes	22,956	9,824	13,132	10,778	7,110
4	Rural farm - Rurale agricole	13,954	-	13,954	3,688	3,559
5	Male - Hommes	7,490	-	7,490	1,969	1,967
6	Female - Femmes	6,464	-	6,464	1,719	1,592
7	Rural non-farm - Rurale non agricole	10,255	-	10,255	15,997	6,457
8	Male - Hommes	5,247	-	5,247	8,513	3,409
9	Female - Femmes	5,008	-	5,008	7,484	3,048
10	Urban - Urbaine	21,633	18,318	3,315	2,964	4,344
11	Male - Hommes	10,149	8,494	1,655	1,389	1,874
12	Female - Femmes	11,484	9,824	1,660	1,575	2,470
Age groups - Groupes d'âge:						
13	0-9	10,513	3,785	6,728	4,922	3,873
14	10-14	4,933	1,813	3,120	2,273	1,814
15	15-19	3,699	1,550	2,149	2,390	1,450
16	20-64	21,464	8,967	12,497	10,534	5,929
17	65 and over - et plus	5,233	2,203	3,030	2,530	1,294
Language - Langue:						
18	English only - Anglais seulement	44,192	17,703	26,489	22,009	12,674
19	French only - Français seulement	138	44	94	30	105
20	English and French - Anglais et français	1,390	539	851	580	1,560
Income data from a 20 per cent sample of private non-farm households - Revenu d'un échantillon de 20 pour-cent des ménages non agricoles privés:						
21	Population, 15 years of age and over, with income - Population, âgée de 15 ans et plus, avec revenu	14,376	8,918	5,458	8,249	3,992
22	Population, 15 years of age and over, without income - Population, âgée de 15 ans et plus, sans revenu	4,837	2,908	1,929	3,227	1,797
Income - Revenu:						
23	Under \$2,000 - Moins de \$2,000	7,885	4,657	3,228	4,903	2,204
24	\$ 2,000-\$2,999	2,489	1,602	887	1,170	620
25	3,000- 3,999	1,806	1,206	600	810	519
26	4,000- 4,999	852	493	359	502	281
27	5,000- 5,999	531	367	164	366	166
28	6,000- 9,999	566	416	150	392	153
29	10,000 and over - et plus	247	177	70	106	49
30	Average income per individual - Revenu moyen par personne	\$ 2,421	2,516	..	2,241	2,260
LABOUR FORCE - MAIN-D'OEUVRE						
31	Total	15,939	6,776	9,163	7,617	4,352
32	Male - Hommes	11,610	4,247	7,363	6,230	3,051
33	Female - Femmes	4,329	2,529	1,800	1,387	1,301
Wage and salary earners - Employés à salaire et à traitement:						
34	Male - Hommes	7,207	3,638	3,569	4,946	2,180
35	Female - Femmes	3,749	2,328	1,421	1,168	1,218
Earnings - Gain:						
36	Under \$2,000 - Moins de \$2,000	5,230	2,516	2,714	3,080	1,550
37	\$2,000-\$2,999	2,330	1,390	940	1,205	586
38	3,000- 3,999	1,417	853	564	702	449
39	4,000- 5,999	1,057	655	402	747	244
40	6,000 and over - et plus	336	248	88	268	120
Average earnings - Gain moyen:						
41	Male - Hommes	\$ 2,547	2,944	..	2,463	2,496
42	Female - Femmes	\$ 1,418	1,524	..	1,376	1,350

TABLEAU 3. Statistique relative aux études de marché par comté ou division de recensement et localité constituée de 10,000 habitants et plus, 1961 - suite

Nova Scotia Nouvelle-Écosse											
Cape Breton					Colchester			Cumberland			
Total	Glace Bay	New Waterford	Sydney	Remainder - Autres	Total	Truro	Remainder - Autres	Total	Amherst	Remainder - Autres	Nº
131,507	24,186	10,592	33,617	63,112	34,307	12,421	21,886	37,767	10,788	26,979	1
66,377	12,094	5,360	16,633	32,290	17,187	5,865	11,322	18,923	5,211	13,712	2
65,130	12,092	5,232	16,984	30,822	17,120	6,556	10,564	18,844	5,577	13,267	3
2,663	-	-	-	2,663	4,540	-	4,540	4,857	-	4,857	4
1,474	-	-	-	1,474	2,496	-	2,496	2,568	-	2,568	5
1,189	-	-	-	1,189	2,044	-	2,044	2,289	-	2,289	6
20,303	-	-	-	20,303	12,856	-	12,856	12,981	-	12,981	7
10,601	-	-	-	10,601	6,569	-	6,569	6,695	-	6,695	8
9,702	-	-	-	9,702	6,287	-	6,287	6,286	-	6,286	9
108,541	24,186	10,592	33,617	40,146	16,911	12,421	4,490	19,929	10,788	9,141	10
54,302	12,094	5,360	16,633	20,215	8,122	5,865	2,257	9,660	5,211	4,449	11
54,239	12,092	5,232	16,984	19,931	8,789	6,556	2,233	10,269	5,577	4,692	12
34,159	5,662	2,958	8,081	17,458	7,582	2,582	5,000	8,078	2,277	5,801	13
15,895	3,035	1,353	3,763	7,744	3,908	1,227	2,681	4,218	1,199	3,019	14
12,038	2,333	959	3,152	5,594	3,069	1,088	1,981	3,150	912	2,238	15
60,135	11,366	4,680	16,061	28,028	16,293	6,305	9,988	17,921	5,269	12,652	16
9,280	1,790	642	2,560	4,288	3,455	1,219	2,238	4,400	1,131	3,269	17
127,396	23,853	9,740	32,299	61,504	33,804	12,141	21,663	36,429	9,997	26,432	18
171	18	28	54	71	18	5	13	59	33	26	19
3,618	296	818	1,189	1,315	470	265	205	1,213	742	471	20
49,078	9,335	3,913	14,074	21,758	13,605	6,257	7,348	15,085	5,498	9,587	21
27,276	5,583	2,161	6,774	12,758	5,033	2,030	3,003	5,981	1,702	4,279	22
22,579	4,259	1,788	5,863	10,669	7,337	3,083	4,254	9,478	2,842	6,636	23
7,222	1,692	689	1,592	3,249	2,496	1,046	1,450	2,394	927	1,467	24
7,907	1,638	734	1,913	3,622	1,756	842	914	1,660	812	848	25
5,638	969	421	2,004	2,244	839	499	350	773	446	327	26
3,191	412	196	1,401	1,182	486	295	191	330	171	159	27
1,983	275	60	1,041	607	480	359	121	335	220	115	28
558	90	25	260	183	211	143	68	115	80	35	29
2,640	2,501	2,473	3,080	..	2,288	2,656	..	1,876	2,349	..	30
38,042	7,133	2,895	11,327	16,687	11,610	4,394	6,916	11,032	3,763	7,269	31
29,194	5,394	2,316	8,104	13,380	8,310	3,019	5,291	8,311	2,581	5,730	32
8,848	1,739	579	3,223	3,307	3,300	1,675	1,625	2,721	1,182	1,539	33
26,063	4,856	2,184	7,343	11,680	6,401	2,560	3,841	6,405	2,225	4,180	34
8,062	1,575	537	2,931	3,019	2,896	1,493	1,403	2,364	1,072	1,292	35
9,995	1,956	649	2,981	4,409	4,138	1,535	2,603	4,317	1,347	2,970	36
7,245	1,631	803	1,430	3,381	2,146	875	1,271	1,768	688	1,080	37
7,201	1,473	769	1,761	3,198	1,438	655	783	1,262	595	667	38
7,127	937	392	3,030	2,768	1,019	621	398	759	399	360	39
1,342	160	31	729	422	335	270	65	203	151	52	40
3,236	2,975	2,983	3,790	..	2,698	3,358	..	2,357	2,973	..	41
1,574	1,523	1,587	1,664	..	1,484	1,659	..	1,320	1,403	..	42

TABLE 3. Market Research Statistics by Counties and Census Divisions and for Incorporated Places of 10,000 Population and Over, 1961 - Continued

No.		Prince Edward Island Île-du-Prince-Édouard			Nova Scotia Nouvelle-Écosse	
		Queens			Annapolis	Antigonish
		Total	Charlotte- town	Remainder - Autres	Total	
HOUSING - HABITATION						
1	Occupied dwellings - Logements occupés	10,608	4,266	6,342	5,691	2,733
2	Single detached - Individuels isolés	7,615	1,852	5,763	4,897	2,461
3	Single attached - Individuels attenants	1,383	1,029	354	507	..
4	Apartment or flat - Appartements ou plain-pied	1,544	1,380	164	414	155
5	Dwellings in need of major repair - Logements ayant besoin de réparations importantes	580	296	284	649	198
	Dwellings with - Éléments de confort:					
6	Mechanical refrigerator - Réfrigérateur mécanique	8,432	3,900	4,532	5,109	2,362
7	Home freezer - Congélateur ménager	442	120	322	466	422
8	One passenger car - Une automobile	6,585	2,423	4,162	3,600	1,517
9	Two or more passenger cars - Deux automobiles ou plus	383	141	242	274	..
MERCHANDISING AND SERVICES - COMMERCE ET SERVICES						
	Retail trade - Commerce de détail:					
10	Number of stores - Nombre de magasins	406	198	208	247	109
11	Sales - Ventes	\$'000 40,350.1	28,907.8	11,442.3	15,844.6	12,706.8
12	Food group - Groupe des aliments	8,635.6	3,433.4	2,406.1
13	General merchandise group - Groupe des marchandises en général	10,266.5	2,705.0	2,025.6
14	Automotive group - Groupe de l'automobile	12,580.3	5,890.2	5,315.8
15	Apparel and accessories group - Groupe des vêtements et accessoires	2,059.7	440.7	696.7
16	Hardware and home furnishings group - Quincaillerie et fournitures de maison	2,138.6	1,158.4	822.9
17	Other retail stores group - Groupe des autres magasins de détail	4,669.4	2,216.9	1,439.7
	Wholesale trade - Commerce de gros:					
18	Number of locations - Nombre de locaux	95	59	36	32	21
19	Sales - Ventes	\$'000 40,964.0	35,818.1	5,145.9	7,648.5	3,971.4
	Service trade - Commerce de services:					
20	Number of locations - Nombre de locaux	189	99	90	79	41
21	Receipts - Recettes	\$'000 4,260.3	3,045.6	1,214.7	1,655.7	1,125.7
MANUFACTURING - FABRICATION						
22	Number of establishments - Nombre d'établissements	70	31	39	34	15
23	Selling value of factory shipments - Valeur de vente des expéditions de la fabrique	\$'000 19,442.8	15,648.0	3,794.8	4,693.3	1,492.0
24	Value added by manufacturing - Valeur ajoutée par la fabrication	\$'000 5,313.5	4,454.7	658.8	1,526.6	583.8
AGRICULTURE						
25	Number of census farms - Nombre de fermes de recensement	3,067	880	682
26	Capital value (land and buildings) - Valeur foncière (terre et bâtiments)	\$'000 23,776.1	6,979.0	3,957.3
27	Commercial farms - Fermes commerciales	2,060	394	235
	Value of products sold - Valeur des produits vendus:					
28	\$ 1,200- \$2,499	703	163	85
29	2,500- 4,999	820	113	78
30	5,000- 9,999	419	83	44
31	10,000 and over - et plus	118	35	28
32	Number of part-time farms - Nombre de fermes à temps partiel	299	220	158
33	Other farms (including institutional farms) - Autres fermes (y compris fermes d'institution)	708	266	289

TABLEAU 3. Statistique relative aux études de marché par comté ou division de recensement et localité constituée de 10,000 habitants et plus, 1961 — suite

Nova Scotia — Nouvelle-Écosse											N ^o
Cape Breton				Colchester			Cumberland				
Total	Glace Bay	New Waterford	Sydney	Remainder — Autres	Total	Truro	Remainder — Autres	Total	Amherst	Remainder — Autres	
28,242	5,285	2,179	7,500	13,278	8,872	3,303	5,569	9,965	2,720	7,245	1
21,507	3,587	1,480	4,780	11,660	7,176	1,961	5,195	8,423	1,803	6,620	2
3,414	1,066	533	765	1,050	341	170	171	645	242	403	3
3,291	627	166	1,955	543	1,325	1,142	183	867	675	192	4
2,887	667	250	534	1,416	914	415	499	957	273	684	5
25,006	4,608	1,886	7,113	11,399	7,763	3,073	4,690	7,992	2,246	5,746	6
733	187	..	191	..	537	137	400	408	7
15,247	2,618	994	4,444	7,191	5,675	2,125	3,550	6,017	1,670	4,347	8
854	131	..	292	..	393	160	233	301	100	201	9
1,066	194	87	326	459	350	157	193	427	126	301	10
96,615.5	17,939.9	7,011.4	48,151.8	23,512.4	33,315.0	24,983.7	8,331.3	28,575.4	12,908.1	15,667.3	11
32,400.0	13,405.3	..	7,074.1	7,819.5	12
14,493.9	5,407.3	..	8,344.5	5,139.5	13
26,085.8	17,601.7	..	10,656.6	10,345.8	14
6,864.8	3,284.8	..	1,921.9	1,359.3	15
6,134.5	3,046.0	..	1,113.1	1,314.7	16
10,638.5	5,406.7	..	4,204.8	2,596.6	17
109	10	4	58	37	47	30	17	56	27	29	18
60,694.6	5,481.9	535.7	36,027.7	18,649.3	19,210.0	17,209.4	2,000.6	15,074.1	9,531.7	5,542.4	19
375	68	33	159	115	136	79	57	162	66	96	20
9,796.1	1,387.5	537.0	5,630.5	2,241.1	2,347.2	1,804.9	542.3	2,618.2	1,503.4	1,114.8	21
92	18	3	39	32	88	32	56	66	26	40	22
64,687.1	1,965.1	154.3	56,732.7	5,835.0	19,736.4	13,528.6	6,209.8	13,885.6	10,648.0	3,237.6	23
28,660.6	836.4	773.3	25,620.7	1,430.2	8,462.6	6,069.1	2,393.7	6,923.9	5,639.9	1,264.0	24
418	1,168	1,232	25
3,377.5	9,284.8	6,837.9	26
210	583	509	27
62	203	246	28
72	173	154	29
37	134	73	30
39	73	34	31
53	176	247	32
155	409	476	33

TABLE 3. Market Research Statistics by Counties and Census Divisions and for Incorporated Places of 10,000 Population and Over, 1961 - Continued

No.		Nova Scotia - Nouvelle-Écosse					
		Digby	Guys-borough	Halifax			
		Total	Total	Dartmouth	Halifax	Remainder - Autres	
POPULATION							
1	Total	20,216	13,274	225,723	46,966	92,511	86,246
2	Male - Hommes	10,288	7,065	114,122	23,699	46,077	44,346
3	Female - Femmes	9,928	6,209	111,601	23,267	46,434	41,900
4	Rural farm - Rurale agricole	2,383	1,649	2,622	-	-	2,622
5	Male - Hommes	1,242	889	1,394	-	-	1,394
6	Female - Femmes	1,141	760	1,228	-	-	1,228
7	Rural non-farm - Rurale non agricole	15,525	9,329	51,822	-	-	51,822
8	Male - Hommes	7,929	4,981	26,726	-	-	26,726
9	Female - Femmes	7,596	4,348	25,096	-	-	25,096
10	Urban - Urbaine	2,308	2,296	171,279	46,966	92,511	31,802
11	Male - Hommes	1,117	1,195	86,002	23,699	46,077	16,226
12	Female - Femmes	1,191	1,101	85,277	23,267	46,434	15,576
Age groups - Groupes d'âge:							
13	0-9	4,442	3,055	55,686	13,775	16,965	24,946
14	10-14	2,353	1,599	21,720	4,497	7,856	9,367
15	15-19	1,838	1,211	18,827	3,129	9,001	6,697
16	20-64	9,262	5,867	116,154	23,803	51,656	40,695
17	65 and over - et plus	2,321	1,542	13,336	1,762	7,033	4,541
Language - Langue:							
18	English only - Anglais seulement	12,014	12,442	213,376	44,818	85,582	82,976
19	French only - Français seulement	1,615	62	414	99	173	142
20	English and French - Anglais et français	6,562	768	11,488	1,984	6,440	3,064
Income data from a 20 per cent sample of private non-farm households - Revenu d'un échantillon de 20 pour-cent des ménages non agricoles privés:							
21	Population, 15 years of age and over, with income - Population, âgée de 15 ans et plus, avec revenu	7,851	5,014	96,073	19,020	44,636	32,417
22	Population, 15 years of age and over, without income - Population, âgée de 15 ans et plus, sans revenu	3,484	2,239	36,636	7,941	13,133	15,562
Income - Revenu:							
23	Under \$2,000 - Moins de \$2,000	5,449	3,599	38,110	6,427	17,931	13,752
24	\$ 2,000 - \$ 2,999	1,239	745	14,958	2,380	7,487	5,091
25	3,000 - 3,999	579	401	15,686	3,186	7,298	5,202
26	4,000 - 4,999	273	110	11,531	2,801	4,883	3,847
27	5,000 - 5,999	142	88	6,468	1,777	2,641	2,050
28	6,000 - 9,999	119	44	6,949	2,034	2,928	1,987
29	10,000 and over - et plus	50	27	2,371	415	1,468	488
30	Average income per individual - Revenu moyen par personne	\$ 1,653	\$ 1,608	\$ 3,110	\$ 3,465	\$ 3,154	..
LABOUR FORCE - MAIN-D'OEUVRE							
31	Total	5,733	3,666	85,085	16,228	41,953	26,904
32	Male - Hommes	4,574	2,965	61,255	12,382	27,861	21,012
33	Female - Femmes	1,159	701	23,830	3,846	14,092	5,892
Wage and salary earners - Employés à salaire et à traitement:							
34	Male - Hommes	3,325	1,973	56,141	11,734	25,915	18,492
35	Female - Femmes	987	616	22,482	3,626	13,370	5,486
Earnings - Gain:							
36	Under \$2,000 - Moins de \$2,000	2,606	1,560	21,923	3,131	11,989	6,803
37	\$2,000 - \$2,999	820	445	15,532	2,241	8,664	4,627
38	3,000 - 3,999	466	294	16,173	3,163	7,788	5,222
39	4,000 - 5,999	271	154	15,187	4,448	6,548	4,191
40	6,000 and over - et plus	40	32	6,371	1,943	2,794	1,634
Average earnings - Gain moyen:							
41	Male - Hommes	\$ 1,931	\$ 1,904	\$ 3,595	\$ 4,193	\$ 3,446	..
42	Female - Femmes	\$ 1,204	\$ 1,135	\$ 1,886	\$ 1,781	\$ 2,019	..

TABLEAU 3. Statistique relative aux études de marché par comté ou division de recensement et localité constituée de 10,000 habitants et plus, 1961 - suite

Nova Scotia - Nouvelle-Écosse										N°
Hants	Inverness	Kings	Lunenburg	Pictou	Queens	Richmond	Shelburne	Victoria	Yarmouth	
Total										
26,444	18,718	41,747	34,998	43,908	13,155	11,374	15,208	8,266	23,386	1
13,486	9,936	21,489	17,900	21,949	6,687	5,965	7,831	4,287	11,631	2
12,958	8,782	20,258	17,098	21,959	6,468	5,409	7,377	3,979	11,755	3
4,476	5,056	6,011	5,285	4,897	539	1,210	329	1,201	1,867	4
2,457	2,808	3,237	2,862	2,619	282	666	174	665	1,011	5
2,019	2,248	2,774	2,423	2,278	257	544	155	536	856	6
16,764	10,207	24,040	21,057	12,069	8,904	10,164	11,240	7,065	12,883	7
8,553	5,421	12,679	10,916	6,131	4,588	5,299	5,849	3,622	6,516	8
8,211	4,786	11,361	10,141	5,938	4,316	4,865	5,391	3,443	6,367	9
5,204	3,455	11,696	8,656	26,942	3,712	-	3,639	-	8,636	10
2,476	1,707	5,573	4,122	13,199	1,817	-	1,808	-	4,104	11
2,728	1,748	6,123	4,534	13,743	1,895	-	1,031	-	4,532	12
6,563	4,497	10,438	6,829	9,697	2,835	2,777	3,507	1,956	5,103	13
3,027	2,369	4,322	3,451	4,990	1,491	1,411	1,825	935	2,728	14
2,284	1,772	3,252	2,725	3,891	1,114	1,020	1,315	761	2,132	15
12,083	8,024	20,130	17,602	20,359	6,422	4,929	6,964	3,685	10,730	16
2,487	2,056	3,605	4,391	4,971	1,293	1,237	1,597	929	2,693	17
26,079	14,003	40,402	34,623	42,977	12,981	5,414	15,042	8,074	15,066	18
13	1,764	62	9	40	17	607	8	8	936	19
343	2,936	1,212	331	869	155	5,305	154	117	7,306	20
9,138	5,811	15,114	14,435	16,627	5,642	4,240	6,433	2,866	9,756	21
4,048	2,352	5,813	5,914	8,072	2,511	1,968	2,872	1,388	3,901	22
5,076	4,031	8,646	8,796	9,554	3,349	2,807	4,231	1,915	6,216	23
1,583	767	2,228	2,439	2,444	790	734	1,206	382	1,717	24
1,339	510	1,476	1,531	2,234	491	340	484	317	901	25
565	219	1,253	783	1,219	404	148	219	107	421	26
271	98	636	369	544	259	91	113	55	208	27
193	140	722	359	490	270	101	135	40	165	28
111	46	153	158	142	79	19	45	50	128	29
2,280	1,738	2,278	2,013	2,145	2,252	1,692	1,744	1,843	1,939	30
7,704	5,493	13,782	10,979	12,709	4,105	3,165	4,552	2,289	6,835	31
6,056	4,359	10,829	8,844	9,451	3,225	2,566	3,639	1,658	5,117	32
1,648	1,134	2,953	2,135	3,258	880	599	913	431	1,718	33
4,833	2,682	8,912	6,727	7,401	2,564	1,938	2,296	1,181	3,741	34
1,487	955	2,670	1,808	2,933	706	521	807	383	1,550	35
2,786	2,079	4,616	4,251	4,484	1,491	1,215	1,764	856	2,695	36
1,507	612	2,466	1,965	2,042	549	578	710	333	1,278	37
1,135	387	1,714	1,136	1,846	418	320	342	199	559	38
589	255	1,726	735	1,222	573	189	184	98	411	39
127	74	663	205	298	177	53	45	22	101	40
2,463	2,037	2,928	2,320	2,622	2,784	2,248	2,056	2,013	2,281	41
1,425	1,144	1,515	1,203	1,404	1,249	1,270	1,149	1,300	1,253	42

TABLE 3. Market Research Statistics by Counties and Census Divisions and for Incorporated Places of 10,000 Population and Over, 1961 - Continued

No.		Nova Scotia - Nouvelle-Écosse					
		Digby	Guys-borough	Halifax			
		Total	Total	Dartmouth	Halifax	Remainder - Autres	
HOUSING - HABITATION							
1	Occupied dwellings - Logements occupés	5,191	3,212	52,085	10,945	21,501	19,639
2	Single detached - Individuels isolés	4,821	3,061	32,274	6,665	8,883	16,726
3	Single attached - Individuels attenants	189	116	4,251	575	2,731	945
4	Apartment or flat - Appartements ou plain-pied	160	..	15,100	3,579	9,887	1,634
5	Dwellings in need of major repair - Logements ayant besoin de réparations importantes	689	395	3,496	439	1,527	1,530
Dwellings with - Éléments de confort:							
6	Mechanical refrigerator - Réfrigérateur mécanique	4,084	2,059	47,745	10,514	19,719	17,512
7	Home freezer - Congélateur ménager	265	179	3,672	1,238	979	1,455
8	One passenger car - Une automobile	2,528	1,268	31,648	7,422	11,358	12,868
9	Two or more passenger cars - Deux automobiles ou plus	139	..	2,926	513	1,199	1,214
MERCHANDISING AND SERVICES - COMMERCE ET SERVICES							
Retail trade - Commerce de détail:							
10	Number of stores - Nombre de magasins	271	152	1,409	250	692	467
11	Sales - Ventes	\$'000 13,320.2	4,556.2	211,150.2	48,111.9	138,296.6	24,741.7
12	Food group - Groupe des aliments	" 3,060.8	1,568.4	57,299.6	14,741.5	32,151.6	10,406.5
13	General merchandise group - Groupe des marchandises en général	" 3,162.2	1,797.5	38,849.7	2,422.1	32,584.8	3,842.8
14	Automotive group - Groupe de l'automobile	" 4,199.2	712.5	56,133.7	19,144.3	29,275.6	7,713.8
15	Apparel and accessories group - Groupe des vêtements et accessoires	" 346.3	--	14,459.2	2,695.7	11,475.0	288.5
16	Hardware and home furnishings group - quincaillerie et fournitures de maison	" 1,195.5	--	11,301.7	2,754.4	7,901.5	645.8
17	Other retail stores group - Groupe des autres magasins de détail	" 1,356.2	427.1	33,106.3	6,353.9	24,908.1	1,844.3
Wholesale trade - Commerce de gros:							
18	Number of locations - Nombre de locaux	27	10	288	31	228	29
19	Sales - Ventes	\$'000 5,455.6	1,420.9	222,403.7	44,359.7	170,666.9	7,377.1
Service trade - Commerce de services:							
20	Number of locations - Nombre de locaux	89	37	735	94	436	205
21	Receipts - Recettes	\$'000 1,116.5	219.0	32,699.6	2,530.8	25,562.8	4,606.0
MANUFACTURING - FABRICATION							
22	Number of establishments - Nombre d'établissements	69	18	194	22	99	73
23	Selling value of factory shipments - Valeur de vente des expéditions de la fabrique	\$'000 5,792.8	4,424.4	150,182.2	7,969.8	68,649.9	73,562.5
24	Value added by manufacturing - Valeur ajoutée par la fabrication	\$'000 1,925.4	1,666.7	62,966.7	5,536.5	33,328.0	24,102.2
AGRICULTURE							
25	Number of census farms - Nombre de fermes de recensement	559	372	439
26	Capital value (land and buildings) - Valeur foncière (terre et bâtiments)	\$'000 3,156.1	1,341.9	5,624.2
27	Commercial farms - Fermes commerciales	108	69	218
Value of products sold - Valeur des produits vendus:							
28	\$ 1,200 - \$2,499	52	37	73
29	2,500 - 4,999	32	23	64
30	5,000 - 9,999	13	9	48
31	10,000 and over - et plus	11	--	33
32	Number of part-time farms - Nombre de fermes à temps partiel	159	81	55
33	Other farms (including institutional farms) - Autres fermes (y compris fermes d'institution)	292	222	166

TABLEAU 3. Statistique relative aux études de marché par comté ou division de recensement et localité constituée de 10,000 habitants et plus, 1961 - suite

Nova Scotia - Nouvelle-Écosse										N°
Hants	Inverness	Kings	Lunenburg	Pictou	Queens	Richmond	Shelburne	Victoria	Yarmouth	
Total										
6,440	3,960	10,259	9,729	11,215	3,382	2,474	3,849	1,909	5,932	1
5,676	3,620	8,078	8,271	9,346	3,055	2,409	3,427	1,833	4,380	2
408	259	863	819	1,129	169	..	225	..	861	3
321	..	1,072	613	711	153	..	192	..	691	4
759	296	885	456	720	350	284	267	160	816	5
5,586	2,994	9,154	7,913	9,945	2,841	1,576	2,628	1,468	4,311	6
488	349	1,060	378	421	176	..	118	182	204	7
3,553	1,753	6,932	5,058	6,828	2,072	856	2,025	908	2,698	8
273	109	402	579	358	173	9
269	194	373	413	468	151	116	162	86	260	10
17,029.8	11,120.3	29,971.5	27,375.3	36,029.1	9,324.4	4,861.3	7,735.4	4,178.3	16,626.1	11
4,252.1	2,474.0	7,560.3	7,223.5	14,917.1	2,544.9	1,511.0	1,421.1	1,264.6	3,545.1	12
4,184.0	4,133.3	4,902.7	3,818.4	3,217.4	1,639.0	1,399.3	3,275.8	783.8	3,888.0	13
5,601.8	2,798.3	10,175.7	10,531.2	9,515.9	3,138.4	969.1	1,728.5	1,826.2	4,682.6	14
605.9	260.1	1,655.8	1,417.5	2,636.0	442.2	90.0	271.9	--	1,337.9	15
903.7	124.5	2,799.2	1,662.6	1,894.4	637.7	348.0	306.9	--	1,553.4	16
1,482.3	1,330.1	2,877.8	2,722.1	3,848.3	922.2	543.9	731.2	215.7	1,619.1	17
23	14	64	49	43	13	7	33	8	50	18
5,743.3	2,264.5	20,592.7	11,207.1	20,067.7	2,496.5	732.3	6,495.0	904.8	13,359.3	19
75	101	133	154	160	45	30	49	40	97	20
976.8	932.1	2,173.5	1,617.9	2,773.3	708.7	254.1	600.4	912.9	1,581.5	21
42	22	60	104	82	21	9	48	6	60	22
13,309.7	1,680.4	18,005.3	14,865.0	25,043.1	21,416.5	3,569.2	6,461.6	90.4	12,305.5	23
6,015.5	473.5	5,371.8	5,492.2	10,119.7	11,939.3	1,424.3	2,188.1	54.6	5,492.3	24
909	1,046	1,308	1,188	1,146	139	247	90	264	431	25
8,346.5	6,341.1	14,659.3	6,846.4	5,835.6	1,077.8	1,089.0	477.3	1,624.6	2,406.5	26
458	235	758	384	416	51	46	25	88	152	27
120	128	201	214	199	23	22	11	32	50	28
143	62	164	97	144	16	15	5	39	53	29
118	37	176	45	52	5	7	5	15	35	30
77	8	217	28	21	7	2	4	2	14	31
115	273	190	307	199	23	58	22	46	84	32
336	538	360	497	531	65	143	43	130	195	33

TABLE 3. Market Research Statistics by Counties and Census Divisions and for Incorporated Places of 10,000 Population and Over, 1961 - Continued

No.		New Brunswick - Nouveau-Brunswick					
		Albert	Carleton	Charlotte	Gloucester	Kent	Kings
		Total					
	POPULATION						
1	Total	12,485	23,507	23,285	66,343	26,667	25,908
2	Male - Hommes	6,322	12,055	11,645	33,768	13,898	13,300
3	Female - Femmes	6,163	11,452	11,640	32,575	12,769	12,608
4	Rural farm - Rurale agricole	1,319	6,310	1,207	6,472	6,324	5,819
5	Male - Hommes	713	3,340	654	3,349	3,341	3,166
6	Female - Femmes	606	2,970	553	3,123	2,983	2,653
7	Rural non-farm - Rurale non agricole	7,246	11,867	14,142	46,646	17,431	15,124
8	Male - Hommes	3,655	6,185	7,251	24,004	9,113	7,730
9	Female - Femmes	3,591	5,682	6,891	22,642	8,318	7,394
10	Urban - Urbaine	3,920	5,330	7,936	13,225	2,912	4,965
11	Male - Hommes	1,954	2,530	3,740	6,415	1,444	2,404
12	Female - Femmes	1,966	2,800	4,196	6,810	1,468	2,561
	Age groups - Groupes d'âge:						
13	0- 9	3,210	5,764	4,875	19,908	7,468	5,873
14	10- 14	1,497	2,867	2,462	9,736	3,776	2,946
15	15- 19	939	1,904	1,861	6,928	2,536	2,035
16	20- 64	5,883	10,609	11,250	25,517	10,638	11,996
17	65 and over - et plus	956	2,363	2,837	4,254	2,249	3,058
	Language - Langue:						
18	English only - Anglais seulement	12,166	23,068	22,311	7,777	4,143	25,234
19	French only - Français seulement	16	31	70	39,150	12,179	19
20	English and French - Anglais et français	294	405	894	19,260	10,150	642
	Income data from a 20 per cent sample of private non-farm households - Revenu d'un échantillon de 20 pour-cent des ménages non agricoles privés:						
21	Population, 15 years of age and over, with income - Population, âgée de 15 ans et plus, avec revenu	4,684	7,516	10,787	19,029	7,628	9,079
22	Population, 15 years of age and over, without income - Population, âgée de 15 ans et plus, sans revenu	1,993	3,044	3,854	12,209	3,460	3,665
	Income - Revenu:						
23	Under \$2,000 - Moins de \$2,000	2,142	4,694	6,440	11,998	5,753	4,800
24	\$ 2,000-\$2,999	750	1,299	2,118	2,618	940	1,497
25	3,000- 3,999	646	748	1,070	1,912	483	1,126
26	4,000- 4,999	479	356	467	1,191	241	579
27	5,000- 5,999	269	185	289	528	71	360
28	6,000- 9,999	319	156	224	627	80	476
29	10,000 and over - et plus	79	78	179	155	60	241
30	Average income per individual - Revenu moyen par personne	\$ 2,751	1,900	2,351	1,990	1,510	2,580
	LABOUR FORCE - MAIN-D'OEUVRE						
31	Total	3,736	6,893	7,636	15,778	6,640	7,966
32	Male - Hommes	2,953	5,492	5,564	12,007	5,213	6,308
33	Female - Femmes	783	1,401	2,072	3,771	1,427	1,658
	Wage and salary earners - Employés à salaire et à traitement:						
34	Male - Hommes	2,605	3,755	4,005	9,580	3,367	4,431
35	Female - Femmes	720	1,253	1,900	3,314	1,211	1,396
	Earnings - Gain:						
36	Under \$2,000 - Moins de \$2,000	1,055	2,668	2,982	7,863	3,200	2,430
37	\$2,000-\$2,999	722	1,250	1,485	1,716	667	1,302
38	3,000- 3,999	605	525	666	1,108	349	918
39	4,000- 5,999	589	331	433	1,079	161	665
40	6,000 and over - et plus	288	82	105	304	27	316
	Average earnings - Gain moyen:						
41	Male - Hommes	\$ 3,775	2,125	2,328	2,017	1,559	2,819
42	Female - Femmes	\$ 1,661	1,348	1,319	1,148	872	1,578

TABLEAU 3. Statistique relative aux études de marché par comté ou division de recensement et localité constituée de 10,000 habitants et plus, 1961 - suite

New Brunswick - Nouveau-Brunswick													N°
Madawaska			North- umberland	Queens	Resti- gouche	Saint John				Sunbury			
Total	Edmundston	Remainder - Autres	Total	Total	Total	Saint John	Lancaster	Remainder - Autres	Total	Oromocto	Remainder - Autres		
38,983	12,791	26,192	50,035	11,640	40,973	89,251	55,153	13,848	20,250	22,796	12,170	10,626	1
19,736	6,190	13,546	25,585	6,032	20,738	43,817	26,618	6,846	10,353	12,574	6,994	5,580	2
19,247	6,601	12,646	24,450	5,608	20,235	45,434	28,535	7,002	9,897	10,222	5,176	5,046	3
6,397	-	6,397	4,181	2,026	3,542	345	-	-	345	1,323	-	1,323	4
3,479	-	3,479	2,206	1,081	1,913	191	-	-	191	730	-	730	5
2,918	-	2,918	1,975	945	1,629	154	-	-	154	593	-	593	6
15,274	-	15,274	30,816	8,257	16,373	10,271	-	-	10,271	7,984	-	7,984	7
7,963	-	7,963	16,038	4,246	8,510	5,273	-	-	5,273	4,165	-	4,165	8
7,311	-	7,311	14,778	4,011	7,863	4,998	-	-	4,998	3,819	-	3,819	9
17,312	12,791	4,521	15,038	1,357	21,058	78,635	55,153	13,848	9,634	13,489	12,170	1,319	10
8,294	6,190	2,104	7,341	705	10,315	38,353	26,618	6,846	4,889	7,679	6,994	685	11
9,018	6,601	2,417	7,697	652	10,743	40,282	28,535	7,002	4,745	5,810	5,176	634	12
11,196	3,169	8,027	14,298	2,649	11,839	20,282	12,079	2,921	5,282	7,001	4,176	2,825	13
5,690	1,613	4,077	6,552	1,346	5,376	8,931	5,329	1,392	2,210	2,626	1,355	1,271	14
4,168	1,306	2,862	4,423	1,141	4,019	6,956	4,389	974	1,593	1,883	959	924	15
15,926	6,081	9,845	21,194	5,338	17,306	45,218	28,258	7,164	9,796	10,525	5,607	4,918	16
2,003	622	1,381	3,568	1,166	2,433	7,864	5,098	1,397	1,369	761	73	688	17
1,156	796	360	35,300	10,958	13,373	81,323	50,025	12,346	18,952	19,814	10,998	8,816	18
25,941	5,947	19,994	6,622	62	13,176	614	386	130	98	299	113	186	19
11,808	6,023	5,785	7,792	607	14,361	7,163	4,617	1,361	1,185	2,610	1,046	1,564	20
10,858	4,541	6,317	15,934	4,053	13,140	40,136	25,870	5,852	8,414	6,329	2,835	3,494	21
6,424	2,968	3,456	8,952	2,048	7,015	14,888	9,294	1,980	3,614	3,862	1,960	1,902	22
5,757	1,804	3,953	9,523	2,281	7,187	17,377	11,403	2,416	3,558	2,197	550	1,647	23
1,796	754	1,042	2,357	748	1,856	6,913	4,765	800	1,348	1,006	160	846	24
1,305	667	638	1,967	546	1,707	7,060	4,671	913	1,476	1,345	720	625	25
960	540	420	1,230	234	1,078	4,302	2,613	676	1,013	1,022	815	207	26
450	337	113	430	137	635	1,955	1,122	339	494	417	345	72	27
485	359	126	347	71	547	1,847	924	512	411	327	235	92	28
105	80	25	80	36	130	682	372	196	114	15	10	5	29
2,365	3,016	..	2,016	2,255	2,368	2,791	2,665	3,298	..	2,888	3,752	..	30
10,511	4,034	6,477	12,820	3,347	11,064	31,437	20,500	4,380	6,557	7,330	4,309	3,021	31
7,823	2,735	5,088	10,127	2,789	8,170	21,494	13,530	3,089	4,875	6,543	4,018	2,525	32
2,688	1,299	1,389	2,693	558	2,894	9,943	6,970	1,291	1,682	787	291	496	33
6,597	2,497	4,100	8,545	2,221	6,935	19,574	12,474	2,738	4,362	6,214	3,991	2,223	34
2,402	1,218	1,184	2,438	418	2,491	9,330	6,573	1,208	1,549	725	280	445	35
4,153	1,138	3,015	5,111	1,122	4,006	8,820	6,082	1,023	1,715	1,528	597	931	36
1,587	629	958	2,057	665	1,560	6,421	4,518	637	1,266	1,862	1,111	751	37
1,209	652	557	1,828	489	1,433	6,514	4,290	802	1,422	1,604	1,013	591	38
1,152	773	379	1,248	280	1,440	4,725	2,752	876	1,095	1,540	1,270	270	39
354	293	61	235	37	458	1,469	675	489	305	243	204	39	40
2,659	3,758	..	2,406	2,377	2,812	3,303	3,110	4,130	..	3,164	3,501	..	41
1,331	1,494	..	1,446	1,454	1,499	1,795	1,824	1,853	..	1,646	1,641	..	42

TABLE 3. Market Research Statistics by Counties and Census Divisions and for Incorporated Places of 10,000 Population and Over, 1961 - Continued

No.	New Brunswick - Nouveau-Brunswick						
	Albert	Carleton	Charlotte	Gloucester	Kent	Kings	
	Total						
HOUSING - HABITATION							
1	3,097	5,819	6,522	11,499	5,043	6,815	
2	2,871	4,968	5,603	10,080	4,609	5,946	
3	..	246	477	777	245	380	
4	130	601	437	632	174	479	
5	352	670	643	1,762	935	807	
Dwellings with - Éléments de confort:							
6	2,620	5,054	5,157	5,280	2,379	5,585	
7	285	604	360	987	213	468	
8	2,262	3,940	4,099	4,820	2,261	4,183	
9	161	223	293	178	155	484	
MERCHANDISING AND SERVICES - COMMERCE ET SERVICES							
Retail trade - Commerce de détail:							
10	78	243	274	618	238	213	
11	\$'000	3,766.8	17,495.4	17,106.7	29,300.8	9,358.9	13,554.5
12	"	1,392.0	3,128.5	5,024.8	7,068.0	2,246.6	3,418.6
13	"	645.3	3,166.5	3,246.0	8,840.1	3,145.0	2,676.2
14	"	1,171.7	7,800.2	4,053.8	7,453.7	2,506.2	5,307.9
15	"	--	714.6	676.7	1,253.6	--	560.5
16	"	298.8	1,138.0	1,197.6	1,841.3	524.8	495.0
17	"	--	1,547.6	2,907.8	2,844.1	--	1,096.3
Wholesale trade - Commerce de gros:							
18	3	41	34	53	16	32	
19	\$'000	378.8	11,076.7	6,443.1	10,699.8	1,617.5	6,435.4
Service trade - Commerce de services:							
20	27	88	118	172	57	85	
21	\$'000	225.2	1,063.7	1,690.2	1,839.3	466.9	1,166.0
MANUFACTURING - FABRICATION							
22	17	35	54	70	21	36	
23	\$'000	2,187.8	9,228.2	15,047.3	30,656.6	3,817.1	7,622.2
24	\$'000	1,262.0	4,142.9	5,812.7	13,869.4	636.6	3,367.7
AGRICULTURE							
25	301	1,360	284	1,085	1,103	1,344	
26	\$'000	2,227.2	10,416.4	2,453.5	7,667.2	4,741.6	9,054.0
27	116	861	103	213	337	768	
Commercial farms - Fermes commerciales							
Value of products sold - Valeur des produits vendus:							
28	60	261	49	140	225	281	
29	27	270	28	42	73	222	
30	18	191	14	20	31	192	
31	11	139	12	11	8	73	
32	71	179	59	224	262	182	
33	114	320	122	648	504	394	

TABLEAU 3. Statistique relative aux études de marché par comté ou division de recensement et localité constituée de 10,000 habitants et plus, 1961 - suite

New Brunswick - Nouveau-Brunswick													N ^o
Madawaska			North- umberland	Queens	Resti- gouche	Saint John				Sunbury			
Total	Edmundston	Remainder - Autres	Total			Total	Saint John	Lancaster	Remainder - Autres	Total	Oromocto	Remainder - Autres	
7,006	2,644	4,362	10,097	2,990	7,772	22,525	14,423	3,159	4,943	4,697	2,189	2,508	1
5,028	1,470	3,558	8,675	2,748	6,416	7,406	1,662	1,786	3,958	3,118	911	2,207	2
708	324	384	762	153	452	1,810	1,376	145	289	1,299	1,175	124	3
1,254	839	415	575	..	894	13,225	11,385	1,159	681	192	103	89	4
947	162	785	1,612	358	1,091	2,869	2,016	161	692	401	5
5,401	2,431	2,970	6,639	2,424	5,656	19,750	12,556	2,955	4,237	4,179	2,189	1,990	6
845	112	733	628	363	462	681	312	172	197	400	229	171	7
4,094	1,688	2,406	5,082	1,864	4,007	13,420	7,845	2,083	3,492	3,122	1,621	1,501	8
110	178	152	165	896	364	240	294	9
350	126	224	428	148	417	727	541	71	115	100	16	84	10
21,787.6	12,953.4	8,834.2	28,888.6	5,394.9	25,314.6	96,091.2	77,956.1	8,179.8	9,955.3	7,350.8	3,683.1	3,667.7	11
5,247.4	7,925.4	1,349.6	7,462.0	25,876.8	19,771.5	2,620.1	12
3,511.5	5,570.6	1,869.9	3,823.9	15,749.3	15,279.5	1,246.2	13
7,928.7	8,352.8	1,510.0	7,615.5	28,170.1	19,004.0	1,372.8	14
2,000.9	1,981.4	199.9	1,470.9	6,551.7	6,484.7	294.1	15
971.9	1,628.8	286.8	1,717.9	4,685.0	4,223.4	345.8	16
2,127.2	3,429.6	178.7	3,224.4	15,058.3	13,193.0	1,471.8	17
33	17	16	31	13	34	155	121	18	16	3	-	3	18
7,653.7	5,577.7	2,076.0	15,089.5	2,145.4	11,115.5	112,049.6	89,463.2	8,713.0	13,873.4	268.4	-	268.4	19
153	66	87	129	40	165	370	281	42	47	25	6	19	20
1,927.1	1,171.2	755.9	2,172.3	369.6	2,167.3	12,963.2	10,697.1	706.9	1,559.2	655.7	217.1	438.6	21
39	18	21	51	21	37	109	84	9	16	6	-	6	22
25,388.4	24,286.6	1,101.8	12,219.0	2,070.1	39,281.7	175,012.2	131,082.2	39,254.2	4,675.8	299.6	-	299.6	23
13,479.9	12,712.9	767.0	3,722.4	800.8	18,892.7	63,747.1	45,040.5	16,584.5	2,122.1	103.9	-	103.9	24
856	891	476	508	108	276	25
7,498.0	5,567.9	4,032.2	3,830.5	1,802.6	2,567.1	26
388	149	205	200	44	109	27
137	87	102	95	16	45	28
111	37	64	61	12	29	29
92	17	22	34	6	29	30
48	8	17	10	10	6	31
164	187	106	124	20	48	32
306	555	165	184	44	119	33

TABLE 3. Market Research Statistics by Counties and Census Divisions and for Incorporated Places of 10,000 Population and Over, 1961 - Continued

No.		New Brunswick Nouveau-Brunswick			
		Victoria	Westmorland		
		Total	Total	Moncton	Remainder Autres
	POPULATION				
1	Total	19,712	93,679	43,840	49,839
2	Male - Hommes	10,111	46,440	20,773	25,667
3	Female - Femmes	9,601	47,239	23,067	24,172
4	Rural farm - Rurale agricole	4,075	7,393	-	7,393
5	Male - Hommes	2,163	4,328	-	4,328
6	Female - Femmes	1,912	3,065	-	3,065
7	Rural non-farm - Rurale non agricole	10,387	29,241	-	29,241
8	Male - Hommes	5,397	14,872	-	14,872
9	Female - Femmes	4,990	14,369	-	14,369
10	Urban - Urbaine	5,250	57,045	43,840	13,205
11	Male - Hommes	2,551	27,240	20,773	6,467
12	Female - Femmes	2,699	29,805	23,067	6,738
	Age groups - Groupes d'âge:				
13	0-9	5,465	22,379	9,780	12,599
14	10-14	2,604	10,749	4,590	6,159
15	15-19	1,990	8,348	3,789	4,559
16	20-64	8,272	44,544	22,227	22,317
17	65 and over - et plus	1,381	7,659	3,454	4,205
	Language - Langue:				
18	English only - Anglais seulement	11,608	52,400	27,813	24,587
19	French only - Français seulement	3,445	10,222	1,753	8,469
20	English and French - Anglais et français	4,606	30,798	14,160	16,638
	Income data from a 20 per cent sample of private non-farm households - Revenu d'un échantillon de 20 pour-cent des ménages non agricoles privés:				
21	Population, 15 years of age and over, with income - Population, âgée de 15 ans et plus, avec revenu	5,683	37,488	20,517	16,971
22	Population, 15 years of age and over, without income - Population, âgée de 15 ans et plus, sans revenu	3,276	15,209	7,364	7,845
	Income - Revenu:				
23	Under \$2,000 - Moins de \$2,000	3,136	17,672	8,506	9,166
24	\$ 2,000- \$2,999	1,120	6,361	3,555	2,806
25	3,000- 3,999	667	5,515	3,271	2,244
26	4,000- 4,999	307	3,691	2,429	1,462
27	5,000- 5,999	196	1,628	1,041	587
28	6,000- 9,999	206	1,832	1,320	512
29	10,000 and over - et plus	51	589	395	194
30	Average income per individual - Revenu moyen par personne	\$ 2,126	2,614	2,875	..
	LABOUR FORCE - MAIN-D'OEUVRE				
31	Total	5,124	30,947	16,257	14,690
32	Male - Hommes	4,114	21,472	10,428	11,044
33	Female - Femmes	1,010	9,475	5,829	3,646
	Wage and salary earners - Employés à salaire et à traitement:				
34	Male - Hommes	3,118	18,455	9,521	8,934
35	Female - Femmes	895	8,823	5,470	3,353
	Earnings - Gain:				
36	Under \$2,000 - Moins de \$2,000	2,020	9,317	4,031	5,286
37	\$2,000- \$2,999	858	5,528	2,982	2,546
38	3,000- 3,999	514	5,160	3,016	2,144
39	4,000- 5,999	354	4,561	3,027	1,534
40	6,000 and over - et plus	59	1,419	1,070	349
	Average earnings - Gain moyen:				
41	Male - Hommes	\$ 2,154	3,188	3,678	..
42	Female - Femmes	\$ 1,436	1,669	1,883	..

TABLEAU 3. Statistique relative aux études de marché par comté ou division de recensement et localité constituée de 10,000 habitants et plus, 1961 — suite

New Brunswick — Nouveau-Brunswick			Quebec — Québec									N°
York			Abitibi			Argenteuil	Arthabaska			Bagot	Beauce	
Total	Fredericton	Remainder — Autres	Total	Val-d'Or	Remainder — Autres	Total	Total	Victoriaville	Remainder — Autres	Total		
52,672	19,683	32,989	108,313	10,983	97,330	31,830	45,301	18,720	26,581	21,390	62,264	1
26,419	9,357	17,062	56,854	5,716	51,138	16,417	22,866	9,147	13,719	10,890	31,603	2
26,253	10,326	15,927	51,459	5,267	46,192	15,413	22,435	9,573	12,862	10,500	30,661	3
5,532	—	5,532	22,368	—	22,368	2,987	11,973	—	11,973	9,520	21,865	4
2,963	—	2,963	11,976	—	11,976	1,632	6,346	—	6,346	5,063	11,608	5
2,569	—	2,569	10,392	—	10,392	1,355	5,627	—	5,627	4,457	10,257	6
16,599	—	16,599	36,902	—	36,902	12,196	5,970	—	5,970	5,224	14,176	7
8,689	—	8,689	19,749	—	19,749	6,485	3,091	—	3,091	2,562	7,112	8
7,910	—	7,910	17,153	—	17,153	5,711	2,879	—	2,879	2,662	7,064	9
30,541	19,683	10,858	49,043	10,983	38,060	16,647	27,358	18,720	8,638	6,646	26,223	10
14,767	9,357	5,410	25,129	5,716	19,413	8,300	13,429	9,147	4,282	3,265	12,883	11
15,774	10,326	5,448	23,914	5,267	18,647	8,347	13,929	9,573	4,356	3,381	13,340	12
12,235	3,795	8,440	33,743	3,041	30,702	7,619	12,043	4,486	7,557	5,673	16,902	13
5,587	1,924	3,663	13,854	1,282	12,572	3,540	5,628	2,006	3,622	2,767	8,381	14
4,383	1,605	2,778	11,089	972	10,117	2,750	4,704	1,861	2,843	2,173	6,750	15
26,102	10,718	15,384	46,307	5,372	40,935	15,463	20,350	9,194	11,156	9,305	26,866	16
4,365	1,641	2,724	3,320	316	3,004	2,458	2,576	1,173	1,403	1,472	3,365	17
50,291	18,355	31,936	4,576	760	3,816	7,530	126	70	56	38	109	18
208	94	114	84,927	7,051	77,876	13,413	40,741	16,277	24,464	19,216	58,385	19
2,105	1,190	915	16,147	3,042	13,105	10,835	4,405	2,368	2,037	2,124	3,756	20
21,752	10,278	11,474	28,350	4,268	24,082	12,013	13,191	8,181	5,010	5,114	14,977	21
7,949	3,134	4,815	16,656	2,504	14,152	5,685	6,431	3,782	2,649	2,276	8,064	22
10,190	4,188	6,002	12,492	1,421	11,071	4,977	6,444	3,872	2,572	2,982	8,880	23
4,056	1,866	2,190	4,121	593	3,528	2,248	2,694	1,629	1,085	1,041	2,568	24
3,304	1,563	1,741	5,369	1,132	4,237	2,149	1,936	1,285	651	610	1,468	25
1,798	983	815	3,105	525	2,580	1,243	1,005	628	377	252	887	26
822	526	296	1,593	318	1,275	595	476	329	147	102	463	27
1,147	802	345	1,247	186	1,061	581	492	355	137	83	427	28
435	350	85	423	93	330	220	144	83	61	44	284	29
2,642	3,122	..	2,719	3,227	..	2,827	2,418	2,477	..	2,088	2,247	30
18,473	8,105	10,368	30,242	3,628	26,614	10,332	15,047	6,677	8,370	7,090	19,025	31
13,393	5,183	8,210	24,531	2,739	21,792	8,151	10,862	4,595	6,267	5,119	13,959	32
5,080	2,922	2,158	5,711	889	4,822	2,181	4,185	2,082	2,103	1,971	5,066	33
11,341	4,594	6,747	19,840	2,462	17,378	6,730	7,324	3,970	3,354	2,688	8,240	34
4,671	2,721	1,950	4,845	815	4,030	1,878	3,399	1,911	1,488	1,335	3,776	35
5,679	2,050	3,629	8,644	837	7,807	2,378	4,475	2,251	2,224	2,036	6,400	36
3,863	1,701	2,162	4,392	617	3,775	2,035	2,662	1,515	1,147	1,106	2,438	37
2,875	1,407	1,468	5,392	1,019	4,373	1,998	1,615	1,050	565	477	1,252	38
2,165	1,234	931	3,881	526	3,355	1,411	880	550	330	194	785	39
902	639	263	838	115	723	413	219	152	67	35	157	40
3,059	3,780	..	2,895	3,258	..	3,160	2,635	2,829	..	2,225	2,222	41
1,758	1,934	..	1,415	1,699	..	1,779	1,416	1,553	..	1,341	1,224	42

TABLE 3. Market Research Statistics by Counties and Census Divisions and for Incorporated Places of 10,000 Population and Over, 1961 - Continued

No.		New Brunswick Nouveau-Brunswick				
		Victoria	Westmorland			
		Total	Total	Moncton	Remainder - Autres	
HOUSING - HABITATION						
1	Occupied dwellings - Logements occupés	4,324	21,237	10,529	10,708	
2	Single detached - Individuels isolés	3,511	14,941	5,721	9,220	
3	Single attached - Individuels attenants	280	1,990	1,376	614	
4	Apartment or flat - Appartements ou plain-pied	508	4,185	3,412	773	
5	Dwellings in need of major repair - Logements ayant besoin de réparations importantes	487	2,111	891	1,220	
Dwellings with - Éléments de confort:						
6	Mechanical refrigerator - Réfrigérateur mécanique	3,689	18,097	9,720	8,377	
7	Home freezer - Congélateur ménager	656	1,285	436	849	
8	One passenger car - Une automobile	2,845	13,602	6,659	6,943	
9	Two or more passenger cars - Deux automobiles ou plus	130	1,089	590	499	
MERCHANDISING AND SERVICES - COMMERCE ET SERVICES						
Retail trade - Commerce de détail:						
10	Number of stores - Nombre de magasins	177	742	355	387	
11	Sales - Ventes	\$'000	12,122.6	89,262.3	63,811.6	25,450.7
12	Food group - Groupe des aliments	"	2,455.9	21,054.8	13,728.2	7,326.6
13	General merchandise group - Groupe des marchandises en général	"	2,410.4	17,261.4	14,670.8	2,590.6
14	Automotive group - Groupe de l'automobile	"	4,693.3	26,830.3	16,003.5	10,826.8
15	Apparel and accessories group - Groupe des vêtements et accessoires	"	704.8	6,189.0	5,475.0	714.0
16	Hardware and home furnishings group - Quincaillerie et fournitures de maison	"	689.5	4,768.3	3,296.8	1,471.5
17	Other retail stores group - Groupe des autres magasins de détail	"	1,168.7	13,158.5	10,637.3	2,521.2
Wholesale trade - Commerce de gros:						
18	Number of locations - Nombre de locaux	29	161	111	50	
19	Sales - Ventes	\$'000	5,879.1	73,198.4	62,556.7	10,641.7
Service trade - Commerce de services:						
20	Number of locations - Nombre de locaux	65	369	213	156	
21	Receipts - Recettes	\$'000	786.6	9,056.2	6,640.7	2,415.5
MANUFACTURING - FABRICATION						
22	Number of establishments - Nombre d'établissements	32	128	60	68	
23	Selling value of factory shipments - Valeur de vente des expéditions de la fabrique	\$'000	4,132.7	44,220.8	30,260.7	13,960.1
24	Value added by manufacturing - Valeur ajoutée par la fabrication	\$'000	1,976.7	16,399.7	10,451.8	5,947.9
AGRICULTURE						
25	Number of census farms - Nombre de fermes de recensement	705	1,385	
26	Capital value (land and buildings) - Valeur foncière (terre et bâtiments)	\$'000	8,938.8	9,899.0
27	Commercial farms - Fermes commerciales	487	604	
Value of products sold - Valeur des produits vendus:						
28	\$ 1,200 - \$2,499	84	254	
29	2,500 - 4,999	157	173	
30	5,000 - 9,999	121	118	
31	10,000 and over - et plus	125	59	
32	Number of part-time farms - Nombre de fermes à temps partiel	58	275	
33	Other farms (including institutional farms) - Autres fermes (y compris fermes d'institution)	160	506	

TABLEAU 3. Statistique relative aux études de marché par comté ou division de recensement et localité constituée de 10,000 habitants et plus, 1961 — suite

New Brunswick — Nouveau-Brunswick			Quebec — Québec								N°	
York			Abitibi		Argenteuil	Arthabaska		Bagot	Beauce			
Total	Fredericton	Remainder — Autres	Total	Val-d'Or	Remainder — Autres	Total	Total	Victoriaville	Remainder — Autres	Total		
13,271	5,283	7,988	20,038	2,346	17,692	7,624	9,259	4,230	5,029	4,619	11,813	1
9,852	2,782	7,070	12,826	835	11,991	5,145	5,126	1,515	3,611	3,175	9,030	2
838	338	500	2,252	493	1,759	1,099	895	313	582	500	1,337	3
2,541	2,163	378	4,568	1,013	3,555	1,354	3,233	2,402	831	944	1,437	4
932	350	582	2,022	112	1,910	375	405	229	683	5
11,965	5,131	6,834	15,965	2,171	13,794	7,287	8,613	4,165	4,448	3,926	9,825	6
904	339	565	2,487	132	2,355	1,025	942	147	795	1,355	2,090	7
8,816	3,426	5,390	11,312	1,451	9,861	4,661	5,868	2,466	3,402	3,120	7,166	8
588	228	360	216	295	252	147	105	..	355	9
462	197	265	871	131	740	332	512	251	261	231	655	10
59,010.3	45,025.8	13,984.5	64,370.3	15,827.9	48,542.4	22,666.0	31,384.6	20,045.8	11,338.8	12,336.6	34,295.9	11
13,120.8	19,769.4	7,220.9	8,252.5	3,436.0	7,502.4	12
8,738.3	12,561.0	2,017.4	2,531.6	1,315.7	5,468.2	13
19,666.5	17,148.3	8,096.3	12,959.6	5,227.8	12,107.3	14
4,198.5	5,435.7	1,273.1	2,809.9	641.4	4,247.0	15
5,306.3	4,970.3	1,751.5	2,244.8	1,219.4	2,434.4	16
7,979.9	4,485.6	2,306.8	2,586.2	496.3	2,536.6	17
71	51	20	102	21	81	29	58	34	24	27	70	18
39,889.2	34,778.3	5,110.9	34,533.2	7,588.2	26,945.0	8,412.8	30,104.5	22,306.0	7,798.5	5,271.4	15,008.9	19
203	117	86	409	78	331	174	187	90	97	79	290	20
5,916.6	4,990.6	926.0	10,592.9	2,950.5	7,642.4	4,195.0	3,771.0	2,477.7	1,293.3	1,060.6	4,632.1	21
78	36	42	136	15	121	54	152	55	97	71	168	22
19,543.2	11,988.7	7,554.5	16,566.9	1,815.2	14,751.7	49,388.0	54,916.6	25,748.6	29,168.0	27,200.3	40,235.2	23
7,774.5	4,971.0	2,803.5	6,525.8	870.9	5,654.9	26,070.8	20,941.8	11,613.3	9,328.5	8,615.3	18,628.8	24
1,102	3,439	625	1,999	1,841	3,578	25
9,418.8	20,540.4	11,367.2	20,783.4	20,376.8	29,826.6	26
532	1,279	395	1,675	1,422	2,166	27
207	780	118	394	431	1,120	28
185	399	132	659	508	783	29
80	97	111	482	329	227	30
60	3	34	140	154	36	31
191	711	57	90	118	451	32
379	1,449	173	234	301	961	33

TABLE 3. Market Research Statistics by Counties and Census Divisions and for Incorporated Places of 10,000 Population and Over, 1961 - Continued

No.		Quebec - Québec				
		Beauharnois			Bellechasse	Berthier
		Total	Valleyfield (Salaberry-de-)	Remainder - Autres	Total	
POPULATION						
1	Total	49,667	27,297	22,370	26,054	27,325
2	Male - Hommes	25,000	13,532	11,468	13,228	13,708
3	Female - Femmes	24,667	13,765	10,902	12,826	13,617
4	Rural farm - Rurale agricole	2,783	-	2,783	13,075	7,589
5	Male - Hommes	1,468	-	1,468	6,681	3,966
6	Female - Femmes	1,315	-	1,315	6,394	3,623
7	Rural non-farm - Rurale non agricole	4,250	-	4,250	11,845	7,707
8	Male - Hommes	2,180	-	2,180	5,983	3,900
9	Female - Femmes	2,070	-	2,070	5,862	3,807
10	Urban - Urbaine	42,634	27,297	15,337	1,134	12,029
11	Male - Hommes	21,352	13,532	7,820	564	5,842
12	Female - Femmes	21,282	13,765	7,517	570	6,187
Age groups - Groupes d'âge:						
13	0 - 9	12,503	6,410	6,093	6,659	6,626
14	10 - 14	5,670	2,959	2,711	3,563	3,220
15	15 - 19	4,845	2,686	2,159	2,970	2,765
16	20 - 64	24,096	13,683	10,413	10,957	12,572
17	65 and over - et plus	2,553	1,559	994	1,905	2,142
Language - Langue:						
18	English only - Anglais seulement	1,464	712	752	47	76
19	French only - Français seulement	35,027	18,827	16,200	24,819	24,402
20	English and French - Anglais et français	13,122	7,720	5,402	1,186	2,814
Income data from a 20 per cent sample of private non-farm households - Revenu d'un échantillon de 20 pour-cent des ménages non agricoles privés:						
21	Population, 15 years of age and over, with income - Population, âgée de 15 ans et plus, avec revenu	17,894	11,124	6,770	5,277	7,954
22	Population, 15 years of age and over, without income - Population, âgée de 15 ans et plus, sans revenu	10,443	6,165	4,278	2,452	4,052
Income - Revenu:						
23	Under \$2,000 - Moins de \$2,000	6,730	4,446	2,284	3,550	4,681
24	\$ 2,000 - \$2,999	3,328	2,135	1,193	708	1,401
25	3,000 - 3,999	3,289	1,998	1,291	527	859
26	4,000 - 4,999	2,376	1,325	1,051	247	492
27	5,000 - 5,999	1,080	595	485	100	182
28	6,000 - 9,999	849	475	374	116	238
29	10,000 and over - et plus	242	150	92	29	101
30	Average income per individual - Revenu moyen par personne	\$ 2,866	2,758	..	1,823	2,094
LABOUR FORCE - MAIN-D'OEUVRE						
31	Total	16,163	9,204	6,959	7,720	8,305
32	Male - Hommes	12,275	6,822	5,453	5,533	6,309
33	Female - Femmes	3,888	2,362	1,506	2,187	1,996
Wage and salary earners - Employés à salaire et à traitement:						
34	Male - Hommes	10,370	6,016	4,354	2,786	4,059
35	Female - Femmes	3,371	2,136	1,235	1,347	1,662
Earnings - Gain:						
36	Under \$2,000 - Moins de \$2,000	3,759	2,203	1,556	2,200	3,003
37	\$2,000 - \$2,999	2,947	1,915	1,032	723	1,272
38	3,000 - 3,999	2,852	1,735	1,117	372	574
39	4,000 - 5,999	2,779	1,485	1,294	156	361
40	6,000 and over - et plus	515	246	269	31	91
Average earnings - Gain moyen:						
41	Male - Hommes	\$ 3,212	3,135	..	1,893	2,205
42	Female - Femmes	\$ 1,713	1,729	..	1,256	1,286

TABLEAU 3. Statistique relative aux études de marché par comté ou division de recensement et localité constituée de 10,000 habitants et plus, 1961 - suite

Quebec - Québec									
Bonaventure	Brome	Chambly							N°
Total	Total	Jacques-Cartier	Lafleche	Longueuil	St-Lambert	St-Hubert	Remainder - Autres		
42,962	13,691	146,745	40,807	10,984	24,131	14,531	14,380	41,912	1
22,290	7,044	73,591	20,722	5,575	11,820	6,991	7,470	21,013	2
20,672	6,647	73,154	20,085	5,409	12,311	7,540	6,910	20,899	3
13,095	4,515	1,165	-	-	-	-	-	1,165	4
6,867	2,473	634	-	-	-	-	-	634	5
6,228	2,042	531	-	-	-	-	-	531	6
28,534	6,025	2,785	-	-	-	-	-	2,785	7
14,765	3,048	1,428	-	-	-	-	-	1,428	8
13,769	2,977	1,357	-	-	-	-	-	1,357	9
1,333	3,151	142,795	40,807	10,984	24,131	14,531	14,380	37,962	10
658	1,523	71,529	20,722	5,575	11,820	6,991	7,470	18,951	11
675	1,628	71,266	20,085	5,409	12,311	7,540	6,910	19,011	12
12,474	3,078	40,568	12,521	3,258	5,595	2,830	4,184	12,180	13
6,000	1,592	16,510	5,107	1,391	2,325	1,480	1,816	4,391	14
4,495	1,244	11,548	3,614	998	1,904	1,185	1,050	2,797	15
16,965	6,181	71,725	18,377	4,911	12,937	7,889	6,837	20,774	16
3,028	1,596	6,394	1,188	426	1,370	1,147	493	1,770	17
5,047	8,027	27,982	2,055	1,924	2,518	5,929	5,164	10,392	18
29,835	3,480	68,576	27,420	5,177	11,409	2,210	4,853	17,507	19
7,790	4,130	49,684	11,145	3,840	10,148	6,324	4,317	13,910	20
10,477	4,120	56,222	14,638	3,970	10,310	6,819	4,889	15,596	21
5,817	1,612	29,097	7,899	2,163	5,177	2,972	2,574	8,312	22
6,999	2,453	18,674	5,796	1,628	3,088	2,072	1,652	4,438	23
1,587	670	8,309	2,578	654	1,545	760	627	2,145	24
996	493	10,047	2,898	951	1,887	816	958	2,537	25
384	194	7,672	1,885	417	1,590	667	736	2,377	26
183	101	4,485	813	213	899	600	466	1,494	27
203	162	5,435	599	102	1,045	1,242	392	2,055	28
125	47	1,600	69	5	256	662	58	550	29
1,886	2,125	3,441	2,711	2,563	3,505	4,634	3,159	..	30
9,598	4,164	47,806	12,194	3,302	8,867	5,342	4,655	13,446	31
7,611	3,348	36,462	9,409	2,537	6,439	3,844	3,680	10,553	32
1,987	816	11,344	2,785	765	2,428	1,498	975	2,893	33
5,559	2,125	33,043	8,737	2,377	5,727	3,401	3,435	9,366	34
1,695	678	10,602	2,555	703	2,265	1,441	904	2,734	35
4,395	1,366	8,606	3,063	833	1,439	566	734	1,971	36
1,219	633	7,826	2,478	667	1,466	555	794	1,866	37
610	334	9,833	2,838	861	1,842	687	1,134	2,471	38
371	197	10,469	2,241	580	2,148	1,014	1,192	3,294	39
94	70	4,890	299	44	766	1,558	294	1,929	40
1,850	2,303	4,012	3,154	3,070	4,009	6,095	3,772	..	41
1,146	1,431	2,111	1,750	1,747	2,254	2,693	2,065	..	42

TABLE 3. Market Research Statistics by Counties and Census Divisions and for Incorporated Places of 10,000 Population and Over, 1961 - Continued

No.		Quebec - Québec				
		Beauharnois			Bellechasse	Berthier
		Total	Valleyfield (Salaberry-de-)	Remainder - Autres	Total	
HOUSING - HABITATION						
1	Occupied dwellings - Logements occupés	11,161	6,401	4,760	4,900	5,830
2	Single detached - Individuels isolés	4,994	1,884	3,110	3,770	4,156
3	Single attached - Individuels attenants	1,670	1,326	344	687	971
4	Apartment or flat - Appartements ou plain-pied	4,492	3,191	1,301	438	703
5	Dwellings in need of major repair - Logements ayant besoin de réparations importantes	278	111	167	262	406
Dwellings with - Éléments de confort:						
6	Mechanical refrigerator - Réfrigérateur mécanique	10,819	6,114	4,705	4,087	5,454
7	Home freezer - Congélateur ménager	679	250	429	417	809
8	One passenger car - Une automobile	6,948	3,647	3,301	2,613	2,944
9	Two or more passenger cars - Deux automobiles ou plus	266	126	140	..	125
MERCHANDISING AND SERVICES - COMMERCE ET SERVICES						
Retail trade - Commerce de détail:						
10	Number of stores - Nombre de magasins	509	300	209	253	356
11	Sales - Ventés	\$'000 38,840.5	26,122.7	12,717.8	8,361.1	13,881.8
12	Food group - Groupe des aliments	13,067.1	2,684.1	5,067.5
13	General merchandise group - Groupe des marchandises en général	2,338.1	2,774.6	978.2
14	Automotive group - Groupe de l'automobile	10,141.8	2,156.8	4,301.8
15	Apparel and accessories group - Groupe des vêtements et accessoires	3,835.7	236.1	1,106.9
16	Hardware and home furnishings group - Quincaillerie et fournitures de maison	4,786.5	422.6	1,448.9
17	Other retail stores group - Groupe des autres magasins de détail	4,671.3	86.9	978.5
Wholesale trade - Commerce de gros:						
18	Number of locations - Nombre de locaux	53	26	27	29	24
19	Sales - Ventés	\$'000 15,494.4	8,532.3	6,962.1	4,624.7	2,530.4
Service trade - Commerce de services:						
20	Number of locations - Nombre de locaux	252	142	110	117	177
21	Receipts - Recettes	\$'000 5,236.1	3,060.8	2,175.3	1,053.4	3,300.2
MANUFACTURING - FABRICATION						
22	Number of establishments - Nombre d'établissements	80	50	30	67	93
23	Selling value of factory shipments - Valeur de vente des expéditions de la fabrique	\$'000 91,355.9	53,267.9	38,088.0	6,883.1	16,306.7
24	Value added by manufacturing - Valeur ajoutée par la fabrication	\$'000 44,206.5	26,376.2	17,830.3	1,798.5	6,673.0
AGRICULTURE						
25	Number of census farms - Nombre de fermes de recensement	622	2,002	1,301
26	Capital value (land and buildings) - Valeur foncière (terre et bâtiments)	\$'000 9,680.7	16,899.8	14,058.3
27	Commercial farms - Fermes commerciales	481	1,373	915
Value of products sold - Valeur des produits vendus:						
28	\$ 1,200 - \$2,499	132	553	399
29	2,500 - 4,999	177	475	327
30	5,000 - 9,999	146	268	120
31	10,000 and over - et plus	26	77	69
32	Number of part-time farms - Nombre de fermes à temps partiel	37	156	122
33	Other farms (including institutional farms) - Autres fermes (y compris fermes d'institution)	104	473	264

TABLEAU 3. Statistique relative aux études de marché par comté ou division de recensement et localité constituée de 10,000 habitants et plus, 1961 - suite

Quebec - Québec									
Bonaventure	Brome	Chambly							N°
Total	Total	Jacques-Cartier	Lafleche	Longueuil	St-Lambert	St-Hubert	Remainder - Autres		
7,385	3,381	33,682	8,566	2,319	6,044	3,840	3,043	9,870	1
6,636	2,651	17,168	4,440	1,281	1,731	1,876	2,340	5,500	2
541	357	4,412	871	102	646	870	353	1,570	3
208	363	12,020	3,255	912	3,662	1,094	312	2,785	4
527	176	1,317	680	157	100	..	107	..	5
3,548	3,126	32,387	8,034	2,229	5,954	3,840	2,986	9,344	6
647	791	2,665	452	..	280	403	303	1,227	7
3,611	2,214	21,388	4,851	1,306	3,675	2,606	2,023	6,927	8
172	235	980	161	..	125	222	..	472	9
453	125	904	286	72	149	87	80	230	10
20,097.5	4,824.5	90,467.7	26,250.9	3,719.1	19,869.6	16,858.6	3,694.4	20,075.1	11
4,721.9	1,837.9	38,218.0	12,393.0	12
6,636.1	472.3	4,361.9	3,086.1	13
6,827.4	1,643.3	25,759.8	3,990.3	14
1,243.8	116.3	6,281.7	2,845.2	15
448.2	352.1	5,063.2	1,264.0	16
220.1	402.6	10,783.1	2,672.3	17
27	12	84	20	4	16	10	4	30	18
6,324.9	1,264.0	30,158.3	5,347.1	392.1	6,444.8	3,829.3	626.9	13,518.1	19
170	98	425	88	22	106	45	43	121	20
2,932.0	1,586.6	10,792.3	2,004.1	262.9	2,991.5	1,589.6	953.2	2,991.0	21
58	36	155	29	6	40	27	9	44	22
3,964.3	7,996.4	88,756.2	17,437.1	954.6	42,770.2	14,081.7	642.7	12,869.9	23
1,212.2	3,981.2	40,973.7	8,363.6	446.3	18,739.1	6,364.9	385.8	6,674.0	24
1,909	972	322	25
12,794.5	14,234.8	5,884.8	26
477	660	214	27
323	233	64	28
119	242	52	29
29	135	67	30
6	50	31	31
567	79	23	32
865	233	85	33

TABLE 3. Market Research Statistics by Counties and Census Divisions and for Incorporated Places
of 10,000 Population and Over, 1961 - Continued

No.		Quebec - Québec					
		Champlain					
		Total	Shawinigan	Grand'Mère	La Tuque	Cap-de-la-Madeleine	Remainder - Autres
POPULATION							
1	Total	111,953	12,683	15,806	13,023	26,925	43,516
2	Male - Hommes	56,579	6,375	7,744	6,578	13,243	22,639
3	Female - Femmes	55,374	6,308	8,062	6,445	13,682	20,877
4	Rural farm - Rurale agricole	12,618	-	-	-	-	12,618
5	Male - Hommes	6,687	-	-	-	-	6,687
6	Female - Femmes	5,931	-	-	-	-	5,931
7	Rural non-farm - Rurale non agricole	21,382	-	-	-	-	21,382
8	Male - Hommes	11,213	-	-	-	-	11,213
9	Female - Femmes	10,169	-	-	-	-	10,169
10	Urban - Urbaine	77,953	12,683	15,806	13,023	26,925	9,516
11	Male - Hommes	38,679	6,375	7,744	6,578	13,243	4,739
12	Female - Femmes	39,274	6,308	8,062	6,445	13,682	4,777
Age groups - Groupes d'âge:							
13	0-9	29,340	3,676	4,032	3,415	7,028	11,189
14	10-14	13,424	1,641	1,833	1,450	3,125	5,375
15	15-19	11,066	1,281	1,527	1,238	2,476	4,544
16	20-64	52,532	5,700	7,620	6,380	13,121	19,711
17	65 and over - et plus	5,591	385	794	540	1,175	2,697
Language - Langue:							
18	English only - Anglais seulement	1,729	326	265	279	145	714
19	French only - Français seulement	92,234	10,010	12,368	9,782	21,712	38,362
20	English and French - Anglais et français	17,739	2,342	3,148	2,950	5,038	4,261
Income data from a 20 per cent sample of private non-farm households - Revenu d'un échantillon de 20 pour-cent des ménages non agricoles privés:							
21	Population, 15 years of age and over, with income - Population, âgée de 15 ans et plus, avec revenu	35,039	3,801	5,621	4,427	10,120	11,070
22	Population, 15 years of age and over, without income - Population, âgée de 15 ans et plus, sans revenu	23,061	3,135	4,102	3,282	5,970	8,572
Income - Revenu:							
23	Under \$2,000 - Moins de \$2,000	15,680	1,310	2,177	1,456	4,477	6,260
24	\$ 2,000-\$2,999	5,279	386	967	596	1,492	1,838
25	3,000- 3,999	4,531	325	841	603	1,529	1,233
26	4,000- 4,999	4,067	495	701	775	1,307	789
27	5,000- 5,999	2,765	610	460	552	727	416
28	6,000- 9,999	2,249	565	380	390	505	409
29	10,000 and over - et plus	468	110	95	55	83	125
30	Average income per individual - Revenu moyen par personne	\$ 2,805	3,757	3,014	3,357	2,691	..
LABOUR FORCE - MAIN-D'OEUVRE							
31	Total	33,501	3,325	4,603	3,950	8,336	13,287
32	Male - Hommes	25,979	2,698	3,482	3,148	6,152	10,499
33	Female - Femmes	7,522	627	1,121	802	2,184	2,788
Wage and salary earners - Employés à salaire et à traitement:							
34	Male - Hommes	21,332	2,371	3,105	2,908	5,568	7,380
35	Female - Femmes	6,726	584	1,050	748	2,081	2,263
Earnings - Gain:							
36	Under \$2,000 - Moins de \$2,000	9,661	702	1,238	809	2,202	4,710
37	\$2,000-\$2,999	5,033	402	770	519	1,436	1,904
38	3,000- 3,999	4,200	403	694	572	1,398	1,133
39	4,000- 5,999	5,958	963	963	1,280	1,760	992
40	6,000 and over - et plus	1,578	391	261	338	349	239
Average earnings - Gain moyen:							
41	Male - Hommes	\$ 3,268	4,209	3,462	4,015	3,435	..
42	Female - Femmes	\$ 1,503	1,544	1,601	1,734	1,559	..

TABLEAU 3. Statistique relative aux études de marché par comté ou division de recensement et localité constituée de 10,000 habitants et plus, 1961 - suite

Quebec - Québec												
Charlevoix-E.	Charlevoix-O.-W.	Châteauguay	Chicoutimi							Compton	Deux-Montagnes	N°
Total	Total	Total	Chicoutimi	Arvida	Jonquière	Kénogami	Chicoutimi-N.	Remainder - Autres	Total			
16,450	14,562	34,042	157,196	31,657	14,460	28,588	11,816	11,229	59,446	24,410	32,837	1
8,457	7,674	17,244	80,060	15,689	7,411	14,392	6,024	5,654	30,890	12,665	16,685	2
7,993	6,888	16,798	77,136	15,968	7,049	14,196	5,792	5,575	28,556	11,745	16,152	3
2,637	4,388	5,265	10,307	-	-	-	-	-	10,307	9,211	7,016	4
1,441	2,382	2,833	5,505	-	-	-	-	-	5,505	4,991	3,661	5
1,196	2,006	2,432	4,802	-	-	-	-	-	4,802	4,220	3,355	6
5,589	5,500	7,206	23,506	-	-	-	-	-	23,506	6,663	11,709	7
2,978	2,800	3,648	12,406	-	-	-	-	-	12,406	3,354	6,027	8
2,611	2,700	3,558	11,100	-	-	-	-	-	11,100	3,309	5,682	9
8,224	4,674	21,571	123,383	31,657	14,460	28,588	11,816	11,229	25,633	8,536	14,112	10
4,038	2,492	10,763	62,149	15,689	7,411	14,392	6,024	5,654	12,979	4,320	6,997	11
4,186	2,182	10,808	61,234	15,968	7,049	14,196	5,792	5,575	12,654	4,216	7,115	12
4,346	3,470	9,544	47,111	8,547	4,054	8,287	3,307	3,844	19,072	6,436	8,487	13
1,932	1,927	3,595	20,207	3,723	1,920	3,522	1,548	1,497	7,997	3,295	3,809	14
1,698	1,649	2,479	16,578	3,331	1,619	2,963	1,328	1,055	6,282	2,479	2,830	15
7,623	6,551	16,229	68,693	14,962	6,616	12,954	5,285	4,603	24,273	10,314	15,517	16
851	985	2,195	4,607	1,094	251	862	348	230	1,822	1,886	2,194	17
42	49	8,183	2,951	206	875	107	190	36	1,537	3,736	4,919	18
15,282	14,016	15,503	135,901	27,285	9,533	25,397	9,761	10,176	53,749	15,127	20,242	19
1,123	492	10,244	18,179	4,145	4,019	3,072	1,824	1,004	4,115	5,485	7,591	20
4,864	3,049	11,519	47,019	10,852	4,710	9,430	4,092	3,357	14,578	5,982	9,834	21
2,990	1,952	5,464	32,211	6,591	3,605	7,105	3,148	2,177	9,585	2,907	5,785	22
2,605	1,785	4,461	19,264	4,533	1,380	3,570	1,727	1,243	6,811	3,269	3,653	23
878	671	1,579	6,143	1,417	400	1,165	440	540	2,181	778	1,624	24
536	310	1,716	5,504	1,299	440	1,105	410	419	1,831	791	1,596	25
389	129	1,453	5,417	1,181	485	1,445	505	370	1,431	565	1,168	26
146	70	1,104	5,385	1,158	830	1,235	530	425	1,207	219	830	27
238	56	1,035	4,329	944	970	730	400	285	1,000	250	755	28
72	28	171	977	320	205	180	80	75	117	110	208	29
2,359	1,980	3,132	3,167	3,249	4,163	3,261	3,321	3,206	..	2,448	3,227	30
4,555	3,749	10,993	43,670	10,030	4,285	7,630	3,244	2,947	15,534	6,838	10,523	31
3,592	2,902	8,415	34,207	7,058	3,380	6,022	2,594	2,400	12,753	5,594	8,178	32
963	847	2,578	9,463	2,972	905	1,608	650	547	2,781	1,244	2,345	33
2,738	1,857	6,414	29,443	6,188	3,146	5,393	2,373	2,128	10,215	3,378	5,618	34
860	781	2,166	8,761	2,799	824	1,498	600	508	2,532	1,071	1,791	35
1,787	1,234	2,094	11,593	2,630	668	1,888	805	777	4,825	1,854	2,039	36
638	624	1,361	5,827	1,418	352	964	351	391	2,351	879	1,423	37
406	210	1,601	5,273	1,215	367	1,030	360	427	1,874	711	1,339	38
373	88	2,217	9,880	1,991	1,455	2,301	1,034	749	2,350	531	1,544	39
146	11	848	2,903	553	862	438	315	169	566	118	619	40
2,481	1,970	3,822	3,519	3,477	4,995	3,699	3,976	3,504	..	2,589	3,444	41
1,085	1,212	2,024	1,654	1,701	2,130	1,591	1,640	1,532	..	1,545	1,959	42

TABLE 3. Market Research Statistics by Counties and Census Divisions and for Incorporated Places of 10,000 Population and Over, 1961 - Continued

No.	Quebec - Québec						
	Champlain						
	Total	Shawinigan	Grand'-Mère	La Tuque	Cap-de-la-Madeleine	Remainder - Autres	
HOUSING - HABITATION							
1	Occupied dwellings - Logements occupés	23,116	2,577	3,500	2,792	5,786	8,461
2	Single detached - Individuels isolés	12,273	1,433	1,280	1,152	2,232	6,176
3	Single attached - Individuels attenants.....	2,966	136	408	496	915	1,011
4	Apartment or flat - Appartements ou plain-pied	7,856	1,008	1,812	1,144	2,639	1,253
5	Dwellings in need of major repair - Logements ayant besoin de réparations importantes.....	872	115	123	..
Dwellings with - Éléments de confort:							
6	Mechanical refrigerator - Réfrigérateur mécanique	21,523	2,567	3,398	2,573	5,625	7,360
7	Home freezer - Congélateur ménager.....	2,104	156	152	292	463	1,041
8	One passenger car - Une automobile	12,974	1,752	1,972	1,400	3,283	4,567
9	Two or more passenger cars - Deux automobiles ou plus.....	371
MERCHANDISING AND SERVICES - COMMERCE ET SERVICES							
Retail trade - Commerce de détail:							
10	Number of stores - Nombre de magasins	975	73	173	113	207	409
11	Sales - Ventes..... \$'000	59,187.1	5,364.0	13,074.0	10,407.6	15,898.1	14,442.8
12	Food group - Groupe des aliments	23,551.0
13	General merchandise group - Groupe des marchandises en général	4,014.6
14	Automotive group - Groupe de l'automobile	15,020.4
15	Apparel and accessories group - Groupe des vêtements et accessoires	5,107.6
16	Hardware and home furnishings group - Quincaillerie et fournitures de maison	5,610.7
17	Other retail stores group - Groupe des autres magasins de détail	5,882.8
Wholesale trade - Commerce de gros:							
18	Number of locations - Nombre de locaux.....	92	6	13	19	18	36
19	Sales - Ventes..... \$'000	18,796.6	2,142.9	5,278.4	5,465.3	2,277.5	3,632.5
Service trade - Commerce de services:							
20	Number of locations - Nombre de locaux.....	491	44	73	71	104	199
21	Receipts - Recettes..... \$'000	9,692.2	741.3	2,231.6	1,851.1	2,260.0	2,608.2
MANUFACTURING - FABRICATION							
22	Number of establishments - Nombre d'établissements	212	11	30	16	43	112
23	Selling value of factory shipments - Valeur de vente des expéditions de la fabrique..... \$'000	145,705.8	1,954.1	29,168.9	42,878.3	55,693.2	16,011.3
24	Value added by manufacturing - Valeur ajoutée par la fabrication..... \$'000	63,083.5	708.5	15,863.1	18,322.4	23,153.6	5,035.9
AGRICULTURE							
25	Number of census farms - Nombre de fermes de recensement	2,097
26	Capital value (land and buildings) - Valeur foncière (terre et bâtiments)..... \$'000	20,009.8
27	Commercial farms - Fermes commerciales	1,430
Value of products sold - Valeur des produits vendus:							
28	\$ 1,200 - \$2,499	679
29	2,500 - 4,999	486
30	5,000 - 9,999	215
31	10,000 and over - et plus.....	50
32	Number of part-time farms - Nombre de fermes à temps partiel.....	212
33	Other farms (including institutional farms) - Autres fermes (y compris fermes d'institution)	455

TABLEAU 3. Statistique relative aux études de marché par comté ou division de recensement et localité constituée de 10,000 habitants et plus, 1961 - suite

Quebec - Québec													N°
Charlevoix - E.	Charlevoix - O. - W.	Châteauguay	Chicoutimi							Compton	Deux-Montagnes		
Total		Total	Chicoutimi	Arvida	Jonquière	Kénogami	Chicoutimi - N.	Remainder - Autres	Total				
2,994	2,313	7,959	27,417	5,787	2,730	5,261	2,245	1,903	9,491	5,192	7,589	1	
1,771	1,476	6,131	11,957	1,854	1,501	1,841	615	1,216	4,930	3,796	6,062	2	
560	418	911	4,314	686	771	696	378	104	1,679	696	513	3	
663	419	902	11,116	3,247	458	2,724	1,252	583	2,852	695	1,009	4	
105	..	226	1,171	234	..	203	101	273	229	5	
2,001	1,645	7,506	23,468	5,014	2,308	5,007	2,057	1,872	7,210	4,676	7,087	6	
730	524	1,225	4,197	792	494	371	182	1,063	1,167	7	
1,530	844	5,550	16,738	3,413	2,028	3,173	1,169	1,263	5,692	3,461	4,843	8	
..	..	327	715	141	..	191	114	273	9	
190	142	249	1,108	269	58	201	90	55	435	192	288	10	
9,087.5	3,659.6	14,436.9	111,100.6	45,326.4	9,523.9	22,967.0	6,464.5	3,400.2	23,418.6	9,110.9	18,842.3	11	
1,618.6	1,397.7	5,533.7	36,189.8	10,626.7	3,418.2	6,537.4	12	
1,652.5	813.6	1,917.9	11,390.0	2,696.9	1,282.0	1,406.2	13	
3,378.9	825.6	4,821.2	29,810.9	14,345.7	2,982.4	6,816.6	14	
785.0	174.2	587.1	14,167.3	8,164.1	295.6	560.3	15	
688.2	316.9	540.3	8,860.9	3,737.7	896.1	1,371.3	16	
964.3	131.6	1,036.7	10,681.7	5,755.3	236.6	2,150.5	17	
11	8	40	118	60	7	23	1	9	18	7	38	18	
3,537.1	1,390.8	5,107.6	61,385.4	39,981.8	3,783.2	11,647.4	165.8	883.9	4,923.3	1,033.3	5,674.4	19	
99	50	116	505	135	27	105	42	22	174	86	185	20	
2,306.1	776.7	2,313.5	13,606.0	4,356.5	1,514.3	3,574.6	713.8	278.6	3,168.2	1,335.7	3,356.9	21	
25	25	31	152	40	9	17	6	6	74	59	57	22	
14,726.2	1,005.4	10,529.1	231,701.8	6,496.2	149,629.1	8,259.5	29,695.6	415.2	35,206.2	28,232.5	4,723.5	23	
6,781.7	327.5	4,092.0	115,482.0	3,161.6	74,259.2	4,202.9	14,972.2	114.7	18,771.4	10,125.9	1,761.8	24	
413	638	1,107	1,409	1,650	1,311	25	
3,553.9	4,987.9	19,563.4	21,683.6	15,389.8	24,919.5	26	
160	251	848	822	1,192	983	27	
78	161	205	290	395	214	28	
49	57	284	300	443	358	29	
27	27	235	186	265	306	30	
6	6	124	46	89	105	31	
106	83	72	212	164	96	32	
147	304	187	375	294	232	33	

TABLE 3. Market Research Statistics by Counties and Census Divisions and for Incorporated Places of 10,000 Population and Over, 1961 - Continued

No.		Quebec - Québec			
		Dorchester	Drummond		
		Total	Total	Drummondville	Remainder - Autres
POPULATION					
1	Total	34,711	58,220	27,909	30,311
2	Male - Hommes	18,192	29,052	13,613	15,439
3	Female - Femmes	16,519	29,168	14,296	14,872
4	Rural farm - Rurale agricole	16,642	10,414	-	10,414
5	Male - Hommes	8,863	5,508	-	5,508
6	Female - Femmes	7,779	4,906	-	4,906
7	Rural non-farm - Rurale non agricole	11,946	6,346	-	6,346
8	Male - Hommes	6,078	3,198	-	3,198
9	Female - Femmes	5,868	3,148	-	3,148
10	Urban - Urbaine	6,123	41,480	27,909	13,551
11	Male - Hommes	3,251	20,346	13,613	6,733
12	Female - Femmes	2,872	21,114	14,296	6,818
Age groups - Groupes d'âge:					
13	0-9	9,519	15,568	6,739	8,829
14	10-14	4,800	7,715	3,257	4,458
15	15-19	3,643	5,860	2,764	3,096
16	20-64	14,631	25,964	13,640	12,324
17	65 and over - et plus	2,118	3,113	1,509	1,604
Language - Langue:					
18	English only - Anglais seulement	78	1,335	520	815
19	French only - Français seulement	32,689	46,557	20,915	25,642
20	English and French - Anglais et français	1,922	10,294	6,465	3,829
Income data from a 20 per cent sample of private non-farm households - Revenu d'un échantillon de 20 pour-cent des ménages non agricoles privés:					
21	Population, 15 years of age and over, with income - Population, âgée de 15 ans et plus, avec revenu	6,525	18,670	11,678	6,992
22	Population, 15 years of age and over, without income - Population, âgée de 15 ans et plus, sans revenu	3,558	9,377	5,422	3,955
Income - Revenu:					
23	Under \$2,000 - Moins de \$2,000	4,112	8,723	5,301	3,422
24	\$ 2,000-\$2,999	1,151	3,736	2,367	1,369
25	3,000- 3,999	577	2,979	1,915	1,064
26	4,000- 4,999	348	1,607	1,045	562
27	5,000- 5,999	120	715	425	290
28	6,000- 9,999	127	641	420	221
29	10,000 and over - et plus	90	269	205	64
30	Average income per individual - Revenu moyen par personne	\$ 1,949	2,512	2,590	..
LABOUR FORCE - MAIN-D'OEUVRE					
31	Total	10,404	18,155	9,635	8,520
32	Male - Hommes	7,914	13,167	6,607	6,560
33	Female - Femmes	2,490	4,988	3,028	1,960
Wage and salary earners - Employés à salaire et à traitement:					
34	Male - Hommes	3,973	9,931	5,775	4,156
35	Female - Femmes	1,257	4,234	2,752	1,482
Earnings - Gain:					
36	Under \$2,000 - Moins de \$2,000	2,959	5,010	2,666	2,344
37	\$2,000-\$2,999	1,182	3,578	2,237	1,341
38	3,000- 3,999	483	2,999	1,929	1,070
39	4,000- 5,999	207	1,486	960	526
40	6,000 and over - et plus	42	387	261	126
Average earnings - Gain moyen:					
41	Male - Hommes	\$ 1,986	2,843	3,030	..
42	Female - Femmes	\$ 1,201	1,570	1,648	..

TABLEAU 3. Statistique relative aux études de marché par comté ou division de recensement et localité constituée de 10,000 habitants et plus, 1961 - suite

Quebec - Québec											N°
Frontenac	Gaspé-E.	Gaspé-O.-W.	Îles-de-la-Madeleine	Gatineau	Hull			Huntingdon	Iberville		
Total				Total	Hull	Gatineau	Remainder - Autres	Total			
30,600	41,333	20,529	12,479	44,308	84,803	56,929	13,022	14,852	14,752	18,080	1
15,624	21,267	10,478	6,503	23,219	42,563	28,259	6,643	7,661	7,669	9,209	2
14,976	20,066	10,051	5,976	21,089	42,240	28,670	6,379	7,191	7,083	8,871	3
12,142	5,153	2,661	1,608	7,136	1,055	-	-	1,055	5,449	4,674	4
6,423	2,712	1,374	841	3,953	578	-	-	578	2,924	2,556	5
5,719	2,441	1,287	767	3,183	477	-	-	477	2,525	2,118	6
9,715	27,273	8,755	10,871	18,341	1,783	-	-	1,783	6,169	5,818	7
4,901	14,188	4,543	5,662	9,537	949	-	-	949	3,256	2,939	8
4,814	13,085	4,212	5,209	8,804	834	-	-	834	2,913	2,879	9
8,743	8,907	9,113	-	18,831	81,965	56,929	13,022	12,014	3,134	7,588	10
4,300	4,367	4,561	-	9,729	41,036	28,259	6,643	6,134	1,489	3,714	11
4,443	4,540	4,552	-	9,102	40,929	28,670	6,379	5,880	1,645	3,874	12
8,604	12,252	6,522	3,745	12,803	23,747	14,722	4,188	4,837	3,494	5,097	13
4,398	5,634	2,728	1,722	5,526	9,121	5,766	1,511	1,844	1,677	2,085	14
3,317	4,174	2,102	1,311	3,866	7,202	4,871	1,044	1,287	1,298	1,651	15
12,582	16,763	8,420	4,921	19,536	41,055	28,797	5,943	6,315	6,708	8,240	16
1,699	2,510	757	780	2,577	3,678	2,773	336	569	1,575	1,007	17
148	4,496	885	735	11,161	5,089	3,200	1,052	837	5,648	297	18
28,140	29,704	17,947	10,554	18,566	40,727	25,462	6,860	8,405	3,932	14,145	19
2,307	7,065	1,575	1,190	14,428	38,633	27,944	5,092	5,597	4,954	3,603	20
6,960	12,713	5,622	4,089	13,744	33,867	24,566	4,519	4,782	4,063	5,303	21
3,458	6,547	3,498	1,730	6,920	15,648	10,368	2,688	2,592	1,830	2,550	22
4,291	9,007	3,328	2,975	5,972	11,787	8,647	1,264	1,876	1,997	2,337	23
1,269	1,598	764	667	2,322	6,020	4,605	692	723	710	901	24
657	1,054	617	297	2,023	6,033	4,412	684	937	458	988	25
294	542	421	92	1,360	4,986	3,346	911	729	383	546	26
158	231	274	19	847	2,528	1,693	297	538	198	177	27
185	191	143	35	874	2,071	1,497	399	175	210	234	28
106	90	75	4	346	442	366	31	45	107	120	29
2,540	1,678	2,254	1,461	2,903	3,180	3,205	3,406	..	3,785	2,839	30
8,827	10,090	5,285	3,364	13,177	29,195	21,043	3,959	4,193	4,385	5,695	31
6,696	7,895	4,084	2,589	10,334	21,180	14,761	3,162	3,257	3,522	4,385	32
2,131	2,195	1,201	775	2,843	8,015	6,282	797	936	863	1,310	33
3,668	6,784	3,464	1,952	8,245	19,626	13,705	2,953	2,968	2,179	3,074	34
1,470	1,983	1,044	746	2,477	7,599	5,984	737	878	747	1,122	35
2,960	5,370	2,203	2,041	3,675	6,646	4,886	718	1,042	1,092	1,445	36
1,115	1,298	655	326	2,116	5,497	3,992	670	835	667	1,054	37
452	764	520	112	1,767	5,874	4,262	741	871	511	852	38
270	470	644	66	1,623	6,462	4,406	1,189	667	374	440	39
49	106	124	9	731	1,397	1,036	257	104	98	105	40
2,037	1,779	2,532	1,328	3,110	3,519	3,530	3,804	..	2,681	2,781	41
1,159	1,189	1,289	732	1,864	1,948	1,983	1,922	..	1,846	1,642	42

TABLE 3. Market Research Statistics by Counties and Census Divisions and for Incorporated Places of 10,000 Population and Over, 1961 - Continued

No.		Quebec - Québec			
		Dorchester	Drummond		
		Total	Total	Drummondville	Remainder - Autres
HOUSING - HABITATION					
1	Occupied dwellings - Logements occupés	6,569	12,335	6,426	5,909
2	Single detached - Individuels isolés	5,519	5,311	1,142	4,169
3	Single attached - Individuels attenants	583	682	427	255
4	Apartment or flat - Appartements ou plain-pied	467	6,342	4,857	1,485
5	Dwellings in need of major repair - Logements ayant besoin de réparations importantes	297	723	367	356
Dwellings with - Éléments de confort:					
6	Mechanical refrigerator - Réfrigérateur mécanique	5,466	11,754	6,214	5,540
7	Home freezer - Congélateur ménager	734	1,124	272	852
8	One passenger car - Une automobile	3,921	7,713	3,697	4,016
9	Two or more passenger cars - Deux automobiles ou plus	136	275	137	138
MERCHANDISING AND SERVICES - COMMERCE ET SERVICES					
Retail trade - Commerce de détail:					
10	Number of stores - Nombre de magasins	344	614	356	258
11	Sales - Ventes	\$'000 13,956.5	42,393.5	31,565.9	10,827.6
12	Food group - Groupe des aliments	" 3,131.3	11,724.3	" ..	" ..
13	General merchandise group - Groupe des marchandises en général	" 4,931.7	3,637.6	" ..	" ..
14	Automotive group - Groupe de l'automobile	" 4,411.9	15,706.3	" ..	" ..
15	Apparel and accessories group - Groupe des vêtements et accessoires	" 489.7	3,974.0	" ..	" ..
16	Hardware and home furnishings group - Quincaillerie et fournitures de maison	" 678.1	4,077.5	" ..	" ..
17	Other retail stores group - Groupe des autres magasins de détail	" 313.8	3,273.8	" ..	" ..
Wholesale trade - Commerce de gros:					
18	Number of locations - Nombre de locaux	45	63	40	23
19	Sales - Ventes	\$'000 6,773.3	20,339.7	13,857.3	6,482.4
Service trade - Commerce de services:					
20	Number of locations - Nombre de locaux	152	241	153	88
21	Receipts - Recettes	\$'000 1,623.5	4,670.9	3,617.2	1,053.7
MANUFACTURING - FABRICATION					
22	Number of establishments - Nombre d'établissements	99	130	69	61
23	Selling value of factory shipments - Valeur de vente des expéditions de la fabrication	\$'000 13,446.5	106,312.2	89,764.7	16,547.5
24	Value added by manufacturing - Valeur ajoutée par la fabrication	\$'000 2,857.2	50,687.0	47,227.8	3,459.2
AGRICULTURE					
25	Number of census farms - Nombre de fermes de recensement	2,815	1,834
26	Capital value (land and buildings) - Valeur foncière (terre et bâtiments)	\$'000 22,014.0	15,783.0
27	Commercial farms - Fermes commerciales	1,934	1,283
Value of products sold - Valeur des produits vendus:					
28	\$ 1,200 - \$2,499	763	485
29	2,500 - 4,999	737	465
30	5,000 - 9,999	346	225
31	10,000 and over - et plus	88	108
32	Number of part-time farms - Nombre de fermes à temps partiel	304	191
33	Other farms (including institutional farms) - Autres fermes (y compris fermes d'institution)	577	360

TABLEAU 3. Statistique relative aux études de marché par comté ou division de recensement et localité constituée de 10,000 habitants et plus, 1961 - suite

Quebec - Québec											
Frontenac	Gaspé-E.	Gaspé-O.-W.	Îles-de-la-Madeleine	Gatineau	Hull				Huntingdon	Iberville	
Total					Total	Hull	Gatineau	Remainder - Autres	Total		N°
5,880	6,962	3,351	1,863	9,291	19,013	13,304	2,766	2,943	3,684	3,847	1
4,124	6,163	2,711	1,788	7,699	8,158	4,671	1,488	1,999	3,133	2,670	2
706	368	483	..	762	2,587	1,985	284	318	293	508	3
1,050	426	157	..	820	8,268	6,648	994	626	253	669	4
502	676	202	177	810	1,229	934	198	100	5
4,848	2,935	2,243	141	8,397	18,198	12,753	2,746	2,699	3,462	3,728	6
1,002	728	368	442	1,155	2,032	1,130	468	434	792	484	7
3,542	2,741	1,671	444	6,014	12,243	8,018	2,105	2,120	2,418	2,499	8
126	151	111	..	600	398	339	158	137	9
318	478	229	95	330	560	390	80	90	151	158	10
13,722.8	21,194.0	9,779.0	4,277.4	19,803.9	57,443.6	45,020.1	8,138.9	4,284.6	8,193.9	8,149.1	11
4,286.0	5,084.2	2,107.1	833.1	6,999.1	23,184.2	18,042.4	2,154.0	2,332.3	12
2,174.9	4,778.4	2,028.4	2,385.2	4,090.9	2,316.6	1,815.3	1,182.1	604.7	13
4,719.4	7,419.9	2,492.5	736.9	6,081.0	18,299.2	14,281.6	3,168.5	3,195.1	14
1,020.0	1,419.8	627.7	--	321.3	2,608.8	2,171.5	275.8	307.5	15
855.9	950.0	2,148.5	--	633.4	4,796.5	3,757.3	480.6	461.7	16
666.6	1,541.7	374.8	--	1,678.2	6,038.3	4,952.0	932.9	1,247.8	17
24	35	8	17	26	40	29	3	8	14	25	18
4,844.5	9,935.1	1,970.7	2,746.0	6,838.4	21,736.2	16,817.9	3,196.6	1,723.7	2,165.9	3,958.1	19
142	177	94	26	188	339	245	44	50	70	90	20
1,841.1	3,155.9	1,375.7	220.8	4,599.0	10,963.2	8,107.3	1,328.6	1,527.3	1,336.8	1,696.1	21
91	69	25	22	40	71	52	11	8	29	35	22
11,990.6	11,179.3	28,999.7	2,796.5	3,591.5	106,080.0	50,202.1	54,622.2	1,255.7	11,686.3	3,752.4	23
4,646.9	4,658.6	4,472.8	991.3	1,517.1	46,831.7	18,135.4	27,903.6	792.7	4,499.1	1,665.4	24
1,984	670	392	222	1,330	221	1,133	828	25
15,646.1	4,351.8	3,503.4	1,268.7	14,839.7	2,746.5	16,800.9	13,450.5	26
1,270	42	97	1	673	98	790	642	27
612	18	63	--	350	53	223	112	28
518	19	31	1	231	25	286	172	29
116	3	2	--	71	17	202	238	30
24	2	1	--	21	3	79	120	31
250	157	107	41	198	34	78	63	32
464	471	188	180	459	89	265	123	33

**TABLE 3. Market Research Statistics by Counties and Census Divisions and for Incorporated Places
of 10,000 Population and Over, 1961 - Continued**

No.		Quebec - Québec				
		Joliette			Kamouraska	Labelle
		Total	Joliette	Remainder - Autres	Total	
POPULATION						
1	Total	44,969	18,088	26,881	27,138	29,084
2	Male - Hommes	22,477	8,718	13,759	13,724	15,065
3	Female - Femmes	22,492	9,370	13,122	13,414	14,019
4	Rural farm - Rurale agricole	8,706	-	8,706	9,828	7,695
5	Male - Hommes	4,567	-	4,567	5,176	4,132
6	Female - Femmes	4,139	-	4,139	4,652	3,563
7	Rural non-farm - Rurale non agricole	11,353	-	11,353	9,824	11,293
8	Male - Hommes	5,724	-	5,724	4,912	5,858
9	Female - Femmes	5,629	-	5,629	4,912	5,435
10	Urban - Urbaine	24,910	18,088	6,822	7,486	10,096
11	Male - Hommes	12,186	6,718	3,468	3,636	5,075
12	Female - Femmes	12,724	9,370	3,354	3,850	5,021
Age groups - Groupes d'âge:						
13	0 - 9	11,006	3,976	7,030	6,749	8,333
14	10 - 14	5,197	1,937	3,260	3,515	4,060
15	15 - 19	4,450	1,833	2,617	2,931	3,054
16	20 - 64	21,391	9,164	12,227	11,955	12,026
17	65 and over - et plus	2,925	1,178	1,747	1,988	1,611
Language - Langue:						
18	English only - Anglais seulement	272	78	194	37	106
19	French only - Français seulement	38,491	14,177	24,314	25,790	26,434
20	English and French - Anglais et français	6,135	3,805	2,330	1,308	2,531
Income data from a 20 per cent sample of private non-farm households - Revenu d'un échantillon de 20 pour-cent des ménages non agricoles privés:						
21	Population, 15 years of age and over, with income - Population, âgée de 15 ans et plus, avec revenu	13,507	7,370	6,137	6,306	7,820
22	Population, 15 years of age and over, without income - Population, âgée de 15 ans et plus, sans revenu	7,252	3,755	3,497	3,587	4,123
Income - Revenu:						
23	Under \$2,000 - Moins de \$2,000	6,497	3,290	3,207	4,335	4,608
24	\$ 2,000 - \$2,999	2,505	1,380	1,125	912	1,521
25	3,000 - 3,999	2,012	1,167	845	473	825
26	4,000 - 4,999	1,012	562	450	272	393
27	5,000 - 5,999	525	341	184	120	205
28	6,000 - 9,999	638	401	237	132	139
29	10,000 and over - et plus	318	229	89	62	129
30	Average income per individual - Revenu moyen par personne	\$ 2,626	2,834	..	1,814	2,203
LABOUR FORCE - MAIN-D'OEUVRE						
31	Total	13,891	6,403	7,488	7,691	7,365
32	Male - Hommes	10,129	4,333	5,796	5,905	5,925
33	Female - Femmes	3,762	2,070	1,692	1,786	1,440
Wage and salary earners - Employés à salaire et à traitement:						
34	Male - Hommes	7,449	3,698	3,751	3,476	4,212
35	Female - Femmes	3,317	1,933	1,384	1,343	1,241
Earnings - Gain:						
36	Under \$2,000 - Moins de \$2,000	4,136	1,749	2,387	2,834	2,913
37	\$2,000 - \$2,999	2,401	1,254	1,147	764	1,193
38	3,000 - 3,999	1,699	967	732	389	543
39	4,000 - 5,999	1,159	685	474	223	217
40	6,000 and over - et plus	263	194	69	90	41
Average earnings - Gain moyen:						
41	Male - Hommes	\$ 2,748	3,088	..	1,991	1,922
42	Female - Femmes	\$ 1,480	1,592	..	1,093	1,162

TABLEAU 3. Statistique relative aux études de marché par comté ou division de recensement et localité constituée de 10,000 habitants et plus, 1961 - suite

Quebec - Québec												N°
Lac-St-Jean-E.			Lac-St-Jean-O.-W.	Laprairie	L'Assomption	Lévis				L'Islet	Lotbinière	
Total	Alma	Remainder - Autres	Total	Total	Total	Lauzon	Lévis	Remainder - Autres	Total			
43,920	13,309	30,611	61,310	31,157	39,440	51,842	11,533	15,112	25,197	24,798	30,234	1
22,376	6,659	15,717	31,940	15,928	19,846	25,628	5,645	7,330	12,653	12,795	15,653	2
21,544	6,650	14,894	29,370	15,229	19,594	26,214	5,888	7,782	12,544	12,003	14,581	3
6,963	-	6,963	14,342	2,994	5,730	5,470	-	-	5,470	6,809	15,285	4
3,719	-	3,719	7,724	1,581	3,045	2,875	-	-	2,875	4,737	8,168	5
3,244	-	3,244	6,618	1,413	2,685	2,595	-	-	2,595	4,072	7,117	6
6,653	-	6,653	20,553	5,369	8,549	8,152	-	-	8,152	11,351	11,186	7
3,391	-	3,391	10,948	2,707	4,295	4,120	-	-	4,120	5,760	5,612	8
3,262	-	3,262	9,605	2,662	4,254	4,032	-	-	4,032	5,591	5,574	9
30,304	13,309	16,995	26,415	22,794	25,161	38,220	11,533	15,112	11,575	4,638	3,763	10
15,266	6,659	8,607	13,268	11,640	12,506	18,633	5,645	7,330	5,658	2,298	1,873	11
15,038	6,650	8,388	13,147	11,154	12,655	19,587	5,888	7,782	5,917	2,340	1,890	12
14,168	4,276	9,890	18,322	8,971	11,525	12,182	2,556	3,179	6,447	6,728	8,177	13
5,520	1,447	4,073	8,023	3,409	4,292	6,201	1,289	1,820	3,092	3,229	4,215	14
4,661	1,382	3,279	6,943	2,326	3,160	5,242	1,248	1,468	2,526	2,536	3,233	15
18,055	5,852	12,203	25,818	14,820	18,310	24,949	5,782	7,600	11,567	10,831	12,568	16
1,516	350	1,166	2,204	1,631	2,153	3,268	658	1,045	1,565	1,474	2,041	17
279	34	245	177	4,849	1,281	113	22	41	50	28	600	18
40,412	11,872	28,540	57,762	19,060	30,890	43,611	9,584	11,901	22,126	23,525	27,540	19
3,190	1,396	1,794	3,241	7,121	7,230	8,100	1,925	3,162	3,013	1,225	2,061	20
11,527	4,940	6,587	14,415	10,075	12,278	17,838	4,515	5,674	7,647	5,754	5,862	21
7,749	2,760	4,989	9,075	5,715	6,973	10,373	2,663	3,436	4,274	3,372	2,795	22
4,812	1,996	2,816	7,349	3,678	4,704	7,579	1,953	2,265	3,361	3,743	3,539	23
1,618	671	947	2,768	1,565	2,001	2,685	639	882	1,164	960	953	24
1,672	705	967	1,938	2,068	1,914	3,232	847	1,073	1,312	641	701	25
1,372	592	780	959	1,384	1,612	2,264	688	888	888	174	330	26
1,030	454	576	554	687	960	933	169	323	441	89	128	27
831	414	417	640	569	667	873	188	308	377	82	133	28
192	108	84	207	124	220	270	31	135	104	65	78	29
2,992	3,184	..	2,423	3,002	3,015	2,876	2,664	3,016	..	1,842	2,075	30
11,097	3,641	7,456	16,944	9,208	11,744	17,295	4,202	5,140	7,953	6,887	6,929	31
8,891	2,728	6,163	13,341	7,306	9,232	12,274	2,849	3,531	5,894	5,471	6,936	32
2,206	913	1,293	3,603	1,902	2,512	5,021	1,353	1,609	2,059	1,418	1,993	33
6,782	2,361	4,421	9,922	5,946	6,876	10,070	2,615	3,119	4,336	3,243	3,424	34
2,027	849	1,178	3,085	1,664	2,113	4,420	1,255	1,505	1,660	1,045	1,339	35
2,909	984	1,925	5,982	1,851	2,436	4,451	1,030	1,334	2,087	2,487	2,428	36
1,477	458	1,019	2,726	1,459	1,748	2,684	593	871	1,220	876	1,090	37
1,403	503	900	1,586	1,843	1,702	2,901	776	974	1,151	425	517	38
1,957	883	1,074	1,088	1,654	1,937	2,340	680	731	929	138	322	39
467	170	297	326	325	619	500	108	200	192	37	74	40
3,270	3,513	..	2,371	3,327	3,435	3,157	3,217	3,334	..	1,691	2,230	41
1,567	1,622	..	1,337	1,944	1,794	1,549	1,531	1,633	..	1,156	1,307	42

TABLE 3. Market Research Statistics by Counties and Census Divisions and for Incorporated Places of 10,000 Population and Over, 1961 - Continued

No.	Quebec - Québec					
	Joliette			Kamouraska	Labelle	
	Total	Joliette	Remainder - Autres	Total		
HOUSING - HABITATION						
1	Occupied dwellings - Logements occupés	9,182	3,908	5,274	4,978	5,635
2	Single detached - Individuels isolés	4,453	768	3,685	3,813	3,963
3	Single attached - Individuels attenants	1,771	1,039	732	611	793
4	Apartment or flat - Appartements ou plain-pied	2,958	2,101	857	554	874
5	Dwellings in need of major repair - Logements ayant besoin de réparations importantes	366	130	236	261	458
Dwellings with - Éléments de confort:						
6	Mechanical refrigerator - Réfrigérateur mécanique	8,820	3,740	5,080	3,616	4,892
7	Home freezer - Congélateur ménager	819	270	549	584	775
8	One passenger car - Une automobile	5,529	2,073	3,456	2,362	2,988
9	Two or more passenger cars - Deux automobiles ou plus	199	106
MERCHANDISING AND SERVICES - COMMERCE ET SERVICES						
Retail trade - Commerce de détail:						
10	Number of stores - Nombre de magasins	502	272	230	271	386
11	Sales - Ventes	\$'000 33,869.9	25,614.4	8,255.5	10,847.2	17,899.3
12	Food group - Groupe des aliments	" 9,404.6	2,749.5	4,377.9
13	General merchandise group - Groupe des marchandises en général	" 2,430.3	2,304.9	3,583.2
14	Automotive group - Groupe de l'automobile	" 10,688.2	3,927.7	6,528.3
15	Apparel and accessories group - Groupe des vêtements et accessoires	" 4,553.7	752.1	1,129.1
16	Hardware and home furnishings group - Quincaillerie et fournitures de maison	" 3,023.3	799.5	1,430.3
17	Other retail stores group - Groupe des autres magasins de détail	" 3,769.8	313.5	850.5
Wholesale trade - Commerce de gros:						
18	Number of locations - Nombre de locaux	51	35	16	25	33
19	Sales - Ventes	\$'000 17,174.4	13,693.4	3,481.0	3,413.6	6,666.5
Service trade - Commerce de services:						
20	Number of locations - Nombre de locaux	206	109	97	100	194
21	Receipts - Recettes	\$'000 4,791.5	3,184.5	1,607.0	1,584.4	3,381.9
MANUFACTURING - FABRICATION						
22	Number of establishments - Nombre d'établissements	127	56	71	72	79
23	Selling value of factory shipments - Valeur de vente des expéditions de la fabrique	\$'000 53,330.0	32,625.5	20,704.5	5,090.0	8,698.7
24	Value added by manufacturing - Valeur ajoutée par la fabrication	\$'000 22,308.2	13,899.3	8,408.9	1,521.7	3,866.7
AGRICULTURE						
25	Number of census farms - Nombre de fermes de recensement	1,499	1,494	1,146
26	Capital value (land and buildings) - Valeur foncière (terre et bâtiments)	\$'000 17,407.2	14,436.2	9,064.2
27	Commercial farms - Fermes commerciales	1,133	952	598
Value of products sold - Valeur des produits vendus:						
28	\$ 1,200 - \$2,499	352	450	330
29	2,500 - 4,999	396	380	205
30	5,000 - 9,999	226	105	54
31	10,000 and over - et plus	159	17	9
32	Number of part-time farms - Nombre de fermes à temps partiel	105	113	204
33	Other farms (including institutional farms) - Autres fermes (y compris fermes d'institution)	261	429	344

TABLEAU 3. Statistique relative aux études de marché par comté ou division de recensement et localité constituée de 10,000 habitants et plus, 1961 - suite

Quebec - Québec												N ^o
Lac-St-Jean-E.			Lac-St-Jean-O.-W.	Laprairie	L'Assomption	Lévis			L'Islet	Lotbinière		
Total	Alma	Remainder - Autres	Total			Total	Lauzon	Lévis	Remainder - Autres	Total		
7,479	2,434	5,045	9,768	6,863	8,595	10,673	2,465	3,152	5,056	4,657	5,745	1
3,650	711	2,939	6,208	4,740	5,682	5,868	1,122	1,214	3,532	3,666	4,812	2
1,023	352	671	1,205	549	997	1,745	422	547	776	454	432	3
2,801	1,371	1,430	2,350	1,549	1,911	3,055	921	1,391	743	537	495	4
299	818	359	378	353	..	116	..	433	346	5
6,238	2,224	4,014	7,795	6,037	7,880	9,545	2,165	2,806	4,574	3,711	4,845	6
1,737	287	1,450	2,139	974	1,017	1,019	226	336	457	675	984	7
4,727	1,445	3,282	5,461	4,745	5,550	6,100	1,177	1,678	3,245	2,355	3,525	8
119	306	141	202	193	132	9
377	134	243	542	234	337	453	95	149	209	268	311	10
29,215.5	14,271.3	14,944.2	33,443.0	15,469.2	23,669.3	39,256.1	5,242.6	24,480.5	9,533.0	9,544.0	11,968.7	11
9,101.1	9,081.3	4,428.4	7,078.4	10,530.6	2,501.4	2,946.7	12
2,958.9	3,288.3	762.9	1,614.8	1,463.7	2,201.5	3,175.9	13
8,642.5	11,294.3	7,283.5	10,519.6	17,984.5	3,266.8	4,764.1	14
3,309.5	4,153.4	370.3	1,108.6	2,402.0	855.9	324.9	15
2,691.0	3,639.6	879.1	1,198.2	2,773.7	417.3	551.2	16
2,512.5	1,986.1	1,745.0	2,149.7	4,101.6	301.1	205.9	17
22	11	11	56	12	29	52	4	26	22	18	31	18
8,650.7	5,679.8	2,970.9	20,195.4	2,381.4	6,596.9	17,570.2	767.6	10,972.9	5,829.7	1,603.6	6,584.2	19
138	53	85	225	135	183	212	48	67	97	108	108	20
2,826.2	1,406.6	1,419.6	4,392.5	3,216.1	3,117.8	4,133.6	601.8	2,047.6	1,484.2	1,018.7	1,283.8	21
69	14	55	120	48	72	80	15	23	42	78	106	22
81,798.3	1,125.9	80,672.4	39,276.0	27,286.6	25,732.7	41,090.6	26,244.1	4,100.8	10,745.7	9,653.5	14,631.8	23
40,173.7	640.3	39,533.4	18,728.5	13,847.4	4,504.3	23,703.0	17,185.4	2,112.0	4,405.6	4,257.5	4,899.3	24
932	2,008	626	1,116	877	1,403	2,571	25
14,336.2	21,659.0	9,346.8	18,074.3	10,935.6	10,883.8	20,238.2	26
725	1,244	427	811	646	806	1,869	27
199	570	156	192	225	424	633	28
326	475	148	311	219	278	801	29
167	166	88	235	159	75	371	30
33	33	35	73	43	29	64	31
55	277	54	53	79	194	186	32
152	487	145	252	152	403	516	33

TABLE 3. Market Research Statistics by Counties and Census Divisions and for Incorporated Places
of 10,000 Population and Over, 1961 - Continued

No.		Quebec - Québec					
		Maskinongé	Matane	Matapédia	Mégantic		
		Total			Total	Thetford Mines	Remainder - Autres
POPULATION							
1	Total	21,274	35,078	35,586	57,400	21,618	35,782
2	Male - Hommes	10,867	18,294	18,558	28,134	10,682	17,452
3	Female - Femmes	10,407	16,784	17,028	29,266	10,936	18,330
4	Rural farm - Rurale agricole	5,914	8,111	12,680	11,765	-	11,765
5	Male - Hommes	3,136	4,351	6,801	6,303	-	6,303
6	Female - Femmes	2,778	3,760	5,879	5,462	-	5,462
7	Rural non-farm - Rurale non agricole	9,231	12,605	10,798	8,200	-	8,200
8	Male - Hommes	4,675	6,660	5,677	4,093	-	4,093
9	Female - Femmes	4,556	5,945	5,121	4,107	-	4,107
10	Urban - Urbaine	6,129	14,362	12,108	37,435	21,618	15,817
11	Male - Hommes	3,056	7,283	6,080	17,738	10,682	7,056
12	Female - Femmes	3,073	7,079	6,028	19,697	10,936	8,761
Age groups - Groupes d'âge:							
13	0-9	5,329	9,894	10,940	15,768	5,650	10,118
14	10-14	2,490	4,927	5,313	7,164	2,373	4,791
15	15-19	2,142	3,984	4,078	5,726	1,950	3,776
16	20-64	9,849	14,528	13,703	25,914	10,729	15,185
17	65 and over - et plus	1,464	1,745	1,552	2,828	916	1,912
Language - Langue:							
18	English only - Anglais seulement	53	164	58	886	399	487
19	French only - Français seulement	19,619	32,757	33,914	48,873	16,612	32,261
20	English and French - Anglais et français	1,391	2,154	1,609	7,622	4,606	3,016
Income data from a 20 per cent sample of private non-farm households - Revenu d'un échantillon de 20 pour-cent des ménages non agricoles privés:							
21	Population, 15 years of age and over, with income - Population, âgée de 15 ans et plus, avec revenu	5,902	9,171	7,480	16,270	8,188	8,082
22	Population, 15 years of age and over, without income - Population, âgée de 15 ans et plus, sans revenu	3,354	5,520	4,171	9,368	5,179	4,189
Income - Revenu:							
23	Under \$2,000 - Moins de \$2,000	3,492	5,207	4,690	7,219	3,031	4,188
24	\$ 2,000 - \$2,999	1,222	1,678	1,306	2,042	817	1,225
25	3,000 - 3,999	571	1,213	796	2,284	1,263	1,021
26	4,000 - 4,999	265	504	340	2,560	1,712	848
27	5,000 - 5,999	110	224	154	1,000	629	371
28	6,000 - 9,999	195	261	130	888	568	320
29	10,000 and over - et plus	47	84	64	277	168	109
30	Average income per individual - Revenu moyen par personne	\$ 2,036	2,138	1,978	2,881	3,290	..
LABOUR FORCE - MAIN-D'OEUVRE							
31	Total	6,488	9,102	8,913	17,008	6,725	10,283
32	Male - Hommes	4,793	7,125	7,089	12,943	5,214	7,729
33	Female - Femmes	1,695	1,977	1,824	4,065	1,511	2,554
Wage and salary earners - Employés à salaire et à traitement:							
34	Male - Hommes	2,966	5,720	4,631	9,259	4,623	4,636
35	Female - Femmes	1,374	1,699	1,440	3,249	1,353	1,896
Earnings - Gain:							
36	Under \$2,000 - Moins de \$2,000	2,370	3,689	3,396	4,224	1,426	2,798
37	\$2,000 - \$2,999	928	1,535	1,194	1,730	679	1,051
38	3,000 - 3,999	396	895	574	2,178	1,250	928
39	4,000 - 5,999	216	448	284	3,023	1,919	1,104
40	6,000 and over - et plus	53	105	53	418	287	131
Average earnings - Gain moyen:							
41	Male - Hommes	\$ 2,090	2,203	1,995	3,276	3,740	..
42	Female - Femmes	\$ 1,258	1,210	1,108	1,370	1,579	..

TABLEAU 3. Statistique relative aux études de marché par comté ou division de recensement et localité constituée de 10,000 habitants et plus, 1961 — suite

Quebec — Québec										
Missisquoi	Montcalm	Montmagny	Montmorency No. 1	Montmorency No. 2 (Île-d'Orléans)	Montreal Island — Île-de-Montréal					N°
					Total	Total	Côte-St-Luc	Dorval	Lachine	
29,526	18,766	26,450	20,734	4,974	1,747,696	13,266	18,592	38,630	30,904	1
14,894	9,695	13,429	10,478	2,478	854,606	6,481	9,247	19,044	15,359	2
14,632	9,071	13,021	10,256	2,496	893,090	6,785	9,345	19,586	15,545	3
6,258	5,405	7,339	2,662	2,569	403	—	—	—	—	4
3,360	2,890	3,925	1,471	1,329	228	—	—	—	—	5
2,898	2,515	3,414	1,191	1,240	175	—	—	—	—	6
7,009	7,521	9,695	8,651	2,405	4,230	—	—	—	—	7
3,490	3,936	4,928	4,423	1,149	2,477	—	—	—	—	8
3,519	3,585	4,767	4,228	1,256	1,753	—	—	—	—	9
16,259	5,840	9,416	9,421	—	1,743,063	13,266	18,592	38,630	30,904	10
6,044	2,869	4,576	4,584	—	851,901	6,481	9,247	19,044	15,359	11
8,215	2,971	4,840	4,837	—	891,162	6,785	9,345	19,586	15,545	12
7,114	4,636	6,819	5,303	1,244	356,446	3,185	4,550	8,086	8,082	13
3,391	2,251	3,291	2,479	554	150,261	1,382	1,779	3,634	2,611	14
2,690	1,892	2,749	1,998	534	130,101	948	1,189	3,158	1,942	15
13,991	8,345	11,804	9,780	2,318	996,129	7,250	10,236	21,353	17,098	16
2,340	1,642	1,787	1,174	324	114,759	501	838	2,399	1,171	17
4,614	663	32	654	10	398,910	8,489	10,689	12,656	10,588	18
14,653	15,070	24,646	18,105	4,559	647,198	256	1,922	10,334	8,572	19
10,168	3,015	1,760	1,974	401	658,622	4,419	5,900	15,309	11,527	20
9,953	5,241	7,452	6,319	947	837,256	5,924	8,658	17,446	13,350	21
4,412	2,866	3,844	3,925	526	335,083	2,616	3,166	8,377	6,297	22
4,633	3,318	4,460	2,941	428	285,605	1,786	2,500	5,136	3,183	23
2,017	827	1,386	1,149	223	141,582	443	758	2,561	1,576	24
1,660	596	840	964	102	153,998	584	1,059	3,529	2,951	25
792	200	319	601	99	100,163	417	801	2,443	2,357	26
309	118	178	322	13	57,937	541	816	1,231	1,586	27
343	135	179	287	60	66,069	1,252	1,859	1,941	1,381	28
199	47	90	55	22	31,902	901	865	605	316	29
2,603	1,899	2,017	2,528	2,708	3,492	5,372	4,733	3,636	3,738	30
9,906	5,552	7,812	8,397	1,772	698,128	4,799	7,128	14,930	11,522	31
7,449	4,298	5,934	4,949	1,306	460,329	3,554	5,302	10,695	6,594	32
2,459	1,254	1,878	1,448	466	217,799	1,245	1,826	4,235	2,928	33
5,354	2,539	3,866	4,043	675	430,417	2,209	4,856	10,009	8,051	34
2,160	963	1,396	1,286	263	206,846	1,164	1,760	4,082	2,844	35
2,665	1,834	2,664	1,852	420	139,837	737	884	2,243	1,425	36
1,985	721	1,294	1,171	233	127,925	339	591	2,379	1,609	37
1,475	403	654	862	141	143,694	414	925	3,356	2,965	38
791	203	259	797	71	132,176	576	1,513	3,302	3,467	39
241	40	76	212	25	58,879	1,126	2,347	1,960	1,092	40
2,837	2,036	2,185	2,986	2,429	3,945	6,477	6,106	4,358	4,189	41
1,624	1,365	1,243	1,419	1,556	2,224	2,346	2,522	2,285	2,405	42

TABLE 3. Market Research Statistics by Counties and Census Divisions and for Incorporated Places of 10,000 Population and Over, 1961 - Continued

No.		Quebec - Québec						
		Maskinongé	Matane	Matapédia	Mégantic			
		Total			Total	Thetford Mines	Remainder - Autres	
HOUSING - HABITATION								
1	Occupied dwellings - Logements occupés	4,337	6,040	5,711	11,471	4,904	6,567	
2	Single detached - Individuels isolés	2,839	4,384	4,318	6,989	2,320	4,669	
3	Single attached - Individuels attenants	511	631	600	1,362	606	756	
4	Apartment or flat - Appartements ou plain-pied	982	1,020	793	3,115	1,978	1,137	
5	Dwellings in need of major repair - Logements ayant besoin de réparations importantes	224	412	760	517	189	328	
	Dwellings with - Éléments de confort:							
6	Mechanical refrigerator - Réfrigérateur mécanique	3,642	3,685	3,278	10,322	4,489	5,833	
7	Home freezer - Congélateur ménager	718	1,460	664	1,320	423	897	
8	One passenger car - Une automobile	2,298	3,101	2,527	7,852	3,455	4,397	
9	Two or more passenger cars - Deux automobiles ou plus	114	104	225	
MERCHANDISING AND SERVICES - COMMERCE ET SERVICES								
	Retail trade - Commerce de détail:							
10	Number of stores - Nombre de magasins	258	374	332	569	242	327	
11	Sales - Ventés	\$'000	11,737.9	19,335.3	11,650.7	36,948.7	22,689.1	14,259.6
12	Food group - Groupe des aliments	"	3,476.9	5,536.0	3,247.4	11,390.3
13	General merchandise group - Groupe des marchandises en général	"	840.6	1,642.4	2,313.9	3,568.1
14	Automotive group - Groupe de l'automobile	"	5,023.6	7,497.9	3,356.1	11,035.4
15	Apparel and accessories group - Groupe des vêtements et accessoires	"	915.4	1,806.2	1,129.8	4,261.7
16	Hardware and home furnishings group - Quincaillerie et fournitures de maison	"	676.7	1,615.9	1,142.1	3,876.2
17	Other retail stores group - Groupe des autres magasins de détail	"	804.7	1,236.9	461.4	2,817.0
	Wholesale trade - Commerce de gros:							
18	Number of locations - Nombre de locaux	26	39	25	57	25	32	
19	Sales - Ventés	\$'000	2,649.5	11,495.3	5,366.4	15,197.4	9,933.0	5,264.4
	Service trade - Commerce de services:							
20	Number of locations - Nombre de locaux	118	137	107	235	92	143	
21	Receipts - Recettes	\$'000	1,739.8	1,974.6	1,437.3	3,897.8	1,881.3	2,016.5
MANUFACTURING - FABRICATION								
22	Number of establishments - Nombre d'établissements	69	48	54	110	34	76	
23	Selling value of factory shipments - Valeur de vente des expéditions de la fabrique	\$'000	18,004.5	7,027.4	4,118.6	20,849.3	4,268.3	16,581.0
24	Value added by manufacturing - Valeur ajoutée par la fabrication	\$'000	8,081.8	3,424.7	1,525.3	10,342.2	2,503.7	7,838.5
AGRICULTURE								
25	Number of census farms - Nombre de fermes de recensement	1,004	1,118	1,807	2,028	
26	Capital value (land and buildings) - Valeur foncière (terre et bâtiments)	\$'000	11,025.4	7,733.6	10,752.7	19,784.6
27	Commercial farms - Fermes commerciales	735	503	875	1,565	
	Value of products sold - Valeur des produits vendus:							
28	\$ 1,200 - \$2,499	298	286	496	572	
29	2,500 - 4,999	302	165	314	642	
30	5,000 - 9,999	99	49	56	288	
31	10,000 and over - et plus	36	3	9	63	
32	Number of part-time farms - Nombre de fermes à temps partiel	70	165	381	138	
33	Other farms (including institutional farms) - Autres fermes (y compris fermes d'institution)	199	450	551	325	

TABLEAU 3. Statistique relative aux études de marché par comté ou division de recensement et localité constituée de 10,000 habitants et plus, 1961 - suite

Quebec - Québec										
Missisquoi	Montcalm	Montmagny	Montmorency No. 1	Montmorency No. 2 (Île-d'Orléans)	Montreal Island - Île-de-Montréal					N°
Total					Total	Côte-St-Luc	Dorval	Lachine	LaSalle	
6,896	4,179	5,221	3,966	920	467,552	3,474	4,932	10,057	8,128	1
3,742	3,074	3,664	2,309	752	57,595	1,073	3,276	3,014	1,298	2
1,071	590	890	480	107	50,517	1,076	160	1,056	335	3
2,083	515	657	1,177	..	359,348	1,325	1,490	5,987	6,495	4
393	190	258	109	..	12,597	253	..	5
6,591	3,919	4,068	3,118	515	452,749	3,469	4,904	9,935	7,900	6
1,096	435	649	884	405	27,147	282	530	572	683	7
4,591	2,417	2,486	2,016	499	224,103	2,370	3,650	5,974	5,563	8
222	131	106	15,082	503	417	406	142	9
326	220	305	187	35	12,954	34	95	295	148	10
23,932.3	8,466.1	13,605.4	8,911.5	1,301.3	1,807,808.4	9,944.0	30,495.6	27,376.3	16,280.7	11
6,554.0	3,160.7	4,074.4	3,532.5	734.1	557,220.8	9,873.3	8,831.2	12
1,120.9	1,537.4	1,936.0	682.3	319.2	266,032.6	1,206.1	--	13
9,783.9	2,013.1	3,328.3	2,739.5	155.4	378,762.4	6,207.1	2,557.7	14
2,064.6	570.4	1,167.0	185.8	--	184,856.7	3,147.3	1,587.7	15
1,792.2	583.6	1,598.5	565.5	--	154,395.4	2,594.4	--	16
2,616.7	600.9	1,501.2	1,205.9	--	266,540.5	4,348.1	1,768.0	17
52	20	24	5	3	3,556	6	27	45	18	18
13,232.5	1,237.8	7,483.2	969.9	431.2	3,056,883.6	985.6	23,223.1	38,963.4	21,748.9	19
184	148	147	128	14	8,545	12	63	128	82	20
3,558.3	2,943.9	1,669.5	2,556.9	174.2	455,995.4	640.1	7,322.2	4,605.9	2,300.8	21
70	60	79	35	12	4,739	5	18	77	58	22
44,379.0	6,019.9	23,545.6	18,275.4	1,737.7	4,031,392.6	32,264.3	9,032.0	182,140.9	170,494.3	23
21,549.8	1,971.8	11,273.9	9,646.9	743.2	1,757,558.5	14,924.6	5,434.6	103,174.6	88,805.9	24
1,221	988	1,222	450	390	209	25
19,128.9	12,501.9	11,697.3	5,826.1	5,164.0	6,687.9	26
938	739	708	225	335	123	27
225	207	385	118	50	46	28
305	306	215	73	136	29	29
270	178	93	29	121	20	30
138	48	15	5	28	28	31
89	58	135	62	19	5	32
194	191	379	163	36	81	33

TABLE 3. Market Research Statistics by Counties and Census Divisions and for Incorporated Places of 10,000 Population and Over, 1961 - Continued

No.		Quebec - Québec				
		Montreal Island - Île-de-Montréal				
		Montréal	Montréal-N.	Outremont	Pointe- aux-Trembles	Pointe- Claire
	POPULATION					
1	Total	1,191,062	48,433	30,753	21,926	22,709
2	Male - Hommes	581,048	24,405	14,203	11,063	11,255
3	Female - Femmes	610,014	24,028	16,550	10,863	11,454
4	Rural farm - Rurale agricole	-	-	-	-	-
5	Male - Hommes	-	-	-	-	-
6	Female - Femmes	-	-	-	-	-
7	Rural non-farm - Rurale non agricole	-	-	-	-	-
8	Male - Hommes	-	-	-	-	-
9	Female - Femmes	-	-	-	-	-
10	Urban - Urbaine	1,191,062	48,433	30,753	21,926	22,709
11	Male - Hommes	581,048	24,405	14,203	11,063	11,255
12	Female - Femmes	610,014	24,028	16,550	10,863	11,454
	Age groups - Groupes d'âge:					
13	0-9	224,459	14,733	4,233	6,744	5,976
14	10-14	96,823	5,774	2,994	2,379	2,716
15	15-19	89,377	3,580	2,767	1,643	1,582
16	20-64	697,516	22,642	17,328	10,275	11,354
17	65 and over - et plus	82,887	1,704	3,431	885	1,081
	Language - Langue:					
18	English only - Anglais seulement	212,461	4,844	9,220	2,438	16,137
19	French only - Français seulement	479,411	26,634	6,239	12,986	1,324
20	English and French - Anglais et français	462,804	16,554	14,222	6,420	5,176
	Income data from a 20 per cent sample of private non-farm households - Revenu d'un échantillon de 20 pour-cent des ménages non agricoles privés:					
21	Population, 15 years of age and over, with income - Population, âgée de 15 ans et plus, avec revenu	595,366	16,769	16,541	7,428	9,433
22	Population, 15 years of age and over, without income - Population, âgée de 15 ans et plus, sans revenu	228,128	10,033	5,564	4,289	4,244
	Income - Revenu:					
23	Under \$2,000 - Moins de \$2,000	211,175	4,894	6,668	2,230	2,771
24	\$ 2,000-\$2,999	110,055	2,608	2,319	1,058	716
25	3,000-3,999	113,723	3,127	2,521	1,416	842
26	4,000-4,999	70,313	2,843	1,432	1,095	667
27	5,000-5,999	38,133	1,868	777	893	663
28	6,000-9,999	37,816	1,265	1,422	644	2,355
29	10,000 and over - et plus	14,151	164	1,402	92	1,419
30	Average income per individual - Revenu moyen par personne	\$ 3,144	3,327	4,370	3,381	5,394
	LABOUR FORCE - MAIN-D'OEUVRE					
31	Total	498,374	14,487	12,992	6,638	7,276
32	Male - Hommes	335,871	11,564	8,062	5,041	5,737
33	Female - Femmes	162,503	2,923	4,930	1,597	1,539
	Wage and salary earners - Employés à salaire et à traitement:					
34	Male - Hommes	302,679	10,461	6,102	4,680	5,305
35	Female - Femmes	154,132	2,777	4,609	1,522	1,454
	Earnings - Gain:					
36	Under \$2,000 - Moins de \$2,000	107,496	2,346	2,825	1,159	834
37	\$2,000-\$2,999	100,617	2,286	1,917	954	518
38	3,000-3,999	106,601	3,053	1,904	1,354	707
39	4,000-5,999	89,827	4,012	1,607	1,818	1,144
40	6,000 and over - et plus	28,711	875	1,117	520	3,314
	Average earnings - Gain moyen:					
41	Male - Hommes	\$ 3,599	3,815	4,073	3,927	7,089
42	Female - Femmes	\$ 2,202	1,960	2,228	1,891	2,487

TABLEAU 3. Statistique relative aux études de marché par comté ou division de recensement et localité constituée de 10,000 habitants et plus, 1961 - suite

Quebec - Québec											N ^o
Montreal Island - Île-de-Montréal									Jesus Island - Île-Jésus		
St-Laurent	St-Michel	Verdun	Westmount	Beaconsfield	Mont-Royal	Pierrefonds	Rivière- des-Prairies	Remainder - Autres	Total	Chomedey	
49,805	55,978	78,317	25,012	10,064	21,182	12,171	10,054	68,838	124,741	30,445	1
24,430	28,314	37,816	11,021	5,003	10,050	6,135	5,067	34,665	63,822	15,464	2
25,375	27,664	40,501	13,991	5,061	11,132	6,036	4,987	34,173	60,919	14,981	3
-	-	-	-	-	-	-	-	403	-	-	4
-	-	-	-	-	-	-	-	228	-	-	5
-	-	-	-	-	-	-	-	175	-	-	6
-	-	-	-	-	-	-	-	4,230	1,443	-	7
-	-	-	-	-	-	-	-	2,477	710	-	8
-	-	-	-	-	-	-	-	1,753	733	-	9
49,805	55,978	78,317	25,012	10,064	21,182	12,171	10,054	64,205	123,298	30,445	10
24,430	28,314	37,816	11,021	5,003	10,050	6,135	5,067	31,960	63,112	15,464	11
25,375	27,664	40,501	13,991	5,061	11,132	6,036	4,987	32,245	60,186	14,981	12
11,853	16,511	14,940	2,591	3,033	3,575	4,191	3,016	16,688	37,547	9,617	13
5,322	4,685	6,414	1,944	1,067	2,208	976	1,440	6,113	12,616	2,941	14
3,780	3,669	5,790	1,965	623	1,919	557	929	4,683	8,470	1,821	15
26,728	29,828	45,295	14,795	4,981	12,128	6,167	4,291	36,864	62,108	15,271	16
2,122	1,285	5,878	3,717	360	1,352	280	378	4,490	4,000	795	17
20,559	5,809	25,871	12,921	7,365	10,562	6,256	115	21,930	15,312	6,985	18
9,866	29,604	21,331	1,762	391	1,521	2,609	7,607	24,829	67,558	14,064	19
18,990	17,657	30,855	10,167	2,283	9,016	3,222	2,318	21,783	41,358	9,229	20
21,570	22,293	38,704	15,590	3,879	11,204	4,381	3,029	25,691	41,548	10,530	21
9,433	11,865	15,293	2,964	1,970	3,941	2,230	1,831	12,842	26,935	6,593	22
6,189	6,359	12,226	6,021	1,068	3,595	941	1,090	7,773	10,105	2,528	23
2,542	4,116	6,309	1,571	206	755	429	524	3,036	5,915	1,401	24
3,296	5,061	8,082	1,994	292	858	548	631	3,484	7,272	1,775	25
2,699	3,272	6,168	1,074	252	615	587	411	2,717	6,237	1,531	26
2,024	2,033	2,935	796	163	602	521	247	2,108	5,235	1,494	27
3,408	1,332	2,557	1,603	974	1,377	1,117	99	3,667	5,538	1,536	28
1,412	120	427	2,531	924	3,402	238	27	2,906	1,246	265	29
4,278	3,131	3,147	6,717	6,806	8,101	5,000	2,865	..	3,908	3,916	30
18,621	19,539	31,272	11,572	3,083	8,007	3,914	2,565	21,409	37,988	9,641	31
13,287	15,108	21,615	6,638	2,493	5,795	3,164	1,940	15,869	30,496	7,771	32
5,334	4,431	9,657	4,934	590	2,212	750	625	5,540	7,492	1,870	33
11,176	14,043	20,380	5,256	2,215	4,498	2,844	1,793	13,858	26,270	6,718	34
5,119	4,251	9,323	4,610	549	2,087	716	594	5,253	6,971	1,761	35
2,528	3,760	5,060	2,635	319	1,242	419	567	3,358	5,173	1,306	36
2,222	3,850	5,490	1,325	138	412	322	476	2,480	4,674	1,205	37
3,031	4,708	8,033	1,472	199	576	506	591	3,299	6,684	1,705	38
4,154	4,523	8,070	1,370	322	800	1,077	479	4,115	9,864	2,560	39
3,050	778	1,779	1,978	1,444	3,144	1,079	65	4,500	4,629	1,251	40
4,891	3,508	3,813	5,998	8,179	9,020	5,413	3,236	..	4,312	4,384	41
2,397	1,945	2,348	2,379	2,377	2,737	2,361	1,652	..	2,154	2,126	42

TABLE 3. Market Research Statistics by Counties and Census Divisions and for Incorporated Places of 10,000 Population and Over, 1961 - Continued

No.		Quebec - Québec				
		Montreal Island Île-de-Montréal				
		Montréal	Montréal-N.	Outremont	Pointe- aux-Trembles	Pointe- Claire
HOUSING - HABITATION						
1	Occupied dwellings - Logements occupés	329,940	10,669	7,652	4,607	5,557
2	Single detached - Individuels isolés	16,731	2,794	799	1,579	4,547
3	Single attached - Individuels attenants	32,938	1,097	1,246	442	362
4	Apartment or flat - Appartements ou plain-pied	280,245	6,778	5,607	2,546	648
5	Dwellings in need of major repair - Logements ayant besoin de réparations importantes	10,395	145	124	187	..
	Dwellings with - Éléments de confort:					
6	Mechanical refrigerator - Réfrigérateur mécanique	317,247	10,363	7,616	4,249	5,557
7	Home freezer - Congélateur ménager	16,578	565	451	516	716
8	One passenger car - Une automobile	141,245	6,828	3,146	3,047	4,167
9	Two or more passenger cars - Deux automobiles ou plus	6,618	203	555	..	583
MERCHANDISING AND SERVICES - COMMERCE ET SERVICES						
	Retail trade - Commerce de détail:					
10	Number of stores - Nombre de magasins	10,070	274	114	83	113
11	Sales - Ventes	\$'000 1,409,943.0	21,200.3	21,736.4	9,461.0	17,112.3
12	Food group - Groupe des aliments	392,100.8	11,767.1	6,367.6
13	General merchandise group - Groupe des marchandises en général	241,726.6	846.0	-
14	Automotive group - Groupe de l'automobile	288,517.7	3,053.9	1,573.9
15	Apparel and accessories group - Groupe des vêtements et accessoires	150,023.7	1,663.0	256.8
16	Hardware and home furnishings group - Quincaillerie et fournitures de maison	127,601.6	690.1	514.6
17	Other retail stores group - Groupe des autres magasins de détail	209,972.6	3,180.2	13,023.5
	Wholesale trade - Commerce de gros:					
18	Number of locations - Nombre de locaux	2,979	30	45	4	10
19	Sales - Ventes	\$'000 2,408,964.2	26,331.6	27,465.6	3,548.1	3,438.7
	Service trade - Commerce de services:					
20	Number of locations - Nombre de locaux	6,922	148	92	53	44
21	Receipts - Recettes	\$'000 379,308.9	4,134.2	2,532.0	2,611.7	1,556.0
MANUFACTURING - FABRICATION						
22	Number of establishments - Nombre d'établissements	3,835	95	89	19	13
23	Selling value of factory shipments - Valeur de vente des expéditions de la fabrique	\$'000 2,276,632.4	22,148.2	51,361.8	53,193.4	21,558.8
24	Value added by manufacturing - Valeur ajoutée par la fabrication	\$'000 1,068,601.2	10,163.8	23,327.8	9,167.4	13,617.9
AGRICULTURE						
25	Number of census farms - Nombre de fermes de recensement
26	Capital value (land and buildings) - Valeur foncière (terre et bâtiments)	\$'000
27	Commercial farms - Fermes commerciales
	Value of products sold - Valeur des produits vendus:					
28	\$ 1,200 - \$2,499
29	2,500 - 4,999
30	5,000 - 9,999
31	10,000 and over - et plus
32	Number of part-time farms - Nombre de fermes à temps partiel
33	Other farms (including institutional farms) - Autres fermes (y compris fermes d'institution)

TABLEAU 3. Statistique relative aux études de marché par comté ou division de recensement et localité constituée de 10,000 habitants et plus, 1961 - suite

Quebec - Québec											N°
Montreal Island Île-de-Montréal								Jesus Island Île-Jésus			
St-Laurent	St-Michel	Verdun	Westmount	Beaconsfield	Mont-Royal	Pierrefonds	Rivière- des-Prairies	Remainder - Autres	Total	Chomedey	
12,305	13,377	21,740	6,929	2,403	5,877	2,922	1,878	15,105	27,674	6,995	1
3,125	1,648	1,188	1,136	2,269	2,372	1,955	1,279	7,512	17,654	3,845	2
1,974	1,569	2,201	2,474	105	1,366	175	186	1,755	1,956	496	3
7,206	10,155	18,351	3,319	..	2,139	792	413	5,852	8,034	2,634	4
205	102	504	801	191	5
12,105	13,244	21,385	6,891	2,403	5,877	2,886	1,792	14,926	26,599	6,934	6
906	1,129	701	634	515	666	255	122	1,326	2,308	669	7
7,739	7,581	10,521	3,010	1,848	3,718	2,438	1,297	9,961	20,511	5,218	8
744	174	345	1,141	383	1,285	203	866	217	9
195	307	577	150	30	104	60	59	246	715	176	10
34,994.2	41,199.7	66,017.4	24,742.7	4,799.8	28,427.1	7,461.1	4,007.5	32,609.3	78,835.3	28,425.8	11
14,001.7	20,149.9	25,860.8	34,667.8	11,967.7	12
1,226.1	6,219.0	1,508.5	2,696.1	1,476.4	13
10,348.6	6,428.3	16,003.6	25,866.0	9,302.5	14
2,602.9	3,967.9	8,299.8	4,880.6	2,670.3	15
2,035.2	1,755.1	6,490.1	3,881.5	696.7	16
4,779.7	2,679.5	5,854.6	6,843.3	2,312.2	17
110	30	39	66	1	100	9	3	34	63	18	18
90,033.4	17,283.4	16,450.1	35,893.3	--	182,529.1	1,581.9	256.1	--	18,260.9	5,267.2	19
180	162	267	124	15	47	35	20	151	332	81	20
12,765.3	3,615.9	8,634.9	5,979.3	345.1	--	774.6	431.8	--	10,629.7	3,426.2	21
119	136	71	37	2	54	6	16	89	95	22	22
290,042.8	51,086.8	19,122.0	27,511.5	1,129.5	158,313.4	267.1	9,335.7	655,757.7	15,132.9	3,703.1	23
153,033.7	24,371.6	10,245.8	17,312.7	430.5	71,522.8	121.2	4,615.0	138,687.4	8,096.2	1,776.4	24
..	502	..	25
..	14,059.0	..	26
..	407	..	27
..	67	..	28
..	156	..	29
..	123	..	30
..	61	..	31
..	13	..	32
..	82	..	33

TABLE 3. Market Research Statistics by Counties and Census Divisions and for Incorporated Places of 10,000 Population and Over, 1961 - Continued

No.		Quebec - Québec				
		Jesus Island - Île-Jésus				
		Pont-Viau	Duvernay	Laval-des-Rapides	St-Vincent-de-Paul	Remainder - Autres
	POPULATION					
1	Total	16,077	10,939	19,227	11,214	36,839
2	Male - Hommes	8,113	5,497	9,280	6,709	18,759
3	Female - Femmes	7,964	5,442	9,947	4,505	18,080
4	Rural farm - Rurale agricole	-	-	-	-	-
5	Male - Hommes	-	-	-	-	-
6	Female - Femmes	-	-	-	-	-
7	Rural non-farm - Rurale non agricole	-	-	-	-	1,443
8	Male - Hommes	-	-	-	-	710
9	Female - Femmes	-	-	-	-	733
10	Urban - Urbaine	16,077	10,939	19,227	11,214	35,396
11	Male - Hommes	8,113	5,497	9,280	6,709	18,049
12	Female - Femmes	7,964	5,442	9,947	4,505	17,347
	Age groups - Groupes d'âge:					
13	0-9	4,907	3,732	5,451	2,803	11,037
14	10-14	1,676	1,028	2,178	990	3,803
15	15-19	1,149	587	1,463	938	2,512
16	20-64	7,898	5,349	9,421	6,193	17,976
17	65 and over - et plus	447	243	714	290	1,511
	Language - Langue:					
18	English only - Anglais seulement	677	807	1,407	524	4,912
19	French only - Français seulement	10,460	6,082	10,857	5,998	20,097
20	English and French - Anglais et français	4,879	4,024	6,885	4,660	11,681
	Income data from a 20 per cent sample of private non-farm households - Revenu d'un échantillon de 20 pour-cent des ménages non agricoles privés:					
21	Population, 15 years of age and over, with income - Population, âgée de 15 ans et plus, avec revenu	5,439	3,388	6,409	3,107	12,675
22	Population, 15 years of age and over, without income - Population, âgée de 15 ans et plus, sans revenu	3,782	2,526	4,413	2,009	7,612
	Income - Revenu:					
23	Under \$2,000 - Moins de \$2,000	1,303	534	1,349	711	3,680
24	\$ 2,000-\$2,999	901	336	860	470	1,947
25	3,000- 3,999	1,079	468	1,165	508	2,277
26	4,000- 4,999	926	416	990	526	1,848
27	5,000- 5,999	560	540	835	487	1,319
28	6,000- 9,999	561	877	964	366	1,234
29	10,000 and over - et plus	109	217	246	39	370
30	Average income per individual - Revenu moyen par personne	\$ 3,659	4,984	4,086	3,745	..
	LABOUR FORCE - MAIN-D'OEUVRE					
31	Total	4,974	3,139	6,025	2,884	11,325
32	Male - Hommes	3,973	2,643	4,706	2,317	9,086
33	Female - Femmes	1,001	496	1,319	567	2,239
	Wage and salary earners - Employés à salaire et à traitement:					
34	Male - Hommes	3,534	2,154	4,209	2,054	7,601
35	Female - Femmes	961	462	1,251	509	2,027
	Earnings - Gain:					
36	Under \$2,000 - Moins de \$2,000	796	238	628	383	1,822
37	\$2,000-\$2,999	795	280	698	341	1,555
38	3,000- 3,999	1,006	374	1,050	480	2,069
39	4,000- 5,999	1,188	877	1,698	841	2,720
40	6,000 and over - et plus	481	772	770	327	1,028
	Average earnings - Gain moyen:					
41	Male - Hommes	\$ 3,967	5,411	4,532	4,287	..
42	Female - Femmes	2,082	2,350	2,274	2,173	..

TABLEAU 3. Statistique relative aux études de marché par comté ou division de recensement et localité constituée de 10,000 habitants et plus, 1961 — suite

Quebec — Québec												N°
Napierville	Nicolet	Papineau	Pontiac	Portneuf	Quebec — Québec							
Total					Total	Charlesbourg	Giffard	Québec	Ste-Foy	Sillery	Remainder — Autres	
11,216	30,827	32,697	19,947	50,711	331,307	14,308	10,129	171,979	29,716	14,109	91,066	1
5,797	15,458	16,775	10,480	26,236	160,052	7,098	5,057	80,352	15,153	6,485	45,907	2
5,419	15,369	15,922	9,467	24,475	171,255	7,210	5,072	91,627	14,563	7,624	45,159	3
5,111	14,938	7,391	5,473	10,688	2,591	—	—	—	—	—	2,591	4
2,756	7,943	3,979	2,978	5,751	1,284	—	—	—	—	—	1,284	5
2,355	6,995	3,412	2,495	4,937	1,307	—	—	—	—	—	1,307	6
2,017	11,448	8,790	10,093	18,786	23,351	—	—	—	—	—	23,351	7
1,009	5,653	4,566	5,318	9,814	12,284	—	—	—	—	—	12,284	8
1,008	5,795	4,224	4,775	8,972	11,067	—	—	—	—	—	11,067	9
4,088	4,441	16,516	4,381	21,237	305,365	14,308	10,129	171,979	29,716	14,109	65,124	10
2,032	1,862	8,230	2,184	10,671	146,484	7,098	5,057	80,352	15,153	6,485	32,339	11
2,056	2,579	8,286	2,197	10,566	158,881	7,210	5,072	91,627	14,563	7,624	32,785	12
3,020	7,637	8,358	5,081	13,204	73,304	4,161	2,550	31,222	9,139	2,829	23,403	13
1,290	3,783	3,941	2,470	6,071	31,954	1,475	1,246	14,652	3,076	1,494	10,011	14
1,104	3,128	3,164	1,777	4,722	30,295	1,197	1,051	15,872	2,239	1,422	8,514	15
5,124	13,474	14,807	8,768	23,618	176,498	7,014	4,945	97,556	14,587	7,473	44,923	16
678	2,805	2,427	1,851	3,096	19,256	461	337	12,677	675	891	4,215	17
67	52	2,763	10,352	1,064	5,622	36	24	1,970	1,899	702	991	18
10,087	28,675	20,388	3,446	44,500	243,284	10,828	8,613	123,719	16,438	6,249	77,437	19
1,028	2,090	9,502	5,969	5,101	81,870	3,428	1,472	45,973	11,334	7,142	12,521	20
2,338	5,959	9,740	5,552	14,430	132,142	4,620	3,522	78,932	9,605	6,054	29,409	21
1,364	3,113	5,282	2,812	8,467	67,676	3,633	2,406	35,240	6,097	2,857	17,443	22
1,108	3,697	4,847	3,120	7,117	52,646	1,181	1,132	32,960	2,514	2,552	12,307	23
416	976	1,456	818	2,376	23,063	815	619	14,919	965	691	5,054	24
445	661	1,313	589	2,245	22,480	845	727	14,201	815	599	5,293	25
217	221	1,037	486	1,395	13,608	682	518	7,410	1,035	368	3,595	26
73	143	432	227	644	7,824	552	229	4,009	1,152	332	1,550	27
56	190	488	228	490	8,541	436	226	3,729	2,265	618	1,267	28
23	71	167	84	163	3,980	109	71	1,704	859	894	343	29
2,384	2,046	2,650	2,405	2,465	3,169	3,673	3,247	2,855	4,947	5,243	..	30
3,286	10,044	9,725	6,210	15,057	118,576	4,354	3,301	69,354	9,067	5,072	27,408	31
2,673	7,140	7,684	4,886	12,337	81,345	3,415	2,358	44,483	7,153	3,450	20,486	32
613	2,904	2,041	1,324	2,720	37,231	939	943	24,871	1,934	1,622	6,922	33
1,470	3,359	5,550	3,349	8,974	72,834	3,033	2,139	40,310	6,226	2,828	18,298	34
541	2,179	1,687	904	2,178	35,318	914	916	23,591	1,802	1,537	6,558	35
779	2,632	2,797	2,024	4,360	29,760	724	730	18,379	1,409	1,001	7,517	36
511	994	1,496	817	2,229	22,761	653	587	14,639	770	572	5,540	37
374	471	1,083	519	1,849	21,266	783	788	13,107	863	546	5,179	38
168	245	1,065	529	1,688	17,139	1,045	585	9,088	1,928	596	3,897	39
36	58	254	114	339	7,293	378	145	2,922	2,157	1,010	681	40
2,562	2,021	2,799	2,433	2,794	3,543	3,987	3,513	3,320	5,410	5,750	..	41
1,600	1,317	1,488	1,427	1,254	1,792	1,828	1,756	1,839	1,802	1,883	..	42

TABLE 3. Market Research Statistics by Counties and Census Divisions and for Incorporated Places of 10,000 Population and Over, 1961 - Continued

No.		Quebec - Québec				
		Jesus Island - Île-Jésus				
		Pont-Viau	Duvernay	Laval-des-Rapides	St-Vincent-de-Paul	Remainder - Autres
HOUSING - HABITATION						
1	Occupied dwellings - Logements occupés	3,575	2,473	4,155	2,033	8,443
2	Single detached - Individuels isolés	1,594	2,225	2,427	1,016	6,547
3	Single attached - Individuels attenants	235	..	338	118	..
4	Apartment or flat - Appartements ou plain-pied	1,746	171	1,390	899	1,194
5	Dwellings in need of major repair - Logements ayant besoin de réparations importantes
Dwellings with - Éléments de confort:						
6	Mechanical refrigerator - Réfrigérateur mécanique	3,518	2,226	4,150	2,012	7,759
7	Home freezer - Congélateur ménager	152	347	220
8	One passenger car - Une automobile	2,531	2,063	3,133	1,465	6,101
9	Two or more passenger cars - Deux automobiles ou plus	114
MERCHANDISING AND SERVICES - COMMERCE ET SERVICES						
Retail trade - Commerce de détail:						
10	Number of stores - Nombre de magasins	141	36	62	59	241
11	Sales - Ventas	\$'000 11,847.4	2,995.1	4,368.1	10,504.4	20,694.5
12	Food group - Groupe des aliments
13	General merchandise group - Groupe des marchandises en général
14	Automotive group - Groupe de l'automobile
15	Apparel and accessories group - Groupe des vêtements et accessoires
16	Hardware and home furnishings group - Quincaillerie et fournitures de maison
17	Other retail stores group - Groupe des autres magasins de détail
Wholesale trade - Commerce de gros:						
18	Number of locations - Nombre de locaux	7	3	7	6	22
19	Sales - Ventas	\$'000 3,220.3	97.7	1,424.8	620.4	7,630.5
Service trade - Commerce de services:						
20	Number of locations - Nombre de locaux	63	14	24	31	119
21	Receipts - Recettes	\$'000 1,965.1	462.8	399.1	581.5	3,795.0
MANUFACTURING - FABRICATION						
22	Number of establishments - Nombre d'établissements	19	-	-	8	46
23	Selling value of factory shipments - Valeur de vente des expéditions de la fabrique	\$'000 4,256.0	-	-	1,812.8	5,361.0
24	Value added by manufacturing - Valeur ajoutée par la fabrication	\$'000 2,256.6	-	-	1,187.3	2,875.9
AGRICULTURE						
25	Number of census farms - Nombre de fermes de recensement
26	Capital value (land and buildings) - Valeur foncière (terre et bâtiments)	\$'000
27	Commercial farms - Fermes commerciales
Value of products sold - Valeur des produits vendus:						
28	\$ 1,200 - \$2,499
29	2,500 - 4,999
30	5,000 - 9,999
31	10,000 and over - et plus
32	Number of part-time farms - Nombre de fermes à temps partiel
33	Other farms (including institutional farms) - Autres fermes (y compris fermes d'institution)

TABLEAU 3. Statistique relative aux études de marché par comté ou division de recensement et localité constituée de 10,000 habitants et plus, 1961 - suite

Quebec - Québec												
Napierville	Nicolet	Papineau	Pontiac	Portneuf	Quebec - Québec							N°
Total					Total	Charlesbourg	Giffard	Québec	Ste-Foy	Sillery	Remainder - Autres	
2,372	6,010	7,118	4,497	10,570	73,381	2,958	2,051	42,122	6,251	3,055	16,944	1
1,907	4,686	5,175	3,863	6,800	20,970	1,692	435	3,721	4,037	1,923	9,162	2
326	672	1,092	412	1,675	9,552	507	150	6,360	405	217	1,913	3
139	652	836	212	2,085	42,842	759	1,466	32,035	1,803	915	5,864	4
..	298	550	594	330	2,445	1,463	5
2,269	5,450	6,147	3,697	9,412	69,191	2,918	2,006	39,129	6,217	2,896	16,025	6
530	573	1,767	1,125	1,005	4,033	2,235	317	266	..	7
1,678	3,367	4,368	2,685	5,852	38,186	1,945	1,237	18,649	4,887	1,908	9,560	8
..	..	160	213	168	2,373	913	456	433	..	9
122	339	379	188	543	2,697	85	56	1,829	132	63	532	10
6,314.4	11,951.5	18,308.4	9,257.8	24,112.9	313,803.2	11,825.9	1,448.1	237,483.8	19,357.1	10,392.0	33,296.3	11
1,568.7	4,325.3	5,452.4	1,954.3	7,585.8	92,773.6	56,085.1	12
584.3	2,074.0	3,527.6	3,080.2	3,120.6	47,211.6	44,366.5	13
2,219.2	3,601.3	5,577.7	3,115.9	8,384.1	67,929.0	51,349.1	14
576.3	443.4	987.2	394.1	1,661.9	34,550.1	30,398.0	15
256.6	746.2	1,514.6	333.0	1,767.7	24,632.7	17,075.9	16
1,109.3	761.3	1,248.9	380.3	1,592.8	46,706.2	38,209.2	17
17	36	25	19	44	512	7	7	434	13	11	40	18
3,528.2	9,265.8	6,753.5	2,634.0	29,162.0	464,820.3	2,096.6	13,334.1	374,102.8	3,283.1	41,405.3	7,630.5	19
49	126	198	127	258	1,465	28	37	1,034	57	31	280	20
819.6	1,462.2	3,591.4	3,351.3	3,190.3	62,204.5	505.9	2,050.4	46,081.5	3,606.2	946.8	9,013.7	21
25	93	58	33	134	559	17	17	383	14	7	121	22
7,879.6	14,502.2	45,703.3	4,597.9	48,997.6	278,908.0	1,475.9	7,135.6	220,403.3	4,792.4	2,964.6	42,136.0	23
2,878.1	3,975.2	19,861.7	1,511.2	23,592.0	136,537.4	489.4	3,713.3	107,500.7	1,993.7	1,228.7	21,811.6	24
904	2,660	1,386	1,193	1,985	517	25
11,851.8	21,453.3	12,835.9	11,776.9	19,549.9	8,803.6	26
681	2,128	893	730	1,413	327	27
230	714	398	337	637	95	28
257	915	339	278	547	96	29
137	388	129	88	192	84	30
57	111	27	27	37	52	31
69	138	117	141	212	35	32
154	414	376	322	360	155	33

TABLE 3. Market Research Statistics by Counties and Census Divisions and for Incorporated Places of 10,000 Population and Over, 1961 - Continued

No.		Quebec - Québec					
		Richelieu			Richmond		
		Total	Sorel	Remainder - Autres	Total	Asbestos	Remainder - Autres
POPULATION							
1	Total	38,565	17,147	21,418	42,232	11,083	31,149
2	Male - Hommes	19,454	8,571	10,883	21,331	5,557	15,774
3	Female - Femmes	19,111	8,576	10,535	20,901	5,526	15,375
4	Rural farm - Rurale agricole	4,443	-	4,443	7,551	-	7,551
5	Male - Hommes	2,374	-	2,374	4,053	-	4,053
6	Female - Femmes	2,069	-	2,069	3,498	-	3,498
7	Rural non-farm - Rurale non agricole	5,216	-	5,216	7,649	-	7,649
8	Male - Hommes	2,571	-	2,571	3,851	-	3,851
9	Female - Femmes	2,645	-	2,645	3,798	-	3,798
10	Urban - Urbaine	28,906	17,147	11,759	27,032	11,083	15,949
11	Male - Hommes	14,509	8,571	5,938	13,427	5,557	7,870
12	Female - Femmes	14,397	8,576	5,821	13,605	5,526	8,079
Age groups - Groupes d'âge:							
13	0-9	9,582	3,830	5,752	12,018	3,260	8,758
14	10-14	4,363	1,890	2,473	5,282	1,342	3,940
15	15-19	3,590	1,680	1,910	4,084	1,025	3,059
16	20-64	18,689	8,661	10,028	18,447	5,093	13,354
17	65 and over - et plus	2,341	1,086	1,255	2,401	363	2,038
Language - Langue:							
18	English only - Anglais seulement	379	198	181	3,388	320	3,068
19	French only - Français seulement	32,477	13,866	18,611	29,544	8,750	20,794
20	English and French - Anglais et français	5,683	3,077	2,606	9,240	2,012	7,228
Income data from a 20 per cent sample of private non-farm households - Revenu d'un échantillon de 20 pour-cent des ménages non agricoles privés:							
21	Population, 15 years of age and over, with income - Population, âgée de 15 ans et plus, avec revenu	12,823	6,720	6,103	12,301	3,517	8,784
22	Population, 15 years of age and over, without income - Population, âgée de 15 ans et plus, sans revenu	7,968	4,183	3,785	7,494	2,644	4,850
Income - Revenu:							
23	Under \$2,000 - Moins de \$2,000	5,597	2,919	2,678	5,073	1,150	3,923
24	\$ 2,000-\$2,999	2,044	1,168	876	1,696	399	1,297
25	3,000- 3,999	2,014	1,076	938	1,763	467	1,296
26	4,000- 4,999	1,511	785	726	1,898	794	1,104
27	5,000- 5,999	854	380	474	1,058	448	610
28	6,000- 9,999	587	291	296	658	223	435
29	10,000 and over - et plus	216	101	115	155	36	119
30	Average income per individual - Revenu moyen par personne	\$ 2,757	2,711	..	2,923	3,372	..
LABOUR FORCE - MAIN-D'OEUVRE							
31	Total	11,939	5,520	6,419	12,042	3,147	8,895
32	Male - Hommes	9,243	4,174	5,069	9,446	2,481	6,965
33	Female - Femmes	2,696	1,346	1,350	2,596	666	1,930
Wage and salary earners - Employés à salaire et à traitement:							
34	Male - Hommes	7,459	3,746	3,713	7,464	2,216	5,268
35	Female - Femmes	2,312	1,237	1,075	2,255	588	1,667
Earnings - Gain:							
36	Under \$2,000 - Moins de \$2,000	3,082	1,492	1,590	2,981	621	2,360
37	\$2,000-\$2,999	1,807	989	818	1,466	281	1,185
38	3,000- 3,999	1,806	994	812	1,656	425	1,231
39	4,000- 5,999	2,030	890	1,140	2,685	1,188	1,497
40	6,000 and over - et plus	421	192	229	458	180	278
Average earnings - Gain moyen:							
41	Male - Hommes	\$ 3,225	3,161	..	3,424	4,032	..
42	Female - Femmes	\$ 1,492	1,566	..	1,563	1,608	..

TABLEAU 3. Statistique relative aux études de marché par comté ou division de recensement et localité constituée de 10,000 habitants et plus, 1961 - suite

Quebec - Québec										N°
Rimouski			Rouville	Saguenay			Shefford			
Total	Rimouski	Remainder - Autres	Total	Total	Sept-Îles	Remainder - Autres	Total	Granby	Remainder - Autres	
65,295	17,739	47,556	25,979	81,900	14,196	67,704	54,963	31,463	23,500	1
32,916	8,350	24,566	13,186	43,771	7,653	36,118	27,619	15,562	12,057	2
32,379	9,389	22,990	12,793	38,129	6,543	31,586	27,344	15,901	11,443	3
16,234	—	16,234	7,257	1,471	—	1,471	9,974	—	9,974	4
8,543	—	8,543	3,875	790	—	790	5,266	—	5,266	5
7,691	—	7,691	3,382	681	—	681	4,708	—	4,708	6
16,378	—	16,378	5,666	34,691	—	34,691	8,983	—	8,983	7
8,579	—	8,579	2,788	18,496	—	18,496	4,570	—	4,570	8
7,799	—	7,799	2,878	16,195	—	16,195	4,413	—	4,413	9
32,683	17,739	14,944	13,056	45,738	14,196	31,542	36,006	31,463	4,543	10
15,794	8,350	7,444	6,523	24,485	7,653	16,832	17,783	15,562	2,221	11
16,889	9,389	7,500	6,533	21,253	6,543	14,710	18,223	15,901	2,322	12
18,237	4,494	13,743	6,783	25,320	4,416	20,904	14,306	7,977	6,329	13
8,981	2,129	6,852	3,016	9,003	1,252	7,751	6,352	3,391	2,961	14
7,133	1,896	5,237	2,344	6,964	996	5,968	5,327	2,827	2,500	15
27,786	8,496	19,290	12,139	38,654	7,367	31,287	25,837	15,599	10,238	16
3,158	724	2,434	1,697	1,959	165	1,794	3,141	1,669	1,472	17
142	49	93	2,558	7,733	1,147	6,586	3,042	1,347	1,695	18
59,560	15,108	44,452	17,931	56,049	9,195	46,854	38,159	21,261	16,898	19
5,507	2,538	2,969	5,466	13,207	3,792	9,415	13,705	8,834	4,871	20
16,051	6,261	9,790	7,416	26,898	5,788	21,110	18,986	13,455	5,531	21
10,119	3,930	6,189	3,532	15,897	2,820	13,077	8,252	5,719	2,533	22
7,923	2,623	5,300	3,244	10,250	1,228	9,022	8,104	5,154	2,950	23
2,811	1,106	1,705	1,147	3,283	543	2,740	4,333	3,148	1,185	24
2,412	1,032	1,380	1,097	3,841	1,073	2,768	3,323	2,570	753	25
1,266	620	646	601	3,063	844	2,219	1,568	1,297	271	26
725	350	375	494	2,571	736	1,835	680	526	154	27
623	400	223	593	3,180	1,108	2,072	710	542	168	28
291	130	161	240	710	256	454	268	218	50	29
2,541	2,927	..	3,073	3,561	5,174	..	2,569	2,728	..	30
18,891	6,026	12,865	8,294	25,278	5,057	20,221	19,001	11,333	7,668	31
14,034	3,880	10,154	6,402	20,822	4,159	16,663	13,546	7,845	5,701	32
4,857	2,146	2,711	1,892	4,456	898	3,558	5,455	3,488	1,967	33
9,791	3,435	6,356	4,421	18,862	3,823	15,039	10,164	6,912	3,252	34
3,969	1,981	1,988	1,601	3,982	831	3,151	4,686	3,266	1,420	35
5,939	1,832	4,107	1,883	5,581	692	4,889	4,636	2,601	2,035	36
2,600	971	1,629	1,202	3,206	499	2,707	4,181	2,916	1,265	37
1,844	875	969	943	3,476	811	2,665	3,151	2,512	639	38
1,396	736	660	821	5,689	1,397	4,292	1,420	1,124	296	39
462	287	175	531	3,513	994	2,519	460	379	81	40
2,682	3,312	..	3,430	3,999	4,697	..	2,917	3,157	..	41
1,328	1,427	..	1,728	1,877	2,271	..	1,784	1,911	..	42

TABLE 3. Market Research Statistics by Counties and Census Divisions and for Incorporated Places of 10,000 Population and Over, 1961 - Continued

No.		Quebec - Québec					
		Richelieu			Richmond		
		Total	Sorel	Remainder - Autres	Total	Asbestos	Remainder - Autres
HOUSING - HABITATION							
1	Occupied dwellings - Logements occupés	8,489	3,763	4,726	8,955	2,395	6,560
2	Single detached - Individuels isolés	4,947	1,581	3,366	4,600	786	3,814
3	Single attached - Individuels attenants	1,240	844	396	726
4	Apartment or flat - Appartements ou plain-pied	2,297	1,338	959	3,624	1,534	2,090
5	Dwellings in need of major repair - Logements ayant besoin de réparations importantes	212	563
	Dwellings with - Éléments de confort:						
6	Mechanical refrigerator - Réfrigérateur mécanique	7,993	3,461	4,532	8,368	2,188	6,180
7	Home freezer - Congélateur ménager	582	319	263	1,362	337	1,025
8	One passenger car - Une automobile	4,542	1,628	2,914	5,988	1,763	4,225
9	Two or more passenger cars - Deux automobiles ou plus	191
MERCHANDISING AND SERVICES - COMMERCE ET SERVICES							
	Retail trade - Commerce de détail:						
10	Number of stores - Nombre de magasins	447	271	176	381	112	269
11	Sales - Ventes	\$'000					
12	Food group - Groupe des aliments	25,291.6	18,386.3	6,905.3	22,953.2	9,339.9	13,613.3
13	General merchandise group - Groupe des marchandises en général	9,683.4	8,719.2
14	Automotive group - Groupe de l'automobile	2,347.7	828.0
15	Apparel and accessories group - Groupe des vêtements et accessoires	5,091.2	7,348.3
16	Hardware and home furnishings group - Quincaillerie et fournitures de maison	3,123.1	1,932.3
17	Other retail stores group - Groupe des autres magasins de détail	2,511.5	2,328.9
	Wholesale trade - Commerce de gros:						
18	Number of locations - Nombre de locaux	30	22	8	24	4	20
19	Sales - Ventes	\$'000					
	Service trade - Commerce de services:						
20	Number of locations - Nombre de locaux	167	100	67	165	55	110
21	Receipts - Recettes	\$'000					
	MANUFACTURING - FABRICATION						
22	Number of establishments - Nombre d'établissements	75	40	35	63	13	50
23	Selling value of factory shipments - Valeur de vente des expéditions de la fabrique	\$'000					
24	Value added by manufacturing - Valeur ajoutée par la fabrication	\$'000					
	AGRICULTURE						
25	Number of census farms - Nombre de fermes de recensement	887	1,321
26	Capital value (land and buildings) - Valeur foncière (terre et bâtiments)	\$'000					
27	Commercial farms - Fermes commerciales	631	944
	Value of products sold - Valeur des produits vendus:						
28	\$ 1,200 - \$2,499	269	313
29	2,500 - 4,999	225	374
30	5,000 - 9,999	107	194
31	10,000 and over - et plus	30	63
32	Number of part-time farms - Nombre de fermes à temps partiel	59	128
33	Other farms (including institutional farms) - Autres fermes (y compris fermes d'institution)	197	249

TABLEAU 3. Statistique relative aux études de marché par comté ou division de recensement et localité constituée de 10,000 habitants et plus, 1961 - suite

Quebec - Québec										
Rimouski			Rouville	Saguenay			Shefford			N°
Total	Rimouski	Remainder - Autres	Total	Total	Sept-Îles	Remainder - Autres	Total	Granby	Remainder - Autres	
11,233	3,188	8,045	5,762	14,045	2,869	11,176	12,452	7,478	4,974	1
7,382	1,261	6,121	4,072	9,475	1,794	7,681	5,772	2,613	3,159	2
1,268	477	791	727	2,013	321	1,692	1,107	602	505	3
2,558	1,450	1,108	958	2,349	754	1,595	5,563	4,263	1,300	4
852	207	1,032	693	315	378	5
8,649	2,991	5,658	5,652	9,680	2,473	7,207	11,333	6,991	4,342	6
1,246	138	1,108	753	2,311	361	1,950	1,925	539	1,386	7
6,138	2,008	4,130	3,908	6,976	1,966	5,010	8,023	4,510	3,513	8
222	183	275	214	9
629	193	436	241	573	125	448	577	341	236	10
39,334.3	21,516.2	17,818.1	12,972.6	64,139.8	21,916.0	42,223.8	42,660.0	28,904.4	13,755.6	11
9,328.7	4,202.1	10,839.4	13,022.1	12
4,326.8	833.5	23,582.9	2,382.4	13
13,909.0	4,756.2	17,274.1	14,180.6	14
4,176.8	314.5	3,468.3	4,584.1	15
4,071.5	1,340.9	3,591.7	4,613.6	16
3,521.5	1,525.4	5,383.4	3,877.2	17
83	36	47	29	75	27	48	71	38	33	18
41,076.8	21,595.6	19,481.2	4,617.9	31,961.4	14,593.1	17,368.3	19,730.9	13,954.6	5,776.3	19
244	79	165	116	237	55	182	239	142	97	20
5,063.6	2,613.5	2,450.1	2,452.2	9,801.5	3,989.3	5,812.2	5,676.2	3,952.5	1,723.7	21
119	36	83	89	62	19	43	139	80	59	22
14,162.3	5,584.3	8,578.0	32,495.7	70,768.4	1,619.2	69,149.2	114,222.8	95,752.9	18,469.9	23
5,897.4	2,546.8	3,350.6	8,953.8	33,164.0	954.5	32,209.5	54,511.5	46,987.3	7,524.2	24
2,244	1,282	219	1,847	25
18,475.8	22,547.5	1,953.7	20,173.1	26
1,328	1,068	91	1,438	27
674	177	53	334	28
528	299	28	588	29
112	366	8	386	30
14	226	2	130	31
307	49	48	108	32
609	165	80	301	33

TABLE 3. Market Research Statistics by Counties and Census Divisions and for Incorporated Places of 10,000 Population and Over, 1961 - Continued

No.		Quebec - Québec			
		Sherbrooke			Soulanges
		Total	Sherbrooke	Remainder - Autres	Total
POPULATION					
1	Total	80,490	66,554	13,936	10,075
2	Male - Hommes	39,288	32,031	7,257	5,173
3	Female - Femmes	41,202	34,523	6,679	4,902
4	Rural farm - Rurale agricole	2,810	-	2,810	3,069
5	Male - Hommes	1,516	-	1,516	1,648
6	Female - Femmes	1,294	-	1,294	1,421
7	Rural non-farm - Rurale non agricole	7,427	-	7,427	5,974
8	Male - Hommes	3,950	-	3,950	3,015
9	Female - Femmes	3,477	-	3,477	2,959
10	Urban - Urbaine	70,253	66,554	3,699	1,032
11	Male - Hommes	33,822	32,031	1,791	510
12	Female - Femmes	36,431	34,523	1,908	522
Age groups - Groupes d'âge:					
13	0-9	19,532	15,912	3,620	2,463
14	10-14	8,604	6,865	1,739	1,154
15	15-19	7,411	6,104	1,307	896
16	20-64	39,530	33,257	6,273	4,651
17	65 and over - et plus	5,413	4,416	997	911
Language - Langue:					
18	English only - Anglais seulement	7,635	4,258	3,377	176
19	French only - Français seulement	46,472	39,188	7,284	7,323
20	English and French - Anglais et français	26,275	23,013	3,262	2,551
Income data from a 20 per cent sample of private non-farm households - Revenu d'un échantillon de 20 pour-cent des ménages non agricoles privés:					
21	Population, 15 years of age and over, with income - Population, âgée de 15 ans et plus, avec revenu	31,619	27,369	4,250	2,686
22	Population, 15 years of age and over, without income - Population, âgée de 15 ans et plus, sans revenu	15,027	12,906	2,121	1,502
Income - Revenu:					
23	Under \$2,000 - Moins de \$2,000	14,178	12,309	1,869	1,172
24	\$ 2,000-\$2,999	5,656	4,902	754	385
25	3,000- 3,999	5,273	4,569	704	502
26	4,000- 4,999	2,862	2,447	415	312
27	5,000- 5,999	1,450	1,281	169	183
28	6,000- 9,999	1,476	1,226	250	106
29	10,000 and over - et plus	724	635	89	26
30	Average income per individual - Revenu moyen par personne	2,767	2,764	..	2,616
LABOUR FORCE - MAIN-D'OEUVRE					
31	Total	27,506	23,352	4,154	3,175
32	Male - Hommes	19,090	15,782	3,308	2,484
33	Female - Femmes	8,416	7,570	846	691
Wage and salary earners - Employés à salaire et à traitement:					
34	Male - Hommes	16,497	13,903	2,594	1,589
35	Female - Femmes	7,858	7,077	781	446
Earnings - Gain:					
36	Under \$2,000 - Moins de \$2,000	7,755	6,748	1,007	639
37	\$2,000-\$2,999	5,708	4,939	769	374
38	3,000- 3,999	4,709	4,078	631	434
39	4,000- 5,999	3,019	2,601	418	347
40	6,000 and over - et plus	1,090	920	170	61
Average earnings - Gain moyen:					
41	Male - Hommes	3,159	3,176	..	2,991
42	Female - Femmes	1,622	1,615	..	1,521

TABLEAU 3. Statistique relative aux études de marché par comté ou division de recensement et localité constituée de 10,000 habitants et plus, 1961 - suite

Quebec - Québec													N°
Stanstead			St-Hyacinthe			St-Jean			St-Maurice				
Total	Magog	Remainder - Autres	Total	St-Hyacinthe	Remainder - Autres	Total	St-Jean	Remainder - Autres	Total	Shawinigan	Trois- Rivières	Remainder - Autres	
36,095	13,139	22,956	44,993	22,354	22,639	38,470	26,988	11,482	109,873	32,169	53,477	24,227	1
17,927	6,457	11,470	21,795	10,367	11,428	19,277	13,386	5,891	54,390	15,916	26,149	12,325	2
18,168	6,682	11,486	23,198	11,987	11,211	19,193	13,602	5,591	55,483	16,253	27,328	11,902	3
5,694	-	5,694	7,039	-	7,039	3,507	-	3,507	5,743	-	-	5,743	4
3,072	-	3,072	3,693	-	3,693	1,877	-	1,877	3,073	-	-	3,073	5
2,622	-	2,622	3,346	-	3,346	1,630	-	1,630	2,670	-	-	2,670	6
5,175	-	5,175	6,487	-	6,487	6,788	-	6,788	11,882	-	-	11,882	7
2,592	-	2,592	3,239	-	3,239	3,426	-	3,426	5,955	-	-	5,955	8
2,583	-	2,583	3,248	-	3,248	3,362	-	3,362	5,927	-	-	5,927	9
25,226	13,139	12,087	31,467	22,354	9,113	28,175	26,988	1,187	92,248	32,169	53,477	6,602	10
12,263	6,457	5,806	14,863	10,367	4,496	13,974	13,386	588	45,362	15,916	26,149	3,297	11
12,963	6,682	6,281	16,604	11,987	4,617	14,201	13,602	599	46,886	16,253	27,328	3,305	12
8,650	3,096	5,554	10,103	4,185	5,918	9,340	6,205	3,135	25,996	7,824	11,705	6,467	13
4,334	1,518	2,816	4,718	2,063	2,655	4,066	2,664	1,402	12,130	3,691	5,415	3,024	14
3,582	1,319	2,263	4,157	2,075	2,082	3,823	2,805	1,018	10,912	3,326	5,212	2,374	15
16,805	6,431	10,374	22,375	11,781	10,594	19,134	13,859	5,275	54,782	15,952	27,916	10,914	16
2,724	775	1,949	3,640	2,250	1,390	2,107	1,455	652	6,053	1,376	3,229	1,448	17
6,419	870	5,549	129	65	64	3,016	2,341	675	1,436	451	901	84	18
19,142	8,232	10,910	37,520	17,547	19,973	23,616	15,891	7,725	85,572	25,102	39,407	21,063	19
10,509	4,028	6,481	7,321	4,733	2,588	11,741	8,667	3,074	22,730	6,600	13,070	3,060	20
12,933	5,781	7,152	16,436	10,167	6,269	13,874	11,141	2,733	40,287	12,247	21,729	6,311	21
5,781	2,646	3,135	7,027	3,943	3,084	6,971	5,394	1,577	23,611	7,552	11,992	4,067	22
6,348	2,538	3,810	7,876	5,073	2,803	5,358	4,297	1,061	18,005	5,156	9,504	3,345	23
2,805	1,382	1,423	3,272	2,024	1,248	2,550	2,045	505	6,027	1,462	3,634	931	24
2,019	1,057	962	2,700	1,533	1,167	2,722	2,231	491	5,139	1,404	3,114	681	25
840	350	490	1,153	672	491	1,423	1,065	358	4,467	1,541	2,251	675	26
319	164	155	479	278	201	839	704	135	3,220	1,456	1,440	324	27
409	183	226	644	417	227	714	588	126	2,513	967	1,257	289	28
193	107	86	302	170	132	268	211	57	856	261	529	66	29
2,438	2,691	..	2,540	2,490	..	2,907	2,886	..	2,948	3,198	2,958	..	30
12,058	4,542	7,516	16,418	8,918	7,500	13,665	10,234	3,431	35,500	9,859	18,423	7,218	31
8,756	3,282	5,474	10,971	5,445	5,526	10,023	7,235	2,788	25,930	7,445	12,867	5,618	32
3,302	1,260	2,042	5,447	3,473	1,974	3,642	2,999	643	9,570	2,414	5,556	1,600	33
6,654	2,811	3,843	8,059	4,748	3,311	8,379	6,477	1,902	22,240	6,694	11,588	3,958	34
3,040	1,156	1,884	4,662	3,270	1,392	3,351	2,792	559	8,784	2,225	5,292	1,267	35
3,554	1,191	2,363	4,446	2,644	1,802	3,860	2,981	879	9,830	2,542	5,111	2,177	36
2,907	1,469	1,438	3,316	2,064	1,252	2,477	1,972	505	5,752	1,360	3,504	888	37
1,744	801	943	2,108	1,283	825	2,437	1,937	500	4,530	1,126	2,786	618	38
864	343	521	1,102	667	435	1,872	1,458	414	6,700	2,742	3,073	885	39
176	75	101	299	180	119	545	475	70	1,803	572	1,063	168	40
2,667	2,811	..	2,809	2,863	..	3,147	3,226	..	3,406	3,687	3,454	..	41
1,579	1,637	..	1,547	1,588	..	1,754	1,778	..	1,614	1,716	1,650	..	42

TABLE 3. Market Research Statistics by Counties and Census Divisions and for Incorporated Places of 10,000 Population and Over, 1961 - Continued

No.		Quebec - Québec			
		Sherbrooke			Soulanges
		Total	Sherbrooke	Remainder - Autres	Total
HOUSING - HABITATION					
1	Occupied dwellings - Logements occupés	18,833	15,772	3,061	2,308
2	Single detached - Individuels isolés	6,056	3,755	2,301	1,861
3	Single attached - Individuels attenants	2,199	1,839	360	248
4	Apartment or flat - Appartements ou plain-pied	10,562	10,168	394	199
5	Dwellings in need of major repair - Logements ayant besoin de réparations importantes	693	549	144	110
	Dwellings with - Éléments de confort:				
6	Mechanical refrigerator - Réfrigérateur mécanique	18,199	15,256	2,943	2,194
7	Home freezer - Congélateur ménager	1,345	961	384	693
8	One passenger car - Une automobile	11,432	9,234	2,198	1,576
9	Two or more passenger cars - Deux automobiles ou plus	588	422	166	..
MERCHANDISING AND SERVICES - COMMERCE ET SERVICES					
	Retail trade - Commerce de détail:				
10	Number of stores - Nombre de magasins	714	622	92	111
11	Sales - Ventes	\$'000 83,359.3	78,574.6	4,784.7	4,612.4
12	Food group - Groupe des aliments	" 21,078.5	1,182.4
13	General merchandise group - Groupe des marchandises en général	" 14,239.5	770.8
14	Automotive group - Groupe de l'automobile	" 24,262.5	1,974.2
15	Apparel and accessories group - Groupe des vêtements et accessoires	" 8,932.7	29.8
16	Hardware and home furnishings group - Quincaillerie et fournitures de maison	" 6,411.0	539.5
17	Other retail stores group - Groupe des autres magasins de détail	" 8,435.1	115.7
	Wholesale trade - Commerce de gros:				
18	Number of locations - Nombre de locaux	132	118	14	21
19	Sales - Ventes	\$'000 77,737.3	74,765.0	2,972.3	3,353.3
	Service trade - Commerce de services:				
20	Number of locations - Nombre de locaux	378	337	41	88
21	Receipts - Recettes	\$'000 13,141.0	11,759.9	1,381.1	1,596.3
MANUFACTURING - FABRICATION					
22	Number of establishments - Nombre d'établissements	135	120	15	16
23	Selling value of factory shipments - Valeur de vente des expéditions de la fabrique	\$'000 121,550.3	113,985.5	7,564.8	4,313.7
24	Value added by manufacturing - Valeur ajoutée par la fabrication	\$'000 53,667.5	50,641.3	3,026.2	207.5
AGRICULTURE					
25	Number of census farms - Nombre de fermes de recensement	520	621
26	Capital value (land and buildings) - Valeur foncière (terre et bâtiments)	\$'000 7,826.6	8,126.8
27	Commercial farms - Fermes commerciales	322	438
	Value of products sold - Valeur des produits vendus:				
28	\$ 1,200 - \$2,499	98	194
29	2,500 - 4,999	107	165
30	5,000 - 9,999	63	67
31	10,000 and over - et plus	54	12
32	Number of part-time farms - Nombre de fermes à temps partiel	60	67
33	Other farms (including institutional farms) - Autres fermes (y compris fermes d'institution)	138	116

TABLEAU 3. Statistique relative aux études de marché par comté ou division de recensement et localité constituée de 10,000 habitants et plus, 1961 - suite

Quebec - Québec													
Stanstead			St-Hyacinthe			St-Jean			St-Maurice				N°
Total	Magog	Remainder - Autres	Total	St-Hyacinthe	Remainder - Autres	Total	St-Jean	Remainder - Autres	Total	Shawinigan	Trois-Rivières	Remainder - Autres	
8,439	3,095	5,344	10,568	5,473	5,095	8,820	6,269	2,551	24,463	7,232	12,373	4,858	1
4,302	958	3,344	3,963	907	3,056	3,880	1,855	2,025	6,774	1,062	2,178	3,534	2
844	285	559	1,189	582	607	1,239	1,015	224	3,067	663	1,911	493	3
3,293	1,852	1,441	5,416	3,984	1,432	3,685	3,399	286	14,612	5,507	8,279	826	4
532	205	327	562	422	140	311	171	140	918	155	380	383	5
7,932	3,011	4,921	10,229	5,289	4,940	8,648	6,157	2,491	23,541	7,074	11,972	4,495	6
983	158	825	861	223	638	714	317	397	1,079	326	485	268	7
5,332	1,730	3,602	6,054	2,543	3,511	5,510	3,515	1,995	13,704	4,306	6,261	3,137	8
134	219	101	118	225	143	82	459	141	183	135	9
386	173	213	513	337	176	386	298	88	1,140	358	521	261	10
27,671.0	13,863.6	13,807.4	42,555.9	32,966.1	9,589.8	34,372.0	29,346.2	5,025.8	98,336.3	28,918.7	59,157.3	10,260.3	11
8,494.0	12,652.6	10,576.3	29,249.0	12
2,296.6	3,482.2	3,668.8	9,666.4	13
9,413.2	13,091.4	8,755.7	27,308.4	14
2,399.5	4,971.7	4,041.2	13,239.5	15
2,680.7	3,689.4	2,932.1	7,799.7	16
2,387.0	4,668.6	4,397.9	11,073.3	17
36	12	24	68	38	30	40	29	11	140	37	80	23	18
5,175.1	2,106.1	3,069.0	23,023.7	13,141.4	9,882.3	15,050.8	12,510.1	2,540.7	65,773.8	9,019.7	49,196.9	7,557.2	19
193	68	125	199	141	58	243	176	87	551	170	288	93	20
4,023.9	1,481.2	2,542.7	4,485.8	3,719.9	765.9	5,911.1	4,417.7	1,493.4	14,478.5	3,587.8	9,446.2	1,464.5	21
91	38	55	149	88	61	93	81	12	167	45	85	37	22
79,190.6	61,040.1	18,150.5	74,414.9	59,373.2	15,041.7	80,157.3	76,467.4	3,689.9	268,091.2	127,998.1	137,369.7	2,723.4	23
31,431.9	21,820.0	9,611.9	30,298.2	28,114.3	4,183.9	36,912.7	35,242.8	1,669.9	135,246.5	66,822.2	67,715.1	709.2	24
1,099	1,391	663	1,115	25
12,292.9	19,788.9	10,703.0	11,310.2	28
808	1,198	467	760	27
227	250	131	282	28
281	430	142	272	29
220	373	142	136	30
80	145	52	70	31
98	45	57	115	32
193	148	139	240	33

TABLE 3. Market Research Statistics by Counties and Census Divisions and for Incorporated Places of 10,000 Population and Over, 1961 - Continued

No.		Quebec - Québec			
		Témiscamingue			
		Total	Noranda	Rouyn	Remainder - Autres
POPULATION					
1	Total	60,288	11,477	18,716	30,093
2	Male - Hommes	31,177	5,889	9,602	15,686
3	Female - Femmes	29,111	5,588	9,114	14,409
4	Rural farm - Rurale agricole	11,406	-	-	11,406
5	Male - Hommes	6,089	-	-	6,089
6	Female - Femmes	5,317	-	-	5,317
7	Rural non-farm - Rurale non agricole	14,462	-	-	14,462
8	Male - Hommes	7,486	-	-	7,486
9	Female - Femmes	6,976	-	-	6,976
10	Urban - Urbaine	34,420	11,477	18,716	4,227
11	Male - Hommes	17,602	5,889	9,602	2,111
12	Female - Femmes	16,818	5,588	9,114	2,116
Age groups - Groupes d'âge:					
13	0-9	17,897	3,150	5,343	9,404
14	10-14	7,528	1,320	2,087	4,121
15	15-19	6,220	1,112	1,854	3,254
16	20-64	26,548	5,638	8,827	12,083
17	65 and over - et plus	2,095	257	605	1,233
Language - Langue:					
18	English only - Anglais seulement	6,045	3,153	859	2,033
19	French only - Français seulement	37,680	3,468	11,849	22,363
20	English and French - Anglais et français	16,183	4,705	5,899	5,579
Income data from a 20 per cent sample of private non-farm households - Revenu d'un échantillon de 20 pour-cent des ménages non agricoles privés:					
21	Population, 15 years of age and over, with income - Population, âgée de 15 ans et plus, avec revenu	17,163	4,488	6,509	6,166
22	Population, 15 years of age and over, without income - Population, âgée de 15 ans et plus, sans revenu	10,148	2,506	3,800	3,842
Income - Revenu:					
23	Under \$2,000 - Moins de \$2,000	7,070	1,404	2,440	3,226
24	\$ 2,000 - \$2,999	2,066	408	866	792
25	3,000 - 3,999	2,755	793	1,102	860
26	4,000 - 4,999	2,678	867	1,175	636
27	5,000 - 5,999	1,207	448	427	332
28	6,000 - 9,999	994	413	360	221
29	10,000 and over - et plus	393	155	139	99
30	Average income per individual - Revenu moyen par personne	\$ 3,087	3,774	3,150	..
LABOUR FORCE - MAIN-D'OEUVRE					
31	Total	17,786	3,915	6,075	7,796
32	Male - Hommes	14,012	2,994	4,586	6,432
33	Female - Femmes	3,774	921	1,489	1,364
Wage and salary earners - Employés à salaire et à traitement:					
34	Male - Hommes	11,265	2,691	4,119	4,455
35	Female - Femmes	3,318	829	1,342	1,147
Earnings - Gain:					
36	Under \$2,000 - Moins de \$2,000	4,743	787	1,573	2,383
37	\$2,000 - \$2,999	2,110	348	828	934
38	3,000 - 3,999	2,898	765	1,306	827
39	4,000 - 5,999	3,138	1,119	1,168	851
40	6,000 and over - et plus	601	321	157	123
Average earnings - Gain moyen:					
41	Male - Hommes	\$ 3,194	4,033	3,262	..
42	Female - Femmes	1,472	1,679	1,470	..

TABLEAU 3. Statistique relative aux études de marché par comté ou division de recensement et localité constituée de 10,000 habitants et plus, 1961 — suite

Quebec — Québec												
Rivière-du-Loup			Témiscouata	Terrebonne				Vaudreuil	Verchères	Wolfe	Yamaska	N°
Total	Rivière-du-Loup	Remainder — Autres	Total	Total	St-Jérôme	Ste-Thérèse	Remainder — Autres	Total				
40,239	10,835	29,404	29,079	102,275	24,546	11,771	65,958	28,681	25,697	18,335	16,058	1
20,115	5,144	14,971	14,912	51,858	12,128	5,990	33,740	14,704	12,958	9,624	8,265	2
20,124	5,691	14,433	14,167	50,417	12,418	5,781	32,218	13,977	12,739	8,711	7,793	3
12,829	—	12,829	11,115	5,638	—	—	5,638	3,552	5,086	7,649	8,328	4
6,709	—	6,709	5,861	3,028	—	—	3,028	1,929	2,692	4,119	4,418	5
6,120	—	6,120	5,254	2,612	—	—	2,612	1,623	2,394	3,530	3,910	6
9,532	—	9,532	7,773	22,769	—	—	22,769	7,797	6,238	6,181	6,171	7
4,824	—	4,824	4,018	11,661	—	—	11,661	4,017	3,115	3,127	3,048	8
4,706	—	4,708	3,755	11,108	—	—	11,108	3,780	3,123	3,054	3,126	9
17,678	10,835	7,043	10,191	73,868	24,546	11,771	37,551	17,332	14,373	4,505	1,559	10
8,582	5,144	3,438	5,033	37,171	12,128	5,990	19,053	8,758	7,151	2,378	802	11
9,296	5,691	3,605	5,158	36,697	12,418	5,761	18,498	8,574	7,222	2,127	757	12
10,700	2,495	8,205	8,589	26,783	5,928	2,957	17,898	7,326	7,031	4,974	3,922	13
5,516	1,257	4,259	4,410	11,893	2,789	1,332	7,772	3,103	2,799	2,603	1,963	14
4,246	1,068	3,178	3,316	9,454	2,529	1,122	5,803	2,369	2,329	1,975	1,668	15
17,266	5,235	12,031	11,371	48,684	12,143	5,807	30,734	14,065	12,070	7,593	7,116	16
2,511	780	1,731	1,393	5,461	1,157	553	3,751	1,818	1,468	1,190	1,369	17
43	22	21	50	5,887	142	309	5,436	5,301	1,451	260	24	18
36,834	8,641	28,193	27,362	69,513	18,284	8,197	43,032	14,319	19,142	16,634	15,085	19
3,355	2,171	1,184	1,663	26,673	6,103	3,191	17,379	9,013	5,082	1,438	943	20
9,928	3,868	5,960	6,241	36,811	10,208	4,484	22,119	9,660	7,892	3,656	3,142	21
5,760	2,502	3,258	3,392	19,764	5,093	2,521	12,150	5,510	4,429	2,148	1,735	22
5,637	1,890	3,747	3,845	15,399	4,101	1,635	9,663	3,282	2,959	2,241	1,953	23
1,835	710	1,125	1,110	7,152	2,232	855	4,065	1,395	1,265	590	474	24
1,116	536	580	717	6,083	1,841	897	3,345	1,775	1,330	486	388	25
598	345	253	275	3,342	1,088	496	1,758	1,092	933	288	137	26
329	219	110	143	1,919	395	266	1,258	629	539	117	92	27
317	192	125	82	2,019	370	272	1,377	933	657	75	79	28
96	76	20	69	897	181	63	653	554	209	59	19	29
2,161	2,659	..	2,040	2,918	2,745	2,920	..	3,827	3,190	2,182	1,947	30
11,409	3,340	8,069	7,506	32,378	8,420	3,903	20,055	9,281	7,821	5,210	5,643	31
8,713	2,230	6,483	5,995	24,810	5,937	2,996	15,877	7,345	6,156	4,072	4,020	32
2,696	1,110	1,586	1,511	7,568	2,483	907	4,178	1,936	1,665	1,138	1,623	33
5,263	1,863	3,400	4,116	20,436	5,141	2,707	12,588	5,884	4,478	2,167	1,724	34
2,085	1,032	1,053	1,228	6,734	2,347	821	3,566	1,679	1,511	782	756	35
3,489	1,007	2,482	3,165	8,707	2,231	946	5,530	1,836	1,739	1,607	1,207	36
1,468	550	918	1,087	6,304	2,055	759	3,490	1,315	1,094	506	564	37
847	412	435	514	5,498	1,770	875	2,853	1,599	1,084	328	302	38
554	382	172	227	3,711	931	592	2,188	1,303	1,164	277	152	39
200	161	39	27	1,382	202	137	1,043	967	513	38	34	40
2,404	3,221	..	1,858	3,127	3,034	3,206	..	4,002	3,554	2,247	2,181	41
1,258	1,402	..	1,070	1,699	1,819	1,740	..	1,891	1,729	1,172	1,396	42

TABLE 3. Market Research Statistics by Counties and Census Divisions and for Incorporated Places of 10,000 Population and Over, 1961 - Continued

No.		Quebec - Québec			
		Témiscamingue			
		Total	Noranda	Rouyn	Remainder - Autres
HOUSING - HABITATION					
1	Occupied dwellings - Logements occupés	11,914	2,589	3,882	5,443
2	Single detached - Individuels isolés	6,055	777	1,197	4,081
3	Single attached - Individuels attenants	1,667	869	245	753
4	Apartment or flat - Appartements ou plain-pied	4,150	1,143	2,413	594
5	Dwellings in need of major repair - Logements ayant besoin de réparations importantes	852	..	248	..
Dwellings with - Éléments de confort:					
6	Mechanical refrigerator - Réfrigérateur mécanique	10,242	2,551	3,206	4,485
7	Home freezer - Congélateur ménager	1,556	..	361	..
8	One passenger car - Une automobile	7,336	1,808	2,296	3,232
9	Two or more passenger cars - Deux automobiles ou plus	167
MERCHANDISING AND SERVICES - COMMERCE ET SERVICES					
Retail trade - Commerce de détail:					
10	Number of stores - Nombre de magasins	489	65	188	236
11	Sales - Ventes	\$'000 42,060.7	7,045.6	22,771.9	12,243.2
12	Food group - Groupe des aliments	12,469.3
13	General merchandise group - Groupe des marchandises en général	4,412.6
14	Automotive group - Groupe de l'automobile	13,230.4
15	Apparel and accessories group - Groupe des vêtements et accessoires	3,701.1
16	Hardware and home furnishings group - Quincaillerie et fournitures de maison	2,822.9
17	Other retail stores group - Groupe des autres magasins de détail	5,424.4
Wholesale trade - Commerce de gros:					
18	Number of locations - Nombre de locaux	78	12	32	34
19	Sales - Ventes	\$'000 30,455.4	5,235.8	17,068.8	8,150.8
Service trade - Commerce de services:					
20	Number of locations - Nombre de locaux	244	43	107	94
21	Receipts - Recettes	\$'000 6,282.1	876.8	3,605.3	1,800.0
MANUFACTURING - FABRICATION					
22	Number of establishments - Nombre d'établissements	78	10	24	44
23	Selling value of factory shipments - Valeur de vente des expéditions de la fabrication	\$'000 139,662.1	113,656.5	3,079.1	22,926.5
24	Value added by manufacturing - Valeur ajoutée par la fabrication	\$'000 22,990.5	13,491.6	1,451.8	8,047.1
AGRICULTURE					
25	Number of census farms - Nombre de fermes de recensement	1,790
26	Capital value (land and buildings) - Valeur foncière (terre et bâtiments)	\$'000 12,245.2
27	Commercial farms - Fermes commerciales	898
Value of products sold - Valeur des produits vendus:					
28	\$ 1,200 - \$2,499	422
29	2,500 - 4,999	389
30	5,000 - 9,999	85
31	10,000 and over - et plus	2
32	Number of part-time farms - Nombre de fermes à temps partiel	246
33	Other farms (including institutional farms) - Autres fermes (y compris fermes d'institution)	646

TABLEAU 3. Statistique relative aux études de marché par comté ou division de recensement et localité constituée de 10,000 habitants et plus, 1961 - suite

Quebec - Québec												N°
Rivière-du-Loup			Témiscouata	Terrebonne			Vaudreuil	Verchères	Wolfe	Yamaska		
Total	Rivière-du-Loup	Remainder - Autres	Total	Total	St-Jérôme	Ste-Thérèse	Remainder - Autres	Total				
7,340	2,172	5,168	4,891	22,993	5,714	2,630	14,649	6,751	5,628	3,588	3,339	1
4,793	946	3,847	3,656	13,101	1,586	1,355	10,160	4,866	3,512	2,860	2,794	2
1,302	730	572	741	2,434	772	282	1,380	707	855	314	351	3
1,235	496	739	479	7,444	3,356	993	3,095	1,148	1,261	414	194	4
392	106	286	552	955	152	128	675	249	238	202	133	5
5,538	1,956	3,582	3,239	22,085	5,212	2,575	14,298	6,573	5,553	2,982	3,103	6
610	611	2,075	565	103	1,407	1,114	442	754	270	7
3,533	1,072	2,461	2,204	13,450	2,975	1,547	8,928	4,727	3,691	2,325	2,011	8
138	860	270	101	9
475	165	310	314	1,212	317	113	782	245	246	193	155	10
23,115.3	12,550.6	10,564.7	12,605.8	86,078.7	21,855.3	9,474.5	54,748.9	18,541.3	16,917.9	6,358.3	6,687.3	11
6,224.5	3,060.2	29,523.0	5,904.6	5,844.8	2,298.1	1,301.5	12
2,960.3	2,230.3	4,679.2	776.4	870.4	1,096.5	1,543.5	13
7,102.7	5,168.9	25,743.4	7,055.2	6,641.5	1,747.3	3,169.9	14
2,193.6	777.4	7,694.3	770.4	1,098.2	389.5	266.2	15
2,100.4	1,140.4	7,695.1	1,216.3	977.4	651.0	319.6	16
2,533.8	228.6	10,743.7	2,818.4	1,485.6	175.9	86.6	17
83	38	45	20	108	24	10	74	32	19	14	13	18
15,680.8	10,128.9	5,551.9	5,682.6	33,917.2	11,454.3	2,453.8	20,009.1	6,382.9	2,883.5	3,207.1	1,138.2	19
191	67	124	132	668	119	41	508	146	110	75	61	20
3,292.3	1,760.4	1,531.9	1,598.7	24,286.4	3,549.7	970.0	19,766.7	3,634.8	2,298.0	1,033.0	718.3	21
87	24	63	57	230	69	33	128	59	67	41	37	22
7,981.4	1,757.5	6,223.9	6,465.3	92,967.4	44,022.1	23,240.5	25,704.8	7,402.5	48,134.4	6,120.1	5,124.8	23
2,832.7	799.8	1,832.9	2,484.6	41,191.5	20,270.1	9,876.6	11,044.8	2,976.7	20,220.5	2,340.4	1,345.5	24
1,879	1,543	957	704	901	1,314	1,540	25
18,398.9	8,887.0	17,185.8	9,661.2	13,394.2	10,168.4	15,703.2	26
1,411	640	545	483	729	954	1,235	27
564	408	174	153	165	404	338	28
657	193	176	214	240	422	526	29
179	37	132	102	237	106	317	30
11	2	63	14	87	22	54	31
141	323	113	81	65	125	68	32
327	580	299	140	107	235	237	33

TABLE 3. Market Research Statistics of Counties and Census Divisions and for Incorporated Places
of 10,000 Population and Over, 1961 - Continued

No.		Ontario					
		Algoma			Brant		
		Total	Sault Ste. Marie	Remainder - Autres	Total	Brantford	Remainder - Autres
POPULATION							
1	Total	111,408	43,088	68,320	83,839	55,201	28,638
2	Male - Hommes	58,161	21,971	36,190	41,684	26,976	14,708
3	Female - Femmes	53,247	21,117	32,130	42,155	28,225	13,930
4	Rural farm - Rurale agricole	5,292	-	5,292	7,974	-	7,974
5	Male - Hommes	2,876	-	2,876	4,343	-	4,343
6	Female - Femmes	2,416	-	2,416	3,631	-	3,631
7	Rural non-farm - Rurale non agricole	24,620	-	24,620	12,230	-	12,230
8	Male - Hommes	13,292	-	13,292	6,297	-	6,297
9	Female - Femmes	11,328	-	11,328	5,933	-	5,933
10	Urban - Urbaine	81,496	43,088	38,408	63,635	55,201	8,434
11	Male - Hommes	41,993	21,971	20,022	31,044	26,976	4,068
12	Female - Femmes	39,503	21,117	18,386	32,591	28,225	4,366
Age groups - Groupes d'âge:							
13	0-9	30,384	9,616	20,768	17,950	11,286	6,664
14	10-14	11,416	4,173	7,243	8,616	5,443	3,173
15	15-19	8,079	3,329	4,750	6,267	3,967	2,300
16	20-64	56,105	23,169	32,936	42,864	28,918	13,946
17	65 and over - et plus	5,424	2,801	2,623	8,142	5,587	2,555
Language - Langue:							
18	English only - Anglais seulement	92,524	38,160	54,364	81,364	53,227	28,137
19	French only - Français seulement	2,518	196	2,322	78	55	23
20	English and French - Anglais et français	13,804	3,283	10,521	1,873	1,535	338
Income data from a 20 per cent sample of private non-farm households - Revenu d'un échantillon de 20 pour-cent des ménages non agricoles privés:							
21	Population, 15 years of age and over, with income - Population, âgée de 15 ans et plus, avec revenu	44,318	20,688	23,630	38,255	28,667	9,588
22	Population, 15 years of age and over, without income - Population, âgée de 15 ans et plus, sans revenu	18,975	7,707	11,268	11,474	8,254	3,220
Income - Revenu:							
23	Under \$2,000 - Moins de \$2,000	15,254	7,099	8,155	16,237	11,900	4,337
24	\$ 2,000 - \$2,999	4,163	2,055	2,108	5,703	4,306	1,397
25	3,000 - 3,999	5,485	2,575	2,910	6,476	4,979	1,497
26	4,000 - 4,999	5,791	2,789	3,002	4,486	3,503	983
27	5,000 - 5,999	5,771	2,565	3,206	2,265	1,762	503
28	6,000 - 9,999	6,779	2,907	3,872	2,253	1,664	589
29	10,000 and over - et plus	1,075	698	377	835	553	282
30	Average income per individual - Revenu moyen par personne	\$ 3,710	3,790	..	2,968	2,965	..
LABOUR FORCE - MAIN-D'OEUVRE							
31	Total	38,909	16,672	22,237	31,318	21,733	9,585
32	Male - Hommes	30,486	12,414	18,072	21,872	14,626	7,246
33	Female - Femmes	8,423	4,258	4,165	9,446	7,107	2,339
Wage and salary earners - Employés à salaire et à traitement:							
34	Male - Hommes	27,602	11,440	16,162	18,170	13,146	5,024
35	Female - Femmes	7,623	3,928	3,695	8,764	6,746	2,018
Earnings - Gain:							
36	Under \$2,000 - Moins de \$2,000	7,848	3,329	4,519	7,736	5,456	2,280
37	\$2,000 - \$2,999	3,720	1,774	1,946	5,208	3,798	1,410
38	3,000 - 3,999	5,045	2,237	2,808	5,891	4,453	1,438
39	4,000 - 5,999	11,330	4,926	6,404	5,692	4,419	1,273
40	6,000 and over - et plus	5,930	2,627	3,303	1,709	1,262	447
Average earnings - Gain moyen:							
41	Male - Hommes	\$ 4,361	4,504	..	3,571	3,667	..
42	Female - Femmes	\$ 1,865	2,054	..	1,887	1,919	..

TABLEAU 3. Statistique relative aux études de marché par comté ou division de recensement et localité constituée de 10,000 habitants et plus, 1961 - suite

Ontario										N°
Bruce	Carleton			Cochrane			Dufferin	Dundas		
Total	Total	Ottawa	Eastview	Remainder - Autres	Total	Timmins	Remainder - Autres	Total		
43,036	352,932	268,206	24,555	60,171	95,666	29,270	66,396	16,095	17,162	1
22,186	172,518	129,035	12,241	31,242	50,713	15,149	35,564	8,268	8,718	2
20,850	180,414	139,171	12,314	28,929	44,953	14,121	30,832	7,827	8,444	3
16,221	9,659	-	-	9,659	5,253	-	5,253	6,944	6,914	4
8,827	5,298	-	-	5,298	2,892	-	2,892	3,763	3,662	5
7,394	4,361	-	-	4,361	2,361	-	2,361	3,181	3,252	6
11,807	18,223	-	-	18,223	27,068	-	27,068	3,319	4,615	7
9,974	9,444	-	-	9,444	14,931	-	14,931	1,687	2,341	8
6,833	8,779	-	-	8,779	12,137	-	12,137	1,632	2,274	9
16,008	325,050	268,206	24,555	32,289	63,345	29,270	34,075	5,832	5,633	10
7,385	157,776	129,035	12,241	16,500	32,890	15,149	17,741	2,818	2,715	11
7,623	167,274	139,171	12,314	15,789	30,455	14,121	16,334	3,014	2,918	12
9,361	79,058	55,578	6,322	17,158	25,700	7,051	18,649	3,417	3,816	13
4,593	34,455	25,952	2,064	6,439	10,590	3,079	7,511	1,639	1,790	14
3,385	25,795	19,822	1,776	4,197	7,961	2,483	5,478	1,270	1,435	15
26,468	188,239	145,460	13,494	29,285	46,744	14,944	31,800	7,816	8,182	16
5,329	25,385	21,394	899	3,092	4,671	1,713	2,958	1,953	1,939	17
41,899	244,597	188,819	7,849	47,929	45,603	15,394	30,209	15,892	16,069	18
18	15,003	8,989	3,556	2,458	15,537	1,942	13,595	6	145	19
260	89,440	66,972	12,879	9,589	32,488	11,445	21,043	157	860	20
13,745	167,630	135,661	11,382	20,587	35,003	13,015	21,988	4,831	4,839	21
3,974	49,950	37,722	4,220	8,008	17,498	5,951	11,547	1,321	1,885	22
7,666	54,685	44,925	3,064	6,696	13,194	5,041	8,153	2,622	2,357	23
2,250	23,003	18,997	1,890	2,116	4,040	1,646	2,394	707	809	24
1,815	26,726	21,454	2,429	2,843	6,608	2,886	3,722	668	770	25
815	21,610	17,187	1,895	2,528	4,958	1,699	3,259	337	444	26
476	13,979	10,768	1,067	2,144	2,672	766	1,906	165	192	27
507	20,098	16,014	871	3,213	2,960	786	2,174	255	202	28
216	7,529	6,316	166	1,047	571	191	380	77	65	29
3,271	3,822	3,806	3,508	..	3,255	3,144	..	2,531	2,508	30
14,806	142,567	111,814	9,956	20,797	31,458	10,274	21,184	6,024	6,437	31
11,499	94,500	71,487	6,878	16,135	25,374	7,982	17,392	4,533	4,808	32
3,307	48,067	40,327	3,078	4,662	6,084	2,292	3,792	1,491	1,629	33
5,813	85,369	65,972	6,476	12,921	23,048	7,318	15,730	2,168	2,785	34
2,341	45,722	38,546	2,988	4,188	5,348	2,031	3,317	998	1,069	35
3,420	25,468	20,260	1,617	3,591	6,597	2,228	4,369	1,334	1,484	36
2,024	20,453	16,335	1,805	2,313	3,997	1,396	2,601	570	831	37
1,385	25,436	20,114	2,176	3,146	7,198	2,750	4,448	557	735	38
741	32,184	25,200	2,689	4,295	6,802	1,936	4,866	401	483	39
261	20,545	16,763	659	3,123	2,307	477	1,830	147	160	40
2,619	4,575	4,651	3,913	..	3,628	3,450	..	2,802	2,807	41
1,555	2,529	2,573	2,406	..	1,801	1,665	..	1,638	1,666	42

TABLE 3. Market Research Statistics by Counties and Census Divisions and for Incorporated Places of 10,000 Population and Over, 1961 - Continued

No.		Ontario					
		Algoma			Brant		
		Total	Sault Ste. Marie	Remainder - Autres	Total	Brantford	Remainder - Autres
HOUSING - HABITATION							
1	Occupied dwellings - Logements occupés	26,726	11,053	15,673	23,301	15,907	7,394
2	Single detached - Individuels isolés	19,792	7,615	12,177	17,770	11,395	6,375
3	Single attached - Individuels attenants	1,209	524	685	1,388	755	633
4	Apartment or flat - Appartements ou plain-pied	4,413	2,909	1,504	4,143	3,757	386
5	Dwellings in need of major repair - Logements ayant besoin de réparations importantes	2,008	700	1,308	1,531	752	779
	Dwellings with - Éléments de confort:						
6	Mechanical refrigerator - Réfrigérateur mécanique	24,913	10,830	14,083	22,646	15,610	7,036
7	Home freezer - Congélateur ménager	4,529	1,240	3,289	3,272	1,496	1,776
8	One passenger car - Une automobile	18,139	7,193	10,946	15,721	10,529	5,192
9	Two or more passenger cars - Deux automobiles ou plus	2,196	1,222	974	2,309	1,337	972
MERCHANDISING AND SERVICES - COMMERCE ET SERVICES							
	Retail trade - Commerce de détail:						
10	Number of stores - Nombre de magasins	848	403	445	717	483	234
11	Sales - Ventes	\$'000 108,934.4	69,594.3	39,340.1	76,382.3	63,181.3	13,201.0
12	Food group - Groupe des aliments	29,647.6	19,165.6	10,482.0	21,493.1	18,704.9	2,788.2
13	General merchandise group - Groupe des marchandises en général	15,044.1	6,837.0	8,207.1	6,611.9	5,271.9	1,340.0
14	Automotive group - Groupe de l'automobile	30,151.8	17,793.7	12,358.1	22,972.2	17,618.8	5,353.4
15	Apparel and accessories group - Groupe des vêtements et accessoires	8,060.0	6,337.0	1,723.0	6,922.2	6,322.3	599.9
16	Hardware and home furnishings group - Quincaillerie et fournitures de maison	8,862.3	7,240.5	1,621.8	7,087.7	5,186.9	1,900.8
17	Other retail stores group - Groupe des autres magasins de détail	17,168.6	12,220.5	4,948.1	11,295.2	10,076.5	1,218.7
	Wholesale trade - Commerce de gros:						
18	Number of locations - Nombre de locaux	123	64	59	122	82	40
19	Sales - Ventes	\$'000 58,437.1	44,834.9	13,602.2	46,660.1	30,763.8	15,896.3
	Service trade - Commerce de services:						
20	Number of locations - Nombre de locaux	630	234	396	432	304	128
21	Receipts - Recettes	\$'000 20,541.3	12,475.5	8,065.8	11,430.5	8,815.4	2,615.1
MANUFACTURING - FABRICATION							
22	Number of establishments - Nombre d'établissements	74	37	37	230	166	64
23	Selling value of factory shipments - Valeur de vente des expéditions de la fabrique	\$'000 214,235.1	196,595.0	15,640.1	173,979.9	153,777.5	20,202.4
24	Value added by manufacturing - Valeur ajoutée par la fabrication	\$'000 108,939.6	100,819.4	8,120.2	82,066.1	73,134.9	8,931.2
AGRICULTURE							
25	Number of census farms - Nombre de fermes de recensement	708	1,771
26	Capital value (land and buildings) - Valeur foncière (terre et bâtiments)	\$'000 8,857.7	63,757.0
27	Commercial farms - Fermes commerciales	404	1,346
	Value of products sold - Valeur des produits vendus:						
28	\$ 1,200 - \$2,499	170	185
29	2,500 - 4,999	109	248
30	5,000 - 9,999	86	307
31	10,000 and over - et plus	39	606
32	Number of part-time farms - Nombre de fermes à temps partiel	95	134
33	Other farms (including institutional farms) - Autres fermes (y compris fermes d'institution)	209	291

TABLEAU 3. Statistique relative aux études de marché par comté ou division de recensement et localité constituée de 10,000 habitants et plus, 1961 - suite

Ontario										
Bruce	Carleton				Cochrane			Dufferin	Dundas	
Total	Total	Ottawa	Eastview	Remainder - Autres	Total	Timmins	Remainder - Autres	Total		N°
12,082	90,883	70,112	6,555	14,216	22,049	7,311	14,738	4,574	4,532	1
10,449	46,014	31,800	1,386	12,828	15,011	4,235	10,776	3,997	3,839	2
657	12,992	11,776	560	656	1,951	622	1,329	213	396	3
966	31,688	26,478	4,609	601	4,931	2,454	2,477	359	262	4
572	2,861	2,136	140	585	2,370	807	1,563	304	388	5
11,269	89,636	89,360	8,487	13,789	19,988	7,017	12,971	4,271	4,262	6
2,600	11,904	7,801	376	3,727	2,755	457	2,298	892	1,147	7
8,467	58,886	43,968	4,408	10,510	13,373	4,340	9,033	3,365	3,362	8
881	9,336	6,556	231	2,549	755	241	514	312	249	9
564	2,134	1,730	152	252	790	261	529	196	178	10
34,193.9	385,404.5	342,167.5	19,282.3	23,954.7	79,634.0	30,864.8	48,769.2	11,478.5	11,194.4	11
8,707.2	98,167.6	83,022.9	22,965.7	2,844.0	3,275.7	12
3,414.4	67,293.6	63,527.5	12,905.0	1,686.7	1,705.9	13
10,710.3	95,671.1	82,809.1	22,006.6	4,549.6	3,618.6	14
2,059.0	31,183.8	29,772.2	6,541.8	622.0	546.1	15
3,954.9	24,337.5	21,650.8	5,624.3	676.0	610.4	16
5,348.1	68,750.9	61,385.0	9,590.6	1,100.2	1,437.7	17
86	387	313	24	50	115	40	75	55	40	18
11,438.4	339,882.3	282,982.8	17,652.0	39,247.5	41,423.1	22,446.4	18,976.7	13,854.7	7,825.6	19
318	1,305	1,073	81	151	438	142	296	71	77	20
4,739.0	73,123.6	65,400.7	3,904.5	3,818.4	11,354.1	4,004.6	7,349.5	1,359.2	1,380.7	21
132	278	224	20	34	74	25	49	35	31	22
26,783.9	172,714.5	142,908.5	9,367.0	20,439.0	93,040.3	4,820.4	88,219.9	4,444.9	23,800.9	23
9,254.8	93,598.3	79,803.3	2,991.5	10,803.5	49,178.8	2,515.6	46,663.2	1,527.0	8,597.0	24
4,138	2,277	900	1,875	1,559	25
59,622.3	63,785.6	8,164.6	33,561.3	18,532.3	26
3,473	1,661	357	1,511	1,262	27
715	415	156	312	294	28
1,149	508	99	508	485	29
1,035	381	67	456	379	30
574	357	35	235	104	31
197	194	164	101	98	32
468	422	379	263	199	33

TABLE 3. Market Research Statistics by Counties and Census Divisions and for Incorporated Places of 10,000 Population and Over, 1961 - Continued

No.		Ontario			
		Durham	Elgin		
		Total	Total	St. Thomas	Remainder - Autres
POPULATION					
1	Total	39,916	62,862	22,469	40,393
2	Male - Hommes	20,440	31,519	10,706	20,813
3	Female - Femmes	19,476	31,343	11,763	19,580
4	Rural farm - Rurale agricole	7,908	12,785	-	12,785
5	Male - Hommes	4,367	6,910	-	6,910
6	Female - Femmes	3,541	5,875	-	5,875
7	Rural non-farm - Rurale non agricole	13,391	19,332	-	19,332
8	Male - Hommes	6,877	9,832	-	9,832
9	Female - Femmes	6,514	9,500	-	9,500
10	Urban - Urbaine	18,617	30,745	22,469	8,276
11	Male - Hommes	9,196	14,777	10,706	4,071
12	Female - Femmes	9,421	15,968	11,763	4,205
Age groups - Groupes d'âge:					
13	0 - 9	9,581	12,596	4,336	8,260
14	10 - 14	4,109	5,917	2,102	3,815
15	15 - 19	3,025	4,963	1,661	3,302
16	20 - 64	19,336	32,072	11,602	20,470
17	65 and over - et plus	3,865	7,314	2,768	4,546
Language - Langue:					
18	English only - Anglais seulement	39,049	61,177	21,943	39,234
19	French only - Français seulement	37	50	17	33
20	English and French - Anglais et français	715	1,190	444	746
Income data from a 20 per cent sample of private non-farm households - Revenu d'un échantillon de 20 pour-cent des ménages non agricoles privés:					
21	Population, 15 years of age and over, with income - Population, âgée de 15 ans et plus, avec revenu	14,874	24,702	12,587	12,115
22	Population, 15 years of age and over, without income - Population, âgée de 15 ans et plus, sans revenu	5,320	7,010	3,444	3,566
Income - Revenu:					
23	Under \$2,000 - Moins de \$2,000	6,584	11,409	5,431	5,978
24	\$ 2,000 - \$2,999	1,585	3,916	2,025	1,891
25	3,000 - 3,999	2,155	3,812	1,901	1,911
26	4,000 - 4,999	2,394	2,449	1,383	1,066
27	5,000 - 5,999	1,140	1,321	769	552
28	6,000 - 9,999	766	1,444	861	583
29	10,000 and over - et plus	250	351	217	134
30	Average income per individual - Revenu moyen par personne	2,893	2,674	2,865	..
LABOUR FORCE - MAIN-D'OEUVRE					
31	Total	13,501	23,205	8,583	14,622
32	Male - Hommes	10,513	16,551	5,684	10,867
33	Female - Femmes	2,988	6,654	2,899	3,755
Wage and salary earners - Employés à salaire et à traitement:					
34	Male - Hommes	7,920	11,602	5,049	6,553
35	Female - Femmes	2,584	5,621	2,724	2,897
Earnings - Gain:					
36	Under \$2,000 - Moins de \$2,000	2,768	6,234	2,170	4,064
37	\$2,000 - \$2,999	1,358	3,417	1,530	1,887
38	3,000 - 3,999	2,420	3,118	1,524	1,594
39	4,000 - 5,999	3,136	2,810	1,581	1,229
40	6,000 and over - et plus	528	1,091	736	355
Average earnings - Gain moyen:					
41	Male - Hommes	3,580	3,244	3,838	..
42	Female - Femmes	1,848	1,683	1,869	..

TABLEAU 3. Statistique relative aux études de marché par comté ou division de recensement et localité constituée de 10,000 habitants et plus, 1961 - suite

Ontario												N°
Essex				Frontenac			Glengarry	Grenville	Grey			
Total	Windsor	Riverside	Remainder - Autres	Total	Kingston	Remainder - Autres	Total	Total	Owen Sound	Remainder - Autres		
258,218	114,367	18,089	125,762	87,534	53,526	34,008	19,217	22,864	62,005	17,421	44,584	1
129,079	56,283	8,934	63,862	44,747	26,340	18,407	9,974	11,619	31,329	8,361	22,968	2
129,139	58,084	9,155	61,900	42,787	27,186	15,601	9,243	11,245	30,676	9,060	21,616	3
18,795	-	-	18,795	6,990	-	6,990	7,477	4,416	20,394	-	20,394	4
9,998	-	-	9,998	3,769	-	3,769	4,125	2,368	11,085	-	11,085	5
8,797	-	-	8,797	3,221	-	3,221	3,352	2,048	9,309	-	9,309	6
29,253	-	-	29,253	17,125	-	17,125	9,143	9,179	11,588	-	11,588	7
14,804	-	-	14,804	8,940	-	8,940	4,566	4,645	5,807	-	5,807	8
14,449	-	-	14,449	8,185	-	8,185	4,577	4,534	5,781	-	5,781	9
210,170	114,367	18,089	77,714	63,419	53,526	9,893	2,597	9,269	30,023	17,421	12,602	10
104,277	56,283	8,934	39,060	32,038	26,340	5,698	1,283	4,606	14,437	8,361	6,076	11
105,893	58,084	9,155	38,654	31,381	27,186	4,195	1,314	4,663	15,566	9,060	6,526	12
59,943	22,638	4,559	32,746	19,508	10,698	8,810	4,499	5,112	12,799	3,644	9,155	13
25,671	10,653	1,776	13,242	8,208	4,362	3,846	2,335	2,292	6,299	1,597	4,702	14
18,659	8,160	1,208	9,291	6,680	3,803	2,677	1,802	1,739	4,751	1,313	3,438	15
131,827	60,721	9,520	61,586	46,128	29,847	16,281	8,415	11,342	30,378	8,806	21,572	16
22,118	12,195	1,026	8,697	7,010	4,816	2,194	2,166	2,379	7,778	2,061	5,717	17
221,504	100,384	15,599	105,521	83,286	50,522	32,764	8,859	21,601	61,390	17,214	44,176	18
2,081	689	118	1,274	186	143	43	2,382	70	25	9	16	19
31,580	11,623	2,336	17,621	3,683	2,514	1,169	7,910	1,123	450	152	298	20
112,504	57,042	8,419	47,043	35,659	25,618	10,041	5,096	8,678	21,491	9,077	12,414	21
42,290	20,941	3,216	18,133	12,298	7,765	4,513	2,167	3,292	6,577	2,862	3,715	22
46,834	24,285	2,679	19,870	13,306	9,424	3,882	3,055	3,854	11,028	4,303	6,725	23
13,526	7,645	688	5,193	5,353	4,156	1,197	641	1,213	3,251	1,237	2,014	24
15,752	8,509	945	6,298	5,629	4,219	1,410	655	1,343	3,122	1,279	1,843	25
15,431	7,731	1,382	6,318	4,753	3,187	1,566	393	989	1,846	1,039	807	26
9,387	4,492	1,045	3,850	2,765	1,822	943	146	637	789	448	341	27
9,231	3,531	1,264	4,436	2,857	2,031	826	123	508	1,101	594	507	28
2,343	849	416	1,078	996	779	217	83	134	354	177	177	29
3,096	2,909	4,102	..	3,256	3,279	..	2,220	2,853	2,556	2,840	..	30
93,019	42,796	6,530	43,693	32,035	20,982	11,053	6,048	8,302	23,090	6,586	16,504	31
86,992	29,502	4,815	32,675	22,823	13,805	9,018	4,753	6,159	17,054	4,512	12,542	32
26,027	13,294	1,715	11,018	9,212	7,177	2,035	1,295	2,143	6,038	2,074	3,962	33
55,602	26,625	4,195	24,782	19,663	12,587	7,076	2,527	4,694	10,013	3,931	6,082	34
22,950	12,418	1,596	8,936	8,582	6,804	1,778	911	1,783	4,409	1,910	2,499	35
20,460	9,886	1,060	9,514	7,100	4,604	2,498	1,560	1,998	5,316	1,871	3,445	36
10,644	5,785	509	4,350	4,869	3,385	1,484	615	1,166	3,091	1,091	2,000	37
14,281	7,588	852	5,841	5,328	3,921	1,407	556	1,291	2,905	1,204	1,701	38
21,884	10,573	2,032	9,279	7,160	4,657	2,503	381	1,396	1,912	1,099	813	39
7,393	2,796	1,203	3,394	2,357	1,634	723	95	384	591	337	254	40
3,848	3,703	4,940	..	3,813	3,938	..	2,426	3,353	2,960	3,432	..	41
2,080	2,189	2,449	..	2,045	2,091	..	1,721	1,883	1,673	1,764	..	42

TABLE 3. Market Research Statistics by Counties and Census Divisions and for Incorporated Places of 10,000 Population and Over, 1961 - Continued

No.		Ontario			
		Total	Elgin		
			Total	St. Thomas	Remainder - Autres
HOUSING - HABITATION					
1	Occupied dwellings - Logements occupés	10,899	17,273	6,823	10,450
2	Single detached - Individuels isolés	8,928	13,870	4,721	9,149
3	Single attached - Individuels attenants	885	892	405	487
4	Apartment or flat - Appartements ou plain-pied	1,071	2,477	1,697	780
5	Dwellings in need of major repair - Logements ayant besoin de réparations importantes	515	1,307	471	836
Dwellings with - Éléments de confort:					
6	Mechanical refrigerator - Réfrigérateur mécanique	10,470	16,747	6,731	10,016
7	Home freezer - Congélateur ménager	2,115	2,904	652	2,252
8	One passenger car - Une automobile	8,024	12,084	4,388	7,696
9	Two or more passenger cars - Deux automobiles ou plus	900	1,800	700	1,100
MERCHANDISING AND SERVICES - COMMERCE ET SERVICES					
Retail trade - Commerce de détail:					
10	Number of stores - Nombre de magasins	358	626	275	351
11	Sales - Ventes	\$'000 27,860.1	53,665.7	31,923.2	21,742.5
12	Food group - Groupe des aliments	8,034.6	14,349.2
13	General merchandise group - Groupe des marchandises en général	2,463.0	4,607.0
14	Automotive group - Groupe de l'automobile	10,310.2	20,326.2
15	Apparel and accessories group - Groupe des vêtements et accessoires	1,493.1	3,294.5
16	Hardware and home furnishings group - Quincaillerie et fournitures de maison	2,192.3	4,834.6
17	Other retail stores group - Groupe des autres magasins de détail	3,366.9	6,254.2
Wholesale trade - Commerce de gros:					
18	Number of locations - Nombre de locaux	58	124	41	83
19	Sales - Ventes	\$'000 14,948.5	68,105.4	18,367.1	49,738.3
Service trade - Commerce de services:					
20	Number of locations - Nombre de locaux	164	321	147	174
21	Receipts - Recettes	\$'000 3,592.8	6,590.6	3,589.7	3,000.9
MANUFACTURING - FABRICATION					
22	Number of establishments - Nombre d'établissements	63	107	58	49
23	Selling value of factory shipments - Valeur de vente des expéditions de la fabrique	\$'000 106,272.7	79,578.5	33,784.3	45,794.2
24	Value added by manufacturing - Valeur ajoutée par la fabrication	\$'000 21,396.6	31,757.3	16,929.7	14,827.6
AGRICULTURE					
25	Number of census farms - Nombre de fermes de recensement	1,933	3,082
26	Capital value (land and buildings) - Valeur foncière (terre et bâtiments)	\$'000 42,767.1	98,509.9
27	Commercial farms - Fermes commerciales	1,360	2,519
Value of products sold - Valeur des produits vendus:					
28	\$ 1,200 - \$2,499	361	366
29	2,500 - 4,999	396	512
30	5,000 - 9,999	328	610
31	10,000 and over - et plus	275	1,031
32	Number of part-time farms - Nombre de fermes à temps partiel	171	175
33	Other farms (including institutional farms) - Autres fermes (y compris fermes d'institution)	402	388

TABLEAU 3. Statistique relative aux études de marché par comté ou division de recensement et localité constituée de 10,000 habitants et plus, 1961 — suite

Ontario												
Essex				Frontenac			Glengarry	Grenville	Grey			N ^o
Total	Windsor	Riverside	Remainder — Autres	Total	Kingston	Remainder — Autres	Total	Total	Owen Sound	Remainder — Autres		
70,913	33,061	4,958	32,894	21,817	13,931	7,886	4,616	6,212	18,024	5,147	12,877	1
55,602	21,558	4,400	29,644	13,525	7,016	6,509	3,970	4,890	14,620	3,427	11,193	2
3,909	2,803	3,275	2,232	1,043	383	697	1,303	546	757	3
11,342	8,700	462	2,180	5,012	4,678	334	263	585	2,051	1,164	887	4
3,621	1,629	102	1,890	1,095	664	431	621	436	941	289	652	5
69,830	32,523	4,937	32,370	21,017	13,638	7,379	4,096	5,834	16,961	5,034	11,927	6
8,333	2,046	517	5,770	3,505	1,342	2,163	1,210	1,066	3,192	442	2,750	7
47,011	19,163	3,710	24,138	15,330	9,301	6,029	3,060	4,298	13,068	3,446	9,622	8
6,722	2,050	716	3,956	1,877	1,097	780	173	568	1,140	365	775	9
2,210	1,123	55	1,032	651	470	181	197	220	687	222	465	10
223,957.5	124,842.9	5,684.7	93,429.9	86,520.5	73,870.7	12,649.8	9,205.4	17,500.7	49,456.6	21,980.4	27,476.2	11
67,187.5	28,707.2	23,740.2	19,761.9	3,978.3	2,866.8	4,860.3	11,793.7	12
18,645.5	12,220.2	12,496.8	10,089.0	2,407.6	1,608.0	3,042.3	6,136.3	13
65,047.1	36,116.3	23,182.7	18,239.4	4,943.3	2,869.2	5,100.4	17,030.1	14
18,089.6	13,598.7	5,347.9	5,279.6	68.3	413.8	717.1	4,047.2	15
23,106.4	15,355.1	5,389.6	5,120.9	268.7	372.6	682.2	5,075.2	16
31,881.4	18,845.4	16,363.3	15,379.9	983.4	1,075.0	3,098.4	5,374.1	17
420	202	8	210	104	75	29	39	37	128	46	82	18
161,281.0	100,835.7	1,318.2	59,127.1	47,130.3	38,359.6	8,770.7	4,998.7	8,523.6	42,180.0	21,730.7	20,449.3	19
1,387	778	35	574	399	248	151	91	110	311	108	203	20
43,260.5	27,466.2	1,034.5	14,759.8	14,268.9	11,137.0	3,131.9	1,620.9	1,580.5	5,996.8	2,536.6	3,480.2	21
470	282	8	180	91	66	23	42	52	159	43	118	22
560,313.9	418,635.1	2,631.0	138,847.8	121,305.3	65,799.9	55,505.4	13,747.7	67,783.4	52,219.3	23,882.8	28,336.5	23
254,539.9	188,016.9	1,020.8	65,502.2	60,228.7	25,650.0	34,578.7	4,579.6	27,081.8	24,836.5	13,454.9	11,181.6	24
4,880	1,618	1,649	1,144	5,475	25
135,140.7	18,459.2	17,201.5	13,478.7	71,651.5	26
3,705	1,050	1,224	705	4,255	27
679	404	361	293	1,121	28
1,005	356	475	228	1,657	29
1,087	215	268	120	1,080	30
934	75	100	64	397	31
393	202	83	174	366	32
762	366	342	265	854	33

TABLE 3. Market Research Statistics by Counties and Census Divisions and for Incorporated Places
of 10,000 Population and Over, 1961 - Continued

No.		Ontario				
		Haldimand	Haliburton	Halton		
		Total	Total	Burlington ¹	Georgetown	
POPULATION						
1	Total	28,197	8,928	106,967	47,008	10,298
2	Male - Hommes	14,270	4,594	54,180	23,647	5,152
3	Female - Femmes	13,927	4,334	52,787	23,361	5,146
4	Rural farm - Rurale agricole	8,900	888	4,084	-	-
5	Male - Hommes	4,733	500	2,163	-	-
6	Female - Femmes	4,167	388	1,921	-	-
7	Rural non-farm - Rurale non agricole	9,843	8,040	7,937	-	-
8	Male - Hommes	4,945	4,094	4,161	-	-
9	Female - Femmes	4,898	3,946	3,776	-	-
10	Urban - Urbaine	9,454	-	94,946	47,008	10,298
11	Male - Hommes	4,592	-	47,856	23,647	5,152
12	Female - Femmes	4,862	-	47,090	23,361	5,146
Age groups - Groupes d'âge:						
13	0-9	6,492	2,010	28,639	11,940	3,008
14	10-14	2,909	972	10,981	4,866	1,098
15	15-19	2,266	719	6,625	3,122	552
16	20-64	13,484	4,388	54,944	24,523	5,134
17	65 and over - et plus	3,046	839	5,778	2,557	506
Language - Langue:						
18	English only - Anglais seulement	27,683	8,606	102,702	45,219	10,013
19	French only - Français seulement	18	34	145	59	12
20	English and French - Anglais et français	375	282	3,563	1,485	242
Income data from a 20 per cent sample of private non-farm households - Revenu d'un échantillon de 20 pour-cent des ménages non agricoles privés:						
21	Population, 15 years of age and over, with income - Population, âgée de 15 ans et plus, avec revenu	9,428	3,785	45,147	20,528	4,660
22	Population, 15 years of age and over, without income - Population, âgée de 15 ans et plus, sans revenu	3,028	1,394	16,671	7,726	1,610
Income - Revenu:						
23	Under \$2,000 - Moins de \$2,000	4,619	1,926	13,834	6,845	1,373
24	\$ 2,000 - \$2,999	1,215	556	4,924	1,889	609
25	3,000 - 3,999	1,368	664	6,220	1,952	878
26	4,000 - 4,999	1,045	264	6,117	2,252	848
27	5,000 - 5,999	502	182	4,572	2,084	379
28	6,000 - 9,999	495	134	7,067	3,988	484
29	10,000 and over - et plus	184	59	2,413	1,518	89
30	Average income per individual - Revenu moyen par personne	\$ 2,678	2,391	4,189	4,514	3,567
LABOUR FORCE - MAIN-D'OEUVRE						
31	Total	10,210	2,912	38,679	16,886	3,641
32	Male - Hommes	7,661	2,272	29,102	12,840	2,686
33	Female - Femmes	2,549	640	9,577	4,046	955
Wage and salary earners - Employés à salaire et à traitement:						
34	Male - Hommes	5,113	1,750	25,128	10,981	2,430
35	Female - Femmes	1,972	471	8,856	3,723	902
Earnings - Gain:						
36	Under \$2,000 - Moins de \$2,000	2,274	943	6,411	2,786	579
37	\$2,000 - \$2,999	1,364	408	4,265	1,537	453
38	3,000 - 3,999	1,471	387	5,873	1,914	743
39	4,000 - 5,999	1,478	319	9,771	4,126	1,093
40	6,000 and over - et plus	323	108	6,816	3,941	351
Average earnings - Gain moyen:						
41	Male - Hommes	\$ 3,256	2,795	4,869	5,362	4,274
42	Female - Femmes	\$ 1,693	1,332	2,139	2,097	2,110

¹ Includes that part of Burlington which is in Wentworth County.

TABLEAU 3. Statistique relative aux études de marché par comté ou division de recensement et localité constituée de 10,000 habitants et plus, 1961 - suite

Ontario										N ^o
Halton		Hastings				Huron	Kenora			
Oakville	Remainder - Autres	Total	Belleville	Trenton	Remainder - Autres	Total	Total	Kenora	Remainder - Autres	
10,366	49,951	93,377	30,655	13,183	49,539	53,805	51,474	10,904	40,570	1
5,160	25,522	47,265	14,864	6,562	25,839	27,602	27,433	5,651	21,782	2
5,206	24,429	46,112	15,791	6,621	23,700	26,203	24,041	5,253	18,788	3
-	4,084	11,116	-	-	11,116	19,639	1,012	-	1,012	4
-	2,163	5,974	-	-	5,974	10,583	568	-	568	5
-	1,921	5,142	-	-	5,142	9,056	444	-	444	6
-	7,937	26,535	-	-	26,535	16,040	25,708	-	25,708	7
-	4,161	13,907	-	-	13,907	8,331	13,992	-	13,992	8
-	3,776	12,628	-	-	12,628	7,709	11,716	-	11,716	9
10,366	37,930	55,726	30,655	13,183	11,888	18,126	24,754	10,904	13,850	10
5,160	19,198	27,364	14,864	6,562	5,958	8,688	12,873	5,651	7,222	11
5,206	18,732	28,342	15,791	6,621	5,930	9,438	11,881	5,253	6,628	12
2,090	13,945	22,915	7,151	3,355	12,409	12,168	13,653	2,430	11,223	13
947	5,211	9,825	2,934	1,330	5,561	5,458	5,449	1,090	4,359	14
693	3,035	7,035	2,243	870	3,922	4,479	3,840	724	3,116	15
5,857	25,158	46,023	15,883	6,771	23,369	25,541	25,669	5,699	19,970	16
779	2,602	7,579	2,444	857	4,278	6,159	2,863	961	1,902	17
9,721	48,085	89,590	29,489	12,434	47,667	52,213	42,870	10,247	32,623	18
23	63	320	71	86	163	68	218	22	196	19
516	1,616	3,264	1,005	619	1,640	1,439	2,747	583	2,164	20
5,628	19,384	37,165	15,282	6,612	15,271	16,505	20,002	5,194	14,808	21
1,416	7,729	13,237	4,589	2,242	6,406	5,126	9,168	1,899	7,269	22
1,881	5,565	15,963	6,172	2,589	7,202	8,474	8,541	1,909	6,632	23
694	2,141	4,514	1,783	997	1,734	2,304	2,143	603	1,540	24
678	3,127	5,587	2,380	1,016	2,191	2,128	2,872	865	2,007	25
922	2,556	4,882	1,931	985	1,966	1,645	2,630	752	1,878	26
424	2,032	2,682	1,170	438	1,074	687	1,682	446	1,236	27
637	2,951	2,774	1,463	439	872	958	1,763	527	1,236	28
392	1,012	763	383	148	232	309	371	92	279	29
3,975	..	3,059	3,321	3,147	..	2,568	3,092	3,256	..	30
4,444	17,624	32,762	11,686	4,869	16,207	19,976	17,145	4,037	13,108	31
3,100	13,442	24,479	7,939	3,494	13,046	15,166	13,518	2,997	10,521	32
1,344	4,182	8,283	3,747	1,375	3,161	4,810	3,627	1,040	2,587	33
2,807	11,359	20,163	7,104	3,192	9,867	8,535	11,493	2,687	8,806	34
1,255	3,835	7,516	3,562	1,296	2,658	3,332	3,187	960	2,227	35
789	2,828	7,678	2,625	1,101	3,952	4,407	4,023	887	3,136	36
607	1,976	4,791	1,679	885	2,227	2,469	1,994	481	1,513	37
784	2,813	5,222	2,101	913	2,208	2,248	2,857	722	2,135	38
1,082	4,307	6,732	2,735	1,148	2,849	1,796	3,849	1,005	2,844	39
703	2,904	2,236	1,187	343	706	562	1,405	403	1,002	40
4,836	..	3,641	4,068	3,777	..	3,002	3,699	3,967	..	41
2,317	..	1,900	2,035	1,856	..	1,630	1,682	1,857	..	42

¹ Comprend la partie de Burlington située dans le comté de Wentworth.

TABLE 3. Market Research Statistics by Counties and Census Divisions and for Incorporated Places of 10,000 Population and Over, 1961 - Continued

No.		Ontario				
		Haldimand	Haliburton	Halton		
		Total	Total	Burlington ¹	Georgetown	
HOUSING - HABITATION						
1	Occupied dwellings - Logements occupés	7,711	2,523	27,557	12,299	2,647
2	Single detached - Individuels isolés	6,244	2,344	22,981	10,253	2,043
3	Single attached - Individuels attenants	675	121	1,323	367	299
4	Apartment or flat - Appartements ou plain-pied	792	..	3,218	1,669	305
5	Dwellings in need of major repair - Logements ayant besoin de réparations importantes	483	158	524	248	..
	Dwellings with - Éléments de confort:					
6	Mechanical refrigerator - Réfrigérateur mécanique	7,445	2,319	27,250	12,215	2,618
7	Home freezer - Congélateur ménager	1,949	596	4,998	2,300	428
8	One passenger car - Une automobile	5,480	1,845	19,973	8,681	2,026
9	Two or more passenger cars - Deux automobiles ou plus	960	134	4,632	2,729	285
MERCHANDISING AND SERVICES - COMMERCE ET SERVICES						
	Retail trade - Commerce de détail:					
10	Number of stores - Nombre de magasins	325	121	741	263	95
11	Sales - Ventes	\$'000 21,571.5	7,462.9	90,443.3	40,284.9	8,871.6
12	Food group - Groupe des aliments	6,246.8	1,578.2	28,549.7	14,012.9	..
13	General merchandise group - Groupe des marchandises en général	1,706.6	1,561.1	4,229.1	966.3	..
14	Automotive group - Groupe de l'automobile	8,601.2	2,238.9	30,913.3	15,447.4	..
15	Apparel and accessories group - Groupe des vêtements et accessoires	1,293.1	312.8	5,559.1	1,881.0	..
16	Hardware and home furnishings group - Quincaillerie et fournitures de maison	1,863.4	402.2	6,145.9	1,949.7	..
17	Other retail stores group - Groupe des autres magasins de détail	1,860.4	1,369.7	15,046.2	6,027.6	..
	Wholesale trade - Commerce de gros:					
18	Number of locations - Nombre de locaux	72	5	101	43	10
19	Sales - Ventes	\$'000 9,926.1	1,035.3	31,276.6	15,311.9	1,316.5
	Service trade - Commerce de services:					
20	Number of locations - Nombre de locaux	160	162	364	143	34
21	Receipts - Recettes	\$'000 2,428.9	2,524.8	11,306.2	5,955.6	831.8
MANUFACTURING - FABRICATION						
22	Number of establishments - Nombre d'établissements	41	15	218	62	28
23	Selling value of factory shipments - Valeur de vente des expéditions de la fabrique	\$'000 30,528.4	1,541.6	406,656.2	41,670.3	22,160.7
24	Value added by manufacturing - Valeur ajoutée par la fabrication	\$'000 13,691.1	750.2	145,335.0	17,663.2	9,852.1
AGRICULTURE						
25	Number of census farms - Nombre de fermes de recensement	2,070	228	1,338
26	Capital value (land and buildings) - Valeur foncière (terre et bâtiments)	\$'000 37,971.8	1,990.9	56,168.2
27	Commercial farms - Fermes commerciales	1,502	63	996
	Value of products sold - Valeur des produits vendus:					
28	\$ 1,200 - \$2,499	397	39	179
29	2,500 - 4,999	417	19	216
30	5,000 - 9,999	404	2	287
31	10,000 and over - et plus	284	3	314
32	Number of part-time farms - Nombre de fermes à temps partiel	235	59	107
33	Other farms (including institutional farms) - Autres fermes (y compris fermes d'institution)	333	106	235

¹ Includes that part of Burlington which is in Wentworth County.

TABLEAU 3. Statistique relative aux études de marché par comté ou division de recensement et localité constituée de 10.000 habitants et plus, 1961 - suite

Ontario											
Halton		Hastings				Huron	Kenora				N°
Oakville	Remainder - Autres	Total	Belleville	Trenton	Remainder - Autres	Total	Total	Kenora	Remainder - Autres		
2,894	12,564	24,576	8,563	3,558	12,455	14,786	12,401	2,976	9,425	1	
2,128	11,238	18,262	5,697	2,328	10,237	12,644	10,610	2,280	8,330	2	
101	576	2,952	1,010	452	1,490	884	456	3	
665	720	3,177	1,856	778	543	1,158	1,097	600	497	4	
..	..	1,770	572	278	920	721	1,289	243	1,046	5	
2,873	12,367	23,446	8,483	3,458	11,505	14,136	9,690	2,858	6,832	6	
334	2,545	4,093	884	506	2,703	2,968	2,576	598	1,978	7	
1,896	9,231	18,148	5,939	2,659	9,550	11,249	7,178	2,027	5,151	8	
393	2,087	1,496	620	120	756	1,017	384	9	
198	185	885	294	129	462	599	407	103	304	10	
28,340.5	12,946.3	91,983.9	44,615.1	18,684.5	28,664.3	40,241.4	46,523.2	17,122.7	29,400.5	11	
..	..	24,653.8	11,353.9	10,728.4	11,909.9	12	
..	..	10,627.4	4,589.7	4,739.6	10,692.7	13	
..	..	31,580.9	14,836.5	13,525.6	10,965.6	14	
..	..	5,886.4	3,671.6	2,704.2	2,614.0	15	
..	..	6,597.7	3,443.4	4,228.2	1,964.0	16	
..	..	12,637.7	6,720.0	4,315.4	8,177.0	17	
20	45	152	70	20	62	127	62	21	41	18	
10,594.2	10,385.3	54,196.4	39,738.6	4,775.6	9,682.2	29,708.7	15,313.1	5,914.8	9,398.3	19	
117	70	462	163	67	232	257	558	104	454	20	
4,287.5	231.3	10,900.2	5,315.2	2,110.7	3,474.3	3,758.9	13,388.9	3,552.1	9,836.8	21	
62	74	194	58	30	106	117	47	13	34	22	
282,705.2	63,576.3	112,936.0	50,233.9	27,364.6	35,337.5	31,256.5	59,904.7	22,017.4	37,887.3	23	
95,281.5	24,566.0	80,778.4	28,624.8	13,537.4	18,616.2	11,161.1	25,882.3	11,735.7	14,146.6	24	
..	..	2,603	5,052	238	25	
..	..	27,127.0	84,408.0	2,723.5	26	
..	..	1,608	4,358	130	27	
..	..	536	679	37	28	
..	..	563	1,267	42	29	
..	..	375	1,489	40	30	
..	..	134	923	11	31	
..	..	348	229	41	32	
..	..	647	465	67	33	

¹ Comprend la partie de Burlington située dans le comté de Wentworth.

TABLE 3. Market Research Statistics by Counties and Census Divisions and for Incorporated Places
of 10,000 Population and Over, 1961 - Continued

No.		Ontario					
		Kent			Lambton		
		Total	Chatham	Remainder - Autres	Total	Sarnia	Remainder - Autres
POPULATION							
1	Total	89,427	29,826	59,601	102,131	50,976	51,155
2	Male - Hommes	44,942	14,604	30,338	51,845	25,365	26,480
3	Female - Femmes	44,485	15,222	29,263	50,286	25,611	24,675
4	Rural farm - Rurale agricole	18,260	-	18,260	16,738	-	16,738
5	Male - Hommes	9,650	-	9,650	8,891	-	8,891
6	Female - Femmes	8,610	-	8,610	7,847	-	7,847
7	Rural non-farm - Rurale non agricole	20,351	-	20,351	16,911	-	16,911
8	Male - Hommes	10,296	-	10,296	8,852	-	8,852
9	Female - Femmes	10,055	-	10,055	8,059	-	8,059
10	Urban - Urbaine	50,816	29,826	20,990	68,482	50,976	17,506
11	Male - Hommes	24,996	14,604	10,392	34,102	25,365	8,737
12	Female - Femmes	25,820	15,222	10,598	34,380	25,611	8,769
Age groups - Groupes d'âge:							
13	0 - 9	20,776	6,662	14,114	25,146	12,818	12,328
14	10 - 14	8,947	2,947	6,000	10,419	5,167	5,252
15	15 - 19	7,018	2,296	4,722	7,572	3,428	4,144
16	20 - 64	44,487	15,295	29,192	50,933	26,394	24,539
17	65 and over - et plus	8,199	2,626	5,573	8,061	3,169	4,892
Language - Langue:							
18	English only - Anglais seulement	82,838	28,164	54,674	96,255	46,701	49,554
19	French only - Français seulement	369	80	289	371	271	100
20	English and French - Anglais et français	5,845	1,430	4,415	4,943	3,588	1,355
Income data from a 20 per cent sample of private non-farm households - Revenu d'un échantillon de 20 pour-cent des ménages non agricoles privés:							
21	Population, 15 years of age and over, with income - Population, âgée de 15 ans et plus, avec revenu	34,638	14,783	19,855	39,447	24,028	15,419
22	Population, 15 years of age and over, without income - Population, âgée de 15 ans et plus, sans revenu	10,983	4,434	6,549	13,867	8,157	5,710
Income - Revenu:							
23	Under \$2,000 - Moins de \$2,000	16,603	6,536	10,067	15,954	8,995	6,959
24	\$ 2,000 - \$2,999	4,544	1,784	2,760	4,229	2,354	1,875
25	3,000 - 3,999	5,159	2,031	3,128	4,454	2,476	1,978
26	4,000 - 4,999	3,555	1,965	1,590	4,518	2,912	1,606
27	5,000 - 5,999	2,046	1,066	980	4,173	2,799	1,374
28	6,000 - 9,999	2,106	1,051	1,055	5,078	3,792	1,286
29	10,000 and over - et plus	625	350	275	1,041	700	341
30	Average income per individual - Revenu moyen par personne	\$ 2,725	3,001	..	3,426	3,691	..
LABOUR FORCE - MAIN-D'OEUVRE							
31	Total	32,247	11,334	20,913	36,806	18,655	18,151
32	Male - Hommes	23,868	7,734	16,134	27,637	13,427	14,210
33	Female - Femmes	8,379	3,600	4,779	9,169	5,228	3,941
Wage and salary earners - Employés à salaire et à traitement:							
34	Male - Hommes	16,254	6,751	9,503	21,204	12,259	8,945
35	Female - Femmes	7,187	3,358	3,829	7,900	4,900	3,000
Earnings - Gain:							
36	Under \$2,000 - Moins de \$2,000	8,208	3,014	5,194	8,064	4,060	4,004
37	\$2,000 - \$2,999	3,792	1,478	2,314	3,876	1,947	1,929
38	3,000 - 3,999	4,588	1,965	2,623	4,035	2,191	1,844
39	4,000 - 5,999	4,624	2,488	2,136	7,843	5,143	2,700
40	6,000 and over - et plus	1,312	748	564	4,299	3,254	1,045
Average earnings - Gain moyen:							
41	Male - Hommes	\$ 3,298	3,729	..	4,175	4,662	..
42	Female - Femmes	\$ 1,647	1,753	..	1,838	1,947	..

TABLEAU 3. Statistique relative aux études de marché par comté ou division de recensement et localité constituée de 10,000 habitants et plus, 1961 - suite

Ontario												No
Lanark	Leeds			Lennox & Addington	Lincoln			Manitoulin	Middlesex			
Total	Total	Brockville	Remainder - Autres	Total	Total	St. Catharines	Remainder - Autres	Total	Total	London	Remainder - Autres	
40,313	46,889	17,744	29,145	23,717	126,674	84,472	42,202	11,176	221,422	169,569	51,853	1
20,216	23,446	8,530	14,916	12,245	63,326	41,922	21,404	5,826	109,422	82,618	26,804	2
20,097	23,443	9,214	14,229	11,472	63,348	42,550	20,798	5,350	112,000	86,951	25,049	3
7,595	8,318	-	8,318	7,210	12,180	-	12,180	2,973	19,148	-	19,148	4
4,107	4,474	-	4,474	3,918	6,405	-	6,405	1,629	10,234	-	10,234	5
3,488	3,844	-	3,844	3,292	5,775	-	5,775	1,344	8,914	-	8,914	8
9,692	14,716	-	14,716	12,007	19,625	-	19,625	6,676	20,738	-	20,738	7
5,116	7,448	-	7,448	6,147	9,866	-	9,866	3,464	10,694	-	10,694	8
4,576	7,268	-	7,268	5,860	9,759	-	9,759	3,212	10,044	-	10,044	9
23,026	23,855	17,744	6,111	4,500	94,869	84,472	10,397	1,527	181,536	169,569	11,967	10
10,993	11,524	8,530	2,994	2,180	47,055	41,922	5,133	733	88,494	82,618	5,876	11
12,033	12,331	9,214	3,117	2,320	47,814	42,550	5,264	794	93,042	86,951	6,091	12
8,561	9,699	3,565	6,134	5,721	28,662	18,906	9,756	2,809	48,815	36,482	12,333	13
4,457	4,355	1,555	2,800	2,461	12,513	8,167	4,346	1,287	20,274	14,844	5,430	14
3,433	3,514	1,319	2,195	1,796	9,266	6,044	3,222	949	15,610	11,615	3,995	15
19,143	24,125	9,727	14,398	11,286	65,842	44,854	20,988	5,020	116,740	91,671	25,069	16
4,719	5,196	1,578	3,618	2,453	10,391	6,501	3,890	1,111	19,983	14,957	5,026	17
38,657	44,767	16,716	28,051	23,334	120,224	79,733	40,491	10,814	213,132	162,535	50,597	18
267	244	58	186	15	231	185	46	19	216	173	43	19
1,127	1,765	897	868	355	4,989	3,906	1,083	126	6,690	5,859	831	20
15,662	18,803	9,411	9,392	7,323	54,469	40,446	14,023	3,728	101,884	86,321	15,563	21
4,614	5,875	2,893	2,982	2,903	19,417	14,450	4,967	1,148	27,936	23,195	4,741	22
7,055	8,039	3,427	4,612	3,477	21,343	15,443	5,900	2,388	38,918	31,789	7,129	23
2,814	2,683	1,304	1,379	1,015	6,144	4,320	1,824	487	16,314	13,843	2,471	24
2,521	3,134	1,658	1,476	1,005	7,804	5,901	1,903	365	16,696	14,261	2,435	25
1,289	2,232	1,204	1,028	862	8,308	6,484	1,824	192	11,895	10,369	1,526	26
713	1,102	712	390	456	5,025	3,934	1,091	88	7,322	6,471	851	27
918	1,166	796	370	375	4,513	3,358	1,155	155	7,788	6,987	801	28
352	447	310	137	133	1,332	1,006	326	53	2,951	2,601	350	29
2,855	2,987	3,428	..	2,745	3,268	3,342	..	2,949	3,225	3,309	..	30
13,951	17,046	7,250	9,796	7,553	46,631	31,381	15,250	3,240	88,969	69,716	19,253	31
9,972	12,271	4,861	7,410	6,080	33,858	22,583	11,275	2,463	60,096	45,532	14,564	32
3,979	4,775	2,389	2,386	1,473	12,773	8,798	3,975	777	28,873	24,184	4,689	33
7,305	9,329	4,386	4,943	4,311	28,434	20,323	8,111	1,466	49,581	40,919	8,662	34
3,553	4,241	2,292	1,949	1,228	10,988	8,147	2,841	558	26,644	23,030	3,614	35
3,313	3,790	1,407	2,383	1,798	9,988	6,625	3,363	961	19,587	15,168	4,419	36
2,687	2,526	1,121	1,405	852	5,255	3,559	1,696	335	14,949	12,507	2,442	37
2,258	3,088	1,643	1,445	1,109	7,365	5,432	1,933	308	15,804	13,332	2,472	38
1,545	2,677	1,596	1,081	1,226	11,982	9,265	2,717	217	15,950	14,004	1,946	39
618	839	562	257	276	3,719	2,790	929	68	6,706	6,134	572	40
3,205	3,454	3,998	..	3,171	3,978	4,130	..	2,468	3,850	4,011	..	41
1,954	1,995	2,205	..	1,691	1,906	1,951	..	1,584	2,042	2,105	..	42

TABLE 3. Market Research Statistics by Counties and Census Divisions and for Incorporated Places of 10,000 Population and Over, 1961 - Continued

No.		Ontario					
		Kent			Lambton		
		Total	Chatham	Remainder - Autres	Total	Samia	Remainder - Autres
HOUSING - HABITATION							
1	Occupied dwellings - Logements occupés	25,133	8,530	16,603	27,535	13,710	13,825
2	Single detached - Individuels isolés	20,875	5,839	15,036	23,446	10,873	12,573
3	Single attached - Individuels attenants	1,211	677	534	862	460	402
4	Apartment or flat - Appartements ou plain-pied	2,996	2,009	987	3,148	2,352	796
5	Dwellings in need of major repair - Logements ayant besoin de réparations importantes	1,576	461	1,115	1,363	442	921
	Dwellings with - Éléments de confort:						
6	Mechanical refrigerator - Réfrigérateur mécanique	24,375	8,262	16,113	26,696	13,532	13,164
7	Home freezer - Congélateur ménager	4,117	770	3,347	4,808	1,876	2,932
8	One passenger car - Une automobile	18,123	5,650	12,473	20,179	10,003	10,176
9	Two or more passenger cars - Deux automobiles ou plus	2,183	677	1,506	2,932	1,423	1,509
MERCHANDISING AND SERVICES - COMMERCE ET SERVICES							
	Retail trade - Commerce de détail:						
10	Number of stores - Nombre de magasins	940	363	577	873	417	456
11	Sales - Ventes	\$'000					
12	Food group - Groupe des aliments	83,829.6	43,496.7	40,332.9	88,901.8	59,699.7	29,202.1
13	General merchandise group - Groupe des marchandises en général	22,652.3	23,604.3	16,088.5	7,515.8
14	Automotive group - Groupe de l'automobile	8,416.2	11,908.4	9,433.0	2,475.4
15	Apparel and accessories group - Groupe des vêtements et accessoires	26,547.2	26,852.2	15,055.5	11,796.7
16	Hardware and home furnishings group - Quincaillerie et fournitures de maison	5,928.5	5,735.1	4,683.2	1,051.9
17	Other retail stores group - Groupe des autres magasins de détail	8,025.0	7,584.7	5,706.8	1,877.9
	Wholesale trade - Commerce de gros:						
18	Number of locations - Nombre de locaux	212	78	134	179	58	121
19	Sales - Ventes	\$'000					
	Service trade - Commerce de services:						
20	Number of locations - Nombre de locaux	517	180	337	479	211	268
21	Receipts - Recettes	\$'000					
	MANUFACTURING - FABRICATION						
22	Number of establishments - Nombre d'établissements	179	73	106	131	53	78
23	Selling value of factory shipments - Valeur de vente des expéditions de la fabrique	\$'000					
24	Value added by manufacturing - Valeur ajoutée par la fabrication	\$'000					
	AGRICULTURE						
25	Number of census farms - Nombre de fermes de recensement	4,759	4,206
26	Capital value (land and buildings) - Valeur foncière (terre et bâtiments)	\$'000					
27	Commercial farms - Fermes commerciales	4,155	3,177
	Value of products sold - Valeur des produits vendus:						
28	\$ 1,200 - \$2,499	596	845
29	2,500 - 4,999	1,121	1,045
30	5,000 - 9,999	1,361	808
31	10,000 and over - et plus	1,077	479
32	Number of part-time farms - Nombre de fermes à temps partiel	178	348
33	Other farms (including institutional farms) - Autres fermes (y compris fermes d'institution)	426	681

TABLEAU 3. Statistique relative aux études de marché par comté ou division de recensement et localité constituée de 10,000 habitants et plus, 1961 - suite

Ontario												
Lanark	Leeds			Lennox & Addington	Lincoln			Manitoulin	Middlesex			
Total	Total	Brockville	Remainder - Autres	Total	Total	St. Catharines	Remainder - Autres	Total	Total	London	Remainder - Autres	Nº
10,604	12,507	5,040	7,467	6,296	34,585	23,287	11,298	2,840	61,284	47,428	13,856	1
7,802	9,348	2,961	6,387	5,235	27,945	18,093	9,852	2,611	43,363	31,133	12,230	2
1,404	1,399	782	617	693	1,662	1,127	535	..	2,933	2,262	671	3
1,383	1,716	1,297	419	334	4,922	4,031	891	149	14,763	13,862	901	4
498	895	279	616	461	1,256	696	560	333	2,420	1,443	977	5
9,882	11,886	4,969	6,917	5,839	33,974	22,959	11,015	2,260	59,960	46,796	13,164	6
1,620	2,295	494	1,801	1,432	5,059	2,672	2,387	791	8,620	5,270	3,350	7
7,433	8,817	3,471	5,346	4,514	24,199	16,149	8,050	1,737	40,590	30,509	10,081	8
626	927	399	528	376	4,245	2,576	1,669	..	7,000	5,273	1,727	9
420	481	189	292	219	1,119	788	331	133	1,801	1,349	452	10
36,019.8	47,966.9	28,217.9	19,749.0	15,855.7	116,225.4	93,309.1	22,916.3	7,908.9	264,909.4	238,211.7	26,697.7	11
8,919.5	10,872.2	3,889.2	34,214.4	27,419.4	6,795.0	1,615.9	54,208.7	48,431.6	5,777.1	12
3,546.7	6,264.7	2,298.0	10,428.4	9,094.2	1,334.2	1,944.3	33,676.1	30,526.7	3,149.4	13
11,905.8	14,293.2	5,691.3	35,860.4	26,943.0	8,917.4	2,358.6	104,617.0	93,126.0	11,491.0	14
2,621.6	2,699.9	800.6	8,691.9	7,992.2	699.7	362.3	18,937.3	17,949.3	988.0	15
2,898.4	4,048.7	871.4	9,829.2	8,373.3	1,455.9	506.1	18,125.0	15,491.4	2,633.6	16
6,127.8	9,788.2	2,305.2	17,201.1	13,487.0	3,714.1	1,121.7	35,345.3	32,686.7	2,658.6	17
66	85	37	48	26	165	96	69	19	373	264	109	18
11,375.6	21,678.3	15,929.7	5,748.6	4,733.8	49,481.3	36,311.2	13,170.1	4,262.5	245,415.5	212,305.1	33,110.4	19
194	289	94	195	120	619	446	173	129	1,042	833	209	20
4,533.2	6,408.1	2,991.3	3,416.8	1,880.4	18,495.0	13,834.6	4,660.4	1,180.5	39,676.6	35,981.1	3,695.5	21
106	89	38	51	41	222	152	70	17	380	279	101	22
38,041.8	74,057.8	58,205.9	15,851.9	27,622.1	208,175.2	193,892.5	14,282.7	1,088.8	323,940.9	279,501.1	44,439.8	23
19,418.1	27,840.2	21,100.4	6,739.8	12,848.8	103,935.6	99,793.0	4,142.6	272.9	172,255.6	145,418.4	26,837.2	24
1,840	1,936	1,548	3,238	728	4,966	25
18,867.6	20,921.3	18,635.6	93,612.6	6,961.6	116,071.2	26
1,185	1,331	1,055	2,128	497	3,920	27
417	431	398	563	202	728	28
446	530	390	532	208	1,095	29
227	288	212	546	64	1,081	30
95	82	55	487	23	1,016	31
206	176	178	427	78	335	32
449	429	315	683	153	711	33

TABLE 3. Market Research Statistics by Counties and Census Divisions and for Incorporated Places of 10,000 Population and Over, 1961 - Continued

No.		Ontario				Total
		Muskoka	Nipissing		Norfolk	
			Total	North Bay		
POPULATION						
1	Total	26,705	70,568	23,781	46,787	50,475
2	Male - Hommes	13,441	36,184	11,778	24,406	25,675
3	Female - Femmes	13,264	34,384	12,003	22,381	24,800
4	Rural farm - Rurale agricole	1,560	5,184	-	5,184	14,621
5	Male - Hommes	859	2,781	-	2,781	7,805
6	Female - Femmes	701	2,403	-	2,403	6,816
7	Rural non-farm - Rurale non agricole	15,952	22,237	-	22,237	18,388
8	Male - Hommes	8,084	11,836	-	11,836	9,409
9	Female - Femmes	7,868	10,401	-	10,401	8,979
10	Urban - Urbaine	9,193	43,147	23,781	19,366	17,466
11	Male - Hommes	4,498	21,567	11,778	9,789	8,461
12	Female - Femmes	4,695	21,580	12,003	9,577	9,005
Age groups - Groupes d'âge:						
13	0-9	5,609	19,100	5,564	13,536	11,216
14	10-14	2,751	7,695	2,267	5,428	5,016
15	15-19	1,973	5,732	1,827	3,905	4,052
16	20-64	13,156	33,681	12,309	21,372	25,826
17	65 and over - et plus	3,216	4,360	1,814	2,546	4,365
Language - Langue:						
18	English only - Anglais seulement	25,672	41,594	18,072	23,522	48,744
19	French only - Français seulement	40	6,168	292	5,876	51
20	English and French - Anglais et français	761	22,277	5,226	17,051	1,183
Income data from a 20 per cent sample of private non-farm households - Revenu d'un échantillon de 20 pour-cent des ménages non agricoles privés:						
21	Population, 15 years of age and over, with income - Population, âgée de 15 ans et plus, avec revenu	12,075	26,216	11,696	14,520	18,744
22	Population, 15 years of age and over, without income - Population, âgée de 15 ans et plus, sans revenu	4,077	11,494	3,825	7,669	5,029
Income - Revenu:						
23	Under \$2,000 - Moins de \$2,000	6,557	10,663	4,518	6,145	9,877
24	\$2,000 - \$2,999	1,878	3,342	1,574	1,768	3,007
25	3,000 - 3,999	1,559	4,215	1,905	2,310	2,502
26	4,000 - 4,999	928	3,374	1,494	1,880	1,301
27	5,000 - 5,999	492	1,964	899	1,065	779
28	6,000 - 9,999	507	2,118	991	1,127	940
29	10,000 and over - et plus	154	540	315	225	338
30	Average income per individual - Revenu moyen par personne	\$ 2,311	3,108	3,272	..	2,499
LABOUR FORCE - MAIN-D'OEUVRE						
31	Total	9,068	22,324	8,684	13,640	19,504
32	Male - Hommes	6,814	16,991	6,125	10,866	13,818
33	Female - Femmes	2,254	5,333	2,559	2,774	5,686
Wage and salary earners - Employés à salaire et à traitement:						
34	Male - Hommes	5,142	14,630	5,555	9,075	8,879
35	Female - Femmes	1,833	4,846	2,398	2,448	4,077
Earnings - Gain:						
36	Under \$2,000 - Moins de \$2,000	2,800	5,129	1,640	3,489	6,093
37	\$2,000 - \$2,999	1,516	3,145	1,225	1,920	2,432
38	3,000 - 3,999	1,225	3,735	1,577	2,158	2,042
39	4,000 - 5,999	907	4,550	2,014	2,536	1,577
40	6,000 and over - et plus	262	1,734	903	831	487
Average earnings - Gain moyen:						
41	Male - Hommes	\$ 2,767	3,625	4,095	..	2,719
42	Female - Femmes	1,543	1,916	2,145	..	1,386

TABLEAU 3. Statistique relative aux études de marché par comté ou division de recensement et localité constituée de 10,000 habitants et plus, 1961 - suite

Ontario										N ^o
Northumberland			Ontario				Oxford			
Total	Cobourg	Remainder — Autres	Total	Oshawa	Whitby	Remainder — Autres	Total	Woodstock	Remainder — Autres	
41,892	10,646	31,246	133,895	62,415	14,685	58,795	70,499	20,486	50,013	1
21,066	5,054	16,012	68,783	31,247	7,241	30,295	35,465	9,900	25,565	2
20,826	5,592	15,234	67,112	31,168	7,444	28,500	35,034	10,586	24,448	3
9,305	—	9,305	10,740	—	—	10,740	16,514	—	16,514	4
5,025	—	5,025	5,930	—	—	5,930	8,822	—	8,822	5
4,280	—	4,280	4,810	—	—	4,810	7,692	—	7,692	6
14,724	—	14,724	17,428	—	—	17,428	17,760	—	17,760	7
7,475	—	7,475	8,990	—	—	8,990	9,069	—	9,069	8
7,249	—	7,249	8,438	—	—	8,438	8,691	—	8,691	9
17,863	10,646	7,217	107,727	62,415	14,685	30,627	36,225	20,486	15,739	10
8,566	5,054	3,512	53,863	31,247	7,241	15,375	17,574	9,900	7,674	11
9,297	5,592	3,705	53,864	31,168	7,444	15,252	18,651	10,586	8,065	12
9,236	2,240	6,996	33,238	14,695	3,218	15,325	15,494	4,421	11,073	13
4,556	1,252	3,304	13,255	5,699	1,189	6,367	6,935	1,970	4,965	14
3,079	710	2,369	8,995	4,059	900	4,036	5,195	1,425	3,770	15
20,212	5,344	14,868	70,158	33,919	7,941	28,298	35,788	10,665	25,123	16
4,809	1,100	3,709	10,249	4,043	1,437	4,769	7,087	2,005	5,082	17
40,896	10,281	30,615	130,804	59,374	14,280	57,150	68,918	20,000	48,918	18
28	4	24	219	148	10	61	86	30	56	19
830	311	519	4,065	2,317	340	1,408	1,098	347	751	20
15,567	4,935	10,632	56,908	30,208	5,638	21,062	27,277	10,950	16,327	21
4,782	1,401	3,381	21,065	10,833	2,260	7,972	7,531	3,153	4,378	22
7,316	1,932	5,384	20,084	10,096	1,730	8,258	12,416	4,502	7,914	23
2,080	573	1,507	6,326	2,896	665	2,765	3,984	1,606	2,378	24
2,523	869	1,654	8,355	4,383	901	3,071	4,365	1,833	2,532	25
1,747	773	974	10,077	6,074	1,035	2,968	3,086	1,428	1,658	26
848	382	466	5,867	3,378	601	1,888	1,510	774	736	27
823	351	472	5,044	2,758	584	1,702	1,395	569	826	28
230	75	155	1,155	623	122	410	521	238	283	29
2,709	3,055	..	3,383	3,536	3,514	..	2,770	2,936	..	30
14,463	3,761	10,702	48,773	24,246	4,742	19,785	26,146	8,098	18,048	31
10,796	2,514	8,282	36,575	17,836	3,373	15,366	19,027	5,456	13,571	32
3,667	1,247	2,420	12,196	6,410	1,369	4,419	7,119	2,642	4,477	33
7,556	2,231	5,325	31,301	16,619	2,987	11,695	13,334	4,835	8,499	34
3,151	1,157	1,994	11,197	6,056	1,291	3,850	6,192	2,488	3,704	35
3,390	749	2,641	8,914	4,339	799	3,776	6,285	1,733	4,552	36
1,992	806	1,386	5,417	2,419	627	2,371	3,829	1,471	2,358	37
2,484	903	1,581	8,485	4,514	919	3,056	4,198	1,690	2,508	38
1,999	836	1,163	14,579	8,666	1,312	4,601	3,564	1,641	1,923	39
511	203	308	4,113	2,294	482	1,337	914	487	427	40
3,234	3,801	..	4,083	4,248	4,259	..	3,275	3,787	..	41
1,828	2,079	..	2,075	2,105	2,195	..	1,792	2,021	..	42

TABLE 3. Market Research Statistics by Counties and Census Divisions and for Incorporated Places of 10,000 Population and Over, 1961 - Continued

No.		Ontario				Total
		Muskoka	Nipissing		Norfolk	
			Total	North Bay		
HOUSING - HABITATION						
1	Occupied dwellings - Logements occupés	7,535	16,170	6,135	10,035	14,081
2	Single detached - Individuels isolés	6,741	12,263	3,956	8,307	11,898
3	Single attached - Individuels attenants	255	1,281	510	771	603
4	Apartment or flat - Appartements ou plain-pied	524	2,463	1,669	794	1,535
5	Dwellings in need of major repair - Logements ayant besoin de réparations importantes	619	1,561	345	1,216	960
6	Dwellings with - Éléments de confort:					
7	Mechanical refrigerator - Réfrigérateur mécanique	7,062	15,028	5,954	9,074	13,492
8	Home freezer - Congélateur ménager	1,384	2,396	573	1,823	3,361
9	One passenger car - Une automobile	4,874	10,573	4,023	6,550	10,627
	Two or more passenger cars - Deux automobiles ou plus	395	865	386	479	1,059
MERCHANDISING AND SERVICES - COMMERCE ET SERVICES						
Retail trade - Commerce de détail:						
10	Number of stores - Nombre de magasins	392	549	229	320	561
11	Sales - Ventes	\$'000 30,521.7	65,419.5	39,657.3	25,762.2	43,761.4
12	Food group - Groupe des aliments	" 8,332.5	16,324.7	" ..	" ..	11,693.4
13	General merchandise group - Groupe des marchandises en général	" 4,219.9	10,441.9	" ..	" ..	4,169.2
14	Automotive group - Groupe de l'automobile	" 8,771.3	19,179.2	" ..	" ..	14,404.9
15	Apparel and accessories group - Groupe des vêtements et accessoires	" 1,385.5	5,001.6	" ..	" ..	3,218.7
16	Hardware and home furnishings group - Quincaillerie et fournitures de maison	" 1,792.9	4,249.3	" ..	" ..	4,247.2
17	Other retail stores group - Groupe des autres magasins de détail	" 6,019.6	10,222.8	" ..	" ..	6,028.0
Wholesale trade - Commerce de gros:						
18	Number of locations - Nombre de locaux	34	94	66	28	103
19	Sales - Ventes	\$'000 7,476.7	35,357.6	31,784.1	3,573.5	59,317.6
Service trade - Commerce de services:						
20	Number of locations - Nombre de locaux	411	511	147	364	272
21	Receipts - Recettes	\$'000 10,198.5	12,559.5	5,748.7	6,810.8	5,470.8
MANUFACTURING - FABRICATION						
22	Number of establishments - Nombre d'établissements	63	80	32	48	83
23	Selling value of factory shipments - Valeur de vente des expéditions de la fabrique	\$'000 6,858.1	37,813.6	8,459.3	29,354.3	80,645.4
24	Value added by manufacturing - Valeur ajoutée par la fabrication	\$'000 2,873.5	20,242.8	4,134.6	16,108.2	18,547.2
AGRICULTURE						
25	Number of census farms - Nombre de fermes de recensement	391	811	3,311
26	Capital value (land and buildings) - Valeur foncière (terre et bâtiments)	\$'000 4,591.7	8,056.9	170,558.2
27	Commercial farms - Fermes commerciales	195	461	2,769
Value of products sold - Valeur des produits vendus:						
28	\$ 1,200 - \$2,499	86	174	246
29	2,500 - 4,999	63	139	290
30	5,000 - 9,999	37	121	301
31	10,000 and over - et plus	9	27	1,932
32	Number of part-time farms - Nombre de fermes à temps partiel	71	104	141
33	Other farms (including institutional farms) - Autres fermes (y compris fermes d'institution)	125	246	401

TABLEAU 3. Statistique relative aux études de marché par comté ou division de recensement et localité constituée de 10,000 habitants et plus, 1961 — suite

Ontario										N°
Northumberland			Ontario				Oxford			
Total	Cobourg	Remainder — Autres	Total	Oshawa	Whitby	Remainder — Autres	Total	Woodstock	Remainder — Autres	
11,451	2,725	8,726	35,796	17,133	3,304	15,359	19,451	6,051	13,400	1
9,396	1,750	7,646	29,544	13,617	2,360	13,567	15,093	4,173	10,920	2
878	439	439	2,196	844	318	1,034	1,643	645	998	3
1,126	531	595	3,996	2,672	571	753	2,685	1,233	1,452	4
816	192	624	1,598	418	231	949	1,245	307	938	5
11,007	2,689	8,318	34,857	16,937	3,279	14,641	18,924	5,913	13,011	6
2,244	210	2,034	6,039	2,102	466	3,471	3,944	847	3,097	7
8,114	1,847	6,267	26,104	12,254	2,469	11,381	14,463	4,276	10,187	8
1,042	176	866	3,592	1,625	302	1,665	1,678	434	1,244	9
444	130	314	1,035	459	108	468	706	213	493	10
30,835.8	13,659.4	17,176.4	124,651.5	76,415.0	13,415.9	34,820.6	66,341.0	27,409.7	38,931.3	11
8,255.7	34,433.4	20,653.5	16,175.6	12
3,175.9	15,658.4	12,548.0	7,313.3	13
9,911.5	40,347.0	20,289.3	23,099.5	14
1,526.7	8,157.3	6,313.6	4,775.7	15
3,185.5	6,937.3	4,407.5	5,538.5	16
4,780.5	19,118.1	12,203.1	9,438.4	17
65	11	54	148	63	14	71	147	35	112	18
15,015.3	4,858.8	10,156.5	48,289.6	28,444.5	1,859.0	17,988.1	65,289.0	11,398.0	53,891.0	19
258	64	194	572	281	59	232	368	119	249	20
3,722.5	1,693.0	2,029.5	14,919.9	9,262.6	1,586.8	4,070.5	7,697.8	3,048.9	4,648.9	21
100	27	73	204	66	24	114	165	56	109	22
40,775.7	25,934.9	14,840.8	589,690.6	499,165.3	31,593.0	58,932.3	153,758.9	76,607.9	77,151.0	23
18,320.7	13,006.3	5,314.4	209,829.7	170,772.5	11,986.2	27,071.0	55,471.9	31,408.8	24,063.1	24
2,278	2,659	3,743	25
38,215.1	69,817.5	104,344.5	26
1,627	1,847	3,223	27
424	454	308	28
525	494	683	29
428	478	1,066	30
250	421	1,166	31
194	255	142	32
455	557	378	33

TABLE 3. Market Research Statistics by Counties and Census Divisions and for Incorporated Places of 10,000 Population and Over, 1961 - Continued

No.		Ontario			
		Parry Sound	Peel		
			Total	Total	Brampton
POPULATION					
1	Total	29,632	111,575	18,467	93,108
2	Male - Hommes	15,424	57,036	9,413	47,623
3	Female - Femmes	14,208	54,539	9,054	45,485
4	Rural farm - Rurale agricole	3,671	5,932	-	5,932
5	Male - Hommes	2,030	3,260	-	3,260
6	Female - Femmes	1,641	2,672	-	2,672
7	Rural non-farm - Rurale non agricole	16,613	18,654	-	18,654
8	Male - Hommes	8,753	9,549	-	9,549
9	Female - Femmes	7,860	9,105	-	9,105
10	Urban - Urbaine	9,348	86,989	18,467	68,522
11	Male - Hommes	4,641	44,227	9,413	34,814
12	Female - Femmes	4,707	42,762	9,054	33,708
Age groups - Groupes d'âge:					
13	0-9	6,832	28,784	4,480	24,304
14	10-14	3,250	11,003	1,687	9,316
15	15-19	2,458	7,372	1,347	6,025
16	20-64	14,100	58,196	9,737	48,459
17	65 and over - et plus	2,992	6,220	1,216	5,004
Language - Langue:					
18	English only - Anglais seulement	27,987	106,398	17,719	88,679
19	French only - Français seulement	54	123	23	100
20	English and French - Anglais et français	1,529	4,090	532	3,558
Income data from a 20 per cent sample of private non-farm households - Revenu d'un échantillon de 20 pour-cent des ménages non agricoles privés:					
21	Population, 15 years of age and over, with income - Population, âgée de 15 ans et plus, avec revenu	11,670	49,336	9,429	39,907
22	Population, 15 years of age and over, without income - Population, âgée de 15 ans et plus, sans revenu	4,181	16,477	2,719	13,758
Income - Revenu:					
23	Under \$2,000 - Moins de \$2,000	6,304	16,256	3,209	13,047
24	\$ 2,000- \$2,999	1,770	5,532	1,299	4,233
25	3,000- 3,999	1,467	7,100	1,537	5,563
26	4,000- 4,999	999	6,612	1,243	5,369
27	5,000- 5,999	517	4,616	907	3,709
28	6,000- 9,999	478	6,479	948	5,531
29	10,000 and over - et plus	135	2,741	286	2,455
30	Average income per individual - Revenu moyen par personne	\$ 2,327	\$ 3,931	\$ 3,427	\$..
LABOUR FORCE - MAIN-D'OEUVRE					
31	Total	9,734	42,028	7,570	34,458
32	Male - Hommes	7,510	31,319	5,420	25,899
33	Female - Femmes	2,224	10,709	2,150	8,559
Wage and salary earners - Employés à salaire et à traitement:					
34	Male - Hommes	5,581	26,772	4,906	21,866
35	Female - Femmes	1,749	9,867	2,016	7,851
Earnings - Gain:					
36	Under \$2,000 - Moins de \$2,000	3,023	7,665	1,656	6,009
37	\$2,000- \$2,999	1,391	4,829	1,080	3,749
38	3,000- 3,999	1,286	6,496	1,340	5,156
39	4,000- 5,999	1,066	9,986	1,888	8,098
40	6,000 and over - et plus	267	6,733	777	5,956
Average earnings - Gain moyen:					
41	Male - Hommes	\$ 2,738	\$ 4,745	\$ 4,125	\$..
42	Female - Femmes	\$ 1,560	\$ 2,119	\$ 1,963	\$..

TABLEAU 3. Statistique relative aux études de marché par comté ou division de recensement et localité constituée de 10,000 habitants et plus, 1961 - suite

Ontario												N ^o
Perth			Peterborough			Prescott	Prince Edward	Rainy River	Renfrew			
Total	Stratford	Remainder - Autres	Total	Peterborough	Remainder - Autres	Total	Total	Total	Pembroke	Remainder - Autres		
57,452	20,467	36,985	76,375	47,185	29,190	27,226	21,108	26,531	89,635	16,791	72,844	1
28,802	9,912	18,890	37,815	22,854	14,961	14,004	10,658	13,879	46,741	8,335	38,406	2
28,650	10,555	18,095	38,560	24,331	14,229	13,222	10,450	12,652	42,894	8,456	34,438	3
17,006	-	17,006	7,313	-	7,313	8,043	5,397	3,349	11,772	-	11,772	4
9,117	-	9,117	3,937	-	3,937	4,384	2,880	1,802	6,482	-	6,482	5
7,889	-	7,889	3,376	-	3,376	3,659	2,517	1,547	5,290	-	5,290	6
7,467	-	7,467	13,612	-	13,612	6,403	9,785	5,859	30,634	-	30,634	7
3,727	-	3,727	6,967	-	6,967	3,295	4,921	3,184	16,564	-	16,564	8
3,740	-	3,740	6,645	-	6,645	3,108	4,864	2,675	14,070	-	14,070	9
32,979	20,467	12,512	55,450	47,185	8,265	12,780	5,926	17,323	47,229	16,791	30,438	10
15,958	9,912	6,046	26,911	22,854	4,057	6,325	2,857	8,893	23,695	8,335	15,360	11
17,021	10,555	6,466	28,539	24,331	4,208	6,455	3,069	8,430	23,534	8,456	15,078	12
12,288	3,999	8,289	17,732	10,337	7,395	6,889	4,965	7,066	23,606	3,946	19,660	13
5,728	1,949	3,779	8,196	4,858	3,338	3,175	2,198	3,106	9,609	1,748	7,861	14
4,290	1,439	2,851	5,724	3,524	2,200	2,720	1,603	1,990	7,038	1,328	5,710	15
28,392	10,611	17,781	37,821	24,065	13,756	12,170	10,087	12,456	42,964	8,484	34,480	16
6,754	2,469	4,285	6,902	4,401	2,501	2,272	2,255	1,913	6,418	1,285	5,133	17
56,725	20,097	36,628	74,556	45,915	28,641	3,345	20,626	24,814	81,267	14,042	67,225	18
21	7	14	34	25	9	11,718	16	93	588	152	436	19
598	306	292	1,661	1,171	490	12,055	445	1,258	7,509	2,548	4,961	20
21,904	11,449	10,455	32,147	23,026	9,121	7,675	7,303	9,652	31,629	8,028	23,601	21
5,521	2,945	2,576	11,940	7,951	3,989	4,051	2,515	3,893	12,827	2,939	9,888	22
10,538	5,001	5,537	13,297	9,068	4,229	3,866	3,656	3,941	13,622	3,577	10,045	23
3,298	1,786	1,512	3,777	2,706	1,071	1,137	967	1,058	4,732	1,159	3,573	24
3,529	1,994	1,535	4,606	3,351	1,255	1,059	1,018	1,285	5,566	1,313	4,253	25
2,127	1,220	907	4,157	3,040	1,117	705	822	1,255	3,197	946	2,251	26
872	510	362	2,947	2,287	660	366	398	1,038	1,835	409	1,426	27
1,086	643	443	2,671	2,022	649	388	344	913	2,079	446	1,633	28
454	295	159	692	552	140	154	98	162	598	178	420	29
2,635	2,855	..	3,136	3,256	..	2,647	2,562	3,139	2,890	2,920	..	30
21,761	8,147	13,614	26,765	17,307	9,458	8,356	7,038	8,612	31,245	6,317	24,928	31
15,915	5,459	10,456	19,361	11,965	7,396	6,551	5,558	6,741	24,109	4,412	19,697	32
5,846	2,668	3,158	7,404	5,342	2,062	1,805	1,480	1,871	7,136	1,905	5,231	33
10,069	4,865	5,204	15,978	10,842	5,136	4,056	3,782	5,530	19,628	4,005	15,623	34
4,833	2,525	2,308	6,802	5,073	1,729	1,414	1,257	1,616	6,069	1,795	4,294	35
4,811	2,036	2,775	6,260	3,911	2,349	2,042	1,602	1,933	7,434	1,577	5,857	36
3,043	1,403	1,640	3,103	2,157	946	1,109	1,022	909	5,776	1,014	4,762	37
3,213	1,705	1,508	4,254	3,012	1,242	947	978	1,169	5,442	1,354	4,088	38
2,440	1,466	974	6,302	4,701	1,601	841	953	2,122	4,268	1,090	3,178	39
718	479	239	2,149	1,678	471	245	232	745	1,537	254	1,283	40
3,243	3,646	..	3,860	4,099	..	2,915	3,142	3,877	3,228	3,348	..	41
1,768	1,875	..	2,014	2,102	..	1,772	1,759	1,757	1,851	1,821	..	42

TABLE 3. Market Research Statistics by Counties and Census Divisions and for Incorporated Places of 10,000 Population and Over, 1961 - Continued

No.		Ontario			
		Parry Sound	Peel		
			Total	Total	Brampton
HOUSING - HABITATION					
1	Occupied dwellings - Logements occupés	7,766	28,703	4,824	23,879
2	Single detached - Individuels isolés	6,902	23,507	3,529	19,978
3	Single attached - Individuels attenants	358	1,808	364	1,444
4	Apartment or flat - Appartements ou plain-pied	431	2,994	931	2,063
5	Dwellings in need of major repair - Logements ayant besoin de réparations importantes	855	728
Dwellings with - Éléments de confort:					
6	Mechanical refrigerator - Réfrigérateur mécanique	6,790	28,281	4,784	23,497
7	Home freezer - Congélateur ménager	1,469	4,917	625	4,292
8	One passenger car - Une automobile	4,914	20,067	3,486	16,581
9	Two or more passenger cars - Deux automobiles ou plus	249	5,841	644	5,197
MERCHANDISING AND SERVICES - COMMERCE ET SERVICES					
Retail trade - Commerce de détail:					
10	Number of stores - Nombre de magasins	339	769	168	601
11	Sales - Ventes	\$'000 24,841.7	106,362.7	27,527.7	78,835.0
12	Food group - Groupe des aliments	" 5,880.0	28,521.9
13	General merchandise group - Groupe des marchandises en général	" 4,767.3	4,152.5
14	Automotive group - Groupe de l'automobile	" 7,266.8	42,348.9
15	Apparel and accessories group - Groupe des vêtements et accessoires	" 1,001.8	5,987.6
16	Hardware and home furnishings group - Quincaillerie et fournitures de maison	" 1,546.8	6,271.7
17	Other retail stores group - Groupe des autres magasins de détail	" 4,379.0	19,080.1
Wholesale trade - Commerce de gros:					
18	Number of locations - Nombre de locaux	35	146	32	114
19	Sales - Ventes	\$'000 14,624.2	69,720.7	6,730.1	62,990.6
Service trade - Commerce de services:					
20	Number of locations - Nombre de locaux	444	392	84	308
21	Receipts - Recettes	\$'000 5,659.2	16,836.1	2,357.8	14,478.3
MANUFACTURING - FABRICATION					
22	Number of establishments - Nombre d'établissements	64	229	56	173
23	Selling value of factory shipments - Valeur de vente des expéditions de la fabrique	\$'000 13,039.6	321,819.7	48,436.7	273,383.0
24	Value added by manufacturing - Valeur ajoutée par la fabrication	\$'000 7,056.6	128,187.9	25,168.9	103,019.0
AGRICULTURE					
25	Number of census farms - Nombre de fermes de recensement	853	1,577
26	Capital value (land and buildings) - Valeur foncière (terre et bâtiments)	\$'000 8,385.1	77,819.7
27	Commercial farms - Fermes commerciales	406	1,200
Value of products sold - Valeur des produits vendus:					
28	\$ 1,200-\$2,499	228	217
29	2,500- 4,999	113	256
30	5,000- 9,999	53	342
31	10,000 and over - et plus	12	385
32	Number of part-time farms - Nombre de fermes à temps partiel	141	112
33	Other farms (including institutional farms) - Autres fermes (y compris fermes d'institution)	306	265

TABLEAU 3. Statistique relative aux études de marché par comté ou division de recensement et localité constituée de 10,000 habitants et plus, 1961 — suite

Ontario												N°
Perth			Peterborough			Prescott	Prince Edward	Rainy River	Renfrew			
Total	Stratford	Remainder — Autres	Total	Peterborough	Remainder — Autres	Total	Total	Total	Pembroke	Remainder — Autres		
16,045	5,971	10,074	20,284	12,853	7,431	6,123	5,792	6,653	21,349	4,144	17,205	1
13,385	4,619	8,766	16,728	9,776	6,952	4,444	4,643	5,846	16,820	2,967	13,853	2
934	278	656	990	748	242	984	733	280	2,567	359	2,208	3
1,706	1,074	632	2,556	2,329	227	695	391	452	1,894	818	1,076	4
611	266	345	1,063	441	622	500	385	580	1,312	319	993	5
15,488	5,900	9,588	19,617	12,652	6,965	5,766	5,552	5,868	19,763	4,007	15,756	6
3,871	686	3,185	2,725	1,048	1,677	1,228	1,392	1,430	4,381	551	3,830	7
11,239	3,745	7,494	14,451	8,880	5,571	3,998	4,174	4,181	15,288	2,760	12,528	8
1,257	462	795	1,820	1,061	759	183	523	338	1,196	246	950	9
614	223	391	638	372	266	280	180	250	781	169	612	10
52,454.3	25,756.8	26,697.5	78,463.0	64,470.3	13,992.7	19,143.9	12,817.5	23,204.9	70,929.3	23,689.2	47,240.1	11
12,582.2	19,862.0	16,176.2	3,685.8	5,482.0	3,493.7	6,685.1	17,461.2	12
5,244.4	10,748.9	9,016.8	1,732.1	3,451.8	1,540.5	3,784.0	10,447.0	13
18,778.9	22,902.3	17,093.6	5,808.7	4,267.4	4,691.7	6,417.9	22,361.8	14
3,785.7	5,793.2	5,636.4	156.8	2,298.4	726.7	1,322.2	4,878.8	15
3,739.3	5,542.6	4,665.7	876.9	1,534.0	1,013.9	1,628.0	4,273.7	16
8,323.8	13,614.0	11,881.6	1,732.4	2,110.3	1,351.0	3,367.7	11,506.8	17
121	24	97	116	80	36	59	33	42	109	26	83	18
34,921.9	9,308.8	25,613.1	30,285.2	26,340.3	3,944.9	12,353.5	5,226.3	8,458.5	27,869.7	16,574.8	11,294.9	19
246	102	144	468	253	215	149	97	194	382	78	304	20
5,719.2	3,246.9	2,472.3	12,892.4	8,623.0	4,269.4	3,206.8	1,431.2	4,131.1	8,617.6	3,088.8	5,528.8	21
147	67	80	128	81	47	61	54	31	137	25	112	22
98,912.6	50,810.5	48,102.1	118,259.4	114,112.2	4,147.2	15,484.7	15,159.7	20,434.3	54,462.1	17,663.5	36,798.6	23
37,750.1	21,272.4	16,477.7	61,298.6	59,719.9	1,578.7	5,764.5	6,975.0	10,189.7	26,176.2	8,979.3	17,196.9	24
4,122	1,657	1,722	1,337	781	2,739	25
76,447.3	22,904.6	19,240.9	19,089.7	5,001.7	27,804.9	26
3,679	1,070	1,386	1,020	407	1,678	27
420	339	375	242	210	672	28
942	356	620	367	131	587	29
1,419	260	317	277	56	291	30
898	115	74	134	10	128	31
125	213	85	134	160	252	32
318	374	251	183	214	809	33

TABLE 3. Market Research Statistics by Counties and Census Divisions and for Incorporated Places
of 10,000 Population and Over, 1961 - Continued

No.		Ontario				
		Russell	Simcoe			
		Total	Total	Barrie	Orillia	Remainder - Autres
POPULATION						
1	Total	20,892	141,271	21,169	15,345	104,757
2	Male - Hommes	10,752	72,133	10,429	7,430	54,274
3	Female - Femmes	10,140	69,138	10,740	7,915	50,483
4	Rural farm - Rurale agricole	7,851	20,120	-	-	20,120
5	Male - Hommes	4,192	10,892	-	-	10,892
6	Female - Femmes	3,659	9,228	-	-	9,228
7	Rural non-farm - Rurale non agricole.....	7,615	49,159	-	-	49,159
8	Male - Hommes	3,882	25,835	-	-	25,835
9	Female - Femmes	3,733	23,324	-	-	23,324
10	Urban - Urbaine.....	5,426	71,992	21,169	15,345	35,478
11	Male - Hommes	2,678	35,406	10,429	7,430	17,547
12	Female - Femmes	2,748	36,586	10,740	7,915	17,931
Age groups - Groupes d'âge:						
13	0- 9.....	5,731	33,385	4,771	3,256	25,358
14	10-14.....	2,616	15,159	1,959	1,546	11,654
15	15-19.....	2,038	11,463	1,567	1,129	8,767
16	20-64.....	8,856	68,131	11,037	7,704	49,390
17	65 and over - et plus	1,651	13,133	1,835	1,710	9,588
Language - Langue:						
18	English only - Anglais seulement	4,065	130,707	20,382	14,921	95,404
19	French only - Français seulement	8,753	861	38	18	805
20	English and French - Anglais et français.....	7,996	9,168	700	331	8,137
Income data from a 20 per cent sample of private non-farm households - Revenu d'un échantillon de 20 pour-cent des ménages non agricoles privés:						
21	Population, 15 years of age and over, with income - Population, âgée de 15 ans et plus, avec revenu.....	5,013	54,425	10,815	7,765	35,845
22	Population, 15 years of age and over, without income - Population, âgée de 15 ans et plus, sans revenu	2,613	18,194	3,034	2,474	12,686
Income - Revenu:						
23	Under \$2,000 - Moins de \$2,000	2,243	24,399	4,233	3,357	16,809
24	\$ 2,000-\$2,999	909	8,182	1,348	1,288	5,546
25	3,000- 3,999	924	8,968	1,727	1,361	5,880
26	4,000- 4,999	458	6,037	1,415	727	3,895
27	5,000- 5,999	238	2,939	849	371	1,719
28	6,000- 9,999	191	3,013	926	491	1,596
29	10,000 and over - et plus.....	50	887	317	170	400
30	Average income per individual - Revenu moyen par personne	\$ 2,577	2,796	3,518	2,864	..
LABOUR FORCE - MAIN-D'OEUVRE						
31	Total	6,362	49,201	8,240	5,828	35,133
32	Male - Hommes	4,948	36,540	5,737	3,912	26,891
33	Female - Femmes	1,414	12,661	2,503	1,916	8,242
Wage and salary earners - Employés à salaire et à traitement:						
34	Male - Hommes	2,969	28,443	5,055	3,404	19,984
35	Female - Femmes	972	10,948	2,310	1,757	6,881
Earnings - Gain:						
36	Under \$2,000 - Moins de \$2,000	1,391	12,229	1,784	1,370	9,075
37	\$2,000-\$2,999	935	7,699	1,144	1,143	5,412
38	3,000- 3,999	747	8,527	1,614	1,126	5,787
39	4,000- 5,999	482	7,272	1,635	932	4,505
40	6,000 and over - et plus.....	98	2,216	722	325	1,169
Average earnings - Gain moyen:						
41	Male - Hommes	\$ 2,679	3,291	3,977	3,577	..
42	Female - Femmes	\$ 1,888	1,804	1,967	1,923	..

TABLEAU 3. Statistique relative aux études de marché par comté ou division de recensement et localité constituée de 10,000 habitants et plus, 1961 - suite

Ontario										N ^o
Stormont			Sudbury			Thunder Bay				
Total	Cornwall	Remainder - Autres	Total	Sudbury	Remainder - Autres	Total	Fort William	Port Arthur	Remainder - Autres	
57,867	43,639	14,228	165,862	80,120	85,742	138,518	45,214	45,276	48,028	1
28,796	21,518	7,278	87,041	41,398	45,643	72,896	23,001	23,358	26,537	2
29,071	22,121	6,950	78,821	38,722	40,099	65,622	22,213	21,918	21,491	3
6,039	-	6,039	4,382	-	4,382	3,829	-	-	3,829	4
3,228	-	3,228	2,450	-	2,450	2,139	-	-	2,139	5
2,811	-	2,811	1,932	-	1,932	1,690	-	-	1,690	6
8,189	-	8,189	43,075	-	43,075	23,769	-	-	23,769	7
4,050	-	4,050	23,220	-	23,220	13,660	-	-	13,660	8
4,139	-	4,139	19,855	-	19,855	10,109	-	-	10,109	9
43,639	43,639	-	118,405	80,120	38,285	110,920	45,214	45,276	20,430	10
21,518	21,518	-	61,371	41,398	19,973	57,097	23,001	23,358	10,738	11
22,121	22,121	-	57,034	38,722	18,312	53,823	22,213	21,918	9,692	12
14,573	10,912	3,661	46,605	20,381	26,224	33,011	10,160	9,875	12,976	13
6,484	4,857	1,627	17,419	7,729	9,690	13,922	4,440	4,324	5,158	14
4,710	3,553	1,157	12,695	6,303	6,392	9,699	3,142	3,235	3,322	15
27,921	21,576	6,345	83,061	42,734	40,327	72,645	23,887	24,317	24,441	16
4,179	2,741	1,438	6,082	2,973	3,109	9,241	3,585	3,525	2,131	17
31,985	21,078	10,907	102,248	52,034	50,214	126,197	43,142	41,853	41,202	18
4,143	3,476	687	10,993	3,140	7,853	1,059	60	137	862	19
21,494	18,996	2,498	49,851	23,220	26,631	7,470	1,280	1,795	4,395	20
21,347	17,841	3,506	62,562	34,529	28,033	59,082	21,616	21,161	16,305	21
10,091	8,615	1,476	31,031	14,832	16,199	23,342	7,736	7,660	7,946	22
8,983	7,174	1,809	19,860	10,491	9,369	22,688	8,300	8,405	5,983	23
2,811	2,423	388	5,933	3,592	2,341	7,230	2,759	2,724	1,747	24
3,361	2,884	477	7,774	4,413	3,361	9,146	3,474	3,315	2,357	25
2,913	2,526	387	10,671	6,060	4,611	7,952	3,062	2,653	2,237	26
1,570	1,371	199	9,893	5,328	4,565	5,262	1,826	1,607	1,829	27
1,380	1,181	199	7,045	3,726	3,319	5,573	1,714	1,978	1,881	28
329	282	47	1,386	919	467	1,231	481	479	271	29
2,949	3,037	..	3,746	3,802	..	3,251	3,240	3,180	..	30
19,035	14,394	4,641	55,737	30,071	25,666	51,173	17,104	17,028	17,041	31
14,005	10,379	3,626	44,172	22,664	21,508	38,831	12,319	12,304	14,208	32
5,030	4,015	1,015	11,565	7,407	4,158	12,342	4,785	4,724	2,833	33
11,345	9,295	2,050	40,725	20,998	19,727	34,920	11,332	11,192	12,396	34
4,307	3,723	584	10,427	6,821	3,606	11,111	4,398	4,320	2,393	35
4,545	3,594	951	9,614	5,054	4,560	11,060	3,670	4,021	3,369	36
2,275	1,859	416	5,333	3,105	2,228	6,711	2,435	2,370	1,906	37
2,965	2,503	462	7,348	3,946	3,402	8,949	3,199	2,896	2,854	38
3,749	3,265	484	21,334	11,634	9,700	12,745	4,402	3,869	4,474	39
1,015	892	123	5,359	2,644	2,715	4,494	1,380	1,437	1,677	40
3,510	3,646	..	4,275	4,330	..	3,881	3,922	3,853	..	41
1,842	1,849	..	1,950	2,042	..	1,853	1,921	1,859	..	42

TABLE 3. Market Research Statistics by Counties and Census Divisions and for Incorporated Places of 10,000 Population and Over, 1961 - Continued

No.		Ontario					
		Russell	Simcoe				
		Total	Total	Barrie	Orillia	Remainder Autres	
HOUSING - HABITATION							
1	Occupied dwellings - Logements occupés	4,503	36,560	5,956	4,226	26,376	
2	Single detached - Individuels isolés	3,659	29,706	3,978	3,258	22,470	
3	Single attached - Individuels attenants	580	2,490	349	168	1,973	
4	Apartment or flat - Appartements ou plain-pied	249	4,222	1,596	800	1,826	
5	Dwellings in need of major repair - Logements ayant besoin de réparations importantes	297	2,684	247	354	2,083	
	Dwellings with - Éléments de confort:						
6	Mechanical refrigerator - Réfrigérateur mécanique	4,102	34,987	5,846	4,111	25,030	
7	Home freezer - Congélateur ménager	1,126	6,272	632	517	5,123	
8	One passenger car - Une automobile	3,059	25,874	4,133	2,709	19,032	
9	Two or more passenger cars - Deux automobiles ou plus	141	2,504	447	393	1,664	
MERCHANDISING AND SERVICES - COMMERCE ET SERVICES							
	Retail trade - Commerce de détail:						
10	Number of stores - Nombre de magasins	169	1,431	242	174	1,015	
11	Sales - Ventes	\$'000	8,845.8	129,528.3	37,973.6	21,479.5	70,075.2
12	Food group - Groupe des aliments	"	2,253.9	36,446.6	"	"	"
13	General merchandise group - Groupe des marchandises en général	"	2,669.2	14,371.9	"	"	"
14	Automotive group - Groupe de l'automobile	"	2,433.9	42,868.8	"	"	"
15	Apparel and accessories group - Groupe des vêtements et accessoires	"	349.1	7,249.6	"	"	"
16	Hardware and home furnishings group - Quincaillerie et fournitures de maison	"	549.7	9,468.9	"	"	"
17	Other retail stores group - Groupe des autres magasins de détail	"	590.0	19,122.5	"	"	"
	Wholesale trade - Commerce de gros:						
18	Number of locations - Nombre de locaux	26	209	40	31	138	
19	Sales - Ventes	\$'000	4,690.8	61,799.2	19,902.4	16,639.0	25,257.8
	Service trade - Commerce de services:						
20	Number of locations - Nombre de locaux	71	892	134	89	669	
21	Receipts - Recettes	\$'000	954.6	17,569.7	4,401.5	2,646.8	10,521.4
MANUFACTURING - FABRICATION							
22	Number of establishments - Nombre d'établissements	33	246	44	55	147	
23	Selling value of factory shipments - Valeur de vente des expéditions de la fabrique	\$'000	4,871.5	117,512.5	44,119.3	22,390.5	51,002.7
24	Value added by manufacturing - Valeur ajoutée par la fabrication	\$'000	942.4	51,853.6	19,049.8	11,769.6	21,034.2
AGRICULTURE							
25	Number of census farms - Nombre de fermes de recensement	1,481	4,831	
26	Capital value (land and buildings) - Valeur foncière (terre et bâtiments)	\$'000	19,190.5	96,271.3
27	Commercial farms - Fermes commerciales	1,167	3,555	
	Value of products sold - Valeur des produits vendus:						
28	\$ 1,200-\$2,499	329	963	
29	2,500- 4,999	453	1,175	
30	5,000- 9,999	290	884	
31	10,000 and over - et plus	95	533	
32	Number of part-time farms - Nombre de fermes à temps partiel	90	391	
33	Other farms (including institutional farms) - Autres fermes (y compris fermes d'institution)	224	885	

TABLEAU 3. Statistique relative aux études de marché par comté ou division de recensement et localité constituée de 10.000 habitants et plus, 1961 - suite

Ontario										
Stormont			Sudbury			Thunder Bay				N°
Total	Cornwall	Remainder - Autres	Total	Sudbury	Remainder - Autres	Total	Fort William	Port Arthur	Remainder - Autres	
14, 223	10, 751	3, 472	38, 395	19, 526	18, 869	34, 627	11, 691	11, 606	11, 330	1
8, 536	5, 452	3, 084	25, 102	10, 080	15, 022	28, 667	9, 326	9, 201	10, 140	2
2, 108	1, 799	309	3, 876	1, 970	1, 906	1, 167	438	301	428	3
3, 528	3, 469	59	9, 248	7, 476	1, 772	4, 556	1, 927	2, 099	530	4
750	450	300	2, 595	1, 055	1, 540	2, 092	590	661	841	5
13, 761	10, 576	3, 185	36, 438	19, 033	17, 405	31, 543	11, 166	11, 002	9, 375	6
1, 882	988	894	5, 531	2, 155	3, 376	5, 482	1, 284	1, 375	2, 823	7
9, 261	6, 833	2, 428	26, 554	13, 285	13, 269	22, 390	7, 546	7, 327	7, 517	8
593	361	232	1, 816	1, 075	741	2, 903	965	1, 172	766	9
560	445	115	1, 071	585	486	1, 027	368	331	328	10
51, 560.3	45, 301.6	8, 258.7	152, 566.4	112, 356.6	40, 209.8	134, 552.2	46, 630.6	57, 004.5	30, 917.1	11
14, 584.2	13, 137.8	1, 446.4	44, 103.1	31, 361.5	12, 741.6	35, 711.6	13, 117.7	15, 840.3	6, 753.6	12
4, 900.2	3, 974.6	925.6	23, 781.5	15, 070.3	8, 711.2	25, 159.9	5, 858.1	11, 479.5	7, 822.3	13
16, 045.9	13, 413.0	2, 632.9	40, 905.0	30, 406.7	10, 498.3	38, 796.3	12, 712.8	15, 061.7	11, 021.8	14
4, 428.2	4, 388.3	39.9	10, 322.3	9, 145.0	1, 177.3	6, 324.5	2, 868.8	2, 940.9	514.8	15
3, 171.4	2, 799.5	371.9	9, 415.9	7, 609.4	1, 806.5	6, 944.9	2, 761.2	3, 082.7	1, 101.0	16
8, 430.4	7, 588.4	842.0	24, 038.6	18, 763.7	5, 274.9	21, 615.0	9, 312.0	8, 599.4	3, 703.6	17
74	49	25	133	98	35	199	87	65	47	18
25, 248.2	22, 484.3	2, 763.9	90, 026.0	81, 366.3	8, 659.7	100, 711.2	62, 194.2	31, 739.8	6, 777.2	19
241	202	39	720	334	386	697	225	225	247	20
6, 251.9	5, 668.1	583.8	22, 518.8	15, 627.2	6, 891.6	22, 678.2	7, 848.4	8, 319.0	6, 510.8	21
79	54	25	125	70	55	152	60	54	38	22
94, 392.7	89, 664.8	4, 727.9	437, 856.9	19, 033.0	418, 823.9	178, 978.2	67, 997.4	48, 203.7	62, 777.1	23
46, 908.2	46, 177.8	730.4	268, 650.5	9, 741.1	258, 909.4	80, 410.9	28, 934.2	23, 386.3	28, 090.4	24
1, 329	841	850	25
14, 358.1	9, 309.0	11, 598.2	26
997	349	501	27
284	118	130	28
373	129	147	29
258	82	155	30
82	20	69	31
90	155	127	32
242	337	222	33

TABLE 3. Market Research Statistics by Counties and Census Divisions and for Incorporated Places of 10,000 Population and Over, 1961 - Continued

No.		Ontario			
		Timis- kaming	Victoria		
			Total	Total	Lindsay
POPULATION					
1	Total	50,971	29,750	11,399	18,351
2	Male - Hommes	26,539	14,967	5,495	9,472
3	Female - Femmes	24,432	14,783	5,904	8,879
4	Rural farm - Rurale agricole	5,490	7,770	-	7,770
5	Male - Hommes	2,966	4,156	-	4,156
6	Female - Femmes	2,524	3,614	-	3,614
7	Rural non-farm - Rurale non agricole	12,270	8,012	-	8,012
8	Male - Hommes	6,641	4,077	-	4,077
9	Female - Femmes	5,629	3,935	-	3,935
10	Urban - Urbaine	33,211	13,968	11,399	2,569
11	Male - Hommes	16,932	6,734	5,495	1,239
12	Female - Femmes	16,279	7,234	5,904	1,330
Age groups - Groupes d'âge:					
13	0-9	12,766	6,013	2,300	3,713
14	10-14	5,756	2,984	1,075	1,909
15	15-19	4,258	2,285	890	1,395
16	20-64	24,652	14,429	5,707	8,722
17	65 and over - et plus	3,539	4,039	1,427	2,612
Language - Langue:					
18	English only - Anglais seulement	35,210	29,329	11,147	18,182
19	French only - Français seulement	4,005	15	6	9
20	English and French - Anglais et français	11,397	359	216	143
Income data from a 20 per cent sample of private non-farm households - Revenu d'un échantillon de 20 pour-cent des ménages non agricoles privés:					
21	Population, 15 years of age and over, with income - Population, âgée de 15 ans et plus, avec revenu	18,628	11,215	5,916	5,299
22	Population, 15 years of age and over, without income - Population, âgée de 15 ans et plus, sans revenu	8,661	3,573	1,853	1,720
Income - Revenu:					
23	Under \$2,000 - Moins de \$2,000	7,720	5,724	2,724	3,000
24	\$ 2,000-\$2,999	2,268	1,773	926	847
25	3,000- 3,999	3,774	1,686	924	764
26	4,000- 4,999	2,344	949	634	315
27	5,000- 5,999	1,182	429	284	145
28	6,000- 9,999	973	458	283	175
29	10,000 and over - et plus	367	194	141	53
30	Average income per individual - Revenu moyen par personne	\$ 3,034	2,609	2,933	..
LABOUR FORCE - MAIN-D'OEUVRE					
31	Total	16,663	10,364	4,197	6,167
32	Male - Hommes	13,069	7,748	2,853	4,895
33	Female - Femmes	3,594	2,616	1,344	1,272
Wage and salary earners - Employés à salaire et à traitement:					
34	Male - Hommes	10,988	4,981	2,451	2,530
35	Female - Femmes	3,070	2,256	1,267	989
Earnings - Gain:					
36	Under \$2,000 - Moins de \$2,000	3,699	2,544	1,128	1,416
37	\$2,000-\$2,999	2,310	1,474	751	723
38	3,000- 3,999	4,040	1,546	816	730
39	4,000- 5,999	2,720	1,152	742	410
40	6,000 and over - et plus	753	285	201	84
Average earnings - Gain moyen:					
41	Male - Hommes	\$ 3,340	3,036	3,461	..
42	Female - Femmes	1,816	1,759	1,785	..

TABLEAU 3. Statistique relative aux études de marché par comté ou division de recensement et localité constituée de 10,000 habitants et plus, 1961 - suite

Ontario												
Waterloo						Welland						
Total	Galt	Kitchener	Waterloo	Preston	Remainder - Autres	Total	Niagara Falls	Welland	Port Colborne	Remainder - Autres	Nº	
176,754	27,830	74,485	21,366	11,577	41,496	164,741	22,351	36,079	14,886	91,425	1	
87,941	13,569	36,822	10,623	5,675	21,252	82,722	10,774	18,184	7,520	46,244	2	
88,813	14,261	37,663	10,743	5,902	20,244	82,019	11,577	17,895	7,366	45,181	3	
11,522	-	-	-	-	11,522	6,415	-	-	-	6,415	4	
6,112	-	-	-	-	6,112	3,433	-	-	-	3,433	5	
5,410	-	-	-	-	5,410	2,982	-	-	-	2,982	6	
17,249	-	-	-	-	17,249	24,668	-	-	-	24,668	7	
8,737	-	-	-	-	8,737	12,568	-	-	-	12,568	8	
8,512	-	-	-	-	8,512	12,100	-	-	-	12,100	9	
147,983	27,830	74,485	21,366	11,577	12,725	133,658	22,351	36,079	14,886	60,342	10	
73,092	13,569	36,822	10,623	5,675	6,403	66,721	10,774	18,184	7,520	30,243	11	
74,891	14,261	37,663	10,743	5,902	6,322	66,937	11,577	17,895	7,366	30,099	12	
40,653	5,719	16,766	5,345	2,501	10,322	37,765	3,934	8,292	3,432	22,107	13	
16,644	2,769	6,365	2,042	1,060	4,408	16,964	1,967	3,714	1,405	9,878	14	
12,689	2,119	4,978	1,467	830	3,295	12,136	1,634	2,811	1,014	6,677	15	
92,962	14,633	41,119	11,175	6,054	19,981	85,350	12,198	18,780	8,000	46,372	16	
13,806	2,590	5,257	1,337	1,132	3,490	12,526	2,618	2,482	1,035	6,391	17	
170,471	26,476	71,493	20,748	11,288	40,466	149,352	20,452	28,807	13,042	87,051	18	
245	94	91	21	8	31	1,646	61	1,266	118	201	19	
4,198	888	1,957	528	252	573	11,557	1,127	5,454	1,570	3,406	20	
85,805	14,684	39,680	10,904	6,118	14,419	73,753	12,651	15,870	7,000	38,232	21	
22,870	3,909	10,230	2,753	1,589	4,389	28,953	3,578	7,430	2,815	15,130	22	
32,129	5,658	13,993	3,978	2,397	6,103	28,705	5,770	5,889	2,715	14,331	23	
13,465	2,347	6,525	1,451	951	2,191	8,800	1,696	2,279	755	4,070	24	
14,611	2,551	6,713	1,637	1,089	2,621	9,215	1,614	2,050	790	4,761	25	
12,162	2,265	5,822	1,500	851	1,724	11,558	1,606	2,324	1,590	6,038	26	
6,220	828	3,139	963	414	876	7,592	975	1,498	615	4,504	27	
5,203	672	2,609	935	307	680	6,542	817	1,528	410	3,787	28	
2,015	363	879	440	109	224	1,341	173	302	125	741	29	
3,151	3,085	3,211	3,585	2,879	..	3,249	2,777	3,277	3,164	..	30	
72,984	11,541	32,504	8,607	4,778	15,554	58,610	9,055	12,748	4,839	31,968	31	
50,008	7,788	21,546	5,924	3,210	11,540	43,354	6,053	9,478	3,770	24,053	32	
22,976	3,753	10,958	2,683	1,568	4,014	15,256	3,002	3,270	1,069	7,915	33	
42,999	7,029	19,593	5,279	2,907	8,191	38,423	5,477	8,612	3,463	20,871	34	
21,322	3,523	10,422	2,529	1,475	3,373	13,849	2,765	3,022	948	7,114	35	
16,283	2,643	7,112	1,814	1,142	3,572	12,922	2,598	2,723	943	6,658	36	
12,585	2,177	5,917	1,279	858	2,354	6,883	1,230	1,821	514	3,318	37	
14,149	2,631	6,429	1,509	983	2,597	8,568	1,350	2,040	660	4,518	38	
15,467	2,244	7,722	2,151	1,036	7,722	17,213	2,080	3,601	1,877	9,655	39	
4,349	653	2,132	874	233	457	5,024	558	1,095	283	3,088	40	
3,805	3,720	3,936	4,310	3,677	..	4,004	3,581	3,925	3,984	..	41	
1,906	1,915	1,988	1,929	1,832	..	1,886	1,914	1,932	1,804	..	42	

TABLE 3. Market Research Statistics by Counties and Census Divisions and for Incorporated Places of 10,000 Population and Over, 1961 - Continued

No.		Ontario			
		Timis- kaming	Victoria		
		Total	Total	Lindsay	Remainder — Autres
HOUSING - HABITATION					
1	Occupied dwellings - Logements occupés.....	12,839	8,638	3,321	5,317
2	Single detached - Individuels isolés	8,848	7,311	2,354	4,957
3	Single attached - Individuels attenants.....	613	553	355	198
4	Apartment or flat - Appartements ou plain-pied	3,358	764	602	162
5	Dwellings in need of major repair - Logements ayant besoin de réparations importantes.....	1,321	754	331	423
	Dwellings with - Éléments de confort:				
6	Mechanical refrigerator - Réfrigérateur mécanique.....	11,703	8,157	3,235	4,922
7	Home freezer - Congélateur ménager	1,313	1,589	273	1,316
8	One passenger car - Une automobile	8,024	6,184	2,296	3,888
9	Two or more passenger cars - Deux automobiles ou plus.....	425	691	167	524
MERCHANDISING AND SERVICES - COMMERCE ET SERVICES					
	Retail trade - Commerce de détail:				
10	Number of stores - Nombre de magasins	521	364	143	221
11	Sales - Ventes..... \$'000	40,518.3	29,715.9	18,047.9	11,668.0
12	Food group - Groupe des aliments	12,166.3	7,345.0
13	General merchandise group - Groupe des marchandises en général	5,650.6	3,739.0
14	Automotive group - Groupe de l'automobile.....	11,251.8	9,720.3
15	Apparel and accessories group - Groupe des vêtements et accessoires.....	3,343.7	1,310.8
16	Hardware and home furnishings group - Quincaillerie et fournitures de maison	2,988.1	2,015.0
17	Other retail stores group - Groupe des autres magasins de détail.....	5,117.8	5,585.8
	Wholesale trade - Commerce de gros:				
18	Number of locations - Nombre de locaux.....	81	56	24	32
19	Sales - Ventes..... \$'000	27,081.6	12,464.2	6,209.7	6,254.5
	Service trade - Commerce de services:				
20	Number of locations - Nombre de locaux.....	288	231	56	175
21	Receipts - Recettes..... \$'000	5,742.5	4,375.4	2,187.8	2,187.6
MANUFACTURING - FABRICATION					
22	Number of establishments - Nombre d'établissements.....	74	73	36	37
23	Selling value of factory shipments - Valeur de vente des expéditions de la fabrication	12,894.4	23,337.7	20,694.3	2,643.4
24	Value added by manufacturing - Valeur ajoutée par la fabrication	6,262.0	11,925.7	10,787.6	1,138.1
AGRICULTURE					
25	Number of census farms - Nombre de fermes de recensement	1,070	2,077
26	Capital value (land and buildings) - Valeur foncière (terre et bâtiments)	9,704.8	30,900.1
27	Commercial farms - Fermes commerciales.....	577	1,486
	Value of products sold - Valeur des produits vendus:				
28	\$ 1,200 - \$2,499	257	505
29	2,500 - 4,999	185	531
30	5,000 - 9,999	103	338
31	10,000 and over - et plus.....	32	112
32	Number of part-time farms - Nombre de fermes à temps partiel	177	183
33	Other farms (including institutional farms) - Autres fermes (y compris fermes d'institution).....	316	408

TABLEAU 3. Statistique relative aux études de marché par comté ou division de recensement et localité constituée de 10,000 habitants et plus, 1961 — suite

Ontario											N°
Waterloo					Welland						
Total	Galt	Kitchener	Waterloo	Preston	Remainder — Autres	Total	Niagara Falls	Welland	Port Colborne	Remainder — Autres	
47,423	7,876	20,598	5,558	3,179	10,212	44,023	6,371	9,428	4,114	24,110	1
34,081	5,147	13,861	4,290	2,271	8,512	34,633	4,019	7,029	2,939	20,646	2
2,693	648	917	325	219	584	2,479	402	560	333	1,184	3
10,587	2,081	5,814	943	689	1,060	6,876	1,950	1,839	842	2,245	4
2,034	574	419	156	112	773	1,904	281	301	227	1,095	5
46,542	7,758	20,424	5,528	3,154	9,678	43,382	6,276	9,286	4,054	23,766	6
7,810	832	2,637	929	457	2,955	6,451	587	1,024	522	4,318	7
31,621	4,944	13,767	3,838	2,180	6,892	30,597	3,859	6,371	2,829	17,538	8
5,765	910	2,047	882	322	1,604	4,961	586	903	367	3,105	9
1,446	272	605	137	97	335	1,545	339	378	179	649	10
171,124.9	30,279.9	96,724.3	14,728.2	8,002.2	21,390.3	143,647.1	40,349.0	39,033.1	16,497.9	47,767.1	11
46,749.3	..	24,089.3	47,143.5	..	12,136.4	12
15,210.0	..	9,179.0	11,397.6	..	3,668.8	13
57,164.0	..	33,922.4	39,614.6	..	11,481.2	14
13,972.8	..	9,377.4	10,013.8	..	3,065.0	15
12,804.2	..	6,981.2	11,138.9	..	2,926.9	16
25,224.6	..	13,175.0	24,338.7	..	5,754.8	17
288	47	130	21	11	79	177	32	39	21	85	18
129,666.7	14,819.9	75,158.4	4,054.2	2,559.1	33,075.1	52,489.0	19,607.2	11,146.5	6,443.0	15,292.3	19
792	106	375	75	61	175	1,069	230	180	96	563	20
22,747.4	2,979.5	12,192.9	2,218.1	1,716.1	3,640.8	35,699.1	11,269.0	4,513.0	2,240.3	17,676.8	21
538	96	192	67	45	138	284	74	53	26	131	22
504,760.0	100,600.7	235,632.1	67,535.1	31,070.4	69,921.7	617,180.3	65,922.2	89,941.0	188,946.5	272,370.6	23
232,543.5	48,397.5	100,302.1	42,379.9	14,491.6	26,972.4	220,852.8	33,873.6	36,341.6	22,824.4	127,813.2	24
2,435	1,494	25
63,819.7	34,284.9	26
2,040	845	27
250	252	28
374	211	29
536	206	30
880	176	31
170	225	32
225	424	33

TABLE 3. Market Research Statistics by Counties and Census Divisions and for Incorporated Places of 10,000 Population and Over, 1961 - Continued

No.		Ontario				
		Wellington			Wentworth	
		Total	Guelph	Remainder - Autres	Total	Hamilton
POPULATION						
1	Total	84,702	39,838	44,864	358,837	273,991
2	Male - Hommes	42,829	19,325	23,504	178,537	135,657
3	Female - Femmes	41,873	20,513	21,360	180,300	138,334
4	Rural farm - Rurale agricole	17,198	-	17,198	8,762	-
5	Male - Hommes	9,305	-	9,305	4,673	-
6	Female - Femmes	7,893	-	7,893	4,089	-
7	Rural non-farm - Rurale non agricole	12,407	-	12,407	25,734	-
8	Male - Hommes	6,796	-	6,797	13,038	-
9	Female - Femmes	5,611	-	5,611	12,696	-
10	Urban - Urbaine	55,097	39,838	15,259	324,341	273,991
11	Male - Hommes	26,728	19,325	7,403	160,826	135,657
12	Female - Femmes	28,369	20,513	7,856	163,515	138,334
Age groups - Groupes d'âge:						
13	0-9	19,232	8,987	10,245	79,470	57,832
14	10-14	8,210	3,649	4,561	32,774	23,881
15	15-19	6,641	2,737	3,904	23,931	17,949
16	20-64	42,117	20,754	21,363	193,589	150,546
17	65 and over - et plus	8,502	3,711	4,791	29,073	23,783
Language - Langue:						
18	English only - Anglais seulement	82,193	38,234	43,959	340,436	258,321
19	French only - Français seulement	66	34	32	608	525
20	English and French - Anglais et français	1,578	923	655	12,107	9,735
Income data from a 20 per cent sample of private non-farm households - Revenu d'un échantillon de 20 pour-cent des ménages non agricoles privés:						
21	Population, 15 years of age and over, with income - Population, âgée de 15 ans et plus, avec revenu	34,063	20,585	13,478	172,943	139,554
22	Population, 15 years of age and over, without income - Population, âgée de 15 ans et plus, sans revenu	9,407	5,255	4,152	58,351	45,231
Income - Revenu:						
23	Under \$2,000 - Moins de \$2,000	15,066	8,375	6,691	63,896	52,294
24	\$ 2,000-\$2,999	5,094	3,150	1,944	22,479	19,354
25	3,000- 3,999	5,323	3,539	1,784	24,001	20,130
26	4,000- 4,999	3,908	2,580	1,328	23,980	19,769
27	5,000- 5,999	1,972	1,321	651	17,838	14,188
28	6,000- 9,999	1,930	1,185	745	16,182	11,084
29	10,000 and over - et plus	770	435	335	4,567	2,735
30	Average income per individual - Revenu moyen par personne	\$ 2,903	2,990	..	3,398	3,235
LABOUR FORCE - MAIN-D'OEUVRE						
31	Total	32,097	16,224	15,873	139,737	109,631
32	Male - Hommes	22,725	10,623	12,102	99,368	76,353
33	Female - Femmes	9,372	5,601	3,771	40,369	33,278
Wage and salary earners - Employés à salaire et à traitement:						
34	Male - Hommes	16,597	9,581	7,016	88,706	70,063
35	Female - Femmes	8,187	5,327	2,860	37,092	30,877
Earnings - Gain:						
36	Under \$2,000 - Moins de \$2,000	7,218	3,859	3,359	28,603	23,438
37	\$2,000-\$2,999	4,675	2,794	1,881	18,894	16,042
38	3,000- 3,999	5,667	3,515	2,152	22,253	18,557
39	4,000- 5,999	4,615	3,046	1,569	37,937	30,310
40	6,000 and over - et plus	1,588	1,026	562	13,725	8,940
Average earnings - Gain moyen:						
41	Male - Hommes	\$ 3,519	3,737	..	4,159	3,999
42	Female - Femmes	1,900	1,978	..	2,076	2,081

TABLEAU 3. Statistique relative aux études de marché par comté ou division de recensement et localité constituée de 10,000 habitants et plus, 1961 - suite

Ontario											N°
Wentworth		York									
Dundas	Remainder — Autres	Total	Toronto	Leaside	Mimico	New Toronto	Richmond Hill	Forest Hill	Long Branch	Remainder — Autres	
12,912	61,278	1,733,108	672,407	18,579	18,212	13,384	16,446	20,489	11,039	962,552	1
6,283	31,296	856,835	329,806	8,716	8,946	6,855	8,315	9,363	5,526	479,308	2
6,629	29,982	876,273	342,601	9,863	9,266	6,529	8,131	11,126	5,513	483,244	3
—	3,762	10,831	—	—	—	—	—	—	—	10,831	4
—	4,673	6,018	—	—	—	—	—	—	—	6,018	5
—	4,089	4,813	—	—	—	—	—	—	—	4,813	6
—	25,734	33,489	—	—	—	—	—	—	—	33,489	7
—	13,038	17,198	—	—	—	—	—	—	—	17,198	8
—	12,696	16,291	—	—	—	—	—	—	—	16,291	9
12,912	26,782	1,688,788	672,407	18,579	18,212	13,384	16,446	20,489	11,039	918,232	10
6,283	12,585	833,619	329,806	8,716	8,946	6,855	8,315	9,363	5,526	456,092	11
6,629	13,197	855,169	342,601	9,863	9,266	6,529	8,131	11,126	5,513	462,140	12
2,345	18,340	353,663	112,375	2,121	3,245	2,437	4,959	2,163	2,363	224,000	13
1,336	6,816	139,395	45,632	1,358	1,145	869	1,725	1,642	944	86,080	14
916	4,289	102,184	37,802	1,465	953	746	911	1,776	676	57,855	15
6,667	30,648	997,426	401,652	11,907	11,633	8,111	8,209	12,834	6,354	536,726	16
1,148	3,476	140,440	74,946	1,728	1,236	1,221	642	2,074	702	57,891	17
12,634	59,225	1,604,928	600,221	17,617	17,111	12,665	15,784	18,631	10,539	912,360	18
12	62	2,932	1,647	10	28	36	23	9	18	1,161	19
811	1,765	73,693	34,464	892	857	571	575	1,700	451	34,183	20
9,221	22,115	936,340	394,433	12,339	11,198	6,528	7,167	13,699	5,796	485,180	21
2,064	9,216	253,023	90,592	2,654	2,338	2,022	2,460	2,841	1,861	148,255	22
7,353	7,413	319,152	149,022	3,946	3,205	1,772	2,193	4,880	1,612	152,522	23
609	2,107	143,911	73,346	1,403	1,644	1,215	740	1,361	1,003	63,199	24
742	2,714	159,654	74,080	1,779	2,193	1,536	877	1,538	1,082	76,569	25
790	2,960	116,946	45,118	1,283	1,850	1,042	989	867	1,015	64,782	26
824	2,679	75,350	22,063	1,058	1,214	564	898	811	549	46,193	27
820	3,285	86,380	20,962	1,940	860	389	1,279	1,503	461	58,986	28
277	957	34,947	9,842	930	232	10	191	2,739	74	20,929	29
3,721	..	3,559	3,086	4,257	3,471	3,098	3,837	6,732	3,378	..	30
4,347	21,343	758,186	321,665	9,010	9,235	5,492	5,736	9,136	4,791	393,121	31
2,458	16,714	505,179	200,807	5,800	6,009	3,697	4,290	5,908	3,280	275,388	32
1,408	4,733	253,007	120,856	3,210	3,226	1,795	1,446	3,228	1,511	117,733	33
3,829	13,195	448,699	183,509	5,181	5,593	3,530	3,914	3,221	3,090	240,661	34
4,785	4,058	234,506	109,644	3,100	3,105	1,701	1,368	2,943	1,431	111,214	35
1,009	3,585	141,753	72,001	1,191	1,412	952	833	1,688	739	62,937	36
520	2,024	124,001	65,125	916	1,412	890	608	803	818	53,429	37
655	2,660	147,201	68,595	1,515	2,197	1,340	886	1,058	1,041	70,569	38
1,324	5,466	164,262	53,985	2,152	2,667	1,621	1,715	1,063	1,462	99,592	39
681	3,021	80,880	18,410	2,281	794	286	1,102	1,264	340	56,403	40
4,575	..	4,260	3,583	5,817	4,231	3,884	4,907	5,791	4,082	..	41
2,016	..	2,339	2,323	2,979	2,503	2,268	2,247	2,541	2,260	..	42

TABLE 3. Market Research Statistics by Counties and Census Divisions and for Incorporated Places of 10,000 Population and Over, 1961 - Continued

No.		Ontario				
		Wellington			Wentworth	
		Total	Guelph	Remainder - Autres	Total	Hamilton
HOUSING - HABITATION						
1	Occupied dwellings - Logements occupés	22,629	10,770	11,859	95,788	73,829
2	Single detached - Individuels isolés	18,013	7,601	10,412	69,297	50,110
3	Single attached - Individuels attenants	1,666	1,021	645	5,965	5,062
4	Apartment or flat - Appartements ou plain-pied	2,929	2,148	781	20,438	18,651
5	Dwellings in need of major repair - Logements ayant besoin de réparations importantes	938	318	620	3,156	2,212
Dwellings with - Éléments de confort:						
6	Mechanical refrigerator - Réfrigérateur mécanique	21,731	10,619	11,112	94,371	72,724
7	Home freezer - Congélateur ménager	3,805	1,099	2,706	10,599	6,125
8	One passenger car - Une automobile	15,780	7,162	8,618	61,810	46,324
9	Two or more passenger cars - Deux automobiles ou plus	2,086	773	1,313	10,548	6,075
MERCHANDISING AND SERVICES - COMMERCE ET SERVICES						
Retail trade - Commerce de détail:						
10	Number of stores - Nombre de magasins	831	371	460	2,759	2,277
11	Sales - Ventes	\$'000 70,371.7	47,026.6	23,345.1	365,460.8	313,246.5
12	Food group - Groupe des aliments	19,342.2	13,291.1	6,051.1	101,633.5	83,419.9
13	General merchandise group - Groupe des marchandises en général	6,940.3	4,534.5	2,405.8	65,215.7	63,231.4
14	Automotive group - Groupe de l'automobile	21,276.6	12,802.0	8,474.6	91,440.0	71,429.7
15	Apparel and accessories group - Groupe des vêtements et accessoires	5,673.5	4,583.5	1,090.0	24,794.1	23,082.9
16	Hardware and home furnishings group - Quincaillerie et fournitures de maison	5,221.2	3,290.0	1,931.2	24,626.3	21,776.6
17	Other retail stores group - Groupe des autres magasins de détail	11,917.9	8,525.5	3,392.4	57,751.2	50,306.0
Wholesale trade - Commerce de gros:						
18	Number of locations - Nombre de locaux	173	59	114	492	390
19	Sales - Ventes	\$'000 35,085.3	18,758.8	16,326.5	346,179.0	314,399.1
Service trade - Commerce de services:						
20	Number of locations - Nombre de locaux	366	191	175	1,785	1,526
21	Receipts - Recettes	\$'000 8,705.3	5,776.4	2,928.9	63,455.2	55,611.9
MANUFACTURING - FABRICATION						
22	Number of establishments - Nombre d'établissements	219	111	108	630	510
23	Selling value of factory shipments - Valeur de vente des expéditions de la fabrique	\$'000 146,524.3	108,386.9	38,137.4	1,125,472.4	1,081,505.6
24	Value added by manufacturing - Valeur ajoutée par la fabrication	\$'000 66,635.1	50,671.3	15,963.8	553,386.8	533,111.9
AGRICULTURE						
25	Number of census farms - Nombre de fermes de recensement	4,005	2,367	..
26	Capital value (land and buildings) - Valeur foncière (terre et bâtiments)	\$'000 80,163.8	67,417.4	..
27	Commercial farms - Fermes commerciales	3,311	1,565	..
Value of products sold - Valeur des produits vendus:						
28	\$ 1,200 - \$2,499	540	316	..
29	2,500 - 4,999	926	390	..
30	5,000 - 9,999	1,044	414	..
31	10,000 and over - et plus	801	445	..
32	Number of part-time farms - Nombre de fermes à temps partiel	213	264	..
33	Other farms (including institutional farms) - Autres fermes (y compris fermes d'institution)	481	538	..

TABLE 3. Market Research Statistics by Counties and Census Divisions and for Incorporated Places of 10,000 Population and Over, 1961 - Continued

No.		Manitoba				
		Division No. 1	Division No. 2	Division No. 3	Division No. 4	Division No. 5
		Total				
	POPULATION					
1	Total	28,734	36,105	21,980	14,217	31,402
2	Male - Hommes	14,791	18,264	11,501	7,506	16,544
3	Female - Femmes	13,943	17,841	10,479	6,711	14,858
4	Rural farm - Rurale agricole	14,950	17,908	11,896	8,046	11,415
5	Male - Hommes	7,896	9,436	6,447	4,458	6,261
6	Female - Femmes	7,054	8,472	5,449	3,588	5,154
7	Rural non-farm - Rurale non agricole	10,045	7,549	8,355	3,830	9,641
8	Male - Hommes	5,123	3,756	4,198	1,897	5,056
9	Female - Femmes	4,922	3,793	4,157	1,933	4,585
10	Urban - Urbaine	3,739	10,648	1,729	2,341	10,346
11	Male - Hommes	1,772	5,072	856	1,151	5,227
12	Female - Femmes	1,967	5,576	873	1,190	5,119
	Age groups - Groupes d'âge:					
13	0-9	8,114	8,828	5,073	3,081	6,981
14	10-14	3,554	4,319	2,326	1,492	3,144
15	15-19	2,842	3,383	1,787	1,203	2,458
16	20-64	12,294	16,417	10,303	6,897	15,533
17	65 and over - et plus	1,930	3,158	2,491	1,544	3,286
	Language - Langue:					
18	English only - Anglais seulement	17,728	30,980	18,842	13,723	30,235
19	French only - Français seulement	2,019	464	451	26	47
20	English and French - Anglais et français	7,452	2,366	2,548	455	568
	Income data from a 20 per cent sample of private non-farm households - Revenu d'un échantillon de 20 pour-cent des ménages non agricoles privés:					
21	Population, 15 years of age and over, with income - Population, âgée de 15 ans et plus, avec revenu	5,333	8,141	4,896	3,222	8,219
22	Population, 15 years of age and over, without income - Population, âgée de 15 ans et plus, sans revenu	2,500	3,430	1,629	1,014	3,473
	Income - Revenu:					
23	Under \$2,000 - Moins de \$2,000	2,851	4,872	2,949	1,836	3,899
24	\$ 2,000-\$2,999	766	1,166	651	433	1,202
25	3,000- 3,999	795	925	578	454	1,304
26	4,000- 4,999	394	543	320	236	878
27	5,000- 5,999	184	260	168	82	422
28	6,000- 9,999	251	283	163	139	448
29	10,000 and over - et plus	92	92	67	42	66
30	Average income per individual - Revenu moyen par personne	\$ 2,423	2,151	2,150	2,238	2,591
	LABOUR FORCE - MAIN-D'OEUVRE					
31	Total	8,881	11,278	7,665	5,003	10,599
32	Male - Hommes	6,916	9,073	6,121	4,188	8,036
33	Female - Femmes	1,965	2,205	1,544	815	2,563
	Wage and salary earners - Employés à salaire et à traitement:					
34	Male - Hommes	3,353	3,944	2,162	1,518	5,196
35	Female - Femmes	1,342	1,669	1,050	600	1,756
	Earnings - Gain:					
36	Under \$2,000 - Moins de \$2,000	2,032	2,747	1,680	1,029	2,275
37	\$2,000-\$2,999	956	1,036	592	399	1,405
38	3,000- 3,999	834	812	464	351	1,532
39	4,000- 5,999	422	518	226	176	1,140
40	6,000 and over - et plus	91	141	36	42	237
	Average earnings - Gain moyen:					
41	Male - Hommes	\$ 2,489	2,379	2,065	2,212	2,964
42	Female - Femmes	\$ 1,530	1,466	1,615	1,688	1,789

TABLEAU 3. Statistique relative aux études de marché par comté ou division de recensement et localité constituée de 10,000 habitants et plus, 1961 - suite

Manitoba											N°
Division No. 6			Division No. 7			Division No. 8	Division No. 9	Division No. 10	Division No. 11	Division No. 12	
Total	Portage la Prairie	Remainder - Autres	Total	Brandon	Remainder - Autres	Total					
30,929	12,388	18,541	49,536	28,166	21,370	21,617	11,832	19,296	13,447	28,686	1
15,951	6,111	9,840	25,109	13,834	11,275	11,337	6,406	10,045	7,134	15,367	2
14,978	6,277	8,701	24,427	14,332	10,095	10,280	5,426	9,251	6,313	13,319	3
10,898	-	10,898	9,738	-	9,738	8,197	6,230	9,063	6,916	12,739	4
5,857	-	5,857	5,293	-	5,293	4,496	3,398	4,922	3,796	6,966	5
5,041	-	5,041	4,445	-	4,445	3,701	2,832	4,141	3,120	5,773	6
7,643	-	7,643	10,519	-	10,519	7,297	4,182	4,825	6,531	14,106	7
3,983	-	3,983	5,448	-	5,448	3,815	2,304	2,496	3,338	7,520	8
3,660	-	3,660	5,071	-	5,071	3,482	1,878	2,329	3,193	6,586	9
12,388	12,388	-	29,279	28,166	1,113	6,123	1,420	5,408	-	1,841	10
6,111	6,111	-	14,368	13,834	534	3,026	704	2,627	-	881	11
6,277	6,277	-	14,911	14,332	579	3,097	716	2,781	-	960	12
7,880	2,681	5,199	10,705	5,629	5,076	5,363	2,728	4,072	2,814	7,306	13
3,326	1,188	2,138	4,721	2,411	2,310	2,307	1,238	2,095	1,462	3,405	14
2,714	1,081	1,633	3,729	1,936	1,794	1,563	945	1,562	1,069	2,474	15
14,603	6,285	8,318	24,737	14,723	10,014	10,263	5,810	9,166	6,496	12,886	16
2,406	1,153	1,253	5,653	3,467	2,186	2,121	1,111	2,401	1,606	2,615	17
25,747	11,757	13,990	46,934	27,113	19,821	20,439	11,116	18,862	12,956	25,652	18
566	49	517	232	36	196	72	23	19	6	206	19
4,352	526	3,826	2,224	923	1,301	828	529	318	167	2,059	20
7,967	5,282	2,685	18,119	13,213	4,906	5,740	2,335	5,038	3,118	5,881	21
3,360	2,099	1,261	6,149	4,221	1,928	2,449	940	1,782	1,186	3,050	22
3,609	2,207	1,402	8,149	5,658	2,491	2,914	1,177	2,803	2,124	3,525	23
1,058	782	276	2,614	1,965	649	744	294	730	377	842	24
1,477	1,038	439	3,209	2,340	869	707	397	627	314	701	25
908	647	261	2,001	1,564	437	647	249	413	118	414	26
386	250	136	928	737	191	307	110	151	108	181	27
420	289	131	914	689	225	355	75	241	56	169	28
109	69	40	304	260	44	66	33	73	21	49	29
2,690	2,785	..	2,725	2,846	..	2,583	2,467	2,307	1,829	2,095	30
10,168	4,144	6,024	17,804	10,219	7,585	7,102	3,840	6,806	5,014	9,172	31
7,894	2,832	5,062	13,134	6,969	6,165	5,917	3,194	5,419	3,820	7,070	32
2,274	1,312	962	4,670	3,250	1,420	1,185	646	1,387	1,194	2,102	33
5,017	2,473	2,544	9,247	6,225	3,022	3,159	1,575	2,304	1,283	3,084	34
1,903	1,244	659	4,064	3,030	1,034	933	494	971	486	968	35
2,268	1,058	1,210	4,271	2,640	1,631	1,379	728	1,413	948	1,661	36
1,169	687	482	2,499	1,773	726	667	381	622	273	787	37
1,298	906	392	3,000	2,133	867	795	407	541	288	716	38
1,041	675	366	2,294	1,806	488	794	332	343	127	442	39
269	189	80	672	578	94	237	44	99	22	84	40
2,980	3,402	..	3,275	3,594	..	3,172	2,767	2,535	2,062	2,458	41
1,832	1,878	..	1,742	1,753	..	1,764	1,864	1,666	1,479	1,757	42

TABLE 3. Market Research Statistics by Counties and Census Divisions and for Incorporated Places of 10,000 Population and Over, 1961 - Continued

No.		Manitoba				
		Division No. 1	Division No. 2	Division No. 3	Division No. 4	Division No. 5
		Total				
HOUSING - HABITATION						
1	Occupied dwellings - Logements occupés	6,261	8,889	5,859	3,989	8,038
2	Single detached - Individuels isolés	5,960	8,446	5,539	3,818	7,450
3	Single attached - Individuels attenants	170	256	160	..	328
4	Apartment or flat - Appartements ou plain-pied	140	126	..	205
5	Dwellings in need of major repair - Logements ayant besoin de réparations importantes	586	948	541	257	842
Dwellings with - Éléments de confort:						
6	Mechanical refrigerator - Réfrigérateur mécanique	5,493	8,427	5,485	3,691	7,180
7	Home freezer - Congélateur ménager	2,657	4,036	2,992	2,251	2,423
8	One passenger car - Une automobile	4,508	6,613	4,565	2,971	5,493
9	Two or more passenger cars - Deux automobiles ou plus	244	462	296	212	395
MERCHANDISING AND SERVICES - COMMERCE ET SERVICES						
Retail trade - Commerce de détail:						
10	Number of stores - Nombre de magasins	196	323	227	134	266
11	Sales - Ventes	\$'000 17,510.5	20,718.6	11,892.9	7,627.2	15,813.9
12	Food group - Groupe des aliments	3,656.1	3,748.0	2,266.9	1,617.4	5,263.2
13	General merchandise group - Groupe des marchandises en général	2,235.7	4,825.6	3,728.5	1,564.5	1,917.3
14	Automotive group - Groupe de l'automobile	9,235.7	8,006.0	3,476.4	2,275.4	5,039.1
15	Apparel and accessories group - Groupe des vêtements et accessoires	699.9	781.4	454.1	392.1	841.4
16	Hardware and home furnishings group - Quincaillerie et fournitures de maison	1,320.3	1,647.7	1,363.3	1,084.6	1,080.6
17	Other retail stores group - Groupe des autres magasins de détail	362.8	1,709.9	603.7	693.2	1,672.3
Wholesale trade - Commerce de gros:						
18	Number of locations - Nombre de locaux	61	115	81	43	47
19	Sales - Ventes	\$'000 9,303.0	16,886.3	7,514.0	4,979.7	6,809.7
Service trade - Commerce de services:						
20	Number of locations - Nombre de locaux	68	141	129	78	147
21	Receipts - Recettes	\$'000 1,542.5	2,652.6	1,808.5	1,228.8	4,342.2
MANUFACTURING - FABRICATION						
22	Number of establishments - Nombre d'établissements	32	35	29	11	24
23	Selling value of factory shipments - Valeur de vente des expéditions de la fabrique	\$'000 7,403.6	7,516.4	1,905.3	1,566.0	13,835.9
24	Value added by manufacturing - Valeur ajoutée par la fabrication	\$'000 2,741.3	2,573.1	427.3	551.5	7,665.9
AGRICULTURE						
25	Number of census farms - Nombre de fermes de recensement	3,045	4,031	3,092	2,153	3,086
26	Capital value (land and buildings) - Valeur foncière (terre et bâtiments)	\$'000 46,785.1	99,229.6	67,203.5	43,130.8	45,260.8
27	Commercial farms - Fermes commerciales	2,240	3,533	2,858	2,024	1,648
Value of products sold - Valeur des produits vendus:						
28	\$ 1,200 - \$2,499	589	608	408	303	802
29	2,500 - 4,999	753	1,219	1,107	693	525
30	5,000 - 9,999	608	1,187	1,038	776	211
31	10,000 and over - et plus	290	519	305	252	110
32	Number of part-time farms - Nombre de fermes à temps partiel	215	173	63	21	445
33	Other farms (including institutional farms) - Autres fermes (y compris fermes d'institution)	590	325	171	108	993

TABLEAU 3. Statistique relative aux études de marché par comté ou division de recensement et localité constituée de 10,000 habitants et plus, 1961 — suite

Manitoba											
Division No. 6			Division No. 7			Division No. 8	Division No. 9	Division No. 10	Division No. 11	Division No. 12	N°
Total	Portage la Prairie	Remainder — Autres	Total	Brandon	Remainder — Autres	Total					
7,081	3,149	3,932	12,823	7,271	5,552	5,794	3,000	5,385	3,799	6,826	1
5,990	2,505	3,485	10,378	5,521	4,866	5,252	2,860	5,045	3,478	6,302	2
441	752	266	486	219	105	139	256	440	3
575	536	39	1,544	1,453	91	266	..	186	4
581	153	428	971	395	576	467	285	425	517	1,148	5
6,690	3,061	3,629	12,305	7,032	5,273	5,307	2,752	4,869	3,010	4,849	6
2,787	818	1,969	4,061	1,527	2,534	2,730	1,297	2,162	1,667	2,264	7
5,195	2,126	3,069	9,189	4,895	4,294	4,410	2,207	3,949	2,608	4,200	8
350	134	216	821	577	244	306	168	214	..	259	9
212	117	95	407	209	198	179	81	200	141	242	10
18,334.9	12,970.5	5,364.4	48,022.5	35,176.1	12,846.4	14,250.9	6,356.4	15,147.5	6,026.2	11,527.5	11
4,563.2	9,068.2	2,754.3	1,955.2	2,908.9	1,571.8	2,878.7	12
3,638.3	9,158.8	3,002.0	875.4	2,823.9	1,384.0	4,568.0	13
6,271.6	18,168.0	6,018.2	2,834.6	6,892.2	2,044.9	2,551.7	14
1,457.6	3,295.9	527.4	..	695.2	..	193.9	15
1,075.4	3,103.3	909.3	411.6	820.2	403.6	774.4	16
1,328.8	5,228.3	1,039.7	..	1,007.1	..	560.8	17
70	19	51	125	67	58	59	30	58	37	44	18
9,050.2	3,260.8	5,789.4	40,486.7	34,667.1	5,819.6	8,004.9	4,214.3	5,675.1	2,536.2	3,699.5	19
87	57	30	212	113	99	119	30	117	97	89	20
3,516.0	2,537.3	978.7	7,920.5	5,809.0	2,111.5	2,429.8	582.2	2,603.6	1,590.4	2,375.1	21
21	18	3	62	39	23	14	8	23	10	29	22
8,482.0	7,888.4	593.6	19,881.0	12,471.3	7,409.7	2,165.5	954.9	2,665.0	629.7	3,140.8	23
3,755.8	3,660.2	95.6	6,700.9	3,823.4	2,877.5	609.7	420.8	615.9	128.5	1,555.2	24
2,277	2,523	2,189	1,470	2,420	1,943	3,346	25
62,375.2	48,256.6	37,270.5	30,730.6	34,628.4	28,578.4	27,572.8	26
1,971	2,228	1,952	1,115	2,040	1,650	2,015	27
331	389	340	252	590	451	1,038	28
635	781	746	327	835	661	705	29
659	798	665	349	478	435	206	30
346	260	201	187	137	103	66	31
80	63	48	76	81	47	285	32
226	232	189	279	299	246	1,046	33

TABLE 3. Market Research Statistics by Counties and Census Divisions and for Incorporated Places of 10,000 Population and Over, 1961 - Continued

No.		Manitoba					
		Division No. 13	Division No. 14	Division No. 15	Division No. 16		
		Total			Total	Flin Flon ¹	Remainder - Autres
POPULATION							
1	Total	12,880	6,702	14,906	46,781	11,104	36,235
2	Male - Hommes	6,789	3,592	7,812	25,667	5,836	20,115
3	Female - Femmes	6,091	3,110	7,094	21,114	5,268	16,120
4	Rural farm - Rurale agricole	6,710	4,259	6,759	416	-	416
5	Male - Hommes	3,669	2,344	3,686	229	-	229
6	Female - Femmes	3,041	1,915	3,073	187	-	187
7	Rural non-farm - Rurale non agricole	4,907	1,075	4,984	24,001	-	24,001
8	Male - Hommes	2,484	548	2,569	13,177	-	13,177
9	Female - Femmes	2,423	527	2,415	10,824	-	10,824
10	Urban - Urbaine	1,263	1,368	3,163	22,364	11,104	11,818
11	Male - Hommes	636	700	1,557	12,261	5,836	6,709
12	Female - Femmes	627	668	1,606	10,103	5,268	5,109
Age groups - Groupes d'âge:							
13	0-9	2,835	1,535	3,536	13,632	2,691	11,097
14	10-14	1,412	779	1,761	4,962	1,247	3,780
15	15-19	1,062	563	1,340	3,740	954	2,849
16	20-64	6,082	3,169	6,550	22,904	5,891	17,266
17	65 and over - et plus	1,489	656	1,319	1,543	321	1,243
Language - Langue:							
18	English only - Anglais seulement	11,603	6,446	13,993	39,077	10,611	29,003
19	French only - Français seulement	132	18	60	178	22	157
20	English and French - Anglais et français	1,004	111	706	2,171	431	1,760
Income data from a 20 per cent sample of private non-farm households - Revenu d'un échantillon de 20 pour-cent des ménages non agricoles privés:							
21	Population, 15 years of age and over, with income - Population, âgée de 15 ans et plus, avec revenu	2,925	1,103	3,577	14,882	5,098	10,018
22	Population, 15 years of age and over, without income - Population, âgée de 15 ans et plus, sans revenu	1,108	482	1,556	8,825	2,222	6,714
Income - Revenu:							
23	Under \$2,000 - Moins de \$2,000	1,793	685	2,094	6,303	1,756	4,628
24	\$2,000-\$2,999	397	146	512	1,249	382	908
25	3,000-3,999	301	136	519	1,986	408	1,605
26	4,000-4,999	163	58	196	1,781	342	889
27	5,000-5,999	104	52	107	1,834	966	898
28	6,000-9,999	129	20	83	1,564	576	988
29	10,000 and over - et plus	38	6	66	165	68	102
30	Average income per individual - Revenu moyen par personne	\$ 2,107	1,913	2,308	3,096	3,538	..
LABOUR FORCE - MAIN-D'OEUVRE							
31	Total	4,457	2,064	4,486	15,006	4,220	10,974
32	Male - Hommes	3,675	1,846	3,751	12,428	3,300	9,268
33	Female - Femmes	782	218	735	2,578	920	1,706
Wage and salary earners - Employés à salaire et à traitement:							
34	Male - Hommes	1,346	550	1,581	11,096	3,109	8,119
35	Female - Femmes	495	168	566	2,345	870	1,521
Earnings - Gain:							
36	Under \$2,000 - Moins de \$2,000	878	349	988	2,843	805	2,084
37	\$2,000-\$2,999	353	137	418	1,665	347	1,332
38	3,000-3,999	297	113	374	1,789	387	1,416
39	4,000-5,999	183	48	187	3,679	1,905	1,865
40	6,000 and over - et plus	27	7	40	1,434	406	1,036
Average earnings - Gain moyen:							
41	Male - Hommes	\$ 2,194	2,052	2,289	3,919	4,400	..
42	Female - Femmes	1,727	1,786	1,703	2,029	1,964	..

¹ Includes that part of Flin Flon which is in Saskatchewan.

TABLEAU 3. Statistique relative aux études de marché par comté ou division de recensement et localité constituée de 10,000 habitants et plus, 1961 - suite

Manitoba											N°
Division No. 17	Division No. 18	Division No. 19	Division No. 20								
Total			Total	East Kildonan	St. Boniface	St. James	West Kildonan	Winnipeg	Transcona	Remainder - Autres	
21,323	15,403	19,921	475,989	27,305	37,600	33,977	20,077	265,429	14,248	77,353	1
11,103	8,261	10,687	234,637	13,642	18,313	16,942	9,936	129,438	7,200	39,166	2
10,220	7,142	9,234	241,352	13,663	19,287	17,035	10,141	135,991	7,048	38,187	3
8,346	8,080	6,415	2,491	—	—	—	—	—	—	2,491	4
4,624	4,487	3,501	1,342	—	—	—	—	—	—	1,342	5
3,722	3,593	2,914	1,149	—	—	—	—	—	—	1,149	6
4,546	7,323	12,262	7,786	—	—	—	—	—	—	7,786	7
2,286	3,774	6,565	4,213	—	—	—	—	—	—	4,213	8
2,260	3,549	5,697	3,573	—	—	—	—	—	—	3,573	9
8,431	—	1,244	465,712	27,305	37,600	33,977	20,077	265,429	14,248	67,076	10
4,193	—	621	229,082	13,642	18,313	16,942	9,936	129,438	7,200	33,611	11
4,236	—	623	236,630	13,663	19,287	17,035	10,141	135,991	7,048	33,465	12
4,473	3,787	5,133	101,080	6,862	8,925	7,966	4,565	47,910	4,142	20,710	13
2,438	1,820	2,308	42,281	2,716	3,540	3,708	1,921	21,104	1,314	7,978	14
1,909	1,418	1,670	33,386	1,768	2,931	2,250	1,413	18,910	857	5,259	15
10,361	7,019	9,254	256,340	14,406	19,483	17,404	10,807	148,176	7,120	38,944	16
2,142	1,359	1,556	42,902	1,555	2,721	2,649	1,371	29,329	815	4,462	17
18,922	13,855	16,126	432,719	26,431	22,515	32,635	19,455	248,265	13,166	70,252	18
232	95	419	2,689	26	1,313	56	24	699	57	514	19
1,878	750	2,652	35,230	629	13,518	1,245	488	12,356	928	6,068	20
5,915	2,755	5,260	245,386	13,275	17,443	16,439	9,738	149,012	6,285	33,194	21
2,573	1,574	2,389	69,063	4,328	5,835	4,934	3,656	36,298	2,393	11,619	22
3,254	1,863	2,805	97,012	4,532	6,107	6,097	3,587	62,478	2,218	11,993	23
823	341	688	38,075	1,805	2,810	1,868	1,316	25,308	786	4,182	24
820	277	673	39,830	2,117	2,849	2,195	1,417	25,211	1,054	4,987	25
460	160	441	30,248	1,946	2,360	2,166	1,304	16,319	1,268	4,885	26
229	39	272	15,608	1,242	1,490	1,360	713	7,450	522	2,831	27
227	70	305	17,642	1,313	1,485	2,074	1,086	8,267	399	2,998	28
102	5	76	6,971	320	342	679	315	3,959	38	1,318	29
2,350	1,713	2,525	3,179	3,371	3,225	3,617	3,457	3,011	3,109	..	30
7,658	4,972	6,711	195,242	10,681	14,738	12,848	7,788	116,618	5,074	27,495	31
5,789	3,786	5,236	129,645	7,453	9,688	9,084	5,579	74,045	3,741	20,075	32
1,869	1,186	1,475	65,597	3,228	5,070	3,764	2,209	42,573	1,333	7,420	33
2,747	1,192	3,320	116,723	6,754	8,877	8,335	4,471	67,140	3,546	17,600	34
1,212	366	681	61,496	3,084	4,836	3,603	2,064	39,626	1,277	7,006	35
1,644	799	1,562	46,185	2,119	3,441	2,454	1,605	29,902	1,055	5,609	36
704	262	560	33,723	1,540	2,443	1,719	1,065	22,508	708	3,740	37
678	201	629	37,147	2,033	2,690	2,155	1,252	22,949	1,112	4,956	38
550	97	720	38,635	2,884	3,227	3,182	1,726	19,368	1,578	6,670	39
184	21	253	15,543	1,038	1,314	2,064	685	7,418	285	2,739	40
2,851	1,906	2,938	3,907	4,219	4,020	4,683	4,089	3,670	3,884	..	41
1,640	1,838	1,715	1,961	1,898	1,879	2,126	1,854	1,989	1,682	..	42

¹ Comprend la partie de Flin Flon située en Saskatchewan.

TABLE 3. Market Research Statistics by Counties and Census Divisions and for Incorporated Places of 10,000 Population and Over, 1961 - Continued

No.		Manitoba					
		Division No. 13	Division No. 14	Division No. 15	Division No. 16		
		Total			Total	Flin Flon ¹	Remainder - Autres
HOUSING - HABITATION							
1	Occupied dwellings - Logements occupés	3,558	1,768	3,885	9,553	2,919	6,767
2	Single detached - Individuels isolés	3,347	1,662	3,665	7,348	1,833	5,628
3	Single attached - Individuels attenants	101	637	211	446
4	Apartment or flat - Appartements ou plain-pied	1,433	875	558
5	Dwellings in need of major repair - Logements ayant besoin de réparations importantes	422	332	631	1,342	115	1,232
Dwellings with - Éléments de confort:							
6	Mechanical refrigerator - Réfrigérateur mécanique	3,148	1,330	3,010	5,938	2,825	3,237
7	Home freezer - Congélateur ménager	1,694	842	1,462	1,340	568	792
8	One passenger car - Une automobile	2,630	1,208	2,562	4,320	2,258	2,175
9	Two or more passenger cars - Deux automobiles ou plus	154	--	--	148	115	--
MERCHANDISING AND SERVICES - COMMERCE ET SERVICES							
Retail trade - Commerce de détail:							
10	Number of stores - Nombre de magasins	122	50	146	247	75	172
11	Sales - Ventes	\$'000 6,697.8	3,287.7	8,894.2	29,188.3	11,477.6	17,710.7
12	Food group - Groupe des aliments	1,476.0	602.4	1,262.7	5,451.7
13	General merchandise group - Groupe des marchandises en général	1,087.3	1,014.0	3,223.6	12,127.3
14	Automotive group - Groupe de l'automobile	2,645.7	1,188.5	2,605.2	5,170.3
15	Apparel and accessories group - Groupe des vêtements et accessoires	224.8	112.0	408.4	1,660.9
16	Hardware and home furnishings group - Quincaillerie et fournitures de maison	667.5	119.9	601.7	1,489.2
17	Other retail stores group - Groupe des autres magasins de détail	596.5	250.9	792.6	3,288.9
Wholesale trade - Commerce de gros:							
18	Number of locations - Nombre de locaux	40	12	43	52	13	39
19	Sales - Ventes	\$'000 4,354.1	1,556.2	5,925.8	15,177.5	4,138.5	11,039.0
Service trade - Commerce de services:							
20	Number of locations - Nombre de locaux	74	24	73	156	41	115
21	Receipts - Recettes	\$'000 1,368.6	465.9	1,525.0	7,445.7	2,053.7	5,392.0
MANUFACTURING - FABRICATION							
22	Number of establishments - Nombre d'établissements	10	15	37	30	9	22
23	Selling value of factory shipments - Valeur de vente des expéditions de la fabrication	\$'000 621.6	853.2	1,299.8	55,513.4	43,201.6	39,016.5
24	Value added by manufacturing - Valeur ajoutée par la fabrication	\$'000 150.1	266.0	412.7	30,676.0	17,179.1	28,704.3
AGRICULTURE							
25	Number of census farms - Nombre de fermes de recensement	1,783	1,133	1,801	120
26	Capital value (land and buildings) - Valeur foncière (terre et bâtiments)	\$'000 30,361.2	13,335.7	23,686.0	1,256.4
27	Commercial farms - Fermes commerciales	1,617	873	1,364	67
Value of products sold - Valeur des produits vendus:							
28	\$ 1,200 - \$2,499	344	294	534	26
29	2,500 - 4,999	651	383	522	22
30	5,000 - 9,999	517	168	255	10
31	10,000 and over - et plus	105	28	53	9
32	Number of part-time farms - Nombre de fermes à temps partiel	31	41	105	14
33	Other farms (including institutional farms) - Autres fermes (y compris fermes d'institution)	135	219	332	39

¹ Includes that part of Flin Flon which is in Saskatchewan.

TABLEAU 3. Statistique relative aux études de marché par comté ou division de recensement et localité constituée de 10,000 habitants et plus, 1961 - suite

Manitoba											
Division No. 17	Division No. 18	Division No. 19	Division No. 20								N°
Total	Total	Total	Total	East Kildonan	St. Boniface	St. James	West Kildonan	Winnipeg	Transcona	Remainder - Autres	N°
5,800	3,887	5,029	128,530	7,170	9,561	9,076	5,435	74,125	3,711	19,452	1
5,211	3,628	4,380	90,412	6,587	6,596	7,497	4,834	43,859	3,173	17,866	2
218	175	441	6,271	..	575	277	..	4,557	3
341	..	163	31,666	488	2,367	1,302	557	25,709	471	772	4
594	677	518	6,421	255	220	278	176	4,453	129	910	5
4,891	2,264	3,838	124,502	7,077	9,207	9,001	5,343	71,265	3,589	19,020	6
2,133	1,436	1,503	18,267	1,311	1,977	1,912	672	7,204	639	4,552	7
4,087	2,223	2,944	77,540	5,200	6,341	6,259	3,679	39,708	2,585	13,768	8
239	--	190	9,667	495	553	891	537	5,020	188	1,983	9
194	129	209	2,870	83	192	131	67	2,051	62	284	10
17,128.2	5,919.3	9,227.8	493,139.0	10,840.6	17,702.6	15,585.3	13,795.8	400,697.4	6,854.7	27,662.6	11
3,025.4	1,550.9	1,910.7	127,156.6	..	7,551.3	7,777.9	..	82,295.6	12
4,026.3	2,314.4	3,794.9	129,395.2	..	465.7	389.0	..	127,577.6	13
6,199.0	1,459.6	2,714.2	125,362.7	..	4,976.8	2,857.9	..	99,168.8	14
1,201.8	155.9	49.3	24,016.6	..	782.6	253.0	..	21,861.2	15
1,003.9	290.1	204.8	23,836.6	..	837.4	742.4	..	20,107.1	16
1,671.8	148.4	553.9	63,371.3	..	3,088.8	3,565.1	..	49,687.1	17
54	27	28	1,140	7	66	89	4	930	7	37	18
10,708.4	1,738.2	2,596.5	3,337,905.6	5,927.2	136,262.6	127,362.1	973.6	3,028,876.4	2,422.9	36,080.8	19
93	58	112	1,949	47	109	94	37	1,439	45	178	20
2,739.2	842.0	2,663.5	104,279.1	1,068.6	5,223.7	6,750.1	1,180.7	79,691.5	1,655.6	8,708.9	21
33	18	39	990	22	82	68	14	741	10	53	22
2,733.4	658.3	14,678.1	605,721.5	8,960.4	171,518.1	42,526.7	3,150.6	318,362.8	12,243.4	48,959.5	23
847.7	167.9	8,285.4	236,539.0	4,107.5	35,785.8	21,086.6	1,455.8	148,717.7	5,084.0	20,321.6	24
2,427	2,121	1,666	680	25
29,304.3	16,530.1	13,076.1	21,039.9	26
1,875	1,334	741	377	27
679	684	467	107	28
777	501	184	68	29
343	128	53	62	30
76	21	37	120	31
114	155	266	79	32
438	632	659	224	33

¹ Comprend la partie de Flin Flon située en Saskatchewan.

**TABLE 3. Market Research Statistics by Counties and Census Divisions and for Incorporated Places
of 10,000 Population and Over, 1961 - Continued**

No.		Saskatchewan				
		Division No. 1	Division No. 2	Division No. 3	Division No. 4	Division No. 5
		Total				
	POPULATION					
1	Total	38,875	33,760	28,245	17,925	45,396
2	Male - Hommes	20,463	17,875	14,899	9,521	23,693
3	Female - Femmes	18,412	15,885	13,346	8,404	21,703
4	Rural farm - Rurale agricole	15,189	13,830	14,540	9,265	21,832
5	Male - Hommes	8,390	7,586	7,925	5,129	11,970
6	Female - Femmes	6,799	6,244	6,615	4,136	9,862
7	Rural non-farm - Rurale non agricole	14,599	9,762	9,715	4,215	12,183
8	Male - Hommes	7,512	5,055	4,988	2,201	6,123
9	Female - Femmes	7,087	4,707	4,727	2,014	6,060
10	Urban - Urbaine	9,087	10,168	3,990	4,445	11,381
11	Male - Hommes	4,561	5,234	1,986	2,191	5,600
12	Female - Femmes	4,526	4,934	2,004	2,254	5,781
	Age groups - Groupes d'âge:					
13	0 - 9	9,751	7,694	6,883	4,193	10,155
14	10 - 14	4,075	3,328	3,021	1,701	4,879
15	15 - 19	2,999	2,484	2,139	1,299	3,578
16	20 - 64	18,657	16,614	13,060	8,546	21,907
17	65 and over - et plus	3,393	3,640	3,142	2,186	4,877
	Language - Langue:					
18	English only - Anglais seulement	36,018	32,233	22,399	16,376	43,836
19	French only - Français seulement	189	101	573	116	87
20	English and French - Anglais et français	2,559	1,362	5,131	1,351	1,254
	Income data from a 20 per cent sample of private non-farm households - Revenu d'un échantillon de 20 pour-cent des ménages non agricoles privés:					
21	Population, 15 years of age and over, with income - Population, âgée de 15 ans et plus, avec revenu	10,936	8,510	6,099	4,247	10,556
22	Population, 15 years of age and over, without income - Population, âgée de 15 ans et plus, sans revenu	3,939	3,122	2,570	1,401	4,763
	Income - Revenu:					
23	Under \$2,000 - Moins de \$2,000	5,341	4,026	3,348	2,311	5,779
24	\$ 2,000 - \$2,999	1,548	1,138	721	610	1,271
25	3,000 - 3,999	1,297	1,276	818	501	1,336
26	4,000 - 4,999	1,089	806	533	368	996
27	5,000 - 5,999	749	429	207	211	370
28	6,000 - 9,999	663	536	386	159	663
29	10,000 and over - et plus	229	299	86	87	141
30	Average income per individual - Revenu moyen par personne	\$ 2,797	2,933	2,446	2,381	2,518
	LABOUR FORCE - MAIN-D'OEUVRE					
31	Total	13,191	11,395	9,391	6,504	15,894
32	Male - Hommes	10,892	9,154	7,782	5,257	12,368
33	Female - Femmes	2,299	2,241	1,609	1,247	3,526
	Wage and salary earners - Employés à salaire et à traitement:					
34	Male - Hommes	5,138	3,957	2,451	2,013	4,588
35	Female - Femmes	1,768	1,696	1,209	893	1,830
	Earnings - Gain:					
36	Under \$2,000 - Moins de \$2,000	2,444	1,972	1,511	1,227	2,542
37	\$2,000 - \$2,999	1,085	1,047	603	490	1,049
38	3,000 - 3,999	1,223	1,191	624	427	1,084
39	4,000 - 5,999	1,307	918	450	336	929
40	6,000 and over - et plus	429	255	94	80	362
	Average earnings - Gain moyen:					
41	Male - Hommes	\$ 3,126	2,998	2,542	2,527	2,842
42	Female - Femmes	\$ 1,787	1,949	1,857	1,735	1,871

TABLEAU 3. Statistique relative aux études de marché par comté ou division de recensement et localité constituée de 10,000 habitants et plus, 1961 - suite

Saskatchewan										N°
Division No. 6			Division No. 7			Division No. 8			Division No. 9	
Total	Regina	Remainder - Autres	Total	Moose Jaw	Remainder - Autres	Total	Swift Current	Remainder - Autres	Total	
154,400	112,141	42,259	61,340	33,206	28,134	41,328	12,186	29,142	50,021	1
77,837	55,471	22,366	31,293	16,423	14,870	21,517	6,085	15,432	26,279	2
76,563	56,670	19,893	30,047	16,783	13,264	19,811	6,101	13,710	23,742	3
21,164	-	21,164	14,988	-	14,968	14,692	-	14,692	23,256	4
11,582	-	11,582	8,122	-	8,122	8,054	-	8,054	12,761	5
9,582	-	9,582	6,646	-	6,846	6,638	-	6,638	10,495	6
17,772	-	17,772	12,158	-	12,158	10,506	-	10,506	11,685	7
9,130	-	9,130	6,263	-	6,263	5,412	-	5,412	6,014	8
8,642	-	8,642	5,895	-	5,895	5,094	-	5,094	5,671	9
115,464	112,141	3,323	34,214	33,206	1,008	16,130	12,188	3,944	15,080	10
57,125	55,471	1,654	16,908	16,423	485	8,051	6,085	1,966	7,504	11
58,339	56,670	1,669	17,306	16,783	523	8,079	6,101	1,978	7,576	12
35,687	25,661	10,026	14,113	7,468	6,645	10,105	2,858	7,247	10,561	13
14,289	9,671	4,618	6,179	3,079	3,100	4,146	1,127	3,019	5,254	14
11,718	8,440	3,278	4,530	2,274	2,256	3,305	854	2,451	4,313	15
80,176	60,014	20,162	30,068	16,447	13,621	19,906	6,092	13,814	24,961	16
12,330	8,355	3,975	6,450	3,938	2,512	3,866	1,255	2,611	4,932	17
148,542	108,198	40,344	59,411	32,181	27,230	40,514	11,888	28,626	47,679	18
269	157	112	83	50	33	37	23	14	30	19
4,879	3,259	1,620	1,506	851	655	562	214	346	428	20
66,212	57,079	9,133	21,514	16,335	5,179	12,432	6,288	6,144	12,417	21
19,457	15,530	3,927	7,232	4,961	2,271	4,643	1,869	2,774	5,205	22
26,475	21,140	5,335	9,718	6,854	2,864	6,335	2,927	3,408	6,996	23
9,774	8,533	1,241	3,045	2,486	559	1,743	921	822	1,716	24
10,663	9,651	1,012	3,014	2,478	536	1,574	884	690	1,529	25
7,830	7,092	738	2,431	1,927	504	1,097	621	476	912	26
4,215	3,901	314	1,472	1,168	304	668	391	277	508	27
5,484	5,069	415	1,466	1,163	303	683	392	291	586	28
1,771	1,693	78	368	259	109	332	152	180	170	29
3,141	3,295	..	2,823	2,924	..	2,655	2,806	..	2,296	30
61,065	46,942	14,123	21,373	12,172	9,201	14,204	4,499	9,705	18,281	31
42,385	30,892	11,493	16,213	8,285	7,928	11,465	3,128	8,337	13,732	32
18,680	16,050	2,630	5,160	3,887	1,273	2,739	1,371	1,368	4,549	33
32,178	27,885	4,293	10,114	7,295	2,819	5,400	2,539	2,861	5,311	34
16,786	15,148	1,638	4,519	3,672	847	2,377	1,312	1,065	2,194	35
12,349	9,921	2,428	4,375	2,778	1,597	2,879	1,106	1,771	2,803	36
9,235	8,192	1,043	2,671	2,082	589	1,455	764	691	1,446	37
10,477	9,401	1,076	2,819	2,193	626	1,463	797	666	1,359	38
10,128	9,430	698	3,060	2,517	543	1,194	761	433	1,064	39
4,501	4,337	164	934	770	164	385	276	109	305	40
3,824	4,012	..	3,407	3,688	..	2,967	3,567	..	2,814	41
2,125	2,153	..	1,912	1,958	..	1,808	1,852	..	1,855	42

TABLE 3. Market Research Statistics by Counties and Census Divisions and for Incorporated Places of 10,000 Population and Over, 1961 - Continued

No.		Saskatchewan				
		Division No. 1	Division No. 2	Division No. 3	Division No. 4	Division No. 5
		Total				
HOUSING - HABITATION						
1	Occupied dwellings - Logements occupés	10,405	8,852	7,598	5,010	12,449
2	Single detached - Individuels isolés	9,217	7,709	7,175	4,630	11,704
3	Single attached - Individuels attenants	355	444	198	172	323
4	Apartment or flat - Appartements ou plain-pied	472	565	184	140	347
5	Dwellings in need of major repair - Logements ayant besoin de réparations importantes	874	861	666	399	1,062
Dwellings with - Éléments de confort:						
6	Mechanical refrigerator - Réfrigérateur mécanique	9,086	7,849	6,496	4,310	9,954
7	Home freezer - Congélateur ménager	3,821	3,760	3,549	2,102	4,911
8	One passenger car - Une automobile	7,748	6,567	5,661	3,520	9,310
9	Two or more passenger cars - Deux automobiles ou plus	481	503	263	168	363
MERCHANDISING AND SERVICES - COMMERCE ET SERVICES						
Retail trade - Commerce de détail:						
10	Number of stores - Nombre de magasins	353	291	265	162	420
11	Sales - Ventes	\$'000 27,190.5	24,101.1	17,838.6	10,908.0	27,931.5
12	Food group - Groupe des aliments	" 6,400.3	4,290.7	2,880.5	2,227.5	5,548.1
13	General merchandise group - Groupe des marchandises en général	" 5,325.5	4,508.3	4,707.3	2,393.8	6,571.3
14	Automotive group - Groupe de l'automobile	" 9,109.8	10,876.1	6,689.8	4,073.5	9,864.5
15	Apparel and accessories group - Groupe des vêtements et accessoires	" 895.0	880.5	729.0	458.9	1,478.6
16	Hardware and home furnishings group - Quincaillerie et fournitures de maison	" 2,149.0	1,531.0	1,290.7	744.1	2,437.2
17	Other retail stores group - Groupe des autres magasins de détail	" 3,310.9	2,014.5	1,541.3	1,010.2	2,031.8
Wholesale trade - Commerce de gros:						
18	Number of locations - Nombre de locaux	139	119	114	74	129
19	Sales - Ventes	\$'000 21,882.1	15,819.8	10,093.9	7,559.5	11,544.7
Service trade - Commerce de services:						
20	Number of locations - Nombre de locaux	238	143	152	100	250
21	Receipts - Recettes	\$'000 5,033.2	3,118.1	2,590.9	2,179.7	4,900.1
MANUFACTURING - FABRICATION						
22	Number of establishments - Nombre d'établissements	21	15	7	7	31
23	Selling value of factory shipments - Valeur de vente des expéditions de la fabrique	\$'000 2,301.6	3,345.7	272.5	419.1	5,579.0
24	Value added by manufacturing - Valeur ajoutée par la fabrication	\$'000 763.3	1,044.4	132.8	159.0	1,199.4
AGRICULTURE						
25	Number of census farms - Nombre de fermes de recensement	4,597	4,764	5,186	2,980	6,317
26	Capital value (land and buildings) - Valeur foncière (terre et bâtiments)	\$'000 74,802.0	97,005.1	110,734.5	72,388.7	91,418.8
27	Commercial farms - Fermes commerciales	4,132	4,373	4,829	2,728	5,525
Value of products sold - Valeur des produits vendus:						
28	\$ 1,200- \$2,499	909	872	833	415	1,447
29	2,500- 4,999	1,651	1,628	1,703	834	2,547
30	5,000- 9,999	1,270	1,439	1,730	970	1,292
31	10,000 and over - et plus	302	434	563	509	239
32	Number of part-time farms - Nombre de fermes à temps partiel	101	85	76	68	172
33	Other farms (including institutional farms) - Autres fermes (y compris fermes d'institution)	364	306	281	184	820

TABLEAU 3. Statistique relative aux études de marché par comté ou division de recensement et localité constituée de 10,000 habitants et plus, 1961 - suite

Saskatchewan										
Division No. 6			Division No. 7			Division No. 8			Division No. 9	
Total	Regina	Remainder - Autres	Total	Moose Jaw	Remainder - Autres	Total	Swift Current	Remainder - Autres	Total	Nº
41,276	30,123	11,153	16,850	9,562	7,288	11,476	3,551	7,925	13,808	1
32,020	21,544	10,476	13,322	6,665	6,657	9,708	2,247	7,461	12,273	2
1,903	1,573	330	813	430	383	292	942	3
7,007	6,771	236	2,525	2,411	114	1,371	1,213	158	507	4
2,282	1,446	836	1,362	654	708	1,056	488	568	1,806	5
38,361	28,895	9,466	15,602	9,119	6,483	10,668	3,393	7,275	8,719	6
11,020	5,905	5,115	5,207	1,781	3,426	5,041	759	4,282	4,736	7
28,192	19,986	8,206	11,883	6,339	5,544	8,499	2,389	6,110	9,822	8
3,623	2,916	707	1,204	718	486	731	270	461	386	9
1,008	656	352	490	272	218	392	120	272	491	10
154,461.5	132,189.3	22,272.2	61,987.9	50,507.1	11,480.8	36,616.3	20,885.2	15,731.1	31,161.8	11
30,962.5	25,856.1	5,106.4	12,935.5	10,171.3	2,764.2	6,592.4	6,176.3	12
40,096.9	36,234.4	3,862.5	17,888.0	15,107.2	2,780.8	8,258.3	7,241.0	13
45,006.1	34,809.0	10,197.1	17,809.7	13,018.6	4,791.1	14,023.0	11,241.1	14
10,332.5	9,965.6	366.9	3,727.2	3,692.1	35.1	2,112.9	1,477.2	15
9,513.0	8,458.3	1,054.7	3,660.0	3,087.5	572.5	1,786.8	2,131.7	16
18,550.5	16,865.9	1,684.6	5,967.5	5,430.4	537.1	3,842.9	2,894.5	17
398	275	123	168	65	103	165	48	117	147	18
250,761.2	241,427.4	9,333.8	41,657.5	32,522.9	9,134.6	36,619.8	27,687.9	8,931.9	37,103.5	19
650	452	198	244	149	95	203	71	132	234	20
30,509.0	26,726.4	3,782.6	8,484.1	6,209.9	2,274.2	5,481.5	2,981.3	2,500.2	4,773.2	21
138	126	12	51	46	5	28	20	8	47	22
111,179.9	105,341.7	5,838.2	48,569.8	48,530.7	39.1	4,446.1	4,350.6	95.5	10,281.0	23
44,251.0	40,936.1	3,314.9	13,397.2	13,368.5	28.7	1,595.8	1,538.3	57.5	3,942.9	24
6,575	4,951	5,326	7,006	25
162,974.1	116,383.5	171,796.6	86,816.2	26
6,173	4,652	5,067	5,578	27
969	595	503	2,162	28
2,302	1,351	1,274	2,412	29
2,126	1,818	1,934	849	30
776	888	1,356	155	31
94	81	68	256	32
308	218	191	1,172	33

TABLE 3. Market Research Statistics by Counties and Census Divisions and for Incorporated Places
of 10,000 Population and Over, 1961 - Continued

No.		Saskatchewan				
		Division No. 10	Division No. 11		Division No. 12	
		Total	Total	Saskatoon	Remainder - Autres	Total
POPULATION						
1	Total	33,977	125,846	95,526	30,320	28,283
2	Male - Hommes	18,037	63,039	46,823	16,216	15,053
3	Female - Femmes	15,940	62,807	48,703	14,104	13,230
4	Rural farm - Rurale agricole	19,062	14,824	-	14,824	13,485
5	Male - Hommes	10,468	8,145	-	8,145	7,437
6	Female - Femmes	8,594	6,679	-	6,679	6,048
7	Rural non-farm - Rurale non agricole	11,918	12,695	-	12,695	8,019
8	Male - Hommes	6,073	6,705	-	6,705	4,200
9	Female - Femmes	5,845	5,990	-	5,990	3,819
10	Urban - Urbaine	2,997	98,327	95,526	2,801	6,779
11	Male - Hommes	1,496	48,189	46,823	1,366	3,416
12	Female - Femmes	1,501	50,138	48,703	1,435	3,363
Age groups - Groupes d'âge:						
13	0-9	8,091	30,016	22,633	7,383	6,866
14	10-14	3,882	11,094	7,886	3,208	2,989
15	15-19	2,895	9,131	6,711	2,420	2,324
16	20-64	15,966	64,066	49,612	14,454	13,322
17	65 and over - et plus	3,143	11,539	8,684	2,855	2,782
Language - Langue:						
18	English only - Anglais seulement	32,906	121,414	91,794	29,620	26,707
19	French only - Français seulement	39	248	207	41	77
20	English and French - Anglais et français	392	3,689	3,117	572	1,142
Income data from a 20 per cent sample of private non-farm households - Revenu d'un échantillon de 20 pour-cent des ménages non agricoles privés:						
21	Population, 15 years of age and over, with income - Population, âgée de 15 ans et plus, avec revenu	6,524	53,155	46,582	6,573	6,670
22	Population, 15 years of age and over, without income - Population, âgée de 15 ans et plus, sans revenu	2,901	17,420	14,460	2,960	2,522
Income - Revenu:						
23	Under \$2,000 - Moins de \$2,000	4,197	21,903	18,565	3,338	3,404
24	\$ 2,000-\$2,999	815	7,774	6,918	856	816
25	3,000-3,999	576	8,080	7,242	838	999
26	4,000-4,999	426	6,121	5,523	598	586
27	5,000-5,999	173	3,530	3,178	352	317
28	6,000-9,999	262	4,319	3,828	491	471
29	10,000 and over - et plus	75	1,428	1,328	100	77
30	Average income per individual - Revenu moyen par personne	\$ 2,027	3,188	3,269	..	2,539
LABOUR FORCE - MAIN-D'OEUVRE						
31	Total	11,859	46,240	35,794	10,446	9,566
32	Male - Hommes	9,289	33,030	24,136	8,894	7,954
33	Female - Femmes	2,570	13,210	11,658	1,552	1,612
Wage and salary earners - Employés à salaire et à traitement:						
34	Male - Hommes	2,837	25,044	21,496	3,548	3,258
35	Female - Femmes	1,151	11,976	10,919	1,057	1,124
Earnings - Gain:						
36	Under \$2,000 - Moins de \$2,000	1,760	9,417	7,597	1,820	1,770
37	\$2,000-\$2,999	610	6,863	6,050	813	634
38	3,000-3,999	518	7,399	6,604	795	790
39	4,000-5,999	449	7,840	7,082	758	647
40	6,000 and over - et plus	124	3,192	2,967	225	212
Average earnings - Gain moyen:						
41	Male - Hommes	\$ 2,395	3,743	3,896	..	2,743
42	Female - Femmes	\$ 1,810	2,057	2,082	..	1,817

TABEAU 3. Statistique relative aux études de marché par comté ou division de recensement et localité constituée de 10,000 habitants et plus, 1961 — suite

Saskatchewan										N°
Division No. 13	Division No. 14	Division No. 15			Division No. 16			Division No. 17	Division No. 18	
Total	Total	Prince Albert	Remainder — Autres	Total	North Battleford	Remainder — Autres	Total	Total		
32,994	54,564	83,669	24,168	59,501	45,020	11,230	33,790	28,830	20,708	1
17,333	29,189	43,412	11,967	31,445	23,784	5,573	18,211	15,210	11,130	2
15,661	25,375	40,257	12,201	28,056	21,236	5,657	15,579	13,620	9,578	3
15,811	24,868	33,579	—	33,579	20,146	—	20,146	12,884	1,277	4
8,656	13,751	18,117	—	18,117	11,186	—	11,186	7,062	690	5
7,155	11,117	15,462	—	15,462	8,960	—	8,960	5,822	587	6
9,459	17,818	21,413	—	21,413	12,602	—	12,602	10,420	15,479	7
4,840	9,550	11,147	—	11,147	6,530	—	6,530	5,321	8,407	8
4,619	8,268	10,266	—	10,266	6,072	—	6,072	5,099	7,072	9
7,724	11,878	28,677	24,168	4,509	12,272	11,230	1,042	5,526	3,952	10
3,837	5,888	14,148	11,967	2,181	6,068	5,573	495	2,827	2,033	11
3,887	5,990	14,529	12,201	2,328	6,204	5,657	547	2,699	1,919	12
8,812	12,259	20,643	5,895	14,748	10,466	2,715	7,751	7,402	6,744	13
3,490	6,155	9,424	2,426	6,998	4,756	1,052	3,704	3,265	2,346	14
2,629	4,706	7,087	1,809	5,278	3,629	868	2,761	2,404	1,694	15
14,978	26,243	39,580	11,978	27,602	21,571	5,573	15,998	12,981	9,231	16
3,085	5,201	6,935	2,060	4,875	4,598	1,022	3,576	2,778	693	17
32,402	50,798	73,761	21,616	52,145	39,636	10,468	29,168	25,802	15,387	18
49	346	914	160	754	419	31	388	179	97	19
467	2,662	7,535	2,280	5,255	4,033	665	3,368	2,258	864	20
7,728	13,071	21,908	11,636	10,272	11,060	5,637	5,423	6,891	7,016	21
3,037	5,285	8,181	3,738	4,443	4,138	1,552	2,586	2,521	2,658	22
4,010	7,570	11,127	5,341	5,786	5,909	2,387	3,522	4,316	4,747	23
1,002	1,691	3,047	1,485	1,562	1,453	953	500	690	465	24
988	1,576	2,988	1,609	1,379	1,590	1,049	541	749	416	25
639	926	2,199	1,474	725	883	535	348	382	469	26
475	495	946	696	250	482	312	170	227	346	27
444	568	1,183	788	395	524	311	213	231	448	28
170	245	418	243	175	219	90	129	96	125	29
2,583	2,330	2,581	2,908	..	2,451	2,777	..	2,047	2,196	30
10,679	18,791	28,538	8,715	19,823	14,632	4,368	10,264	9,403	5,730	31
8,899	15,312	21,571	5,940	15,631	11,424	2,842	8,582	7,518	4,832	32
1,780	3,479	6,967	2,775	4,192	3,208	1,526	1,682	1,885	898	33
3,465	6,461	10,228	5,129	5,099	5,076	2,362	2,714	2,940	3,192	34
1,357	2,306	4,563	2,600	1,963	2,331	1,419	912	1,183	764	35
1,861	3,762	5,377	2,102	3,275	2,878	1,079	1,799	1,949	1,138	36
828	1,611	2,545	1,372	1,173	1,343	815	528	684	341	37
844	1,432	2,576	1,505	1,071	1,284	783	501	599	389	38
753	1,099	2,379	1,700	679	1,038	702	336	462	1,107	39
227	305	600	477	123	244	180	64	94	616	40
2,852	2,507	2,895	3,550	..	2,664	3,356	..	2,289	3,957	41
1,798	1,788	1,852	1,945	..	1,957	2,016	..	1,815	1,874	42

TABLE 3. Market Research Statistics by Counties and Census Divisions and for Incorporated Places of 10,000 Population and Over, 1961 - Continued

No.		Saskatchewan				Total	
		Division No. 10	Division No. 11		Division No. 12		
		Total	Total	Saskatoon	Remainder - Autres		
HOUSING - HABITATION							
1	Occupied dwellings - Logements occupés	8,968	33,865	25,910	7,955	7,610	
2	Single detached - Individuels isolés	8,579	26,503	19,193	7,310	6,967	
3	Single attached - Individuels attenants	230	1,876	1,492	384	246	
4	Apartment or flat - Appartements ou plain-pied	127	5,226	5,134	92	349	
5	Dwellings in need of major repair - Logements ayant besoin de réparations importantes	934	1,862	1,160	702	816	
	Dwellings with - Éléments de confort:						
6	Mechanical refrigerator - Réfrigérateur mécanique	6,255	31,718	24,830	6,888	6,481	
7	Home freezer - Congélateur ménager	3,602	10,354	6,369	3,985	3,362	
8	One passenger car - Une automobile	6,461	23,410	17,209	6,201	5,755	
9	Two or more passenger cars - Deux automobiles ou plus	330	2,328	1,931	397	279	
MERCHANDISING AND SERVICES - COMMERCE ET SERVICES							
Retail trade - Commerce de détail:							
10	Number of stores - Nombre de magasins	284	911	628	283	282	
11	Sales - Ventés	\$'000	16,941.3	128,977.5	111,175.8	17,801.7	18,021.1
12	Food group - Groupe des aliments	"	3,325.6	27,967.9	24,839.1	3,128.8	3,417.9
13	General merchandise group - Groupe des marchandises en général	"	5,415.4	30,105.8	25,672.9	4,432.9	3,959.0
14	Automotive group - Groupe de l'automobile	"	5,261.2	37,706.1	30,413.1	7,293.0	7,147.7
15	Apparel and accessories group - Groupe des vêtements et accessoires	"	592.8	10,434.0	9,881.5	552.5	667.3
16	Hardware and home furnishings group - Quincaillerie et fournitures de maison	"	1,130.1	7,892.8	6,484.6	1,408.2	1,156.7
17	Other retail stores group - Groupe des autres magasins de détail	"	1,216.2	14,870.9	13,884.6	986.3	1,672.5
Wholesale trade - Commerce de gros:							
18	Number of locations - Nombre de locaux	79	337	223	114	101	
19	Sales - Ventés	\$'000	7,068.8	221,556.1	210,381.8	11,174.3	9,579.6
Service trade - Commerce de services:							
20	Number of locations - Nombre de locaux	172	567	397	170	112	
21	Receipts - Recettes	\$'000	3,093.5	23,901.1	20,075.3	3,825.8	2,413.3
MANUFACTURING - FABRICATION							
22	Number of establishments - Nombre d'établissements	17	147	136	11	8	
23	Selling value of factory shipments - Valeur de vente des expéditions de la fabrique	\$'000	2,630.8	98,720.2	97,968.4	1,751.8	469.9
24	Value added by manufacturing - Valeur ajoutée par la fabrication	\$'000	527.9	30,088.0	29,533.1	554.9	159.9
AGRICULTURE							
25	Number of census farms - Nombre de fermes de recensement	5,573	4,898	4,488	
26	Capital value (land and buildings) - Valeur foncière (terre et bâtiments)	\$'000	92,875.9	115,443.4	102,600.7
27	Commercial farms - Fermes commerciales	4,889	4,587	4,058	
Value of products sold - Valeur des produits vendus:							
28	\$ 1,200 - \$2,499	1,420	627	749	
29	2,500 - 4,999	2,039	1,539	1,355	
30	5,000 - 9,999	1,164	1,722	1,348	
31	10,000 and over - et plus	266	699	606	
32	Number of part-time farms - Nombre de fermes à temps partiel	114	66	116	
33	Other farms (including institutional farms) - Autres fermes (y compris fermes d'institution)	570	245	314	

TABLEAU 3. Statistique relative aux études de marché par comté ou division de recensement et localité constituée de 10,000 habitants et plus, 1961 - suite

Saskatchewan										N°
Division No. 13	Division No. 14	Division No. 15			Division No. 16			Division No. 17	Division No. 18	
Total	Total	Prince Albert	Remainder - Autres	Total	North Battleford	Remainder - Autres	Total	Total		
8,498	14,716	20,961	6,426	14,535	11,390	3,040	8,350	7,442	4,250	1
7,875	13,555	17,955	4,425	13,530	10,207	2,297	7,910	7,059	3,795	2
232	607	925	298	627	483	231	252	220	224	3
274	337	2,016	1,693	323	621	489	132	116	206	4
708	1,834	2,175	461	1,714	1,471	296	1,175	1,138	811	5
7,195	9,712	15,619	5,817	9,802	7,358	2,768	4,590	4,871	1,707	6
4,158	4,413	6,958	1,191	5,767	3,375	724	2,651	2,034	550	7
6,406	9,339	14,034	4,292	9,742	6,874	2,057	4,817	4,780	1,281	8
404	424	828	396	432	427	188	239	114	..	9
301	511	671	181	490	386	123	263	277	116	10
24,504.2	37,466.2	56,719.5	28,135.0	28,584.5	30,058.7	16,243.4	11,815.3	21,164.6	8,441.6	11
4,758.4	6,607.8	12,137.4	5,501.3	3,434.0	1,233.8	12
5,394.3	9,875.2	13,096.3	7,598.7	7,288.4	4,729.7	13
10,225.7	14,501.0	20,220.0	10,954.8	6,921.8	1,512.5	14
876.5	1,406.8	2,800.6	1,550.7	609.7	70.1	15
1,484.5	2,371.6	3,751.5	1,731.8	1,103.8	113.9	16
1,764.8	2,703.8	4,713.7	2,721.4	1,806.9	781.6	17
113	153	198	56	142	126	38	86	76	10	18
12,417.1	23,786.1	51,471.4	35,893.5	15,577.9	28,544.7	23,043.5	5,501.2	14,138.2	1,300.7	19
160	260	325	98	227	186	67	119	156	111	20
3,474.5	5,856.5	8,262.8	4,495.3	3,767.5	4,650.5	2,757.3	1,893.2	2,741.1	2,461.9	21
11	71	47	28	19	28	12	16	21	15	22
687.3	5,849.7	25,087.5	23,570.5	1,517.0	3,766.2	1,880.7	1,885.5	1,637.9	26,948.4	23
271.3	1,835.7	9,160.2	8,739.8	420.4	1,113.5	753.0	360.5	527.6	13,355.4	24
4,655	7,501	9,460	5,603	3,704	340	25
112,265.3	123,068.2	179,728.1	80,251.2	62,192.3	3,780.7	26
4,300	5,770	8,006	4,385	3,027	206	27
694	1,915	2,248	1,484	814	83	28
1,435	2,199	3,026	1,763	1,157	78	29
1,525	1,241	2,123	921	777	41	30
646	415	607	217	279	4	31
84	357	392	211	138	36	32
271	1,374	1,062	1,007	539	98	33

TABLE 3. Market Research Statistics by Counties and Census Divisions and for Incorporated Places of 10,000 Population and Over, 1961 - Continued

No.		Alberta					
		Division No. 1			Division No. 2		
		Total	Medicine Hat	Remainder - Autres	Total	Lethbridge	Remainder - Autres
	POPULATION						
1	Total	39,140	24,484	14,656	83,306	35,454	47,852
2	Male - Hommes	19,835	11,993	7,842	43,101	17,711	25,390
3	Female - Femmes	19,305	12,491	6,814	40,205	17,743	22,462
4	Rural farm - Rurale agricole	7,249	-	7,249	22,706	-	22,706
5	Male - Hommes	3,960	-	3,960	12,352	-	12,352
6	Female - Femmes	3,289	-	3,289	10,354	-	10,354
7	Rural non-farm - Rurale non agricole	4,064	-	4,064	13,414	-	13,414
8	Male - Hommes	2,135	-	2,135	7,168	-	7,168
9	Female - Femmes	1,929	-	1,929	6,246	-	6,246
10	Urban - Urbaine	27,827	24,484	3,343	47,186	35,454	11,732
11	Male - Hommes	13,740	11,993	1,747	23,581	17,711	5,870
12	Female - Femmes	14,087	12,491	1,596	23,605	17,743	5,862
	Age groups - Groupes d'âge:						
13	0-9	9,389	5,431	3,958	20,630	8,219	12,411
14	10-14	3,889	2,291	1,598	8,654	3,446	5,208
15	15-19	2,965	1,781	1,184	6,958	2,517	4,441
16	20-64	19,638	12,397	7,241	40,900	18,061	22,839
17	65 and over - et plus	3,259	2,584	675	6,164	3,211	2,953
	Language - Langue:						
18	English only - Anglais seulement	38,325	23,910	14,415	80,765	34,390	46,375
19	French only - Français seulement	32	19	13	54	24	30
20	English and French - Anglais et français	515	351	164	1,231	647	584
	Income data from a 20 per cent sample of private non-farm households - Revenu d'un échantillon de 20 pour-cent des ménages non agricoles privés:						
21	Population, 15 years of age and over, with income - Population, âgée de 15 ans et plus, avec revenu	14,646	11,719	2,927	28,887	17,740	11,147
22	Population, 15 years of age and over, without income - Population, âgée de 15 ans et plus, sans revenu	5,571	4,266	1,305	8,984	4,904	4,080
	Income - Revenu:						
23	Under \$2,000 - Moins de \$2,000	6,320	5,178	1,142	12,902	7,473	5,429
24	\$ 2,000-\$2,999	2,038	1,680	358	4,206	2,611	1,595
25	3,000- 3,999	2,721	2,115	606	4,316	2,686	1,630
26	4,000- 4,999	1,633	1,200	433	3,041	1,971	1,070
27	5,000- 5,999	802	614	188	1,779	1,172	607
28	6,000- 9,999	881	735	146	1,948	1,349	599
29	10,000 and over - et plus	251	197	54	695	478	217
30	Average income per individual - Revenu moyen par personne	\$ 2,850	2,821	..	2,931	3,069	..
	LABOUR FORCE - MAIN-D'OEUVRE						
31	Total	13,658	8,652	5,006	30,157	13,517	16,640
32	Male - Hommes	10,272	6,050	4,222	22,647	9,190	13,457
33	Female - Femmes	3,386	2,602	784	7,510	4,327	3,183
	Wage and salary earners - Employés à salaire et à traitement:						
34	Male - Hommes	7,128	5,059	2,069	15,175	7,852	7,323
35	Female - Femmes	2,921	2,381	540	6,516	4,062	2,454
	Earnings - Gain:						
36	Under \$2,000 - Moins de \$2,000	2,928	2,100	828	7,495	3,483	4,012
37	\$2,000-\$2,999	1,670	1,298	372	4,059	2,180	1,879
38	3,000- 3,999	2,322	1,723	599	3,800	2,313	1,487
39	4,000- 5,999	1,896	1,396	500	3,669	2,502	1,167
40	6,000 and over - et plus	593	472	121	1,205	892	313
	Average earnings - Gain moyen:						
41	Male - Hommes	\$ 3,378	3,501	..	3,158	3,666	..
42	Female - Femmes	1,879	1,845	..	1,739	1,817	..

TABLEAU 3. Statistique relative aux études de marché par comté ou division de recensement et localité constituée de 10,000 habitants et plus, 1961 - suite

Alberta											
Division No. 3	Division No. 4	Division No. 5	Division No. 6				Division No. 7	Division No. 8			
Total			Total	Calgary	Forest Lawn	Remainder - Autres	Total	Total	Red Deer	Remainder - Autres	N°
30,967	15,020	38,115	317,989	249,641	12,263	56,085	40,837	76,533	19,612	56,921	1
16,009	8,168	20,266	161,032	125,304	6,342	29,386	21,510	40,040	9,784	30,256	2
14,958	6,852	17,849	156,957	124,337	5,921	26,699	19,327	36,493	9,828	26,665	3
11,539	7,551	16,725	19,342	-	-	19,342	19,124	26,472	-	26,472	4
6,209	4,232	9,106	10,575	-	-	10,575	10,532	14,464	-	14,464	5
5,330	3,319	7,619	8,767	-	-	8,767	8,592	12,008	-	12,008	6
6,641	4,824	15,658	14,433	-	-	14,433	12,677	16,205	-	16,205	7
3,376	2,571	8,259	7,519	-	-	7,519	6,471	8,682	-	8,682	8
3,265	2,253	7,399	6,914	-	-	6,914	6,206	7,523	-	7,523	9
12,787	2,645	5,732	284,214	249,641	12,263	22,310	9,036	33,856	19,612	14,244	10
6,424	1,365	2,901	142,938	125,304	6,342	11,292	4,507	16,894	9,784	7,110	11
6,363	1,280	2,831	141,276	124,337	5,921	11,018	4,529	16,962	9,828	7,134	12
8,251	3,846	9,225	79,564	60,417	4,319	14,828	10,216	18,870	4,840	14,030	13
3,340	1,528	4,103	27,974	20,704	1,189	6,081	4,432	8,103	2,003	6,100	14
2,802	1,134	3,296	20,153	15,227	685	4,241	3,347	6,268	1,612	4,656	15
14,110	7,087	18,361	167,806	134,902	5,798	27,106	19,058	37,457	10,059	27,388	16
2,464	1,425	3,130	22,492	18,391	272	3,829	3,784	5,835	1,088	4,747	17
29,972	14,786	36,972	305,664	239,153	11,830	54,681	39,714	74,673	19,077	55,596	18
38	11	67	413	345	22	46	83	75	21	54	19
573	189	759	9,841	8,386	302	1,153	955	1,286	458	828	20
8,374	3,484	9,921	144,722	124,474	4,905	15,343	9,654	21,390	8,806	12,584	21
2,520	1,196	3,487	43,357	35,773	1,732	5,852	3,606	6,740	2,464	4,276	22
4,252	1,768	5,240	51,734	43,688	1,714	6,332	4,722	9,154	3,096	6,058	23
1,123	369	1,312	19,549	16,716	664	2,169	1,386	3,096	1,402	1,694	24
1,058	476	1,391	23,399	19,810	972	2,617	1,265	3,320	1,527	1,793	25
758	365	920	18,493	15,740	801	1,952	1,005	2,369	1,169	1,200	26
504	192	351	11,878	10,371	433	1,074	548	1,356	667	689	27
509	208	539	14,255	13,138	263	854	569	1,416	623	793	28
170	106	168	5,414	5,011	58	345	159	679	322	357	29
2,601	2,754	2,470	3,581	3,677	3,084	..	2,654	3,139	3,470	..	30
9,832	5,280	13,087	123,208	99,943	4,200	19,065	14,111	26,171	7,145	19,026	31
7,747	4,431	10,693	88,007	69,645	3,143	15,219	11,441	20,060	4,855	15,205	32
2,085	849	2,394	35,201	30,298	1,057	3,846	2,670	6,111	2,290	3,821	33
4,553	1,960	5,298	74,142	61,995	2,837	9,310	4,895	11,281	4,158	7,123	34
1,766	680	1,914	32,817	28,610	985	3,222	2,052	4,874	2,154	2,720	35
2,237	1,065	2,908	24,392	19,470	917	4,005	2,651	4,964	1,522	3,442	36
1,003	396	1,191	17,033	14,379	613	2,041	1,095	3,069	1,341	1,728	37
973	427	1,208	21,703	18,258	930	2,515	1,237	3,203	1,312	1,891	38
924	394	903	26,049	22,325	1,081	2,643	1,148	3,054	1,357	1,697	39
340	111	263	12,765	11,962	139	664	335	1,088	474	614	40
2,969	2,743	2,649	4,167	4,334	3,581	..	2,946	3,348	3,731	..	41
1,799	1,824	1,765	2,129	2,178	1,654	..	1,846	1,918	1,993	..	42

TABLE 3. Market Research Statistics by Counties and Census Divisions and for Incorporated Places of 10,000 Population and Over, 1961 - Continued

No.		Alberta					
		Division No. 1			Division No. 2		
		Total	Medicine Hat	Remainder - Autres	Total	Leth-bridge	Remainder - Autres
HOUSING - HABITATION							
1	Occupied dwellings - Logements occupés.....	10,821	7,057	3,764	21,639	10,016	11,623
2	Single detached - Individuels isolés.....	8,661	5,199	3,462	17,717	7,153	10,564
3	Single attached - Individuels attenants.....	375	248	127	996	587	409
4	Apartment or flat - Appartements ou plain-pied.....	1,731	1,585	146	2,785	2,271	514
5	Dwellings in need of major repair - Logements ayant besoin de réparations importantes.....	717	447	270	1,782	479	1,303
Dwellings with - Éléments de confort:							
6	Mechanical refrigerator - Réfrigérateur mécanique.....	10,457	6,911	3,546	20,520	9,727	10,793
7	Home freezer - Congélateur ménager.....	4,353	2,468	1,885	7,343	1,998	5,345
8	One passenger car - Une automobile.....	7,780	4,917	2,863	15,289	6,667	8,622
9	Two or more passenger cars - Deux automobiles ou plus.....	772	596	176	1,757	1,002	755
MERCHANDISING AND SERVICES - COMMERCE ET SERVICES							
Retail trade - Commerce de détail:							
10	Number of stores - Nombre de magasins.....	344	231	113	665	329	336
11	Sales - Ventes..... \$'000	37,402.5	32,092.2	5,310.3	81,297.2	55,148.5	26,148.7
12	Food group - Groupe des aliments.....	7,810.8	18,667.5	12,812.3	5,855.2
13	General merchandise group - Groupe des marchandises en général.....	6,789.8	13,332.4	7,871.1	5,461.3
14	Automotive group - Groupe de l'automobile.....	13,327.9	29,359.2	19,101.6	10,257.6
15	Apparel and accessories group - Groupe des vêtements et accessoires.....	2,618.6	6,245.8	5,122.4	1,123.4
16	Hardware and home furnishings group - Quincaillerie et fournitures de maison.....	3,056.0	6,109.1	4,562.6	1,546.5
17	Other retail stores group - Groupe des autres magasins de détail.....	3,799.4	7,583.2	5,678.5	1,904.7
Wholesale trade - Commerce de gros:							
18	Number of locations - Nombre de locaux.....	104	54	50	243	110	133
19	Sales - Ventes..... \$'000	20,589.2	15,617.6	4,971.6	67,292.9	45,322.3	21,970.6
Service trade - Commerce de services:							
20	Number of locations - Nombre de locaux.....	188	134	54	369	184	185
21	Receipts - Recettes..... \$'000	5,338.7	4,315.5	1,023.2	11,314.1	7,616.9	3,697.2
MANUFACTURING - FABRICATION							
22	Number of establishments - Nombre d'établissements.....	49	41	8	96	65	31
23	Selling value of factory shipments - Valeur de vente des expéditions de la fabrique..... \$'000	40,908.9	32,922.4	7,986.5	58,117.9	39,608.1	18,509.8
24	Value added by manufacturing - Valeur ajoutée par la fabrication..... \$'000	18,558.8	13,748.4	4,810.4	18,302.3	14,450.6	3,851.7
AGRICULTURE							
25	Number of census farms - Nombre de fermes de recensement.....	2,165	4,735
26	Capital value (land and buildings) - Valeur foncière (terre et bâtiments)..... \$'000	93,583.9	209,468.3
27	Commercial farms - Fermes commerciales.....	2,033	4,309
Value of products sold - Valeur des produits vendus:							
28	\$ 1,200 - \$2,499.....	183	388
29	2,500 - 4,999.....	439	874
30	5,000 - 9,999.....	742	1,350
31	10,000 and over - et plus.....	669	1,697
32	Number of part-time farms - Nombre de fermes à temps partiel.....	37	111
33	Other farms (including institutional farms) - Autres fermes (y compris fermes d'institution).....	95	315

TABLEAU 3. Statistique relative aux études de marché par comté ou division de recensement et localité constituée de 10,000 habitants et plus, 1961 - suite

Alberta											No
Division No. 3	Division No. 4	Division No. 5	Division No. 6				Division No. 7	Division No. 8			
Total	Total	Total	Calgary	Forest Lawn	Remainder - Autres	Total	Total	Red Deer	Remainder - Autres		
7,152	4,053	9,997	88,802	71,587	2,821	14,394	10,798	19,226	4,755	14,471	1
6,439	3,692	9,305	60,133	45,037	2,111	12,985	9,782	16,115	3,213	12,902	2
241	136	343	5,537	4,844	221	472	400	799	292	507	3
375	149	239	22,457	21,570	394	493	514	1,749	1,194	555	4
675	450	843	3,755	2,452	105	1,198	1,030	1,781	292	1,489	5
6,217	3,591	8,991	84,621	68,859	2,742	13,020	9,259	16,417	4,555	11,862	6
2,852	1,623	4,153	18,897	13,000	660	5,237	4,914	6,985	1,404	5,581	7
5,032	2,917	7,206	59,380	46,701	2,086	10,593	7,908	13,696	3,380	10,316	8
451	129	542	9,680	8,289	340	1,051	596	1,195	497	698	9
259	162	367	2,119	1,656	56	407	431	628	174	454	10
20,386.8	11,013.0	28,181.2	367,209.9	329,984.2	5,599.4	31,626.3	29,736.5	69,141.9	33,826.2	35,315.7	11
4,311.3	2,111.3	6,925.1	85,974.4	74,867.1	5,665.7	13,297.7	12
3,737.4	1,751.3	3,816.6	82,640.5	77,534.1	5,484.9	11,130.1	13
7,902.2	4,626.1	11,777.8	114,534.9	100,609.6	10,846.7	27,040.7	14
1,190.1	485.3	1,385.0	22,158.5	20,267.5	1,528.9	4,139.9	15
1,543.9	1,135.5	1,660.3	22,640.5	20,704.4	3,417.1	5,458.0	16
1,701.9	903.5	2,616.4	39,261.1	36,001.5	2,793.2	8,075.5	17
98	53	143	751	621	9	121	143	194	58	136	18
14,140.6	3,305.3	14,598.3	571,623.7	553,953.3	1,283.9	16,386.5	17,143.8	48,379.5	22,369.7	26,009.8	19
161	71	182	1,360	1,108	32	220	211	359	111	248	20
3,461.9	1,716.3	4,493.6	69,824.6	63,532.4	681.1	5,611.1	4,682.2	10,293.6	4,717.4	5,576.2	21
33	7	28	425	368	5	52	32	103	31	72	22
4,735.9	425.1	1,763.4	276,850.2	253,091.1	1,980.3	21,778.8	5,900.5	21,300.8	10,354.8	10,946.0	23
1,951.6	154.1	876.5	97,923.3	84,621.9	1,014.1	12,287.3	2,240.3	7,463.1	4,129.6	3,333.5	24
2,646	2,126	4,333	4,838	5,199	6,551	25
119,480.3	50,475.7	181,270.4	191,565.7	108,380.6	127,854.4	26
2,313	1,978	4,086	4,083	4,757	5,217	27
334	253	331	567	847	1,145	28
536	532	722	956	1,636	1,781	29
779	711	1,409	1,228	1,533	1,471	30
664	482	1,624	1,332	741	820	31
75	25	55	206	106	336	32
258	123	192	549	336	998	33

TABLE 3. Market Research Statistics by Counties and Census Divisions and for Incorporated Places of 10,000 Population and Over, 1961 - Continued

No.		Alberta			
		Division No. 9	Division No. 10	Division No. 11	
		Total	Total	Total	Edmonton
POPULATION					
1	Total	20,274	70,177	410,679	281,027
2	Male - Hommes	11,080	36,986	209,518	140,923
3	Female - Femmes	9,194	33,191	201,161	140,104
4	Rural farm - Rurale agricole	720	36,992	35,931	-
5	Male - Hommes	418	20,267	19,902	-
6	Female - Femmes	302	16,725	16,029	-
7	Rural non-farm - Rurale non agricole	7,013	16,902	25,437	-
8	Male - Hommes	4,035	8,697	13,444	-
9	Female - Femmes	2,978	8,205	11,993	-
10	Urban - Urbaine	12,541	16,283	349,311	281,027
11	Male - Hommes	6,627	8,022	176,172	140,923
12	Female - Femmes	5,914	8,261	173,139	140,104
Age groups - Groupes d'âge:					
13	0-9	4,470	15,689	106,815	67,923
14	10-14	1,704	7,559	37,764	24,636
15	15-19	1,391	6,156	28,448	19,099
16	20-64	11,257	34,085	213,364	151,322
17	65 and over - et plus	1,452	6,688	24,288	18,047
Language - Langue:					
18	English only - Anglais seulement	19,022	67,685	384,166	263,564
19	French only - Français seulement	37	81	1,447	729
20	English and French - Anglais et français	844	1,057	21,405	13,948
Income data from a 20 per cent sample of private non-farm households - Revenu d'un échantillon de 20 pour-cent des ménages non agricoles privés:					
21	Population, 15 years of age and over, with income - Population, âgée de 15 ans et plus, avec revenu	8,688	15,351	176,275	139,869
22	Population, 15 years of age and over, without income - Population, âgée de 15 ans et plus, sans revenu	2,684	5,775	53,759	39,209
Income - Revenu:					
23	Under \$2,000 - Moins de \$2,000	3,679	7,931	65,322	51,569
24	\$ 2,000-\$2,999	976	2,124	24,831	20,469
25	3,000- 3,999	1,549	2,048	29,023	23,532
26	4,000- 4,999	1,203	1,288	21,475	16,722
27	5,000- 5,999	530	721	13,878	10,151
28	6,000- 9,999	576	958	16,751	13,168
29	10,000 and over - et plus	175	281	4,995	4,258
30	Average income per individual - Revenu moyen par personne	2,966	2,625	3,345	3,365
LABOUR FORCE - MAIN-D'OEUVRE					
31	Total	8,314	25,970	156,952	113,311
32	Male - Hommes	6,426	19,735	110,940	76,790
33	Female - Femmes	1,888	6,235	46,012	36,521
Wage and salary earners - Employés à salaire et à traitement:					
34	Male - Hommes	5,680	7,308	92,360	68,972
35	Female - Femmes	1,687	3,345	41,939	34,780
Earnings - Gain:					
36	Under \$2,000 - Moins de \$2,000	2,261	4,028	33,365	24,939
37	\$2,000-\$2,999	1,137	1,823	22,162	17,702
38	3,000- 3,999	1,586	1,897	26,827	21,450
39	4,000- 5,999	1,563	1,560	31,156	23,149
40	6,000 and over - et plus	520	478	14,490	11,425
Average earnings - Gain moyen:					
41	Male - Hommes	3,377	2,905	3,984	4,062
42	Female - Femmes	1,621	1,816	2,043	2,094

TABLEAU 3. Statistique relative aux études de marché par comté ou division de recensement et localité constituée de 10,000 habitants et plus, 1961 - suite

Alberta					British Columbia Colombie-Britannique					N°
Division No. 11	Division No. 12	Division No. 13	Division No. 14	Division No. 15	Division No. 1	Division No. 2				
Jasper Place	Remainder - Autres	Total			Total	Total	Trail	Remainder - Autres		
30,530	99,122	47,310	45,431	19,282	76,884	34,244	70,707	11,580	59,127	1
15,548	53,047	25,387	24,575	10,683	41,193	18,416	36,574	5,917	30,657	2
14,982	46,075	21,923	20,856	8,599	35,691	15,828	34,133	5,663	28,470	3
-	35,931	18,614	27,087	3,691	32,080	1,454	3,995	-	3,995	4
-	19,902	10,219	15,011	2,050	17,677	823	2,119	-	2,119	5
-	16,029	8,395	12,076	1,641	14,403	631	1,876	-	1,876	6
-	25,437	18,837	11,598	7,810	27,397	14,722	27,895	-	27,895	7
-	13,444	10,130	6,176	4,515	14,558	8,211	14,707	-	14,707	8
-	11,993	8,707	5,422	3,295	12,839	6,511	13,188	-	13,188	9
30,530	37,754	9,859	6,746	7,781	17,407	18,068	38,817	11,580	27,237	10
15,548	19,701	5,038	3,388	4,118	8,958	9,382	19,748	5,917	13,831	11
14,982	18,053	4,821	3,358	3,663	8,449	8,686	19,069	5,663	13,406	12
10,967	27,925	13,635	11,056	5,422	21,863	8,335	16,206	2,420	13,786	13
2,844	10,284	5,470	5,165	1,911	8,787	3,593	7,361	1,156	6,205	14
1,648	7,701	4,161	3,943	1,352	6,630	2,418	5,523	825	4,698	15
14,337	47,705	21,086	21,558	9,542	35,229	17,738	36,042	6,486	29,556	16
734	5,507	2,958	3,709	1,055	4,375	2,160	5,575	693	4,882	17
28,883	91,719	35,241	42,535	18,063	66,241	32,969	67,427	11,084	56,343	18
91	627	1,323	147	109	1,617	42	103	19	84	19
1,410	6,047	8,366	2,043	900	6,954	998	1,812	349	1,463	20
12,193	24,213	10,132	7,971	6,399	17,983	14,242	29,932	5,587	24,335	21
4,336	10,214	5,200	3,172	2,384	7,158	5,607	12,392	1,992	10,400	22
4,152	9,601	5,501	4,379	2,623	9,157	5,526	12,416	2,121	10,295	23
1,572	2,790	1,140	967	746	2,353	1,524	3,150	526	2,624	24
2,160	3,331	1,208	925	1,097	2,649	2,366	3,641	545	3,296	25
1,529	3,224	1,184	667	672	1,608	1,696	4,425	1,105	3,320	26
1,258	2,469	452	424	565	923	1,255	2,926	740	2,186	27
1,241	2,342	552	460	575	990	1,428	2,725	475	2,250	28
281	456	95	149	121	303	247	449	85	364	29
3,382	..	2,434	2,544	3,119	2,808	3,205	3,098	3,289	..	30
10,102	33,539	15,769	17,115	6,733	25,130	12,219	23,468	4,619	18,849	31
7,471	26,679	11,934	12,934	5,561	20,193	9,905	18,421	3,429	14,992	32
2,631	6,860	3,835	4,181	1,172	4,937	2,314	5,047	1,190	3,857	33
6,816	16,572	6,048	4,372	4,181	9,757	8,575	16,252	3,164	13,088	34
2,519	4,640	1,965	1,631	966	3,583	1,953	4,401	1,093	3,308	35
2,155	6,271	2,681	2,546	1,490	5,105	2,490	4,812	854	3,958	36
1,304	3,156	1,320	965	781	2,248	1,424	2,483	477	2,006	37
1,936	3,441	1,296	899	955	2,276	2,304	3,630	612	3,018	38
2,527	5,480	1,633	883	1,199	2,085	2,973	6,819	1,799	5,020	39
1,178	1,837	414	277	499	639	967	2,025	361	1,664	40
4,204	..	3,000	2,665	3,513	2,846	3,707	3,941	4,216	..	41
1,739	..	1,989	1,844	1,740	1,615	1,776	1,661	2,030	..	42

TABLE 3. Market Research Statistics by Counties and Census Divisions and for Incorporated Places of 10,000 Population and Over, 1961 - Continued

No.		Alberta			
		Division No. 9	Division No. 10	Division No. 11	
		Total		Total	Edmonton
HOUSING - HABITATION					
1	Occupied dwellings - Logements occupés	5,291	18,819	106,982	76,269
2	Single detached - Individuels isolés	4,187	17,070	77,546	50,764
3	Single attached - Individuels attenants	427	801	5,896	4,347
4	Apartment or flat - Appartements ou plain-pied	545	853	22,285	20,880
5	Dwellings in need of major repair - Logements ayant besoin de réparations importantes	615	1,976	5,518	3,342
Dwellings with - Éléments de confort:					
6	Mechanical refrigerator - Réfrigérateur mécanique	4,325	13,983	99,488	72,710
7	Home freezer - Congélateur ménager	1,078	8,097	29,973	17,342
8	One passenger car - Une automobile	3,533	13,097	71,298	49,224
9	Two or more passenger cars - Deux automobiles ou plus	292	766	10,349	7,879
MERCHANDISING AND SERVICES - COMMERCE ET SERVICES					
Retail trade - Commerce de détail:					
10	Number of stores - Nombre de magasins	218	672	2,445	1,704
11	Sales - Ventes	\$'000 19,253.1	50,985.8	431,840.7	357,503.7
12	Food group - Groupe des aliments	" 4,700.6	10,847.4	92,137.8	68,992.0
13	General merchandise group - Groupe des marchandises en général	" 1,553.8	9,862.1	100,048.5	90,379.6
14	Automotive group - Groupe de l'automobile	" 7,104.6	18,553.3	137,712.2	109,874.0
15	Apparel and accessories group - Groupe des vêtements et accessoires	" 1,296.2	2,468.7	27,106.3	25,385.0
16	Hardware and home furnishings group - Quincaillerie et fournitures de maison	" 831.1	3,984.4	24,867.4	21,439.3
17	Other retail stores group - Groupe des autres magasins de détail	" 3,766.8	5,269.9	49,968.5	41,433.8
Wholesale trade - Commerce de gros:					
18	Number of locations - Nombre de locaux	14	238	866	639
19	Sales - Ventes	\$'000 3,245.1	36,859.2	571,614.5	511,595.1
Service trade - Commerce de services:					
20	Number of locations - Nombre de locaux	242	354	1,633	1,219
21	Receipts - Recettes	\$'000 13,320.1	7,707.5	83,594.4	72,226.1
MANUFACTURING - FABRICATION					
22	Number of establishments - Nombre d'établissements	26	65	527	420
23	Selling value of factory shipments - Valeur de vente des expéditions de la fabrique	\$'000 6,138.7	30,027.9	439,085.3	273,407.6
24	Value added by manufacturing - Valeur ajoutée par la fabrication	\$'000 3,675.6	9,674.3	162,747.1	99,739.2
AGRICULTURE					
25	Number of census farms - Nombre de fermes de recensement	175	10,188	8,512	..
26	Capital value (land and buildings) - Valeur foncière (terre et bâtiments)	\$'000 5,525.4	173,622.6	190,186.1	..
27	Commercial farms - Fermes commerciales	113	8,649	6,273	..
Value of products sold - Valeur des produits vendus:					
28	\$ 1,200 - \$2,499	39	2,311	1,715	..
29	2,500 - 4,999	30	3,366	2,250	..
30	5,000 - 9,999	17	2,238	1,516	..
31	10,000 and over - et plus	27	734	792	..
32	Number of part-time farms - Nombre de fermes à temps partiel	12	343	656	..
33	Other farms (including institutional farms) - Autres fermes (y compris fermes d'institution)	50	1,196	1,583	..

TABLEAU 3. Statistique relative aux études de marché par comté ou division de recensement et localité constituée de 10,000 habitants et plus, 1961 - suite

Alberta						British Columbia Colombie-Britannique				N°
Division No. 11	Division No. 12	Division No. 13	Division No. 14	Division No. 15	Division No. 1	Division No. 2				
Jasper Place	Remainder - Autres	Total				Total	Total	Trail	Remainder - Autres	
7,072	23,641	10,729	11,987	4,903	18,610	9,075	19,739	3,353	16,386	1
6,378	20,404	9,364	11,163	4,023	16,872	7,776	16,866	2,463	14,403	2
..	..	971	388	186	645	377	557	133	424	3
549	856	268	260	203	506	537	2,121	752	1,369	4
407	1,769	2,078	2,151	832	2,913	1,024	1,559	226	1,333	5
6,828	19,950	6,127	7,498	3,240	11,329	7,899	18,052	3,291	14,761	6
2,162	10,469	3,133	4,479	1,021	4,837	2,408	4,366	408	3,958	7
5,369	16,705	6,067	6,862	2,926	10,057	6,313	13,078	2,270	10,808	8
797	1,673	253	365	172	616	408	1,147	216	931	9
123	618	352	416	190	634	349	667	113	554	10
18,214.6	56,122.4	26,140.6	30,589.7	14,631.0	54,585.0	29,834.0	60,411.3	18,955.7	41,455.6	11
10,155.2	12,990.6	4,200.5	5,772.7	4,492.2	6,611.4	7,980.2	18,626.2	12
244.5	9,424.4	7,733.1	7,475.0	1,830.1	16,343.1	5,028.2	10,194.8	13
4,319.1	23,519.1	9,948.9	11,944.7	5,284.0	19,850.4	9,392.7	17,523.6	14
627.4	1,093.9	960.9	1,468.7	668.0	1,615.1	1,471.5	2,700.6	15
704.4	2,723.7	1,358.6	1,846.2	1,059.9	2,740.4	1,826.2	3,432.6	16
2,164.0	6,370.7	1,938.6	2,082.4	1,296.8	5,424.6	4,135.2	7,933.5	17
26	201	85	133	36	231	50	109	18	91	18
8,536.4	51,483.0	13,551.3	13,953.0	6,824.0	47,734.9	14,621.4	31,038.8	3,828.5	27,210.3	19
84	330	156	194	117	324	263	375	58	317	20
2,956.9	8,411.4	3,308.9	4,198.1	3,526.1	11,488.1	7,025.6	8,741.9	1,956.2	6,785.7	21
15	92	25	64	54	95	88	131	16	115	22
1,356.8	164,320.9	2,381.9	7,225.2	26,877.6	13,899.3	24,437.4	138,945.3	1,662.7	137,282.6	23
731.2	62,276.7	488.7	2,021.7	13,765.3	6,551.7	11,088.6	54,193.6	916.9	53,276.7	24
..	..	4,494	7,322	973	8,955	397	1,012	25
..	..	44,242.6	96,170.9	9,372.6	114,167.7	6,883.8	17,903.2	26
..	..	3,035	5,190	462	6,200	206	400	27
..	..	1,130	1,812	232	2,208	83	135	28
..	..	1,293	2,072	156	2,374	75	119	29
..	..	514	1,078	62	1,328	27	79	30
..	..	98	228	12	290	21	67	31
..	..	351	546	131	815	74	178	32
..	..	1,108	1,584	380	1,940	117	434	33

**TABLE 3. Market Research Statistics by Counties and Census Divisions and for Incorporated Places
of 10,000 Population and Over, 1961 - Continued**

No.		British Columbia - Colombie-Britannique				
		Division No. 3				
		Total	Kelowna	Vernon	Penticton	Remainder - Autres
POPULATION						
1	Total	94,646	13,188	10,250	13,859	57,349
2	Male - Hommes	47,691	6,384	4,984	6,796	29,527
3	Female - Femmes	46,955	6,804	5,266	7,063	27,822
4	Rural farm - Rurale agricole	16,614	-	-	-	16,614
5	Male - Hommes	8,728	-	-	-	8,728
6	Female - Femmes	7,886	-	-	-	7,886
7	Rural non-farm - Rurale non agricole	30,011	-	-	-	30,011
8	Male - Hommes	15,495	-	-	-	15,495
9	Female - Femmes	14,516	-	-	-	14,516
10	Urban - Urbaine	48,021	13,188	10,250	13,859	10,724
11	Male - Hommes	23,468	6,384	4,984	6,796	5,304
12	Female - Femmes	24,553	6,804	5,266	7,063	5,420
Age groups - Groupes d'âge:						
13	0-9	19,803	2,449	2,034	2,766	12,554
14	10-14	9,939	1,267	943	1,406	6,323
15	15-19	7,558	908	747	1,045	4,858
16	20-64	46,362	6,421	5,030	6,956	27,955
17	65 and over - et plus	10,984	2,143	1,496	1,686	5,659
Language - Langue:						
18	English only - Anglais seulement	91,068	12,730	9,872	13,445	55,021
19	French only - Français seulement	114	13	15	13	73
20	English and French - Anglais et français	2,544	377	259	335	1,573
Income data from a 20 per cent sample of private non-farm households - Revenu d'un échantillon de 20 pour-cent des ménages non agricoles privés:						
21	Population, 15 years of age and over, with income - Population, âgée de 15 ans et plus, avec revenu	39,235	7,543	5,217	6,865	19,610
22	Population, 15 years of age and over, without income - Population, âgée de 15 ans et plus, sans revenu	10,785	1,672	1,383	1,850	5,680
Income - Revenu:						
23	Under \$2,000 - Moins de \$2,000	20,208	3,982	2,655	3,350	10,221
24	\$ 2,000-\$2,999	5,226	924	716	910	2,676
25	3,000- 3,999	5,233	940	705	880	2,708
26	4,000- 4,999	3,626	637	511	715	1,763
27	5,000- 5,999	2,041	368	270	380	1,023
28	6,000- 9,999	2,323	543	285	515	980
29	10,000 and over - et plus	578	149	75	115	239
30	Average income per individual - Revenu moyen par personne	2,563	2,715	2,518	2,730	..
LABOUR FORCE - MAIN-D'OEUVRE						
31	Total	31,750	4,431	3,657	4,784	18,878
32	Male - Hommes	23,396	3,043	2,500	3,375	14,478
33	Female - Femmes	8,354	1,388	1,157	1,409	4,400
Wage and salary earners - Employés à salaire et à traitement:						
34	Male - Hommes	17,381	2,499	2,098	2,685	10,099
35	Female - Femmes	6,887	1,255	1,069	1,219	3,344
Earnings - Gain:						
36	Under \$2,000 - Moins de \$2,000	8,317	1,180	1,038	1,177	4,922
37	\$2,000-\$2,999	4,112	596	552	602	2,362
38	3,000- 3,999	4,664	706	597	731	2,630
39	4,000- 5,999	4,550	829	576	860	2,285
40	6,000 and over - et plus	1,548	287	255	334	672
Average earnings - Gain moyen:						
41	Male - Hommes	3,252	3,619	3,492	3,652	..
42	Female - Femmes	1,697	1,840	1,749	1,844	..

TABLEAU 3. Statistique relative aux études de marché par comté ou division de recensement et localité constituée de 10,000 habitants et plus, 1961 - suite

British Columbia - Colombie-Britannique										
Division No. 4					Division No. 5					
Total	North Vancouver	Vancouver	New Westminster	Remainder - Autres	Total	Victoria	Nanaimo	Port Alberni	Remainder - Autres	N°
907,531	23,656	384,522	33,654	465,699	290,835	54,941	14,135	11,560	210,199	1
454,000	11,681	189,504	16,790	236,025	147,697	25,879	7,095	6,112	108,611	2
453,531	11,975	195,018	16,864	229,674	143,138	29,062	7,040	5,448	101,588	3
27,022	-	-	-	27,022	7,590	-	-	-	7,590	4
14,345	-	-	-	14,345	4,027	-	-	-	4,027	5
12,677	-	-	-	12,677	3,563	-	-	-	3,563	6
107,511	-	-	-	107,511	85,267	-	-	-	85,267	7
55,792	-	-	-	55,792	45,238	-	-	-	45,238	8
51,719	-	-	-	51,719	40,029	-	-	-	40,029	9
772,998	23,656	384,522	33,654	331,166	197,978	54,941	14,135	11,560	117,342	10
383,863	11,681	189,504	16,790	165,888	98,432	25,879	7,095	6,112	59,346	11
389,135	11,975	195,018	16,864	165,278	99,546	29,062	7,040	5,448	57,996	12
186,338	5,072	60,864	5,460	114,942	62,487	8,812	2,829	2,753	48,093	13
80,202	2,112	29,005	3,039	46,046	26,586	4,041	1,339	1,098	20,108	14
60,448	1,592	24,294	2,776	31,786	20,469	3,481	1,032	861	15,095	15
480,658	12,634	217,117	18,614	232,293	145,404	27,154	7,322	6,198	104,730	16
99,885	2,246	53,242	3,765	40,632	35,889	11,453	1,613	650	22,173	17
863,428	22,795	362,101	32,109	446,423	277,322	51,558	13,727	10,550	201,487	18
1,425	28	526	60	811	408	83	15	33	277	19
33,772	724	15,505	1,258	16,285	10,771	2,243	333	707	7,488	20
444,981	12,258	219,360	17,090	196,273	134,870	30,940	7,127	5,425	91,378	21
136,856	3,730	53,600	5,140	74,386	46,294	7,154	2,638	2,112	34,390	22
182,531	4,892	91,616	6,867	79,156	56,469	14,533	3,002	1,748	37,206	23
55,850	1,614	30,608	2,228	21,400	15,881	4,506	931	484	9,960	24
61,246	1,557	32,406	2,735	24,548	17,684	4,256	1,008	750	11,670	25
54,150	1,516	25,128	2,414	25,092	17,310	3,524	770	1,026	11,990	26
37,036	1,163	15,869	1,252	18,752	12,006	2,035	627	540	8,804	27
41,844	1,301	17,499	1,162	21,882	12,486	1,677	639	727	9,443	28
12,324	215	6,234	432	5,443	3,014	409	150	150	2,305	29
3,266	3,162	3,187	3,120	..	3,168	2,731	3,088	3,649	..	30
333,428	8,964	159,792	12,777	151,895	101,194	20,744	4,928	4,481	71,041	31
233,702	8,257	103,927	8,424	115,094	75,129	13,192	3,577	3,521	54,839	32
99,726	2,707	55,865	4,353	36,801	26,065	7,552	1,351	960	16,202	33
198,932	5,491	90,342	7,530	95,569	65,146	11,799	3,002	3,198	47,147	34
90,992	2,510	51,775	4,013	32,694	23,491	7,021	1,215	857	14,398	35
67,796	1,730	35,161	2,477	28,428	20,726	5,066	986	763	13,911	36
42,439	1,100	24,018	1,627	15,694	11,985	3,271	563	356	7,795	37
53,073	1,291	27,434	2,485	21,863	15,572	3,600	788	705	10,479	38
77,758	2,461	34,083	3,253	37,961	26,246	4,405	1,216	1,480	19,145	39
34,387	1,020	13,942	1,077	18,348	9,769	1,218	488	581	7,482	40
4,137	4,218	3,979	4,041	..	4,044	3,698	4,108	4,353	..	41
2,192	2,203	2,265	2,353	..	1,992	2,004	2,068	2,023	..	42

TABLE 3. Market Research Statistics by Counties and Census Divisions and for Incorporated Places of 10,000 Population and Over, 1961 - Continued

No.		British Columbia - Colombie-Britannique				
		Division No. 3				
		Total	Kelowna	Vernon	Penticton	Remainder - Autres
HOUSING - HABITATION						
1	Occupied dwellings - Logements occupés.....	27,356	4,138	3,005	4,059	16,154
2	Single detached - Individuels isolés.....	24,555	3,327	2,369	3,643	15,216
3	Single attached - Individuels attenants.....	941	206	205
4	Apartment or flat - Appartements ou plain-pied.....	1,760	605	426	341	388
5	Dwellings in need of major repair - Logements ayant besoin de réparations importantes.....	2,104	272	158	229	1,445
Dwellings with - Éléments de confort:						
6	Mechanical refrigerator - Réfrigérateur mécanique.....	25,436	4,000	2,873	3,953	14,610
7	Home freezer - Congélateur ménager.....	6,535	636	488	600	4,811
8	One passenger car - Une automobile.....	17,542	2,509	1,773	2,573	10,687
9	Two or more passenger cars - Deux automobiles ou plus.....	2,826	497	230	502	1,597
MERCHANDISING AND SERVICES - COMMERCE ET SERVICES						
Retail trade - Commerce de détail:						
10	Number of stores - Nombre de magasins.....	980	151	140	169	520
11	Sales - Ventes..... \$'000	87,289.5	19,834.1	17,378.5	19,480.0	30,596.9
12	Food group - Groupe des aliments.....	26,261.6
13	General merchandise group - Groupe des marchandises en général.....	12,288.9
14	Automotive group - Groupe de l'automobile.....	26,162.6
15	Apparel and accessories group - Groupe des vêtements et accessoires.....	5,282.1
16	Hardware and home furnishings group - Quincaillerie et fournitures de maison.....	6,909.3
17	Other retail stores group - Groupe des autres magasins de détail.....	10,385.0
Wholesale trade - Commerce de gros:						
18	Number of locations - Nombre de locaux.....	211	36	42	42	91
19	Sales - Ventes..... \$'000	81,702.1	12,579.3	17,732.8	21,562.6	29,827.4
Service trade - Commerce de services:						
20	Number of locations - Nombre de locaux.....	708	92	75	135	406
21	Receipts - Recettes..... \$'000	14,432.5	2,858.0	2,396.2	3,487.1	5,691.2
MANUFACTURING - FABRICATION						
22	Number of establishments - Nombre d'établissements.....	247	38	28	30	151
23	Selling value of factory shipments - Valeur de vente des expéditions de la fabrication..... \$'000	48,989.4	13,536.0	8,035.9	3,849.7	23,567.8
24	Value added by manufacturing - Valeur ajoutée par la fabrication..... \$'000	20,943.6	5,739.1	3,659.7	1,774.2	9,770.6
AGRICULTURE						
25	Number of census farms - Nombre de fermes de recensement.....	4,460
26	Capital value (land and buildings) - Valeur foncière (terre et bâtiments)..... \$'000	108,700.9
27	Commercial farms - Fermes commerciales.....	2,603
Value of products sold - Valeur des produits vendus:						
28	\$ 1,200 - \$2,499.....	738
29	2,500 - 4,999.....	842
30	5,000 - 9,999.....	602
31	10,000 and over - et plus.....	421
32	Number of part-time farms - Nombre de fermes à temps partiel.....	737
33	Other farms (including institutional farms) - Autres fermes (y compris fermes d'institution).....	1,120

TABLEAU 3. Statistique relative aux études de marché par comté ou division de recensement et localité constituée de 10,000 habitants et plus, 1961 - suite

British Columbia - Colombie-Britannique										N°
Division No. 4					Division No. 5					
Total	North Vancouver	Vancouver	New Westminster	Remainder - Autres	Total	Victoria	Nanaimo	Port Alberni	Remainder - Autres	
261,582	7,037	118,404	9,218	126,923	84,946	18,475	4,212	3,225	59,034	1
201,778	4,631	75,937	6,099	115,111	68,894	10,328	3,594	2,410	52,562	2
10,191	333	4,842	381	4,635	4,189	1,179	148	144	2,718	3
48,887	2,073	37,520	2,738	6,556	11,146	6,954	470	641	3,081	4
10,818	192	4,238	452	5,936	3,591	680	251	178	2,482	5
248,718	6,786	112,181	8,752	120,999	78,928	16,902	4,008	3,075	54,943	6
31,107	514	7,513	648	22,432	15,194	1,525	698	438	12,533	7
158,509	4,489	63,535	5,382	85,103	53,785	9,631	2,673	2,245	39,236	8
29,399	685	10,712	925	17,077	8,446	982	344	244	6,876	9
7,221	184	3,719	363	2,955	2,418	760	173	117	1,368	10
922,660.8	17,875.5	522,487.6	70,859.8	311,437.9	268,319.2	119,210.4	24,007.6	15,282.5	109,818.7	11
241,620.5	..	114,563.6	9,091.9	..	76,779.5	21,915.3	12
202,392.4	..	130,392.2	21,088.5	..	56,645.7	31,894.8	13
238,227.8	..	133,628.2	20,967.5	..	63,279.4	30,504.9	14
57,878.3	..	36,893.1	6,506.3	..	14,428.1	7,905.7	15
51,618.0	..	30,515.6	4,812.2	..	17,622.5	8,712.5	16
130,923.8	..	76,494.9	8,393.4	..	39,564.0	18,277.2	17
2,038	31	1,470	67	470	355	128	46	19	162	18
1,667,628.5	5,047.5	1,392,923.3	22,886.3	246,771.4	129,043.3	59,575.5	17,631.5	3,297.4	48,538.9	19
4,688	99	2,716	234	1,639	1,515	430	100	66	919	20
194,026.4	2,698.3	140,528.1	8,812.6	41,987.4	46,951.4	21,221.0	4,418.1	2,020.0	19,292.3	21
1,941	68	1,144	97	632	383	160	26	17	180	22
1,081,242.5	34,800.5	505,603.8	96,996.7	443,841.5	320,031.2	56,179.2	6,324.2	77,416.9	180,110.9	23
441,568.2	19,703.8	224,214.5	44,071.7	153,576.2	163,660.3	27,581.8	3,569.1	44,450.0	88,059.4	24
7,369	2,059	25
207,441.9	51,536.1	26
4,384	912	27
758	190	28
860	187	29
1,137	227	30
1,629	308	31
985	331	32
2,000	816	33

TABLE 3. Market Research Statistics by Counties and Census Divisions and for Incorporated Places of 10,000 Population and Over, 1961 - Continued

No.		British Columbia - Colombie-Britannique			
		Division No. 6			Division No. 7
		Total	Kamloops	Remainder - Autres	Total
POPULATION					
1	Total	66,290	10,076	56,214	21,325
2	Male - Hommes	35,175	5,175	30,000	11,547
3	Female - Femmes	31,115	4,901	26,214	9,778
4	Rural farm - Rurale agricole	8,461	-	8,461	341
5	Male - Hommes	4,630	-	4,630	189
6	Female - Femmes	3,831	-	3,831	152
7	Rural non-farm - Rurale non agricole	33,280	-	33,280	7,180
8	Male - Hommes	17,872	-	17,872	4,066
9	Female - Femmes	15,408	-	15,408	3,114
10	Urban - Urbaine	24,549	10,076	14,473	13,804
11	Male - Hommes	12,673	5,175	7,498	7,292
12	Female - Femmes	11,876	4,901	6,975	6,512
Age groups - Groupes d'âge:					
13	0-9	17,423	1,985	15,438	5,453
14	10-14	6,733	943	5,790	2,008
15	15-19	4,879	760	4,119	1,513
16	20-64	32,948	5,360	27,588	11,283
17	65 and over - et plus	4,307	1,028	3,279	1,068
Language - Langue:					
18	English only - Anglais seulement	63,669	9,581	54,088	20,566
19	French only - Français seulement	114	22	92	15
20	English and French - Anglais et français	1,779	325	1,454	591
Income data from a 20 per cent sample of private non-farm households - Revenu d'un échantillon de 20 pour-cent des ménages non agricoles privés:					
21	Population, 15 years of age and over, with income - Population, âgée de 15 ans et plus, avec revenu	24,429	5,236	19,193	8,904
22	Population, 15 years of age and over, without income - Population, âgée de 15 ans et plus, sans revenu	9,224	1,613	7,611	3,578
Income - Revenu:					
23	Under \$2,000 - Moins de \$2,000	10,231	1,857	8,374	3,240
24	\$ 2,000 - \$2,999	2,978	682	2,296	788
25	3,000 - 3,999	3,870	842	3,028	845
26	4,000 - 4,999	2,960	620	2,340	1,305
27	5,000 - 5,999	1,853	493	1,360	1,145
28	6,000 - 9,999	2,052	612	1,440	1,413
29	10,000 and over - et plus	485	130	355	168
30	Average income per individual - Revenu moyen par personne	\$ 3,234	3,479	..	3,547
LABOUR FORCE - MAIN-D'OEUVRE					
31	Total	21,978	3,955	18,023	7,644
32	Male - Hommes	17,447	2,750	14,697	6,194
33	Female - Femmes	4,531	1,205	3,326	1,450
Wage and salary earners - Employés à salaire et à traitement:					
34	Male - Hommes	14,168	2,293	11,875	5,513
35	Female - Femmes	3,852	1,083	2,769	1,297
Earnings - Gain:					
36	Under \$2,000 - Moins de \$2,000	4,881	781	4,100	1,325
37	\$2,000 - \$2,999	2,848	524	2,324	653
38	3,000 - 3,999	3,930	615	3,315	825
39	4,000 - 5,999	3,940	794	3,146	2,706
40	6,000 and over - et plus	1,468	425	1,043	1,065
Average earnings - Gain moyen:					
41	Male - Hommes	\$ 3,455	4,110	..	4,445
42	Female - Femmes	\$ 1,910	2,097	..	1,964

TABLEAU 3. Statistique relative aux études de marché par comté ou division de recensement et localité constituée de 10,000 habitants et plus, 1961 - suite

British Columbia - Colombie-Britannique									Yukon and Northwest Territories	
Division No. 8			Division No. 9			Division No. 10			Yukon et Territoires du Nord-Ouest	
Total	Prince George	Remainder - Autres	Total	Prince Rupert	Remainder - Autres	Total	Dawson Creek	Remainder - Autres	Total	N°
74,240	13,877	60,363	38,203	11,987	26,216	31,061	10,946	20,115	37,626	1
40,458	7,291	33,167	21,108	6,509	14,599	16,428	5,569	10,859	21,000	2
33,782	6,586	27,196	17,095	5,478	11,617	14,633	5,377	9,256	16,626	3
6,740	-	6,740	196	-	196	5,127	-	5,127	65	4
3,696	-	3,696	112	-	112	2,881	-	2,881	34	5
3,044	-	3,044	84	-	84	2,246	-	2,246	31	6
39,261	-	39,261	13,121	-	13,121	11,369	-	11,369	23,592	7
22,033	-	22,033	7,589	-	7,589	6,086	-	6,086	13,340	8
17,228	-	17,228	5,532	-	5,532	5,283	-	5,283	10,252	9
28,239	13,877	14,362	24,886	11,987	12,899	14,565	10,946	3,619	13,969	10
14,729	7,291	7,438	13,407	6,509	6,898	7,461	5,569	1,892	7,626	11
13,510	6,586	6,924	11,479	5,478	8,001	7,104	5,377	1,727	6,343	12
21,900	3,826	18,074	10,818	2,985	7,833	9,691	3,412	6,279	10,912	13
7,583	1,344	6,239	3,561	1,043	2,518	3,123	1,039	2,084	3,600	14
5,248	960	4,288	2,540	834	1,706	2,057	680	1,377	2,464	15
36,487	7,244	29,243	19,631	6,490	13,141	15,117	5,443	9,674	19,581	16
3,022	503	2,519	1,653	635	1,018	1,073	372	701	1,069	17
70,410	13,265	57,145	36,226	11,405	24,821	29,475	10,392	19,083	27,233	18
186	16	170	71	15	56	81	31	50	147	19
2,717	462	2,255	1,365	393	972	1,155	484	671	2,439	20
26,648	6,353	20,295	15,693	6,092	9,601	9,765	4,418	5,347	5,659	21
10,910	2,254	8,656	5,070	1,541	3,529	4,277	2,031	2,246	1,801	22
9,916	1,804	8,112	5,403	1,973	3,430	3,530	1,448	2,082	1,998	23
3,489	790	2,699	1,528	708	820	1,098	520	578	501	24
4,486	1,080	3,406	1,855	647	1,008	1,517	816	701	538	25
3,702	893	2,809	1,680	754	1,126	1,220	590	630	707	26
2,143	760	1,383	2,235	643	1,392	944	398	546	827	27
2,390	832	1,558	2,422	826	1,596	1,216	531	685	932	28
522	194	328	370	141	229	240	115	125	156	29
3,272	3,863	..	3,630	3,561	..	3,581	3,635	..	3,789	30
24,987	5,425	19,562	14,454	5,079	9,375	10,273	3,744	6,529	13,720	31
20,216	4,029	16,187	11,347	3,811	7,536	8,172	2,798	5,374	11,242	32
4,771	1,396	3,375	3,107	1,268	1,839	2,101	946	1,155	2,478	33
16,491	3,455	13,036	10,122	3,230	6,892	5,844	2,316	3,528	9,024	34
4,144	1,282	2,862	2,824	1,154	1,670	1,791	864	927	2,281	35
5,583	1,063	4,520	2,777	974	1,803	1,966	716	1,250	2,261	36
3,383	639	2,744	1,361	501	860	1,035	456	579	1,280	37
4,340	856	3,484	1,900	705	1,195	1,325	575	750	1,528	38
4,734	1,318	3,416	4,229	1,460	2,769	1,942	837	1,105	3,189	39
1,544	636	906	2,117	552	1,565	954	423	531	2,074	40
3,396	4,187	..	4,370	4,244	..	3,875	4,156	41
1,942	1,990	..	2,022	2,063	..	1,944	1,998	42

TABLE 3. Market Research Statistics by Counties and Census Divisions and for Incorporated Places of 10,000 Population and Over, 1961 - Concluded

No.		British Columbia - Colombie-Britannique			
		Division No. 6			Division No. 7
		Total	Kamloops	Remainder - Autres	Total
HOUSING - HABITATION					
1	Occupied dwellings - Logements occupés	16,933	2,665	14,268	5,466
2	Single detached - Individuels isolés	14,880	1,977	12,903	4,571
3	Single attached - Individuels attenants	720	202	518	227
4	Apartment or flat - Appartements ou plain-pied	906	461	445	593
5	Dwellings in need of major repair - Logements ayant besoin de réparations importantes	1,871	196	1,675	359
Dwellings with - Éléments de confort:					
6	Mechanical refrigerator - Réfrigérateur mécanique	13,704	2,558	11,146	4,722
7	Home freezer - Congélateur ménager	4,387	467	3,920	1,115
8	One passenger car - Une automobile	10,962	1,690	9,272	2,796
9	Two or more passenger cars - Deux automobiles ou plus	969	279	690	321
MERCHANDISING AND SERVICES - COMMERCE ET SERVICES					
Retail trade - Commerce de détail:					
10	Number of stores - Nombre de magasins	599	149	450	156
11	Sales - Ventes	\$'000 58,501.9	22,895.9	35,606.0	15,961.3
12	Food group - Groupe des aliments	15,950.2	4,561.7
13	General merchandise group - Groupe des marchandises en général	10,961.3	5,993.2
14	Automotive group - Groupe de l'automobile	17,644.6	1,893.3
15	Apparel and accessories group - Groupe des vêtements et accessoires	3,218.0	760.3
16	Hardware and home furnishings group - quincaillerie et fournitures de maison	3,466.7	874.4
17	Other retail stores group - Groupe des autres magasins de détail	7,261.1	1,898.4
Wholesale trade - Commerce de gros:					
18	Number of locations - Nombre de locaux	113	45	68	24
19	Sales - Ventes	\$'000 37,912.6	25,404.7	12,507.9	2,894.7
Service trade - Commerce de services:					
20	Number of locations - Nombre de locaux	530	91	439	78
21	Receipts - Recettes	\$'000 12,738.8	4,207.9	8,530.9	2,671.1
MANUFACTURING - FABRICATION					
22	Number of establishments - Nombre d'établissements	225	24	201	23
23	Selling value of factory shipments - Valeur de vente des expéditions de la fabrique	\$'000 53,895.0	4,523.2	51,871.8	98,191.8
24	Value added by manufacturing - Valeur ajoutée par la fabrication	\$'000 21,776.9	1,990.5	19,786.4	61,198.6
AGRICULTURE					
25	Number of census farms - Nombre de fermes de recensement	1,732	96
26	Capital value (land and buildings) - Valeur foncière (terre et bâtiments)	\$'000 50,559.3	1,637.7
27	Commercial farms - Fermes commerciales	842	34
Value of products sold - Valeur des produits vendus:					
28	\$ 1,200 - \$2,499	286	15
29	2,500 - 4,999	248	6
30	5,000 - 9,999	152	5
31	10,000 and over - et plus	156	8
32	Number of part-time farms - Nombre de fermes à temps partiel	294	22
33	Other farms (including institutional farms) - Autres fermes (y compris fermes d'institution)	596	40

TABLEAU 3. Statistique relative aux études de marché par comté ou division de recensement et localité constituée de 10,000 habitants et plus, 1961 - fin

British Columbia - Colombie-Britannique									Yukon and Northwest Territories - Yukon et Territoires du Nord-Ouest	N°
Division No. 8			Division No. 9			Division No. 10			Total	
Total	Prince George	Remainder - Autres	Total	Prince Rupert	Remainder - Autres	Total	Dawson Creek	Remainder - Autres	Total	
18,110	3,359	14,751	8,634	3,099	5,535	7,691	2,763	4,928	7,920	1
15,874	2,433	13,441	6,085	2,082	4,003	6,384	2,269	4,115	6,324	2
739	289	450	1,119	262	857	517	180	337	798	3
1,073	581	492	1,306	740	566	303	238	65	678	4
2,457	318	2,139	634	238	396	892	174	718	1,573	5
12,599	3,108	9,491	6,886	2,787	4,099	5,879	2,544	3,335	4,145	6
3,893	743	3,150	1,599	351	1,248	2,172	679	1,493	1,196	7
11,080	2,255	8,825	4,841	1,833	3,008	5,325	2,097	3,228	2,679	8
1,046	291	755	653	180	473	293	152	141	185	9
611	144	467	270	95	175	287	110	177	212	10
67,290.5	27,631.1	39,659.4	31,511.9	12,688.0	18,823.9	33,361.0	16,012.6	17,348.4	29,043.8	11
16,863.7	8,134.5	5,564.7	2,773.4	12
12,523.9	6,061.9	8,659.0	12,983.1	13
22,503.1	7,942.4	11,981.1	5,808.3	14
3,363.7	2,544.0	1,236.8	432.3	15
3,957.3	1,623.9	1,649.6	995.3	16
8,078.8	5,205.2	4,269.8	6,051.4	17
163	60	103	60	29	31	99	43	56	32	18
40,222.2	21,541.1	18,681.1	21,744.0	15,724.7	6,019.3	31,035.3	17,317.4	13,717.9	10,677.4	19
443	89	354	157	60	97	200	77	123	156	20
13,650.8	5,412.3	8,238.5	6,362.8	2,910.4	3,452.4	7,815.9	2,781.0	5,034.9	8,163.7	21
475	46	429	59	21	38	63	19	44	13	22
86,517.5	13,996.2	72,521.3	119,442.4	6,955.5	112,486.9	12,655.2	4,369.4	8,285.8	3,434.1	23
35,790.9	5,236.8	30,554.1	56,170.7	2,368.5	53,802.2	4,410.8	1,989.2	2,421.6	738.0	24
1,362	40	1,407	26	25
23,373.1	864.0	24,130.8	239.2	26
630	26	865	3	27
264	5	278	1	28
198	7	319	2	29
115	6	193	-	30
53	8	75	-	31
236	2	143	6	32
496	12	399	17	33

TABLE 4. Summary of Retail Sales by Commodity Classes, Canada and the Provinces, 1961

No.	Commodity	Canada	Newfoundland — Terre-Neuve	Prince Edward Island — Île-du-Prince-Edouard	Nova Scotia — Nouvelle-Écosse	New Brunswick — Nouveau-Brunswick	Quebec — Québec
					\$'000		
1	Total, all commodities	16,504,027.1	299,287.6	79,084.3	596,595.9	444,341.7	4,162,238.5
2	Food and kindred products	4,106,020.3	100,062.7	21,667.9	166,022.7	115,263.0	1,129,988.3
3	Fresh bakery products	218,680.3	4,281.2	1,728.4	8,730.4	6,724.1	52,355.4
4	Candy and confectionery	244,833.8	8,123.6	1,416.2	10,610.9	6,222.8	64,662.5
5	Fresh fruits and vegetables	473,910.0	10,363.9	1,847.0	16,947.4	11,373.9	129,767.9
6	Fresh cooked and cured meats (incl. poultry)	1,060,920.4	15,462.9	3,634.1	33,752.5	22,410.3	334,569.4
7	Fresh and cured fish	56,191.8	3,583.8	642.1	7,881.8	3,262.7	16,028.6
8	Dairy products and eggs	321,375.3	5,994.1	2,044.3	12,768.7	8,845.1	73,966.0
9	Canned foods	828,287.5	25,772.4	4,426.9	37,543.8	28,343.9	261,725.1
10	Frozen foods, all kinds (incl. ice cream)	159,190.7	4,353.1	570.6	5,344.3	3,744.7	26,935.9
11	Tea, coffee and cocoa	128,902.6	3,918.4	922.9	5,900.1	2,759.6	30,683.6
12	Soft drinks	49,683.1	1,211.1	306.9	1,676.3	1,035.9	21,875.1
13	All other food products	564,044.8	16,998.2	4,128.5	24,866.7	20,540.0	117,418.8
14	Automotive	4,122,242.0	60,328.2	22,177.8	155,070.7	123,839.3	975,351.9
15	Passenger cars, new	1,277,797.5	21,627.2	7,296.5	46,962.4	41,959.7	325,751.2
16	Passenger cars, used	743,995.2	9,221.2	3,576.8	28,934.0	21,971.1	150,177.2
17	Commercial vehicles, new	154,277.6	4,227.3	979.2	6,558.1	6,404.2	37,994.1
18	Commercial vehicles, used	45,136.4	1,120.1	395.8	2,643.3	1,452.9	10,485.7
19	Parts, accessories, tubes, tires and batteries	874,470.2	10,947.4	4,806.0	30,886.6	23,358.7	210,134.1
20	Gasoline, oil and grease	1,026,565.1	13,185.0	5,123.5	39,086.3	28,692.7	240,809.6
21	Men's and boys' clothing and furnishings	619,301.6	12,832.9	2,787.3	20,502.1	15,789.8	156,392.8
22	Men's clothing	249,230.4	5,699.2	1,251.1	7,361.2	6,107.2	63,094.9
23	Men's work clothing	57,071.0	1,742.4	460.0	2,590.9	1,948.7	9,059.2
24	Men's furnishings	211,393.0	2,427.3	567.5	6,350.1	5,230.0	56,052.3
25	Boys' clothing and furnishings	96,391.2	2,926.6	462.5	4,127.5	2,500.4	27,155.7
26	Men's and boys' clothing and furnishings (commodity detail not available)	5,416.0	37.4	46.2	72.4	3.5	1,030.7
27	Women's, misses' and children's clothing	1,182,830.5	23,194.0	4,811.2	40,968.3	29,398.5	333,276.7
28	Women's and misses' coats and suits	132,548.9	3,536.4	354.6	4,129.0	2,797.0	35,341.3
29	Women's and misses' dresses	161,505.0	4,225.2	493.2	4,518.4	3,509.1	41,329.3
30	Sportswear	188,243.7	3,440.0	799.8	6,020.4	3,935.4	47,611.0
31	Housedresses, aprons, uniforms	28,381.8	675.6	92.1	1,690.5	872.9	7,408.2
32	Lingerie	90,412.5	1,642.7	432.0	4,135.4	2,814.6	25,792.1
33	Hosiery	75,467.1	1,131.7	412.5	3,495.9	2,176.3	19,887.4
34	Foundation garments	60,148.8	731.7	182.3	1,803.1	1,337.6	21,166.0
35	Millinery	43,446.5	378.6	281.5	1,315.8	1,323.1	14,895.3
36	Furs and fur goods	78,306.8	414.2	211.4	1,857.8	1,639.2	27,856.0
37	Apparel accessories	72,233.2	619.4	270.3	2,054.4	1,391.7	21,453.8
38	Girls' wear	75,081.1	2,220.3	517.0	3,340.8	2,979.0	17,863.0
39	Children's and infants' wear	168,086.6	3,867.6	719.2	6,346.6	4,421.5	48,906.7
40	Women's and misses' clothing and lingerie and foundation garments (commodity detail not available)	8,968.7	110.6	45.3	260.2	199.1	3,766.6
41	Footwear	361,126.4	9,679.6	1,568.3	11,877.4	8,694.5	104,392.7
42	Men's and boys' footwear	115,452.3	3,345.4	506.7	3,791.2	3,379.9	33,366.9
43	Women's and misses' footwear	180,307.5	4,318.9	716.8	6,273.9	4,112.1	49,041.1
44	Children's and infants' footwear	64,797.2	2,015.3	344.8	1,812.3	1,844.5	21,593.3
45	Footwear (commodity detail not available)	569.4	—	—	—	—	391.4
46	Dry goods and notions	241,665.0	5,587.4	1,101.4	6,988.4	6,464.3	67,371.9
47	Yard goods	92,583.4	2,145.9	261.9	1,957.5	2,027.6	34,236.8
48	Bedding and linens	91,720.5	2,548.3	461.3	3,171.5	2,768.5	19,630.5
49	Notions and smallwares	54,273.7	885.1	375.5	1,768.4	1,602.6	11,997.6
50	Dry goods and notions (commodity detail not available)	3,087.4	8.1	2.7	91.0	65.6	1,507.0
51	Hardware	264,202.3	6,074.6	641.8	8,663.3	8,976.9	73,847.2
52	Builders' hardware	107,570.7	2,859.3	119.8	3,913.4	2,545.9	34,088.2
53	Power tools	25,528.7	729.8	39.7	751.8	515.9	7,674.4
54	Other basic hardware	119,093.9	2,386.5	409.9	3,460.0	5,646.6	26,895.1
55	Hardware (commodity detail not available)	12,009.0	99.0	72.4	538.1	268.5	5,189.5
56	Paints, varnishes, wallpaper and glass	87,837.0	2,158.7	402.9	3,648.2	1,958.3	25,141.2
57	Paints and varnishes	64,898.5	1,574.8	295.0	2,434.1	1,433.6	19,905.2
58	Painters' supplies	7,567.5	233.9	10.5	474.5	171.8	2,216.5
59	Glass	5,658.8	169.5	23.9	298.4	116.6	1,161.9
60	Wallpaper	8,054.7	168.2	66.7	295.7	193.3	1,494.7
61	Paints, varnishes, wallpaper and glass (commodity detail not available)	1,657.5	12.3	6.8	145.5	43.0	362.9
62	Household furniture	405,720.9	6,333.0	1,352.4	11,772.2	10,678.3	114,953.6
63	Living room	148,070.9	1,841.9	446.5	4,068.4	3,311.2	35,282.1
64	Dining room	42,420.9	550.1	139.6	1,068.4	1,314.0	14,657.0
65	Bedroom	103,770.8	1,684.2	359.4	2,679.6	2,852.7	38,767.3
66	Springs and mattresses	54,788.2	832.1	222.2	2,019.7	1,294.2	11,830.2
67	Kitchen and all other (incl. lawn, etc.)	56,103.3	1,416.5	182.0	1,932.2	1,900.1	14,303.9
68	Household furniture (commodity detail not available)	566.8	8.2	2.7	3.9	6.1	113.1
69	Household appliances	328,051.7	6,815.2	1,819.6	11,275.6	7,215.0	75,832.9
70	Refrigerators	75,726.6	824.4	314.1	2,612.0	1,527.3	15,159.6
71	Vacuum cleaners	33,647.1	269.4	194.8	1,058.3	581.7	8,668.3
72	Stoves and ranges, electric	45,204.4	1,075.0	169.4	1,866.0	1,039.8	12,085.3
73	Washing machines, automatic washers, dryers	62,105.4	1,256.4	266.5	2,550.9	1,459.7	14,104.8
74	Sewing machines	24,338.5	208.7	156.0	678.4	446.4	6,732.0
75	Other major electric appliances	9,649.1	42.2	52.5	216.3	147.1	2,892.2
76	Small appliances	43,864.6	752.2	231.8	1,377.4	1,130.2	11,640.0
77	Gas stoves and ranges	13,930.8	479.9	289.2	380.2	503.0	1,734.8
78	All other non-electric appliances	16,890.6	1,884.6	144.0	409.7	374.2	1,373.2
79	Household appliances (commodity detail not available)	2,694.6	22.4	1.3	126.4	5.6	642.7

See Note at end of table.

TABLEAU 4. Sommaire des ventes au détail, suivant les principales catégories de marchandises, Canada et provinces, 1961

Ontario	Manitoba	Saskatchewan	Alberta	British Columbia — Colombie- Britannique	Produit	N°
\$'000						
6,352,812.6	811,372.9	793,405.6	1,308,773.8	1,624,702.6	Total, tous produits	1
1,504,966.7	190,246.7	180,616.6	283,844.9	406,725.2	Produits alimentaires et connexes	2
83,869.4	11,423.2	10,088.7	15,517.2	23,728.7	Produits frais de boulangerie	3
93,943.3	10,671.0	10,459.1	16,572.9	21,772.5	Bonbons et confiseries	4
175,379.0	21,987.3	23,052.2	34,829.9	47,638.8	Fruits et légumes frais	5
413,116.2	43,509.0	35,953.5	61,690.5	95,401.9	Vielles fraîches, cuites et fumées (y compris la volaille)	6
11,125.4	2,510.0	3,183.7	2,927.7	4,844.0	Poisson frais et fumé	7
132,631.4	14,413.1	12,602.4	20,285.5	37,282.4	Produits laitiers et oeufs	8
228,035.1	41,715.1	47,497.4	69,669.9	82,077.3	Conserves d'aliments	9
68,568.6	11,438.7	6,880.2	13,639.9	17,367.8	Aliments congelés de toutes sortes (y compris la crème glacée)	10
48,931.8	5,367.6	6,644.4	6,905.1	16,625.6	Thé, café et cacao	11
13,033.7	1,822.6	1,612.4	2,397.2	4,612.9	Eaux gazeuses	12
236,332.8	25,389.1	22,642.6	39,409.1	55,373.3	Tous autres articles alimentaires	13
1,627,768.4	197,460.1	212,370.1	375,899.2	366,685.3	Pièces d'automobile	14
512,934.4	63,010.5	57,524.8	98,895.9	100,853.9	Automobiles de tourisme neuves	15
319,729.4	33,020.7	32,035.0	69,648.6	74,940.8	Automobiles de tourisme usagées	16
51,559.2	5,189.2	7,228.6	21,054.8	12,776.0	Véhicules commerciaux neufs	17
10,781.9	1,536.9	2,801.7	7,872.9	5,934.5	Véhicules commerciaux usagés	18
329,344.5	43,994.5	56,253.7	87,132.8	75,986.5	Pièces, accessoires, chambres à air, pneus et accumulateurs	19
403,419.0	50,708.3	56,526.3	91,294.2	96,193.6	Essence, huile et graisse	20
235,404.1	29,716.9	29,398.3	52,856.4	62,502.6	Vêtements et accessoires pour hommes et garçons	21
94,887.2	12,086.8	9,945.9	21,535.8	26,895.5	Vêtements pour hommes	22
18,558.4	2,913.5	5,739.8	7,912.3	5,892.7	Vêtements de travail pour hommes	23
84,548.2	10,431.2	8,576.1	15,718.8	21,060.7	Accessoires de vêtements pour hommes	24
33,513.2	4,285.4	5,136.5	7,401.6	8,615.3	Vêtements et accessoires pour garçons	25
3,897.1	—	—	287.9	38.4	Vêtements et accessoires pour hommes et garçons (le détail par produit n'est pas disponible)	26
441,692.7	55,549.6	48,296.1	89,651.2	113,468.6	Vêtements pour dames, demoiselles et enfants	27
49,343.5	7,052.0	4,113.3	9,819.5	15,797.7	Manteaux et costumes pour dames et demoiselles	28
66,574.5	7,777.4	5,997.7	11,440.0	15,336.6	Robes pour dames et demoiselles	29
71,656.8	8,519.2	9,427.2	16,199.6	20,222.9	Vêtements de sport	30
10,230.0	1,323.8	992.1	2,548.9	2,481.7	Robes de maison, tabliers, uniformes	31
31,519.6	4,491.5	3,288.8	6,937.1	9,160.5	Lingerie	32
28,495.6	3,414.3	3,176.7	6,426.5	6,685.3	Bas	33
19,661.4	2,586.3	1,867.0	4,485.7	6,196.1	Articles de corseterie	34
15,794.0	2,000.0	1,278.7	2,007.2	4,103.2	Chapeaux	35
29,747.5	4,196.1	3,077.6	4,615.9	4,552.5	Fourrures et articles en fourrure	36
27,258.6	3,296.2	2,494.4	5,238.8	7,788.3	Accessoires	37
26,405.2	3,616.5	4,460.7	6,434.7	7,005.6	Vêtements pour fillettes	38
61,590.7	7,159.3	8,041.9	12,899.5	13,763.2	Vêtements pour enfants et bébés	39
3,415.3	117.0	80.0	598.0	375.0	Vêtements pour dames et demoiselles (le détail par produit n'est pas disponible)	40
128,932.5	16,497.2	14,604.7	27,787.4	35,394.0	Chaussures	41
38,297.4	5,311.7	5,573.0	8,655.3	12,595.7	Chaussures pour hommes et garçons	42
67,862.4	8,955.6	6,750.3	14,297.3	17,660.3	Chaussures pour dames et demoiselles	43
22,594.7	2,229.9	2,281.4	4,834.8	5,138.0	Chaussures pour enfants et bébés	44
178.0	—	—	—	—	Chaussures (le détail par produit n'est pas disponible)	45
80,304.6	11,515.8	12,182.6	20,819.8	28,559.4	Tissus et mercerie	46
25,818.1	4,575.9	3,924.7	6,823.6	10,564.9	Tissus à la verge	47
34,988.0	3,960.4	4,638.7	8,584.5	10,630.5	Linge de lit et de maison	48
18,361.5	2,951.3	3,576.2	5,321.7	7,255.8	Mercerie et articles divers	49
1,139.0	28.2	43.0	90.0	108.4	Tissus et mercerie (le détail par produit n'est pas disponible)	50
83,126.1	13,522.5	21,243.3	24,803.9	22,160.6	Quincaillerie	51
34,184.8	4,435.9	8,223.4	10,303.9	6,402.4	Quincaillerie de construction	52
6,533.6	1,373.9	2,698.5	2,902.8	2,291.3	Machines-outils	53
38,834.3	7,472.9	10,096.3	10,869.5	12,483.7	Toute autre quincaillerie de base	54
3,573.2	239.8	315.1	727.7	983.2	Quincaillerie (le détail par produit n'est pas disponible)	55
33,148.0	3,583.9	4,165.2	5,648.1	7,741.9	Peintures, vernis, papier-tenture et vitre	56
22,839.5	2,892.1	3,394.6	4,168.4	5,981.7	Peintures et vernis	57
2,617.5	226.3	290.8	457.9	843.8	Fournitures de peintures	58
3,011.5	148.0	274.6	224.4	216.0	Vitre	59
4,213.9	471.6	166.1	581.7	381.2	Papier-tenture et fournitures	60
466.6	45.9	39.1	215.7	319.4	Peintures, vernis, papier-tenture et vitre (le détail par produit n'est pas disponible)	61
164,542.3	16,855.9	14,598.7	28,140.7	35,852.4	Meubles	62
67,102.5	6,654.5	5,103.3	10,277.8	13,790.4	De salle de séjour	63
15,690.8	1,363.9	1,180.6	2,205.4	4,190.6	De salle à manger	64
34,844.1	3,858.1	3,357.7	6,990.0	8,245.8	De chambre à coucher	65
25,079.9	2,315.6	2,373.4	4,042.3	4,660.4	Sommiers et matelas	66
21,661.7	2,530.6	2,583.7	4,625.2	4,829.3	De cuisine et tout autre (y compris de parterre, etc.)	67
163.3	133.2	—	—	136.1	Meubles (le détail par produit n'est pas disponible)	68
129,681.2	15,284.3	14,298.5	32,974.5	33,003.2	Appareils ménagers	69
30,248.9	3,788.3	3,734.5	8,893.6	8,437.7	Réfrigérateurs	70
11,522.1	1,174.4	1,470.9	3,998.5	4,666.3	Aspirateurs	71
14,938.8	2,349.5	2,462.1	5,209.3	3,930.4	Poêles et cuisinières, électriques	72
23,418.9	3,577.1	2,804.2	6,008.1	6,516.8	Machines à laver, machines automatiques à laver et à sécher	73
8,865.8	1,270.2	1,410.2	2,282.5	2,265.1	Machines à coudre	74
4,006.7	456.0	375.8	711.8	725.9	Autres gros appareils électriques	75
16,845.1	2,256.4	1,664.5	4,359.3	3,487.3	Petits appareils électriques	76
7,112.4	243.9	220.5	950.1	1,996.7	Poêles et cuisinières à gaz	77
11,657.3	136.6	108.3	283.0	503.7	Tous autres appareils non électriques	78
1,065.2	31.9	47.5	278.3	473.3	Appareils ménagers (le détail par produit n'est pas disponible)	79

Voir Note à la fin du tableau.

TABLE 4. Summary of Retail Sales by Commodity Classes, Canada and the Provinces, 1961 - Concluded

No.	Commodity	Canada	Newfoundland	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	
			Terre-Neuve	Île-du-Prince-Édouard	Nouvelle-Écosse	Nouveau-Brunswick	Québec	
			\$'000					
1	Radios, record players, television sets	152,484.2	3,075.6	646.1	4,903.9	3,636.5	31,514.5	
2	Radios, record players and combination sets	54,877.6	1,230.5	200.0	2,013.5	1,198.7	11,069.5	
3	Television sets and TV combinations	85,346.7	1,486.8	367.9	2,513.0	2,249.6	18,199.3	
4	Parts, accessories and other equipment	11,025.3	345.4	57.7	271.7	172.4	1,878.2	
5	Radios, record players, television sets (commodity detail not available)	1,234.6	12.9	20.5	105.7	15.8	367.5	
6	Musical instruments, records and accessories	74,892.1	1,640.8	455.4	2,135.7	1,583.3	15,342.8	
7	Pianos	7,342.1	68.1	13.6	28.8	22.4	2,565.7	
8	Organs	10,607.9	160.0	44.6	165.2	101.8	3,971.7	
9	Records	31,242.1	1,073.7	302.5	1,256.9	991.7	5,021.6	
10	Other musical instruments, sheet music, accessories, etc.	24,495.8	328.8	85.0	663.5	446.7	3,706.4	
11	Musical instruments, records and accessories (commodity detail not available)	1,204.2	10.2	6.7	21.3	20.7	77.4	
12	Lamps, light bulbs, fixtures, wiring, fuses, etc.	31,612.1	384.4	374.2	1,669.0	1,199.8	8,071.6	
13	Household supplies	234,585.8	3,237.4	1,186.4	10,368.0	7,284.1	46,361.7	
14	Soaps, cleaning compounds, all kinds	120,061.7	1,214.1	723.5	5,714.7	3,891.0	24,602.7	
15	China, glassware, crockery	70,915.2	945.0	234.2	2,220.5	1,790.0	12,254.8	
16	All other household supplies	63,608.9	1,078.3	228.7	2,432.8	1,603.1	9,504.2	
17	House furnishings	204,913.3	3,286.5	939.6	6,428.1	3,851.2	50,385.1	
18	Draperies, upholstery and curtains	62,450.6	1,411.6	361.4	2,379.3	783.3	16,337.5	
19	Floor coverings, all kinds	121,088.3	1,479.8	401.1	3,496.2	2,526.4	30,589.5	
20	All other household furnishings	21,374.4	394.9	177.1	552.6	541.5	3,478.1	
21	Drugs and drug sundries	459,071.1	5,063.1	2,236.1	13,751.8	10,675.2	113,773.3	
22	Prescribed medicines	126,301.5	1,476.2	680.9	3,974.0	3,797.3	35,050.5	
23	Pharmaceuticals, patent medicines	148,292.5	1,753.9	833.3	4,334.3	3,298.2	44,649.4	
24	Toilet articles and preparations	133,890.6	1,260.2	528.4	4,059.7	2,697.3	25,827.1	
25	Drug sundries, rubber goods, sick room supplies, etc.	49,561.5	570.3	192.8	1,380.0	844.3	8,179.6	
26	Drugs and drug sundries (commodity detail not available)	1,025.0	2.5	0.7	3.8	38.1	66.7	
27	Fuel	361,387.9	5,567.2	1,397.2	12,322.9	8,066.1	106,266.9	
28	Fuel oil	198,046.0	3,061.8	435.0	2,336.0	3,070.5	54,616.4	
29	Coal and coke	83,994.1	1,713.5	429.8	5,404.3	2,058.5	30,528.7	
30	Other fuel	79,347.8	791.9	532.4	4,582.6	2,937.1	21,121.6	
31	Flowers	57,901.8	472.1	104.4	1,672.6	843.1	11,004.2	
32	Luggage and leather goods	24,360.4	395.7	71.9	868.7	451.1	5,644.4	
33	Cigars, cigarettes, tobacco	297,214.1	4,948.9	1,555.7	9,531.3	7,069.6	74,185.5	
34	Paper, paper products and related supplies	207,491.8	1,762.4	741.3	6,884.8	4,634.1	46,401.4	
35	Newspapers and magazines	52,228.7	534.9	117.4	1,485.8	1,409.2	12,506.6	
36	Printed books (incl. text books)	34,306.5	186.3	78.0	1,005.2	455.9	9,957.1	
37	Stationery and supplies	63,559.8	687.3	262.4	2,390.8	1,281.4	14,327.9	
38	All other paper products	55,834.9	346.9	280.9	1,949.8	1,464.3	9,326.0	
39	Paper, paper products and related supplies (commodity detail not available)	1,561.9	7.0	2.6	53.2	23.3	283.8	
40	Cameras and photographic equipment	65,005.1	763.3	96.7	1,363.7	534.3	12,722.0	
41	Cameras and projectors	23,548.1	328.5	26.4	502.7	174.7	5,072.9	
42	Films and plates	13,176.9	158.6	0.4	252.6	62.9	1,925.6	
43	All other supplies	11,201.6	125.2	16.8	192.8	85.0	1,934.6	
44	Cameras and photographic equipment (commodity detail not available)	17,078.5	151.0	53.1	415.6	211.7	3,788.9	
45	Jewellery, silverware, clocks and watches	168,327.6	1,860.5	565.3	6,222.3	3,474.6	35,152.5	
46	Clocks and watches	42,518.9	879.5	350.9	1,950.4	1,004.2	10,160.6	
47	Plated and sterling silverware, flat and hollow	23,917.9	250.7	41.6	686.6	369.1	6,071.9	
48	Fine jewellery	67,118.8	436.9	41.6	2,851.6	1,659.8	8,924.6	
49	Costume jewellery	34,280.0	292.5	130.9	731.8	436.6	9,962.0	
50	Jewellery, silverware, clocks and watches (commodity detail not available)	492.0	0.9	0.3	1.9	4.9	33.4	
51	Sporting and recreation equipment	147,030.2	2,039.2	253.5	3,530.9	2,990.6	29,435.2	
52	Boats	48,732.5	645.9	44.6	341.9	1,028.9	4,679.9	
53	Bicycles, motorcycles, parts and accessories	22,276.1	345.5	38.5	654.8	803.6	8,292.3	
54	All other sporting goods and equipment	74,866.3	1,040.9	166.6	2,332.5	1,151.6	16,341.9	
55	Sporting and recreation equipment (commodity detail not available)	1,155.3	6.9	3.8	201.7	6.5	121.1	
56	Alcoholic beverages	896,790.0	7,683.2	4,241.1	30,579.8	25,369.0	195,519.8	
57	Toys and games	54,307.9	1,198.2	438.1	3,126.3	2,104.2	12,010.4	
58	Toys and games	45,443.6	1,049.1	416.0	2,586.6	1,768.8	9,987.0	
59	Small wheel goods	8,864.3	149.1	22.1	539.7	335.6	2,023.4	
60	Farm and garden equipment and supplies	77,456.8	708.1	906.3	1,885.5	2,635.0	8,093.0	
61	Farm machinery	34,625.8	14.1	12.8	204.5	1,086.1	2,426.5	
62	Power lawn mowers	7,589.6	109.5	37.5	185.4	129.1	1,380.0	
63	All other farm and garden equipment and supplies (incl. tractors)	35,241.4	584.5	856.0	1,495.6	1,419.8	4,286.5	
64	Office and store equipment and supplies	5,714.9	76.8	20.5	260.3	107.5	1,728.1	
65	Heating and plumbing supplies	32,466.1	1,161.0	266.8	2,311.6	661.0	5,519.4	
66	Building materials, all kinds	20,794.6	1,806.5	236.9	2,106.7	433.2	3,897.5	
67	Receipts from the sale of meals and lunches	69,261.0	390.1	252.8	2,167.2	1,501.3	13,279.1	
68	Receipts from repairs and services	542,640.9	5,917.7	2,307.6	15,862.8	10,888.4	130,450.4	
69	Miscellaneous merchandise	579,119.7	12,582.6	1,459.8	19,853.1	15,070.6	149,730.5	

Note: These estimates represent only sales through retail establishments as defined. They exclude sales through service businesses (restaurants, hotels, beverage rooms, etc.), sales through businesses classified to wholesale (lumber and building material dealers, farm implement dealers, etc.) and sales made by manufacturing establishments (manufacturing bakeries, dairies, etc.).

TABLEAU 4. Sommaire des ventes au détail, suivant les principales catégories de marchandises, Canada et provinces, 1961 - fin

Ontario	Manitoba	Saskatchewan	Alberta	British Columbia — Colombie- Britannique	Produit	N°
\$'000						
63,811.0	8,859.1	6,754.4	11,904.1	17,095.4	Rédios, tourne-disques, téléviseurs.....	1
22,841.5	2,936.9	2,120.5	4,809.2	6,333.6	Rédios, tourne-disques et radio-phonos.....	2
35,812.1	5,184.7	4,143.4	5,641.5	9,605.8	Téléviseurs et téléviseurs combinés.....	3
4,604.0	698.6	441.5	1,386.6	1,156.0	Pièces, accessoires et autre équipement.....	4
553.4	38.9	49.0	66.8	—	Rédios, tourne-disques, téléviseurs (le détail par produit n'est pas disponible)	5
26,506.2	5,396.2	4,113.2	6,783.4	10,723.4	Instruments de musique, disques et accessoires.....	6
2,432.6	310.0	278.1	558.8	1,056.5	Pianos.....	7
3,698.6	331.8	409.3	828.2	867.7	Orgues.....	8
10,414.8	2,674.9	1,981.3	2,871.8	4,543.6	Disques.....	9
9,170.9	2,068.2	1,424.8	2,363.5	4,169.7	Autres instruments de musique, feuilles de musique, accessoires, etc.....	10
789.3	11.3	19.7	161.1	85.9	Instruments de musique, disques et accessoires (le détail par produit n'est pas disponible)	11
10,283.3	1,823.3	1,406.7	2,953.5	3,306.6	Lampes, ampoules, lustres, appareillage d'installation, fusibles, etc.....	12
103,551.5	16,576.0	9,654.6	21,234.2	34,722.1	Fournitures ménagères.....	13
47,941.3	7,726.5	4,026.4	9,258.7	14,846.1	Savons, nettoyeurs de tous genres.....	14
31,421.6	4,465.0	2,760.4	6,080.1	8,549.0	Porcelaine, verrerie, poterie.....	15
24,188.6	4,384.5	2,867.8	5,895.4	11,327.0	Toutes autres fournitures ménagères.....	16
78,988.3	10,056.5	8,664.0	16,970.0	24,795.7	Articles d'ameublement ménager.....	17
23,721.1	3,108.4	2,398.3	5,487.5	6,263.6	Tentures, rembourrage et rideaux.....	18
46,845.1	5,546.9	5,350.7	9,855.1	14,735.4	Revêtements de sol de toutes sortes.....	19
8,422.1	1,401.2	915.0	1,627.4	3,796.7	Tous autres articles d'ameublement ménager.....	20
180,103.9	25,715.9	21,001.7	35,638.8	50,471.8	Médicaments et articles divers de pharmacie.....	21
44,638.5	6,957.9	6,804.2	8,999.7	13,796.8	Ordonnances.....	22
55,022.2	7,382.2	6,610.0	11,018.2	13,197.9	Produits pharmaceutiques, médicaments brevetés.....	23
55,274.6	8,202.6	5,434.6	11,329.0	19,032.9	Articles et préparations de toilette.....	24
24,258.3	3,171.7	2,151.5	4,291.9	4,444.2	Articles divers de pharmacie, articles en caoutchouc, fournitures d'infirmerie, etc.....	25
910.3	1.5	1.4	—	—	Médicaments et articles divers de pharmacie (le détail par produit n'est pas disponible)	26
158,610.1	14,256.9	19,984.0	7,601.0	26,537.2	Combustible.....	27
92,495.6	8,695.6	16,857.9	3,422.9	12,464.2	Huile combustible.....	28
49,539.7	3,529.3	2,172.8	2,293.2	6,183.3	Charbon et coke.....	29
16,574.8	2,032.0	953.3	1,884.9	7,889.7	Autres combustibles.....	30
29,300.4	3,131.0	1,603.7	4,396.9	5,342.0	Fleurs.....	31
9,992.0	1,741.2	663.1	2,103.6	2,367.6	Malles et articles en cuir.....	32
125,481.5	14,017.4	8,614.4	21,479.2	29,963.9	Cigares, cigarettes et tabac.....	33
88,662.7	12,133.9	7,899.4	16,562.8	21,561.5	Papier, articles en papier et articles connexes.....	34
21,377.3	2,426.9	2,096.4	3,528.6	6,716.6	Journaux et revues.....	35
14,917.2	1,414.5	802.8	3,812.3	1,832.7	Livres imprimés (y compris les manuels).....	36
23,871.8	3,253.0	3,145.7	5,350.7	8,892.4	Papeterie et fournitures.....	37
27,835.4	4,911.1	1,974.6	3,750.8	3,917.5	Tous autres articles en papier.....	38
661.0	128.4	79.9	120.4	202.3	Papier, articles en papier et articles connexes (le détail par produit n'est pas disponible)	39
30,365.6	3,142.5	2,196.2	6,200.3	7,500.7	Appareils et accessoires photographiques.....	40
10,048.6	1,642.9	798.1	2,334.9	2,568.1	Appareils et projecteurs.....	41
7,317.5	561.6	287.8	888.8	1,689.4	Pellicules et plaques.....	42
6,255.5	141.4	336.3	1,300.1	791.3	Toutes autres fournitures.....	43
6,744.0	796.6	774.0	1,676.5	2,451.9	Appareils et accessoires photographiques (le détail par produit n'est pas disponible)	44
69,649.8	8,887.6	7,185.7	14,622.4	20,179.2	Bijouterie, argenterie, horloges et montres.....	45
15,334.8	1,755.0	1,773.9	3,074.1	6,099.3	Horloges et montres.....	46
8,555.9	1,297.2	1,228.7	2,949.1	2,383.2	Vaisselle et coutellerie en plaqué d'argent ou argent massif.....	47
33,051.5	3,893.9	2,222.1	5,599.7	8,223.1	Fine bijouterie.....	48
12,293.6	1,937.0	1,935.0	2,999.5	3,467.5	Parures.....	49
414.0	4.5	26.0	—	6.1	Bijouterie, argenterie, horloges et montres (le détail par produit n'est pas disponible)	50
62,959.8	6,635.6	6,442.2	11,991.8	20,509.3	Articles de sport et de divertissement.....	51
28,987.4	1,783.8	2,345.6	1,743.6	7,088.9	Bateaux, moteurs et accessoires.....	52
5,779.8	754.8	840.3	2,107.3	2,621.1	Bicyclettes, motocyclettes, pièces et accessoires.....	53
27,589.6	4,075.3	3,256.3	8,088.9	10,662.7	Tous autres articles et équipement de sport.....	54
603.0	21.7	—	52.0	138.6	Articles de sport et de divertissement (le détail par produit n'est pas disponible)	55
361,944.4	57,047.7	46,504.8	62,630.9	101,207.0	Boissons alcooliques.....	56
18,379.3	3,239.9	2,921.0	4,414.8	6,429.2	Jouets et jeux.....	57
15,240.6	2,676.6	2,477.4	3,602.9	5,599.7	Jouets et jeux.....	58
3,138.7	563.3	443.6	811.9	829.5	Petits articles roulants.....	59
15,236.2	7,997.6	13,872.9	14,786.4	11,038.0	Machines, outillage et fournitures pour la ferme et le jardin.....	60
3,330.0	4,416.8	9,118.6	8,268.3	5,747.8	Machines agricoles.....	61
2,590.9	1,332.3	192.1	695.8	897.2	Tondeuses à moteur.....	62
9,315.3	2,248.5	4,562.2	5,822.3	4,393.0	Tous autres machines, outillage et fournitures pour la ferme et le jardin (y compris les tracteurs)	63
2,110.6	281.2	309.8	336.9	461.4	Équipement et fournitures de bureau et de magasin.....	64
10,929.5	2,394.6	1,873.0	3,271.7	3,931.0	Fournitures de chauffage et de plomberie.....	65
4,040.6	1,071.9	4,035.0	888.0	2,118.9	Matériaux de construction de toutes sortes.....	66
30,376.7	5,491.4	3,481.5	5,389.0	6,725.1	Recettes provenant des repas et lunches.....	67
215,459.9	26,262.4	29,363.0	51,125.6	54,470.7	Recettes provenant des réparations et services.....	68
226,501.7	24,980.2	33,087.2	43,082.4	51,151.7	Marchandises diverses.....	69

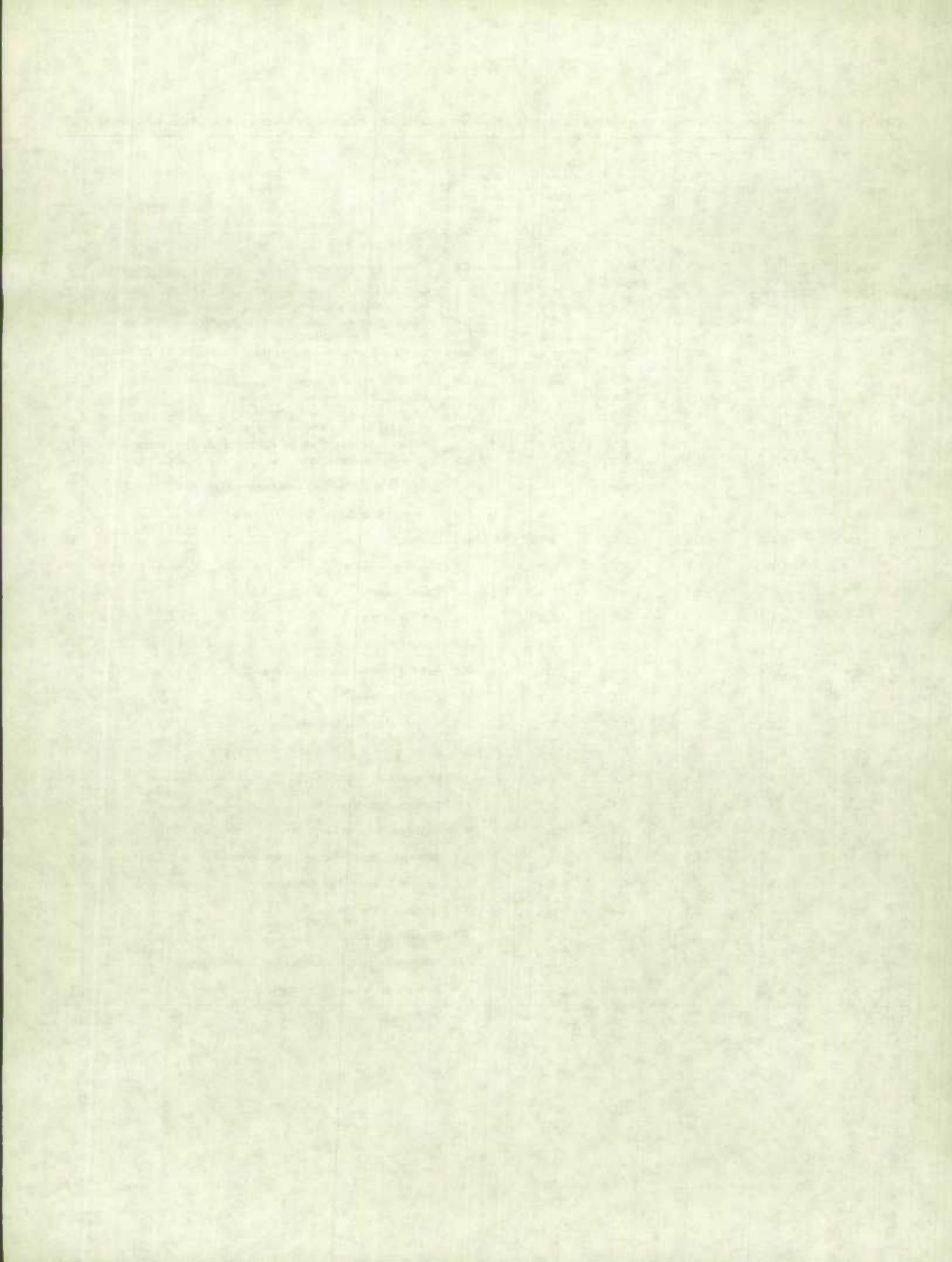
Nota: Ces estimations ne tiennent compte que des ventes effectuées par les commerces de détail, suivant la définition. Elles excluent celles des commerces de services (restaurants, salons-bars, etc.), celles des commerces classés dans la catégorie des commerces de gros (marchands de bois d'oeuvre et de matériaux de construction, marchands d'instruments agricoles, etc.) et celles qui sont effectuées par les établissements manufacturiers (boulangeries et laiteries, etc.).

TABLE 5. Percentage Distribution of Total Retail Sales by Main Commodity Lines, Canada and the Provinces, 1961

No.	Commodity	Canada	New- foundland — Terre- Neuve	Prince Edward Island — Île-du- Prince- Édouard	Nova Scotia — Nouvelle- Écosse	New Brunswick — Nouveau- Brunswick	Quebec — Québec
1	Total, all commodities	100.0	100.0	100.0	100.0	100.0	100.0
2	Food and kindred products	24.9	33.4	27.4	27.8	25.9	27.1
3	Fresh fruits and vegetables	2.9	3.5	2.3	2.8	2.5	3.1
4	Fresh, cooked and cured meats (including poultry)	6.4	5.1	4.6	5.7	5.0	8.0
5	Canned foods	5.0	8.6	5.6	6.3	6.4	6.3
6	All other food products	10.6	16.2	14.9	13.0	12.0	9.7
7	Automotive and related commodities	25.0	20.2	28.0	26.0	27.9	23.4
8	Passenger cars, new	7.8	7.2	9.2	7.9	9.4	7.8
9	Passenger cars, used	4.5	3.1	4.5	4.8	4.9	3.6
10	Commercial vehicles new and used	1.2	1.8	1.7	1.5	1.8	1.2
11	Parts, accessories, tubes, tires and batteries	5.3	3.7	6.1	5.2	5.3	5.0
12	Gasoline, oil and grease	6.2	4.4	6.5	6.6	6.5	5.8
13	Men's and boys' clothing and furnishings	3.7	4.3	3.5	3.4	3.6	3.8
14	Women's, misses' and children's clothing	7.2	7.7	6.1	6.9	6.6	8.0
15	Footwear	2.2	3.2	2.0	2.0	2.2	2.5
16	Dry goods and notions	1.5	1.9	1.4	1.2	1.5	1.6
17	Hardware	1.6	2.0	0.8	1.4	2.0	1.8
18	Household furniture	2.5	2.1	1.7	2.0	2.4	2.8
19	Household appliances	2.0	2.3	2.3	1.9	1.6	1.8
20	Radios, record players, television sets	0.9	1.0	0.8	0.8	0.8	0.8
21	Household supplies	1.5	1.1	1.5	1.7	1.6	1.1
22	House furnishings	1.2	1.1	1.2	1.1	0.9	1.2
23	Drugs and drug sundries	2.8	1.7	2.8	2.3	2.4	2.7
24	Fuel	2.2	1.9	1.8	2.1	1.8	2.6
25	Cigars, cigarettes, tobacco	1.8	1.6	2.0	1.6	1.6	1.8
26	Paper, paper products and related supplies	1.3	0.6	1.0	1.1	1.0	1.1
27	Jewellery, silverware, clocks and watches	1.0	0.6	0.7	1.0	0.8	0.9
28	Sporting and recreation equipment	0.9	0.7	0.3	0.6	0.7	0.7
29	Alcoholic beverages	5.4	2.6	5.4	5.1	5.7	4.7
30	Miscellaneous commodities	6.7	7.8	6.1	6.9	6.2	6.2
31	Receipts from the sale of meals and lunches	0.4	0.2	0.3	0.4	0.3	0.3
32	Receipts from repairs and services	3.3	2.0	2.9	2.7	2.5	3.1

TABLEAU 5. Répartition procentuelle des ventes totales au détail par principale catégorie de produits, Canada et provinces, 1961

Ontario	Manitoba	Saskatchewan	Alberta	British Columbia — Colombie- Britannique	Yukon and Northwest Territories — Yukon et Territoires du Nord-Ouest	Produit	N°
100.0	100.0	100.0	100.0	100.0	100.0	Total, tous produits	1
23.7	23.4	22.8	21.7	25.0	21.1	Aliments et produits connexes	2
2.8	2.7	2.9	2.7	2.9	2.3	Fruits et légumes frais	3
6.5	5.4	4.5	4.7	5.9	4.6	Viandes fraîches, cuites et fumées (y compris la volaille).....	4
3.6	5.1	6.0	5.3	5.0	4.7	Conserves alimentaires	5
10.8	10.2	9.4	9.0	11.2	9.5	Tous autres articles alimentaires	6
25.6	24.3	26.8	28.7	22.6	16.8	Automobiles et produits connexes	7
8.1	7.8	7.3	7.5	6.2	3.1	Automobiles de tourisme, neuves.....	8
5.0	4.1	4.0	5.3	4.6	2.4	Automobiles de tourisme, usagées.....	9
1.0	0.8	1.3	2.2	1.2	1.3	Véhicules commerciaux, neufs et usagés	10
5.2	5.4	7.1	6.7	4.7	5.2	Pièces, accessoires, pneus, chambre à air et accumulateurs	11
6.3	6.2	7.1	7.0	5.9	4.8	Essence, huile et graisse	12
3.7	3.7	3.7	4.0	3.9	4.2	Vêtements et accessoires pour hommes et garçons	13
7.0	6.9	6.1	6.9	7.0	8.0	Vêtements pour dames, demoiselles et enfants	14
2.0	2.0	1.8	2.1	2.2	2.2	Chaussures	15
1.3	1.4	1.5	1.6	1.8	2.5	Tissus et mercerie	16
1.3	1.7	2.7	1.9	1.4	3.6	Quincaillerie	17
2.6	2.1	1.8	2.1	2.2	2.0	Mobilier de ménage	18
2.0	1.9	1.8	2.5	2.0	2.1	Appareils ménagers	19
1.0	1.1	0.9	0.9	1.1	0.9	Radios, tourne-disques, téléviseurs	20
1.6	2.0	1.2	1.6	2.1	1.3	Fournitures ménagères	21
1.2	1.2	1.1	1.3	1.5	1.8	Articles d'ameublement ménager	22
2.8	3.2	2.6	2.7	3.1	2.0	Médicaments et articles divers de pharmacie	23
2.5	1.8	2.5	0.6	1.6	2.5	Combustible	24
2.0	1.7	1.1	1.6	1.8	1.2	Cigares, cigarettes et tabac	25
1.4	1.5	1.0	1.3	1.3	0.8	Papier, articles en papier et articles connexes	26
1.1	1.1	0.9	1.1	1.2	1.7	Bijouterie, argenterie, horloges et montres	27
1.0	0.8	0.8	0.9	1.3	0.8	Articles de sport et de divertissement	28
5.7	7.0	5.9	4.8	6.2	13.0	Boissons alcooliques	29
6.6	7.3	8.9	7.3	6.9	9.6	Produits divers	30
0.5	0.7	0.4	0.4	0.4	0.2	Recettes provenant des repas complets et légers	31
3.4	3.2	3.7	4.0	3.4	1.7	Recettes provenant des réparations et services	32



APPENDIX A

Items tabled in this report were derived from various census bulletins and are presented as summary or selected items of data while the sources provide maximum detail available. The following references to the original bulletins may be useful.

Item	DBS 1961 Catalogue No.
Population	92-531 to 535
Rural and urban	92-536
Age groups	92-542
Language	92-549
Income data	98-501
Labour force	94-533
Wage and salary earners	94-534 and 535
Housing	93-523 to 527
Merchandising:	
Retail	97-501 and 502
Wholesale	97-512
Services	97-517 and 518
Manufacturing	31-209
Agriculture	96-530 to 540

All census publications are listed in a brochure "Publications of the 1961 Census of Canada, List No. 3—June 1963", available on request. Census tract data for metropolitan areas and others serve a variety of purposes. Census Bulletin 92-538 contains all reference maps, Bulletin 92-539 provides historical data and describes geographical changes to places, etc.

APPENDICE A

Les chiffres présentés dans les tableaux du présent rapport proviennent de divers bulletins du recensement et constituent un résumé des données relatives à certains sujets, tandis que les sources de renseignements donnent tous les détails disponibles. Il sera peut-être utile de se référer aux bulletins suivants.

Sujet	Numéro de catalogue du B.F.S., 1961
Population	92-531 à 535
Rurale et urbaine	92-536
Groupes d'âge	92-542
Langues	92-549
Données visant les revenus	98-501
Main-d'oeuvre	94-533
Employés à salaire et à traitement	94-534 et 535
Habitation	93-523 à 527
Commerce:	
De détail	97-501 et 502
De gros	97-512
De services	97-517 et 518
Fabrication	31-209
Agriculture	96-530 à 540

On peut se procurer, sur demande, une brochure qui énumère toutes les publications du recensement: "Publications du recensement du Canada, 1961, liste n° 3—juin 1963". Les données relatives aux secteurs de recensement, aux zones métropolitaines et autres, servent à plusieurs fins. Le bulletin de recensement 92-538 renferme toutes les cartes de référence; le bulletin 92-539 fournit les données chronologiques et décrit les modifications géographiques apportées aux localités, etc.

