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Vol. 6, No. 13

MONTHLY SURVEY OF RADIO
BROADCASTING STATIONS

ENQUÊTE MENSUELLE SUR LES STATIONS
DE RADIODIFFUSION

FEBRUARY - 1976 - FÉVRIER

Survey Results

In 1976, the monthly radio air time sales reported by the radio stations in the survey can be compared with the sales for the same month of the previous year. All radio stations including those of CBC are covered by the monthly survey of radio stations. However it should be noted that the monthly data for the previous year have been updated either by subsequent adjustments to the original data or by late returns and therefore will not correspond in all instances to previously published data.

Based on the returns submitted to Statistics Canada by May 14, 1976, the gross national and local sales on both AM and FM radio for February 1976 were \$15,855,138 compared to \$14,986,588 in February 1975, an increase of 5.8%. After deducting agency commissions, sales were \$14,577,263 compared to \$13,646,880 in 1975 an increase of 6.8%.

Net local sales both AM and FM were \$10,392,931 compared to \$9,648,329 in February 1975, an increase of 7.7%. Gross national sales both AM and FM were \$4,928,159 compared to \$4,967,661 in 1975, a decrease of 0.8%. Net national sales were \$4,184,332 compared to \$3,998,551 in 1975, an increase of 4.6%.

Gross year-to-date radio air time sales for 1976 were reported as \$29.9 million, compared to \$28.6 million for 1975, an increase of 4.3%. Net year-to-date sales were \$27.8 million for 1976, compared to \$26.4 million for the previous year, an increase of 5.3%.

Any suggestions, comments or requests for further information on this survey should be sent to J.R. Slattery (613-996-9276) Communications Section, Transportation and Communications Division, Statistics Canada, Ottawa, K1A 0T6.

June - 1976 - Juin
5-3511-501

Résultats d'enquête

En 1976, les ventes mensuelles de temps d'antenne déclarées par les stations de radio assujetties à l'enquête se comparent aux ventes du mois correspondant de l'année précédente. Toutes les stations de radio, y compris celles de Radio-Canada, sont saisies par l'enquête mensuelle sur les stations de radio. À noter toutefois que les données mensuelles de l'année précédente ont été mises à jour par suite d'ajustements ultérieurs aux données initiales ou des déclarations reçues en retard et, par conséquent, elles ne correspondent pas dans tous les cas aux données publiées précédemment.

Selon les déclarations reçues par Statistique Canada au 14 mai, 1976, les ventes brutes nationales et locales des bandes M.A. et M.F. pour février 1976 se sont élevées à \$15,855,138 comparativement à \$14,986,588 en février 1975, soit une augmentation de 5.8%. Après déduction des commissions des agences de publicité, les ventes se sont chiffrées à \$14,577,263 comparativement à \$13,646,880 en 1975, soit une augmentation de 6.8%.

Les ventes locales nettes de bandes M.A. et M.F. se sont élevées à \$10,392,931 comparativement à \$9,648,329 en février 1975, soit une augmentation de 7.7%. Les ventes nationales brutes des bandes M.A. et M.F. ont été de \$4,928,159 comparativement à \$4,967,661 en 1975, soit une diminution de 0.8%. Les ventes nationales nettes se sont chiffrées à \$4,184,332 comparativement à \$3,998,551 en 1975, soit une augmentation de 4.6%.

Les ventes brutes cumulatives de temps d'antenne radio-phonique en 1976 se sont élevées à \$29.9 millions, comparativement à \$28.6 millions en 1975 (augmentation de 4.3%). Les ventes nettes cumulatives ont atteint \$27.8 millions en 1976, soit 5.3% de plus que l'année précédente (\$26.4 millions).

Les personnes désireuses de faire parvenir leurs suggestions ou commentaires, ou de demander des renseignements complémentaires peuvent s'adresser à M. J.R. Slattery (613-996-9276), Section des communications, Division des transports et des communications, Statistique Canada, Ottawa, K1A 0T6.

TABLE 1. Monthly Survey of Radio Broadcasting Statistics

TABLEAU 1. Stations de radiodiffusion - Déclaration mensuelle

		Total Canada								Other revenue from operations Autres recettes de l'exploitation
		National time sales Ventes de temps d'antenne (national)				Local time sales Ventes de temps d'antenne (local)				
		A.M. gross brutés	A.M. net nettes	F.M. gross brutés	F.M. net nettes	A.M. gross brutés	A.M. net nettes	F.M. gross brutés	F.M. net nettes	
dollars										
February - Février	1976	4,620,183	3,921,588	307,976	262,744	9,906,123	9,437,082	1,020,856	955,849	179,931
	1975	4,607,988 4,414,233	3,758,458	281,673	240,093	9,247,708	8,911,667	771,219	736,662	115,185
Year-to-date - Total à date	1976	7,620,757	6,499,310	514,838	443,301	19,775,125	19,026,090	1,957,298	1,856,048	358,488
	1975	7,962,900 7,691,205	6,567,996	505,165	426,115	18,646,937	17,948,332	1,530,037	1,469,717	230,851

TABLE 2. Monthly Survey of Radio Broadcasting Stations

TABLEAU 2. Stations de radiodiffusion - Déclaration mensuelle

		Total provincial								Other revenue from operations Autres recettes de l'exploitation
		February - Février								
Province		National time sales Ventes de temps d'antenne (national)				Local time sales Ventes de temps d'antenne (local)				
		A.M. gross brutés	A.M. net nettes	F.M. gross brutés	F.M. net nettes	A.M. gross brutés	A.M. net nettes	F.M. gross brutés	F.M. net nettes	
dollars										
Atlantic Provinces - Provinces de l'Atlantique	1976	191,306	167,816	236	201	782,754	764,099	1,472	1,472	7,537
	1975	263,390	223,973	-	-	892,147	866,158	1,607	1,607	4,538
Year-to-date - Total à date	1976	338,523	296,464	2,533	2,484	1,587,192	1,556,281	14,318	14,318	21,910
	1975	472,659	405,272	1,241	1,219	1,792,752	1,738,515	8,581	8,581	8,933
Québec	1976	1,103,606	939,464	107,129	91,058	1,960,240	1,788,359	306,709	287,759	43,383
	1975	1,291,012 932,259	808,777	89,231	75,873	1,678,271	1,610,552	192,917	179,182	41,623
Year-to-date - Total à date	1976	1,700,650	1,462,728	172,773	148,345	3,876,316	3,634,033	565,398	535,432	80,038
	1975	1,071,222 1,699,567	1,383,736	153,006	130,153	3,483,877	3,340,297	380,580	358,821	75,269
Ontario	1976	1,858,293	1,594,881	162,462	138,535	3,203,625	3,062,497	481,332	464,325	50,471
	1975	1,916,387	1,646,337	169,201	144,220	3,087,980	2,944,097	428,748	413,379	20,942
Year-to-date - Total à date	1976	3,140,347	2,715,136	285,833	246,173	6,414,421	6,192,604	976,234	944,020	106,591
	1975	3,369,748	2,890,863	310,846	259,982	6,131,396	5,853,101	850,383	821,639	52,018
Manitoba	1976	178,965	148,228	9,986	8,735	395,448	385,626	34,697	33,571	3,769
	1975	192,985	161,544	7,189	6,308	424,797	414,199	31,272	30,838	4,298
Year-to-date - Total à date	1976	349,359	293,193	11,690	10,268	859,139	840,173	55,397	53,221	8,200
	1975	370,576	311,230	12,359	11,108	893,886	873,418	61,397	60,630	8,315
Saskatchewan	1976	160,722	133,808	1,932	1,642	593,032	585,861	25,578	23,862	23,300
	1975	152,293	126,247	1,213	1,043	480,909	466,964	19,931	17,561	6,208
Year-to-date - Total à date	1976	292,051	240,274	3,798	3,229	1,158,330	1,146,351	55,151	51,461	37,294
	1975	266,771	224,154	2,301	1,968	951,758	925,788	42,365	38,581	11,959
Alberta	1976	510,893	429,887	6,466	5,612	1,278,892	1,250,939	36,696	35,443	31,089
	1975	416,040	345,316	1,005	896	1,100,295	1,080,667	17,786	17,250	25,560
Year-to-date - Total à date	1976	793,537	664,190	10,026	8,714	2,484,609	2,433,083	58,831	56,623	60,156
	1975	696,893	580,606	2,302	2,040	2,166,853	2,112,450	30,611	29,653	52,235
Yukon, N.W.T. and British Columbia - Yukon, T. N.-O. et Colombie-Britannique	1976	616,398	507,504	19,765	16,961	1,692,132	1,599,701	134,372	109,417	20,382
	1975	537,880	446,264	13,834	11,753	1,583,309	1,529,030	78,958	76,545	12,008
Year-to-date - Total à date	1976	1,006,290	827,325	28,185	24,088	3,395,118	3,223,565	231,969	200,973	44,394
	1975	914,991	772,135	23,110	19,645	3,226,415	3,104,763	156,120	151,812	22,122
Total	1976	4,620,183	3,921,588	307,976	262,744	9,906,123	9,437,082	1,020,856	955,849	179,931
	1975	4,607,988 4,414,233	3,758,458	281,673	240,093	9,247,708	8,911,667	771,219	736,662	115,185

TABLE 3. Monthly Survey of Radio Broadcasting Stations
TABLEAU 3. Stations de radiodiffusion - Déclaration mensuelle

Metropolitan areas - Agglomérations métropolitaines		Metropolitan areas - Agglomérations métropolitaines				
		February - Février				
		National time sales A.M. and F.M. - Ventes de temps d'antenne (national) A.M. et F.M.		Local time sales A.M. and F.M. - Ventes de temps d'antenne (local) A.M. et F.M.		Other revenue from operations - Autres recettes de l'ex- ploitation
		Gross - Brutes	Net - Nettes	Gross - Brutes	Net - Nettes	
dollars						
Halifax	1976	61,621	57,438	182,565	179,953	-
	1975	63,877	54,273	145,419	145,289	-
Year-to-date - Total à date	1976	100,538	93,417	364,679	361,553	-
	1975	116,259	102,347	296,510	295,641	-
Québec	1976	185,146	155,544	223,943	146,971	7,512
	1975	144,685	126,531	185,044	178,412	6,388
Year-to-date - Total à date	1976	268,612	229,653	442,888	359,821	12,209
	1975	225,597	197,384	395,071	381,644	11,234
Montréal	1976	858,888	733,958	1,247,365	1,180,405	22,101
	1975	752,811	647,331	1,016,982	967,900	18,497
Year-to-date - Total à date	1976	1,316,801	1,135,842	2,359,418	2,257,674	37,357
	1975	1,286,334	1,106,671	1,998,288	1,903,871	33,183
Hull-Ottawa	1976	202,382	172,713	443,370	435,377	4,458
	1975	189,658	162,248	364,537	356,349	2,436
Year-to-date - Total à date	1976	353,775	302,304	902,700	886,990	11,685
	1975	329,491	281,372	772,805	756,579	4,266
Toronto	1976	1,176,943	1,005,499	1,371,578	1,274,269	23,426
	1975	1,051,935	905,253	1,116,367	1,053,958	7,176
Year-to-date - Total à date	1976	1,949,771	1,683,892	2,701,978	2,558,918	42,421
	1975	1,896,949	1,627,780	2,174,205	2,042,075	24,114
Hamilton	1976	176,260	149,908	259,638	246,199	7,829
	1975	185,099	157,334	260,656	248,372	4,454
Year-to-date - Total à date	1976	279,261	237,545	545,313	519,096	15,288
	1975	302,105	256,790	507,144	482,085	9,791
London	1976	131,402	111,723	199,774	196,195	-
	1975	109,138	92,820	183,076	183,076	-
Year-to-date - Total à date	1976	202,295	172,124	395,965	392,107	-
	1975	188,766	160,600	366,305	366,305	-
Winnipeg	1976	168,294	143,097	373,807	363,195	2,310
	1975	148,942	127,219	333,925	323,070	2,485
Year-to-date - Total à date	1976	276,692	235,459	737,043	716,786	5,253
	1975	289,333	247,737	716,124	695,290	4,816
Regina	1976	52,349	40,415	207,787	206,421	6,101
	1975	61,063	46,973	190,707	188,241	4,906
Year-to-date - Total à date	1976	104,035	78,795	415,748	413,352	13,011
	1975	102,440	81,777	380,012	376,398	9,332
Calgary	1976	182,785	152,754	417,467	415,539	10,249
	1975	163,083	131,735	374,057	370,816	1,782
Year-to-date - Total à date	1976	287,011	236,362	792,411	789,033	15,582
	1975	264,503	214,245	735,303	714,078	3,715
Edmonton	1976	210,455	178,980	483,116	461,050	20,285
	1975	133,094	113,436	358,434	346,879	18,809
Year-to-date - Total à date	1976	309,942	263,659	951,583	912,274	43,987
	1975	226,985	193,929	697,132	674,760	39,138
Vancouver	1976	401,384	331,560	994,838	918,396	7,535
	1975	313,358	266,120	784,374	745,372	5,579
Year-to-date - Total à date	1976	614,180	506,131	1,880,532	1,738,839	13,694
	1975	527,134	458,778	1,582,567	1,495,304	9,365
Victoria	1976	80,192	60,995	240,711	237,578	12,461
	1975	71,006	51,811	187,679	186,421	3,793
Year-to-date - Total à date	1976	135,163	102,364	475,338	469,131	29,472
	1975	123,054	90,737	387,212	383,425	7,460
Other(1) - Autre(1)	1976	1,040,058	889,748	4,281,020	4,131,383	55,664
	1975	1,578,912	1,115,467	4,517,670	4,354,174	38,880
Year-to-date - Total à date	1976	1,937,529	1,665,064	8,766,827	8,508,564	118,529
	1975	2,589,125	1,973,964	9,168,296	8,850,594	74,437
Total	1976	4,928,159	4,184,332	10,926,979	10,392,931	179,931
	1975	4,967,661	3,998,551	10,018,927	9,648,329	115,185
		4,695,906				

(1) Includes stations in areas not specified above. - Comprend les stations de régions non énumérées ci-dessus.

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