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MONTHLY SURVEY OF RADIO BROADCASTING STATIONS

bulletin de service

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ENQUÊTE MENSUELLE SUR LES STATIONS DE RADIODIFFUSION

MARCH - 1976 - MARS

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 June 18, 1976, the gross national and local sales on both AM and FM radio for March 1976 were \$18,450,575 compared to \$17,829,475 in March 1975, an increase of 3.5%. After deducting agency commissions, sales were \$17,116,412 compared to \$16,478,571 in 1975 an increase of 3.9%.

Net local sales both AM and FM were \$12,276,507 compared to \$11,350,089 in March 1975, an increase of 8.2%. Gross national sales both AM and FM were \$5,697,767 compared to \$6,027,930 in 1975, a decrease of 5.5%. Net national sales were \$4,839,905 compared to \$5,128,482 in 1975, a decrease of 5.6%.

Gross year-to-date radio air time sales for 1976 were reported as \$48.7 million, compared to \$46.5 million for 1975, an increase of 4.8%. Net year-to-date sales were \$45.3 million for 1976, compared to \$42.9 million for the previous year, an increase of 5.6%.

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.

July - 1976 - Juillet
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 18 juin, 1976, les ventes brutes nationales et locales des bandes M.A. et M.F. pour mars 1976 se sont élevées à \$18,450,575 comparativement à \$17,829,475 en mars 1975, soit une augmentation de 3.5 %. Après déduction des commissions des agences de publicité, les ventes se sont chiffrées à \$17,116,412 comparativement à \$16,478,571 en 1975, soit une augmentation de 3.9 %.

Les ventes locales nettes de bandes M.A. et M.F. se sont élevées à \$12,276,507 comparativement à \$11,350,089 en mars 1975, soit une augmentation de 8.2 %. Les ventes nationales nettes des bandes M.A. et M.F. ont été de \$5,697,767 comparativement à \$6,027,930 en 1975, soit une diminution de 5.5 %. Les ventes nationales nettes se sont chiffrées à \$4,839,905 comparativement à \$5,128,482 en 1975, soit une diminution de 5.6 %.

Les ventes brutes cumulatives de temps d'antenne radiophonique en 1976 se sont élevées à \$48.7 millions, comparativement à \$46.5 millions en 1975 (augmentation de 4.8 %). Les ventes nettes cumulatives ont atteint \$45.3 millions en 1976, soit 5.6 % de plus que l'année précédente (\$42.9 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 communications, Statistique Canada, Ottawa, K1A 0T6.

TABLE 1. Monthly Survey of Radio Broadcasting Stations

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 — brutes	A.M. net — nettes	F.M. gross — brutes	F.M. net — nettes	A.M. gross — brutes	A.M. net — nettes	F.M. gross — brutes	F.M. net — nettes				
		dollars											
March - Mars	1976	5,345,576	4,539,693	352,191	300,212	11,704,245	11,274,163	1,048,563	1,002,344	175,318			
	1975	5,693,593	4,843,422	334,337	285,060	10,965,192	10,544,731	836,353	805,358	171,552			
Year-to-date - Total à date	1976	13,040,489	11,103,482	867,516	743,927	31,786,836	30,603,924	3,005,861	2,858,392	534,964			
	1975	13,617,559	11,411,418	839,502	711,175	29,612,129	28,493,063	2,366,390	2,275,075	402,403			
		13,334,798											

TABLE 2. Monthly Survey of Radio Broadcasting Stations

TABLEAU 2. Stations de radiodiffusion - Déclaration mensuelle

Province		Total provincial										Other revenue from operations Autres recettes de l'exploitation	
		March - Mars											
		National time sales Ventes de temps d'antenne (national)				Local time sales Ventes de temps d'antenne (local)							
		A.M. gross — brutes	A.M. net — nettes	F.M. gross — brutes	F.M. net — nettes	A.M. gross — brutes	A.M. net — nettes	F.M. gross — brutes	F.M. net — nettes				
dollars													
Atlantic Provinces - Provinces de l'Atlantique	1976	267,821	235,324	-	-	972,101	955,912	1,534	1,534	4,507			
	1975	369,772	319,694	160	136	1,006,070	958,671	1,468	1,468	4,362			
Year-to-date - Total à date	1976	626,793	550,194	2,533	2,484	2,636,352	2,589,252	15,852	15,852	26,417			
	1975	842,431	724,966	1,401	1,355	2,798,822	2,697,186	10,049	10,049	13,295			
Québec	1976	1,203,937	1,030,967	106,722	90,714	2,379,561	2,269,313	324,284	303,807	48,951			
	1975	1,236,348	1,064,514	129,726	110,543	2,211,321	2,101,796	276,341	258,460	45,115			
Year-to-date - Total à date	1976	2,904,927	2,494,035	279,495	239,059	6,270,681	5,918,150	889,882	839,239	128,989			
	1975	3,107,620	2,448,250	282,732	240,696	5,695,198	5,442,093	656,921	617,281	120,384			
Ontario	1976	2,142,583	1,838,370	207,678	176,982	3,770,205	3,591,601	498,742	482,284	70,045			
	1975	2,548,386	2,178,537	175,726	149,722	3,566,546	3,416,793	381,466	375,198	86,020			
Year-to-date - Total à date	1976	5,303,371	4,570,851	493,511	423,155	10,258,735	9,854,834	1,474,976	1,426,304	176,636			
	1975	5,918,134	5,069,400	486,572	409,704	9,697,942	9,269,894	1,231,849	1,196,837	138,038			
Manitoba	1976	309,807	257,258	9,729	8,454	529,257	516,523	40,392	38,817	4,555			
	1975	226,836	190,618	9,612	8,426	481,576	468,562	35,900	34,258	4,682			
Year-to-date - Total à date	1976	680,233	568,358	21,419	18,722	1,442,094	1,410,394	95,789	92,038	12,755			
	1975	597,412	501,848	21,971	19,534	1,375,462	1,341,980	97,297	94,888	12,997			
Saskatchewan	1976	223,754	182,985	1,974	1,682	652,686	637,841	28,846	26,909	10,188			
	1975	203,027	163,476	2,260	1,931	552,927	540,678	26,153	24,276	2,709			
Year-to-date - Total à date	1976	515,805	423,259	5,772	4,911	1,811,016	1,784,192	83,997	78,370	47,482			
	1975	469,798	387,630	4,561	3,899	1,504,685	1,466,466	68,518	62,857	14,668			
Alberta	1976	548,317	461,097	8,041	6,929	1,523,642	1,496,726	33,560	32,465	14,122			
	1975	506,599	424,356	2,245	1,948	1,316,261	1,288,543	21,939	21,195	17,161			
Year-to-date - Total à date	1976	1,346,590	1,129,551	18,556	16,057	4,053,350	3,974,593	92,391	89,088	74,278			
	1975	1,203,492	1,004,962	4,547	3,988	3,483,114	3,400,993	54,550	52,848	69,396			
Yukon, N.W.T. and British Columbia - Yukon, T. N.-O. et Colombie-Britannique	1976	649,357	533,692	18,047	15,451	1,816,793	1,806,247	121,205	116,528	22,950			
	1975	602,625	502,227	14,608	12,354	1,830,491	1,769,688	91,086	88,503	11,503			
Year-to-date - Total à date	1976	1,662,770	1,367,234	46,232	39,539	5,314,608	5,072,509	353,174	317,501	68,407			
	1975	1,517,616	1,274,362	37,718	31,999	5,056,906	4,874,451	247,206	240,315	33,625			
Total	1976	5,345,576	4,539,693	352,191	300,212	11,704,245	11,274,163	1,048,563	1,002,344	175,318			
	1975	5,693,593	4,843,422	334,337	285,060	10,965,192	10,544,731	836,353	805,358	171,552			

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

Metropolitan areas — Agglomérations métropolitaines	Metropolitan areas - Agglomérations métropolitaines					
	March - Mars					
	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 85,580	78,920	220,114	218,885	—	
	1975 80,539	73,401	188,597	186,191	—	
Year-to-date - Total à date	1976 186,118	172,337	584,793	580,438	—	
	1975 196,798	175,748	485,107	481,832	—	
Québec	1976 194,535	170,746	284,698	275,372	8,382	
	1975 200,563	179,451	287,957	280,773	13,196	
Year-to-date - Total à date	1976 463,147	400,399	727,586	635,193	20,591	
	1975 426,160	376,835	683,028	662,417	24,430	
Montréal	1976 950,180	810,132	1,541,041	1,463,324	18,599	
	1975 914,627	786,040	1,373,037	1,292,839	20,970	
Year-to-date - Total à date	1976 2,266,981	1,945,974	3,900,459	3,720,998	55,956	
	1975 2,200,961	1,892,711	3,371,325	3,196,710	54,153	
Hull-Ottawa	1976 243,819	207,462	498,290	489,346	—	
	1975 266,577	227,368	457,919	448,140	1,790	
Year-to-date - Total à date	1976 597,594	509,766	1,400,990	1,376,336	11,685	
	1975 596,068	508,740	1,230,724	1,204,719	6,056	
Toronto	1976 1,401,197	1,196,149	1,686,653	1,566,655	41,483	
	1975 1,249,497	1,068,128	1,317,432	1,250,292	14,662	
Year-to-date - Total à date	1976 3,350,968	2,880,041	4,388,631	4,125,573	83,904	
	1975 3,146,446	2,695,908	3,491,637	3,292,367	38,776	
Hamilton	1976 197,345	167,745	280,905	265,726	10,572	
	1975 184,977	157,232	278,546	264,711	6,528	
Year-to-date - Total à date	1976 476,606	405,290	826,218	784,822	25,860	
	1975 487,082	414,022	785,690	746,796	16,319	
London	1976 149,775	127,431	207,023	203,906	—	
	1975 163,619	139,190	199,825	199,767	—	
Year-to-date - Total à date	1976 352,070	299,555	602,988	596,013	—	
	1975 352,385	299,790	566,130	566,072	—	
Winnipeg	1976 269,862	211,426	405,952	392,446	2,769	
	1975 178,701	152,420	377,542	364,002	2,282	
Year-to-date - Total à date	1976 526,554	446,885	1,142,995	1,109,232	8,022	
	1975 468,034	400,157	1,093,666	1,059,292	7,098	
Regina	1976 91,048	71,606	246,562	245,461	1,770	
	1975 78,172	56,375	213,676	211,850	1,312	
Year-to-date - Total à date	1976 195,083	150,401	662,310	658,393	14,781	
	1975 180,612	138,152	593,688	588,248	10,644	
Calgary	1976 199,761	166,824	495,676	492,430	4,125	
	1975 189,434	155,084	437,985	435,553	2,583	
Year-to-date - Total à date	1976 486,762	403,186	1,288,087	1,281,463	19,707	
	1975 453,937	369,329	1,173,288	1,149,631	6,298	
Edmonton	1976 196,358	167,055	541,862	523,406	7,025	
	1975 183,448	156,933	416,422	399,992	10,771	
Year-to-date - Total à date	1976 506,300	430,714	1,493,445	1,435,680	51,012	
	1975 410,433	350,862	1,113,554	1,074,752	49,909	
Vancouver	1976 421,543	346,804	1,058,200	1,002,182	9,277	
	1975 354,335	301,093	849,069	805,794	5,394	
Year-to-date - Total à date	1976 1,035,723	852,935	2,938,732	2,741,021	22,971	
	1975 881,469	759,871	2,431,636	2,301,098	14,759	
Victoria	1976 81,395	62,641	264,155	260,876	11,015	
	1975 80,123	58,273	215,853	214,886	3,800	
Year-to-date - Total à date	1976 216,558	165,005	739,493	730,007	40,487	
	1975 203,177	149,010	603,065	598,311	11,260	
Other - Autres	1976 1,235,369	1,054,964	5,021,677	4,876,912	60,301	
	1975 1,903,318	1,617,494	5,187,685	4,995,299	88,264	
Year-to-date - Total à date	1976 3,247,541	2,784,921	14,095,970	13,687,147	179,988	
	1975 4,492,799	3,591,458	14,355,981	13,845,893	162,701	
Total	1976 5,697,767	4,839,905	12,752,808	12,276,507	175,318	
	1975 6,027,930	5,128,482	11,801,545	11,350,089	171,552	

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