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ACU 23 1976

Vol. 6, No. 19

MONTHLY SURVEY OF RADIO
BROADCASTING STATIONS

POUR EXAMEN

ENQUÊTE MENSUELLE SUR LES STATIONS
DE RADIODIFFUSION

APRIL - 1976 - AVRIL

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 July 31, 1976, the gross national and local sales on both AM and FM radio for April 1976 were \$20,971,839 compared to \$18,341,138 in April 1975, an increase of 14.3%. After deducting agency commissions, sales were \$19,342,022 compared to \$16,963,682 in 1975 an increase of 14.2%.

Net local sales both AM and FM were \$13,703,886 compared to \$11,746,305 in April 1975, an increase of 16.7%. Gross national sales both AM and FM were \$6,663,384 compared to \$6,140,422 in 1975, an increase of 8.5%. Net national sales were \$5,638,136 compared to \$5,217,377 in 1975, an increase of 8.1%.

Gross year-to-date radio air time sales for 1976 were reported as \$70.0 million, compared to \$64.8 million for 1975, an increase of 8.0%. Net year-to-date sales were \$64.9 million for 1976, compared to \$59.8 million for the previous year, an increase of 8.5%.

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

August - 1976 - Août
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 31 juillet, 1976, les ventes brutes nationales et locales des bandes M.A. et M.F. pour avril 1976 se sont élevées à \$20,971,839 comparativement à \$18,341,138 en avril 1975, soit une augmentation de 14.3 %. Après déduction des commissions des agences de publicité, les ventes se sont chiffrées à \$19,342,022 comparativement à \$16,963,682 en 1975, soit une augmentation de 14.2 %.

Les ventes locales nettes de bandes M.A. et M.F. se sont élevées à \$13,703,886 comparativement à \$11,746,305 en avril 1975, soit une augmentation de 16.7 %. Les ventes nationales brutes des bandes M.A. et M.F. ont été de \$6,663,384 comparativement à \$6,140,422 en 1975, soit une augmentation de 8.5 %. Les ventes nationales nettes se sont chiffrées à \$5,638,136 comparativement à \$5,217,377 en 1975, soit une augmentation de 8.1 %.

Les ventes brutes cumulatives de temps d'antenne radiophonique en 1976 se sont élevées à \$70.0 millions, comparativement à \$64.8 millions en 1975 (augmentation de 8.0 %). Les ventes nettes cumulatives ont atteint \$64.9 millions en 1976, soit 8.5 % de plus que l'année précédente (\$59.8 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.



ПАКЕТЫ 100 2300

РЕБРЯ 500 31

TABLEAU 1. Monthly Survey of Radio Broadcasting Stations
TABLEAU 1. Stations de radiodiffusion - Déclaration mensuelle

		Total Canada									
		National time sales Ventes de temps d'antenne (national)				Local time sales Ventes de temps d'antenne (local)				Other revenue from operations Autres recettes de l'exploitation	
		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 — netties		
dollars											
April - Avril	1976	6,151,163	5,192,185	512,221	445,951	13,128,523	12,584,378	1,179,932	1,119,508	165,933	
	1975	5,719,589	4,859,587	420,833	357,790	11,258,817	10,843,906	941,899	902,399	129,677	
Year-to-date - Total à date	1976	19,246,261	16,344,473	1,379,737	1,189,878	45,190,714	43,461,884	4,185,793	3,977,900	700,897	
	1975	19,376,142	16,271,005	1,260,335	1,068,965	40,870,946	39,336,969	3,308,289	3,177,474	532,080	

TABLE 2. Monthly Survey of Radio Broadcasting Stations
TABLEAU 2. Stations de radiodiffusion - Déclaration mensuelle

Province		Total provincial									
		April - Avril									
		National time sales Ventes de temps d'antenne (national)				Local time sales Ventes de temps d'antenne (local)				Other revenue from operations Autres recettes de l'exploitation	
dollars											
Atlantic Provinces - Provinces de l'Atlantique.	1976	281,717	246,489	9,398	9,355	1,073,002	1,039,624	18,424	18,006	6,507	
	1975	364,933	315,932	349	297	1,035,489	1,017,690	1,978	1,978	6,139	
Year-to-date - Total à date	1976	908,510	796,683	11,931	11,839	3,709,354	3,628,876	34,276	33,858	32,924	
	1975	1,207,364	1,040,898	1,750	1,652	3,834,311	3,714,876	12,027	12,027	19,434	
Québec	1976	1,494,923	1,286,485	182,149	154,827	2,711,416	2,585,148	400,399	373,743	46,643	
	1975	1,229,129	1,061,421	143,550	122,293	2,361,014	2,255,962	285,264	269,574	40,139	
Year-to-date - Total à date	1976	4,399,850	3,780,520	461,644	393,886	8,982,097	8,503,298	1,290,081	1,212,982	175,635	
	1975	4,336,799	3,509,671	426,282	362,989	8,056,212	7,698,055	942,185	886,855	160,523	
Ontario	1976	2,658,096	2,267,286	260,685	227,237	4,267,255	4,031,074	563,581	538,915	56,921	
	1975	2,537,574	2,166,452	243,538	206,304	3,705,600	3,519,049	495,455	477,079	50,216	
Year-to-date - Total à date	1976	7,987,554	6,864,224	754,196	650,392	14,633,604	13,991,749	2,038,557	1,965,219	233,557	
	1975	8,455,708	7,235,852	730,110	616,008	13,403,542	12,788,943	1,727,304	1,673,916	188,254	
Manitoba	1976	265,845	218,960	10,268	8,966	654,295	639,390	39,556	37,942	8,714	
	1975	259,826	214,891	10,386	9,108	452,818	441,920	33,919	33,256	6,261	
Year-to-date - Total à date	1976	946,078	787,318	31,687	27,688	2,096,399	2,049,784	13,545	129,980	21,469	
	1975	857,238	716,739	32,357	28,642	1,828,280	1,783,900	131,216	128,144	19,258	
Saskatchewan	1976	217,594	179,700	20,695	20,582	725,224	719,238	26,340	24,048	10,764	
	1975	198,947	161,669	1,687	1,451	571,979	561,788	23,043	21,481	2,419	
Year-to-date - Total à date	1976	733,399	602,959	26,467	25,493	2,536,240	2,503,430	110,337	102,418	58,246	
	1975	668,745	549,299	6,248	5,350	2,076,664	2,028,254	91,561	84,338	17,087	
Alberta	1976	595,927	504,263	10,040	8,736	1,594,658	1,552,423	27,592	26,671	21,639	
	1975	487,143	408,227	3,467	3,061	1,272,813	1,250,964	19,706	19,202	12,955	
Year-to-date - Total à date	1976	1,942,517	1,633,814	28,594	24,793	5,648,008	5,527,016	119,983	115,759	95,917	
	1975	1,690,635	1,413,189	8,014	7,049	4,755,927	4,651,957	74,256	72,050	82,351	
Yukon, N.W.T. and British Columbia - Yukon, T.N.-O. et Colombie-Britannique.	1976	637,061	489,002	18,986	16,248	2,102,673	2,017,481	104,040	100,183	14,745	
	1975	642,037	530,995	17,856	15,276	1,859,104	1,796,533	82,534	79,829	11,548	
Year-to-date - Total à date	1976	2,328,353	1,878,955	65,218	55,787	7,585,022	7,257,731	457,214	417,684	83,152	
	1975	2,159,653	1,805,357	55,574	47,275	6,916,010	6,670,984	329,740	320,144	45,173	
Total	1976	6,151,163	5,192,185	512,221	445,951	13,128,523	12,584,378	1,179,932	1,119,508	165,933	
	1975	5,719,589	4,859,587	420,833	357,790	11,258,817	10,843,906	941,899	902,399	129,677	

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

Metropolitan areas — Agglomérations métropolitaines	Metropolitan areas - Agglomérations métropolitaines					
	April - Avril					
	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 108,648	99,796	223,346	221,611	—	
	1975 85,977	77,731	189,950	188,203	—	
Year-to-date - Total à date	1976 294,766	272,133	808,139	802,049	—	
	1975 282,775	253,479	675,057	670,035	—	
Québec	1976 255,775	228,339	348,555	340,850	8,920	
	1975 171,596	154,719	293,808	286,185	6,048	
Year-to-date - Total à date	1976 718,922	628,738	1,076,141	976,043	29,511	
	1975 597,756	531,554	976,836	948,602	30,478	
Montréal	1976 1,196,380	1,020,133	1,735,862	1,642,484	14,672	
	1975 985,211	843,477	1,451,406	1,376,315	20,742	
Year-to-date - Total à date	1976 3,463,361	2,966,107	5,636,321	5,363,482	70,628	
	1975 3,186,172	2,736,188	4,822,731	4,573,025	74,895	
Bell-Ottawa	1976 318,812	272,383	557,063	542,771	15,499	
	1975 256,801	219,173	446,216	435,990	11,205	
Year-to-date - Total à date	1976 916,406	782,149	1,958,053	1,919,107	27,184	
	1975 832,869	727,913	1,676,940	1,640,709	17,261	
Toronto	1976 1,566,575	1,338,735	1,801,800	1,670,249	23,957	
	1975 1,335,784	1,137,361	1,436,558	1,335,708	24,073	
Year-to-date - Total à date	1976 4,917,543	4,218,776	6,190,431	5,795,822	107,861	
	1975 4,482,230	3,833,269	4,928,195	4,628,075	62,849	
Hamilton	1976 238,377	202,624	299,832	283,066	6,327	
	1975 205,039	174,332	263,070	248,659	6,864	
Year-to-date - Total à date	1976 714,983	607,914	1,126,050	1,067,888	32,187	
	1975 692,121	588,354	1,048,760	995,454	23,183	
London	1976 186,475	158,585	228,934	214,907	—	
	1975 179,920	153,118	194,683	194,673	—	
Year-to-date - Total à date	1976 538,545	458,140	831,922	810,920	—	
	1975 532,305	452,908	760,813	760,745	—	
Winnipeg	1976 196,321	164,871	509,911	493,711	7,006	
	1975 215,280	182,221	378,044	366,714	1,750	
Year-to-date - Total à date	1976 722,875	611,756	1,652,906	1,602,943	15,028	
	1975 683,314	582,378	1,471,710	1,426,006	8,848	
Regina	1976 110,882	89,610	244,292	243,306	1,391	
	1975 77,589	58,794	212,727	211,454	922	
Year-to-date - Total à date	1976 305,965	240,011	906,602	901,699	16,172	
	1975 258,201	196,946	806,415	799,702	11,566	
Calgary	1976 209,451	175,351	526,447	523,634	9,888	
	1975 187,140	152,626	433,188	430,051	1,109	
Year-to-date - Total à date	1976 696,213	578,537	1,814,534	1,805,097	29,595	
	1975 641,077	521,955	1,606,476	1,579,682	7,406	
Edmonton	1976 226,741	195,587	542,204	524,206	11,483	
	1975 169,433	146,436	408,229	395,318	7,013	
Year-to-date - Total à date	1976 733,041	626,301	2,035,649	1,959,886	62,495	
	1975 579,866	497,298	1,521,783	1,470,070	56,922	
Vancouver	1976 408,182	298,954	1,066,310	1,008,878	7,877	
	1975 361,678	304,443	864,877	816,271	6,002	
Year-to-date - Total à date	1976 1,443,905	1,151,889	4,005,042	3,749,899	30,848	
	1975 1,243,147	1,064,314	3,296,513	3,117,369	20,761	
Victoria	1976 81,391	64,656	269,259	265,447	4,269	
	1975 79,455	58,693	218,471	217,292	3,853	
Year-to-date - Total à date	1976 297,949	229,661	1,008,752	995,454	44,756	
	1975 282,632	207,703	821,536	815,603	15,113	
Other(1) - Autres(1)	1976 1,559,376	1,328,512	5,954,640	5,728,766	54,644	
	1975 1,829,519	1,554,253	5,409,489	5,243,472	40,096	
Year-to-date - Total à date	1976 4,861,524	4,162,239	20,325,965	19,689,495	234,632	
	1975 6,322,012	5,145,711	19,765,470	19,089,365	202,797	
Total	1976 6,663,384	5,638,136	14,308,455	13,703,886	165,933	
	1975 6,140,422	5,217,377	12,200,716	11,746,305	129,677	

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

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