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MONTHLY SURVEY OF RADIO BROADCASTING STATIONS

ENQUÊTE MENSUELLE SUR LES STATIONS DE RADIODIFFUSION

SEPTEMBER - 1975 - SEPTEMBRE

9 II 1976
BUREAU DE LA MAN-D'OEUVRE ET DE
L'IMMIGRATION

Survey Results

In 1975, 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 December 29, 1975, the gross national and local sales on both AM and FM radio for September 1975 were \$17,709,196 compared to \$16,616,239 in September 1974, an increase of 6.6%. After deducting agency commissions, sales were \$16,485,497 compared to \$15,509,505 in 1974 an increase of 6.3%.

Net local sales both AM and FM were \$11,607,017 compared to \$11,390,682 in September 1974, an increase of 1.9%. Gross national sales both AM and FM were \$5,698,852 compared to \$4,815,113 in 1974, an increase of 18.4%. Net national sales were \$4,878,480 compared to \$4,118,823 in 1974, an increase of 18.4%.

Gross year-to-date radio air time sales for 1975 were reported as \$158.0 million, compared to \$144.9 million for 1974, an increase of 9.0%. Net year-to-date sales were \$145.9 million for 1975, compared to \$133.2 million for the previous year, an increase of 9.6%.

Any suggestions, comments or requests for further information on this survey should be sent to J.R. Slattery (613-996-9274) Communications Section, Transportation and Communications Division, Statistics Canada, Ottawa, K1A 0T6.

Résultats d'enquête

En 1975, 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. A 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 29 Décembre 1975, les ventes brutes nationales et locales des bandes A.M. et F.M. pour Septembre 1975 se sont élevées à \$17,709,196 comparativement à \$16,616,239 en Septembre 1974, soit une augmentation de 6.6%. Après déduction des commissions des agences de publicité, les ventes se sont chiffrées à \$16,485,497 comparativement à \$15,509,505 en 1974, soit une augmentation de 6.3%.

Les ventes locales nettes de bandes A.M. et F.M. se sont élevées à \$11,607,017 comparativement à \$11,390,682 en Septembre 1974 soit une augmentation de 1.9%. Les ventes nationales brutes des bandes A.M. et F.M. ont été de \$5,698,852 comparativement à \$4,815,113 en 1974, soit une augmentation de 18.4%. Les ventes nationales nettes se sont chiffrées à \$4,878,480 comparativement à \$4,118,823 en 1974, soit une augmentation de 18.4%.

Les ventes brutes cumulatives de temps d'antenne radiophonique en 1975 se sont élevées à \$158.0 millions, comparativement à \$144.9 millions en 1974 (augmentation de 9.0%). Les ventes nettes cumulatives ont atteint \$145.9 millions en 1975, soit 9.6% de plus que l'année précédente (\$133.2 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 (613-996-9274), Section des communications, Division des transports et des communications, Statistique Canada, Ottawa, K1A 0T6.

February - 1976 - Février
5-3511-501

TABLE 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 nettes		
	dollars									
September - Septembre	1975	5,244,573	4,487,906	454,279	390,576	11,047,528	10,683,282	962,816	923,735	148,161
	1974	4,522,681	3,869,106	292,432	249,717	10,937,290	10,561,205	861,816	829,477	171,980
Year-to-date - Total à date	1975	47,837,600	40,195,641	3,582,045	3,051,908	98,615,065	94,863,536	7,969,088	7,635,706	1,238,755
	1974	41,706,379	35,461,335	2,437,429	2,502,162	93,150,232	88,464,445	7,149,525	6,749,644	1,149,309



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

Province	Total provincial									
	September - Septembre									
	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 nettes		
dollars										
Atlantic Provinces - Provinces de l'Atlantique	1975	228,852	197,827	123	105	877,847	858,017	2,195	2,195	3,950
	1974	274,490	231,354	512	436	1,017,457	1,020,878	1,630	1,630	1,918
Year-to-date - Total à date	1975	2,689,171	2,713,773	3,594	3,221	9,054,529	8,773,128	28,470	27,877	42,126
	1974	2,407,182	2,038,692	5,717	4,863	8,826,224	8,554,563	21,904	20,894	37,346
Québec	1975	1,198,547	1,039,086	152,078	129,494	2,137,614	2,067,377	263,428	247,073	49,115
	1974	973,708	847,651	107,881	91,695	2,035,715	1,949,984	205,995	195,616	43,189
Year-to-date - Total à date	1975	10,887,475	9,155,166	1,200,137	1,021,287	19,676,565	18,806,526	2,126,326	1,996,962	394,801
	1974	8,885,665	7,694,086	965,258	823,000	17,291,676	16,349,940	1,805,884	1,686,452	318,326
Ontario	1975	2,481,173	2,133,299	275,238	237,824	3,851,279	3,694,982	503,917	488,253	50,020
	1974	2,015,540	1,729,637	161,705	138,316	3,816,081	3,637,885	515,194	495,482	21,788
Year-to-date - Total à date	1975	21,728,392	18,489,171	2,122,122	1,806,161	32,731,180	31,180,662	4,272,908	4,124,961	422,461
	1974	18,904,113	16,184,887	1,642,454	1,397,928	32,218,872	30,360,955	3,861,522	3,677,951	248,503
Manitoba	1975	202,817	168,414	8,871	7,662	430,644	417,604	35,586	34,512	4,737
	1974	183,096	155,194	6,349	5,569	510,505	495,239	37,917	37,289	4,106
Year-to-date - Total à date	1975	1,922,687	1,601,010	73,399	64,505	4,102,068	3,986,135	290,875	284,173	46,615
	1974	1,858,597	1,569,675	67,821	58,772	4,122,059	3,919,735	292,495	274,867	54,269
Saskatchewan	1975	192,672	160,841	2,495	2,120	596,035	590,904	28,097	25,940	2,893
	1974	146,635	122,408	1,777	1,510	512,309	508,935	21,904	20,139	3,665
Year-to-date - Total à date	1975	1,599,754	1,314,479	16,359	13,947	5,098,804	5,012,624	222,173	205,389	32,191
	1974	1,383,569	1,176,532	21,928	18,684	4,479,219	4,216,155	166,301	153,533	40,194
Alberta	1975	496,716	417,386	2,961	2,536	1,261,596	1,238,507	28,802	27,876	25,368
	1974	418,982	351,549	2,679	2,356	1,164,787	1,141,239	15,658	15,159	43,592
Year-to-date - Total à date	1975	4,270,876	3,581,644	24,347	21,142	11,351,377	11,105,980	202,929	194,719	197,702
	1974	3,824,669	3,195,914	20,072	17,192	9,895,078	9,539,699	139,191	131,337	223,886
Yukon, N.W.T. and British Columbia - Yukon, T. N.-O. et Colombie-Britannique	1975	443,796	371,051	12,513	10,855	1,892,533	1,815,891	100,791	97,886	12,080
	1974	510,230	431,333	13,529	9,835	1,860,436	1,807,045	65,518	64,162	51,523
Year-to-date - Total à date	1975	4,739,245	3,940,398	141,887	121,645	16,600,542	15,998,481	825,307	801,425	102,685
	1974	4,683,356	3,934,488	148,250	125,519	15,843,192	15,136,635	766,802	711,871	167,285
Total	1975	5,244,573	4,487,906	454,279	390,576	11,047,528	10,683,282	962,816	923,735	148,161
	1974	4,522,681	3,869,106	292,432	249,717	10,937,290	10,561,205	861,816	829,477	171,980

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

Metropolitan areas - Agglomérations métropolitaines		Metropolitan areas - Agglomérations métropolitaines				
		September - Septembre				
		National time sales A.M. and P.M. - Ventes de temps d'antenne (national) A.M. et P.M.		Local time sales A.M. and P.M. - Ventes de temps d'antenne (local) A.M. et P.M.		Other revenue from operations - Autres recettes de l'ex- ploitation
		Gross - Brutes	Net - Nettes	Gross - Brutes	Net - Nettes	
dollars						
Halifax	1975	72,268	66,056	219,649	219,649	-
	1974	56,795	48,315	182,880	182,697	-
Year-to-date - Total à date	1975	675,910	614,065	1,796,723	1,761,777	-
	1974	631,419	535,217	1,486,353	1,485,036	-
Québec	1975	198,270	177,732	256,339	250,561	8,677
	1974	132,894	118,739	260,254	248,690	3,485
Year-to-date - Total à date	1975	1,473,986	1,317,225	2,193,612	2,136,292	65,609
	1974	1,256,168	1,113,237	2,150,676	2,091,666	54,739
Montréal	1975	957,068	827,373	1,235,154	1,192,019	23,711
	1974	785,639	679,834	1,119,369	1,069,293	24,764
Year-to-date - Total à date	1975	8,581,510	7,359,236	11,192,613	10,836,171	191,647
	1974	7,071,217	6,108,646	9,234,480	8,578,743	159,565
Hull-Ottawa	1975	265,283	206,675	516,709	509,329	4,528
	1974	181,100	154,574	439,632	433,078	4,061
Year-to-date - Total à date	1975	2,111,325	1,695,506	4,097,286	4,005,388	33,277
	1974	1,851,209	1,574,859	3,728,646	3,649,541	40,388
Toronto	1975	1,521,636	1,133,684	1,573,280	1,459,340	36,570
	1974	1,083,056	927,815	1,456,145	1,363,032	4,873
Year-to-date - Total à date	1975	12,166,658	10,415,631	12,361,967	11,567,542	211,799
	1974	10,187,942	8,703,371	11,721,184	10,860,739	67,145
Hamilton	1975	213,974	181,799	317,561	302,450	5,128
	1974	132,511	112,635	318,563	301,009	5,852
Year-to-date - Total à date	1975	1,722,552	1,464,343	2,514,630	2,386,589	54,898
	1974	1,494,978	1,271,925	2,416,816	2,290,251	97,892
London	1975	164,143	139,691	254,634	254,574	-
	1974	118,345	100,653	220,002	220,002	90
Year-to-date - Total à date	1975	1,375,097	1,170,643	1,880,493	1,877,777	-
	1974	1,172,962	997,648	1,814,539	1,766,857	2,367
Winnipeg	1975	188,492	159,840	423,828	409,880	2,364
	1974	136,305	118,350	423,935	410,797	2,206
Year-to-date - Total à date	1975	1,622,741	1,375,846	3,557,901	3,440,613	22,229
	1974	1,475,116	1,269,702	3,328,814	3,139,213	21,141
Regina	1975	70,524	55,879	218,692	216,899	1,361
	1974	53,413	40,914	197,137	196,003	2,258
Year-to-date - Total à date	1975	626,165	480,718	1,971,592	1,958,075	18,956
	1974	514,068	435,472	1,625,019	1,507,253	26,075
Calgary	1975	190,736	156,517	441,963	439,460	2,309
	1974	169,574	139,351	411,418	408,279	13,888
Year-to-date - Total à date	1975	1,627,001	1,335,693	3,833,469	3,791,661	27,900
	1974	1,432,523	1,182,903	3,269,611	3,118,426	57,595
Edmonton	1975	171,283	147,578	445,582	433,057	22,687
	1974	126,402	107,747	384,990	371,230	24,844
Year-to-date - Total à date	1975	1,498,767	1,286,837	3,730,967	3,604,189	146,633
	1974	1,367,075	1,172,363	3,267,447	3,128,053	125,178
Vancouver	1975	277,850	230,341	1,016,912	969,302	7,270
	1974	261,174	224,434	908,904	873,146	46,546
Year-to-date - Total à date	1975	2,866,762	2,415,840	8,160,135	7,747,076	51,683
	1974	2,449,683	2,100,383	7,548,075	7,051,038	113,730
Victoria	1975	53,396	44,766	236,137	232,906	4,070
	1974	69,293	54,464	215,680	212,724	3,469
Year-to-date - Total à date	1975	583,311	436,484	2,003,404	1,988,097	34,843
	1974	609,393	470,647	2,034,937	2,009,660	29,700
Other - Autres	1975	1,353,929	1,150,549	4,853,904	4,717,591	29,488
	1974	1,508,412	1,290,998	5,262,217	5,100,702	35,644
Year-to-date - Total à date	1975	14,487,860	12,079,482	47,089,561	45,397,995	379,281
	1974	13,225,506	11,234,847	45,801,685	43,767,707	334,092
Total	1975	5,698,852	4,678,480	12,010,344	11,607,017	148,163
	1974	4,815,113	4,118,823	11,801,126	11,390,682	171,980

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