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STATISTIQUE CANADA
STATISTICS CANADA

MONTHLY SURVEY OF RADIO
BROADCASTING STATIONS

ENQUÊTE MENSUELLE SUR LES STATIONS
DE RADIODIFFUSION

AUGUST — 1976 — AOÛT

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 November 27, 1976, the gross national and local sales on both AM and FM radio for August 1976 were \$19,421,874 compared to \$18,762,025 in August 1975, an increase of 3.5%. After deducting agency commissions, sales were \$17,943,509 compared to \$17,034,549 in 1975 an increase of 5.3%.

Net local sales both AM and FM were \$13,040,265 compared to \$11,829,607 in August 1975, an increase of 10.2%. Gross national sales both AM and FM were \$5,751,049 compared to \$6,109,684 in 1975, a decrease of 5.9%. Net national sales were \$4,903,244 compared to \$ 5,204,942 in 1975, a decrease of 5.8%.

Gross year-to-date radio air time sales for 1976 were reported as \$156.7 million, compared to \$140.6 million for 1975, an increase of 11.4%. Net year-to-date sales were \$144.2 million for 1976, compared to \$129.7 million for the previous year, an increase of 11.2%.

Your attention is drawn to the fact that last month's year-to-date figures were in error. This was caused by including some August radio air time sales figures in the July year-to-date totals. August year-to-date totals however, have corrected this situation.

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

January - 1977 - Janvier

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 27 Novembre, 1976, les ventes brutes nationales et locales des bandes M.A. et M.F. pour août 1976 se sont élevées à \$19,421,874 comparativement à \$18,762,025 en août 1975, soit une augmentation de 3.5%. Après déduction des commissions des agences de publicité, les ventes se sont chiffrées à \$17,943,509 comparativement à \$17,034,549 en 1975, soit une augmentation de 5.3%.

Les ventes locales nettes de bandes M.A. et M.F. se sont élevées à \$13,040,265 comparativement à \$11,829,607 en août 1975, soit une augmentation de 10.2%. Les ventes nationales brutes des bandes M.A. et M.F. ont été de \$5,751,049 comparativement à \$ 6,109,684 en 1975, soit une diminution de 5.9%. Les ventes nationales nettes se sont chiffrées à \$4,903,244 comparativement à \$5,204,942 en 1975, soit une diminution de 5.8%.

Les ventes brutes cumulatives de temps d'antenne radio-phonique en 1976 se sont élevées à \$156.7 millions, comparativement à \$140.6 millions en 1975 (augmentation de 11.4%). Les ventes nettes cumulatives ont atteint \$144.2 millions en 1976, soit 11.2% de plus que l'année précédente (\$129.7 millions).

On vous signale que les chiffres (totaux) cumulatifs du mois dernier étaient erronés. En effet, certains chiffres de vente de temps d'antenne pour le mois d'août avaient été comptés dans les totaux du mois de juillet. Toutefois, les totaux pour le mois d'août ont corrigé cette situation.

Les personnes désireuses de faire parvenir leurs suggestions ou commentaires, ou de demander des renseignements complémentaires peuvent s'adresser à P.T. Crosby (613-996-9276), Section des communications, Division des transport et communications, Statistique Canada, Ottawa, K1A 0T6.

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									
August - Août	1976	5,252,461	4,475,153	498,588	428,091	12,558,011	11,983,955	1,112,814	1,056,310	162,029
	1975	5,718,992	4,870,654	390,692	334,288	11,445,271	10,994,339	872,782	835,268	154,934
Year-to-date - Total à date	1976	44,995,885	38,269,417	3,674,528	3,154,418	99,007,927	94,290,056	9,063,340	8,582,781	1,333,880
	1975	42,656,283	35,961,982	3,130,271	2,663,347	87,780,570	84,379,656	7,037,610	6,742,489	1,090,592

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

Province	Total provincial									
	August - Août									
	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.	1976	274,190	238,922	5,143	5,132	1,125,123	1,080,259	14,252	14,171	1,960
	1975	280,046	240,283	616	524	1,026,791	993,353	2,831	2,801	4,852
Year-to-date - Total à date	1976	2,168,371	1,894,862	40,675	40,381	8,150,075	7,922,325	100,218	99,466	46,479
	1975	2,460,319	2,115,946	3,471	3,116	8,176,682	7,915,111	26,375	25,682	38,376
Québec	1976	1,160,471	989,235	156,387	132,929	2,207,942	2,103,098	310,139	290,011	38,194
	1975	1,216,169	1,042,707	144,405	123,236	2,261,563	2,145,349	206,256	193,004	53,319
Year-to-date - Total à date	1976	10,520,102	9,016,484	1,291,405	1,099,390	19,665,378	18,299,184	2,857,918	2,677,999	357,497
	1975	9,688,928	8,116,080	1,048,059	891,793	17,538,951	16,739,149	1,862,898	1,749,889	345,686
Ontario	1976	2,437,309	2,083,825	301,806	259,733	4,383,369	4,104,011	557,122	528,765	51,050
	1975	2,936,351	2,533,852	219,661	187,880	3,808,241	3,634,057	458,255	469,971	46,003
Year-to-date - Total à date	1976	19,463,078	16,715,006	1,945,571	1,671,724	32,888,991	31,117,816	4,358,324	4,157,623	426,257
	1975	19,290,675	16,393,287	1,049,589	1,570,402	29,040,749	27,632,897	3,800,329	3,667,226	372,441
Manitoba	1976	189,352	156,961	5,993	5,239	617,768	617,442	34,123	34,123	6,773
	1975	184,302	153,672	5,987	5,244	480,810	463,706	29,634	29,034	5,065
Year-to-date - Total à date	1976	1,888,298	1,560,097	59,414	51,309	4,544,905	4,425,825	308,574	298,863	44,486
	1975	1,739,670	1,449,426	64,528	56,843	3,723,609	3,620,716	255,291	249,861	41,878
Saskatchewan	1976	160,756	132,242	705	626	647,703	633,925	37,732	36,008	9,732
	1975	155,460	130,176	1,599	1,359	557,583	550,661	25,394	23,357	3,665
Year-to-date - Total à date	1976	1,534,506	1,263,475	30,763	29,276	5,270,630	5,164,098	251,903	235,807	88,870
	1975	1,407,082	1,153,638	13,864	11,777	4,502,769	4,421,720	194,076	179,449	29,300
Alberta	1976	511,505	431,384	9,218	7,852	1,535,056	1,502,711	33,372	32,460	45,743
	1975	496,069	417,819	2,958	2,640	1,341,572	1,306,023	22,737	21,984	28,245
Year-to-date - Total à date	1976	4,504,143	3,792,799	74,906	64,258	11,918,867	11,630,534	236,557	227,559	235,557
	1975	3,774,160	3,164,258	21,386	18,626	10,089,781	9,867,473	174,127	166,843	172,334
Yukon, N.W.T. and British Columbia - Yukon, T. N.-O. et Colombie-Britannique.	1976	518,878	442,584	19,336	16,580	2,041,050	1,942,509	126,074	120,772	8,577
	1975	450,595	372,145	15,466	13,405	1,968,711	1,901,190	97,675	95,117	13,785
Year-to-date - Total à date	1976	4,917,387	4,026,694	231,794	198,080	16,569,081	15,730,274	949,846	885,464	134,934
	1975	4,295,449	3,569,347	129,374	110,790	14,708,029	14,182,590	724,514	703,539	90,977
Total	1976	5,252,461	4,475,153	498,588	428,091	12,558,011	11,983,955	1,112,814	1,056,310	162,029
	1975	5,718,992	4,870,654	390,692	334,288	11,445,271	10,994,339	872,782	835,268	154,934

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

Metropolitan areas - Agglomérations métropolitaines	Metropolitan areas - Agglomérations métropolitaines				
	August - Août				
	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 75,871	69,501	210,989	201,027	-
	1975 76,420	69,676	243,182	231,761	-
Year-to-date - Total à date	1976 670,722	616,302	1,678,628	1,639,476	-
	1975 603,647	548,009	1,577,074	1,542,128	-
Québec	1976 221,589	187,759	274,106	263,383	7,517
	1975 155,766	139,017	212,528	208,168	7,139
Year-to-date - Total à date	1976 1,654,021	1,435,191	2,374,663	2,233,881	53,700
	1975 1,275,716	1,139,493	1,937,273	1,885,731	56,892
Montréal	1976 898,538	768,940	1,265,253	1,201,821	12,596
	1975 1,010,625	864,670	1,250,296	1,185,235	34,811
Year-to-date - Total à date	1976 8,481,642	7,247,447	11,896,891	11,291,110	141,758
	1975 7,624,442	6,531,863	10,157,259	9,644,152	167,936
Hull-Ottawa	1976 244,643	209,089	502,062	490,473	5,570
	1975 219,897	188,081	498,746	483,942	1,589
Year-to-date - Total à date	1976 2,049,900	1,750,755	4,106,286	4,021,051	51,389
	1975 1,846,042	1,488,831	3,580,577	3,496,059	28,749
Toronto	1976 1,253,965	1,070,754	1,649,702	1,515,422	39,851
	1975 1,782,334	1,529,182	1,376,885	1,285,051	30,913
Year-to-date - Total à date	1976 10,957,901	9,375,279	13,150,551	12,191,545	244,012
	1975 10,645,022	9,081,947	10,788,687	10,108,202	175,229
Hamilton	1976 220,792	187,670	298,115	281,687	6,430
	1975 179,696	152,741	255,541	242,168	5,976
Year-to-date - Total à date	1976 1,722,946	1,464,255	2,400,741	2,279,044	61,154
	1975 1,508,578	1,282,544	2,197,069	2,084,138	49,770
London	1976 182,925	156,537	174,910	174,370	-
	1975 136,907	117,266	215,187	212,788	-
Year-to-date - Total à date	1976 1,339,756	1,140,527	1,721,840	1,679,051	-
	1975 1,210,954	1,030,952	1,625,859	1,623,203	-
Winnipeg	1976 141,917	118,496	494,562	494,562	4,424
	1975 150,088	126,822	412,420	397,581	2,913
Year-to-date - Total à date	1976 1,447,239	1,212,967	3,591,535	3,511,759	31,489
	1975 1,434,249	1,216,006	3,134,073	3,030,733	19,865
Regina	1976 61,206	47,786	274,920	273,917	4,065
	1975 62,279	48,144	221,591	219,899	2,058
Year-to-date - Total à date	1976 653,713	508,437	1,963,995	1,937,419	29,638
	1975 555,641	424,839	1,752,900	1,741,176	17,595
Calgary	1976 178,518	149,438	506,654	503,119	18,964
	1975 185,024	153,538	449,716	447,315	6,417
Year-to-date - Total à date	1976 1,694,610	1,408,224	3,880,929	3,838,846	91,266
	1975 1,436,265	1,179,176	3,391,506	3,352,201	25,590
Edmonton	1976 198,145	169,751	579,050	563,275	26,779
	1975 163,770	141,603	435,531	412,870	21,363
Year-to-date - Total à date	1976 1,711,210	1,468,133	4,233,583	4,095,628	137,959
	1975 1,327,484	1,139,259	3,285,385	3,171,132	123,946
Vancouver	1976 301,651	259,718	1,105,589	1,048,467	990
	1975 279,261	232,266	979,793	933,576	8,607
Year-to-date - Total à date	1976 3,125,372	2,577,249	8,462,239	7,934,659	51,848
	1975 2,588,912	2,185,439	7,143,223	6,777,774	44,413
Victoria	1976 64,967	51,767	227,533	223,987	4,416
	1975 58,495	42,346	249,547	248,222	3,998
Year-to-date - Total à date	1976 619,613	481,851	2,046,224	2,019,351	62,175
	1975 529,915	391,718	1,767,267	1,755,191	30,773
Other(1) - Autres(1)	1976 1,706,322	1,456,038	6,107,380	5,804,755	30,427
	1975 1,649,114	1,399,590	5,517,090	5,321,031	29,150
Year-to-date - Total à date	1976 12,541,762	10,737,218	46,563,162	44,200,017	377,492
	1975 13,199,692	10,985,243	42,480,028	40,910,324	349,793
Total	1976 5,751,049	4,903,244	13,670,825	13,040,265	162,029
	1975 6,109,684	5,204,942	12,318,053	11,829,607	154,934

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

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