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ADVERTISING AGENCIES 1952

During 1952 the 88 advertising agencies included in this survey handled advertising and provided other services to the extent of \$121,666,983 through 152 offices located across Canada. This amount was 12% higher than the 1951 volume of \$108,413,585. Billings for market surveys and other services not commissionable amounted to \$1,038,156 in 1952 compared with \$951,833 in 1951.

Gross revenue on commissionable billings totalled \$18,246,232 in 1952, representing slightly over 15% of all commissionable billings. Net revenue, before deductions for income tax, was \$2,535,195 in 1952 compared with \$2,328,015 in 1951. The 1952 net revenue was 13.3% of gross revenue, slightly lower than the 1951 proportion of 13.7%.

Distribution of advertising agencies according to the amount of annual billings is shown in Table 2. There was a marked shift of firms from the less than \$100,000 to the \$100,000 to \$499,999 classification in 1952 but the number of firms included in other size groups remained much the same as in 1951. Of

the 88 agencies in Canada, only 5 had billings of \$5,000,000 and over in 1952 but these accounted for almost 39% of the total business of all agencies.

Table 3 gives the percentage distribution of commissionable billings by type of media and for various sizes of business. Billings for advertising in publications constituted almost 60% of all commissionable billings in 1952. Radio and Television advertising accounted for almost 18% and other visual for 4% of commissionable billings. Mechanical charges amounted to 17%. There was little variation between 1951 and 1952 in the proportions of total commissionable billings allocated to the various media.

Advertising agencies employed 2,698 persons in 1952 and paid out \$11,482,910 in salaries and wages. This amount represented 60% of total gross revenue, a slightly higher proportion than in 1951. The following table gives employment figures and shows total payroll and the percent of gross revenue which it represents.

Year	Number of firms	Gross revenue	Employees			Total amount paid to employees	Percent of gross revenue
			Male	Female	Total		
		\$	No.	No.	No.	\$	%
1941.....	49	4,823,900	1	1	1,237	2,793,200	57.9
1945.....	56	7,175,924	753	808	1,561	4,101,283	57.2
1946.....	57	8,458,430	926	890	1,816	5,003,265	59.2
1947.....	67	10,091,772	1,099	957	2,056	6,208,157	61.5
1948.....	75	11,553,459	1,225	1,013	2,238	7,108,740	61.5
1949.....	74	13,526,336	1,279	1,039	2,318	8,010,107	59.2
1950.....	75	15,012,672	1	1	2,472	8,989,657	59.9
1951.....	83	17,015,496	1	1	2,552	10,128,050	59.5
1952.....	88	19,060,261	1,431	1,267	2,698	11,482,910	60.2

1. Not available.

MERCHANDISING AND SERVICES

TABLE 1. Summary Statistics, Advertising Agencies in Canada, 1941 and 1945-1952

Year	Number of firms	Amount of billings				Gross revenue on					Net revenue (Before deductions for income tax)
		Commissionable billings	Market surveys and other research	Other fees	Total	Commissionable billings		Market surveys and other research and other fees	Total		
						Amount	Percent of billings		Amount	Percent of total billings	
1941	49	1	1	1	29,224,400	1	1	1	4,823,900	16.5	1
1945	56	1	1	1	43,696,376	1	1	1	7,175,924	16.4	1
1946	57	52,079,347	90,114		52,169,461	1	1	1	8,458,430	16.2	1
1947	67	64,422,777	171,897		64,594,674	1	1	1	10,091,772	15.6	1,462,792
1948	75	73,543,766	218,447		73,762,213	1	1	1	11,553,459	15.7	1,370,408
1949	74	86,450,968	291,502		86,742,470	1	1	1	13,526,336	15.6	1,948,453
1950	75	95,566,600	141,354	512,590	96,220,544	14,443,707	15.1	568,965	15,012,672	15.6	2,075,563
1951	83	107,461,752	133,936	817,897	108,413,585	16,255,059	15.1	760,437	17,015,496	15.7	2,328,015
1952	88	120,628,827	150,616	887,540	121,666,983	18,246,232	15.1	814,029	19,060,261	15.7	2,535,195

1. Not available.

TABLE 2. Advertising Agencies Classified According to Amount of Billings, 1941 and 1945-52

Year	Amount of billings													
	Less than \$100,000		\$100,000 to \$499,999		\$500,000 to \$999,999		\$1,000,000 to \$2,499,999		\$2,500,000 ² to \$4,999,999		\$5,000,000 and over		All sizes, Total	
	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount
1941	14	\$ 585,000	19	\$ 5,371,400	7	\$ 4,906,500	9 ¹	\$ 18,361,500 ¹	3	\$ 3			49	\$ 29,224,400
1945	11	523,588	18	4,008,832	10	5,872,446	12	14,555,389	5	18,756,121			56	43,696,376
1946	11	609,609	19	4,791,603	10	6,882,379	12	17,264,018	5	22,821,852			57	52,169,461
1947	19	974,946	20	5,814,459	9	6,244,509	13	21,050,456	6	30,510,304			67	64,594,674
1948	22	1,099,036	21	6,061,868	11	7,457,002	14	22,976,801	7	36,167,506			75	73,762,213
1949	18	996,526	21	6,060,979	13	9,100,373	13	22,919,165	9	47,665,427			74	86,742,470
1950	14	708,660	23	5,787,920	15	10,446,604	10	15,175,795	9	27,872,440	4	36,229,125	75	96,220,544
1951	21	1,098,882	23	6,304,221	14	9,948,454	10	14,498,909	11	37,681,187	4	38,883,932	83	108,413,585
1952	15	687,550	33	7,959,510	15	11,807,010	10	15,623,831	10	38,527,932	5	47,061,150	88	121,666,983

1. Includes firms with billings of \$2,500,000 and over.
 2. Prior to 1950 this column included billings of \$2,500,000 and over.
 3. Included with \$1,000,000 to \$2,499,999.

Note. Firms classified each year according to billings in that year.

TABLE 3. Percentage Distribution of Commissionable Billings by Media, 1951 and 1952

(Agencies Classified by Amount of Annual Billings)

Year and amount of annual billings	Number of firms	Total commissionable billings ¹	Distribution of commissionable billings					Total
			Publications	Other visual	Production, artwork, printing, etc.	Radio and T.V.	Other	
		\$	%	%	%	%	%	%
1951								
Less than \$100,000	21	945,190	56.0	2.7	18.0	17.4	5.9	100.0
\$100,000 - \$499,999	23	6,211,200	65.7	2.7	16.7	14.7	0.2	100.0
\$500,000 - \$999,999	14	9,888,786	63.4	5.8	15.2	15.3	0.3	100.0
\$1,000,000 - \$2,499,999	10	14,314,906	57.7	3.8	18.0	20.2	0.3	100.0
\$2,500,000 - \$4,999,999	11	37,422,509	58.2	5.9	16.5	19.3	0.1	100.0
\$5,000,000 and over	4	38,679,161	59.0	5.3	20.5	15.1	0.1	100.0
All sizes, total	83	107,461,752	59.3	5.2	18.0	17.3	0.2	100.0
1952								
Less than \$100,000	15	562,973	57.4	2.3	20.5	15.4	4.4	100.0
\$100,000 - \$499,999	33	7,768,510	61.	2.9	17.9	16.9	0.6	100.0
\$500,000 - \$999,999	15	11,674,401	64.7	5.2	15.6	14.3	0.2	100.0
\$1,000,000 - \$2,499,999	10	15,467,681	62.6	2.2	16.4	18.4	0.4	100.0
\$2,500,000 - \$4,999,999	10	38,330,589	61.7	4.6	15.6	19.1	2.0	100.0
\$5,000,000 and over	5	46,824,673	58.7	5.3	18.8	17.0	0.2	100.0
All sizes, total	88	120,628,827	59.9	4.5	17.1	17.6	0.9	100.0

1. Excluding billings for market surveys and other services not commissionable.

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