

17.13 Canadian households with communications services, 1978

	Number of households	% of total households	Change from 1977	
			Number	%
Television	7,121,000 ¹	97.3	299,000	4.4
Colour	5,294,000	72.3	530,000	11.1
Black and white	3,819,000	52.2	-133,000	-3.4
Radio (AM and FM)	7,206,000 ¹	98.4	324,000	8.3
Telephone	7,063,000 ¹	96.5	292,000	4.3
Cable television	3,625,000	49.5	337,000	10.2
Total Canadian households	7,320,000	100.0	298,000	4.2

¹Includes households with one or more (TV, radio or phone, according to category).

17.14 Freelance payments, CBC radio and television, fiscal years ended Mar. 31, 1978 and 1979 (thousand dollars)

Year and item	Atlantic provinces	Quebec	Ontario	Prairie provinces	British Columbia	YT and NWT	Radio-Canada International	Total cost
1978								
Musicians' fees	757	3,403	4,051	1,007	1,280	4	62	10,564
Union actors, writers and performers	1,438	11,309	11,084	2,224	2,221	12	67	28,355
Other actors, writers and performers	1,058	1,724	8,497	1,193	1,247	136	144	13,999
Talent payroll	3,253	16,436	23,632	4,424	4,748	152	273	52,918
Royalty payments to authors', composers' and musicians' associations	186	592	341	256	120	—	—	1,495
Other production fees and performing rights (special events and news)	445	4,161	5,487	226	116	—	152	10,587
Total	3,884	21,189	29,460	4,906	4,984	152	425	65,000
1979								
Musicians' fees	646	3,478	4,168	1,097	1,159	20	51	10,619
Union actors, writers and performers	1,427	12,245	10,937	2,150	2,017	6	113	28,895
Other actors, writers and performers	1,142	1,353	9,040	1,175	550	62	172	13,494
Talent payroll	3,215	17,076	24,145	4,422	3,726	88	336	53,008
Royalty payments to authors', composers' and musicians' associations	200	653	368	292	136	—	—	1,649
Other production fees and performing rights (special events and news)	233	4,332	6,534	405	1,011	95	182	12,792
Total	3,648	22,061	31,047	5,119	4,873	183	518	67,449

17.15 Percentage of newspaper readers by age group who expressed interest in various sections¹

Newspaper section	15-16	17-19	20-24	25-34	35-44	45-54	55-64	65-69	70 and over	Total
Local and regional news	34	42	53	67	73	76	81	81	65	66
National news	19	25	39	53	62	65	69	71	56	53
International news	17	22	33	47	55	59	66	63	53	48
Editorial	6	10	13	19	29	38	47	47	39	27
Financial	3	6	8	13	17	23	22	19	15	15
Sports	38	35	30	29	32	31	32	35	21	31
Arts and entertainment	42	38	38	34	29	27	29	23	17	31
Comics	56	45	40	30	23	20	23	22	17	30
Feature stories	28	30	34	38	37	35	37	34	27	35
Homemaking	8	12	17	25	27	30	37	32	25	24
Want ads	22	32	31	28	25	26	27	25	17	27
Other advertising	15	17	16	19	19	18	26	22	16	19
Other	24	20	14	15	17	15	18	16	11	16

¹Based on sample survey of 20,000 Canadians, February 1978.