

FIRST FALL SURVEY CONFIRMS CFTO-TV

No.

8 am to Midnight		1979	1980
CFTO	CONTINUES TO GROW	121,000	171,000
CHCH		108,000	95,000
CBLT		91,000	83,000
WIVB		76,000	82,000
WGR		94,000	78,000
GLOBAL		73,000	75,000
WKBW		84,000	72,000
CITY		40,000	44,000
WUTV		32,000	34,000

6 pm to Midnight		1979	1980
CFTO	CONTINUES TO GROW	244,000	368,000
CBLT		173,000	166,000
CHCH		186,000	152,000
GLOBAL		147,000	135,000
WGR		178,000	123,000
WIVB		106,000	120,000
WKBW		140,000	115,000
CITY		79,000	98,000
WUTV		37,000	38,000

6 pm to 8 pm		1979	1980
CFTO	CONTINUES TO GROW	207,000	237,000
CBLT		173,000	175,000
CITY		79,000	121,000
GLOBAL		149,000	117,000
WKBW		88,000	113,000
WGR		117,000	90,000
WIVB		73,000	74,000
WUTV		76,000	72,000
CHCH		75,000	72,000

8 pm to 10 pm		1979	1980
CFTO	CONTINUES TO GROW	294,000	486,000
CHCH		339,000	259,000
CBLT		228,000	204,000
WIVB		143,000	188,000
GLOBAL		208,000	188,000
WGR		236,000	170,000
WKBW		213,000	151,000
CITY		96,000	106,000
WUTV		17,000	27,000

7 pm to 11 pm		1979	1980
CFTO	CONTINUES TO GROW	259,000	426,000
CHCH		251,000	200,000
CBLT		192,000	176,000
GLOBAL		180,000	162,000
WIVB		135,000	159,000
WKBW		186,000	157,000
WGR		239,000	157,000
CITY		93,000	117,000
WUTV		25,000	26,000

EARLY NEWS COMPARISON		1979	1980
CFTO	CONTINUES TO GROW	332,000	390,000
CBLT		144,000	144,000
GLOBAL		121,000	103,000
CITY		71,000	90,000
WIVB		70,000	59,000
WGR		34,000	46,000
WKBW		52,000	25,000

ALL VIEWERS MONDAY TO FRIDAY: 6:30 - 7:00 pm
1/4 HOUR AVERAGE.

LATE NEWS COMPARISON		1979	1980
CTV	CONTINUES TO GROW	261,000	341,000
National News		172,000	138,000
CBC		44,000	64,000
National News			
GLOBAL News			

ALL VIEWERS MONDAY TO FRIDAY: 11:00 pm

10 pm to Midnight		1979	1980
CFTO	CONTINUES TO GROW	229,000	380,000
CHCH		150,000	126,000
CBLT		124,000	121,000
WGR		189,000	109,000
GLOBAL		85,000	100,000
WIVB		100,000	99,000
WKBW		119,000	80,000
CITY		68,000	67,000
WUTV		20,000	17,000

CFTO CONTINUES TO GROW!

DATA SUPPLIED FROM A.C. NIELSEN SURVEYS: MONDAY THROUGH SUNDAY 7 DAY 1/4 HOUR AVERAGE ALL VIEWERS 2+. FIRST FALL REPORTS 1979 + 1980.