

September Survey

No. **1**

October Survey

CFTO-TV

November Survey

No. **1**

8:00 am - Midnight	
1979	1980
CFTO 130,000	CFTO 149,000
CHCH 102,000	98,000
CBLT 91,000	87,000
GLOBAL 95,000	81,000
WKBW 76,000	81,000
WGR 83,000	79,000
WIVB 81,000	75,000
CITY 40,000	53,000
WUTV 29,000	35,000
WNED 8,000	10,000

6:00 pm - Midnight	
1979	1980
CFTO 258,000	CFTO 294,000
CBLT 185,000	175,000
CHCH 189,000	166,000
GLOBAL 154,000	149,000
WKBW 137,000	134,000
WGR 148,000	121,000
WIVB 114,000	118,000
CITY 84,000	117,000
WUTV 36,000	37,000
WNED 13,000	17,000

7:00 pm - 11:00 pm	
1979	1980
CFTO 272,000	CFTO 318,000
CHCH 249,000	218,000
CBLT 202,000	183,000
GLOBAL 187,000	181,000
WKBW 186,000	179,000
WGR 193,000	155,000
WIVB 151,000	152,000
CITY 95,000	142,000
WUTV 25,000	26,000
WNED 15,000	22,000

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6:30 pm - 7:00 pm	
Time Period Comparison	
FALL 1979	FALL 1980
CFTO WORLD BEAT NEWS 319,000	CFTO 349,000
CBLT NEWS HOUR/EARLY NEWS 163,000	163,000
GLOBAL EARLY NEWS 112,000	95,000
WIVB CBS EVENING NEWS 53,000	88,000
CITY CITYPULSE AT 6 PM 76,000	80,000
WKBW ABC WORLD NEWS 46,000	49,000
WGR NBC NIGHTLY NEWS 34,000	39,000

Total viewers 2+ Monday to Friday 1/4 hour average.

6:00 pm - 8:00 pm	
1979	1980
CFTO 214,000	CFTO 237,000
CBLT 181,000	172,000
GLOBAL 145,000	122,000
WKBW 93,000	121,000
CITY 95,000	117,000
WGR 116,000	95,000
CHCH 95,000	76,000
WIVB 72,000	75,000
WUTV 69,000	74,000
WNED 11,000	12,000

8:00 pm - 10:00 pm	
1979	1980
CFTO 304,000	CFTO 345,000
CHCH 328,000	263,000
GLOBAL 217,000	212,000
CBLT 238,000	211,000
WKBW 207,000	188,000
WGR 160,000	181,000
WIVB 191,000	165,000
CITY 91,000	149,000
WUTV 18,000	29,000
WNED 18,000	22,000

10:00 pm - Midnight	
1979	1980
CFTO 256,000	CFTO 300,000
CHCH 154,000	158,000
CBLT 140,000	142,000
GLOBAL 101,000	115,000
WKBW 143,000	101,000
WGR 113,000	98,000
WIVB 116,000	92,000
CITY 66,000	86,000
WUTV 16,000	17,000
WNED 11,000	11,000

Data supplied from A.C. Nielsen surveys major Monday to Sunday dayspart total viewers 2+ average 1/4 hour audience. Figures reflect an average of September, October and November. NBC Toronto/Hamilton area. NOTE: Global Audience Estimates are for 1979 Week Series time periods. The 1980 World Series time periods are indicated in station totals.