

GROW

es
to

o's First Choice

TV 1st.
76 Survey

Midnight
1st
2nd
3rd
4th
5th
6th
7th
8th

6:00 p.m. to Midnight
Jan. 1975 to Jan. 1976
and growing

**CFTO-308,700* +12%
up**

CBLT	211,200
CHCH	208,200
WKBW	192,100
WBEN	146,800
WGR	134,200
CITY	28,600

GLOBAL not reported in station total
*Station Total Viewers 1/4 hour Average Jan. 1976

CBC
National
News
CBLT-TV
202,600

CTV
National
News
CFTO-TV
277,200

Station Total Monday-Sunday
Average 1/4 hour Viewers

8:00 p.m. to 10:00 p.m.
Jan. 1975 to Jan. 1976
and growing

**CFTO-360,100* +30%
up**

CHCH	308,200
CBLT	294,200
WKBW	276,300
WBEN	240,200
WGR	183,800
CITY	below minimum reporting standards

GLOBAL not reported in station total
*Station Total Viewers 1/4 hour Average Jan. 1976

O-T-V

9 Cable 8