

FIRST FALL SURVEY CONFIRMS CFTO-TV

8 am to Midnight

CFTO	121,000	CONTINUES TO GROW	171,000
1979			1980
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

CFTO	244,000	CONTINUES TO GROW	368,000
1979			1980
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

7 pm to 11 pm

CFTO	259,000	CONTINUES TO GROW	426,000
1979			1980
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

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EARLY NEWS COMPARISON

CFTO	332,000	CONTINUES TO GROW	390,000
1979			1980
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

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

ALL VIEWERS MONDAY TO FRIDAY: 11:00 pm

6 pm to 8 pm

CFTO	207,000	CONTINUES TO GROW	237,000
1979			1980
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

CFTO	294,000	CONTINUES TO GROW	486,000
1979			1980
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

10 pm to Midnight

CFTO	229,000	CONTINUES TO GROW	380,000
1979			1980
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.