

# September Survey

No.

# 1

# October Survey

# CFTO-TV

# November Survey

No.

# 1

		1979	1980
		8:00 am - Midnight	
<b>CFTO</b>		<b>130,000</b>	<b>149,000</b>
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
CITY		81,000	75,000
WUTV		40,000	53,000
WNED		29,000	35,000
		8,000	10,000

		1979	1980
		6:00 pm - Midnight	
<b>CFTO</b>		<b>258,000</b>	<b>294,000</b>
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
CITY		114,000	118,000
WUTV		84,000	117,000
WNED		36,000	37,000
		13,000	17,000

		1979	1980
		7:00 pm - 11:00 pm	
<b>CFTO</b>		<b>272,000</b>	<b>318,000</b>
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
CITY		151,000	152,000
WUTV		95,000	142,000
WNED		25,000	26,000
		15,000	22,000

# No. 1

		1979	1980
		6:00 pm - 8:00 pm	
<b>CFTO</b>		<b>214,000</b>	<b>237,000</b>
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

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

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

		FALL 1979	FALL 1980
		6:30 pm - 7:00 pm	
Time Period Comparison			
<b>CFTO</b>	<b>WORLD BEAT NEWS</b>	<b>319,000</b>	<b>349,000</b>
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.

Data supplied from A.C. Nielsen surveys major Monday to Sunday dayparts total viewers 2+, average 1/4 hour audience. Figures reflect an average of September, October and November 1979, Toronto/Hamilton reports. NOTE: Global Audience Estimates are for the Toronto/Hamilton NBI area. A.C. Nielsen did not measure the 1979 World Series time periods. The 1980 World Series time periods are indicated in station totals.