TV BASICS UPDATES 1985

TELEVISION BUREAU OF CANADA • 39 Pleasant Boulevard, 3rd Floor, Toronto, Ont. M4T 1K2 • Telex 065-24354 • Telephone 923-8813

TELEVISION MARKETS - PROVINCIAL DATA

	POPULATION 1985 (000)	POPULATION 1985/75 % CHANGE	HOUSEHOLDS 1985 (000)	HOUSEHOLDS 1985/75 % CHANGE	AVERAGE NO. OF PERSONS PER HOUSEHOLD 1981	AVERAGE NO. OF PERSONS PER HOUSEHOLD 1971	AVERAGE NO. OF PERSONS PER FAMILY 1981	AVERAGE NO. OF PERSONS PER FAMILY 1971	(1) MULTISET TV HOUSEHOLDS %	AVERAGE NO. OF SETS PER MULTI-SET H'HOLD	(1) CABLE TV HOUSEHOLDS (000)	(1) CABLE TV HOUSEHOLDS %	(1) VCR HOUSEHOLDS %	(2) PAY TV HOUSEHOLDS %	(2) CONVERTER HOUSEHOLDS %
B.C.	2,890	18	1,056	40	2.7	3.2	3.1	3.5	35	2.27	869	84	21	11	36
ALBERTA	2,354	36	787	53	2.9	3.4	3.3	3.7	45	2.33					
SASKATCHEWAN	1,011	12	355	31	2.8	3.4	3.3	3.7	45	2.31	857	58	20	13	29
MANITOBA	1,061	5	377	21	2.8	3.2	3.2	3.6	45	2.37					
ONTARIO	8,997	10	3,203	30	2.8	3.2	3.2	3.6	47	2.33	2,076	66	18	10	58
QUEBEC	6,565	7	2,324	34	2.9	3.3	3.3	3.9	48	2.29	1,122	49	16	9	59
NEW BRUNSWICK	717	7	221	27	3.2	3.4	3.4	4.0	45	2.33					
NOVA SCOTIA	874	7	283	25	3.0	3.3	3.3	3.8	48	2.31					
P. E. I.	126	7	40	33	3.2	3.9	3.5	4.0	41	2.17	318	46	16	10	38
NEWFOUNDLAND	585	8	158	32	3.8	4.6	3.8	4.4	43	2.24					
TOTAL CANADA	25,180	12	8,814	33	2.9	3.5	3.3	3.7	46	2.31	5,242	60	18	11	48
	A. C. Nielsen Jan. 85/75				Statistics Canada 1981/71 Census of Canada				Statistics Canada May 1984		A.C. Nielsen Nov. 1984				

Notes: (1) Expressed as percentage of TV Households
(2) Expressed as percentage of Cable-TV Households

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TELEVISION MARKETS BY DESIGNATED MARKET AREA

DMA	TV HOUSEHOLDS (000)	PERSONS IN TV HOUSEHOLDS: WOMEN 18+ (000)	WOMEN 25-54 (000)	WORKING WOMEN (000)	MEN 18+ (000)	MEN 25-54 (000)	TEENS (000)	CHILDREN (000)	TOTAL RETAIL SALES 1985 $(000)
BRITISH COLUMBIA									
DAWSON CREEK	19	20	12	6	22	14	7	12	303,311
KELOWNA/KAMLOOPS	146	155	86	49	153	87	42	64	1,967,822
PRINCE GEORGE	29	31	20	10	33	21	10	18	468,289
TERRACE/KITIMAT	33	35	22	11	40	25	12	22	479,658
VANCOUVER/VICTORIA	757	806	432	252	760	434	167	257	9,504,055
ALBERTA									
CALGARY/LETHBRIDGE	333	358	211	140	367	228	87	150	5,634,080
EDMONTON/RED DEER	413	448	266	177	465	289	121	212	6,468,309
LLOYDMINSTER	30	33	18	12	35	20	11	19	384,230
MEDICINE HAT	19	20	11	8	20	12	5	9	259,098
SASKATCHEWAN									
LLOYDMINSTER	30	33	18	12	35	20	11	19	384,230
PRINCE ALBERT	39	41	20	13	42	22	12	20	474,838
REGINA/MOOSE JAW	115	120	60	39	114	60	29	49	1,762,770
SASKATOON	110	115	59	38	110	59	29	49	1,443,261
SWIFT CURRENT	17	18	9	6	18	9	5	7	243,796
YORKTON	50	50	23	17	52	25	14	22	537,602
MANITOBA									
WINNIPEG/BRANDON	353	380	194	133	356	192	92	145	4,366,429

DMA	TV HOUSEHOLDS (000)	PERSONS IN TV HOUSEHOLDS: WOMEN 18+ (000)	WOMEN 25-54 (000)	WORKING WOMEN (000)	MEN 18+ (000)	MEN 25-54 (000)	TEENS (000)	CHILDREN (000)	TOTAL RETAIL SALES 1985 $(000)
ONTARIO									
BARRIE	111	121	64	45	118	65	30	47	1,847,427
KINGSTON	78	85	45	32	81	45	20	29	1,036,878
KITCHENER	220	238	128	89	224	127	59	93	3,330,619
LONDON	205	220	117	82	204	114	51	78	3,241,846
OTTAWA	376	409	225	147	380	221	95	140	4,447,153
PEMBROKE	29	32	17	12	32	18	9	12	546,638
PETERBOROUGH	118	128	65	48	120	65	30	45	1,865,203
SAULT STE. MARIE	34	37	21	14	37	21	10	15	472,599
SUDBURY/TIMMINS/NORTH BAY	159	173	96	65	171	97	51	76	1,986,791
THUNDER BAY	54	58	31	22	59	33	14	23	763,600
TORONTO/HAMILTON	1565	1744	965	651	1626	940	387	582	20,112,833
WINDSOR	192	208	110	78	196	109	52	81	2,529,537
WINGHAM	63	66	33	25	65	35	17	26	1,062,833
QUEBEC									
CARLETON	47	60	33	18	60	34	19	28	647,327
CHICOUTIMI/JONQUIERE	93	110	65	35	110	66	29	51	1,269,599
MONTREAL	1371	1482	828	464	1374	812	304	493	16,392,857
QUEBEC CITY	317	365	204	114	339	200	77	134	4,067,807
RIMOUSKI/MATANE	79	92	54	29	93	55	26	42	1,117,524
RIVIERE-DU-LOUP	49	60	32	18	58	32	15	24	628,539
ROUYN-NORANDA	55	59	35	19	62	37	18	32	564,184
SHERBROOKE	137	151	83	47	142	82	36	60	1,589,065
TROIS-RIVIERES	93	106	57	33	98	57	21	35	1,107,844

DMA	TV HOUSEHOLDS (000)	PERSONS IN TV HOUSEHOLDS							TOTAL RETAIL SALES 1985 $(000)
		WOMEN 18+ (000)	WOMEN 25-54 (000)	WORKING WOMEN (000)	MEN 18+ (000)	MEN 25-54 (000)	TEENS (000)	CHILDREN (000)	
NEW BRUNSWICK									
SAINT JOHN/MONCTON	194	231	121	64	219	121	63	93	2,521,966
NOVA SCOTIA									
HALIFAX	193	222	119	67	210	117	55	80	2,781,442
SYDNEY/GLACE BAY	74	92	47	28	88	48	28	39	891,425
PRINCE EDWARD ISLAND									
CHARLOTTETOWN	39	46	23	15	44	23	13	19	494,103
NEWFOUNDLAND									
ST. JOHN'S	142	180	98	47	176	98	65	91	1,928,596

SOURCE: A.C. Nielsen, January 1985

NOTE: All Figures Exclude Yukon and N.W.T.

CANADA-UNITED STATES MARKET COMPARISONS

		CANADA	UNITED STATES
1. POPULATION*		24,438,900	222,370,000
2. HOUSEHOLDS*		8,813,500	86,530,000
3. TELEVISION MARKETS		42	205
4. COMMERCIAL BROADCASTING ORIGINATING TV STATIONS		115	885
NON-COMMERCIAL ORIGINATING TV STATIONS		2	299
5. CATV OPERATING SYSTEMS		853	6,517
6. TELEVISION HOUSEHOLDS		8,639,000	84,900,000
PER CENT TELEVISION HOUSEHOLDS		98%	98%
7. CATV TELEVISION HOUSEHOLDS (% OF TV HOUSEHOLDS)		60%	43%
8. CONVERTER TELEVISION HOUSEHOLDS (% OF CABLE TV HOUSEHOLDS)		48%	n/a
9. PAY TELEVISION HOUSEHOLDS (% OF CABLE TV HOUSEHOLDS)		11%	26%
10. VCR TELEVISION HOUSEHOLDS (% OF TV HOUSEHOLDS)		18%	11%
11. MULTI-SET TELEVISION HOUSEHOLDS (% OF TV HOUSEHOLDS)		46%	57%
12. AVERAGE NUMBER OF SETS PER MULTI-SET HOUSEHOLD		2.3	2.5
13. AVERAGE DAILY VIEWING PER HOUSEHOLD (HOURS: MINUTES)		5:16	7:08
14. AVERAGE WEEKLY VIEWING - MEN		21:50	29:04
- WOMEN		26:06	35:19
- TEENS		18:49	22:28
- CHILDREN		17:55	27:21
15. TELEVISION ADVERTISING REVENUE (1984)	TOTAL	$1.005mm (100%)	$19,020mm (100%)
	NATIONAL	$800mm (80%)	$13,960mm (73%)
	LOCAL	$205mm (20%)	$5,060mm (27%)
16. ALL MEDIA ADVERTISING REVENUE		$5,600mm	$87,420mm
17. TELEVISION PER CENT OF TOTAL		17.9%	22.8%

N.B. The above Data should be used only as general guidelines as, in some cases, figures are not directly comparable due to differences in time of compilation and methods of reporting.

*Excluding Yukon and N.W.T.

SOURCES:

	CANADA	UNITED STATES
1.	A.C. Nielsen, January 1985	Department of Commerce, January 1985
2.	A.C. Nielsen, January 1985	A.C. Nielsen, January 1985
3.	A.C. Nielsen, January 1985	A.C. Nielsen, January 1985
4.	C.R.T.C., June 1985	Television Digest, January 1985
5.	C.R.T.C., March 1984	Television Digest, January 1985
6-10.	A.C. Nielsen, January 1985	A.C. Nielsen, January 1985
11-12.	Statistics Canada, May 1984	A.C. Nielsen, January 1985
13-14.	A.C. Nielsen, November 1984 (Mon.-Sun., 8 a.m.-12 Midnight)	A.C. Nielsen, November 1984 (Mon.-Sun., 24 Hour Total)
15-17.	Maclean Hunter/Statistics Canada (Estimates)	McCann-Erickson/TvB (Estimates)

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CANADIAN COMMERCIAL TELEVISION STATIONS AND MARKETS
WEEKLY VIEWING - ALL AREAS

PROVINCE/MARKET	STATION	WEEKLY VIEWING (ALL AREAS)									
		ALL PERSONS 2+		WOMEN 18+		MEN 18+		TEENS 12-17		CHILDREN 2-11	
		CIRC. (000)	AVERAGE TUNING HRS	CIRC. (000)	AVERAGE TUNING HRS	CIRC. (000)	AVERAGE TUNING HRS	CIRC. (000)	AVERAGE TUNING HRS	CIRC. (000)	AVERAGE TUNING HRS
BRITISH COLUMBIA											
Dawson Creek	CJDC-TV	46	8.0	16	9.0	17	8.0	5	6.6	8	6.9
Kamloops	CFJC-TV	139	5.4	52	5.9	50	5.3	14	4.5	23	5.2
Kelowna	CHBC-TV	237	7.4	97	7.7	91	7.8	20	6.7	29	5.3
Prince George	CKPG-TV	106	7.3	35	8.3	38	6.7	12	7.8	21	6.2
Terrace-Kitimat	CFTK-TV	76	6.8	26	7.7	28	6.8	8	6.8	15	5.5
Vancouver	CHAN-TV	2410	6.8	1007	7.7	964	7.2	194	4.3	245	3.3
Vancouver	CBUT	1759	4.5	745	4.8	688	5.0	133	3.0	193	3.2
Vancouver	CBUFT	40	1.8	14	1.7	15	2.4	5	1.0	6	1.1
Vancouver	CKVU	1324	3.7	582	4.3	502	3.8	98	2.4	142	2.3
Victoria	CHEK-TV	1271	3.6	577	3.8	498	3.9	102	2.5	94	1.9
ALBERTA											
Calgary	CBRT	764	4.5	292	4.7	304	4.8	66	3.3	103	3.9
Calg/Lethbridge	CFCN-TV	983	6.9	381	7.9	382	6.2	82	6.9	140	6.0
Calg/Lethbridge	CFAC-TV	951	6.9	371	8.0	373	6.5	81	6.6	126	5.5
Edmonton	CFRN-TV	1209	7.3	450	8.9	462	7.1	109	6.4	188	4.8
Edmonton	CITV	1325	5.9	483	6.4	514	6.0	121	5.7	207	4.9
Edmonton	CBXT	1054	5.2	383	5.5	410	5.7	94	4.0	167	4.4
Edmonton	CBXFT	46	2.5	13	3.5	14	3.3	2	1.4	16	1.2
Lloydminster	CITL-TV	76	6.4	28	7.3	31	6.3	6	5.7	11	4.8
Lloydminster	CKSA-TV	104	8.4	35	9.3	38	8.4	12	6.0	19	8.7
Medicine Hat	CHAT-TV	66	6.3	25	7.0	26	6.8	5	3.6	11	4.4
Red Deer	CKRD-TV	321	4.8	126	4.9	117	5.3	30	3.5	48	4.0

PROVINCE/MARKET	STATION	WEEKLY VIEWING (ALL AREAS)									
		ALL PERSONS 2+		WOMEN 18+		MEN 18+		TEENS 12-17		CHILDREN 2-11	
		CIRC. (000)	AVERAGE TUNING HRS	CIRC. (000)	AVERAGE TUNING HRS	CIRC. (000)	AVERAGE TUNING HRS	CIRC. (000)	AVERAGE TUNING HRS	CIRC. (000)	AVERAGE TUNING HRS
SASKATCHEWAN											
Lloydminster	CITL-TV	76	6.4	28	7.3	31	6.3	6	5.7	11	4.8
Lloydminster	CKSA-TV	104	8.4	35	9.3	38	8.4	12	6.0	19	8.7
Prince Albert	CKBI-TV	221	7.3	80	8.6	78	7.7	22	4.9	41	5.2
Regina	CKCK-TV	360	11.6	141	13.5	132	11.1	33	10.3	54	8.7
Regina	CBKT	257	5.6	100	6.3	95	6.0	22	3.2	39	3.9
Regina	CBKFT	19	2.7	4	4.1	7	3.4	1	1.0	7	1.3
Saskatoon	CFQC	369	10.9	140	12.7	134	10.9	33	9.0	61	7.9
Saskatoon	CBKST	291	6.0	109	6.3	105	6.6	24	4.1	54	4.7
Swift Current	CJFB-TV	56	7.5	22	8.5	21	7.9	5	5.2	7	5.4
Yorkton	CKOS-TV	234	8.1	87	9.0	85	8.7	25	5.4	37	6.5
Yorkton	CICC-TV	156	8.0	60	9.3	60	8.0	14	6.9	22	5.0
MANITOBA											
Brandon	CKX-TV	137	6.9	51	7.1	52	7.6	13	5.4	21	5.8
Winn/Brandon	CKY-TV	908	8.1	360	9.8	334	7.7	83	7.1	131	4.7
Winnipeg	CBWT	871	6.1	342	6.7	320	6.4	78	4.4	132	5.1
Winnipeg	CBWFT	19	1.8	7	2.1	5	1.6	-	2.3	7	1.6
Winnipeg	CKND-TV	842	6.4	331	6.5	302	5.7	79	6.4	130	7.8

PROVINCE/MARKET	STATION	WEEKLY VIEWING (ALL AREAS)									
		ALL PERSONS 2+		WOMEN 18+		MEN 18+		TEENS 12-17		CHILDREN 2-11	
		CIRC. (000)	AVERAGE TUNING HRS	CIRC. (000)	AVERAGE TUNING HRS	CIRC. (000)	AVERAGE TUNING HRS	CIRC. (000)	AVERAGE TUNING HRS	CIRC. (000)	AVERAGE TUNING HRS
ONTARIO											
Barrie	CKVR-TV	1849	2.6	734	2.6	621	2.6	221	2.3	273	2.8
Kenora	CJBN-TV	11	4.7	4	6.3	5	3.6	-	9.2	2	2.9
Kingston	CKWS-TV	340	4.3	144	4.7	129	4.7	29	3.4	38	2.6
Kitchener	CKCO-TV	2183	4.3	916	4.8	827	4.4	188	3.3	252	2.8
London	CFPL-TV	1086	5.2	442	5.9	410	5.3	82	3.4	152	4.0
North Bay	CKNY-TV	100	8.5	38	10.4	35	8.5	11	5.7	16	5.6
North Bay	CHNB-TV	111	7.8	45	8.9	39	7.1	11	6.8	16	6.9
Ottawa	CJOH-TV	1458	5.8	581	6.5	569	5.8	128	5.2	179	3.5
Ottawa	CBOT	896	4.5	356	4.6	342	4.9	88	3.3	111	3.6
Ottawa	CBOFT	262	6.8	100	7.5	92	6.9	22	4.1	47	6.2
Pembroke	CHRO-TV	365	3.3	160	3.3	120	3.4	37	3.6	47	2.6
Sault Ste. Marie	CJIC-TV	77	4.0	30	4.3	30	4.5	7	2.3	10	2.6
Sault Ste. Marie	CKCY-TV	86	7.1	34	8.6	33	7.4	9	4.5	10	3.6
Sudbury	CICI-TV	235	8.4	91	9.9	86	8.6	24	5.9	34	5.9
Sudbury	CKNC-TV	225	6.7	87	7.5	79	6.7	23	5.8	35	5.3
Timmins	CITO-TV	138	7.0	50	8.8	52	6.8	15	5.3	21	4.6
Thunder Bay	CHFD-TV	125	6.0	48	7.1	49	5.9	11	4.8	16	3.7
Thunder Bay	CKPR-TV	134	7.1	50	8.1	52	7.4	13	5.1	19	5.3
Toronto	CFTO-TV	3929	4.2	1653	5.0	1482	4.0	347	3.2	447	2.5
Tor/Hamilton	CHCH-TV	4033	3.7	1749	4.3	1540	3.5	335	2.8	409	2.2
Toronto	CBLT	3704	3.1	1553	3.4	1401	3.2	302	2.1	449	2.7
Toronto	CBLFT	149	3.9	51	5.4	60	3.6	10	1.4	29	2.7
Toronto	CIII-TV	5543	3.8	2324	4.2	2018	3.5	476	2.9	725	3.9
Toronto	CITY-TV	2726	3.7	1135	3.6	1086	3.9	267	4.1	238	2.6
Toronto	CFMT-TV	877	2.1	344	2.4	342	2.2	102	1.5	88	1.6
Windsor	CBET	301	4.0	122	4.5	117	4.3	25	2.3	37	2.9
Windsor	CBEFT	4	1.0	1	1.4	1	.9	-	.5	1	1.0
Wingham	CKNX-TV	249	5.4	96	5.8	91	5.9	23	4.8	39	4.0

PROVINCE/MARKET	STATION	WEEKLY VIEWING (ALL AREAS)									
		ALL PERSONS 2+		WOMEN 18+		MEN 18+		TEENS 12-17		CHILDREN 2-11	
		CIRC. (000)	AVERAGE TUNING HRS	CIRC. (000)	AVERAGE TUNING HRS	CIRC. (000)	AVERAGE TUNING HRS	CIRC. (000)	AVERAGE TUNING HRS	CIRC. (000)	AVERAGE TUNING HRS
QUEBEC											
Carleton	CHAU-TV	145	12.3	52	14.9	53	12.5	17	9.4	24	8.0
Chicoutimi	CJPM-TV	281	13.8	107	16.1	98	13.7	25	13.0	51	9.6
Hull/Ottawa	CHOT-TV	273	5.7	109	6.5	103	5.3	24	5.6	38	4.3
Jonquière	CKRS-TV	303	13.4	111	14.8	109	12.9	26	11.9	57	12.6
Matane	CBGAT	157	12.0	57	13.7	57	11.3	18	9.2	25	11.4
Montréal	CFTM	2779	9.5	1130	11.2	1063	8.8	236	8.2	350	6.6
Montréal (E)	CFCF-TV	2496	5.4	1080	6.0	980	5.3	193	4.3	242	3.3
Montréal	CBFT	2774	7.8	1138	8.8	1029	7.5	214	5.8	393	6.9
Montréal (E)	CBMT	1695	3.3	716	3.4	632	3.5	149	2.9	199	3.0
Québec City	CFCM-TV	858	10.6	357	12.5	315	9.8	70	9.8	116	7.8
Québec City	CBUT	805	8.6	336	9.9	289	8.0	62	5.8	119	7.9
Québec City (E)	CKMI-TV	191	2.3	73	2.6	73	2.1	16	1.7	29	2.3
Rimouski	CJBR-TV	119	8.8	47	9.4	42	8.5	10	8.3	21	8.6
Rimouski/Sept-îles	CFER-TV	224	13.7	85	16.9	82	12.8	22	13.5	35	7.9
Rivière-du-Loup	CKRT-TV	137	8.9	54	9.6	51	8.3	12	6.7	19	9.9
Rivière-du-Loup	CIMT-TV	144	14.5	54	16.6	54	13.7	14	13.6	21	11.4
Rouyn-Noranda	CKRN-TV	143	9.8	50	11.4	52	8.4	14	8.0	26	10.4
Sept-Îles	CBST	68	11.4	22	13.2	24	11.0	8	8.3	14	10.9
Sherbrooke	CHLT-TV	1075	6.7	407	8.0	386	6.4	112	5.5	170	4.9
Sherbrooke	CKSH-TV	818	5.6	312	6.0	303	5.5	70	4.8	132	5.3
Trois-Rivières	CKTM-TV	741	5.9	295	6.3	277	5.6	59	5.3	111	5.7
Trois-Rivières	CHEM-TV	249	7.6	105	8.8	89	8.0	24	5.4	31	4.2
NEW BRUNSWICK											
Moncton	CKCW-TV	727	10.8	273	12.9	265	10.2	73	9.2	116	8.5
Moncton	CBAFT	189	6.5	66	7.8	64	6.3	24	5.1	35	5.4
Saint John	CHSJ-TV	708	6.3	270	6.7	253	6.3	69	4.8	116	6.4

PROVINCE/MARKET	STATION	WEEKLY VIEWING (ALL AREAS)									
		ALL PERSONS 2+		WOMEN 18+		MEN 18+		TEENS 12-17		CHILDREN 2-11	
		CIRC. (000)	AVERAGE TUNING HRS	CIRC. (000)	AVERAGE TUNING HRS	CIRC. (000)	AVERAGE TUNING HRS	CIRC. (000)	AVERAGE TUNING HRS	CIRC. (000)	AVERAGE TUNING HRS
NOVA SCOTIA											
Halifax	CJCH-TV	548	12.1	218	13.8	200	11.3	54	11.1	76	9.9
Halifax	CBHT	568	6.3	220	6.9	211	6.5	57	5.0	80	5.5
Sydney	CJCB-TV	218	13.7	82	15.4	80	12.7	23	16.2	32	10.0
Sydney	CBIT	163	8.0	61	8.5	58	8.3	19	7.0	25	6.7
PRINCE EDWARD ISLAND											
Charlottetown	CBCT	146	7.9	56	8.8	55	7.8	13	7.3	22	6.0
NEWFOUNDLAND											
St. John's	CJON-TV	440	13.5	157	17.2	150	12.4	57	9.9	76	10.8
St. John's	CBNT	414	12.0	146	13.0	147	11.4	51	8.5	70	13.9
ATLANTIC TELEVISION SYSTEM		1473	11.9	564	13.8	538	11.1	149	11.1	222	9.2

Source: BBM Fall 1984

TVB

TELEVISION VIEWING PATTERNS BY DAYPART AND BY PROVINCE

DAYPART	CANADA AVERAGE RATINGS				British Columbia AVERAGE RATINGS				Alberta AVERAGE RATINGS			
	Women 18+ %	Men 18+ %	Teens 12-17 %	Children 2-11 %	Women 18+ %	Men 18+ %	Teens 12-17 %	Children 2-11 %	Women 18+ %	Men 18+ %	Teens 12-17 %	Children 2-11 %
6-10 a.m. MON.-FRI.	5	3	2	8	6	4	2	10	4	2	2	8
10 a.m.-12 noon MON.-FRI.	9	4	2	16	11	5	2	11	8	4	2	16
12 noon-4 p.m. MON.-FRI.	18	8	6	8	17	8	5	6	18	5	5	7
4-6 p.m. MON.-FRI.	23	17	32	32	23	19	27	27	19	16	34	31
6-7 p.m. MON.-FRI.	41	39	27	26	45	45	28	19	39	39	29	21
7-11 p.m. MON.-SUN.	44	41	32	20	45	41	29	16	42	40	30	18
11 p.m.-2 a.m. MON.-SUN.	9	10	4	1	9	10	3	1	9	9	4	1

DAYPART	Saskatchewan AVERAGE RATINGS				Manitoba AVERAGE RATINGS				Ontario AVERAGE RATINGS			
	Women 18+ %	Men 18+ %	Teens 12-17 %	Children 2-11 %	Women 18+ %	Men 18+ %	Teens 12-17 %	Children 2-11 %	Women 18+ %	Men 18+ %	Teens 12-17 %	Children 2-11 %
6-10 a.m. MON.-FRI.	7	4	2	6	5	3	2	9	5	3	3	10
10 a.m. - 12 noon MON.-FRI.	8	4	2	20	7	4	2	18	9	5	2	10
12 noon-4 p.m. MON.-FRI.	23	11	7	11	19	6	5	9	17	6	5	7
4-6 p.m. MON.-FRI.	21	16	28	26	23	16	32	40	21	15	33	33
6-7 p.m. MON.-FRI.	45	42	31	24	43	41	23	17	36	33	24	26
7-11 p.m. MON.-SUN.	39	37	29	19	43	39	34	20	45	41	29	21
11 p.m.-2 a.m. MON.-SUN.	8	8	5	1	10	11	6	1	10	11	8	1

SOURCE: BBM FALL 1984

TVB

TELEVISION VIEWING PATTERNS BY DAYPART AND BY PROVINCE

DAYPART	Quebec AVERAGE RATINGS				New Brunswick AVERAGE RATINGS				Nova Scotia AVERAGE RATINGS			
	Women 18+ %	Men 18+ %	Teens 12-17 %	Children 2-11 %	Women 18+ %	Men 18+ %	Teens 12-17 %	Children 2-11 %	Women 18+ %	Men 18+ %	Teens 12-17 %	Children 2-11 %
6-10 a.m MON.-FRI.	5	2	2	6	5	3	2	10	5	3	3	8
10 a.m.-12 noon MON.-FRI.	10	4	3	23	10	3	2	16	9	4	3	14
12 noon-4 p.m. MON.-FRI.	19	9	6	8	23	9	6	11	23	9	11	11
4-6 p.m. MON.-FRI.	24	18	31	34	31	22	32	31	39	26	45	29
6-7 p.m. MON.-FRI.	45	40	29	30	43	41	35	32	44	44	34	29
7-11 p.m. MON.-SUN.	46	41	34	18	40	39	33	22	41	39	33	21
11 p.m.-2 a.m. MON.-SUN.	8	9	4	1	11	12	7	2	13	13	7	2

DAYPART	P.E.I. AVERAGE RATINGS				Newfoundland AVERAGE RATINGS			
	Women 18+ %	Men 18+ %	Teens 12-17 %	Children 2-11 %	Women 18+ %	Men 18+ %	Teens 12-17 %	Children 2-11 %
6-10 a.m. MON.-FRI.	5	2	2	7	2	2	1	4
10 a.m.-12 noon MON.-FRI.	6	4	3	18	8	5	3	25
12 noon-4 p.m. MON.-FRI.	18	9	7	10	33	11	9	15
4-6 p.m. MON.-FRI.	29	21	39	30	36	20	34	31
6-7 p.m. MON.-FRI.	49	42	36	31	53	51	23	40
7-11 p.m. MON.-SUN.	38	39	30	21	41	40	29	29
11 p.m.-2 a.m. MON.-SUN.	9	11	6	3	17	18	10	4

Source: BBM FALL 1984

TVB

1984 SEASONAL TV VIEWING TRENDS
(AVERAGE WEEKLY HOURS PER CAPITA)

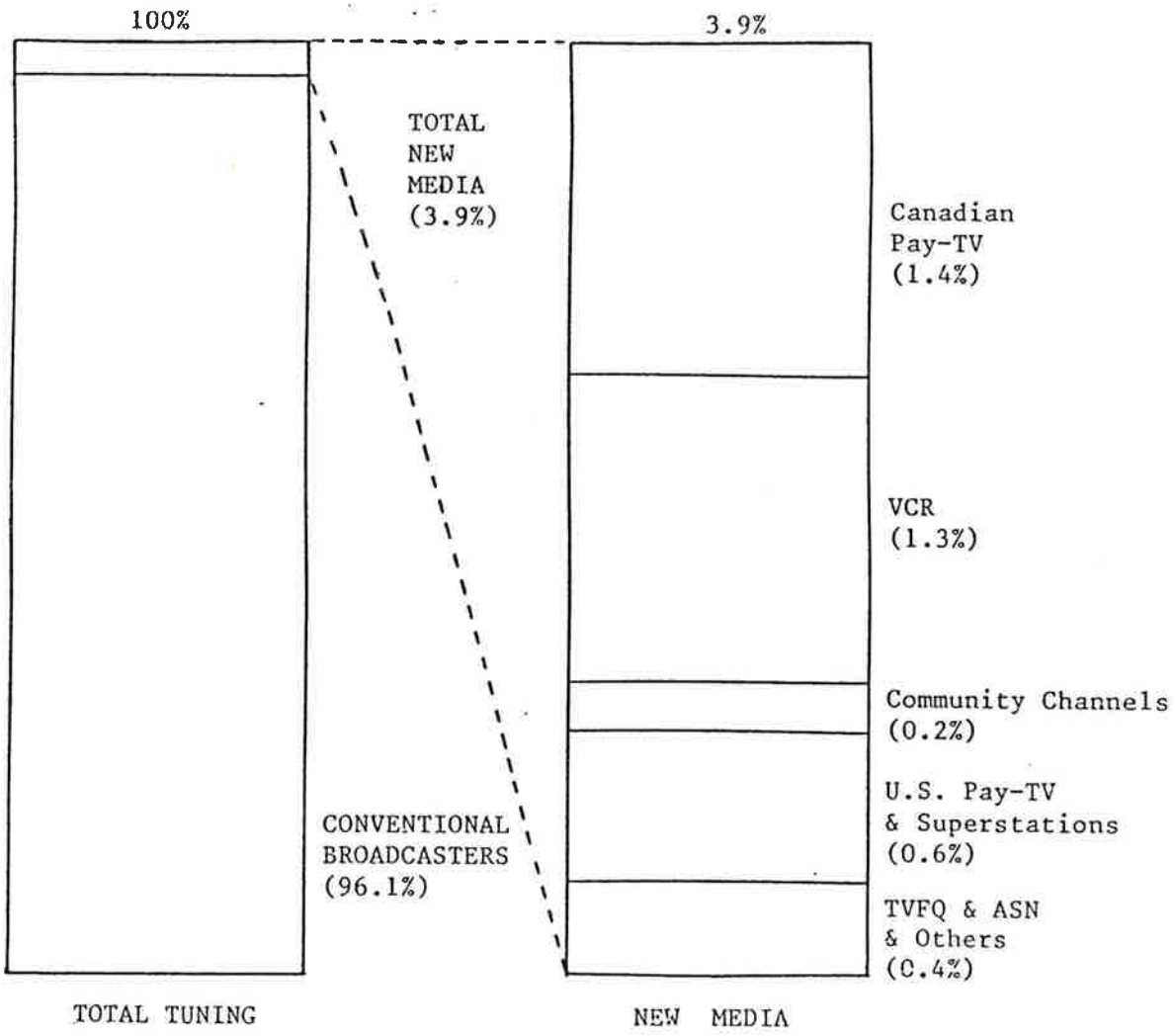
	All Persons 2+		Women 18+		Men 18+		Teens 12-17		Children 2-11	
	Reach %	Hours	Reach %	Hours	Reach %	Hours	Reach %	Hours	Reach %	Hours
January	97	24.0	98	27.5	98	24.1	98	20.2	95	17.2
February	98	24.0	99	27.1	98	23.7	99	21.2	99	18.3
March	98	22.8	98	25.9	97	21.8	98	20.5	98	18.5
April	98	22.0	98	24.0	98	22.8	98	19.0	99	16.2
May	97	20.0	98	23.0	96	19.7	98	18.2	99	14.2
June	95	16.5	96	18.8	93	15.7	97	17.2	96	12.0
July	92	16.5	93	18.2	93	15.8	93	18.2	88	12.4
August	92	17.1	94	19.3	90	16.1	92	18.9	91	12.8
September	98	22.5	99	26.5	98	21.7	97	18.4	97	16.5
October	98	22.1	98	25.3	98	21.6	97	18.1	97	17.5
November	98	24.3	99	27.3	99	23.4	95	20.4	97	20.8
December	98	23.2	98	25.3	99	22.9	98	19.6	99	20.5

SOURCE: 1984 BBM NETWORK REPORTS

THE NEW ELECTRONIC MEDIA

AVERAGE WEEKLY SHARE OF HOURS TUNED

(ALL PERSONS 2+)



SOURCE: BBM FALL 1984

CABLE, CONVERTER AND VCR PENETRATION BY DESIGNATED MARKET AREA

DESIGNATED MARKET AREA	(1) CABLE HOUSEHOLDS %	(2) CONVERTER HOUSEHOLDS %	(1) VCR HOUSEHOLDS %
British Columbia			
Dawson Creek	50	*	15
Kelowna/Kamloops	66	*	15
Prince George	78	21	26
Terrace/Kitimat	61	26	23
Vancouver/Victoria	89	59	22
Alberta			
Calgary/Lethbridge	65	35	26
Edmonton/Red Deer	63	37	21
Lloydminster	37	*	10
Medicine Hat	77	31	28
Saskatchewan			
Lloydminster	37	*	10
Prince Albert	33	34	10
Regina/Moose Jaw	54	32	18
Saskatoon	48	30	18
Swift Current	17	45	13
Yorkton	24	*	11
Manitoba			
Winnipeg/Brandon	62	20	21
Ontario			
Barrie	48	43	18
Kingston	51	45	16
Kitchener	71	79	13
London	69	68	*
Ottawa	62	64	25
Pembroke	53	35	21
Peterborough	51	66	17
Sault Ste. Marie	77	38	13
Sudbury/Timmins/North Bay	65	45	19
Thunder Bay	77	23	27
Toronto/Hamilton	72	82	19
Windsor	21	64	19
Wingham	38	*	*

CABLE, CONVERTER AND VCR PENETRATION BY DESIGNATED MARKET AREA

DESIGNATED MARKET AREA	CABLE HOUSEHOLDS %	CONVERTER HOUSEHOLDS %	VCR HOUSEHOLDS %
Quebec			
Carleton	23	33	12
Chicoutimi/Jonquiere	56	52	15
Montreal	47	79	20
Quebec City	45	64	11
Rimouski/Matane	41	41	12
Riviere du Loup	46	39	10
Rouyn/Noranda	48	41	14
Sherbrooke	64	43	16
Sherbrooke/Trois-Rivieres	64	50	16
Trois-Rivieres	63	60	15
New Brunswick			
Saint John/Moncton	45	40	18
Nova Scotia			
Halifax	58	31	17
Sydney/Glace Bay	45	45	16
Prince Edward Island			
Charlottetown	41	36	14
Newfoundland			
Newfoundland/St. John's	40	33	13

Notes: (1) Penetration expressed as percent of Television Households
(2) Expressed as percent of Cable Television Households
* indicates less than 10%

Source: A.C. Nielsen, November 1984

TOP 100 NATIONAL TELEVISION ADVERTISERS - 1984

RANK 1984	RANK 1983	ADVERTISER	TOTAL DOLLARS	DAILIES	MAGAZINES	FARM	RADIO	TELEVISION
1	1	PROCTER & GAMBLE INC.	$ 46,339,143 (100%)	$ 861,513 (1.9)	$ 3,147,097 (6.8)	$ - (-)	$ 1,284,087 (2.8)	$ 41,046,446 (88.6)
2	3	GOVERNMENT OF CANADA	95,767,946 (100%)	41,048,405 (42.9)	7,821,891 (8.2)	62,150 (-)	6,042,230 (6.3)	40,793,270 (42.6)
3	2	JOHN LABATT LIMITED	37,581,241 (100%)	2,450,406 (6.5)	1,346,351 (3.6)	16,375 (-)	3,894,922 (10.6)	29,873,187 (79.5)
4	5	THE MOLSON COMPANIES	35,297,759 (100%)	3,135,971 (8.9)	791,271 (2.2)	17,353 (-)	5,647,581 (16.0)	25,705,583 (72.8)
5	4	DART & KRAFT LTD.	32,489,845 (100%)	2,149,670 (6.6)	8,202,474 (25.2)	- (-)	410,040 (1.3)	21,727,661 (66.9)
6	8	UNILEVER INC.	21,830,065 (100%)	471,069 (2.2)	1,072,587 (4.9)	- (-)	555,373 (2.5)	19,731,036 (90.4)
7	6	NABISCO BRANDS	24,471,874 (100%)	1,425,843 (5.8)	3,613,111 (14.8)	- (-)	1,163,582 (4.8)	18,269,338 (74.6)
8	12	GENERAL MOTORS OF CANADA LTD.	30,011,258 (100%)	8,558,826 (28.5)	3,008,947 (10.0)	128,804 (0.4)	969,847 (3.2)	17,344,834 (57.8)
9	10	GENERAL FOODS INC.	22,945,590 (100%)	1,181,948 (5.2)	3,630,396 (15.8)	- (-)	1,080,900 (4.7)	17,052,346 (70.3)
10	7	ROTHMANS OF CANADA INC.	1,045,379 (100%)	3,603,196 (11.6)	4,936,785 (15.9)	119,714 (0.4)	5,499,946 (17.7)	16,885,938 (54.4)
		(includes- Carling O'Keefe Breweries)	20,678,779 (100%)	- (-)	- (-)	- (-)	5,373,446 (26.0)	15,305,333 (74.0)
11	9	KELLOGG SALADA CANADA INC.	17,787,386 (100%)	130,834 (0.7)	1,241,580 (7.0)	- (-)	221,364 (1.2)	16,193,608 (91.0)
12	11	AMERICAN HOME PRODUCTS LTD.	18,327,314 (100%)	183,708 (1.0)	1,536,159 (6.4)	19,266 (0.1)	809,924 (4.4)	15,778,257 (86.1)
13	13	WARNER LAMBERT CANADA INC.	15,500,551 (100%)	52,868 (0.3)	25,170 (0.2)	- (-)	709,527 (9.6)	14,712,986 (94.9)
14	15	ONTARIO GOVERNMENT	32,086,361 (100%)	3,645,946 (42.5)	1,066,756 (3.3)	66,149 (0.2)	4,299,885 (13.4)	13,007,625 (40.5)
15	25	FORD MOTOR CO. OF CANADA LTD.	20,364,261 (100%)	4,984,717 (24.5)	927,670 (4.6)	233,520 (1.1)	1,417,766 (7.0)	12,800,588 (62.9)

TOP 100 NATIONAL TELEVISION ADVERTISERS - 1984

RANK 1984	RANK 1983	ADVERTISER	TOTAL DOLLARS	DAILIES	MAGAZINES	FARM	RADIO	TELEVISION
16	16	COCA-COLA LTD.	$ 14,335,015 (100%)	$ 168,209 (1.2)	$ 212,750 (1.5)	$ - (-)	$ 1,169,005 (8.2)	$ 12,785,051 (79.2)
17	27	McDONALDS RESTAURANTS CANADA	13,608,806 (100%)	364,412 (2.7)	1,222 (-)	- (-)	1,125,021 (8.3)	12,118,151 (89.0)
23	22	GILLETTE CANADA INC.	12,097,653 (100%)	150,219 (1.2)	1,161,436 (9.6)	16,058 (0.1)	168,049 (1.4)	10,601,891 (87.6)
19	28	PEPSICO INC.	10,905,944 (100%)	115,811 (1.1)	32,565 (1.3)	- (-)	193,399 (1.8)	10,564,169 (96.9)
20	31	IMPERIAL OIL LTD.	15,580,595 (100%)	2,679,939 (17.2)	358,057 (2.3)	404,812 (2.6)	1,664,513 (10.7)	10,473,274 (67.2)
21	26	BRISTOL-MYERS CANADA INC.	11,880,576 (100%)	19,610 (0.2)	1,601,329 (13.5)	- (-)	90,401 (0.8)	10,169,236 (85.6)
22	18	RALSTON PURINA CANADA INC.	10,481,771 (100%)	53,189 (0.5)	337,470 (3.2)	120,867 (1.2)	1,400 (-)	9,968,845 (95.1)
23	23	ROWNTREE MACKINTOSH CANADA INC.	11,297,038 (100%)	- (-)	- (-)	- (-)	1,337,489 (11.8)	9,959,549 (88.2)
24	17	CKR INC.	10,419,209 (100%)	78,936 (0.8)	333,995 (3.2)	- (-)	231,645 (2.2)	9,774,633 (93.8)
25	19	CANADIAN TIRE CORP. LTD.	9,243,044 (100%)	32,157 (0.3)	862 (-)	- (-)	- (-)	9,210,025 (99.6)
26	46	QUEBEC GOVERNMENT	17,781,235 (100%)	6,070,672 (34.1)	485,582 (2.7)	391,430 (2.2)	1,735,143 (9.8)	9,098,408 (51.2)
27	32	CANADA PACKERS INC.	10,733,553 (100%)	9,253 (0.1)	1,976,733 (18.4)	124,210 (1.2)	136,016 (1.3)	8,487,341 (79.1)
28	29	UNION CARBIDE CANADA INC.	8,959,164 (100%)	6,070 (0.1)	19,580 (0.2)	125,739 (1.4)	400,115 (4.5)	8,407,660 (93.7)
29	14	THE THOMSON GROUP (includes-	11,939,927 (100%)	3,002,038 (25.1)	21,797 (0.2)	- (-)	647,969 (5.4)	8,268,123 (69.2)
		Hudson Bay Dept. Stores)	3,771,589 (100%)	- (-)	6,703 (0.2)	- (-)	303,380 (8.0)	3,461,506 91.8)
30	21	DAIRY BUREAU OF CANADA	11,045,297 (100%)	546,294 (4.9)	2,365,215 (21.4)	8,179 (0.1)	26,836 (0.2)	8,098,773 (73.3)
31	20	NESTLES ENTERPRISES LTD.	8,527,154 (100%)	342,036 (4.0)	265,663 (3.1)	- (-)	373,127 (4.4)	7,546,328 (88.5)

TOP 100 NATIONAL TELEVISION ADVERTISERS - 1984

RANK 1984	RANK 1983	ADVERTISER	TOTAL DOLLARS	DAILIES	MAGAZINES	FARM	RADIO	TELEVISION
32	43	SEARS CANADA INC.	$ 10,600,922 (100%)	$ 1,511,573 (14.3)	$ 793,633 (7.5)	$ - (-)	$ 878,293 (8.3)	$ 7,417,423 (70.0)
33	30	JOHNSON & JOHNSON INC.	9,002,141 (100%)	524 (-)	1,249,469 (13.9)	- (-)	349,776 (3.9)	7,402,372 (82.2)
34	47	KIMBERLY-CLARK OF CANADA LTD.	8,944,850 (100%)	1,303 (-)	1,613,595 (18.0)	- (-)	11,461 (0.1)	7,318,491 (81.8)
35	34	TELECOM CANADA	8,180,212 (100%)	214,689 (2.6)	819,444 (10.0)	- (-)	487 (-)	7,145,592 (87.4)
36	44	KODAK CANADA INC.	10,627,891 (100%)	1,401,546 (13.2)	1,338,769 (12.6)	- (-)	774,289 (7.3)	7,113,287 (66.9)
37	33	CHRYSLER CANADA LTD.	17,640,849 (100%)	8,270,428 (46.9)	1,744,861 (9.9)	52,599 (0.3)	498,437 (2.8)	7,074,524 (40.11)
38	35	GENERAL MILLS CANADA INC.	7,950,696 (100%)	71,359 (0.9)	842,812 (10.6)	- (-)	- (-)	7,036,525 (88.5)
39	39	QUAKER OATS CO. OF CANADA LTD.	9,274,361 (100%)	555,868 (6.0)	1,759,555 (19.0)	- (-)	26,195 (0.3)	6,932,743 (74.8)
40	40	CANADIAN PACIFIC LTD.	17,341,827 (100%)	7,649,154 (44.1)	2,147,693 (12.4)	80,387 (0.5)	1,417,575 (8.2)	6,047,018 (34.9)
41	41	EFFEM FOODS LTD.	6,183,901 (100%)	71,258 (1.2)	43,905 (0.7)	- (-)	24,600 (0.4)	6,044,138 (97.7)
42	42	CAMPBELL SOUP CO. LTD.	6,809,734 (100%)	53,899 (0.8)	535,946 (7.9)	- (-)	281,660 (0.1)	5,938,229 (87.2)
43	48	RICHARDSON-VICKS LTD.	6,650,937 (100%)	- (-)	433,245 (6.5)	- (-)	430,164 (6.5)	5,787,528 (87.0)
44	53	H J HEINZ CO. OF CANADA LTD.	6,866,550 (100%)	172,519 (2.5)	976,035 (14.2)	- (-)	- (-)	5,717,996 (83.3)
45	52	GULF CANADA LTD.	8,678,255 (100%)	1,996,949 (23.0)	442,195 (5.1)	86,401 (1.0)	611,237 (7.0)	5,541,473 (63.9)
46	42	IMASCO HOLDINGS CANADA INC.	14,216,971 (100%)	1,199,042 (8.4)	5,517,108 (38.8)	47,658 (0.3)	2,024,989 (14.2)	5,428,174 (38.2)
47	45	NISSAN AUTOMOBILE CO. OF CANADA	8,666,836 (100%)	2,021,624 (23.3)	305,996 (3.5)	81,303 (0.9)	862,997 (10.0)	5,394,916 (62.2)

TOP 100 NATIONAL TELEVISION ADVERTISERS - 1984

RANK 1984	RANK 1983	ADVERTISER	TOTAL DOLLARS	DAILIES	MAGAZINES	FARM	RADIO	TELEVISION
48		PILLSBURY CANADA INC.	$ 5,702,936 (100%)	$ 241,720 (4.2)	$ 12,736 (0.2)	$ - (-)	$ 85,912 (1.5)	$ 5,362,568 (94.0)
49	41	CADBURY SCHWEPPES POWELL INC.	5,553,581 (100%)	1, 24,285 (0.4)	77,845 (1.4)	- (-)	126,518 (2.3)	5,324,933 (95.9)
50	49	HONDA CANADA INC.	7,575,819 (100%)	1,280,873 (16.9)	855,686 (16.3)	251,049 (2.3)	24,580 (0.3)	5,163,631 (68.2)
51	51	MCCAIN FOODS LTD.	5,036,125 (100%)	84,424 (1.7)	3,890 (0.1)	- (-)	18,250 (0.4)	4,929,561 (97.9)
52	80	SHELL CANADA INC.	6,856,761 (100%)	811,644 (11.8)	189,761 (2.9)	117,948 (1.7)	857,120 (12.5)	4,880,288 (71.2)
53	-	GROUPE DESJARDINS	6,183,584 (100%)	1,068,515 (17.3)	144,084 (2.3)	17,924 (0.3)	103,048 (1.7)	4,850,013 (73.4)
54	-	IBM CANADA INC.	9,859,007 (100%)	3,485,011 (35.3)	1,384,893 (14.0)	- (-)	165,253 (1.7)	4,823,850 (49.9)
55	39	TOYOTA CANADA INC.	6,664,839 (100%)	1,019,771 (15.3)	861,368 (12.9)	- (-)	- (-)	4,783,700 (71.8)
56	59	CANADA STARCH CO. INC.	5,870,688 (100%)	46,574 (0.8)	508,715 (8.7)	- (-)	583,712 (9.9)	4,731,687 (80.6)
57	54	BEECHAM CANADA INC.	4,656,220 (100%)	3,265 (0.1)	171,300 (3.7)	- (-)	55,598 (1.2)	4,426,057 (85.1)
58	50	BELL ENTERPRISES CANADA INC.	9,360,472 (100%)	2,688,477 (28.7)	917,334 (9.8)	3,310 (-)	1,340,817 (14.3)	4,410,534 (47.1)
59	75	WRIGLEY CANADA INC.	4,688,485 (100%)	388 (-)	- (-)	- (-)	364,721 (7.9)	4,323,376 (92.2)
60	76	CARA OPERATIONS LIMITED	5,423,764 (100%)	458,736 (8.5)	40,203 (0.7)	- (-)	713,657 (13.2)	4,211,168 (77.6)
61	61	GEORGE WESTON LTD.	6,904,644 (100%)	1,260,425 (18.3)	820,934 (11.9)	- (-)	717,889 (12.9)	4,105,396 (59.5)
62	-	HOME HARDWARE LTD.	4,175,430 (100%)	- (-)	- (-)	- (-)	99,361 (2.4)	4,076,069 (97.6)
63	37	MATTEL CANADA INC.	4,153,313 (100%)	- (-)	158,210 (3.8)	- (-)	- (-)	3,995,103 (96.2)

TOP 100 NATIONAL TELEVISION ADVERTISERS - 1984

RANK 1984	RANK 1983	ADVERTISER	TOTAL DOLLARS	DAILIES	MAGAZINES	FARM	RADIO	TELEVISION
64	24	THE IRWIN GROUP	$ 4,174,899 (100%)	$ 127,040 (3.0)	$ 92,225 (2.2)	$ - (-)	$ - (-)	$ 3,955,634 (94.7)
65	91	K-TEL INTERNATIONAL INC.	3,837,863 (100%)	1,373 (-)	- (-)	- (-)	7,896 (0.2)	(99.8)
66	-	SANDOZ CANADA LTD.	4,567,201 (100%)	- (-)	833,355 (18.2)	- (-)	50,696 (1.1)	3,683,150 (80.6)
67	62	STERLING DRUG LTD.	4,384,145 (100%)	- (-)	704,379 (16.1)	3,210 (0.1)	75,900 (1.7)	3,600,656 (82.1)
68	57	RENAULT CANADA INC.	6,011,995 (100%)	1,942,783 (32.3)	539,276 (9.0)	- (-)	- (-)	3,529,936 (58.7)
69	-	CONSOLIDATED FOODS OF CANADA	3,892,558 (100%)	241,096 (6.2)	139,647 (3.6)	- (-)	- (-)	3,511,815 (90.2)
70	38	S C JOHNSON & SON LTD.	4,903,750 (100%)	- (-)	1,388,517 (28.3)	- (-)	7,958 (0.2)	3,507,275 (71.5)
71	68	TAMBRANDS CANADA INC.	4,721,302 (100%)	- (-)	1,284,330 (27.2)	- (-)	- (-)	3,436,972 (72.8)
72	55	COLECO CANADA LTD.	3,790,286 (100%)	222,733 (5.9)	162,755 (4.3)	- (-)	- (-)	3,404,798 (89.8)
73	79	CANADIAN IMP. BANK OF COMMR.	8,533,066 (100%)	3,115,832 (36.5)	1,265,157 (14.8)	150,194 (1.8)	726,900 (8.5)	3,274,983 (38.4)
74	63	AMERICAN EXPRESS CANADA INC.	5,974,802 (100%)	1,495,057 (25.0)	810,089 (13.6)	- (-)	421,885 (7.1)	3,247,771 (54.4)
75	92	INTERPROVINCIAL LOTTERY CORP.	4,497,021 (100%)	835,121 (18.6)	39,566 (0.9)	- (-)	504,115 (11.2)	3,118,219 (69.3)
76	73	JEFFREY MARTIN CANADA INC.	3,151,608 (100%)	- (-)	48,775 (1.5)	- (-)	- (-)	3,102,833 (98.5)
77	-	APPLE CANADA INC.	4,644,787 (100%)	788,838 (17.0)	674,762 (14.5)	- (-)	116,046 (2.5)	3,065,141 (66.0)
78	99	GREAT NORTHERN APPAREL CO.	3,286,052 (100%)	80,420 (2.4)	- (-)	- (-)	157,008 (4.8)	3,048,624 (92.8)
79	64	SEVEN-UP CANADA INC.	3,299,463 (100%)	46,784 (1.4)	- (-)	- (-)	216,498 (6.6)	3,036,181 (92.0)

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RANK 1984	RANK 1983	ADVERTISER	TOTAL DOLLARS	DAILIES	MAGAZINES	FARM	RADIO	TELEVISION
80	83	CANON CANADA INC.	$ 4,326,878 (100%)	$ 472,685 (10.9)	$ 845,018 (19.5)	$ - (-)	$ - (-)	$ 3,009,175 (69.5)
81	69	SC TIME INC.	2,994,661 (100%)	26,947 (0.9)	90,101 (3.0)	- (-)	- (-)	2,877,613 (96.1)
82	-	BEATRICE INTL. CANADA LTD.	3,601,915 (100%)	440,254 (12.2)	263,762 (7.3)	12,475 (0.3)	75,366 (2.1)	2,810,058 (78.0)
83	72	K MART CORPORATION	2,806,196 (100%)	779 (-)	- (-)	- (-)	128,997 (4.6)	2,676,420 (95.4)
84	95	CYANAMID CANADA INC.	3,234,332 (100%)	7,279 (0.2)	121,175 (3.7)	259,132 (8.0)	175,282 (5.4)	2,671,464 (82.6)
85	-	WARNER COMMUNICATIONS CANADA	3,842,796 (100%)	189,045 (4.9)	974,613 (25.4)	- (-)	41,096 (1.1)	2,638,042 (68.8)
86	74	NOXZEMA INC.	4,065,527 (100%)	- (-)	1,309,605 (32.2)	- (-)	125,606 (3.1)	2,630,316 (64.7)
87	65	SCOTT PAPER INC.	2,824,689 (100%)	- (-)	177,316 (6.3)	- (-)	22,984 (0.8)	2,624,389 (92.9)
88	93	NATIONAL SEA PRODUCTS LTD.	2,638,665 (100%)	44,018 (1.7)	- (-)	- (-)	- (-)	2,594,647 (98.3)
89	-	GOODYEAR CANADA INC.	2,772,769 (100%)	31,823 (1.1)	- (-)	94,596 (3.4)	62,451 (2.3)	2,583,899 (93.2)
90	-	ESMARK CORPORATION	3,021,161 (100%)	3,792 (0.1)	434,969 (14.4)	- (-)	- (-)	2,582,400 (85.5)
91	58	BANK OF MONTREAL	7,724,703 (100%)	3,667,722 (47.5)	510,067 (6.6)	101,671 (1.3)	883,304 (11.4)	2,561,939 (33.2)
92	-	CROWN INC.	2,702,803 (100%)	190,155 (7.0)	19,278 (0.7)	- (-)	- (-)	2,493,370 (92.3)
93	87	POLAROID CANADA INC.	2,795,223 (100%)	85,296 (3.1)	229,635 (8.2)	- (-)	- (-)	2,480,292 (88.7)
94	-	20TH CENTURY THEATRES LTD.	2,576,201 (100%)	4,201 (0.2)	- (-)	- (-)	138,620 (5.4)	2,433,380 (94.5)
95	40	COMMODORE BUSINESS MACHINE LTD	2,914,753 (100%)	251,532 (8.6)	229,110 (7.9)	- (-)	8,900 (0.3)	2,425,211 (83.2)
96	-	TANDY CORPORATION	5,668,191 (100%)	2,453,547 (43.3)	598,854 (10.6)	32,061 (0.6)	177,547 (3.1)	2,406,182 (42.5)

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RANK 1984	RANK 1983	ADVERTISER	TOTAL DOLLARS	DAILIES	MAGAZINES	FARM	RADIO	TELEVISION
97	96	MIDAS CANADA INC.	$ 2,867,790 (100%)	$ 50,505 (1.8)	$ - (-)	$ - (-)	$ 492,964 (17.2)	$ 2,324,321 (81.0)
98	-	STEINBERGS LTD.	2,763,739 (100%)	93,021 (3.4)	95,434 (3.5)	- (-)	308,980 (11.2)	2,266,304 (82.0)
99	81	MILTON BRADLEY CANADA INC.	2,256,624 (100%)	- (-)	23,910 (1.1)	- (-)	- (-)	2,232,714 (98.9)
100	-	ANDRES WINES LTD.	2,561,061 (100%)	173,048 (6.8)	161,509 (6.3)	- (-)	12,240 (0.5)	2,214,264 (86.5)
		TOTAL	$ 1,071,616,230 (100%)	$ 152,272,334 (14,2)	$ 92,325,910 (8.6)	$ 3,246,544 (0.3)	$ 61,694,937 (5.8)	$ 762,081,505 (71.1)

TOP 100 NATIONAL ADVERTISERS 1984

RANK 1984	RANK 1983	ADVERTISER	TOTAL DOLLARS	DAILIES	MAGAZINES	FARM	RADIO	TELEVISION
1	1	GOVERNMENT OF CANADA	95,767,946 (100%)	41,048,405 (42.9)	7,821,891 (8.2)	62,150 (.01)	6,042,230 (6.3)	40,793,270 (42.6)
2	2	PROCTER & GAMBLE INC.	46,339,143 (100%)	861,513 (1.9)	3,147,097 (6.8)	- (-)	1,284,087 (2.8)	41,046,446 (88.6)
3	3	JOHN LABATT LIMITED	37,581,241 (100%)	2,450,406 (6.5)	1,346,351 (3.6)	16,375 (.01)	3,894,922 (10.4)	29,873,187 (79.5)
4	8	THE MOLSON COMPANIES	35,297,759 (100%)	3,135,971 (8.9)	791,271 (2.2)	17,353 (.01)	5,647,581 (16.0)	25,705,583 (72.8)
5	5	DART & KRAFT LTD.	32,489,845 (100%)	2,149,670 (6.6)	8,202,474 (25.2)	- (-)	410,040 (1.3)	21,727,661 (66.9)
6	6	ONTARIO GOVERNMENT	32,086,361 (100%)	13,645,946 (42.5)	1,066,756 (3.5)	66,149 (0.2)	4,299,885 (13.4)	13,007,625 (40.5)
7	4	ROTHMANS OF CANADA INC.	31,045,579 (100%)	3,603,196 (11.6)	4,936,785 (15.0)	119,714 (0.4)	5,499,946 (17.7)	16,885,938 (54.4)
8	7	GENERAL MOTORS OF CANADA LTD.	30,011,258 (100%)	8,558,826 (28.5)	3,008,947 (10.0)	128,804 (.04)	969,847 (3.2)	17,344,834 (57.8)
9	9	NABISCO BRANDS	24,471,874 (100%)	1,425,843 (5.8)	3,613,111 (14.8)	- (-)	1,163,582 (4.8)	18,269,338 (74.7)
10	10	GENERAL FOODS INC.	22,945,590 (100%)	1,181,948 (5.2)	3,630,396 (15.8)	- (-)	1,080,900 (4.7)	17,052,346 (74.3)
11	12	UNILEVER INC.	21,830,065 (100%)	471,069 (2.2)	1,072,587 (4.9)	- (-)	555,373 (2.5)	19,731,036 (90.4)
12	15	FORD MOTOR CO. OF CANADA LTD.	20,364,261 (100%)	4,984,717 (24.5)	927,670 (4.6)	233,520 (1.1)	1,417,766 (7.0)	12,800,588 (62.9)
13	14	AMERICAN HOME PRODUCTS LTD.	18,327,314 (100%)	183,708 (1.0)	1,536,159 (8.4)	19,266 (0.1)	809,924 (4.4)	15,778,257 (86.1)
14	13	KELLOGG SALADA CANADA INC.	17,787,386 (100%)	130,834 (0.7)	1,241,580 (7.0)	- (-)	221,364 (1.2)	16,193,608 (91.0)
15	21	QUEBEC GOVERNMENT	17,781,235 (100%)	6,070,672 (34.1)	485,582 (2.7)	391,430 (2.2)	1,735,143 (9.8)	9,098,408 (51.2)
16	11	CHRYSLER CANADA LTD.	17,640,849 (100%)	8,270,428 (46.9)	1,744,861 (9.9)	52,599 (0.3)	498,437 (2.8)	7,074,524 (40.1)

RANK 1984	RANK 1983	ADVERTISER	TOTAL DOLLARS	DAILIES	MAGAZINES	FARM	RADIO	TELEVISION
17	16	CANADIAN PACIFIC LTD.	17,341,827 (100%)	7,649,154 (44.1)	2,147,693 (12.4)	80,387 (0.5)	1,417,575 (8.2)	6,047,018 (34.9)
18	23	IMPERIAL OIL LTD.	15,580,595 (100%)	2,679,939 (17.2)	358,057 (2.3)	404,812 (2.6)	1,664,513 (10.7)	10,473,274 (67.2)
19	19	WARNER LAMBERT CANADA INC.	15,500,551 (100%)	52,868 (0.3)	25,170 (0.2)	- (-)	709,527 (4.6)	14,712,986 (94.9)
20	22	COCA-COLA LTD.	14,335,015 (100%)	168,209 (1.2)	212,750 (1.5)	- (-)	1,169,005 (8.2)	12,785,051 (89.2)
21	17	IMASCO HOLDINGS CANADA INC.	14,216,971 100%)	1,199,042 (8.4)	5,517,108 (38.8)	47,658 (0.3)	2,024,989 (14.2)	5,428,174 (38.2)
22	33	MCDONALDS RESTAURANTS CANADA	13,608,806 (100%)	364,412 (2.7)	1,222 (-)	- (-)	1,125,021 (8.3)	12,118,151 (89.0)
23	28	GILLETTE CANADA INC.	12,097,653 (100%)	150,219 (1.2)	1,161,436 (9.6)	16,058 (0.1)	168,049 (1.4)	10,601,891 (87.6)
24	18	THE THOMSON GROUP	11,939,927 (100%)	3,002,038 (25.1)	21,797 (0.2)	- (-)	647,969 (5.4)	8,268,123 (69.2)
25	26	BRISTOL-MYERS CANADA INC.	11,880,576 (100%)	19,610 (0.2)	1,601,329 (13.5)	- (-)	90,401 (.08)	10,169,236 (85.6)
26	32	ROWNTREE MACKINTOSH CANADA INC.	11,297,038 (100%)	- (-)	- (-)	- (-)	1,337,489 (11.8)	9,959,549 (88.2)
27	20	DAIRY BUREAU OF CANADA	11,045,297 (100%)	546,294 (4.9)	2,365,215 (21.4)	8,179 (0.1)	26,836 (0.2)	8,098,773 (73.3)
28	41	PEPSICO INC.	10,905,944 (100%)	115,811 (1.1)	32,565 (.03)	- (-)	193,399 (1.8)	10,564,169 (96.9)
29	30	CANADA PACKERS INC.	10,733,553 (100%)	9,253 (0.1)	1,976,733 (18.4)	124,210 (1.2)	136,016 (1.3)	8,487,341 (79.1)
30	47	KODAK CANADA INC.	10,627,891 (100%)	1,401,546 (13.2)	1,338,769 (12.6)	- (-)	774,289 (7.3)	7,113,287 (66.9)
31	45	SEARS CANADA INC.	10,600,922 (100%)	1,511,573 (14.3)	793,633 (7.5)	- (-)	878,293 (8.3)	7,417,423 (70.0)

RANK 1984	RANK 1983	ADVERTISER	TOTAL DOLLARS	DAILIES	MAGAZINES	FARM	RADIO	TELEVISION
32	27	RALSTON PURINA CANADA INC.	10,481,771 (100%)	53,189 (0.5)	337,470 (3.2)	120,867 (1.2)	1,400 (-)	9,968,845 (95.1)
33	44	CKR INC.	10,419,209 (100%)	78,936 (0.8)	333,995 (3.2)	- (-)	231,645 (2.2)	9,774,633 (93.8)
34	96	IBM CANADA INC.	9,859,007 (100%)	3,485,011 (35.3)	1,384,893 (14.0)	- (-)	165,253 (1.7)	4,823,850 (48.9)
35	51	BELL ENTERPRISES CANADA INC.	9,360,472 (100%)	2,688,477 (28.7)	917,334 (9.8)	3,310 (0.0)	1,340,817 (14.3)	4,410,534 (47.1)
36	44	EATONS OF CANADA LTD.	9,300,706 (100%)	3,375,463 (36.3)	209,170 (2.2)	- (-)	4,528,998 (48.7)	1,187,075 (12.8)
37	37	QUAKER OATS CO. OF CANADA LTD.	9,274,361 (100%)	555,868 (6.0)	1,759,555 (19.0)	- (-)	26,195 (0.3)	6,932,743 (74.8)
38	29	CANADIAN TIRE CORP. LTD.	9,243,044 (100%)	32,157 (0.3)	862 (-)	- (-)	- (-)	9,210,025 (99.6)
39	32	JOHNSON & JOHNSON INC.	9,002,141 (100%)	524 (-)	1,249,469 (13.9)	- (-)	349,776 (3.9)	7,402,372 (82.2)
40	36	UNION CARBIDE CANADA INC.	8,959,164 (100%)	6,070 (0.1)	19,580 (0.2)	125,739 (1.4)	400,115 (4.5)	8,407,660 (93.8)
41	52	KIMBERLY-CLARK OF CANADA LTD.	8,944,850 (100%)	1,303 (-)	1,613,595 (18.0)	- (-)	11,461 (0.1)	7,318,491 (81.8)
42	42	GULF CANADA LTD.	8,678,255 (100%)	1,996,949 (23.0)	442,195 (5.1)	86,401 (1.0)	611,237 (7.0)	5,541,473 (63.9)
43	34	NISSAN AUTOMOBILE CO. OF CANADA	8,666,836 (100%)	2,021,624 (23.3)	305,996 (3.5)	81,303 (0.9)	862,997 (10.0)	5,394,916 (62.2)
44	43	CDN. IMPERIAL BANK OF COMMRC.	8,533,066 (100%)	3,115,832 (36.5)	1,265,157 (14.8)	150,194 (1.8)	726,900 (8.5)	3,274,983 (38.4)
45	25	NESTLES ENTERPRISES LTD.	8,527,154 (100%)	342,036 (4.0)	265,663 (3.1)	- (-)	373,127 (4.4)	7,546,328 (88.5)
46	39	TELECOM CANADA	8,180,212 (100%)	214,689 (2.6)	819,444 (10.0)	- (-)	487 (-)	7,145,592 (87.4)

RANK 1984	RANK 1983	ADVERTISER	TOTAL DOLLARS	DAILIES	MAGAZINES	FARM	RADIO	TELEVISION
47	40	GENERAL MILLS OF CANADA INC.	7,950,696 (100%)	71,359 (0.9)	842,812 (10.6)	- (-)	- (-)	7,036,525 (88.5)
48	31	BANK OF MONTREAL	7,724,703 (100%)	3,667,722 (47.5)	510,067 (6.6)	101,671 (1.3)	883,304 (11.4)	2,561,939 (33.2)
49	54	HONDA CANADA INC.	7,575,819 (100%)	1,280,873 (16.9)	855,686 (11.3)	251,049 (3.3)	24,580 (0.3)	5,163,631 (68.2)
50	53	GEORGE WESTON LTD.	6,904,644 (100%)	1,260,425 (18.3)	820,934 (11.9)	- (-)	717,889 (10.4	4,105,396 (59.5)
51	71	H J HEINZ CO. OF CANADA LTD.	6,866,550 (100%)	172,519 (2.5)	976,035 (14.2)	- (-)	- (-)	5,717,996 (83.3)
52	-	SHELL CANADA INC.	6,856,761 (100%)	811,644 (11.8)	189,761 (2.8)	117,948 (1.7)	857,120 (12.5)	4,880,288 (71.2)
53	47	CAMPBELL SOUP CO. LTD.	6,809,734 (100%)	53,899 (0.8)	535,946 (7.9)	- (-)	281,660 (4.1)	5,938,229 (87.2)
54	16	TOYOTA CANADA INC.	6,664,839 (100%)	1,019,771 (15.3)	861,368 (12.9)	- (-)	- (-)	4,783,700 (71.8)
55	57	GOVERNMENT OF ALBERTA	6,655,466 (100%)	4,029,685 (60.5)	731,940 (11.0)	222,210 (3.3)	536,508 (8.1)	1,135,123 (17.1)
56	62	RICHARDSON-VICKS LIMITED	6,650,937 (100%)	- (-)	433,245 (6.5)	- (-)	430,164 (6.5)	5,787,528 (87.0)
57	84	ROYAL BANK OF CANADA	6,632,233 (100%)	3,269,805 (49.3)	1,028,286 (15.5)	283,305 (4.3)	1,825,081 (27.5)	225,756 (3.4)
58	-	EFFEM FOODS LTD.	6,183,901 (100%)	71,258 (1.2)	43,905 (0.7)	- (-)	24,600 (0.4)	6,044,138 (97.7)
59	-	GROUPE DESJARDINS	6,183,584 (100%)	1,068,515 (17.3)	144,084 (2.3)	17,924 (0.3)	103,048 (1.7)	4,850,013 (78.4)
60	59	RENAULT CANADA INC.	6,011,995 (100%)	1,942,783 (32.3)	539,276 (9.0)	- (-)	- (-)	3,529,936 (58.7)
61	69	AMERICAN EXPRESS CANADA INC.	5,974,802 (100%)	1,495,057 (25.0)	810,089 (13.6)	- (-)	421,885 (7.1)	3,247,771 (54.4)

RANK 1984	RANK 1983	ADVERTISER	TOTAL DOLLARS	DAILIES	MAGAZINES	FARM	RADIO	TELEVISION
62	58	CORBY DISTILLERIES LTD.	5,884,694 (100%)	873,335 (14.8)	4,740,908 (80.6)	33,166 (0.6)	191,926 (3.3)	45,359 (0.8)
63	70	CANADA STARCH CO. INC.	5,870,688 (100%)	46,574 (0.8)	508,715 (8.7)	- (-)	583,712 (9.9)	4,731,687 (80.6)
64	-	PILSBURY CANADA INC.	5,702,936 (100%)	241,720 (4.2)	12,736 (0.2)	- (-)	85,912 (1.5)	5,362,568 (94.0)
65	-	CANADA TRUSTCO MORTGAGE CORP.	5,683,893 (100%)	5,682,378 (100)	1,515 (-)	- (-)	- (-)	- (-)
66	63	TANDY CORPORATION	5,668,191 (100%)	2,453,547 (43.3)	598,854 (10.6)	32,061 (0.6)	177,547 (3.1)	2,406,182 (42.5)
67	55	HIRAM WALKER RESOURCES LTD.	5,647,787 (100%)	2,230,600 (39.5)	3,091,226 (54.7)	112,494 (2.0)	213,467 (3.8)	- (-)
68	58	CADBURY SCHWEPPES POWELL INC.	5,553,581 (100%)	24,285 (0.4)	77,845 (1.4)	- (-)	126,518 (2.3)	5,324,933 (95.9)
69	85	CARA OPERATIONS LIMITED	5,423,764 (100%)	458,736 (8.5)	40,203 (0.7)	- (-)	713,657 (13.2)	4,211,168 (77.6)
70	74	MCCAIN FOODS LTD.	5,036,125 (100%)	84,424 (1.7)	3,890 (0.1)	- (-)	18,250 (0.4)	4,929,561 (97.9)
71	50	S C JOHNSON & SON LTD.	4,903,750 (100%)	- (-)	1,388,517 (28.3)	- (-)	7,958 (0.2)	3,507,275 (71.5)
72	61	GILBEY CANADA INC.	4,810,851 (100%)	397,774 (8.3)	4,112,348 (85.5)	5,709 (0.1)	- (-)	295,020 (6.1)
73	72	RJR INC.	4,733,196 (100%)	1,340,769 (28.3)	1,548,473 (32.7)	- (-)	- (-)	1,843,954 (39.0)
74	60	TAMBRANDS CANADA INC.	4,721,302 (100%)	- (-)	1,284,330 (27.2)	- (-)	- (-)	3,436,972 (72.8)
75	-	WRIGLEY CANADA INC.	4,688,485 (100%)	388 (0.0)	- (-)	- (-)	364,721 (7.8)	4,323,376 (92.2)
76	78	BEECHAM CANADA INC.	4,656,220 (100%)	3,265 (0.1)	171,300 (3.7)	- (-)	55,598 (1.2)	4,426,057 (95.1)
77	-	APPLE CANADA INC.	4,644,787 (100%)	788,838 (17.0)	674,762 (14.5)	- (-)	116,046 (2.5)	3,065,141 (66.0)

RANK 1984	RANK 1983	ADVERTISER	TOTAL DOLLARS	DAILIES	MAGAZINES	FARM	RADIO	TELEVISION
78	-	SANDOZ CANADA LTD.	4,567,201 (100%)	- (-)	833,355 (18.2)	- (-)	50,696 (1.1)	3,683,150 (80.6)
79	82	INTERPROVINCIAL LOTTERY CORP.	4,497,021 (100%)	835,121 (18.6)	39,566 (0.9)	- (-)	504,115 (11.2)	3,118,219 (69.3)
80	92	XEROX CANADA INC.	4,416,920 (100%)	2,941,204 (66.6)	1,196,015 (27.1)	- (-)	14,344 (0.3)	265,357 (6.0)
81	65	PHILIPS ELECTRONICS LTD.	4,386,485 (100%)	662,872 (15.1)	1,560,626 (35.6)	- (-)	129,964 (3.0)	2,033,023 (46.3)
82	75	STERLING DRUG LTD.	4,384,145 (100%)	- (-)	704,379 (16.1)	3,210 (0.1)	75,900 (1.7)	3,600,656 (82.1)
83	-	ROYAL TRUSTCO LTD.	4,359,035 (100%)	2,987,386 (68.5)	44,668 (1.0)	- (-)	55,006 (1.3)	1,271,975 (29.2)
84	-	CANON CANADA INC.	4,326,878 (100%)	472,685 (10.9)	845,018 (19.5)	- (-)	- (-)	3,009,175 (69.5)
85	83	THE SEAGRAM CO. LTD.	4,280,725 (100%)	1,132,435 (26.5)	2,354,735 (55.0)	55,059 (1.3)	95,514 (2.2)	642,982 (15.0)
86	77	ARGUS CORPORATION	4,207,202 (100%)	854,317 (20.3)	722,571 (17.2)	- (-)	820,722 (19.5)	1,809,592 (43.0)
87	68	MAZDA CANADA INC.	4,205,638 (100%)	2,097,763 (49.9)	460,836 (11.0)	- (-)	163,990 (3.9)	1,483,049 (35.3)
88	-	COLOR YOUR WORLD PAINT STORES	4,178,545 (100%)	2,951,126 (70.6)	- (-)	- (-)	1,226,219 (29.3)	1,200 (-)
89	-	HOME HARDWARE LTD.	4,175,430 (100%)	- (-)	- (-)	- (-)	99,361 (2.4)	4,076,069 (97.6)
90	35	THE IRWIN GROUP	4,174,899 (100%)	127,040 (3.0)	92,225 (2.2)	- (-)	- (-)	3,955,634 (94.7)
91	-	RCA INC.	4,160,686 (100%)	2,072,563 (49.8)	644,877 (15.5)	- (-)	294,465 (7.1)	1,148,781 (27.6)
92	48	MATTEL CANADA INC.	4,153,313 (100%)	- (-)	158,210 (3.8)	- (-)	- (-)	3,995,103 (96.2)
93	79	NOXZEMA INC.	4,065,527 (100%)	- (-)	1,309,605 (32.2)	- (-)	125,606 (3.1)	2,630,316 (64.7)
94	80	WARDAIR INTERNATIONAL LTD.	4,025,049 (100%)	3,712,403 (92.2)	19,725 (0.5)	- (-)	281,041 (7.0)	11,880 (0.3)

RANK 1984	RANK 1983	ADVERTISER	TOTAL DOLLARS	DAILIES	MAGAZINES	FARM	RADIO	TELEVISION
95	-	CONSOLIDATED FOODS OF CANADA	3,892,558 (100%)	241,096 (6.2)	139,647 (3.6)	- (-)	- (-)	3,511,815 (90.2)
96	-	WARNER COMMUNICATIONS CANADA	3,842,796 (100%)	189,045 (4.9)	974,613 (25.4)	- (-)	41,096 (1.1)	2,638,042 (68.6)
97	-	K-TEL INTERNATIONAL INC.	3,837,863 (100%)	1,373 (-)	- (-)	- (-)	7,896 (0.2)	3,828,594 (99.8)
98	76	COLECO CANADA LTD.	3,790,286 (100%)	222,733 (5.9)	162,755 (4.3)	- (-)	- (-)	3,404,798 (89.8)
99	-	COSMAIR CANADA INC.	3,701,905 (100%)	- (-)	1,664,959 (45.0)	- (-)	- (-)	2,036,946 (55.0)
100	-	PROGRESSIVE CONSERVATIVE PARTY	3,660,627 (100%)	638,866 (17.5)	430 (-)	210 (-)	1,245,611 (34.0)	1,775,510 (48.5)
		TOTAL	$1,111,478,168 (100.8)	$191,993,224 (17.3)	$114,559,244 (10.3)	$3,592,494 (0.3)	$71,517,503 (6.4)	$729,815,703 (65.7)

Source: Media Measurement Services 1984