

news release

AUDIENCE SHARES

January 1982

BBC1	38.73%	(42.0%)	} Total 50.31% (53.8%)
BBC2	11.58%	(11.8%)	
ITV	49.69%	(46.3%)	

The figures for last month (December) are given in brackets.

The viewing information produced for BARB by AGB also shows that the time each day that the average individual spent viewing to each of the three channels was BBC1 1.72 hours; BBC2 0.53 hours; and ITV 2.21 hours.

Share of Audience figures for the Network are repeated below, together with data for individual regions. The figures for last month (December) are given in brackets.

	<u>ITV</u>		<u>BBC1</u>		<u>BBC2</u>	
NETWORK	49.69%	(46.3%)	38.73%	(42.0%)	11.58%	(11.8%)
LONDON	45.57%	(44.3%)	42.09%	(43.8%)	12.34%	(11.9%)
MIDLANDS	48.32%	(45.4%)	39.01%	(41.8%)	12.67%	(12.8%)
LANCASHIRE	51.01%	(45.5%)	38.07%	(42.8%)	10.92%	(11.7%)
YORKSHIRE	49.68%	(47.0%)	38.44%	(41.5%)	11.88%	(11.4%)
CENTRAL SCOTLAND	47.98%	(45.2%)	39.70%	(42.6%)	12.32%	(12.2%)
WALES & THE WEST	49.21%	(46.7%)	39.58%	(42.7%)	11.21%	(10.6%)
SOUTH	44.51%	(41.4%)	43.15%	(45.8%)	12.34%	(12.8%)
NORTH EAST	47.58%	(45.7%)	40.24%	(43.0%)	12.18%	(11.3%)
EAST OF ENGLAND	45.25%	(41.2%)	42.48%	(46.2%)	12.27%	(12.6%)
SOUTH WEST	42.00%	(42.0%)	47.22%	(48.2%)	10.78%	(9.8%)
ULSTER	47.83%	(46.0%)	39.93%	(43.5%)*	12.25%	(10.5%)
BORDER	47.23%	(44.5%)	39.04%	(45.0%)	13.74%	(10.5%)
NORTH EAST SCOTLAND	48.23%	(47.5%)	39.85%	(41.6%)	11.92%	(10.8%)

* Incorrectly recorded as 44.5% in December Share figures.

During January the programmes with the highest audience were:-

			Millions of Viewers*
1.	THIS IS YOUR LIFE (Wed 6th Jan)	THAMES	19.30
2.	CORONATION STREET (Wed 6th Jan)	GRANADA	18.95
3.	FORCE 10 FROM NAVARONE (Sun 10th Jan)	ITV	18.90
4.	CORONATION STREET (Wed 13th Jan)	GRANADA	18.35
5.	THE GENTLE TOUCH (Fri 8th Jan)	LWT	18.10
6.	THE BENNY HILL SHOW (Wed 6th Jan)	THAMES	17.95
6.=	THIS IS YOUR LIFE (Wed 20th Jan)	THAMES	17.95
8.	THIS IS YOUR LIFE (Wed 13th Jan)	THAMES	17.85
9.	CORONATION STREET (Mon 4th Jan)	GRANADA	17.80
10.	CORONATION STREET (Wed 20th Jan)	GRANADA	17.45
11.	FAMILY FORTUNES (Sat 9th Jan)	CENTRAL	17.35
12.	LONDON NIGHT OUT (Wed 13th Jan)	THAMES	17.20
13.	CORONATION STREET (Wed 27th Jan)	GRANADA	17.15
14.	CORONATION STREET (Wed 30th Dec)	GRANADA	16.90
14.=	THIS IS YOUR LIFE (Wed 27th Jan)	THAMES	16.90
16.	PLAY YOUR CARDS RIGHT (Fri 8th Jan)	LWT	16.85
17.	CORONATION STREET (Mon 25th Jan)	GRANADA	16.80
18.	GAME FOR A LAUGH (Sat 9th Jan)	LWT	16.65
19.	CORONATION STREET (Mon 18th Jan)	GRANADA	16.60
20.	CARRY ON LAUGHING (Thur 31st Dec)	THAMES	16.50
20=	FAMILY FORTUNES (Sat 23rd Jan)	CENTRAL	16.50
22.	THE TWO RONNIES (Sat 9th Jan)	BBC	16.40
23.	SHINE ON HARVEY MOON (Fri 8th Jan)	CENTRAL	16.35
24.	CORONATION STREET (Mon 11th Jan)	GRANADA	16.25
25.	CLOSE ENCOUNTERS OF THE THIRD KIND (Mon 28th Dec)	THAMES	16.20
26.	LET THERE BE LOVE (Mon 4th Jan) (All except Central Scotland)	THAMES	15.60
27.	LONDON NIGHT OUT (Wed 20th Jan)	THAMES	15.45
28.	PLAY YOUR CARDS RIGHT (Fri 15th Jan)	LWT	15.35
28.=	THE TWO RONNIES (Sat 16th Jan)	BBC	15.35
30.	THE TWO RONNIES (Sat 23rd Jan)	BBC	15.25
31.	CORONATION STREET (Mon 28th Dec)	GRANADA	15.20
32.	FAMILY FORTUNES (Sat 30th Jan)	CENTRAL	15.15
33.	NEWS AT TEN (Fri 8th Jan)	ITN	15.10
34.	FAMILY FORTUNES (Sat 16th Jan)	CENTRAL	15.05
34.=	WISH YOU WERE HERE (Mon 18th Jan)	THAMES	15.05
36.	CROSSROADS (Wed 6th Jan)	CENTRAL	15.00
37.	WISH YOU WERE HERE (Mon 25th Jan)	THAMES	14.95
38.	LET THERE BE LOVE (Mon 18th Jan)	THAMES	14.85
39.	MINDER (Wed 13th Jan)	THAMES	14.80
40.	PLAY YOUR CARDS RIGHT (Fri 22nd Jan)	LWT	14.75
41.	THE FALL GUY (Fri 15th Jan)	ITV	14.65
41.=	SHINE ON HARVEY MOON (Fri 15th Jan)	CENTRAL	14.65
43.	AIRLINE (Sun 10th Jan)	YORKSHIRE	14.55
43.=	WISH YOU WERE HERE (Mon 11th Jan)	THAMES	14.55
43.=	LET THERE BE LOVE (Mon 11th Jan)	THAMES	14.55
46.	THE PROFESSIONALS (Thur 21st Jan)	ITV	14.50
46.=	THE GENTLE TOUCH (Fri 22nd Jan)	LWT	14.50
46.=	SHINE ON HARVEY MOON (Fri 29th Jan)	CENTRAL	14.50
49.	DALLAS (Sat 9th Jan)	BBC	14.45
50.	GIVE US A CLUE (Thur 31st Dec)	THAMES	14.35
50.=	MINDER (Wed 20th Jan)	THAMES	14.35
50.=	THE FALL GUY (Fri 22nd Jan)	ITV	14.35
50.=	SHINE ON HARVEY MOON (Fri 22nd Jan)	CENTRAL	14.35
50.=	THE FALL GUY (Fri 29th Jan)	ITV	14.35
50.=	HART TO HART (Sun 31st Jan)	ITV	14.35

* Average audience size over the duration of the programme