

news release

AUDIENCE SHARES

February 1982

BBC1	38.45%	(38.73%)	}	Total	50.91%	(50.31%)
BBC2	12.46%	(11.58%)				
ITV	49.08%	(49.69%)				

The figures for last month (January) 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 1.27 hours; BBC2 0.42 hours; and ITV 1.58 hours.

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

	<u>ITV</u>		<u>BBC1</u>		<u>BBC2</u>	
NETWORK	49.08%	(49.69%)	38.45%	(38.73%)	12.46%	(11.58%)
LONDON	43.99%	(45.57%)	42.42%	(42.00%)	13.59%	(12.34%)
MIDLANDS	47.70%	(48.32%)	38.23%	(39.01%)	14.06%	(12.67%)
NORTH WEST	51.04%	(51.01%)	37.47%	(38.07%)	11.49%	(10.92%)
YORKSHIRE	50.10%	(49.68%)	37.14%	(38.44%)	12.76%	(11.88%)
CENTRAL SCOTLAND	47.44%	(47.98%)	39.37%	(39.70%)	13.19%	(12.32%)
WALES & THE WEST	47.60%	(49.21%)	40.87%	(39.58%)	11.53%	(11.21%)
SOUTH & SOUTH EAST	43.13%	(44.51%)	42.75%	(43.15%)	14.12%	(12.34%)
NORTH EAST	47.34%	(47.58%)	39.75%	(40.24%)	12.91%	(12.18%)
EAST OF ENGLAND	45.38%	(45.25%)	41.51%	(42.48%)	13.11%	(12.27%)
SOUTH WEST	43.47%	(42.00%)	45.97%	(47.22%)	10.56%	(10.78%)
ULSTER	46.49%	(47.83%)	41.52%	(39.93%)	11.99%	(12.25%)
BORDER	46.19%	(47.23%)	38.42%	(39.04%)	15.40%	(13.74%)
NORTH EAST SCOTLAND	48.79%	(48.23%)	38.50%	(39.85%)	12.71%	(11.92%)

During February the programmes with the highest audience were:-

			Millions of Viewers*
1.	THIS IS YOUR LIFE (Wed 10th Feb)	THAMES	18.10
2.	CORONATION STREET (Wed 17th Feb)	GRANADA	18.00
3.	THIS IS YOUR LIFE (Wed 17th Feb)	THAMES	17.75
4.	THIS IS YOUR LIFE (Wed 3rd Feb)	THAMES	17.55
5.	CORONATION STREET (Wed 3rd Feb)	GRANADA	17.35
6.	CORONATION STREET (Wed 10th Feb)	GRANADA	17.15
7.	THIS IS YOUR LIFE (Wed 24th Feb)	THAMES	17.10
8.	CORONATION STREET (Mon 8th Feb)	GRANADA	16.80
9.	CORONATION STREET (Mon 15th Feb)	GRANADA	16.50
10.	CORONATION STREET (Mon 22nd Feb)	GRANADA	16.40
11.	CORONATION STREET (Mon 1st Feb)	GRANADA	16.35
12.	CORONATION STREET (Wed 24th Feb)	GRANADA	16.05
13.	WISH YOU WERE HERE? (Mon 8th Feb)	THAMES	15.50
14.	THE GAFFER (Fri 26th Feb)	YORKSHIRE	15.45
15.	THE BENNY HILL SHOW (Wed 10th Feb)	THAMES	15.35
16.	LAST OF THE SUMMER WINE (Mon 15th Feb)	BBC	15.30
17.	FAMILY FORTUNES (Fri 12th Feb)	CENTRAL	15.10
18.	WISH YOU WERE HERE? (Mon 15th Feb)	THAMES	15.00
19.	FAMILY FORTUNES (Fri 5th Feb)	CENTRAL	14.95
19.=	WE'LL MEET AGAIN (Fri 19th Feb)	LWT	14.95
21.	DEAD ERNEST (Mon 15th Feb)	CENTRAL	14.90
21.=	3 - 2 - 1 (Sat 27th Feb)	YORKSHIRE	14.90
23.	FAMILY FORTUNES (Fri 19th Feb)	CENTRAL	14.80
24.	LAST OF THE SUMMER WINE (Mon 8th Feb)	BBC	14.75
24.=	3 - 2 - 1 (Sat 20th Feb)	YORKSHIRE	14.75
26.	SHINE ON HARVEY MOON (Fri 5th Feb)	CENTRAL	14.70
26.=	SHINE ON HARVEY MOON (Fri 12th Feb)	CENTRAL	14.70
26.=	STARBURST (Wed 17th Feb)	CENTRAL	14.70
29.	HART TO HART (Sun 7th Feb)	ITV	14.60
30.	WISH YOU WERE HERE? (Mon 1st Feb)	THAMES	14.55
31.	THE FALL GUY (Fri 5th Feb)	ITV	14.50
31.=	CROSSROADS (Wed 17th Feb)	CENTRAL	14.50
33.	THE GENTLE TOUCH (Fri 5th Feb)	LWT	14.40
33.=	STARBURST (Wed 24th Feb)	CENTRAL	14.40
35.	3 - 2 - 1 (Sat 6th Feb)	YORKSHIRE	14.30
36.	THE FALL GUY (Fri 12th Feb)	ITV	14.25
36.=	CROSSROADS (Wed 24th Feb)	CENTRAL	14.25
38.	LET THERE BE LOVE (Mon 1st Feb)	THAMES	14.20
38.=	LET THERE BE LOVE (Mon 8th Feb)	THAMES	14.20
38.=	CROSSROADS (Thur 25th Feb)	CENTRAL	14.20
41.	LAST OF THE SUMMER WINE (Mon 1st Feb)	BBC	14.15
42.	MINDER (Wed 17th Feb)	THAMES	14.10
43.	CROSSROADS (Thur 4th Feb)	CENTRAL	14.00
44.	CROSSROADS (Thur 11th Feb)	CENTRAL	13.95
44.=	HART TO HART (Sun 21st Feb)	ITV	13.95
46.	3 - 2 - 1 (Sat 13th Feb)	YORKSHIRE	13.90
46.=	FAMILY FORTUNES (Fri 26th Feb)	CENTRAL	13.90
48.	CROSSROADS (Thur 18th Feb)	CENTRAL	13.85
48.=	HART TO HART (Sun 28th Feb)	ITV	13.85
50.	THE FALL GUY (Fri 26th Feb)	ITV	13.70

* Average audience size over the duration of the programme.