

news release

AUDIENCE SHARES

MARCH 1982

BBC1	37.87%	(38.45%)	Total 49.63% (50.91%)
BBC2	11.76%	(12.46%)	
ITV	50.37%	(49.08%)	

The figures for last month (February) 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 1.18 hours; BBC2 0.38 hours; and ITV 1.56 hours.

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

	<u>ITV</u>		<u>BBC1</u>		<u>BBC2</u>	
NETWORK	50.37%	(49.08%)	37.87%	(38.45%)	11.76%	(12.46%)
LONDON	45.77%	(43.99%)	41.79%	(42.42%)	12.44%	(13.59%)
MIDLANDS	48.35%	(47.70%)	37.86%	(38.23%)	13.79%	(14.06%)
NORTH WEST	52.06%	(51.04%)	36.35%	(37.47%)	11.59%	(11.49%)
YORKSHIRE	52.52%	(50.10%)	36.25%	(37.14%)	11.23%	(12.76%)
CENTRAL SCOTLAND	47.81%	(47.44%)	40.36%	(39.37%)	11.83%	(13.19%)
WALES & THE WEST	49.75%	(47.60%)	38.49%	(40.87%)	11.76%	(11.53%)
SOUTH & SOUTH EAST	43.90%	(43.13%)	42.57%	(42.75%)	13.53%	(14.12%)
NORTH EAST	47.49%	(47.34%)	40.53%	(39.75%)	11.98%	(12.91%)
EAST OF ENGLAND	46.59%	(45.38%)	40.79%	(41.51%)	12.62%	(13.11%)
SOUTH WEST	44.64%	(43.47%)	44.99%	(45.97%)	10.37%	(10.56%)
ULSTER	50.25%	(46.49%)	38.87%	(41.52%)	10.88%	(11.99%)
BORDER	48.51%	(46.19%)	37.13%	(38.42%)	14.36%	(15.40%)
NORTH EAST SCOTLAND	50.67%	(48.79%)	37.54%	(38.50%)	11.79%	(12.71%)

During March the programmes with the highest audience were:-

Millions
of Viewers*

1.	THE SPY WHO LOVED ME (Sun 28th Mar)	ITV	22.90
2.	CORONATION STREET (Wed 24th Mar)	GRANADA	17.95
3.	THIS IS YOUR LIFE (Wed 24th Mar)	THAMES	17.80
4.	THIS IS YOUR LIFE (Wed 17th Mar)	THAMES	17.65
4.=	CORONATION STREET (Wed 17th Mar)	GRANADA	17.65
6.	THIS IS YOUR LIFE (Wed 3rd Mar)	THAMES	17.35
7.	CORONATION STREET (Mon 1st Mar)	GRANADA	17.15
8.	CORONATION STREET (Wed 3rd Mar)	GRANADA	17.00
9.	THIS IS YOUR LIFE (Wed 10th Mar)	THAMES	16.75
10.	CORONATION STREET (Mon 15th Mar)	GRANADA	16.70
11.	CORONATION STREET (Mon 8th Mar)	GRANADA	16.15
12.	CORONATION STREET (Wed 10th Mar)	GRANADA	16.00
12.=	CORONATION STREET Mon 22nd Mar)	GRANADA	16.00
14.	HART TO HART (Sun 7th Mar)	ITV	15.00
14.=	3 - 2 - 1 (Sat 27th Mar)	YORKSHIRE	15.00
16.	FAMILY FORTUNES (Sat 27th Mar)	CENTRAL	14.90
17.	FAMILY FORTUNES (Sat 13th Mar)	CENTRAL	14.85
18.	FAMILY FORTUNES (Sat 6th Mar)	CENTRAL	14.70
19.	OPEN ALL HOURS (Sun 21st Mar)	BBC	14.55
20.	3 - 2 - 1 (Sat 6th Mar)	YORKSHIRE	14.45
21.	THE FALL GUY (Fri 12th Mar)	ITV	14.35
22.	NATURE WATCH (Mon 1st Mar)	CENTRAL	14.20
22.=	MAGNUM FORCE (Sat 6th Mar)	ITV	14.20
24.	JIM'LL FIX IT (Sat 6th Mar)	BBC	14.00
25.	CROSSROADS (Thur 4th Mar)	CENTRAL	13.95
25.=	HART TO HART (Sun 14th Mar)	ITV	13.95
25.=	STARBURST (Wed 17th Mar) **	CENTRAL	13.95
** (All except Ulster)			
28.	MINDER (Wed 3rd Mar)	THAMES	13.90
29.	CROSSROADS (Thur 11th Mar)	CENTRAL	13.85
30.	3 - 2 - 1 (Sat 20th Mar)	YORKSHIRE	13.80
31.	THE FALL GUY (Fri 5th Mar)	ITV	13.75
31.=	MINDER (Wed 17th Mar)	THAMES	13.75
33.	TOP OF THE POPS (Thur 11th Mar)	BBC	13.65
34.	JIM'LL FIX IT (Sat 13th Mar)	BBC	13.60
34.=	3 - 2 - 1 (Sat 13th Mar)	YORKSHIRE	13.60
34.=	NATURE WATCH (Mon 15th Mar)	CENTRAL	13.60
37.	CROSSROADS (Tue 2nd Mar)	CENTRAL	13.55
38.	CROSSROADS (Wed 10th Mar)	CENTRAL	13.50
38.=	FAMILY FORTUNES (Sat 20th Mar) **	CENTRAL	13.50
** (All except Central Scotland)			
38.=	THE GAFFER (Fri 26th Mar)	YORKSHIRE	13.50
41.	CROSSROADS (Wed 3rd Mar)	CENTRAL	13.45
41.=	LOGAN'S RUN (Sun 21st Mar)	BBC	13.45
43.	TOP OF THE POPS (Thur 4th Mar)	BBC	13.30
43.=	CROSSROADS (Thur 18th Mar)	CENTRAL	13.30
43.=	TOP OF THE POPS (Thur 25th Mar)	BBC	13.30
43.=	MIND YOUR LANGUAGE (Sat 27th Mar)	LWT	13.30
47.	THE KENNY EVERETT TELEVISION SHOW (Thur 11th Mar)	BBC	13.25
47.=	THE GAFFER (Fri 19th Mar)	YORKSHIRE	13.25
49.	MINDER (Wed 10th Mar)	THAMES	13.20
49.=	MINDER (Wed 24th Mar)	THAMES	13.20

* Average audience size over the duration of the programme.