

news release

AUDIENCE SHARES

APRIL 1982

BBC1	39.42%	(37.87%)	}	Total	50.19%	(49.63%)
BBC2	10.77%	(11.76%)				
ITV	49.81%	(50.37%)				

The figures for last month (March) 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 1.42 hours; BBC2 0.40 hours; and ITV 1.78 hours.

Share of Audience figures by Channel (ITV, BBC1 and BBC2) for ITV Network and for individual ITV Regions are given below. The figures for last month (March) are given in brackets.

	<u>ITV</u>		<u>BBC1</u>		<u>BBC2</u>	
ITV NETWORK	49.81%	(50.37%)	39.42%	(37.87%)	10.77%	(11.76%)
LONDON	46.08%	(45.77%)	42.87%	(41.79%)	11.05%	(12.44%)
EAST & WEST MIDLANDS	46.89%	(48.35%)	41.04%	(37.86%)	12.07%	(13.79%)
NORTH WEST	51.30%	(52.06%)	38.07%	(36.35%)	10.63%	(11.59%)
YORKSHIRE	51.35%	(52.52%)	38.29%	(36.25%)	10.36%	(11.23%)
CENTRAL SCOTLAND	47.57%	(47.81%)	41.30%	(40.36%)	11.13%	(11.83%)
WALES & THE WEST	49.23%	(49.75%)	39.76%	(38.49%)	11.01%	(11.76%)
SOUTH & SOUTH EAST	43.58%	(43.90%)	44.16%	(42.57%)	12.26%	(13.53%)
NORTH EAST	45.64%	(47.49%)	42.55%	(40.53%)	11.81%	(11.98%)
EAST OF ENGLAND	46.83%	(46.59%)	41.61%	(40.79%)	11.56%	(12.62%)
SOUTH WEST	45.38%	(44.64%)	43.87%	(44.99%)	10.75%	(10.37%)
ULSTER	47.29%	(50.25%)	42.46%	(38.87%)	10.25%	(10.88%)
BORDER	48.63%	(48.51%)	37.27%	(37.13%)	14.10%	(14.36%)
NORTH SCOTLAND	48.66%	(50.67%)	40.46%	(37.54%)	10.88%	(11.79%)

During April the programmes with the highest audience were:-

Millions
of Viewers*

1.	THIS IS YOUR LIFE (Wed 31st Mar)	THAMES	17.90
2.	CORONATION STREET (Wed 31st Mar)	GRANADA	17.25
2.=	ITN NEWS (20.45 hrs) (Sun 25th Apr)	ITN	17.25
4.	CORONATION STREET (Wed 7th Apr)	GRANADA	16.90
5.	HART TO HART (Sun 2nd May)	ITV	16.45
6.	THE BENNY HILL SHOW (Wed 7th Apr)	THAMES	16.20
7.	ITN NEWS (20.45 hrs) (Sun 2nd May)	ITN	16.10
8.	CORONATION STREET (Wed 21st Apr)	GRANADA	15.95
9.	CORONATION STREET (Wed 14th Apr)	GRANADA	15.90
10.	CORONATION STREET (Mon 29th Mar)	GRANADA	15.75
11.	HART TO HART (Sun 25th Apr)	ITV	15.70
12.	FAMILY FORTUNES (Fri 16th Apr)	CENTRAL	15.60
12.=	CORONATION STREET (Wed 28th Apr)	GRANADA	15.60
14.	CORONATION STREET (Mon 5th Apr)	GRANADA	15.40
14.=	FAMILY FORTUNES (Fri 23rd Apr)	CENTRAL	15.40
16.	CORONATION STREET (Mon 19th Apr)	GRANADA	15.15
17.	MINDER (Wed 7th Apr)	THAMES	15.00
18.	MINDER (Wed 31st Mar)	THAMES	14.95
18.=	BY THE SEA (Mon 12th Apr)	BBC	14.95
20.	A KIND OF LOVING (Sun 25th Apr)	GRANADA	14.65
20.=	FAMILY FORTUNES (Fri 30th Apr)	CENTRAL	14.65
22.	3-2-1 (Sat 3rd Apr)	YORKSHIRE	14.60
22.=	CORONATION STREET (Mon 26th Apr)	GRANADA	14.60
24.	EUROPEAN SONG CONTEST 1982 (Sat 24th Apr)	BBC	14.45
25.	GIVE US A CLUE (Tue 13th Apr)	THAMES	14.25
26.	3-2-1 (Sat 17th Apr)	YORKSHIRE	14.20
27.	THE BOUNDER (Fri 23rd Apr)	YORKSHIRE	14.05
27.=	TV TIMES TOP TEN AWARDS (Wed 28th Apr)	THAMES	14.05
29.	3-2-1 (Sat 24th Apr)	YORKSHIRE	13.95
29.=	NEWS AND SPORT (Sat 24th Apr)	BBC	13.95
31.	OPEN ALL HOURS (Sun 4th Apr)	BBC	13.85
32.	WHERE THERE'S LIFE (Wed 31st Mar)	YORKSHIRE	13.80
32.=	3-2-1 (Sat 10th Apr)	YORKSHIRE	13.80
32.=	NEWS AND SPORT (Sat 10th Apr)	BBC	13.80
32.=	GIVE US A CLUE (Tue 20th Apr)	THAMES	13.80
36.	DEAD ERNEST (Mon 29th Mar)	CENTRAL	13.75
37.	OPEN ALL HOURS (Sun 25th Apr)	BBC	13.70
38.	FAMILY FORTUNES (Fri 2nd Apr)	CENTRAL	13.45
39.	WE'LL MEET AGAIN (Fri 30th Apr)	LWT	13.40
39.=	3-2-1 (Sat 1st May)	YORKSHIRE	13.40
41.	GIVE US A CLUE (Tue 6th Apr)	THAMES	13.35
41.=	A KIND OF LOVING (Sun 2nd May)	GRANADA	13.35
43.	OPEN ALL HOURS (Sun 18th Apr)	BBC	13.30
43.=	WE'LL MEET AGAIN (Fri 23rd Apr)	LWT	13.30
45.	DALLAS (Sat 10th Apr)	BBC	13.25
46.	CROSSROADS (Thur 1st Apr)	CENTRAL	13.20
46.=	THE BOUNDER (Fri 30th Apr)	YORKSHIRE	13.20
48.	CROSSROADS (Thur 22nd Apr)	CENTRAL	13.05
48.=	CROSSROADS (Thur 29th Apr)	CENTRAL	13.05
50.	NINE O'CLOCK NEWS (Wed 14th Apr)	BBC	13.00
50.=	WE'LL MEET AGAIN (Fri 16th Apr)	LWT	13.00

* Average audience size over the duration of the programme