

news release

AUDIENCE SHARES

MAY 1982

BBC1	36.93%	(39.42%)	}	Total 53.46% (50.19%)
BBC2	16.53%	(10.77%)		
ITV	46.54%	(49.81%)		

The figures for last month (April) 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 1.02 hours; BBC2 0.47 hours; and ITV 1.27 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 (April) are given in brackets.

	ITV		BBC1		BBC2	
ITV NETWORK	46.54%	(49.81%)	36.93%	(39.42%)	16.53%	(10.77%)
LONDON	43.32%	(46.08%)	39.71%	(42.87%)	16.97%	(11.05%)
EAST & WEST						
MIDLANDS	44.73%	(46.89%)	38.13%	(41.04%)	17.14%	(12.07%)
NORTH WEST	46.76%	(51.30%)	36.34%	(38.07%)	16.90%	(10.63%)
YORKSHIRE	47.10%	(51.35%)	35.49%	(38.29%)	17.41%	(10.36%)
CENTRAL SCOTLAND	44.30%	(47.57%)	38.56%	(41.30%)	17.14%	(11.13%)
WALES & THE WEST	46.86%	(49.23%)	35.52%	(39.76%)	17.62%	(11.01%)
SOUTH & SOUTH						
EAST	40.17%	(43.58%)	41.93%	(44.16%)	17.90%	(12.26%)
NORTH EAST	41.01%	(45.64%)	40.26%	(42.55%)	18.73%	(11.81%)
EAST OF ENGLAND	44.32%	(46.83%)	39.11%	(41.61%)	16.57%	(11.56%)
SOUTH WEST	43.24%	(45.38%)	42.94%	(43.87%)	13.82%	(10.75%)
ULSTER	43.50%	(47.29%)	37.92%	(42.46%)	18.58%	(10.25%)
BORDER	43.13%	(48.63%)	35.26%	(37.27%)	21.61%	(14.10%)
NORTH SCOTLAND	44.62%	(48.66%)	40.13%	(40.46%)	15.25%	(10.88%)

The Network Share figure is based on all BBC viewing and all ITV viewing in the UK.

For an individual ITV Region, however, the share of audience is based upon the viewing of the individual ITV Channel, and all BBC viewing, in its Region. This, therefore, understates the total ITV share to the extent that there is viewing in that Region of another ITV Region's transmissions. There is no effect on Network shares or audiences.

During May the programmes with the highest audience were:-

			Millions of Viewers*
1.	CORONATION STREET (Wed 5th May)	GRANADA	16.15
2.	CORONATION STREET (Wed 19th May)	GRANADA	15.10
3.	CORONATION STREET (Mon 10th May)	GRANADA	14.90
3.=	CORONATION STREET (Mon 24th May)	GRANADA	14.90
5.	CORONATION STREET (Mon 17th May)	GRANADA	14.55
6.	MURDER IS EASY (Mon 3rd May)	ITV	14.20
7.	MAIN NEWS 21.30 (Thur 27th May)	BBC	14.05
8.	CARRY ON BEHIND (Tue 25th May)	ITV	14.00
9.	CORONATION STREET (Mon 3rd May)	GRANADA	13.90
10.	CORONATION STREET (Wed 12th May)	GRANADA	13.80
11.	NINE O'CLOCK NEWS (Fri 21st May)	BBC	13.70
12.	WE'LL MEET AGAIN (Fri 14th May)	LWT	13.65
13.	FAMILY FORTUNES (Fri 7th May)	CENTRAL	13.60
13.=	CORONATION STREET (Wed 26th May)	GRANADA	13.60
15.	FAMILY FORTUNES (Fri 21st May)	CENTRAL	13.40
16.	THE BOUNDER (Fri 7th May)	YORKSHIRE	13.30
17.	WE'LL MEET AGAIN (Fri 7th May)	LWT	13.20
17.=	EUROPEAN CUP FINAL (Wed 26th May)	ITV	13.20
19.	CROSSROADS (Thur 6th May)	CENTRAL	13.10
20.	GIVE US A CLUE (Tue 4th May)	THAMES	12.95
21.	A KIND OF LOVING (Sun 23rd May)	GRANADA	12.80
22.	WHERE THERE'S LIFE ... (Wed 5th May)	YORKSHIRE	12.75
22.=	ITN NEWS 20.45 (Sun 9th May)	ITN	12.75
24.	CROSSROADS (Thur 20th May)	CENTRAL	12.65
25.	TOP OF THE POPS (Thur 6th May)	BBC	12.60
26.	CROSSROADS (Wed 5th May)	CENTRAL	12.55
27.	CROSSROADS (Thur 13th May)	CENTRAL	12.50
28.	CROSSROADS (Tue 4th May)	CENTRAL	12.45
28.=	THE MORECAMBE & WISE SHOW (Tue 4th May)	THAMES	12.45
28.=	THE FALL GUY (Fri 7th May) (All except S.W.)	ITV	12.45
28.=	CROSSROADS (Wed 12th May)	CENTRAL	12.45
32.	CROSSROADS (Tue 25th May)	CENTRAL	12.25
33.	CROSSROADS (Tue 18th May)	CENTRAL	12.20
34.	WHERE THERE'S LIFE ... (Wed 19th May)	YORKSHIRE	12.15
35.	CROSSROADS (Tue 11th May)	CENTRAL	12.00
35.=	GIVE US A CLUE (Tue 18th May)	THAMES	12.00
35.=	CROSSROADS (Wed 19th May)	CENTRAL	12.00
35.=	TOP OF THE POPS (Thur 20th May)	BBC	12.00
39.	NINE O'CLOCK NEWS (Tue 4th May)	BBC	11.95
39.=	THE BOUNDER (Fri 21st May)	YORKSHIRE	11.95
41.	NEWS 17.40 (Sat 22nd May)	BBC	11.90
42.	NINE O'CLOCK NEWS (Fri 28th May)	BBC	11.85
43.	NINE O'CLOCK NEWS (Thur 6th May)	BBC	11.80
44.	F.A. CUP FINAL REPLAY (Thur 27th May)	BBC	11.75
45.	HART TO HART (Sun 9th May)	ITV	11.70
45.=	THE MORECAMBE & WISE SHOW (Tue 11/5)	THAMES	11.70
45.=	THE MORECAMBE & WISE SHOW (Tue 18th May)	THAMES	11.70
48.	ITN NEWS 20.45 (Sun 23rd May)	ITN	11.55
49.	A KIND OF LOVING (Sun 9th May)	GRANADA	11.40
49.=	THE FALL GUY (Fri 21st May) (All except SW)	ITV	11.40

* Average audience size over the duration of the programme.