

AUDIENCE SHARES

FEBRUARY 1983

BBC1	40.0%	(36.1%)	}	Total BBC	49.0% (46.5%)
BBC2	9.0%	(10.4%)			
ITV	47.3%	(49.6%)	}	Total ITV	51.0% (53.5%)
CHANNEL 4	3.7%	(3.9%)			

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 four Channels was *BBC1 1.32 hours; BBC2 0.30 hours; **ITV 1.56 hours; and Channel 4 0.12 hours. The comparative figures for the corresponding month in 1982 were BBC1 1.36 hours; BBC2 0.45 hours and ITV 1.71 hours.

Share of Audience figures by Channel (ITV, Channel 4, BBC1* and BBC2) for the ITV** Network and for individual ITV** regions are given below. The figures for last month (January) are given in brackets).

	<u>ITV**</u>		<u>CHANNEL 4</u>	<u>BBC1*</u>		<u>BBC2</u>	
NETWORK	51.0%	(49.6%)	3.7% (3.9%)	40.0%	(36.1%)	9.0%	(10.4%)
LONDON	44.5%	(45.6%)	4.8% (4.3%)	42.0%	(39.4%)	8.7%	(10.7%)
EAST AND WEST	47.9%	(49.3%)	4.0% (3.7%)	39.3%	(36.4%)	8.8%	(10.6%)
MIDLANDS	46.0%	(49.4%)	3.6% (3.6%)	41.5%	(37.7%)	8.9%	(9.3%)
NORTH WEST	48.9%	(50.6%)	3.6% (3.8%)	38.5%	(35.1%)	9.0%	(10.5%)
YORKSHIRE	47.0%	(50.5%)	3.6% (3.5%)	39.1%	(35.1%)	10.3%	(10.9%)
CENTRAL SCOTLAND	43.2%	(46.7%)	6.3% (6.6%)	41.6%	(36.1%)	8.9%	(10.6%)
WALES & THE WEST	42.2%	(44.7%)	3.6% (3.7%)	44.6%	(40.7%)	9.6%	(10.9%)
SOUTH & SOUTH	44.5%	(46.8%)	4.8% (4.7%)	41.4%	(37.2%)	9.3%	(11.3%)
EAST	44.5%	(46.2%)	3.8% (4.1%)	43.0%	(38.5%)	8.7%	(11.2%)
NORTH EAST	46.3%	(45.1%)	2.2% (2.5%)	42.4%	(40.5%)	9.1%	(11.9%)
EAST OF ENGLAND	49.4%	(50.6%)	3.4% (3.6%)	39.2%	(36.2%)	8.0%	(9.6%)
SOUTH WEST	42.7%	(45.5%)	4.1% (4.2%)	41.3%	(36.5%)	11.9%	(13.8%)
ULSTER	49.6%	(50.6%)	3.6% (3.3%)	38.4%	(36.5%)	8.1%	(9.6%)
BORDER							
NORTH SCOTLAND							

The Network Share figures are based on all BBC viewing and all ITV viewing in the U.K.

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 of audiences.

* Includes viewing to BBC1 Breakfast Time.

** Includes viewing to TV-am.

During February the programmes with the highest audience were:-

			Millions* of Viewers
1.	CORONATION STREET (Wed 23rd Feb)	GRANADA	18.45
2.	CORONATION STREET (Mon 21st Feb)	GRANADA	17.85
3.	CORONATION STREET (Wed 16th Feb)	GRANADA	17.60
4.	CORONATION STREET (Wed 9th Feb)	GRANADA	17.25
5.	CORONATION STREET (Mon 7th Feb)	GRANADA	16.65
6.	CORONATION STREET (Wed 2nd Feb)	GRANADA	16.50
7.	CORONATION STREET (Mon 31st Jan)	GRANADA	16.45
8.	IT'LL BE ALRIGHT ON THE NIGHT 2 (Fri 4th Feb)	LWT	16.00
9.	THIS IS YOUR LIFE (Wed 16th Feb)	THAMES	15.65
10.	LAST OF THE SUMMER WINE (Sun 13th Feb)	BBC	15.60
11.	THIS IS YOUR LIFE (Wed 2nd Feb)	THAMES	15.30
11.=	LAST OF THE SUMMER WINE (Sun 20th Feb)	BBC	15.30
13.	THIS IS YOUR LIFE (Wed 23rd Feb)	THAMES	15.10
14.	LAST OF THE SUMMER WINE (Sun 6th Feb)	BBC	15.00
14.=	LAST OF THE SUMMER WINE (Sun 27th Feb)	BBC	15.00
16.	THIS IS YOUR LIFE (Wed 9th Feb)	THAMES	14.75
16.=	WISH YOU WERE HERE (Mon 21st Feb)	THAMES	14.75
18.	3-2-1 (Sat 5th Feb)	YORKSHIRE	14.60
18.=	TOM DICK AND HARRIET (Thur 17th Feb)	THAMES	14.60
20.	WISH YOU WERE HERE (Mon 31st Jan)	THAMES	14.55
21.	3-2-1 (Sat 12th Feb)	YORKSHIRE	14.40
22.	WISH YOU WERE HERE (Mon 7th Feb)	THAMES	14.05
23.	3-2-1 (Sat 19th Feb)	YORKSHIRE	14.00
24.	THAT'S MY BOY (Fri 18th Feb)	YORKSHIRE	13.80
25.	FAMILY FORTUNES (Fri 18th Feb)	CENTRAL	13.65
26.	CORONATION STREET (Thur 17th Feb)	GRANADA	13.60
27.	FAMILY FORTUNES (Fri 4th Feb)	CENTRAL	13.55
28.	THE PROFESSIONALS (Sun 6th Feb)	LWT	13.45
29.	CROSSROADS (Thur 17th Feb)	CENTRAL	13.40
29.=	3-2-1 (Sat 26th Feb)	YORKSHIRE	13.40
31.	MIKE YARWOOD IN PERSONS (Mon 7th Feb)	THAMES	13.35
31.=	FAMILY FORTUNES (Fri 11th Feb)	CENTRAL	13.35
33.	CROSSROADS (Wed 2nd Feb)	CENTRAL	13.25
34.	PUNCHLINES (Sat 5th Feb)	LWT	13.20
35.	CROSSROADS (Thur 10th Feb)	CENTRAL	13.15
35.=	CROSSROADS (Wed 16th Feb)	CENTRAL	13.15
35.=	THE CITADEL (Thur 17th Feb)	BBC	13.15
38.	MIKE YARWOOD IN PERSONS (Mon 31st Jan)	THAMES	13.10
38.=	THAT'S MY BOY (Fri 11th Feb)	YORKSHIRE	13.10
38.=	CROSSROADS (Wed 9th Feb)	CENTRAL	13.10
38.=	CROSSROADS (Wed 23rd Feb)	CENTRAL	13.10
42.	BERGERAC (Sun 13th Feb)	BBC	13.00
42.=	FAMILY FORTUNES (Fri 25th Feb)	CENTRAL	13.00
44.	BRASS (Mon 21st Feb)	GRANADA	12.95
44.=	THAT'S MY BOY (Fri 25th Feb)	YORKSHIRE	12.95
46.	CROSSROADS (Thur 3rd Feb)	CENTRAL	12.90
46.=	CROSSROADS (Thur 24th Feb)	CENTRAL	12.90
48.	THAT'S MY BOY (Fri 4th Feb) (Not shown North East)	YORKSHIRE	12.85
48.=	THE CITADEL (Thur 10th Feb)	BBC	12.85
48.=	EMMERDALE FARM (Thur 17th Feb)	YORKSHIRE	12.85

* Average audience size over the duration of the programme.