

THE MONTH'S TOP FIFTY PROGRAMMES.

Programme Title	Day & Date	Viewing Including Timeshift (millions)
1 EASTENDERS	Thu 05 March/Sun 08 March	21.95
2 CORONATION STREET	Wed 25 March/Sun 29 March	20.81
3 EASTENDERS	Thu 12 March/Sun 15 March	20.76
4 EASTENDERS	Thu 26 March/Sun 29 March	20.16
5 EASTENDERS	Thu 19 March/Sun 22 March	20.07
6 CORONATION STREET	Wed 11 March/Sun 15 March	20.02
7 CORONATION STREET	Fri 27 March/Sun 29 March	19.87
8 CORONATION STREET	Fri 20 March/Sun 22 March	19.80
9 EASTENDERS	Tue 17 March/Sun 22 March	19.60
10 CORONATION STREET	Mon 16 March	19.51
11 CORONATION STREET	Mon 02 March	19.49
12 EASTENDERS	Tue 03 March/Sun 08 March	19.46
13 EASTENDERS	Tue 10 March/Sun 15 March	19.39
14 CORONATION STREET	Fri 06 March/Sun 08 March	19.36
15 CORONATION STREET	Fri 13 March/Sun 15 March	19.27
16 CORONATION STREET	Mon 09 March	19.24
17 CORONATION STREET	Mon 23 March	19.21
18 EASTENDERS	Tue 24 March/Sun 29 March	18.72
19 CORONATION STREET	Wed 18 March/Sun 22 March	18.67
20 NEIGHBOURS (1333/1737)	Tue 24 March	18.00
21 NEIGHBOURS (1330/1737)	Tue 10 March	17.61
22 NEIGHBOURS (1330/1737)	Tue 03 March	17.56
23 NEIGHBOURS (1330/1737)	Mon 02 March	17.55
24 NEIGHBOURS (1334/1737)	Wed 25 March	17.44
25 NEIGHBOURS (1334/1737)	Wed 18 March	17.34
26 NEIGHBOURS (1330/1737)	Tue 17 March	17.20
27 NEIGHBOURS (1329/1737)	Mon 23 March	17.15
28 CORONATION STREET	Wed 04 March/Sun 08 March	17.13
29 NEIGHBOURS (1330/1737)	Thu 12 March	17.11
30 NEIGHBOURS (1338/1737)	Wed 11 March	17.05
31 NEIGHBOURS (1331/1737)	Fri 20 March	16.99
32 NEIGHBOURS (1329/1737)	Fri 27 March	16.96
33 NEIGHBOURS (1332/1737)	Wed 04 March	16.95
34 NEIGHBOURS (1331/1737)	Mon 09 March	16.94
35 NEIGHBOURS (1329/1737)	Thu 26 March	16.92
36 NEIGHBOURS (1331/1737)	Thu 19 March	16.82
37 NEIGHBOURS (1329/1737)	Fri 13 March	16.73
38 NEIGHBOURS (1330/1737)	Thu 05 March	16.56
39 NEIGHBOURS (1330/1737)	Mon 16 March	16.48
40 ONE FOOT IN/GRAVE	Sun 08 March	16.20
41 NEIGHBOURS (1330/1737)	Fri 06 March	16.08
42 INSPECTOR MORSE	Wed 25 March	16.02
43 INSPECTOR MORSE	Wed 11 March	15.62
44 NOEL'S HOUSE PARTY	Sat 21 March	15.47
45 WISH YOU WERE HERE	Mon 02 March	15.17
45= YOU'VE BEEN FRAMED	Sun 15 March	15.17
47 YOU'VE BEEN FRAMED	Sun 08 March	15.11
48 NOEL'S HOUSE PARTY	Sat 28 March	14.85
49 THIS IS YOUR LIFE	Wed 11 March	14.54
50 HOME AND AWAY (1324/1711)	Tue 17 March	14.43

BARB

BROADCASTERS'
AUDIENCE
RESEARCH
BOARD LTD

4 WEEKS ENDING
29 March 1992

THIS MONTH'S VIEWING SUMMARY

Produced for BARB

HOURS OF WEEKLY VIEWING AND SHARE OF TOTAL VIEWING Including Timeshift

Channel	Average Weekly Viewing per person		Share of Total Viewing	
	March (Hrs : Mins)	February (Hrs : Mins)	March (%)	February (%)
ALL/ANY TV	27:42	28:49	100.0	100.0
BBC 1 (incl. Brkfst Time)	9:34	9:54	34.5	34.3
BBC 2	2:26	2:44	8.8	9.4
TOTAL BBC	12:00	12:37	43.3	43.7
ITV (incl. T.V. am)	11:16	11:59	40.6	41.5
CHANNEL 4/S4C	3:06	2:54	11.1	10.0
TOTAL/ANY ITV	14:22	14:53	51.8	51.6
Other Viewing	1:20	1:19	4.7	4.5

DEFINITIONS

Share of Total Viewing - The percentage of total viewing accounted for by each channel.

Timeshift - Viewing of broadcast material recorded at home and played back within 7 days of recording.

Population - Individuals aged 4 and over in UK private households containing a TV set in working order.

Other Viewing - Viewing to channels other than ITV, CH4/S4C, BBC1, BBC2. This is for all households.

Satellite/Cable Viewing - Viewing in homes able to receive broadcasts either via dish antenna or cable.

SHARE OF VIEWING BY ITV REGION

	ITV		CHANNEL 4/S4C		BBC 1		BBC 2		OTHER VIEWING	
	Mar	Feb	Mar	Feb	Mar	Feb	Mar	Feb	Mar	Feb
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
London	39.0	39.9	11.1	9.7	33.7	34.7	9.1	9.8	6.8	5.7
Midlands E&W	41.1	42.0	10.5	9.4	34.0	33.3	8.6	9.5	5.5	5.5
North West	41.9	42.6	10.5	9.7	35.2	34.2	8.1	8.6	4.1	4.8
Yorkshire	41.1	41.4	11.4	10.4	35.2	35.0	8.1	8.9	4.0	4.1
C. Scotland	40.5	42.2	14.2	13.0	33.5	32.8	8.9	9.4	2.6	2.4
Wales & West	38.2	39.9	9.4	8.8	36.1	34.9	9.7	10.0	6.4	5.2
South & S. East	41.6	42.3	10.6	9.5	33.7	33.8	8.6	9.5	5.2	4.8
North East	39.9	40.2	11.6	11.2	34.7	34.5	8.8	9.3	4.8	4.4
East of England	38.8	38.4	10.4	9.2	34.6	35.0	9.6	10.9	6.4	6.2
South West	37.2	38.5	11.2	9.6	37.9	37.8	9.1	9.7	4.3	4.3
Ulster	43.7	44.6	10.7	10.2	30.5	30.5	6.4	6.9	8.5	7.5
Border	43.4	44.0	11.4	10.1	31.7	31.3	7.9	8.4	5.3	5.9
N. Scotland	44.6	45.6	11.7	10.6	30.7	31.1	7.9	8.1	4.9	4.4
Network	40.6	41.5	11.1	10.0	34.5	34.3	8.8	9.4	4.7	4.5

N.B 1. The Network Share figures are based on BBC viewing and all ITV viewing in the U.K. For an individual ITV region, however, the share of audience is based upon viewing to the individual ITV Channel and to the BBC regional transmitter(s) covering that ITV region.

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HOURS OF WEEKLY VIEWING AND SHARE OF TOTAL VIEWING - SATELLITE/CABLE Including Timeshift

Channel	Average Weekly Viewing per person		Share of Total Viewing	
	March (Hrs : Mins)	February (Hrs : Mins)	March (%)	February (%)
ALL/ANY TV	29:40	29:37	100.0	100.0
BBC 1 (incl. Brkfst Time)	7:28	7:35	25.1	25.5
BBC 2	1:40	1:46	5.6	5.9
TOTAL/ANY BBC	9:08	9:21	30.7	31.5
ITV (incl. T.V. am)	8:40	8:56	29.1	30.1
CHANNEL 4/S4C	1:56	1:53	6.5	6.3
TOTAL/ANY ITV	10:35	10:49	35.6	36.5
Total Terrestrial	19:43	20:09	66.4	68.0
Sky 1	2:28	2:14	8.3	7.5
Sky News	0:33	0:31	1.8	1.7
Sky Sports	1:42	1:13	5.7	4.0
The Movie Channel	0:59	1:03	3.3	3.5
Sky Movies	1:45	1:48	5.8	6.0
The Comedy Channel	0:07	0:10	0.3	0.5
Total B Sky B	7:34	6:58	25.5	23.5
Children's Channel	0:28	0:27	1.5	1.4
MTV	0:26	0:27	1.4	1.5
Lifestyle	0:17	0:16	0.9	0.9
Screensport	0:15	0:13	0.8	0.7
Total Astra	8:59	8:20	30.2	28.1
Others	0:58	1:08	3.2	3.7

TALKBACK - WITH PETER FIDDICK

ELECTION '92

First figure shows audience in millions followed by (percentage share of audience).

BBC: NINE O'CLOCK NEWS

W/E	MON	TUE	WED	THURS	FRI	AVERAGE
08.3	5.9 (26)	6.2 (25)	6.5 (29)	6.4 (25)	6.9 (29)	6.4 (28)
15.3	6.1 (25)	7.1 (28)	4.6 (18)	6.9 (30)	6.4 (28)	6.2 (21)
22.3	6.5 (30)	6.3 (26)	5.1 (23)	8.0 (34)	5.9 (26)	6.4 (28)
29.3	5.7 (23)	6.3 (27)	5.1 (20)	7.1 (30)	5.7 (25)	6.0 (25)
05.4	5.7 (23)	6.3 (26)	6.5 (26)	6.7 (29)	5.0 (22)	6.0 (25)

ITV: NEWS AT TEN

W/E	MON	TUE	WED	THURS	FRI	AVERAGE
08.3	7.6 (43)	6.1 (32)	7.2 (37)	4.0 (17)	5.9 (28)	5.8 (31)
15.3	7.4 (40)	6.0 (30)	8.1 (39)	4.8 (23)	5.3 (27)	6.3 (32)
22.3	5.9 (34)	5.3 (25)	5.6 (29)	4.5 (21)	5.3 (28)	5.3 (27)
29.3	7.3 (41)	5.5 (28)	7.3 (37)	5.1 (24)	5.1 (27)	6.1 (31)
05.4	8.7 (46)	6.1 (28)	7.3 (35)	5.2 (27)	6.0 (31)	6.7 (33)

W/E	Panorama	World/Action	This Week	Walden	Frost
08.3	3.9 (20)	6.6 (29)	5.5 (23)	1.2 (16)	1.3 (30)
15.3	4.0 (19)	9.7 (39)	7.2 (30)	0.9 (-)	1.5 (34)
22.3	4.2 (23)	10.6 (43)	5.1 (22)	1.7 (19)	1.4 (28)
29.3	2.8 (15)	6.7 (27)	6.0 (25)	1.9 (23)	1.2 (32)
05.4	2.8 (16)	5.9 (24)	5.9 (26)	1.2 (10)	1.4 (34)

History may tell future generations which party won the General Election of 1992, and by how many seats, but to judge by the cloudburst of rival opinions in the hours, days and now weeks immediately following, they will get little consensus on just how and why the campaign was won and lost. Much the same, I fear, will apply to the folk-memory's account of what happened in the television arena. For even as the campaign was running, different versions of its effect on the television audience were being propounded, and analyses in the wake of it have been no less diverse in their views of the base-line question: did all those politics and politicians switch on or off?

We are talking here, it has to be said, of the most basic view of the subject. The numbers who switched off, or even failed to turn up, might be said to be an indicator of lack of interest, but even the Appreciation Index would not yield too much about whether those who did tune in to Party Leader X, Y or Z either lapped up his every word or periodically kicked the cat.

But at least we can set out the key facts and offer some view of both their implications and their difficulties - which are several, including the basis on which to draw some comparison between them and appropriate non-election period. And since the main weeks of the election campaign fell within the March weeks dealt with in this Monthly Summary, it is stretching the point only slightly to deal with the whole period.

The main special tables this month therefore show both the daily ratings of the two main news programmes - BBC1's Nine O'Clock News and ITV's News At Ten - and their percentage share of the total viewing audience in their time-slots, from the week before the election was announced (w/e 8th March) to the final weekend of the campaign (w/e 5th April). Looking at the daily figures, we see the way analysis of the weekly averages, given in the final column of both tables, and published by the broadcasters themselves and others during the campaign, risks ironing out significant shifts within the week, some of which are quite clearly caused by non-election factors.

A couple of specific examples make the point. The Nine O'Clock News on Thursday, 19th March, has an audience of 8.0 million and a 34 per cent share, substantially higher than it managed on any other day that week or any other Thursday: this was the day it was followed by the immensely popular Crime Watch UK. The previous week, on Wednesday 11th, it was up against ITV's Morse: so on the day the election was announced it registered its lowest audience and share of the entire period. By the same token, News At Ten on the 11th boosted to a 39 per cent share and 8.1 million. But News At Ten's best performances tend to come on Mondays, where, during the campaign, the extended BBC1 News pushed Panorama to a 9:50pm start. The benefit of ITN's programme is evident with shares of 41 and 46 per cent in the later weeks.

For both sides, these figures boost averages. But running an eye down almost any column, with these non-election factors in mind, gives a better view of how viewing trends changed through the course of the election. I leave readers to draw their own conclusions of the extent to which, compared with the first week in the month, when much the same schedules were running, there was or was not any drop-off during the campaign. Given the way domestic politics were imposed on the news programmes' agendas, I would have thought that Panorama apart - and the third table shows figures for the main current affairs programmes - audiences were not conspicuous by their absence.