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Conservative and Unionist Central Office

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THE BARONESS YOUNG

26th November, 1979

My dear Richard

I am enclosing the audience figures for radio and television current affairs and news programmes. The sources are the BBC for BBC programmes and the IBA for commercial television and radio programmes. The BBC claim that ITV exaggerate their audience by 10%, ITV claim that the BBC exaggerate their audiences by between 10 - 20%. What is incontrovertible is that since the strike the ITV have shown a considerable down turn. The figures here are based on a yearly average.

Yours

Gordon

Gordon Reece

Richard Ryder, Esq.,

Conservative and Unionist Central Office

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Memorandum from:

To: Gordon Reece

Date:

14th November 1979

Audience Figures

Below are the Television figures nationally:-

BBC1 5.40 News Averages between $8\frac{1}{2}$ and 10 million (2)

BBC1 Nationwide Averages about 11.2 million (1)

BBC1 9 o'clock News Averages about 9 million (3)

BBC1 Panorama Average 4 million (4)

ITN 5.45 News Average 10.5 million (2)

Thames at Six Average 10 million
ITV

News at Ten ITN Average 9 million (3)

World in Action ITV Average 6 million

Television figures are average as numbers tend to vary from season to season.

Radio figures are slightly more complicated. This first set of figures are the national figures for one week, and are not divided into times of day.

All Commerical Radio Stations	average	14.3 million	<u>IRN</u>
BBC Radio One	average	13.2 million	
BBC Radio Two	average	10.9 million	
BBC Radio Three	average	2.5 million	
BBC Radio Four	average	6.6 million	
BBC local Radio	average	4.9 million	

Radio figures for the London area within one week:-

Capital	average 4.1 million
LBC	average 2.2 million
Radio One	average 4.4 million
Radio Two	average 4.2 million
Radio Three	average 1.2 million
Radio Four	average 2.9 million
BBC Radio London	average 1.1 million

The peak time for listening to Radio is at breakfast time.

The radio listening figure for the Today programme nationally is:-

6.30 - 7.00 a.m.	250,000 - 300,000
7.00 a.m.	1.2 million
7.30 a.m.	1.5 million
8.00 a.m.	2 million
8.35 a.m.	1.3 million

These are national figures and I am afraid could not get London Area figures for the above.

London Area for the Commercial Stations at breakfast time is as follows:-

LBC AM 7.00 a.m.	316,000
LBC AM 8.00 - 8.30	370,000
Capital 7.00 - 7.30	842,000
8.30 - 9.00	850,000

In the evening Capital Radio has a listening population of about 250,000 and LBC 100,000

In comparing the LBC AM Programme figures with those of Radio 4 it should be borne in mind that LBC refers to London only and the BBC is nationwide. The full independent radio audience for the hour should therefore be multiplied by six to take into account the other regional outlets.

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