

THE MONTH'S VIEWING IN SUMMARY

MARCH 1985

Period 4 W/E 31ST MARCH 1985

Produced for BARB by AGB

HOURS OF DAILY VIEWING AND SHARE OF TOTAL VIEWING OF INDIVIDUALS

Channel	Average Daily Viewing per Head		Share of Total Viewing	
	MAR	(FEB)	MAR	(FEB)
	Hrs : Mins	(Hrs : Mins)	%	(%)
ALL TV	3 : 55	(4 : 10)	100.0	(100.0)
BBC1 (incl. Brkfast Time)	1 : 27	(1 : 29)	37.1	(35.5)
BBC2	0 : 22	(0 : 23)	9.4	(9.1)
TOTAL BBC	1 : 49	(1 : 52)	46.5	(44.6)
ITV (Incl. TV-am)	1 : 50	(1 : 59)	46.6	(47.7)
CHANNEL 4 / S4C	0 : 16	(0 : 19)	6.9	(7.7)
TOTAL ITV	2 : 06	(2 : 19)	53.5	(55.4)

Definitions

- Average Daily Viewing per Head — the number of hrs:mins spent by individuals viewing each channel as a daily average over the population.
- Share of Total Viewing — the percentage of total TV viewing time accounted for by each channel is the viewing times in (i) above percentage on the total.

The population in each case is all individuals aged four and over in UK private households containing a TV set in working order.

Share of Total Viewing by ITV Region

	ITV		CHANNEL 4 / S4C		BBC1		BBC2	
	MAR	(FEB)	MAR	(FEB)	MAR	(FEB)	MAR	(FEB)
	%	(%)	%	(%)	%	(%)	%	(%)
LONDON	43.6	(45.2)	6.8	(7.9)	39.8	(37.8)	9.7	(9.1)
MIDLANDS (E & W)	47.7	(48.3)	6.6	(7.7)	36.0	(34.9)	9.6	(9.1)
NORTH WEST	47.2	(47.8)	7.1	(7.9)	36.0	(35.3)	9.7	(9.1)
YORKSHIRE	50.2	(50.6)	6.4	(7.5)	34.7	(33.6)	8.7	(8.4)
C. SCOTLAND	45.6	(45.5)	7.4	(8.6)	37.2	(35.8)	9.7	(10.0)
WALES & THE WEST	46.4	(46.6)	6.2	(7.3)	37.3	(36.2)	10.1	(9.9)
SOUTH & SOUTH EAST	45.6	(45.2)	5.9	(6.7)	39.3	(38.6)	9.2	(9.5)
NORTH EAST	45.5	(47.1)	8.9	(9.4)	37.0	(35.4)	8.6	(8.1)
EAST OF ENGLAND	47.0	(48.5)	5.6	(6.6)	38.2	(35.4)	9.2	(9.4)
SOUTH WEST	41.2	(41.6)	6.2	(7.1)	44.0	(42.2)	8.7	(9.1)
ULSTER	47.3	(47.2)	5.9	(7.3)	36.6	(35.7)	10.2	(9.9)
BORDER	47.0	(46.8)	7.1	(7.7)	36.9	(36.3)	8.9	(9.2)
N. SCOTLAND	46.5	(47.0)	5.9	(6.6)	39.1	(37.8)	8.6	(8.6)
NETWORK	46.6	(47.7)	6.9	(7.7)	37.1	(35.5)	9.4	(9.1)

N.B. 1. 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 viewing to the individual ITV Channel and to the BBC regional transmitter(s) covering that ITV region.

2. The figures in brackets refer to the previous month.

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TOP 50 PROGRAMMES

4 weeks ending 31.3

Programme Title	Day & Date	Originating Programme Company	Individuals Viewing (millions)
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During March, the programmes with the highest Audiences were :-

1	Coronation Street	(Wed 20th Mar)	Granada	19.40
2	Coronation Street	(Wed 13th Mar)	Granada	18.25
3	Coronation Street	(Wed 6th Mar)	Granada	18.05
4	Coronation Street	(Mon 4th Mar)	Granada	17.90
5	Coronation Street	(Mon 11th Mar)	Granada	17.70
6	A Royal Night of One Hundred Stars	(Sun 31st Mar)	LWT	17.65
7	Coronation Street	(Mon 25th Mar)	Granada	17.20
8	Coronation Street	(Mon 18th Mar)	Granada	16.95
8=	Coronation Street	(Wed 27th Mar)	Granada	16.95
10	The Two Ronnies	(Wed 20th Mar)	BBC1	16.40
11	Last of the Summer Wine	(Sun 10th Mar)	BBC1	16.35
12	Last of the Summer Wine	(Sun 24th Mar)	BBC1	16.15
13	The Two Ronnies	(Wed 6th Mar)	BBC1	16.10
14	Last of the Summer Wine	(Sun 17th Mar)	BBC1	15.7
14=	Only Fools and Horses	(Thu 21st Mar)	BBC1	15.75
16	Miss Marple : A Pocketful of Rye	(Thu 7th Mar)	BBC1	15.70
17	Dempsey and Makepeace	(Fri 22nd Mar)	LWT	15.30
17=	Cover Her Face	(Sun 24th Mar)	Anglia	15.30
19	Dallas	(Wed 27th Mar)	BBC1	14.95
20	One by One	(Sat 23rd Mar)	BBC1	14.85
20=	The Laughter Show	(Sat 23rd Mar)	BBC1	14.85
20=	That's Life	(Sun 24th Mar)	BBC1	14.85
23	The Laughter Show	(Sat 9th Mar)	BBC1	14.70
23=	This is Your Life	(Wed 13th Mar)	Thames	14.70
25	Crossroads	(Tue 5th Mar)	Central	14.65
25=	Crossroads	(Thu 21st Mar)	Central	14.65
27	Emmerdale Farm	(Tue 26th Mar)	Yorkshire	14.55
27=	Last of the Summer Wine	(Sun 31st Mar)	BBC1	14.55
29	Q.E.D.	(Wed 6th Mar)	BBC1	14.50
30	Nine O'Clock News	(Wed 20th Mar)	BBC1	14.45
30=	Crossroads	(Tue 26th Mar)	Central	14.45
30=	Only Fools and Horses	(Thu 28th Mar)	BBC1	14.45
33	The Laughter Show	(Sat 16th Mar)	BBC1	14.35
33=	Miss Marple : A Pocketful of Rye	(Fri 8th Mar)	BBC1	14.35
33=	That's Life	(Sun 10th Mar)	BBC1	14.35
33=	Crossroads	(Tue 19th Mar)	Central	14.35
37	One by One	(Sat 16th Mar)	BBC1	14.30
38	One by One	(Sat 9th Mar)	BBC1	14.20
38=	Cover Her Face	(Sun 10th Mar)	Anglia	14.20
38=	That's Life	(Sun 17th Mar)	BBC1	14.20
38=	Hooper	(Sat 30th Mar)	BBC1	14.20
42	Are You Being Served?	(Mon 4th Mar)	BBC1	14.10
42=	Wish You Were Here	(Wed 6th Mar)	Thames	14.10
42=	Crossroads	(Tue 12th Mar)	Central	14.10
42=	Crossroads	(Thu 14th Mar)	Central	14.10
42=	Dempsey and Makepeace	(Fri 15th Mar)	LWT	14.10
47	Crossroads	(Wed 6th Mar)	Central	14.05
48	Crossroads	(Thu 28th Mar)	Central	13.95
49	This is Your Life	(Wed 27th Mar)	Thames	13.90
49=	The Two Ronnies	(Wed 13th Mar)	BBC1	13.90
49=	Eastenders	(Tue 5th Mar)	BBC1	13.90
49=	Are You Being Served?	(Mon 11th Mar)	BBC1	13.90

N.B. Individuals Viewing (millions) is the average of the audience size over the duration of the programme.