

THE MONTH'S VIEWING IN SUMMARY

SEPTEMBER 1985

Period

4 W/E 29th SEPTEMBER 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	
	SEPTEMBER	(AUGUST)	SEPTEMBER	(AUGUST)
	Hrs : Mins	(Hrs : Mins)	%	(%)
ALL TV	3 : 18	(3 : 27)	100.0	(100.0)
BBC1 (incl. Brkfst Time)	1 : 10	(1 : 10)	35.1	(33.4)
BBC2	0 : 20	(0 : 26)	10.3	(12.7)
TOTAL BBC	1 : 30	(1 : 36)	45.4	(46.1)
ITV (Incl. TV-am)	1 : 35	(1 : 35)	48.0	(46.0)
CHANNEL 4 / S4C	0 : 13	(0 : 16)	6.6	(7.9)
TOTAL ITV	1 : 48	(1 : 51)	54.6	(53.9)

Definitions

- (i) Average Daily Viewing per Head — the number of hrs:mins spent by individuals viewing each channel as a daily average over the population.
- (ii) Share of Total Viewing — the percentage of total TV viewing time accounted for by each channel is the viewing times in (i) above percentaged 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	
	SEP	(AUG)	SEP	(AUG)	SEP	(AUG)	SEP	(AUG)
	%	(%)	%	(%)	%	(%)	%	(%)
LONDON	47.4	(46.6)	6.0	(7.7)	36.7	(33.3)	9.8	(12.4)
MIDLANDS	49.7	(47.1)	6.2	(7.1)	33.8	(32.1)	10.3	(13.6)
NORTH WEST	49.4	(45.6)	6.3	(7.8)	34.5	(33.7)	9.8	(12.9)
YORKSHIRE	52.8	(49.2)	6.1	(7.2)	31.7	(31.4)	9.4	(12.2)
C SCOTLAND	47.6	(47.0)	7.4	(8.5)	34.9	(32.7)	10.1	(11.8)
WALES & THE WEST	50.6	(47.1)	6.3	(7.2)	33.4	(33.4)	9.7	(12.3)
SOUTH & SOUTH EAST	47.4	(45.6)	4.6	(6.1)	37.7	(35.2)	10.2	(13.2)
NORTH EAST	49.6	(42.5)	7.1	(9.3)	34.4	(36.1)	8.8	(12.1)
EAST OF ENGLAND	48.0	(48.2)	5.1	(6.2)	37.3	(33.4)	9.6	(12.2)
SOUTH WEST	45.8	(44.8)	5.3	(6.9)	39.3	(36.6)	9.6	(11.6)
ULSTER	50.3	(46.7)	5.9	(8.0)	33.5	(33.3)	10.3	(12.0)
BORDER	52.7	(47.6)	5.4	(7.7)	33.4	(32.8)	8.5	(11.9)
N SCOTLAND	48.7	(46.3)	6.0	(8.0)	35.9	(34.4)	9.4	(11.3)
NETWORK	48.0	(46.0)	6.6	(7.9)	35.1	(33.4)	10.3	(12.7)

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.

Further enquiries to Michael De Salis, BARB, Knighton House,
56 Mortimer Street, London W1 Tel: 01-636 6866

TOP 50 PROGRAMMES

	Programme Title	Day & Date	Originating Programme Company	Individuals Viewing (millions)
During September, the programmes with the highest Audiences were:				
1	Open All Hours	(Sun 29 Sep)	BBC1	16.85
2	Coronation Street	(Mon 2 Sep)	GRANADA	16.45
3	Fresh Fields	(Wed 4 Sep)	THAMES	16.35
4	Open All Hours	(Sun 8 Sep)	BBC1	16.15
5	Open All Hours	(Sun 15 Sep)	BBC1	15.95
5=	Open All Hours	(Sun 22 Sep)	BBC1	15.95
5=	Coronation Street	(Mon 23 Sep)	GRANADA	15.95
8	Fresh Fields	(Wed 25 Sep)	THAMES	15.70
9	Coronation Street	(Mon 16 Sep)	GRANADA	15.65
10	Superman III	(Thu 5 Sep)	ITV	15.60
11	Coronation Street	(Mon 9 Sep)	GRANADA	15.45
12	Coronation Street	(Wed 4 Sep)	GRANADA	15.30
12=	Eastenders	(Thu 19/Sun 22 Sep)	BBC1	15.30
14	The Brothers McGregor	(Wed 4 Sep)	GRANADA	15.15
15	Eastenders	(Thu 12/Sun 15 Sep)	BBC1	15.10
15=	In Sickness And In Health	(Sun 15 Sep)	BBC1	15.10
15=	Eastenders	(Thu 26/Sun 29 Sep)	BBC1	15.10
18	Fresh Fields	(Wed 18 Sep)	THAMES	15.05
19	Coronation Street	(Wed 18 Sep)	GRANADA	15.00
20	Coronation Street	(Wed 25 Sep)	GRANADA	14.95
21	Minder	(Wed 25 Sep)	THAMES	14.90
22	In Sickness And In Health	(Sun 8 Sep)	BBC1	14.70
23	Eastenders	(Tue 3/Sun 8 Sep)	BBC1	14.55
24	Minder	(Wed 4 Sep)	THAMES	14.50
25	Minder	(Wed 18 Sep)	THAMES	14.20
26	Coronation Street	(Wed 11 Sep)	GRANADA	13.90
27	Minder	(Wed 11 Sep)	THAMES	13.85
28	Eastenders	(Tue 24/Sun 29 Sep)	BBC1	13.80
29	Fresh Fields	(Wed 11 Sep)	THAMES	13.75
30	The Secret Diary Of Adrian Mole, Aged 13 $\frac{3}{4}$	(Mon 16 Sep)	THAMES	13.70
31	The Secret Diary of Adrian Mole, Aged 13 $\frac{3}{4}$	(Mon 23 Sep)	THAMES	13.60
32	Eastenders	(Tue 17/Sun 22 Sep)	BBC1	13.50
33	Lace II	(Mon 2 Sep)	ITV	13.30
34	Eastenders	(Tue 10/Sun 15 Sep)	BBC1	13.25
35	In Sickness And In Health	(Sun 29 Sep)	BBC1	12.95
36	The Brothers McGregor	(Wed 18 Sep)	GRANADA	12.80
36=	The Brothers McGregor	(Wed 25 Sep)	GRANADA	12.80
38	World Championship Boxing (1)	(Sat 28 Sep)	BBC1	12.65
39	The Brothers McGregor	(Wed 11 Sep)	GRANADA	12.55
39=	Dempsey And Makepeace	(Sat 21 Sep)	LWT	12.55
39=	Just Good Friends	(Thu 26 Sep)	BBC1	12.55
42	Ever Decreasing Circles	(Mon 23 Sep)	BBC1	12.40
43	Dempsey And Makepeace	(Sat 14 Sep)	LWT	12.20
44	Whickers World	(Sun 8 Sep)	BBC1	12.00
44=	Russ Abbot's Madhouse	(Sat 14 Sep)	LWT	12.00
44=	Deadly Messages	(Sun 15 Sep)	ITV	12.00
47	Eastenders	(Thu 5/Sun 8 Sep)	BBC1	11.95
47=	3-2-1	(Sat 21 Sep)	YORKSHIRE	11.95
49	News and Sport (21:23)	(Sat 28 Sep)	BBC1	11.90
50	Blankety Blank	(Fri 27 Sep)	BBC1	11.80

(1) Network Except Ulster

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