

THE MONTH'S VIEWING IN SUMMARY

OCTOBER 1985

Period 5 W/E 3rd NOVEMBER 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	
	OCTOBER Hrs : Mins	(SEPTEMBER) (Hrs : Mins)	OCTOBER %	(SEPTEMBER) (%)
ALL TV	3 : 37	(3 : 18)	100.0	(100.0)
BBC1 (incl. Brkfast Time)	1 : 18	(1 : 10)	36.0	(35.1)
BBC2	0 : 24	(0 : 20)	11.1	(10.3)
TOTAL BBC	1 : 42	(1 : 30)	47.1	(45.4)
ITV (Incl. TV-am)	1 : 39	(1 : 35)	45.7	(48.0)
CHANNEL 4 / S4C	0 : 16	(0 : 13)	7.2	(6.6)
TOTAL ITV	1 : 55	(1 : 48)	52.9	(54.6)

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 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	
	OCT %	(SEP) (%)	OCT %	(SEP) (%)	OCT %	(SEP) (%)	OCT %	(SEP) (%)
LONDON	45.3	(47.4)	6.8	(6.0)	37.5	(36.7)	10.5	(9.8)
MIDLANDS	46.5	(49.7)	6.7	(6.2)	35.0	(33.8)	11.8	(10.3)
NORTH WEST	47.7	(49.4)	6.9	(6.3)	34.8	(34.5)	10.6	(9.8)
YORKSHIRE	48.9	(52.8)	6.9	(6.1)	33.8	(31.7)	10.4	(9.4)
C. SCOTLAND	44.6	(47.6)	8.8	(7.4)	35.6	(34.9)	11.1	(10.1)
WALES & THE WEST	47.6	(50.6)	6.6	(6.3)	34.4	(33.4)	11.4	(9.7)
SOUTH & SOUTH EAST	45.2	(47.4)	5.7	(4.6)	38.2	(37.7)	10.8	(10.2)
NORTH EAST	46.9	(49.6)	6.9	(7.1)	35.6	(34.4)	10.6	(8.8)
EAST OF ENGLAND	45.9	(48.0)	5.4	(5.1)	38.2	(37.3)	10.5	(9.6)
SOUTH WEST	42.8	(45.8)	6.2	(5.3)	41.2	(39.3)	9.9	(9.6)
ULSTER	48.1	(50.3)	6.4	(5.9)	34.2	(33.5)	11.3	(10.3)
BORDER	50.0	(52.7)	6.2	(5.4)	33.8	(33.4)	10.0	(8.5)
N. SCOTLAND	46.6	(48.7)	7.7	(6.0)	36.6	(35.9)	9.1	(9.4)
NETWORK	45.7	(48.0)	7.2	(6.6)	36.0	(35.1)	11.1	(10.3)

- 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 October, the programmes with the highest Audiences were:				
1	Eastenders	(Thu 31 Oct/Sun 3 Nov)	BBC1	19.25
2	Open All Hours	(Sun 6 Oct)	BBC1	18.95
3	Open All Hours	(Sun 13 Oct)	BBC1	18.80
4	The Prince and Princess of Wales	(Sun 20 Oct)	ITN	18.60
5	Eastenders	(Tue 29 Oct/Sun 3 Nov)	BBC1	18.05
6	Eastenders	(Thu 3 Oct/Sun 6 Oct)	BBC1	17.75
7	Fresh Fields	(Wed 9 Oct)	THAMES	17.50
8	Eastenders	(Thu 24 Oct/Sun 27 Oct)	BBC1	16.85
9	Coronation Street	(Mon 28 Oct)	GRANADA	16.75
10	Coronation Street	(Wed 9 Oct)	GRANADA	16.70
10=	Eastenders	(Thu 17 Oct/Sun 20 Oct)	BBC1	16.70
12	Fresh Fields	(Wed 2 Oct)	THAMES	16.65
13	Eastenders	(Thu 10 Oct/Sun 13 Oct)	BBC1	16.60
13=	Eastenders	(Tue 22 Oct/Sun 27 Oct)	BBC1	16.60
15	Coronation Street	(Wed 30 Oct)	GRANADA	16.35
16	Coronation Street	(Mon 7 Oct)	GRANADA	16.20
16=	Eastenders	(Tue 15 Oct/Sun 20 Oct)	BBC1	16.20
18	Coronation Street	(Mon 21 Oct)	GRANADA	16.15
19	Eastenders	(Tue 1 Oct/Sun 6 Oct)	BBC1	16.10
20	Coronation Street	(Mon 30 Sep)	GRANADA	15.95
20=	Eastenders	(Tue 8 Oct/Sun 13 Oct)	BBC1	15.95
22	Coronation Street	(Wed 16 Oct)	GRANADA	15.90
23	Coronation Street	(Mon 14 Oct)	GRANADA	15.85
24	Last Of The Summer Wine	(Sun 3 Nov)	BBC1	15.70
25	Coronation Street	(Wed 2 Oct)	GRANADA	15.55
25=	In Sickness And In Health	(Sun 6 Oct)	BBC1	15.55
27	In Sickness And In Health	(Sun 13 Oct)	BBC1	15.40
27=	Coronation Street	(Wed 23 Oct)	GRANADA	15.40
29	'Allo 'Allo!	(Mon 21 Oct)	BBC1	15.35
30	Last Of The Summer Wine	(Sun 27 Oct)	BBC1	15.30
31	Bergerac	(Fri 18 Oct)	BBC1	15.15
32	Full House	(Wed 30 Oct)	THAMES	15.05
33	Bergerac	(Fri 25 Oct)	BBC1	14.80
34	Minder	(Wed 23 Oct)	THAMES	14.70
35	Bergerac	(Fri 1 Nov)	BBC1	14.60
36	Minder	(Wed 9 Oct)	THAMES	14.55
36=	'Allo 'Allo!	(Mon 28 Oct)	BBC1	14.55
38	Bergerac	(Fri 11 Oct)	BBC1	14.40
39	Full House	(Wed 16 Oct)	THAMES	14.10
40	The Secret Diary Of Adrian Mole, Aged 13 $\frac{3}{4}$	(Mon 7 Oct)	THAMES	14.00
41	Full House	(Wed 23 Oct)	THAMES	13.85
42	Girls On Top	(Wed 23 Oct)	CENTRAL	13.80
43	The Secret Diary Of Adrian Mole, Aged 13 $\frac{3}{4}$	(Mon 30 Sep)	THAMES	13.75
44	Minder	(Wed 2 Oct)	THAMES	13.70
45	This Is Your Life	(Wed 16 Oct)	THAMES	13.65
46	The Secret Diary Of Adrian Mole, Aged 13 $\frac{3}{4}$	(Mon 14 Oct)	THAMES	13.55
47	Just Good Friends	(Thu 31 Oct)	BBC1	13.45
48	The Brothers McGregor	(Wed 9 Oct)	GRANADA	13.40
49	The Secret Diary Of Adrian Mole, Aged 13 $\frac{3}{4}$	(Mon 21 Oct)	THAMES	13.35
50	Blankety Blank	(Fri 11 Oct)	BBC1	13.25
50=	Last Of The Summer Wine	(Sun 20 Oct)	BBC1	13.25

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