

THE MONTH'S VIEWING IN SUMMARY

NOVEMBER 1985

Period 4 w/e 1st December 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	
	NOV	(OCT)	NOV	(OCT)
	Hrs : Mins	(Hrs : Mins)	%	(%)
ALL TV	3 : 57	(3 : 37)	100.0	(100.0)
BBC1 (incl. Brkfst Time)	1 : 28	(1 : 18)	37.2	(36.0)
BBC2	0 : 25	(0 : 24)	10.4	(11.1)
TOTAL BBC	1 : 53	(1 : 42)	47.6	(47.1)
ITV (Incl. TV-am)	1 : 47	(1 : 39)	45.4	(45.7)
CHANNEL 4 / S4C	0 : 17	(0 : 16)	7.1	(7.2)
TOTAL ITV	2 : 04	(1 : 55)	52.4	(52.9)

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	
	NOV	(OCT)	NOV	(OCT)	NOV	(OCT)	NOV	(OCT)
	%	(%)	%	(%)	%	(%)	%	(%)
LONDON	44.3	(45.3)	7.3	(6.8)	38.4	(37.5)	10.0	(10.5)
MIDLANDS (E & W)	47.6	(46.5)	7.0	(6.7)	35.2	(35.0)	10.3	(11.8)
NORTH WEST	46.9	(47.7)	6.3	(6.9)	37.0	(34.8)	9.7	(10.6)
YORKSHIRE	48.4	(48.9)	6.7	(6.9)	35.7	(33.8)	9.2	(10.4)
C. SCOTLAND	43.0	(44.6)	8.3	(8.8)	38.6	(35.6)	10.2	(11.1)
WALES & THE WEST	46.5	(47.6)	6.4	(6.6)	36.4	(34.4)	10.6	(11.4)
SOUTH & S. EAST	45.3	(45.2)	5.3	(5.7)	39.0	(38.2)	10.3	(10.8)
NORTH EAST	46.5	(46.9)	7.4	(6.9)	37.2	(35.6)	8.9	(10.6)
EAST OF ENGLAND	45.1	(45.9)	5.7	(5.4)	39.2	(38.2)	10.0	(10.5)
SOUTH WEST	42.6	(42.8)	5.8	(6.2)	42.2	(41.2)	9.5	(9.9)
ULSTER	47.4	(48.1)	5.8	(6.4)	36.7	(34.2)	10.1	(11.3)
BORDER	49.7	(50.0)	7.0	(6.2)	34.6	(33.8)	8.7	(10.0)
N. SCOTLAND	45.9	(46.6)	6.4	(7.7)	39.6	(36.6)	8.2	(9.1)
NETWORK	45.4	(45.7)	7.1	(7.2)	37.2	(36.0)	10.4	(11.1)

- 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.

TOP 50 PROGRAMMES

	Programme Title	Day & Date	Originating Programme Company	Individuals Viewing (millions)
During November, the programmes with the highest Audiences were :-				
1	EastEnders	(Thu 28th Nov/Sun 1st Dec)	BBC1	21.60
2	EastEnders	(Thu 7th/Sun 10th Nov)	BBC1	21.15
3	EastEnders	(Thu 14th/Sun 17th Nov)	BBC1	20.90
4	EastEnders	(Thu 21st/Sun 24th Nov)	BBC1	20.80
5	EastEnders	(Tue 26th Nov/Sun 1st Dec)	BBC1	20.65
6	EastEnders	(Tue 19th/Sun 24th Nov)	BBC1	19.95
7	EastEnders	(Tue 12th/Sun 17th Nov)	BBC1	19.80
8	Coronation Street	(Mon 18th Nov)	GRANADA	17.90
9	EastEnders	(Tue 5th/Sun 10th Nov)	BBC1	17.45
10	Coronation Street	(Mon 4th Nov)	GRANADA	17.40
11	Coronation Street	(Mon 25th Nov)	GRANADA	16.90
12	Coronation Street	(Mon 11th Nov)	GRANADA	16.80
12=	Coronation Street	(Wed 13th Nov)	GRANADA	16.80
14	Coronation Street	(Wed 27th Nov)	GRANADA	16.65
15	Full House	(Wed 13th Nov)	THAMES	16.00
16	The Royal Variety Performance	(Sun 1st Dec)	LWT	15.90
17	Miss World 1985	(Thu 14th Nov)	ITV	15.00
18	'Allo 'Allo !	(Mon 25th Nov)	BBC1	15.65
19	Coronation Street	(Wed 6th Nov)	GRANADA	15.55
20	Last Of The Summer Wine	(Sun 10th Nov)	BBC1	15.25
21	Coronation Street	(Wed 20th Nov)	GRANADA	15.15
22	Minder	(Wed 27th Nov)	THAMES	15.10
23	'Allo 'Allo !	(Mon 18th Nov)	BBC1	15.05
24	'Allo 'Allo !	(Mon 4th Nov)	BBC1	14.75
25	Full House	(Wed 27th Nov)	THAMES	14.65
26	Full House	(Wed 6th Nov)	THAMES	14.60
27	The Second Worst of Alright			
	On The Night	(Sun 24th Nov)	LWT	14.55
28	'Allo 'Allo !	(Mon 11th Nov)	BBC1	14.45
29	The Noel Edmonds Late Late			
	Breakfast Show	(Sat 16th Nov)	BBC1	14.40
29=	Last Of The Summer Wine	(Sun 24th Nov)	BBC1	14.40
31	The Noel Edmonds Late Late			
	Breakfast Show	(Sat 23rd Nov)	BBC1	14.20
32	Last Of The Summer Wine	(Sun 17th Nov)	BBC1	14.10
33	Only Fools and Horses	(Sat 23rd Nov)	BBC1	14.00
34	Only Fools and Horses	(Sat 16th Nov)	BBC1	14.00
35	Bob's Full House	(Sat 16th Nov)	BBC1	13.75
36	Howards' Way	(Sun 17th Nov)	BBC1	13.65
37	Operation Julie	(Wed 6th Nov)	TTT	13.60
37=	Crossroads	(Tue 19th Nov)	CENTRAL	13.60
37=	Dutch Girls	(Sun 24th Nov)	LWT	13.60
40	Just Good Friends	(Thu 28th Nov)	BBC1	13.50
40=	Juliet Bravo	(Sat 30th Nov)	BBC1	13.50
42	Crossroads	(Tue 12th Nov)	CENTRAL	13.45
42=	This Is Your Life	(Wed 13th Nov)	THAMES	13.45
44	Porridge	(Sun 1st Dec)	BBC1	13.25
45	Juliet Bravo	(Sat 16th Nov)	BBC1	13.15
46	The A-Team (Excl C.Scot)	(Sat 16th Nov)	ITV	13.10
46=	Crossroads	(Tue 26th Nov)	CENTRAL	13.10
48	The Noel Edmonds Late Late			
	Breakfast Show	(Sat 9th Nov)	BBC1	13.05
49	Juliet Bravo	(Sat 9th Nov)	BBC1	13.00
49=	Blankety Blank	(Fri 22nd Nov)	BBC1	13.00

Issued on 11th Dec 1985