

THE MONTH'S VIEWING IN SUMMARY

JANUARY 1986

Period⁵ w/e 2nd February 1986

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	
	JAN Hrs : Mins	(DEC) (Hrs : Mins)	JAN %	(DEC) (%)
ALL TV	4 : 17	(4 : 11)	100.0	(100.0)
BBC1 (incl. Brkfst Time)	1 : 35	(1 : 36)	37.0	(38.1)
BBC2	0 : 26	(0 : 24)	10.2	(9.6)
TOTAL BBC	2 : 01	(2 : 00)	47.1	(47.6)
ITV (Incl. TV-am)	1 : 56	(1 : 53)	45.1	(45.0)
CHANNEL 4 / S4C	0 : 20	(0 : 18)	7.8	(7.3)
TOTAL ITV	2 : 16	(2 : 11)	52.9	(52.4)

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	
	JAN %	(DEC) (%)	JAN %	(DEC) (%)	JAN %	(DEC) (%)	JAN %	(DEC) (%)
LONDON	45.4	(44.1)	7.2	(6.9)	37.8	(39.9)	9.6	(9.1)
MIDLANDS (E & W)	46.6	(46.8)	7.5	(7.3)	36.4	(36.7)	9.5	(9.2)
NORTH WEST	47.0	(47.2)	7.3	(6.8)	36.1	(37.4)	9.6	(8.6)
YORKSHIRE	47.8	(47.5)	7.5	(7.3)	35.4	(36.4)	9.3	(8.7)
C. SCOTLAND	43.7	(42.6)	9.2	(8.7)	36.3	(38.4)	10.8	(10.2)
WALES & THE WEST	46.1	(46.2)	7.8	(6.9)	35.7	(37.0)	10.3	(9.8)
SOUTH & S. EAST	44.9	(45.2)	6.4	(6.0)	38.5	(39.7)	10.2	(9.1)
NORTH EAST	45.3	(45.7)	8.5	(8.1)	36.7	(38.1)	9.6	(8.1)
EAST OF ENGLAND	45.9	(44.6)	6.9	(6.3)	37.5	(39.6)	9.7	(9.5)
SOUTH WEST	42.8	(41.0)	6.7	(6.5)	41.4	(42.9)	9.1	(9.5)
ULSTER	47.1	(45.8)	6.9	(6.5)	36.4	(37.8)	9.6	(9.9)
BORDER	49.6	(48.3)	7.5	(6.9)	33.8	(36.5)	9.1	(8.3)
N. SCOTLAND	45.3	(46.5)	7.3	(6.7)	38.3	(39.1)	9.0	(7.7)

NETWORK	45.1	(45.0)	7.8	(7.3)	38.1	(38.1)	10.2	(9.6)
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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.

During January, the programmes with the highest audiences were:-

1	EastEnders	(Thu 30th Jan/Sun 2nd Feb)	BBC1	23.25
2	EastEnders	(Tue 28th Jan/Sun 2nd Feb)	BBC1	22.90
3	EastEnders	(Thu 2nd Jan/Sun 5th Jan)	BBC1	22.75
4	EastEnders	(Tue 7th Jan/Sun 12th Jan)	BBC1	21.95
5	EastEnders	(Thu 9th Jan/Sun 12th Jan)	BBC1	21.85
6	EastEnders	(Thu 23rd Jan/Sun 26th Jan)	BBC1	21.60
7	EastEnders	(Thu 16th Jan/Sun 19th Jan)	BBC1	21.20
8	EastEnders	(Tue 21st Jan/Sun 26th Jan)	BBC1	20.50
9	EastEnders	(Tue 31st Dec/Sun 5th Jan)	BBC1	19.90
10	EastEnders	(Tue 14th Jan/Sun 19th Jan)	BBC1	19.80
11	Coronation Street	(Mon 27th Jan)	GRANADA	18.45
12	Last Of The Summer Wine	(Wed 1st Jan)	BBC1	18.10
13	Coronation Street	(Mon 6th Jan)	GRANADA	18.00
14	Coronation Street	(Wed 8th Jan)	GRANADA	17.95
15	People Do The Funniest Things	(Sat 11th Jan)	LWT	17.85
16	Blind Date	(Sat 11th Jan)	LWT	17.65
17	Coronation Street	(Mon 20th Jan)	GRANADA	17.60
17=	Coronation Street	(Wed 29th Jan)	GRANADA	17.60
19	Coronation Street	(Wed 15th Jan)	GRANADA	17.55
20	Coronation Street	(Mon 13th Jan)	GRANADA	17.40
21	Duty Free	(Wed 8th Jan)	YORKSHIRE	17.35
21=	Coronation Street	(Wed 22nd Jan)	GRANADA	17.35
23	You Only Live Twice	(Tue 7th Jan)	ITV	17.30
24	Wish You Were Here	(Mon 30th Dec/Wed 1st Jan)	THAMES	17.05
25	News And Weather (21:40)	(Wed 1st Jan)	BBC1	16.70
26	Blind Date	(Sat 4th Jan)	LWT	16.20
27	Coronation Street	(Mon 30th Dec)	GRANADA	15.90
28	Clash Of The Titans	(Wed 1st Jan)	BBC1	15.85
29	Wish You Were Here	(Mon 27th Jan/Wed 29th Jan)	THAMES	15.55
31	Wish You Were Here	(Mon 20th Jan/Wed 22nd Jan)	THAMES	15.35
32	People Do The Funniest Things	(Fri 3rd LWT)	LWT	15.30
33	When Time Ran Out	(Sun 12th Jan)	ITV	15.10
34	Duty Free	(Wed 15th Jan)	YORKSHIRE	14.95
35	News, Sport & Weather (21:00)	(Sat 18th Jan)	BBC1	14.80
36	This Is Your Life	(Wed 8th Jan)	THAMES	14.75
37	All In Good Faith	(Mon 27th Jan)	THAMES	14.65
38	News At 5:45	(Thu 2nd Jan)	ITN	14.50
38=	Duty Free	(Wed 29th Jan)	YORKSHIRE	14.50
40	Wish You Were Here	(Mon 13th Jan/Wed 15th Jan)	THAMES	14.45
41	Surprise, Surprise	(Sun 2nd Feb)	LWT	14.40
42	Duty Free	(Wed 22nd Jan)	YORKSHIRE	14.20
43	This Is Your Life	(Wed 15th Jan)	THAMES	14.10
44	News And Weather (21:30)	(Sun 2nd Feb)	BBC1	14.05
45	Bullseye	(Sun 19th Jan)	CENTRAL	14.00
46	The Two Ronnies	(Sat 1st Feb)	BBC1	13.95
47	Yes Minister	(Mon 30th Dec)	BBC1	13.90
47=	This Is Your Life	(Wed 29th Feb)	THAMES	13.90
49	Don't Wait Up	(Mon 13th Jan)	BBC1	13.85
49=	The Price Is Right	(Sat 1st Feb)	CENTRAL	13.85