

THE MONTH'S VIEWING IN SUMMARY

FEBRUARY 1986

Period 4 w/e 2nd March 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	
	FEB	(JAN)	FEB	(JAN)
	Hrs : Mins	(Hrs : Mins)	%	(%)
ALL TV	4 : 11	(4 : 17)	100.0	(100.0)
BBC1 (incl. Brkfast Time)	1 : 33	(1 : 35)	37.0	(37.0)
BBC2	0 : 22	(0 : 26)	9.0	(10.2)
TOTAL BBC	1 : 55	(2 : 01)	46.0	(47.1)
ITV (Incl. TV-am)	1 : 52	(1 : 56)	44.6	(45.1)
CHANNEL 4 / S4C	0 : 24	(0 : 20)	9.4	(7.8)
TOTAL ITV	2 : 16	(2 : 16)	54.0	(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	
	FEB	(JAN)	FEB	(JAN)	FEB	(JAN)	FEB	(JAN)
	%	(%)	%	(%)	%	(%)	%	(%)
LONDON	44.1	(45.4)	8.8	(7.2)	38.6	(37.8)	8.5	(9.6)
MIDLANDS (E & W)	47.4	(46.6)	9.5	(7.5)	35.3	(36.4)	7.9	(9.5)
NORTH WEST	45.7	(47.0)	9.8	(7.3)	35.9	(36.1)	8.5	(9.6)
YORKSHIRE	45.7	(47.8)	9.8	(7.5)	35.9	(35.4)	8.6	(9.3)
C. SCOTLAND	44.9	(43.7)	10.5	(9.2)	35.6	(36.3)	9.0	(10.8)
WALES & THE WEST	45.8	(46.1)	8.7	(7.8)	36.8	(35.7)	8.7	(10.3)
SOUTH & S. EAST	44.6	(44.9)	7.9	(6.4)	38.2	(38.5)	9.3	(10.2)
NORTH EAST	45.4	(45.3)	11.1	(8.5)	35.3	(36.7)	8.2	(9.6)
EAST OF ENGLAND	46.2	(45.9)	7.9	(6.9)	37.5	(37.5)	8.4	(9.7)
SOUTH WEST	42.5	(42.8)	8.0	(6.7)	41.8	(41.4)	7.7	(9.1)
ULSTER	47.6	(47.1)	8.2	(6.9)	35.8	(36.4)	8.4	(9.6)
BORDER	49.3	(49.6)	9.3	(7.5)	33.3	(33.8)	8.1	(9.1)
N. SCOTLAND	47.0	(45.3)	8.5	(7.3)	36.6	(38.3)	7.9	(9.0)
NETWORK	44.6	(45.1)	9.4	(7.8)	37.0	(37.0)	9.0	(10.2)

- 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 February, the programmes with the highest audiences were:-				
1	Eastenders	(Tue 25th Feb/Sun 2nd Mar)	BBC1	24.35
2	Eastenders	(Thu 13th Feb/Sun 16th Feb)	BBC1	23.70
2=	Eastenders	(Thu 27th Feb/Sun 2nd Mar)	BBC1	23.70
4	Eastenders	(Tue 11th Feb/Sun 16th Feb)	BBC1	23.40
5	Eastenders	(Thu 6th Feb/Sun 9th Feb)	BBC1	23.05
6	Eastenders	(Tue 18th Feb/Sun 23rd Feb)	BBC1	22.75
7	Eastenders	(Thu 20th Feb/Sun 23rd Feb)	BBC1	22.45
8	Eastenders	(Tue 4th Feb/Sun 9th Feb)	BBC1	21.90
9	Coronation Street	(Mon 24th Feb)	GRANADA	19.25
10	Coronation Street	(Mon 17th Feb)	GRANADA	18.65
11	Wish You Were Here	(Mon 17th Feb/Wed 19th Feb)	THAMES	18.35
12	Coronation Street	(Mon 3rd Feb)	THAMES	18.30
12=	Boxing:Barry McGuigan	(Sat 15th Feb)	BBC1	18.30
14	Coronation Street	(Wed 26th Feb)	GRANADA	18.00
15	Coronation Street	(Wed 5th Feb)	GRANADA	17.90
16	Wish You Were Here	(Mon 10th Feb/Wed 12th Feb)	THAMES	17.70
17	Coronation Street	(Wed 19th Feb)	GRANADA	17.55
18	Coronation Street	(Mon 10th Feb)	GRANADA	17.30
19	Coronation Street	(Wed 12th Feb)	GRANADA	17.10
20	The Noel Edmonds Late Late Breakfast Show	(Sat 22nd Feb)	BBC1	16.75
21	Wish You Were Here	(Mon 3rd Feb/Wed 5th Feb)	THAMES	16.55
22	The Noel Edmonds Late Late Breakfast Show	(Sat 15th Feb)	BBC1	16.20
23	Duty Free	(Wed 12th Feb)	YORKSHIRE	16.10
24	Surprise, Surprise	(Sat 22nd Feb)	LWT	15.90
25	The Noel Edmonds Late Late Breakfast Show	(Sat 8th Feb)	BBC1	15.65
25=	Dear John	(Mon 17th Feb)	BBC1	15.65
27	Auf Wiedersehen Pet	(Fri 21st Feb)	CENTRAL	15.40
28	Duty Free	(Wed 5th Feb)	YORKSHIRE	15.25
29	Surprise, Surprise	(Sun 9th Feb)	LWT	15.15
30	Hancock's Half Hour	(Sun 23rd Feb)	BBC1	15.05
31	Surprise, Surprise	(Sat 1st Mar)	LWT	15.00
32	The Bill	(Mon 10th Feb)	THAMES	14.90
33	Duty Free	(Wed 19th Feb)	YORKSHIRE	14.85
34	Wish You Were Here	(Mon 24th Feb/Wed 26th Feb)	THAMES	14.60
35	Surprise, Surprise	(Sun 16th Feb)	LWT	14.40
36	That's Life	(Sun 9th Feb)	BBC1	14.30
36=	This is Your Life	(Wed 12th Feb)	THAMES	14.30
38	That's Life	(Sun 23rd Feb)	BBC1	14.1
39	Don't Wait Up	(Mon 3rd Feb)	BBC1	13.95
39=	Crazy Like A Fox	(Sun 23rd Feb)	ITV	13.95
39=	Out Of The Darkness	(Sat 22nd Feb)	ITV	13.95
42	This Is Your Life	(Wed 19th Feb)	THAMES	13.90
42=	TV Times Top 10 Awards	(Wed 26th Feb)	THAMES	13.90
44	Crossroads	(Tue 11th Feb)	CENTRAL	13.80
44=	This Is Your Life	(Wed 26th Feb)	THAMES	13.80
46	Never The Twain	(Wed 12th Feb)	THAMES	13.75
46=	Hi-De-Hi	(Sun 16th Feb)	BBC1	13.75
46=	Emmerdale Farm	(Tue 25th Feb)	YORKSHIRE	13.75
49	Auf Wiedersehen Pet	(Fri 28th Feb)	CENTRAL	13.70
50	Bullseye	(Sun 9th Feb)	CENTRAL	13.65
50=	Hi-De-Hi	(Sun 9th Feb)	BBC1	13.65
50=	Q.E.D.	(Wed 19th Feb)	BBC1	13.65
50=	Crossroads	(Wed 26th Feb)	CENTRAL	13.65

Issued on
17TH MARCH 1986