

THE MONTH'S VIEWING IN SUMMARY

MARCH 1986

Period 4 w/e 30th 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	
	MAR		(FEB)	
	Hrs : Mins	(Hrs : Mins)	%	(%)
ALL TV	3 : 53	(4 : 11)	100.0	(100.0)
BBC1 (incl. Brkfast Time)	1 : 25	(1 : 33)	36.5	(37.0)
BBC2	0 : 23	(0 : 22)	9.7	(9.0)
TOTAL BBC	1 : 48	(1 : 55)	46.2	(46.0)
ITV (Incl. TV-am)	1 : 46	(1 : 52)	45.6	(44.6)
CHANNEL 4 / S4C	0 : 19	(0 : 24)	8.2	(9.4)
TOTAL ITV	2 : 05	(2 : 16)	53.8	(54.0)

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	
	MAR	(FEB)	MAR	(FEB)	MAR	(FEB)	MAR	(FEB)
	%	(%)	%	(%)	%	(%)	%	(%)
LONDON	45.2	(44.1)	7.4	(8.8)	38.7	(38.6)	8.8	(8.5)
MIDLANDS (E & W)	47.4	(47.4)	7.7	(9.5)	35.7	(35.3)	9.1	(7.9)
NORTH WEST	47.4	(45.7)	8.2	(9.8)	35.0	(35.9)	9.4	(8.5)
YORKSHIRE	47.2	(45.7)	8.4	(9.8)	35.0	(35.9)	9.4	(8.6)
C. SCOTLAND	44.7	(44.9)	8.9	(10.5)	36.7	(35.6)	9.6	(9.0)
WALES & THE WEST	46.8	(45.8)	7.8	(8.7)	35.5	(36.8)	10.0	(8.7)
SOUTH & S. EAST	44.7	(44.6)	6.9	(7.9)	38.5	(38.2)	9.9	(9.3)
NORTH EAST	46.4	(45.4)	9.3	(11.1)	35.4	(35.3)	8.8	(8.2)
EAST OF ENGLAND	47.0	(46.2)	6.9	(7.9)	37.3	(37.5)	8.8	(8.4)
SOUTH WEST	43.0	(42.5)	7.1	(8.0)	41.4	(41.8)	8.5	(7.7)
ULSTER	47.6	(47.6)	7.7	(8.2)	34.5	(35.8)	10.2	(8.4)
BORDER	50.6	(49.3)	8.3	(9.3)	32.6	(33.3)	8.5	(8.1)
N. SCOTLAND	47.4	(47.0)	7.0	(8.5)	37.5	(36.6)	8.1	(7.9)
NETWORK	45.6	(44.6)	8.2	(9.4)	36.5	(37.0)	9.7	(9.0)

- 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 March, the programmes with the highest audiences were:-

1	Eastenders	(Tue 4th Mar/Sun 9th Mar)	BBC1	23.75
2	Eastenders	(Tue 11th Mar/Sun 16th Mar)	BBC1	23.45
3	Eastenders	(Thu 13th Mar/Sun 16th Mar)	BBC1	23.35
4	Eastenders	(Tue 18th Mar/Sun 23rd Mar)	BBC1	22.80
5	Eastenders	(Thu 20th Mar/Sun 23rd Mar)	BBC1	22.75
6	Eastenders	(Thu 6th Mar/Sun 9th Mar)	BBC1	22.40
7	Eastenders	(Tue 25th Mar/Sun 30th Mar)	BBC1	21.40
8	Eastenders	(Thu 27th Mar/Sun 30th Mar)	BBC1	20.70
9	Coronation Street	(Mon 10th Mar)	GRANADA	18.00
10	Coronation Street	(Mon 24th Mar)	GRANADA	17.90
11	Coronation Street	(Mon 17th Mar)	GRANADA	17.65
12	Coronation Street	(Wed 12th Mar)	GRANADA	17.60
13	Coronation Street	(Mon 3rd Mar)	GRANADA	17.45
13=	Coronation Street	(Wed 26th Mar)	GRANADA	17.45
15	Coronation Street	(Wed 19th Mar)	GRANADA	16.90
16	The 1986 Golden Egg Awards	(Fri 28th Mar)	BBC1	16.60
17	Coronation Street	(Wed 5th Mar)	GRANADA	15.90
17=	Wish You Were Here	(Mon 24th Mar/Wed 26th Mar)	THAMES	15.90
19	Wish You Were Here	(Mon 11th Mar/Wed 19th Mar)	THAMES	15.60
20	Wish You Were Here	(Mon 3rd Mar/Wed 5th Mar)	THAMES	15.55
21	Wish You Were Here	(Mon 10th Mar/Wed 12th Mar)	THAMES	15.40
22	Surprise, Surprise	(Sun 9th Mar)	LWT	15.25
23	Crimewatch UK	(Thu 27th Mar)	BBC1	14.60
24	Spitting Image	(Sun 30th Mar)	CENTRAL	14.25
25	Dallas	(Wed 5th Mar)	BBC1	14.00
25=	Taggart	(Mon 10th Mar)	STV	14.00
27	The British Academy Awards	(Sun 16th Mar)	LWT	13.95
28	Sparkling Cyanide	(Sun 30th Mar)	ITV	13.90
29	Dear John	(Mon 24th Mar)	BBC1	13.85
30	Boon	(Tue 11th Mar)	CENTRAL	13.70
30=	Auf Wiedersehen Pet	(Fri 14th Mar)	CENTRAL	13.70
32	All at No. 20	(Mon 10th Mar)	THAMES	13.65
32=	Wogan	(Fri 28th Mar)	BBC1	13.65
34	Taggart	(Mon 3rd Mar)	STV	13.60
34=	Auf Wiedersehen Pet	(Fri 28th Mar)	CENTRAL	13.60
36	Auf Wiedersehen Pet	(Fri 21st Mar)	CENTRAL	13.55
37	All at No. 20	(Mon 3rd Mar)	THAMES	13.50
37=	Emmerdale Farm	(Tue 4th Mar)	YORKSHIRE	13.50
39	This Is Your Life	(Wed 12th Mar)	THAMES	13.45
39=	Dallas	(Wed 12th Mar)	BBC1	13.45
41	Boon	(Tue 25th Mar)	CENTRAL	13.40
41=	A Question of Sport	(Thu 27th Mar)	BBC1	13.40
43	Crossroads	(Tue 4th Mar)	CENTRAL	13.35
43=	Auf Wiedersehen Pet	(Fri 7th Mar)	CENTRAL	13.35
43=	Crazy Like A Fox	(Sun 9th Mar)	LWT	13.35
46	Crossroads	(Thu 6th Mar)	CENTRAL	13.30
47	Crossroads	(Tue 11th Mar)	CENTRAL	13.25
47=	Crossroads	(Tue 18th Mar)	CENTRAL	13.25
49	Bullseye	(Sun 9th Mar)	CENTRAL	13.20
49=	Dear John	(Mon 10th Mar)	BBC1	13.20
49=	Dear John	(Mon 17th Mar)	BBC1	13.20
49=	Reunion at Fairborough	(Sun 23rd Mar)	ITV	13.20
49=	Emmerdale Farm	(Tue 25th Mar)	YORKSHIRE	13.20

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