

THE MONTH'S VIEWING IN SUMMARY

APRIL 1986

Period 4 w/e 27th April 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	
	APR Hrs : Mins	(MAR) (Hrs : Mins)	APR %	(MAR) (%)
ALL TV	3 : 56	(3 : 53)	100.0	(100.0)
BBC1 (incl. Brkfst Time)	1 : 24	(1 : 25)	35.7	(36.5)
BBC2	0 : 28	(0 : 23)	11.7	(9.7)
TOTAL BBC	1 : 52	(1 : 48)	47.4	(46.2)
ITV (Incl. TV-am)	1 : 46	(1 : 46)	44.9	(45.6)
CHANNEL 4	0 : 18	(0 : 19)	7.7	(8.2)
TOTAL ITV	2 : 04	(2 : 05)	52.6	(53.8)

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		BBC1		BBC2	
	APR %	(MAR) (%)	APR %	(MAR) (%)	APR %	(MAR) (%)	APR %	(MAR) (%)
LONDON	44.3	(45.2)	7.0	(7.4)	37.8	(38.7)	10.9	(8.8)
MIDLANDS (E & W)	46.1	(47.4)	7.7	(7.7)	34.8	(35.7)	11.5	(9.1)
NORTH WEST	47.1	(47.4)	7.0	(8.2)	34.1	(35.0)	11.9	(9.4)
YORKSHIRE	46.6	(47.2)	7.8	(8.4)	34.0	(35.0)	11.7	(9.4)
C. SCOTLAND	43.5	(44.7)	8.4	(8.9)	35.5	(36.7)	12.6	(9.6)
WALES & THE WEST	46.0	(46.8)	7.3	(7.8)	34.4	(35.5)	12.3	(10.0)
SOUTH & S. EAST	44.0	(44.7)	6.5	(6.9)	37.6	(38.5)	11.9	(9.9)
NORTH EAST	44.8	(46.4)	9.1	(9.3)	34.9	(35.4)	11.2	(8.8)
EAST OF ENGLAND	46.1	(47.0)	6.2	(6.9)	36.8	(37.3)	10.9	(8.8)
SOUTH WEST	43.6	(43.0)	6.5	(7.1)	39.3	(41.4)	10.5	(8.5)
ULSTER	45.5	(47.6)	7.1	(7.7)	34.7	(34.5)	12.6	(10.2)
BORDER	48.3	(50.6)	7.8	(8.3)	33.4	(32.6)	10.5	(8.5)
N. SCOTLAND	46.1	(47.4)	6.4	(7.0)	37.1	(37.5)	10.4	(8.1)
NETWORK	44.9	(45.6)	7.7	(8.2)	35.7	(36.5)	11.7	(9.7)

- 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 the viewing of the individual ITV Channel, and all BBC viewing, in its region. This, therefore, understates the total ITV share to the extent that there is viewing in that region of another ITV region's transmissions. There is no effect on Network Shares or audiences.
2. The figures in brackets refer to the previous month.

TOP 50 PROGRAMMES

Programme Title

Day & Date

Originating
Programme
Company

Individuals
Viewing
(millions)

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

1	Eastenders	(Thu 10th Apr/Sun 13th Apr)	BBC1	22.95
2	Eastenders	(Tue 8th Apr/Sun 13th Apr)	BBC1	22.20
3	Eastenders	(Tue 1st Apr/Sun 6th Apr)	BBC1	22.10
4	Eastenders	(Thu 3rd Apr/Sun 6th Apr)	BBC1	21.90
5	Eastenders	(Thu 17th Apr/Sun 20th Apr)	BBC1	21.20
6	Eastenders	(Tue 15th Apr/Sun 20th Apr)	BBC1	20.00
6=	Eastenders	(Thu 24th Apr/Sun 27th Apr)	BBC1	20.00
8	Eastenders	(Tue 22nd Apr/Sun 27th Apr)	BBC1	19.50
9	Coronation Street	(Mon 7th Apr)	GRANADA	17.70
10	Coronation Street	(Wed 9th Apr)	GRANADA	17.25
11	Coronation Street	(Wed 16th Apr)	GRANADA	16.75
12	Coronation Street	(Wed 4th Apr)	GRANADA	16.55
13	An Officer And A Gentleman	(Mon 31st Mar)	ITV	16.35
14	Coronation Street	(Mon 31st Mar)	GRANADA	16.30
15	Coronation Street	(Mon 14th Apr)	GRANADA	16.25
16	Auf Wiedersehen Pet	(Fri 11th Apr)	CENTRAL	16.00
17	Three Up, Two Down	(Mon 7th Apr)	BBC1	15.8
18	Coronation Street	(Wed 23rd Apr)	GRANADA	15.70
19	Jaws	(Sun 13th Apr)	ITV	15.50
20	The Grand National	(Sat 5th Apr)	BBC1	15.45
21	Auf Wiedersehen Pet	(Fri 18th Apr)	CENTRAL	15.10
22	Auf Wiedersehen Pet	(Fri 4th Apr)	CENTRAL	15.05
22=	Ashanti	(Sun 20th Apr)	ITV	15.05
22=	Crimewatch UK	(Thu 24th Apr)	BBC1	15.05
25	The Medusa Touch	(Sun 6th Apr)	ITV	14.90
26	Coronation Street	(Mon 21st Apr)	GRANADA	14.80
27	Boon	(Tue 8th Apr)	CENTRAL	14.65
28	Three Up, Two Down	(Mon 14th Apr)	BBC1	14.55
29	A Question Of Sport	(Thu 17th Apr)	BBC1	14.05
30	Auf Wiedersehen Pet	(Fri 25th Apr)	CENTRAL	13.80
31	Emmerdale Farm	(Tue 8th Apr)	YORKSHIRE	13.60
32	Crossroads	(Tue 8th Apr)	CENTRAL	13.55
32=	The Benny Hill Show	(Mon 31st Mar)	THAMES	13.55
34	A Question Of Sport (1)	(Thu 10th Apr)	BBC1	13.40
35	A Question Of Sport	(Thu 24th Apr)	BBC1	13.35
36	This Is Your Life	(Wed 2nd Apr)	THAMES	13.2
37	Antiques Roadshow	(Sun 6th Apr)	BBC1	13.15
37=	Dallas	(Wed 16th Apr)	BBC1	13.15
39	A Question Of Sport	(Thu 3rd Apr)	BBC1	13.10
39=	Antiques Roadshow	(Sun 20th Apr)	BBC1	13.10
41	Dallas	(Wed 9th Apr)	BBC1	13.05
42	Crossroads	(Tue 15th Apr)	CENTRAL	13.00
42=	Crossroads	(Wed 16th Apr)	CENTRAL	13.00
44	Catchphrase	(Sun 20th Apr)	TVS	12.95
45	Condorman	(Mon 31st Apr)	ITV	12.90
46	Boon	(Tue 1st Apr)	CENTRAL	12.85
47	That's Life	(Sun 27th Apr)	BBC1	12.80
48	Dallas	(Wed 2nd Apr)	BBC1	12.75
49	Crossroads	(Thu 17th Apr)	CENTRAL	12.65
50	Emmerdale Farm	(Tue 14th Apr)	YORKSHIRE	12.60
50=	Crossroads	(Wed 23rd Apr)	CENTRAL	12.60

(1) Network Excluding Ulster

Issued on

19th MAY 1986