

THE MONTH'S VIEWING IN SUMMARY

MAY 1986

Period 5 w/e 1st June 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	
	MAY		(APR)	
	Hrs : Mins	(Hrs : Mins)	%	(%)
ALL TV	3 : 29	(3 : 56)	100.0	(100.0)
BBC1 (incl. Brkfast Time)	1 : 16	(1 : 24)	36.2	(35.7)
BBC2	0 : 26	(0 : 28)	12.4	(11.7)
TOTAL BBC	1 : 42	(1 : 52)	48.6	(47.4)
ITV (Incl. TV-am)	1 : 30	(1 : 46)	42.9	(44.9)
CHANNEL 4	0 : 18	(0 : 18)	8.5	(7.7)
TOTAL ITV	1 : 48	(2 : 04)	51.4	(52.6)

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		BBC1		BBC2	
	MAY	(APR)	MAY	(APR)	MAY	(APR)	MAY	(APR)
	%	(%)	%	(%)	%	(%)	%	(%)
LONDON	42.4	(44.3)	7.7	(7.0)	38.1	(37.8)	11.8	(10.9)
MIDLANDS (E & W)	45.0	(46.1)	8.3	(7.7)	35.3	(34.8)	11.5	(11.5)
NORTH WEST	44.7	(47.1)	8.1	(7.0)	35.0	(34.1)	12.2	(11.9)
YORKSHIRE	44.3	(46.6)	8.5	(7.8)	34.9	(34.0)	12.3	(11.7)
C. SCOTLAND	42.0	(43.5)	9.6	(8.4)	36.6	(35.5)	11.8	(12.6)
WALES & THE WEST	44.2	(46.0)	7.7	(7.3)	35.5	(34.4)	12.6	(12.3)
SOUTH & S. EAST	42.0	(44.0)	7.2	(6.5)	37.4	(37.6)	13.4	(11.9)
NORTH EAST	44.1	(44.8)	9.5	(9.1)	35.2	(34.9)	11.2	(11.2)
EAST OF ENGLAND	45.1	(46.1)	7.2	(6.2)	36.0	(36.8)	11.7	(10.9)
SOUTH WEST	42.0	(43.6)	7.0	(6.5)	39.3	(39.3)	11.7	(10.5)
ULSTER	43.4	(45.5)	7.9	(7.1)	36.4	(34.7)	12.3	(12.6)
BORDER	46.9	(48.3)	8.5	(7.8)	33.7	(33.4)	10.8	(10.5)
N. SCOTLAND	44.1	(46.1)	8.2	(6.4)	36.8	(37.1)	11.0	(10.4)
NETWORK	42.9	(44.9)	8.5	(7.7)	36.2	(35.7)	12.4	(11.7)

- 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)
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During May, the programmes with the highest audiences were:-

1.	Eastenders	(Thu 29th May/Sun 1st Jun)	BBC1	20.20
2.	Eastenders	(Thu 15th May/Sun 18th May)	BBC1	20.15
3.	Eastenders	(Thu 8th May/Sun 11th May)	BBC1	19.65
4.	Eastenders	(Tue 6th May/Sun 11th May)	BBC1	19.60
5.	Eastenders	(Tue 20th May/Sun 25th May)	BBC1	19.50
6.	Eastenders	(Tue 27th May/Sun 1st Jun)	BBC1	19.25
7.	Eastenders	(Tue 29th Apr/Sun 4th May)	BBC1	18.95
8.	Eastenders	(Thu 22nd May/Sun 25th May)	BBC1	18.80
9.	Coronation Street	(Wed 14th May)	GRANADA	18.35
10.	Eastenders	(Tue 13th May/Sun 18th May)	BBC1	18.30
11.	Eastenders	(Thu 1st May/Sun 4th May)	BBC1	18.00
12.	Coronation Street	(Mon 12th May)	GRANADA	15.75
13.	Diamonds are Forever	(Sun 4th May)	ITV	15.50
14.	Coronation Street	(Mon 28th Apr)	GRANADA	15.45
15.	Live and Let Die	(Mon 26th May)	ITV	14.65
16.	Coronation Street	(Wed 30th Apr)	GRANADA	14.60
17.	Coronation Street	(Wed 21st May)	GRANADA	14.45
18.	Auf Wiedersehen Pet	(Fri 9th May)	CENTRAL	14.25
19.	Coronation Street	(Wed 28th May)	GRANADA	14.20
20.	Coronation Street	(Mon 19th May)	GRANADA	14.15
21.	Auf Wiedersehen Pet	(Fri 16th May)	CENTRAL	14.10
22.	Auf Wiedersehen Pet	(Fri 2nd May)	CENTRAL	13.95
23.	Coronation Street	(Wed 7th May)	GRANADA	13.90
24.	The Deep	(Sun 11th May)	ITV	13.85
25.	Three Up, Two Down	(Mon 28th Apr)	BBC1	13.35
25=	Coronation Street	(Mon 26th May)	GRANADA	13.35
27.	Bread	(Thu 8th May)	BBC1	13.05
28.	Three Up, Two Down	(Mon 12th May)	BBC1	12.90
29.	Bread	(Thu 1st May)	BBC1	12.60
30.	Earthquake	(Sun 18th May)	ITV	12.50
31.	Coronation Street	(Mon 5th May)	GRANADA	12.40
32.	News and Weather (21:15)	(Sun 1st Jun)	BBC1	12.35
33.	That's Life	(Sun 1st Jun)	BBC1	12.30
34.	Three Up, Two Down	(Mon 19th May)	BBC1	11.95
35.	A Question of Sport	(Thu 1st May)	BBC1	11.90
35=	Antiques Roadshow	(Sun 4th May)	BBC1	11.90
37.	Dallas	(Wed 7th May)	BBC1	11.85
38.	Dallas	(Wed 30th Apr)	BBC1	11.80
39.	News at Ten	(Wed 7th May)	ITN	11.70
40.	Bread	(Thu 22nd May)	BBC1	11.60
41.	Crossroads	(Tue 29th Apr)	CENTRAL	11.50
41=	News at Ten	(Fri 2nd May)	ITN	11.50
41=	Dallas	(Wed 14th May)	BBC1	11.50
41=	Crimewatch UK	(Thu 22nd May)	BBC1	11.50
45.	Crossroads	(Tue 6th May)	CENTRAL	11.40
46.	World Snooker Final (19:02)	(Mon 5th May)	BBC2	11.35
46=	Crossroads	(Tue 20th May)	CENTRAL	11.35
48.	That's Life	(Sun 25th May)	BBC1	11.30
49.	Spitting Image	(Sun 4th May)	CENTRAL	11.25
49=	Crossroads	(Thu 8th May)	CENTRAL	11.25
49=	Emmerdale Farm	(Thu 22nd May)	YORKSHIRE	11.25

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