

THE MONTH'S VIEWING IN SUMMARY

JULY 1986

Period 5 w/e 3rd August 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	
	JULY	(JUNE)	JULY	(JUNE)
	Hrs : Mins	(Hrs : Mins)	%	(%)
ALL TV	3 : 15	(3 : 11)	100.0	(100.0)
BBC1 (incl. Brkfst Time)	1 : 12	(1 : 12)	37.1	(37.7)
BBC2	0 : 28	(0 : 21)	14.2	(11.0)
TOTAL BBC	1 : 40	(1 : 33)	51.3	(48.7)
ITV (Incl. TV-am)	1 : 21	(1 : 25)	41.4	(44.5)
CHANNEL 4	0 : 14	(0 : 13)	7.2	(6.8)
TOTAL ITV	1 : 35	(1 : 38)	48.7	(51.3)

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	
	JULY	(JUN)	JULY	(JUN)	JULY	(JUN)	JULY	(JUNE)
	%	(%)	%	(%)	%	(%)	%	(%)
LONDON	41.7	(44.8)	5.8	(5.8)	38.9	(39.5)	13.6	(9.9)
MIDLANDS (E & W)	44.2	(45.9)	7.2	(7.2)	35.1	(36.8)	13.4	(10.1)
NORTH WEST	42.1	(46.3)	6.6	(6.4)	37.1	(37.0)	14.2	(10.3)
YORKSHIRE	42.7	(46.7)	7.3	(6.6)	37.0	(36.6)	13.0	(10.1)
C. SCOTLAND	41.0	(45.6)	8.5	(7.5)	37.2	(37.2)	13.3	(9.7)
WALES & THE WEST	41.8	(44.3)	6.5	(6.6)	36.6	(36.8)	15.0	(12.3)
SOUTH & S. EAST	40.0	(42.9)	5.7	(6.1)	39.5	(39.3)	14.9	(11.8)
NORTH EAST	41.3	(46.1)	7.5	(7.9)	37.8	(36.2)	13.4	(9.8)
EAST OF ENGLAND	43.5	(45.4)	6.1	(5.7)	36.3	(38.0)	14.1	(10.8)
SOUTH WEST	40.3	(41.9)	5.8	(5.9)	40.5	(42.3)	13.4	(10.0)
ULSTER	42.3	(45.1)	7.0	(5.8)	38.6	(39.5)	12.1	(9.6)
BORDER	45.7	(49.0)	6.4	(7.0)	35.4	(34.5)	12.5	(9.5)
N. SCOTLAND	43.0	(46.8)	6.2	(6.6)	38.8	(37.0)	12.0	(9.6)
NETWORK	41.4	(44.5)	7.2	(6.8)	37.1	(37.7)	14.2	(11.0)

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 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.

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TOP 50 PROGRAMMES

Programme Title

Day & Date

Originating
Programme
Company

Individuals
Viewing
(millions)

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

1.	Eastenders	(Thu 24th July/Sun 27th July)	BBC1	18.90
2.	Eastenders	(Thu 31st July/Sun 3rd Aug)	BBC1	18.80
3.	Eastenders	(Thu 10th July/Sun 13th July)	BBC1	16.95
4.	Eastenders	(Thu 17th July/Sun 20th July)	BBC1	16.60
5.	Eastenders	(Tue 15th July/Sun 20th July)	BBC1	16.30
6.	Eastenders	(Tue 8th July/Sun 13th July)	BBC1	16.10
7.	Eastenders	(Tue 29th July/Sun 3rd Aug)	BBC1	16.05
8.	Eastenders	(Tue 22nd July/Sun 27th July)	BBC1	15.35
9.	Eastenders	(Thu 3rd July/Sun 6th July)	BBC1	15.10
10.	Carriage Processions	(Wed 23rd July)	BBC1	14.40
11.	Coronation Street	(Wed 30th July)	GRANADA	14.30
12.	The Marriage Service	(Wed 23rd July)	BBC1	14.20
13.	Eastenders	(Tue 1st July/Sun 6th July)	BBC1	13.90
14.	Coronation Street	(Mon 7th July)	GRANADA	13.60
15.	Coronation Street	(Mon 28th July)	GRANADA	13.15
16.	Coronation Street	(Wed 30th July)	GRANADA	13.00
17.	Coronation Street	(Wed 16th July)	GRANADA	12.90
18.	Coronation Street	(Wed 9th July)	GRANADA	12.85
18=	Coronation Street	(Mon 21st July)	GRANADA	12.85
20.	Coronation Street	(Wed 23rd July)	GRANADA	12.75
21.	Coronation Street	(Mon 14th July)	GRANADA	12.50
22.	Crimewatch UK	(Thu 10th July)	BBC1	12.35
23.	The Royal Wedding (19:00)	(Tue 22nd July)	BBC1	12.25
24.	Dirty Harry	(Thu 24th July)	BBC1	11.85
25.	Coronation Street	(Wed 2nd July)	GRANADA	11.80
26.	That's Life	(Sun 6th July)	BBC1	11.70
27.	The Royal Wedding : London Prepares	(Tue 22nd July)	BBC1	11.65
28.	News and Weather (20:50)	(Sun 6th July)	BBC1	11.50
29.	News at Ten	(Mon 30th July)	ITN	11.35
29=	Honeymoon Departure	(Wed 23rd July)	BBC1	11.35
31.	Nine O'clock News	(Tue 22nd July)	BBC1	10.80
32.	Crossroads	(Wed 30th July)	CENTRAL	10.55
33.	Crossroads	(Tue 8th July)	CENTRAL	10.40
33=	The Return of Sherlock Holmes	(Wed 9th July)	GRANADA	10.35
35.	All Star Secrets	(Sat 12th July)	LWT	10.35
36.	Return to Eden	(Sun 20th July)	ITV	10.30
37.	Crossroads	(Wed 9th July)	CENTRAL	10.20
37=	The Royal Wedding (18:45)	(Tue 22nd July)	THAMES	10.20
39.	Emmerdale Farm	(Tue 8th July)	YORKSHIRE	10.15
40.	Nine O'clock News	(Tue 29th July)	BBC1	10.10
41.	News at Ten	(Wed 9th July)	ITN	10.05
41=	Return to Eden	(Sun 3rd Aug)	ITV	10.05
43.	Westminster Abbey	(Wed 23rd July)	BBC1	10.00
43=	Nine O'Clock News	(Thu 24th July)	BBC1	10.00
45.	Crossroads	(Thu 10th July)	CENTRAL	9.95
46.	Bullitt	(Sat 12th July)	ITV	9.90
46=	Crossroads	(Thu 17th July)	CENTRAL	9.90
48.	Crossroads	(Tue 15th July)	CENTRAL	9.85
48=	Dallas	(Wed 30th July)	BBC1	9.85
48=	Crossroads	(Thu 31st July)	CENTRAL	9.85

Issued on 18th August 1986