

THE MONTH'S VIEWING IN SUMMARY

OCTOBER 1986

Period 5 w/e 2nd November 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	
	OCTOBER	(SEPTEMBER)	OCTOBER	(SEPTEMBER)
	Hrs : Mins	(Hrs : Mins)	%	(%)
ALL TV	3 : 34	(3 : 13)	100.0	(100.0)
BBC1 (incl. Brkfst Time)	1 : 15	(1 : 06)	35.1	(34.3)
BBC2	0 : 25	(0 : 19)	11.8	(10.0)
TOTAL BBC	1 : 40	(1 : 26)	46.9	(44.3)
ITV (Incl. TV-am)	1 : 36	(1 : 35)	44.9	(49.3)
CHANNEL 4	0 : 18	(0 : 12)	8.2	(6.4)
TOTAL ITV	1 : 54	(1 : 47)	53.1	(55.7)

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 percentage 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	
	OCT	(SEP)	OCT	(SEP)	OCT	(SEP)	OCT	(SEP)
	%	(%)	%	(%)	%	(%)	%	(%)
LONDON	42.1	(48.1)	7.3	(5.9)	38.1	(36.2)	12.5	(9.8)
MIDLANDS (E & W)	46.0	(50.3)	7.6	(6.1)	35.0	(34.3)	11.4	(9.3)
NORTH WEST	46.3	(50.4)	8.1	(5.9)	33.9	(33.5)	11.6	(10.2)
YORKSHIRE	46.5	(51.8)	8.6	(6.0)	33.7	(33.5)	11.1	(8.7)
C. SCOTLAND	42.8	(46.8)	10.1	(8.0)	34.8	(34.6)	12.2	(10.6)
WALES & THE WEST	45.7	(50.5)	6.8	(4.8)	35.3	(34.8)	12.2	(9.9)
SOUTH & S. EAST	43.0	(46.4)	6.2	(5.3)	38.4	(37.8)	12.4	(10.6)
NORTH EAST	44.7	(49.4)	8.5	(6.5)	34.7	(34.5)	12.1	(9.6)
EAST OF ENGLAND	45.0	(50.2)	6.7	(4.5)	37.1	(35.8)	11.2	(9.4)
SOUTH WEST	42.1	(45.4)	7.0	(4.9)	39.9	(37.9)	10.9	(10.1)
ULSTER	43.9	(48.7)	7.8	(6.2)	36.7	(37.4)	11.7	(9.3)
BORDER	49.7	(54.8)	7.9	(5.6)	32.1	(31.5)	10.4	(8.1)
N. SCOTLAND	48.4	(51.8)	8.3	(5.8)	33.4	(32.8)	9.9	(9.6)
NETWORK	44.9	(49.3)	8.2	(6.4)	35.1	(34.3)	11.8	(10.0)

- 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.

TOP 50 PROGRAMMES

Programme Title

Day & Date

Originating Programme Company

Individuals Viewing (millions)

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

1	Eastenders	(Thu 16th Oct/Sun 19th Oct)	BBC1	22.40
2	Eastenders	(Tue 30th Sep/Sun 5th Oct)	BBC1	22.35
3	Eastenders	(Thu 30th Oct/Sun 2nd Nov)	BBC1	22.15
4	Eastenders	(Tue 14th Oct/Sun 19th Oct)	BBC1	21.45
5	Eastenders	(Tue 9th Oct/Sun 12th Oct)	BBC1	21.40
6	Eastenders	(Tue 28th Oct/Sun 2nd Nov)	BBC1	21.35
7	Eastenders	(Thu 2nd Oct/Sun 5th Oct)	BBC1	21.30
8	Eastenders	(Tue 7th Oct/Sun 12th Oct)	BBC1	21.10
9	Eastenders	(Tue 21st Oct/Sun 26th Oct)	BBC1	20.70
10	Eastenders	(Thu 23rd Oct/Sun 26th Oct)	BBC1	20.45
11	Only Fools and Horses	(Sun 5th Oct)	BBC1	18.80
12	Coronation Street	(Mon 27th Oct)	GRANADA	17.90
13	Coronation Street	(Mon 13th Oct)	GRANADA	16.85
14	Coronation Street	(Wed 8th Oct)	GRANADA	16.55
14=	Coronation Street	(Mon 20th Oct)	GRANADA	16.55
16	Coronation Street	(Mon 6th Oct)	GRANADA	16.50
17	Coronation Street	(Wed 15th Oct)	GRANADA	16.20
18	Coronation Street	(Wed 29th Oct)	GRANADA	15.85
19	Coronation Street	(Mon 29th Sep)	GRANADA	15.75
20	Coronation Street	(Wed 1st Oct)	GRANADA	15.65
21	Blind Date	(Sat 25th Oct)	LWT	15.50
22	Twenty Years of the Two Ronnies	(Sun 26th Oct)	BBC1	15.35
23	Twenty Years of the Two Ronnies	(Sun 2nd Nov)	BBC1	15.30
24	Twenty Years of the Two Ronnies	(Sun 12th Oct)	BBC1	15.05
24=	Blind Date	(Sat 1st Nov)	LWT	15.05
26	Twenty Years of the Two Ronnies	(Sun 19th Oct)	BBC1	15.00
27	Blind Date	(Sat 18th Oct)	LWT	14.50
28	Open All Hours	(Tue 30th Sep)	BBC1	14.20
29	Howards Way	(Sun 2nd Nov)	BBC1	13.95
30	That's TV Entertainment	(Sat 1st Nov)	BBC1	13.90
31	In Sickness and In Health	(Thu 2nd Oct)	BBC1	13.60
32	Open All Hours	(Tue 7th Oct)	BBC1	13.50
33	News, Sport and Weather (21:02)	(Sat 1st Nov)	BBC1	13.25
34	Dempsey and Makepeace	(Sat 25th Oct)	LWT	13.20
35	Blind Date	(Sat 4th Oct)	LWT	13.15
36	Blind Date	(Sat 11th Oct)	LWT	13.05
36=	This Is Your Life	(Wed 15th Oct)	THAMES	13.05
36=	The A-Team	(Sat 25th Oct)	ITV	13.05
39	Executive Stress	(Mon 20th Oct)	THAMES	13.00
40	The Russ Abbot Show	(Sat 25th Oct)	BBC1	12.95
40=	Howards Way	(Sun 26th Oct)	BBC1	12.95
42	Howards Way	(Sun 19th Oct)	BBC1	12.85
43	Howards Way	(Sun 12th Oct)	BBC1	12.80
44	Howards Way	(Sun 5th Oct)	BBC1	12.75
45	Crimewatch UK	(Thu 16th Oct)	BBC1	12.65
45=	Crossroads	(Tue 28th Oct)	CENTRAL	12.65
45=	News and Weather (20:55)	(Sun 2nd Nov)	BBC1	12.65
48	Executive Stress	(Mon 27th Oct)	THAMES	12.60
48=	Crossroads	(The 30th Oct)	CENTRAL	12.60
50	News and Weather (20:51)	(Sun 19th Oct)	BBC1	12.55
50=	Play Your Cards Right	(Fri 31st Oct)	LWT	12.55

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