

THE MONTH'S VIEWING IN SUMMARY

NOVEMBER 1986

Period 4 w/e 30th 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	
	NOVEMBER	(OCTOBER)	NOVEMBER	(OCTOBER)
	Hrs : Mins	(Hrs : Mins)	%	(%)
ALL TV	3 : 54	(3 : 34)	100.0	(100.0)
BBC1 (incl. Brkfst Time)	1 : 27	(1 : 15)	37.3	(35.1)
BBC2	0 : 27	(0 : 25)	11.4	(11.8)
TOTAL BBC	1 : 54	(1 : 40)	48.7	(46.9)
ITV (Incl. TV-am)	1 : 42	(1 : 36)	43.4	(44.9)
CHANNEL 4	0 : 18	(0 : 18)	7.9	(8.2)
TOTAL ITV	2 : 00	(1 : 54)	51.3	(53.1)

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	
	NOV	(OCT)	NOV	(OCT)	NOV	(OCT)	NOV	(OCT)
	%	(%)	%	(%)	%	(%)	%	(%)
LONDON	41.6	(42.1)	7.0	(7.3)	40.0	(38.1)	11.4	(12.5)
MIDLANDS (E & W)	44.9	(46.0)	7.6	(7.6)	36.4	(35.0)	11.0	(11.4)
NORTH WEST	43.9	(46.3)	7.8	(8.1)	36.8	(33.9)	11.5	(11.6)
YORKSHIRE	45.1	(46.5)	8.0	(8.6)	36.4	(33.7)	10.5	(11.1)
C. SCOTLAND	41.9	(42.8)	10.2	(10.1)	36.7	(34.8)	11.1	(12.2)
WALES & THE WEST	45.0	(45.7)	6.4	(6.8)	36.2	(35.3)	12.3	(12.2)
SOUTH & S. EAST	40.4	(43.0)	6.3	(6.2)	41.6	(38.4)	11.7	(12.4)
NORTH EAST	41.7	(44.7)	8.7	(8.5)	37.5	(34.7)	12.1	(12.1)
EAST OF ENGLAND	44.1	(45.0)	6.2	(6.7)	38.5	(37.1)	11.2	(11.2)
SOUTH WEST	40.3	(42.1)	6.8	(7.0)	42.0	(39.9)	10.9	(10.9)
ULSTER	43.1	(43.9)	7.3	(7.8)	38.5	(36.7)	11.2	(11.7)
BORDER	46.8	(49.7)	8.0	(7.9)	34.7	(32.1)	10.6	(10.4)
N. SCOTLAND	45.2	(48.4)	8.2	(8.3)	37.9	(33.4)	8.7	(9.9)
NETWORK	43.4	(44.9)	7.9	(8.2)	37.3	(35.1)	11.4	(11.8)

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 November, the programmes with the highest audiences were:-

1	Eastenders	(Thu 20th Nov/Sun 23rd Nov)	BBC1	23.80
2	Eastenders	(Tue 25th Nov/Sun 30th Nov)	BBC1	23.45
3	Eastenders	(Thu 27th Nov/Sun 30th Nov)	BBC1	23.15
4	Eastenders	(Tue 18th Nov/Sun 23rd Nov)	BBC1	22.50
5	Eastenders	(Thu 6th Nov/Sun 9th Nov)	BBC1	21.90
6	Eastenders	(Thu 13th Nov/Sun 16th Nov)	BBC1	21.45
7	Eastenders	(Tue 4th Nov/Sun 9th Nov)	BBC1	21.40
8	Eastenders	(Tue 11th Nov/Sun 16th Nov)	BBC1	21.05
9	Blind Date	(Sat 22nd Nov)	LWT	18.20
10	News, Sport & Weather (20:53)	(Sat 29th Nov)	BBC1	17.80
11	Blind Date	(Sat 29th Nov)	LWT	17.25
12	The Royal Variety Performance	(Sat 29th Nov)	BBC1	17.20
13	Coronation Street	(Mon 10th Nov)	GRANADA	17.05
14	Coronation Street	(Wed 12th Nov)	GRANADA	17.00
15	Coronation Street	(Mon 3rd Nov)	GRANADA	16.90
15=	Coronation Street	(Wed 19th Nov)	GRANADA	16.90
17	Coronation Street	(Mon 17th Nov)	GRANADA	16.70
18	Coronation Street	(Wed 26th Nov)	GRANADA	16.60
19	Coronation Street	(Mon 24th Nov)	GRANADA	16.45
20	Blind Date	(Sat 15th Nov)	LWT	16.40
21	Just Good Friends	(Thu 27th Nov)	BBC1	15.35
22	Blind Date	(Sat 8th Nov)	LWT	15.10
22=	Twenty Years of the Two Ronnies	(Sun 9th Nov)	BBC1	15.10
24	Twenty Years of the Two Ronnies	(Sun 23rd Nov)	BBC1	14.95
25	Beadle's About	(Sat 22nd Nov)	LWT	14.80
26	Twenty Years of the Two Ronnies	(Sun 16th Nov)	BBC1	14.70
27	Coronation Street	(Wed 5th Nov)	GRANADA	14.65
27=	Howards Way	(Sun 23rd Nov)	BBC1	14.65
29	Bullseye	(Sun 23rd Nov)	CENTRAL	14.50
30	Jaws 2	(Sun 30th Nov)	ITV	14.25
31	Hi-de-Hi	(Sat 8th Nov)	BBC1	14.20
32	Children of Courage	(Fri 21st Nov)	BBC1	14.05
33	The Equalizer	(Wed 12th Nov)	ITV	13.90
34	The A-Team	(Sat 22nd Nov)	ITV	13.75
35	News and Weather (20:55)	(Sun 23rd Nov)	BBC1	13.70
35=	The A-Team	(Sat 29th Nov)	ITV	13.70
37	The Equalizer	(Wed 5th Nov)	ITV	13.65
37=	Children in Need (22:31)	(Fri 21st Nov)	BBC1	13.65
39	Bullseye	(Sun 16th Nov)	CENTRAL	13.55
40	Children in Need (21:31)	(Fri 21st Nov)	BBC1	13.50
41	The Equalizer	(Wed 19th Nov)	ITV	13.45
41=	This is Your Life	(Wed 26th Nov)	THAMES	13.45
43	Just Good Friends	(Thu 20th Nov)	BBC1	13.40
44	Brush Strokes	(Tue 18th Nov)	BBC1	13.35
45	Miss World 1986	(Thu 13th Nov)	ITV	13.30
46	Bullseye	(Sun 9th Nov)	CENTRAL	13.20
46=	Hi-de-Hi	(Sat 22nd Nov)	BBC1	13.20
46=	Bullseye	(Sun 30th Nov)	CENTRAL	13.20
49	The A-Team	(Sat 15th Nov)	ITV	13.15
50	Executive Stress	(Mon 10th Nov)	THAMES	13.10

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