

THE MONTH'S VIEWING IN SUMMARY

DECEMBER 1986

Period 4 w/e 28th December 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	
	DECEMBER	(NOVEMBER)	DECEMBER	(NOVEMBER)
	Hrs : Mins	(Hrs : Mins)	%	(%)
ALL TV	4 : 10	(3 : 54)	100.0	(100.0)
BBC1 (incl. Brkfast Time)	1 : 37	(1 : 27)	38.9	(37.3)
BBC2	0 : 23	(0 : 27)	9.0	(11.4)
TOTAL BBC	2 : 00	(1 : 54)	47.9	(48.7)
ITV (Incl. TV-am)	1 : 52	(1 : 42)	44.6	(43.4)
CHANNEL 4	0 : 19	(0 : 18)	7.4	(7.9)
TOTAL ITV	2 : 10	(2 : 00)	52.1	(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	
	DEC	(NOV)	DEC	(NOV)	DEC	(NOV)	DEC	(NOV)
	%	(%)	%	(%)	%	(%)	%	(%)
LONDON	42.9	(41.6)	7.3	(7.0)	41.0	(40.0)	8.7	(11.4)
MIDLANDS (E & W)	45.9	(44.9)	7.4	(7.6)	37.8	(36.4)	9.0	(11.0)
NORTH WEST	44.6	(43.9)	7.4	(7.8)	38.9	(36.8)	9.1	(11.5)
YORKSHIRE	46.8	(45.1)	7.3	(8.0)	37.9	(36.4)	8.0	(10.5)
C. SCOTLAND	43.8	(41.9)	9.3	(10.2)	37.9	(36.7)	8.9	(11.1)
WALES & THE WEST	46.5	(45.0)	6.4	(6.4)	38.0	(36.2)	9.1	(12.3)
SOUTH & S. EAST	42.5	(40.4)	6.3	(6.3)	41.6	(41.6)	9.6	(11.7)
NORTH EAST	44.6	(41.7)	8.0	(8.7)	38.4	(37.5)	9.0	(12.1)
EAST OF ENGLAND	44.2	(44.1)	6.6	(6.2)	41.1	(38.5)	8.0	(11.2)
SOUTH WEST	42.9	(40.3)	6.4	(6.8)	42.3	(42.0)	8.4	(10.9)
ULSTER	44.7	(43.1)	6.9	(7.3)	40.1	(38.5)	8.4	(11.2)
BORDER	48.7	(46.8)	6.9	(8.0)	37.1	(34.7)	7.3	(10.6)
N. SCOTLAND	47.8	(45.2)	8.0	(8.2)	37.2	(37.9)	7.0	(8.7)
NETWORK	44.6	(43.4)	7.4	(7.9)	38.9	(37.3)	9.0	(11.4)

- 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 December, the programmes with the highest audiences were:-				
1	Eastenders Part 2	(Thu 25th Dec/Sun 28th Dec)	BBC1	30.15
2	Eastenders Part 1	(Thu 25th Dec/Sun 28th Dec)	BBC1	29.55
3	Eastenders	(Thu 18th Dec/Sun 21st Dec)	BBC1	24.30
4	Eastenders	(Tue 23rd Dec/Sun 28th Dec)	BBC1	23.90
5	Eastenders	(Thu 4th Dec/Sun 7th Dec)	BBC1	23.55
6	Eastenders	(Tue 2nd Dec/Sun 7th Dec)	BBC1	22.40
7	Eastenders	(Tue 9th Dec/Sun 14th Dec)	BBC1	22.15
8	Eastenders	(Tue 16th Dec/Sun 21st Dec)	BBC1	21.90
9	Eastenders	(Thu 11th Dec/Sun 14th Dec)	BBC1	21.80
10	Just Good Friends	(Thu 25th Dec)	BBC1	20.75
11	Only Fools and Horses	(Thu 25th Dec)	BBC1	18.75
12	Coronation Street	(Wed 3rd Dec)	GRANADA	16.70
13	Last of the Summer Wine	(Sun 28th Dec)	BBC1	16.30
14	Coronation Street	(Mon 1st Dec)	GRANADA	16.20
15	Coronation Street	(Mon 8th Dec)	GRANADA	16.05
15=	Russ Abbot Christmas Show	(Thu 25th Dec)	BBC1	16.05
17	Blind Date	(Sun 21st Dec)	LWT	15.90
18	Coronation Street	(Mon 15th Dec)	GRANADA	15.75
19	Just Good Friends	(Thu 4th Dec)	BBC1	15.60
20	Coronation Street	(Wed 10th Dec)	GRANADA	15.55
21	Just Good Friends	(Thu 11th Dec)	BBC1	15.25
22	Just Good Friends	(Thu 18th Dec)	BBC1	15.20
23	Coronation Street	(Mon 22nd Dec)	GRANADA	15.15
24	Coronation Street	(Wed 17th Dec)	GRANADA	14.90
25	The Spy Who Loved Me	(Fri 26th Dec)	ITV	14.80
25=	'Allo 'Allo	(Fri 26th Dec)	BBC1	14.80
27	Crimewatch UK	(Thu 18th Dec)	BBC1	14.75
28	Dumbo	(Thu 25th Dec)	ITV	14.10
29	North and South	(Sun 21st Dec)	ITV	14.00
29=	Tootsie	(Sun 28th Dec)	BBC1	14.00
31	Educating Rita	(Thu 25th Dec)	BBC1	13.90
32	The A-Team	(Sat 6th Dec)	ITV	13.85
32=	Coronation Street	(Wed 24th Dec)	GRANADA	13.85
34	The Second Worst of Alright on the Night	(Sun 7th Dec)	LWT	13.75
35	Bullseye	(Sun 7th Dec)	CENTRAL	13.50
36	New Faces of '86 Grand Final	(Sat 13th Dec)	CENTRAL	13.45
37	Hi-De-Hi	(Sat 27th Dec)	BBC1	13.40
38	Murder at the Vicarage	(Thu 25th Dec)	BBC1	13.30
39	Bullseye Special	(Sun 28th Dec)	CENTRAL	13.25
40	'Allo 'Allo	(Fri 12th Dec)	BBC1	13.20
40=	Bullseye (Exc. Tyne Tees)	(Sun 14th Dec)	CENTRAL	13.20
40=	Bergerac	(Fri 26th Dec)	BBC1	13.20
43	Surprise Surprise	(Sun 28th Dec)	LWT	13.05
44	This is Your Life	(Wed 3rd Dec)	THAMES	12.95
44=	Three Up, Two Down	(Mon 8th Dec)	BBC1	12.95
44=	The A-Team	(Sat 13th Dec)	ITV	12.95
44=	Crossroads	(Tue 16th Dec)	CENTRAL	12.95
44=	3-2-1/Christmas at Toad Hall	(Sun 21st Dec)	YORKSHIRE	12.95
49	The Equalizer	(Wed 3rd Dec)	ITV	12.90
49=	Escape to Athena	(Sat 27th Dec)	BBC1	12.90

19th January 1987
Issued on