

THE MONTH'S VIEWING IN SUMMARY

FEBRUARY 1987

Period 4 w/e 1st March 1987

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	
	FEBRUARY	(JANUARY)	FEBRUARY	(JANUARY)
	Hrs : Mins	(Hrs : Mins)	%	(%)
ALL TV	4 : 00	(4 : 23)	100.0	(100.0)
BBC1 (incl. Brkfast Time)	1 : 33	(1 : 40)	38.7	(38.0)
BBC2	0 : 23	(0 : 28)	9.5	(10.8)
TOTAL BBC	1 : 56	(2 : 08)	48.2	(48.8)
ITV (Incl. TV-am)	1 : 44	(1 : 54)	43.3	(43.3)
CHANNEL 4 / S4C	0 : 20	(0 : 21)	8.5	(7.9)
TOTAL ITV	2 : 04	(2 : 15)	51.8	(51.2)

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 / S4C		BBC1		BBC2	
	FEB	(JAN)	FEB	(JAN)	FEB	(JAN)	FEB	(JAN)
	%	(%)	%	(%)	%	(%)	%	(%)
LONDON	42.4	(41.4)	7.7	(7.1)	40.2	(40.8)	9.8	(10.7)
MIDLANDS (E & W)	44.7	(45.2)	8.2	(7.7)	37.8	(36.4)	9.3	(10.7)
NORTH WEST	43.0	(43.3)	8.4	(7.7)	39.1	(38.2)	9.5	(10.9)
YORKSHIRE	44.3	(44.3)	8.8	(7.8)	38.6	(37.8)	8.3	(10.1)
C. SCOTLAND	41.3	(40.8)	10.5	(9.9)	38.0	(38.2)	10.2	(11.1)
WALES & THE WEST	46.6	(46.3)	6.8	(6.7)	36.4	(35.7)	10.2	(11.3)
SOUTH & S. EAST	41.8	(41.9)	7.5	(6.5)	40.4	(40.4)	10.2	(11.2)
NORTH EAST	42.8	(43.0)	9.4	(8.5)	38.3	(38.1)	9.4	(10.4)
EAST OF ENGLAND	43.2	(43.2)	7.1	(6.7)	40.7	(40.0)	9.1	(10.1)
SOUTH WEST	41.5	(41.4)	7.1	(6.9)	42.3	(41.2)	9.1	(10.5)
ULSTER	43.0	(42.1)	7.8	(8.0)	39.9	(38.6)	9.3	(11.3)
BORDER	47.2	(46.5)	8.4	(7.4)	36.8	(36.8)	7.7	(9.3)
N. SCOTLAND	46.6	(45.2)	8.8	(8.3)	37.2	(37.2)	7.4	(9.3)
NETWORK	43.3	(43.3)	8.5	(7.9)	38.7	(38.0)	9.5	(10.8)

- 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 viewing to the individual ITV Channel and to the BBC regional transmitter(s) covering that ITV region.
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)
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During February, the programmes with the highest audiences were:-

1	Eastenders	(Thu 26th Feb/Sun 1st Mar)	BBC1	26.70
2	Eastenders	(Tue 24th Feb/Sun 1st Mar)	BBC1	24.90
3	Eastenders	(Thu 19th Feb/Sun 22nd Feb)	BBC1	24.65
4	Eastenders	(Tue 17th Feb/Sun 22nd Feb)	BBC1	24.25
5	Eastenders	(Thu 5th Feb/Sun 8th Feb)	BBC1	23.80
6	Eastenders	(Thu 12th Feb/Sun 15th Feb)	BBC1	23.75
7	Eastenders	(Tue 10th Feb/Sun 15th Feb)	BBC1	23.40
8	Eastenders	(Tue 3rd Feb/Sun 8th Feb)	BBC1	23.05
9	A Question of Sport (Exc. N.I.)	(Thu 5th Feb)	BBC1	19.05
10	Coronation Street	(Mon 2nd Feb)	GRANADA	18.55
11	Coronation Street	(Wed 11th Feb)	GRANADA	18.40
12	Coronation Street	(Wed 4th Feb)	GRANADA	17.80
13	Coronation Street	(Wed 18th Feb)	GRANADA	17.55
14	Coronation Street	(Mon 23rd Feb)	GRANADA	17.50
15	Coronation Street	(Mon 16th Feb)	GRANADA	17.45
16	Wish You Were Here	(Mon 23rd Feb/Fri 27th Feb)	THAMES	16.65
17	Wish You Were Here	(Mon 2nd Feb/Fri 6th Feb)	THAMES	16.30
18	Coronation Street	(Mon 9th Feb)	GRANADA	16.25
18=	Coronation Street	(Wed 25th Feb)	GRANADA	16.25
20	Wish You Were Here	(Mon 9th Feb/Fri 13th Feb)	THAMES	15.95
21	Wish You Were Here	(Mon 16th Feb/Fri 20th Feb)	THAMES	15.80
22	Three Up, Two Down	(Mon 23rd Feb)	BBC1	15.60
23	Bergerac	(Sat 21st Feb)	BBC1	15.50
24	Three Up, Two Down	(Mon 2nd Feb)	BBC1	15.20
25	Bergerac	(Sat 7th Feb)	BBC1	15.15
25=	Bergerac	(Sat 14th Feb)	BBC1	15.15
27	Three Up, Two Down	(Mon 16th Feb)	BBC1	14.60
28	The Paul Daniels Magic Show	(Sat 14th Feb)	BBC1	14.25
29	The Paul Daniels Golden Rose Show	(Sat 21st Feb)	BBC1	14.20
30	This Is Your Life	(Wed 25th Feb)	THAMES	14.05
31	This Is Your Life	(Wed 11th Feb)	THAMES	14.00
32	Surprise Surprise	(Sun 22nd Feb)	LWT	13.95
33	Surprise Surprise	(Sun 1st Mar)	LWT	13.75
34	The Equalizer	(Wed 18th Feb)	ITV	13.70
35	People Do The Funniest Things	(Sat 21st Feb)	LWT	13.65
36	The Paul Daniels Magic Show	(Sat 7th Feb)	BBC1	13.60
37	Antiques Roadshow	(Sun 1st Mar)	BBC1	13.50
38	The A-Team	(Sat 21st Feb)	ITV	13.15
38=	Doubletake	(Sun 1st Mar)	ITV	13.15
40	Bob's Full House	(Sat 14th Feb)	BBC1	13.10
40=	Boon	(Tue 17th Feb)	CENTRAL	13.10
42	Surprise Surprise	(Sun 8th Feb)	LWT	13.05
43	The Equalizer	(Wed 4th Feb)	ITV	13.00
43=	Surprise Surprise	(Sun 15th Feb)	LWT	13.00
43=	Live World Championship Boxing	(Sun 22nd Feb)	BBC1	13.00
46	Holiday '87	(Tue 3rd Feb/Wed 4th Feb)	BBC1	12.95
46=	This Is Your Life	(Wed 4th Feb)	THAMES	12.95
46=	Bread	(Thu 5th Feb)	BBC1	12.95
46=	Miss Marple: Nemesis	(Sun 15th Feb)	BBC1	12.95
50	Bob's Full House	(Sat 7th Feb)	BBC1	12.85
50=	That's Life	(Sun 15th Feb)	BBC1	12.85

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N.B. Individuals Viewing (millions) is the average of the audience size over the duration of the programme.