

THE MONTH'S VIEWING IN SUMMARY

NOVEMBER 1988

Period 4 w/e 27th November 1988

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	
	NOV	(OCT)	NOV	(OCT)
	Hrs : Mins	(Hrs : Mins)	%	(%)
ALL TV	3 : 54	(3 : 40)	100.0	(100.0)
BBC1 (incl. Brkfst Time)	1 : 30	(1 : 21)	38.5	(36.8)
BBC2	0 : 24	(0 : 23)	10.1	(10.6)
TOTAL BBC	1 : 54	(1 : 44)	48.6	(47.4)
ITV (Incl. TV-am)	1 : 41	(1 : 37)	42.8	(44.3)
CHANNEL 4 / S4C	0 : 20	(0 : 18)	8.6	(8.3)
TOTAL ITV	2 : 01	(1 : 56)	51.4	(52.6)

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	
	NOV	(OCT)	NOV	(OCT)	NOV	(OCT)	NOV	(OCT)
	%	(%)	%	(%)	%	(%)	%	(%)
LONDON	41.6	(42.7)	9.0	(8.1)	39.1	(38.2)	10.2	(10.9)
MIDLANDS (E & W)	45.9	(47.8)	7.7	(7.7)	36.9	(35.1)	9.6	(9.4)
NORTH WEST	43.7	(45.8)	9.3	(8.8)	37.9	(35.7)	9.1	(9.8)
YORKSHIRE	46.2	(46.9)	8.7	(8.8)	36.3	(34.9)	8.7	(9.4)
C. SCOTLAND	40.6	(42.5)	9.4	(9.2)	39.4	(36.2)	10.5	(12.0)
WALES & THE WEST	45.7	(48.1)	6.6	(6.0)	37.5	(35.6)	10.1	(10.3)
SOUTH & S. EAST	40.8	(43.1)	7.3	(6.3)	41.0	(39.1)	10.9	(11.4)
NORTH EAST	42.1	(43.2)	9.2	(8.6)	38.5	(37.3)	10.2	(11.0)
EAST OF ENGLAND	42.2	(43.3)	7.1	(6.6)	40.9	(39.9)	9.8	(10.2)
SOUTH WEST	38.6	(40.3)	6.6	(6.8)	44.9	(43.0)	9.8	(9.9)
ULSTER	40.9	(43.5)	8.3	(8.3)	41.0	(37.7)	9.8	(10.5)
BORDER	44.9	(46.8)	7.7	(7.7)	38.0	(36.9)	9.4	(8.6)
N. SCOTLAND	41.6	(43.4)	8.4	(9.6)	40.5	(36.4)	9.5	(10.7)
NETWORK	42.8	(44.3)	8.6	(8.3)	38.5	(36.8)	10.1	(10.6)

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- 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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