

THE MONTH'S VIEWING IN SUMMARY

Period 5 w/e 1st April 1990

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	
	MARCH	(FEB)	MARCH	(FEB)
	Hrs : Mins	(Hrs : Mins)	%	(%)
ALL TV	3 : 33	(3 : 52)	100.0	(100.0)
BBC1 (incl. Brkfst Time)	1 : 19	(1 : 29)	37.3	(38.2)
BBC2	0 : 20	(0 : 23)	9.2	(9.7)
TOTAL BBC	1 : 39	(1 : 51)	46.5	(47.9)
ITV (Incl. TV-am)	1 : 34	(1 : 40)	44.2	(43.1)
CHANNEL 4 / S4C	0 : 20	(0 : 21)	9.3	(9.0)
TOTAL ITV	1 : 54	(2 : 01)	53.5	(52.1)

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 / S4C		BBC1		BBC2	
	MAR	(FEB)	MAR	(FEB)	MAR	(FEB)	MAR	(FEB)
	%	(%)	%	(%)	%	(%)	%	(%)
LONDON	41.6	(42.1)	9.9	(9.2)	38.3	(38.4)	10.2	(10.4)
MIDLANDS (E & W)	47.3	(47.1)	7.9	(7.8)	36.7	(36.5)	8.1	(8.6)
NORTH WEST	45.3	(43.6)	9.6	(9.1)	36.5	(37.9)	8.6	(9.5)
YORKSHIRE	46.4	(44.9)	9.1	(9.1)	35.4	(36.3)	9.0	(9.8)
C. SCOTLAND	44.8	(43.1)	11.0	(10.4)	35.0	(36.9)	9.2	(9.6)
WALES&WEST	47.1	(45.8)	6.9	(7.2)	37.7	(37.8)	8.3	(9.2)
SOUTH & S.EAST	42.3	(40.7)	7.6	(7.9)	40.3	(41.2)	9.8	(10.2)
NORTH EAST	44.1	(43.0)	10.1	(9.8)	36.7	(37.6)	9.1	(9.5)
EAST OF ENGLAND	45.3	(44.3)	7.4	(7.6)	38.5	(38.8)	8.8	(9.3)
SOUTH WEST	41.6	(39.8)	8.6	(8.2)	41.3	(42.7)	8.5	(9.3)
ULSTER	48.2	(45.2)	9.9	(9.2)	34.1	(37.1)	7.9	(8.6)
BORDER	46.8	(44.8)	9.5	(9.1)	35.3	(37.1)	8.5	(9.0)
N. SCOTLAND	45.1	(43.7)	8.7	(8.5)	37.6	(39.6)	8.6	(8.3)
NETWORK	44.2	(43.1)	9.3	(9.0)	37.3	(38.2)	9.2	(9.7)

- 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.

TOP 50 PROGRAMMES

	Programme Title	Day & Date	Originating Programme Company	Individuals Viewing (millions)
1	Coronation Street	Wed 28 Feb/Sat 3 Mar	Granada	21.55
2	Neighbours (1330/1736)	Mon 26 Feb	BBC1	21.16
3	Coronation Street	Mon 26 Feb/Wed 28 Feb	Granada	21.04
4	Coronation Street	Mon 19 Mar/Wed 21 Mar	Granada	20.47
5	Coronation Street	Wed 7 Mar/Sat 10 Mar	Granada	20.43
6	Coronation Street	Wed 21 Mar/Sat 24 Mar	Granada	20.20
7	Neighbours (1332/1736)	Tue 27 Feb	BBC1	20.10
8	Coronation Street	Fri 23 Mar/Sat 24 Mar	Granada	20.07
9	Coronation Street	Fri 9 Mar/Sat 10 Mar	Granada	20.06
10	Coronation Street	Mon 5 Mar/Wed 7 Mar	Granada	19.64
11	Neighbours (1330/1736)	Mon 5 Mar	BBC1	19.62
12	Coronation Street	Mon 12 Mar/Wed 14 Mar	Granada	19.52
13	Coronation Street	Fri 2 Mar/Sat 3 Mar	Granada	19.41
14	Coronation Street	Wed 14 Mar/Sat 17 Mar	Granada	19.38
15	Eastenders	Thu 1 Mar/Sun 4 Mar	BBC1	19.33
16	Neighbours (1333/1736)	Wed 28 Feb	BBC1	19.11
17	Neighbours (1332/1736)	Tue 6 Mar	BBC1	18.86
18	Neighbours (1333/1736)	Wed 7 Mar	BBC1	18.82
19	Neighbours (1330/1736)	Fri 2 Mar	BBC1	18.78
20	Eastenders	Tue 27 Feb/Sun 4 Mar	BBC1	18.77
21	Coronation Street	Wed 28 Mar/Sat 31 Mar	Granada	18.76
22	Coronation Street	Mon 26 Mar/Wed 28 Mar	Granada	18.69
23	Neighbours (1330/1736)	Mon 19 Mar	BBC1	18.66
24=	Neighbours (1330/1736)	Thu 1 Mar	BBC1	18.58
24=	Eastenders	Thu 8 Mar/Sun 11 Mar	BBC1	18.58
26	Neighbours (1332/1736)	Tue 13 Mar	BBC1	18.46
27	Neighbours (1330/1736)	Fri 9 Mar	BBC1	18.27
28=	Neighbours (1330/1736)	Thu 8 Mar	BBC1	18.12
28=	Neighbours (1333/1736)	Wed 21 Mar	BBC1	18.12
30	Eastenders	Thu 22 Mar/Sun 25 Mar	BBC1	17.92
31	Neighbours (1330/1736)	Fri 23 Mar	BBC1	17.88
32	Neighbours (1332/1736)	Tue 20 Mar	BBC1	17.73
33	Coronation Street	Fri 16 Mar/Sat 17 Mar	Granada	17.69
34=	Eastenders	Tue 6 Mar/Sun 11 Mar	BBC1	17.57
34=	Neighbours (1330/1736)	Thu 22 Mar	BBC1	17.57
34=	Neighbours (1330/1736)	Mon 26 Mar	BBC1	17.57
37	Neighbours (1330/1736)	Thu 29 Mar	BBC1	17.49
38	Neighbours (1330/1736)	Thu 15 Mar	BBC1	17.40
39	Eastenders	Thu 29 Mar/Sun 1 Apr	BBC1	17.36
40	Neighbours (1333/1736)	Wed 14 Mar	BBC1	17.30
41	Eastenders	Thu 15 Mar/Sun 18 Mar	BBC1	17.26
42	Eastenders	Tue 20 Mar/Sun 25 Mar	BBC1	17.08
43	Neighbours (1332/1736)	Tue 27 Mar	BBC1	17.07
44	Eastenders	Tue 27 Mar/Sun 1 Apr	BBC1	17.01
45	Coronation Street	Fri 30 Mar/Sat 31 Mar	Granada	17.00
46	Neighbours (1333/1736)	Wed 28 Mar	BBC1	16.98
47	Neighbours (1330/1736)	Mon 12 Mar	BBC1	16.89
48	Eastenders	Tue 13 Mar/Sun 18 Mar	BBC1	16.67
49	Neighbours (1330/1736)	Fri 16 Mar	BBC1	16.55
50	Neighbours (1330/1736)	Fri 30 Mar	BBC1	16.52

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