

THE MONTH'S VIEWING IN SUMMARYPeriod **5 weeks ending 2 December 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	
	November	October	November	October
	Hrs : Mins	(Hrs : Mins)	%	(%)
ALL TV	3 : 36	3 : 18	100.0	100.0
BBC1 (incl. Brkfst Time)	1 : 23	1 : 15	38.6	37.9
BBC2	0 : 22	0 : 20	10.1	9.9
TOTAL BBC	1 : 45	1 : 35	48.7	47.8
ITV (Incl. TV-am)	1 : 32	1 : 25	42.4	42.7
CHANNEL 4 / S4C	0 : 19	0 : 19	8.8	9.5
TOTAL ITV	1 : 51	1 : 43	51.3	52.2

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	
	Nov	Oct	Nov	Oct	Nov	Oct	Nov	Oct
	%	(%)	%	(%)	%	(%)	%	(%)
London	40.1	41.7	9.6	10.1	39.4	38.6	10.8	9.6
Midlands E & W	46.4	47.7	7.9	8.1	37.1	36.2	8.6	8.0
North West	44.5	43.8	8.6	9.8	37.9	37.0	9.0	9.4
Yorkshire	45.3	44.6	8.6	9.3	36.9	36.9	9.2	9.2
C. Scotland	42.8	43.8	10.0	10.5	37.7	36.1	9.6	9.6
Wales & West	45.9	45.7	6.7	7.4	37.6	38.1	9.9	8.8
South & S. East	41.7	42.6	8.0	7.8	40.2	39.6	10.1	10.1
North East	42.0	41.6	9.2	10.4	38.7	38.3	10.2	9.8
East of England	43.6	43.3	7.3	8.1	40.1	39.6	9.0	9.0
South West	40.4	39.7	8.6	8.8	41.6	42.0	9.4	9.4
Ulster	44.9	46.4	8.7	9.2	37.0	35.3	9.4	9.1
Border	44.0	43.9	9.8	11.8	36.6	35.7	9.5	8.6
N. Scotland	43.4	44.0	8.1	8.6	39.8	38.5	8.7	8.9
Network	42.4	42.7	8.8	9.5	38.6	37.9	10.1	9.9

- 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)
During November 1990, the programmes with the highest audiences were:				
1	Coronation Street	Wed 28 Nov/Sat 1 Dec	Granada	20.57
2	Neighbours (1332/1736)	Mon 26 Nov	BBC1	18.85
3	Coronation Street	Wed 21 Nov/Sat 24 Nov	Granada	18.76
4	Eastenders	Thu 15 Nov/Sun 18 Nov	BBC1	18.39
5	Neighbours (1330/1736)	Fri 23 Nov	BBC1	18.33
6	Coronation Street	Mon 26 Nov/Wed 28 Nov	Granada	18.32
7	Coronation Street	Wed 14 Nov/Sat 17 Nov	Granada	18.23
8	Eastenders	Thu 29 Nov/Sun 2 Dec	BBC1	18.16
9	Neighbours (1330/1736)	Fri 30 Nov	BBC1	18.09
10	Eastenders	Thu 1 Nov/Sun 4 Nov	BBC1	18.07
11	Coronation Street	Mon 19 Nov/Wed 21 Nov	Granada	17.98
12	Neighbours (1333/1736)	Wed 28 Nov	BBC1	17.95
13	Neighbours (1332/1736)	Tue 30 Oct	BBC1	17.94
14	Coronation Street	Wed 31 Oct/Sat 3 Nov	Granada	17.93
15	It'll Be All Right On The Night	Sun 2 Dec	LWT	17.92
16	Neighbours (1333/1736)	Wed 21 Nov	BBC1	17.87
17	Neighbours (1332/1736)	Tue 27 Nov	BBC1	17.78
18	Coronation Street	Fri 30 Nov/Sat 1 Dec	Granada	17.73
19	Neighbours (1332/1736)	Tue 20 Nov	BBC1	17.65
20	Neighbours (1330/1736)	Mon 29 Oct	BBC1	17.63
21	Neighbours (1330/1736)	Fri 2 Nov	BBC1	17.57
22	Coronation Street	Mon 12 Nov/Wed 14 Nov	Granada	17.51
23	Coronation Street	Mon 29 Oct/Wed 31 Oct	Granada	17.46
24	Neighbours (1333/1736)	Wed 7 Nov	BBC1	17.40
25	Neighbours (1330/1736)	Mon 5 Nov	BBC1	17.39
26	Neighbours (1330/1736)	Thu 8 Nov	BBC1	17.37
27	Coronation Street	Fri 9 Nov/Sat 10 Nov	Granada	17.34
28	Coronation Street	Fri 16 Nov/Sat 17 Nov	Granada	17.32
29=	Eastenders	Thu 8 Nov/Sun 11 Nov	BBC1	17.29
29=	Neighbours (1330/1736)	Thu 29 Nov	BBC1	17.29
31	Neighbours (1330/1736)	Mon 19 Nov	BBC1	17.27
32	Neighbours (1330/1736)	Thu 1 Nov	BBC1	17.23
33	Neighbours (1332/1736)	Tue 13 Nov	BBC1	17.20
34	Eastenders	Thu 22 Nov/Sun 25 Nov	BBC1	17.10
35	Neighbours (1330/1736)	Mon 12 Nov	BBC1	17.05
36	Neighbours (1333/1736)	Wed 31 Oct	BBC1	17.02
37	Neighbours (1332/1736)	Tue 6 Nov	BBC1	17.01
38	Coronation Street	Wed 7 Nov/Sat 10 Nov	Granada	16.99
39	Coronation Street	Fri 2 Nov/Sat 3 Nov	Granada	16.70
40	Coronation Street	Fri 23 Nov/Sat 24 Nov	Granada	16.67
41	Neighbours (1330/1736)	Fri 16 Nov	BBC1	16.61
42	Neighbours (1330/1736)	Fri 9 Nov	BBC1	16.59
43	Eastenders	Tue 13 Nov/Sun 18 Nov	BBC1	16.52
44	Neighbours (1330/1736)	Thu 22 Nov	BBC1	16.49
45	Eastenders	Tue 30 Oct/Sun 4 Nov	BBC1	16.40
46	Neighbours (1330/1736)	Thu 15 Nov	BBC1	16.31
47	Neighbours (1333/1736)	Wed 14 Nov	BBC1	16.09
48	Coronation Street	Mon 5 Nov/Wed 7 Nov	Granada	16.02
49	Eastenders	Tue 6 Nov/Sun 11 Nov	BBC1	15.83
50	Eastenders	Tue 27 Nov/Sun 2 Dec	BBC1	14.79

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