

THE MONTH'S VIEWING IN SUMMARY

RE - ISSUE

4 weeks ending 3 March 1991

Period

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 Hrs : Mins	January (Hrs : Mins)	February %	January (%)
ALL TV	3 : 58	4 : 00	100.0	100.0
BBC1 (incl. Brkfst Time)	1 : 32	1 : 32	38.5	38.2
BBC2	0 : 22	0 : 24	9.2	10.1
TOTAL BBC	1 : 54	1 : 56	47.7	48.3
ITV (Incl. TV-am)	1 : 42	1 : 42	42.7	42.5
CHANNEL 4 / S4C	0 : 23	0 : 22	9.7	9.18
TOTAL ITV	2 : 05	2 : 04	52.3	51.7

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	40.5	40.4	10.2	9.7	39.5	39.2	9.7	10.8
Midlands E & W	46.5	45.2	8.6	8.0	36.9	37.3	8.1	9.5
North West	44.1	44.9	9.8	9.1	37.7	37.0	8.4	9.0
Yorkshire	45.9	46.0	10.2	9.2	35.4	35.8	8.5	9.0
C. Scotland	44.0	44.9	10.8	10.1	36.2	36.0	9.1	9.0
Wales & West	44.4	44.3	7.3	7.0	39.9	39.3	8.4	9.4
South & S. East	40.5	41.0	8.9	7.9	40.7	40.6	9.9	10.5
North East	42.8	41.7	10.0	10.0	38.7	39.0	8.6	9.4
East of England	44.2	44.6	8.1	8.0	39.1	38.9	8.6	8.5
South West	40.7	40.8	9.3	8.7	41.1	40.5	8.9	10.1
Ulster	46.3	45.5	10.1	9.7	35.5	35.8	8.1	9.1
Border	45.8	44.5	10.4	9.6	35.6	35.7	8.2	10.2
N. Scotland	42.6	43.6	10.5	9.3	39.5	38.4	7.4	8.7
Network	42.7	42.5	9.7	9.2	38.5	38.2	9.2	10.1

- 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 the 4 weeks ending 3 March 1991, the programmes with the highest audiences were:				
1	Eastenders	Thu 7 Feb/Sun 10 Feb	BBC1	19.89
2	Neighbours (1330/1736)	Fri 8 Feb	BBC1	19.30
3	Coronation Street	Fri 8 Feb/Sat 9 Feb	Granada	19.07
4	Eastenders	Thu 14 Feb/Sun 17 Feb	BBC1	19.06
5	Eastenders	Tue 19 Feb/Sun 24 Feb	BBC1	18.85
6	Coronation Street	Wed 6 Feb/Sat 9 Feb	Granada	18.79
7	Eastenders	Tue 5 Feb/Sun 10 Feb	BBC1	18.73
8	Eastenders	Tue 12 Feb/Sun 17 Feb	BBC1	18.58
9	Eastenders	Thu 21 Feb/Sun 24 Feb	BBC1	18.18
10	Neighbours (1330/1736)	Thu 7 Feb	BBC1	18.08
11	Coronation Street	Wed 20 Feb/Sat 23 Feb	Granada	17.99
12	You've Been Framed	Sun 10 Feb	Granada	17.81
13	Coronation Street	Wed 27 Feb/Sat 2 Mar	Granada	17.80
14	Neighbours (1330/1736)	Fri 15 Feb	BBC1	17.78
15	Neighbours (1330/1736)	Fri 22 Feb	BBC1	17.65
16	Coronation Street	Wed 13 Feb/Sat 16 Feb	Granada	17.58
17	Coronation Street	Mon 11 Feb/Wed 13 Feb	Granada	17.40
18	Coronation Street	Mon 4 Feb/Wed 6 Feb	Granada	17.39
19	Neighbours (1332/1736)	Tue 5 Feb	BBC1	17.38
20	Neighbours (1330/1736)	Mon 4 Feb	BBC1	17.37
21	Eastenders	Thu 28 Feb/Sun 3 Mar	BBC1	17.30
22=	Neighbours (1330/1736)	Thu 21 Feb	BBC1	17.15
22=	Eastenders	Tue 26 Feb/Sun 3 Mar	BBC1	17.15
24	Neighbours (1333/1736)	Wed 6 Feb	BBC1	17.06
25	Coronation Street	Mon 25 Feb/Wed 27 Feb	Granada	17.00
26	Neighbours (1332/1736)	Tue 12 Feb	BBC1	16.82
27	Neighbours (1332/1736)	Tue 19 Feb	BBC1	16.81
28=	Coronation Street	Mon 18 Feb/Wed 20 Feb	Granada	16.79
28=	Neighbours (1330/1736)	Thu 28 Feb	BBC1	16.79
30	Neighbours (1333/1736)	Wed 27 Feb	BBC1	16.71
31	Neighbours (1330/1736)	Mon 11 Feb	BBC1	16.66
32	Neighbours (1332/1736)	Tue 26 Feb	BBC1	16.63
33	Neighbours (1333/1736)	Wed 13 Feb	BBC1	16.62
34	Coronation Street	Fri 22 Feb/Sat 23 Feb	Granada	16.61
35	Neighbours (1333/1736)	Wed 20 Feb	BBC1	16.60
36	Neighbours (1330/1736)	Mon 18 Feb	BBC1	16.56
37	You've Been Framed	Sun 17 Feb	Granada	16.54
38	Coronation Street	Fri 15 Feb/Sat 16 Feb	Granada	16.44
39	Watching	Fri 8 Feb	Granada	16.43
40	Best of Blind Date	Sat 9 Feb	LWT	16.42
41	Neighbours (13:36/17:36)	Thu 14 Feb	BBC1	16.35
42	Coronation Street	Fri 1 Mar/Sat 2 Mar	Granada	15.84
43	Neighbours (1330/1736)	Mon 25 Feb	BBC1	15.67
44	Inspector Morse	Wed 20 Feb	Central	15.57
45	Antiques Roadshow	Sun 17 Feb	BBC1	15.27
46	Inspector Morse	Wed 27 Feb	Central	14.97
47	Neighbours (1330/1736)	Fri 1 Mar	BBC1	14.92
48	The Bill	Thu 7 Feb	Thames	14.57
49	Antiques Roadshow	Sun 10 Feb	BBC1	14.55
50	Man With The Golden Gun	Sat 9 Feb	ITV	14.49

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