

THE MONTH'S VIEWING IN SUMMARY

Period **4 weeks ending 31 March 1991**

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 Hrs : Mins	February (Hrs : Mins)	March %	February (%)
ALL TV	3 : 27	3 : 58	100.0	100.0
BBC1 (incl. Brkfast Time)	1 : 19	1 : 32	37.9	38.5
BBC2	0 : 19	0 : 22	9.1	9.2
TOTAL BBC	1 : 38	1 : 54	47.0	47.7
ITV (Incl. TV-am)	1 : 30	1 : 42	43.4	42.7
CHANNEL 4 / S4C	0 : 20	0 : 23	9.6	9.7
TOTAL ITV	1 : 50	2 : 05	53.0	52.3

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	41.7	40.5	9.7	10.2	39.5	39.5	9.1	9.7
Midlands E & W	46.3	46.5	8.2	8.6	37.2	36.9	8.3	8.1
North West	45.8	44.1	9.5	9.8	36.5	37.7	8.2	8.4
Yorkshire	46.8	45.9	10.1	10.2	35.0	35.4	8.1	8.5
C. Scotland	44.3	44.0	11.3	10.8	35.8	36.2	8.5	9.1
Wales & West	46.1	44.4	7.3	7.3	38.3	39.9	8.3	8.4
South & S. East	41.5	40.5	8.4	8.9	39.8	40.7	10.3	9.9
North East	43.3	42.8	10.4	10.0	37.4	38.7	8.9	8.6
East of England	44.8	44.2	8.4	8.1	38.3	39.1	8.5	8.6
South West	41.4	40.7	9.3	9.3	40.1	41.1	9.2	8.9
Ulster	46.9	46.3	9.3	10.1	36.0	35.5	7.8	8.1
Border	46.5	45.8	9.7	10.4	35.5	35.6	8.3	8.2
N. Scotland	43.5	42.6	9.9	10.5	38.7	39.5	7.9	7.4
Network	43.4	42.7	9.6	9.7	37.9	38.5	9.1	9.2

- 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)
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During the 4 weeks ending 31 March 1991, the programmes with the highest audiences were:

1	Eastenders	Thu 14 Mar/Sun 17 Mar	BBC1	17.96
2	Eastenders	Tue 12 Mar/Sun 17 Mar	BBC1	17.73
3	Eastenders	Thu 7 Mar/Sun 10 Mar	BBC1	17.62
4	Eastenders	Tue 5 Mar/Sun 10 Mar	BBC1	17.53
4=	Eastenders	Thu 21 Mar/Sun 24 Mar	BBC1	17.53
6	Coronation Street	Wed 20 Mar/Sat 23 Mar	Granada	17.30
7	Coronation Street	Wed 27 Mar/Sat 30 Mar	Granada	17.17
8	Eastenders	Tue 26 Mar/Sun 31 Mar	BBC1	16.90
9	Coronation Street	Mon 4 Mar/Wed 6 Mar	Granada	16.86
10	Coronation Street	Wed 13 Mar/Sat 16 Mar	Granada	16.74
11	Coronation Street	Fri 8 Mar/Sat 9 Mar	Granada	16.72
12	Coronation Street	Fri 22 Mar/Sat 23 Mar	Granada	16.69
13	Coronation Street	Mon 18 Mar/Wed 20 Mar	Granada	16.58
14	Neighbours (1331/1737)	Mon 18 Mar	BBC1	16.51
15	Coronation Street	Mon 11 Mar/Wed 13 Mar	Granada	16.50
16	Coronation Street	Wed 6 Mar/Sat 9 Mar	Granada	16.46
17	Coronation Street	Mon 25 Mar/Wed 27 Mar	Granada	16.24
18	Neighbours (1331/1736)	Tue 5 Mar	BBC1	16.17
19	Neighbours (1331/1736)	Wed 20 Mar	BBC1	16.06
20	Eastenders	Thu 28 Mar/Sun 31 Mar	BBC1	16.05
21	Neighbours (1331/1736)	Mon 4 Mar	BBC1	15.97
22	Neighbours (1334/1736)	Wed 6 Mar	BBC1	15.95
23	Neighbours (1332/1736)	Tue 19 Mar	BBC1	15.80
24	Neighbours (1330/1736)	Fri 15 Mar	BBC1	15.69
25	Neighbours (1330/1736)	Mon 25 Mar	BBC1	15.61
26	Neighbours (1331/1736)	Thu 7 Mar	BBC1	15.46
27	Neighbours (1329/1736)	Tue 12 Mar	BBC1	15.41
27=	Neighbours (1330/1736)	Tue 26 Mar	BBC1	15.41
29	Inspector Morse	Wed 20 Mar	Central	15.30
30	Eastenders	Tue 19 Mar/Sun 24 Mar	BBC1	15.29
31	Neighbours (1329/1737)	Fri 22 Mar	BBC1	15.26
32	Inspector Morse	Wed 13 Mar	Central	15.25
33	Neighbours (1330/1736)	Mon 11 Mar	BBC1	15.14
34	Neighbours (1331/1737)	Fri 8 Mar	BBC1	15.02
35	Coronation Street	Fri 15 Mar/Sat 16 Mar	Granada	14.88
36	Neighbours (1329/1736)	Thu 21 Mar	BBC1	14.82
37	Neighbours (1329/1736)	Thu 28 Mar	BBC1	14.64
38	Neighbours (1332/1736)	Wed 27 Mar	BBC1	14.56
39	Neighbours (1330/1736)	Thu 14 Mar	BBC1	14.51
40	Neighbours (1320/1737)	Fri 29 Mar	BBC1	14.21
41	Neighbours (1330/1736)	Wed 13 Mar	BBC1	13.82
42	Coronation Street	Fri 29 Mar/Sun 31 Mar	Granada	13.75
43	Antiques Roadshow	Sun 10 Mar	BBC1	13.61
44	Lovejoy	Sun 24 Mar	BBC1	13.05
45	Antiques Roadshow	Sun 17 Mar	BBC1	12.98
45=	This Is Your Life	Wed 27 Mar	Thames	12.98
47	Wish You Were Here	Mon 11 Mar	Thames	12.83
48	Wish You Were Here	Mon 18 Mar	Thames	12.81
49	Wish You Were Here	Mon 4 Mar	Thames	12.56
50	Home And Away (Tue 1322/1711)	Tue 26 Mar	ITV	12.54

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