

THE MONTH'S VIEWING IN SUMMARY

Period 4 weeks ending 28 April 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	
	April	March	April	March
	Hrs : Mins	(Hrs : Mins)	%	(%)
ALL TV	3 : 25	3 : 27	100.0	100.0
BBC1 (incl. Brkfst Time)	1 : 13	1 : 19	35.4	37.9
BBC2	0 : 21	0 : 19	9.9	9.1
TOTAL BBC	1 : 33	1 : 38	45.3	47.0
ITV (Incl. TV-am)	1 : 32	1 : 30	44.8	43.4
CHANNEL 4 / S4C	0 : 20	0 : 20	9.8	9.6
TOTAL ITV	1 : 52	1 : 50	54.7	53.0

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	
	Apr	Mar	Apr	Mar	Apr	Mar	Apr	Mar
	%	(%)	%	(%)	%	(%)	%	(%)
London	43.2	41.7	10.2	9.7	37.0	39.5	9.6	9.1
Midlands E & W	48.2	46.3	8.1	8.2	34.6	37.2	9.1	8.3
North West	47.7	45.8	9.6	9.5	34.1	36.5	8.6	8.2
Yorkshire	47.4	46.8	10.2	10.1	33.5	35.0	8.9	8.1
C. Scotland	46.0	44.3	11.4	11.3	32.3	35.8	10.3	8.5
Wales & West	46.9	46.1	7.9	7.3	36.6	38.3	8.6	8.3
South & S. East	43.8	41.5	8.2	8.4	37.8	39.8	10.2	10.3
North East	43.8	43.3	10.4	10.4	36.4	37.4	9.4	8.9
East of England	46.9	44.8	8.4	8.4	35.8	38.3	9.0	8.5
South West	41.6	41.4	9.3	9.3	38.8	40.1	10.2	9.2
Ulster	46.4	46.9	9.1	9.3	34.9	36.0	9.6	7.8
Border	47.5	46.5	9.9	9.7	33.4	35.5	9.2	8.3
N. Scotland	46.1	43.5	10.6	9.9	34.5	38.7	8.9	7.9
Network	44.8	43.4	9.8	9.6	35.4	37.9	9.9	9.1

- 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.

	Programme Title	Day & Date	Originating Programme Company	Individuals Viewing (millions)
During the 4 weeks ending 28th April 1991, the programmes with the Highest audiences were:				
01	Darling Buds Of May	Sun 21 Apr	Yorkshire	18.35
02	Darling Buds Of May	Sun 28 Apr	Yorkshire	18.22
03	Eastenders	Tue 9 Apr/Sun 14 Apr	BBC1	17.92
04	Eastenders	Thu 11 Apr/Sun 14 Apr	BBC1	17.72
05	Eastenders	Thu 4 Apr/Sun 7 Apr	BBC1	17.18
06	Darling Buds Of May	Sun 14 Apr	Yorkshire	16.84
07	Eastenders	Thu 18 Apr/Sun 21 Apr	BBC1	16.80
08	Eastenders	Tue 2 Apr/Sun 7 Apr	BBC1	16.70
09	Darling Buds Of May	Sun 7 Apr	Yorkshire	16.68
10	Neighbours (1332/1736)	Tue 2 Apr	BBC1	16.66
11	Neighbours (1330/1736)	Thu 4 Apr	BBC1	16.62
12	Coronation Street	Wed 3 Apr/Sat 6 Apr	Granada	16.41
13	Coronation Street	Fri 5 Apr/Sat 6 Apr	Granada	16.28
14	Coronation Street	Fri 19 Apr/Sat 20 Apr	Granada	16.25
15	Coronation Street	Wed 17 Apr/Sat 20 Apr	Granada	16.24
16	Coronation Street	Wed 10 Apr/Sat 13 Apr	Granada	16.18
17	Coronation Street	Mon 8 Apr/Wed 10 Apr	Granada	15.70
18	Coronation Street	Wed 24 Apr/Sat 27 Apr	Granada	15.69
19	Coronation Street	Fri 12 Apr/Sat 13 Apr	Granada	15.58
19=	Neighbours (1332/1736)	Tue 9 Apr	BBC1	15.58
21	Neighbours (1330/1736)	Mon 8 Apr	BBC1	15.48
22	Eastenders	Tue 16 Apr/Sun 21 Apr	BBC1	15.47
23	Coronation Street	Mon 22 Apr/Wed 24 Apr	Granada	15.26
24	Neighbours (1330/1736)	Thu 11 Apr	BBC1	15.06
25	Neighbours (1330/1736)	Fri 5 Apr	BBC1	15.02
26	Neighbours (1333/1736)	Wed 3 Apr	BBC1	14.95
27	Neighbours (1330/1736)	Thu 18 Apr	BBC1	14.81
28	Eastenders	Tue 23 Apr/Sun 28 Apr	BBC1	14.80
29	Eastenders	Thu 25 Apr/Sun 28 Apr	BBC1	14.72
30	Coronation Street	Mon 15 Apr/Wed 17 Apr	Granada	14.70
31	Coronation Street	Fri 26 Apr/Sat 27 Apr	Granada	14.60
32	Neighbours (1332/1736)	Tue 16 Apr	BBC1	14.51
33	Neighbours (1333/1736)	Wed 24 Apr	BBC1	14.48
34	Neighbours (1330/1736)	Fri 12 Apr	BBC1	14.28
35	Neighbours (1330/1736)	Fri 19 Apr	BBC1	14.19
36	Prime Suspects	Sat 13 Apr	Granada	14.11
37	Neighbours (1330/1736)	Mon 1 Apr	BBC1	14.04
38	Neighbours (1333/1736)	Wed 17 Apr	BBC1	13.95
39	Prime Suspects	Sat 6 Apr	Granada	13.93
40	Neighbours (1332/1736)	Tue 23 Apr	BBC1	13.90
41	Neighbours (1330/1736)	Mon 22 Apr	BBC1	13.79
42	Neighbours (1330/1736)	Mon 15 Apr	BBC1	13.66
43	Neighbours (1333/1736)	Wed 10 Apr	BBC1	13.32
44	Neighbours (1330/1736)	Thu 25 Apr	BBC1	13.30
45	Neighbours (1330/1736)	Fri 26 Apr	BBC1	12.99
46	Goonies	Wed 3 Apr	ITV	12.98
46=	Live And Let Die	Mon 1 Apr	ITV	12.98
48	News At Ten	Mon 8 Apr	ITN	12.73
49	Home and Away	Thu 4 Apr	ITV	12.72
50	The Bill	Thu 4 Apr	Thames	12.37

Issued on 15 May 1991