

THE MONTH'S VIEWING IN SUMMARY

RE-ISSUE

Period 5 weeks ending 2 June 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	
	May Hrs : Mins	April (Hrs : Mins)	May %	April (%)
ALL TV	3 : 09	3 : 24	100.0	100.0
BBC1 (incl. Brkfast Time)	1 : 08	1 : 13	35.9	35.4
BBC2	0 : 21	0 : 21	11.1	9.9
TOTAL BBC	1 : 29	1 : 34	47.0	45.3
ITV (Incl. TV-am)	1 : 21	1 : 32	42.9	44.8
CHANNEL 4 / S4C	0 : 19	0 : 20	10.0	9.8
TOTAL ITV	1 : 40	1 : 52	52.9	54.7

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	
	May %	Apr (%)	May %	Apr (%)	May %	Apr (%)	May %	Apr (%)
London	41.9	43.2	10.2	10.2	37.3	37.0	10.7	9.6
Midlands E & W	44.5	48.2	8.9	8.1	35.8	34.6	10.7	9.1
North West	45.2	47.7	9.6	9.6	35.3	34.1	9.8	8.6
Yorkshire	45.0	47.4	10.5	10.2	34.0	33.5	10.6	8.9
C. Scotland	44.1	46.0	11.5	11.4	34.0	32.3	10.5	10.3
Wales & West	45.1	46.9	7.7	7.9	36.5	36.6	10.7	8.6
South & S. East	41.5	43.8	8.3	8.2	38.5	37.8	11.7	10.2
North East	43.8	43.8	10.8	10.4	35.3	36.4	10.1	9.4
East of England	43.7	46.9	9.1	8.4	36.1	35.8	11.2	9.0
South West	39.0	41.6	8.5	9.3	40.5	38.8	12.0	10.2
Ulster	46.4	46.4	9.1	9.1	34.9	34.9	9.7	9.6
Border	45.6	47.5	9.9	9.9	33.4	33.4	11.1	9.2
N. Scotland	43.4	46.1	10.8	10.6	36.4	34.5	9.4	8.9
Network	42.9	44.8	10.0	9.8	35.9	35.4	11.1	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.

Programme Title		Day & Date	Originating Programme Company	Individuals Viewing (millions)
During the 5 w/e 2 June 1991, the programmes with the highest audiences were:				
1	Darling Buds Of May	Sun 12 May	Yorkshire	17.23
2	Darling Buds Of May	Sun 5 May	Yorkshire	17.01
3	Coronation Street	Mon 29 Apr/Wed 1 May	Granada	16.16
4	Eastenders	Thu 30 May/Sun 2 Jun	BBC1	16.11
5	Eastenders	Thu 16 May/Sun 19 May	BBC1	15.67
6	Eastenders	Tue 7 May/Sun 12 May	BBC1	15.63
7	Eastenders	Tue 30 Apr/Sun 5 May	BBC1	15.57
8	Neighbours (1330/1736)	Mon 29 Apr	BBC1	15.48
9	Eastenders	Thu 9 May/Sun 12 May	BBC1	15.42
10	Coronation Street	Wed 8 May/Sat 11 May	Granada	15.33
11	Coronation Street	Mon 13 May/Wed 15 May	Granada	15.30
12	Eastenders	Thu 2 May/Sun 5 May	BBC1	15.26
13	Neighbours (1332/1736)	Tue 30 Apr	BBC1	15.18
14	Coronation Street	Wed 1 May/Sat 4 May	Granada	15.15
15	Coronation Street	Fri 10 May/Sat 11 May	Granada	15.05
16	F A Cup Final '91	Sat 18 May	BBC1	14.94
17	Eastenders	Tue 28 May/Sun 2 Jun	BBC1	14.88
18	Coronation Street	Fri 31 May /Sat 1 Jun	Granada	14.55
19	Coronation Street	Fri 17 May/Sat 18 May	Granada	14.54
20	Coronation Street	Fri 3 /Sat 4 May	Granada	14.52
21	Neighbours (1330/1736)	Thu 16 May	BBC1	14.46
22	Eastenders	Thu 23 May/Sun 26 May	BBC1	14.39
23	Eastenders	Tue 14 May/Sun 19 May	BBC1	14.37
24	Neighbours (1332/1736)	Tue 7 May	BBC1	13.95
25	Coronation Street	Mon 20 May/Wed 22 May	Granada	13.90
26	Coronation Street	Wed 15 May/Sat 18 May	Granada	13.71
27	Neighbours (1333/1736)	Wed 15 May	BBC1	13.69
28	Neighbours (1333/1736)	Wed 1 May	BBC1	13.68
29	Coronation Street	Fri 24 May/Sat 25 May	Granada	13.54
30	Coronation Street	Wed 22 May/Sat 25 May	Granada	13.42
31	Neighbours (1330/1736)	Mon 13 May	BBC1	13.41
32	Neighbours (1330/1736)	Thu 2 May	BBC1	13.35
33	Neighbours (1330/1736)	Fri 17 May	BBC1	13.33
34	Neighbours (1330/1736)	Fri 3 May	BBC1	13.31
35	Neighbours (1333/1736)	Wed 8 May	BBC1	13.28
36	Eastenders	Tue 21 May/Sun 26 May	BBC1	13.20
37	The Match	Wed 15 May	ITV	13.06
37=	Neighbours (1330/1736)	Thu 30 May	BBC1	13.06
39	Coronation Street	Wed 29 May/Sat 1 Jun	Granada	13.04
40	Neighbours (1332/1736)	Tue 28 May	BBC1	13.02
41	Neighbours (1332/1736)	Tue 14 May	BBC1	13.00
42	Neighbours (1333/1736)	Wed 29 May	BBC1	12.95
43	Neighbours (1330/1736)	Fri 10 May	BBC1	12.91
44	Black Velvet Gown	Sat 1 Jun	Tyne Tees	12.80
45	Neighbours (1330/1736)	Fri 31 May	BBC1	12.73
46	Neighbours (1333/1736)	Wed 22 May	BBC1	12.72
47	Neighbours (1330/1736)	Mon 20 May	BBC1	12.66
48	Home And Away (1322/1711)	Thu 16 May	ITV	12.54
49	Neighbours (1330/1736)	Mon 6 May	BBC1	12.51
50	Neighbours (1330/1736)	Thu 9 May	BBC1	12.48

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N.B. Individuals Viewing (millions) is the average of the audience size over the duration of the programme.