

THE MONTH'S VIEWING IN SUMMARY

RE-ISSUE

Period 4 weeks ending 30 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	
	June Hrs : Mins	May (Hrs : Mins)	June %	May (%)
ALL TV	3 : 06	3 : 09	100.0	100.0
BBC1 (incl. Brkfst Time)	1 : 05	1 : 08	35.0	35.9
BBC2	0 : 22	0 : 21	11.8	11.1
TOTAL BBC	1 : 27	1 : 29	46.8	47.0
ITV (Incl. TV-am)	1 : 19	1 : 21	42.5	42.9
CHANNEL 4 / S4C	0 : 20	0 : 19	10.7	10.0
TOTAL ITV	1 : 39	1 : 40	53.2	52.9

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	
	Jun %	May (%)	Jun %	May (%)	Jun %	May (%)	Jun %	May (%)
London	41.3	41.9	11.2	10.2	35.3	37.3	12.2	10.7
Midlands E & W	44.7	44.5	9.4	8.9	34.6	35.8	11.3	10.7
North West	43.6	45.2	10.6	9.6	35.3	35.3	10.5	9.8
Yorkshire	45.3	45.0	11.3	10.5	33.0	34.0	10.5	10.6
C. Scotland	43.8	44.1	12.5	11.5	32.8	34.0	10.9	10.5
Wales & West	43.8	45.1	8.6	7.7	36.2	36.5	11.5	10.7
South & S. East	40.5	41.5	9.7	8.3	36.7	38.5	13.2	11.7
North East	42.6	43.8	12.0	10.8	34.5	35.3	10.9	10.1
East of England	42.9	43.7	9.8	9.1	35.8	36.1	11.5	11.2
South West	38.1	39.0	9.3	8.5	38.8	40.5	13.8	12.0
Ulster	45.1	46.4	10.4	9.1	33.7	34.9	10.8	9.7
Border	44.2	45.6	11.2	9.9	32.7	33.4	11.8	11.1
N. Scotland	41.1	43.4	11.3	10.8	36.0	36.4	11.6	9.4
Network	42.5	42.9	10.7	10.0	35.0	35.9	11.8	11.1

- 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 w/e 30 June 1991, the programmes with the highest audiences were:				
1	Eastenders	Tue 18 June/Sun 23 June	BBC1	16.22
2	Eastenders	Thu 20 June/Sun 23 June	BBC1	16.16
3	Coronation Street	Wed 5 June/Sat 8 June	Granada	15.69
4	Coronation Street	Wed 12 June/Sat 15 June	Granada	15.68
5	Eastenders	Thu 13 June/Sun 16 June	BBC1	15.48
6	Coronation Street	Fri 14 June/Sat 15 June	Granada	15.44
7	Coronation Street	Wed 19 June/Sat 22 June	Granada	15.30
8	Eastenders	Thu 27 June/Sun 30 June	BBC1	15.06
9	Coronation Street	Fri 21 June/Sat 22 June	Granada	14.99
10	Eastenders	Thu 6 June/Sun 9 June	BBC1	14.94
11	Coronation Street	Mon 10 June	Granada	14.79
12	Eastenders	Tue 11 June/Sun 16 June	BBC1	14.73
13	Eastenders	Tue 25 June/Sun 30 June	BBC1	14.71
14	Coronation Street	Mon 17 June	Granada	14.69
15	Coronation Street	Mon 3 June	Granada	14.63
15=	Coronation Street	Fri 7 June/Sat 8 June	Granada	14.63
17	Coronation Street	Mon 24 June	Granada	14.62
18	Coronation Street	Wed 26 June/Sat 29 June	Granada	14.20
19	Neighbours (1333/1736)	Wed 5 June	BBC1	14.09
20	Neighbours (1330/1736)	Mon 24 June	BBC1	13.99
21	Eastenders	Tue 4 June/Sun 9 June	BBC1	13.83
22	Neighbours (1330/1736)	Mon 10 June	BBC1	13.67
22=	Neighbours (1332/1736)	Tue 11 June	BBC1	13.67
24	Neighbours (1332/1736)	Tue 25 June	BBC1	13.53
25	Neighbours (1332/1736)	Tue 4 June	BBC1	13.36
26	Neighbours (1332/1736)	Tue 18 June	BBC1	13.32
27	Neighbours (1333/1736)	Wed 12 June	BBC1	13.16
28	Neighbours (1330/1736)	Mon 3 June	BBC1	13.11
29	Neighbours (1330/1736)	Thu 13 June	BBC1	12.99
30	Neighbours (1330/1736)	Mon 17 June	BBC1	12.83
31	Neighbours (1330/1736)	Fri 7 June	BBC1	12.82
31=	Neighbours (1330/1736)	Fri 14 June	BBC1	12.82
33	Neighbours (1333/1736)	Wed 26 June	BBC1	12.74
34	Neighbours (1333/1736)	Wed 19 June	BBC1	12.69
35	Neighbours (1330/1736)	Thu 6 June	BBC1	12.47
36	Coronation Street	Fri 28 June/Sat 29 June	Granada	12.36
37	Neighbours (1330/1736)	Fri 21 June	BBC1	12.30
38	You've Been Framed	Sun 16 June	Granada	12.06
39	Fifteen Streets	Sun 9 June	Tyne Tees	12.05
40	Neighbours (1330/1736)	Thu 27 June	BBC1	12.02
41	Home And Away (1322/1711)	Wed 12 June	ITV	11.74
42	Home And Away (1322/1711)	Tue 11 June	ITV	11.72
43	Home And Away (1322/1711)	Tue 18 June	ITV	11.64
44	Home And Away (1322/1711)	Mon 24 June	ITV	11.59
45	Home And Away (1322/1711)	Thu 13 June	ITV	11.57
46	Home And Away (1322/1711)	Wed 5 June	ITV	11.53
47	Home And Away (1322/1711)	Tue 25 June	ITV	11.47
48	Home And Away (1322/1711)	Mon 10 June	ITV	11.27
49	The Bill	Thu 13 June	Thames	11.25
50	Home And Away (1322/1711)	Mon 17 June	ITV	11.20

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