

THE MONTH'S VIEWING IN SUMMARY

Period 4 weeks ending 28 July 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	
	July	June	July	June
	Hrs : Mins	(Hrs : Mins)	%	(%)
ALL TV	2 : 54 <i>2.9</i>	3 : 06	100.0	100.0
BBC1 (incl. Brkfast Time)	1 : 00 <i>1.0</i>	1 : 05	34.1	35.0
BBC2	0 : 24 <i>0.40</i>	0 : 22	13.9	11.8
TOTAL BBC	1 : 24 <i>1.40</i>	1 : 27	48.1	46.8
ITV (Incl. TV-am)	1 : 12 <i>1.20</i>	1 : 19	41.2	42.5
CHANNEL 4 / S4C	0 : 18 <i>0.30</i>	0 : 20	10.6	10.7
TOTAL ITV	1 : 30 <i>0.5</i>	1 : 39	51.9	53.2

Definitions

- Average Daily Viewing per Head — the number of hrs:mins spent by individuals viewing each channel as a daily average over the population.
- 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	
	Jul	Jun	Jul	Jun	Jul	Jun	Jul	Jun
	%	(%)	%	(%)	%	(%)	%	(%)
London	39.8	41.3	10.7	11.2	35.1	35.3	14.3	12.2
Midlands E & W	43.0	44.7	9.5	9.4	34.0	34.6	13.5	11.3
North West	42.7	43.6	10.6	10.6	34.0	35.3	12.8	10.5
Yorkshire	44.1	45.3	10.9	11.3	32.0	33.0	13.0	10.5
C. Scotland	41.8	43.8	12.7	12.5	31.9	32.8	13.6	10.9
Wales & West	42.7	43.8	8.5	8.6	35.3	36.2	13.6	11.5
South & S. East	40.0	40.5	10.0	9.7	35.3	36.7	14.8	13.2
North East	41.4	42.6	12.0	12.0	34.2	34.5	12.5	10.9
East of England	42.1	42.9	9.6	9.8	35.2	35.8	13.1	11.5
South West	37.4	38.1	10.6	9.3	37.5	38.8	14.5	13.8
Ulster	44.2	45.1	10.3	10.4	33.8	33.7	11.7	10.8
Border	41.6	44.2	12.2	11.2	31.8	32.7	14.4	11.8
N. Scotland	39.8	41.1	12.1	11.3	34.6	36.0	13.6	11.6
Network	41.2	42.5	10.6	10.7	34.1	35.0	13.9	11.8

- 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 28 July 1991, the Programmes with the highest audiences were:				
1	Coronation Street	Wed 24 July	Granada	15.09
2	Coronation Street	Fri 19 July	Granada	14.87
3	Coronation Street	Mon 8 July	Granada	14.69
4	Coronation Street	Wed 17 July	Granada	14.65
5	Coronation Street	Fri 12 July	Granada	14.61
6	Coronation Street	Mon 15 Jul	Granada	14.12
7	Eastenders	Thu 18 July/Sun 21 July	BBC1	14.10
8	Eastenders	Tue 23 July/Sun 28 July	BBC1	14.07
9	Coronation Street	Wed 10 July	Granada	14.00
10	Eastenders	Thu 11 July/Sun 14 July	BBC1	13.83
11	Coronation Street	Wed 3 July	Granada	13.64
12	Neighbours (1332/1736)	Tue 23 July	BBC1	13.60
13	Coronation Street	Mon 1 July	Granada	13.56
14	Eastenders	Thu 25 July/Sun 28 July	BBC1	13.39
15	Neighbours (1330/1736)	Mon 8 July	BBC1	13.35
16	Neighbours (1333/1736)	Wed 24 July	BBC1	13.24
17	Eastenders	Tue 2 July/Sun 7 July	BBC1	13.08
18	Neighbours (1330/1736)	Mon 15 Jul	BBC1	13.02
19	Eastenders	Tue 16 July/Sun 21 July	BBC1	12.95
20	Coronation Street	Fri 5 July	Granada	12.74
21	Neighbours (1333/1736)	Wed 17 July	BBC1	12.60
22	Neighbours (1332/1736)	Tue 16 July	BBC1	12.50
23	Neighbours (1332/1736)	Tue 2 July	BBC1	12.47
24	Neighbours (1330/1736)	Fri 19 July	BBC1	12.46
25	Neighbours (1330/1736)	Mon 1 July	BBC1	12.41
26	Eastenders	Tue 9 July/Sun 14 July	BBC1	12.37
27	Coronation Street	Fri 26 July/Sun 28 July	Granada	12.37
28	Neighbours (1330/1736)	Mon 22 July	BBC1	12.31
29	Neighbours (1330/1736)	Thu 25 July	BBC1	12.14
30	Neighbours (1332/1736)	Tue 9 July	BBC1	12.11
31	Eastenders	Thu 4 July/Sun 7 July	BBC1	12.06
32	Neighbours (1330/1736)	Fri 12 July	BBC1	12.04
33	Neighbours (1330/1736)	Thu 11 July	BBC1	11.94
34	Neighbours (1330/1736)	Thu 18 July	BBC1	11.91
35	Neighbours (1330/1736)	Fri 26 July	BBC1	11.81
36	Neighbours (1333/1736)	Wed 3 July	BBC1	11.79
37	Neighbours (1333/1736)	Wed 10 July	BBC1	11.57
=37	Coronation Street	Mon 22 July	Granada	11.57
39	Home and Away (1322/1712)	Mon 15 Jul	ITV	11.51
40	Home and Away (1322/1711)	Mon 8 July	ITV	11.39
41	Home and Away (1322/1712)	Tue 23 July	ITV	11.00
42	FBI Murders	Tue 9 July	BBC1	10.92
43	Home and Away (1322/1712)	Tue 16 July	ITV	10.91
44	Birds of a Feather	Mon 22 July	BBC1	10.86
45	The Bill	Thu 18 July	Thames	10.83
46	Home And Away (1322/1712)	Wed 24 July	ITV	10.78
47	The Bill	Tue 23 July	Thames	10.76
48	Home and Away (1322/1712)	Thu 18 July	ITV	10.69
49	Stars in their Eyes Final	Sat 13 July	Granada	10.64
=49	Best of T.Cooper	Tue 23 July	Thames	10.64

Issued on 15th August 1991