

# love island ALL STARS



## How did the opening episode perform?

Monday 15th January 2024 saw the return of Love Island on ITV1, ITV2 AND ITVX with an 'All Star' twist. The first episode on ITV1 averaged **941,000 adult viewers and peaked at 1.2 million.**

### Audience by age

Source: BARB's Overnight Data

**25%**

AD16-34 accounted for a **quarter of Love Island viewers on ITV1.**

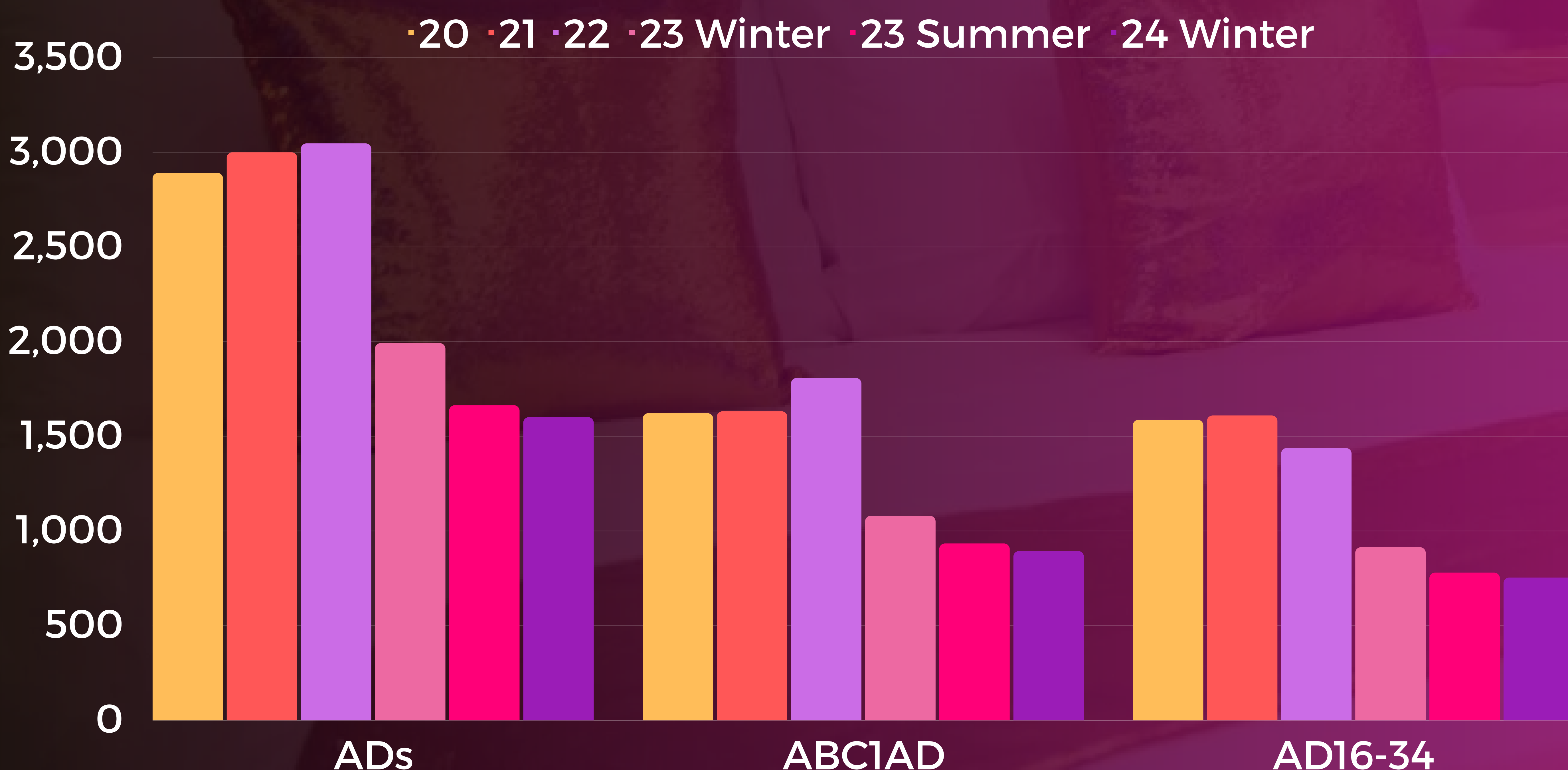
**62%**

On ITV2, AD16-34's accounted for 62% of the linear audience with 50,000 more young viewers

On average, ITV1 (including HD) had 7.7% of all linear viewers during the episode. On ITV1, **47% were ABC1Ads and 67% women.**

## What audiences are still keeping tabs on Love Island?

### Consolidated Data 1st - 14th ep



2023's series averaged **just under 2 million adults across the first 14 episodes** (excl. Sat nights). Currently, 2024's series is delivering **-19.6% less impacts, averaging 1.6 million adults.**

Source: BARB's Consolidated Data

### Love Island All Stars Linear Audience

Unsurprisingly, young viewers continue to account for the **majority share.** Compared to the launch ep (ITV1&2), AD65+ and AD55-64 have **significantly dropped in share.** On Average, **56% are ABC1AD and 71% Women**

**-19%**

less impacts  
compared to 2023  
Winter series

**56%**

viewers are  
ABC1AD

**71%**

of current audience  
are women