

The 1% Club is the biggest game show on tv

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The 1% Club has become the biggest game show on UK television over 2023 and to date with its current series averaging 5.8 million viewers in consolidated figures.

The show's ratings success also makes it ITV's biggest original game show in a decade.

Hosted by Lee Mack, the show, which last year won the National Television Award for Best Quiz Game Show, has increased year on year.

The show's success has gone from strength to strength, increasing its audience since its launch two years ago. While Series 1, which launched in 2022, reached

an average of 5.3 million, the second series climbed to 5.4 million.

The 1% Club has proved popular Saturday night viewing for all generations, including young people. The most recent episode of the latest series, on Saturday 6th April was the most watched programme for 16-34 year olds that evening with 44% of that demographic tuning in - and the overall most watched programme of the night, with a 34% overall share of viewers.

The show continues on ITV1, ITVX, STV and STV Player on Saturday at 9pm.

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Viewer enquiries

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