



# Adults' media use and attitudes 2015 Annex

Top 50 websites visited &  
Top 20 TV programmes viewed

Research Document

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## Section 1

# Websites visited by adults

## 1.1 Introduction

This section of the annex provides tables of the top 50 web entities visited by adults. Consistent with our approach in the previous report (2014) we include two sets of data:

- The first set of tables (1-6) shows the top 50 web entities visited by adults aged 15+, 15-24, 25-34, 35-44, 45-54, and 55+ from laptop and desktop computers at home and work during the month of October 2014, as measured by comScore MMX. This data is included to allow comparisons with historic data we have published in the past, and offers a more granular age breakdown than MMX Multi-Platform.
- The second set of tables (7-11) shows the top 50 web entities visited by adults aged 18+, 18-24, 25-44 and 55+ from laptop and desktop computers at home and work, mobile phones and tablets<sup>1</sup>, as measured by comScore MMX Multi-Platform<sup>2</sup>. This data is included as it covers a wider platform base, reflecting the reality of multi-platform consumption. However, the age breakdown is currently more restricted than comScore MMX.

It offers useful context to our adults' media literacy report, showing the specific web entities that adults visit and how this differs according to age group.

## 1.2 Methodology

comScore's Unified Digital Measurement methodology combines panel and census measurement techniques in its approach to digital audience measurement. This method uses the comScore global measurement panel to determine audience reach and demographics. comScore also captures directly measured census-level activity at publishers' digital content assets (i.e. websites, videos, apps), which most accurately account for total media consumption. These data sets are unified into a more accurate view of audiences and their activity. Furthermore, this approach is not affected by variables such as cookie deletion, blocking, and rejection.

comScore MMX measures web activity on laptop and desktop computers. comScore MMX Multi-Platform measures PC website browsing, video streaming, smartphone app and browsing and tablet app and browsing activity and provides a single unduplicated measure for each entity. comScore models the overlap of a user's consumption of web, video, and app content across laptop and desktop computers, mobile phones and tablet computers by observing single person households with static IP addresses and static PC cookies with all devices present as well as census-level activity from publishers. The number of assets (web, video, mobile app, tablet app) for which comScore receives census-level activity from a publisher is indicated in the MMX Multi-Platform tables under 'Platforms tagged'.

The Top 50 websites tables consist of the fifty most popular Media Title web entities in the UK for the specified target audience among the top 100 Properties and Adult categories.<sup>3</sup> The tables also include Properties which do not specify any subsidiary Media Titles. Ofcom considered that this unique approach best reflected internet users consumption of online content without over-aggregating websites into their parent entities, nor duplicating websites which host several Channels or Sub-channels of content.

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<sup>1</sup> Tablets were introduced to comScore MMX Multi-platform in June 2013.

<sup>2</sup> comScore MMX Multi-Platform uses data which is unavailable for individuals aged under 18, which is why the age breaks differ between comScore MMX and comScore MMX Multi-Platform.

<sup>3</sup> The Top 100 Properties report excludes Adult Properties

A *Media Title* is an editorially and brand consistent collection of content in the digital landscape that provides the marketplace with a view of online user behaviour. This may represent a domain, a group of domains, online service or computer application. In contrast, a *Property* is the parent entity and can represent a full domain (i.e. [bbc.co.uk](http://bbc.co.uk)), pages (e.g. [bbc.co.uk /sport](http://bbc.co.uk/sport)), applications or online services under common ownership or majority ownership for a single legal entity.

The tables are ranked by unique audience and active reach. Unique audience is defined as the total number of unique persons who visited a website or used an application at least once in a given month. Persons visiting the same website more than one time in the month are therefore counted only once in this measure. The active audience is the total number of people who visited any website or used any application at least once in a given month. The active reach of a website is therefore the proportion of the unique audience that visit that website at least once during the month.

In the MMX Multi-Platform tables active reach and unique audience are provided for the total digital population and for mobile platforms. The total digital population includes all people who have accessed webpage, video or app content across laptop and desktop computers, mobile phones and tablet computers. Mobile platforms include all mobile handsets and tablet computers.

**Please note:** all rankings included in this report are based on Ofcom's ranking approach as outlined above. While all data are based on reportable entities in comScore MMX, Ofcom's unique treatment of the various media entities means that the rankings will not directly align with comScore's own web property or media entity rankings.

#### **Additional web entity definitions**

\* Not all visitors to a webpage of this domain are attributed to this entity. The domain contains content belonging to another entity as such any visitors to this content are attributed to the other entity.

† Property with no child Media Titles.

For more information on the data methodology and measurement contained in this annex, please visit [www.comscore.com](http://www.comscore.com)

### 1.3 Data tables (comScore MMX, Oct 2014)

**Table 1: Top 50 web entities accessed by adults aged 15+ from computers at home or work**

No.	Web Entity	Unique Audience (000s)	Active Reach (%)
1	Google	34,643	87.6
2	FACEBOOK.COM	26,131	66.1
3	MSN	25,737	65.1
4	Yahoo	23,842	60.3
5	YOUTUBE.COM	23,632	59.8
6	Amazon	20,634	52.2
7	BBC	20,298	51.3
8	Windows Live	18,764	47.4
9	eBay Sites	18,652	47.2
10	WIKIPEDIA.ORG*	16,672	42.2
11	Microsoft	11,817	29.9
12	DAILYMAIL.CO.UK	11,127	28.1
13	PayPal	10,128	25.6
14	THEGUARDIAN.COM	9,982	25.2
15	TWITTER.COM †	9,625	24.3
16	GOV.UK †	9,511	24.0
17	iTunes Software (App)	9,242	23.4
18	Sky Portal	9,204	23.3
19	LINKEDIN.COM	8,803	22.3
20	TELEGRAPH.CO.UK	8,745	22.1
21	Argos	8,296	21.0
22	Blogger	7,678	19.4
23	BT.COM*	7,013	17.7
24	Apple.com Worldwide Sites	6,600	16.7
25	ASK.COM Sites	6,600	16.7
26	IMDb	6,575	16.6
27	NHS.UK	6,546	16.6
28	Dropbox (App)	6,541	16.5
29	Lloyds TSB	6,479	16.4
30	Tripadvisor Sites	6,294	15.9
31	RIGHTMOVE.CO.UK	6,236	15.8
32	TESCO.COM*	6,117	15.5
33	GUMTREE.COM	5,840	14.8
34	VIRGINMEDIA.COM*	5,604	14.2
35	ADOBE.COM	5,448	13.8
36	Mirror Online	5,284	13.4
37	HPMG News	5,185	13.1
38	AVG.COM	5,177	13.1
39	WORDPRESS.COM* †	5,168	13.1
40	ANSWERS.COM	4,995	12.6
41	BBC IPlayer	4,890	12.4
42	PORNHUB.COM †	4,812	12.2
43	TUMBLR.COM*	4,794	12.1
44	AOL Search Network	4,734	12.0
45	ITV	4,664	11.8
46	Asda	4,618	11.7
47	Booking.com Europe	4,602	11.6
48	PINTEREST.COM †	4,579	11.6
49	Newsquest Media Group	4,439	11.2
50	Barclays Banking	4,427	11.2

Source: comScore MMX, October 2014, home and work panel, adults aged 15+.

**Table 2: Top 50 web entities accessed by adults 15-24 from computers at home or work**

No.	Web Entity	Unique Audience (000s)	Active Reach (%)
1	Google	6,556	89.2
2	YOUTUBE.COM	5,405	73.6
3	MSN	5,202	70.8
4	FACEBOOK.COM	5,012	68.2
5	Yahoo	3,890	53.0
6	Windows Live	3,742	50.9
7	BBC	3,610	49.1
8	Amazon	3,324	45.3
9	WIKIPEDIA.ORG*	3,225	43.9
10	eBay Sites	2,755	37.5
11	iTunes Software (App)	2,298	31.3
12	TWITTER.COM †	2,220	30.2
13	Microsoft	2,054	28.0
14	THEGUARDIAN.COM	2,033	27.7
15	DAILYMAIL.CO.UK	1,981	27.0
16	IMDb	1,692	23.0
17	TUMBLR.COM*	1,618	22.0
18	Blogger	1,546	21.0
19	TELEGRAPH.CO.UK	1,461	19.9
20	PayPal	1,407	19.2
21	Apple.com Worldwide Sites	1,403	19.1
22	Sky Portal	1,385	18.9
23	Steam (App)	1,315	17.9
24	GOV.UK †	1,261	17.2
25	ANSWERS.COM	1,219	16.6
26	INSTAGRAM.COM	1,202	16.4
27	BBC IPlayer	1,185	16.1
28	PORNHUB.COM †	1,174	16.0
29	CHANNEL4.COM	1,130	15.4
30	Spotify (App)	1,118	15.2
31	WIKIHOW.COM †	1,117	15.2
32	LINKEDIN.COM	1,086	14.8
33	BUZZFEED.COM	1,072	14.6
34	uTorrent (App)	1,056	14.4
35	Mirror Online	1,047	14.3
36	NHS.UK	1,044	14.2
37	Argos	1,044	14.2
38	WORDPRESS.COM* †	1,027	14.0
39	VIRGINMEDIA.COM*	968	13.2
40	Mode Tend Parenting	933	12.7
41	AVG.COM	912	12.4
42	INDEED.CO.UK	908	12.4
43	ASOS.COM	903	12.3
44	ITV	902	12.3
45	STEAMPOWERED.COM	901	12.3
46	ADOBE.COM	901	12.3
47	PINTEREST.COM †	868	11.8
48	HPMG News	857	11.7
49	DIRECT.GOV.UK †	838	11.4
50	LADBROKES.COM	838	11.4

Source: comScore MMX, October 2014, home and work panel, adults aged 15-24.

**Table 3: Top 50 web entities accessed by adults 25-34 from computers at home or work**

No.	Web Entity	Unique Audience (000s)	Active Reach (%)
1	Google	6,891	89.7
2	FACEBOOK.COM	5,566	72.5
3	MSN	5,452	71.0
4	YOUTUBE.COM	5,404	70.3
5	Yahoo	4,487	58.4
6	Windows Live	4,088	53.2
7	BBC	3,961	51.6
8	Amazon	3,805	49.5
9	WIKIPEDIA.ORG*	3,620	47.1
10	eBay Sites	3,543	46.1
11	Microsoft	2,322	30.2
12	DAILYMAIL.CO.UK	2,276	29.6
13	PayPal	2,234	29.1
14	TWITTER.COM †	2,178	28.4
15	THEGUARDIAN.COM	2,172	28.3
16	LINKEDIN.COM	2,009	26.2
17	iTunes Software (App)	1,988	25.9
18	GOV.UK †	1,966	25.6
19	Sky Portal	1,831	23.8
20	Blogger	1,812	23.6
21	TELEGRAPH.CO.UK	1,780	23.2
22	IMDb	1,643	21.4
23	Argos	1,625	21.1
24	Lloyds TSB	1,505	19.6
25	GUMTREE.COM	1,474	19.2
26	Apple.com Worldwide Sites	1,462	19.0
27	Dropbox (App)	1,407	18.3
28	RIGHTMOVE.CO.UK	1,315	17.1
29	uTorrent (App)	1,296	16.9
30	ADOBE.COM	1,287	16.8
31	HPMG News	1,248	16.2
32	WORDPRESS.COM* †	1,222	15.9
33	VIRGINMEDIA.COM*	1,206	15.7
34	Tripadvisor Sites	1,189	15.5
35	NHS.UK	1,168	15.2
36	TESCO.COM*	1,142	14.9
37	BBC IPlayer	1,126	14.7
38	PORNHUB.COM †	1,083	14.1
39	TUMBLR.COM*	1,067	13.9
40	PINTEREST.COM †	1,056	13.7
41	AVG.COM	1,033	13.4
42	Mirror Online	1,030	13.4
43	Asda	986	12.8
44	BUZZFEED.COM	965	12.6
45	Barclays Banking	960	12.5
46	AUTOTRADER.CO.UK	952	12.4
47	ASK.COM Sites	939	12.2
48	ANSWERS.COM	935	12.2
49	WIKIHOW.COM †	932	12.1
50	DIRECT.GOV.UK †	919	12.0

Source: comScore MMX, October 2014, home and work panel, adults aged 25-34.



**Table 4: Top 50 web entities accessed by adults 35-44 from computers at home or work**

No.	Web Entity	Unique Audience (000s)	Active Reach (%)
1	Google	6,562	89.3
2	FACEBOOK.COM	4,879	66.4
3	MSN	4,741	64.5
4	Yahoo	4,601	62.6
5	YOUTUBE.COM	4,599	62.6
6	BBC	3,996	54.4
7	Amazon	3,972	54.0
8	eBay Sites	3,702	50.4
9	Windows Live	3,476	47.3
10	WIKIPEDIA.ORG*	3,373	45.9
11	Microsoft	2,373	32.3
12	DAILYMAIL.CO.UK	2,096	28.5
13	PayPal	2,047	27.9
14	GOV.UK †	1,985	27.0
15	THEGUARDIAN.COM	1,972	26.8
16	TWITTER.COM †	1,873	25.5
17	Sky Portal	1,838	25.0
18	LINKEDIN.COM	1,792	24.4
19	Argos	1,786	24.3
20	TELEGRAPH.CO.UK	1,675	22.8
21	iTunes Software (App)	1,661	22.6
22	Blogger	1,557	21.2
23	NHS.UK	1,468	20.0
24	Dropbox (App)	1,454	19.8
25	TESCO.COM*	1,355	18.4
26	Apple.com Worldwide Sites	1,296	17.6
27	Lloyds TSB	1,293	17.6
28	RIGHTMOVE.CO.UK	1,290	17.5
29	GUMTREE.COM	1,241	16.9
30	Tripadvisor Sites	1,198	16.3
31	IMDb	1,193	16.2
32	ASK.COM Sites	1,171	15.9
33	BT.COM*	1,138	15.5
34	ANSWERS.COM	1,133	15.4
35	WORDPRESS.COM* †	1,098	14.9
36	Mirror Online	1,051	14.3
37	VIRGINMEDIA.COM*	1,027	14.0
38	PINTEREST.COM †	1,018	13.9
39	Barclays Banking	1,005	13.7
40	ADOBE.COM	1,001	13.6
41	NEXT.CO.UK	939	12.8
42	Asda	926	12.6
43	eHow	922	12.5
44	HPMG News	914	12.4
45	LADBROKES.COM	877	11.9
46	uTorrent (App)	873	11.9
47	HSBC.CO.UK	862	11.7
48	WIKIHOW.COM †	854	11.6
49	Booking.com Europe	851	11.6
50	DIRECT.GOV.UK †	846	11.5

Source: comScore MMX, October 2014, home and work panel, adults aged 35-44.

**Table 5: Top 50 web entities accessed by adults 45-54 from computers at home or work**

No.	Web Entity	Unique Audience (000s)	Active Reach (%)
1	Google	6,417	87.1
2	FACEBOOK.COM	4,837	65.7
3	Yahoo	4,554	61.8
4	MSN	4,545	61.7
5	YOUTUBE.COM	4,019	54.6
6	Amazon	3,916	53.2
7	eBay Sites	3,869	52.5
8	BBC	3,708	50.4
9	Windows Live	3,332	45.2
10	WIKIPEDIA.ORG*	3,100	42.1
11	Microsoft	2,336	31.7
12	PayPal	2,202	29.9
13	GOV.UK †	2,023	27.5
14	DAILYMAIL.CO.UK	2,022	27.5
15	BT.COM*	1,756	23.8
16	Sky Portal	1,733	23.5
17	TWITTER.COM †	1,721	23.4
18	LINKEDIN.COM	1,685	22.9
19	Argos	1,659	22.5
20	THEGUARDIAN.COM	1,613	21.9
21	iTunes Software (App)	1,538	20.9
22	TELEGRAPH.CO.UK	1,525	20.7
23	Tripadvisor Sites	1,485	20.2
24	ASK.COM Sites	1,425	19.3
25	Dropbox (App)	1,410	19.1
26	NHS.UK	1,312	17.8
27	Lloyds TSB	1,265	17.2
28	TESCO.COM*	1,197	16.2
29	Blogger	1,145	15.5
30	RIGHTMOVE.CO.UK	1,114	15.1
31	GUMTREE.COM	1,111	15.1
32	Booking.com Europe	1,095	14.9
33	Apple.com Worldwide Sites	1,050	14.3
34	AOL Search Network	1,049	14.2
35	VIRGINMEDIA.COM*	1,031	14.0
36	YELL.COM	1,021	13.9
37	IMDb	940	12.8
38	INDEED.CO.UK	933	12.7
39	NATIONAL-LOTTERY.CO.UK	921	12.5
40	ADOBE.COM	905	12.3
41	AVG.COM	901	12.2
42	Asda	891	12.1
43	Barclays Banking	889	12.1
44	Mirror Online	888	12.1
45	DIRECT.GOV.UK †	888	12.1
46	ITV	873	11.9
47	MARKSANDSPENCER.COM	868	11.8
48	HPMG News	864	11.7
49	192.COM	860	11.7
50	Newsquest Media Group	840	11.4

Source: comScore MMX, October 2014, home and work panel, adults aged 45-54.

**Table 6: Top 50 web entities accessed by adults aged 55+ from computers at home or work**

No.	Web Entity	Unique Audience (000s)	Active Reach (%)
1	Google	8,217	83.8
2	Yahoo	6,309	64.3
3	FACEBOOK.COM	5,837	59.5
4	MSN	5,796	59.1
5	Amazon	5,617	57.3
6	BBC	5,022	51.2
7	eBay Sites	4,783	48.8
8	YOUTUBE.COM	4,205	42.9
9	Windows Live	4,125	42.1
10	WIKIPEDIA.ORG*	3,354	34.2
11	DAILYMAIL.CO.UK	2,753	28.1
12	Microsoft	2,731	27.8
13	BT.COM*	2,728	27.8
14	Sky Portal	2,416	24.6
15	TELEGRAPH.CO.UK	2,304	23.5
16	GOV.UK †	2,277	23.2
17	ASK.COM Sites	2,266	23.1
18	PayPal	2,238	22.8
19	LINKEDIN.COM	2,230	22.7
20	THEGUARDIAN.COM	2,192	22.4
21	Argos	2,183	22.3
22	AOL Search Network	2,084	21.3
23	RIGHTMOVE.CO.UK	1,860	19.0
24	iTunes Software (App)	1,757	17.9
25	Tripadvisor Sites	1,693	17.3
26	NATIONAL-LOTTERY.CO.UK	1,644	16.8
27	TWITTER.COM †	1,633	16.6
28	Blogger	1,618	16.5
29	Lloyds TSB	1,614	16.5
30	TESCO.COM*	1,609	16.4
31	AVG.COM	1,554	15.9
32	NHS.UK	1,553	15.8
33	Dropbox (App)	1,513	15.4
34	Newsquest Media Group	1,470	15.0
35	Apple.com Worldwide Sites	1,390	14.2
36	VIRGINMEDIA.COM*	1,373	14.0
37	ADOBE.COM	1,354	13.8
38	Booking.com Europe	1,330	13.6
39	ZOOPLA.CO.UK*	1,329	13.6
40	MARKSANDSPENCER.COM	1,317	13.4
41	HPMG News	1,302	13.3
42	ITV	1,272	13.0
43	Mirror Online	1,267	12.9
44	GUMTREE.COM	1,255	12.8
45	192.COM	1,151	11.7
46	YELL.COM	1,124	11.5
47	WORDPRESS.COM* †	1,112	11.3
48	IMDb	1,107	11.3
49	Barclays Banking	1,094	11.2
50	John Lewis	1,093	11.1

Source: comScore MMX, October 2014, home and work panel, adults aged 55+.

## 1.4 Data tables (comScore MMX Multi-platform, Oct 2014)

**Table 7: Top 50 web entities accessed from computers at home or work, mobile phone or tablet: adults aged 18+**

No.	Web Entity	Unique Audience (000s)		Active Reach (%)		Platforms tagged
		Total Digital Pop	Mobile	Total Digital Pop	Mobile	
1	Google	36,538	16,233	91.3	47.4	[0]
2	YOUTUBE.COM	33,626	16,169	84.0	47.2	[1]
3	FACEBOOK.COM	30,400	16,539	76.0	48.3	[0]
4	Yahoo	29,595	15,801	73.9	46.2	[4]
5	BBC	28,212	17,192	70.5	50.2	[3]
6	MSN	27,666	11,072	69.1	32.4	[3]
7	Amazon	23,718	8,750	59.3	25.6	[0]
8	eBay Sites	22,613	9,573	56.5	28.0	[0]
9	Windows Live	18,597	1,382	46.5	4.0	[0]
10	DAILYMAIL.CO.UK	16,677	9,499	41.7	27.8	[2]
11	WIKIPEDIA.ORG*	16,046	362	40.1	1.1	[0]
12	Sky Portal	15,671	9,807	39.2	28.7	[3]
13	THEGUARDIAN.COM	13,720	6,375	34.3	18.6	[3]
14	Microsoft	12,511	1,348	31.3	3.9	[0]
15	TELEGRAPH.CO.UK	12,462	5,780	31.1	16.9	[1]
16	Wikipedia Mobile Sites	12,355	12,287	30.9	35.9	[0]
17	Argos	11,546	4,726	28.8	13.8	[0]
18	Mirror Online	10,520	6,570	26.3	19.2	[1]
19	LINKEDIN.COM	10,111	2,637	25.3	7.7	[1]
20	PayPal	10,092	317	25.2	0.9	[0]
21	IMDb	9,754	4,644	24.4	13.6	[3]
22	Apple.com Worldwide Sites	9,752	4,582	24.4	13.4	[0]
23	TWITTER.COM †	9,700	1,108	24.2	3.2	[0]
24	NHS.UK	9,634	4,181	24.1	12.2	[0]
25	RIGHTMOVE.CO.UK	9,474	4,909	23.7	14.3	[1]
26	TESCO.COM*	9,443	4,368	23.6	12.8	[0]
27	GOV.UK †	9,275	0	23.2	0.0	[0]
28	Blogger	9,189	2,534	23.0	7.4	[0]
29	Tripadvisor Sites	8,862	3,635	22.1	10.6	[0]
30	Wikimedia Community Sites	8,747	8,713	21.9	25.5	[0]
31	WORDPRESS.COM*	8,730	4,610	21.8	13.5	[0]
32	HPMG News	8,696	4,383	21.7	12.8	[4]
33	iTunes Software (App)	8,687		21.7		[0]
34	VIMEO.COM	8,536	1,359	21.3	4.0	[1]
35	INSTAGRAM.COM	8,503	6,255	21.2	18.3	[0]
36	Telefonica O2	8,324	6,518	20.8	19.0	[0]
37	ITV	8,177	4,612	20.4	13.5	[1]
38	GUMTREE.COM	7,804	2,787	19.5	8.1	[2]
39	ASK.COM Sites	7,631	1,718	19.1	5.0	[2]
40	BT.COM*	7,470	880	18.7	2.6	[0]
41	Newsquest Media Group	7,255	3,734	18.1	10.9	[1]
42	AVG.COM	6,740	2,230	16.8	6.5	[0]
43	Vodafone	6,693	5,005	16.7	14.6	[0]
44	VIRGINMEDIA.COM*	6,618	1,771	16.5	5.2	[0]
45	ZOOPLA.CO.UK*	6,499	3,311	16.2	9.7	[1]
46	BBC IPlayer	6,451	2,207	16.1	6.4	[0]
47	Dropbox (App)	6,400		16.0		[0]
48	Lloyds TSB	6,389	0	16.0	0.0	[0]
49	BUZZFEED.COM †	6,285	3,312	15.7	9.7	[4]
50	PINTEREST.COM †	6,253	2,359	15.6	6.9	[0]

Source: comScore MMX Multi-Platform, October 2014, adults aged 18+. MMX MP includes PC browsing, PC video streams, mobile browsing & apps (on-network only for untagged apps), tablet browsing & apps for tagged sites & apps

**Table 8: Top 50 web entities accessed from computers at home or work, mobilephone or tablet: aged 18-24**

No.	Web Entity	Unique Audience (000s)		Active Reach (%)		Platforms tagged
		Total Digital Pop	Mobile	Total Digital Pop	Mobile	
1	YOUTUBE.COM	5,388	3,198	93.1	59.6	[1]
2	Google	5,162	2,039	89.2	38.0	[0]
3	FACEBOOK.COM	5,017	3,787	86.6	70.6	[0]
4	MSN	4,376	1,881	75.6	35.1	[3]
5	Yahoo	4,041	2,393	69.8	44.6	[4]
6	BBC	3,963	2,468	68.5	46.0	[3]
7	Amazon	3,109	1,153	53.7	21.5	[0]
8	Windows Live	2,953	176	51.0	3.3	[0]
9	eBay Sites	2,941	1,438	50.8	26.8	[0]
10	DAILYMAIL.CO.UK	2,594	1,549	44.8	28.9	[2]
11	Wikipedia Mobile Sites	2,470	2,447	42.7	45.6	[0]
12	INSTAGRAM.COM	2,454	1,818	42.4	33.9	[0]
13	WIKIPEDIA.ORG*	2,440	45	42.1	0.8	[0]
14	IMDb	2,219	1,092	38.3	20.4	[3]
15	THEGUARDIAN.COM	2,217	911	38.3	17.0	[3]
16	Sky Portal	2,166	1,434	37.4	26.8	[3]
17	Mirror Online	1,984	1,350	34.3	25.2	[1]
18	TWITTER.COM †	1,960	529	33.8	9.9	[0]
19	Apple.com Worldwide Sites	1,824	981	31.5	18.3	[0]
20	Microsoft	1,755	217	30.3	4.0	[0]
21	iTunes Software (App)	1,744		30.1		[0]
22	Wikimedia Community Sites	1,735	1,728	30.0	32.2	[0]
23	TELEGRAPH.CO.UK	1,586	644	27.4	12.0	[1]
24	BUZZFEED.COM †	1,572	766	27.1	14.3	[4]
25	Blogger	1,565	478	27.0	8.9	[0]
26	TUMBLR.COM*	1,554	638	26.8	11.9	[1]
27	WORDPRESS.COM* †	1,542	878	26.6	16.4	[0]
28	ITV	1,534	1,017	26.5	19.0	[1]
29	ASOS.COM	1,533	1,023	26.5	19.1	[1]
30	Fullscreen †	1,491	1	25.8	0.0	[2]
31	Telefonica O2	1,479	1,284	25.6	23.9	[0]
32	NHS.UK	1,420	728	24.5	13.6	[0]
33	HPMG News	1,407	730	24.3	13.6	[4]
34	CHANNEL4.COM	1,277	525	22.1	9.8	[1]
35	VIMEO.COM	1,263	237	21.8	4.4	[1]
36	Argos	1,237	552	21.4	10.3	[0]
37	BBC IPlayer	1,231	382	21.3	7.1	[0]
38	PayPal	1,209	72	20.9	1.3	[0]
39	WIKIHOW.COM †	1,180	389	20.4	7.3	[0]
40	ANSWERS.COM	1,174	331	20.3	6.2	[2]
41	PINTEREST.COM †	1,160	599	20.0	11.2	[0]
42	Tripadvisor Sites	1,130	625	19.5	11.7	[0]
43	Disney Entertainment	1,112	676	19.2	12.6	[4]
44	TESCO.COM*	1,080	549	18.7	10.2	[0]
45	INDEED.CO.UK	1,071	450	18.5	8.4	[1]
46	PORNHUB.COM †	1,061	223	18.3	4.2	[0]
47	GOV.UK †	1,024	0	17.7	0.0	[0]
48	LINKEDIN.COM	1,002	157	17.3	2.9	[1]
49	METRO.CO.UK	963	495	16.6	9.2	[1]
50	eHow	957	454	16.5	8.5	[2]

Source: comScore MMX Multi-Platform, October 2014, adults aged 18-24.

**Table 9: Top 50 web entities accessed from computers at home or work, mobile phone or tablet: aged 25-34**

No.	Web Entity	Unique Audience (000s)		Active Reach (%)		Platforms tagged
		Total Digital Pop	Mobile	Total Digital Pop	Mobile	
1	YOUTUBE.COM	7,469	4,003	91.2	53.8	[1]
2	Google	7,409	2,710	90.5	36.4	[0]
3	FACEBOOK.COM	6,802	4,067	83.1	54.7	[0]
4	Yahoo	6,363	3,933	77.7	52.9	[4]
5	MSN	6,298	2,859	76.9	38.4	[3]
6	BBC	5,694	3,381	69.6	45.5	[3]
7	Amazon	5,188	2,790	63.4	37.5	[0]
8	eBay Sites	4,766	2,527	58.2	34.0	[0]
9	Windows Live	4,254	339	52.0	4.6	[0]
10	DAILYMAIL.CO.UK	3,772	2,336	46.1	31.4	[2]
11	WIKIPEDIA.ORG*	3,650	62	44.6	0.8	[0]
12	Wikipedia Mobile Sites	3,291	3,276	40.2	44.0	[0]
13	Argos	3,183	1,991	38.9	26.8	[0]
14	THEGUARDIAN.COM	3,152	1,576	38.5	21.2	[3]
15	Sky Portal	3,070	1,943	37.5	26.1	[3]
16	NHS.UK	2,982	2,097	36.4	28.2	[0]
17	WORDPRESS.COM* †	2,656	1,732	32.4	23.3	[0]
18	IMDb	2,629	1,428	32.1	19.2	[3]
19	Microsoft	2,599	371	31.7	5.0	[0]
20	TESCO.COM*	2,578	1,687	31.5	22.7	[0]
21	GUMTREE.COM	2,550	1,400	31.1	18.8	[2]
22	TELEGRAPH.CO.UK	2,476	1,069	30.2	14.4	[1]
23	LINKEDIN.COM	2,446	891	29.9	12.0	[1]
24	Apple.com Worldwide Sites	2,436	1,282	29.8	17.2	[0]
25	Mirror Online	2,359	1,594	28.8	21.4	[1]
26	TWITTER.COM †	2,339	306	28.6	4.1	[0]
27	Wikimedia Community Sites	2,329	2,325	28.4	31.3	[0]
28	RIGHTMOVE.CO.UK	2,316	1,390	28.3	18.7	[1]
29	Blogger	2,309	708	28.2	9.5	[0]
30	PayPal	2,303	106	28.1	1.4	[0]
31	HPMG News	2,272	1,241	27.8	16.7	[4]
32	Telefonica O2	2,246	1,751	27.4	23.5	[0]
33	INSTAGRAM.COM	2,194	1,582	26.8	21.3	[0]
34	VIMEO.COM	2,034	371	24.8	5.0	[1]
35	iTunes Software (App)	1,988		24.3		[0]
36	GOV.UK †	1,966	0	24.0	0.0	[0]
37	Asda	1,942	1,134	23.7	15.3	[0]
38	Tripadvisor Sites	1,879	913	22.9	12.3	[0]
39	METRO.CO.UK	1,867	1,338	22.8	18.0	[1]
40	BUZZFEED.COM †	1,792	1,028	21.9	13.8	[4]
41	PINTEREST.COM †	1,654	764	20.2	10.3	[0]
42	ITV	1,537	845	18.8	11.4	[1]
43	VIRGINMEDIA.COM*	1,526	427	18.6	5.7	[0]
44	TUMBLR.COM*	1,516	637	18.5	8.6	[1]
45	BBC IPlayer	1,507	498	18.4	6.7	[0]
46	Lloyds TSB	1,505	0	18.4	0.0	[0]
47	Newsquest Media Group	1,487	862	18.2	11.6	[1]
48	AuFeminin	1,481	1,006	18.1	13.5	[2]
49	Independent.co.uk - News	1,477	817	18.0	11.0	[1]
50	Fullscreen †	1,451	1	17.7	0.0	[2]

Source: comScore MMX Multi-Platform, October 2014, adults aged 25-34.

**Table 10: Top 50 web entities accessed from computers at home or work, mobilephone or tablet: aged 35-54**

No.	Web Entity	Unique Audience (000s)		Active Reach (%)		Platforms tagged
		Total Digital Pop	Mobile	Total Digital Pop	Mobile	
1	Google	14,594	6,917	94.3	53.5	[0]
2	YOUTUBE.COM	13,005	5,942	84.0	45.9	[1]
3	FACEBOOK.COM	11,864	6,172	76.7	47.7	[0]
4	Yahoo	11,653	6,285	75.3	48.6	[4]
5	BBC	11,457	7,347	74.0	56.8	[3]
6	MSN	10,452	3,927	67.5	30.4	[3]
7	eBay Sites	9,879	4,897	63.8	37.9	[0]
8	Amazon	9,282	3,346	60.0	25.9	[0]
9	Windows Live	7,073	501	45.7	3.9	[0]
10	Sky Portal	7,001	4,738	45.2	36.6	[3]
11	WIKIPEDIA.ORG*	6,521	98	42.1	0.8	[0]
12	DAILYMAIL.CO.UK	6,107	3,271	39.5	25.3	[2]
13	Microsoft	5,124	470	33.1	3.6	[0]
14	THEGUARDIAN.COM	5,002	2,116	32.3	16.4	[3]
15	Argos	4,871	2,064	31.5	16.0	[0]
16	PayPal	4,328	120	28.0	0.9	[0]
17	TELEGRAPH.CO.UK	4,172	1,535	27.0	11.9	[1]
18	Wikipedia Mobile Sites	4,147	4,128	26.8	31.9	[0]
19	TESCO.COM*	4,073	1,990	26.3	15.4	[0]
20	GOV.UK †	4,008	0	25.9	0.0	[0]
21	LINKEDIN.COM	3,966	848	25.6	6.6	[1]
22	Tripadvisor Sites	3,836	1,630	24.8	12.6	[0]
23	TWITTER.COM †	3,728	210	24.1	1.6	[0]
24	RIGHTMOVE.CO.UK	3,653	1,881	23.6	14.5	[1]
25	Apple.com Worldwide Sites	3,627	1,684	23.4	13.0	[0]
26	NHS.UK	3,565	1,205	23.0	9.3	[0]
27	Mirror Online	3,493	1,959	22.6	15.2	[1]
28	VIMEO.COM	3,335	468	21.6	3.6	[1]
29	Blogger	3,316	824	21.4	6.4	[0]
30	iTunes Software (App)	3,198		20.7		[0]
31	YELL.COM	3,186	1,727	20.6	13.4	[0]
32	BT.COM*	3,140	373	20.3	2.9	[0]
33	IMDb	3,135	1,291	20.3	10.0	[3]
34	ASK.COM Sites	3,092	675	20.0	5.2	[2]
35	Telefonica O2	2,989	2,278	19.3	17.6	[0]
36	HPMG News	2,959	1,420	19.1	11.0	[4]
37	Wikimedia Community Sites	2,945	2,930	19.0	22.7	[0]
38	GUMTREE.COM	2,927	820	18.9	6.3	[2]
39	Dropbox (App)	2,864		18.5		[0]
40	ITV	2,785	1,438	18.0	11.1	[1]
41	Vodafone	2,784	1,987	18.0	15.4	[0]
42	WORDPRESS.COM* †	2,780	1,209	18.0	9.4	[0]
43	Newsquest Media Group	2,683	1,369	17.3	10.6	[1]
44	INSTAGRAM.COM	2,682	1,935	17.3	15.0	[0]
45	VIRGINMEDIA.COM*	2,564	721	16.6	5.6	[0]
46	Lloyds TSB	2,558	0	16.5	0.0	[0]
47	ZOOPLA.CO.UK*	2,506	1,258	16.2	9.7	[1]
48	AVG.COM	2,464	994	15.9	7.7	[0]
49	ANSWERS.COM	2,459	598	15.9	4.6	[2]
50	INDEED.CO.UK	2,450	960	15.8	7.4	[1]

Source: comScore MMX Multi-Platform, October 2014, adults aged 35-54.

**Table 11: Top 50 web entities accessed from computers at home or work, mobilephone or tablet: aged 55+**

No.	Web Entity	Unique Audience (000s)		Active Reach (%)		Platforms tagged
		Total Digital Pop	Mobile	Total Digital Pop	Mobile	
1	Google	9,373	4,568	88.6	53.8	[0]
2	YOUTUBE.COM	7,765	3,026	73.4	35.6	[1]
3	Yahoo	7,538	3,189	71.3	37.6	[4]
4	BBC	7,098	3,995	67.1	47.0	[3]
5	FACEBOOK.COM	6,717	2,512	63.5	29.6	[0]
6	MSN	6,540	2,405	61.8	28.3	[3]
7	Amazon	6,138	1,462	58.0	17.2	[0]
8	eBay Sites	5,028	711	47.5	8.4	[0]
9	Windows Live	4,318	365	40.8	4.3	[0]
10	TELEGRAPH.CO.UK	4,228	2,532	40.0	29.8	[1]
11	DAILYMAIL.CO.UK	4,204	2,343	39.8	27.6	[2]
12	WIKIPEDIA.ORG*	3,435	157	32.5	1.9	[0]
13	Sky Portal	3,434	1,691	32.5	19.9	[3]
14	THEGUARDIAN.COM	3,349	1,772	31.7	20.9	[3]
15	Microsoft	3,033	291	28.7	3.4	[0]
16	BT.COM*	2,818	159	26.6	1.9	[0]
17	LINKEDIN.COM	2,697	741	25.5	8.7	[1]
18	Mirror Online	2,684	1,666	25.4	19.6	[1]
19	RIGHTMOVE.CO.UK	2,672	1,261	25.3	14.9	[1]
20	ASK.COM Sites	2,629	534	24.9	6.3	[2]
21	AOL Search Network	2,604	685	24.6	8.1	[2]
22	Wikipedia Mobile Sites	2,446	2,436	23.1	28.7	[0]
23	ITV	2,321	1,311	21.9	15.4	[1]
24	GOV.UK †	2,277	0	21.5	0.0	[0]
25	Argos	2,255	119	21.3	1.4	[0]
26	PayPal	2,251	18	21.3	0.2	[0]
27	Newsquest Media Group	2,246	1,050	21.2	12.4	[1]
28	HPMG News	2,058	992	19.5	11.7	[4]
29	ACCUWEATHER.COM	2,055	1,844	19.4	21.7	[3]
30	AVG.COM	2,037	638	19.3	7.5	[0]
31	Tripadvisor Sites	2,017	467	19.1	5.5	[0]
32	Blogger	1,999	525	18.9	6.2	[0]
33	ZOOPLA.CO.UK*	1,926	869	18.2	10.2	[1]
34	VIMEO.COM	1,905	283	18.0	3.3	[1]
35	Apple.com Worldwide Sites	1,865	635	17.6	7.5	[0]
36	Vodafone	1,795	1,382	17.0	16.3	[0]
37	IMDb	1,770	833	16.7	9.8	[3]
38	iTunes Software (App)	1,757		16.6		[0]
39	WORDPRESS.COM* †	1,751	791	16.6	9.3	[0]
40	Wikimedia Community Sites	1,738	1,731	16.4	20.4	[0]
41	TESCO.COM*	1,711	142	16.2	1.7	[0]
42	TWITTER.COM †	1,674	63	15.8	0.7	[0]
43	NHS.UK	1,668	151	15.8	1.8	[0]
44	VIRGINMEDIA.COM*	1,632	385	15.4	4.5	[0]
45	Lloyds TSB	1,615	0	15.3	0.0	[0]
46	Telefonica O2	1,610	1,205	15.2	14.2	[0]
47	Dropbox (App)	1,513		14.3		[0]
48	Booking.com Europe	1,483	201	14.0	2.4	[0]
49	MARKSANDSPENCER.COM	1,478	230	14.0	2.7	[0]
50	BBC IPlayer	1,470	486	13.9	5.7	[0]

Source: comScore MMX Multi-Platform, October 2014, adults aged 55+.



# Top programmes viewed by adults

## 2.1 Introduction

This section of the annex provides tables of the most popular television programmes, as reported by BARB (Broadcasters' Audience Research Board), viewed by adults aged 16+, 16-24, 25-44, 45-64 and 65+. All viewing is based on consolidated (includes time-shifted up to 7 days of the original broadcast) viewing figures.

- The first set of tables (12-16) shows the top 20 TV programmes watched by adults aged 16+, 16-24, 25-44, 45-64, and 65+ for the period of January-December 2014
- The second set of tables (17-21) shows the top 20 TV programmes watched by adults aged 16+, 16-24, 25-44, 45-64, and 65+ for the period of January-December 2005

As with comScore internet data, it offers useful context to our adults' media literacy report.

## 2.2 Methodology

BARB (Broadcasters' Audience Research Board) is responsible for providing estimates of the number of people watching television in the UK.

Viewing data is collected second-by-second and reported on a minute-by-minute basis for channels received within the UK. The channel viewed the longest in a clock minute is attributed the viewing of that minute.

Viewing estimates are obtained from a panel of 5,100 television-owning private homes representing the viewing behaviour of the 26 million TV households within the UK. The panel is selected to be representative of each ITV and BBC region, with pre-determined sample sizes. Each home represents, on average, about 5,000 of the UK population.

The tables provide the top television programmes, based on the highest ranking individual airing per title, and ranked on 000s of viewers. Only programmes greater than 15 minutes in duration are included.

For more information on the data methodology and measurement contained in this annex, please visit [www.barb.co.uk](http://www.barb.co.uk)

## 2.3 Data tables (BARB Jan-Dec 2014)

Table 12: Top 20 television programmes viewed by adults aged 16+ in 2014

	Title	Channel	Date	Start time	000s
1	WORLD CUP 2014: GER V ARG	BBC1 (SD+HD)	13/07/2014	20:00:09	13828
2	FIFA WORLD CUP 2014: URUGUAY V ENGLAND	ITV (SD+HD)	19/06/2014	18:59:00	12694
3	THE GREAT BRITISH BAKE OFF	BBC1 (SD+HD)	08/10/2014	20:00:14	12640
4	WORLD CUP 2014: BRA V GER	BBC1 (SD+HD)	08/07/2014	21:00:08	12629
5	WORLD CUP 2014: ENG V ITA	BBC1 (SD+HD)	14/06/2014	23:13:28	12338
6	SHERLOCK	BBC1 (SD+HD)	01/01/2014	20:59:48	11920
7	CALL THE MIDWIFE	BBC1 (SD+HD)	19/01/2014	20:00:29	10900
8	STRICTLY COME DANCING: THE RESULTS	BBC1 (SD+HD)	20/12/2014	20:50:10	10803
9	STRICTLY COME DANCING	BBC1 (SD+HD)	20/12/2014	18:29:55	10684
10	I'M A CELEBRITY GET ME OUT OF HERE!	ITV (SD+HD)	16/11/2014	21:02:05	10444
11	BRITAIN'S GOT TALENT (SERIES 8)	ITV (SD+HD)	12/04/2014	19:59:12	10192
12	CORONATION STREET	ITV (SD+HD)	20/01/2014	20:29:00	10050
13	DOWNTON ABBEY	ITV (SD+HD)	02/11/2014	21:02:42	10032
14	WORLD CUP 2014: POST-MATCH	BBC1 (SD+HD)	08/07/2014	22:48:09	9893
15	FIFA WORLD CUP 2014: HOLLAND V ARGENTINA	ITV (SD+HD)	09/07/2014	20:29:00	9395
16	WORLD CUP 2014: BRA V MEX	BBC1 (SD+HD)	17/06/2014	20:00:15	9005
17	THE MUSKETEERS	BBC1 (SD+HD)	19/01/2014	21:00:10	8998
18	THE X FACTOR (SERIES 11)	ITV (SD+HD)	30/08/2014	20:04:55	8967
19	MRS BROWN'S BOYS	BBC1 (SD+HD)	25/12/2014	22:05:34	8923
20	THE X FACTOR RESULTS (SERIES 11)	ITV (SD+HD)	14/12/2014	20:02:35	8756

Source: BARB 1st Jan- 31st Dec (2014). Highest occurrence only, programmes greater than 15 mins in duration. HD variants are included in the core channel. +1 channels are treated as separate channels.

**Table 13: Top 20 television programmes viewed by adults aged 16-24 in 2014**

	<b>Title</b>	<b>Channel</b>	<b>Date</b>	<b>Start time</b>	<b>000s</b>
1	WORLD CUP 2014: ENG V ITA	BBC1 (SD+HD)	14/06/2014	23:13:28	1462
2	FIFA WORLD CUP 2014: URUGUAY V ENGLAND	ITV (SD+HD)	19/06/2014	18:59:00	1381
3	SHERLOCK	BBC1 (SD+HD)	01/01/2014	20:59:48	1304
4	I'M A CELEBRITY GET ME OUT OF HERE!	ITV (SD+HD)	16/11/2014	21:02:05	1272
5	BRITAIN'S GOT TALENT (SERIES 8)	ITV (SD+HD)	12/04/2014	19:59:12	1214
6	WORLD CUP 2014: GER V ARG	BBC1 (SD+HD)	13/07/2014	20:00:09	1183
7	THE GREAT BRITISH BAKE OFF	BBC1 (SD+HD)	08/10/2014	20:00:14	1170
8	WORLD CUP 2014: POST-MATCH	BBC1 (SD+HD)	14/06/2014	24:06:22	1103
9	EASTENDERS	BBC1 (SD+HD)	25/12/2014	21:05:42	1088
10	DOCTOR WHO	BBC1 (SD+HD)	25/12/2014	18:14:25	1085
11	WORLD CUP 2014: BRA V GER	BBC1 (SD+HD)	08/07/2014	21:00:08	1064
12	THE X FACTOR (SERIES 11)	ITV (SD+HD)	13/09/2014	20:04:55	1048
13	MRS BROWN'S BOYS	BBC1 (SD+HD)	25/12/2014	22:05:34	994
14	FIFA WORLD CUP 2014 BRAZIL V CROATIA	ITV (SD+HD)	12/06/2014	19:45:56	984
15	MIRANDA	BBC1 (SD+HD)	25/12/2014	19:15:51	948
16	TOP GEAR PATAGONIA SPECIAL	BBC2	28/12/2014	20:01:42	944
17	THE X FACTOR RESULTS (SERIES 11)	ITV (SD+HD)	14/12/2014	20:02:35	931
18	CORONATION STREET	ITV (SD+HD)	20/01/2014	20:29:00	888
19	FIFA WORLD CUP 2014: HOLLAND V ARGENTINA	ITV (SD+HD)	09/07/2014	20:29:00	869
20	WORLD CUP 2014: PREMATCH	BBC1 (SD+HD)	14/06/2014	22:20:34	863

Source: BARB 1st Jan- 31st Dec (2014). Highest occurrence only, programmes greater than 15 mins in duration. HD variants are included in the core channel. +1 channels are treated as separate channels.

**Table 14: Top 20 television programmes viewed by adults aged 25-44 in 2014**

	Title	Channel	Date	Start time	000s
1	WORLD CUP 2014: BRA V GER	BBC1 (SD+HD)	08/07/2014	21:00:08	4469
2	WORLD CUP 2014: GER V ARG	BBC1 (SD+HD)	13/07/2014	20:00:09	4431
3	FIFA WORLD CUP 2014: URUGUAY V ENGLAND	ITV (SD+HD)	19/06/2014	18:59:00	4377
4	WORLD CUP 2014: ENG V ITA	BBC1 (SD+HD)	14/06/2014	23:13:28	4306
5	THE GREAT BRITISH BAKE OFF	BBC1 (SD+HD)	08/10/2014	20:00:14	4016
6	I'M A CELEBRITY GET ME OUT OF HERE!	ITV (SD+HD)	16/11/2014	21:02:05	3752
7	SHERLOCK	BBC1 (SD+HD)	01/01/2014	20:59:48	3705
8	WORLD CUP 2014: POST-MATCH	BBC1 (SD+HD)	08/07/2014	22:48:09	3510
9	BRITAIN'S GOT TALENT (SERIES 8)	ITV (SD+HD)	12/04/2014	19:59:12	3356
10	WORLD CUP 2014: BRA V MEX	BBC1 (SD+HD)	17/06/2014	20:00:15	3230
11	THE X FACTOR RESULTS (SERIES 11)	ITV (SD+HD)	14/12/2014	20:02:35	3218
12	THE X FACTOR (SERIES 11)	ITV (SD+HD)	05/10/2014	19:59:24	3151
13	FIFA WORLD CUP 2014 BRAZIL V CROATIA	ITV (SD+HD)	12/06/2014	19:45:56	3117
14	TOP GEAR	BBC2	09/02/2014	19:59:56	3071
15	WORLD CUP 2014: SPN V CHI	BBC1 (SD+HD)	18/06/2014	20:00:35	2980
16	FIFA WORLD CUP 2014: HOLLAND V ARGENTINA	ITV (SD+HD)	09/07/2014	20:29:00	2893
17	THE APPRENTICE	BBC1 (SD+HD)	14/10/2014	21:00:45	2888
18	WORLD CUP 2014: PREMATCH	BBC1 (SD+HD)	14/06/2014	22:20:34	2807
19	DOCTOR WHO	BBC1 (SD+HD)	23/08/2014	19:52:07	2756
20	TOP GEAR PATAGONIA SPECIAL	BBC2	27/12/2014	20:29:57	2746

Source: BARB 1st Jan- 31st Dec (2014). Highest occurrence only, programmes greater than 15 mins in duration. HD variants are included in the core channel. +1 channels are treated as separate channels.

**Table 15: Top 20 television programmes viewed by adults aged 45-64 in 2014**

	Title	Channel	Date	Start time	000s
1	WORLD CUP 2014: GER V ARG	BBC1 (SD+HD)	13/07/2014	20:00:09	4777
2	SHERLOCK	BBC1 (SD+HD)	01/01/2014	20:59:48	4708
3	THE GREAT BRITISH BAKE OFF	BBC1 (SD+HD)	08/10/2014	20:00:14	4619
4	CALL THE MIDWIFE	BBC1 (SD+HD)	19/01/2014	20:00:29	4532
5	WORLD CUP 2014: ENG V ITA	BBC1 (SD+HD)	14/06/2014	23:13:28	4463
6	WORLD CUP 2014: BRA V GER	BBC1 (SD+HD)	08/07/2014	21:00:08	4408
7	FIFA WORLD CUP 2014: URUGUAY V ENGLAND	ITV (SD+HD)	19/06/2014	18:59:00	4404
8	STRICTLY COME DANCING: THE RESULTS	BBC1 (SD+HD)	20/12/2014	20:50:10	4045
9	STRICTLY COME DANCING	BBC1 (SD+HD)	15/11/2014	19:02:10	3967
10	I'M A CELEBRITY GET ME OUT OF HERE! (SER	ITV (SD+HD)	16/11/2014	21:02:05	3922
11	THE MUSKETEERS	BBC1 (SD+HD)	19/01/2014	21:00:10	3891
12	DOWNTON ABBEY	ITV (SD+HD)	02/11/2014	21:02:42	3880
13	CORONATION STREET	ITV (SD+HD)	20/01/2014	20:29:00	3816
14	BRITAIN'S GOT TALENT (SERIES 8)	ITV (SD+HD)	07/06/2014	18:58:30	3721
15	DEATH IN PARADISE	BBC1 (SD+HD)	11/02/2014	21:00:17	3662
16	FIFA WORLD CUP 2014: HOLLAND V ARGENTINA	ITV (SD+HD)	09/07/2014	20:29:00	3587
17	WORLD CUP 2014: POST-MATCH	BBC1 (SD+HD)	08/07/2014	22:48:09	3578
18	MRS BROWN'S BOYS	BBC1 (SD+HD)	25/12/2014	22:05:34	3484
19	THE VOICE UK	BBC1 (SD+HD)	01/02/2014	19:16:03	3464
20	THE MISSING	BBC1 (SD+HD)	16/12/2014	21:00:30	3432

Source: BARB 1st Jan- 31st Dec (2014). Highest occurrence only, programmes greater than 15 mins in duration. HD variants are included in the core channel. +1 channels are treated as separate channels.

**Table 16: Top 20 television programmes viewed by adults aged 65+ in 2014**

	Title	Channel	Date	Start time	000s
1	DOWNTON ABBEY	ITV (SD+HD)	21/09/2014	21:02:22	4350
2	STRICTLY COME DANCING: THE RESULTS	BBC1 (SD+HD)	30/11/2014	19:18:19	4236
3	STRICTLY COME DANCING	BBC1 (SD+HD)	20/12/2014	18:29:55	4166
4	CALL THE MIDWIFE	BBC1 (SD+HD)	26/01/2014	20:02:16	4054
5	LAST TANGO IN HALIFAX	BBC1 (SD+HD)	28/12/2014	21:01:19	3807
6	COUNTRYFILE	BBC1 (SD+HD)	09/11/2014	18:29:18	3711
7	WORLD CUP 2014: GER V ARG	BBC1 (SD+HD)	13/07/2014	20:00:09	3437
8	MIDSOMER MURDERS	ITV (SD+HD)	12/02/2014	20:02:30	3422
9	THE CRIMSON FIELD	BBC1 (SD+HD)	06/04/2014	21:03:53	3415
10	INSPECTOR GEORGE GENTLY	BBC1 (SD+HD)	20/02/2014	20:30:18	3388
11	NEW TRICKS	BBC1 (SD+HD)	18/08/2014	21:00:45	3374
12	STILL OPEN ALL HOURS	BBC1 (SD+HD)	28/12/2014	19:31:30	3369
13	LEWIS	ITV (SD+HD)	10/10/2014	21:02:18	3320
14	SIX O'CLOCK NEWS	BBC1 (SD+HD)	14/02/2014	18:00:06	3313
15	BBC NEWS	BBC1 (SD+HD)	14/12/2014	17:51:30	3286
16	DEATH IN PARADISE	BBC1 (SD+HD)	14/01/2014	20:59:51	3235
17	HAPPY VALLEY	BBC1 (SD+HD)	29/04/2014	21:00:44	3205
18	VERA	ITV (SD+HD)	27/04/2014	20:02:31	3153
19	JAMAICA INN	BBC1 (SD+HD)	21/04/2014	21:00:14	3146
20	CORONATION STREET	ITV (SD+HD)	14/02/2014	19:33:33	3121

Source: BARB 1st Jan- 31st Dec (2014). Highest occurrence only, programmes greater than 15 mins in duration. HD variants are included in the core channel. +1 channels are treated as separate channels.

## 2.4 Data tables (BARB Jan-Dec 2005)

**Table 17: Top 20 television programmes viewed by adults aged 16+ in 2005**

	<b>Title</b>	<b>Channel</b>	<b>Date</b>	<b>Start time</b>	<b>000s</b>
<b>1</b>	CORONATION STREET	ITV	04/03/2005	19:32:35	12840
<b>2</b>	EASTENDERS	BBC1 (SD+HD)	18/02/2005	20:00:01	12489
<b>3</b>	I'M A CELEBRITY - GET ME OUT OF HERE!	ITV	05/12/2005	21:00:30	11121
<b>4</b>	THE VICAR OF DIBLEY	BBC1 (SD+HD)	01/01/2005	21:03:21	10661
<b>5</b>	EMMERDALE	ITV	21/02/2005	19:02:50	10067
<b>6</b>	STRICTLY COME DANCING	BBC1 (SD+HD)	17/12/2005	21:23:35	10024
<b>7</b>	A TOUCH OF FROST	ITV	25/09/2005	20:24:30	9892
<b>8</b>	AHEAD OF THE CLASS	ITV	30/01/2005	21:05:04	9536
<b>9</b>	DIAMOND GEEZER	ITV	20/03/2005	21:07:05	9428
<b>10</b>	MIDSOMER MURDERS	ITV	03/04/2005	21:05:10	9359
<b>11</b>	COMIC RELIEF: RED NOSE NIGHT LIVE 05	BBC1 (SD+HD)	11/03/2005	19:00:00	9356
<b>12</b>	DOCTOR WHO	BBC1 (SD+HD)	26/03/2005	19:00:23	9274
<b>13</b>	UEFA CHAMPIONS LEAGUE LIVE	ITV	25/05/2005	19:02:55	9219
<b>14</b>	THE ROYAL VARIETY PERFORMANCE	ITV	11/12/2005	20:04:15	9153
<b>15</b>	HEARTBEAT	ITV	17/04/2005	20:00:08	8979
<b>16</b>	DALZIEL AND PASCOE	BBC1 (SD+HD)	20/02/2005	21:00:44	8895
<b>17</b>	LITTLE BRITAIN	BBC1 (SD+HD)	17/11/2005	21:00:07	8890
<b>18</b>	TEN O'CLOCK NEWS	BBC1 (SD+HD)	18/11/2005	22:00:25	8800
<b>19</b>	DOC MARTIN	ITV	24/11/2005	21:02:25	8770
<b>20</b>	THE X FACTOR	ITV	08/10/2005	20:12:35	8737

Source: BARB 1st Jan- 31st Dec (2005). Highest occurrence only, programmes greater than 15 mins in duration. HD variants are included in the core channel. +1 channels are treated as separate channels.

**Table 18: Top 20 television programmes viewed by adults aged 16-24 in 2005**

	Title	Channel	Date	Start time	000s
1	EASTENDERS	BBC1 (SD+HD)	25/10/2005	19:30:12	1548
2	LITTLE BRITAIN	BBC1 (SD+HD)	17/11/2005	21:00:07	1378
3	BIG BROTHER	CH4	12/08/2005	22:00:10	1163
4	I'M A CELEBRITY - GET ME OUT OF HERE!	ITV	05/12/2005	21:00:30	1140
5	CORONATION STREET	ITV	10/01/2005	19:33:55	1136
6	THE X FACTOR	ITV	24/09/2005	19:06:05	1115
7	COMIC RELIEF: RED NOSE NIGHT LIVE 05	BBC1 (SD+HD)	11/03/2005	19:00:00	1087
8	THE X FACTOR RESULTS	ITV	17/12/2005	21:10:35	1013
9	LOST	CH4	10/08/2005	20:33:26	936
10	DOCTOR WHO	BBC1 (SD+HD)	25/12/2005	19:02:02	925
11	UEFA CHAMPIONS LEAGUE LIVE	ITV	25/05/2005	19:02:55	920
12	THE VICAR OF DIBLEY	BBC1 (SD+HD)	01/01/2005	21:03:21	890
13	FILM: TOY STORY II	BBC1 (SD+HD)	25/12/2005	16:32:31	888
14	EMMERDALE	ITV	10/01/2005	19:01:55	874
15	FILM: OCEAN'S ELEVEN	ITV	13/02/2005	21:05:00	873
16	FOOTBALLERS' WIVES	ITV	31/03/2005	21:02:25	867
17	ANT & DEC'S GAME SHOW MARATHON	ITV	08/10/2005	19:10:40	866
18	COMIC RELIEF DOES FAME ACADEMY	BBC1 (SD+HD)	08/03/2005	20:01:22	866
19	THE BRIT AWARDS	ITV	10/02/2005	20:01:30	847
20	TAKE THAT...FOR THE RECORD	ITV	16/11/2005	21:02:50	833

Source: BARB 1st Jan- 31st Dec (2005). Highest occurrence only, programmes greater than 15 mins in duration. HD variants are included in the core channel. +1 channels are treated as separate channels.



**Table 19: Top 20 television programmes viewed by adults aged 25-44 in 2005**

	Title	Channel	Date	Start time	000s
1	EASTENDERS	BBC1 (SD+HD)	18/02/2005	20:00:01	4979
2	I'M A CELEBRITY - GET ME OUT OF HERE!	ITV	05/12/2005	21:00:30	4455
3	LITTLE BRITAIN	BBC1 (SD+HD)	17/11/2005	21:00:07	4227
4	COMIC RELIEF: RED NOSE NIGHT LIVE 05	BBC1 (SD+HD)	11/03/2005	19:00:00	3950
5	THE X FACTOR	ITV	08/10/2005	20:12:35	3893
6	CORONATION STREET	ITV	07/03/2005	19:34:45	3872
7	THE X FACTOR RESULTS	ITV	17/12/2005	21:10:35	3677
8	DOCTOR WHO	BBC1 (SD+HD)	26/03/2005	19:00:23	3656
9	BIG BROTHER	CH4	12/08/2005	22:00:10	3597
10	UEFA CHAMPIONS LEAGUE LIVE	ITV	25/05/2005	19:02:55	3413
11	COMIC RELIEF DOES FAME ACADEMY	BBC1 (SD+HD)	10/03/2005	20:00:55	3269
12	LIVE 8	BBC1 (SD+HD)	02/07/2005	18:10:01	3248
13	THE VICAR OF DIBLEY	BBC1 (SD+HD)	01/01/2005	21:03:21	3211
14	ANT & DEC'S GAME SHOW MARATHON	ITV	08/10/2005	19:10:40	3211
15	ANT AND DEC'S SATURDAY NIGHT TAKEAWAY	ITV	12/02/2005	18:59:00	3088
16	MATCH OF THE DAY LIVE	BBC1 (SD+HD)	12/10/2005	19:30:15	3056
17	THE BRIT AWARDS	ITV	10/02/2005	20:01:30	3030
18	LOST	CH4	10/08/2005	22:02:55	3013
19	FILM: OCEAN'S ELEVEN	ITV	13/02/2005	21:05:00	2825
20	FILM: HARRY POTTER AND THE CHAMBER...	ITV	03/12/2005	17:14:55	4979

Source: BARB 1st Jan- 31st Dec (2005). Highest occurrence only, programmes greater than 15 mins in duration. HD variants are included in the core channel. +1 channels are treated as separate channels.

**Table 20: Top 20 television programmes viewed by adults aged 45-64 in 2005**

	Title	Channel	Date	Start time	000s
1	CORONATION STREET	ITV	04/03/2005	19:32:35	4445
2	A TOUCH OF FROST	ITV	25/09/2005	20:24:30	3769
3	AHEAD OF THE CLASS	ITV	30/01/2005	21:05:04	3734
4	THE VICAR OF DIBLEY	BBC1 (SD+HD)	01/01/2005	21:03:21	3723
5	EASTENDERS	BBC1 (SD+HD)	21/02/2005	20:00:29	3710
6	MIDSOMER MURDERS	ITV	03/04/2005	21:05:10	3620
7	DIAMOND GEEZER	ITV	20/03/2005	21:07:05	3597
8	STRICTLY COME DANCING	BBC1 (SD+HD)	17/12/2005	21:23:35	3562
9	HEARTBEAT	ITV	17/04/2005	20:00:08	3551
10	I'M A CELEBRITY - GET ME OUT OF HERE!	ITV	05/12/2005	21:00:30	3543
11	THE ROYAL	ITV	30/01/2005	20:01:05	3484
12	DALZIEL AND PASCOE	BBC1 (SD+HD)	20/02/2005	21:00:44	3452
13	TRIAL AND RETRIBUTION	ITV	07/11/2005	21:01:35	3420
14	EMMERDALE	ITV	21/02/2005	19:02:50	3402
15	DOC MARTIN	ITV	24/11/2005	21:02:25	3383
16	THE ROYAL VARIETY PERFORMANCE	ITV	11/12/2005	20:04:15	3361
17	NEW TRICKS	BBC1 (SD+HD)	23/05/2005	20:59:54	3315
18	WAKING THE DEAD	BBC1 (SD+HD)	18/09/2005	21:00:25	3306
19	DOCTOR WHO	BBC1 (SD+HD)	26/03/2005	19:00:23	3217
20	CASUALTY	BBC1 (SD+HD)	05/02/2005	20:18:40	3100

Source: BARB 1st Jan- 31st Dec (2005). Highest occurrence only, programmes greater than 15 mins in duration. HD variants are included in the core channel. +1 channels are treated as separate channels.

**Table 21: Top 20 television programmes viewed by adults aged 65+ in 2005**

	Title	Channel	Date	Start time	000s
1	STRICTLY COME DANCING	BBC1 (SD+HD)	03/12/2005	18:23:50	3759
2	CORONATION STREET	ITV	28/02/2005	19:34:30	3666
3	MIDSOMER MURDERS	ITV	23/01/2005	21:05:05	3665
4	HEARTBEAT	ITV	06/11/2005	20:01:45	3617
5	A TOUCH OF FROST	ITV	25/09/2005	20:24:30	3509
6	DALZIEL AND PASCOE	BBC1 (SD+HD)	13/02/2005	21:00:20	3375
7	THE ROYAL	ITV	23/01/2005	20:01:30	3314
8	EMMERDALE	ITV	03/02/2005	19:03:40	3295
9	ANTIQUES ROADSHOW	BBC1 (SD+HD)	04/12/2005	18:10:08	3132
10	DOC MARTIN	ITV	15/12/2005	21:02:00	3128
11	BBC NEWS	BBC1 (SD+HD)	25/09/2005	19:35:00	3077
12	RONNIE BARKER - A LIFE IN COMEDY	BBC1 (SD+HD)	16/10/2005	18:05:56	3048
13	TAGGART	ITV	06/01/2005	21:01:50	3040
14	STRICTLY COME DANCING CHRISTMAS SPECIAL	BBC1 (SD+HD)	24/12/2005	18:24:05	3034
15	AGATHA CHRISTIE'S MARPLE	ITV	02/01/2005	20:04:15	3023
16	JUDGE JOHN DEED	BBC1 (SD+HD)	10/02/2005	20:00:12	3016
17	THE ROYAL VARIETY PERFORMANCE	ITV	11/12/2005	20:04:15	2994
18	THE ROYAL BRITISH LEGION FESTIVAL OF REM	BBC1 (SD+HD)	12/11/2005	21:31:35	2971
19	THE TWO RONNIES SKETCHBOOK	BBC1 (SD+HD)	18/03/2005	21:01:21	2967
20	THE ROYAL WEDDING: CHARLES AND CAMILLA	BBC1 (SD+HD)	09/04/2005	13:10:14	2852

Source: BARB 1st Jan- 31st Dec (2005). Highest occurrence only, programmes greater than 15 mins in duration. HD variants are included in the core channel. +1 channels are treated as separate channels.