



2020 TV UNIVERSES

(Jul 2020)

NATIONAL

Individuals	4405
Adults 15+	3654
Adults 15-24	558
Adults 15-34	1079
Adults 18-34	884
Adults 25-44	1237
Adults 35+	2575
Adults ABC1	1563
Adults C2DE	1858
Adults F1F2	233
Men 15+	1787
Men 15-34	541
Men 18-34	440
Men 25-44	599
Men ABC1	763
Women 15+	1867
Women 15-34	538
Women 18-34	444
Women 25-44	638
Women ABC1	800
Housekeepers	1680
Housekeepers with Kids	532
Children 4+	751

The universes above have been calculated using multiple waves of Establishment Survey

(Jul 2020)

NATIONAL

Male 4-6	97
Male 7-10	151
Male 11-14	141
Male 15-19	155
Male 20-24	133
Male 18-34	440
Male 25-34	253
Male 35-44	346
Male 45-54	315
Male 55-64	260
Male 65+	325
Female 4-6	97
Female 7-10	148
Female 11-14	117
Female 15-19	148
Female 20-24	122
Female 18-34	444
Female 25-34	268
Female 35-44	370
Female 45-54	322
Female 55-64	269
Female 65+	368
Men AB	243
Men C1	520
Men C2	375
Men DE	520
Men F1F2	129
Women AB	237
Women C1	563
Women C2	368
Women DE	595
Women F1F2	104
Housekeepers 15-34	229
Housekeepers 35-54	709
Housekeepers 55+	742
Housekeepers with Kids	532
Housekeepers AB	199
Housekeepers C1	465
Housekeepers C2	306
Housekeepers DE	616
Housekeepers F1F2	94
Household Size 1 Person	377
Household Size 2 Persons	501
Household Size 3 Persons	296
Household Size 4+ Persons	506
Number of TV Sets 1	1016
Number of TV Sets 2+	664
Homes: Urban	1003
Homes: Rural	677
Homes: Dublin	448
Homes: Rest of Leinster	445
Homes: Munster	470
Homes: Conn/Ulster	317