

2022 TV UNIVERSES



(Jan 2022)

NATIONAL

Individuals	4450
Adults 15+	3697
Adults 15-24	577
Adults 15-34	1076
Adults 18-34	881
Adults 25-44	1201
Adults 35+	2621
Adults ABC1	1671
Adults C2DE	1792
Adults F1F2	234
Men 15+	1799
Men 15-34	538
Men 18-34	439
Men 25-44	577
Men ABC1	816
Women 15+	1898
Women 15-34	538
Women 18-34	442
Women 25-44	624
Women ABC1	855
Housekeepers	1705
Housekeepers with Kids	518
Children 4-14	753

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

2022 TV UNIVERSES



(Jan 2022)

NATIONAL

Male 4-6	96
Male 7-10	149
Male 11-14	141
Male 15-19	156
Male 20-24	140
Male 18-34	439
Male 25-34	242
Male 35-44	335
Male 45-54	320
Male 55-64	265
Male 65+	341
Female 4-6	97
Female 7-10	142
Female 11-14	128
Female 15-19	152
Female 20-24	129
Female 18-34	442
Female 25-34	257
Female 35-44	367
Female 45-54	327
Female 55-64	280
Female 65+	386
Men AB	230
Men C1	586
Men C2	363
Men DE	494
Men F1F2	126
Women AB	219
Women C1	636
Women C2	364
Women DE	571
Women F1F2	108
Housekeepers 15-34	231
Housekeepers 35-54	706
Housekeepers 55+	768
Housekeepers with Kids	518
Housekeepers AB	187
Housekeepers C1	527
Housekeepers C2	305
Housekeepers DE	589
Housekeepers F1F2	97
Household Size 1 Person	393
Household Size 2 Persons	511
Household Size 3 Persons	298
Household Size 4+ Persons	503
Number of TV Sets 1	1065
Number of TV Sets 2+	640
Homes: Urban	1025
Homes: Rural	680
Homes: Dublin	461
Homes: Rest of Leinster	453
Homes: Munster	475
Homes: Conn/Ulster	316

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