

2022 TV UNIVERSES



(Jul 2022)

NATIONAL

Individuals	4455
Adults 15+	3711
Adults 15-24	587
Adults 15-34	1078
Adults 18-34	880
Adults 25-44	1185
Adults 35+	2633
Adults ABC1	1681
Adults C2DE	1793
Adults F1F2	237
Men 15+	1809
Men 15-34	541
Men 18-34	442
Men 25-44	570
Men ABC1	816
Women 15+	1902
Women 15-34	537
Women 18-34	438
Women 25-44	615
Women ABC1	865
Housekeepers	1714
Housekeepers with Kids	513
Children 4-14	744

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

2022 TV UNIVERSES



(Jul 2022)

NATIONAL

Male 4-6	95
Male 7-10	153
Male 11-14	136
Male 15-19	158
Male 20-24	143
Male 18-34	442
Male 25-34	240
Male 35-44	330
Male 45-54	323
Male 55-64	269
Male 65+	346
Female 4-6	98
Female 7-10	131
Female 11-14	131
Female 15-19	153
Female 20-24	133
Female 18-34	438
Female 25-34	251
Female 35-44	364
Female 45-54	329
Female 55-64	279
Female 65+	393
Men AB	225
Men C1	591
Men C2	369
Men DE	496
Men F1F2	128
Women AB	226
Women C1	639
Women C2	359
Women DE	569
Women F1F2	109
Housekeepers 15-34	234
Housekeepers 35-54	708
Housekeepers 55+	772
Housekeepers with Kids	513
Housekeepers AB	188
Housekeepers C1	532
Housekeepers C2	307
Housekeepers DE	589
Housekeepers F1F2	98
Household Size 1 Person	394
Household Size 2 Persons	521
Household Size 3 Persons	305
Household Size 4+ Persons	494
Number of TV Sets 1	976
Number of TV Sets 2+	738
Homes: Urban	1030
Homes: Rural	684
Homes: Dublin	464
Homes: Rest of Leinster	461
Homes: Munster	472
Homes: Conn/Ulster	317

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