

MAIN

2023 TV UNIVERSES



(Jan 2023)

NATIONAL

Individuals	4473
Adults 15+	3732
Adults 15-24	589
Adults 15-34	1078
Adults 18-34	874
Adults 25-44	1179
Adults 35+	2654
Adults ABC1	1682
Adults C2DE	1809
Adults F1F2	241
Men 15+	1815
Men 15-34	541
Men 18-34	439
Men 25-44	565
Men ABC1	814
Women 15+	1917
Women 15-34	537
Women 18-34	435
Women 25-44	614
Women ABC1	868
Grocery Shoppers	2817
Grocery Shoppers with Kids	935
Housekeepers	1725
Housekeepers with Kids	519
Children 4-14	741

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

DETAILED

2023 TV UNIVERSES



(Jan 2023)

NATIONAL

Male 4-6	93
Male 7-10	147
Male 11-14	143
Male 15-19	162
Male 20-24	140
Male 18-34	439
Male 25-34	239
Male 35-44	326
Male 45-54	325
Male 55-64	271
Male 65+	352
Female 4-6	98
Female 7-10	130
Female 11-14	130
Female 15-19	155
Female 20-24	132
Female 18-34	435
Female 25-34	250
Female 35-44	364
Female 45-54	335
Female 55-64	282
Female 65+	399
Men AB	224
Men C1	590
Men C2	370
Men DE	498
Men F1F2	133
Women AB	228
Women C1	640
Women C2	363
Women DE	578
Women F1F2	108
Housekeepers 15-34	235
Housekeepers 35-54	708
Housekeepers 55+	782
Housekeepers with Kids	519
Housekeepers AB	190
Housekeepers C1	529
Housekeepers C2	307
Housekeepers DE	597
Housekeepers F1F2	102
Household Size 1 Person	401
Household Size 2 Persons	522
Household Size 3 Persons	308
Household Size 4+ Persons	494
Number of TV Sets 1	985
Number of TV Sets 2+	740
Homes: Urban	1030
Homes: Rural	695
Homes: Dublin	462
Homes: Rest of Leinster	463
Homes: Munster	475
Homes: Conn/Ulster	325

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