

MAIN



TV Universe Estimates
1st July - 31st December 2023

	NATIONAL
Individuals 4+	4514
Adults 15+	3770
Adults 15-24	587
Adults 15-34	1086
Adults 18-34	884
Adults 25-44	1191
Adults 35+	2684
Adults ABC1	1702
Adults C2DE	1854
Adults F1F2	214
Men 15+	1830
Men 15-34	545
Men 18-34	445
Men 25-44	571
Men ABC1	818
Women 15+	1940
Women 15-34	541
Women 18-34	439
Women 25-44	620
Women ABC1	884
Grocery Shoppers	2863
Grocery Shoppers with Kids	936
Housekeepers	1736
Housekeepers with Kids	515
Children 4-14	744

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

DETAILED



TV Universe Estimates
1st July - 31st December 2023

NATIONAL

Male 4-6	93
Male 7-10	149
Male 11-14	145
Male 15-24	301
Male 18-34	445
Male 25-34	244
Male 35-44	327
Male 45-54	330
Male 55-64	270
Male 65-74	221
Male 75+	137
Female 4-6	93
Female 7-10	136
Female 11-14	128
Female 15-24	286
Female 18-34	439
Female 25-34	255
Female 35-44	365
Female 45-54	343
Female 55-64	285
Female 65-74	241
Female 75+	165
Men AB	202
Men C1	616
Men C2	386
Men DE	508
Men F1F2	118
Women AB	204
Women C1	680
Women C2	379
Women DE	581
Women F1F2	96
Housekeepers 15-34	237
Housekeepers 35-54	710
Housekeepers 55+	789
Housekeepers with Kids	515
Housekeepers AB	172
Housekeepers C1	555
Housekeepers C2	314
Housekeepers DE	606
Housekeepers F1F2	89
Household Size 1 Person	406
Household Size 2 Persons	520
Household Size 3 Persons	309
Household Size 4+ Persons	501
Number of TV Sets 1	999
Number of TV Sets 2+	737
Households: Urban	1032
Households: Rural	704
Households: Dublin	463
Households: Rest of Leinster	465
Households: Munster	482
Households: Conn/Ulster	326

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