

MAIN



## JANUARY 2024 TV UNIVERSES

Effective 1st January - 31st June 2024

	<b><u>NATIONAL</u></b>
Individuals	4556
Adults 15+	3808
Adults 15-24	602
Adults 15-34	1098
Adults 18+	3603
Adults 18-34	893
Adults 35+	2710
Adults 25-44	1191
Adults ABC1	1726
Adults C2DE	1865
Adults F1F2	217
Men 15+	1850
Men 15-34	553
Men 18+	1746
Men 18-34	449
Men 25-44	571
Men ABC1	830
Women 15+	1958
Women 15-34	545
Women 18+	1857
Women 18-34	444
Women 25-44	620
Women ABC1	896
Grocery Shoppers	2892
Grocery Shoppers with Kids	925
Housekeepers	1747
Housekeepers with Kids	510
Children 4-14	748

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

DETAILED



**JANUARY 2024 TV UNIVERSES**

Effective 1st January - 31st June 2024

**NATIONAL**

Male 4-6	93
Male 7-10	148
Male 11-14	146
Male 15-24	309
Male 25-34	244
Male 35-44	327
Male 45-54	332
Male 55-64	274
Male 65-74	221
Male 75+	143
Female 4-6	94
Female 7-10	132
Female 11-14	135
Female 15-24	293
Female 25-34	252
Female 35-44	368
Female 45-54	347
Female 55-64	287
Female 65-74	241
Female 75+	170
Inds 4-17	953
Men AB	211
Men C1	619
Men C2	387
Men DE	513
Men F1F2	120
Women AB	204
Women C1	692
Women C2	382
Women DE	583
Women F1F2	97
Housekeepers 15-34	235
Housekeepers 35-54	709
Housekeepers 55+	803
Housekeepers with Kids	510
Housekeepers AB	173
Housekeepers C1	562
Housekeepers C2	316
Housekeepers DE	604
Housekeepers F1F2	92
Household Size 1 Person	403
Household Size 2 Persons	527
Household Size 3 Persons	316
Household Size 4+ Persons	501
Number of TV Sets 1	1014
Number of TV Sets 2+	733
Homes: Urban	1055
Homes: Rural	692
Homes: Dublin	460
Homes: Rest of Leinster	472
Homes: Munster	487
Homes: Conn/Ulster	328

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