

2024 TV UNIVERSES



(Jul 2024)

NATIONAL

Individuals	4660
Adults 15+	3901
Adults 15-24	610
Adults 15-34	1110
Adults 18+	3689
Adults 18-34	898
Adults 35+	2791
Adults 25-44	1211
Adults ABC1	1891
Adults C2DE	1845
Adults F1F2	165
Men 15+	1903
Men 15-34	562
Men 18+	1795
Men 18-34	454
Men 25-44	581
Men ABC1	921
Women 15+	1998
Women 15-34	548
Women 18+	1894
Women 18-34	444
Women 25-44	630
Women ABC1	970
Grocery Shoppers	2963
Grocery Shoppers with Kids	942
Housekeepers	1761
Housekeepers with Kids	503
Children 4-14	759

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

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(Jul 2024)

NATIONAL

Male 4-6	93
Male 7-10	150
Male 11-14	152
Male 15-24	318
Male 25-34	244
Male 35-44	337
Male 45-54	344
Male 55-64	284
Male 65-74	224
Male 75+	152
Female 4-6	94
Female 7-10	136
Female 11-14	134
Female 15-24	292
Female 25-34	256
Female 35-44	374
Female 45-54	355
Female 55-64	295
Female 65-74	248
Female 75+	178
Inds 4-17	971
Men AB	237
Men C1	684
Men C2	321
Men DE	570
Men F1F2	91
Women AB	227
Women C1	743
Women C2	314
Women DE	640
Women F1F2	74
Housekeepers 15-34	223
Housekeepers 35-54	710
Housekeepers 55+	828
Housekeepers with Kids	503
Housekeepers AB	186
Housekeepers C1	601
Housekeepers C2	255
Housekeepers DE	649
Housekeepers F1F2	70
Household Size 1 Person	401
Household Size 2 Persons	523
Household Size 3 Persons	312
Household Size 4+ Persons	525
Number of TV Sets 1	1005
Number of TV Sets 2+	756
Homes: Urban	1066
Homes: Rural	695
Homes: Dublin	461
Homes: Rest of Leinster	480
Homes: Munster	491
Homes: Conn/ULster	329

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