

2025 TV UNIVERSES



(Jul 2025)

NATIONAL

Individuals	4710
Adults 15+	3963
Adults 15-24	619
Adults 15-34	1136
Adults 18+	3749
Adults 18-34	922
Adults 35+	2827
Adults 25-44	1226
Adults ABC1	1937
Adults C2DE	1875
Adults F1F2	151
Men 15+	1935
Men 15-34	576
Men 18+	1827
Men 18-34	468
Men 25-44	586
Men ABC1	943
Women 15+	2028
Women 15-34	560
Women 18+	1922
Women 18-34	454
Women 25-44	640
Women ABC1	994
Grocery Shoppers	3004
Grocery Shoppers with Kids	930
Housekeepers	1784
Housekeepers with Kids	493
Children 4-14	747

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

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<u>INDIVIDUALS</u>	<u>NATIONAL</u>
Male 4-6	95
Male 7-10	144
Male 11-14	147
Male 15-24	325
Male 25-34	251
Male 35-44	335
Male 45-54	346
Male 55-64	290
Male 65-74	225
Male 75+	163
Female 4-6	95
Female 7-10	131
Female 11-14	135
Female 15-24	294
Female 25-34	266
Female 35-44	374
Female 45-54	360
Female 55-64	300
Female 65-74	245
Female 75+	189
Inds 4-17	961
Men AB	251
Men C1	692
Men C2	324
Men DE	585
Men F1F2	83
Women AB	239
Women C1	755
Women C2	314
Women DE	652
Women F1F2	68
Housekeepers 15-34	225
Housekeepers 35-54	713
Housekeepers 55+	846
Housekeepers with Kids	493

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<u>HOUSEHOLDS</u>	<u>NATIONAL</u>
Housekeepers AB	199
Housekeepers C1	607
Housekeepers C2	257
Housekeepers DE	658
Housekeepers F1F2	63
Household Size 1 Person	403
Household Size 2 Persons	537
Household Size 3 Persons	317
Household Size 4+ Persons	527
Number of TV Sets 1	950
Number of TV Sets 2+	834
Urban	1084
Rural	700
Dublin	473
Rest of Leinster	485
Munster	497
Connacht/Ulster	329

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