

2026 TV UNIVERSES



(Jan 2026)

NATIONAL

Individuals	4758
Adults 15+	4010
Adults 15-24	618
Adults 15-34	1148
Adults 18+	3792
Adults 18-34	930
Adults 35+	2862
Adults 25-44	1238
Adults ABC1	1940
Adults C2DE	1914
Adults F1F2	156
Men 15+	1956
Men 15-34	584
Men 18+	1846
Men 18-34	474
Men 25-44	592
Men ABC1	946
Women 15+	2054
Women 15-34	564
Women 18+	1946
Women 18-34	456
Women 25-44	646
Women ABC1	994
Grocery Shoppers	3036
Grocery Shoppers with Kids	955
Housekeepers	1812
Housekeepers with Kids	500
Children 4-14	748

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

Detailed

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(Jan 2026)

<u>INDIVIDUALS</u>	<u>NATIONAL</u>
Male 4-6	94
Male 7-10	145
Male 11-14	146
Male 15-24	326
Male 25-34	258
Male 35-44	334
Male 45-54	349
Male 55-64	294
Male 65-74	224
Male 75+	171
Female 4-6	97
Female 7-10	136
Female 11-14	130
Female 15-24	292
Female 25-34	272
Female 35-44	374
Female 45-54	368
Female 55-64	305
Female 65-74	250
Female 75+	193
Inds 4-17	966
Men AB	245
Men C1	701
Men C2	322
Men DE	603
Men F1F2	85
Women AB	238
Women C1	756
Women C2	321
Women DE	668
Women F1F2	71
Housekeepers 15-34	233
Housekeepers 35-54	719
Housekeepers 55+	860
Housekeepers with Kids	500

<u>HOUSEHOLDS</u>	<u>NATIONAL</u>
Housekeepers AB	197
Housekeepers C1	617
Housekeepers C2	260
Housekeepers DE	675
Housekeepers F1F2	63
Household Size 1 Person	416
Household Size 2 Persons	550
Household Size 3 Persons	323
Household Size 4+ Persons	523
Number of TV Sets 1	952
Number of TV Sets 2+	860
Urban	1104
Rural	708
Dublin	485
Rest of Leinster	491
Munster	500
Connacht/Ulster	336

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