

2026 TV UNIVERSES



(Jul 2026)

NATIONAL

Individuals	4785
Adults 15+	4040
Adults 15-24	618
Adults 15-34	1153
Adults 18+	3820
Adults 18-34	933
Adults 35+	2887
Adults 25-44	1242
Adults ABC1	1988
Adults C2DE	1908
Adults F1F2	144
Men 15+	1972
Men 15-34	588
Men 18+	1860
Men 18-34	476
Men 25-44	598
Men ABC1	974
Women 15+	2068
Women 15-34	565
Women 18+	1960
Women 18-34	457
Women 25-44	644
Women ABC1	1014
Grocery Shoppers	3046
Grocery Shoppers with Kids	943
Housekeepers	1835
Housekeepers with Kids	503
Children 4-14	745

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

