

2025 TV UNIVERSES




(Jan 2025)

NATIONAL

| | |
|----------------------------|------|
| Individuals | 4700 |
| Adults 15+ | 3943 |
| Adults 15-24 | 621 |
| Adults 15-34 | 1129 |
| Adults 18+ | 3729 |
| Adults 18-34 | 915 |
| Adults 35+ | 2814 |
| Adults 25-44 | 1219 |
| Adults ABC1 | 1933 |
| Adults C2DE | 1858 |
| Adults F1F2 | 152 |
| Men 15+ | 1928 |
| Men 15-34 | 575 |
| Men 18+ | 1819 |
| Men 18-34 | 466 |
| Men 25-44 | 586 |
| Men ABC1 | 942 |
| Women 15+ | 2015 |
| Women 15-34 | 554 |
| Women 18+ | 1910 |
| Women 18-34 | 449 |
| Women 25-44 | 633 |
| Women ABC1 | 991 |
| Grocery Shoppers | 2987 |
| Grocery Shoppers with Kids | 922 |
| Housekeepers | 1770 |
| Housekeepers with Kids | 492 |
| Children 4-14 | 757 |

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

Detailed

| 2025 TV UNIVERSES | |
|---|------------------------|
|  | (Jan 2025) |
| | <u>NATIONAL</u> |
| Male 4-6 | 99 |
| Male 7-10 | 143 |
| Male 11-14 | 149 |
| Male 15-24 | 326 |
| Male 25-34 | 249 |
| Male 35-44 | 337 |
| Male 45-54 | 346 |
| Male 55-64 | 288 |
| Male 65-74 | 225 |
| Male 75+ | 157 |
| Female 4-6 | 96 |
| Female 7-10 | 134 |
| Female 11-14 | 136 |
| Female 15-24 | 295 |
| Female 25-34 | 259 |
| Female 35-44 | 374 |
| Female 45-54 | 360 |
| Female 55-64 | 297 |
| Female 65-74 | 245 |
| Female 75+ | 185 |
| Inds 4-17 | 971 |
| Men AB | 246 |
| Men C1 | 696 |
| Men C2 | 327 |
| Men DE | 577 |
| Men F1F2 | 82 |
| Women AB | 240 |
| Women C1 | 751 |
| Women C2 | 321 |
| Women DE | 633 |
| Women F1F2 | 70 |
| Housekeepers 15-34 | 218 |
| Housekeepers 35-54 | 715 |
| Housekeepers 55+ | 837 |
| Housekeepers with Kids | 492 |
| Housekeepers AB | 197 |
| Housekeepers C1 | 606 |
| Housekeepers C2 | 259 |
| Housekeepers DE | 645 |
| Housekeepers F1F2 | 63 |
| Household Size 1 Person | 398 |
| Household Size 2 Persons | 526 |
| Household Size 3 Persons | 312 |
| Household Size 4+ Persons | 534 |
| Number of TV Sets 1 | 930 |
| Number of TV Sets 2+ | 840 |
| Homes: Urban | 1076 |
| Homes: Rural | 694 |
| Homes: Dublin | 468 |
| Homes: Rest of Leinster | 481 |
| Homes: Munster | 493 |
| Homes: Conn/Ulster | 328 |

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