



RAM NORWAY

Universe sizes for PPM panel 2025

UNIVERSES – gjeldende fra 1. januar 2025

HOUSEHOLDS	Universe	%
Total households	2,617,268	100.0
Oslo	370,522	14.2
Akershus	317,690	12.1
Vestfold, Østfold	265,877	10.2
Innlandet	183,672	7.0
Buskerud, Telemark	210,469	8.0
Rogaland, Agder	366,843	14.0
Vestland	305,112	11.7
Møre og Romsdal, Trøndelag	361,991	13.8
Nordland, Troms, Finnmark	235,092	9.0
1 member	1,065,228	40.7
2 members	811,353	31.0
3 members	311,455	11.9
4 members	295,751	11.3
+ 5 members	133,481	5.1

INDIVIDUALS 10+	Universe	%
Total 10+	4,930,632	100.0
Male	2,480,054	50.3
Female	2,450,578	49.7
10-19 year old	659,280	13.4
20-29 year old	694,622	14.1
30-39 year old	775,441	15.7
40-49 year old	716,815	14.5
50-64 year old	1,061,651	21.5
65+ Years	1,022,823	20.7
Up to high school	2,836,364	57.6
Higher education/University	1,695,537	34.4
Kids up to 16 y.o	398,731	8.0
Urban type area	2,926,442	59.4
Other municipalities	2,004,190	40.6

