



RAM NORWAY

Universe for PPM panel

UNIVERSES – gjeldende fra 1. januar 2026

HOUSEHOLDS	Universe	%
Total households	2,649,395	100.0
Oslo	374,410	14.1
Akershus	324,404	12.2
Vestfold, Østfold	268,604	10.1
Innlandet	185,069	7.0
Buskerud, Telemark	212,578	8.0
Rogaland, Agder	372,220	14.0
Vestland	308,697	11.7
Møre og Romsdal, Trøndelag	366,442	13.8
Nordland, Troms, Finnmark	236,971	8.9
1 member	1,091,550	41.2
2 members	816,014	30.8
3 members	312,629	11.8
4 members	296,732	11.2
+ 5 members	132,470	5.0

INDIVIDUALS 10+	Universe	%
Total 10+	4,981,937	100.0
Male	2,506,373	50.3
Female	2,475,564	49.7
10-19 year old	662,863	13.3
20-29 year old	694,827	13.9
30-39 year old	784,166	15.7
40-49 year old	719,557	14.4
50-64 year old	1,073,094	21.5
65+ Years	1,047,430	21.0
Up to high school	2,844,106	57.0
Higher education/University	1,741,676	35.0
Kid up to 16 y.o	396,155	8.0
Urban type area	2,960,549	59.4
Other municipalities	2,021,388	40.6

