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**Readership Profile**

Source: Jul 08 - Jun 09

	000s	%	Index		000s	%	Index
<b>All Adults</b>	<b>8070</b>			<b>Children</b>			
<b>Sex</b>				Aged 0-4	1068	13	94
Male	4997	62	127	Aged 5-9	1208	15	123
Female	3073	38	74	Aged 10-15	1583	20	114
				No Children	5174	64	96
<b>Social Grade</b>				<b>Marital Status</b>			
AB	2762	34	128	Single	2423	30	121
ABC1	5404	67	120	Married	5049	63	103
C2DE	2666	33	75	<b>Home Ownership</b>			
<b>Age</b>				Owned (outright/ mortgage/loan)	5984	74	104
Average Age	41			Rented (not from council)	1287	16	109
15 - 24	1512	19	116	<b>Other</b>			
25 - 34	1750	22	139	Degree or higher	2396	30	148
35 - 44	1621	20	112	Average no. of people in HH	3		
45 - 54	1434	18	110	Average no. in HH in full time work	2		
55+	1753	22	64				
<b>Employment</b>							
Full time	3705	46	129				
Part time	1328	16	99				
Retired from full time job	1140	14	57				
Student	695	7	145				
<b>Location</b>							
London & South East	3342	41	114				
South West	671	8	94				
Midlands	1120	14	84				
North & North East	858	11	76				
North West	1029	13	119				
Scotland	611	8	87				
Wales	440	5	109				

**Contacts**

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