

THE INDEPENDENT MAGAZINE

Saturday - The Magazine

Readership Profile

Source: NRS Oct 08-Sep 09

	000s	%	Index		000s	%	Index
All Adults	441			Children			
Sex				Aged 0-4	35	8	77
Male	240	54	112	Aged 5-15	60	14	84
Female	201	46	89	Aged 16-20	39	9	105
Social Grade				Aged 21+	33	7	90
AB	257	58	218	No Children	278	63	99
ABC1	381	86	155	Marital Status			
C2DE	60	14	31	Single	148	34	126
Age				Married/living with partner	269	61	100
15 - 24	74	17	104	Widowed/divorced/separated	24	5	45
25 - 34	86	20	124	Home Ownership			
35 - 44	83	19	106	Owned (outright/ mortgage/loan)	320	73	107
45 - 54	78	18	109	Rented (not from council)	85	19	119
55+	121	27	80	Other			
Employment				Degree or higher	243	55	281
Full time	245	56	129	Average no. of people in HH	3		
Part time	62	14	121	Average no. in HH in full time work	2		
Retired from full time job	59	13	64				
Student	45	10	121				
Location							
London & South East	235	53	147				
South West	47	11	120				
Midlands	56	13	77				
North & North East	46	10	98				
North West	29	7	47				
Scotland	22	5	58				
Wales	6	1	27				

Contacts

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