

**The Independent  
Readership Profile**

Source: NRS Oct 08-Sep 09

	000s	%	Index		000s	%	Index
<b>All Adults</b>	<b>636</b>			<b>Children</b>			
<b>Sex</b>				Aged 0-4	49	8	75
Male	360	57	116	Aged 5-15	104	16	101
Female	275	43	84	Aged 16-20	67	11	125
<b>Social Grade</b>				Aged 21+	35	6	67
AB	355	56	209	No Children	410	64	101
ABC1	546	86	154	<b>Marital Status</b>			
C2DE	90	14	32	Single	197	31	117
<b>Age</b>				Married/living with partner	392	62	101
15 - 24	107	17	104	Widowed/divorced/separated	47	7	61
25 - 34	128	20	128	<b>Home Ownership</b>			
35 - 44	117	18	103	Owned (outright/ mortgage/loan)	460	72	106
45 - 54	103	16	100	Rented (not from council)	128	20	124
55+	180	28	83	<b>Other</b>			
<b>Employment</b>				Degree or higher	299	47	240
Full time	330	52	120	Average no. of people in HH	3		
Part time	81	13	110	Average no. in HH in full time work	2		
Retired from full time job	87	14	65				
Student	87	14	162				
<b>Location</b>							
London & South East	360	57	156				
South West	60	9	106				
Midlands	58	9	55				
North & North East	42	7	62				
North West	74	12	83				
Scotland	24	4	44				
Wales	17	3	53				

**Contacts**

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