

**The Independent on Sunday
Readership Profile**

Source: NRS Oct 08-Sep 09

	000s	%	Index		000s	%	Index
All Adults	619			Children			
Sex				Aged 0-4	56	9	88
Male	337	54	112	Aged 5-15	84	14	84
Female	282	46	89	Aged 16-20	65	11	125
Social Grade				Aged 21+	46	7	90
AB	321	52	194	No Children	414	67	105
ABC1	520	84	150	Marital Status			
C2DE	99	16	36	Single	227	37	138
Age				Married/living with partner	356	58	94
15 - 24	150	24	150	Widowed/divorced/separated	37	6	49
25 - 34	113	18	116	Home Ownership			
35 - 44	112	18	102	Owned (outright/ mortgage/loan)	435	70	103
45 - 54	111	18	110	Rented (not from council)	136	22	136
55+	133	21	63	Other			
Employment				Degree or higher	298	48	245
Full time	348	56	130	Average no. of people in HH	3		
Part time	91	15	127	Average no. in HH in full time work	2		
Retired from full time job	53	9	41				
Student	83	13	159				
Location							
London & South East	354	57	158				
South West	49	8	89				
Midlands	59	10	58				
North & North East	67	11	101				
North West	52	8	60				
Scotland	25	4	47				
Wales	14	2	45				

Contacts

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