

The Information

Saturday - The Information

Readership Profile

Source: NRS Oct 08-Sep 09

	000s	%	Index		000s	%	Index
All Adults	404			Children			
Sex				Aged 0-4	33	8	80
Male	222	55	113	Aged 5-15	59	15	90
Female	183	45	88	Aged 16-20	40	10	118
Social Grade				Aged 21+	35	9	105
AB	240	59	223	No Children	250	62	97
ABC1	359	89	159	Marital Status			
C2DE	46	11	26	Single	111	27	103
Age				Married/living with partner	271	67	110
15 - 24	54	13	83	Widowed/divorced/separated	22	5	45
25 - 34	65	16	103	Home Ownership			
35 - 44	76	19	106	Owned (outright/ mortgage/loan)	307	76	112
45 - 54	83	21	126	Rented (not from council)	62	15	95
55+	127	31	92	Other			
Employment				Degree or higher	229	57	289
Full time	217	54	125	Average no. of people in HH	3		
Part time	53	13	113	Average no. in HH in full time work	2		
Retired from full time job	64	16	76				
Student	35	9	103				
Location							
London & South East	209	52	143				
South West	47	12	131				
Midlands	60	15	90				
North & North East	31	8	72				
North West	34	8	60				
Scotland	15	4	43				
Wales	8	2	39				

Contacts

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