

THE NEW REVIEW

Sunday - The New Review

Readership Profile

Source: NRS Oct 08-Sep 09

| | 000s | % | Index | | 000s | % | Index |
|----------------------------|------------|----|-------|-------------------------------------|------|----|-------|
| All Adults | 421 | | | Children | | | |
| Sex | | | | Aged 0-4 | 41 | 10 | 95 |
| Male | 211 | 50 | 103 | Aged 5-15 | 66 | 16 | 97 |
| Female | 210 | 50 | 97 | Aged 16-20 | 44 | 10 | 124 |
| Social Grade | | | | Aged 21+ | 30 | 7 | 86 |
| AB | 224 | 53 | 199 | No Children | 274 | 65 | 102 |
| ABC1 | 367 | 87 | 156 | Marital Status | | | |
| C2DE | 54 | 13 | 29 | Single | 133 | 32 | 119 |
| Age | | | | Married/living with partner | 263 | 62 | 102 |
| 15 - 24 | 78 | 19 | 115 | Widowed/divorced/separated | 26 | 6 | 51 |
| 25 - 34 | 75 | 18 | 114 | Home Ownership | | | |
| 35 - 44 | 85 | 20 | 113 | Owned (outright/ mortgage/loan) | 305 | 72 | 106 |
| 45 - 54 | 82 | 19 | 120 | Rented (not from council) | 89 | 21 | 131 |
| 55+ | 101 | 24 | 70 | Other | | | |
| Employment | | | | Degree or higher | 216 | 51 | 262 |
| Full time | 240 | 57 | 132 | Average no. of people in HH | 3 | | |
| Part time | 66 | 16 | 135 | Average no. in HH in full time work | 2 | | |
| Retired from full time job | 37 | 9 | 42 | | | | |
| Student | 46 | 11 | 130 | | | | |
| Location | | | | | | | |
| London & South East | 230 | 55 | 151 | | | | |
| South West | 37 | 9 | 99 | | | | |
| Midlands | 43 | 10 | 62 | | | | |
| North & North East | 36 | 9 | 80 | | | | |
| North West | 49 | 12 | 83 | | | | |
| Scotland | 14 | 3 | 38 | | | | |
| Wales | 12 | 3 | 57 | | | | |

Contacts

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