

**The Independent
Readership Profile**

Source: January 10-December 10

	000s	%	Index		000s	%	Index
All Adults	532			Children	152	29	85
Solus	315	59		Aged 0-4	44	8	79
				Aged 5-15	77	14	88
Sex				Aged 16-20	40	8	89
Male	312	59	120	Aged 21+	32	6	73
Female	220	41	81				
				Marital Status			
Social Grade				Single	156	29	110
AB	284	53	201	Married	342	64	106
ABC1	449	84	154				
C2DE	83	16	35	Home Ownership			
				Owned (outright/ mortgage/loan)	238	45	128
Age				Rented (private)	101	19	107
Average Age	43						
15 - 24	94	18	111	Other			
25 - 34	98	18	116	Degree or higher	265	50	246
35 - 44	96	18	105	Average no. of people in HH	3		
45 - 54	114	21	129	Average no. in HH in full time work	2		
55+	131	25	72				
Employment							
Full time	304	57	134				
Part time	63	12	100				
Retired from full time job	66	12	58				
Student	70	13	148				
Location							
London & South East	256	48	132				
South West	51	10	108				
Midlands	75	14	85				
North & North East	55	10	74				
North West	49	9	87				
Scotland	30	6	65				
Wales	17	3	64				

Contacts

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