

**The Independent on Sunday
Readership Profile**

Source: January 10-December 10

	000s	%	Index		000s	%	Index
All Adults	548			Children	198	36	107
Solus	324	59		Aged 0-4	61	11	106
				Aged 5-15	84	15	93
Sex				Aged 16-20	54	10	116
Male	312	57	117	Aged 21+	38	7	85
Female	235	43	84				
				Marital Status			
Social Grade				Single	157	29	108
AB	289	53	198	Married	355	65	106
ABC1	433	79	144				
C2DE	115	21	47	Home Ownership			
				Owned (outright/ mortgage/loan)	241	44	125
Age				Rented (private)	126	23	129
Average Age	43						
15 - 24	77	14	88	Other			
25 - 34	117	21	134	Degree or higher	281	51	253
35 - 44	109	20	116	Average no. of people in HH	3		
45 - 54	122	22	134	Average no. in HH in full time work	2		
55+	123	22	65				
Employment							
Full time	327	60	140				
Part time	77	14	118				
Retired from full time job	52	9	44				
Student	59	11	121				
Location							
London & South East	288	53	145				
South West	59	11	121				
Midlands	61	11	67				
North & North East	39	7	51				
North West	53	10	91				
Scotland	25	5	53				
Wales	24	4	87				

Contacts

Tel: 020 7005 2000 www.independent.co.uk/advertisingguide