

**The Independent on Sunday
Readership Profile**

Source: April 09-March 10

	000s	%	Index		000s	%	Index
All Adults	600			Children			
Solus	343	57		Aged 0-4	71	12	112
				Aged 5-15	65	11	103
Sex				Aged 16-20	58	10	116
Male	342	57	117	Aged 21+	34	6	69
Female	258	43	84	No Children	380	63	100
Social Grade				Marital Status			
AB	307	51	193	Single	203	34	126
ABC1	485	81	146	Married	362	60	99
C2DE	116	19	43	Home Ownership			
Age				Owned (outright/ mortgage/loan)	394	66	97
Average Age	40			Rented (private)	150	25	147
15 - 24	122	20	126	Other			
25 - 34	129	22	136	Degree or higher	293	49	248
35 - 44	132	22	125	Average no. of people in HH	3		
45 - 54	104	17	106	Average no. in HH in full time work	2		
55+	114	19	56				
Employment							
Full time	343	57	135				
Part time	91	15	130				
Retired from full time job	56	9	44				
Student	61	10	115				
Location							
London & South East	342	57	157				
South West	48	8	90				
Midlands	60	10	61				
North & North East	57	10	68				
North West	51	9	80				
Scotland	19	3	37				
Wales	24	4	79				

Contacts

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