

# The Information

## The Information Readership Profile

Source: April 09-March 10

	000s	%	Index		000s	%	Index
<b>All Adults</b>	<b>408</b>			<b>Children</b>			
				Aged 0-4	41	10	95
				Aged 5-15	39	10	91
				Aged 16-20	44	11	129
				Aged 21+	27	7	80
				No Children	259	63	100
<b>Sex</b>				<b>Marital Status</b>			
Male	257	63	129	Single	109	27	100
Female	151	37	72	Married	276	68	111
<b>Social Grade</b>				<b>Home Ownership</b>			
AB	237	58	219	Owned (outright/ mortgage/loan)	303	74	109
ABC1	351	86	155	Rented (private)	76	19	109
C2DE	57	14	31	<b>Other</b>			
<b>Age</b>				Degree or higher	214	52	267
Average Age	46			Average no. of people in HH	3		
15 - 24	34	8	52	Average no. in HH in full time work	2		
25 - 34	71	17	110				
35 - 44	86	21	120				
45 - 54	100	25	150				
55+	117	29	84				
<b>Employment</b>							
Full time	227	56	131				
Part time	55	13	115				
Retired from full time job	60	15	69				
Student	23	6	64				
<b>Location</b>							
London & South East	196	48	132				
South West	41	10	113				
Midlands	66	16	98				
North & North East	28	7	49				
North West	35	9	80				
Scotland	20	5	57				
Wales	21	5	102				

## Contacts

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