

The Information

The Information Readership Profile

Source: January 10-December 10

	000s	%	Index		000s	%	Index
All Adults	364			Children	121	33	99
				Aged 0-4	35	10	92
				Aged 5-15	60	16	100
				Aged 16-20	36	10	116
				Aged 21+	31	9	104
Sex				Marital Status			
Male	217	60	122	Single	70	19	72
Female	147	40	79	Married	266	73	120
Social Grade				Home Ownership			
AB	202	55	209	Owned (outright/ mortgage/loan)	152	42	119
ABC1	302	83	151	Rented (private)	75	21	116
C2DE	62	17	38	Other			
Age				Degree or higher	184	51	250
Average Age	47			Average no. of people in HH	3		
15 - 24	31	9	53	Average no. in HH in full time work	2		
25 - 34	52	14	90				
35 - 44	71	20	113				
45 - 54	104	29	172				
55+	105	29	84				
Employment							
Full time	231	63	149				
Part time	41	11	95				
Retired from full time job	51	14	65				
Student	23	6	71				
Location							
London & South East	183	50	138				
South West	48	13	148				
Midlands	47	13	78				
North & North East	16	4	31				
North West	32	9	83				
Scotland	18	5	57				
Wales	21	6	115				

Contacts

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