

**The Independent Magazine
Readership Profile**

Source: January 10-December 10

	000s	%	Index		000s	%	Index
All Adults	402			Children	137	34	101
				Aged 0-4	39	10	92
				Aged 5-15	70	17	105
				Aged 16-20	41	10	120
				Aged 21+	35	9	106
Sex				Marital Status			
Male	222	55	113	Single	83	21	78
Female	180	45	87	Married	287	71	117
Social Grade				Home Ownership			
AB	219	54	205	Owned (outright/ mortgage/loan)	173	43	123
ABC1	333	83	151	Rented (private)	81	20	113
C2DE	69	17	38	Other			
Age				Degree or higher	200	50	246
Average Age	46			Average no. of people in HH	3		
15 - 24	39	10	61	Average no. in HH in full time work	2		
25 - 34	63	16	98				
35 - 44	77	19	111				
45 - 54	113	28	169				
55+	109	27	79				
Employment							
Full time	252	63	147				
Part time	48	12	101				
Retired from full time job	51	13	59				
Student	34	8	95				
Location							
London & South East	189	47	129				
South West	52	13	145				
Midlands	56	14	84				
North & North East	20	5	36				
North West	46	11	108				
Scotland	18	4	52				
Wales	21	5	104				

Contacts

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