

The Independent Magazine Readership Profile

Source: April 09-March 10

	000s	%	Index		000s	%	Index
All Adults	456			Children			
				Aged 0-4	47	10	98
				Aged 5-15	44	10	92
				Aged 16-20	52	11	136
				Aged 21+	28	6	74
				No Children	280	61	97
Sex				Marital Status			
Male	264	58	119	Single	130	29	106
Female	192	42	82	Married	299	66	108
Social Grade				Home Ownership			
AB	266	58	220	Owned (outright/ mortgage/loan)	340	75	110
ABC1	391	86	154	Rented (private)	80	18	103
C2DE	65	14	32	Other			
Age				Degree or higher	235	52	262
Average Age	45			Average no. of people in HH	3		
15 - 24	50	11	68	Average no. in HH in full time work	2		
25 - 34	82	18	114				
35 - 44	95	21	119				
45 - 54	103	23	138				
55+	127	28	81				
Employment							
Full time	256	56	133				
Part time	60	13	112				
Retired from full time job	65	14	67				
Student	32	7	80				
Location							
London & South East	221	48	134				
South West	49	11	121				
Midlands	64	14	85				
North & North East	37	8	58				
North West	41	9	84				
Scotland	22	5	56				
Wales	21	5	91				

Contacts

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