

## THE NEW REVIEW

### The New Review Readership Profile

Source: April 09-March 10

	000s	%	Index		000s	%	Index
<b>All Adults</b>	<b>401</b>			<b>Children</b>			
				Aged 0-4	49	12	116
				Aged 5-15	50	12	119
				Aged 16-20	42	10	125
				Aged 21+	21	5	63
				No Children	253	63	99
<b>Sex</b>				<b>Marital Status</b>			
Male	229	57	117	Single	106	26	98
Female	172	43	84	Married	276	69	113
<b>Social Grade</b>				<b>Home Ownership</b>			
AB	229	57	215	Owned (outright/ mortgage/loan)	282	70	104
ABC1	344	86	154	Rented (private)	83	21	122
C2DE	57	14	32	<b>Other</b>			
<b>Age</b>				Degree or higher	222	55	281
Average Age	43			Average no. of people in HH	3		
15 - 24	56	14	87	Average no. in HH in full time work	2		
25 - 34	74	18	117				
35 - 44	104	26	148				
45 - 54	80	20	122				
55+	86	21	63				
<b>Employment</b>							
Full time	240	60	141				
Part time	51	13	109				
Retired from full time job	40	10	47				
Student	32	8	91				
<b>Location</b>							
London & South East	215	54	148				
South West	31	8	87				
Midlands	51	13	77				
North & North East	45	11	80				
North West	31	8	72				
Scotland	9	2	26				
Wales	19	5	94				

### Contacts

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