

Readership Profile

Source: NRS Oct 07- Sep 08

	000's	%	Index		000's	%	Index
All Adults	727			Children in HH			
Sex				Children 0-4	69	9%	95
Male	416	57%	118	Children 5-15	140	19%	115
Female	312	43%	84	Children 16-20 years	59	8%	96
Social Grade				Children 21+ years	39	5%	68
AB	405	56%	209	No Children	467	64%	101
ABC1	616	85%	153	Marital Status			
C2DE	111	15%	34	Single	225	31%	120
Age				Married/living with partner	448	62%	100
15 - 24	136	19%	116	Widowed	15	2%	29
25 - 34	145	20%	129	Divorced/Separated	38	5%	94
35 - 44	169	23%	128	Home ownership			
45 - 54	143	20%	122	Owned (Outright/ Mortgage/Loan)	518	71%	101
55+	134	18%	54	Rented - not from council	191	26%	95
Employment				Other			
Full time	452	62%	141	Degree or higher	367	50%	269
Part time	78	11%	97	Average no. of people in HH	3		
Retired from full time job	70	10%	47	No.in HH in full time work	2		
Student	78	11%	129				
Location							
London & South East	361	50%	154				
South West	74	10%	115				
Midlands	91	13%	76				
North & North East	63	9%	62				
North West	54	7%	69				
Scotland	23	3%	36				
Wales	17	2%	46				

Contacts

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