

THE NEW REVIEW

Sunday

Readership Profile

Source: NRS Oct 07 - Sep 08

| | 000's | % | Index | | 000's | % | Index |
|----------------------------|------------|-----|-------|---------------------------------|-------|-----|-------|
| All Adults | 557 | | | Children in HH | | | |
| Sex | | | | Children 0-4 | 50 | 9% | 90 |
| Male | 299 | 54% | 110 | Children 5-15 | 103 | 18% | 111 |
| Female | 259 | 47% | 91 | Children 16-20 years | 50 | 9% | 106 |
| Social Grade | | | | Children 21+ years | 28 | 5% | 64 |
| AB | 323 | 58% | 217 | No Children | 362 | 65% | 102 |
| ABC1 | 495 | 89% | 160 | Marital Status | | | |
| C2DE | 62 | 11% | 25 | Single | 161 | 29% | 112 |
| Age | | | | Married/living with partner | 350 | 63% | 102 |
| 15 - 24 | 94 | 17% | 105 | Widowed | 12 | 2% | 31 |
| 25 - 34 | 106 | 19% | 123 | Divorced/Separated | 34 | 6% | 110 |
| 35 - 44 | 132 | 24% | 130 | Home ownership | | | |
| 45 - 54 | 118 | 21% | 132 | Owned (Outright/ Mortgage/Loan) | 422 | 76% | 108 |
| 55+ | 108 | 19% | 57 | Rented - not from council | 125 | 22% | 81 |
| Employment | | | | Other | | | |
| Full time | 360 | 65% | 146 | Degree or higher | 295 | 53% | 282 |
| Part time | 46 | 8% | 74 | Average no. of people in HH | 3 | | |
| Retired from full time job | 61 | 11% | 54 | No.in HH in full time work | 2 | | |
| Student | 52 | 9% | 112 | | | | |
| Location | | | | | | | |
| London & South East | 256 | 46% | 142 | | | | |
| South West | 59 | 11% | 120 | | | | |
| Midlands | 73 | 13% | 79 | | | | |
| North & North East | 52 | 9% | 67 | | | | |
| North West | 51 | 9% | 85 | | | | |
| Scotland | 17 | 3% | 35 | | | | |
| Wales | 13 | 2% | 46 | | | | |

Contacts

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