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**Readership Profile**

Source: TGI Net (Apr 08- Mar 09)

	000's	%	Index		000's	%	Index
<b>All Adults</b>	<b>7995</b>			<b>Children in HH</b>			
<b>Sex</b>				Children 0-4 years	1251	16%	113
Male	4923	62%	127	Children 5-9 years	1180	15%	120
Female	3071	38%	75	Children 10-15 years	1557	19%	113
				No Children	5052	63%	94
<b>Social Grade</b>				<b>Marital Status</b>			
AB	2881	36%	135	Single	2401	30%	121
ABC1	5297	66%	119	Married/living with partner	4992	62%	102
C2DE	2698	34%	76	Widowed	205	3%	36
				Divorced/Separated	291	4%	65
<b>Age</b>				<b>Home ownership</b>			
15 - 24	1625	20%	126	Owned (Outright/ Mortgage/Loan)	5882	74%	103
25 - 34	1492	19%	120	Rented	1298	16%	110
35 - 44	1754	22%	122	<b>Other</b>			
45 - 54	1498	19%	116	Degree or higher	2491	31%	159
55+	1626	20%	60	Average no. of people in HH	3		
				Average no. in HH in full time work	2		
Full time	3613	45%	126				
Part time	1381	17%	106				
Retired from full time job	1123	14%	56				
Student	682	9%	151				
<b>Location</b>							
London & South East	3480	44%	120				
South West	756	9%	107				
Midlands	1120	14%	85				
North & North East	846	11%	99				
North West	861	11%	77				
Scotland	586	7%	85				
Wales	345	4%	86				

**Contacts**

**Tel: 020 7005 2000**    [www.independent.co.uk/advertisingguide](http://www.independent.co.uk/advertisingguide)