

## The Independent Readership Profile

Source: April 09-March 10

	000s	%	Index		000s	%	Index
<b>All Adults</b>	<b>635</b>			<b>Children</b>			
Solus	376	59		Aged 0-4	52	8	78
				Aged 5-15	59	9	89
<b>Sex</b>				Aged 16-20	62	10	117
Male	375	59	121	Aged 21+	42	7	80
Female	260	41	80	No Children	416	66	103
<b>Social Grade</b>				<b>Marital Status</b>			
AB	351	55	208	Single	213	34	125
ABC1	553	87	157	Married	385	61	100
C2DE	82	13	29	<b>Home Ownership</b>			
<b>Age</b>				Owned (outright/ mortgage/loan)	459	72	106
Average Age	43			Rented (private)	125	20	116
15 - 24	109	17	107	<b>Other</b>			
25 - 34	131	21	131	Degree or higher	297	47	238
35 - 44	112	18	100	Average no. of people in HH	3		
45 - 54	115	18	111	Average no. in HH in full time work	2		
55+	168	26	77				
<b>Employment</b>							
Full time	341	54	127				
Part time	79	12	106				
Retired from full time job	79	12	58				
Student	82	13	147				
<b>Location</b>							
London & South East	361	57	157				
South West	54	9	96				
Midlands	65	10	62				
North & North East	65	10	73				
North West	43	7	64				
Scotland	26	4	47				
Wales	21	3	66				

## Contacts

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