

**The Independent on Sunday
Readership Profile**

Source: October 09-September 10

	000s	%	Index		000s	%	Index
All Adults	594			Children	214	36	107
Solus	336	57		Aged 0-4	71	12	113
				Aged 5-15	91	15	91
Sex				Aged 16-20	53	9	105
Male	346	58	119	Aged 21+	42	7	87
Female	248	42	82				
				Marital Status			
Social Grade				Single	188	32	117
AB	309	52	196	Married	370	62	103
ABC1	465	78	142				
C2DE	129	22	48	Home Ownership			
				Owned (outright/ mortgage/loan)	393	66	98
Age				Rented (private)	145	24	138
Average Age	42						
15 - 24	91	15	96	Other			
25 - 34	138	23	146	Degree or higher	301	51	255
35 - 44	122	21	118	Average no. of people in HH	3		
45 - 54	123	21	125	Average no. in HH in full time work	2		
55+	120	20	59				
Employment							
Full time	364	61	145				
Part time	83	14	120				
Retired from full time job	53	9	41				
Student	57	10	106				
Location							
London & South East	319	54	148				
South West	57	10	108				
Midlands	62	10	63				
North & North East	55	9	66				
North West	51	9	81				
Scotland	27	5	53				
Wales	24	4	80				

Contacts

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