

## THE INDEPENDENT MAGAZINE

The Independent Magazine Readership Profile Source: January 10-December 10	s000	%	Index		s000	%	Index
All Adults	402			Children	137	34	101
				Aged 0-4	39	10	92
				Aged 5-15	70	17	105
Sex	222		440	Aged 16-20	41	10	120
Male	222	55	113	Aged 21+	35	9	106
Female	180	45	87	Marital Status			
Social Grade				Single	83	21	78
AB	219	54	205	Married	287	71	117
ABC1	333	83	151	Married	207	/1	11/
C2DE	69	17	38	Home Ownership			
CZDL	09	17	30	Owned (outright/ mortgage/loan)	173	43	123
Age				Rented (private)	81	20	113
Average Age	46			refred (private)	01	20	113
15 - 24	39	10	61	Other			
25 - 34	63	16	98	Degree or higher	200	50	246
35 - 44	77	19	111	Average no. of people in HH	3		
45 - 54	113	28	169	Average no. in HH in full time work	2		
55+	109	27	79				
Employment							
Full time	252	63	147				
Part time	48	12	101				
Retired from full time job	51	13	59				
Student	34	8	95				
Location							
London & South East	189	47	129				
South West	52	13	145				
Midlands	56	14	84				
North & North East	20	5	36				
North West	46	11	108				
Scotland	18	4	52				
Wales	21	5	104				

## **Contacts**

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