

The New Review

The New Review Readership Profile

Source: January 10-December 10

	000s	%	Index		000s	%	Index
All Adults	401			Children	144	36	107
				Aged 0-4	42	10	100
				Aged 5-15	58	14	88
				Aged 16-20	42	10	123
				Aged 21+	32	8	97
Sex				Marital Status			
Male	236	59	121	Single	96	24	90
Female	165	41	80	Married	275	69	113
Social Grade				Home Ownership			
AB	220	55	206	Owned (outright/ mortgage/loan)	168	42	119
ABC1	318	79	144	Rented (private)	99	25	139
C2DE	84	21	47	Other			
Age				Degree or higher	229	57	282
Average Age	45			Average no. of people in HH	3		
15 - 24	30	7	47	Average no. in HH in full time work	2		
25 - 34	85	21	133				
35 - 44	101	25	146				
45 - 54	76	19	114				
55+	109	27	79				
Employment							
Full time	249	62	146				
Part time	56	14	118				
Retired from full time job	44	11	51				
Student	25	6	70				
Location							
London & South East	215	54	147				
South West	45	11	126				
Midlands	43	11	65				
North & North East	22	5	39				
North West	37	9	87				
Scotland	19	5	55				
Wales	21	5	104				

Contacts

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