

NRS Profile



Source: NRS January '09 – December '09. Weighted by Population.

| | | Readership | | |
|----------------|--------|------------|-------|--------------|
| | | Totals | Metro | Metro London |
| Totals | (000s) | 49,594 | 3,597 | 2,060 |
| | Vert% | 100 | 100 | 100 |
| | Index | 100 | 100 | 100 |
| Male | (000s) | 24,170 | 1,996 | 1,160 |
| | Vert% | 48.7 | 55.5 | 56.3 |
| | Index | 100 | 114 | 116 |
| Female | (000s) | 25,424 | 1,601 | 900 |
| | Vert% | 51.3 | 44.5 | 43.7 |
| | Index | 100 | 87 | 85 |
| Average age | (000s) | 46 | 36 | 35 |
| | Vert% | - | - | - |
| | Index | - | - | - |
| 15-24 | (000s) | 8,000 | 962 | 527 |
| | Vert% | 16.1 | 26.7 | 25.6 |
| | Index | 100 | 166 | 159 |
| 25-34 | (000s) | 7,801 | 971 | 651 |
| | Vert% | 15.7 | 27.0 | 31.6 |
| | Index | 100 | 172 | 201 |
| 35-44 | (000s) | 8,773 | 692 | 405 |
| | Vert% | 17.7 | 19.2 | 19.7 |
| | Index | 100 | 109 | 111 |
| 45+ | (000s) | 25,020 | 973 | 477 |
| | Vert% | 50.5 | 27.1 | 23.2 |
| | Index | 100 | 54 | 46 |
| 18-44 | (000s) | 22,339 | 2,383 | 1,462 |
| | Vert% | 45.0 | 66.3 | 71.0 |
| | Index | 100 | 147 | 158 |
| FT working | (000s) | 21,022 | 1,928 | 1,163 |
| | Vert% | 42.4 | 53.6 | 56.5 |
| | Index | 100 | 126 | 133 |
| 18-44 FTW | (000s) | 12,631 | 1,419 | 870 |
| | Vert% | 25.5 | 39.5 | 42.2 |
| | Index | 100 | 155 | 166 |
| ABC1 | (000s) | 27,620 | 2,210 | 1,351 |
| | Vert% | 55.7 | 61.4 | 65.6 |
| | Index | 100 | 110 | 118 |
| 18-44 ABC1 | (000s) | 12,715 | 1,504 | 965 |
| | Vert% | 25.6 | 41.8 | 49.9 |
| | Index | 100 | 163 | 183 |
| 18-44 FTW ABC1 | (000s) | 8,056 | 969 | 605 |
| | ert% | 16.2 | 26.9 | 29.4 |
| | Index | 100 | 166 | 181 |