

# NRS Profile

Source: NRS October 10 to September 11. Weighted by: Population

Metro London / SE = Standard region London or South East



		Totals	Metro	Metro London / SE
<b>Totals</b>	Unwgt	36685	2243	1327
	(000s)	50159	3377	2030
	Vert%	100	100	100
	Horz%	100	6.73	4.05
	Index	100	100	100
<b>Male</b>	Unwgt	16214	1166	706
	(000s)	24488	1901	1163
	Vert%	48.82	56.29	57.29
	Horz%	100	7.76	4.75
	Index	100	115	117
<b>Female</b>	Unwgt	20471	1077	621
	(000s)	25672	1475	867
	Vert%	51.18	43.68	42.71
	Horz%	100	5.75	3.38
	Index	100	85	83
<b>Average Age</b>	Unwgt	35473	2139	1273
	(000s)	48	38	37
	Vert%	0.1	1.13	1.82
	Horz%	100	79.17	77.08
	Index	100	1176	1905
<b>15-24</b>	Unwgt	4257	466	272
	(000s)	7920	847	497
	Vert%	15.79	25.08	24.48
	Horz%	100	10.69	6.28
	Index	100	159	155
<b>25-34</b>	Unwgt	4825	527	373
	(000s)	8066	864	615
	Vert%	16.08	25.58	30.3
	Horz%	100	10.71	7.62
	Index	100	159	188
<b>35-44</b>	Unwgt	5842	456	284
	(000s)	8456	661	408
	Vert%	16.86	19.57	20.1
	Horz%	100	7.82	4.82
	Index	100	116	119

<b>45-54</b>	Unwgt	5975	337	194
	(000s)	8416	470	268
	Vert%	16.78	13.92	13.2
	Horz%	100	5.58	3.18
	Index	100	83	79
<b>45+</b>	Unwgt	21761	794	398
	(000s)	25717	1005	511
	Vert%	51.27	29.76	25.17
	Horz%	100	3.91	1.99
	Index	100	58	49
<b>ABC1]</b>	Unwgt	21635	1467	930
	(000s)	27265	2066	1336
	Vert%	54.36	61.18	65.81
	Horz%	100	7.58	4.9
	Index	100	113	121
<b>FTW</b>	Unwgt	14030	1240	792
	(000s)	21077	1896	1219
	Vert%	42.02	56.14	60.05
	Horz%	100	9	5.78
	Index	100	134	143
<b>18-44</b>	Unwgt	13720	1345	875
	(000s)	22277	2189	1419
	Vert%	44.41	64.82	69.9
	Horz%	100	9.83	6.37
	Index	100	146	157
<b>18-44 ABC1</b>	Unwgt	8158	917	616
	(000s)	12257	1391	938
	Vert%	24.44	41.19	46.21
	Horz%	100	11.35	7.65
	Index	100	169	189
<b>18-44 FTW</b>	Unwgt	7603	847	573
	(000s)	12458	1370	924
	Vert%	24.84	40.57	45.52
	Horz%	100	11	7.42
	Index	100	163	183
<b>18-44 FTW ABC1</b>	Unwgt	5125	624	425
	(000s)	7749	936	639
	Vert%	15.45	27.72	31.48
	Horz%	100	12.08	8.25
	Index	100	179	204