

NRS Profile



Source: NRS July '08 – June '09. Weighted by Population.

		Readership		
		Totals	Metro	Metro London
Totals	(000s)	49,336	3,531	2,035
	Vert%	100	100	100
	Index	100	100	100
Male	(000s)	24,023	1,953	1,148
	Vert%	48.7	55.3	56.4
	Index	100	114	116
Female	(000s)	25,313	1,578	887
	Vert%	51.3	44.7	43.6
	Index	100	87	85
Average age	(000s)	46	36	35
	Vert%	-	-	-
	Index	-	-	-
15-24	(000s)	7,958	900	454
	Vert%	16.1	25.5	22.3
	Index	100	158	138
25-34	(000s)	7,707	957	653
	Vert%	15.6	27.1	32.1
	Index	100	173	205
35-44	(000s)	8,828	740	464
	Vert%	17.9	21.0	22.8
	Index	100	117	127
45+	(000s)	24,843	935	464
	Vert%	50.4	26.5	22.8
	Index	100	53	45
18-44	(000s)	22,232	2,378	1,465
	Vert%	45.1	67.3	72.0
	Index	100	149	160
FT working	(000s)	21,457	1,983	1,229
	Vert%	43.5	56.2	60.4
	Index	100	129	139
18-44 FTW	(000s)	13,039	1,485	951
	Vert%	26.4	42.1	46.7
	Index	100	159	177
ABC1	(000s)	27,540	2,176	1,396
	Vert%	55.8	61.6	68.6
	Index	100	110	123
18-44 ABC1	(000s)	12,810	1,518	1,016
	Vert%	26.0	43.0	49.9
	Index	100	166	192