

NRS Profile

Source: **NRS July '09 – June '10. Weighted by Population.**

Metro London / SE = Standard region London or South East

		Readership		
		Totals	Metro	Metro London / SE
Totals	(000s)	49,757	3,462	2,020
	Vert%	100	100	100
	Index	100	100	100
Male	(000s)	24,266	1,964	1,135
	Vert%	48.8	56.7	56.2
	Index	100	116	115
Female	(000s)	25,492	1,498	885
	Vert%	51.2	43.3	43.8
	Index	100	84	86
Average Age	(000s)	46	36	35
	Vert%	-	-	-
	Index	-	-	-
15-24	(000s)	7,979	946	529
	Vert%	16.0	27.3	26.2
	Index	100	170	163
25-34	(000s)	7,877	913	571
	Vert%	15.8	26.4	28.3
	Index	100	167	179
35-44	(000s)	8,683	626	398
	Vert%	17.5	18.1	19.7
	Index	100	104	113
45+	(000s)	25,217	977	522
	Vert%	50.7	28.2	25.8
	Index	100	56	51
ABC1	(000s)	27,508	2,113	1,289
	Vert%	55.3	61.0	63.8
	Index	100	110	115
FT working	(000s)	21,021	1,871	1,159
	Vert%	42.3	54.0	57.4
	Index	100	128	136
18-44	(000s)	22,327	2,270	1,395
	Vert%	44.9	65.6	69.1
	Index	100	146	154
18-44 ABC1	(000s)	12,582	1,343	841
	Vert%	25.3	38.8	41.6
	Index	100	153	165
18-44 FTW	(000s)	12,450	1,398	878
	Vert%	25.0	40.4	43.5
	Index	100	161	174
18-44 FTW ABC1	(000s)	7,915	916	574
	Vert%	15.9	26.5	28.4
	Index	100	166	179