



	Independent	IOS	i
AB	48%	42%	40%
ABC1	80%	75%	74%
Male	61%	60%	58%
Average age	43	42	50
Educated to degree level or higher	49%	49%	36%
Employed	62%	70%	61%
Chief income earners	60%	63%	64%
Average income of CIE	£30,661	£29,800	£25,682
Own home	69%	62%	71%