

# Your Local Guardian

## Hounslow Guardian

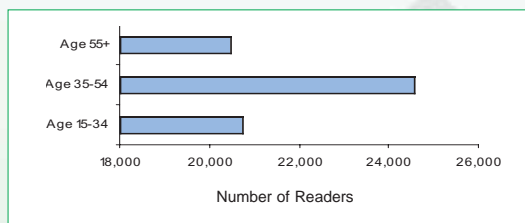
### Key facts

- Distributed free to 39,285 households every week on a Thursday.
- 58,756 readers every week
- Around 50 pages of news, sport, leisure, jobs, motors and property published every week
- Excellent value free combination with the Staines Guardian giving access to an additional 124,073 readers
- Paid and free combination available with sister broadsheet the Richmond & Twickenham Times Series



### Our readers

#### Age



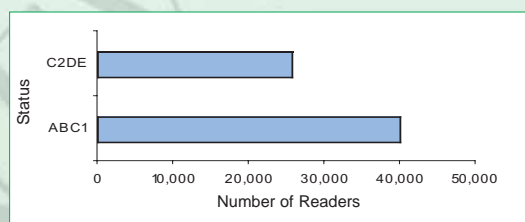
#### Home Ownership

65% of homes across the distribution area are owned, over half are owned with a mortgage and 25% are owned outright. 13% of homes are privately rented.

#### Car Ownership

65% of adults across the distribution area have a current full driving licence. 45% of adults purchased their car second hand. 23% bought their car within the previous year. 66% of households own at least one car.

#### Social Status



#### Employment

68% of the population, of working age, is economically active. The majority are employees but 7% are self employed. Only 3% are unemployed. 15% of Adults in the Hounslow distribution area have a total family income of £50k +.

#### Sex

Male – 48%  
Female – 52%



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### Mosaic profile



Nearly half the households across the Hounslow distribution area fall into the 'Suburban Comfort' Mosaic group. This group consists of married couples with older children; they are hard working, often in white collar office positions. The group is represented by independent, self-reliant people who plan ahead. 'Suburban Comfort' households spend heavily on mid-market products often preferring brands that are home-grown and are enthusiastic about gardening and home improvements.

Much of this group in Hounslow are categorised as being 'Asian Enterprise' their tastes differ slightly from other households but incomes are similar. This section of the group has a greater interest in electronic products and also spends more on jewellery. However, there is unlikely to be any impulse spending for any 'Suburban Comfort' household.

16% of Hounslow's households spread across the distribution area are categorised as 'Ties of the Community' many of them young married couples with children. There is much interest in community activities within this group. People enjoy traditional pastimes and foods.

To the east of Hounslow many households are typified as being 'Urban Intelligence' and consist of young well educated people who spend their disposable income on fashion items, specialist foods, restaurants, theatres and galleries.

