DEMOGRAPHICS

HOUSEHOLD INCOME
- $75,000+ or higher: 57%
- $35-74,999: 29%
- Less than $35,000: 15%

AGE
- 21-34: 19%
- 35-49: 24%
- 50-64: 32%
- 65+: 24%

GENDER
- Male: 29%
- Female: 70%

LOYALTY
- 100,000 people read The Independent per week
- 71% of readers read 3 or more issues per month
- 58% have been reading The Independent for over 10 years

MARKET PENETRATION
- 62% of all residents in Southern Santa Barbara County read The Independent

CONSUMERS
- 66% of readers say The Independent influences their purchasing decisions

EDUCATION
- More than 75% of Independent readers have a college or post graduate degree.

DECISION MAKERS
- 88% of Independent readers are regular voters
- 76% are business owners or professionals

INVOLVED
- 87% of Independent readers have donated to or volunteered at non-profits this year

LOCALLY-MINDED
- Over 91% of Independent readers prefer to shop at locally owned businesses

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