

# DEMOGRAPHICS

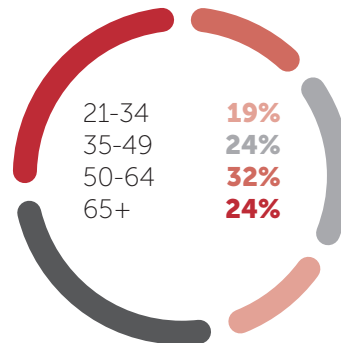
## HOUSEHOLD INCOME

\$75,000+ or higher **57%**

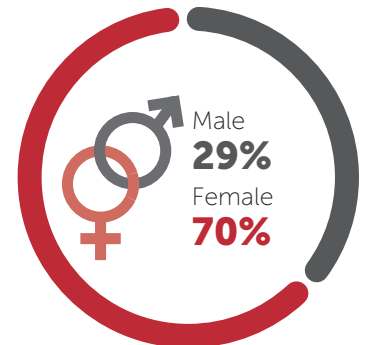
\$35-74,999 **29%**

Less than \$35,000 **15%**

## AGE



## GENDER



## 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

**VERIFIED**  
AUDIT CIRCULATION

Verified Audit Circulation, 2019

