

DEMOGRAPHICS

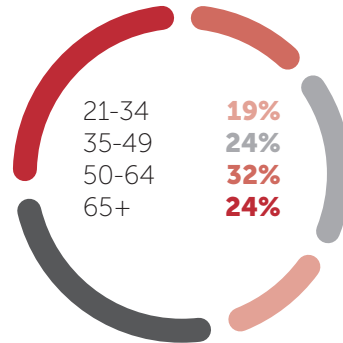
HOUSEHOLD INCOME

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

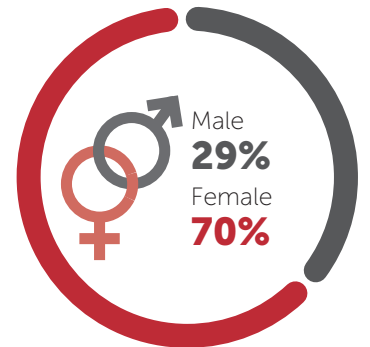
\$35-74,999 **29%**

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

