THE S.B. INDEPENDENT READER

**AUDIENCE**

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

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

**GENDER**
- Male: 29%
- Female: 70%

**INVOLVED**
- 87% of Independent readers have donated to or volunteered at nonprofits

**LOYALTY**
- 68,000 people read the Independent per week
- 71% of readers read 3 or more issues per month
- 58% have been reading the Independent for more than 10 years

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

**LOCALLY MINDED**
- More than 91% of Independent readers prefer to shop at locally owned businesses

**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

**HOUSEHOLD INCOME**
- 66%

**HOUSEHOLD INCOME**
- $85,000 or higher

**HOUSEHOLD INCOME**
- $35,000-74,999

**HOUSEHOLD INCOME**
- Less than $35,000

**AGE**
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**AGE**
- 35-49

**AGE**
- 50-64

**AGE**
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