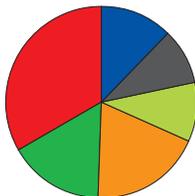


demographics

Household Income

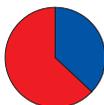
\$100,000 or higher	33.2%
\$75-99,000	16.0%
\$50-74,000	19.0%
\$35-49,000	10.1%
\$25-34,000	9.4%
Less than \$25,000	12.3%



Independent Median Household Income
\$74,000

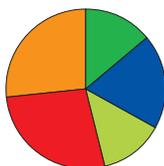
Gender

Male	37.2%
Female	62.8%



Age

21-34	13.9%
35-49	19.1%
50-54	13.0%
55-64	27.2%
65+	26.4%



Education

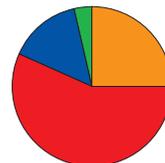
More than **75%** of *Independent* readers have a college or post-graduate degree.

Consumers

69% of readers say *The Independent* influences their purchasing decisions.

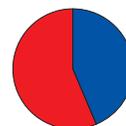
Marital Status

Married/Cohabiting	56.5%
Single	25.2%
Separated/Divorced	14.6%
Widowed	3.6%



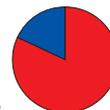
Market Penetration

62% of all residents in Southern Santa Barbara County read *The Independent*.

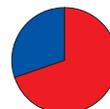


Loyalty

82% of *Independent* readers read 3 or more issues per month.



70% have read 4 of the last 4 issues.



Readers Per Copy (average)

63% said they share *The Independent* with at least 1 other person.



Decision Makers

- **88%** of *Independent* readers are voters
- **80%** are business owners or professionals
- **60%** are homeowners



Verified Audit Circulation, 2013