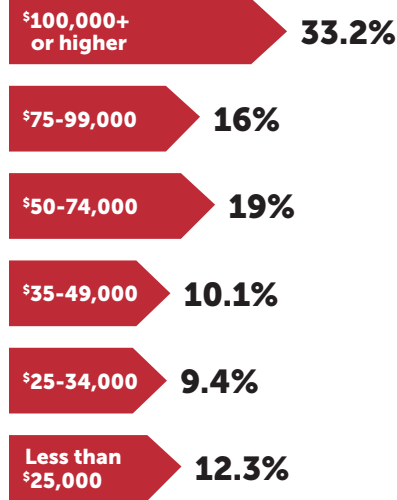
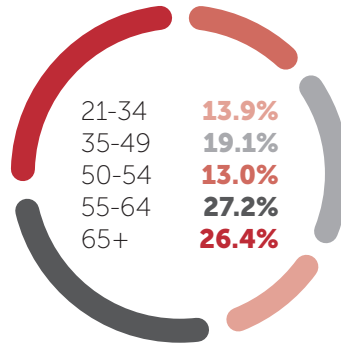


DEMOGRAPHICS

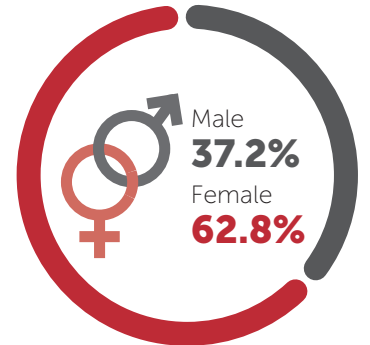
HOUSEHOLD INCOME



AGE



GENDER



LOYALTY

100,000 people read *The Independent* per week
82% of readers read 3 or more issues per month
70% have read all 4 of the last 4 issues

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