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%

**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.

**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

**Marital Status**

- Married/Cohabitating: 56.5%
- Single: 25.2%
- Separated/Divorced: 14.6%
- Widowed: 3.6%

**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.

Verified Audit Circulation, 2013