

demographics

U.C.S.B. Social Science
Survey Center, 2004

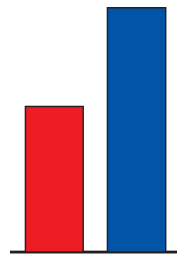
Household-Income

Over \$100,000	22%
\$75-99,000	13.3%
\$50-75,000	24%
\$25-50,000	26.3%
Under \$25,000	14.6%



South Coast Median
Household Income
\$37,250

Independent Median
Household Income
\$62,500



Gender

Male	32%
Female	68%



Age

18-24	12%
25-34	19%
35-44	21%
45-54	24%
55-64	11%
65+	13%

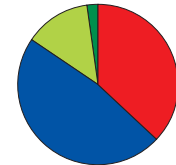


Education

More than 73% of *Independent* readers have a college or post-graduate degree.

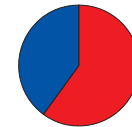
Marital Status

Single	37.1%
Married/Cohabiting	47.5%
Separated/Divorced	13.2%
Widowed	2.2%



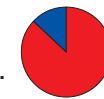
Market Penetration

60% of all residents in
Southern Santa Barbara County
read *The Independent*

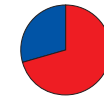


Loyalty

87.1% of *Independent* readers
read 3 or more issues per month.

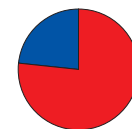


70.8% have read 4 of the
last 4 issues.

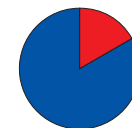


Total Readers Per Copy 3.44

76.9% said they share
The Independent
with at least 1 other person.



16.8% said more than
4 people read their copy of
The Independent.



Decision Makers

1 out of every 3 *Independent*
readers is a Business Manager
or a Professional.