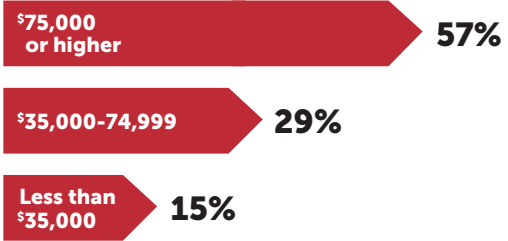


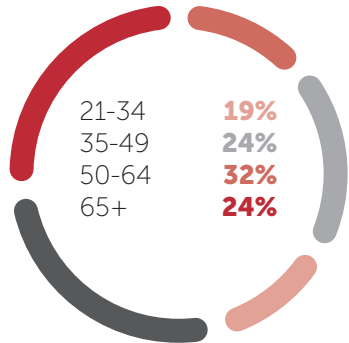
AUDIENCE

THE S.B. INDEPENDENT READER

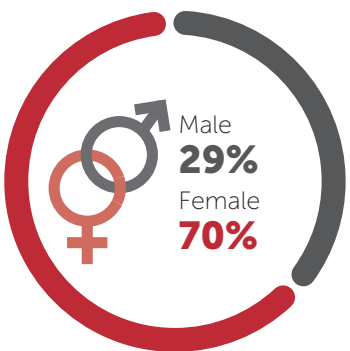
HOUSEHOLD INCOME



AGE



GENDER



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

