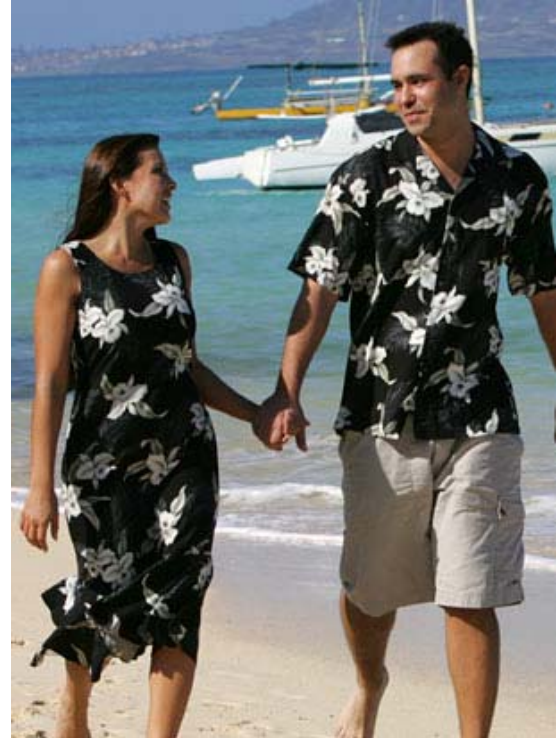


Audience Profile

2012

Circulation Region: Hawaii

Circulation: 74,000 ♦ Audience: 155,400



Total Adults

Men	40.2%
Women	59.8%

Median Age = 60 years

Marital Status

Married	57.1%
Separated/Divorced	14.6%
Single (never married)	12.2%
Widowed	9.5%

Employment Status

Full time	47.6%
Part time	7.3%
Retired	36.9%

Occupation

Professional	20.8%
Management, Business & Financial Operations	15.9%
Sales & Office	10.2%
Construction & Maintenance	1.8%

Education

Any College	84.2%
Graduated College+	57.7%

Household Income

\$50,000+	61.2%
\$150,000+	14.5%
\$200,000+	6.9%
\$500,000+	1.0%
Median HHI = \$84,500	

Home

Own	79.9%
Rent	20.1%
Home Value: \$200,000 - \$499,000	28.2%
Home Value: \$500,000 +	68.4%
Median Home Value = \$638,900	

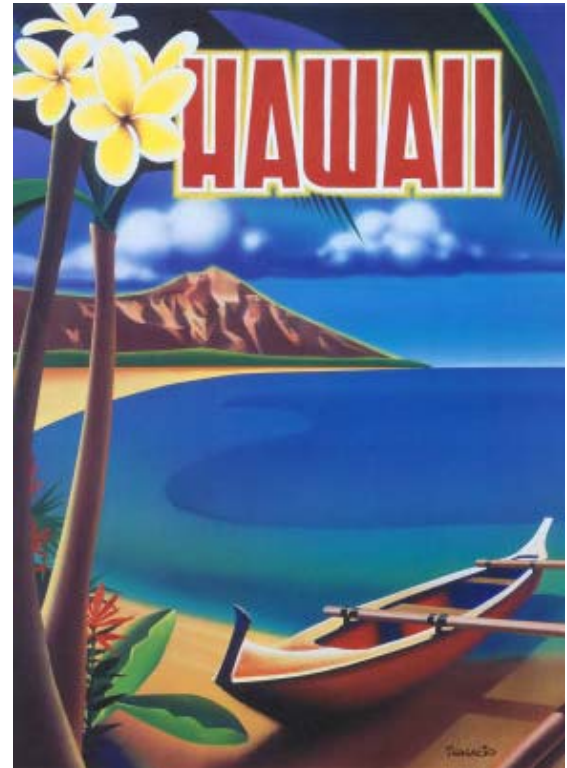
Source: 2009 AAA Hawaii Reader Profile Study, GfK MRI Market Solutions



Westways reaches 2 million Southern Californians who plan to visit Hawaii in the next 12 months!

- *Westways* reaches 3 of every 4 Southern Californians who plan to visit Hawaii in the next 12 months.
- 81 percent of all Southern Californians who took a trip to Hawaii in the last 3 years read *Westways*.
- AAA members in Southern California are 87 percent more likely to take a trip to Hawaii than non-members in the region.
- Southern California AAA members spend more on their foreign vacations. In fact, they are 136 percent more likely to spend \$6,000 on their trips than non-members in the region.

Source: 2011 Doublebase, GfK MRI



Top overseas or foreign destinations *Westways* readers visited in the last 3 years

18.7% Hawaii

18.6% Mexico

14.7% Western Europe

9.6% Canada

7.0% Asia

6.5% Caribbean

Source: 2011 *Westways* Reader Profile Study, GfK MRI

Westways readers take more trips to Hawaii than any other overseas or foreign destination

