

# Audience Profile

# 2012

Circulation Region: Southern California  
 Circulation: 3,950,000 ♦ Audience: 9,085,000

## Westways

- Each issue of Westways is delivered to 1 in every 2 Southern California households.
- On average, Westways reader households earn \$41,100 more than non-reader households in Southern California.
- Westways readers are 71% more likely to have a post-graduate degree than the average Southern Californian.



Southern California		Audience	Composition	Coverage	Index
Men		4,312,000	47%	49%	94
Women		4,773,000	53%	56%	106
Married		5,544,000	61%	62%	119
<b>Household Income</b>					
\$60,000+		6,834,000	75%	72%	137
\$75,000+		5,855,000	64%	75%	144
\$100,000+		4,219,000	46%	77%	148
\$150,000+		2,202,000	24%	85%	163
\$200,000+		1,027,000	11%	89%	170
Average HHI	\$109,200				
Median HHI	\$95,100				
<b>Age</b>					
18-34		2,244,000	11%	30%	57
35-54		3,629,000	47%	50%	95
55-64		1,483,000	16%	67%	128
65+		1,730,000	19%	76%	146
Median Age	48.3 years				
<b>Education</b>					
Attended college		3,065,000	34%	59%	113
Bachelor's degree+		3,522,000	39%	76%	145
<b>Home</b>					
Own home		6,808,000	75%	68%	130
Median home value	\$443,046				
Mean home value	\$464,435				

Source: 2011 Doublebase, prototype; GfK MRI



# Readership

# 2012

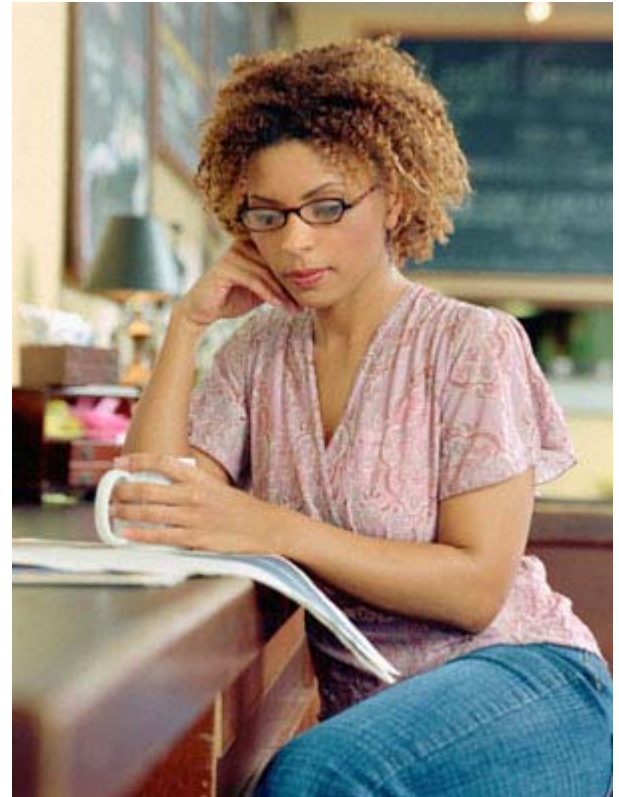
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- ♦ Another glowing testimony to the editorial excellence of *Westways*<sup>™</sup> and its unprecedented readership by AAA members who rarely miss an issue
- ♦ Readers take 26.6 minutes, on average, out of their busy schedules to spend reading an issue
- ♦ *Westways* provides 41.2% of readers with information when planning a domestic or foreign trip

## Actions taken as a result of reading *Westways* in the past year:

Took Any Action	77.3%
Became aware of AAA discount(s) and Used/received AAA discount(s)	44.6%
Visited/Contacted AAA office	29.7%
Visited AAA.Com	18.3%
Used AAA Tourbook	15.9%
Traveled to a Destination Advertised or Written About	13.6%
Visited an Advertiser's web site or Contacted an Advertiser Directly for Information	12.3%
Planned or Modified Existing Plans for a Trip	10.9%
Made Reservations or Bought Tickets	10.7%
Called a Toll-Free Number	8.8%
Visited/Contacted AAA Travel Agent	8.4%
Obtained Information on a Product or Service Advertised	7.3%
Sent for Information Using AAA Magazine Reader Service Card	3.2%



## Westways Readership

- ♦ For household incomes over \$100,000, readers spend an average of 24.9 minutes reading an issue
- ♦ 90% of all members are reading at least 1 issue of *Westways*
- ♦ Per household (members and nonmembers), an average of 2.2 people read an issue of *Westways*
- ♦ 83.7% of members prefer *Westways* in hardcopy form

Source: 2011 Westways Reader Profile Study, GfK MRI Market Solutions



# Regional Travel

# 2012

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- ♦ Californians themselves are the mainstay of Southern California's travel and tourism industry, comprising more than 80% of domestic travel.



## Areas visited in the last 12 months

Los Angeles	47.6%
San Diego	40.8%
Las Vegas, NV	38.6%
Orange County	35.4%
Anaheim	33.7%
Long Beach	31.2%
Palm Springs Area	29.7%
Newport Beach	25.8%
Santa Barbara County	24.2%
San Francisco Bay Area	22.6%
Temecula	18.9%
San Bernardino/Riverside	17.8%
Ventura County	15.7%
Carlsbad	15.3%
San Luis Obispo County	14.3%
Central California Coast	12.9%
Lake Arrowhead/Big Bear	12.9%
Phoenix/Scottsdale, AZ	11.9%
None of these	10.8%
Laughlin, NV	9.8%
Sacramento/Central Valley	9.8%

Mammoth Mountain/Lakes Area	9.2%
Paso Robles	8.6%
Catalina Island	6.9%
Lake Tahoe	6.7%
Napa Valley	6.7%
Monterey/Carmel	6.5%
New York City, NY	6.4%
Yosemite	6.2%
Colorado River	5.9%
Chicago, IL	5.8%
San Jose/Santa Clara	5.8%
Sedona, AZ	4.9%
Tucson, AZ	4.9%
Reno, NV	4.3%
Death Valley	3.1%
Sequoia Kings Canyon	3.1%
Santa Cruz	2.8%
Gold Country	1.9%
Santa Fe, NM	1.7%
Sonoma	1.6%

Source: 2011 Westways Reader Profile Study, GfK MRI

*9 of the top 10 most popular reader vacation spots are within the state of California*

