

# Audience Profile

# 2015

Circulation Region: Southern California

Circulation: 4,200,000 ♦ Readers: 10,080,000

## Westways

- On average, Westways reader households earn \$33,500 more than non-reader households in Southern California
- Westways readers are 60% more likely to have a post-graduate degree than non-readers in Southern California



Westways readers		Audience	Composition	Coverage	Index
Men		4,724,000	48%	55%	97
Women		5,116,000	52%	58%	103
Married		5,641,000	57%	65%	115
Household Income					
\$60,000+		6,944,000	71%	75%	132
\$75,000+		5,812,000	59%	77%	135
\$100,000+		4,129,000	42%	79%	139
\$150,000+		1,854,000	19%	83%	147
\$200,000+		910,000	9%	86%	150
Average HHI	\$101,100				
Median HHI	\$88,200				
Age					
18-34		2,590,000	26%	42%	73
35-54		3,942,000	40%	60%	106
55-64		1,581,000	16%	71%	125
65+		1,727,000	18%	75%	132
Median Age	47.8 years				
Education					
Attended college		7,007,000	71%	71%	125
Bachelor's degree+		3,672,000	37%	77%	136
Home					
Own home		6,481,000	66%	71%	125
Mean home value	\$428,331				
Median home value	\$392,020				

Source: 2013 Doublebase, prototype; GfK MRI

