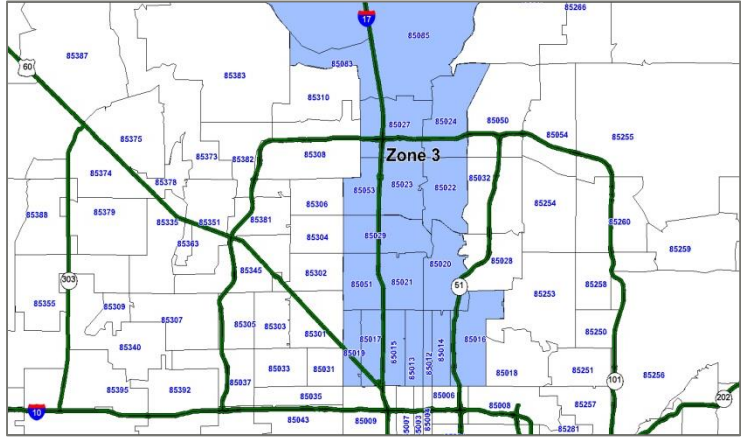


ZONE 3: N. PHOENIX PROFILE

Included Zip Codes						
85012	85013	85014	85015	85016	85017	85019
85020	85021	85022	85023	85024	85027	85029
85051	85053	85083	85085	85086	85087	85324

Circulation	
W.F.S	21,679

Digital
phoenix.azcentral.com averages 462,000+ monthly page views



Serving the following communities:
Phoenix

Key Demographics	
Population:	654,590
5-year projected growth:	6%
Households:	258,464
5-year projected growth:	7%

Population by Age	
Age	%
<18	24%
18-24	9%
25-34	15%
35-44	14%
45-54	14%
55-64	12%
65+	13%
Median Age	36.6

TOP 3 PRIZM LIFESTAGE GROUPS

#1 – Sustaining Families – 23%

Sustaining Families is the least affluent of the Family groups, an assortment of segments that range from working-class to decidedly downscale. Ethnically mixed, with a high percentage of African American, Asian, and Hispanic families, these segments also display geographic diversity- from inner cities to some of the most isolated communities in the nation. Most adults hold blue-collar and service jobs, earning wages that relegate their families to small, older apartments and mobile homes. And the lifestyles are similarly modest: households here are into playing games and sports, shopping at discount chains and convenience stores, and turning into nearly everything that airs on TV and radio.

#2 – Midlife Success – 17%
#3 – Striving Singles – 16%

Household Income	%
<\$25,000	23%
\$25,000 - \$49,999	25%
\$50,000 - \$74,999	18%
\$75,000 - \$99,999	11%
\$100,000 - \$149,999	13%
\$150,000+	10%
2017 Med HHI	\$52,541

Looking to reach Peoria residents? Ask us about:
 Peoria Republic – peoria.azcentral.com – Targeted Display – Search Engine Optimization – Direct Mail – Buyer’s Edge



Source: Claritas 2017, Arizona Republic 12 month average (2017), Omniture January-December 2017, average

ZONE 3: PHOENIX PROFILE

