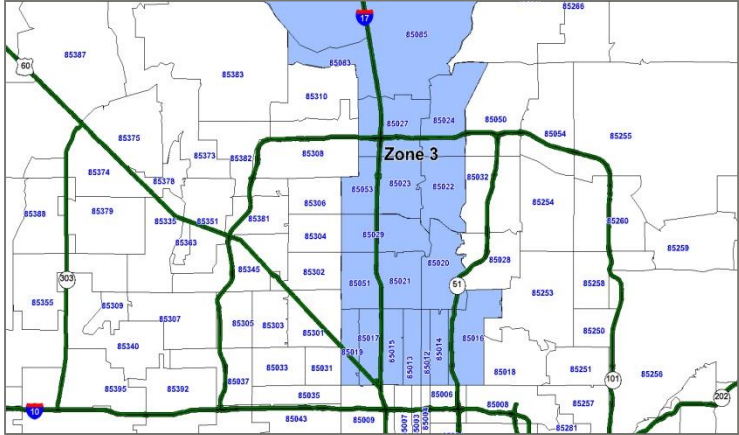


# ZONE 3: C. PHOENIX PROFILE

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	24,860



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Phoenix

**Digital**  
phoenix.azcentral.com averages 3.5+ million monthly page views

Key Demographics	
<b>Population:</b>	624,644
5-year projected growth:	5%
<b>Households:</b>	246,962
5-year projected growth:	7%

Population by Age	
Age	%
<18	25%
18-24	9%
25-34	15%
35-44	14%
45-54	14%
55-64	12%
65+	11%
<b>Median Age</b>	<b>35.7</b>

## TOP 3 PRIZM LIFESTAGE GROUPS

### #1 – Mainstream Families – 16%

**Mainstream Families** refers to a collection of eight segments of middle-class and working-class child-filled households. While the age range of adults is broad--from 25 to 54--these are households with at least one child under 18 still at home. And residents in this exurban group share similar consumption patterns, living in modestly priced homes--including mobile homes--and ranking high for owning three or more cars. As consumers, Mainstream Families maintain lifestyles befitting large families in the nation's small towns: lots of sports, electronic toys, groceries in bulk, and televised media.

- #2 – Sustaining Families – 15%
- #3 – Young Achievers – 13%

Household Income	%
<\$25,000	28%
\$25,000 - \$49,999	27%
\$50,000 - \$74,999	17%
\$75,000 - \$99,999	10%
\$100,000 - \$149,999	10%
\$150,000+	7%
<b>2015 Med HHI</b>	<b>\$44,743</b>

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Source: Nielsen 2015, Arizona Republic 12 month average (2015), Omniture January-December 2015, average

# ZONE 3: PHOENIX PROFILE

