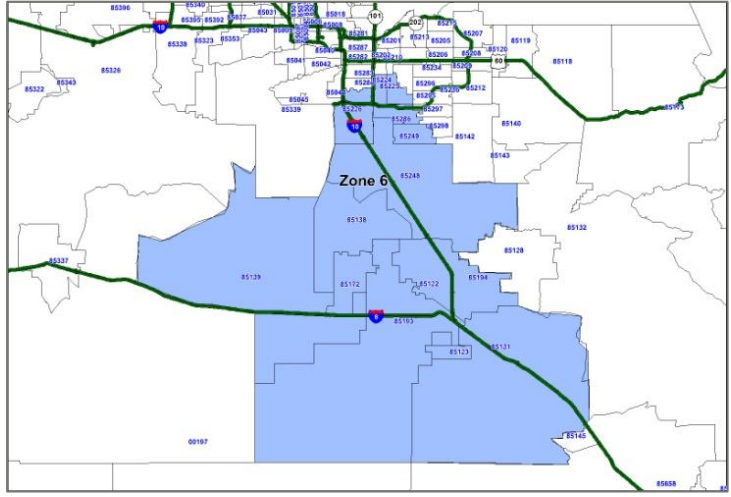


ZONE 6: CHANDLER PROFILE

Included Zip Codes					
85122	85123	85131	85138	85139	85172
85193	85194	85248	85249	85286	85224
85225	85226				

Circulation	
W.F.S	14,382



Serving the following communities:

Chandler Casa Grande Ocotillo
Sun Lakes Maricopa

Digital
chandler.azcentral.com
averages 27,800+ monthly page views

Key Demographics

Population: 465,390
5-year projected growth: 8%

Households: 166,928
5-year projected growth: 8%

Population by Age	
Age	%
<18	24%
18-24	9%
25-34	13%
35-44	14%
45-54	13%
55-64	12%
65+	16%
Median Age	38.1

TOP 3 PRIZM LIFESTAGE GROUPS

#1 – Midlife Success– 19%

The eight segments in **Midlife Success** typically are filled with childless singles and couples in their thirties and forties. The wealthiest of the Younger Years class this group is home to many white, college-educated residents who make six-figure incomes at executive and professional jobs but also extends to more middle class segments. Most of these segments are found in suburban and exurban communities, and consumers here are big fans of the latest technology, financial products, aerobic exercise, and travel.

#2 – Accumulated Wealth– 16%
#3 – Conservative Classics– 12%

Household Income	%
<\$25,000	15%
\$25,000 - \$49,999	20%
\$50,000 - \$74,999	19%
\$75,000 - \$99,999	14%
\$100,000 - \$149,999	18%
\$150,000+	14%
2017 Med HHI	\$69,420

Looking to reach Chandler residents? Ask us about:
Chandler Republic – chandler.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 6: CHANDLER PROFILE

