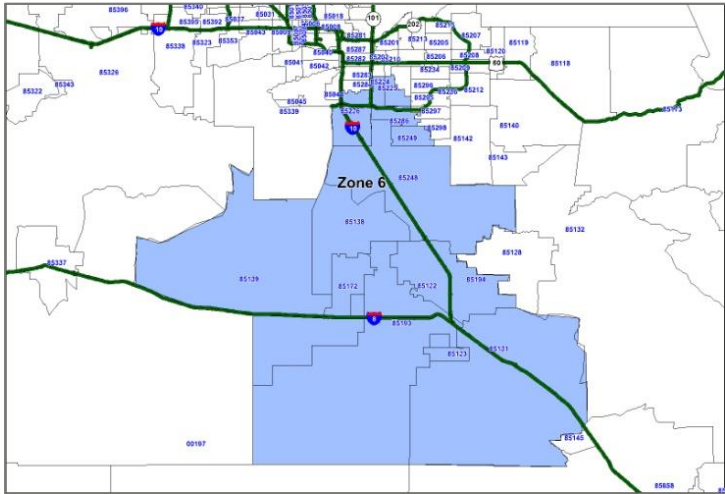


# ZONE 6: CHANDLER PROFILE

Circulation	
W.F.S	19,889

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



Serving the following communities:		
Chandler	Casa Grande	Ocotillo
Sun Lakes	Maricopa	

Digital
chandler.azcentral.com averages 225,000+ monthly page views

Key Demographics	
<b>Population:</b>	434,872
5-year projected growth:	8%
<b>Households:</b>	156,080
5-year projected growth:	7%

Population by Age	
Age	%
<18	26%
18-24	9%
25-34	13%
35-44	14%
45-54	13%
55-64	11%
65+	14%
<b>Median Age</b>	<b>36.8</b>

TOP 3 PRIZM LIFESTAGE GROUPS
<p><b>#1 – Young Accumulators– 18%</b></p> <p>Young Accumulators are slightly younger and less affluent than their upscale peers. These households include an above-average number of Hispanic and Asian-Americans. Adults typically have college educations and work a mix of white-collar managerial and professional jobs. Young Accumulators have fashioned comfortable, upscale lifestyles in their mid-sized homes. They favor outdoor sports, kid-friendly technology and adult toys like campers, powerboats, and motorcycles. Their media tastes lean towards cable networks targeted to children and teenagers.</p>
<p><b>#2 – Young Achievers – 14%</b></p>
<p><b>#3 – Mainstream Families – 13%</b></p>

Household Income	%
<\$25,000	20%
\$25,000 - \$49,999	25%
\$50,000 - \$74,999	20%
\$75,000 - \$99,999	13%
\$100,000 - \$149,999	15%
\$150,000+	9%
<b>2015 Med HHI</b>	<b>\$59,440</b>

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

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

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