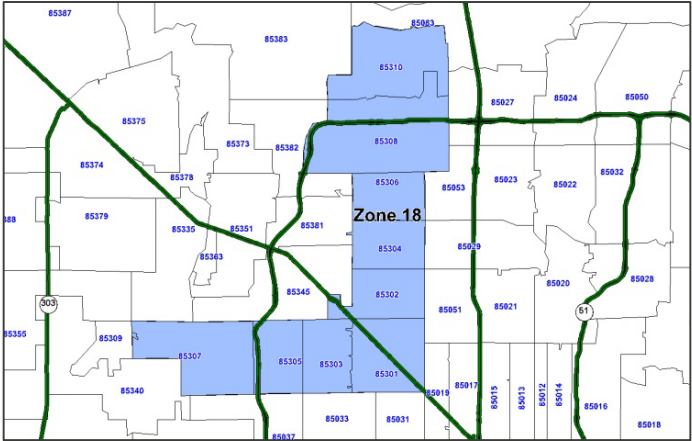


ZONE 18: GLENDALE PROFILE

Included Zip Codes				
85301	85302	85303	85304	85305
85306	85307	85308	85310	

Circulation	
W.F.S	9,212



Serving the following communities:
Glendale

Digital
glendale.azcentral.com
averages 48,600+
monthly page views

Key Demographics	
Population:	304,232
5-year projected growth:	6%
Households:	108,442
5-year projected growth:	6%

Population by Age	
Age	%
<18	24%
18-24	10%
25-34	15%
35-44	13%
45-54	13%
55-64	12%
65+	12%
Median Age	35.3

TOP 3 PRIZM LIFESTAGE GROUPS

#1 – Sustaining Families– 29%

Sustaining families is the least affluent of the Family Life 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 tuning into nearly everything that airs on TV and radio.

#2 – Striving Singles– 12%

#3 – Cautious Couples– 11%

Household Income	%
<\$25,000	22%
\$25,000 - \$49,999	25%
\$50,000 - \$74,999	18%
\$75,000 - \$99,999	12%
\$100,000 - \$149,999	14%
\$150,000+	8%
2017 Med HHI	\$53,761

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Glendale Republic – glendale.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 18: GLENDALE PROFILE

