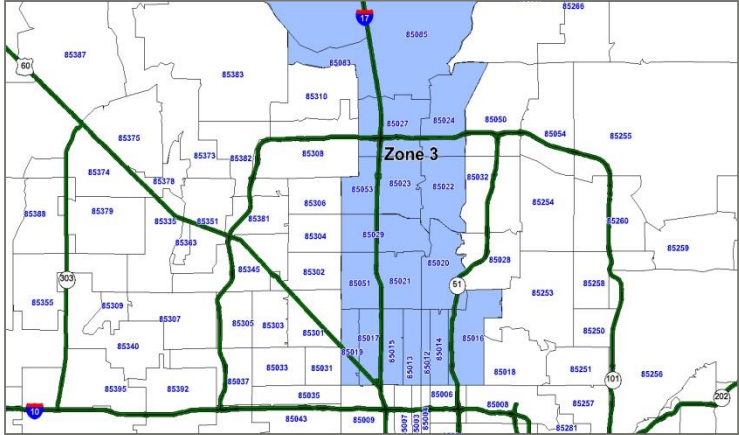


ZONE 3: N. PHOENIX PROFILE

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	24,860



Serving the following communities:
Phoenix

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

Key Demographics	
Population:	624,644
5-year projected growth:	5%
Households:	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%
Median Age	35.7

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%
2015 Med HHI	\$44,743

Looking to reach Peoria residents? Ask us about:
Peoria Republic – peoria.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

ZONE 3: PHOENIX PROFILE

