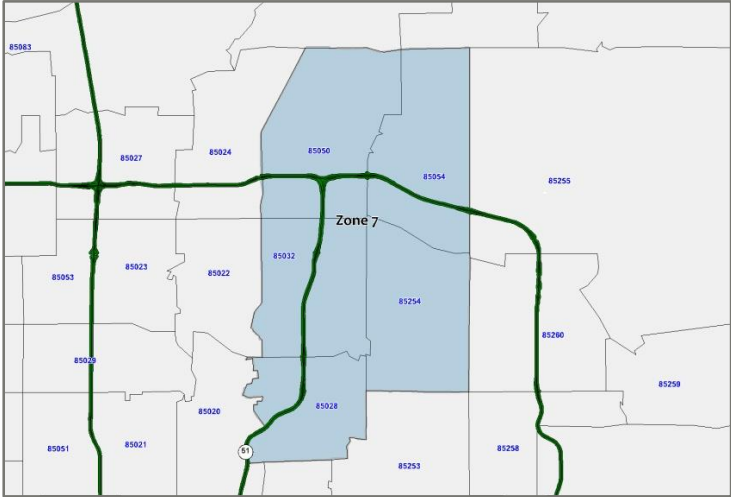


# ZONE 7: NE PHOENIX PROFILE

Included Zip Codes				
85028	85032	85050	85054	85254

Circulation	
WFS	10,438



Serving the following communities:	
Phoenix	Scottsdale

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

Key Demographics	
<b>Population:</b>	165,805
5-year projected growth:	4%
<b>Households:</b>	69,123
5-year projected growth:	6%

Population by Age	
Age	%
<18	22%
18-24	8%
25-34	13%
35-44	13%
45-54	15%
55-64	14%
65+	15%
<b>Median Age</b>	<b>40.2</b>

### TOP 3 PRIZM LIFESTAGE GROUPS

**#1 – Conservative Classics – 16%**

College educated, over 55 years old and upper-middle-class, the six segments in **Conservative Classics** offer a portrait of quiet comfort. These childless singles and couples live in older suburban homes with two cars in the driveway and a wooden deck out back. For leisure at home, they enjoy gardening, reading books, watching public television, and entertaining neighbors over barbecues. When they go out, it's often to a local museum, the theater, or a casual-dining restaurant like the Olive Garden or Lone Star Steakhouse.

**#2 – Midlife Success – 14%**

**#3 – Young Achievers – 14%**

Household Income	%
<\$25,000	18%
\$25,000 - \$49,999	23%
\$50,000 - \$74,999	17%
\$75,000 - \$99,999	13%
\$100,000 - \$149,999	16%
\$150,000+	12%
<b>2015 Med HHI</b>	<b>\$62,550</b>

Looking to reach NE Phoenix residents? Ask us about:  
 Phoenix Republic – phoenix.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 7: NE PHOENIX PROFILE

