ZONE 7: NE PHOENIX PROFILE

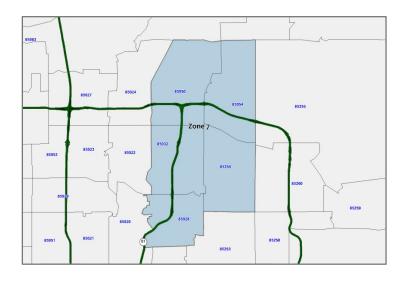
Included Zip Codes					
85028	85032	85050	85054	85254	

Circulation

WFS 9,148

Digital

phoenix.azcentral.com averages 462,000+ monthly page views



Serving the following communities:

Phoenix Scottsdale

Key Demographics

Population: 174,074
5-year projected growth: 5%
Households: 72,543
5-year projected growth: 7%

Population by Age

Age	%
<18	20%
18-24	8%
25-34	14%
35-44	13%
45-54	15%
55-64	14%
65+	16%

41.1

Median Age

TOP 3 PRIZM LIFESTAGE GROUPS

#1 - Midlife Success- 23%

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 middles 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 - Affluent Empty Nesters- 21%

#3 – Accumulated Wealth– 15%

Household Income	%
<\$25,000	14%
\$25,000 - \$49,999	19%
\$50,000 - \$74,999	18%
\$75,000 - \$99,999	12%
\$100,000 - \$149,999	18%
\$150,000+	19%
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2017 Med HHI \$73,442

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