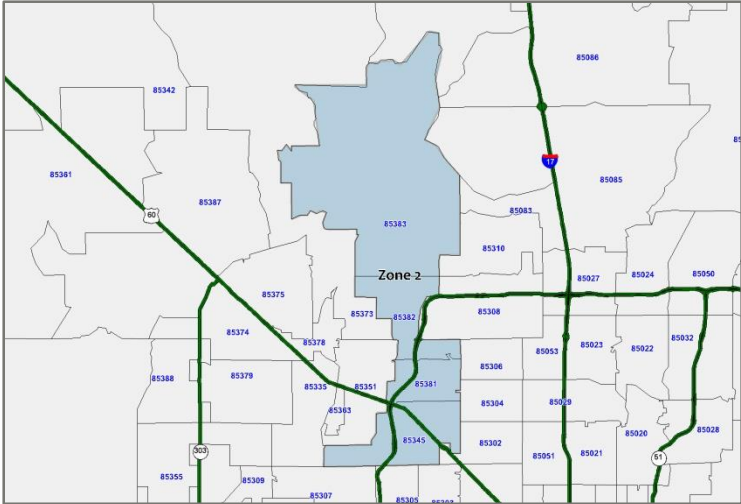


ZONE 2: PEORIA PROFILE

Included Zip Codes				
85345	85373	85381	85382	85383

Circulation	
W.F.S	9,513



Serving the following communities:
Peoria

Digital
peoria.azcentral.com averages 548,000+ monthly page views

Key Demographics	
Population:	173,503
5-year projected growth:	8%
Households:	63,660
5-year projected growth:	8%

Population by Age	
Age	%
<18	25%
18-24	9%
25-34	12%
35-44	13%
45-54	14%
55-64	12%
65+	15%
Median Age	39.9

TOP 3 PRIZM LIFESTAGE GROUPS

#1 – Midlife Success – 18%

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 middle 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 – Mainstream Families – 15%

#3 – Conservative Classics – 15%

Household Income	%
<\$25,000	18%
\$25,000 - \$49,999	23%
\$50,000 - \$74,999	19%
\$75,000 - \$99,999	14%
\$100,000 - \$149,999	16%
\$150,000+	9%
2015 Med HHI	\$60,890

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



ZONE 2: PEORIA PROFILE

