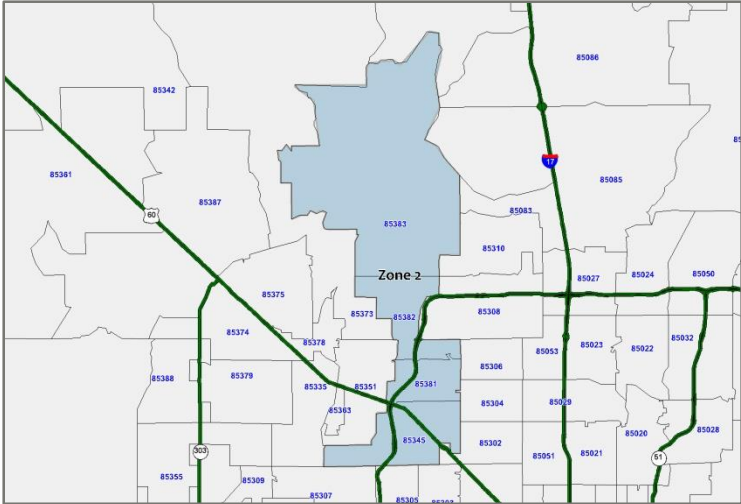


ZONE 2: PEORIA PROFILE

Included Zip Codes				
85345	85373	85381	85382	85383

Circulation	
W.F.S	7,663



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Peoria

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

Key Demographics	
Population:	207,652
5-year projected growth:	8%
Households:	79,004
5-year projected growth:	8%

Population by Age	
Age	%
<18	22%
18-24	9%
25-34	12%
35-44	12%
45-54	13%
55-64	12%
65+	20%
Median Age	41.1

TOP 3 PRIZM LIFESTAGE GROUPS

#1 – Cautious Couples– 22%

Another large group of Mature Years segments is **Cautious Couples**, featuring an over-55-year-old mix of singles, couples, and widows. Widely scattered throughout the nation, the residents in these segments typically are working-class and white, with some college education and a high rate of homeownership. Given their blue-collar roots, Cautious Couples today pursue sedate lifestyles. They have high rates for reading, travel, eating out at family restaurants, and pursuing home-based hobbies like coin collecting and gardening.

#2 – Accumulated Wealth– 21%

#3 – Conservative Classics – 13%

Household Income	%
<\$25,000	14%
\$25,000 - \$49,999	22%
\$50,000 - \$74,999	18%
\$75,000 - \$99,999	15%
\$100,000 - \$149,999	18%
\$150,000+	13%
2017 Med HHI	\$69,370

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Peoria Republic – peoria.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 2: PEORIA PROFILE

