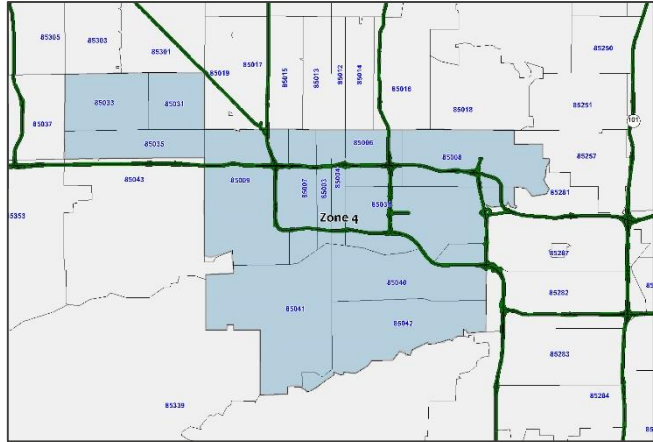


ZONE 4: SOUTH PHOENIX PROFILE

| Included Zip Codes | | | | |
|--------------------|-------|-------|-------|-------|
| 85003 | 85004 | 85006 | 85007 | 85008 |
| 85009 | 85031 | 85033 | 85034 | 85035 |
| 85040 | 85041 | 85042 | | |



Serving the following communities:
Phoenix

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

Key Demographics
Population: 465,567
 5-year projected growth: 6%
Households: 138,136
 5-year projected growth: 7%

| Population by Age | |
|-------------------|-----------|
| Age | % |
| <18 | 31% |
| 18-24 | 11% |
| 25-34 | 16% |
| 35-44 | 14% |
| 45-54 | 12% |
| 55-64 | 9% |
| 65+ | 8% |
| Median Age | 30 |

TOP 3 PRIZM LIFESTAGE GROUPS

#1 – Sustaining Families – 54%

Sustaining Families is the least affluent of the Family Life groups, an assortment of segments that range from working-class to decidedly downscale. Ethnically mixed, with a high percentage of African American, Asian, and Hispanic families, these segments also display geographic diversity—from inner cities to some of the most isolated communities in the nation. Most adults hold blue-collar and service jobs, earning wages that relegate their families to small, older apartments and mobile homes. And the lifestyles are similarly modest: households here are into playing games and sports, shopping at discount chains and convenience stores, and tuning into nearly everything that airs on TV and radio.

#2 – Striving Singles– 14%
#3 – Young Achievers – 7%

| Household Income | % |
|-----------------------|-----------------|
| <\$25,000 | 35% |
| \$25,000 - \$49,999 | 29% |
| \$50,000 - \$74,999 | 18% |
| \$75,000 - \$99,999 | 8% |
| \$100,000 - \$149,999 | 7% |
| \$150,000+ | 4% |
| 2017 Med HHI | \$37,146 |

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Source: Claritas 2017, Arizona Republic 12 month average (2017), Omniture January-December 2017, average

ZONE 4: SOUTH PHOENIX PROFILE

