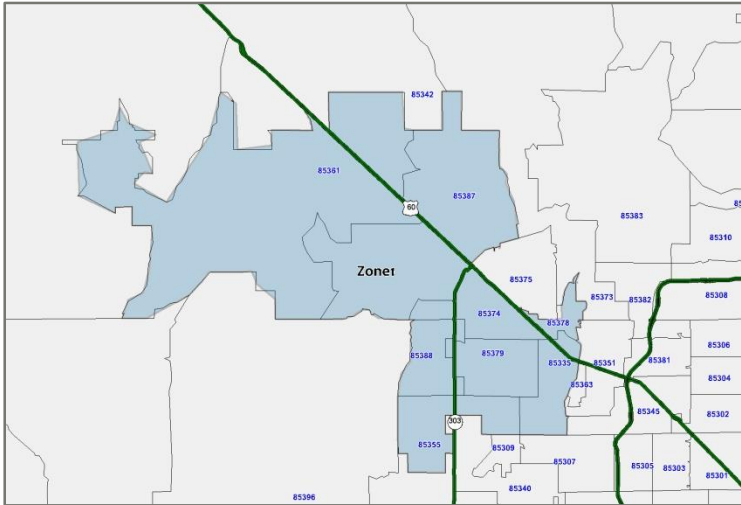


ZONE 1: SURPRISE PROFILE

Circulation	
W.F.S.	9,293

Digital	
surprise.azcentral.com	average 165,000+ monthly page views



Included Zip Codes				
85335	85355	85361	85374	85378
85379	85387	85388	85396	

Serving the following communities:		
Surprise	El Mirage	Waddell
Wittman		

Key Demographics	
Population:	198,088
5-year projected growth:	13%
Households:	66,597
5-year projected growth:	12%

Population by Age	
Age	%
<18	28%
18-24	8%
25-34	12%
35-44	14%
45-54	11%
55-64	10%
65+	17%
Median Age	36.4

TOP 3 PRIZM LIFESTAGE GROUPS	
#1 – Mainstream Families – 19%	<p>Mainstream Families refers to a collection of eight segments of middle-class and working-class child-filled households. While the age range of adults is broad--from 25 to 54--these are households with at least one child under 18 still at home. And residents in this exurban group share similar consumption patterns, living in modestly priced homes--including mobile homes--and ranking high for owning three or more cars. As consumers, Mainstream Families maintain lifestyles befitting large families in the nation's small towns: lots of sports, electronic toys, groceries in bulk, and televised media.</p>
#2 – Conservative Classics – 18%	
#3 – Cautious Couples – 18%	

Household Income	%
<\$25,000	18%
\$25,000 - \$49,999	28%
\$50,000 - \$74,999	23%
\$75,000 - \$99,999	15%
\$100,000 - \$149,999	12%
\$150,000+	4%
2015 Med HHI	\$54,546

Looking to reach Surprise residents? Ask us about:
 Surprise Republic – surprise.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 1: SURPRISE PROFILE

