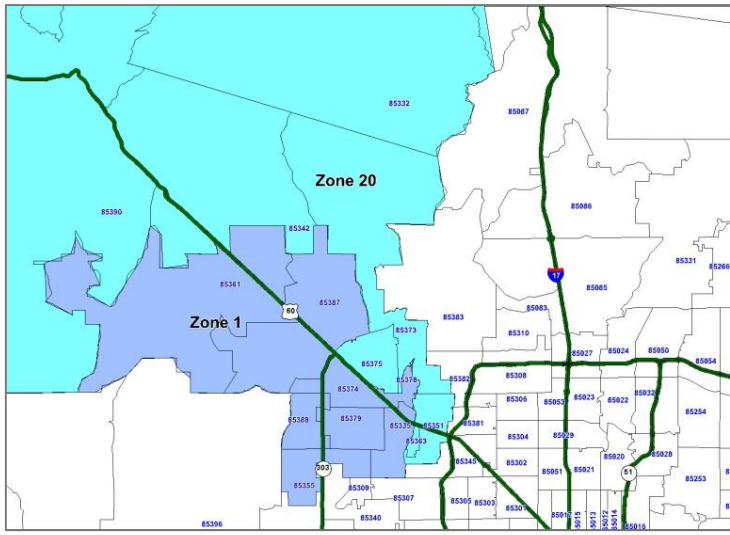


ZONE 1/20: NW VALLEY PROFILE

Included Zip Codes								
85332	85335	85342	85351	85342	85355	85361	85362	85363
85374	85375	85378	85363	85379	85387	85388	85390	85391

Circulation	
Wed.Fri.Sat	18,386

Digital
surprise.azcentral.com averages 10,000+ monthly page views



Serving the following communities:		
Sun City	Sun City West	Surprise
Youngtown	Morristown	El Mirage
Yarnell	Wickenburg	Waddell
Wittman		

Key Demographics	
Population:	291,214
5-year projected growth:	9%
Households:	116,808
5-year projected growth:	8%

Population by Age	
Age	%
<18	21%
18-24	7%
25-34	10%
35-44	11%
45-54	9%
55-64	10%
65+	33%
Median Age	47.3

TOP 3 PRIZM LIFESTAGE GROUPS
#1 – Cautious Couples – 37%
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 seven 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 – Conservative Classics – 21%
#3 – Young Accumulators– 13%

Household Income	%
<\$25,000	18%
\$25,000 - \$49,999	27%
\$50,000 - \$74,999	21%
\$75,000 - \$99,999	14%
\$100,000 - \$149,999	14%
\$150,000+	6%
2017 Med HHI	\$56,279

Looking to reach Northwest Valley residents? Ask us about:
 Northwest Valley Republic – surprise.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 1/20: NW VALLEY PROFILE

