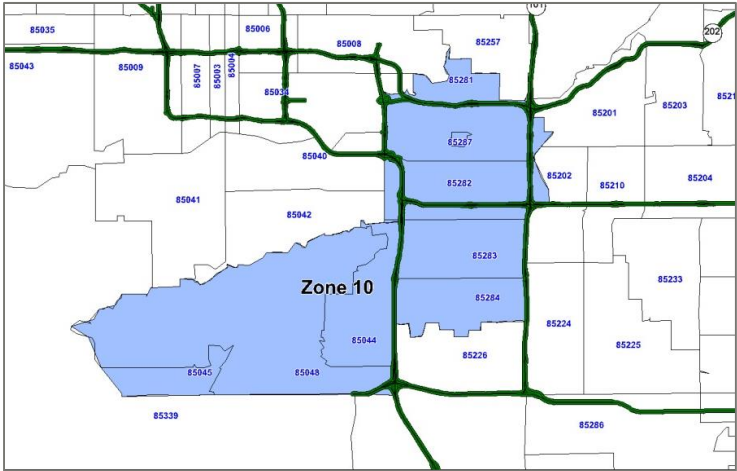


ZONE 10: TEMPE/AHWATUKEE PROFILE

Included Zip Codes			
85044	85045	85048	85281
85282	85283	85284	

Circulation	
W.F.S	12,908



Serving the following communities:
Ahwatukee Tempe

Digital
tempe.azcentral.com
averages 644,000+ monthly page views and
ahwaktukee.azcentral.com
averages 27,100

Key Demographics
Population: 252,214
5-year projected growth: 3%
Households: 104,093
5-year projected growth: 5%

Population by Age	
Age	%
<18	20%
18-24	17%
25-34	18%
35-44	12%
45-54	13%
55-64	11%
65+	10%
Median Age	32.8

TOP 3 PRIZM LIFESTAGE GROUPS

#1 – Sustaining Families– 21%

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, 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 – Young Achievers – 20%
#3 – Midlife Success – 12%

Household Income	%
<\$25,000	24%
\$25,000 - \$49,999	24%
\$50,000 - \$74,999	18%
\$75,000 - \$99,999	12%
\$100,000 - \$149,999	13%
\$150,000+	9%
2015 Med HHI	\$52,701

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



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