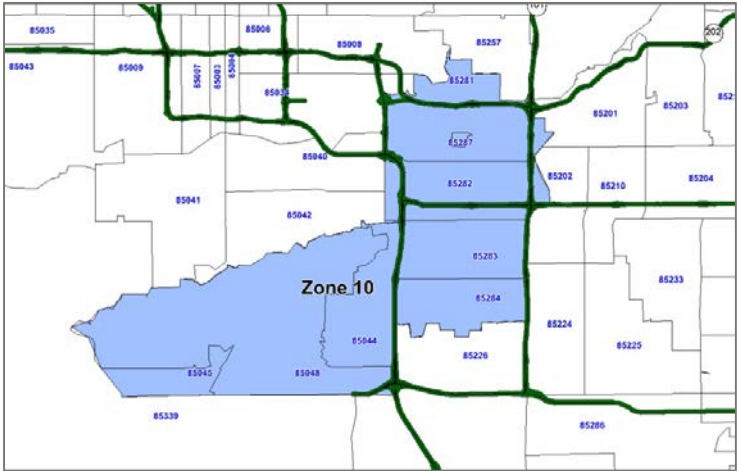


ZONE 10: TEMPE/AHWATUKEE PROFILE

Included Zip Codes			
85044	85045	85048	85281
85282	85283	85284	

Circulation	
W.F.S	10,340



Serving the following communities:	
Ahwatukee	Tempe

Digital	
tempe.azcentral.com	averages 44,500+ monthly page views

Key Demographics	
Population:	265,990
5-year projected growth:	5%
Households:	109,369
5-year projected growth:	6%

Population by Age	
Age	%
<18	19%
18-24	16%
25-34	17%
35-44	13%
45-54	12%
55-64	12%
65+	11%
Median Age	33.9

TOP 3 PRIZM LIFESTAGE GROUPS

#1 – Midlife Success– 25%

The eight segments in **Midlife Success** typically are filled with childless singles and couples in their thirties and forties. The wealthiest of the Younger Years class, this group is home to many white, college-educated residents who make six-figure incomes at executive and professional jobs but also extends to more middle class segments. Most of these segments are found in suburban and exurban communities, and consumers here are big fans of the latest technology, financial products, aerobic exercise, and travel.

- #2 – Striving Singles– 21%
- #3 – Affluent Empty Nesters – 14%

Household Income	%
<\$25,000	19%
\$25,000 - \$49,999	21%
\$50,000 - \$74,999	18%
\$75,000 - \$99,999	12%
\$100,000 - \$149,999	15%
\$150,000+	15%
2017 Med HHI	\$64,169

Looking to reach Tempe residents? Ask us about:
 Tempe Republic – tempe.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



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