

DEMOGRAPHIC PROFILE

Through basic demographics including age, geography and education level, Republic Media can deliver your ideal job seeker. By identifying what a community looks like and understanding how they consume media, Republic Media helps you effectively reach the most qualified candidates.

With 1.2 million adults reading *The Arizona Republic* every Sunday and more than 600,000 visiting azcentral.com each week, Republic Media is Arizona's No. 1 media company.

	Phoenix CBSA* Adults	Sunday TAR (Avg Issue)	Daily TAR (Avg Issue)	azcentral.com/12news.com (Avg Weekly)	careerbuilder.com (Avg Weekly)	Weekly Footprint* Reach	Frequency
Total Phoenix CBSA* Adults	3,227,600	1,222,100	810,600	631,400	223,200	57.9%	5.0
Men	50.0%	44.5%	49.8%	56.2%	48.5%	58.1%	5.1
Women	50.0%	55.5%	50.2%	43.8%	51.5%	58.0%	5.8
Age							
18-24	12.5%	5.2%	2.7%	9.7%	16.5%	40.1%	2.5
25-44	39.3%	28.1%	24.5%	50.3%	53.2%	55.0%	4.5
45-54	18.1%	20.6%	17.5%	21.3%	18.5%	60.6%	5.2
55-64	14.0%	18.4%	20.6%	12.4%	10.6%	65.1%	5.6
65+	16.2%	27.7%	34.7%	6.3%	1.1%	71.6%	5.9
Level of Education							
Not High School Graduate	10.3%	4.5%	4.3%	2.1%	2.2%	25.9%	4.2
High School Graduate	30.4%	25.7%	25.2%	18.8%	24.0%	45.9%	4.9
Some College (<4 yrs)	34.4%	39.4%	37.0%	38.0%	47.4%	66.6%	4.7
College Graduate (4 yrs)	13.9%	16.7%	17.6%	22.8%	15.3%	70.9%	5.4
Post/Grad Degree (>4 yrs)	11.0%	13.7%	15.9%	18.4%	11.1%	73.6%	5.8
Race							
White	89.8%	92.0%	92.8%	88.4%	73.5%	58.0%	5.0
Black	5.1%	4.0%	3.2%	4.5%	7.9%	47.8%	4.3
Asian/Other	5.0%	4.0%	3.8%	7.1%	18.6%	61.9%	4.5
Hispanic	26.7%	13.6%	13.6%	16.5%	17.4%	35.5%	4.6
Region							
Northwest Valley	1,064,400	429,100	279,500	178,300	70,200	60.4%	4.9
Southwest Valley	655,100	199,400	123,400	136,000	34,000	48.7%	5.4
Northeast Valley	375,200	192,600	141,400	89,800	24,000	71.2%	5.7
Southeast Valley	1,093,500	389,800	259,000	223,700	97,300	58.7%	4.4

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* Weekly Footprint includes TAR Sunday, daily, azcentral.com and 12news.com
 * Source: 2010 Phoenix Core Base Statistical Area Scarborough Release 2 (Aug. 09 – Jul. 10)
 *Note: Regions do not sum to CBSA total. Regions have been built based on newspaper delivery areas.

azcentral.com

careerbuilder.com

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