

Metered Market Close-Up: Phoenix (Prescott), AZ (DMA Rank #12)

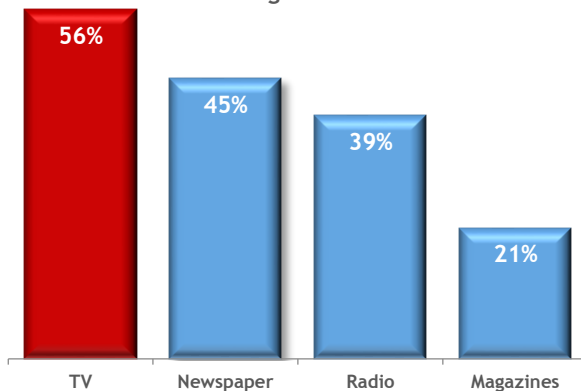
Originally a resort city, Phoenix has grown phenomenally in the past 40 years into a full-scale urban center. Phoenix is currently home to four Fortune 500 companies such as electronics corporation Avnet, mining company Freeport-McMoRan, retailer PetSmart, and waste hauler Republic Services. Honeywell's Aerospace division is headquartered in Phoenix, and the valley hosts many of their avionics and mechanical facilities. Intel has one of their largest sites in the area, employing about 12,000 employees, the second largest Intel location in the country. The city is also home to the headquarters of U-HAUL International, Best Western, and Apollo Group. US Air/American Airlines is the largest carrier at Sky Harbor International Airport in Phoenix. Mesa Air Group, a regional airline group, is headquartered in Phoenix. The military has a significant presence in Phoenix, with Luke Air Force Base located in the western suburbs. The city has numerous performing arts venues, most of which are located in and around downtown Phoenix or Scottsdale. The Phoenix Symphony Hall is home to the Phoenix Symphony Orchestra, the Arizona Opera and Ballet Arizona.

Median Income	SRDS Total Retail Sales (\$000)
\$56,002	11,183,474

TV stations serving the area of Phoenix, AZ:

KASW	CW, HSN, Grit, Escape
KAZT	Independent, MeTV, HSN, Charge!
KDFQ	Azteca
KFPH	UniMás, Univision, Get TV, Escape
KNAZ	NBC
KNXV	ABC, Antenna TV, Laff, Escape
KPHO	CBS, Cozi TV
KPNX	NBC, 12 News Weather, Justice, Quest, Get TV
KTVK	Independent, Comet, CBS 5 Weather NOW
KTVW	Univision, UniMás, Grit, Bounce TV
KUTP	MyNetworkTV, FOX, Movies!, Buzzr

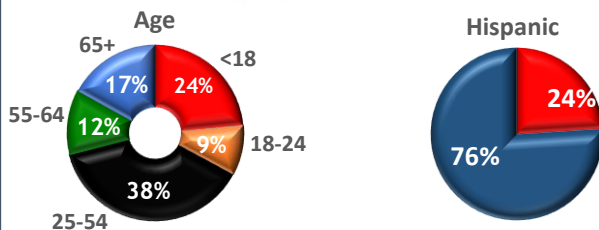
Reliance on Media to Stay Informed % Agree



Phoenix (Prescott), AZ Interesting Facts

- Forget “springing forward” and “falling back.” There is NO daylight savings time in Phoenix.
- Phoenix sits within the Sonoran Desert, which is home to the saguaro cactus, found in no other desert in the world. This type of cactus can grow as tall as 50 feet and live as long as 200 years.
- At one time Phoenix was thought to be home to the fabled Seven Cities of Cibola, which explains why the Spanish Conquistadors came to explore the area in the mid-1500s.

Phoenix (Prescott), AZ Demographic Overview



46% loyal to vehicle brand