

Market Close-Up: Phoenix (Prescott), AZ

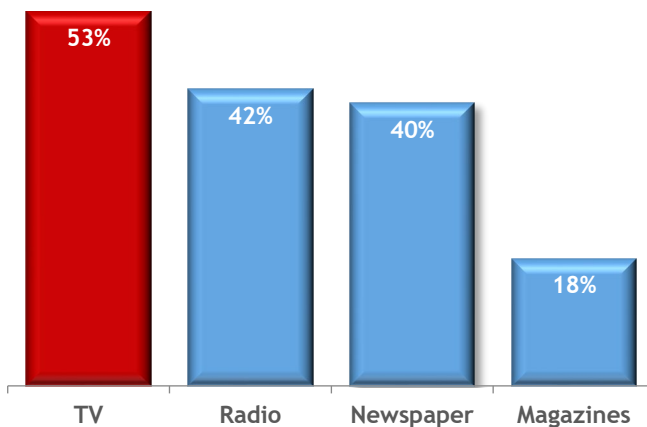
Phoenix is located in the Salt River Valley in central Arizona and is also known as the “Valley of the Sun”. Phoenix is the only state capital with a population of more than a million people. It is the fifth largest city in the United States in terms of population. Phoenix is currently home to seven major Fortune 1000 companies which are waste management company Allied Waste, electronics corporation Avnet, Apollo Group which operates the University of Phoenix, mining company Freeport-McMoRan which merged with Phoenix based Phelps Dodge, retailer PetSmart, energy supplier Pinnacle West and retailer CSK Auto. American Express hosts their financial transactions, customer information, and their entire website in Phoenix. Best Western and U-HAUL International is also headquartered in the city. Internet companies like eBay, Google, AOL, and Easynews all have major offices located in Phoenix. The military has a significant presence in Phoenix with Luke Air Force Base, located in the western suburbs.

Median HH Income
\$67,810

TV stations serving the area of Phoenix, AZ:

KASW	CW, HSN, Grit, Court TV Mystery
KAZT	Independent, MeTV, HSN, Court TV
KFPH	UniMás, Univision, Get TV, Escape
KNAZ	NBC
KNXV	ABC, Antenna TV, Laff, Court TV
KPHO	CBS, Cozi TV, Dabl, Shop LC, Court TV
KPNX	NBC, 12 News Weather, True Crime Net, Quest, Get TV
KSAZ	Fox, Heroes & Icons
KTVK	Independent, Comet, Circle, This TV, Weather Now
KTVW	Univision, UniMás, Grit, Bounce TV
KUTP	MyNetworkTV, FOX, Movies!, Buzzr

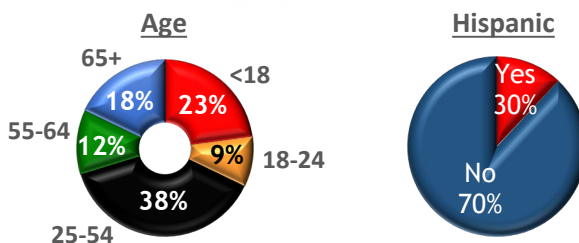
Reliance on Media to Stay Informed % Agree



Phoenix, AZ Interesting Facts

- Phoenix is home to South Mountain Park and Preserve, the largest municipal park in North America. The park covers more than 16,500 acres and has more than 50 miles of hiking, biking and equestrian trails.
- Even winter is warm in Phoenix; the average temperature is 67 degrees.
- With more than 200 golf courses, Phoenix has become one of the top golf destinations in the world.

Phoenix, AZ Demographic Overview



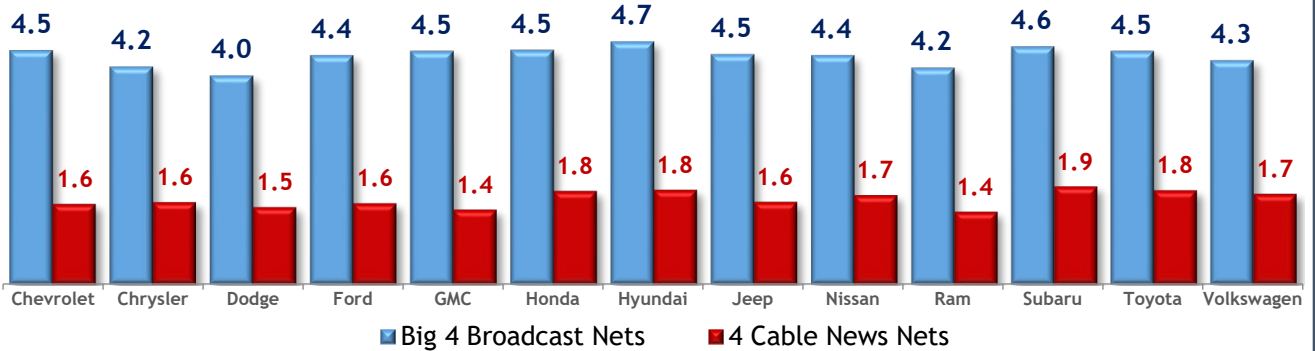
47% loyal to vehicle brand

2020/21 Season
Local Market Close-Up:
Phoenix, AZ

Market: Phoenix, AZ							Series Ranker (Week of 12/14/20 - 12/20/20)	
Rtg Rnk	Series	Station	# Eps	Day	Local Time	Run Time	HH Live+1 Rtg	
1	NFL on FOX Single	KSAZ (FOX)	1	U	02:05 PM	209	26.3	
2	NFL on FOX Post Gun	KSAZ (FOX)	1	U	05:34 PM	6	20.9	
3	CBS NFL National	KPHO (CBS)	1	U	11:03 AM	204	16.6	
4	NBC SUNDAY NIGHT FOOTBALL	KPNX (NBC)	1	U	06:23 PM	161	15.1	
5	SUNDAY NIGHT NFL PRE-KICK	KPNX (NBC)	1	U	06:14 PM	9	13.3	
6	NBC SUNDAY NIGHT FTBL-SUS	KPNX (NBC)	1	U	09:04 PM	8	12.6	
7	FOX+NFLN THU NT FOOTBALL	KSAZ (FOX)	1	R	06:23 PM	198	12.2	
8	FOOTBALL NT AMERICA PT 3	KPNX (NBC)	1	U	05:52 PM	22	10.9	
9	FOX+NFLN THU NT POST-GUN	KSAZ (FOX)	1	R	09:41 PM	4	10.4	
10	NBC NFL SUNDAY POST	KPNX (NBC)	1	U	09:12 PM	8	9.9	
11	CBS NFL National Post-Gun	KPHO (CBS)	1	U	02:27 PM	4	9.3	
12	CBS NFL Pre-Kick 1	KPHO (CBS)	1	U	11:00 AM	3	9.3	
13	Blue Bloods	KPHO (CBS)	1	F	09:00 PM	60	9.2	
14	FOX+NFLN THU NT POST-GAME	KSAZ (FOX)	1	R	09:45 PM	9	8.7	
15	60 Minutes	KPHO (CBS)	1	U	06:00 PM	60	8.5	
16	BIG 10 FTBL CHAMP GM	KSAZ (FOX)	1	S	10:18 AM	195	8.5	
17	FOX+NFLN THU NT PRE-KICK	KSAZ (FOX)	1	R	06:06 PM	17	8.4	
18	ABC World News Tonight with David Muir	KNXV (ABC)	5	M, T, W, R, F	30 PM, 05:48	12, 30	8.0	
19	Bull	KPHO (CBS)	1	M	09:00 PM	60	7.9	
20	SEC CHAMP-CBS: DR PEPPER	KPHO (CBS)	1	S	06:00 PM	239	7.9	

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Auto Ownership by Make (Comscore)
 Average Live Demo Ratings - Nov. '20
 Mon-Sun 5-6p



Local Broadcast News Avg. vs. Cable Network News Avg. - HH Ratings - Nov '20

