



Audience Profile

When compared to the average Arizona adult, *Highroads* readers spend more, travel more often, and live more active lifestyles. Desirable audience characteristics, exceptional reach, and low CPMs make *Highroads* a smart buy.

Circulation Region: Arizona | Circulation: 535,000 | Audience: 1,284,000 readership
(Source: 2016 *Highroads* distribution)

AGE AND GENDER

Men	34.1%
Woman	65.9%
18-34	3.7%
35-54	22.7%
55+	73.6%
65+	48.9%
Average Age	62.9%
Median Age	64.7%

MARITAL STATUS

Married	67.8%
Separate/Divorced	9.9%
Single (never married)	5.0%
Widowed	11.4%
Partnered Relationship	5.8%

HOUSEHOLD INCOME

Average	\$86,500
Median	\$68,700
Employed	46.7%
Retired	46.6%

PRIMARY RESIDENCE

Average Value	\$322,600
Median Value	\$255,100
Own	85.3%
Rent	14.7%

EDUCATION

Any College	85.4%
4 Years+	46.5%
Bachelors Degree	27.6%
Graduate Degree	18.8%

Source: 2015 Highroads Reader Profile Study, GfK MRI

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