



MARKET SNAPSHOT

Phoenix, AZ DMA

Population	2019 Ranking	2019 Population
Total	11	5,698,404
Hispanic	8	1,730,086
White Non-Hispanic	12	3,175,348
Black Non-Hispanic	45	269,747
Asian & PI Non-Hispanic	17	229,615

Source: Claritas Geoscape AMDS 2019

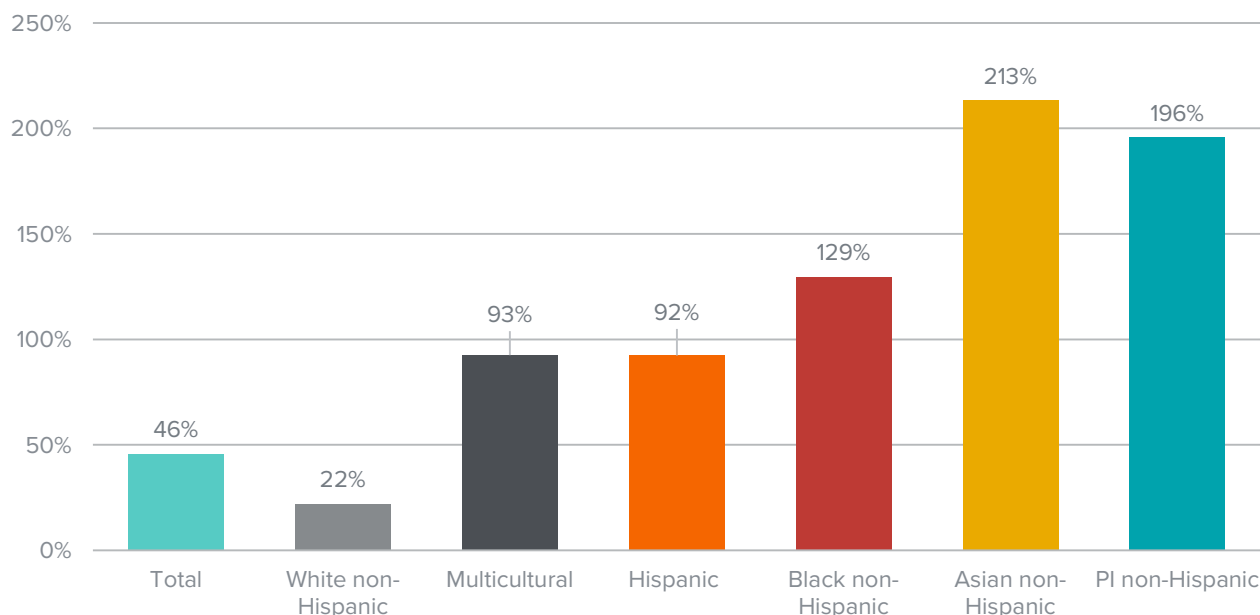
The DMA for Phoenix, Arizona is the 11th most populous in the United States. It stretches from the New Mexico border all the way west to the California Border, including 11 of the 15 counties in the state.

The DMA is home to more than 5.6 million people, and its multicultural population currently makes up almost half of its total population. This report highlights the multicultural market.

For more multicultural consumer insights, visit <https://www.claritas.com/multicultural-solutions>

The non-Hispanic Asian population in the Phoenix area continues to grow at historically high rates of more than 213% between 2000 and 2019, and is forecast to grow at a similar rate through 2024. The Hispanic population in Phoenix also continues to show significant growth. In fact, the Hispanic population has experienced nearly 92% growth between 2000 and 2019 and now makes up more than 30% of the total population. Today the Phoenix DMA is home to approximately 1.73 million Hispanics. While White Non-Hispanics make up 56.5% of the total population, this segment has grown at a much slower pace and only witnessed a 22% growth during the same period.

Percent Change 2000-2019



Source: Claritas Geoscape AMDS 2019

Facts About The Phoenix, AZ DMA

In the Phoenix, DMA:

- Nearly 23% of the population falls between the ages of 18-34
- The average age of the population is 39.2
- The estimated average household income in 2019 is \$84,976
- Non-family households make up nearly 33% of the population
- More than 42% of the population are comprised of a married couple with no children of their own
- 66% of the population own and live in their own housing
- The Total Annual Household Expenditure is \$139B
- The Hispanic Annual Household Expenditure is \$24.5B

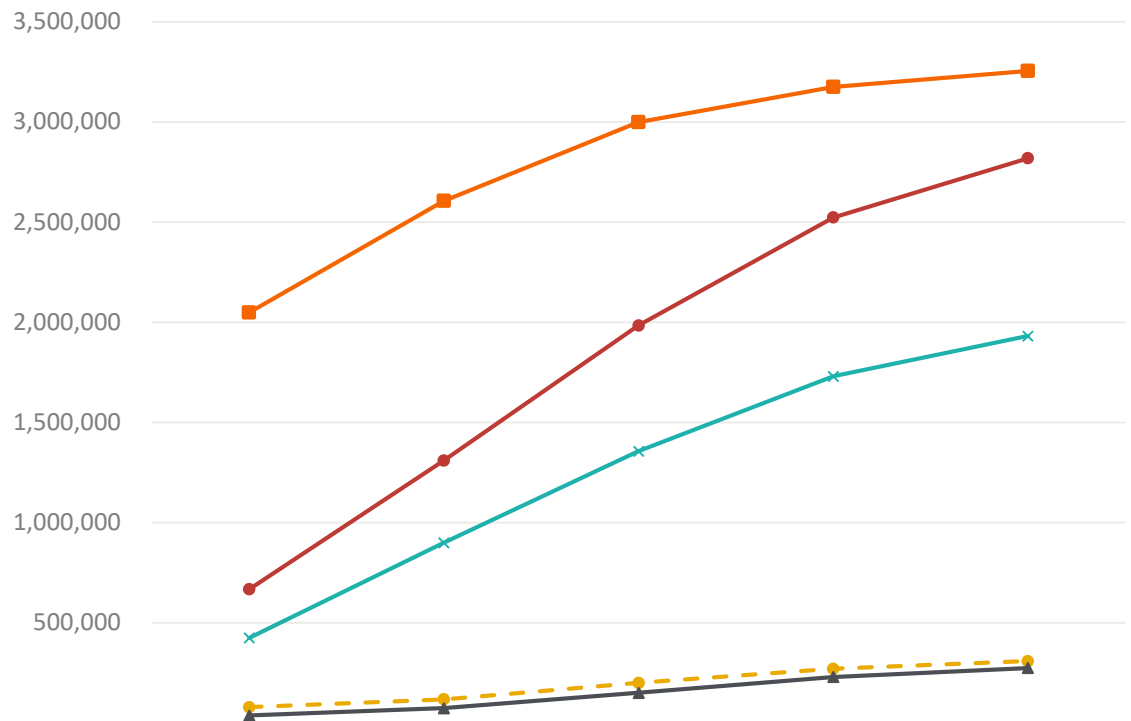
Source: Claritas Pop-Facts 2019 and Geoscape AMDS 2019

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Most of the population growth since 2000 in the DMA has come from multicultural segments. Asian non-Hispanics experienced the most growth at 213%, followed by Pacific Islanders and Black non-Hispanics. Virtually all of the growth in the Phoenix DMA now and into the foreseeable future will emanate from groups other than Non-Hispanic White.

After experiencing nearly 92% growth between 2000 and 2019, the Hispanic population makes up the largest multicultural segment at approximately 30.4% of the DMA's total population and is projected to surpass 1.9M by 2024.

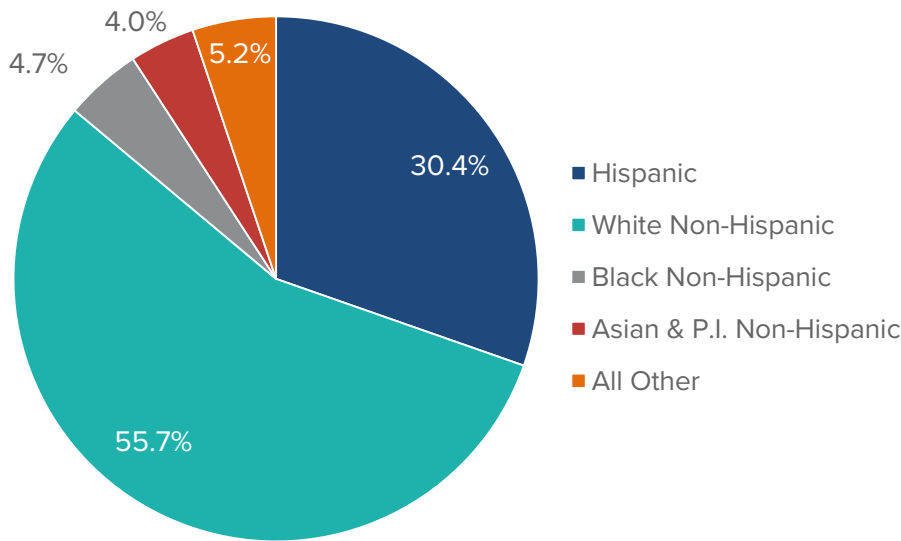
Phoenix, AZ DMA Population by Race/Ethnicity



	1990	2000	2010	2019	2024
White Non-Hispanic Population	2,048,239	2,605,369	2,999,200	3,175,348	3,254,447
Hispanic Population	423,877	899,480	1,356,632	1,730,086	1,931,554
Black Non-Hispanic Population	78,236	117,579	199,774	269,747	308,762
Asian & P.I. Non-Hispanic Population	36,613	73,549	150,117	229,615	274,073
Multicultural Population	666,880	1,310,321	1,984,389	2,523,056	2,818,553

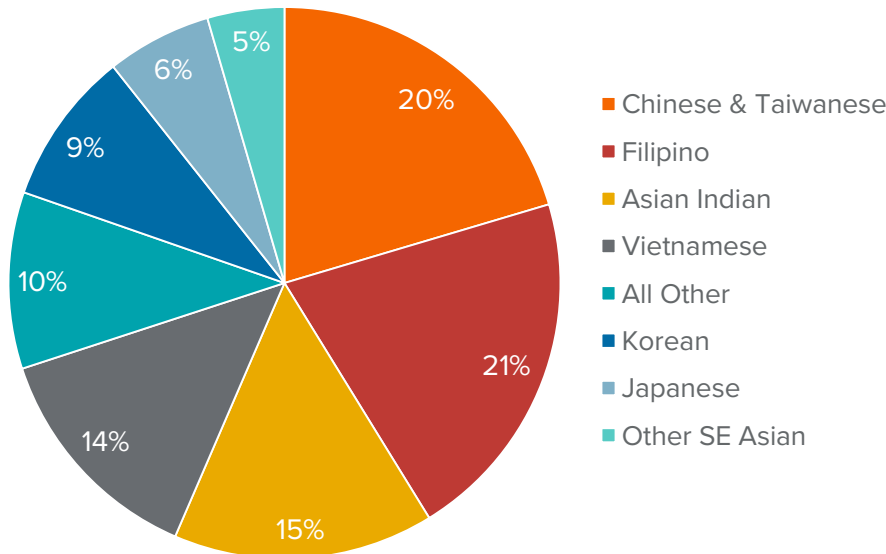
Source: Claritas Geoscape AMDS 2019

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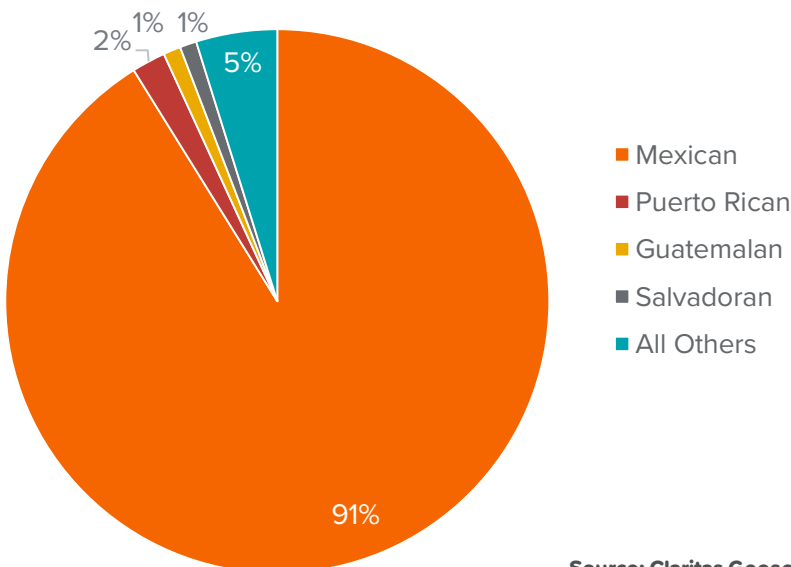
2019 Population By Race/Ethnicity Percent

44.3% of the population in the Phoenix DMA is multicultural. Hispanics account for the largest multicultural segment at 30.4% of the total population.



2019 Asian Population By Country of Origin (Percent)

Approximately 21% of the DMA's Asian population identifies as Filipino, followed by 20% identifying as Chinese & Taiwanese.



2019 Hispanic Population By Country of Origin (Percent)

The majority of the Hispanic population in the Phoenix DMA is of Mexican descent (91%). Individuals of Puerto Rican descent account for the 2nd largest Hispanic group in the DMA, accounting for over 34,650 individuals.

Source: Claritas Geoscape AMDS 2019

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In Phoenix, **48%** of the DMA's Hispanic population classifies as Acculturated. These individuals are known as HA1s and HA2s.



HISPANICITY™ Segments

HA1: Americanizado (National Avg. 17.1%)

- English Dominant (nearly no Spanish)
- Born in US; 3rd+ generation
- Few Hispanic cultural practices

HA2: Nueva Latina (National Avg. 29%)

- English Preferred (some Spanish)
- Born in U.S.; 2nd generation
- Some Hispanic cultural practices; often “retro-acculturate”

HA3: AmBi-Cultural (National Avg. 26.6%)

- Bi-Lingual (equal or nearly)
- Immigrant as child or young adult
- Many Hispanic cultural practices

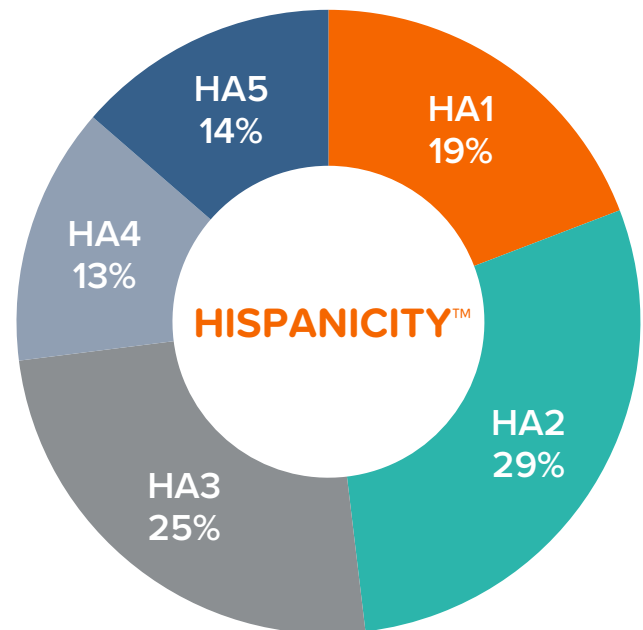
HA4: Hispano (National Avg. 15.5%)

- Spanish Preferred (some English)
- Immigrant as adult, in U.S. 10+ years
- Pre-dominant Hispanic cultural practices

HA5: Latinoamerica (National Avg. 12.8%)

- Spanish Dominant (nearly no English)
- Recent Immigrant as adult (less than 10 years ago)
- Primarily Hispanic cultural practices
- Identify with home country more so than U.S.

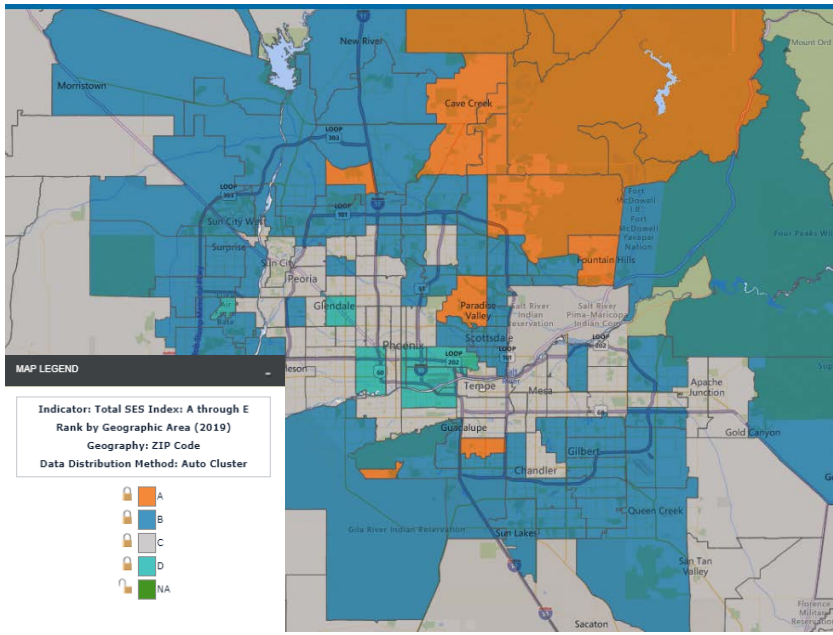
2019 Phoenix HISPANICITY Segments Percent



More than 48% of the DMA's Hispanic population classifies as more acculturated. These individuals, known as HA1s and HA2s, prefer to speak English. Most are 2nd & 3rd+ generation Americans who maintain few Hispanic cultural practices.

Source: Claritas Geoscape AMDS 2019

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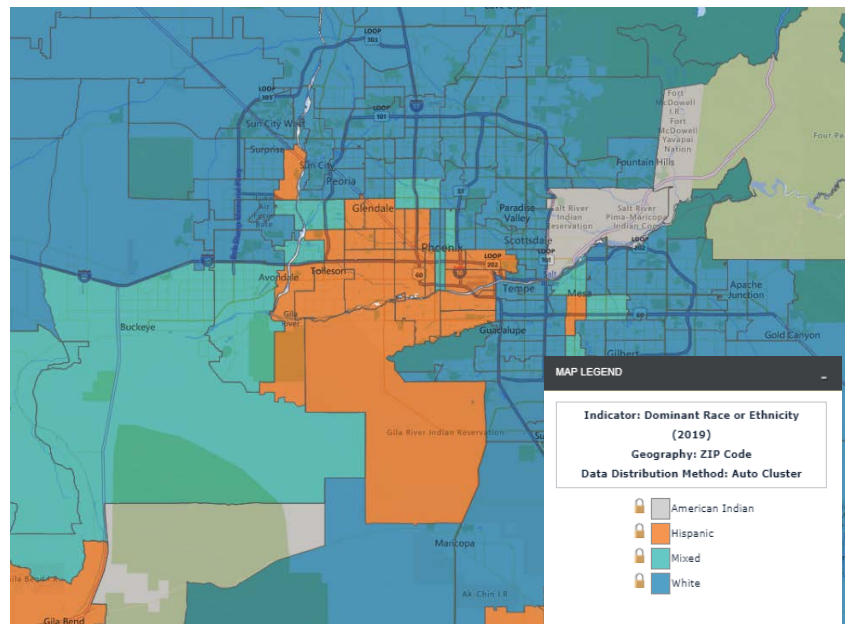
This map illustrates the socio-economic status of all households in the Phoenix DMA by ZIP Code. Those households ranked “A” and falling within the orange areas of the map typically have annual incomes over \$85,000, a 4 year college or graduate degree, own housing, and are employed in professional occupations. The gray areas indicate a concentration of households ranked “C”, typically having annual incomes between \$30,000 and \$75,000, high school graduates to some college, and employed as skilled labor or service workers.

Region Matters:

Hispanics are dominant in Phoenix city center areas and White is the dominant race in the outlying areas of the DMA.

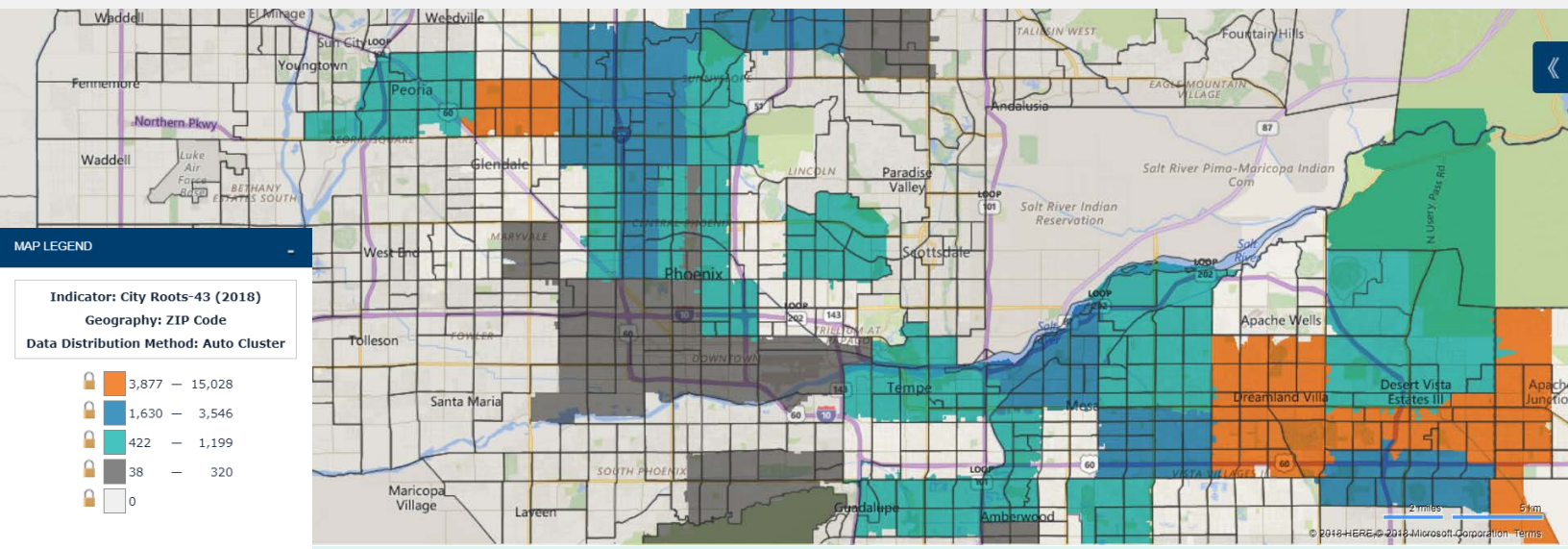


The variation in dominant race or ethnicity is illustrated by ZIP Code for the Phoenix DMA. Large pockets of Hispanic households are concentrated in the city center while White and Mixed households are spread further throughout the outlying areas of the DMA.



Source: Claritas Geoscape AMDS 2019

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Claritas PRIZM Premier Segmentation

PRIZM® Premier segmentation helps you find more of your best customers by lifestyles, shopping behaviors and media use with smart insights on what they choose and why they buy. Phoenix households are made up of many segments, but here is a look at two of the highest indexing PRIZM Premier segments for the Phoenix DMA.

PRIZM Segment 43 – City Roots

Upscale, Younger Family Mix

Found in urban neighborhoods, City Roots is a segment of middle class mainly white-collar workers, typically living in older homes they've owned for years. In these ethnically diverse neighborhoods residents are working hard, avid soccer fans and enjoy traveling to Central and South America

City Roots Households are likely to

- Own a Nissan
- Shops at H&M
- Eat at Popeyes
- Follow Major League Soccer (MLS)
- Visit Central/South America
- Watch Telemundo
- Listen to Rhythmic Contemporary Hits

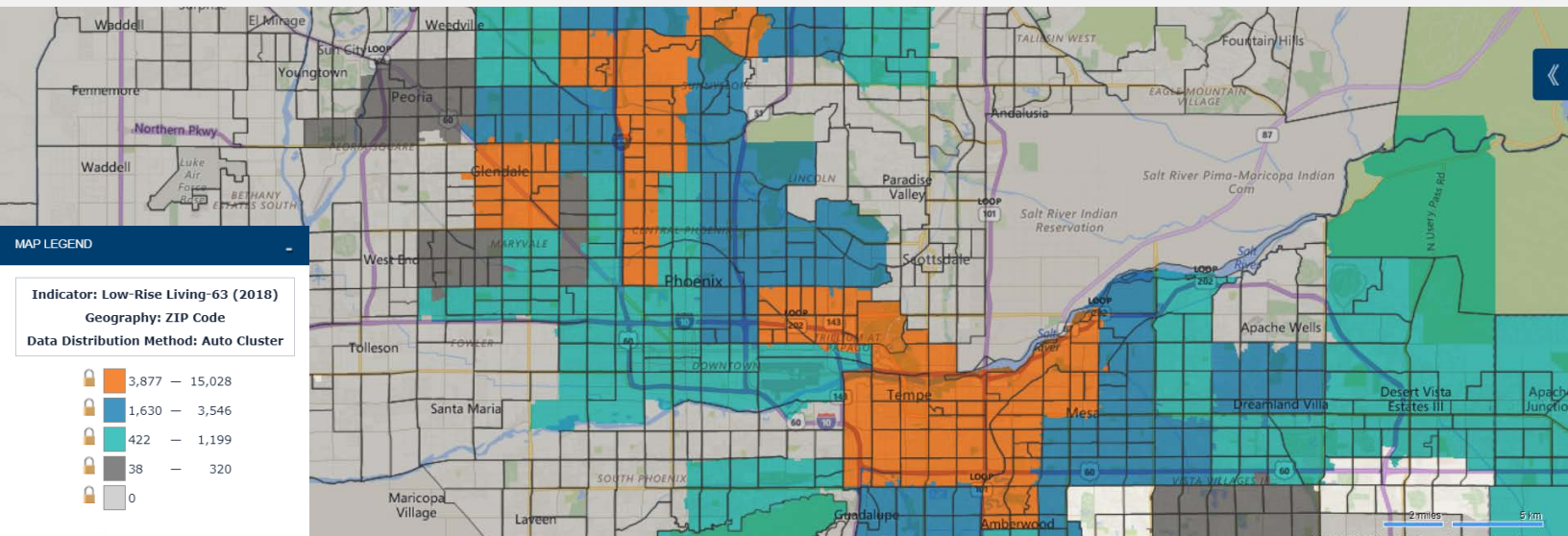
Demographics Traits:

- Urbanicity: Urban
- Income: Upscale
- Income Producing Assets: Elite
- Age Ranges: 25-44
- Presence of Kids: Family Mix
- Homeownership: Mostly Owners
- Employment Levels: Management and Professional
- Education Levels: Graduate Plus
- Technology Use: Average

Source: Claritas PRIZM Premier 2019

To learn about segments in your market, visit www.mybestsegments.com.

For more multicultural consumer insights, visit <https://www.claritas.com/multicultural-solutions>



PRIZM Segment 63 – Low Rise Living

Lower Mid(Scale) Middle Age Mostly w/o Kids

The most economically challenged urban segment, Low-Rise Living is home to mostly middle-aged, ethnically diverse singles and single parents. Unlike their low-income peers, they rank above average in their use of technology – perhaps influenced by their urban, fast-paced environment.

Low-Rise Living Households are likely to:

- Own a Honda
- Eats at Boston Market
- Shops at H&M
- Follows pro boxing
- Fly JetBlue
- Watches UniMas
- Listens to Rhythmic Contemporary Hits

Demographics Traits:

- Urbanicity: Urban
- Income: Lower Mid (scale)
- Income Producing Assets: Below Avg. Age
- Ranges: <55
- Presence of Kids: Mostly w/o Kids
- Homeownership: Renters
- Employment Levels: Mix
- Education Levels: Some College Technology
- Use: Above Average

Source: Claritas PRIZM Premier 2019

To learn about segments in your market, visit www.mybestsegments.com.

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About Claritas

Claritas helps companies **identify** customers. Not just any customers – their best customers. We help engage and **deliver** those customers when and where they want to be engaged. And finally, we help clients **optimize** those engagements with remarkable transparency and precision in near-real-time.

Our tools and data define who your best customers are, how they behave, and how to connect with them. With powerful original research, trusted data partnerships, and an expert analytics team, we provide the why behind the buy that is the key to selling smarter and winning bigger.

Targeting the New American Mainstream

To capture multicultural growth opportunities, you must first understand them: their likes, dislikes, preferences, behaviors, etc. These insights let you create personas, tailor messages and promotions specific to their wants and needs. Marketers leverage Claritas' deep understanding of multicultural segments, using tools, such as Geoscape CultureCodes across local, national and digital markets for smarter targeting, smarter planning and smarter buying to help drive bigger profits.

Multicultural Insights to Shape a Smarter Plan

Data from Geoscape American MarketScope Datastream (AMDS) can be applied to a wide variety of situations and challenges using computerized applications, such as the online Geoscape Intelligence System (GIS). Some of the applications are listed below.

- Strategic Planning
- Market Potential Assessment
- Product Development & Positioning
- Database mining & modeling
- Retail Site Selection & Distribution
- Marketing Communications & Media Planning
- Promotions & Direct Response
- Market Research: Surveys, Focus Groups, etc.
- Industry specific intelligence applications
- Sales potential and forecasting
- Consumer segmentation and targeting
- Customer relationship management
- Investment Valuation
- Public & Social Services
- Budget Allocation
- Staffing
- In-store experience management
- Retail shelf-space planning

To learn more about how to find and win your next multicultural consumer, visit www.claritas.com/multicultural-solutions or call **800.234.5973**.