

SHARE OF CENSUS 2010 MEDIA COMMITMENT SCENARIOS
BASED ON JULY 1, 2008 POPULATION
DRAFT 3/05/2009

Jurisdiction	Total Population July 1, 2008	Share of Total	Idea One Scenario	Half of Idea One Scenario	Idea Two Scenario	Half of Idea Two Scenario
			\$327,495.00	\$163,747.50	\$426,815.00	\$213,407.50
Apache Junction *2	37,917	0.9%	\$3,084.30	\$1,542.15	\$4,019.68	\$2,009.84
Avondale	76,648	1.9%	\$6,234.81	\$3,117.40	\$8,125.65	\$4,062.82
Buckeye	50,143	1.2%	\$4,078.80	\$2,039.40	\$5,315.78	\$2,657.89
Carefree	3,948	0.1%	\$321.14	\$160.57	\$418.54	\$209.27
Cave Creek	5,132	0.1%	\$417.45	\$208.73	\$544.06	\$272.03
Chandler	244,376	6.1%	\$19,878.36	\$9,939.18	\$25,906.91	\$12,953.45
El Mirage	33,647	0.8%	\$2,736.96	\$1,368.48	\$3,567.00	\$1,783.50
Fort McDowell	824	0.0%	\$67.03	\$33.51	\$87.35	\$43.68
Fountain Hills	25,995	0.6%	\$2,114.52	\$1,057.26	\$2,755.79	\$1,377.90
Gila Bend	1,899	0.0%	\$154.47	\$77.24	\$201.32	\$100.66
Gila River *1	2,742	0.1%	\$223.04	\$111.52	\$290.69	\$145.34
Gilbert	214,820	5.3%	\$17,474.18	\$8,737.09	\$22,773.60	\$11,386.80
Glendale	248,435	6.2%	\$20,208.54	\$10,104.27	\$26,337.21	\$13,168.61
Goodyear	59,436	1.5%	\$4,834.72	\$2,417.36	\$6,300.96	\$3,150.48
Guadalupe	5,990	0.1%	\$487.25	\$243.62	\$635.01	\$317.51
Litchfield Park	5,093	0.1%	\$414.28	\$207.14	\$539.92	\$269.96
Mesa	459,682	11.4%	\$37,392.07	\$18,696.04	\$48,732.04	\$24,366.02
Paradise Valley	14,444	0.4%	\$1,174.92	\$587.46	\$1,531.24	\$765.62
Peoria *3	155,560	3.9%	\$12,653.77	\$6,326.89	\$16,491.30	\$8,245.65
Phoenix	1,561,485	38.8%	\$127,016.44	\$63,508.21	\$165,536.94	\$82,768.46
Queen Creek *2	23,827	0.6%	\$1,938.17	\$969.08	\$2,525.96	\$1,262.98
Salt River	6,879	0.2%	\$559.56	\$279.78	\$729.26	\$364.63
Scottsdale	242,337	6.0%	\$19,712.50	\$9,856.25	\$25,690.75	\$12,845.38
Surprise	108,761	2.7%	\$8,846.98	\$4,423.49	\$11,530.03	\$5,765.01
Tempe	172,641	4.3%	\$14,043.20	\$7,021.60	\$18,302.10	\$9,151.05
Tolleson	6,833	0.2%	\$555.82	\$277.91	\$724.38	\$362.19
Wickenburg	6,442	0.2%	\$524.01	\$262.01	\$682.93	\$341.47
Youngtown	6,522	0.2%	\$530.52	\$265.26	\$691.41	\$345.71
Balance of County	243,624	6.1%	\$19,817.19	\$9,908.60	\$25,827.19	\$12,913.59
Total	4,026,082	100.0%	\$327,495.00	\$163,747.50	\$426,815.00	\$213,407.50

Note: Totals may not add due to rounding.

*1 Maricopa County portion only.

*2 Maricopa County and Pinal County portions

*3 Maricopa County and Yavapai County portions

Sources: U.S. Bureau of the Census Year 2005 Census Survey, Arizona Department of Commerce, Maricopa Association of Governments

Maricopa County portions of July 1, 2008 population approved by the Maricopa Association of Governments Regional Council, December 3, 2008.