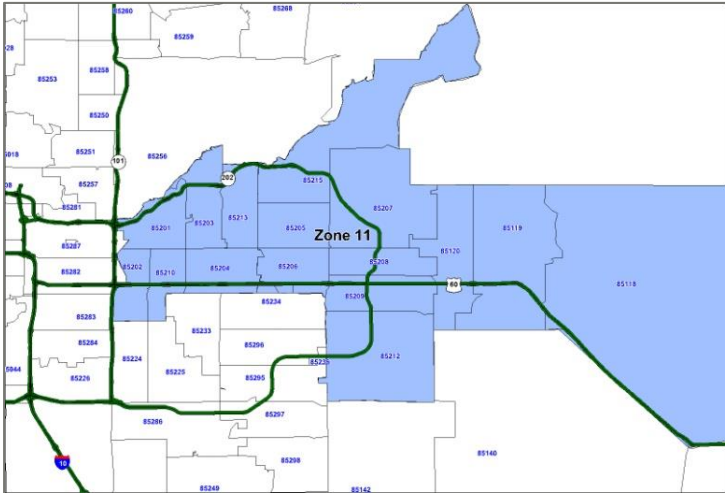


ZONE 11: MESA PROFILE

Included Zip Codes					
85118	85119	85120	85201	85202	85203
85204	85205	85206	85207	85208	85209
85210	85212	85213			

Circulation	
W.F.S	31,734



Serving the following communities:	
Mesa	Apache Junction

Digital
mesa.azcentral.com averages 1 million+ monthly page views

Key Demographics	
Population:	564,572
5-year projected growth:	4%
Households:	221,935
5-year projected growth:	5%

Population by Age	
Age	%
<18	24%
18-24	9%
25-34	13%
35-44	12%
45-54	12%
55-64	12%
65+	19%
Median Age	38.3

TOP 3 PRIZM LIFESTAGE GROUPS
#1 – Cautious Couples– 16%
Another large group of Mature Years segments is Cautious Couples , featuring an over-55-year-old mix of singles, couples, and widows. Widely scattered throughout the nation, the residents in these seven segments typically are working-class and white, with some college education and a high rate of homeownership. Given their blue-collar roots, Cautious Couples today pursue sedate lifestyles. They have high rates for reading, travel, eating out at family restaurants, and pursuing home-based hobbies like coin collecting and gardening.
#2 – Sustaining Seniors – 16%
#3 – Mainstream Families – 13%

Household Income	%
<\$25,000	26%
\$25,000 - \$49,999	27%
\$50,000 - \$74,999	22%
\$75,000 - \$99,999	15%
\$100,000 - \$149,999	13%
\$150,000+	6%
2015 Med HHI	\$43,619

Looking to reach Mesa residents? Ask us about:
 Mesa Republic – mesa.azcentral.com – Targeted Display – Search Engine Optimization – Direct Mail – Buyer’s Edge

Source: Nielsen 2015, Arizona Republic 12 month average (2015), Omniture January-December 2015, average

ZONE 11: MESA PROFILE

