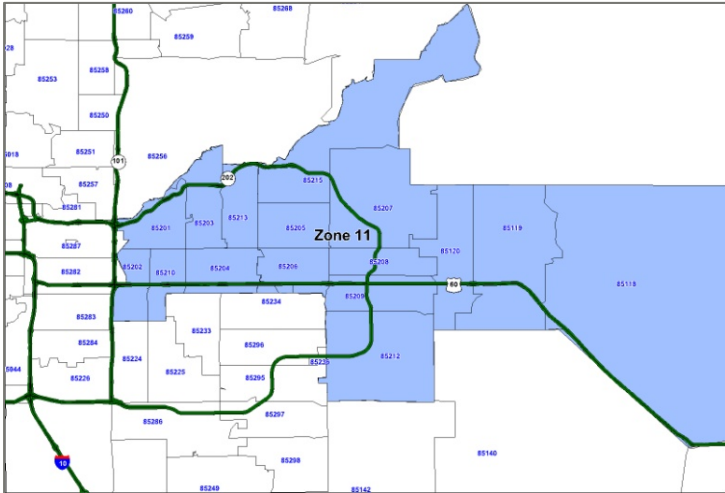


# ZONE 11: MESA PROFILE

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

Circulation	
W.F.S	25,642



Serving the following communities:	
Mesa	Apache Junction

Digital
mesa.azcentral.com averages 58,700+ monthly page views

Key Demographics	
<b>Population:</b>	587,632
5-year projected growth:	7%
<b>Households:</b>	229,414
5-year projected growth:	7%

Population by Age	
Age	%
<18	23%
18-24	9%
25-34	13%
35-44	12%
45-54	11%
55-64	11%
65+	20%
<b>Median Age</b>	<b>39.1</b>

TOP 3 PRIZM LIFESTAGE GROUPS
<b>#1 – Cautious Couples– 23%</b>
Another large group of Mature Years segments is <b>Cautious Couples</b> , 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.
<b>#2 – Sustaining Families – 23%</b>
<b>#3 – Midlife Success – 16%</b>

Household Income	%
<\$25,000	23%
\$25,000 - \$49,999	27%
\$50,000 - \$74,999	19%
\$75,000 - \$99,999	11%
\$100,000 - \$149,999	12%
\$150,000+	8%
<b>2017 Med HHI</b>	<b>\$50,713</b>

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

Source: Claritas 2017, Arizona Republic 12 month average (2017), Omniture January-December 2017, average



# ZONE 11: MESA PROFILE

