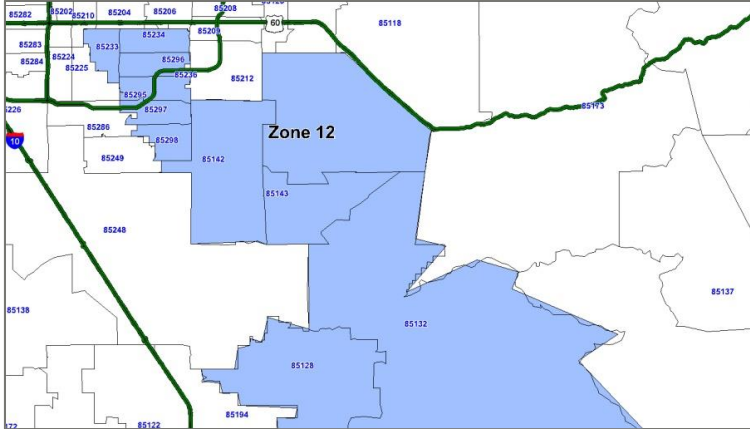


# ZONE 12: GILBERT PROFILE

Included Zip Codes					
85128	85132	85140	85142	85143	85233
85234	85249	85296	85297	85295	85298

Circulation	
W.F.S	12,963



Serving the following communities:		
Gilbert	Coolidge	Higley
Florence	Queen Creek	

**Digital**  
gilbert.azcentral.com averages 292,000+ monthly page views

Key Demographics	
<b>Population:</b>	429,092
5-year projected growth:	12%
<b>Households:</b>	130,042
5-year projected growth:	10%

Population by Age	
Age	%
<18	30%
18-24	10%
25-34	14%
35-44	16%
45-54	13%
55-64	9%
65+	8%
<b>Median Age</b>	<b>32.6</b>

### TOP 3 PRIZM LIFESTAGE GROUPS

**#1 – Young Accumulators – 24%**

**Young Accumulators** are slightly younger and less affluent than their upscale peers. Ethnically diverse, these households include an above-average number of Hispanic and Asian-Americans. Adults typically have college educations and work a mix of white-collar managerial and professional jobs. The large families in Young Accumulators have fashioned comfortable, upscale lifestyles in their mid-sized homes. They favor outdoor sports, kid-friendly technology and adult toys like campers, powerboats, and motorcycles. Their media tastes lean towards cable networks targeted to children and teenagers.

**#2 – Mainstream Families – 23%**

**#3 – Midlife Success – 12%**

Household Income	%
<\$25,000	13%
\$25,000 - \$49,999	21%
\$50,000 - \$74,999	22%
\$75,000 - \$99,999	15%
\$100,000 - \$149,999	19%
\$150,000+	9%
<b>2015 Med HHI</b>	<b>\$67,738</b>

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

Source: Nielsen 2015, Arizona Republic 12 month average (2014), Omniture April-December 2014



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