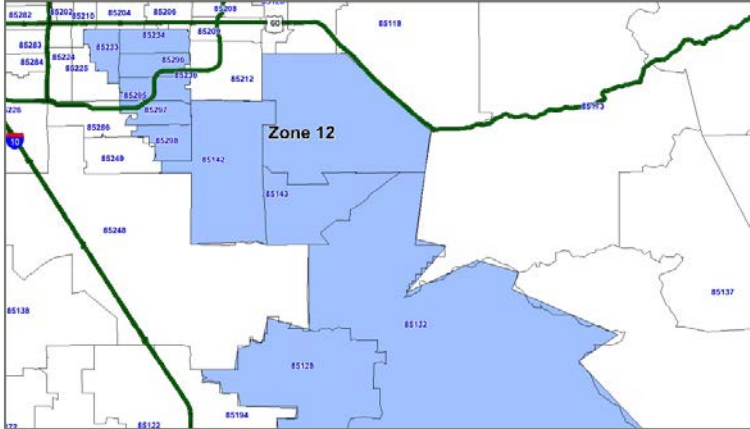


ZONE 12: GILBERT PROFILE

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

Circulation	
W.F.S	9,689



Serving the following communities:		
Gilbert	Coolidge	Higley
Florence	Queen Creek	

Digital
gilbert.azcentral.com averages 17,900+ monthly page views

Key Demographics	
Population:	516,524
5-year projected growth:	9%
Households:	158,477
5-year projected growth:	9%

Population by Age	
Age	%
<18	28%
18-24	10%
25-34	13%
35-44	15%
45-54	14%
55-64	10%
65+	10%
Median Age	34

TOP 3 PRIZM LIFESTAGE GROUPS

#1 – Accumulated Wealth– 31%

The three segments in **Accumulated Wealth** contain the wealthiest families, mostly college-educated, white-collar Baby Boomers living in sprawling homes beyond the nation’s beltways. These large family segments are filled with upscale professionals- the group’s median income is nearly six figures-who have the disposable cash and sophisticated tastes to indulge their children with electronic toys, computer games, and top-of-the-line sporting equipment. The adults in these households are also a prime audience for print media, expensive cards and frequent vacations-often to theme parks as well as European destinations.

#2 – Conservative Classics– 13%

#3 – Midlife Success – 13%

Household Income	%
<\$25,000	11%
\$25,000 - \$49,999	16%
\$50,000 - \$74,999	18%
\$75,000 - \$99,999	15%
\$100,000 - \$149,999	21%
\$150,000+	18%
2017 Med HHI	\$81,812

Looking to reach Gilbert residents? Ask us about:
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Source: Claritas 2017, Arizona Republic 12 month average (2017), Omniture April-December 2017

