

The Salt Lake Tribune and Deseret Morning News

Newspapers First
THE LEADER IN MAJOR MARKETS



Target Reach And Coverage

| | <u>DMA</u> | | | | | <u>CBSA</u> | | | | |
|---|-----------------------|------------------|----|-------------------|----|------------------------|------------------|----|-------------------|----|
| | # of Adults in DMA | Daily 1 Issue | % | Sunday 1 Issue | % | # of Adults in CBSA | Daily 1 Issue | % | Sunday 1 Issue | % |
| Demos | | | | | | | | | | |
| Total Adults | 2,004,208 | 474,086 | 24 | 546,676 | 27 | 788,263 | 308,349 | 39 | 339,828 | 43 |
| Men | 999,271 | 230,543 | 23 | 270,748 | 27 | 396,583 | 149,303 | 38 | 166,743 | 42 |
| Women | 1,004,937 | 243,543 | 24 | 275,928 | 28 | 391,680 | 159,046 | 41 | 173,085 | 44 |
| 18-24 Years of Age | 361,378 | 68,931 | 19 | 72,885 | 20 | 116,023 | 28,551 | 25 | 32,621 | 28 |
| 25-34 | 449,445 | 69,000 | 15 | 76,897 | 17 | 183,081 | 47,511 | 26 | 45,801 | 25 |
| 35-44 | 358,328 | 66,173 | 19 | 93,963 | 26 | 152,453 | 40,142 | 26 | 55,946 | 37 |
| 45-54 | 333,061 | 87,375 | 26 | 96,081 | 29 | 140,163 | 71,175 | 51 | 70,024 | 50 |
| 55-64 | 242,557 | 89,670 | 37 | 101,818 | 42 | 100,667 | 58,084 | 58 | 65,022 | 65 |
| 65+ | 259,439 | 92,937 | 36 | 105,032 | 41 | 95,876 | 62,886 | 66 | 70,414 | 73 |
| College Graduate+ | 474,898 | 149,069 | 31 | 176,263 | 37 | 203,915 | 99,249 | 49 | 110,919 | 54 |
| Any College+ | 1,268,570 | 341,739 | 27 | 402,473 | 32 | 493,662 | 220,564 | 45 | 239,345 | 49 |
| Prof'l/Mgmt/Busn & Finc'l Operations | 548,360 | 131,644 | 24 | 166,564 | 30 | 215,703 | 88,352 | 41 | 102,028 | 47 |
| Mgmt/Busn & Finc'l Operations | 228,935 | 51,831 | 23 | 60,505 | 26 | 91,702 | 33,686 | 37 | 37,948 | 41 |
| White collar | 849,963 | 202,169 | 24 | 261,409 | 31 | 352,865 | 137,341 | 39 | 168,292 | 48 |
| Employed | 1,358,186 | 308,867 | 23 | 368,674 | 27 | 544,552 | 200,462 | 37 | 231,491 | 43 |
| Married | 1,305,675 | 313,001 | 24 | 380,383 | 29 | 477,763 | 208,512 | 44 | 230,692 | 48 |
| 1+ Children in HH | 1,089,656 | 219,199 | 20 | 255,969 | 24 | 419,327 | 128,430 | 31 | 139,089 | 33 |
| White | 1,897,924 | 451,368 | 24 | 530,235 | 28 | 737,000 | 290,947 | 40 | 330,350 | 45 |
| Black/African American | 27,024 | 1,774 | 7 | 1,787 | 7 | 14,708 | 0 | 0 | 0 | 0 |
| Hispanic | 236,177 | 21,703 | 9 | 23,688 | 10 | 114,297 | 17,201 | 15 | 18,612 | 16 |
| HHI \$75,000+ | 768,994 | 244,786 | 32 | 266,711 | 35 | 304,738 | 146,730 | 48 | 150,984 | 50 |
| HHI \$50,000+ | 1,281,798 | 347,401 | 27 | 401,237 | 31 | 502,551 | 220,729 | 44 | 242,164 | 48 |
| HHI \$35,000+ | 1,621,025 | 407,942 | 25 | 476,511 | 29 | 645,570 | 264,840 | 41 | 296,354 | 46 |
| Own Home | 1,530,170 | 385,610 | 25 | 443,040 | 29 | 585,180 | 259,251 | 44 | 286,075 | 49 |
| New Cars Owned/Leased | | | | | | | | | | |
| Owens/Leased 1+ Domestic Vehicle | 1,518,554 | 355,334 | 23 | 407,042 | 27 | 552,633 | 215,891 | 39 | 240,990 | 44 |
| Own/lease 1+ Foreign Vehicles | 1,190,046 | 309,146 | 26 | 355,593 | 30 | 500,397 | 201,299 | 40 | 223,098 | 45 |
| HH Owns 2+ Vehicles | 1,591,737 | 388,445 | 24 | 445,974 | 28 | 639,779 | 254,487 | 40 | 277,983 | 43 |
| HH Own any Vehicle Bght New or Leased | 1,019,010 | 281,566 | 28 | 321,887 | 32 | 419,106 | 190,922 | 46 | 207,339 | 50 |
| HH Plans to Buy Veh New/leased Next Yr. | 105,111 | 30,092 | 29 | 33,908 | 32 | 51,409 | 20,764 | 40 | 24,157 | 47 |
| Business Decision Maker For: | | | | | | | | | | |
| Computer Hardware/Software | 249,681 | 66,942 | 27 | 82,333 | 33 | 96,963 | 50,606 | 52 | 56,256 | 58 |
| Information Technology (Network/Internet) | 137,596 | 42,463 | 31 | 48,271 | 35 | 52,350 | 31,766 | 61 | 30,844 | 59 |
| Communication Equipment | 31,042 | 9,021 | 29 | 11,279 | 36 | 15,954 | 4,600 | 29 | 6,858 | 43 |
| Communication Services | 50,566 | 16,108 | 32 | 17,127 | 34 | 25,516 | 10,426 | 41 | 11,445 | 45 |
| Overnight Delivery Services | 99,500 | 17,788 | 18 | 29,506 | 30 | 27,846 | 10,178 | 37 | 13,932 | 50 |
| Business Travel or Convention | 180,638 | 39,530 | 22 | 50,253 | 28 | 68,021 | 28,977 | 43 | 31,593 | 46 |
| Office Equipment (Photocopier, Fax, Etc.) | 62,190 | 23,894 | 38 | 25,388 | 41 | 32,720 | 16,829 | 51 | 18,323 | 56 |

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|------------------------------------|-----------------------|------------------|----|-------------------|-------------|------------------------|------------------|----|-------------------|----|
| | # of Adults in DMA | Daily 1 Issue | % | Sunday 1 Issue | % | # of Adults in CBSA | Daily 1 Issue | % | Sunday 1 Issue | % |
| Financial | | | | | | | | | | |
| Own Any Stock | 568,737 | 162,700 | 29 | 174,620 | 31 | 220,742 | 107,633 | 49 | 111,146 | 50 |
| Account With Broker | 180,019 | 51,702 | 29 | 56,115 | 31 | 71,209 | 35,333 | 50 | 36,818 | 52 |
| Own Mutual Funds | 560,899 | 175,435 | 31 | 192,341 | 34 | 229,064 | 113,964 | 50 | 119,158 | 52 |
| Used Any Amex Card-3 Months | 390,589 | 125,556 | 32 | 153,902 | 39 | 176,349 | 84,638 | 48 | 96,705 | 55 |
| Used Any Visa Card-3 Months | 1,220,898 | 311,154 | 26 | 359,859 | 30 | 477,165 | 202,991 | 43 | 215,782 | 45 |
| Domestic Travel | | | | | | | | | | |
| 1+ Trips | 790,410 | 182,882 | 23 | 211,904 | 27 | 305,585 | 126,075 | 41 | 136,948 | 45 |
| 1+ Air Trips | 999,556 | 292,074 | 29 | 316,097 | 32 | 441,791 | 193,143 | 44 | 203,199 | 46 |
| 1+ Personal/Vacation Air Trips | 873,470 | 250,133 | 29 | 273,435 | 31 | 395,605 | 167,375 | 42 | 178,904 | 45 |
| 1+ Business Air Trips | 361,860 | 87,735 | 24 | 99,836 | 28 | 135,683 | 63,661 | 47 | 67,770 | 50 |
| Used Travel Agent | 167,727 | 59,270 | 35 | 57,313 | 34 | 68,396 | 38,884 | 57 | 33,670 | 49 |
| Car Rental For Business | 264,369 | 83,910 | 32 | 93,528 | 35 | 126,482 | 57,026 | 45 | 58,492 | 46 |
| Car Rental For Personal/Vacation | 471,038 | 133,766 | 28 | 148,223 | 32 | 208,974 | 90,889 | 44 | 100,623 | 48 |
| Hotel/Motels-For Business | 586,702 | 149,429 | 26 | 166,519 | 28 | 211,946 | 97,607 | 46 | 99,432 | 47 |
| Hotel/Motels-For Personal/Vacation | 1,249,319 | 301,166 | 24 | 353,524 | 28 | 458,322 | 188,993 | 41 | 214,865 | 47 |
| Foreign Travel | | | | | | | | | | |
| 1+ Foreign Trips | 817,359 | 228,148 | 28 | 260,403 | 32 | 357,165 | 163,229 | 46 | 170,455 | 48 |
| 1+ Cruise | 284,030 | 82,557 | 29 | 97,686 | 34 | 104,258 | 51,443 | 49 | 53,722 | 52 |
| Domestic Destinations | | | | | | | | | | |
| Las Vegas | 505,995 | 124,293 | 25 | 151,476 | 30 | 185,196 | 72,759 | 39 | 89,553 | 48 |
| Denver | 138,740 | 41,072 | 30 | 44,784 | 32 | 63,448 | 28,140 | 44 | 29,711 | 47 |
| Los Angeles | 333,446 | 77,495 | 23 | 80,024 | 24 | 124,057 | 45,455 | 37 | 45,681 | 37 |
| Foreign Destinations | | | | | | | | | | |
| Canada | 163,874 | 52,608 | 32 | 62,262 | 38 | 73,824 | 36,367 | 49 | 38,760 | 53 |
| Mexico | 326,211 | 87,538 | 27 | 102,505 | 31 | 120,148 | 57,022 | 48 | 59,079 | 49 |
| Hawaii | 259,398 | 84,524 | 33 | 96,645 | 37 | 123,219 | 52,868 | 43 | 59,235 | 48 |
| Europe | 214,867 | 71,816 | 33 | 82,124 | 38 | 94,629 | 51,409 | 54 | 56,597 | 60 |
| Caribbean/Bahamas | 169,533 | 57,884 | 34 | 59,252 | 35 | 69,727 | 40,359 | 58 | 39,564 | 57 |
| Technology | | | | | | | | | | |
| Own Cellular Phone | 1,623,271 | 397,584 | 25 | 454,444 | 28 | 631,239 | 252,416 | 40 | 280,219 | 44 |
| Own PC | 1,671,495 | 398,445 | 24 | 467,862 | 28 | 659,090 | 258,990 | 39 | 294,062 | 45 |
| Bought Hardware/Software | 849,335 | 232,550 | 27 | 262,421 | 31 | 361,164 | 146,717 | 41 | 156,168 | 43 |
| Have Online Service | 1,612,816 | 390,861 | 24 | 461,323 | 29 | 624,584 | 244,436 | 39 | 274,806 | 44 |
| Shop Online | 1,280,982 | 321,610 | 25 | 379,445 | 30 | 483,630 | 189,193 | 39 | 213,338 | 44 |
| Purchase Online | 1,161,830 | 309,787 | 27 | 356,645 | 31 | 439,139 | 180,940 | 41 | 194,758 | 44 |

Source: The Scarborough Report – 2009, Wave 1. Past Year For All Product Purchase/Travel Except International & Cruise Travel SLC-D-501-R6/©2009 Newspapers First

* Percentages relatively unstable due to small base

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