



	<u>DMA</u> #	<u>U.S. Rank</u>	<u>CBSA</u> #	<u>U.S. Metro Rank</u>
Households	860,600	#35	345,700	#54
Population	2,700,600	#28	1,055,100	#48
EBI	\$46.4 Billion	#35	\$20.0 Billion	#51
Retail Sales	\$43.1 Billion	#25	\$20.2 Billion	#42

### Market Highlights

- Capital of state, and largest city between Denver and Pacific Coast; "Crossroads of the West", with half of America's population located within a 2-1/2 hour flight; cultural and political center of Utah
- Former host to the Olympic Winter Games of 2002; the largest city ever to host the Winter Games
- Salt Lake City is one of the fastest-growing DMAs – of the top 35 DMAs, it is ranked in 5-year projection as: #5 in total retail sales; #8 in total population, in total households, and in total retail sales per HH; and #10 in average EBI (*Scarborough 2007, Rel. 1*)
- Utah's total population is expected to increase 55% from 2000 through 2020, and total employment is expected to grow 49.7% during the same period of time (*Utah Office of Planning & Budget, 7/05*); Salt Lake City County's total population is expected to increase 36% (+328,140) from 2000-2020
- The Salt Lake City metro had a 16% increase (+79,100) in employment 2002-2006 (*US Dept of Labor/BLS*)
- Salt Lake City Int'l Airport is the 22<sup>th</sup>-busiest U.S. airport, and Delta's 2<sup>nd</sup>-largest hub; served 21.5 million passengers in 2006, with over 900 scheduled daily departures to 100 cities with non-stop flights: only 10 minutes from downtown, & within 60 miles of 11 world-class ski resorts (*slairport.com, '07*)
- Top firms include: Intermountain Health Care, Hill Air Force Base, Univ. of Utah, Novus, Iomega, Delta Airlines, Huntsman Corp., Teleperformance USA, Zion First Nat'l Bank, Convergys Corp., UPS, Associated Foods, Univ. Hospitals/Clinics, Wells Fargo Bank, L3 Communications Systems, Qwest, SkyWest Airlines, Brigham Young Univ., and Cordent Technologies (*2004-2005 Utah Major Employers Guide*)
- In 2006, 17.5 million visitors traveled to Utah, generating \$467 million in state and local tax; 7 million people visit the Salt Lake City area each year, taking advantage of "the greatest snow on earth" at ten ski resorts located less than an hour's drive away; 11 national parks are located less than a day's drive from Salt Lake City – and 5 of those are in Utah
- New development includes: downtown Rising's renaissance in the Central Business District including City Creek Center; light rail expansion; expansion for Frank Moss Federal Courthouse, Gallivan Center Plaza, Pioneer Park, Children's Museum, & Salt Palace Convention Center renovation; Gateway office/mixed use, with 80,000 sq. ft. new retail space; IPA coal-fired power plant expansion; P&G \$300 million manufacturing facility; Daybreak by Kennecott Land project
- Salt Lake City is ranked as:
  - #1 "Best US housing market" -14.1% median hm price increase over past yr (*Nat'l Assoc Realtors, 3<sup>rd</sup> qtr, 11/07*)
  - #1 "Top city for jobs" on unemployment rate, job growth, median HHI, and cost of living (*Forbes, 10/07*)
  - #1 "Best heart-healthy city," based on residents' active lifestyle (*Men's Journal, 7/06*)
  - #1 "Best performing city" (of top large 60 metros), based on job growth from 3/06-3/07 (*Milken Institute*)
  - #3 "Fast city"- highest rates of creative-class growth" (talent, technology, tolerance)(*Fast Company, 11/07*)
  - #4 "Best medium-sized city for relocation," for home prices, arts, & job growth (*ERC/Primacy Relation, '07*)
  - #4 "Top metro (of 282) with highest rate of house price appreciation (*OFHEO, 12/06, released 3/07*)
  - #4 "Best metro (of 100) to own real estate," that are projected to rise (*Fiserv Lending/Moody's Economy, 12/06*)
  - #5 "Top large hot spot for economic development;" Provo #1 for top small metros (*Expansion Mgmt, 10/07*)
  - #6 "Best city for jobs" on unemployment rate, job/income growth, median HH, cost of living(*Forbes, 2/07*)
  - #10 "Top boomtown" based on employment growth rates (*Inc Magazine, 5/07*)
  - #11 "Top metro (of 50) with businesses that have started, grown and retained" (*MarketWatch, 8/07*)
  - #15 "More manufacturing companies," based on employment & # of firms (*2008 Manufacturers Directory*)

The Salt Lake Tribune/  
Deseret Morning News  
Deliver The  
Salt Lake City Market

**Newspapers First**  
THE LEADER IN MAJOR MARKETS



	<u>Circulation</u>			<u>Readership</u>	
	<u>Daily</u>	<u>Sunday</u>		<u>Daily</u>	<u>Sunday</u>
Total	199,602	223,826	DMA	441,821	549,961
DMA	199,181	223,279	College Grad+	125,933	150,660
Metro	139,954	158,900	Professional/Mgr'l	119,315	151,371
			Average HH Income	\$90,425	\$87,845
			DMA Reader Income	\$40.0 Billion	\$48.3 Billion

**Newspaper Highlights**

- Newspaper is the medium that reaches the most upscale, high-end consumers in the Salt Lake City DMA. Heavy newspaper readers index far above heavy users of both TV and radio among the most valuable prospects in the Salt Lake City DMA:

	<i>Newspaper Quintile 1</i>	<i>Radio Quintile 1</i>	<i>TV Quintile 1</i>		<i>Newspaper Quintile 1</i>	<i>Radio Quintile 1</i>	<i>TV Quintile 1</i>
Own CDs	157	90	88	Own IRA account	136	89	80
Post grad degree+	144	100	79	Have mutual funds	133	97	89
Use stockbroker	142	95	105	Have money mkt acc't	129	92	76
- The Salt Lake Tribune/Deseret Morning News are the largest newspapers in Utah, and account for 61% of all daily and Sunday circulation in the state
- Daily Salt Lake Tribune/Deseret Morning News readers have a 11% higher HHI than the DMA average – a difference of over \$9,100; Sunday Salt Lake Tribune/Deseret Morning News readers have a 8% higher HHI (nearly \$6,600 more) than the DMA average
- The daily Tribune/Deseret Morning News ranks 3<sup>rd</sup> in % penetration (40%), and ranks 7<sup>th</sup> on Sunday (46%), among newspapers in the top 50 CBSAs (*Circulation, 2008*)
- The Salt Lake Tribune/Deseret Morning News provide far greater coverage of metro adults than A.M. drive time radio, or even 1 prime time TV spot each from ABC, CBS, FOX, & NBC combined:

	<i>% Metro Adults</i>		<i>% Metro Adults</i>
(D) Salt Lake Tribune/Deseret Mrnng News	39%	A.M. Drive Time Radio (avg ¼ hour, 54 stations)	17%
(S) Salt Lake Tribune/Deseret Mrnng News	51%	Prime Time TV: ABC, CBS, FOX, and NBC	18%
- Nearly 95% adults who read a daily newspaper in metro Salt Lake City turn to The Salt Lake Tribune/Deseret Morning News daily, and 98% on Sunday
- On an average weekday, The Salt Lake Tribune/Deseret Morning News reach nearly 140,000 metro households – over 4 times more households reached by Newsweek, Time, & U.S. News weekly magazines combined (33,926) (*Circulation 2008: ABC Magazine Market Coverage Report, 2006- MSA*)
- Compared to average adult in U.S., daily Salt Lake Tribune/Deseret Morning News readers are:

104% more likely to own a PDA	55% more likely to have second home/property
80% more likely to have an online service	54% more likely to a 401K plan
69% more likely to have a home value \$250M+	51% more likely to have home improvement loan
- Compared to average adult in U.S., Sunday Salt Lake Tribune/Deseret Morning News readers are:

112% more likely to snow skiing	74% more likely to play golf
95% more likely to take 3+ dom busn air trips	46% more likely to rent a car for business
79% more likely to stay at upscale hotel-busn	43% more likely to visit take 3+ domestic air trips
- sltrib.com & desnews.com, websites for the Salt Lake Tribune and Deseret News, are the area's most powerful local medium for effective online advertising, with 2.5 million unique visitors each month, a 34% increase over 2006 (*The Media Audit, 2007*)