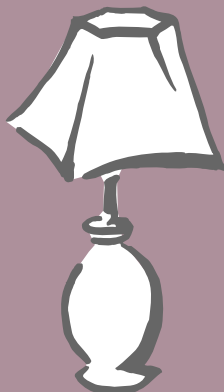
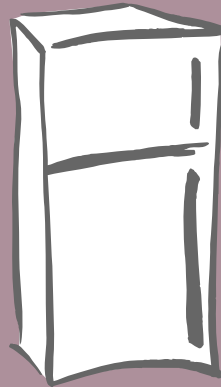
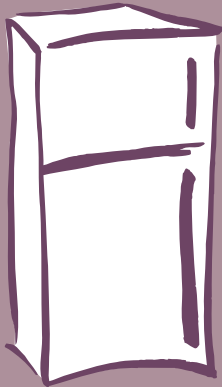
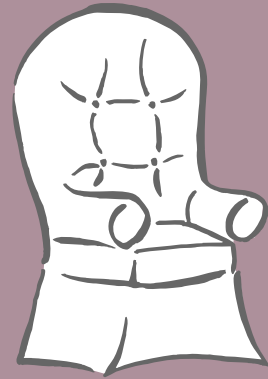
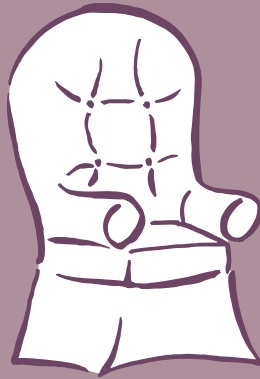
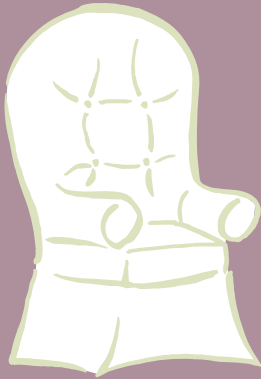


Appliances & Home Furnishings

STATISTICAL SUMMARY OF THE SALT LAKE MARKET



INTRODUCTION AND METHODOLOGY

Advertising is essential in today's competitive business climate — and market research is crucial for developing cost-effective advertising plans. The information contained in this statistical summary is intended to give you added confidence when making the important marketing decisions that guide the future of your business.

At Newspaper Agency Corporation, we commission in-depth studies of the Salt Lake market to arm our advertisers with superior information about the shopping activities of Salt Lake's consumers. Included in this statistical summary is the most up-to-date information available on the Salt Lake market from the best possible sources. The mainstay of our on-going research program is the 1999 Survey of the Salt Lake Primary Market conducted by Belden Associates, an independent, nationally recognized firm devoted to market research. Belden Associates enjoys a reputation for having the highest technical standards in the industry.

The 1999 study highlights shopping and purchasing behavior, intentions and attitudes of adults in the Salt Lake primary market area (comprised of 628,000 adults in Salt Lake and southern Davis counties). A random sample survey design included an in-depth phone interview of 1,205 respondents, followed by a mailed self-administered questionnaire. Superior information about Salt Lake's consumers will enhance your position in the market and ensure *The Salt Lake Tribune* and *Deseret News* are a part of your successful advertising plan — in other words, our success depends on your success.

At Newspaper Agency Corporation, we are committed to maximizing the effectiveness of your advertising and bringing you the most for your investment. If you have any questions about this study and how your business can use this data to develop advertising strategies, please contact your account executive or NAC's Marketing and Research Department.

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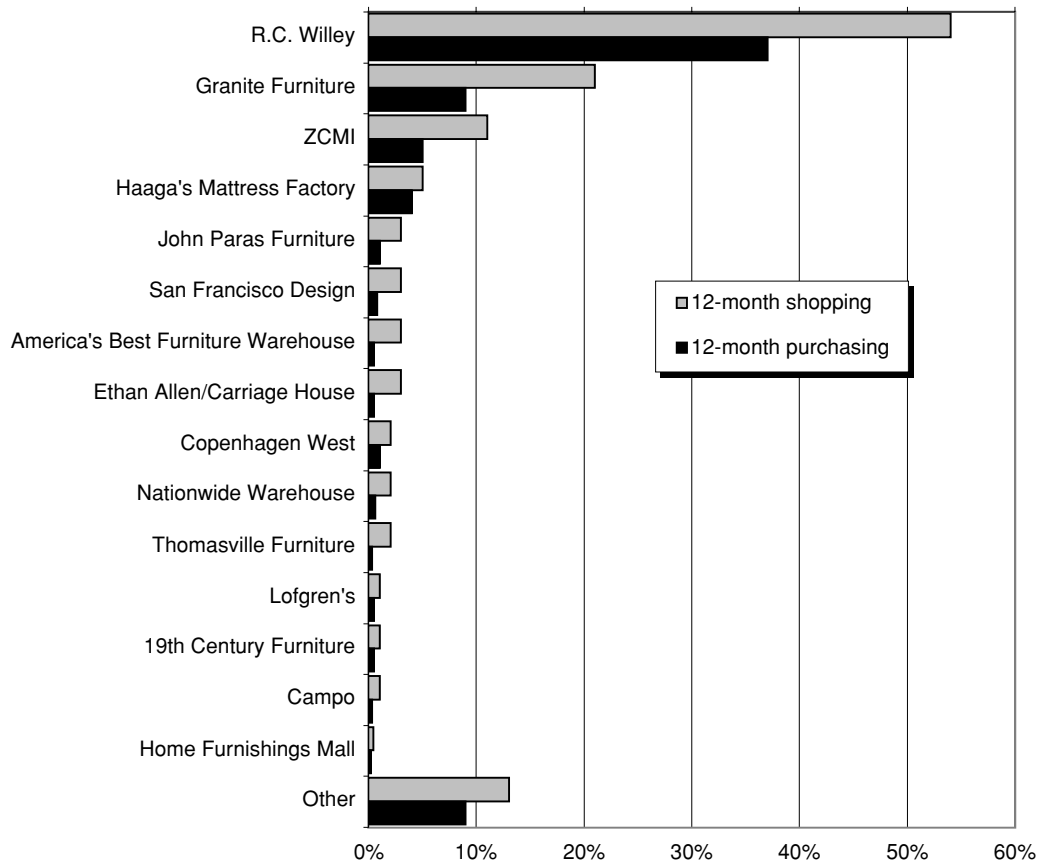
Sources: All information in this statistical summary is from the Belden Associates, 1999 Survey of the Salt Lake Primary Market Area, unless otherwise noted.



FURNITURE STORE MARKET SHARE

	12-month shopping	12-month purchasing	Percent of shoppers purchasing
R.C. Willey	54%	37%	69%
Granite Furniture	21%	9%	43%
ZCMI	11%	5%	45%
Haaga's Mattress Factory	5%	4%	80%
John Paras Furniture	3%	1%	33%
San Francisco Design	3%	1%	27%
America's Best Furniture Warehouse	3%	1%	17%
Ethan Allen/Carriage House	3%	1%	17%
Copenhagen West	2%	1%	50%
Nationwide Warehouse	2%	1%	30%
Thomasville Furniture	2%	0%	15%
Lofgren's	1%	1%	50%
19th Century Furniture	1%	1%	50%
Campo	1%	0%	30%
Home Furnishings Mall	0%	0%	50%
Other	13%	9%	69%

How to read: 54 percent of adults have shopped for furniture at R.C. Willey with 37 percent purchasing. This represents 69 percent of shoppers making a purchase.



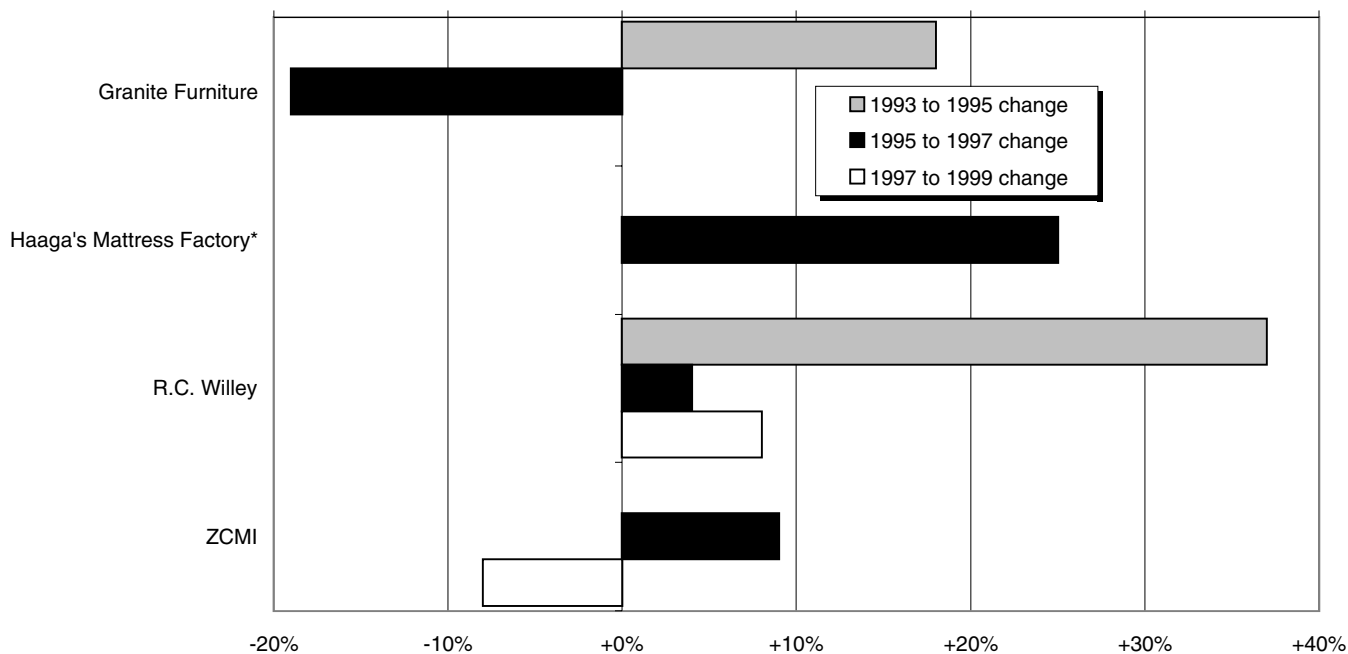
FURNITURE STORE MARKET SHARE TRENDS

	1993 12-month shopping	1995 12-month shopping	1993 to 1995 change	1997 12-month shopping	1995 to 1997 change	1999 12-month shopping	1997 to 1999 change
Granite Furniture	22%	26%	+18%	21%	-19%	21%	+0%
Haaga's Mattress Factory*	4%	4%	+0%	5%	+25%	5%	+0%
R.C. Willey	35%	48%	+37%	50%	+4%	54%	+8%
ZCMI	11%	11%	+0%	12%	+9%	11%	-8%

How to read: This table shows the change in market share for a store from survey to survey. **For example:** Granite Furniture had an 18 percent increase from 1993 to 1995, a 19 percent decrease from 1995 to 1997, and no change from 1997 to 1999.

Note: Other stores were not profiled due to small sample size.

*small sample size; interpret with caution



FURNITURE STORE CROSS-SHOPPING PATTERNS

For adults who shopped in the past 12 months.

	Granite Furniture	Haaga's Mattress Factory*	R.C. Willey	ZCMI
Granite Furniture		9%	78%	22%
Haaga's Mattress Factory*	33%		77%	11%
R.C. Willey	30%	8%		15%
ZCMI	43%	6%	76%	

How to read: This table shows the percentage of each store's shoppers that also shop at other stores. For example, 9 percent of Granite's shoppers also shopped at Haaga'.

Note: Other stores were not profiled due to small sample size.

*small sample size; interpret with caution

FURNITURE STORE PURCHASE INTENTIONS

For adults who shopped in the past 12 months.

Item	Number of adults	Percent of adults
Wallpaper, paint, or other wall coverings	317,100	51%
Draperies, blinds, or other window coverings	230,800	37%
Carpeting, linoleum, tiles, or wood flooring	222,600	36%
Bedroom furniture	182,100	29%
Lighting fixtures	177,900	28%
Bathroom fixtures	156,100	25%
Family room or den furniture	152,800	24%
Living room furniture	140,200	22%
Dining room or kitchen furniture	114,700	18%
Kitchen fixtures	107,500	17%
Gas fireplace	52,600	8%



FURNITURE STORE DEMOGRAPHIC PROFILES

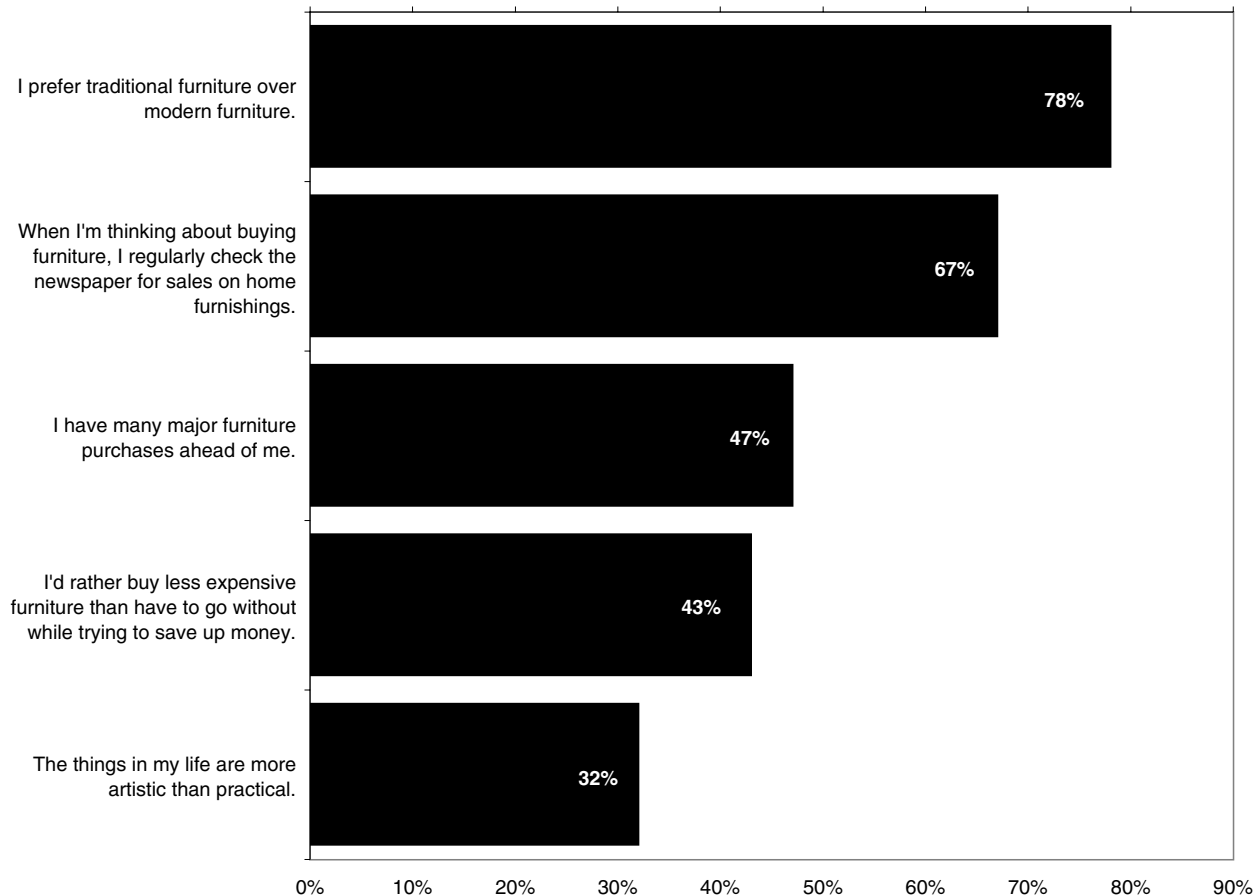
For adults who shopped in the past 12 months.

	Market	Granite Furniture	Haaga's Mattress Factory*	R.C. Willey	ZCMI
Market Share					
Percentage of Adults	100%	21%	5%	54%	11%
Number of Adults	628,000	128,900	33,600	336,400	66,500
Gender					
Male	49%	47%	48%	49%	45%
Female	51%	53%	52%	51%	55%
Age					
18-24	13%	9%	14%	12%	10%
25-34	21%	23%	14%	21%	22%
35-44	24%	27%	31%	26%	25%
45-54	18%	13%	13%	20%	18%
55-64	10%	13%	13%	11%	12%
65 or Older	14%	15%	15%	9%	13%
Homeownership					
Own	75%	80%	82%	79%	86%
Rent	25%	20%	18%	21%	14%
Marital Status					
Married	67%	80%	78%	73%	74%
Single	18%	11%	16%	14%	13%
Divorced	10%	8%	6%	10%	9%
Widowed	5%	2%	1%	3%	4%
Education Level					
Bachelor's Degree or Higher	32%	39%	37%	32%	38%
Some College or Technical Training	33%	37%	32%	35%	41%
High School Grad or Less	35%	25%	31%	33%	22%
Occupation					
Executive, Professional, Technical	29%	33%	35%	27%	36%
Sales, Clerical	24%	25%	27%	27%	26%
Blue Collar	22%	18%	11%	23%	13%
Retired	15%	15%	15%	12%	14%
Homemaker	7%	5%	8%	8%	8%
Not Employed	4%	4%	5%	4%	4%
Household Income					
Below \$25,000	14%	13%	6%	10%	8%
\$25,000 - \$34,999	17%	10%	18%	17%	11%
\$35,000 - \$49,999	25%	26%	22%	24%	25%
\$50,000 - \$74,999	24%	29%	32%	27%	22%
\$75,000 or More	20%	23%	23%	23%	34%
Readership					
Daily	55%	64%	60%	57%	63%
Sunday	65%	73%	74%	71%	76%

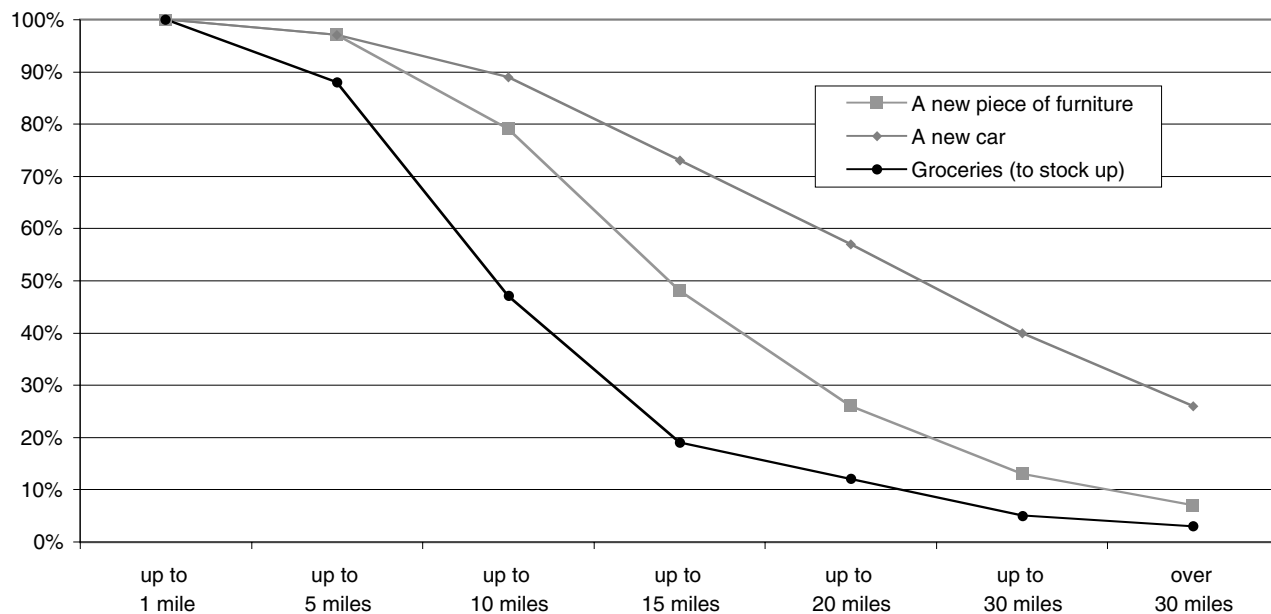
**small sample size; interpret with caution*

FURNITURE STORE SHOPPING ATTITUDES

Percentage of adults who agree with the following statements.



DISTANCE SHOPPERS ARE WILLING TO TRAVEL



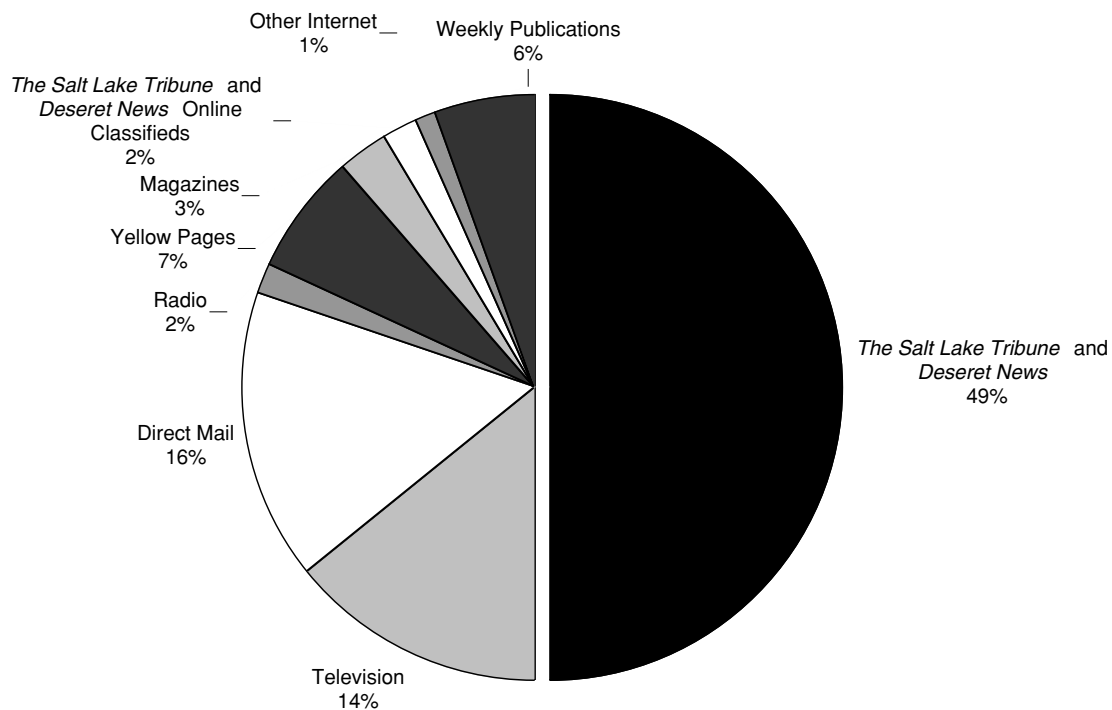
Type of Shopping Trip	up to 1 mile	up to 5 miles	up to 10 miles	up to 15 miles	up to 20 miles	up to 30 miles	over 30 miles
A new piece of furniture	100%	97%	79%	48%	26%	13%	7%
A new car	100%	97%	89%	73%	57%	40%	26%
Groceries (to stock up)	100%	88%	47%	19%	12%	5%	3%

How to read: 80 percent of adults are willing to travel up to 10 miles to buy furniture. Only 13 percent are willing to travel up to 30 miles.

Note: The statistics for groceries and a new car are shown for comparison purposes.

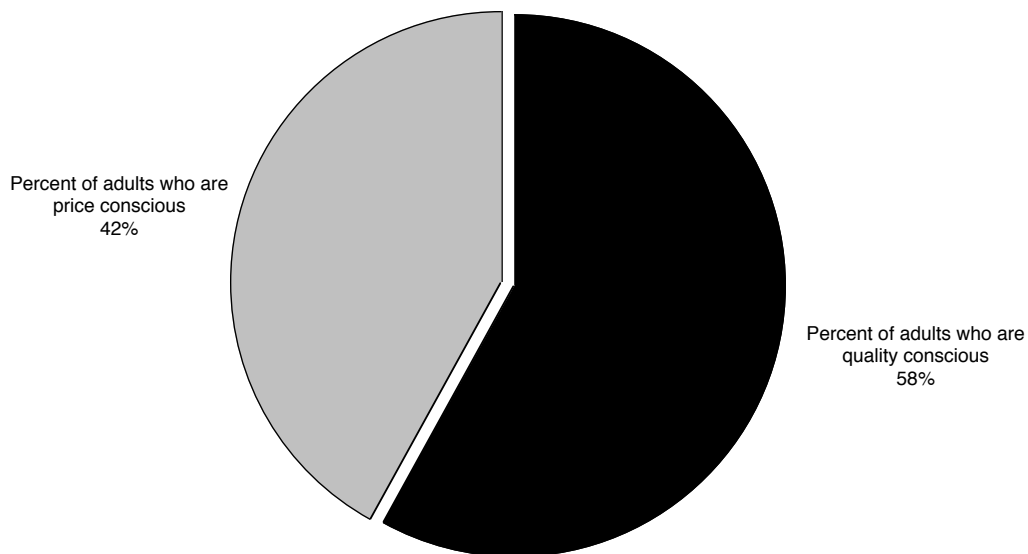


PREFERRED ADVERTISING SOURCE FOR FURNITURE



Note: Percentages may total more than 100 percent because some respondents chose more than one source.

PRICE-QUALITY PREFERENCE FOR FURNITURE



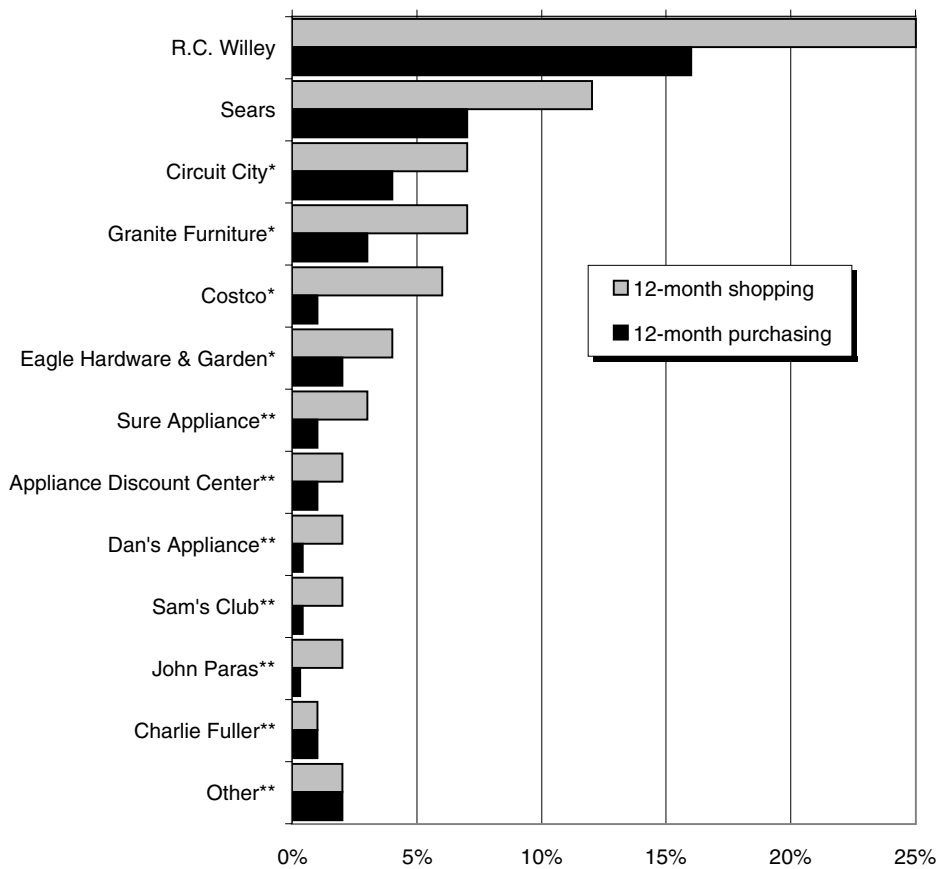
HOME APPLIANCE STORE MARKET SHARE

	12-month shopping	12-month purchasing	Percent of shoppers making a purchase
R.C. Willey	25%	16%	64%
Sears	12%	7%	58%
Circuit City*	7%	4%	57%
Granite Furniture*	7%	3%	43%
Costco*	6%	1%	17%
Eagle Hardware & Garden*	4%	2%	50%
Sure Appliance**	3%	1%	33%
Appliance Discount Center**	2%	1%	50%
Dan's Appliance**	2%	0.4%	20%
Sam's Club**	2%	0.4%	20%
John Paras**	2%	0.3%	15%
Charlie Fuller**	1%	1%	100%
Other**	2%	2%	100%

How to read: 25 percent of adults have shopped for home appliances at R.C. Willey with 16 percent purchasing. This represents 64 percent of shoppers making a purchase.

*small sample size; interpret with caution

**very small sample size; interpret with extreme caution



HOME APPLIANCE STORE MARKET SHARE TRENDS

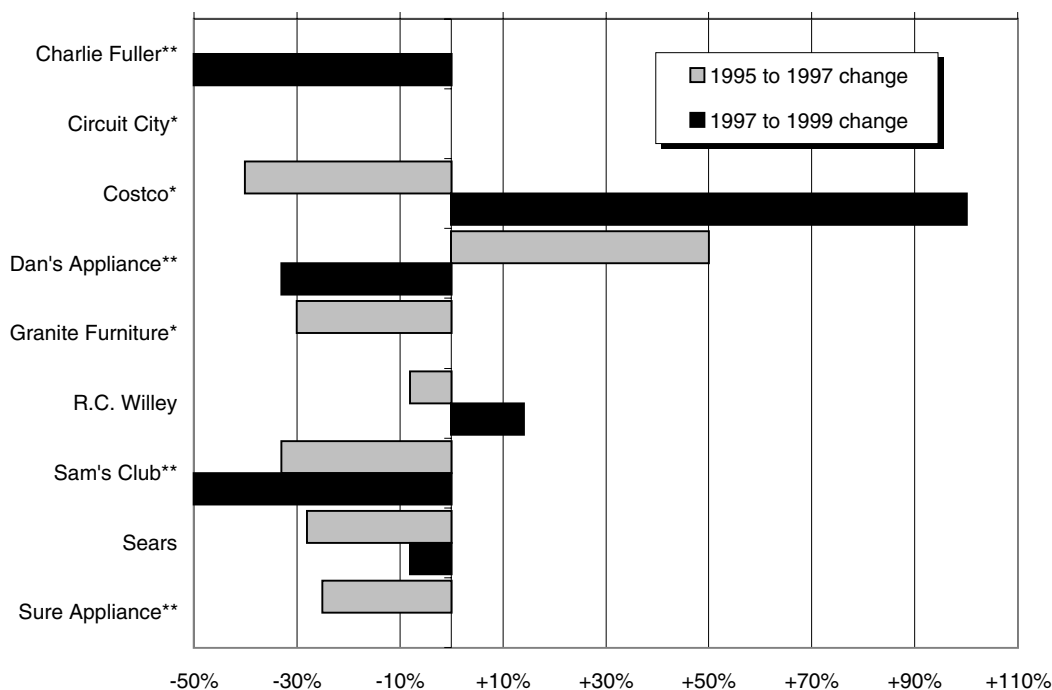
	1995 12-month shopping	1997 12-month shopping	1995 to 1997 change	1999 12-month shopping	1997 to 1999 change
Charlie Fuller**	2%	2%	+0%	1%	-50%
Circuit City*	ns	7%	ns	7%	+0%
Costco*	5%	3%	-40%	6%	+100%
Dan's Appliance**	2%	3%	+50%	2%	-33%
Granite Furniture*	10%	7%	-30%	7%	+0%
R.C. Willey	24%	22%	-8%	25%	+14%
Sam's Club**	6%	4%	-33%	2%	-50%
Sears	18%	13%	-28%	12%	-8%
Sure Appliance**	4%	3%	-25%	3%	+0%

How to read: This table shows each store's change in market share from survey to survey. **For example:** Charlie Fuller had no change from 1995 to 1997, and had a 50 percent decrease from 1997 to 1999.

ns= not surveyed

*small sample size; interpret with caution

**very small sample size; interpret with extreme caution



HOME APPLIANCE STORE CROSS-SHOPPING PATTERNS

	Circuit City*	Costco*	Eagle Hardware & Garden*	Granite Furniture*	R.C. Willey	Sears
Circuit City*		20%	22%	36%	68%	34%
Costco*	26%		24%	27%	68%	35%
Eagle Hardware & Garden*	38%	33%		45%	70%	50%
Granite Furniture*	38%	22%	27%		68%	35%
R.C. Willey	20%	16%	12%	19%		28%
Sears	22%	18%	18%	21%	60%	

How to read: This table shows the percentage of each store's shoppers that shop at other stores. **For example:** Twenty percent of Circuit City shoppers also shop at Costco. **Note:** Other stores were not profiled due to small sample size.

*small sample size; interpret with caution

HOME APPLIANCE STORE DEMOGRAPHIC PROFILES

For adults who shopped in the past 12 months.

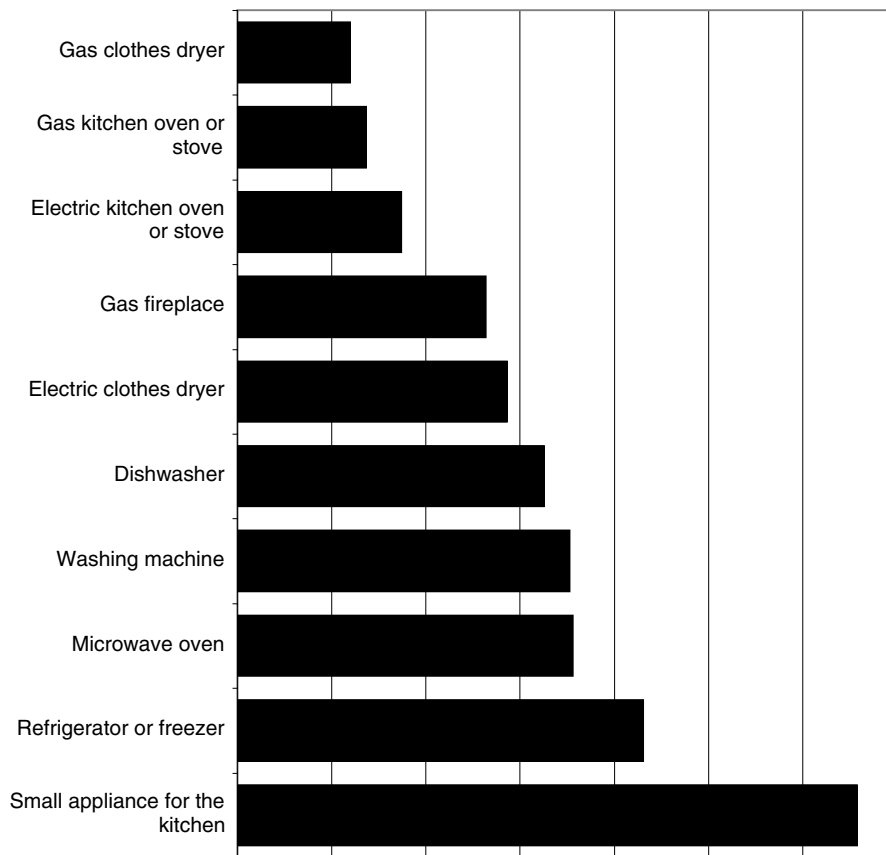
	Market	Circuit City*	Costco*	Eagle Hardware & Garden*	Granite Furniture*	R.C. Willey	Sears
Market Share							
Percentage of Adults	100%	7%	6%	4%	7%	25%	12%
Number of Adults	628,000	46,000	36,200	26,300	44,000	156,900	72,600
Gender							
Male	49%	29%	44%	56%	35%	43%	47%
Female	51%	71%	56%	44%	65%	57%	53%
Age							
18-24	13%	14%	21%	22%	20%	12%	11%
25-34	21%	25%	25%	31%	33%	27%	21%
35-44	24%	17%	34%	25%	19%	27%	30%
45-54	18%	34%	12%	10%	19%	17%	20%
55-64	10%	8%	4%	5%	2%	8%	9%
65 or Older	14%	2%	5%	7%	7%	10%	9%
Homeownership							
Own	75%	80%	83%	83%	79%	79%	78%
Rent	25%	20%	18%	17%	21%	21%	22%
Marital Status							
Married	67%	65%	62%	56%	73%	70%	68%
Single	18%	25%	35%	29%	21%	15%	18%
Divorced	10%	6%	2%	14%	5%	11%	12%
Widowed	5%	5%	1%	2%	2%	4%	2%
Education Level							
Bachelor's Degree or Higher	32%	27%	22%	29%	25%	29%	31%
Some College or Technical Training	33%	43%	27%	28%	37%	33%	30%
High School Grad or Less	35%	31%	51%	43%	38%	39%	39%
Occupation							
Executive, Professional, Technical	29%	30%	20%	22%	23%	31%	28%
Sales, Clerical	24%	27%	36%	26%	27%	22%	26%
Blue Collar	22%	18%	23%	32%	20%	22%	25%
Retired	15%	2%	5%	7%	6%	12%	11%
Homemaker	7%	14%	11%	10%	15%	9%	2%
Not Employed	4%	9%	5%	2%	9%	5%	7%
Household Income							
Below \$25,000	14%	6%	10%	17%	5%	7%	10%
\$25,000 - \$34,999	17%	17%	12%	12%	23%	19%	16%
\$35,000 - \$49,999	25%	18%	14%	20%	27%	26%	29%
\$50,000 - \$74,999	24%	31%	32%	27%	19%	27%	26%
\$75,000 or More	20%	29%	32%	24%	26%	21%	19%
Readership							
Daily	55%	60%	60%	54%	53%	55%	50%
Sunday	65%	74%	74%	72%	73%	67%	63%

**small sample size; interpret with caution*

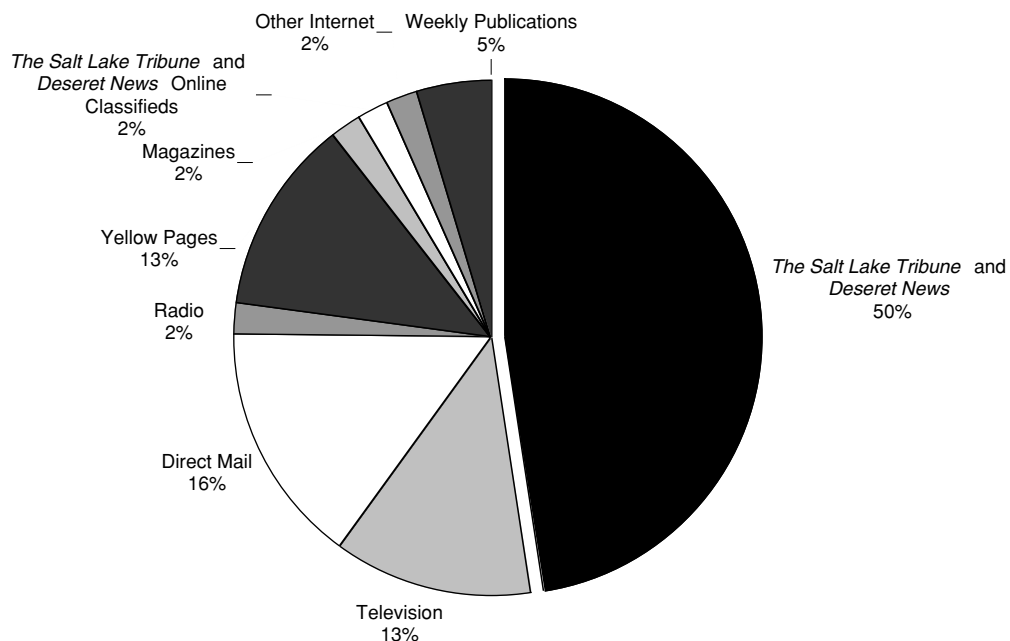
HOME APPLIANCE PURCHASE INTENTIONS

For adults who shopped in the past 12 months.

	Number of adults	Percent of adults
Small appliance for the kitchen	131,500	21%
Refrigerator or freezer	86,100	14%
Microwave oven	71,100	11%
Washing machine	70,400	11%
Dishwasher	65,000	10%
Electric clothes dryer	57,100	9%
Gas fireplace	52,600	8%
Electric kitchen oven or stove	34,600	6%
Gas kitchen oven or stove	27,200	4%
Gas clothes dryer	23,800	4%



PREFERRED ADVERTISING SOURCE FOR APPLIANCES

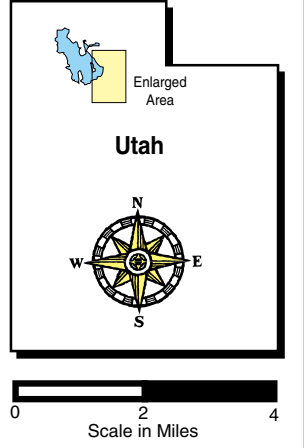


Note: Percentages may total more than 100 percent because some respondents chose more than one source.



FURNITURE STORES IN THE SALT LAKE MARKET

The Salt Lake Primary Market area includes ZIP Codes in Salt Lake and southern Davis Counties.



Great Salt Lake

- America's Best Furniture
 - Appliance Discount Center
 - Campo
 - Charlie Fuller
 - Circuit City
 - Copenhagen West
 - Costco
 - Dan's Appliance
 - Eagle Hardware
 - Ethan Allen
 - Granite Furniture
 - Haagas
 - Home Furnishings Mall
 - John Paras
 - Lofgren's
 - Nationwide Warehouse
 - 19th Century Furniture
 - R.C. Willey
 - Sam's Club
 - San Francisco Design
 - Sears
 - Sure Appliance
 - Thomasville Furniture
 - ZCMI
- ▭ Mountains
 - Ⓜ Interstate
 - Major Road
 - ▭ Water

