

Recruitment

STATISTICAL SUMMARY OF THE SALT LAKE MARKET



INTRODUCTION & 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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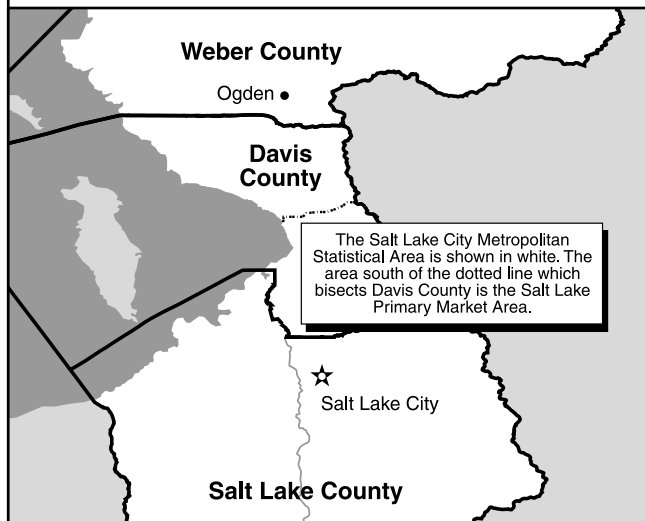
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AREA MAPS

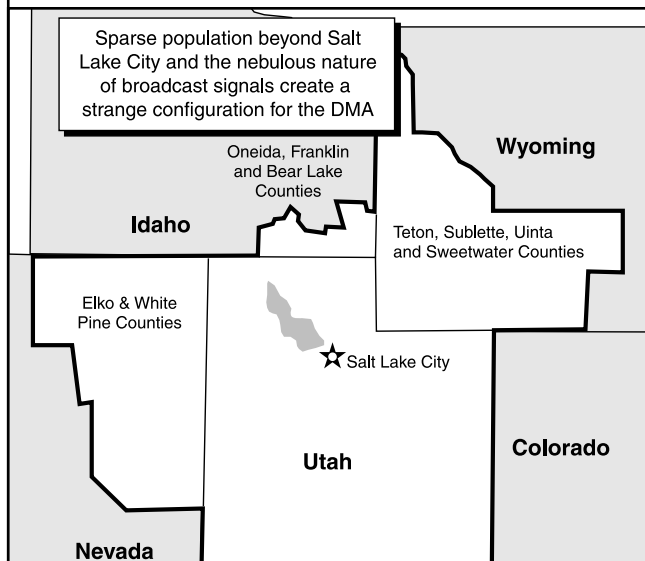
The Primary Market Area

The geography and population patterns within the Metropolitan Statistical Area (MSA) create two separate primary markets centered around Ogden and Salt Lake City. The largest of these, the Salt Lake Primary Market Area (PMA), includes roughly half the households in the entire state. While the MSA is most common in national statistical summaries, the PMA is the area most commonly called "the Salt Lake market" by Utah retailers.



The Metropolitan Statistical Area

The Salt Lake City - Ogden MSA is defined by the U.S. Census Bureau. It includes Weber, Davis and Salt Lake Counties, and ranks 46th in the nation for total population.



Designated Market Area

The densely populated Salt Lake area is surrounded by thousands of sparsely populated square miles. The Designated Market Area (DMA) for the Salt Lake Market is ranked 36th for households. The DMA boundaries are assigned by the A.C. Nielsen Company.

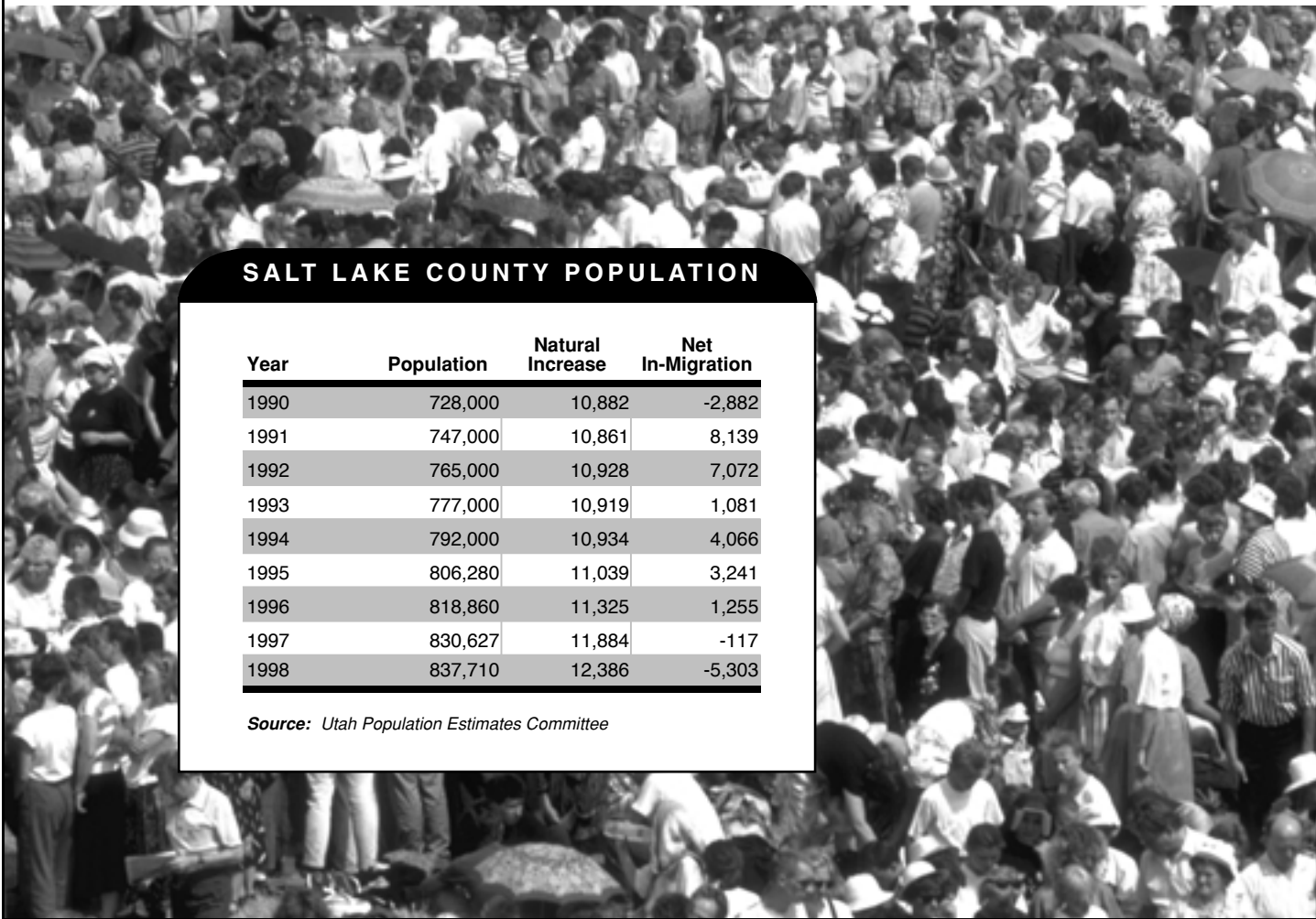
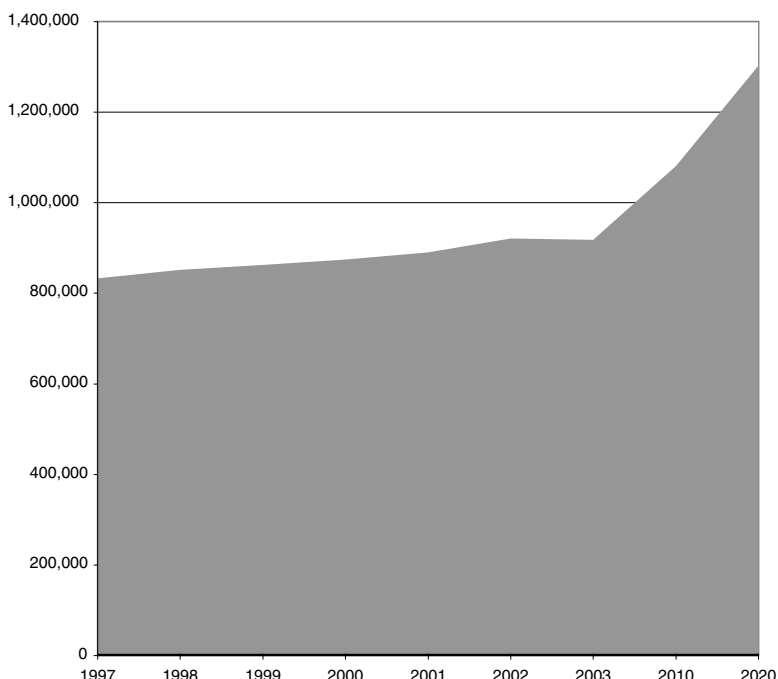
Modest Growth Helps with Growth Challenges.

Net in-migration to the state has declined dramatically from the recent peak of approximately 23,000 persons in 1994 to just over 2,000 in 1998. Less in-migration results in lower population growth.

Utah's population reached an estimated 2,083,238 persons in 1998, an increase of 34,485 or 1.7 percent. This is the lowest rate of population growth in eight years. To many, lower population growth is welcomed as the state rebuilds vital transportation infrastructure and continues to respond to the impact of several years of rapid job and population growth.

Less population growth, in essence, relieves some congestion problems and allows service providers and infrastructure development to catch up.

Salt Lake County Population Projections



SALT LAKE COUNTY POPULATION

Year	Population	Natural Increase	Net In-Migration
1990	728,000	10,882	-2,882
1991	747,000	10,861	8,139
1992	765,000	10,928	7,072
1993	777,000	10,919	1,081
1994	792,000	10,934	4,066
1995	806,280	11,039	3,241
1996	818,860	11,325	1,255
1997	830,627	11,884	-117
1998	837,710	12,386	-5,303

Source: Utah Population Estimates Committee

UTAH POPULATION HIGHLIGHTS

Median Age, 1998 (Ranked youngest in U.S.)	26.7 years
Birth Rate, 1996 (Ranked highest in U.S.)	20.7/1,000 population
Household Size, 1995 (Ranked largest in U.S.)	3.12 persons/household
Percent of Population Living in Salt Lake, Davis, Utah and Weber Counties	77%

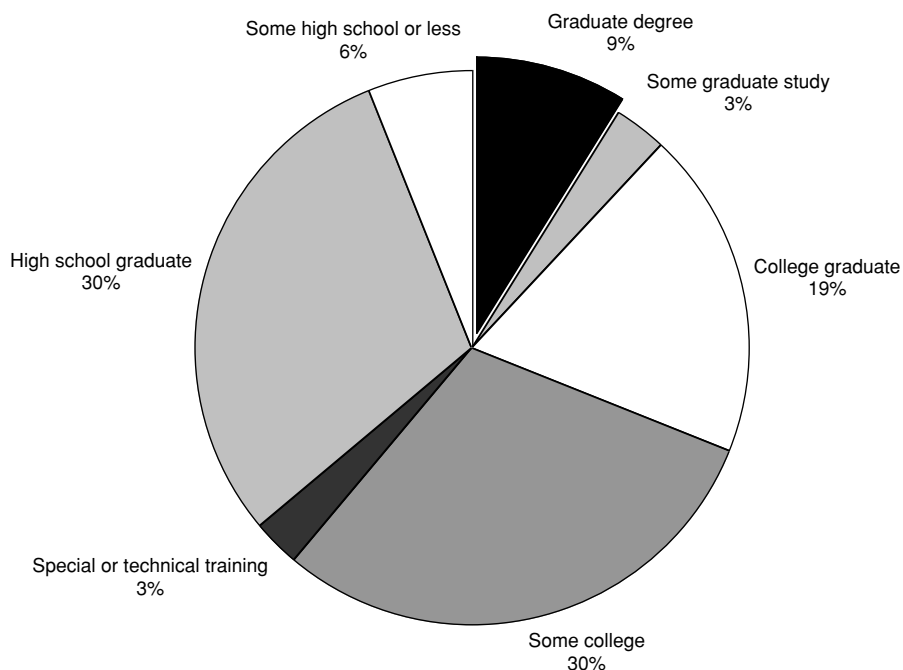
Source: U.S. Census Bureau, Census Update for State of Utah.

DEMOGRAPHIC PROFILE OF SALT LAKE COUNTY AND THE U.S.

	U.S.	Salt Lake County	Index
Age			
18-24	11%	10%	97
25-34	17%	17%	100
35-44	15%	14%	95
45-54	10%	8%	83
55-64	9%	6%	72
65-74	7%	5%	68
75+	5%	3%	66
Median Age			
	33.7	27.8	
Education (Persons 25 Years and Over)			
Graduate Degree	7%	8%	105
Bachelor's Degree	13%	16%	124
Associate's Degree	6%	8%	122
Some College	19%	27%	147
High School Graduate	30%	26%	88
Less than High School	25%	15%	59
Employment Characteristics			
Managerial/Professional	26%	27%	104
Technical, Sales	15%	17%	112
Administrative Support	16%	18%	112
Service	13%	12%	93
Farming, Forestry, Fishing	2%	1%	37
Precision Production, Craft, Repair	11%	11%	95
Operator, Fabricators, Laborers	15%	13%	89
Household Income			
Less than \$15,000	24%	21%	86
\$15,000 to \$24,999	18%	19%	111
\$25,000 to \$34,999	16%	18%	116
\$35,000 to \$49,999	18%	20%	112
\$50,000 to \$74,999	15%	14%	94
\$75,000 or More	10%	7%	76
Median Household Income			
	\$30,056	\$30,149	

Source: U.S. Census Bureau, Census update for State of Utah, 1990.

EDUCATIONAL ATTAINMENT OF SALT LAKE ADULTS



Sixty-one percent of Salt Lake adults are college-educated.

Education

Utah ranks among the leading states in the educational attainment of its population. The state's system of public and private education offers a high-quality educational experience for the nearly one-half million students in elementary and secondary programs. In 1998, Utah's 40 school districts graduated 35,706 students.

Enrollment and Graduation

Graduates include students who earned associate's degrees and certificates for completing programs of a duration of at least one year, and bachelors', masters' and doctorate degrees. Degrees awarded by major area of study are shown below. From 1997 to 1998, one-third of all college graduates received degrees in science, engineering, agricultural and natural resources, or graduate-level studies.

COLLEGE DEGREES AWARDED BY MAJOR AREA OF STUDY IN UTAH

	Associates' degrees	Bachelors' degrees	Masters' degrees	Doctorate degrees
Agricultural and natural resources	44	217	33	4
Architecture and related studies	1	70	30	0
Biological/life sciences	95	302	24	30
Business and marketing	704	1,691	376	4
Communications	20	318	10	5
Computer and information sciences	154	303	84	5
Education	228	1,085	472	33
Engineering and related technologies	277	585	154	58
Foreign languages	12	234	9	3
Health professions	785	592	236	29
Liberal arts and sciences/general studies	4,024	137	23	0
Mathematics	17	63	19	14
Physical sciences and science technologies	31	173	40	35
Psychology	45	462	43	18
Social sciences and public administration	94	1,423	200	35
Visual and performing arts	143	400	37	0
Vocational studies	575	204	0	0
Other	0	236	27	8
Total	7,249	8,495	1,817	281

Source: Utah State Board of Regents 1999-2000 Data Book

HIGH SCHOOL AND COLLEGE ATTAINMENT

Persons age 25 and older in western states, 1998.

State	Percent completed high school	Percent completed college
Washington	92.0%	28.1%
Wyoming	90.0%	19.8%
Colorado	89.6%	34.0%
Utah	89.3%	27.6%
Montana	89.1%	23.9%
Nevada	89.1%	20.6%
Oregon	85.5%	27.7%
Idaho	82.7%	20.3%
Arizona	81.9%	21.9%
California	80.1%	26.4%
New Mexico	79.6%	23.1%

Source: U.S. Census Bureau, *Educational Attainment in the United States March 1998.*

Education Highlights

- ✓ Utah ranks sixth in the nation in the percent of persons age 25 and older who have completed high school — 89.3 percent.
- ✓ Utah ranks 11th in the nation in the percent of persons age 25 and older who have attained bachelors' degrees — 27.6 percent.
- ✓ In a national study, 94 percent of the Utah population age 18 to 64 was classified as literate — the highest literacy rate in the country.

Source: U.S. Census Bureau, *March 1998.*

COLLEGE ENROLLMENT

Higher Education

Utah has six four-year, degree-granting universities and colleges, including four state institutions and two private institutions as well as five community colleges. The University of Utah, Utah State University and Brigham Young University are the largest institutions in terms of student enrollment, number of degrees conferred, and research and development expenditures. In recent years, more than one-quarter of all students either worked on graduate degrees or declared undergraduate majors in science, engineering, agriculture, natural resources, mining and minerals or medicine and pharmacy. Total student enrollment in Utah public and private four-year, degree-granting universities and colleges in fall 1999 was 159,302.

Source: Governor's Office of Planning and Budget, *Demographic and Economic Analysis Section.*

Public Institutions	1999 Fall Head Count
University of Utah	25,788
Utah State University	20,865
Weber State University	15,444
Southern Utah University	6,025
Salt Lake Community College	21,273
Dixie College	6,191
College of Eastern Utah	2,688
Utah Valley State College	20,062
Snow College	4,081
Public Total	122,417
Private Institutions	
Brigham Young University	31,335
Westminster College	2,250
University of Phoenix	2,400
LDS Business College	900
Private Institutions	36,885
Combined Total	159,302

ACCRA COST OF LIVING INDICATORS FOR SELECT WESTERN CITIES

For the first quarter of 1999 (U.S. average = 100).

	All Items	Groceries	Housing	Utilities	Transportation	Health care	Misc.
Salt Lake City, UT	106.6	106.5	117.8	79.6	103.8	99.7	105.6
Phoenix AZ	101.9	102.0	99.0	103.1	112.2	112.6	99.2
Los Angeles CA	126.2	113.6	157.7	120.0	122.0	115.7	110.1
Denver CO	107.9	110.8	121.4	86.1	110.6	114.2	98.7
Boise ID	97.5	100.5	97.9	75.2	100.7	114.6	97.6
Las Vegas NV	104.6	112.7	103.6	88.1	116.0	119.9	99.6
Reno-Sparks, NV	108.9	107.2	118.6	94.9	112.1	121.1	102.0
Portland OR	111.7	107.0	123.3	80.9	120.4	120.5	107.7
Tacoma WA	103.9	104.0	105.2	71.3	115.4	132.1	102.8

Source: American Chamber of Commerce Researcher's Association, First Quarter 1999

QUALITY OF LIFE IN UTAH

Advantages of a Varied Geography

Residents of Utah enjoy an invigorating four-season climate, a moderate cost of living, high-quality education, excellent health care and outstanding cultural and recreational opportunities. These economic, social and cultural advantages make Utah a very desirable place to live.

Climate and Weather

Utah's four-season climate is stimulating and healthy. The state's altitude ranges from a low of 2,200 feet in southwestern-most Washington County, to more than 13,500 feet in the high Uintas. The average maximum daytime temperature for Utah's metropolitan area ranges from 37 degrees in January to 93 degrees in July.

Low humidity and a lot of sunshine are two favorable aspects of Utah's weather. In Salt Lake County, the summer daytime relative humidity averages less than 30 percent, and sunny skies prevail an average of 237 days a year.

Annual precipitation varies from less than five inches in Utah's arid Great Salt Lake Desert to more than 60 inches in the northern mountain ranges. In Davis, Salt Lake, Utah and Weber counties, precipitation averages 6 inches per year. Snow accumulates to depths of 10 feet or more at many Wasatch Mountain ski resorts. At some locations, the season-long snow total will be 40 to 50 feet.

Because of the state's inland location, Utah's snow is unusually dry, earning it the reputation of being the world's greatest powder.

Quality of Life Highlights

- ✓ The average price of a home sold in Salt Lake County in 1998 was \$160,672.
- ✓ Residents of the state enjoy lower disease rates and longer life expectancies.
- ✓ Utah's culture emphasizes a family and community lifestyle. Thirty-three states have higher crime rates than Utah.
- ✓ Utah's professional sports teams include the Utah Jazz of the NBA, the Salt Lake Buzz of Triple A Baseball, the Utah Grizzlies Hockey Club of the International Hockey League and the Utah Starzz of the WNBA.
- ✓ Utahns enjoy the arts, supporting Utah Symphony, Ballet West, Utah Opera Co., and the Theater League of Utah.

Source: Utah Department of Community and Economic Development, 1997-1998 Utah Facts Book. Morgan Quitno Press, 1999.



Labor Force Overview

Utah's employment growth rate decreased again in 1998. The percentage of nonfarm jobs, at 3.0 percent in 1998, is down somewhat from the 1997 rate of 4.2 percent. Utah's employment expansion peaked at 6.2 percent in 1994. Last year's (1998) 3 percent rate is the eleventh consecutive time annual job growth has been 3% or greater. The longest previous string since 1950 was only four years. In 1998, Utah added 29,400 net new jobs. Utah's unemployment rate climbed to 3.7 percent in 1998 from 3.1 in 1997. The average annual wage increase for Utah's nonfarm jobs in 1998 was 4.2 percent.

Quality Work Force.

Utah's population is young, healthy and well-educated. The median age in the state is 26.9, eight years younger than the national average and the lowest of all states. The work force is also healthy. The life expectancy of Utahns, 77.7 years, is longer than all but two states (Minnesota and Hawaii). Many companies find this young, healthy work force attractive. Utah's population is relatively well-educated and computer literate. Utah ranks second among states in the percent of the population with a high school diploma and leads the nation at 64 percent in the percentage of homes with personal computers. These statistics show that Utah's best economic asset continues to be its people.

1998 FIRM OPENINGS AND EXPANSIONS IN UTAH

Alliant Techsystems	Personal Wealth Advisors
Bureau of the Census	PowerQuest
Dana Corporation	Providian Financial Corp.
Discover Brokerage Direct	Reesebrothers Inc.
Diversified Power Management	Sears
Ebay	Select Comfort
FirstPlus Financial Group	Smead Manufacturing
Gateway	Specialized Bicycles
Hill Air Force Base	Sterling Truck of Utah
Intel	Summo USA Corporation
MarketStar Corporation	Teltrust Inc.
Nestle	TheraTech, Inc.
OEA	Utility Trailer Company
Pagenet	Wasatch Constructors
Perot Systems	Wholesome & Hearty Foods Inc.

Source: Utah 1999 Economic Report to the Governor.

Labor Market Highlights

- ✓ The pool of young workers is projected to increase 60 percent by the year 2020.
- ✓ The quality of the labor market in Utah is enhanced by the highest literacy rate in the United States.
- ✓ Utah is a right-to-work state, with less than 5 percent of manufacturing employees affiliated with unions.
- ✓ With more than 7,500 employees, Convergys (formerly Matrixx Marketing) is the largest private employer (excluding educational institutions).

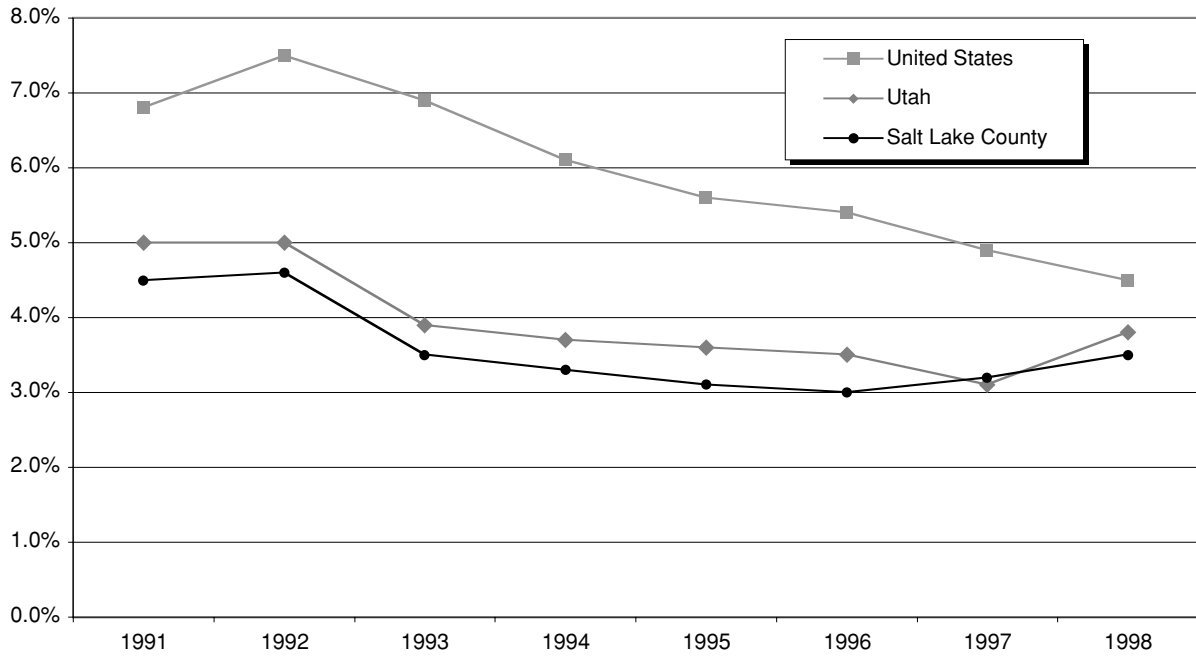
TOP-50 OCCUPATIONS IN DEMAND IN UTAH, 1998-2003

Accountants and Auditors	Insurance Sales Workers
Adjustment Clerks	Janitors and Cleaners
Amusement and Recreation Attendants	Lawyers
Automotive Mechanics	Maids and Housekeeping Cleaners
Carpenters	Maintenance Repairers, General Utility
Cashiers	Managers, Financial
Child Care Workers	Managers, Food Service/Lodging
Clerical Supervisors	Managers, General and Top Executives
Commercial Artists	Managers, Marketing, Advertising, Public Relations
Computer Programmers	Marketing and Sales Supervisors
Computer Systems Analysts	Nursing Aides and Orderlies
Cooks, Fast Food	Physicians
Cooks, Restaurant	Reception and Information Clerks
Cosmetologists	Registered Nurses
Counter and Rental Clerks	Sales Agents, Business
Dental Assistants	Sales and Related Workers
Designers, Interior Design	Sales Clerks
Engineers, Electrical and Electronics	Sales Representatives, Non-Technical
Fast Food Workers	Secretaries, Legal or Medical
Food Preparation Workers	Stock Clerks, Sales Floor
Gardeners and Groundskeepers	Teachers, Secondary School
General Office Clerks	Telemarketers and Door-To-Door Sales
Guards	Truck Drivers, Heavy
Hand Packers and Packagers	Truck Drivers, Light
Home Health Aides	Waiters and Waitresses

TOP-50 OCCUPATIONS WITH MOST NEW JOBS IN UTAH, 1998-2003

Occupation	New Jobs	Occupation	New Jobs
Accountants and Auditors	1,630	Lawyers	900
Accounting Clerks	770	Maids/Housekeeping Cleaners	1,220
Adjustment Clerks	1,340	Maintenance Repairers, General Utility	1,410
Automotive Mechanics	1,540	Managers, Financial	1,230
Carpenters	2,190	Managers, Food Service/Lodging	1,650
Cashiers	4,030	Managers, General and Top Execs	3,500
Child Care Workers	1,360	Managers, Marketing, Advertising, Public Relations	1,010
Clerical Supervisors	1,630	Marketing and Sales Supervisors	4,440
Commercial Artists	870	Nursing Aides and Orderlies	1,170
Computer Systems Analysts	2,040	Physicians	740
Cooks, Fast Food	870	Reception and Information Clerks	1,850
Cooks, Restaurant	990	Registered Nurses	2,620
Cosmetologists	820	Sales and Related Workers	1,050
Counter and Rental Clerks	790	Sales Clerks	5,660
Designers, Interior Design	770	Sales Representatives, Non-Technical	1,610
Engineers, Computer	1,310	Secretaries, Legal or Medical	2,910
Fast Food Workers	870	Shipping and Receiving Clerks	730
Food Preparation Workers	1,490	Stock Clerks, Sales Floor	810
Gardeners and Groundskeepers	850	Teacher Aides, Paraprofessional	770
General Office Clerks	1,780	Teachers, Elementary	740
Guards	1,040	Teachers, Secondary School	1,220
Hand Packers and Packagers	760	Telemarketers and Door-To-Door Sales	810
Home Health Aides	980	Truck Drivers, Heavy	3,680
Instructors, Adult (Non-VocEd)	860	Truck Drivers, Light	1,580
Janitors and Cleaners	2,450	Waiters and Waitresses	3,030

ANNUAL UNEMPLOYMENT RATE



	1991	1992	1993	1994	1995	1996	1997	1998
United States	6.8%	7.5%	6.9%	6.1%	5.6%	5.4%	4.9%	4.5%
Utah	5.0%	5.0%	3.9%	3.7%	3.6%	3.5%	3.1%	3.8%
Salt Lake County	4.5%	4.6%	3.5%	3.3%	3.1%	3.0%	3.2%	3.5%

Source: Utah Department of Workforce Services



UTAH'S LARGEST EMPLOYERS, 1998

Utah's Largest Employers

Firm Name	Business	Approximate Employment December 1998
State of Utah	State Government	21,000
University of Utah (Incl. Hospital)	Higher Education	17,500
Brigham Young University	Higher Education	16,500
Hill Air Force Base	Military Installation	8,700
Granite School District	Public Education	8,000
Jordan School District	Public Education	7,500
Convergys (Matrixx Marketing)	Telemarketing	7,500
Utah State University	Higher Education	6,500
Davis School District	Public Education	6,500
Smith's Food King	Food Stores	6,500
U.S. Postal Service	Mail Distribution	6,000
Autoliv Asp (Morton International)	Automotive Products	6,000
Salt Lake County	County Government	5,000
Wal-Mart Stores	Drug & Variety Stores	5,000
Alpine School District	Public Education	5,000
Delta Airlines	Air Transportation	4,500
Albertson's	Food Stores	4,500
IHC Hospitals (partial)	Hospitals and Clinics	4,000
ZCMI	Department Stores	4,000
Internal Revenue Service	Federal Government	4,000
LDS Hospital	Hospital	4,000
Salt Lake City School	District Public Education	4,000
Cordant Technologies (Thiokol Corp.)	Aerospace Manufacturing	3,500
United Parcel	Service Mail Carrier	3,000
Kmart Corporation	Drug & Variety Stores	3,000
Weber School District	Public Education	3,000
Salt Lake City Corporation	City Government	3,000
U.S. West Communications	Communications	3,000
Icon Health & Fitness	Sporting & Athletic Goods	3,000
Salt Lake Community College	Higher Education	2,500
Weber State University	Higher Education	2,500
Zions First National	Bank Banking	2,500
J.C. Penney Company	Department Stores	2,500
Sears Roebuck & Co.	Department Stores	2,500
Utah Valley Regional Medical Center	Hospital	2,500
First Security Bank	Banking	2,500
C R England & Sons	Trucking	2,500
Pacificorp (Utah Power)	Electric Power	2,500
Novell	Computer Equipment	2,500
Geneva Steel	Steel Products	2,500
Utah Valley State College	Higher Education	2,500
McKay-Dee Hospital	Hospital	2,500
Fred Meyer	Food/Department Stores	2,500
Intermountain Employment	Temporary Placement	2,500
Unibase Data Entry	Data Entry Service	2,500
Super Target	Department Stores	2,000
Novus (Discover Card)	Consumer Loans	2,000
Kennecott Minerals Copper	Mining and Smelting	2,000
Kelly Services	Temporary Placement	2,000
Nebo School District	Public Education	2,000
Primary Children's	Medical Center Hospital	2,000
Shopko Department	Stores	2,000
Provo City School District	Public Education	2,000
Washington County School District	Public Education	2,000
Union Pacific Railroad	Railroad	2,000
RC Willey Home Furniture	Home Furnishings Stores	2,000
Alliant Techsystems	Space Propulsion	2,000
Snowbird Corporation	Lodging	1,500
Harmon's Grocery Stores	Food Stores	1,500
Pizza Hut	Restaurants	1,500

Source: Utah Department of Workforce Services, Workforce Information.

Job Growth by Industry

On the heels of an economic expansion of unprecedented duration, 1998 saw the Utah economy achieve a "soft landing" by making the transition to sustainable rates of growth. The rate of job growth in Utah's major industries ranged from -2.4 percent in mining to 4.5 percent in construction. The industrial sector, where Utah ranks 13th among states, seeks to sustain its viability in the face of a slowing economy and fierce competition. Wholesale and retail trade both grew at about the same pace.

Construction Industry – After six consecutive years of double-digit job growth rates, Utah's construction industry slowed its growth in 1997 to 6.9 percent and then to 4.5 percent in 1998. About 2,900 net new jobs were created in this industry in 1998. Residential building increased slightly, and many large nonresidential projects, including a major reconstruction of I-15 through the Salt Lake Valley, are ongoing.

Manufacturing – During the economic growth, manufacturing grew rapidly, achieving 6.2 percent job growth in 1995. By 1998, growth was down to 0.9 percent, or 1,100 net new jobs. The production of certain durable goods, especially primary metals, has been hard-hit by the worldwide economic crisis, which has resulted in layoffs.

Finance/Insurance/Real Estate – The finance/insurance/real estate industry has experienced peaks and slumps associated with the overall economic growth, its own evolutionary changes, and new employment centers locating in Utah. In 1998 the industry's employment increased by 2,200, a 4.2 percent increase. Growth in 1997 was only slightly lower (4.0 percent).

Services – The services industry created 11,400 new jobs during 1998 for a growth rate of 4.2 percent. This industry includes two categories that are growing slowly. Medical-related, private education/nonprofit membership organizations, and legal/miscellaneous services are among those who are expanding employment slowly. In addition, a substantial number of jobs were eliminated in Utah's computer-services industry. On the other end of the scale, other businesses (largely "help-supply" services and telemarketing firms) and engineering/management services each grew by roughly 6 percent.

JOB SUMMARY BY OCCUPATIONAL CATEGORY

Occupational Category	Employment		Annual Average Job Openings		
	1998	2003	Total	Due to growth	Due to Replacement
Total - All Categories	1,229,680	1,381,700	58,810	30,390	28,420
Managerial & Administrative	95,330	109,190	4,620	2,770	1,850
Professional & Paraprofessional	196,320	228,080	9,760	6,350	3,410
Technical	55,340	63,700	2,790	1,670	1,120
Sales & Related	159,750	183,150	9,970	4,680	5,290
Clerical & Administrative Support	187,150	203,410	6,920	3,250	3,670
Service	176,320	202,060	10,450	5,140	5,310
Agriculture, Forestry, Fishing	30,270	32,290	1,110	410	700
Production, Operating, & Maintenance	329,200	359,820	13,190	6,120	7,070

MEDICAL JOB MARKET

	Total Employment 1998	Total Employment 2003	Average Annual Job Openings
Emergency medical technician	1,000	1,240	70
Home health aides	2,930	3,910	240
Medical assistants	2,150	2,710	150
Nurses, registered	15,350	17,970	898
Nursing aides and orderlies	6,010	7,180	320
Pharmacists	1,350	1,590	70
Physical therapists	890	1,150	60
Physicians	4,830	5,570	220
Secretaries, medical	1,850	2,130	90

Source: Utah Workforce Services

Medical

Salt Lake contains some of the Intermountain West's finest medical facilities and health care practitioners. Medical research is a key component of Utah's strong economy. People in the state turn research into technology that produces jobs and attracts other professionals.

HIGH-TECH JOB MARKET

High Tech

In recent years, Utah has transformed into a fast growing center of high technology. It is becoming a source for computer innovations and one of the hottest markets for high-tech products. The growing pool of high-tech talent adds to Salt Lake's attractiveness as a recruitment market.

	Total Employment 1998	Total Employment 2003	Average Annual Job Openings
Aircraft pilots and flight engineers	2,130	2,490	130
Computer programmers	6,370	7,100	320
Computer systems analysts	4,150	6,190	410
Drafters	3,030	3,120	80
Engineers, computer	3,100	4,410	140
Engineer, electrical and electronic	3,930	4,630	230
Engineers, industrial	1,120	1,270	60
Engineers, mechanical	2,180	2,580	130
Managers, engineering	3,060	3,650	180

Source: Utah Workforce Services

CIRCULATION AND READERSHIP

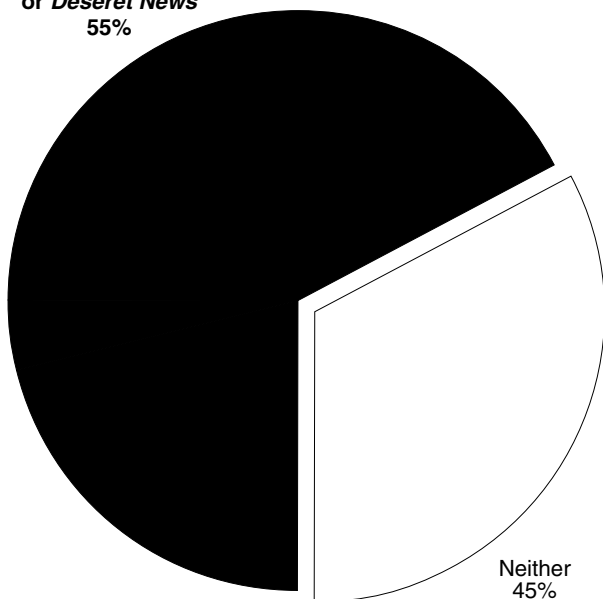
Total average paid circulation of *The Salt Lake Tribune* and *Deseret News* continues to grow!

	1995	1996	1997	1998	1999	Percent gain since 1995
Daily	188,406	190,511	192,018	193,203	197,220	4.7%
Sunday	227,095	228,191	229,121	228,633	229,918	1.2%

Source: Audit Bureau of Circulations, Audit Report, 1995 to 1999.

DAILY READERSHIP IN THE PMA

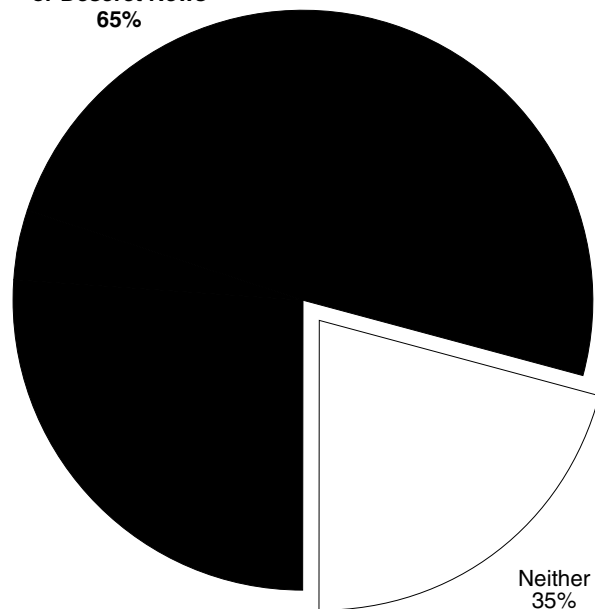
The Salt Lake Tribune
or *Deseret News*
55%



Read <i>The Salt Lake Tribune</i>	230,60037%
Read the <i>Deseret News</i>	90,60014%
Read Both Newspapers	22,6004%
Combined Readership	343,80055%

SUNDAY READERSHIP IN THE PMA

The Salt Lake Tribune
or *Deseret News*
65%



Read <i>The Salt Lake Tribune</i>	272,70043%
Read the <i>Deseret News</i>	114,40018%
Read Both Newspapers	21,0003%
Combined Readership	408,10065%

The strength of newspaper is its pass-along readership. A copy of the Salt Lake newspapers is read by more than two adults. That multiple indicates the active nature of newspapers in the home and office. Newspaper advertising does not disappear into the airwaves or get discarded after one exposure — it's passed on from one family member or office worker to another.

The Salt Lake Tribune and *Deseret News* have very low duplicate readership. Only 3 to 4 percent read both newspapers. Your ad in *The Salt Lake Tribune* and *Deseret News* reaches two different segments of people rather than the same group of people multiple times. Advertising in both papers gets your message to the greatest number of people.

NEWSPAPER AGENCY CORPORATION

ADVERTISING AGENT FOR THE SALT LAKE TRIBUNE AND DESERET NEWS

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