

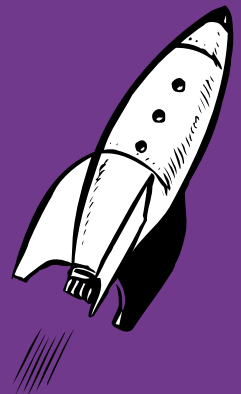
DEMOGRAPHIC PROFILES FOR ONLINE USERS

Visited The
Salt Lake
Tribune and/or
Deseret News
sites in last
30 days

	Market	Online in last 30 days	Visited The Salt Lake Tribune and/or Deseret News sites in last 30 days
Market Share			
Percentage of Adults	100%	55%	18%
Number of Adults	628,000	345,900	115,300
Gender			
Male	49%	53%	57%
Female	51%	47%	44%
Age			
18-24	13%	16%	13%
25-34	21%	25%	26%
35-44	24%	27%	29%
45-54	18%	19%	20%
55-64	10%	7%	7%
65 or Older	14%	5%	6%
Homeownership			
Own	75%	76%	76%
Rent	25%	24%	24%
Marital Status			
Married	67%	69%	67%
Single	18%	20%	18%
Divorced	10%	8%	11%
Widowed	5%	3%	4%
Education Level			
Bachelor's Degree or Higher	32%	41%	46%
Some College or Technical Training	33%	34%	37%
High School Grad or Less	35%	25%	17%
Occupation			
Executive, Professional, Technical	29%	41%	44%
Sales, Clerical	24%	25%	21%
Blue Collar	22%	20%	20%
Retired	15%	6%	8%
Homemaker	7%	5%	5%
Not Employed	4%	3%	4%
Household Income			
Below \$25,000	14%	8%	8%
\$25,000 - \$34,999	17%	14%	11%
\$35,000 - \$49,999	25%	25%	29%
\$50,000 - \$74,999	24%	25%	22%
\$75,000 or More	20%	28%	30%

Source: Belden Associates, Survey of the Salt Lake Market, 1999.

Eleven percent of adults in the Salt Lake market said The Salt Lake Tribune and Deseret News Online Classifieds was their preferred advertising source when looking for a new or different job. That's more than television, radio, Yellow Pages, weekly publications and all other Internet sources combined!



Newspaper Agency Corporation

New Media Department

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Information on *The Salt Lake Tribune* and *Deseret News* online users compared with online adults in the Salt Lake primary market.

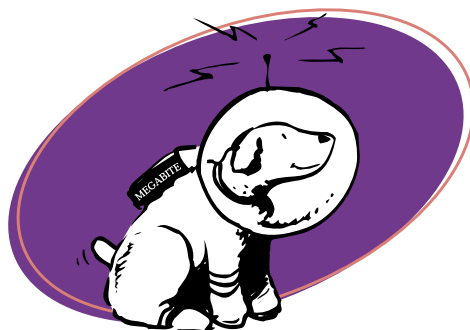
	Adults who have accessed Internet in last 30 days	Adults who have accessed Trib/News online in last 30 days	Index
Used computer to get information or shop for products or services	63%	72%	114
Used computer to obtain entertainment news and information	40%	51%	128
Used computer for investing	19%	26%	137
Used computer to do banking or pay bills	20%	27%	135
Used computer to arrange travel	28%	36%	129
Used computer to access local company Web sites	26%	38%	146
Used computer to look for a job	16%	26%	163
Used computer to look for a vehicle	18%	28%	156
Used computer to look for a rental home or apartment	5%	7%	140
Used computer to search for real estate to buy	11%	14%	127

	Adults who have accessed Internet in last 30 days	Adults who have accessed Trib/News online in last 30 days	Index
Have purchased anything over the Internet in the last 12 months	35%	44%	126

In the last 90 days:

	Adults who have accessed Internet in last 30 days	Adults who have accessed Trib/News online in last 30 days	Index
Purchased Books	12%	18%	150
Purchased compact discs	9%	10%	111
Purchased video tapes	4%	5%	125
Purchased computer software	14%	18%	129
Purchased clothes or shoes	6%	9%	150
Purchased home furnishings or decorations	3%	2%	67
Purchased a car, truck or van	1%	1%	100
Purchased a home or other real estate	0%	1%	167
Purchased stocks or bonds	4%	7%	175
Rented a car	2%	4%	200
Booked airline travel	13%	21%	162
Booked a hotel or motel	7%	13%	186
Purchased computer hardware	1%	1%	100
Purchased other products or services	6%	7%	117

How to read: 12 percent of online adults purchased books over the Internet in the last 90 days, compared to 18 percent of adults accessing The Salt Lake Tribune/Deseret News in the last 30 days. This represents an index of 150 (The Salt Lake Tribune/Deseret News users are 50 percent more likely to purchase books).



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