

The total average paid circulation of *The Salt Lake Tribune* and *Deseret News* remains strong!

2001 Circulation

	Combined Circulation	<i>The Salt Lake Tribune</i> Circulation	<i>Deseret News</i> Circulation
Daily	202,032	134,784	67,248
Sunday	230,033	160,705	69,328

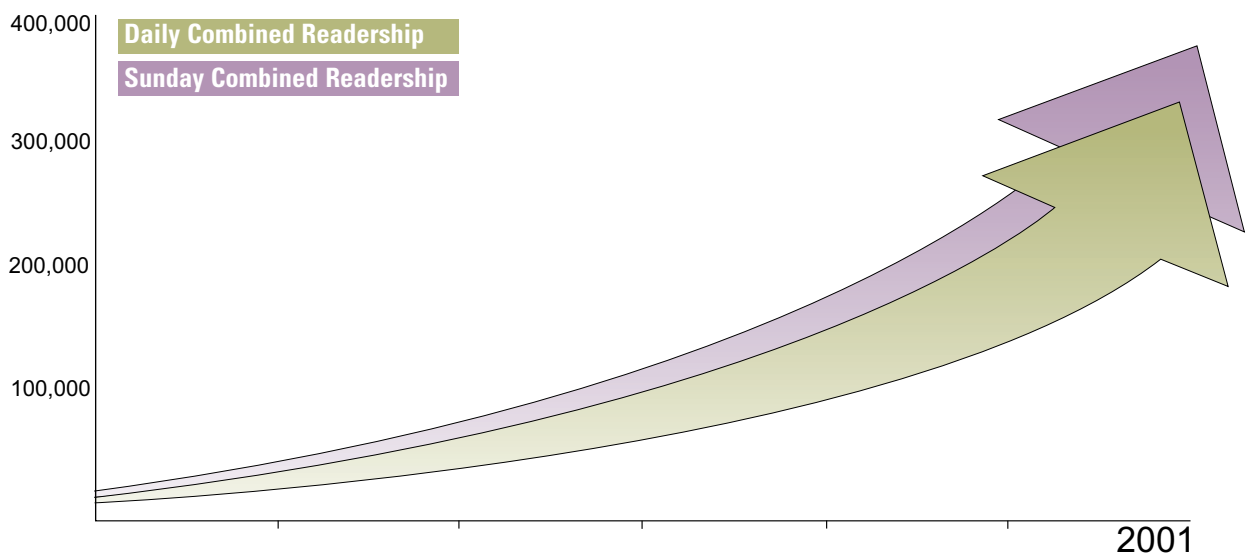
2001 Readership

Daily Readership in the Salt Lake PMA

Read <i>The Salt Lake Tribune</i>	216,48033%
Read the <i>Deseret News</i>	78,72012%
Read Both Newspapers	26,2404%
Combined Readership	321,44049%

Sunday Readership in the Salt Lake PMA

Read <i>The Salt Lake Tribune</i>	249,28038%
Read the <i>Deseret News</i>	104,96016%
Read Both Newspapers	32,8005%
Combined Readership	387,04059%



The strength of the 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.

The Salt Lake Tribune and *Deseret News* have very low duplicate readership. Only 4 to 5 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.

Source: Belden Continuing Market Study, 2001. Audit Bureau of Circulations, June 2001.

Readership Demographic Profile

The following is a breakdown of those who have read a daily issue “yesterday” or “last” Sunday’s issue of either *The Salt Lake Tribune* or *Deseret News*:

	Market	Sunday Combined Readers	Daily Combined Readers
Market Share			
Percentage of Adults	100%	59%	49%
Number of Adults	656,000	387,040	321,440
Gender			
Male	49%	46%	50%
Female	51%	54%	50%
Age			
18-24	16%	11%	8%
25-34	22%	17%	13%
35-44	22%	24%	22%
45-54	17%	21%	22%
55-64	10%	11%	13%
65 or Older	13%	17%	21%
Home Ownership			
Own	75%	83%	87%
Rent	25%	17%	13%
Marital Status			
Married	65%	70%	70%
Single	16%	14%	12%
Divorced	10%	8%	9%
Widowed	4%	5%	7%
Education Level			
Bachelor's Degree or Higher	34%	38%	40%
Some College or Technical Training	35%	34%	31%
High School Grad or Less	31%	28%	29%
Occupation			
Executive, Professional, Technical	30%	31%	31%
Sales, Clerical	22%	20%	21%
Blue Collar	19%	17%	16%
Retired	14%	18%	22%
Homemaker	7%	9%	7%
Not Employed	3%	3%	2%
Household Income			
Below \$25,000	15%	13%	14%
\$25,000 - \$34,999	13%	11%	10%
\$35,000 - \$49,999	22%	21%	20%
\$50,000 - \$74,999	25%	25%	20%
\$75,000 or More	25%	30%	30%

Source: Belden continuing market study, 2001.