



Reach for a Single Ad Insertion

	Market Adults	Sunday Adults	Percent	Daily Adults	Percent	Daily/Sunday Combo Adults	Percent
Market Share							
Percentage of Adults	656,000	387,040	59%	321,440	49%	439,520	67%
Gender							
Male	321,440	178,038	46%	160,720	50%	210,970	48%
Female	334,560	209,002	54%	160,720	50%	228,550	52%
Age							
18-24	104,960	42,574	11%	25,715	8%	48,347	11%
25-34	144,320	65,797	17%	41,787	13%	74,718	17%
35-44	144,320	92,890	24%	70,717	22%	105,485	24%
45-54	111,520	81,278	21%	70,717	22%	87,904	20%
55-64	65,600	42,574	11%	41,787	13%	48,347	11%
65 or Older	85,280	65,797	17%	67,502	21%	70,323	16%
Homeownership							
Own	485,440	321,243	83%	279,653	87%	364,802	83%
Rent	157,440	65,797	17%	41,787	13%	74,718	17%
Marital Status							
Married	426,400	270,928	70%	225,008	70%	307,664	70%
Single	104,960	54,186	14%	38,573	12%	61,533	14%
Divorced	65,600	30,963	8%	28,930	9%	35,162	8%
Widowed	26,240	19,352	5%	22,501	7%	21,976	5%
Ages of Children in Household							
Under 2 years	83,312	38,704	10%	28,930	9%	43,952	10%
2 to 5 years	126,608	65,797	17%	45,002	14%	74,718	17%
6 to 11 years	148,912	81,278	21%	64,288	20%	92,299	21%
12 to 17 years	148,256	96,760	25%	73,931	23%	109,880	25%
No children under 18 years	326,032	193,520	50%	176,792	55%	224,155	51%
Education							
Bachelor's Degree or Higher	223,040	147,075	38%	128,576	40%	167,018	38%
Some College/Technical Training	229,600	131,594	34%	99,646	31%	145,042	33%
High School Grad or Less	203,360	108,371	28%	93,218	29%	127,461	29%
Occupation							
Executive, Professional, Technical	196,800	119,982	31%	99,646	31%	140,646	32%
Sales, Clerical	144,320	77,408	20%	67,502	21%	92,299	21%
Blue Collar	124,640	65,797	17%	51,430	16%	65,928	15%
Retired	91,840	69,667	18%	70,717	22%	74,718	17%
Homemaker	45,920	34,834	9%	22,501	7%	30,766	7%
Not Employed	19,680	11,611	3%	6,429	2%	13,186	3%
Household Income							
Below \$25,000	98,400	50,315	13%	45,002	14%	57,138	13%
\$25,000 - \$34,999	85,280	42,574	11%	32,144	10%	48,347	11%
\$35,000 - \$49,999	144,320	81,278	21%	64,288	20%	87,904	20%
\$50,000 - \$74,999	164,000	96,760	25%	64,288	20%	114,275	26%
\$75,000 or More	164,000	116,112	30%	96,432	30%	131,856	30%

Source: Belden Continuing Market Study, 2001. All percentages are rounded to the nearest whole percentage.

The Salt Lake Tribune
www.sltrib.com



Deseret News
www.deseretnews.com

The marketing department at NAC has a wealth of statistical information about the Salt Lake market. For more information, contact your account executive or visit www.nacorp.com.

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