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RESULTS OF THE 1990-91 UTAH SKIER SURVEY

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Introduction

This report presents a summary of results of the 1990-1991 Utah skier survey, which was sponsored by the Utah Ski Association, the Utah Travel Council, the Salt Lake Convention and Visitors Bureau and the Park City Area Chamber/Visitors and Convention Bureau. The Bureau of Economic and Business Research (BEBR) of the University of Utah began survey field work in December 1990 and completed the field work in April 1991. The survey consisted of a stratified sample of approximately 1,500 skiers conducted at 13 of the 14 Utah ski areas.* The 1990-91 survey can be considered to be a follow-up to a similar survey conducted by BEBR during the 1989-90 ski season.

The 1989-90 survey was focused to a considerable extent on the market behavior and economic and demographic characteristics of non-resident skiers, though certain behavioral aspects and economic and demographic characteristics of Utah resident skiers were probed as well. The 1990-91 survey, however, delved into the market behavior of both non-resident and Utah resident skiers.

In reading this report it should be kept in mind that a skier visit (or skier day) is defined by the U.S. Forest Service as one person visiting a ski area for all or any part of a day for the purpose of skiing. From this definition, it follows that the total number of skier visits to a ski area on a given day will be equal to the total number of lift tickets issued plus the number of visits by season pass holders.

It should be noted that a record 2.75 million skier visits were recorded in Utah during the 1990-91 ski season, which was up by 10.4% from the 2.49 million skier visits recorded in 1989-90.

* One small ski area elected not to participate in the 1990-91 survey.

Sample Design and Estimation Procedure

One of the principal goals of both the 1989-90 and the 1990-91 skier surveys was to estimate the proportion of total Utah skier visits accounted for by non-resident skiers with a maximum error margin of 2.5 percentage points at the 95% confidence level. In order to achieve this objective, the 1990-91 skier survey incorporated a two-stage stratified sample design, with the total sample size of approximately 1,500 completed interviews allocated among ski areas in approximate proportion to the number of skier visits accounted for by each ski area. At the second stage the sample was temporally apportioned within each ski area in approximate proportion to skier activity accounted for on different days of the week, with special consideration given to increased activity occurring during holiday periods.

In addition, a cluster design was adopted for the purpose of cost effectiveness. Each interviewer was assigned to a ski area for either a full day or a half day, depending on the location of the ski area and the number of interviews required from the ski area for the week. Typically the cluster size was 5 or 6 completed interviews for a half-day assignment and 10 or 12 interviews for a full-day assignment. Interviews were restricted to skiers age 16 and over who were neither ski area employees nor members of the ski patrol.

In order to achieve an acceptable response rate, intercepts took place in lift lines, with the interview usually being completed during the lift ride after the intercept. On some occasions it was possible to complete the interview in the lift line. On relatively few occasions it was necessary to complete the interview upon departing the chair lift at the top of the lift. It is worth noting that the lift line intercept procedure resulted in a response rate of more than 95%, i.e., among those intercepted skiers who were eligible for inclusion in the sample, fewer than 5% refused to be interviewed.

The sample design was self-weighting, in the sense that the sample allocation among ski areas was approximately proportional to the share of skier visits expected from each ski area on the basis of past experience. In order to generate unbiased

estimates of state-wide parameters, the inference process was further refined by weighting estimates from each ski area by their actual share of skier visits during the 1990-91 ski season. In addition, for non-resident skiers, unbiased estimates of those parameters expressed on a per skier trip basis (rather than on a per skier visit basis) were obtained by weighting individual observations by the reciprocal of the reported number of days skied in Utah. This procedure compensates for the fact that the probability of including a particular type of non-resident skier in the sample is directly proportional to the average number of days skied in Utah by that type of skier. A similar procedure was used to derive an unbiased estimate of the mean group size, i.e., individual observations were weighted by the reciprocal of the number of persons reported in the group in order to compensate for the fact that the probability of a group being represented in the sample is proportional to the group size.

Skier Selection and Interview Procedure

Selecting and interviewing skiers for inclusion in the 1990-91 Utah Skier Survey proceeded in accordance with the following protocol:

1. Intercepts were initiated by having the interviewer ski to the end of a roped-off lift chute and then select the next skier skiing into the chute from behind. Under no circumstances was the interviewer allowed to select a skier after observing the skier or on the basis of observing the skier.
2. If the selected skier refused to be interviewed (or was younger than age 16, or a ski area employee or member of the ski patrol), the interviewer was instructed to select the next skier skiing into the chute from behind. The interviewer was then to record information for all eligible skiers (over 16 and not ski area employees or members of the ski patrol) in a block of the questionnaire designed to record interviewer observations (gender, race, type of ski equipment, etc.).
3. Intercepts took place on different lifts at a ski area in rotation, beginning with the highest activity lifts. Intercepts were not allowed on

the same lift twice in succession, or twice on the same day unless all other lifts in the area have been used on that day. Beginner lifts were included in the rotation, though short transfer lifts were excluded. If necessary, interviewers were instructed to ride a beginner lift with the respondent again to complete the interview.

4. If lift chutes were designated as singles, doubles, triples, etc., intercepts were rotated among types of designations, e.g., first singles, then doubles, then triples, etc.
5. Interviewers were instructed to complete the questionnaire for all skiers age 16 and over (except for ski area employees or members of the ski patrol). If a skier appeared to be near the age threshold, interviewers were instructed to ask the age of the skier and proceed accordingly. In all cases, interviewers were to complete the observation block of the questionnaire, including a statement of the reason for terminating the interview, e.g., "not interested" or "did not want to split up with partner."
6. A questionnaire was considered "completed" if all questions for the particular class of skier being interviewed (i.e., resident or non-resident) were answered, with the allowable exception of the questions on year of birth and household income.

Highlights of the Skier Survey

In the discussion that follows, the term "respondent" or simply "skier" is used to refer to a person who answered a particular question on the survey questionnaire. If a person declined to answer a particular question, that person was not considered to be a respondent for the purpose of tabulating the results for that question.

- Non-resident skiers accounted for approximately 60% or 1.65 million of the 2.75 million Utah skier visits during the 1990-91 ski season. Conversely, Utah resident skiers accounted for approximately 40% or about 1.10 million skier visits during the 1990-91 ski season. These inferences were arrived at by

weighting results from individual ski areas by the proportion of total skier activity accounted for by each ski area.

- Non-resident skiers accounted for approximately 59% of total skier visits to the four Salt Lake County ski areas (Alta, Brighton, Snowbird and Solitude) and about 66% of total skier visits to the three Summit County ski areas (Deer Valley, Park City and Park West). Conversely, Utah residents accounted for about 41% of skier visits to Salt Lake County ski areas and about 34% to Summit County ski areas.
- California alone accounted for 30% of the non-resident skier respondents statewide, with 20% coming from other western and southwestern states, 22% coming from northeastern and central Atlantic states, and 23% from southern and central states. About 5% came from foreign countries.
- An estimated 36% of non-resident skiers were skiing in Utah for the first time; among those who were not skiing in Utah for the first time, the average number of years skied in Utah during the previous 5 years was 2.7, though 30% of these had skied in Utah every year in the previous 5 years.
- Approximately 89% of non-resident skiers listed skiing or vacation as the principal reason for being in Utah. Business and/or convention was the reason listed by 6.5%, followed by visiting family or friends at 3.7%.
- Approximately 14% of non-resident skiers visited or intended to visit Temple Square during their visit to Utah, while 6% were going to attend professional basketball or hockey games. About 3% were going to attend the symphony, ballet or opera, while about 5% were planning to go cross-country skiing.
- Non-resident skiers stayed an average of 5.0 nights in Utah and skied an average of 3.9 days on Utah ski slopes. These averages were calculated using appropriate weights to adjust for differential intercept probabilities. This is

necessary since those non-resident skiers with long stays have a higher probability of being included in the sample than those with short stays.

- The average length of stay of non-resident skiers staying in the Salt Lake Valley was 5.3 nights, compared to 5.6 nights for those staying in Summit County (Park City and vicinity). Perhaps more interesting is the fact that the average number of days skied by those staying in Salt Lake County was 3.7, while the average number of days skied by those staying in Summit County was more than a full day longer, viz., 4.8. Again appropriate weights were used in the calculation of these averages to adjust for differential intercept probabilities.
- Park City (including Deer Valley) was the primary lodging area for 36% of non-resident skiers. Other Summit County areas accounted for 3%, so that the total for Summit County was 39%. Park City was followed by downtown Salt Lake City, with 21% of the non-resident skiers. Other Salt Lake Valley areas, such as the smaller cities of Sandy, Midvale and Murray, accounted for 16%, so that the total for the Salt Lake Valley was 37%. In addition Snowbird and Alta ski resorts (also in Salt Lake County) accounted for 12%, so that the total for Salt Lake County was approximately 49%.
- Approximately 26% of non-resident skiers stayed in a rented condo or vacation home while visiting Utah. About 48% stayed in a hotel, lodge or motel. Some 16% stayed with friends or family, while almost 9% stayed in an owned condo or vacation home.
- Approximately 72% of non-resident skiers traveled to Utah by airline. Of these a weighted proportion of about 14% paid no fare; and of these an estimated 64% were traveling on a frequent flyer award. The appropriately weighted mean round-trip airfare for all those purchasing tickets was approximately \$414. Inclusion of those paying no fare reduced the average for all trips to approximately \$357. About 25% of non-resident skiers traveled to Utah by automobile or other private vehicle, while 2% traveled by bus. Another 1% traveled by private aircraft.
- Some 37% of non-resident skiers used a private automobile some time during their stay in Utah. About 41% used a rented automobile, while only about 1% used a taxi. Approximately 6% used Utah Transit Authority buses, while some 12% used Park City Transit buses. About 18% used some other form of ground transportation, such as other buses or limousines.
- The average size group of non-residents traveling together to Utah (including single persons) was 2.6. The average number of skiers in the group was 2.5, implying that the average number of non-skiers in the group was only 0.1 of a person. The average number of skiers under the age of 16 in the group was 0.3. These averages were calculated using appropriate weights to compensate for differential intercept probabilities for skiers from large groups as opposed to skiers from small groups.
- Only persons 16 years of age or older were included in the sample. The average age of non-resident skiers within this restricted age group was 37; while the average age of Utah resident skiers was 32. The average age at which Utah residents learned to ski was 16.
- About 6% of non-resident respondents had not graduated from high school. High school graduation was the highest education level for 18%, a college baccalaureate degree was the highest level for 42% and a graduate degree was the highest education level for 27%.
- About 9% of Utah resident respondents had not graduated from high school. High school graduation was the highest education level for 38%, a college baccalaureate degree was the highest level for 30% and a graduate degree was the highest education level for 12%.

- The average household size for non-resident respondents was 2.9, with an average of 0.9 dependent children. For Utah residents the average household size was 3.2, with an average of 1.1 dependent children. The mean household income of non-resident respondents was approximately \$82,000, while the mean household income of Utah resident skiers was only \$42,000. Fewer than 2% of Utah resident skiers had household incomes greater than \$200,000, while 10% of non-resident skiers claimed to have household incomes greater than \$200,000.
- Utah resident skiers age 16 and over skied an estimated average 14 days during the 1990-91 ski season. Assuming that children under the age of 16 (who were not surveyed) skied on average the same number of days during the season as older Utah skiers, it can be inferred that some 78,000 Utah residents skied one or more days in Utah during the 1990-91 ski season.

Comparison of Results from the 1989-90 and 1990-91 Skier Surveys

While many of the questions differed between the 1989-90 and 1990-91 surveys, a number of the questions asked were essentially the same. Tables 1 through 11 provide a comparison of selected results from the 1989-90 and 1990-91 skier surveys. In some of these tables the percentages may not add up to the stated 100% due to rounding.

Table 1
Percent of Skier Visits by
Utah Residents and by Non-residents

	<u>1989-90</u>	<u>1990-91</u>
Utah Residents	40.1%	40.0%
Non-Residents	59.9%	60.0%
Total	100.0%	100.0%

Table 1 shows that the percent of skier visits accounted for by out-of-state skiers during the 1990-91 ski season was 60%, which was virtually the same as in 1989-90. In calculating the 1990-91 numbers it was assumed that for the one small ski area that was not surveyed in 1990-91 the

proportion of skier visits accounted for by Utah residents and non-residents was the same as it was in 1989-90. The differences in the percentages between 1989-90 and 1990-91 are, of course, not statistically significant.

Table 2
Percent of Non-resident Skiers
by Region of Residence

	<u>1989-90</u>	<u>1990-91</u>
California	24.6%	30.3%
Central	16.0%	12.7%
Northeast	15.2%	15.4%
Central Atlantic	8.4%	6.6%
Southwest	13.1%	11.9%
South	9.9%	10.4%
Rocky Mountain	3.6%	3.3%
Northwest and Hawaii	3.8%	4.3%
Foreign	5.5%	5.2%
Total	100.0%	100.0%

Table 2 shows the importance of California as a source of out-of-state skiers in both the 1989-90 and 1990-91 ski seasons. There was a significant increase, though, in the percent of non-resident skiers coming from California in 1990-91 as compared to 1989-90, which can be explained in part by poor snow conditions at most California ski areas during the 1990-91 season. In addition, there was a significant decline in the proportion of out-of-state skiers originating from states in the Central Census region of the United States. Other differences between the 1989-90 and 1990-91 ski seasons do not appear to be statistically significant.

Table 3
Percent of Non-resident Skiers in Utah
for First Time and Previously in Utah

	<u>1989-90</u>	<u>1990-91</u>
In Utah for First Time	32.6%	35.7%
In Utah Previously	67.4%	64.3%
Total	100.0%	100.0%

Table 3 shows that the percent of out-of-state skiers who were skiing in Utah for the first time was up a bit in the 1990-91 ski season, while Table 4 shows that the proportion of returning non-

resident skiers who had skied Utah for all five of the previous five years was up significantly. Other differences between the 1989-90 and 1990-91 ski seasons shown in Table 4 do not appear to be statistically significant.

Table 4
Percent of Returning Non-resident Skiers by Number of Years Skied in Utah in Previous Five Years

	<u>1989-90</u>	<u>1990-91</u>
None	16.3%	15.7%
One Year	22.0%	19.1%
Two Years	15.4%	11.9%
Three Years	11.9%	13.7%
Four Years	8.3%	9.0%
All Five Years	26.1%	30.5%
Total	100.0%	100.0%

Visiting Temple Square was the most popular non-skiing activity among a list of non-skiing activities that were engaged in by non-resident skiers in both ski seasons, as shown in Table 5. The percent of non-resident skiers attending professional sports events and going cross-country skiing was up significantly in 1990-91.

Table 5
Percent of Non-resident Skiers Engaging in Various Other Activities While in Utah

	<u>1989-90</u>	<u>1990-91</u>
Visit Temple Square	13.5%	14.2%
Attend Pro Sports Events	3.2%	5.8%
Attend Cultural Events	1.7%	3.2%
Cross-country Skiing	1.9%	5.4%

Table 6
Mean Number of Days Skied and Nights Stayed in Utah per Non-resident Skier Trip

	<u>1989-90</u>	<u>1990-91</u>
Days Skied	4.2	3.9
Nights Stayed	5.4	5.0

Tables 6 and 7 show the mean number of days skied and nights stayed by non-resident skiers staying in Utah (Table 6) and in the Salt Lake Valley and Park City areas (Table 7).

Average durations were generally down slightly in 1990-91, though skiers staying in the Park City area managed to ski as many days in 1990-91 as they did in 1989-90.

Table 7
Mean Number of Days Skied and Nights Stayed in Utah per Non-resident Skier Trip for Skiers Staying in the Salt Lake Valley and in Park City

	<u>Salt Lake Valley</u>		<u>Park City Area</u>	
	<u>1989-90</u>	<u>1990-91</u>	<u>1989-90</u>	<u>1990-91</u>
Days Skied	3.8	3.7	4.8	4.8
Nights Stayed	5.4	5.3	5.7	5.6

Table 8
Percent of Non-resident Skier Trips by Destination Stay Area

	<u>1989-90</u>	<u>1990-91</u>
Downtown Salt Lake City	23%	21%
Alta and Snowbird	11%	12%
Other Salt Lake County	13%	16%
Park City and Deer Valley	38%	36%
Other Summit County	1%	3%
Rest of State	14%	12%
Total	100%	100%

Table 8 shows where out-of-state skiers were staying during the 1989-90 and 1990-91 ski seasons. The share accounted for by downtown Salt Lake City was down slightly in 1990-91, but other Salt Lake County places of stay were higher, so that the total for Salt Lake County was up from 47% in 1989-90 to 49% in 1990-91. The Summit County total held at 39% in both 1989-90 and 1990-91, while the rest of the state was down from 14% in 1989-90 to 12% in 1990-91.

Table 9
Percent of Non-resident Skiers by Type of Accommodation

	<u>1989-90</u>	<u>1990-91</u>
Hotel, Lodge or Motel	44%	48%
Rented Condo/Vac Home	32%	26%
Owned Condo/Vac Home	9%	9%
Friends or Family	13%	16%
Total	100%	100%

Table 9 shows that the share of lodging accounted for by hotels, lodges and motels was up from 44% in 1989-90 to 48% in 1990-91; while rented condos and vacation homes were down from 32% to 26%. The percent of out-of-state skiers staying with friends and family was up from 13% to 16%.

Table 10
Percent of Non-resident Skiers
by Mode of Travel

	<u>1989-90</u>	<u>1990-91</u>
Airline	76%	72%
Automobile	22%	25%
Bus	2%	2%
Private Aircraft	1%	1%
Total	100%	100%

Table 10 shows that the share of out-of-state skier travel to Utah accounted for by scheduled airlines was down from 76% in 1989-90 to 72% in 1990-91, while the share accounted for by automobiles increased from 22% to 25%. Shares accounted for by other modes remained the same.

Table 11
Percent of Non-resident Skiers Using Various
Types of Local Ground Transportation

	<u>1989-90</u>	<u>1990-91</u>
Rented Automobile	44%	41%
Private Automobile	32%	37%
Utah Transit Authority	7%	6%
Park City Transit	11%	12%
Taxi	2%	1%
Other bus, limo, etc.	16%	18%

Table 11 shows that rented automobiles remained the most popular form of local ground transportation for out-of-state skiers, though the percent using this form of transportation declined from 44% in 1989-90 to 41% in 1990-91. The percent using private automobiles for local transportation purposes increased from 32% to 37%. Since these types of ground transportation are not mutually exclusive, the percentages add up to more than 100%. Differences between the two ski seasons for other types of local ground transportation were not statistically significant.

Economic Impact Highlights

- Non-resident skiers accounted for 60% or about 1.65 million of the 2.75 million skier visits in Utah during the 1990-91 ski season, with an average estimated expenditure during their entire stay in Utah of approximately \$152 per person per day. Those skiers staying in the Salt Lake Valley spent an estimated \$109 per day, while those staying in the Park City area spent an estimated \$201 per person per day. (See Table 12 for expenditure per person per day details.)
- Non-resident skiers accounted for approximately 260,000 round-trip airline flights to Utah with an average round-trip fare of approximately \$414 for paid tickets. Approximately 14% of the total trips were frequent flyer awards or were made by airline employees, resulting in an average fare for all trips of approximately \$343.
- Out-of-state skiers spent approximately \$400 million for their Utah skiing vacations, including almost \$90 million for airline travel to Utah and an estimated \$308 million while staying in Utah.
- The \$308 million spent in Utah included an estimated \$49 million for lift passes; \$6 million for ski equipment rentals; \$6 million for ski lessons; \$89 million for lodging; \$45 million for restaurant meals; \$17 million for other food and beverages; \$34 million for ski equipment and apparel; \$15 million for other apparel and footwear; \$17 million for jewelry, souvenirs, gifts and other retail purchases; \$1 million for entertainment and amusement other than skiing; \$12 million for automobile rental; \$8 million for gasoline, oil and automobile maintenance; and \$9 million for other transportation costs, other services and other miscellaneous expenditures.
- Direct Utah excise tax collections attributable to non-resident skier expenditures in Utah (including sales tax, room tax, and gasoline tax collections) were estimated to be more than \$23 million for the 1990-91 ski season.

- Non-resident skier expenditures generated an estimated \$180 million in earnings for Utah wage earners and proprietors (taking into account direct, indirect and induced impacts), and generated approximately 12,000 year-round equivalent jobs for Utah workers.
- Utah resident skiers accounted for 40% or about 1.10 million of the 2.75 million skier visits during the 1990-91 ski season, with an average estimated expenditure on skiing trips of \$19 per person per day for lift passes, equipment rentals, ski lessons, food and beverages. The aggregate of these Utah resident ski trip expenditures for the ski season was approximately \$21 million.
- Utah resident skiers age 16 and over spent an estimated average of \$295 per person on ski equipment, ski apparel, season passes and ski equipment maintenance in the year prior to the interview, resulting in an aggregate expenditure of approximately \$16 million for the year.

Table 12
Estimated 1990-91 Non-resident
Skier Expenditures per Person per Day
by Expenditure Category and Stay Area

Category	Area of Stay		
	Statewide	Salt Lake	Park City
Lift Passes	\$24.08	\$17.51	\$30.35
Ski Rentals	2.95	3.71	2.40
Ski Lessons	3.18	2.14	2.45
Restaurants	22.01	15.92	31.33
Other Food/Drink	8.58	5.46	10.66
Lodging, Room Only	42.97	27.48	59.63
Lodging Incidentals	0.86	0.67	0.80
Ski Gear/Apparel	16.71	13.50	19.95
Other Apparel	7.25	2.54	13.74
Jewelry/Gifts, etc.	7.60	5.61	12.66
Other Retail	0.81	0.76	0.67
Entertainment	0.70	0.88	0.33
Auto Rental	5.72	6.56	7.22
Gasoline/Oil/Tires	3.82	4.03	2.21
Other Transportation	1.49	0.40	2.32
Other Services	1.29	0.25	2.18
Miscellaneous	1.53	1.40	2.40
Total	\$151.55	\$108.81	\$201.30

Non-resident Skier Economic Impact Analysis

For the purpose of this report the actual measurement of the total economic impact of the Utah ski industry (including indirect and induced effects) will be limited to the impact of non-resident skier expenditures on the Utah economy as estimated from the results of the 1990-91 Utah skier survey. There is a very sound economic reason for focusing on the impact of non-resident expenditures, since there is a significant distinction to be made between the effects of spending by resident and non-resident skiers. In terms of regional export base analysis, visiting out-of-state skiers constitute a portion of Utah's export base. The economic effect of their expenditures in Utah is similar to the effect of a Utah manufacturing firm exporting integrated circuits to New Jersey or a mining firm exporting ore to California. In each case the export activity results in new dollars being injected into the Utah economy, with a consequent multiplier effect on the earnings and employment of Utah workers.

On the other hand, the Utah skiing industry should be given credit for the extent to which Utah residents do not ski in other states, because of the existence of Utah skiing with all of its desirable characteristics. In terms of regional export base analysis this phenomenon is referred to as import substitution. Unfortunately, the extent to which Utah resident skiers are substituting Utah skiing for out-of-state skiing cannot easily be determined. For this reason the analysis has concentrated on the economic impact of non-resident skiers, though the consumer surplus enjoyed by Utah residents by virtue of the existence of the Utah ski industry with all of its present amenities is, no doubt, very substantial. This much can be inferred from the ratings of Utah skiing and the laudatory comments expressed by Utah resident skiers in both the 1989-90 and 1990-91 skier surveys.

The total impact of non-resident skiers on the Utah economy was inferred by means of a 531-sector input-output model of the Utah economy developed by the Bureau of Economic Analysis (BEA) of the U.S. Department of Commerce. This model is a member of the RIMS II class of economic models, whose characteristics and applicability are documented in two BEA

publications.¹ In effect this model allows the flow of non-resident skier expenditures to be traced throughout the Utah economy, and the total amount of output required from each industrial sector to be estimated. The model takes into account not only the direct requirements from each sector that non-resident skiers make purchases from, but also indirect and induced requirements. Indirect requirements are those that are imposed because the sectors that are directly impacted must make purchases from other sectors to satisfy the direct requirements. Induced requirements are those that are imposed because the workers in each of the sectors directly or indirectly impacted will be making purchases from still other sectors in the economy out of the earnings they receive for providing labor services.

Table 13 sets forth the framework for the calculation of the non-resident skier impact on the Utah economy. The numbers in the non-resident expenditures column were generally derived by expanding the mean expenditures per skier visit (i.e., per skier day) calculated from the 1990-91 skier survey. In the case of air transportation expenditures, the number of non-resident trips taken by airline was estimated by dividing the total number of skier visits accounted for by airline travelers (approximately 68% of total non-resident skier visits) by the average number of days skied by those traveling by airline. The estimated total number of trips taken by airline was then multiplied by the mean airfare reported by non-resident skiers to arrive at the estimated total air transportation expenditures of non-resident skiers.

For most other expenditure categories the total number of non-resident skier visits accounted for by skiers age 16 and over was estimated by multiplying the estimated total non-resident skier visits by the estimated proportion of non-resident skiers age 16 and over. The estimated total number of non-resident skier visits accounted for by skiers age 16 and over was then multiplied by the mean expenditure per skier visit for skiers age 16 and over. This procedure implicitly assumes that all non-resident expenditures were accounted for by non-resident skiers age 16 and over, i.e., that older skiers (parents and older relatives, for example) reported expenditures made on behalf of the younger skiers, who were not interviewed.

In the case of lodging, the mean expenditure per skier visit was first multiplied by the ratio of average number of nights spent in Utah to average number of days skied, before multiplying by the estimated total number of non-resident skier days to reflect the fact that the average number of nights spent in Utah exceeded the average number of skier days.

The trade and transportation margin percentages shown in the wholesale margin, retail margin and freight margin columns of Table 13 were derived from a table obtained from the Interindustry Economics Division of the Bureau of Economic Analysis entitled "Table B.--Detailed Input-Output Commodity Composition of Personal Consumption Expenditures, 1977,"² These margin percentages were multiplied by the numbers shown in the non-resident expenditures column to obtain the Utah trade and transportation requirements shown in the wholesale requirement, retail requirement and freight requirement columns, respectively. These requirements have been aggregated to obtain the totals shown as the final number in each of those columns.

The entries in the production requirement column represent the estimated value of the output of Utah firms directly required to support the level of expenditures shown in the non-resident expenditures column. In most cases the entry in the production requirement column is obtained by subtracting estimated excise taxes from the corresponding entries in the non-resident expenditures column. In the cases of lodging (room only) and automobile rental, the survey mean expenditure values were presumably exclusive of excise taxes, so that the corresponding entries in the two columns are the same. That is also true in the case of ski lessons and other services, since most services are exempt from the state sales tax. In the case of air transportation the 8% federal excise tax was first deducted, then an allowance for airline overhead was deducted, after which half of the remainder was allocated as the production requirement for Utah.

For those expenditures involving retail trade purchases, it was assumed that except for non-restaurant food and beverages and for gasoline and oil, the only direct Utah production requirements

were the retail trade margin requirements, wholesale trade margin requirements and freight margin requirements. In the case of non-restaurant food and beverages, it was assumed that there was an additional direct production requirement from the Utah food and beverage processing sectors, based on the estimated percent of total Utah processed food and beverage consumption produced in Utah. The same approach was used to estimate the additional Utah refined petroleum requirement using data provided by the Utah Energy Office. Finally, half of the derived freight requirement was allocated as a production requirement from the Utah freight transportation sectors.

The entries in the total earnings coefficient column were generally taken directly from the 531-sector BEA input-output model of the Utah economy. In some cases the coefficients in the model were averaged over several Input-Output model sectors because the expenditure category was broader than the sectors of the model. The entries in the total earnings generated column were derived by simply taking the product of the entries in the production requirement and total earnings coefficient columns. The sum of the entries in the total earnings generated column reflect the total estimated Utah wage and salary and proprietors' income generated by non-resident skier expenditures—taking into account the indirect and induced effects of the non-resident expenditures, as well as the direct effect.

The entries in the total jobs coefficient column of Table 13 were also derived from coefficients in the 531-sector BEA input-output model, again using averaging as appropriate. It was necessary to adjust the model coefficients downward to account for price inflation between 1986 and 1991, since the amount of labor that can be purchased by a given amount of dollars will vary directly with the value of the dollar. The numbers in this column are shown in scientific notation in order to avoid the large number of leading zeros after the decimal point.

Finally, the entries in the final or total jobs generated column of Table 13 were obtained by multiplying the entries in the production requirement column by the respective entries in the

total jobs coefficient column. The sum of the entries in the total jobs generated column represents the estimated total number of year-round equivalent full and part-time jobs generated in the Utah economy by non-resident skier expenditures—again taking into account indirect and induced effects, as well as the direct effects of the non-resident expenditures.

The result of this input-output analysis of the effects of non-resident skier expenditures is to come up with a bottom line, in which there is no double counting, and which represents a true measure of the economic benefit conferred on Utah residents as a consequence of sales made by Utah businesses to non-resident skiers. The bottom line is that non-resident skier expenditures generated an estimated 12,000 year-round equivalent full and part-time jobs in the Utah economy and that these workers received an estimated \$180 million in earnings for their efforts.

Notes

¹ *Regional Multipliers: A User Handbook for the Regional Input-Output Modeling System (RIMS II)* (U.S. Department of Commerce, Bureau of Economic Analysis, May 1986); and *Regional Input-Output Modeling System (RIMS II): Estimation, Evaluation, and Application of a Disaggregated Regional Impact Model* (U.S. Department of Commerce, Bureau of Economic Analysis, 1981).

² This is an expanded version of a Table B that was published in "Input-Output Structure of the U.S. Economy, 1977," *Survey of Current Business*, Vol. 64, No. 5 (May 1984), pp. 46-48.

TABLE 13
CALCULATION OF UTAH NON-RESIDENT SKIER TOTAL ECONOMIC IMPACT
DURING THE 1990-91 SKI SEASON

Expenditure Category	Non-resident Expenditures	Wholesale Margin	Retail Margin	Freight Margin	Wholesale Requirement	Retail Requirement	Freight Requirement	Production Requirement	Total Earnings Coefficient	Total Earnings Generated	Total Jobs Coefficient	Total Jobs Generated
Air Transportation	\$89,369,648							\$34,014,254	0.5735	\$19,507,174	2.30E-05	781
Ski Lift Passes	49,025,567							45,925,590	0.6197	28,460,088	4.69E-05	2,154
Ski Equipment Rentals	6,000,144							5,633,938	0.5170	2,912,746	2.83E-05	159
Ski Lessons	6,483,082							6,483,082	0.8683	5,629,261	4.65E-05	301
Lodging, Room Only	87,465,105							87,465,105	0.6433	56,266,302	4.81E-05	4,208
Lodging Incidentals	1,751,469							1,644,572	0.6433	1,057,953	4.81E-05	79
Restaurants	44,796,197							42,062,157	0.6019	25,317,212	5.27E-05	2,217
Other Food & Beverages	17,458,956	9.91%	22.78%	2.40%	\$1,730,183	\$3,977,150	\$419,015	1,699,891	0.4139	703,585	2.69E-05	46
Ski Equipment & Apparel	34,025,207	7.59%	30.10%	0.70%	2,582,513	10,241,587	238,176					
Other Apparel & Footwear	14,751,574	3.79%	44.76%	0.30%	559,085	6,602,804	44,255					
Jewelry, Souvenirs, Gifts	15,468,664	12.14%	36.37%	0.10%	1,877,896	5,625,953	15,469					
Other Retail Purchases	1,639,064	14.10%	26.80%	1.00%	231,108	439,269	16,391					
Entertainment & Amusement	1,434,181							1,346,649	0.6863	924,205	5.09E-05	68
Automobile Rental	11,649,060							11,649,060	0.4500	5,242,077	2.34E-05	272
Gasoline & Oil	7,770,918	15.26%	15.17%	2.20%	1,185,842	1,178,848	170,960	2,758,986	0.1787	493,031	7.09E-06	20
Other Transportation Costs	3,029,341							2,840,451	0.7790	2,212,711	3.04E-05	86
Other Services	2,634,210							2,634,210	0.8140	2,144,115	6.66E-05	175
Other Miscellaneous	3,117,148							2,926,900	0.5789	1,694,463	3.93E-05	115
Total Wholesale Requirement					\$8,166,626			8,166,626	0.6698	5,470,006	2.86E-05	234
Total Retail Requirement						\$28,065,612		28,065,612	0.7779	21,832,240	4.88E-05	1,368
Total Freight Requirement							\$904,266	452,133	0.8118	367,041	3.26E-05	15
TOTALS	\$397,869,536							\$285,769,216		\$180,234,212		12,300

Source: Estimated by BEBR on the basis of data obtained from the BEBR 1990-91 Utah Skier Survey in conjunction with input-output model coefficients inferred from a RIMS II 531-sector model of the Utah economy developed by the U.S. Department of Commerce, Bureau of Economic Analysis (based upon 1986 regional data).

Utah Business Statistics

UTAH DATA	May 1990	May 1991	% Change from Year Ago	12-Month Average This Year	12-Month Average Last Year	12-Month Average % Change
Total Personal Income (seasonally adjusted) (mil. of dol.) (qtl.)	24,041	NA	NA	NA	23,113	NA
New Corporations (no.)	645	522	-19.1%	494	493	0.1%
New Car, Truck, and Motor Home Sales (no.)	5,287	5,090	-3.7%	4,824	4,944	-2.4%
Agriculture						
Average Prices Recorded by Farmers (dol.)						
Beef Steers and Heifers (cwt) (thous.)	77.20	76.20	-1.3%	77.02	74.03	4.0%
Lambs (cwt)	46.60	45.10	-3.2%	44.47	56.60	-21.4%
Milk Wholesale (cwt)	12.70	10.40	-18.1%	11.74	13.23	-11.3%
Alfalfa Hay, Baled (per ton)	85.00	68.00	-20.0%	79.67	84.92	-6.2%
Cattle Slaughtered (live weight) (thous. of lbs.)	46,707	NA	NA	NA	47,396	NA
Construction						
Total Construction (thous. of dol.) 1	113,630.4	107,756.9	-5.2%	86,745.6	81,489.4	6.5%
Residential	60,154.2	70,488.7	17.2%	47,842.9	40,439.2	18.3%
Nonresidential	31,041.4	20,922.5	-32.6%	26,783.8	24,502.2	9.3%
Additions, Alterations, and Conversions	22,434.8	16,345.7	-27.1%	12,118.9	16,548.1	-26.8%
Total Permit Construction (thous. of dol.) 2	131,887.0	124,948.3	-5.3%	106,557.6	89,110.4	19.6%
Residential	65,019.7	82,692.2	27.2%	53,446.1	42,030.1	27.2%
Nonresidential	41,743.7	26,506.6	-36.5%	34,255.7	31,766.9	7.8%
Additions, Alterations, and Repairs	25,123.6	15,749.5	-37.3%	18,855.8	15,313.4	23.1%
New Dwelling Units (no.)	768	1,009	31.4%	638	522	22.3%
Employment						
Civilian Labor Force (thous.)	783.3	804.8	2.7%	801.0	793.6	0.9%
Total Employed Persons	746.7	766.8	2.7%	765.4	758.5	0.9%
Unemployed Persons	36.5	38.0	4.1%	35.6	35.1	1.6%
Percent Total Labor Force	4.7	4.7	0.0%	4.4	4.4	0.0%
Employees on Nonagricultural Payrolls (thous. of jobs)	721.0	748.9	3.9%	735.8	704.8	4.4%
Manufacturing	106.2	108.3	2.0%	107.9	104.7	3.1%
Mining	8.6	8.7	1.2%	8.7	8.4	3.6%
Contract Construction	27.2	29.5	8.5%	28.0	26.4	6.2%
Transportation, Communication, and Utilities	41.9	42.6	1.7%	42.9	41.6	3.3%
Wholesale Trade	38.2	38.8	1.6%	39.5	38.4	2.8%
Retail Trade	132.7	137.1	3.3%	137.1	130.7	4.9%
Finance, Insurance, and Real Estate	33.8	34.9	3.3%	34.6	33.7	2.7%
Services 3	176.7	189.4	7.2%	185.6	172.7	7.4%
Federal Government	41.3	39.0	-5.6%	39.1	40.3	-2.8%
State Government 4	42.7	44.9	5.2%	42.4	40.8	3.9%
Local Government 4	71.7	74.8	4.3%	69.9	67.2	4.0%
Average Weekly Hours						
Manufacturing	39.8	39.6	-0.5%	39.8	40.0	-0.5%
Mining	42.4	44.5	5.0%	44.6	41.7	7.0%
Wholesale Trade	36.8	37.0	0.5%	37.7	37.1	1.5%
Retail Trade	26.3	26.2	-0.4%	26.5	27.0	-1.8%
Amount of Unemployment Compensation (thous. of dol.)	5,256.6	5,659.8	7.7%	5,384.2	4,929.2	9.2%
Finance						
Savings, Savings and Loan Association (mil. of dol.)	1,860.7	871.0	-53.2%	NA	2,048.6	NA
Tax Collections by the State of Utah (thous. of dol.)						
Total Tax Collections	62,185.2	NA	NA	NA	163,127.9	NA
Sales and Use Tax	6,572.2	NA	NA	NA	58,408.7	NA
Motor Fuel Tax	10,583.9	NA	NA	NA	11,718.8	NA
Individual Income Tax	21,371.6	NA	NA	NA	54,018.4	NA
Corporation Franchise Tax	-897.4	NA	NA	NA	4,305.8	NA
Production						
Crude Oil to Refineries (thous. of bbls.)	3,728.2	3,819.3	2.4%	3,665.8	3,532.6	3.8%
Crude Oil (thous. of bbls.)	2,379.6	2,027.4	-14.8%	2,219.2	2,327.2	-4.6%
Natural Gas (mil. of cu. ft.)	26,925.1	26,065.8	-3.2%	27,443.3	23,936.8	14.6%
Coal (thous. short tons)	1,903.0	1,979.0	4.0%	1,856.5	1,807.8	2.7%
Tourism/Travel						
Air Passengers (total no. on and off)(S.L. Int'l Airport)	892,313	946,817	6.1%	1,007,509	1,006,148	0.1%
Highway Traffic Count Across State Lines	43,866	45,582	3.9%	45,037	42,184	6.8%
Transient Room Tax (thous. of dol.)	166.6	NA	NA	NA	537.4	NA
Visits, State, Nat'l. Parks, Monuments (thous.)	1,489.2	1,608.8	8.0%	1,117.1	1,123.9	-0.6%
Utilities						
Telephone Lines in Service (Mt. Bell)(Residential)	513,236	533,353	3.9%	525,479	506,522	3.7%
Telephone Lines in Service (Mt. Bell)(Nonresidential)	193,377	203,907	5.4%	199,544	188,869	5.7%
Electric Customers (Residential)	489,106	NA	NA	NA	486,480	NA
Electric Customers (Commercial)	50,131	NA	NA	NA	49,013	NA
Natural Gas Customers (Residential & Commercial)	485,288	498,042	2.6%	491,521	478,921	2.6%
Natural Gas Customers (Industrial)	573	598	4.4%	580	568	2.1%

Utah Business Statistics

UTAH DATA	May 1990	May 1991	% Change from Year Ago	12-Month Average This Year	12-Month Average Last Year	12-Month Average % Change
Davis County						
Non-Ag. Employment (thous.)	60.3r	61.4	1.8%	60.4	58.0	4.1%
Unemployment Rate	4.0r	3.8	-5.0%	4.3	4.1	4.3%
Auth. Permit Construction (thous. of dol.)	13,224.5	19,160.0	44.9%	12,271.7	10,858.8	13.0%
New Dwelling Units (no.)	86	110	27.9%	81	74	9.1%
Postal Receipts (thous. of dol.)	651.6	747.2	14.7%	677.2	639.1	6.0%
Electric Customers (Residential)	49,610	50,594	2.0%	50,344	49,457	1.8%
Electric Customers (Commercial)	3,628	3,773	4.0%	3,735	3,652	2.3%
Natural Gas Customers (Residential)	52,803	54,239	2.7%	53,501	52,287	2.3%
Natural Gas Customers (Industrial)	56	61	8.9%	57	56	2.1%
Telephone Lines in Service (Mt. Bell)(Residential)	60,144	62,236	3.5%	61,284	58,337	5.1%
Telephone Lines in Service (Mt. Bell)(Nonresidential)	12,812	13,435	4.9%	13,086	12,342	6.0%
Salt Lake County						
Non-Ag. Employment (thous.)	367.0r	379.0	3.3%	374.2	359.0	4.2%
Unemployment Rate	4.1r	4.1	0.0%	3.9	3.9	-1.5%
Auth. Permit Construction (thous. of dol.)	54,346.9	39,293.4	-27.7%	46,595.9	37,448.3	24.4%
New Dwelling Units (no.)	241	293	21.6%	212	185	14.7%
Postal Receipts (thous. of dol.)	8,008.3	8,680.2	8.4%	8,187.4	8,102.8	1.0%
Electric Customers (Residential)	245,914	249,425	1.4%	248,082	244,487	1.5%
Electric Customers (Commercial)	21,193	21,529	1.6%	21,292	21,036	1.2%
Natural Gas Customers (Residential)	228,376	232,728	1.9%	230,355	226,215	1.8%
Natural Gas Customers (Industrial)	244	252	3.3%	247	245	0.9%
Telephone Lines in Service (Mt. Bell)(Residential)	242,074	251,314	3.8%	247,423	238,363	3.8%
Telephone Lines in Service (Mt. Bell)(Nonresidential)	117,237	123,043	5.0%	120,686	114,779	5.1%
Utah County						
Non-Ag. Employment (thous.)	91.1r	98.1	7.7%	96.2	89.8	7.1%
Unemployment Rate	3.7r	3.9	5.4%	3.9	4.0	-2.5%
Auth. Permit Construction (thous. of dol.)	21,714.8	27,203.8	25.3%	18,947.4	13,415.8	41.2%
New Dwelling Units (no.)	150	266	77.3%	124	85	46.8%
Postal Receipts (thous. of dol.)	1,657.9	2,049.9	23.6%	1,771.2	1,592.8	11.2%
Electric Customers (Residential)	53,244	56,352	5.8%	55,024	53,251	3.3%
Electric Customers (Commercial)	7,563	6,171	-18.4%	6,810	6,725	1.3%
Natural Gas Customers (Residential)	64,322	65,973	2.6%	65,267	63,642	2.6%
Natural Gas Customers (Industrial)	74	81	9.5%	75	73	2.8%
Telephone Lines in Service (Mt. Bell)(Residential)	66,107	68,613	3.8%	68,132	66,384	2.6%
Telephone Lines in Service (Mt. Bell)(Nonresidential)	20,628	22,118	7.2%	21,609	20,433	5.8%
Weber County						
Non-Ag. Employment (thous.)	66.6r	69.5	4.4%	67.3	64.7	4.0%
Unemployment Rate	5.3r	4.9	-7.5%	5.6	5.3	4.6%
Auth. Permit Construction (thous. of dol.)	9,397.2	9,734.6	3.6%	6,279.3	6,728.9	-6.7%
New Dwelling Units (no.)	57	60	5.3%	42	44	-3.8%
Postal Receipts (thous. of dol.)	688.7	772.3	12.1%	758.1	705.3	7.5%
Electric Customers (Residential)	54,800	55,387	1.1%	55,194	54,449	1.4%
Electric Customers (Commercial)	5,095	5,231	2.7%	5,165	5,052	2.2%
Natural Gas Customers (Residential)	51,242	52,148	1.8%	51,691	50,866	1.6%
Natural Gas Customers (Industrial)	83	77	-7.2%	80	84	-4.5%
Telephone Lines in Service (Mt. Bell)(Residential)	46,947	48,314	2.9%	47,625	47,221	0.9%
Telephone Lines in Service (Mt. Bell)(Nonresidential)	13,203	13,645	3.3%	13,402	12,653	5.9%

1 Obtained from U.S. Bureau of the Census Construction Statistics Division.

2 Obtained from *Utah Construction Report*.

3 Includes services by nonprofit and religious organizations.

4 Includes public schools and college institutions.

NA

Not Available

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Revised

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Not Meaningful Due To Negative Data

Sources:

Personal Income	U.S. Department of Commerce, Bureau of Economic Analysis.
New Corporations	Utah Secretary of State.
New Car and Truck Sales	Utah State Tax Commission, Economic and Statistical Unit.
Agriculture	U.S. Department of Agriculture, Utah Agricultural Statistics Service, <i>Utah Agriculture</i> .
Construction Data	U.S. Bureau of the Census and Bureau of Economic and Business Research, <i>Utah Construction Report</i> .
Employment Data	Utah Department of Employment Security.
Savings Information	Utah Savings and Loan Institutions.
Tax Collections	Utah State Tax Commission.
Crude Oil Production	Utah Department of Oil, Gas, and Mining and Area Oil Refineries.
Natural Gas Production	Utah Department of Oil, Gas, and Mining.
Coal Production	U.S. Department of Energy.
Air Passengers	Salt Lake City International Airport, Statistics Division.
Highway Traffic Count	Utah Department of Transportation.
Visits to State and National Parks and Monuments	U.S. Forest Service, Utah State Parks and Recreation Department.
Utilities Data	Cooperating Utah Utility Companies.
Postal Receipts	Postmasters in Davis, Salt Lake, Utah, and Weber Counties.

Utah Business Statistics

UTAH DATA	Jun. 1990	Jun. 1991	% Change from Year Ago	12-Month Average This Year	12-Month Average Last Year	12-Month Average % Change
Total Personal Income (seasonally adjusted) (mil. of dol.) (qly.)	24,041	NA	NA	NA	23,264	NA
New Corporations (no.)	476	509	6.9%	496	494	0.5%
New Car, Truck, and Motor Home Sales (no.)	5,433	5,178	-4.7%	4,803	4,961	-3.2%
Agriculture						
Average Prices Recorded by Farmers (dol.)						
Beef Steers and Heifers (cwt) (thous.)	76.50	73.20	-4.3%	76.74	74.57	2.9%
Lambs (cwt)	47.30	45.50	-3.8%	44.32	55.08	-19.5%
Milk Wholesale (cwt)	13.00	10.60	-18.5%	11.54	13.37	-13.7%
Alfalfa Hay, Baled (per ton)	86.00	68.00	-20.9%	78.17	85.50	-8.6%
Cattle Slaughtered (live weight) (thous. of lbs.)	48,485	NA	NA	NA	47,216	NA
Construction						
Total Construction (thous. of dol.) 1	83,696.4	112,112.7	34.0%	89,113.7	81,538.7	9.3%
Residential	53,426.3	59,143.4	10.7%	48,319.4	41,308.1	17.0%
Nonresidential	21,505.4	35,995.2	67.4%	27,991.3	24,059.0	16.3%
Additions, Alterations, and Conversions	8,764.8	16,974.2	93.7%	12,803.0	16,171.6	-20.8%
Total Permit Construction (thous. of dol.) 2	107,031.5	120,794.1	12.9%	107,704.4	89,276.8	20.6%
Residential	60,973.6	70,102.6	15.0%	54,206.8	43,502.5	24.6%
Nonresidential	30,552.6	32,616.3	6.8%	34,427.6	30,688.1	12.2%
Additions, Alterations, and Repairs	15,505.3	18,075.2	16.6%	19,070.0	15,086.3	26.4%
New Dwelling Units (no.)	709	766	8.0%	643	535	20.1%
Employment						
Civilian Labor Force (thous.)	796.0	804.8	1.1%	801.7	793.8	1.0%
Total Employed Persons	759.8	766.8	0.9%	766.1	758.7	1.0%
Unemployed Persons	36.2	38.0	5.0%	35.6	35.1	1.4%
Percent Total Labor Force	4.5	4.7	4.4%	4.4	4.4	-0.2%
Employees on Nonagricultural Payrolls (thous. of jobs)	729.2	754.2	3.4%	737.8	707.4	4.3%
Manufacturing	107.7	108.7	0.9%	108.1	105.0	2.9%
Mining	8.6	8.6	0.0%	8.7	8.4	3.0%
Contract Construction	29.0	34.1	17.6%	28.5	26.5	7.4%
Transportation, Communication, and Utilities	42.2	43.0	1.9%	42.9	41.7	3.0%
Wholesale Trade	38.5	38.5	0.0%	39.3	38.4	2.4%
Retail Trade	134.9	138.4	2.6%	137.2	131.2	4.6%
Finance, Insurance, and Real Estate	34.2	35.5	3.8%	34.7	33.7	2.8%
Services 3	180.7	191.0	5.7%	186.5	173.8	7.3%
Federal Government	41.8	40.0	-4.3%	39.1	40.3	-3.1%
State Government 4	41.2	43.1	4.6%	42.6	41.0	3.9%
Local Government 4	70.4	72.3	2.7%	70.2	67.4	4.1%
Average Weekly Hours						
Manufacturing	39.5	40.1	1.5%	39.8	40.0	-0.4%
Mining	42.8	45.0	5.1%	44.8	41.8	7.1%
Wholesale Trade	37.2	37.9	1.9%	37.7	37.1	1.6%
Retail Trade	26.9	27.1	0.7%	26.6	27.0	-1.6%
Amount of Unemployment Compensation (thous. of dol.)	4,097.2	4,674.2	14.1%	5,432.3	4,927.4	10.2%
Finance						
Savings, Savings and Loan Association (mil. of dol.)	1,785.0	870.4	-51.2%	NA	2,014.2	NA
Tax Collections by the State of Utah (thous. of dol.)						
Total Tax Collections	160,366.6	NA	NA	NA	162,526.3	NA
Sales and Use Tax	76,359.3	NA	NA	NA	58,799.8	NA
Motor Fuel Tax	11,312.3	NA	NA	NA	11,039.6	NA
Individual Income Tax	28,561.3	NA	NA	NA	54,073.2	NA
Corporation Franchise Tax	9,149.5	NA	NA	NA	4,016.5	NA
Production						
Crude Oil to Refineries (thous. of bbls.)	3,741.2	3,484.5	-6.9%	3,644.4	3,557.4	2.4%
Crude Oil (thous. of bbls.)	2,270.1	2,015.2	-11.2%	2,198.0	2,345.3	-6.3%
Natural Gas (mil. of cu. ft.)	26,392.1	25,903.9	-1.8%	27,402.6	24,764.4	10.7%
Coal (thous. short tons)	1,799.0	NA	NA	NA	1,828.7	NA
Tourism/Travel						
Air Passengers (total no. on and off)(S.L. Int'l Airport)	1,106,525	1,112,235	0.5%	1,007,984	1,005,773	0.2%
Highway Traffic Count Across State Lines	43,866	45,582	3.9%	45,180	42,444	6.4%
Transient Room Tax (thous. of dol.)	1,442.4	NA	NA	NA	569.7	NA
Visits, State, Nat'l. Parks, Monuments (thous.)	2,079.2	2,143.4	3.1%	1,122.5	1,137.2	-1.3%
Utilities						
Telephone Lines in Service (Mt. Bell)(Residential)	514,059	534,075	3.9%	527,147	507,906	3.8%
Telephone Lines in Service (Mt. Bell)(Nonresidential)	194,979	205,435	5.4%	200,415	189,549	5.7%
Electric Customers (Residential)	490,216	NA	NA	NA	487,098	NA
Electric Customers (Commercial)	49,005	NA	NA	NA	49,129	NA
Natural Gas Customers (Residential & Commercial)	485,507	498,038	2.6%	492,566	480,073	2.6%
Natural Gas Customers (Industrial)	572	600	4.9%	582	568	2.5%

Utah Business Statistics

UTAH DATA	Jun. 1990	Jun. 1991	% Change from Year Ago	12-Month Average This Year	12-Month Average Last Year	12-Month Average % Change
Davis County -----						
Non-Ag. Employment (thous.)	61.3r	61.2	-0.2%	60.4	58.3	3.7%
Unemployment Rate	4.5r	4.7	4.4%	4.3	4.1	3.4%
Auth. Permit Construction (thous. of dol.)	12,425.0	16,041.6	29.1%	12,573.0	9,971.3	26.1%
New Dwelling Units (no.)	99	110	11.1%	82	76	7.8%
Postal Receipts (thous. of dol.)	548.6	748.0	36.3%	693.9	641.5	8.2%
Electric Customers (Residential)	50,077	50,688	1.2%	50,395	49,596	1.6%
Electric Customers (Commercial)	3,667	3,834	4.6%	3,749	3,665	2.3%
Natural Gas Customers (Residential)	52,929	54,198	2.4%	53,606	52,386	2.3%
Natural Gas Customers (Industrial)	57	63	10.5%	57	56	2.8%
Telephone Lines in Service (Mt. Bell)(Residential)	60,343	62,421	3.4%	61,457	58,627	4.8%
Telephone Lines in Service (Mt. Bell)(Nonresidential)	12,839	13,493	5.1%	13,140	12,415	5.8%
Salt Lake County -----						
Non-Ag. Employment (thous.)	371.6r	383.7	3.3%	375.2	360.3	4.1%
Unemployment Rate	4.1r	4.6	12.2%	3.9	3.9	-1.1%
Auth. Permit Construction (thous. of dol.)	40,551.4	49,612.9	22.3%	47,351.0	38,012.6	24.6%
New Dwelling Units (no.)	209	258	23.4%	216	187	15.4%
Postal Receipts (thous. of dol.)	7,380.4	8,455.5	14.6%	8,277.0	8,069.1	2.6%
Electric Customers (Residential)	245,681	248,712	1.2%	248,334	244,800	1.4%
Electric Customers (Commercial)	21,202	21,476	1.3%	21,315	21,076	1.1%
Natural Gas Customers (Residential)	228,162	232,482	1.9%	230,715	226,548	1.8%
Natural Gas Customers (Industrial)	244	251	2.9%	248	245	1.2%
Telephone Lines in Service (Mt. Bell)(Residential)	242,419	251,629	3.8%	248,191	239,041	3.8%
Telephone Lines in Service (Mt. Bell)(Nonresidential)	118,304	123,939	4.8%	121,156	115,217	5.2%
Utah County -----						
Non-Ag. Employment (thous.)	92.5r	99.0	7.0%	96.7	90.4	7.0%
Unemployment Rate	4.2r	4.7	11.9%	3.9	4.0	-1.9%
Auth. Permit Construction (thous. of dol.)	19,864.6	19,511.9	-1.8%	18,918.0	13,421.8	40.9%
New Dwelling Units (no.)	142	134	-5.6%	124	88	40.9%
Postal Receipts (thous. of dol.)	1,671.8	2,343.9	40.2%	1,827.2	1,619.3	12.8%
Electric Customers (Residential)	53,786	55,445	3.1%	55,162	53,256	3.6%
Electric Customers (Commercial)	6,522	6,621	1.5%	6,818	6,776	0.6%
Natural Gas Customers (Residential)	64,285	65,909	2.5%	65,402	63,759	2.6%
Natural Gas Customers (Industrial)	74	81	9.5%	76	73	3.5%
Telephone Lines in Service (Mt. Bell)(Residential)	66,203	68,868	4.0%	68,355	66,444	2.9%
Telephone Lines in Service (Mt. Bell)(Nonresidential)	20,945	22,382	6.9%	21,729	20,378	6.6%
Weber County -----						
Non-Ag. Employment (thous.)	66.4r	69.2	4.2%	67.4	64.9	4.0%
Unemployment Rate	5.7r	5.5	-3.5%	5.5	5.3	3.1%
Auth. Permit Construction (thous. of dol.)	6,526.8	8,151.6	24.9%	6,414.7	6,627.8	-3.2%
New Dwelling Units (no.)	60	59	-1.7%	42	45	-6.8%
Postal Receipts (thous. of dol.)	682.2	748.0	9.6%	763.6	711.5	7.3%
Electric Customers (Residential)	54,647	55,446	1.5%	55,260	54,497	1.4%
Electric Customers (Commercial)	5,035	5,234	4.0%	5,181	5,057	2.5%
Natural Gas Customers (Residential)	51,234	52,088	1.7%	51,762	50,932	1.6%
Natural Gas Customers (Industrial)	83	76	-8.4%	80	84	-4.9%
Telephone Lines in Service (Mt. Bell)(Residential)	46,990	48,392	3.0%	47,742	47,191	1.2%
Telephone Lines in Service (Mt. Bell)(Nonresidential)	13,161	13,663	3.8%	13,443	12,725	5.6%

1 Obtained from U.S. Bureau of the Census Construction Statistics Division.

2 Obtained from *Utah Construction Report*.

3 Includes services by nonprofit and religious organizations.

4 Includes public schools and college institutions.

NA

Not Available

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Revised

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Not Meaningful Due To Negative Data

Sources:

Personal Income	U.S. Department of Commerce, Bureau of Economic Analysis.
New Corporations	Utah Secretary of State.
New Car and Truck Sales	Utah State Tax Commission, Economic and Statistical Unit.
Agriculture	U.S. Department of Agriculture, Utah Agricultural Statistics Service, <i>Utah Agriculture</i> .
Construction Data	U.S. Bureau of the Census and Bureau of Economic and Business Research, <i>Utah Construction Report</i> .
Employment Data	Utah Department of Employment Security.
Savings Information	Utah Savings and Loan Institutions.
Tax Collections	Utah State Tax Commission.
Crude Oil Production	Utah Department of Oil, Gas, and Mining and Area Oil Refineries.
Natural Gas Production	Utah Department of Oil, Gas, and Mining.
Coal Production	U.S. Department of Energy.
Air Passengers	Salt Lake City International Airport, Statistics Division.
Highway Traffic Count	Utah Department of Transportation.
Visits to State and National Parks and Monuments	U.S. Forest Service, Utah State Parks and Recreation Department.
Utilities Data	Cooperating Utah Utility Companies.
Postal Receipts	Postmasters in Davis, Salt Lake, Utah, and Weber Counties.

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NATIONAL DATA

	Jun. 1990	Jun. 1991	% Change from Year Ago	12-Month Average This Year	12-Month Average Last Year	12-Month Average % Change
U.S. Gross National Product (seasonally adjusted) (bil.) (qtl.)	5,443.3	5,615.8	3.2%	5,553.9	5,336.7	4.1%
Total Personal Income (seasonally adjusted) (bil. of dol.)	4,640.7	4,813.3	3.7%	4,729.8	4,514.3	4.8%
Industrial Production Indexes (seasonally adjusted) (1987=100)	110.1	107.1	-2.7%	107.8	108.5	-0.7%
New Plant and Equipment Expenditures by Business (bil.) (qtl.)	535.5	544.2	1.6%	535.9	525.7	1.9%
Net Exports of Goods and Services (bil.) (qtl.)	-24.9	14.9	-159.8%	-10.4	-34.9	-70.1%
Exports of Goods and Services (bil.) (qtl.)	659.7	700.4	6.2%	691.3	646.9	6.9%
Imports of Goods and Services (bil.) (qtl.)	684.6	685.5	0.1%	701.7	681.8	2.9%
Index of Leading Indicators (1982=100)	146.2	143.7	-1.7%	141.9	145.0	-2.2%
Price Indexes						
Consumer Price Indexes (not seasonally adjusted) (1982-84=100)						
CPI-U (All Urban Consumers) All Items	129.9	136.0	4.7%	133.9	127.0	5.5%
CPI-U (All Urban Consumers) Food & Beverages	131.7	137.7	4.6%	135.0	128.6	5.0%
CPI-U (All Urban Consumers) Housing	128.3	133.4	4.0%	131.4	125.6	4.6%
CPI-U (All Urban Consumers) Transportation	118.2	123.7	4.7%	123.6	116.0	6.5%
CPI-U (All Urban Consumers) Medical Care	161.9	176.2	8.8%	170.2	155.6	9.3%
CPI-U (All Urban Consumers) Energy	99.5	103.5	4.0%	104.9	96.1	9.1%
Producer Price Index (not seasonally adjusted) (1982=100)						
Producer Price Index, All Finished Goods	117.9	121.9	3.4%	121.1	115.9	4.5%
GNP Price Deflator (1982=100) (qtl.)	131.0	136.2	4.0%	134.1	128.8	4.1%
Civilian Employment (seasonally adjusted)						
Total Civilian Labor Force (mil.)	124.8	125.6	0.6%	125.1	124.5	0.5%
Total Civilian Employment (mil.)	118.2	116.9	-1.1%	117.3	117.9	-0.5%
Unemployment Rate	5.3	7.0	32.1%	6.2	5.3	17.0%
Construction						
Total Construction (mil. of dol.)	24,674.0	19,552.0	-20.8%	18,102.6	22,158.3	-18.3%
Residential	10,493.0	8,909.0	-15.1%	7,751.3	9,860.7	-21.4%
Nonresidential	8,861.0	6,412.0	-27.6%	6,499.6	8,157.6	-20.3%
Non-Building	5,320.0	4,231.0	-20.5%	3,851.8	4,139.8	-7.0%
New Dwelling Units (no.)	109,640	89,946	-18.0%	80,887	108,334	-25.3%
Interest Rates						
Federal Funds Rate	8.29	5.90	-28.8%	7.05	8.55	-17.5%
Short Term (3-month Treasury bill rate)	7.74	5.60	-27.6%	6.54	7.75	-15.6%
Long Term (30-year Treasury bond yields)	8.62	8.54	-0.9%	8.55	8.43	1.3%
Prime Rates Charged by Banks on Short-term Business Loans (avg.)	10.00	8.50	-15.0%	9.46	10.30	-8.1%
Mortgage Rates (new homes)	9.80	9.18	-6.3%	9.44	9.78	-3.4%

Sources: *Survey of Current Business*, U.S. Department of Commerce: U.S. Gross National Product, Total Personal Income, Industrial Production Indexes, New Plant and Equipment Expenditures by Business, Export/Import Data, Index of Leading Indicators, GNP Price Deflator, National Employment Data, Interest Rates.

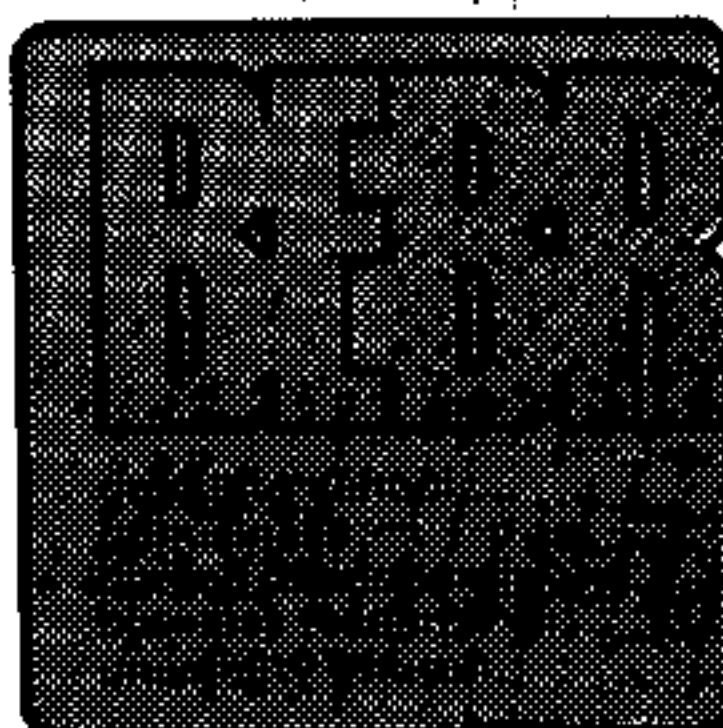
F.W. Dodge Report, McGraw-Hill: National Construction Data.

Monthly Labor Review, U.S. Department of Labor, Bureau of Labor Statistics: Consumer Price Indexes, Producer Price Index.

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