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RESULTS OF THE 1993-1994 UTAH SKIER SURVEY

Boyd L. Fjeldsted
Senior Research Economist
and
Frank C. Hachman
Associate Director

Introduction

This article presents a summary of results from the 1993-1994 Utah skier survey sponsored by the Utah Ski Association, the Utah Division of Travel Development—Travel Council, the Utah Transit Authority, the Salt Lake Convention and Visitors Bureau and the Park City Chamber of Commerce/Convention and Visitors Bureau. The Bureau of Economic and Business Research (BEBR) of the University of Utah began survey field work in December 1993 and completed the field work in April 1994. The survey consisted of a stratified sample survey of approximately 1,500 skiers conducted at all 14 Utah ski areas. The 1993-94 survey can be considered as a follow-up to similar surveys conducted by BEBR during the 1989-90 and 1990-91 ski seasons.

In reading this article 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. Since many nonresident skiers do not ski every day during their visit to Utah, the total number of Utah visitor days accounted for by nonresident skiers during their stay in Utah will exceed their total number of skier visits.

Sample Design and Estimation Procedure

One of the principal goals of the 1989-90, 1990-91, and 1993-94 skier surveys was to estimate the proportion of total Utah skier visits accounted for by nonresident skiers with a maximum error margin of approximately 2.5 percentage points with a 95% confidence level. In order to achieve this objective, the 1993-94 skier survey incorporated a two-stage stratified sample design, with the total sample size of 1,545 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 four completed interviews for a half-day assignment and 10 interviews for a full-day assignment. *Interviews were restricted to skiers age 16 and over who were not ski area employees.*

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 at this point that the lift line intercept procedure resulted in a response rate of approximately 96%, i.e., among those intercepted skiers who were eligible for inclusion in the sample, only about 4% 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 1993-94 ski season. In addition, for nonresident 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 nonresident 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 come up

with 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

Interviewers were given the following instructions for selecting and interviewing skiers:

1. The interviewer shall ski to the end of a roped-off lift chute and select the next eligible skier who skis up from behind into the chute. An eligible skier is defined as one who is 16 years old or over and who is not a ski area employee or member of the ski patrol. Under no circumstances may the interviewer select a skier after observing the skier or on the basis of observing the skier. And, under absolutely no circumstances may the interviewer allow a skier to select himself to be interviewed.
2. If the selected skier refuses to be interviewed (or is younger than age 16 or is a ski area employee or member of the ski patrol), the interviewer shall select the next skier who skis up from behind, etc. The interviewer shall record information for all eligible skiers in the observation block of the questionnaire, even if they refuse to be interviewed.
3. The interviewer shall select ski lifts in rotation, beginning with highest activity lifts. The interviewer shall not interview 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.
4. If lift chutes are designated as singles, doubles, triples, etc., the interviewer shall rotate among types of designations, e.g., first singles, then doubles, then triples, etc.
5. The interviewer shall attempt 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 appears to be near the age threshold, the interviewer shall ask the age of the skier and proceed accordingly. In all cases, the interviewer shall complete the observation block of the questionnaire, including a statement of the reason for termi-

nating the interview, e.g., "not interested" or "did not want to split up."

6. Surveying will be conducted in clusters of five morning and five afternoon interviews. If two ski areas are assigned on the same day, four interviews will be conducted at one area in the morning and four at the other area in the afternoon.
7. Questionnaires are to be turned in for all eligible skiers who are selected for an interview—whether interviewed or not. Questionnaires should not be turned in for skiers under the age of 16 or for ski area employees or members of the ski patrol.

Skier Survey Highlights

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.

- Nonresident skiers accounted for approximately 58.4% or 1.64 million of the 2.81 million Utah skier visits during the 1993-94 ski season. Utah resident skiers accounted for approximately 41.6% or about 1.17 million skier visits during the 1993-94 ski season. These results were obtained by weighting the results from individual ski areas by the proportion of total skier activity accounted for by each ski area.
- Nonresident skiers accounted for approximately 57% of total skier visits to the four Salt Lake County ski areas (Alta, Brighton, Snowbird and Solitude) and about 68% of total skier visits to the three Summit County ski areas (Deer Valley, Park City and Park West). Conversely, Utah residents accounted for about 43% of skier visits to Salt Lake County ski areas and about 32% to Summit County ski areas.
- California alone accounted for 27% of the nonresident skier respondents statewide, with 24% coming from other western and southwestern states, 19% coming from northeastern and central Atlantic states, and 25% from

southern and central states. About 5% came from foreign countries.

- An estimated 24% of nonresident skiers were 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 five years was 2.7, though 31% of these had skied in Utah every year in the previous five years.
- Approximately 89% of nonresident skiers listed skiing or vacation as the principal reason for being in Utah. Business and/or convention was the reason listed by 7%, followed by visiting family or friends at 4%.
- Nonresident skiers stayed an average of 4.9 nights in Utah and skied an average of 3.8 days on Utah ski slopes. These averages were calculated using appropriate weights to adjust for differential intercept probabilities. This is necessary since those nonresident 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 nonresident skiers staying in the Salt Lake Valley was 5.1 nights, compared to 5.4 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 3.8, while the average number of days skied by those staying in Summit County was more than a half day longer, viz., 4.4. 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 31% of nonresident skiers. Other Summit County areas accounted for 1%, so that the total for Summit County was 32%. Park City was followed by downtown Salt Lake City, with 25% of the nonresident 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 41%. In addition Snowbird and Alta ski resorts, also in Salt Lake County, accounted for 8%, so that the total for Salt Lake County was approximately 49%.

- Approximately 31% of nonresident skiers stayed in a rented condo or vacation home while visiting Utah. About 38% stayed in a hotel, lodge or motel. Some 19% stayed with friends or family, while 12% stayed in an owned condo or vacation home.
- Approximately 79% of nonresident skiers traveled to Utah by airline. Of these about 18% paid no fare; and of these an estimated 68% were traveling on a frequent flyer award. The appropriately weighted mean round-trip airfare for all those purchasing tickets was approximately \$353. Inclusion of those paying no fare reduced the average for all trips to approximately \$290. About 20% of nonresident skiers traveled to Utah by automobile or other private vehicle, while 1% traveled by bus.
- Some 29% of nonresident skiers used a private automobile to get to the ski area at which they were interviewed. About 49% used a rented automobile, while only 18% used a bus, taxi or limousine. Approximately 4% of nonresident skiers at Big and Little Cottonwood Canyon ski areas used Utah Transit Authority buses to get to the ski area, while 4% of nonresident skiers at Summit County ski areas used Park City Transit buses to get to the ski area.
- The average size group of nonresidents traveling together to Utah (including single persons) was 2.4. The average number of skiers in the group was 2.3, 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.
- Utah resident skiers age 16 and over skied an estimated average 12 days during the 1993-94 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, some 98,000 Utah residents skied one or more days in Utah during the 1993-94 ski season.

Comparison of Results from Previous Skier Surveys

While many of the questions differed between the 1989-90, 1990-91 and 1993-94 surveys, a number of the questions asked were essentially the same. Tables 1 through 8 provide a comparison of selected results from the 1989-90, 1990-91 and 1993-94 skier surveys.

Salt Lake County, Summit County and Statewide Comparisons

Tables 9 through 13 provide selected comparisons of results from the 1993-94 Skier Survey for the principal counties of stay, viz. Salt Lake and Summit Counties. These results are also compared with statewide numbers.

Economic Impact Highlights

- Nonresident skiers accounted for 58.4% or about 1.64 million of the 2.81 million skier visits during the 1993-94 ski season, with an average estimated expenditure during their entire stay in Utah of approximately \$181 per person per day. Those skiers staying in Salt Lake County spent an estimated \$161 per day, while those staying in Summit County spent an estimated \$215 per person per day. (See Table 14 for expenditure per person per day details.)
- Nonresident skiers accounted for approximately 312,000 round-trip airline flights to Utah with an average round-trip fare of approximately \$353 for paid tickets. Approximately 18% of the total trips were frequent flyer awards or were made by airline employees, resulting in an average fare for all trips of approximately \$290.
- These out-of-state skiers spent approximately \$467 million for their Utah skiing vacations, including about \$91 million for airline travel to Utah and an estimated \$376 million while staying in Utah. Direct state and local government excise tax collections resulting from these expenditures amounted to almost \$29 million. These taxes include sales tax, gasoline tax, room tax, restaurant tax and car rental tax.

- The \$376 million spent in Utah by out-of-state skiers included an estimated \$49 million for lift passes, nearly \$11 million for ski equipment rentals, \$8 million for ski lessons, nearly \$104 million for lodging, \$60 million for restaurant meals, \$18 million for other food and beverages, \$48 million for ski equipment and apparel, \$10 million for other apparel and footwear, \$21 million for jewelry, souvenirs and gifts, \$3 million for entertainment and amusement, \$30 million for automobile rental, \$8 million for gasoline and oil, nearly \$3 million for other transportation expenses and \$4 million for other services.
- Nonresident skier expenditures generated an estimated \$217 million in earnings for Utah wage earners and proprietors (taking into account direct, indirect and induced impacts) and generated more than 13,000 job years of employment for Utah workers.
- Utah resident skiers accounted for 41.6% or about 1.17 million of the 2.81 million skier visits during the 1993-94 ski season, with an average estimated expenditure on skiing trips of \$17 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 \$20 million, accounting for approximately 500 jobs and \$6 million in earnings for Utah workers.
- Utah resident skiers age 16 and over spent an estimated \$545 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 \$48 million for the year, accounting for approximately 700 jobs and \$10 million in earnings for Utah workers.

Economic Impact Analysis

For the purpose of analysis the actual measurement of the total economic impact of the Utah ski industry (including indirect and induced effects) has emphasized the impact of nonresident skier expenditures on the Utah economy as estimated from the results of the 1993-94 Utah skier survey. There is a very sound economic reason for this emphasis, since there is a significant distinc-

tion to be made between the effects of spending by resident and nonresident 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, simply because of the existence of Utah skiing with all of its attractions. 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 nonresident 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.

The total impact of nonresident 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. In effect this model allows the flow of nonresident 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 the nonresident skiers make purchases from, but also the indirect requirements that are imposed because those sectors must make purchases from other sectors to satisfy the direct requirements, and also the induced requirements imposed on the economy because the workers in each of the sectors directly or indirectly impacted will be making purchases from those and still other sectors in the economy out of the income they receive for providing labor services.

| <p>Table 1</p> <p>ESTIMATED PERCENT OF SKIER VISITS BY UTAH RESIDENCE STATUS</p> | | | |
|--|---------|---------|---------|
| | 1989-90 | 1990-91 | 1993-94 |
| Utah Resident | 40.1 | 40.0 | 41.6 |
| Non-resident | 59.9 | 60.0 | 58.4 |
| Total | 100.0 | 100.0 | 100.0 |

| <p>Table 2</p> <p>PERCENT OF NONRESIDENT RESPONDENTS BY REGION OF RESIDENCE</p> | | | |
|---|---------|---------|---------|
| | 1989-90 | 1990-91 | 1993-94 |
| California | 24.6 | 30.3 | 26.6 |
| Central | 16.0 | 12.7 | 12.7 |
| Northeast | 15.2 | 15.4 | 12.8 |
| Central Atlantic | 8.4 | 6.6 | 6.8 |
| Southwest | 13.1 | 11.9 | 13.4 |
| South | 9.9 | 10.4 | 12.0 |
| Rocky Mountain | 3.6 | 3.3 | 4.6 |
| Northwest and Hawaii | 3.8 | 4.3 | 5.6 |
| Foreign | 5.5 | 5.2 | 5.5 |
| Total | 100.0 | 100.0 | 100.0 |

| <p>Table 3</p> <p>ESTIMATED PERCENT OF NONRESIDENT SKIERS IN UTAH FOR FIRST TIME AND PREVIOUSLY IN UTAH</p> | | | |
|---|---------|---------|---------|
| | 1989-90 | 1990-91 | 1993-94 |
| In Utah for First Time | 32.6 | 35.7 | 23.9 |
| Been in Utah Previously | 67.4 | 64.3 | 76.1 |
| Total | 100.0 | 100.0 | 100.0 |

| <p>Table 4</p> <p>PERCENT OF RETURNING NONRESIDENT RESPONDENTS</p> <p>BY NUMBER OF YEARS SKIED IN UTAH IN PREVIOUS FIVE YEARS</p> | | | |
|---|---------|---------|---------|
| | 1989-90 | 1990-91 | 1993-94 |
| None | 16.3 | 15.7 | 17.6 |
| One Year | 22.0 | 19.1 | 18.1 |
| Two Years | 15.4 | 11.9 | 12.8 |
| Three Years | 11.9 | 13.7 | 11.9 |
| Four Years | 8.3 | 9.0 | 8.3 |
| All Five Years | 26.1 | 30.5 | 31.2 |
| Total | 100.0 | 100.0 | 100.0 |

| <p>Table 5</p> <p>ESTIMATED MEAN NUMBER OF NIGHTS STAYED</p> <p>AND DAYS SKIED IN UTAH PER NONRESIDENT SKIER TRIP</p> | | | |
|---|---------|---------|---------|
| | 1989-90 | 1990-91 | 1993-94 |
| Nights Stayed | 5.4 | 5.0 | 4.9 |
| Days Skied | 4.2 | 3.9 | 3.8 |

| <p>Table 6</p> <p>PERCENT OF NONRESIDENT RESPONDENTS BY TYPE OF ACCOMMODATION</p> | | | |
|---|---------|---------|---------|
| | 1989-90 | 1990-91 | 1993-94 |
| Hotel, Motel, Lodge or B&B | 44 | 48 | 38 |
| Rented Condo or Vacation Home | 32 | 26 | 31 |
| Owned Condo or Vacation Home | 9 | 9 | 12 |
| Friends, Family, or Other | 13 | 16 | 19 |
| Total | 100 | 100 | 100 |

| <p>Table 7</p> <p>PERCENT OF NONRESIDENT RESPONDENTS</p> <p>BY MODE OF TRAVEL TO UTAH</p> | | | |
|---|---------|---------|---------|
| | 1989-90 | 1990-91 | 1993-94 |
| Airline | 76 | 72 | 79 |
| Automobile | 22 | 25 | 20 |
| Bus | 2 | 2 | 1 |
| Private Aircraft | 1 | 1 | 0 |
| Total | 100 | 100 | 100 |

| <p>Table 8</p> <p>ESTIMATED PERCENT OF NONRESIDENT</p> <p>SKIER TRIPS BY DESTINATION STAY AREA</p> | | | |
|--|---------|---------|---------|
| | 1989-90 | 1990-91 | 1993-94 |
| Downtown Salt Lake City | 26 | 25 | 25 |
| Alta and Snowbird | 8 | 9 | 8 |
| Other Salt Lake County | 11 | 15 | 16 |
| Park City and Deer Valley | 30 | 29 | 31 |
| Other Summit County | 1 | 2 | 1 |
| Rest of State | 24 | 20 | 19 |
| Total | 100 | 100 | 100 |

| <p>Table 9</p> <p>ESTIMATED MEAN NUMBER OF NIGHTS STAYED</p> <p>AND DAYS SKIED IN UTAH PER NONRESIDENT</p> <p>SKIER TRIP BY AREA OF STAY</p> | | | |
|--|---------------|------------------|---------------|
| | State of Utah | Salt Lake County | Summit County |
| Nights Stayed | 4.9 | 5.1 | 5.4 |
| Days Skied | 3.8 | 3.8 | 4.4 |

Table 10
PERCENT OF RESPONDENTS BY TYPE OF GROUND TRANSPORTATION
TO INTERCEPT SKI AREA — ALL UTAH SKI AREAS

| | Utah Residents | Nonresidents | All Respondents |
|-----------------------|----------------|--------------|-----------------|
| Private Vehicle | 90 | 29 | 55 |
| Rented Vehicle | 0 | 49 | 29 |
| UTA Bus | 5 | 2 | 3 |
| Park City Free Bus | 2 | 2 | 2 |
| Other Bus, Taxi, Limo | 3 | 18 | 11 |
| Total | 100 | 100 | 100 |

Table 11
PERCENT OF RESPONDENTS BY TYPE OF GROUND TRANSPORTATION
TO INTERCEPT SKI AREA — SALT LAKE COUNTY SKI AREAS

| | Utah Residents | Nonresidents | All Respondents |
|-----------------------|----------------|--------------|-----------------|
| Private Vehicle | 86 | 24 | 51 |
| Rented Vehicle | 1 | 51 | 30 |
| UTA Bus | 11 | 4 | 6 |
| Other Bus, Taxi, Limo | 2 | 21 | 13 |
| Total | 100 | 100 | 100 |

Table 12
PERCENT OF RESPONDENTS BY TYPE OF GROUND TRANSPORTATION
TO INTERCEPT SKI AREA — SUMMIT COUNTY SKI AREAS

| | Utah Residents | Nonresidents | All Respondents |
|-----------------------|----------------|--------------|-----------------|
| Private Vehicle | 89 | 19 | 41 |
| Rented Vehicle | 0 | 57 | 39 |
| Park City Free Bus | 7 | 4 | 5 |
| Other Bus, Taxi, Limo | 4 | 20 | 15 |
| Total | 100 | 100 | 100 |

Table 13
PERCENT OF NONRESIDENT RESPONDENTS
BY TYPE OF ACCOMMODATION AND BY AREA OF STAY

| | State of Utah | Salt Lake County | Summit County |
|----------------------------------|---------------|------------------|---------------|
| Hotel, Motel, Lodge or B&B | 38 | 54 | 20 |
| Rented Condo or Vacation Home | 31 | 16 | 52 |
| Owned Condo or Vacation Home | 12 | 6 | 20 |
| Friends, Family or Other | 19 | 24 | 8 |
| Total | 100 | 100 | 100 |

Table 14
ESTIMATED 1993-94 NONRESIDENT SKIER EXPENDITURES
PER PERSON PER DAY BY EXPENDITURE CATEGORY AND STAY AREA

| Expenditure Category | Area of Stay | | |
|----------------------------|---------------|------------------|---------------|
| | State of Utah | Salt Lake County | Summit County |
| Ski Lift Passes | \$24.62 | \$22.85 | \$29.70 |
| Ski Equipment Rentals | 5.08 | 4.20 | 6.20 |
| Ski Lessons | 4.33 | 2.63 | 6.35 |
| Restaurant Food/Beverages | 28.53 | 26.64 | 35.47 |
| Other Food and Beverages | 8.98 | 5.76 | 12.66 |
| Lodging Daily Room Rate | 51.18 | 47.55 | 61.31 |
| Lodging Incidentals | 0.69 | 1.00 | 0.42 |
| Ski Equipment and Apparel | 23.01 | 17.24 | 21.91 |
| Other Apparel and Footwear | 3.95 | 3.13 | 5.19 |
| Jewelry, Souvenirs, Gifts | 8.49 | 7.07 | 12.33 |
| Entertainment/Amusement | 1.51 | 0.89 | 2.62 |
| Auto Daily Rental Rate | 14.27 | 15.09 | 15.91 |
| Gasoline, Oil, Tires | 3.35 | 2.64 | 1.74 |
| Other Transportation Costs | 1.32 | 1.42 | 1.58 |
| Other Services | 2.00 | 2.52 | 1.86 |
| Total | \$181.31 | \$160.63 | \$215.25 |

Utah Business Statistics

| UTAH DATA | Sept. 1993 | Sept. 1994 | % 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.) | 30,225 | NA | NA | NA | 29,590 | NA |
| New Corporations (no.) | 534 | 674 | 26.2 | 728 | 587 | 24.2 |
| New Car, Truck, and Motor Home Sales (no.) | 6,304 | 6,097 | -3.3 | 6,196 | 5,633 | 10.0 |
| Agriculture ----- | | | | | | |
| Average Prices Received by Farmers (dol.) | | | | | | |
| Lambs (cwt.) | 62.00 | 65.00 | 4.8 | 59.46 | 56.48 | 5.3 |
| Milk, All (cwt.) 1 | 12.10 | 12.20 | 0.8 | 12.58 | 11.97 | 5.1 |
| Barley (per bushel) | 2.10 | 2.22 | 5.7 | 2.32 | 2.24 | 3.3 |
| Alfalfa Hay, Baled (per ton) 2 | 60.00 | 79.00 | 31.7 | 71.33 | 64.17 | 11.2 |
| Commercial Red Meat Production (thous. of lbs.) | 37,901 | 40,802 | 7.7 | 38,486 | 35,886 | 7.2 |
| Construction ----- | | | | | | |
| Total Construction (thous. of dol.) 3 | 177,765.9 | 200,312.7 | 12.7 | 187,097.1 | 141,450.2 | 32.3 |
| Residential | 123,343.7 | 124,732.6 | 1.1 | 126,679.5 | 98,877.0 | 28.1 |
| Nonresidential | 21,726.6 | 51,667.5 | 137.8 | 36,678.5 | 23,485.6 | 56.2 |
| Additions, Alterations, and Conversions | 32,695.6 | 23,912.7 | -26.9 | 23,739.2 | 19,087.6 | 24.4 |
| Total Permit Construction (thous. of dol.) 4 | 261,139.9 | 266,104.4 | 1.9 | 223,807.2 | 177,237.5 | 26.3 |
| Residential | 144,130.3 | 145,945.9 | 1.3 | 142,468.3 | 116,854.3 | 21.9 |
| Nonresidential | 37,113.4 | 97,582.1 | 162.9 | 53,364.3 | 33,768.5 | 58.0 |
| Additions, Alterations, and Repairs | 79,896.1 | 22,576.4 | -71.7 | 27,974.5 | 26,864.7 | 4.1 |
| New Dwelling Units (no.) | 1,724 | 1,584 | -8.1 | 1,621 | 1,378 | 17.6 |
| Employment 5 ----- | | | | | | |
| Civilian Labor Force (thous.) | 933.4 | 995.8f | 6.7 | 956.0 | 874.7 | 9.3 |
| Employed | 899.7 | 961.4f | 6.9 | 922.8 | 837.3 | 10.2 |
| Unemployed | 33.7 | 34.4f | 2.1 | 33.2 | 37.3 | -11.2 |
| Percent of Labor Force | 3.6 | 3.5f | -2.8 | 3.4 | 4.3 | -19.5 |
| Nonagricultural Jobs (thous.) | 825.7 | 878.6f | 6.4 | 846.4 | 797.8 | 6.1 |
| Mining | 8.4 | 8.4f | 0.0 | 8.3 | 8.4 | -0.8 |
| Contract Construction | 44.1 | 53.8f | 22.0 | 45.6 | 38.3 | 19.0 |
| Manufacturing | 112.3 | 117.8f | 4.9 | 114.3 | 109.0 | 4.9 |
| Transportation, Communications, and Utilities | 48.2 | 50.6f | 5.0 | 48.9 | 46.2 | 5.8 |
| Wholesale Trade | 40.8 | 42.8f | 4.9 | 41.5 | 39.9 | 3.9 |
| Retail Trade | 153.2 | 163.0f | 6.4 | 158.3 | 149.3 | 6.0 |
| Finance, Insurance, and Real Estate | 42.6 | 47.2f | 10.8 | 44.9 | 39.9 | 12.7 |
| Services 6 | 218.2 | 233.3f | 6.9 | 222.9 | 207.8 | 7.3 |
| Federal Government | 33.9 | 32.4f | -4.4 | 33.0 | 35.6 | -7.2 |
| State Government 7 | 46.3 | 48.0f | 3.7 | 49.4 | 47.6 | 3.9 |
| Local Government 7 | 77.7 | 81.3f | 4.6 | 78.9 | 75.9 | 3.9 |
| Average Weekly Hours | | | | | | |
| Mining | 43.3 | NA | NA | NA | 44.1 | NA |
| Manufacturing | 40.2 | NA | NA | NA | 39.6 | NA |
| Wholesale Trade | 37.0 | NA | NA | NA | 36.5 | NA |
| Retail Trade | 27.8 | NA | NA | NA | 27.3 | NA |
| Amount of Unemployment Compensation (thous. of dol.) | 4,348.0 | 3,615.1 | -16.9 | 5,528.9 | 6,359.4 | -13.1 |
| Finance (qtl.) ----- | | | | | | |
| Total State and Nationally Chartered Banks (no.) | 37 | NA | NA | NA | 38 | NA |
| Total Assets (mil. of dol.) | 13,866.8 | NA | NA | NA | 13,492.2 | NA |
| Total Liabilities (mil. of dol.) | 12,855.0 | NA | NA | NA | 12,510.5 | NA |
| Total Equity Capital (mil. of dol.) | 1,011.8 | NA | NA | NA | 981.7 | NA |
| Capital to Assets 8 | 8.61 | NA | NA | NA | 8.60 | NA |
| Loan Loss Reserve Ratio | 2.25 | NA | NA | NA | 2.28 | NA |
| Loans to Assets | 58.34 | NA | NA | NA | 58.16 | NA |
| Temporary Investment Ratio | 18.30 | NA | NA | NA | 19.67 | NA |
| Return on Assets | 0.33 | NA | NA | NA | 0.33 | NA |
| Production ----- | | | | | | |
| Crude Oil to Refineries, Barrels Received (thous. of bbls.) | 4,160 | 4,026 | -3.2 | 4,119 | 4,035 | 2.1 |
| Crude Oil (thous. of bbls.) | 1,701.3 | NA | NA | NA | 1,800.2 | NA |
| Natural Gas (mil. of cu. ft.) | 24,670.0 | NA | NA | NA | 27,942.1 | NA |
| Coal (thous. short tons) | 1,821 | 2,122p | 16.5 | 2,007 | 1,817 | 10.5 |
| Travel/Tourism ----- | | | | | | |
| Air Passengers (total no. on and off, S.L. Int'l. Airport) | 1,358,322 | 1,475,186 | 8.6 | 1,447,337 | 1,266,289 | 14.3 |
| Highway Traffic Count Across State Lines (both directions) | 57,623 | 60,862 | 5.6 | 53,316 | 49,021 | 8.8 |
| Visits to State and National Parks and Monuments | 2,228,539 | 2,031,238 | -8.9 | 1,422,165 | 1,433,264 | -0.8 |
| Utilities ----- | | | | | | |
| Electric Customers (residential active meters) | 521,720 | 534,108 | 2.4 | 529,629 | 517,094 | 2.4 |
| Electric Customers (commercial active meters) | 51,997 | 53,763 | 3.4 | 53,297 | 51,587 | 3.3 |
| Natural Gas Customers (residential and commercial) | 528,471 | 547,748 | 3.6 | 544,239 | 524,441 | 3.8 |
| Natural Gas Customers (industrial) | 703 | 642 | -8.7 | 681 | 757 | -10.1 |
| Telephone Lines in Service (U.S. West, residential access) | 582,770 | NA | NA | NA | 571,689 | NA |
| Telephone Lines in Service (U.S. West, business access) | 228,524 | NA | NA | NA | 220,956 | NA |

Utah Business Statistics

| UTAH DATA | Sept. 1993 | Sept. 1994 | % Change from Year Ago | 12-Month Average This Year | 12-Month Average Last Year | 12-Month Average % Change |
|--|------------|------------|------------------------------|----------------------------------|----------------------------------|---------------------------------|
| Davis County | | | | | | |
| Nonagricultural Employment (thous.) | 70.2 | 70.4f | 0.3 | 67.9 | 64.8 | 4.9 |
| Unemployment Rate (seasonally adjusted) | 3.1 | 3.2f | 3.2 | 3.2 | 3.9 | -17.5 |
| Authorized Permit Construction (thous. of dol.) | 19,783.1 | 18,174.6 | -8.1 | 22,328.8 | 18,911.1 | 18.1 |
| New Dwelling Units (no.) | 154 | 97 | -37.0 | 150 | 140 | 6.7 |
| New Car, Truck, and Motor Home Sales, Owner's County (no.) | 619 | 504 | -18.6 | 507 | 494 | 2.7 |
| Electric Customers (residential active meters) | 53,499 | 54,848 | 2.5 | 54,294 | 52,861 | 2.7 |
| Electric Customers (commercial active meters) | 4,179 | 4,485 | 7.3 | 4,331 | 4,115 | 5.2 |
| Natural Gas Customers (residential and commercial) | 57,143 | 58,858 | 3.0 | 58,510 | 56,638 | 3.3 |
| Natural Gas Customers (industrial) | 84 | 75 | -10.7 | 82 | 88 | -6.9 |
| Telephone Lines in Service (U.S. West, residential access) | 68,288 | 72,006 | 5.4 | 70,155 | 66,953 | 4.8 |
| Telephone Lines in Service (U.S. West, business access) | 15,541 | 17,361 | 11.7 | 16,494 | 14,960 | 10.3 |
| Salt Lake County | | | | | | |
| Nonagricultural Employment (thous.) | 419.0 | 445.0f | 6.2 | 431.0 | 405.7 | 6.2 |
| Unemployment Rate (seasonally adjusted) | 3.1 | 3.0f | -3.2 | 3.1 | 3.9 | -19.2 |
| Authorized Permit Construction (thous. of dol.) | 90,945.3 | 93,481.2 | 2.8 | 82,423.6 | 70,204.6 | 17.4 |
| New Dwelling Units (no.) | 540 | 469 | -13.1 | 522 | 476 | 9.6 |
| New Car, Truck, and Motor Home Sales, Owner's County (no.) | 3,358 | 3,023 | -10.0 | 3,074 | 2,858 | 7.5 |
| Electric Customers (residential active meters) | 259,407 | 262,906 | 1.3 | 262,484 | 257,542 | 1.9 |
| Electric Customers (commercial active meters) | 22,577 | 23,208 | 2.8 | 23,040 | 22,388 | 2.9 |
| Natural Gas Customers (residential and commercial) | 241,418 | 246,522 | 2.1 | 246,384 | 240,623 | 2.4 |
| Natural Gas Customers (industrial) | 284 | 267 | -6.0 | 279 | 327 | -14.7 |
| Telephone Lines in Service (U.S. West, residential access) | 271,557 | 285,969 | 5.3 | 278,629 | 267,134 | 4.3 |
| Telephone Lines in Service (U.S. West, business access) | 133,701 | 140,043 | 4.7 | 136,379 | 130,095 | 4.8 |
| Utah County | | | | | | |
| Nonagricultural Employment (thous.) | 111.4 | 120.6f | 8.3 | 113.7 | 106.4 | 6.8 |
| Unemployment Rate (seasonally adjusted) | 3.3 | 3.1f | -6.1 | 3.0 | 3.9 | -22.3 |
| Authorized Permit Construction (thous. of dol.) | 83,041.7 | 54,579.6 | -34.3 | 39,307.6 | 34,632.5 | 13.5 |
| New Dwelling Units (no.) | 410 | 347 | -15.4 | 304 | 258 | 17.6 |
| New Car, Truck, and Motor Home Sales, Owner's County (no.) | 618 | 606 | -1.9 | 571 | 517 | 10.3 |
| Electric Customers (residential active meters) | 58,226 | 61,060 | 4.9 | 59,793 | 57,476 | 4.0 |
| Electric Customers (commercial active meters) | 6,448 | 6,683 | 3.6 | 6,737 | 6,454 | 4.4 |
| Natural Gas Customers (residential and commercial) | 70,888 | 74,699 | 5.4 | 73,959 | 70,243 | 5.3 |
| Natural Gas Customers (industrial) | 93 | 93 | 0.0 | 94 | 93 | 1.1 |
| Telephone Lines in Service (U.S. West, residential access) | 76,426 | 82,326 | 7.7 | 79,045 | 74,381 | 6.3 |
| Telephone Lines in Service (U.S. West, business access) | 26,382 | 29,242 | 10.8 | 28,015 | 25,066 | 11.8 |
| Weber County | | | | | | |
| Nonagricultural Employment (thous.) | 70.2 | 74.0f | 5.4 | 72.5 | 70.2 | 3.3 |
| Unemployment Rate (seasonally adjusted) | 5.0 | 4.4f | -12.0 | 4.3 | 5.7 | -23.4 |
| Authorized Permit Construction (thous. of dol.) | 11,851.2 | 13,926.8 | 17.5 | 14,930.7 | 9,530.7 | 56.7 |
| New Dwelling Units (no.) | 99 | 86 | -13.1 | 92 | 69 | 33.5 |
| New Car, Truck, and Motor Home Sales, Owner's County (no.) | 443 | 440 | -0.7 | 445 | 455 | -2.1 |
| Electric Customers (residential active meters) | 57,582 | 58,645 | 1.8 | 58,187 | 57,184 | 1.8 |
| Electric Customers (commercial active meters) | 5,455 | 5,499 | 0.8 | 5,522 | 5,431 | 1.7 |
| Natural Gas Customers (residential and commercial) | 54,211 | 55,424 | 2.2 | 55,267 | 54,026 | 2.3 |
| Natural Gas Customers (industrial) | 94 | 81 | -13.8 | 86 | 96 | -10.3 |
| Telephone Lines in Service (U.S. West, residential access) | 51,759 | 54,374 | 5.1 | 52,989 | 50,964 | 4.0 |
| Telephone Lines in Service (U.S. West, business access) | 14,564 | 15,830 | 8.7 | 15,153 | 14,121 | 7.3 |

- 1 Before deductions for hauling and government withholding, but includes quality, quantity and other premiums. Excludes hauling subsidies.
- 2 Mid-month prices.
- 3 Obtained from U.S. Bureau of the Census Construction Statistics Division.
- 4 Obtained from *Utah Construction Report*.
- 5 Some figures are not strictly comparable due to reclassification.
- 6 Includes services by nonprofit and religious organizations.
- 7 Includes public schools and college institutions.
- 8 Includes allowance for loan losses.

NA Not available.
f Forecast.
p Preliminary.

Sources:

| | |
|--|---|
| Personal Income | U.S. Department of Commerce, Bureau of Economic Analysis. |
| New Corporations | Utah Department of Commerce, Division of Corporations and Commercial Code. |
| New Car and Truck Sales | Utah State Tax Commission, Economic and Statistical Unit, <i>Utah Car and Truck Sales Quarterly Report</i> . |
| 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, <i>Utah Labor Market Report</i> . |
| Finance Data | Utah Department of Financial Institutions. |
| Crude Oil Production | Utah Office of Energy and Resource Planning and Division of Oil, Gas and Mining, <i>Oil and Gas Production Report</i> . |
| Natural Gas Production | Utah Division of Oil, Gas and Mining, <i>Oil and Gas Production Report</i> . |
| Coal Production | U.S. Department of Energy, Energy Information Administration. |
| Air Passengers | Salt Lake City International Airport, Statistics Division, <i>Air Traffic Statistics and Activity Report</i> . |
| Highway Traffic Count | Utah Department of Transportation, <i>Automatic Traffic Recorder Data Report</i> . |
| Visits to State and National Parks and Monuments | U.S. Forest Service and Utah State Parks and Recreation Department. |
| Utilities Data | Cooperating Utah Utility Companies. |

NATIONAL DATA

| | Sept. 1993 | Sept. 1994 | % Change from Year Ago | 12-Month Average This Year | 12-Month Average Last Year | 12-Month Average % Change |
|---|------------|------------|------------------------------|----------------------------------|----------------------------------|---------------------------------|
| U.S. Gross Domestic Product (seasonally adjusted, bil., qtl.) | 6,359.2 | 6,786.5p | 6.7 | 6,632.3 | 6,266.1 | 5.8 |
| Total Personal Income (seasonally adjusted, bil. of dol.) | 5,416.3 | 5,761.1 | 6.4 | 5,607.7 | 5,337.7 | 5.1 |
| Industrial Production Index (seasonally adjusted, 1987=100) | 112.5 | 119.1 | 5.9 | 116.4 | 111.1 | 4.8 |
| New Plant and Equipment Expenditures by Business (bil., qtl.) | 594.6 | 651.9b | 9.6 | 628.2 | 574.1 | 9.4 |
| Net Exports of Goods and Services (seasonally adjusted, bil., qtl.) | -77.0 | -114.5p | 48.7 | -92.5 | -58.0 | 59.4 |
| Exports of Goods and Services (seasonally adjusted, bil., qtl.) | 649.0 | 725.2p | 11.7 | 696.1 | 651.3 | 6.9 |
| Imports of Goods and Services (seasonally adjusted, bil., qtl.) | 726.0 | 839.7p | 15.7 | 788.5 | 709.3 | 11.2 |
| Composite Index of 11 Leading Indicators (1987=100) | 98.7 | 102.3 | 3.6 | 101.0 | 98.6 | 2.5 |
| Price Indexes ----- | | | | | | |
| Consumer Price Indexes (not seasonally adjusted, 1982-84=100) | | | | | | |
| CPI-U (All Urban Consumers) All Items | 145.1 | 149.4 | 3.0 | 147.3 | 143.5 | 2.6 |
| CPI-U (All Urban Consumers) Food and Beverages | 141.8 | 145.6 | 2.7 | 144.0 | 140.7 | 2.3 |
| CPI-U (All Urban Consumers) Housing | 142.3 | 145.8 | 2.5 | 143.9 | 140.3 | 2.6 |
| CPI-U (All Urban Consumers) Transportation | 130.1 | 135.9 | 4.5 | 133.2 | 129.5 | 2.8 |
| CPI-U (All Urban Consumers) Medical Care | 203.3 | 212.8 | 4.7 | 208.6 | 198.7 | 4.9 |
| CPI-U (All Urban Consumers) Energy | 105.2 | 108.2 | 2.9 | 104.2 | 104.3 | -0.0 |
| Producer Price Index (not seasonally adjusted, 1982=100) | | | | | | |
| Producer Price Index, All Finished Goods | 123.8 | 125.5 | 1.4 | 125.1 | 124.7 | 0.4 |
| GDP Implicit Price Deflator (seasonally adjusted, 1987=100, qtl.) | 123.7 | 126.5p | 2.3 | 125.4 | 123.0 | 2.0 |
| Civilian Employment (seasonally adjusted) ----- | | | | | | |
| Labor Force (mil.) | 128.1 | 131.3c | 2.5 | 130.3 | 127.7 | 2.0 |
| Employment (mil.) | 119.6 | 123.6c | 3.3 | 122.0 | 118.7 | 2.8 |
| Unemployment Rate | 6.7 | 5.9c | -11.9 | 6.3 | 7.0 | -9.8 |
| Construction ----- | | | | | | |
| Total Construction (thous. of dol.) | 17,307,988 | 19,370,588 | 11.9 | 17,115,277 | 14,816,772 | 15.5 |
| Residential | 9,835,841 | 10,947,210 | 11.3 | 10,081,626 | 8,487,085 | 18.8 |
| Nonresidential | 3,779,209 | 4,430,691 | 17.2 | 3,506,619 | 3,017,270 | 16.2 |
| Additions, Alterations, and Conversions | 3,692,938 | 3,992,687 | 8.1 | 3,527,032 | 3,312,417 | 6.5 |
| New Dwelling Units (no.) | 112,280 | 127,159 | 13.3 | 112,747 | 95,971 | 17.5 |
| Interest Rates ----- | | | | | | |
| Federal Funds Rate | 3.09 | 4.73 | 53.1 | 3.66 | 3.03 | 20.5 |
| Discount Rate on New 91-Day Treasury Bills | 2.96 | 4.64 | 56.8 | 3.72 | 3.02 | 23.2 |
| Yield on Long-Term Treasury Bonds | 5.94 | 7.81 | 31.5 | 6.93 | 6.75 | 2.7 |
| Average Prime Rate Charged by Banks | 6.00 | 7.75 | 29.2 | 6.61 | 6.00 | 10.1 |
| Mortgage Rate (conventional 1st mortgage, new home, U.S. avg.) | 6.76 | 7.48 | 10.7 | 7.03 | 7.29 | -3.5 |
| U.S. and Utah Consumer Sentiment Indexes (1966=100, qtl.) ----- | | | | | | |
| U.S. Population's View of the U.S. | 77.0 | NA | NA | NA | 81.3 | NA |
| Utahns' View of the U.S. | 76.1 | 93.9 | 23.4 | 89.5 | 80.0 | 11.9 |
| Utahns' View of Utah | 94.3 | 104.8 | 11.1 | 104.0 | 93.9 | 10.8 |

p Preliminary. b Anticipated. c Due to revisions, January 1994 and later data are not directly comparable with data for earlier periods.
NA Not available.

Sources: *Survey of Current Business*, U.S. Department of Commerce: U.S. Gross Domestic Product, Total Personal Income, New Plant and Equipment Expenditures by Business, Export/Import Data, Composite Index of 11 Leading Indicators, GDP Implicit Price Deflator, National Employment Data, Interest Rates.

Board of Governors of the Federal Reserve System: Industrial Production Index.

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

Permit Authorized Construction in Permit Issuing Places, U.S. Bureau of the Census: National Construction Data.

Federal Housing Finance Board: New Home Mortgage Rate.

University of Michigan and University of Utah Survey Research Center: U.S. and Utah Consumer Sentiment Indexes.

Utah Business Statistics

| UTAH DATA | Oct. 1993 | Oct. 1994 | % 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., qtrly.) | 30,804 | NA | NA | NA | 29,730 | NA |
| New Corporations (no.) | 705 | 576 | -18.3 | 718 | 604 | 18.8 |
| New Car, Truck, and Motor Home Sales (no.) | 6,083 | NA | NA | NA | 5,668 | NA |
| Agriculture | | | | | | |
| Average Prices Received by Farmers (dol.) | | | | | | |
| Lambs (cwt.) | 59.00 | 64.00 | 8.5 | 59.88 | 56.89 | 5.2 |
| Milk, All (cwt.) 1 | 12.50 | 12.50 | 0.0 | 12.58 | 11.96 | 5.2 |
| Barley (per bushel) | 2.09 | 2.22 | 6.2 | 2.33 | 2.23 | 4.3 |
| Alfalfa Hay, Baled (per ton) 2 | 61.00 | 73.00 | 19.7 | 72.33 | 64.08 | 12.9 |
| Commercial Red Meat Production (thous. of lbs.) | 36,587 | 38,724 | 5.8 | 38,672 | 35,881 | 7.8 |
| Construction | | | | | | |
| Total Construction (thous. of dol.) 3 | 149,109.8 | 246,053.3 | 65.0 | 195,175.8 | 142,579.0 | 36.9 |
| Residential | 103,908.6 | 131,513.1 | 26.6 | 128,979.9 | 99,834.4 | 29.2 |
| Nonresidential | 27,053.3 | 90,055.7 | 232.9 | 41,928.7 | 23,784.7 | 76.3 |
| Additions, Alterations, and Conversions | 18,147.9 | 24,484.5 | 34.9 | 24,267.2 | 18,960.0 | 28.0 |
| Total Permit Construction (thous. of dol.) 4 | 204,486.5 | 341,890.6 | 67.2 | 235,482.3 | 180,769.7 | 30.3 |
| Residential | 122,841.8 | 144,240.7 | 17.4 | 144,332.1 | 118,062.9 | 22.3 |
| Nonresidential | 57,161.0 | 174,141.2 | 204.7 | 63,216.0 | 36,139.5 | 74.9 |
| Additions, Alterations, and Repairs | 24,483.7 | 23,508.7 | -4.0 | 27,934.3 | 26,817.3 | 4.2 |
| New Dwelling Units (no.) | 1,387 | 1,601 | 15.4 | 1,640 | 1,390 | 17.9 |
| Employment 5 | | | | | | |
| Civilian Labor Force (thous.) | 935.5 | 994.2p | 6.3 | 967.2 | 884.7 | 9.3 |
| Employed | 905.1 | 960.6p | 6.1 | 933.4 | 848.1 | 10.1 |
| Unemployed | 30.4 | 33.6p | 10.5 | 33.7 | 36.6 | -7.8 |
| Percent of Labor Force | 3.3 | 3.4p | 3.0 | 3.5 | 4.1 | -16.5 |
| Nonagricultural Jobs (thous.) | 830.8 | 882.2p | 6.2 | 851.0 | 801.7 | 6.1 |
| Mining | 8.4 | 8.4p | 0.0 | 8.3 | 8.3 | -0.9 |
| Contract Construction | 43.9 | 53.0p | 20.7 | 46.3 | 38.8 | 19.5 |
| Manufacturing | 113.0 | 118.8p | 5.1 | 115.0 | 109.5 | 5.1 |
| Transportation, Communications, and Utilities | 48.1 | 50.4p | 4.8 | 49.1 | 46.5 | 5.6 |
| Wholesale Trade | 41.0 | 43.0p | 4.9 | 41.6 | 40.0 | 4.0 |
| Retail Trade | 154.4 | 164.4p | 6.5 | 159.1 | 150.0 | 6.1 |
| Finance, Insurance, and Real Estate | 43.6 | 47.4p | 8.7 | 45.4 | 40.4 | 12.5 |
| Services 6 | 217.0 | 231.3p | 6.6 | 224.1 | 209.1 | 7.2 |
| Federal Government | 33.5 | 31.8p | -5.1 | 32.9 | 35.4 | -7.0 |
| State Government 7 | 49.4 | 50.8p | 2.8 | 49.6 | 47.8 | 3.9 |
| Local Government 7 | 78.5 | 82.9p | 5.6 | 79.2 | 76.1 | 4.1 |
| Average Weekly Hours | | | | | | |
| Mining | 44.4 | 44.1p | -0.7 | 44.4 | 44.0 | 0.9 |
| Manufacturing | 40.1 | 41.2p | 2.7 | 40.4 | 39.7 | 1.8 |
| Wholesale Trade | 36.4 | 36.9p | 1.4 | 36.4 | 36.6 | -0.6 |
| Retail Trade | 27.5 | 28.4p | 3.3 | 28.1 | 27.3 | 3.1 |
| Amount of Unemployment Compensation (thous. of dol.) | 3,862.2 | 4,154.5 | 7.6 | 5,553.2 | 6,292.9 | -11.8 |
| Finance (qtrly.) | | | | | | |
| Total State and National Chartered Banks (no.) | 35 | NA | NA | NA | 37 | NA |
| Total Assets (mil. of dol.) | 14,197.9 | NA | NA | NA | 13,563.6 | NA |
| Total Liabilities (mil. of dol.) | 13,165.1 | NA | NA | NA | 12,575.9 | NA |
| Total Equity Capital (mil. of dol.) | 1,032.8 | NA | NA | NA | 987.7 | NA |
| Capital to Assets 8 | 8.57 | NA | NA | NA | 8.61 | NA |
| Loan Loss Reserve Ratio | 2.20 | NA | NA | NA | 2.27 | NA |
| Loans to Assets | 58.81 | NA | NA | NA | 58.20 | NA |
| Temporary Investment Ratio | 16.35 | NA | NA | NA | 19.41 | NA |
| Return on Assets | 0.30 | NA | NA | NA | 0.33 | NA |
| Production | | | | | | |
| Crude Oil to Refineries, Barrels Received (thous. of bbls.) | 4,348 | NA | NA | NA | 4,076 | NA |
| Crude Oil (thous. of bbls.) | 1,786.9 | NA | NA | NA | 1,795.2 | NA |
| Natural Gas (mil. of cu. ft.) | 27,934.2 | NA | NA | NA | 27,985.4 | NA |
| Coal (thous. short tons) | 1,881 | 1,952p | 3.8 | 2,013 | 1,792 | 12.3 |
| Travel/Tourism | | | | | | |
| Air Passengers (total no. on and off, S.L. Int'l. Airport) | 1,317,631 | 1,398,719 | 6.2 | 1,454,094 | 1,283,705 | 13.3 |
| Highway Traffic Count Across State Lines (both directions) | 50,574 | 52,530 | 3.9 | 53,479 | 49,228 | 8.6 |
| Visits to State and National Parks and Monuments | 1,351,955 | 1,216,762p | -10.0 | 1,410,899 | 1,442,716 | -2.2 |
| Utilities | | | | | | |
| Electric Customers (residential active meters) | 523,636 | 540,191 | 3.2 | 531,009 | 517,965 | 2.5 |
| Electric Customers (commercial active meters) | 52,634 | 54,601 | 3.7 | 53,461 | 51,724 | 3.4 |
| Natural Gas Customers (residential and commercial) | 531,068 | 552,574 | 4.0 | 546,031 | 526,052 | 3.8 |
| Natural Gas Customers (industrial) | 699 | 641 | -8.3 | 676 | 748 | -9.6 |
| Telephone Lines in Service (U.S. West, residential access) | 585,854 | 613,588 | 4.7 | NA | 573,651 | NA |
| Telephone Lines in Service (U.S. West, business access) | 230,602 | 242,022 | 5.0 | NA | 222,142 | NA |

Utah Business Statistics

| UTAH DATA | Oct. 1993 | Oct. 1994 | % Change from Year Ago | 12-Month Average This Year | 12-Month Average Last Year | 12-Month Average % Change |
|--|-----------|-----------|------------------------------|----------------------------------|----------------------------------|---------------------------------|
| Davis County | | | | | | |
| Nonagricultural Employment (thous.) | 66.7 | 70.7p | 6.0 | 68.2 | 65.0 | 4.9 |
| Unemployment Rate (seasonally adjusted) | 3.4 | 3.7p | 8.8 | 3.2 | 3.7 | -13.8 |
| Authorized Permit Construction (thous. of dol.) | 15,885.7 | 23,893.1 | 50.4 | 22,996.1 | 18,516.3 | 24.2 |
| New Dwelling Units (no.) | 126 | 129 | 2.4 | 150 | 140 | 7.3 |
| New Car, Truck, and Motor Home Sales, Owner's County (no.) | 515 | NA | NA | NA | 500 | NA |
| Electric Customers (residential active meters) | 53,624 | 55,185 | 2.9 | 54,425 | 52,970 | 2.7 |
| Electric Customers (commercial active meters) | 4,222 | 4,557 | 7.9 | 4,359 | 4,128 | 5.6 |
| Natural Gas Customers (residential and commercial) | 57,241 | 59,253 | 3.5 | 58,677 | 56,781 | 3.3 |
| Natural Gas Customers (industrial) | 84 | 74 | -11.9 | 81 | 87 | -7.4 |
| Telephone Lines in Service (U.S. West, residential access) | 68,478 | 71,721 | 4.7 | 70,425 | 67,184 | 4.8 |
| Telephone Lines in Service (U.S. West, business access) | 15,642 | 17,464 | 11.6 | 16,646 | 15,066 | 10.5 |
| Salt Lake County | | | | | | |
| Nonagricultural Employment (thous.) | 422.7 | 446.4p | 5.6 | 433.3 | 408.0 | 6.2 |
| Unemployment Rate (seasonally adjusted) | 3.1 | 3.3p | 6.5 | 3.2 | 3.7 | -15.4 |
| Authorized Permit Construction (thous. of dol.) | 81,476.5 | 169,084.0 | 107.5 | 89,724.3 | 71,288.2 | 25.9 |
| New Dwelling Units (no.) | 462 | 492 | 6.5 | 524 | 475 | 10.3 |
| New Car, Truck, and Motor Home Sales, Owner's County (no.) | 3,168 | NA | NA | NA | 2,879 | NA |
| Electric Customers (residential active meters) | 259,967 | 267,794 | 3.0 | 263,136 | 257,927 | 2.0 |
| Electric Customers (commercial active meters) | 22,768 | 23,534 | 3.4 | 23,104 | 22,444 | 2.9 |
| Natural Gas Customers (residential and commercial) | 242,186 | 248,660 | 2.7 | 246,923 | 241,106 | 2.4 |
| Natural Gas Customers (industrial) | 283 | 266 | -6.0 | 278 | 319 | -13.0 |
| Telephone Lines in Service (U.S. West, residential access) | 272,657 | 284,284 | 4.3 | 279,597 | 267,920 | 4.4 |
| Telephone Lines in Service (U.S. West, business access) | 134,968 | 139,370 | 3.3 | 136,746 | 130,592 | 4.7 |
| Utah County | | | | | | |
| Nonagricultural Employment (thous.) | 112.3 | 121.8p | 8.5 | 114.5 | 106.9 | 7.0 |
| Unemployment Rate (seasonally adjusted) | 3.2 | 3.2p | 0.0 | 3.0 | 3.8 | -19.8 |
| Authorized Permit Construction (thous. of dol.) | 33,568.3 | 68,629.0 | 104.4 | 42,229.4 | 35,029.1 | 20.6 |
| New Dwelling Units (no.) | 245 | 237 | -3.3 | 303 | 259 | 16.9 |
| New Car, Truck, and Motor Home Sales, Owner's County (no.) | 584 | NA | NA | NA | 523 | NA |
| Electric Customers (residential active meters) | 58,699 | 61,088 | 4.1 | 59,992 | 57,641 | 4.1 |
| Electric Customers (commercial active meters) | 6,638 | 6,988 | 5.3 | 6,766 | 6,472 | 4.5 |
| Natural Gas Customers (residential and commercial) | 71,414 | 75,361 | 5.5 | 74,288 | 70,514 | 5.4 |
| Natural Gas Customers (industrial) | 93 | 92 | -1.1 | 94 | 93 | 1.2 |
| Telephone Lines in Service (U.S. West, residential access) | 76,848 | 81,989 | 6.7 | 79,474 | 74,680 | 6.4 |
| Telephone Lines in Service (U.S. West, business access) | 26,752 | 29,234 | 9.3 | 28,222 | 25,297 | 11.6 |
| Weber County | | | | | | |
| Nonagricultural Employment (thous.) | 70.8 | 74.2p | 4.8 | 72.8 | 70.3 | 3.6 |
| Unemployment Rate (seasonally adjusted) | 5.0 | 5.2p | 4.0 | 4.4 | 5.5 | -20.5 |
| Authorized Permit Construction (thous. of dol.) | 12,870.6 | 12,636.8 | -1.8 | 14,911.2 | 9,858.9 | 51.2 |
| New Dwelling Units (no.) | 93 | 75 | -19.4 | 91 | 72 | 26.6 |
| New Car, Truck, and Motor Home Sales, Owner's County (no.) | 419 | NA | NA | NA | 456 | NA |
| Electric Customers (residential active meters) | 57,684 | 58,884 | 2.1 | 58,287 | 57,268 | 1.8 |
| Electric Customers (commercial active meters) | 5,518 | 5,556 | 0.7 | 5,525 | 5,445 | 1.5 |
| Natural Gas Customers (residential and commercial) | 54,349 | 55,723 | 2.5 | 55,382 | 54,125 | 2.3 |
| Natural Gas Customers (industrial) | 92 | 81 | -12.0 | 85 | 95 | -10.8 |
| Telephone Lines in Service (U.S. West, residential access) | 51,910 | 53,968 | 4.0 | 53,161 | 51,103 | 4.0 |
| Telephone Lines in Service (U.S. West, business access) | 14,637 | 15,741 | 7.5 | 15,245 | 14,195 | 7.4 |

1 Before deductions for hauling and government withholding, but includes quality, quantity and other premiums. Excludes hauling subsidies.

2 Mid-month prices.

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

4 Obtained from *Utah Construction Report*.

5 Some figures are not strictly comparable due to reclassification.

6 Includes services by nonprofit and religious organizations.

7 Includes public schools and college institutions.

8 Includes allowance for loan losses.

NA Not available.

p Preliminary.

Sources:

| | |
|--|---|
| Personal Income | U.S. Department of Commerce, Bureau of Economic Analysis. |
| New Corporations | Utah Department of Commerce, Division of Corporations and Commercial Code. |
| New Car and Truck Sales | Utah State Tax Commission, Economic and Statistical Unit, <i>Utah Car and Truck Sales Quarterly Report</i> . |
| 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, <i>Utah Labor Market Report</i> . |
| Finance Data | Utah Department of Financial Institutions. |
| Crude Oil Production | Utah Office of Energy and Resource Planning and Division of Oil, Gas and Mining, <i>Oil and Gas Production Report</i> . |
| Natural Gas Production | Utah Division of Oil, Gas and Mining, <i>Oil and Gas Production Report</i> . |
| Coal Production | U.S. Department of Energy, Energy Information Administration. |
| Air Passengers | Salt Lake City International Airport, Statistics Division, <i>Air Traffic Statistics and Activity Report</i> . |
| Highway Traffic Count | Utah Department of Transportation, <i>Automatic Traffic Recorder Data Report</i> . |
| Visits to State and National Parks and Monuments | U.S. Forest Service and Utah State Parks and Recreation Department. |
| Utilities Data | Cooperating Utah Utility Companies. |

| NATIONAL DATA | Oct. 1993 | Oct. 1994 | % Change from Year Ago | 12-Month Average This Year | 12-Month Average Last Year | 12-Month Average % Change |
|---|------------|------------|------------------------------|----------------------------------|----------------------------------|---------------------------------|
| U.S. Gross Domestic Product (seasonally adjusted, bil., qtl.) | 6,478.1 | NA | NA | NA | 6,291.8 | NA |
| Total Personal Income (seasonally adjusted, bil. of dol.) | 5,454.4 | 5,841.6p | 7.1 | 5,639.9 | 5,355.3 | 5.3 |
| Industrial Production Index (seasonally adjusted, 1987=100) | 112.7 | 119.6 | 6.1 | 116.9 | 111.4 | 5.0 |
| New Plant and Equipment Expenditures by Business (bil., qtl.) | 604.5 | 645.1b | 6.7 | 631.6 | 577.9 | 9.3 |
| Net Exports of Goods and Services (seasonally adjusted, bil., qtl.) | -71.2 | NA | NA | NA | -60.4 | NA |
| Exports of Goods and Services (seasonally adjusted, bil., qtl.) | 680.3 | NA | NA | NA | 653.9 | NA |
| Imports of Goods and Services (seasonally adjusted, bil., qtl.) | 751.4 | NA | NA | NA | 714.3 | NA |
| Composite Index of 11 Leading Indicators (1987=100) | 99.2 | 102.2p | 3.0 | 101.3 | 98.7 | 2.7 |
| Price Indexes | | | | | | |
| Consumer Price Indexes (not seasonally adjusted, 1982-84=100) | | | | | | |
| CPI-U (All Urban Consumers) All Items | 145.7 | 149.5 | 2.6 | 147.6 | 143.8 | 2.6 |
| CPI-U (All Urban Consumers) Food and Beverages | 142.3 | 145.6 | 2.3 | 144.3 | 141.0 | 2.3 |
| CPI-U (All Urban Consumers) Housing | 142.2 | 145.7 | 2.5 | 144.2 | 140.6 | 2.6 |
| CPI-U (All Urban Consumers) Transportation | 131.8 | 136.1 | 3.3 | 133.5 | 129.8 | 2.8 |
| CPI-U (All Urban Consumers) Medical Care | 204.4 | 214.0 | 4.7 | 209.4 | 199.7 | 4.9 |
| CPI-U (All Urban Consumers) Energy | 105.4 | 105.8 | 0.4 | 104.3 | 104.3 | -0.1 |
| Producer Price Index (not seasonally adjusted, 1982=100) | | | | | | |
| Producer Price Index, All Finished Goods | 124.6 | 125.8 | 1.0 | 125.2 | 124.7 | 0.4 |
| GDP Implicit Price Deflator (seasonally adjusted, 1987=100, qtl.) | 124.1 | NA | NA | NA | 123.2 | NA |
| Civilian Employment (seasonally adjusted) | | | | | | |
| Labor Force (mil.) | 128.6 | 131.8c | 2.5 | 130.5 | 127.8 | 2.1 |
| Employment (mil.) | 119.9 | 124.2c | 3.6 | 122.4 | 118.9 | 2.9 |
| Unemployment Rate | 6.7 | 5.8c | -13.4 | 6.2 | 7.0 | -10.2 |
| Construction | | | | | | |
| Total Construction (thous. of dol.) | 16,745,385 | 18,140,500 | 8.3 | 17,231,537 | 14,932,549 | 15.4 |
| Residential | 9,548,287 | 10,146,402 | 6.3 | 10,131,469 | 8,584,973 | 18.0 |
| Nonresidential | 3,563,285 | 4,293,245 | 20.5 | 3,567,449 | 3,024,991 | 17.9 |
| Additions, Alterations, and Conversions | 3,633,813 | 3,700,853 | 1.8 | 3,532,619 | 3,322,585 | 6.3 |
| New Dwelling Units (no.) | 107,518 | 115,962 | 7.9 | 113,451 | 96,898 | 17.1 |
| Interest Rates | | | | | | |
| Federal Funds Rate | 2.99 | 4.76 | 59.2 | 3.81 | 3.03 | 25.8 |
| Discount Rate on New 91-Day Treasury Bills | 3.04 | 4.96 | 63.2 | 3.88 | 3.04 | 27.8 |
| Yield on Long-Term Treasury Bonds | 5.90 | 8.02 | 35.9 | 7.11 | 6.64 | 7.1 |
| Average Prime Rate Charged by Banks | 6.00 | 7.75 | 29.2 | 6.75 | 6.00 | 12.5 |
| Mortgage Rate (conventional 1st mortgage, new home, U.S. avg.) | 6.61 | 7.55 | 14.2 | 7.11 | 7.20 | -1.3 |
| U.S. and Utah Consumer Sentiment Indexes (1966=100, qtl.) | | | | | | |
| U.S. Population's View of the U.S. | 82.7 | NA | NA | NA | 82.1 | NA |
| Utahns' View of the U.S. | 81.7 | 95.2 | 16.5 | 90.6 | 80.6 | 12.3 |
| Utahns' View of Utah | 97.3 | 105.7 | 8.6 | 104.7 | 94.5 | 10.7 |

NA: Not available. a: Anticipated. b: Due to revisions, 1994 data are not directly comparable with data for earlier periods.

Sources: *Survey of Current Business*, U.S. Department of Commerce: U.S. Gross Domestic Product, Total Personal Income, New Plant and Equipment Expenditures by Business, Export/Import Data, Composite Index of 11 Leading Indicators, GDP Implicit Price Deflator, National Employment Data, Interest Rates.

Board of Governors of the Federal Reserve System: Industrial Production Index.

Federal Housing Finance Board: Home Mortgage Rates.

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

Permit Authorized Construction in Permit Issuing Places, U.S. Department of Commerce, Bureau of the Census: National construction data.

University of Michigan and University of Utah Survey Research Center: U.S. and Utah Consumer Sentiment Indexes.

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Arthur K. Smith
President

David Eccles School of Business

John W. Seybolt

Dean

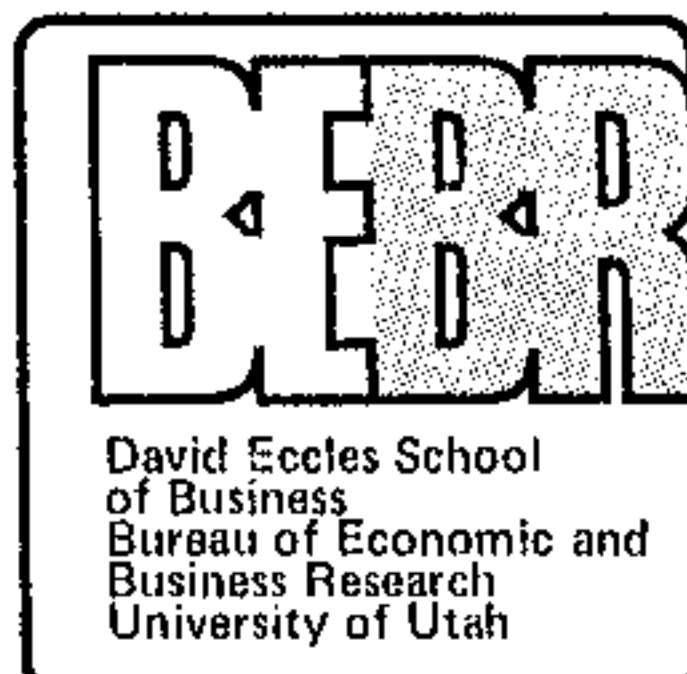
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