

# Recruitment Overview

TUCSON NEWSPAPERS

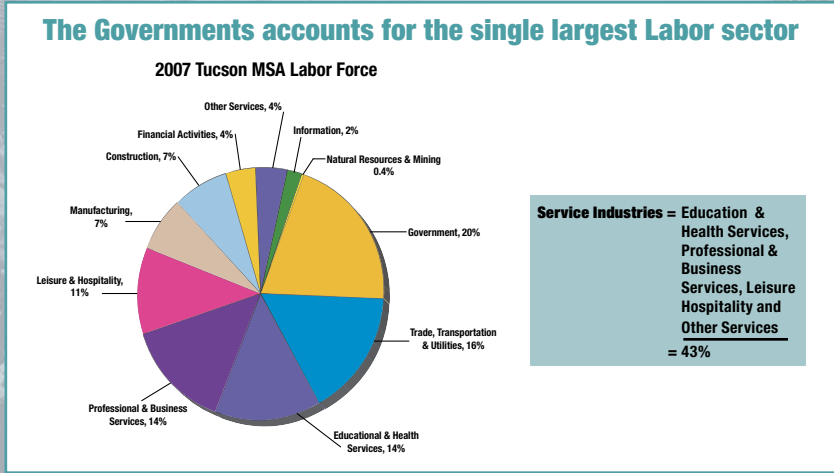


**Tucson Newspapers — Advertising solutions for the nation's 15th best metro for job growth.**

Tucson is experiencing robust job growth, resulting in a stronger economy and greater disposable income. So it's not surprising that Tucson was ranked 15th in the American City Business Journal's Top Metros for Job Growth. In the past year, Tucson's labor force has grown to nearly 389,000 positions, adding more than 9,000 jobs.

The Government accounts for the single largest labor sector. However, the fastest growing sector forecasted for 2008 is the Natural Resources & Mining Sector.

**The Governments accounts for the single largest Labor sector**



**Tucson Metropolitan Area Employment Forecast [in thousands]**

	2008	2007	% Change
Total Nonfarm Employment	393.0	388.9	1%
Manufacturing	28.4	28.8	-1%
Natural Resources & Mining	2.0	1.8	10%
Construction	26.1	27.9	-6%
Trade, Transportation & Utilities	64.4	63.2	2%
Information	6.2	6.2	flat
Financial Activities	17.0	17.0	flat
Professional & Business Services	53.0	52.5	1%
Education & Health Services	56.8	55.0	3%
Leisure & Hospitality	42.4	41.6	2%
Other Services	17.1	16.7	2%
Government	79.6	78.1	2%

*Smart Money magazine named Tucson the third most favorable location for business.*

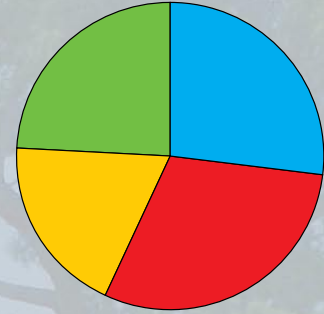
*Tucson was the fifth hottest mid-size city for entrepreneurs, according to Entrepreneur magazine's 2006 rankings.*

Tucson offers a vast – and growing – pool of educated, well-trained recruits.

More than one in three Tucson adults has at least a two-year college degree or higher. Of these adults, 48% have a Bachelor’s degree and 32% have a Master’s degree or higher. In addition, 44% of Tucson households earn at least \$50,000 in annual income.

### Tucson Household Income Level

- Less than \$25,000 = 27%
- \$25,000 - \$49,999 = 30%
- \$50,000 - \$74,999 = 19%
- \$75,000 or More = 24%



Tucson also boasts the educational presence of the University of Arizona and Pima Community College, both offering nationally recognized programs like Astronomy, Geology, Electronics, Engineering, Law, Medical, Business and more.

Combine this pool of educated workers with the fact that 11%, or nearly 77,000 Tucson adults, plan to look for a new job within the next year and you’ve got a lucrative group of active job seekers. These job seekers index higher than the total Tucson market for singles, those who are between the ages of 18 and 54, those with household incomes of \$50,000 or less, Hispanics, renters, and adults with children.

Demographics	Pima County Adults	Adults Who Plan to Look for New Job	Market Index
Men	48%	52%	108
Women	52%	48%	92
Married	58%	58%	100
Single	24%	36%	150
Age 18-34	32%	50%	156
Age 35-54	35%	44%	126
Age 55+	33%	7%	21
Median Age (Years)	45.5	35.1	77
Some College	35%	34%	97
College Grad+	26%	23%	88
HH<\$25,000	16%	25%	156
HHI \$25,000-\$49,999	37%	37%	100
HHI \$50,000-\$74,999	20%	14%	70
HHI \$75,000+	27%	24%	89
Median HH Income	\$48,224	\$43,097	89
Hispanics	28%	44%	157
Professionals/Mgrs	23%	24%	104
Homeowners	72%	56%	78
Renters	23%	34%	148
Adults with Children	39%	59%	151

**In 2005, Tucson made the Top Ten Fastest Cities in America, according to Fast Company. The list measures growth of the creative class, including the number of engineers, scientists and cultural professionals living and working in a particular city.**



# Advertising solutions

Active job seekers turn primarily to Tucson Newspapers' print and online products to find their next job.

- 53% of Tucson job seekers read the Sunday Arizona Daily Star in the past month, while 45% read the Arizona Daily Star or Tucson Citizen in the past week.
- 32% of Tucson adults who plan to look for a new job in the next 12 months read the Classified section of the newspaper regularly.
- 44% of Tucson job seekers searched online for employment opportunities.
- The combination of Tucson Newspapers Sunday, daily and online products reaches 59% of Tucson job seekers – significantly more than any other media in the market.

*Forbes magazine ranks Tucson 23rd on its list of 200 Best Places for Business and Career.*



# Advertising solutions

Other advertising and recruitment opportunities are available:

CareerBuilder CareerFairs: biannual career fairs presented by Tucson Newspapers are among the largest events of their kind in Arizona, attracting thousands of job seekers to each fair.

Workplace Excellence: the annual Workplace Excellence Awards of Greater Tucson is presented by Tucson Newspapers, the Society for Human Resource Management of Greater Tucson and the Arizona Society for Human Resource Management State Council. This event celebrates and honors the contributions of Tucson's most progressive employers by recognizing local organizations for their innovative human resources practices.

Sources: Scarborough 2007 (T); Claritas 2007; Arizona Department of Economic Security; U.S. Department of Labor Statistics 2007; Smart Money magazine; Entrepreneur magazine; Fast Company; Forbes magazine.