

Market Areas



The Metropolitan Statistical Area

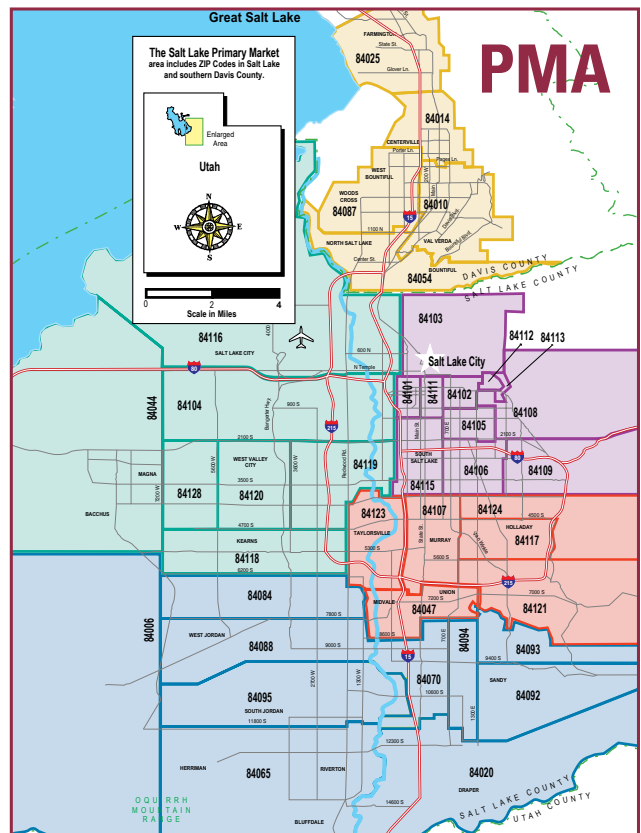
The Salt Lake City MSA is defined by the U.S. Office of Management and Budget. It includes Salt Lake, Summit and Tooele counties, and ranks 50th in the nation for total population. Surpassing 1 million residents in 2003, the population in the Salt Lake City MSA has grown 31 percent since 1990 and accounts for 43 percent of Utah's total population.

Area	Population	Daily	Sunday
MSA	1,005,232	45%	49% (Coverage)
PMA	714,000	49%	53% (Readership)

Calculating audience reach depends on the geographic area used as a base. There are several standard areas used by media planners. The most important area for a particular business is the region that best resembles the geography of the firm's market. In both of these standard markets, the Salt Lake newspapers have the greatest reach of any media.

The Primary Market Area

The geography and population patterns within and around the Salt Lake City MSA create a primary market area centered around Salt Lake City. The Salt Lake PMA is comprised of Salt Lake County and southern Davis County, and accounts for nearly 50 percent of households within the state. While the MSA is most common in national statistical summaries, the PMA is the area most commonly called "the Salt Lake market" by Utah retailers.



Please note map boundaries are approximate.

Source: Belden Continuing Market Study, 2003; Statistical Abstract of the United States, 2003; Audit Bureau of Circulations, June 30, 2003.