

Methodology

The Newspaper Agency Corp. has a symbiotic relationship with its clients. Most of our advertisers depend on us to promote their products and services, communicate with customers, and develop new business opportunities. In return, the newspapers depend on the revenue from advertising to pay for publication. The more effective a newspaper ad is, the higher the likelihood that you, the client, will continue advertising. To ensure the efficacy of these ads, we dedicate considerable time and resources to conducting the most accurate and exhaustive research about area consumers.

More than a simple statement of standard demographics, the NAC/Belden Survey of the Salt Lake area digs deep to find out the habits and attributes of Utah's population.

To guarantee the survey's accuracy, the following methods — consistent with national newspaper research standards — were employed.

Research Company: Belden Associates, Dallas, Texas.

Area Covered: Respondents were chosen from Salt Lake County and the five Zip Codes of southern Davis County. This corresponds to the area most commonly referred to by residents and business people as the Salt Lake market. (See map at right.)

Period Covered: Interviews were conducted between March 1 and April 19, 2003. Mail-in questionnaires were received through July 8, 2003.

Method: Twenty-minute interviews were conducted from a central location using a uniform questionnaire. An 18-page self-administered questionnaire was also mailed to each respondent.

Respondents: Men and women, age 18 and older.

Sample Design: Probability design, using a systematic random selection of telephone households and respondents within households. Telephone numbers are generated to include both listed and unlisted telephone households.

Sample Size: 1,242 telephone interviews and 610 (49 percent) mail-in questionnaires, weighted to balance number of adults in the household, geography and several known population characteristics.

Sample Tolerance: Use any number under 57,500 with caution. Use any number under 28,800 with extreme caution.

Population Projection: Results are projected to represent 714,000 adults, age 18 and older, residing in the Salt Lake Primary Market Area (PMA), comprised of Salt Lake County and the following Zip Codes in Davis County: 84010, 84014, 84025, 84054, 84087.

