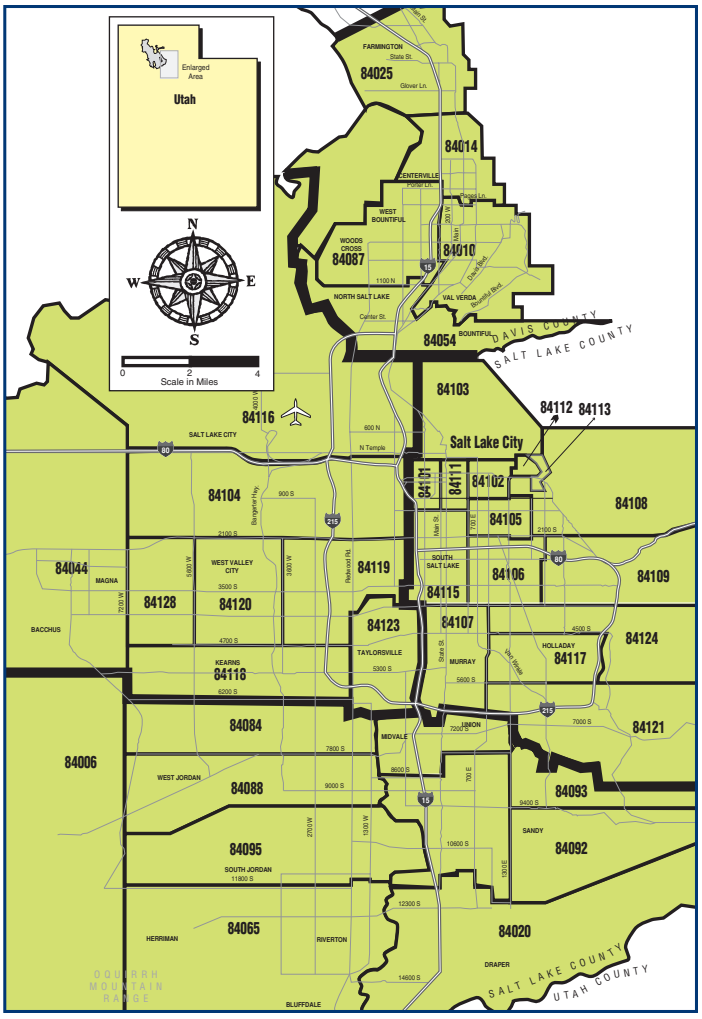
Methodology

At the Newspaper Agency Corporation, we succeed only to the degree that our clients succeed. The more effective your newspaper ad, the more likely you will be to continue advertising with us in the future. So we conduct accurate, exhaustive research about your customers to help maximize your advertising.

More than a mere enumeration of standard demographics, the NAC/Belden Survey of the Salt Lake market assesses key attitudes of customer segments.

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



Research Company: Belden Associates; Dallas, Texas.

The 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 March 8 – April 11. Mail questionnaires were received through July 5, 2001.

Method: Telephone interviews were conducted in homes, using a uniform questionnaire. Twenty-minute interviews were conducted from a central location, and included a self-administered questionnaire with 18 pages.

Respondents: Men and women, ages 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: 1,205 telephone interviews and 632 (52 percent) mail questionnaires, weighted to balance properly for number of adults in the household, geography and several known population characteristics.

Sample Tolerance: Use any number under 53,900 with caution. Use any number under 27,200 with extreme caution.

Population Projection: Results are projected to represent 656,000 adults, ages 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.

The marketing department at NAC has a wealth of statistical information about the Salt Lake market. For more information, contact your account executive or visit www.nacorp.com.

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