Reader Demographics

Reader demographics are complied from over 560 reader surveys, filled out over a 9 month period.

Why do we care? We believe one of the main reasons Utah Stories has become Utah's fastest growing independent news source by listening to our readers and shaping the magazine to coverage they want to see.

Why should you care? we believe our advertisers can find great effectiveness by targeting their advertising to a demographic that matches their customers.

Highlights

Average income: $45,000 per year.
75% of readers do not subscribe to a newspaper.
2/3rds of readers have a Bachelor's or Master's degree.
Utah Stories' readers eat out on average 3 times a week.
Utah Stories' readers have on average $600 of disposible income per month.

income

newspaper subscribers

Rent, Own?

education

political affiliation

dining out frequency

disposable monthly income

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