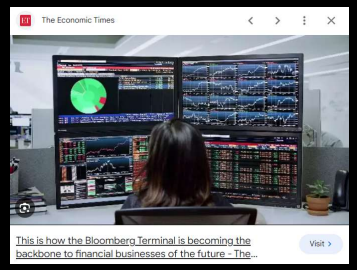
USA–5 Demos of the Minneapolis-St. Paul DMA vs. the USA...

Brand New Data as of August 31, 2024!

Complete Demographic & Media Use Profiles









P18+, P25-54, W25-54, M25-54, P50+

And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

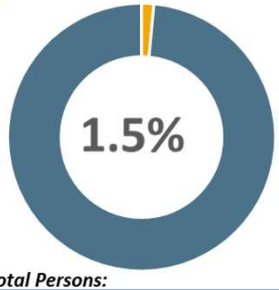
HUBBARD BROADCASTING INC. HB



P18+

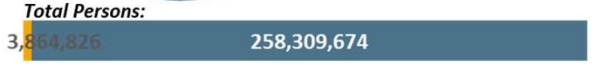
1.5% or 3,864,826 of USA Adults 18 or older Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Typical Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 48.8 years old (.2% younger than average) and have a $107,041 (18.4% higher than average) annual household income.

Percent of Market: Adults 18 or older

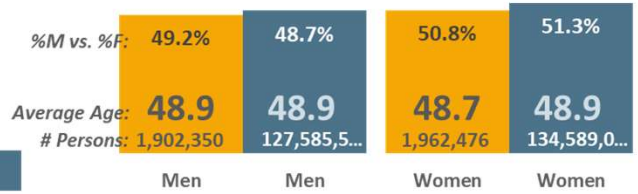


- who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA
- Remainder of USA DMAs

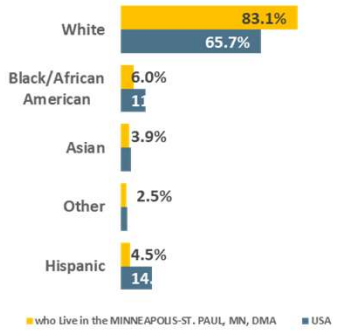
Total Persons:



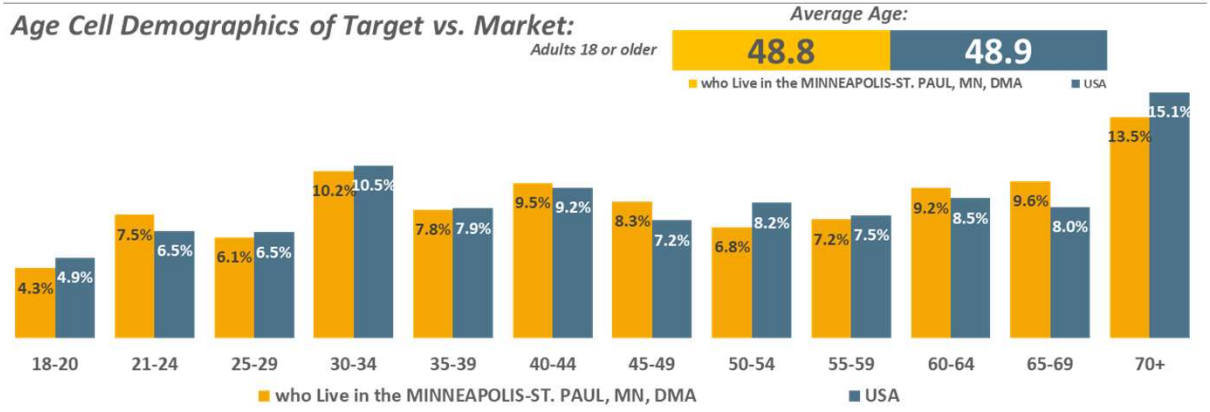
Gender of Target vs. Market: Adults 18 or older



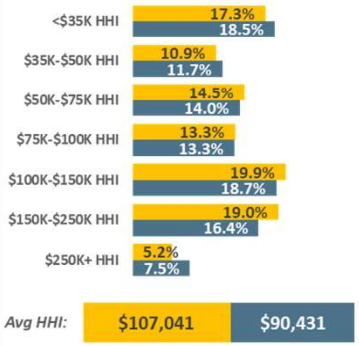
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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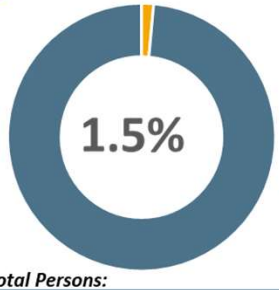
USA Projection Scarborough R2 2024: Jul23-Aug24 Qual Intab 23,324



P25-54

1.5% or 1,882,081 of USA Adults 25 - 54 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Typical Adults 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 40. years old (.1% younger than average) and have a $116,382 (16.3% higher than average) annual household income.

Percent of Market: Adults 25 - 54



- who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA
- Remainder of USA DMAs

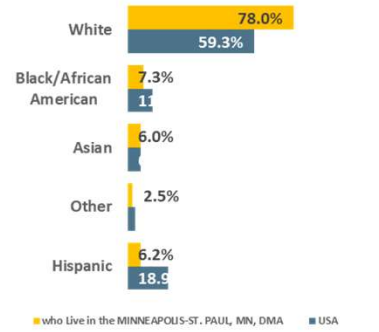
Total Persons:

1,882,081	127,745,763

Gender of Target vs. Market: Adults 25 - 54

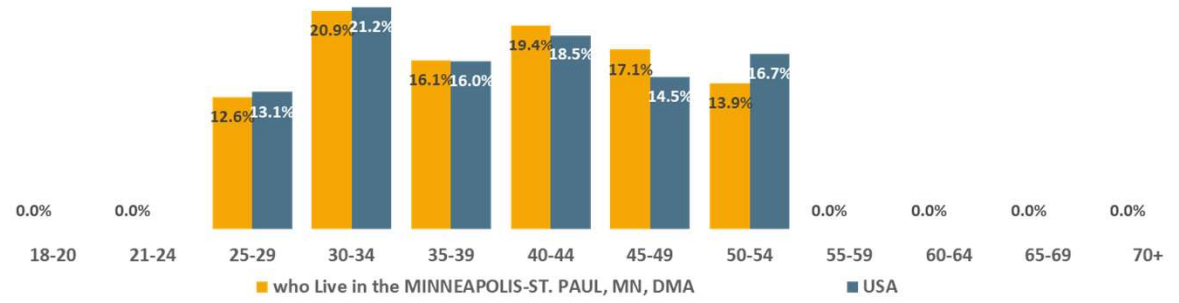
	Men	Men	Women	Women
%M vs. %F:	50.0%	49.9%	50.0%	50.1%
Average Age:	40.1	40.0	39.9	40.0
# Persons:	940,633	64,682,222	941,448	64,945,622

Ethnicity of Target vs. Market:

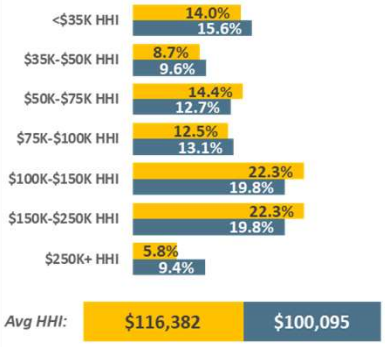


Age Cell Demographics of Target vs. Market:

Average Age:	Adults 25 - 54	
	40.0	40.0
	who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA	USA



HHI of Target vs. Market:



Avg HHI:	$116,382	$100,095

USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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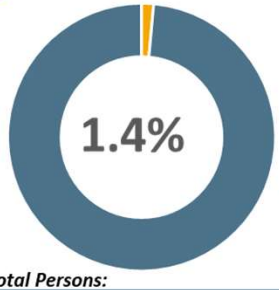
USA Projection Scarborough R2 2024: Jul23-Aug24 Qual Intab 23,324



W25-54

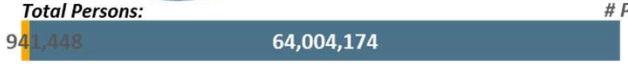
1.4% or 941,448 of USA Women 25 - 54 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Typical Women 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 39.9 years old (.4% younger than average) and have a $109,022 (21.7% higher than average) annual household income.

Percent of Market: Women 25 - 54

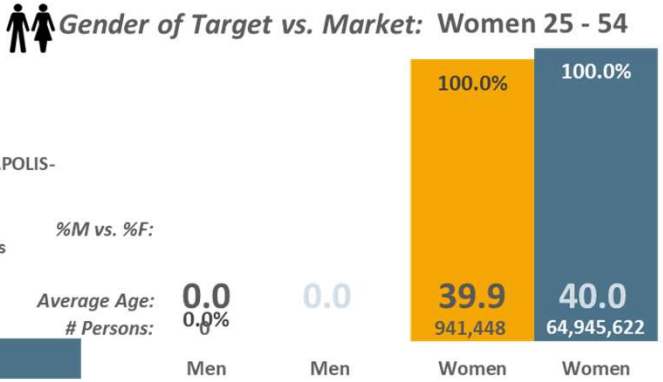


- who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA
- Remainder of USA DMAs

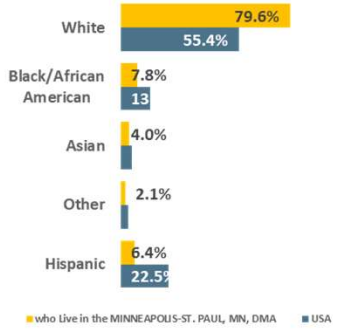
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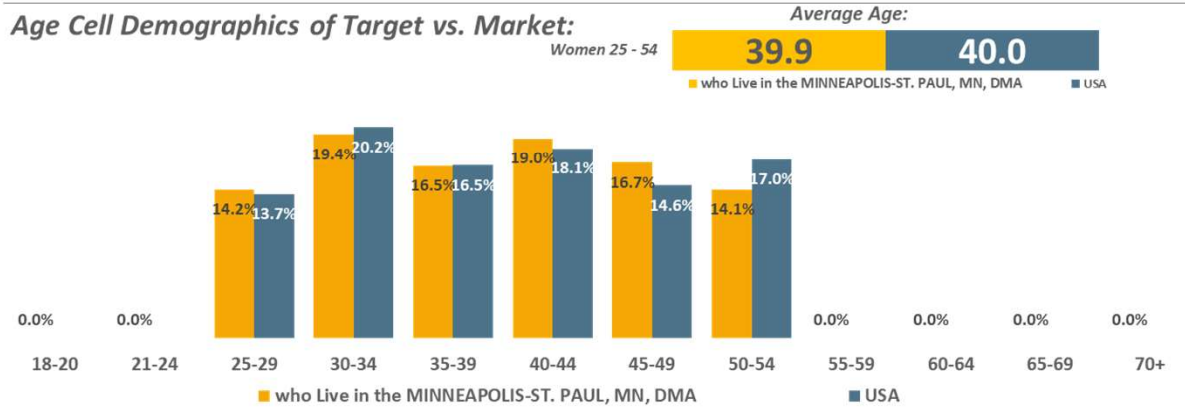
Gender of Target vs. Market: Women 25 - 54



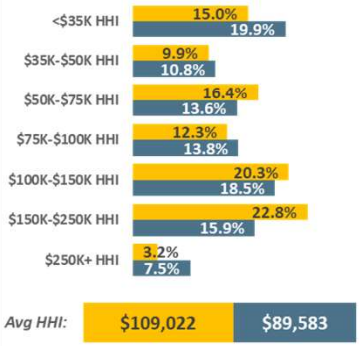
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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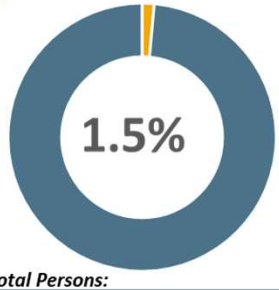
USA Projection Scarborough R2 2024: Jul23-Aug24 Qual Intab 23,324



M25-54

1.5% or 940,633 of USA Men 25 - 54 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Typical Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 40.1 years old (.2% older than average) and have a $123,748 (11.8% higher than average) annual household income.

Percent of Market: Men 25 - 54

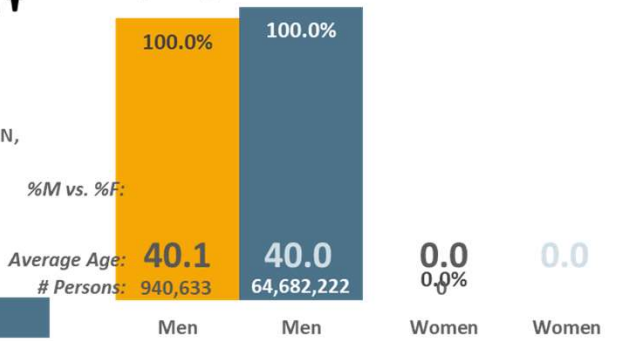


- who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA
- Remainder of USA DMAs

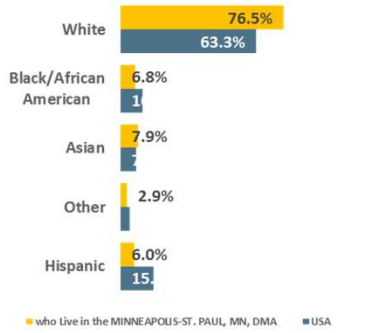
Total Persons:



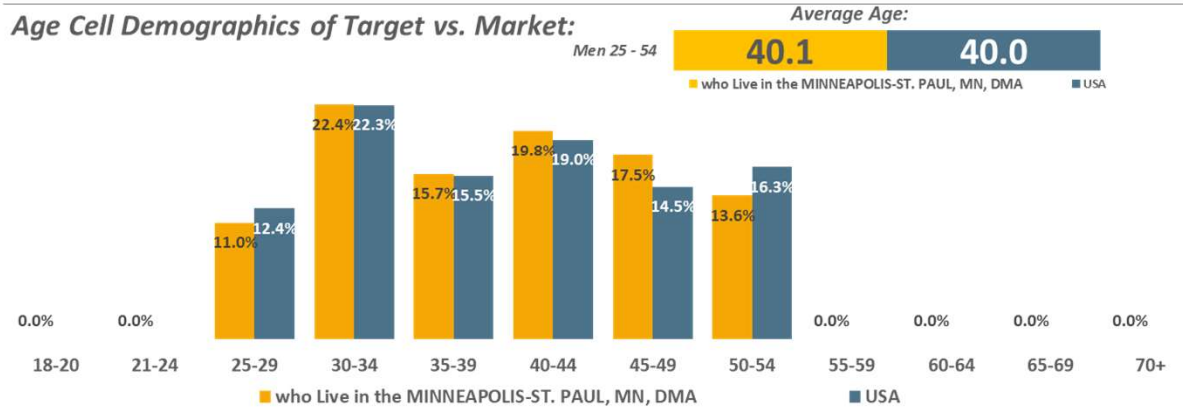
Gender of Target vs. Market: Men 25 - 54



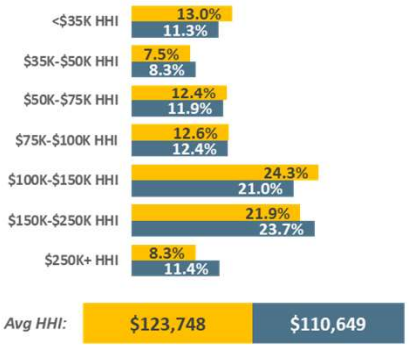
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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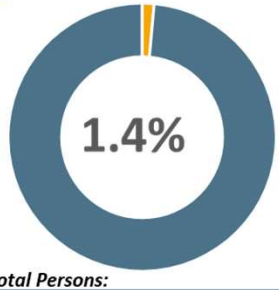
USA Projection Scarborough R2 2024: Jul23-Aug24 Qual Intab 23,324



P50+

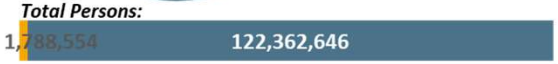
1.4% or 1,788,554 of USA Adults 50 or older Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Typical Adults 50 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 65.7 years old (.1% older than average) and have a $107,498 (24.6% higher than average) annual household income.

Percent of Market: Adults 50 or older

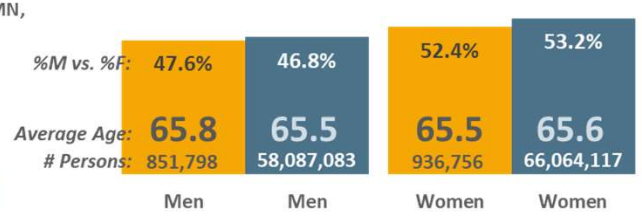


- who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA
- Remainder of USA DMAs

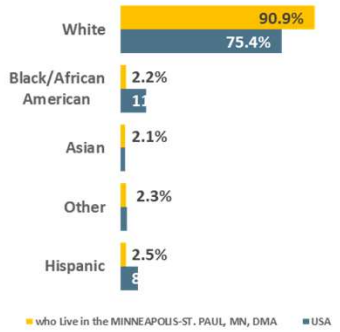
Total Persons:



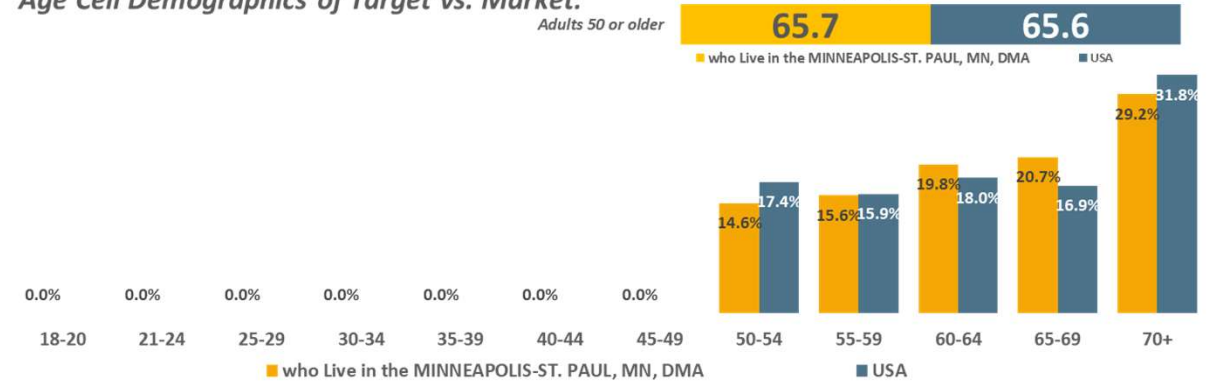
Gender of Target vs. Market: Adults 50 or older



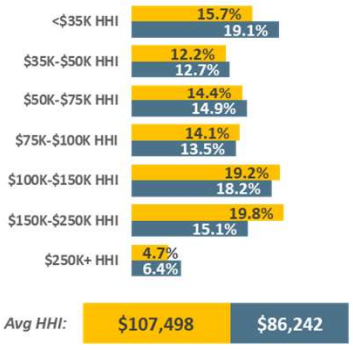
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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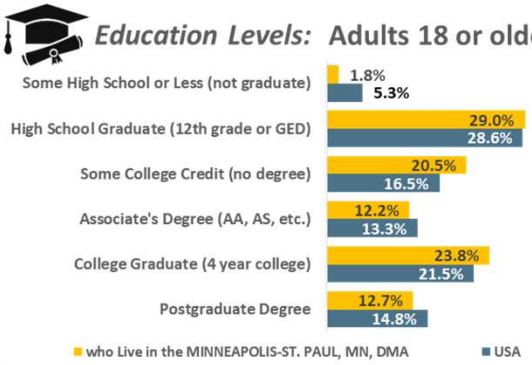
USA Projection Scarborough R2 2024: Jul23-Aug24 Qual Intab 23,324



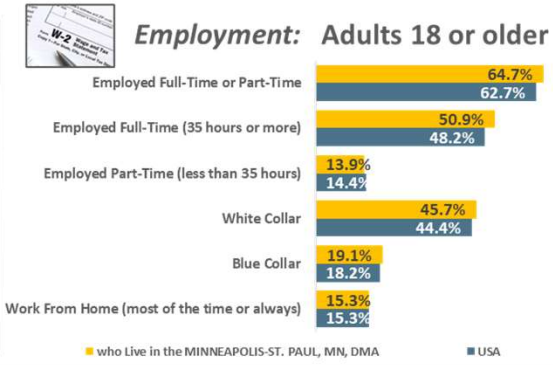
P18+

1.5% or 3,864,826 of USA Adults 18 or older Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are .6% more likely to be a college graduate, 5.4% more likely to work full-time, 8.9% more likely to be married, .2% more likely to be a parent of 1 or more children under 18.

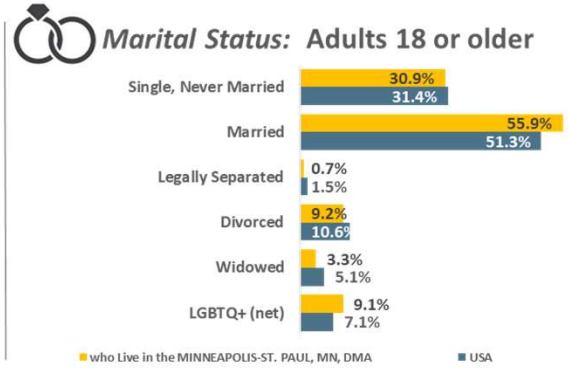
Education Levels: Adults 18 or older



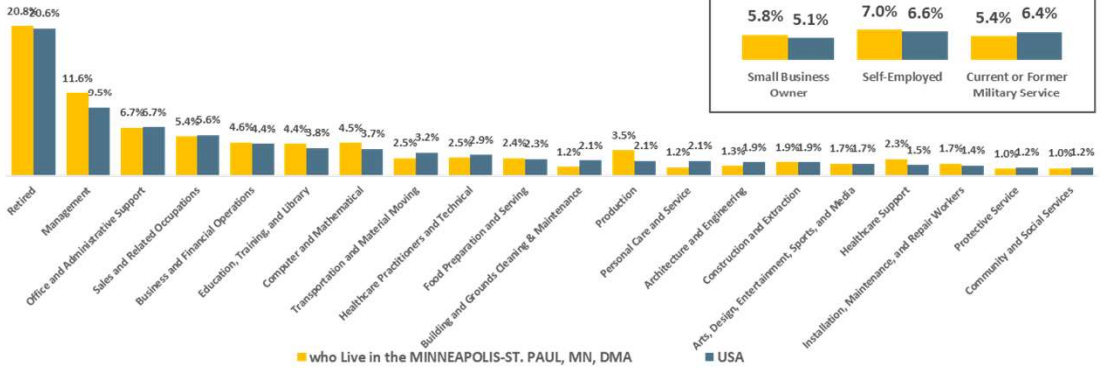
Employment: Adults 18 or older



Marital Status: Adults 18 or older

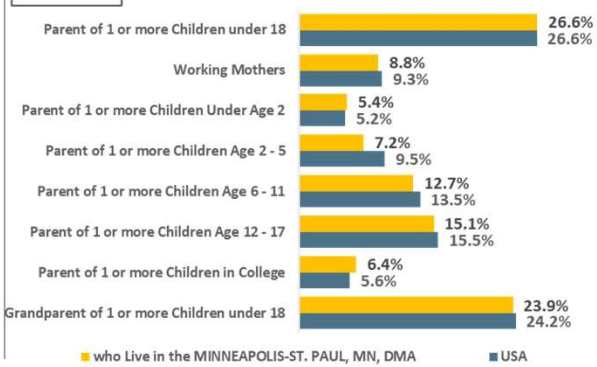


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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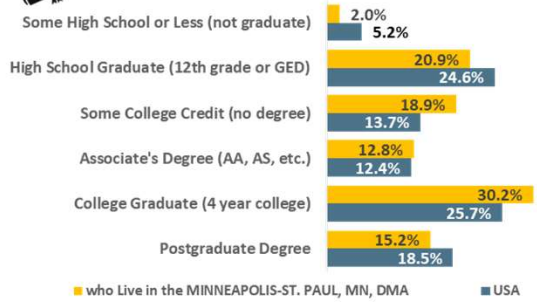
USA Projection Scarborough R2 2024: Jul23-Aug24 Qual Intab 23,324



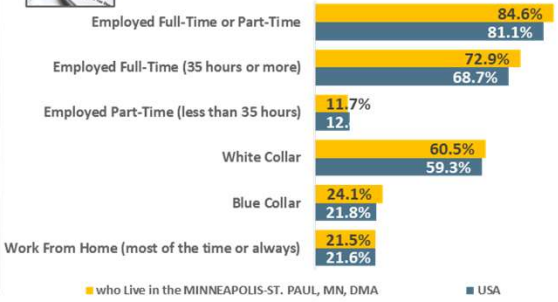
P25-54

1.5% or 1,882,081 of USA Adults 25 - 54 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Adults 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 2.8% more likely to be a college graduate, 6.1% more likely to work full-time, 2.% more likely to be married, 1.8% more likely to be a parent of 1 or more children under 18.

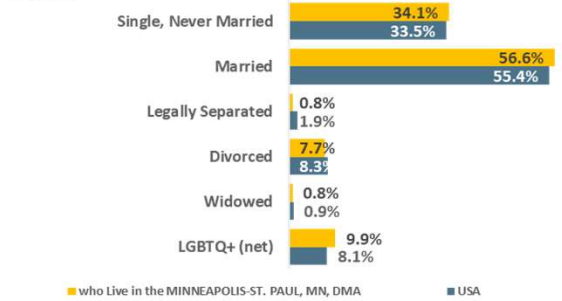
Education Levels: Adults 25 - 54



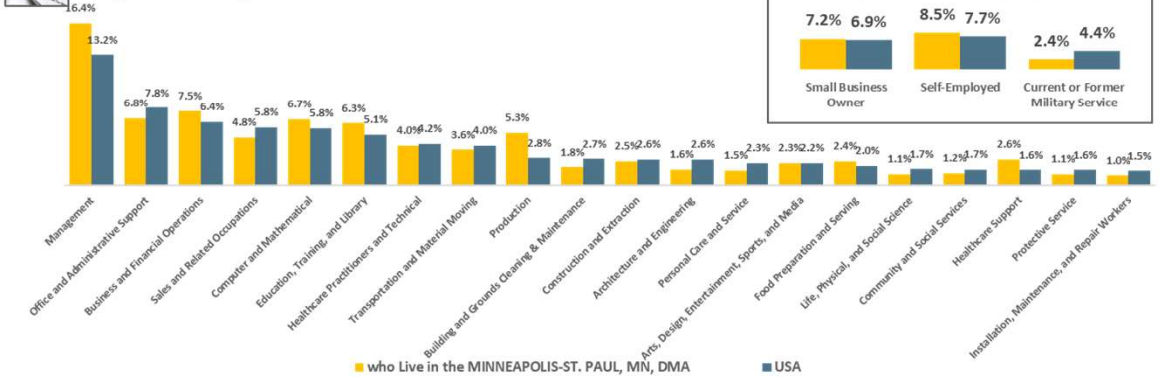
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

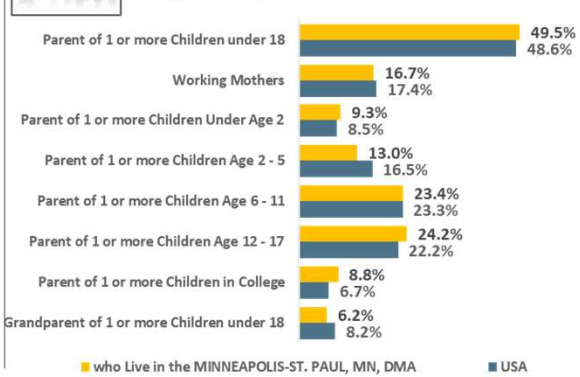


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 54



USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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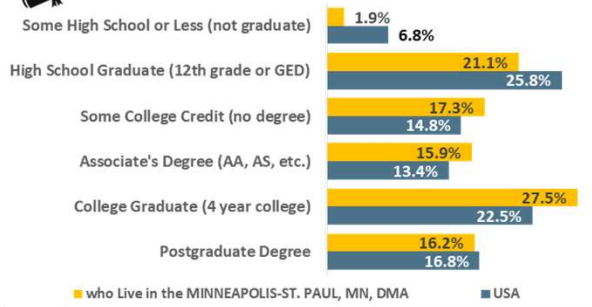
USA Projection Scarborough R2 2024: Jul23-Aug24 Qual Intab 23,324



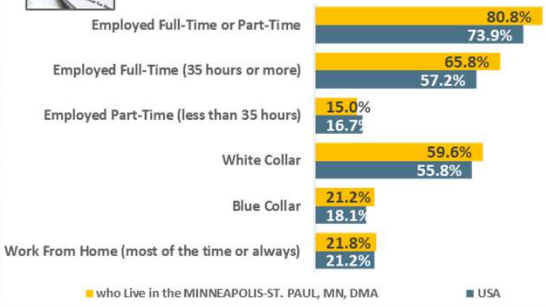
W25-54

1.4% or 941,448 of USA Women 25 - 54 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Women 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 11.2% more likely to be a college graduate, 15.% more likely to work full-time, 1.2% less likely to be married, 19.1% less likely to be a grandparent of 1 or more children under 18.

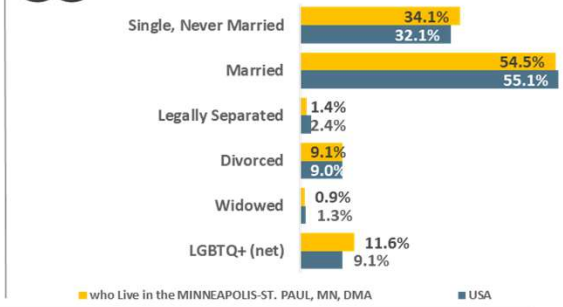
Education Levels: Women 25 - 54



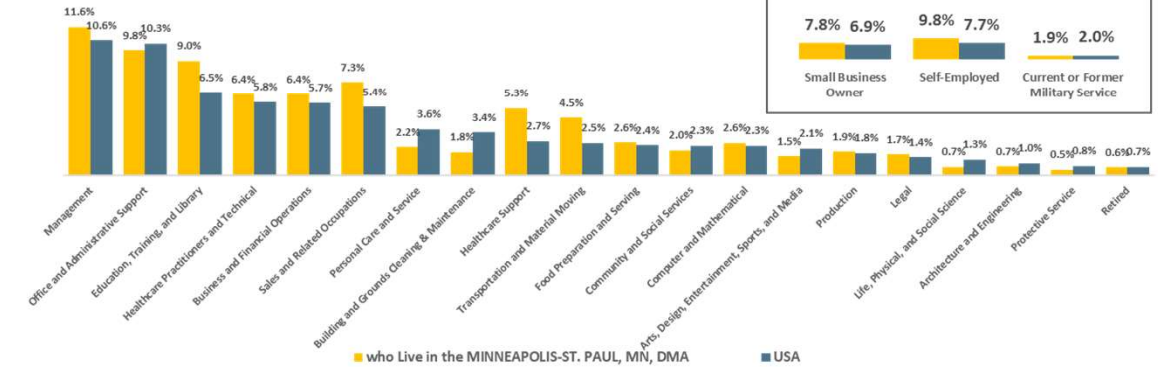
Employment: Women 25 - 54



Marital Status: Women 25 - 54

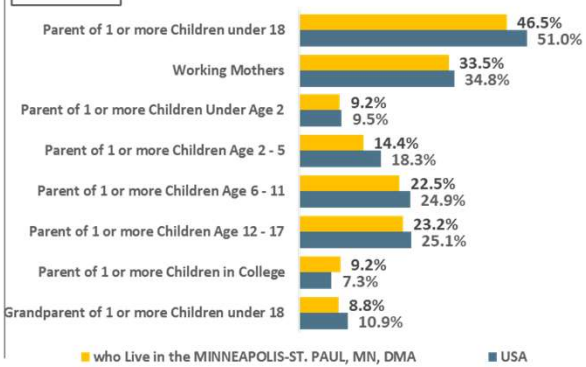


Top-20 Occupations: Women 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Women 25 - 54



USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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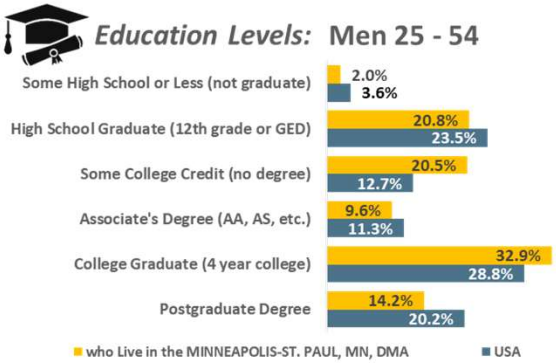
USA Projection Scarborough R2 2024: Jul23-Aug24 Qual Intab 23,324



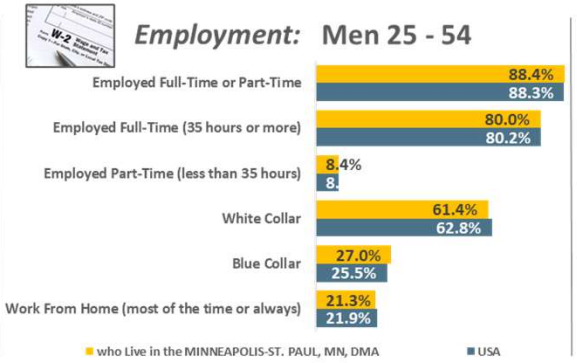
M25-54

1.5% or 940,633 of USA Men 25 - 54 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 3.9% less likely to be a college graduate, .3% less likely to work full-time, 5.2% more likely to be married, 13.7% more likely to be a parent of 1 or more children under 18.

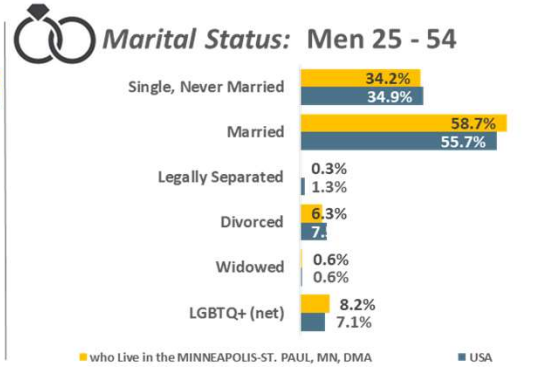
Education Levels: Men 25 - 54



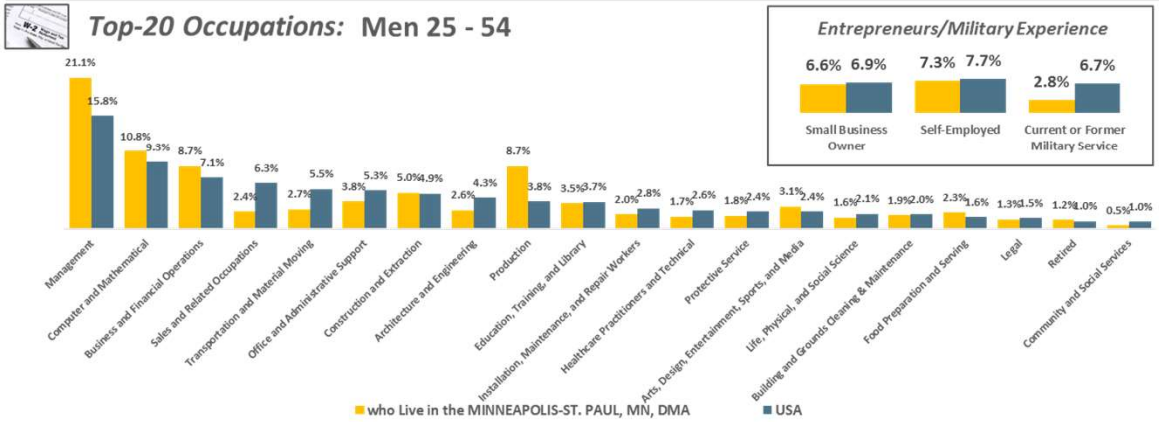
Employment: Men 25 - 54



Marital Status: Men 25 - 54

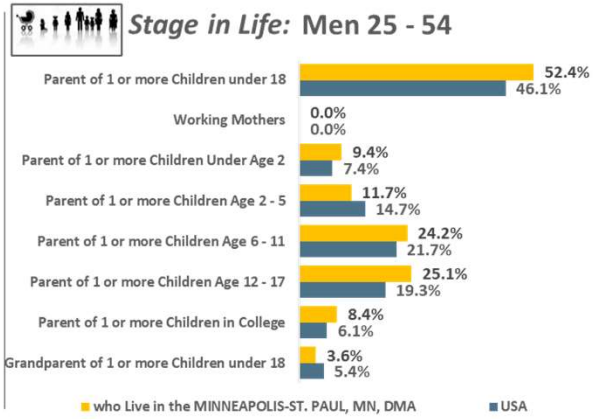


Top-20 Occupations: Men 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Men 25 - 54



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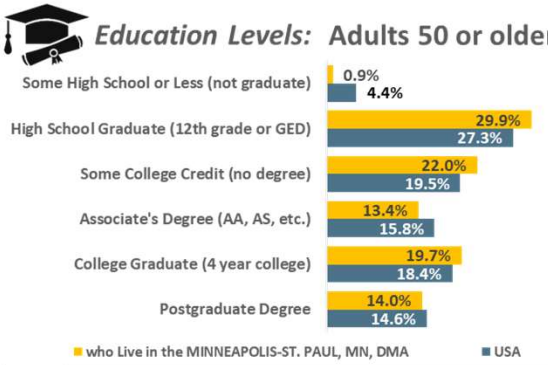
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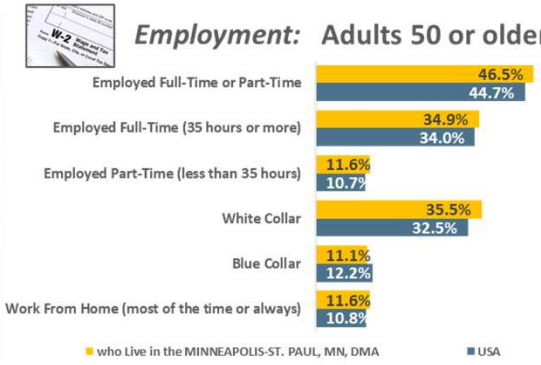
P50+

1.4% or 1,788,554 of USA Adults 50 or older Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Adults 50 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 2.1% more likely to be a college graduate, 2.6% more likely to work full-time, 18.4% more likely to be married, 2.6% more likely to be a grandparent of 1 or more children under 18.

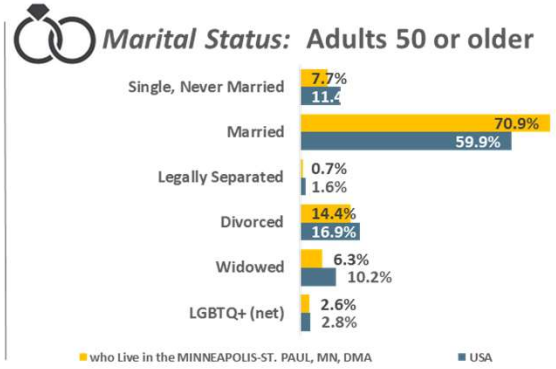
Education Levels: Adults 50 or older



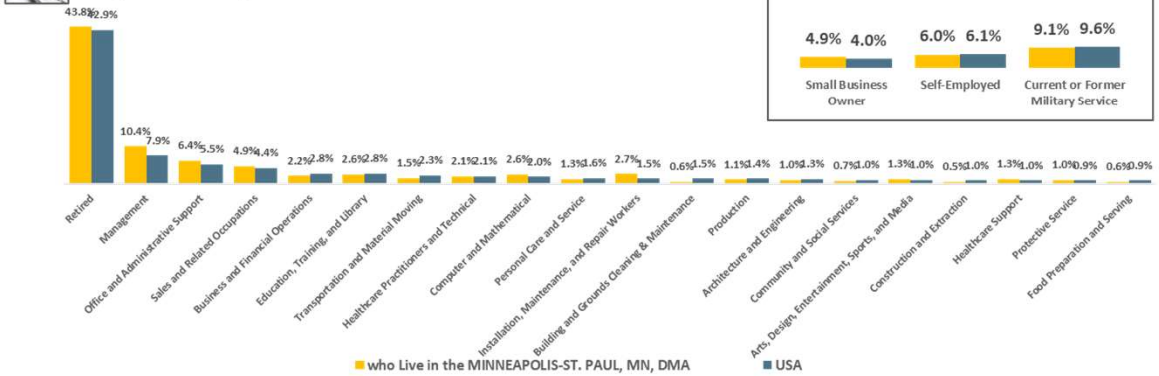
Employment: Adults 50 or older



Marital Status: Adults 50 or older

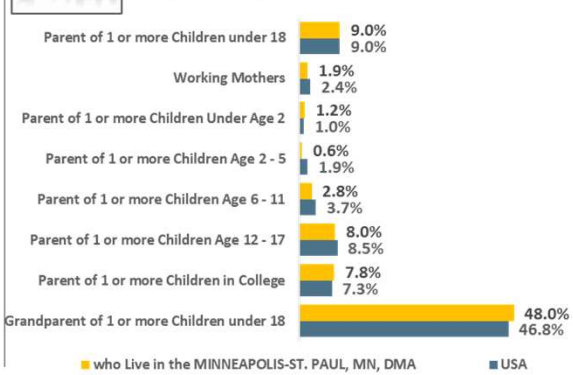


Top-20 Occupations: Adults 50 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 50 or older



USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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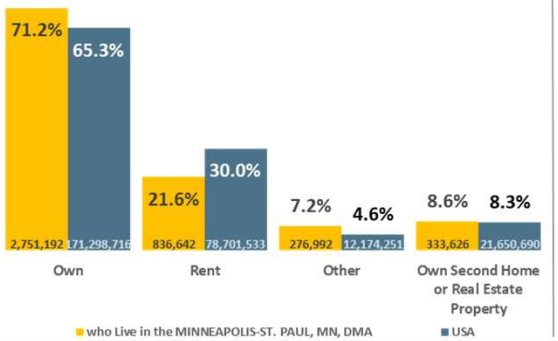
USA Projection Scarborough R2 2024: Jul23-Aug24 Qual Intab 23,324



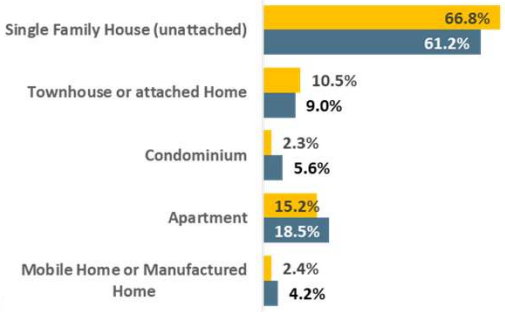
P18+

1.5% or 3,864,826 of USA Adults 18 or older Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 9.% more likely to own their home, 4.4% more likely to own a lower valued home, 9.3% more likely to have a single-family home, 5.9% more likely to have a dog.

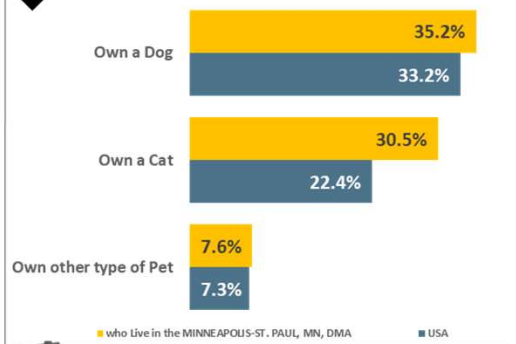
Own/Rent/Other: Adults 18 or older



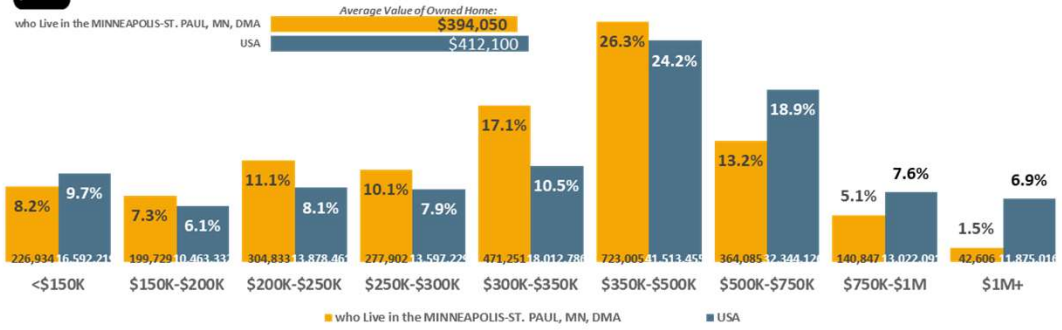
Type of Home: Adults 18 or older



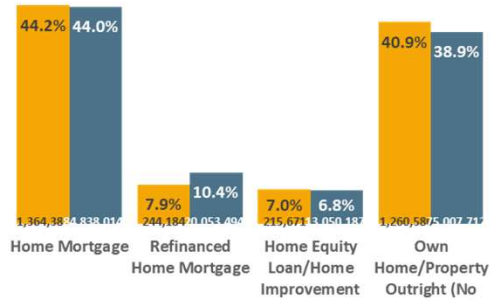
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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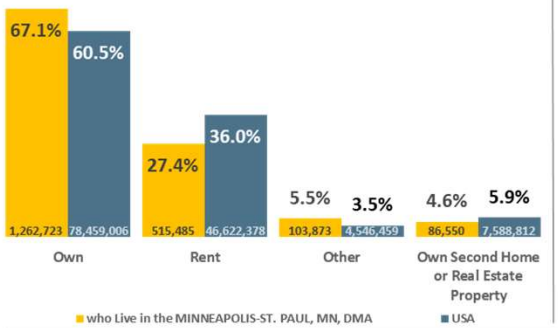
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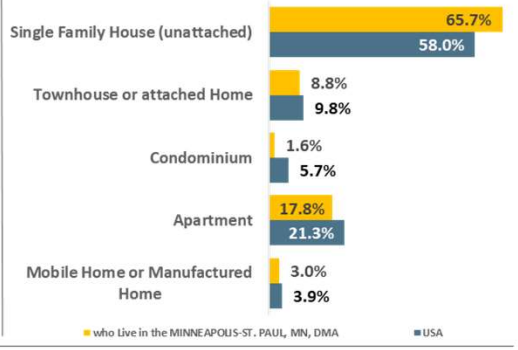
P25-54

1.5% or 1,882,081 of USA Adults 25 - 54 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Adults 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 10.8% more likely to own their home, 8.3% more likely to own a lower valued home, 13.2% more likely to have a single-family home, 10.4% more likely to have a dog.

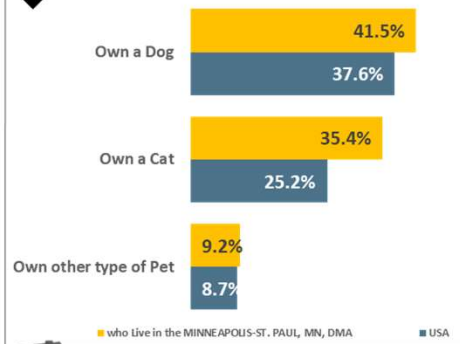
Own/Rent/Other: Adults 25 - 54



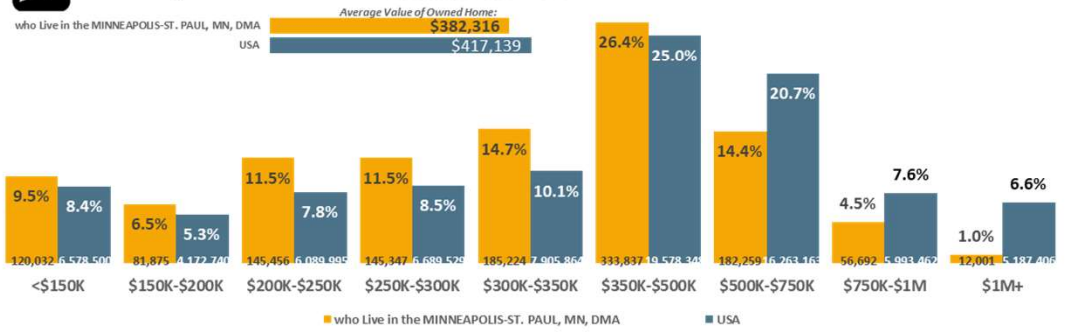
Type of Home: Adults 25 - 54



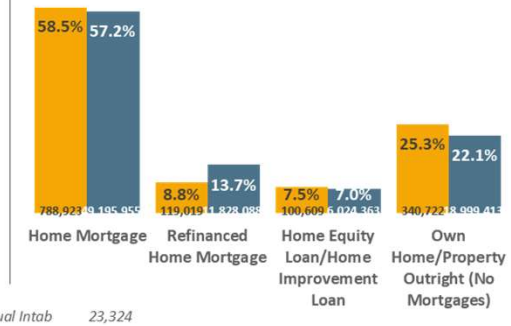
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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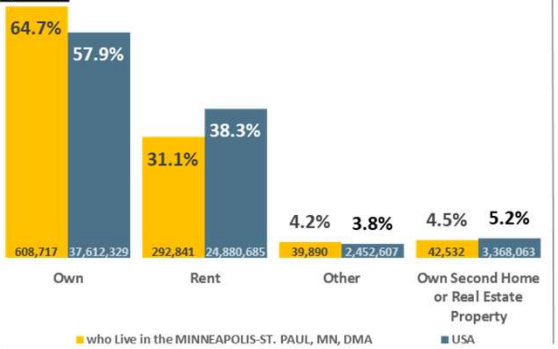
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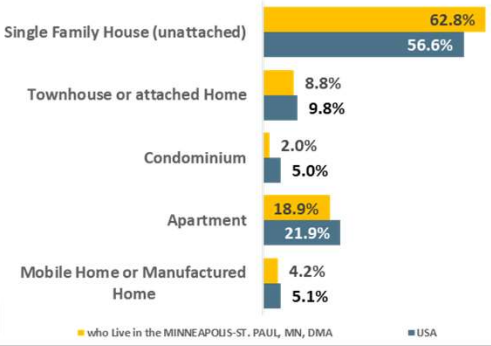
W25-54

1.4% or 941,448 of USA Women 25 - 54 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Women 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 11.6% more likely to own their home, 10.2% more likely to own a lower valued home, 11.% more likely to have a single-family home, 10.5% more likely to have a dog.

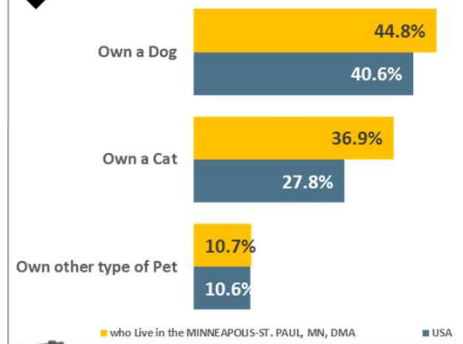
Own/Rent/Other: Women 25 - 54



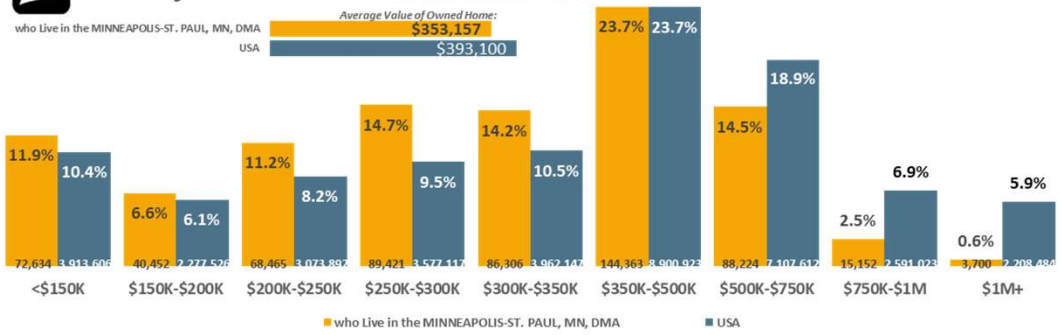
Type of Home: Women 25 - 54



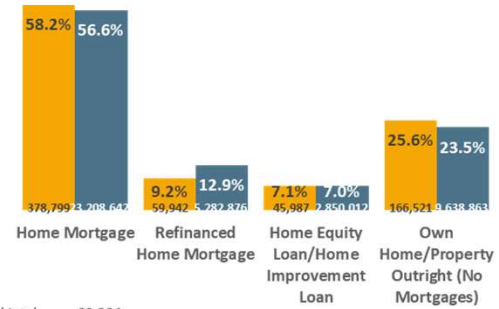
Pets in Home: Women 25 - 54



Value of Owned Home: Women 25 - 54



Home Loans: Women 25 - 54



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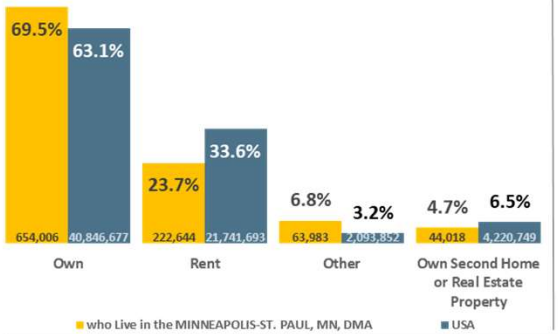
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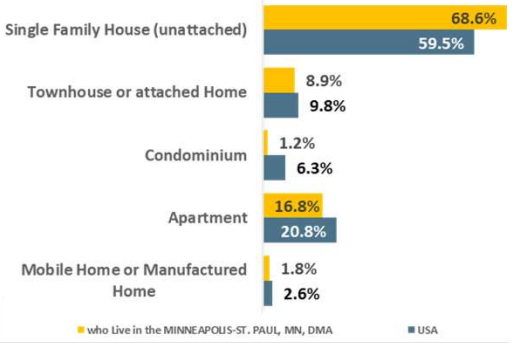
M25-54

1.5% or 940,633 of USA Men 25 - 54 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 10.1% more likely to own their home, 6.8% more likely to own a lower valued home, 15.2% more likely to have a single-family home, 10.2% more likely to have a dog.

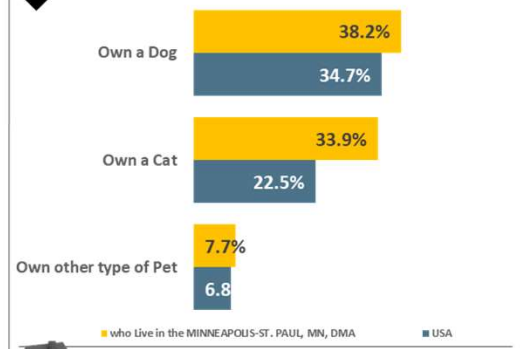
Own/Rent/Other: Men 25 - 54



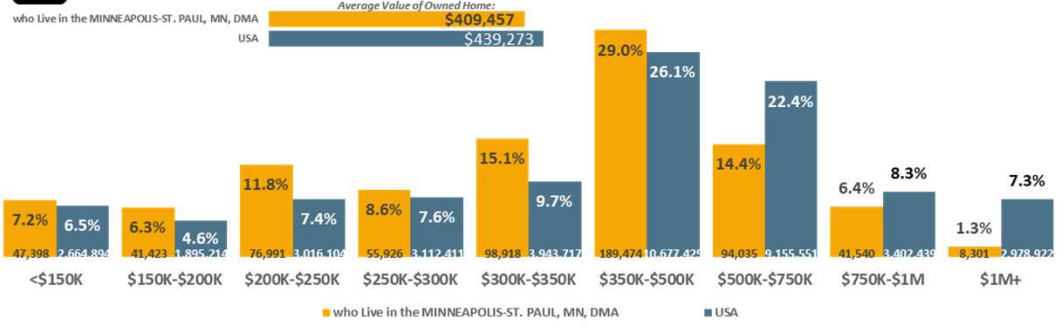
Type of Home: Men 25 - 54



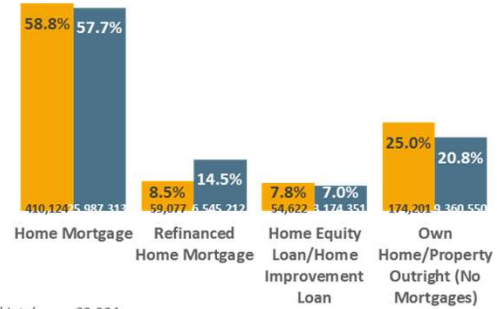
Pets in Home: Men 25 - 54



Value of Owned Home: Men 25 - 54



Home Loans: Men 25 - 54



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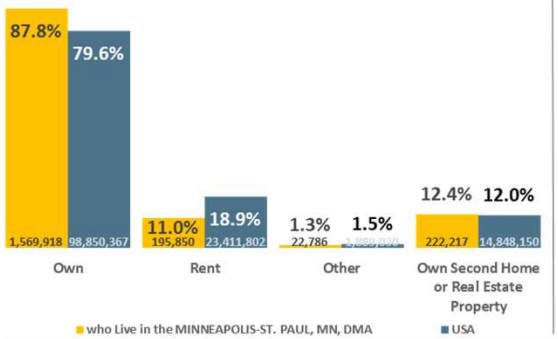
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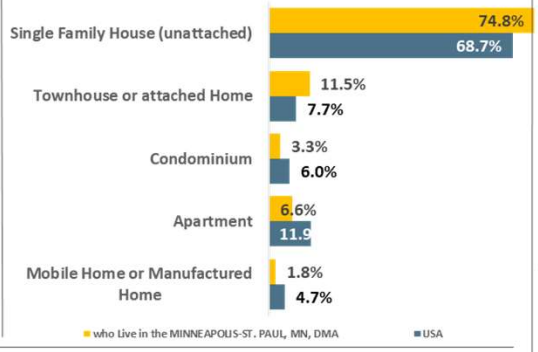
P50+

1.4% or 1,788,554 of USA Adults 50 or older Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Adults 50 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 10.2% more likely to own their home, .8% more likely to own a lower valued home, 9.% more likely to have a single-family home, 4.1% more likely to have a dog.

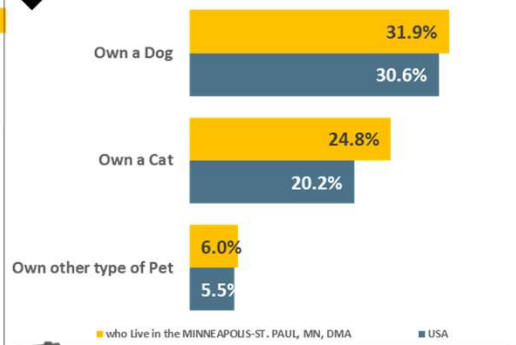
Own/Rent/Other: Adults 50 or older



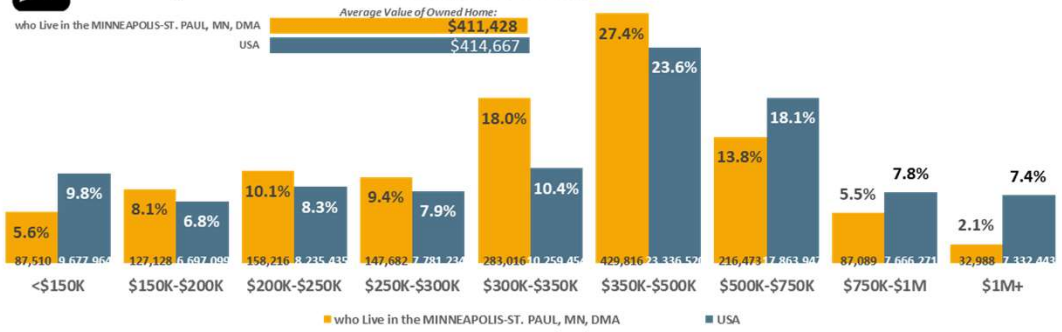
Type of Home: Adults 50 or older



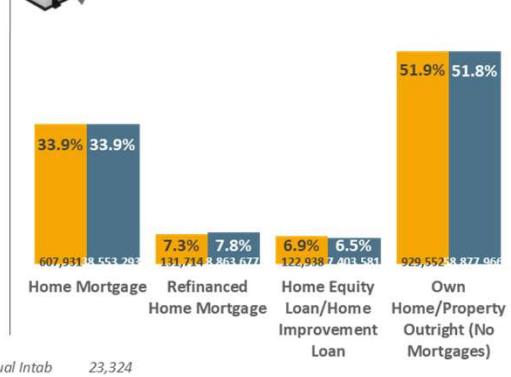
Pets in Home: Adults 50 or older



Value of Owned Home: Adults 50 or older



Home Loans: Adults 50 or older



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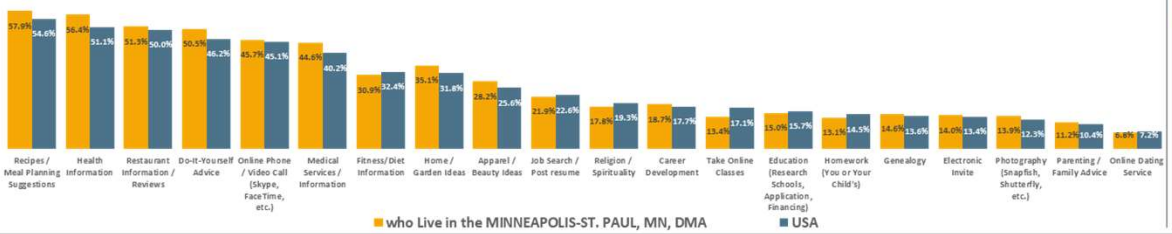
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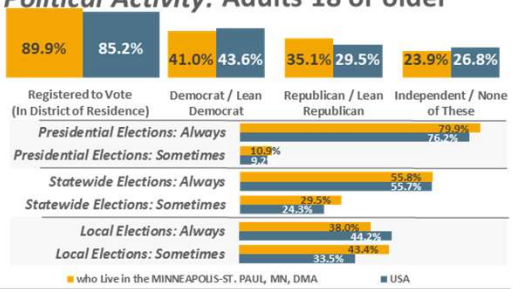
P18+

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Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 9.4% more likely to look up D-I-Y advice online, 14.1% less likely to always vote in local elections, 9.9% less likely to belong to a gym, 6.4% more likely to fly domestic past yr.

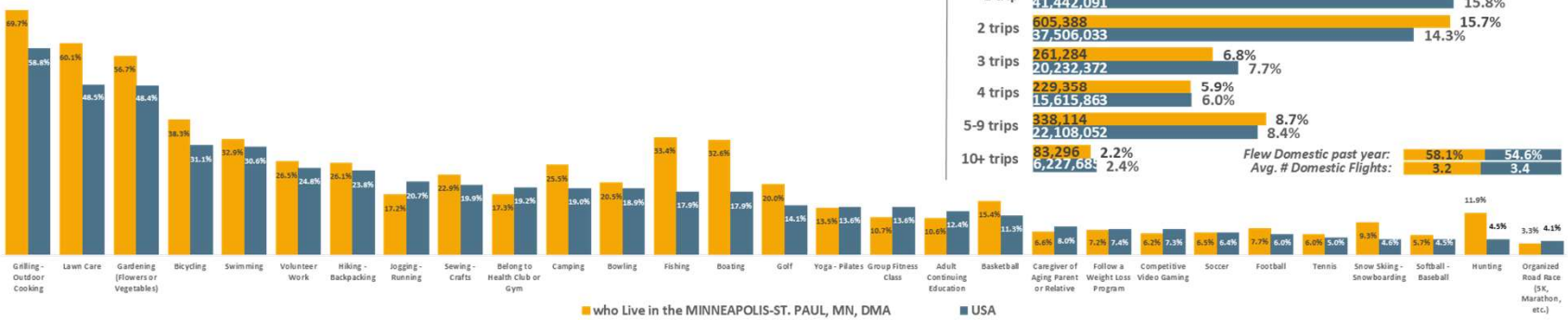
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



Past 12-months Domestic Airline Trips: Adults 18 or older

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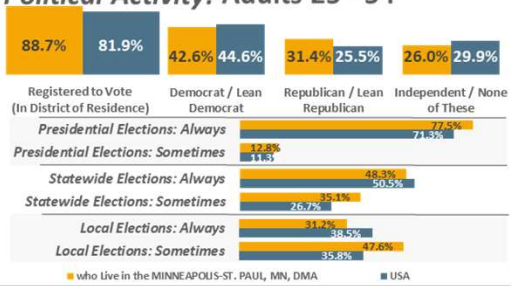
P25-54

1.5% or 1,882,081 of USA Adults 25 - 54 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Adults 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 9.8% more likely to look up D-I-Y advice online, 19.% less likely to always vote in local elections, 16.7% less likely to belong to a gym, 6.4% more likely to fly domestic past yr.

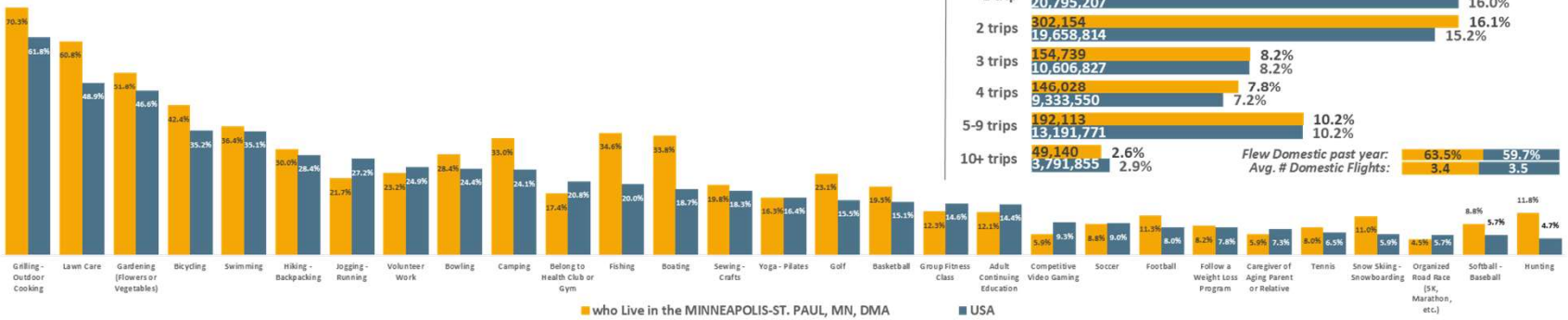
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



Political Activity: Adults 25 - 54



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 54



Past 12-months Domestic Airline Trips: Adults 25 - 54

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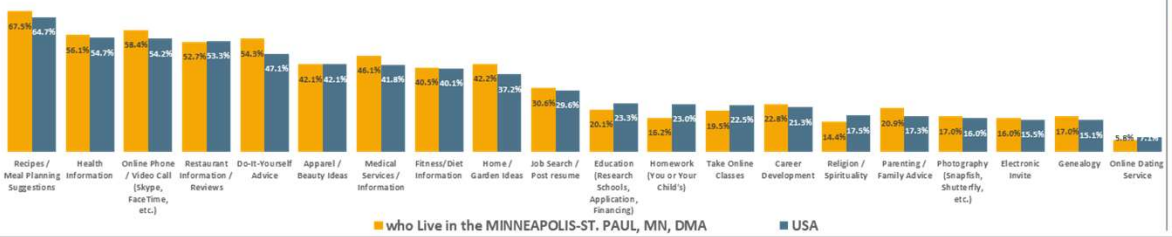
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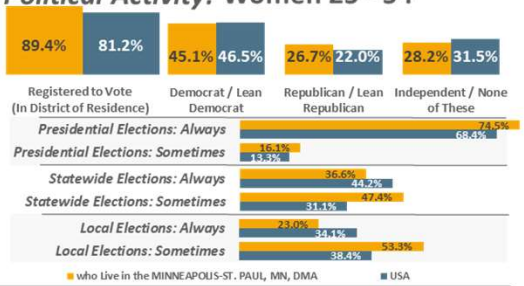
W25-54

1.4% or 941,448 of USA Women 25 - 54 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
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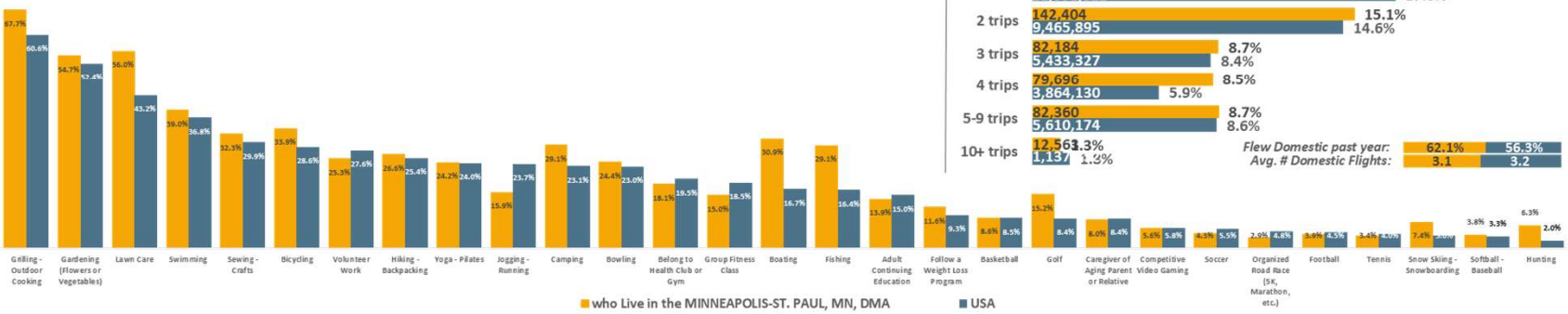
Top-20 past 30-days Online Lifestyle Activites: Women 25 - 54



Political Activity: Women 25 - 54



Top-30 past 12-months Active Lifestyle Activites: Women 25 - 54



Past 12-months Domestic Airline Trips: Women 25 - 54

USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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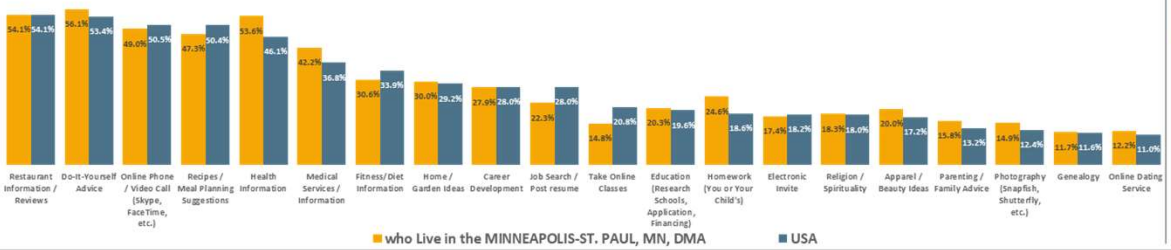
USA Projection Scarborough R2 2024: Jul23-Aug24 Qual Intab 23,324



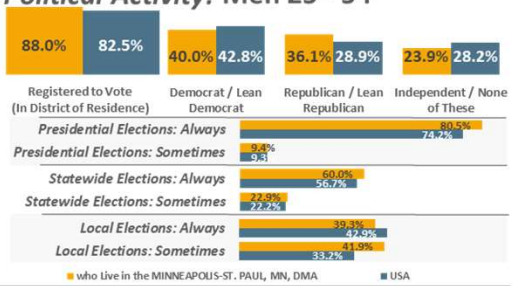
M25-54

1.5% or 940,633 of USA Men 25 - 54 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 5.1% more likely to look up D-I-Y advice online, 8.5% less likely to always vote in local elections, 24.9% less likely to belong to a gym, 2.9% more likely to fly domestic past yr.

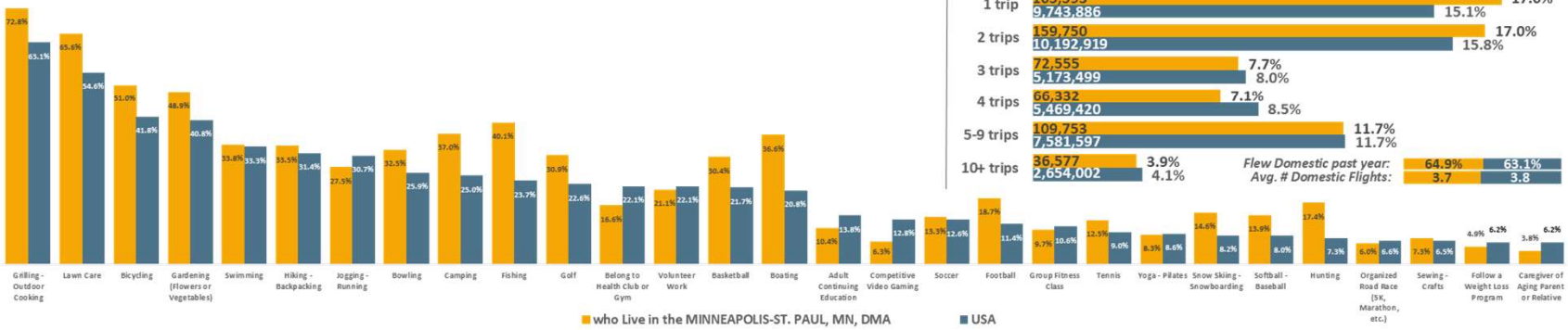
Top-20 past 30-days Online Lifestyle Activites: Men 25 - 54



Political Activity: Men 25 - 54



Top-30 past 12-months Active Lifestyle Activites: Men 25 - 54



Past 12-months Domestic Airline Trips: Men 25 - 54

USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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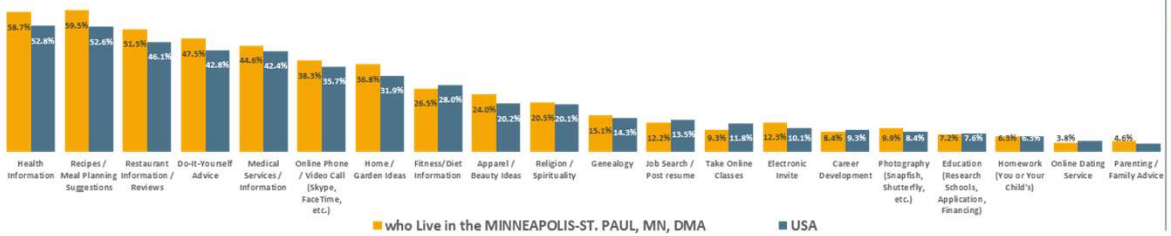
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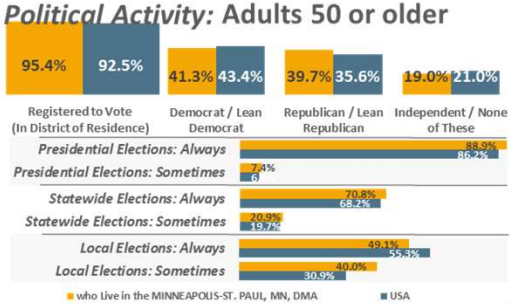
P50+

1.4% or 1,788,554 of USA Adults 50 or older Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Adults 50 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 11.1% more likely to look up D-I-Y advice online, 11.2% less likely to always vote in local elections, 5.2% more likely to belong to a gym, 6.5% more likely to fly domestic past yr.

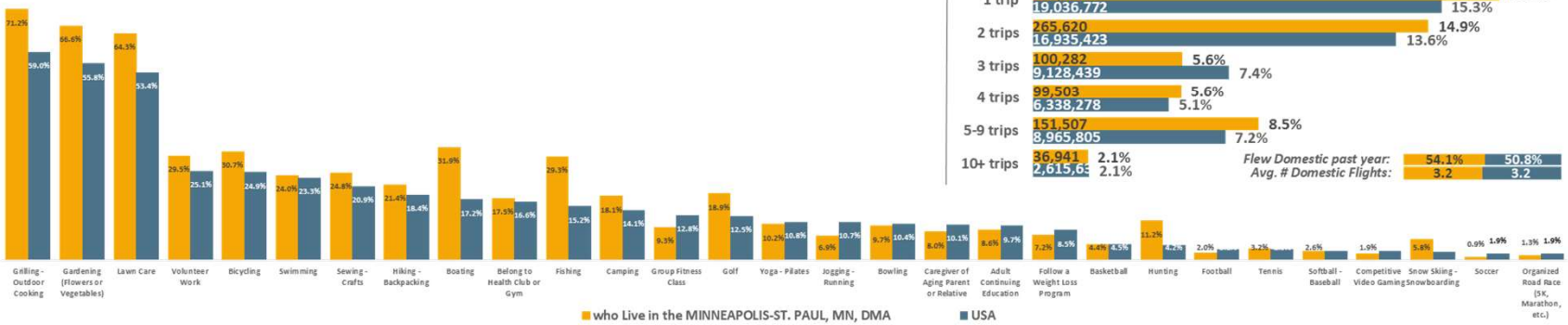
Top-20 past 30-days Online Lifestyle Activites: Adults 50 or older



Political Activity: Adults 50 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 50 or older



Past 12-months Domestic Airline Trips: Adults 50 or older

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P18+

1.5% or 3,864,826 of USA Adults 18 or older Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 3.% less likely to use QSRs past mo., 3.6% less likely to use Sit-Down Restaurants past mo., 20.7% more likely to use Casinos past yr., 7.4% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



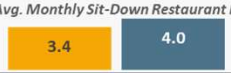
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

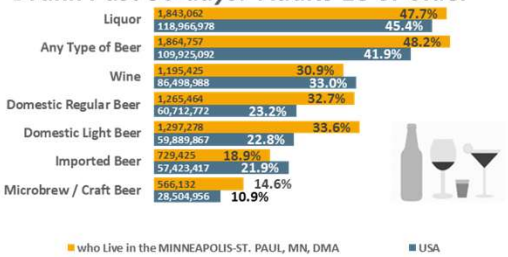
(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

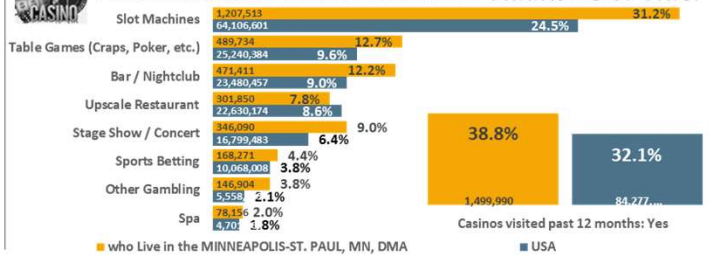


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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P25-54

1.5% or 1,882,081 of USA Adults 25 - 54 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Adults 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 4.2% less likely to use QSRs past mo., 5.6% less likely to use Sit-Down Restaurants past mo., 26.1% more likely to use Casinos past yr., 22.2% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 54



Total Monthly QSR Users:
86.9% 90.6%
1,634,971 117,486,994

Avg. Monthly QSR Meals:
5.8 6.8

Past 30-days Sit-Down Restaurant Users: Adults 25 - 54



Total Monthly Sit-Down Restaurant Users:
72.1% 76.3%
1,356,532 98,951,335

Avg. Monthly Sit-Down Restaurant Meals:
3.1 4.1

Top-10 Cuisines: Adults 25 - 54

(Sit-Down Restaurants Used Past 30-days)



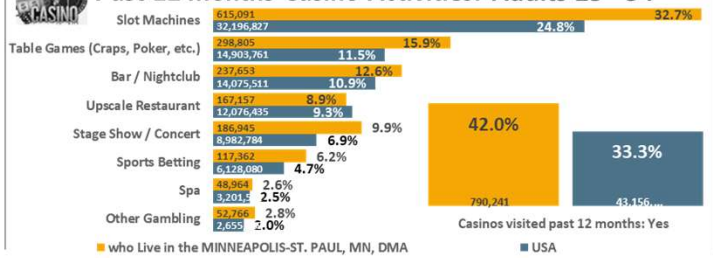
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA 331,417 17.6%
USA 23.2%

Drank Past 30-days: Adults 25 - 54



Past 12 months Casino Activities: Adults 25 - 54





Used Past 30-days: Adults 25 - 54



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W25-54

1.4% or 941,448 of USA Women 25 - 54 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Women 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 2.9% less likely to use QSRs past mo., 6.7% less likely to use Sit-Down Restaurants past mo., 28.1% more likely to use Casinos past yr., 21.6% more likely to smoke cigarettes.

Past 30-days QSR Users: Women 25 - 54



Total Monthly QSR Users:
89.2%
91.8%
839,586
59,648,734

Avg. Monthly QSR Meals:
5.7
6.7

Past 30-days Sit-Down Restaurant Users: Women 25 - 54



Total Monthly Sit-Down Restaurant Users:
70.4%
75.5%
662,766
49,015,868

Avg. Monthly Sit-Down Restaurant Meals:
2.9
4.0

Top-10 Cuisines: Women 25 - 54

(Sit-Down Restaurants Used Past 30-days)



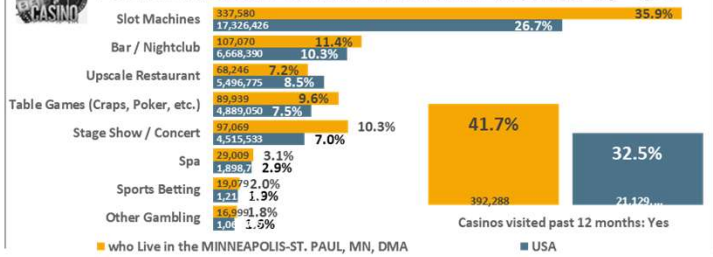
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA 207,867 22.1%
USA 25.2%

Drank Past 30-days: Women 25 - 54



Past 12 months Casino Activities: Women 25 - 54





Used Past 30-days: Women 25 - 54



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M25-54

1.5% or 940,633 of USA Men 25 - 54 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 5.4% less likely to use QSRs past mo., 4.5% less likely to use Sit-Down Restaurants past mo., 24.2% more likely to use Casinos past yr., 22.8% more likely to smoke cigarettes.

Past 30-days QSR Users: Men 25 - 54



Total Monthly QSR Users:
84.6% | 89.4%
795,385 | 57,838,25 9

Avg. Monthly QSR Meals:
5.9 | 6.9

Past 30-days Sit-Down Restaurant Users: Men 25 - 54



Total Monthly Sit-Down Restaurant Users:
73.8% | 77.2%
693,766 | 49,935,46 7

Avg. Monthly Sit-Down Restaurant Meals:
3.3 | 4.1

Top-10 Cuisines: Men 25 - 54

(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA 123,550 13.1%
USA 21.1%

Drank Past 30-days: Men 25 - 54



Past 12 months Casino Activities: Men 25 - 54



Used Past 30-days: Men 25 - 54



USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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P50+

1.4% or 1,788,554 of USA Adults 50 or older Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Adults 50 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 2.% less likely to use QSRs past mo., .5% less likely to use Sit-Down Restaurants past mo., 15.1% more likely to use Casinos past yr., 17.9% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 50 or older



Total Monthly QSR Users:
83.2% 84.9%
1,487,785 105,423,256

Avg. Monthly QSR Meals:
4.8 5.8

Past 30-days Sit-Down Restaurant Users: Adults 50 or older



Total Monthly Sit-Down Restaurant Users:
74.6% 75.0%
1,334,877 93,081,954

Avg. Monthly Sit-Down Restaurant Meals:
3.5 4.1

Top-10 Cuisines: Adults 50 or older

(Sit-Down Restaurants Used Past 30-days)



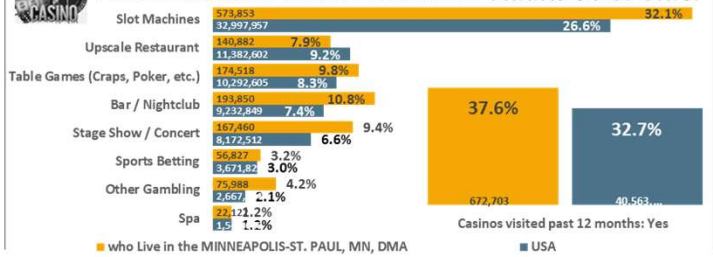
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA 80,465 4.5%
USA 9.7%

Drank Past 30-days: Adults 50 or older



Past 12 months Casino Activities: Adults 50 or older





Used Past 30-days: Adults 50 or older



USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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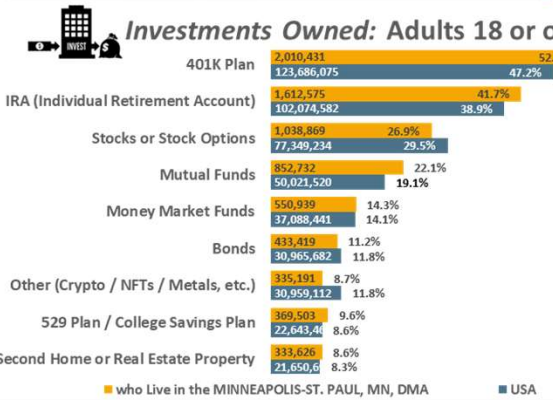
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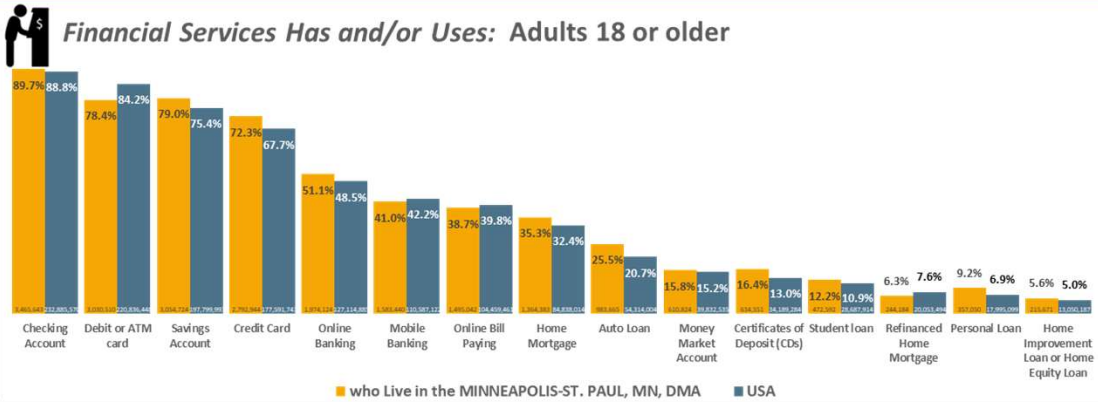
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1.5% or 3,864,826 of USA Adults 18 or older Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 10.3% more likely to have a 401K, 22.9% more likely to have an Auto Loan, 10.4% less likely to Invest/Trade Stocks Online, 13.6% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



Financial Services Has and/or Uses: Adults 18 or older

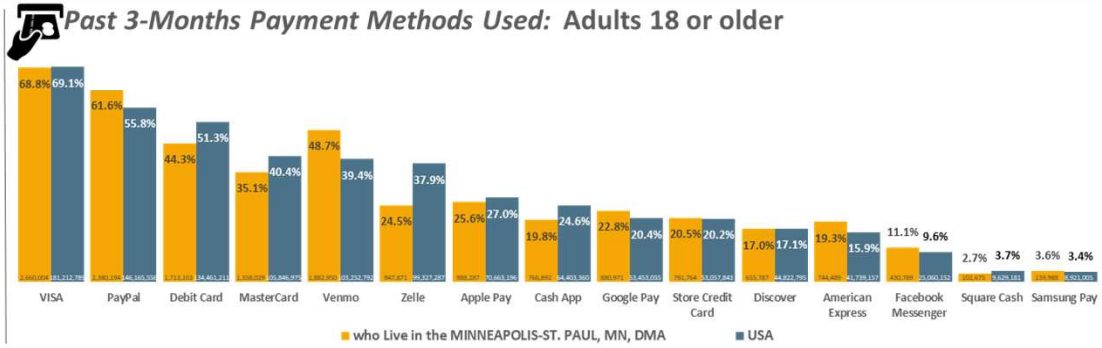


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Adults 18 or older



USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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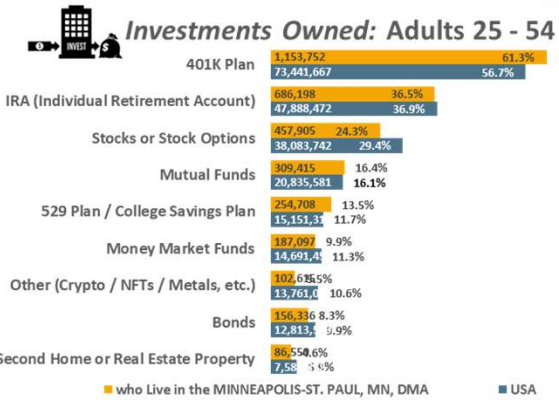
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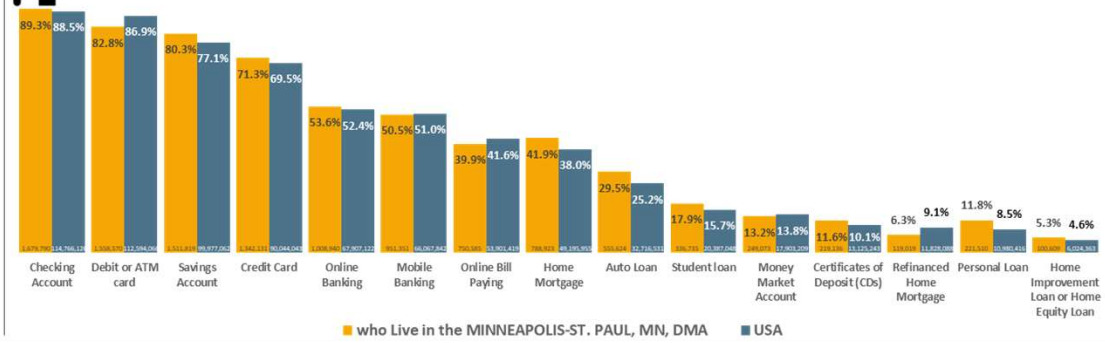
P25-54

1.5% or 1,882,081 of USA Adults 25 - 54 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Adults 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 8.2% more likely to have a 401K, 17.% more likely to have an Auto Loan, 15.6% less likely to Invest/Trade Stocks Online, 11.3% less likely to pay with their Debit Card.

Investments Owned: Adults 25 - 54



Financial Services Has and/or Uses: Adults 25 - 54

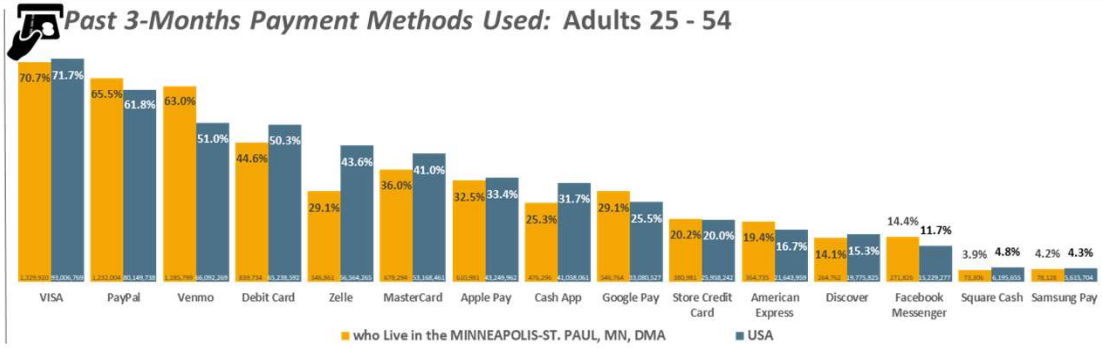


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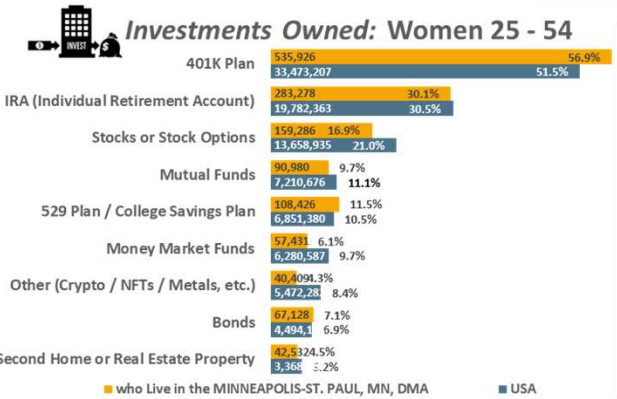
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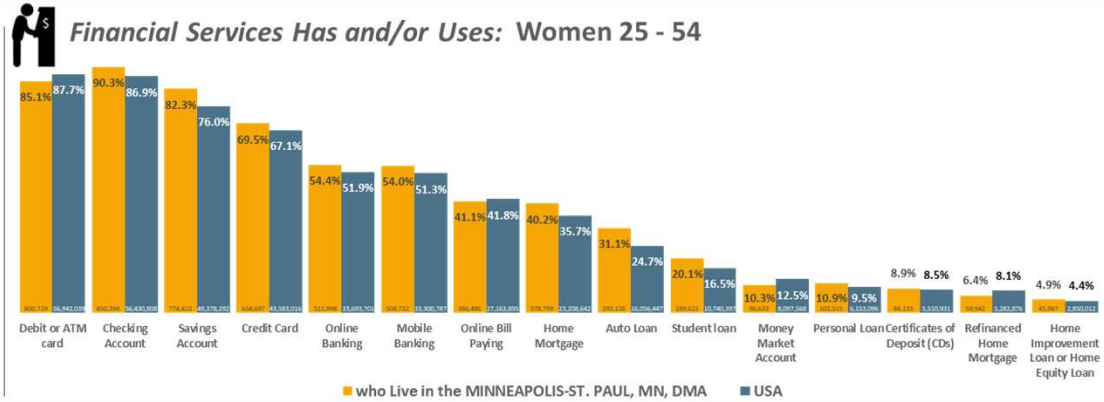
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Investments Owned: Women 25 - 54



Financial Services Has and/or Uses: Women 25 - 54

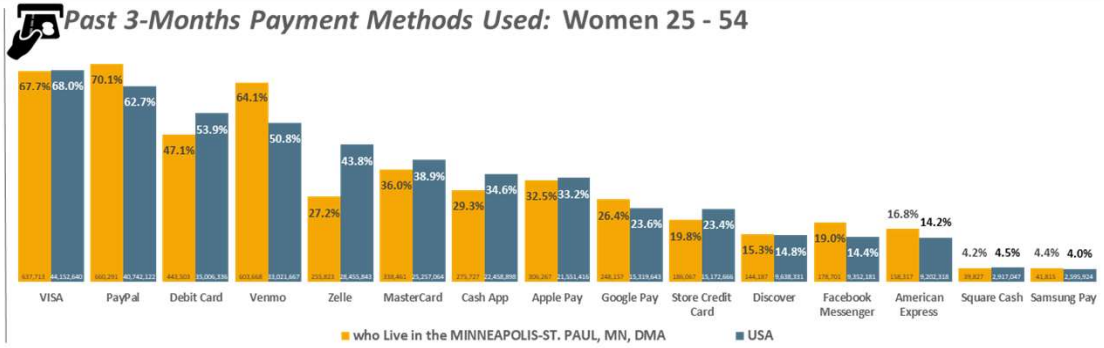


Professional Services Used:* Women 25 - 54



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Women 25 - 54



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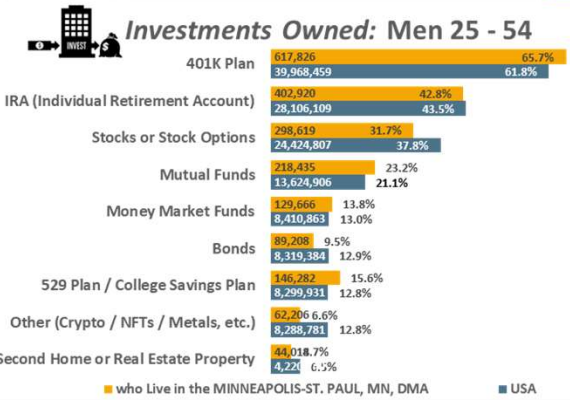
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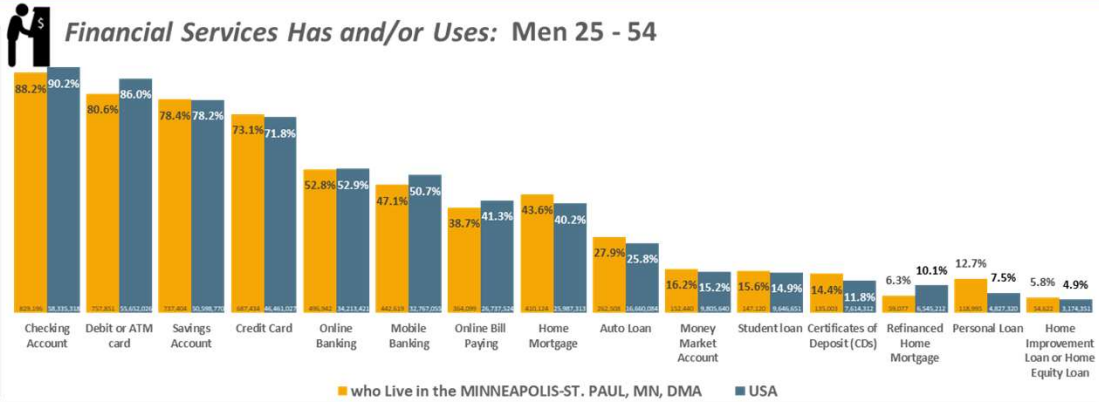
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Investments Owned: Men 25 - 54



Financial Services Has and/or Uses: Men 25 - 54

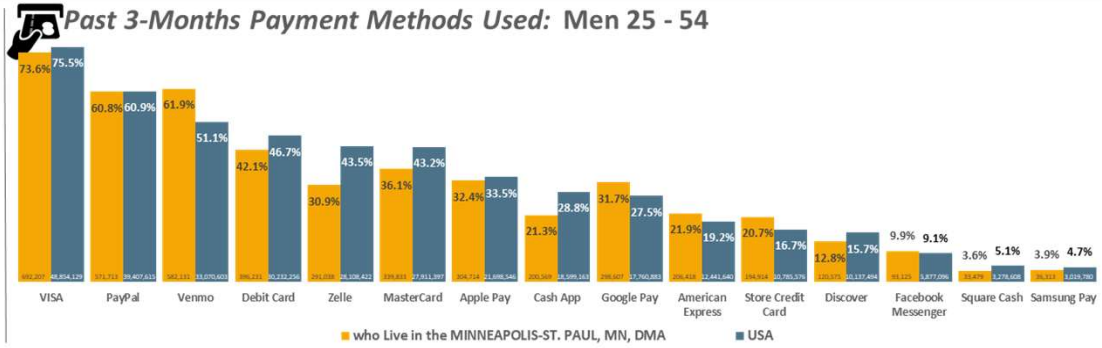


Professional Services Used:* Men 25 - 54



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Men 25 - 54



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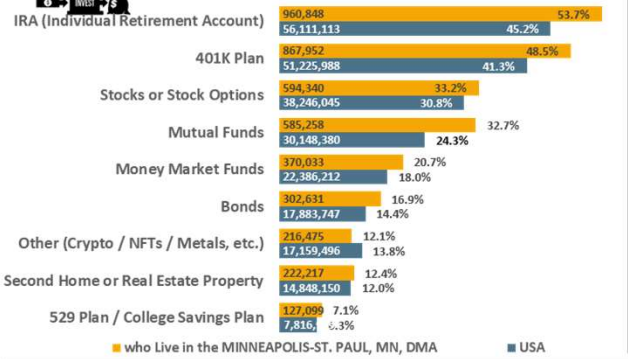
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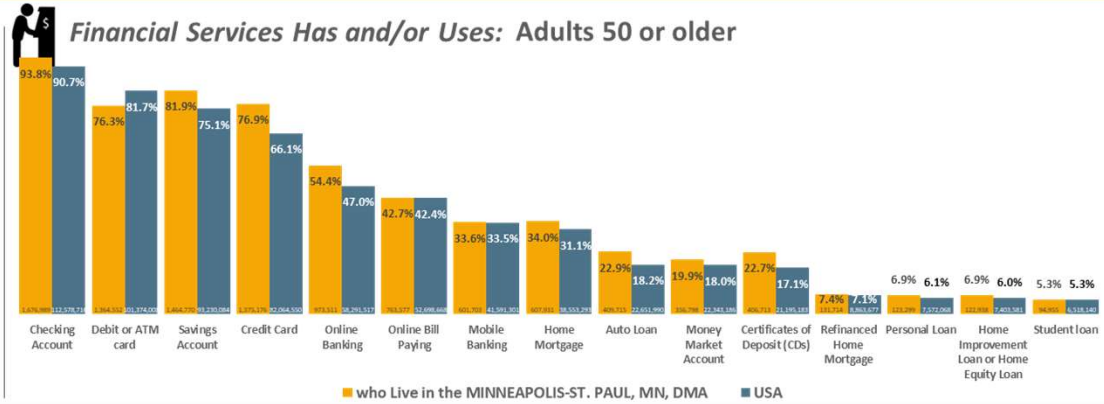
P50+

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Investments Owned: Adults 50 or older



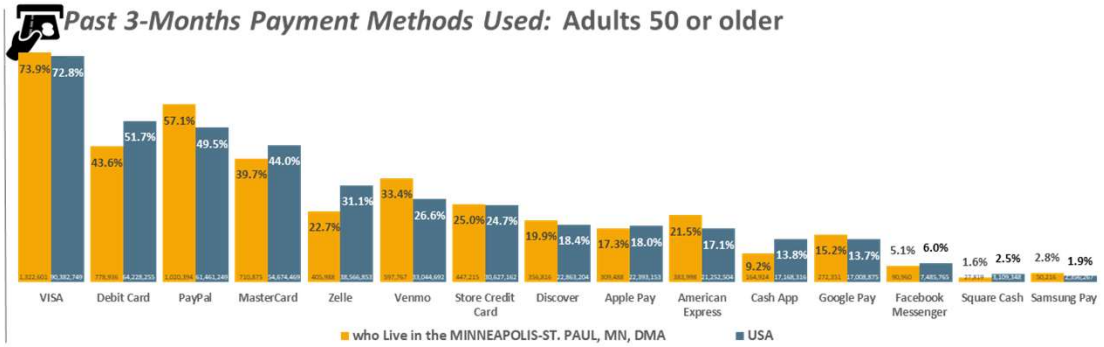
Financial Services Has and/or Uses: Adults 50 or older



Professional Services Used:* Adults 50 or older



Past 3-Months Payment Methods Used: Adults 50 or older



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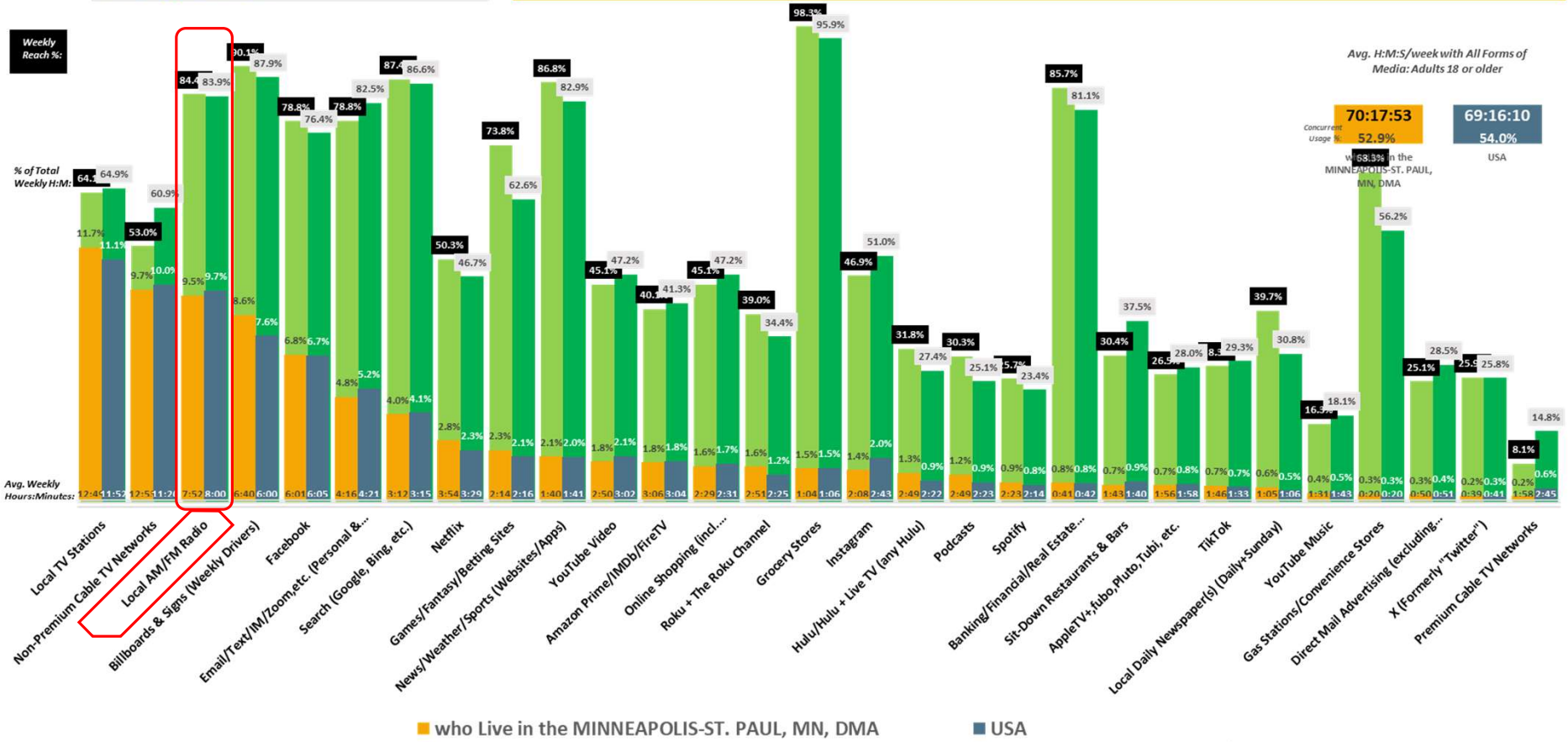
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P18+

Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 2 days, 22 hours, 17 minutes and 53 seconds each week with All Forms of Media.

84.4% of Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an avg. of 7 hours and 52 minutes each week listening to All Local AM/FM Radio, representing 9.5% of total time spent with all forms of Media.



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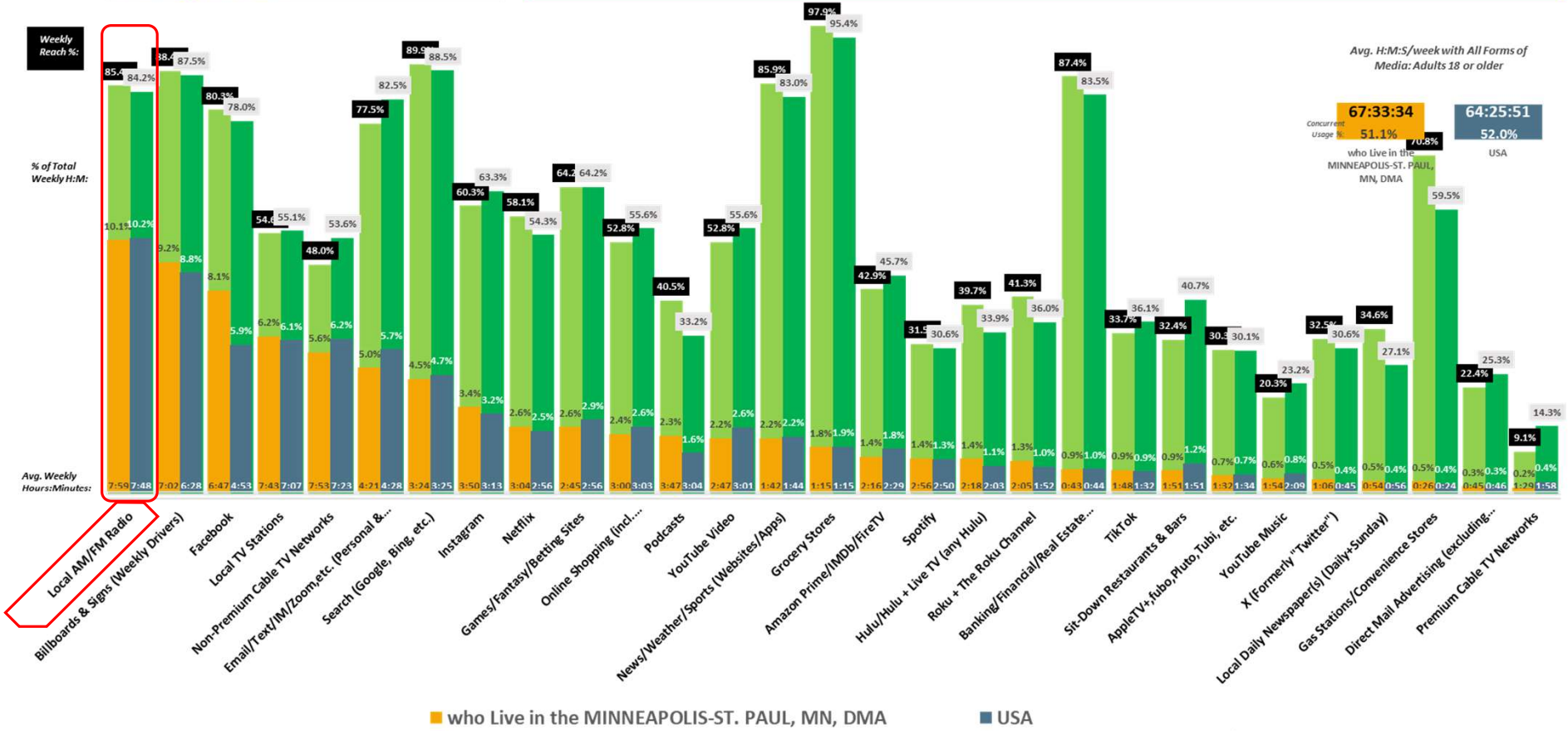
Hubbard BROADCASTING Share of Everything for Anything ©



P25-54

Adults 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 2 days, 19 hours, 33 minutes and 34 seconds each week with All Forms of Media.

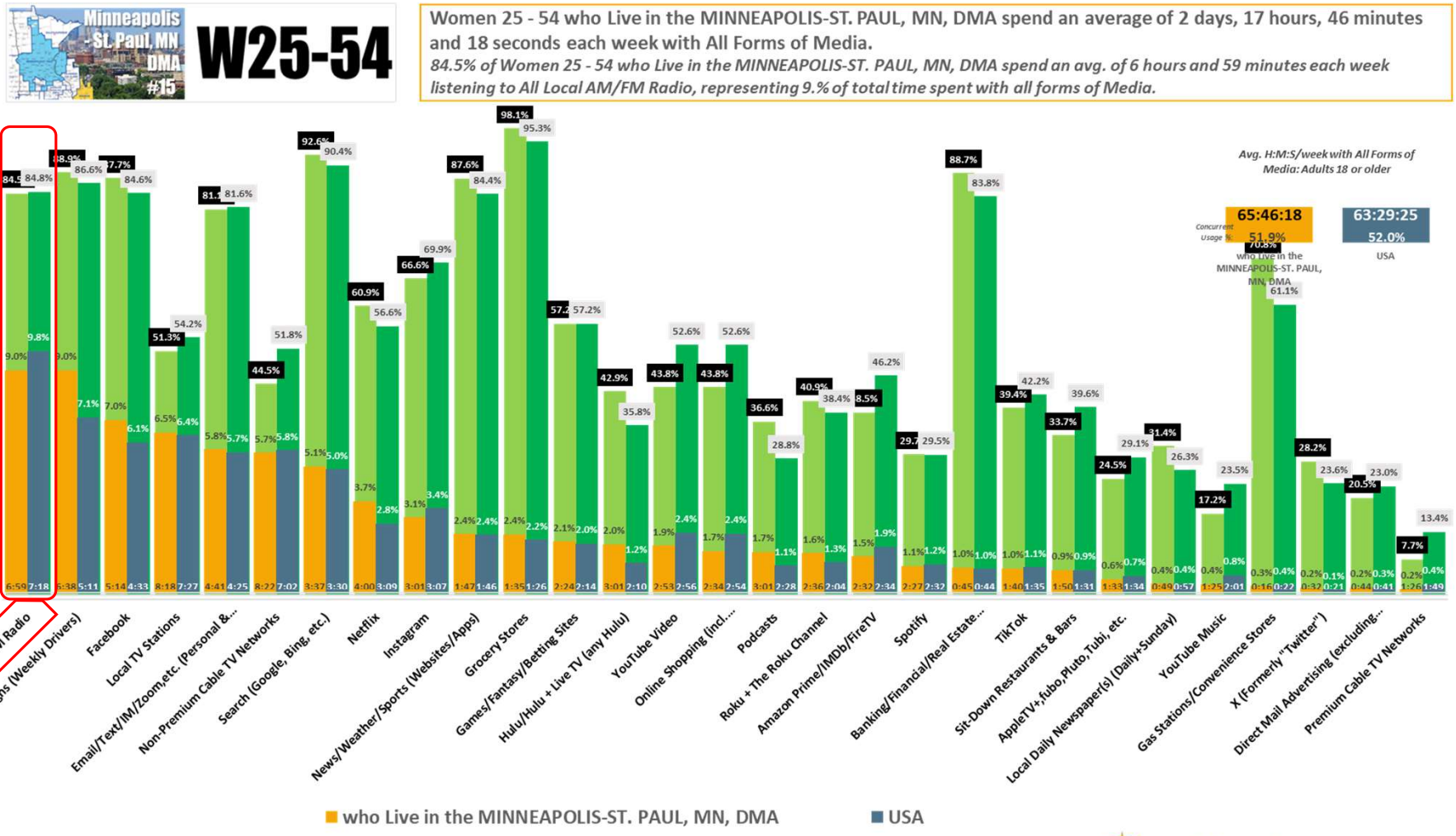
85.4% of Adults 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an avg. of 7 hours and 59 minutes each week listening to All Local AM/FM Radio, representing 10.1% of total time spent with all forms of Media.



USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862 USA Projection Scarborough R2 2024: Jul23-Aug24 Qual Intab 23,324

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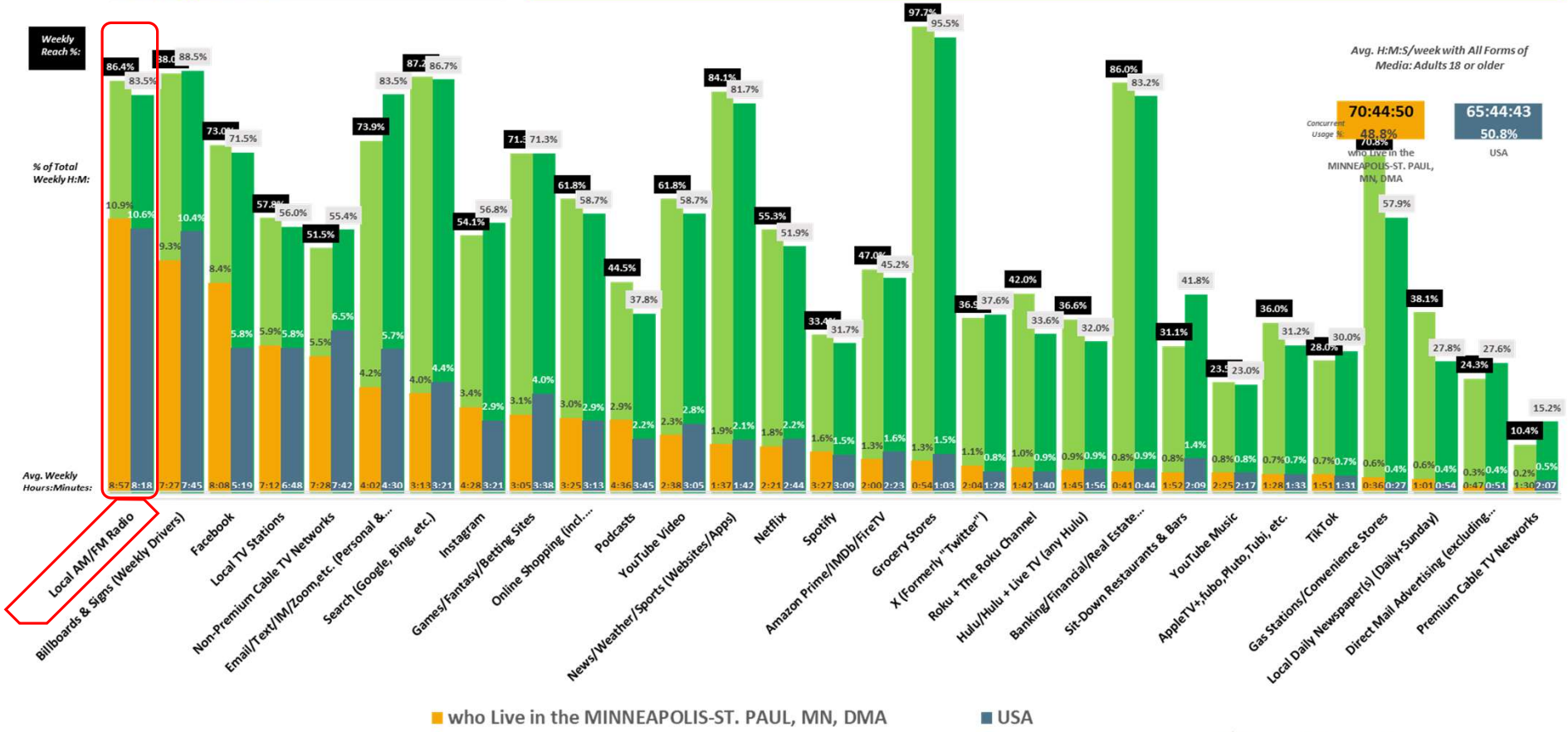
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M25-54

Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 2 days, 22 hours, 44 minutes and 50 seconds each week with All Forms of Media.

86.4% of Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an avg. of 8 hours and 57 minutes each week listening to All Local AM/FM Radio, representing 10.9% of total time spent with all forms of Media.



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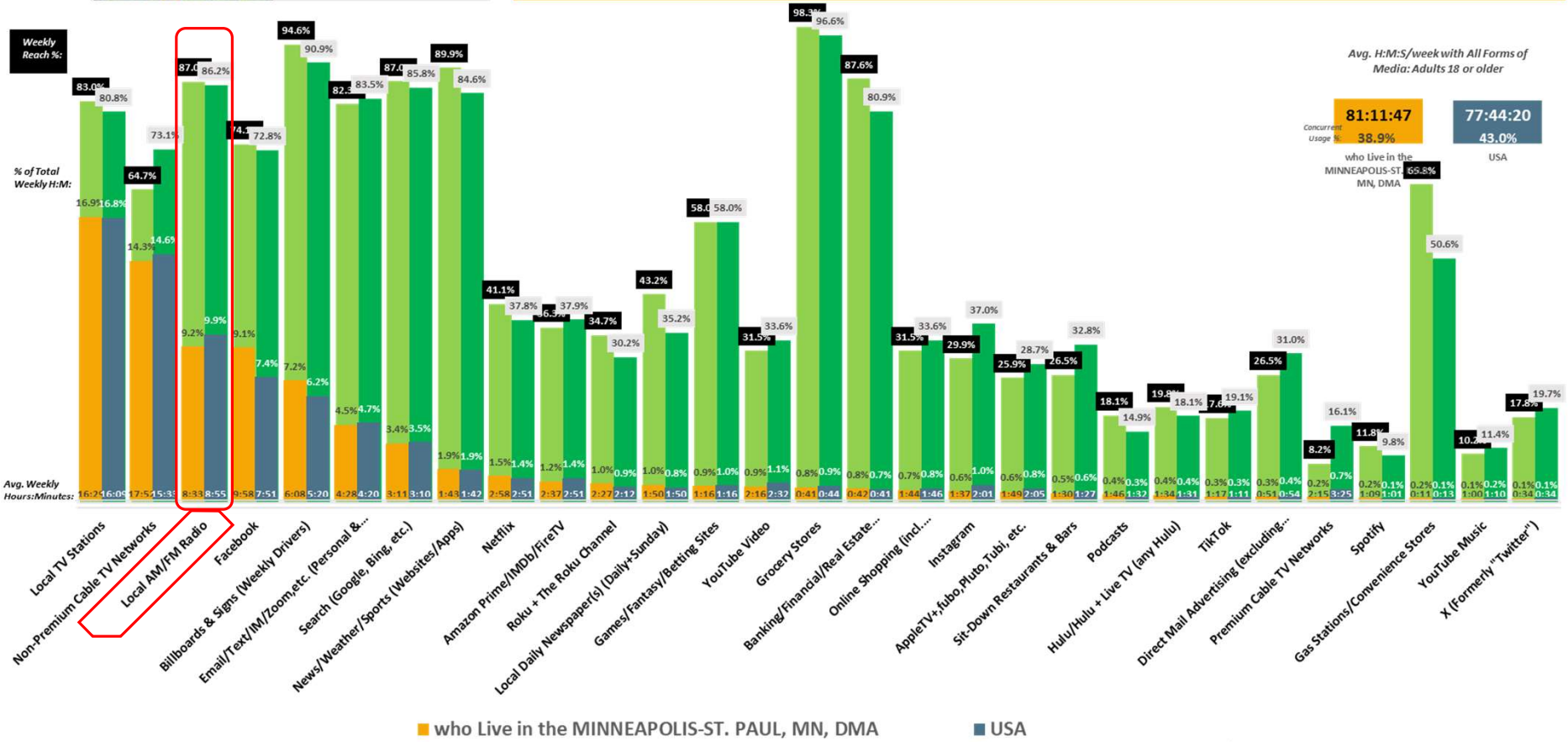
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P50+

Adults 50 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 3 days, 9 hours, 11 minutes and 47 seconds each week with All Forms of Media.

87.% of Adults 50 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an avg. of 8 hours and 33 minutes each week listening to All Local AM/FM Radio, representing 9.2% of total time spent with all forms of Media.



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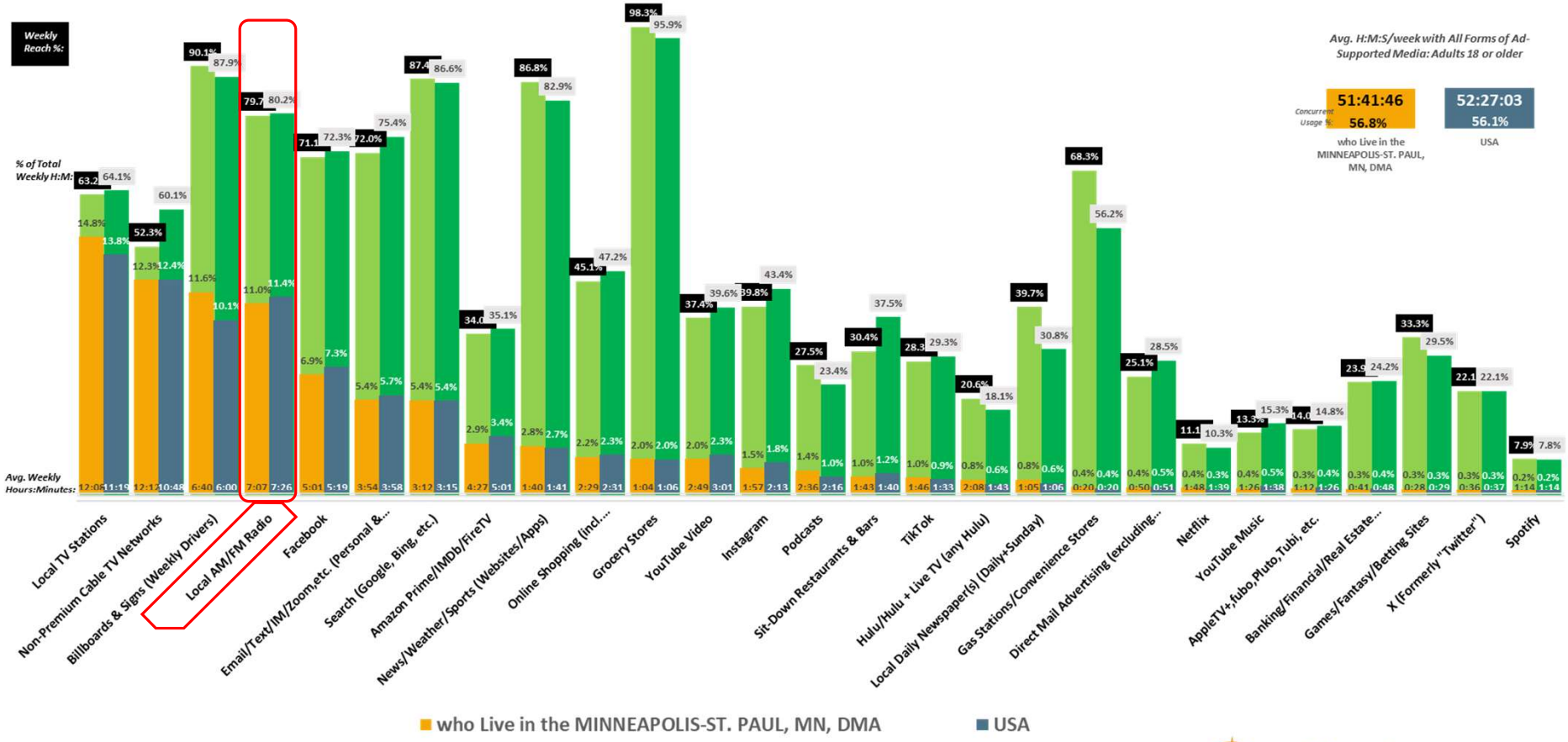
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P18+

Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 2 days, 3 hours, 41 minutes and 46 seconds each week with All Forms of Ad-Supported Media.

79.7% of Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an avg. of 7 hours and 7 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.% of total time spent with all forms of Ad-Supported Media.



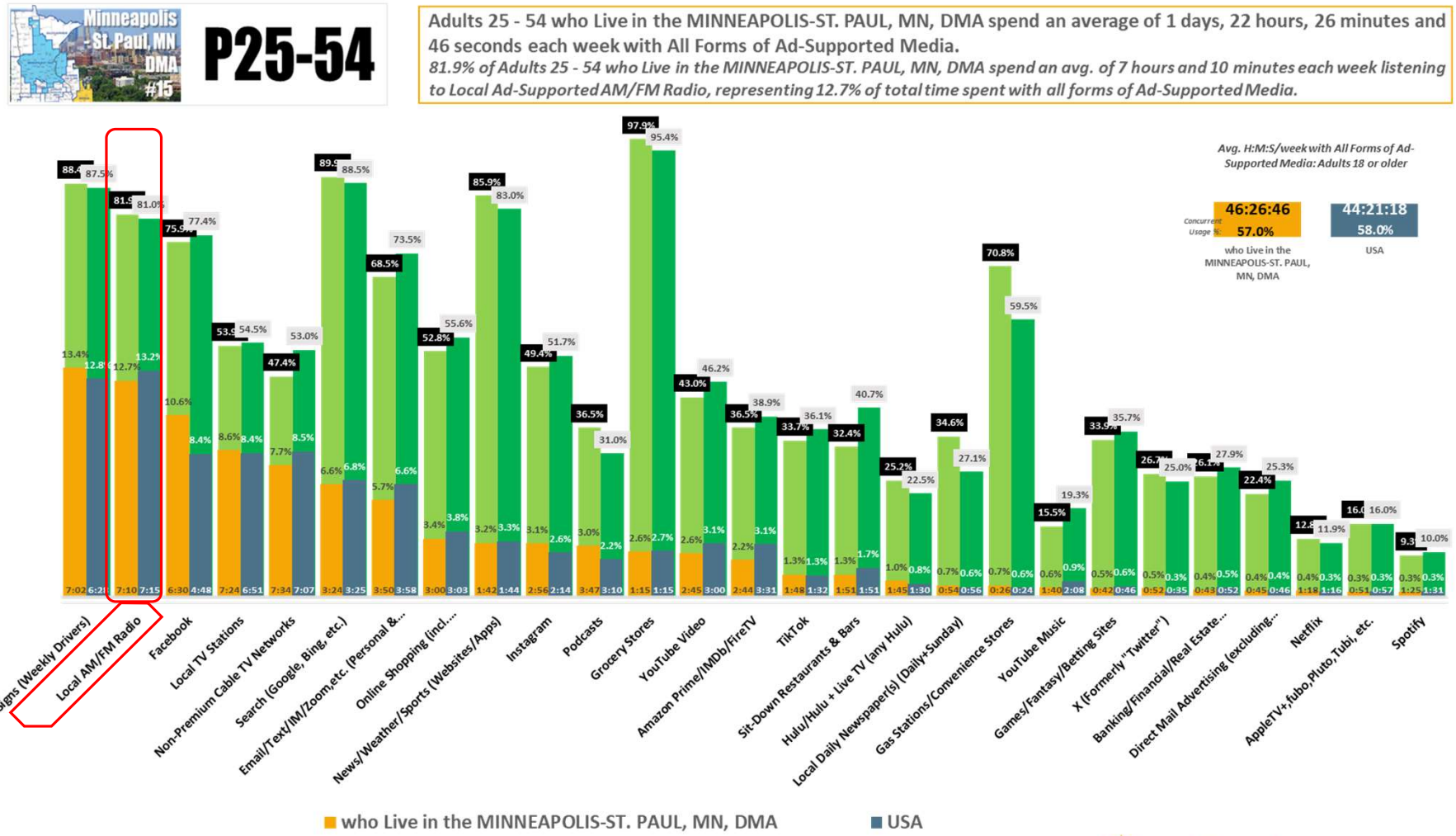
USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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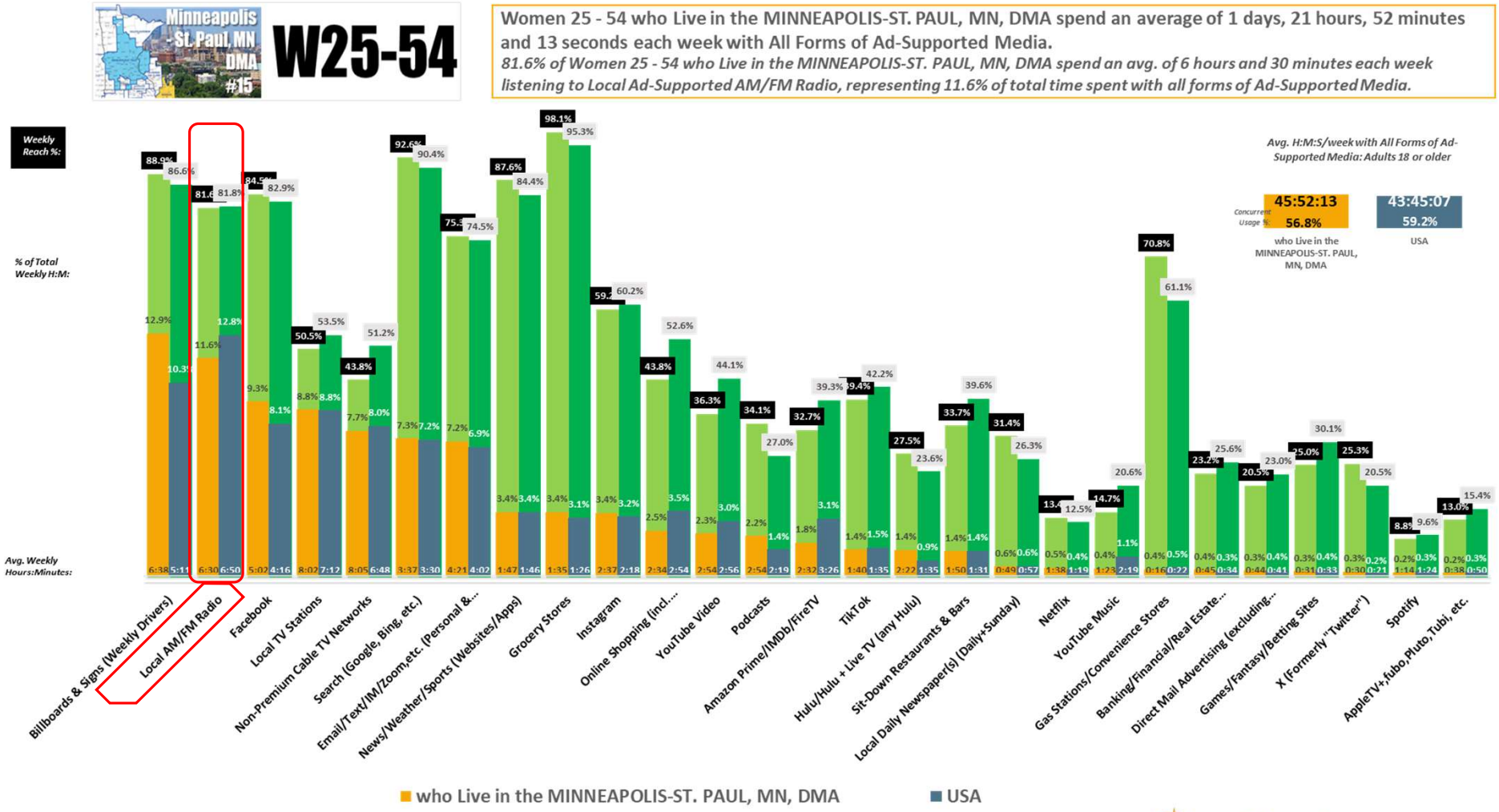


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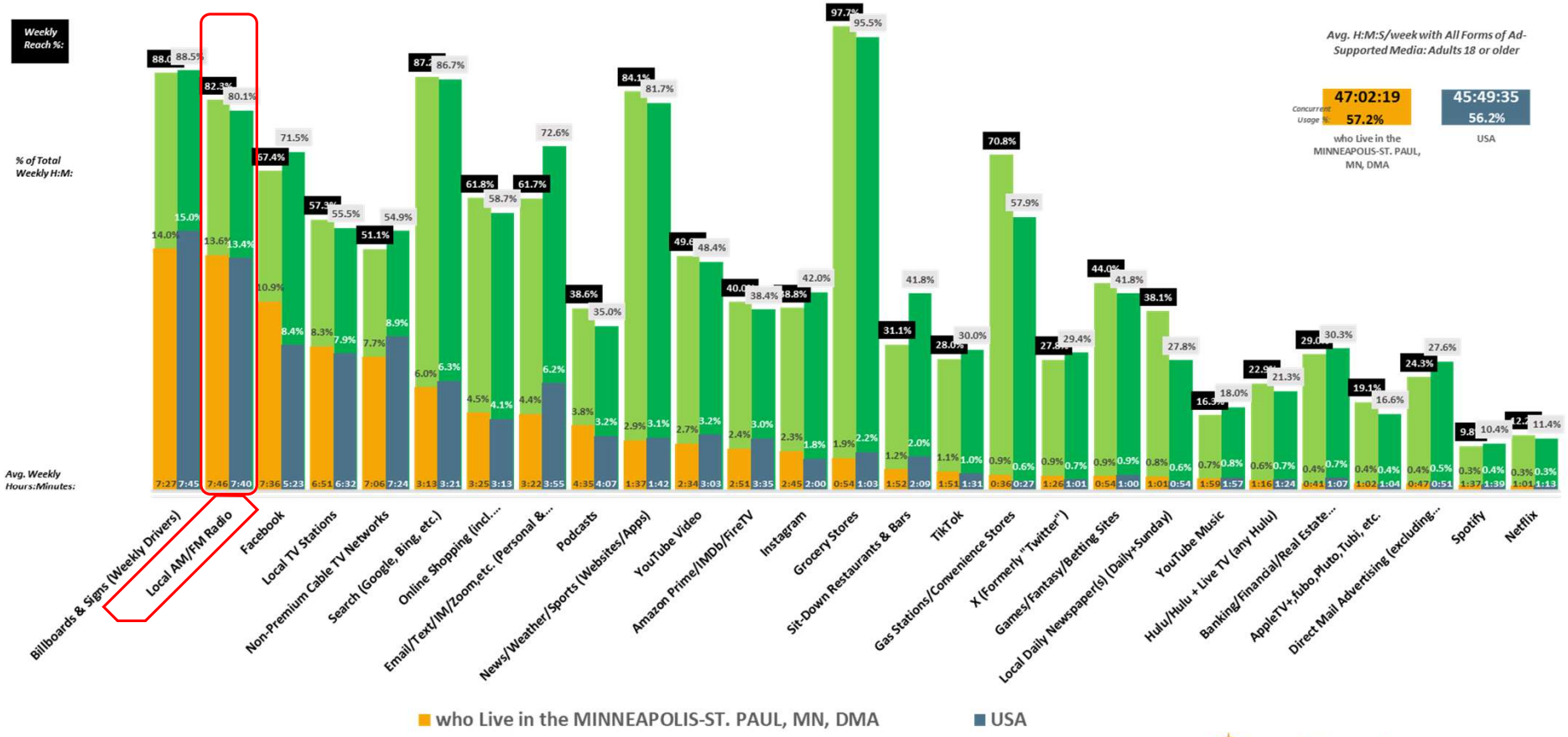

Minneapolis - St. Paul, MN DMA #15
W25-54
Women 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 1 days, 21 hours, 52 minutes and 13 seconds each week with All Forms of Ad-Supported Media.
81.6% of Women 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an avg. of 6 hours and 30 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.6% of total time spent with all forms of Ad-Supported Media.
Weekly Reach %:
% of Total Weekly H:M:
Avg. Weekly Hours:Minutes:
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older
Concurrent Usage %
45:52:13
56.8%
who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA
43:45:07
59.2%
USA
Billboards & Signs (Weekly Drivers)
Local AM/FM Radio
Facebook
Local TV Stations
Non-Premium Cable TV Networks
Search (Google, Bing, etc.)
Email/Text/IM/Zoom,etc. (Personal &...
News/Weather/Sports (Websites/Apps)
Grocery Stores
Instagram
Online Shopping (incl....
YouTube Video
Podcasts
Amazon Prime/IMDb/FireTV
TikTok
Hulu/Hulu + Live TV (any Hulu)
Sit-Down Restaurants & Bars
Local Daily Newspaper(s) (Daily+Sunday)
Netflix
YouTube Music
Gas Stations/Convenience Stores
Banking/Financial/Real Estate...
Direct Mail Advertising (excluding...
Games/Fantasy/Betting Sites
X (Formerly "Twitter")
Spotify
AppleTV+,fubo,Pluto,Tubi, etc.
who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA
USA
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M25-54

Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 1 days, 23 hours, 2 minutes and 19 seconds each week with All Forms of Ad-Supported Media.

82.3% of Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an avg. of 7 hours and 46 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.6% of total time spent with all forms of Ad-Supported Media.



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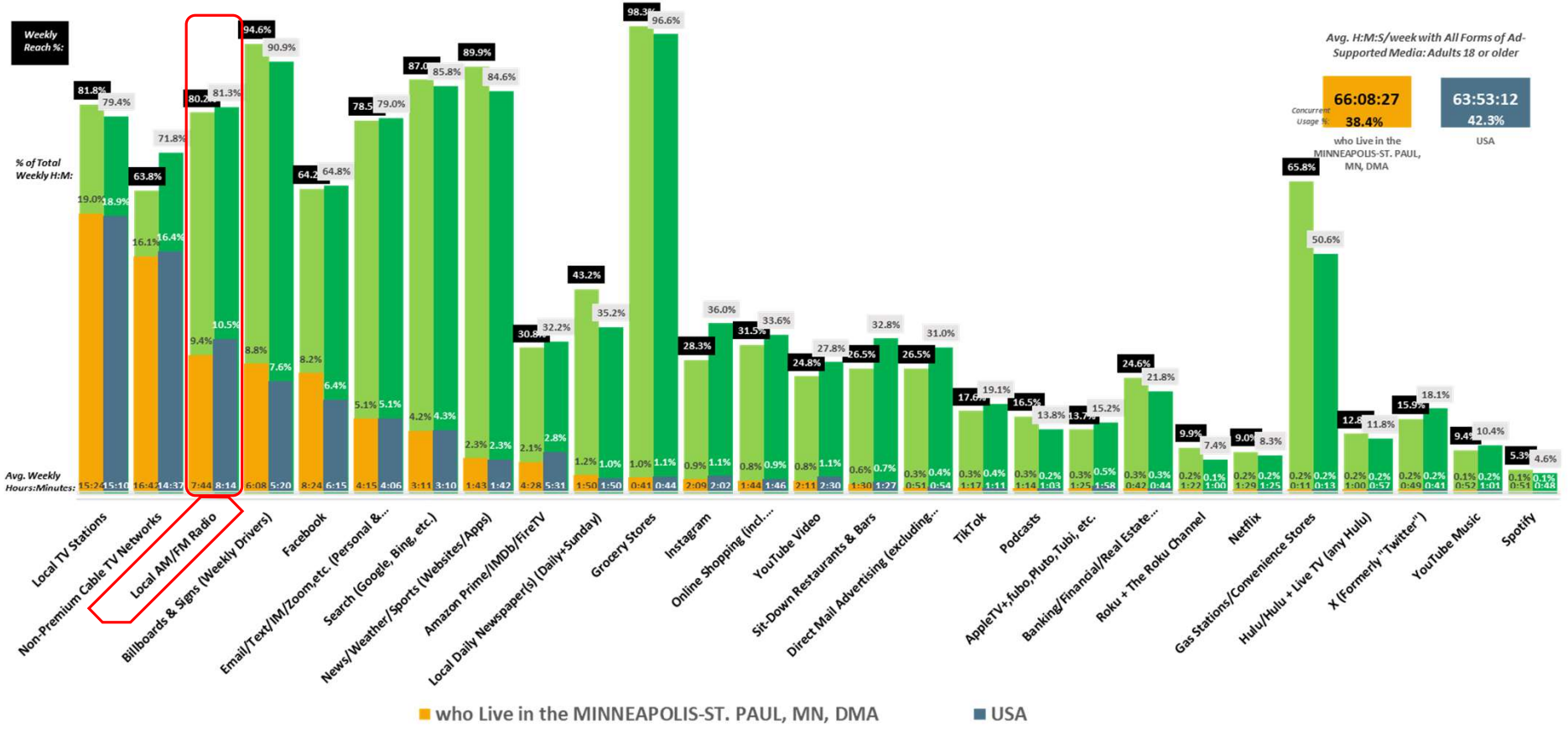
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P50+

Adults 50 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 2 days, 18 hours, 8 minutes and 27 seconds each week with All Forms of Ad-Supported Media.

80.2% of Adults 50 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an avg. of 7 hours and 44 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.4% of total time spent with all forms of Ad-Supported Media.



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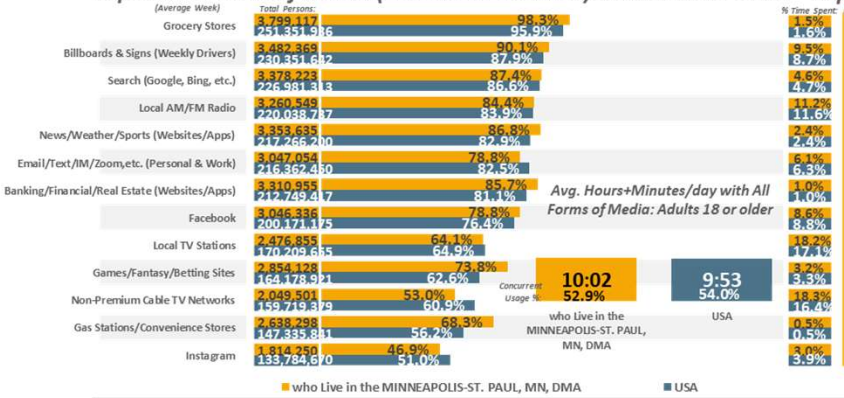
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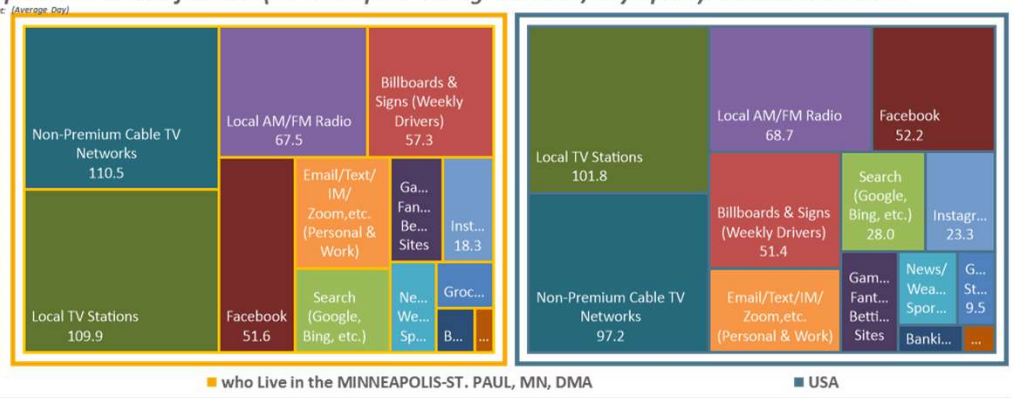
P18+

Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 7 hours and 23 minutes each day with All Forms of Ad-Supported Media. 79.7% listen to Local AM/FM Radio for an avg. of 61.1 minutes/day. *(Local Radio delivers 11.% of Time with Ad-Supported Media.)*

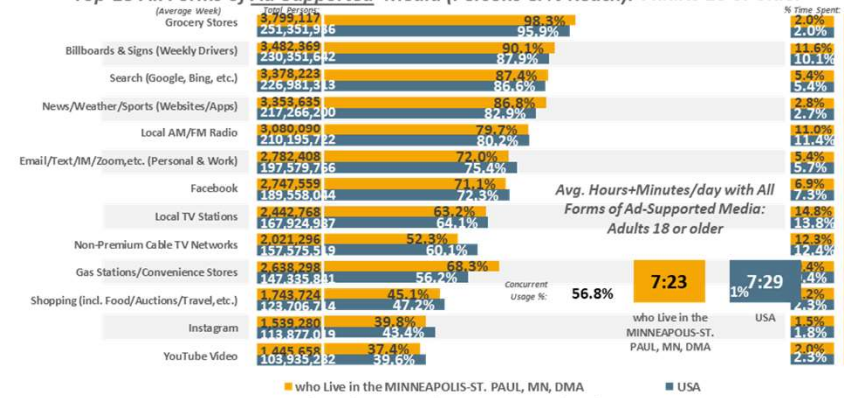
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



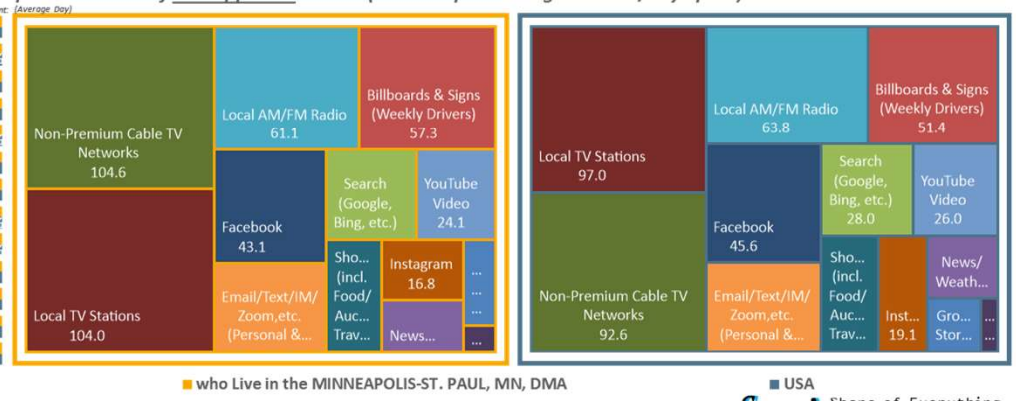
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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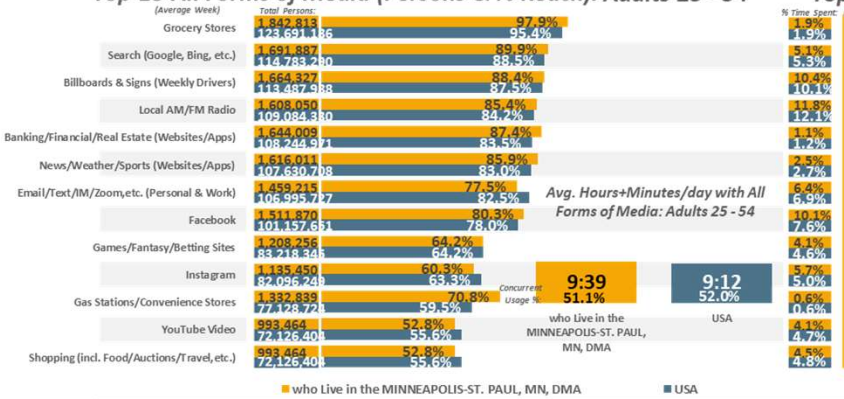
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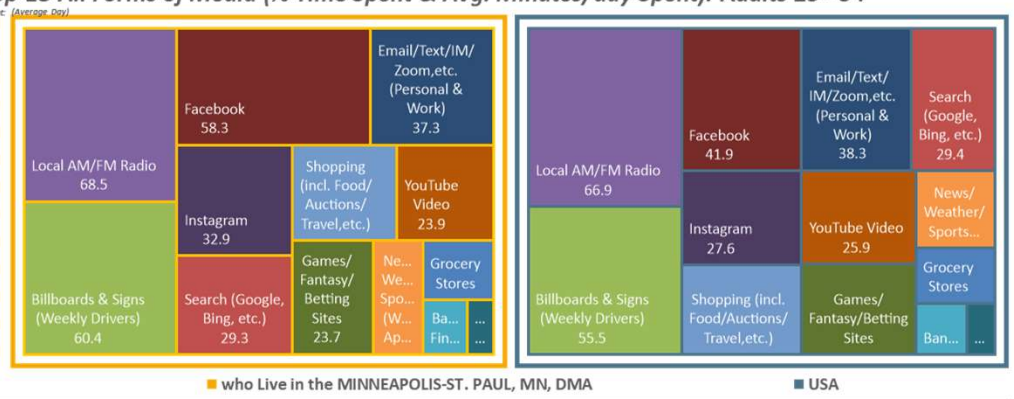
P25-54

Adults 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 6 hours and 38 minutes each day with All Forms of Ad-Supported Media. 81.9% listen to Local AM/FM Radio for an avg. of 61.6 minutes/day. *(Local Radio delivers 12.7% of Time with Ad-Supported Media.)*

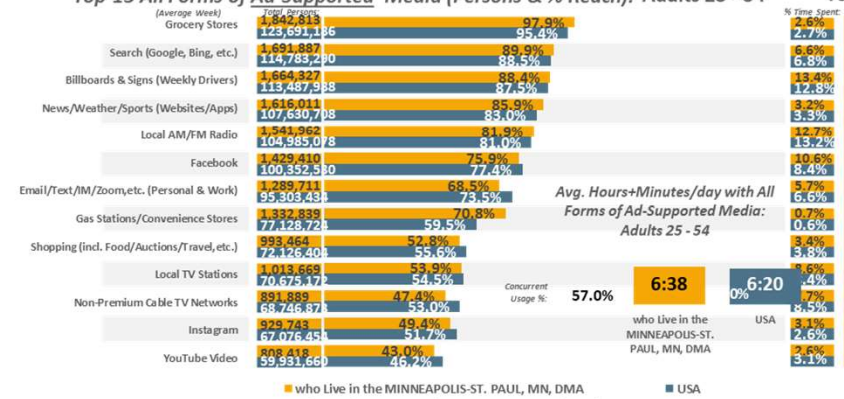
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



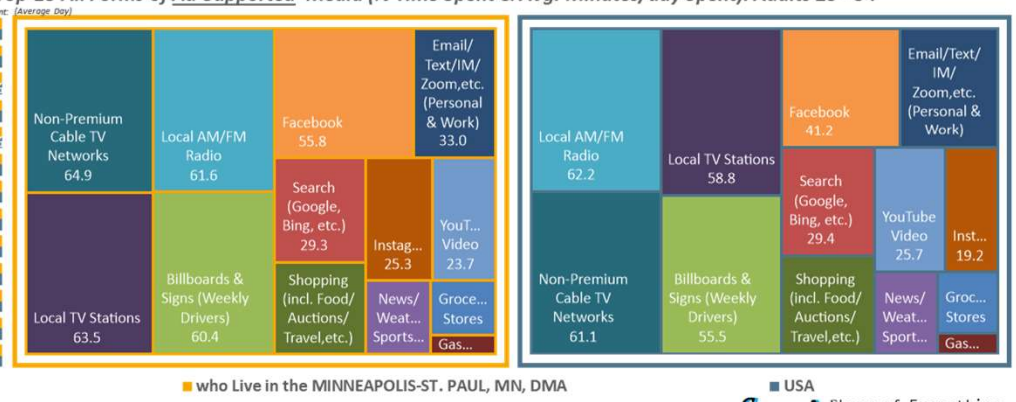
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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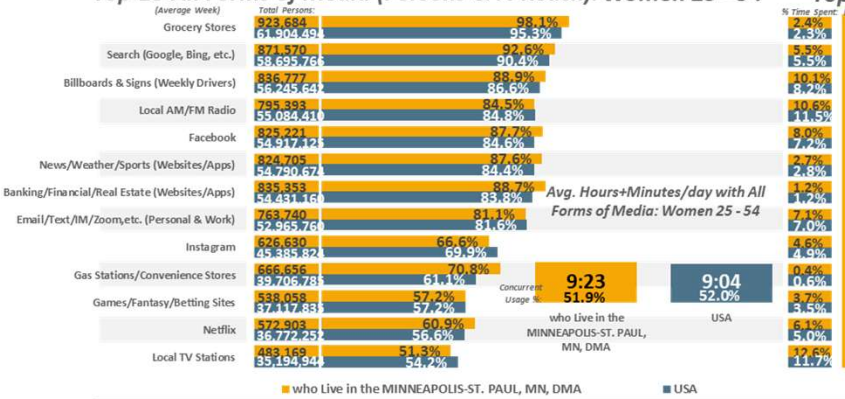
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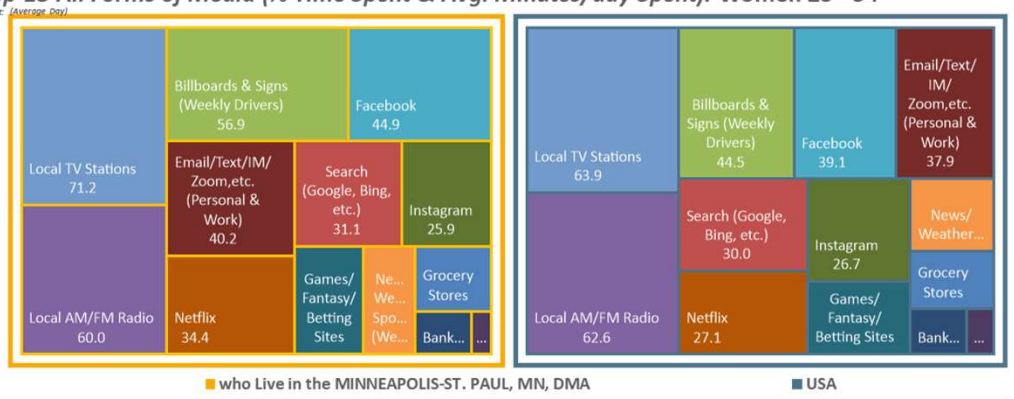
W25-54

Women 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 6 hours and 33 minutes each day with All Forms of Ad-Supported Media. 81.6% listen to Local AM/FM Radio for an avg. of 55.8 minutes/day. *(Local Radio delivers 11.6% of Time with Ad-Supported Media.)*

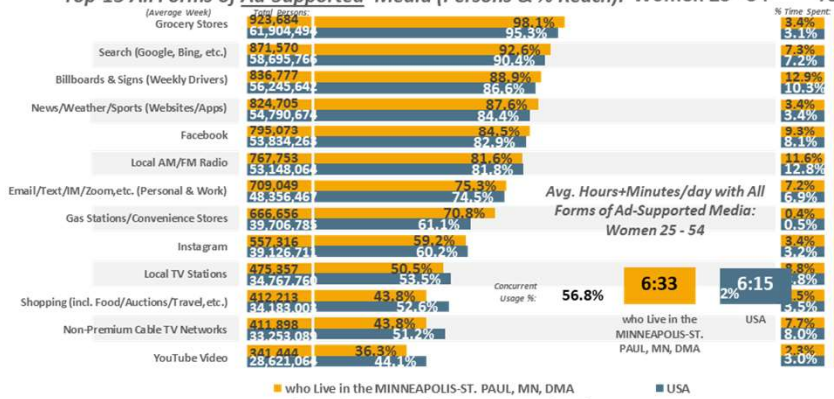
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 54



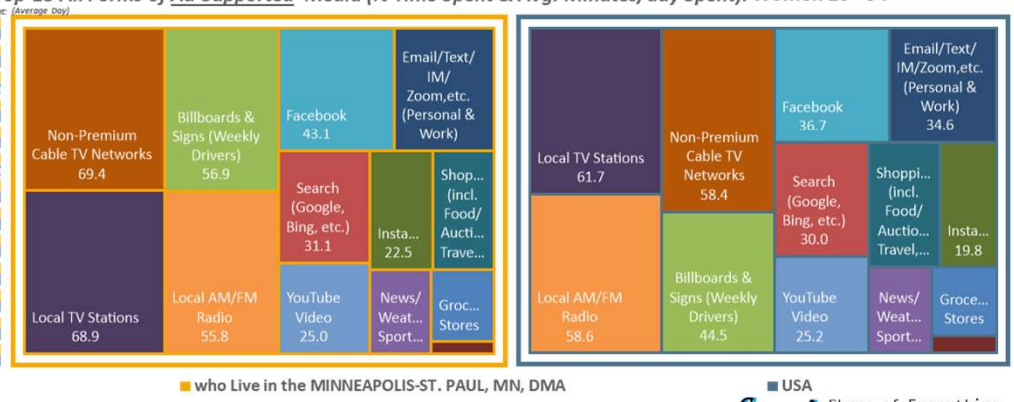
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Women 25 - 54



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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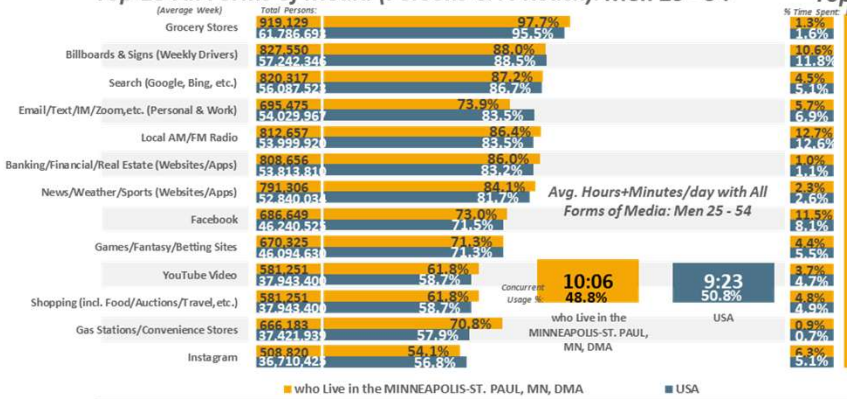
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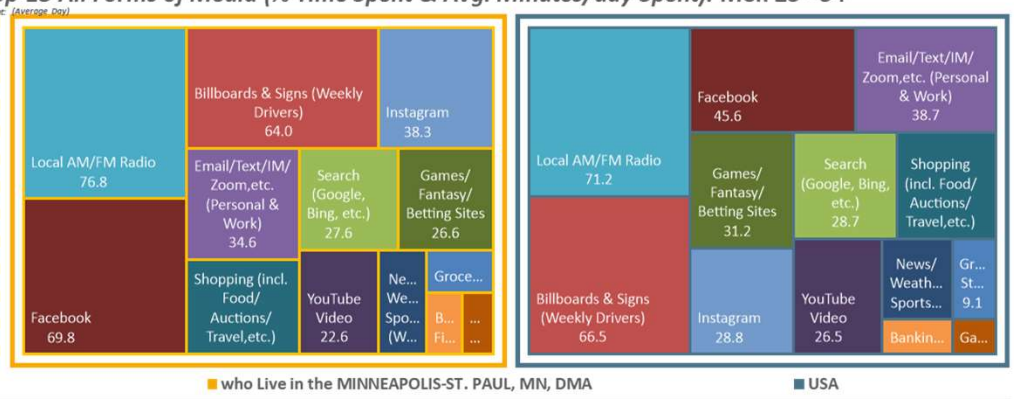
M25-54

Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 6 hours and 43 minutes each day with All Forms of Ad-Supported Media. 82.3% listen to Local AM/FM Radio for an avg. of 66.6 minutes/day. *(Local Radio delivers 13.6% of Time with Ad-Supported Media.)*

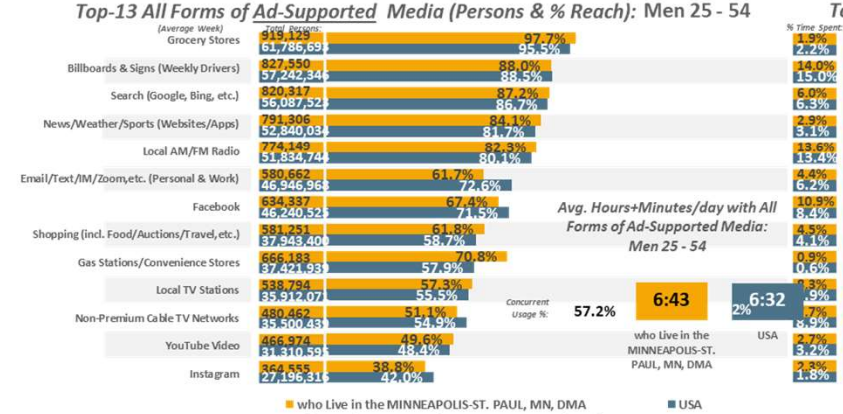
Top-13 All Forms of Media (Persons & % Reach): Men 25 - 54



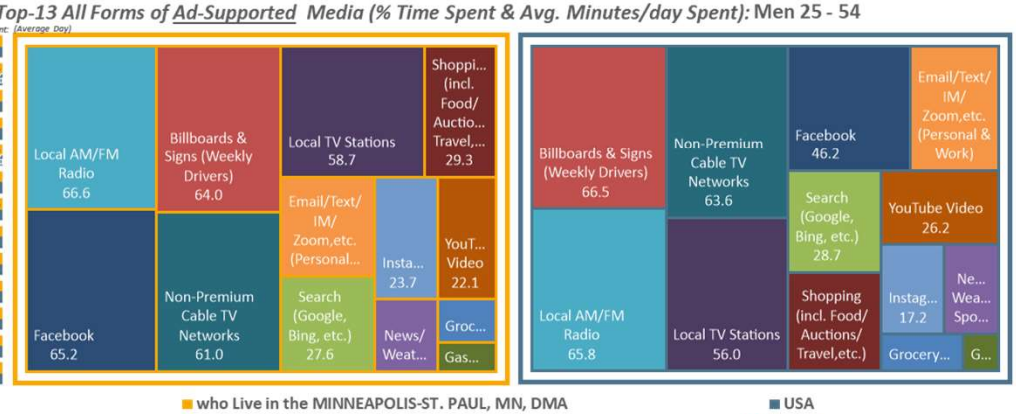
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Men 25 - 54



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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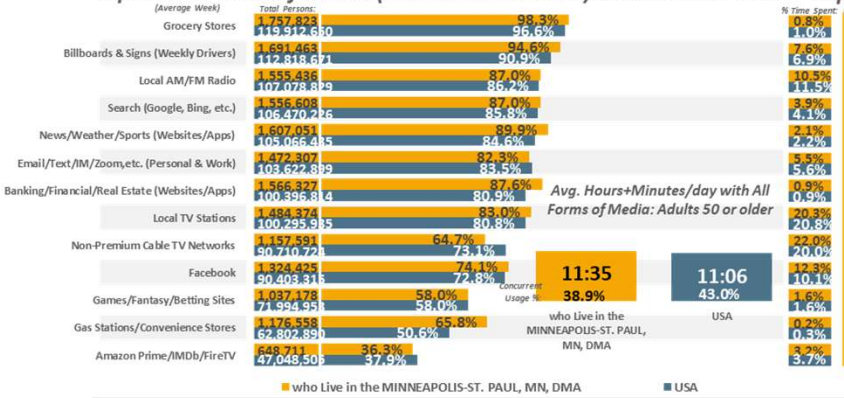
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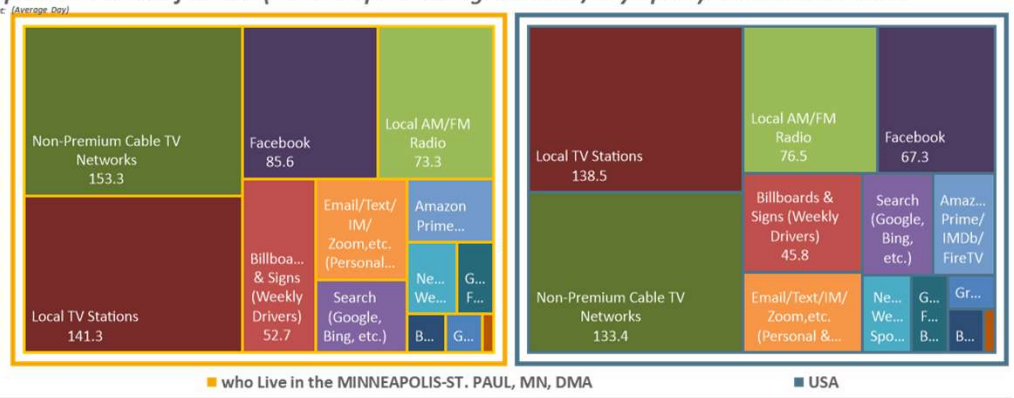
P50+

Adults 50 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 9 hours and 26 minutes each day with All Forms of Ad-Supported Media. 80.2% listen to Local AM/FM Radio for an avg. of 66.3 minutes/day. *(Local Radio delivers 9.4% of Time with Ad-Supported Media.)*

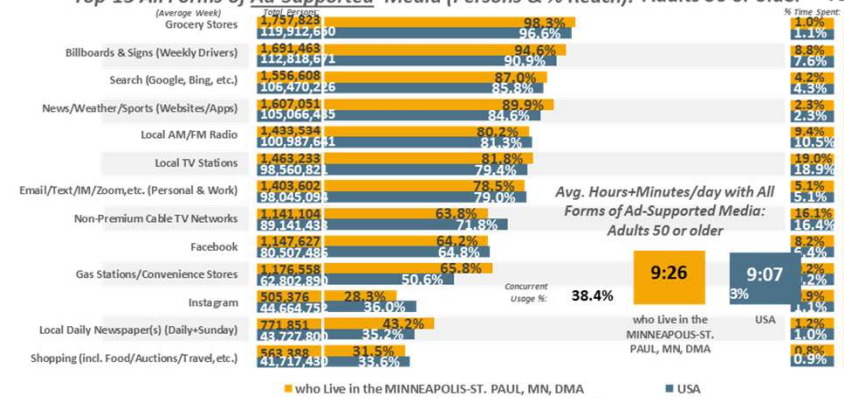
Top-13 All Forms of Media (Persons & % Reach): Adults 50 or older



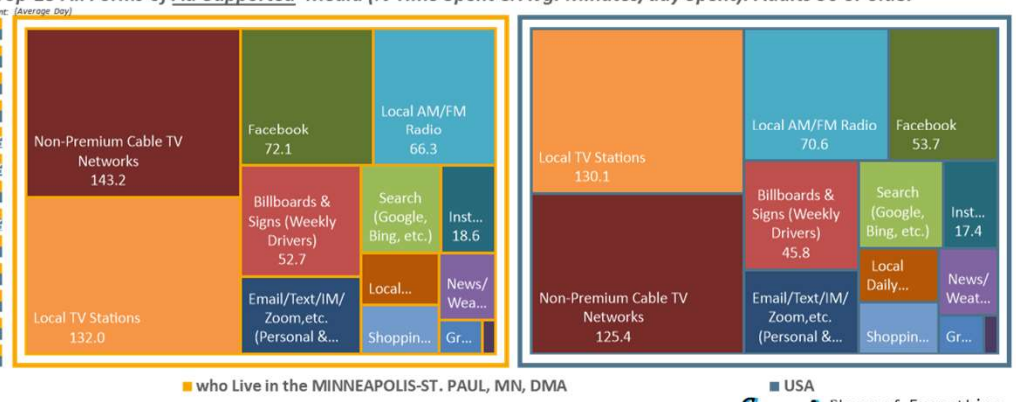
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 50 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



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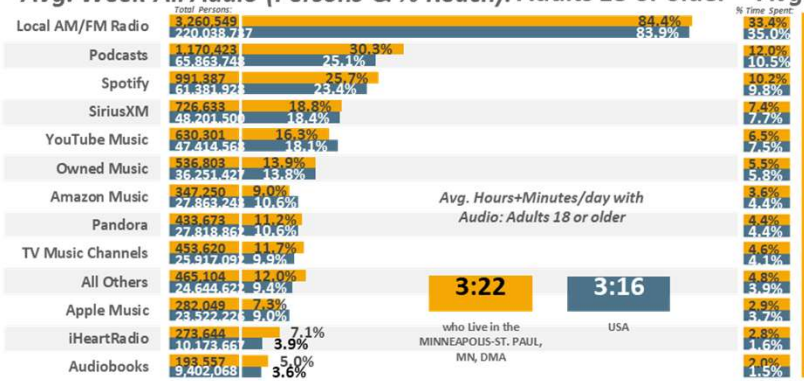
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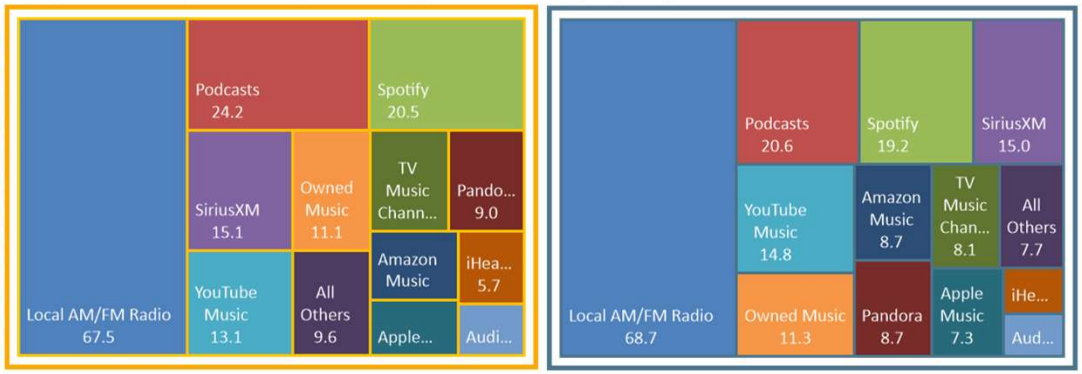
P18+

3,080,090 or 79.7% of Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA listen to Ad-Supported Local AM/FM Radio for an average of 61.1 minutes every day representing 42.1% of all time spent daily with Ad-Supported Audio.

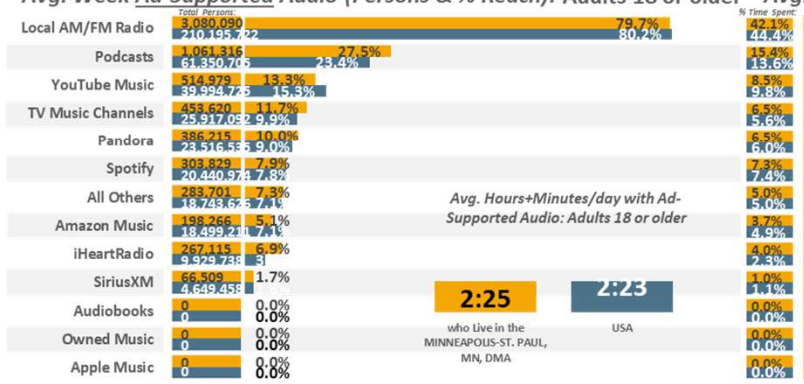
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



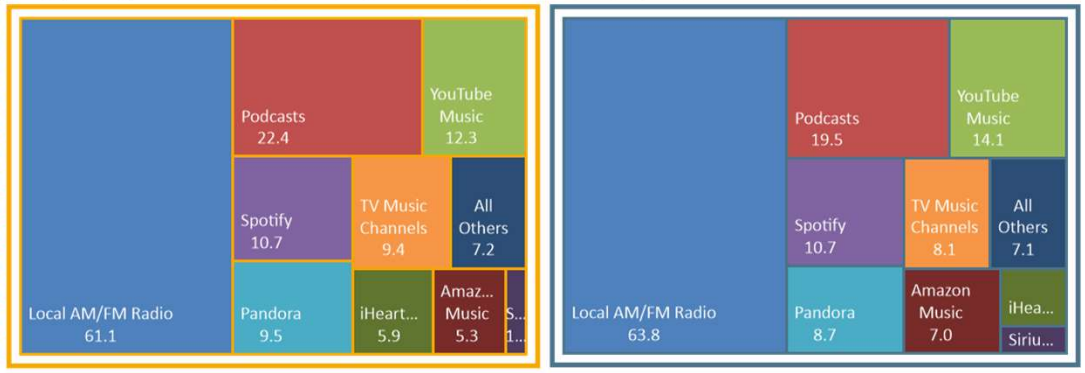
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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Scarborough R1 2024: Jan23-Aug24 USA Projection Scarborough R2 2024: Jul23-Aug24

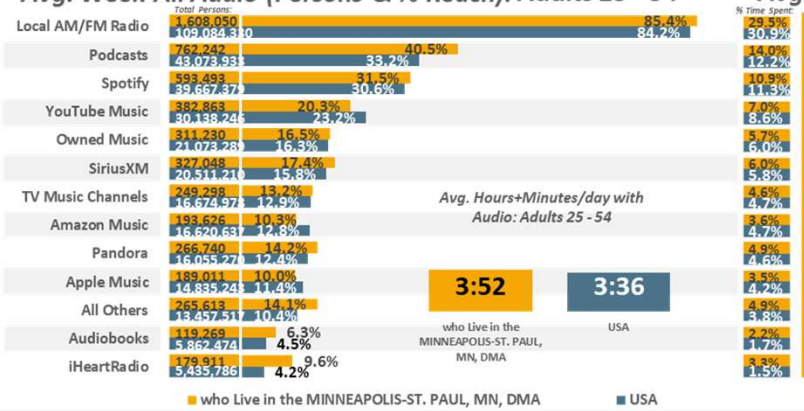
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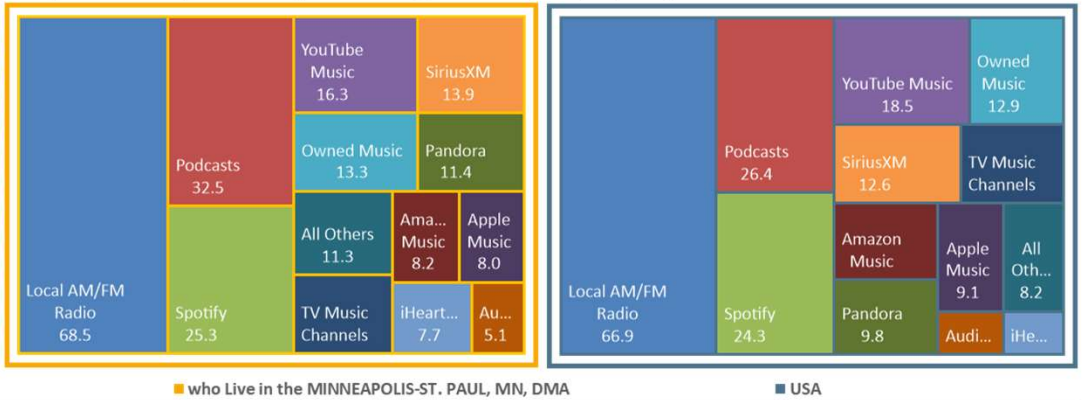
P25-54

1,541,962 or 81.9% of Adults 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA listen to Ad-Supported Local AM/FM Radio for an average of 61.6 minutes every day representing 36.5% of all time spent daily with Ad-Supported Audio.

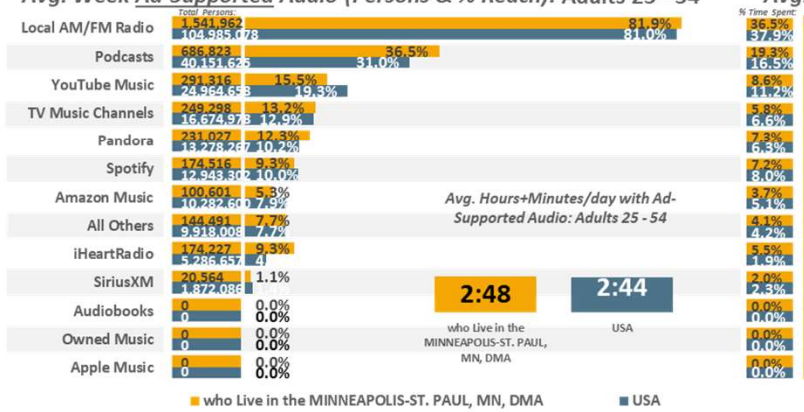
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



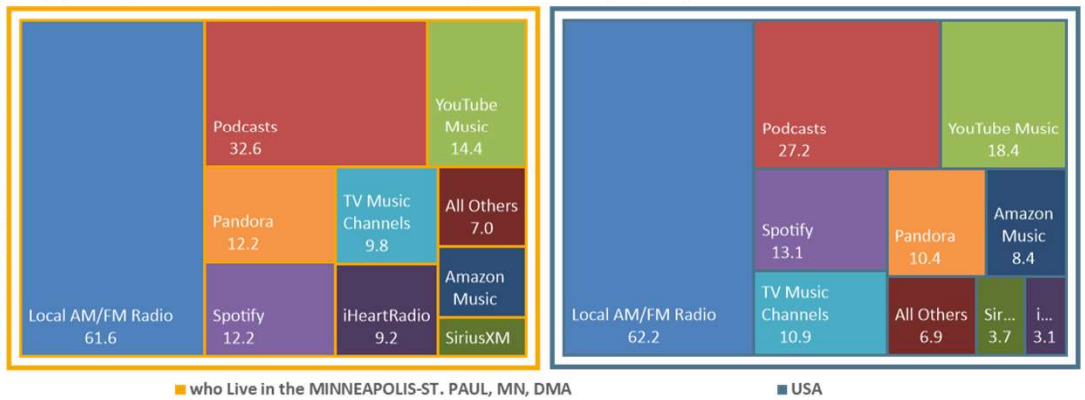
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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Scarborough R1 2024: Jan23-Aug24 USA Projection Scarborough R2 2024: Jul23-Aug24

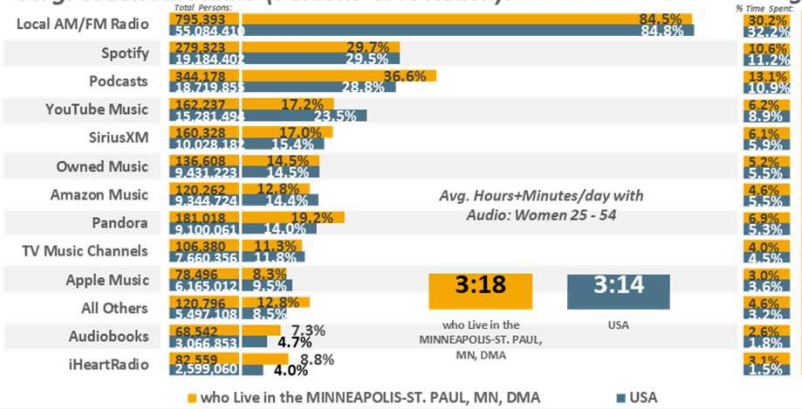
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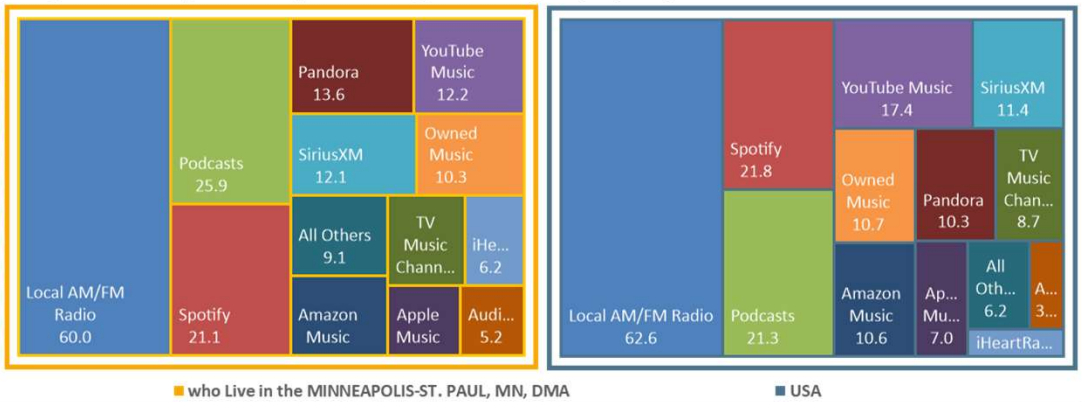
W25-54

767,753 or 81.6% of Women 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA listen to Ad-Supported Local AM/FM Radio for an average of 55.8 minutes every day representing 37.1% of all time spent daily with Ad-Supported Audio.

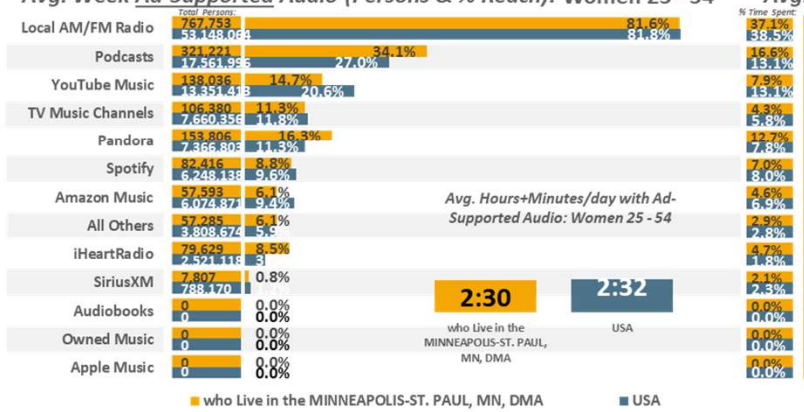
Avg. Week All Audio (Persons & % Reach): Women 25 - 54



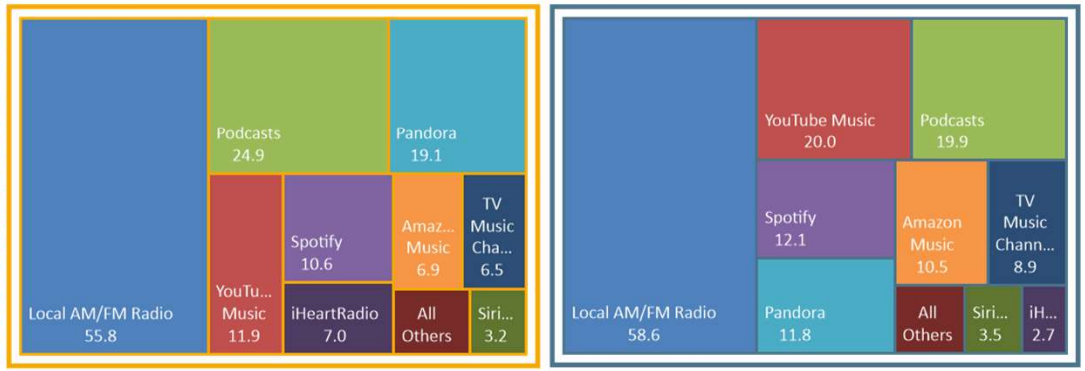
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Audio (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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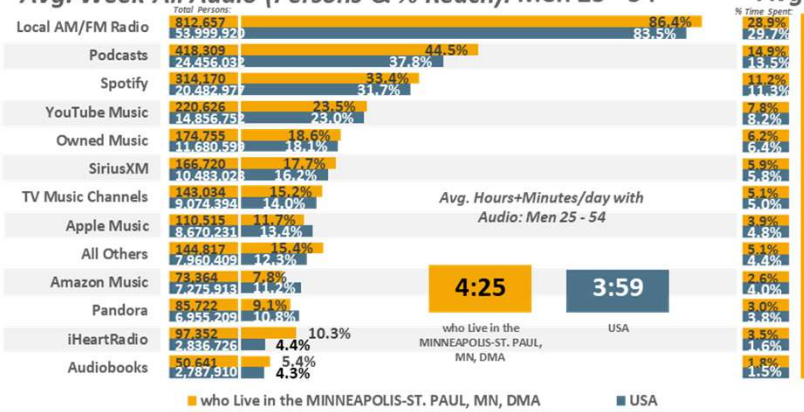
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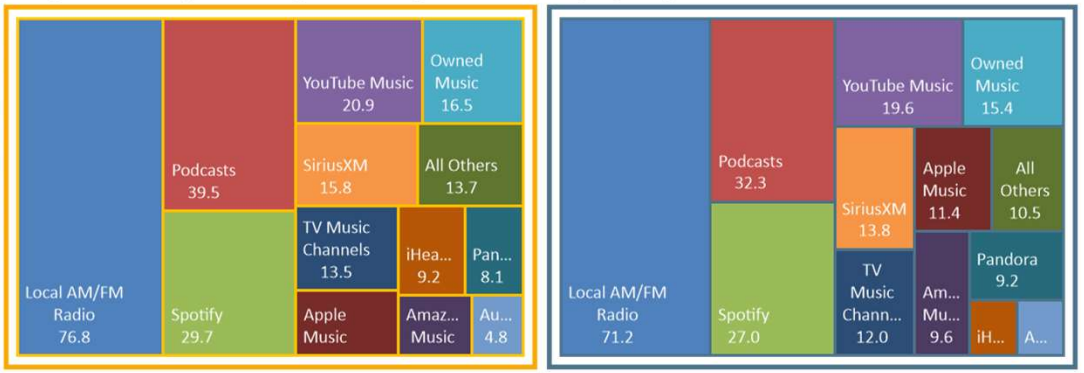
M25-54

774,149 or 82.3% of Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA listen to Ad-Supported Local AM/FM Radio for an average of 66.6 minutes every day representing 35.4% of all time spent daily with Ad-Supported Audio.

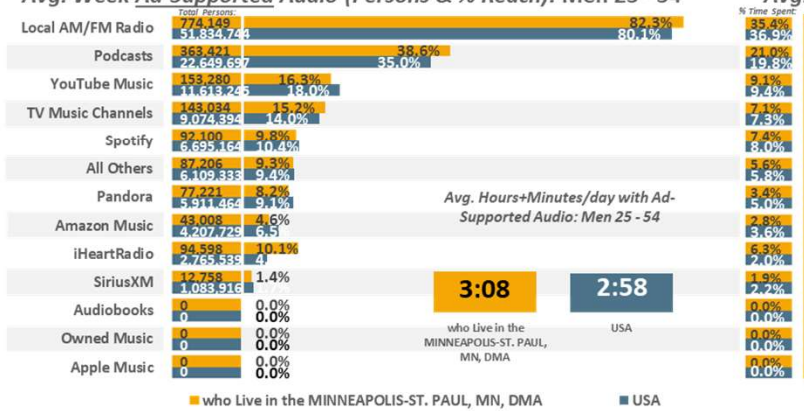
Avg. Week All Audio (Persons & % Reach): Men 25 - 54



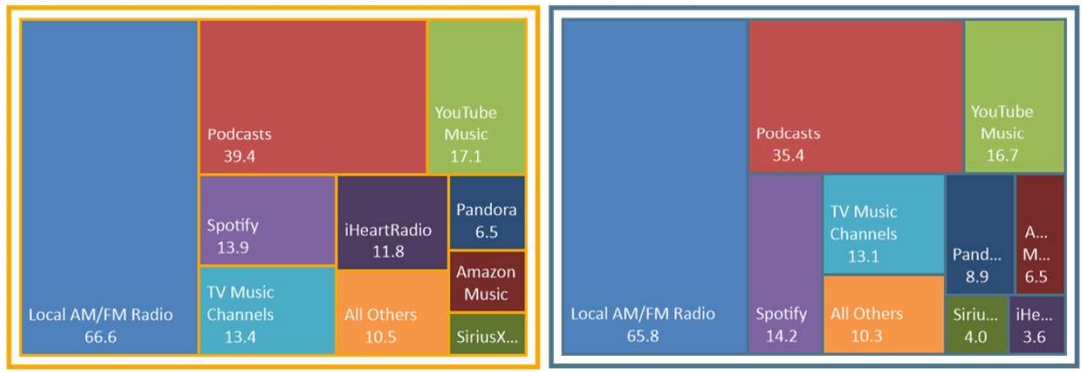
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Avg. Week Ad-Supported Audio (Persons & % Reach): Men 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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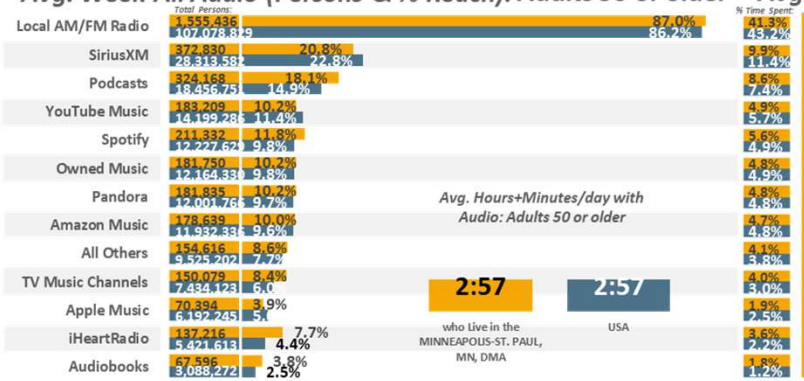
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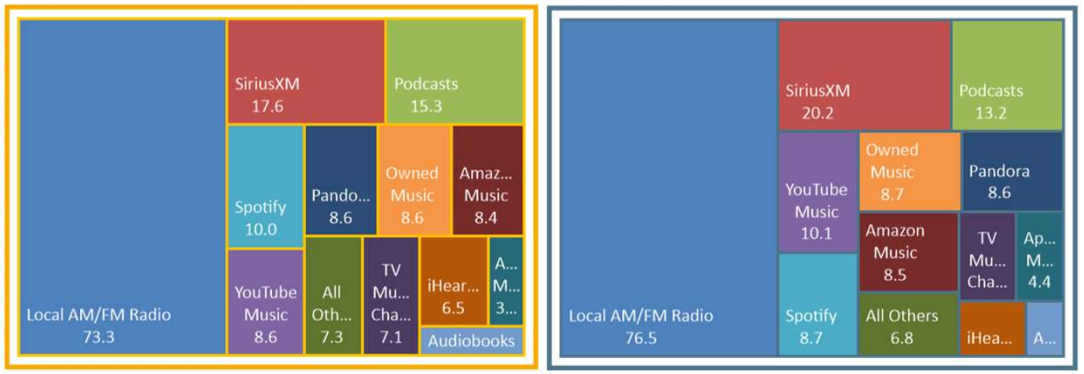
P50+

1,433,534 or 80.2% of Adults 50 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA listen to Ad-Supported Local AM/FM Radio for an average of 66.3 minutes every day representing 48.% of all time spent daily with Ad-Supported Audio.

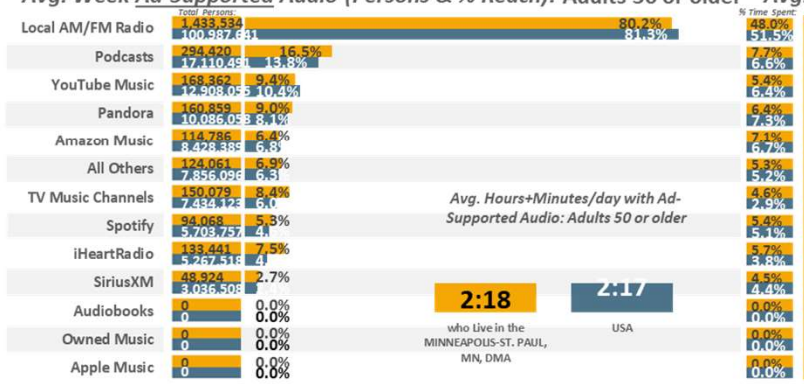
Avg. Week All Audio (Persons & % Reach): Adults 50 or older



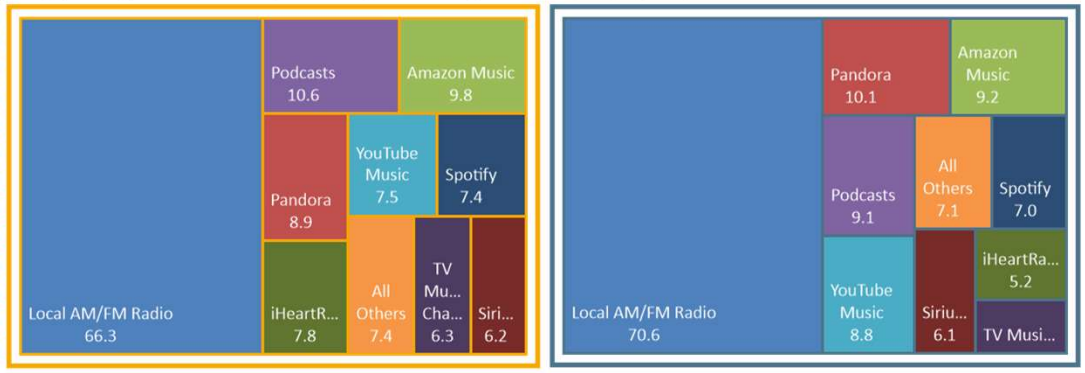
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 50 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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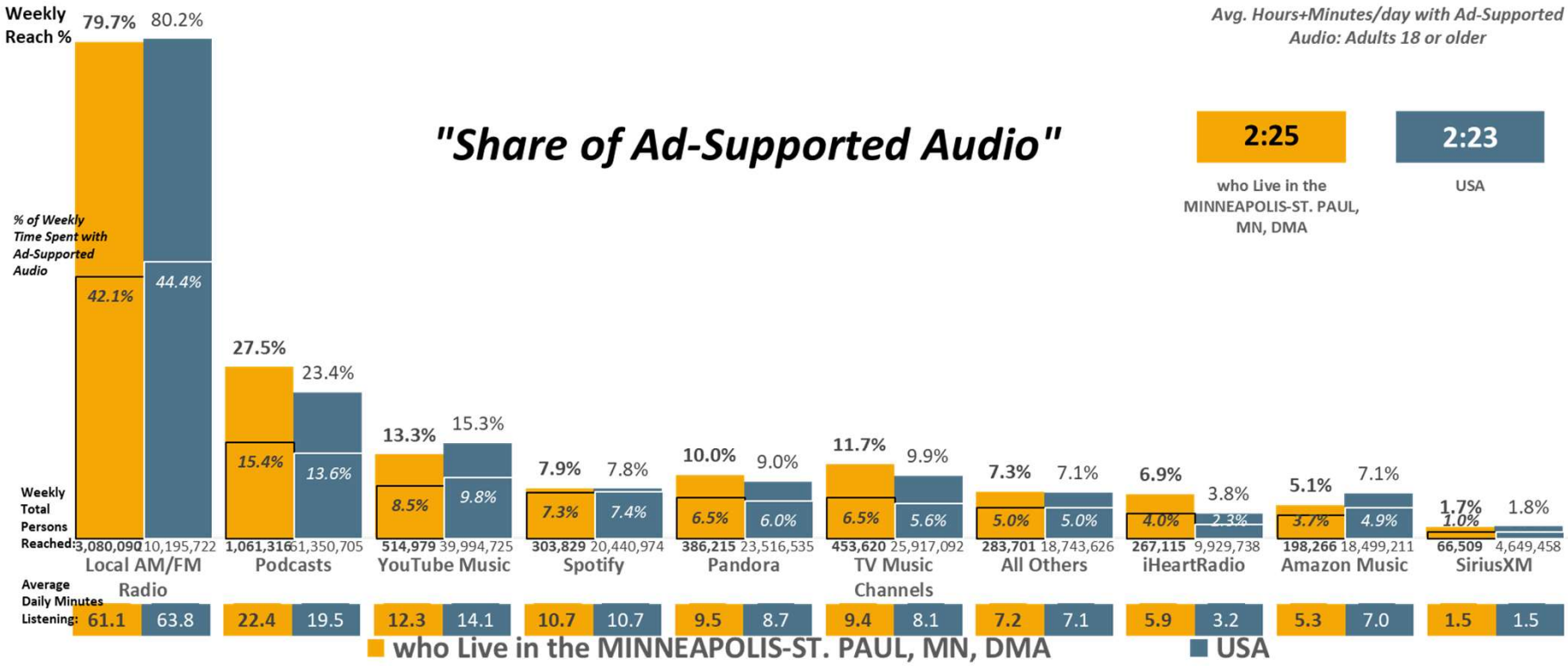
Scarborough R1 2024: Jan23-Aug24 USA Projection Scarborough R2 2024: Jul23-Aug24

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P18+

3,080,090 or 79.7% of Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA listen to Ad-Supported Local AM/FM Radio for an average of 61.1 minutes every day representing 42.1% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	Podcasts	YouTube Music	Spotify	Pandora	TV Music Channels	All Others	iHeartRadio	Amazon Music	SiriusXM
Weekly Reach % (who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA)	79.7%	27.5%	13.3%	7.9%	10.0%	11.7%	7.3%	6.9%	5.1%	1.7%
Weekly Reach % (USA)	80.2%	23.4%	15.3%	7.8%	9.0%	9.9%	7.1%	3.8%	7.1%	1.8%
% of Weekly Time Spent with Ad-Supported Audio (who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA)	42.1%	15.4%	8.5%	7.3%	6.5%	6.5%	5.0%	4.0%	3.7%	1.0%
% of Weekly Time Spent with Ad-Supported Audio (USA)	44.4%	13.6%	9.8%	7.4%	6.0%	5.6%	5.0%	2.3%	4.9%	1.8%
Weekly Total Persons Reached: (who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA)	3,080,090	1,061,316	514,979	303,829	386,215	453,620	283,701	267,115	198,266	66,509
Weekly Total Persons Reached: (USA)	10,195,722	61,350,705	39,994,725	20,440,974	23,516,535	25,917,092	18,743,626	9,929,738	18,499,211	4,649,458
Average Daily Minutes Listening: (who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA)	61.1	22.4	12.3	10.7	9.5	9.4	7.2	5.9	5.3	1.5
Average Daily Minutes Listening: (USA)	63.8	19.5	14.1	10.7	8.7	8.1	7.1	3.2	7.0	1.5

USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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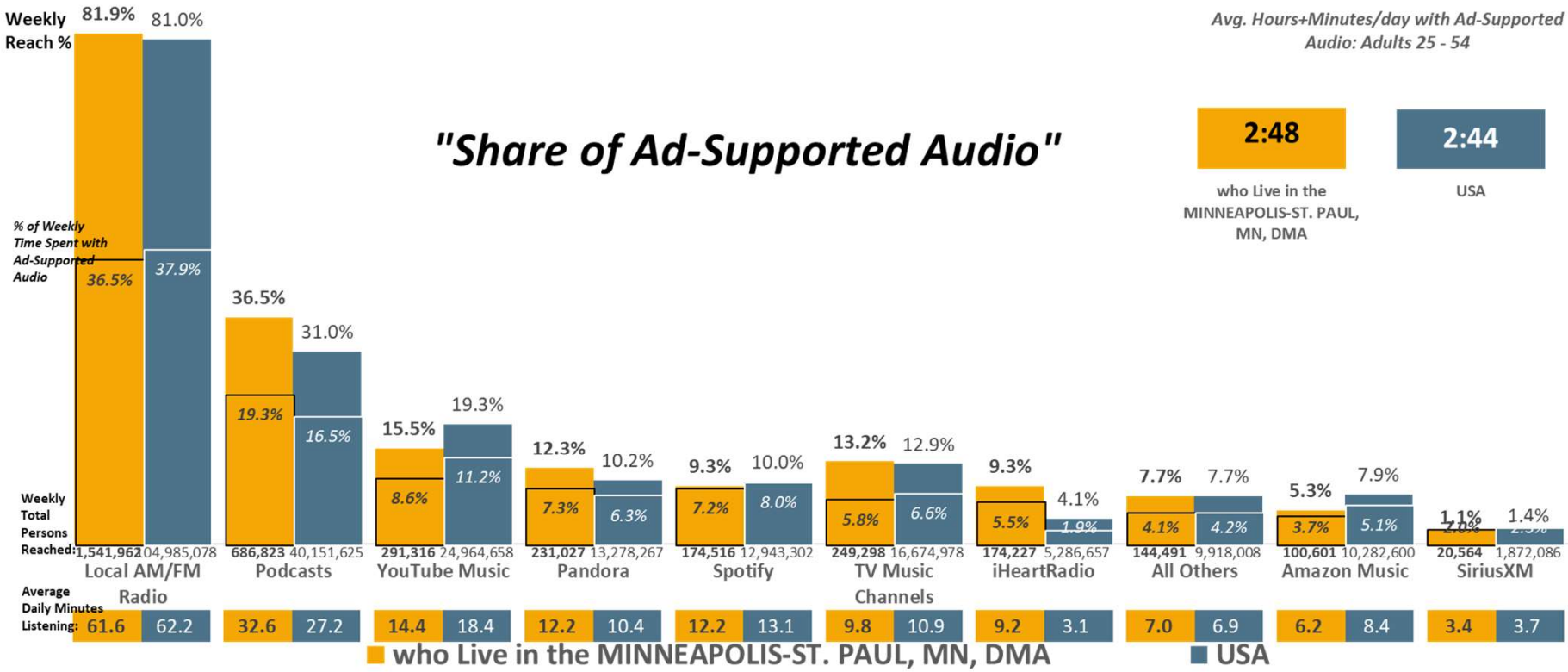
USA Projection Scarborough R2 2024: Jul23-Aug24 Qual Intab 23,324

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P25-54

1,541,962 or 81.9% of Adults 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA listen to Ad-Supported Local AM/FM Radio for an average of 61.6 minutes every day representing 36.5% of all time spent daily with Ad-Supported Audio.



USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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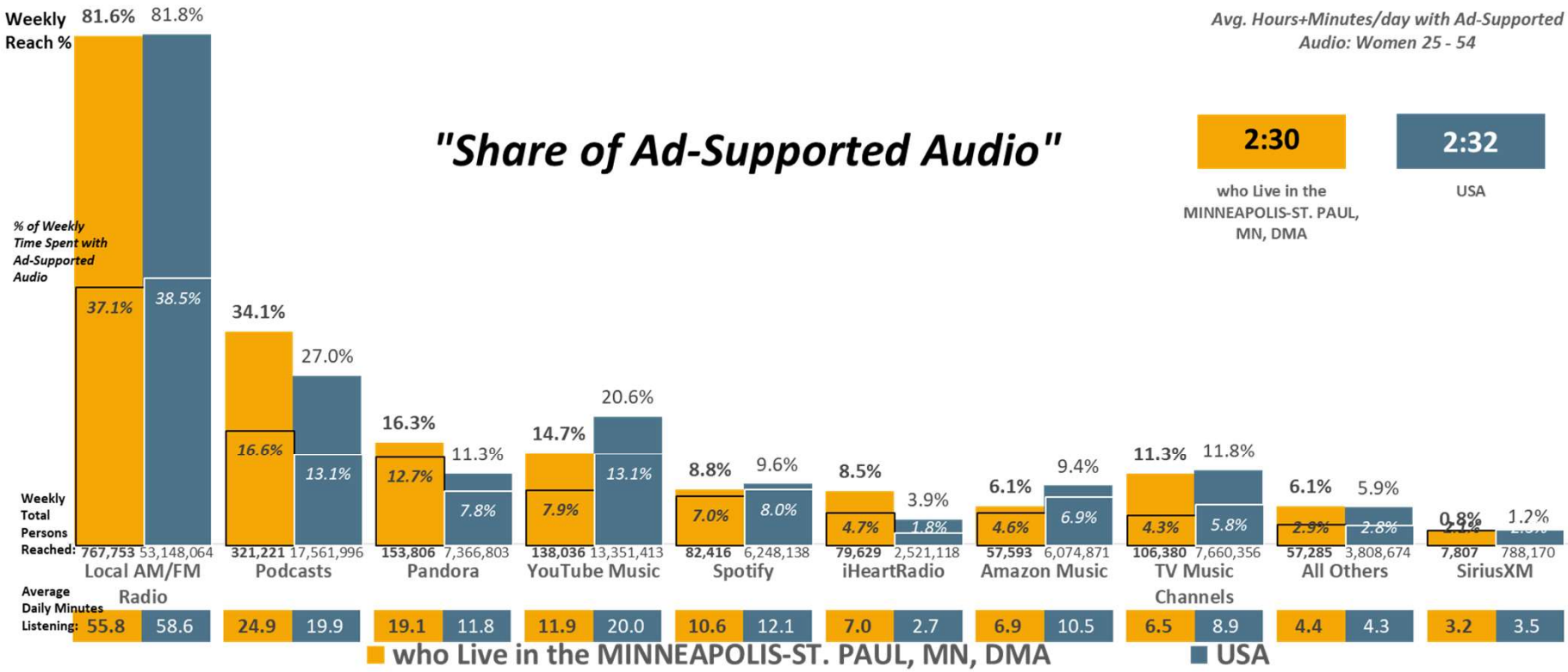
USA Projection Scarborough R2 2024: Jul23-Aug24 Qual Intab 23,324

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W25-54

767,753 or 81.6% of Women 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA listen to Ad-Supported Local AM/FM Radio for an average of 55.8 minutes every day representing 37.1% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	Podcasts	Pandora	YouTube Music	Spotify	iHeartRadio	Amazon Music	TV Music Channels	All Others	SiriusXM
Weekly Reach % (who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA)	81.6%	34.1%	16.3%	14.7%	8.8%	8.5%	6.1%	11.3%	6.1%	0.8%
Weekly Reach % (USA)	81.8%	27.0%	11.3%	20.6%	9.6%	3.9%	9.4%	11.8%	5.9%	1.2%
% of Weekly Time Spent with Ad-Supported Audio (who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA)	37.1%	16.6%	12.7%	7.9%	7.0%	4.7%	4.6%	4.3%	2.9%	2.4%
% of Weekly Time Spent with Ad-Supported Audio (USA)	38.5%	13.1%	7.8%	13.1%	8.0%	1.8%	6.9%	5.8%	2.8%	2.8%
Weekly Total Persons Reached (who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA)	767,753	321,221	153,806	138,036	82,416	79,629	57,593	106,380	57,285	7,807
Weekly Total Persons Reached (USA)	53,148,064	17,561,996	7,366,803	13,351,413	6,248,138	2,521,118	6,074,871	7,660,356	3,808,674	788,170
Average Daily Minutes Listening (who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA)	55.8	24.9	19.1	11.9	10.6	7.0	6.9	6.5	4.4	3.2
Average Daily Minutes Listening (USA)	58.6	19.9	11.8	20.0	12.1	2.7	10.5	8.9	4.3	3.5

USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

USA Projection Scarborough R2 2024: Jul23-Aug24 Qual Intab 23,324

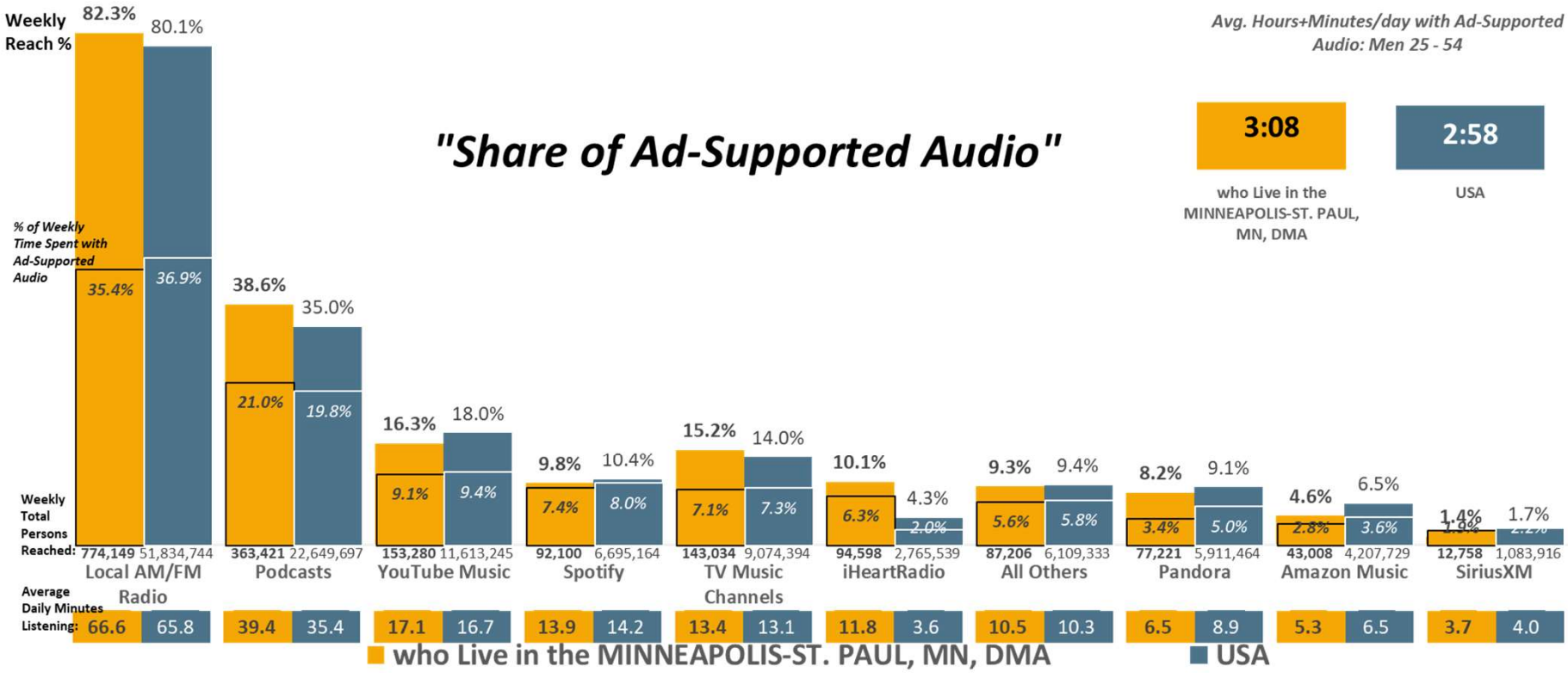
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M25-54

774,149 or 82.3% of Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA listen to Ad-Supported Local AM/FM Radio for an average of 66.6 minutes every day representing 35.4% of all time spent daily with Ad-Supported Audio.



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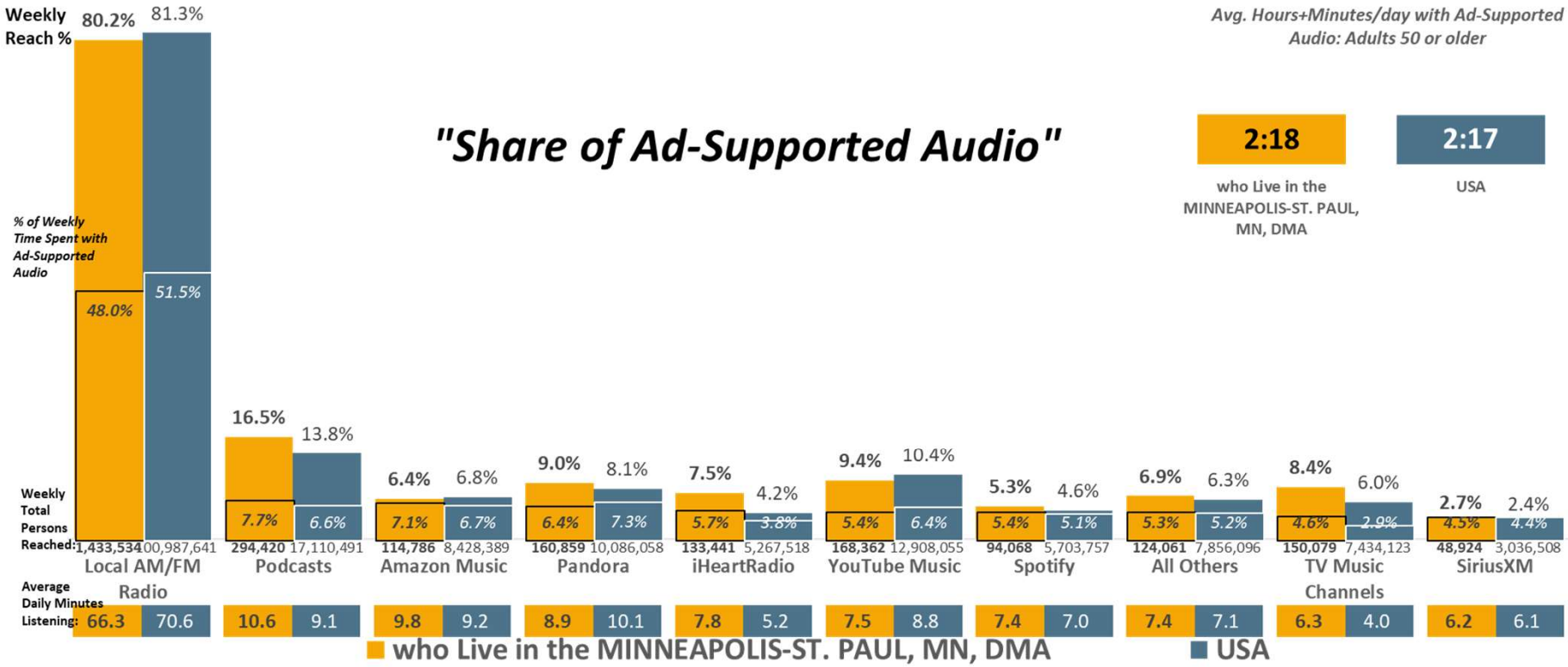
USA Projection Scarborough R2 2024: Jul23-Aug24 Qual Intab 23,324

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P50+

1,433,534 or 80.2% of Adults 50 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA listen to Ad-Supported Local AM/FM Radio for an average of 66.3 minutes every day representing 48.% of all time spent daily with Ad-Supported Audio.



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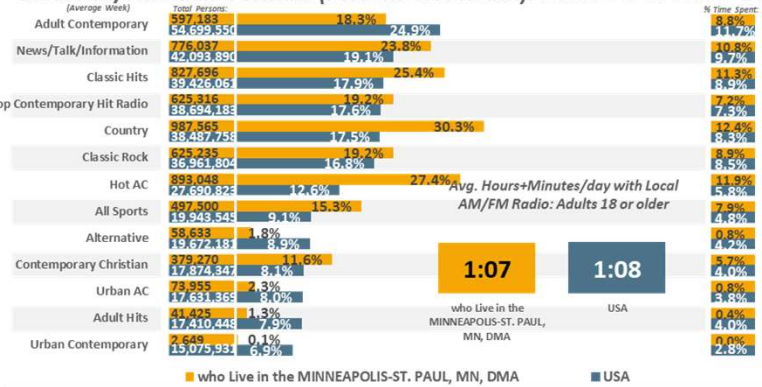
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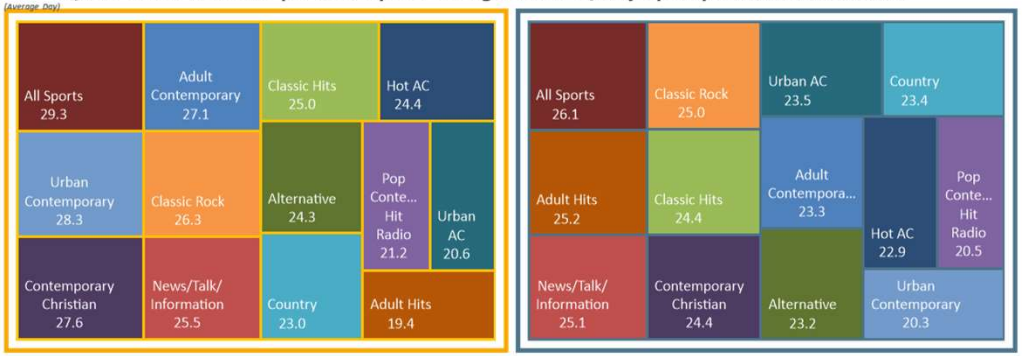
P18+

3,080,090 or 79.7% of Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Hot AC, Classic Hits, Pop Contemporary Hit Radio, and Classic Rock.

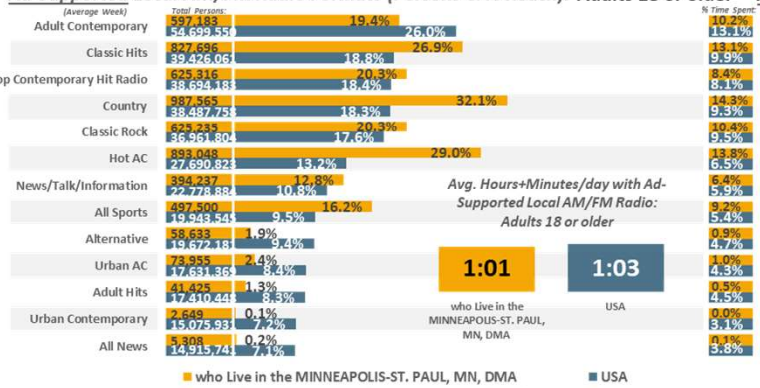
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



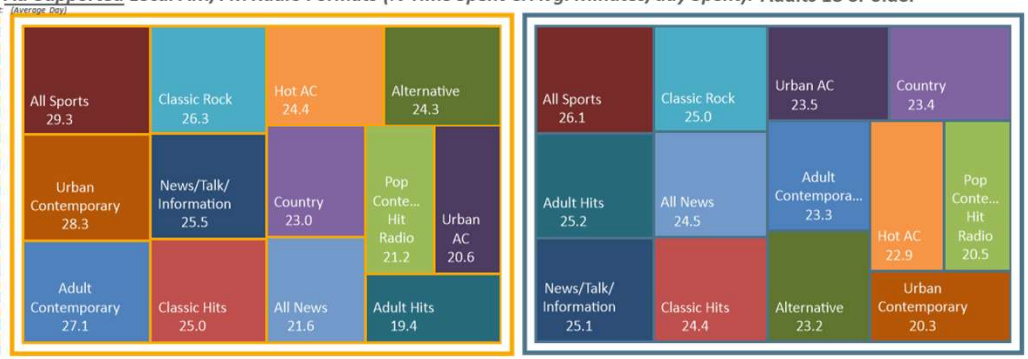
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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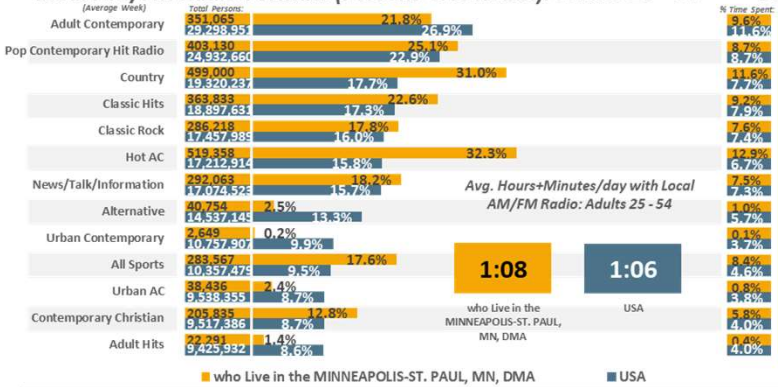
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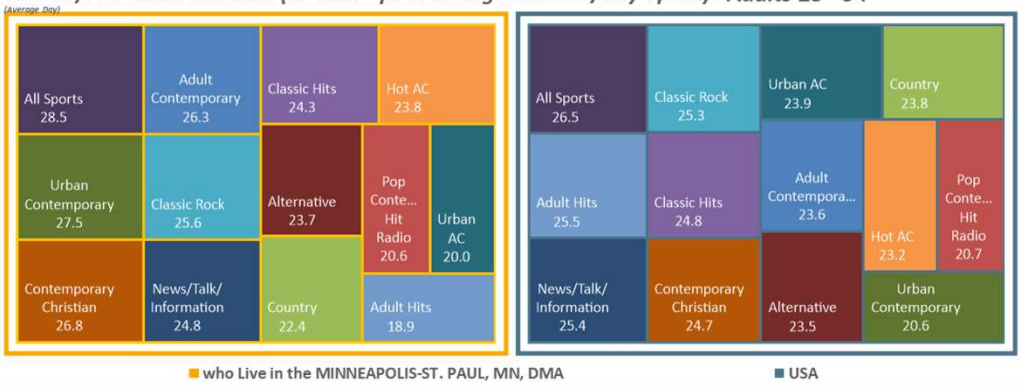
P25-54

1,541,962 or 81.9% of Adults 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Country, Pop Contemporary Hit Radio, Classic Hits, and Adult Contemporary.

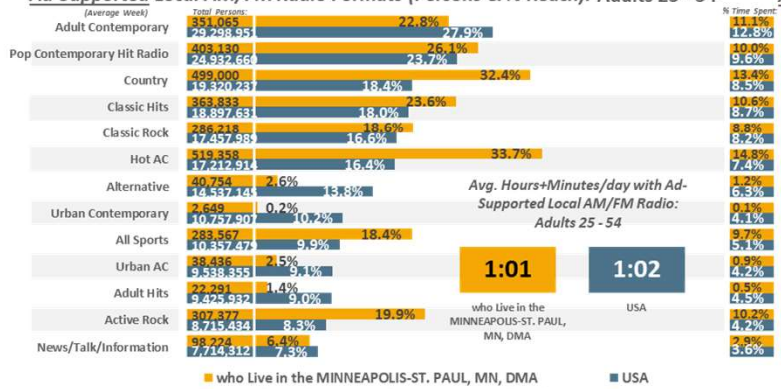
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



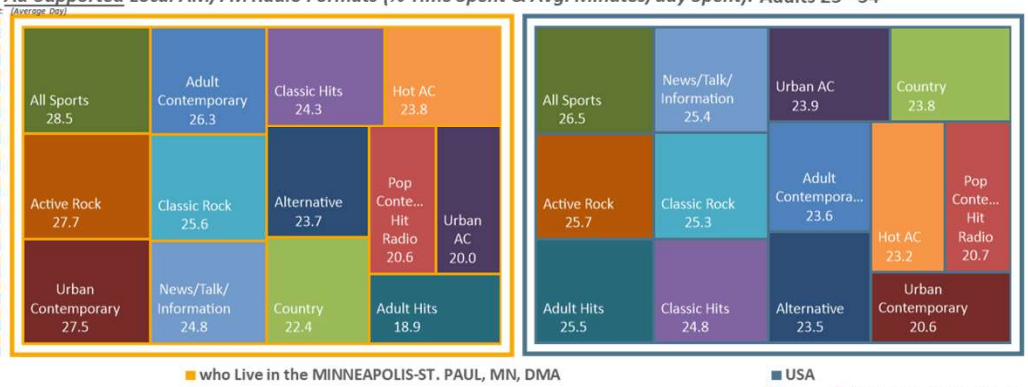
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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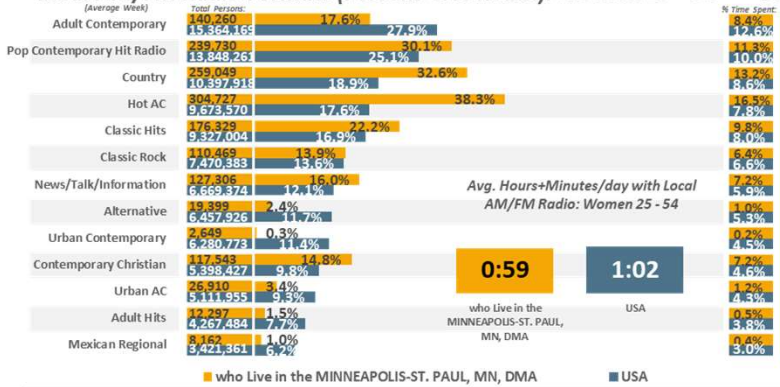
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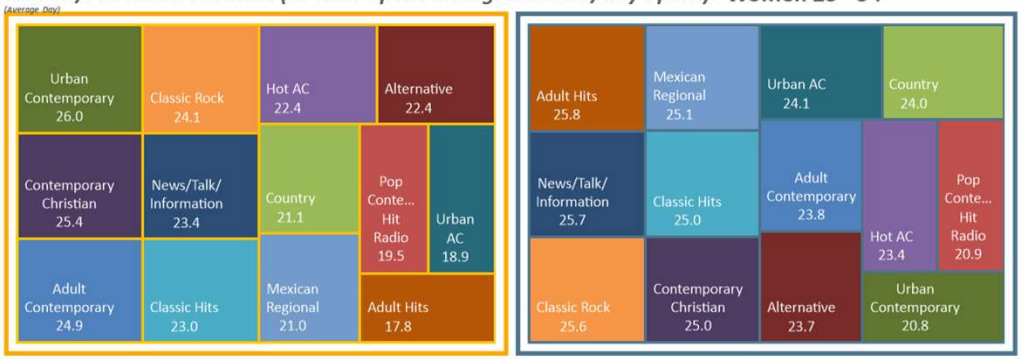
W25-54

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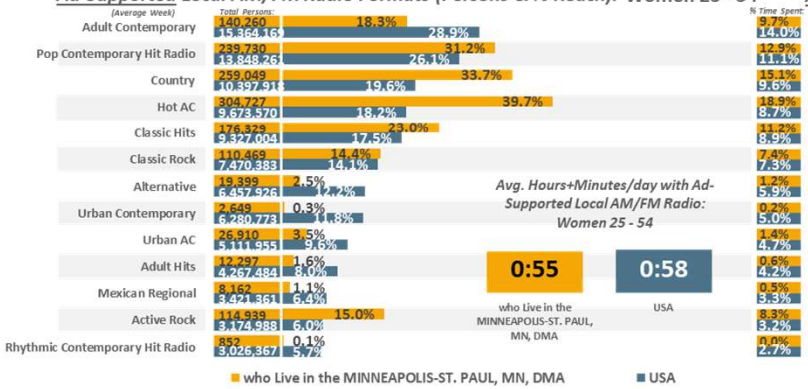
Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



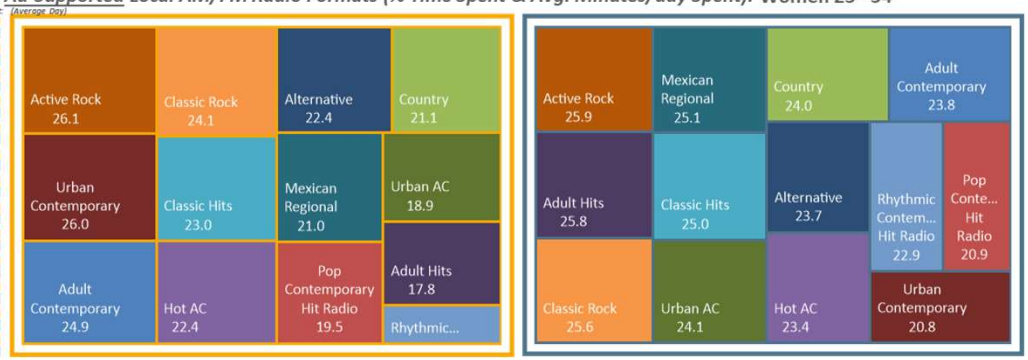
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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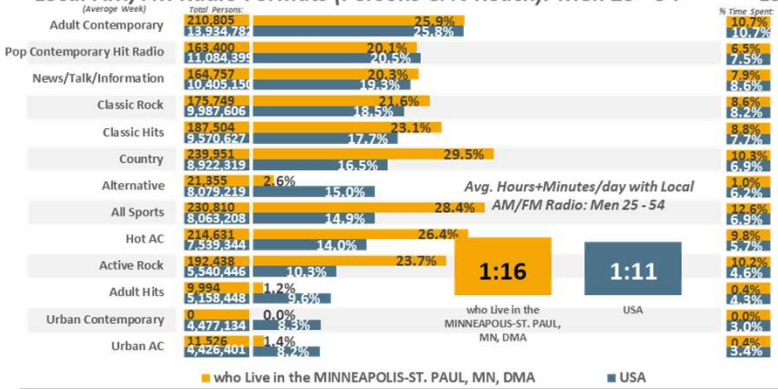
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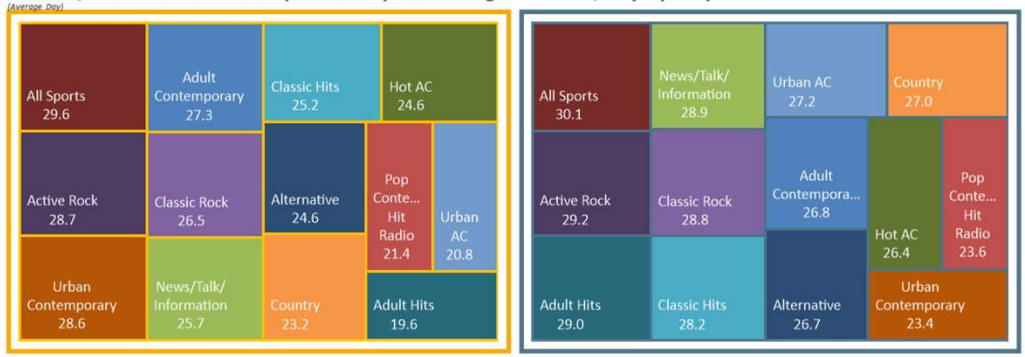
M25-54

774,149 or 82.3% of Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, All Sports, Hot AC, Adult Contemporary, and Active Rock.

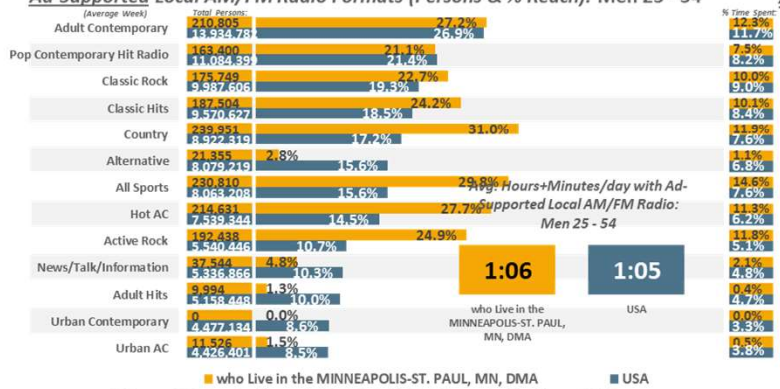
Local AM/FM Radio Formats (Persons & % Reach): Men 25 - 54



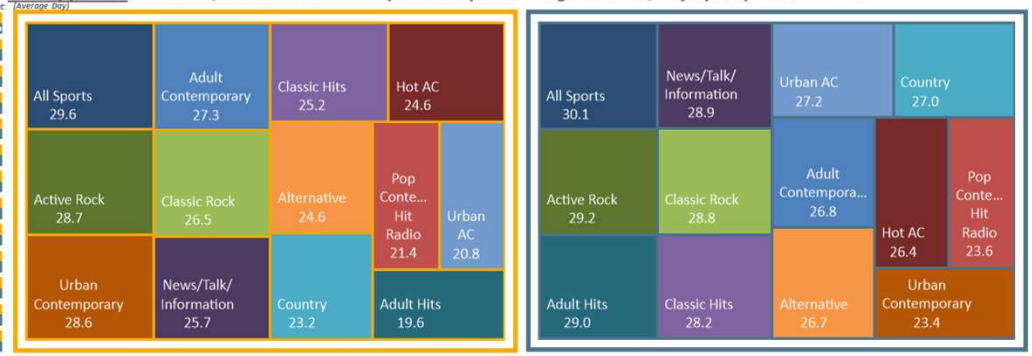
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Men 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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USA Projection Scarborough R2 2024: Jul23-Aug24 Qual Intab 23,324

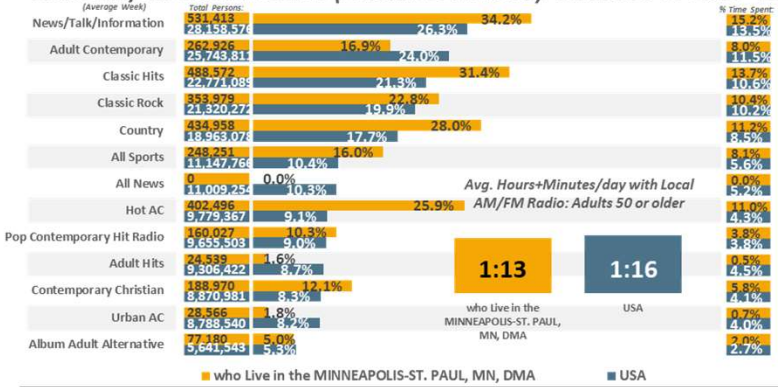
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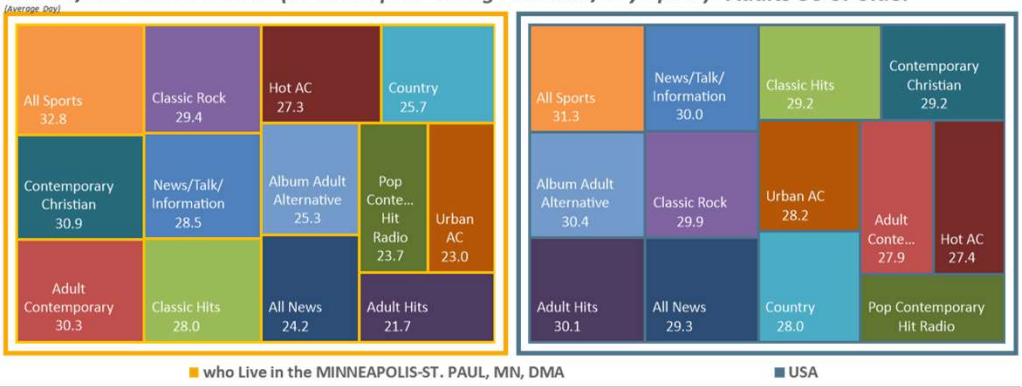
P50+

1,433,534 or 80.2% of Adults 50 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Country, Hot AC, Classic Rock, and News/Talk/Information.

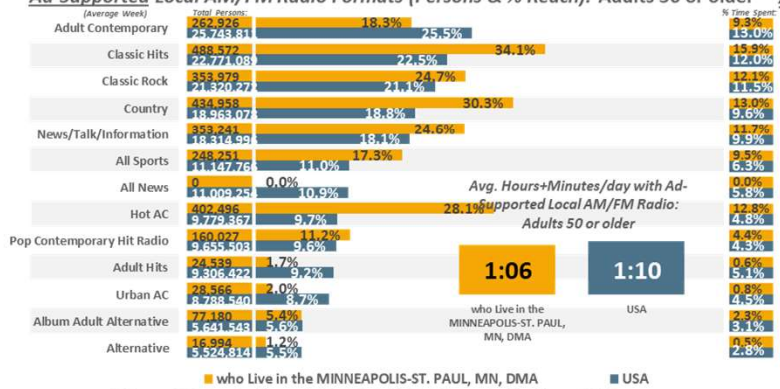
Local AM/FM Radio Formats (Persons & % Reach): Adults 50 or older



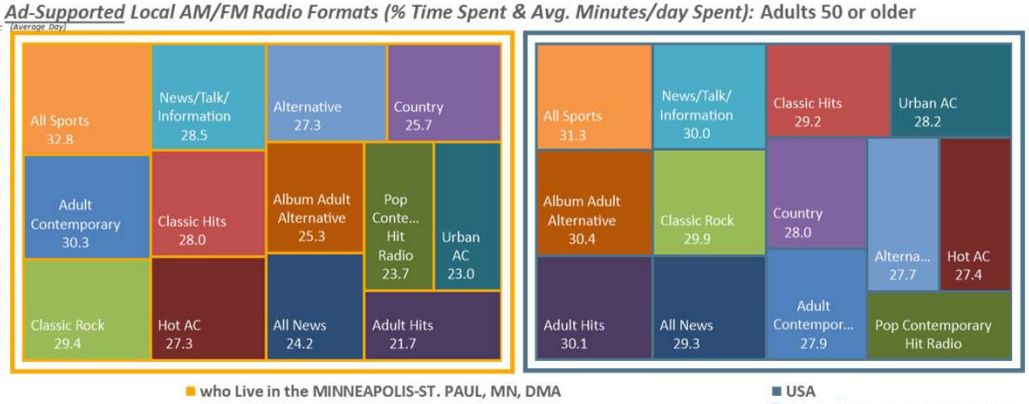
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 50 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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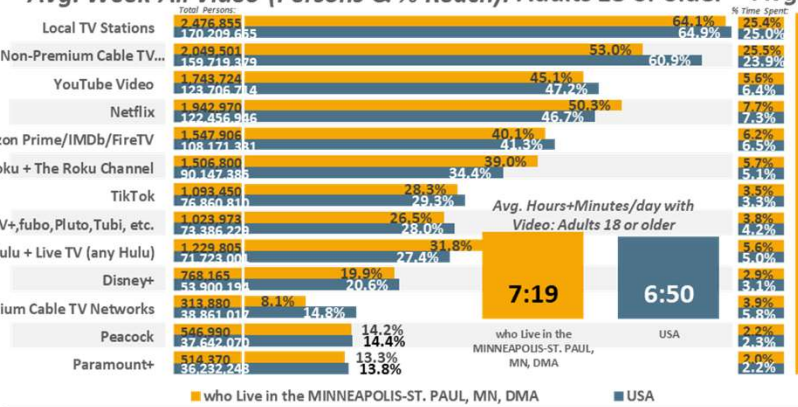
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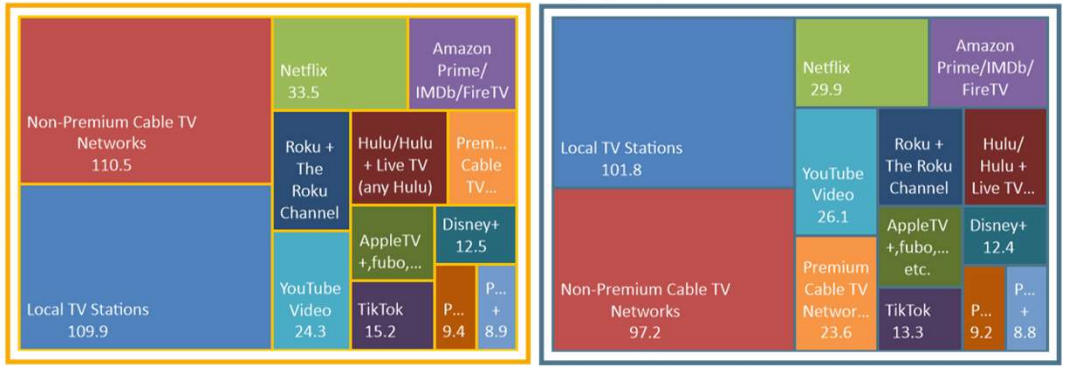
P18+

2,442,768 or 63.2% of Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA watch Ad-Supported Local TV Stations for an average of 104. minutes every day representing 29.7% of all time spent daily with Ad-Supported Video.

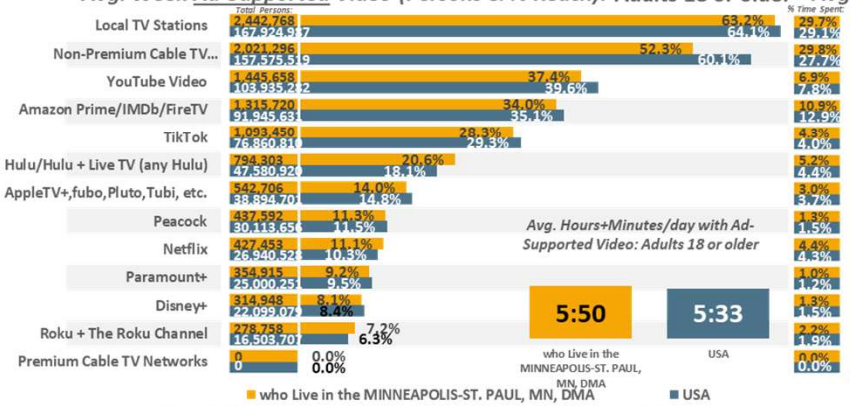
Avg. Week All Video (Persons & % Reach): Adults 18 or older



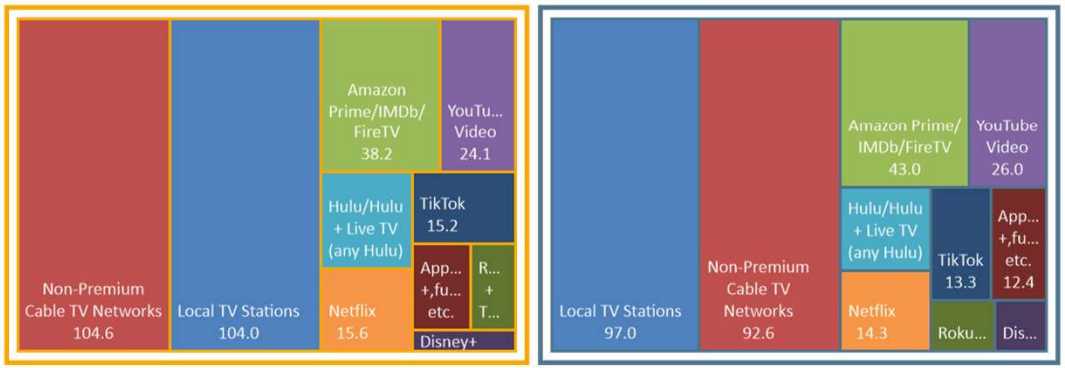
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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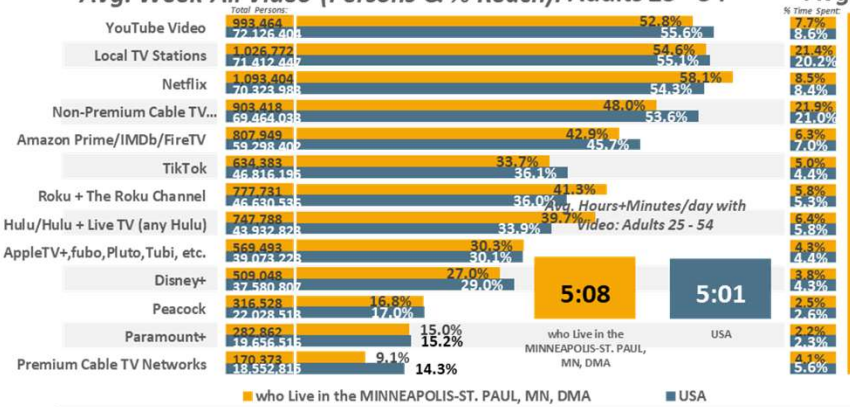
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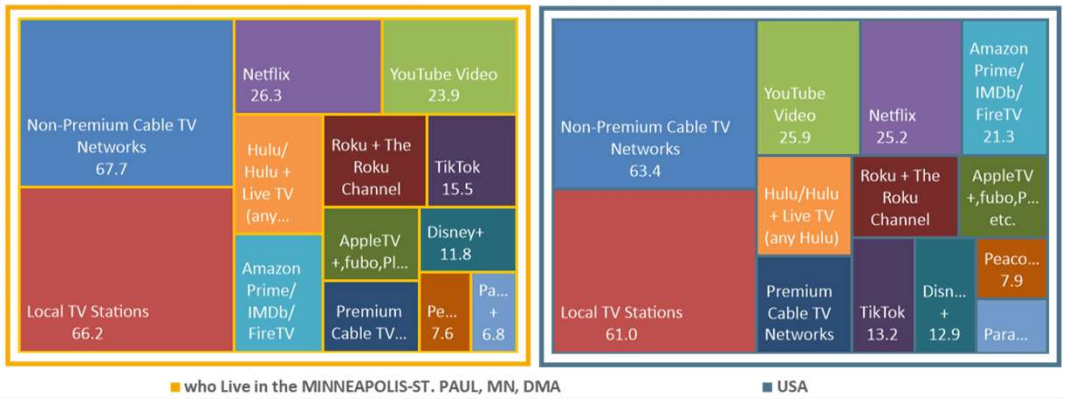
P25-54

1,013,669 or 53.9% of Adults 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA watch Ad-Supported Local TV Stations for an average of 63.5 minutes every day representing 26.7% of all time spent daily with Ad-Supported Video.

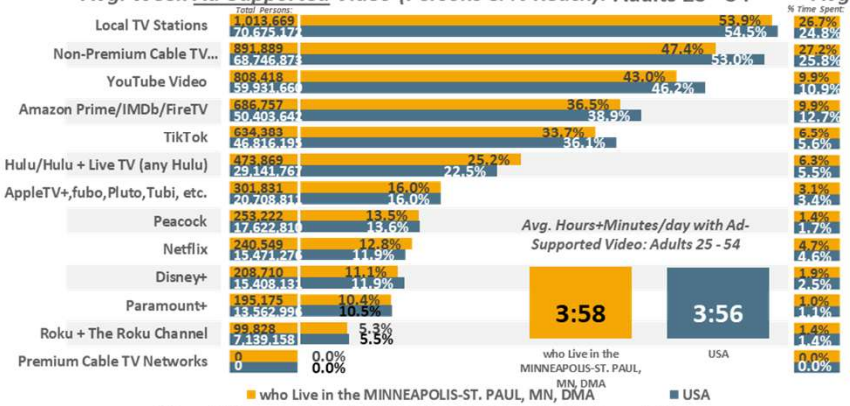
Avg. Week All Video (Persons & % Reach): Adults 25 - 54



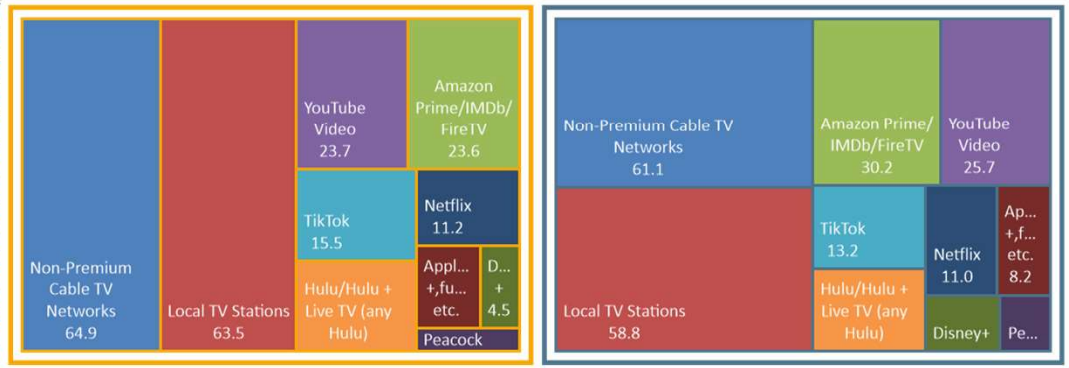
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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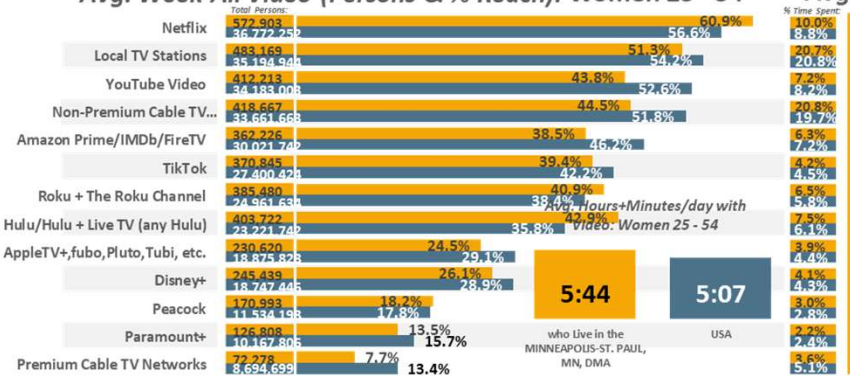
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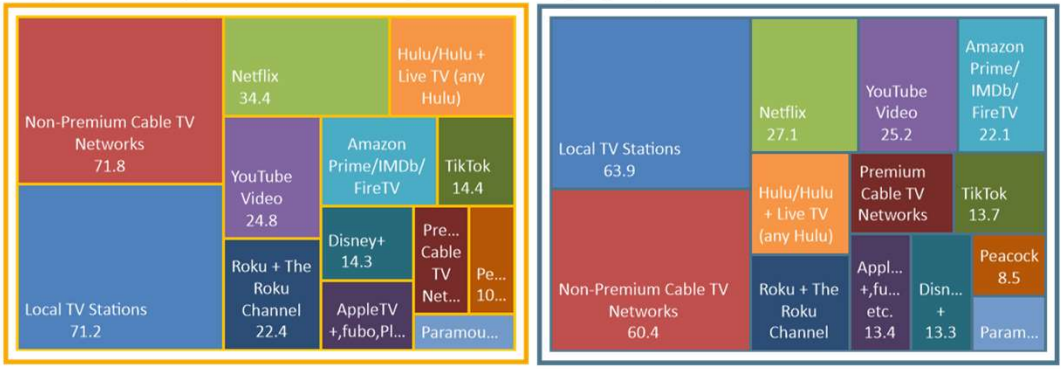
W25-54

475,357 or 50.5% of Women 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA watch Ad-Supported Local TV Stations for an average of 68.9 minutes every day representing 26.9% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Women 25 - 54

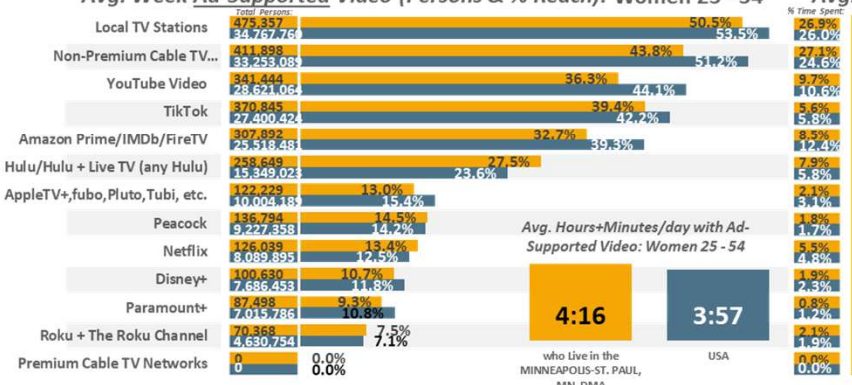


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54

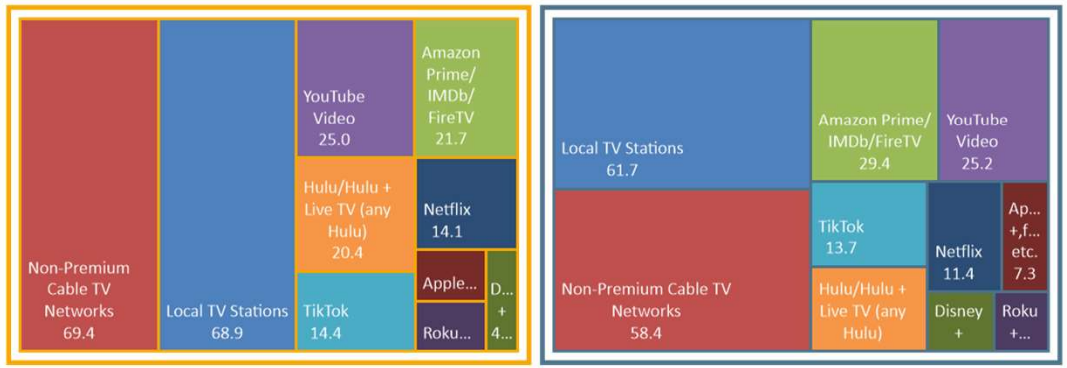


who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA ■ USA

Avg. Week Ad-Supported Video (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA ■ USA

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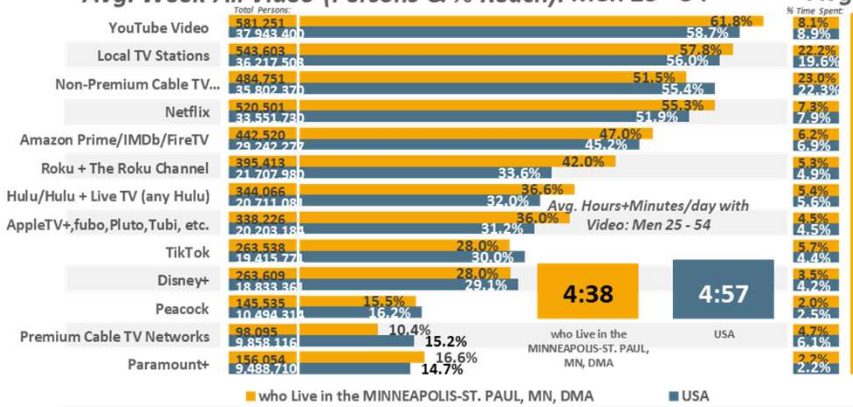
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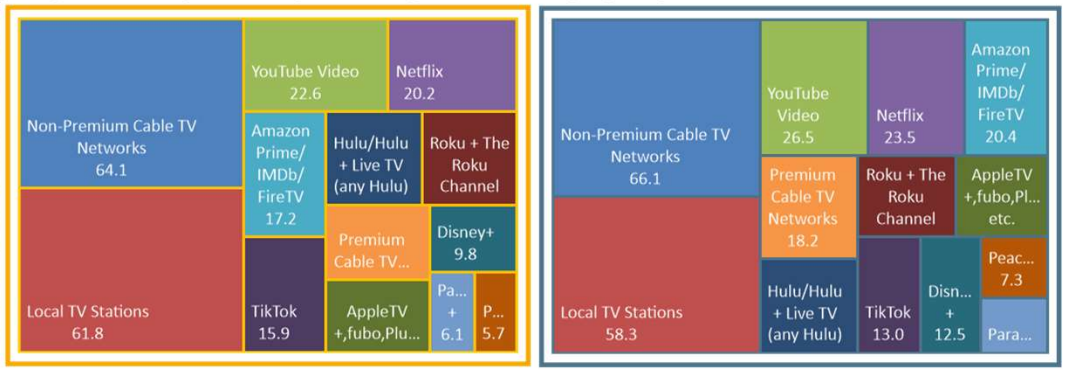
M25-54

538,794 or 57.3% of Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA watch Ad-Supported Local TV Stations for an average of 58.7 minutes every day representing 26.5% of all time spent daily with Ad-Supported Video.

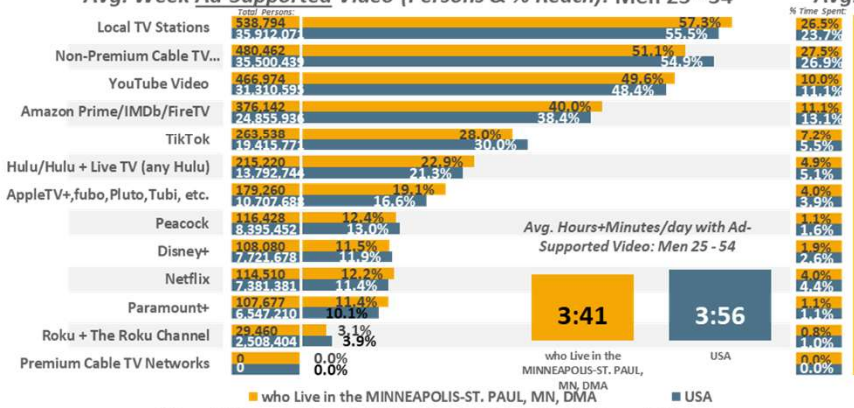
Avg. Week All Video (Persons & % Reach): Men 25 - 54



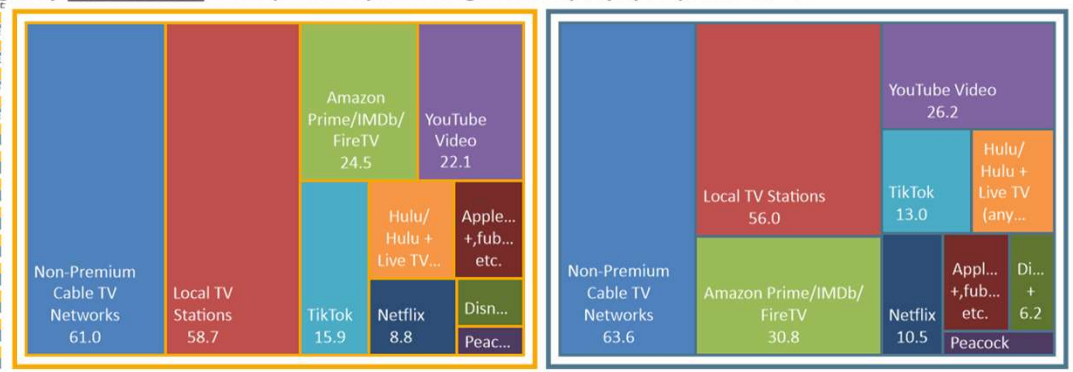
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Avg. Week Ad-Supported Video (Persons & % Reach): Men 25 - 54



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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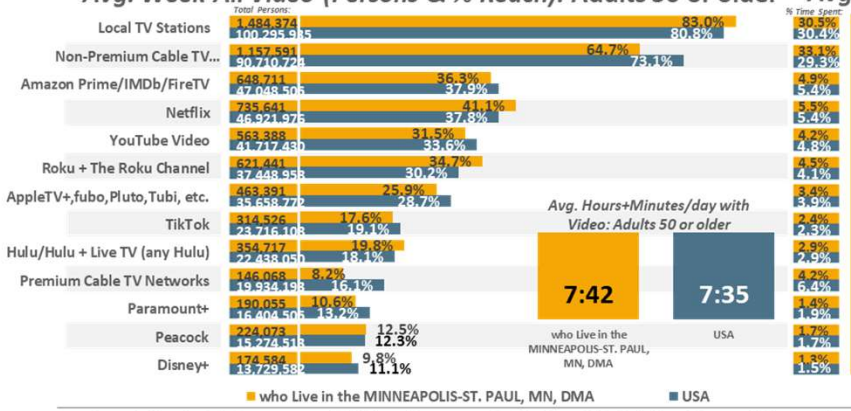
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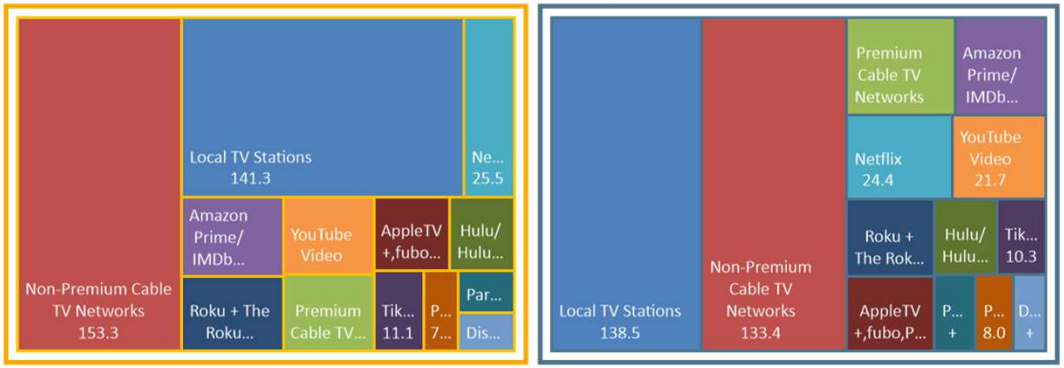
P50+

1,463,233 or 81.8% of Adults 50 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA watch Ad-Supported Local TV Stations for an average of 132. minutes every day representing 33.2% of all time spent daily with Ad-Supported Video.

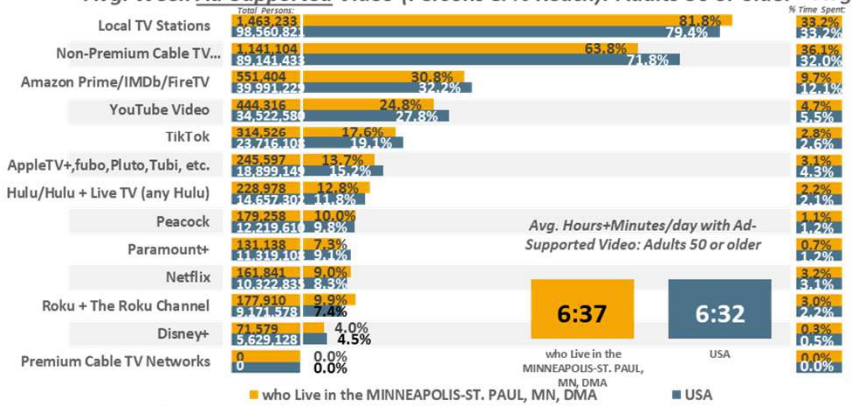
Avg. Week All Video (Persons & % Reach): Adults 50 or older



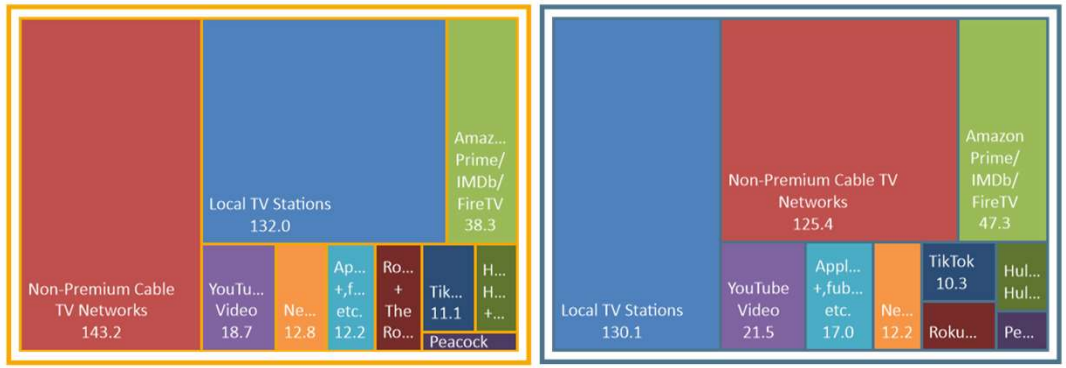
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 50 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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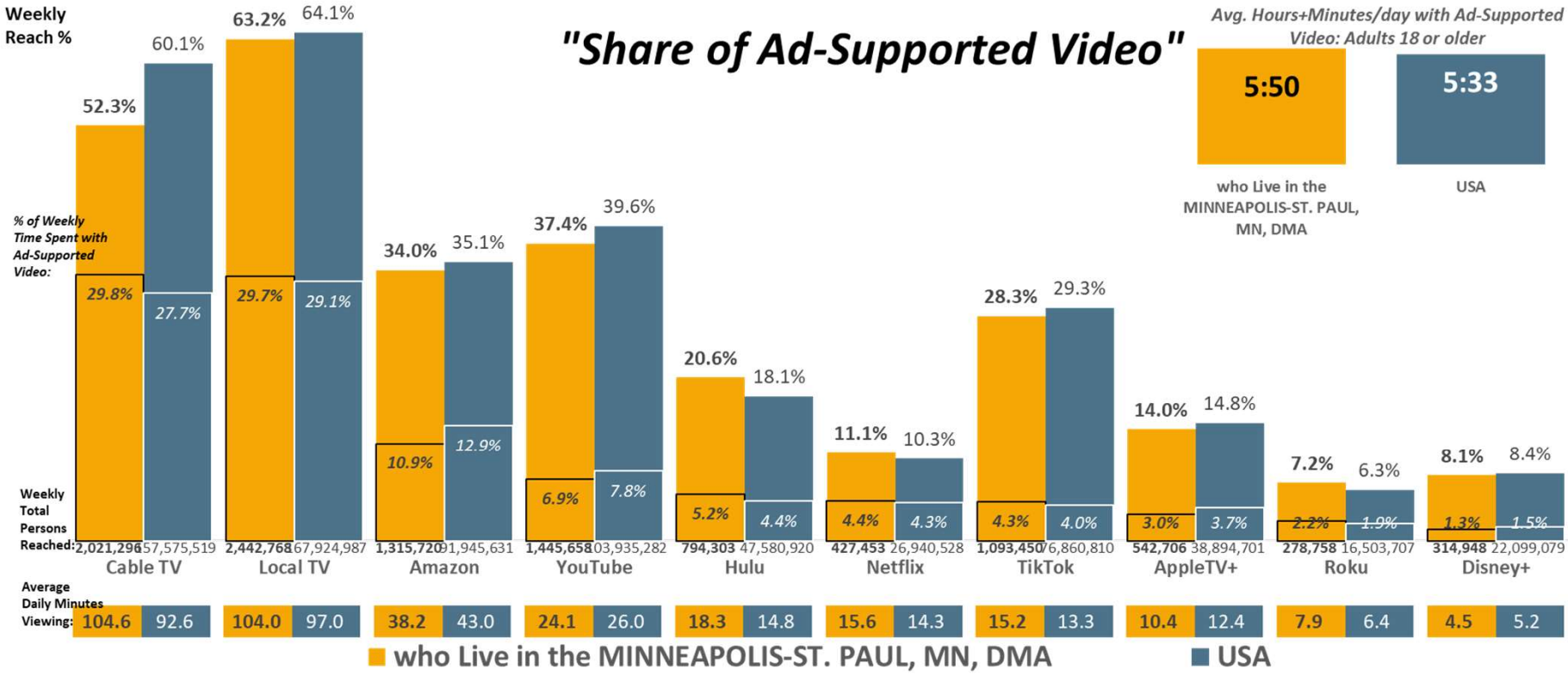
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P18+

2,442,768 or 63.2% of Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA watch Ad-Supported Local TV Stations for an average of 104. minutes every day representing 29.7% of all time spent daily with Ad-Supported Video.



USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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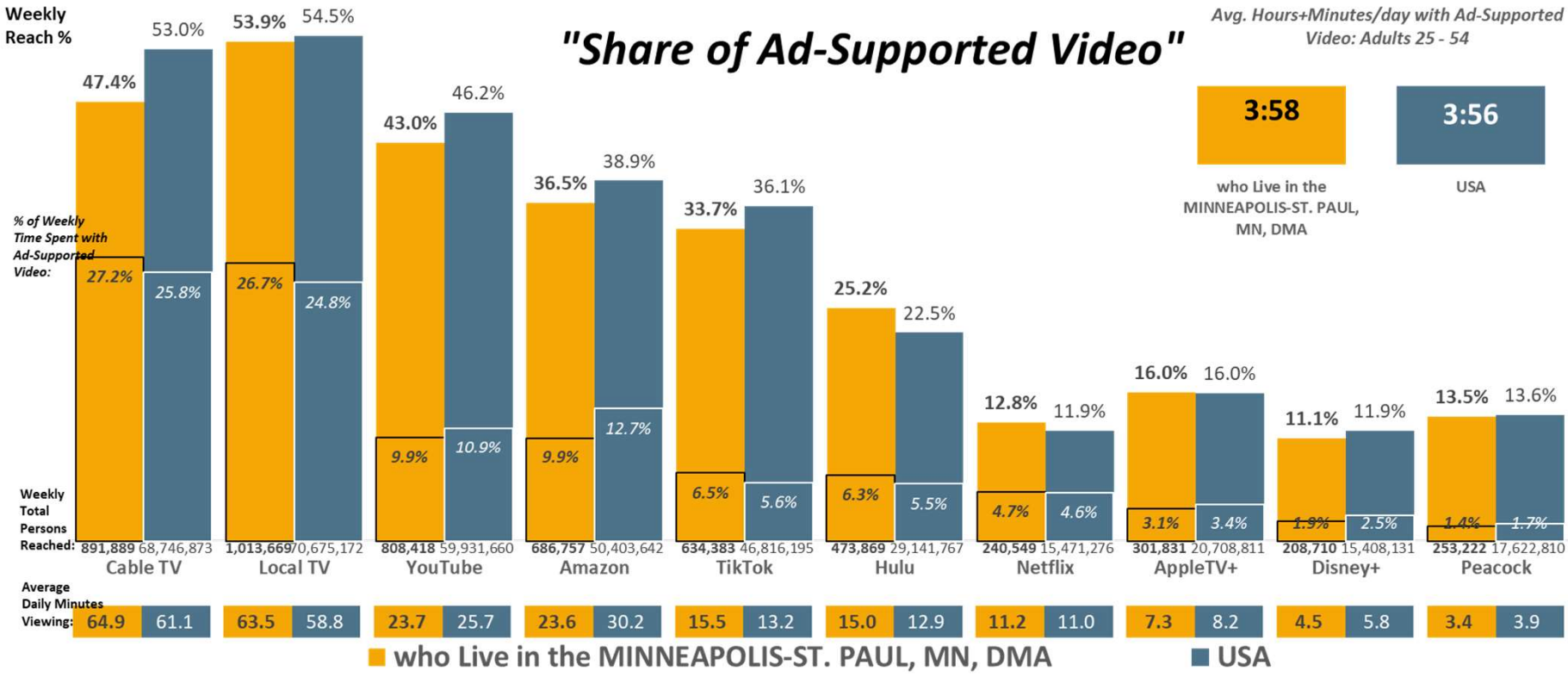
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P25-54

1,013,669 or 53.9% of Adults 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA watch Ad-Supported Local TV Stations for an average of 63.5 minutes every day representing 26.7% of all time spent daily with Ad-Supported Video.



USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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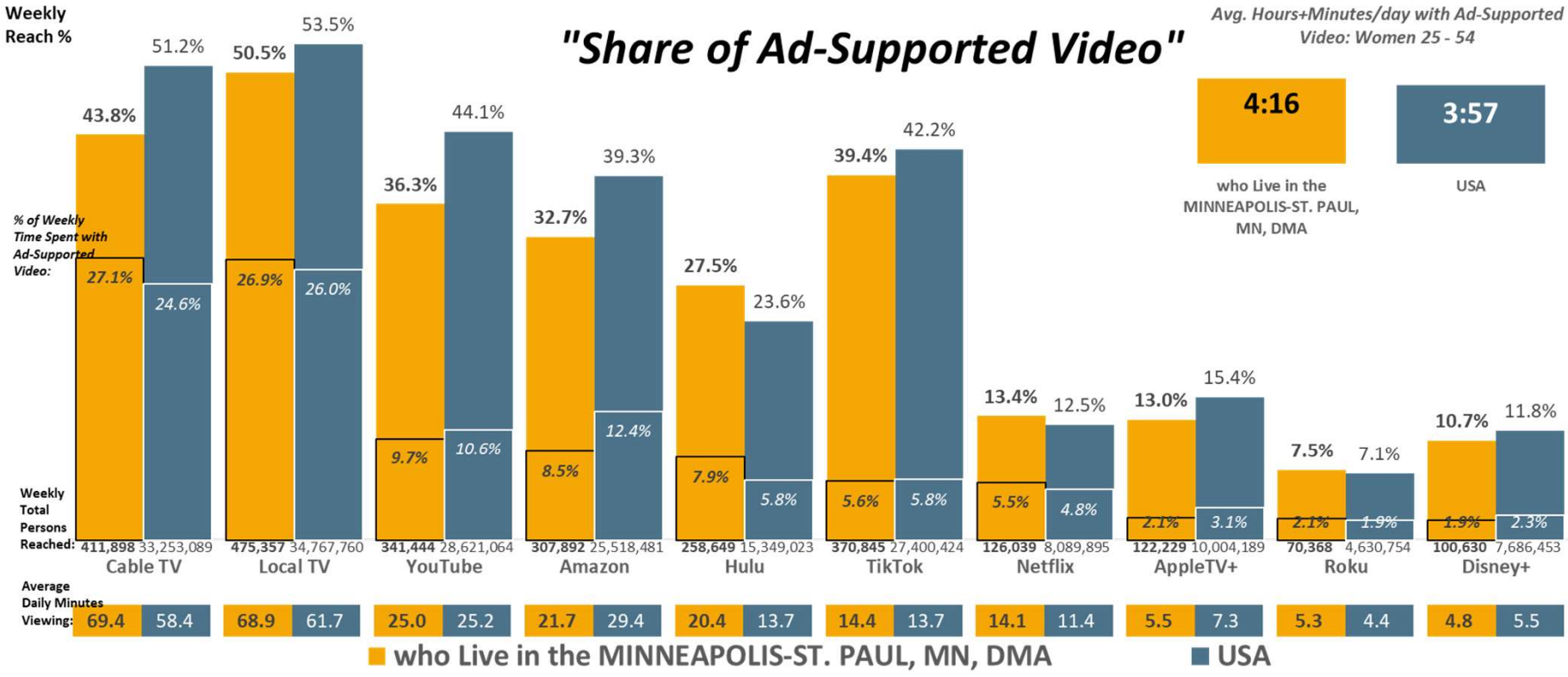
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W25-54

475,357 or 50.5% of Women 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA watch Ad-Supported Local TV Stations for an average of 68.9 minutes every day representing 26.9% of all time spent daily with Ad-Supported Video.



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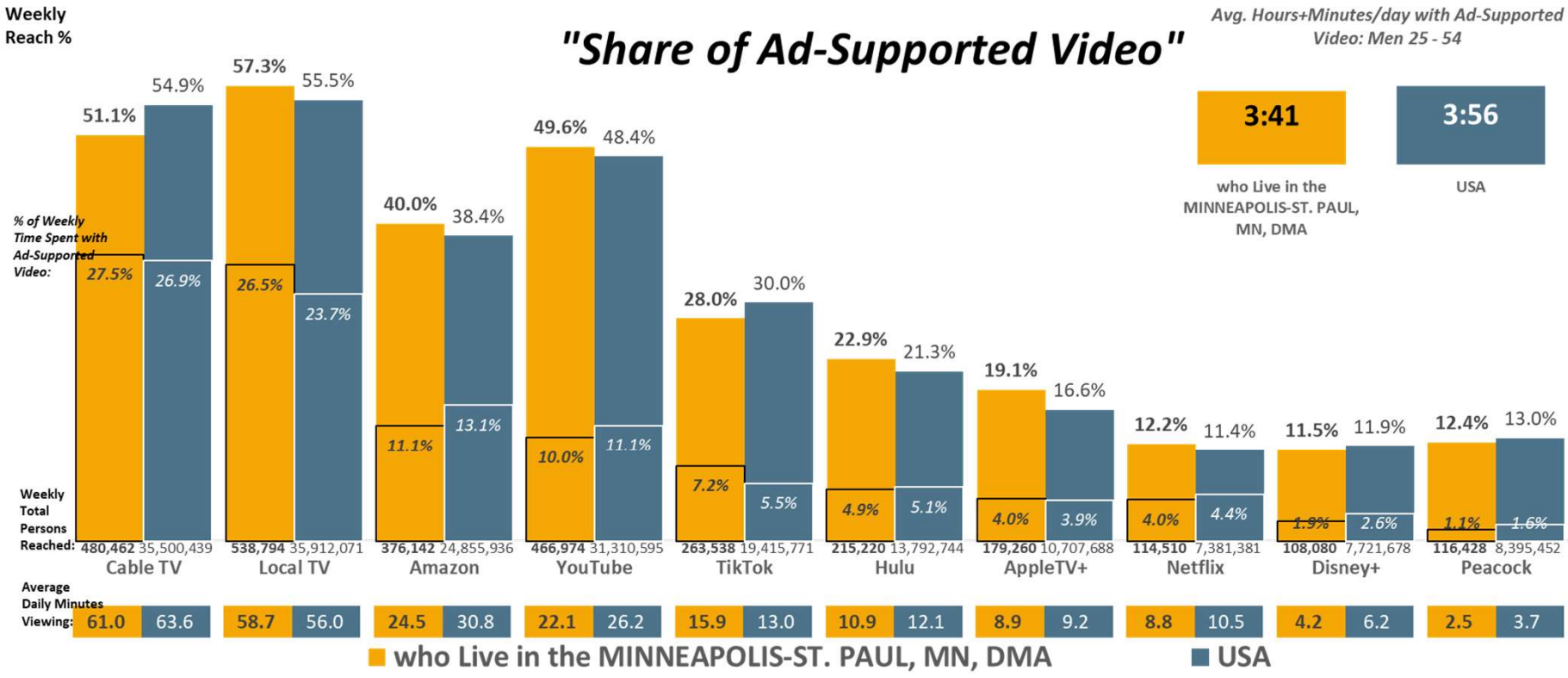
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M25-54

538,794 or 57.3% of Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA watch Ad-Supported Local TV Stations for an average of 58.7 minutes every day representing 26.5% of all time spent daily with Ad-Supported Video.



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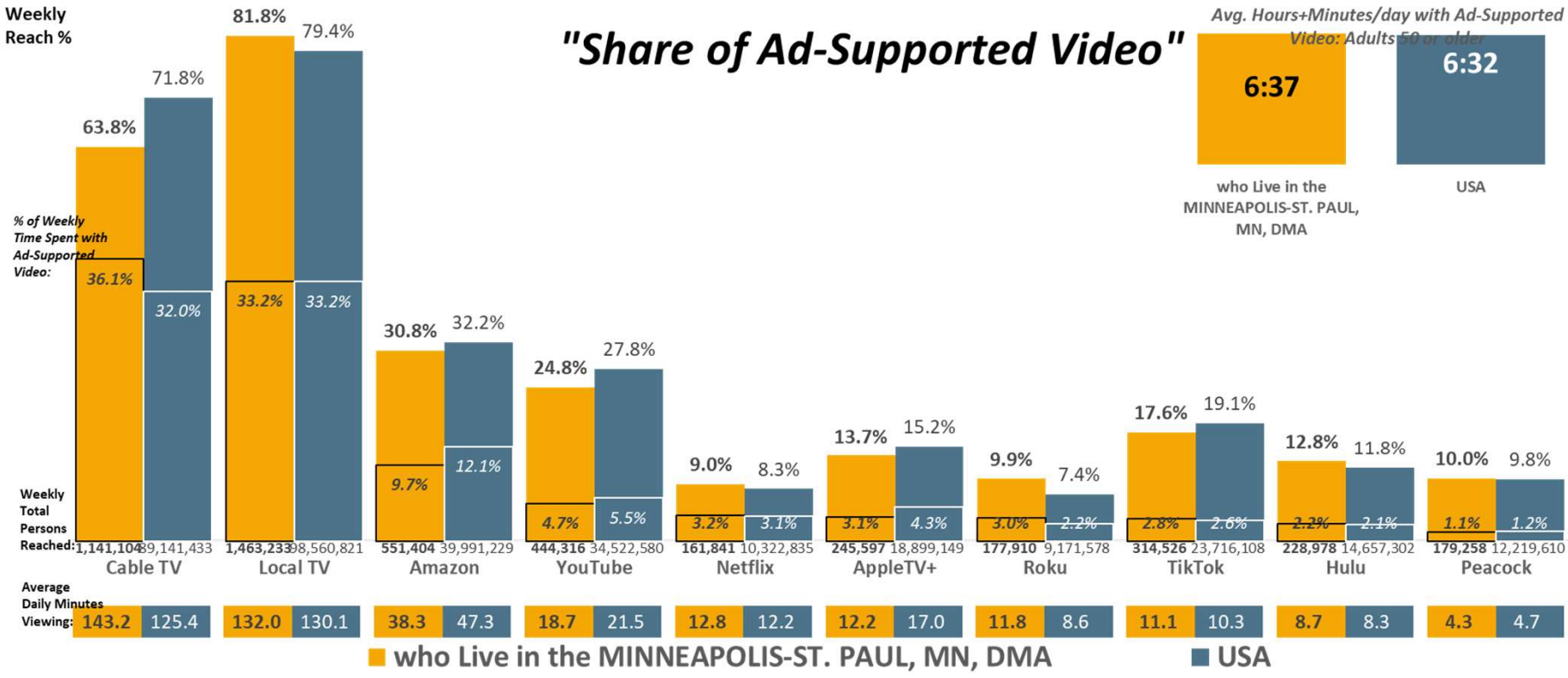
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P50+

1,463,233 or 81.8% of Adults 50 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA watch Ad-Supported Local TV Stations for an average of 132. minutes every day representing 33.2% of all time spent daily with Ad-Supported Video.



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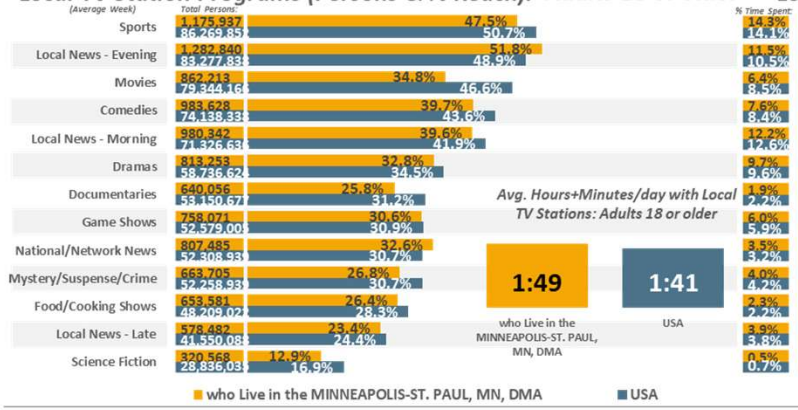
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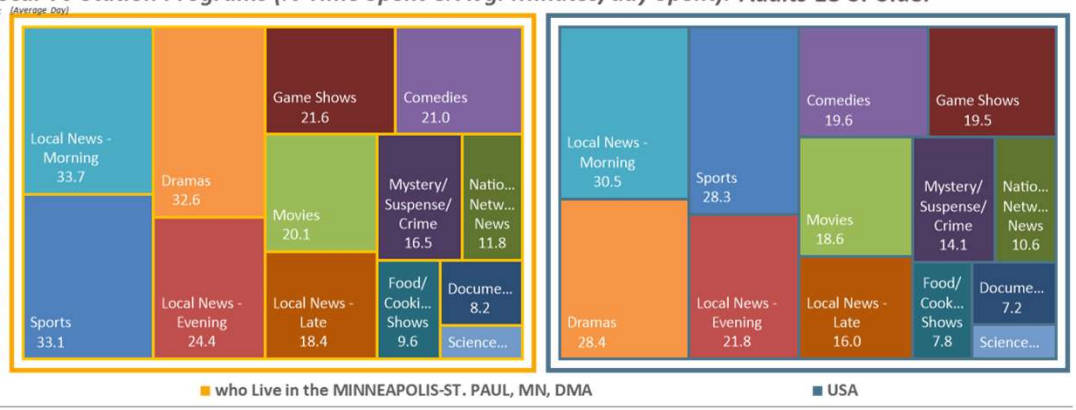
P18+

2,442,768 or 63.2% of Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, Movies, and Dramas.

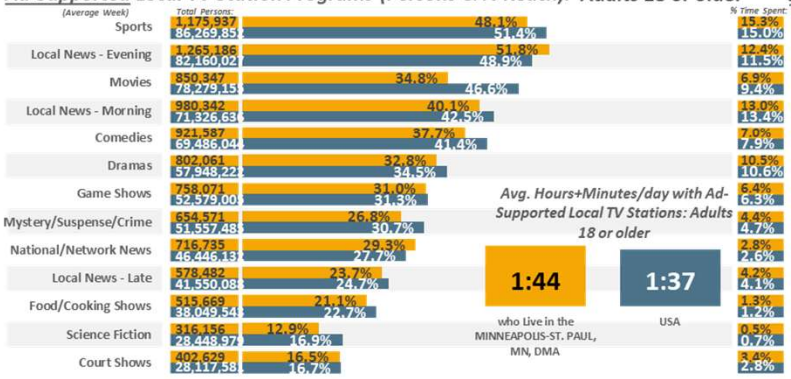
Local TV Station Programs (Persons & % Reach): Adults 18 or older



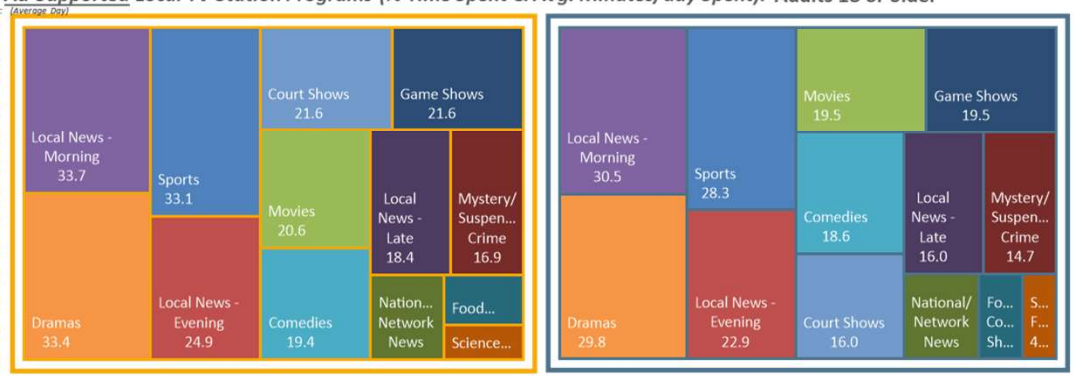
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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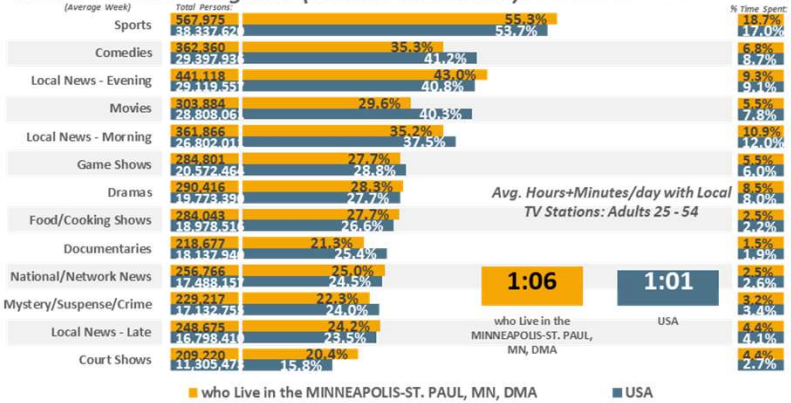
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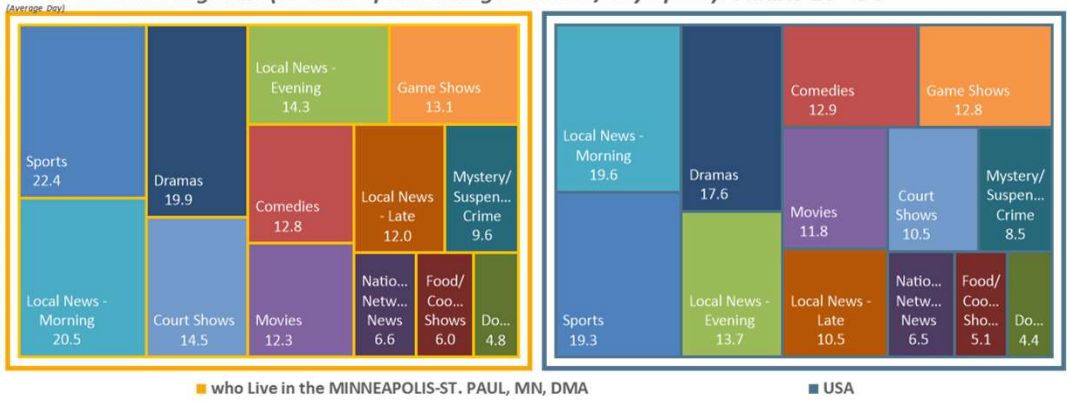
P25-54

1,013,669 or 53.9% of Adults 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Movies, and Dramas.

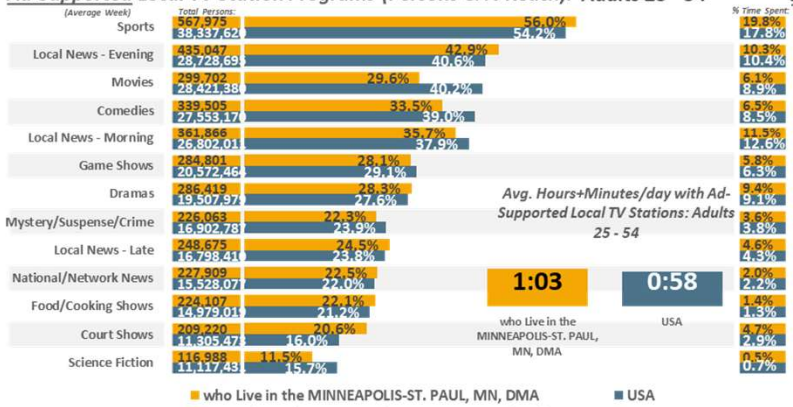
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



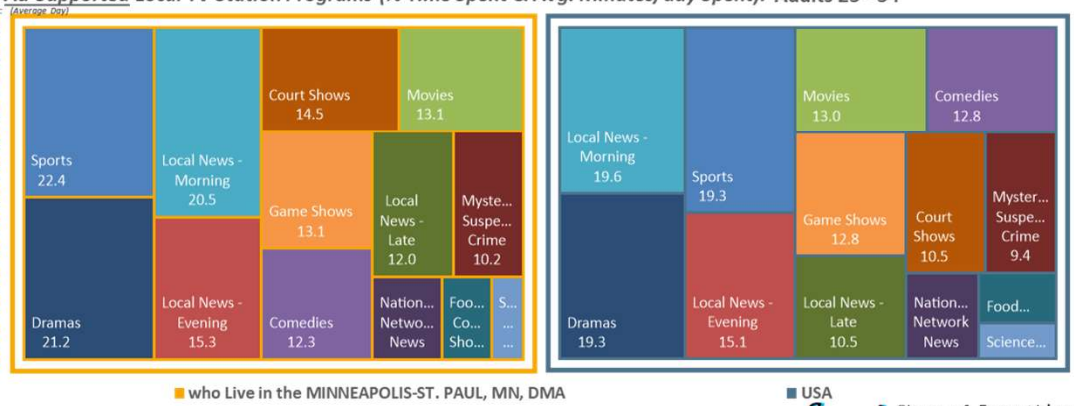
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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USA Projection Scarborough R2 2024: Jul23-Aug24 Qual Intab 23,324

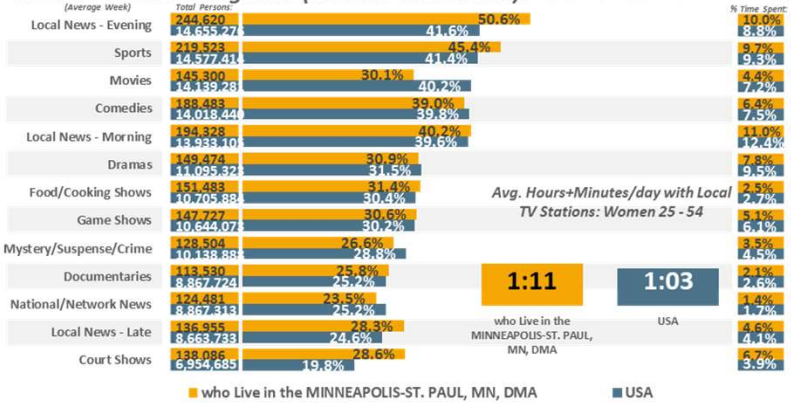
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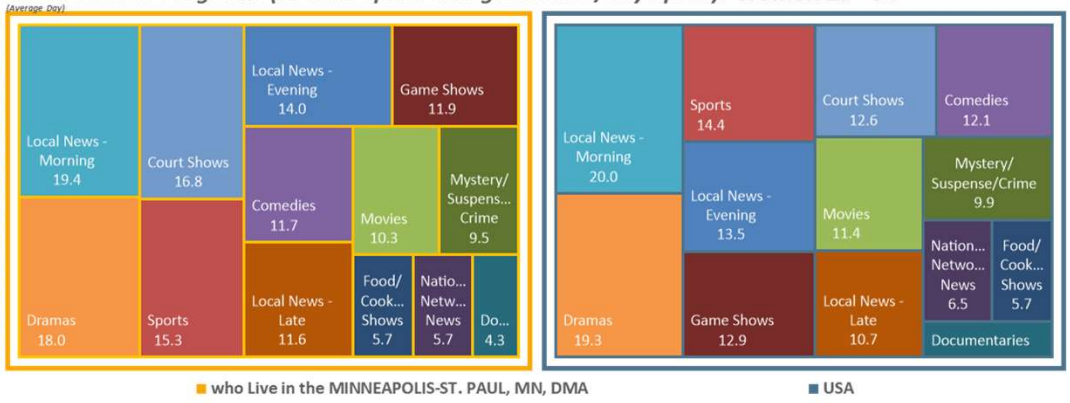
W25-54

475,357 or 50.5% of Women 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, Game Shows, and Dramas.

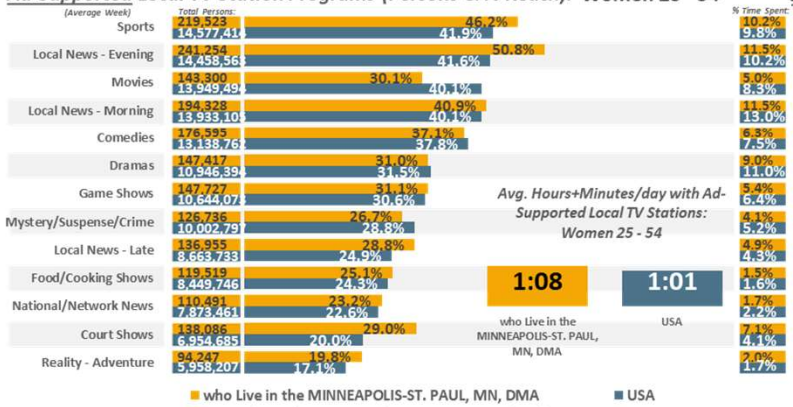
Local TV Station Programs (Persons & % Reach): Women 25 - 54



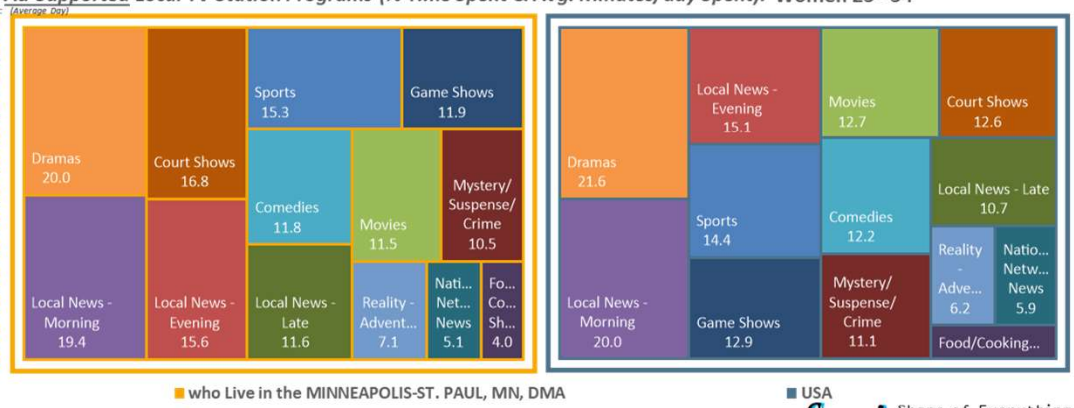
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Women 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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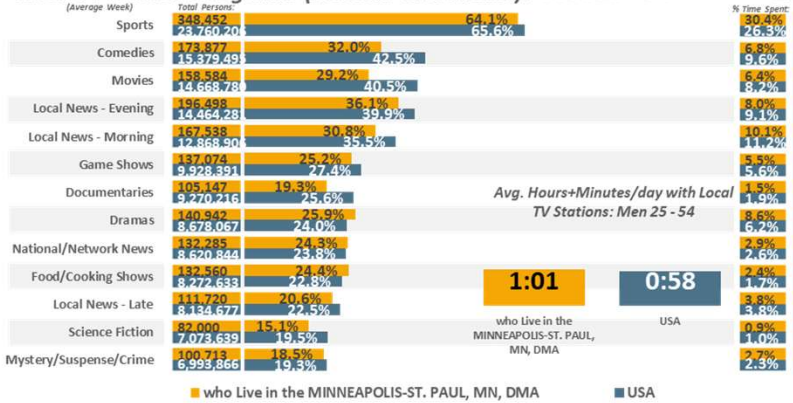
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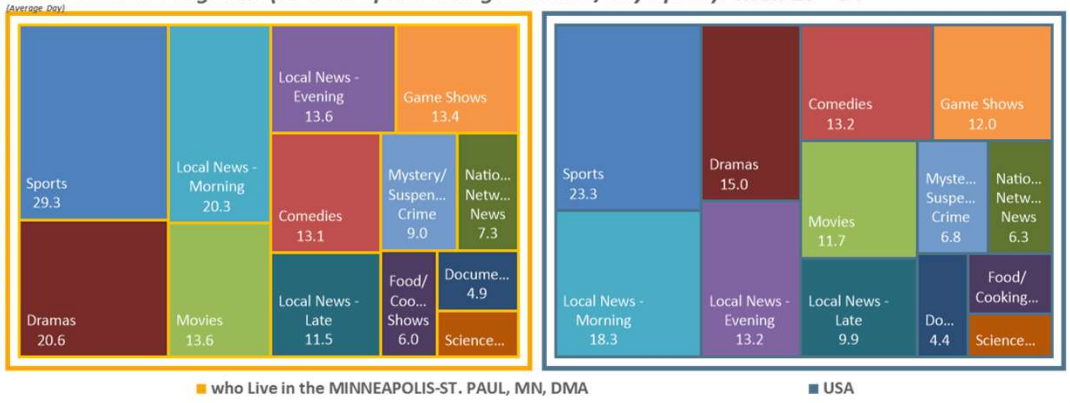
M25-54

538,794 or 57.3% of Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Movies, and Dramas.

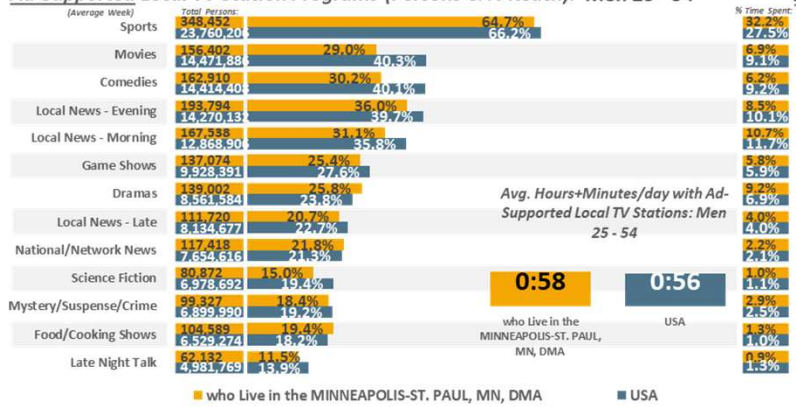
Local TV Station Programs (Persons & % Reach): Men 25 - 54



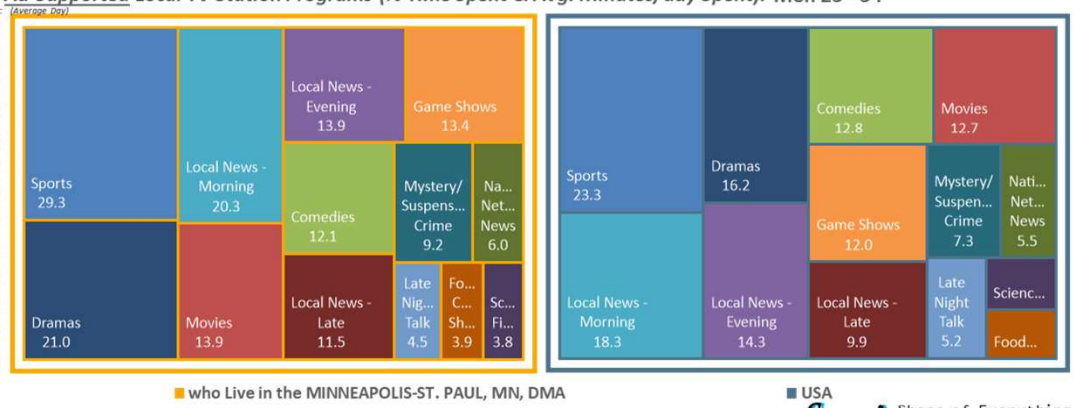
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Men 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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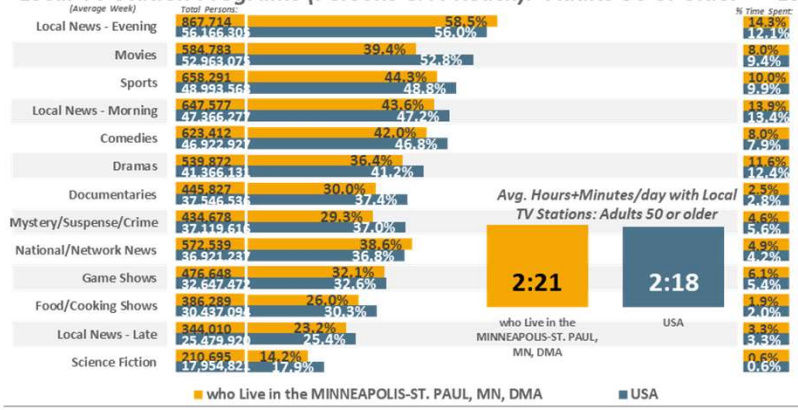
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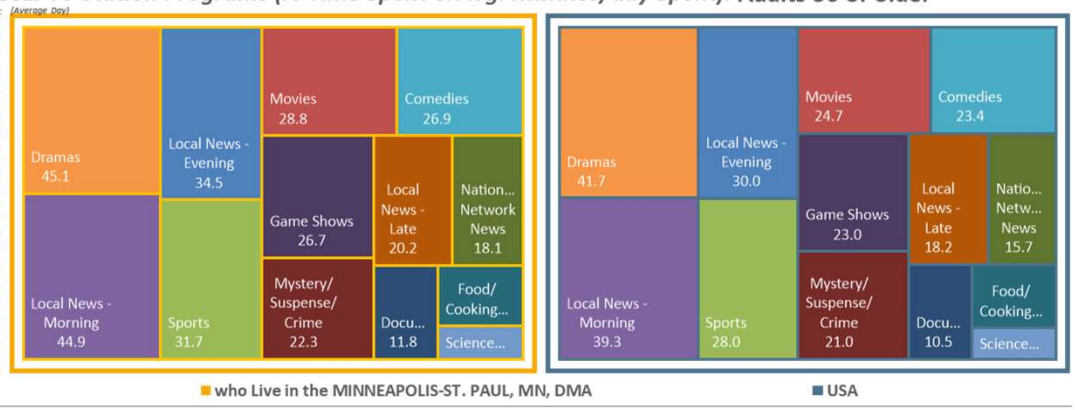
P50+

1,463,233 or 81.8% of Adults 50 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, Movies, and Dramas.

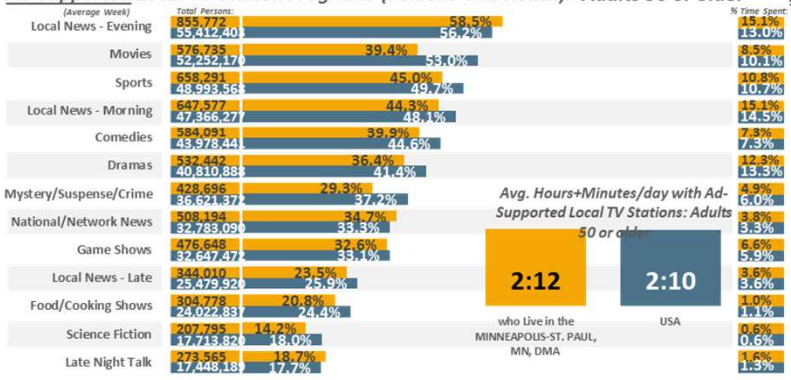
Local TV Station Programs (Persons & % Reach): Adults 50 or older



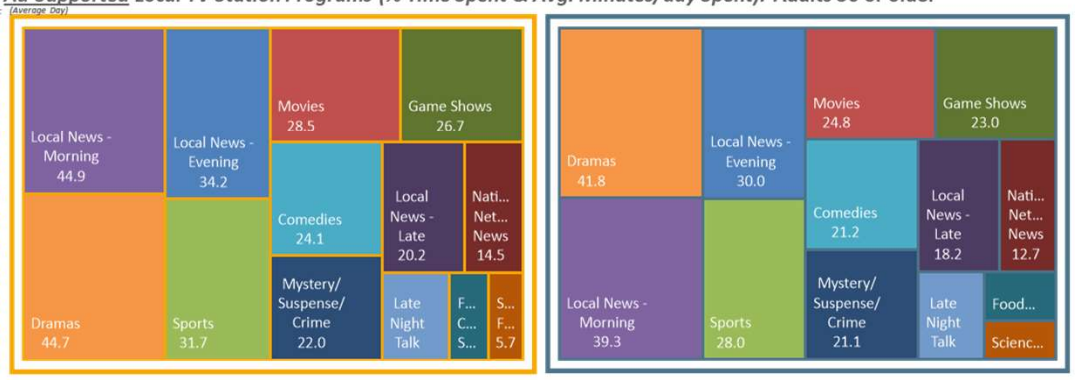
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 50 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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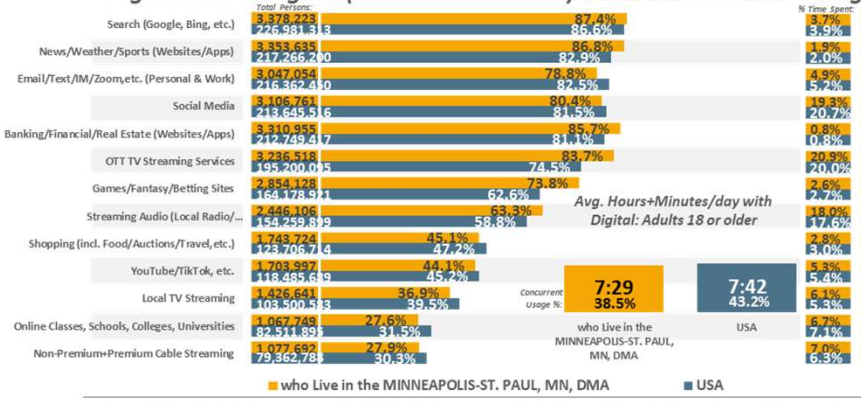
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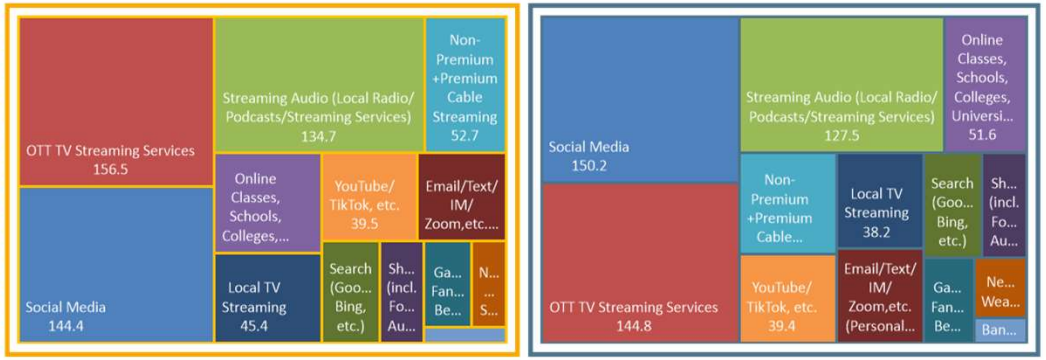
P18+

2,747,559 or 71.1% of Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA use Ad-Supported Social Media for an average of 127.7 minutes every day representing 23.4% of all time spent daily with Ad-Supported Digital Media.

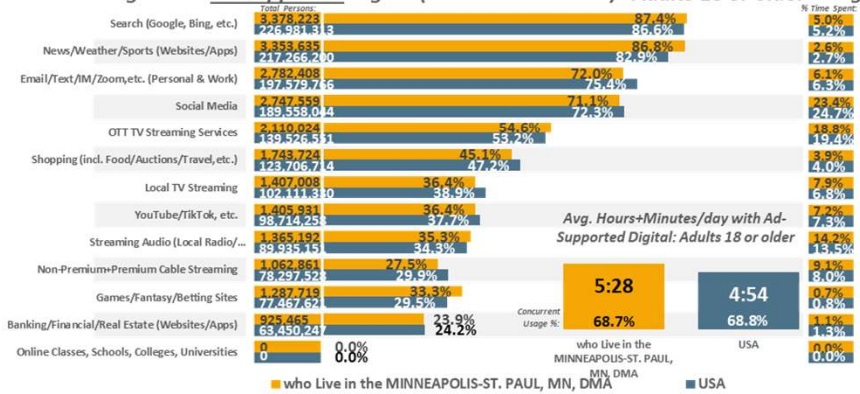
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



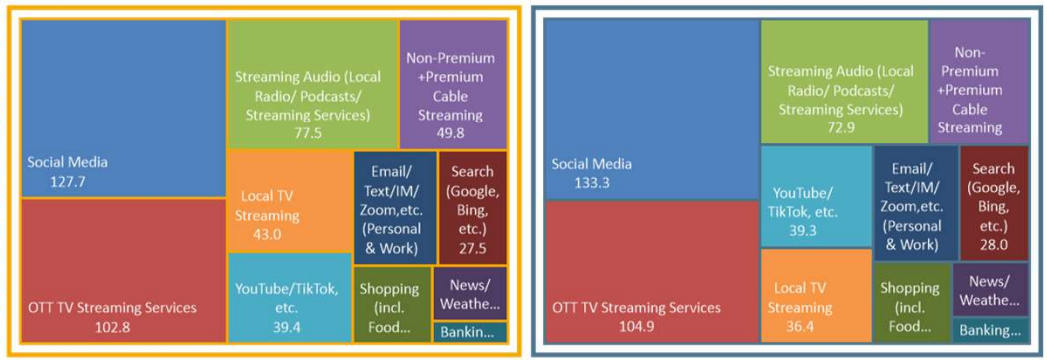
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week <u>Ad-Supported</u> Digital (Persons & % Reach): Adults 18 or older



Avg. Day <u>Ad-Supported</u> Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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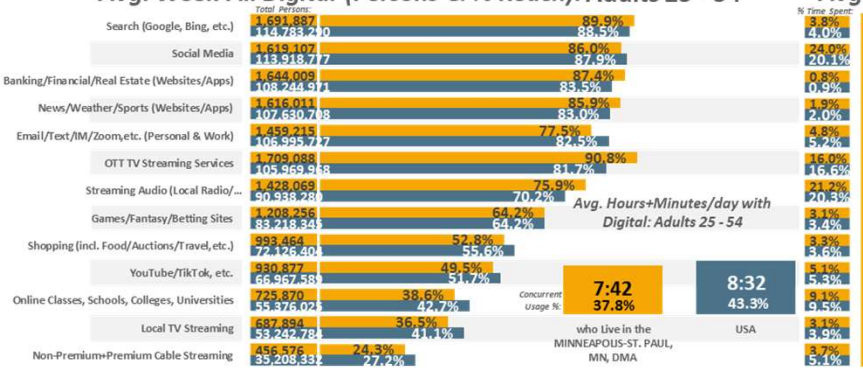
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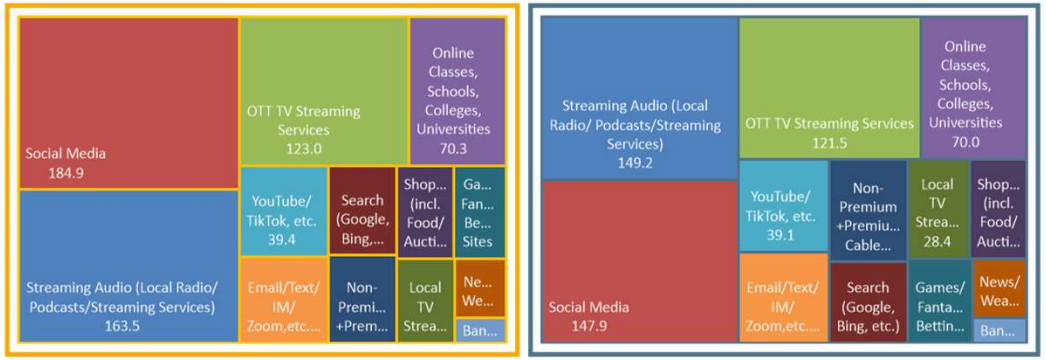
P25-54

1,429,410 or 75.9% of Adults 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA use Ad-Supported Social Media for an average of 170.1 minutes every day representing 31.7% of all time spent daily with Ad-Supported Digital Media.

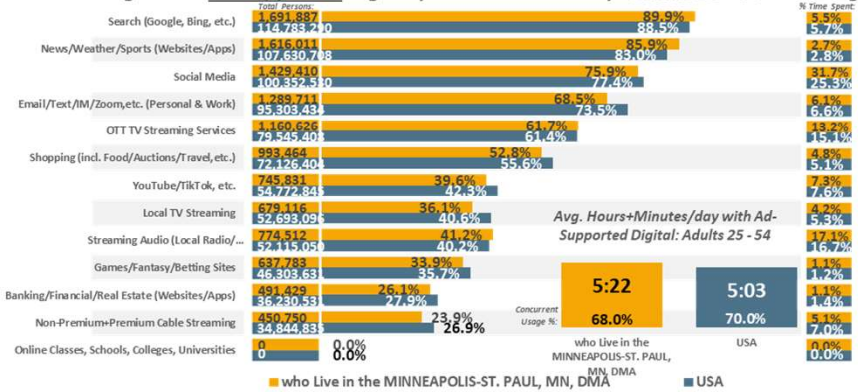
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



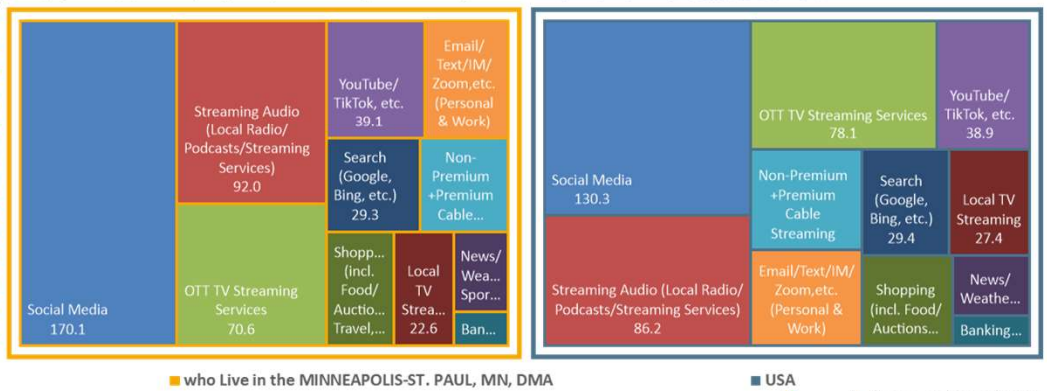
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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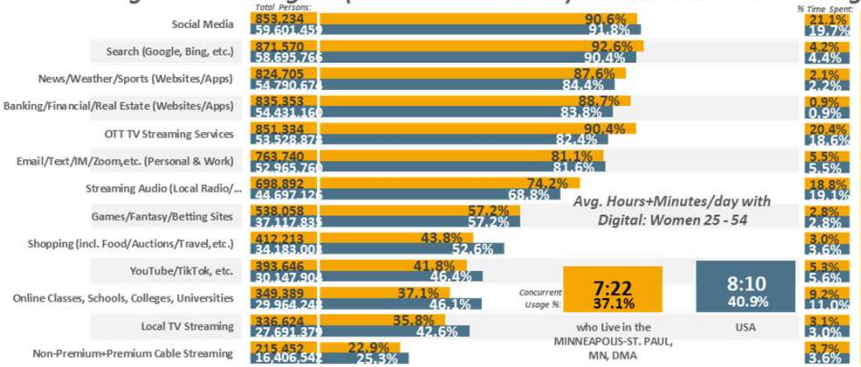
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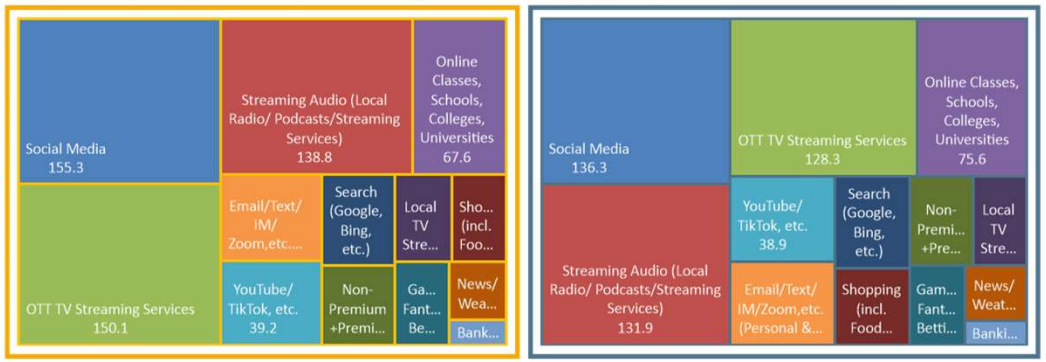
W25-54

795,073 or 84.5% of Women 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA use Ad-Supported Social Media for an average of 142.9 minutes every day representing 28.3% of all time spent daily with Ad-Supported Digital Media.

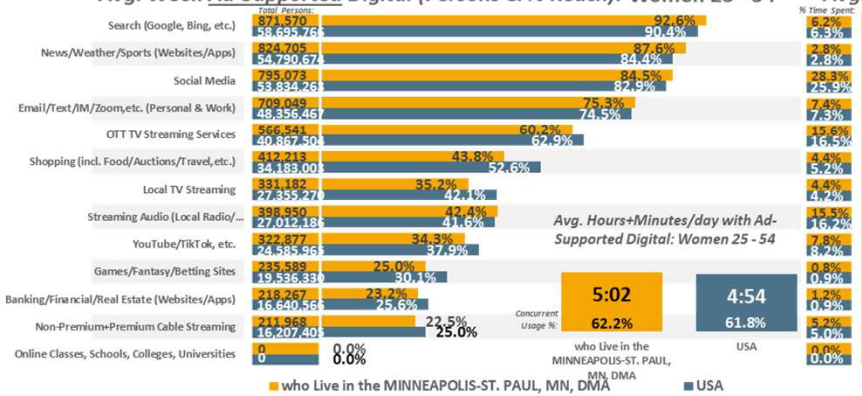
Avg. Week All Digital (Persons & % Reach): Women 25 - 54



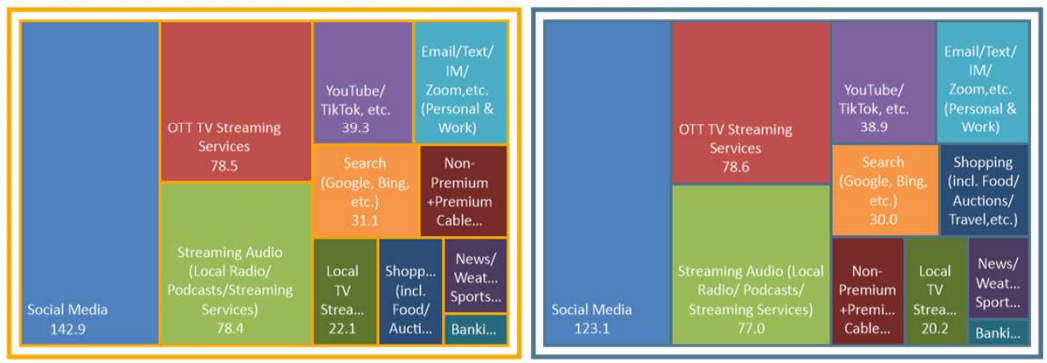
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Digital (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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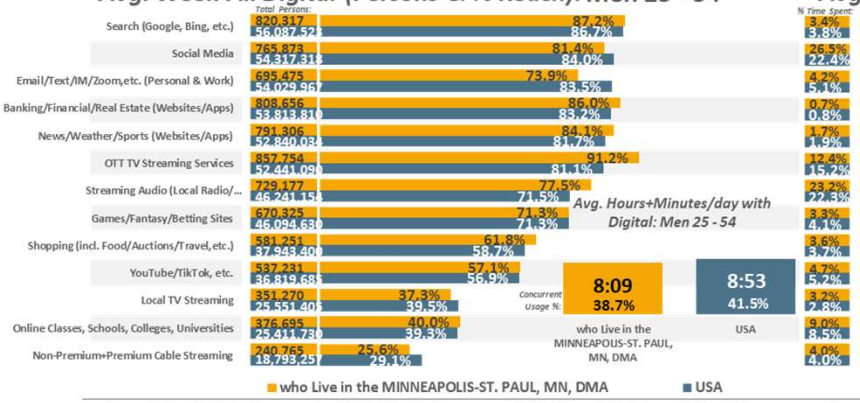
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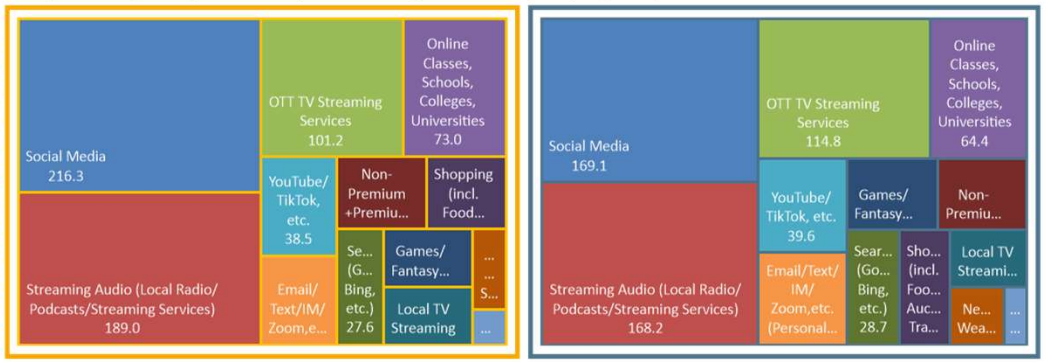
M25-54

634,337 or 67.4% of Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA use Ad-Supported Social Media for an average of 199. minutes every day representing 34.5% of all time spent daily with Ad-Supported Digital Media.

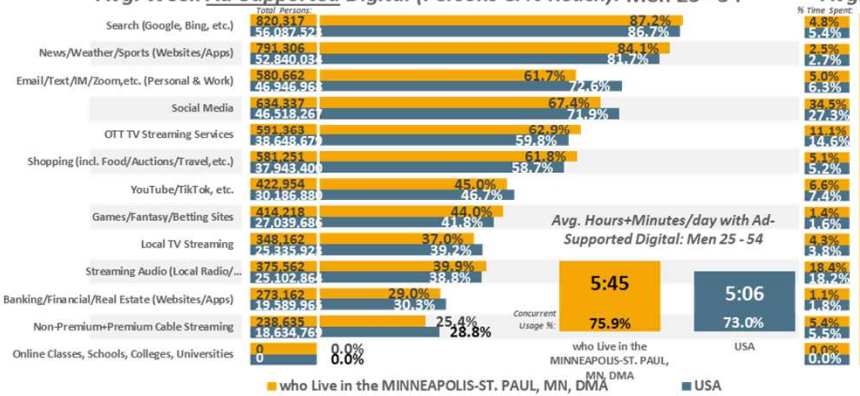
Avg. Week All Digital (Persons & % Reach): Men 25 - 54



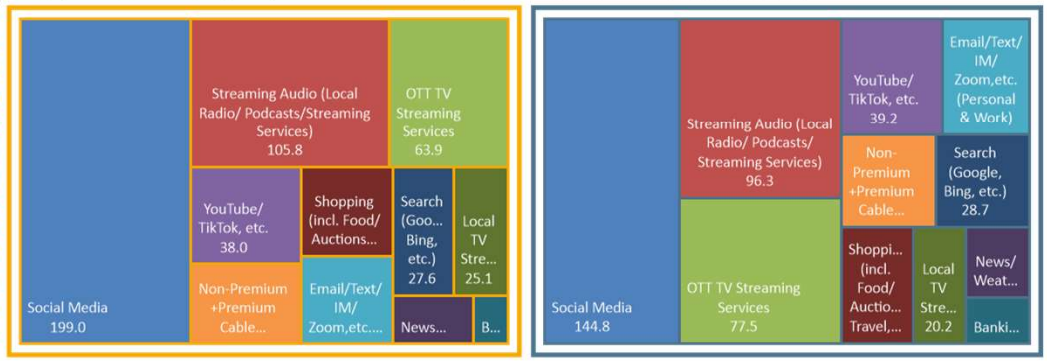
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Avg. Week Ad-Supported Digital (Persons & % Reach): Men 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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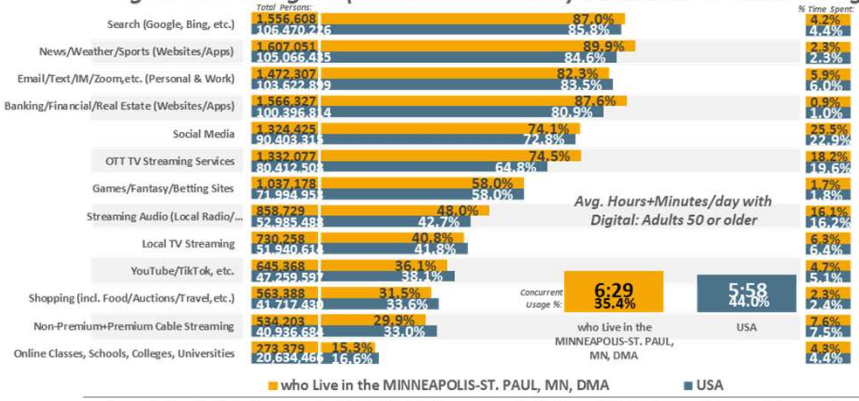
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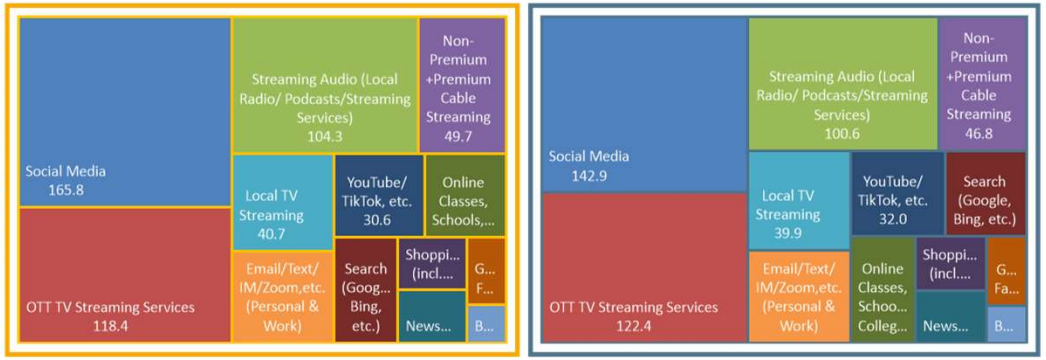
P50+

1,147,627 or 64.2% of Adults 50 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA use Ad-Supported Social Media for an average of 143.7 minutes every day representing 27.8% of all time spent daily with Ad-Supported Digital Media.

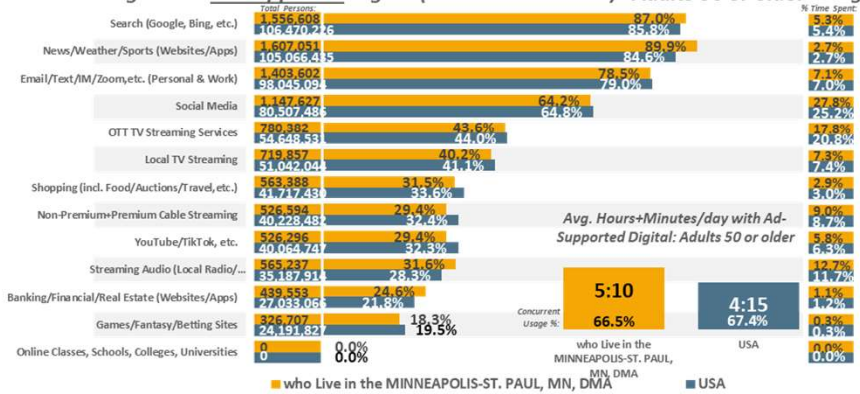
Avg. Week All Digital (Persons & % Reach): Adults 50 or older



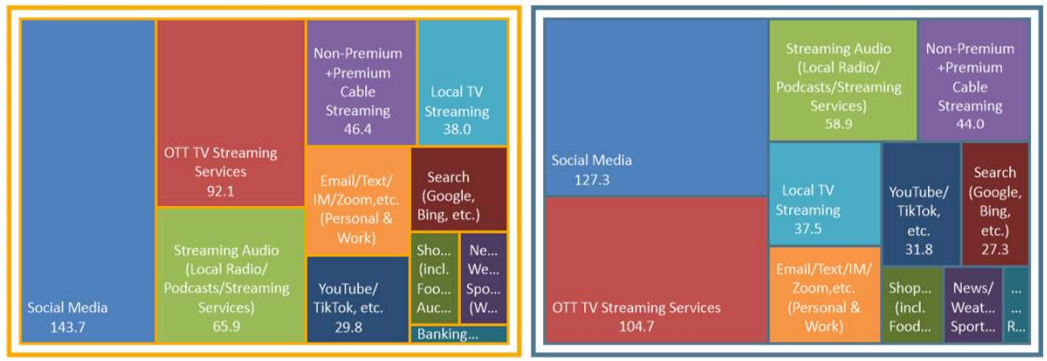
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 50 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



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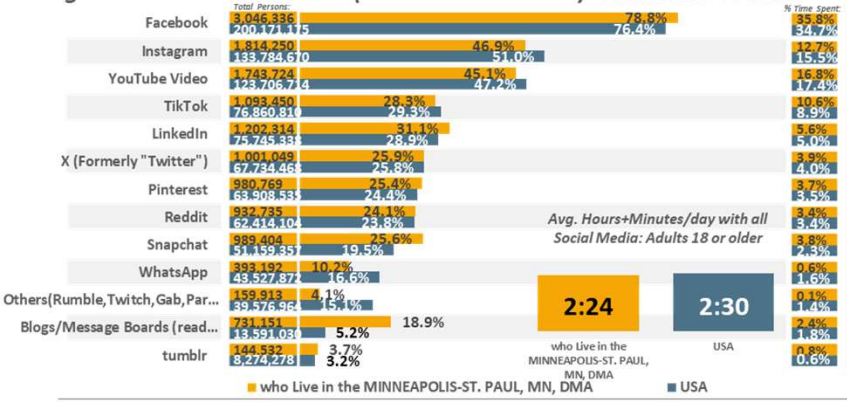
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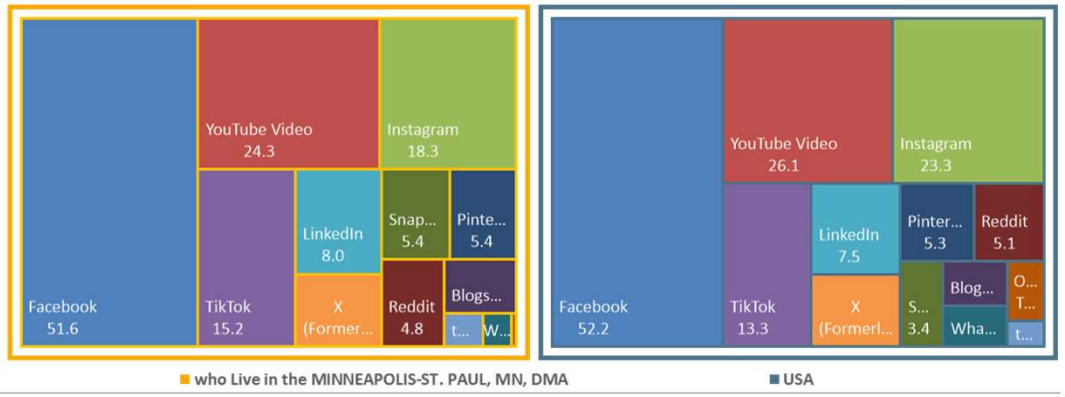
P18+

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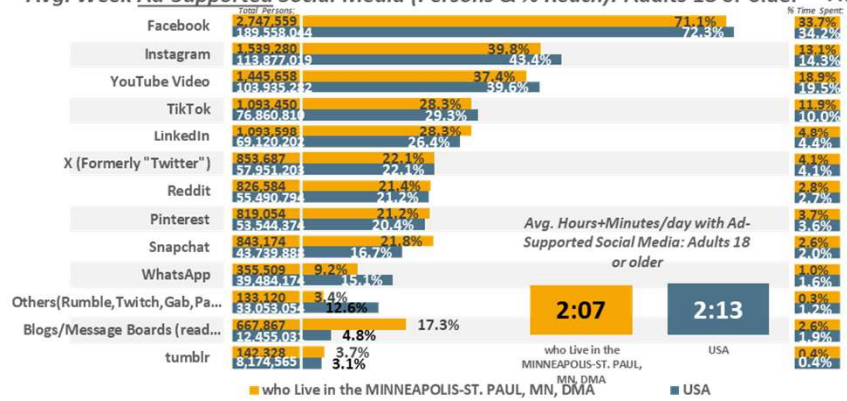
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



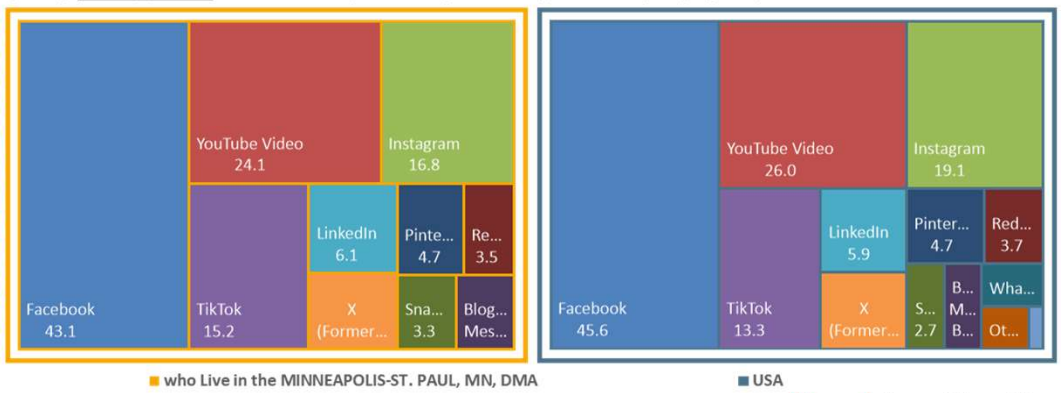
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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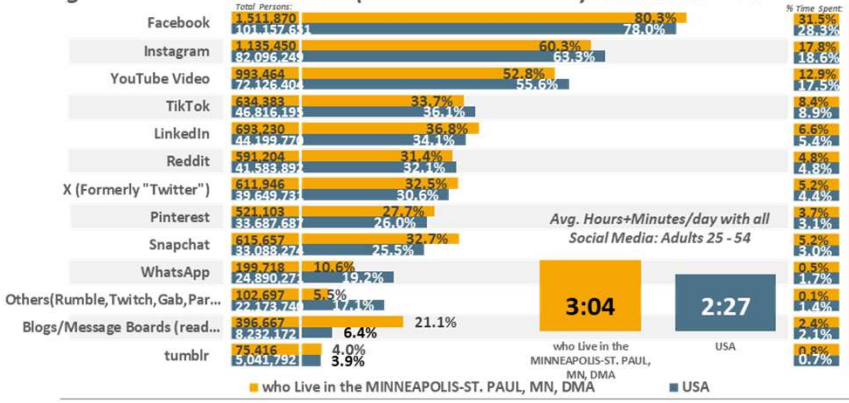
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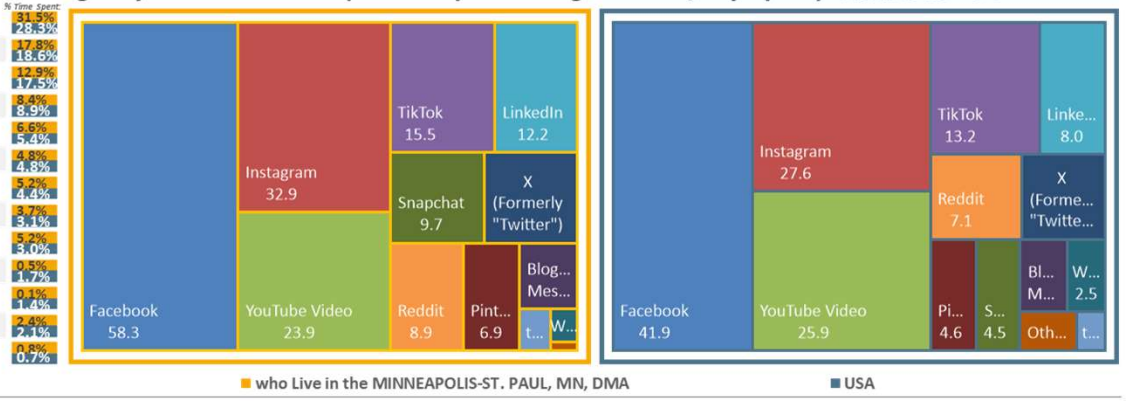
P25-54

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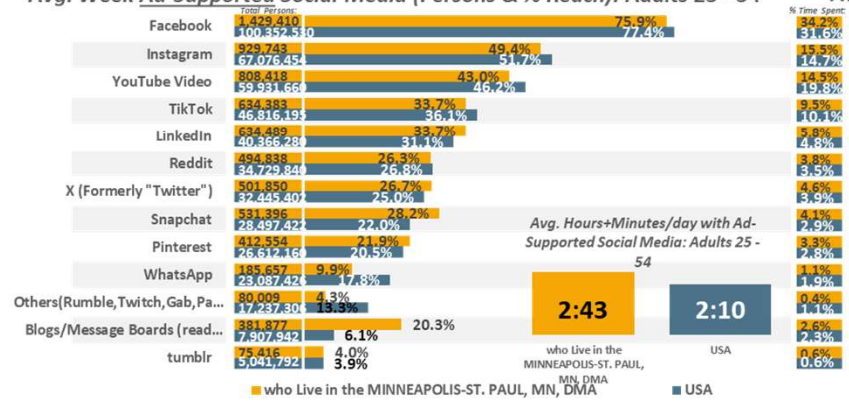
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



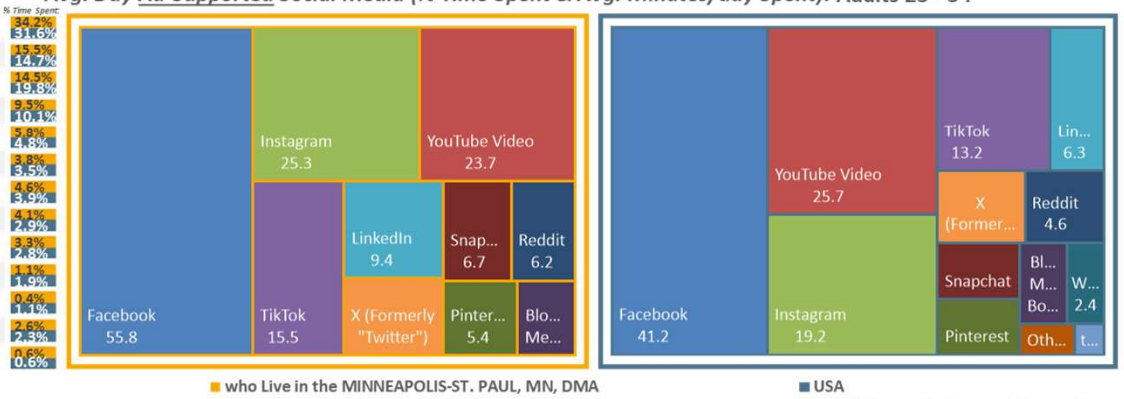
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

USA Projection Scarborough R2 2024: Jul23-Aug24 Qual Intab 23,324

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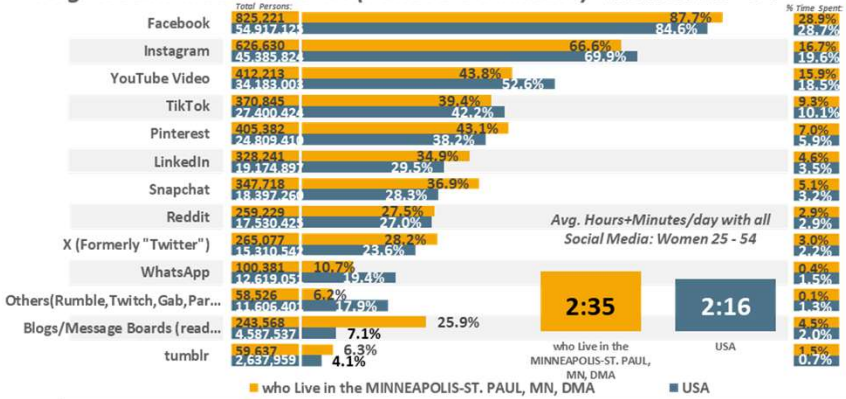
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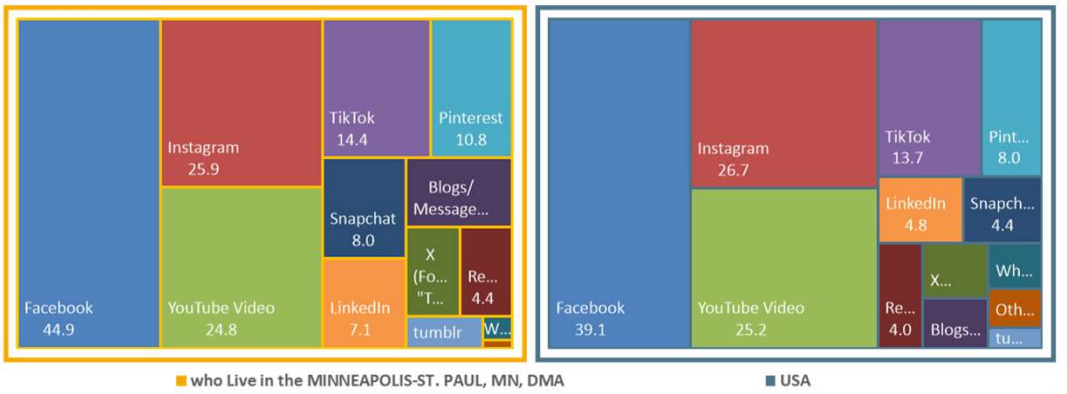
W25-54

795,073 or 84.5% of Women 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA use Ad-Supported Facebook for an average of 43.1 minutes every day representing 29.8% of all time spent daily with Ad-Supported Social Media.

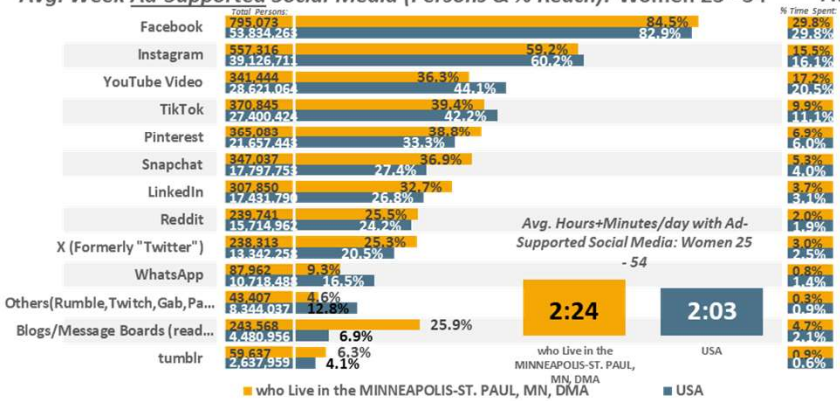
Avg. Week All Social Media (Persons & % Reach): Women 25 - 54



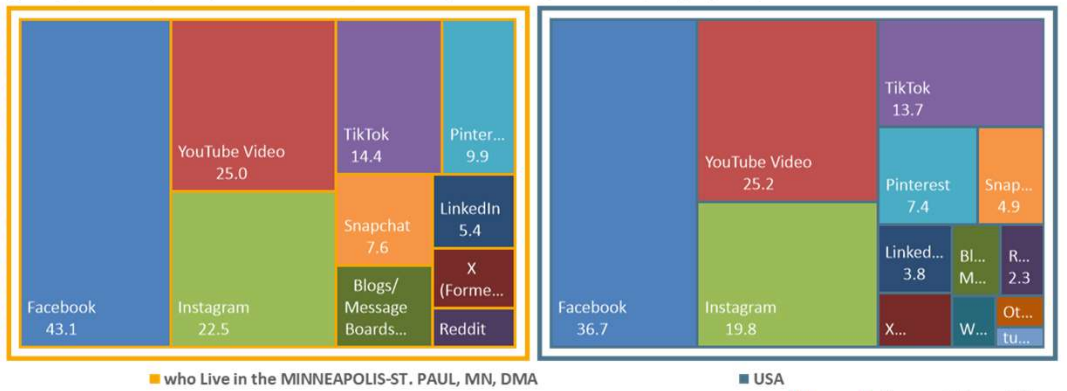
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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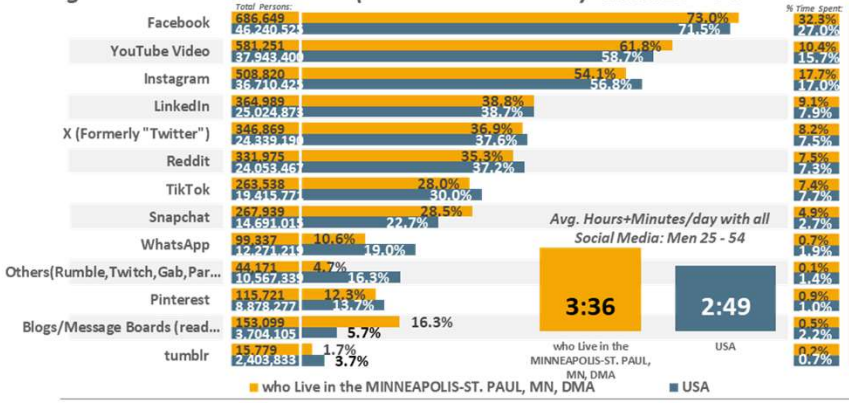
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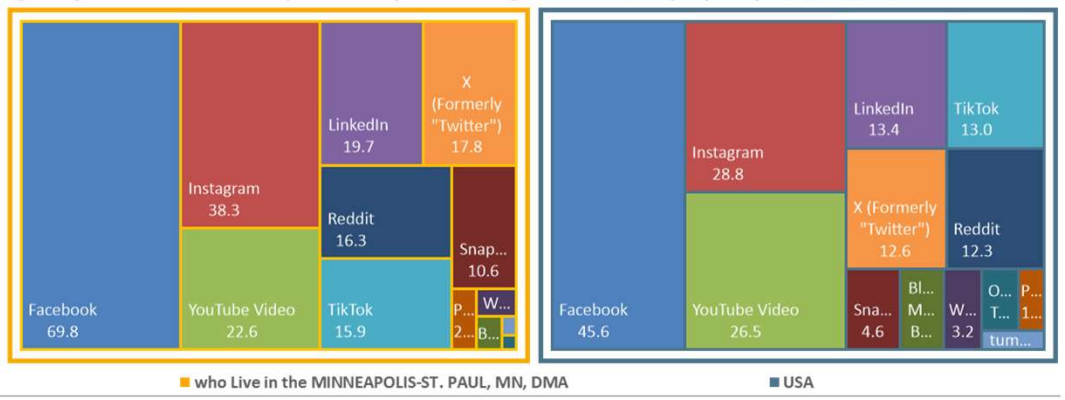
M25-54

634,337 or 67.4% of Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA use Ad-Supported Facebook for an average of 65.2 minutes every day representing 36.4% of all time spent daily with Ad-Supported Social Media.

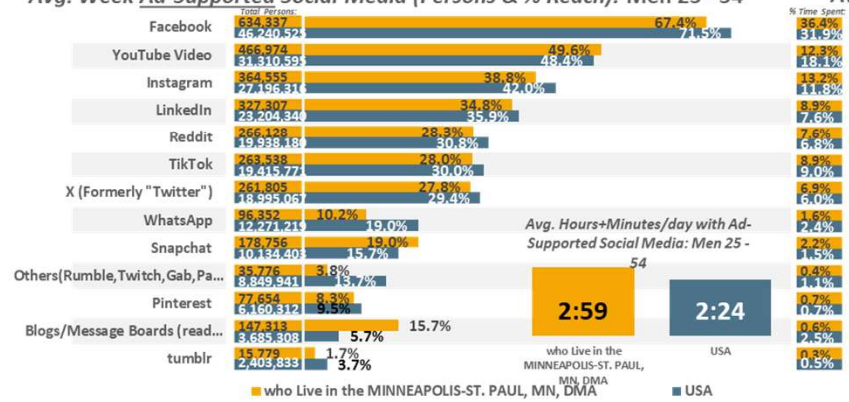
Avg. Week All Social Media (Persons & % Reach): Men 25 - 54



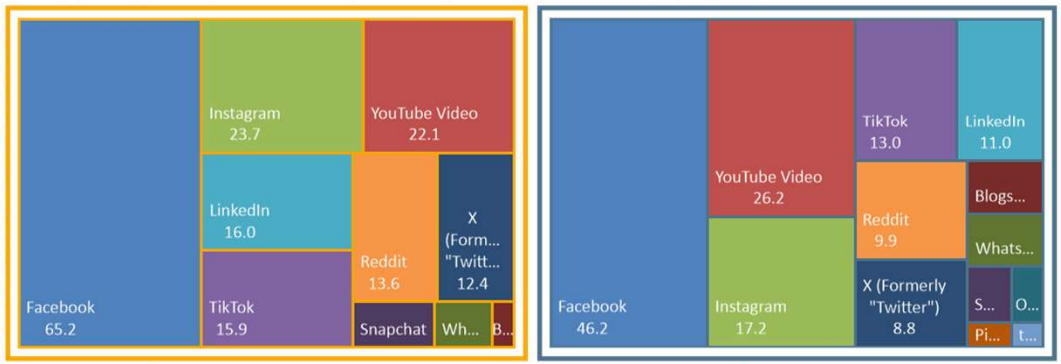
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Men 25 - 54



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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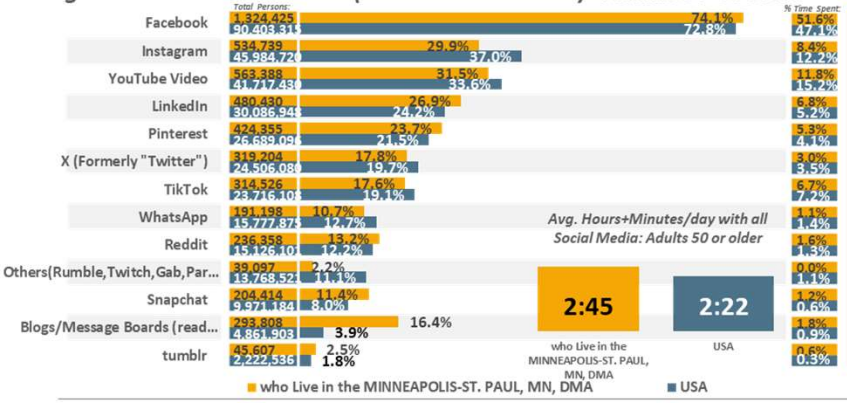
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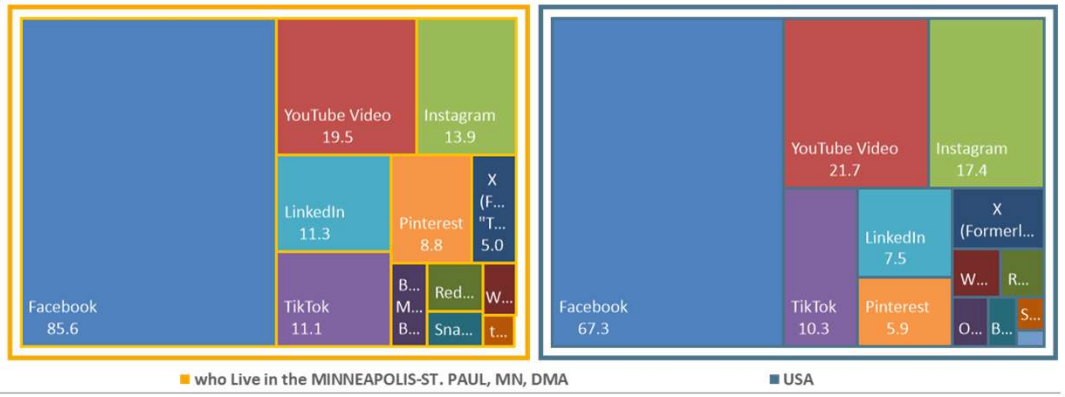
P50+

1,147,627 or 64.2% of Adults 50 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA use Ad-Supported Facebook for an average of 72.1 minutes every day representing 50.2% of all time spent daily with Ad-Supported Social Media.

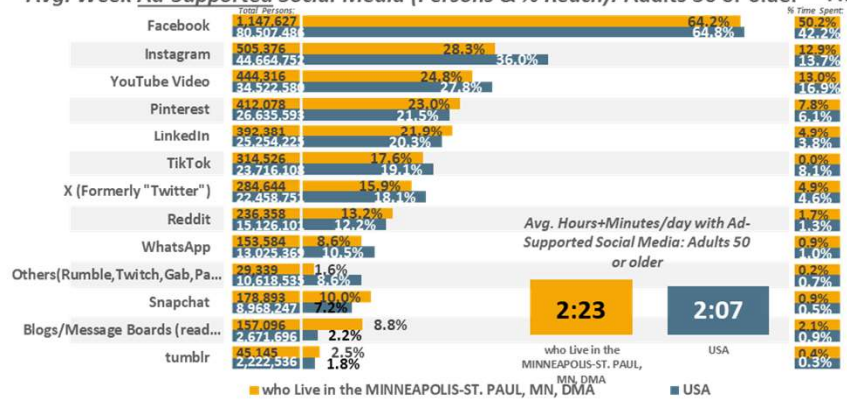
Avg. Week All Social Media (Persons & % Reach): Adults 50 or older



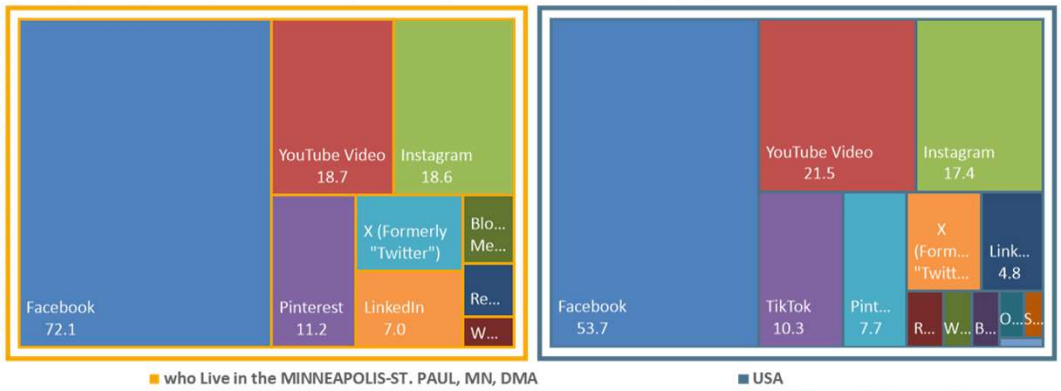
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 50 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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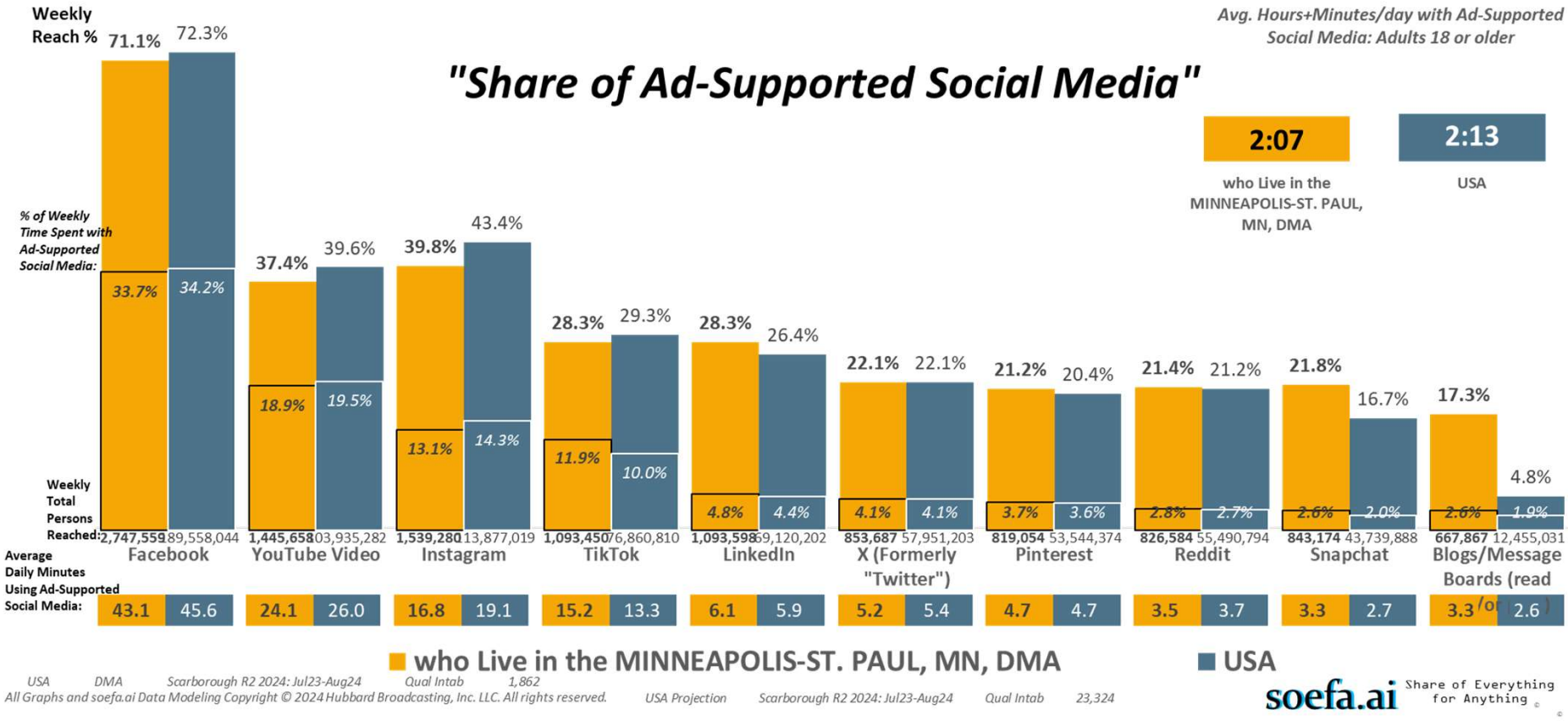
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P18+

2,747,559 or 71.1% of Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA use Ad-Supported Facebook for an average of 43.1 minutes every day representing 33.7% of all time spent daily with Ad-Supported Social Media.



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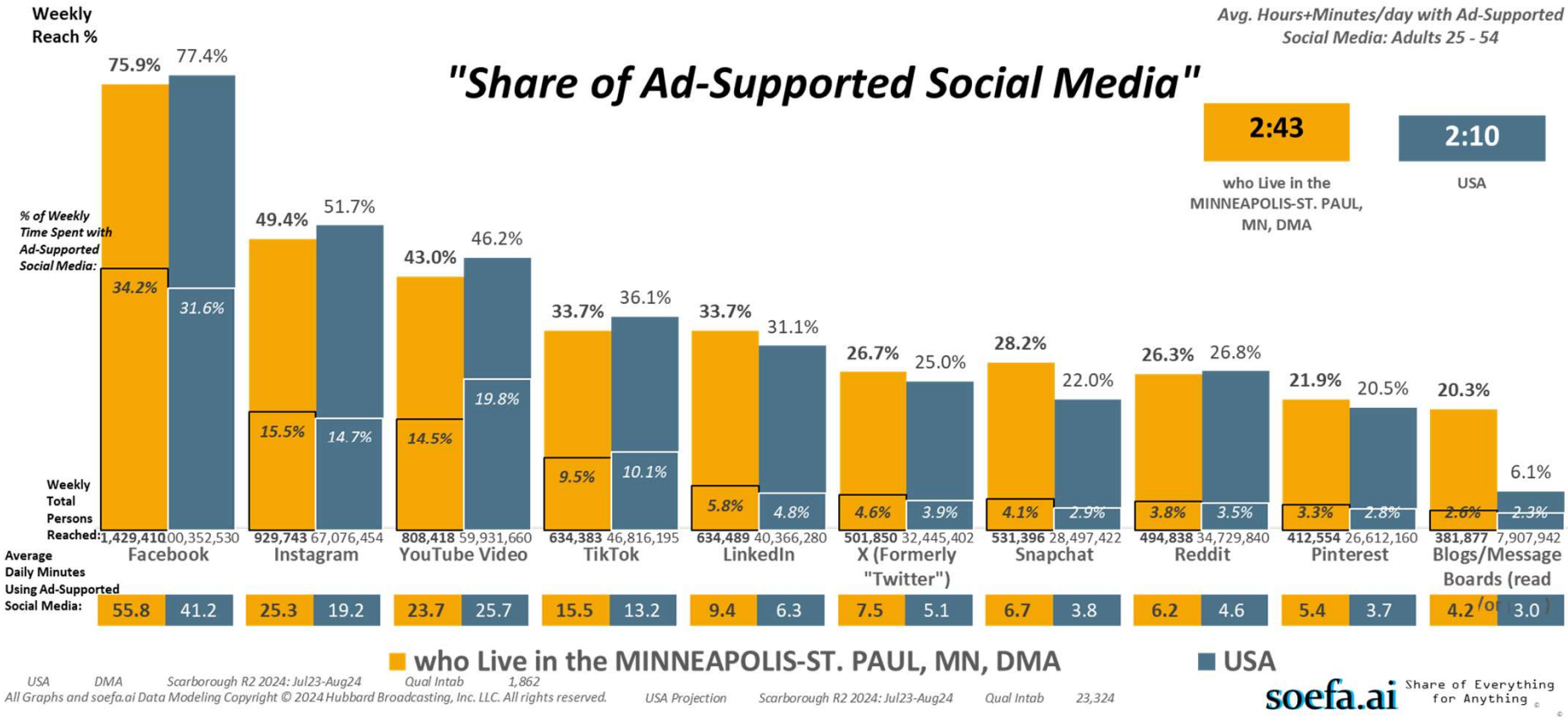
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P25-54

1,429,410 or 75.9% of Adults 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA use Ad-Supported Facebook for an average of 55.8 minutes every day representing 34.2% of all time spent daily with Ad-Supported Social Media.



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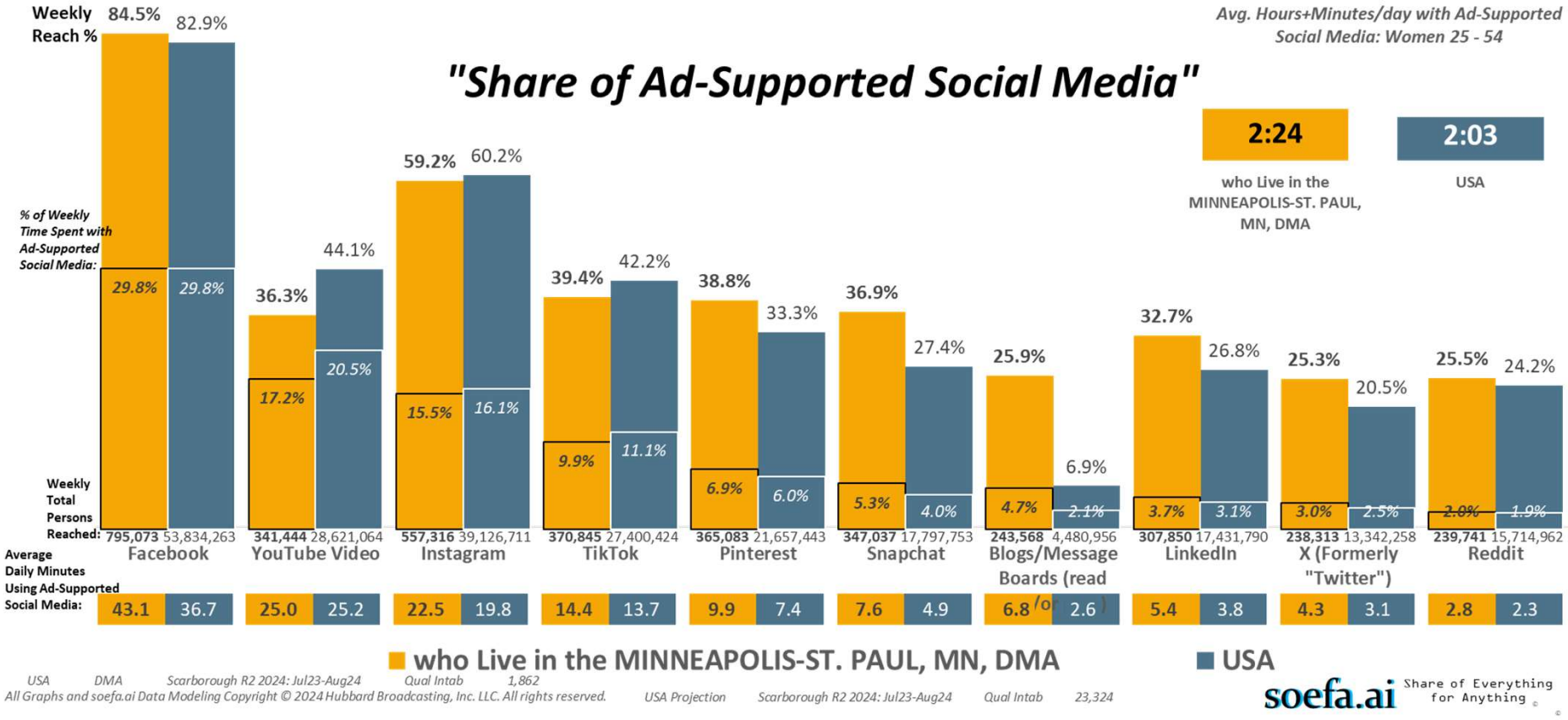
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W25-54

795,073 or 84.5% of Women 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA use Ad-Supported Facebook for an average of 43.1 minutes every day representing 29.8% of all time spent daily with Ad-Supported Social Media.



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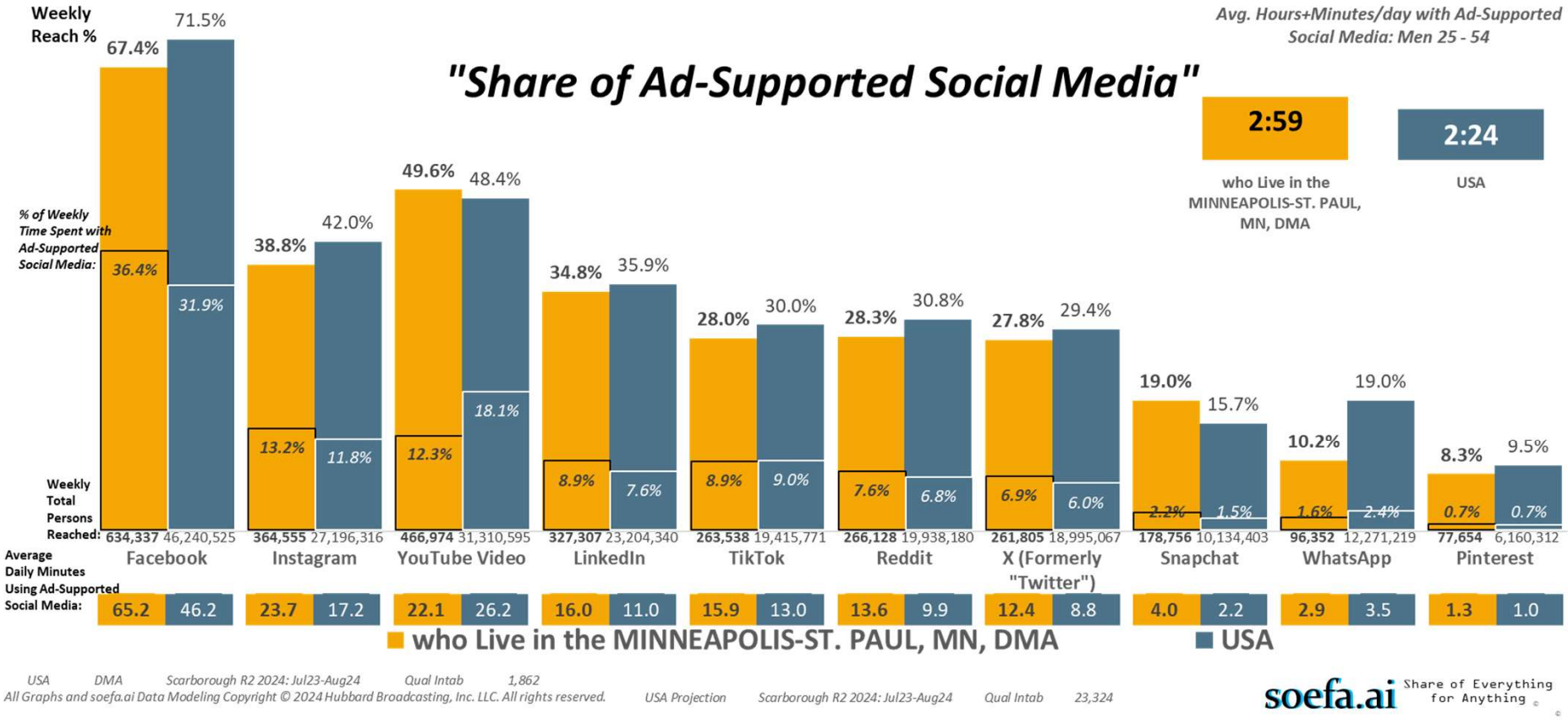
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M25-54

634,337 or 67.4% of Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA use Ad-Supported Facebook for an average of 65.2 minutes every day representing 36.4% of all time spent daily with Ad-Supported Social Media.



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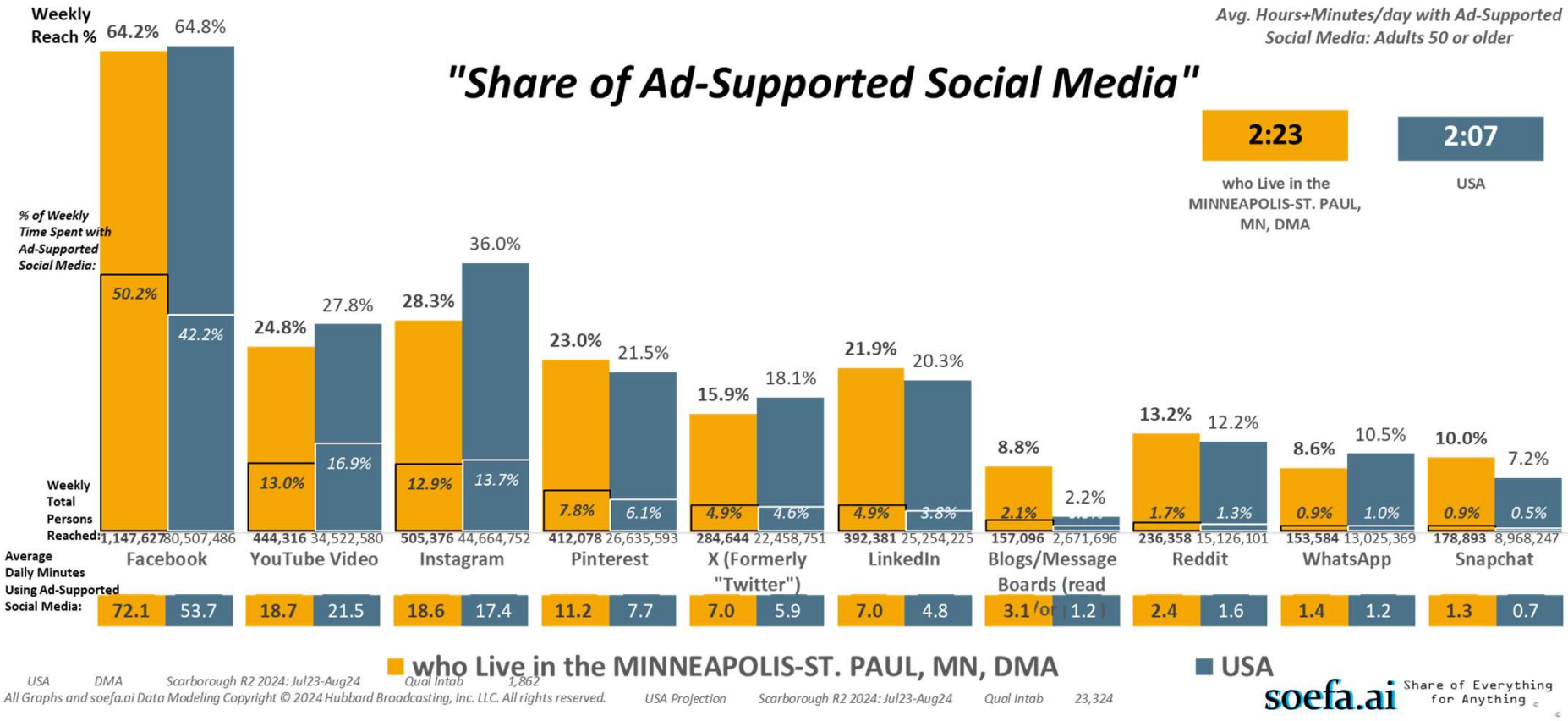
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P50+

1,147,627 or 64.2% of Adults 50 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA use Ad-Supported Facebook for an average of 72.1 minutes every day representing 50.2% of all time spent daily with Ad-Supported Social Media.



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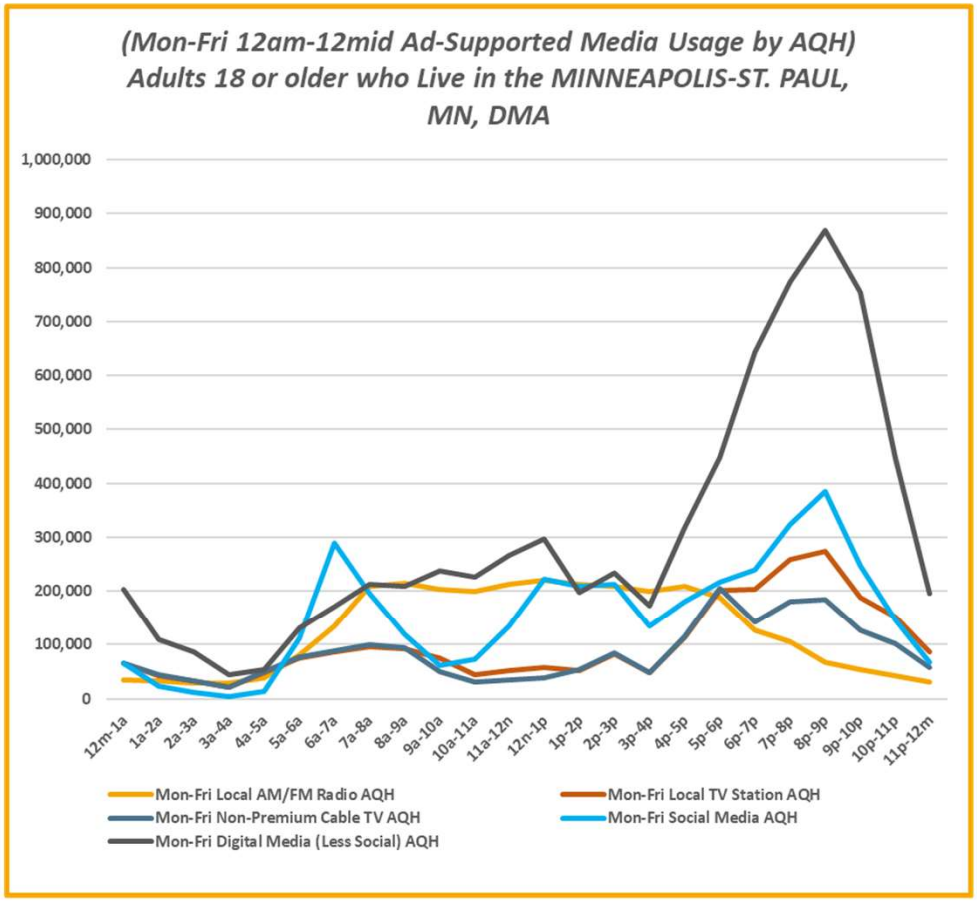
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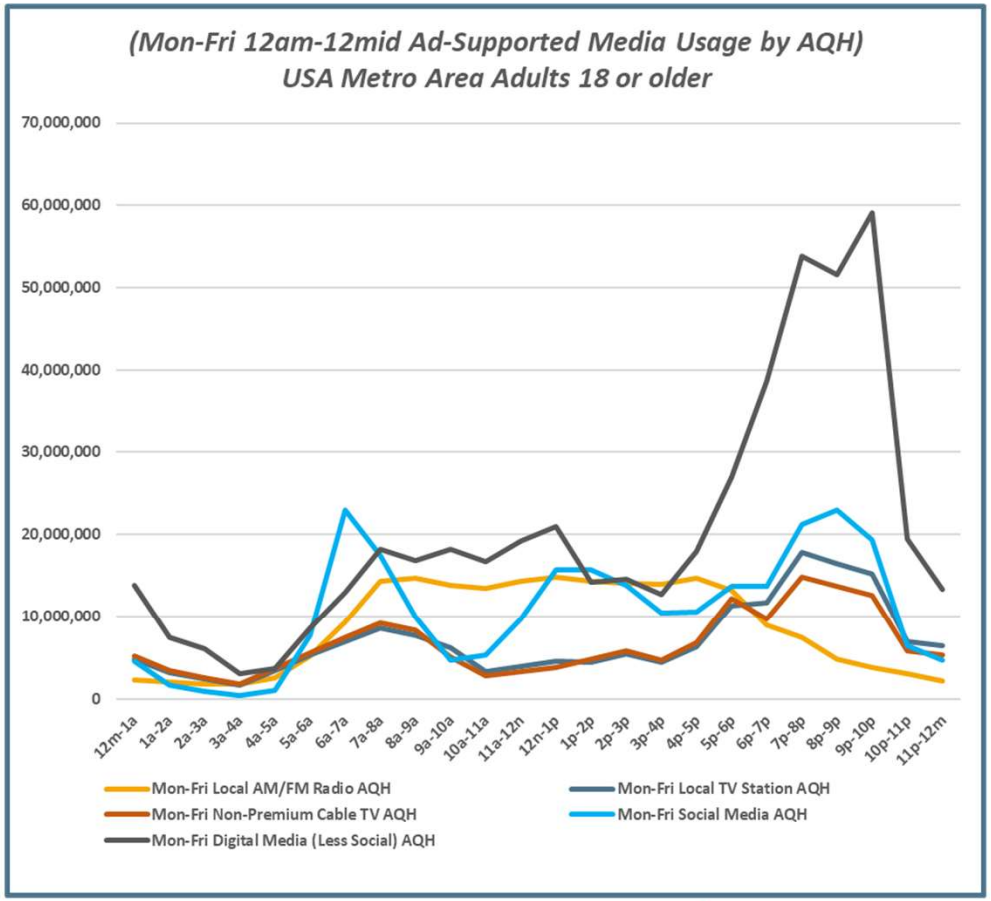
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P18+

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 279,169; Local Radio: 195,183; Social Media: 175,816; Local TV: 92,360; Non-Prem. Cable: 83,172 reaching Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.





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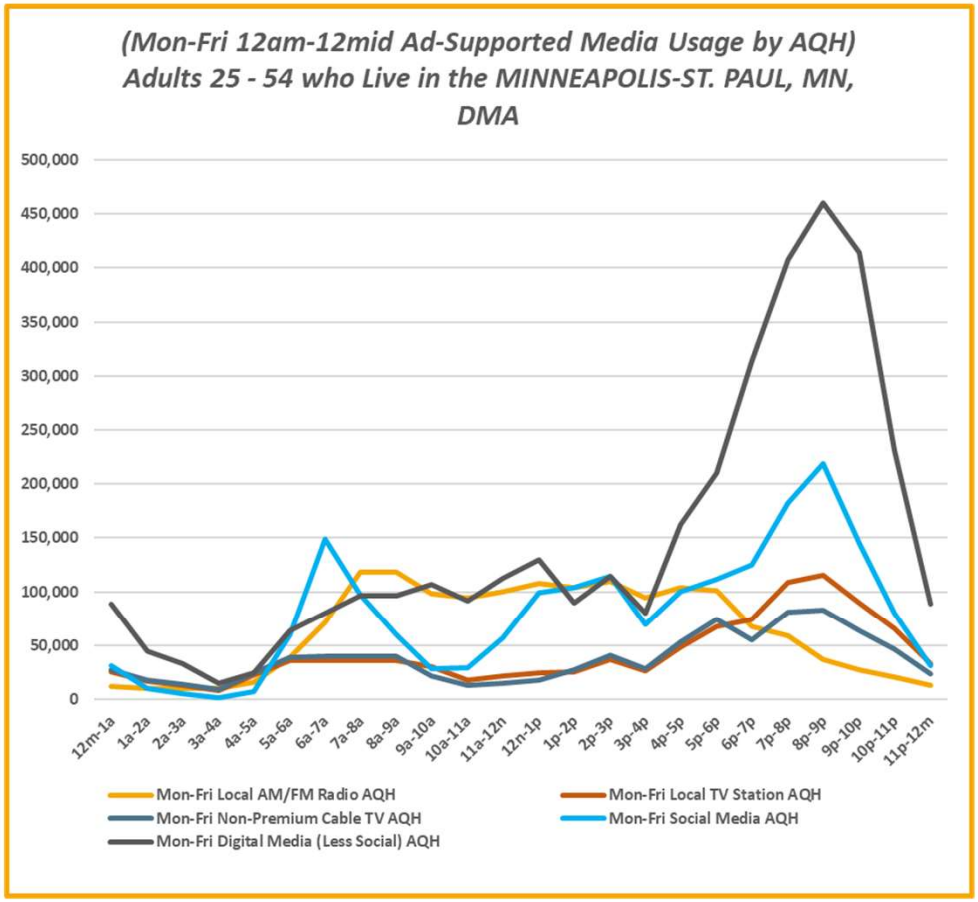
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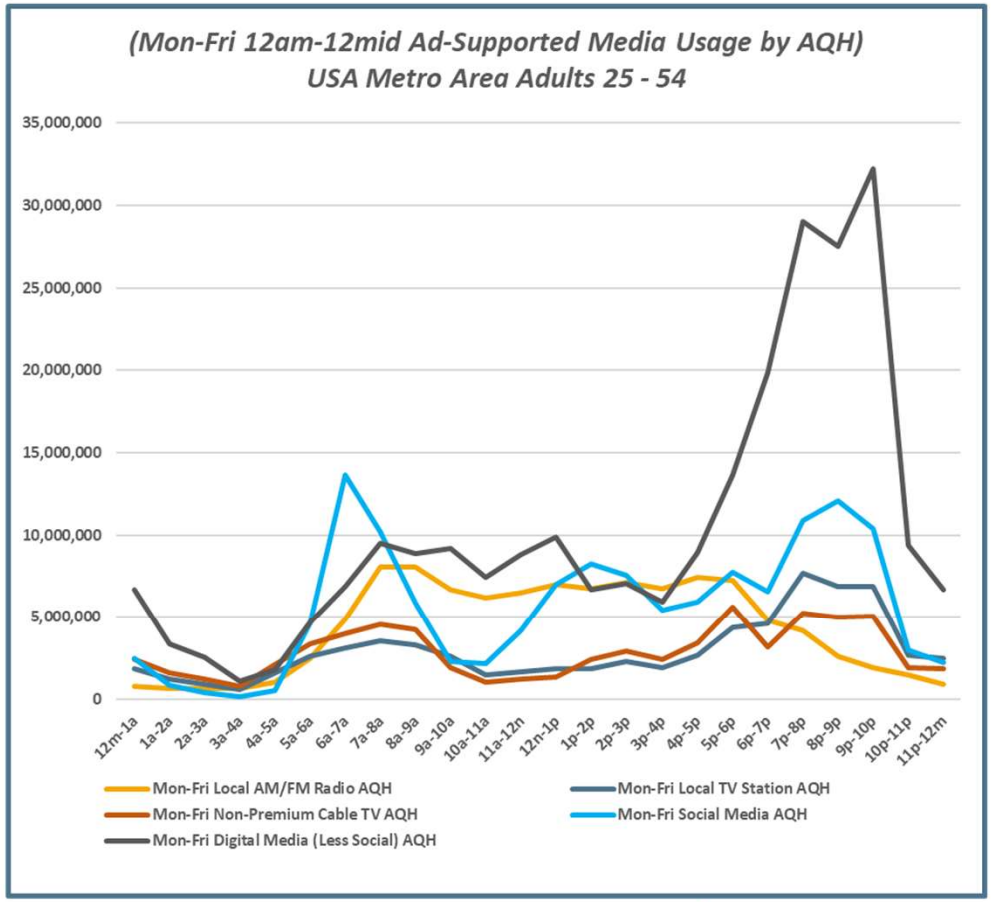
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P25-54

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 129,455; Local Radio: 99,096; Social Media: 87,972; Local TV: 37,006; Non-Prem. Cable: 35,619 reaching Adults 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.





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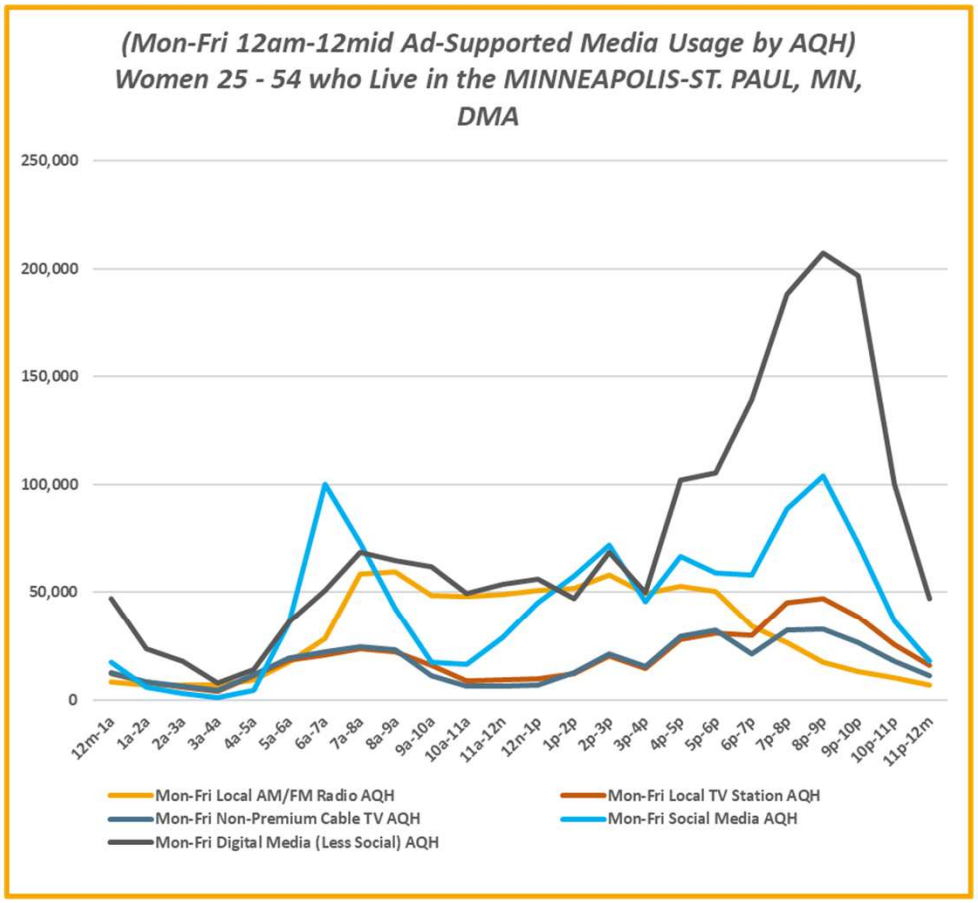
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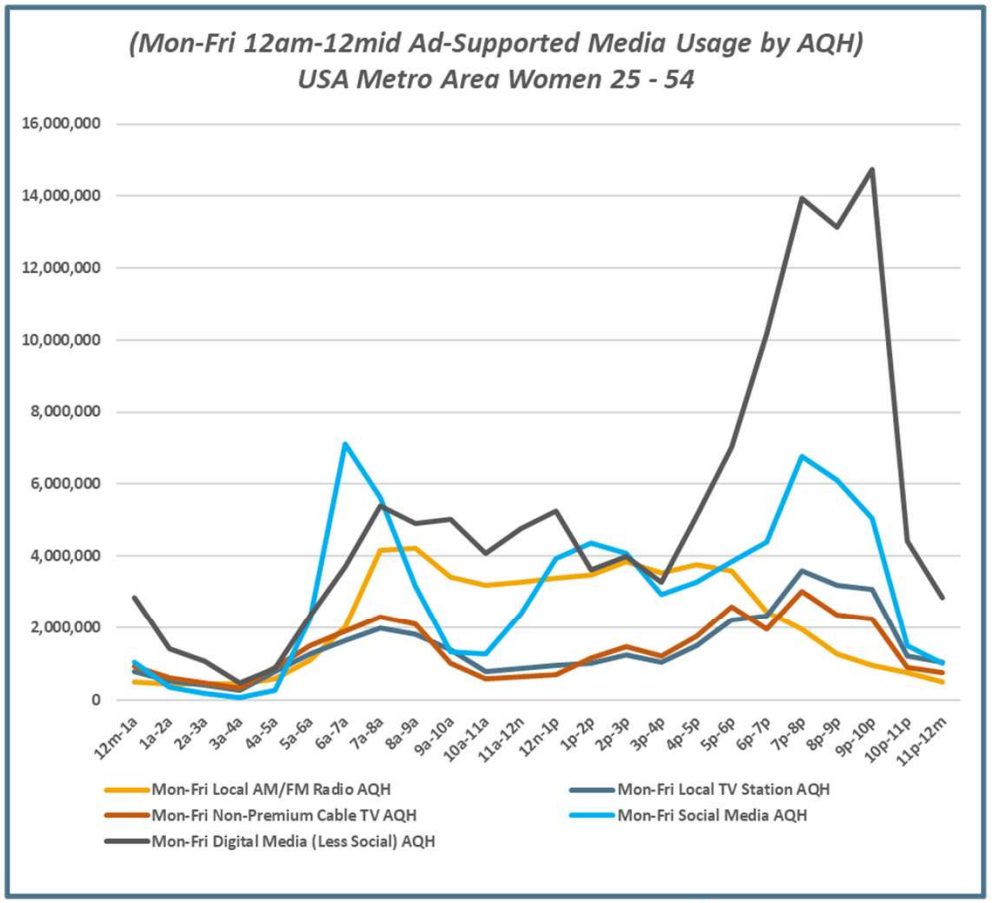
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W25-54

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 70,503; Social Media: 52,361; Local Radio: 49,134; Local TV: 18,761; Non-Prem. Cable: 17,700 reaching Women 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.





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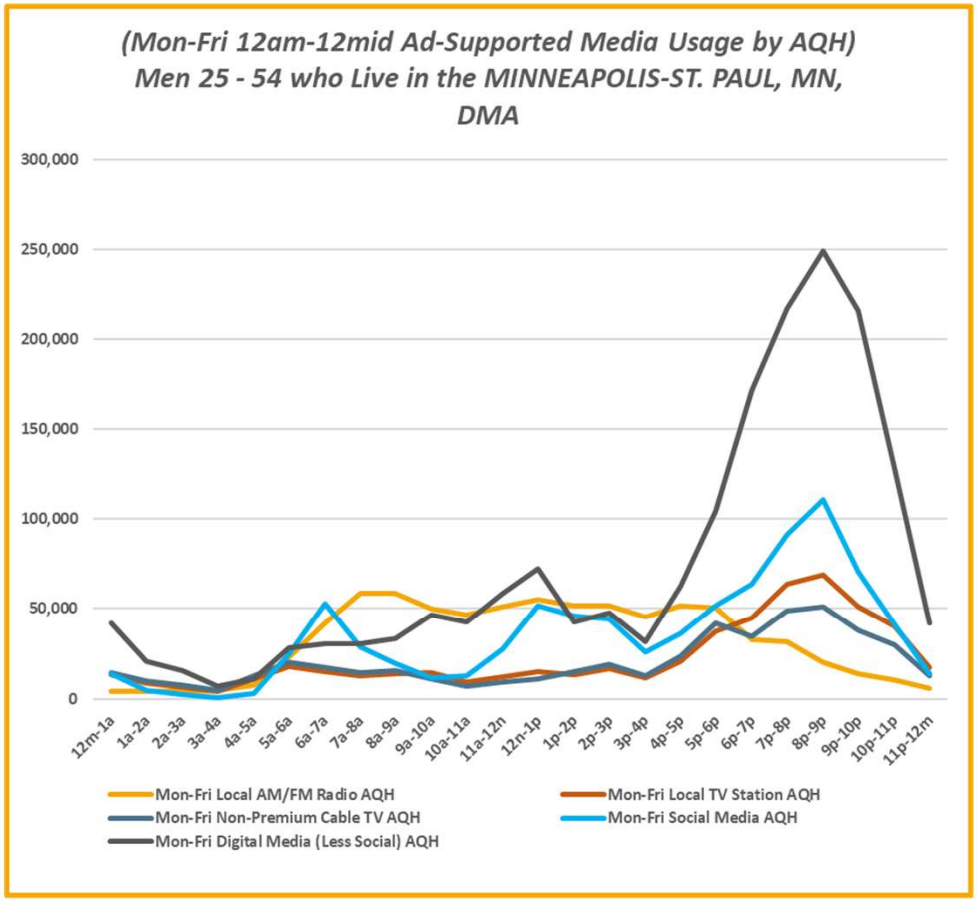
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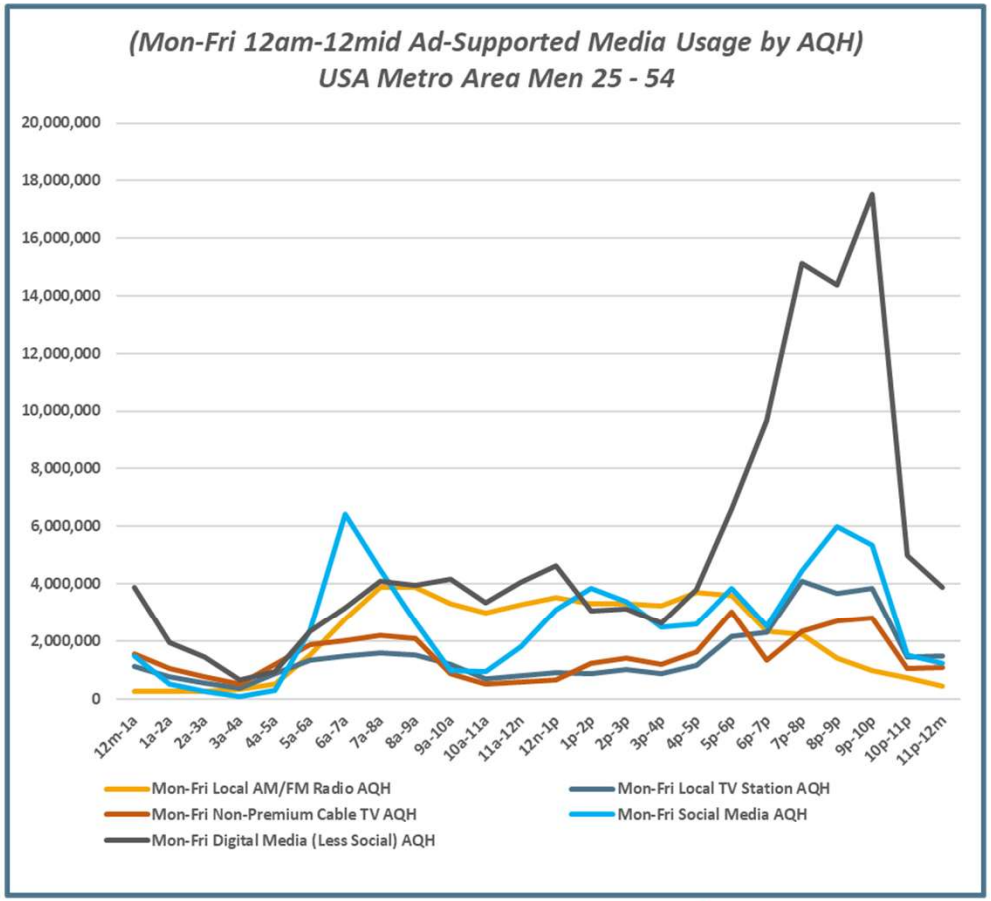
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M25-54

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 59,616; Local Radio: 49,672; Social Media: 36,407; Local TV: 18,186; Non-Prem. Cable: 17,768 reaching Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.





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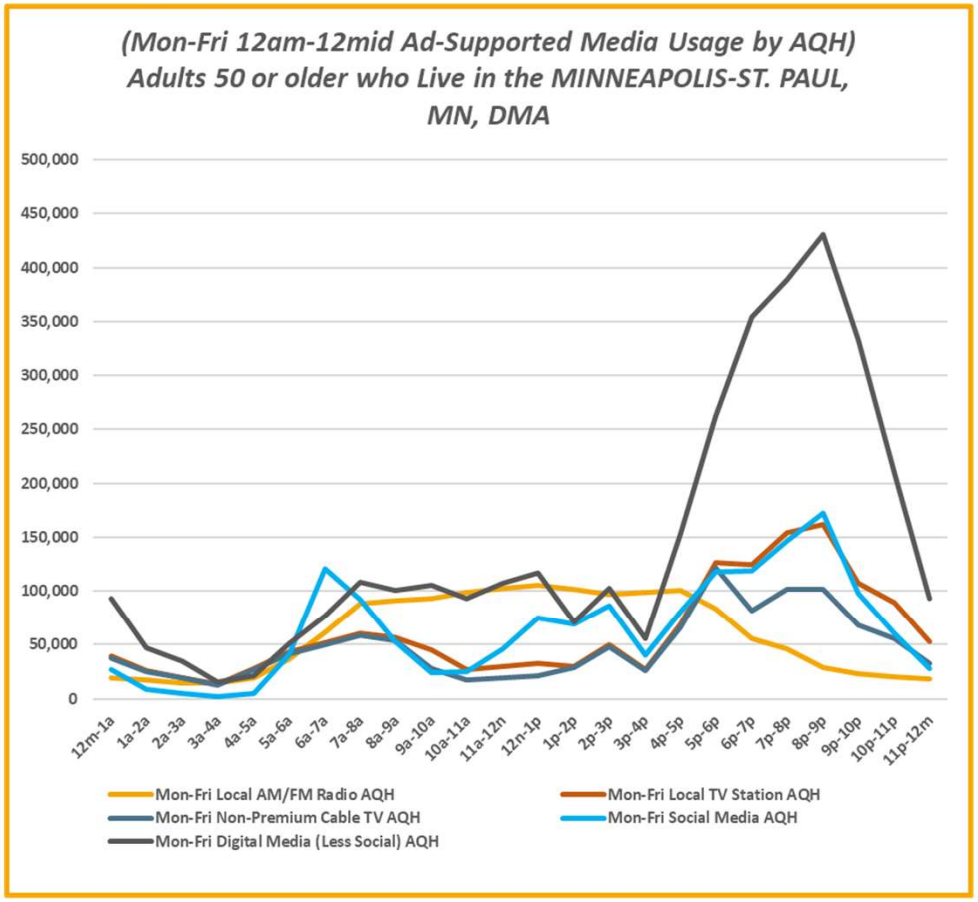
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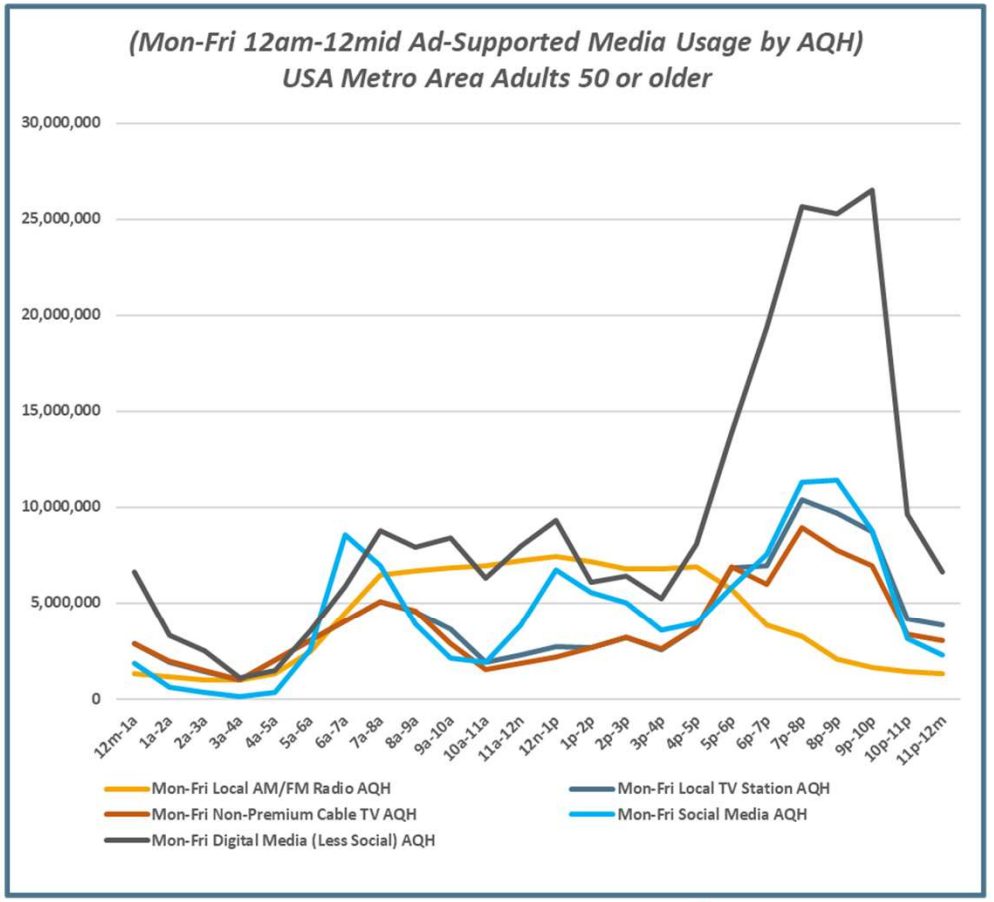
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P50+

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 131,226; Local Radio: 90,427; Social Media: 72,696; Local TV: 56,154; Non-Prem. Cable: 47,605 reaching Adults 50 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.





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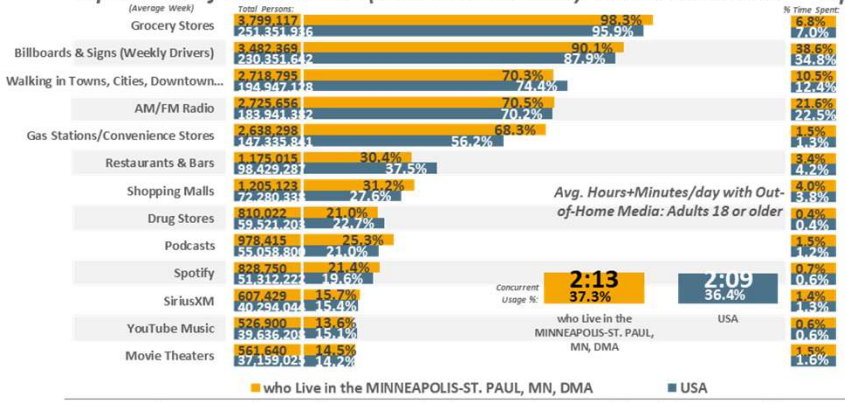
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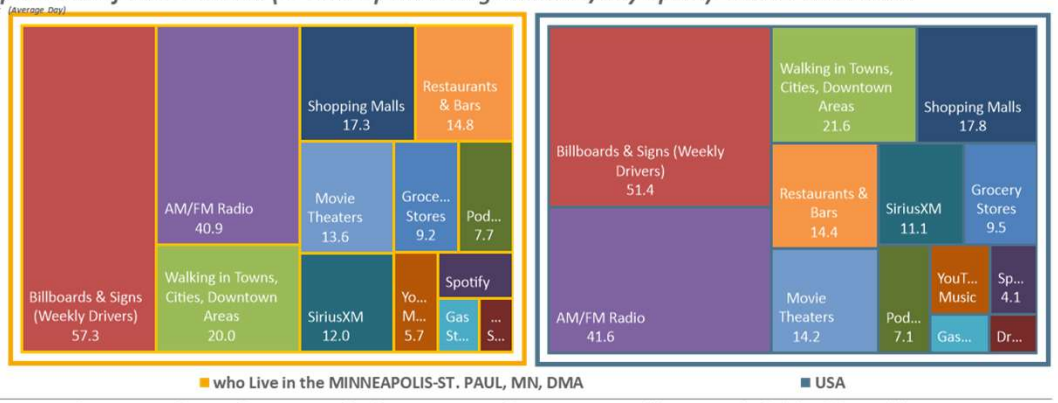
P18+

3,482,369 or 90.1% of Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 57.3 minutes per day driving, seeing Billboards and Signs. 66.6% Listen to Local Radio Stations Out-of-Home for an average of 37. minutes/day.

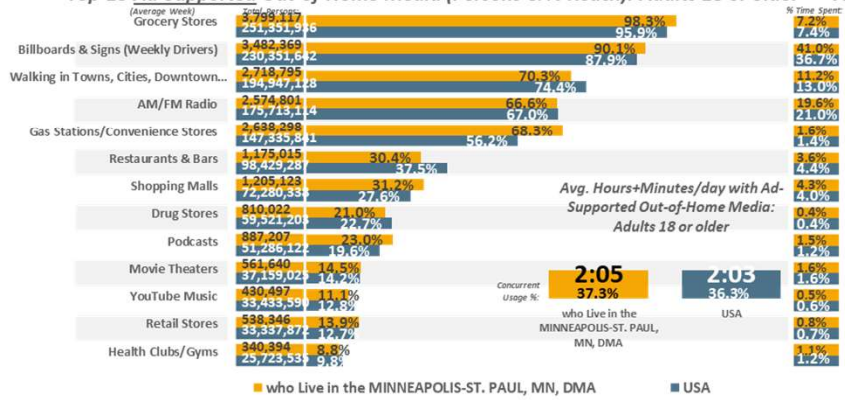
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



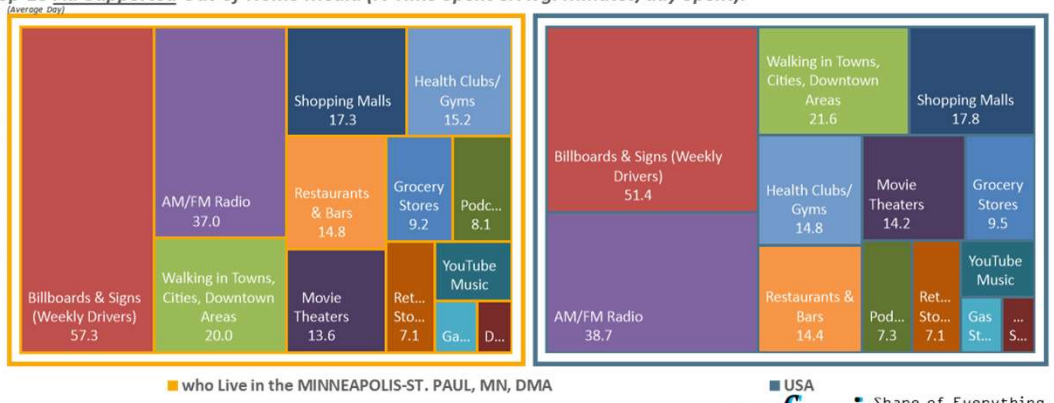
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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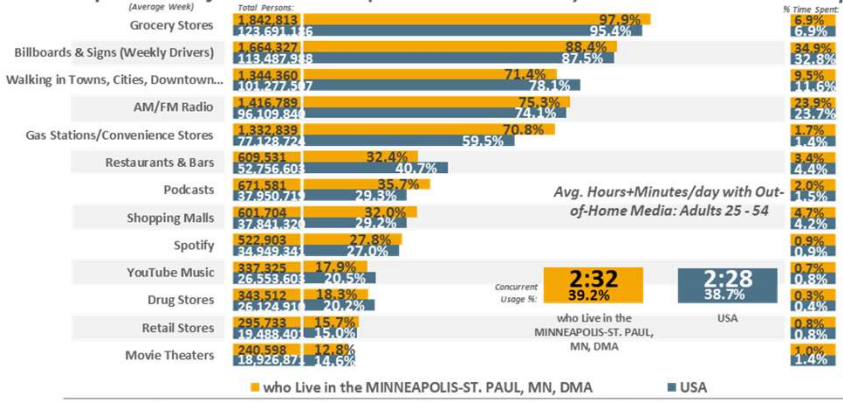
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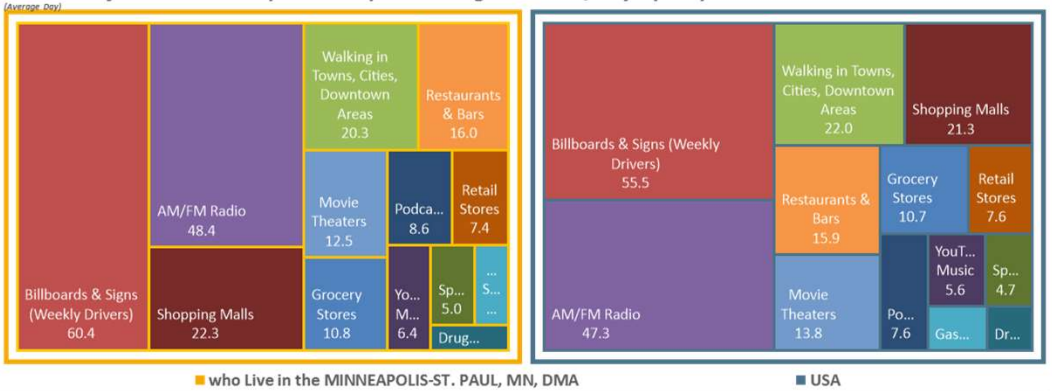
P25-54

1,664,327 or 88.4% of Adults 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 60.4 minutes per day driving, seeing Billboards and Signs. 72.2% Listen to Local Radio Stations Out-of-Home for an average of 43.5 minutes/day.

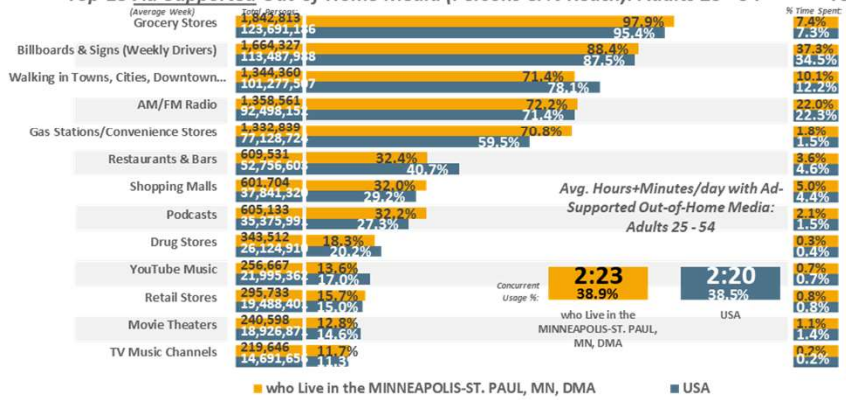
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



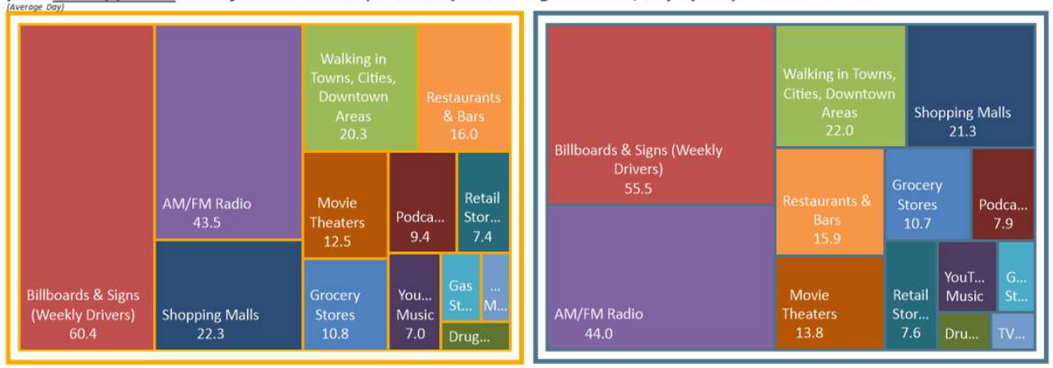
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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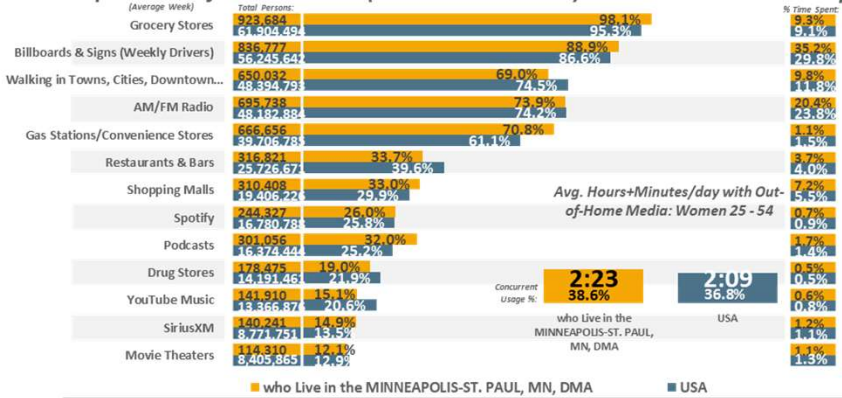
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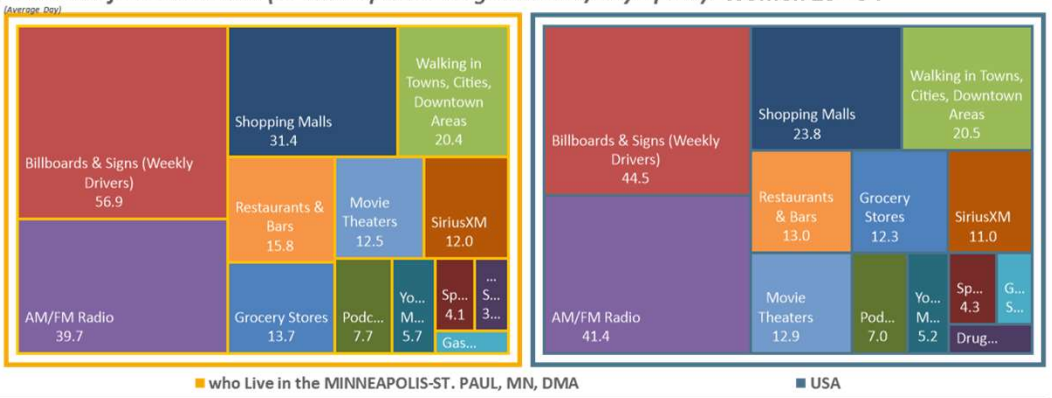
W25-54

836,777 or 88.9% of Women 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 56.9 minutes per day driving, seeing Billboards and Signs. 71.3% Listen to Local Radio Stations Out-of-Home for an average of 36.9 minutes/day.

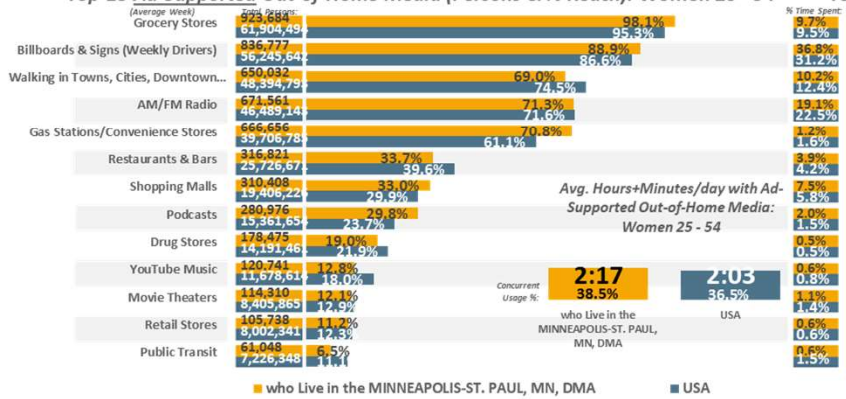
Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 54



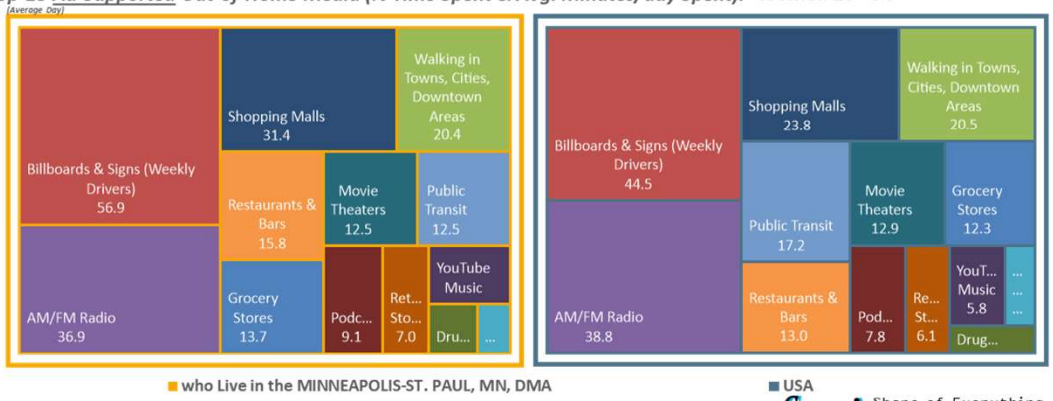
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Women 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



USA DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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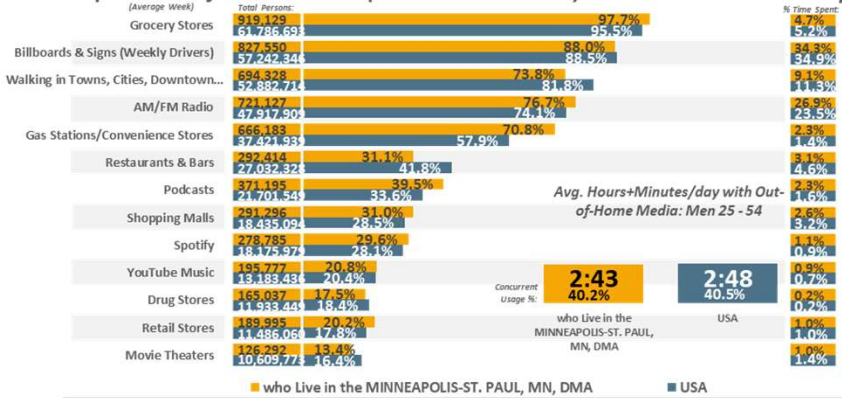
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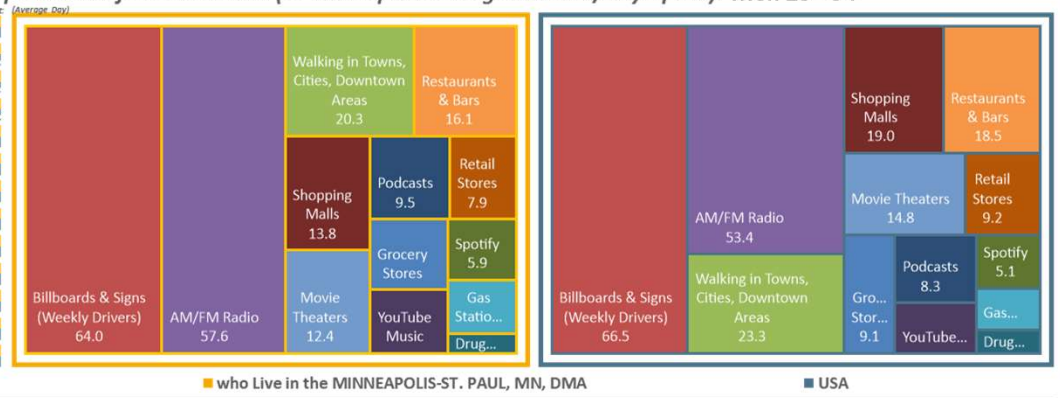
M25-54

827,550 or 88.% of Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 64. minutes per day driving, seeing Billboards and Signs. 73.% Listen to Local Radio Stations Out-of-Home for an average of 49.9 minutes/day.

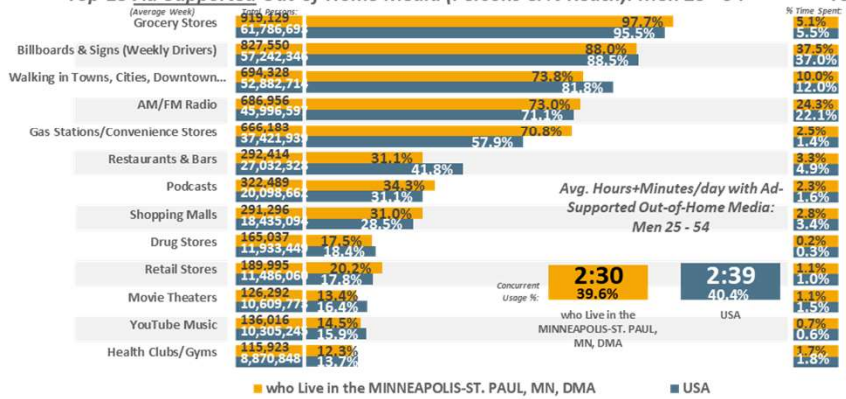
Top-13 Out-of-Home Media (Persons & % Reach): Men 25 - 54



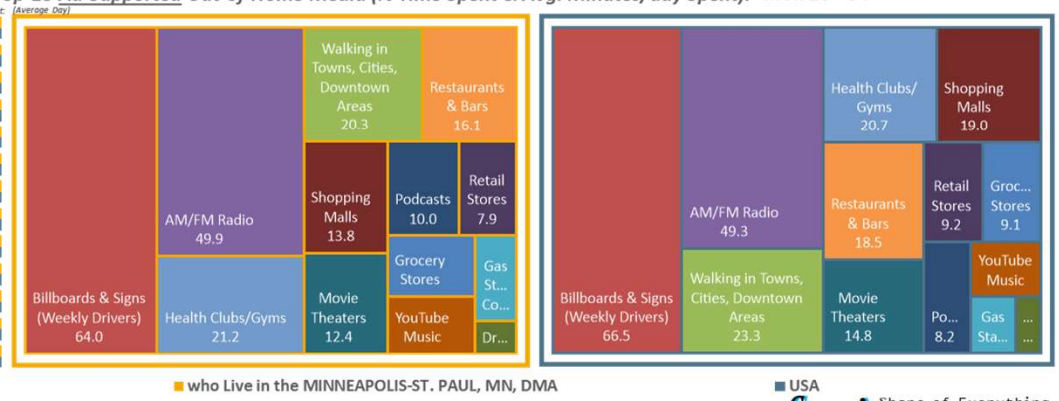
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Men 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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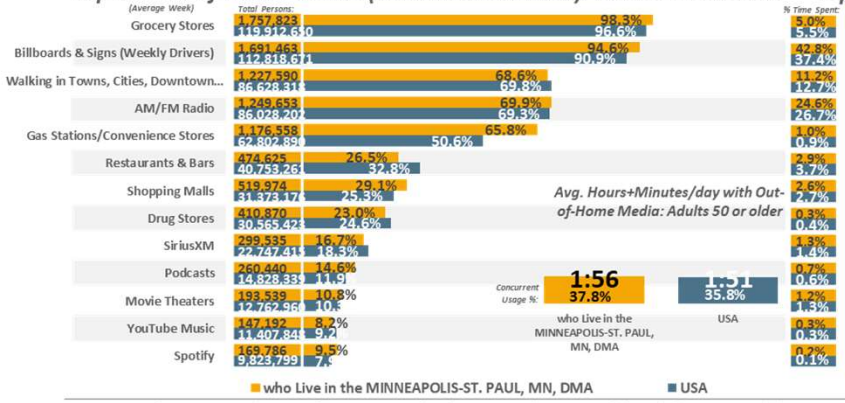
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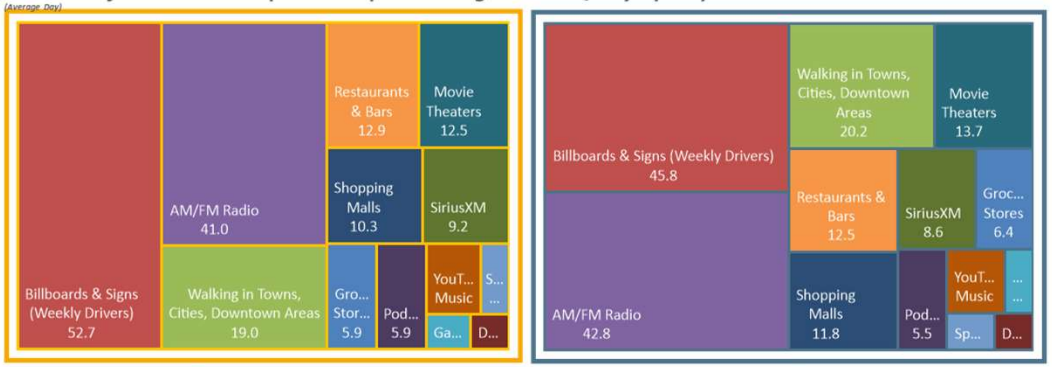
P50+

1,691,463 or 94.6% of Adults 50 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 52.7 minutes per day driving, seeing Billboards and Signs. 64.4% Listen to Local Radio Stations Out-of-Home for an average of 37.1 minutes/day.

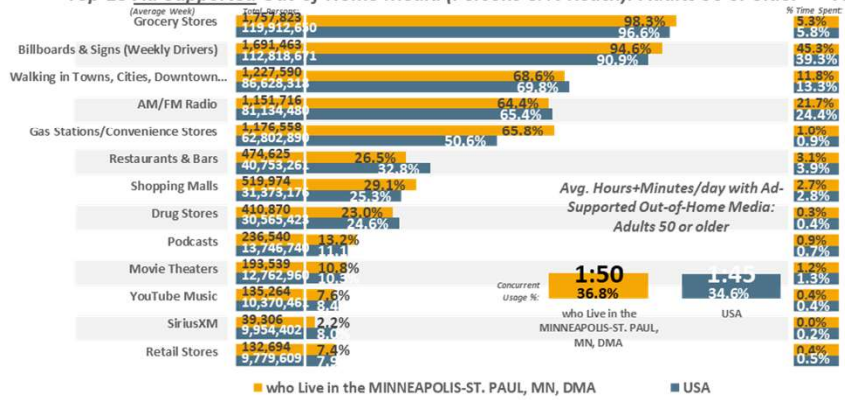
Top-13 Out-of-Home Media (Persons & % Reach): Adults 50 or older



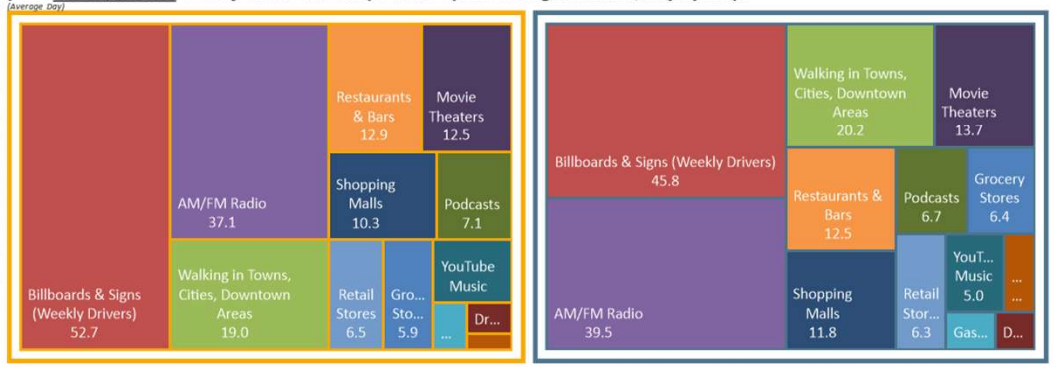
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 50 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



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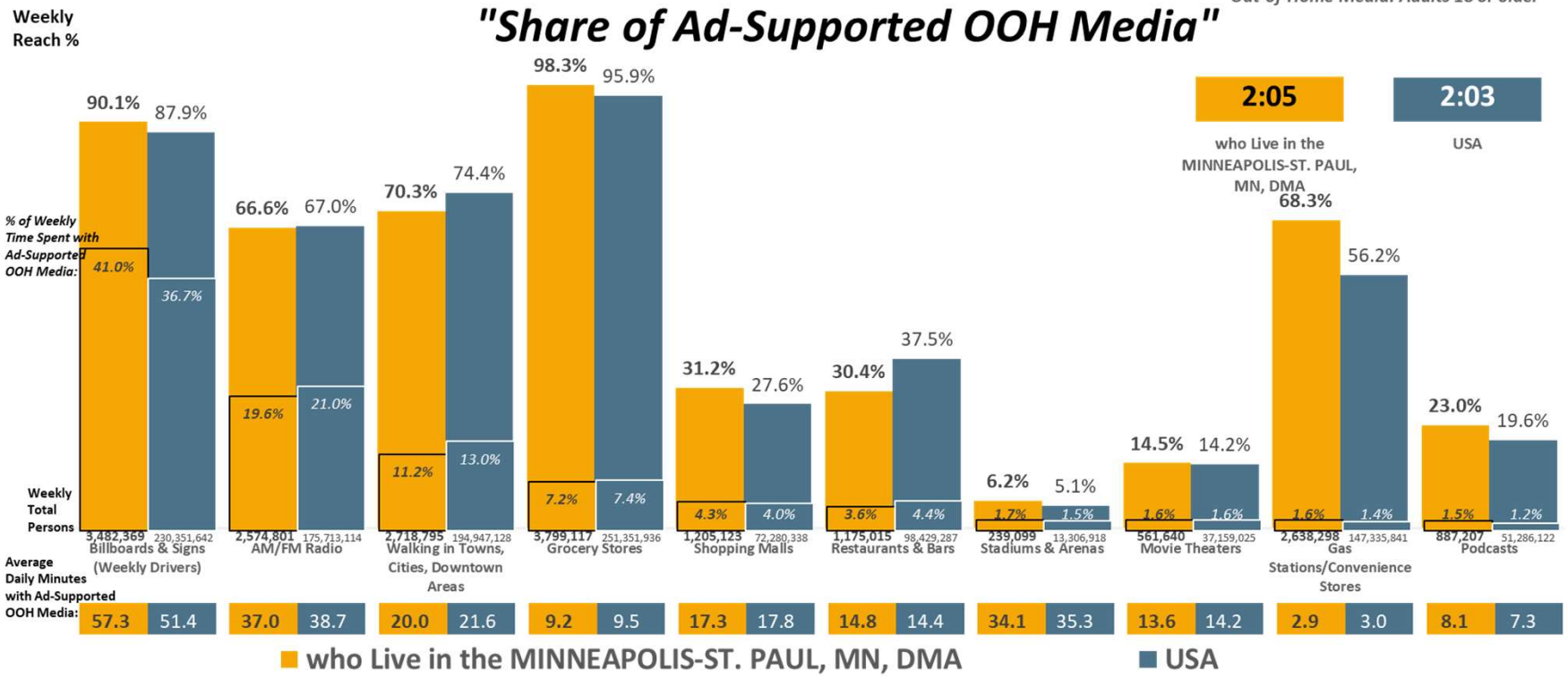


P18+

3,482,369 or 90.1% of Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 57.3 minutes per day driving, seeing Billboards and Signs representing 41.% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older

"Share of Ad-Supported OOH Media"



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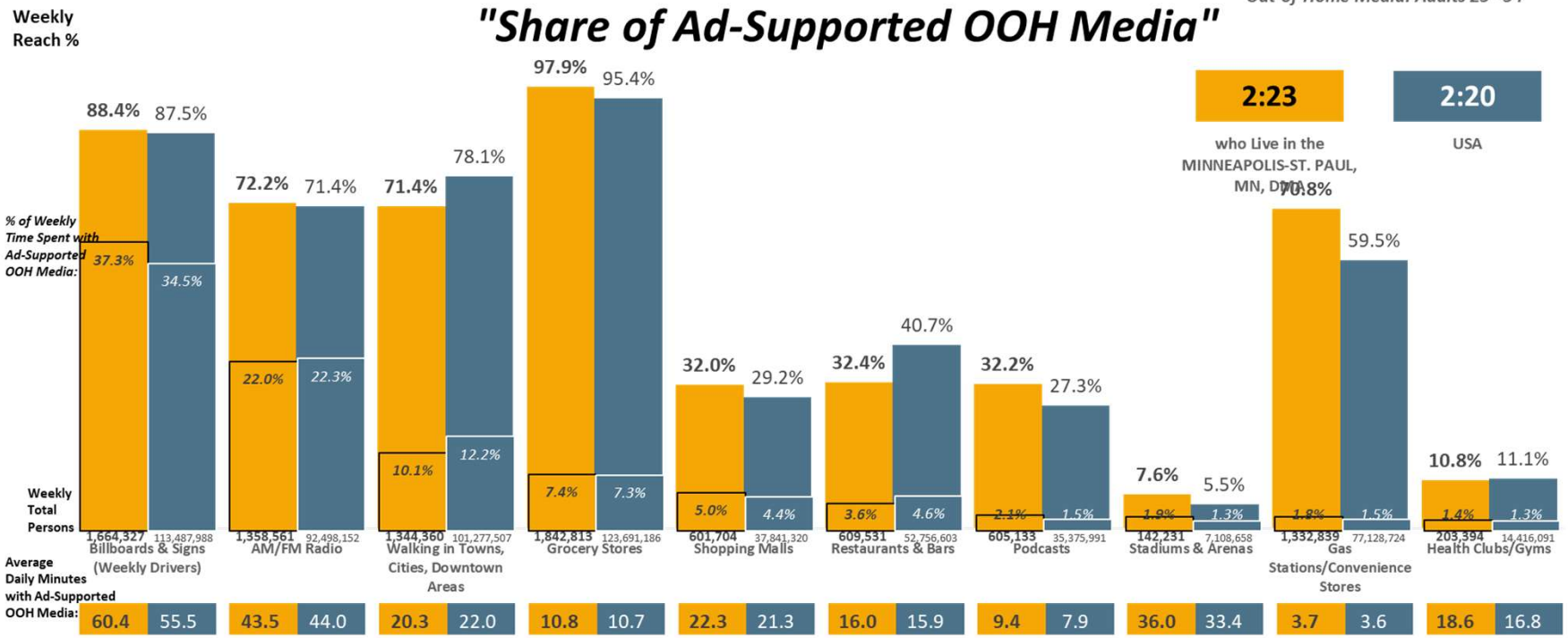


P25-54

1,664,327 or 88.4% of Adults 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 60.4 minutes per day driving, seeing Billboards and Signs representing 37.3% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 - 54

"Share of Ad-Supported OOH Media"



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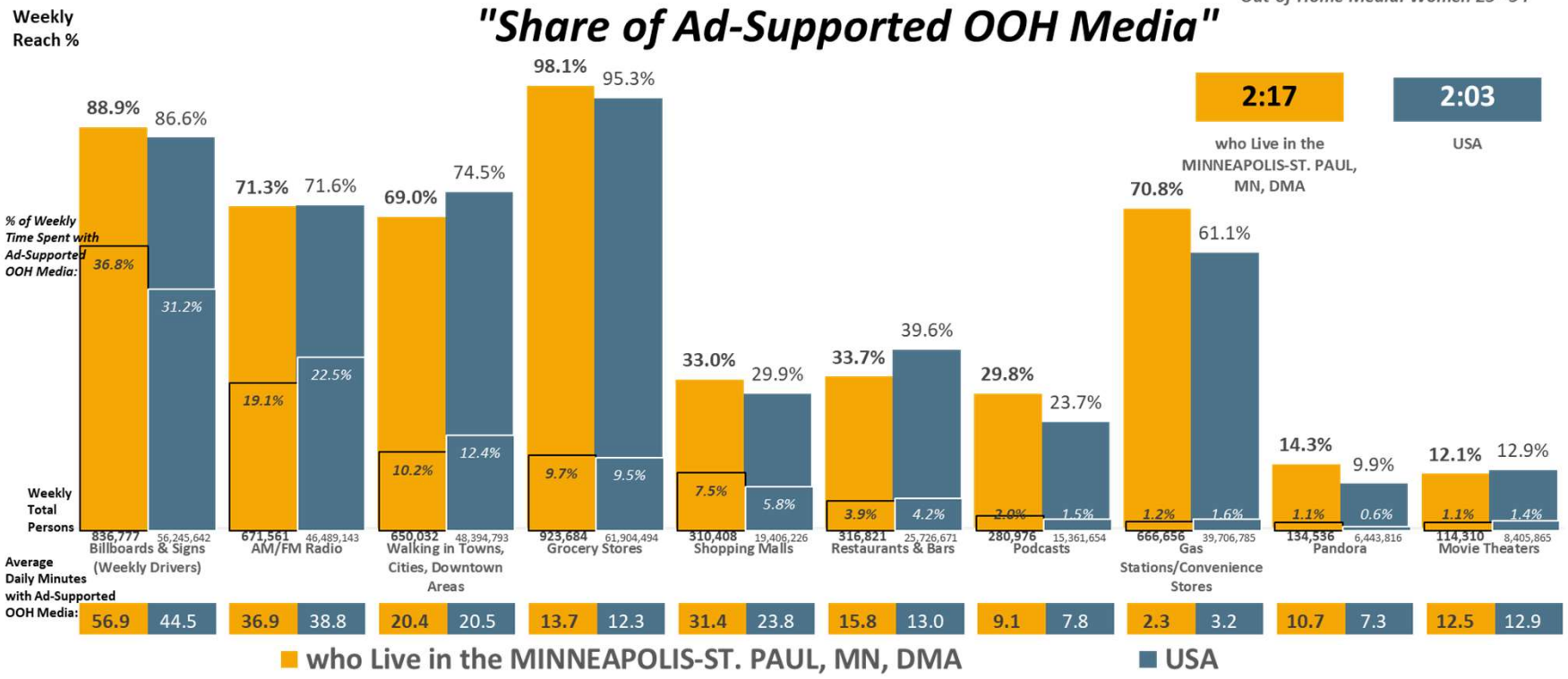


W25-54

836,777 or 88.9% of Women 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 56.9 minutes per day driving, seeing Billboards and Signs representing 36.8% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Women 25 - 54

"Share of Ad-Supported OOH Media"



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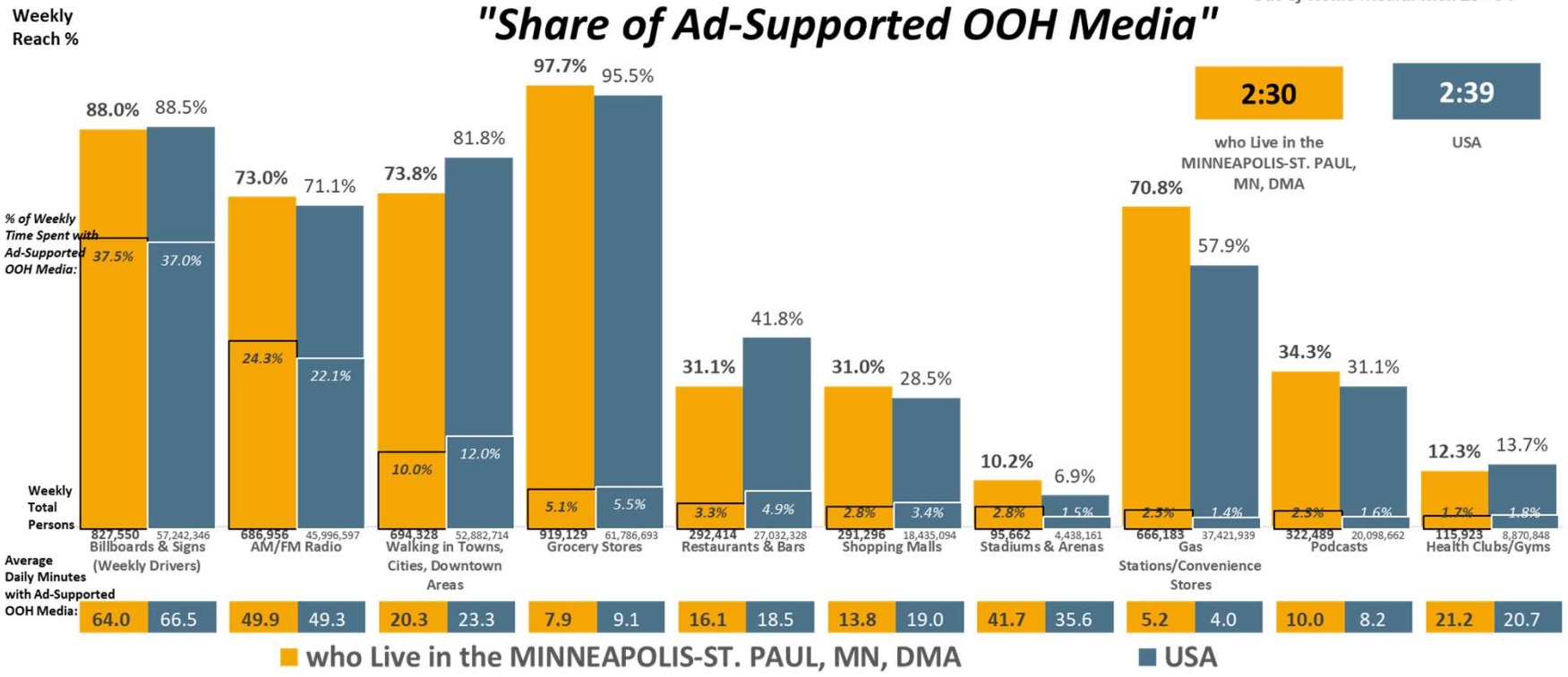


M25-54

827,550 or 88.% of Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 64. minutes per day driving, seeing Billboards and Signs representing 37.5% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Men 25 - 54

"Share of Ad-Supported OOH Media"



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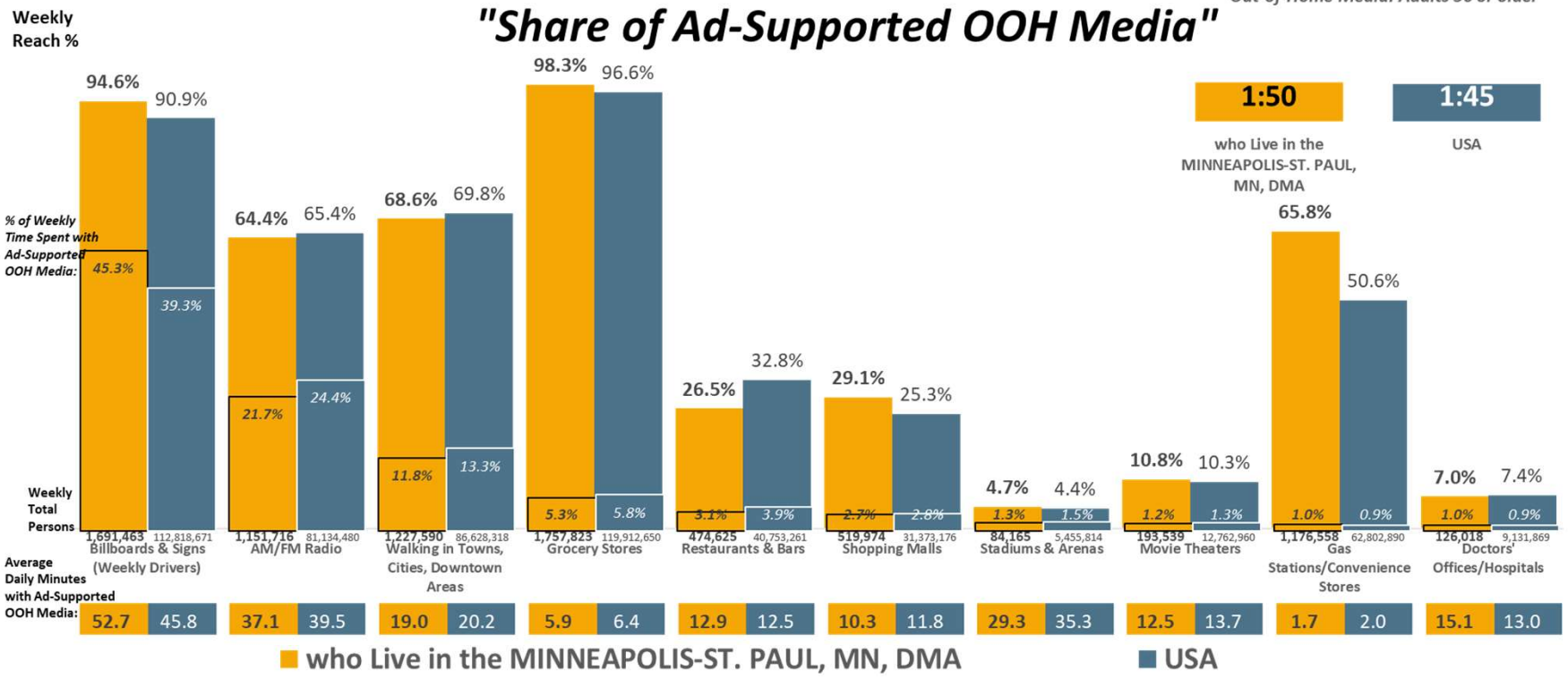


P50+

1,691,463 or 94.6% of Adults 50 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 52.7 minutes per day driving, seeing Billboards and Signs representing 45.3% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 50 or older

"Share of Ad-Supported OOH Media"



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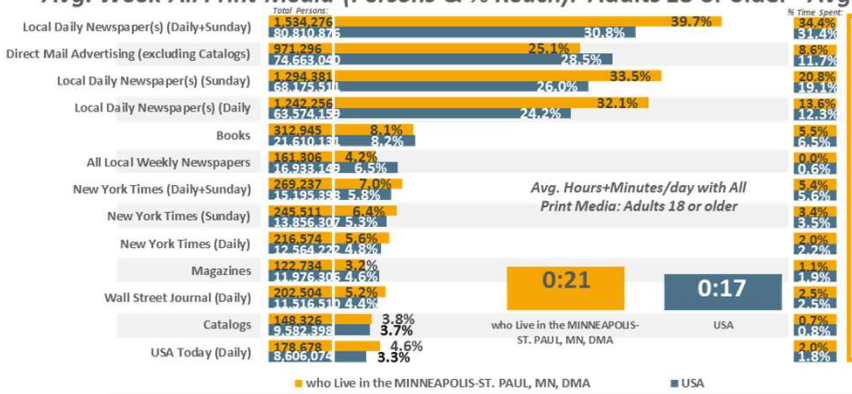
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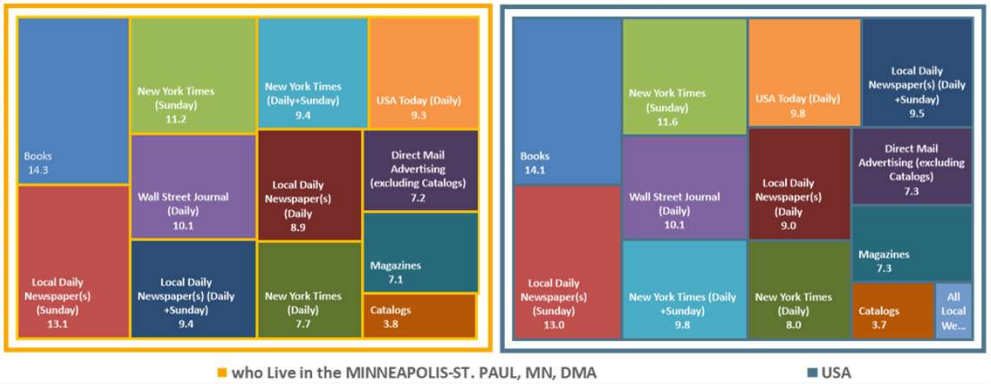
P18+

1,534,276 or 39.7% of Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.4 minutes every day representing 36.4% of all time spent daily with All forms of Print Media.

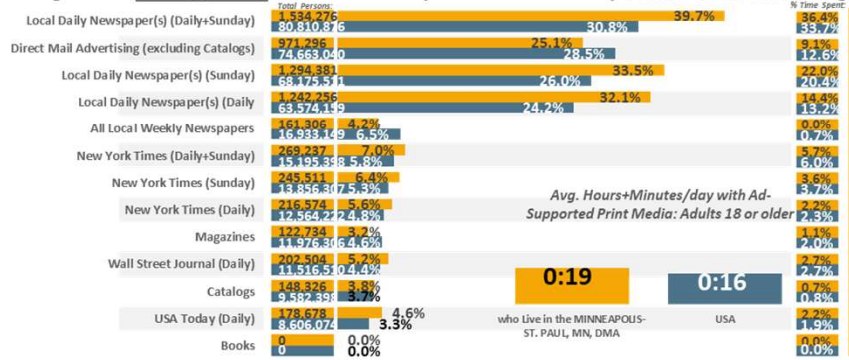
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



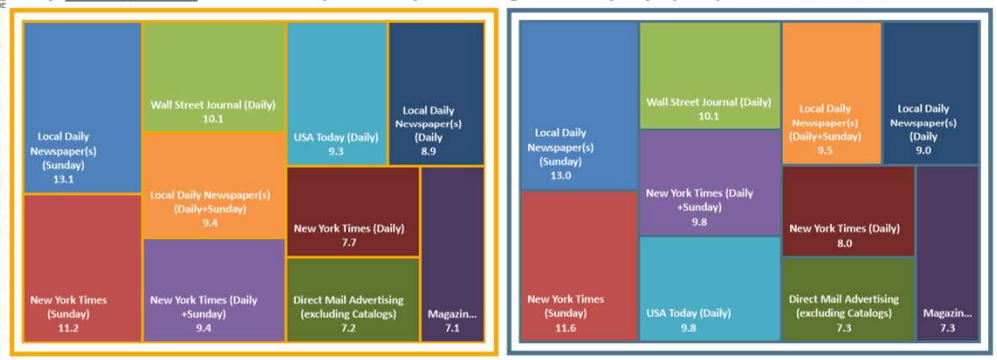
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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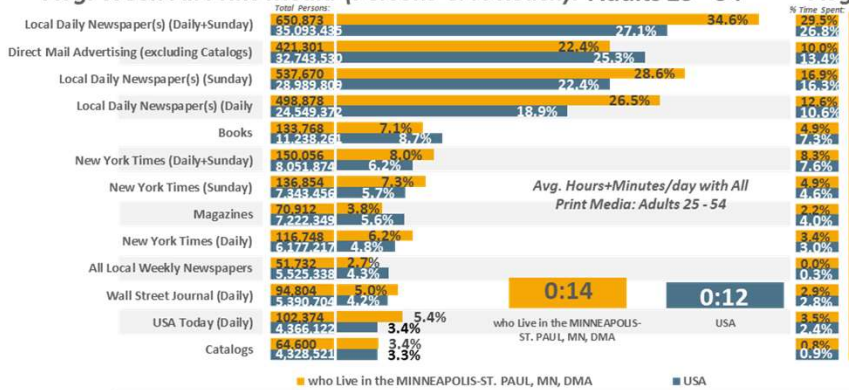
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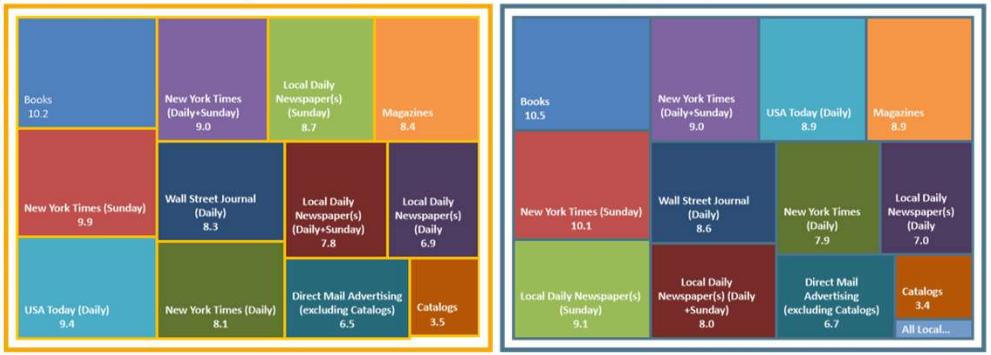
P25-54

650,873 or 34.6% of Adults 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.8 minutes every day representing 31.% of all time spent daily with All forms of Print Media.

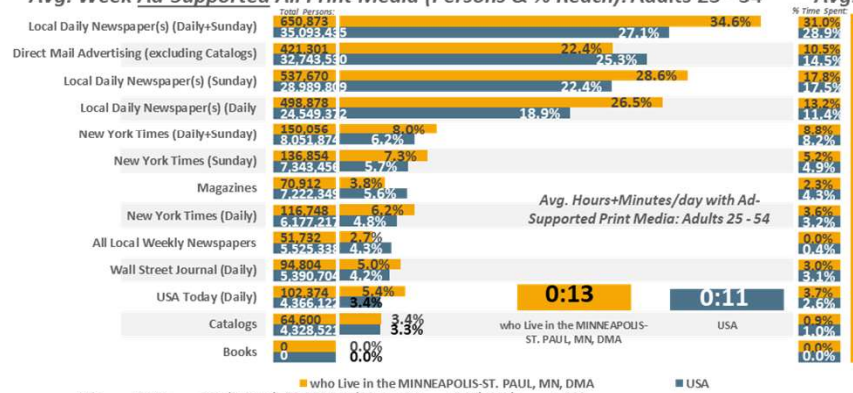
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



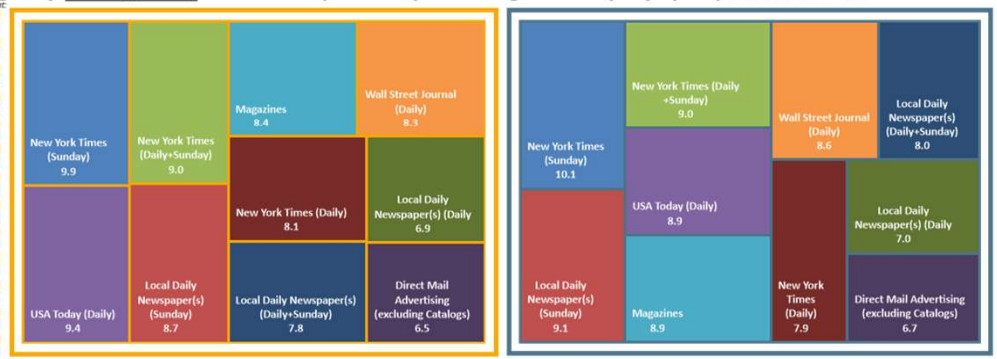
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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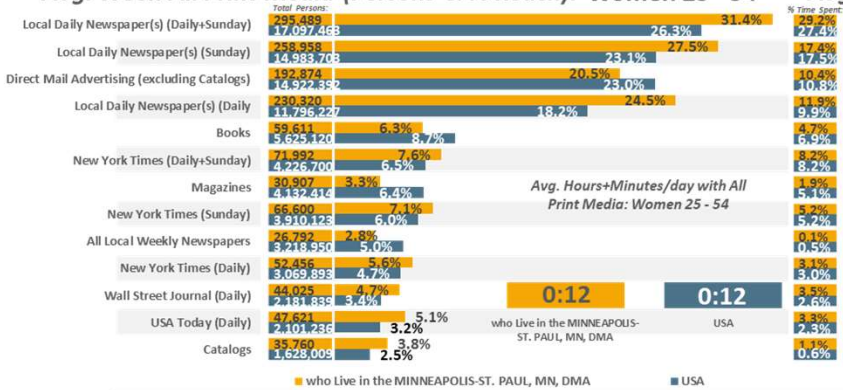
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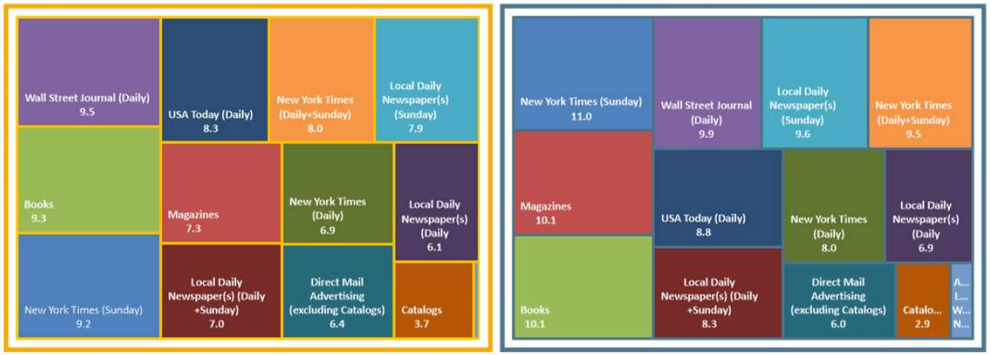
W25-54

295,489 or 31.4% of Women 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7. minutes every day representing 30.7% of all time spent daily with All forms of Print Media.

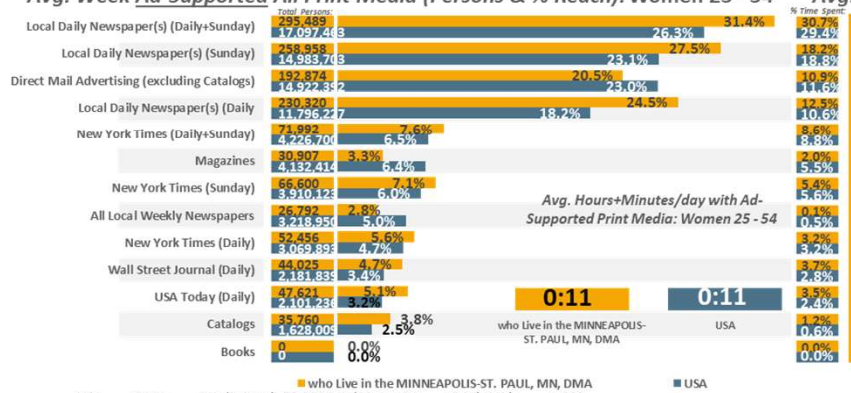
Avg. Week All Print Media (Persons & % Reach): Women 25 - 54



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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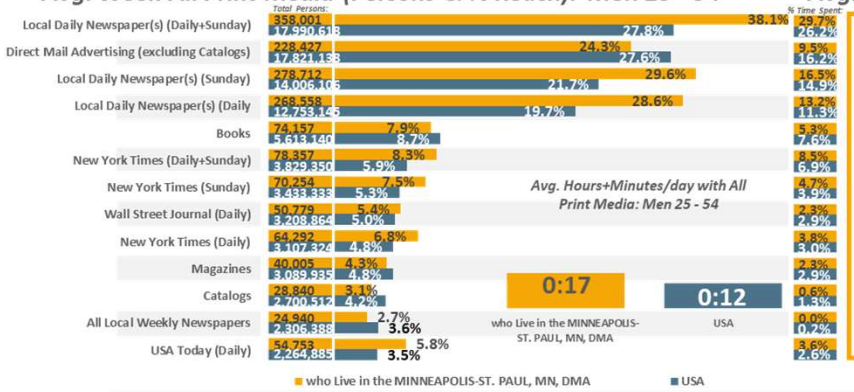
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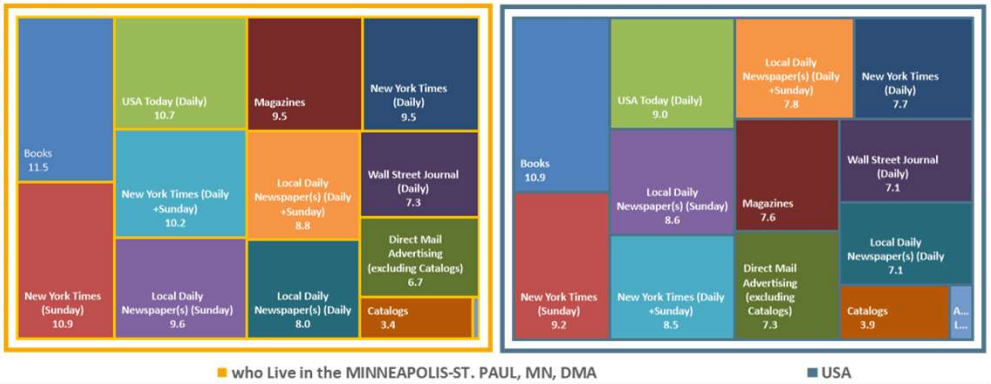
M25-54

358,001 or 38.1% of Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 31.4% of all time spent daily with All forms of Print Media.

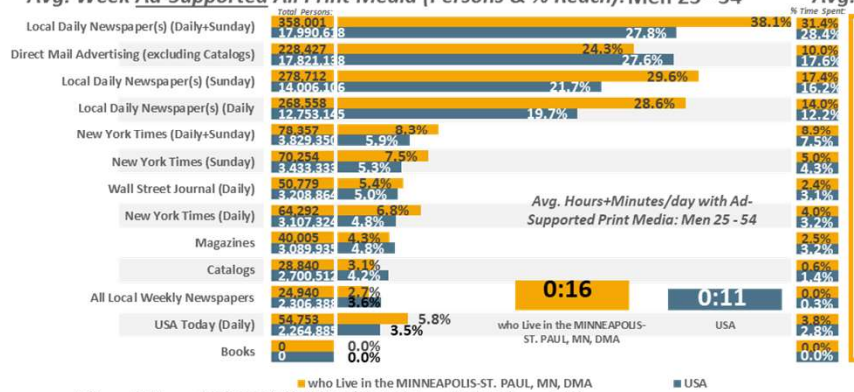
Avg. Week All Print Media (Persons & % Reach): Men 25 - 54



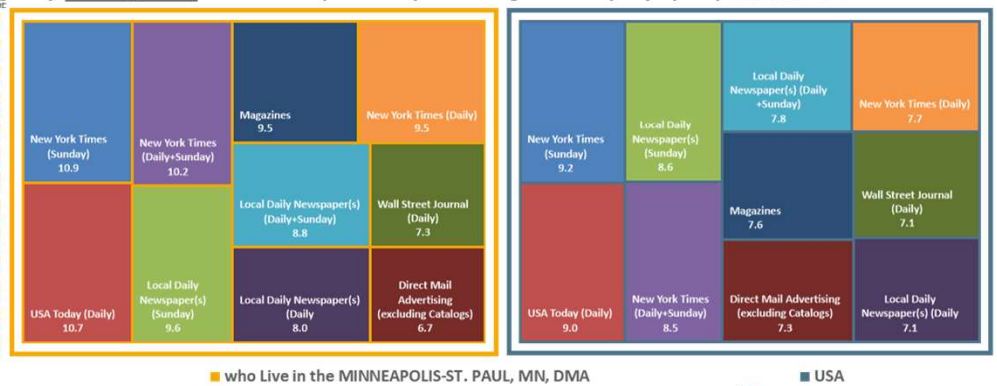
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Men 25 - 54



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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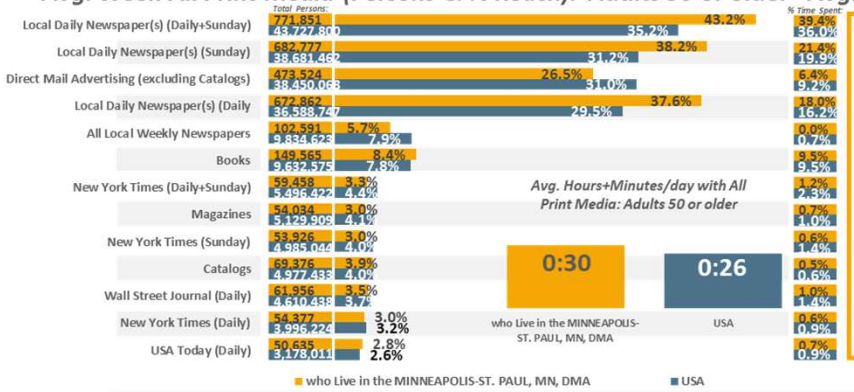
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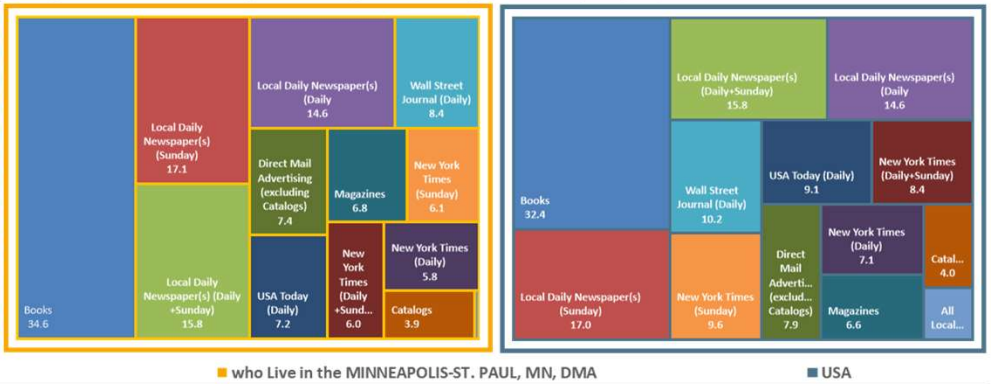
P50+

771,851 or 43.2% of Adults 50 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 15.8 minutes every day representing 43.6% of all time spent daily with All forms of Print Media.

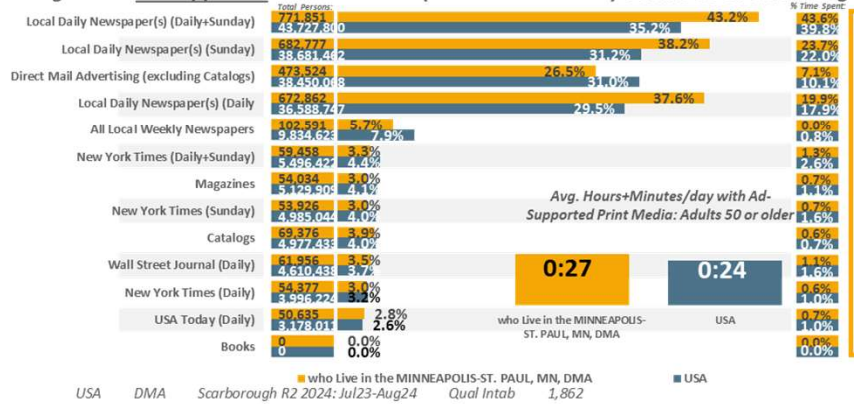
Avg. Week All Print Media (Persons & % Reach): Adults 50 or older



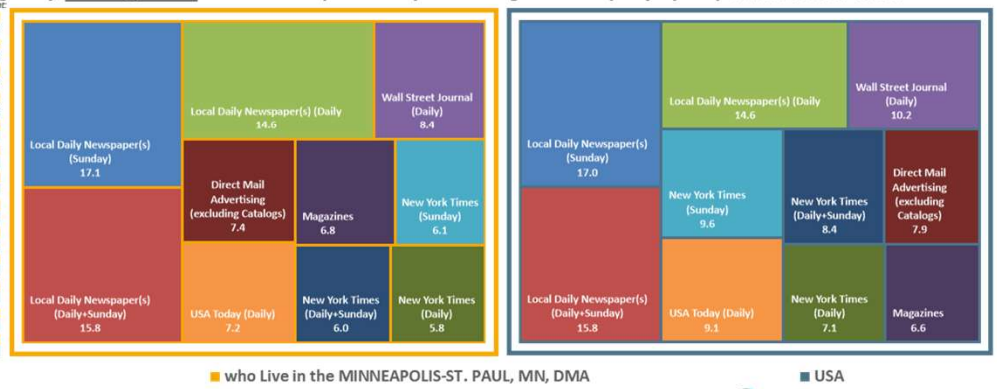
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 50 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



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