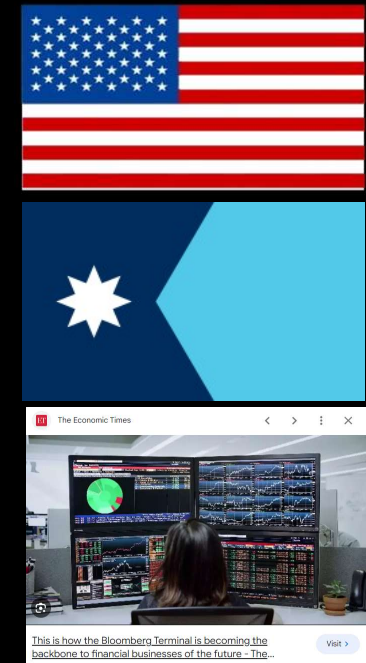


USA-5 Demos of the Minneapolis-St. Paul DMA vs. the USA... Brand New Data as of February 28, 2026! **Complete Demographic & Media Use Profiles**



**DMA
#16**

 MINNEAPOLIS-ST. PAUL MN DMA #16	P18+
 MINNEAPOLIS-ST. PAUL MN DMA #16	P25-54
 MINNEAPOLIS-ST. PAUL MN DMA #16	W25-54
 MINNEAPOLIS-ST. PAUL MN DMA #16	M25-54
 MINNEAPOLIS-ST. PAUL MN DMA #16	P35-64

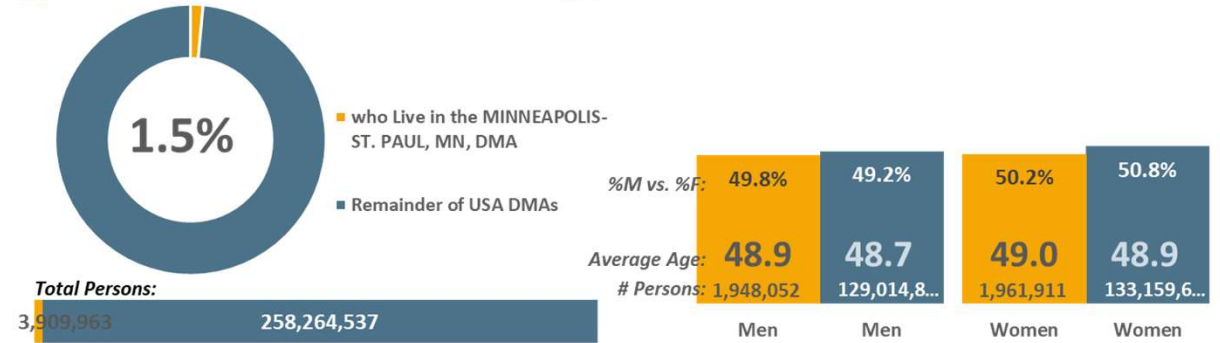
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!



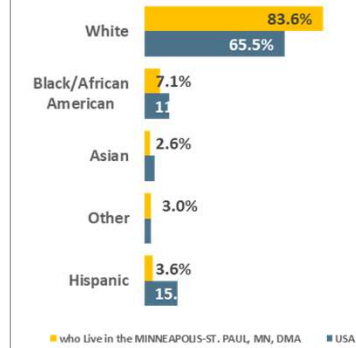


1.5% or 3,909,963 of USA Adults 18 or older Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
 Typical Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 48.9 years old (.2% older than average) and have a \$114,452 (19.% higher than average) annual household income.

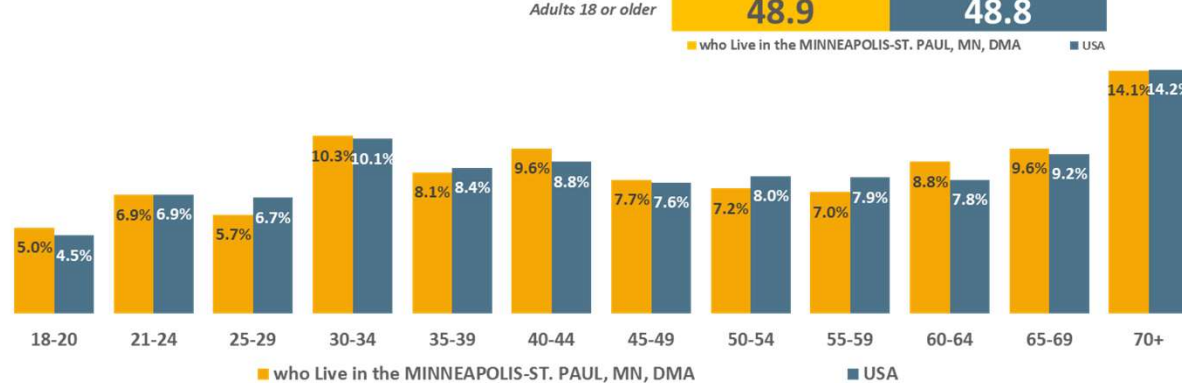
Percent of Market: Adults 18 or older **Gender of Target vs. Market: Adults 18 or older**



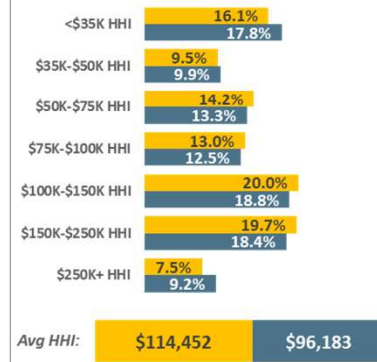
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

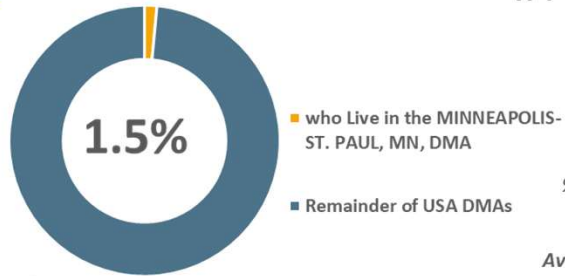


USA USA PROJECTION Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934 USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 25,110
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1.5% or 1,902,821 of USA Adults 25 - 54 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
 Typical Adults 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 40.1 years old (.3% older than average) and have a \$126,190 (24.% higher than average) annual household income.

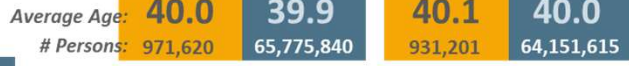
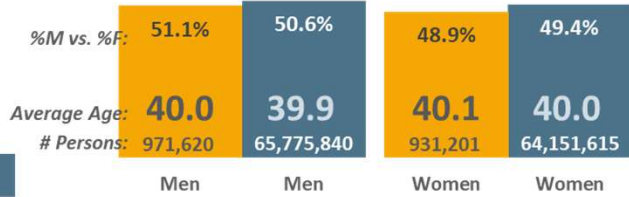
Percent of Market: Adults 25 - 54



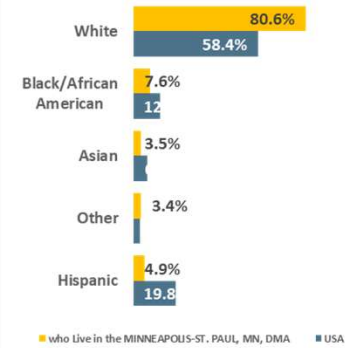
Total Persons:



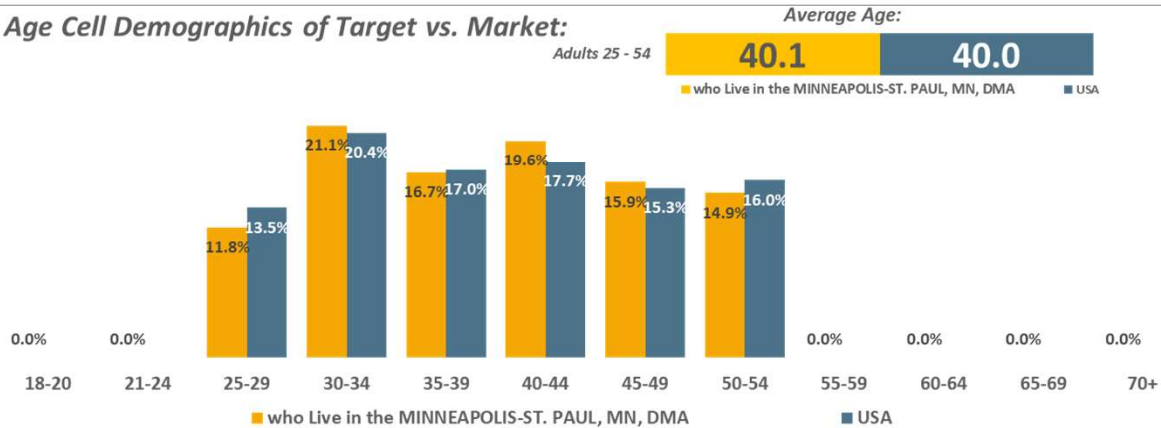
Gender of Target vs. Market: Adults 25 - 54



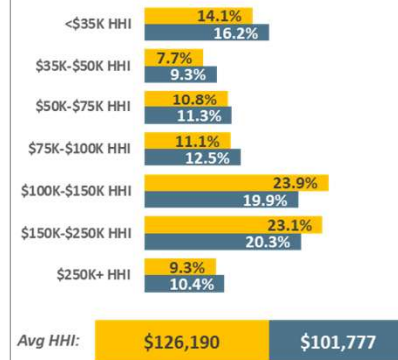
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



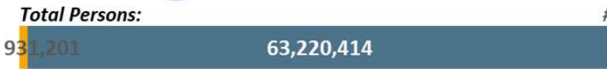
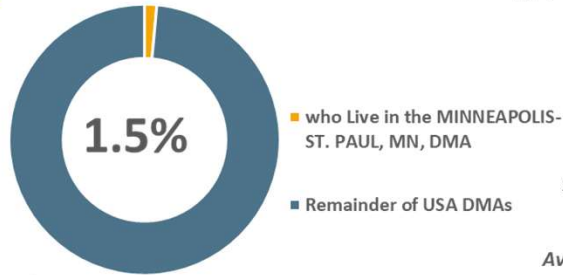
HHI of Target vs. Market:



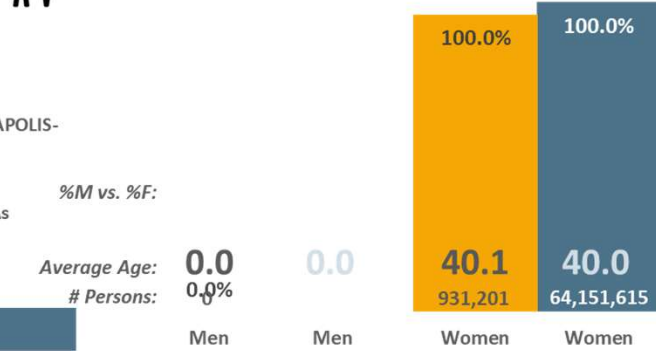


1.5% or 931,201 of USA Women 25 - 54 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
 Typical Women 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 40.1 years old (.2% older than average) and have a \$119,188 (28.% higher than average) annual household income.

Percent of Market: Women 25 - 54

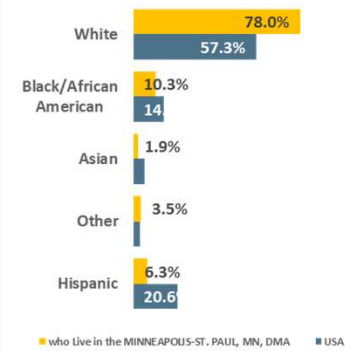


Gender of Target vs. Market: Women 25 - 54

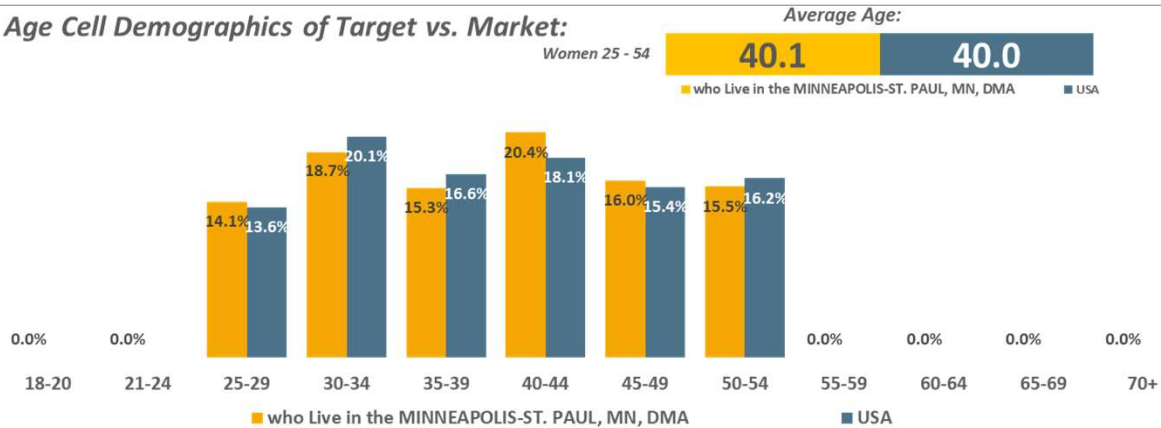


Average Age: **40.1** vs **40.0**
 # Persons: **931,201** vs **64,151,615**

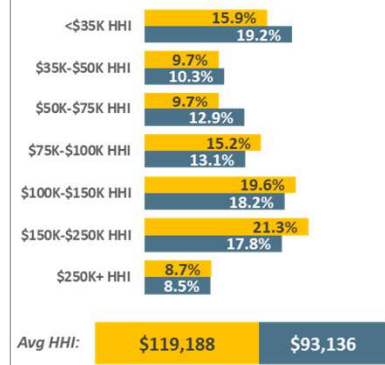
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

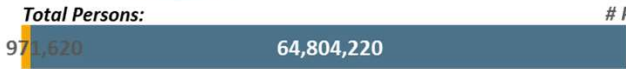
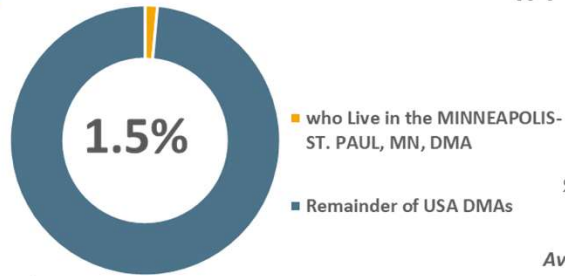


Avg HHI: **\$119,188** vs **\$93,136**

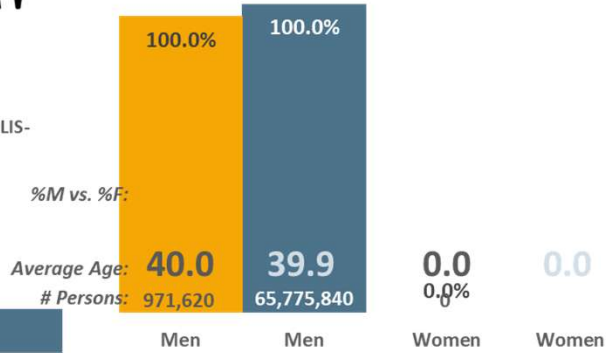


1.5% or 971,620 of USA Men 25 - 54 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
 Typical Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 40. years old (.4% older than average) and have a \$132,901 (20.6% higher than average) annual household income.

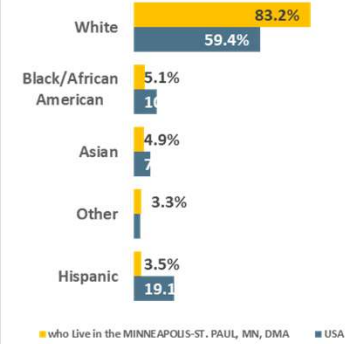
Percent of Market: Men 25 - 54



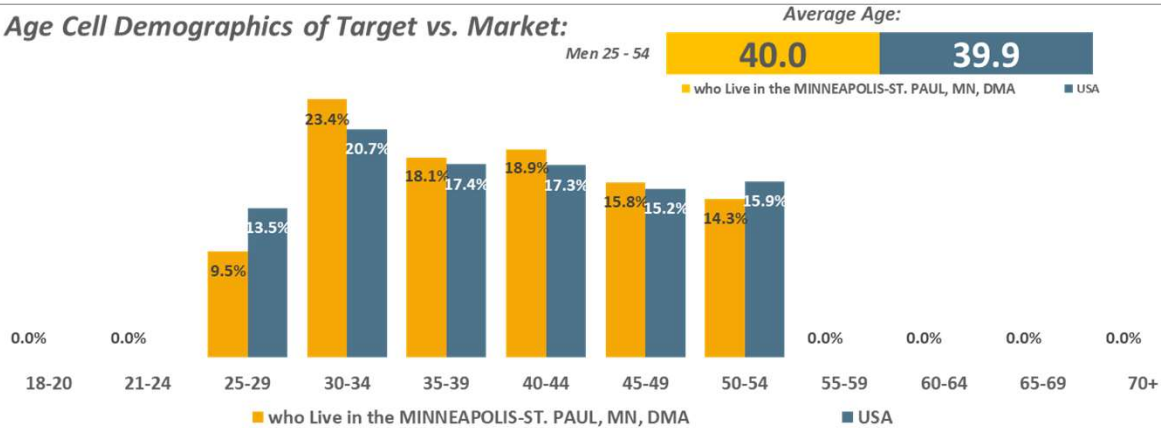
Gender of Target vs. Market: Men 25 - 54



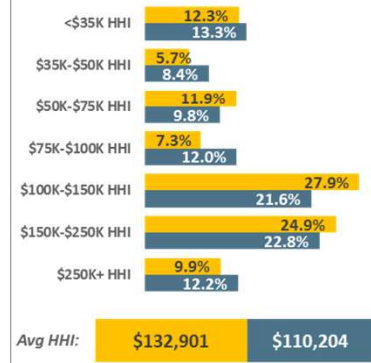
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

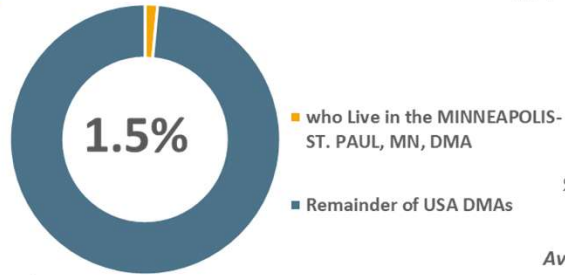


Avg HHI: \$132,901 (DMA) vs \$110,204 (USA)



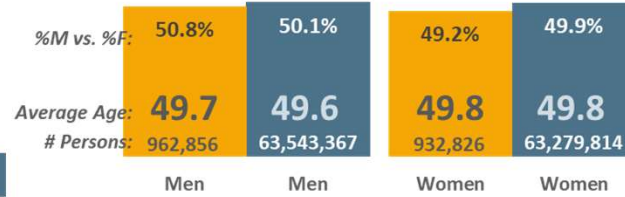
1.5% or 1,895,682 of USA Adults 35 - 64 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
 Typical Adults 35 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 49.7 years old (.1% older than average) and have a \$133,001 (24.1% higher than average) annual household income.

Percent of Market: Adults 35 - 64

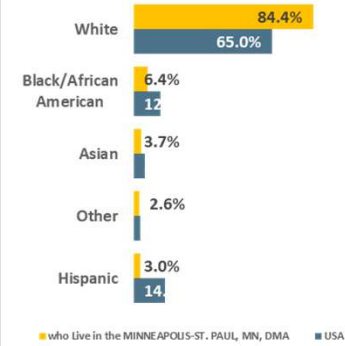


Total Persons:
 1,895,682 (Minneapolis-St. Paul, MN, DMA)
 124,927,499 (Remainder of USA DMAs)

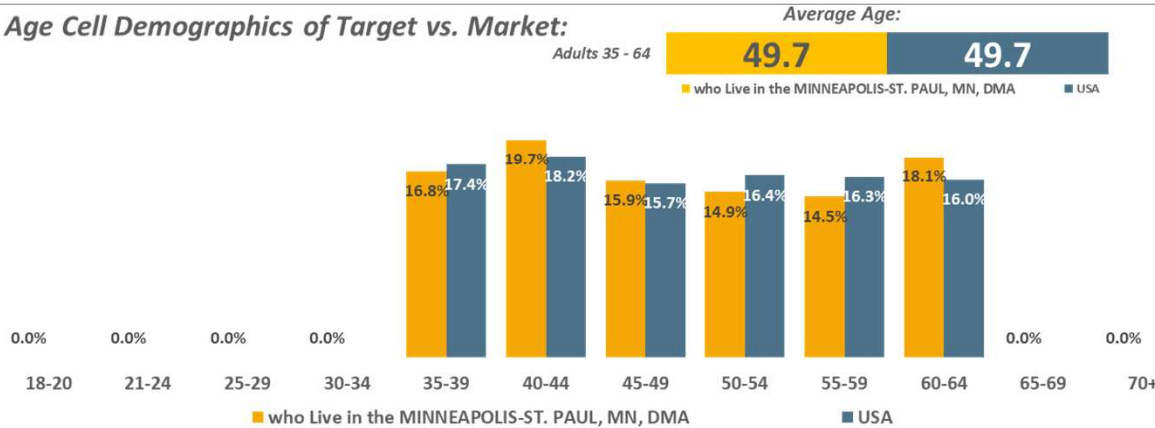
Gender of Target vs. Market: Adults 35 - 64



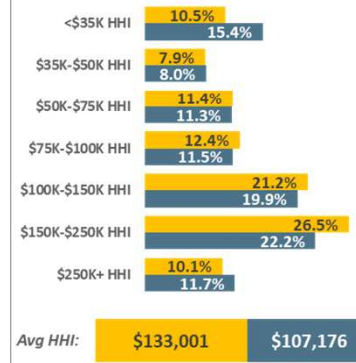
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



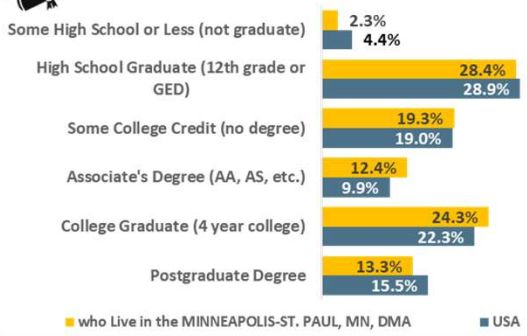
HHI of Target vs. Market:



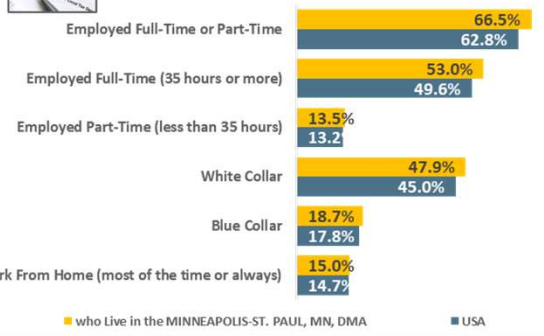


1.5% or 3,909,963 of USA Adults 18 or older Live in the MINNEAPOLIS-ST. PAUL, MN, DMA. Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are .5% less likely to be a college graduate, 6.9% more likely to work full-time, 5.5% more likely to be married, 3.1% more likely to be a parent of 1 or more children under 18.

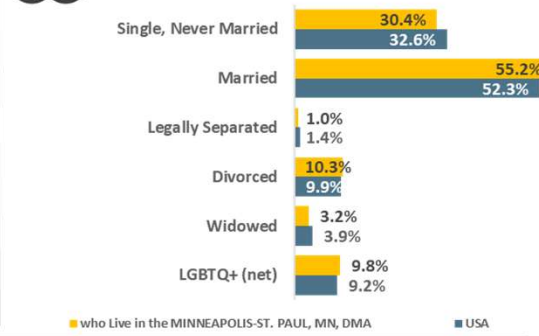
Education Levels: Adults 18 or older



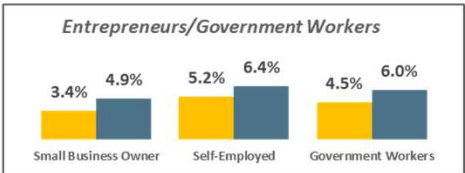
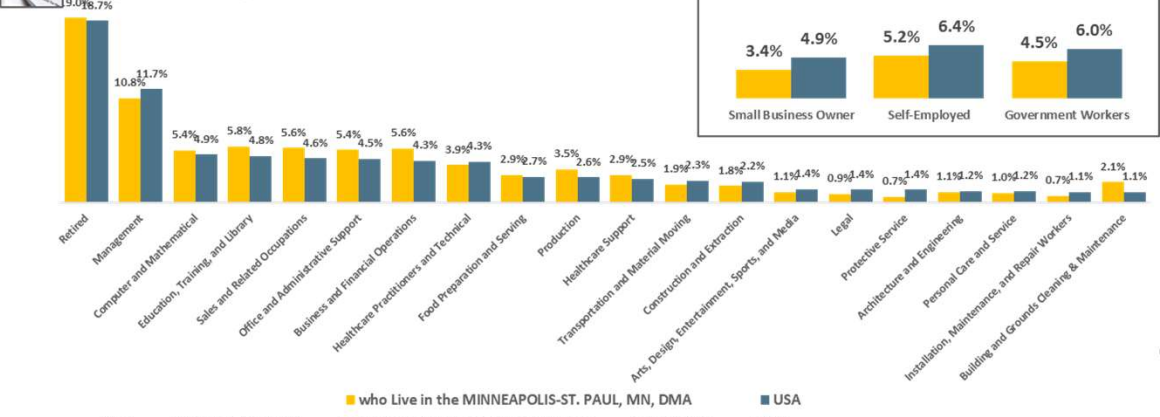
Employment: Adults 18 or older



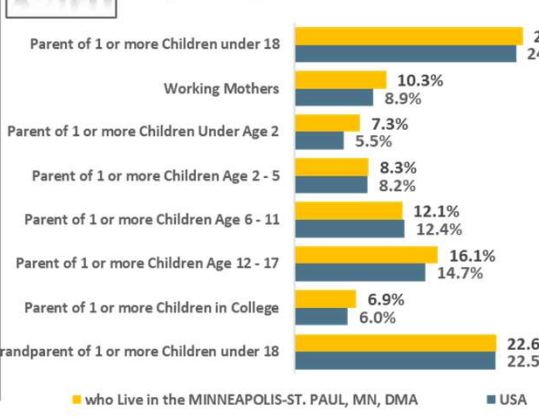
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



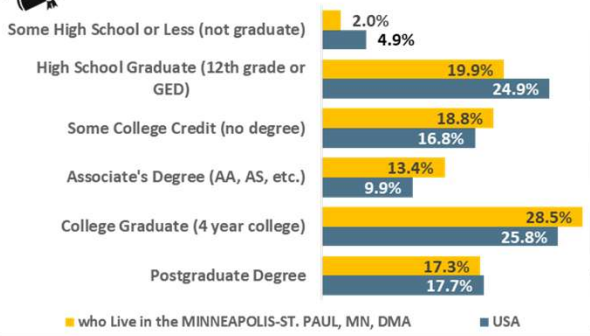
Stage in Life: Adults 18 or older



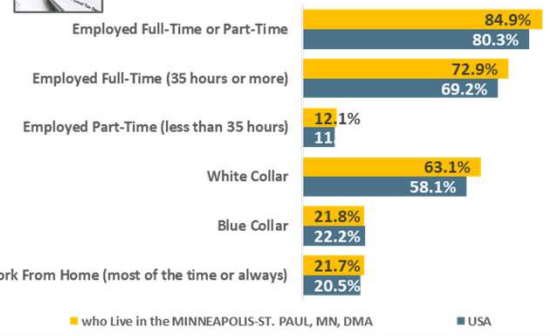


1.5% or 1,902,821 of USA Adults 25 - 54 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
 Adults 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 5.4% more likely to be a college graduate, 5.3% more likely to work full-time, 5.3% more likely to be married, 8.5% more likely to be a parent of 1 or more children under 18.

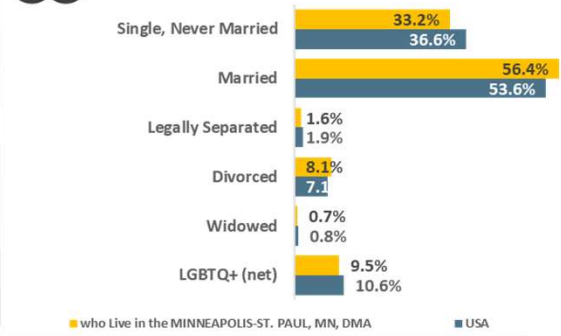
Education Levels: Adults 25 - 54



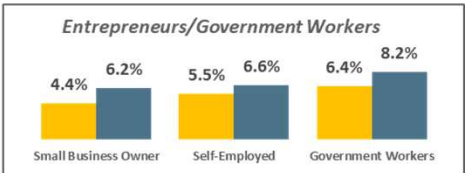
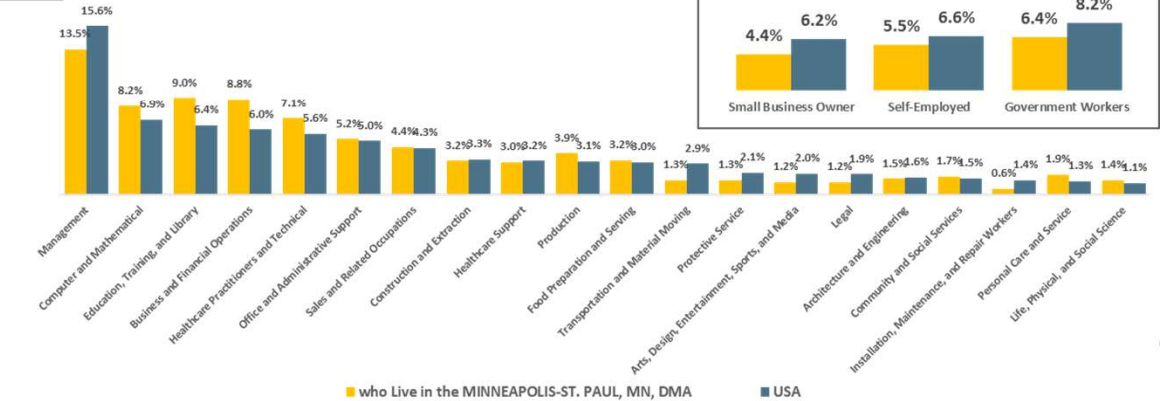
Employment: Adults 25 - 54



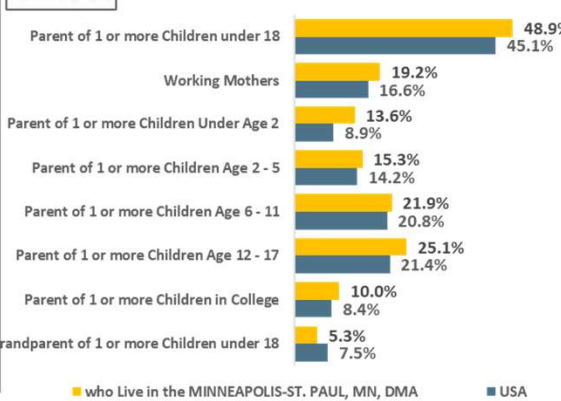
Marital Status: Adults 25 - 54



Top-20 Occupations: Adults 25 - 54



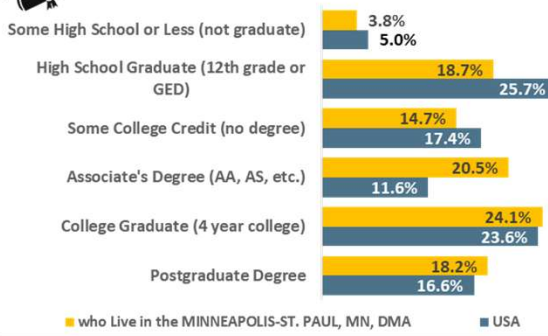
Stage in Life: Adults 25 - 54



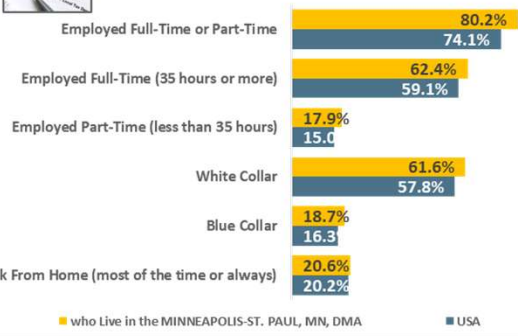


1.5% or 931,201 of USA Women 25 - 54 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
 Women 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 5.0% more likely to be a college graduate, 5.6% more likely to work full-time, 3.5% more likely to be married, 7.2% more likely to be a parent of 1 or more children under 18.

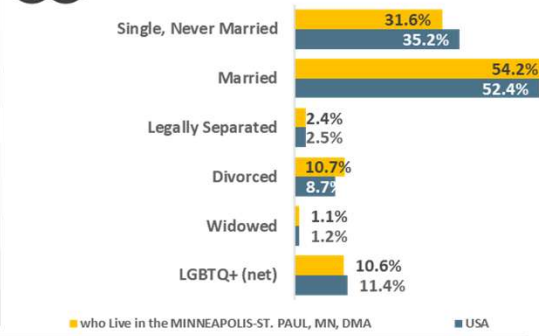
Education Levels: Women 25 - 54



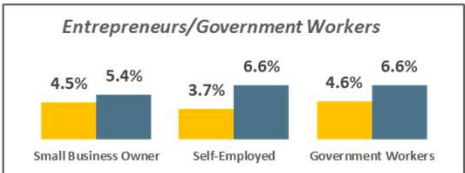
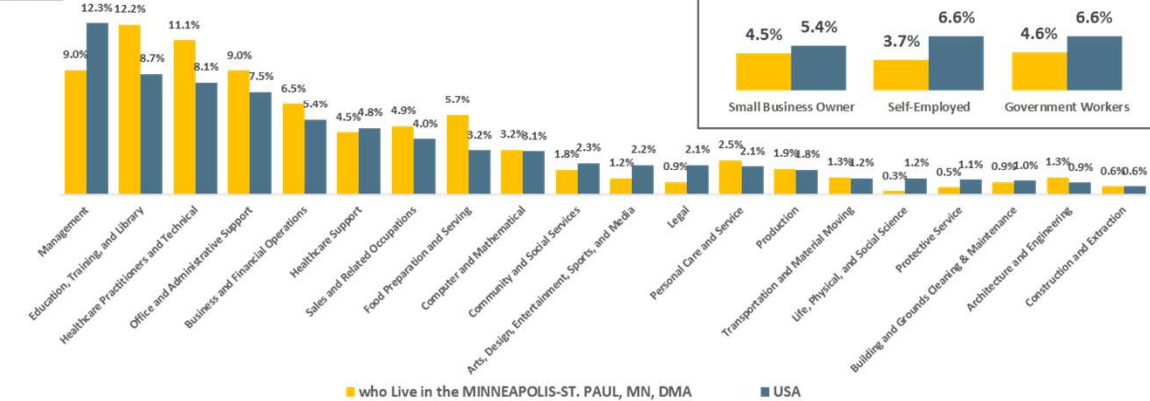
Employment: Women 25 - 54



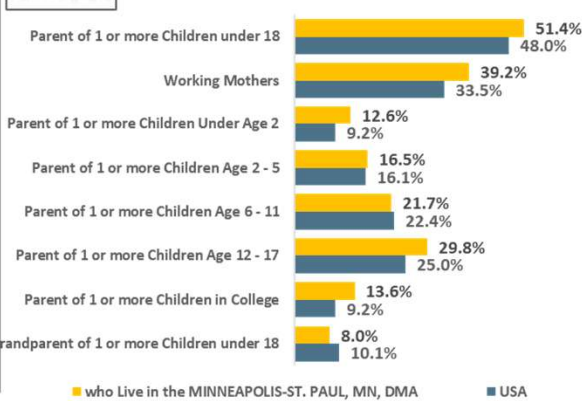
Marital Status: Women 25 - 54



Top-20 Occupations: Women 25 - 54

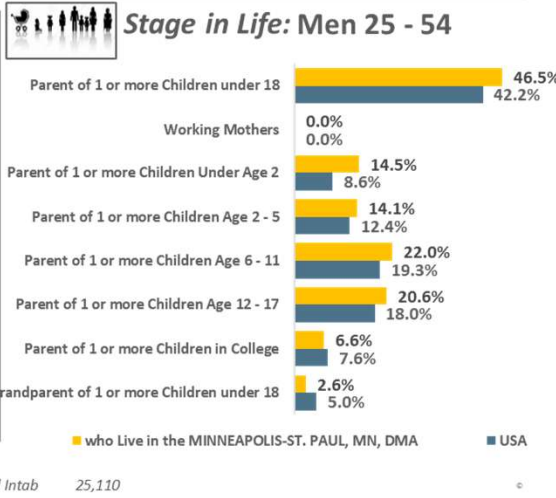
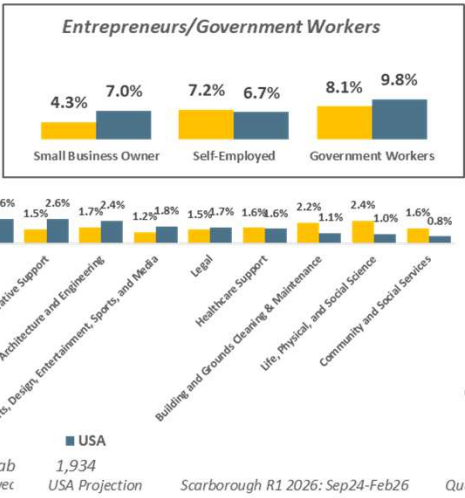
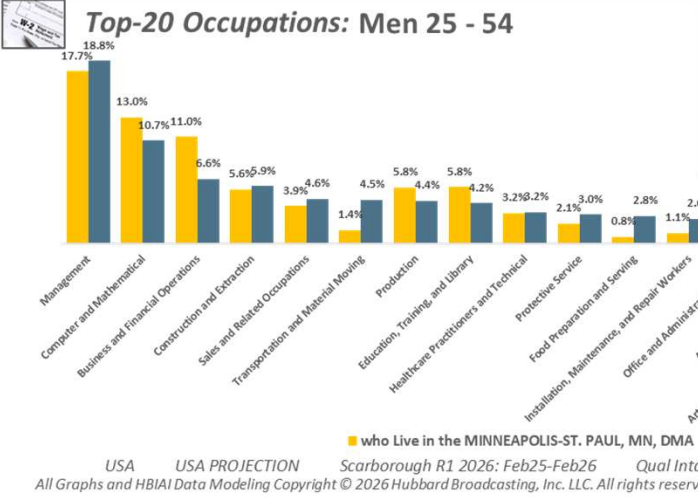
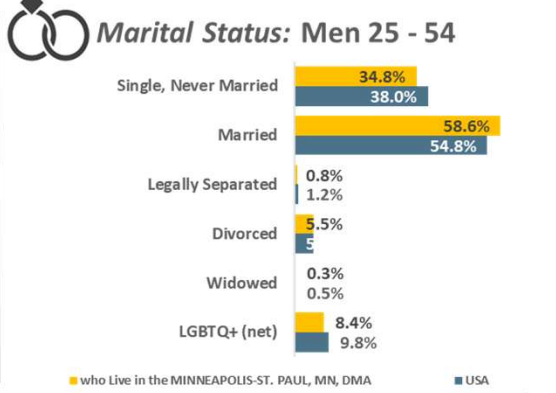
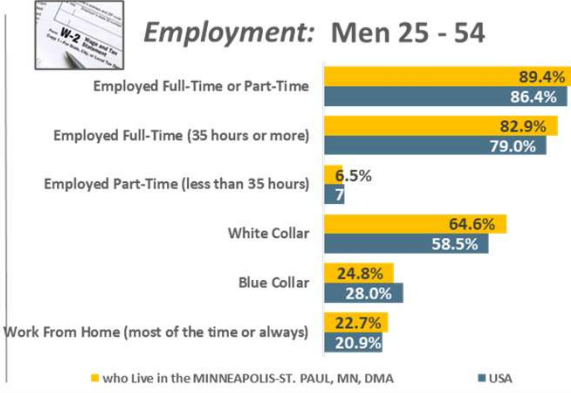
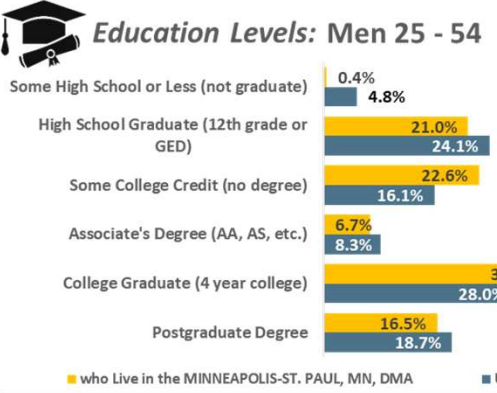


Stage in Life: Women 25 - 54





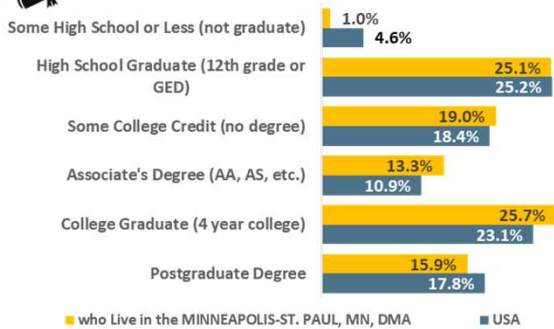
1.5% or 971,620 of USA Men 25 - 54 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
 Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 5.6% more likely to be a college graduate, 4.9% more likely to work full-time, 7.0% more likely to be married, 10.1% more likely to be a parent of 1 or more children under 18.



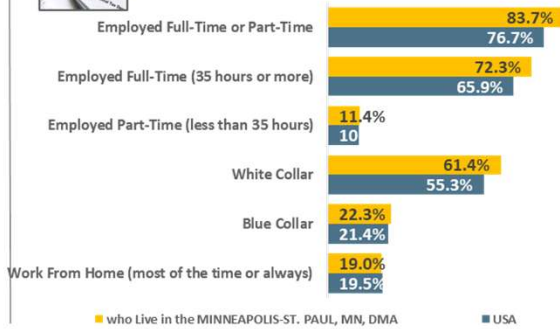


1.5% or 1,895,682 of USA Adults 35 - 64 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
 Adults 35 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 1.6% more likely to be a college graduate, 9.6% more likely to work full-time, 3.4% more likely to be married, 3.9% more likely to be a parent of 1 or more children under 18.

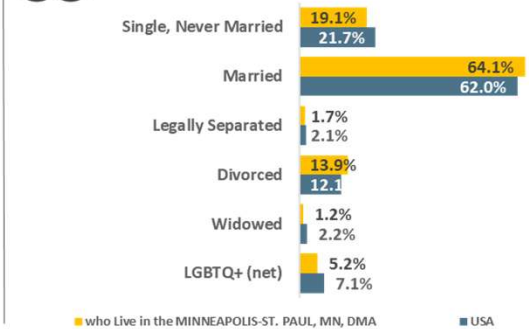
Education Levels: Adults 35 - 64



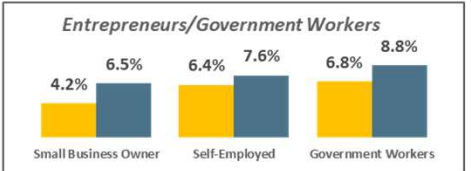
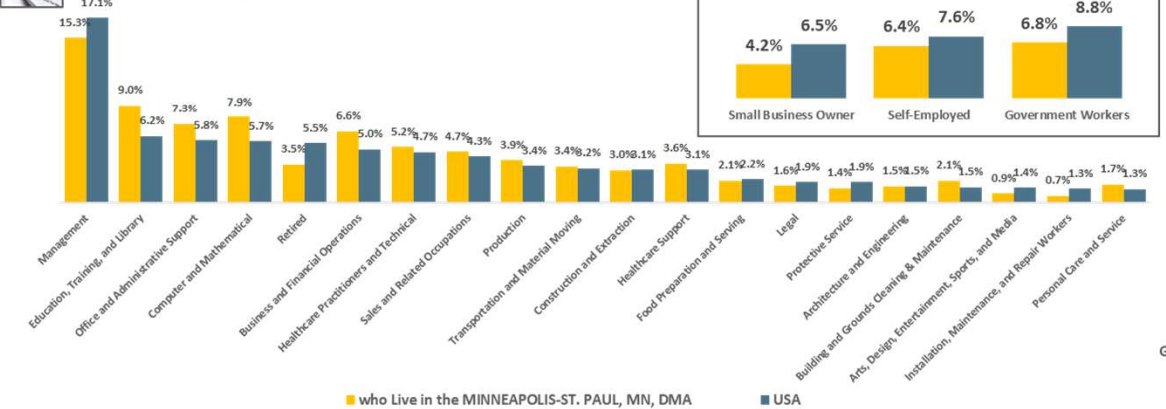
Employment: Adults 35 - 64



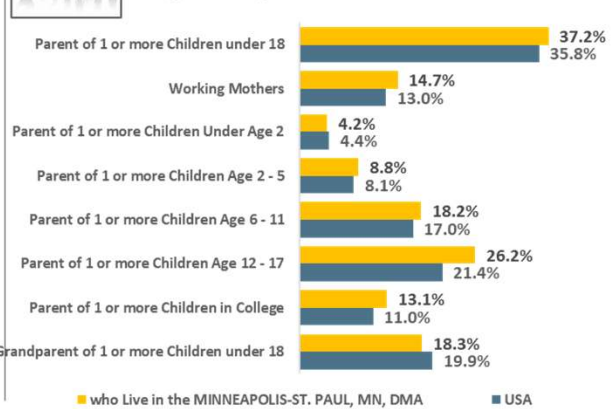
Marital Status: Adults 35 - 64



Top-20 Occupations: Adults 35 - 64



Stage in Life: Adults 35 - 64

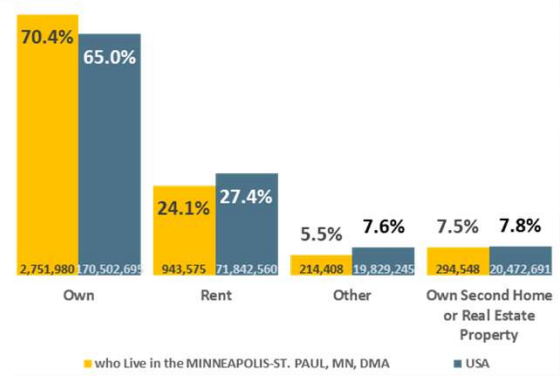




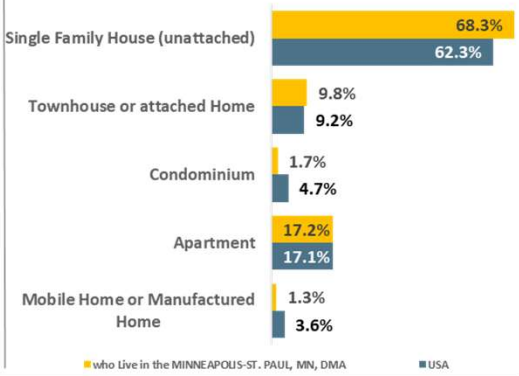
P18+

1.5% or 3,909,963 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 8.2% more likely to own their home, 3.8% more likely to own a lower valued home, 9.7% more likely to have a single-family home, 5.4% less likely to have a dog.

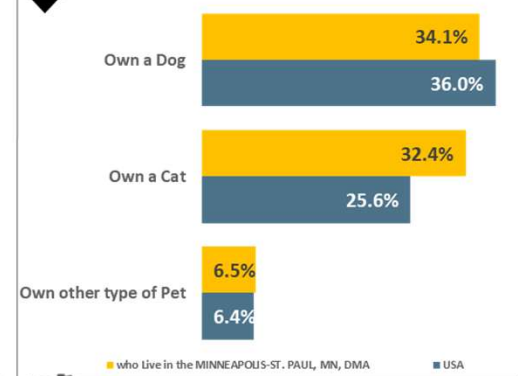
Own/Rent/Other: Adults 18 or older



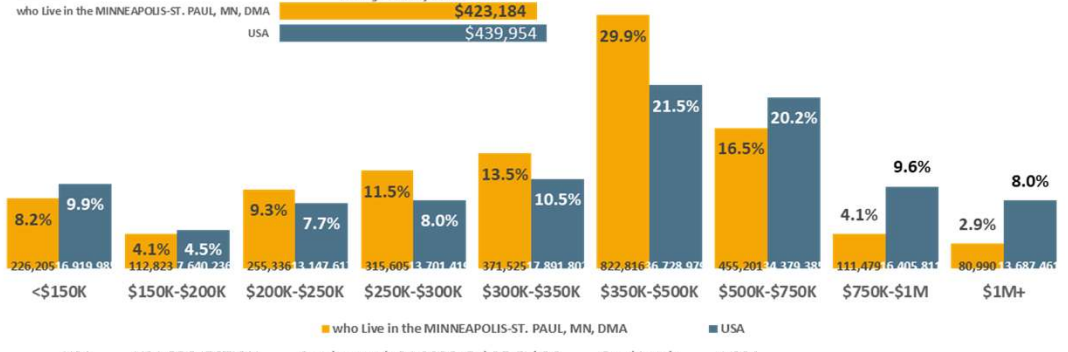
Type of Home: Adults 18 or older



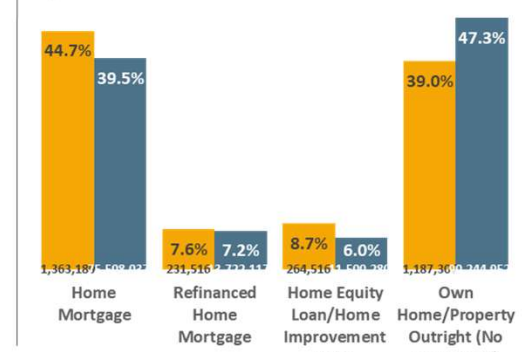
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



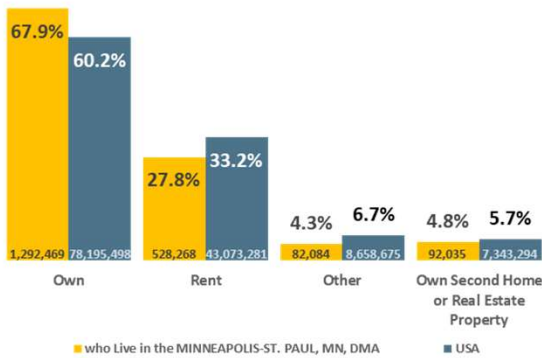
USA USA PROJECTION Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934
 All Graphs and HBI/BI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Projection Scarborough R1 2026: Sep24-Feb26



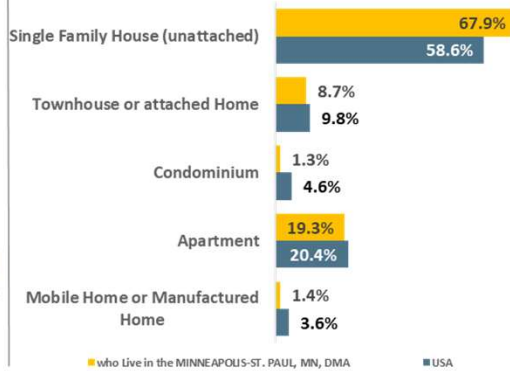
P25-54

1.5% or 1,902,821 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 12.9% more likely to own their home, 1.7% more likely to own a higher valued home, 15.9% more likely to have a single-family home, .4% less likely to have a dog.

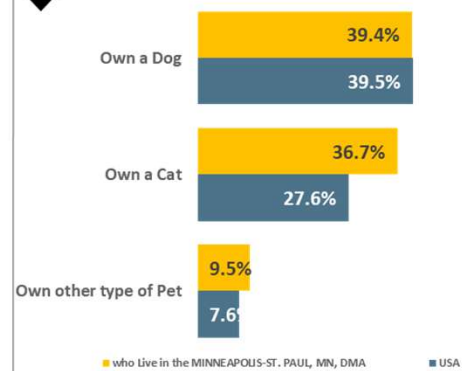
Own/Rent/Other: Adults 25 - 54



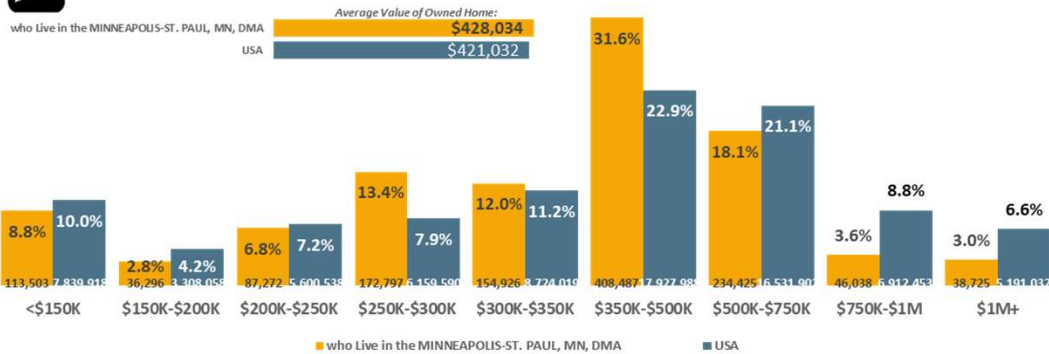
Type of Home: Adults 25 - 54



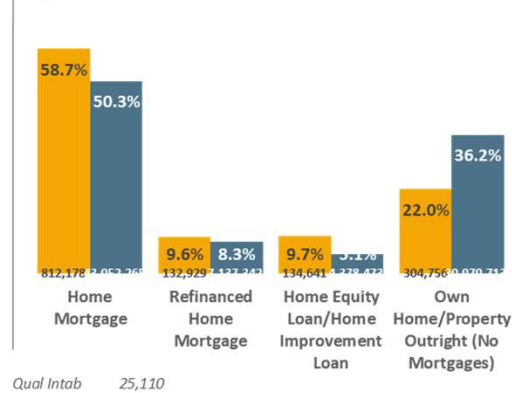
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54

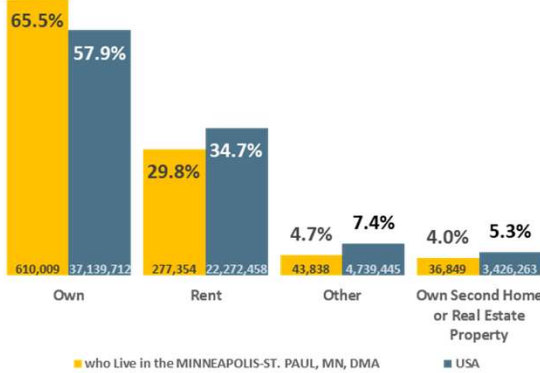


USA USA PROJECTION Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934
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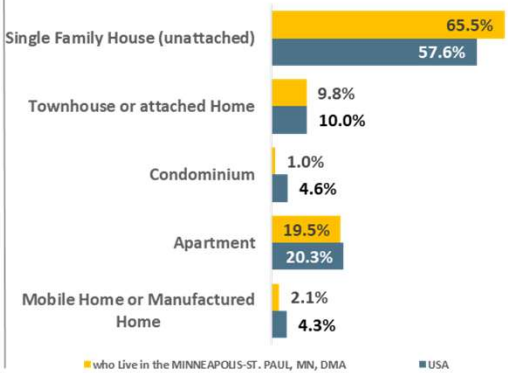


1.5% or 931,201 of USA Women 25 - 54 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
 Women 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 13.2% more likely to own their home, 5.4% more likely to own a lower valued home, 13.6% more likely to have a single-family home, 4% more likely to have a dog.

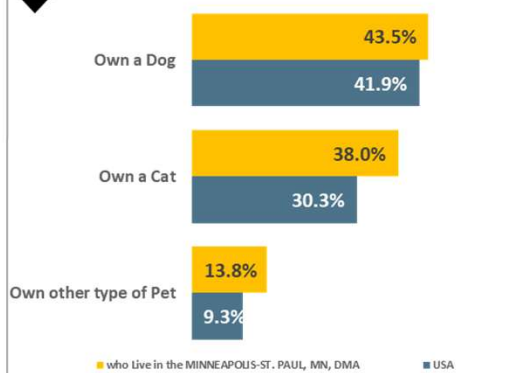
Own/Rent/Other: Women 25 - 54



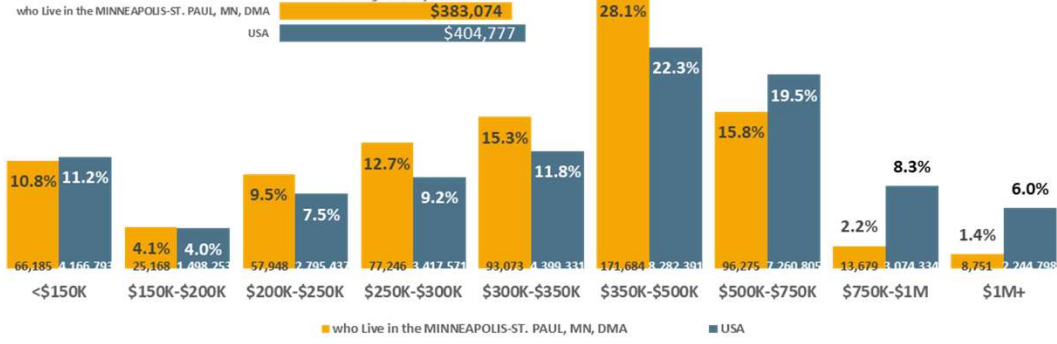
Type of Home: Women 25 - 54



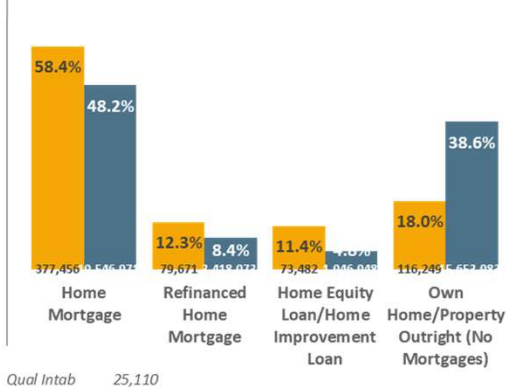
Pets in Home: Women 25 - 54



Value of Owned Home: Women 25 - 54



Home Loans: Women 25 - 54



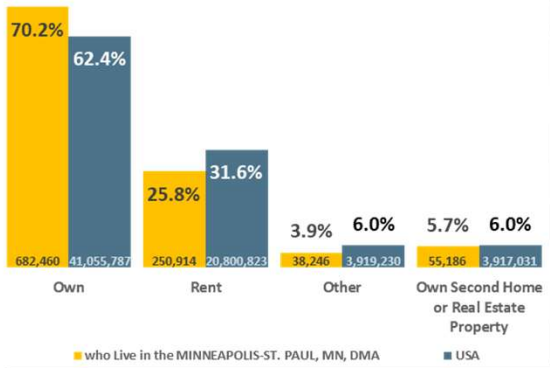
USA USA PROJECTION Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934
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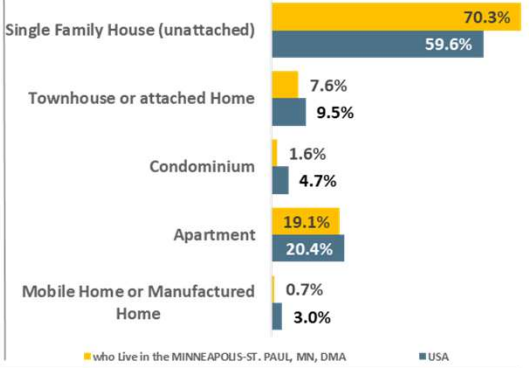
M25-54

1.5% or 971,620 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 12.5% more likely to own their home, 7.5% more likely to own a higher valued home, 17.9% more likely to have a single-family home, 5% less likely to have a dog.

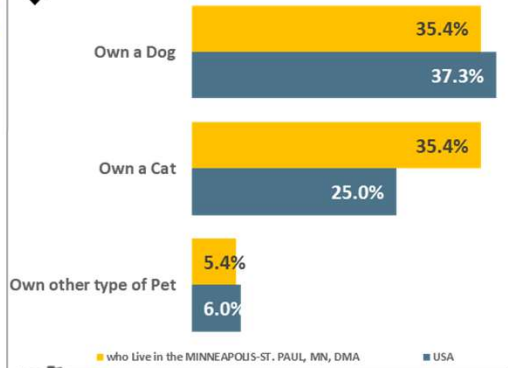
Own/Rent/Other: Men 25 - 54



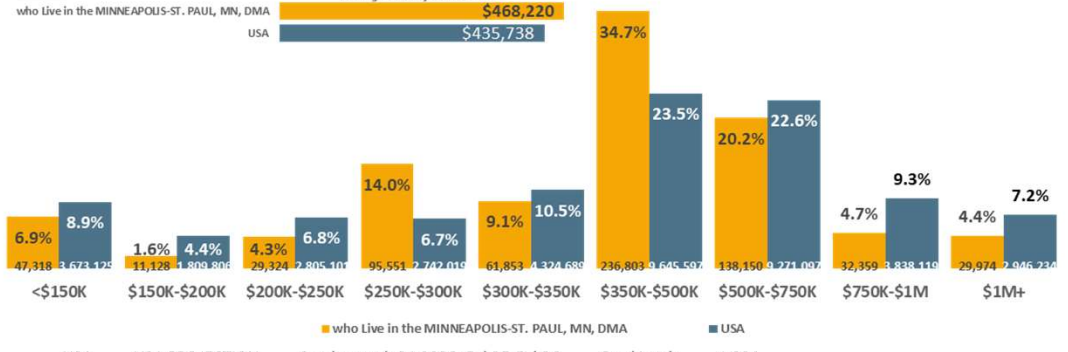
Type of Home: Men 25 - 54



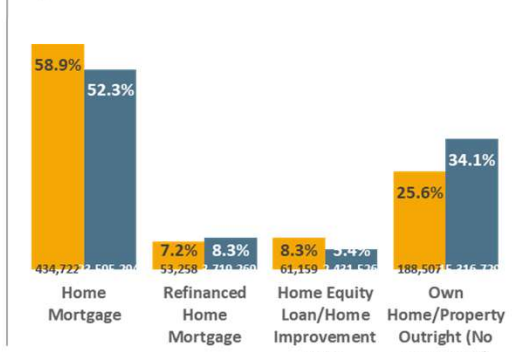
Pets in Home: Men 25 - 54



Value of Owned Home: Men 25 - 54



Home Loans: Men 25 - 54



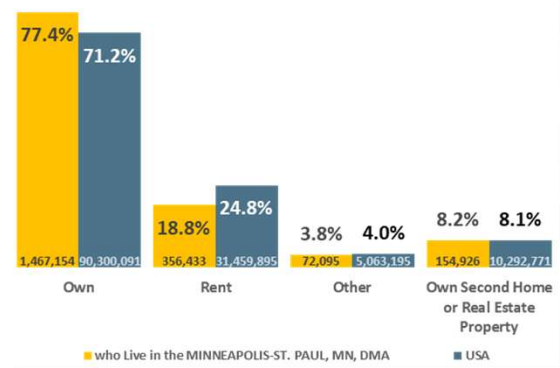
USA USA PROJECTION Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934
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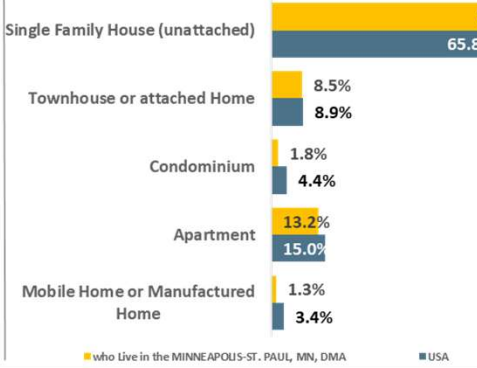
P35-64

1.5% or 1,895,682 of USA Adults 35 - 64 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
 Adults 35 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 8.7% more likely to own their home, 1.1% more likely to own a lower valued home, 12.5% more likely to have a single-family home, 3.4% more likely to have a dog.

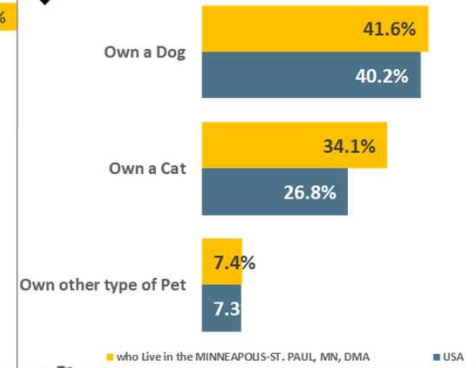
Own/Rent/Other: Adults 35 - 64



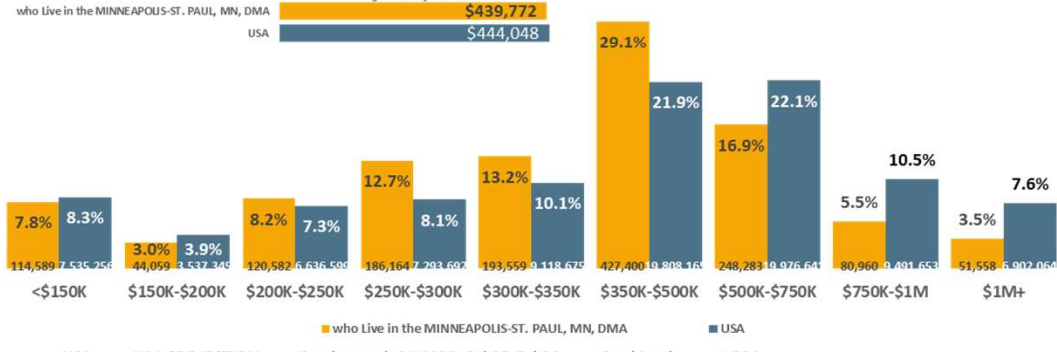
Type of Home: Adults 35 - 64



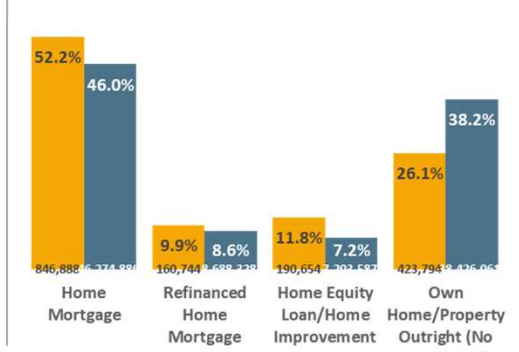
Pets in Home: Adults 35 - 64



Value of Owned Home: Adults 35 - 64



Home Loans: Adults 35 - 64

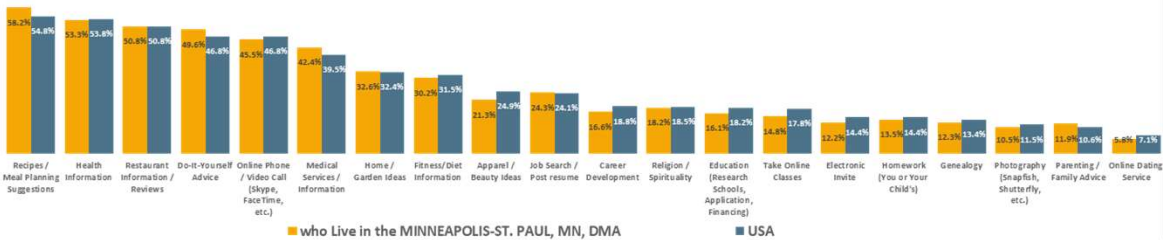


USA USA PROJECTION Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934
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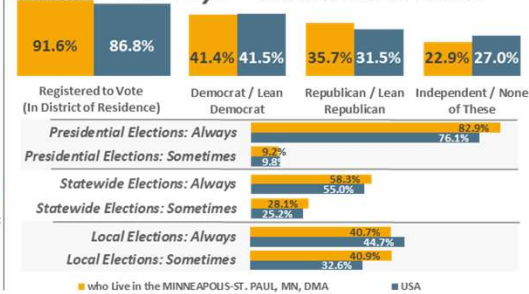


1.5% or 3,909,963 of USA Adults 18 or older Live in the MINNEAPOLIS-ST. PAUL, MN, DMA. Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 5.9% more likely to look up D-I-Y advice online, 8.9% less likely to always vote in local elections, 5.6% less likely to belong to a gym, 4.8% less likely to fly domestic past yr.

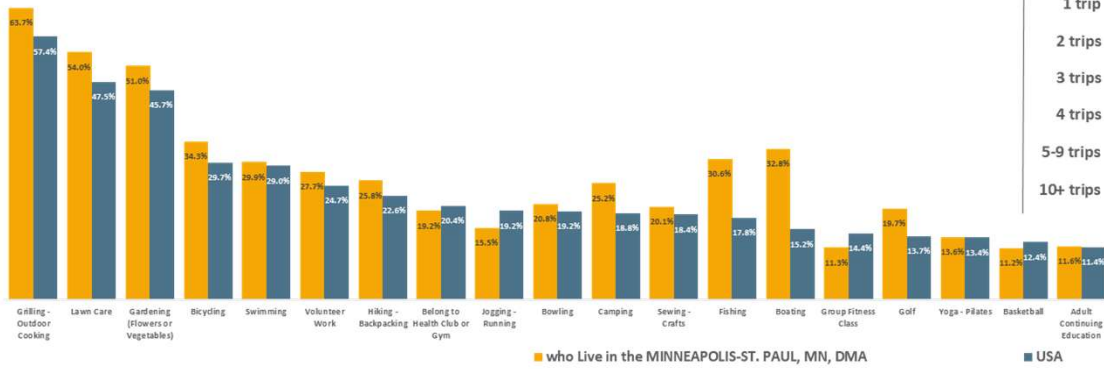
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



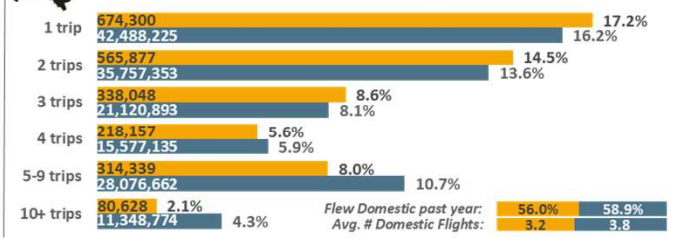
Political Activity: Adults 18 or older



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



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

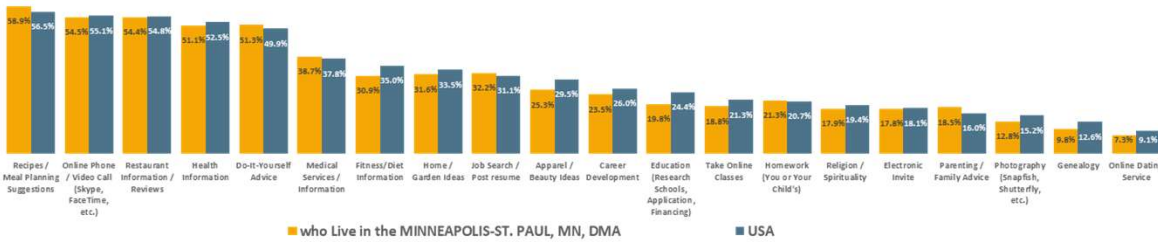


Flew Domestic past year: 56.0% (DMA) vs 58.9% (USA)
Avg. # Domestic Flights: 3.2 (DMA) vs 3.8 (USA)

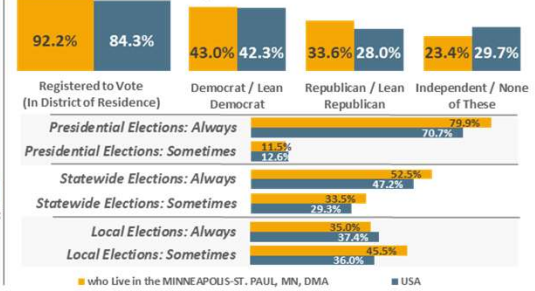


1.5% or 1,902,821 of USA Adults 25 - 54 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
 Adults 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 2.8% more likely to look up D-I-Y advice online, 6.3% less likely to always vote in local elections, 9.4% less likely to belong to a gym, 2.3% less likely to fly domestic past yr.

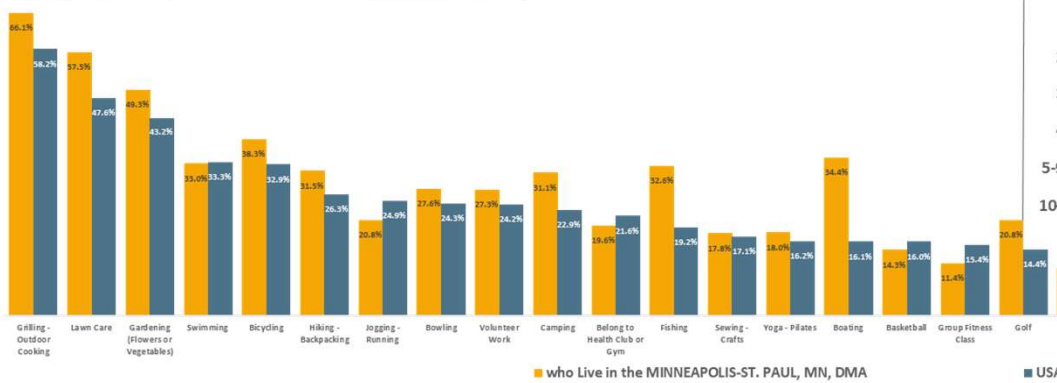
Top-20 past 30-days Online Lifestyle Activities: Adults 25 - 54



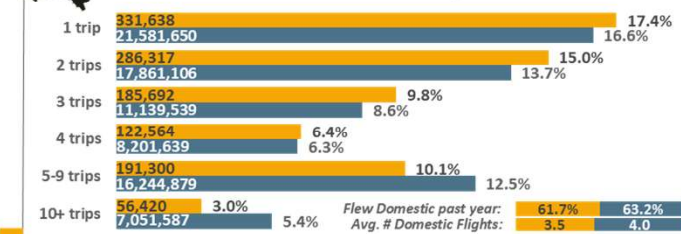
Political Activity: Adults 25 - 54



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



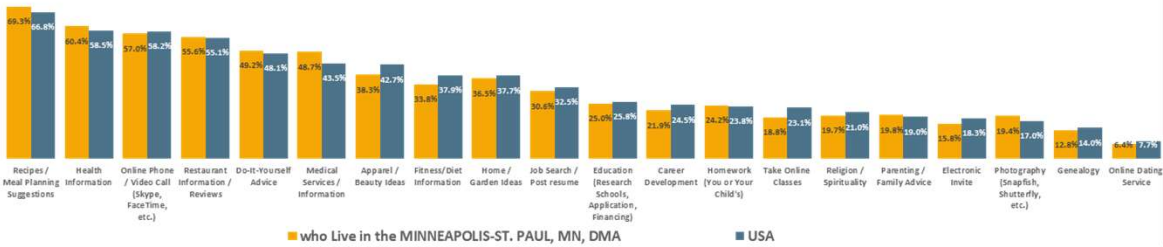
Past 12-months Domestic Airline Trips: Adults 25 - 54



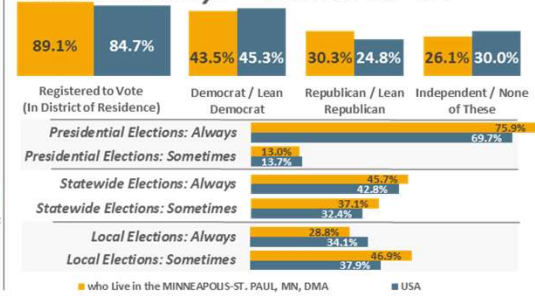


1.5% or 931,201 of USA Women 25 - 54 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
 Women 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 2.2% more likely to look up D-I-Y advice online, 15.5% less likely to always vote in local elections, 11.% less likely to belong to a gym, 7.% less likely to fly domestic past yr.

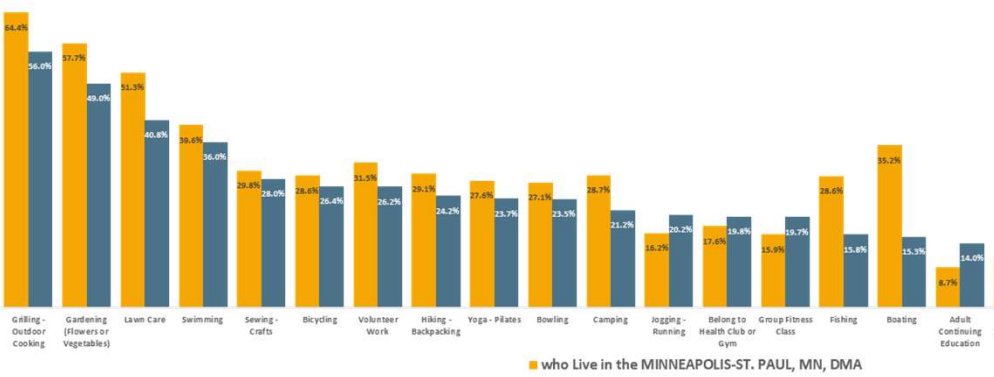
Top-20 past 30-days Online Lifestyle Activities: Women 25 - 54



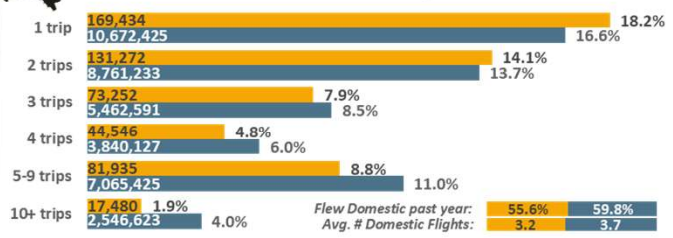
Political Activity: Women 25 - 54



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



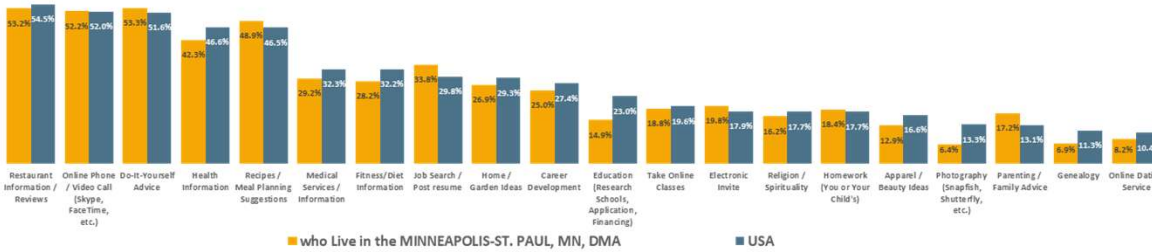
Past 12-months Domestic Airline Trips: Women 25 - 54



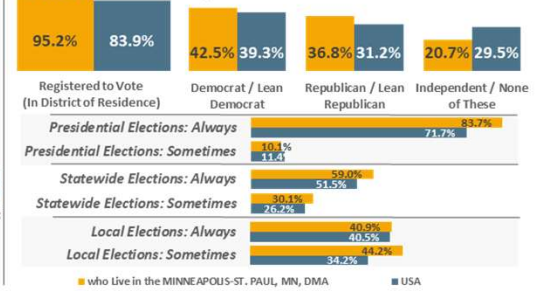


1.5% or 971,620 of USA Men 25 - 54 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
 Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 3.3% more likely to look up D-I-Y advice online, 1% more likely to always vote in local elections, 8.3% less likely to belong to a gym, 1.6% more likely to fly domestic past yr.

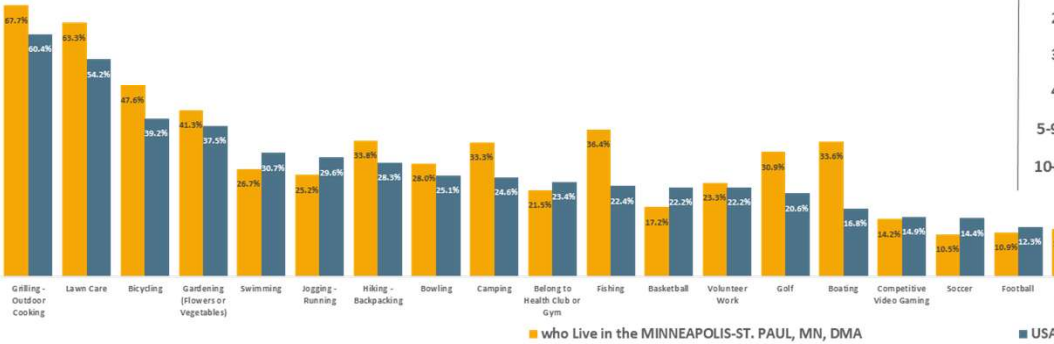
Top-20 past 30-days Online Lifestyle Activities: Men 25 - 54



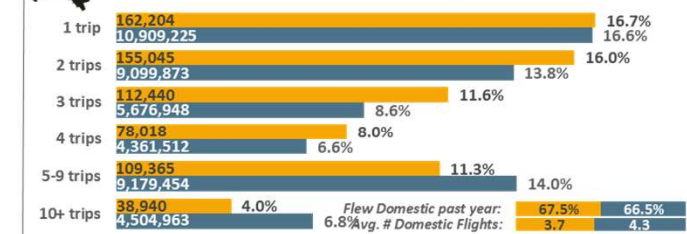
Political Activity: Men 25 - 54



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



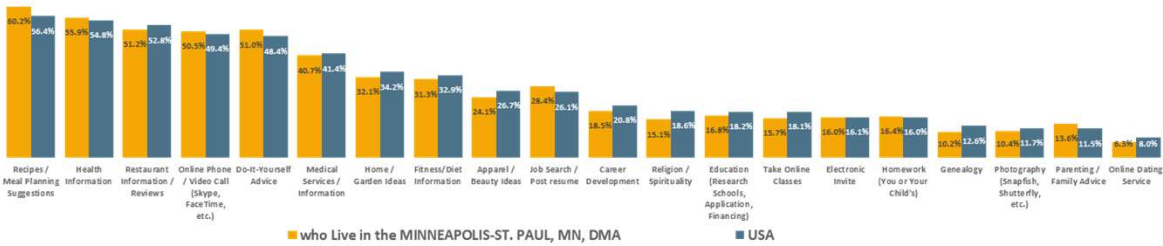
Past 12-months Domestic Airline Trips: Men 25 - 54



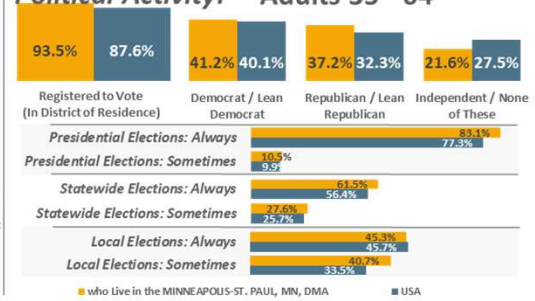


1.5% or 1,895,682 of USA Adults 35 - 64 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
 Adults 35 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 5.3% more likely to look up D-I-Y advice online, .8% less likely to always vote in local elections, 1.8% less likely to belong to a gym, 3.2% less likely to fly domestic past yr.

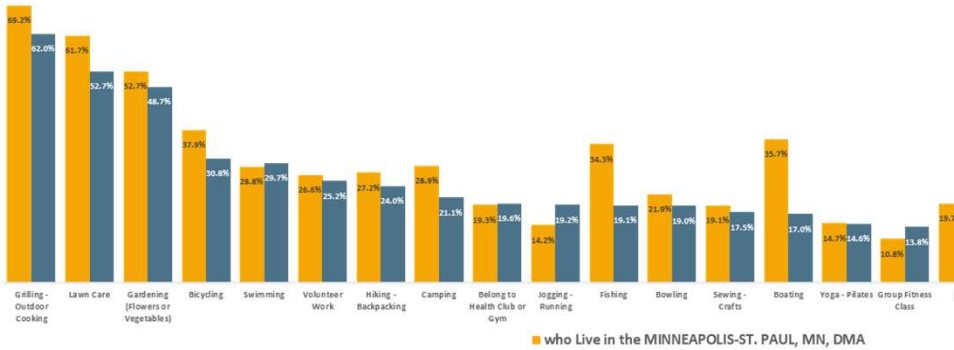
Top-20 past 30-days Online Lifestyle Activities: Adults 35 - 64



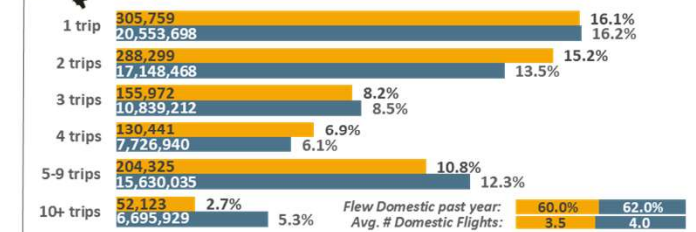
Political Activity: Adults 35 - 64



Top-30 past 12-months Active Lifestyle Activities: Adults 35 - 64



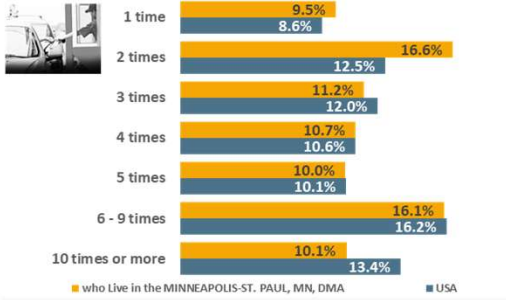
Past 12-months Domestic Airline Trips: Adults 35 - 64



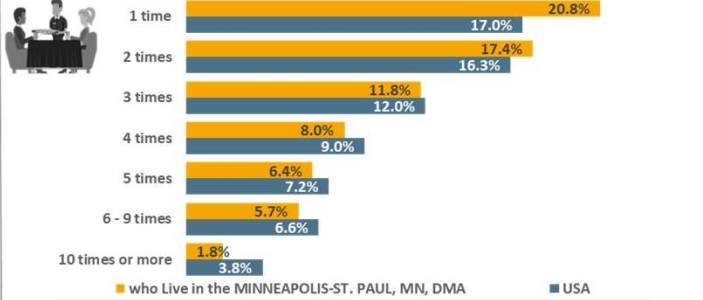


1.5% or 3,909,963 of USA Adults 18 or older Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
 Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are .7% more likely to use QSRs past mo., .% less likely to use Sit-Down Restaurants past mo., 7.7% more likely to use Casinos past yr., 2.9% more likely to smoke cigarettes.

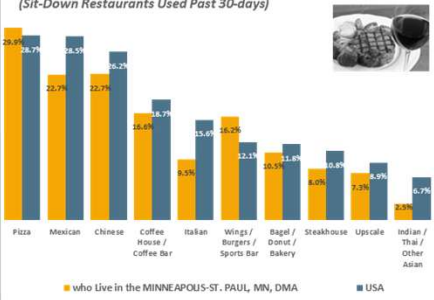
Past 30-days QSR Users: Adults 18 or older



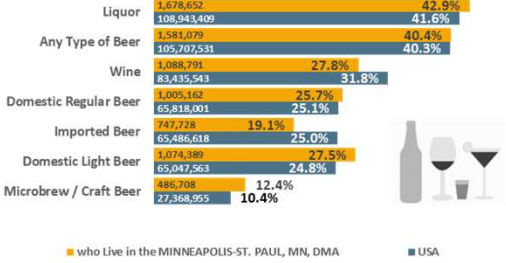
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



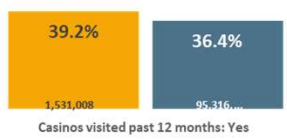
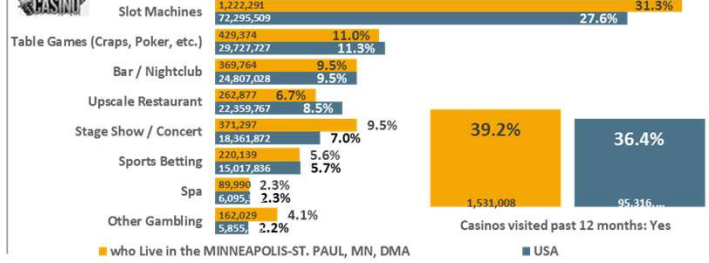
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



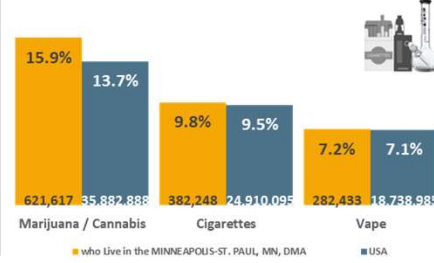
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



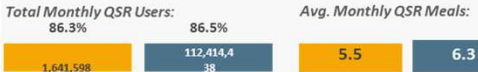
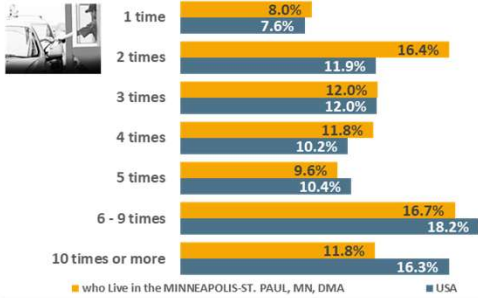
Used Past 30-days: Adults 18 or older



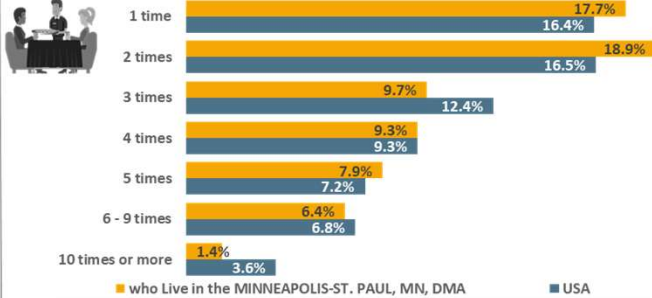
MINNEAPOLIS-ST. PAUL, MN DMA #16 P25-54

1.5% or 1,902,821 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 .3% less likely to use QSRs past mo.,
 1.2% less likely to use Sit-Down Restaurants past mo., 3.1% less likely to use Casinos past yr., .6% more likely to smoke cigarettes.

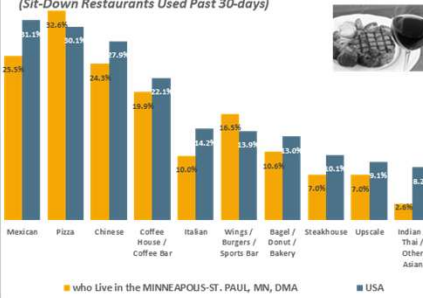
Past 30-days QSR Users: Adults 25 - 54



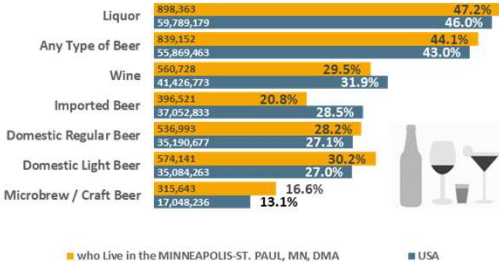
Past 30-days Sit-Down Restaurant Users: Adults 25 - 54



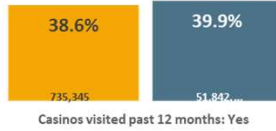
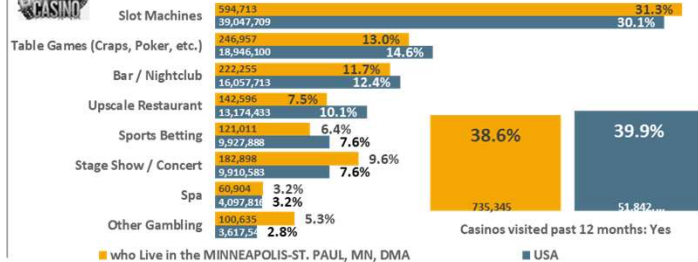
Top-10 Cuisines: Adults 25 - 54 (Sit-Down Restaurants Used Past 30-days)



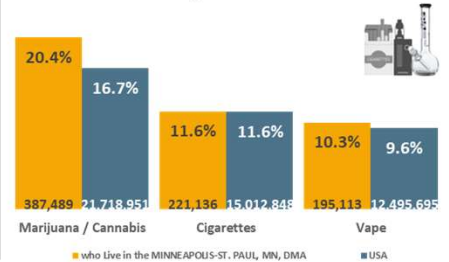
Drank Past 30-days: Adults 25 - 54



Past 12 months Casino Activities: Adults 25 - 54



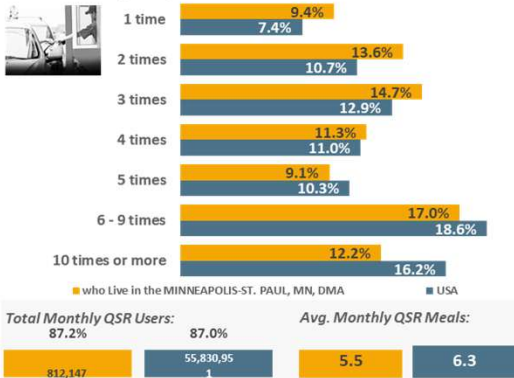
Used Past 30-days: Adults 25 - 54



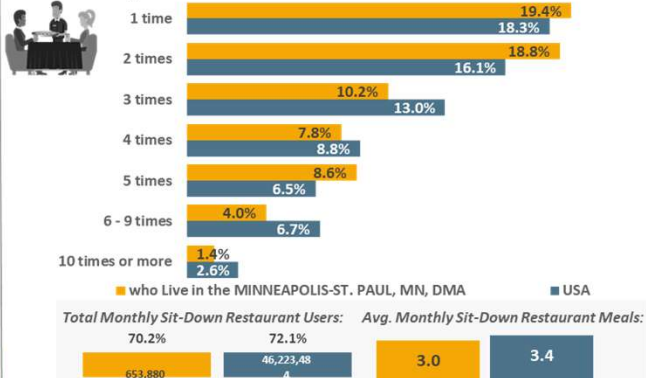
MINNEAPOLIS-ST. PAUL, MN, DMA #16 W25-54

1.5% or 931,201 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% more likely to use QSRs past mo.,
 2.5% less likely to use Sit-Down Restaurants past mo., 7.1% less likely to use Casinos past yr., 4% more likely to smoke cigarettes.

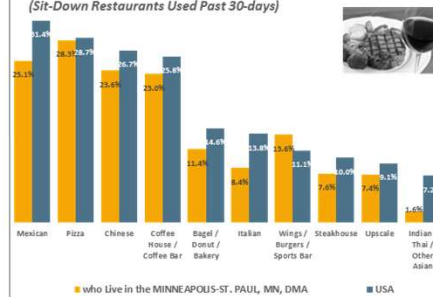
Past 30-days QSR Users: Women 25 - 54



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



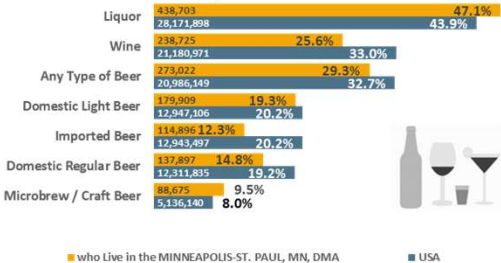
Top-10 Cuisines: Women 25 - 54 (Sit-Down Restaurants Used Past 30-days)



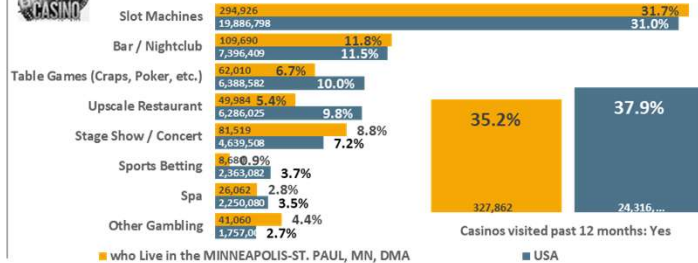
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)



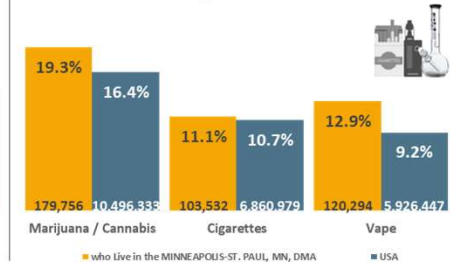
Drank Past 30-days: Women 25 - 54



Past 12 months Casino Activities: Women 25 - 54



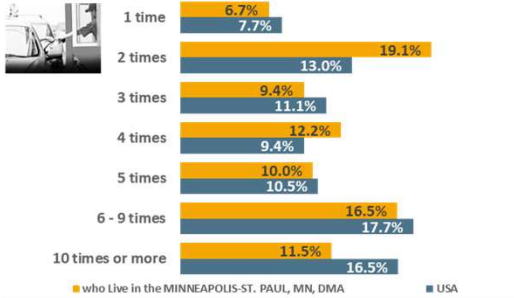
Used Past 30-days: Women 25 - 54



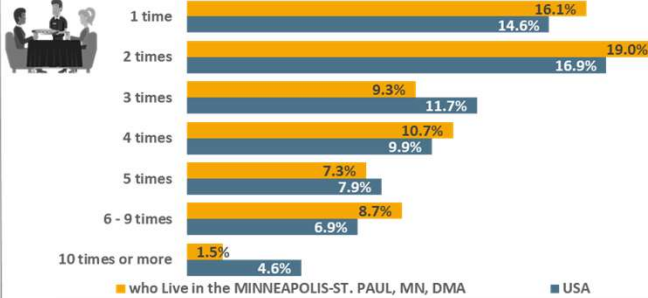
MINNEAPOLIS-ST. PAUL MN DMA #16 M25-54

1.5% or 971,620 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 .8% less likely to use QSRs past mo., .% less likely to use Sit-Down Restaurants past mo., .2% more likely to use Casinos past yr., 2.3% less likely to smoke cigarettes.

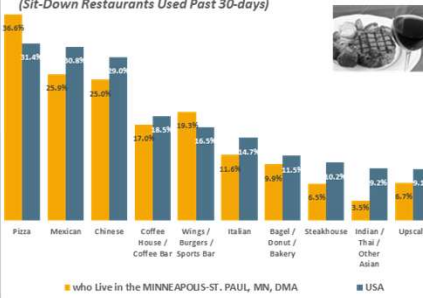
Past 30-days QSR Users: Men 25 - 54



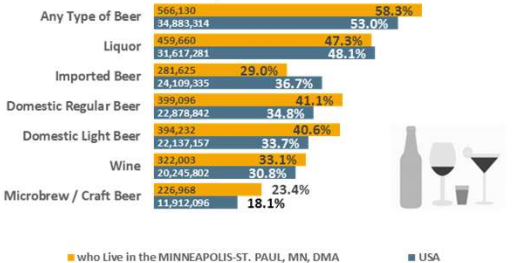
Past 30-days Sit-Down Restaurant Users: Men 25 - 54



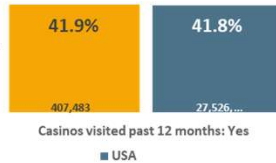
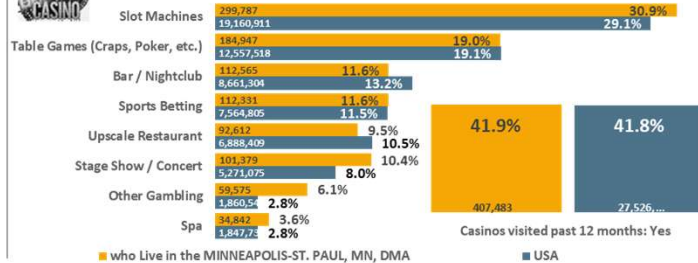
Top-10 Cuisines: Men 25 - 54 (Sit-Down Restaurants Used Past 30-days)



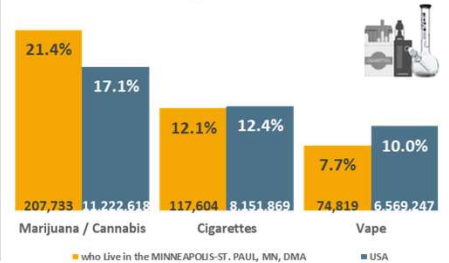
Drank Past 30-days: Men 25 - 54



Past 12 months Casino Activities: Men 25 - 54



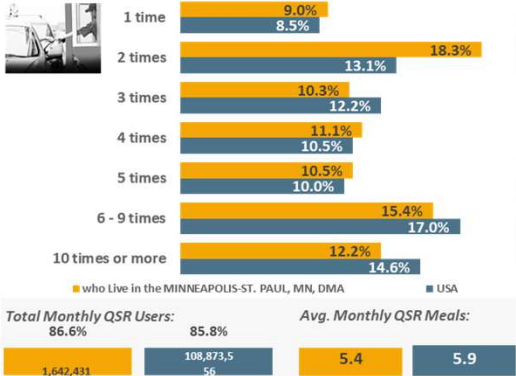
Used Past 30-days: Men 25 - 54



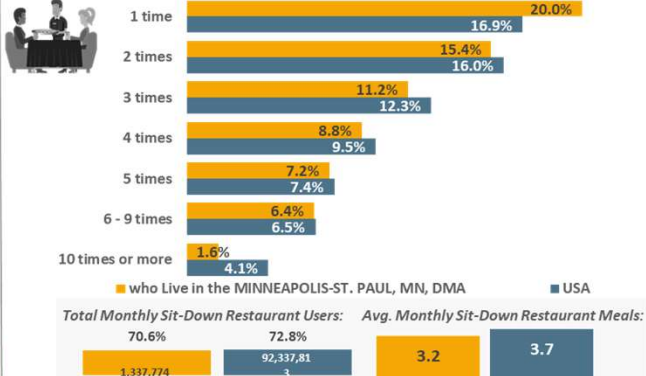
MINNEAPOLIS-ST. PAUL, MN DMA #16 P35-64

1.5% or 1,895,682 of USA Adults 35 - 64 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
 Adults 35 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are .9% more likely to use QSRs past mo.,
 3.1% less likely to use Sit-Down Restaurants past mo., 7.4% more likely to use Casinos past yr., 7.1% more
 likely to smoke cigarettes.

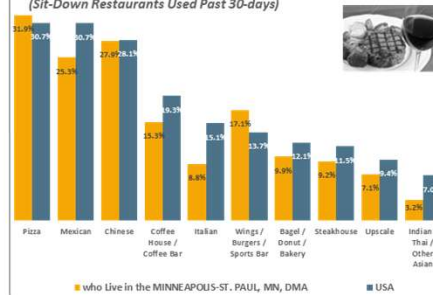
Past 30-days QSR Users: Adults 35 - 64



Past 30-days Sit-Down Restaurant Users: Adults 35 - 64



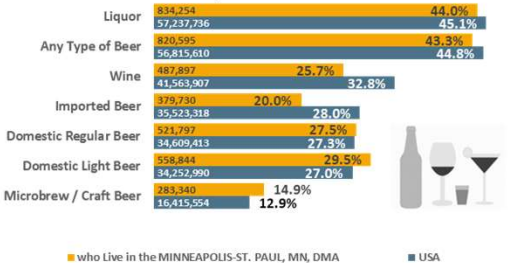
Top-10 Cuisines: Adults 35 - 64 (Sit-Down Restaurants Used Past 30-days)



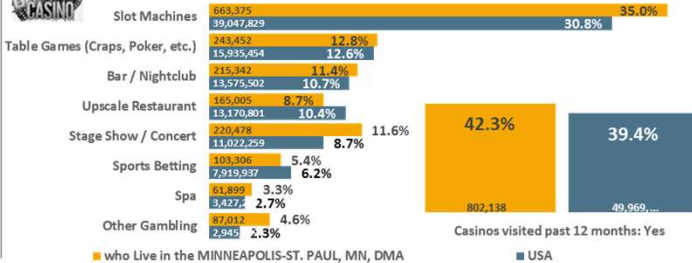
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)



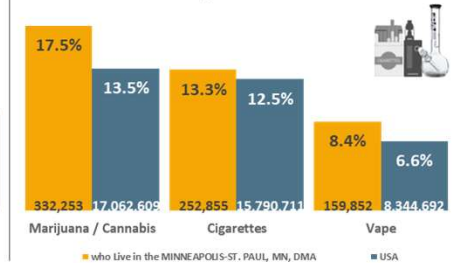
Drank Past 30-days: Adults 35 - 64



Past 12 months Casino Activities: Adults 35 - 64



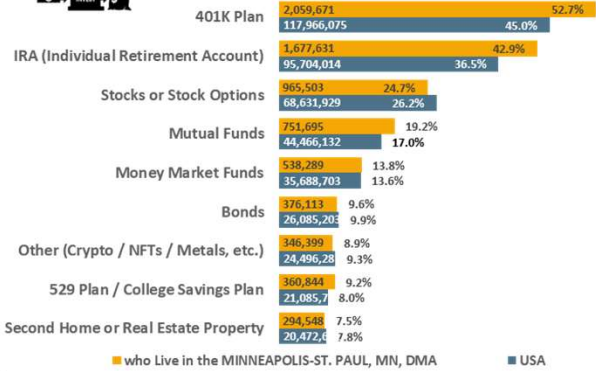
Used Past 30-days: Adults 35 - 64



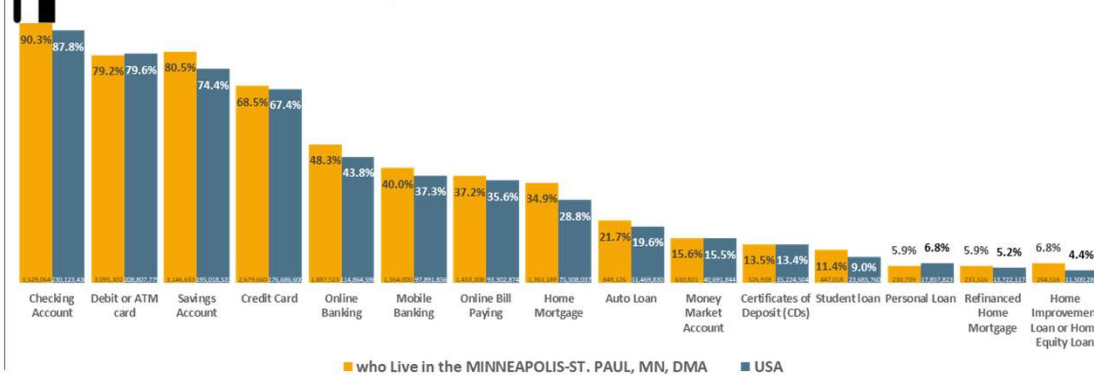


1.5% or 3,909,963 of USA Adults 18 or older Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
 Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 17.1% more likely to have a 401K,
 10.6% more likely to have an Auto Loan, 2.4% less likely to Invest/Trade Stocks Online, 3.6% less likely to pay
 with their Debit Card.

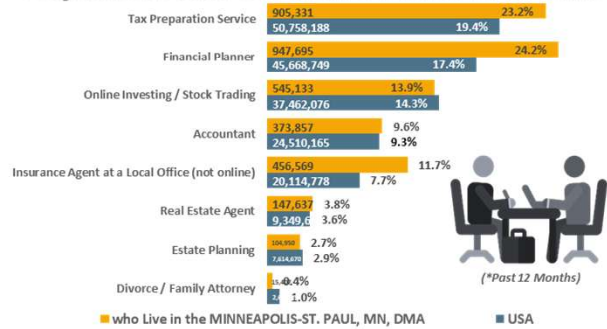
Investments Owned: Adults 18 or older



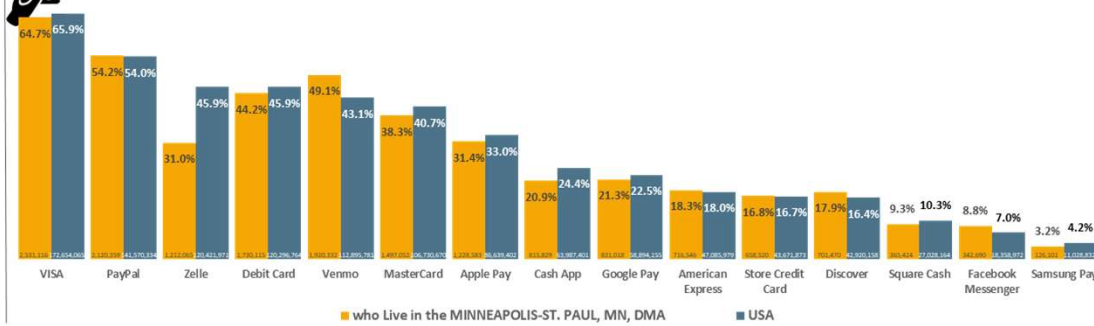
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older

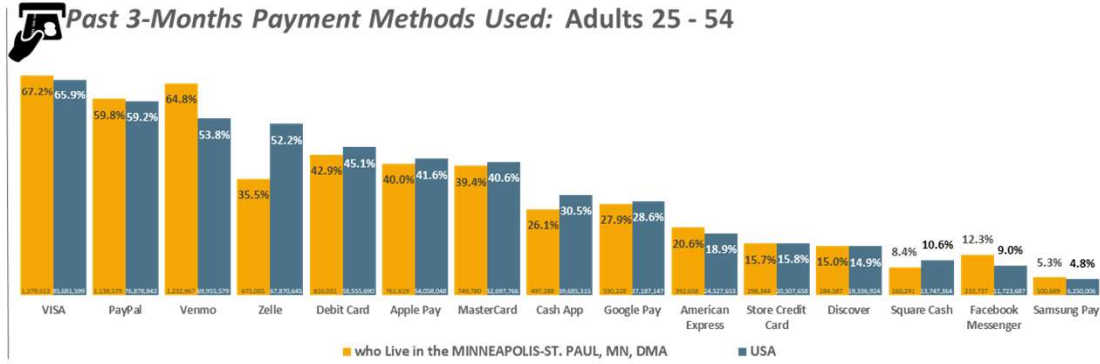
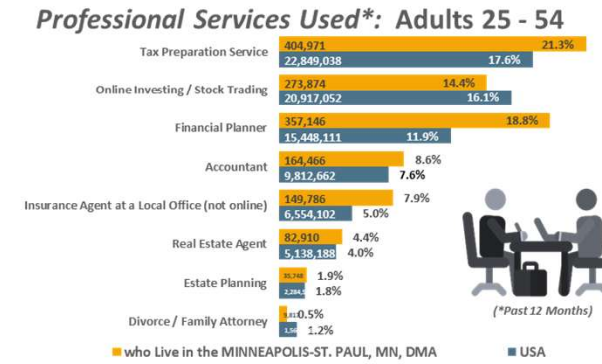
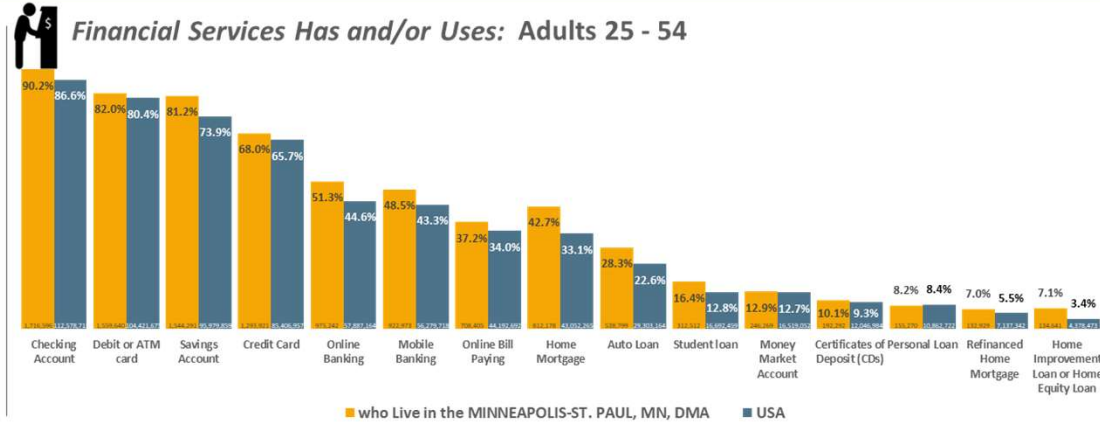
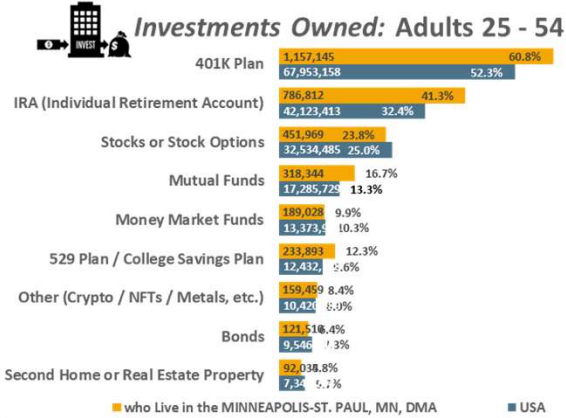


Past 3-Months Payment Methods Used: Adults 18 or older





1.5% or 1,902,821 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 16.3% more likely to have a 401K, 25.5% more likely to have an Auto Loan, 10.6% less likely to Invest/Trade Stocks Online, 4.8% less likely to pay with their Debit Card.





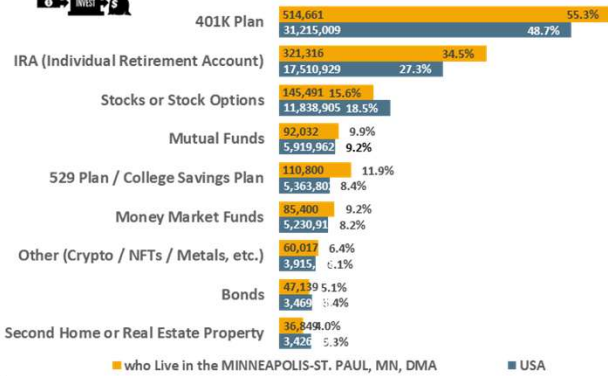
MINNEAPOLIS-ST. PAUL, MN DMA #16

W25-54

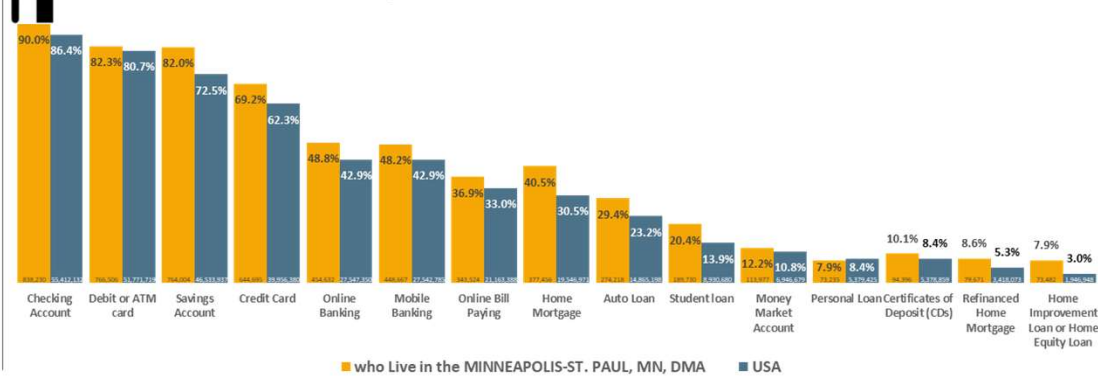
1.5% or 931,201 of USA Women 25 - 54 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
 Women 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 13.6% more likely to have a 401K, 27.1% more likely to have an Auto Loan, 31.4% less likely to Invest/Trade Stocks Online, 4.4% less likely to pay with their Debit Card.



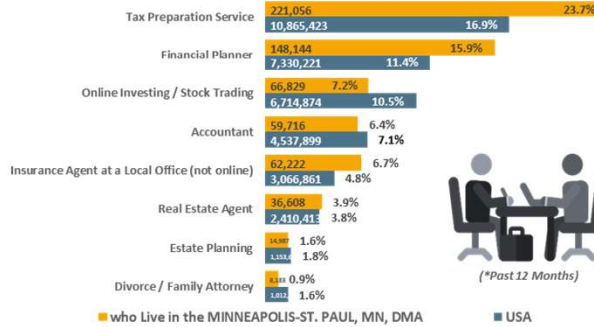
Investments Owned: Women 25 - 54



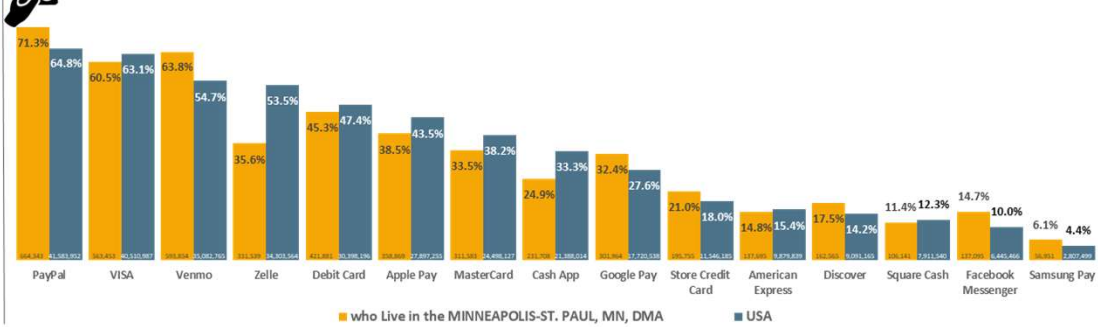
Financial Services Has and/or Uses: Women 25 - 54



Professional Services Used*: Women 25 - 54



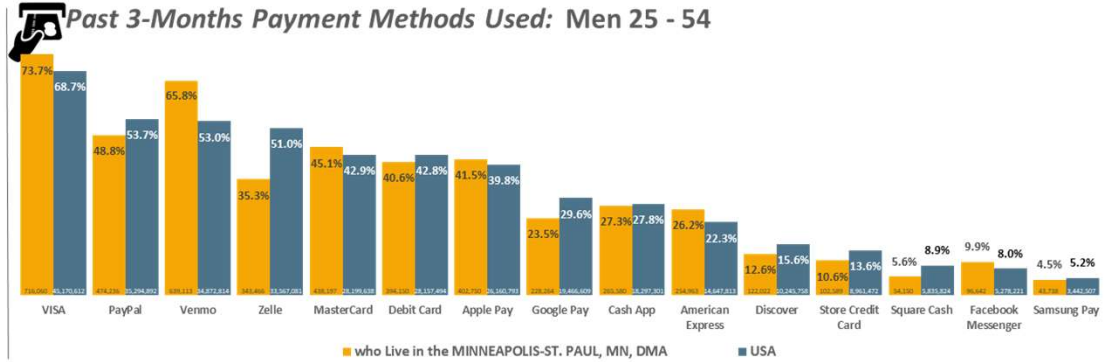
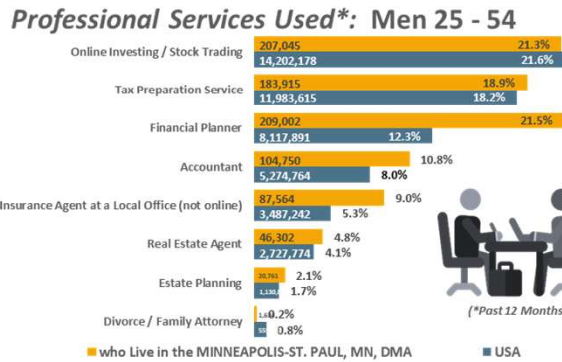
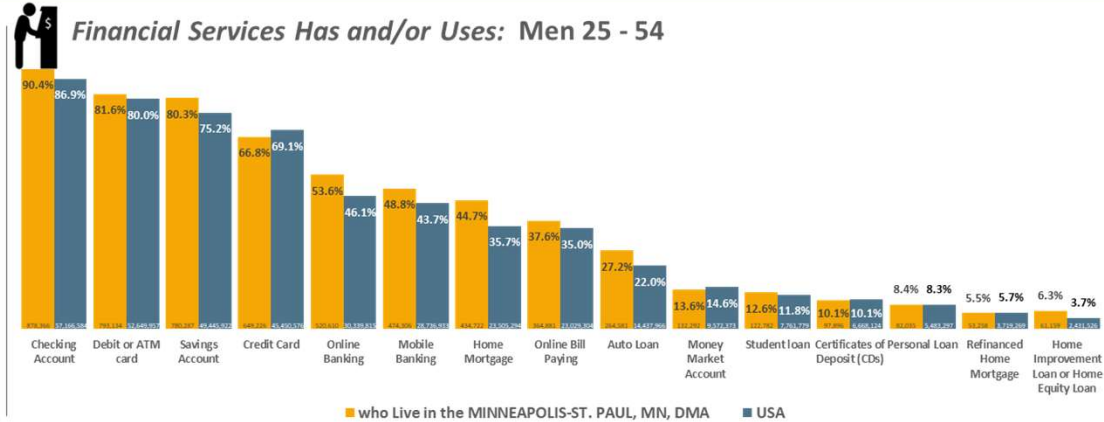
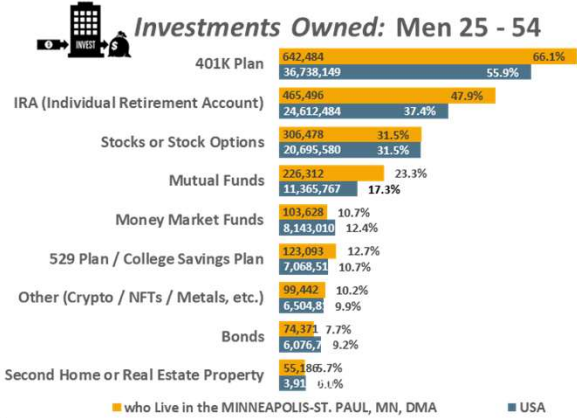
Past 3-Months Payment Methods Used: Women 25 - 54





M25-54

1.5% or 971,620 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 18.4% more likely to have a 401K, 24.1% more likely to have an Auto Loan, 1.3% less likely to Invest/Trade Stocks Online, 5.2% less likely to pay with their Debit Card.

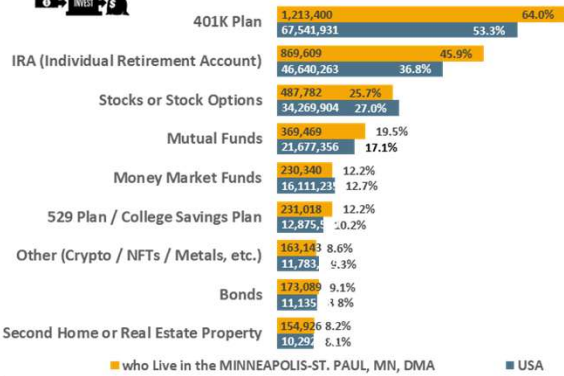




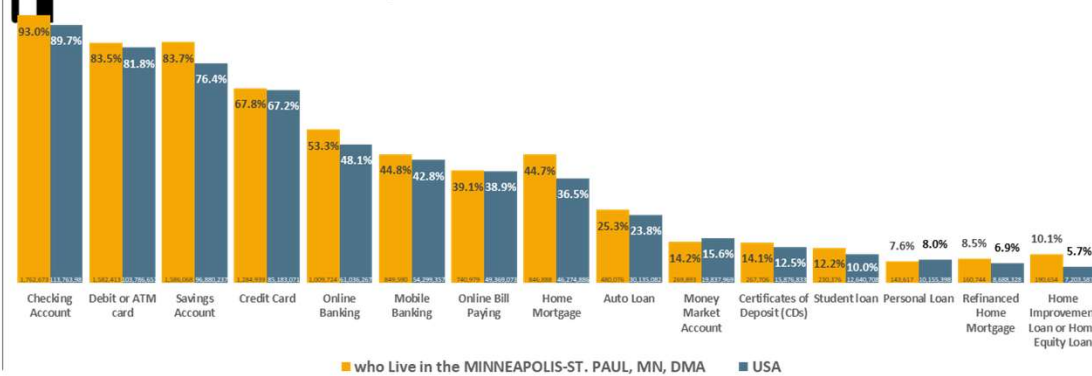
1.5% or 1,895,682 of USA Adults 35 - 64 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
 Adults 35 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 20.2% more likely to have a 401K, 6.6% more likely to have an Auto Loan, 5.9% less likely to Invest/Trade Stocks Online, 5.5% less likely to pay with their Debit Card.



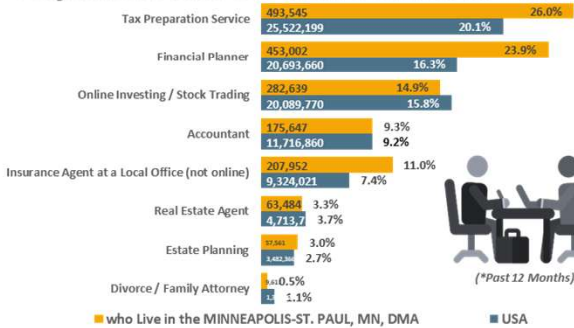
Investments Owned: Adults 35 - 64



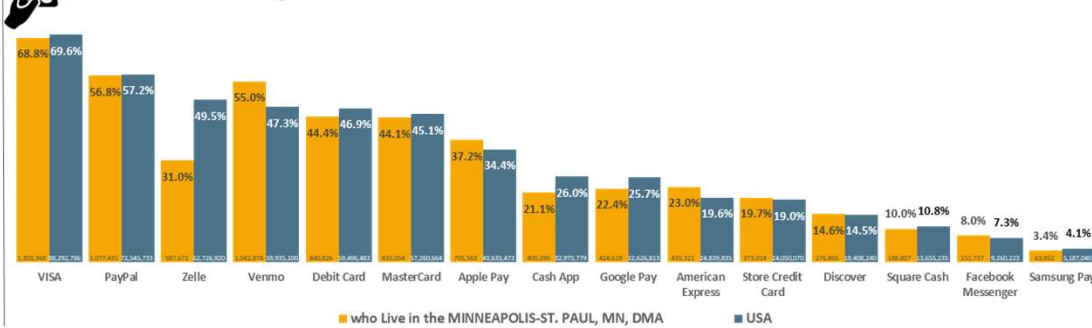
Financial Services Has and/or Uses: Adults 35 - 64



Professional Services Used*: Adults 35 - 64



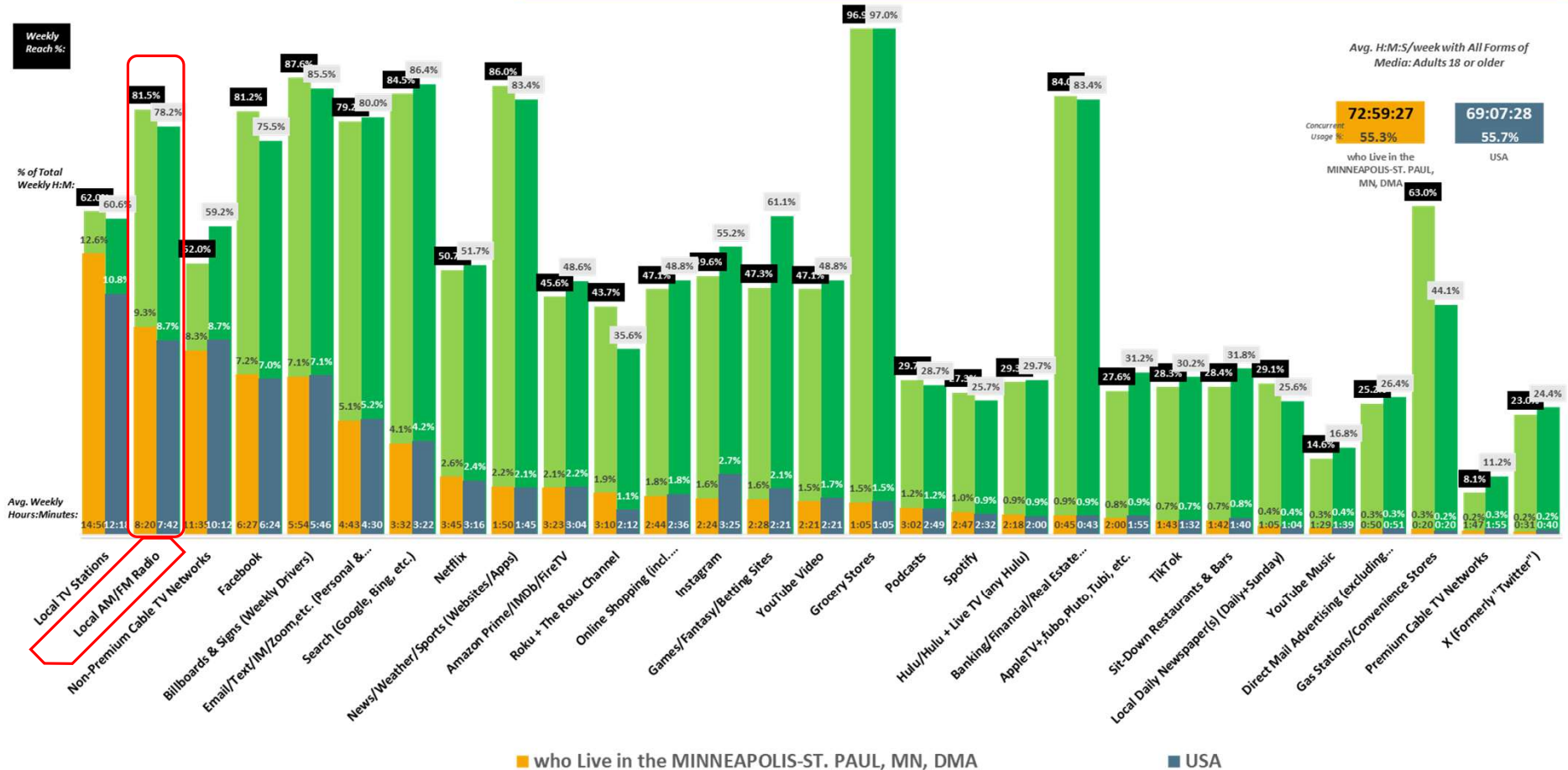
Past 3-Months Payment Methods Used: Adults 35 - 64





P18+

Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 3 days, 0 hours, 59 minutes and 27 seconds each week with All Forms of Media.
 81.5% of Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an avg. of 8 hours and 20 minutes each week listening to All Local AM/FM Radio, representing 9.3% of total time spent with all forms of Media.



Avg. H:M:S/week with All Forms of Media: Adults 18 or older

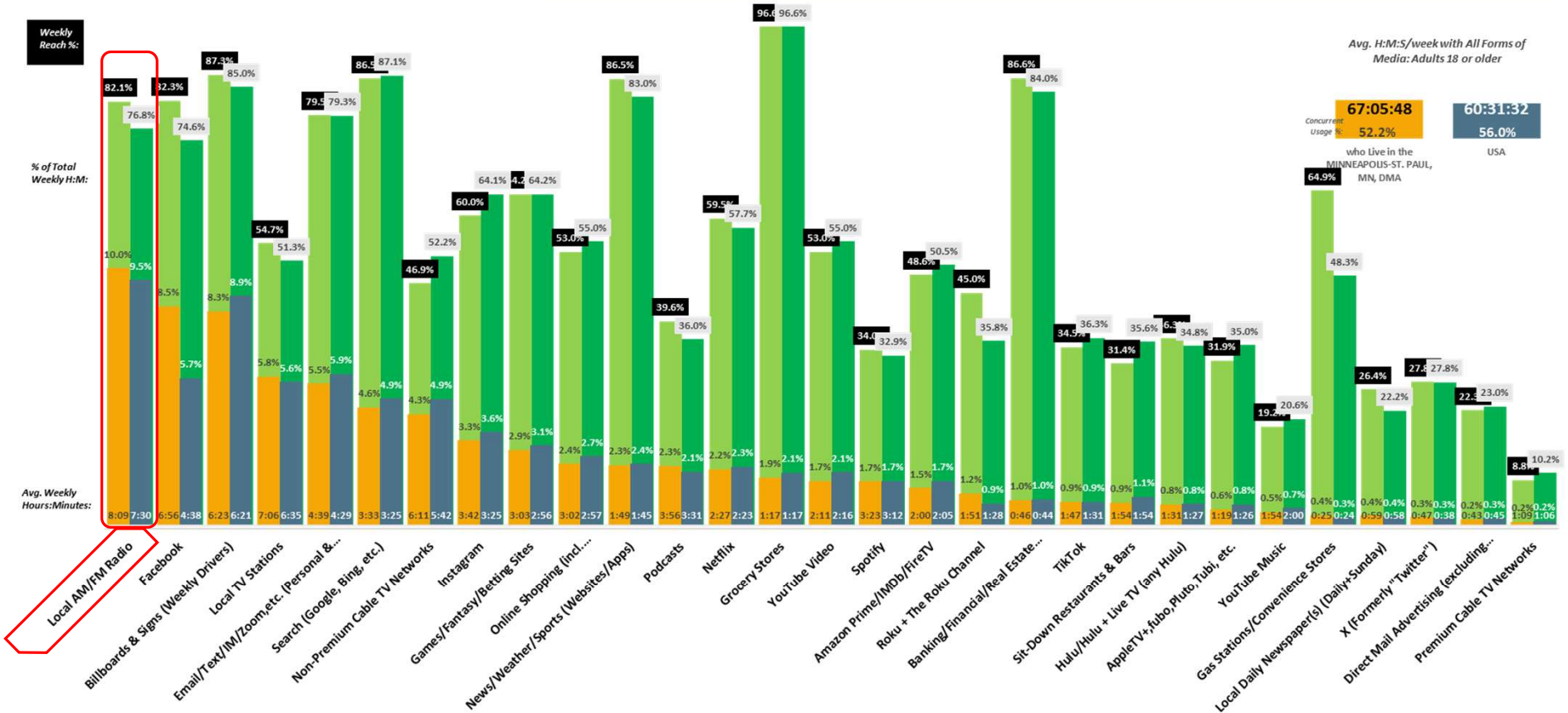
Concurrent Usage: **55.3%**

who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA: **72:59:27**

USA: **69:07:28**



Adults 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 2 days, 19 hours, 5 minutes and 48 seconds each week with All Forms of Media.
 82.1% of Adults 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an avg. of 8 hours and 9 minutes each week listening to All Local AM/FM Radio, representing 10.0% of total time spent with all forms of Media.



Avg. H:M:S/week with All Forms of Media: Adults 18 or older

Concurrent Usage: 67:05:48 (52.2%)
 60:31:32 (56.0%)

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

USA

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

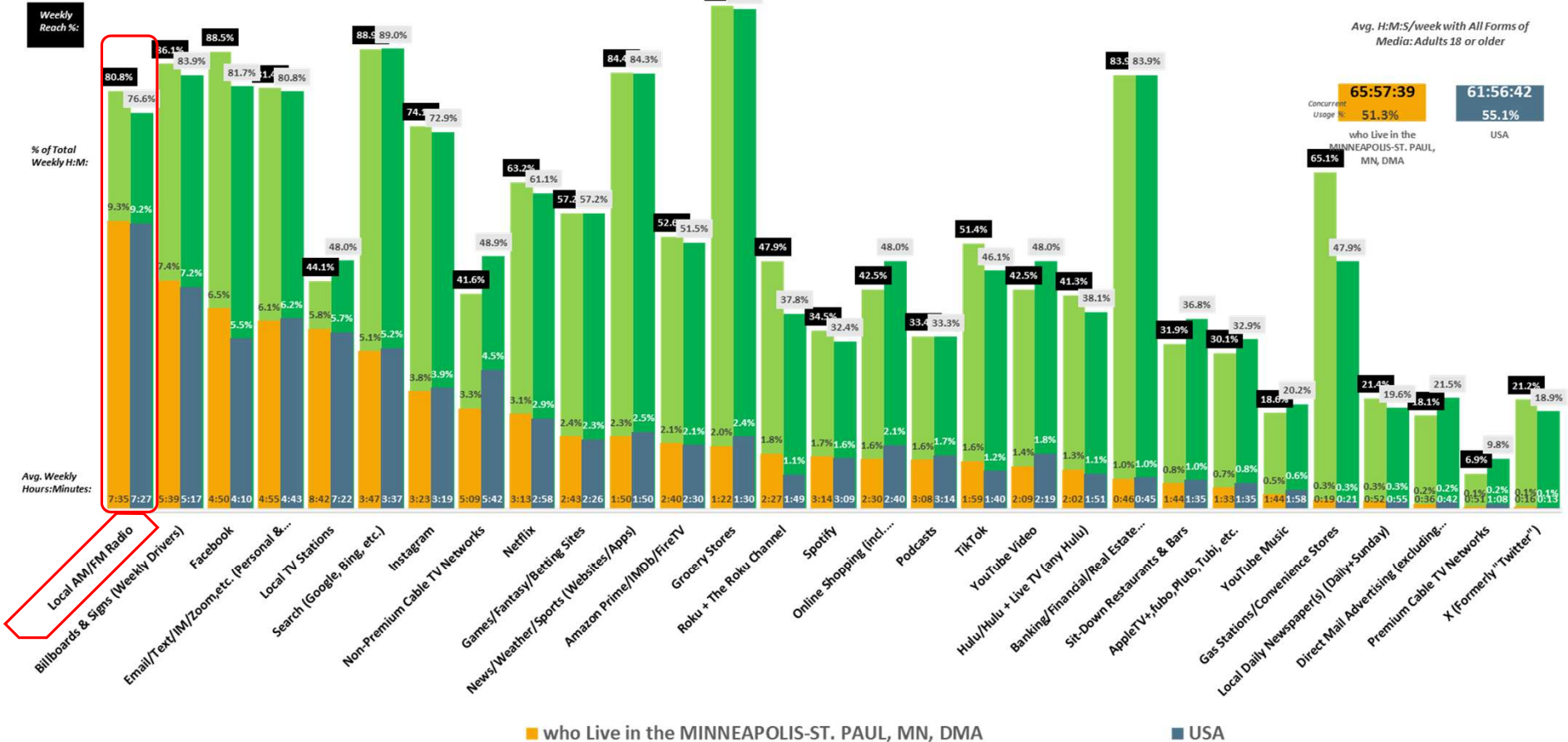
USA



Share of Everything for Anything

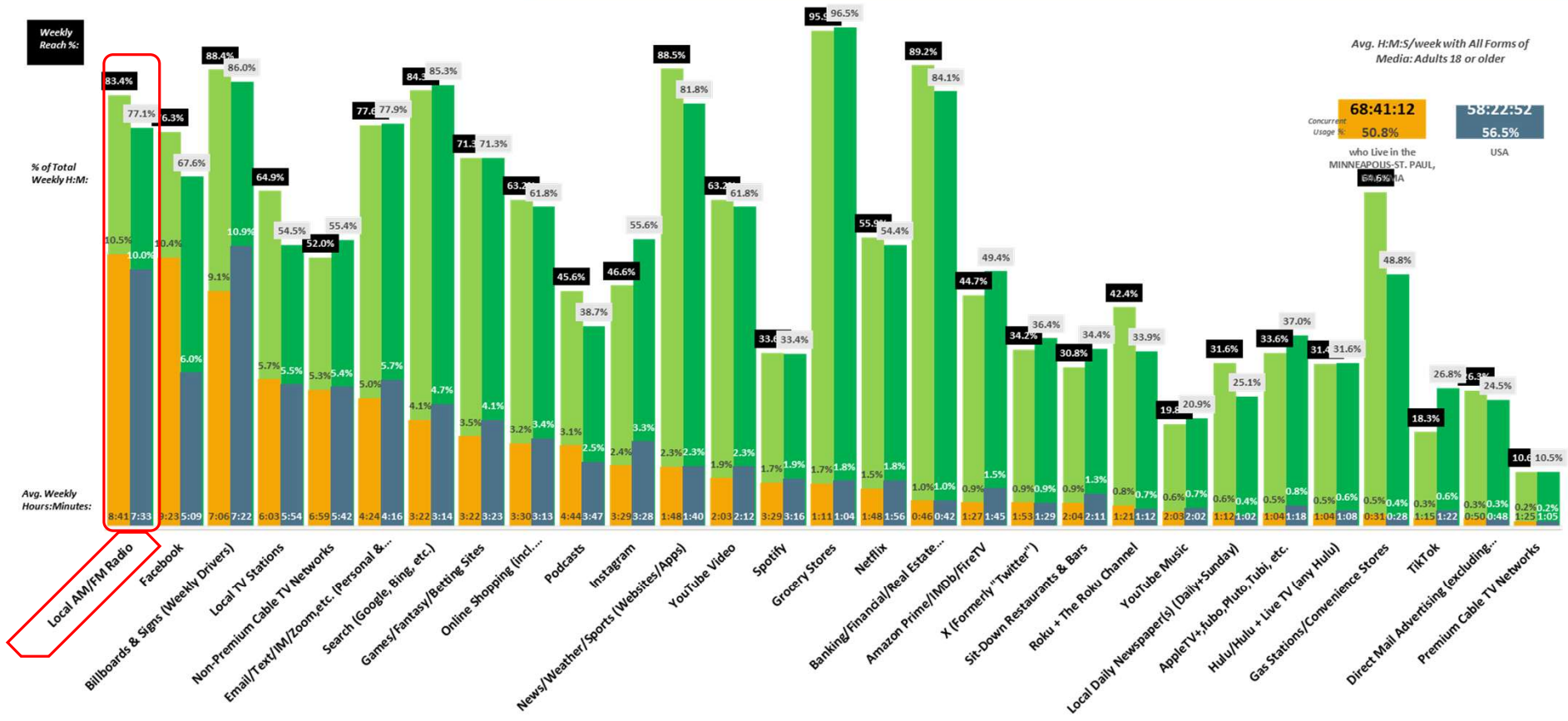


Women 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 2 days, 17 hours, 57 minutes and 39 seconds each week with All Forms of Media.
 80.8% of Women 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an avg. of 7 hours and 35 minutes each week listening to All Local AM/FM Radio, representing 9.3% of total time spent with all forms of Media.





Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 2 days, 20 hours, 41 minutes and 12 seconds each week with All Forms of Media.
 83.4% of Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an avg. of 8 hours and 41 minutes each week listening to All Local AM/FM Radio, representing 10.5% of total time spent with all forms of Media.



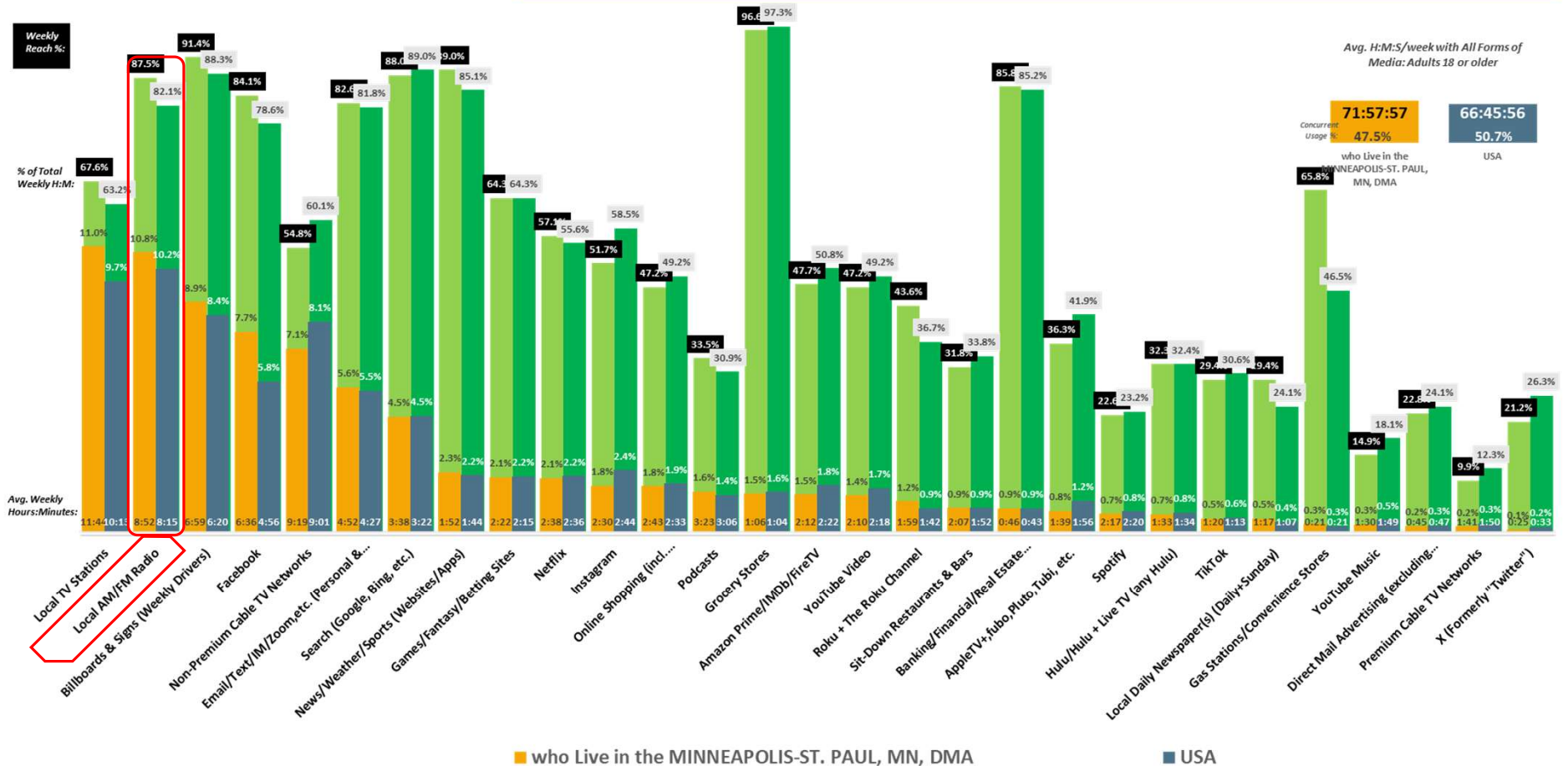
Avg. H:M:S/week with All Forms of Media: Adults 18 or older

Concurrent Usage: **50.8%** (DMA) vs **56.5%** (USA)

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



Adults 35 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 2 days, 23 hours, 57 minutes and 57 seconds each week with All Forms of Media.
 87.5% of Adults 35 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an avg. of 8 hours and 52 minutes each week listening to All Local AM/FM Radio, representing 10.8% of total time spent with all forms of Media.



Avg. H:M:S/week with All Forms of Media: Adults 18 or older

Concurrent Usage: 71:57:57 (47.5%)
 66:45:56 (50.7%)

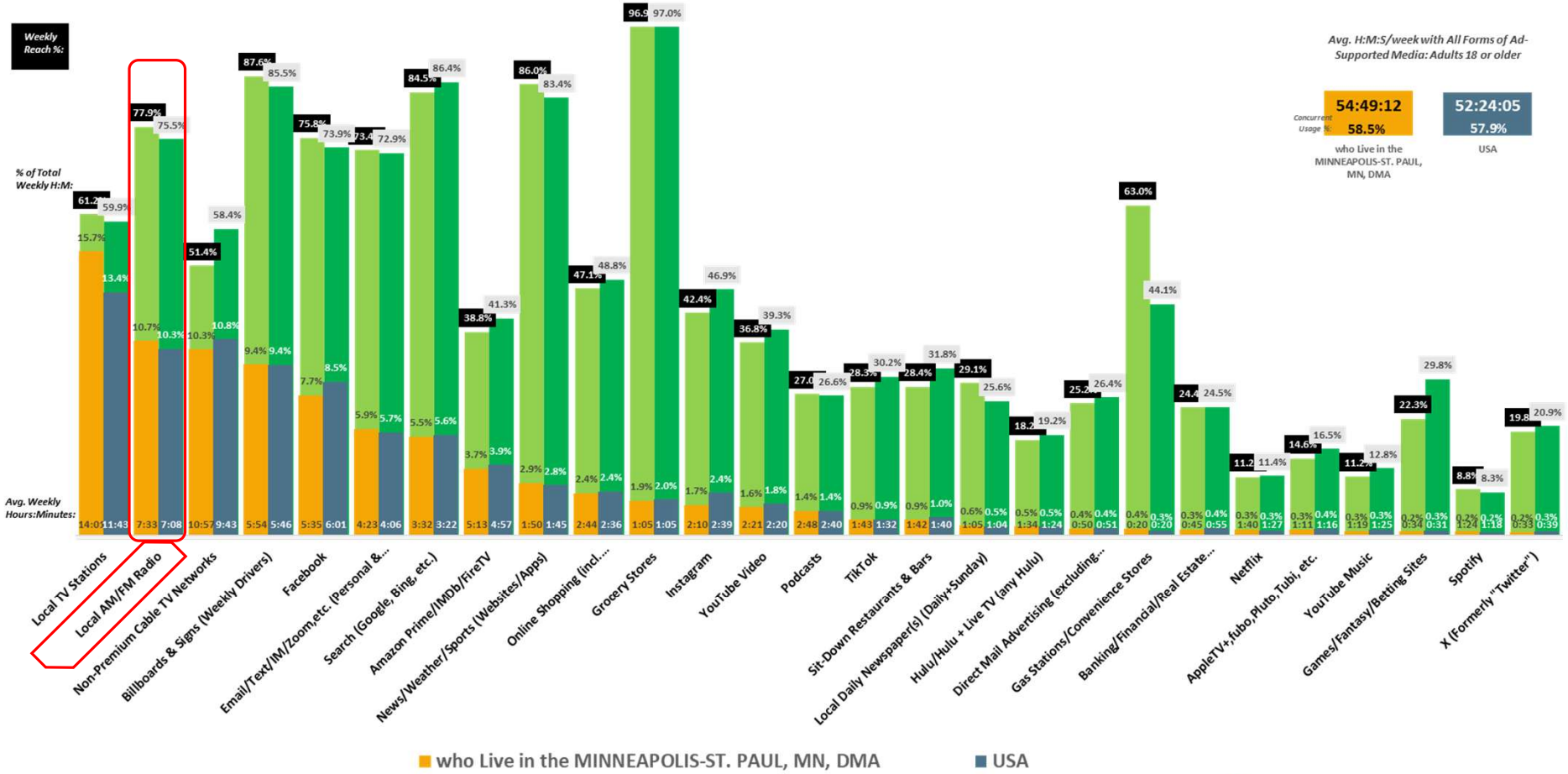
who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA

USA





Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 2 days, 6 hours, 49 minutes and 12 seconds each week with All Forms of Ad-Supported Media.
 77.9% of Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an avg. of 7 hours and 33 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.7% of total time spent with all forms of Ad-Supported Media.

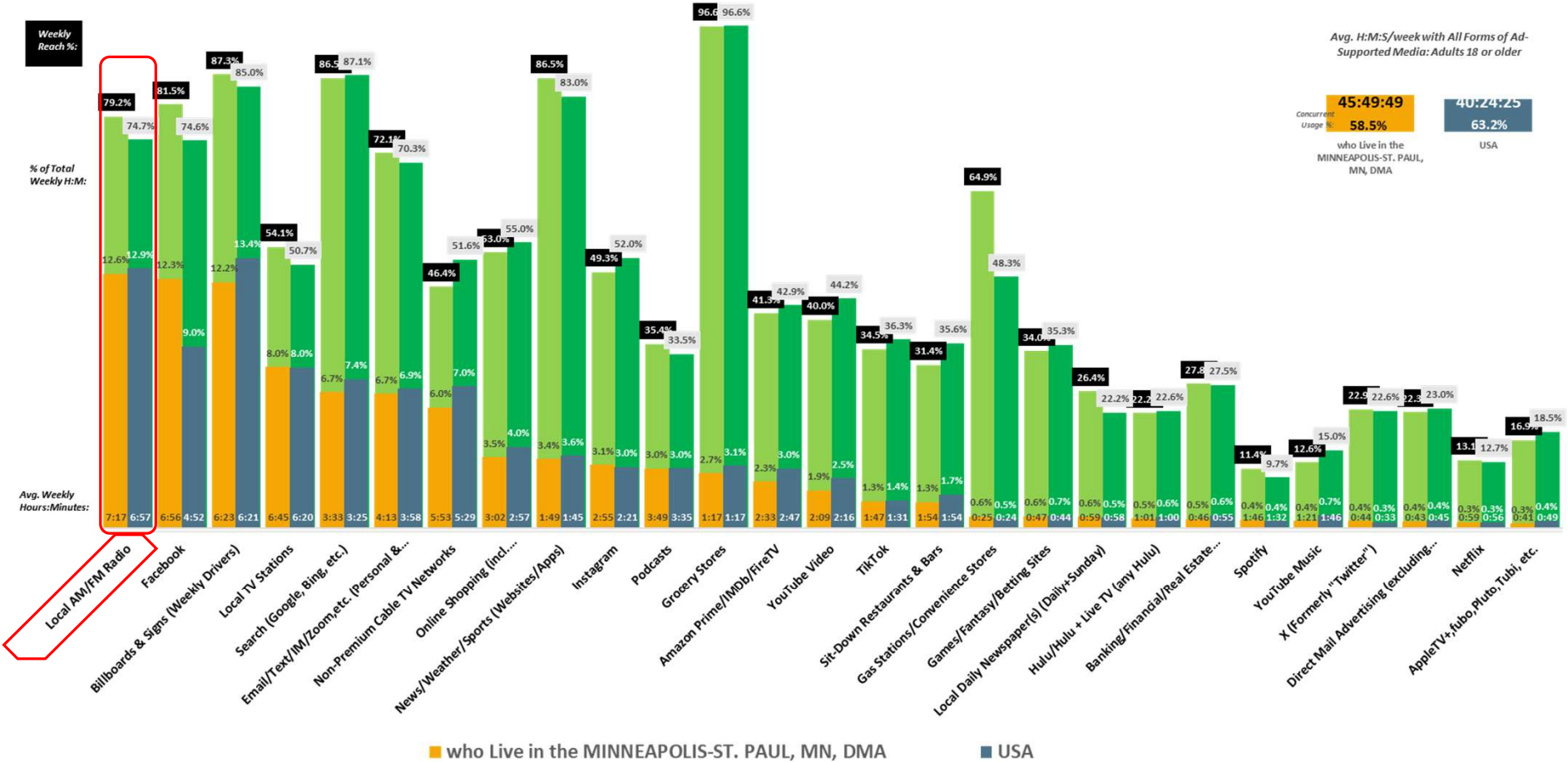


Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

54:49:12	52:24:05
Concurrent Usage % 58.5%	57.9%
who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA	USA



Adults 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 1 days, 21 hours, 49 minutes and 49 seconds each week with All Forms of Ad-Supported Media.
 79.2% of Adults 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an avg. of 7 hours and 17 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.6% of total time spent with all forms of Ad-Supported Media.

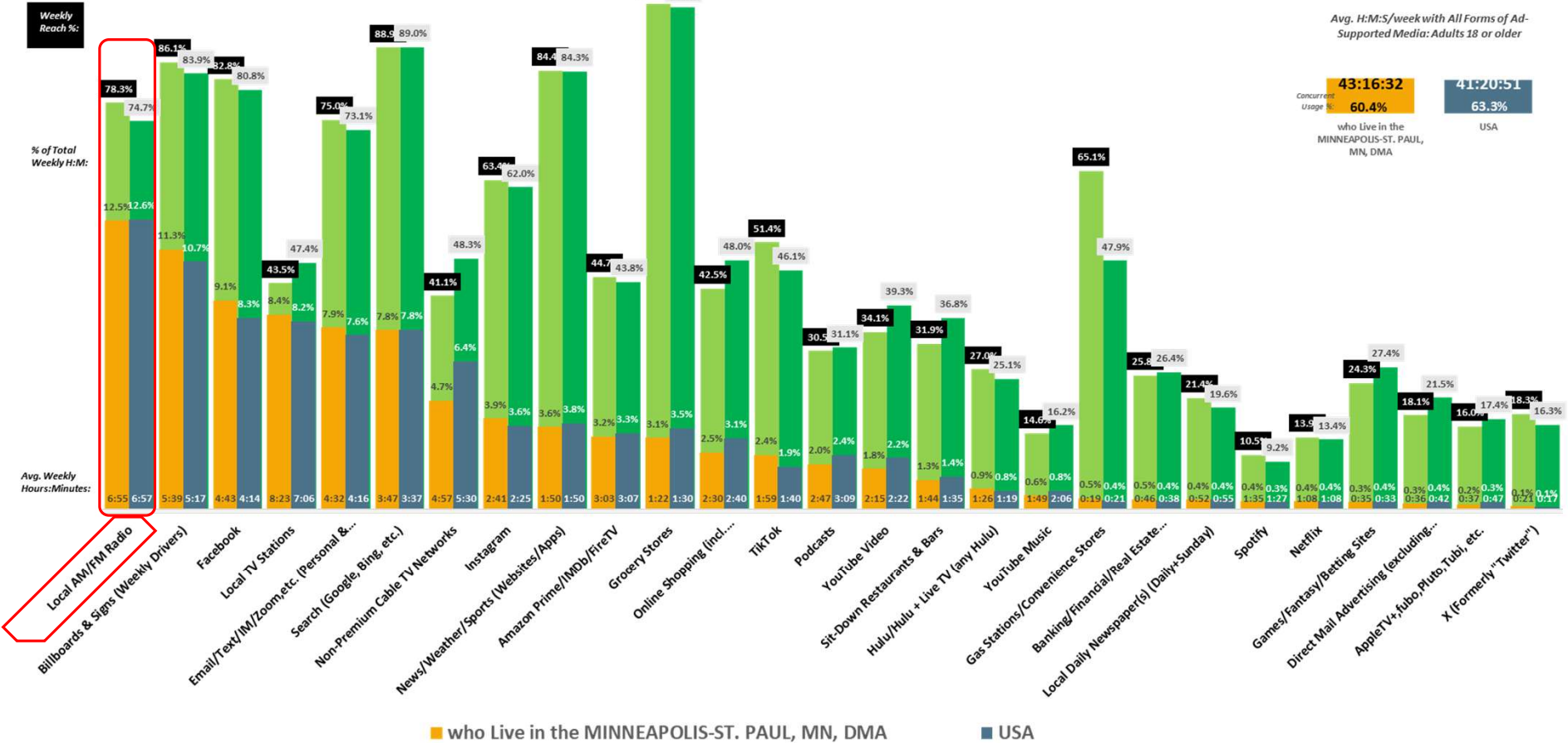


Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

45:49:49	40:24:25
58.5%	63.2%
who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA	USA



Women 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 1 days, 19 hours, 16 minutes and 32 seconds each week with All Forms of Ad-Supported Media.
 78.3% of Women 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an avg. of 6 hours and 55 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.5% of total time spent with all forms of Ad-Supported Media.



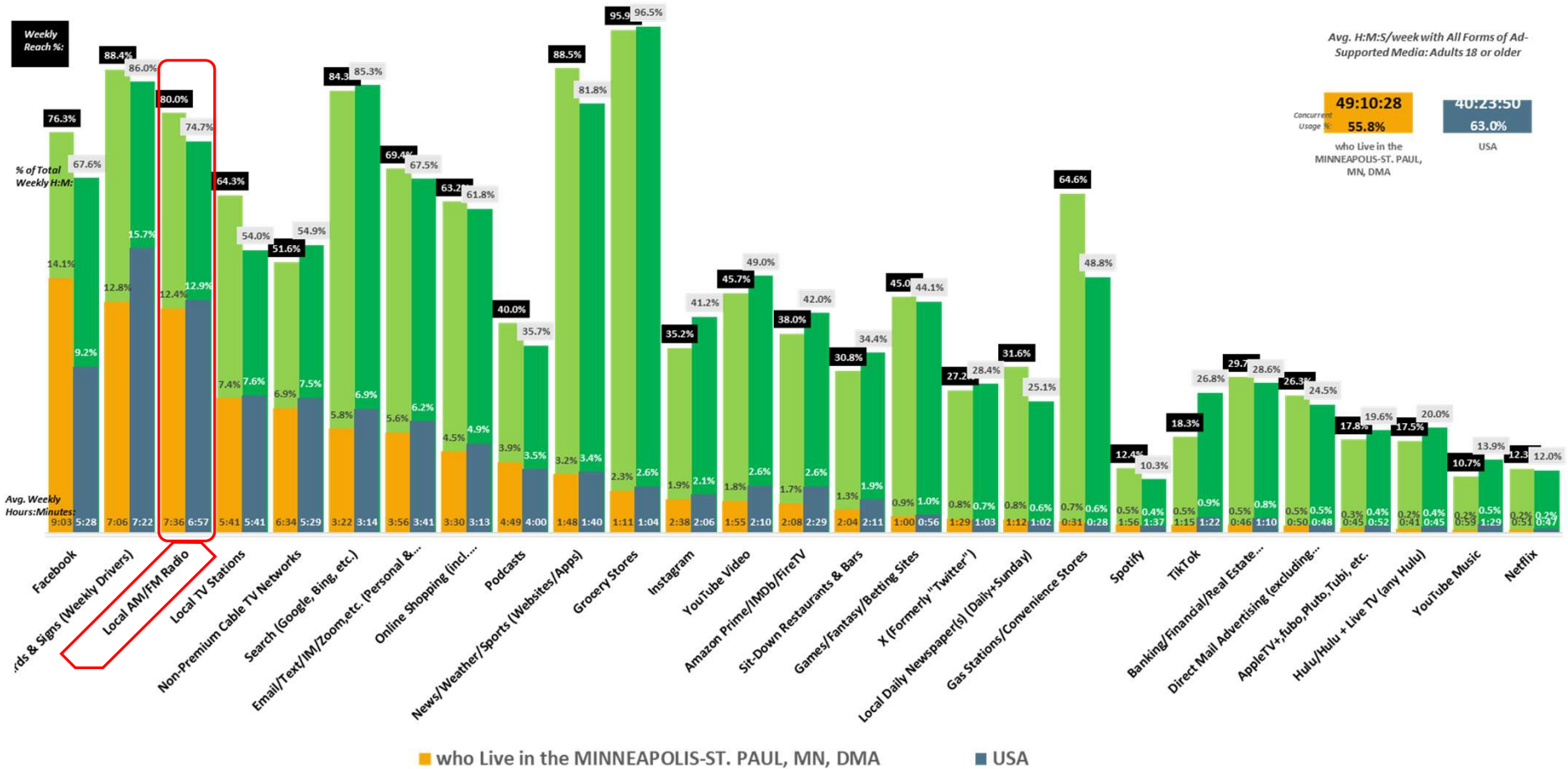
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

Minneapolis-St. Paul, MN, DMA	43:16:32
USA	41:20:51

Concurrent Usage %: 60.4% (Minneapolis-St. Paul, MN, DMA) vs 63.3% (USA)



Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 2 days, 1 hours, 10 minutes and 28 seconds each week with All Forms of Ad-Supported Media.
 80.0% of Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an avg. of 7 hours and 36 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.4% of total time spent with all forms of Ad-Supported Media.

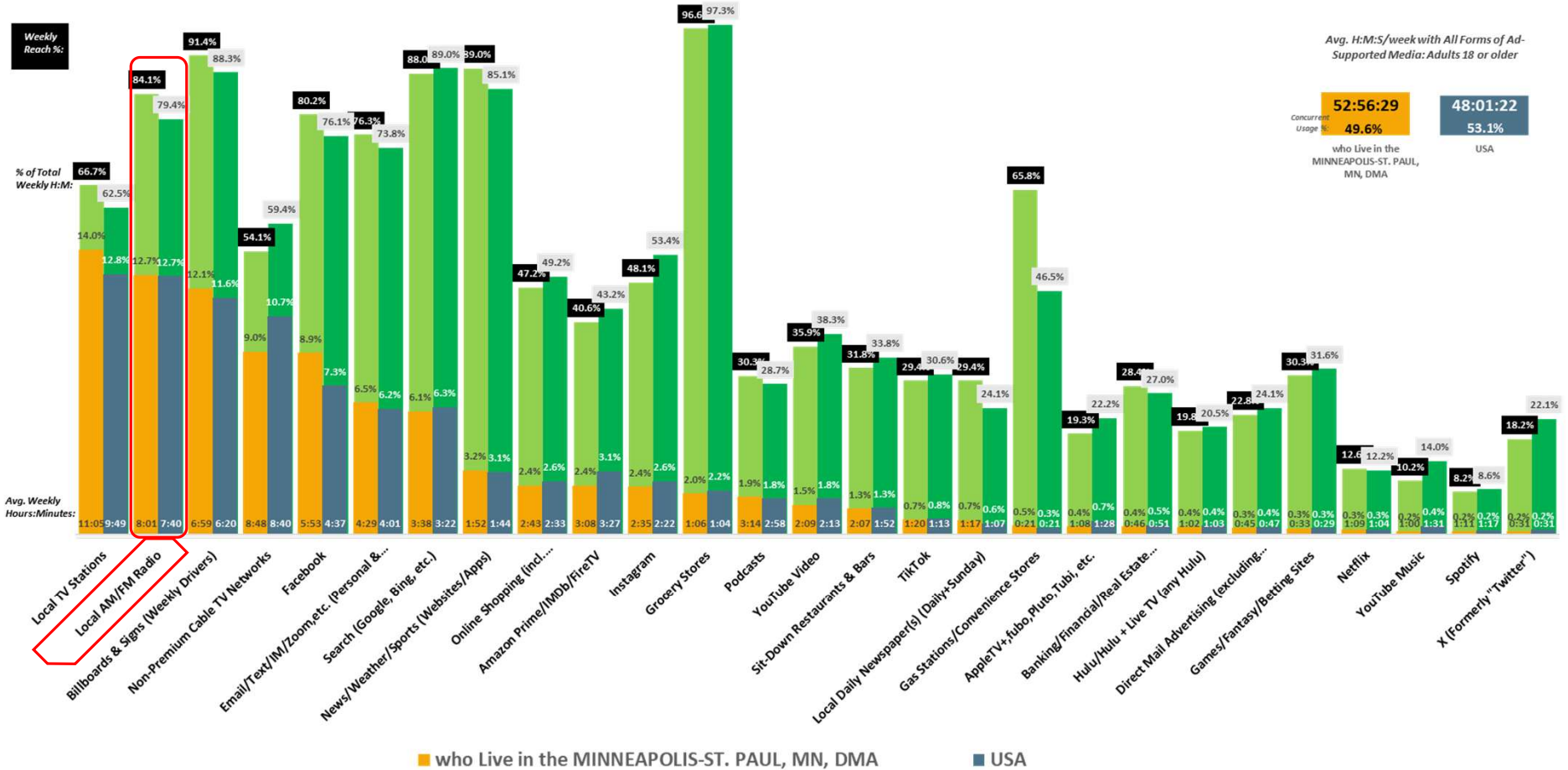


Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

Concurrent Usage %: **55.8%** (Minneapolis-St. Paul, MN, DMA) vs **63.0%** (USA)



Adults 35 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 2 days, 4 hours, 56 minutes and 29 seconds each week with All Forms of Ad-Supported Media.
 84.1% of Adults 35 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an avg. of 8 hours and 1 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.7% of total time spent with all forms of Ad-Supported Media.



Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

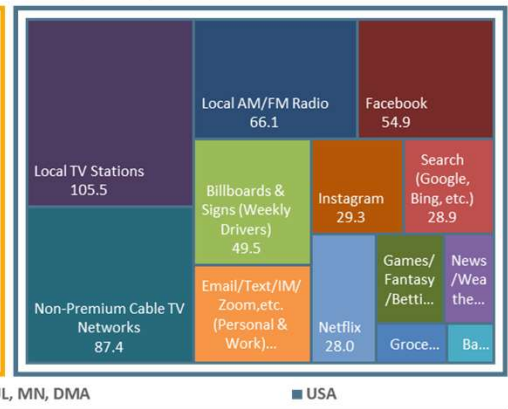
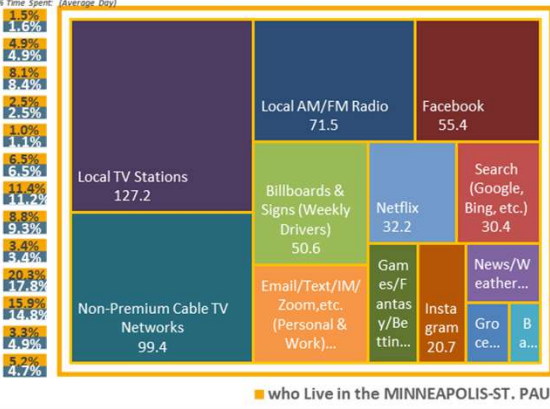
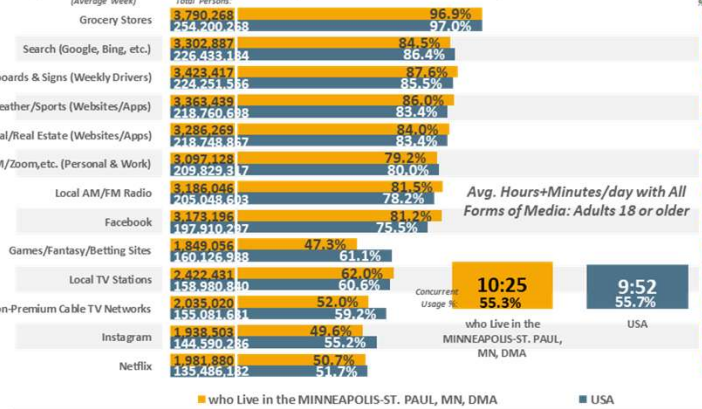
52:56:29	48:01:22
49.6%	53.1%
who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA	USA



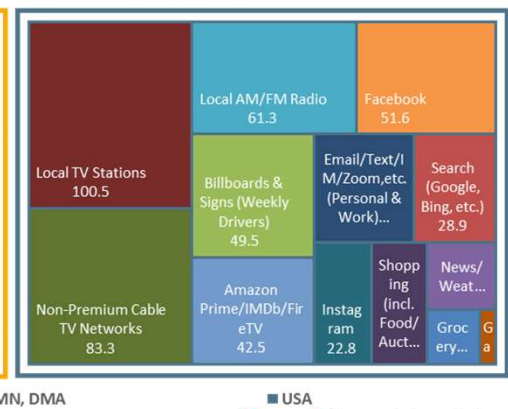
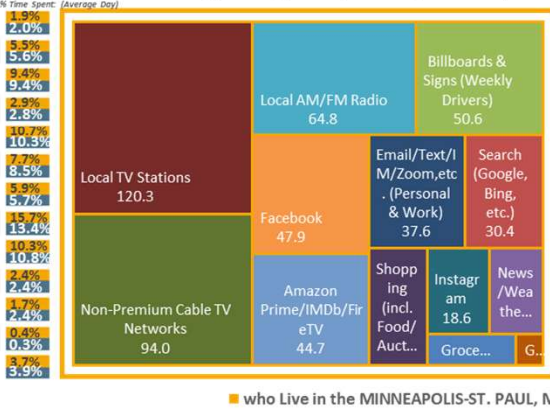
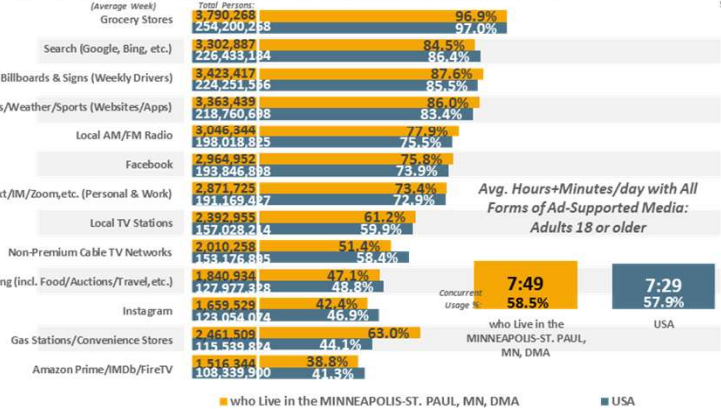


Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 7 hours and 49 minutes each day with All Forms of Ad-Supported Media. 77.9% listen to Local AM/FM Radio for an avg. of 64.8 minutes/day. (Local Radio delivers 10.7% of Time with Ad-Supported Media.)

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**

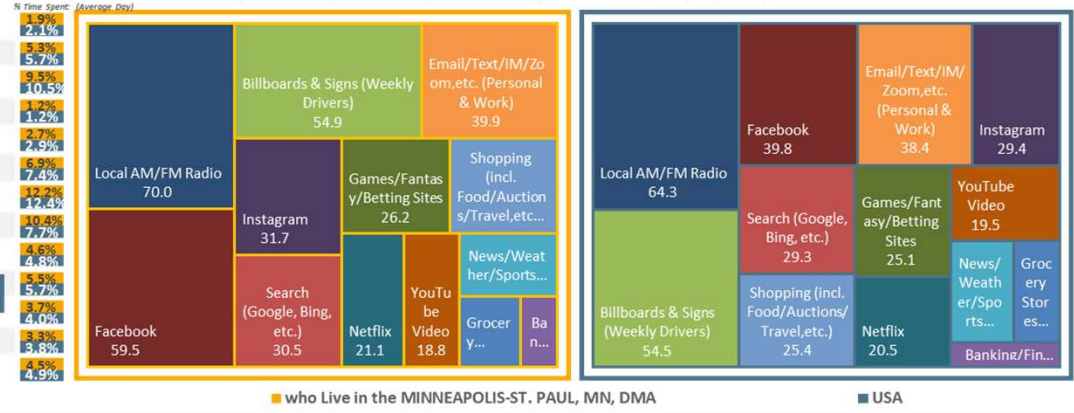
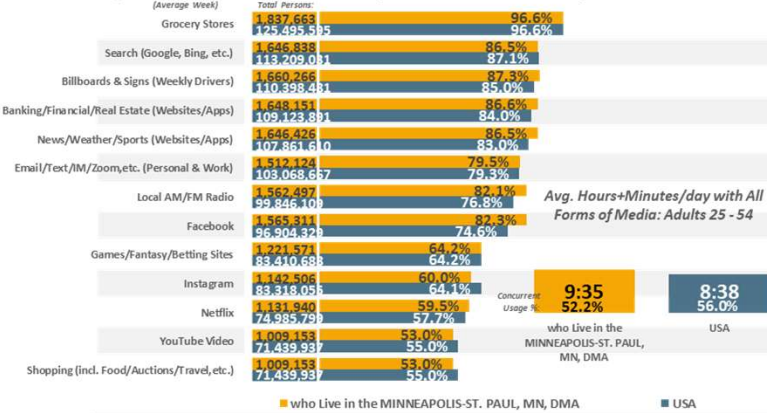




Adults 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 6 hours and 32 minutes each day with All Forms of Ad-Supported Media. 79.2% listen to Local AM/FM Radio for an avg. of 62.5 minutes/day. (Local Radio delivers 12.6% of Time with Ad-Supported Media.)

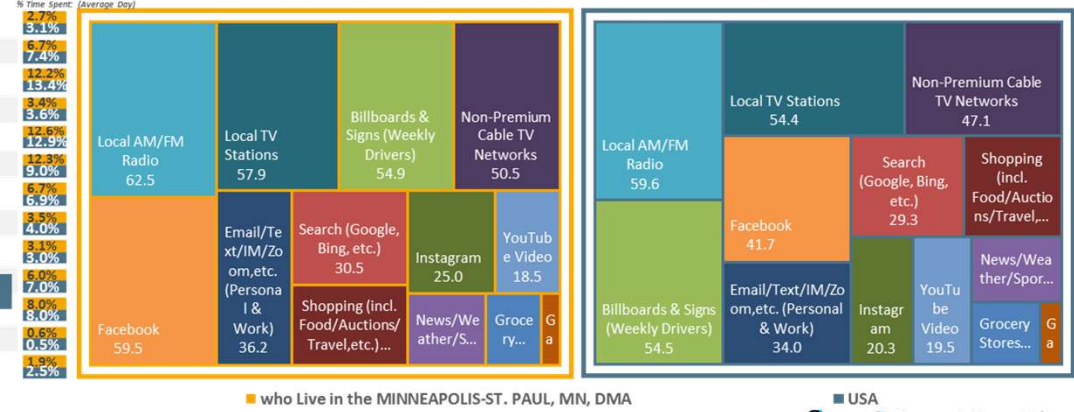
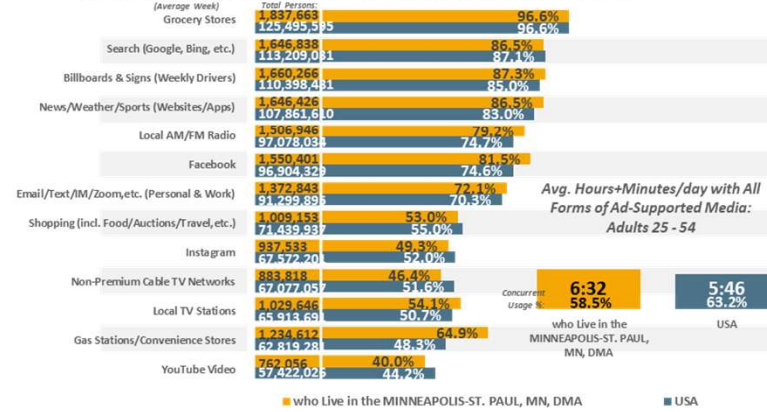
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54

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

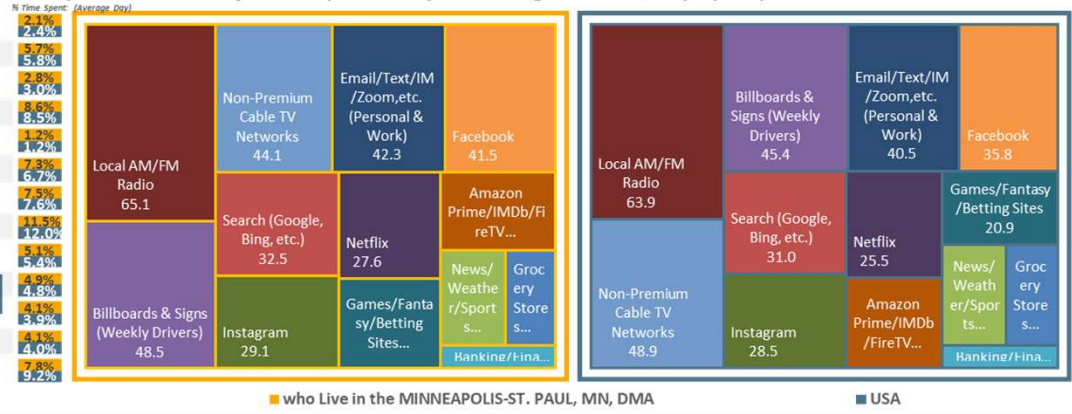
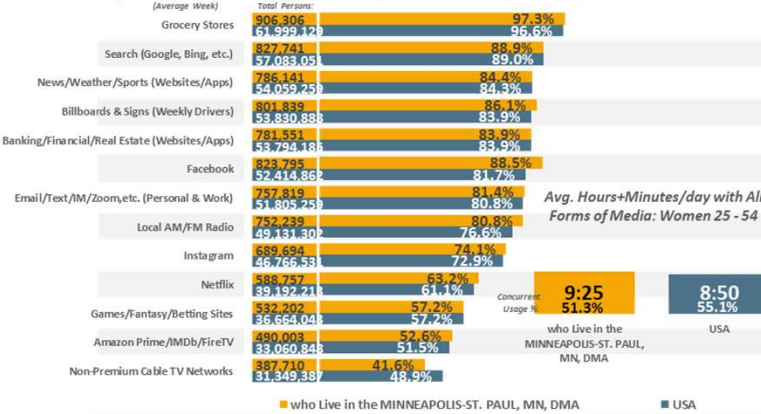




Women 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 6 hours and 10 minutes each day with All Forms of Ad-Supported Media. 78.3% listen to Local AM/FM Radio for an avg. of 59.3 minutes/day. (Local Radio delivers 12.5% of Time with Ad-Supported Media.)

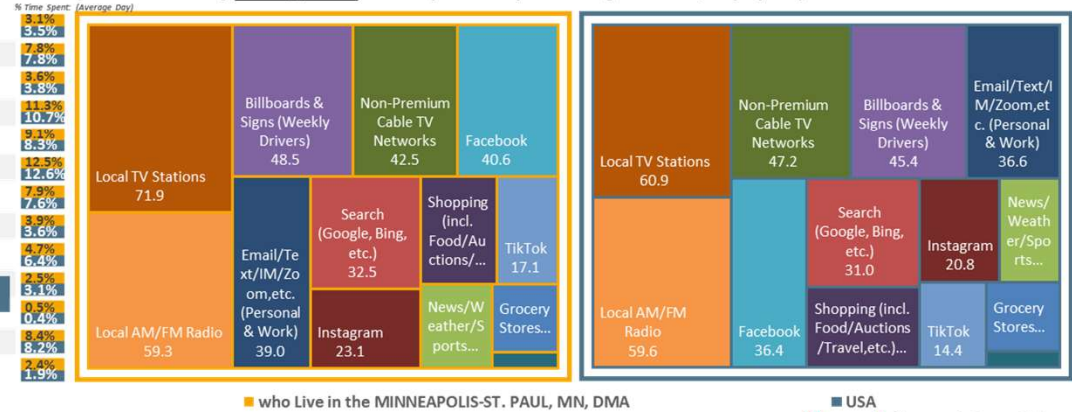
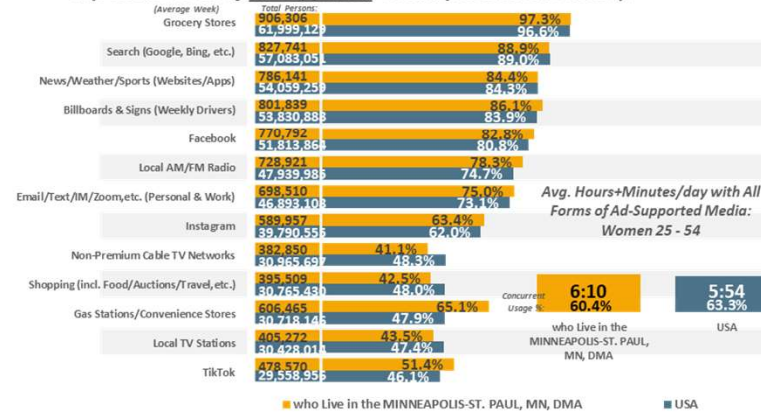
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 54

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

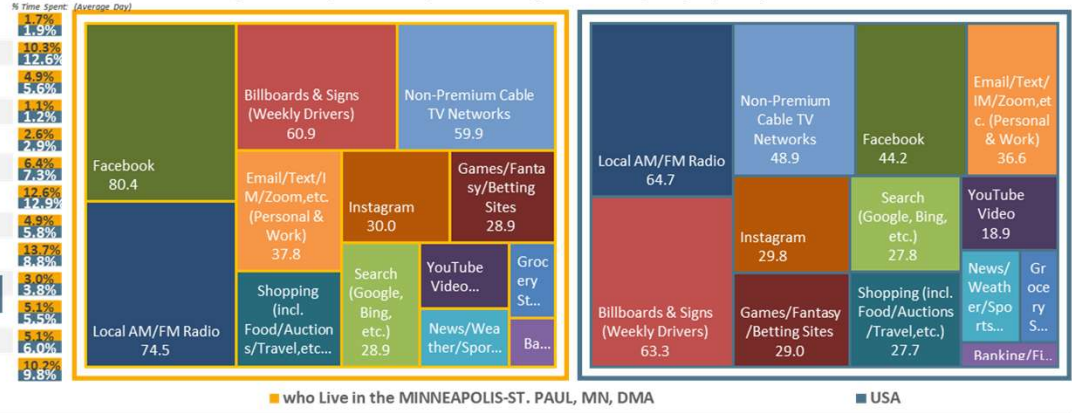
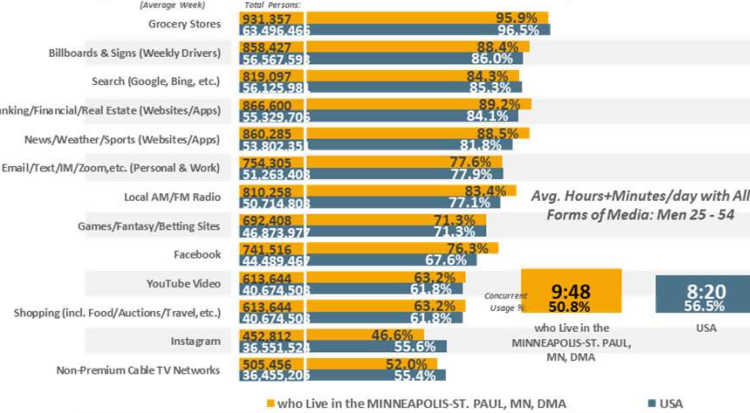




Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 7 hours and 1 minutes each day with All Forms of Ad-Supported Media. 80.% listen to Local AM/FM Radio for an avg. of 65.2 minutes/day. *(Local Radio delivers 12.4% of Time with Ad-Supported Media.)*

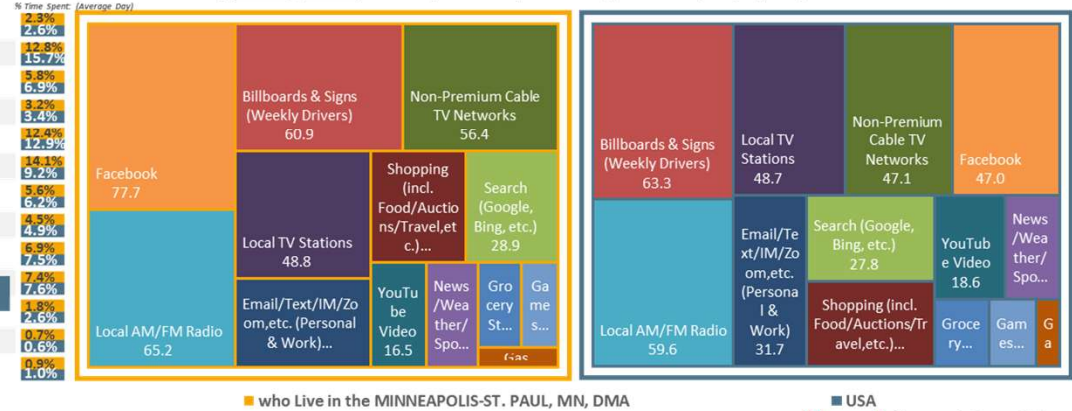
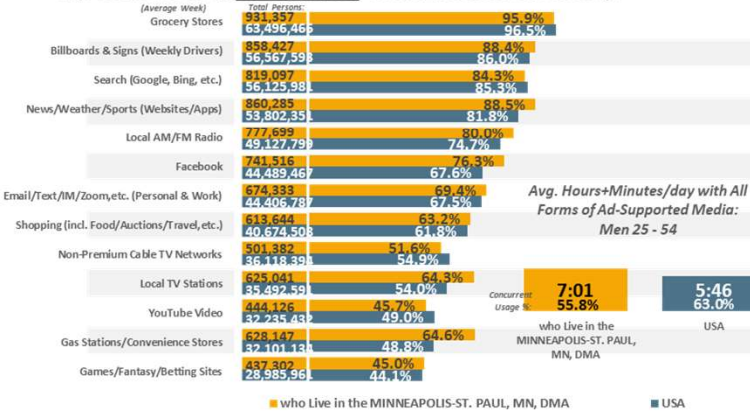
Top-13 All Forms of Media (Persons & % Reach): Men 25 - 54

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

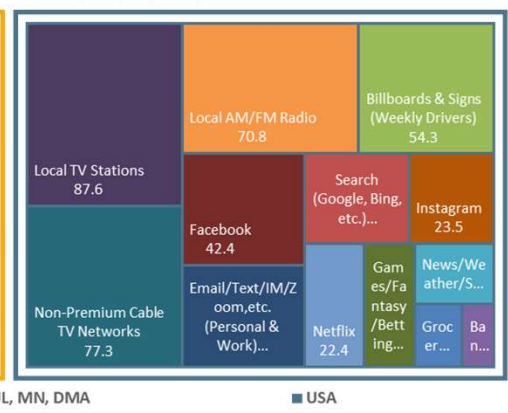
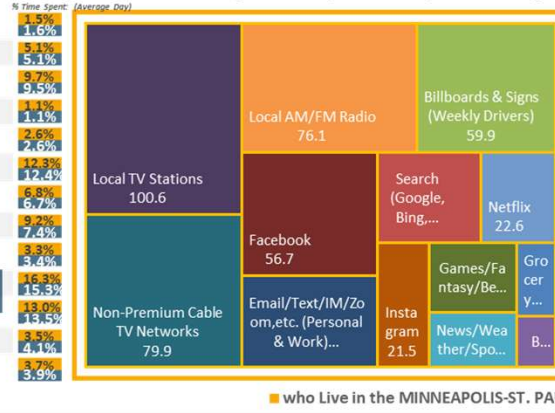
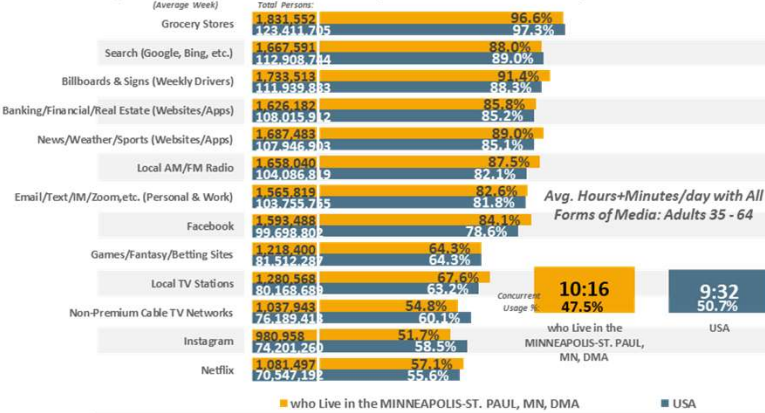




Adults 35 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 7 hours and 33 minutes each day with All Forms of Ad-Supported Media. 84.1% listen to Local AM/FM Radio for an avg. of 68.7 minutes/day. (Local Radio delivers 12.7% of Time with Ad-Supported Media.)

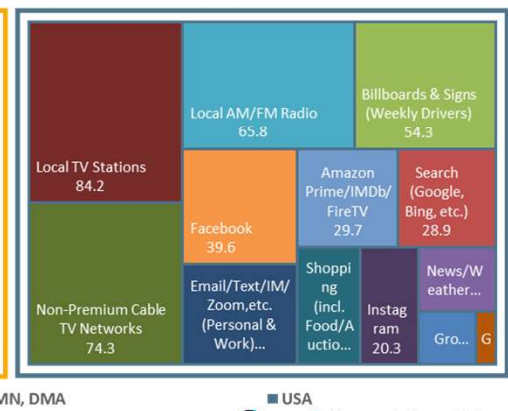
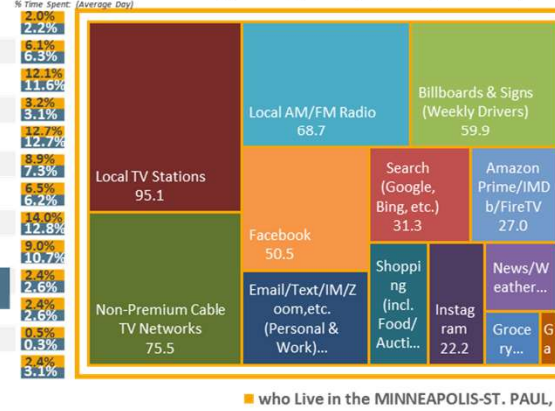
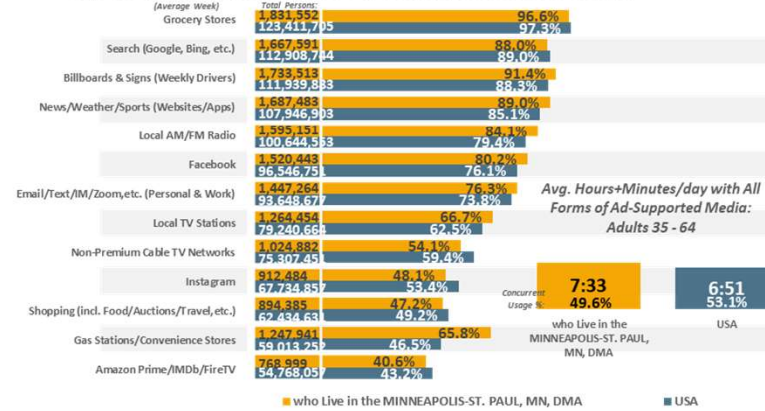
Top-13 All Forms of Media (Persons & % Reach): Adults 35 - 64

Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 35 - 64

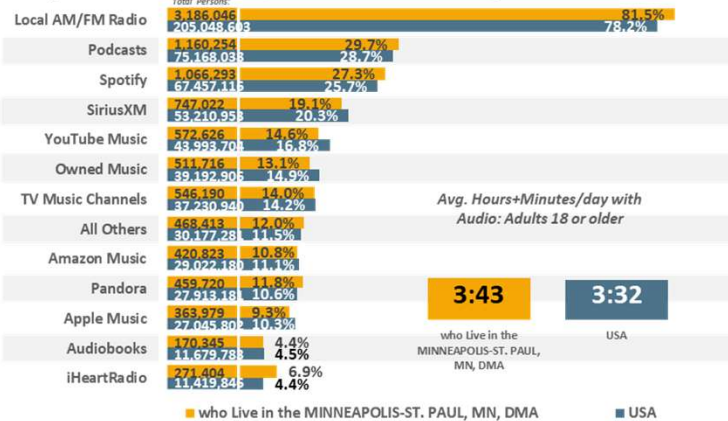
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



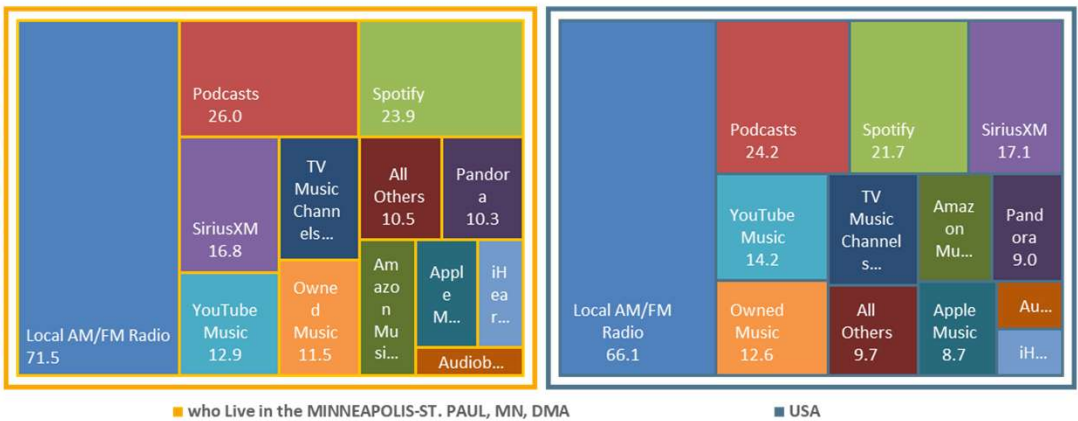


3,046,344 or 77.9% of Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA listen to Ad-Supported Local AM/FM Radio for an average of 64.8 minutes every day representing 40.9% of all time spent daily with Ad-Supported Audio.

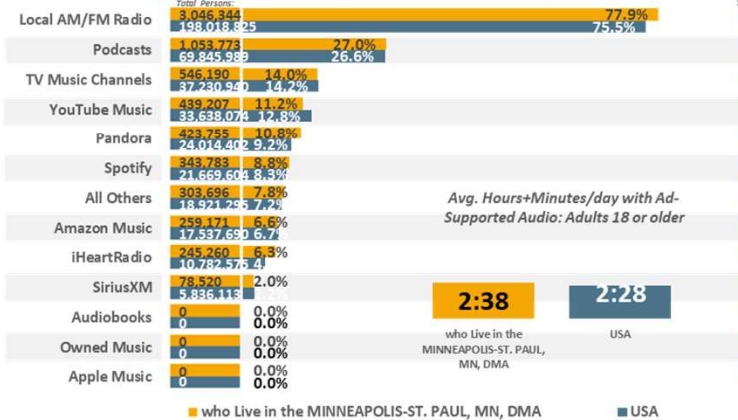
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



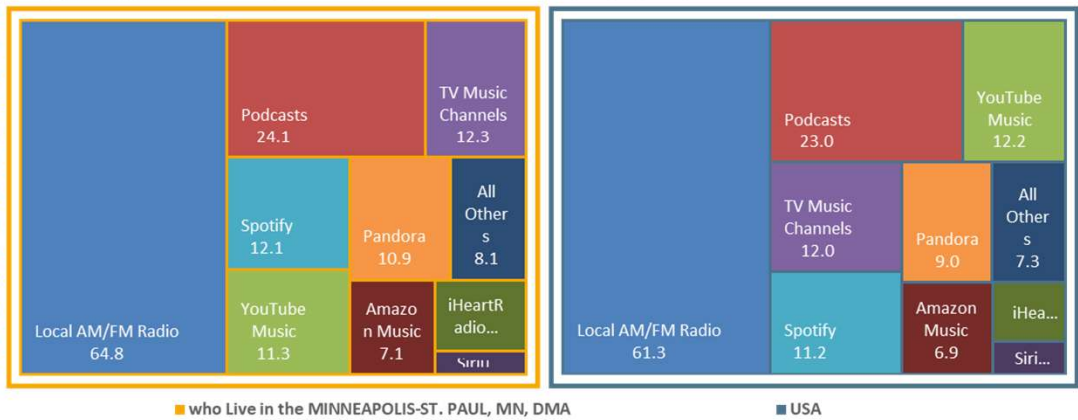
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2026: Sep24-Feb26

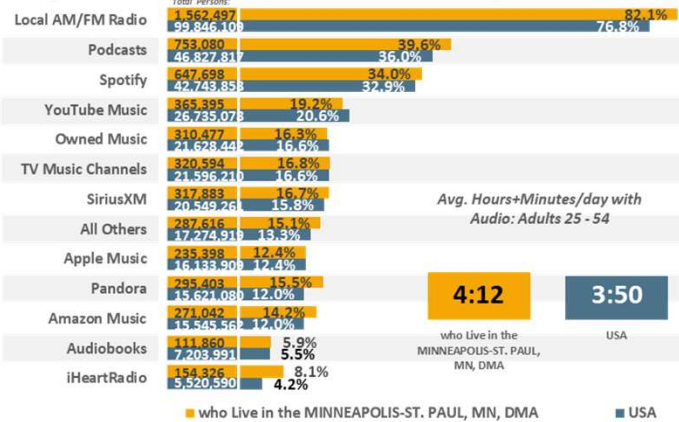
USA Projection

Scarborough R1 2026: Sep24-Feb26

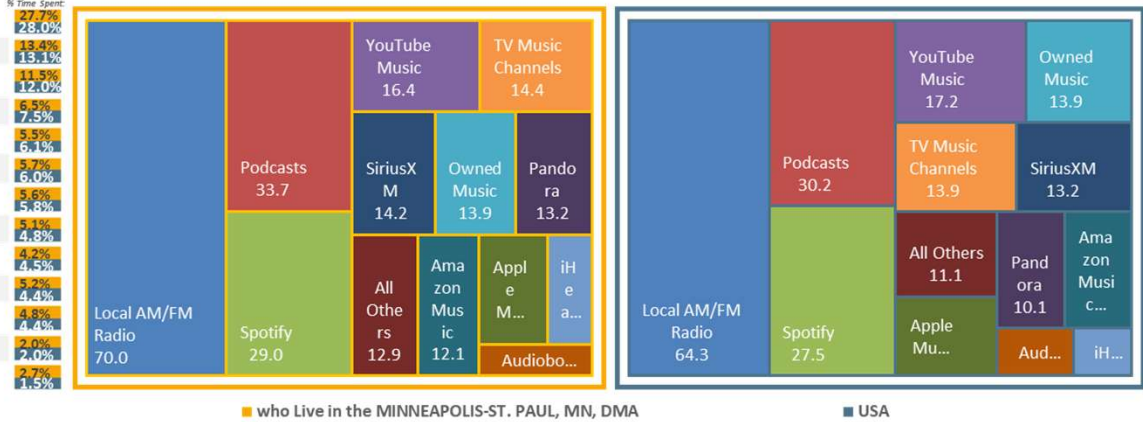


1,506,946 or 79.2% of Adults 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA listen to Ad-Supported Local AM/FM Radio for an average of 62.5 minutes every day representing 34.8% of all time spent daily with Ad-Supported Audio.

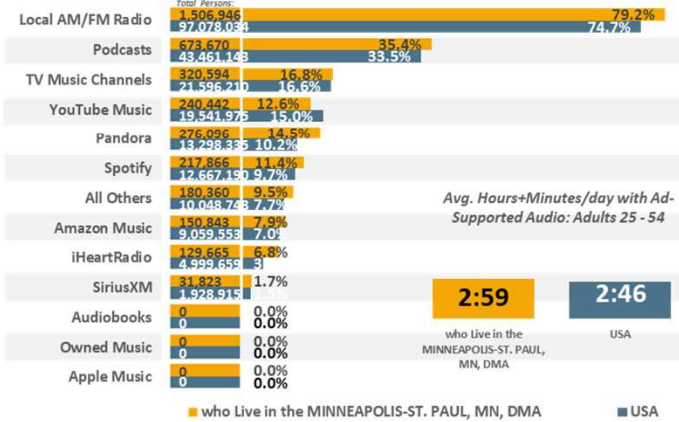
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



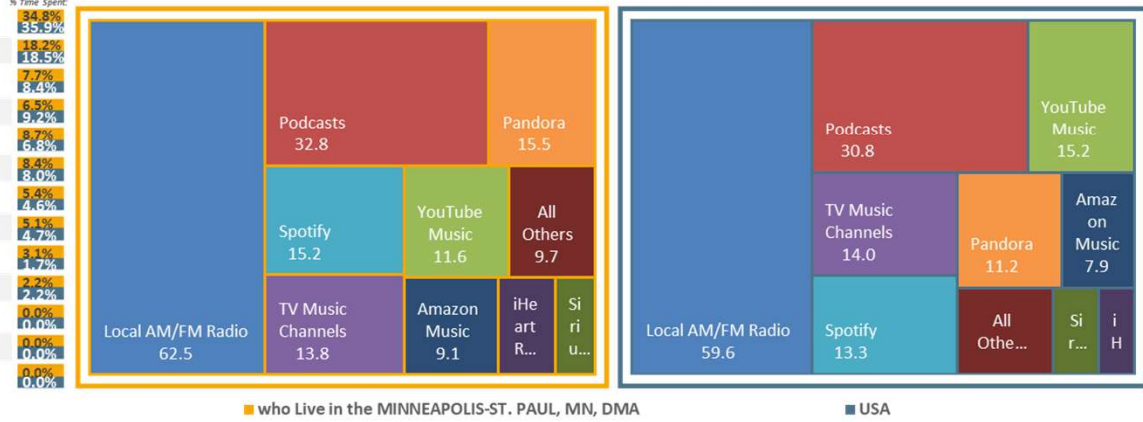
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



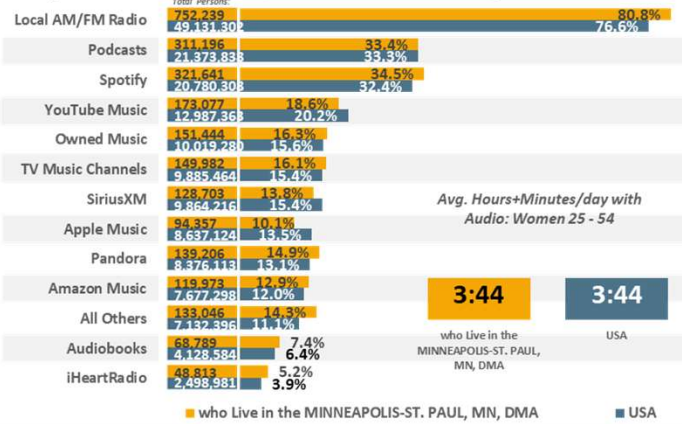
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



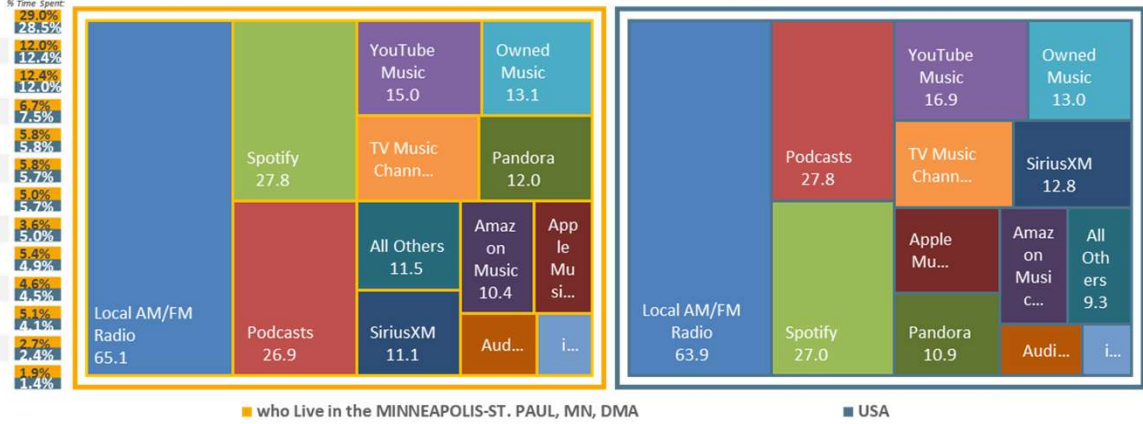


728,921 or 78.3% of Women 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA listen to Ad-Supported Local AM/FM Radio for an average of 59.3 minutes every day representing 36.4% of all time spent daily with Ad-Supported Audio.

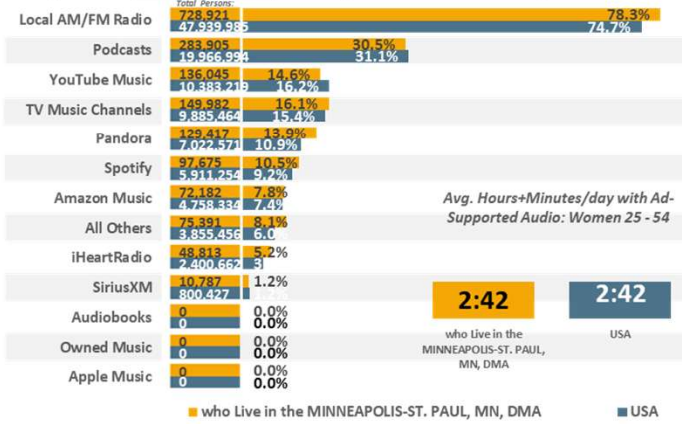
Avg. Week All Audio (Persons & % Reach): Women 25 - 54



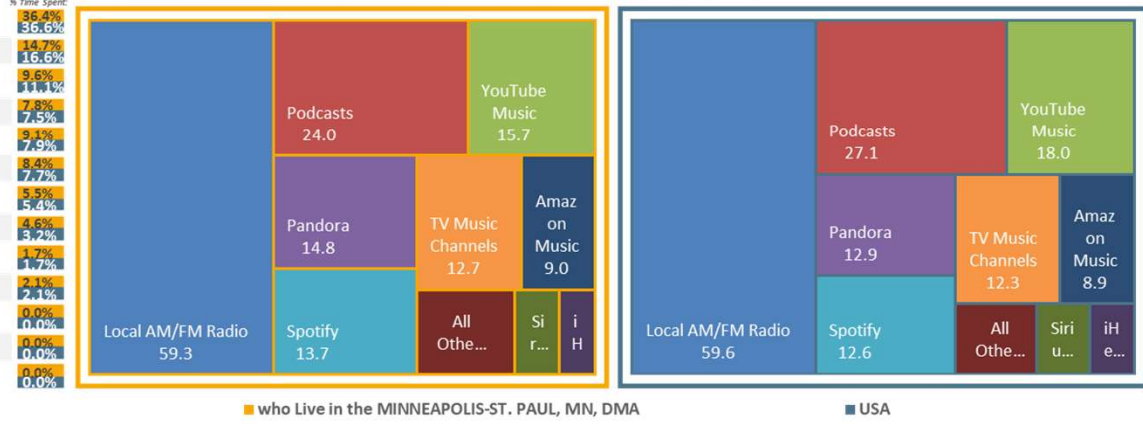
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



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Scarborough R1 2026: Sep24-Feb26

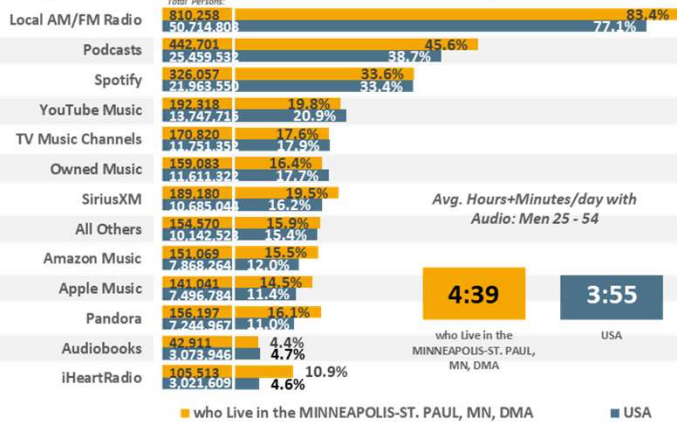
USA Projection

Scarborough R1 2026: Sep24-Feb26

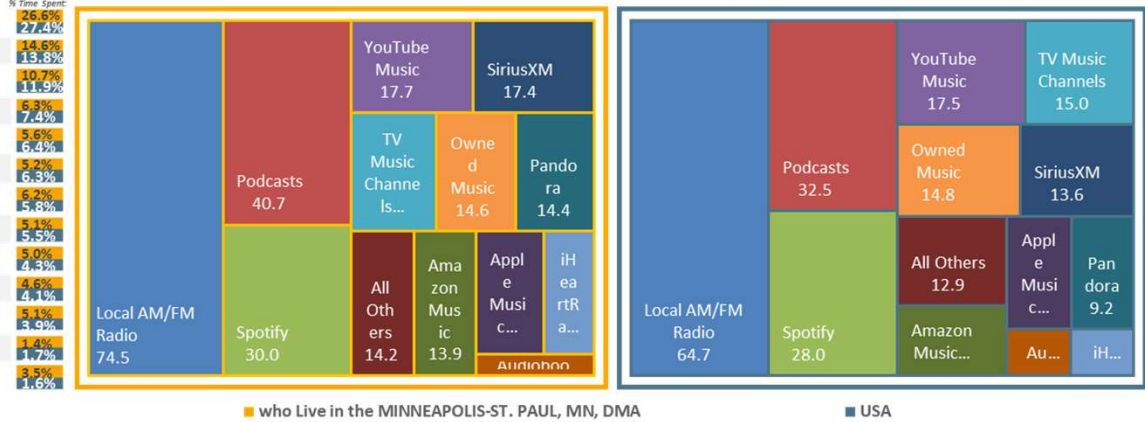


777,699 or 80.0% of Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA listen to Ad-Supported Local AM/FM Radio for an average of 65.2 minutes every day representing 33.2% of all time spent daily with Ad-Supported Audio.

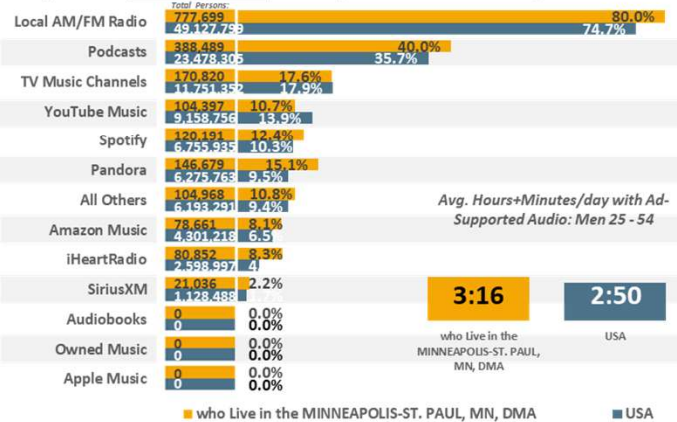
Avg. Week All Audio (Persons & % Reach): Men 25 - 54



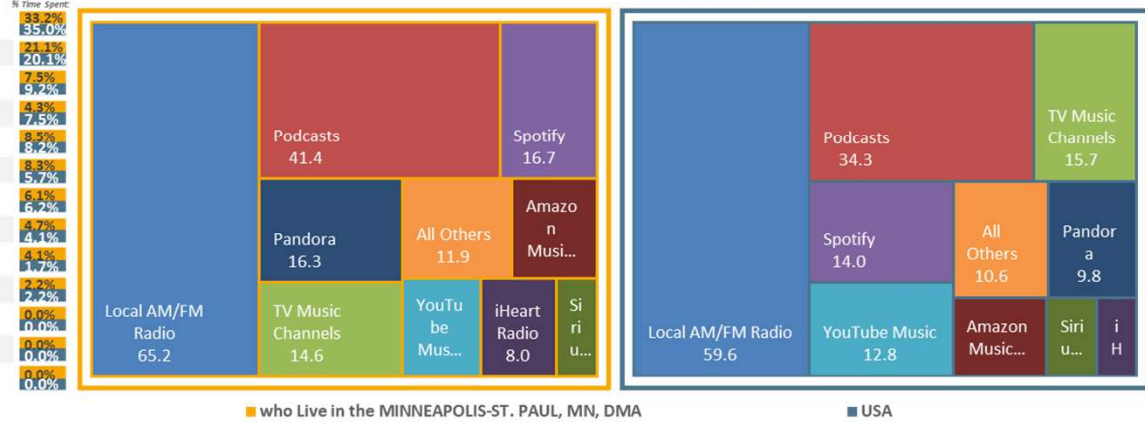
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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

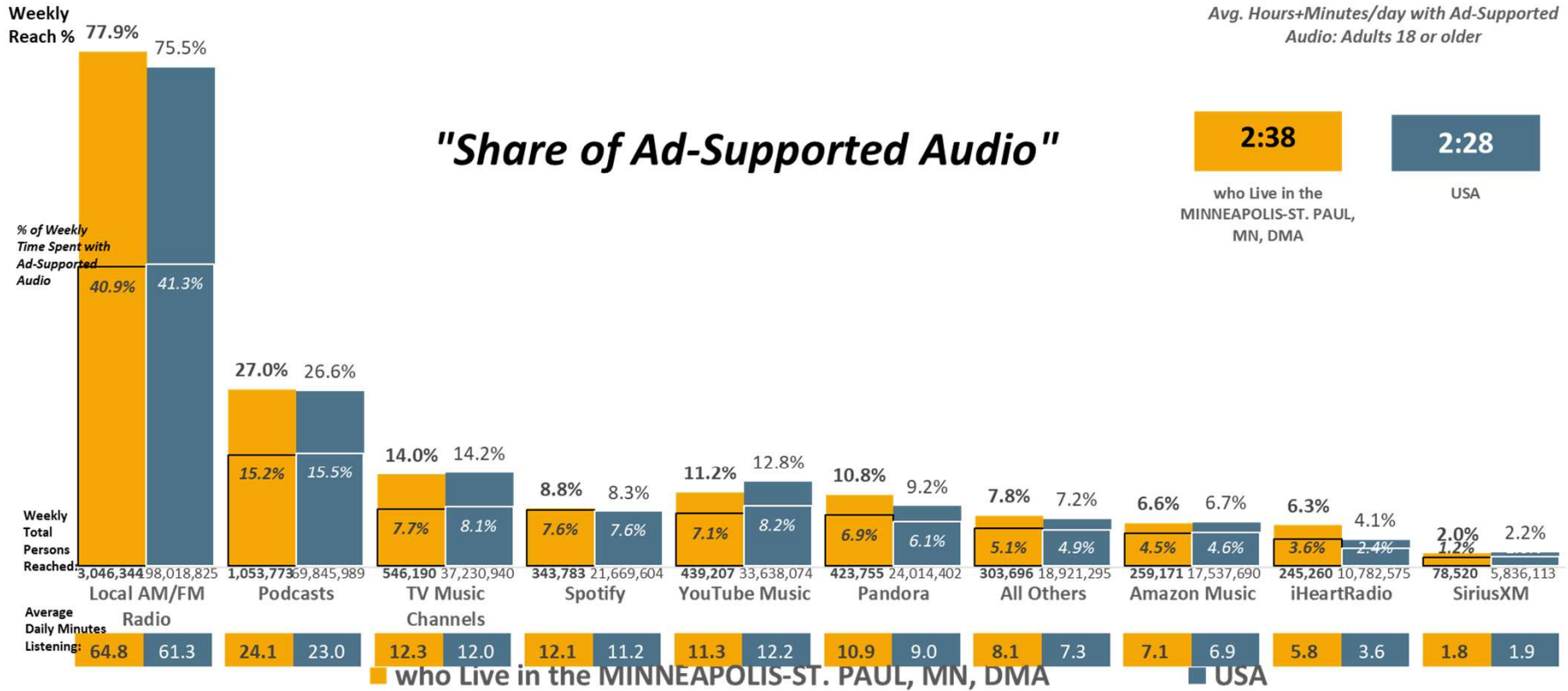


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



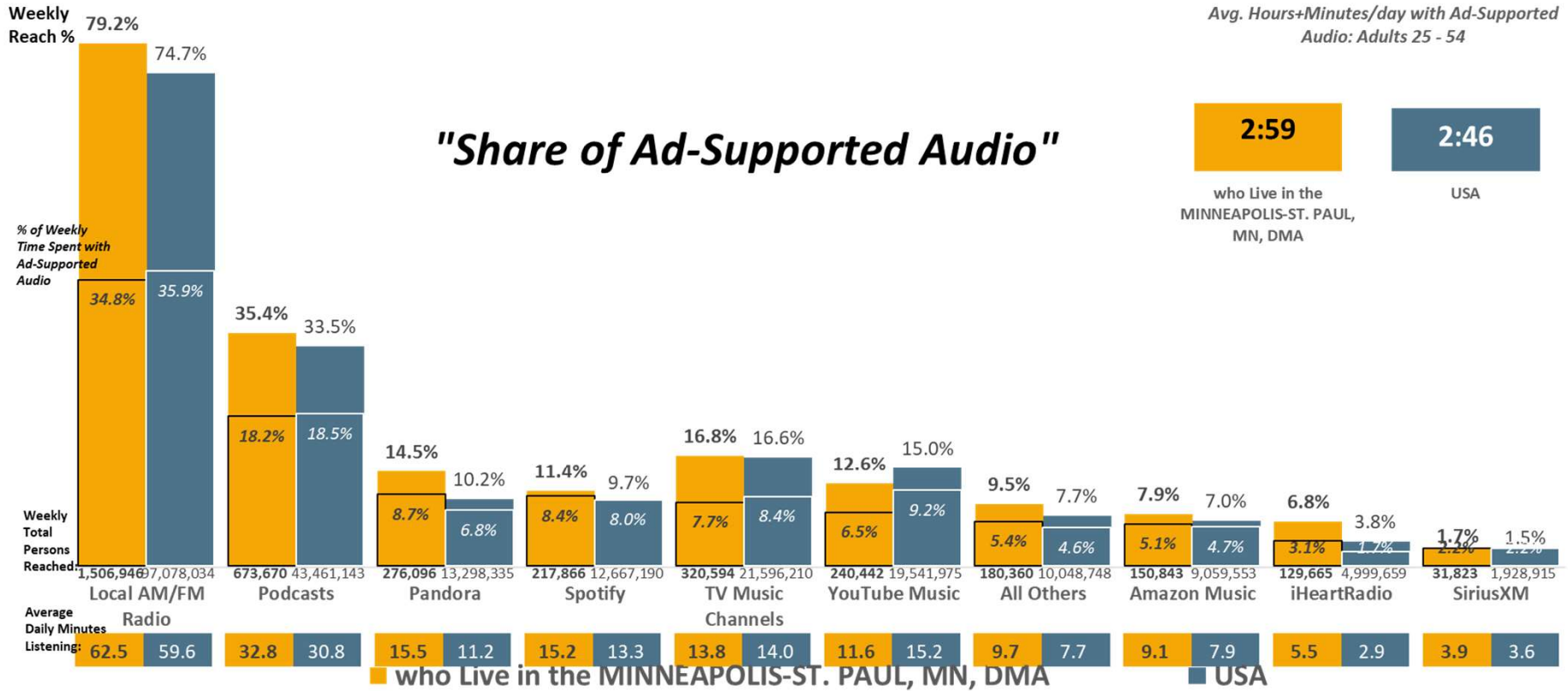


3,046,344 or 77.9% of Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA listen to Ad-Supported Local AM/FM Radio for an average of 64.8 minutes every day representing 40.9% of all time spent daily with Ad-Supported Audio.



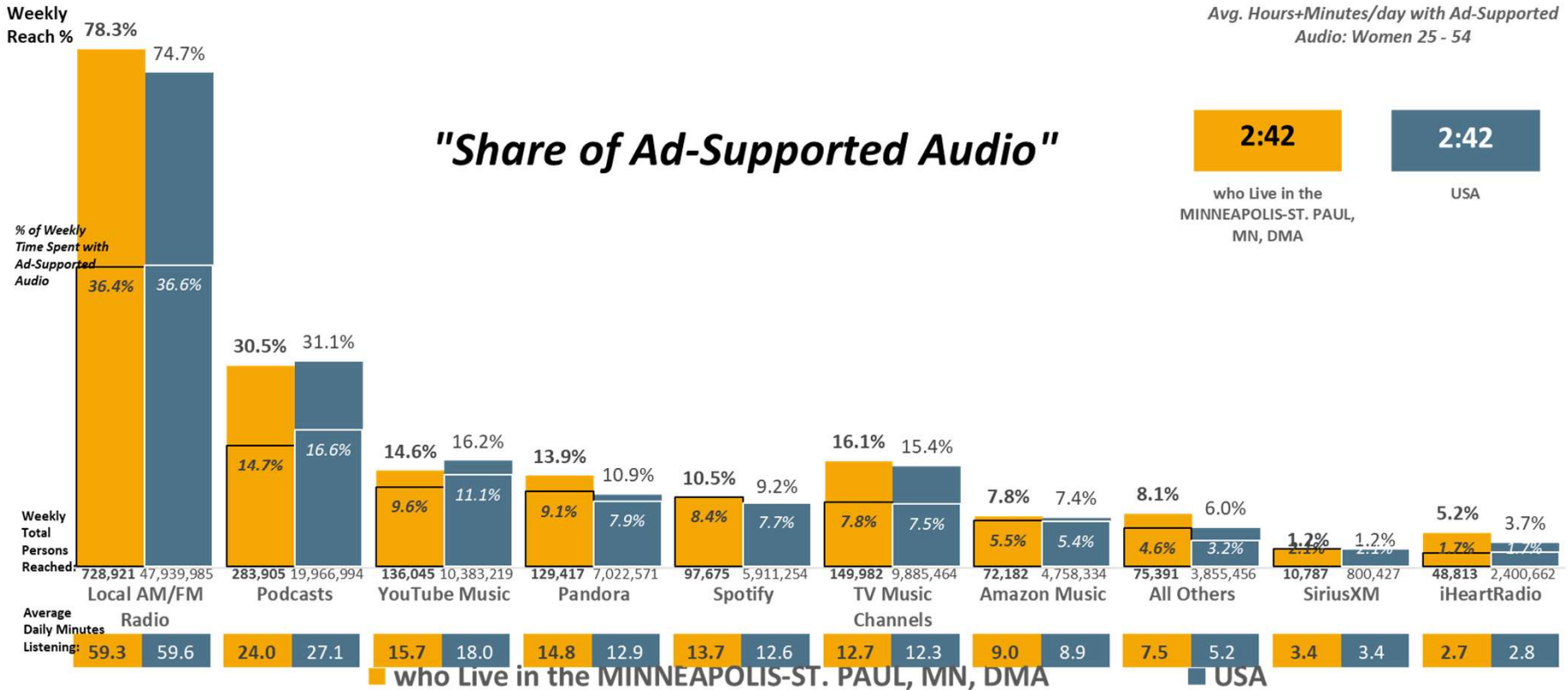


1,506,946 or 79.2% of Adults 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA listen to Ad-Supported Local AM/FM Radio for an average of 62.5 minutes every day representing 34.8% of all time spent daily with Ad-Supported Audio.



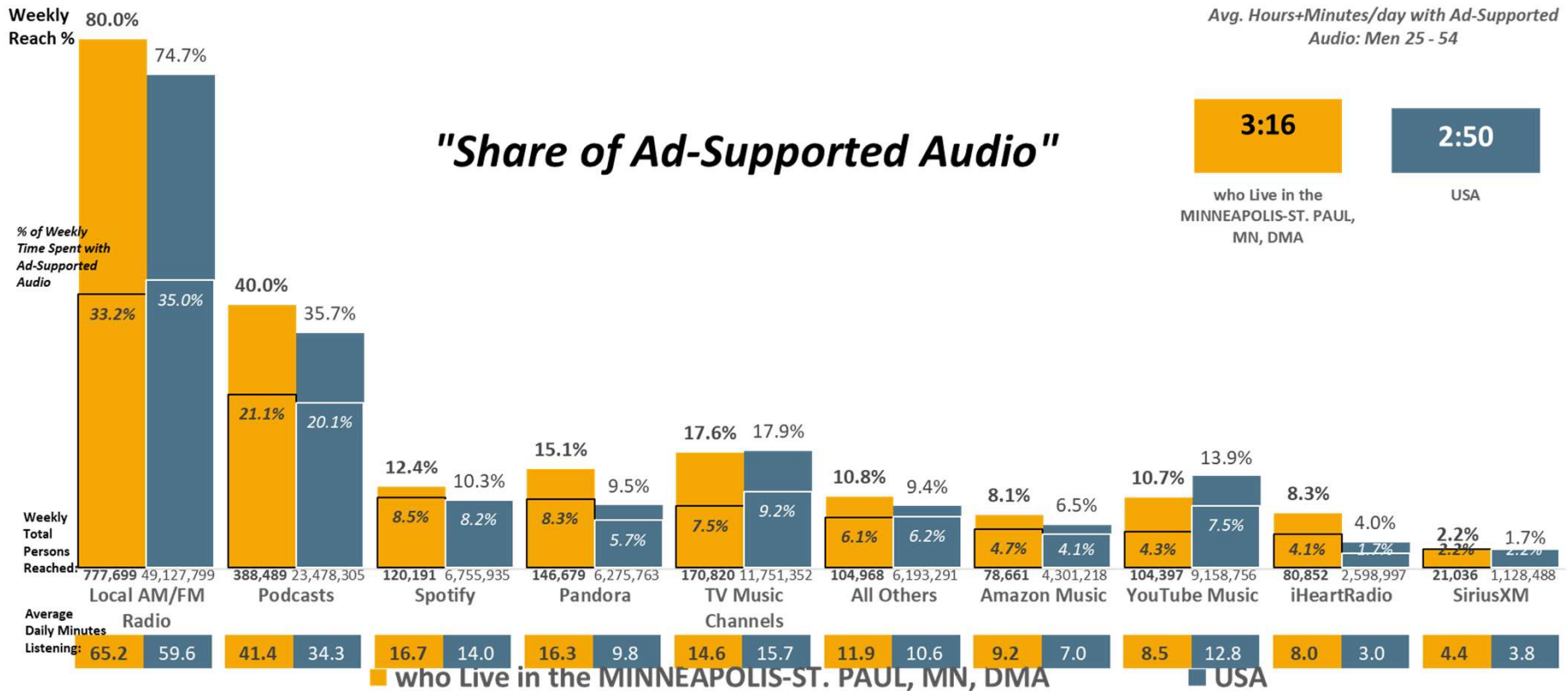


728,921 or 78.3% of Women 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA listen to Ad-Supported Local AM/FM Radio for an average of 59.3 minutes every day representing 36.4% of all time spent daily with Ad-Supported Audio.



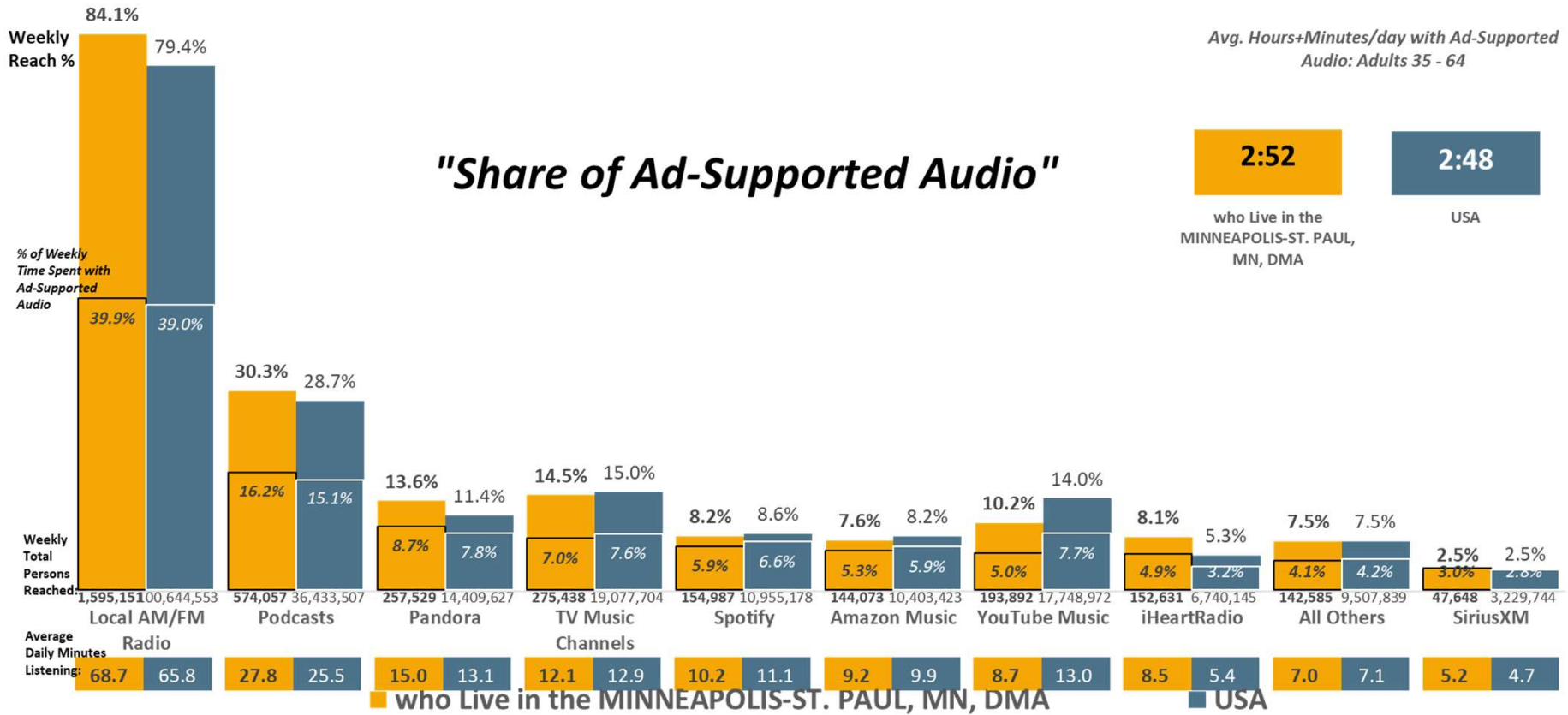


777,699 or 80.0% of Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA listen to Ad-Supported Local AM/FM Radio for an average of 65.2 minutes every day representing 33.2% of all time spent daily with Ad-Supported Audio.





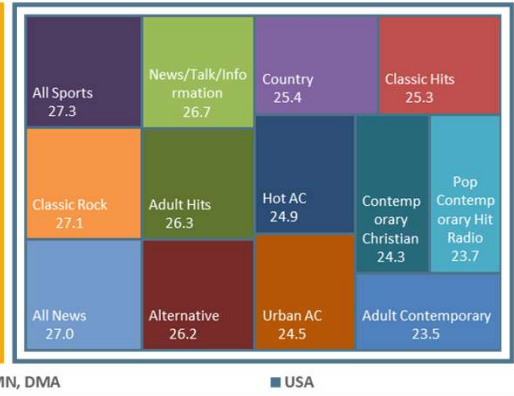
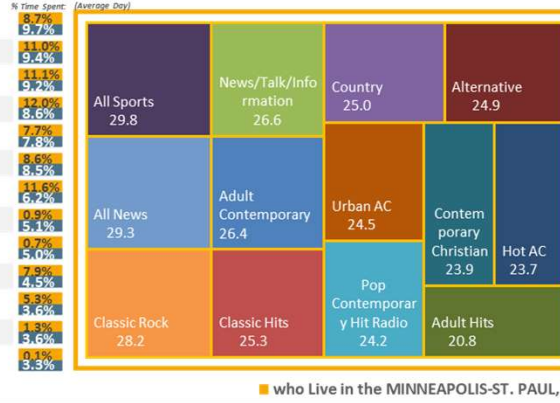
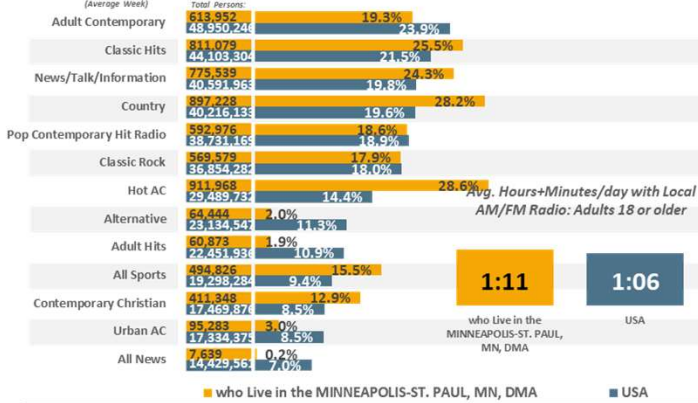
1,595,151 or 84.1% of Adults 35 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA listen to Ad-Supported Local AM/FM Radio for an average of 68.7 minutes every day representing 39.9% of all time spent daily with Ad-Supported Audio.



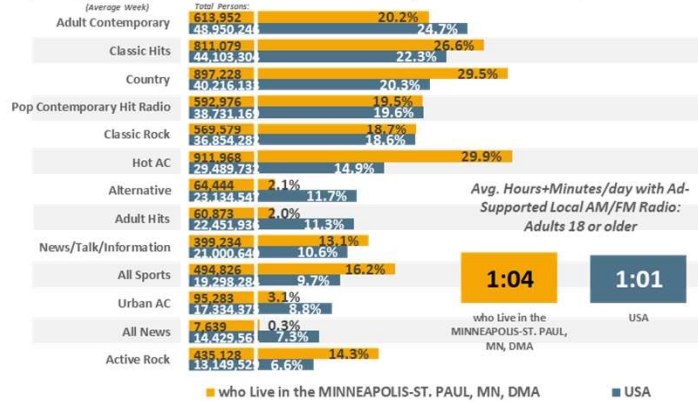


3,046,344 or 77.9% of Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Country, Classic Hits, Adult Contemporary, and Pop Contemporary Hit Radio.

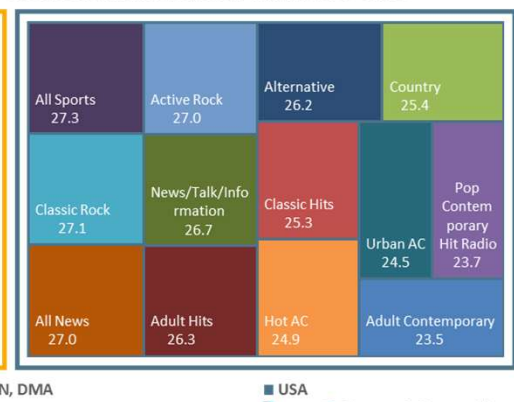
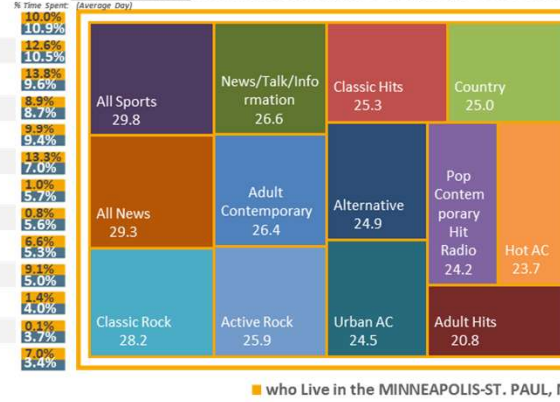
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older **Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



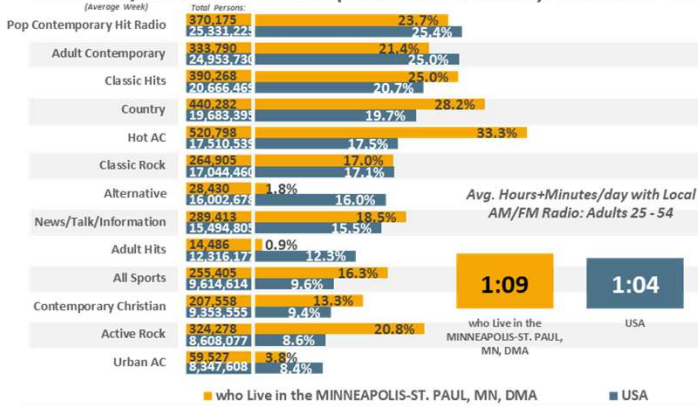
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



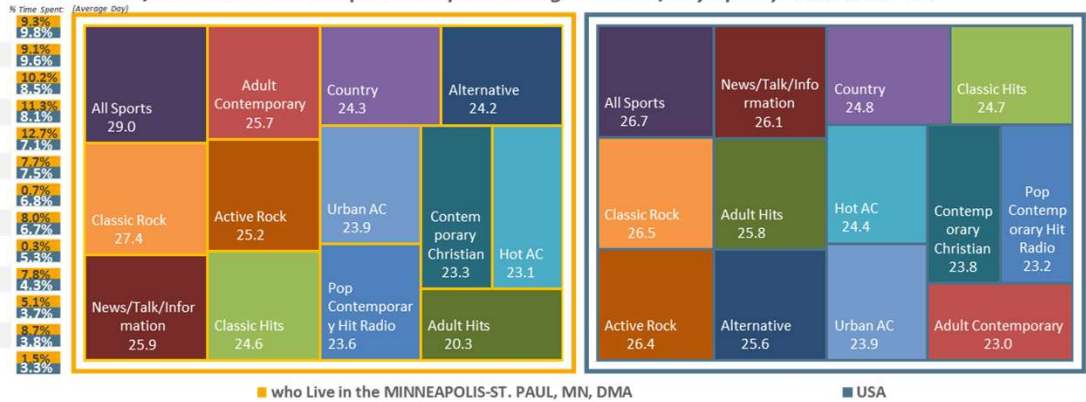


1,506,946 or 79.2% of Adults 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Country, Classic Hits, Pop Contemporary Hit Radio, and Adult Contemporary.

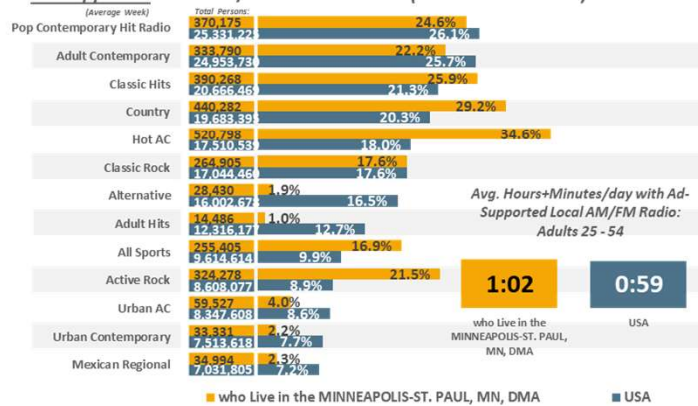
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



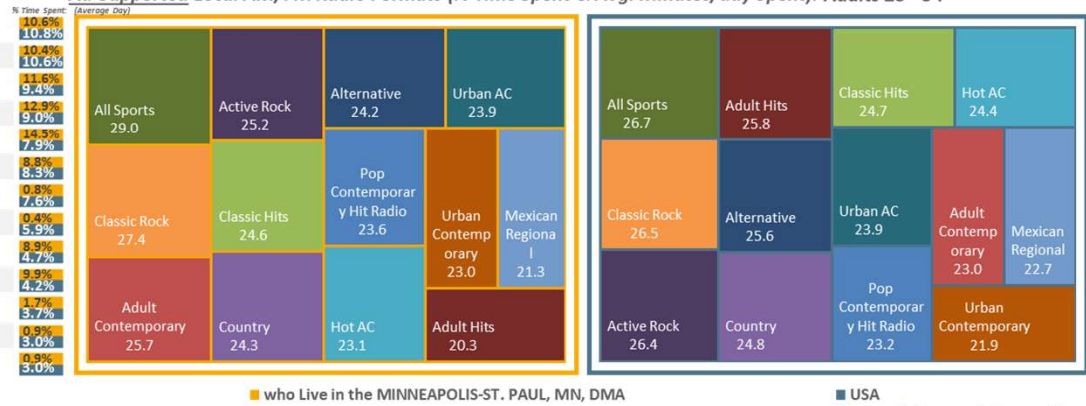
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



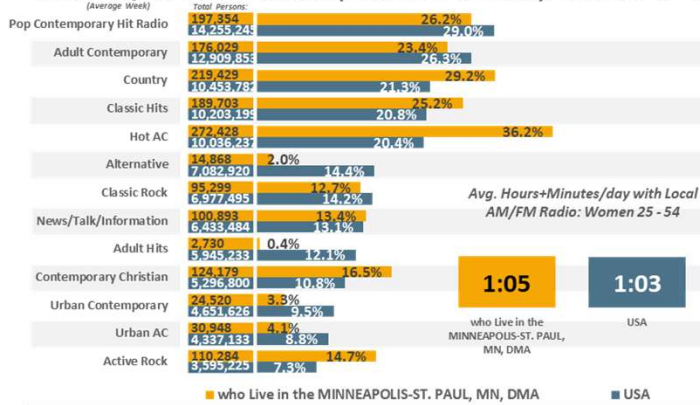
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USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 25,110

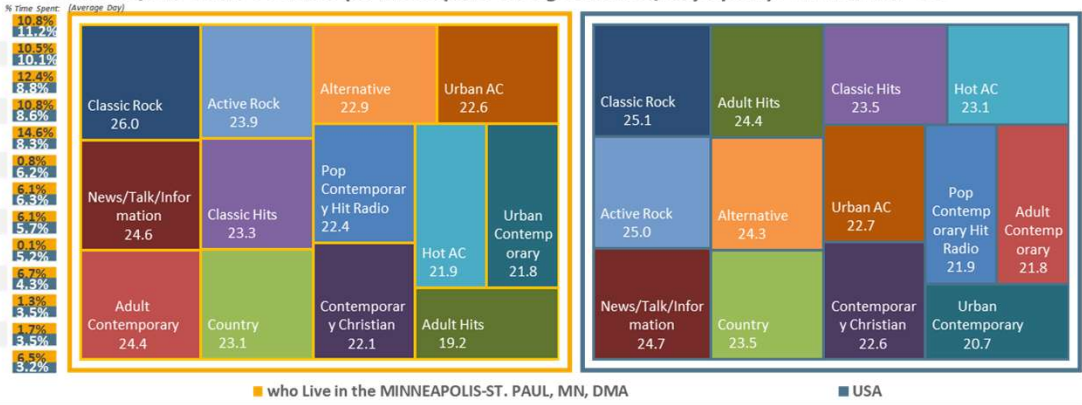


728,921 or 78.3% of Women 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Country, Pop Contemporary Hit Radio, Classic Hits, and Adult Contemporary.

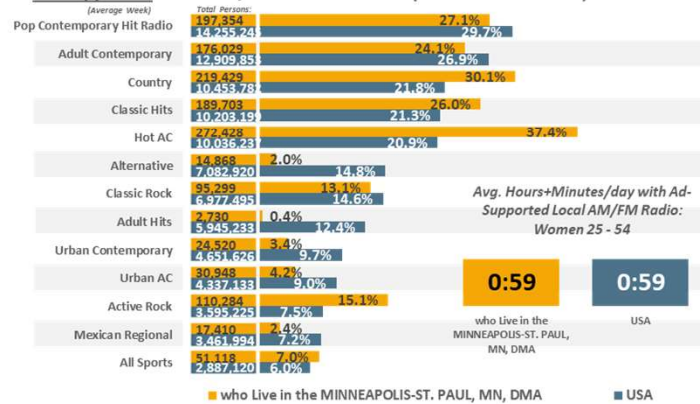
Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



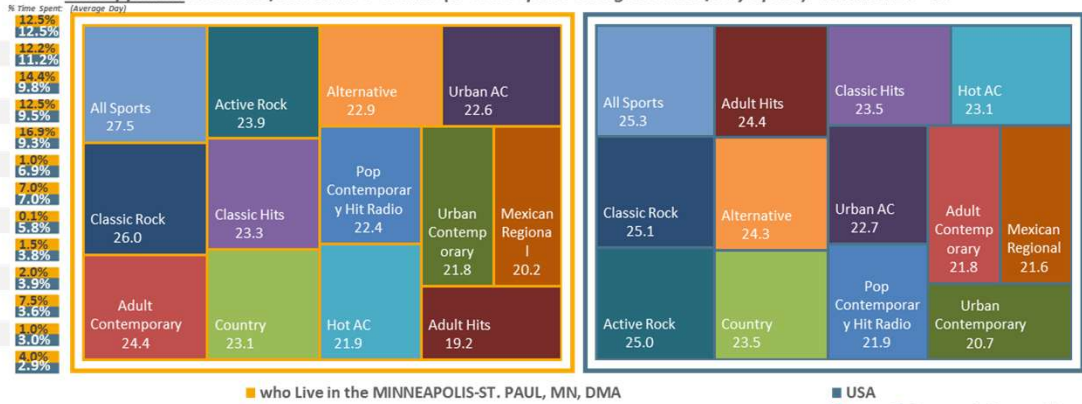
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



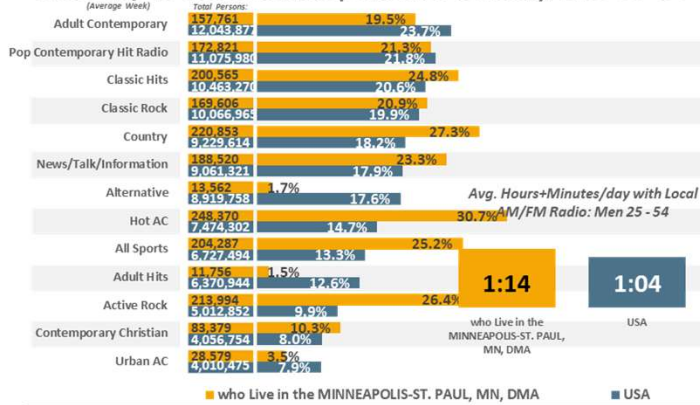
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



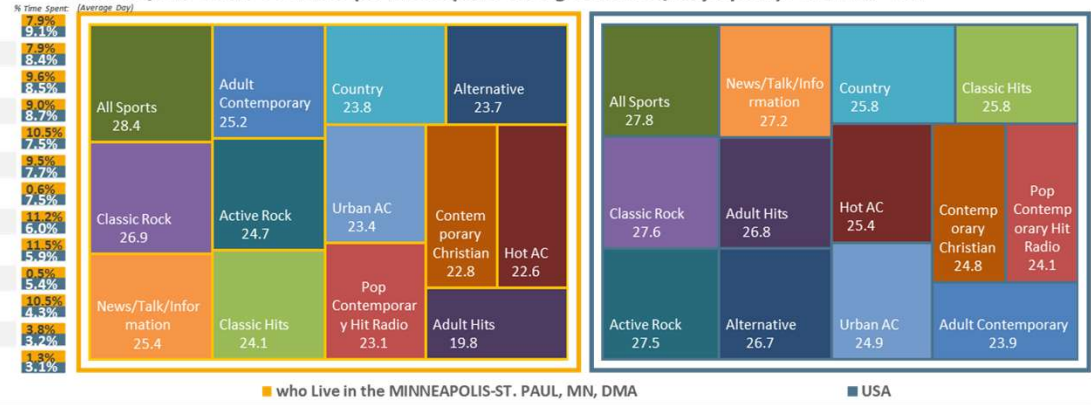


777,699 or 80.0% of Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Country, Active Rock, All Sports, and Classic Hits.

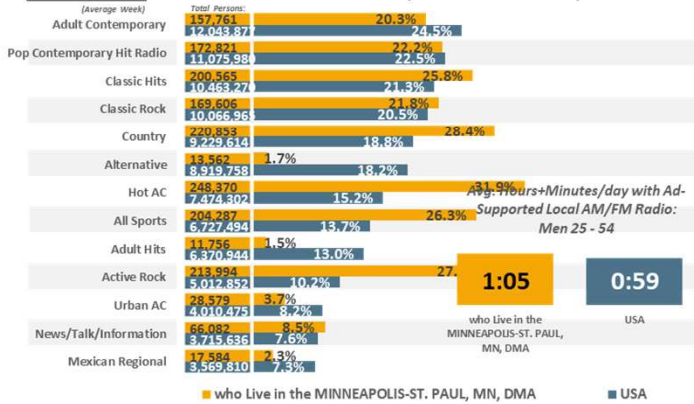
Local AM/FM Radio Formats (Persons & % Reach): Men 25 - 54



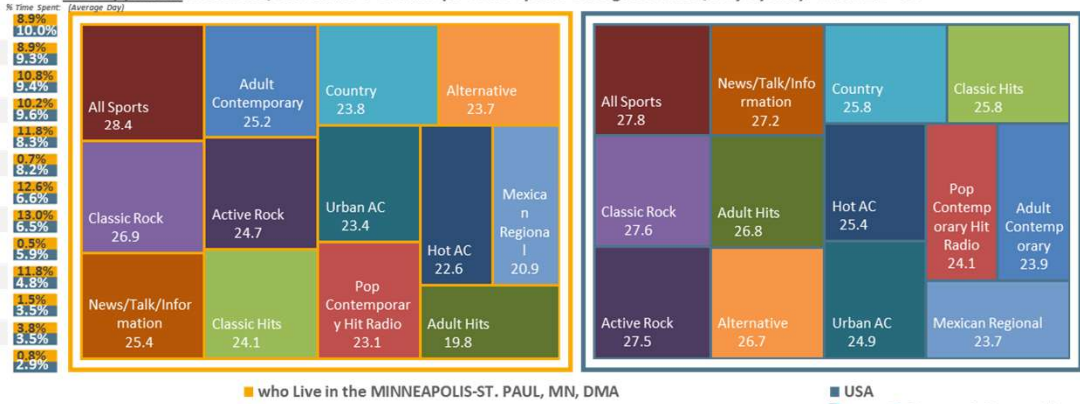
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



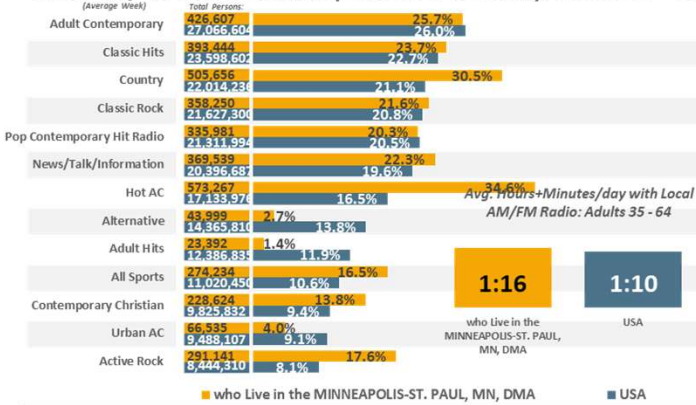
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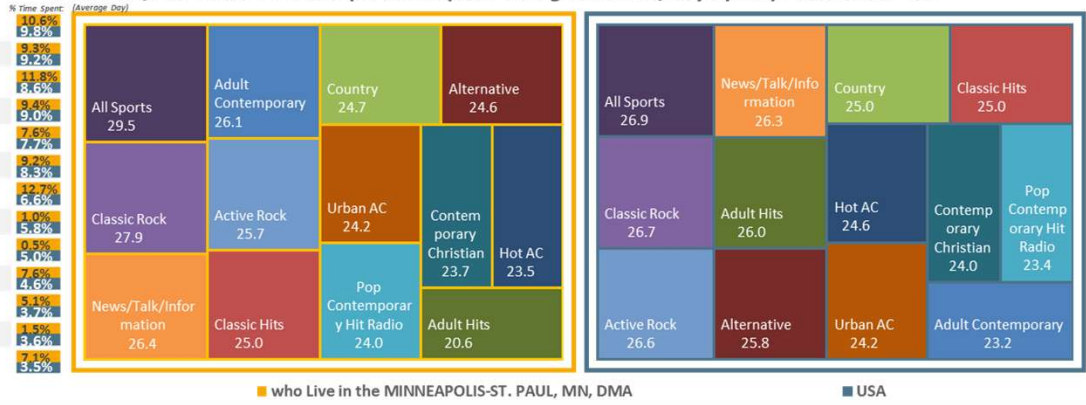


1,595,151 or 84.1% of Adults 35 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Country, Adult Contemporary, Classic Hits, and Classic Rock.

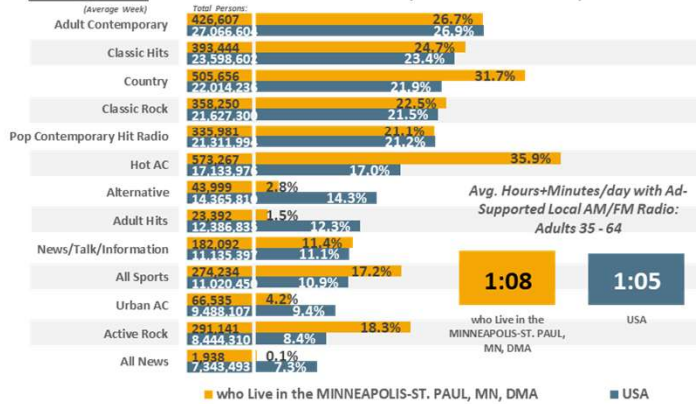
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 - 64



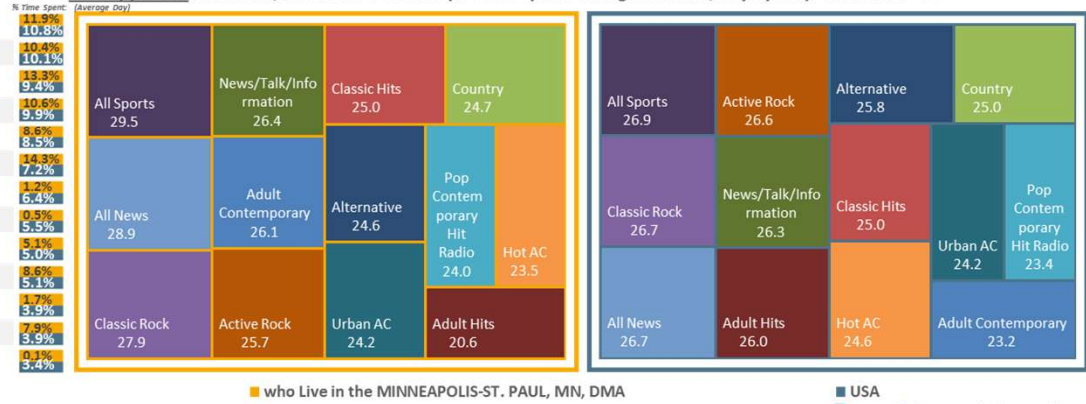
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 35 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64

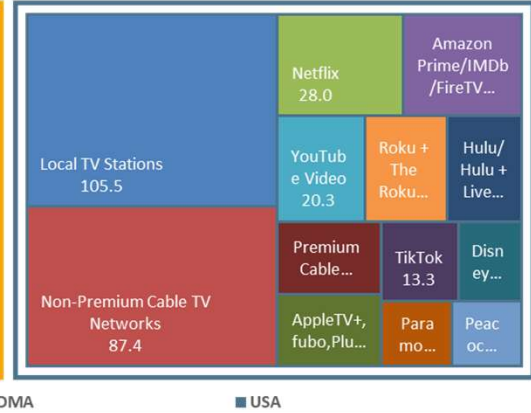
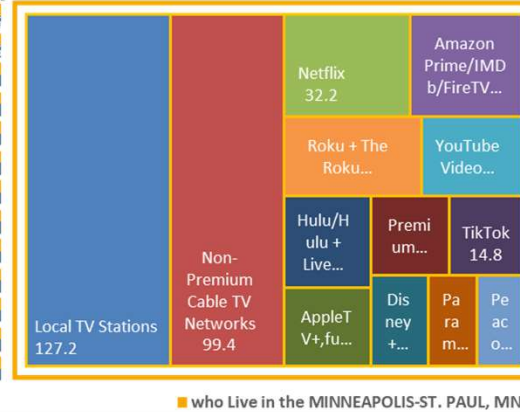
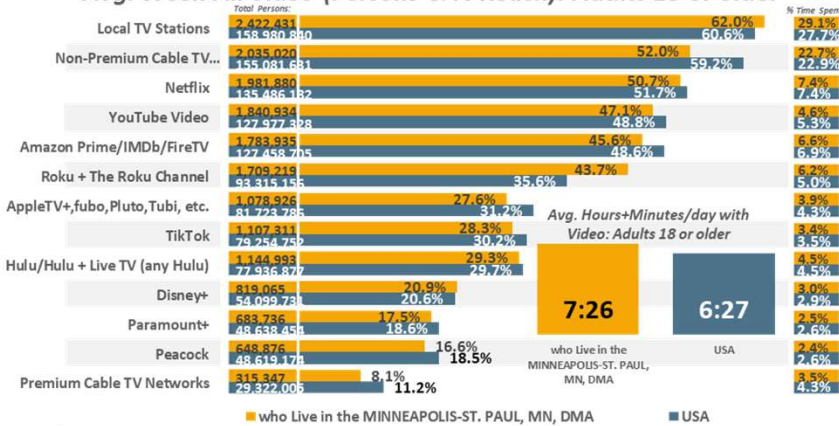




2,392,955 or 61.2% of Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA watch Ad-Supported Local TV Stations for an average of 120.3 minutes every day representing 33.8% of all time spent daily with Ad-Supported Video.

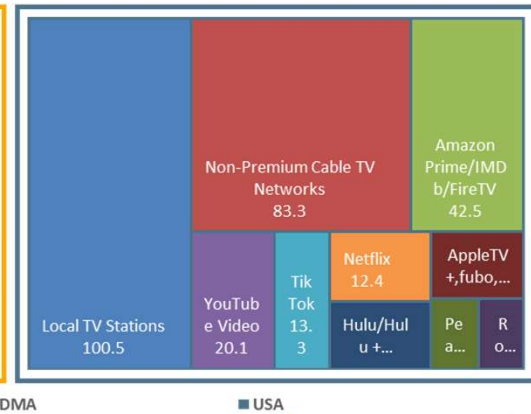
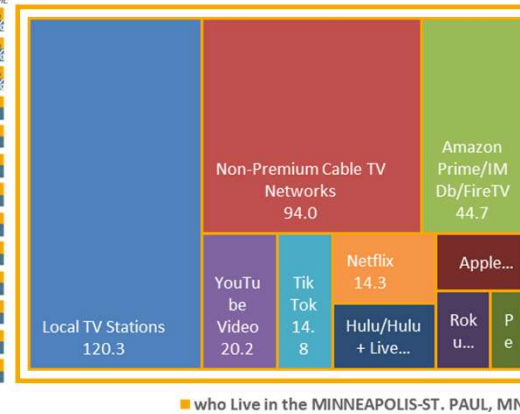
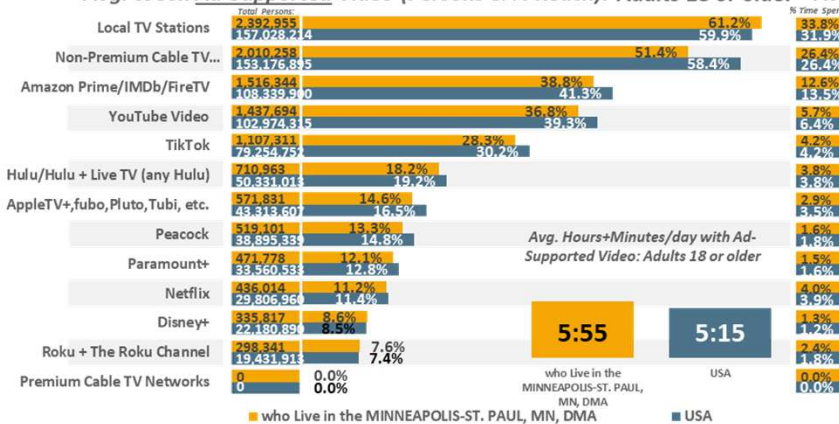
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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

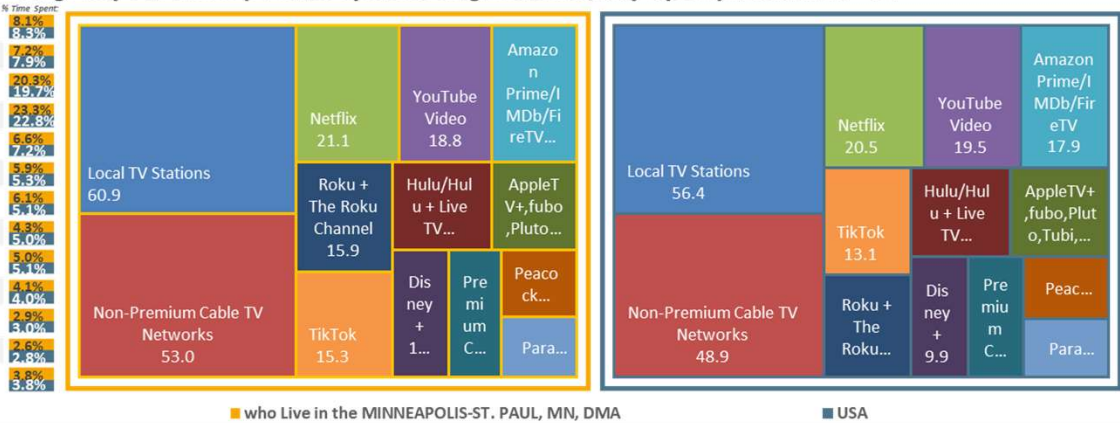
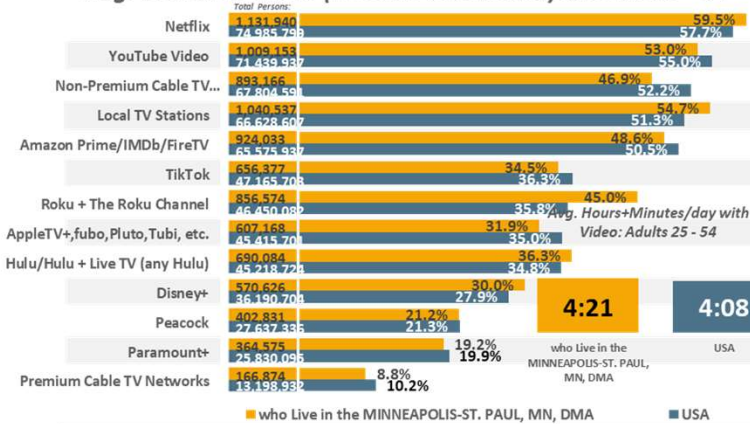




1,029,646 or 54.1% of Adults 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA watch Ad-Supported Local TV Stations for an average of 57.9 minutes every day representing 28.7% of all time spent daily with Ad-Supported Video.

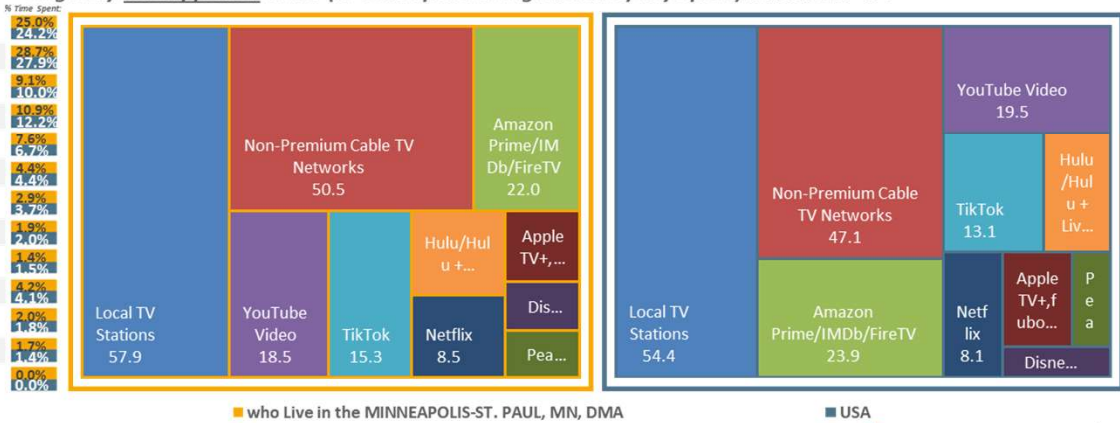
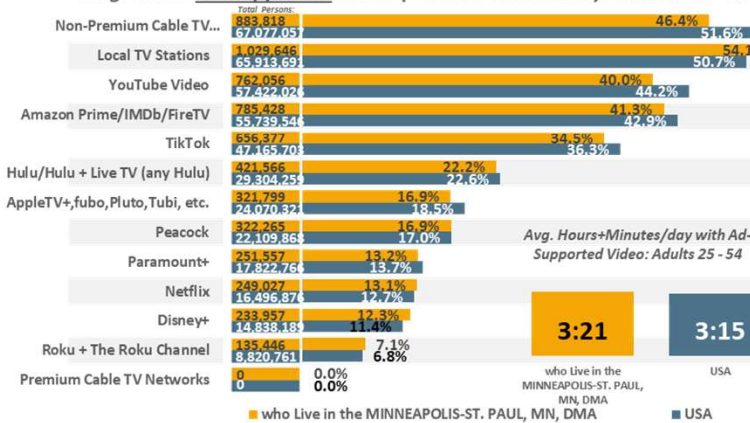
Avg. Week All Video (Persons & % Reach): Adults 25 - 54

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

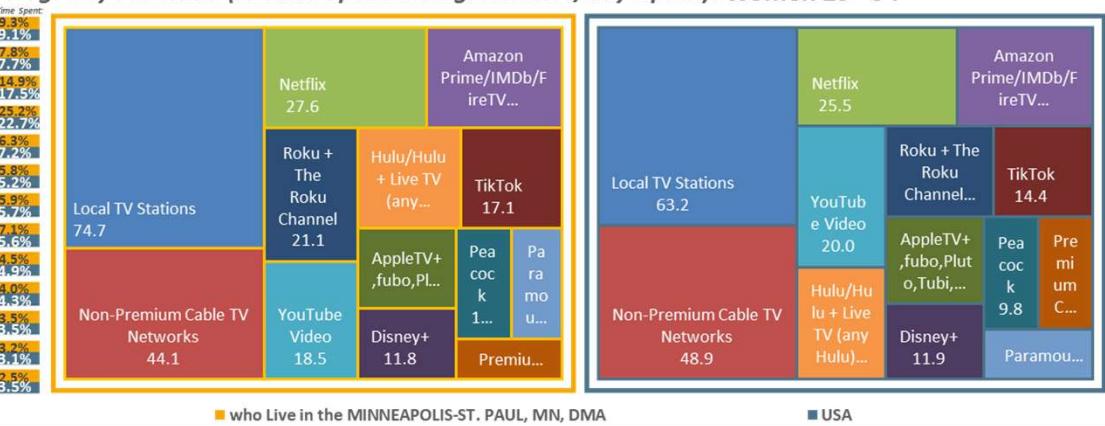
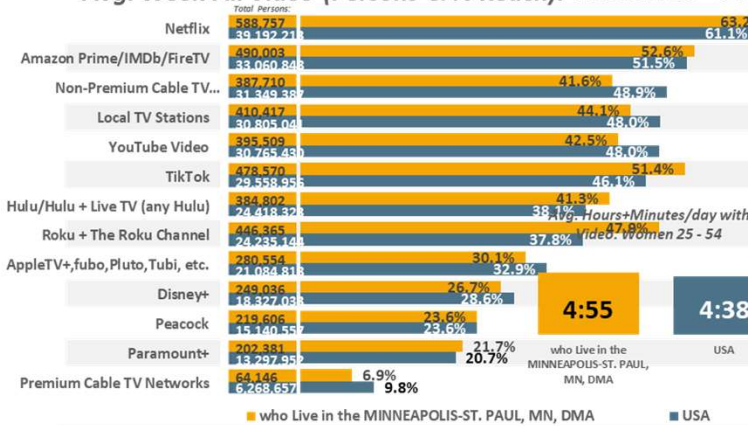




405,272 or 43.5% of Women 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA watch Ad-Supported Local TV Stations for an average of 71.9 minutes every day representing 32.7% of all time spent daily with Ad-Supported Video.

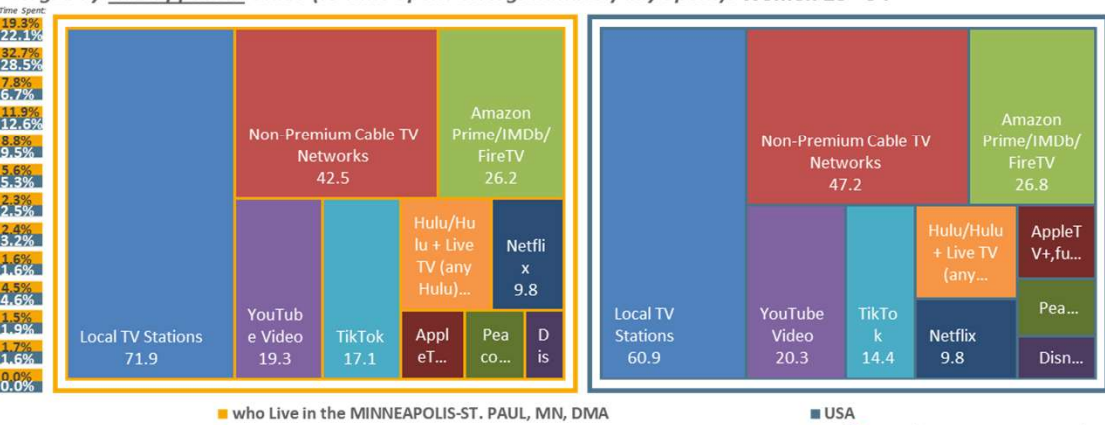
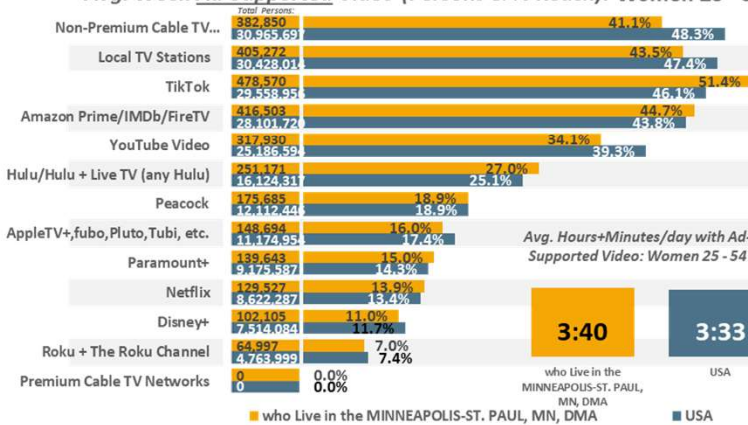
Avg. Week All Video (Persons & % Reach): Women 25 - 54

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



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

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

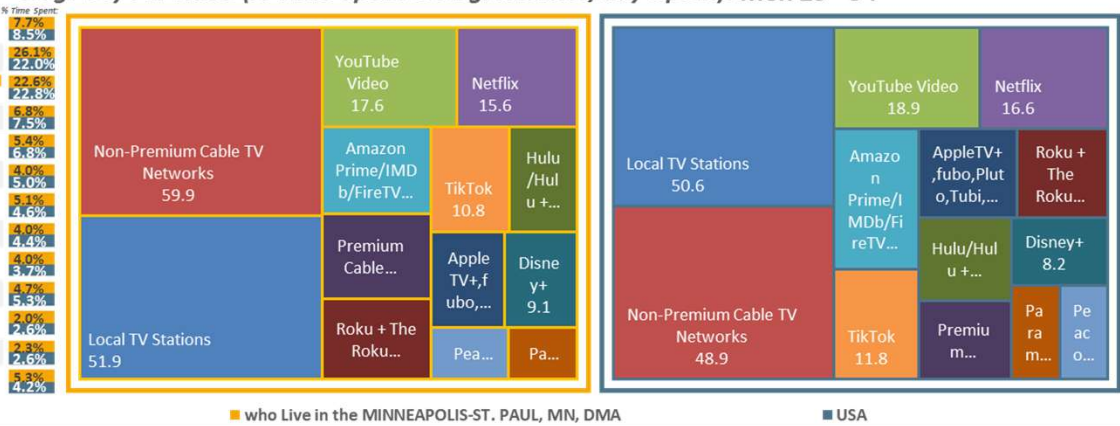
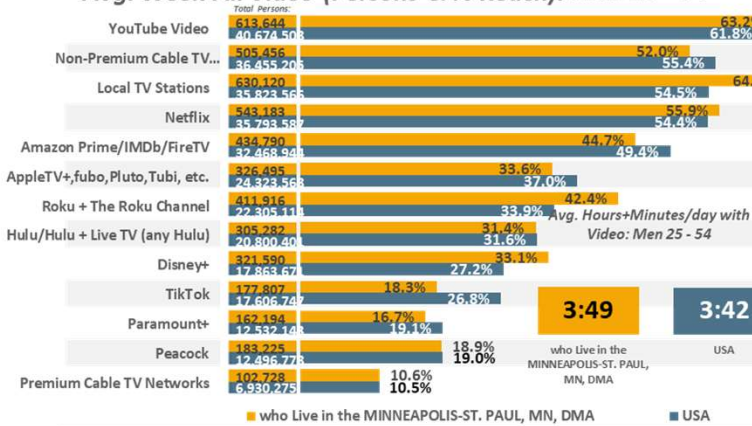




625,041 or 64.3% of Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA watch Ad-Supported Local TV Stations for an average of 48.8 minutes every day representing 26.5% of all time spent daily with Ad-Supported Video.

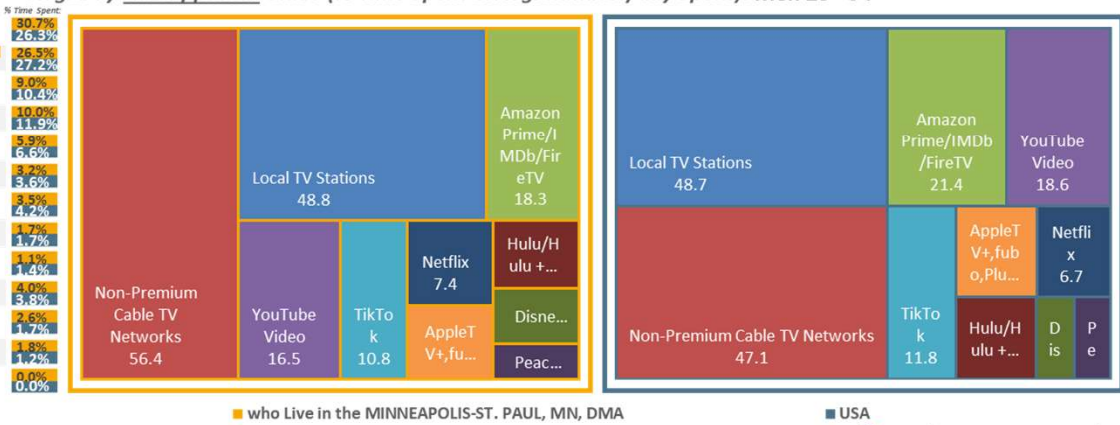
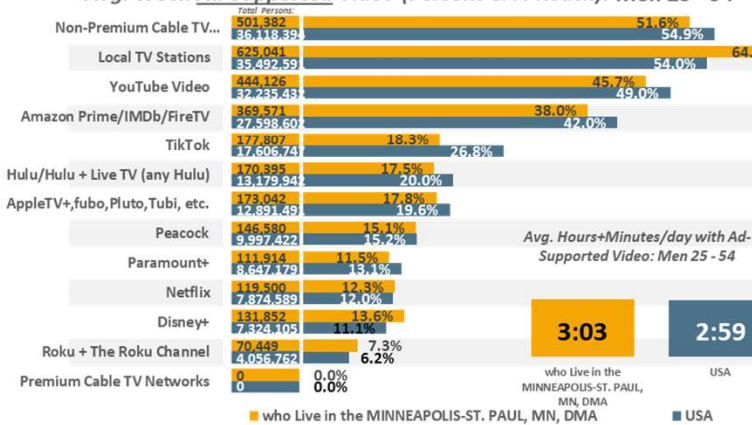
Avg. Week All Video (Persons & % Reach): Men 25 - 54

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

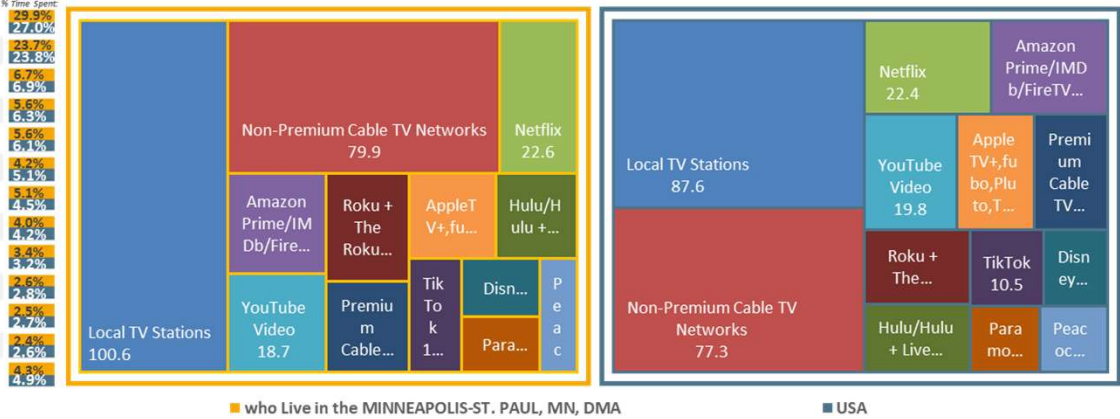
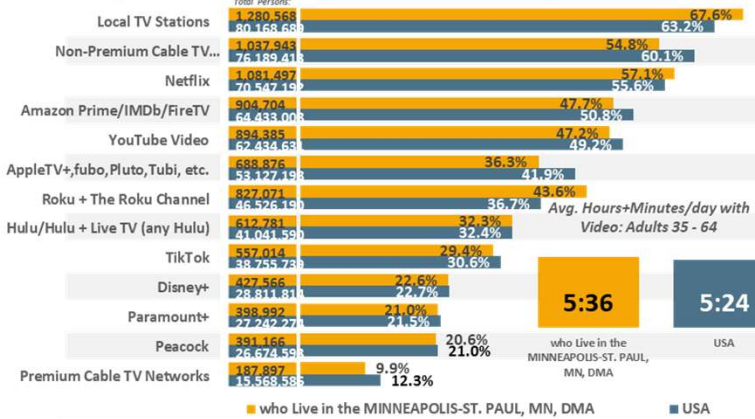




1,264,454 or 66.7% of Adults 35 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA watch Ad-Supported Local TV Stations for an average of 95.1 minutes every day representing 34.7% of all time spent daily with Ad-Supported Video.

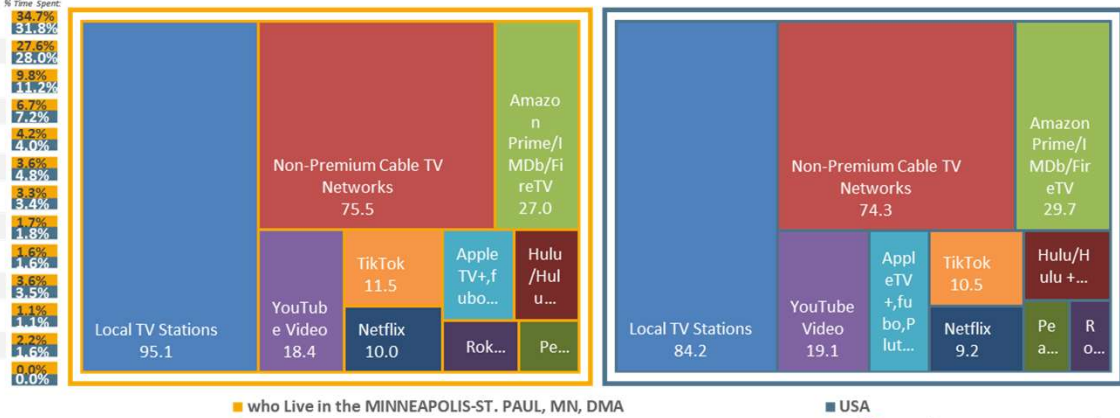
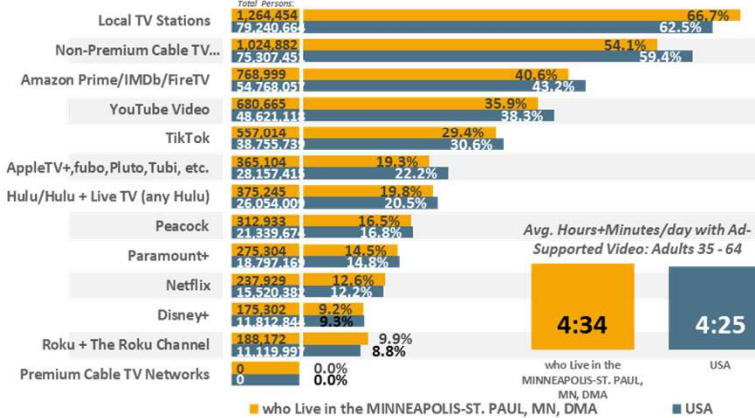
Avg. Week All Video (Persons & % Reach): Adults 35 - 64

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



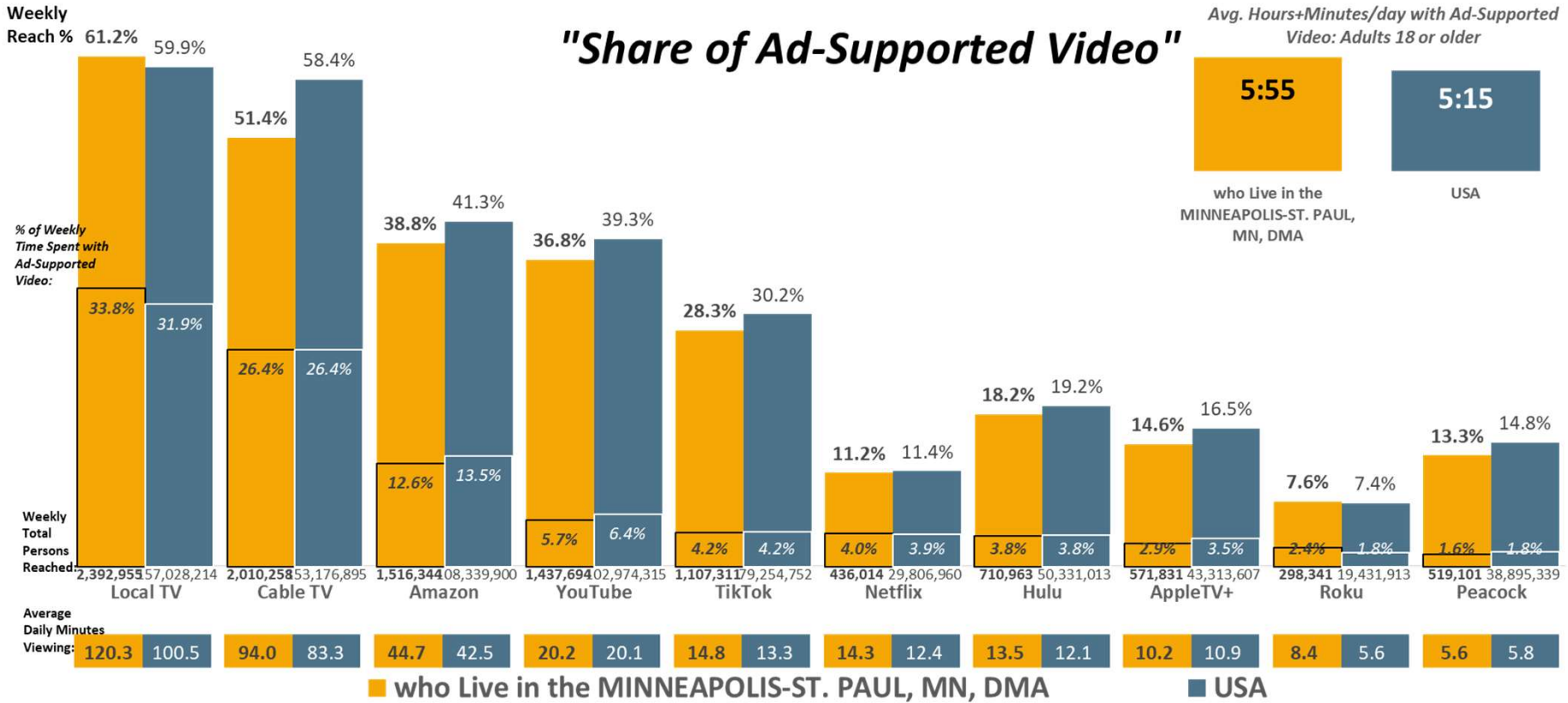
Avg. Week Ad-Supported Video (Persons & % Reach): Adults 35 - 64

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



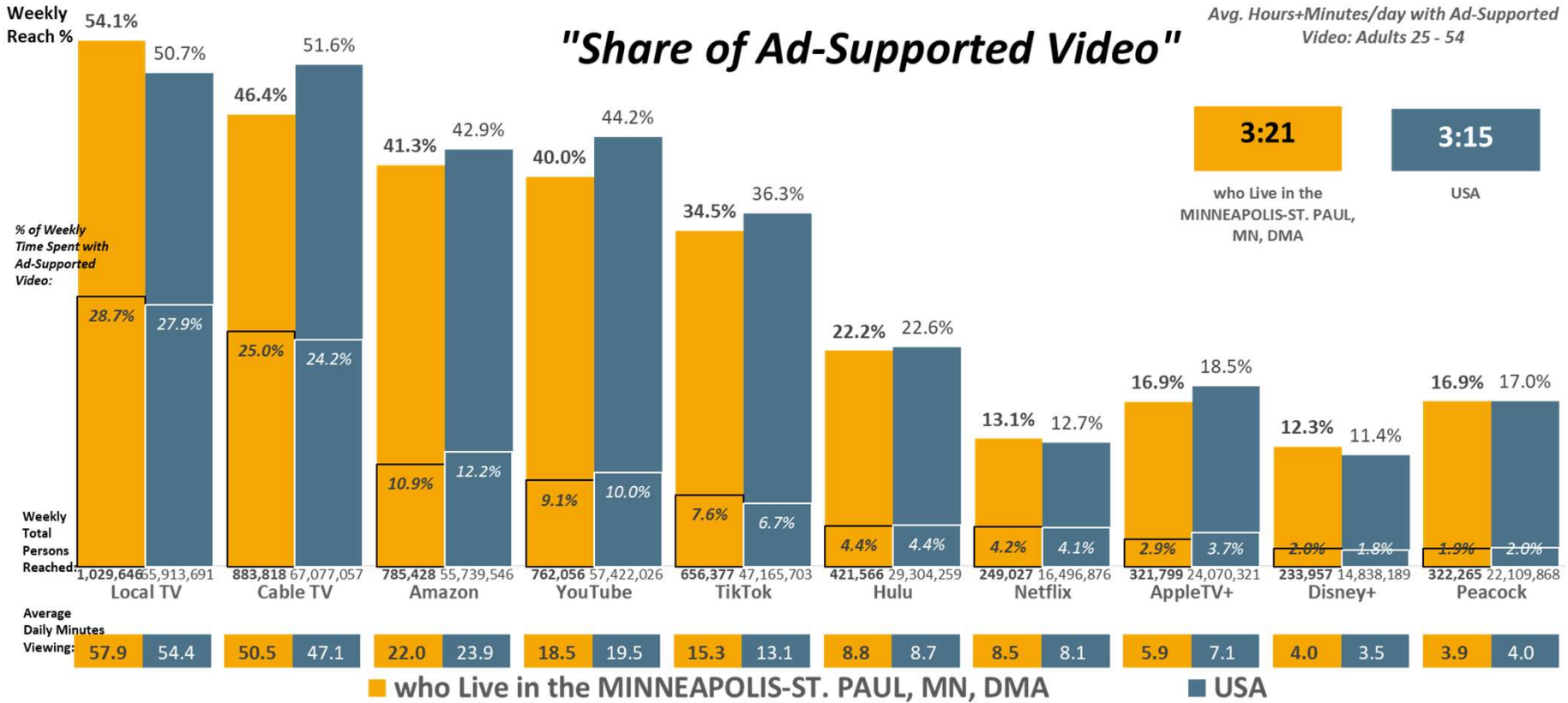


2,392,955 or 61.2% of Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA watch Ad-Supported Local TV Stations for an average of 120.3 minutes every day representing 33.8% of all time spent daily with Ad-Supported Video.





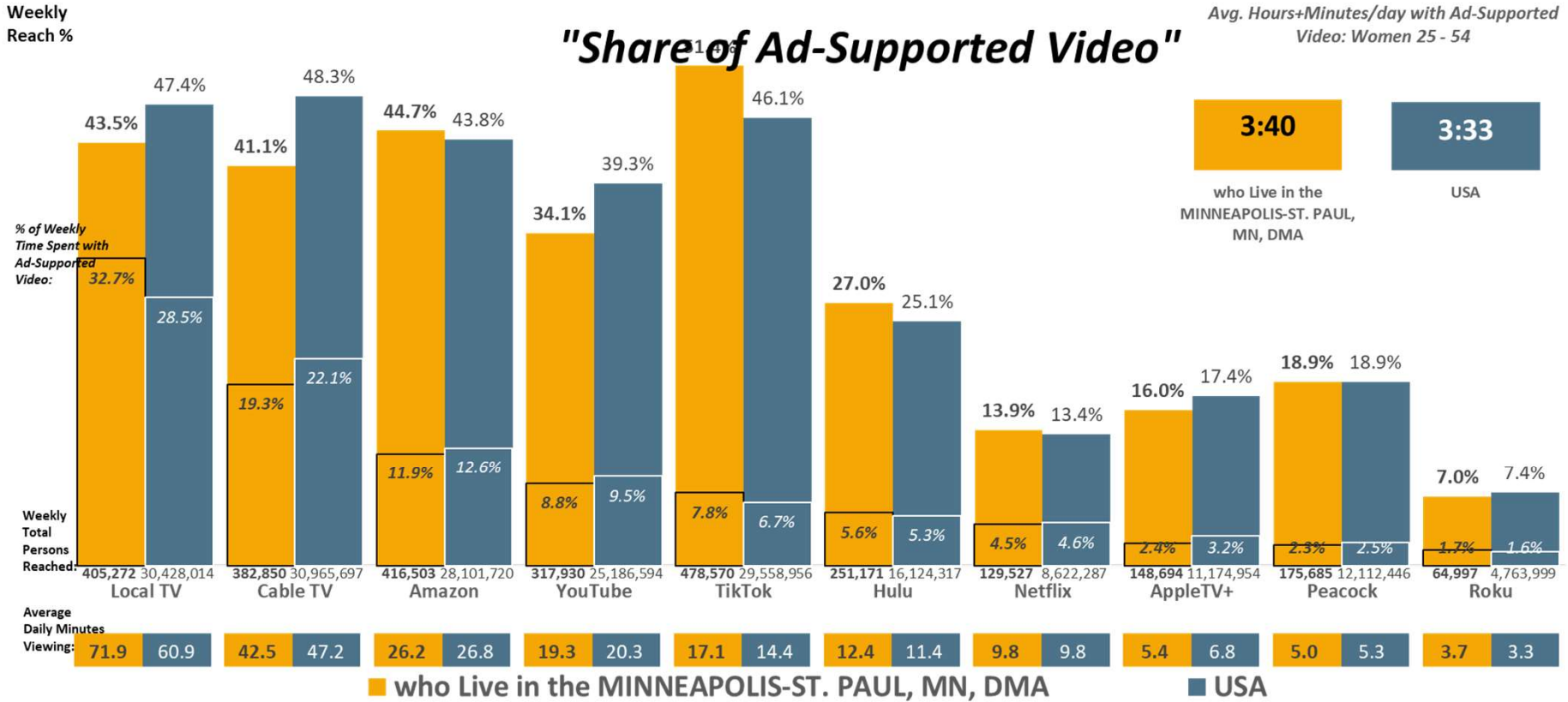
1,029,646 or 54.1% of Adults 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA watch Ad-Supported Local TV Stations for an average of 57.9 minutes every day representing 28.7% of all time spent daily with Ad-Supported Video.





405,272 or 43.5% of Women 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA watch Ad-Supported Local TV Stations for an average of 71.9 minutes every day representing 32.7% of all time spent daily with Ad-Supported Video.

Weekly Reach %

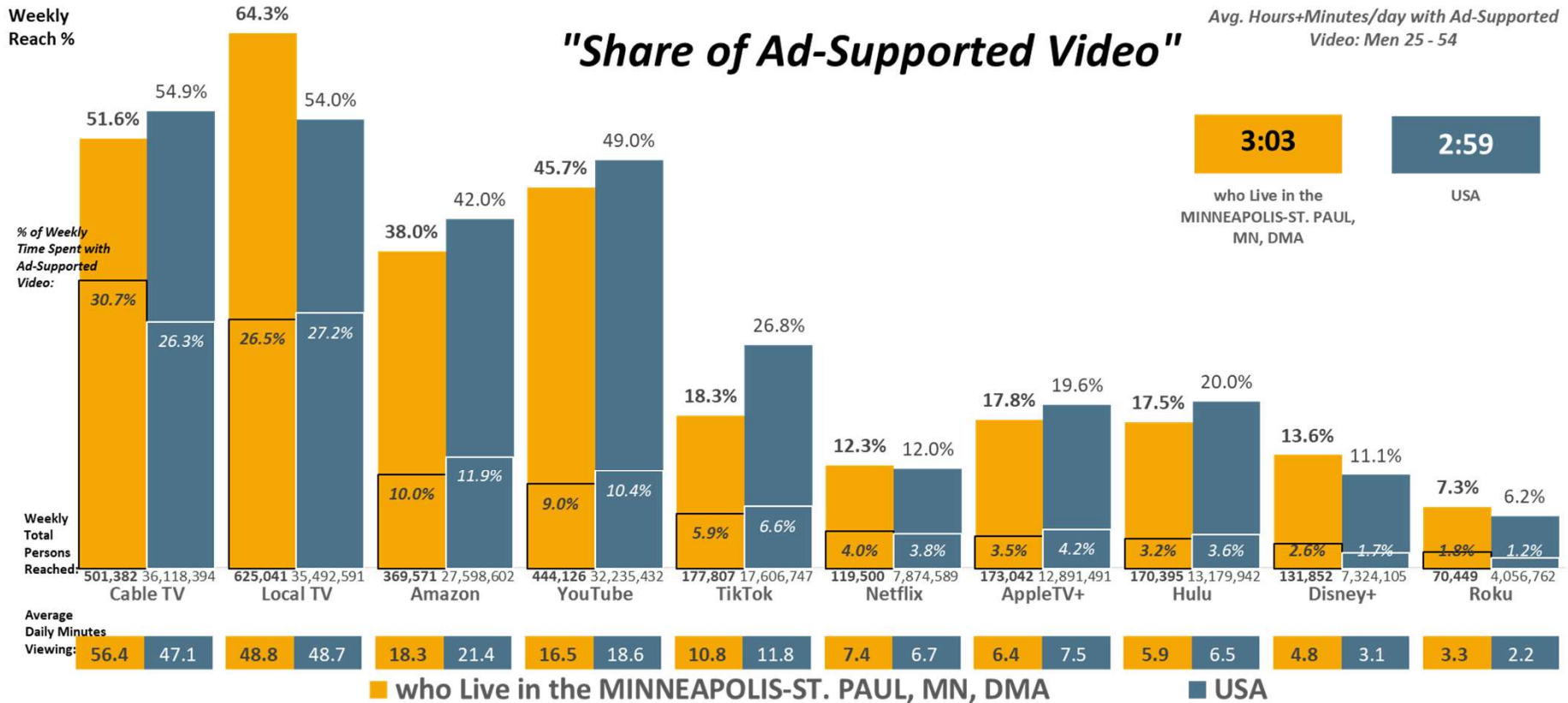


3:40
3:33

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

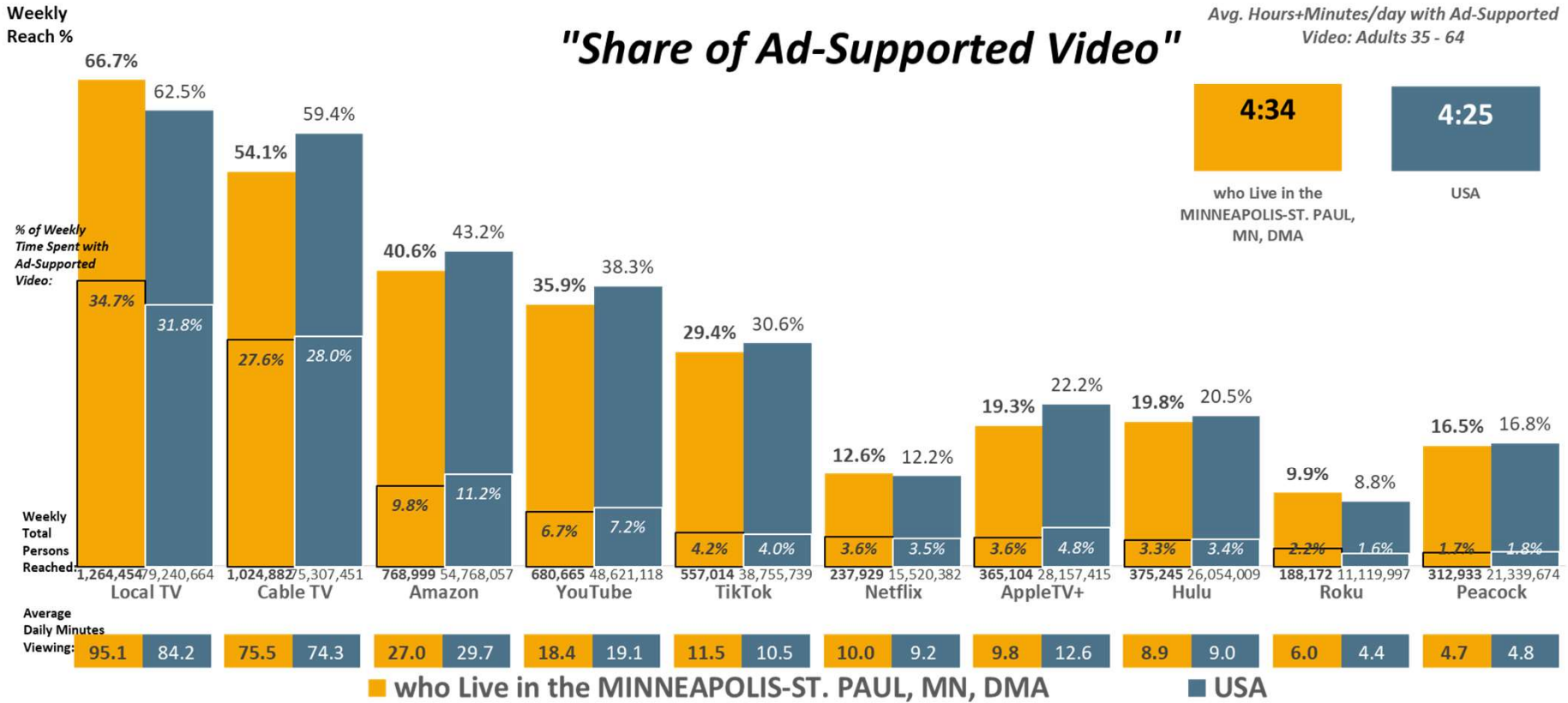


625,041 or 64.3% of Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA watch Ad-Supported Local TV Stations for an average of 48.8 minutes every day representing 26.5% of all time spent daily with Ad-Supported Video.





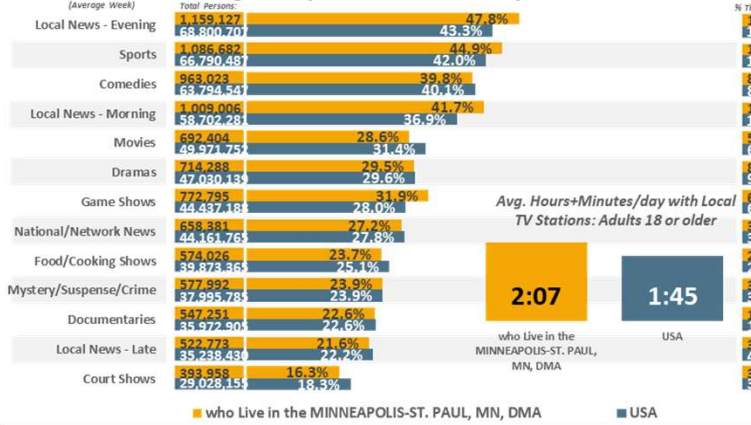
1,264,454 or 66.7% of Adults 35 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA watch Ad-Supported Local TV Stations for an average of 95.1 minutes every day representing 34.7% of all time spent daily with Ad-Supported Video.



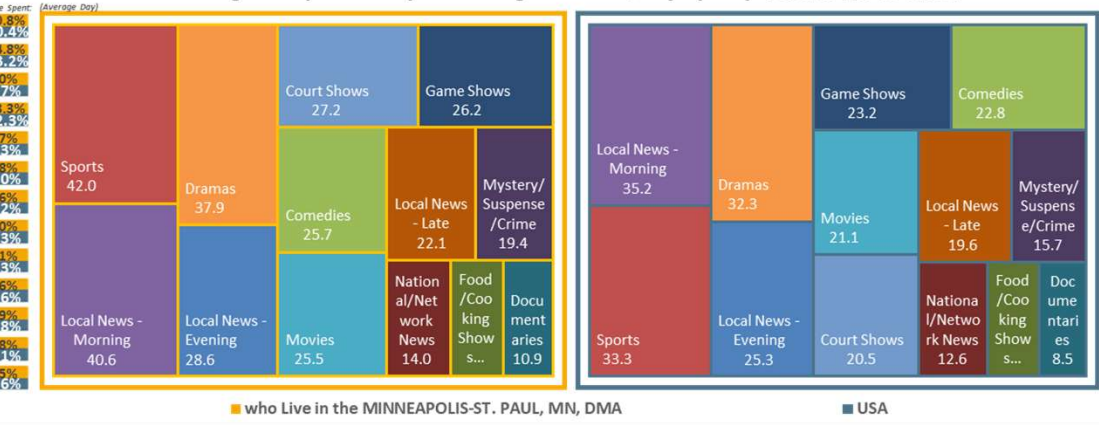


2,392,955 or 61.2% of Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, Game Shows, and Dramas.

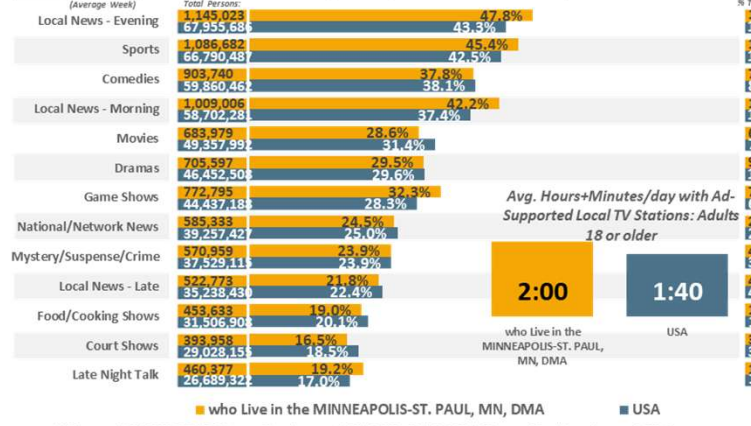
Local TV Station Programs (Persons & % Reach): Adults 18 or older



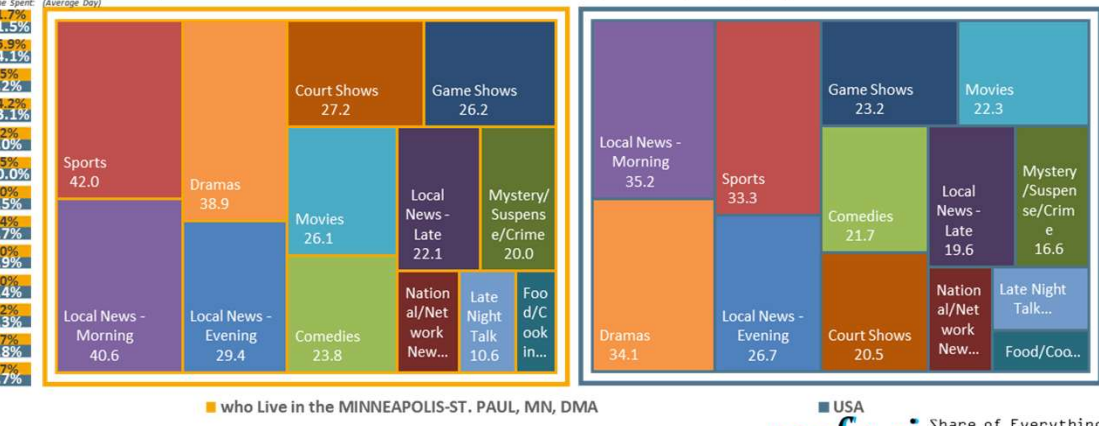
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



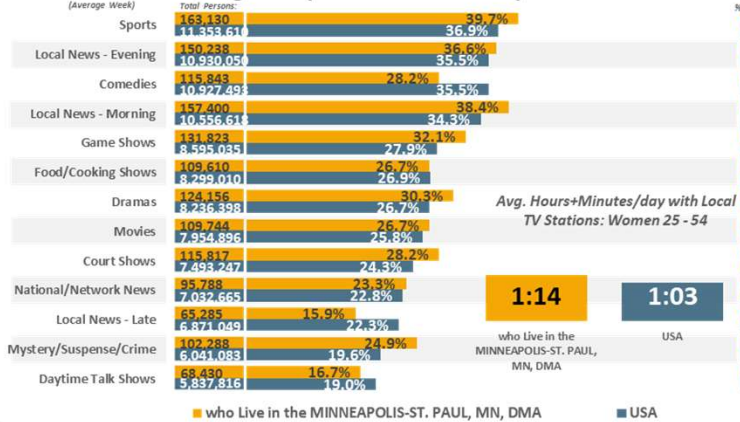
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



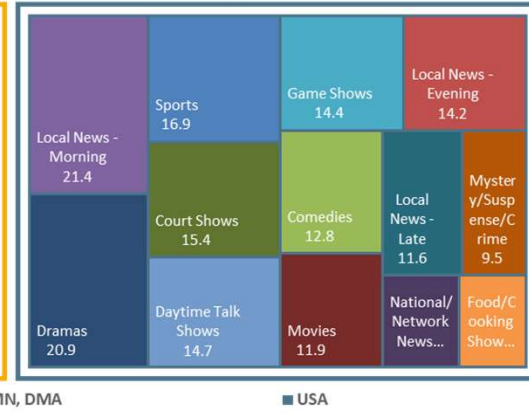
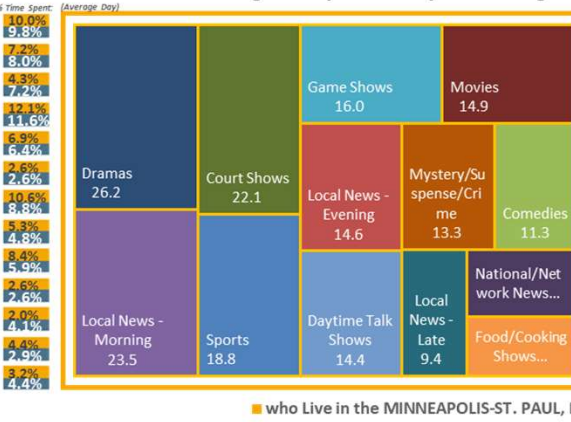


405,272 or 43.5% of Women 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Evening, Game Shows, Dramas, and Court Shows.

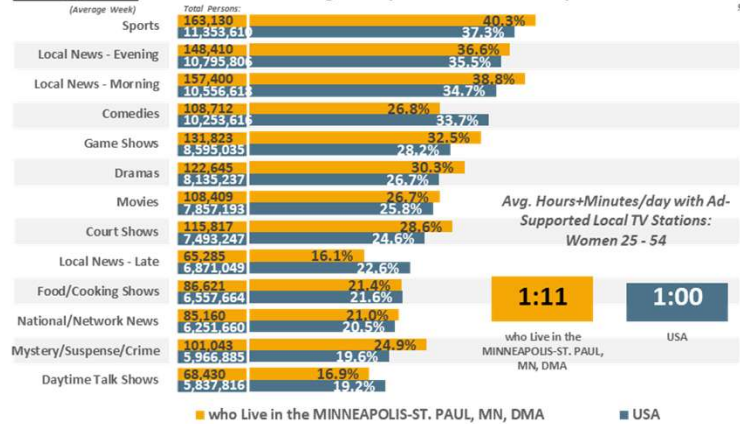
Local TV Station Programs (Persons & % Reach): Women 25 - 54



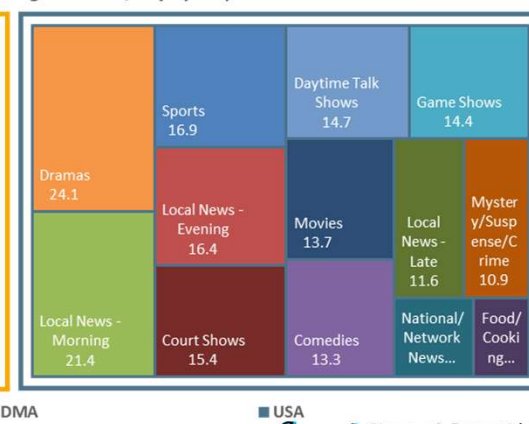
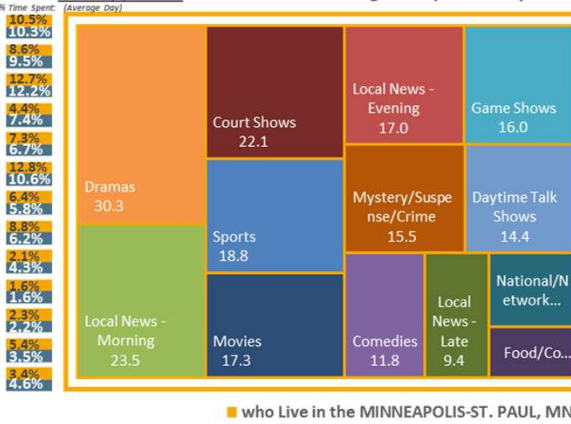
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



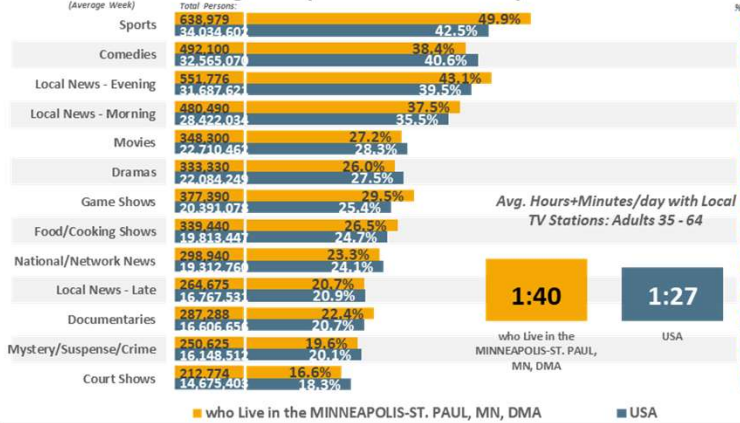
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



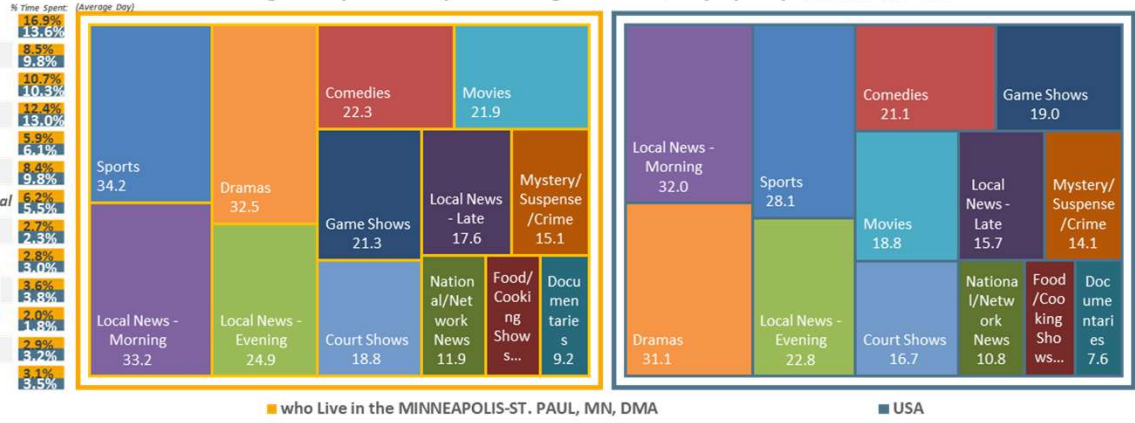


1,264,454 or 66.7% of Adults 35 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Game Shows, and Movies.

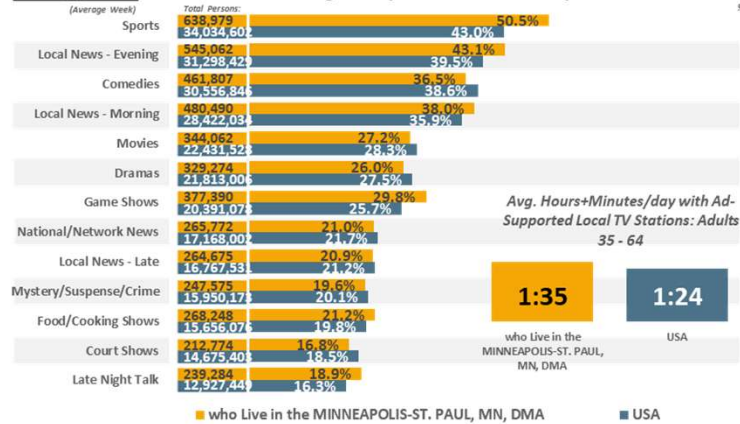
Local TV Station Programs (Persons & % Reach): Adults 35 - 64



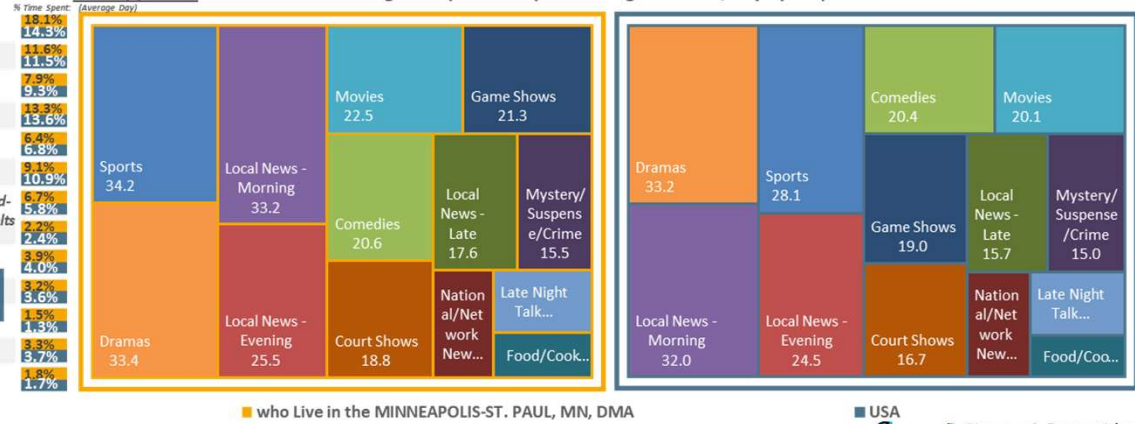
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 35 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64

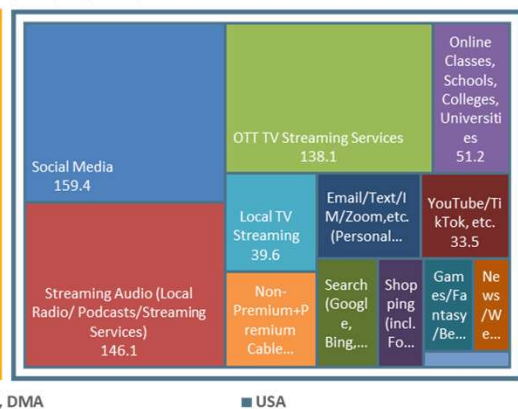
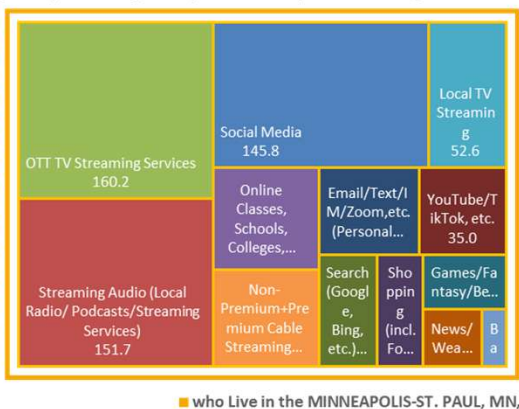
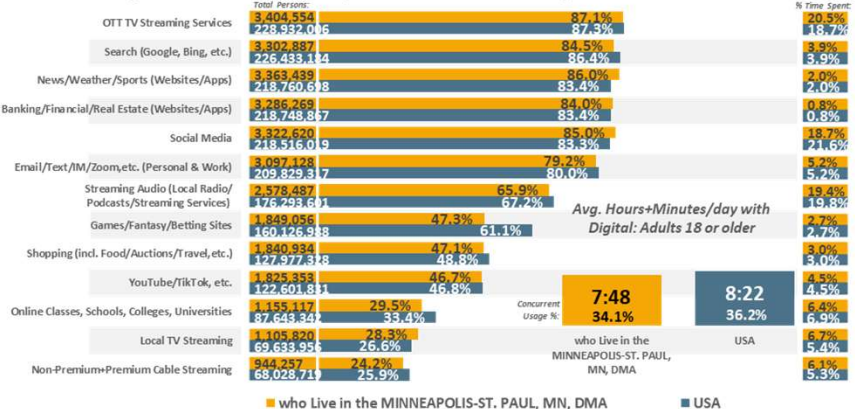




2,964,952 or 75.8% of Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA use Ad-Supported Social Media for an average of 130.1 minutes every day representing 22.7% of all time spent daily with Ad-Supported Digital Media.

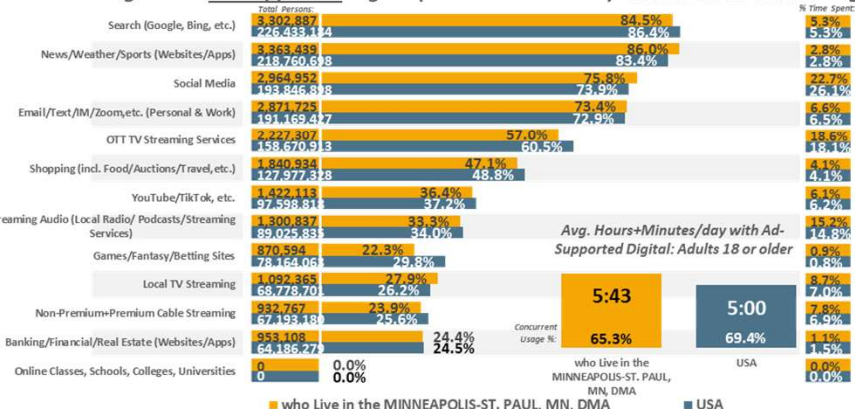
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

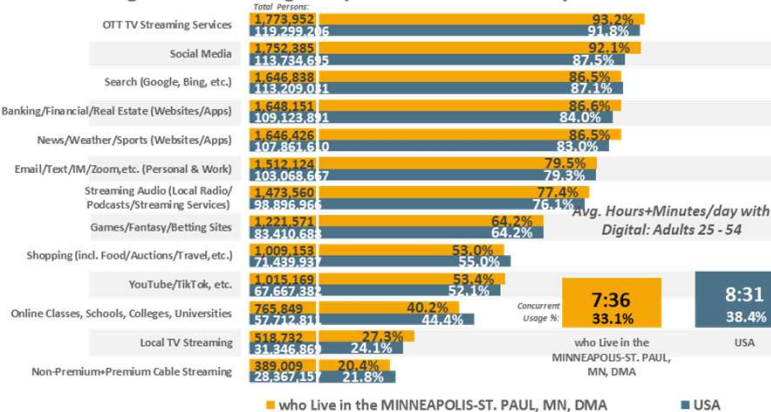
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



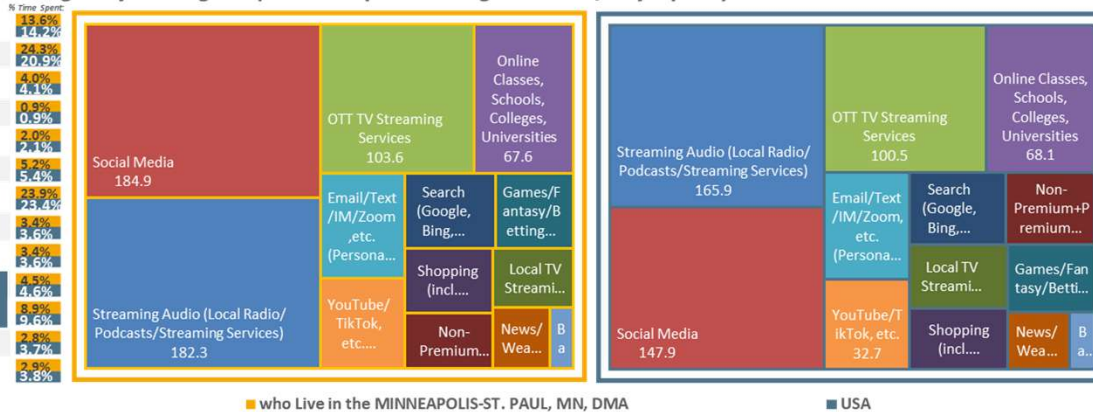


1,550,401 or 81.5% of Adults 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA use Ad-Supported Social Media for an average of 170.1 minutes every day representing 32.1% of all time spent daily with Ad-Supported Digital Media.

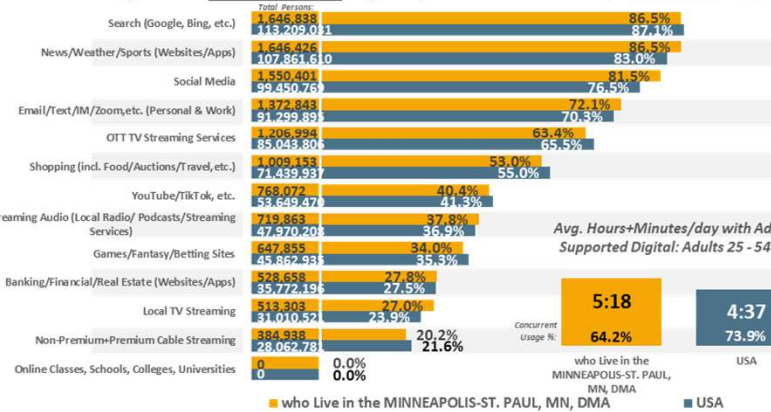
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



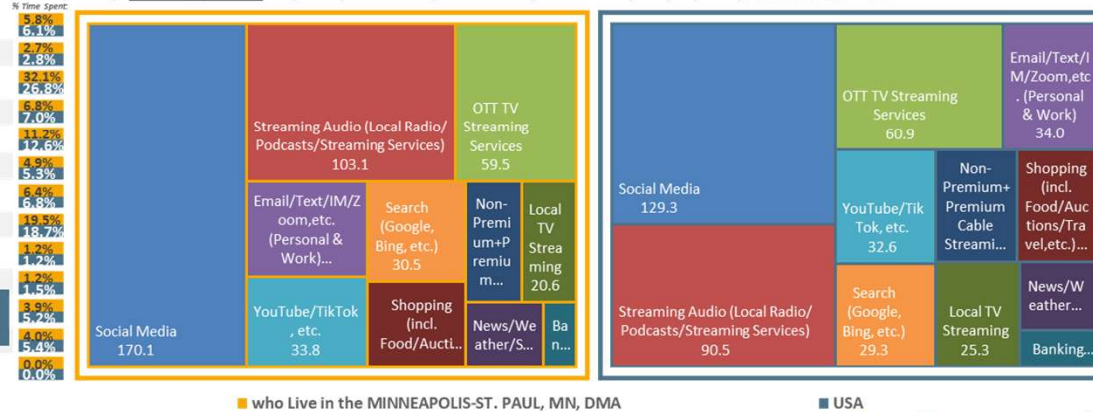
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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

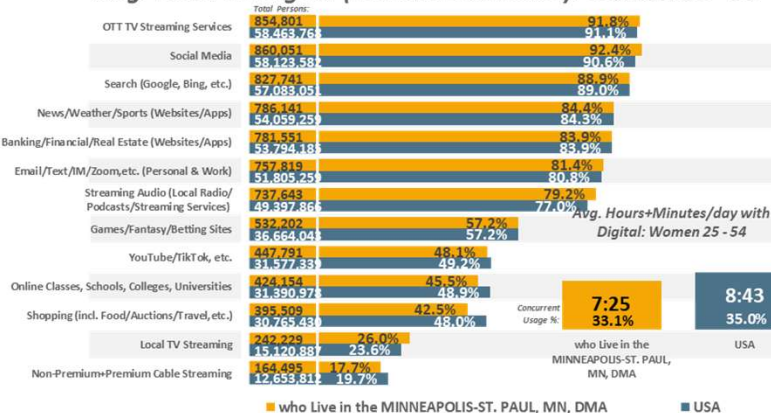




770,792 or 82.8% of Women 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA use Ad-Supported Social Media for an average of 142.9 minutes every day representing 28.7% of all time spent daily with Ad-Supported Digital Media.

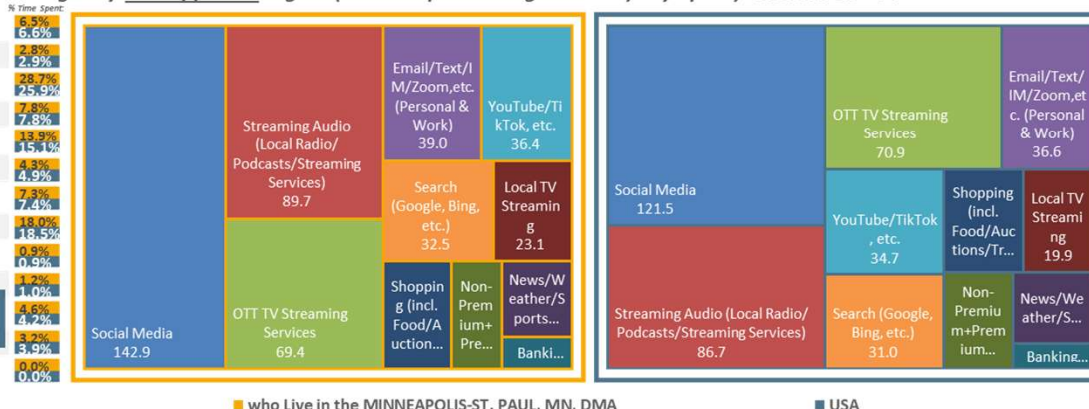
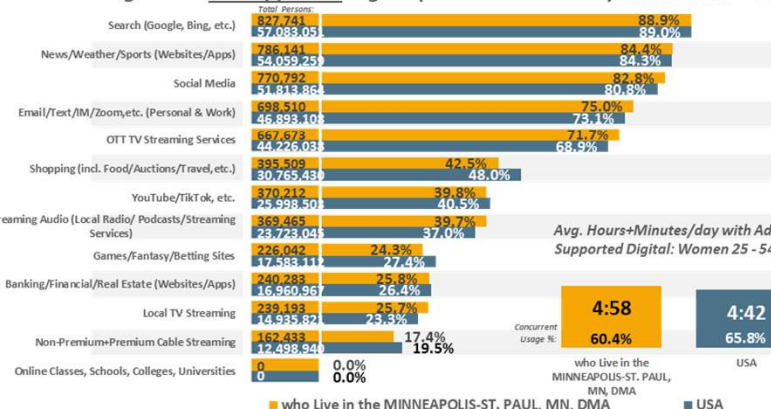
Avg. Week All Digital (Persons & % Reach): Women 25 - 54

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



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

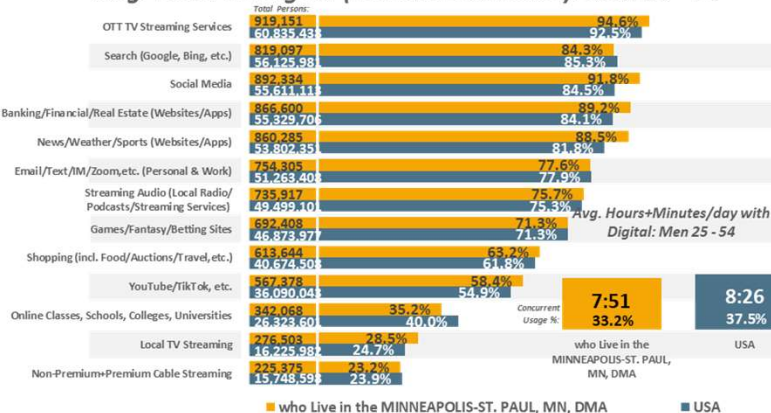
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



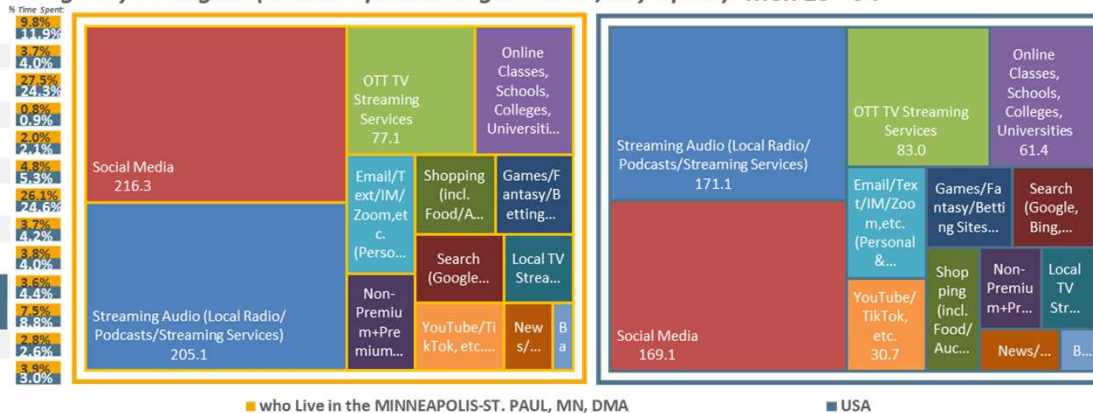


779,609 or 80.2% of Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA use Ad-Supported Social Media for an average of 199. minutes every day representing 35.1% of all time spent daily with Ad-Supported Digital Media.

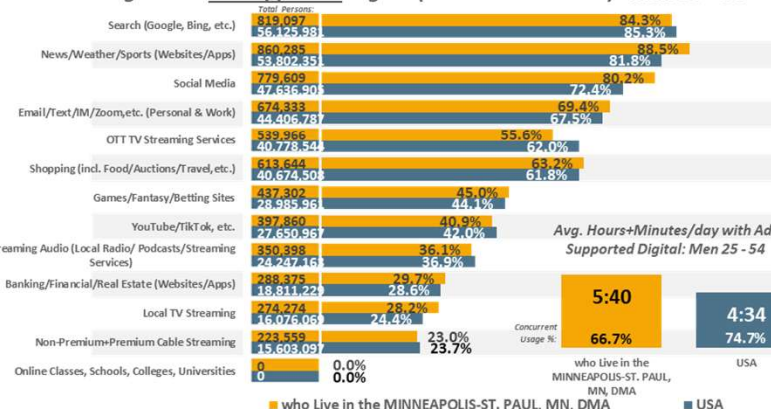
Avg. Week All Digital (Persons & % Reach): Men 25 - 54



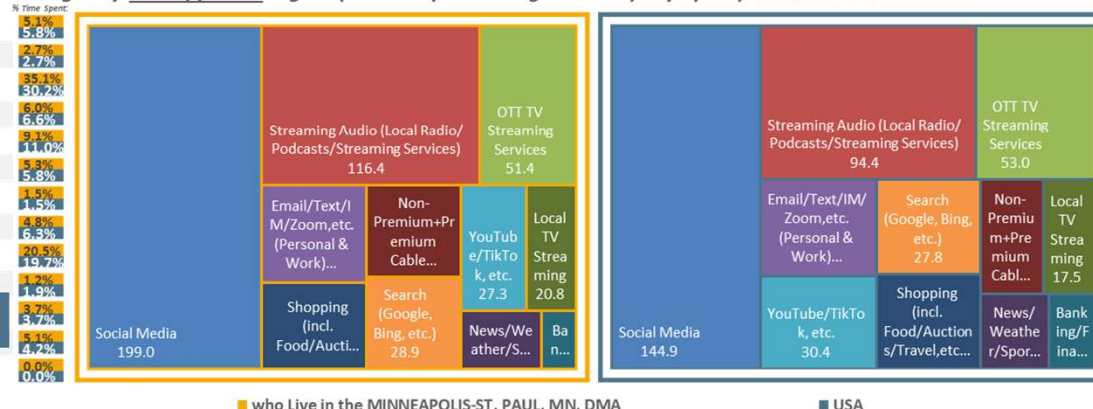
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



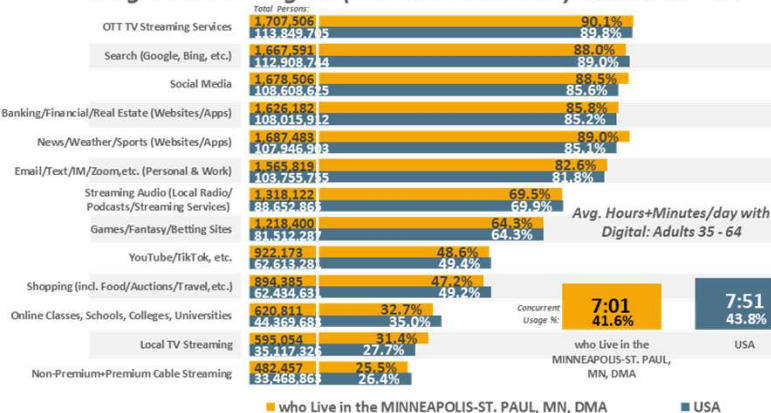
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



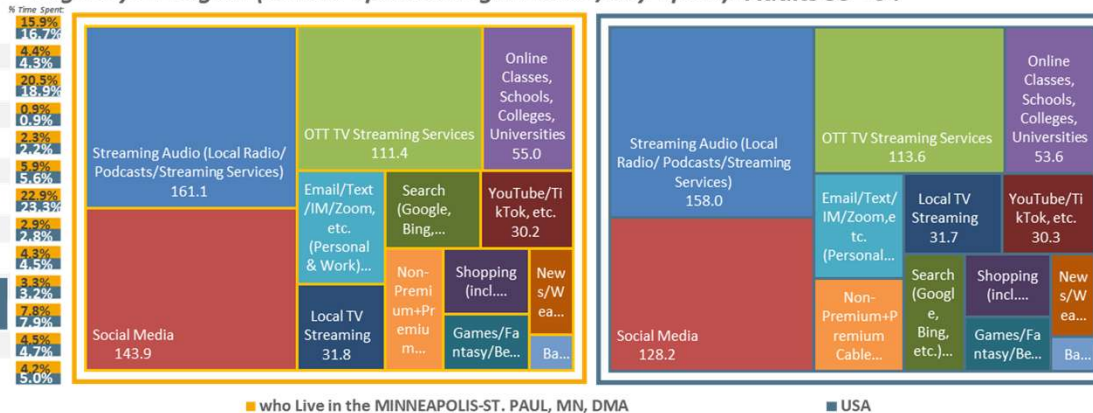


1,520,443 or 80.2% of Adults 35 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA use Ad-Supported Social Media for an average of 132.4 minutes every day representing 26.1% of all time spent daily with Ad-Supported Digital Media.

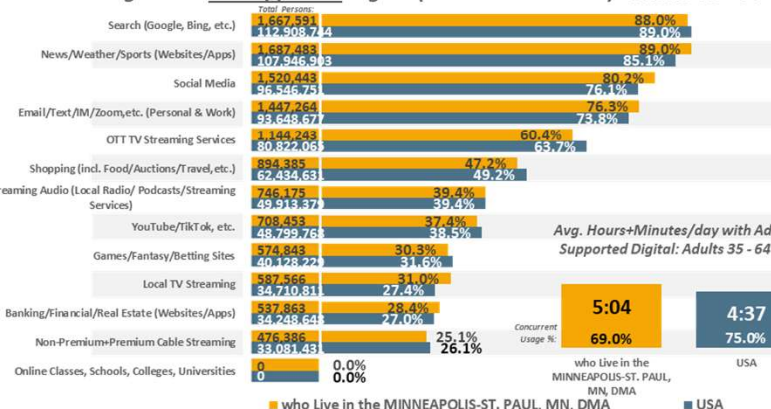
Avg. Week All Digital (Persons & % Reach): Adults 35 - 64



Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 35 - 64



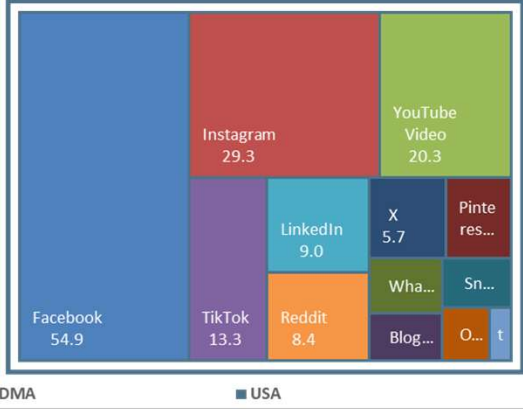
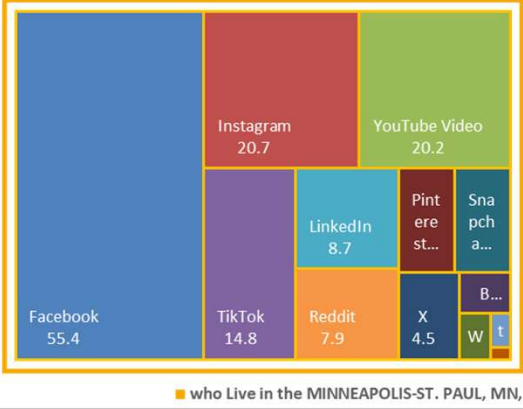
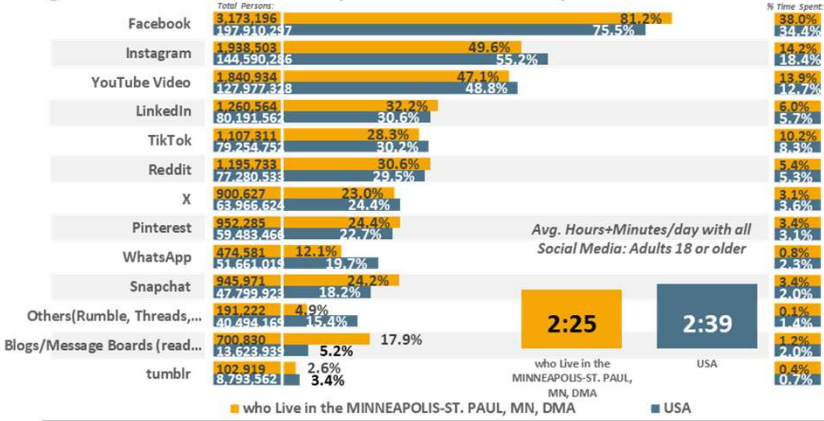
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



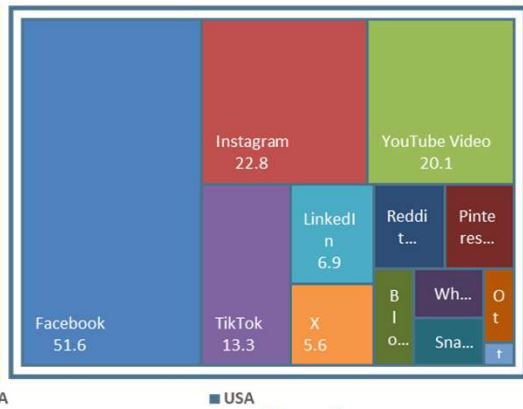
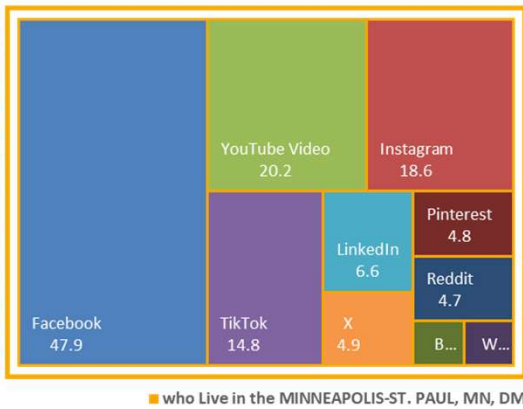
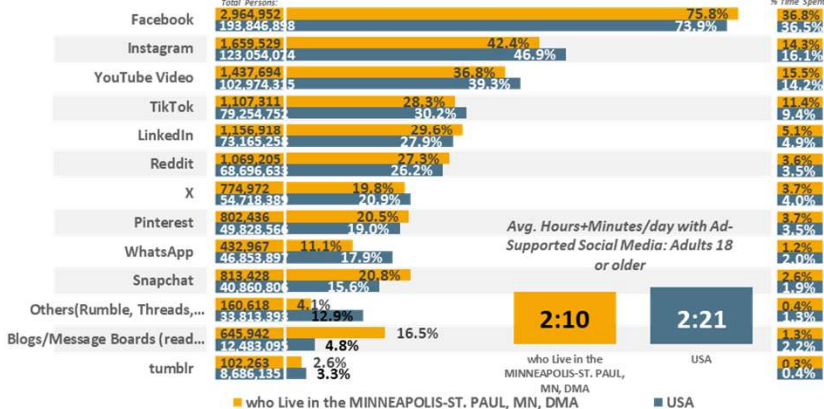


2,964,952 or 75.8% of Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA use Ad-Supported Facebook for an average of 47.9 minutes every day representing 36.8% of all time spent daily with Ad-Supported Social Media.

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**



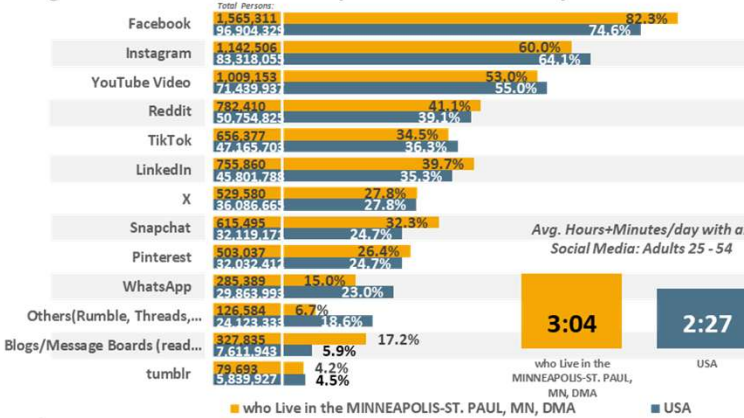
USA USA PROJECTION Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934
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USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 25,110

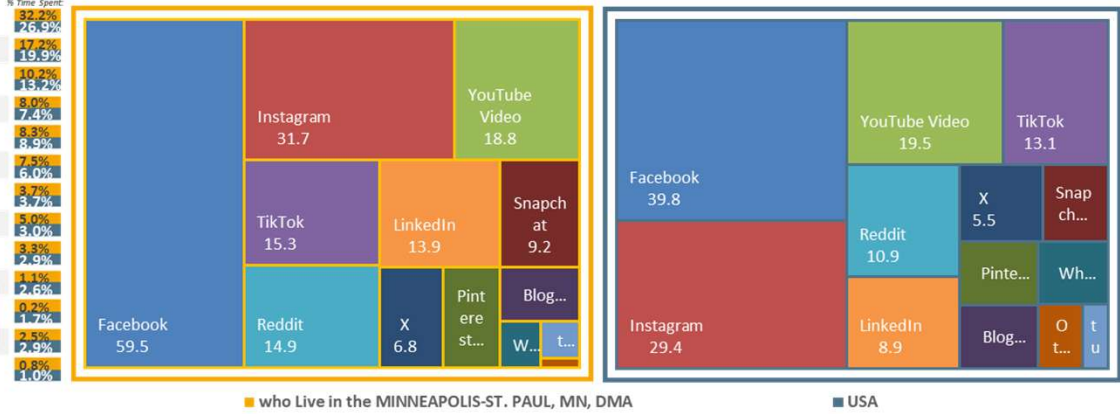


1,550,401 or 81.5% of Adults 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA use Ad-Supported Facebook for an average of 59.5 minutes every day representing 36.3% of all time spent daily with Ad-Supported Social Media.

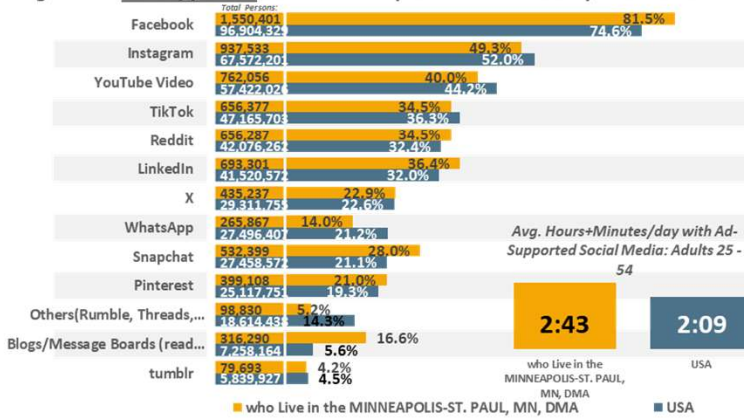
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



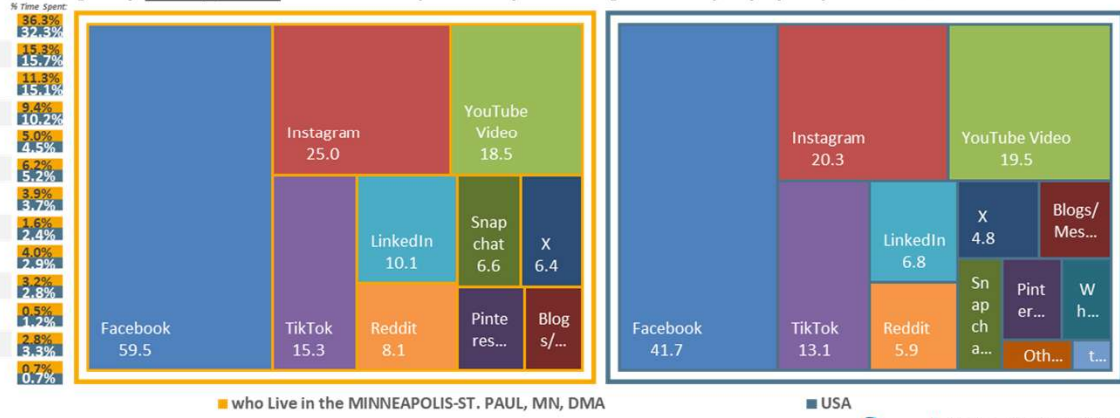
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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 USA PROJECTION Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934
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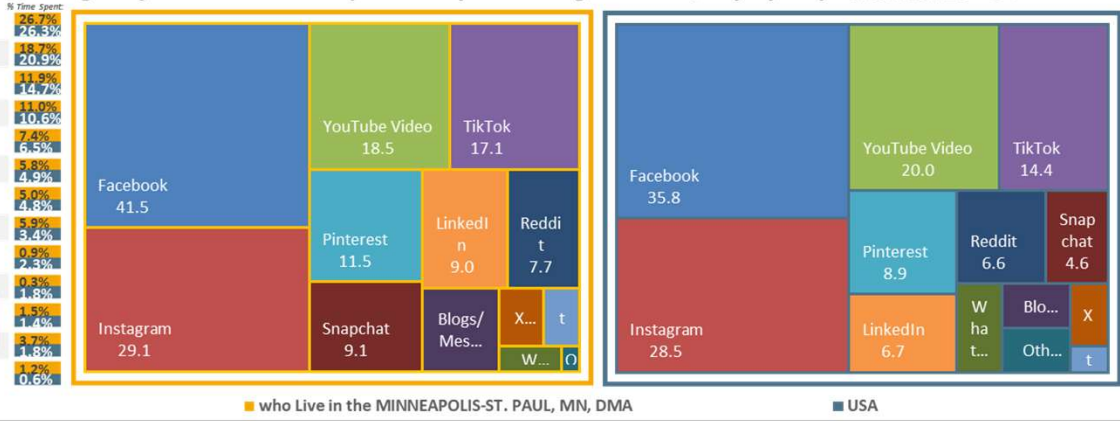
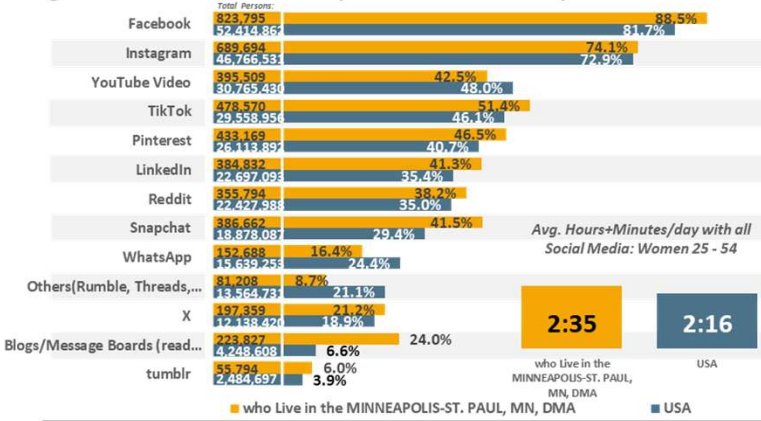
USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 25,110



770,792 or 82.8% of Women 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA use Ad-Supported Facebook for an average of 40.6 minutes every day representing 29.1% of all time spent daily with Ad-Supported Social Media.

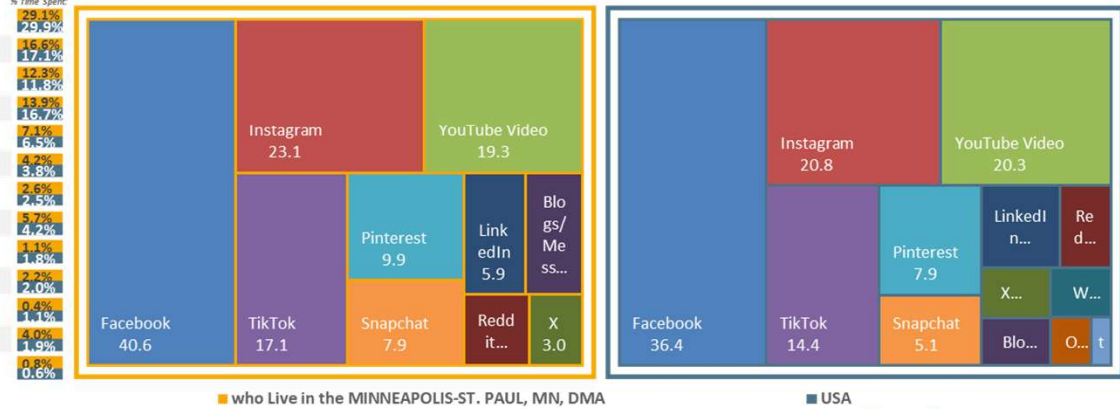
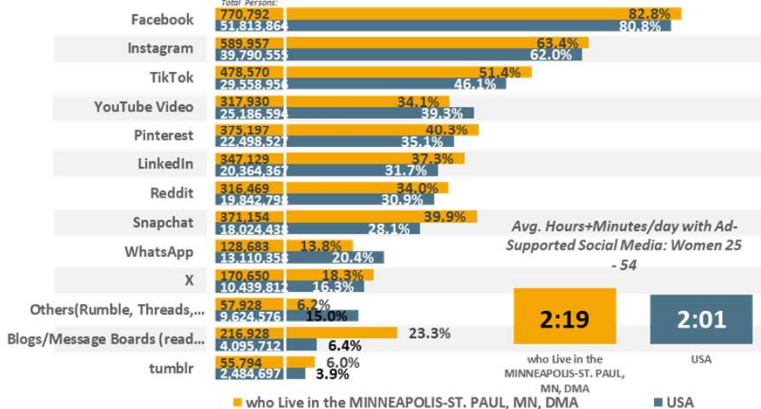
Avg. Week All Social Media (Persons & % Reach): Women 25 - 54

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



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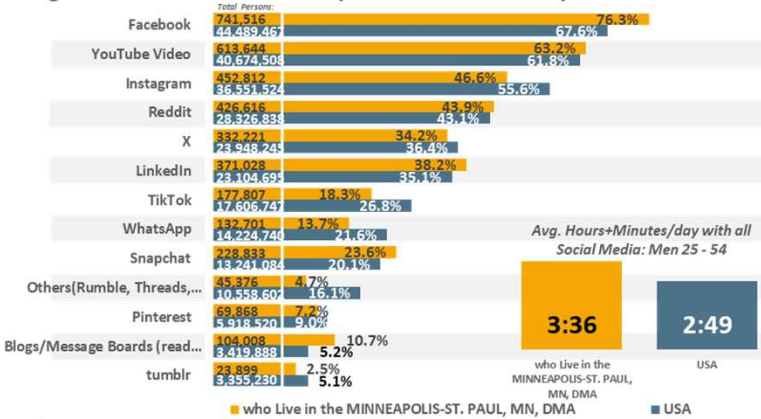
USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 25,110



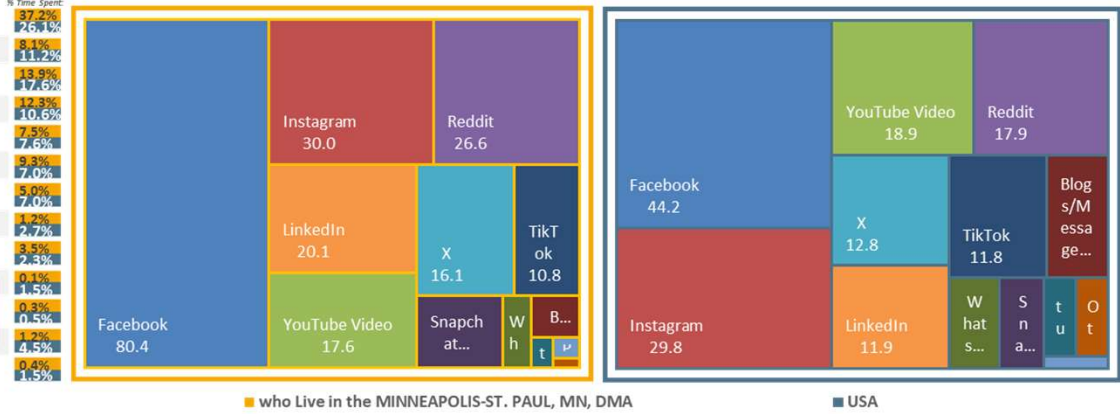


741,516 or 76.3% of Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA use Ad-Supported Facebook for an average of 77.7 minutes every day representing 41.1% of all time spent daily with Ad-Supported Social Media.

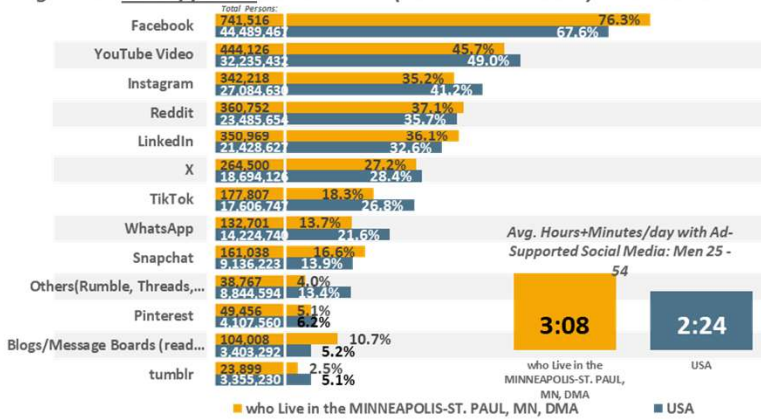
Avg. Week All Social Media (Persons & % Reach): Men 25 - 54



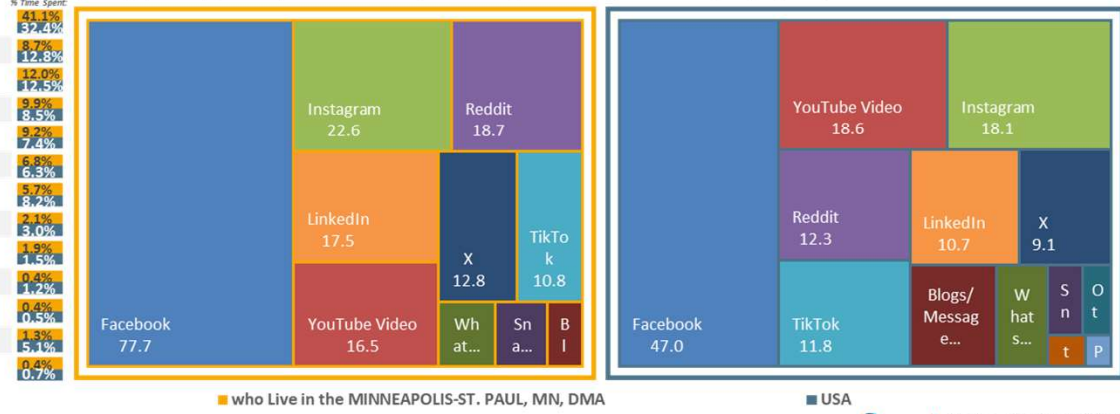
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



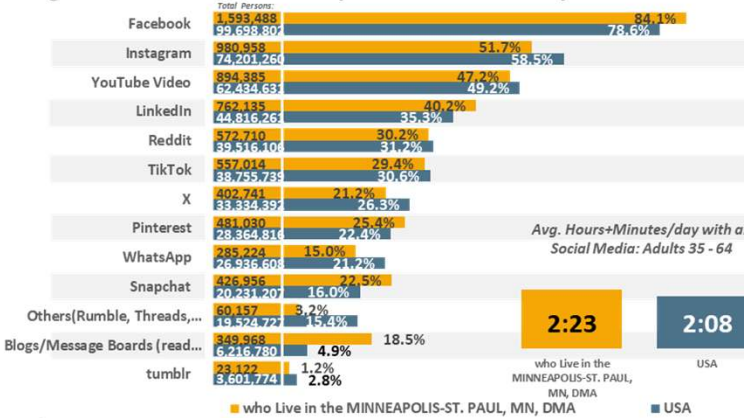
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



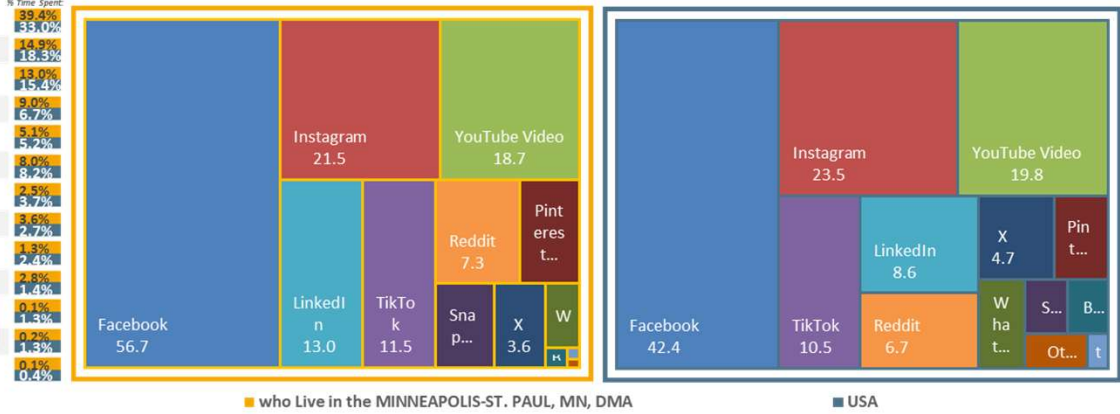


1,520,443 or 80.2% of Adults 35 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA use Ad-Supported Facebook for an average of 50.5 minutes every day representing 38.8% of all time spent daily with Ad-Supported Social Media.

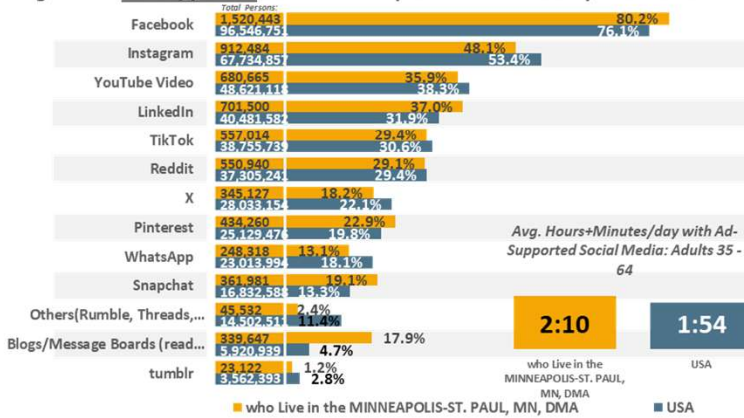
Avg. Week All Social Media (Persons & % Reach): Adults 35 - 64



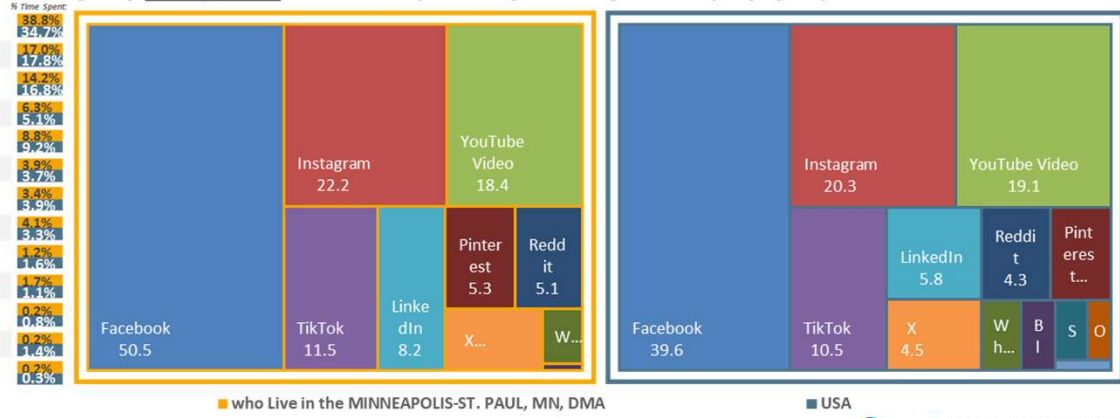
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64

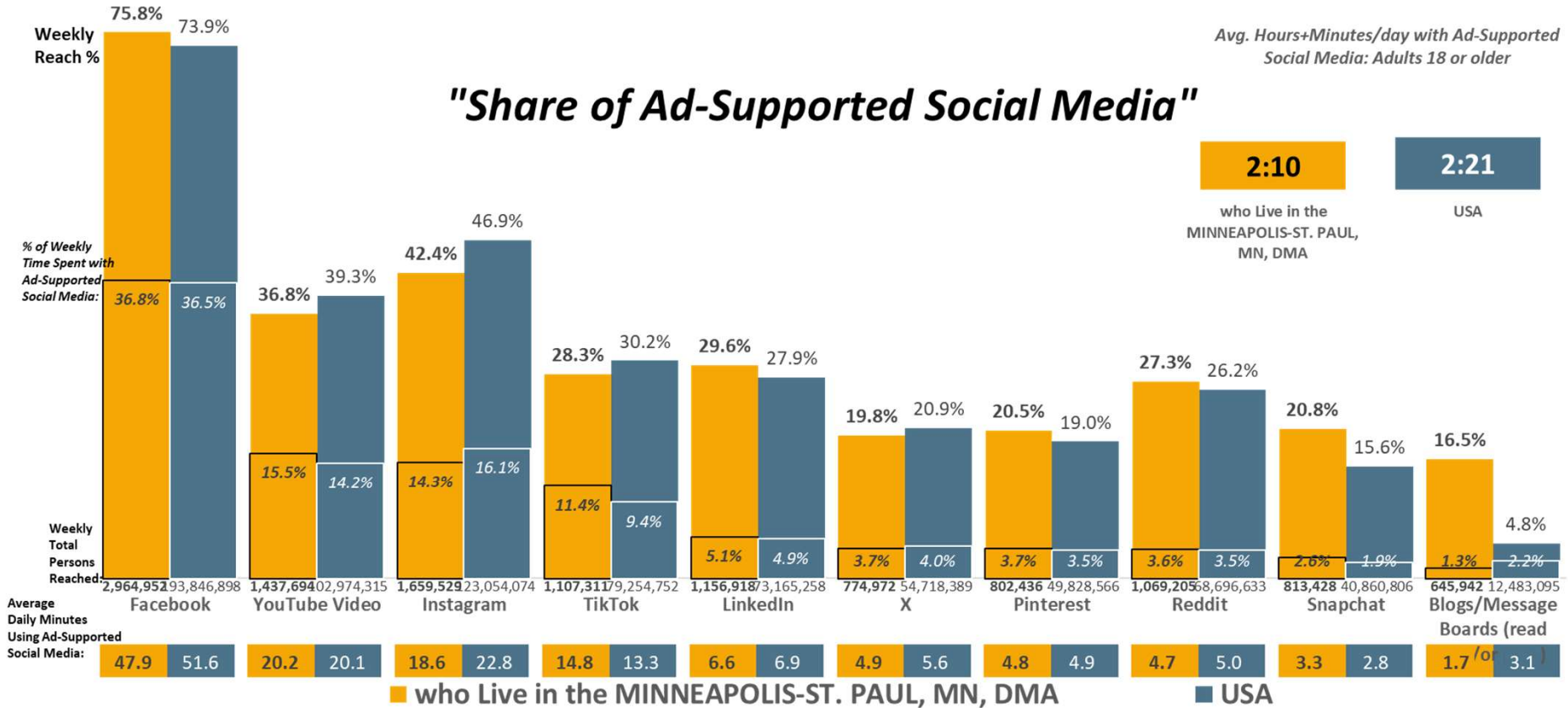


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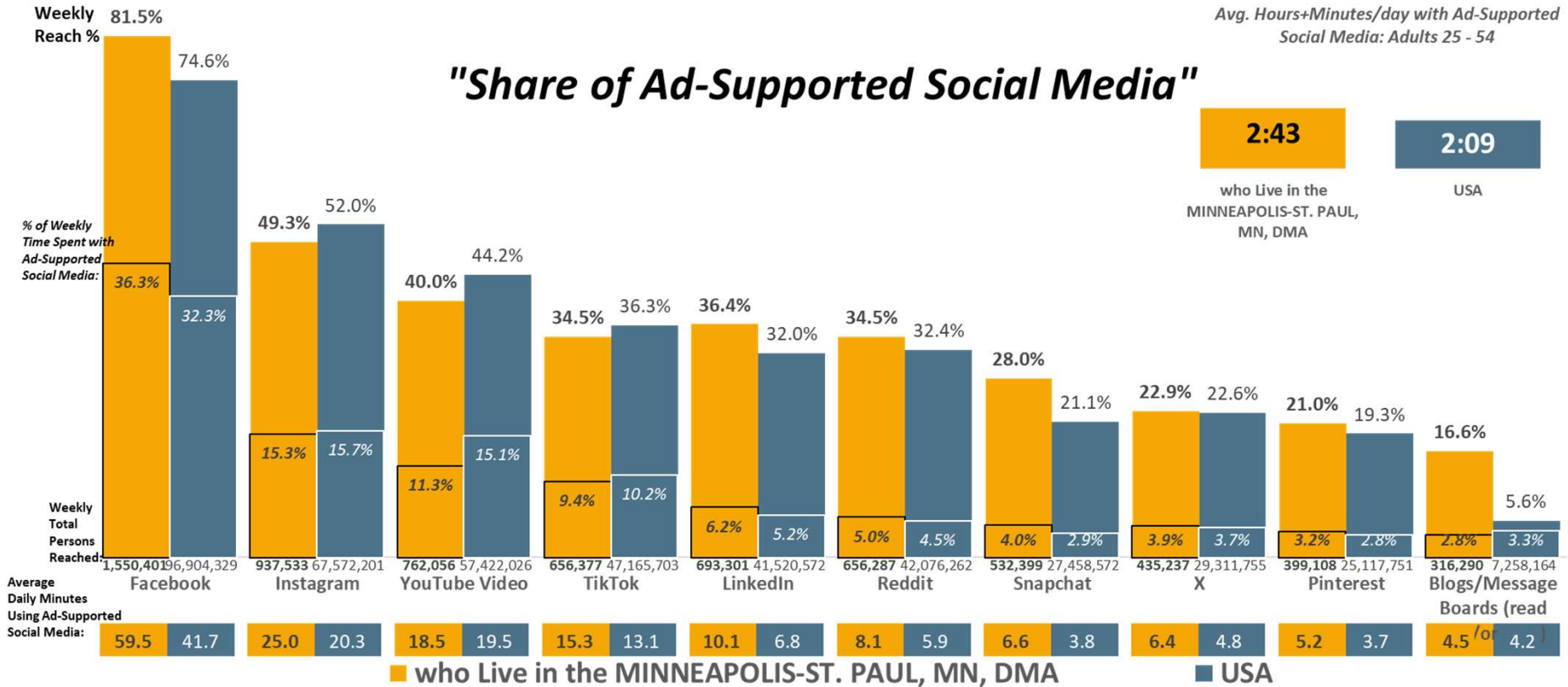
2,964,952 or 75.8% of Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA use Ad-Supported Facebook for an average of 47.9 minutes every day representing 36.8% of all time spent daily with Ad-Supported Social Media.



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1,550,401 or 81.5% of Adults 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA use Ad-Supported Facebook for an average of 59.5 minutes every day representing 36.3% of all time spent daily with Ad-Supported Social Media.



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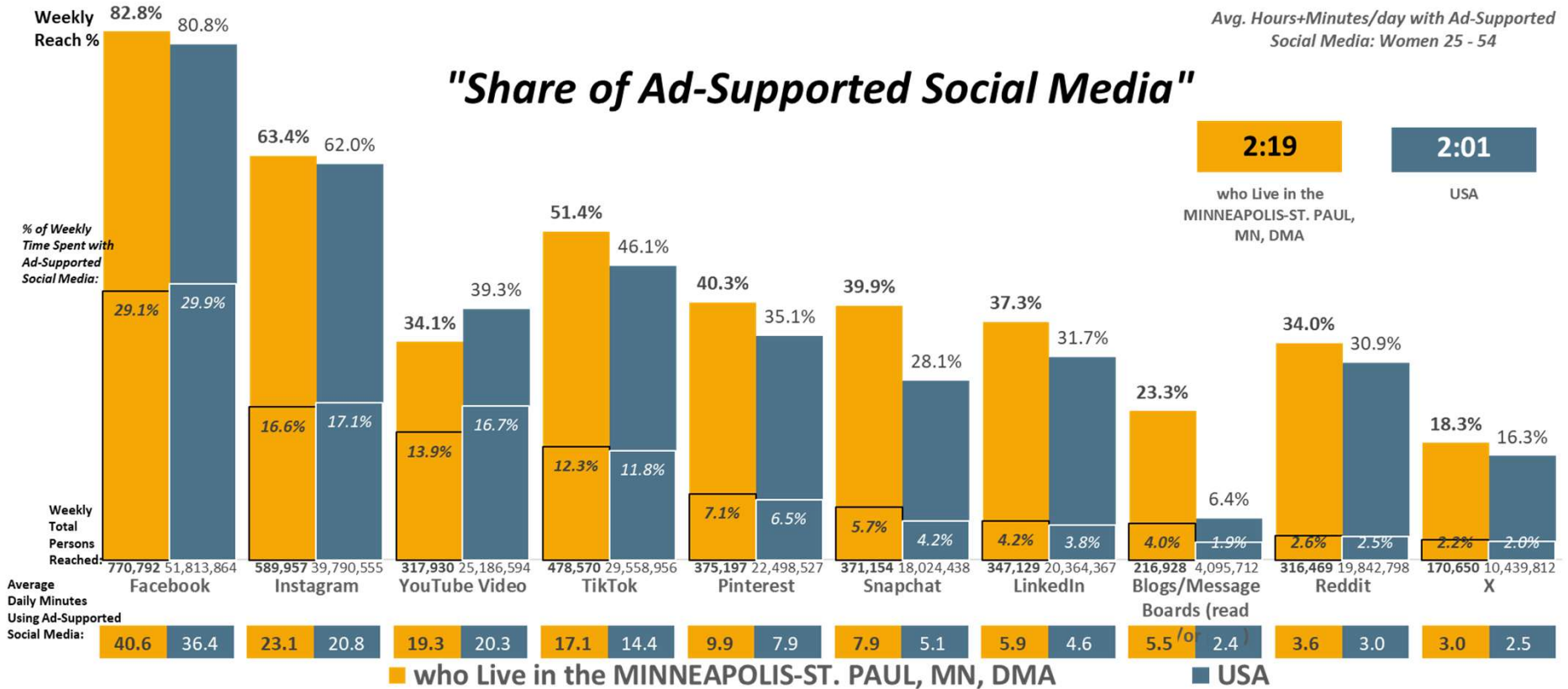
USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 25,110



770,792 or 82.8% of Women 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA use Ad-Supported Facebook for an average of 40.6 minutes every day representing 29.1% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"

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

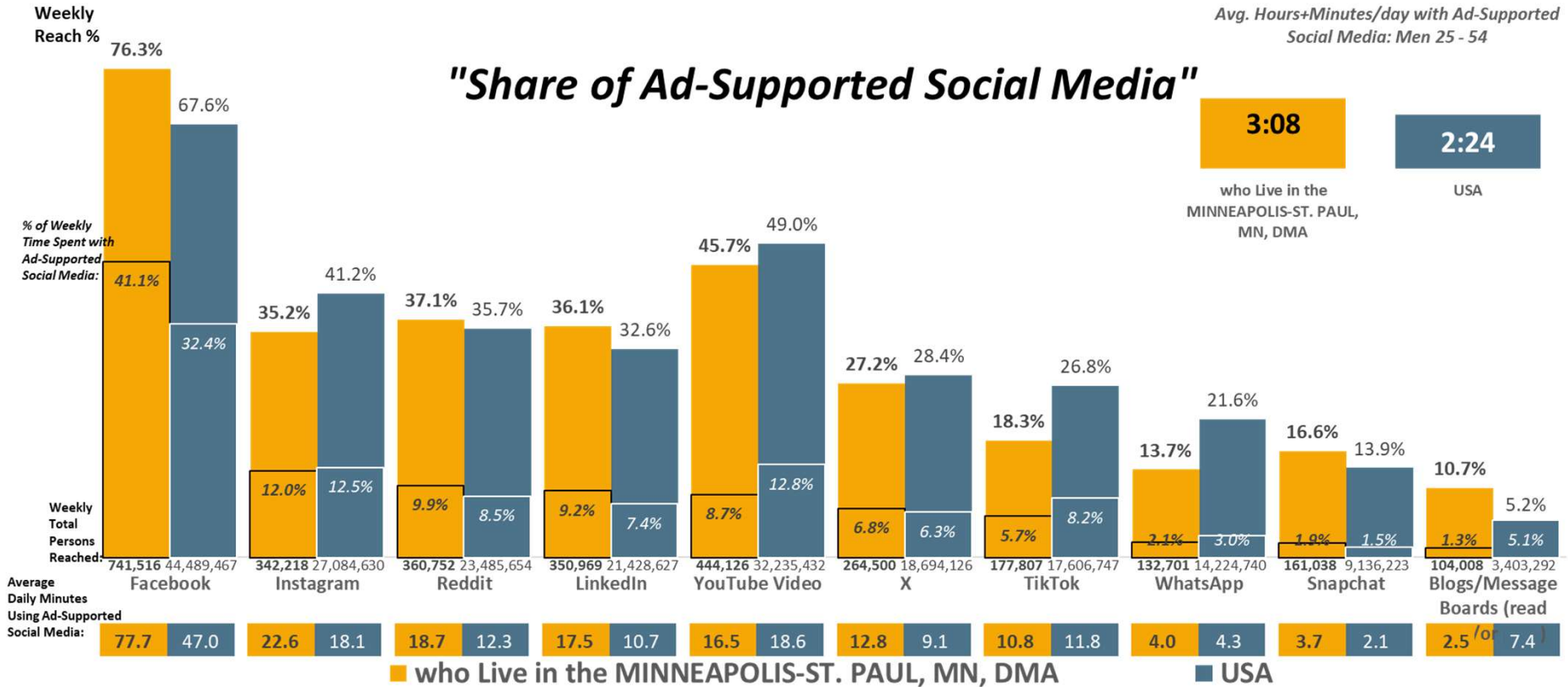


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741,516 or 76.3% of Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA use Ad-Supported Facebook for an average of 77.7 minutes every day representing 41.1% of all time spent daily with Ad-Supported Social Media.

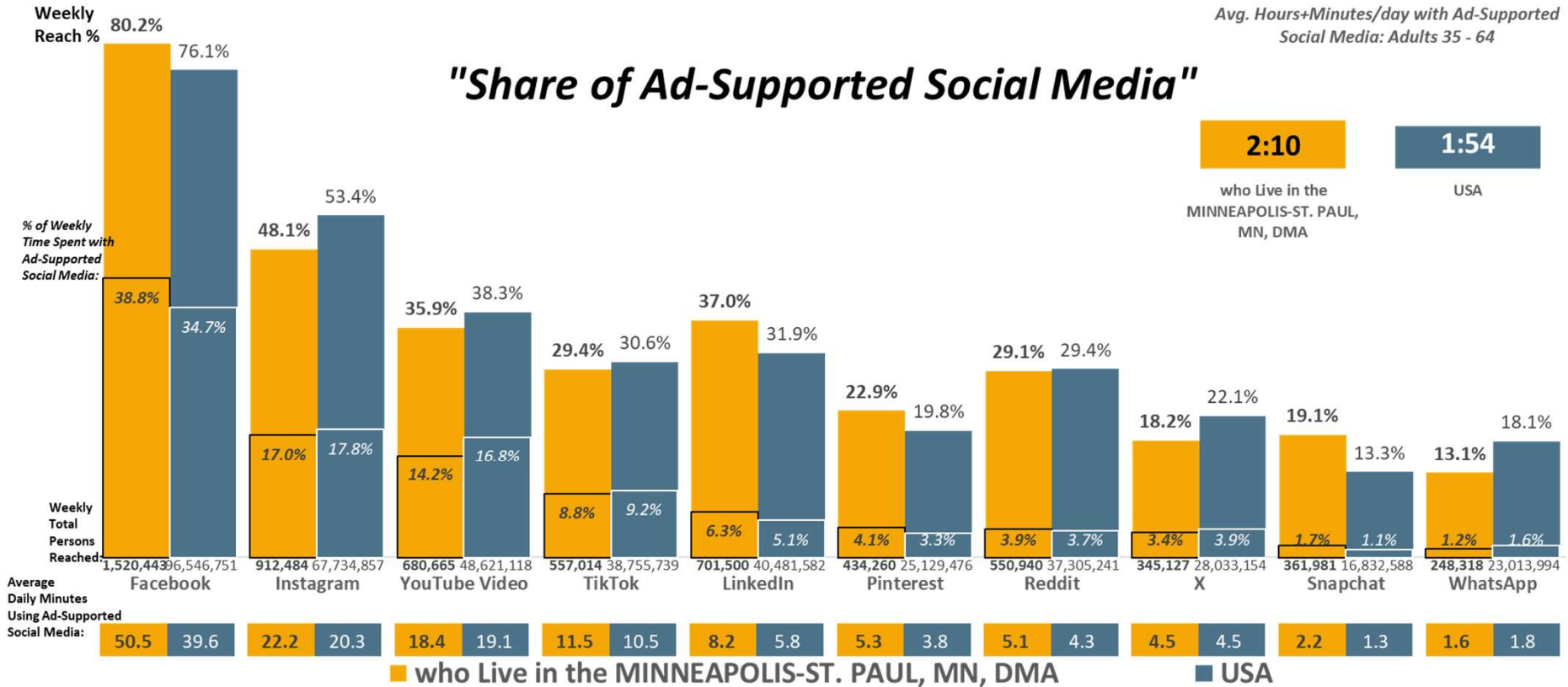


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USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 25,110



1,520,443 or 80.2% of Adults 35 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA use Ad-Supported Facebook for an average of 50.5 minutes every day representing 38.8% of all time spent daily with Ad-Supported Social Media.



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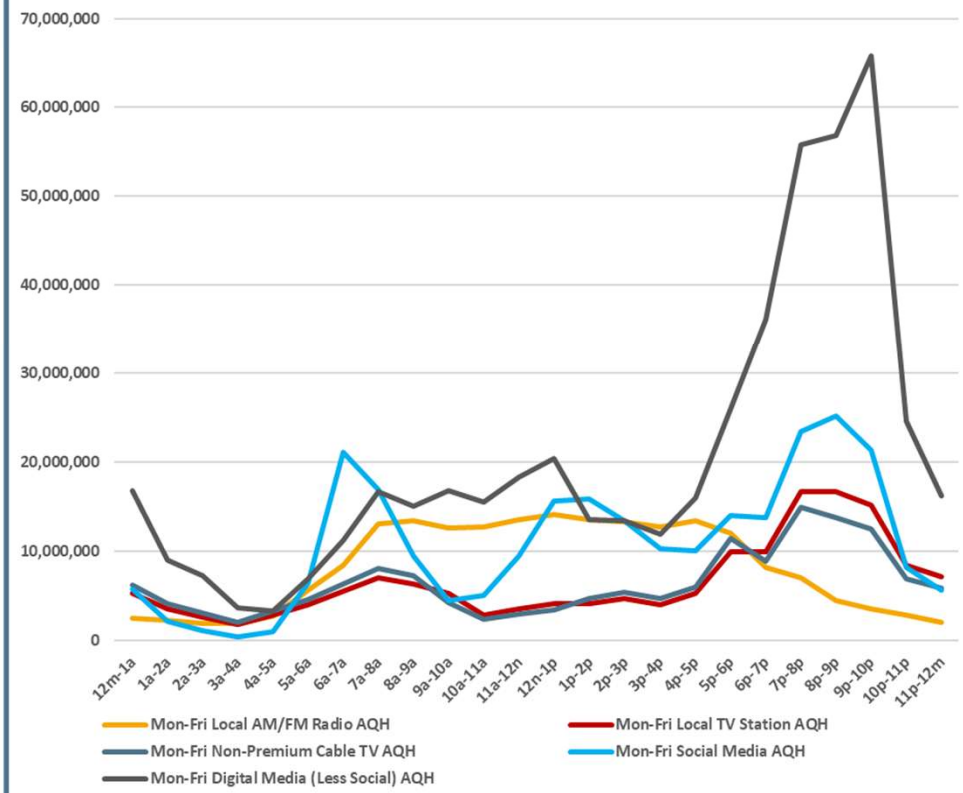
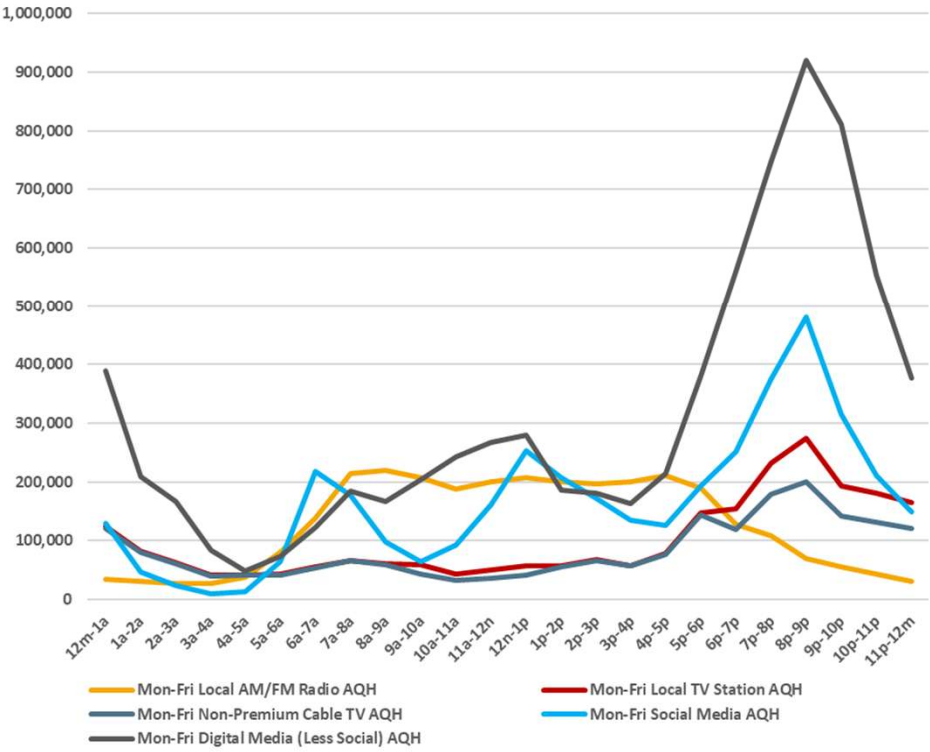
USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 25,110



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 242,584; Local Radio: 192,312; Social Media: 165,562; Local TV: 73,387; Non-Prem. Cable: 65,537 reaching Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA

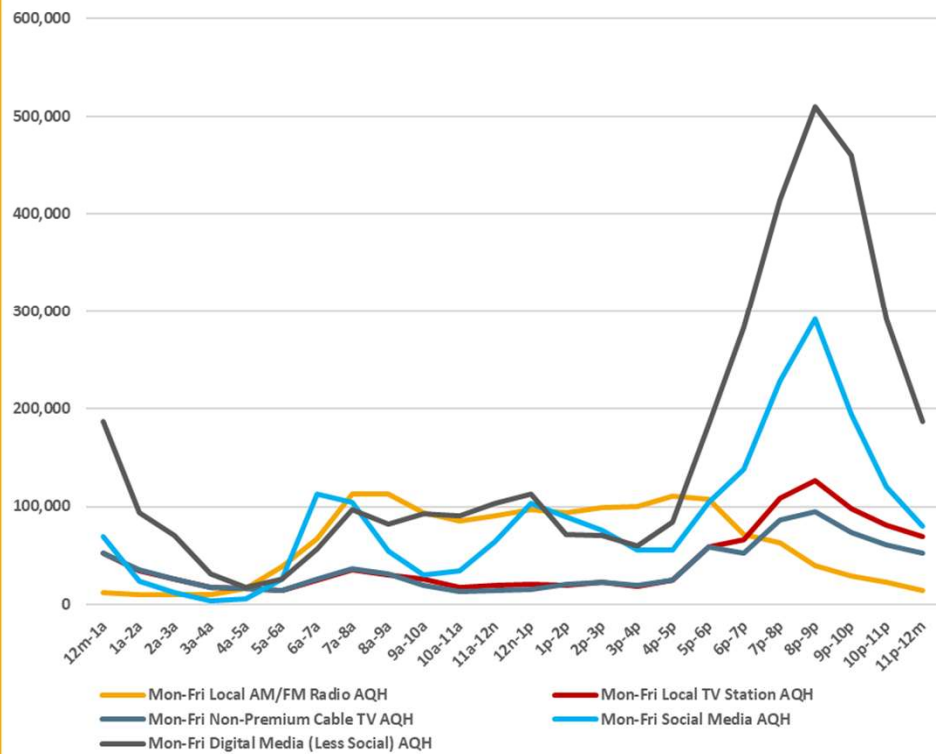
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Adults 18 or older



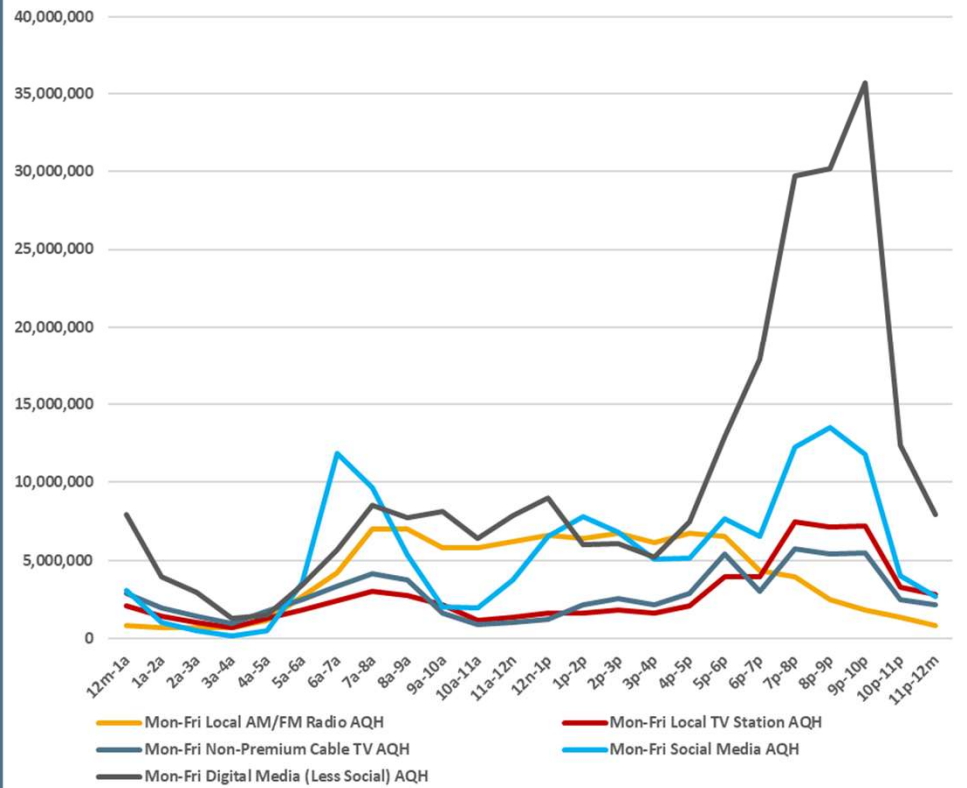


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 106,768; Local Radio: 95,447; Social Media: 78,597; Local TV: 29,667; Non-Prem. Cable: 27,240 reaching Adults 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN,
DMA*



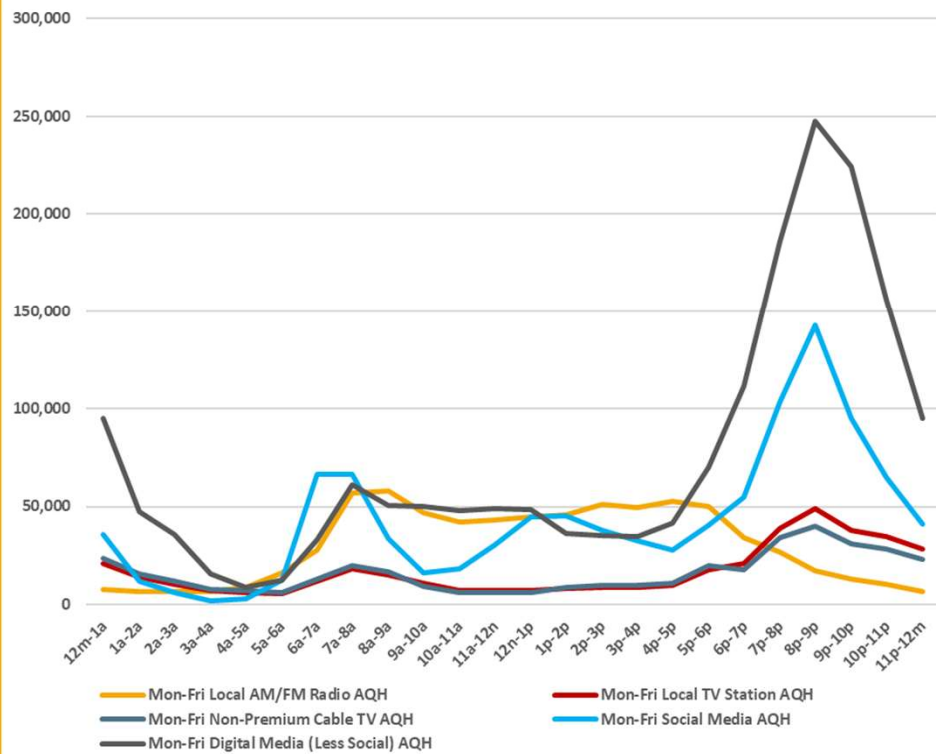
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Adults 25 - 54*



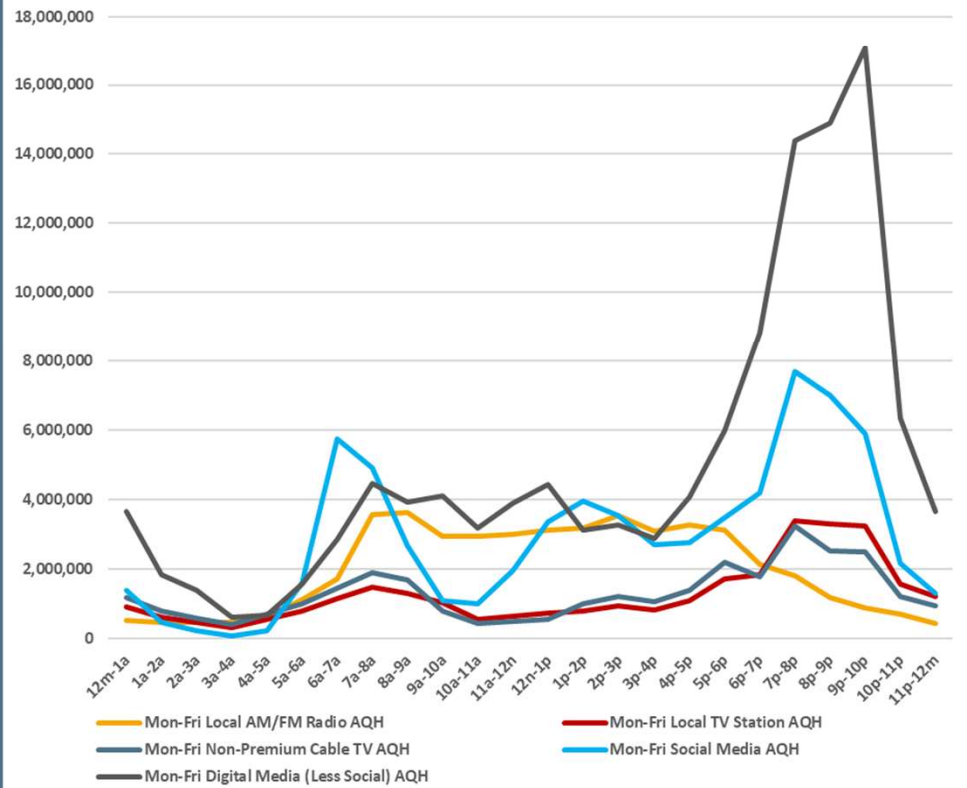


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 51,528; Local Radio: 46,374; Social Media: 39,617; Non-Prem. Cable: 11,870; Local TV: 11,696 reaching Women 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Women 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN,
DMA*



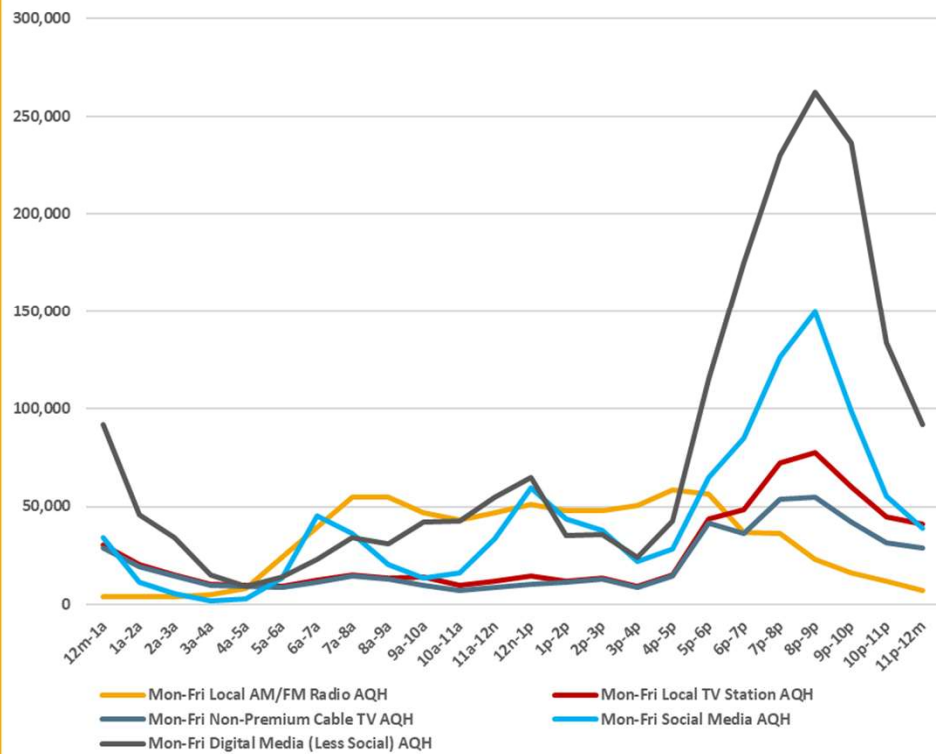
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Women 25 - 54*



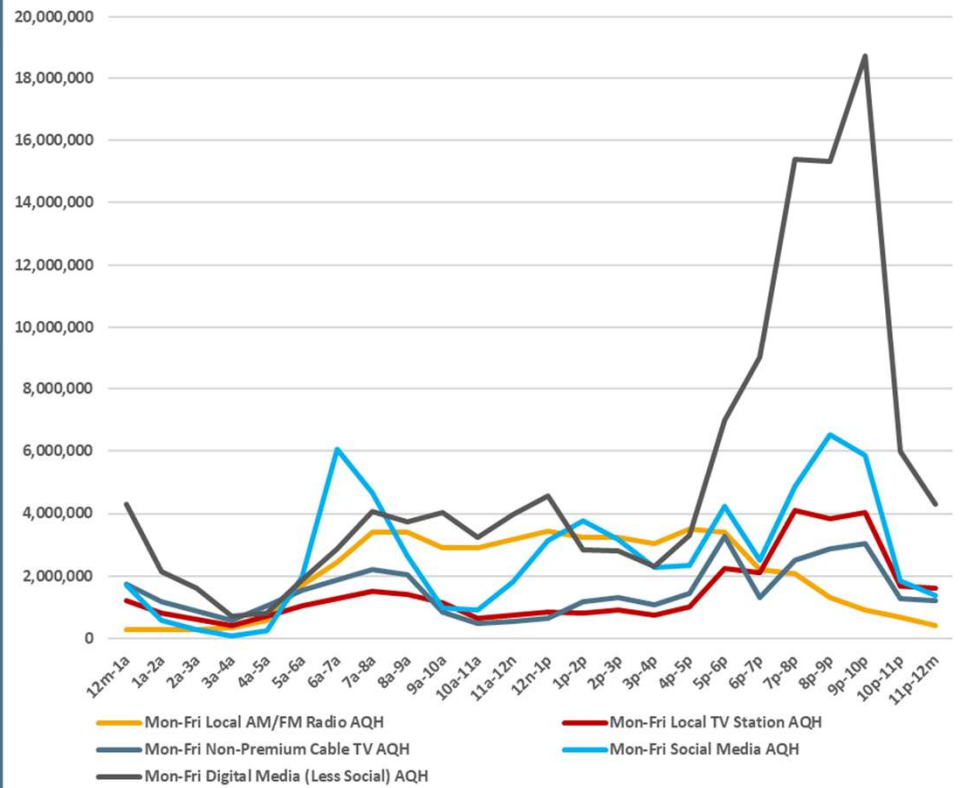


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 55,351; Local Radio: 48,793; Social Media: 38,957; Local TV: 17,993; Non-Prem. Cable: 15,367 reaching Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN,
DMA



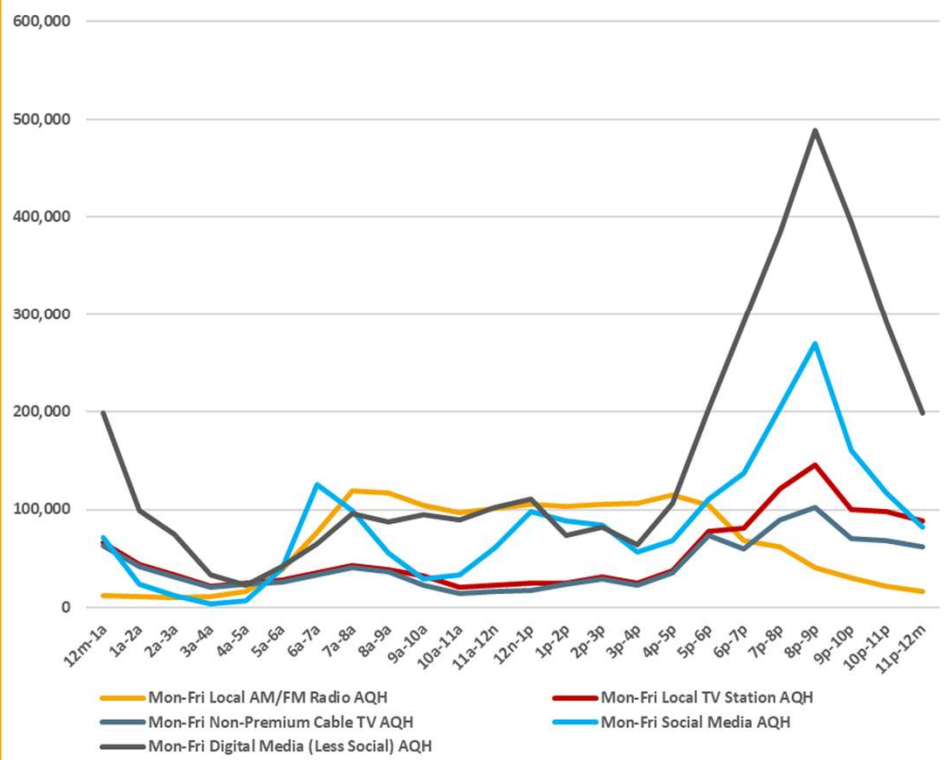
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Men 25 - 54



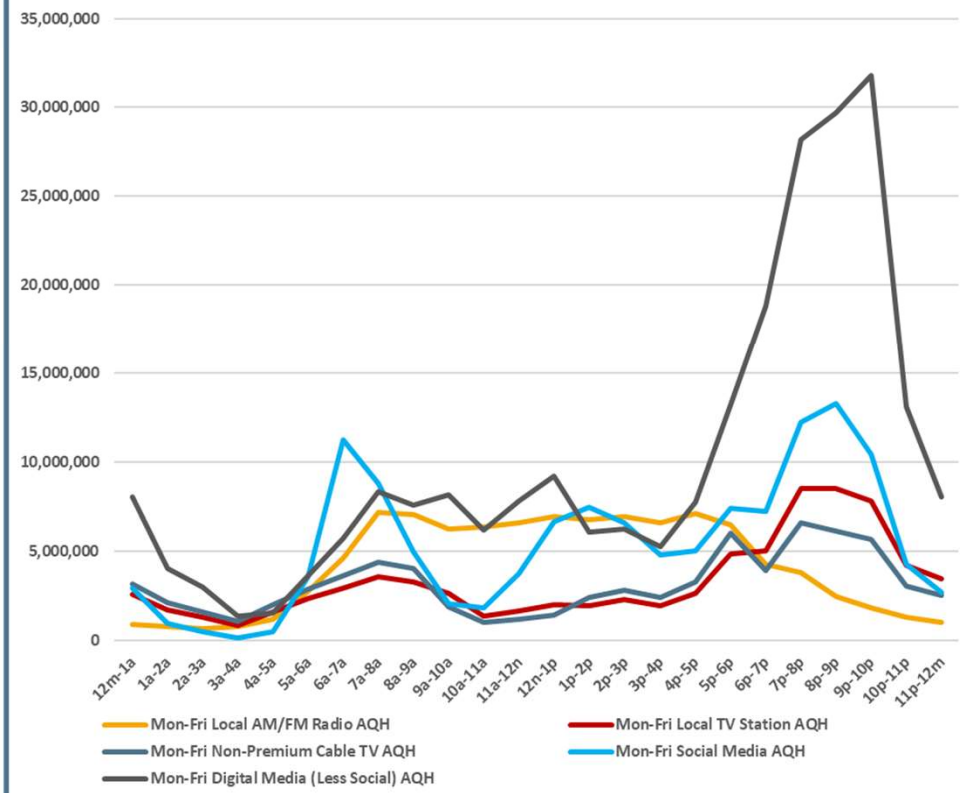


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 112,693; Local Radio: 101,824; Social Media: 80,567; Local TV: 37,952; Non-Prem. Cable: 32,760 reaching Adults 35 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN,
DMA*



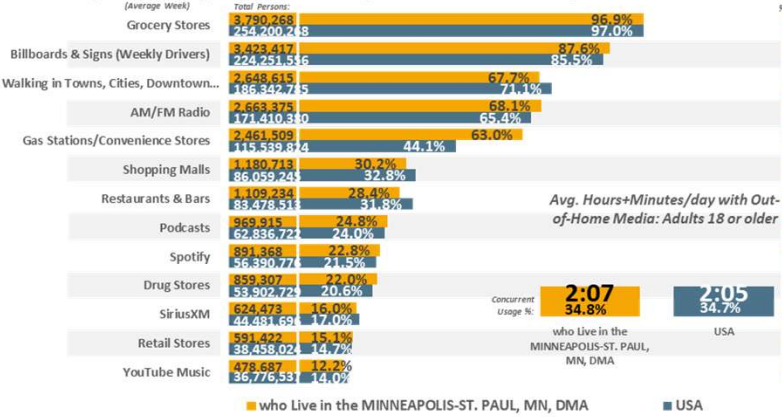
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Adults 35 - 64*



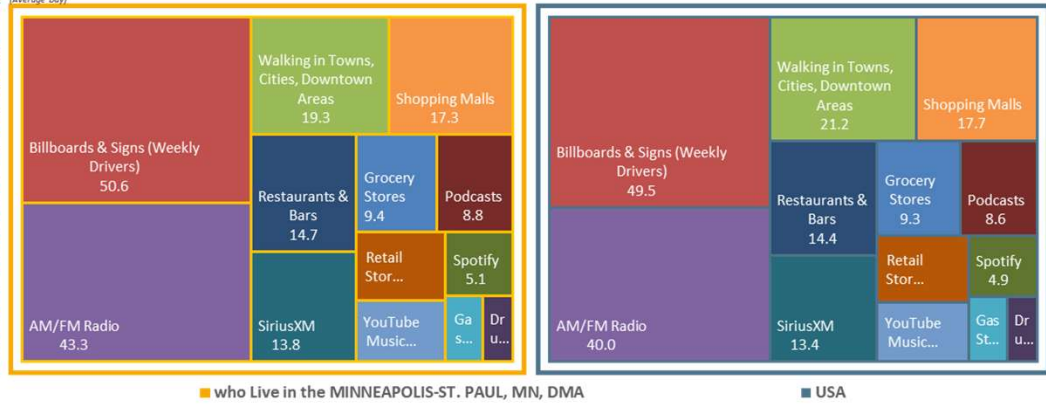


3,423,417 or 87.6% of Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 50.6 minutes per day driving, seeing Billboards and Signs. 65.1% Listen to Local Radio Stations Out-of-Home for an average of 39.3 minutes/day.

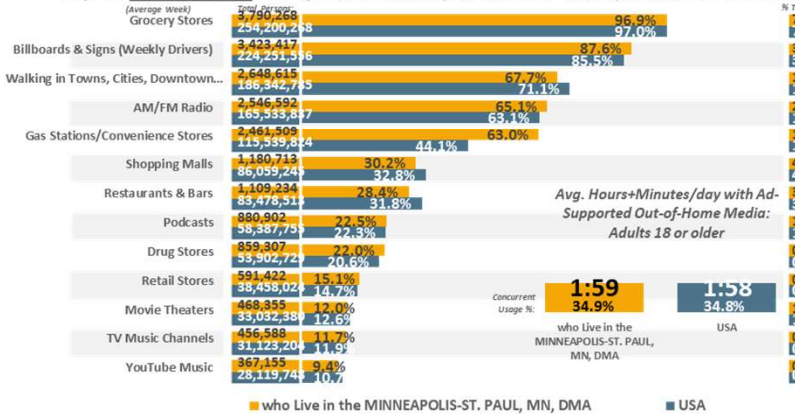
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



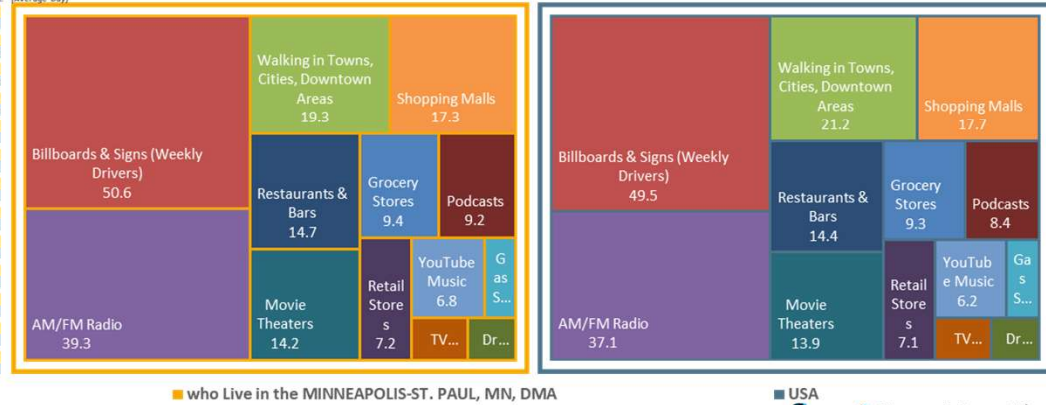
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



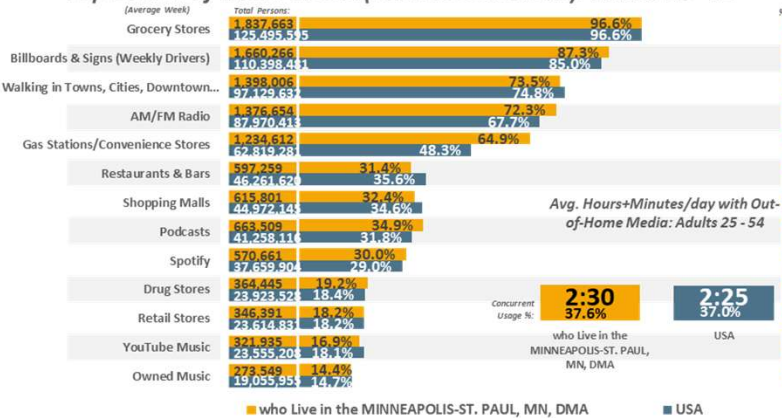
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



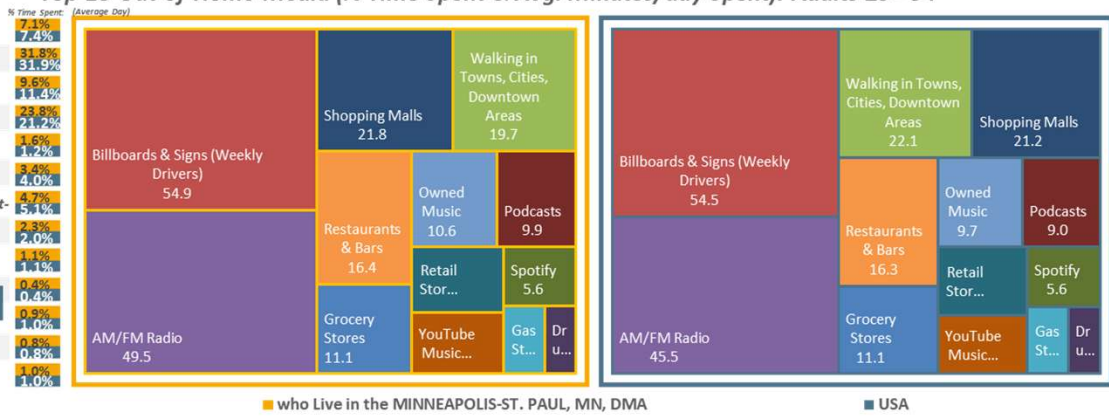


1,660,266 or 87.3% of Adults 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 54.9 minutes per day driving, seeing Billboards and Signs. 69.8% Listen to Local Radio Stations Out-of-Home for an average of 44.2 minutes/day.

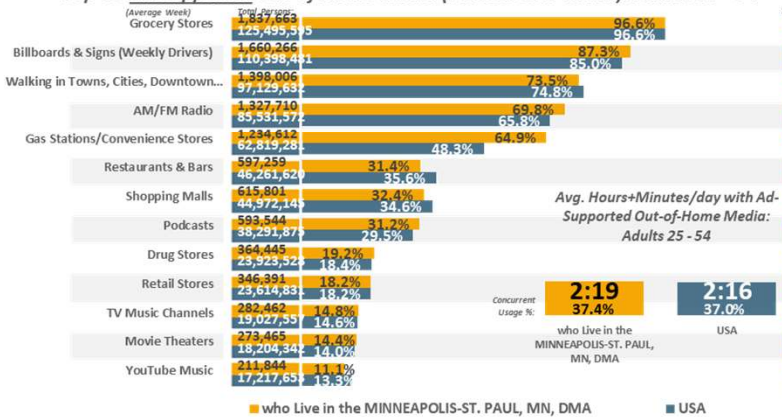
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



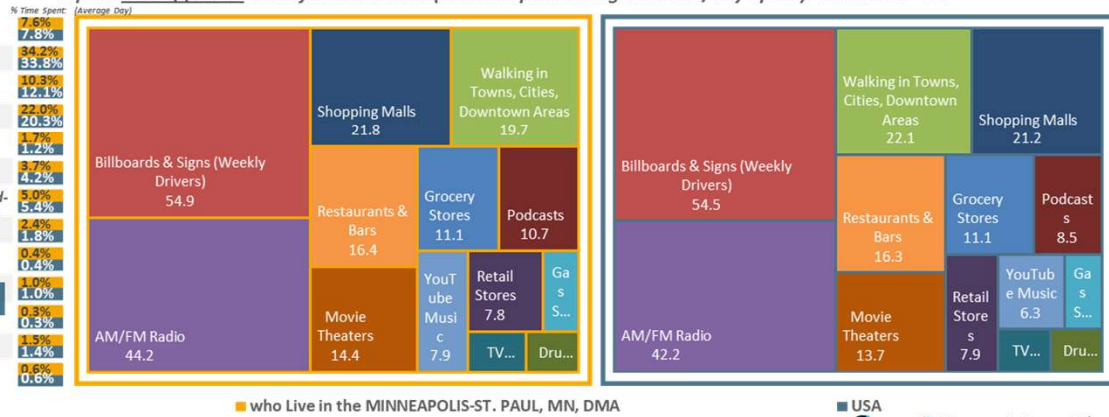
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



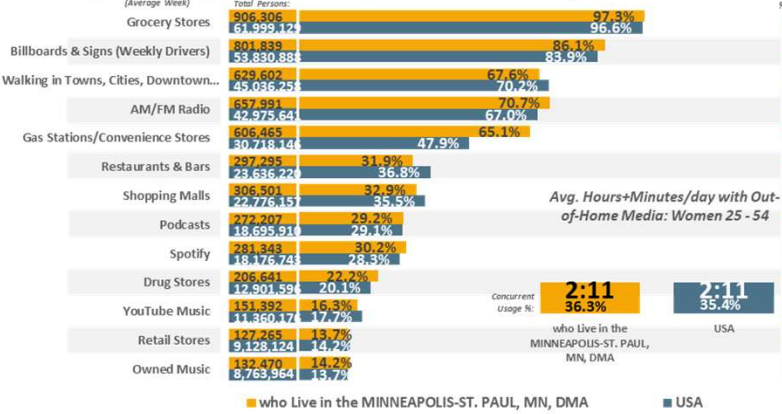
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



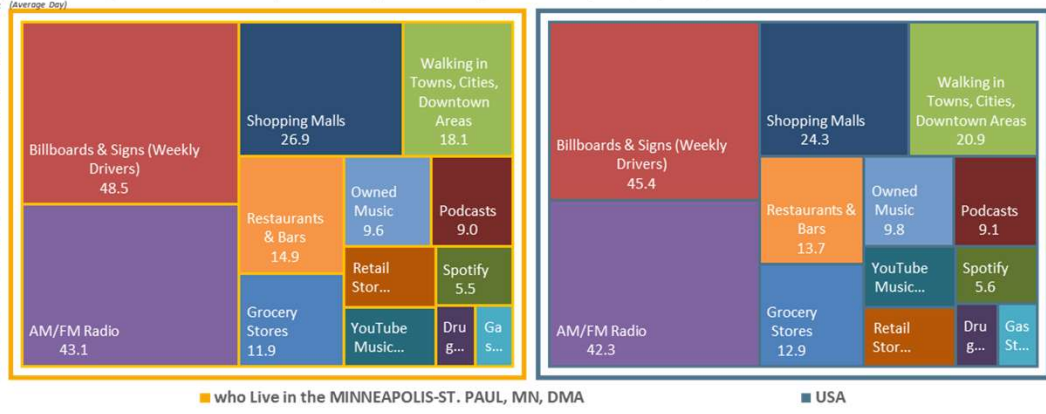


801,839 or 86.1% of Women 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 48.5 minutes per day driving, seeing Billboards and Signs. 68.5% Listen to Local Radio Stations Out-of-Home for an average of 39.2 minutes/day.

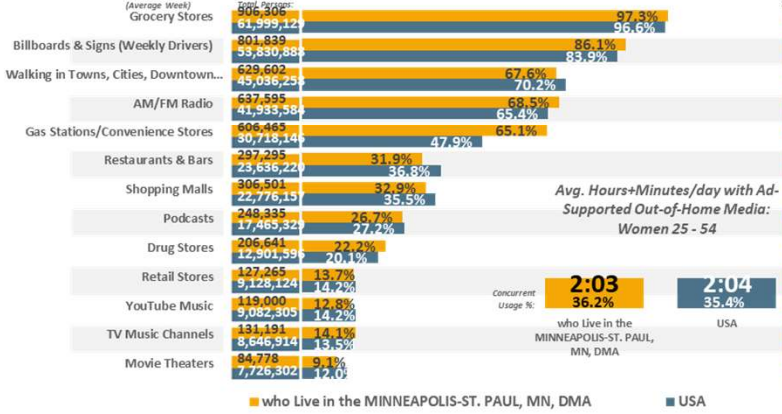
Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 54



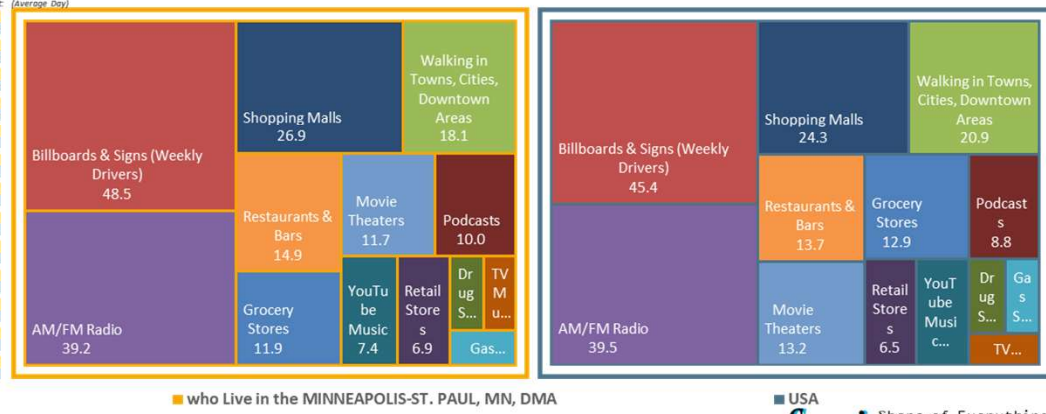
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



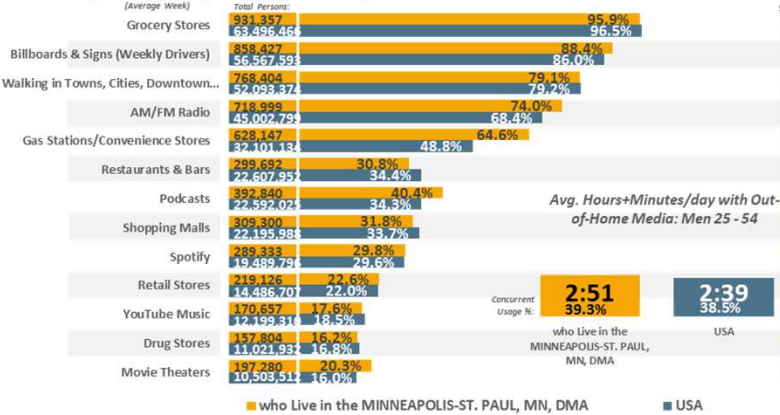
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



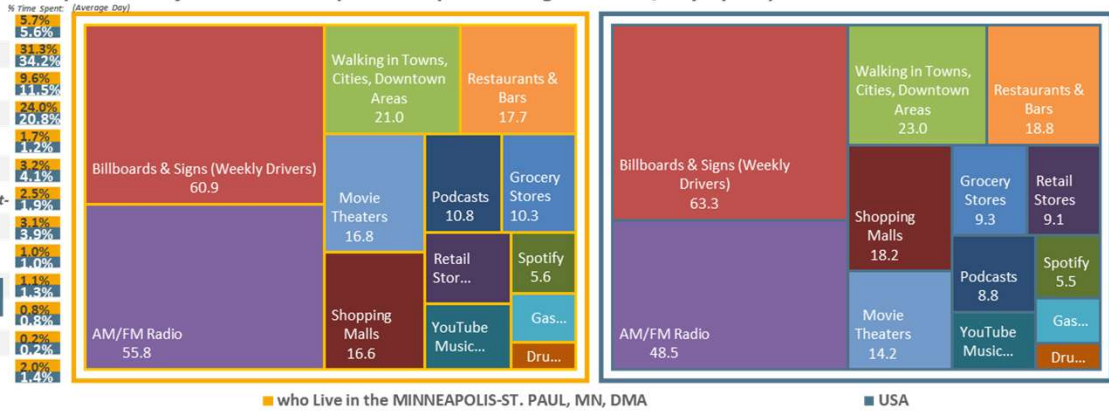


858,427 or 88.4% of Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 60.9 minutes per day driving, seeing Billboards and Signs. 71.% Listen to Local Radio Stations Out-of-Home for an average of 48.9 minutes/day.

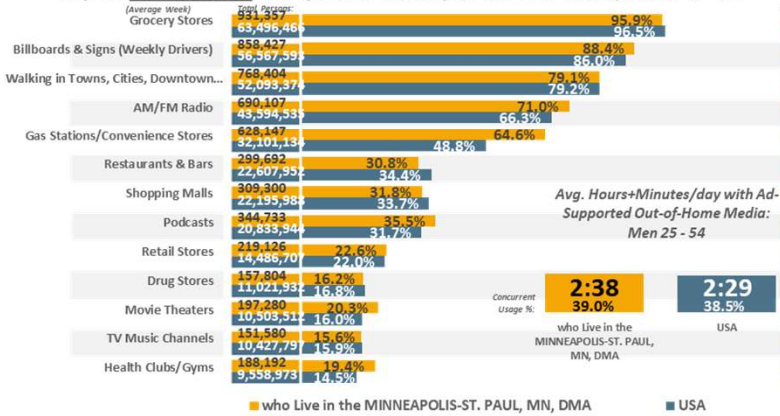
Top-13 Out-of-Home Media (Persons & % Reach): Men 25 - 54



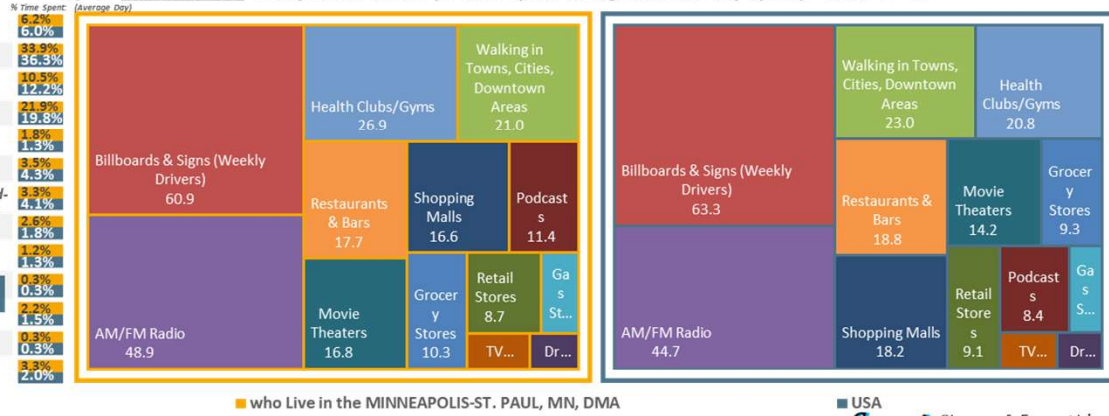
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



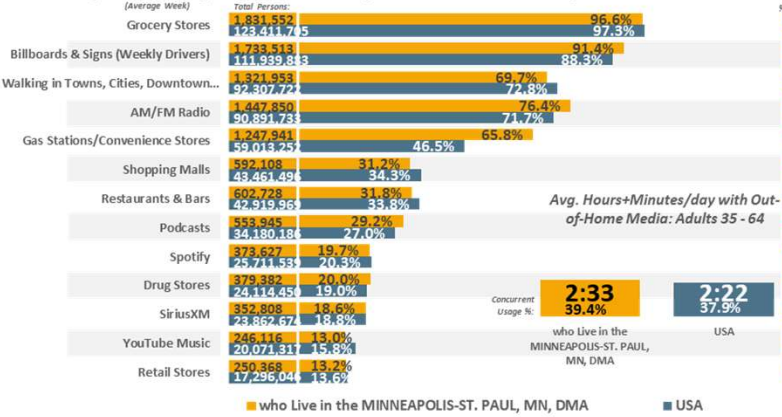
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



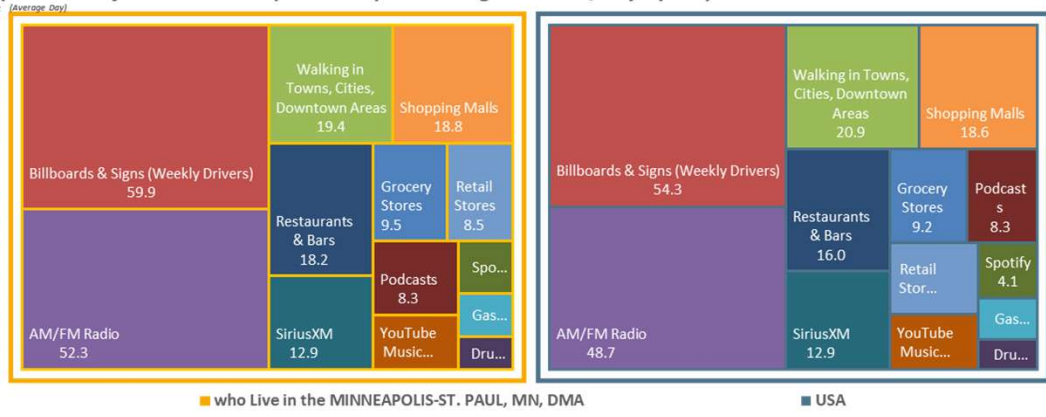


1,733,513 or 91.4% of Adults 35 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 59.9 minutes per day driving, seeing Billboards and Signs. 73.5% Listen to Local Radio Stations Out-of-Home for an average of 47.2 minutes/day.

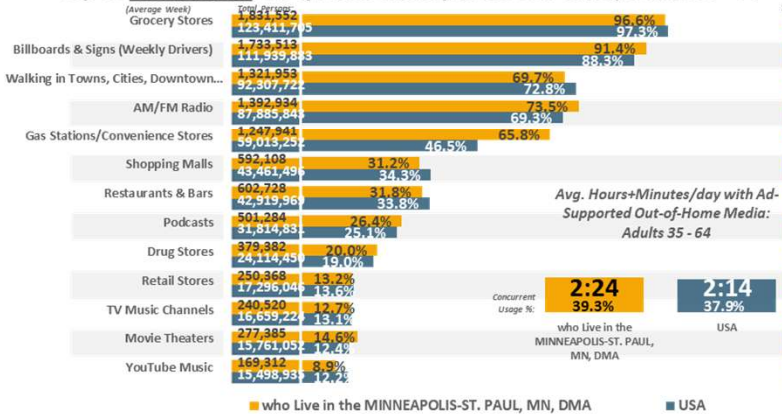
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 - 64



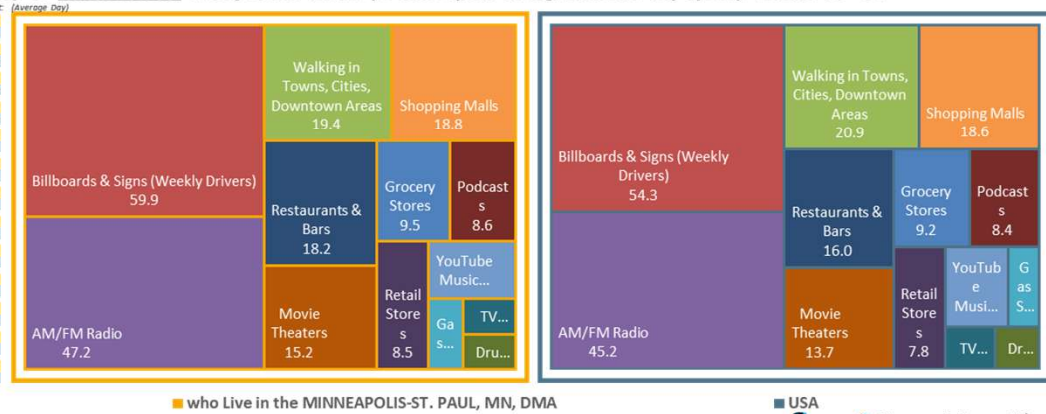
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 35 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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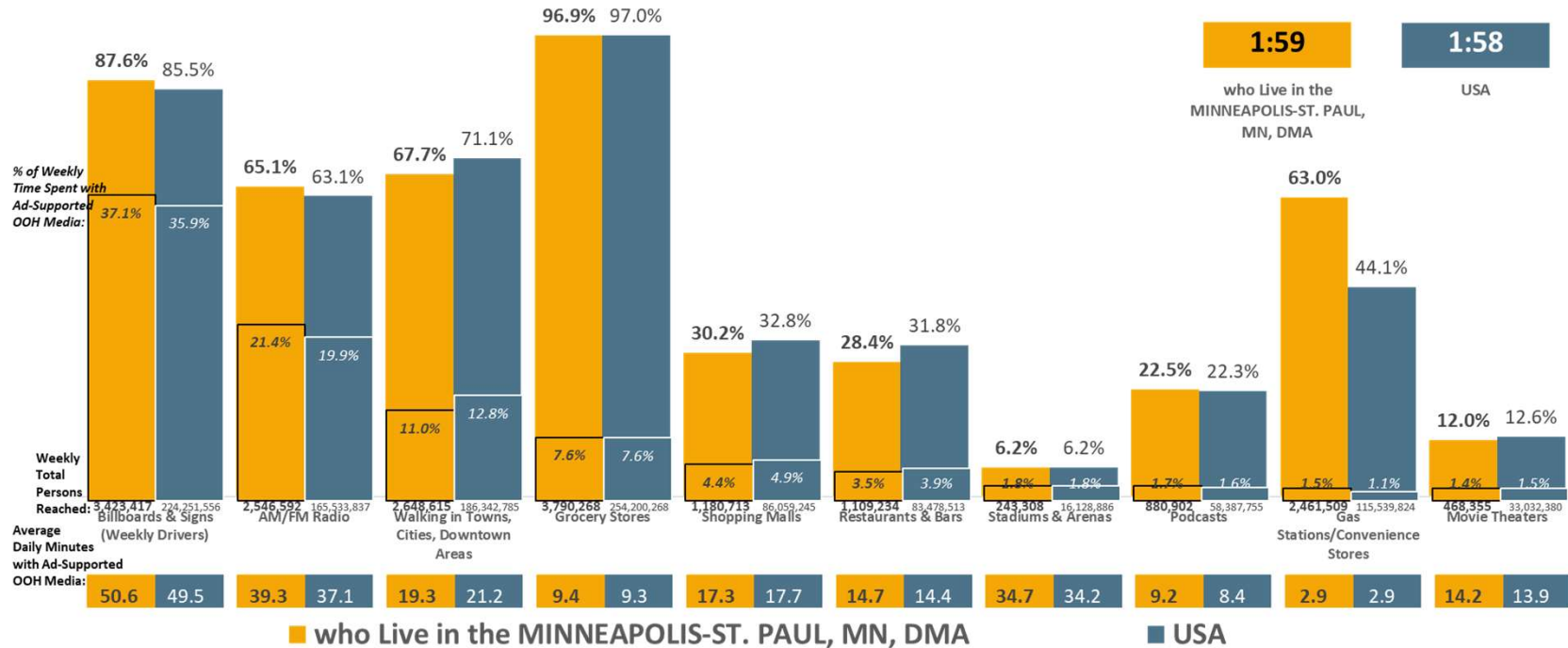


3,423,417 or 87.6% of Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 50.6 minutes per day driving, seeing Billboards and Signs representing 37.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"

Weekly Reach %



1:59
who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA

1:58
USA

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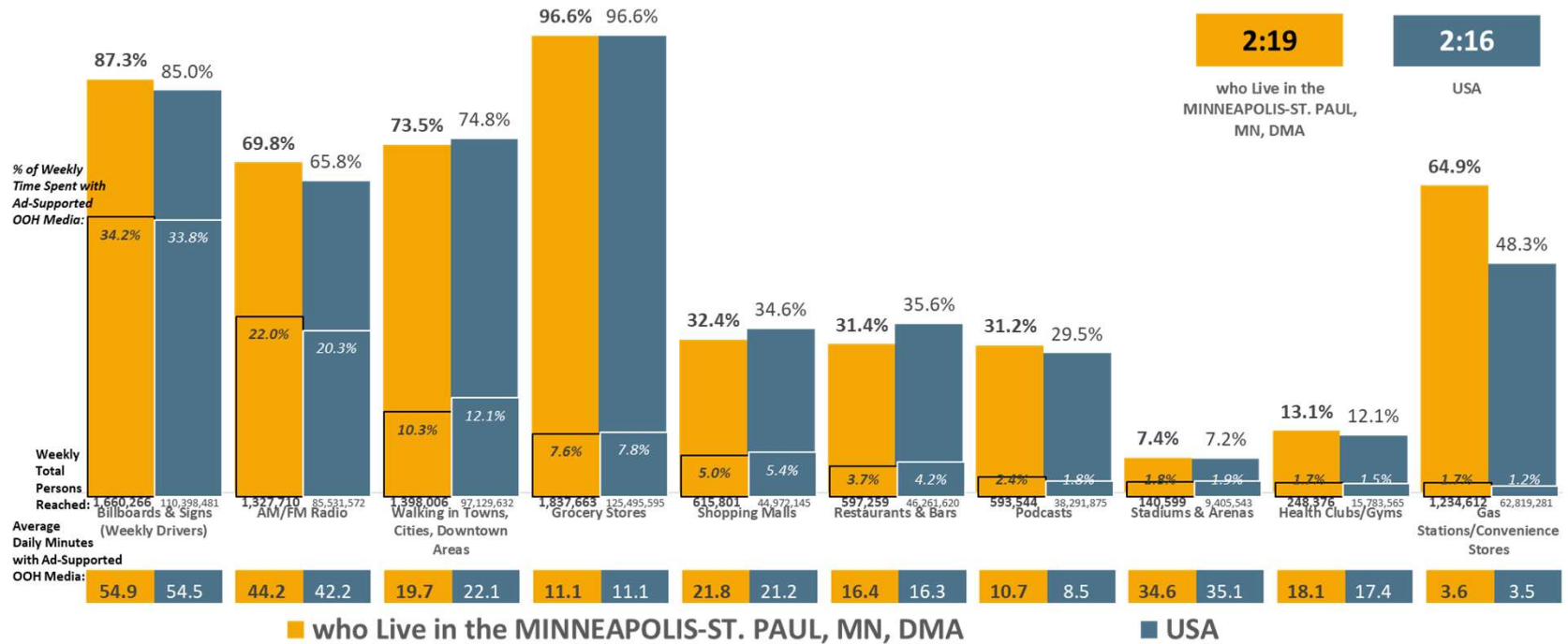


1,660,266 or 87.3% of Adults 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 54.9 minutes per day driving, seeing Billboards and Signs representing 34.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



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soefa.ai Share of Everything for Anything

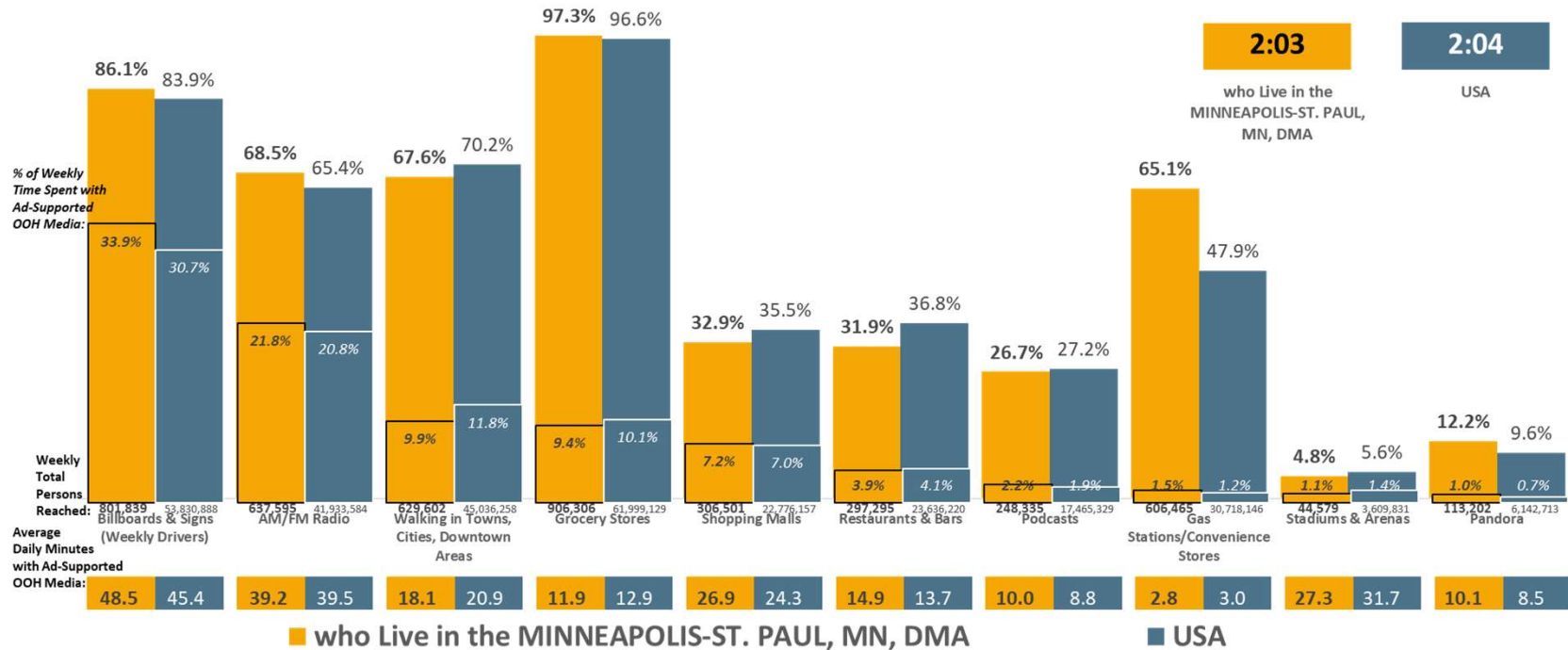


801,839 or 86.1% of Women 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 48.5 minutes per day driving, seeing Billboards and Signs representing 33.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:03
who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA

2:04
USA

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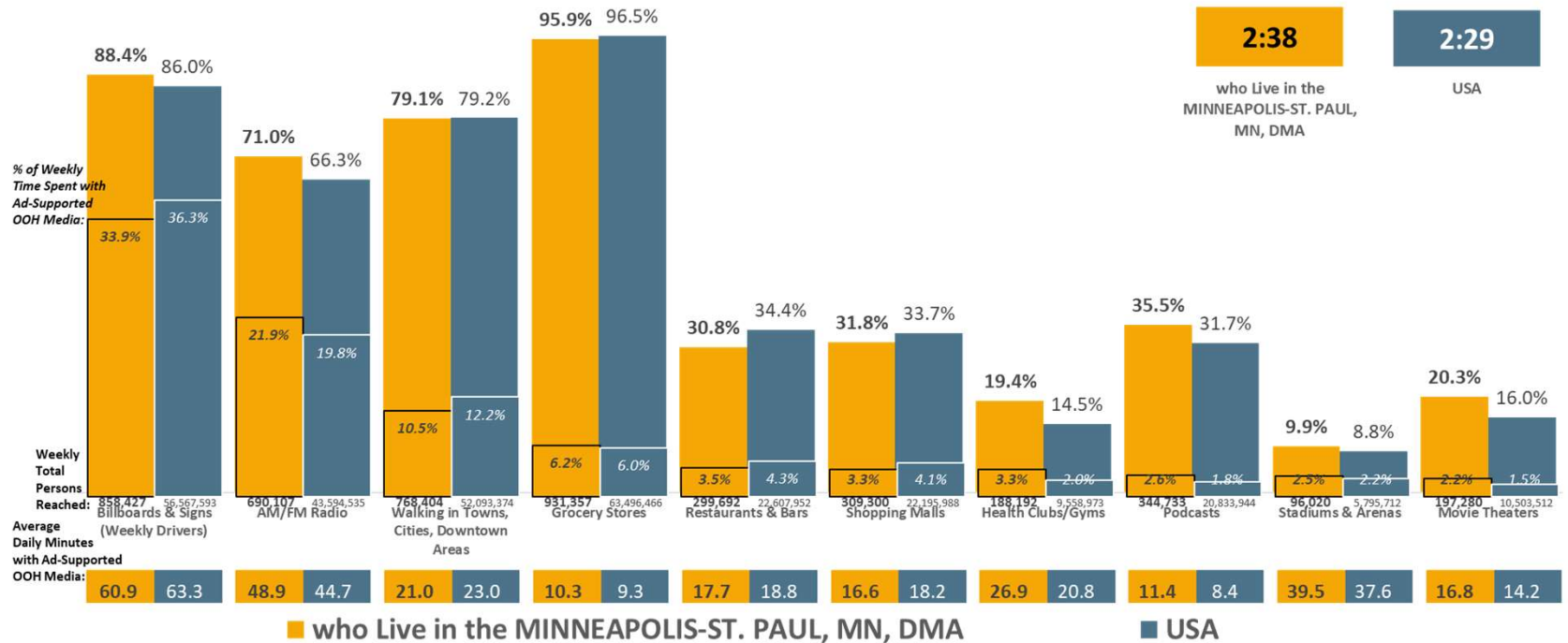


858,427 or 88.4% of Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 60.9 minutes per day driving, seeing Billboards and Signs representing 33.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



USA USA PROJECTION Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934
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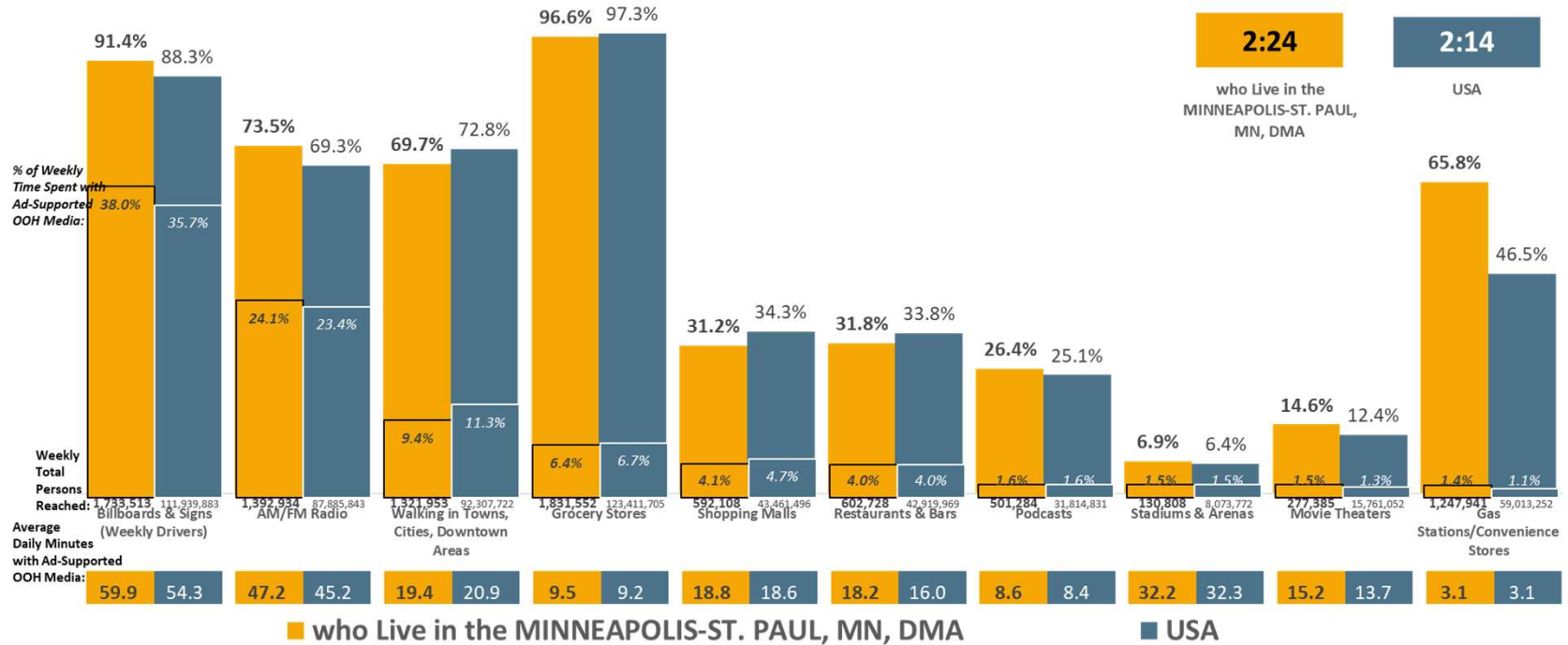


1,733,513 or 91.4% of Adults 35 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 59.9 minutes per day driving, seeing Billboards and Signs representing 38.% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 35 - 64

Weekly Reach %

"Share of Ad-Supported OOH Media"

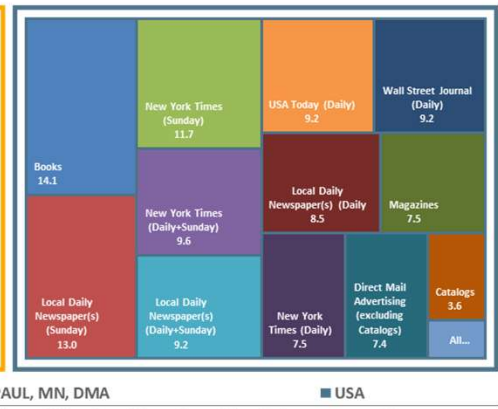
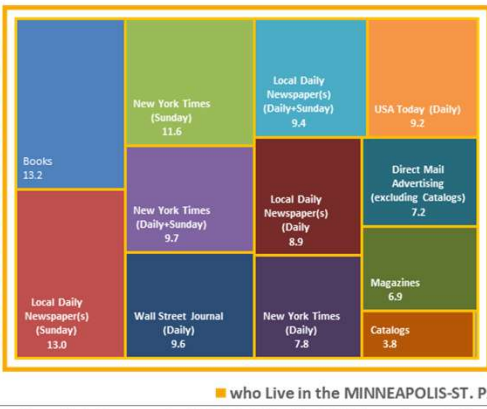
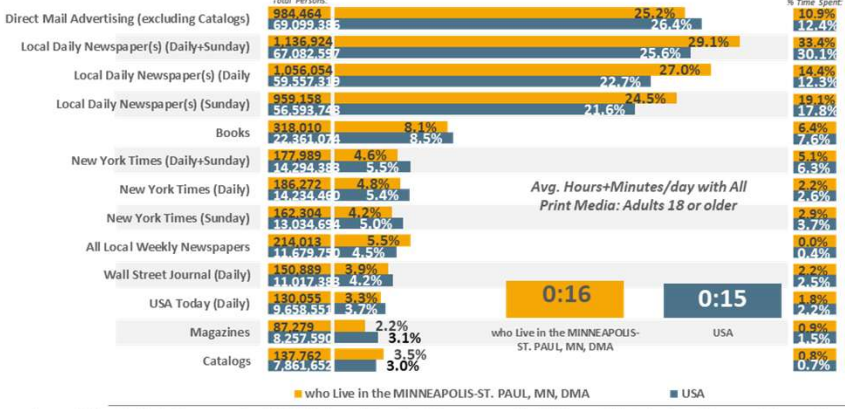


USA USA PROJECTION Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934
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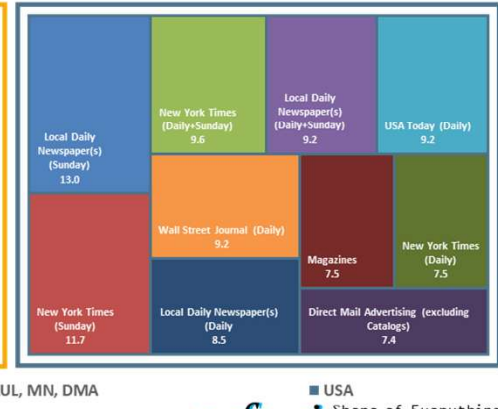
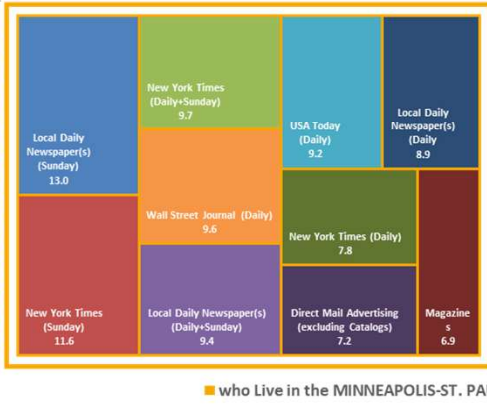
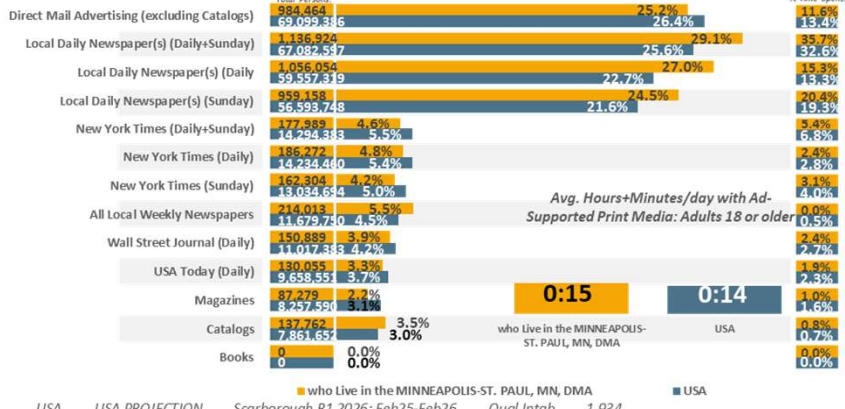


1,136,924 or 29.1% of Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.4 minutes every day representing 35.7% of all time spent daily with All forms of Print Media.

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**



USA USA PROJECTION Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934
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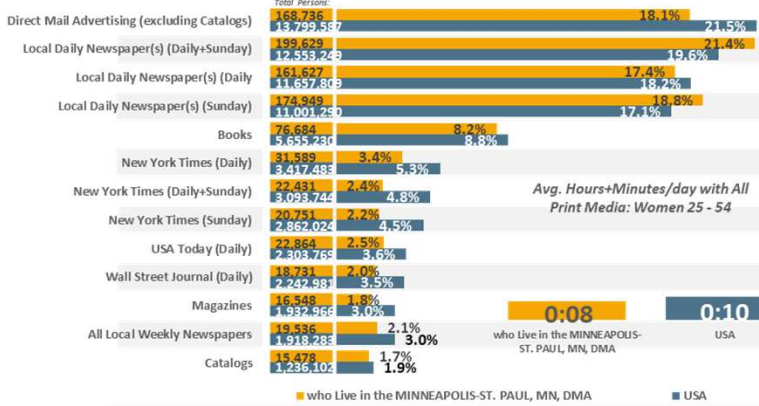
USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 25,110



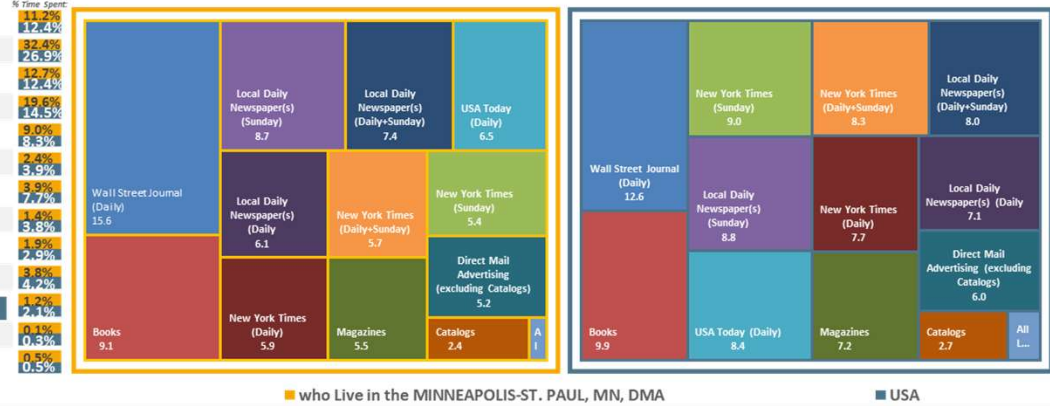


199,629 or 21.4% of Women 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.4 minutes every day representing 35.6% of all time spent daily with All forms of Print Media.

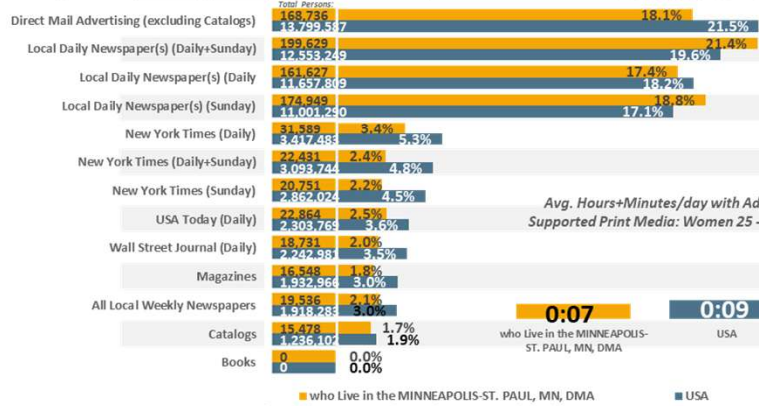
Avg. Week All Print Media (Persons & % Reach): Women 25 - 54



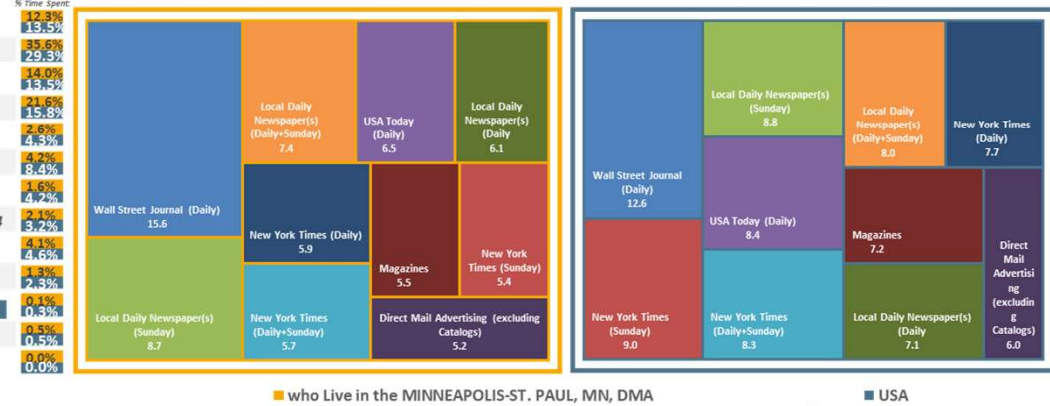
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



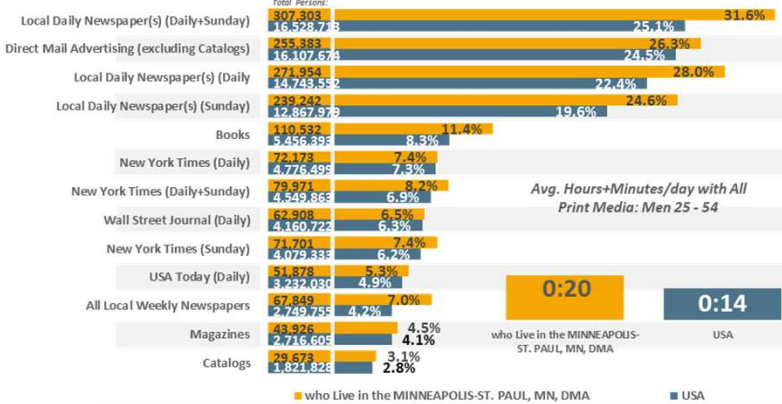
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



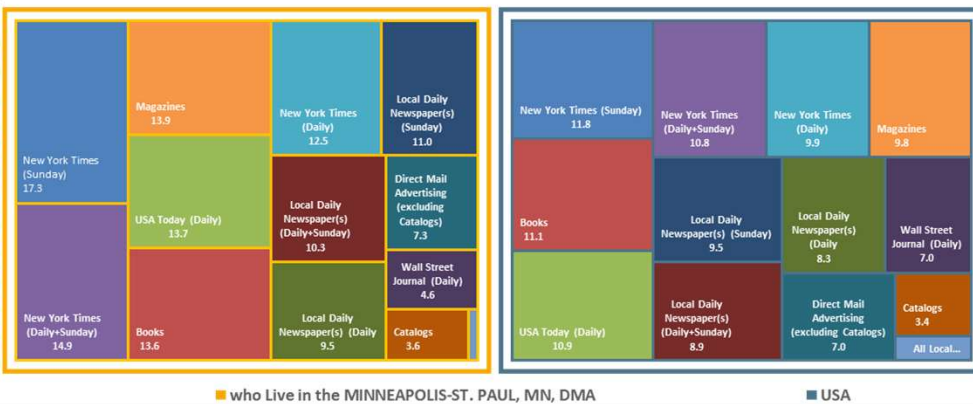


307,303 or 31.6% of Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.3 minutes every day representing 28.5% of all time spent daily with All forms of Print Media.

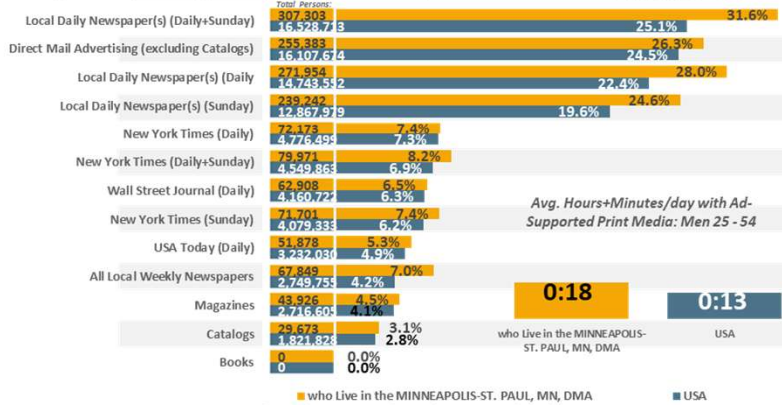
Avg. Week All Print Media (Persons & % Reach): Men 25 - 54



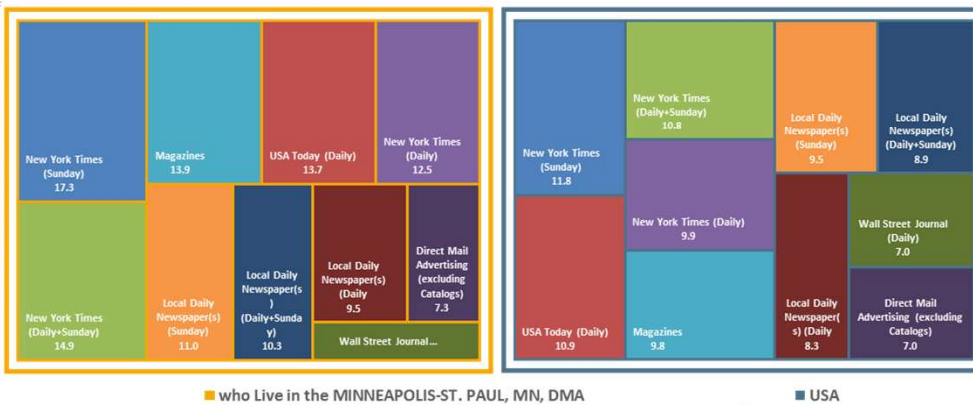
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



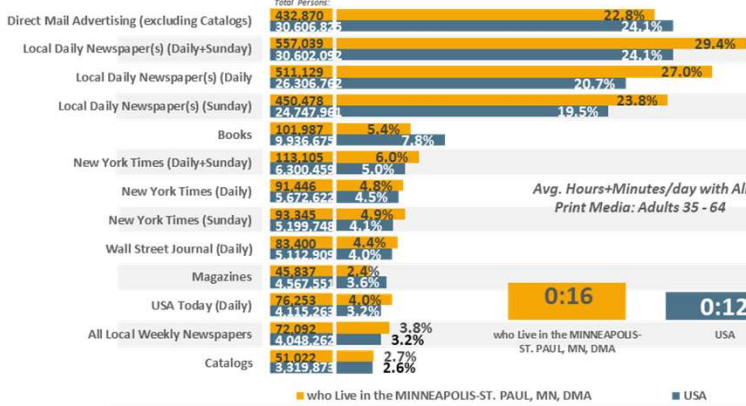
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USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 25,110

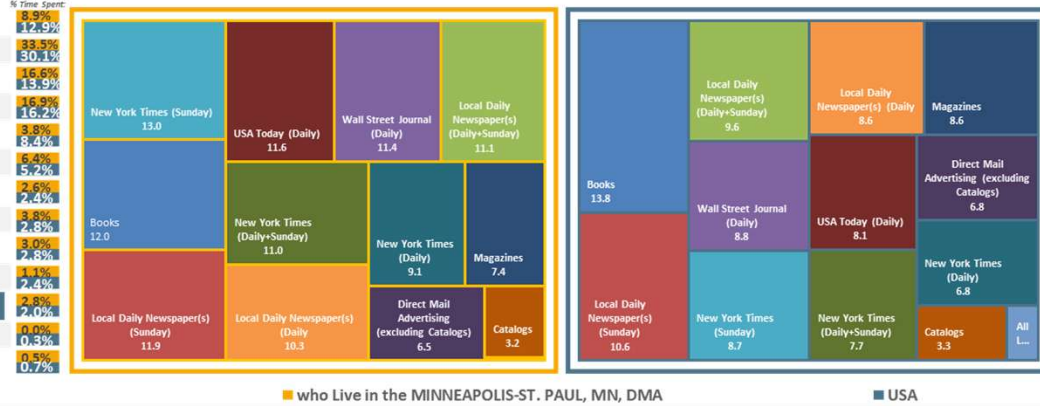


557,039 or 29.4% of Adults 35 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.1 minutes every day representing 34.9% of all time spent daily with All forms of Print Media.

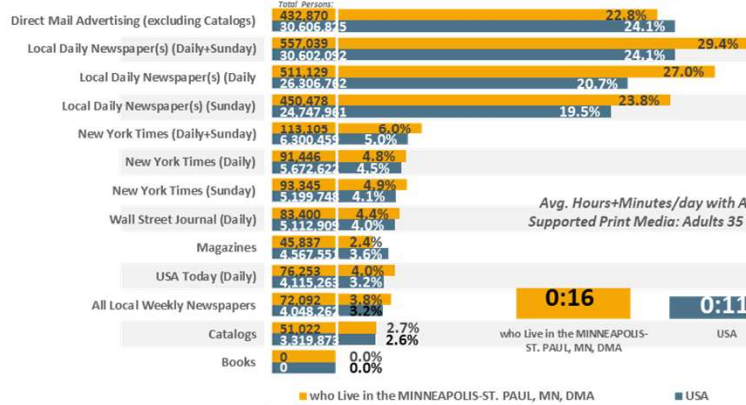
Avg. Week All Print Media (Persons & % Reach): Adults 35 - 64



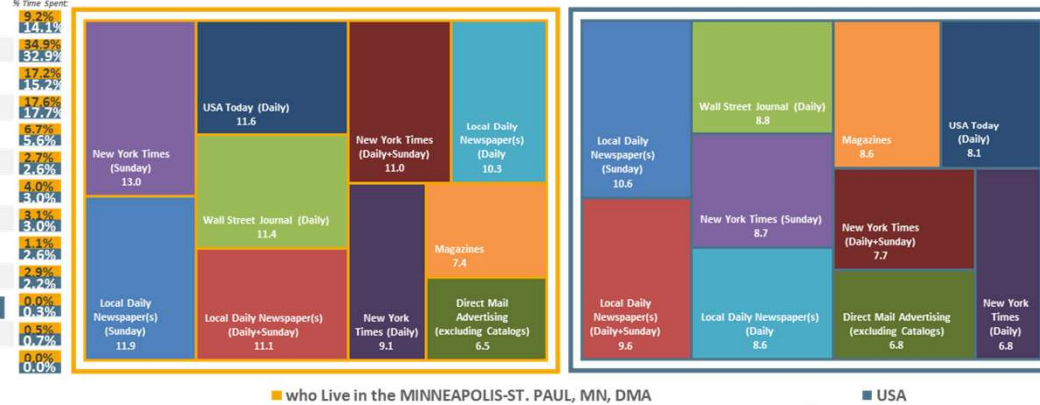
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 - 64



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64

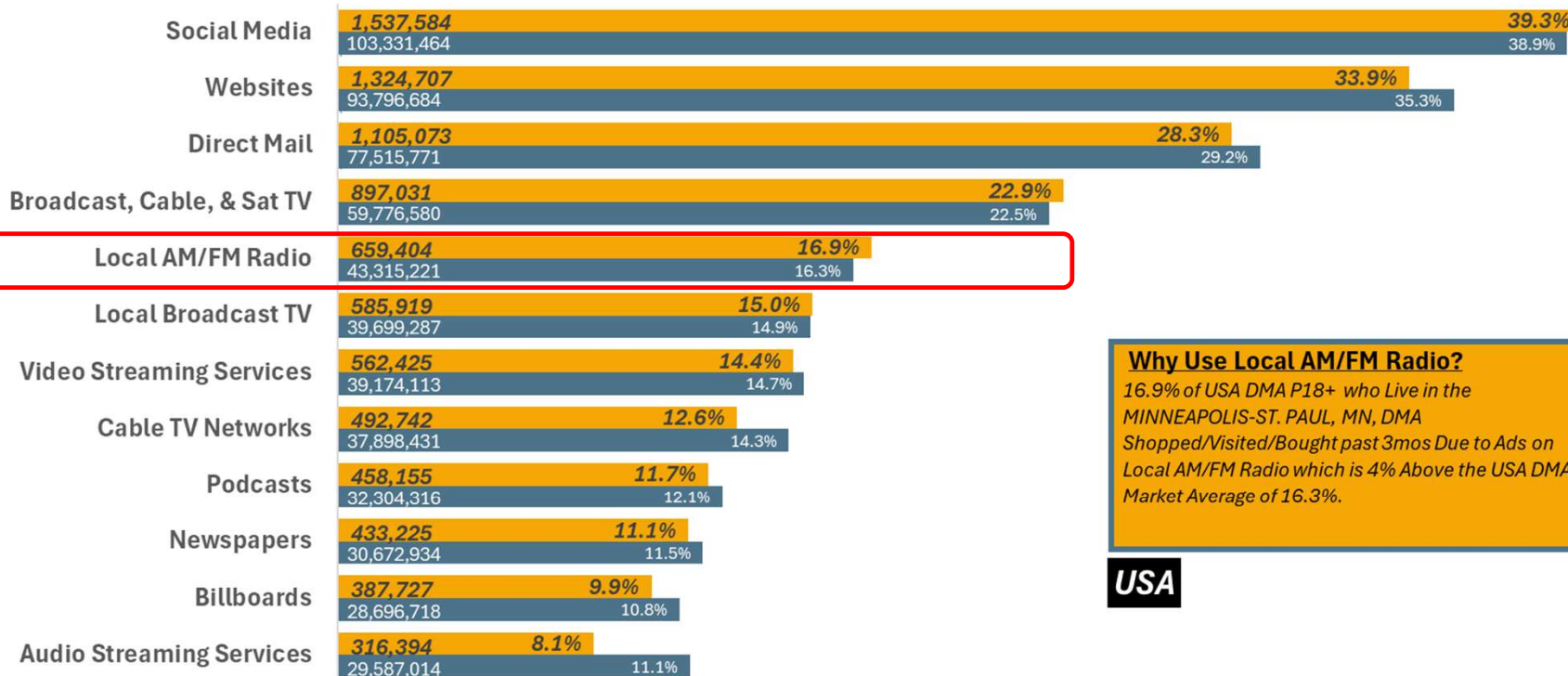




P18+

"Advertising Actions"

P18+ who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?
 16.9% of USA DMA P18+ who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 4% Above the USA DMA Market Average of 16.3%.

USA

■ P18+ who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)

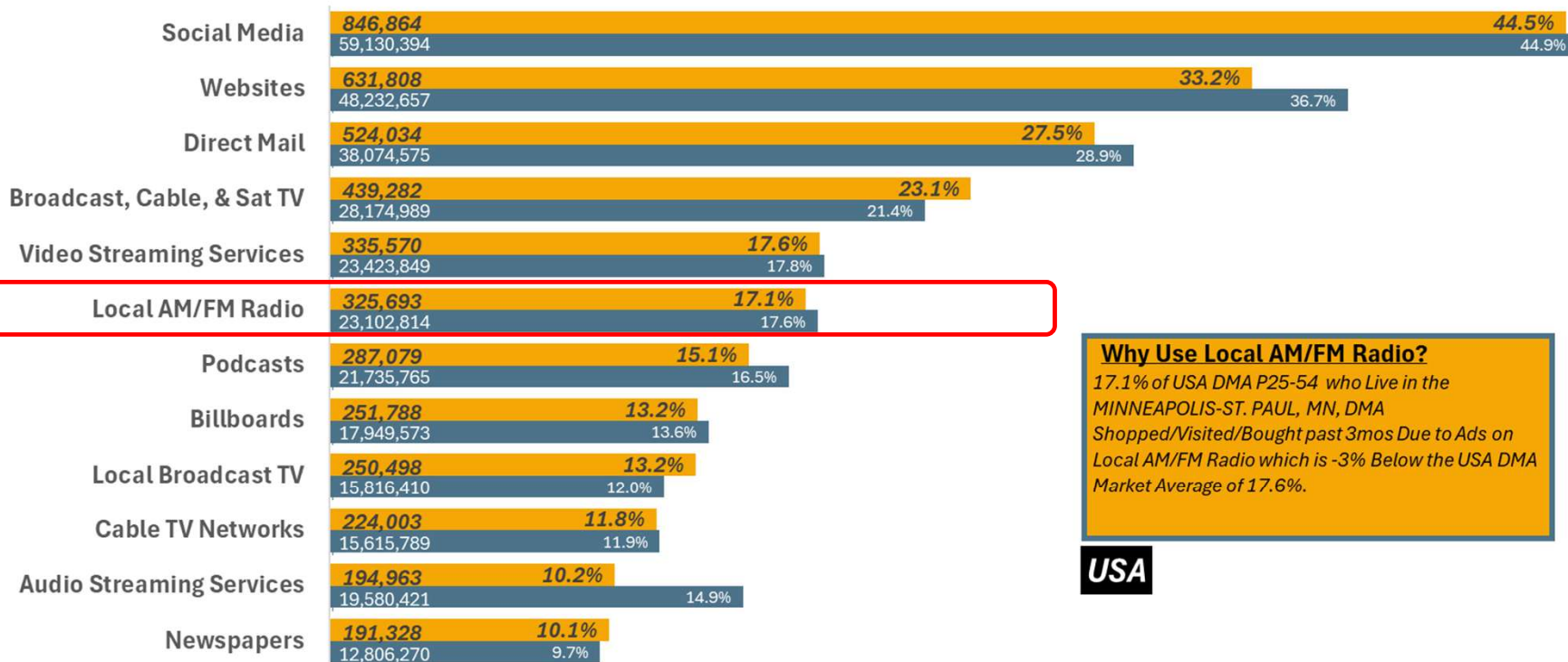
■ P18+ USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 24585
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"Advertising Actions"

P25-54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?
 17.1% of USA DMA P25-54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -3% Below the USA DMA Market Average of 17.6%.

USA

■ P25-54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)

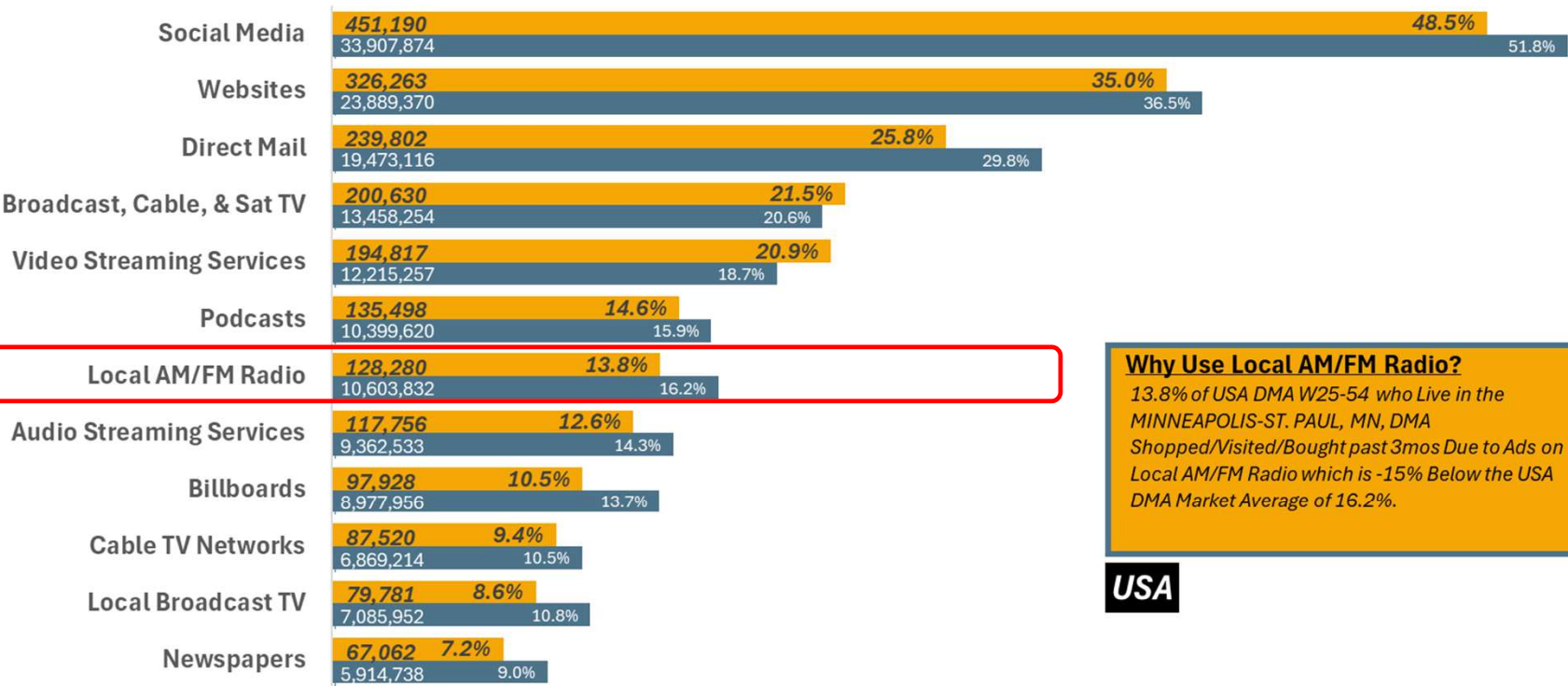
■ P25-54 USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 11428
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"Advertising Actions"

W25-54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?
 13.8% of USA DMA W25-54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -15% Below the USA DMA Market Average of 16.2%.

USA

■ W25-54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)

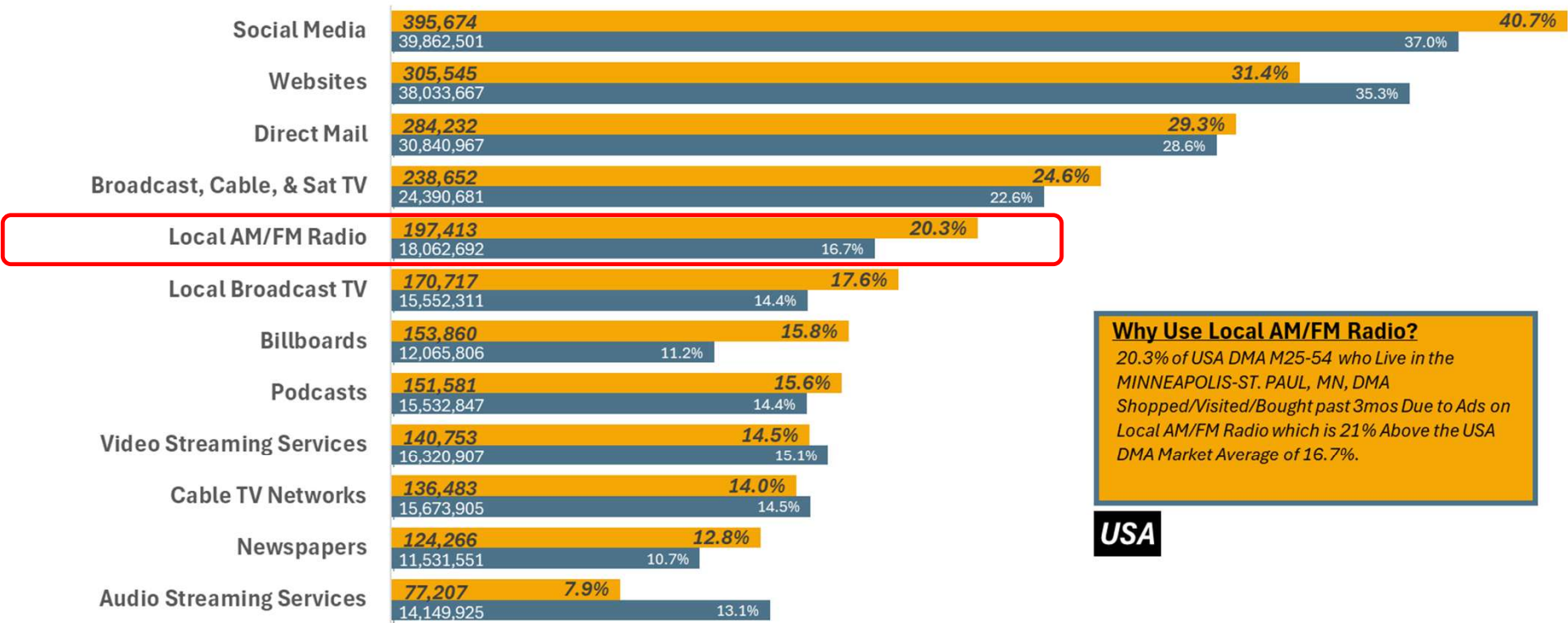
■ W25-54 USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 6909
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"Advertising Actions"

M25-54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?
 20.3% of USA DMA M25-54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 21% Above the USA DMA Market Average of 16.7%.

USA

■ M25-54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)

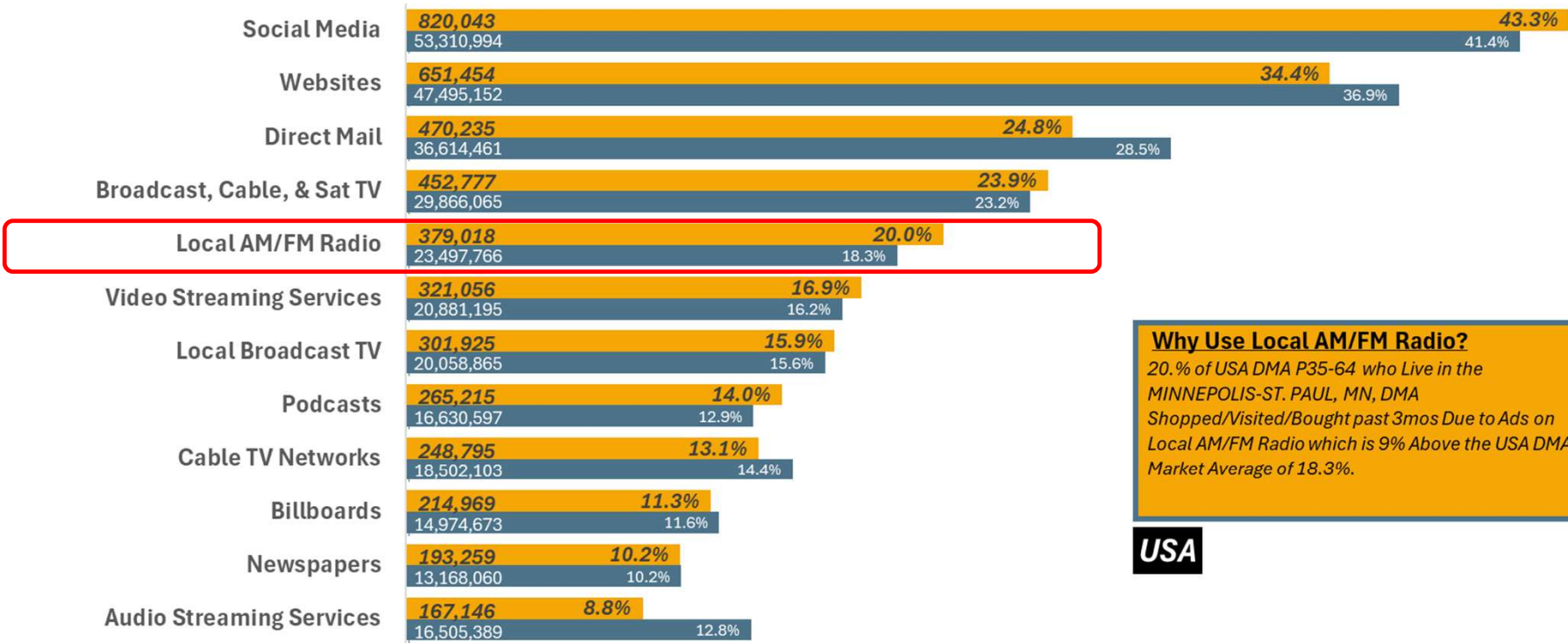
■ M25-54 USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 8729
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"Advertising Actions"

P35-64 who Live in the MINNEPOLIS-ST. PAUL, MN, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?
 20. % of USA DMA P35-64 who Live in the MINNEPOLIS-ST. PAUL, MN, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 9% Above the USA DMA Market Average of 18.3%.

USA

■ P35-64 who Live in the MINNEPOLIS-ST. PAUL, MN, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P35-64 USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 12784
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