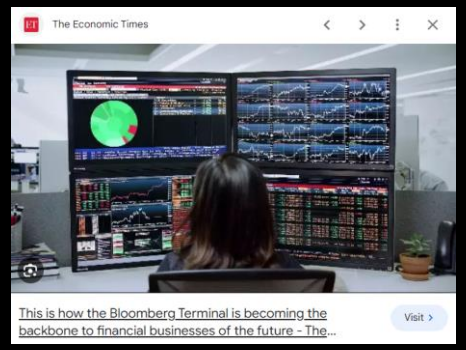
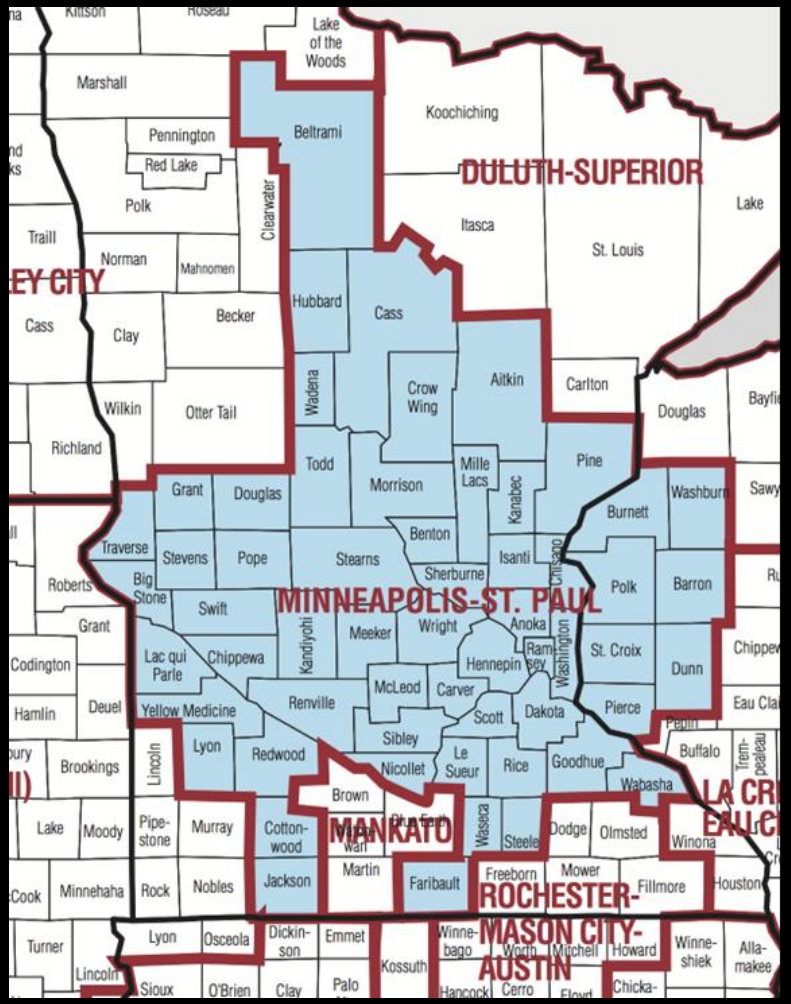
USA – MINNEAPOLIS-ST. PAUL, MN DMA as of February 2024!

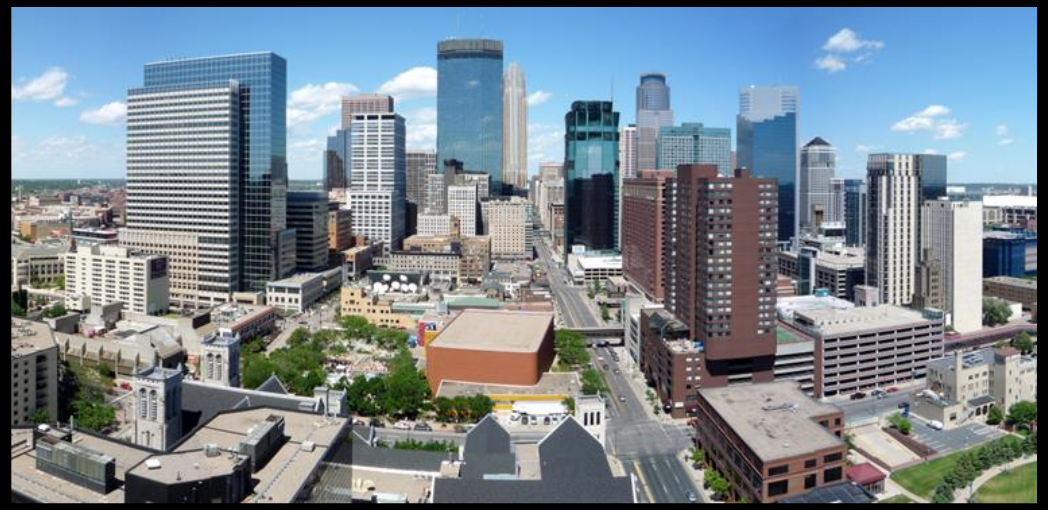
Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of the P18+, P25-64, W25-64, M25-64, P35+ Residents of the Minneapolis-St. Paul, MN, DMA vs. Same Demos of USA Avg.



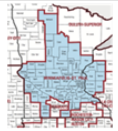






And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

HUBBARD BROADCASTING INC. HB INC.

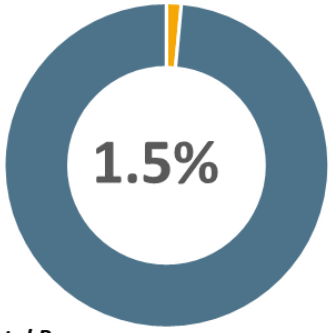


Minneapolis, St. Paul, MN

DMA **P18+**

1.5% or 3,847,223 of USA Adults 18 or older Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Typical Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 48.8 years old (.3% younger than average) and have a $106,532 (21.9% higher than average) annual household income.

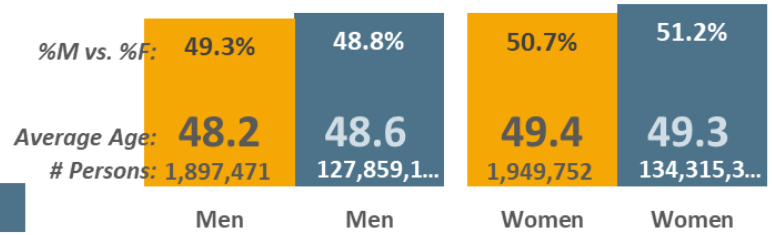
Percent of Market: Adults 18 or older



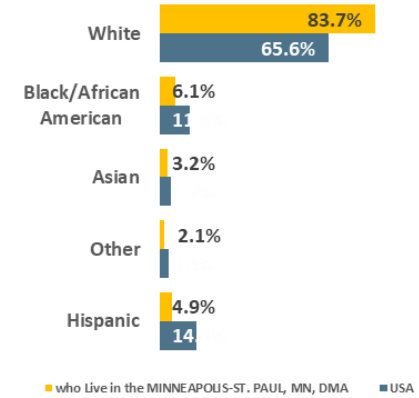
Total Persons:



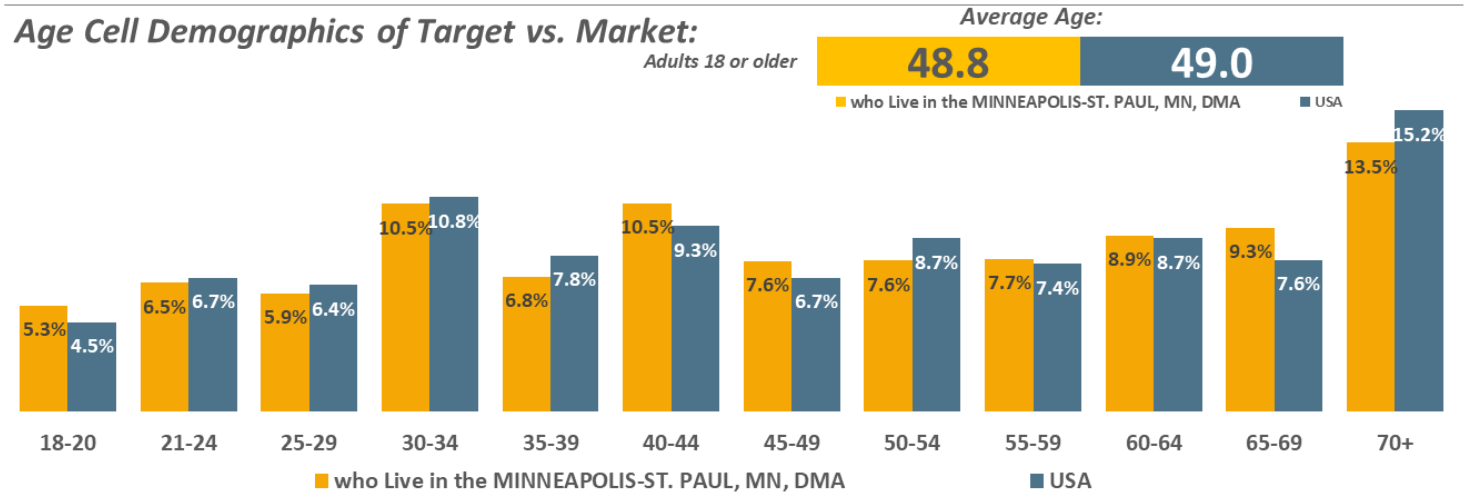
Gender of Target vs. Market: Adults 18 or older



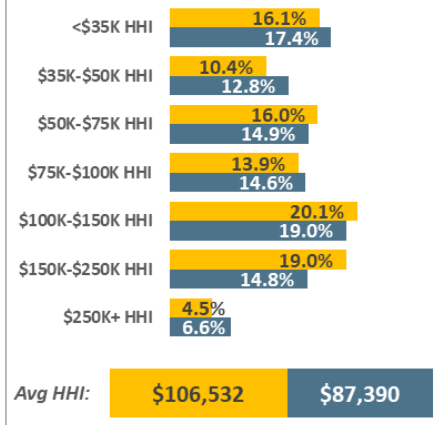
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



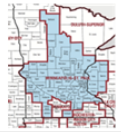
HHI of Target vs. Market:



Avg HHI: $106,532 | $87,390

USA *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *1,873*

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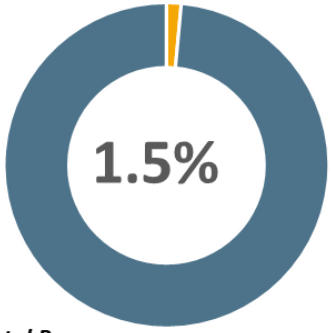


Minneapolis, St. Paul, MN

DMA P25-64

1.5% or 2,515,154 of USA Adults 25 - 64 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Typical Adults 25 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 45.2 years old (.6% older than average) and have a $117,280 (22.1% higher than average) annual household income.

Percent of Market: Adults 25 - 64



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

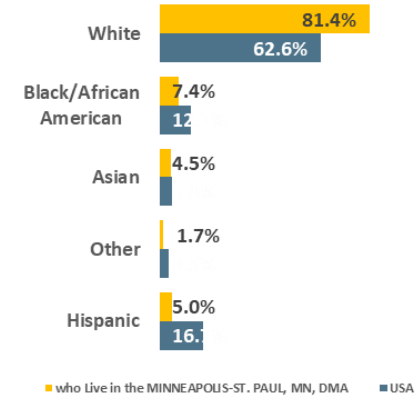
Total Persons:

2,515,154	170,460,779

Gender of Target vs. Market: Adults 25 - 64

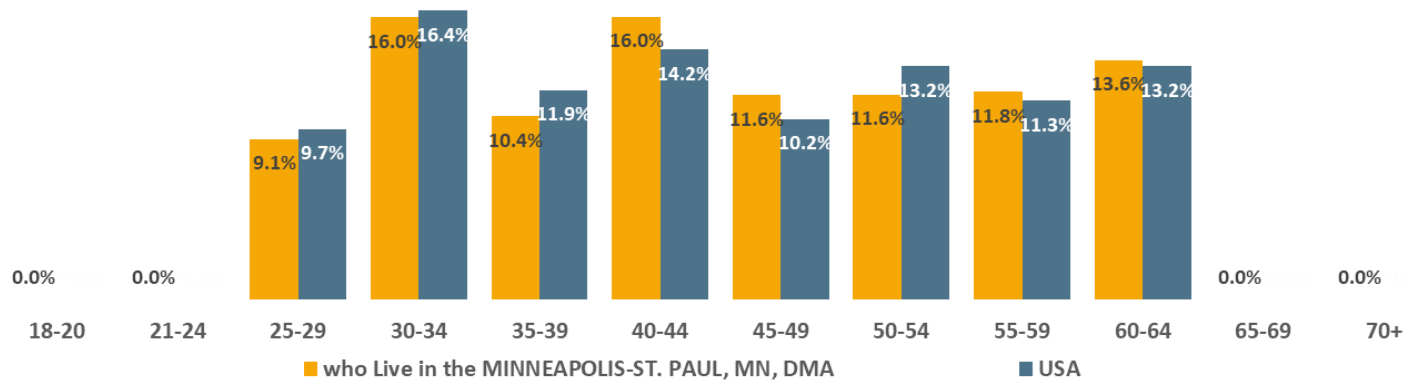
	Men	Men	Women	Women
%M vs. %F:	50.3%	49.8%	49.7%	50.2%
Average Age:	45.1	44.8	45.4	45.2
# Persons:	1,264,267	86,116,780	1,250,887	86,859,153

Ethnicity of Target vs. Market:

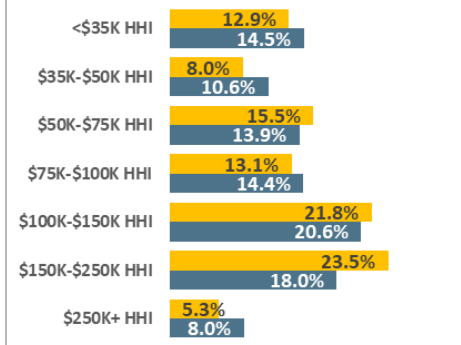


Age Cell Demographics of Target vs. Market:

Average Age:	who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA	USA
Adults 25 - 64	45.2	45.0



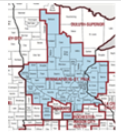
HHI of Target vs. Market:



Avg HHI:	$117,280	$96,036

USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,873

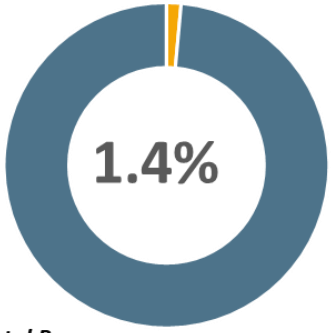
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Minneapolis, St. Paul, MN
DMA W25-64

1.4% or 1,250,887 of USA Women 25 - 64 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Typical Women 25 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 45.4 years old (.5% older than average) and have a $111,386 (27.8% higher than average) annual household income.

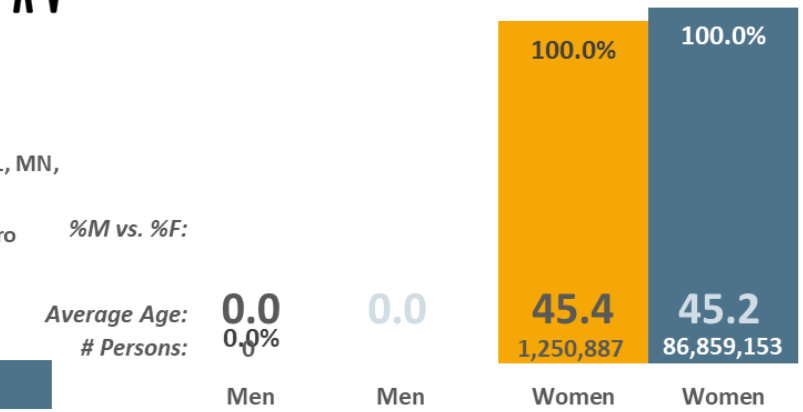
Percent of Market: Women 25 - 64



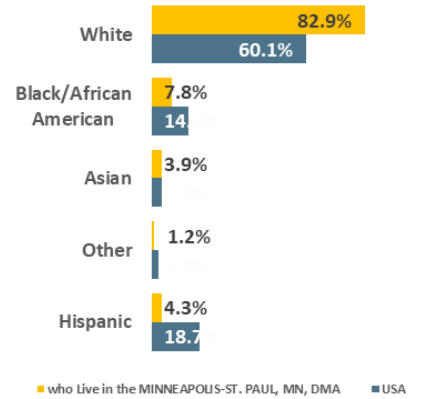
Total Persons:



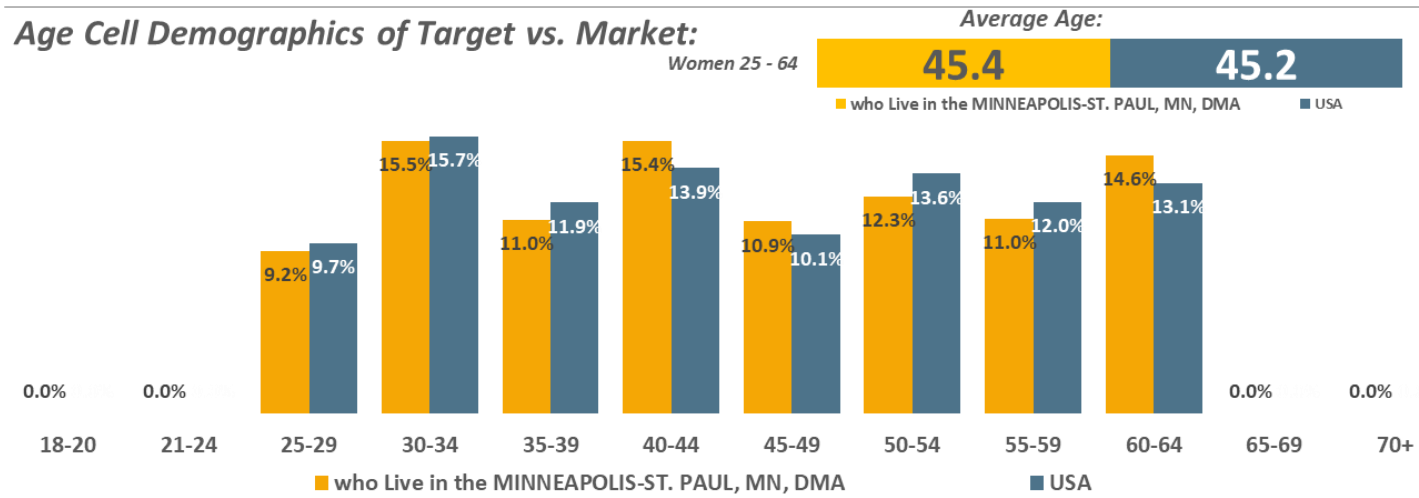
Gender of Target vs. Market: Women 25 - 64



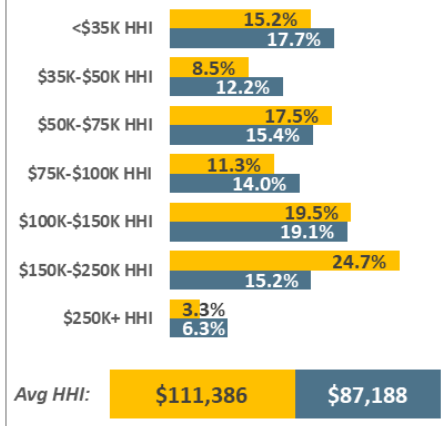
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



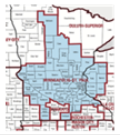
HHI of Target vs. Market:



Avg HHI: $111,386 | $87,188

USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,873

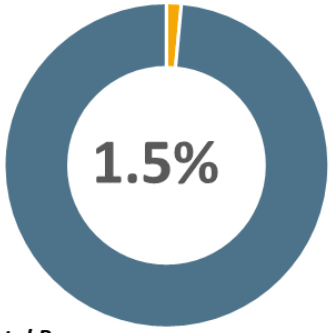
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Minneapolis, St. Paul, MN
DMA M25-64

1.5% or 1,264,267 of USA Men 25 - 64 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Typical Men 25 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 45.1 years old (.6% older than average) and have a $123,111 (17.3% higher than average) annual household income.

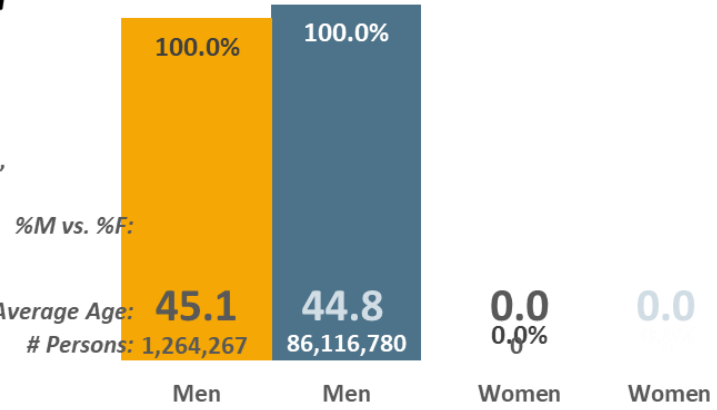
Percent of Market: Men 25 - 64



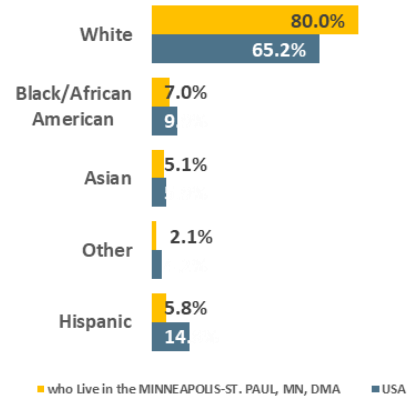
Total Persons:



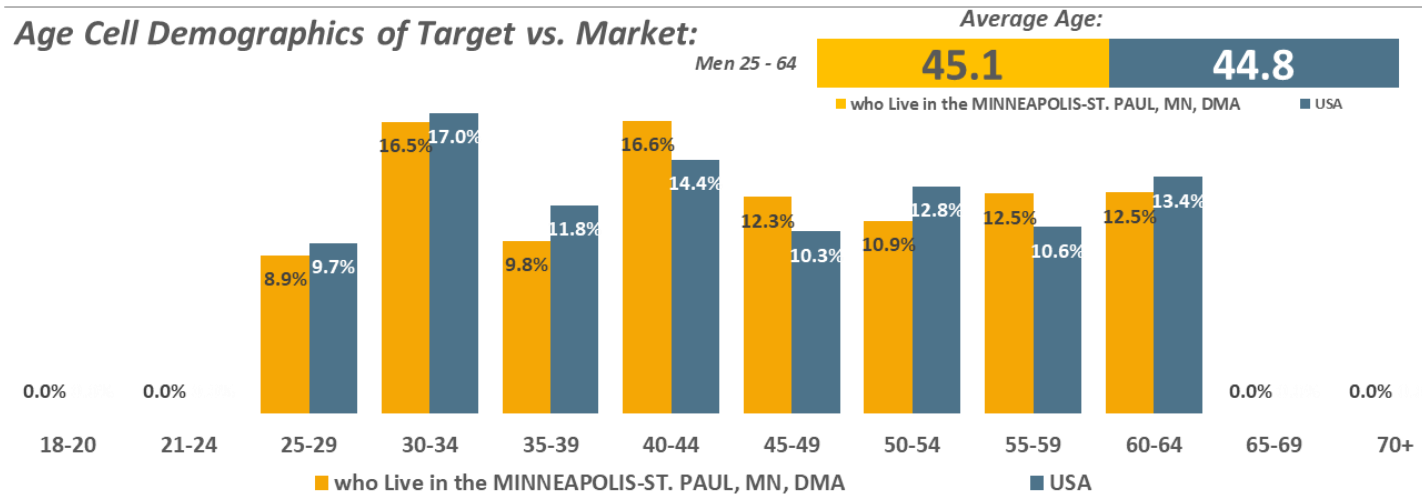
Gender of Target vs. Market: Men 25 - 64



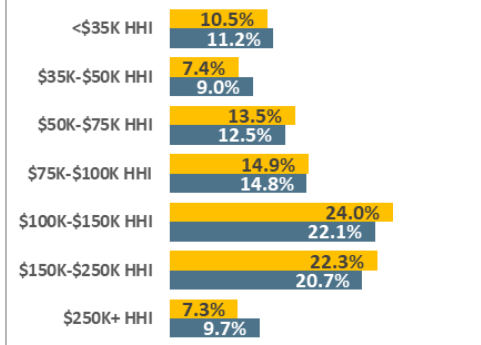
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



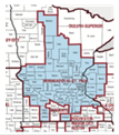
HHI of Target vs. Market:



Avg HHI: $123,111 | $104,961

USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,873

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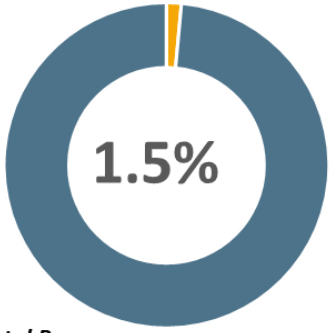


Minneapolis, St. Paul, MN

DMA P35+

1.5% or 2,761,881 of USA Adults 35 or older Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Typical Adults 35 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 57.5 years old (.3% younger than average) and have a $111,196 (24.% higher than average) annual household income.

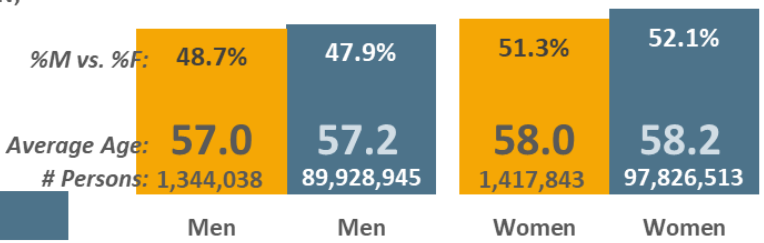
Percent of Market: Adults 35 or older



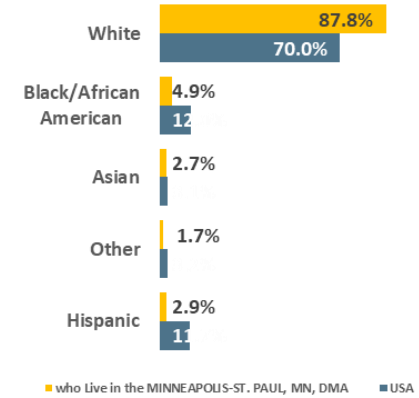
Total Persons:



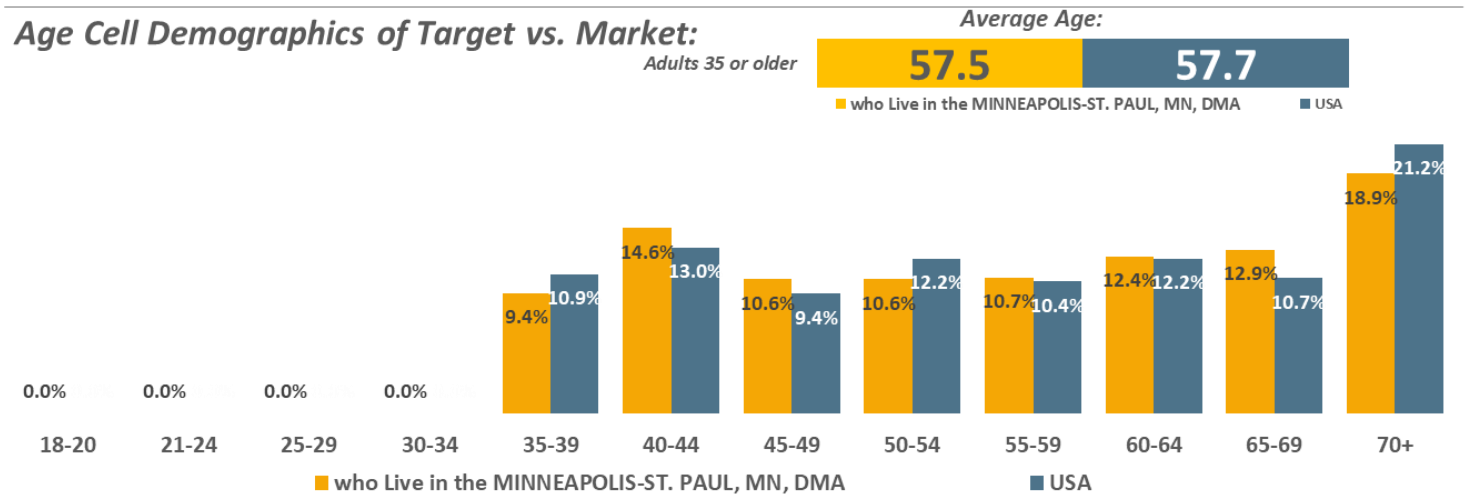
Gender of Target vs. Market: Adults 35 or older



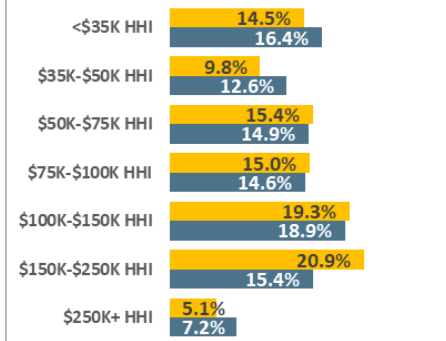
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $111,196 $89,689

USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,873

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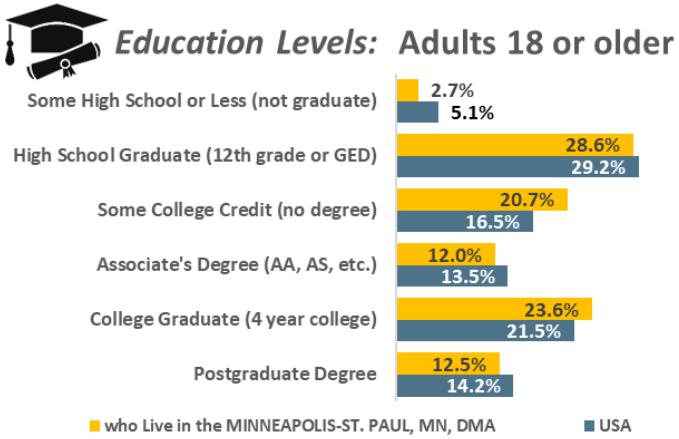


Minneapolis, St. Paul, MN

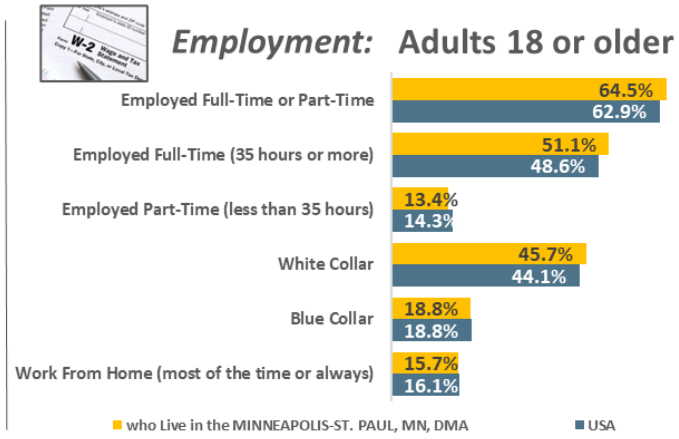
DMA P18+

1.5% or 3,847,223 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 1.1% more likely to be a college graduate, 5.1% more likely to work full-time, 5.2% more likely to be married, 1.1% less likely to be a parent of 1 or more children under 18.

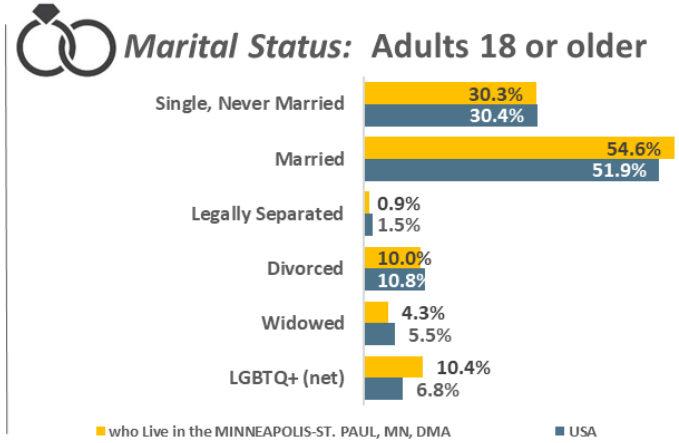
Education Levels: Adults 18 or older



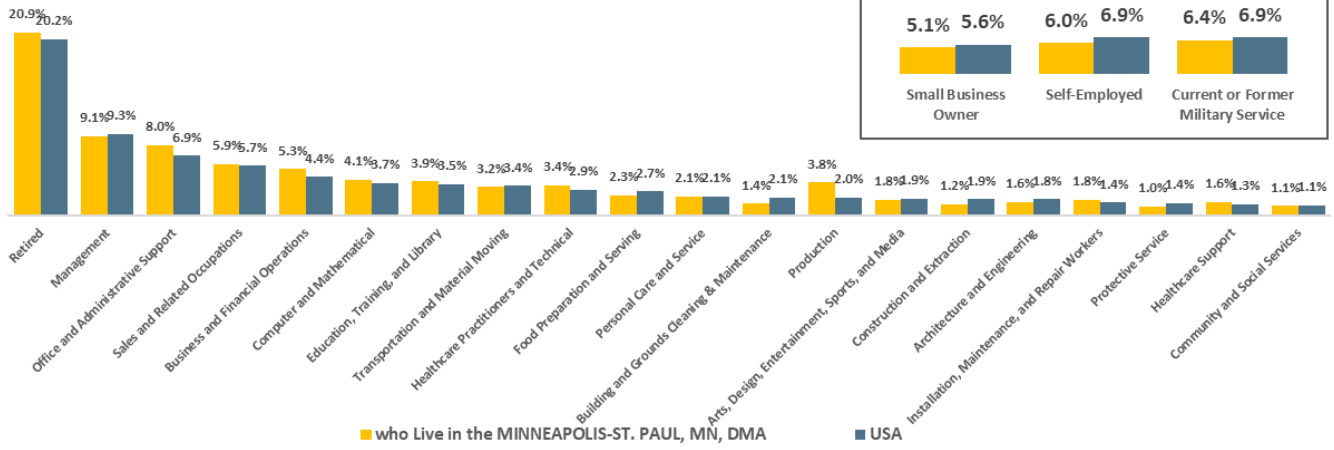
Employment: Adults 18 or older



Marital Status: Adults 18 or older

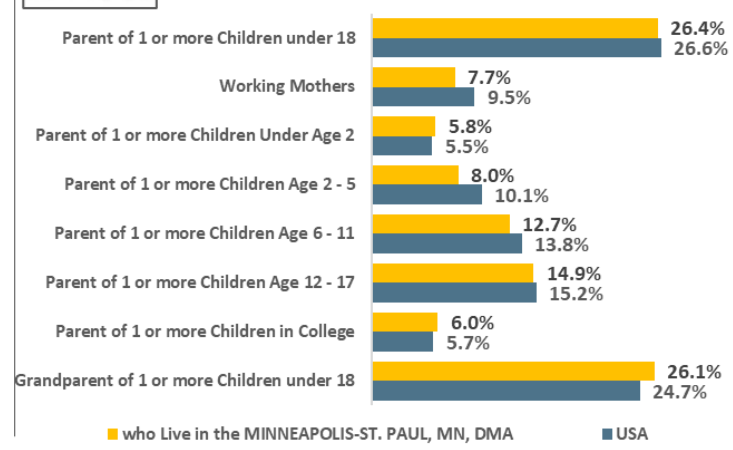


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

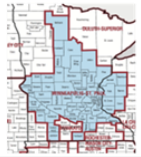
Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,873

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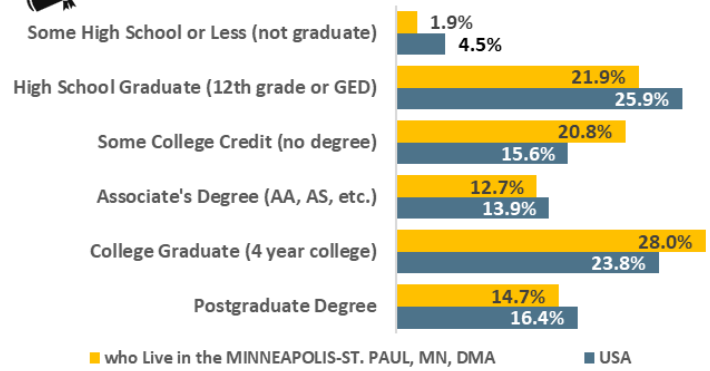
USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267



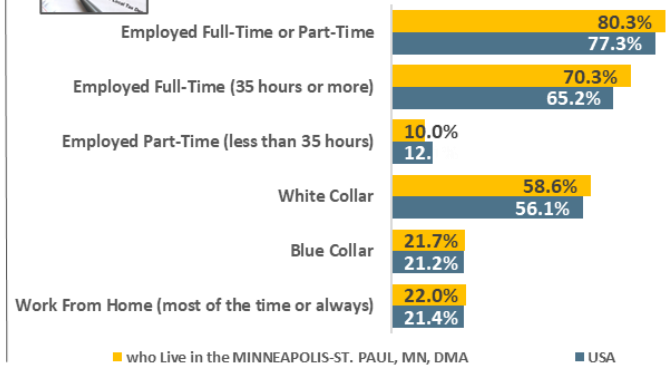
Minneapolis, St. Paul, MN
DMA P25-64

1.5% or 2,515,154 of USA Adults 25 - 64 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Adults 25 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 6.1% more likely to be a college graduate, 7.8% more likely to work full-time, 3.6% more likely to be married, .1% more likely to be a parent of 1 or more children under 18.

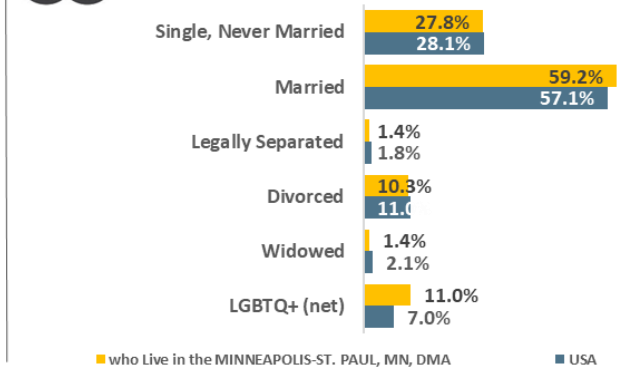
Education Levels: Adults 25 - 64



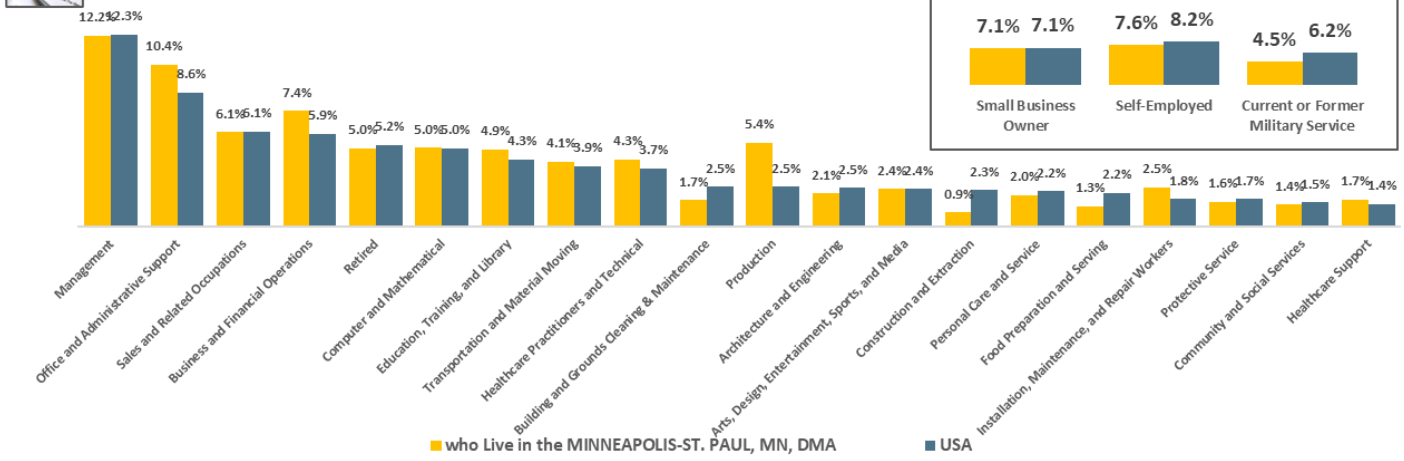
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

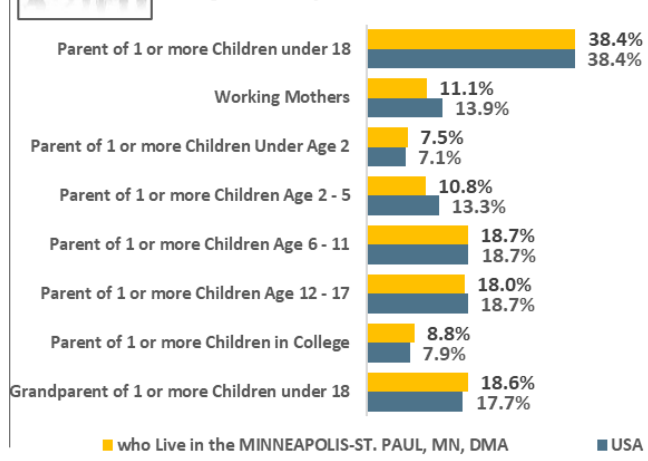


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 64



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,873

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USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

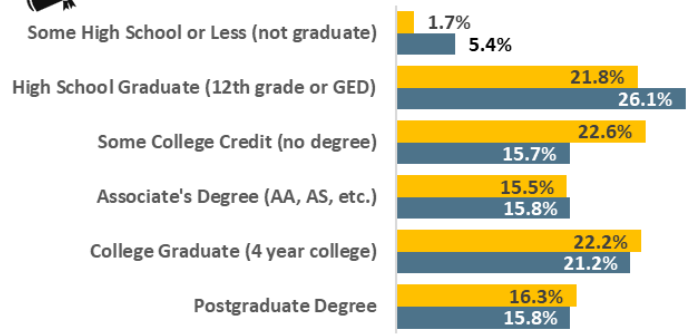
©



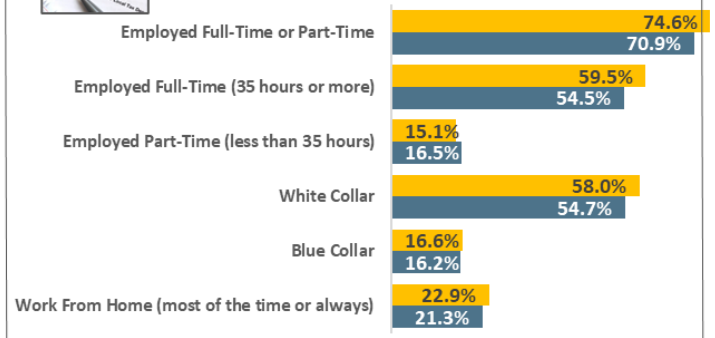
Minneapolis, St. Paul, MN
DMA W25-64

1.4% or 1,250,887 of USA Women 25 - 64 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Women 25 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 4.% more likely to be a college graduate, 9.3% more likely to work full-time, 1.9% more likely to be married, 12.1% less likely to be a parent of 1 or more children under 18.

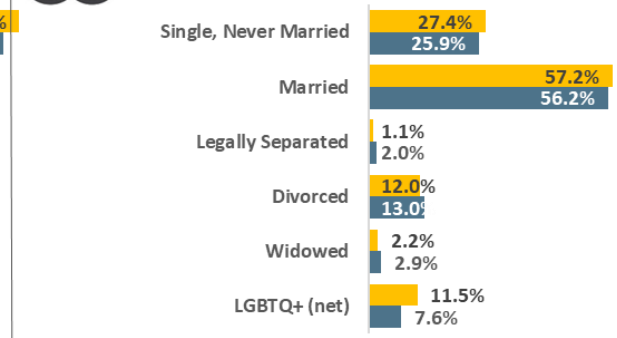
Education Levels: Women 25 - 64



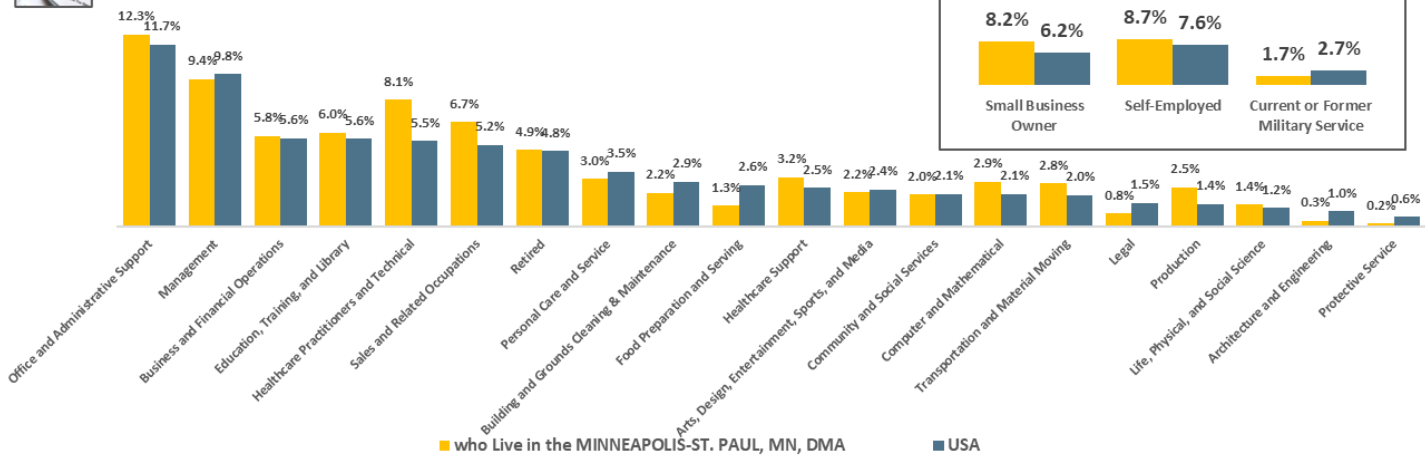
Employment: Women 25 - 64



Marital Status: Women 25 - 64

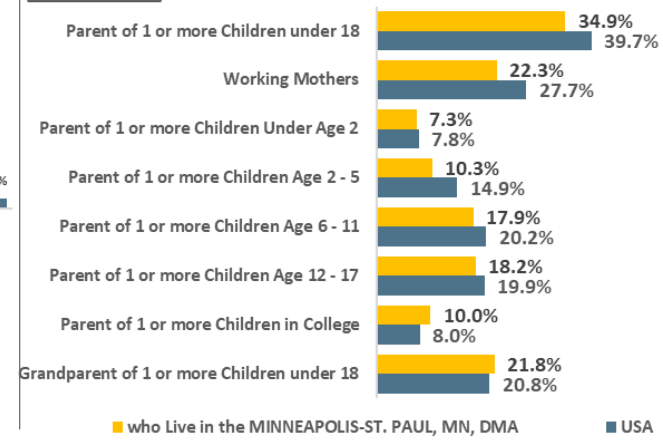


Top-20 Occupations: Women 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Women 25 - 64



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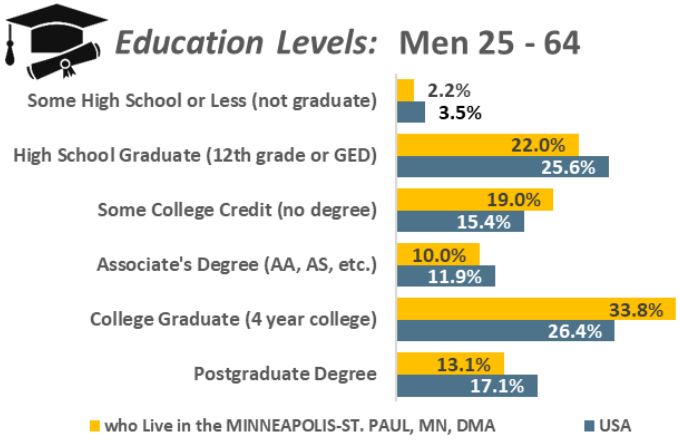


Minneapolis, St. Paul, MN

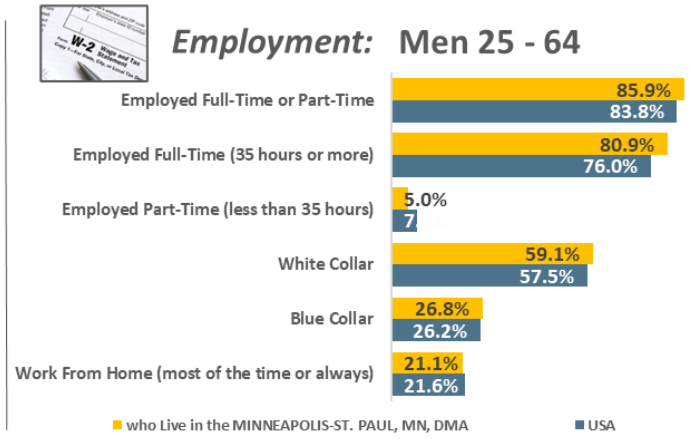
DMA M25-64

1.5% or 1,264,267 of USA Men 25 - 64 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Men 25 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 7.7% more likely to be a college graduate, 6.5% more likely to work full-time, 5.3% more likely to be married, 13.2% more likely to be a parent of 1 or more children under 18.

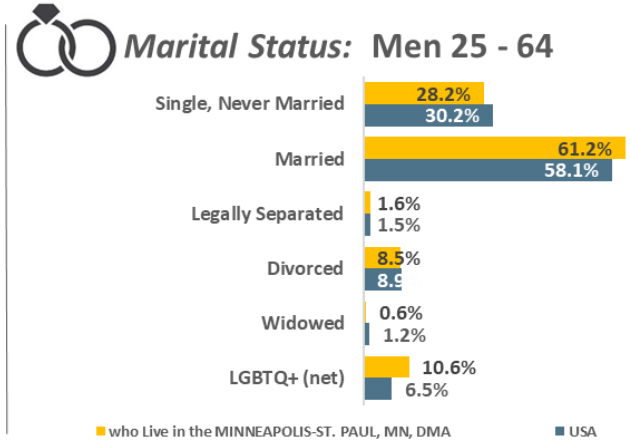
Education Levels: Men 25 - 64



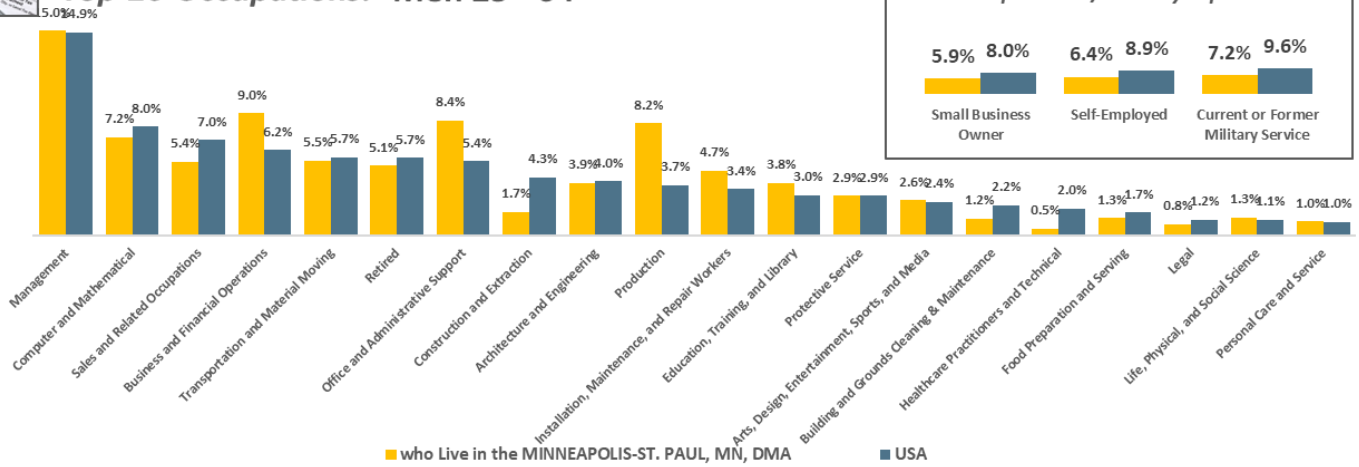
Employment: Men 25 - 64



Marital Status: Men 25 - 64

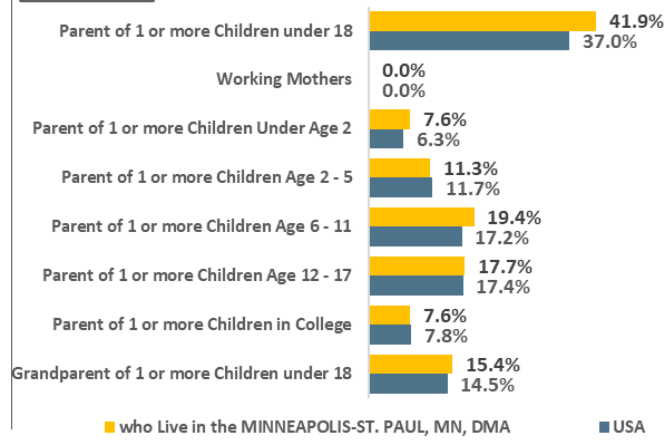


Top-20 Occupations: Men 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Men 25 - 64



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,873

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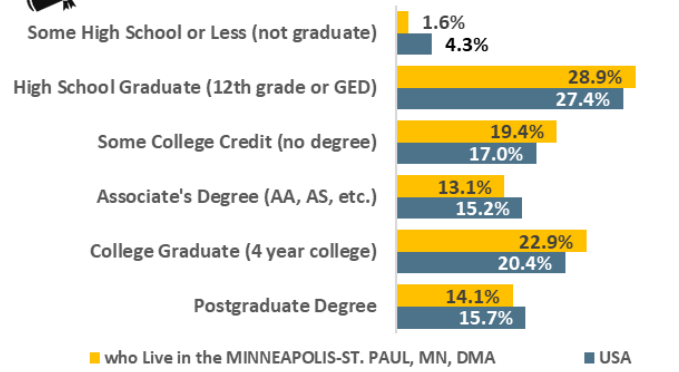


Minneapolis, St. Paul, MN

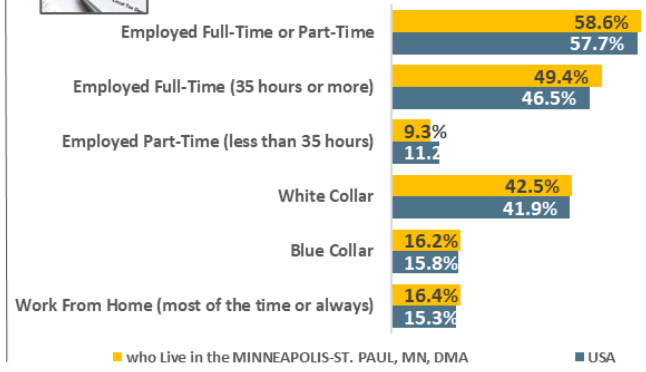
DMA P35+

1.5% or 2,761,881 of USA Adults 35 or older Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Adults 35 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 2.9% more likely to be a college graduate, 6.1% more likely to work full-time, 7.9% more likely to be married, 4.5% more likely to be a grandparent of 1 or more children under 18.

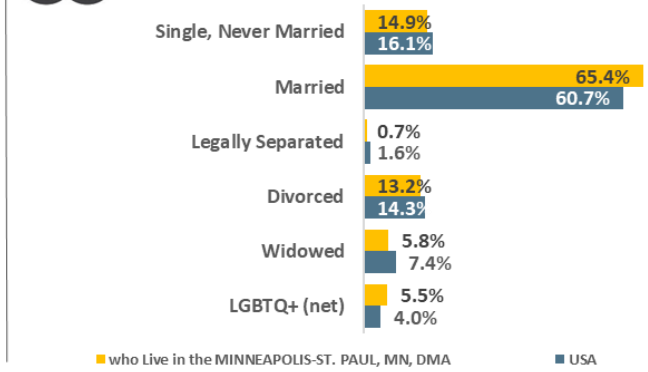
Education Levels: Adults 35 or older



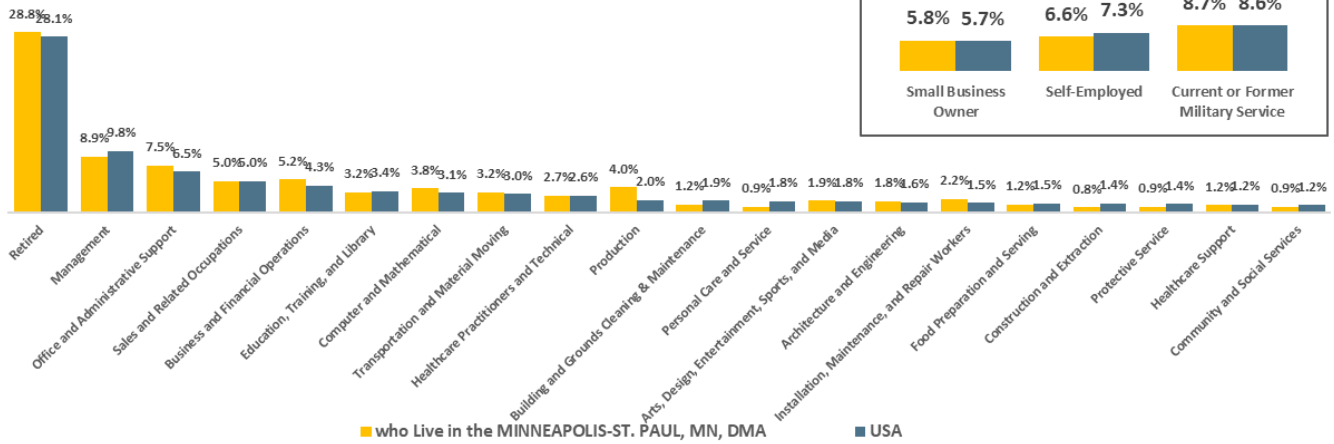
Employment: Adults 35 or older



Marital Status: Adults 35 or older

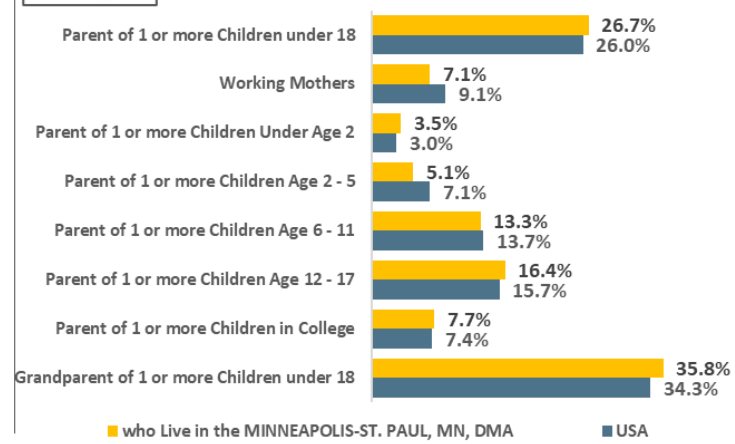


Top-20 Occupations: Adults 35 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 35 or older

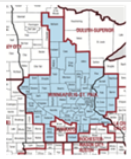


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USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

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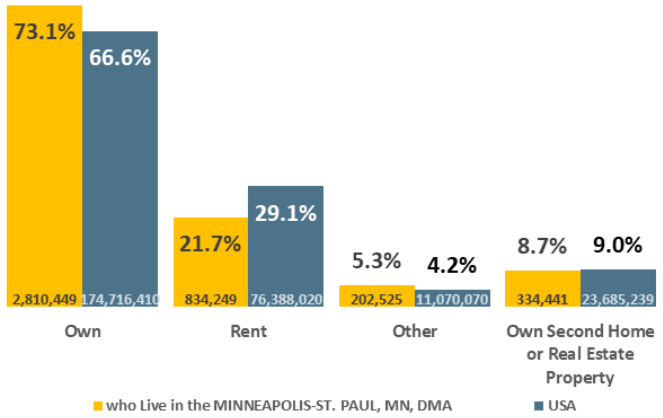


Minneapolis, St. Paul, MN

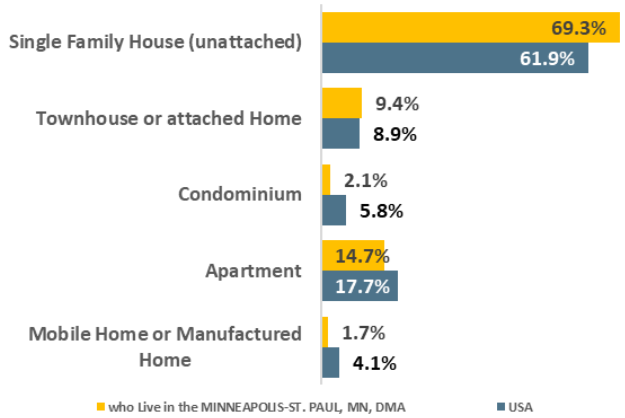
DMA P18+

1.5% or 3,847,223 of USA Adults 18 or older Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 9.6% more likely to own their home, 3.5% more likely to own a lower valued home, 12.% more likely to have a single-family home, 3.3% more likely to have a dog.

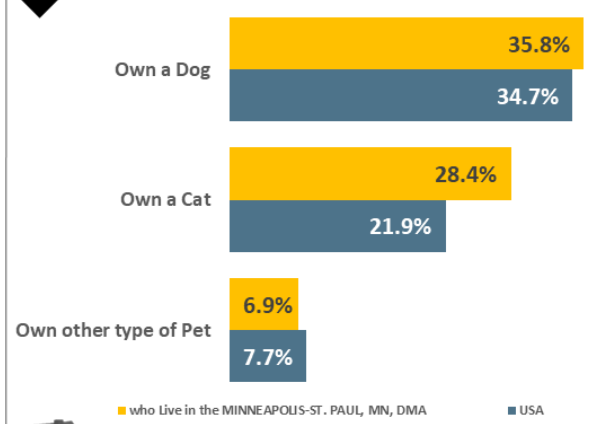
Own/Rent/Other: Adults 18 or older



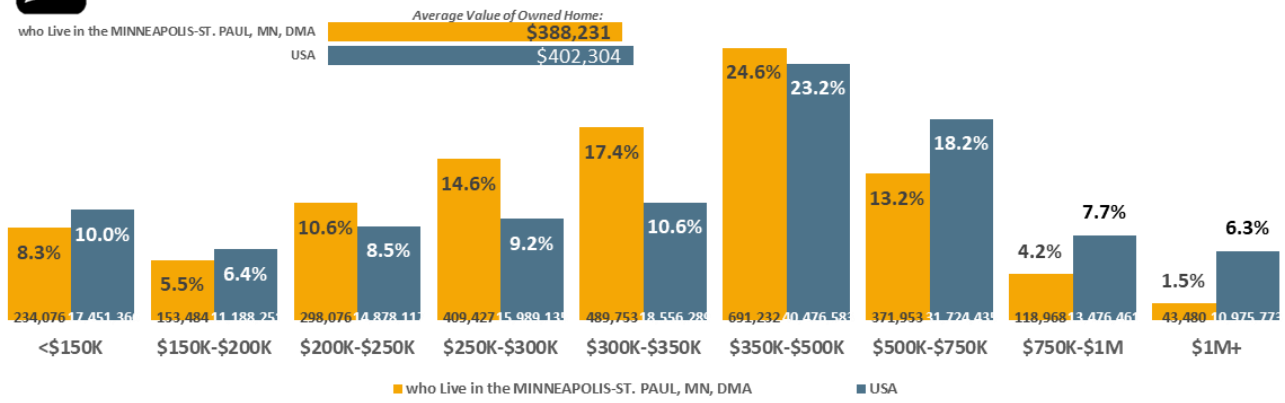
Type of Home: Adults 18 or older



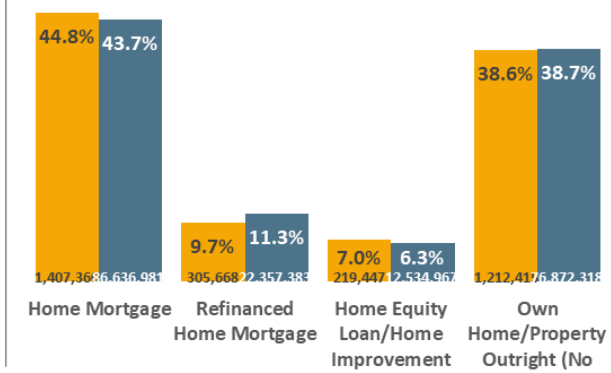
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



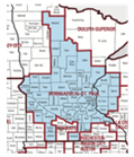
Home Loans: Adults 18 or older



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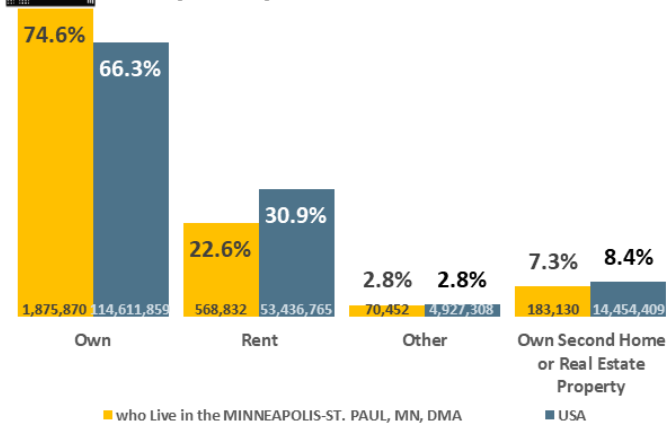
USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267



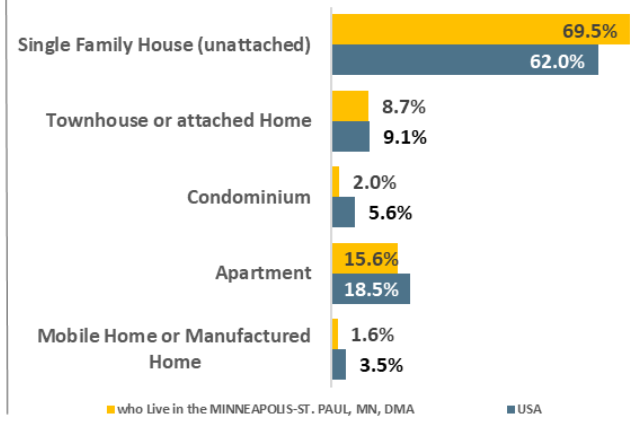
Minneapolis, St. Paul, MN DMA P25-64

1.5% or 2,515,154 of USA Adults 25 - 64 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Adults 25 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 12.6% more likely to own their home, 4.2% more likely to own a lower valued home, 11.9% more likely to have a single-family home, 2.9% more likely to have a dog.

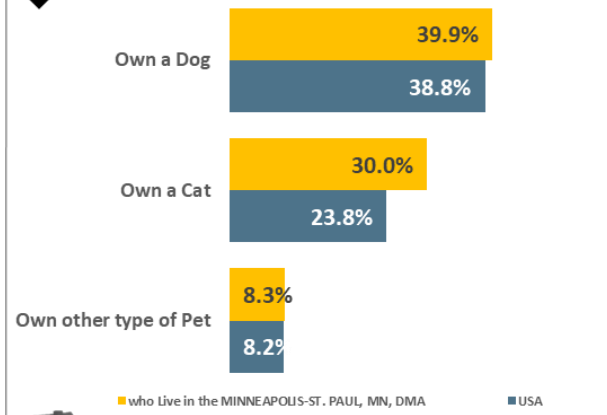
Own/Rent/Other: Adults 25 - 64



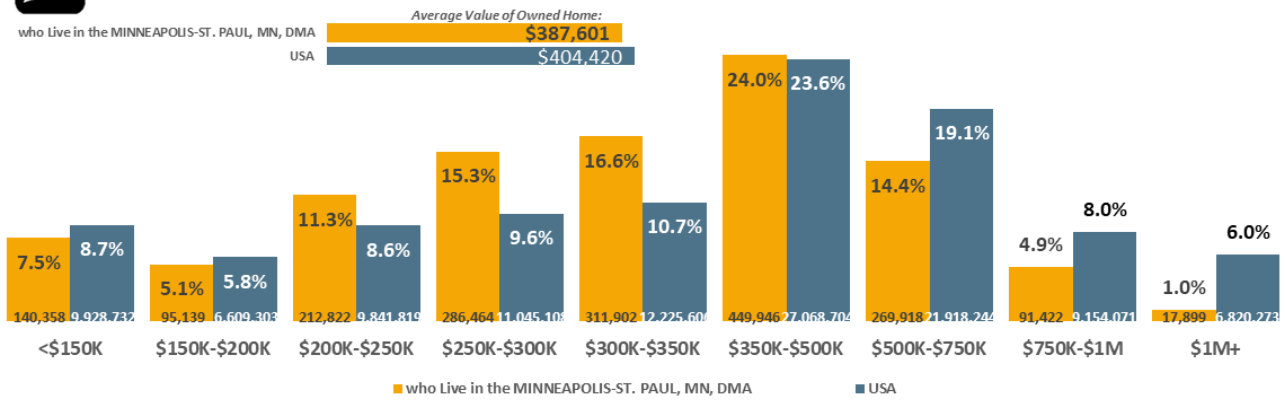
Type of Home: Adults 25 - 64



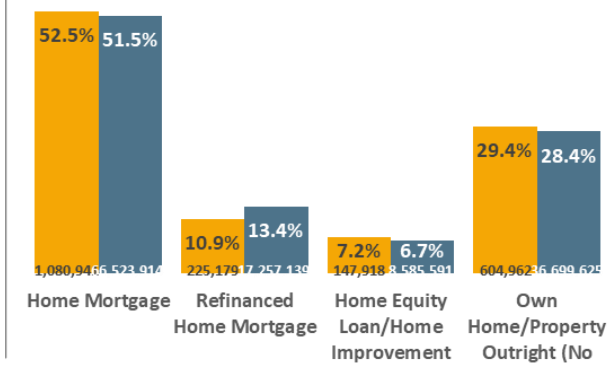
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



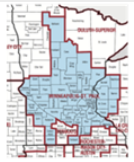
Home Loans: Adults 25 - 64



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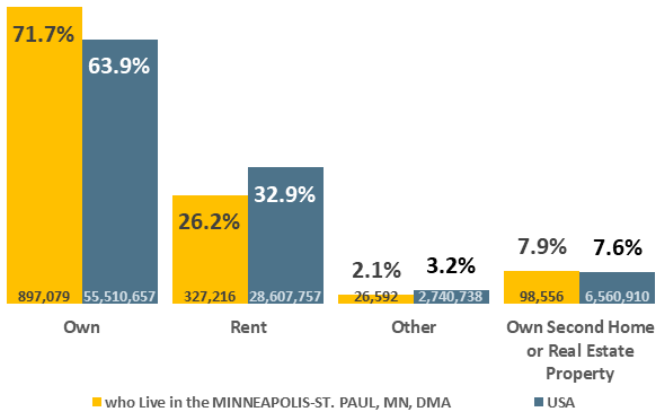
USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267



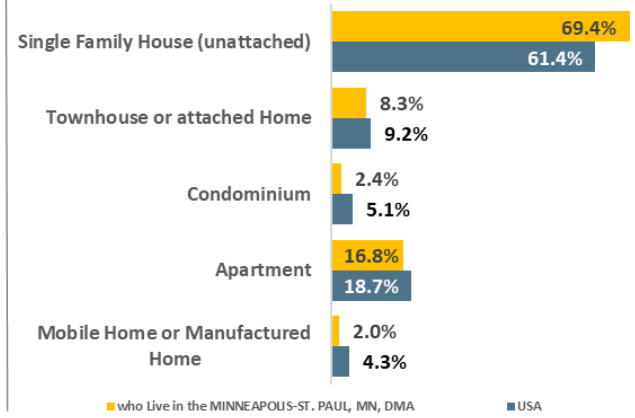
Minneapolis, St. Paul, MN DMA W25-64

1.4% or 1,250,887 of USA Women 25 - 64 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Women 25 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 12.2% more likely to own their home, 2.1% more likely to own a lower valued home, 12.9% more likely to have a single-family home, 3.9% more likely to have a dog.

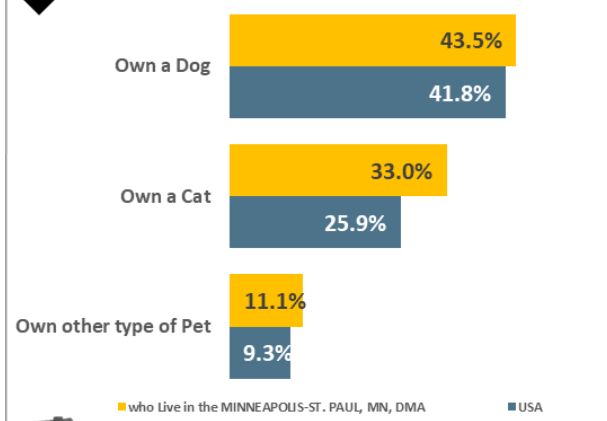
Own/Rent/Other: Women 25 - 64



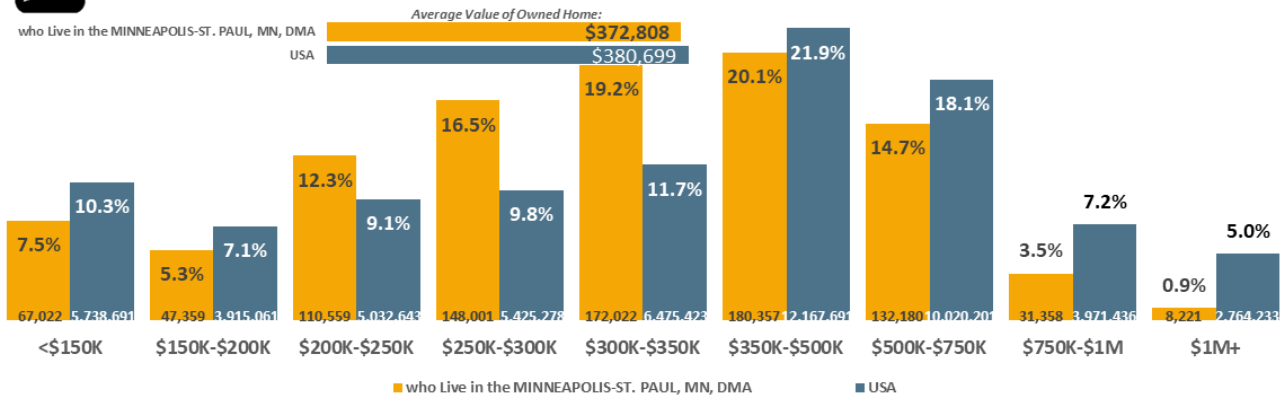
Type of Home: Women 25 - 64



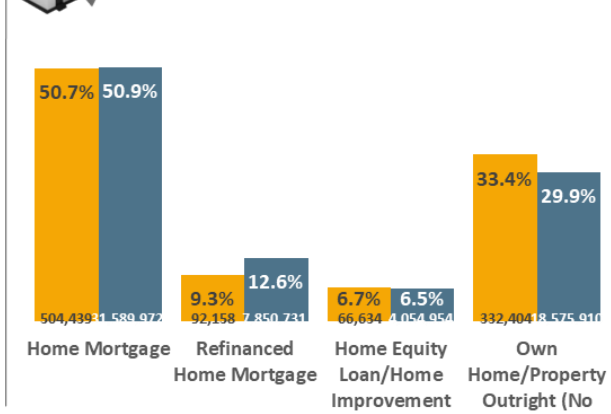
Pets in Home: Women 25 - 64



Value of Owned Home: Women 25 - 64



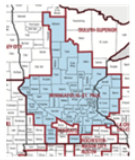
Home Loans: Women 25 - 64



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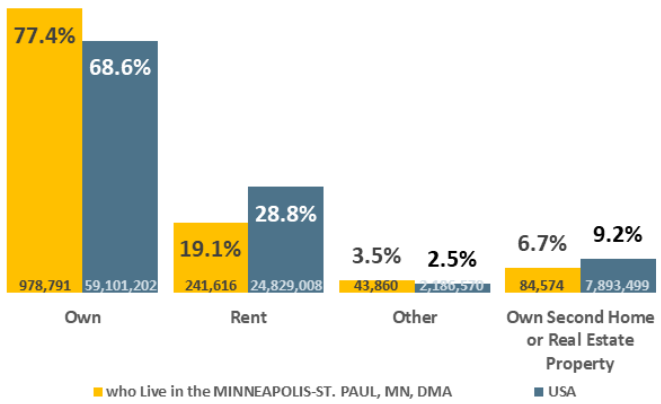
USA Jan23-Oct23 *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,267*



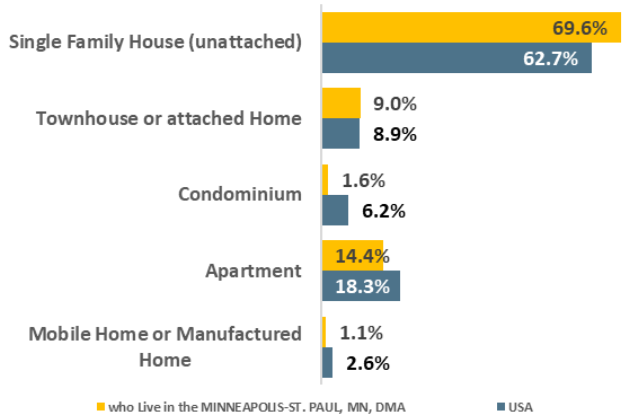
Minneapolis, St. Paul, MN DMA M25-64

1.5% or 1,264,267 of USA Men 25 - 64 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Men 25 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 12.8% more likely to own their home, 6.% more likely to own a lower valued home, 11.% more likely to have a single-family home, 2.% more likely to have a dog.

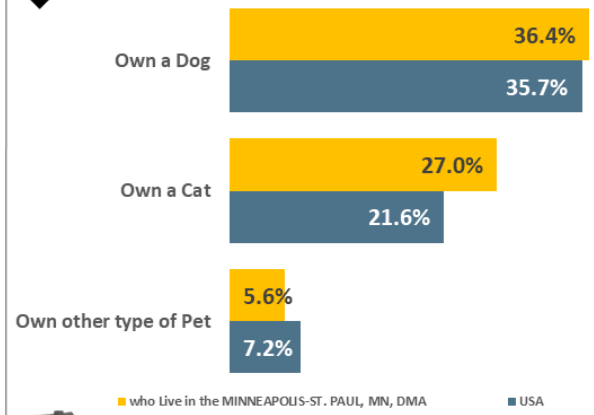
Own/Rent/Other: Men 25 - 64



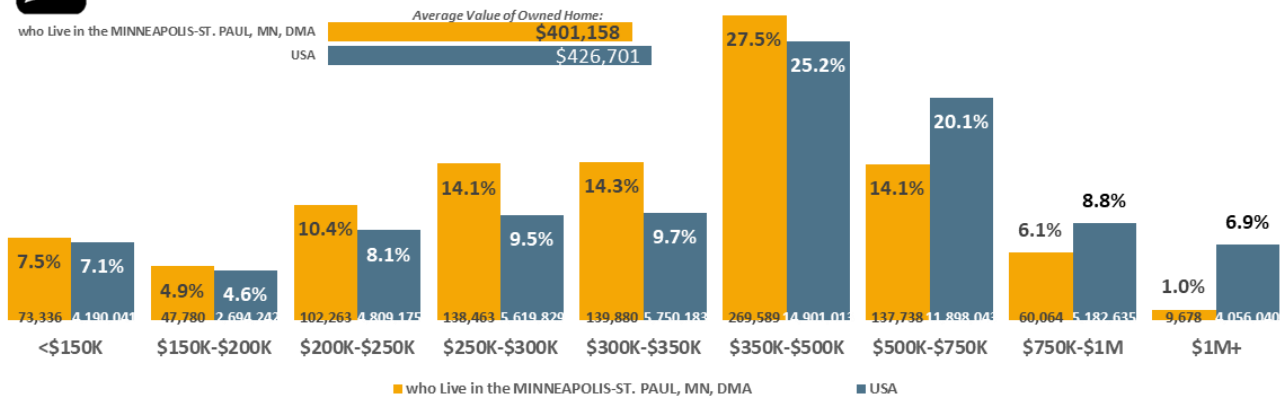
Type of Home: Men 25 - 64



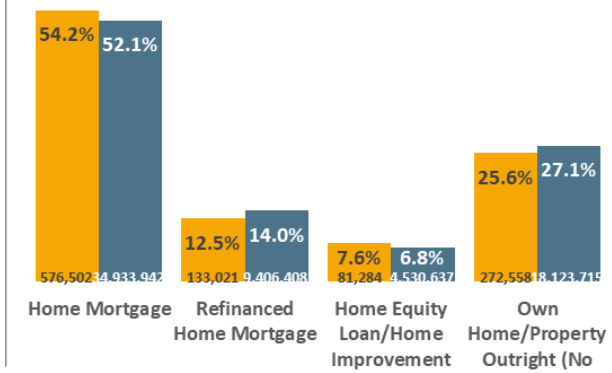
Pets in Home: Men 25 - 64



Value of Owned Home: Men 25 - 64



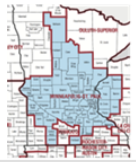
Home Loans: Men 25 - 64



USA *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *1,873*

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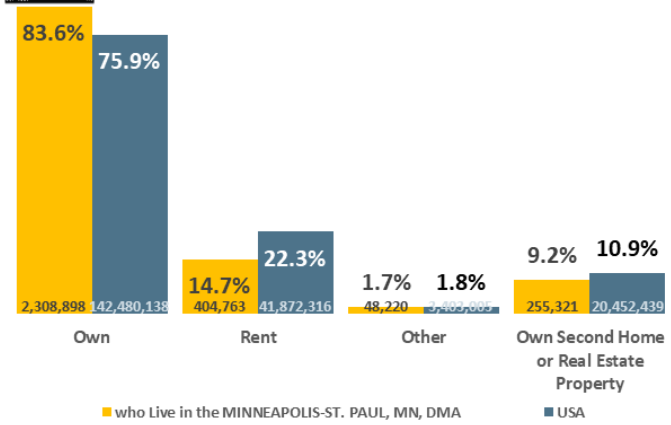


Minneapolis, St. Paul, MN

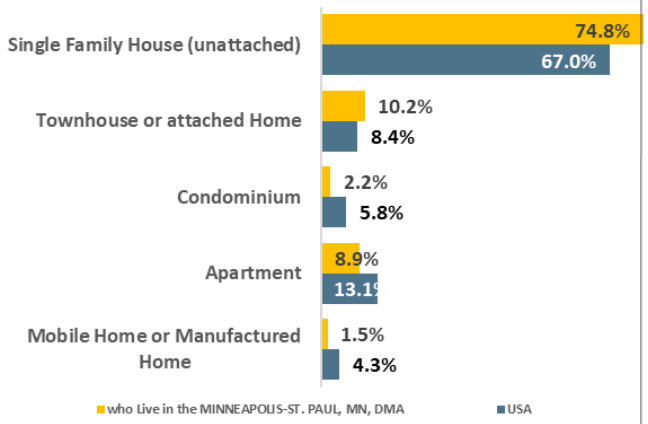
DMA P35+

1.5% or 2,761,881 of USA Adults 35 or older Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Adults 35 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 10.2% more likely to own their home, 3.9% more likely to own a lower valued home, 11.7% more likely to have a single-family home, 2.9% more likely to have a dog.

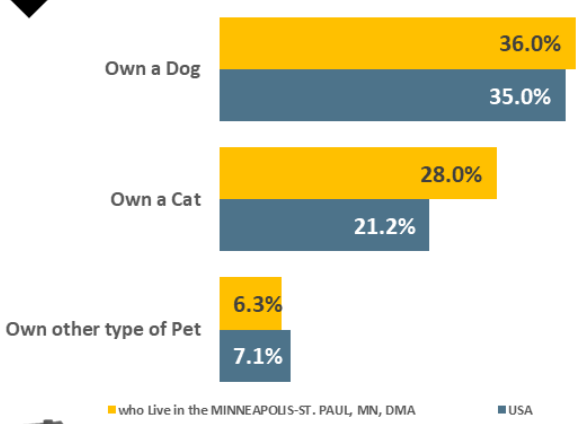
Own/Rent/Other: Adults 35 or older



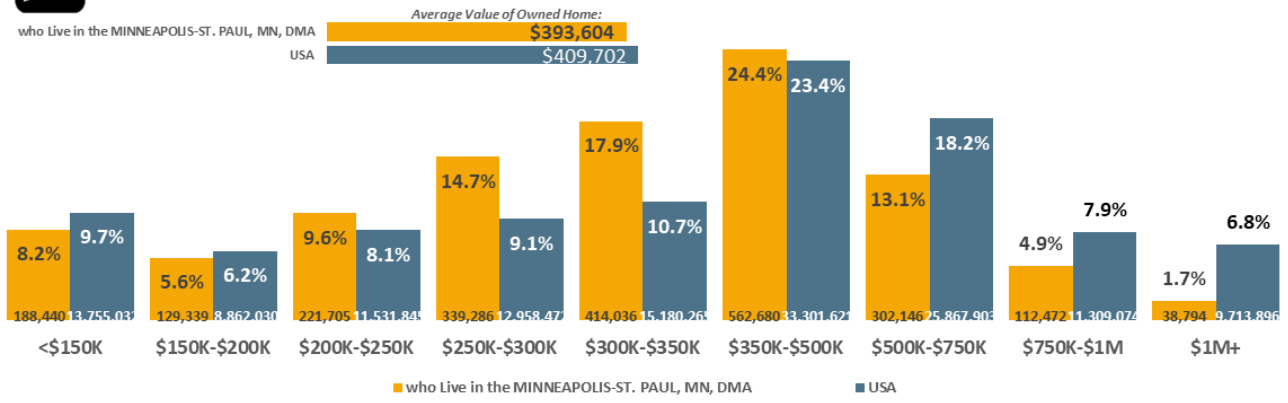
Type of Home: Adults 35 or older



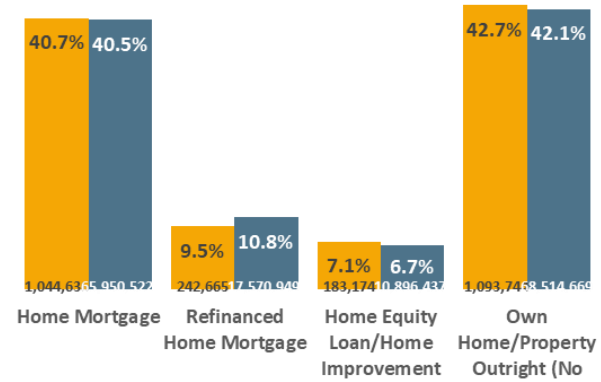
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



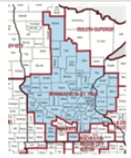
Home Loans: Adults 35 or older



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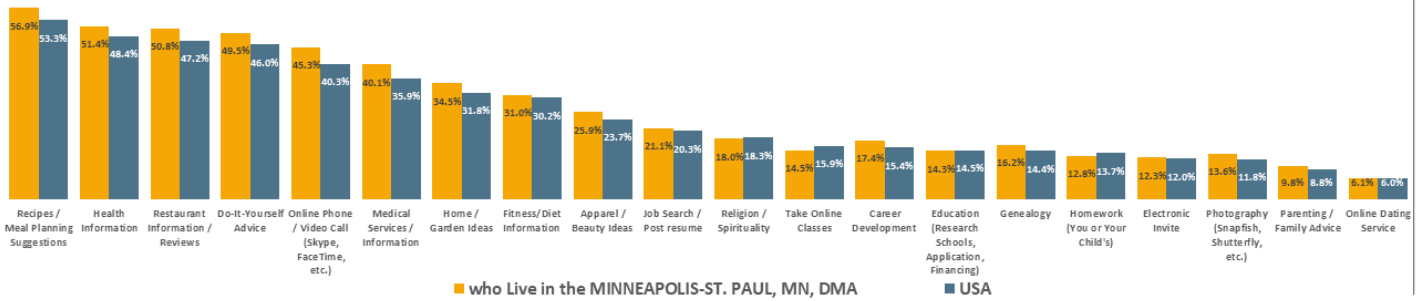


Minneapolis, St. Paul, MN

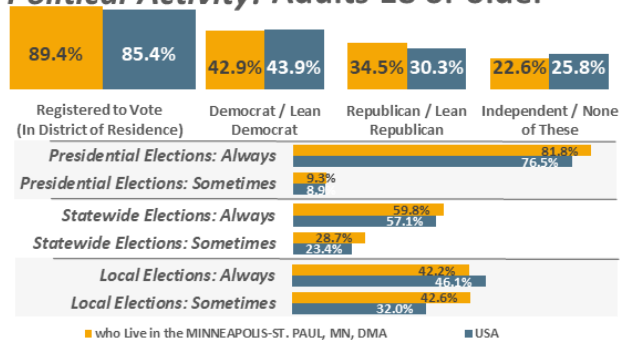
DMA **P18+**

1.5% or 3,847,223 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 7.4% more likely to look up D-I-Y advice online, 8.6% less likely to always vote in local elections, 12.% less likely to belong to a gym, 2.4% more likely to fly domestic past yr.

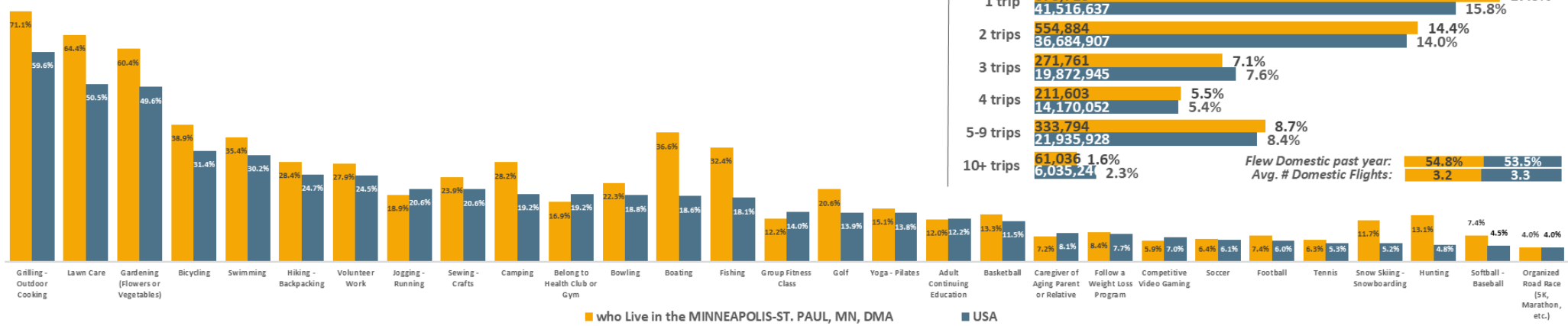
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



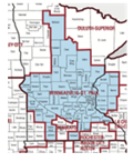
Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



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

USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,873

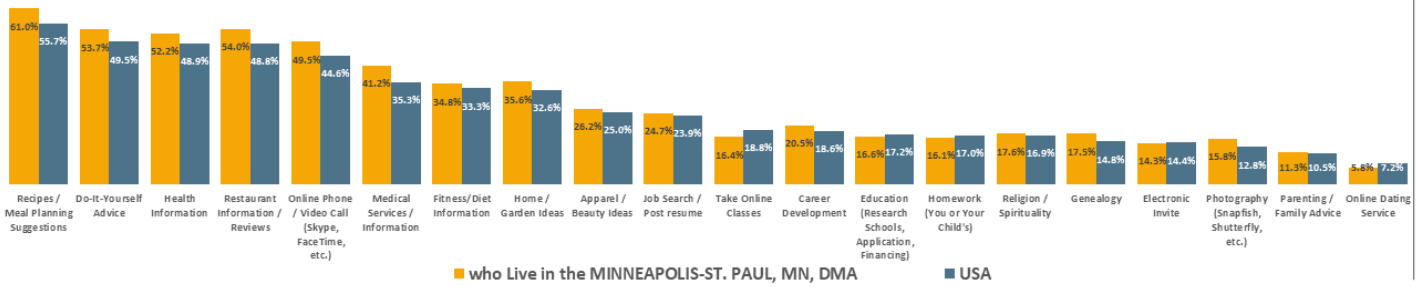
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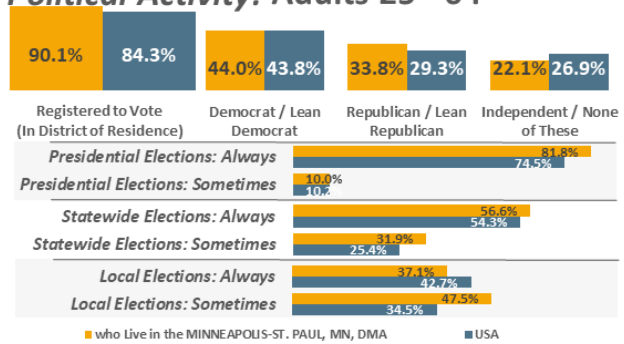
Minneapolis, St. Paul, MN DMA P25-64

1.5% or 2,515,154 of USA Adults 25 - 64 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Adults 25 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 8.6% more likely to look up D-I-Y advice online, 13.2% less likely to always vote in local elections, 17.2% less likely to belong to a gym, 6.2% more likely to fly domestic past yr.

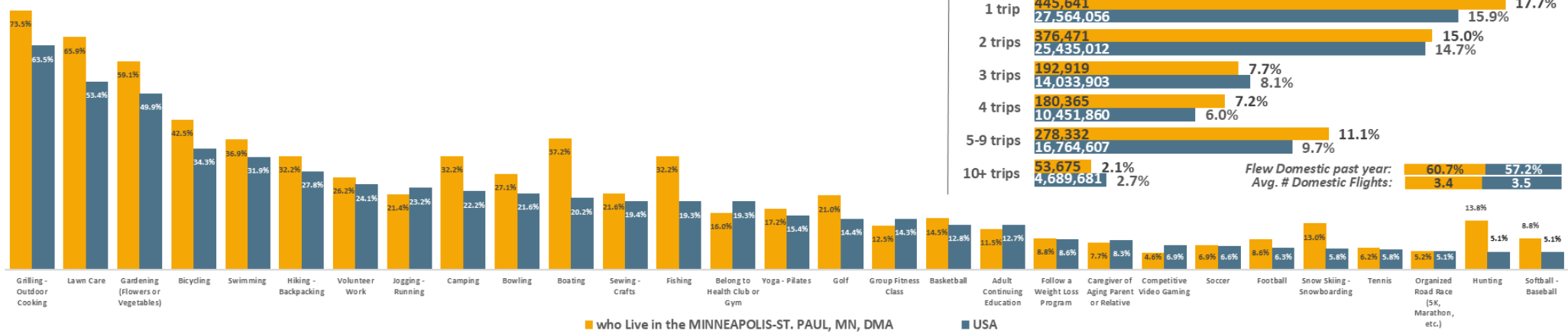
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



Political Activity: Adults 25 - 64



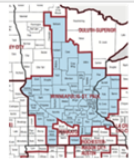
Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 64



Past 12-months Domestic Airline Trips: Adults 25 - 64

USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,873

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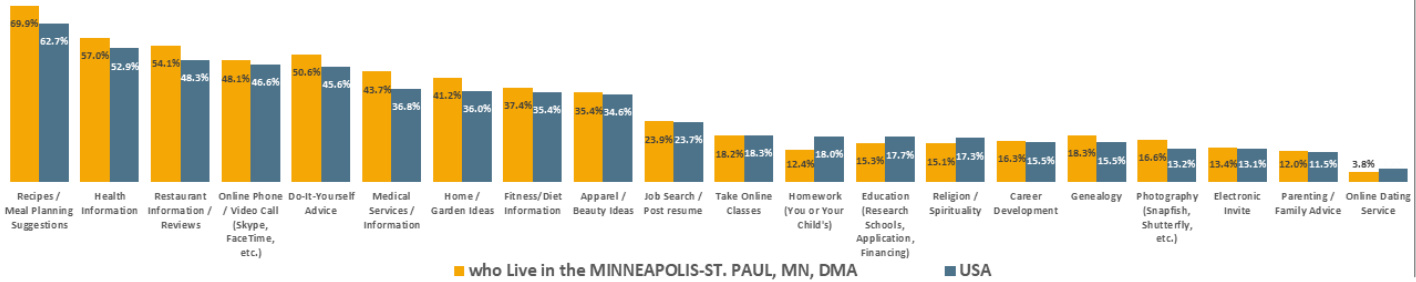


Minneapolis, St. Paul, MN

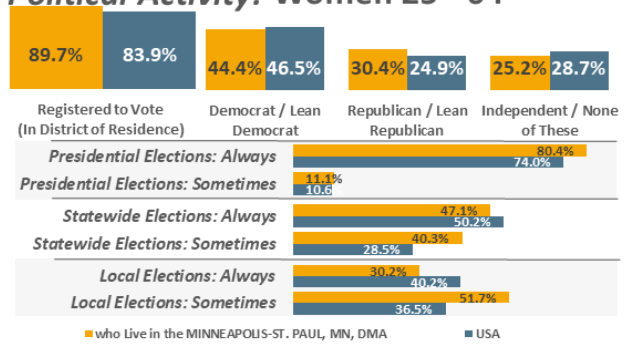
DMA W25-64

1.4% or 1,250,887 of USA Women 25 - 64 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Women 25 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 11.1% more likely to look up D-I-Y advice online, 24.7% less likely to always vote in local elections, 5.8% less likely to belong to a gym, 8.7% more likely to fly domestic past yr.

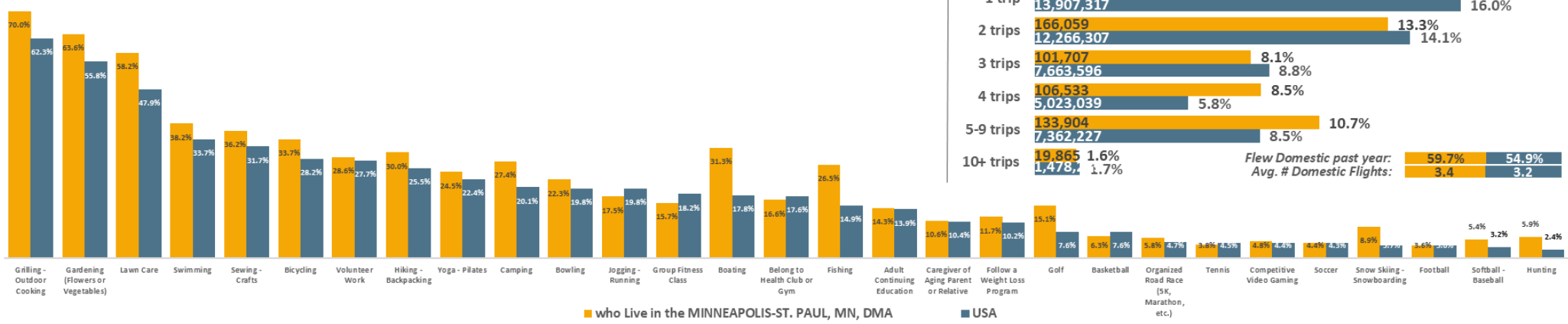
Top-20 past 30-days Online Lifestyle Activites: Women 25 - 64



Political Activity: Women 25 - 64



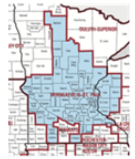
Top-30 past 12-months Active Lifestyle Activites: Women 25 - 64



Past 12-months Domestic Airline Trips: Women 25 - 64

USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,873

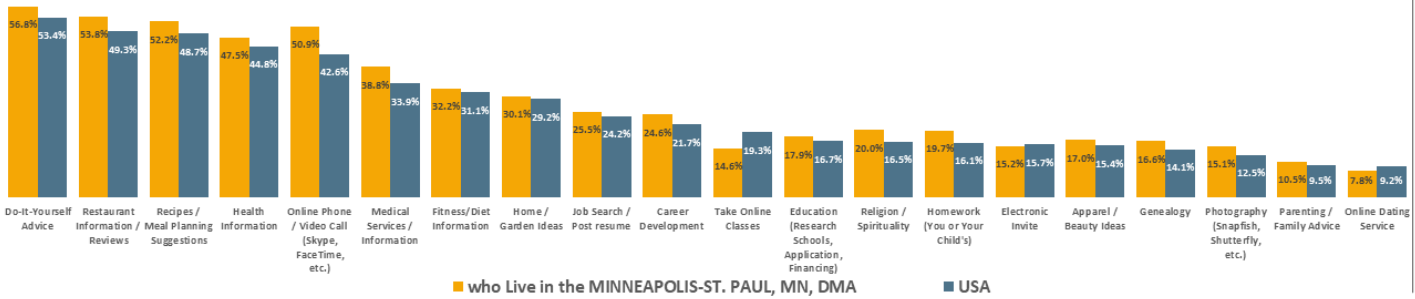
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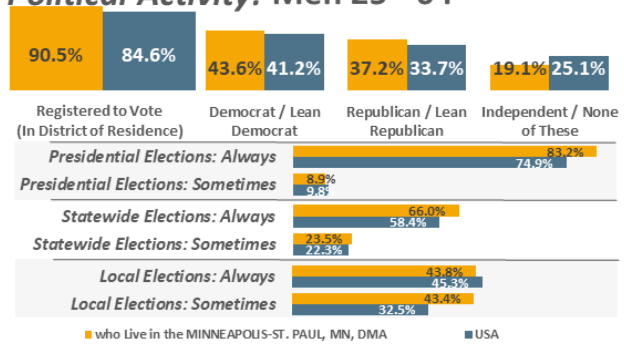
Minneapolis, St. Paul, MN DMA M25-64

1.5% or 1,264,267 of USA Men 25 - 64 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Men 25 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 6.3% more likely to look up D-I-Y advice online, 3.2% less likely to always vote in local elections, 26.7% less likely to belong to a gym, 3.7% more likely to fly domestic past yr.

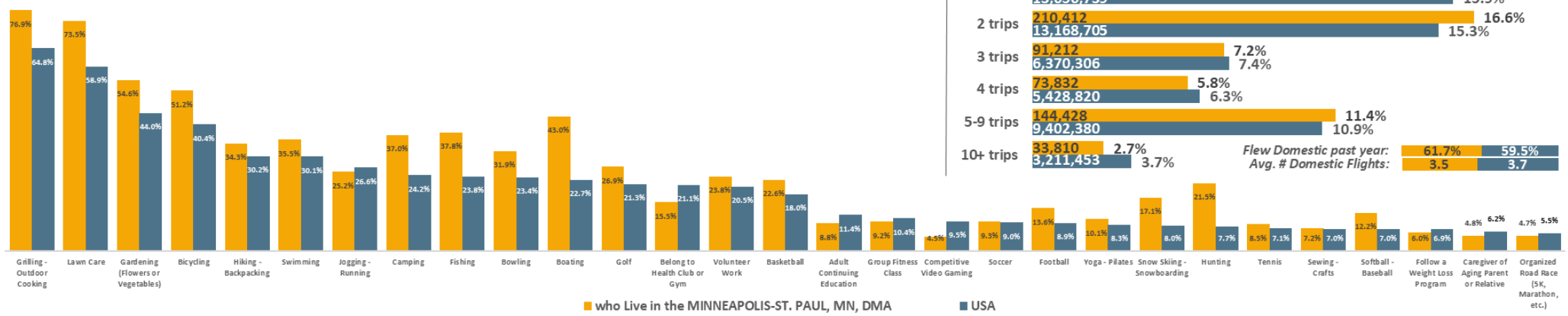
Top-20 past 30-days Online Lifestyle Activites: Men 25 - 64



Political Activity: Men 25 - 64



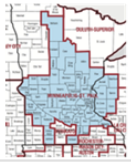
Top-30 past 12-months Active Lifestyle Activites: Men 25 - 64



Past 12-months Domestic Airline Trips: Men 25 - 64

USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,873

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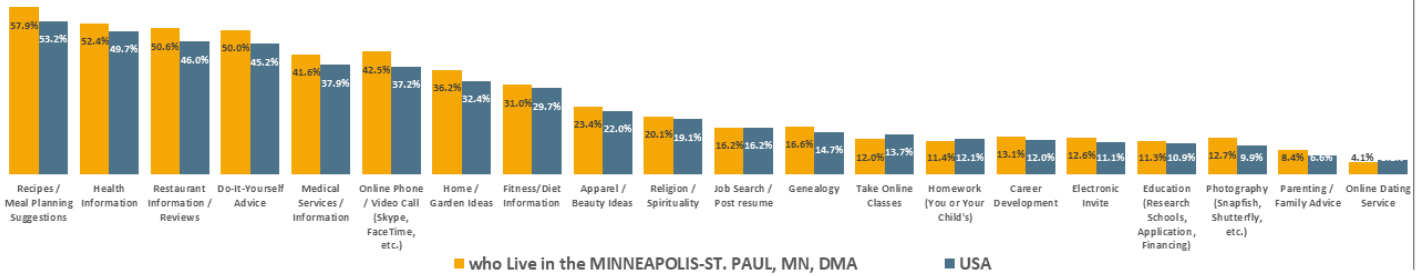


Minneapolis, St. Paul, MN

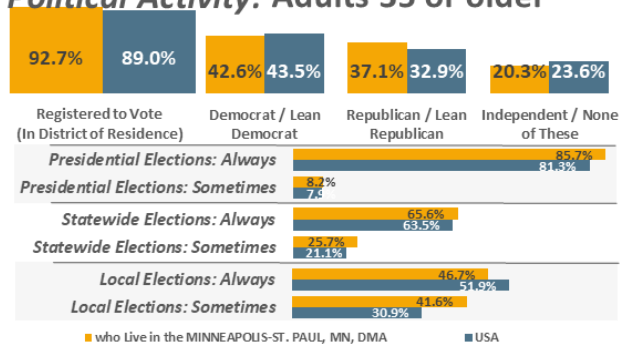
DMA **P35+**

1.5% or 2,761,881 of USA Adults 35 or older Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Adults 35 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 10.7% more likely to look up D-I-Y advice online, 9.9% less likely to always vote in local elections, 8.8% less likely to belong to a gym, .3% more likely to fly domestic past yr.

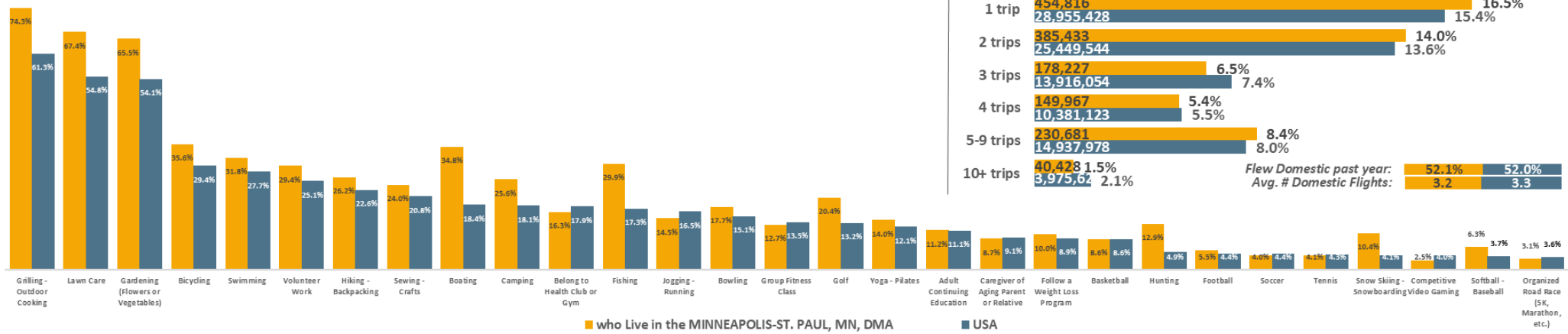
Top-20 past 30-days Online Lifestyle Activites: Adults 35 or older



Political Activity: Adults 35 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 35 or older



Past 12-months Domestic Airline Trips: Adults 35 or older

USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,873

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Minneapolis, St. Paul, MN

DMA P18+

1.5% or 3,847,223 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 1.1% less likely to use QSRs past mo., 1.5% less likely to use Sit-Down Restaurants past mo., 20.4% more likely to use Casinos past yr., 6.3% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 87.6% 3,371,117 | 88.6% 232,271,499

Avg. Monthly QSR Meals: 5.3 | 6.6

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



Total Monthly Sit-Down Restaurant Users: 75.2% 2,892,950 | 76.4% 200,177,746

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

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA 410,572 10.7%

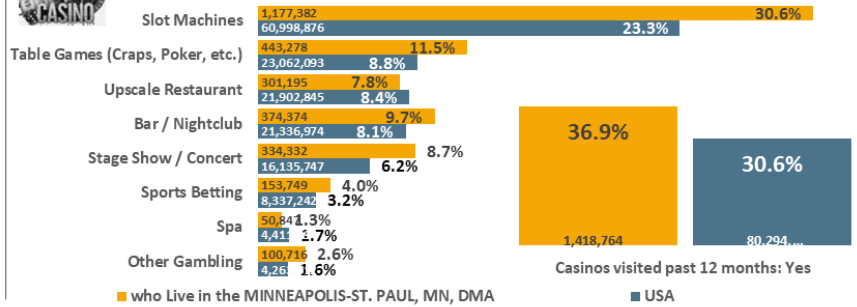
USA 18.0%

Drank Past 30-days: Adults 18 or older



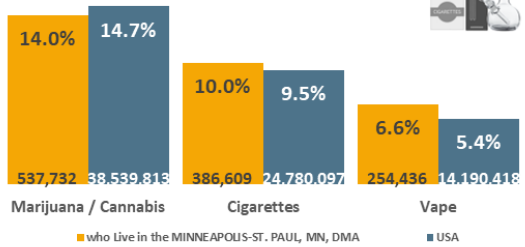
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,873

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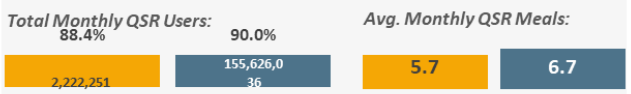


Minneapolis, St. Paul, MN DMA P25-64

1.5% or 2,515,154 of USA Adults 25 - 64 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Adults 25 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 1.8% less likely to use QSRs past mo., 1.8% less likely to use Sit-Down Restaurants past mo., 20.1% more likely to use Casinos past yr., 31.7% less likely to smoke cigarettes.

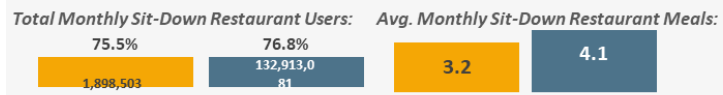
Past 30-days QSR Users: Adults 25 - 64





Past 30-days Sit-Down Restaurant Users: Adults 25 - 64





Top-10 Cuisines: Adults 25 - 64

(Sit-Down Restaurants Used Past 30-days)



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

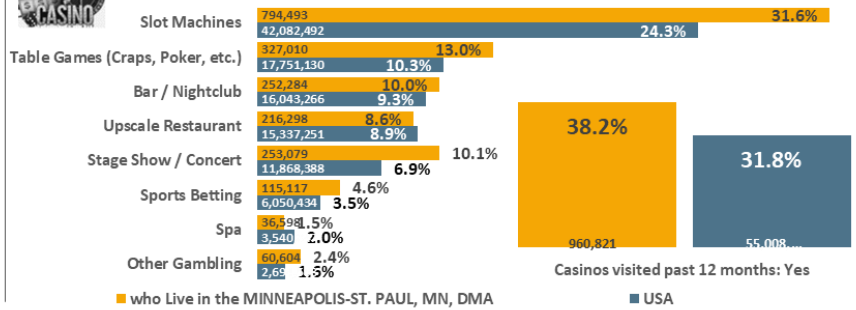


Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64





Used Past 30-days: Adults 25 - 64



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,873

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Minneapolis, St. Paul, MN DMA W25-64

1.4% or 1,250,887 of USA Women 25 - 64 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Women 25 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 1.9% less likely to use QSRs past mo., .3% less likely to use Sit-Down Restaurants past mo., 28.% more likely to use Casinos past yr., 68.1% less likely to smoke cigarettes.

Past 30-days QSR Users: Women 25 - 64



Total Monthly QSR Users: 88.8% 1,111,150 | 90.6% 78,686,037

Avg. Monthly QSR Meals: 5.5 | 6.6

Past 30-days Sit-Down Restaurant Users: Women 25 - 64



Total Monthly Sit-Down Restaurant Users: 76.3% 954,601 | 76.6% 66,514,950

Avg. Monthly Sit-Down Restaurant Meals: 3.2 | 4.0

Top-10 Cuisines: Women 25 - 64

(Sit-Down Restaurants Used Past 30-days)



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

who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA: 168,092 13.4%

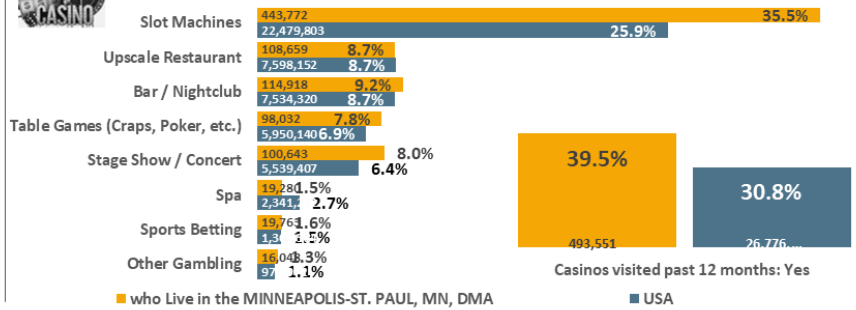
USA: 20.6%

Drank Past 30-days: Women 25 - 64



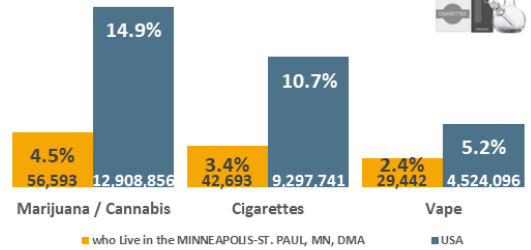
Past 12 months Casino Activities: Women 25 - 64





Used Past 30-days: Women 25 - 64





USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,873

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Minneapolis, St. Paul, MN
DMA M25-64

1.5% or 1,264,267 of USA Men 25 - 64 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Men 25 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 1.6% less likely to use QSRs past mo., 3.2% less likely to use Sit-Down Restaurants past mo., 12.7% more likely to use Casinos past yr., 63.5% less likely to smoke cigarettes.

Past 30-days QSR Users: Men 25 - 64



Total Monthly QSR Users:
87.9%
89.3%
1,111,101
76,940,00
0

Avg. Monthly QSR Meals:
5.9
6.8

Past 30-days Sit-Down Restaurant Users: Men 25 - 64



Total Monthly Sit-Down Restaurant Users:
74.7%
77.1%
943,902
66,398,13
1

Avg. Monthly Sit-Down Restaurant Meals:
3.1
4.1

Top-10 Cuisines: Men 25 - 64
(Sit-Down Restaurants Used Past 30-days)



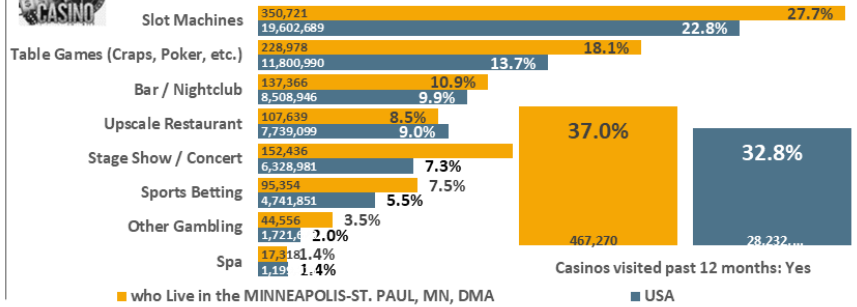
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA 137,368 10.9%
USA 20.5%

Drank Past 30-days: Men 25 - 64



Past 12 months Casino Activities: Men 25 - 64





Used Past 30-days: Men 25 - 64



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,873

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Minneapolis, St. Paul, MN DMA P35+

1.5% or 2,761,881 of USA Adults 35 or older Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Adults 35 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 1.3% less likely to use QSRs past mo., .4% more likely to use Sit-Down Restaurants past mo., 14.9% more likely to use Casinos past yr., 32.3% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 35 or older



Total Monthly QSR Users: 85.9% 87.0% 2,372,476 163,327,733

Avg. Monthly QSR Meals: 5.0 6.2

Past 30-days Sit-Down Restaurant Users: Adults 35 or older



Total Monthly Sit-Down Restaurant Users: 76.6% 76.3% 2,115,320 143,262,814

Avg. Monthly Sit-Down Restaurant Meals: 3.3 4.0

Top-10 Cuisines: Adults 35 or older

(Sit-Down Restaurants Used Past 30-days)



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

who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA 216,078 7.8%

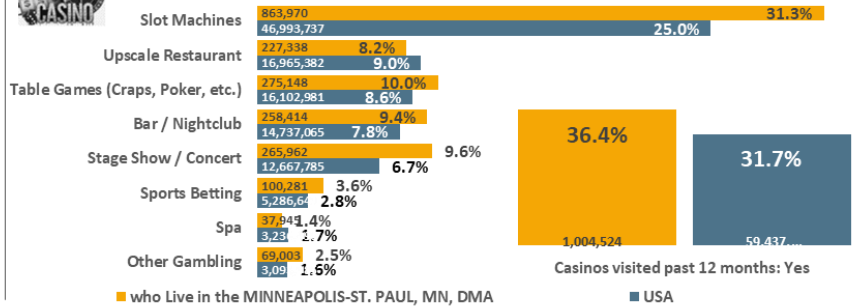
USA 13.7%

Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older





Used Past 30-days: Adults 35 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *1,873*

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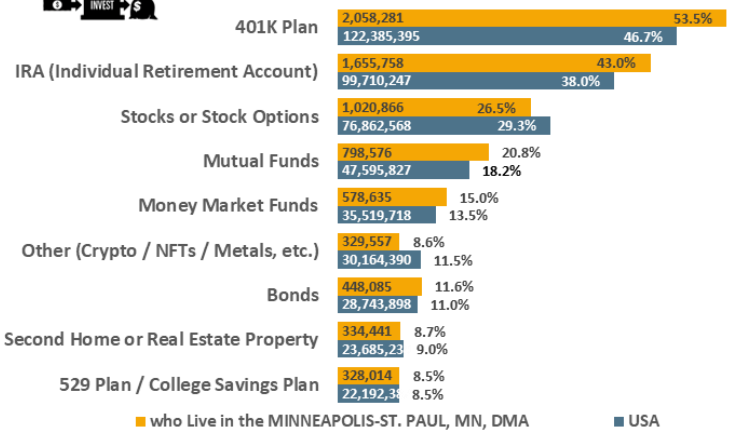


Minneapolis, St. Paul, MN DMA P18+

1.5% or 3,847,223 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 14.6% more likely to have a 401K, 26.5% more likely to have an Auto Loan, 15.3% less likely to Invest/Trade Stocks Online, 11.2% less likely to pay with their Debit Card.

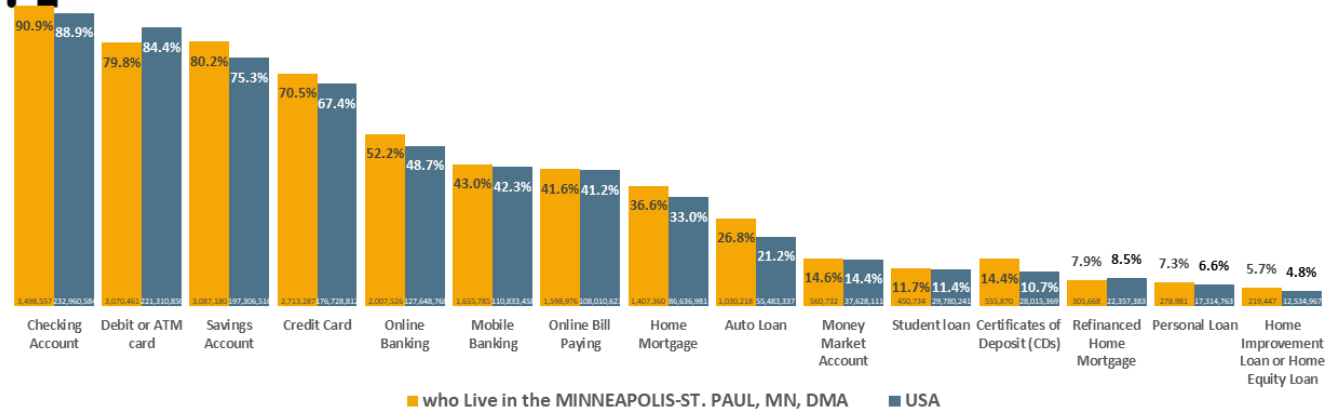
Investments Owned: Adults 18 or older



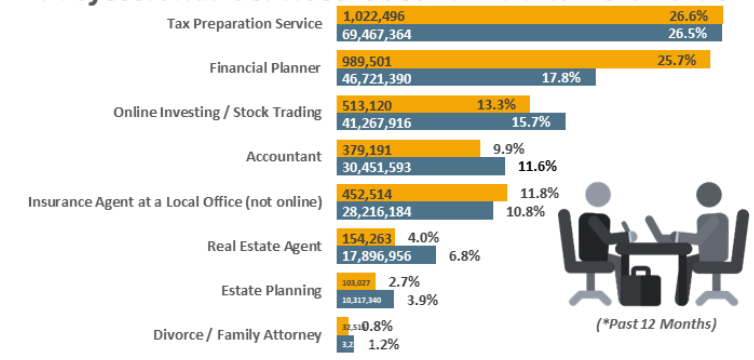


Financial Services Has and/or Uses: Adults 18 or older





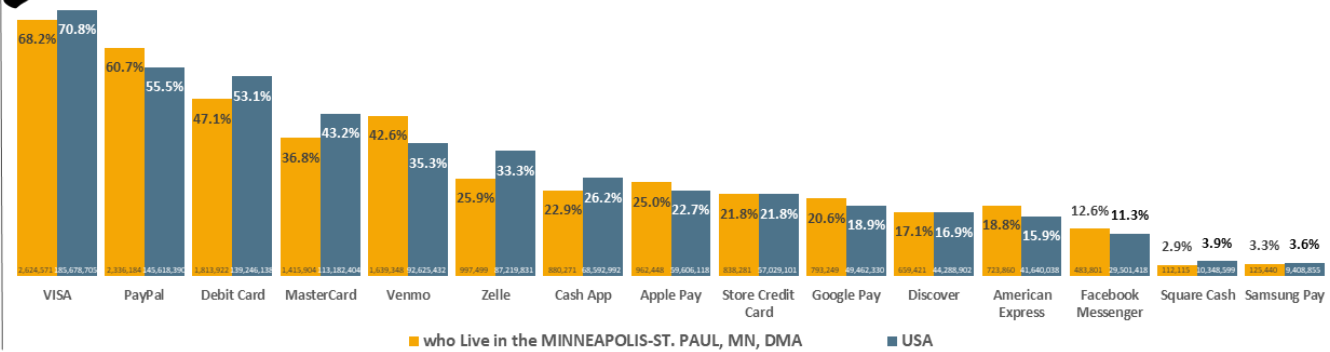
Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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





USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,873

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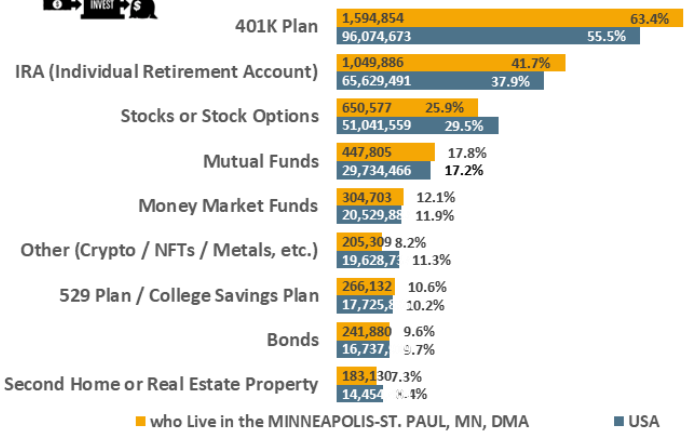


Minneapolis, St. Paul, MN DMA P25-64

1.5% or 2,515,154 of USA Adults 25 - 64 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Adults 25 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 14.2% more likely to have a 401K, 26.% more likely to have an Auto Loan, 15.2% less likely to Invest/Trade Stocks Online, 12.4% less likely to pay with their Debit Card.

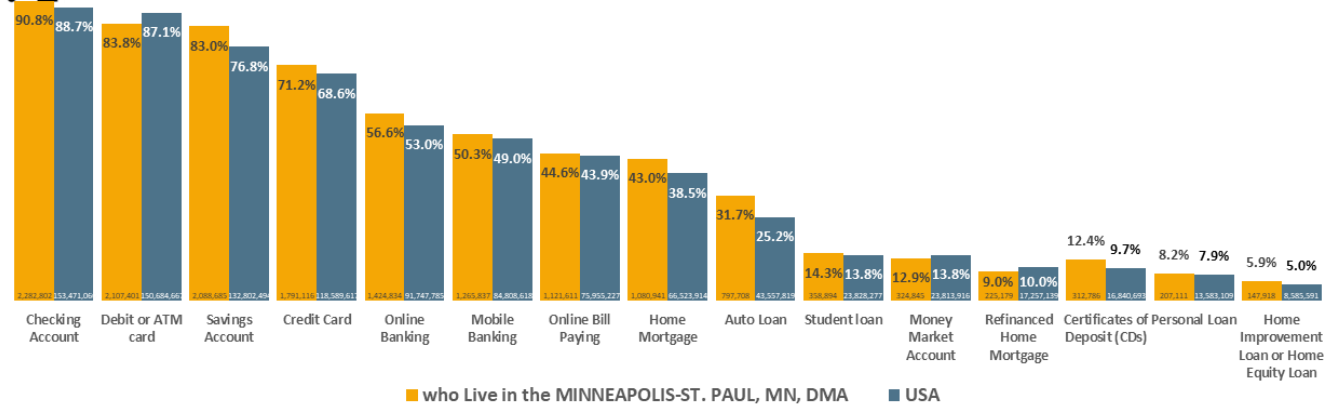
Investments Owned: Adults 25 - 64



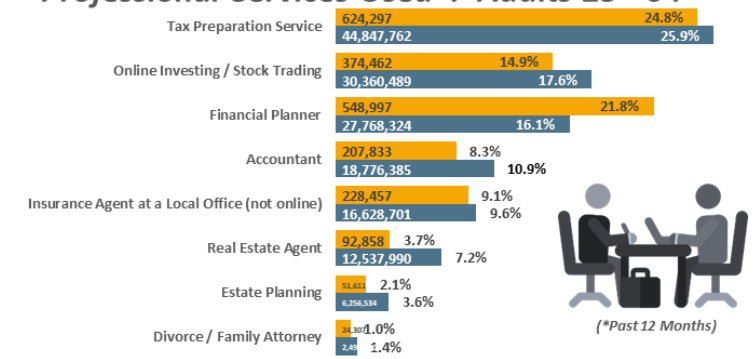


Financial Services Has and/or Uses: Adults 25 - 64





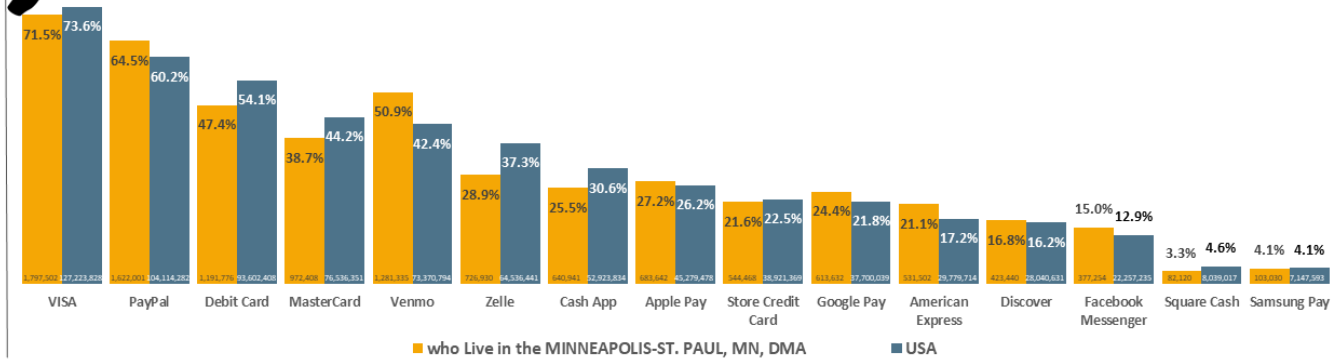
Professional Services Used:* Adults 25 - 64



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Adults 25 - 64





USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,873

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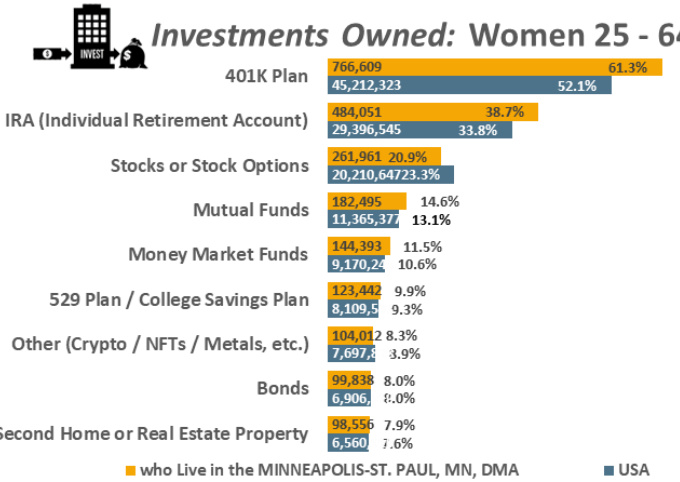
USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267



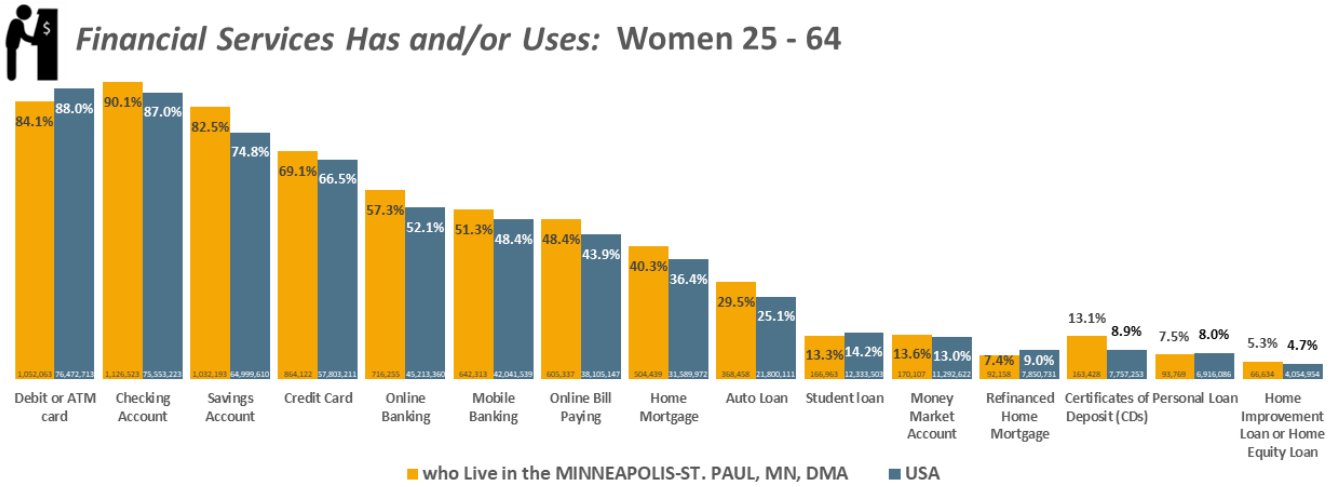
Minneapolis, St. Paul, MN
DMA W25-64

1.4% or 1,250,887 of USA Women 25 - 64 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Women 25 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 17.7% more likely to have a 401K, 17.4% more likely to have an Auto Loan, 18.% less likely to Invest/Trade Stocks Online, 11.9% less likely to pay with their Debit Card.

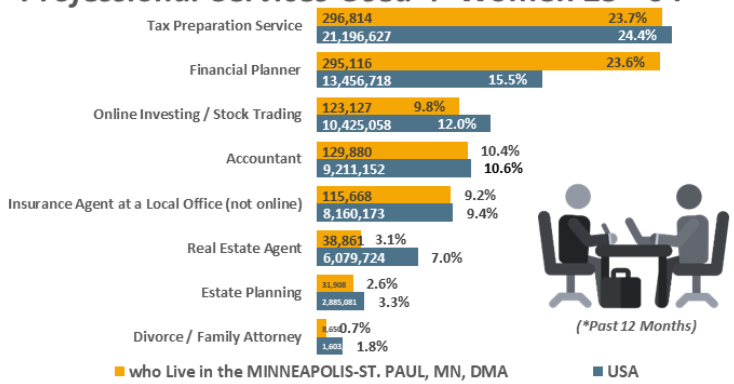
Investments Owned: Women 25 - 64



Financial Services Has and/or Uses: Women 25 - 64

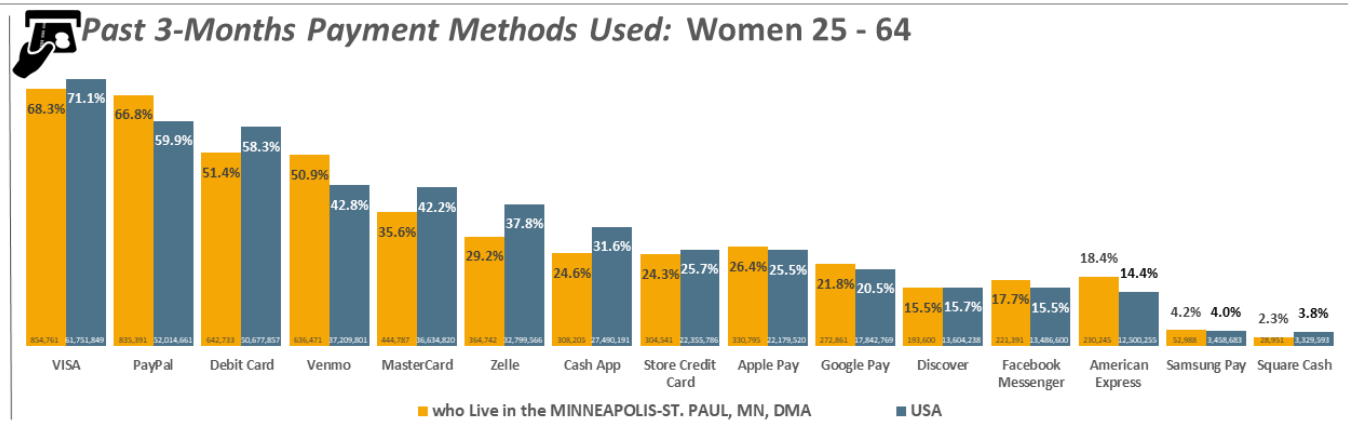


Professional Services Used:* Women 25 - 64



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Women 25 - 64



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,873

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USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

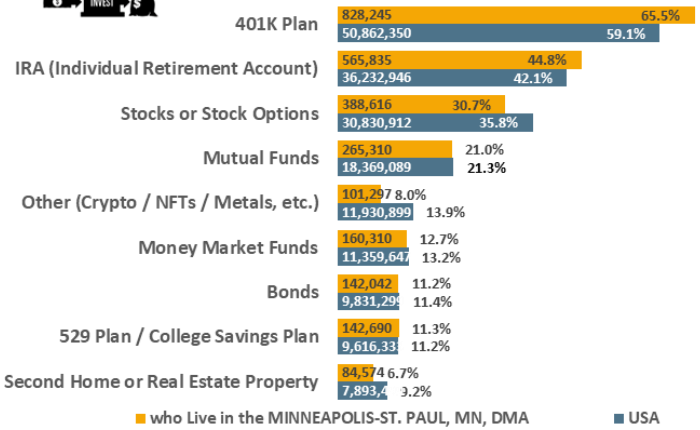


Minneapolis, St. Paul, MN
DMA M25-64

1.5% or 1,264,267 of USA Men 25 - 64 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Men 25 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 10.9% more likely to have a 401K, 34.4% more likely to have an Auto Loan, 14.1% less likely to Invest/Trade Stocks Online, 12.9% less likely to pay with their Debit Card.

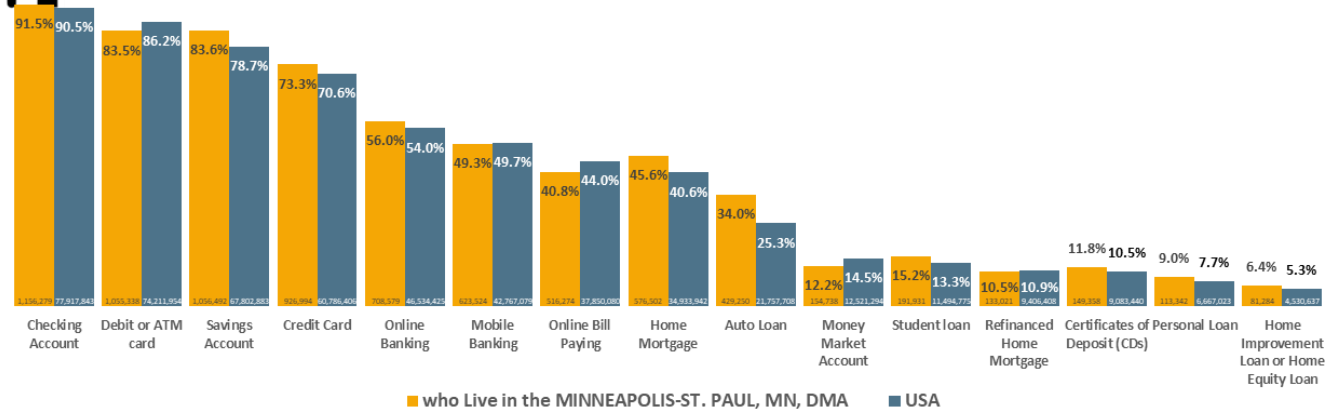
Investments Owned: Men 25 - 64



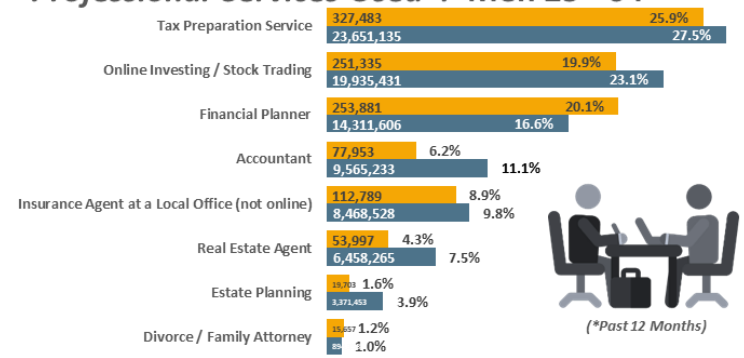


Financial Services Has and/or Uses: Men 25 - 64





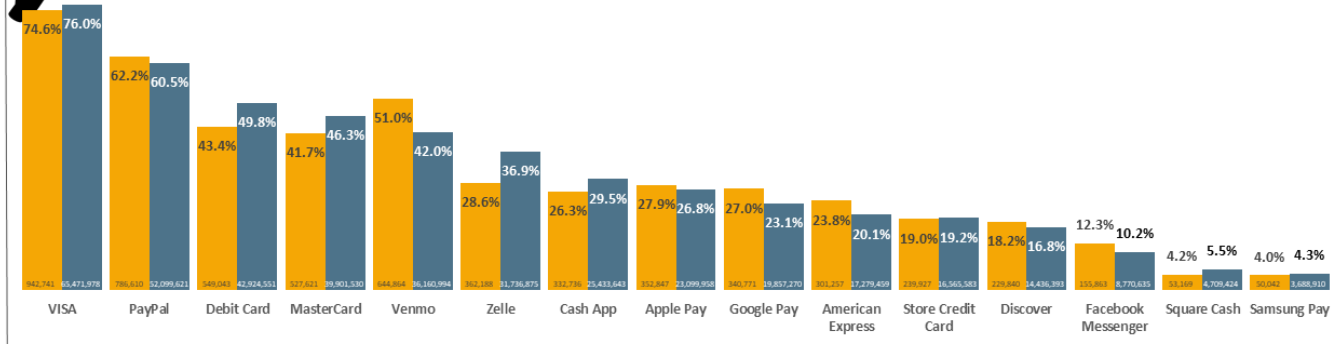
Professional Services Used:* Men 25 - 64



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Men 25 - 64





USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,873

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USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267



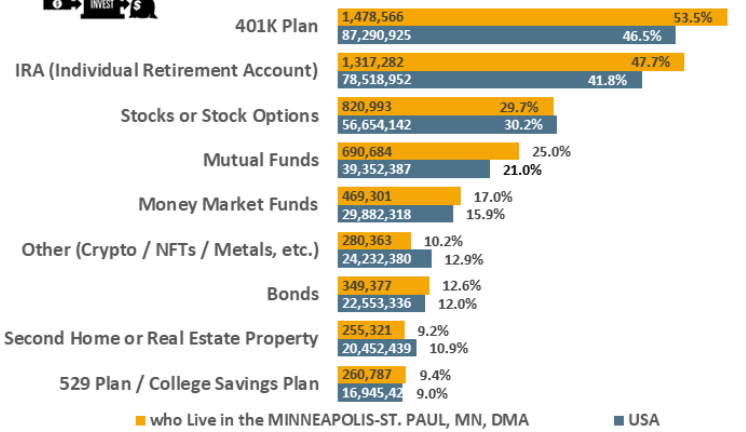
Minneapolis, St. Paul, MN

DMA P35+

1.5% or 2,761,881 of USA Adults 35 or older Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Adults 35 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 15.1% more likely to have a 401K, 24.2% more likely to have an Auto Loan, 3.% less likely to Invest/Trade Stocks Online, 13.3% less likely to pay with their Debit Card.

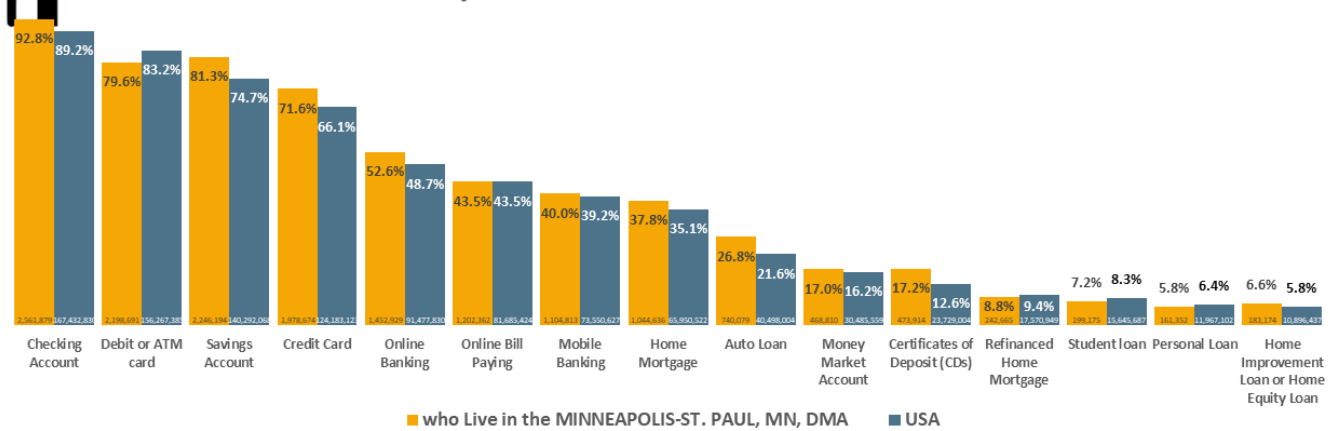
Investments Owned: Adults 35 or older





Financial Services Has and/or Uses: Adults 35 or older



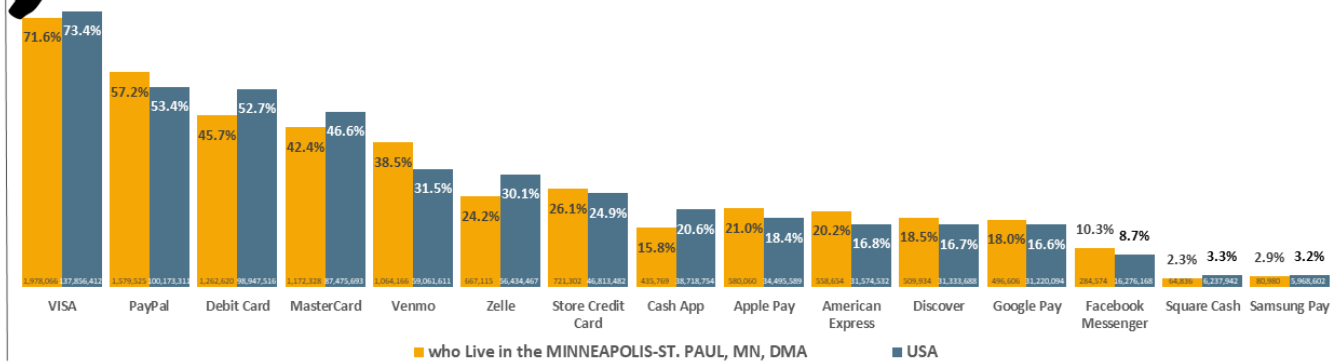


Professional Services Used:* Adults 35 or older



Past 3-Months Payment Methods Used: Adults 35 or older

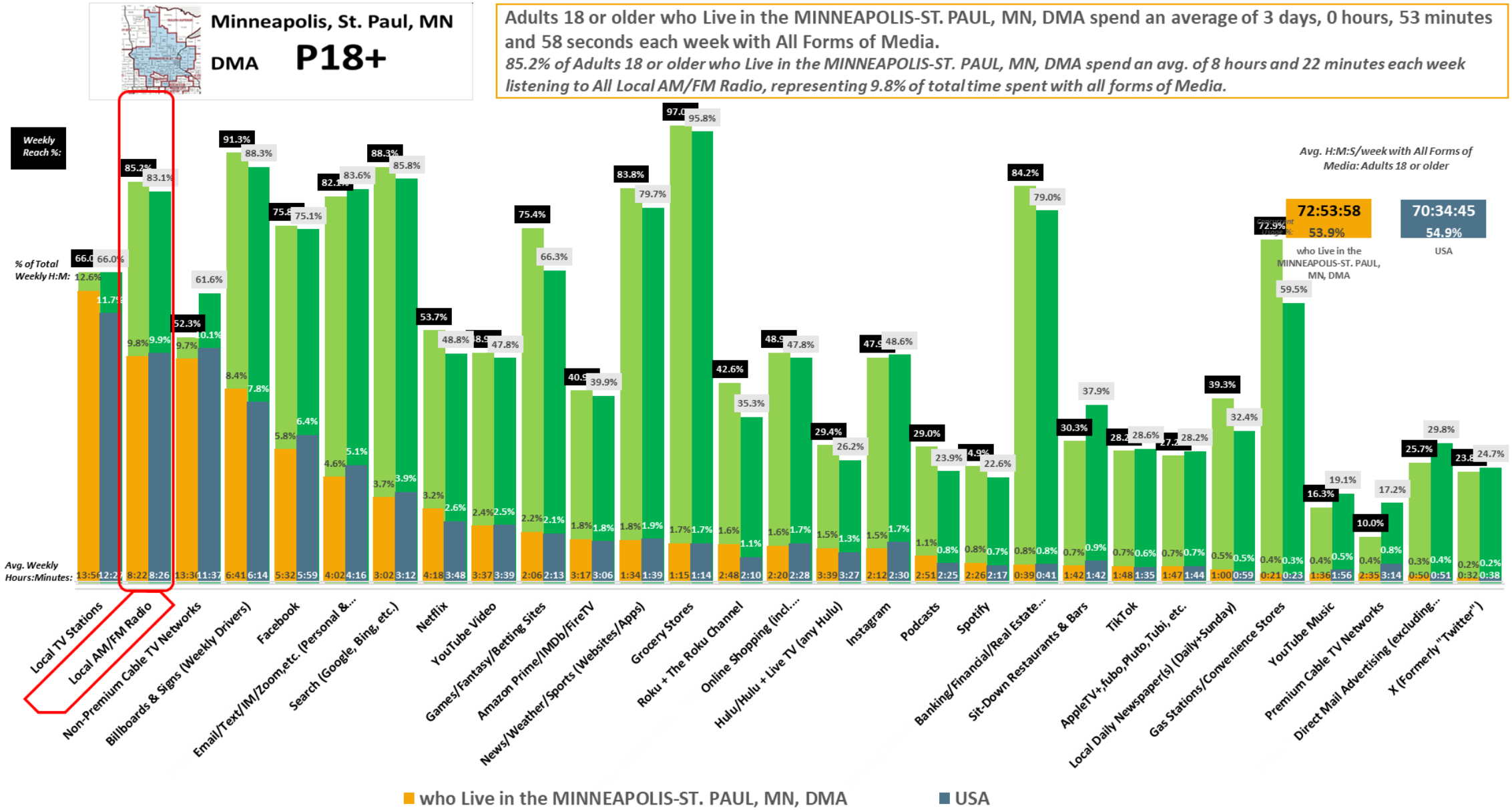




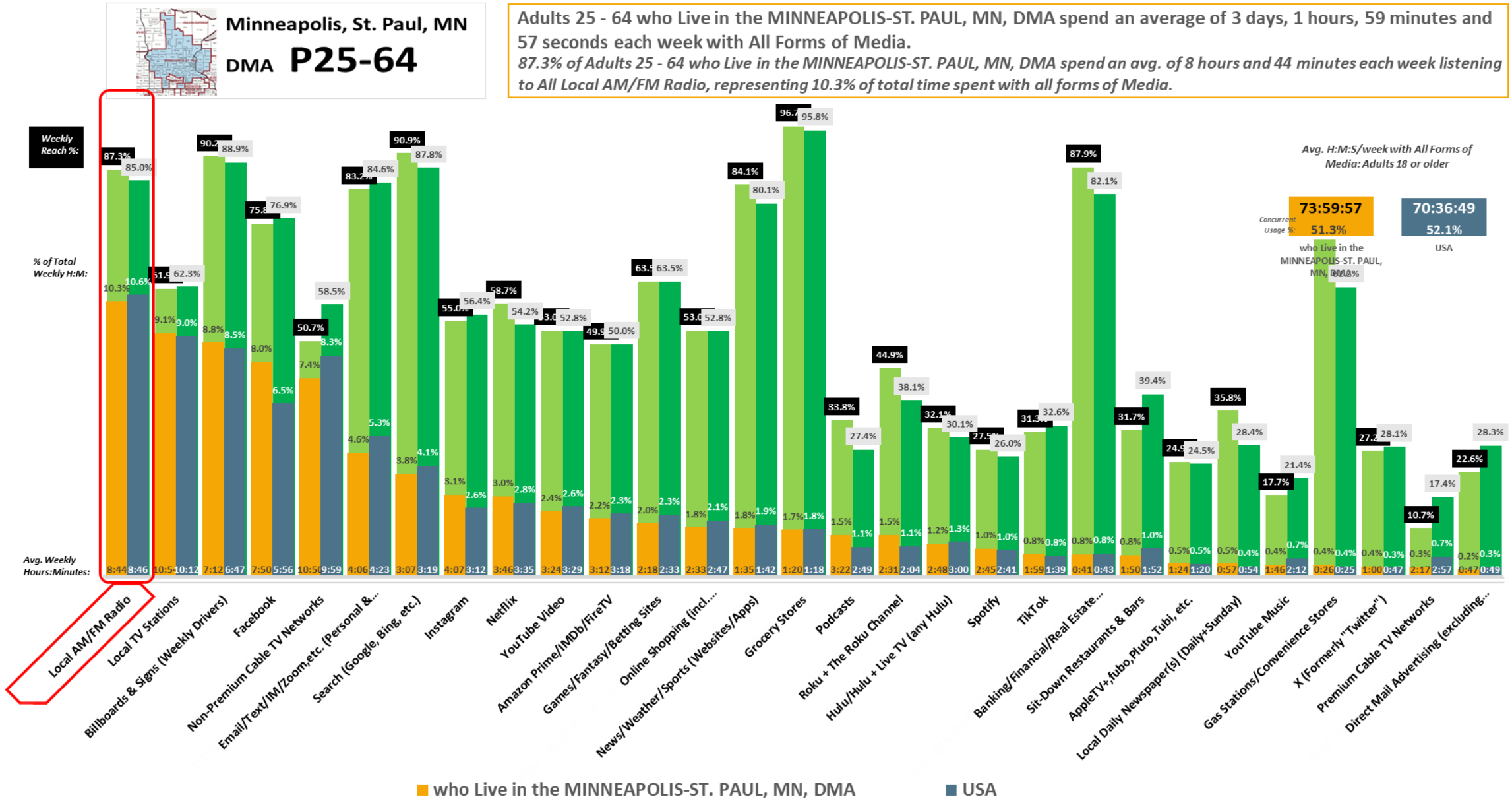
USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,873

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USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

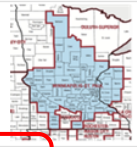


USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,873 USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267
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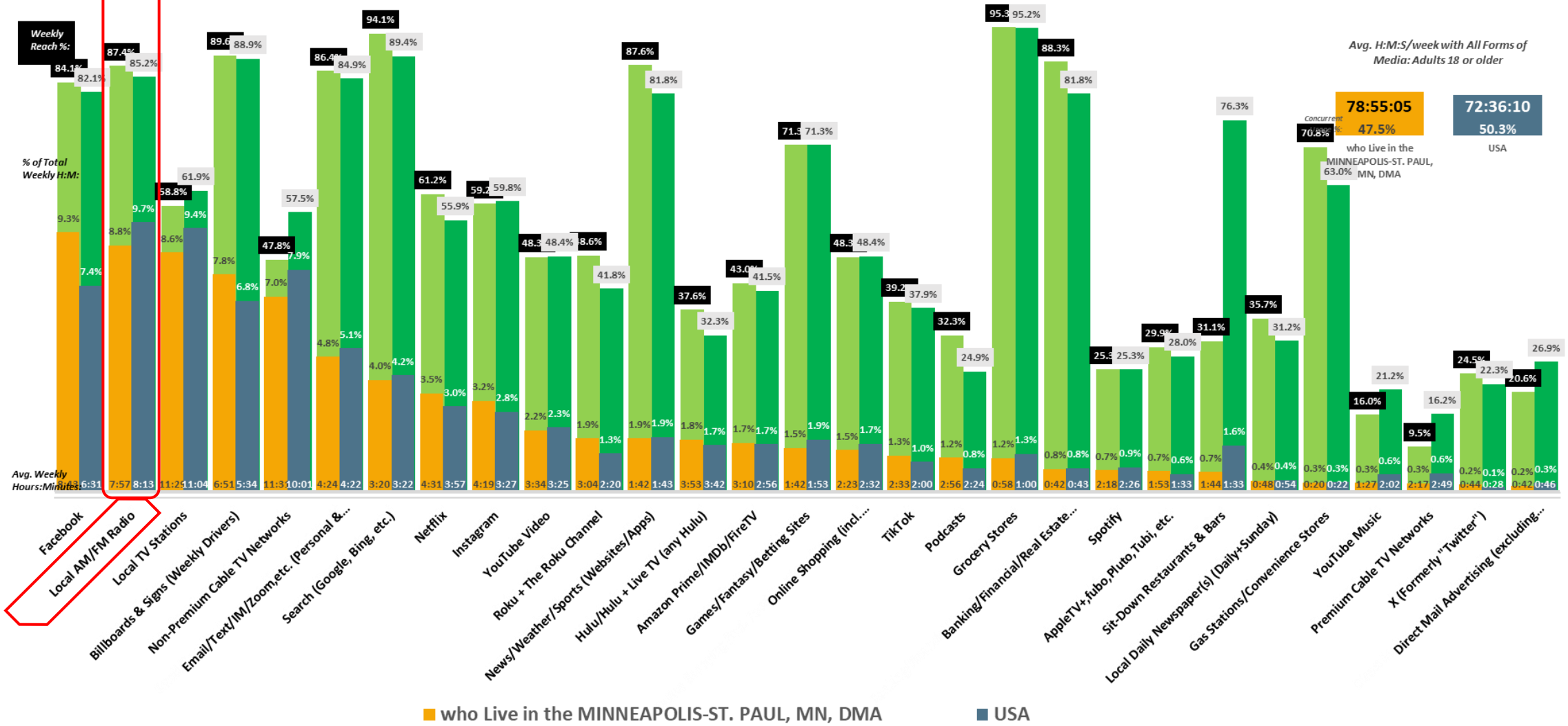
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Minneapolis, St. Paul, MN DMA W25-64

Women 25 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 3 days, 6 hours, 55 minutes and 5 seconds each week with All Forms of Media.

87.4% of Women 25 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an avg. of 7 hours and 57 minutes each week listening to All Local AM/FM Radio, representing 8.8% of total time spent with all forms of Media.

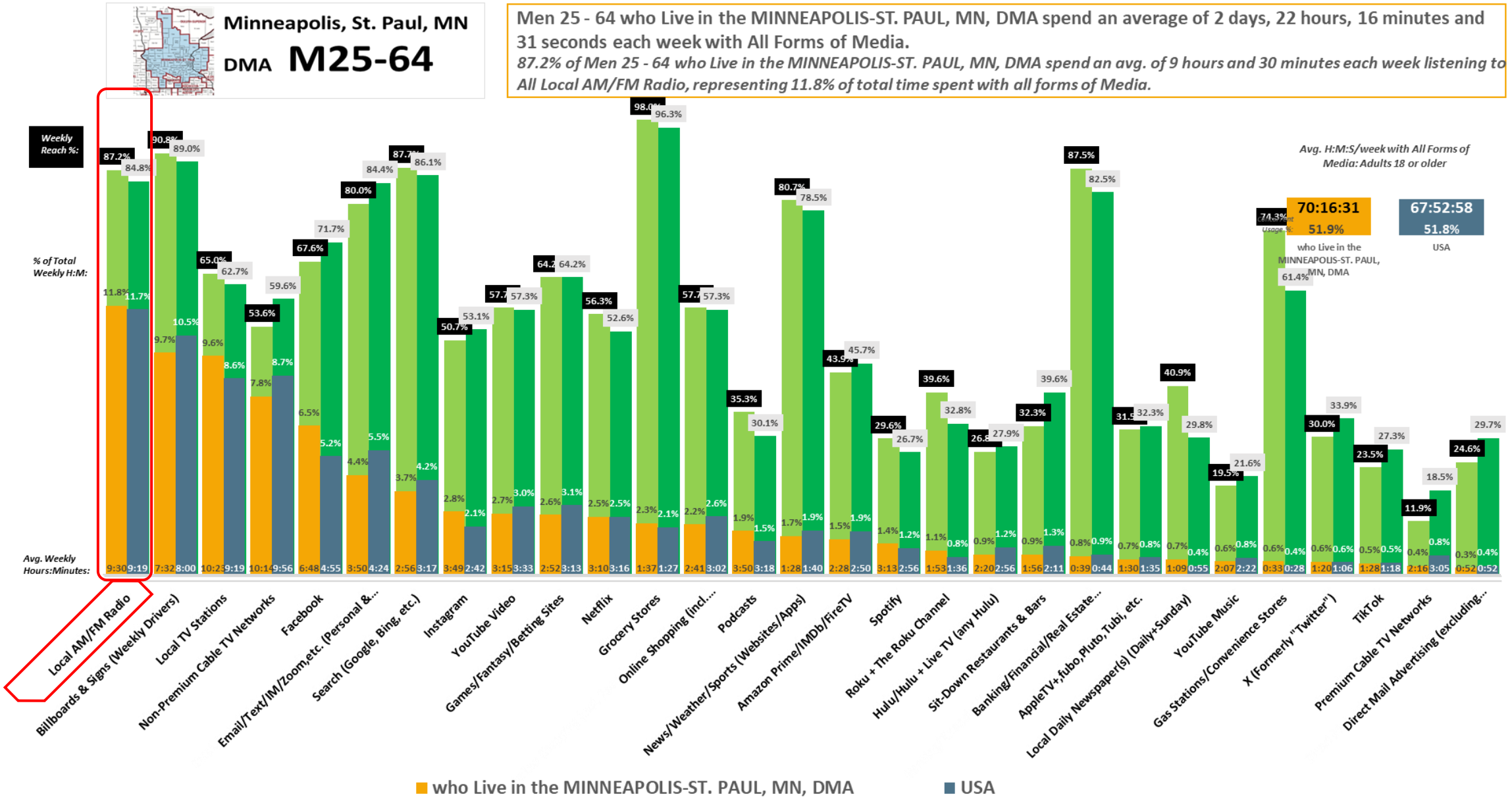


■ who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA ■ USA

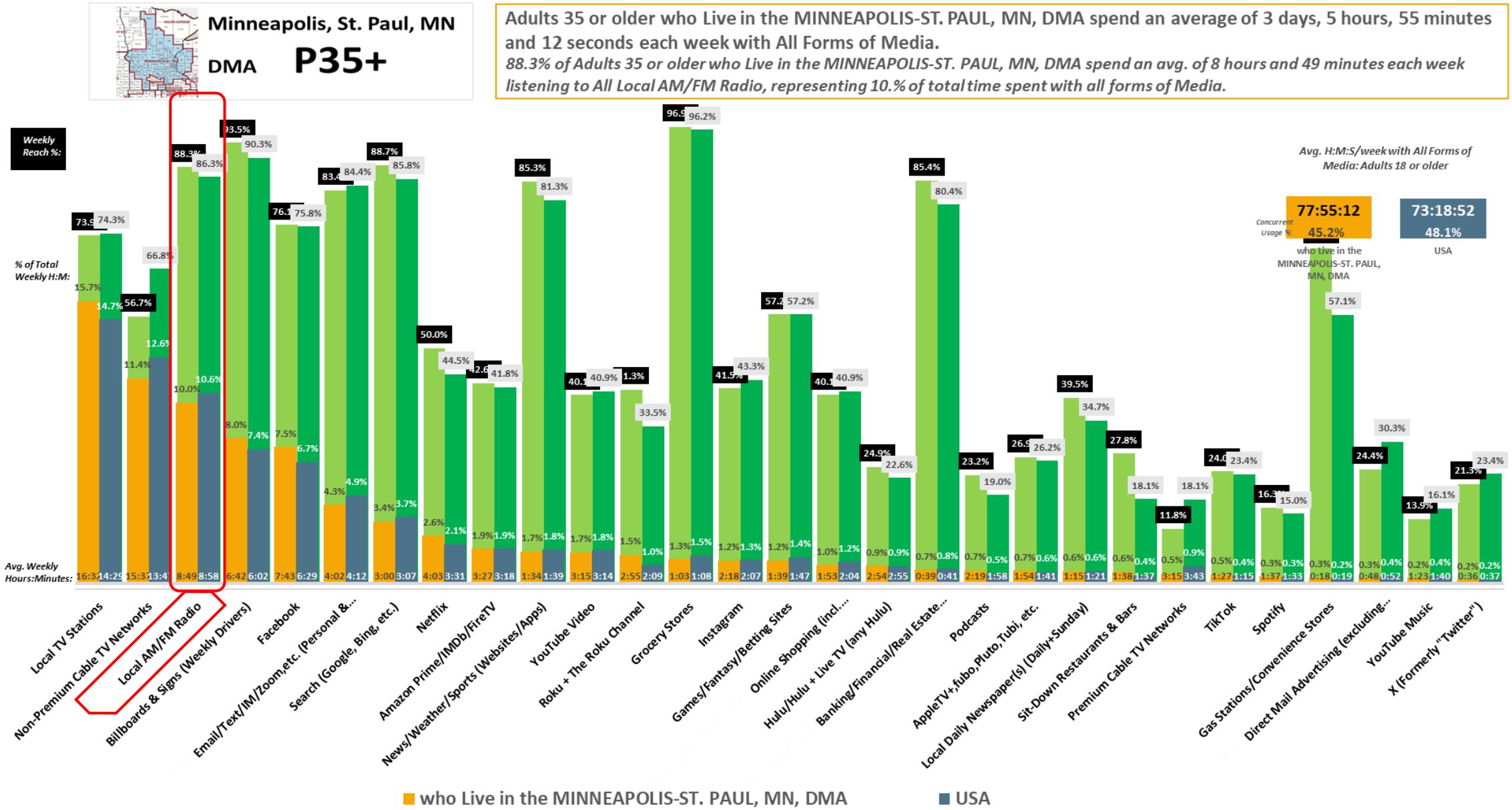
USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,873 USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

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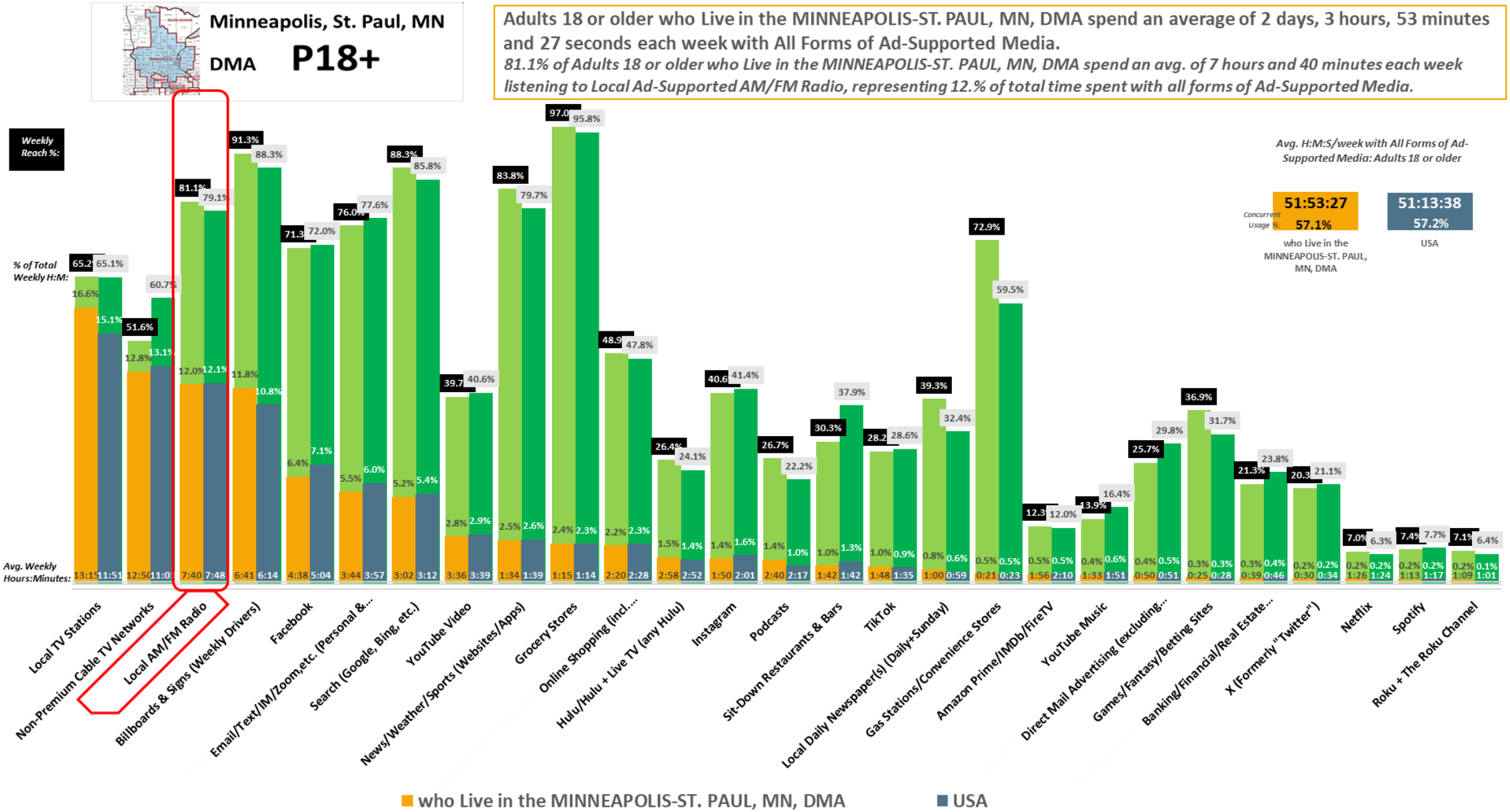
USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,873 USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267
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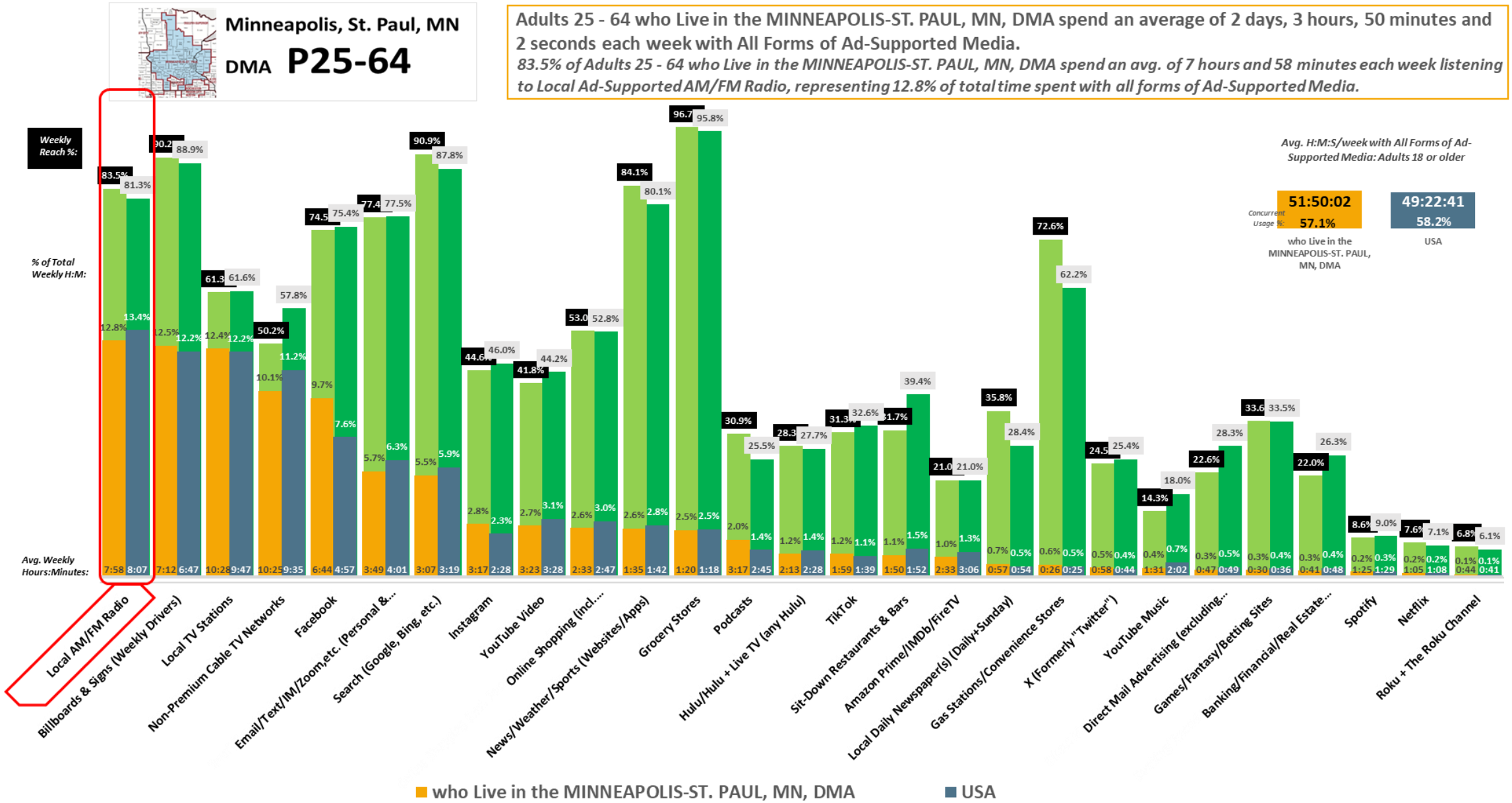
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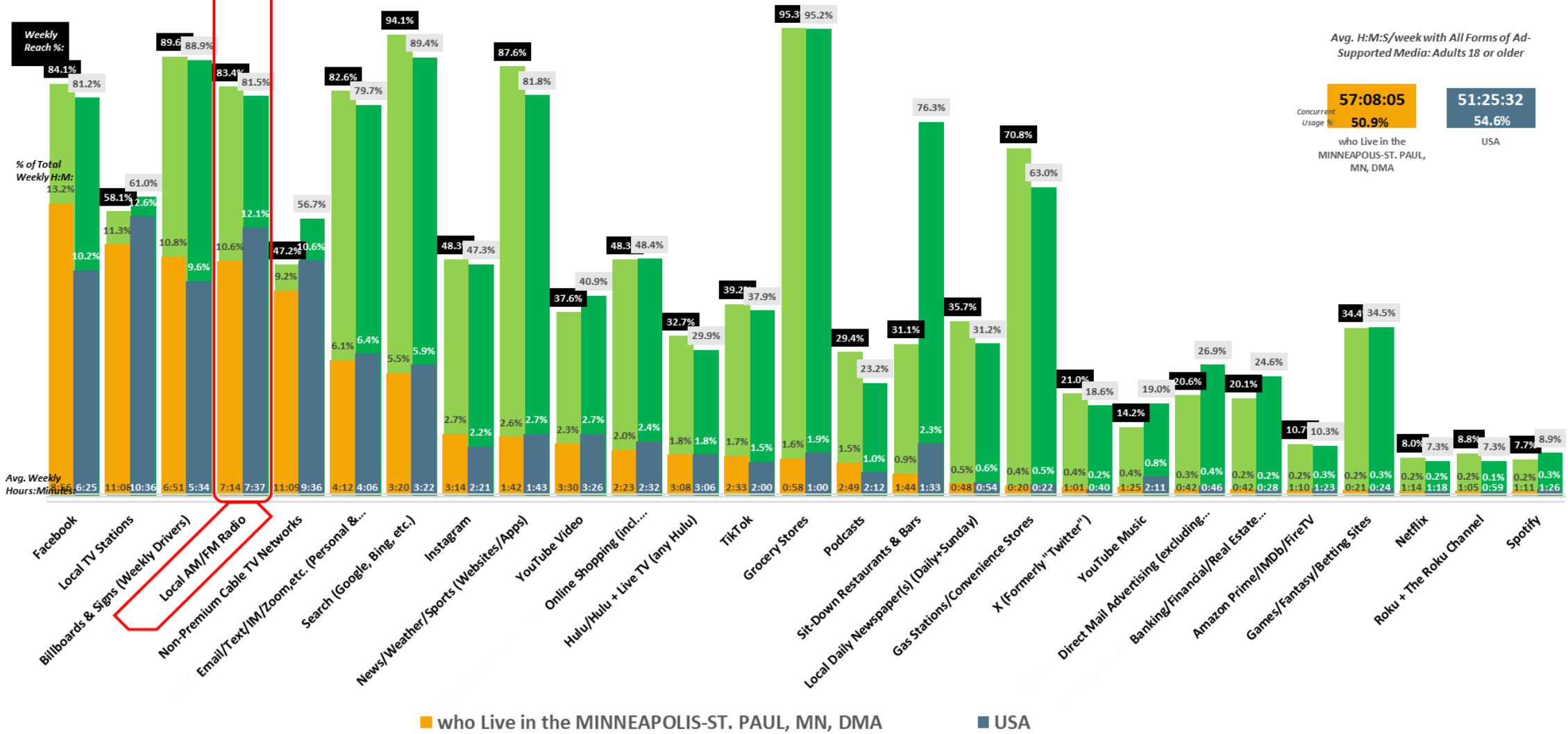
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Minneapolis, St. Paul, MN DMA W25-64

Women 25 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 2 days, 9 hours, 8 minutes and 5 seconds each week with All Forms of Ad-Supported Media.

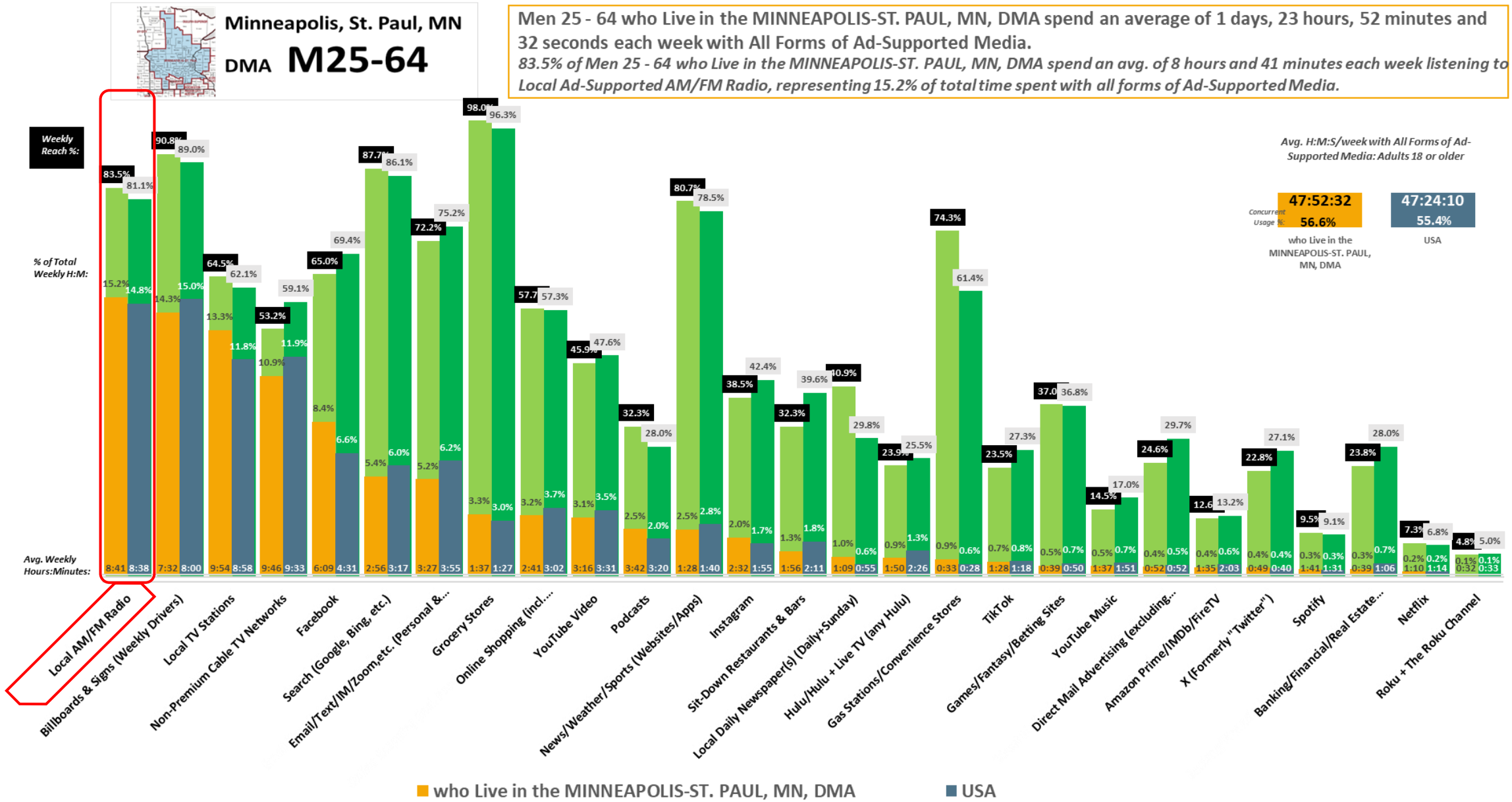
83.4% of Women 25 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an avg. of 7 hours and 14 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.6% of total time spent with all forms of Ad-Supported Media.



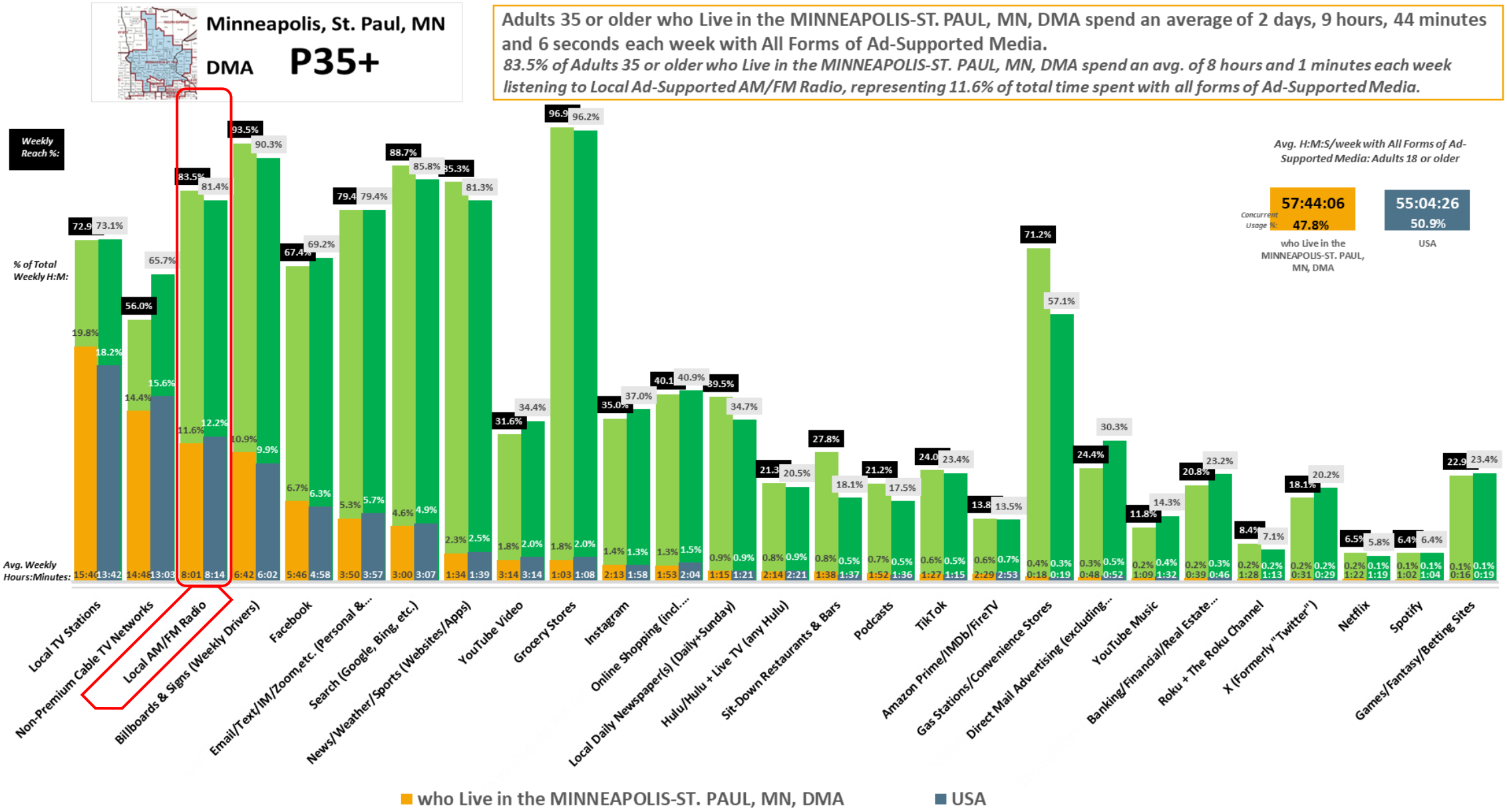
USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,873 USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

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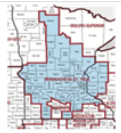
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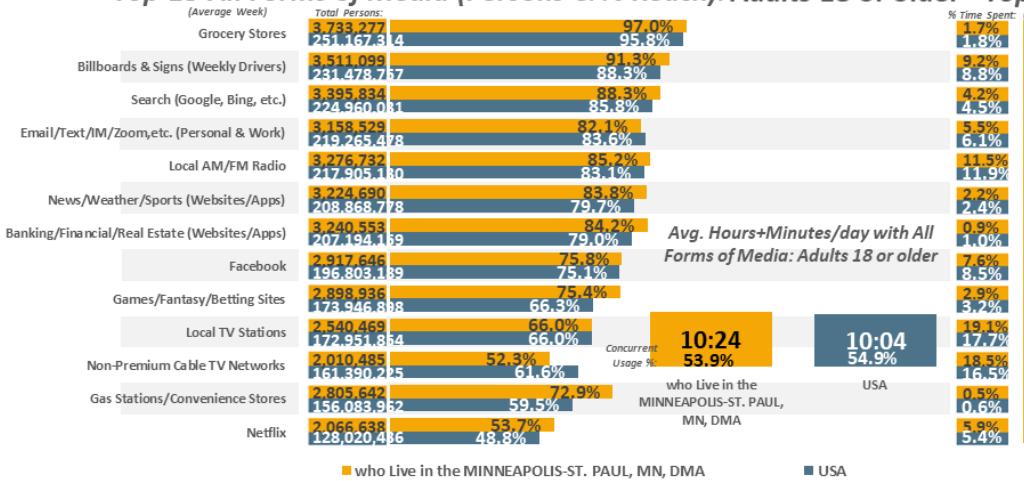


Minneapolis, St. Paul, MN

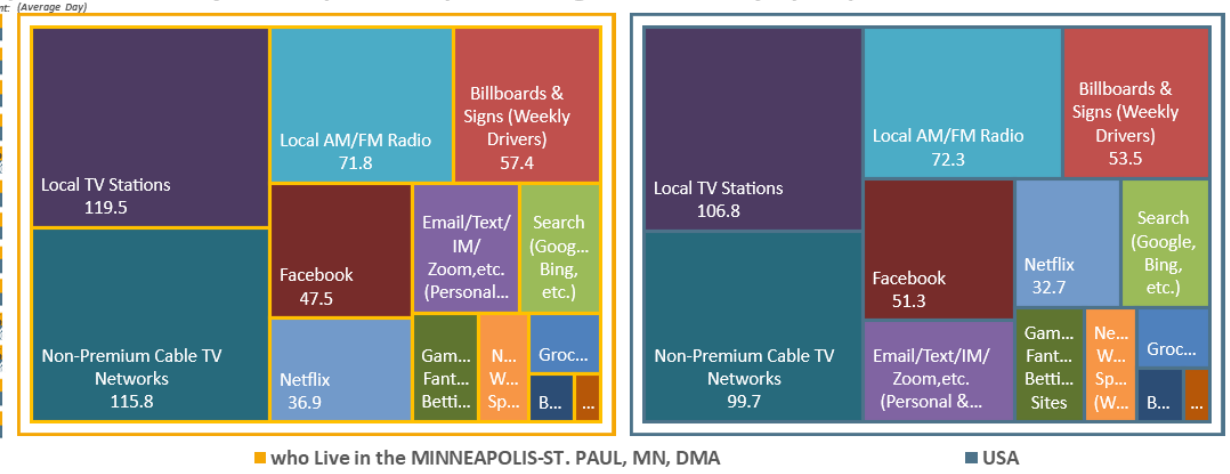
DMA **P18+**

Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 7 hours and 24 minutes each day with All Forms of Ad-Supported Media. 81.1% listen to Local AM/FM Radio for an avg. of 65.8 minutes/day. *(Local Radio delivers 12.% of Time with Ad-Supported Media.)*

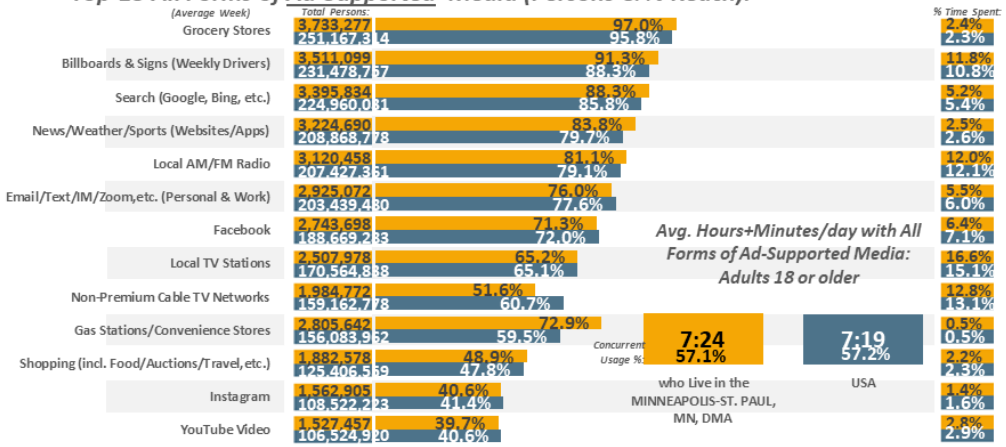
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



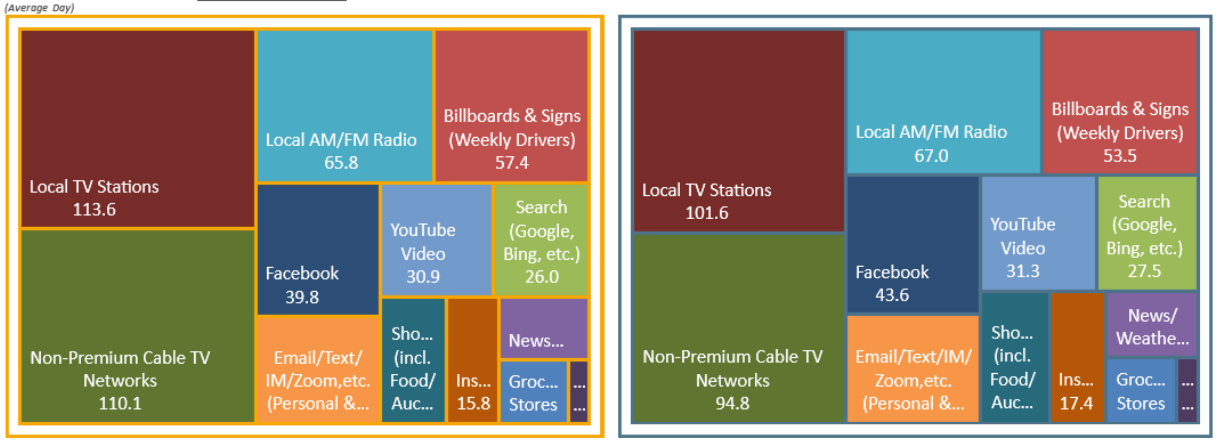
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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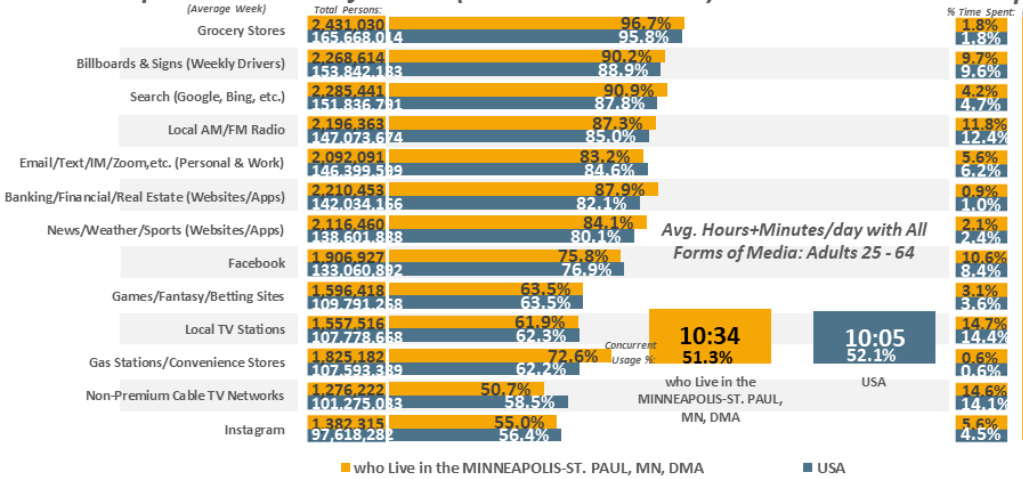
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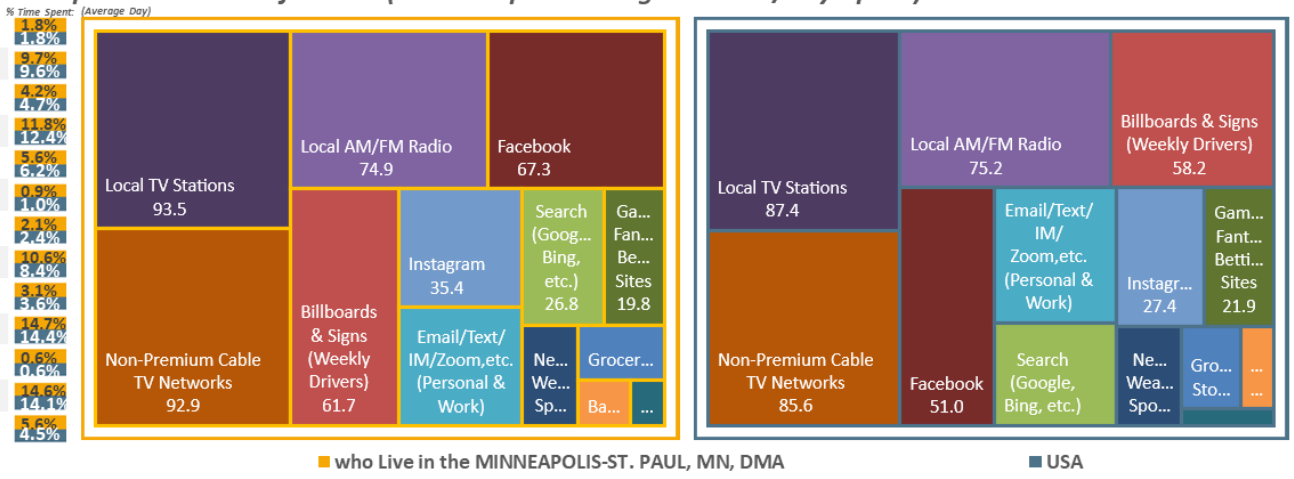
Minneapolis, St. Paul, MN DMA P25-64

Adults 25 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 7 hours and 24 minutes each day with All Forms of Ad-Supported Media. 83.5% listen to Local AM/FM Radio for an avg. of 68.3 minutes/day. *(Local Radio delivers 12.8% of Time with Ad-Supported Media.)*

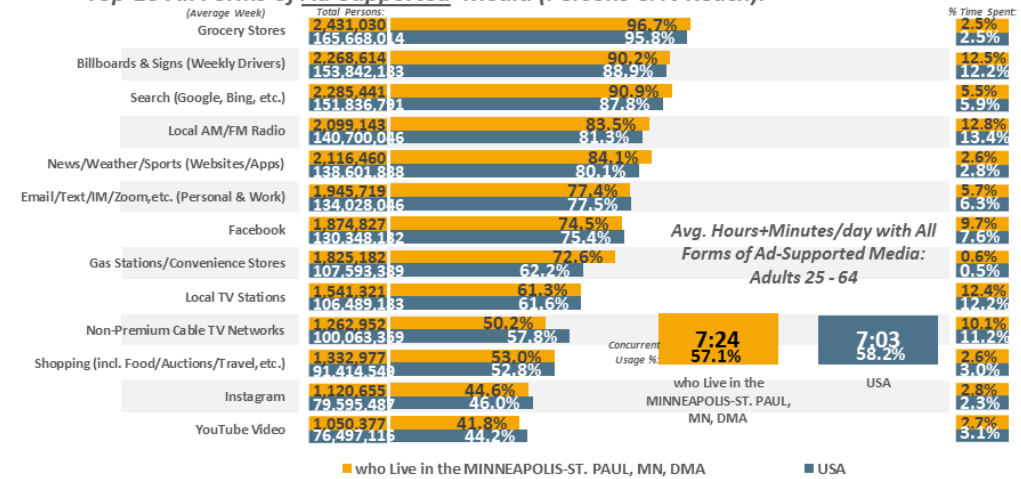
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



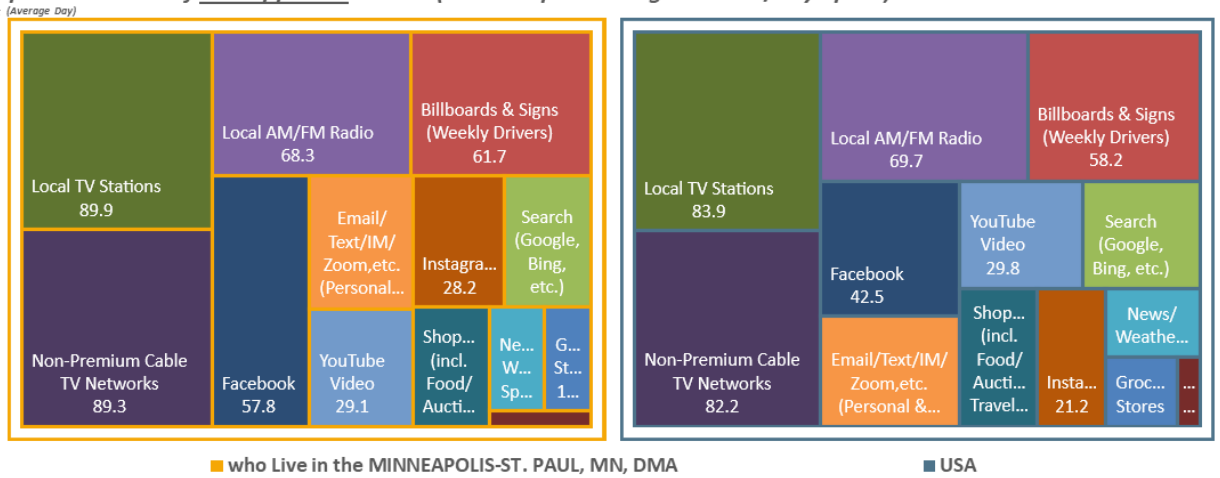
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

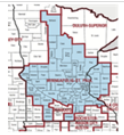


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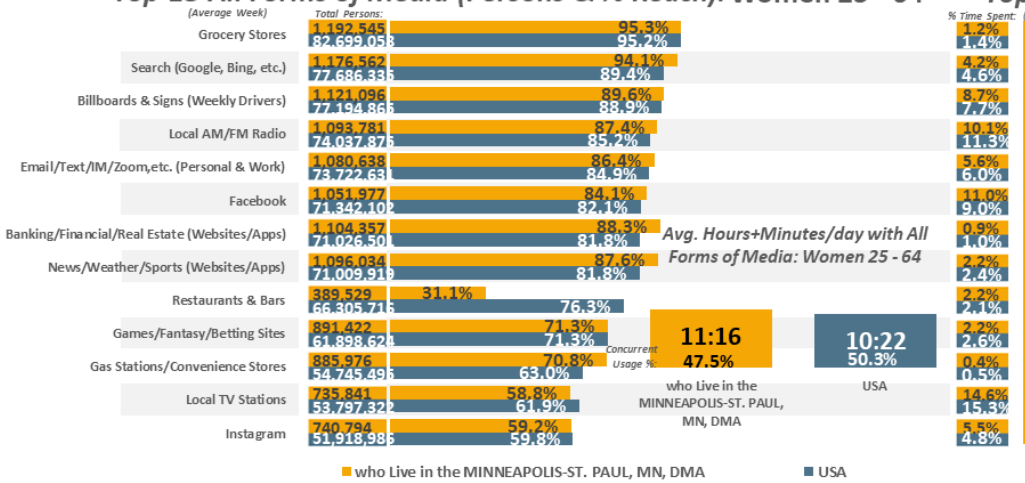
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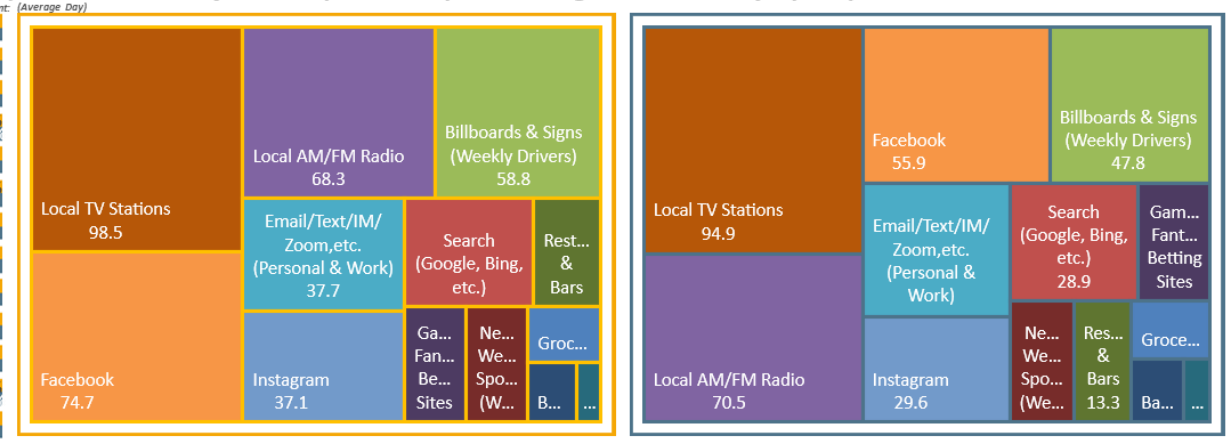
Minneapolis, St. Paul, MN DMA W25-64

Women 25 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 8 hours and 9 minutes each day with All Forms of Ad-Supported Media. 83.4% listen to Local AM/FM Radio for an avg. of 62.1 minutes/day. *(Local Radio delivers 10.6% of Time with Ad-Supported Media.)*

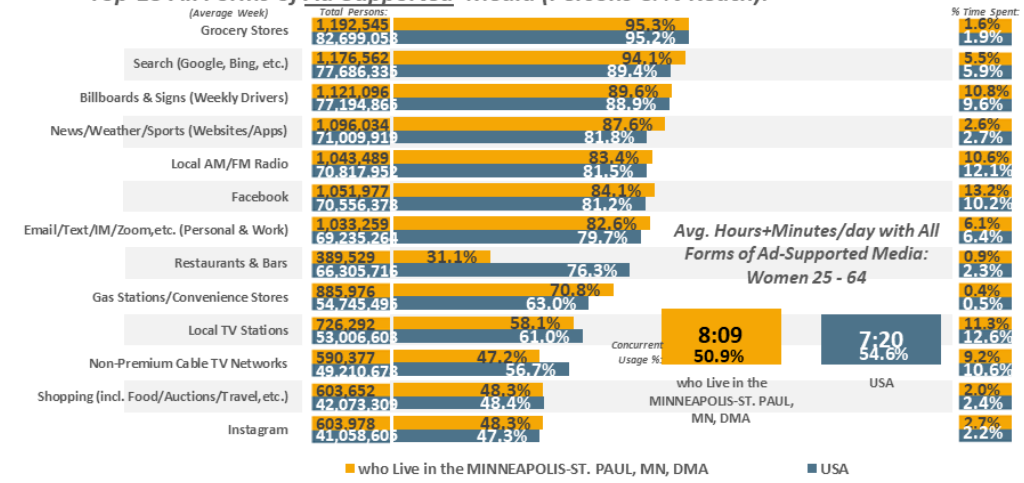
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 64



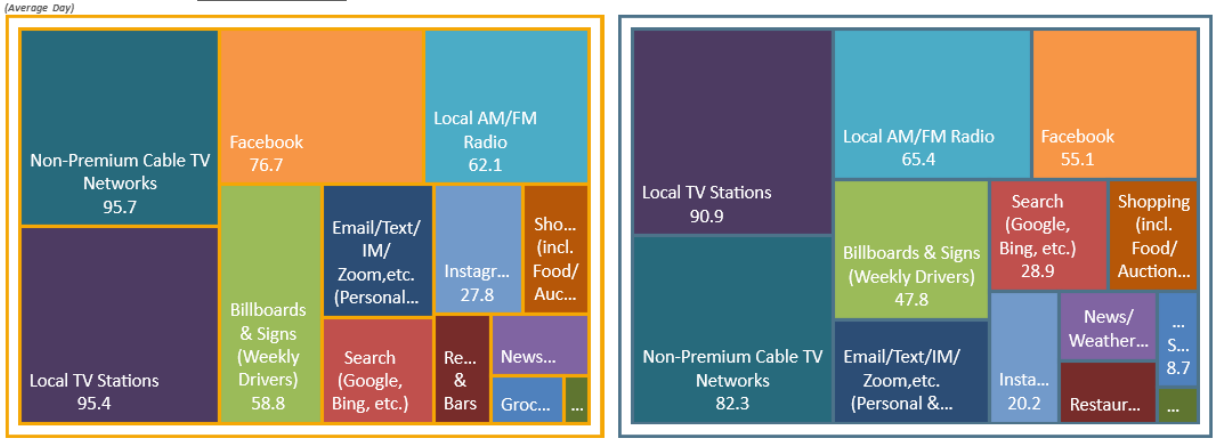
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Women 25 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64

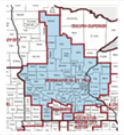


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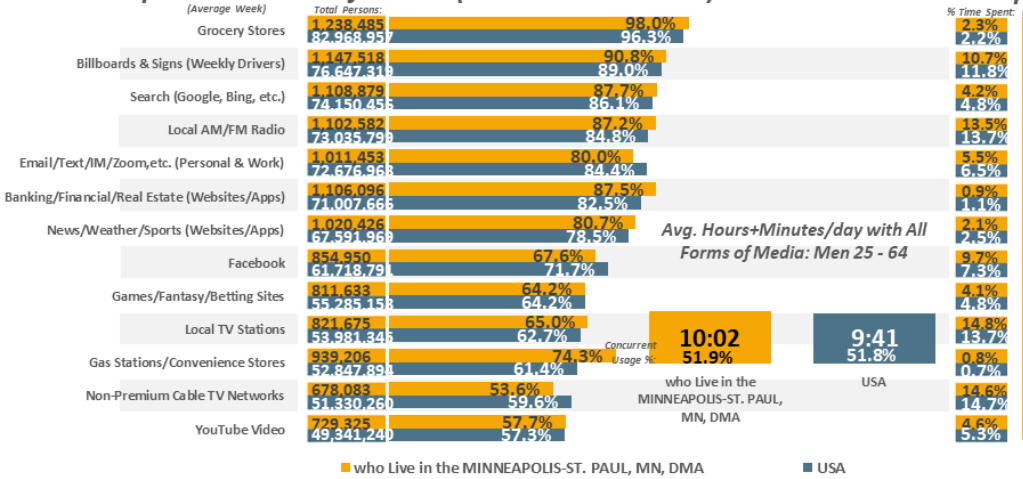


Minneapolis, St. Paul, MN

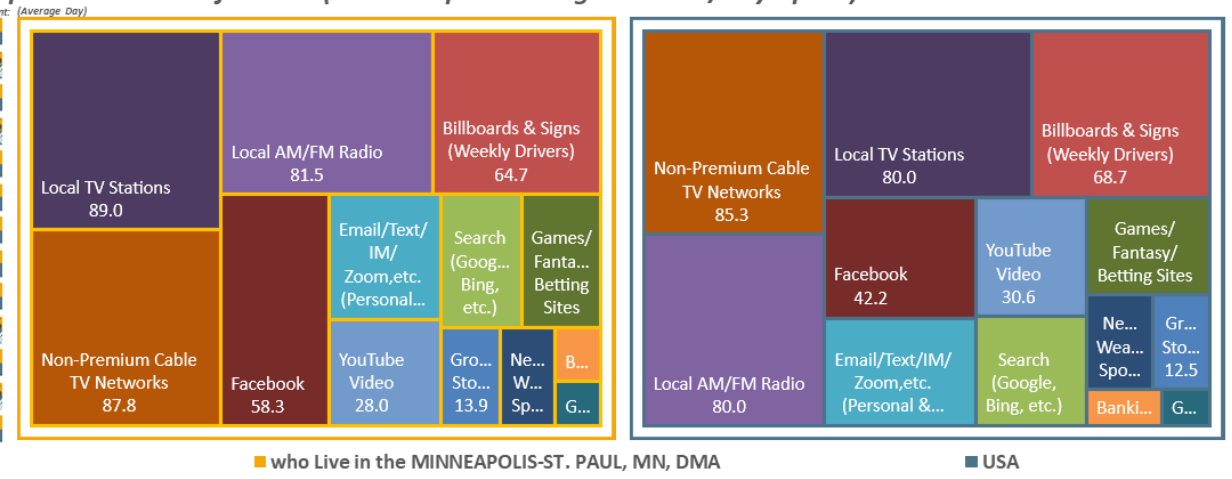
DMA M25-64

Men 25 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 6 hours and 50 minutes each day with All Forms of Ad-Supported Media. 83.5% listen to Local AM/FM Radio for an avg. of 74.5 minutes/day. *(Local Radio delivers 15.2% of Time with Ad-Supported Media.)*

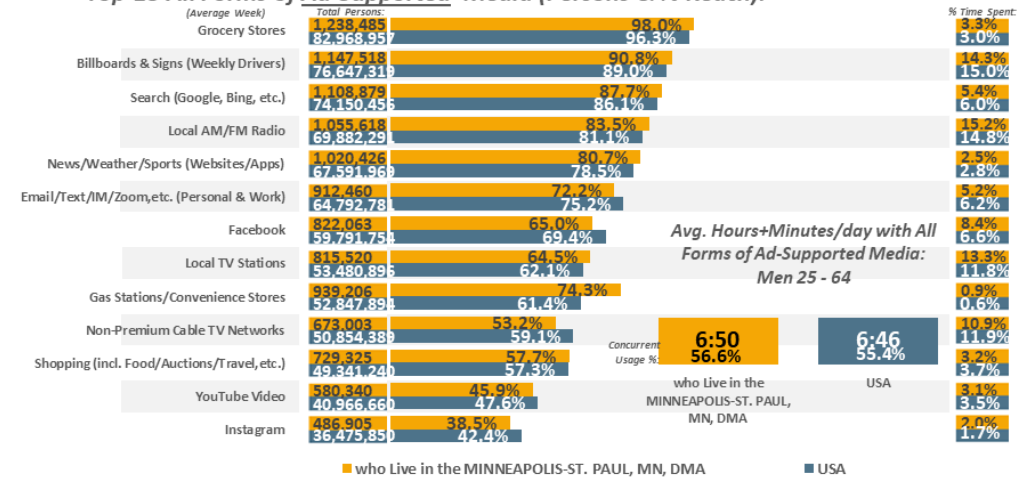
Top-13 All Forms of Media (Persons & % Reach): Men 25 - 64



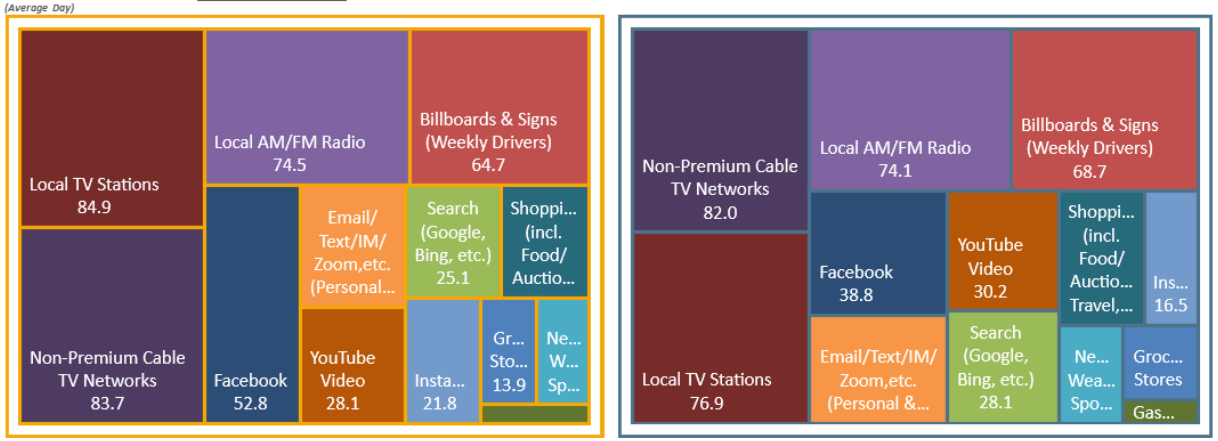
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Men 25 - 64

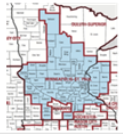


Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



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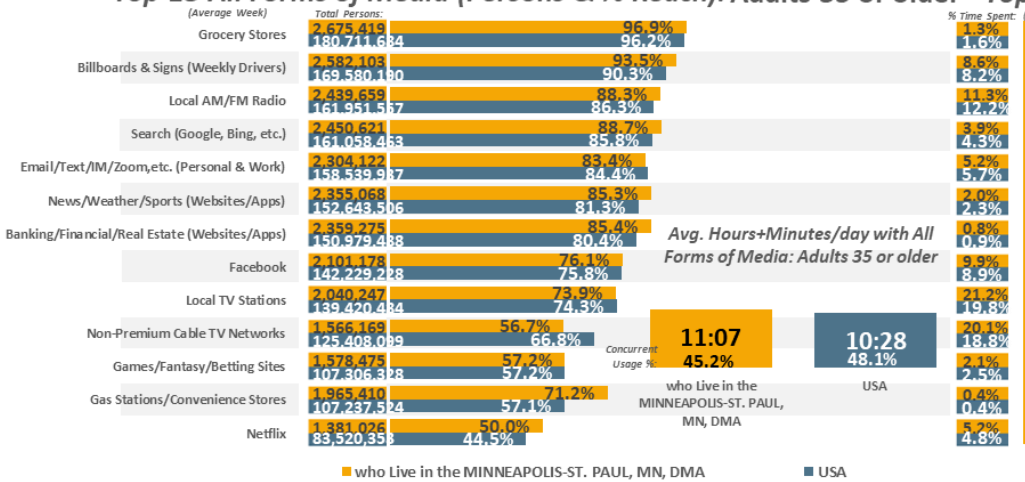


Minneapolis, St. Paul, MN

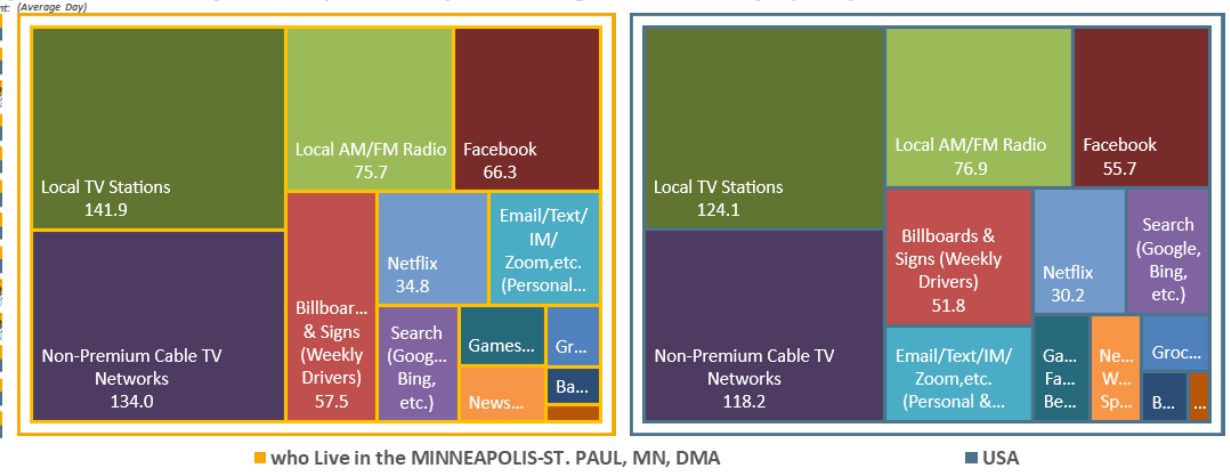
DMA **P35+**

Adults 35 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 8 hours and 14 minutes each day with All Forms of Ad-Supported Media. 83.5% listen to Local AM/FM Radio for an avg. of 68.8 minutes/day. *(Local Radio delivers 11.6% of Time with Ad-Supported Media.)*

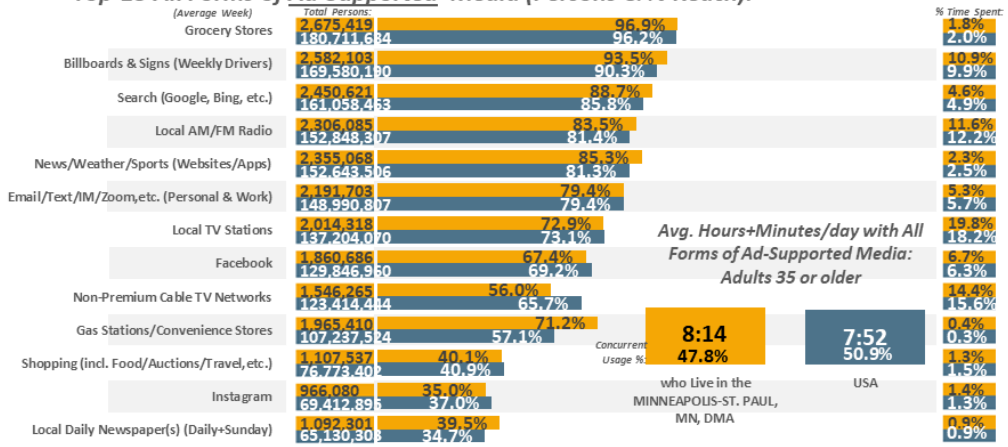
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older



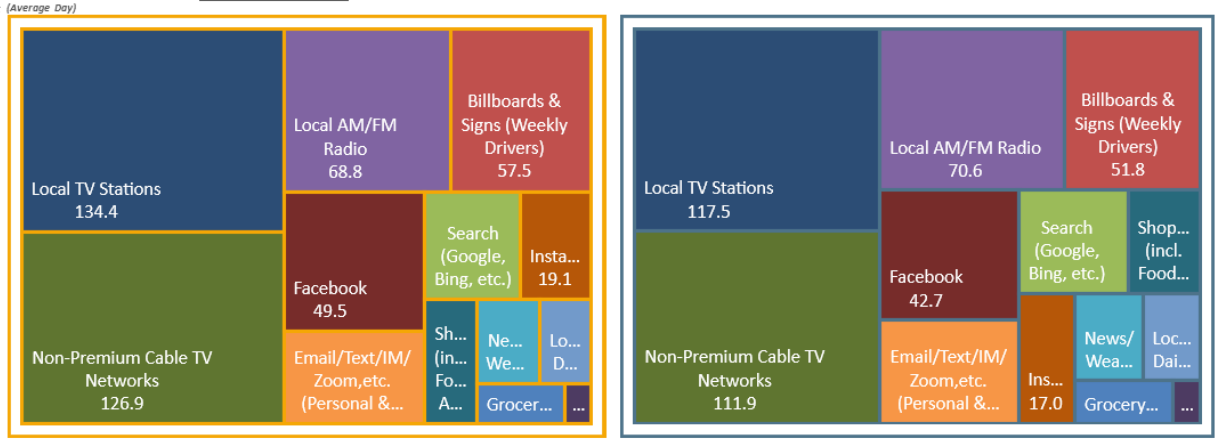
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



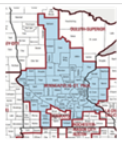
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 35 or older



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



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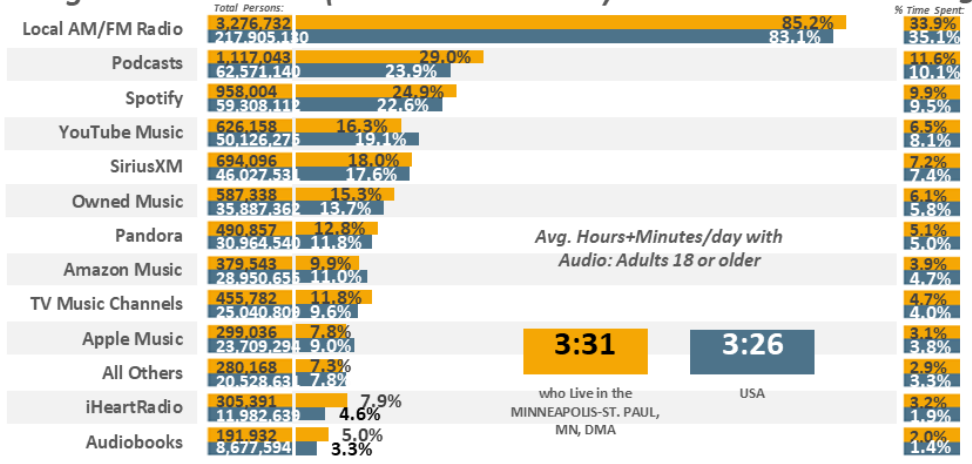


Minneapolis, St. Paul, MN

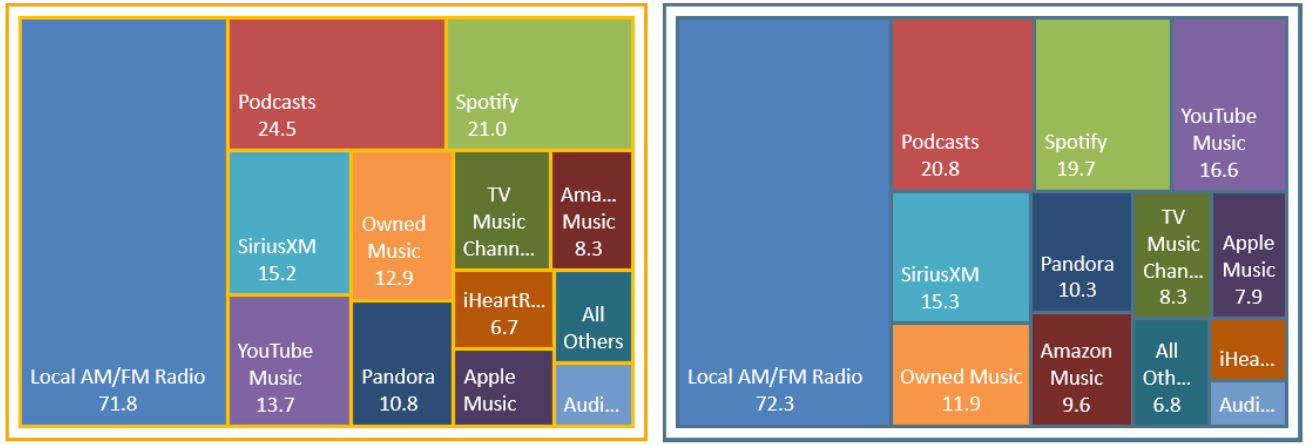
DMA P18+

3,120,458 or 81.1% 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 65.8 minutes every day representing 43.% of all time spent daily with Ad-Supported Audio.

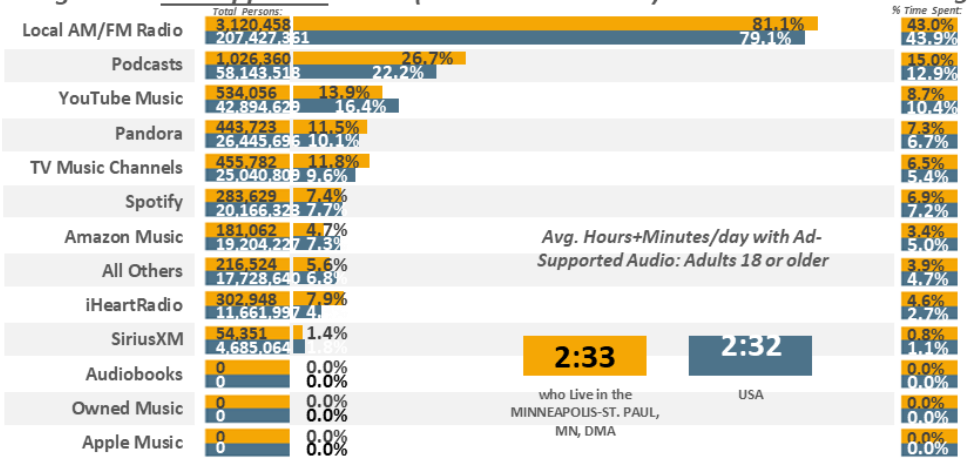
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



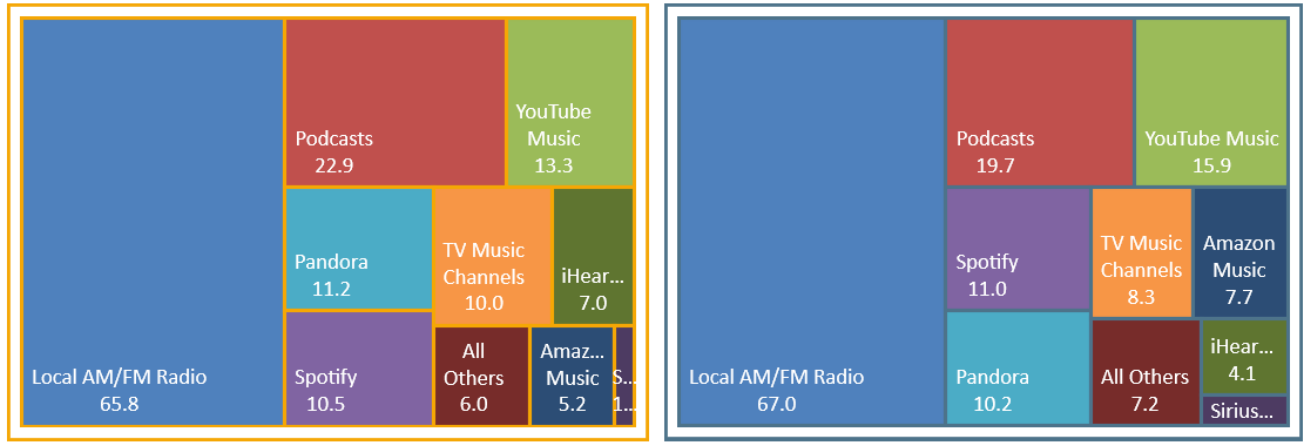
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

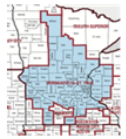


USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,873

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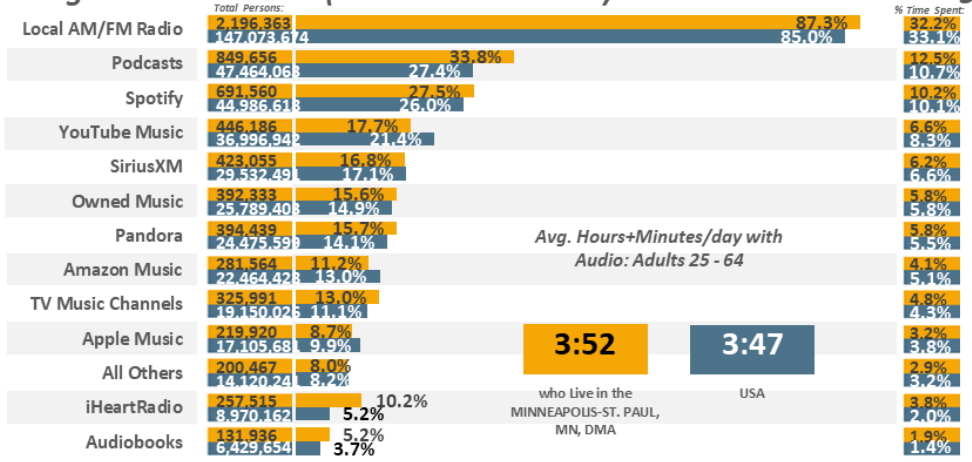
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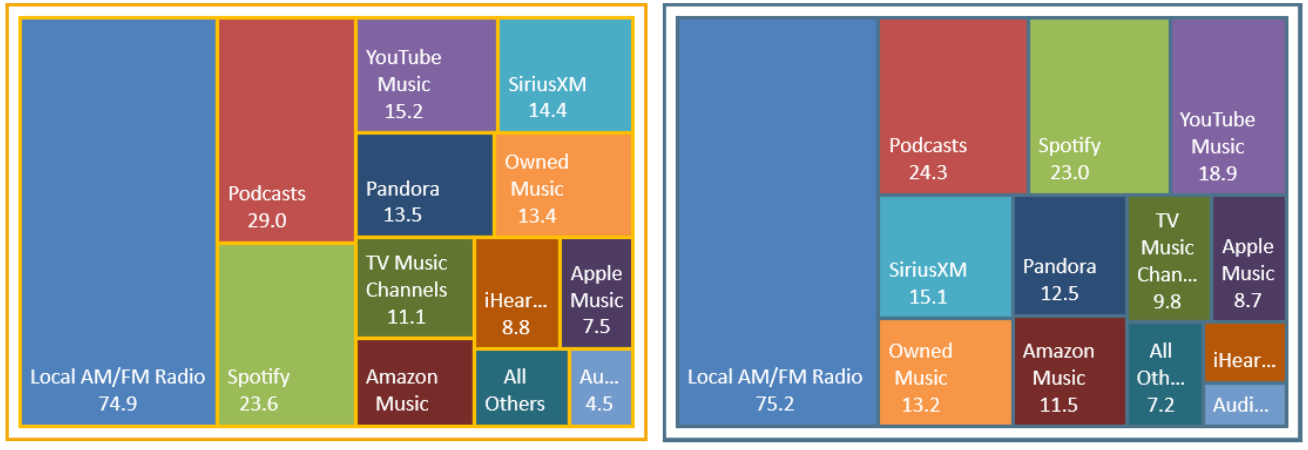
Minneapolis, St. Paul, MN
DMA P25-64

2,099,143 or 83.5% of Adults 25 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA listen to Ad-Supported Local AM/FM Radio for an average of 68.3 minutes every day representing 38.6% of all time spent daily with Ad-Supported Audio.

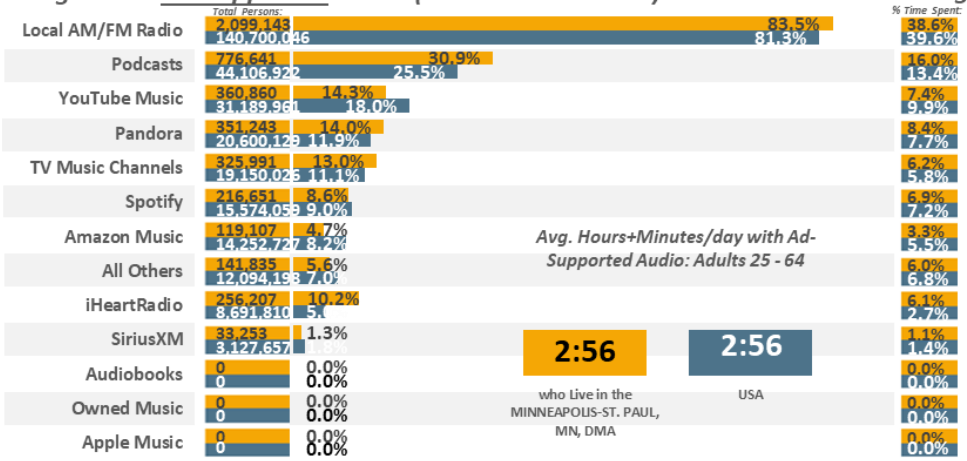
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



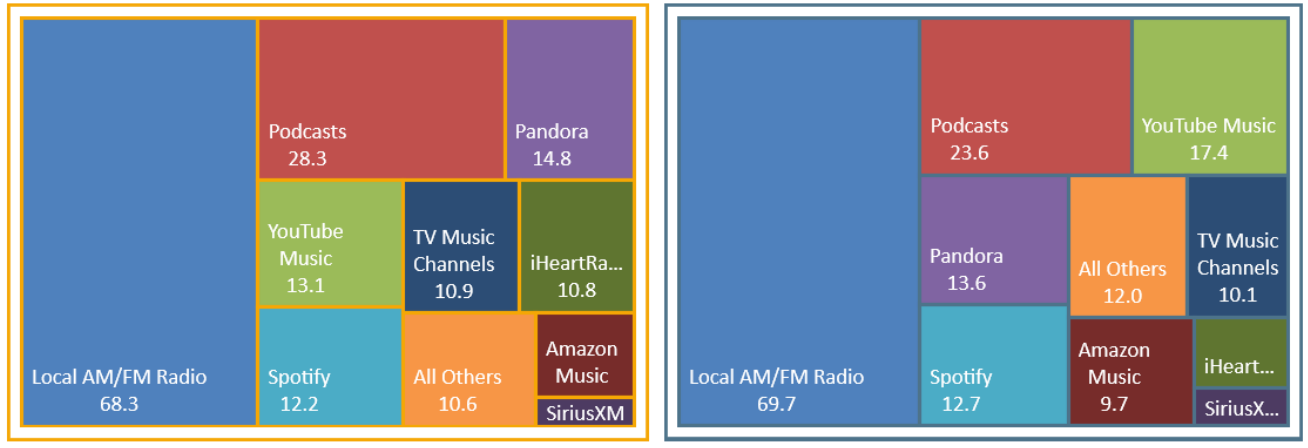
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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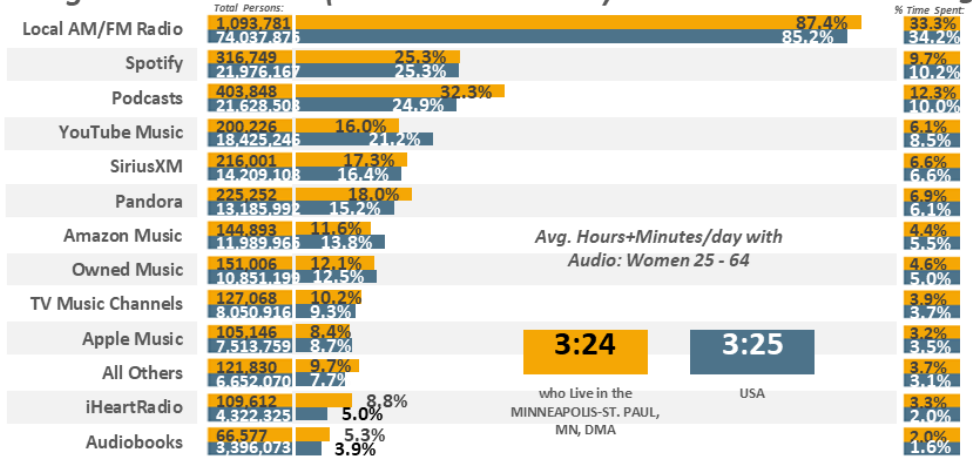


Minneapolis, St. Paul, MN

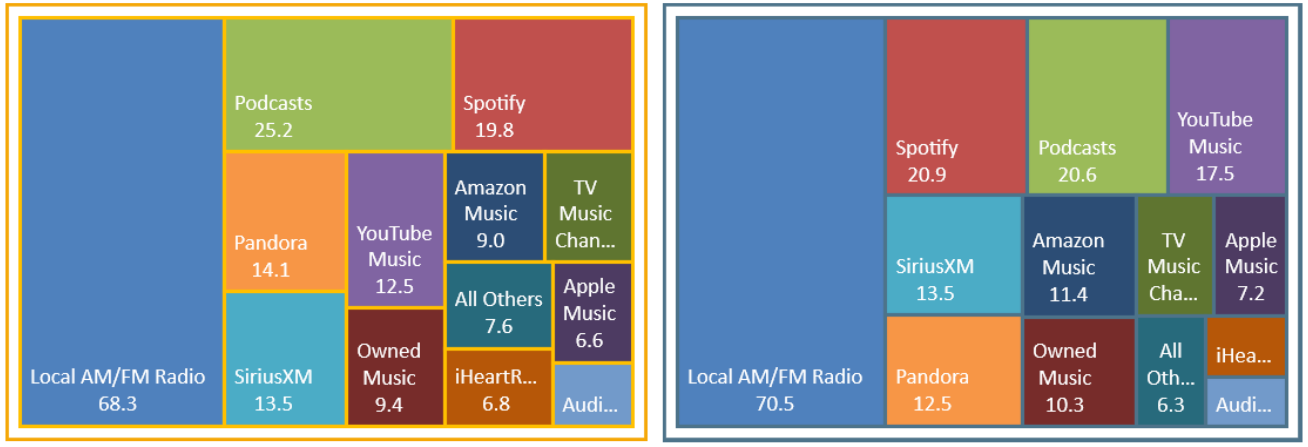
DMA W25-64

1,043,489 or 83.4% of Women 25 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA listen to Ad-Supported Local AM/FM Radio for an average of 62.1 minutes every day representing 39.4% of all time spent daily with Ad-Supported Audio.

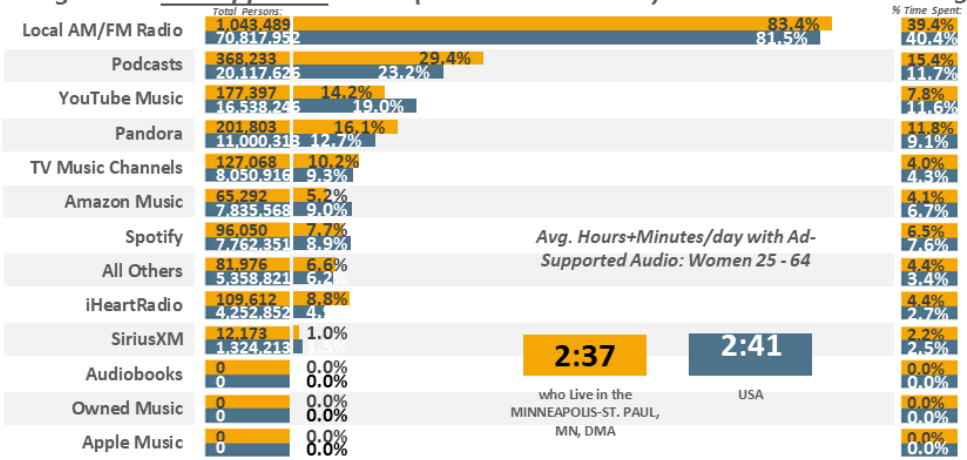
Avg. Week All Audio (Persons & % Reach): Women 25 - 64



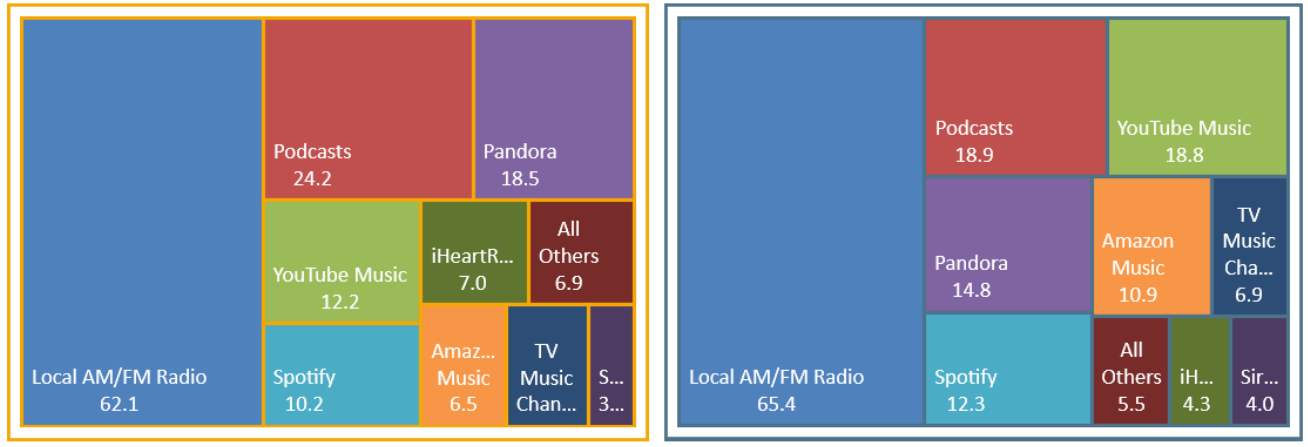
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Women 25 - 64



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64

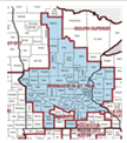


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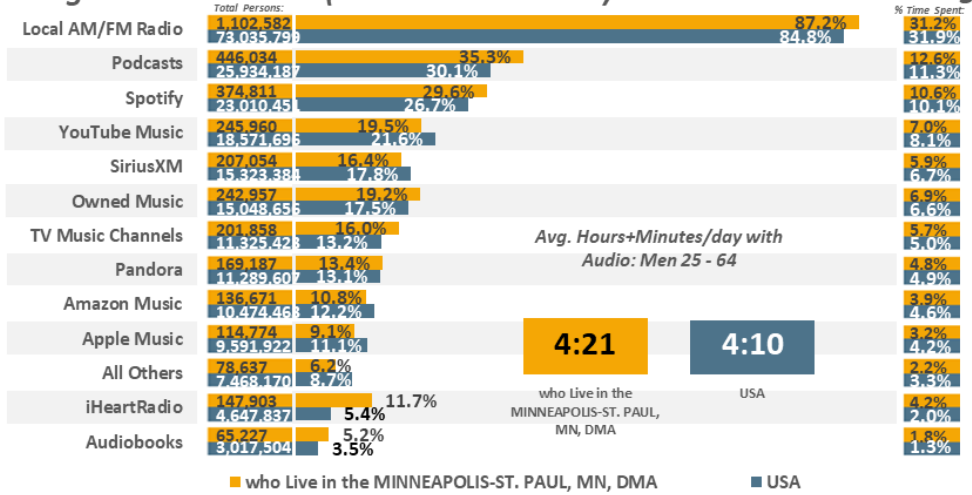


Minneapolis, St. Paul, MN

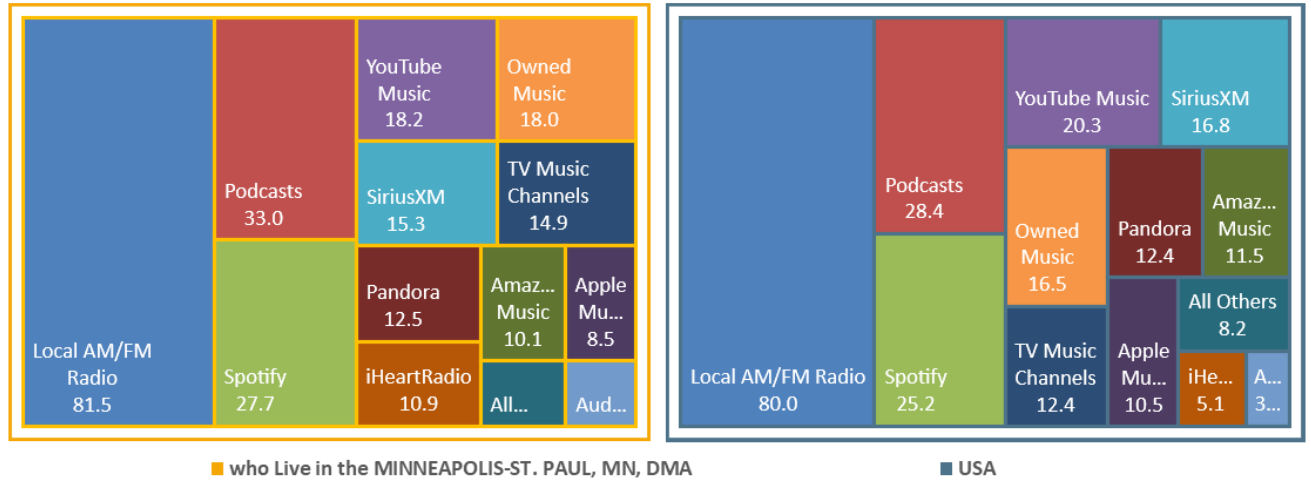
DMA M25-64

1,055,618 or 83.5% of Men 25 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA listen to Ad-Supported Local AM/FM Radio for an average of 74.5 minutes every day representing 38.8% of all time spent daily with Ad-Supported Audio.

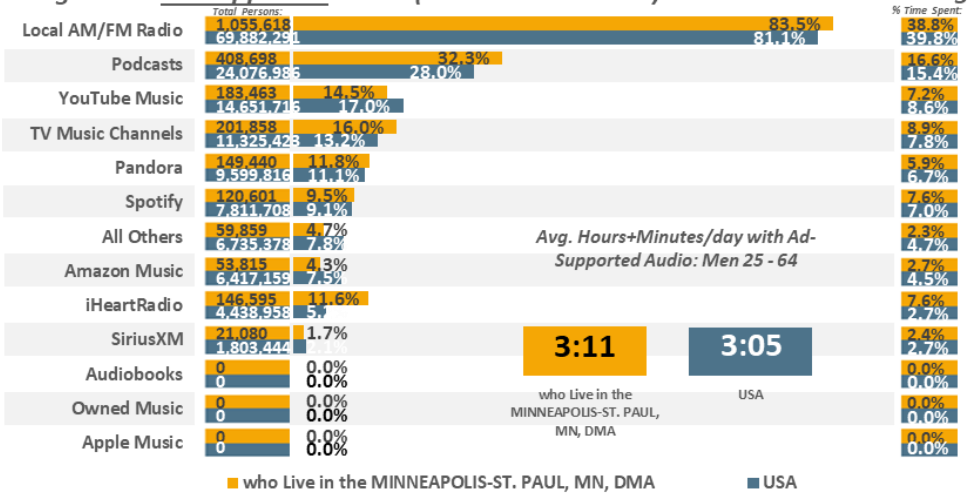
Avg. Week All Audio (Persons & % Reach): Men 25 - 64



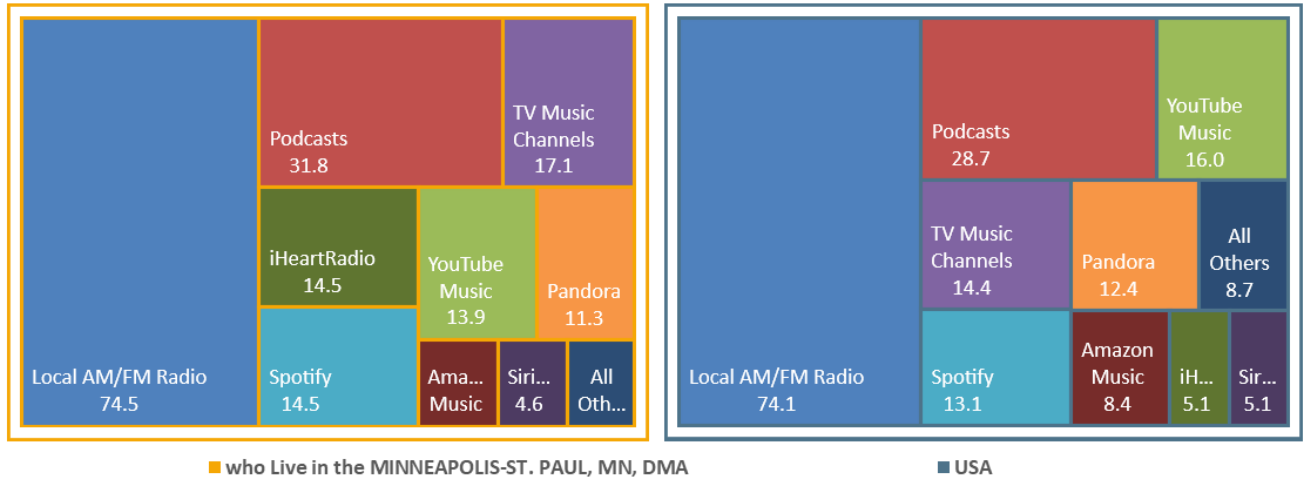
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Men 25 - 64



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64

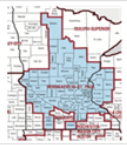


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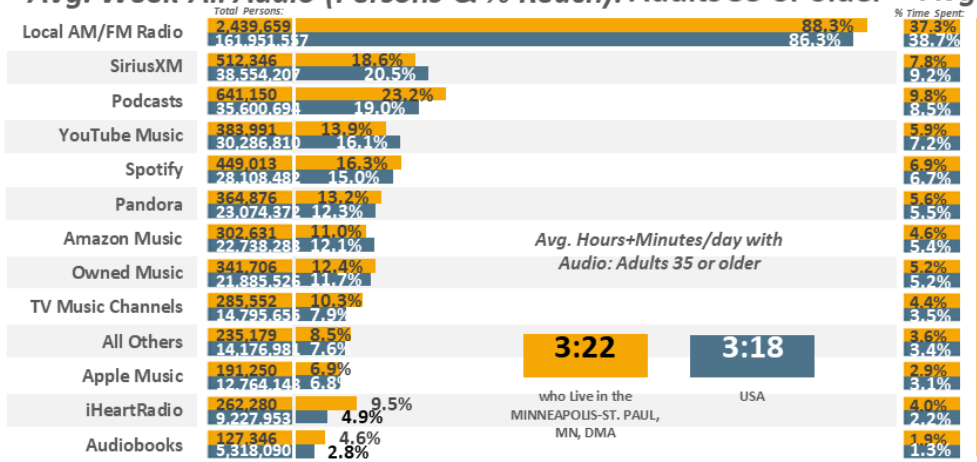


Minneapolis, St. Paul, MN

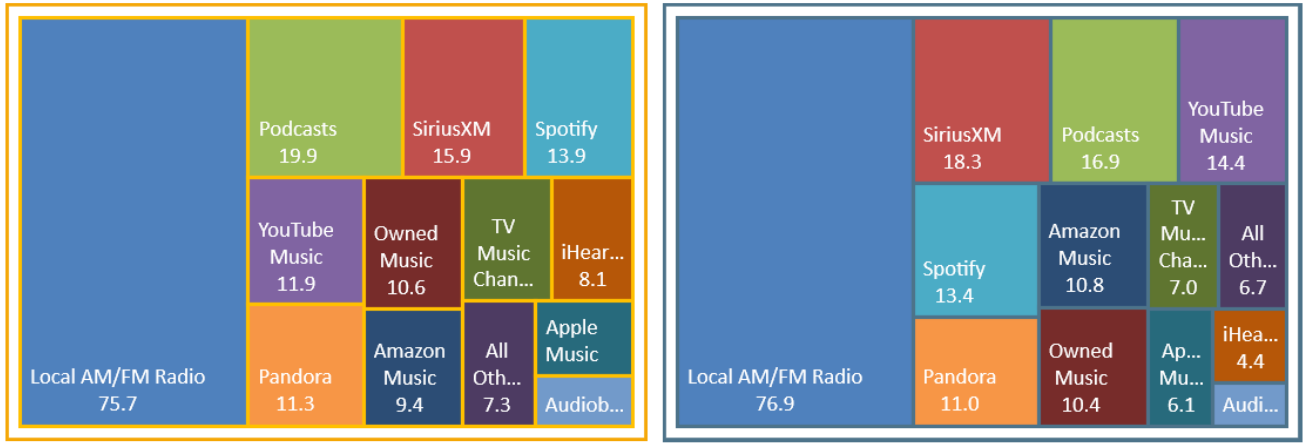
DMA **P35+**

2,306,085 or 83.5% of Adults 35 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA listen to Ad-Supported Local AM/FM Radio for an average of 68.8 minutes every day representing 44.7% of all time spent daily with Ad-Supported Audio.

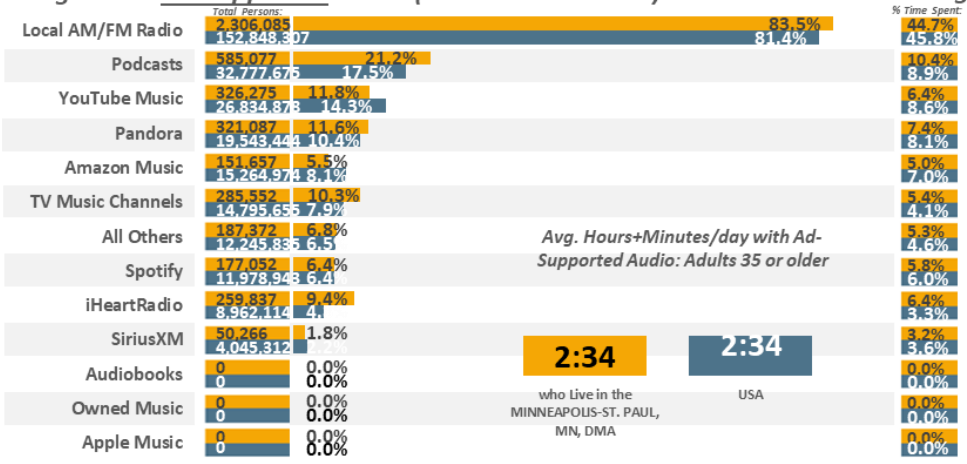
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



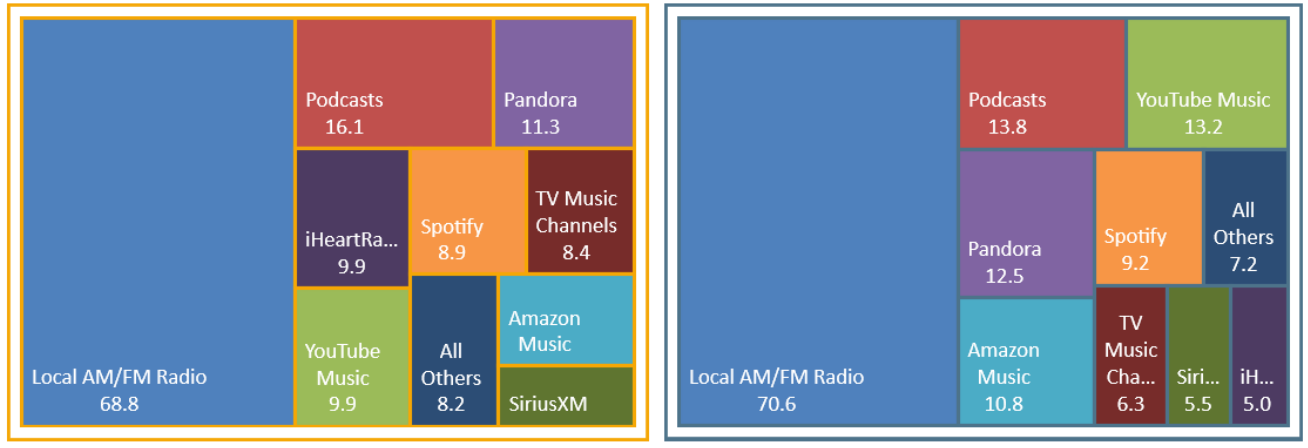
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 35 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

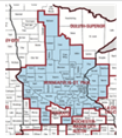


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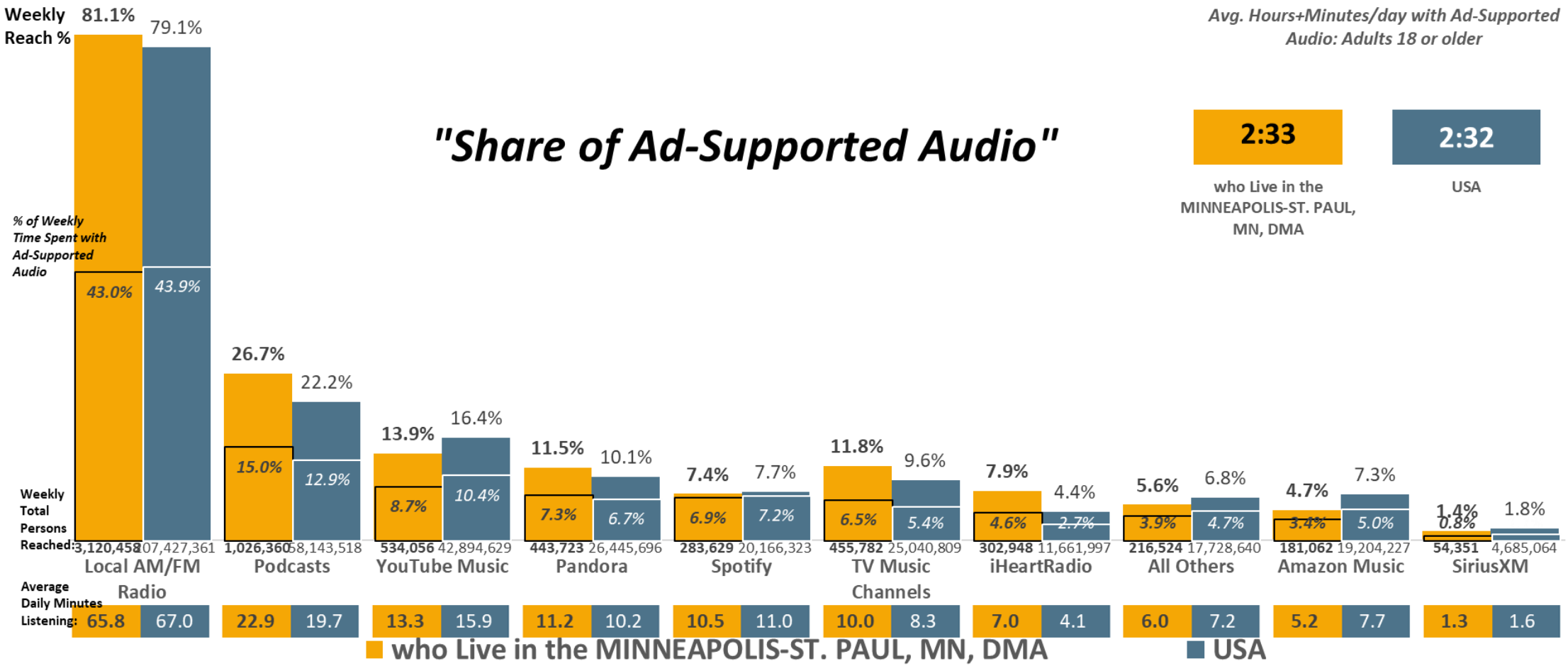
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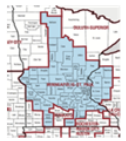
Minneapolis, St. Paul, MN

DMA **P18+**

3,120,458 or 81.1% 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 65.8 minutes every day representing 43.% of all time spent daily with Ad-Supported Audio.



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Minneapolis, St. Paul, MN
DMA P25-64

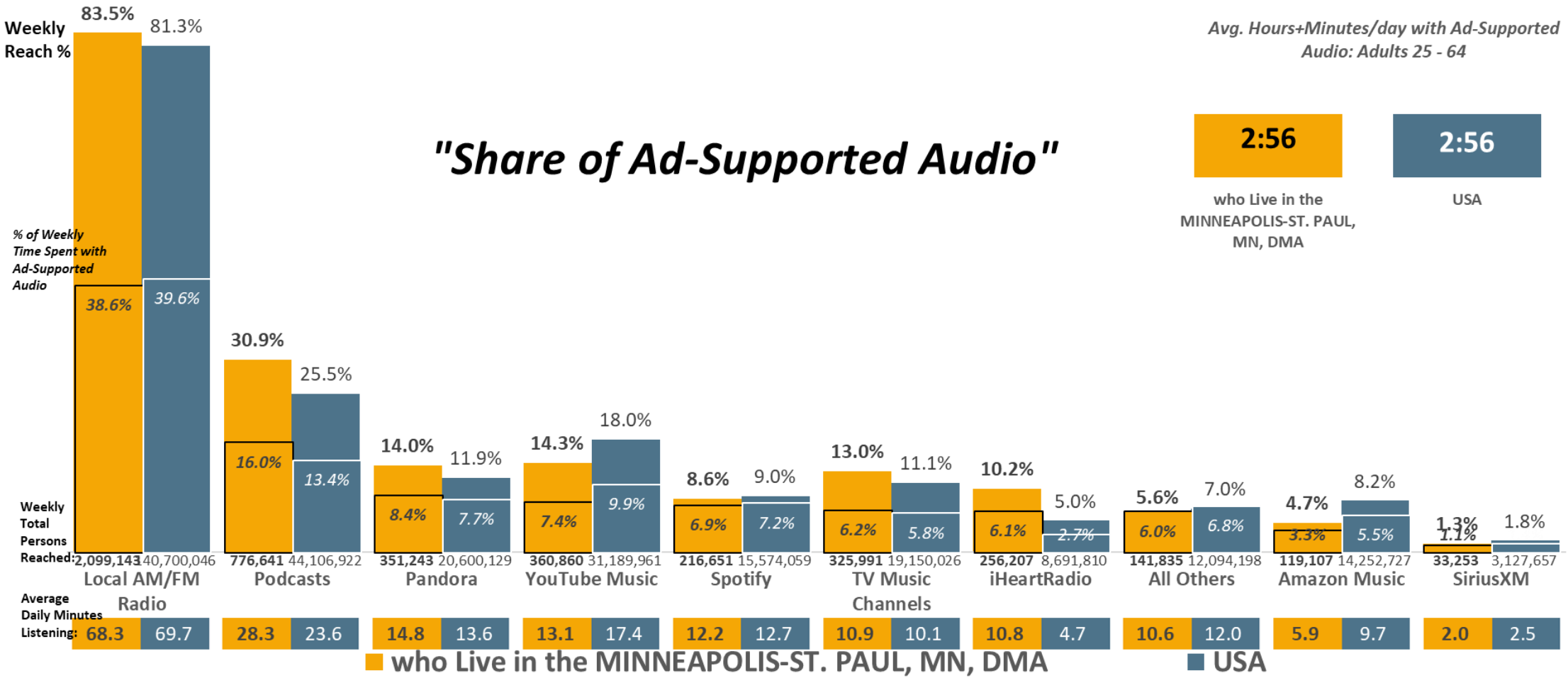
2,099,143 or 83.5% of Adults 25 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA listen to Ad-Supported Local AM/FM Radio for an average of 68.3 minutes every day representing 38.6% of all time spent daily with Ad-Supported Audio.

"Share of Ad-Supported Audio"

Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 25 - 64

2:56 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA

2:56 USA



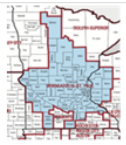
	Local AM/FM Radio	Podcasts	Pandora	YouTube Music	Spotify	TV Music Channels	iHeartRadio	All Others	Amazon Music	SiriusXM
Weekly Reach % (who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA)	83.5%	30.9%	14.0%	14.3%	8.6%	13.0%	10.2%	5.6%	4.7%	1.3%
Weekly Reach % (USA)	81.3%	25.5%	11.9%	18.0%	9.0%	11.1%	5.0%	7.0%	8.2%	1.8%
% of Weekly Time Spent with Ad-Supported Audio (who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA)	38.6%	16.0%	8.4%	7.4%	6.9%	6.2%	6.1%	6.0%	3.3%	1.1%
% of Weekly Time Spent with Ad-Supported Audio (USA)	39.6%	13.4%	7.7%	9.9%	7.2%	5.8%	2.7%	6.8%	5.5%	1.8%
Weekly Total Persons Reached: (who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA)	2,099,143	776,641	351,243	360,860	216,651	325,991	256,207	141,835	119,107	33,253
Weekly Total Persons Reached: (USA)	40,700,046	44,106,922	20,600,129	31,189,961	15,574,059	19,150,026	8,691,810	12,094,198	14,252,727	3,127,657
Average Daily Minutes Listening: (who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA)	68.3	28.3	14.8	13.1	12.2	10.9	10.8	10.6	5.9	2.0
Average Daily Minutes Listening: (USA)	69.7	23.6	13.6	17.4	12.7	10.1	4.7	12.0	9.7	2.5

USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,873

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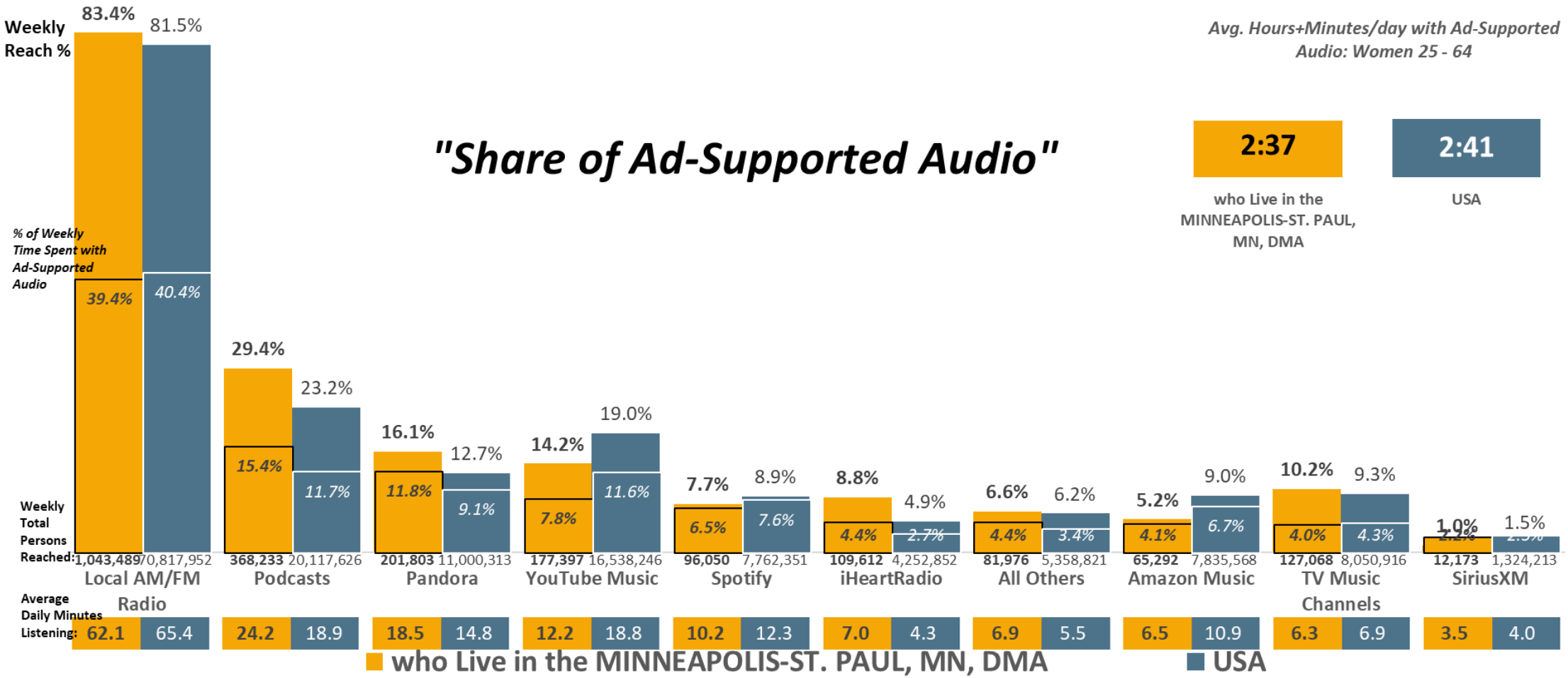
Minneapolis, St. Paul, MN
DMA W25-64

1,043,489 or 83.4% of Women 25 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA listen to Ad-Supported Local AM/FM Radio for an average of 62.1 minutes every day representing 39.4% of all time spent daily with Ad-Supported Audio.

"Share of Ad-Supported Audio"

Avg. Hours+Minutes/day with Ad-Supported Audio: Women 25 - 64

2:37	2:41
who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA	USA

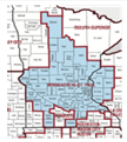


USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,873

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Minneapolis, St. Paul, MN
DMA M25-64

1,055,618 or 83.5% of Men 25 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA listen to Ad-Supported Local AM/FM Radio for an average of 74.5 minutes every day representing 38.8% of all time spent daily with Ad-Supported Audio.

"Share of Ad-Supported Audio"

Avg. Hours+Minutes/day with Ad-Supported Audio: Men 25 - 64

3:11	3:05
who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA	USA

	Local AM/FM Radio	Podcasts	TV Music Channels	iHeartRadio	Spotify	YouTube Music	Pandora	Amazon Music	SiriusXM	All Others
Weekly Reach %	83.5% / 81.1%	32.3% / 28.0%	16.0% / 13.2%	11.6% / 5.2%	9.5% / 9.1%	14.5% / 17.0%	11.8% / 11.1%	4.3% / 7.5%	1.7% / 2.1%	4.7% / 7.8%
% of Weekly Time Spent with Ad-Supported Audio	38.8% / 39.8%	16.6% / 15.4%	8.9% / 7.8%	7.6% / 2.7%	7.6% / 7.0%	7.2% / 8.6%	5.9% / 6.7%	2.7% / 4.5%	2.4% / 2.7%	2.3% / 4.7%
Weekly Total Persons Reached:	1,055,618 / 69,882,291	408,698 / 24,076,986	201,858 / 11,325,423	146,595 / 4,438,958	120,601 / 7,811,708	183,463 / 14,651,716	149,440 / 9,599,816	53,815 / 6,417,159	21,080 / 1,803,444	59,859 / 6,735,378
Average Daily Minutes Listening:	74.5 / 74.1	31.8 / 28.7	17.1 / 14.4	14.5 / 5.1	14.5 / 13.1	13.9 / 16.0	11.3 / 12.4	5.3 / 8.4	4.6 / 5.1	4.4 / 8.7

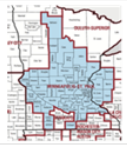
who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA ■ USA

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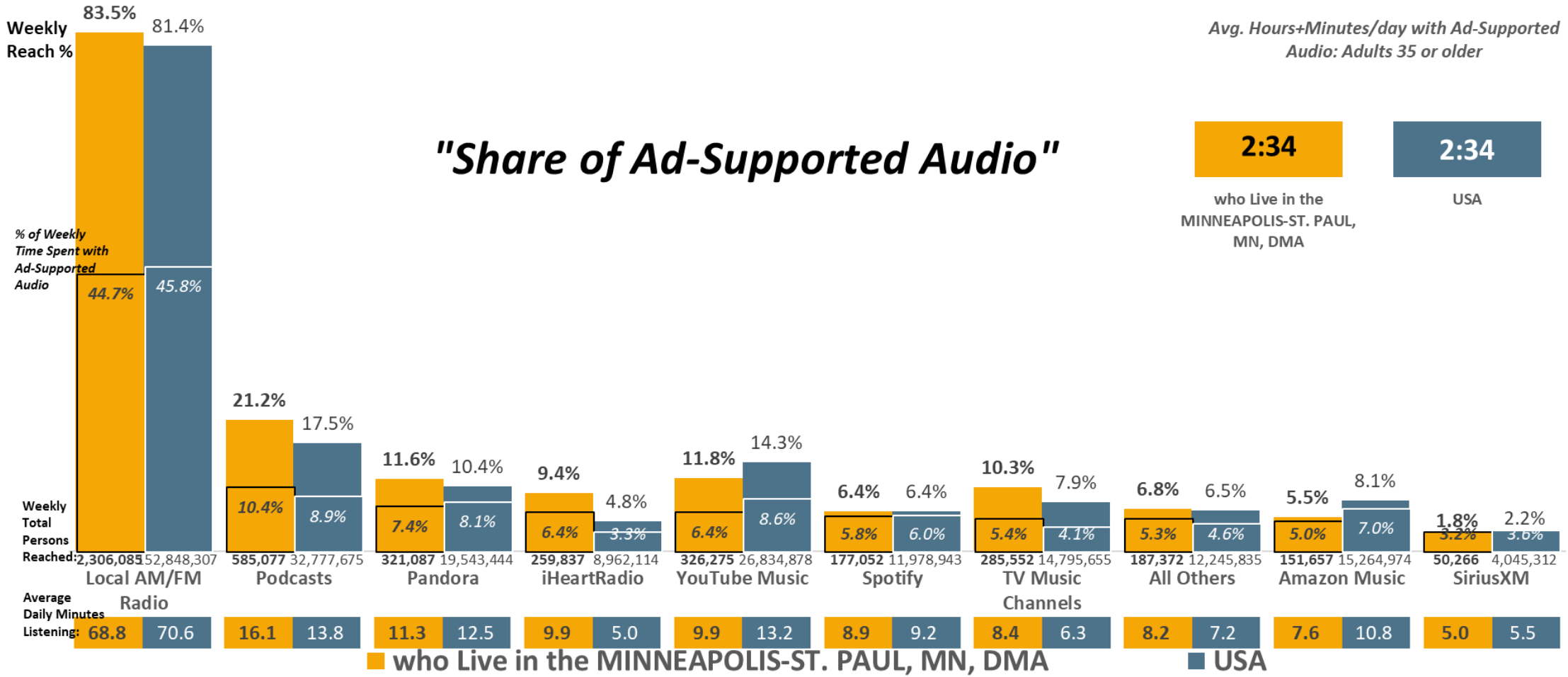
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Minneapolis, St. Paul, MN

DMA **P35+**

2,306,085 or 83.5% of Adults 35 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA listen to Ad-Supported Local AM/FM Radio for an average of 68.8 minutes every day representing 44.7% of all time spent daily with Ad-Supported Audio.



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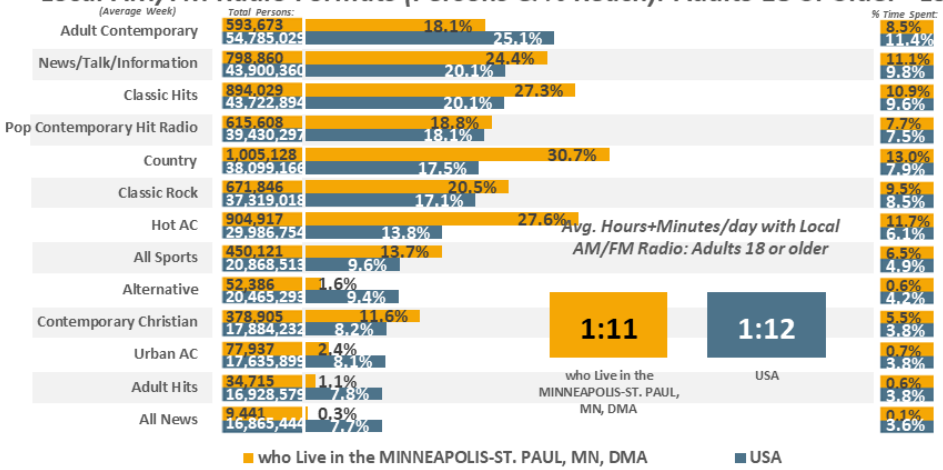


Minneapolis, St. Paul, MN

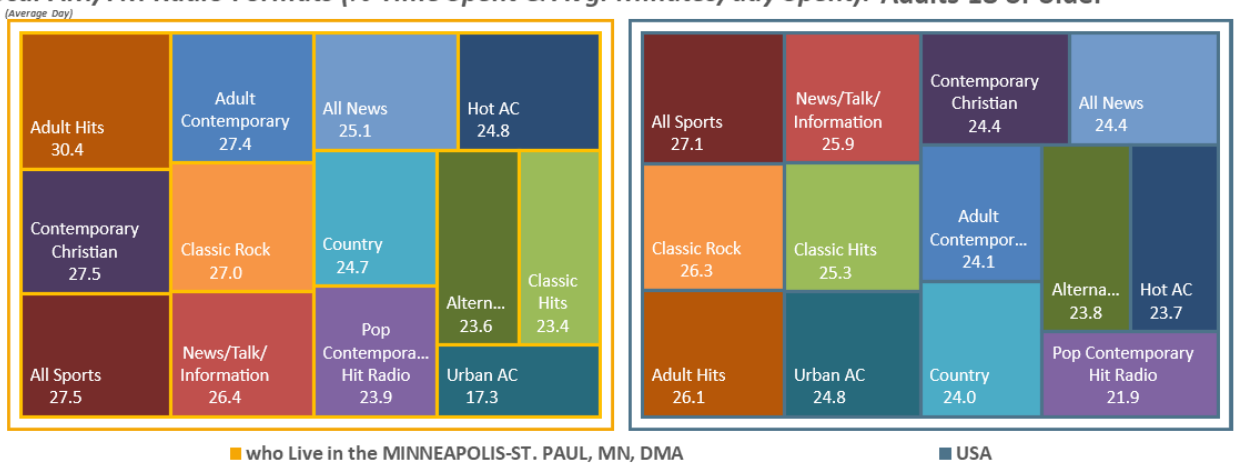
DMA **P18+**

3,120,458 or 81.1% of Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Hot AC, Classic Hits, Classic Rock, and Pop Contemporary Hit Radio.

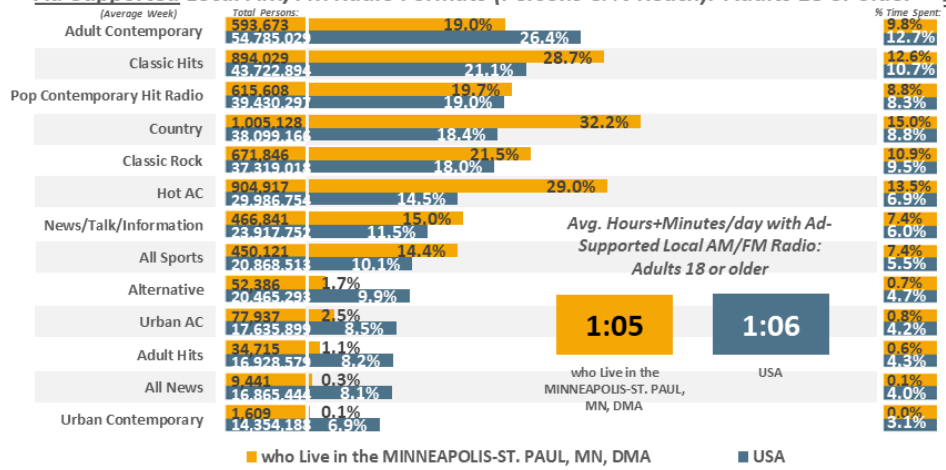
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



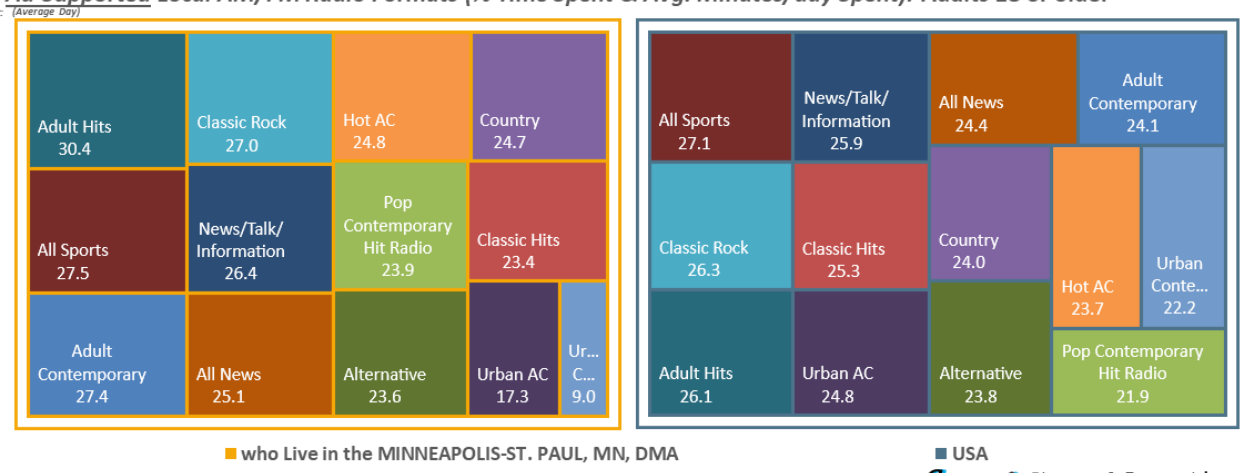
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

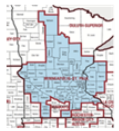


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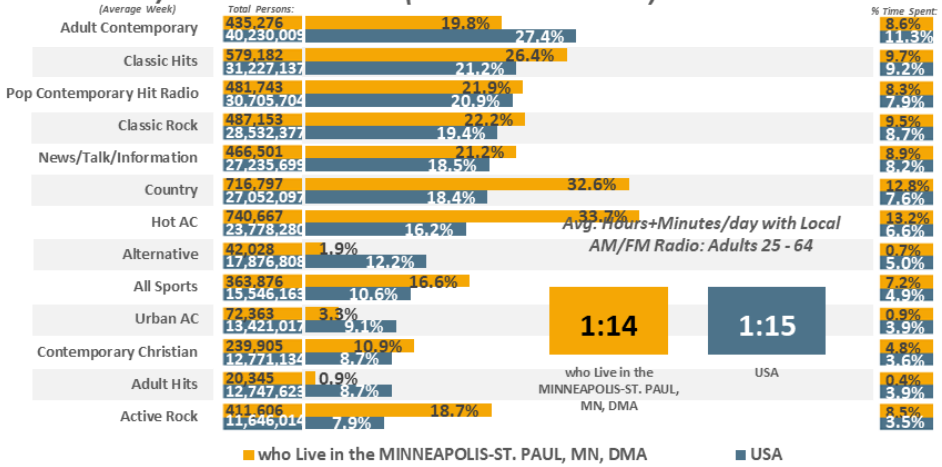
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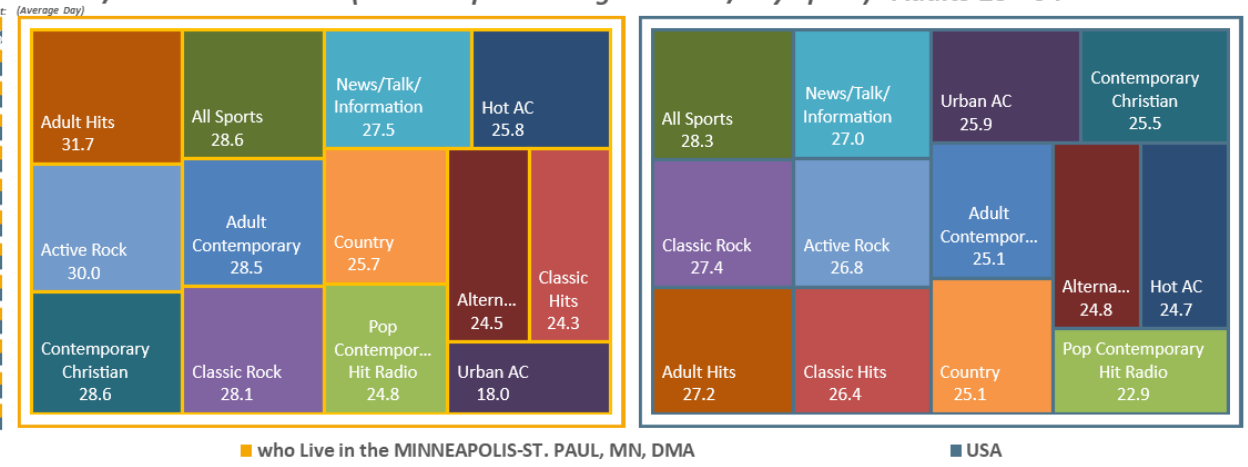
Minneapolis, St. Paul, MN
DMA P25-64

2,099,143 or 83.5% of Adults 25 - 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, Classic Hits, Classic Rock, and Pop Contemporary Hit Radio.

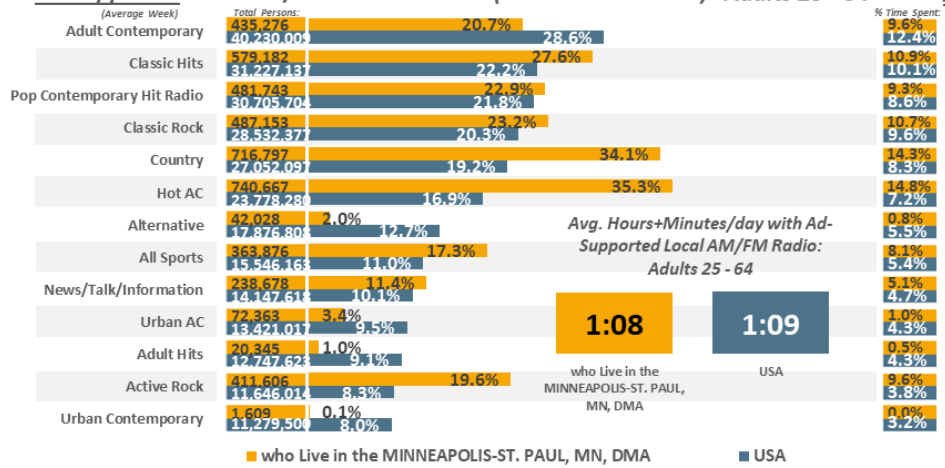
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



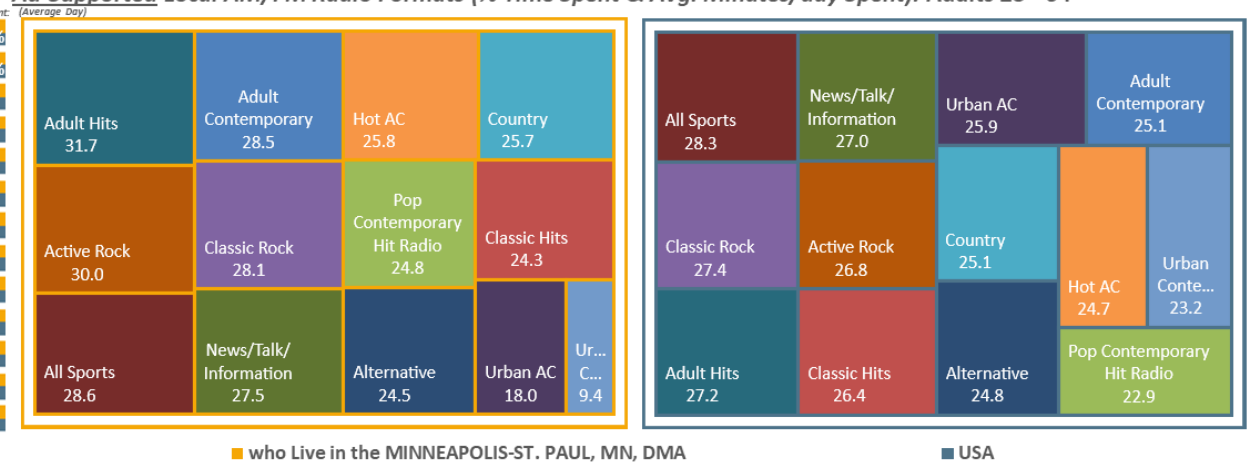
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

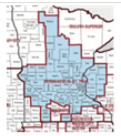


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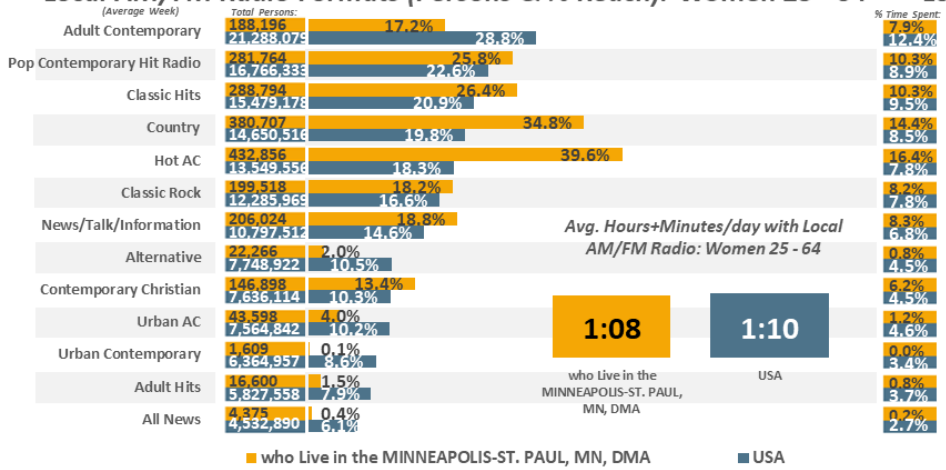
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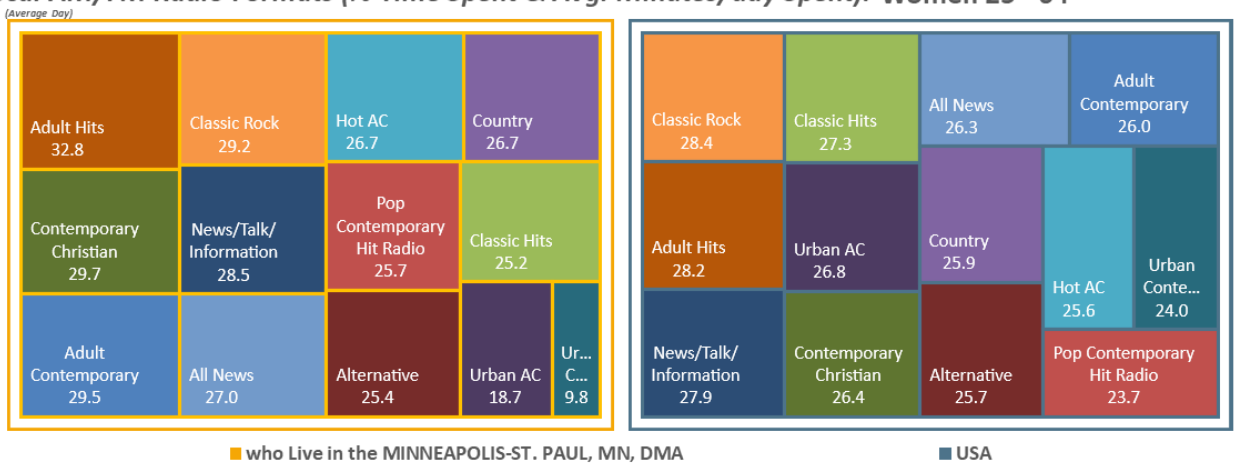
Minneapolis, St. Paul, MN
DMA W25-64

1,043,489 or 83.4% of Women 25 - 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, Classic Hits, Pop Contemporary Hit Radio, and Classic Rock.

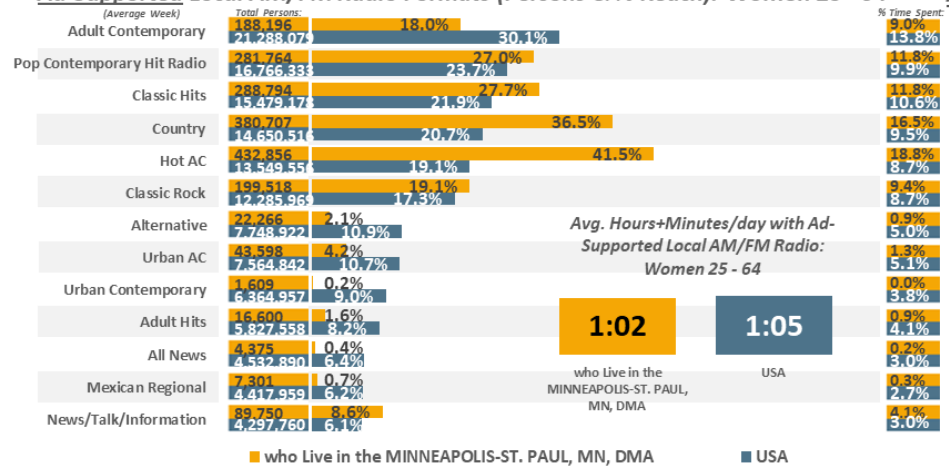
Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 64



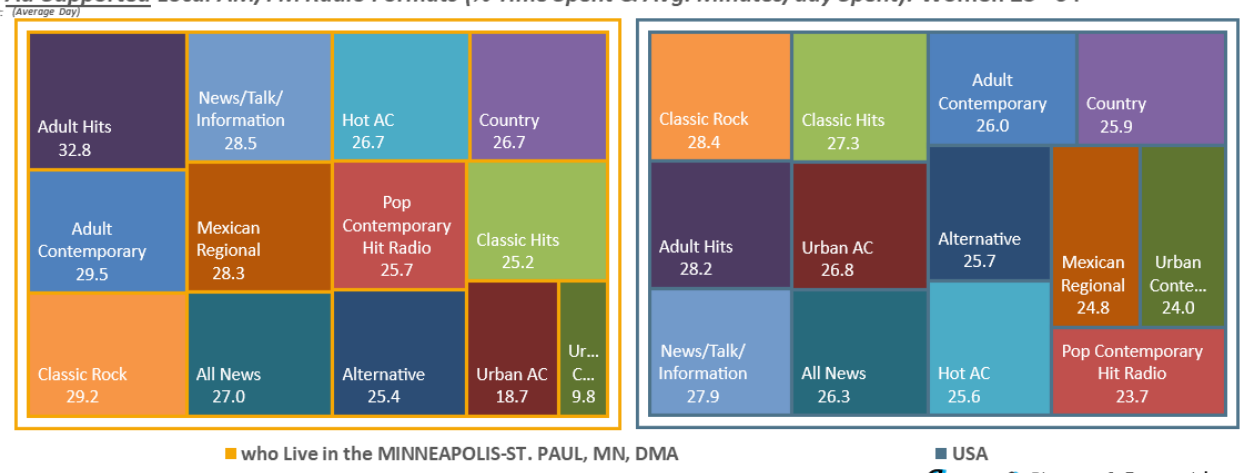
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64

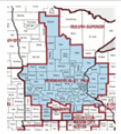


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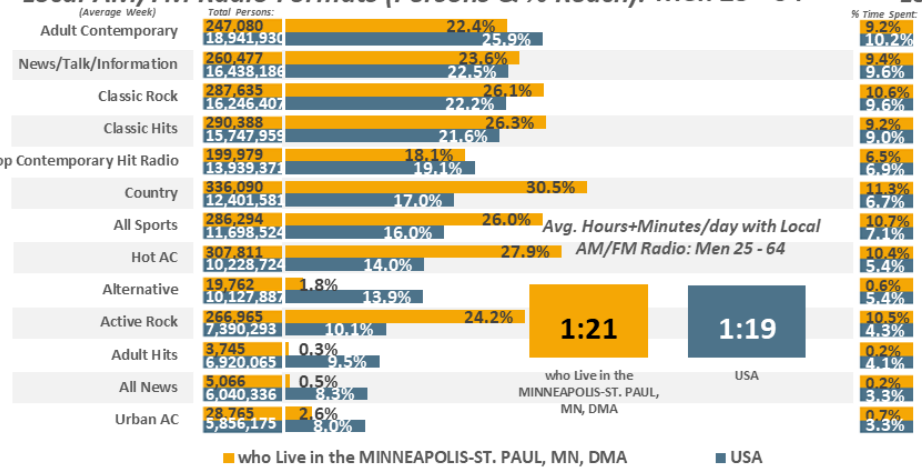
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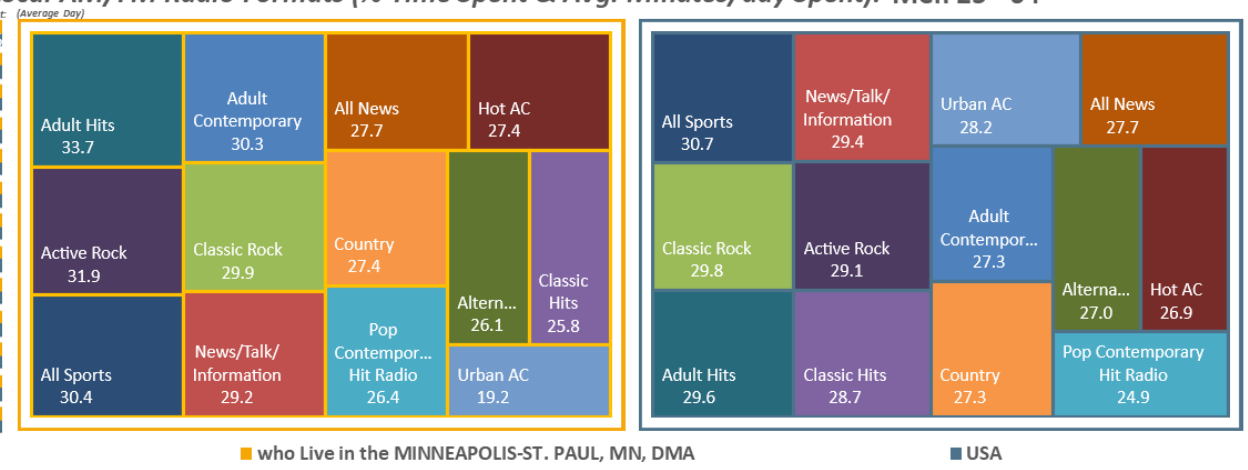
Minneapolis, St. Paul, MN
DMA M25-64

1,055,618 or 83.5% of Men 25 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Hot AC, Classic Hits, Classic Rock, and All Sports.

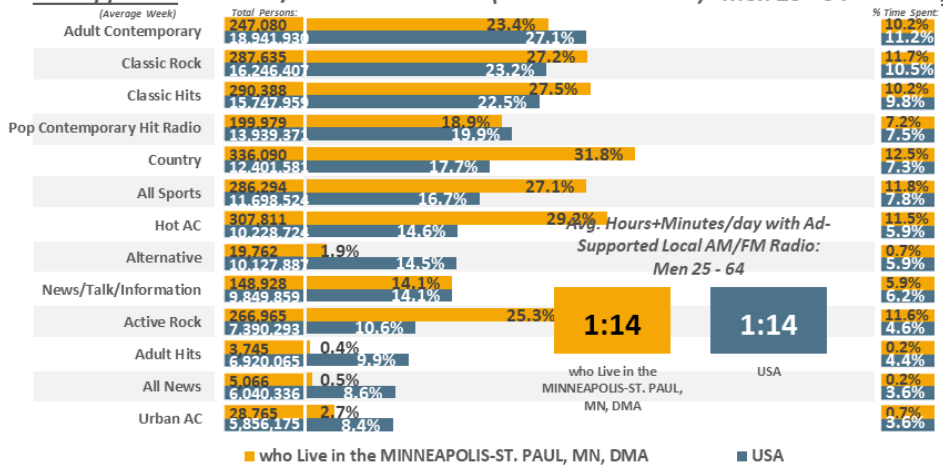
Local AM/FM Radio Formats (Persons & % Reach): Men 25 - 64



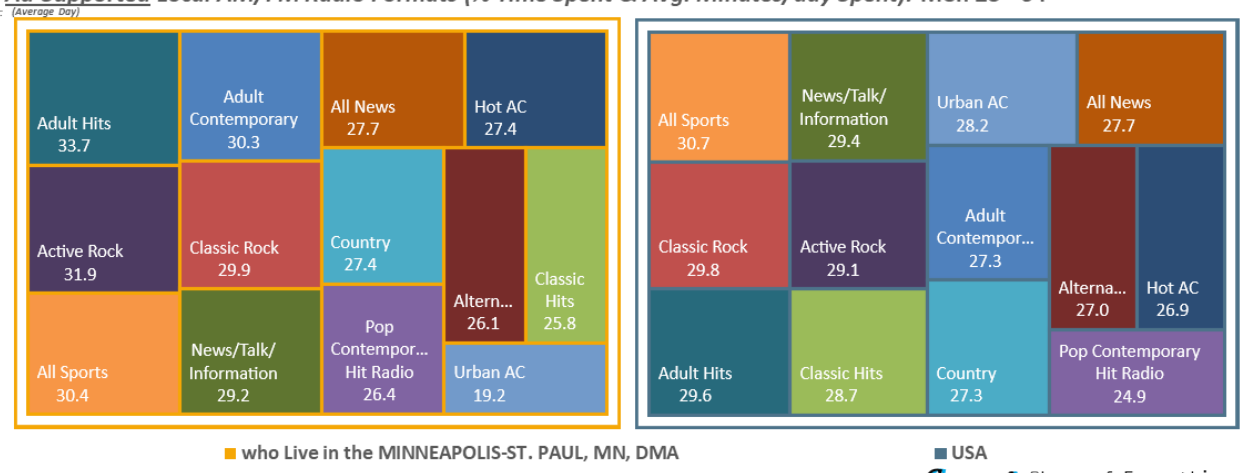
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Men 25 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64

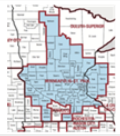


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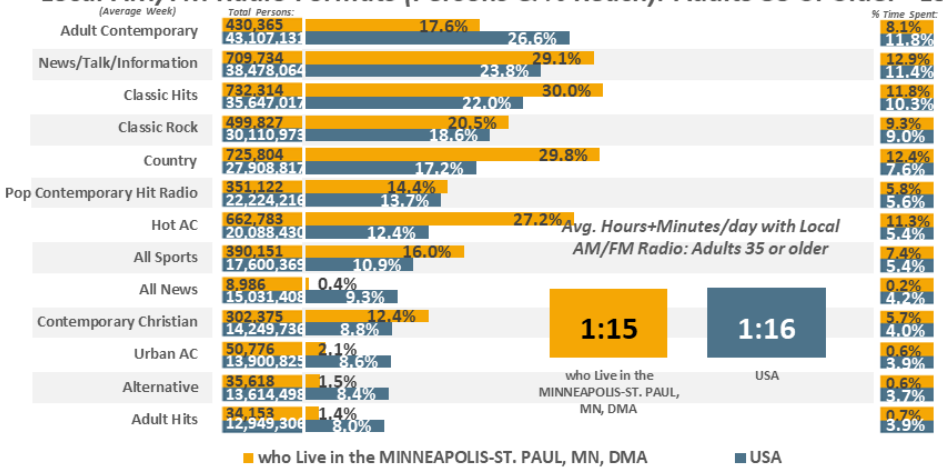


Minneapolis, St. Paul, MN

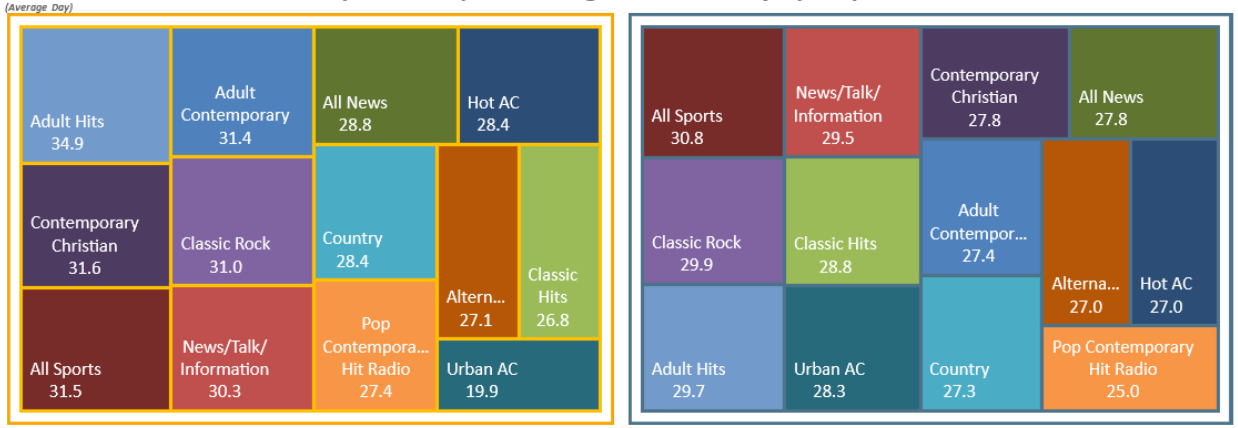
DMA **P35+**

2,306,085 or 83.5% of Adults 35 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Country, Hot AC, Classic Rock, and News/Talk/Information.

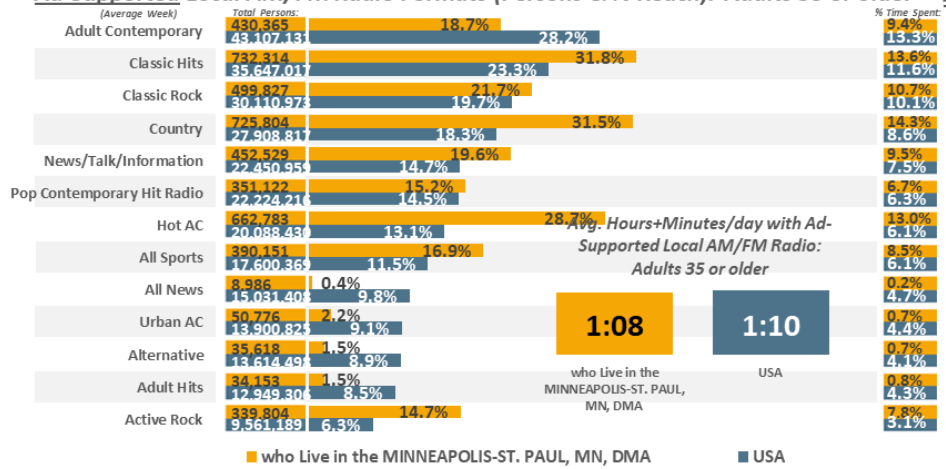
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



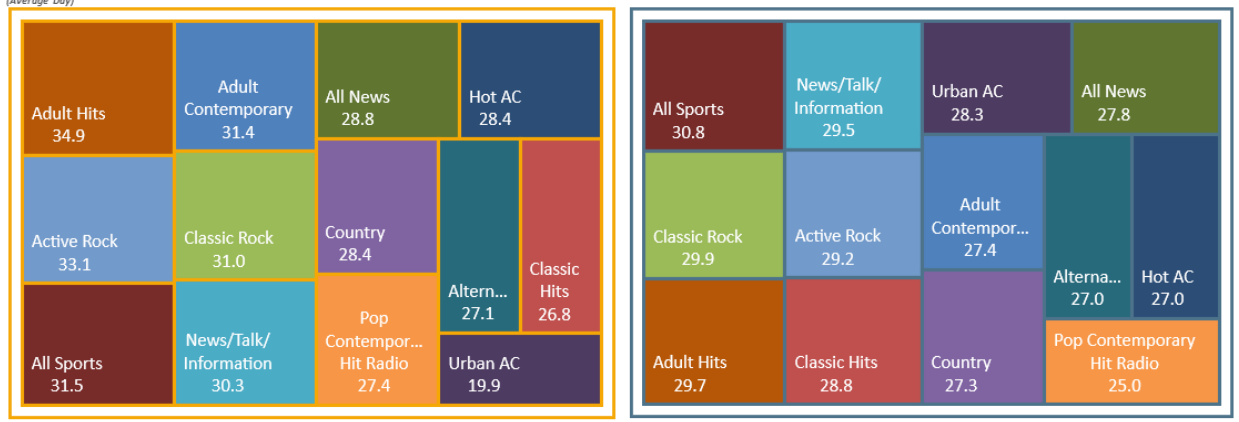
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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

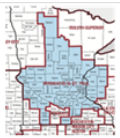


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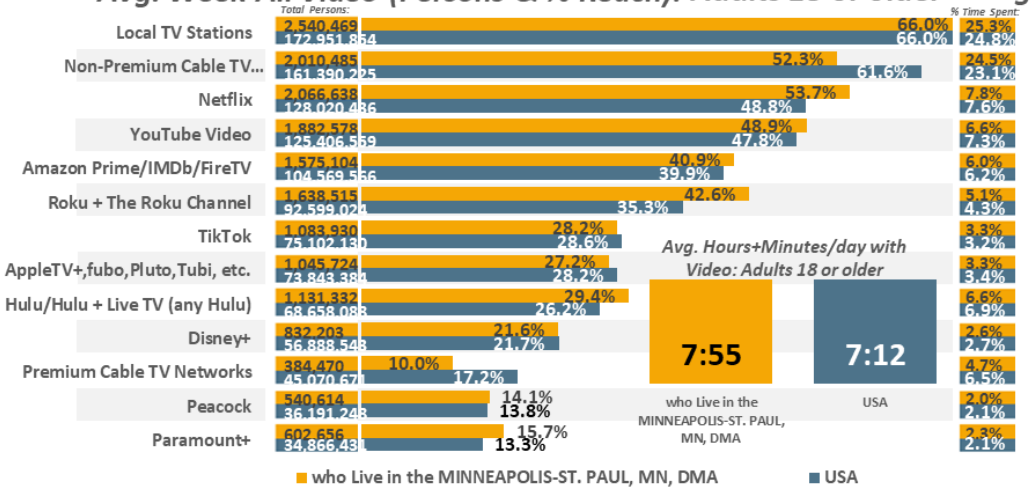


Minneapolis, St. Paul, MN

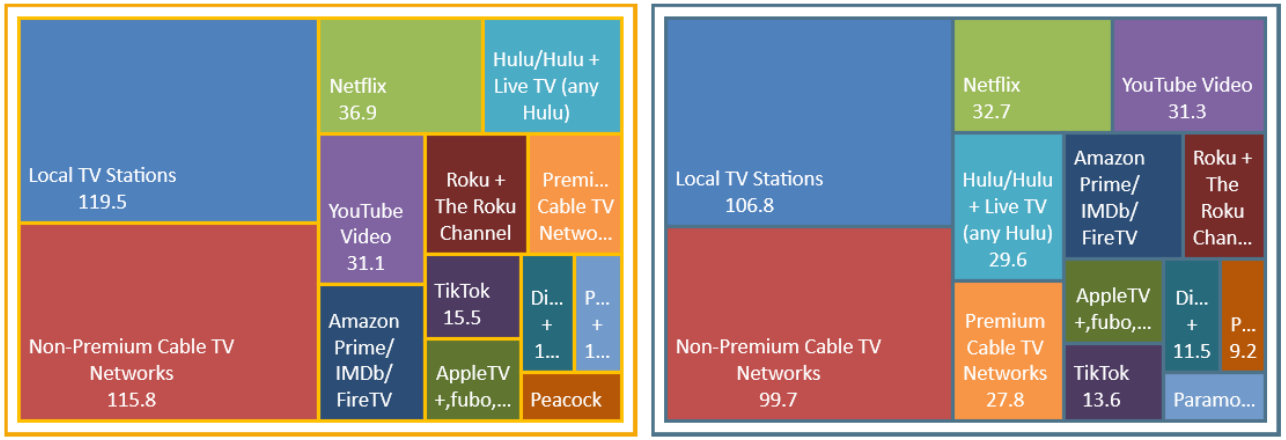
DMA P18+

2,507,978 or 65.2% of Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA watch Ad-Supported Local TV Stations for an average of 113.6 minutes every day representing 32.2% of all time spent daily with Ad-Supported Video.

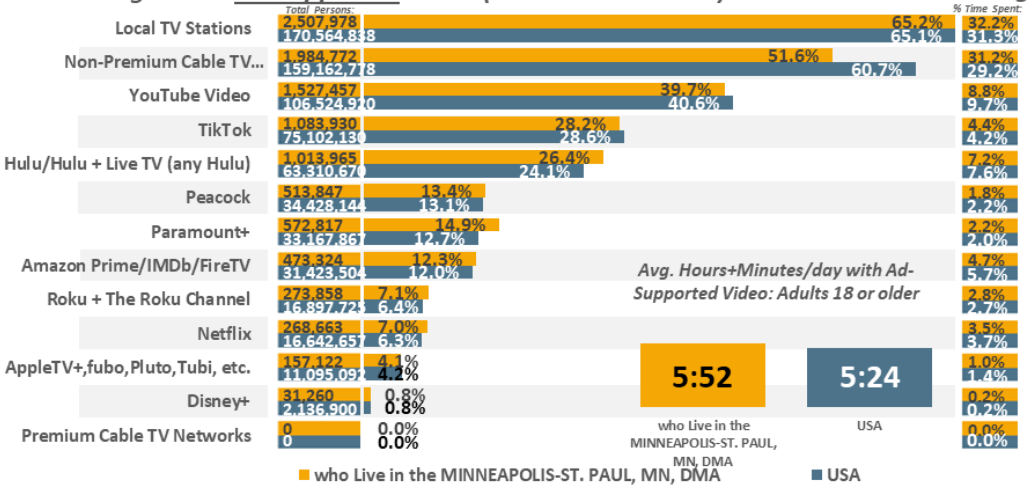
Avg. Week All Video (Persons & % Reach): Adults 18 or older



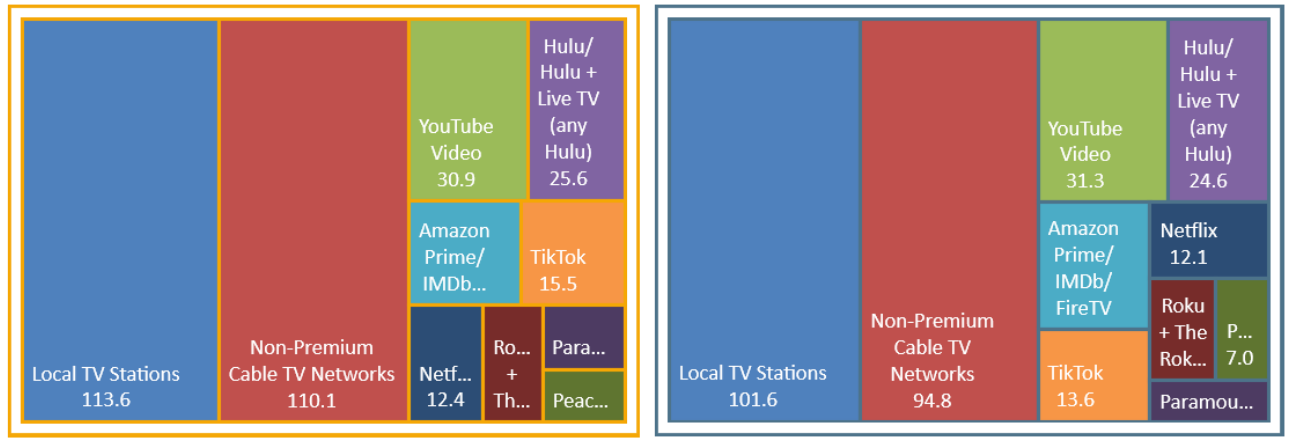
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

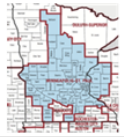


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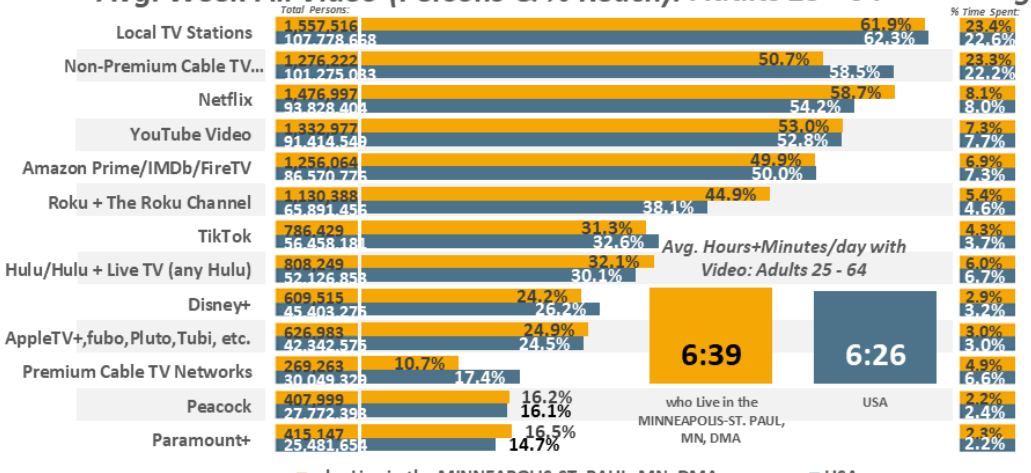
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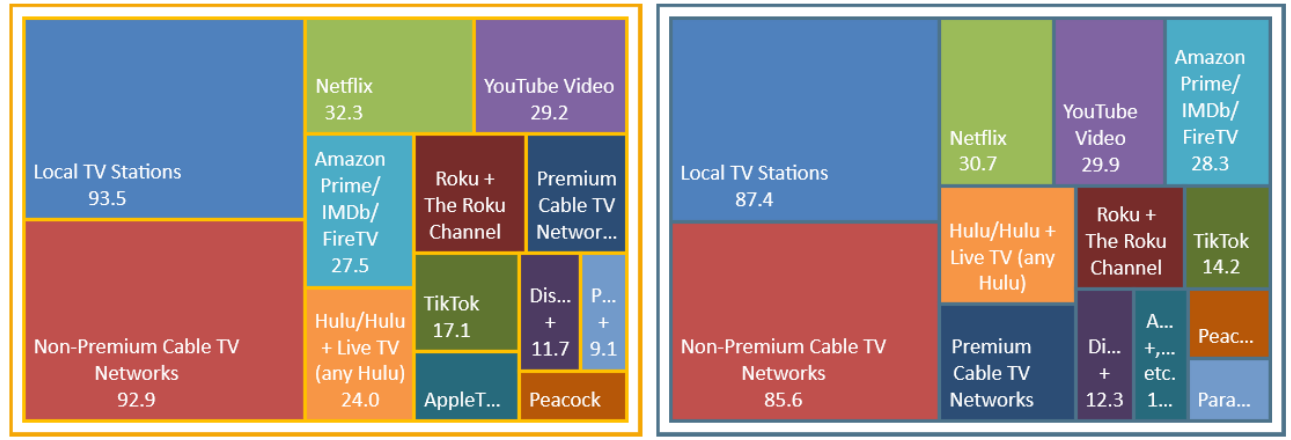
Minneapolis, St. Paul, MN DMA P25-64

1,541,321 or 61.3% of Adults 25 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA watch Ad-Supported Local TV Stations for an average of 89.9 minutes every day representing 30.4% of all time spent daily with Ad-Supported Video.

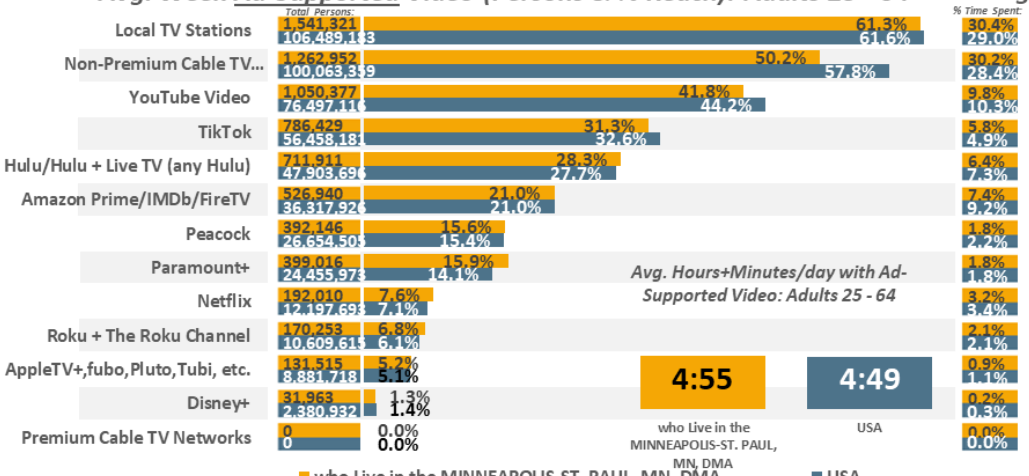
Avg. Week All Video (Persons & % Reach): Adults 25 - 64



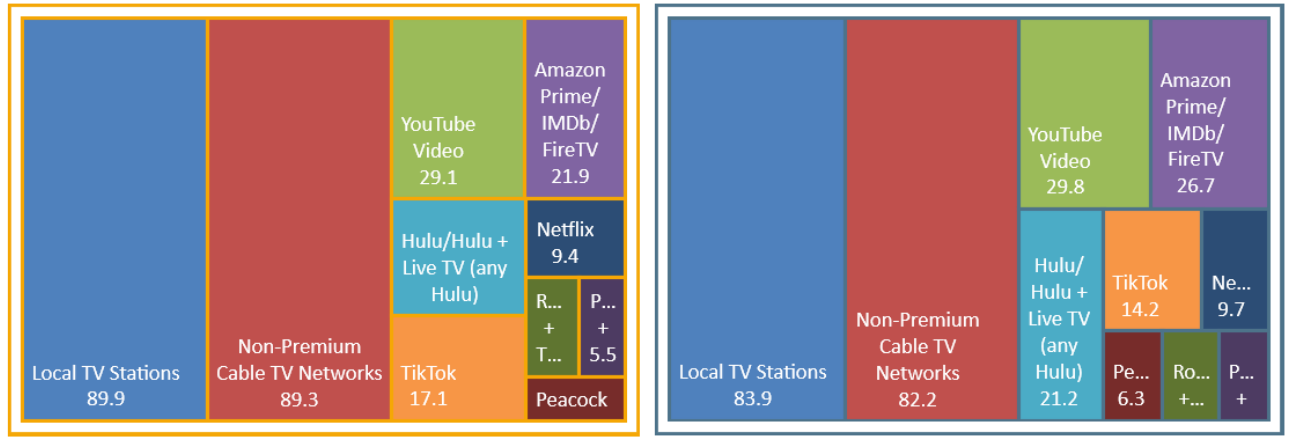
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week <u>Ad-Supported</u> Video (Persons & % Reach): Adults 25 - 64



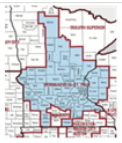
Avg. Day <u>Ad-Supported</u> Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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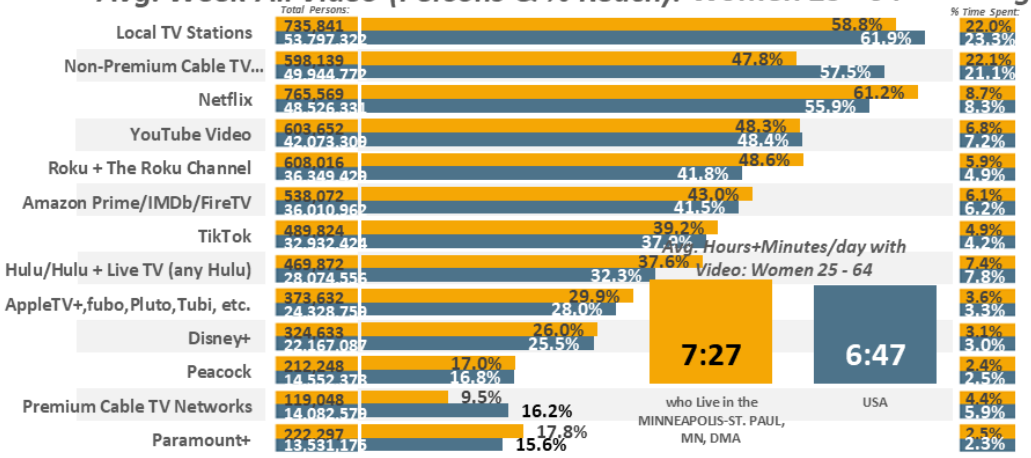
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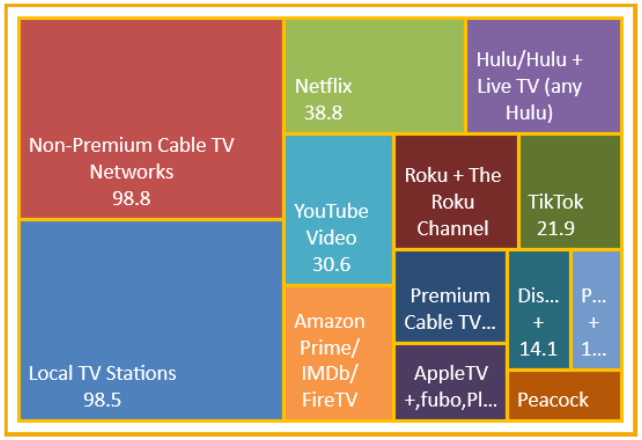
Minneapolis, St. Paul, MN DMA W25-64

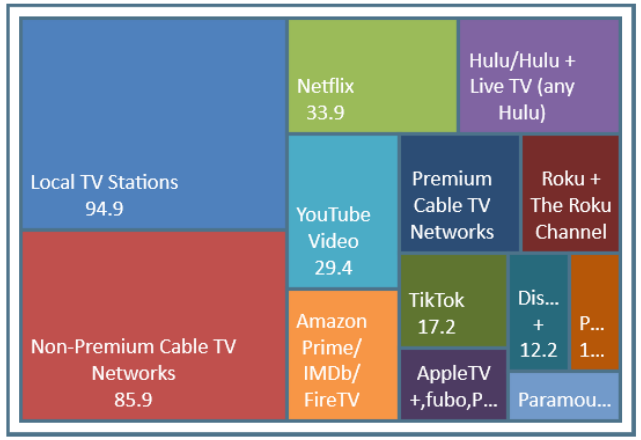
726,292 or 58.1% of Women 25 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA watch Ad-Supported Local TV Stations for an average of 95.4 minutes every day representing 30.2% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Women 25 - 64

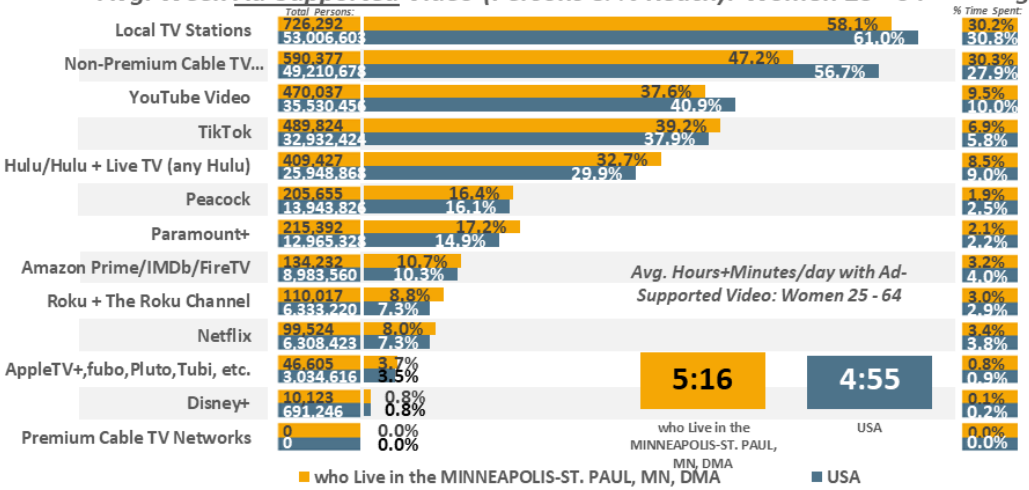


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64

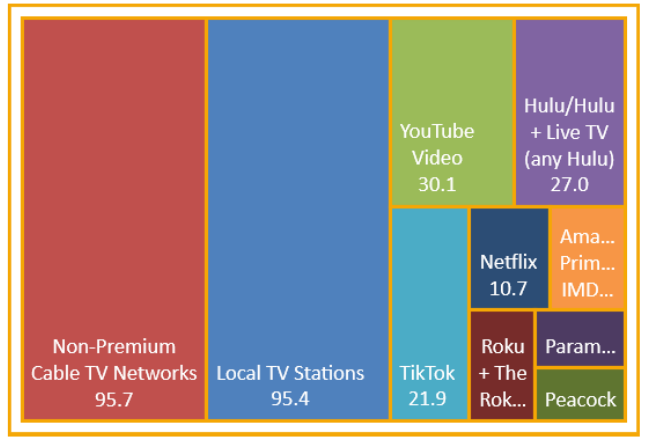


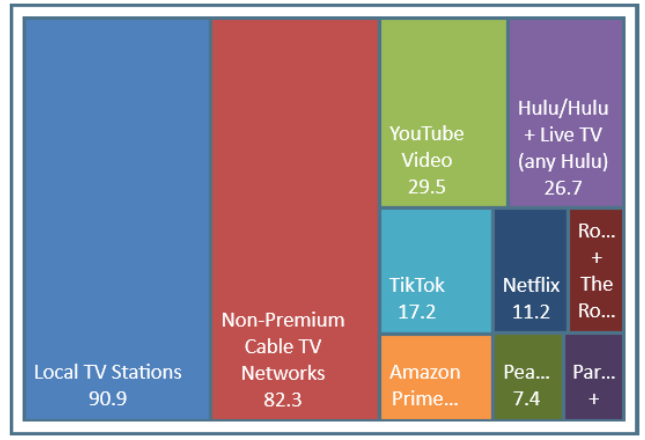


Avg. Week Ad-Supported Video (Persons & % Reach): Women 25 - 64



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64

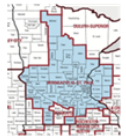




USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,873

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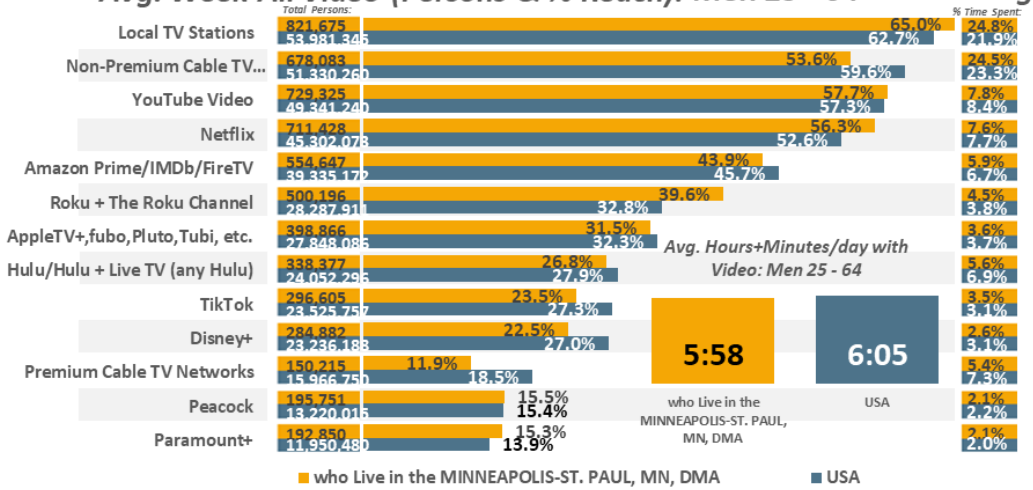


Minneapolis, St. Paul, MN

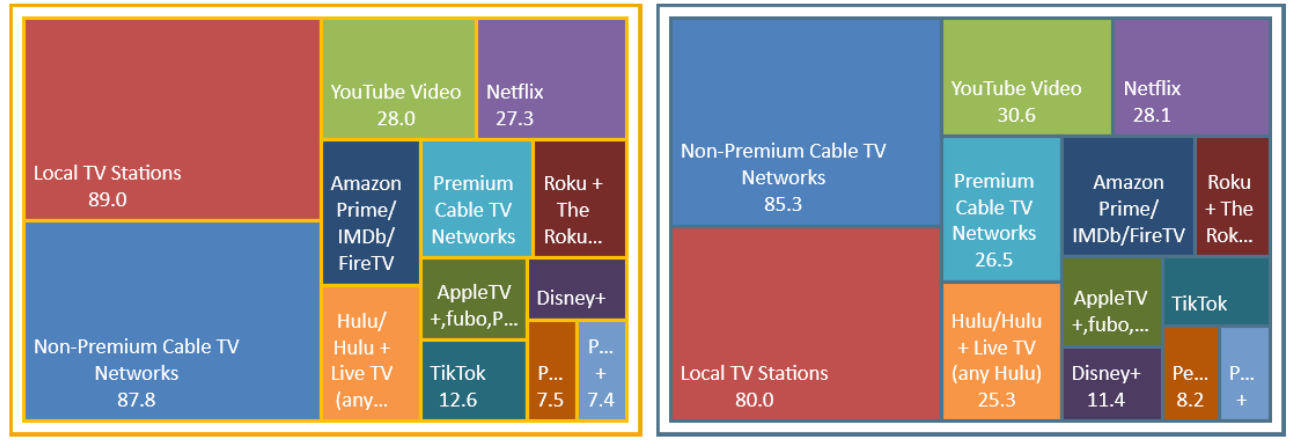
DMA M25-64

815,520 or 64.5% of Men 25 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA watch Ad-Supported Local TV Stations for an average of 84.9 minutes every day representing 31.6% of all time spent daily with Ad-Supported Video.

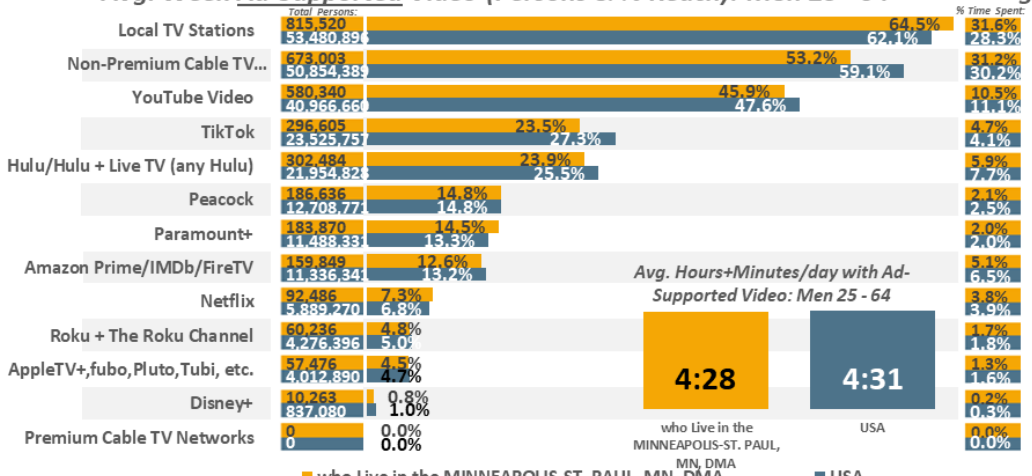
Avg. Week All Video (Persons & % Reach): Men 25 - 64



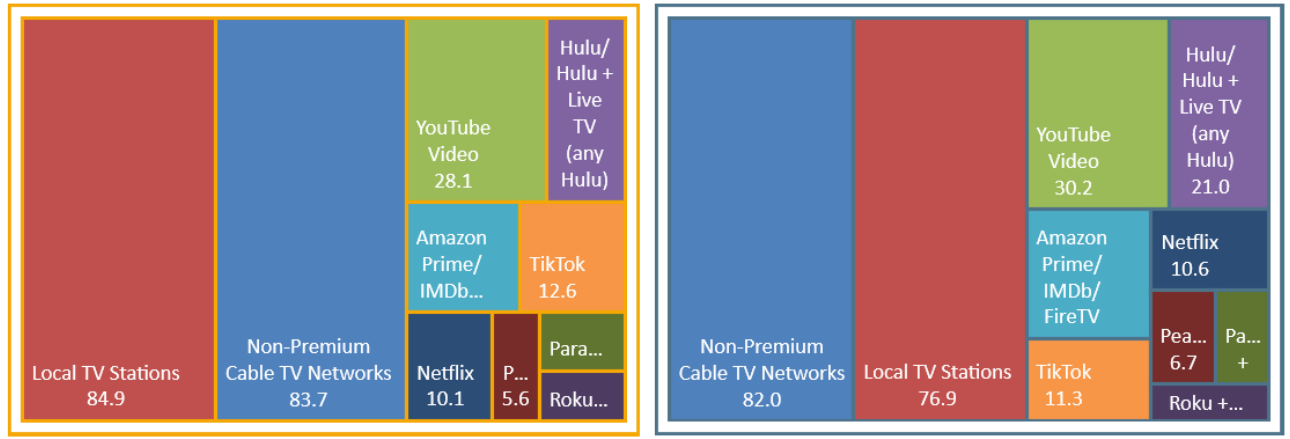
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



Avg. Week Ad-Supported Video (Persons & % Reach): Men 25 - 64



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64

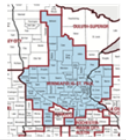


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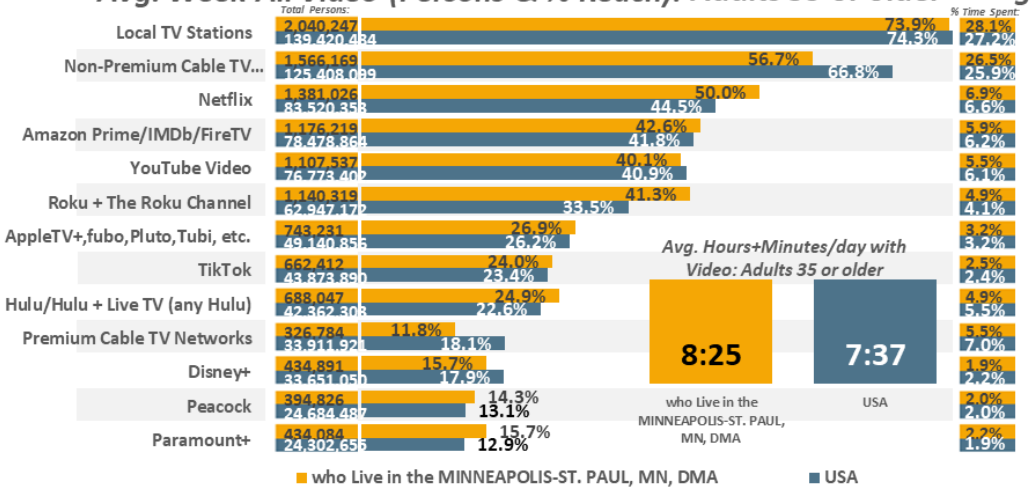


Minneapolis, St. Paul, MN

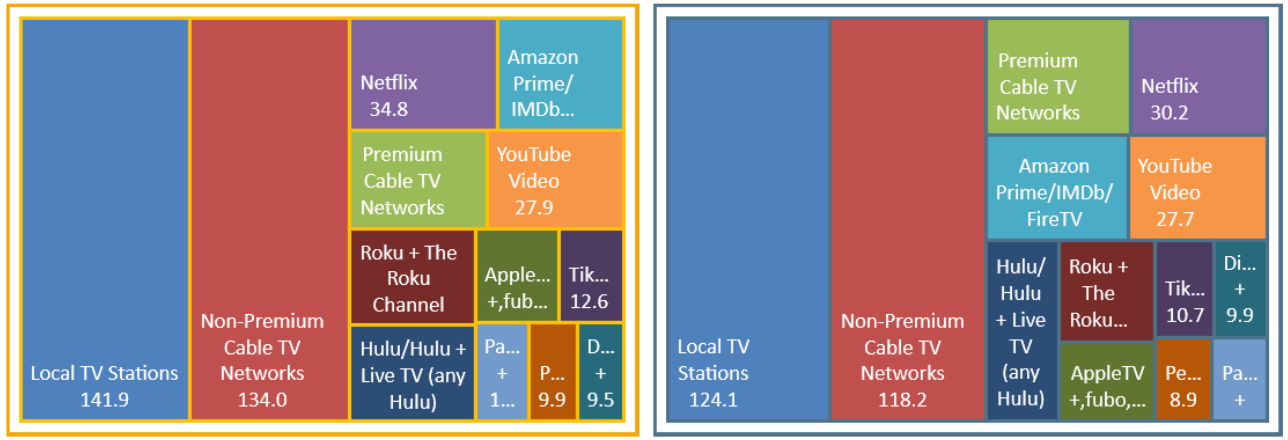
DMA **P35+**

2,014,318 or 72.9% of Adults 35 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA watch Ad-Supported Local TV Stations for an average of 134.4 minutes every day representing 34.7% of all time spent daily with Ad-Supported Video.

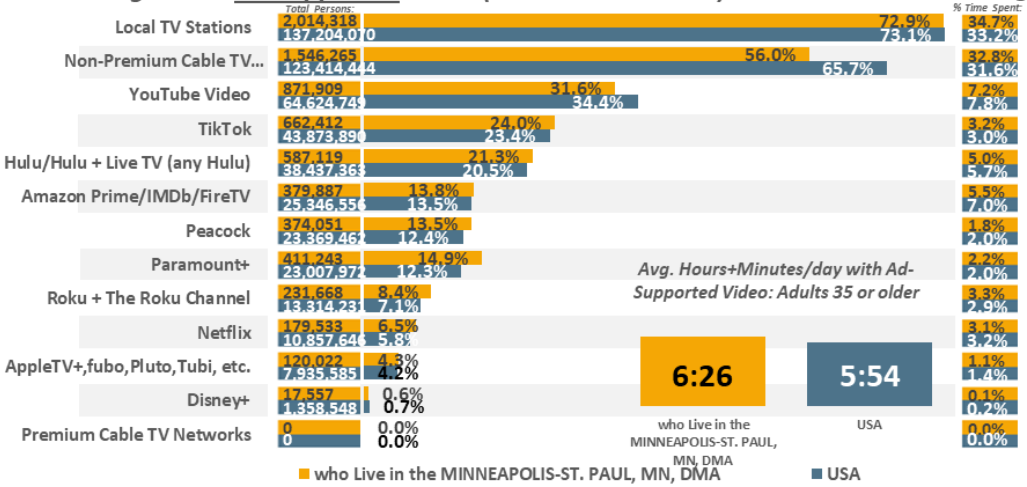
Avg. Week All Video (Persons & % Reach): Adults 35 or older



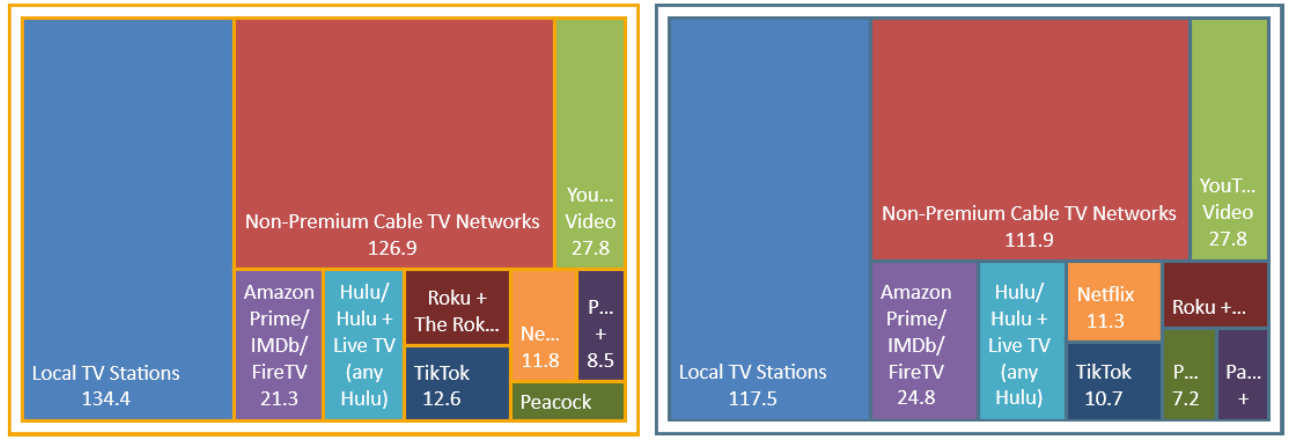
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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

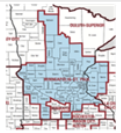


USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,873

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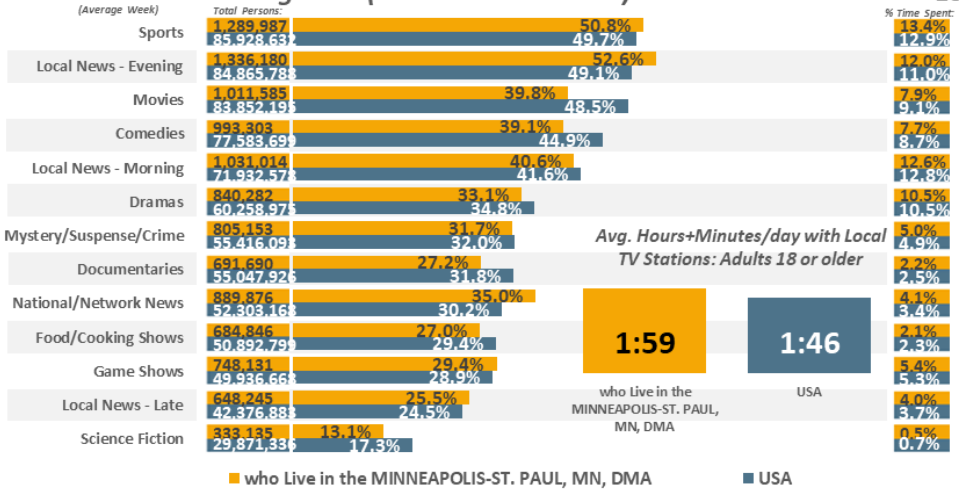


Minneapolis, St. Paul, MN

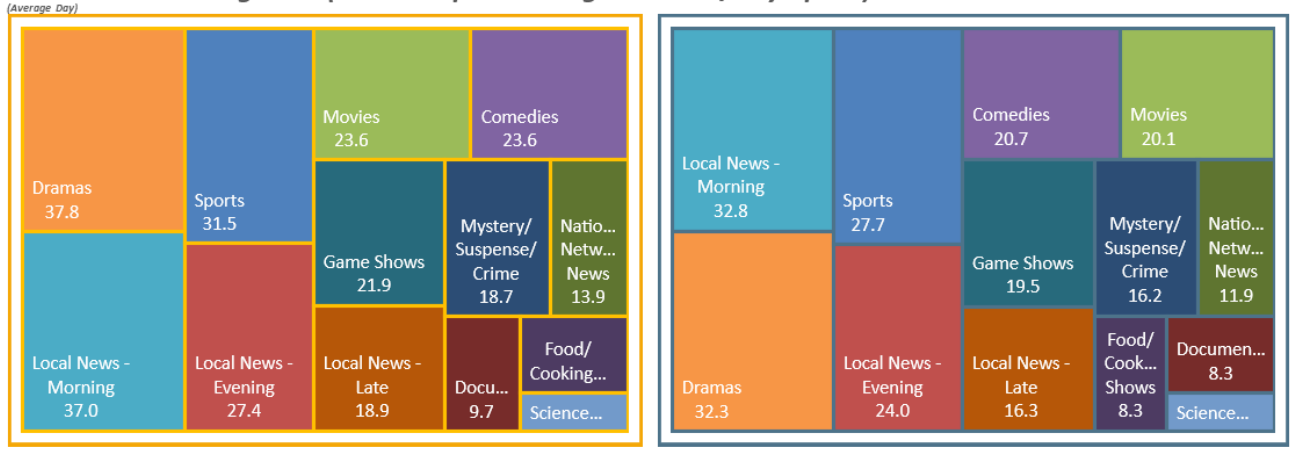
DMA **P18+**

2,507,978 or 65.2% 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, Movies, Comedies, and Dramas.

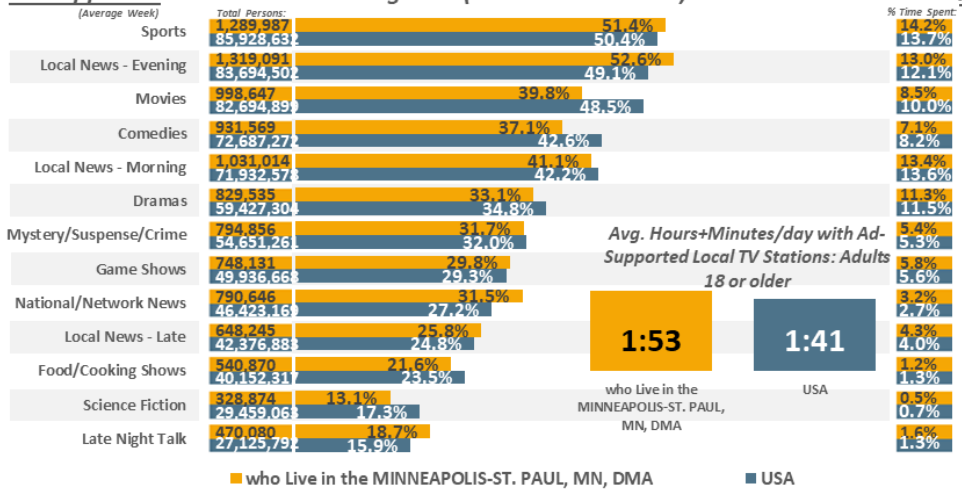
Local TV Station Programs (Persons & % Reach): Adults 18 or older



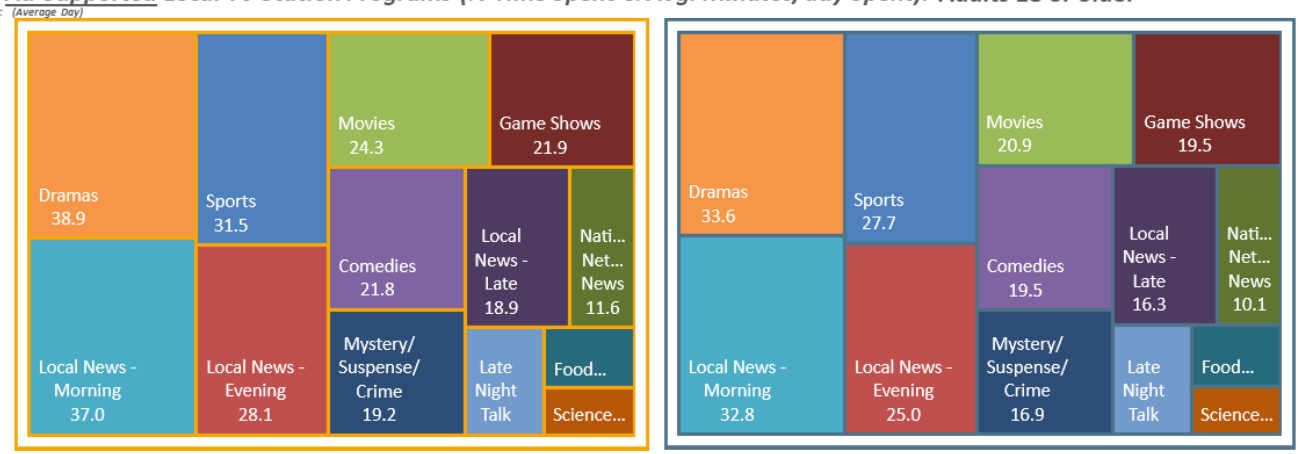
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

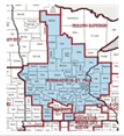


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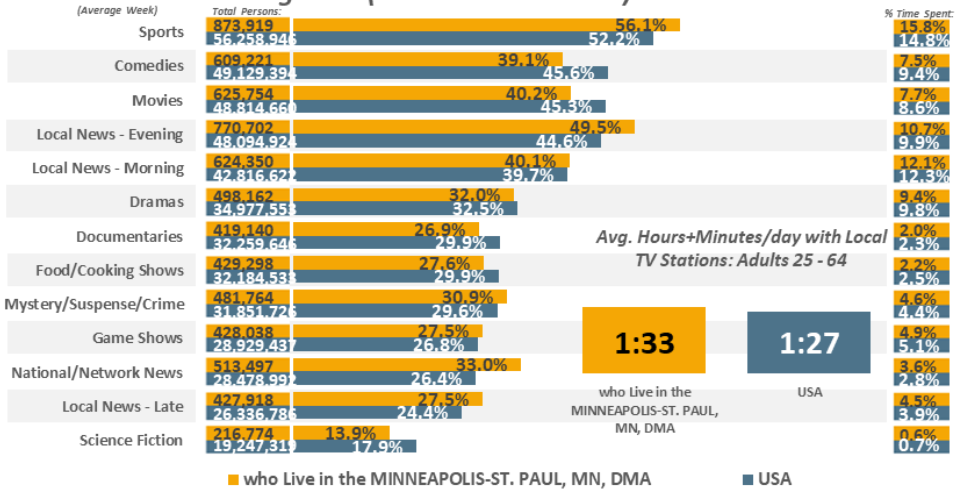
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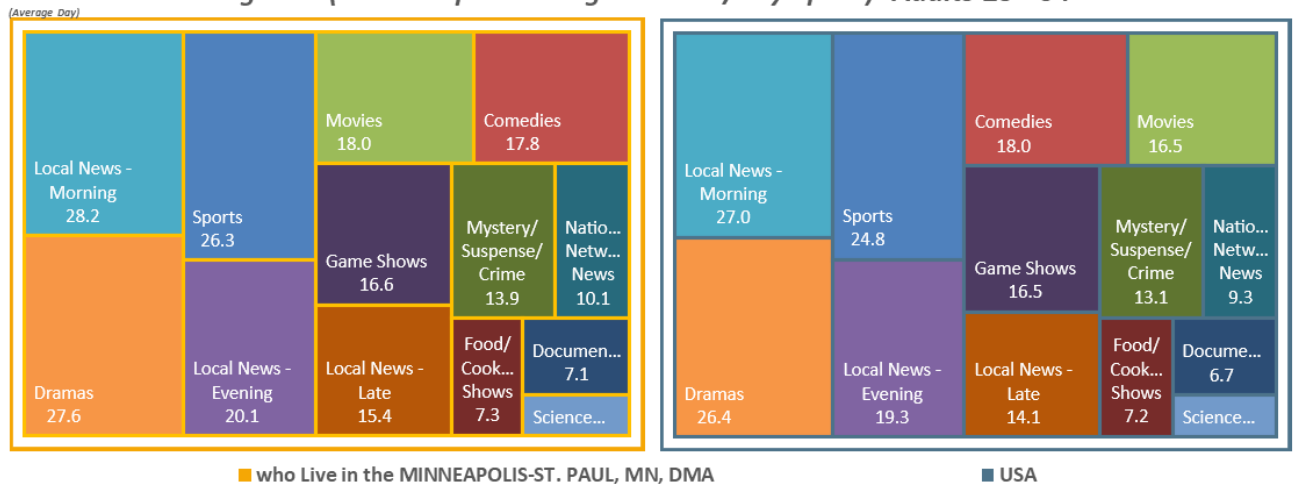
Minneapolis, St. Paul, MN DMA P25-64

1,541,321 or 61.3% of Adults 25 - 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, Movies, Comedies, and Dramas.

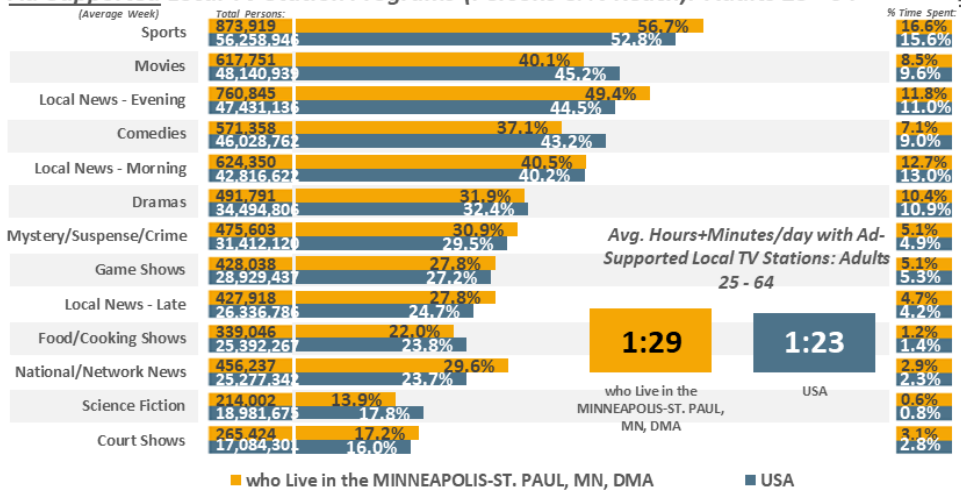
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



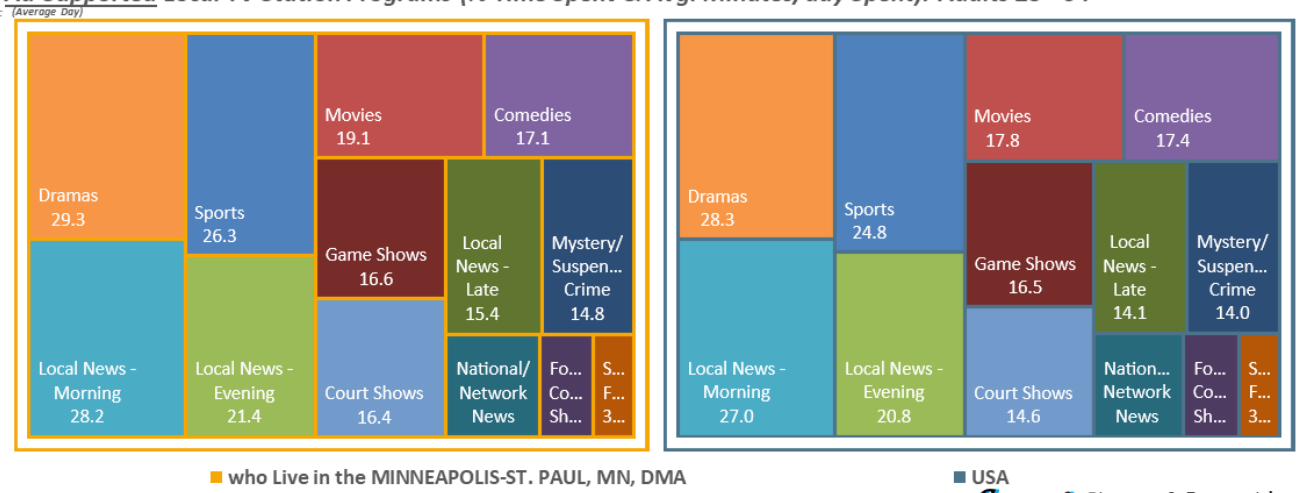
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

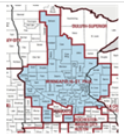


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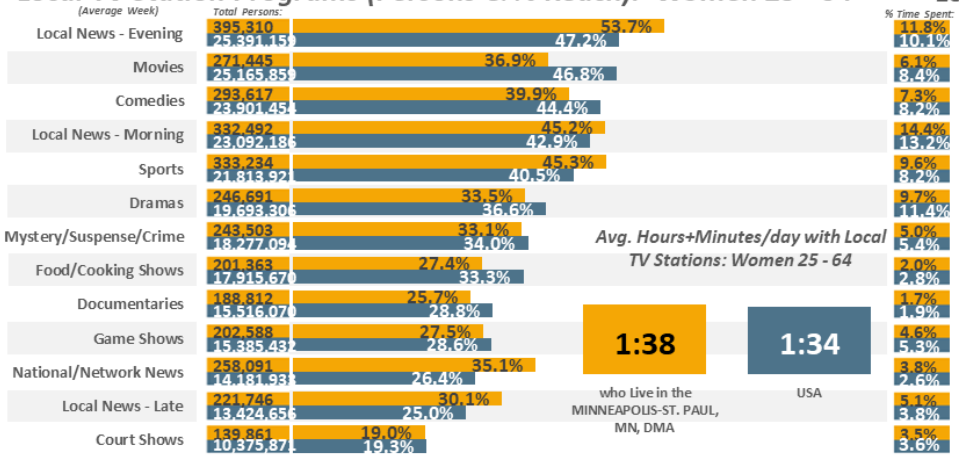


Minneapolis, St. Paul, MN

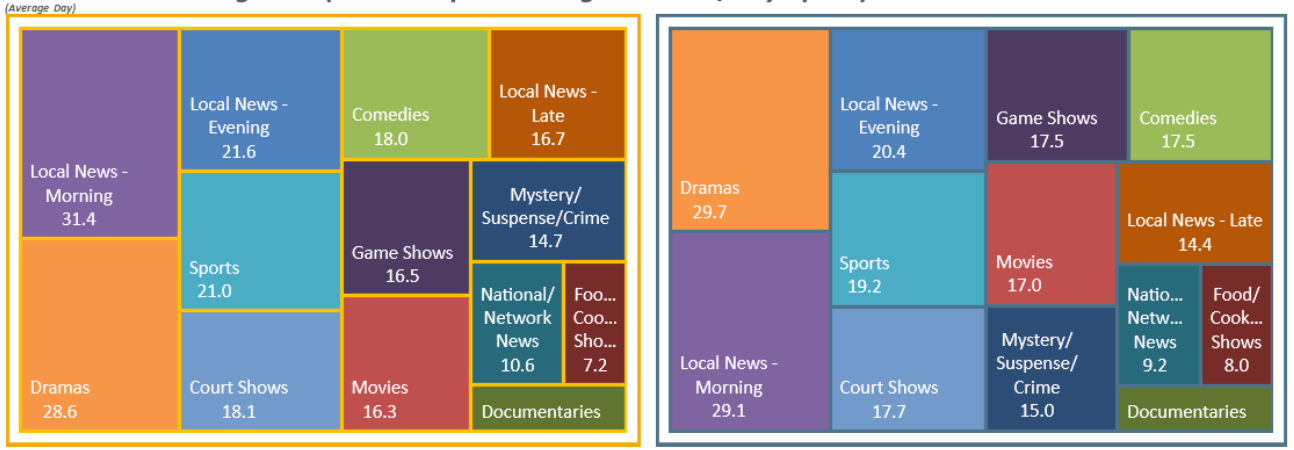
DMA W25-64

726,292 or 58.1% of Women 25 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, Movies, and Dramas.

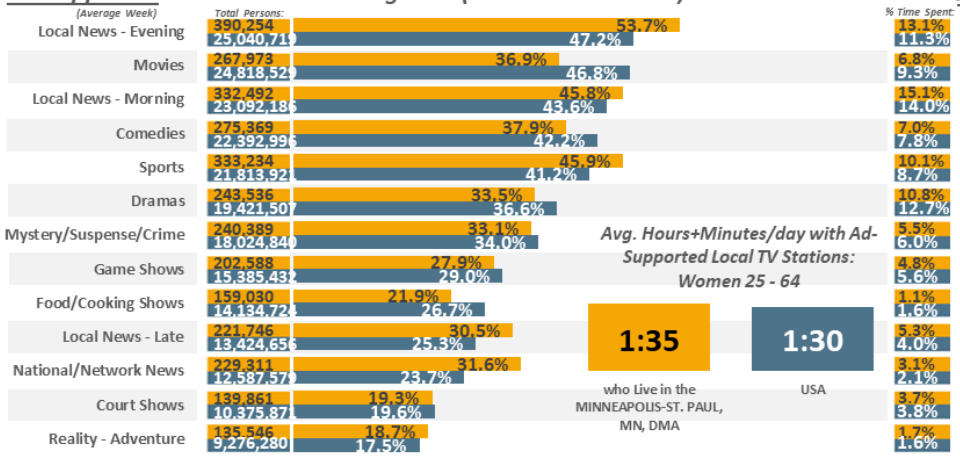
Local TV Station Programs (Persons & % Reach): Women 25 - 64



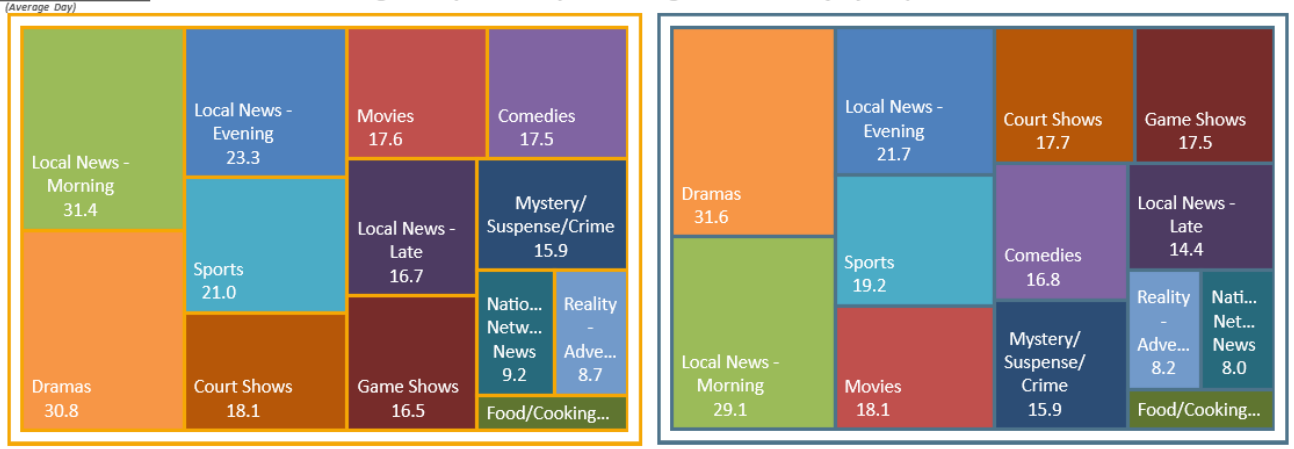
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Women 25 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



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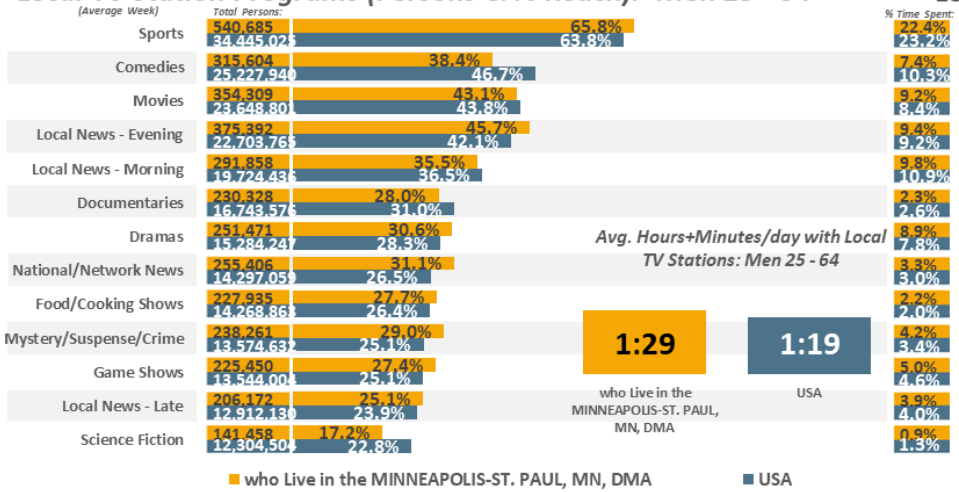
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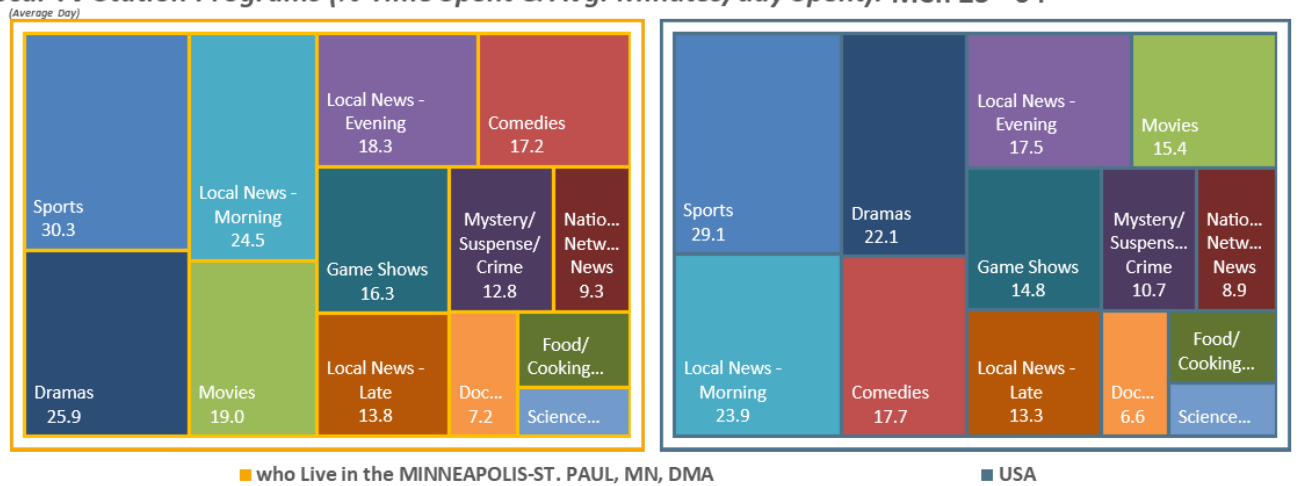
Minneapolis, St. Paul, MN DMA M25-64

815,520 or 64.5% of Men 25 - 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, Movies, Comedies, Local News - Morning, and Dramas.

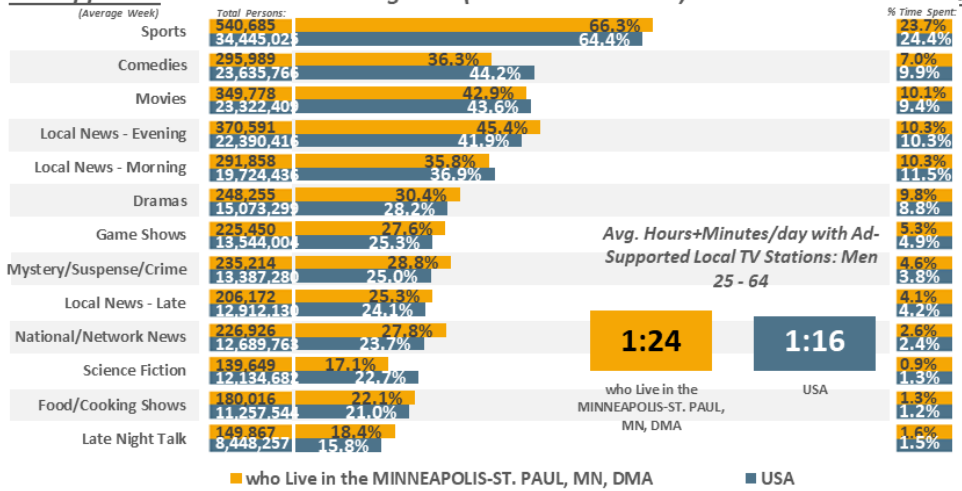
Local TV Station Programs (Persons & % Reach): Men 25 - 64



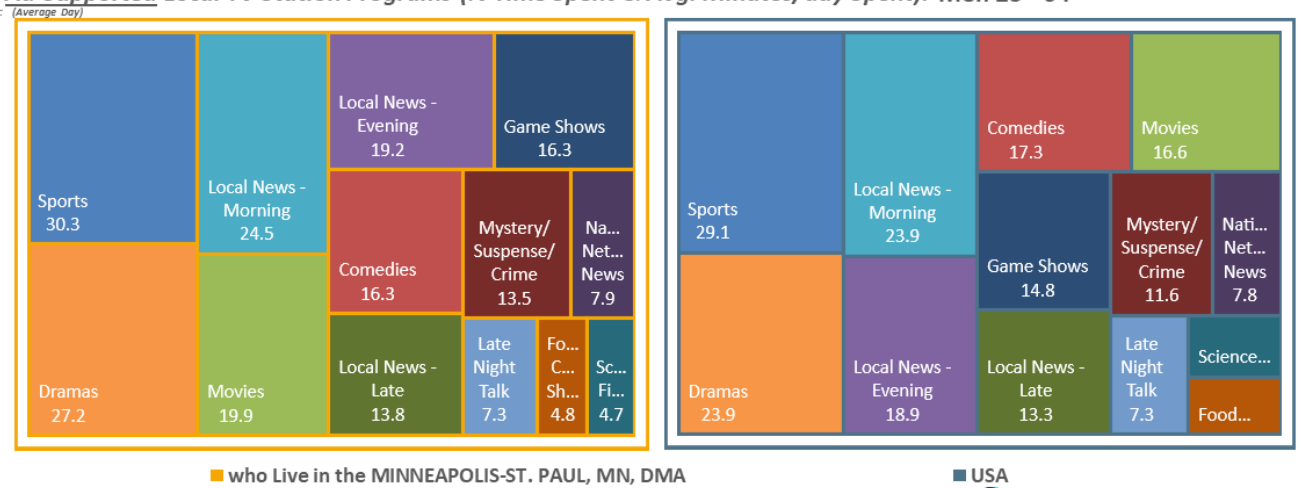
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Men 25 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



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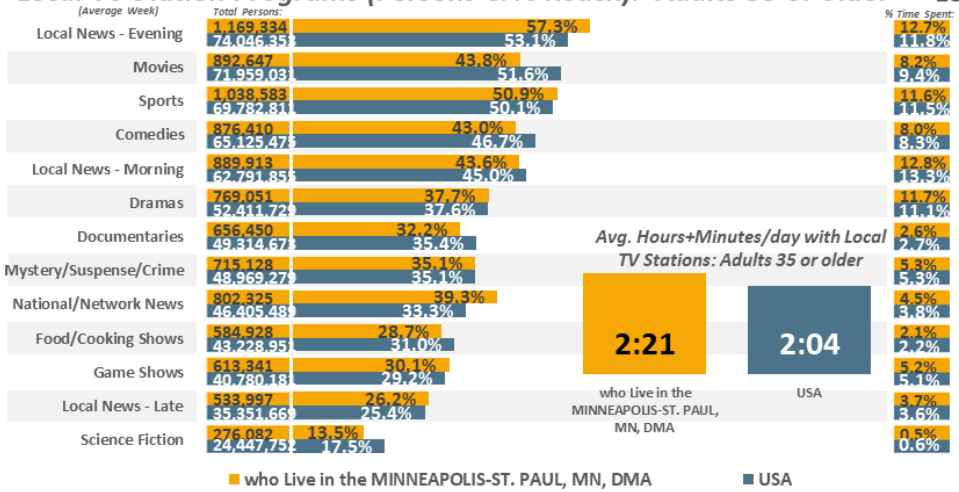


Minneapolis, St. Paul, MN

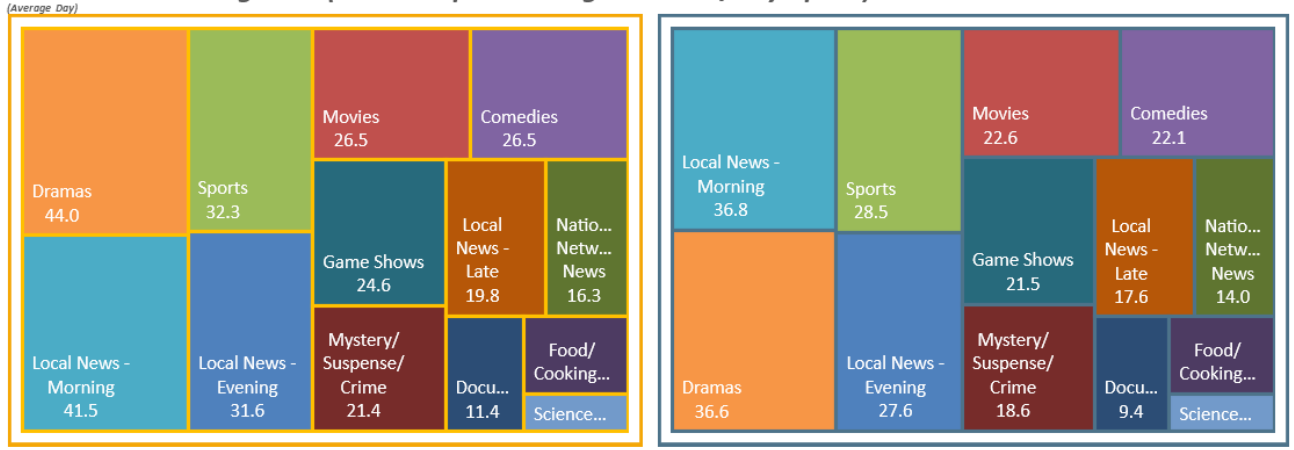
DMA **P35+**

2,014,318 or 72.9% of Adults 35 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, Movies, Comedies, and Dramas.

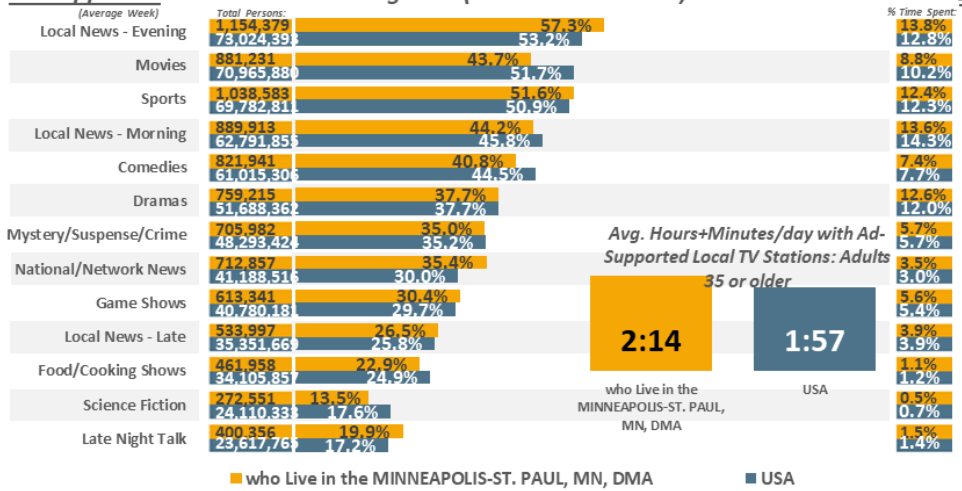
Local TV Station Programs (Persons & % Reach): Adults 35 or older



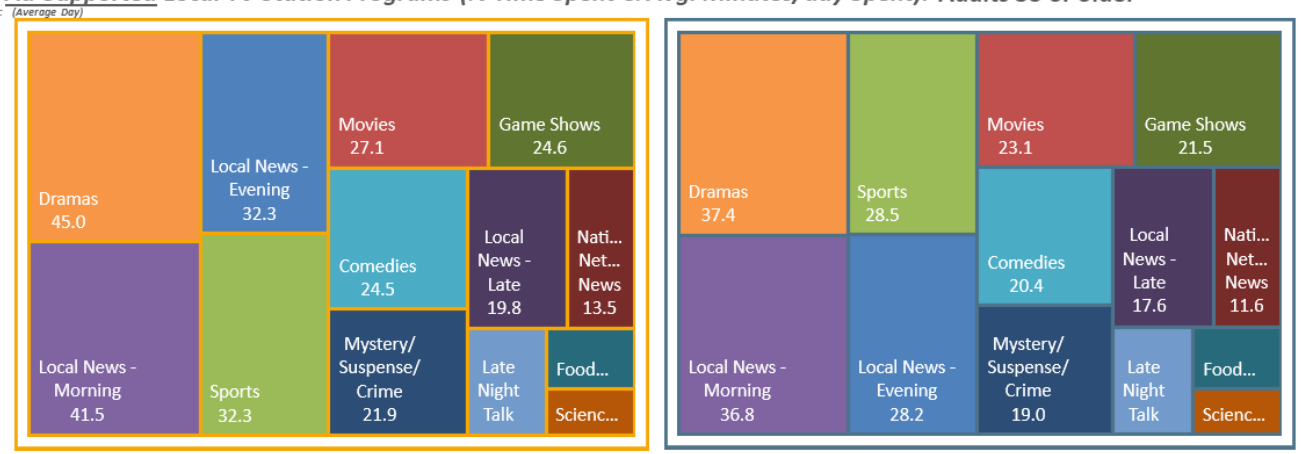
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



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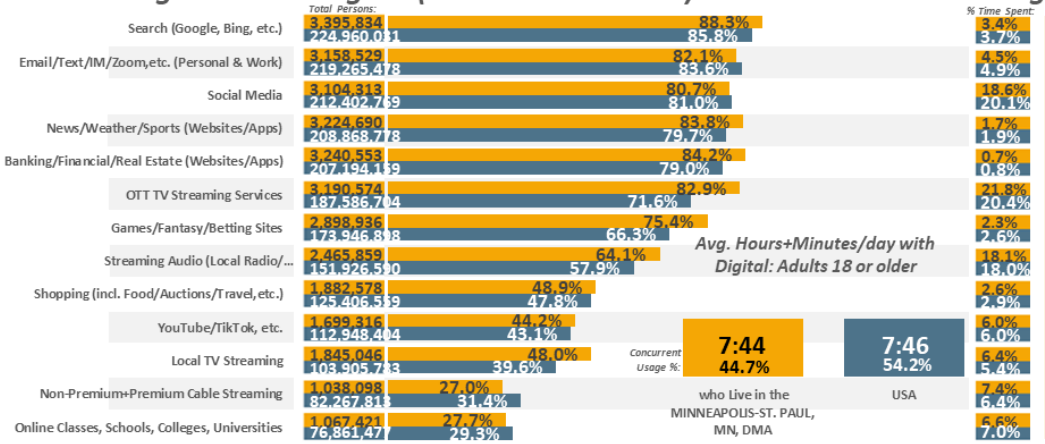


Minneapolis, St. Paul, MN

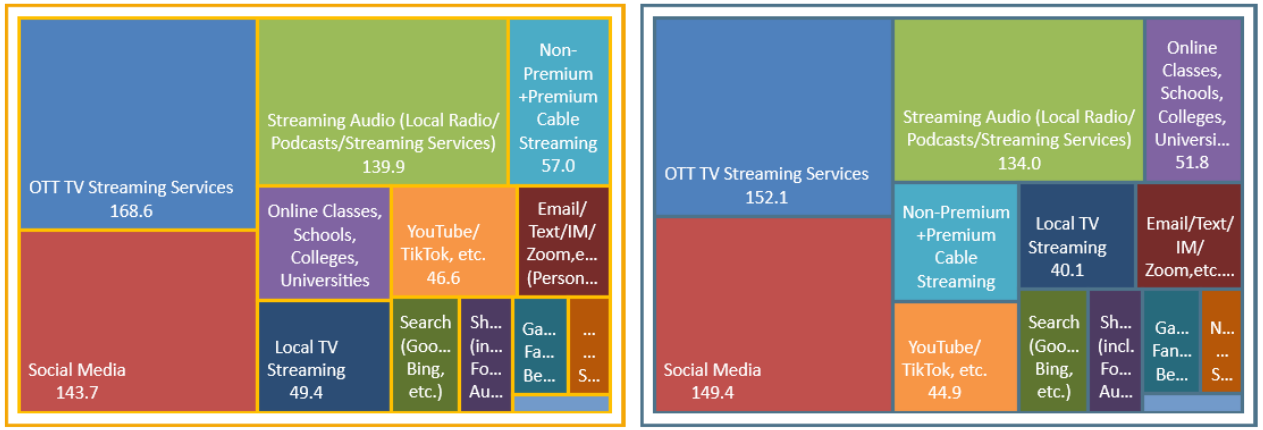
DMA **P18+**

2,743,698 or 71.3% of Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA use Ad-Supported Social Media for an average of 127. minutes every day representing 23.6% of all time spent daily with Ad-Supported Digital Media.

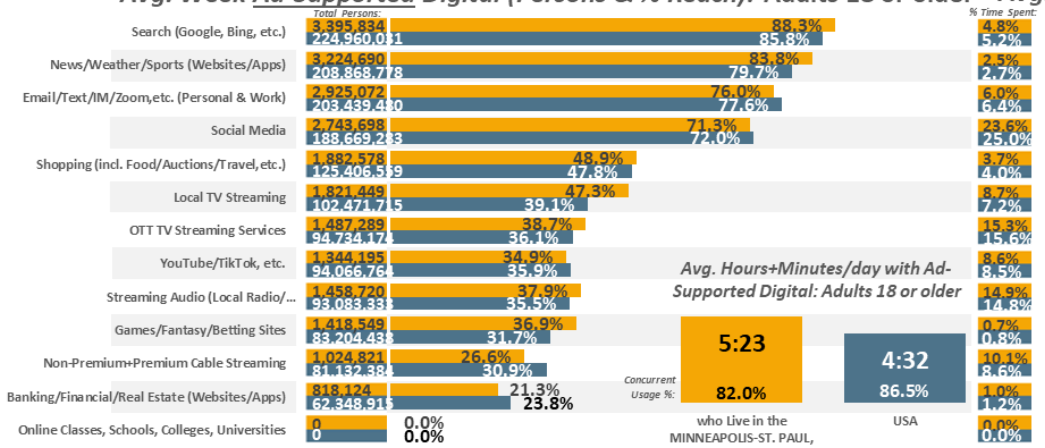
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



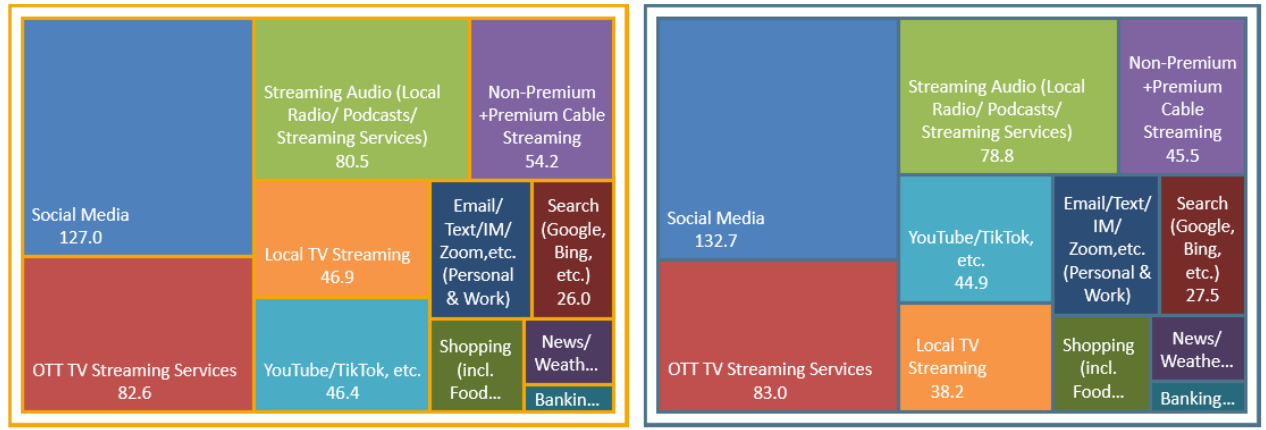
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

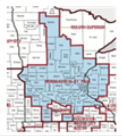


USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,873

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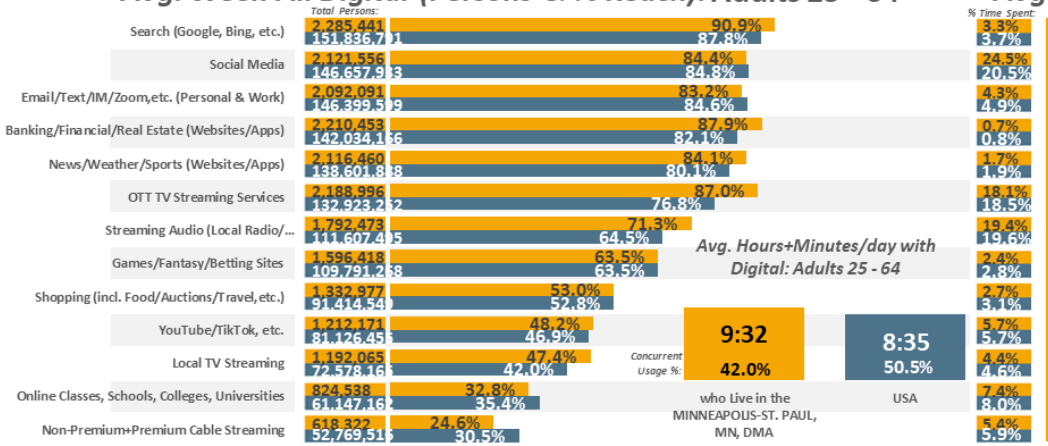


Minneapolis, St. Paul, MN

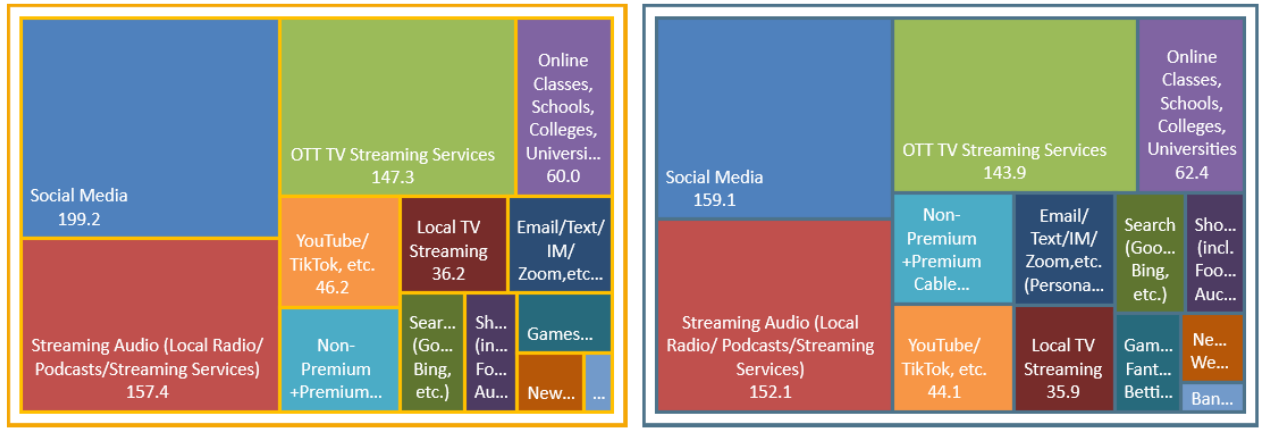
DMA P25-64

1,874,827 or 74.5% of Adults 25 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA use Ad-Supported Social Media for an average of 183.3 minutes every day representing 31.9% of all time spent daily with Ad-Supported Digital Media.

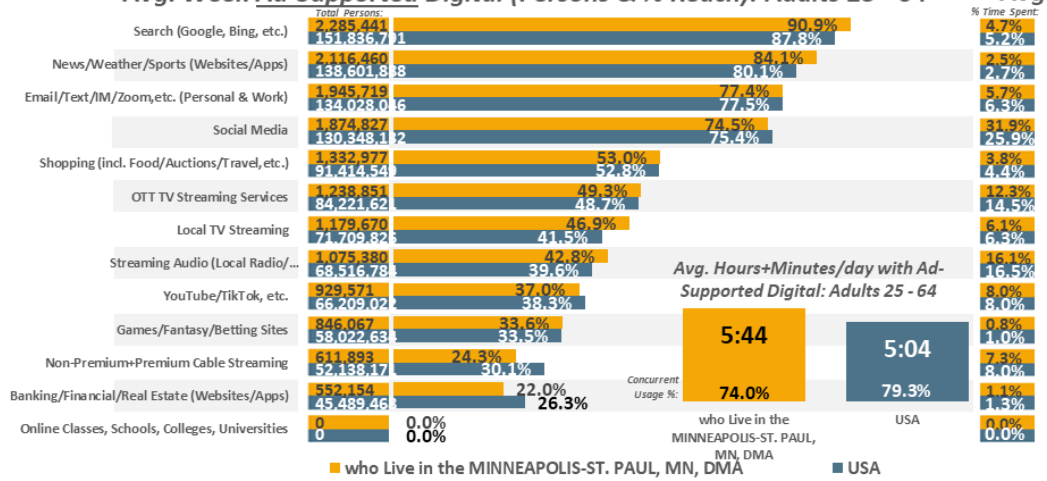
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



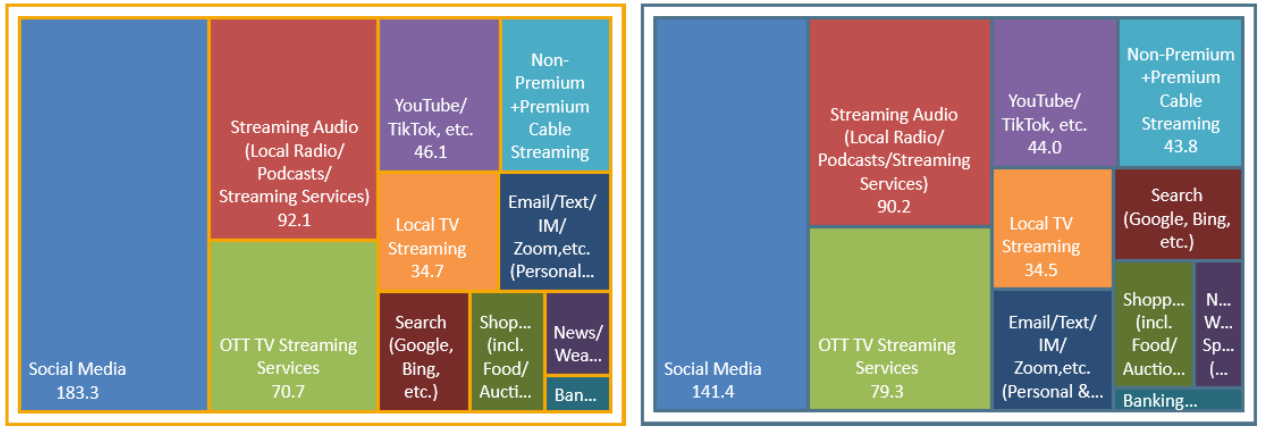
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

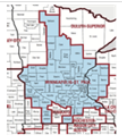


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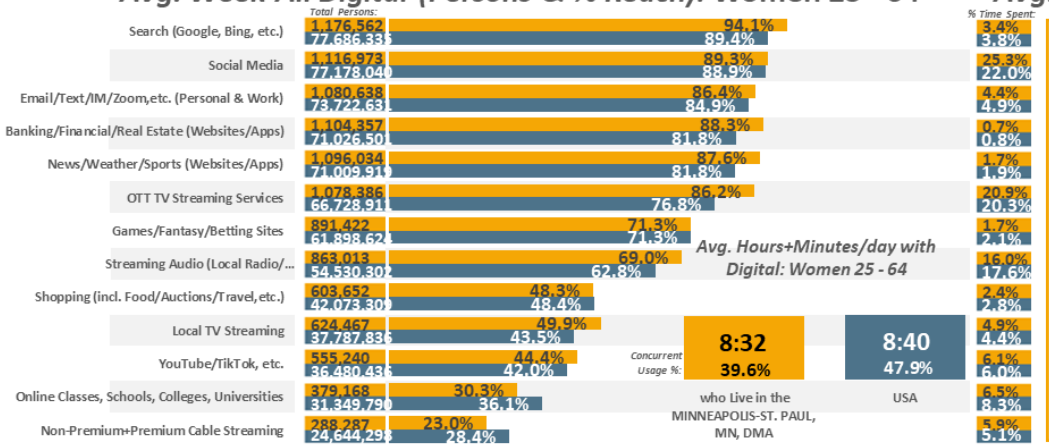


Minneapolis, St. Paul, MN

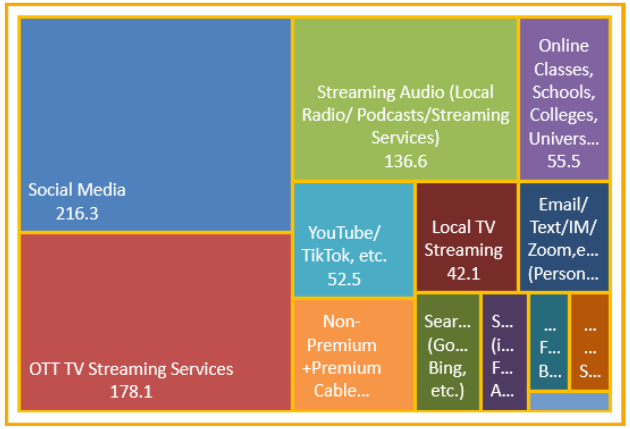
DMA W25-64

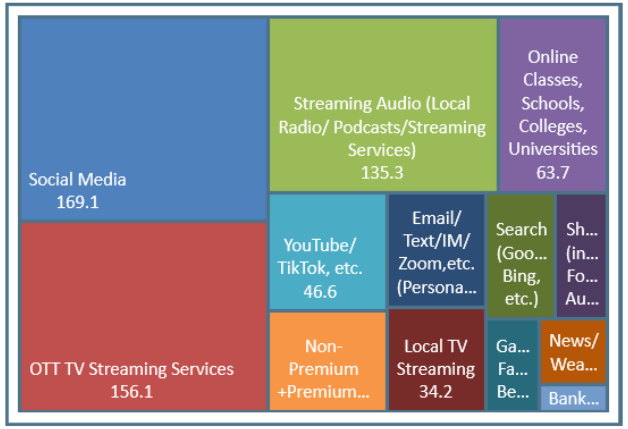
1,052,764 or 84.2% of Women 25 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA use Ad-Supported Social Media for an average of 199. minutes every day representing 33.% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Women 25 - 64



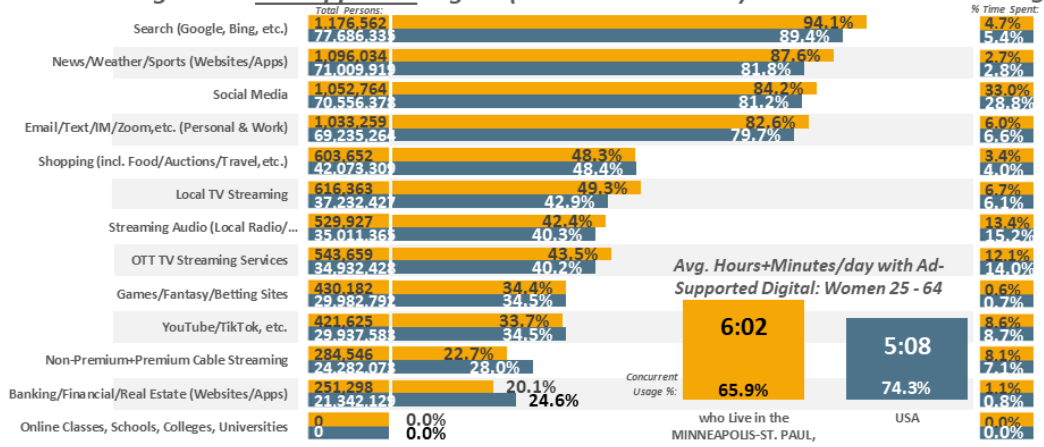
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



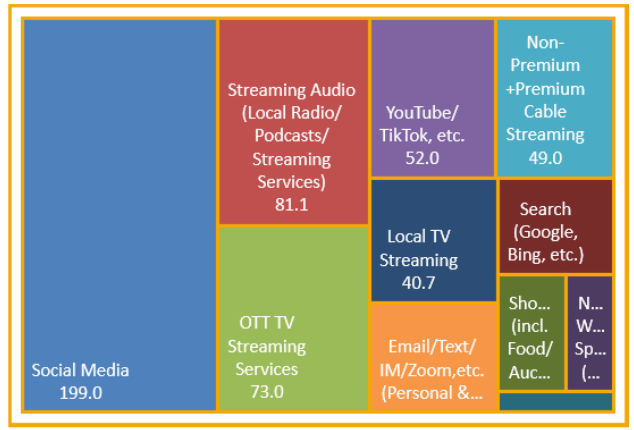


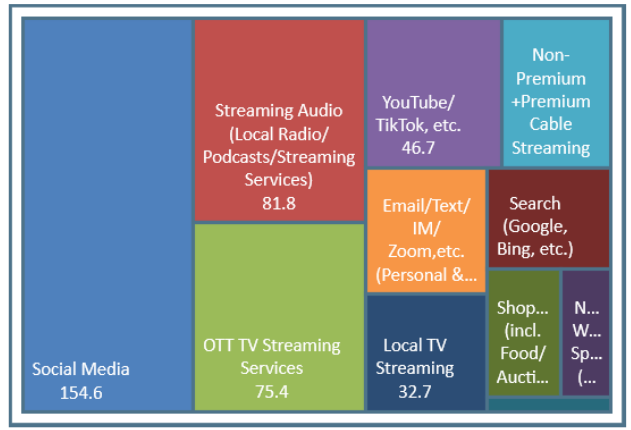
who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA ■ USA

Avg. Week Ad-Supported Digital (Persons & % Reach): Women 25 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64





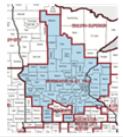
who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA ■ USA

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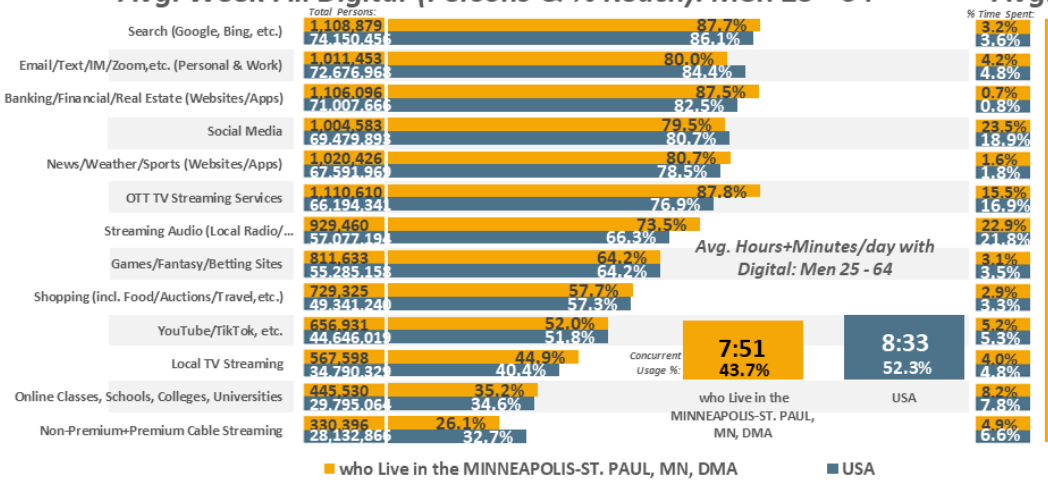


Minneapolis, St. Paul, MN

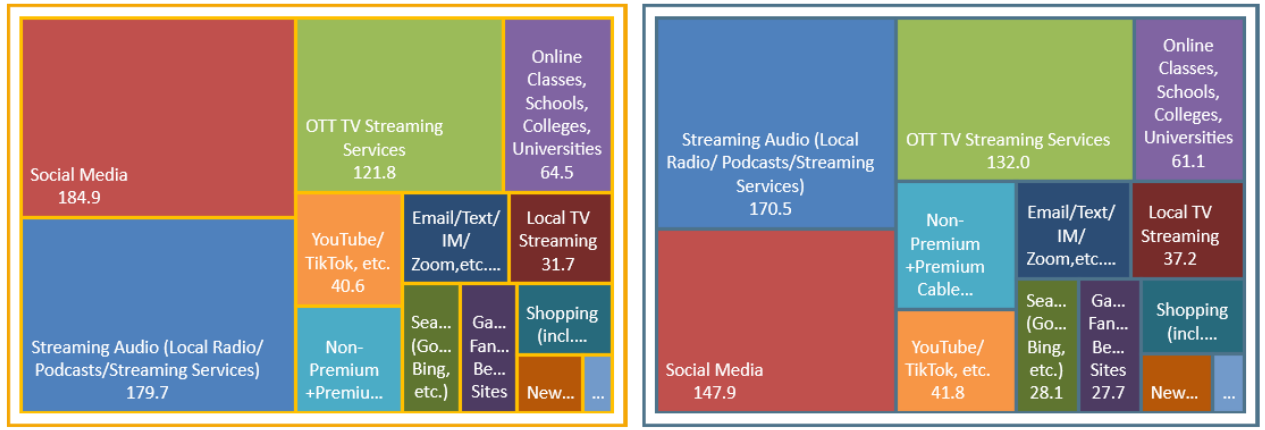
DMA M25-64

822,063 or 65.% of Men 25 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA use Ad-Supported Social Media for an average of 170.1 minutes every day representing 31.4% of all time spent daily with Ad-Supported Digital Media.

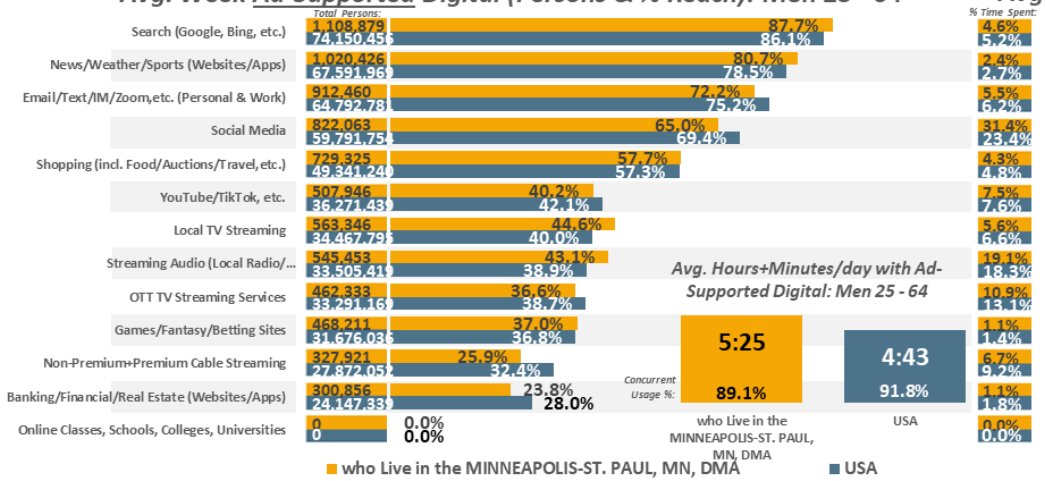
Avg. Week All Digital (Persons & % Reach): Men 25 - 64



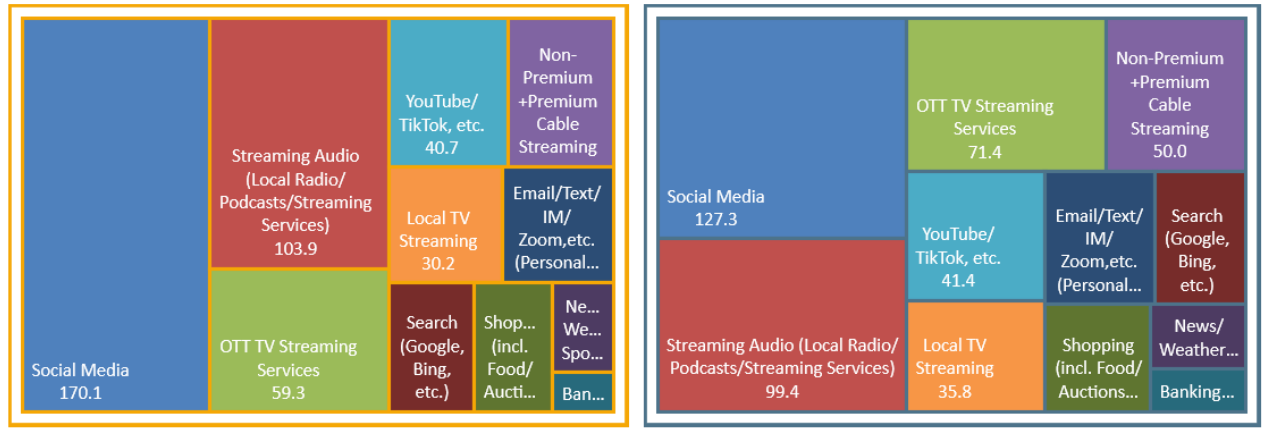
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



Avg. Week Ad-Supported Digital (Persons & % Reach): Men 25 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64

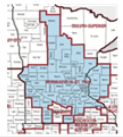


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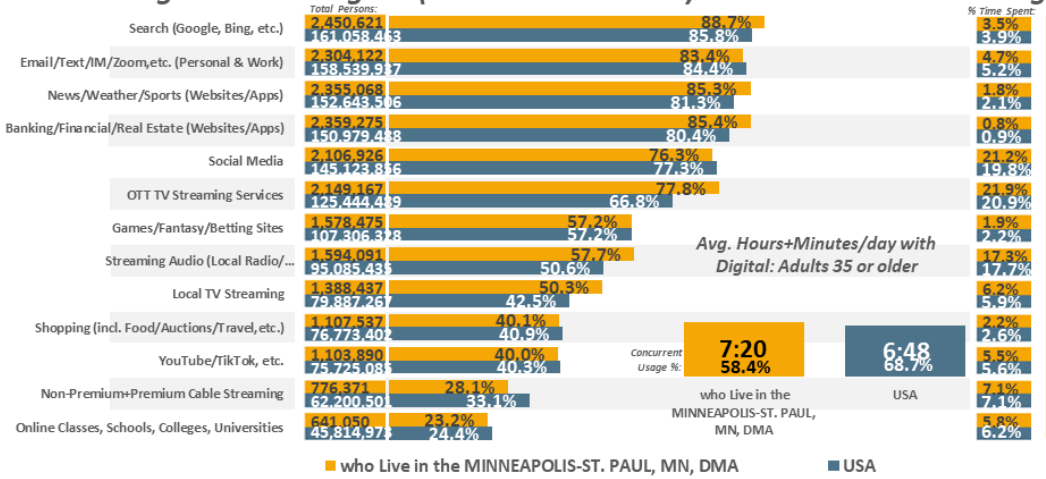


Minneapolis, St. Paul, MN

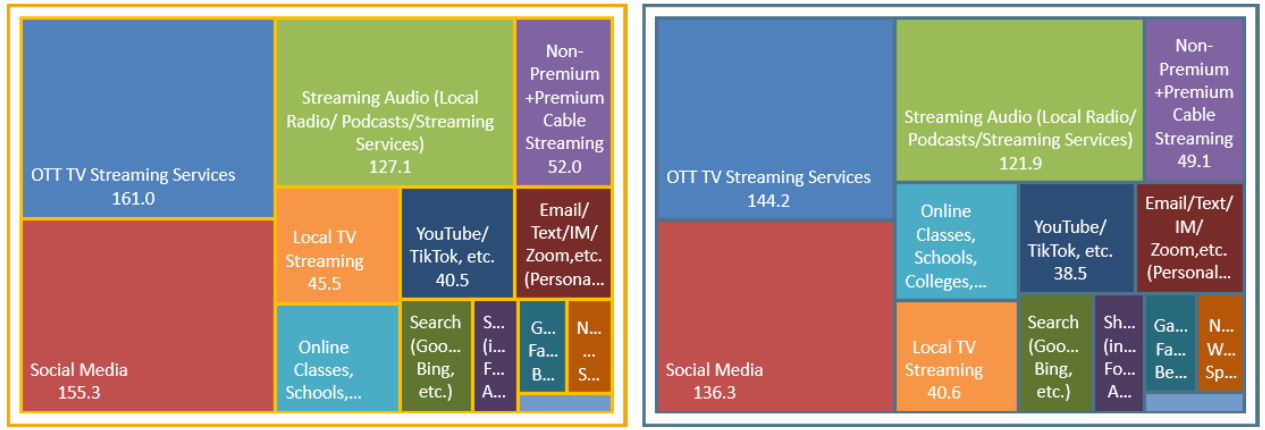
DMA **P35+**

1,860,686 or 67.4% of Adults 35 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA use Ad-Supported Social Media for an average of 142.9 minutes every day representing 26.8% of all time spent daily with Ad-Supported Digital Media.

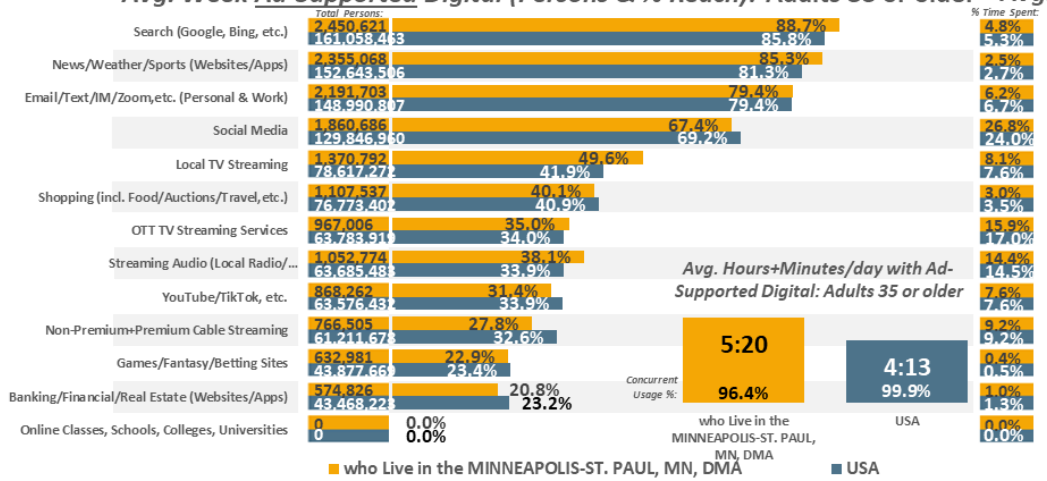
Avg. Week All Digital (Persons & % Reach): Adults 35 or older



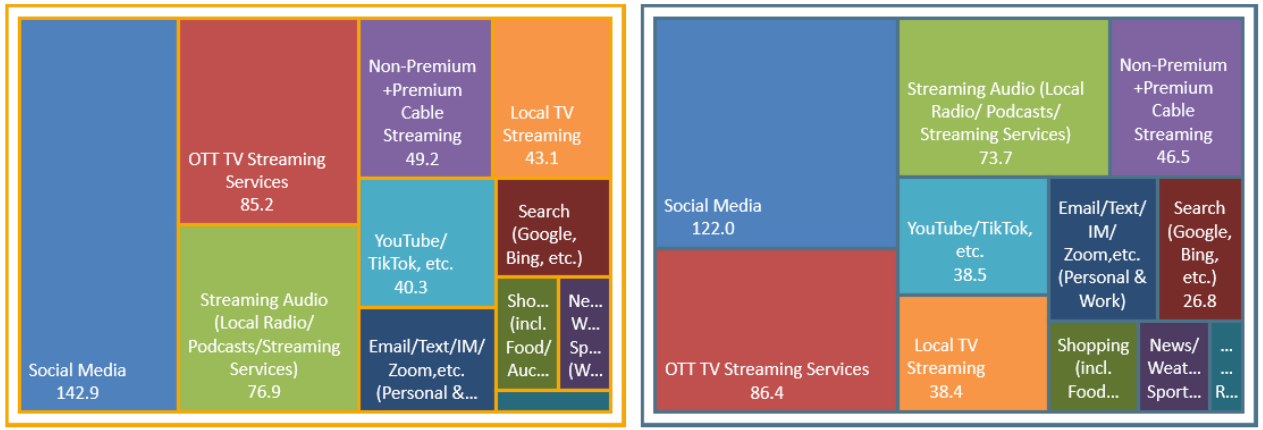
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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

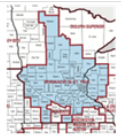


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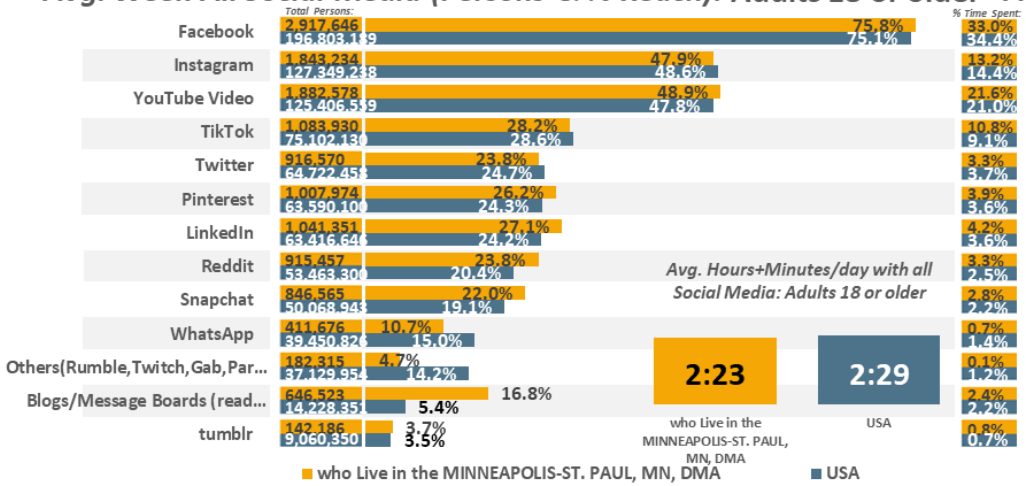


Minneapolis, St. Paul, MN

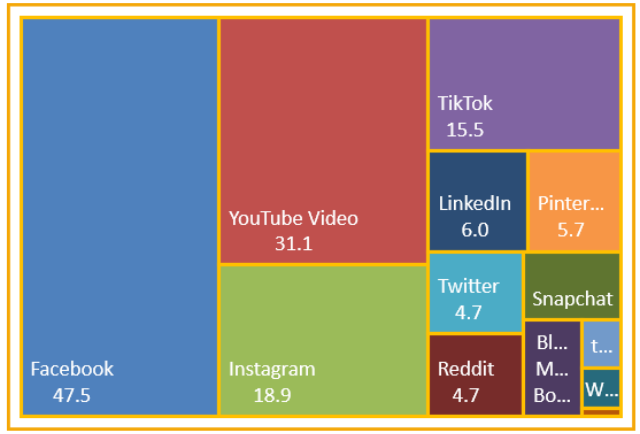
DMA **P18+**

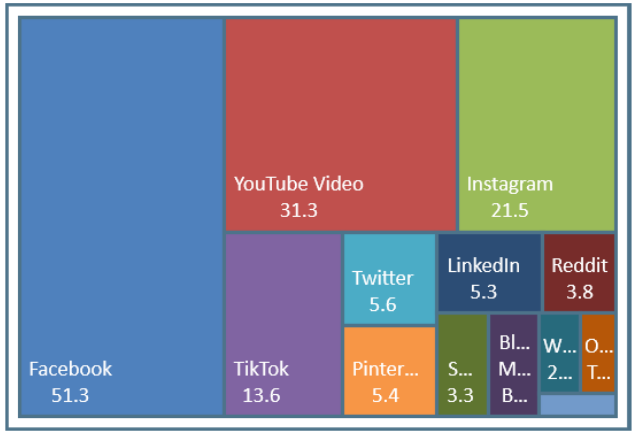
2,743,698 or 71.3% of Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA use Ad-Supported Facebook for an average of 39.8 minutes every day representing 31.3% of all time spent daily with Ad-Supported Social Media.

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

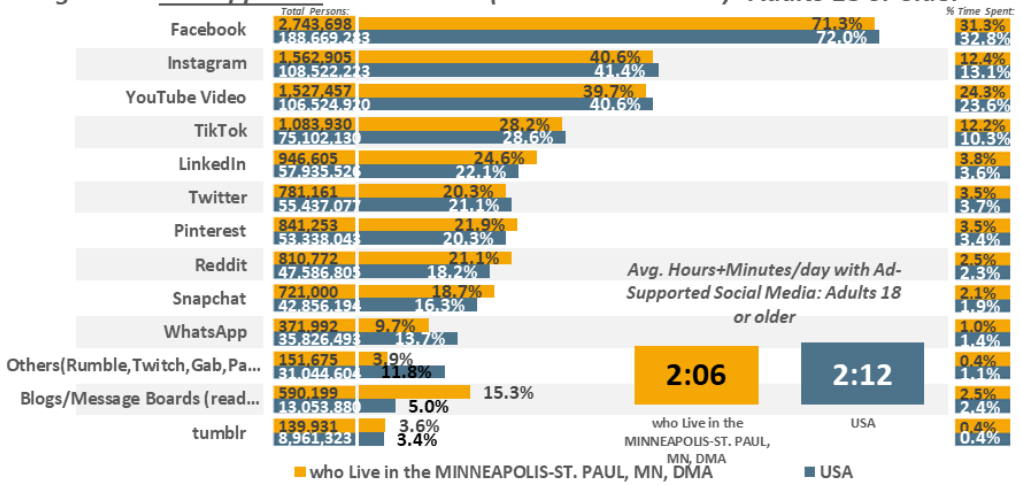


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

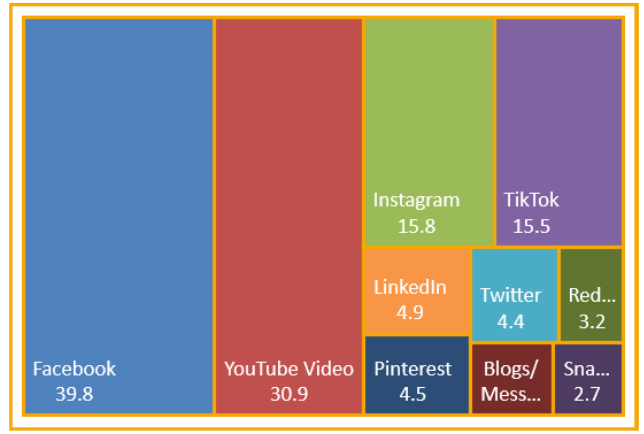


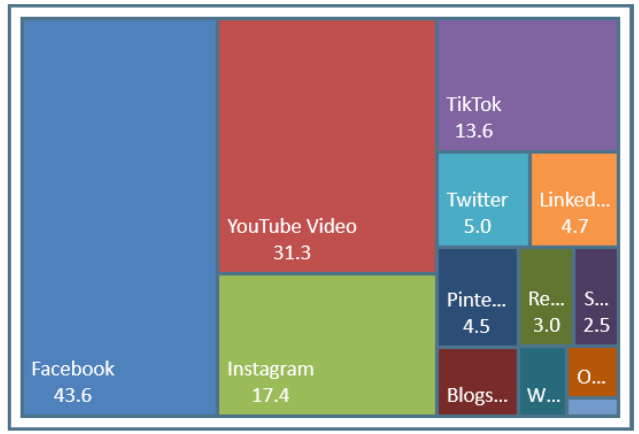


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



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



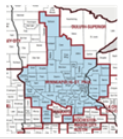


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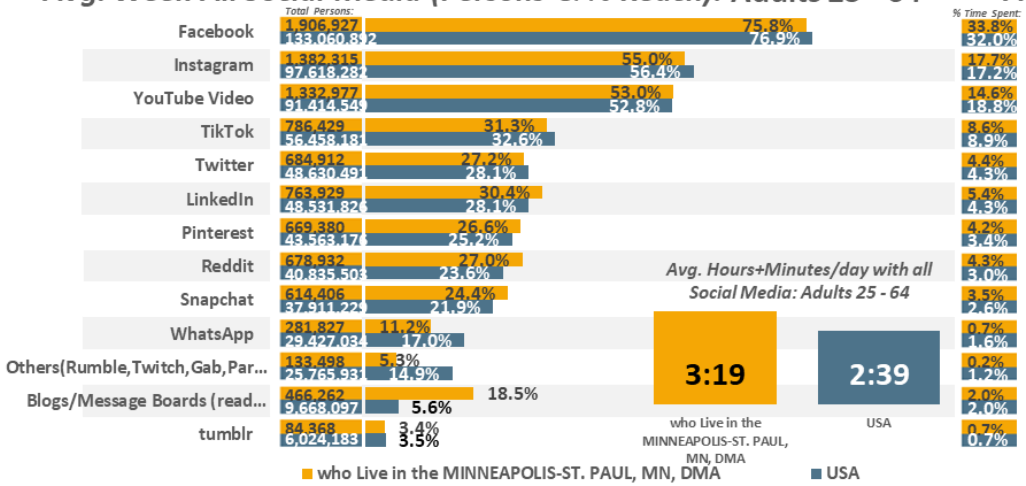


Minneapolis, St. Paul, MN

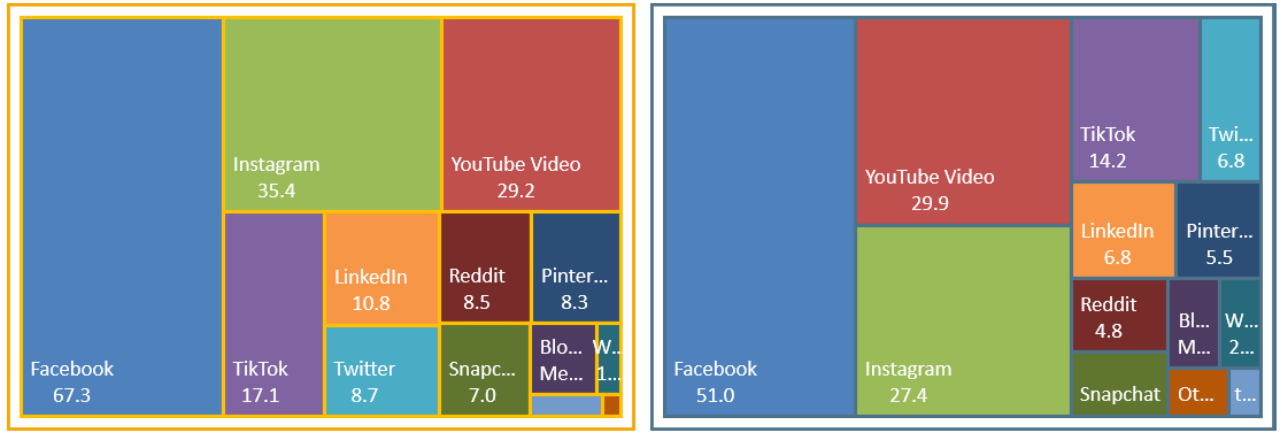
DMA P25-64

1,874,827 or 74.5% of Adults 25 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA use Ad-Supported Facebook for an average of 57.8 minutes every day representing 32.8% of all time spent daily with Ad-Supported Social Media.

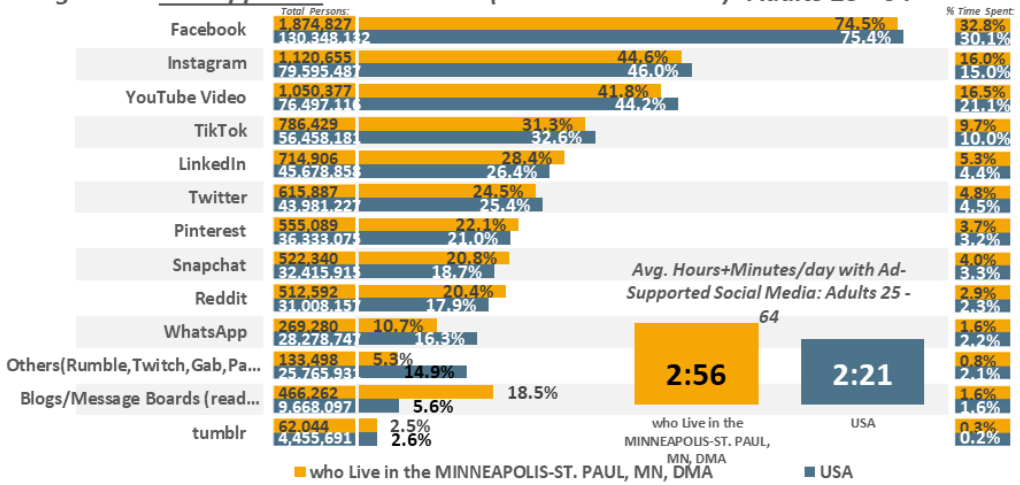
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



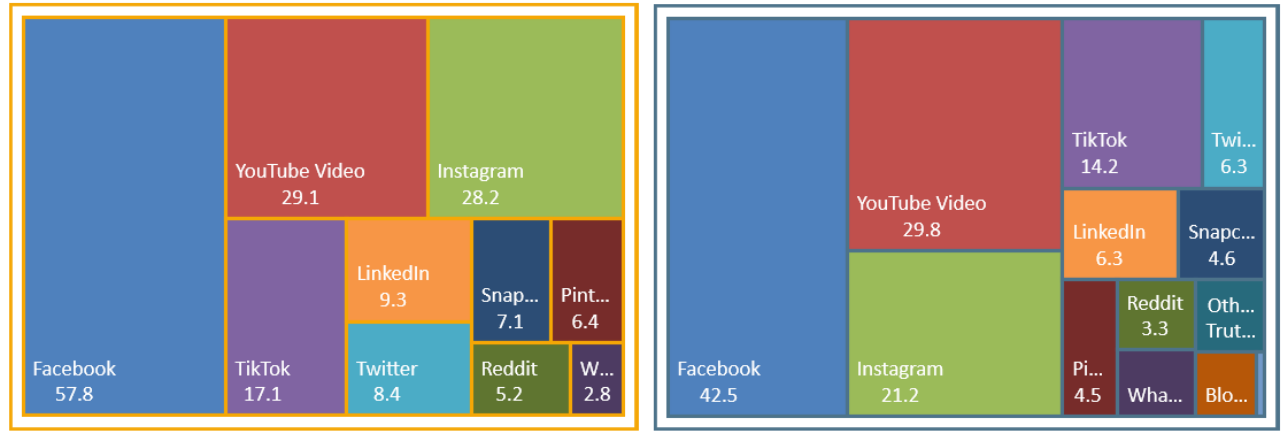
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

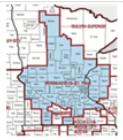


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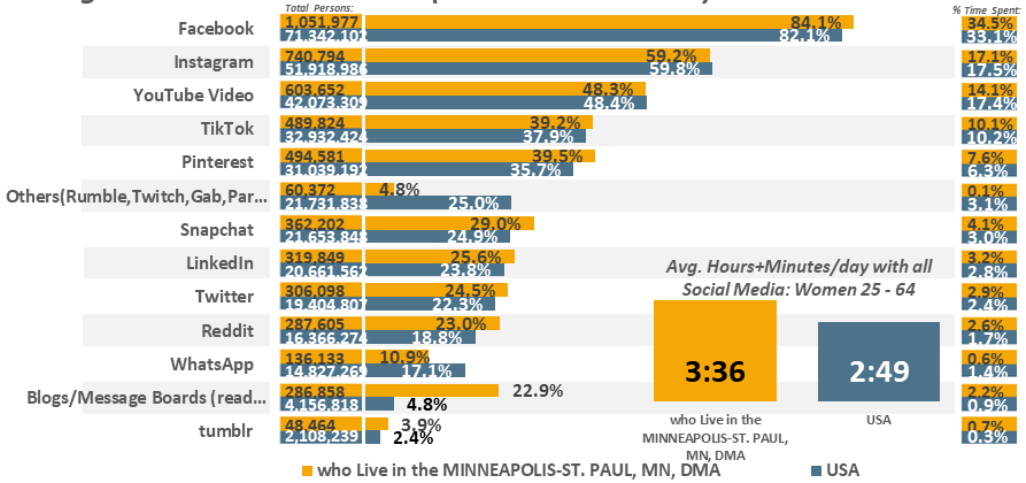


Minneapolis, St. Paul, MN

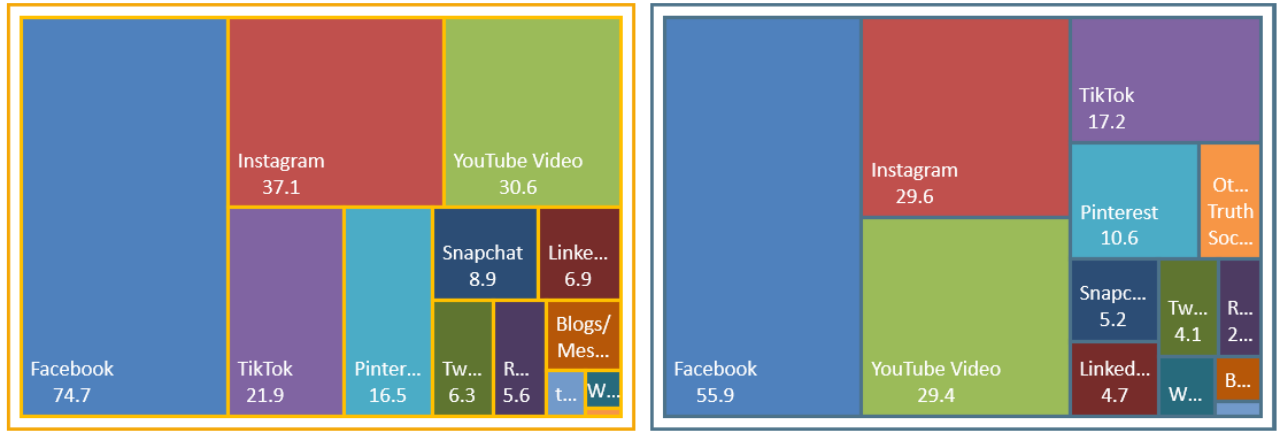
DMA W25-64

1,051,977 or 84.1% of Women 25 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA use Ad-Supported Facebook for an average of 76.7 minutes every day representing 37.6% of all time spent daily with Ad-Supported Social Media.

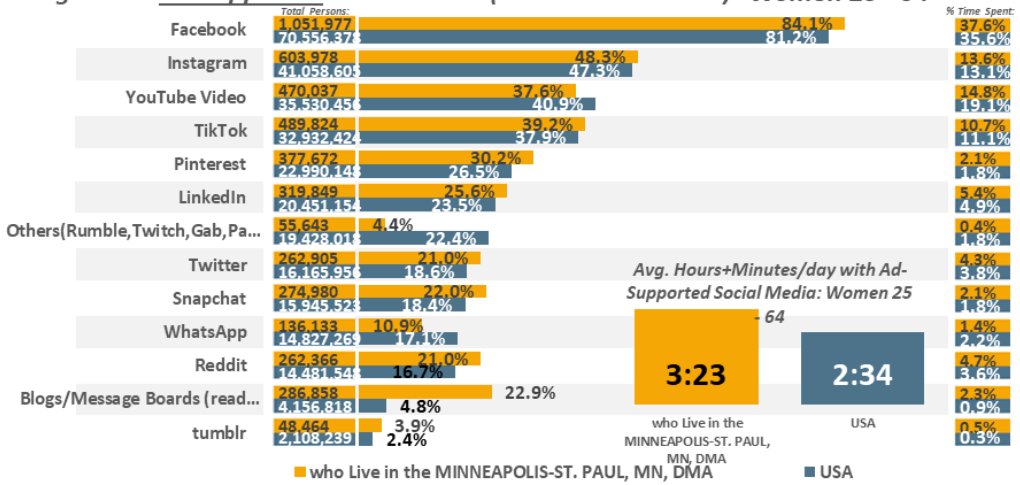
Avg. Week All Social Media (Persons & % Reach): Women 25 - 64



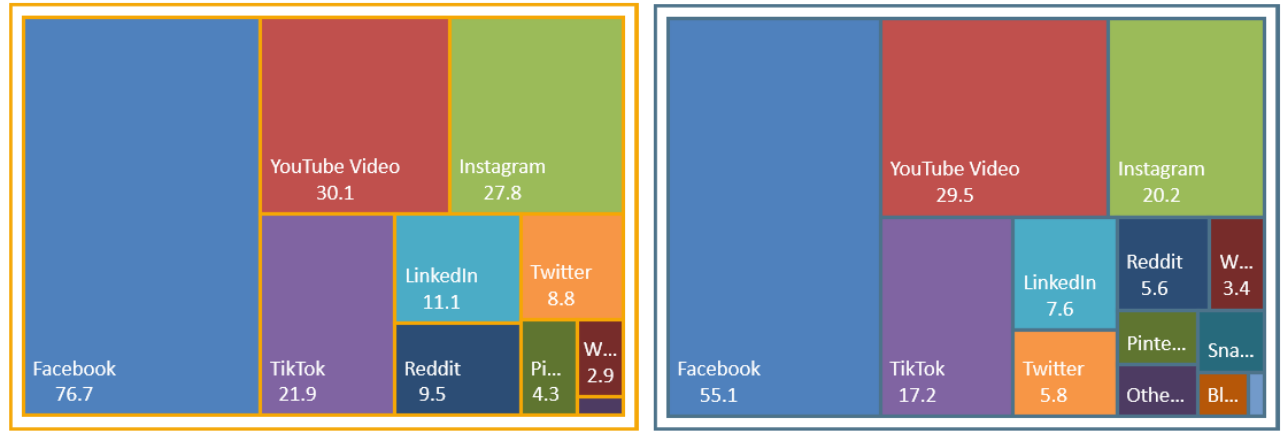
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Women 25 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64

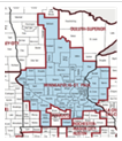


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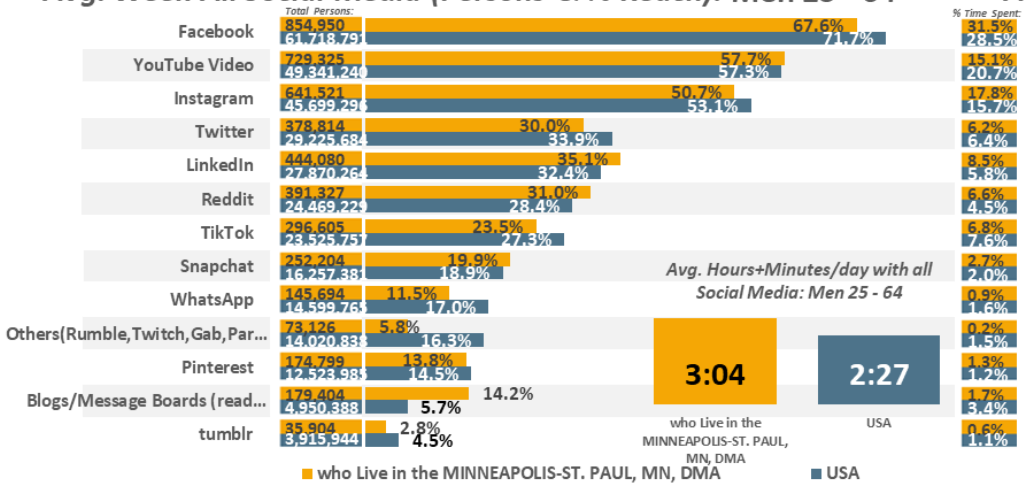


Minneapolis, St. Paul, MN

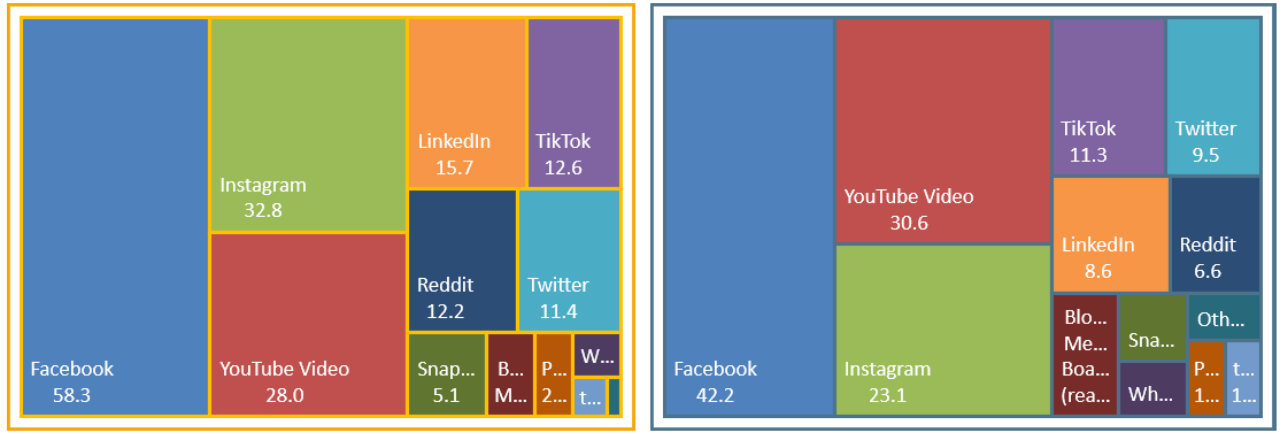
DMA M25-64

822,063 or 65.% of Men 25 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA use Ad-Supported Facebook for an average of 52.8 minutes every day representing 34.9% of all time spent daily with Ad-Supported Social Media.

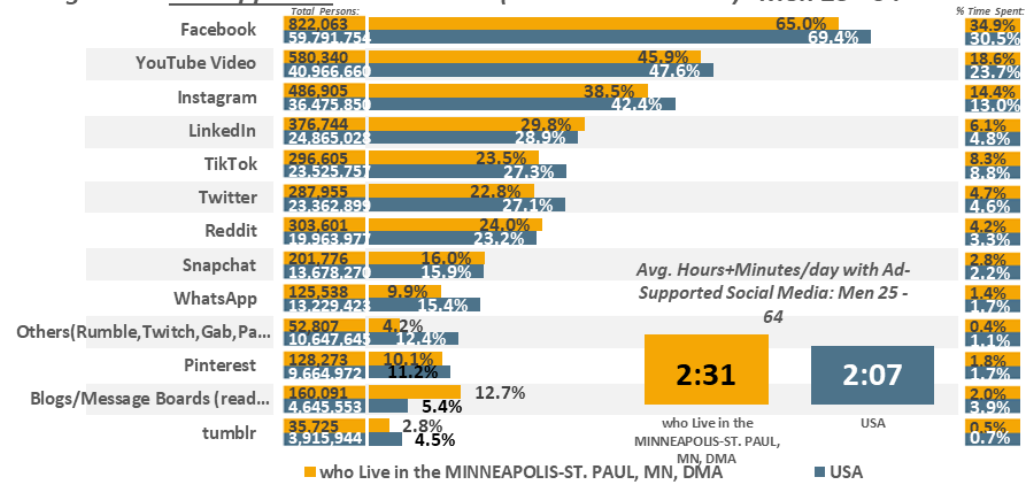
Avg. Week All Social Media (Persons & % Reach): Men 25 - 64



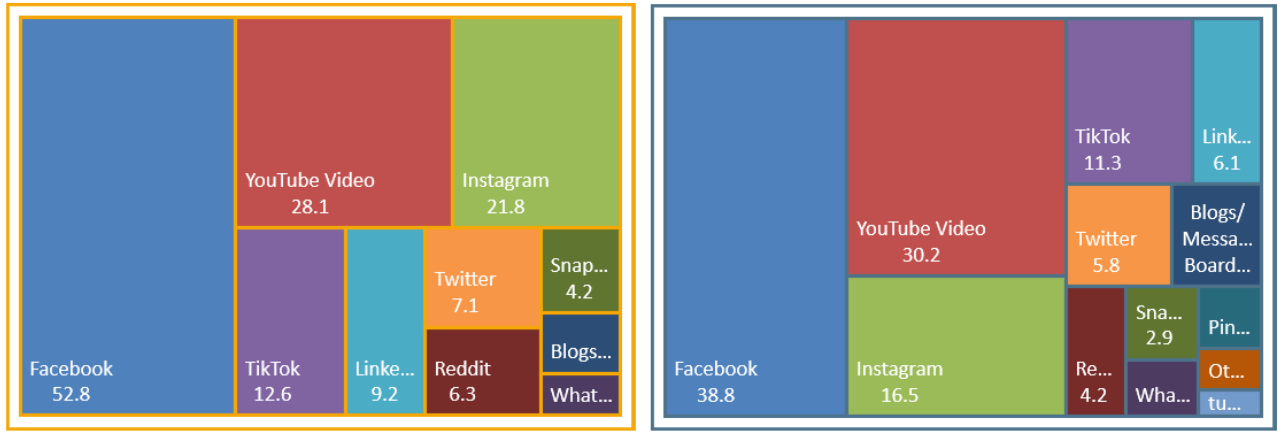
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Men 25 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64

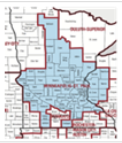


USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,873

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USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

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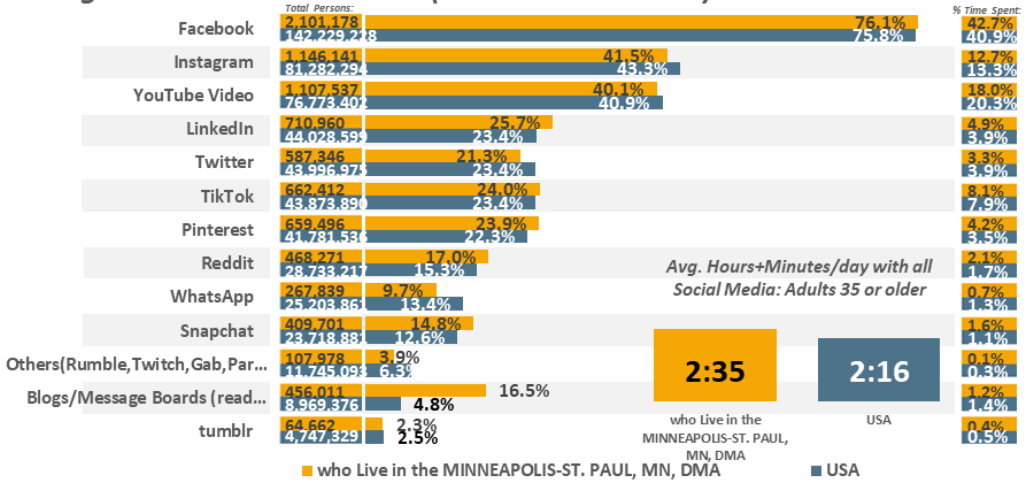


Minneapolis, St. Paul, MN

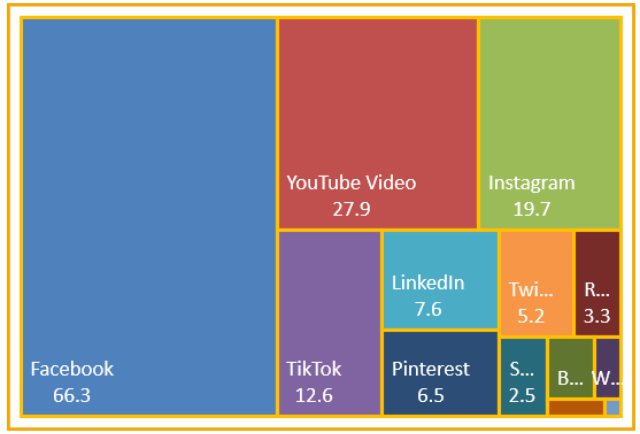
DMA **P35+**

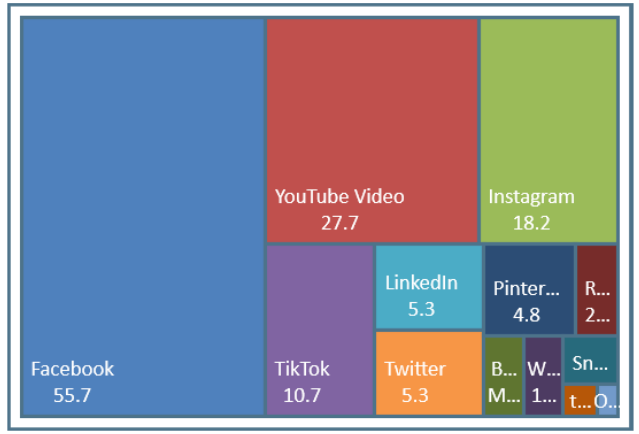
1,860,686 or 67.4% of Adults 35 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA use Ad-Supported Facebook for an average of 49.5 minutes every day representing 36.1% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Adults 35 or older

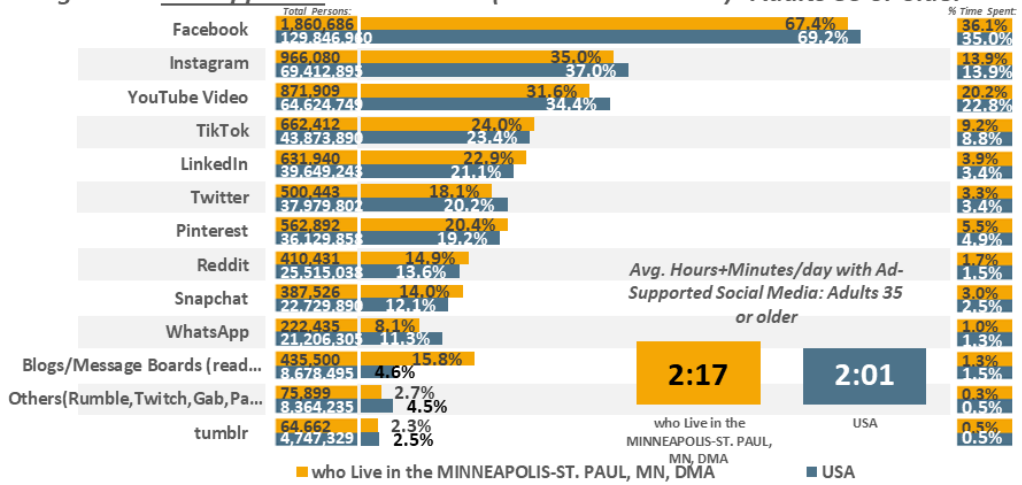


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

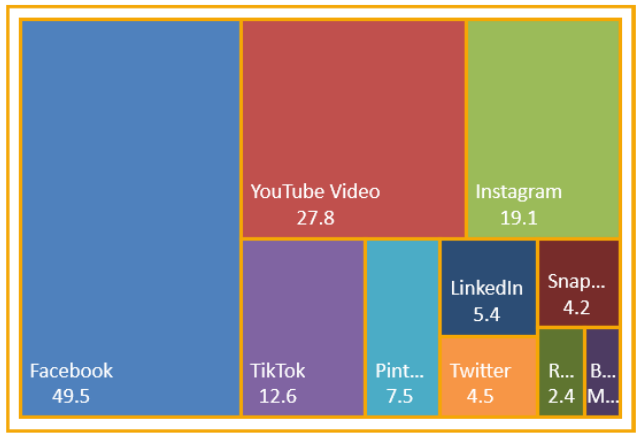


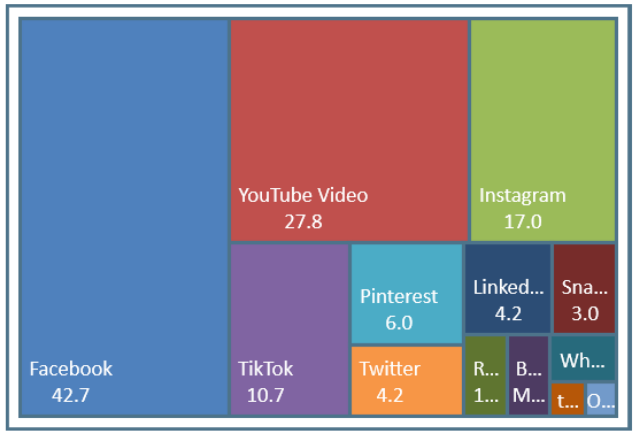


Avg. Week <u>Ad-Supported</u> Social Media (Persons & % Reach): Adults 35 or older



Avg. Day <u>Ad-Supported</u> Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



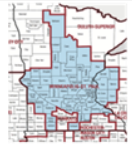


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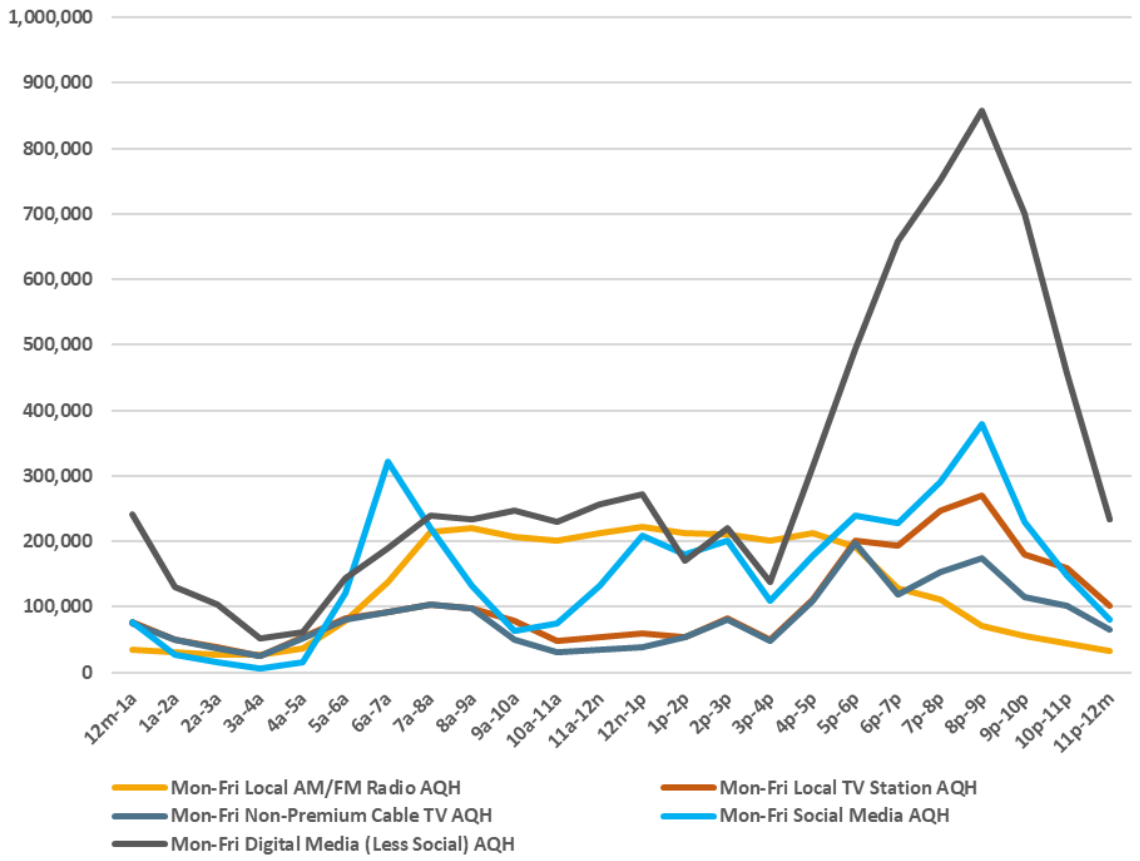


Minneapolis, St. Paul, MN

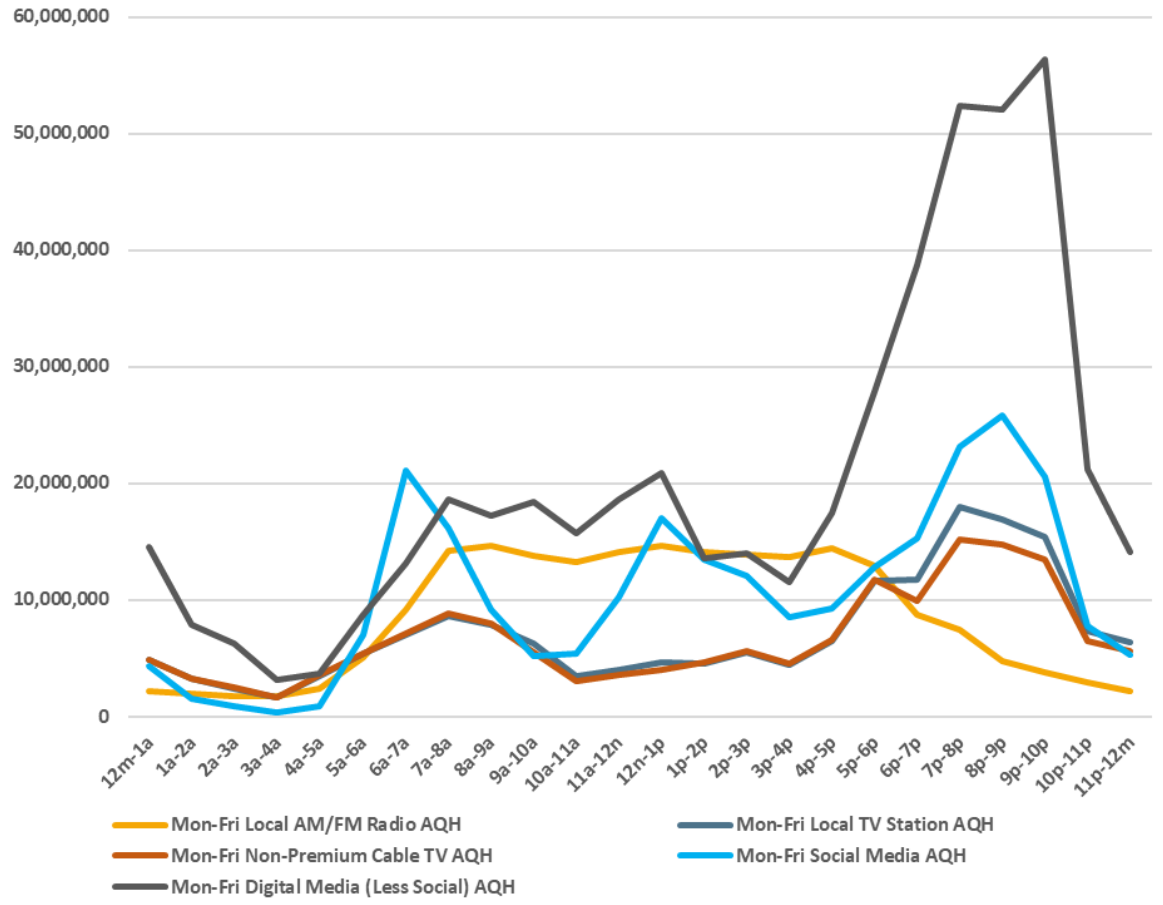
DMA **P18+**

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 281,520; Local Radio: 197,804; Social Media: 175,776; Local TV: 94,270; Non-Prem. Cable: 81,117 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



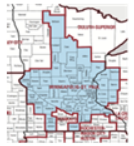
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) USA Metro Area Adults 18 or older



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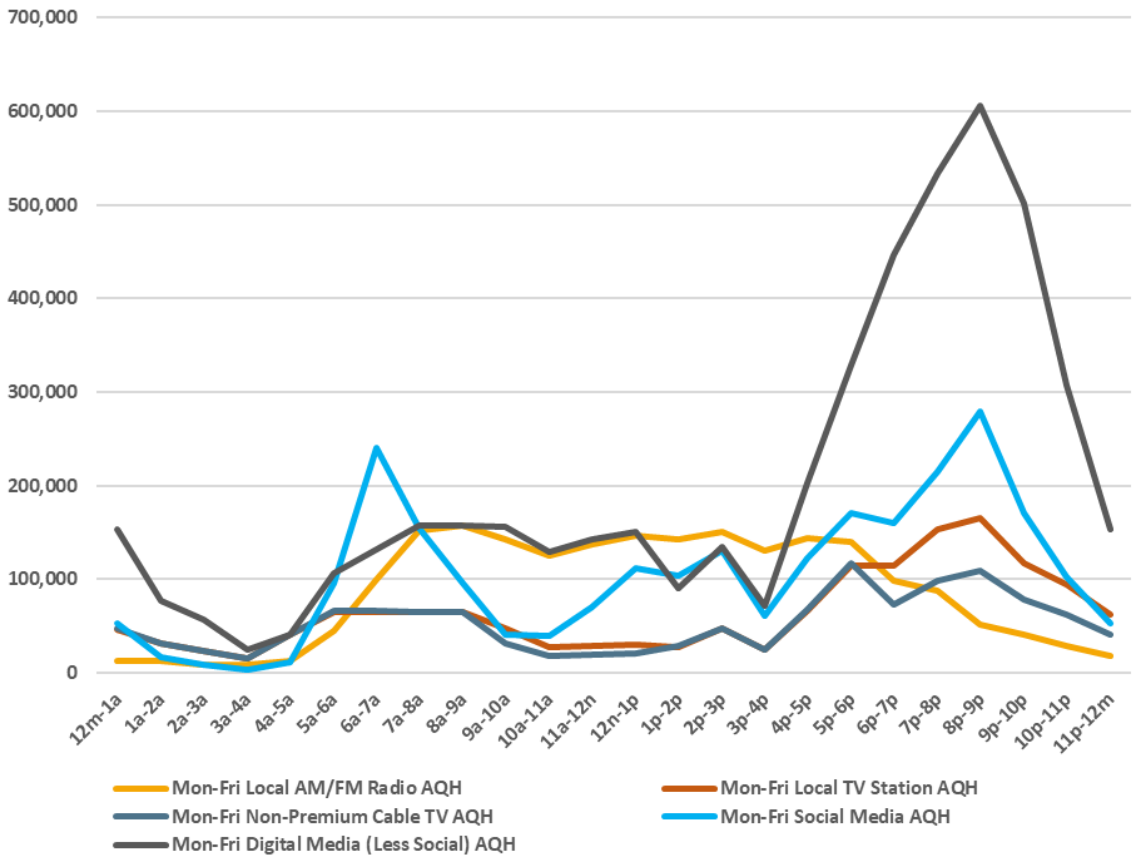


Minneapolis, St. Paul, MN

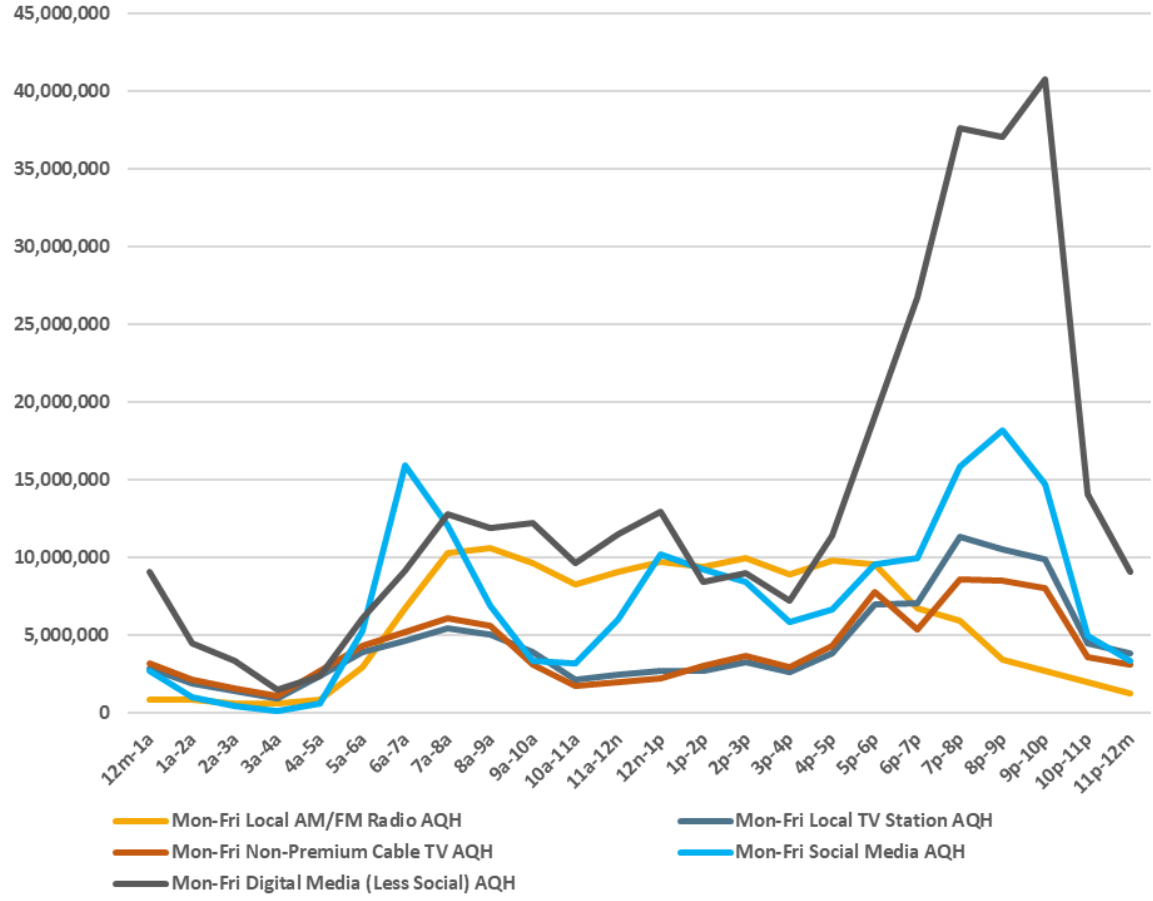
DMA P25-64

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 177,064; Local Radio: 136,033; Social Media: 115,507; Local TV: 55,770; Non-Prem. Cable: 49,693 reaching Adults 25 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 25 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) USA Metro Area Adults 25 - 64

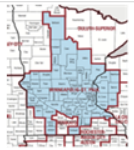


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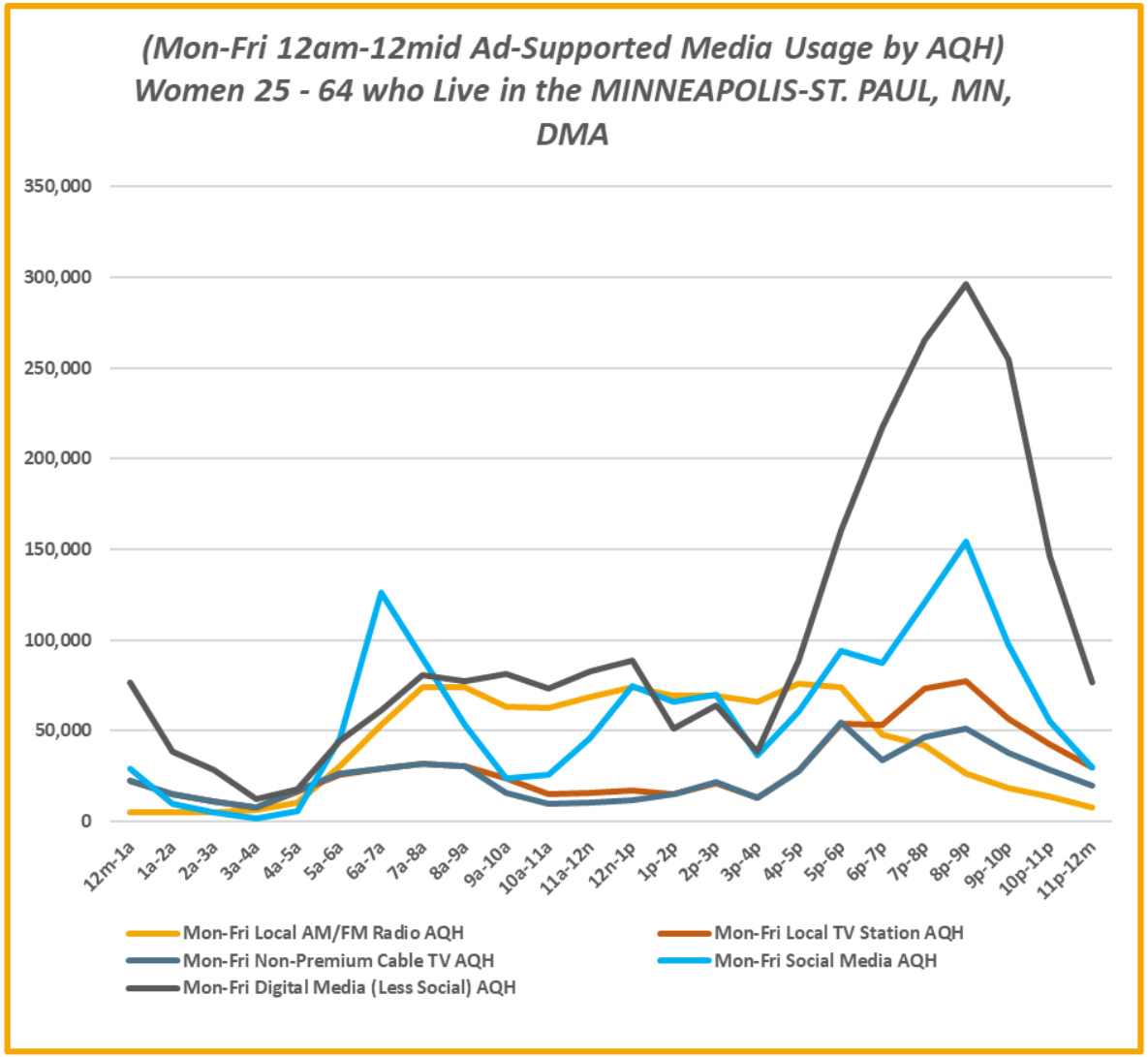
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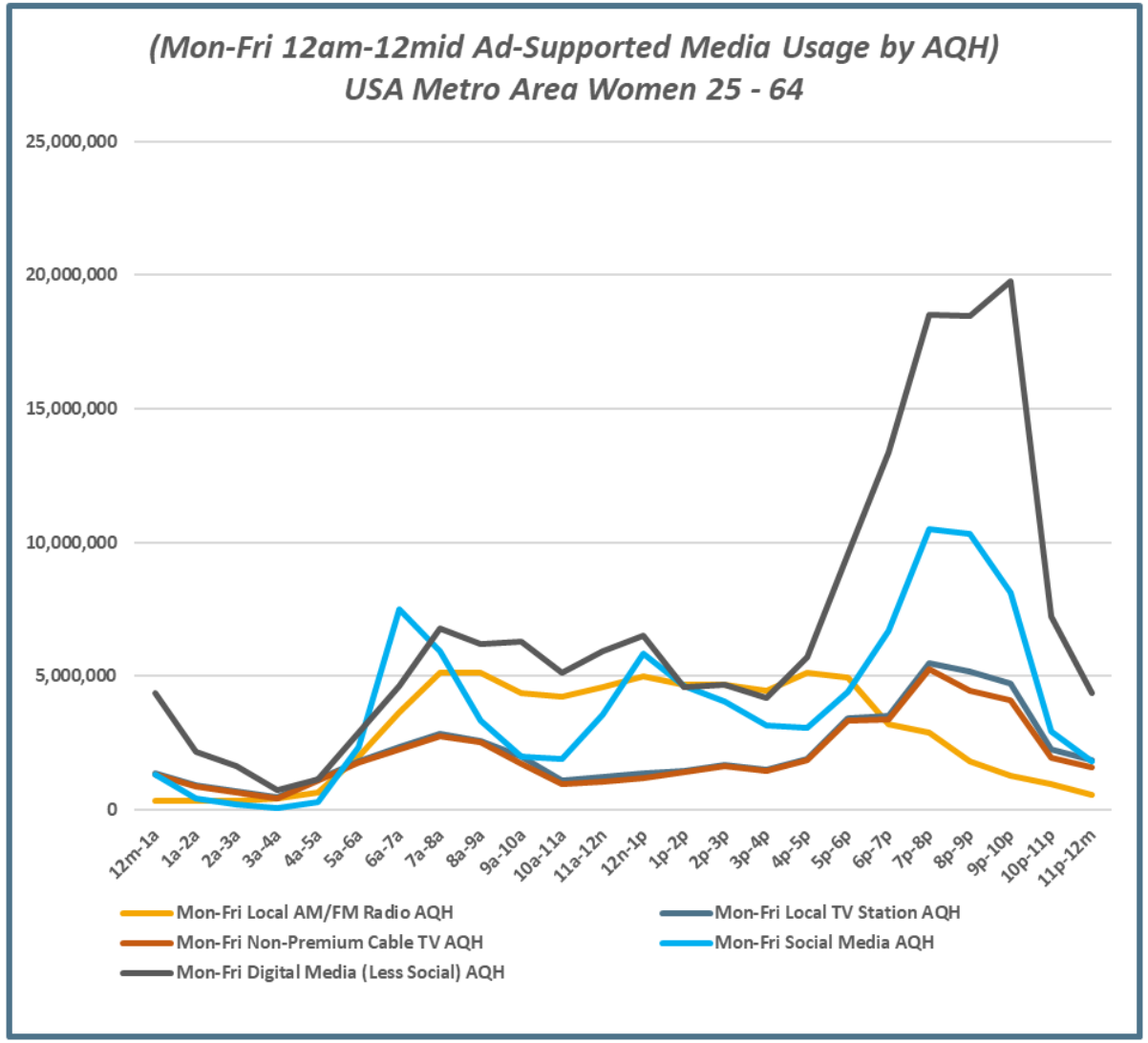


Minneapolis, St. Paul, MN

DMA W25-64

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 89,743; Local Radio: 67,171; Social Media: 65,786; Local TV: 26,704; Non-Prem. Cable: 23,566 reaching Women 25 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.



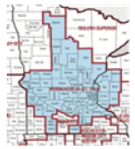


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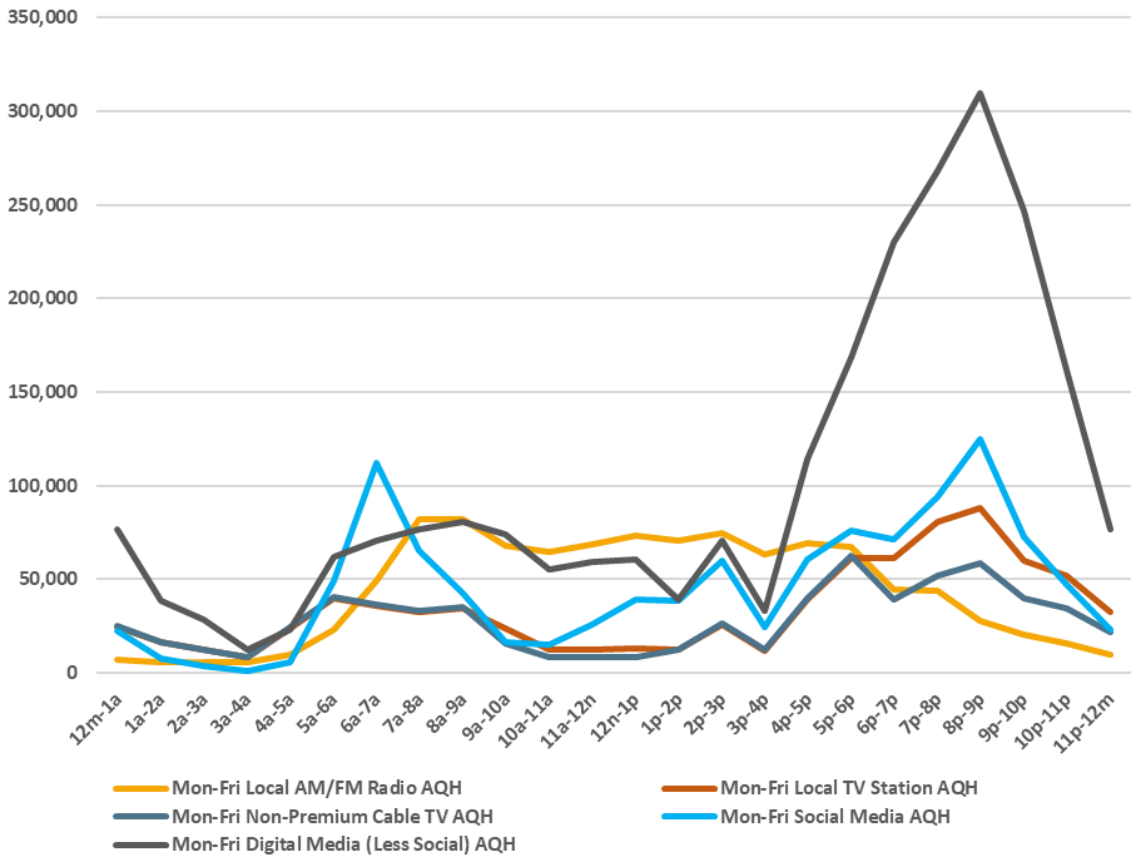


Minneapolis, St. Paul, MN

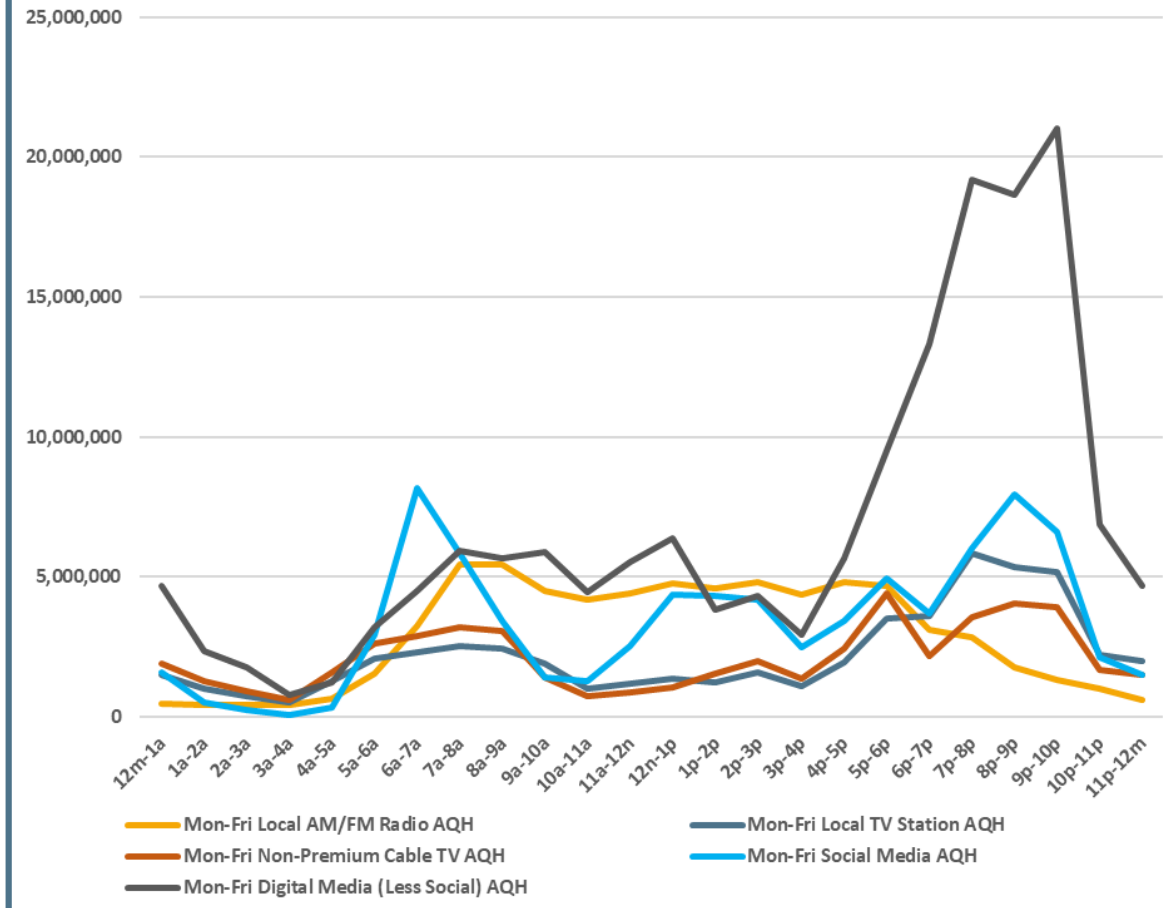
DMA M25-64

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 87,248; Local Radio: 67,658; Social Media: 49,904; Local TV: 29,023; Non-Prem. Cable: 26,094 reaching Men 25 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Men 25 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) USA Metro Area Men 25 - 64

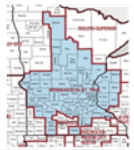


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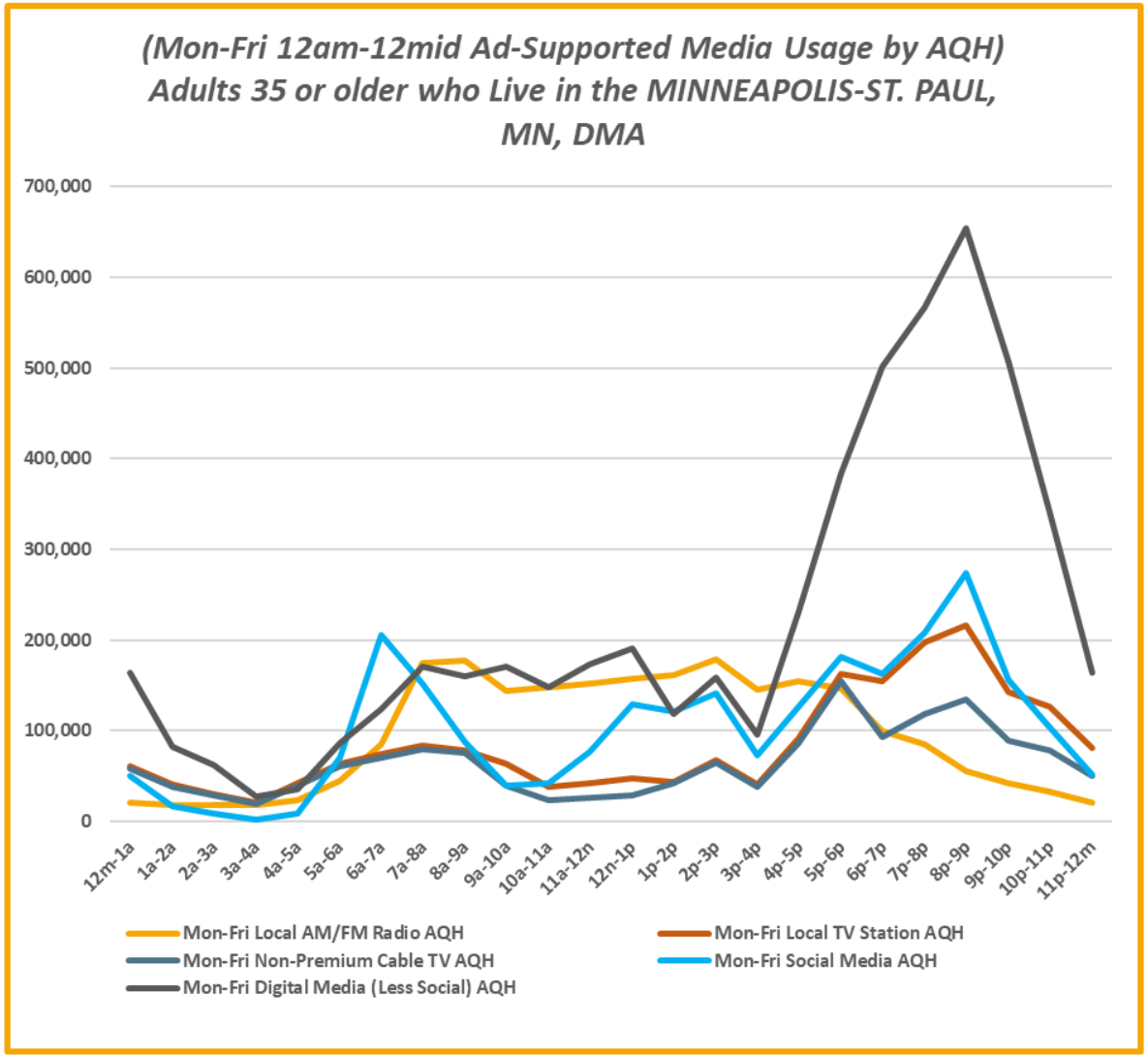
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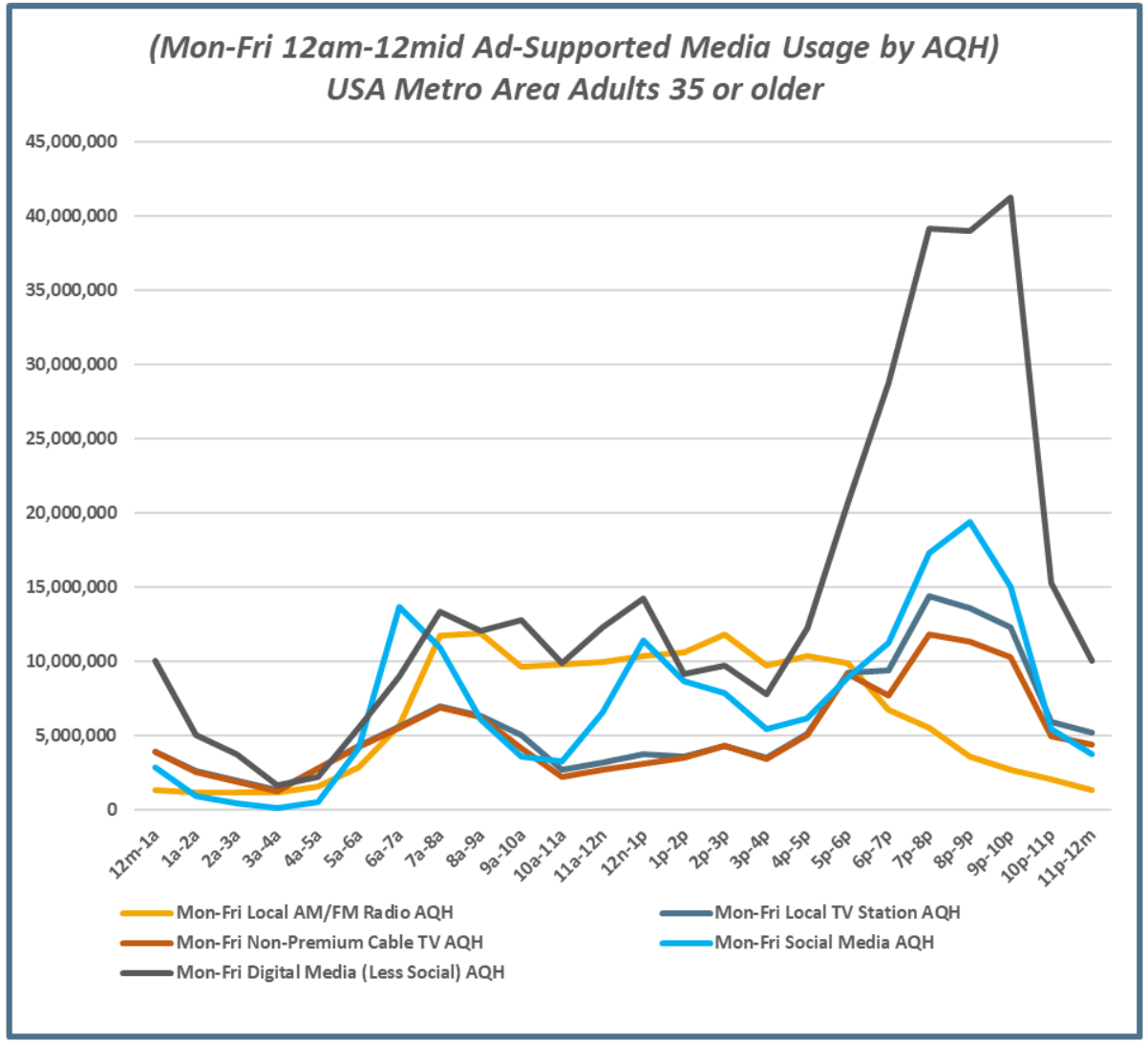


Minneapolis, St. Paul, MN

DMA **P35+**

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 202,017; Local Radio: 148,357; Social Media: 118,492; Local TV: 76,168; Non-Prem. Cable: 63,582 reaching Adults 35 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.



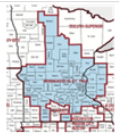


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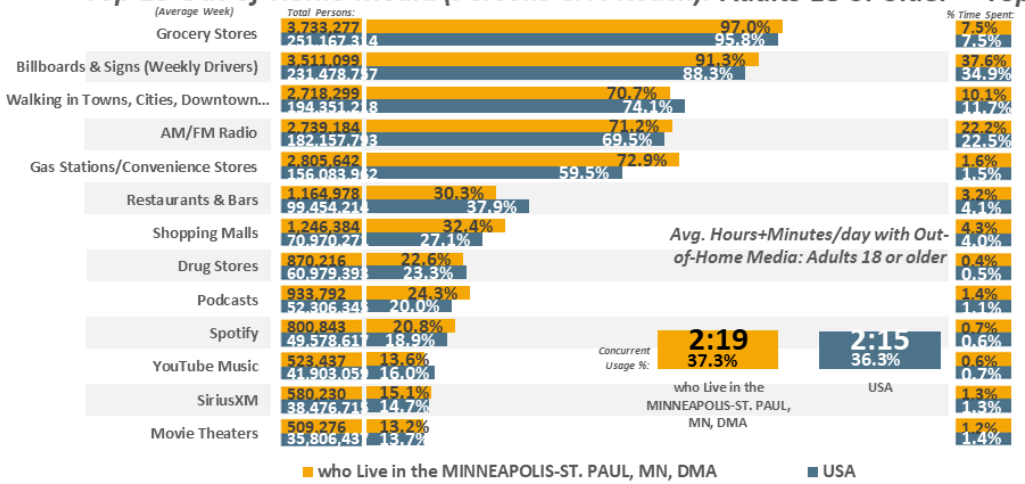


Minneapolis, St. Paul, MN

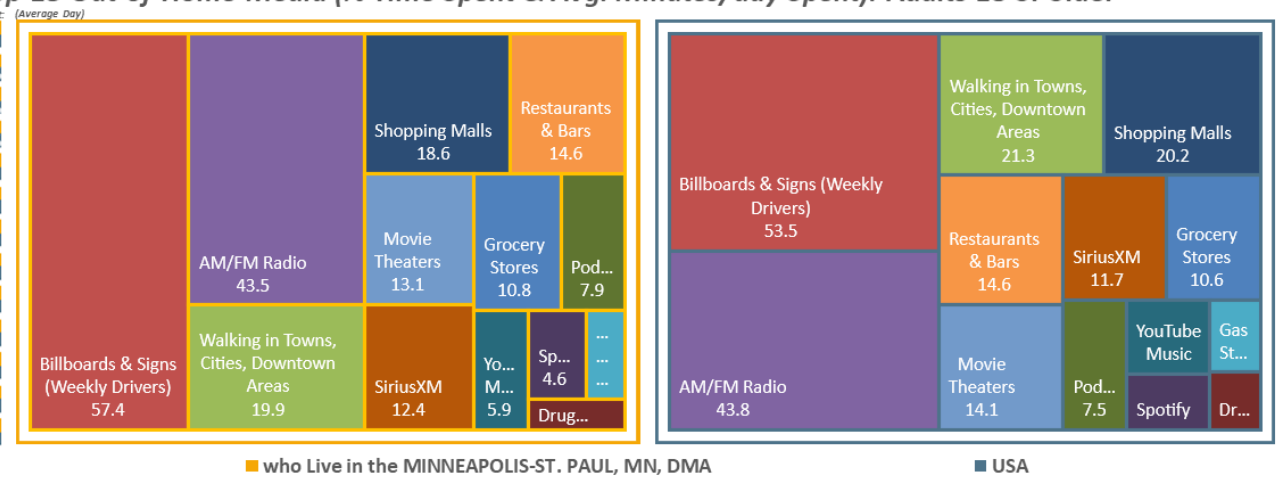
DMA **P18+**

3,511,099 or 91.3% of Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 57.4 minutes per day driving, seeing Billboards and Signs. 67.8% Listen to Local Radio Stations Out-of-Home for an average of 39.9 minutes/day.

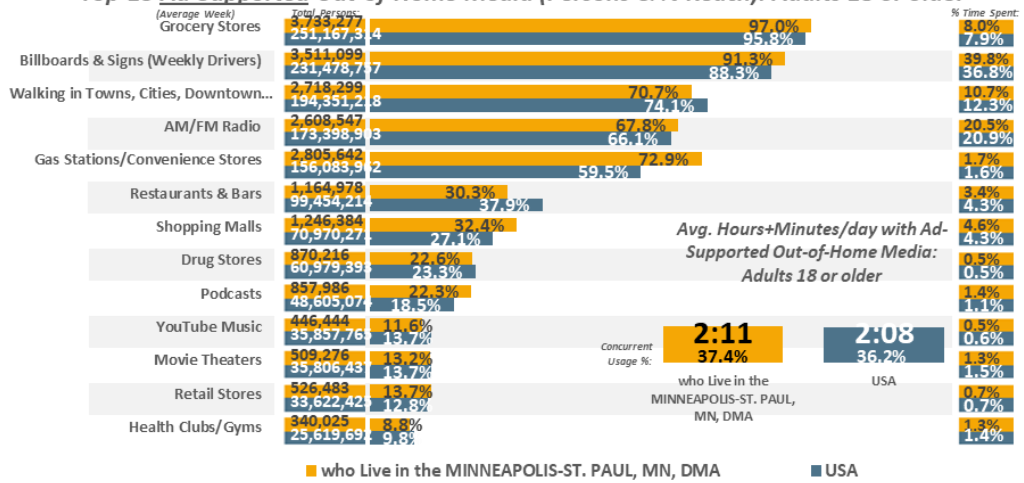
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



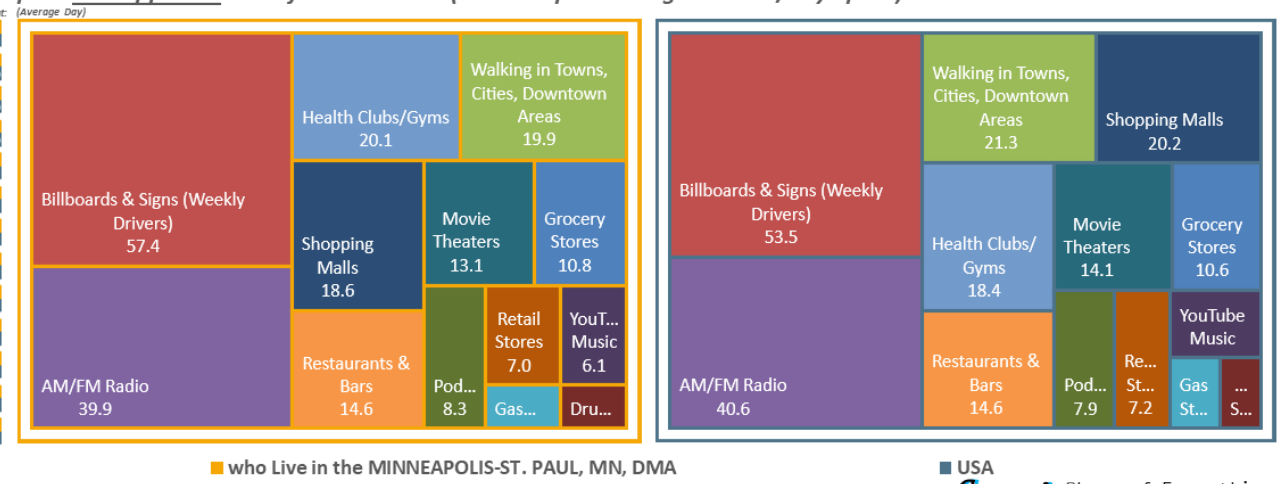
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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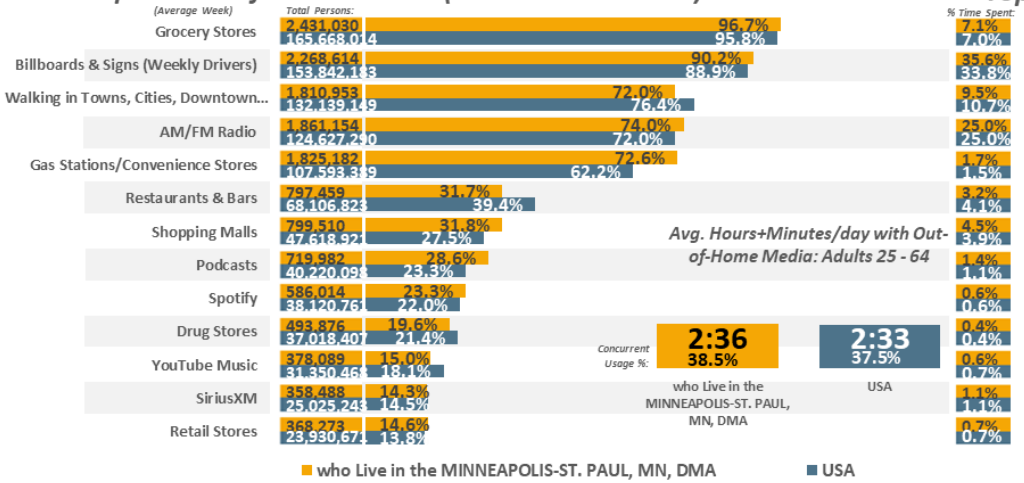
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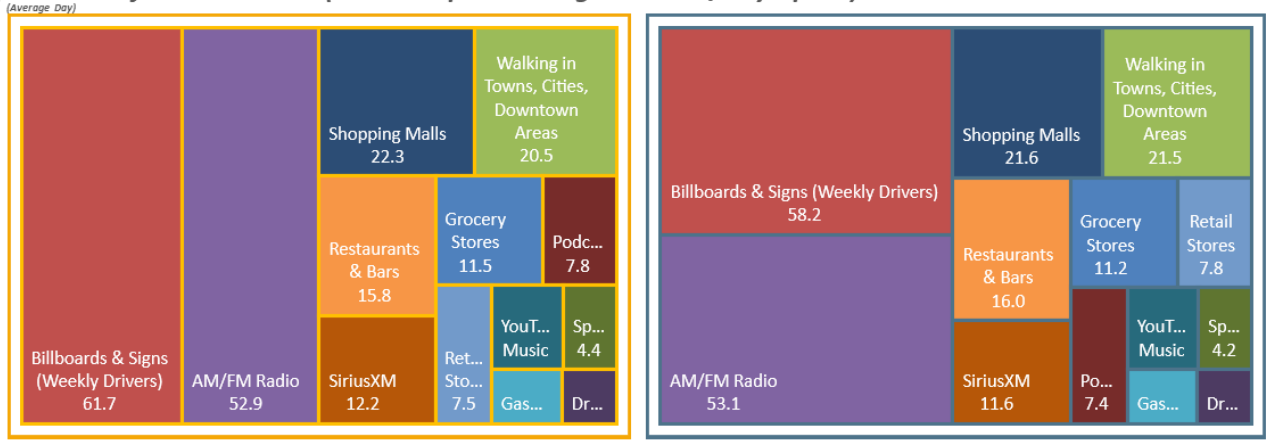
Minneapolis, St. Paul, MN DMA P25-64

2,268,614 or 90.2% of Adults 25 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 61.7 minutes per day driving, seeing Billboards and Signs. 70.7% Listen to Local Radio Stations Out-of-Home for an average of 48.2 minutes/day.

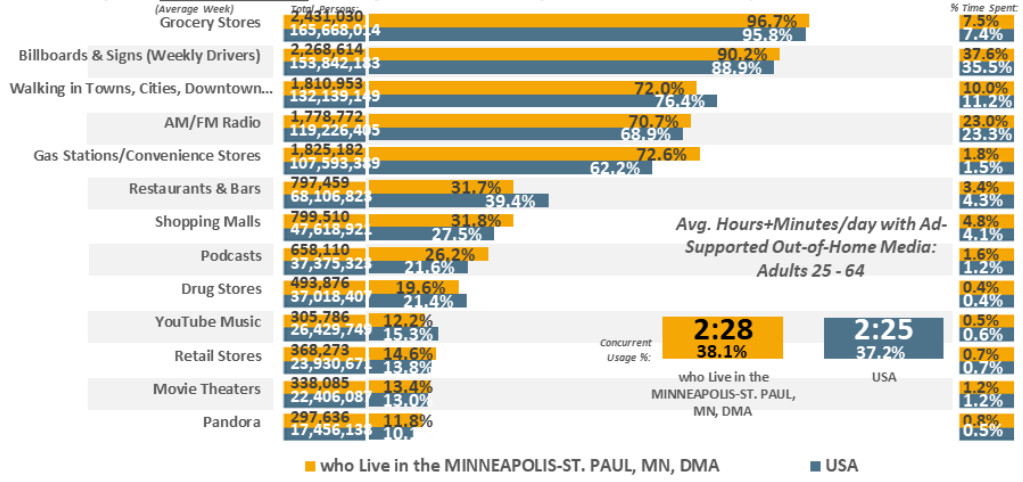
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



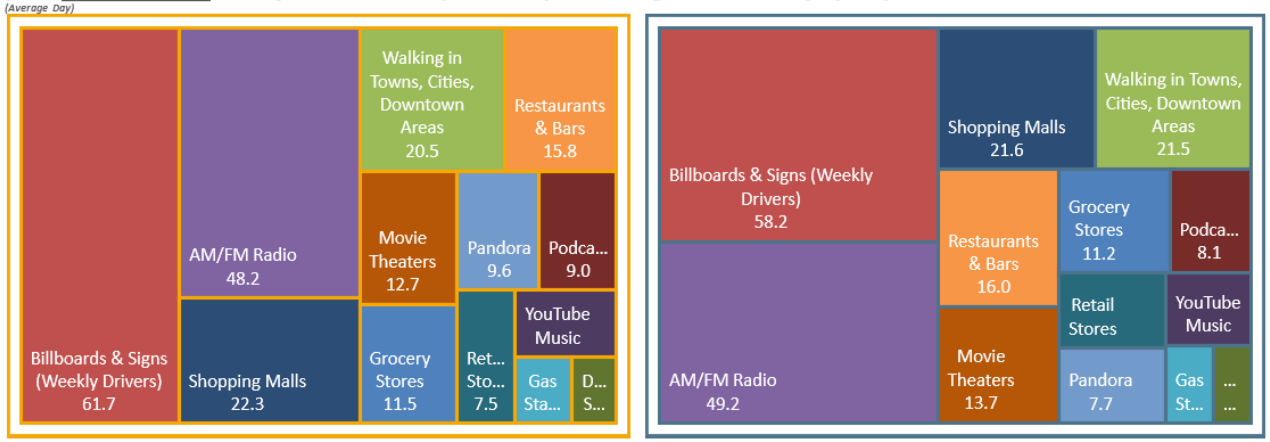
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

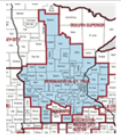


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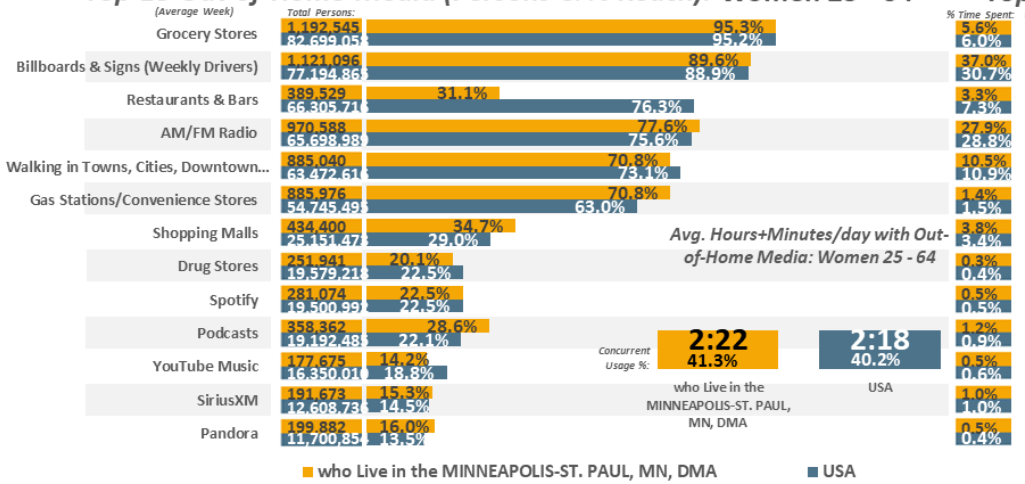


Minneapolis, St. Paul, MN

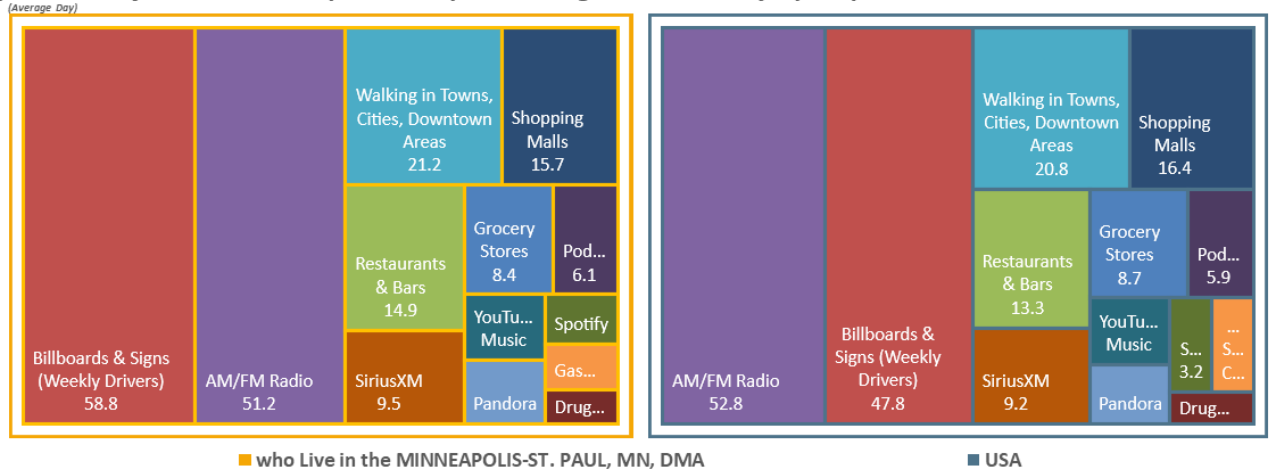
DMA W25-64

1,121,096 or 89.6% of Women 25 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 58.8 minutes per day driving, seeing Billboards and Signs. 74.% Listen to Local Radio Stations Out-of-Home for an average of 46.5 minutes/day.

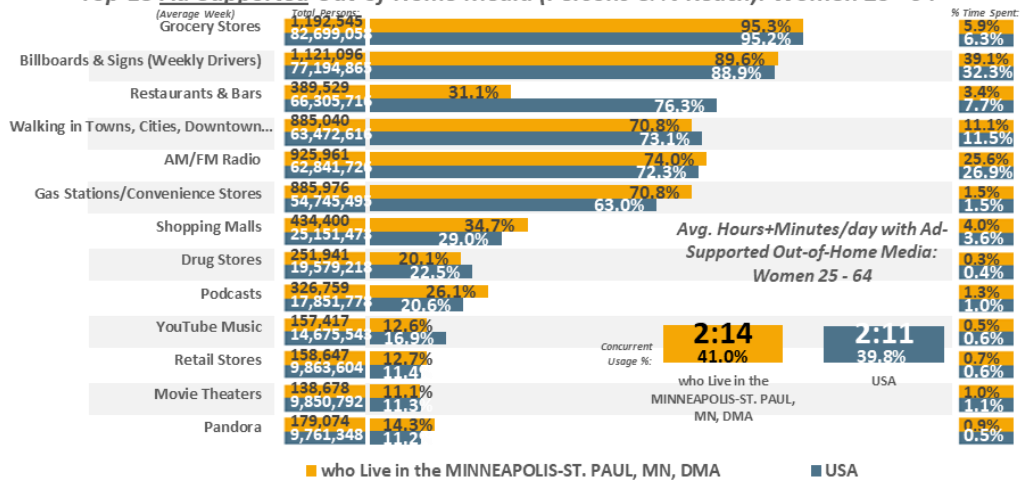
Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 64



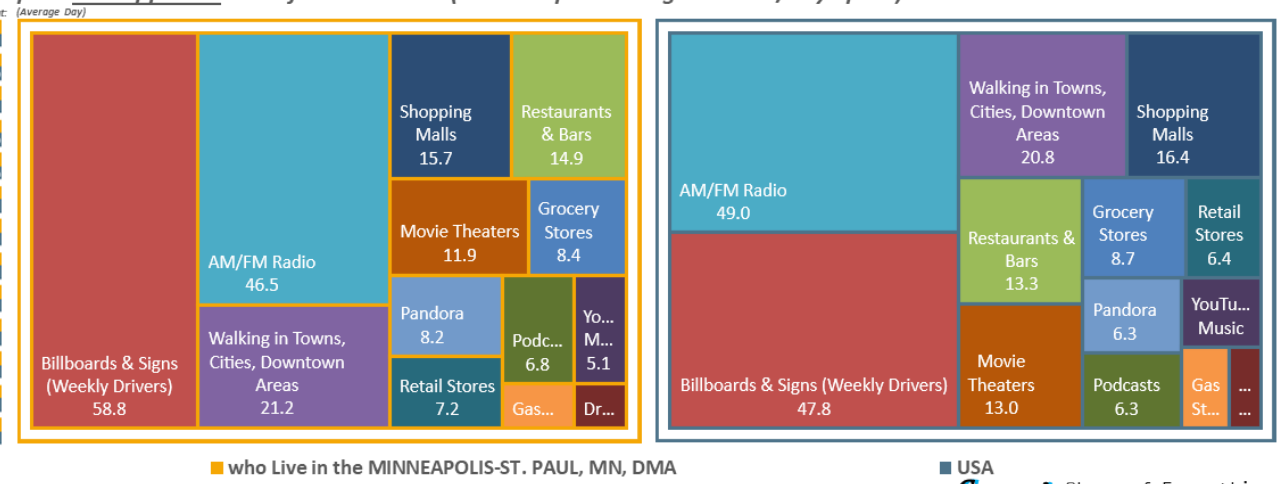
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Women 25 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64

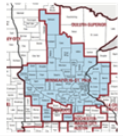


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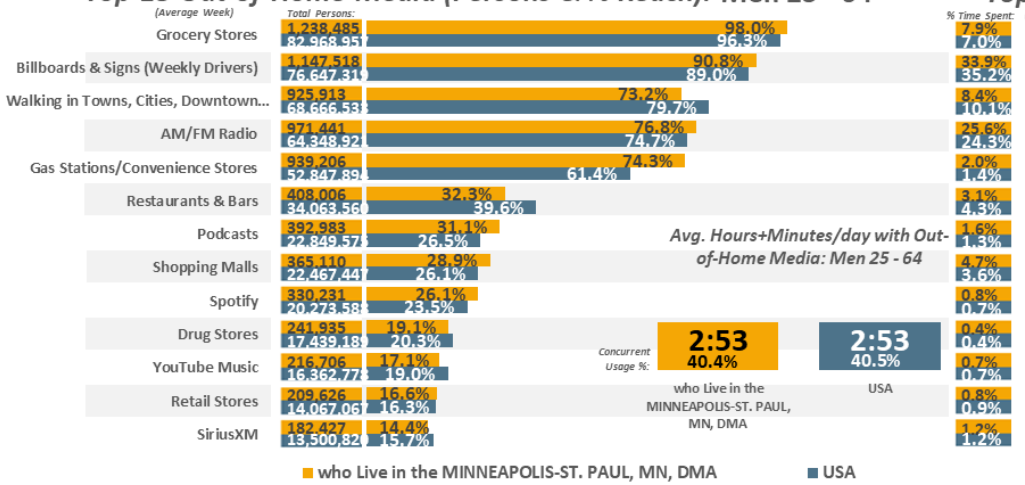


Minneapolis, St. Paul, MN

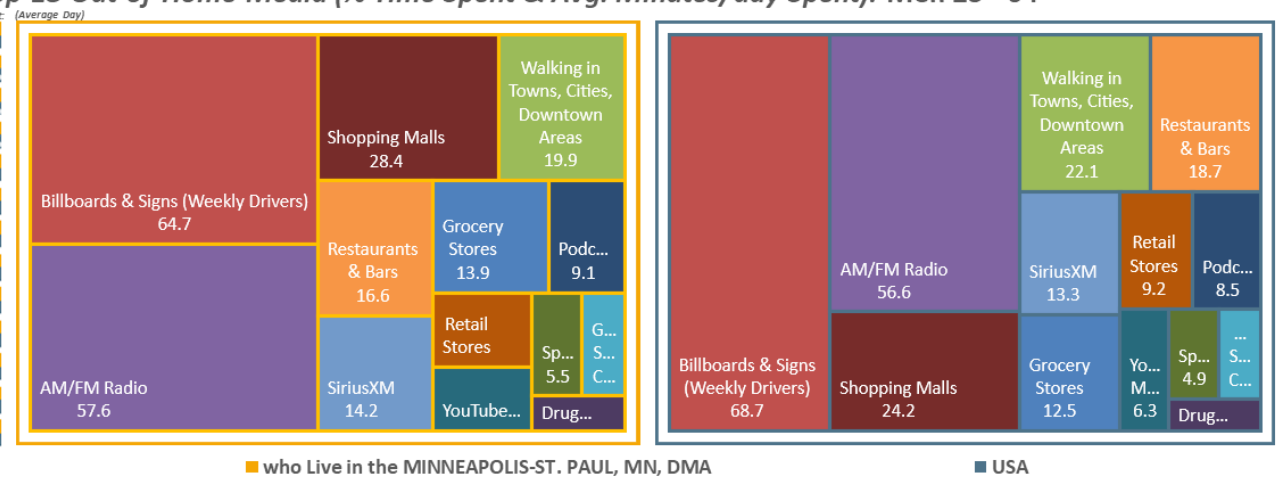
DMA M25-64

1,147,518 or 90.8% of Men 25 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 64.7 minutes per day driving, seeing Billboards and Signs. 73.6% Listen to Local Radio Stations Out-of-Home for an average of 52.7 minutes/day.

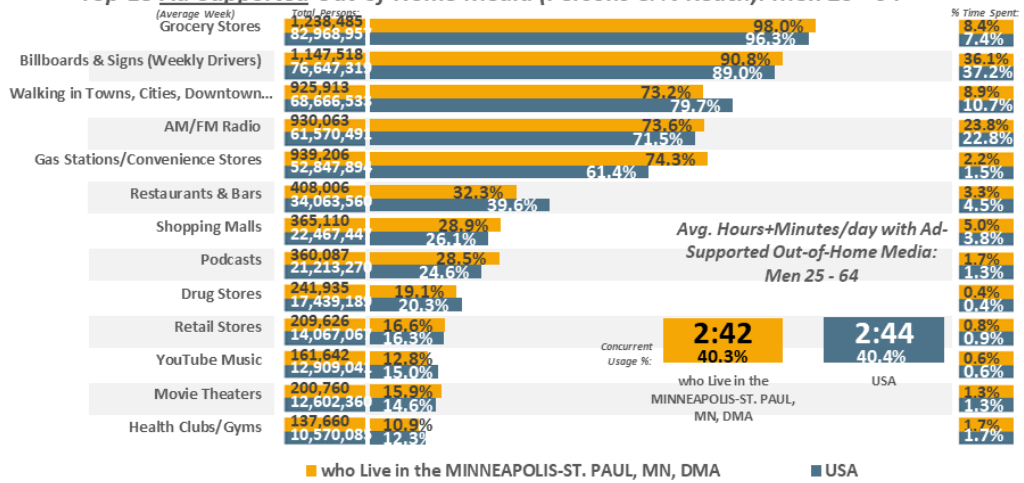
Top-13 Out-of-Home Media (Persons & % Reach): Men 25 - 64



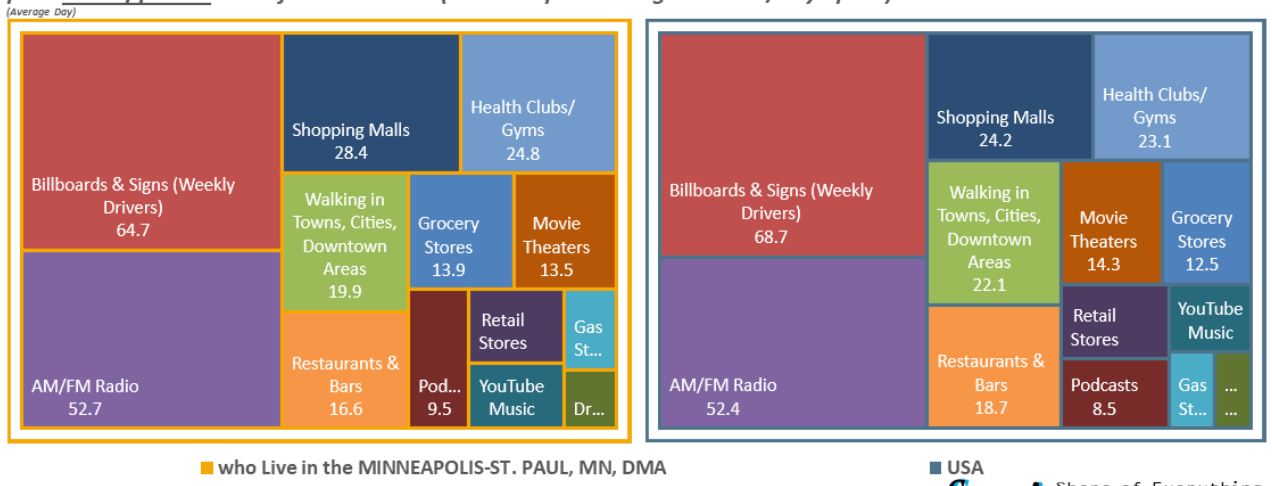
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Men 25 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64

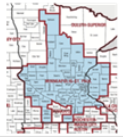


USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,873

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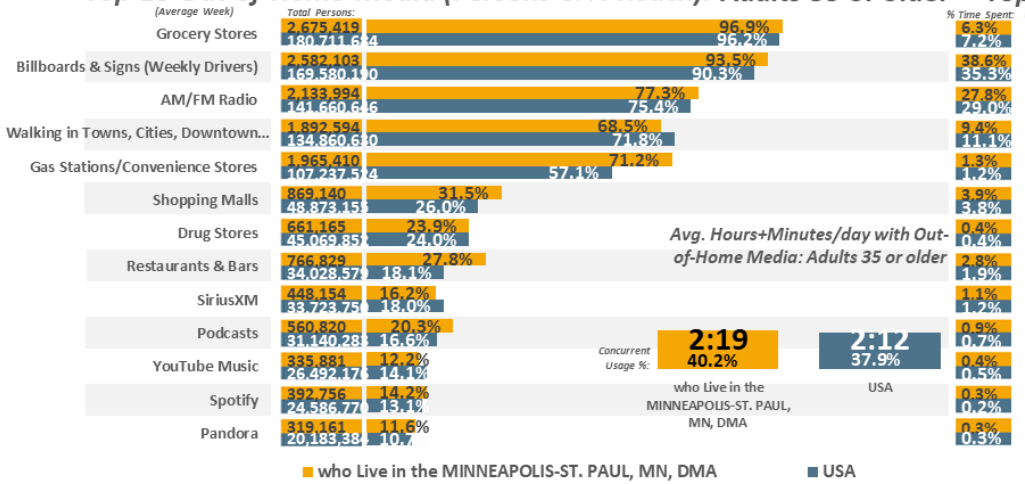


Minneapolis, St. Paul, MN

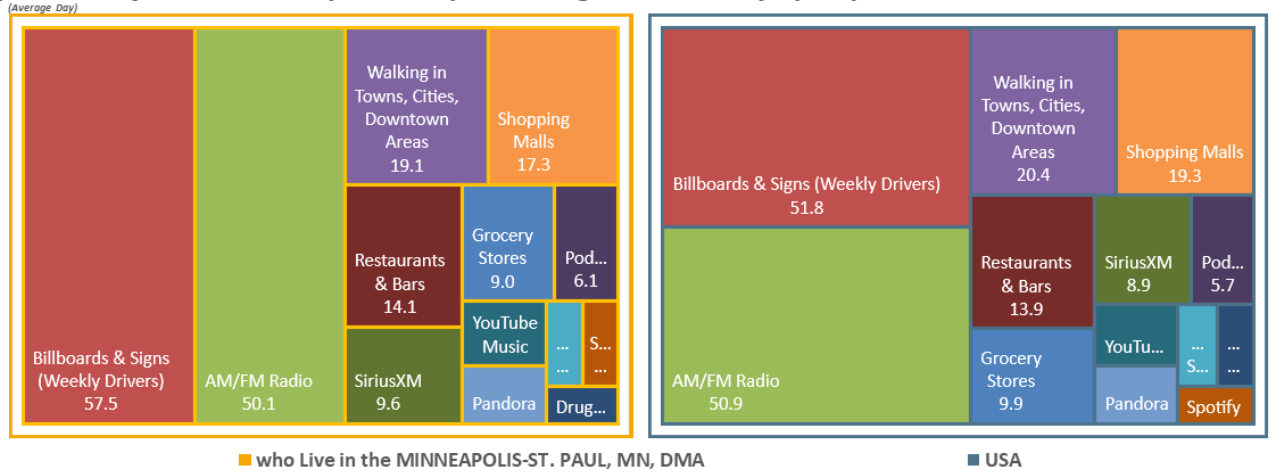
DMA **P35+**

2,582,103 or 93.5% of Adults 35 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 57.5 minutes per day driving, seeing Billboards and Signs. 73.% Listen to Local Radio Stations Out-of-Home for an average of 45.5 minutes/day.

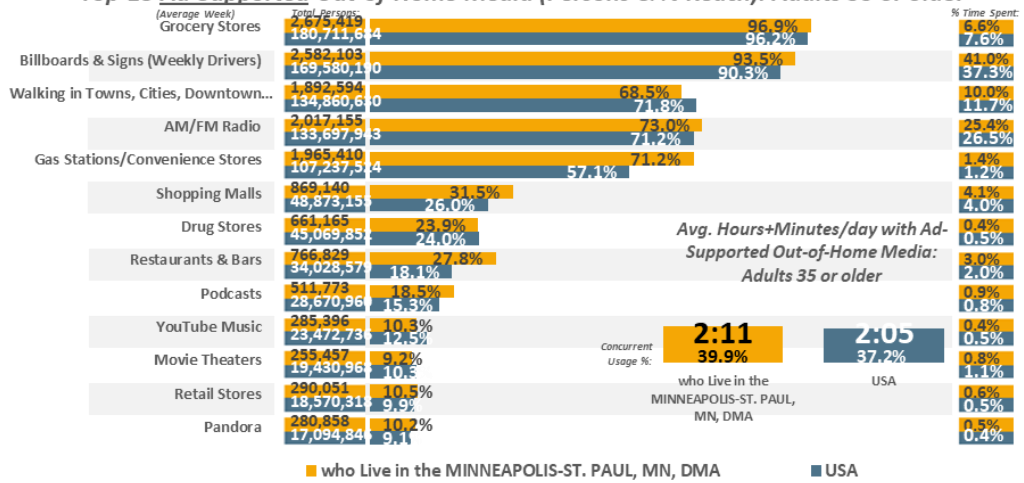
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



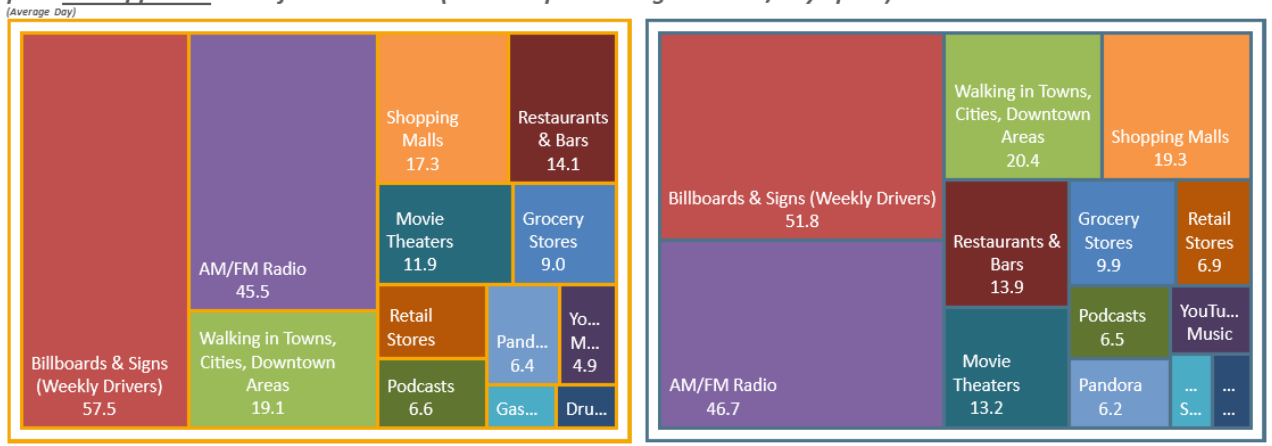
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



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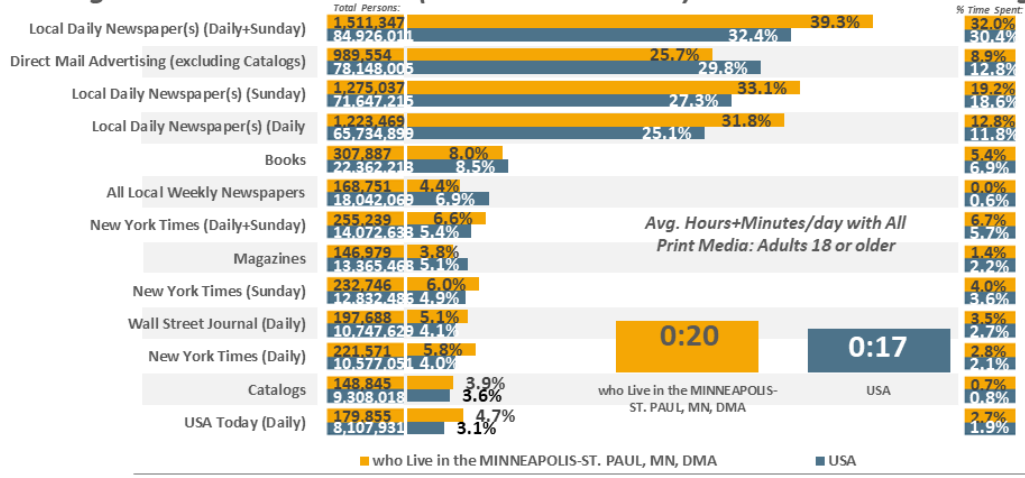


Minneapolis, St. Paul, MN

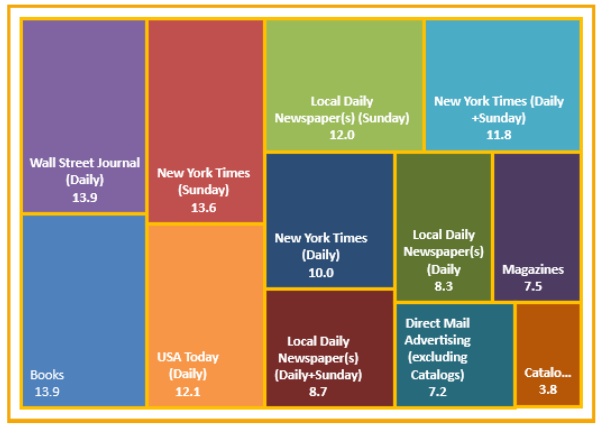
DMA P18+

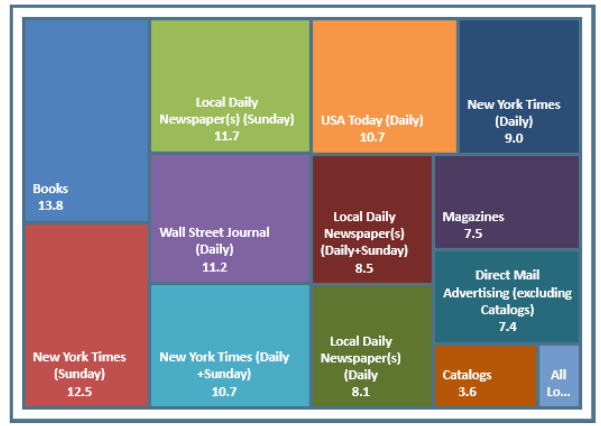
1,511,347 or 39.3% of Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.7 minutes every day representing 33.8% of all time spent daily with All forms of Print Media.

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



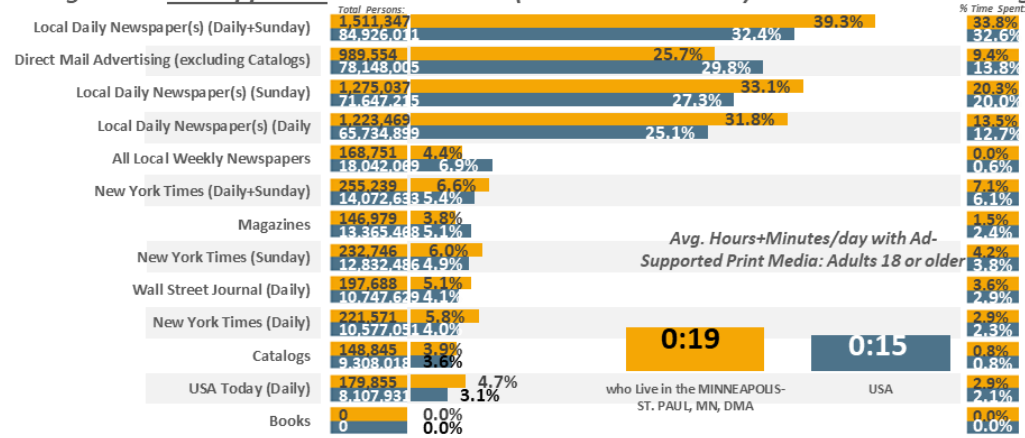
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



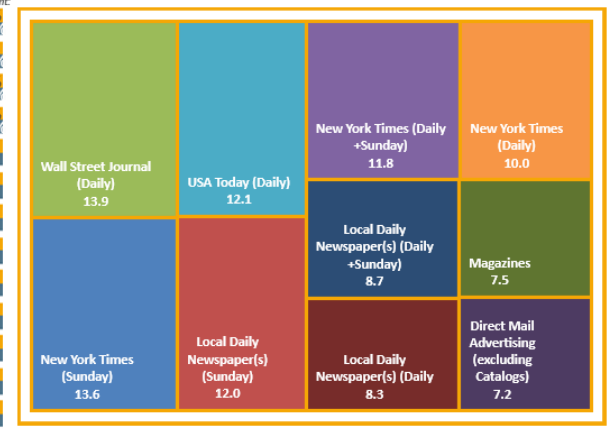


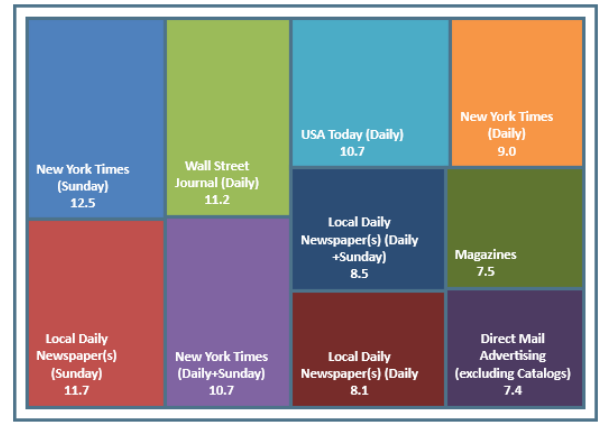
who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA USA

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





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

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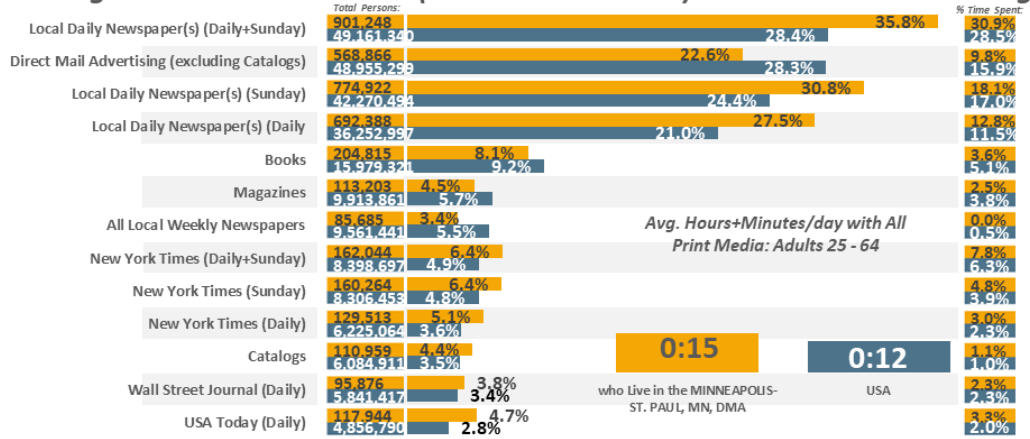


Minneapolis, St. Paul, MN

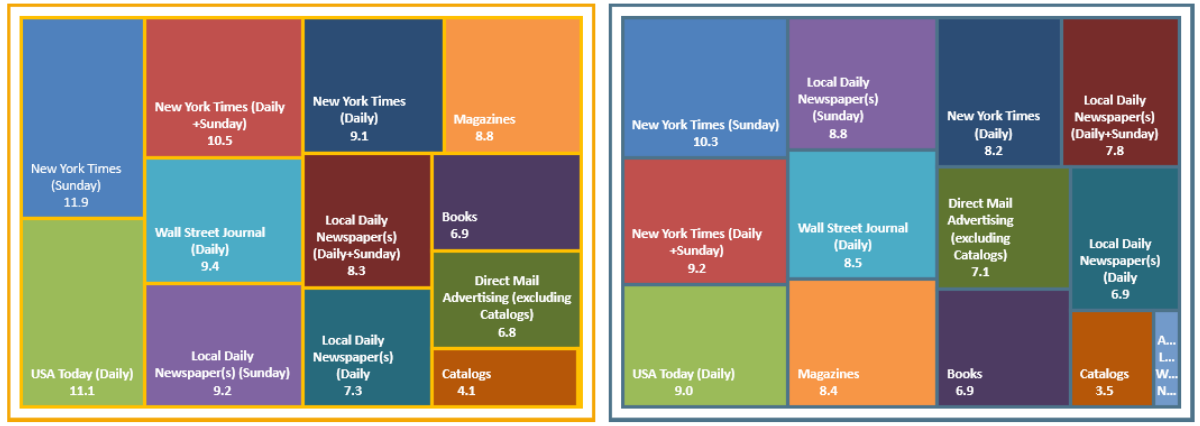
DMA P25-64

901,248 or 35.8% of Adults 25 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.3 minutes every day representing 32.% of all time spent daily with All forms of Print Media.

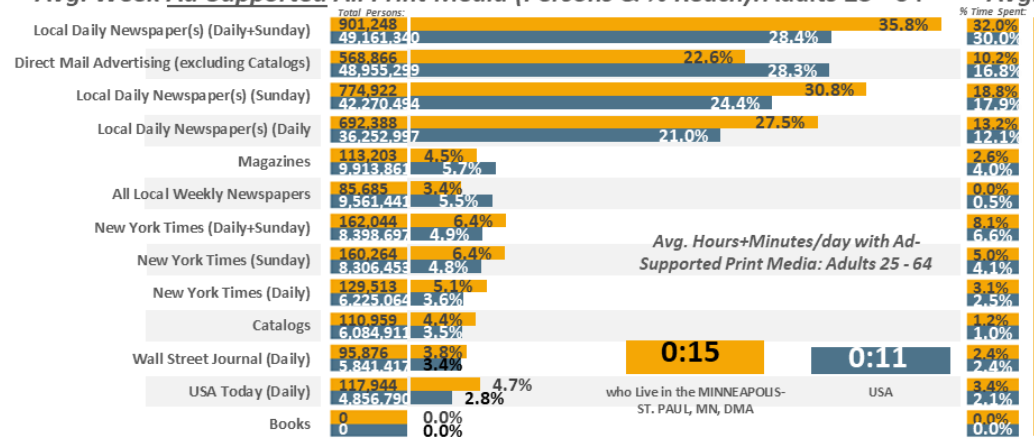
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



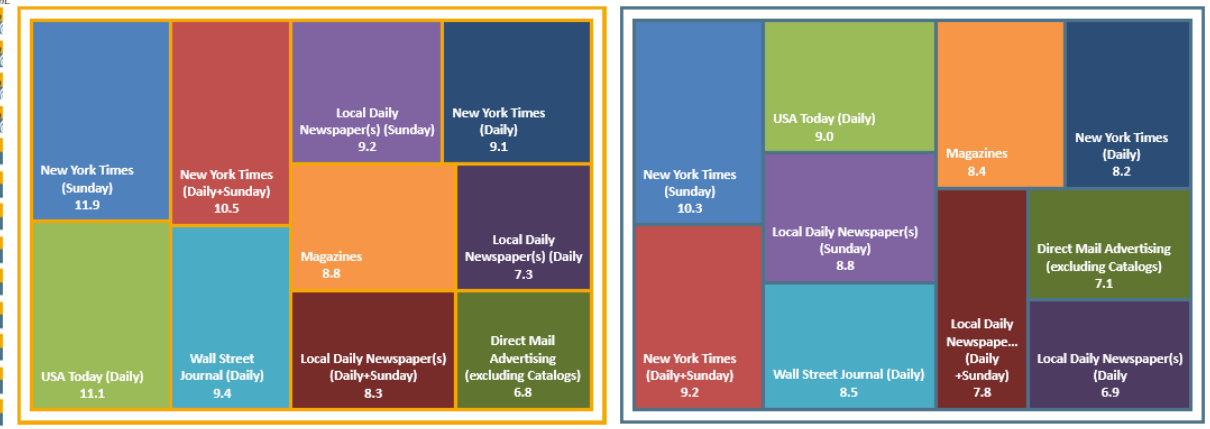
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week <u>Ad-Supported</u> All Print Media (Persons & % Reach): Adults 25 - 64



Avg. Day <u>Ad-Supported</u> Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

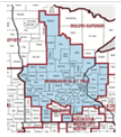


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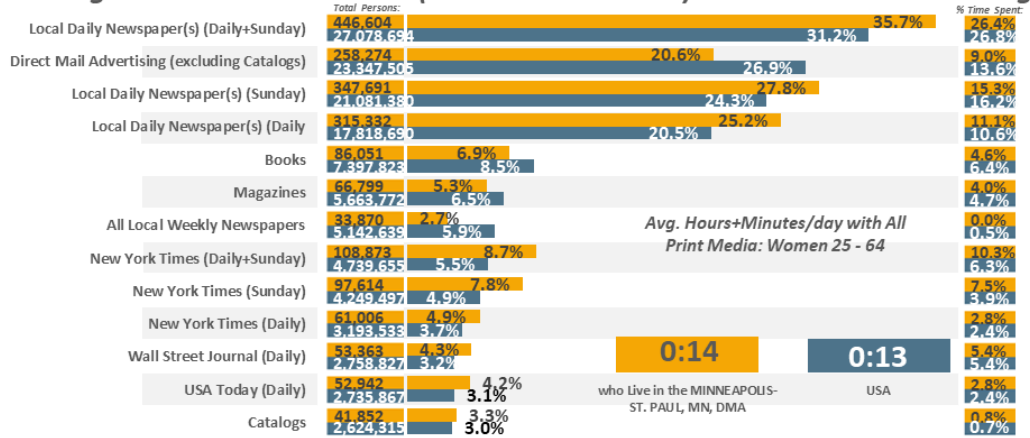


Minneapolis, St. Paul, MN

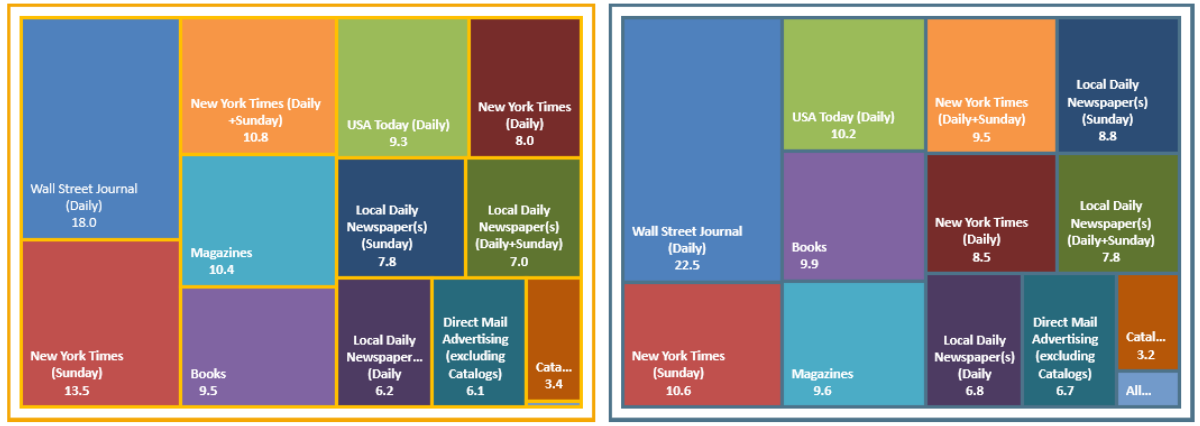
DMA W25-64

446,604 or 35.7% of Women 25 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7. minutes every day representing 27.7% of all time spent daily with All forms of Print Media.

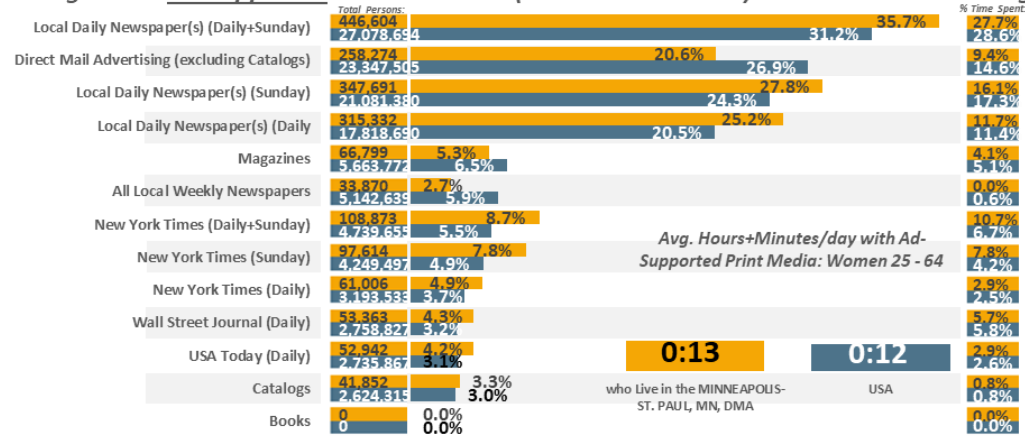
Avg. Week All Print Media (Persons & % Reach): Women 25 - 64



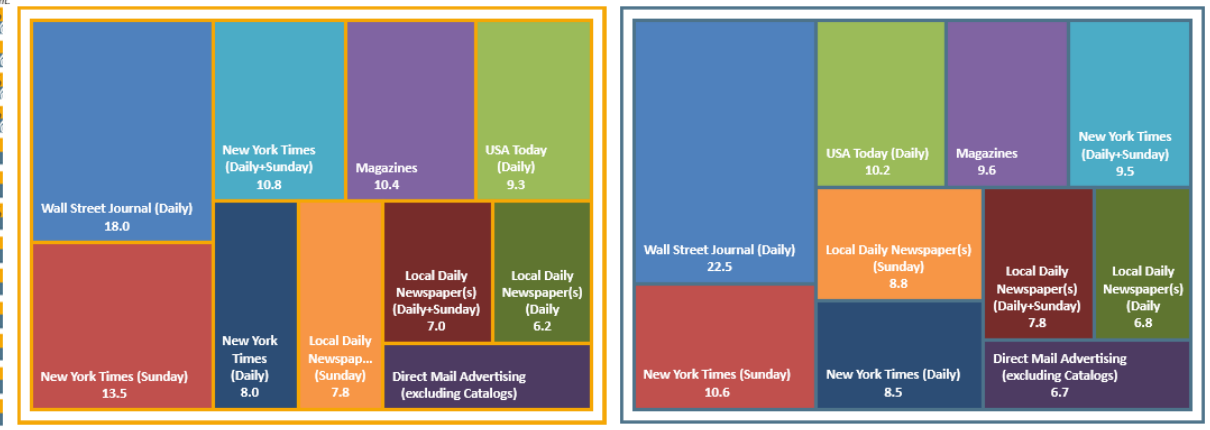
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Women 25 - 64



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64

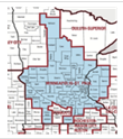


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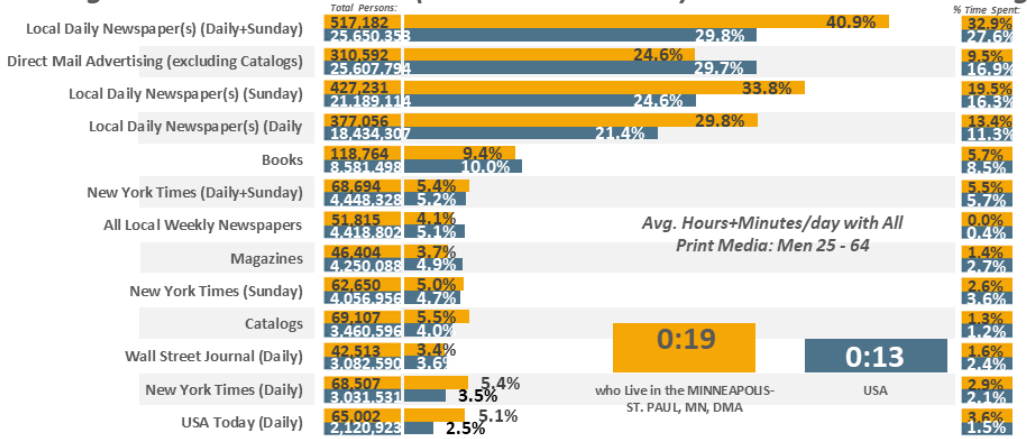


Minneapolis, St. Paul, MN

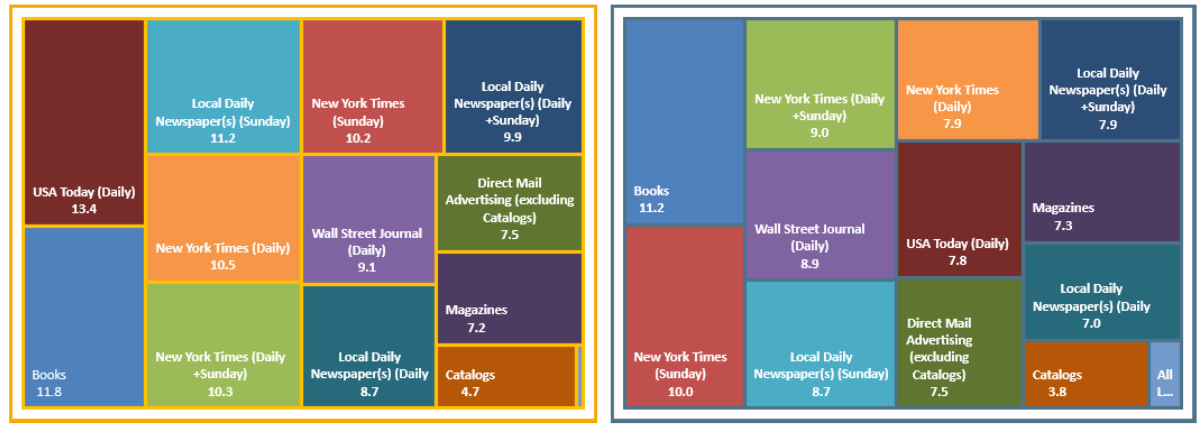
DMA M25-64

517,182 or 40.9% of Men 25 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.9 minutes every day representing 34.9% of all time spent daily with All forms of Print Media.

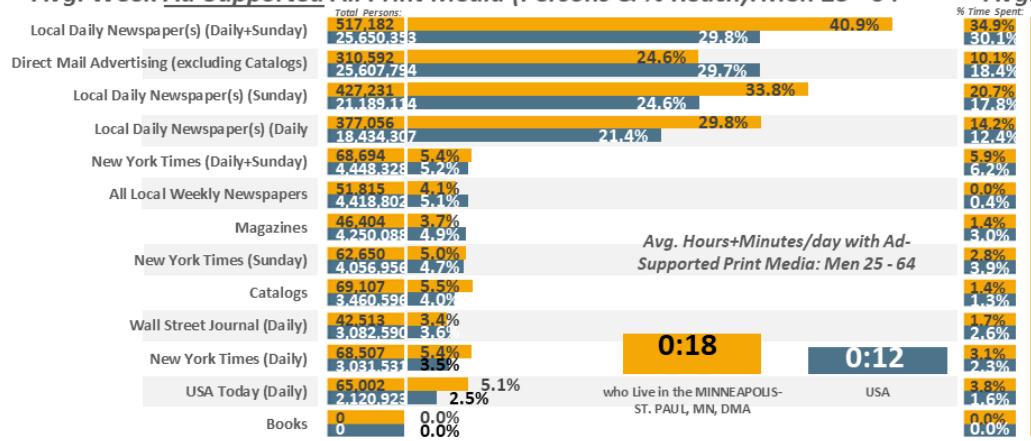
Avg. Week All Print Media (Persons & % Reach): Men 25 - 64



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Men 25 - 64



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64

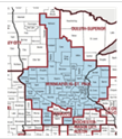


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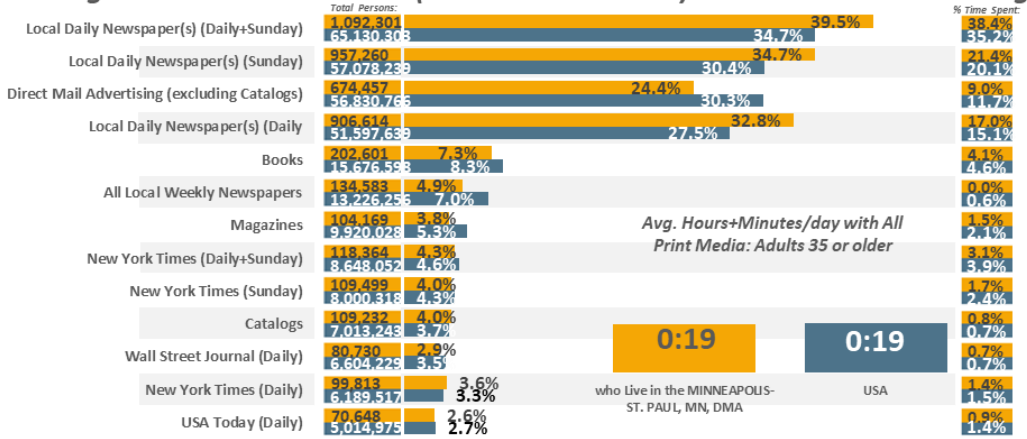


Minneapolis, St. Paul, MN

DMA **P35+**

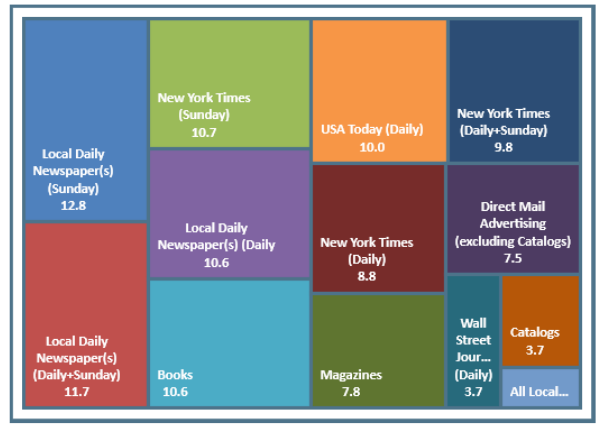
1,092,301 or 39.5% of Adults 35 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.8 minutes every day representing 40.1% of all time spent daily with All forms of Print Media.

Avg. Week All Print Media (Persons & % Reach): Adults 35 or older

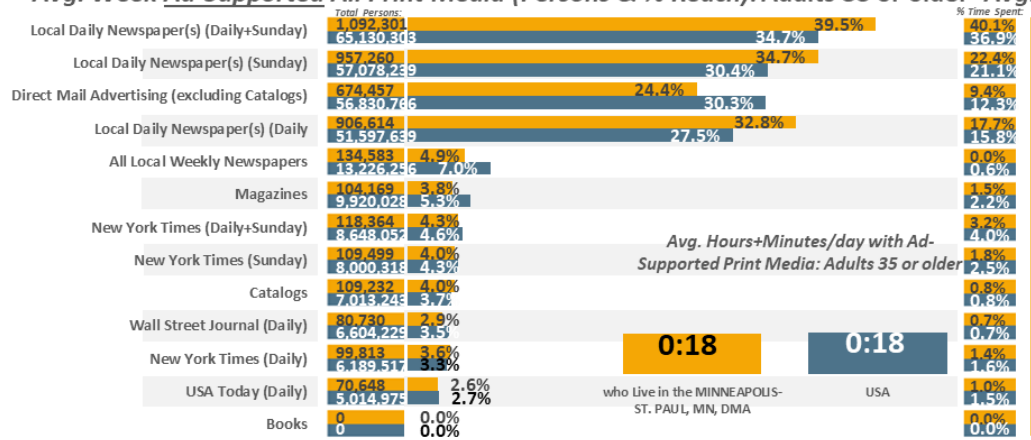


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

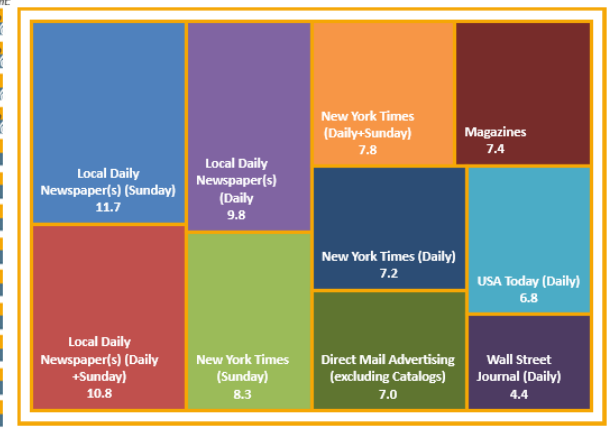


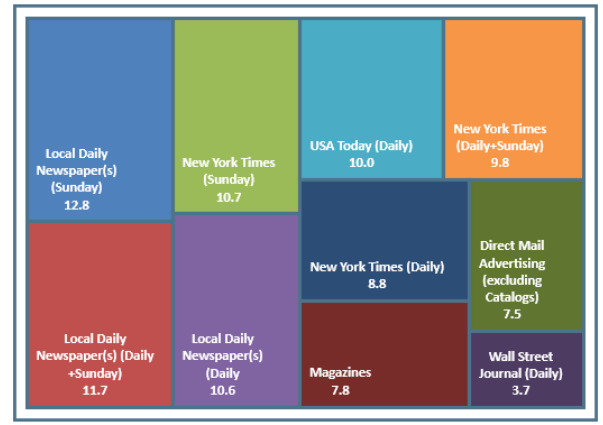


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 or older



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





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