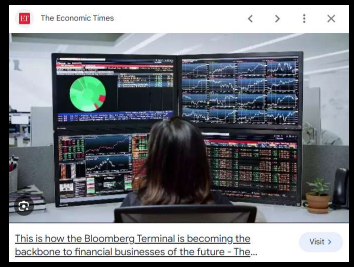
USA–5 Demos of the Minneapolis-St. Paul DMA vs. the USA...

Brand New Data as of JULY 31, 2025!

Complete Demographic & Media Use Profiles



















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

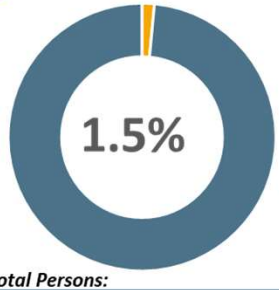
HUBBARD BROADCASTING INC. HB



P18+

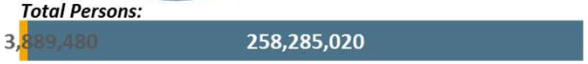
1.5% or 3,889,480 of USA Adults 18 or older Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Typical Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 48.8 years old (.1% older than average) and have a $110,275 (17.4% higher than average) annual household income.

Percent of Market: Adults 18 or older

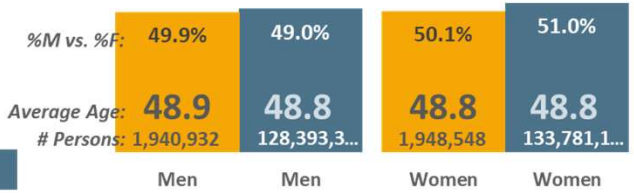


- who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA
- Remainder of USA DMAs

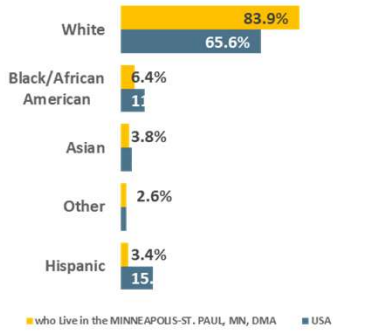
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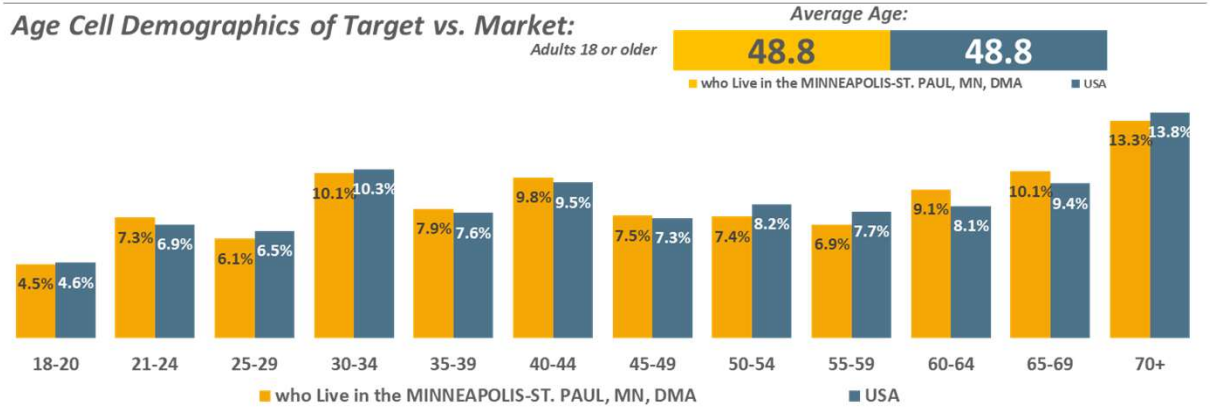
Gender of Target vs. Market: Adults 18 or older



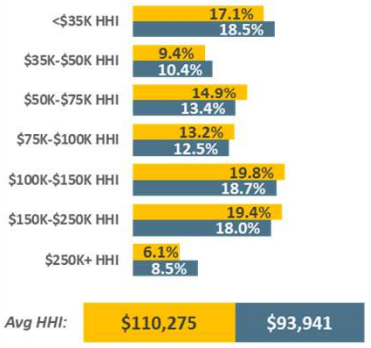
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA *USA DMA Projection* *Scarborough R2 2025: Aug24-Jul25* *Qual Intab* *2,081*

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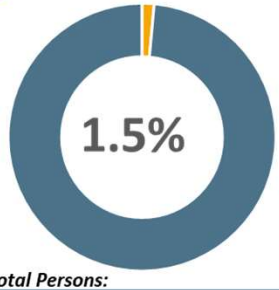
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *24,923*



P25-54

1.5% or 1,892,908 of USA Adults 25 - 54 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Typical Adults 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 40. years old (.% younger than average) and have a $122,371 (21.8% higher than average) annual household income.

Percent of Market: Adults 25 - 54



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

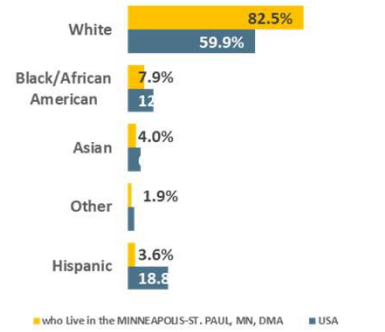
Total Persons:

1,892,908	127,721,452

Gender of Target vs. Market: Adults 25 - 54

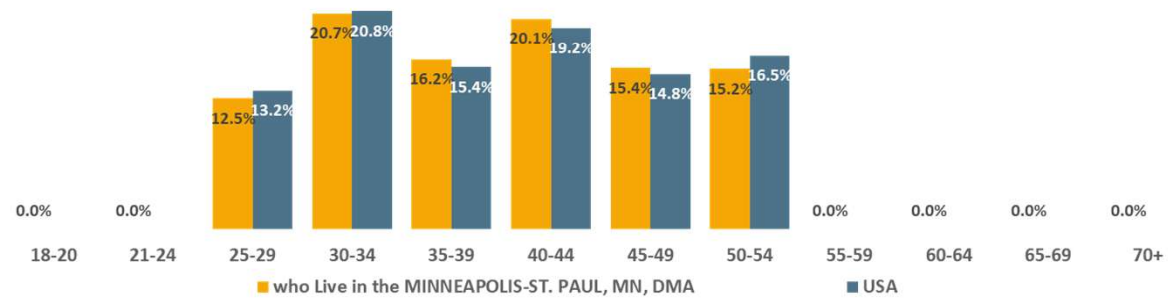
	Men	Men	Women	Women
%M vs. %F:	51.2%	50.2%	48.8%	49.8%
Average Age:	40.1	40.0	40.0	40.1
# Persons:	969,454	65,077,002	923,454	64,537,358

Ethnicity of Target vs. Market:

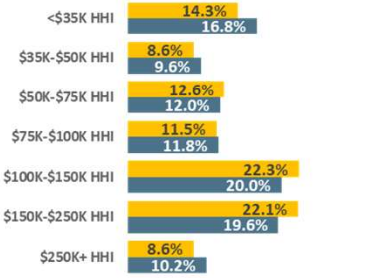


Age Cell Demographics of Target vs. Market:

Average Age:	Adults 25 - 54
who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA	40.0
USA	40.1



HHI of Target vs. Market:



Avg HHI:	$122,371	$100,475

USA USA DMA Projection Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081

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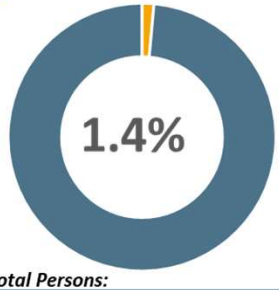
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 24,923



W25-54

1.4% or 923,454 of USA Women 25 - 54 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Typical Women 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 40. years old (.2% younger than average) and have a $113,892 (27.8% higher than average) annual household income.

Percent of Market: Women 25 - 54

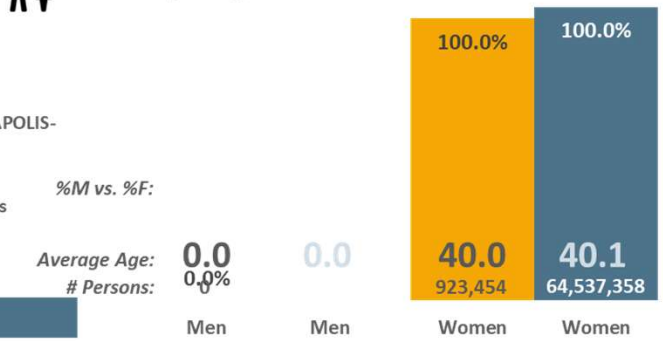


- who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA
- Remainder of USA DMAs

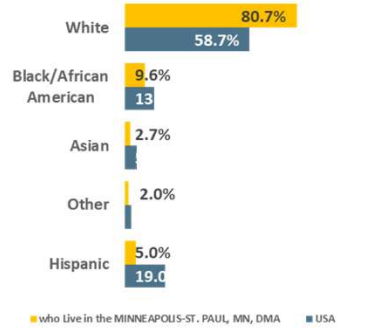
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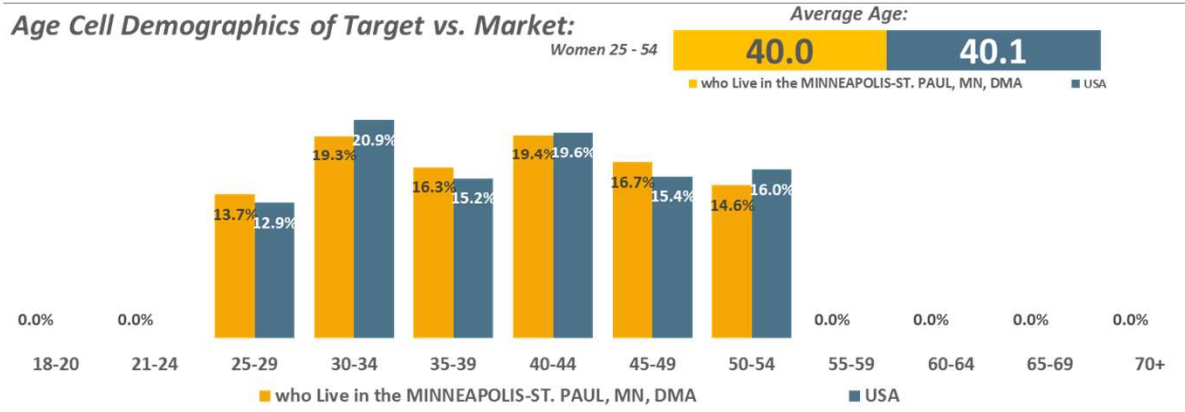
Gender of Target vs. Market: Women 25 - 54



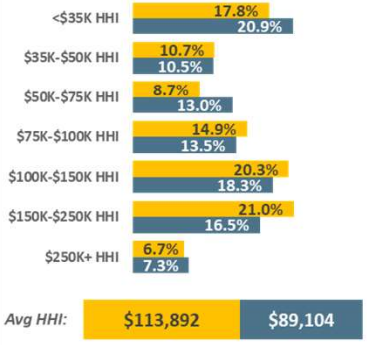
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA DMA Projection Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081

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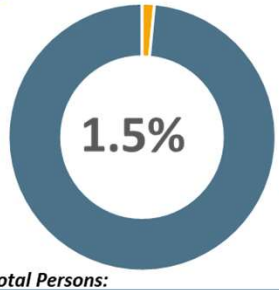
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 24,923



M25-54

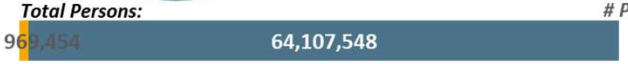
1.5% or 969,454 of USA Men 25 - 54 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Typical Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 40.1 years old (.2% older than average) and have a $130,447 (16.7% higher than average) annual household income.

Percent of Market: Men 25 - 54

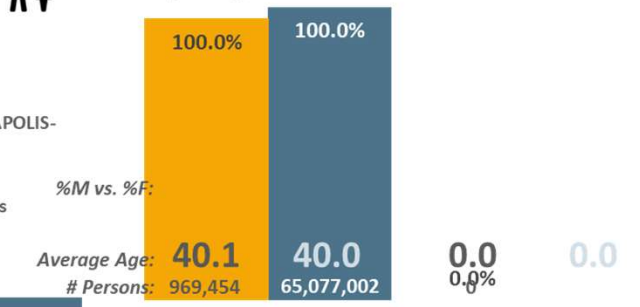


- who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA
- Remainder of USA DMAs

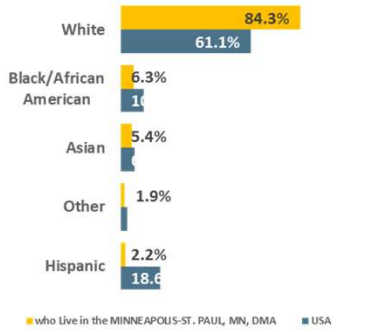
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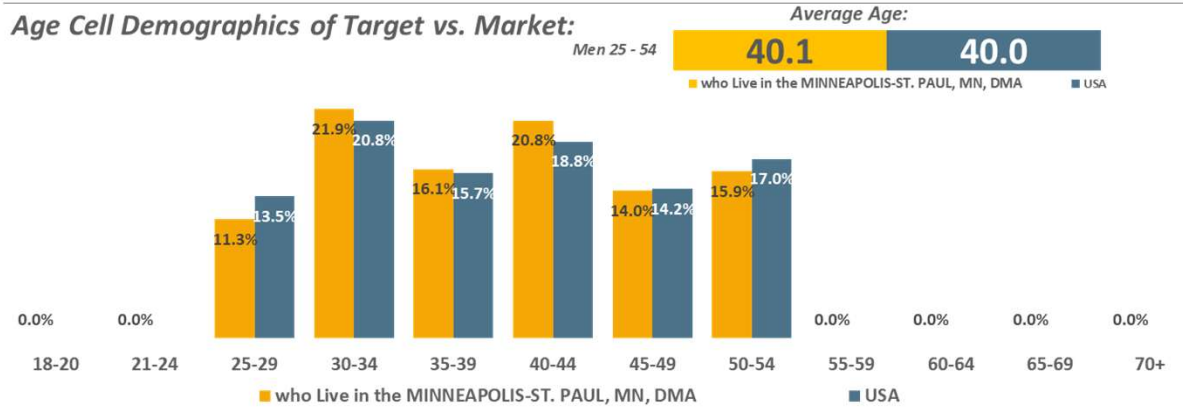
Gender of Target vs. Market: Men 25 - 54



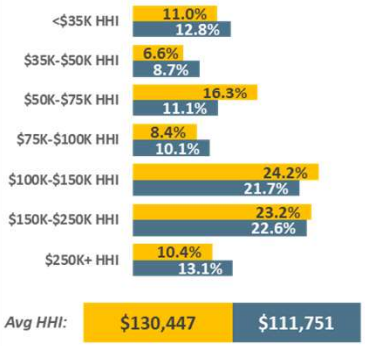
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA DMA Projection Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081

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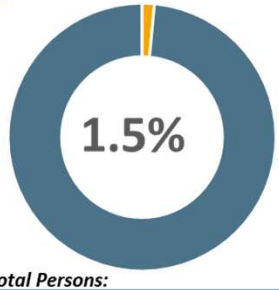
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 24,923



P35-64

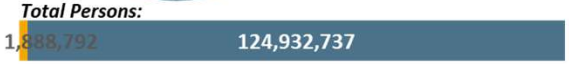
1.5% or 1,888,792 of USA Adults 35 - 64 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Typical Adults 35 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 49.9 years old (.% younger than average) and have a $128,155 (22.5% higher than average) annual household income.

Percent of Market: Adults 35 - 64

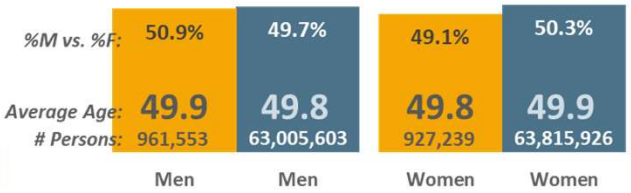


- who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA
- Remainder of USA DMAs

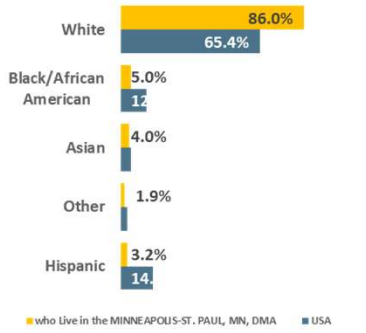
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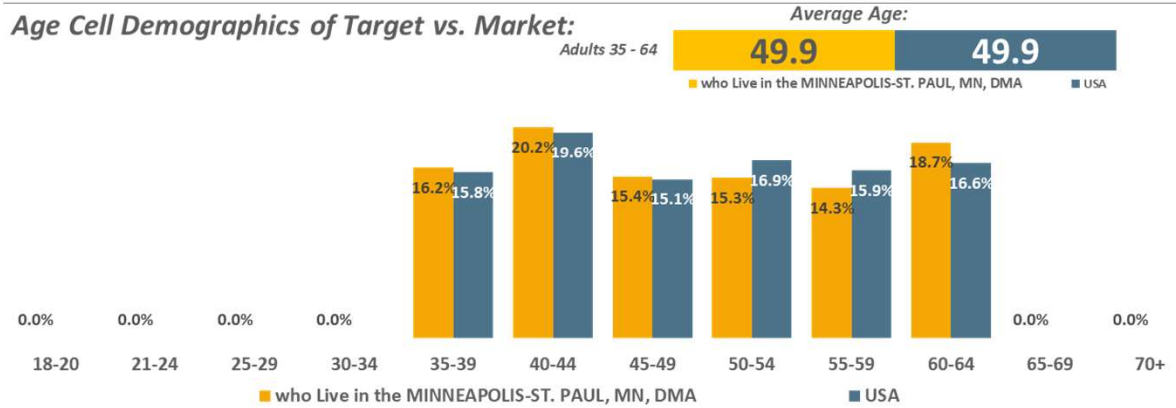
Gender of Target vs. Market: Adults 35 - 64



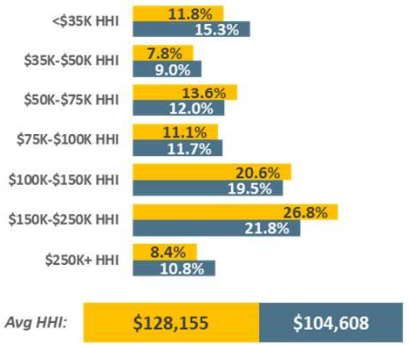
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA DMA Projection Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081

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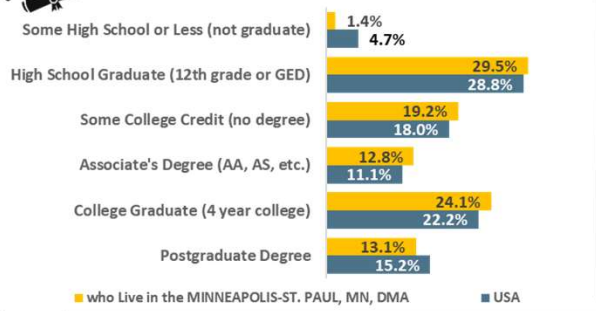
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 24,923



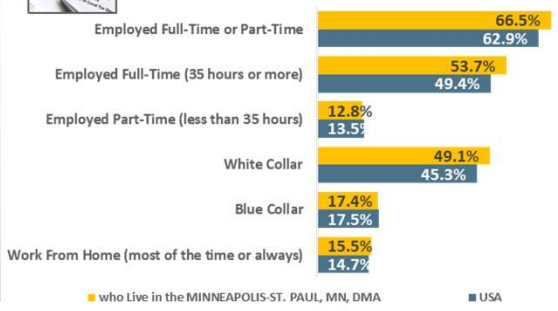
P18+

1.5% or 3,889,480 of USA Adults 18 or older Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are .5% less likely to be a college graduate, 8.8% more likely to work full-time, 7.3% more likely to be married, 4.4% more likely to be a parent of 1 or more children under 18.

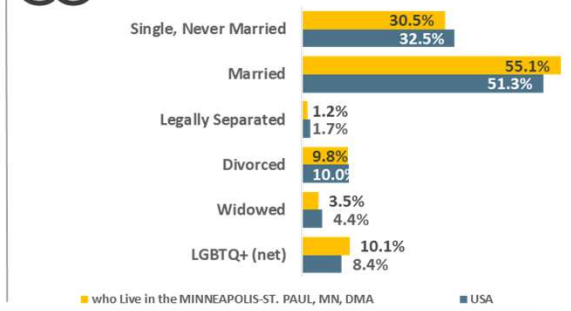
Education Levels: Adults 18 or older



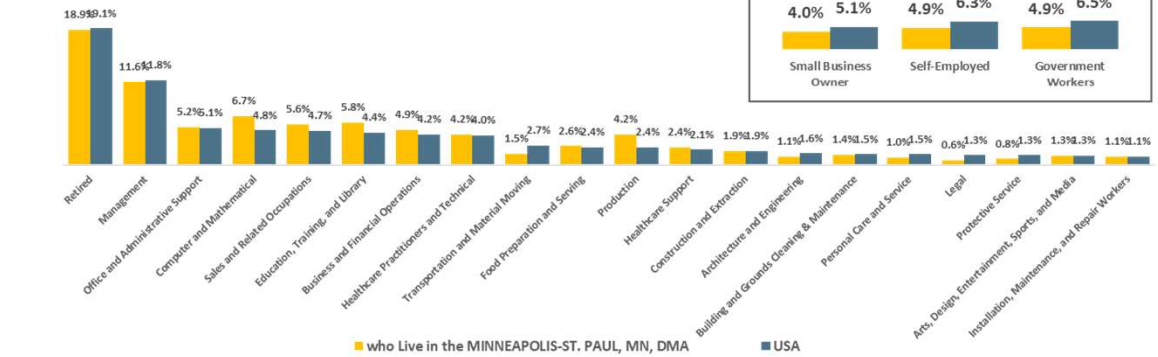
Employment: Adults 18 or older



Marital Status: Adults 18 or older

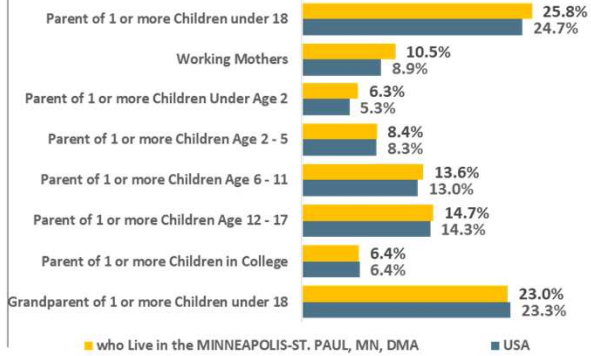


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



USA USA DMA Projection Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081

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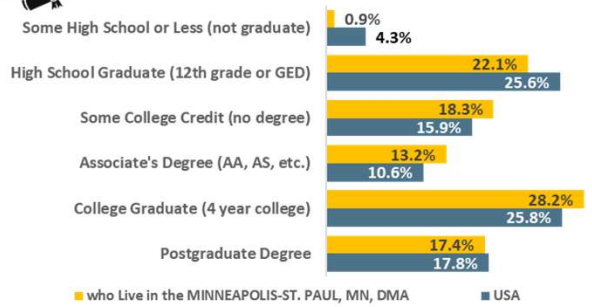
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 24,923



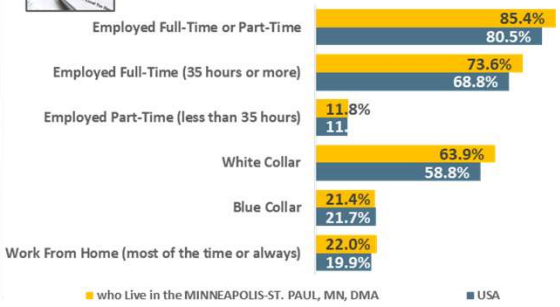
P25-54

1.5% or 1,892,908 of USA Adults 25 - 54 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Adults 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 4.7% more likely to be a college graduate, 7.% more likely to work full-time, 5.8% more likely to be married, 9.8% more likely to be a parent of 1 or more children under 18.

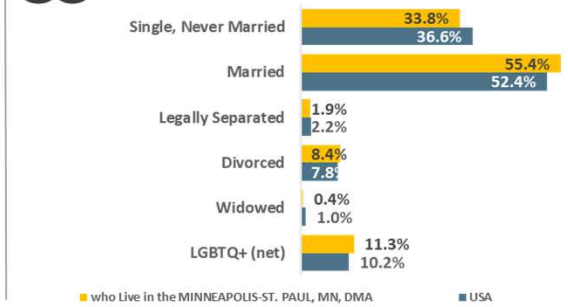
Education Levels: Adults 25 - 54



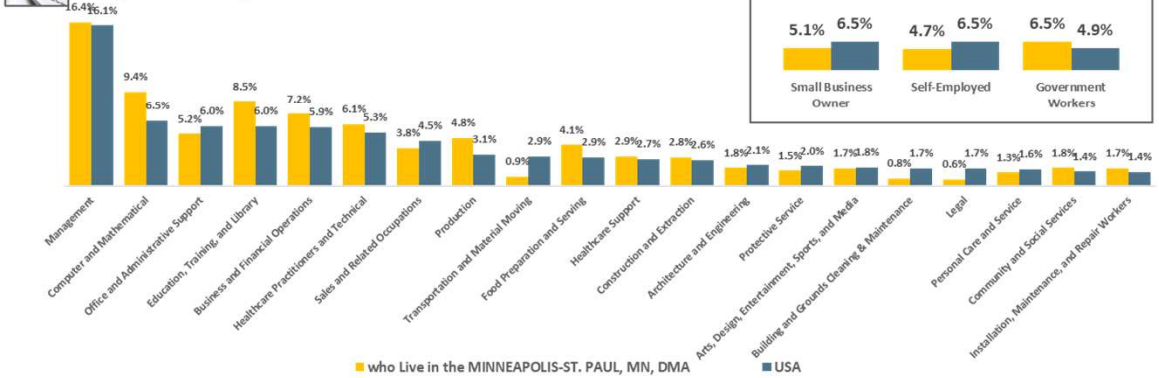
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

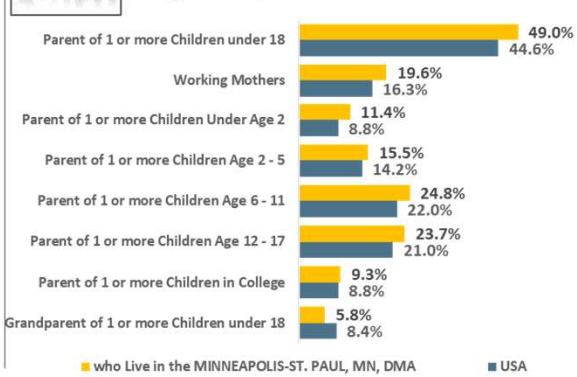


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Government Workers

Stage in Life: Adults 25 - 54



USA USA DMA Projection Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081

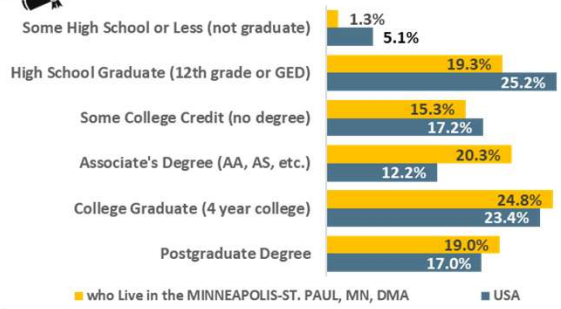
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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 24,923

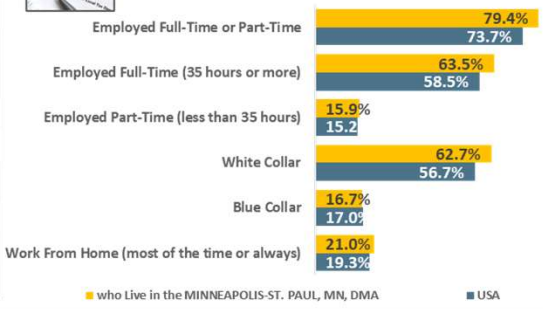


1.4% or 923,454 of USA Women 25 - 54 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Women 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 8.5% more likely to be a college graduate, 8.7% more likely to work full-time, 7.7% more likely to be married, 31.6% less likely to be a grandparent of 1 or more children under 18.

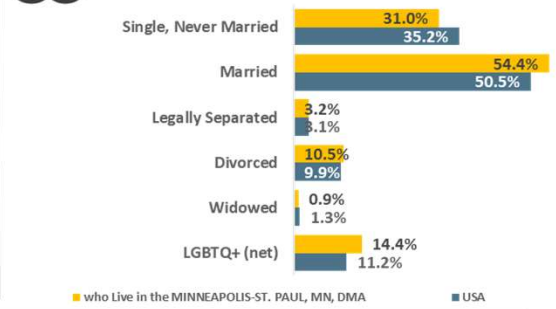
Education Levels: Women 25 - 54



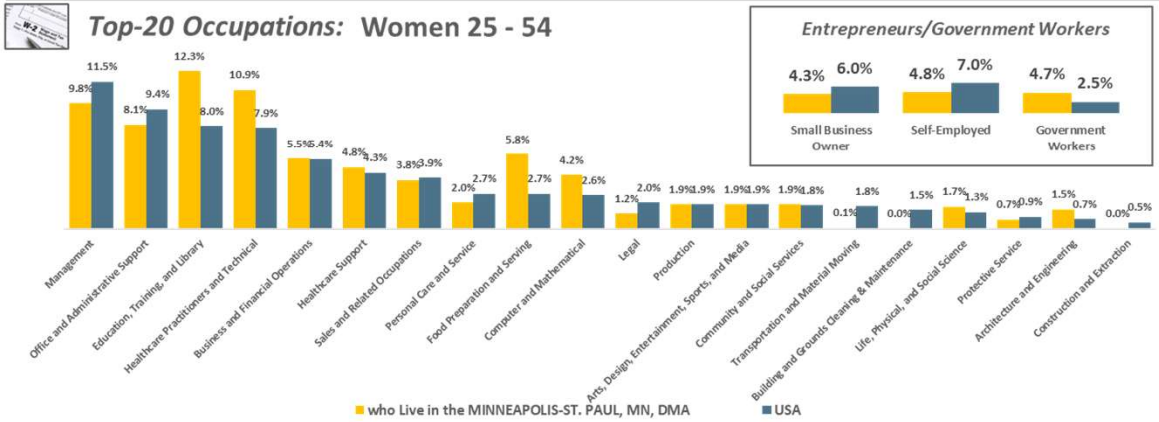
Employment: Women 25 - 54



Marital Status: Women 25 - 54

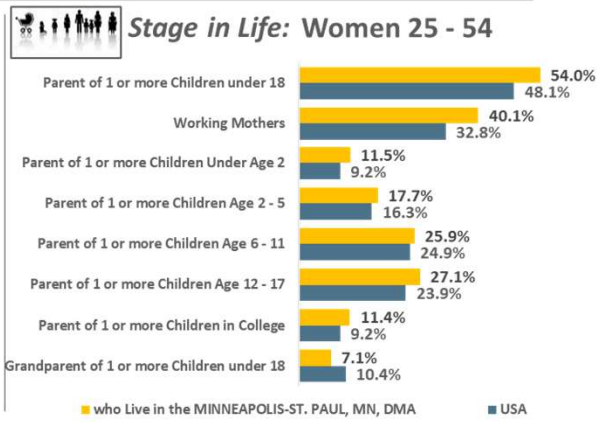


Top-20 Occupations: Women 25 - 54



Entrepreneurs/Government Workers

Stage in Life: Women 25 - 54



USA USA DMA Projection Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081

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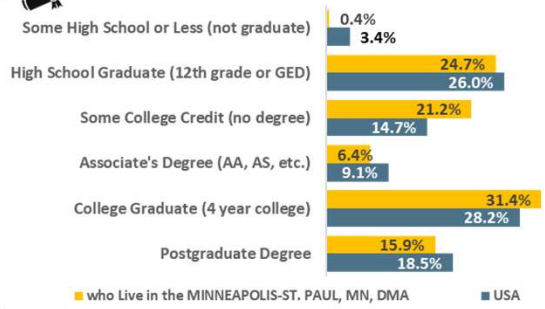
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 24,923



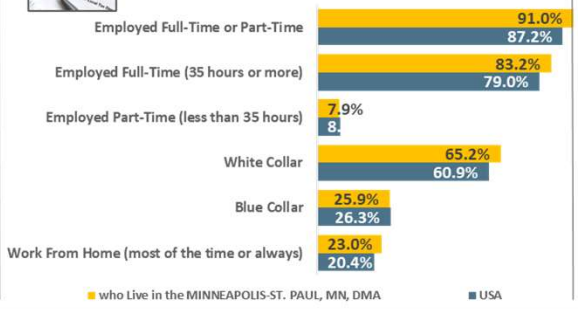
M25-54

1.5% or 969,454 of USA Men 25 - 54 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 1.2% more likely to be a college graduate, 5.3% more likely to work full-time, 3.9% more likely to be married, 7.4% more likely to be a parent of 1 or more children under 18.

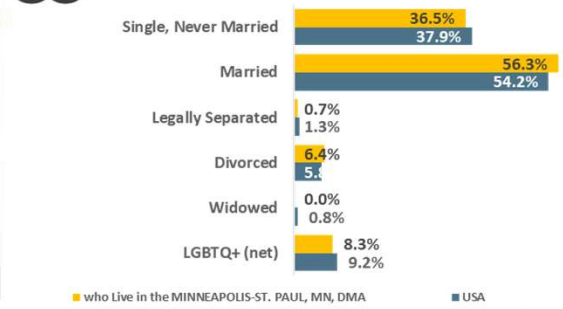
Education Levels: Men 25 - 54



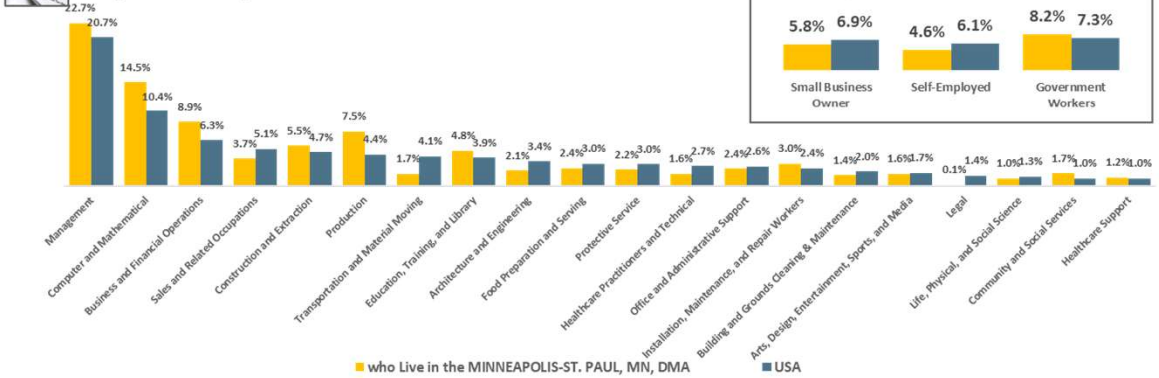
Employment: Men 25 - 54



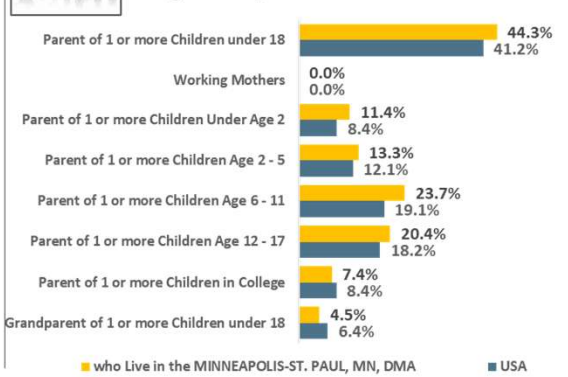
Marital Status: Men 25 - 54



Top-20 Occupations: Men 25 - 54



Stage in Life: Men 25 - 54



USA USA DMA Projection Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081

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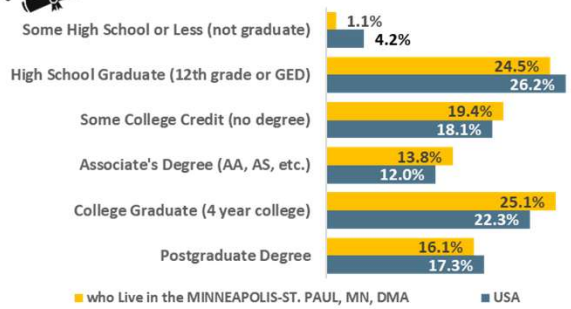
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 24,923



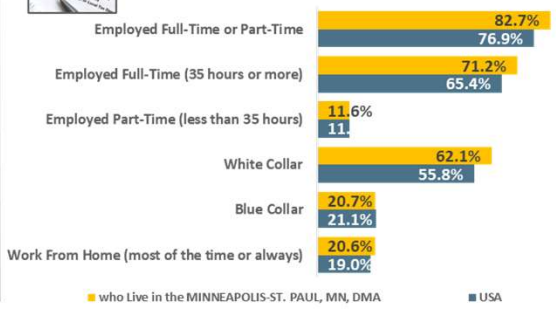
P35-64

1.5% or 1,888,792 of USA Adults 35 - 64 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Adults 35 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 4.3% more likely to be a college graduate, 8.7% more likely to work full-time, 5.7% more likely to be married, 3.4% less likely to be a grandparent of 1 or more children under 18.

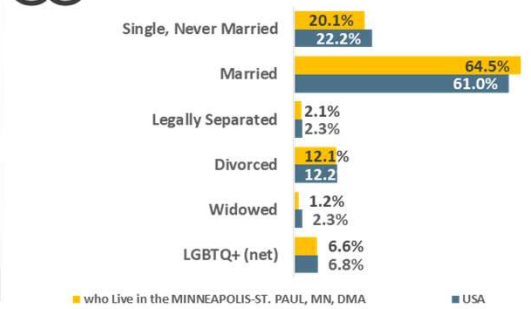
Education Levels: Adults 35 - 64



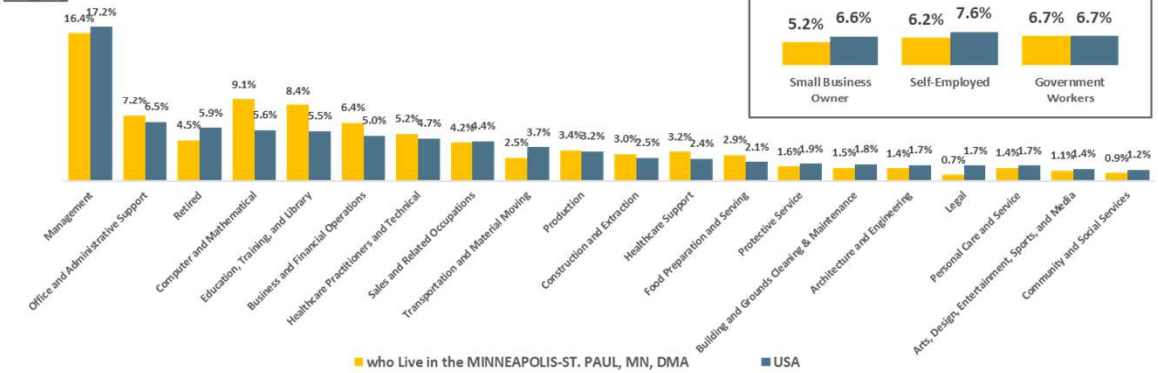
Employment: Adults 35 - 64



Marital Status: Adults 35 - 64

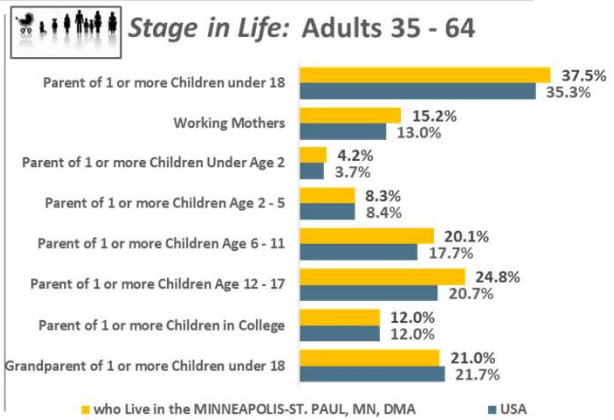


Top-20 Occupations: Adults 35 - 64



Entrepreneurs/Government Workers

Stage in Life: Adults 35 - 64



USA USA DMA Projection Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081

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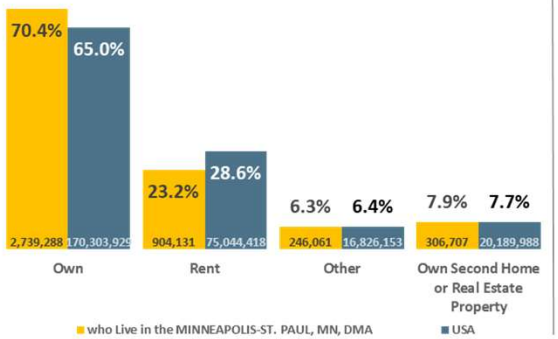
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 24,923



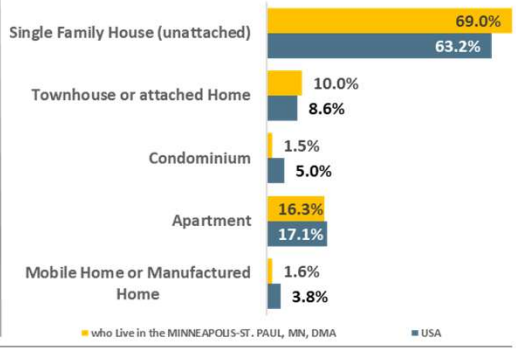
P18+

1.5% or 3,889,480 of USA Adults 18 or older Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 8.4% more likely to own their home, .9% more likely to own a lower valued home, 9.2% more likely to have a single-family home, 2.7% less likely to have a dog.

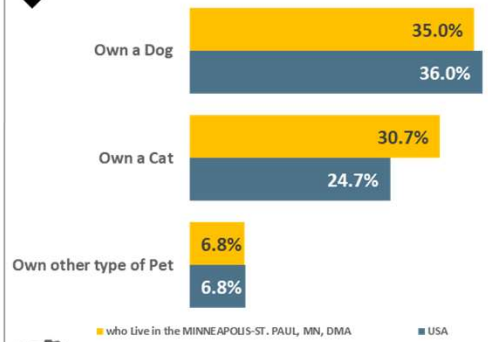
Own/Rent/Other: Adults 18 or older



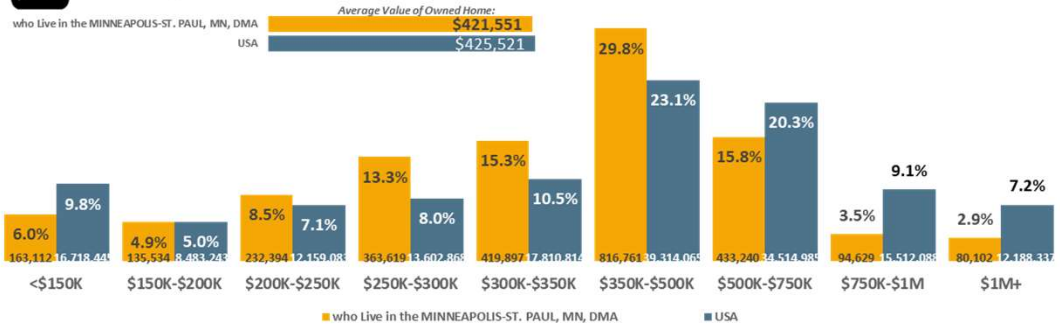
Type of Home: Adults 18 or older



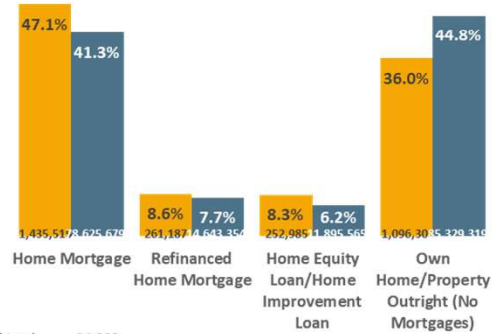
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA DMA Projection* *Scarborough R2 2025: Aug24-Jul25* *Qual Intab* *2,081*

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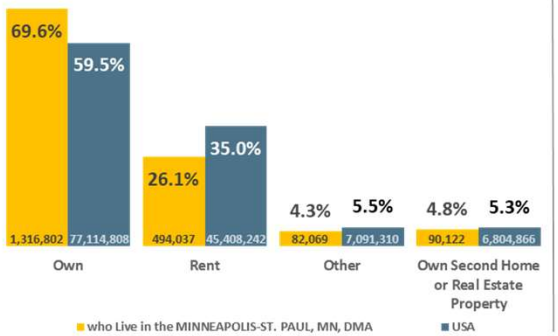
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *24,923*



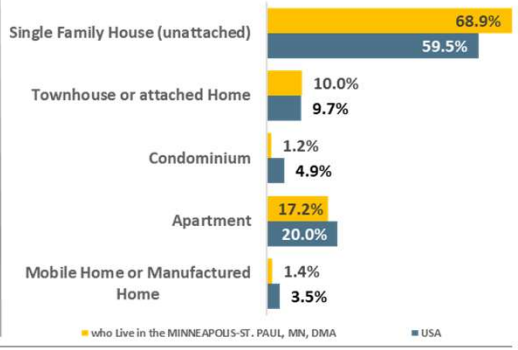
P25-54

1.5% or 1,892,908 of USA Adults 25 - 54 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Adults 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 16.9% more likely to own their home, 1.4% more likely to own a lower valued home, 15.8% more likely to have a single-family home, 4.% more likely to have a dog.

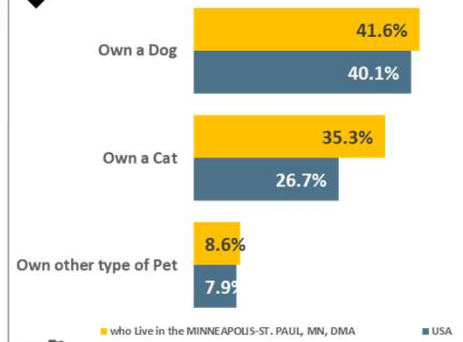
Own/Rent/Other: Adults 25 - 54



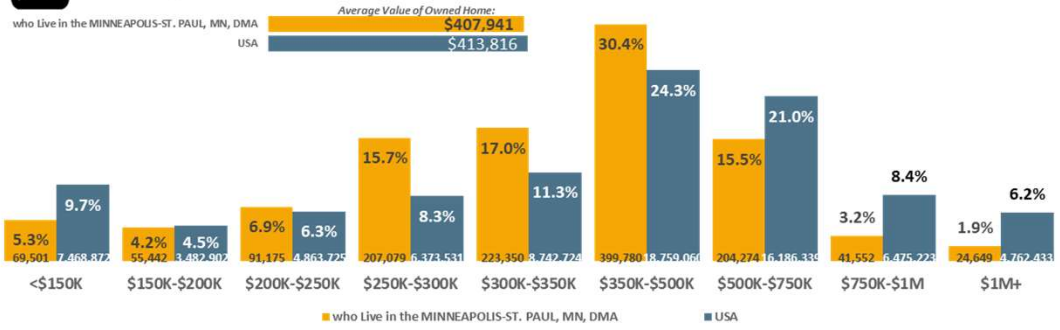
Type of Home: Adults 25 - 54



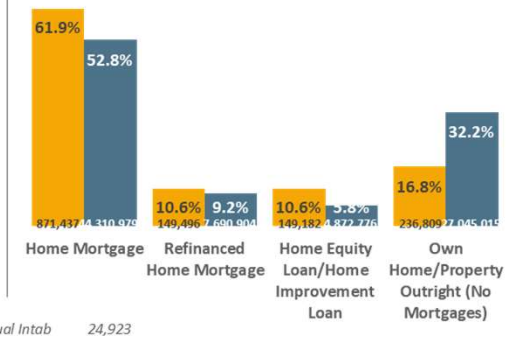
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



USA *USA DMA Projection* *Scarborough R2 2025: Aug24-Jul25* *Qual Intab* *2,081*

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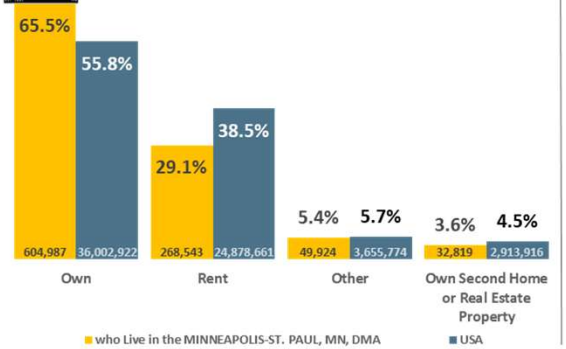
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *24,923*



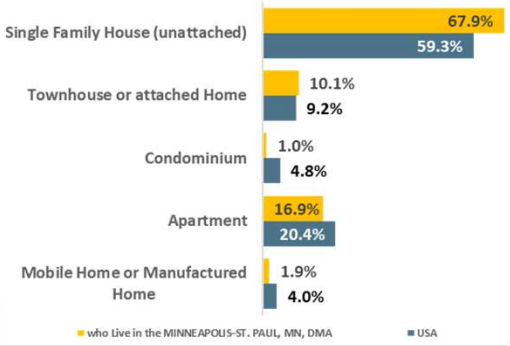
W25-54

1.4% or 923,454 of USA Women 25 - 54 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Women 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 17.4% more likely to own their home, 3.8% more likely to own a lower valued home, 14.4% more likely to have a single-family home, 5.1% more likely to have a dog.

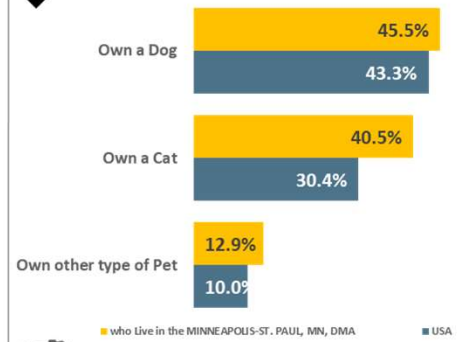
Own/Rent/Other: Women 25 - 54



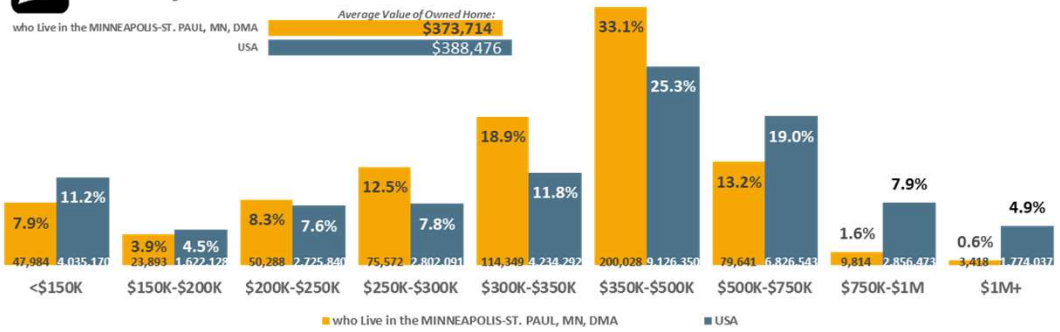
Type of Home: Women 25 - 54



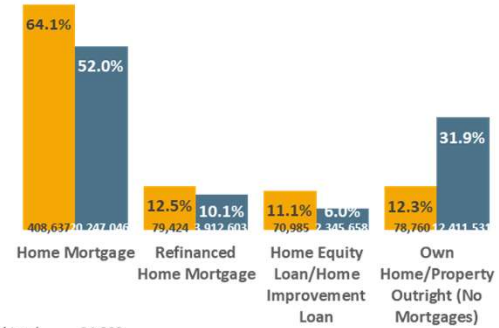
Pets in Home: Women 25 - 54



Value of Owned Home: Women 25 - 54



Home Loans: Women 25 - 54



USA *USA DMA Projection* *Scarborough R2 2025: Aug24-Jul25* *Qual Intab* *2,081*

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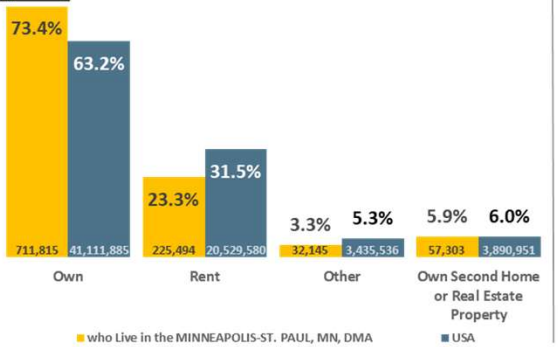
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *24,923*



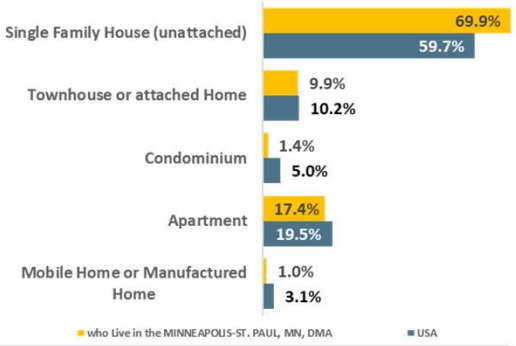
M25-54

1.5% or 969,454 of USA Men 25 - 54 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 16.2% more likely to own their home, .2% more likely to own a higher valued home, 17.% more likely to have a single-family home, 3.1% more likely to have a dog.

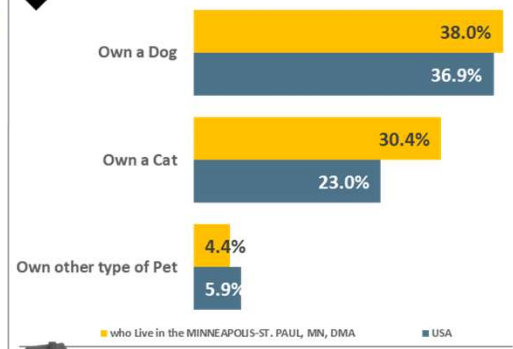
Own/Rent/Other: Men 25 - 54



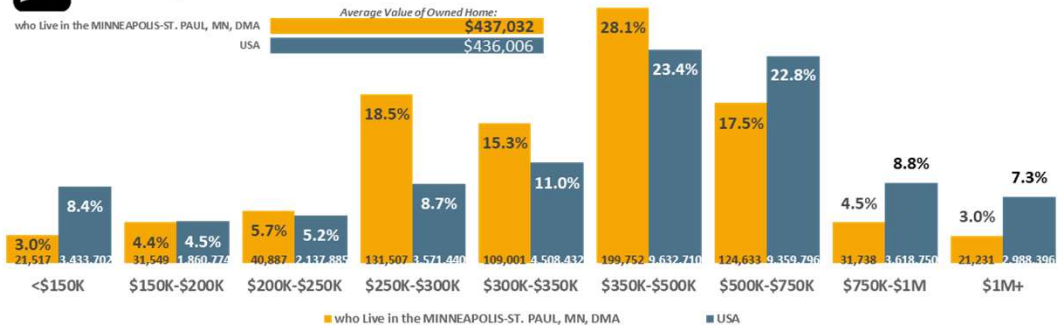
Type of Home: Men 25 - 54



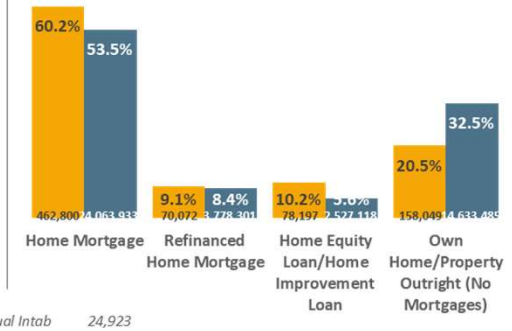
Pets in Home: Men 25 - 54



Value of Owned Home: Men 25 - 54



Home Loans: Men 25 - 54



USA *USA DMA Projection* *Scarborough R2 2025: Aug24-Jul25* *Qual Intab* *2,081*

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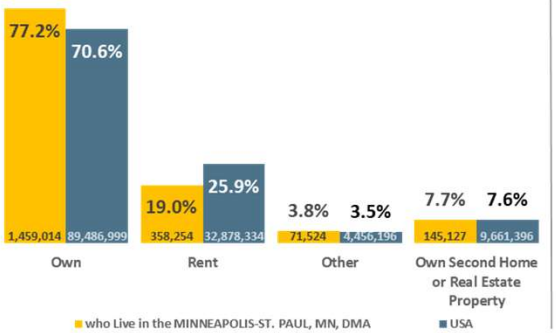
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *24,923*



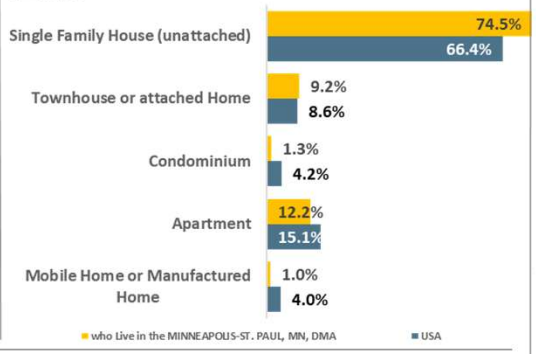
P35-64

1.5% or 1,888,792 of USA Adults 35 - 64 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Adults 35 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 9.5% more likely to own their home, .5% more likely to own a lower valued home, 12.3% more likely to have a single-family home, 7.2% more likely to have a dog.

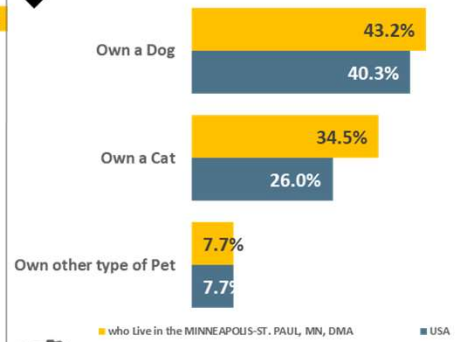
Own/Rent/Other: Adults 35 - 64



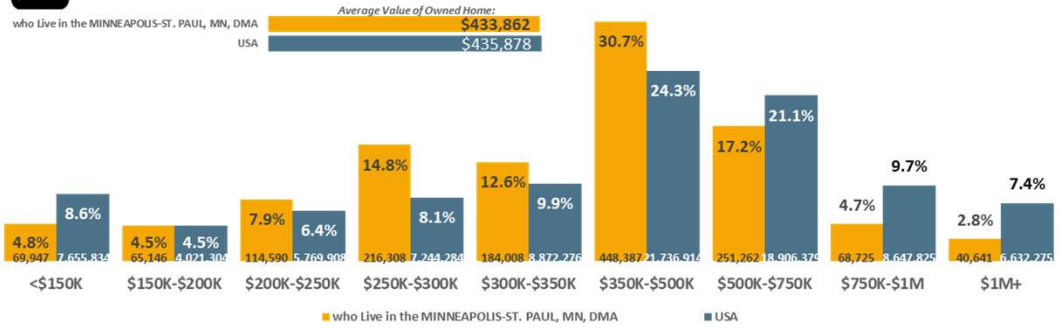
Type of Home: Adults 35 - 64



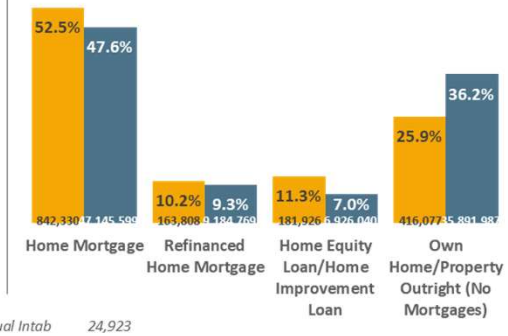
Pets in Home: Adults 35 - 64



Value of Owned Home: Adults 35 - 64



Home Loans: Adults 35 - 64



USA USA DMA Projection Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081

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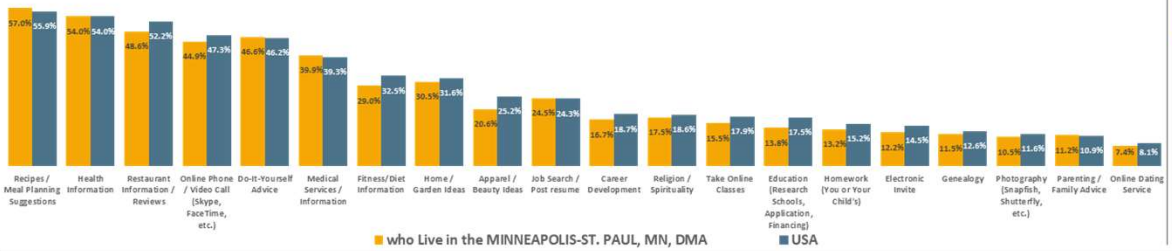
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 24,923



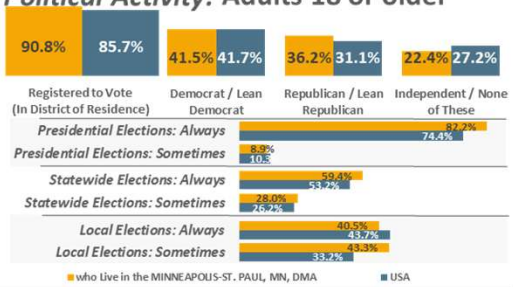
P18+

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Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are .8% more likely to look up D-I-Y advice online, 7.4% less likely to always vote in local elections, 7.8% less likely to belong to a gym, 4.7% less likely to fly domestic past yr.

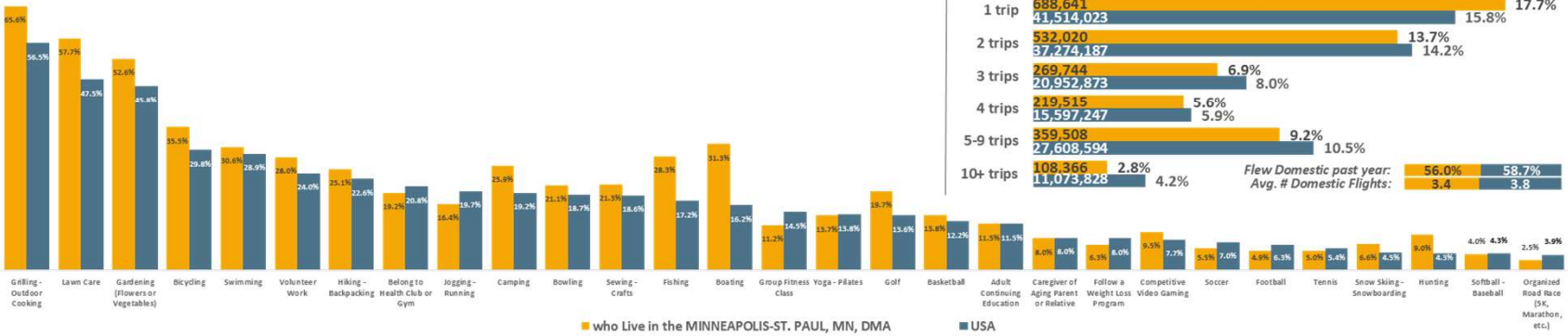
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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 DMA Projection* *Scarborough R2 2025: Aug24-Jul25* *Qual Intab* *2,081*

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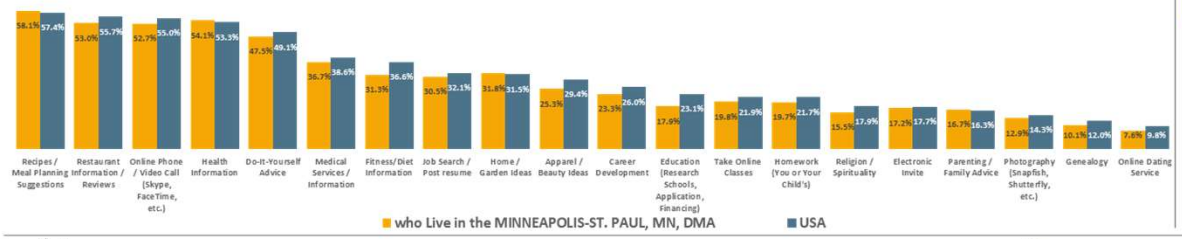
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *24,923*



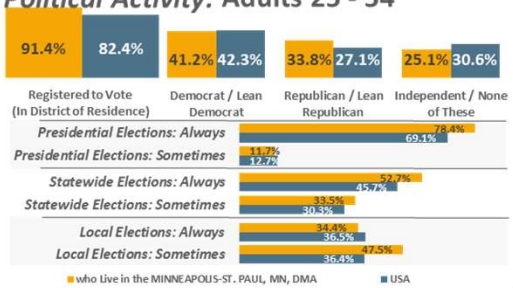
P25-54

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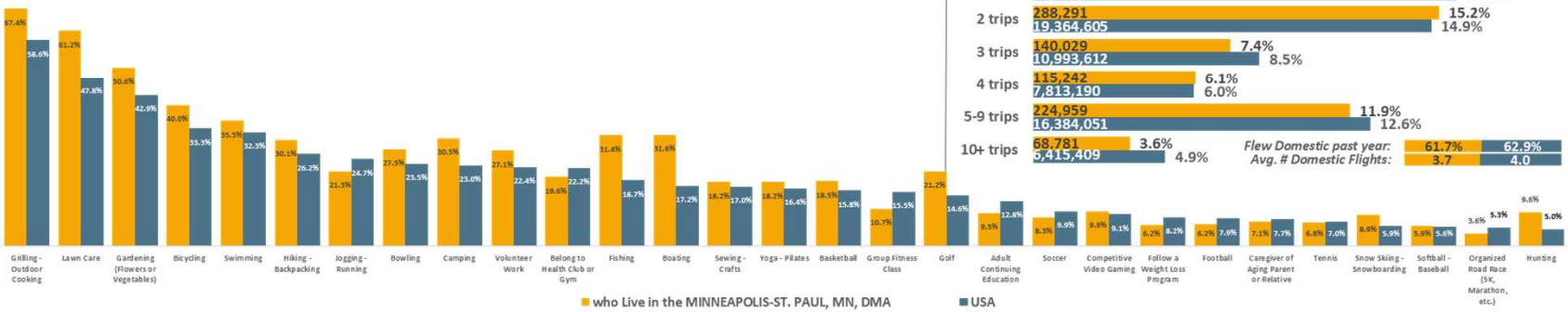
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



Political Activity: Adults 25 - 54



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



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

USA *USA DMA Projection* *Scarborough R2 2025: Aug24-Jul25* *Qual Intab* *2,081*

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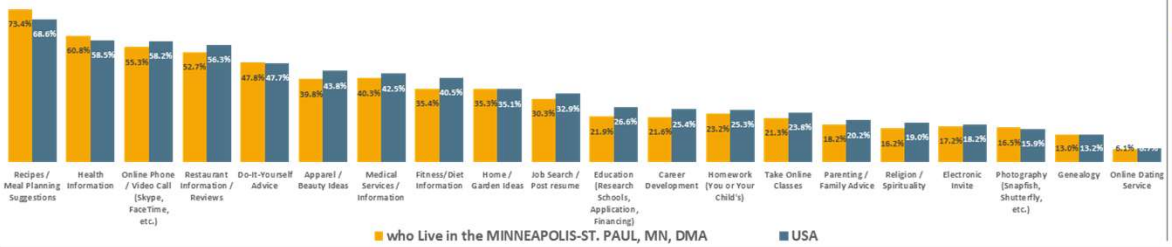
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *24,923*



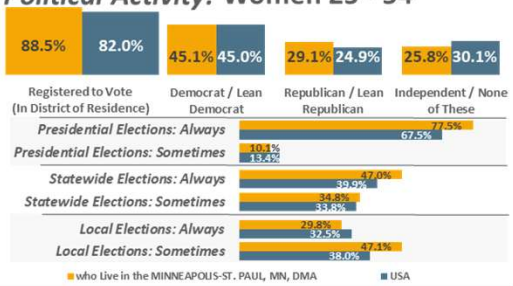
W25-54

1.4% or 923,454 of USA Women 25 - 54 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Women 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are .1% more likely to look up D-I-Y advice online, 8.5% less likely to always vote in local elections, 11.7% less likely to belong to a gym, .5% more likely to fly domestic past yr.

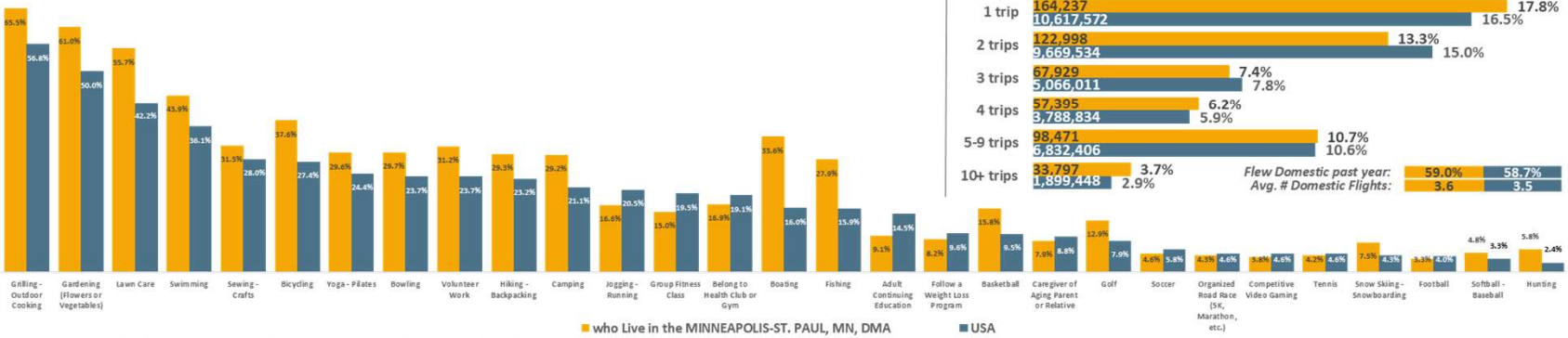
Top-20 past 30-days Online Lifestyle Activites: Women 25 - 54



Political Activity: Women 25 - 54



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



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

USA USA DMA Projection Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081

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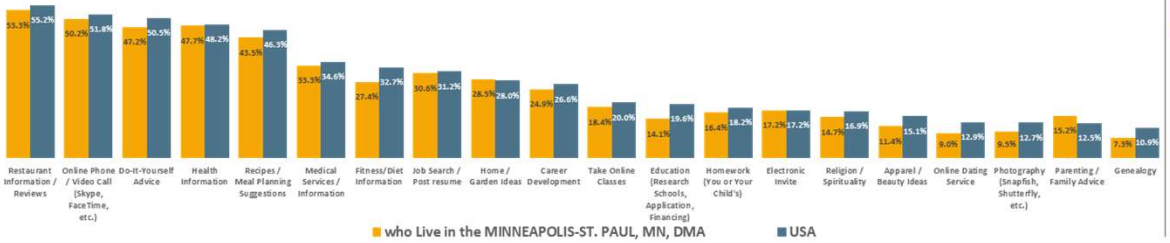
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 24,923



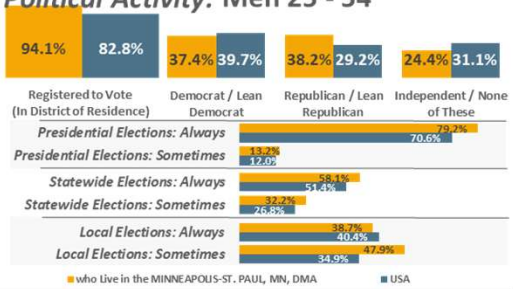
M25-54

1.5% or 969,454 of USA Men 25 - 54 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 6.5% less likely to look up D-I-Y advice online, 4.2% less likely to always vote in local elections, 11.7% less likely to belong to a gym, 4.2% less likely to fly domestic past yr.

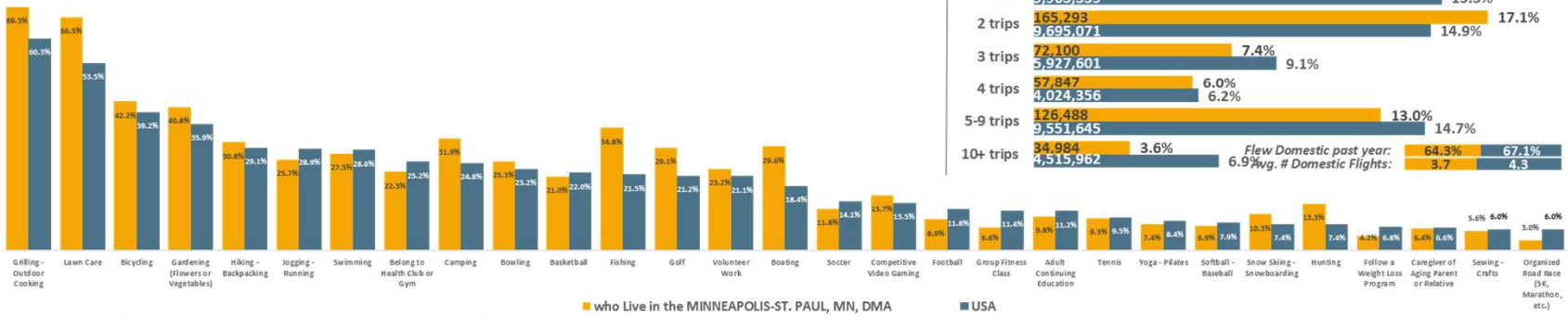
Top-20 past 30-days Online Lifestyle Activites: Men 25 - 54



Political Activity: Men 25 - 54



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



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

USA *USA DMA Projection* *Scarborough R2 2025: Aug24-Jul25* *Qual Intab* *2,081*

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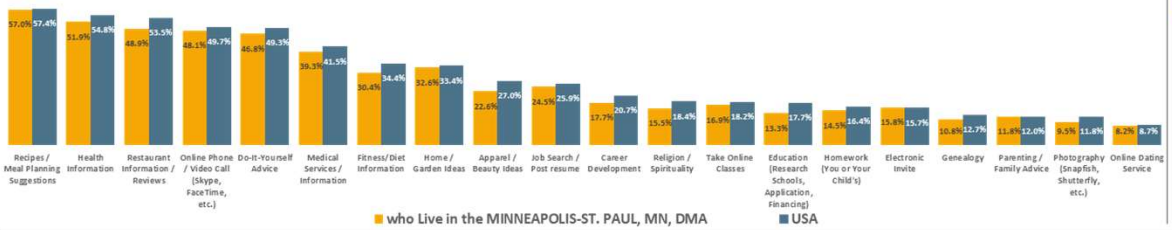
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *24,923*



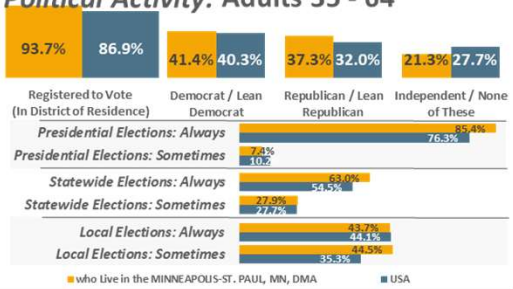
P35-64

1.5% or 1,888,792 of USA Adults 35 - 64 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Adults 35 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 5.1% less likely to look up D-I-Y advice online, .9% less likely to always vote in local elections, 10.2% less likely to belong to a gym, 1.7% more likely to fly domestic past yr.

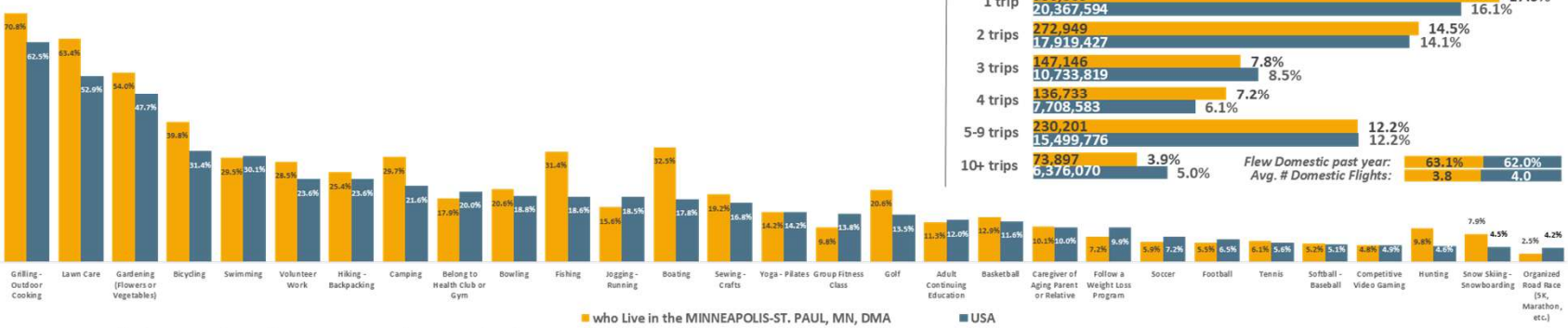
Top-20 past 30-days Online Lifestyle Activites: Adults 35 - 64



Political Activity: Adults 35 - 64



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



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

USA *USA DMA Projection* *Scarborough R2 2025: Aug24-Jul25* *Qual Intab* *2,081*

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USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *24,923*



P18+

1.5% or 3,889,480 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 1.8% more likely to use QSRs past mo., 3.7% more likely to use Sit-Down Restaurants past mo., 13.% more likely to use Casinos past yr., 2.6% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:
86.2%
84.7%
3,354,586
222,087,0
48

Avg. Monthly QSR Meals:
5.6
6.1

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



Total Monthly Sit-Down Restaurant Users:
75.3%
72.6%
2,928,056
190,284,7
66

Avg. Monthly Sit-Down Restaurant Meals:
3.2
3.8

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



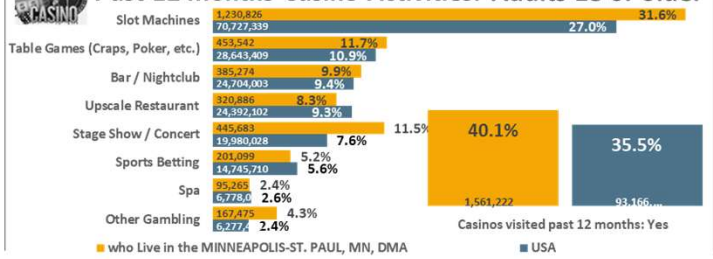
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA 486,328 12.5%
USA 19.8%

Drank Past 30-days: Adults 18 or older



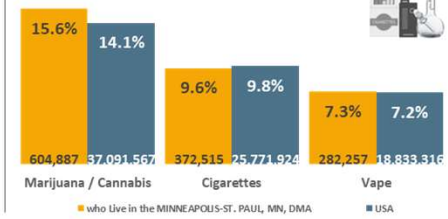
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





USA *USA DMA Projection* *Scarborough R2 2025: Aug24-Jul25* *Qual Intab* *2,081*

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USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *24,923*



P25-54

1.5% or 1,892,908 of USA Adults 25 - 54 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Adults 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 1.6% more likely to use QSRs past mo., 2.% more likely to use Sit-Down Restaurants past mo., 10.5% more likely to use Casinos past yr., 4.1% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 54



Total Monthly QSR Users:
88.6% 87.2%
1,677,585 113,045,372

Avg. Monthly QSR Meals:
6.0 6.5

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



Total Monthly Sit-Down Restaurant Users:
74.3% 72.9%
1,406,915 94,429,042

Avg. Monthly Sit-Down Restaurant Meals:
3.2 3.9

Top-10 Cuisines: Adults 25 - 54

(Sit-Down Restaurants Used Past 30-days)



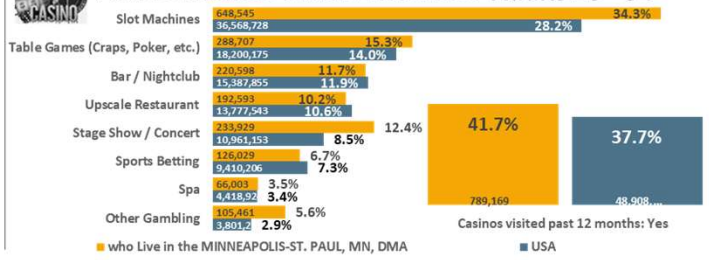
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA 302,456 16.0%
USA 24.9%

Drank Past 30-days: Adults 25 - 54



Past 12 months Casino Activities: Adults 25 - 54





Used Past 30-days: Adults 25 - 54



USA *USA DMA Projection* *Scarborough R2 2025: Aug24-Jul25* *Qual Intab* *2,081*

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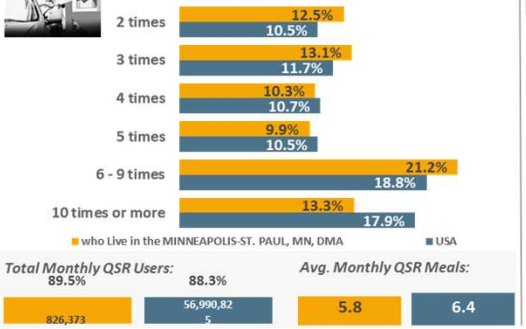
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *24,923*



1.4% or 923,454 of USA Women 25 - 54 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Women 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 1.3% more likely to use QSRs past mo., .5% more likely to use Sit-Down Restaurants past mo., 13.8% more likely to use Casinos past yr., 15.8% more likely to smoke cigarettes.

Past 30-days QSR Users: Women 25 - 54



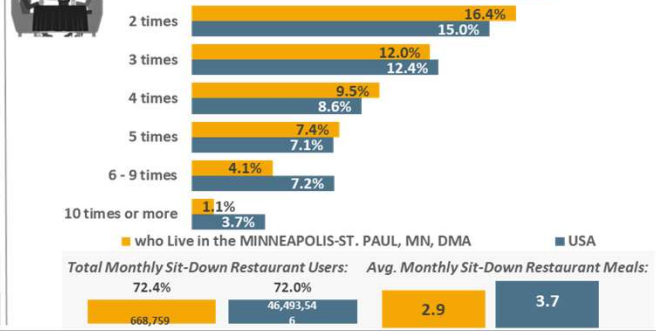


Total Monthly QSR Users:
89.5%
826,373
88.3%
56,990,82
5

Avg. Monthly QSR Meals:
5.8
6.4

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





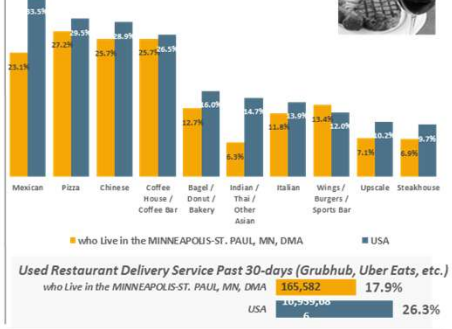
Total Monthly Sit-Down Restaurant Users:
72.4%
668,759
72.0%
46,493,54
6

Avg. Monthly Sit-Down Restaurant Meals:
2.9
3.7

Top-10 Cuisines: Women 25 - 54

(Sit-Down Restaurants Used Past 30-days)





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

who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA 165,582 17.9%

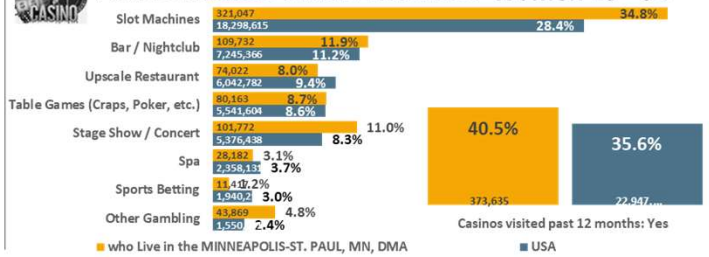
USA 26.3%

Drank Past 30-days: Women 25 - 54



Past 12 months Casino Activities: Women 25 - 54





Used Past 30-days: Women 25 - 54



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USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *24,923*



M25-54

1.5% or 969,454 of USA Men 25 - 54 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 1.9% more likely to use QSRs past mo., 3.4% more likely to use Sit-Down Restaurants past mo., 7.4% more likely to use Casinos past yr., 6.1% less likely to smoke cigarettes.

Past 30-days QSR Users: Men 25 - 54



Total Monthly QSR Users:

87.8% | 86.1%

851,212 | 56,054,54 7

Avg. Monthly QSR Meals:

6.1 | 6.6

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



Total Monthly Sit-Down Restaurant Users:

76.1% | 73.7%

738,156 | 47,935,49 6

Avg. Monthly Sit-Down Restaurant Meals:

3.4 | 4.1

Top-10 Cuisines: Men 25 - 54

(Sit-Down Restaurants Used Past 30-days)

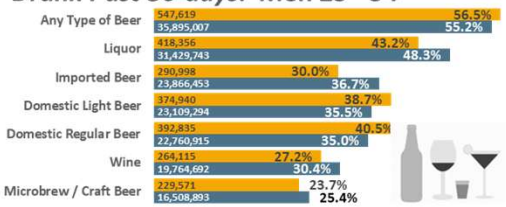


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA 136,874 14.1%

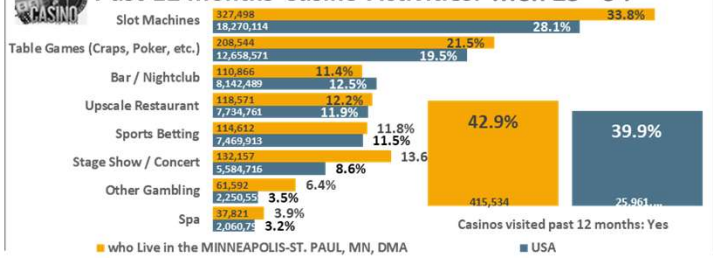
USA 23.6%

Drank Past 30-days: Men 25 - 54



Past 12 months Casino Activities: Men 25 - 54





Used Past 30-days: Men 25 - 54



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USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *24,923*



P35-64

1.5% or 1,888,792 of USA Adults 35 - 64 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Adults 35 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 2.3% more likely to use QSRs past mo., 2.3% more likely to use Sit-Down Restaurants past mo., 13.% more likely to use Casinos past yr., 1.8% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 35 - 64



Total Monthly QSR Users:
88.9% 86.9%
1,679,643 110,203,4 14

Avg. Monthly QSR Meals:
5.8 6.3

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



Total Monthly Sit-Down Restaurant Users:
75.7% 74.0%
1,430,729 93,889,41 4

Avg. Monthly Sit-Down Restaurant Meals:
3.2 3.9

Top-10 Cuisines: Adults 35 - 64

(Sit-Down Restaurants Used Past 30-days)



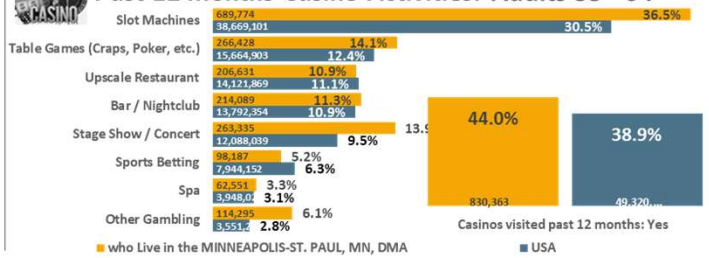
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA 257,178 13.6%
USA 20.4%

Drank Past 30-days: Adults 35 - 64



Past 12 months Casino Activities: Adults 35 - 64





Used Past 30-days: Adults 35 - 64



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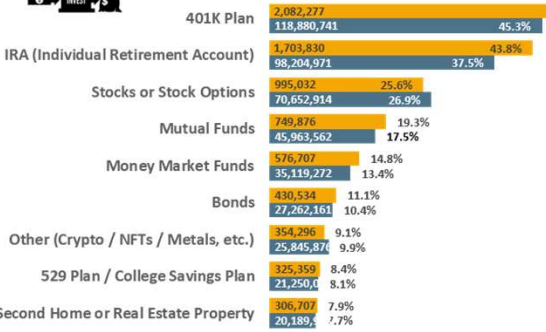
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *24,923*



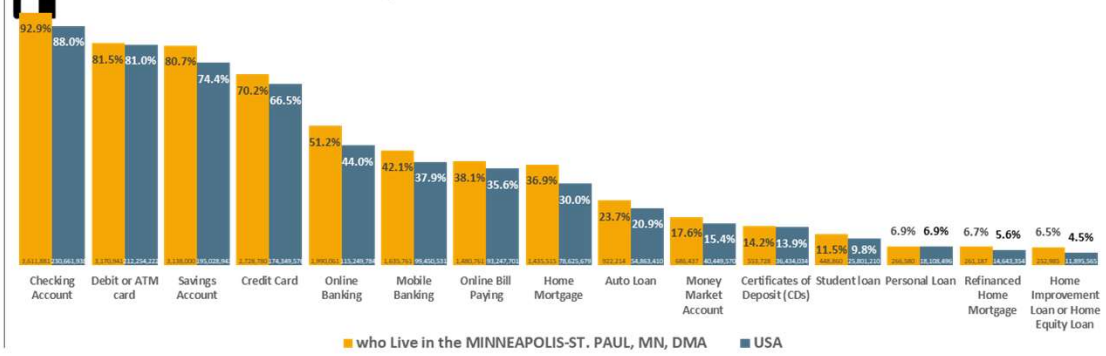
P18+

1.5% or 3,889,480 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 18.1% more likely to have a 401K, 13.3% more likely to have an Auto Loan, 11.9% less likely to Invest/Trade Stocks Online, 4.% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



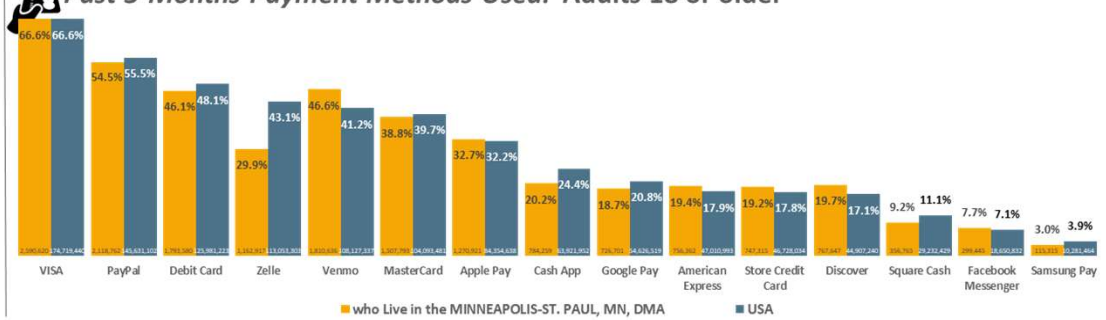
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



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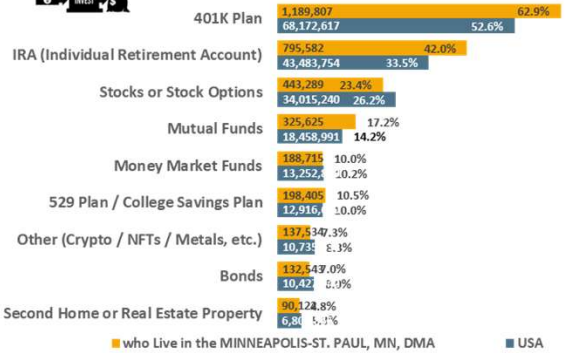
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 24,923



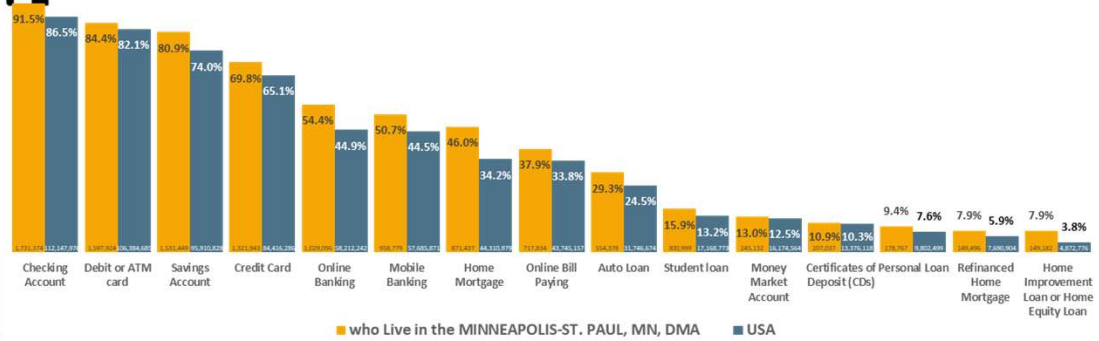
P25-54

1.5% or 1,892,908 of USA Adults 25 - 54 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Adults 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 19.5% more likely to have a 401K, 19.6% more likely to have an Auto Loan, 7.2% less likely to Invest/Trade Stocks Online, 6.5% less likely to pay with their Debit Card.

Investments Owned: Adults 25 - 54



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

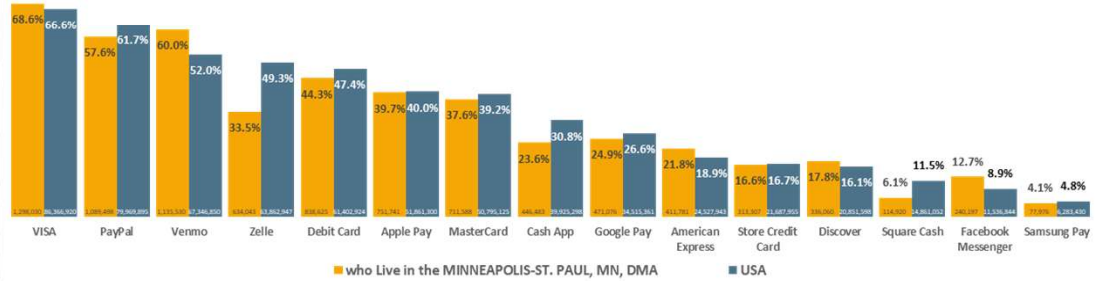


Professional Services Used:* Adults 25 - 54



*(*Past 12 Months)*

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



USA USA DMA Projection Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081

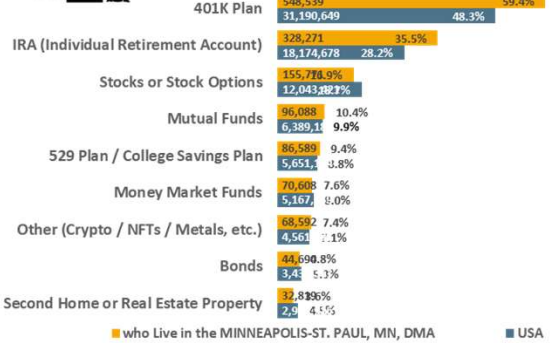
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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 24,923

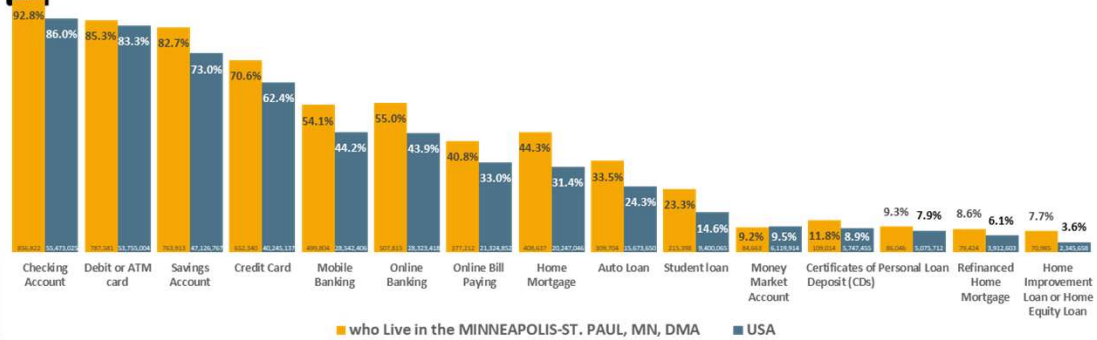


1.4% or 923,454 of USA Women 25 - 54 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Women 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 22.9% more likely to have a 401K, 38.1% more likely to have an Auto Loan, 17.9% less likely to Invest/Trade Stocks Online, 6.3% less likely to pay with their Debit Card.

Investments Owned: Women 25 - 54



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

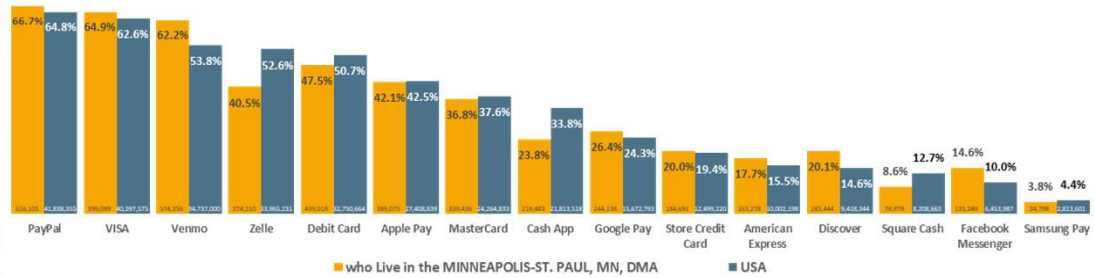


Professional Services Used:* Women 25 - 54



*(*Past 12 Months)*

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



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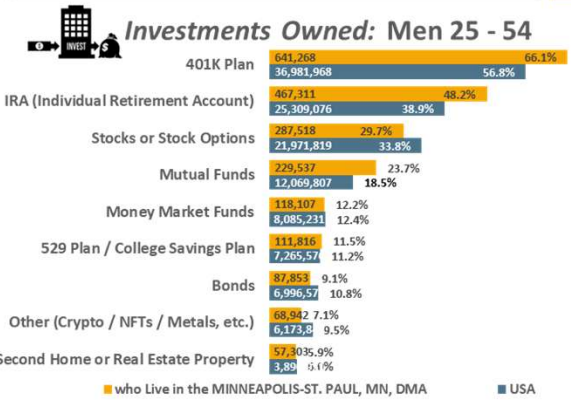
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 24,923



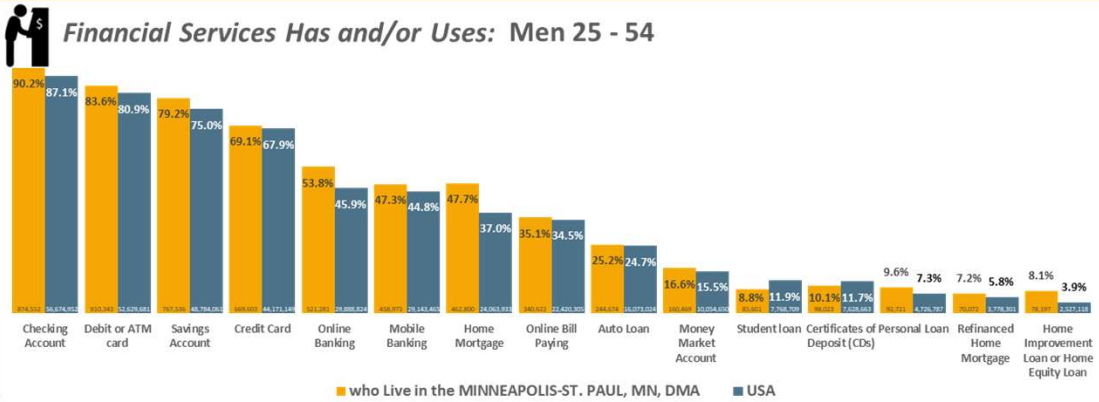
M25-54

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Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 16.4% more likely to have a 401K, 2.2% more likely to have an Auto Loan, 3.6% less likely to Invest/Trade Stocks Online, 6.4% less likely to pay with their Debit Card.

Investments Owned: Men 25 - 54



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

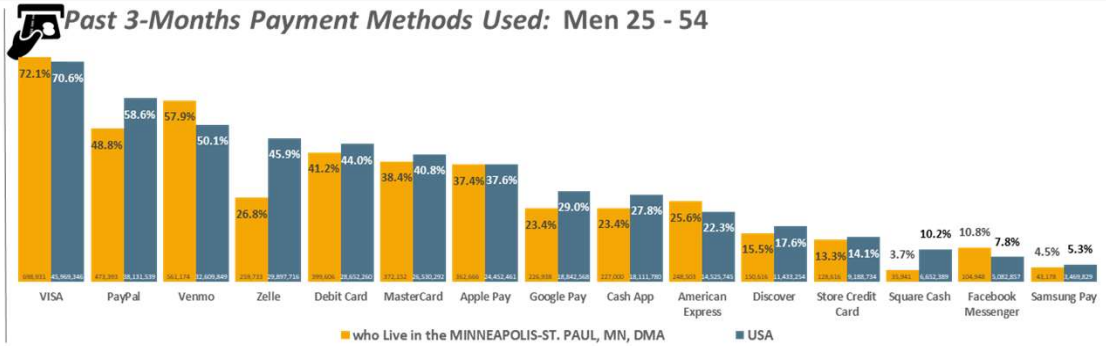


Professional Services Used:* Men 25 - 54



*(*Past 12 Months)*

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



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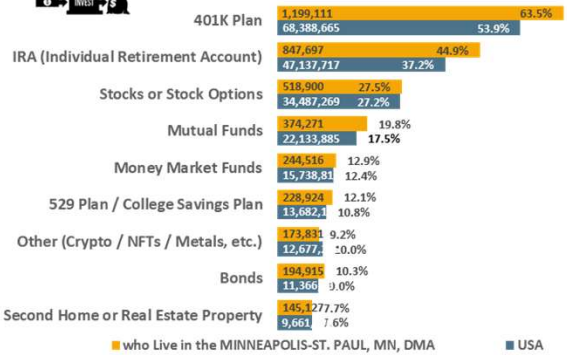
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 24,923



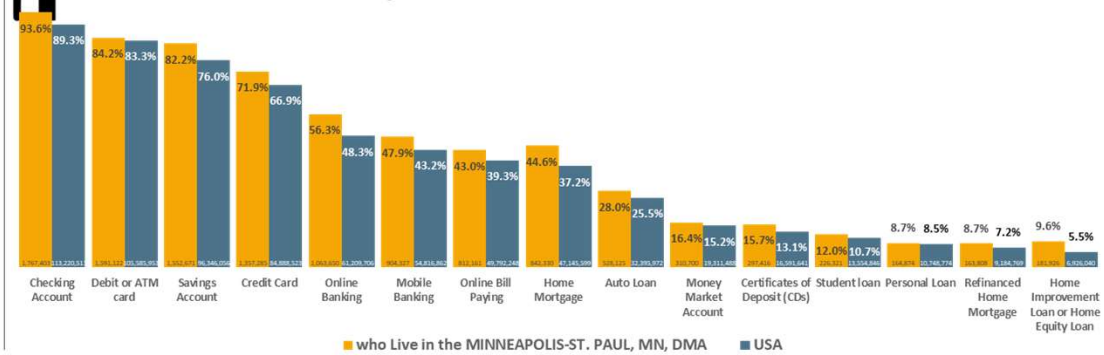
P35-64

1.5% or 1,888,792 of USA Adults 35 - 64 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Adults 35 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 17.7% more likely to have a 401K, 9.5% more likely to have an Auto Loan, 1.% less likely to Invest/Trade Stocks Online, 10.6% less likely to pay with their Debit Card.

Investments Owned: Adults 35 - 64



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

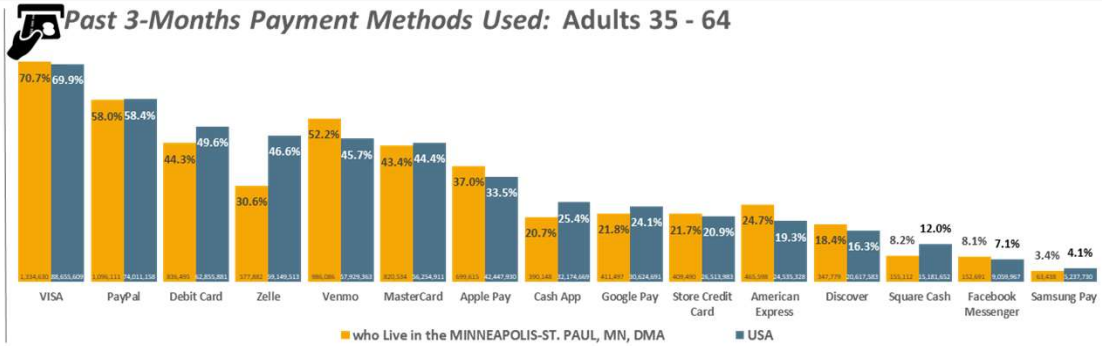


Professional Services Used:* Adults 35 - 64



*(*Past 12 Months)*

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



USA USA DMA Projection Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081

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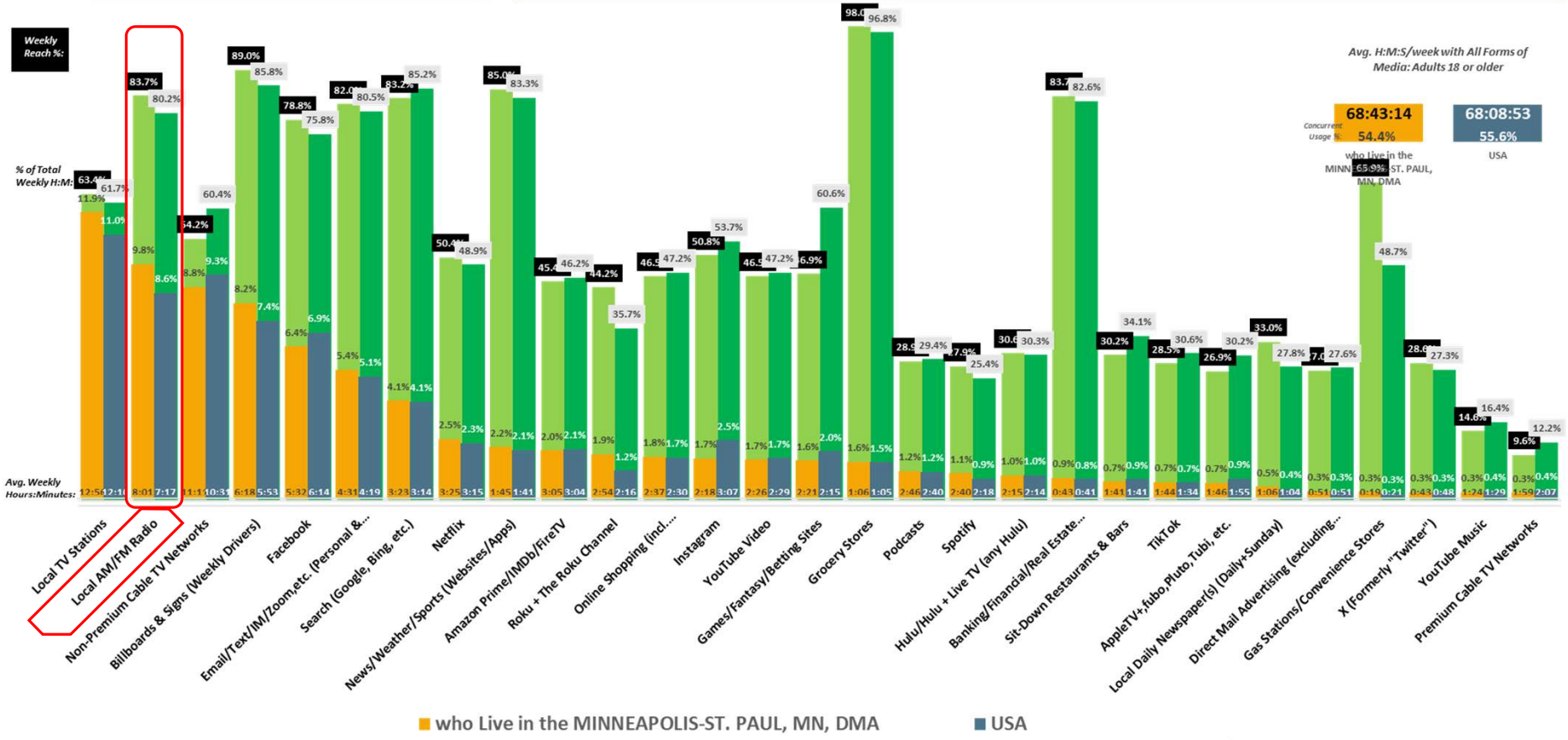
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 24,923



P18+

Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 2 days, 20 hours, 43 minutes and 14 seconds each week with All Forms of Media.

83.7% of Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an avg. of 8 hours and 1 minutes each week listening to All Local AM/FM Radio, representing 9.8% of total time spent with all forms of Media.



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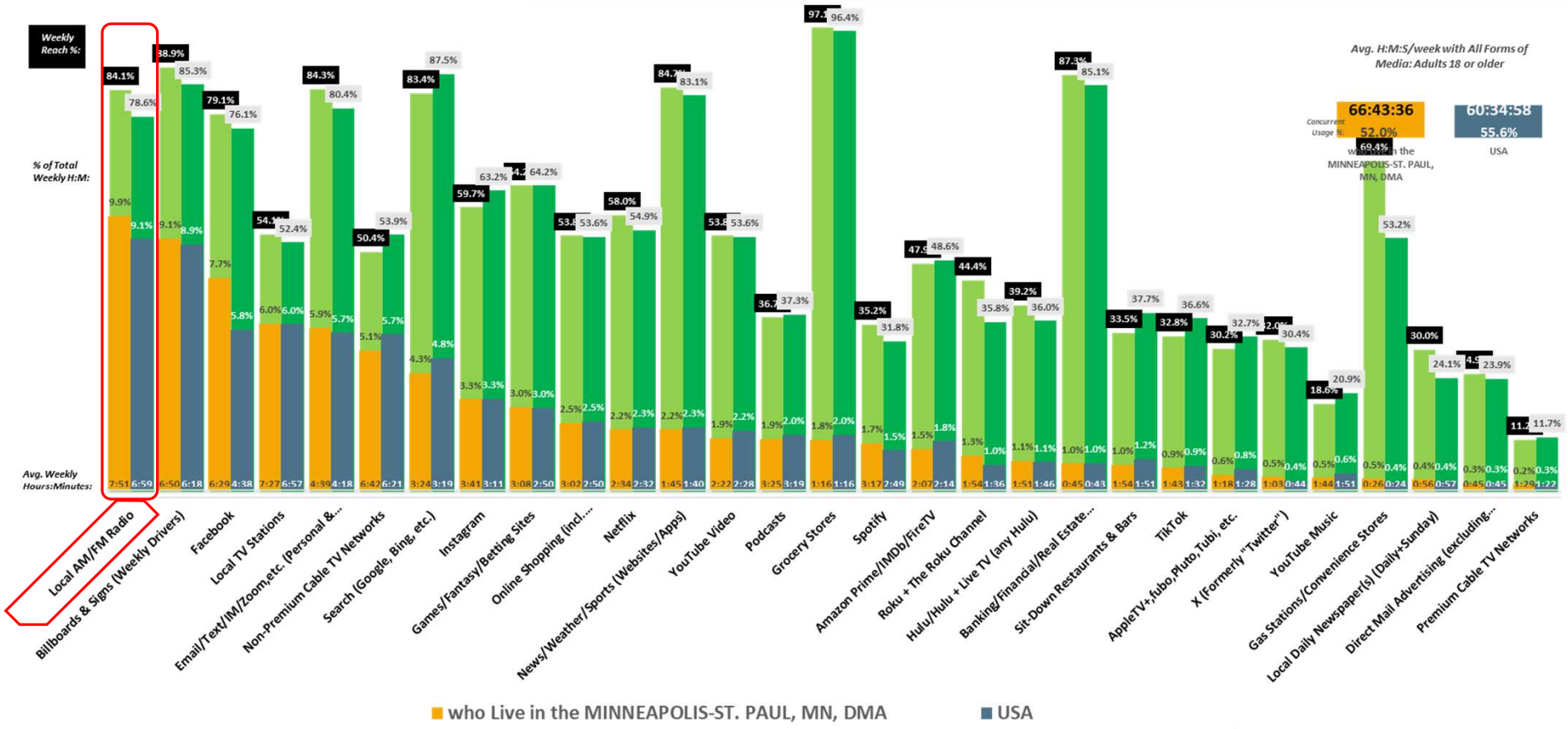
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P25-54

Adults 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 2 days, 18 hours, 43 minutes and 36 seconds each week with All Forms of Media.

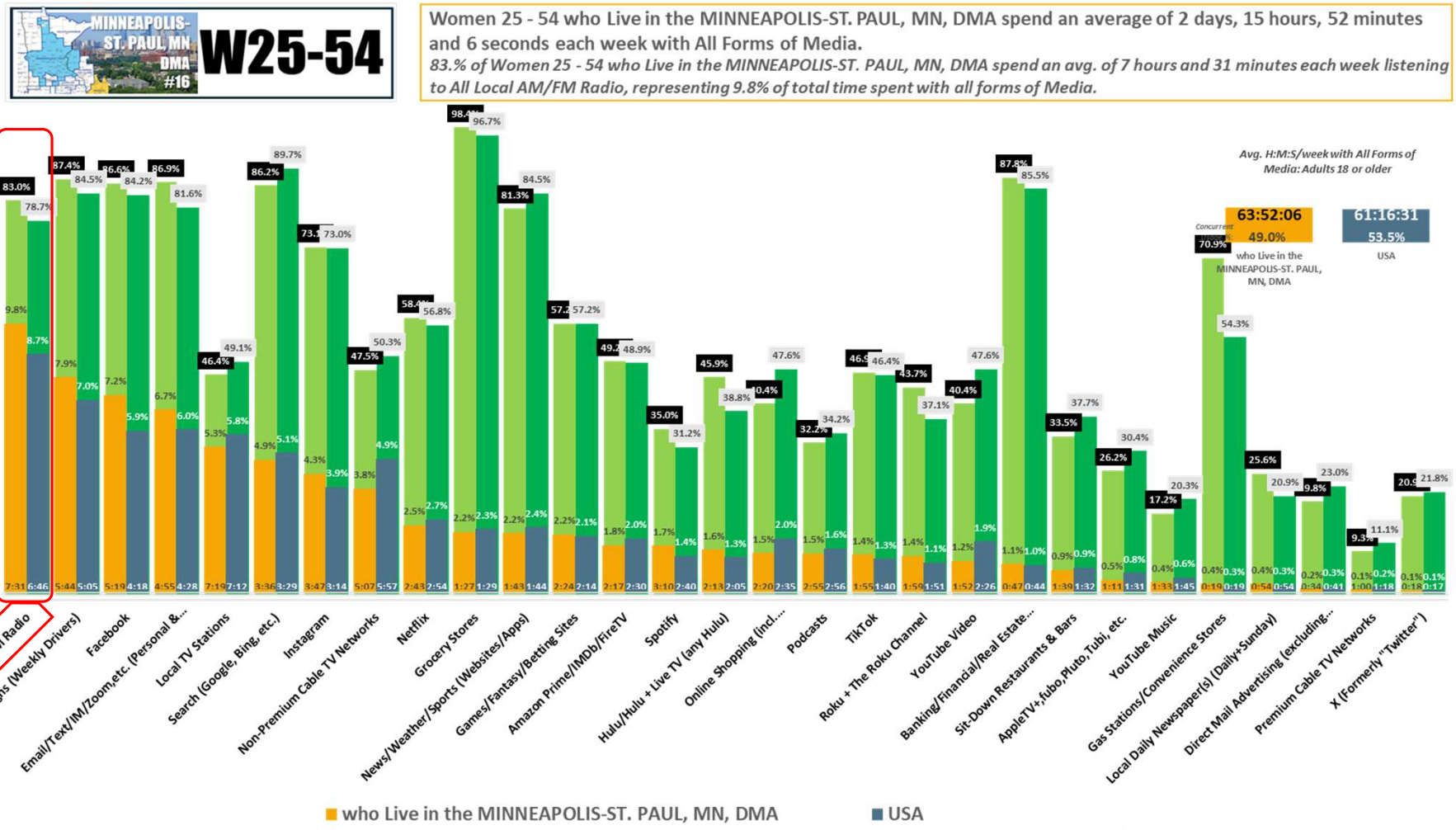
84.1% of Adults 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an avg. of 7 hours and 51 minutes each week listening to All Local AM/FM Radio, representing 9.9% of total time spent with all forms of Media.



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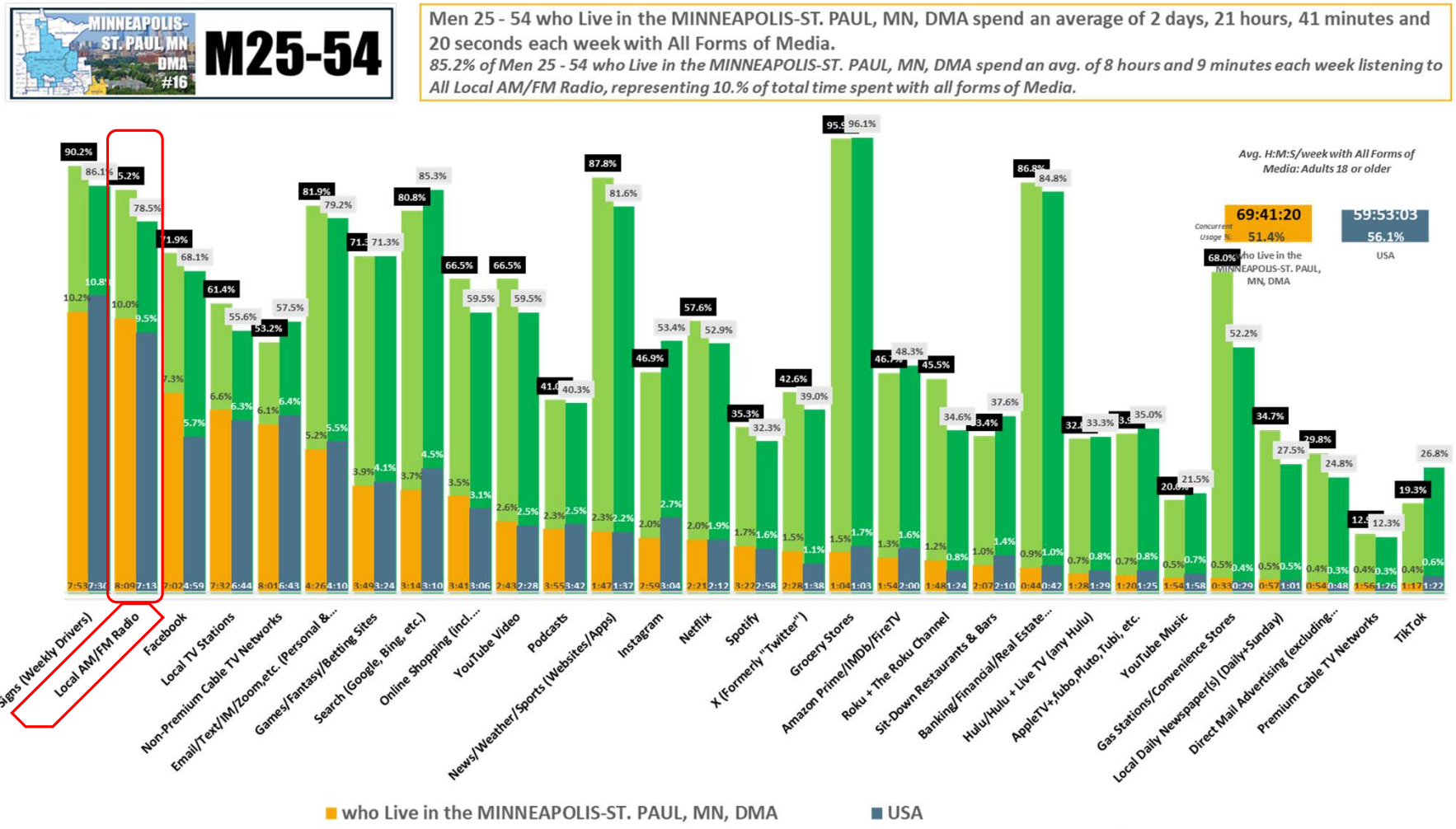
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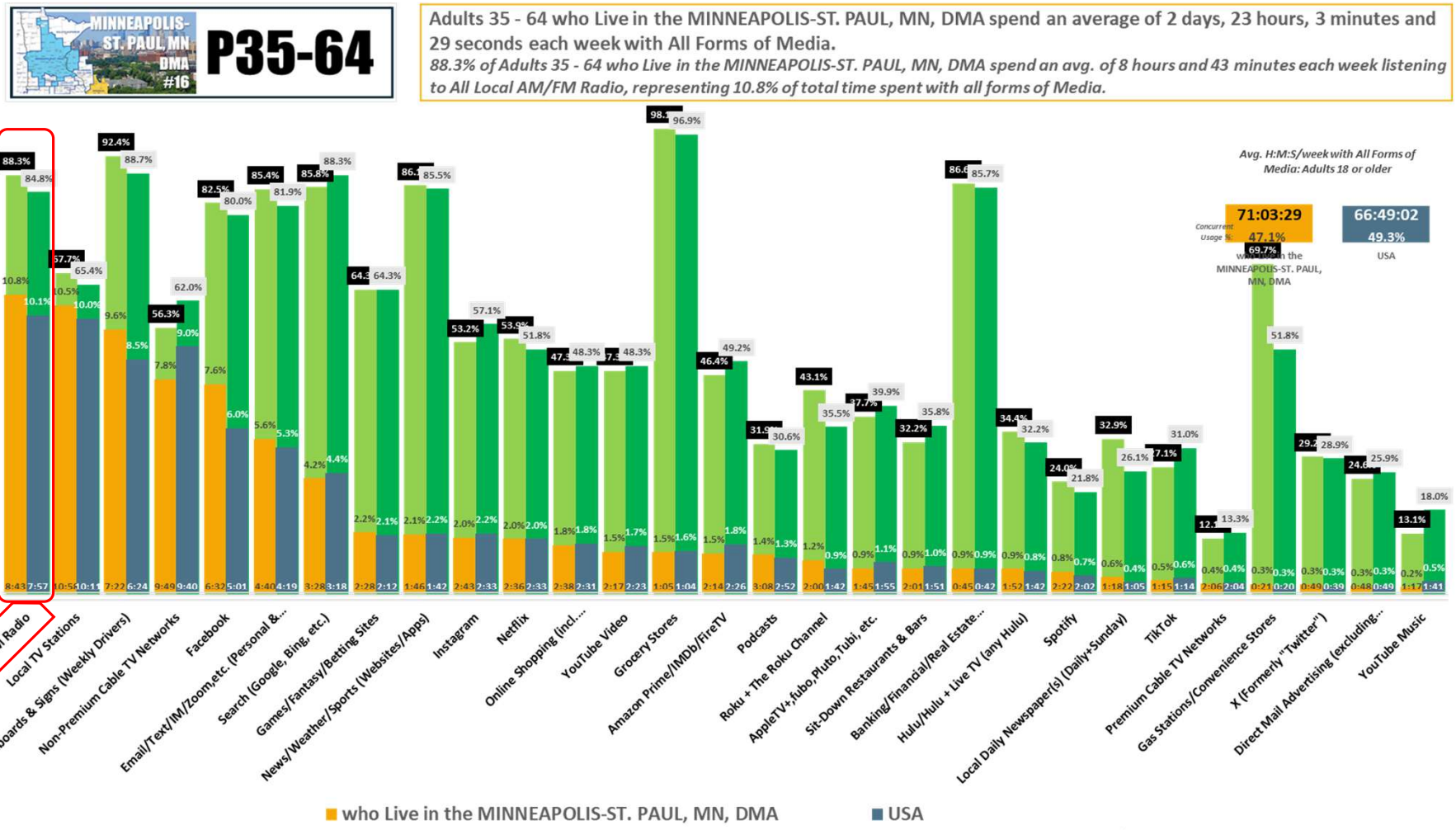
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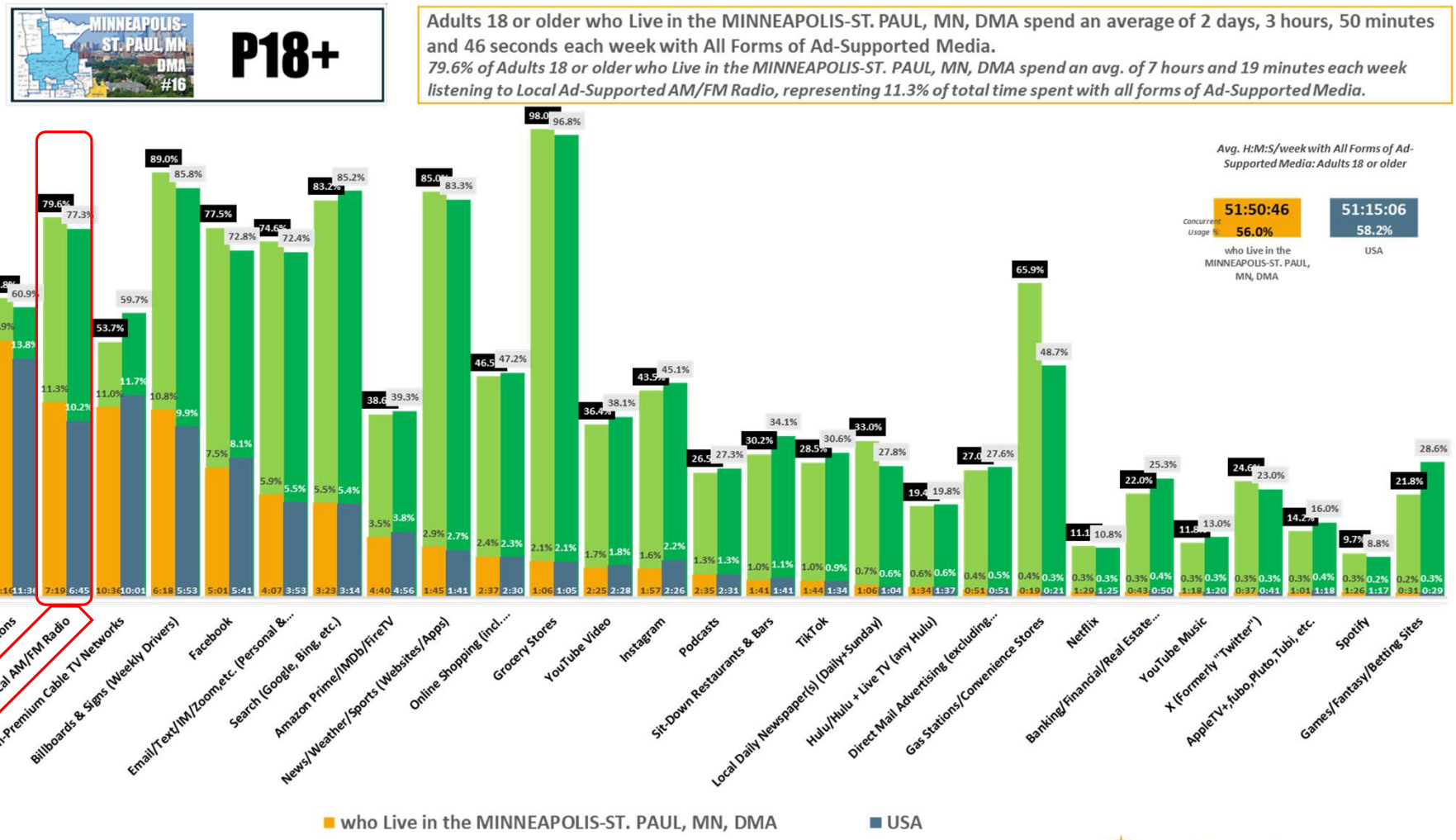
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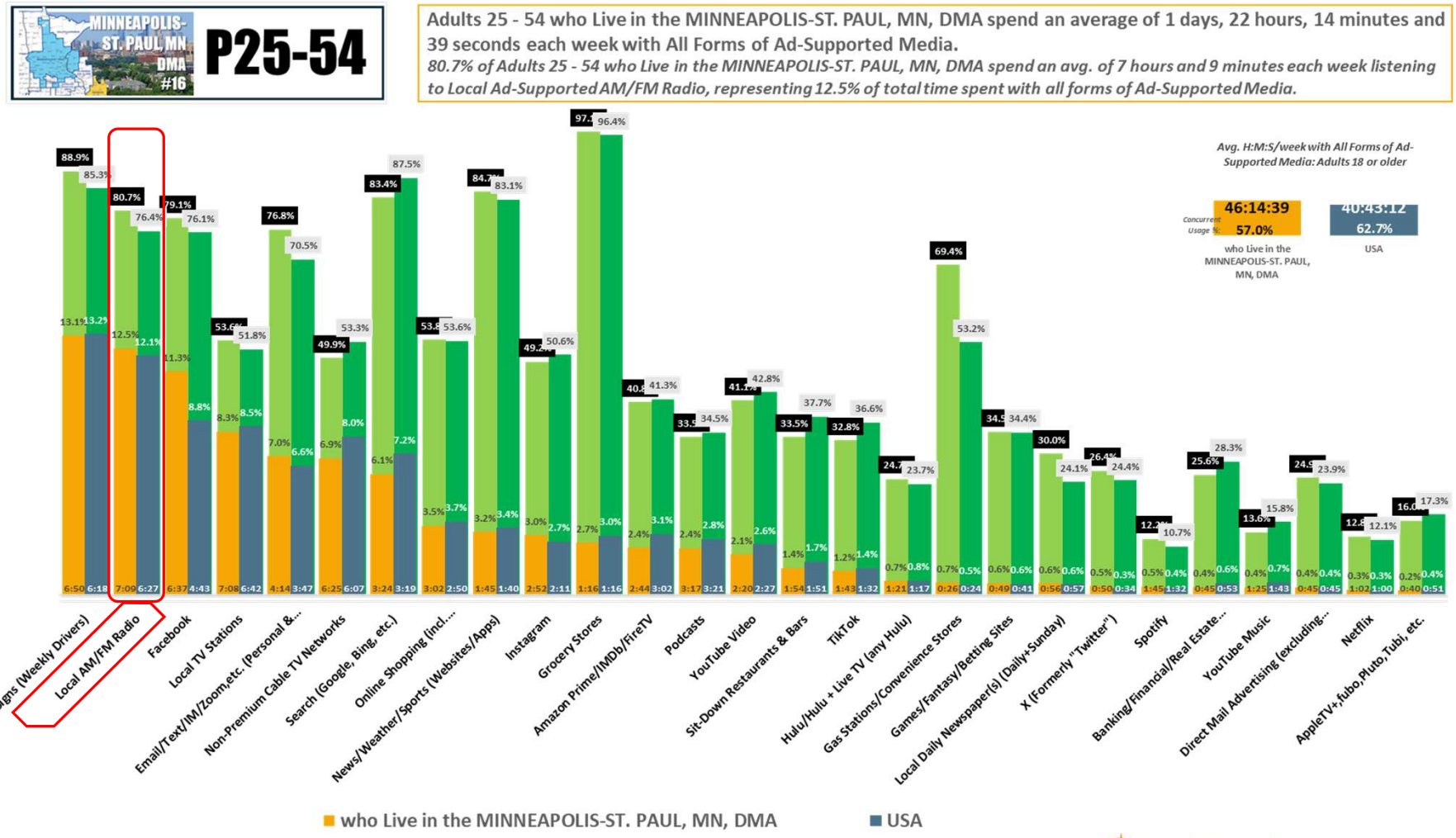
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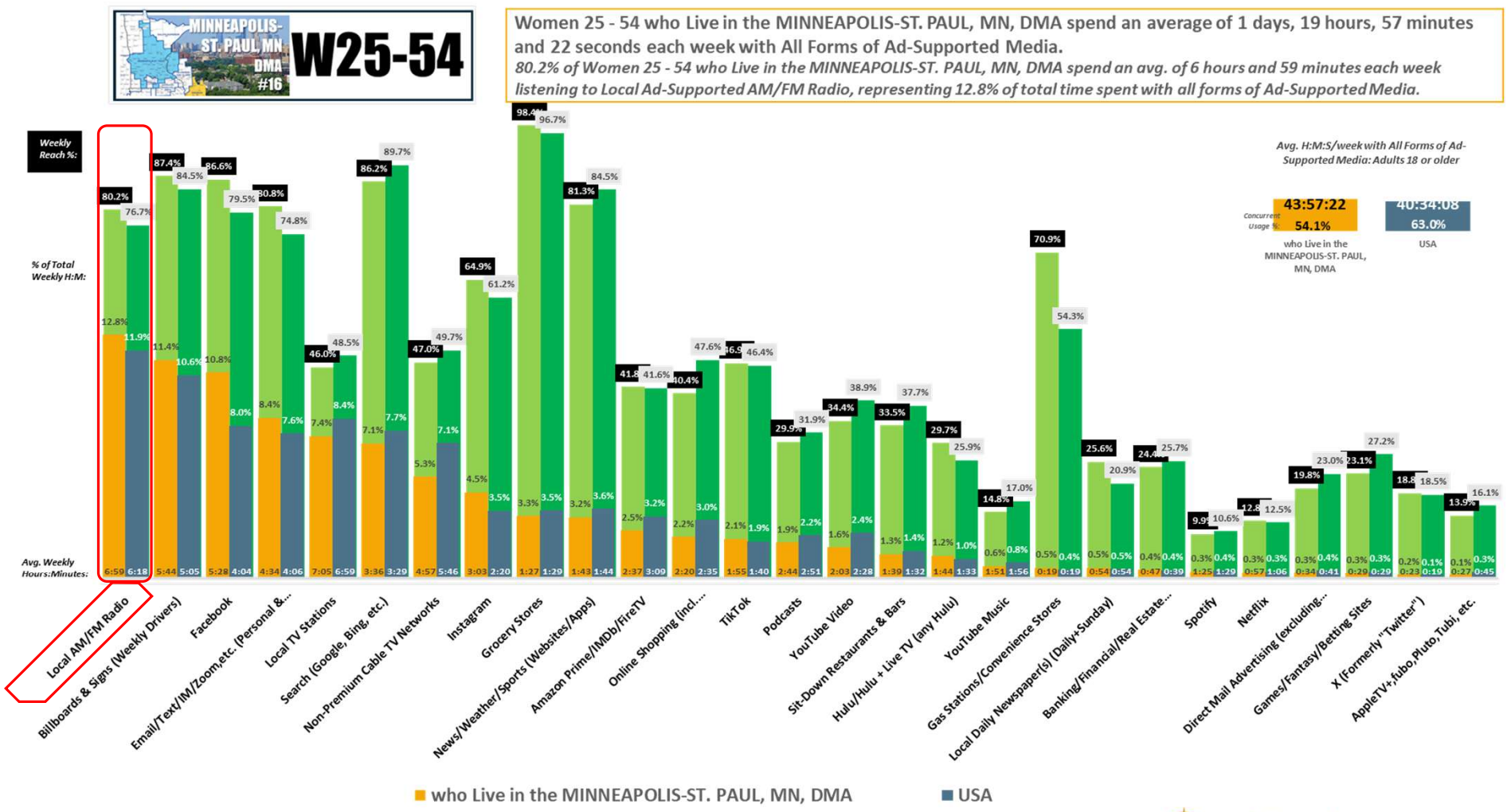
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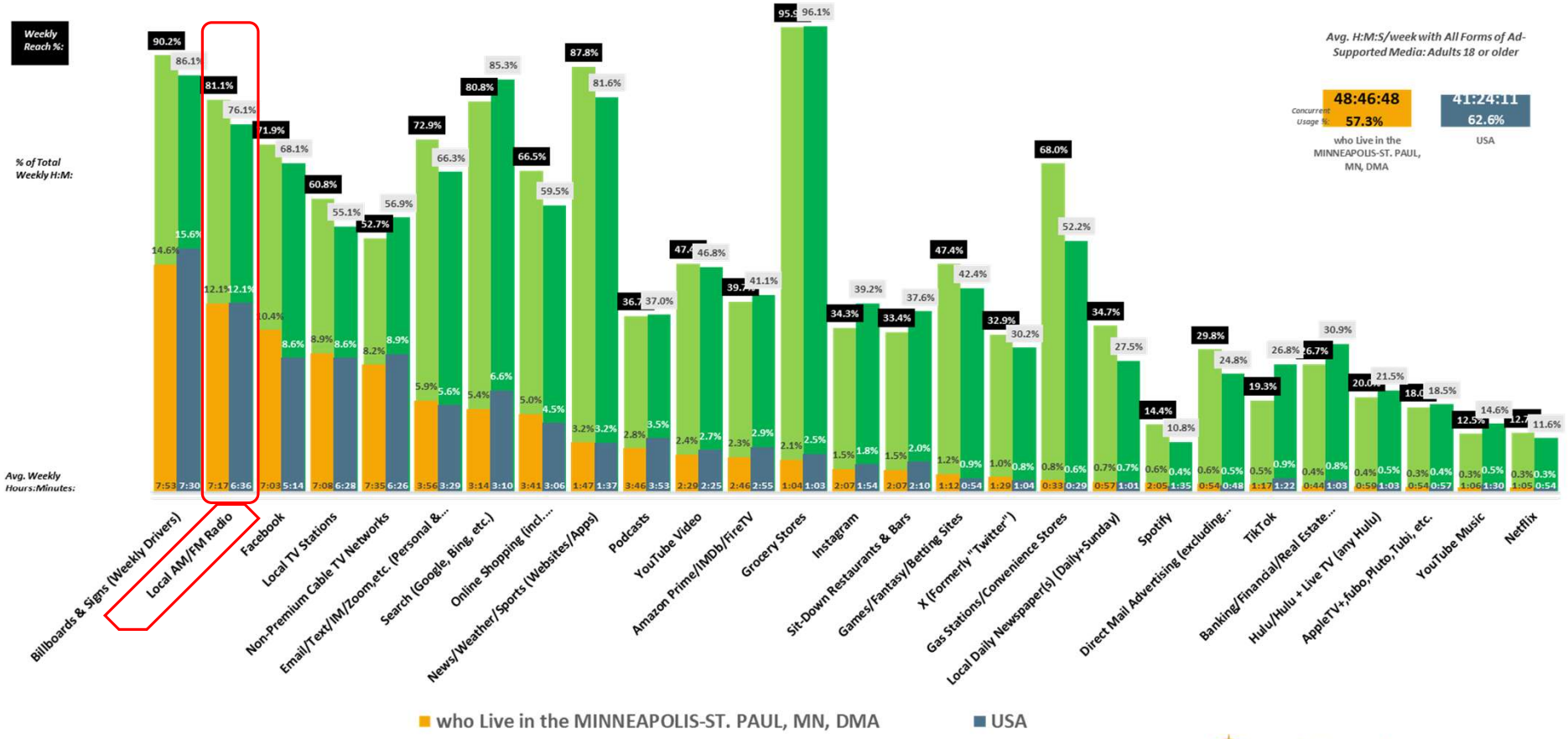
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M25-54

Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 2 days, 0 hours, 46 minutes and 48 seconds each week with All Forms of Ad-Supported Media.

81.1% of Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an avg. of 7 hours and 17 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.1% of total time spent with all forms of Ad-Supported Media.



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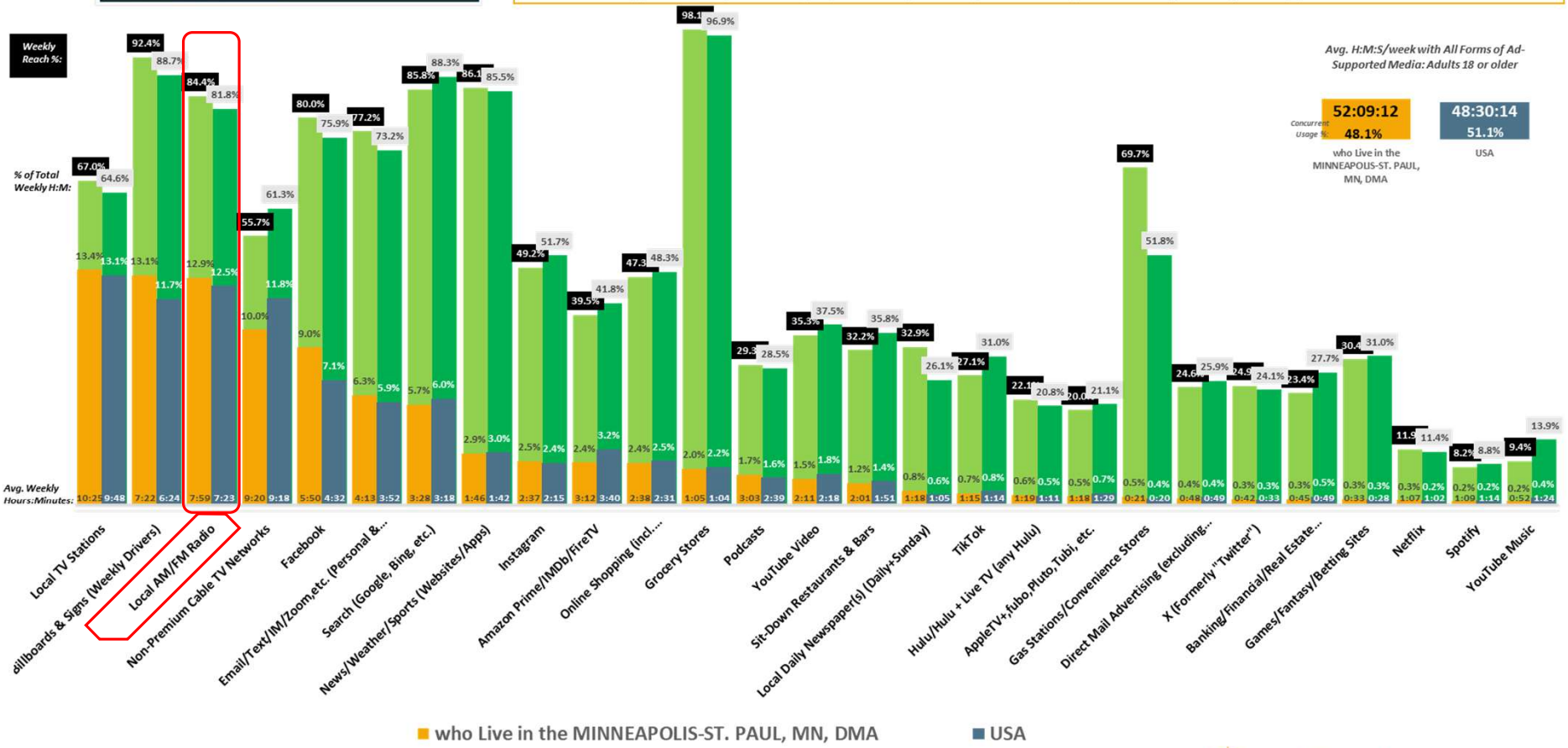
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P35-64

Adults 35 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 2 days, 4 hours, 9 minutes and 12 seconds each week with All Forms of Ad-Supported Media.

84.4% of Adults 35 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an avg. of 7 hours and 59 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.9% of total time spent with all forms of Ad-Supported Media.



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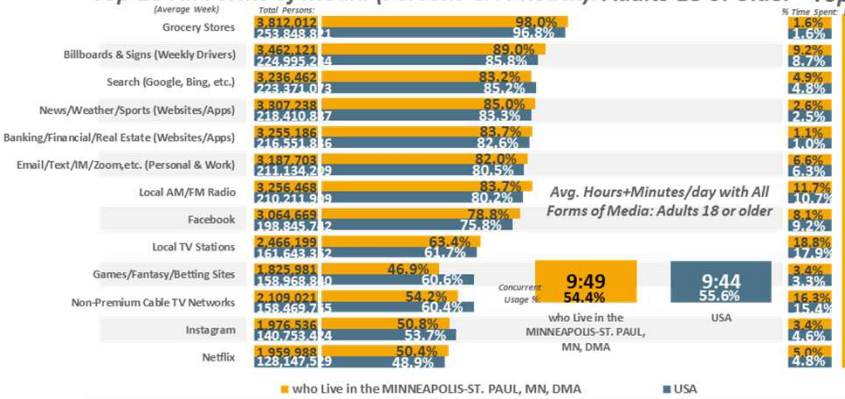
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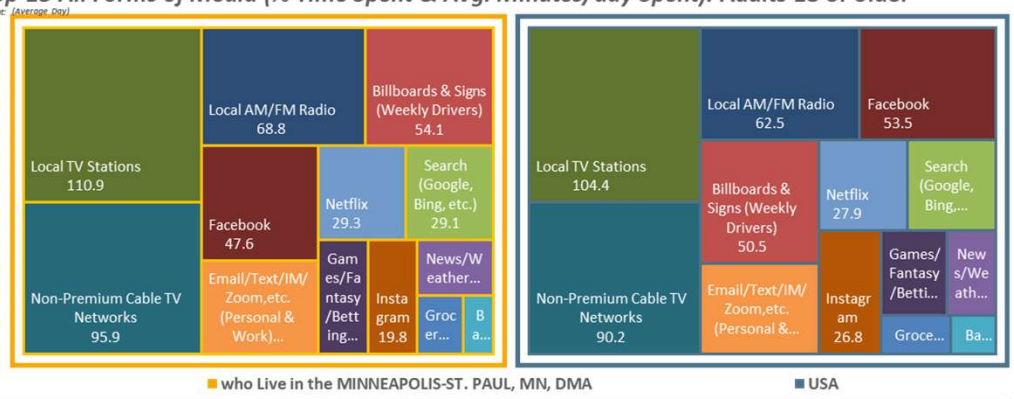
P18+

Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 7 hours and 24 minutes each day with All Forms of Ad-Supported Media. 79.6% listen to Local AM/FM Radio for an avg. of 62.8 minutes/day. *(Local Radio delivers 11.3% of Time with Ad-Supported Media.)*

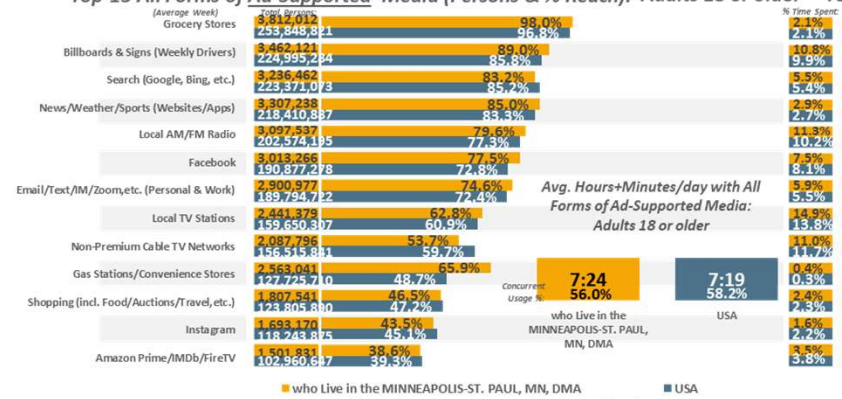
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



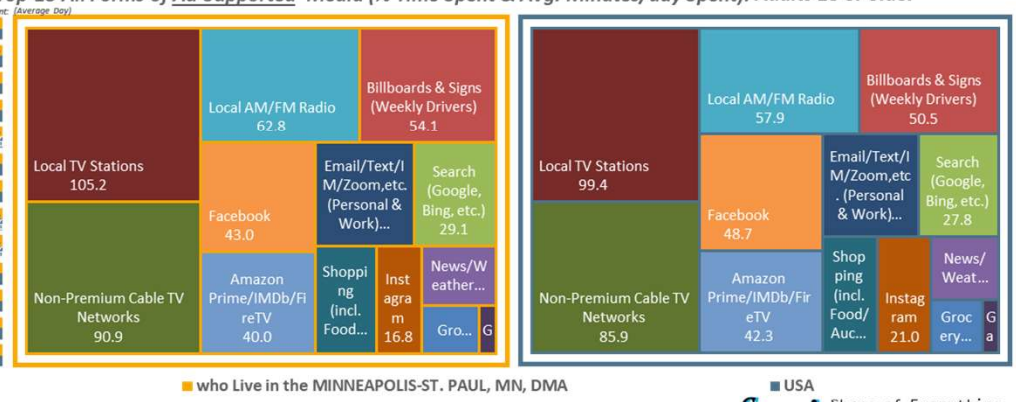
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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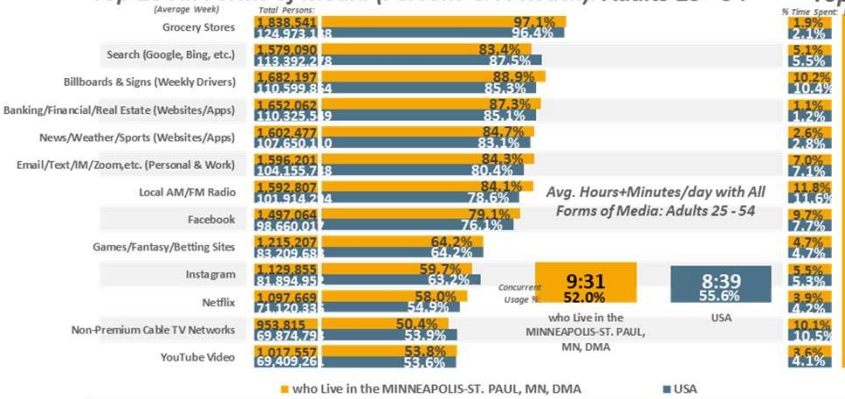
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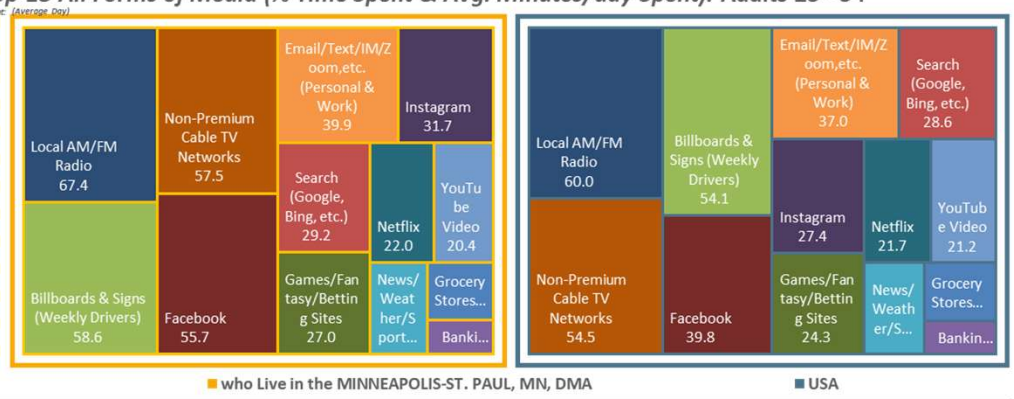
P25-54

Adults 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 6 hours and 36 minutes each day with All Forms of Ad-Supported Media. 80.7% listen to Local AM/FM Radio for an avg. of 61.3 minutes/day. *(Local Radio delivers 12.5% of Time with Ad-Supported Media.)*

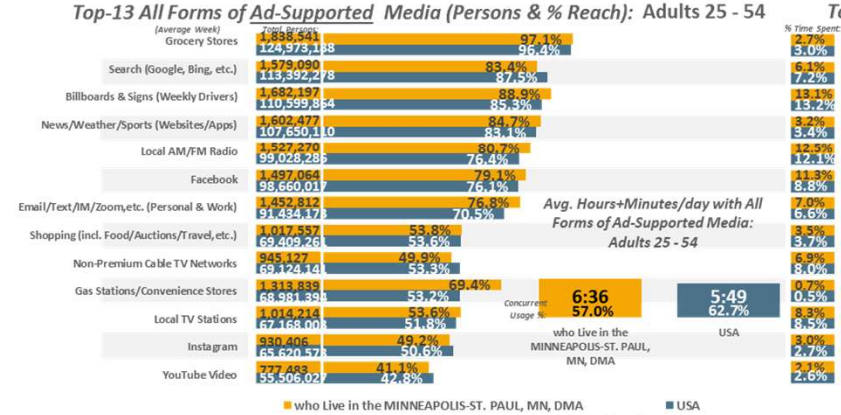
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



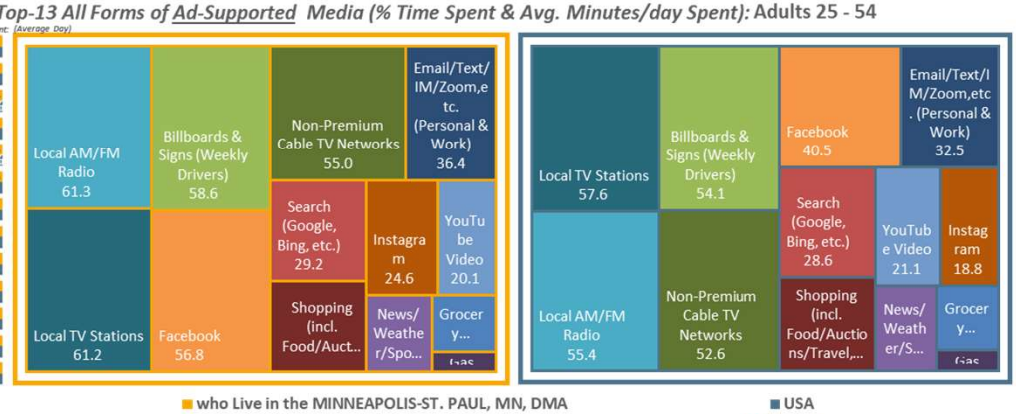
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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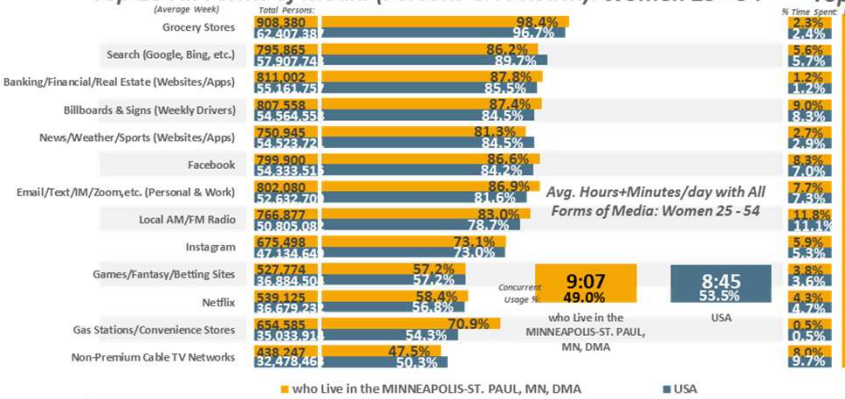
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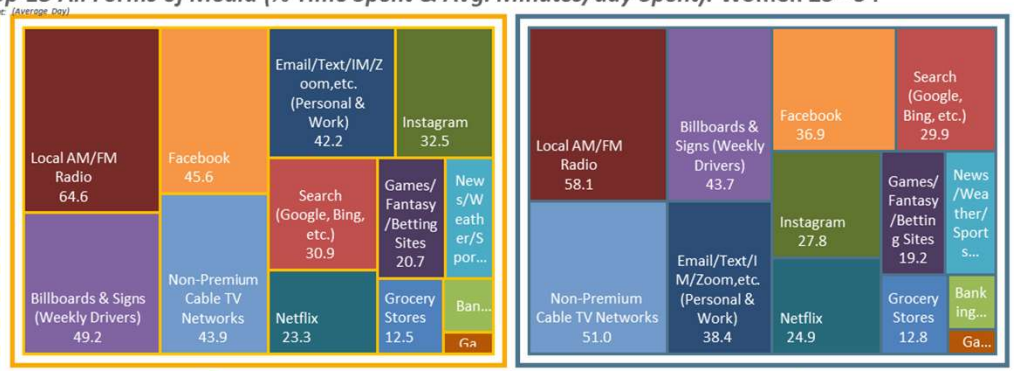


Women 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 6 hours and 16 minutes each day with All Forms of Ad-Supported Media. 80.2% listen to Local AM/FM Radio for an avg. of 60. minutes/day. *(Local Radio delivers 12.8% of Time with Ad-Supported Media.)*

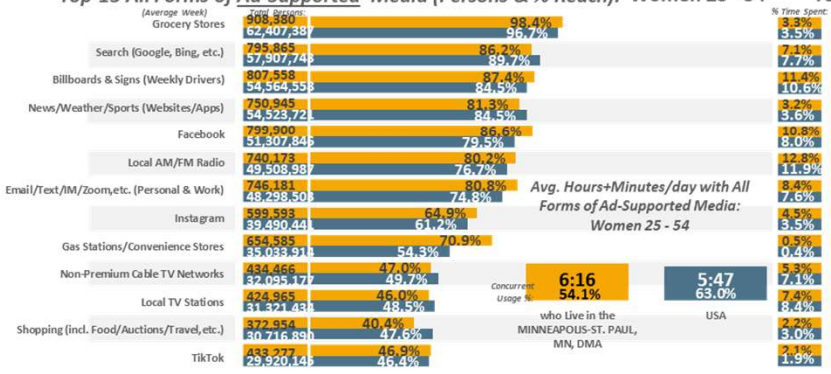
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 54



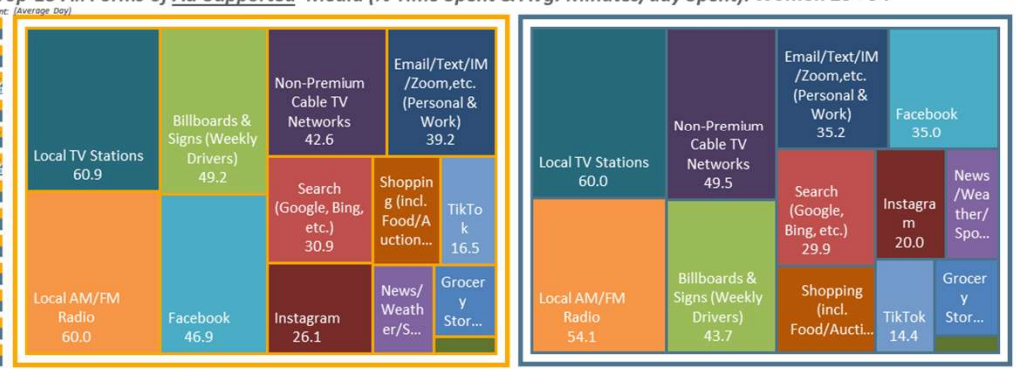
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



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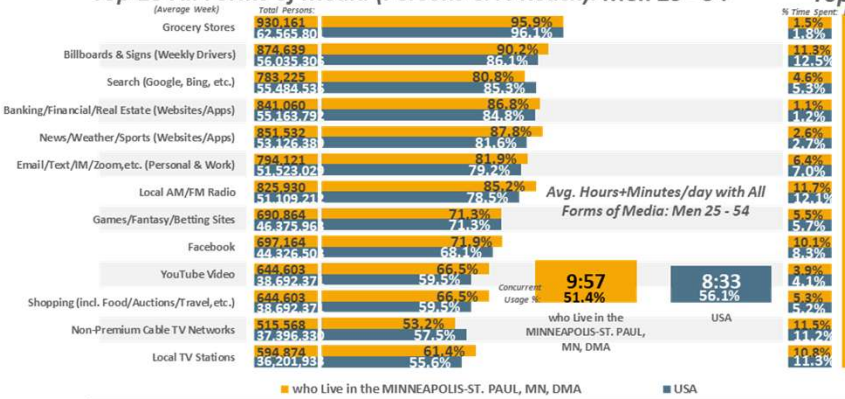
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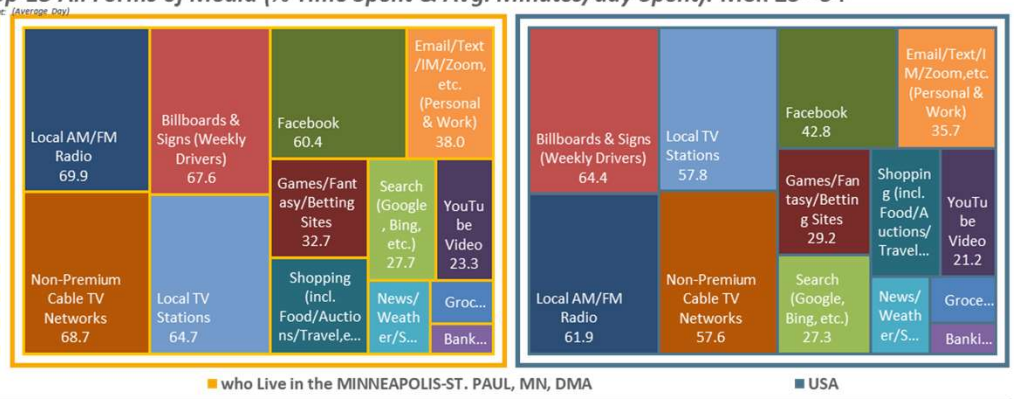


Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 6 hours and 58 minutes each day with All Forms of Ad-Supported Media. 81.1% listen to Local AM/FM Radio for an avg. of 62.4 minutes/day. *(Local Radio delivers 12.1% of Time with Ad-Supported Media.)*

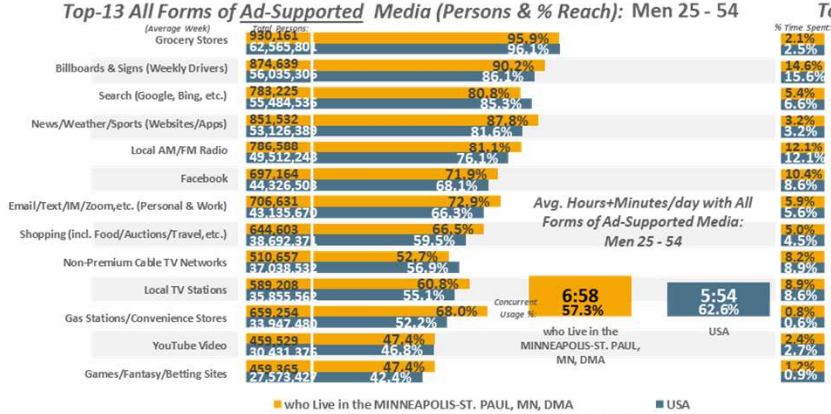
Top-13 All Forms of Media (Persons & % Reach): Men 25 - 54



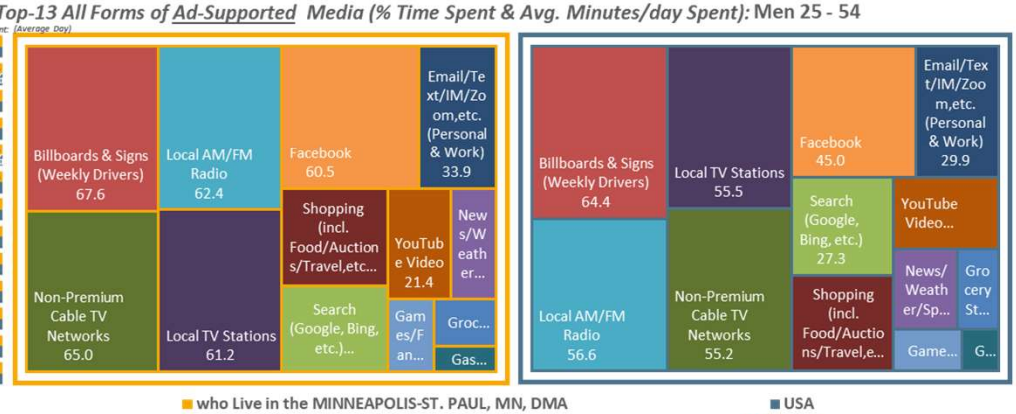
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



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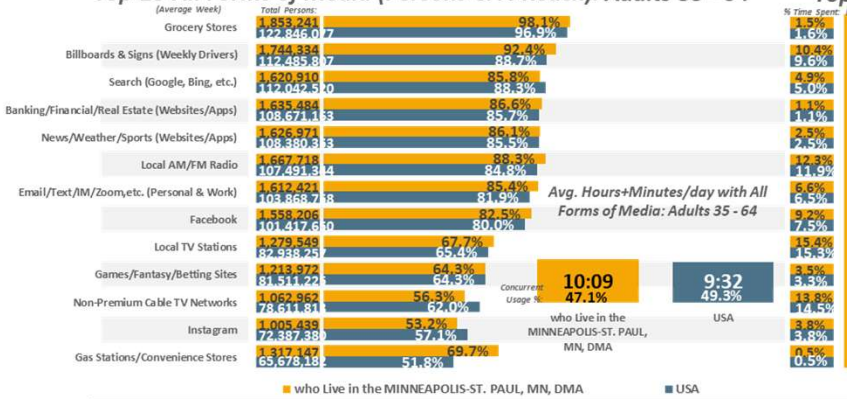
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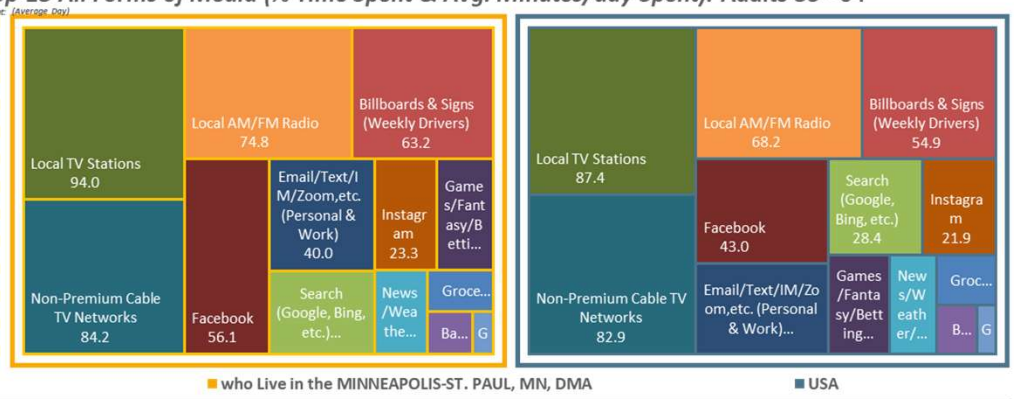
P35-64

Adults 35 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 7 hours and 27 minutes each day with All Forms of Ad-Supported Media. 84.4% listen to Local AM/FM Radio for an avg. of 68.5 minutes/day. *(Local Radio delivers 12.9% of Time with Ad-Supported Media.)*

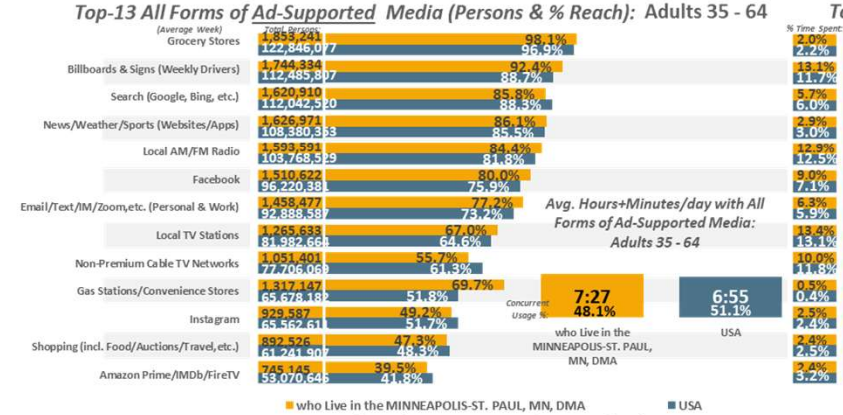
Top-13 All Forms of Media (Persons & % Reach): Adults 35 - 64



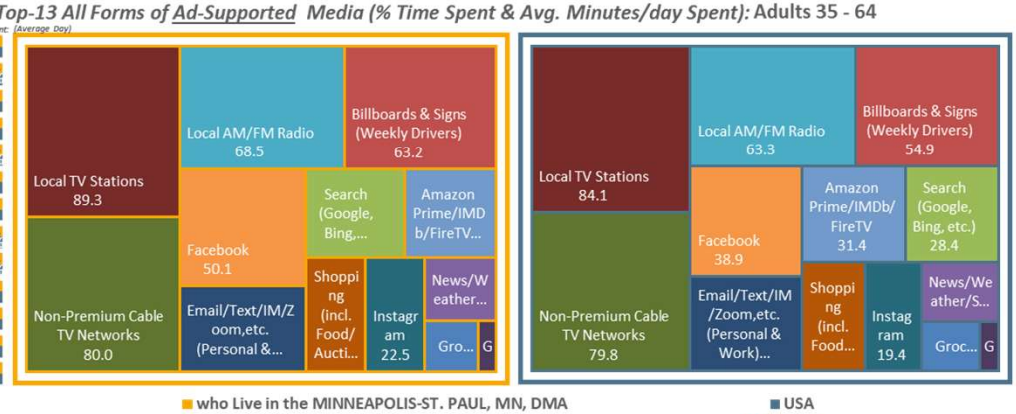
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



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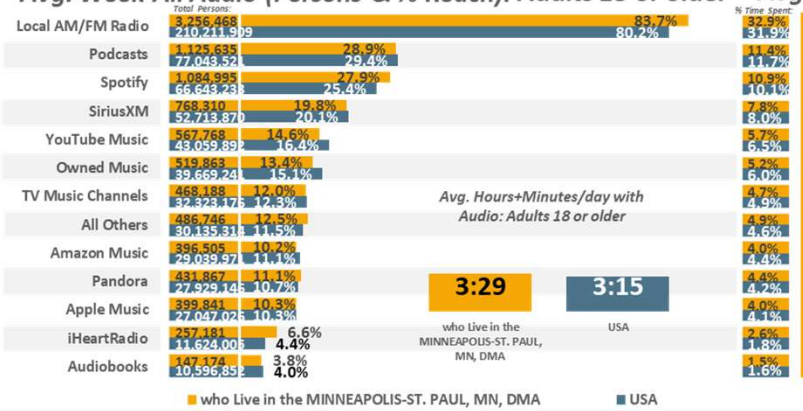
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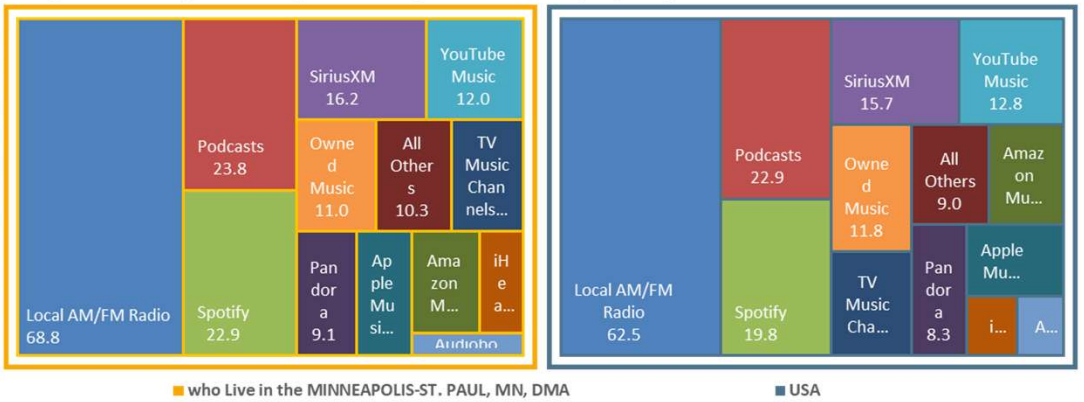
P18+

3,097,537 or 79.6% 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 62.8 minutes every day representing 42.1% of all time spent daily with Ad-Supported Audio.

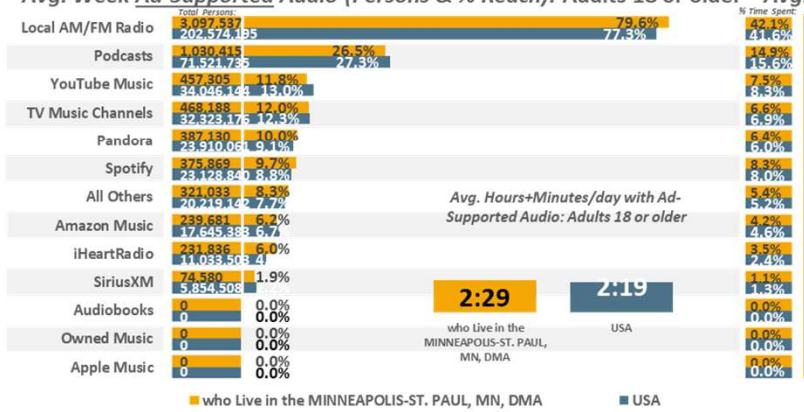
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



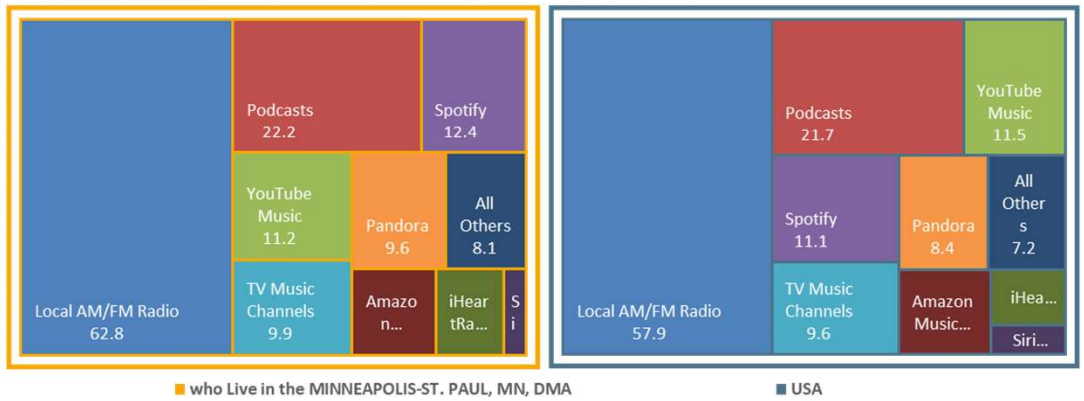
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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Scarborough R2 2025: Feb24-Jun25 USA Projection Scarborough R1 2024: Jan23-Aug24

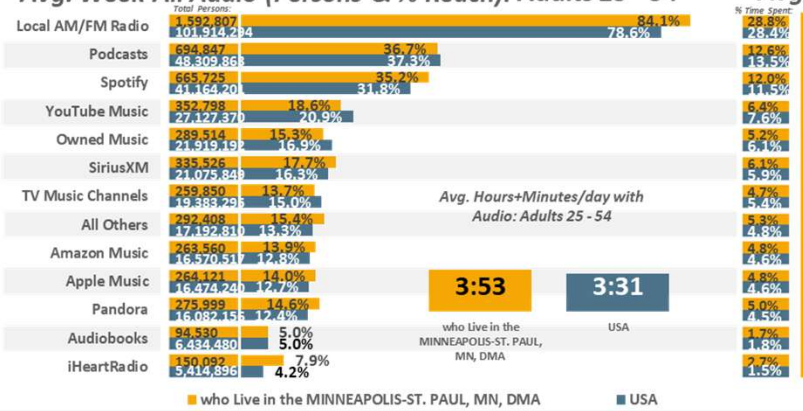
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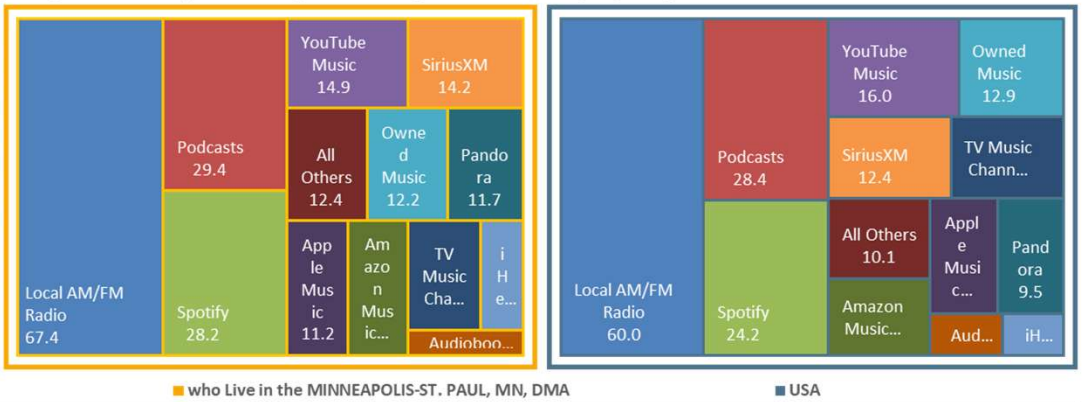
P25-54

1,527,270 or 80.7% of Adults 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA listen to Ad-Supported Local AM/FM Radio for an average of 61.3 minutes every day representing 36.6% of all time spent daily with Ad-Supported Audio.

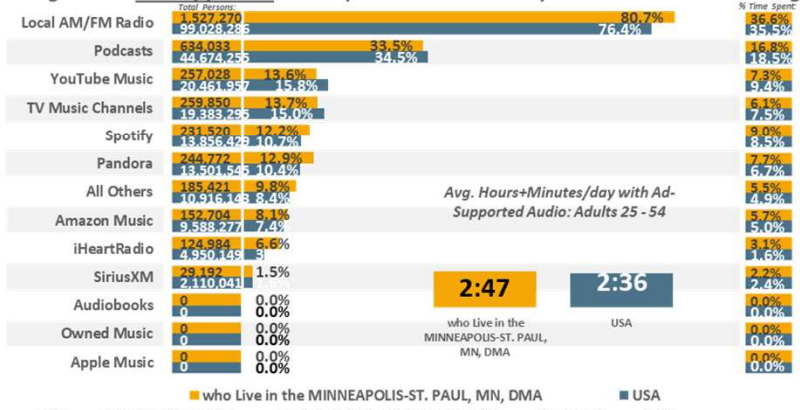
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



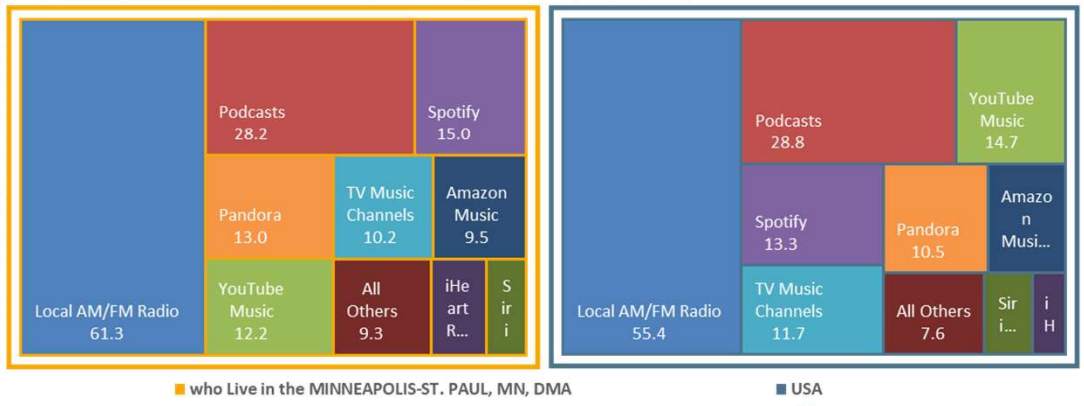
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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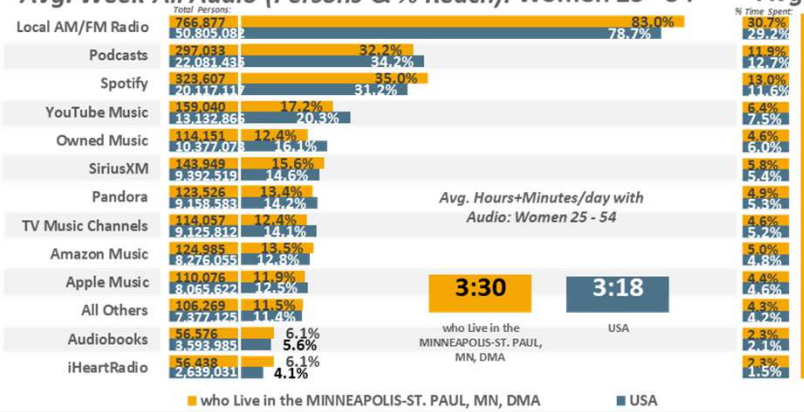
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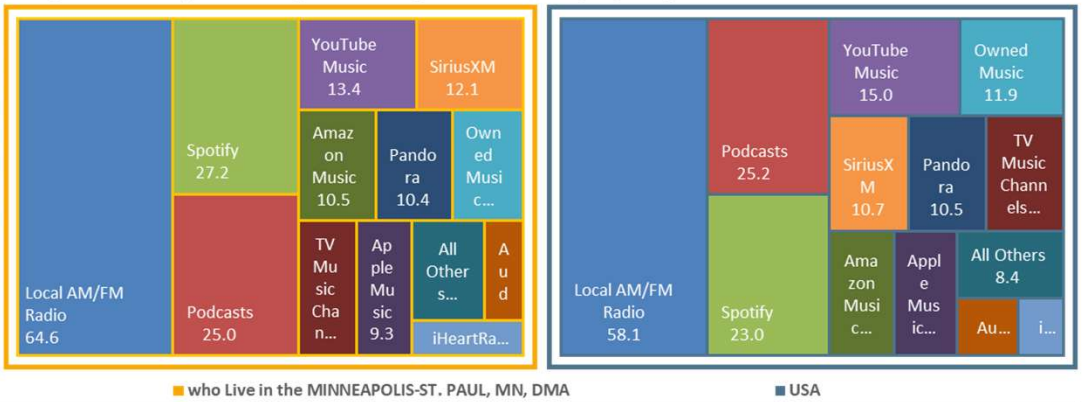


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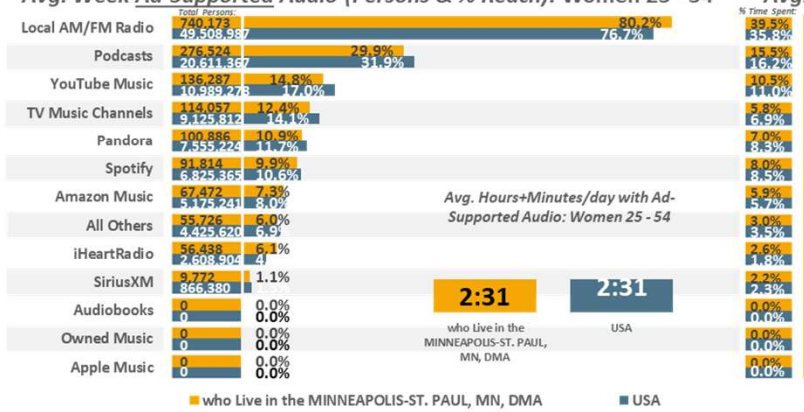
Avg. Week All Audio (Persons & % Reach): Women 25 - 54



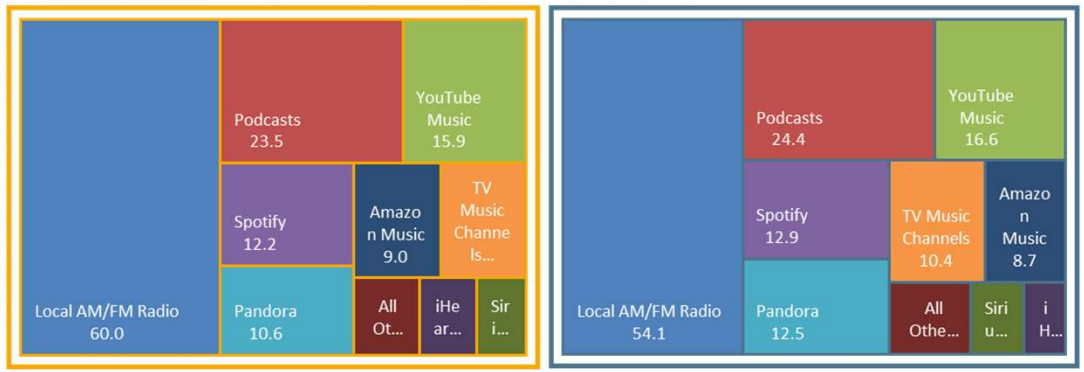
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



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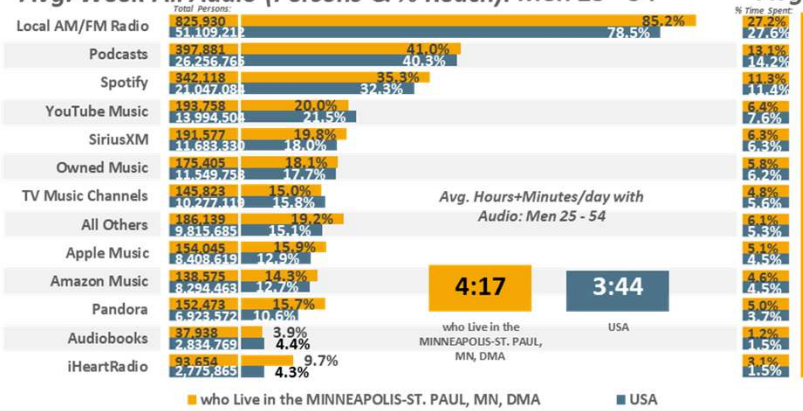
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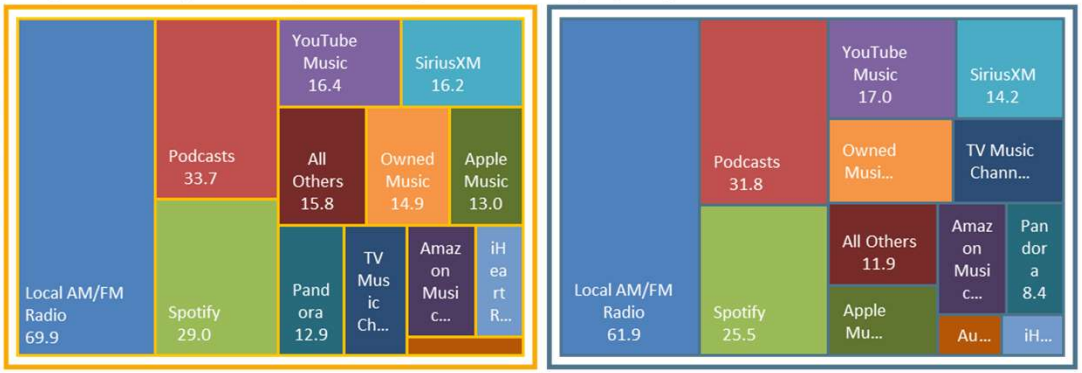


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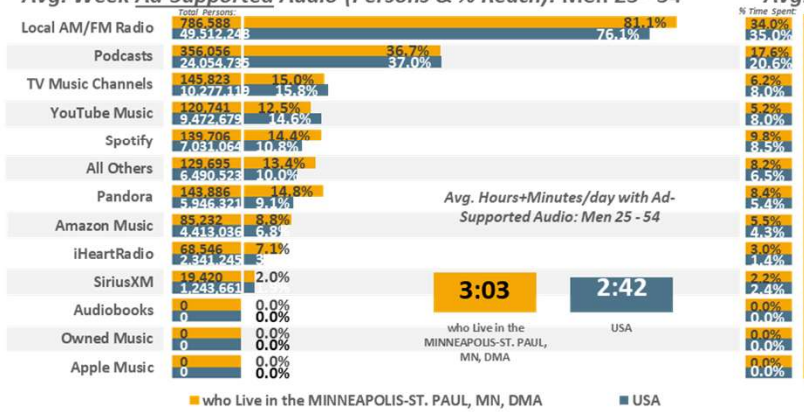
Avg. Week All Audio (Persons & % Reach): Men 25 - 54



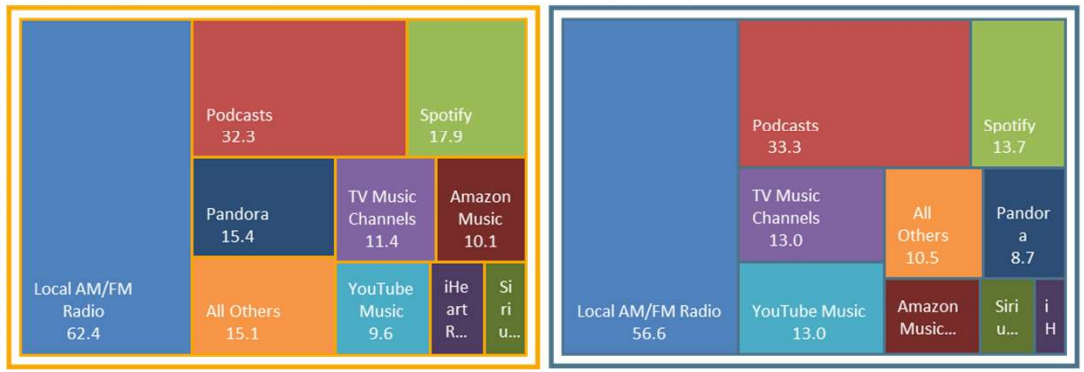
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



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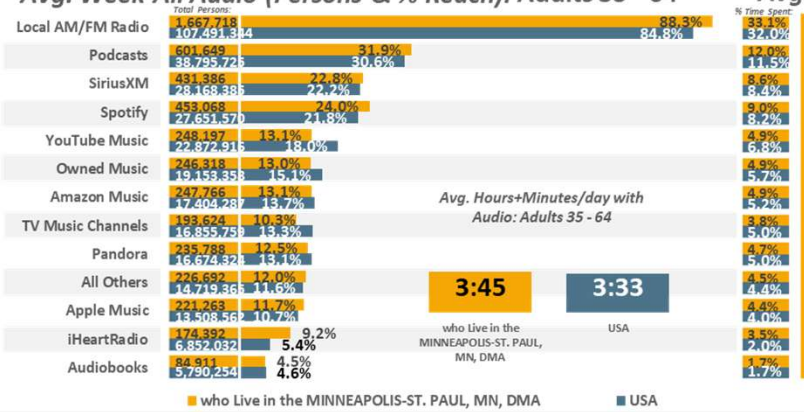
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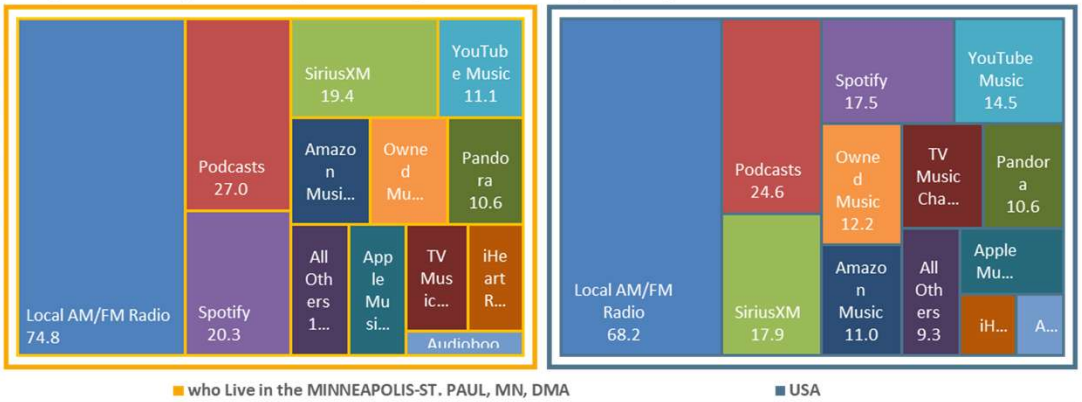
P35-64

1,593,591 or 84.4% of Adults 35 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA listen to Ad-Supported Local AM/FM Radio for an average of 68.5 minutes every day representing 42.7% of all time spent daily with Ad-Supported Audio.

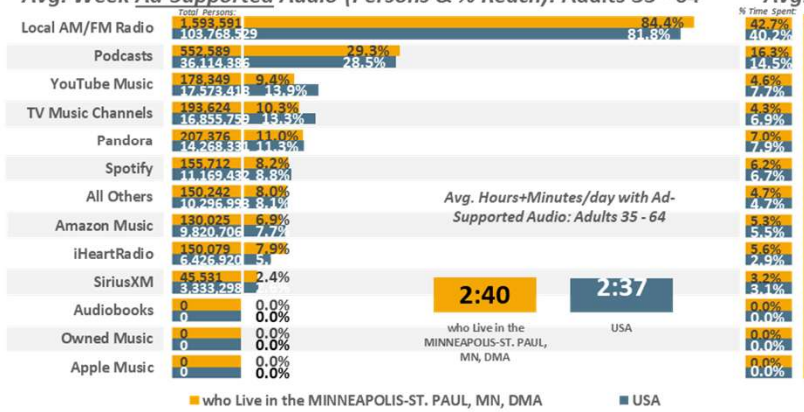
Avg. Week All Audio (Persons & % Reach): Adults 35 - 64



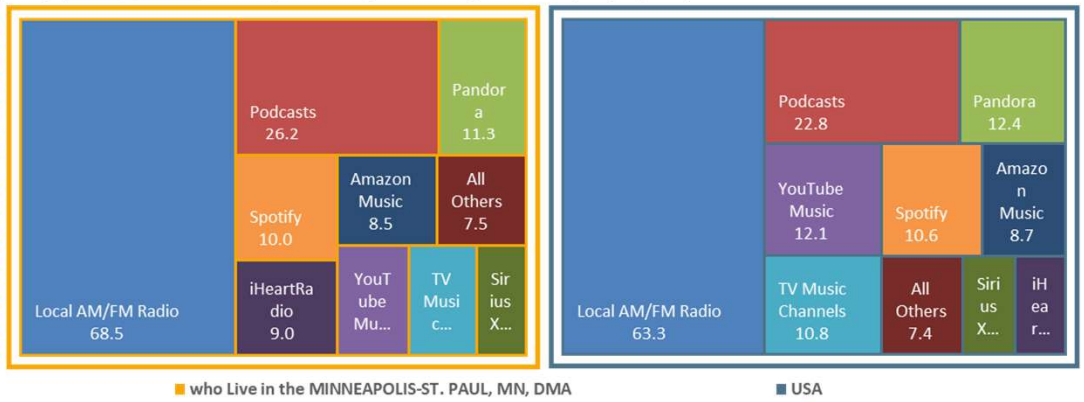
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



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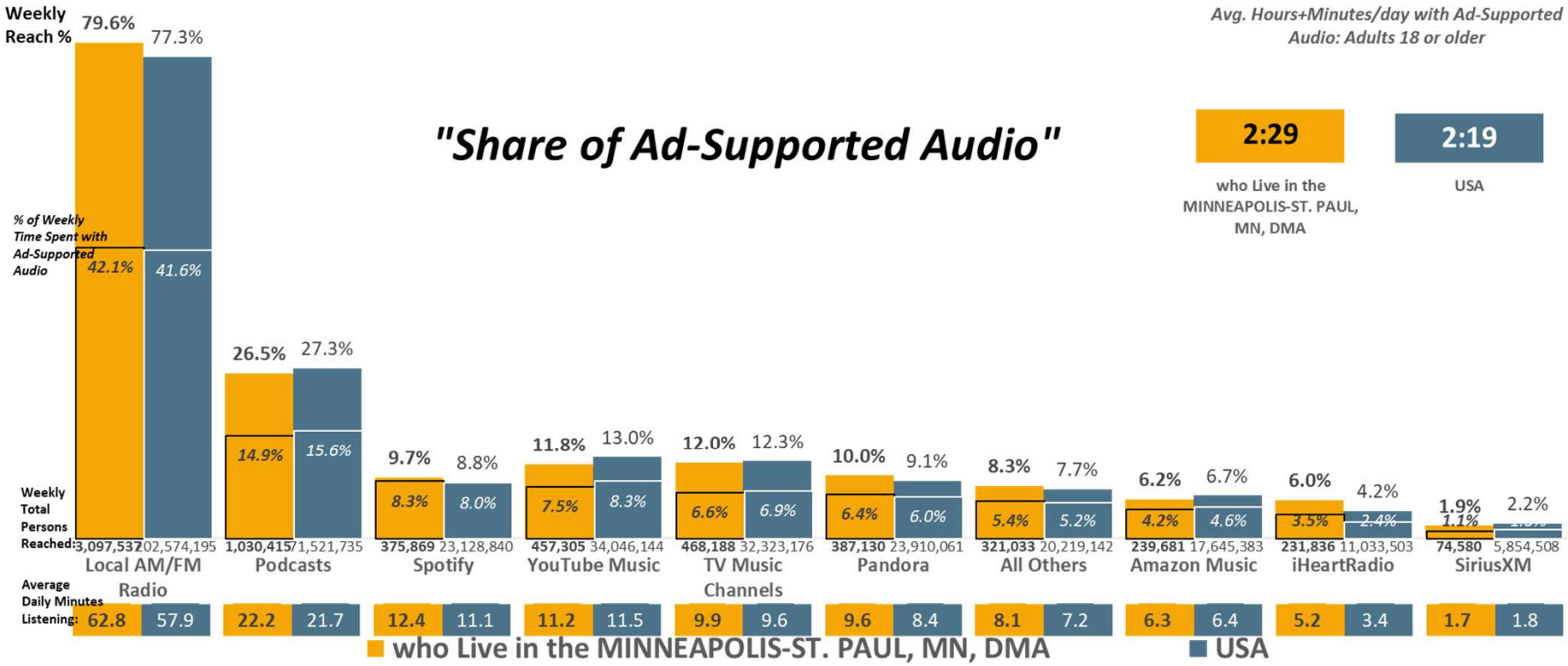
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P18+

3,097,537 or 79.6% 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 62.8 minutes every day representing 42.1% of all time spent daily with Ad-Supported Audio.



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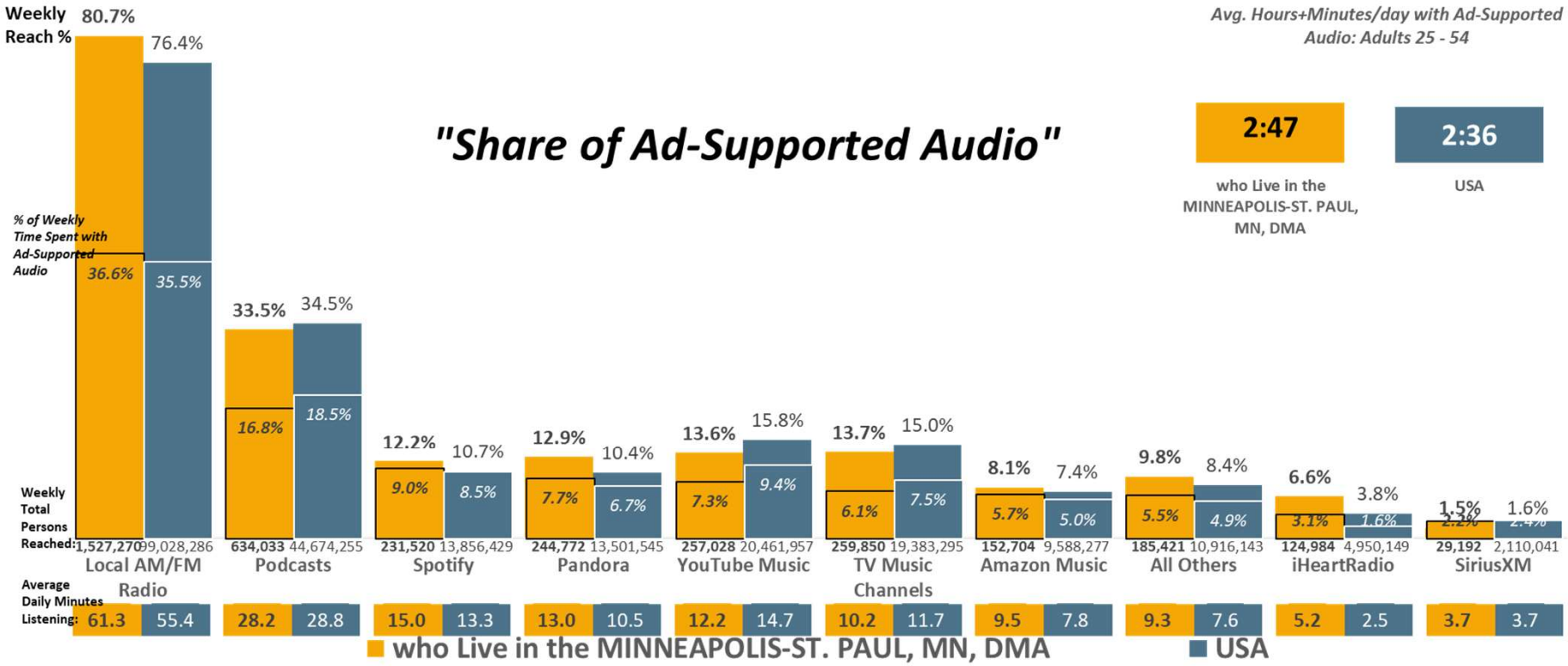
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	Local AM/FM Radio	Podcasts	Spotify	Pandora	YouTube Music	TV Music Channels	Amazon Music	All Others	iHeartRadio	SiriusXM
Weekly Reach % (who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA)	80.7%	33.5%	12.2%	12.9%	13.6%	13.7%	8.1%	9.8%	6.6%	1.5%
Weekly Reach % (USA)	76.4%	34.5%	10.7%	10.4%	15.8%	15.0%	7.4%	8.4%	3.8%	1.6%
% of Weekly Time Spent with Ad-Supported Audio (who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA)	36.6%	16.8%	9.0%	7.7%	7.3%	6.1%	5.7%	5.5%	3.1%	2.2%
% of Weekly Time Spent with Ad-Supported Audio (USA)	35.5%	18.5%	8.5%	6.7%	9.4%	7.5%	5.0%	4.9%	1.6%	2.4%
Weekly Total Persons Reached (who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA)	1,527,270	634,033	231,520	244,772	257,028	259,850	152,704	185,421	124,984	29,192
Weekly Total Persons Reached (USA)	99,028,286	44,674,255	13,856,429	13,501,545	20,461,957	19,383,295	9,588,277	10,916,143	4,950,149	2,110,041
Average Daily Minutes Listening (who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA)	61.3	28.2	15.0	13.0	12.2	10.2	9.5	9.3	5.2	3.7
Average Daily Minutes Listening (USA)	55.4	28.8	13.3	10.5	14.7	11.7	7.8	7.6	2.5	3.7

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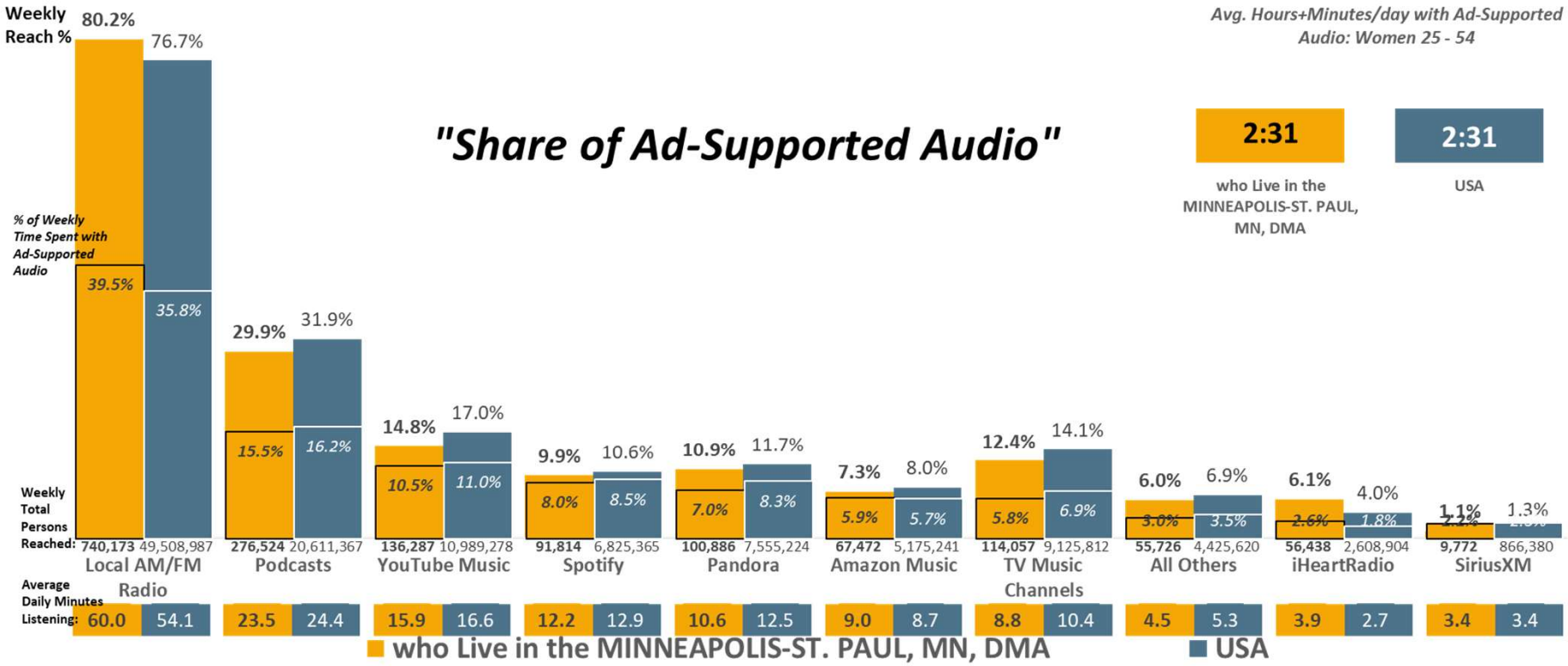
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	Local AM/FM Radio	Podcasts	YouTube Music	Spotify	Pandora	Amazon Music	TV Music Channels	All Others	iHeartRadio	SiriusXM
Weekly Reach % (who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA)	80.2%	29.9%	14.8%	9.9%	10.9%	7.3%	12.4%	6.0%	6.1%	1.1%
Weekly Reach % (USA)	76.7%	31.9%	17.0%	10.6%	11.7%	8.0%	14.1%	6.9%	4.0%	1.3%
% of Weekly Time Spent with Ad-Supported Audio (who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA)	39.5%	15.5%	10.5%	8.0%	7.0%	5.9%	5.8%	3.0%	2.6%	2.2%
% of Weekly Time Spent with Ad-Supported Audio (USA)	35.8%	16.2%	11.0%	8.5%	8.3%	5.7%	6.9%	3.5%	1.8%	1.3%
Weekly Total Persons Reached: (who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA)	740,173	276,524	136,287	91,814	100,886	67,472	114,057	55,726	56,438	9,772
Weekly Total Persons Reached: (USA)	49,508,987	20,611,367	10,989,278	6,825,365	7,555,224	5,175,241	9,125,812	4,425,620	2,608,904	866,380
Average Daily Minutes Listening: (who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA)	60.0	23.5	15.9	12.2	10.6	9.0	8.8	4.5	3.9	3.4
Average Daily Minutes Listening: (USA)	54.1	24.4	16.6	12.9	12.5	8.7	10.4	5.3	2.7	3.4

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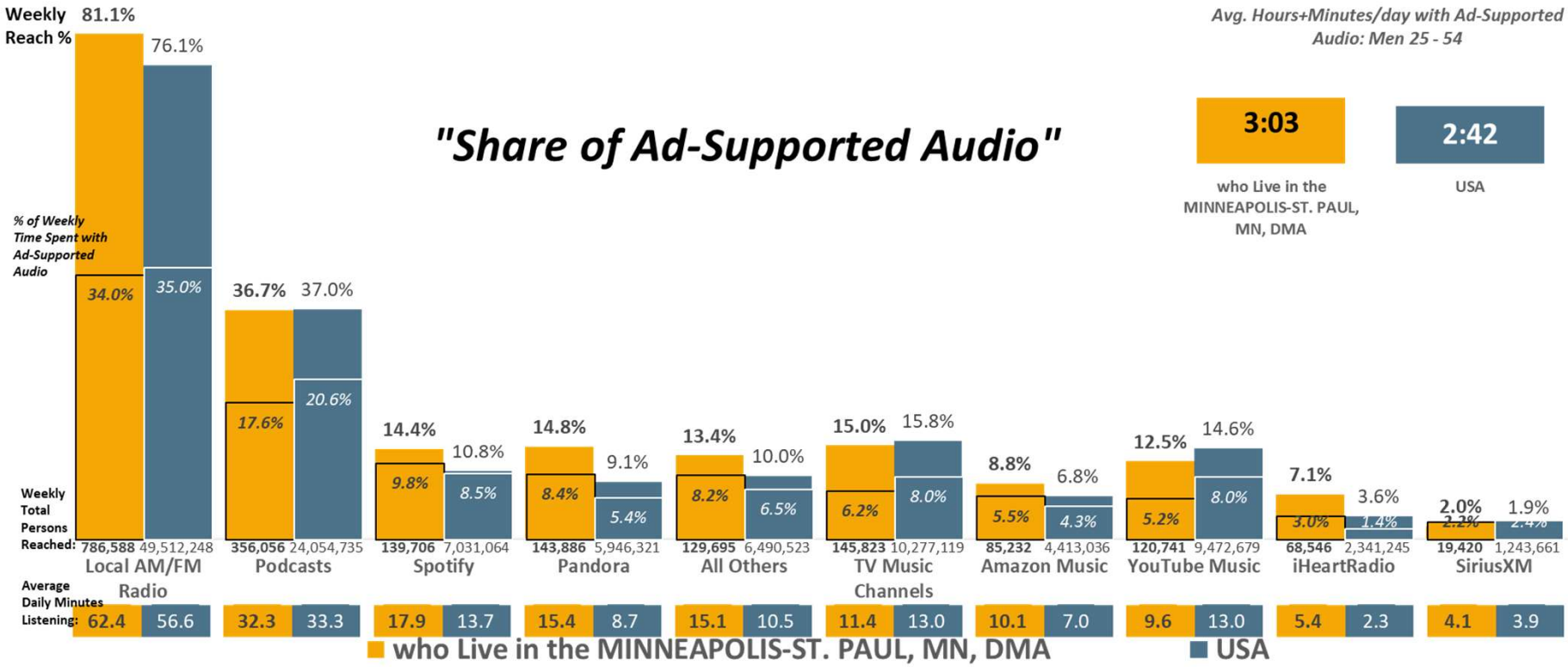
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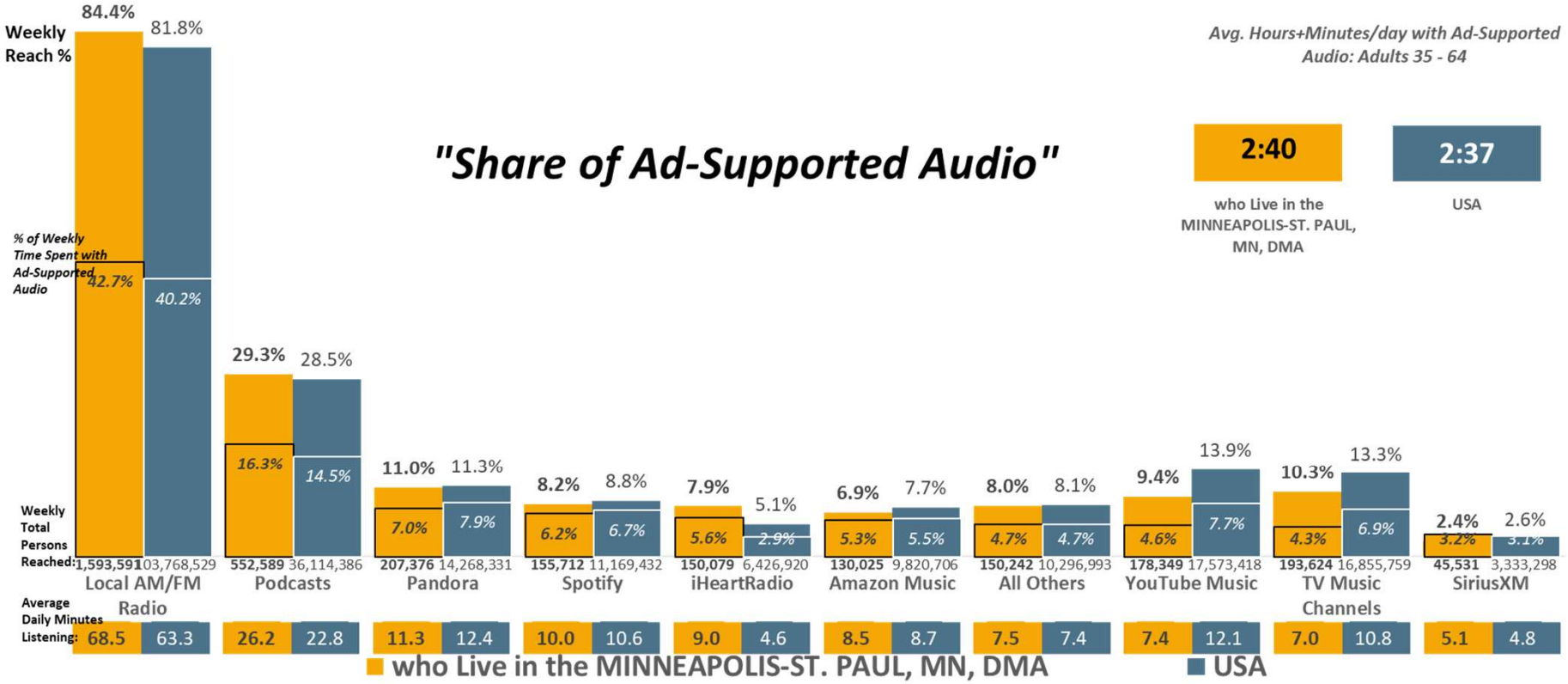
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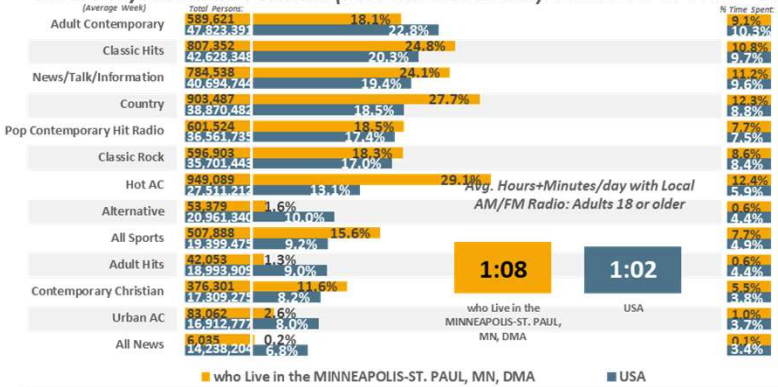
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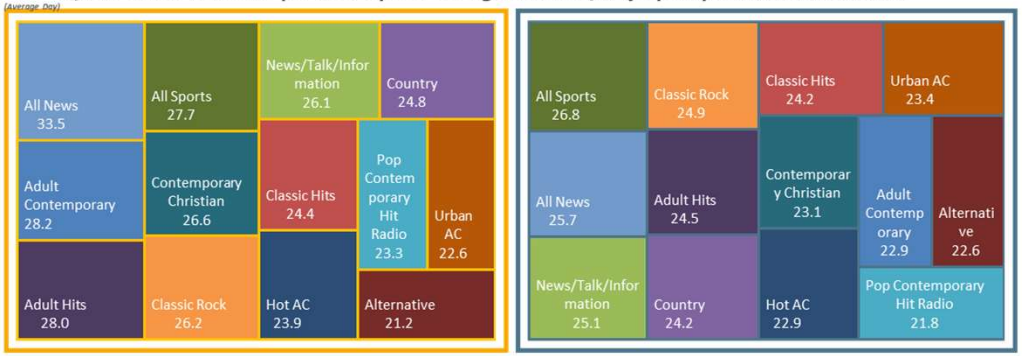
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Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



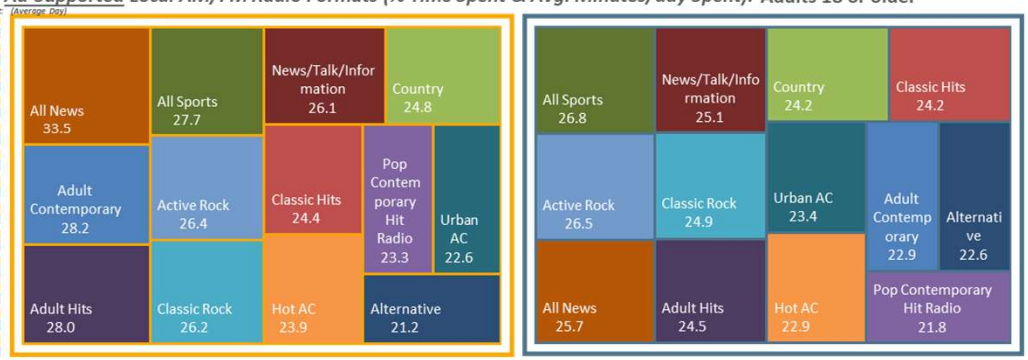
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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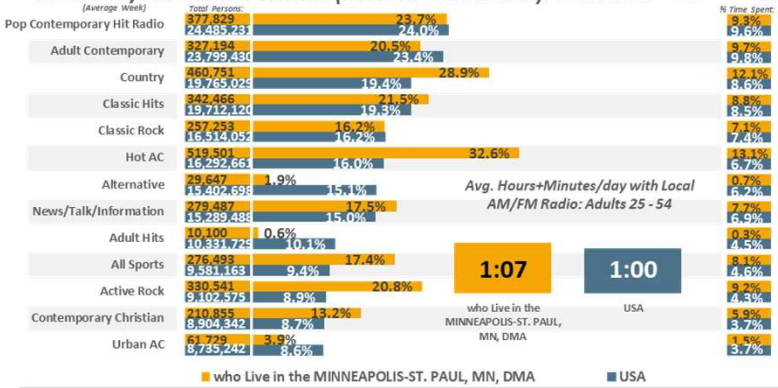
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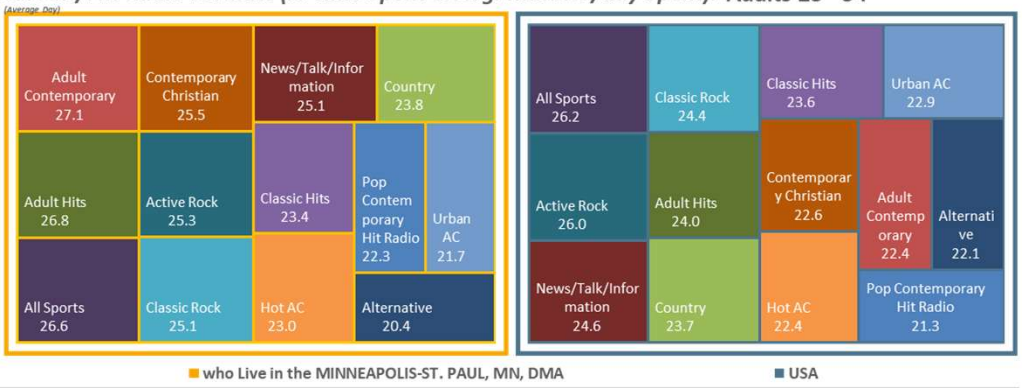


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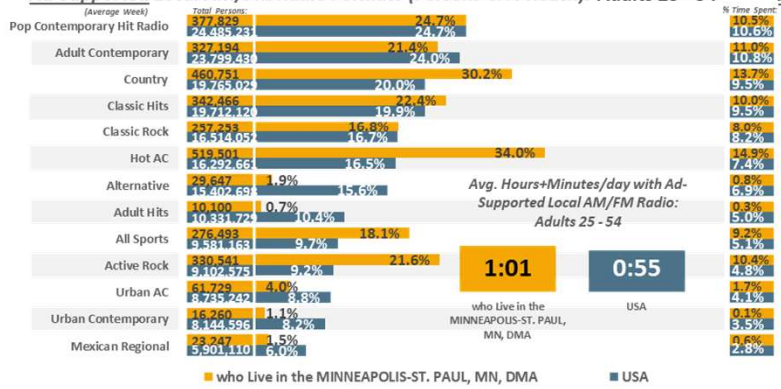
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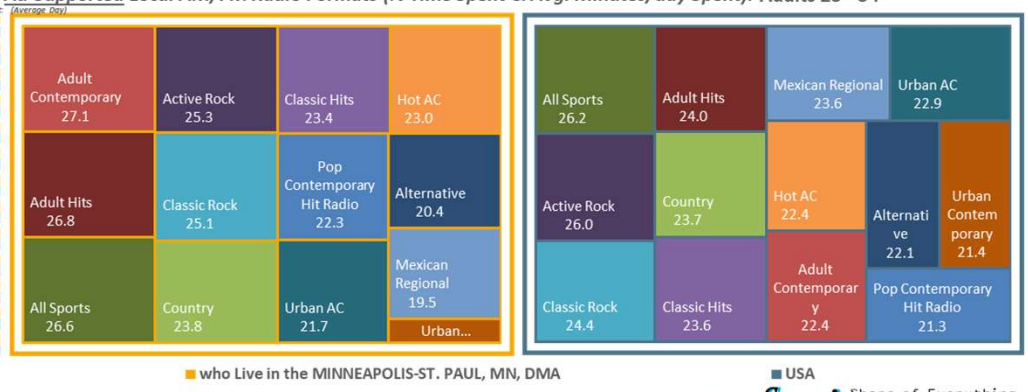
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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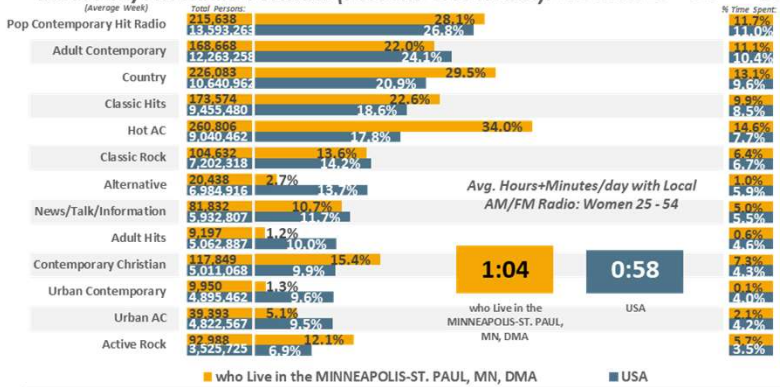
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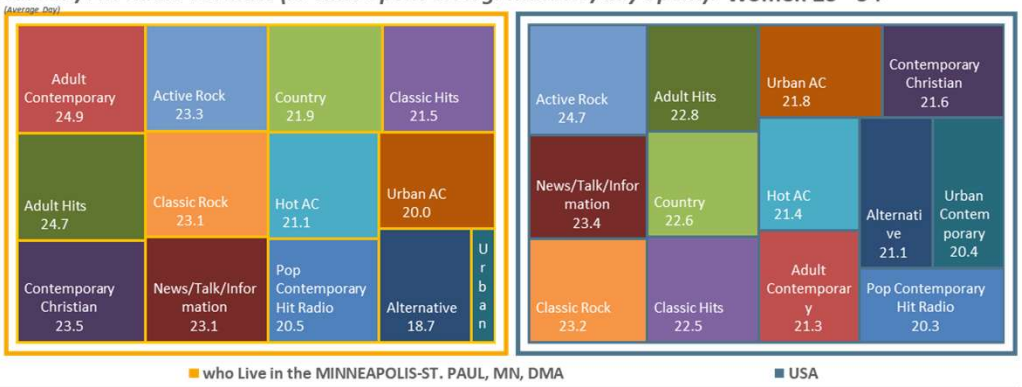


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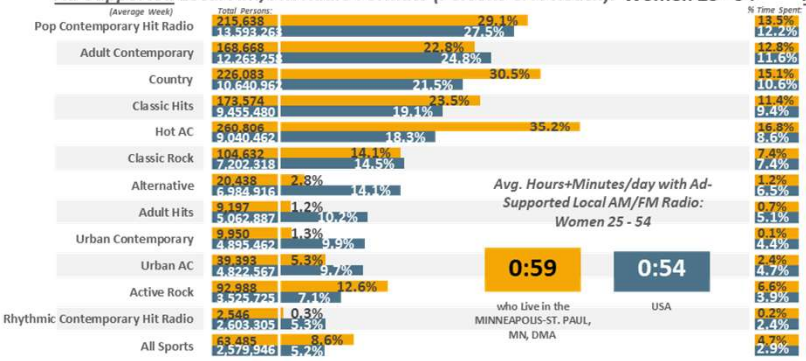
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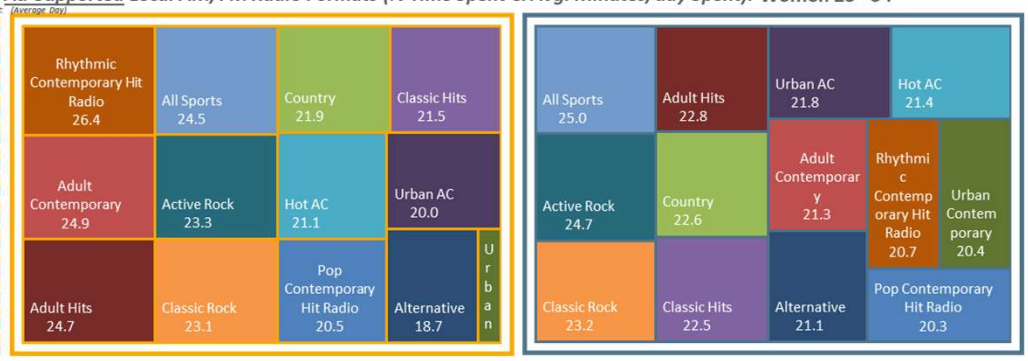
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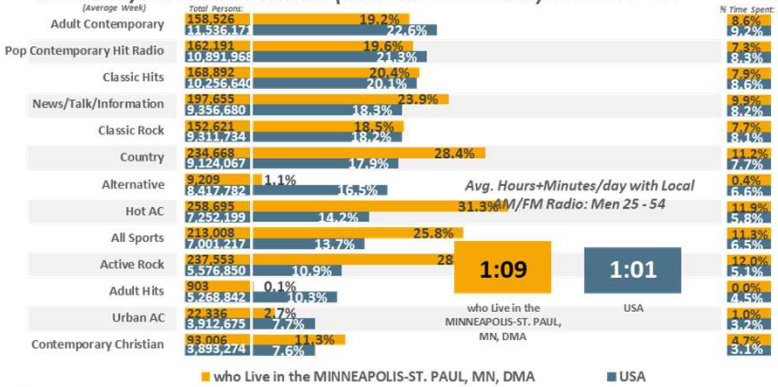
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 24,923

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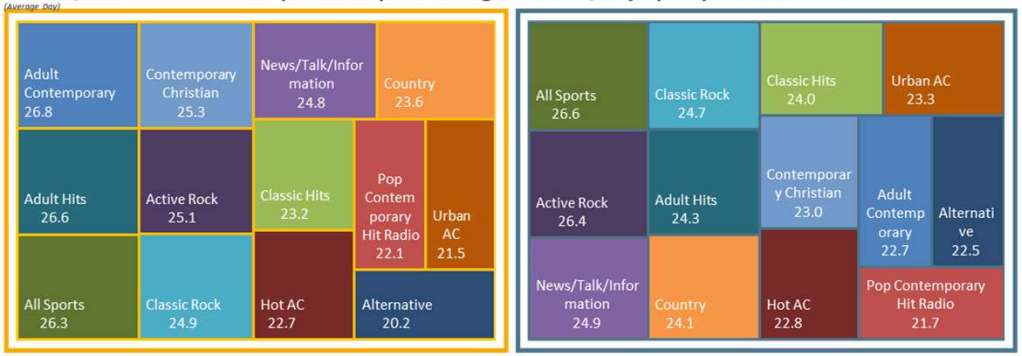


786,588 or 81.1% of Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Active Rock, Country, All Sports, and Classic Hits.

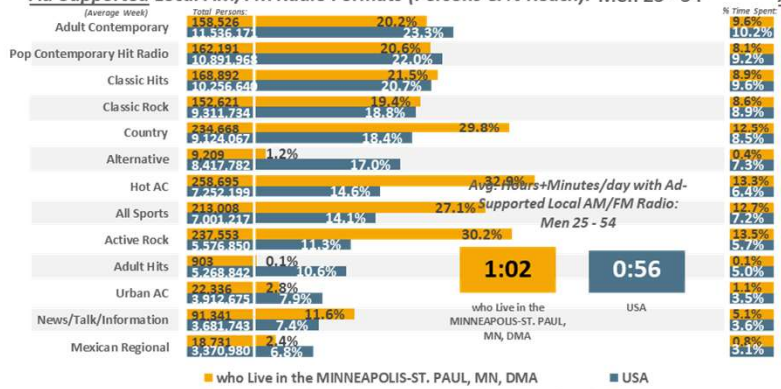
Local AM/FM Radio Formats (Persons & % Reach): Men 25 - 54



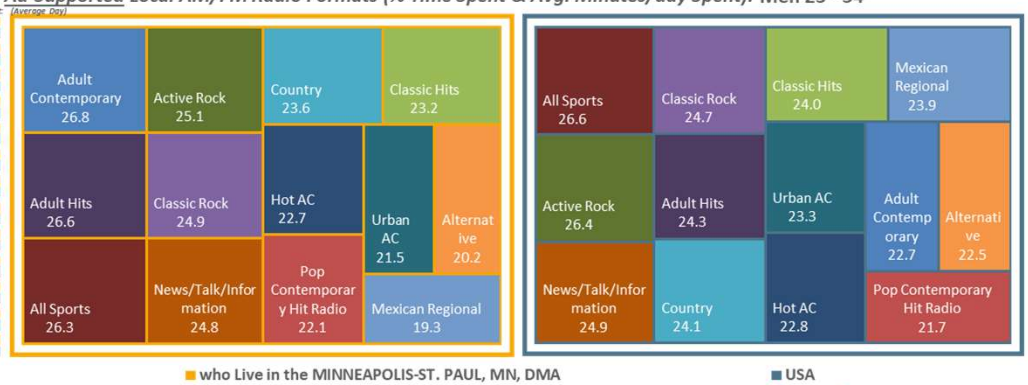
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



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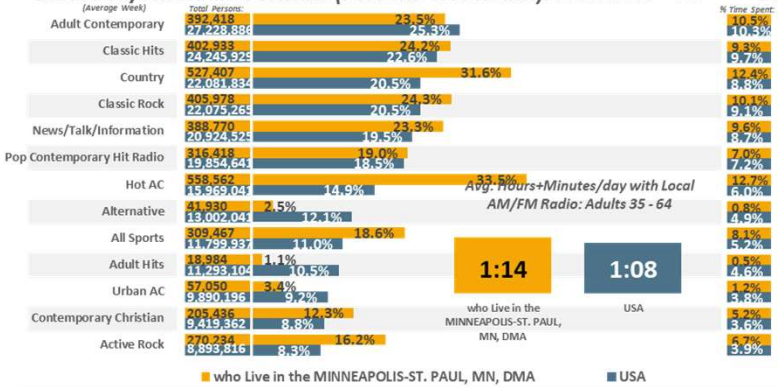
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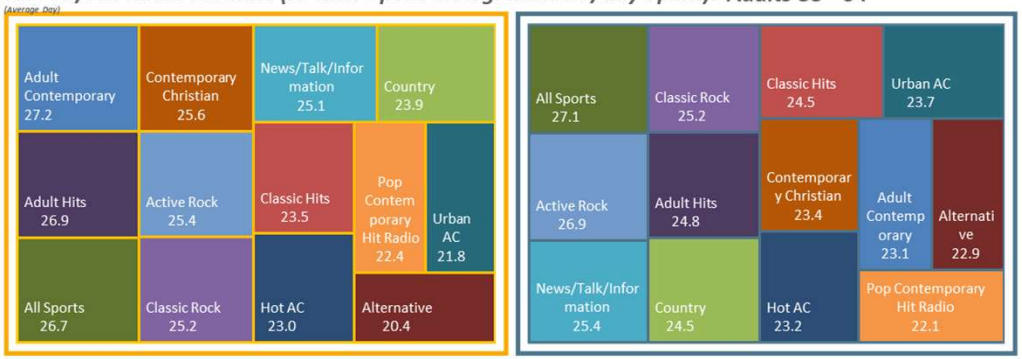


1,593,591 or 84.4% of Adults 35 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Country, Classic Rock, Classic Hits, and Adult Contemporary.

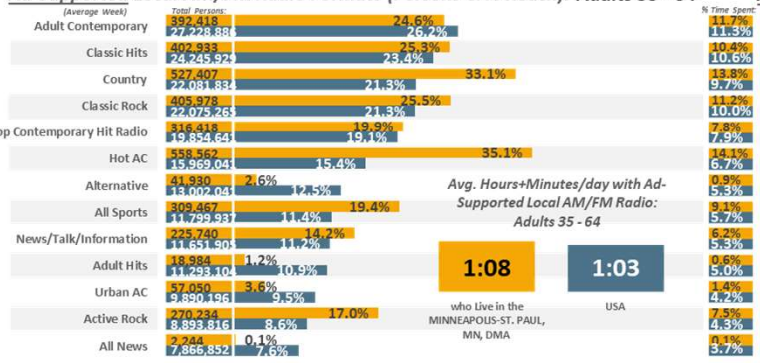
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 - 64



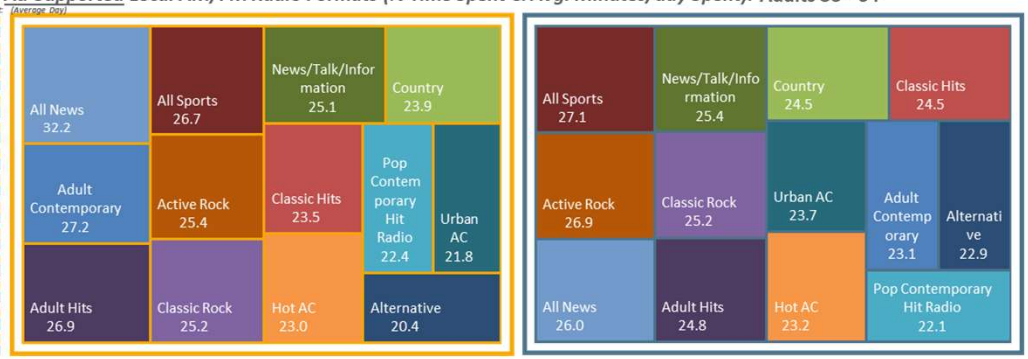
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



USA *USA DMA Projection* *Scarborough R2 2025: Aug24-Jul25* *Qual Intab* *2,081*

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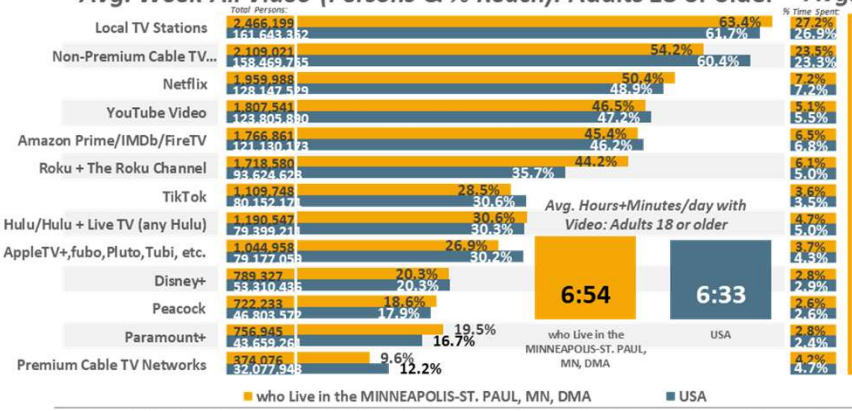
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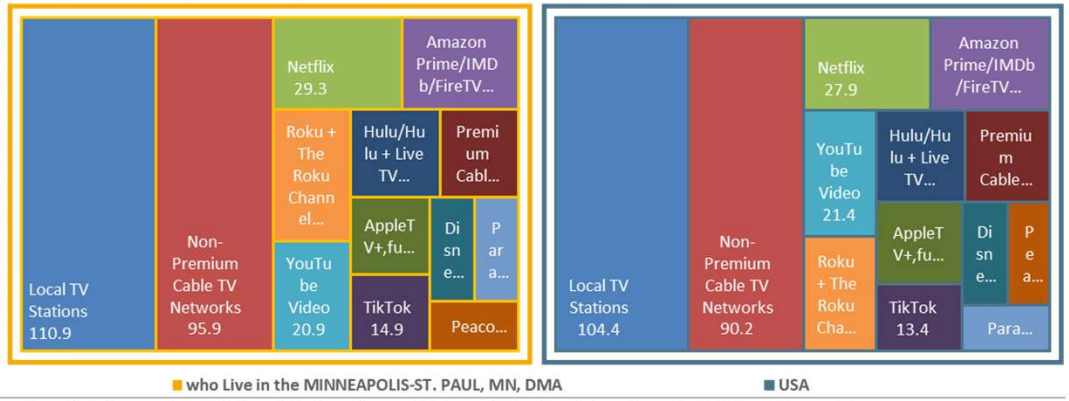
P18+

2,441,379 or 62.8% of Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA watch Ad-Supported Local TV Stations for an average of 105.2 minutes every day representing 31.8% of all time spent daily with Ad-Supported Video.

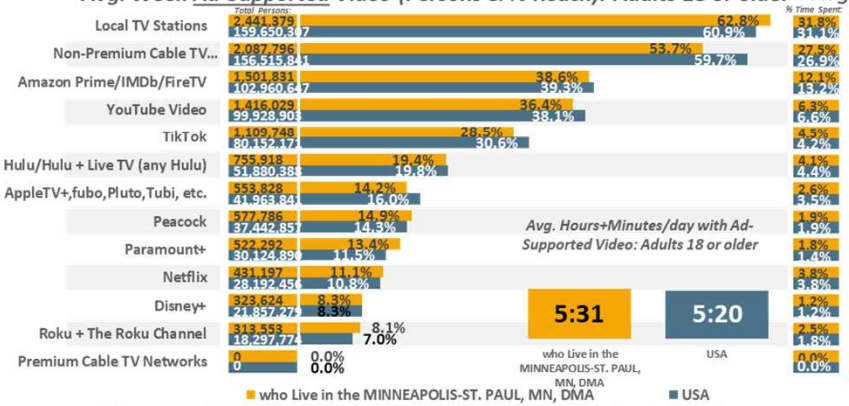
Avg. Week All Video (Persons & % Reach): Adults 18 or older



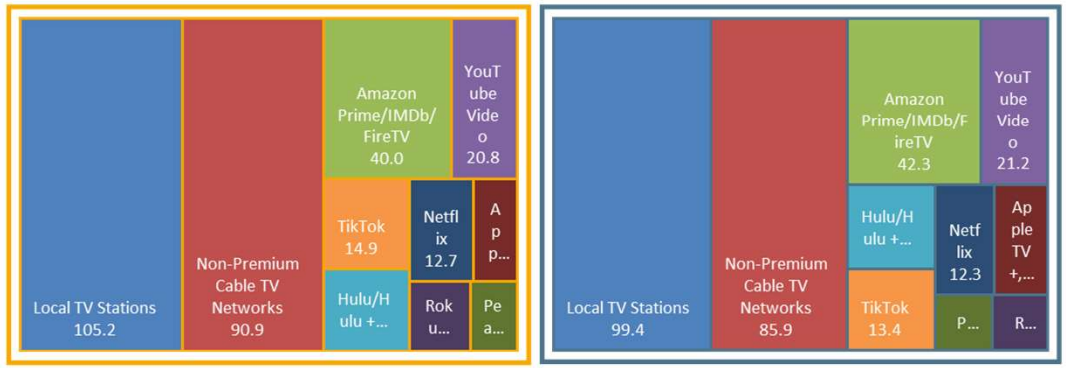
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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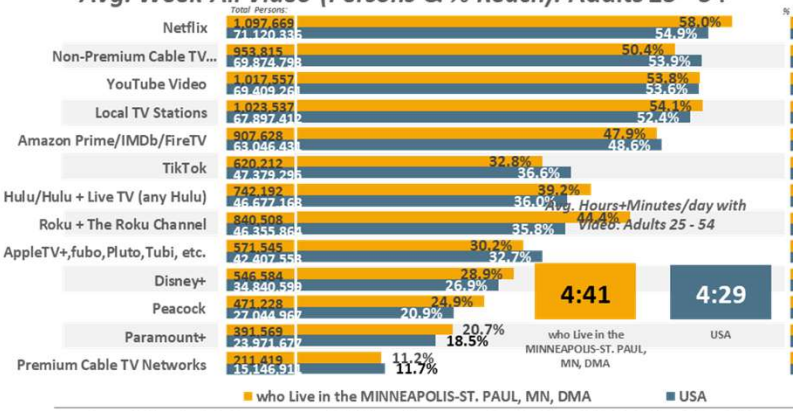
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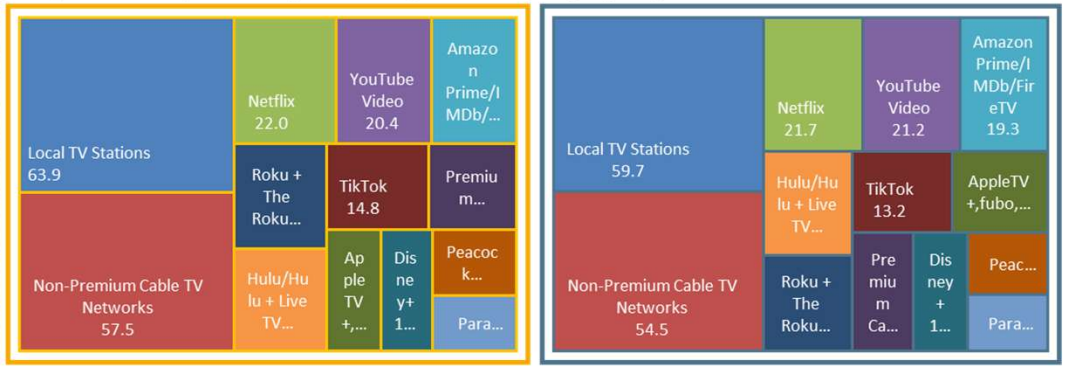


1,014,214 or 53.6% of Adults 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA watch Ad-Supported Local TV Stations for an average of 61.2 minutes every day representing 28.% of all time spent daily with Ad-Supported Video.

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

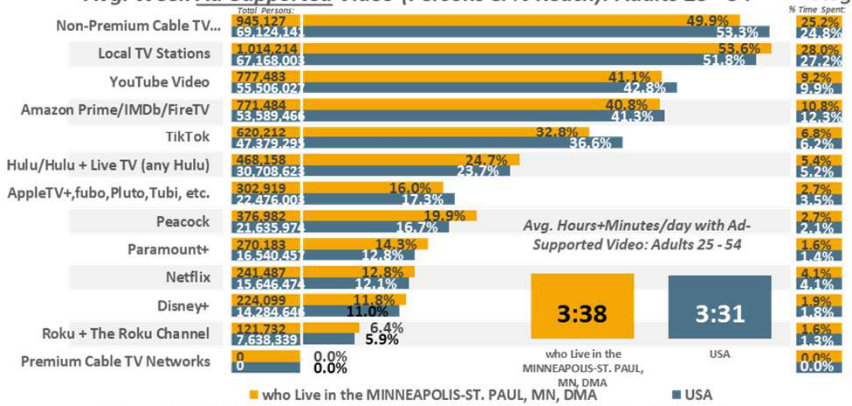


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54

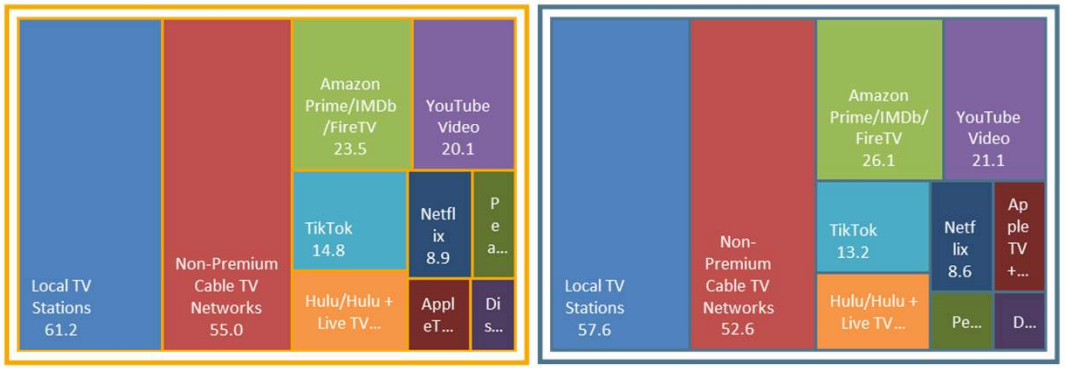


who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA ■ USA

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



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



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

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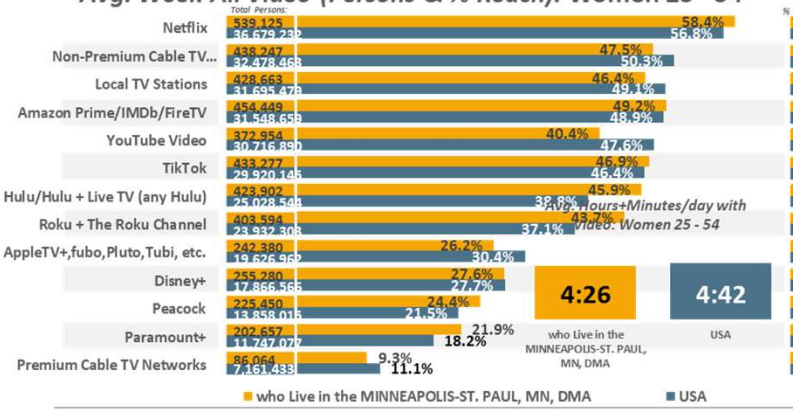
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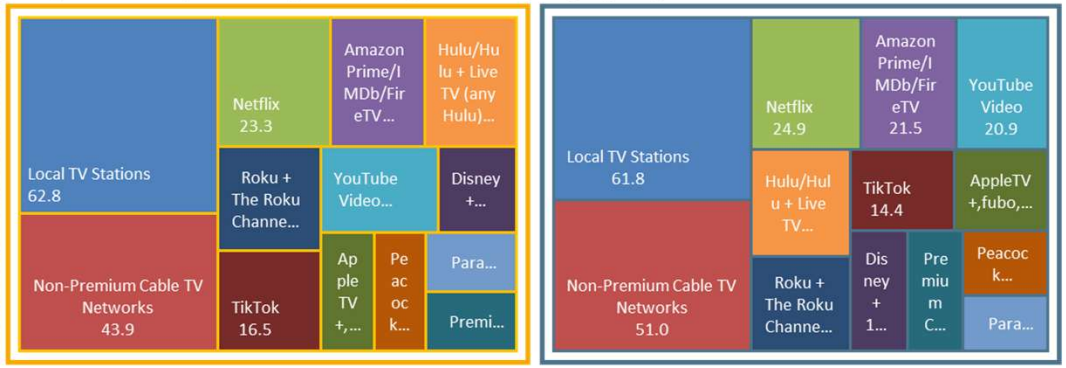


424,965 or 46.% of Women 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA watch Ad-Supported Local TV Stations for an average of 60.9 minutes every day representing 30.1% of all time spent daily with Ad-Supported Video.

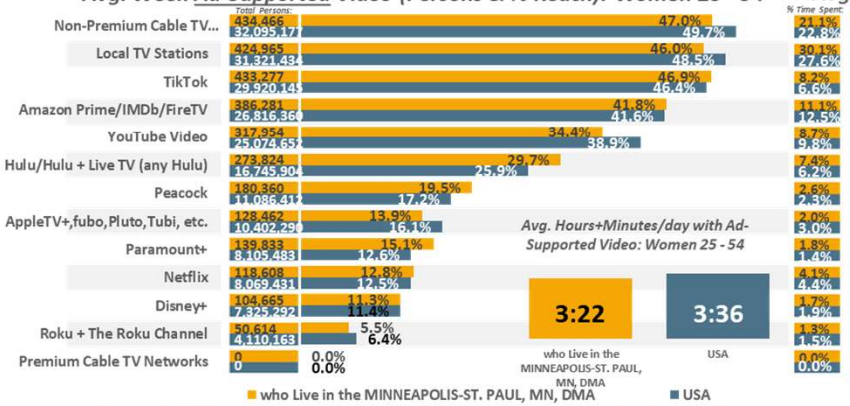
Avg. Week All Video (Persons & % Reach): Women 25 - 54



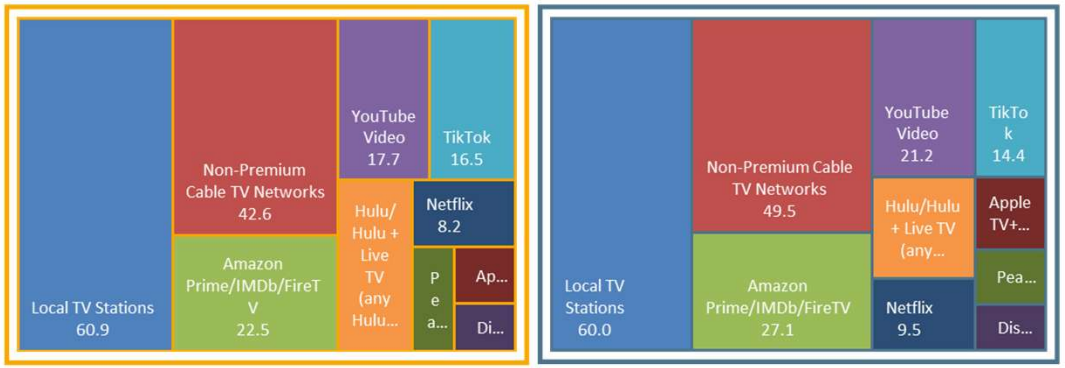
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



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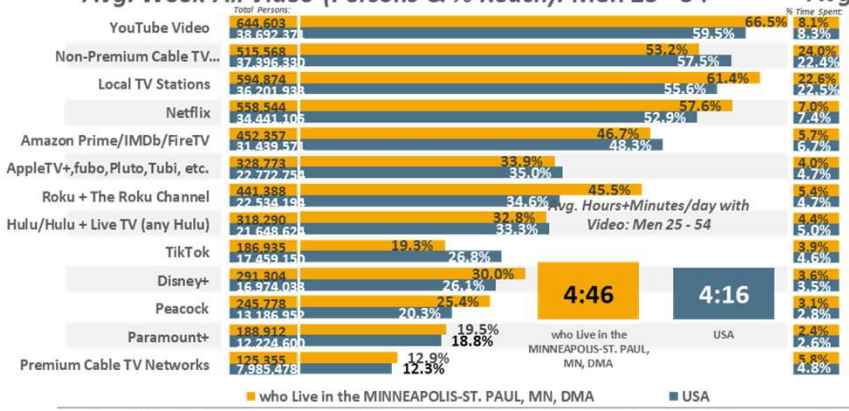
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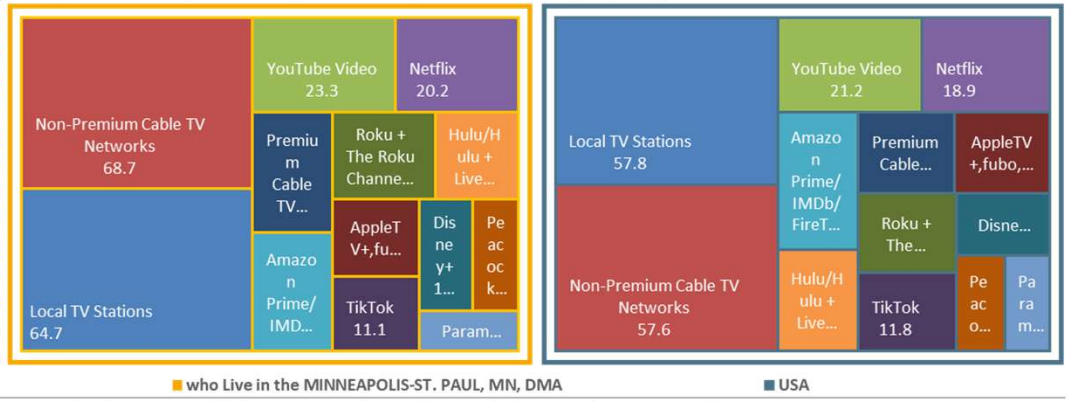


589,208 or 60.8% of Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA watch Ad-Supported Local TV Stations for an average of 61.2 minutes every day representing 26.9% of all time spent daily with Ad-Supported Video.

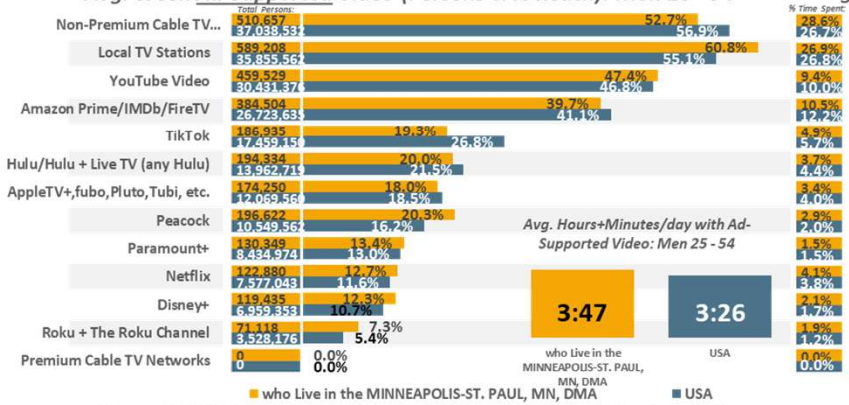
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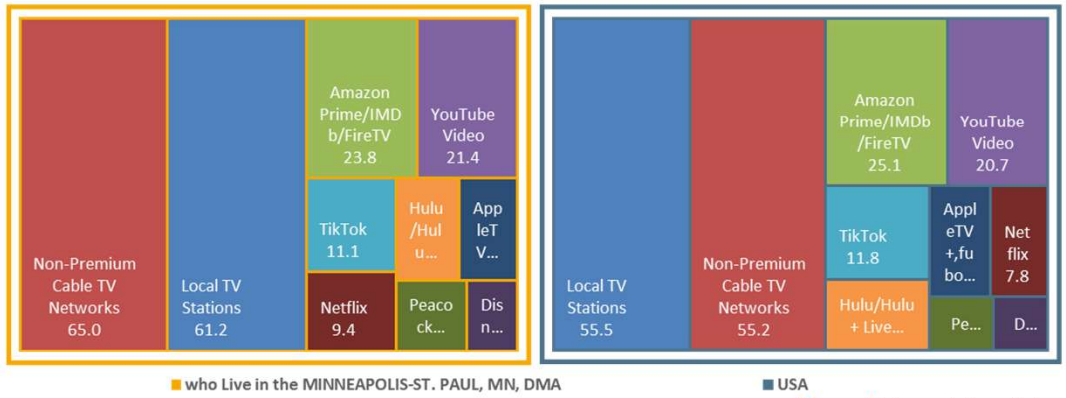
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



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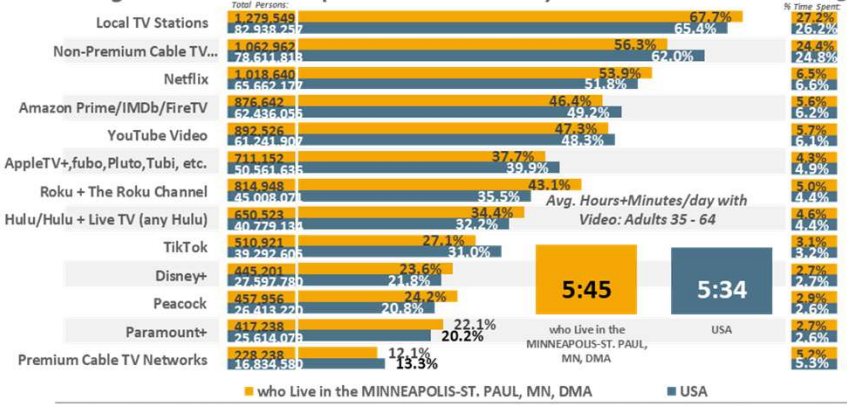
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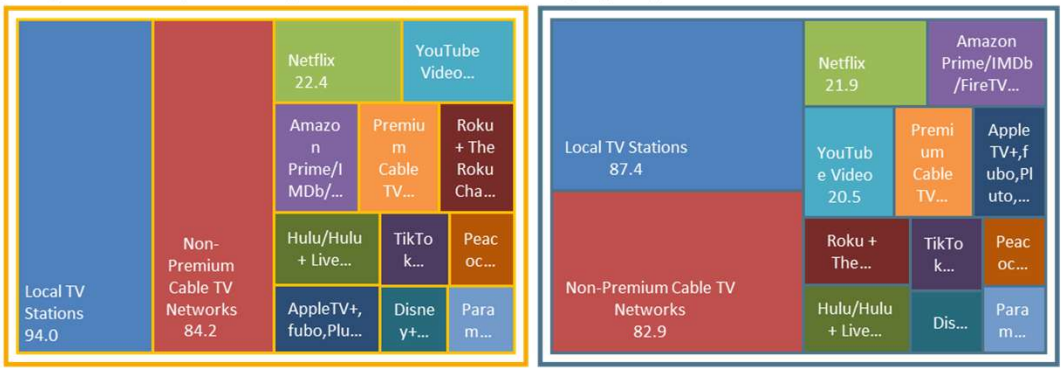


1,265,633 or 67.% of Adults 35 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA watch Ad-Supported Local TV Stations for an average of 89.3 minutes every day representing 31.8% of all time spent daily with Ad-Supported Video.

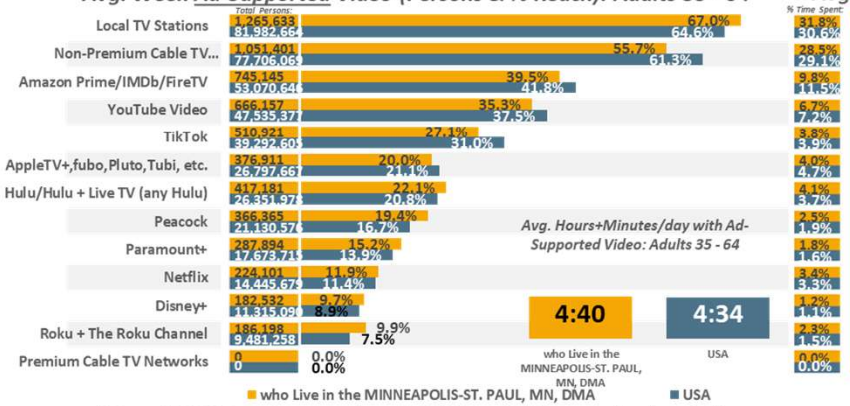
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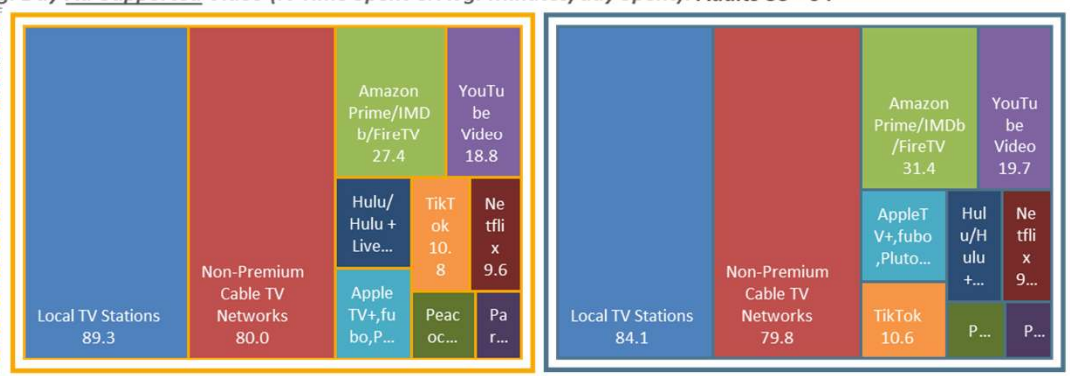
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



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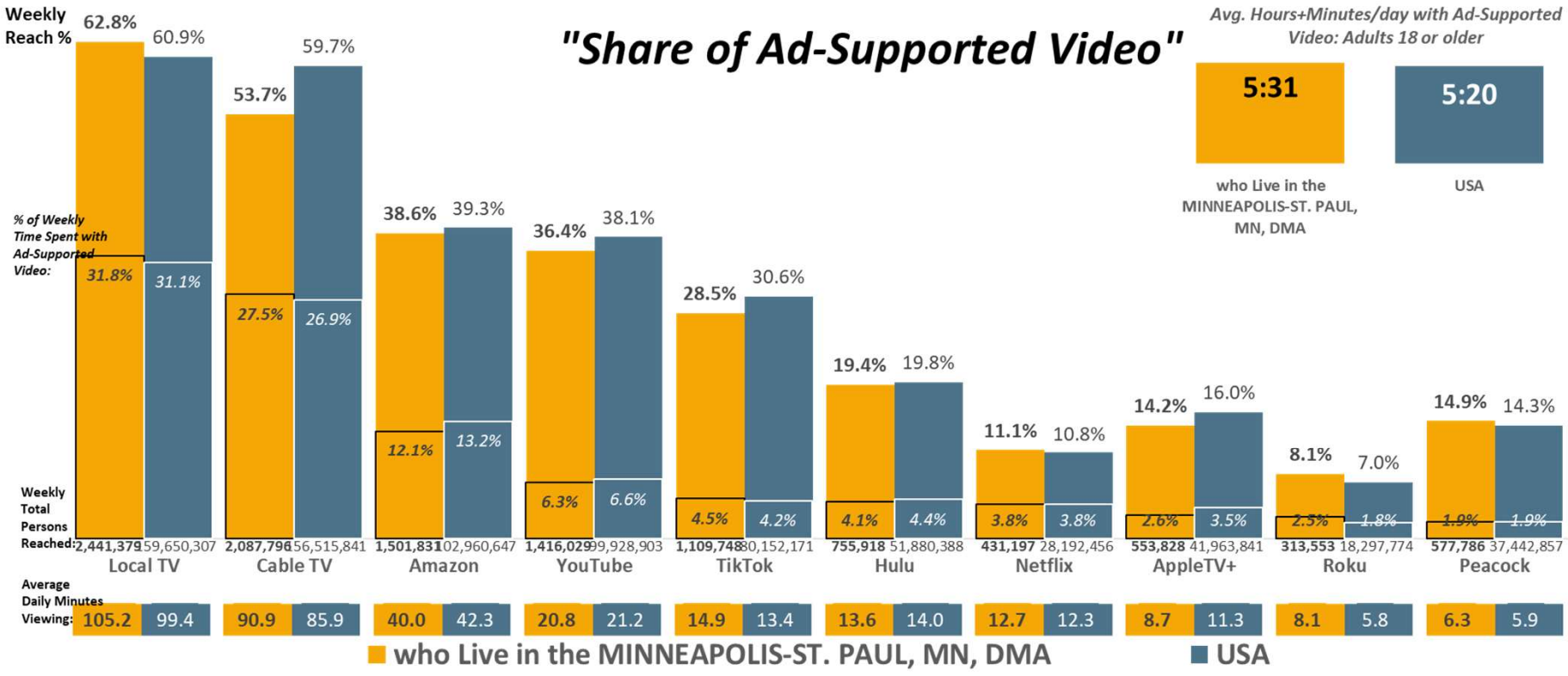
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P18+

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P25-54

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"Share of Ad-Supported Video"

Avg. Hours+Minutes/day with Ad-Supported Video: Adults 25 - 54

	who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA	USA
Avg. Hours+Minutes/day with Ad-Supported Video: Adults 25 - 54	3:38	3:31

	Local TV	Cable TV	Amazon	YouTube	TikTok	Hulu	Netflix	Peacock	AppleTV+	Disney+
Weekly Reach %	53.6% / 51.8%	49.9% / 53.3%	40.8% / 41.3%	41.1% / 42.8%	32.8% / 36.6%	24.7% / 23.7%	12.8% / 12.1%	19.9% / 16.7%	16.0% / 17.3%	11.8% / 11.0%
% of Weekly Time Spent with Ad-Supported Video:	28.0% / 27.2%	25.2% / 24.8%	10.8% / 12.3%	9.2% / 9.9%	6.8% / 6.2%	5.4% / 5.2%	4.1% / 4.1%	2.7% / 2.1%	2.7% / 3.5%	1.9% / 1.8%
Weekly Total Persons Reached:	1,014,214 / 67,168,003	945,127 / 69,124,141	771,484 / 53,589,466	777,483 / 55,506,027	620,212 / 47,379,295	468,158 / 30,708,623	241,487 / 15,646,474	376,982 / 21,635,974	302,919 / 22,476,003	224,099 / 14,284,646
Average Daily Minutes Viewing:	61.2 / 57.6	55.0 / 52.6	23.5 / 26.1	20.1 / 21.1	14.8 / 13.2	11.7 / 11.1	8.9 / 8.6	6.0 / 4.5	5.8 / 7.4	4.1 / 3.8

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

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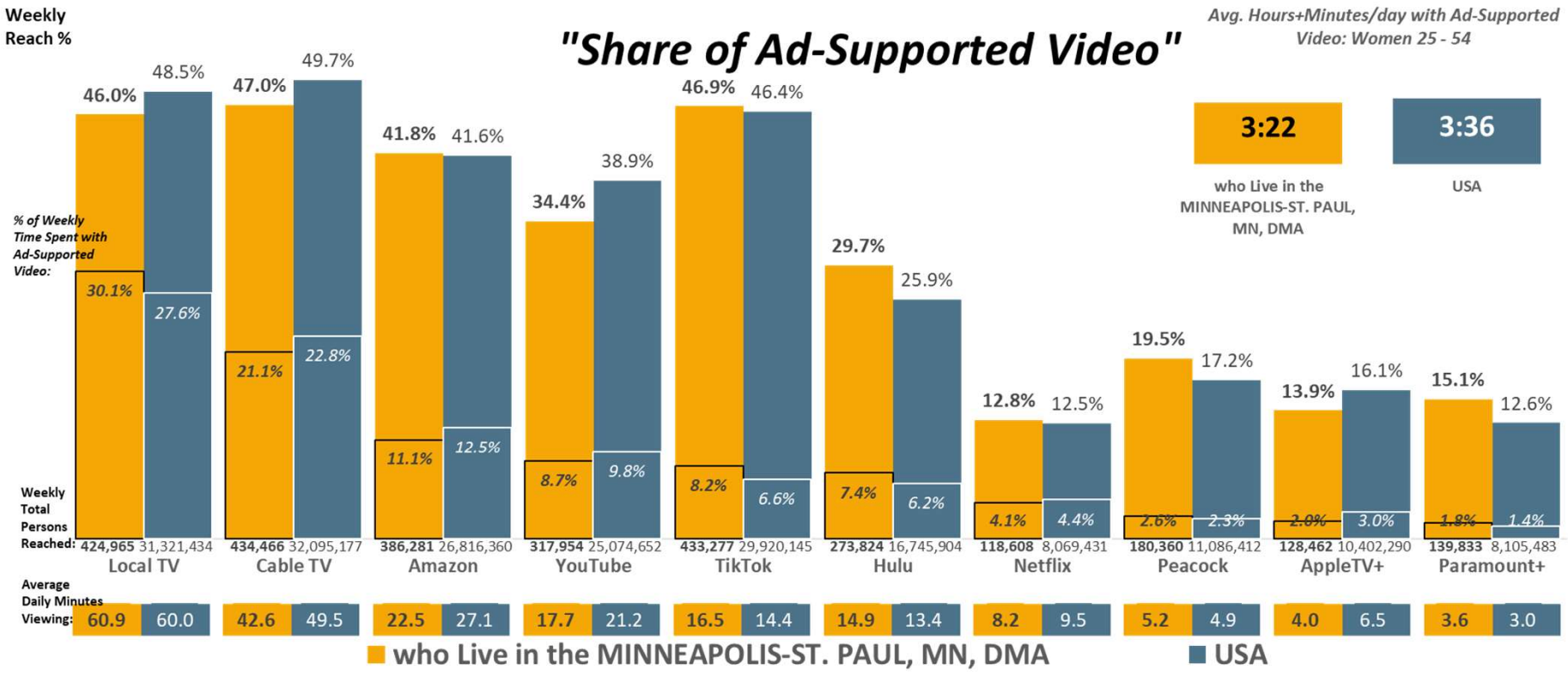
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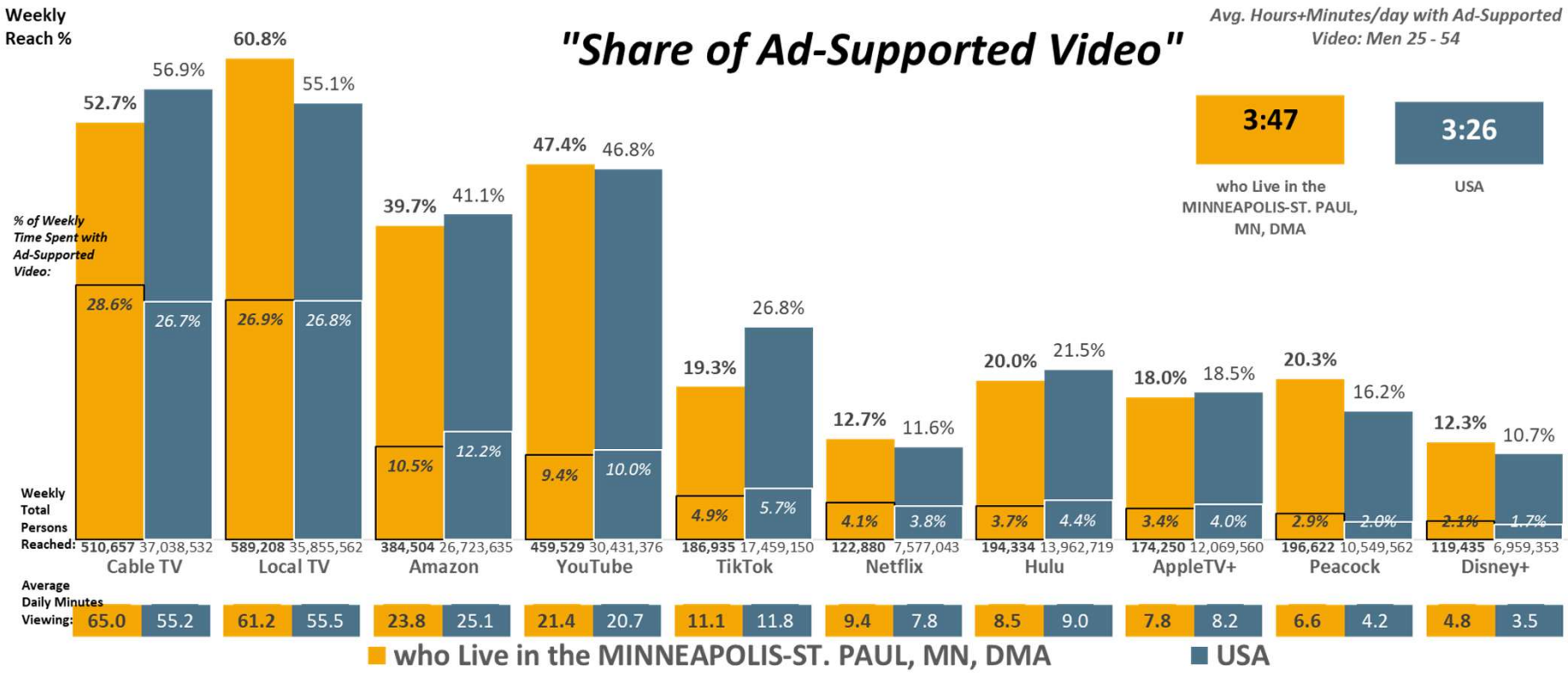
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M25-54

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P35-64

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"Share of Ad-Supported Video"

Avg. Hours+Minutes/day with Ad-Supported Video: Adults 35 - 64

who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA	USA
4:40	4:34

	Local TV	Cable TV	Amazon	YouTube	Hulu	AppleTV+	TikTok	Netflix	Peacock	Roku
Weekly Reach %	67.0% / 64.6%	55.7% / 61.3%	39.5% / 41.8%	35.3% / 37.5%	22.1% / 20.8%	20.0% / 21.1%	27.1% / 31.0%	11.9% / 11.4%	19.4% / 16.7%	9.9% / 7.5%
% of Weekly Time Spent with Ad-Supported Video:	31.8% / 30.6%	28.5% / 29.1%	9.8% / 11.5%	6.7% / 7.2%	4.1% / 3.7%	4.0% / 4.7%	3.8% / 3.9%	3.4% / 3.3%	2.5% / 1.9%	2.3% / 1.5%
Weekly Total Persons Reached:	1,265,633 / 81,982,664	1,051,401 / 77,706,069	745,145 / 53,070,646	666,157 / 47,535,377	417,181 / 26,351,978	376,911 / 26,797,667	510,921 / 39,292,605	224,101 / 14,445,679	366,365 / 21,130,576	186,198 / 9,481,258
Average Daily Minutes Viewing:	89.3 / 84.1	80.0 / 79.8	27.4 / 31.4	18.8 / 19.7	11.4 / 10.2	11.3 / 12.9	10.8 / 10.6	9.6 / 9.0	7.0 / 5.3	6.4 / 4.0

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

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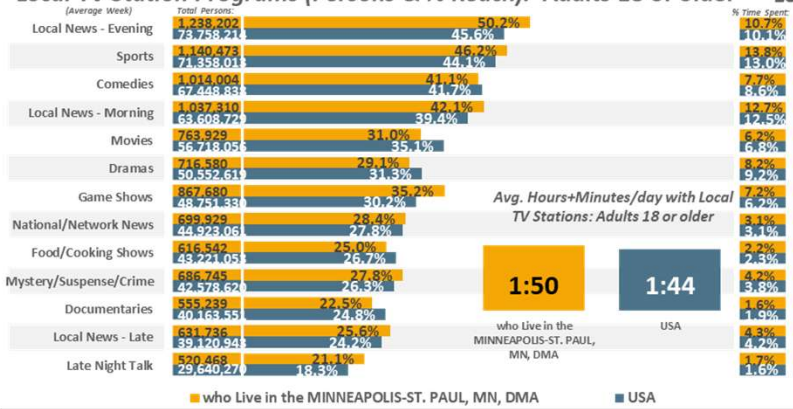
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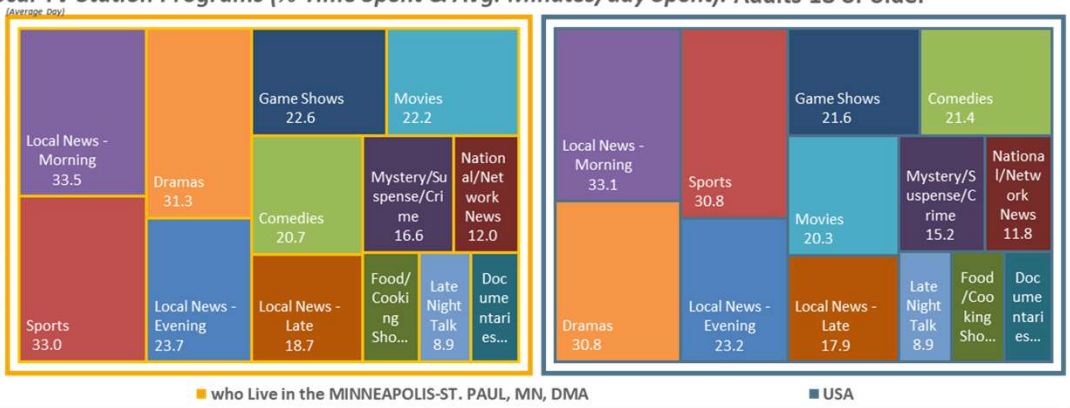


2,441,379 or 62.8% of Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, Game Shows, and Movies.

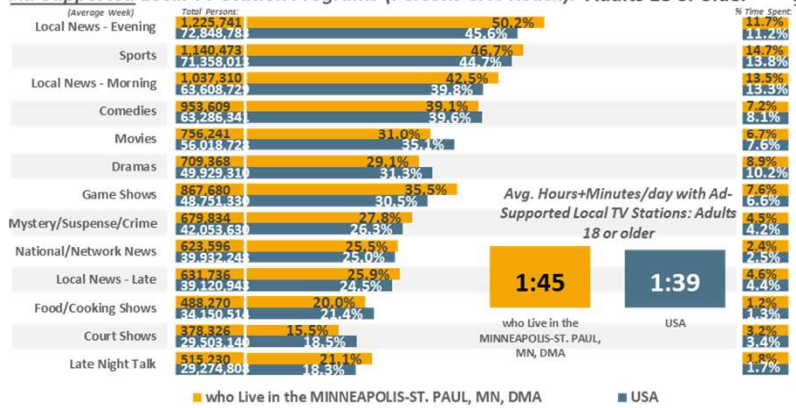
Local TV Station Programs (Persons & % Reach): Adults 18 or older



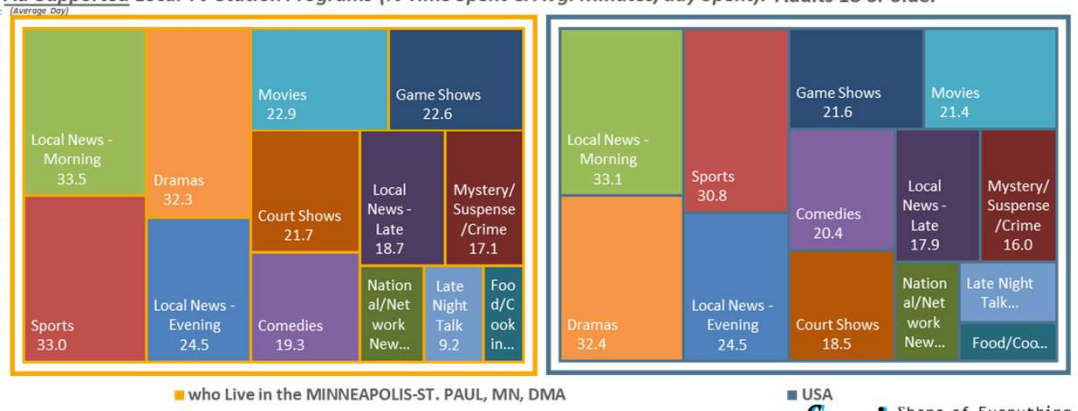
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA *USA DMA Projection* *Scarborough R2 2025: Aug24-Jul25* *Qual Intab* *2,081*

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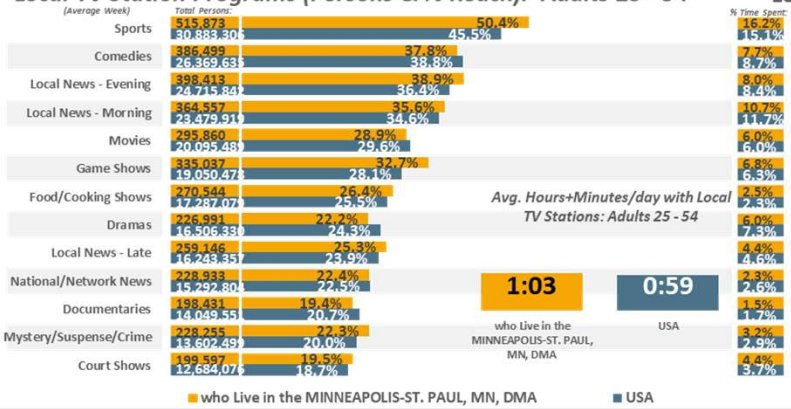
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *24,923*

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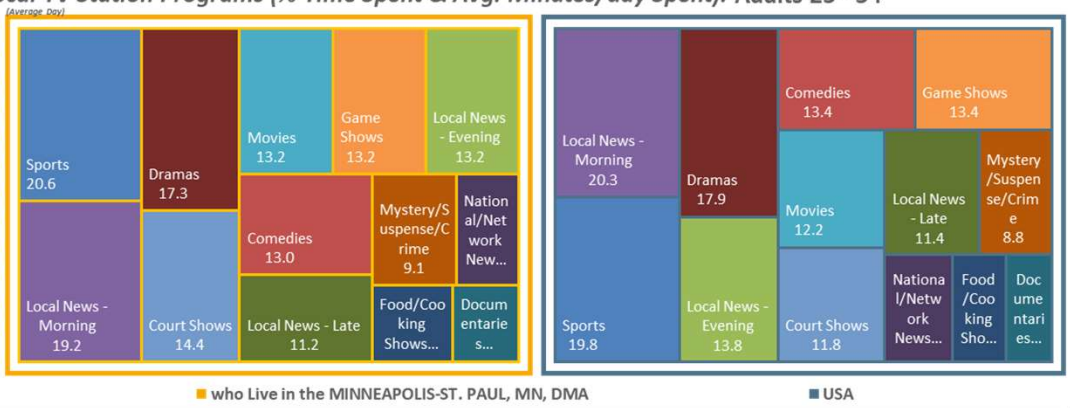


1,014,214 or 53.6% of Adults 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Game Shows, and Movies.

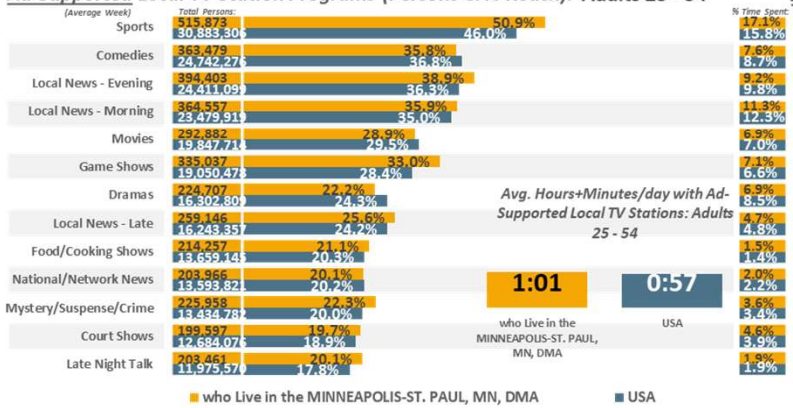
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



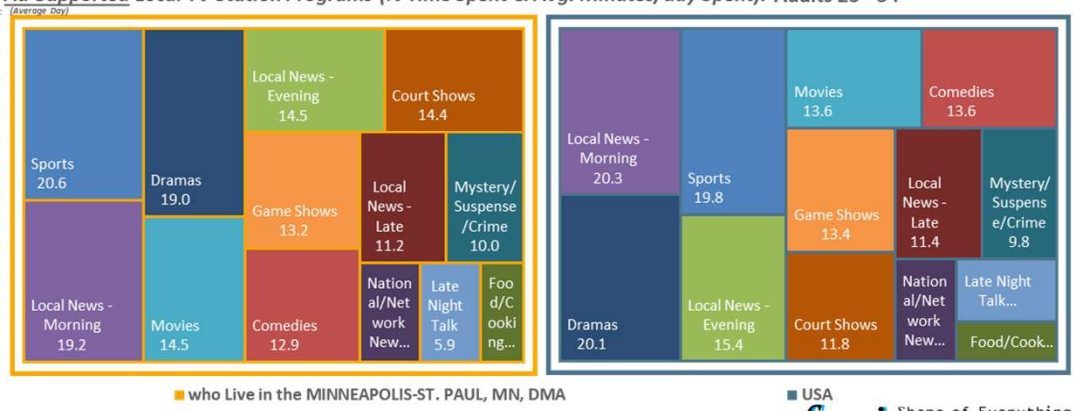
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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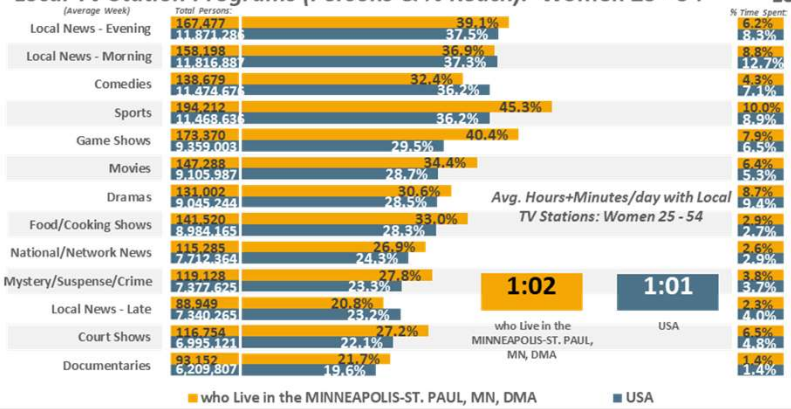
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *24,923*

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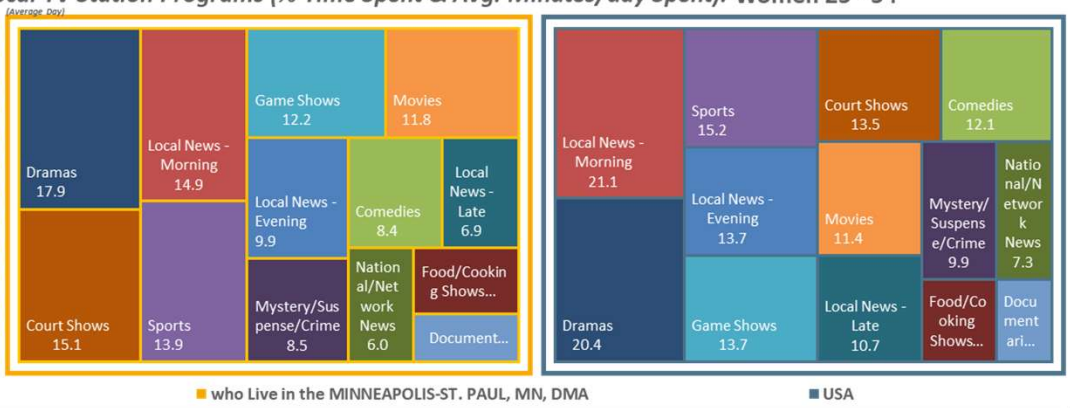


424,965 or 46.% of Women 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Game Shows, Local News - Evening, Local News - Morning, Movies, and Comedies.

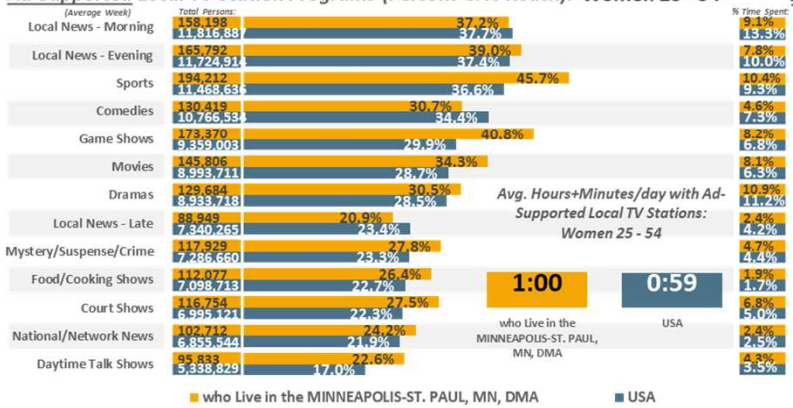
Local TV Station Programs (Persons & % Reach): Women 25 - 54



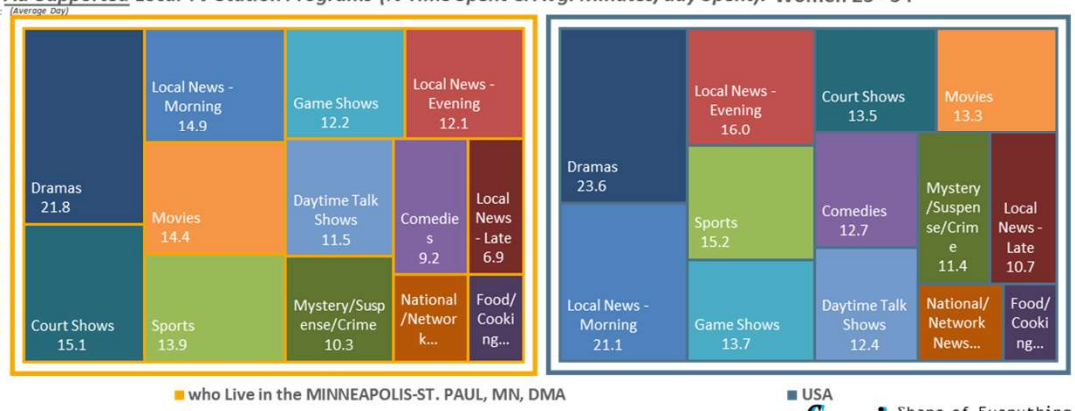
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



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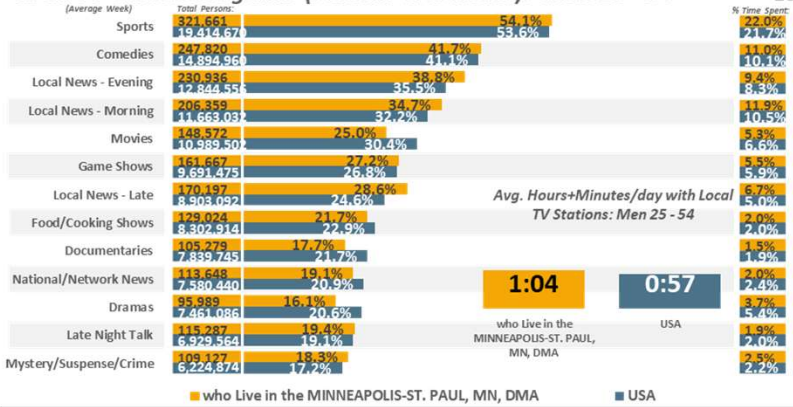
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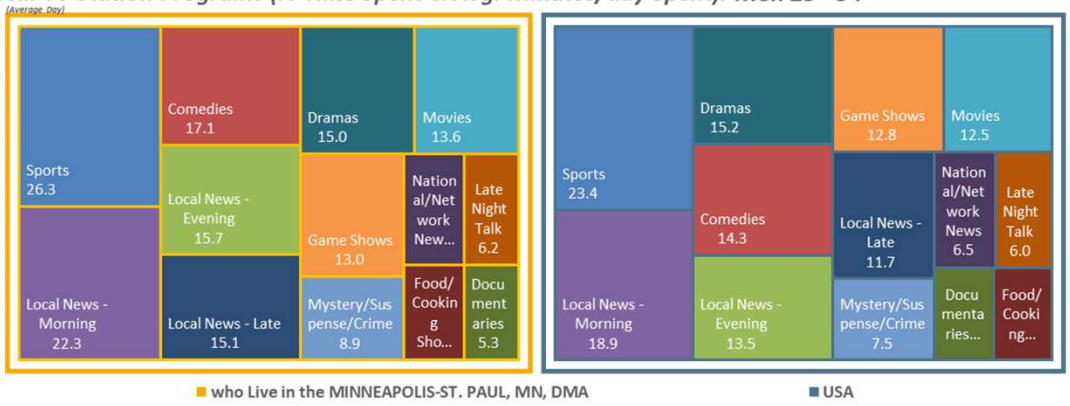


589,208 or 60.8% of Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Local News - Morning, Local News - Late, and Game Shows.

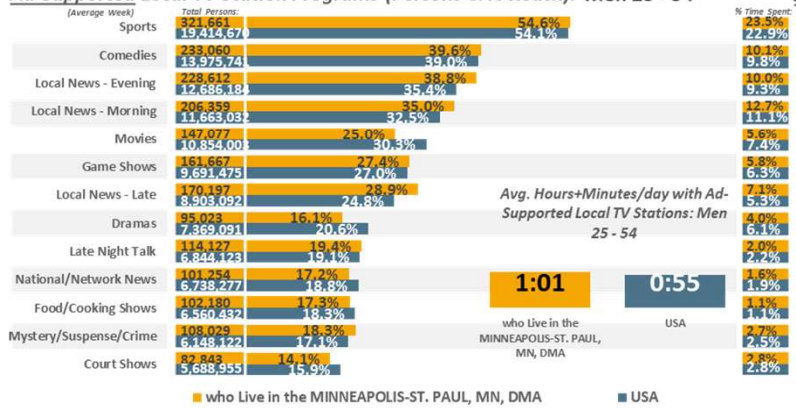
Local TV Station Programs (Persons & % Reach): Men 25 - 54



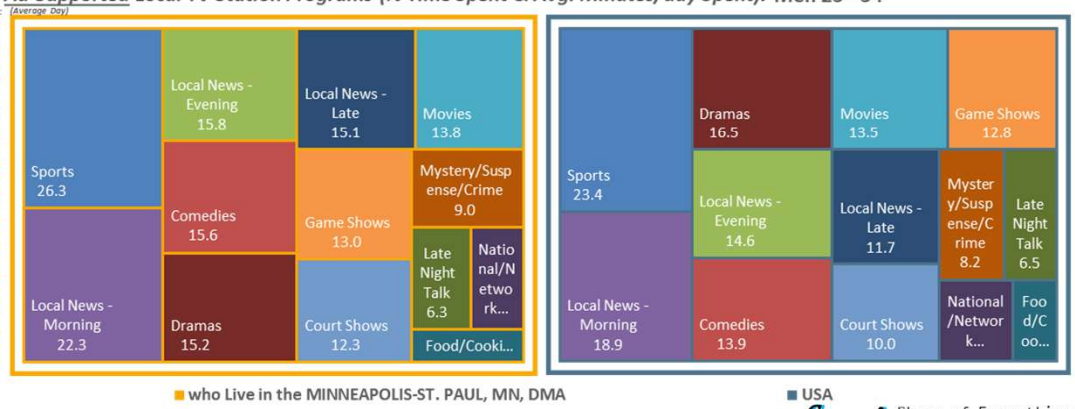
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



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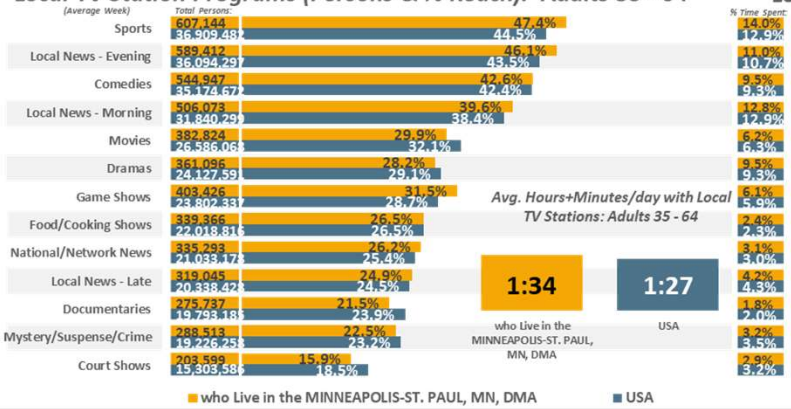
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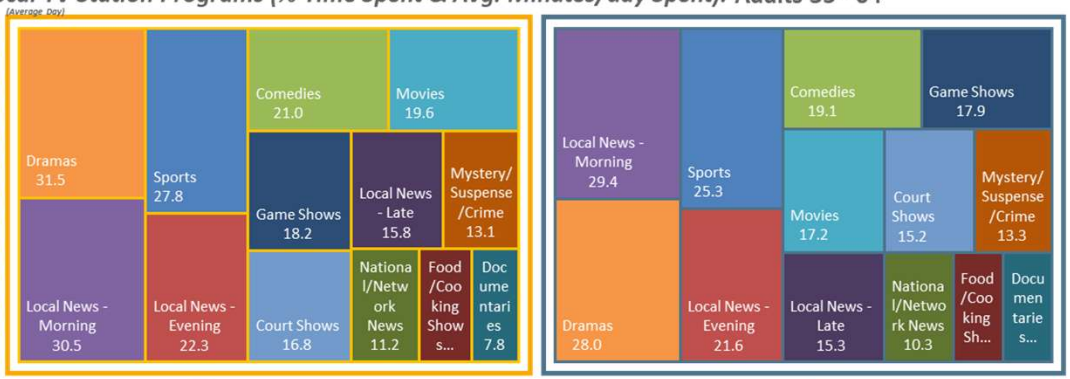


1,265,633 or 67.% of Adults 35 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Game Shows, and Movies.

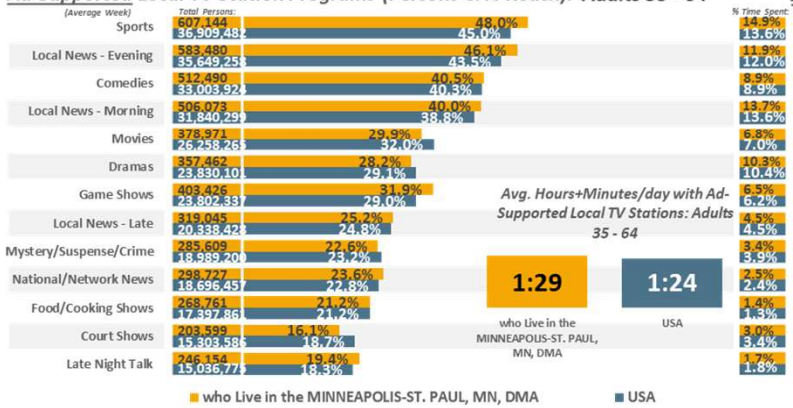
Local TV Station Programs (Persons & % Reach): Adults 35 - 64



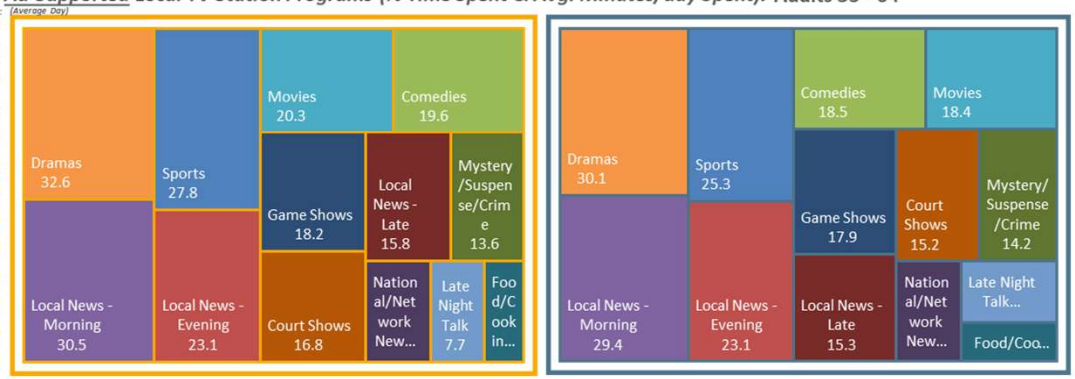
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



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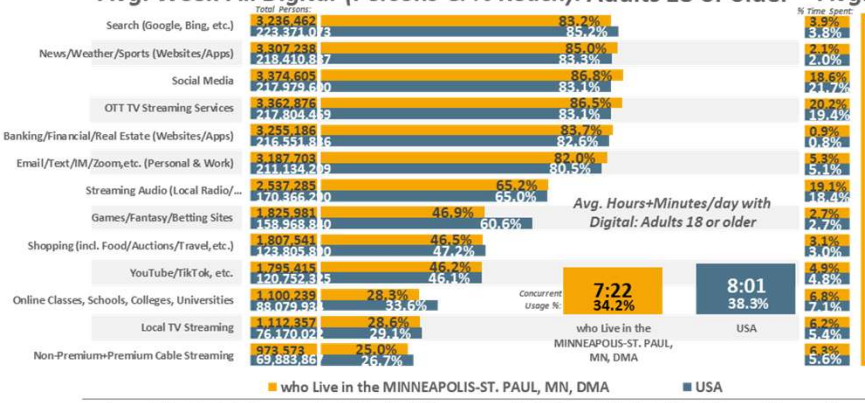
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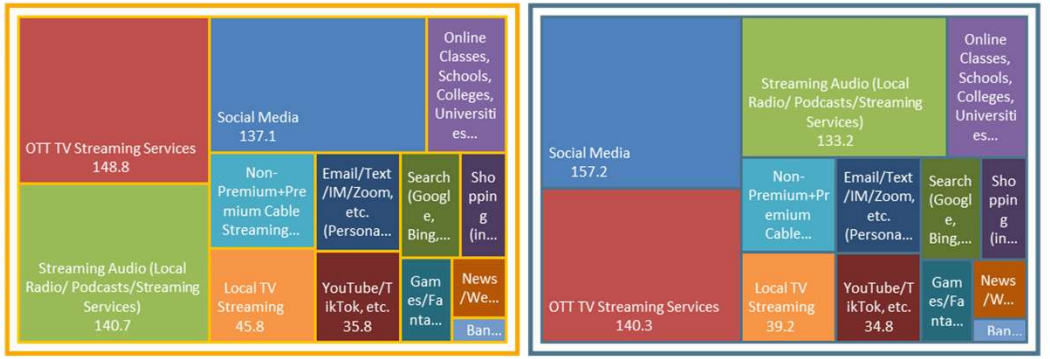
P18+

3,013,266 or 77.5% of Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA use Ad-Supported Social Media for an average of 122.4 minutes every day representing 22.8% of all time spent daily with Ad-Supported Digital Media.

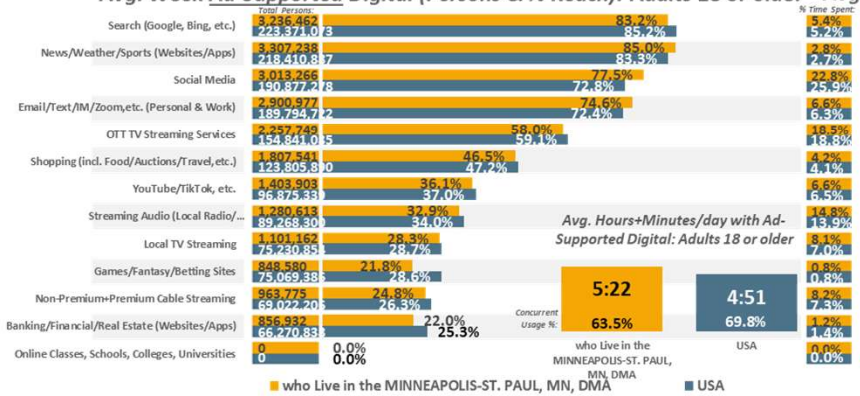
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



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



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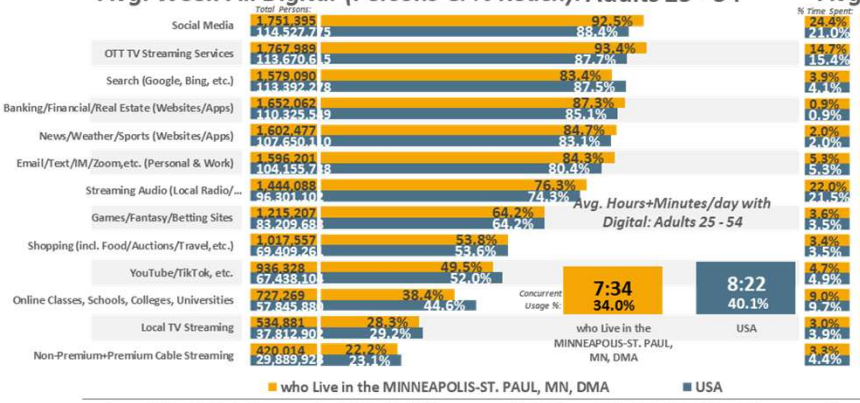
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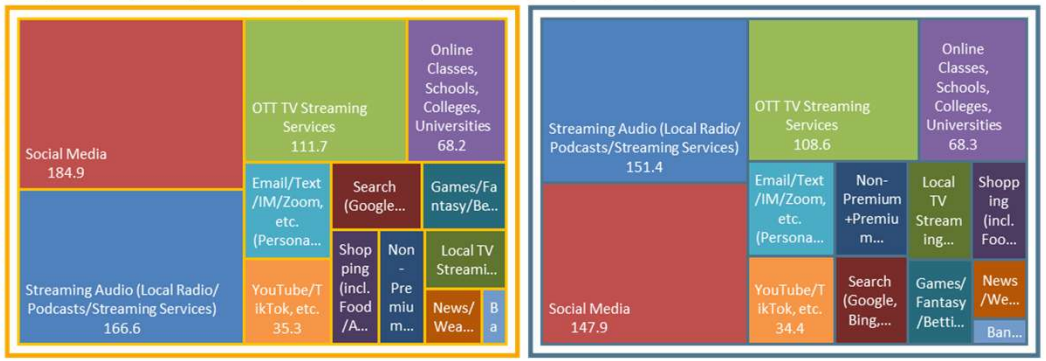
P25-54

1,554,963 or 82.1% of Adults 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA use Ad-Supported Social Media for an average of 170.1 minutes every day representing 32.% of all time spent daily with Ad-Supported Digital Media.

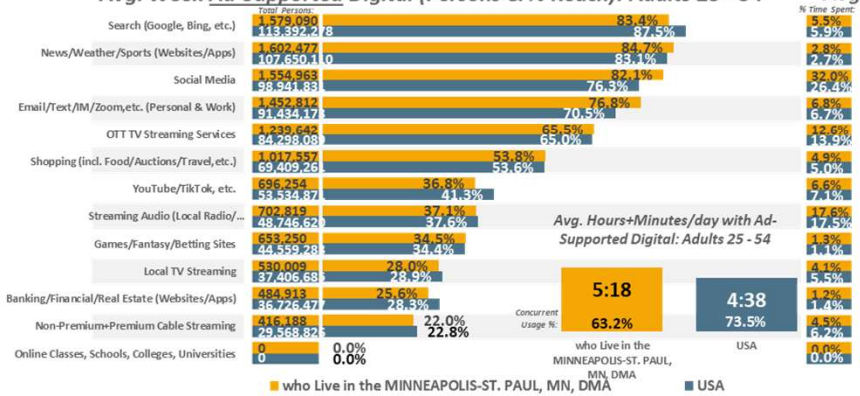
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



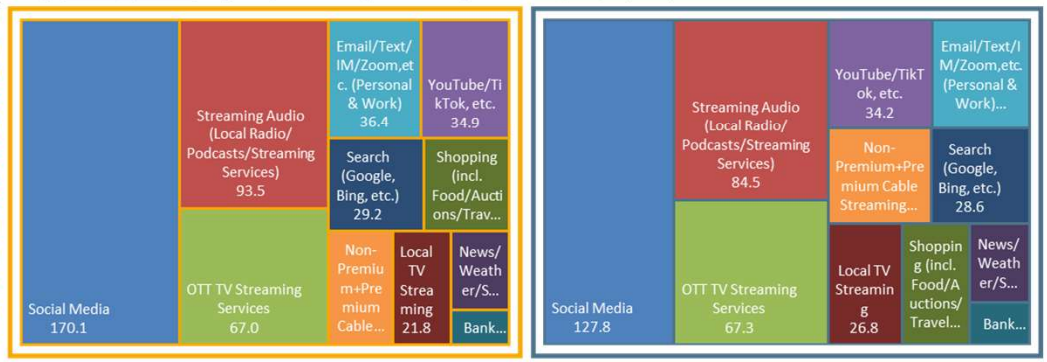
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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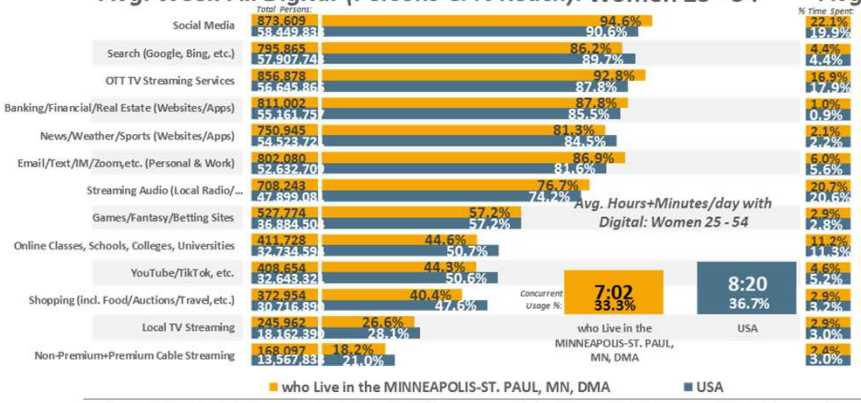
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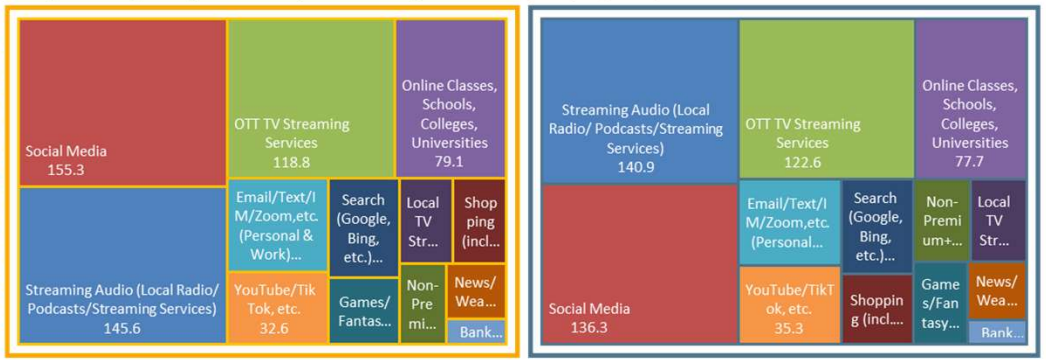


812,453 or 88.% of Women 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA use Ad-Supported Social Media for an average of 142.9 minutes every day representing 30.2% of all time spent daily with Ad-Supported Digital Media.

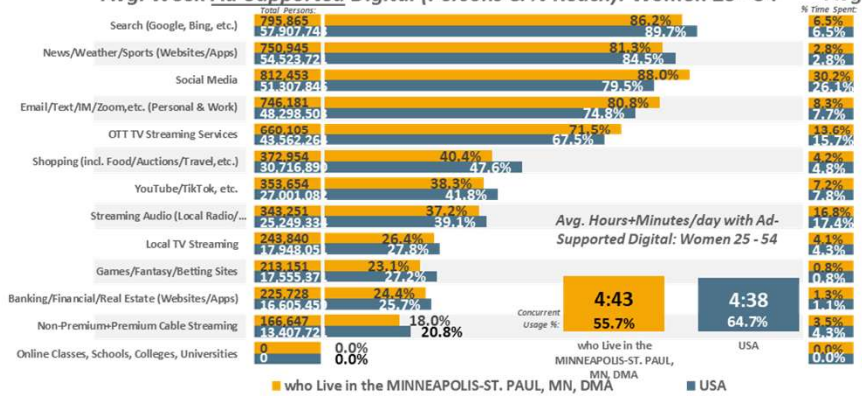
Avg. Week All Digital (Persons & % Reach): Women 25 - 54



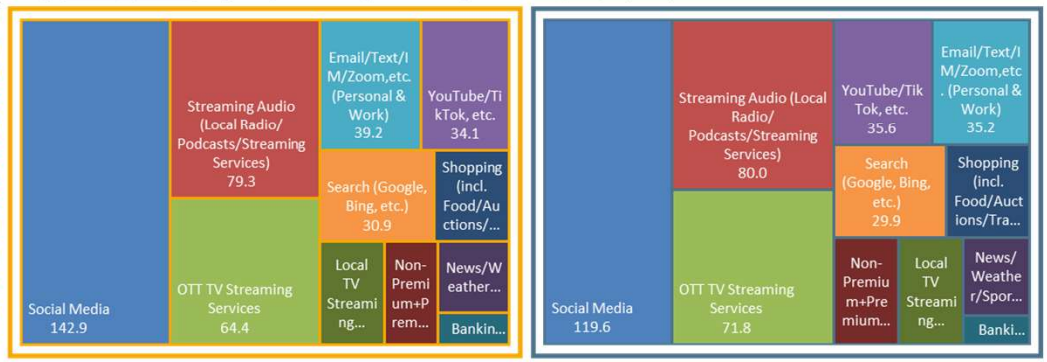
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



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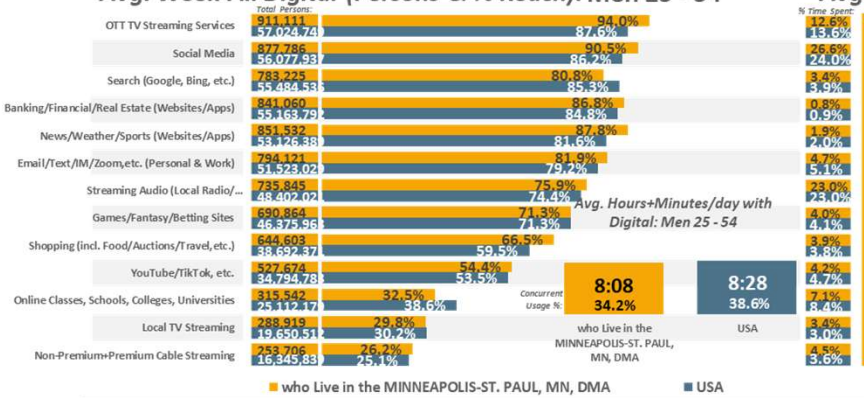
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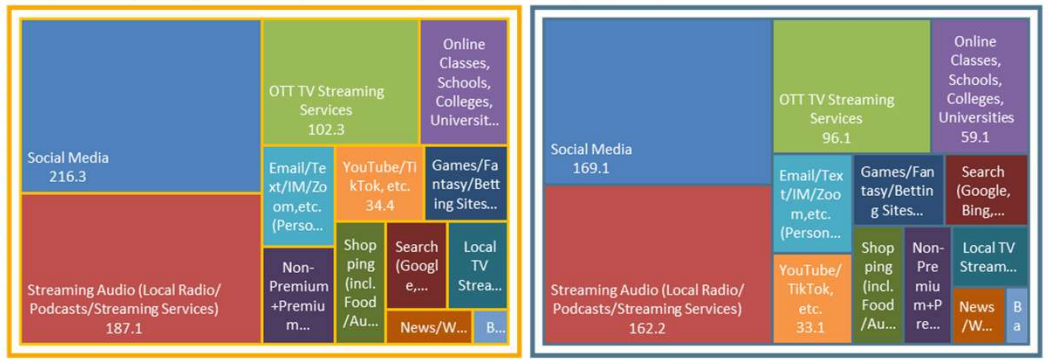


742,510 or 76.6% of Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA use Ad-Supported Social Media for an average of 199. minutes every day representing 33.5% of all time spent daily with Ad-Supported Digital Media.

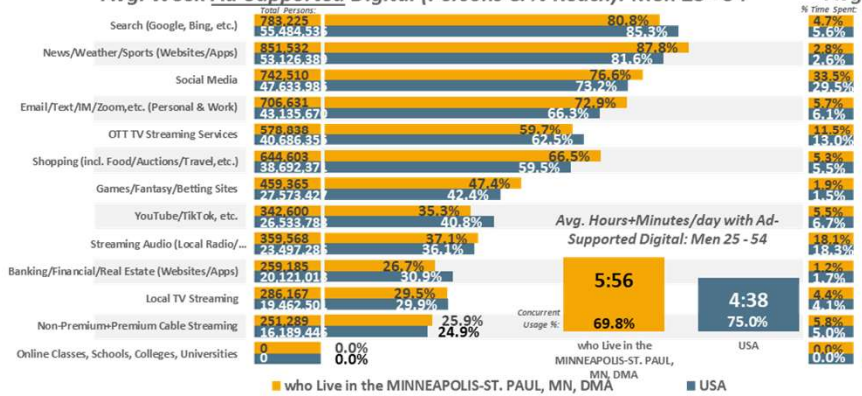
Avg. Week All Digital (Persons & % Reach): Men 25 - 54



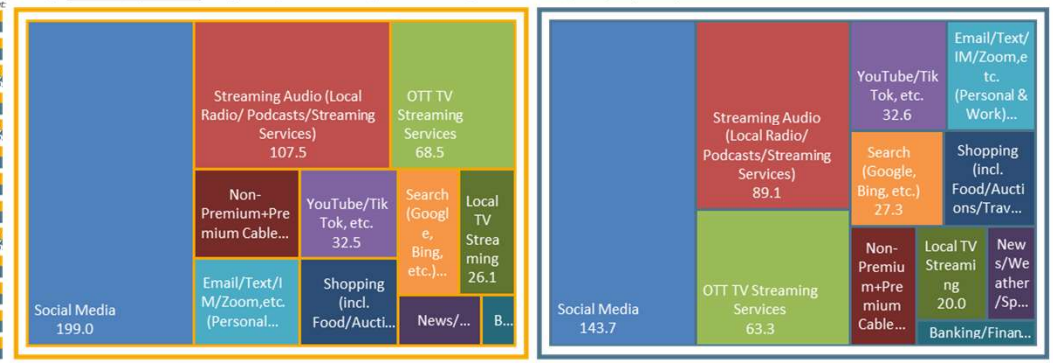
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



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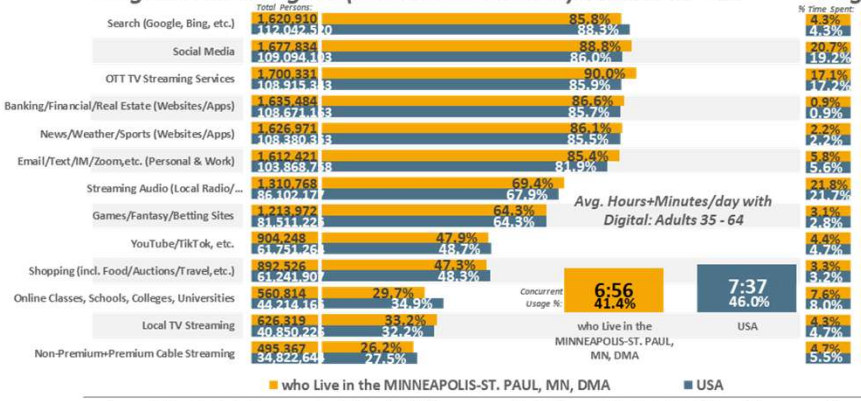
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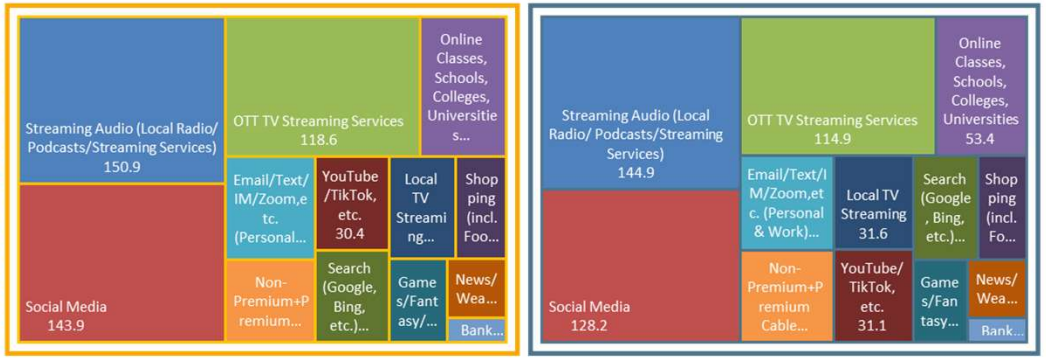


1,510,622 or 80.% of Adults 35 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA use Ad-Supported Social Media for an average of 132.4 minutes every day representing 26.5% of all time spent daily with Ad-Supported Digital Media.

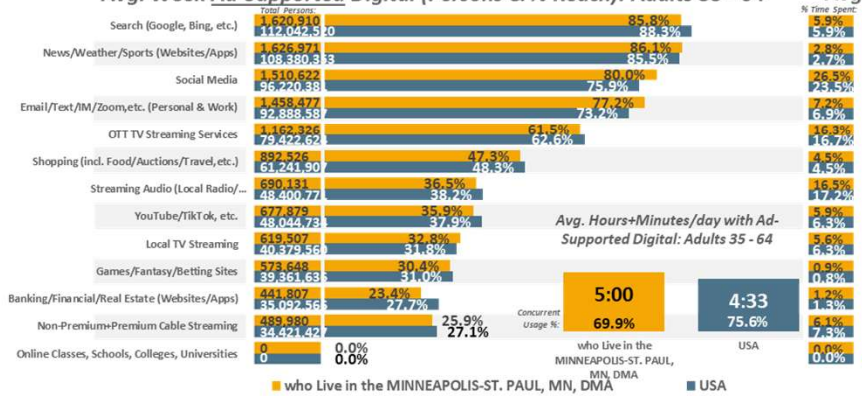
Avg. Week All Digital (Persons & % Reach): Adults 35 - 64



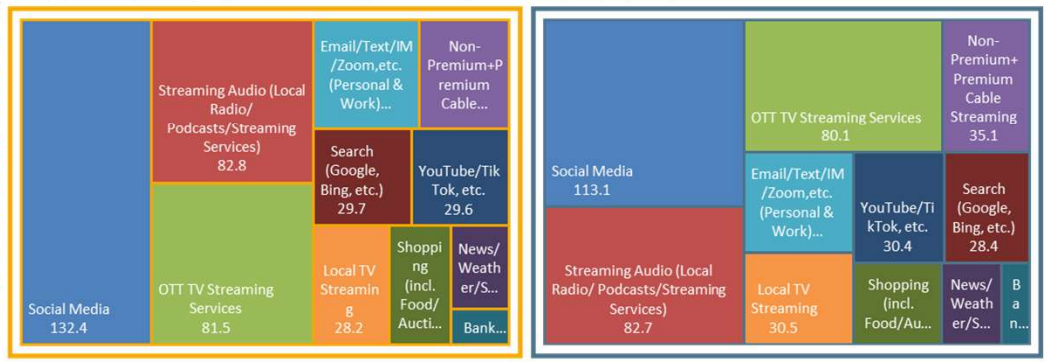
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



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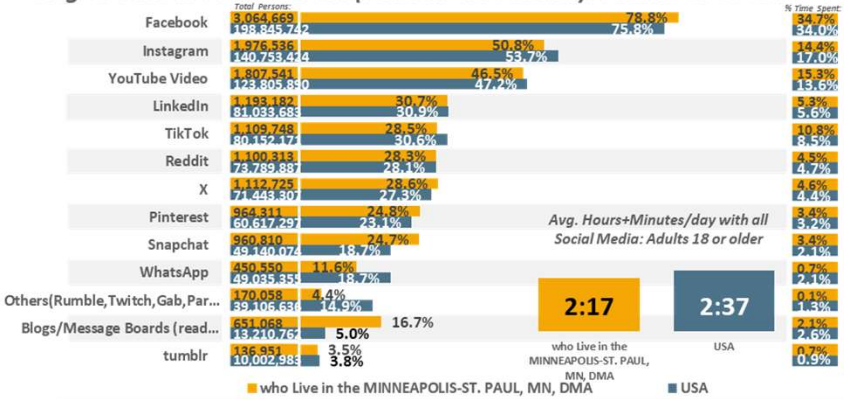
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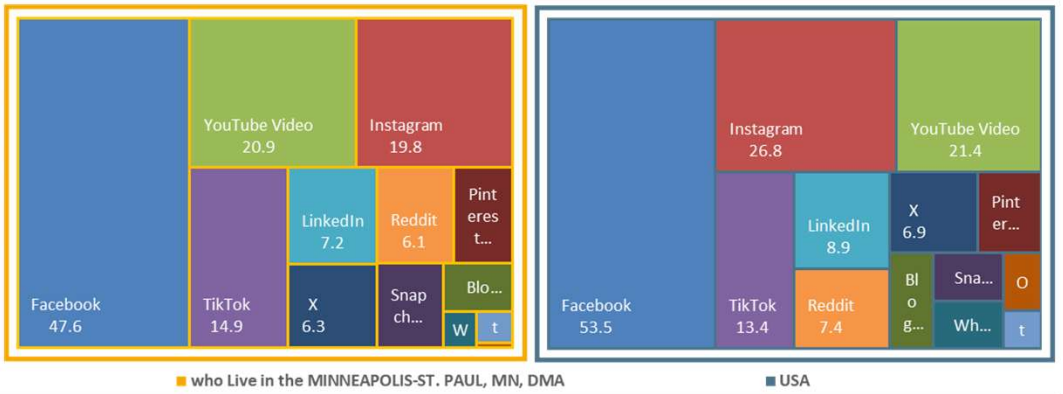
P18+

3,013,266 or 77.5% of Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA use Ad-Supported Facebook for an average of 43. minutes every day representing 35.1% of all time spent daily with Ad-Supported Social Media.

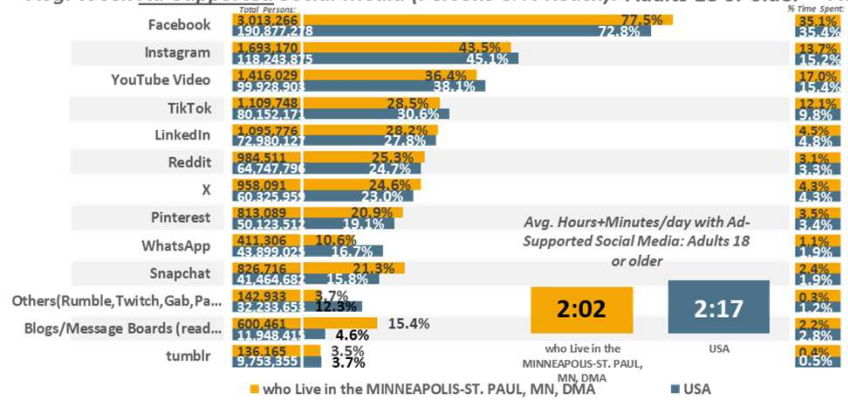
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



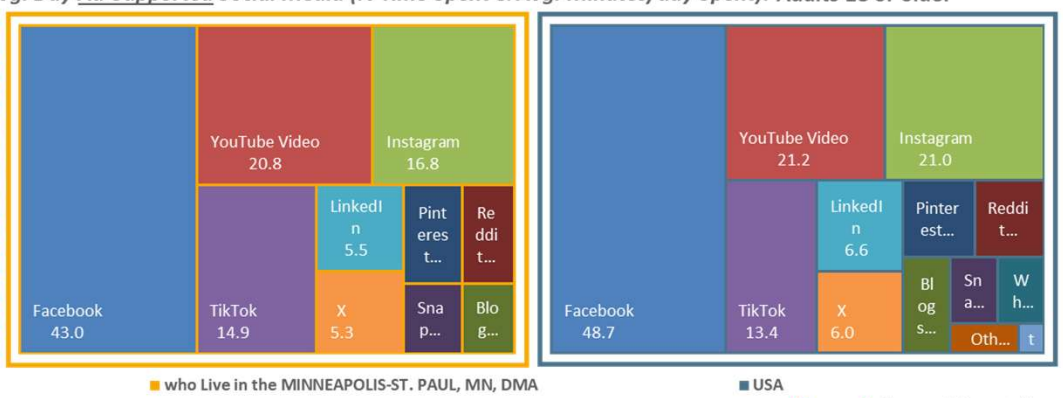
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA DMA Projection Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081

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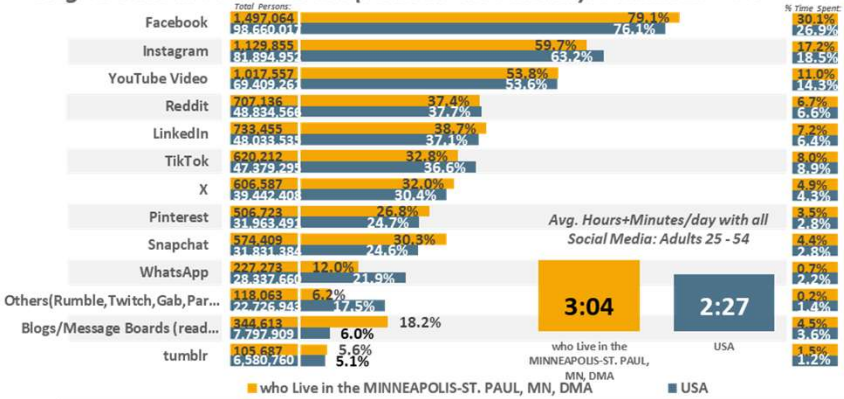
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 24,923

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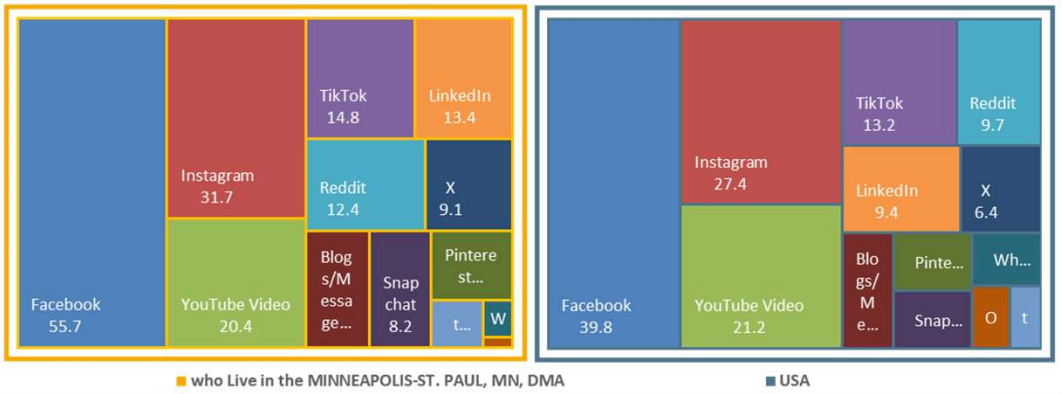


1,497,064 or 79.1% of Adults 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA use Ad-Supported Facebook for an average of 56.8 minutes every day representing 34.6% of all time spent daily with Ad-Supported Social Media.

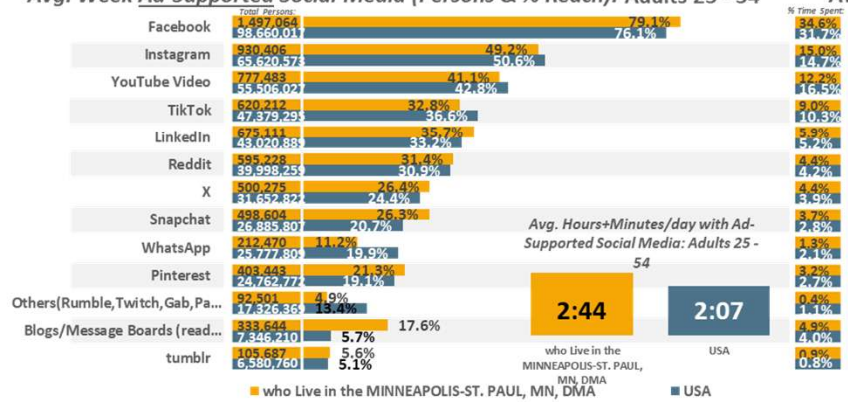
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



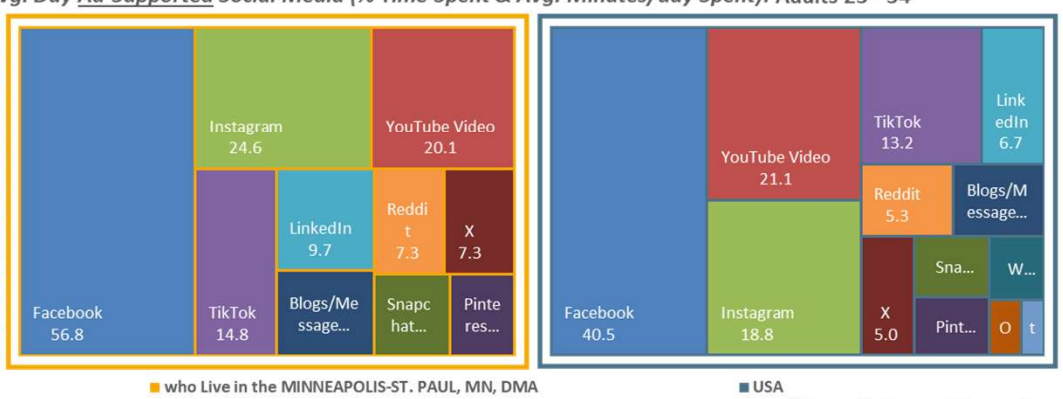
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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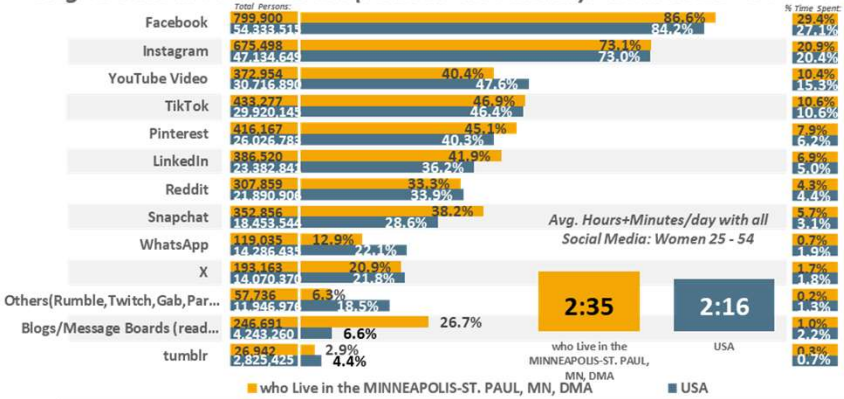
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 24,923

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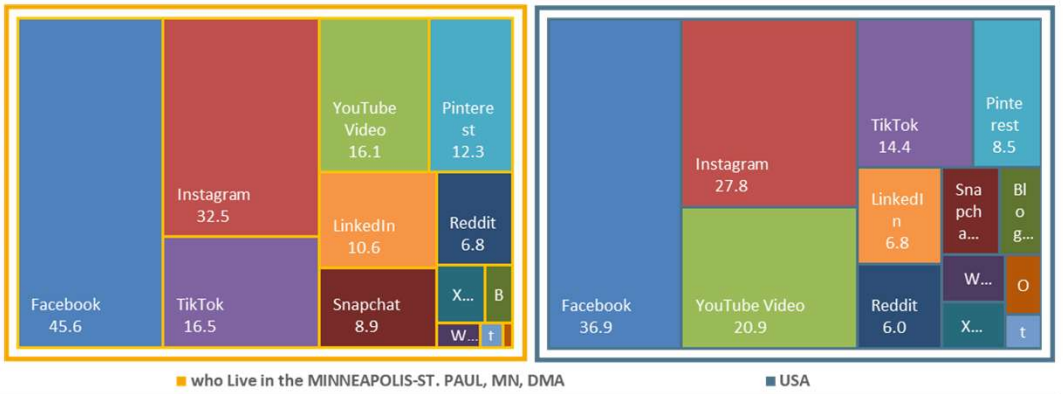


799,900 or 86.6% of Women 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA use Ad-Supported Facebook for an average of 46.9 minutes every day representing 32.5% of all time spent daily with Ad-Supported Social Media.

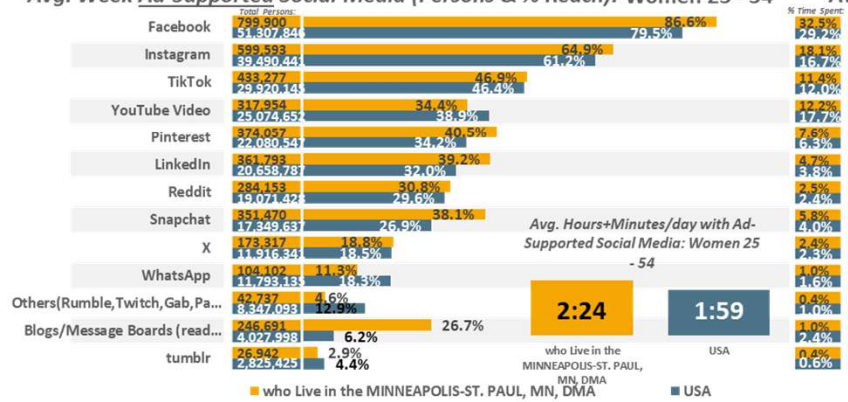
Avg. Week All Social Media (Persons & % Reach): Women 25 - 54



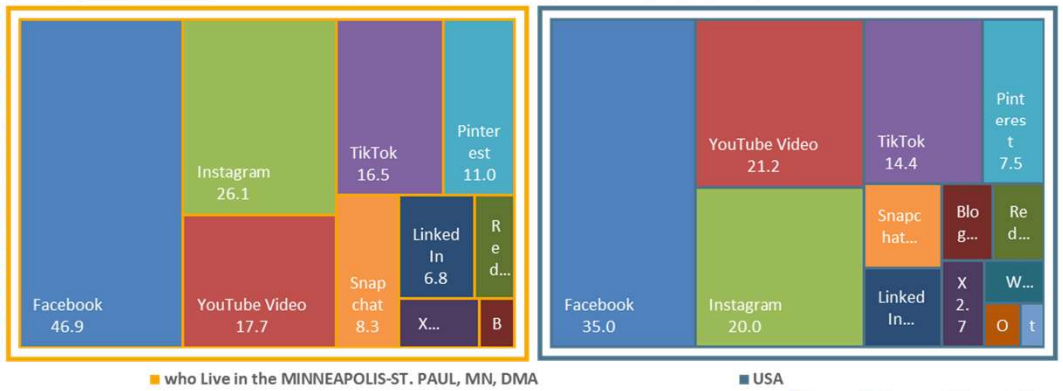
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



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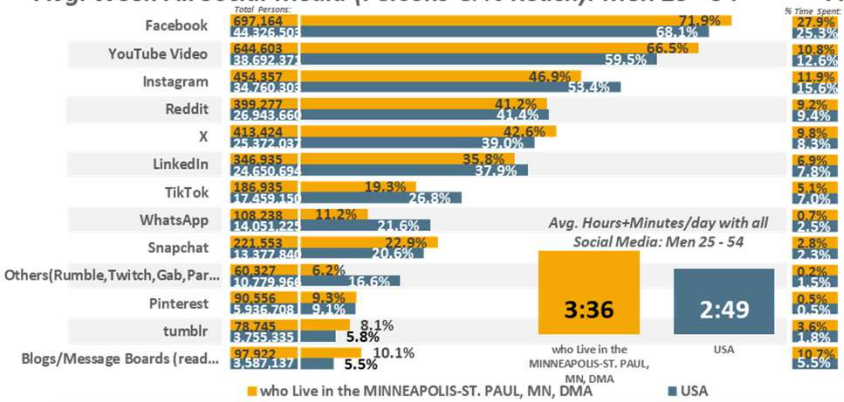
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 24,923

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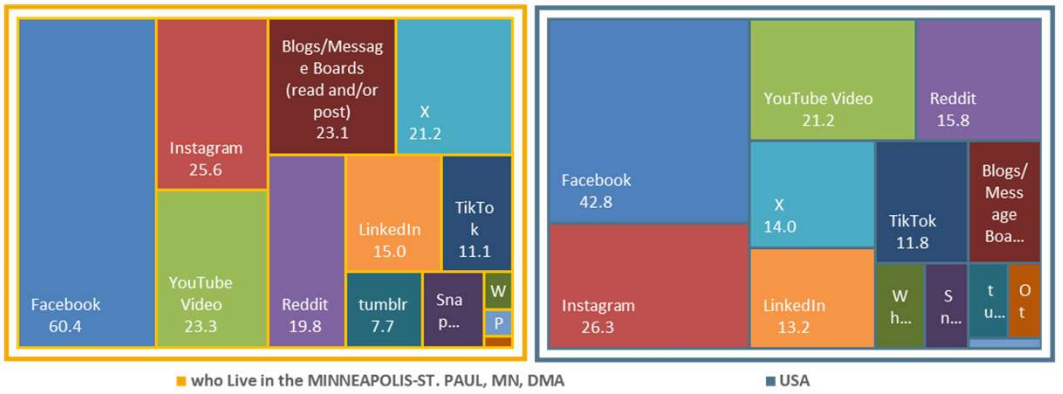


697,164 or 71.9% of Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA use Ad-Supported Facebook for an average of 60.5 minutes every day representing 33.1% of all time spent daily with Ad-Supported Social Media.

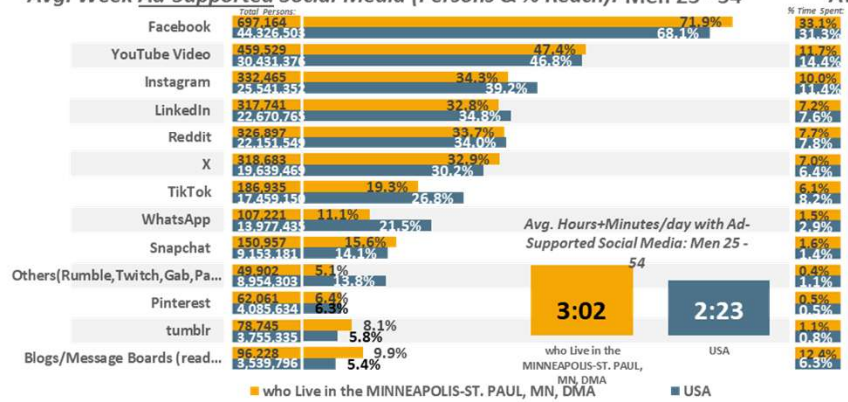
Avg. Week All Social Media (Persons & % Reach): Men 25 - 54



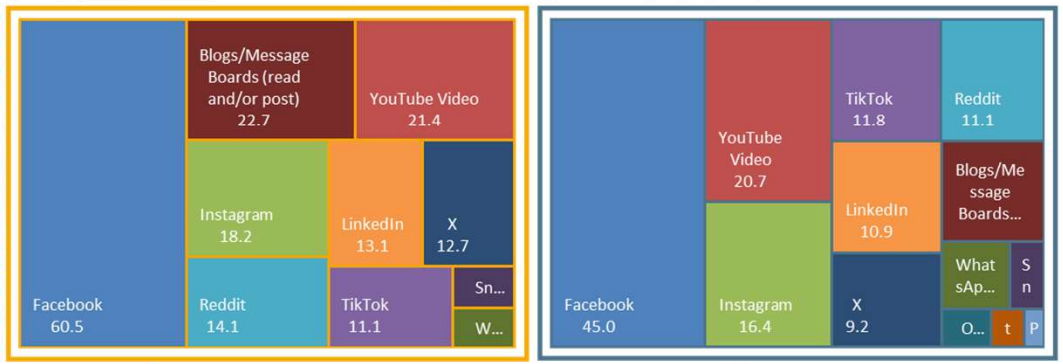
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



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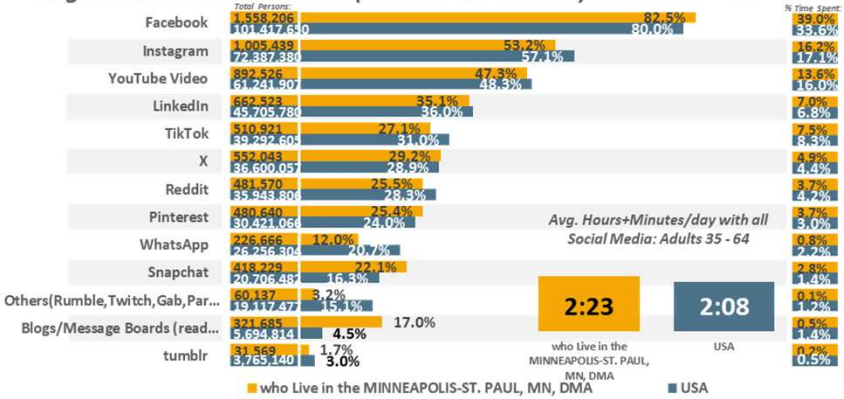
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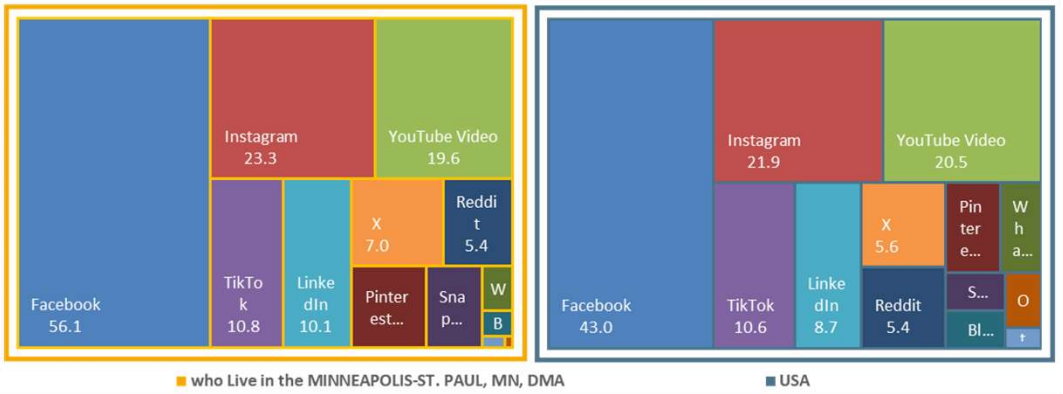


1,510,622 or 80.% of Adults 35 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA use Ad-Supported Facebook for an average of 50.1 minutes every day representing 38.7% of all time spent daily with Ad-Supported Social Media.

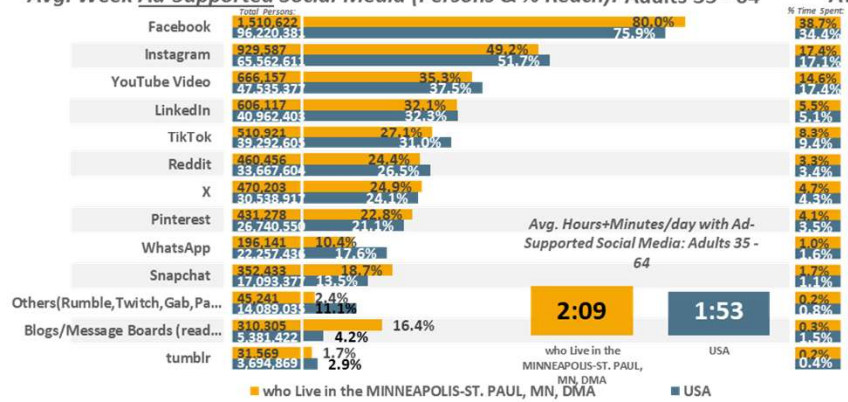
Avg. Week All Social Media (Persons & % Reach): Adults 35 - 64



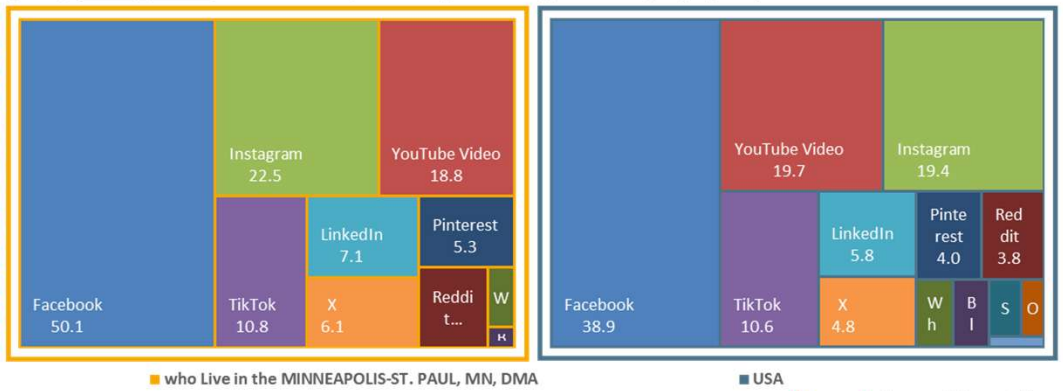
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



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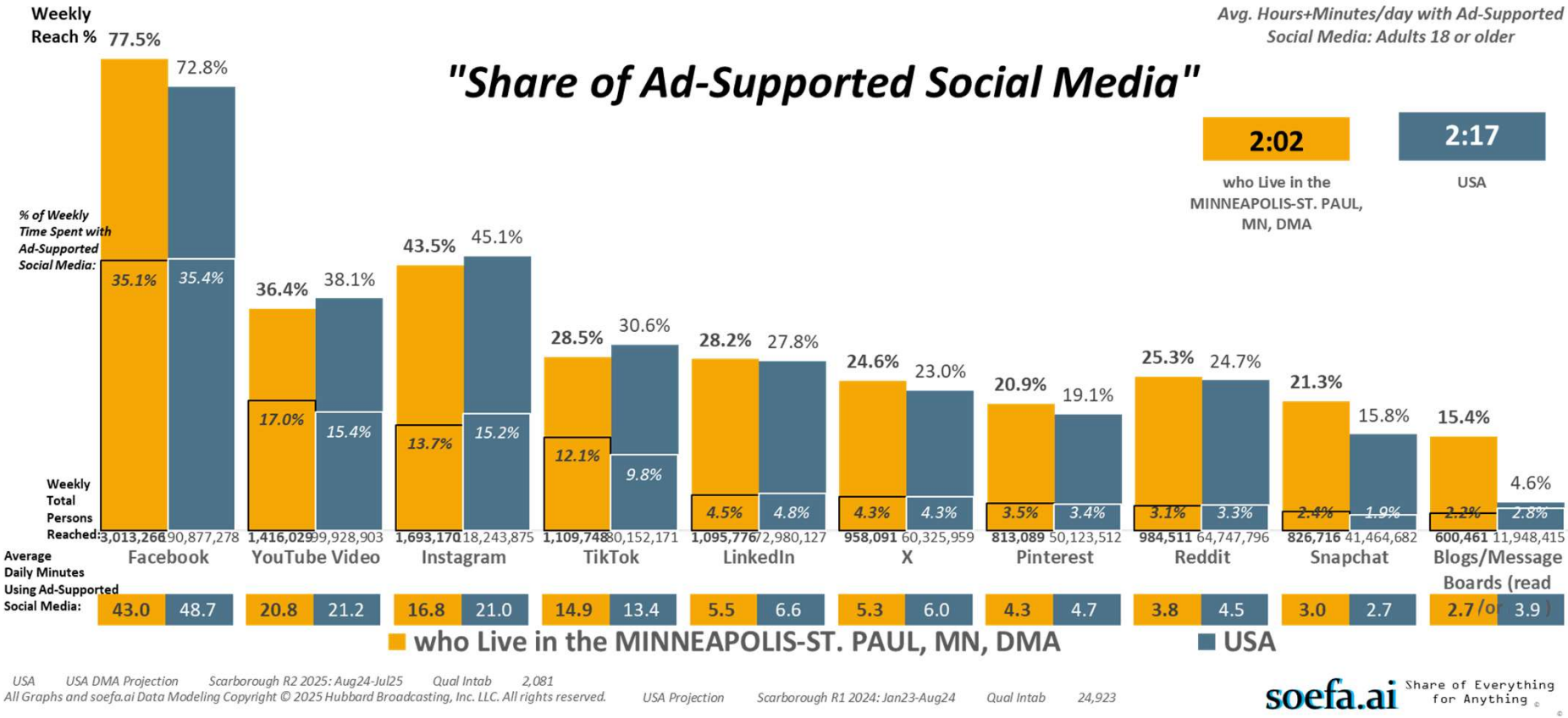
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P18+

3,013,266 or 77.5% of Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA use Ad-Supported Facebook for an average of 43. minutes every day representing 35.1% of all time spent daily with Ad-Supported Social Media.



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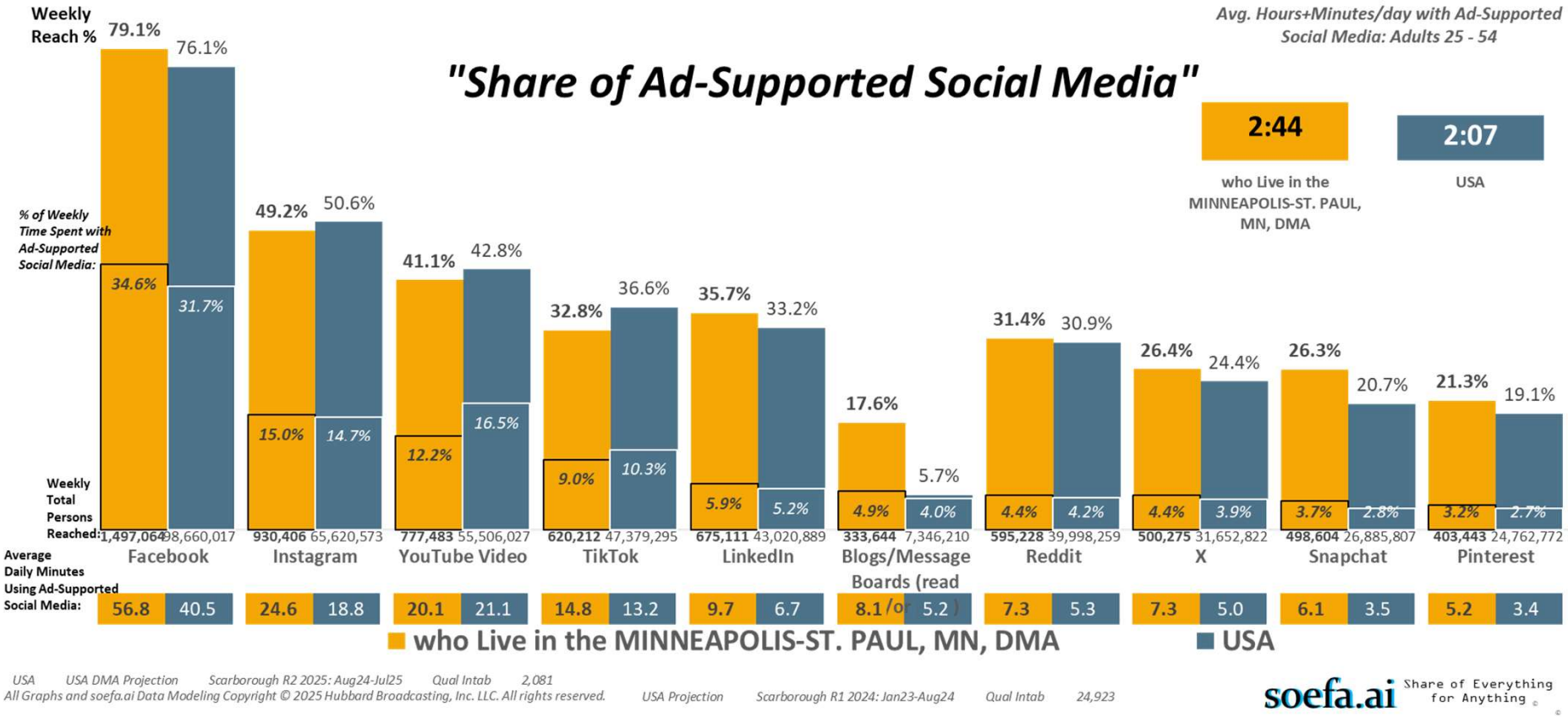
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P25-54

1,497,064 or 79.1% of Adults 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA use Ad-Supported Facebook for an average of 56.8 minutes every day representing 34.6% of all time spent daily with Ad-Supported Social Media.



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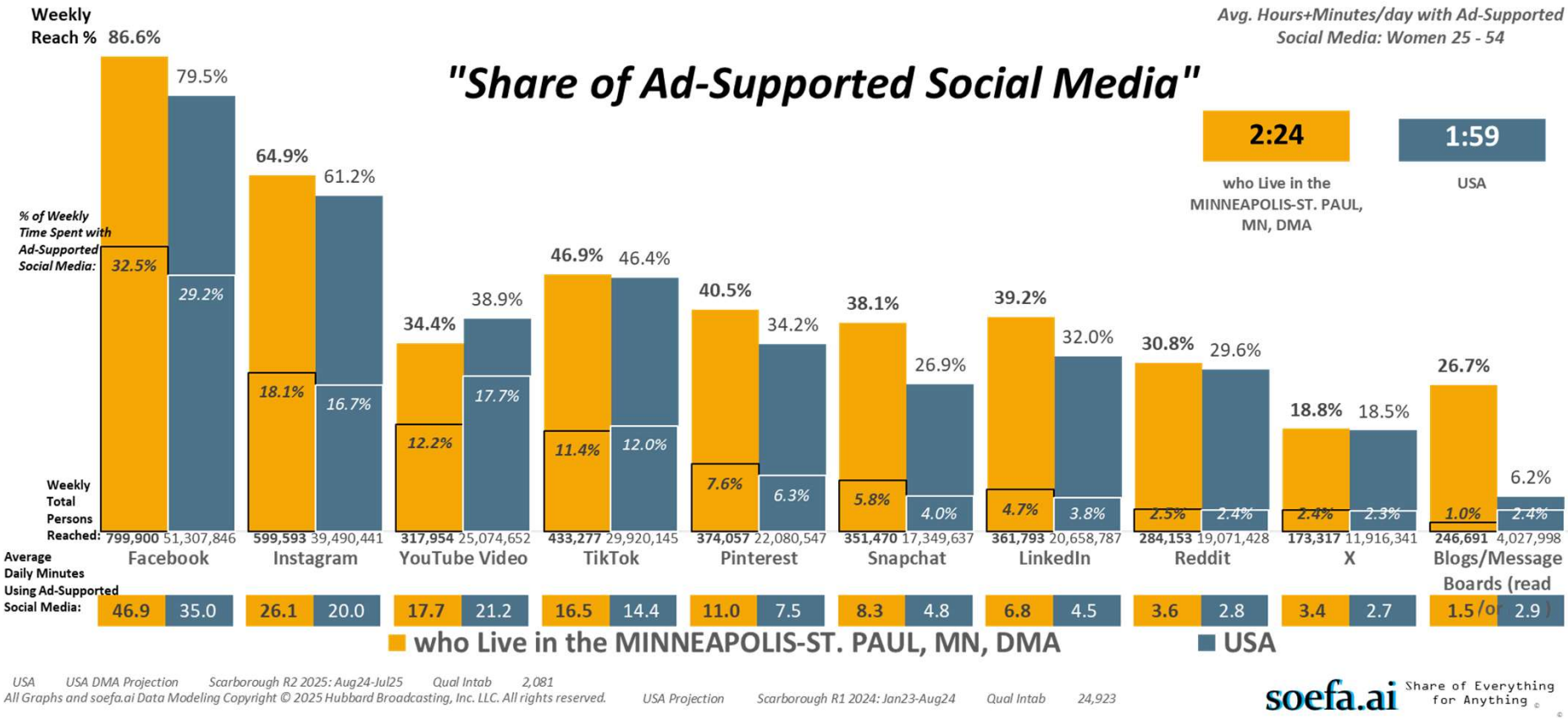
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799,900 or 86.6% of Women 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA use Ad-Supported Facebook for an average of 46.9 minutes every day representing 32.5% of all time spent daily with Ad-Supported Social Media.



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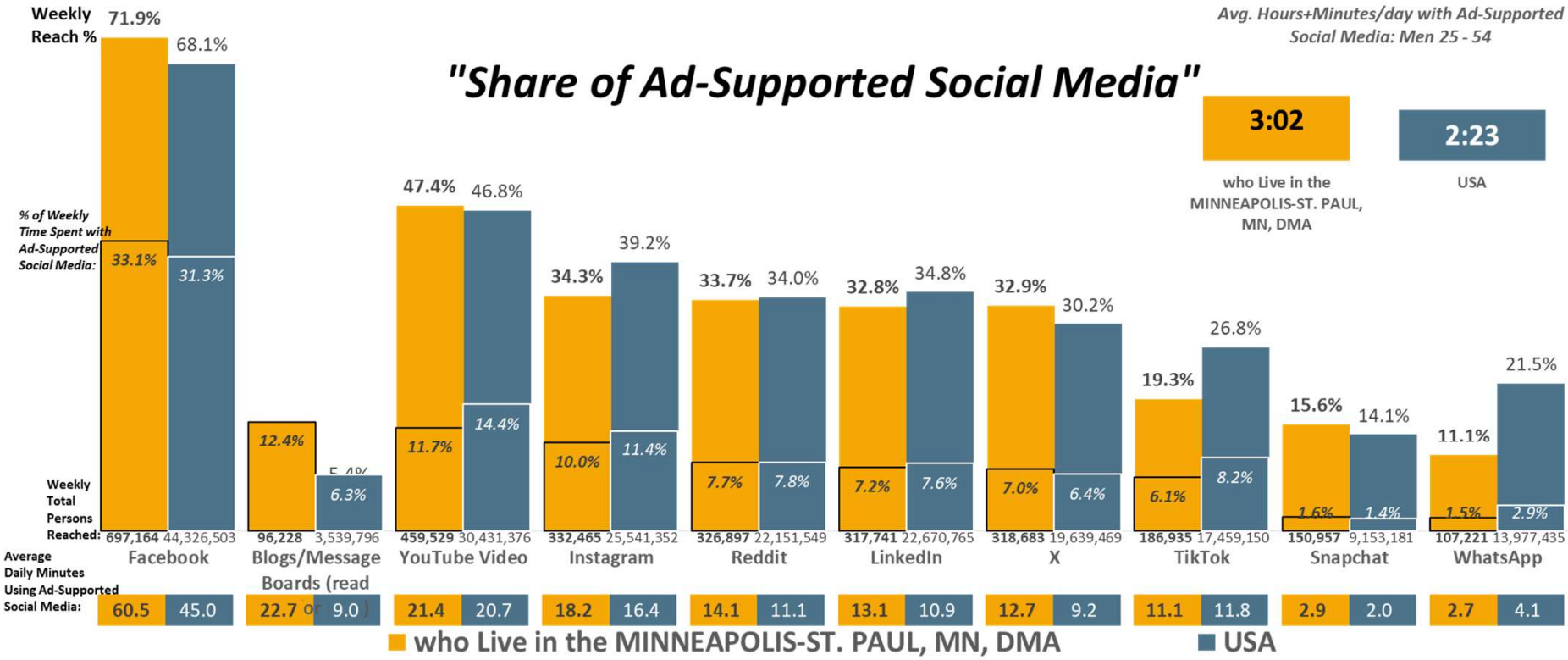
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M25-54

697,164 or 71.9% of Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA use Ad-Supported Facebook for an average of 60.5 minutes every day representing 33.1% of all time spent daily with Ad-Supported Social Media.



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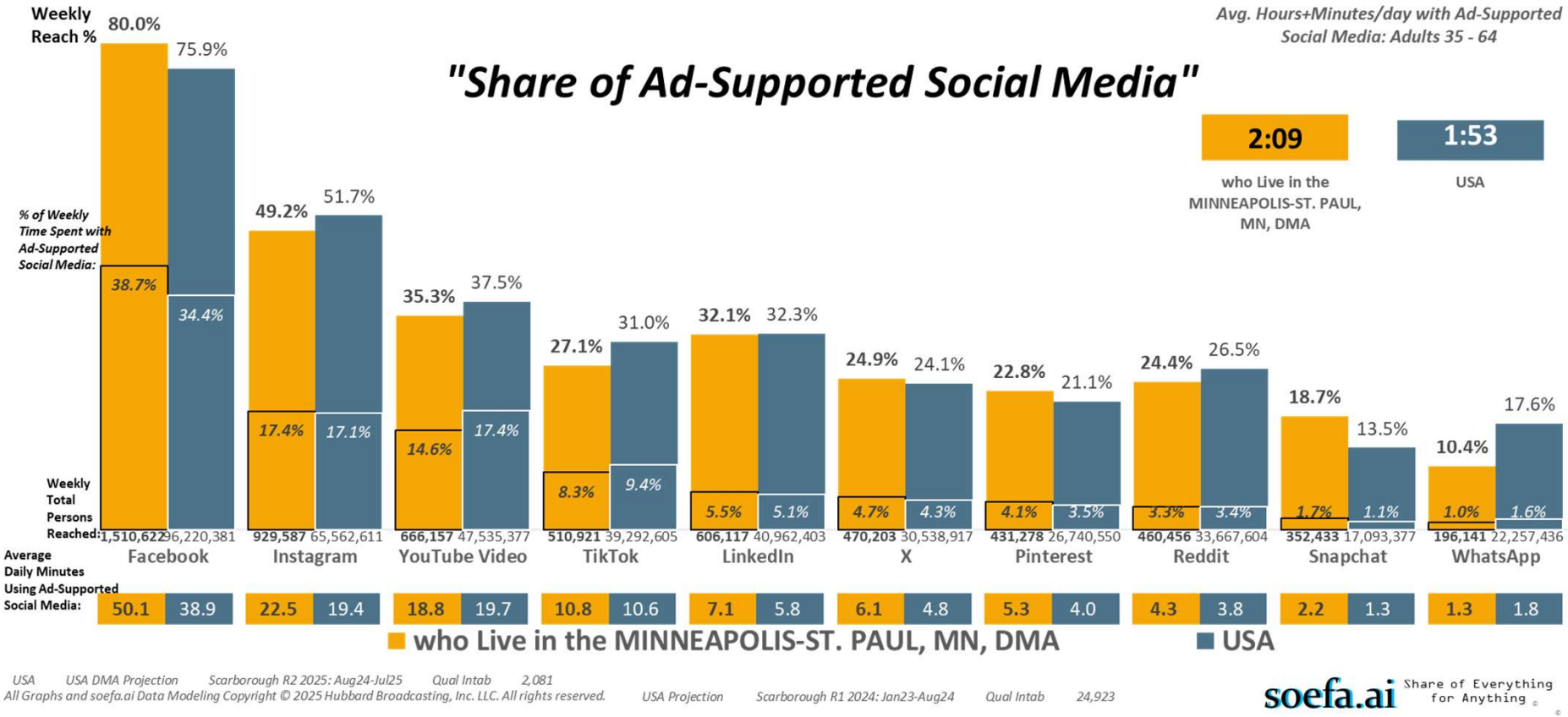
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P35-64

1,510,622 or 80.% of Adults 35 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA use Ad-Supported Facebook for an average of 50.1 minutes every day representing 38.7% of all time spent daily with Ad-Supported Social Media.



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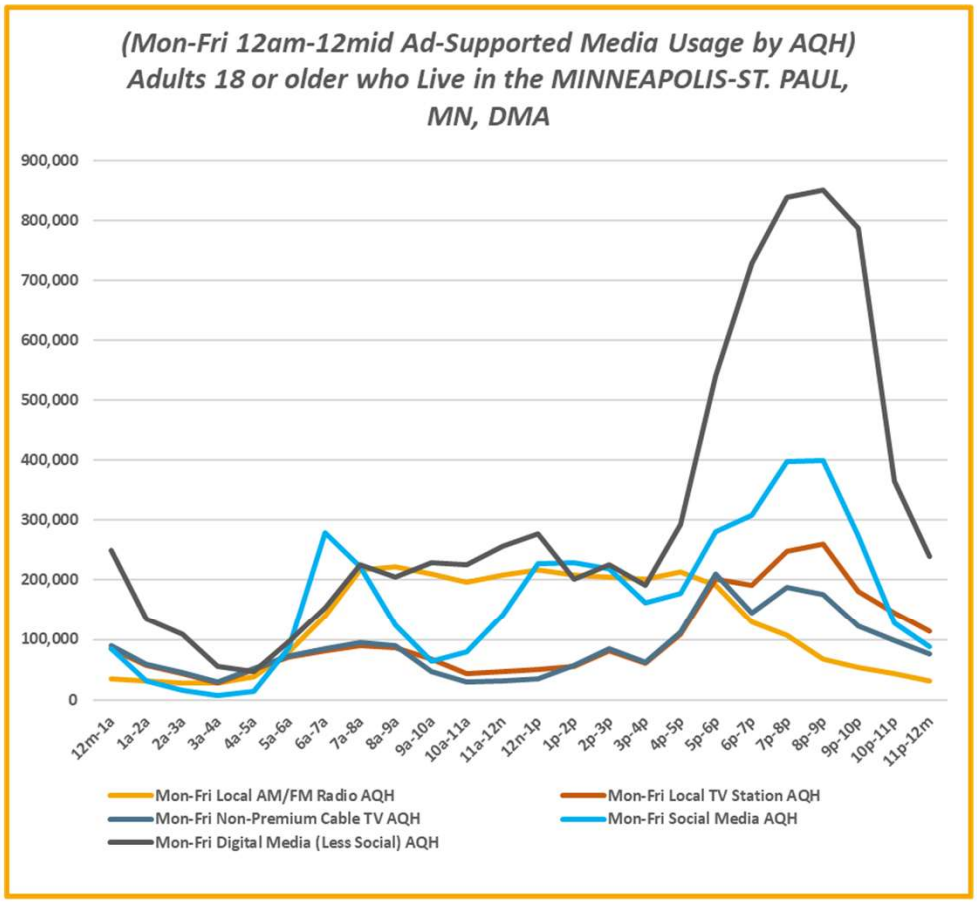
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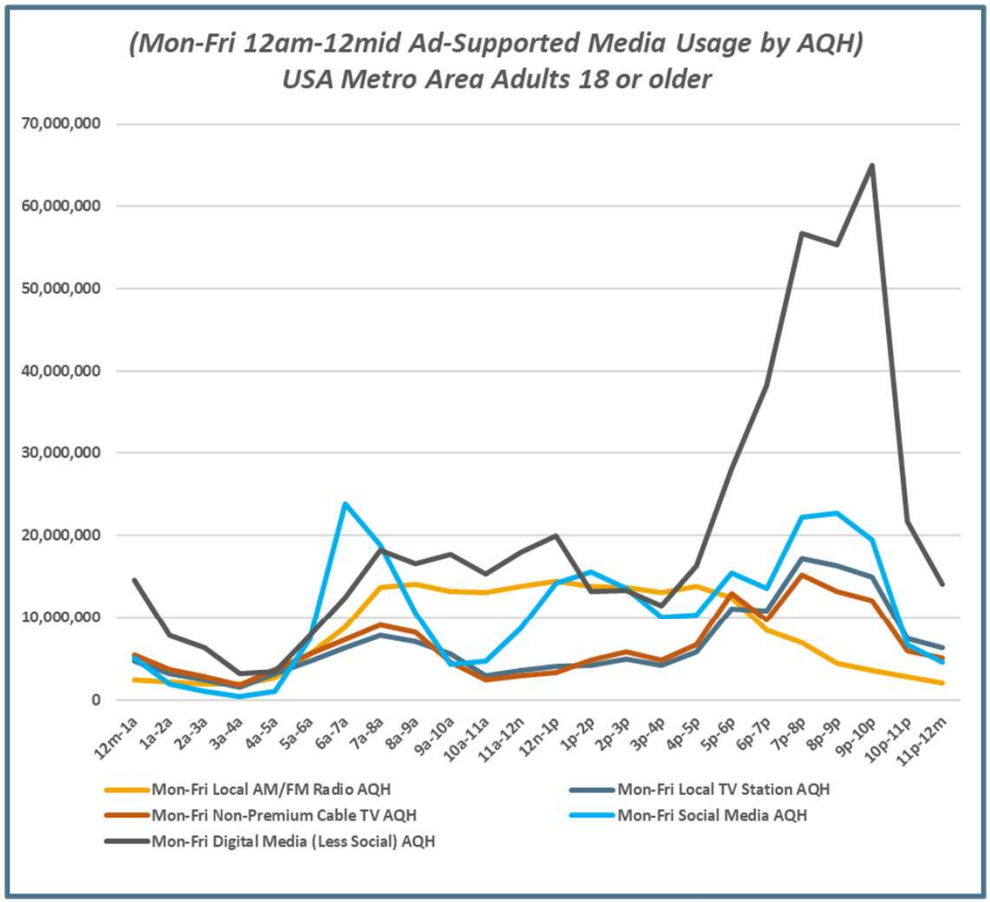
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P18+

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 289,145; Local Radio: 196,791; Social Media: 193,346; Local TV: 89,245; Non-Prem. Cable: 83,068 reaching Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.





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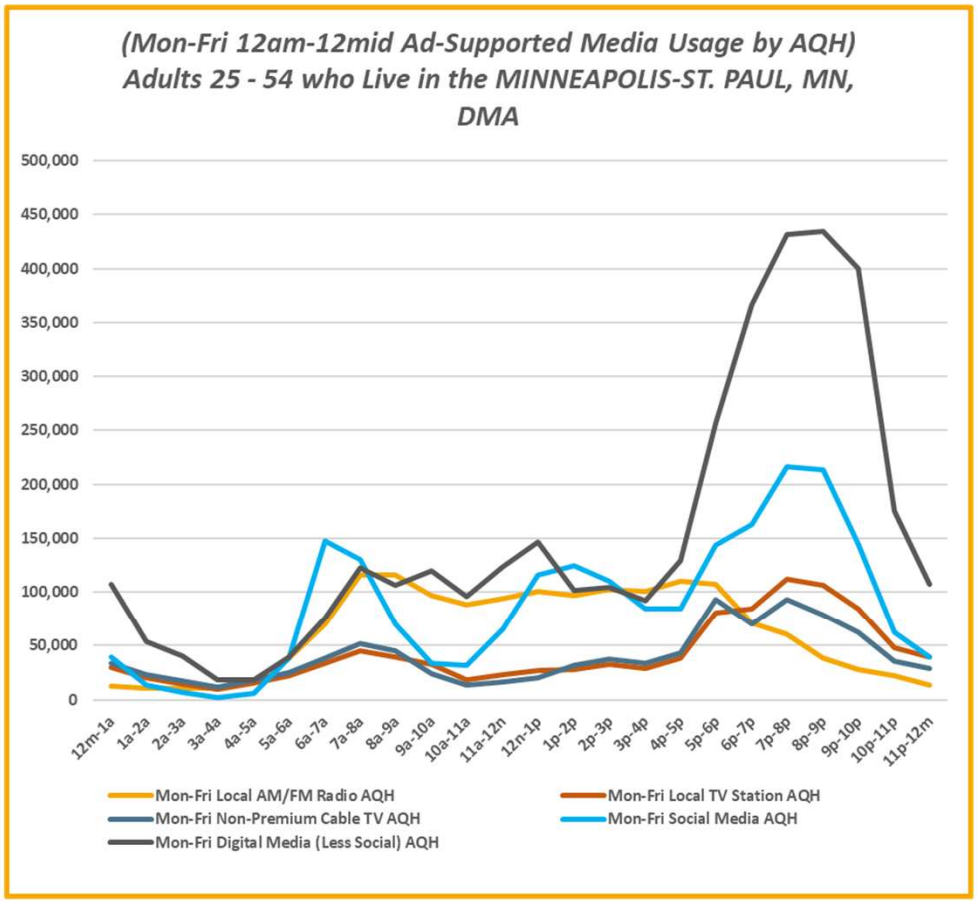
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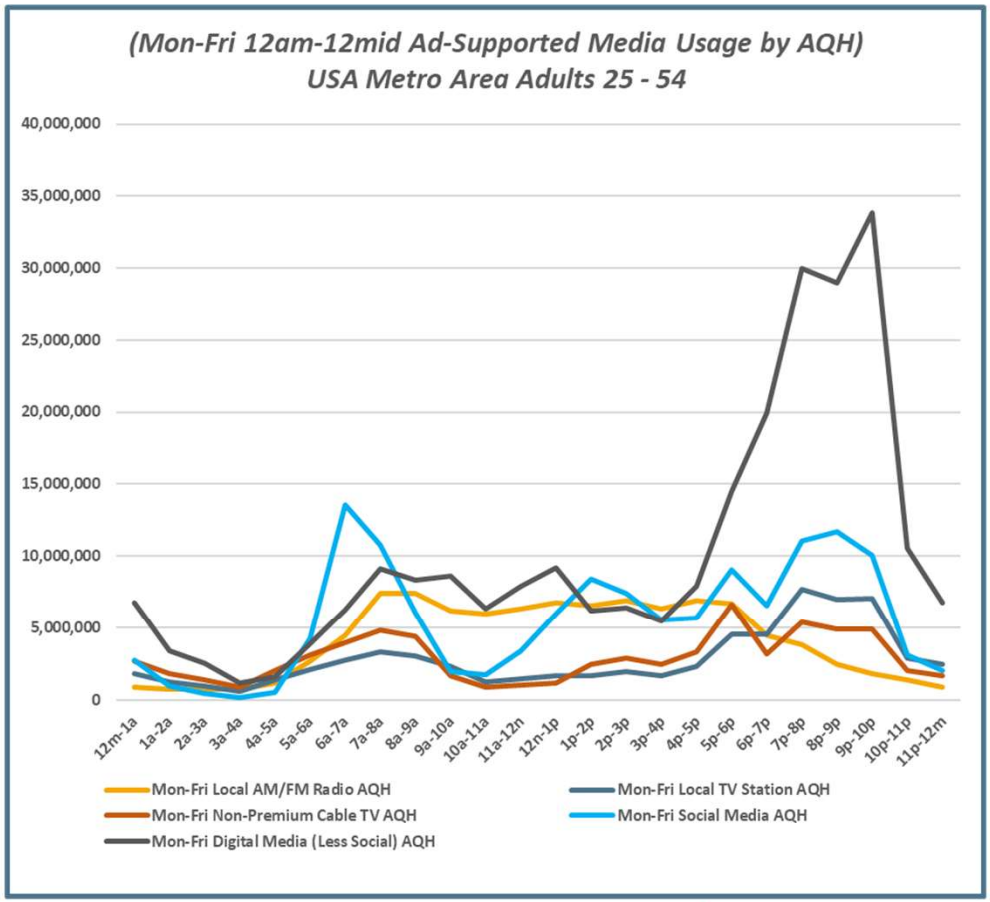
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P25-54

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 141,637; Social Media: 100,126; Local Radio: 97,532; Non-Prem. Cable: 39,887; Local TV: 39,393 reaching Adults 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.





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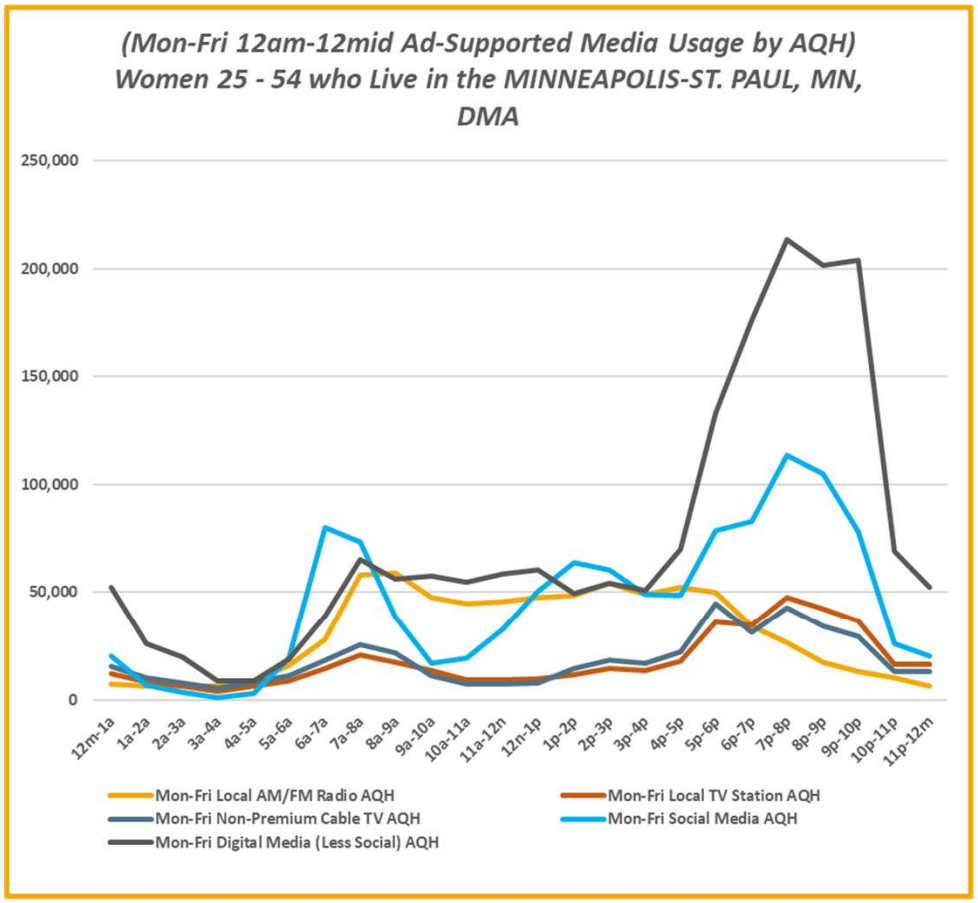
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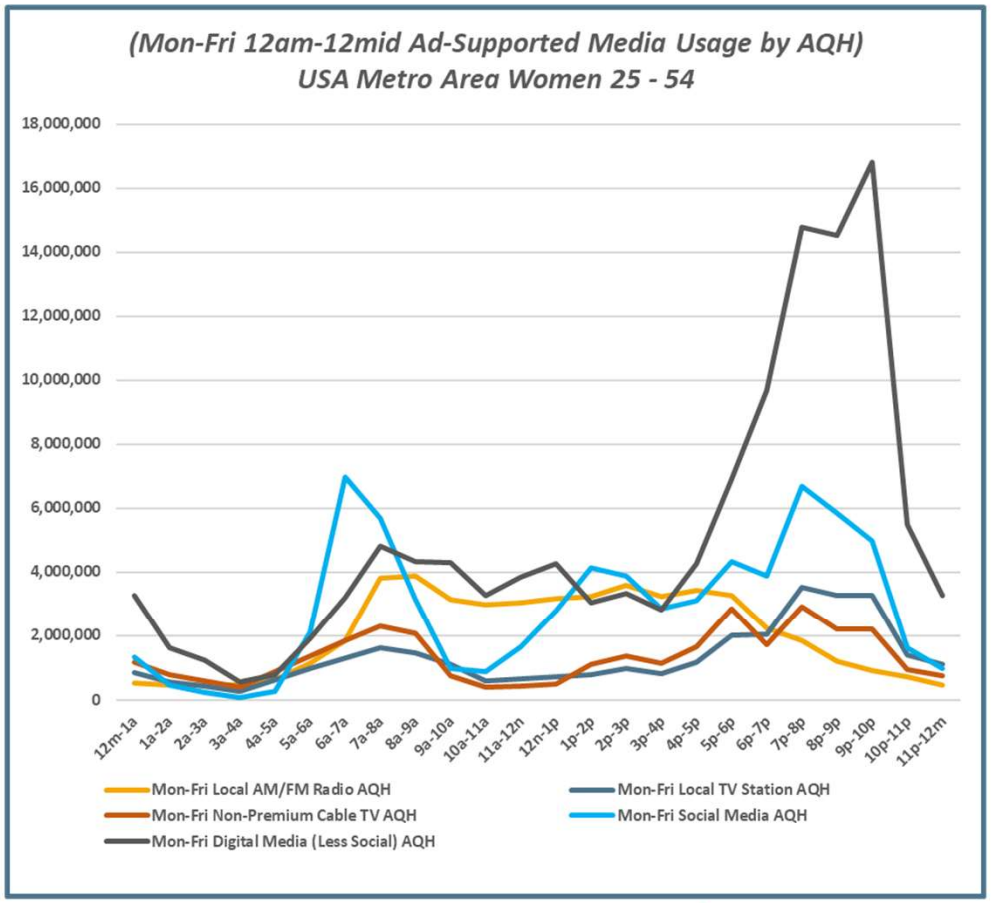
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 71,067; Social Media: 53,319; Local Radio: 47,453; Non-Prem. Cable: 18,885; Local TV: 17,004 reaching Women 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.





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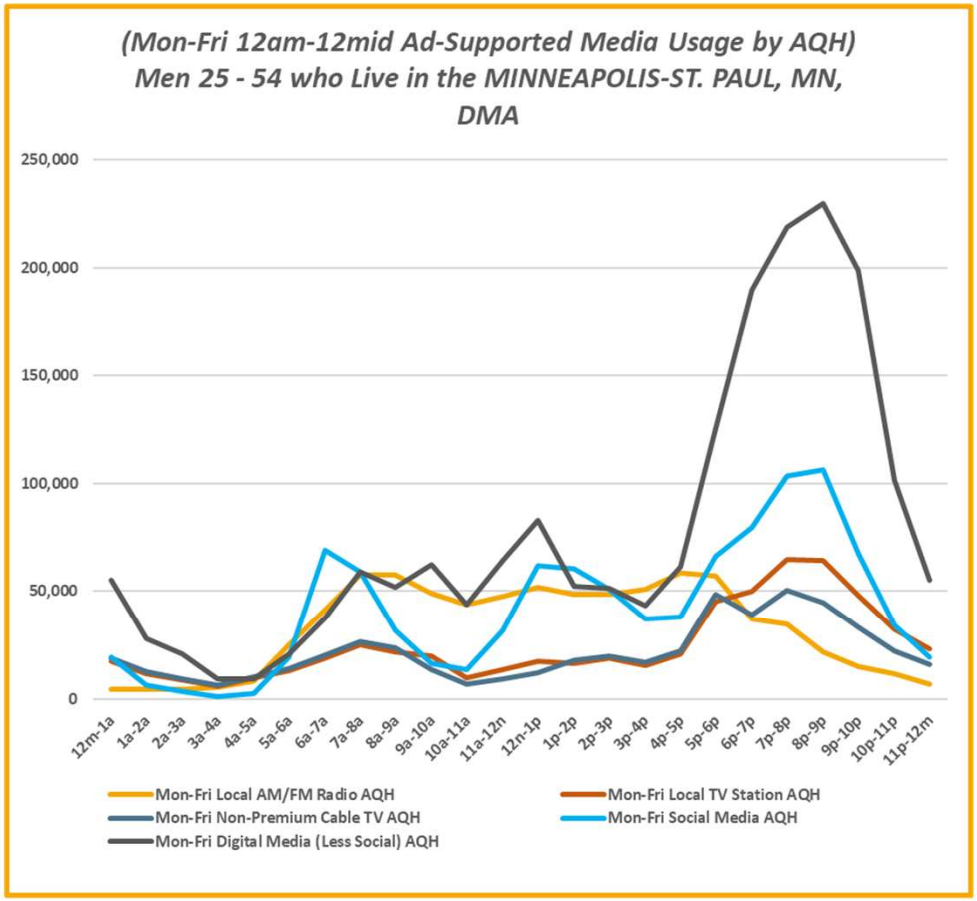
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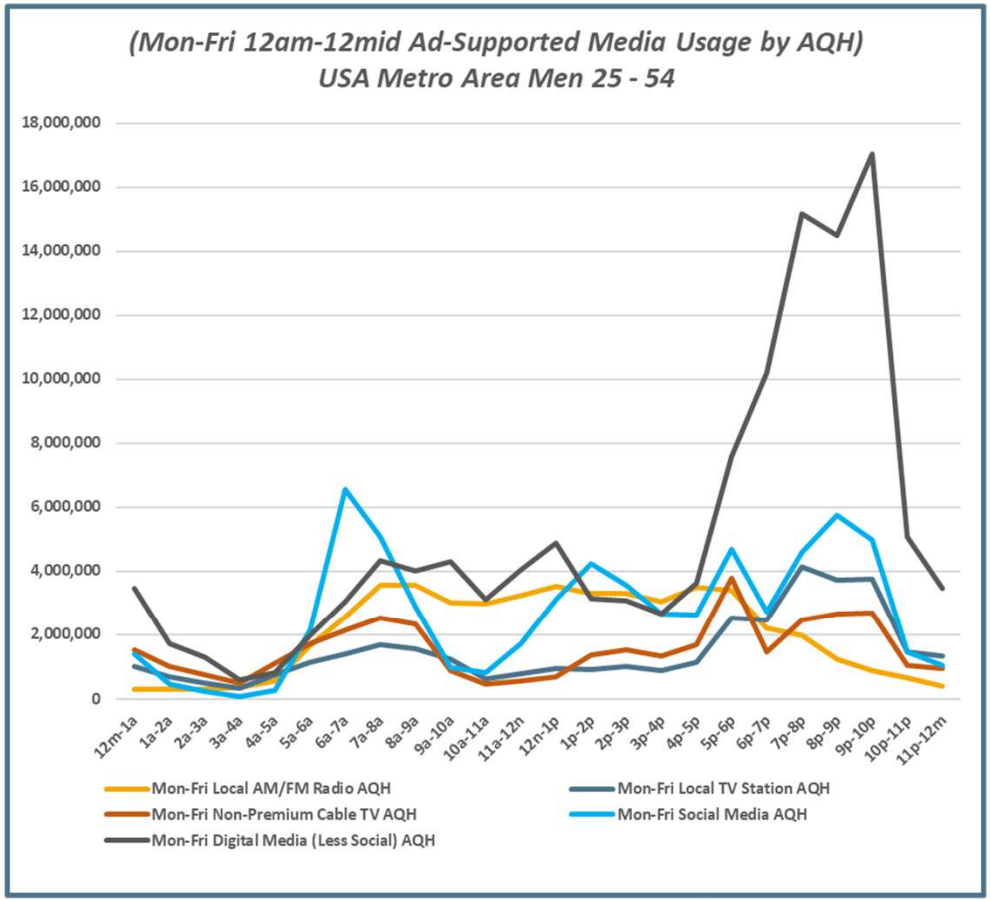
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M25-54

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 71,071; Local Radio: 49,769; Social Media: 47,186; Local TV: 22,416; Non-Prem. Cable: 21,106 reaching Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.





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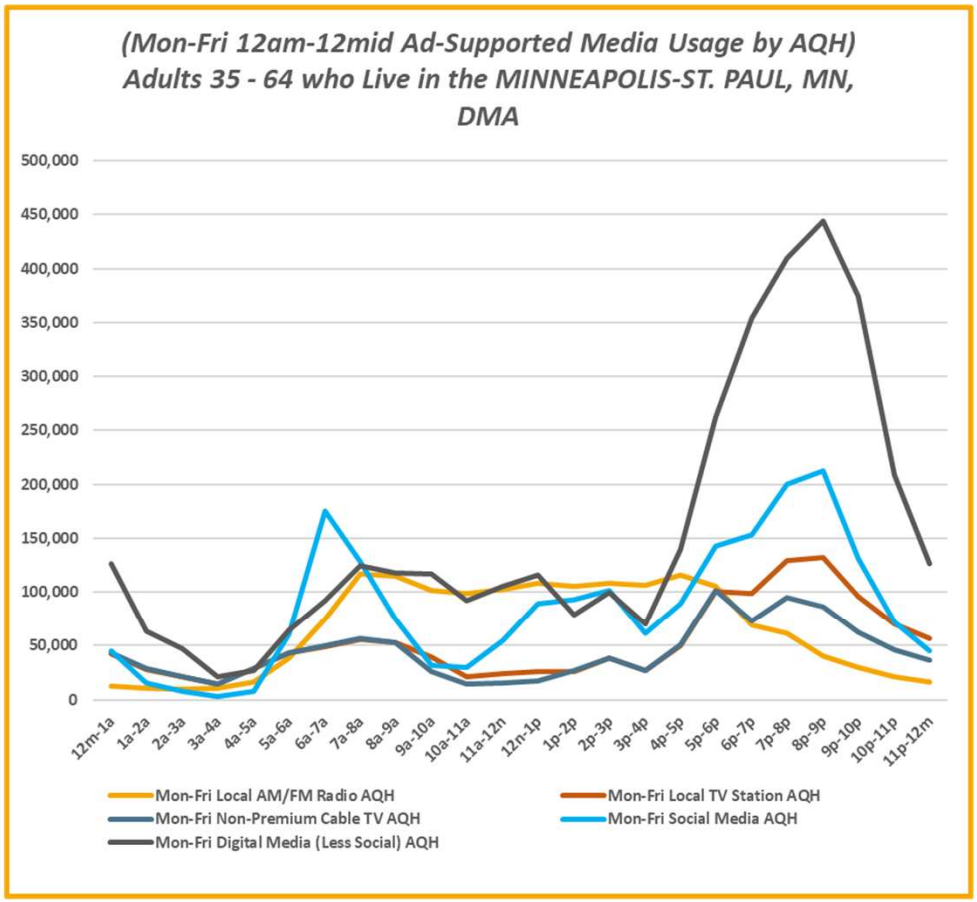
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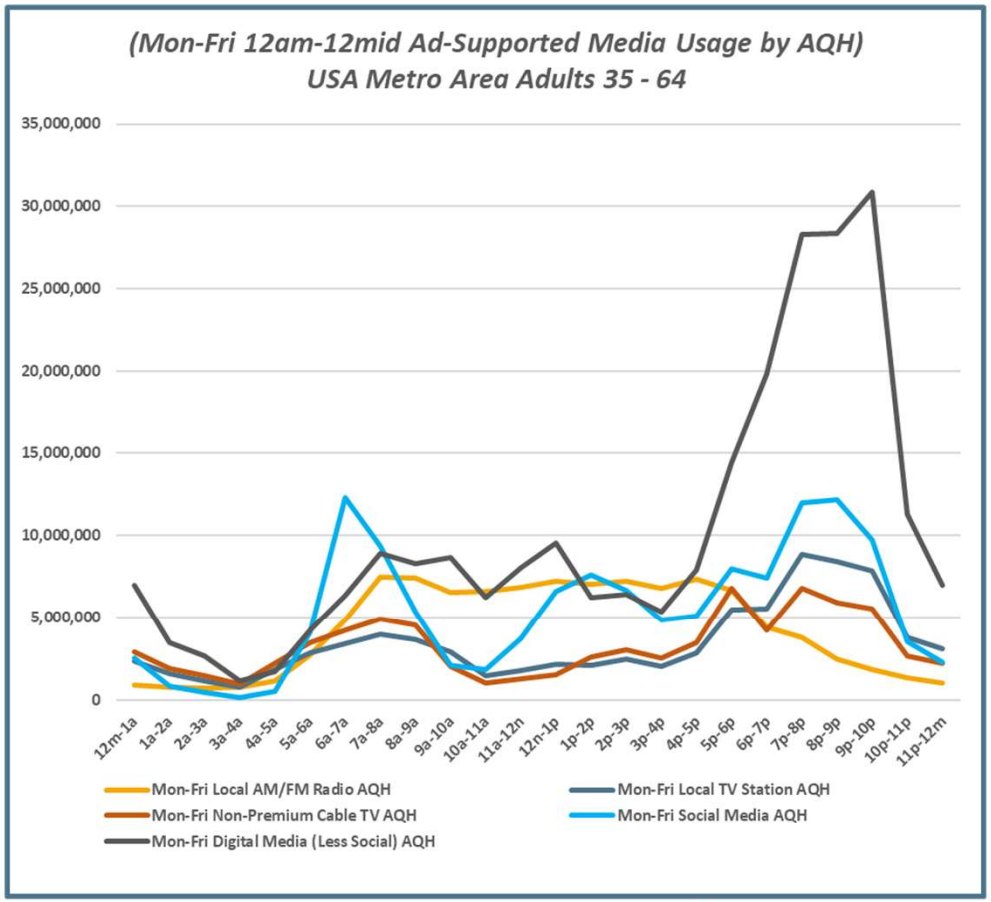
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P35-64

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 135,973; Local Radio: 102,063; Social Media: 94,112; Local TV: 46,658; Non-Prem. Cable: 42,072 reaching Adults 35 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.





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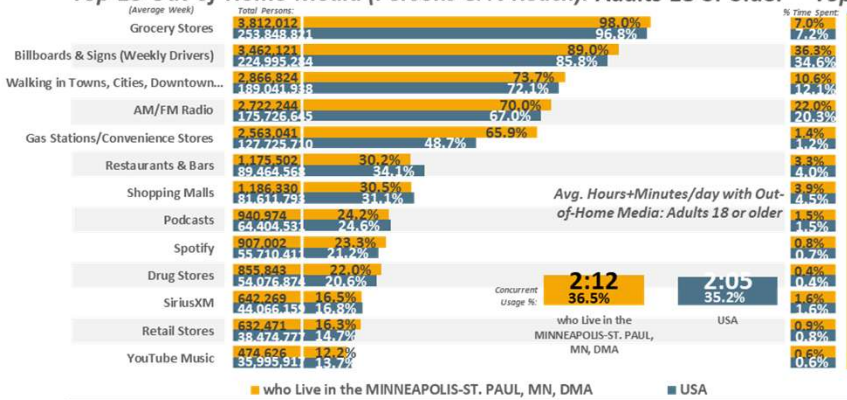
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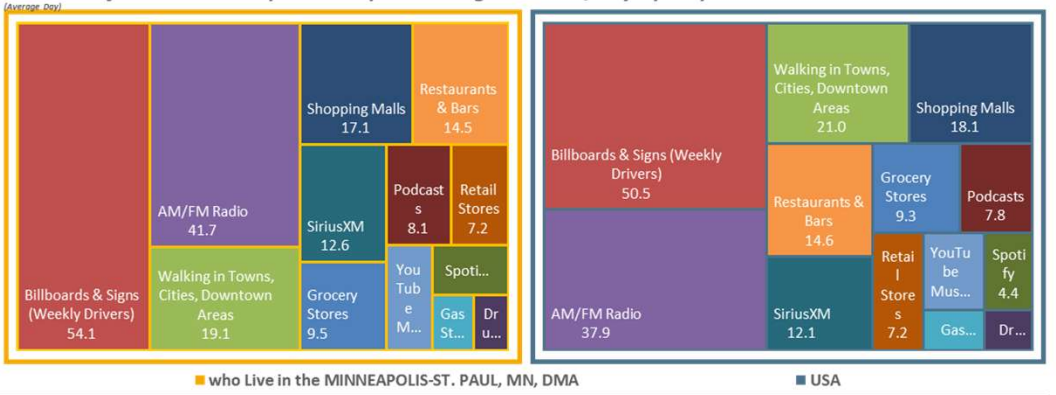
P18+

3,462,121 or 89.% of Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 54.1 minutes per day driving, seeing Billboards and Signs. 66.6% Listen to Local Radio Stations Out-of-Home for an average of 38.1 minutes/day.

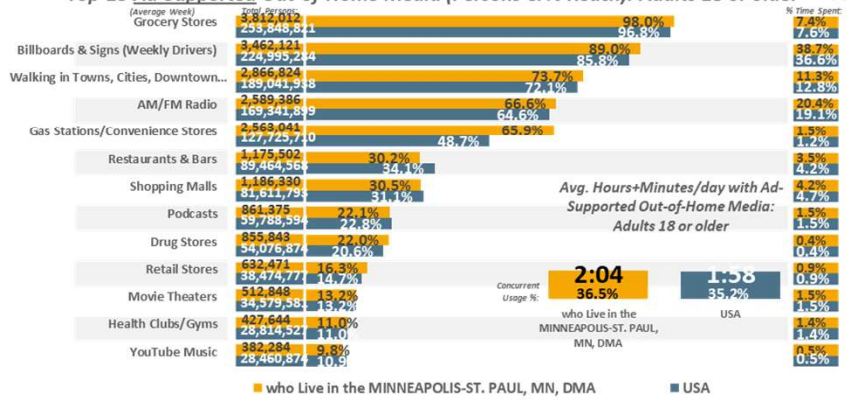
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



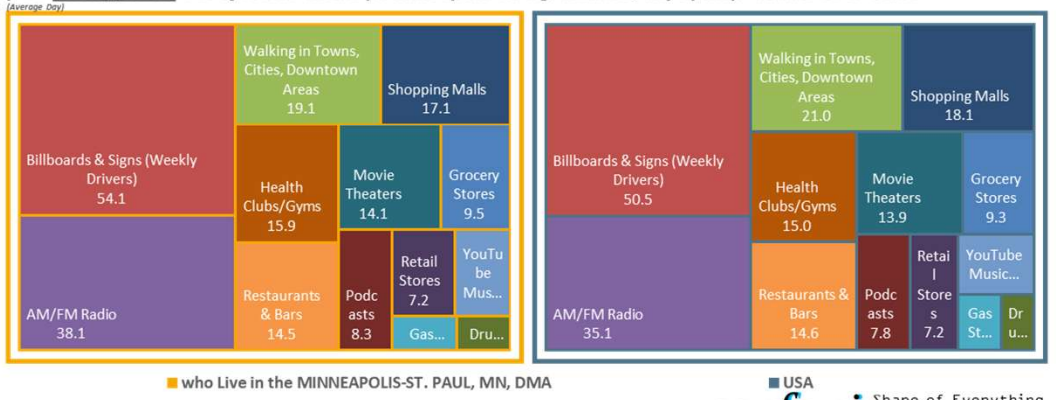
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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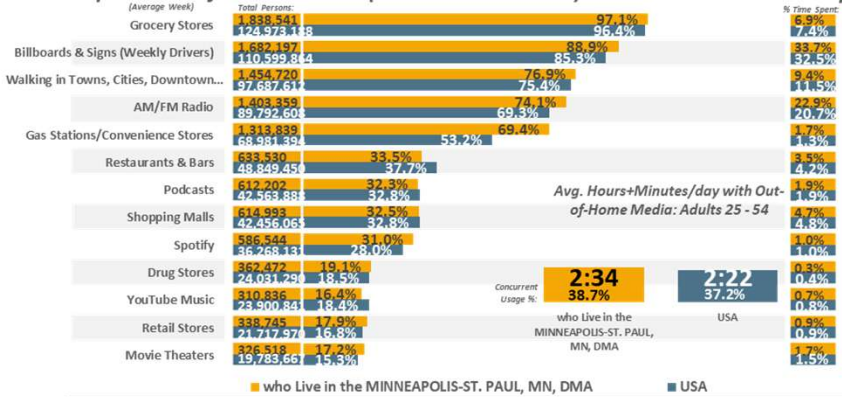
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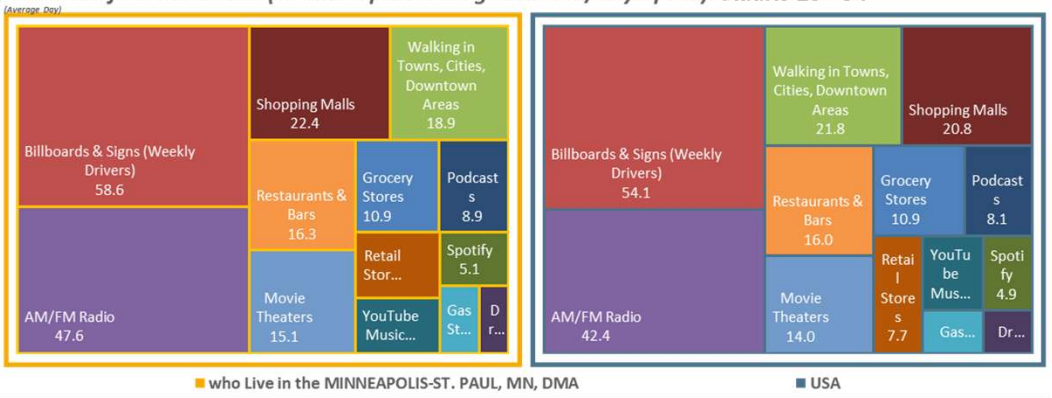
P25-54

1,682,197 or 88.9% of Adults 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 58.6 minutes per day driving, seeing Billboards and Signs. 71.1% Listen to Local Radio Stations Out-of-Home for an average of 43.4 minutes/day.

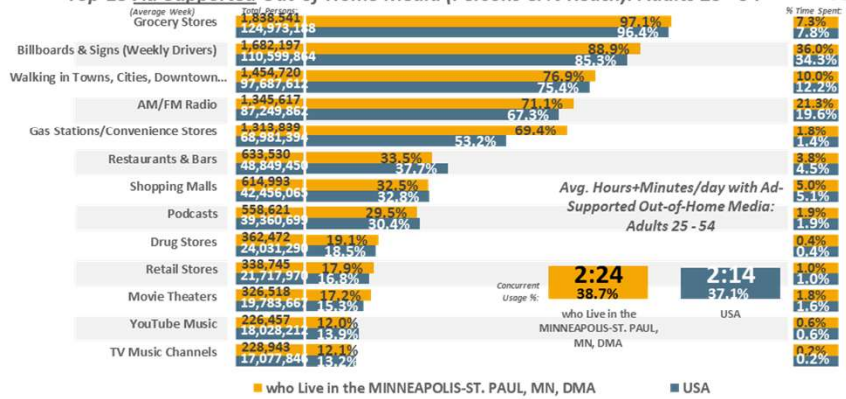
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



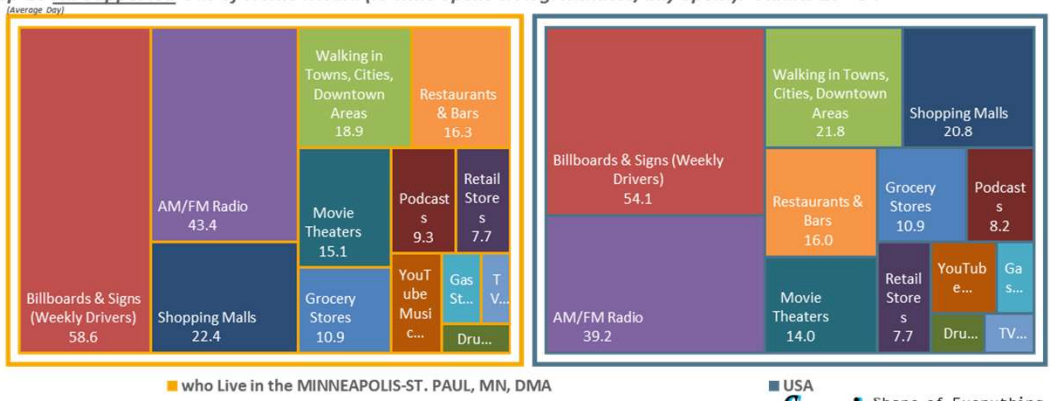
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



USA USA DMA Projection Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081

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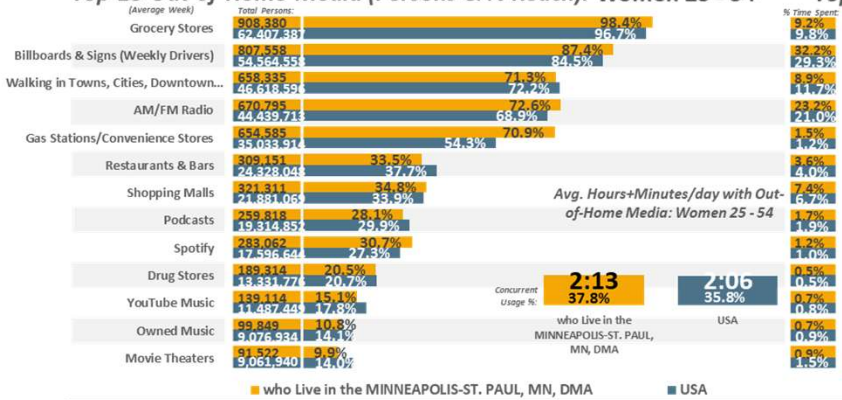
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 24,923

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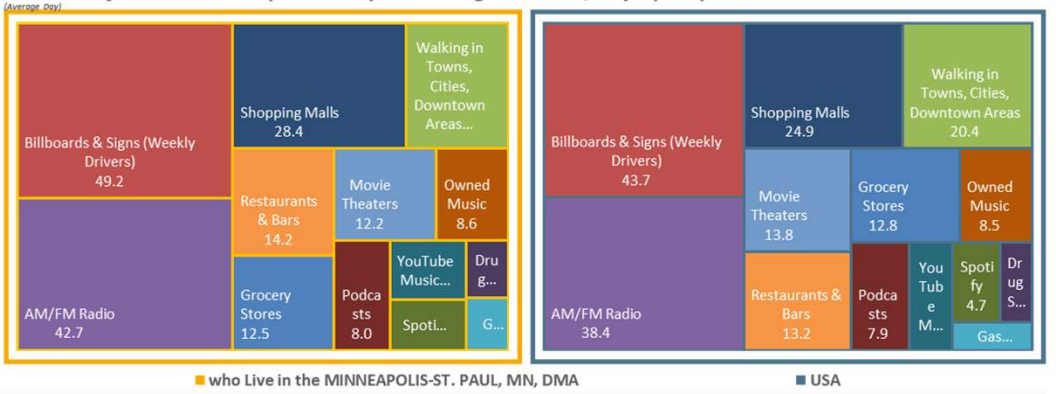


807,558 or 87.4% of Women 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 49.2 minutes per day driving, seeing Billboards and Signs. 70.1% Listen to Local Radio Stations Out-of-Home for an average of 39.7 minutes/day.

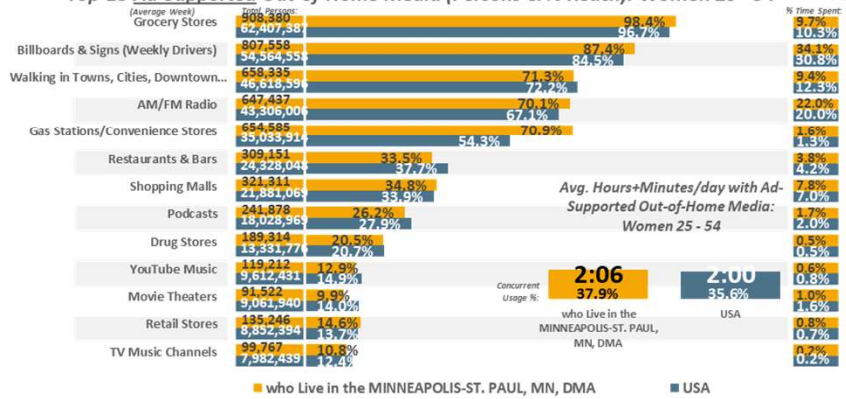
Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 54



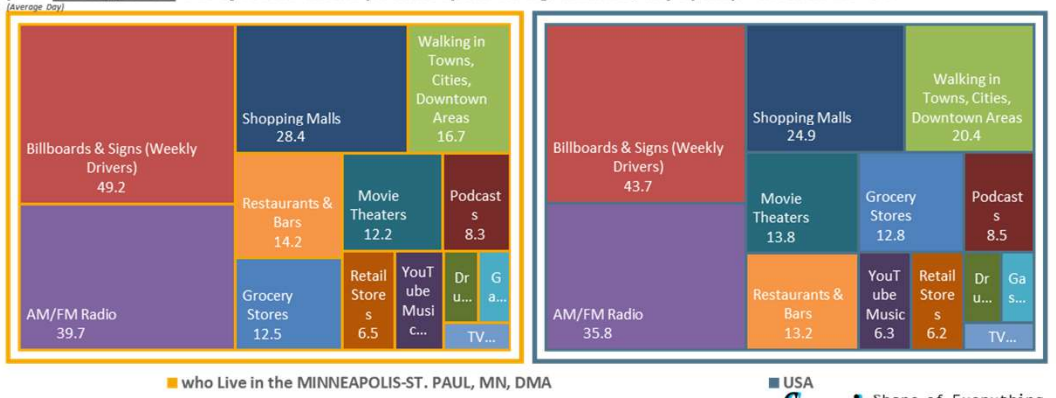
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



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USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *24,923*

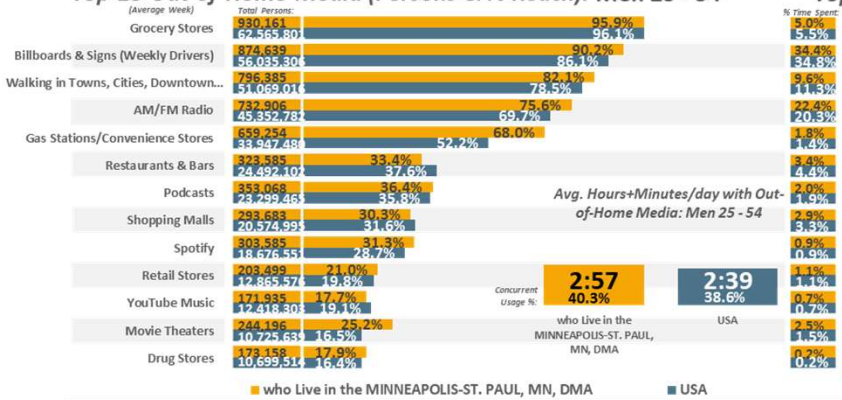
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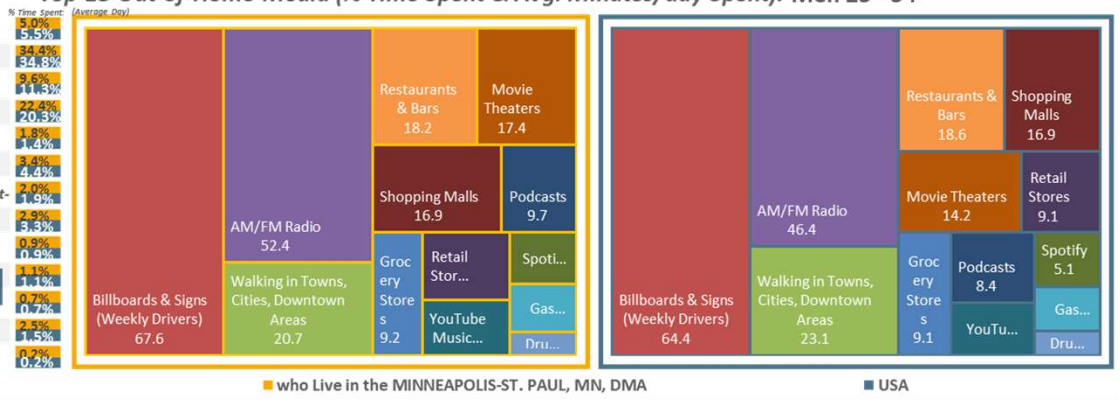
M25-54

874,639 or 90.2% of Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 67.6 minutes per day driving, seeing Billboards and Signs. 72.% Listen to Local Radio Stations Out-of-Home for an average of 46.8 minutes/day.

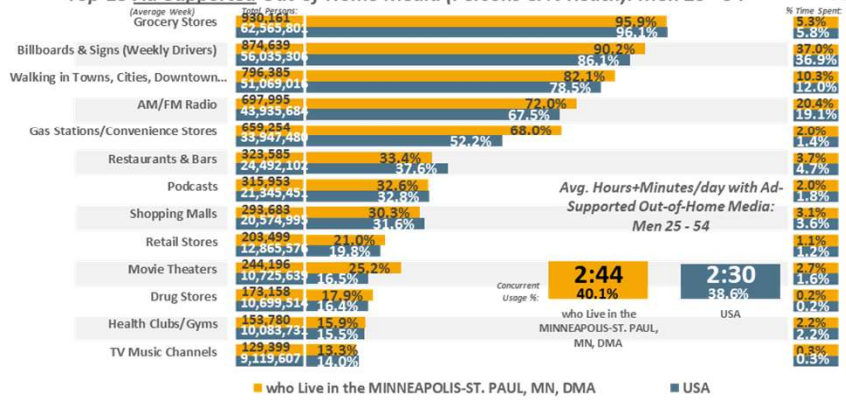
Top-13 Out-of-Home Media (Persons & % Reach): Men 25 - 54



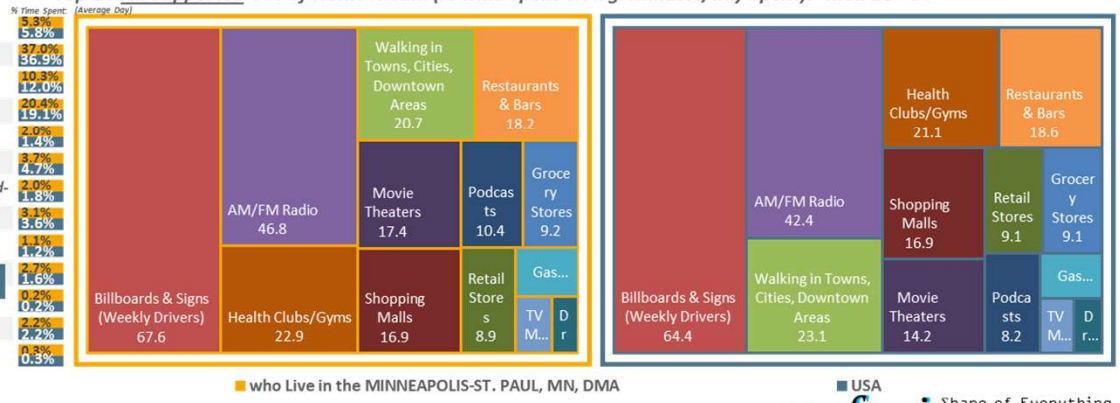
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



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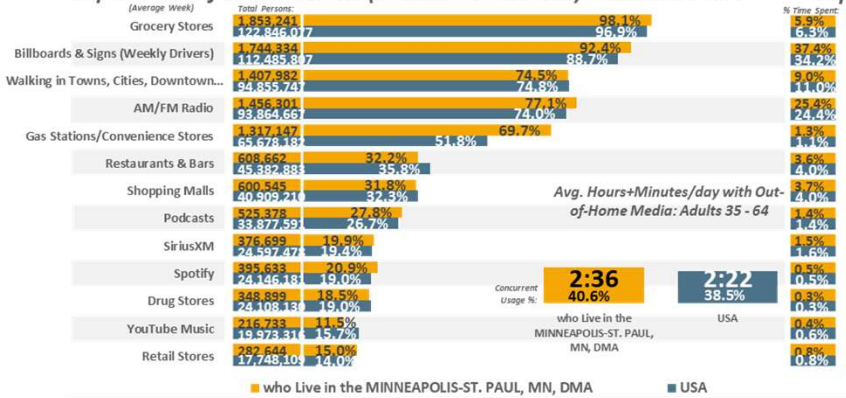
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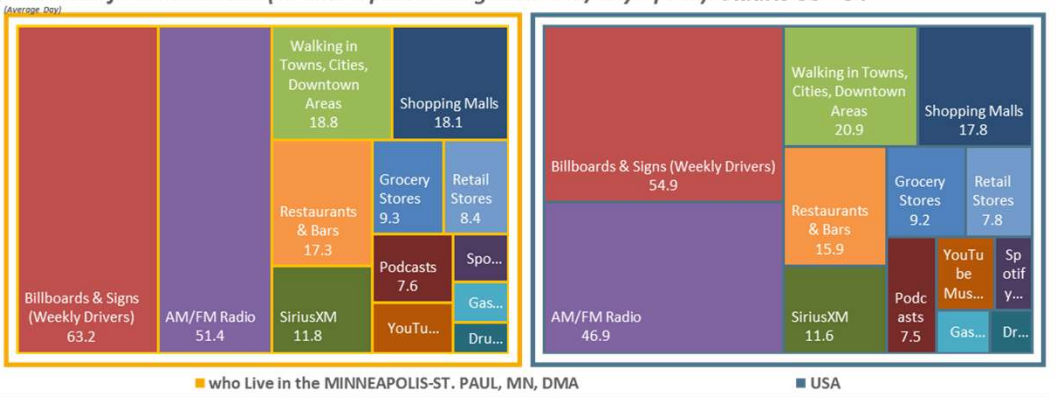
P35-64

1,744,334 or 92.4% of Adults 35 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 63.2 minutes per day driving, seeing Billboards and Signs. 73.7% Listen to Local Radio Stations Out-of-Home for an average of 47.1 minutes/day.

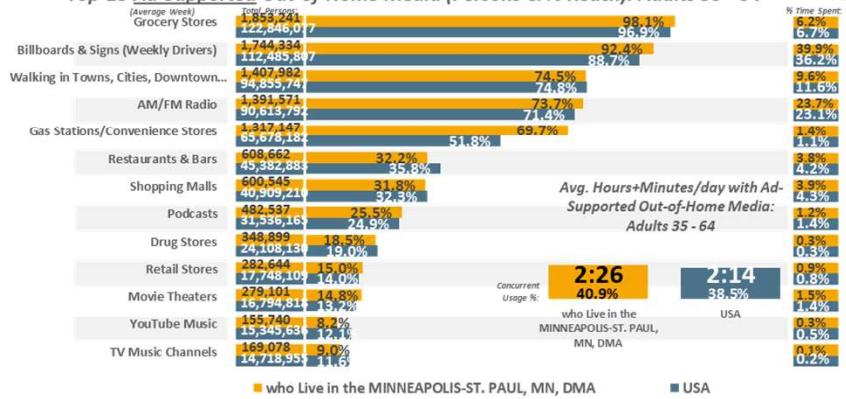
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 - 64



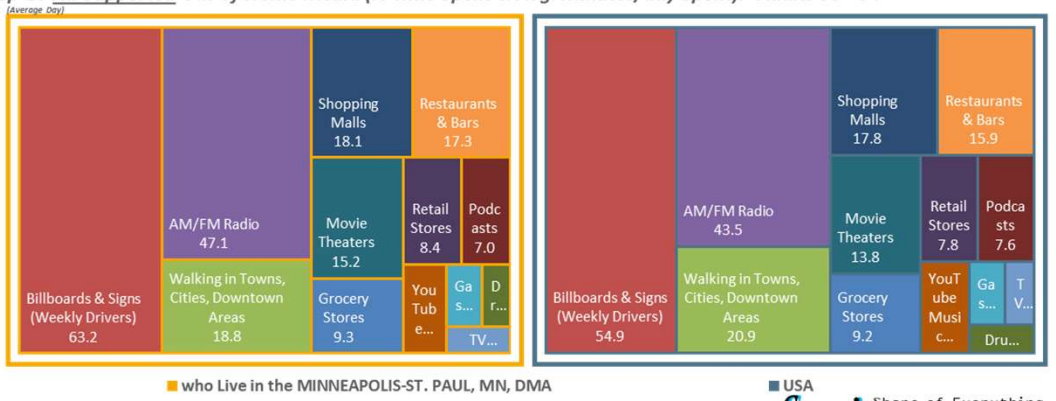
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



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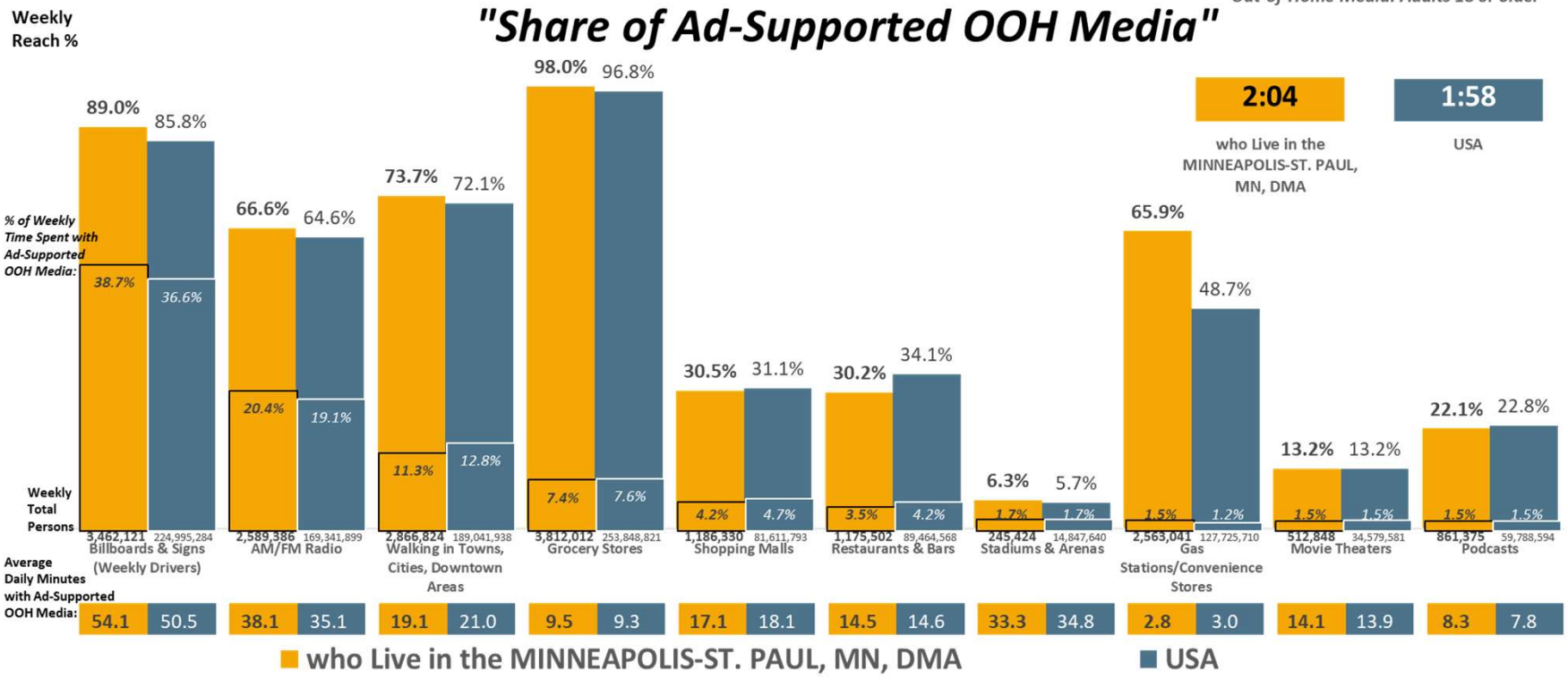


P18+

3,462,121 or 89.% of Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 54.1 minutes per day driving, seeing Billboards and Signs representing 38.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



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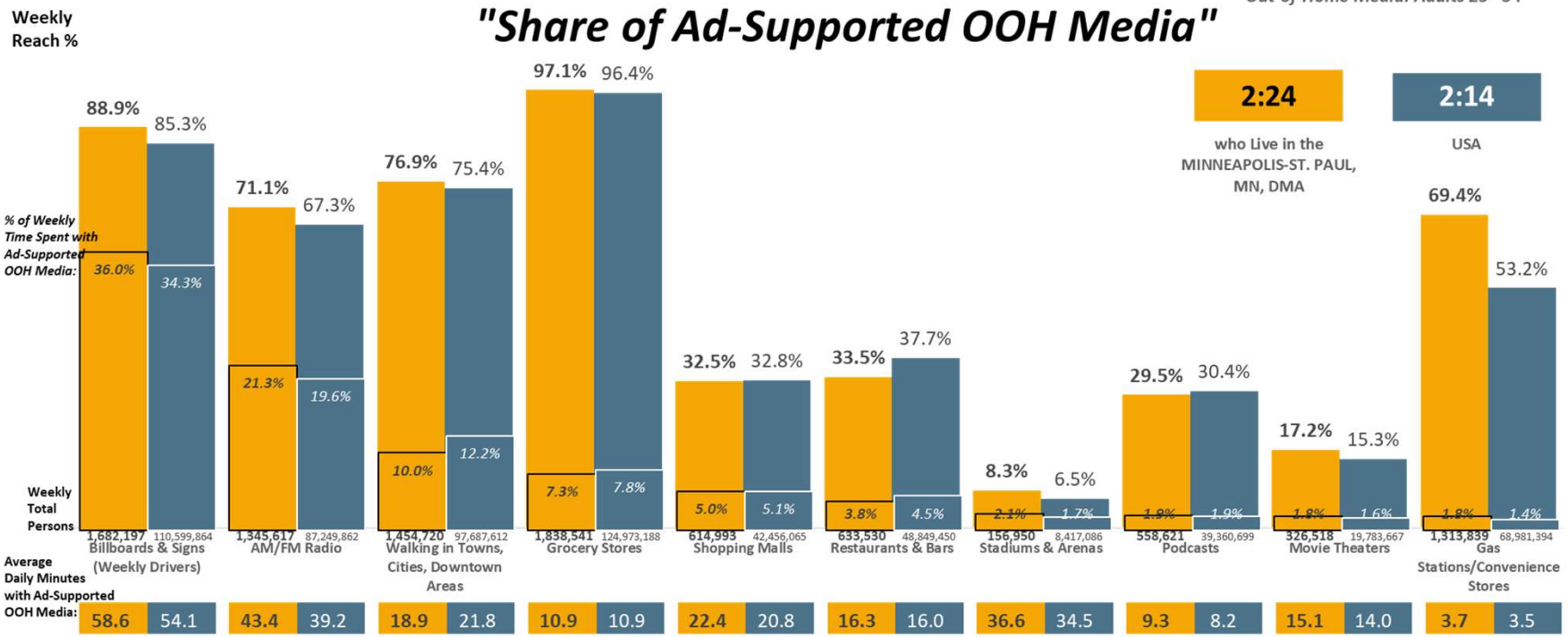
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1,682,197 or 88.9% of Adults 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 58.6 minutes per day driving, seeing Billboards and Signs representing 36.% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



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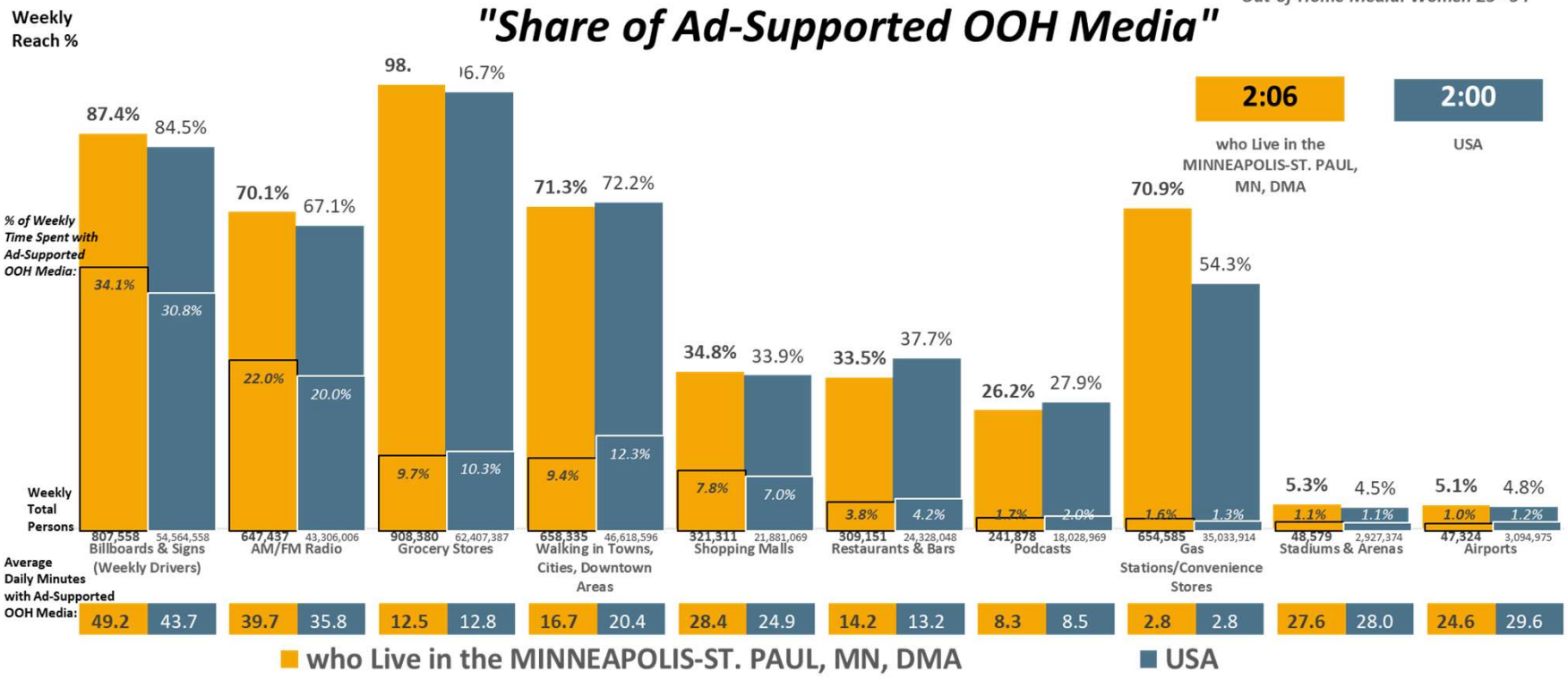
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807,558 or 87.4% of Women 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 49.2 minutes per day driving, seeing Billboards and Signs representing 34.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



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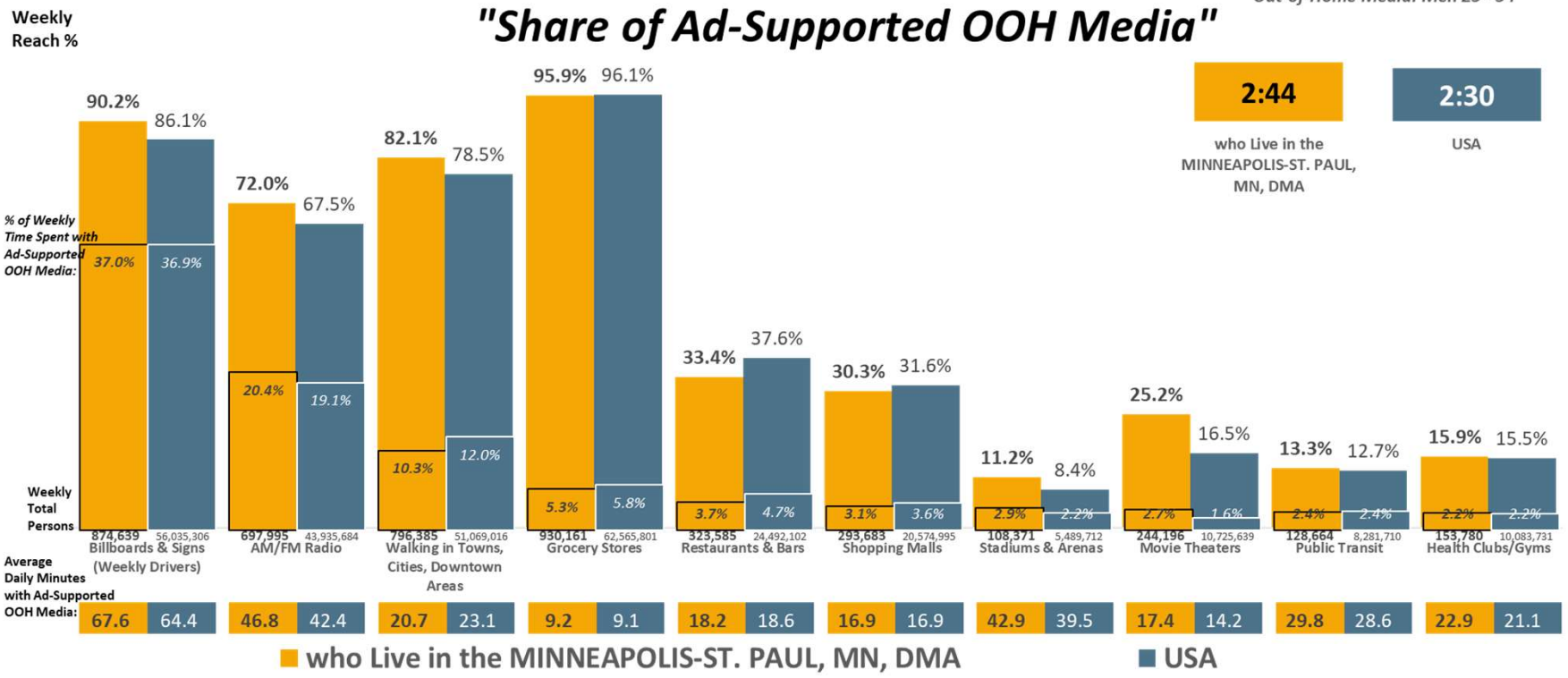
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874,639 or 90.2% of Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 67.6 minutes per day driving, seeing Billboards and Signs representing 37.% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



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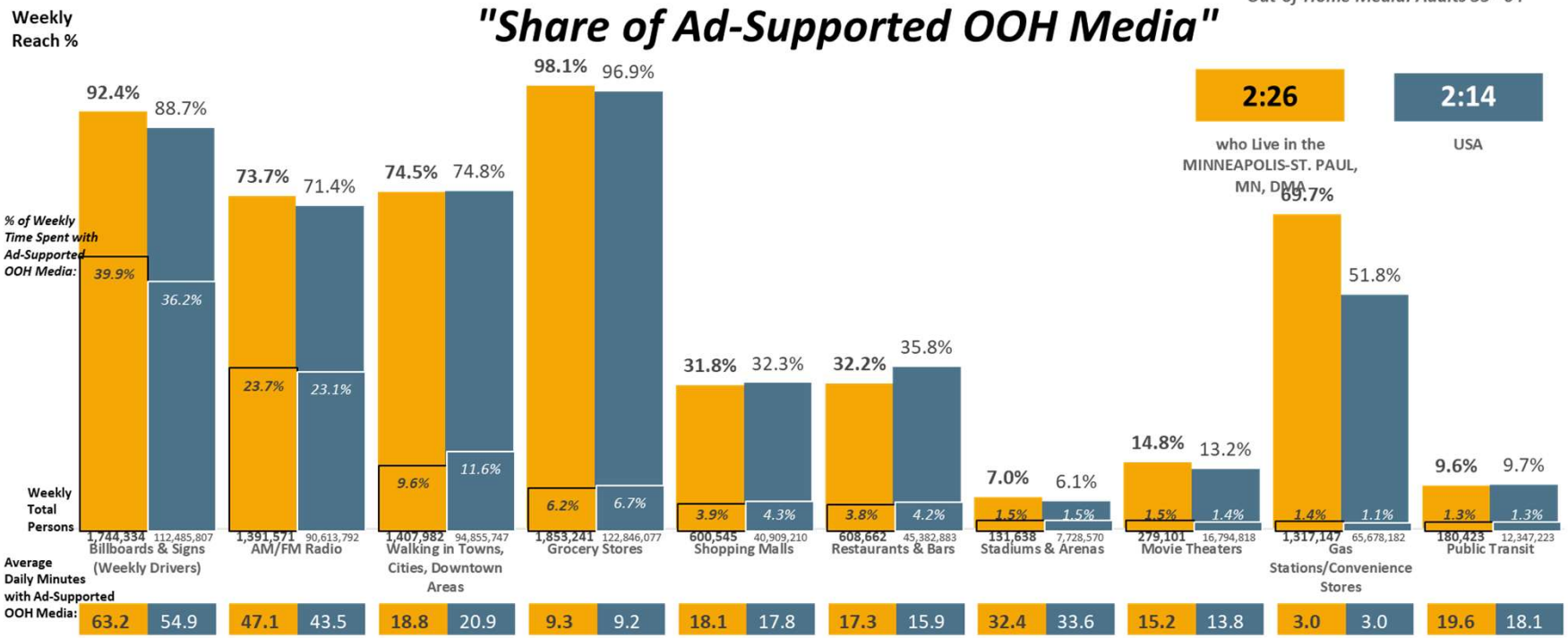
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1,744,334 or 92.4% of Adults 35 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 63.2 minutes per day driving, seeing Billboards and Signs representing 39.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



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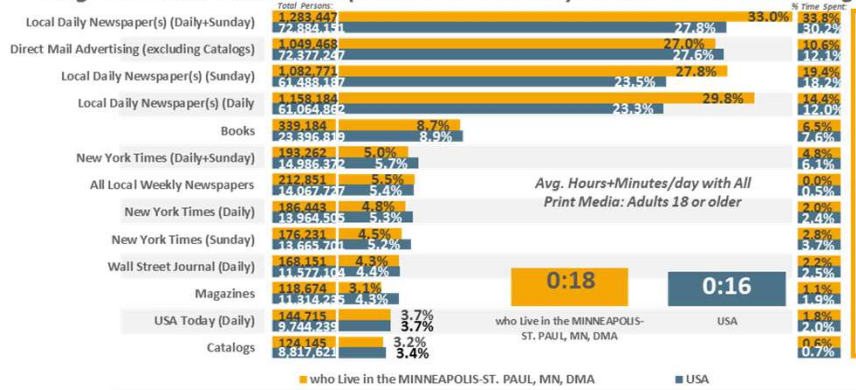
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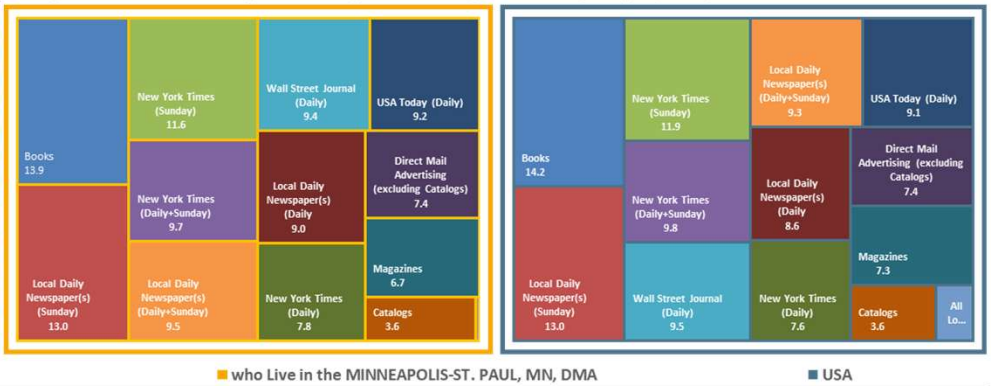
P18+

1,283,447 or 33.% of Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.5 minutes every day representing 36.1% of all time spent daily with All forms of Print Media.

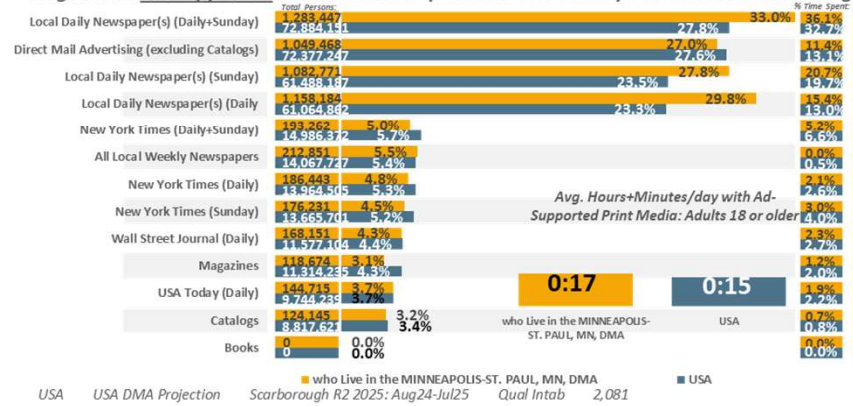
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



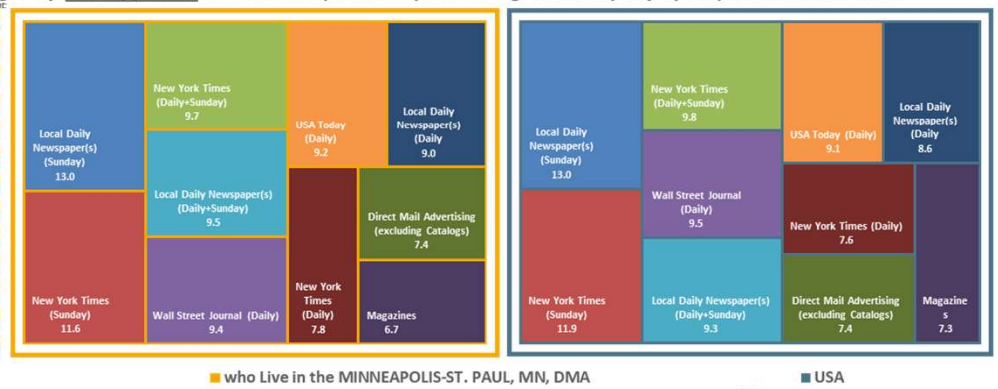
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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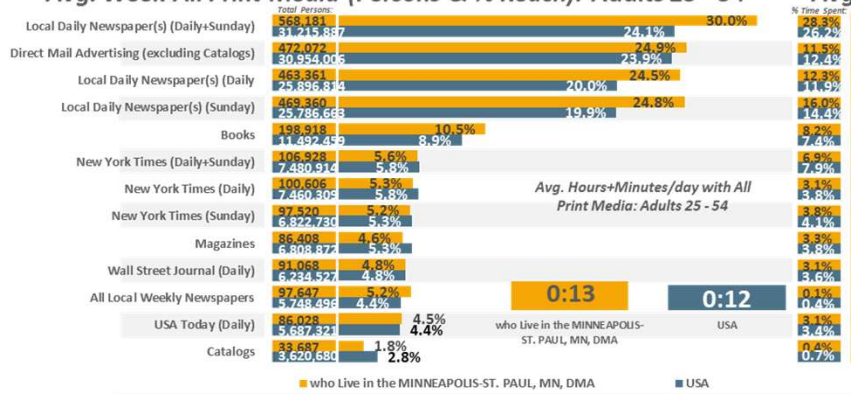
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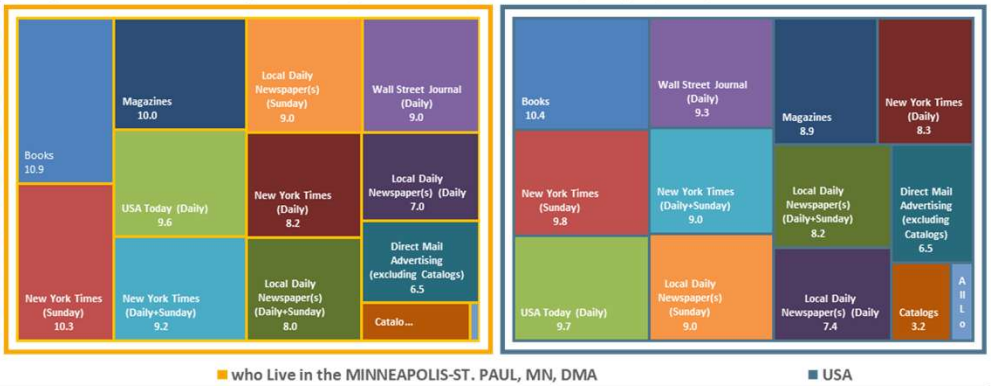


568,181 or 30.% of Adults 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8. minutes every day representing 30.8% of all time spent daily with All forms of Print Media.

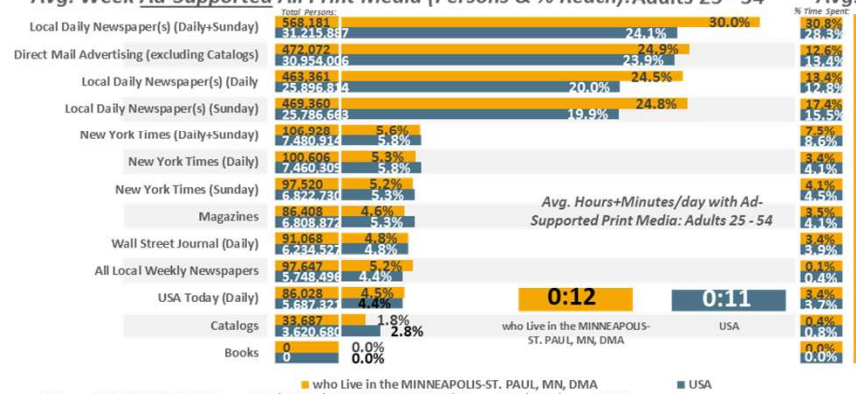
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



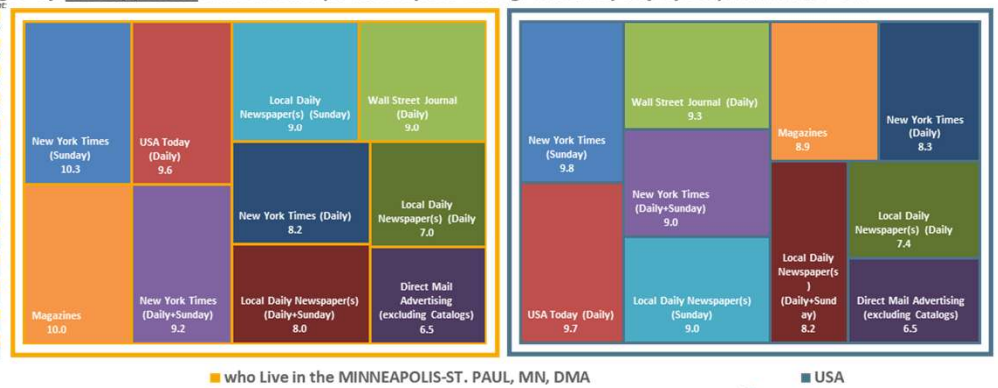
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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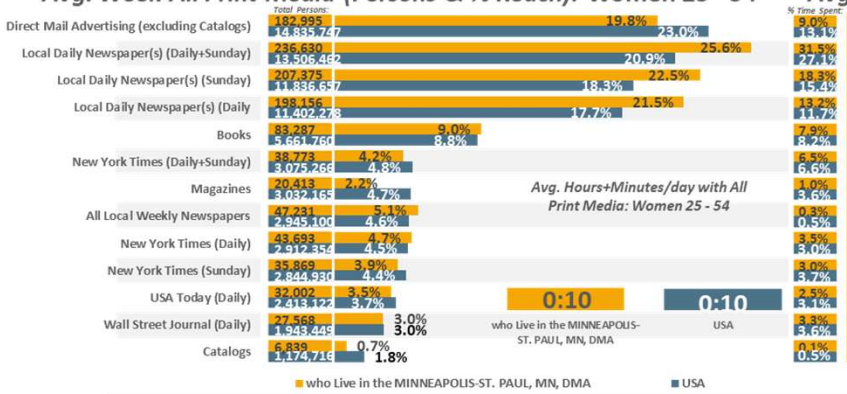
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236,630 or 25.6% of Women 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.8 minutes every day representing 34.2% of all time spent daily with All forms of Print Media.

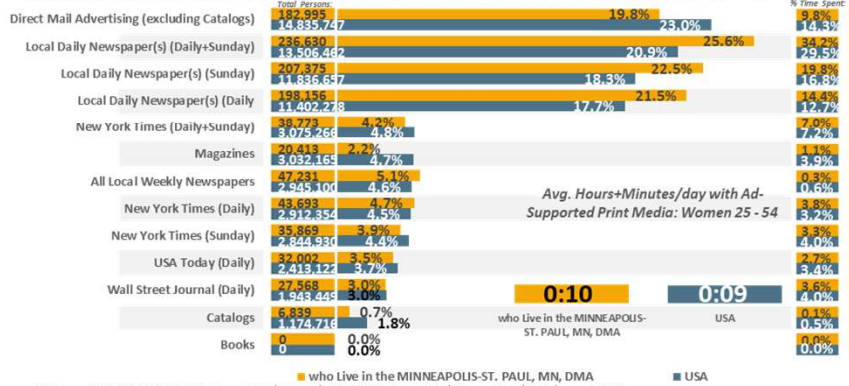
Avg. Week All Print Media (Persons & % Reach): Women 25 - 54



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



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



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



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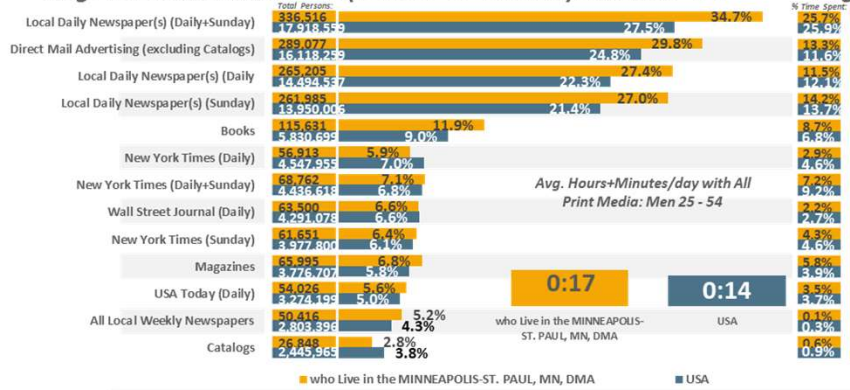
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M25-54

336,516 or 34.7% of Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.3 minutes every day representing 28.2% of all time spent daily with All forms of Print Media.

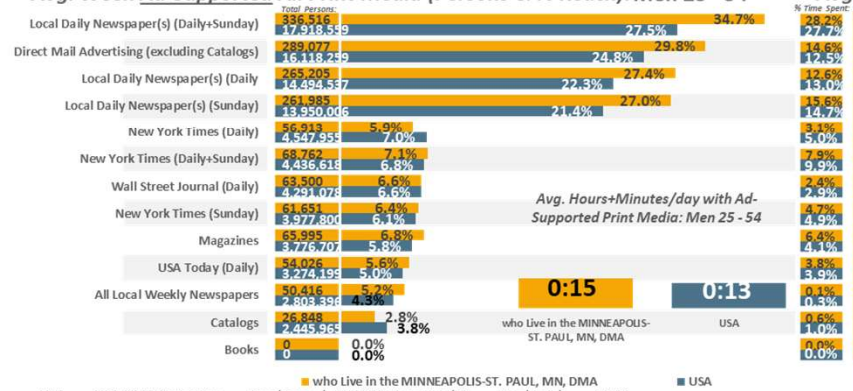
Avg. Week All Print Media (Persons & % Reach): Men 25 - 54



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



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



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



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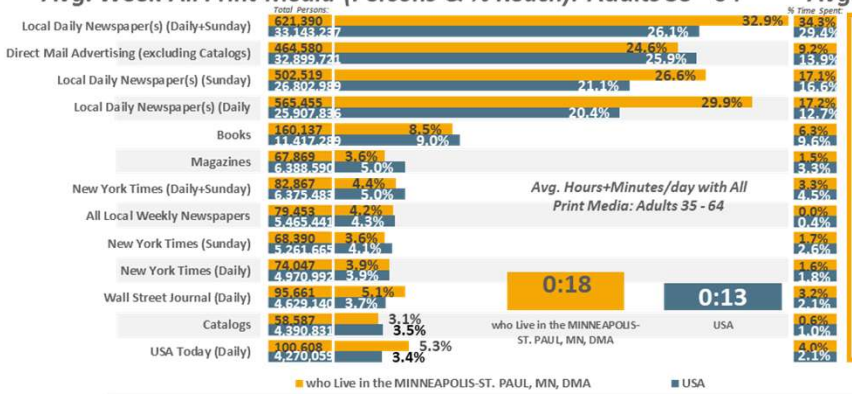
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P35-64

621,390 or 32.9% of Adults 35 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.2 minutes every day representing 36.6% of all time spent daily with All forms of Print Media.

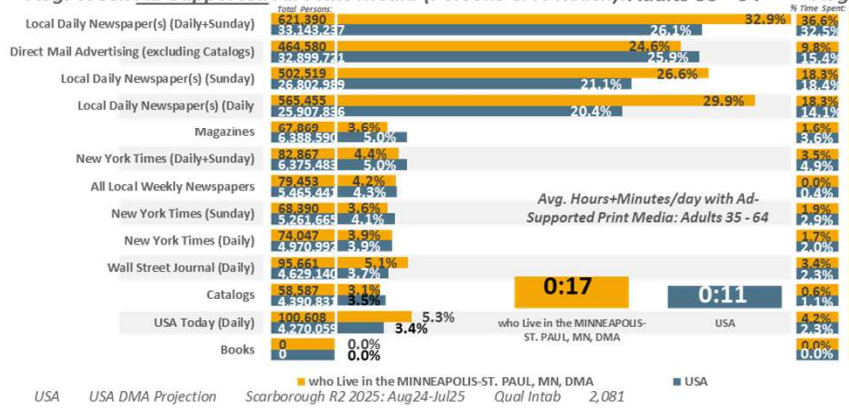
Avg. Week All Print Media (Persons & % Reach): Adults 35 - 64



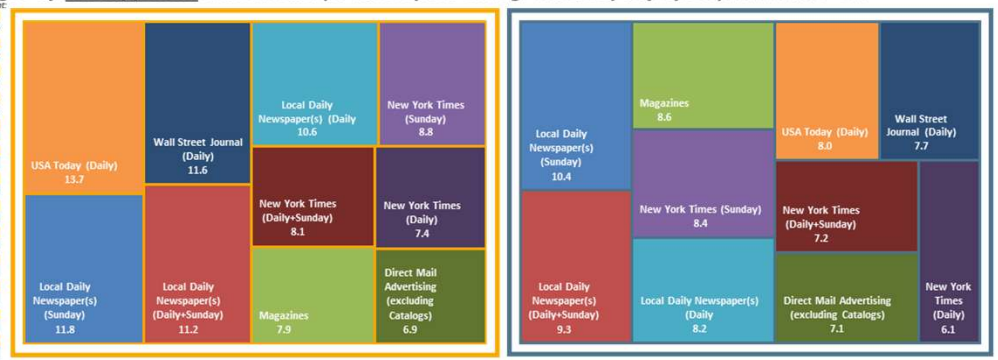
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



USA USA DMA Projection Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 24,923

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P18+

"Advertising Actions"

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

	P18+ who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)		P18+ USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)	
Social Media	1,417,025	36.4%	101,504,538	38.3%
Websites	1,289,583	33.2%	92,407,268	34.9%
Direct Mail	977,468	25.1%	76,542,704	28.9%
Broadcast, Cable, & Sat TV	840,766	21.6%	58,120,906	21.9%
Local AM/FM Radio	547,689	14.1%	41,881,614	15.8%
Local Broadcast TV	544,164	14.0%	37,993,413	14.3%
Video Streaming Services	529,162	13.6%	38,394,058	14.5%
Cable TV Networks	494,265	12.7%	36,495,649	13.8%
Podcasts	447,254	11.5%	31,835,229	12.0%
Newspapers	431,587	11.1%	30,582,545	11.5%
Billboards	365,418	9.4%	28,530,480	10.8%
Audio Streaming Services	288,669	7.4%	28,602,011	10.8%

Why Use Local AM/FM Radio?

14.1% of USA DMA P18+ who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -11% Below the USA DMA Market Average of 15.8%.

USA

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

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

USA DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 24982

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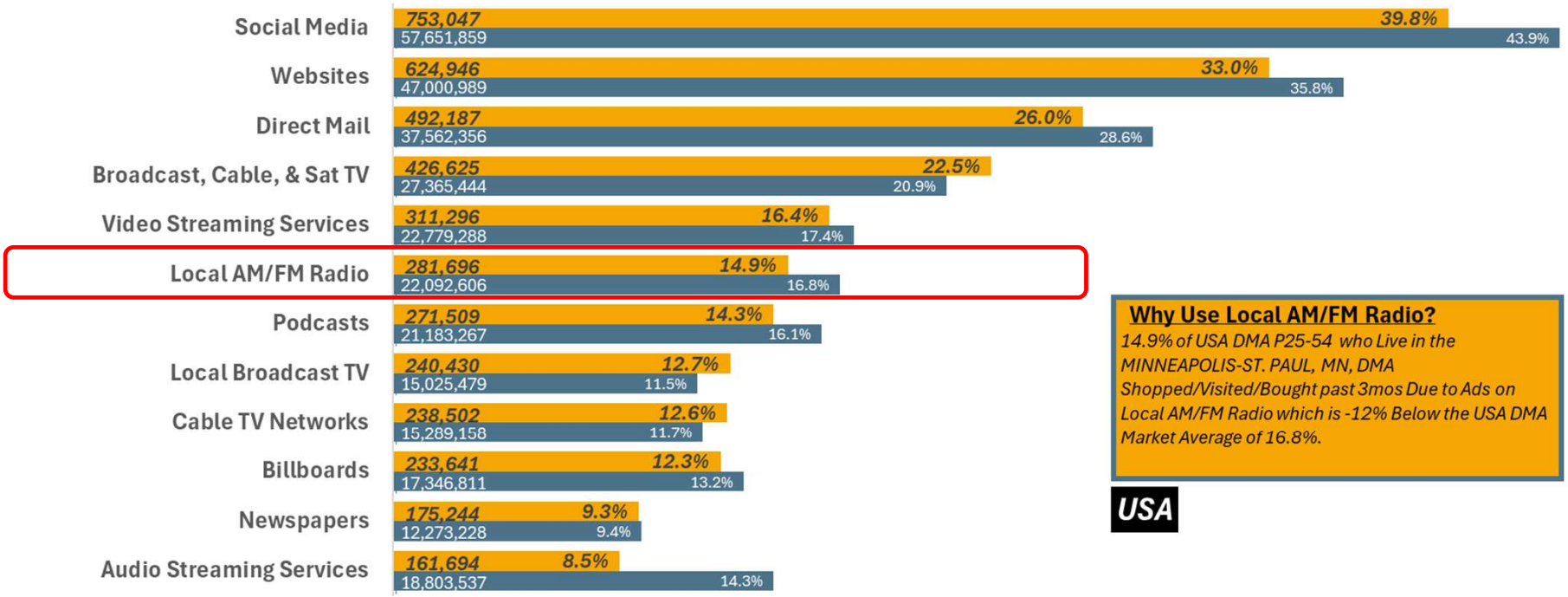
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P25-54

"Advertising Actions"

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



Why Use Local AM/FM Radio?

14.9% of USA DMA P25-54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -12% Below the USA DMA Market Average of 16.8%.

USA

USA DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 11633

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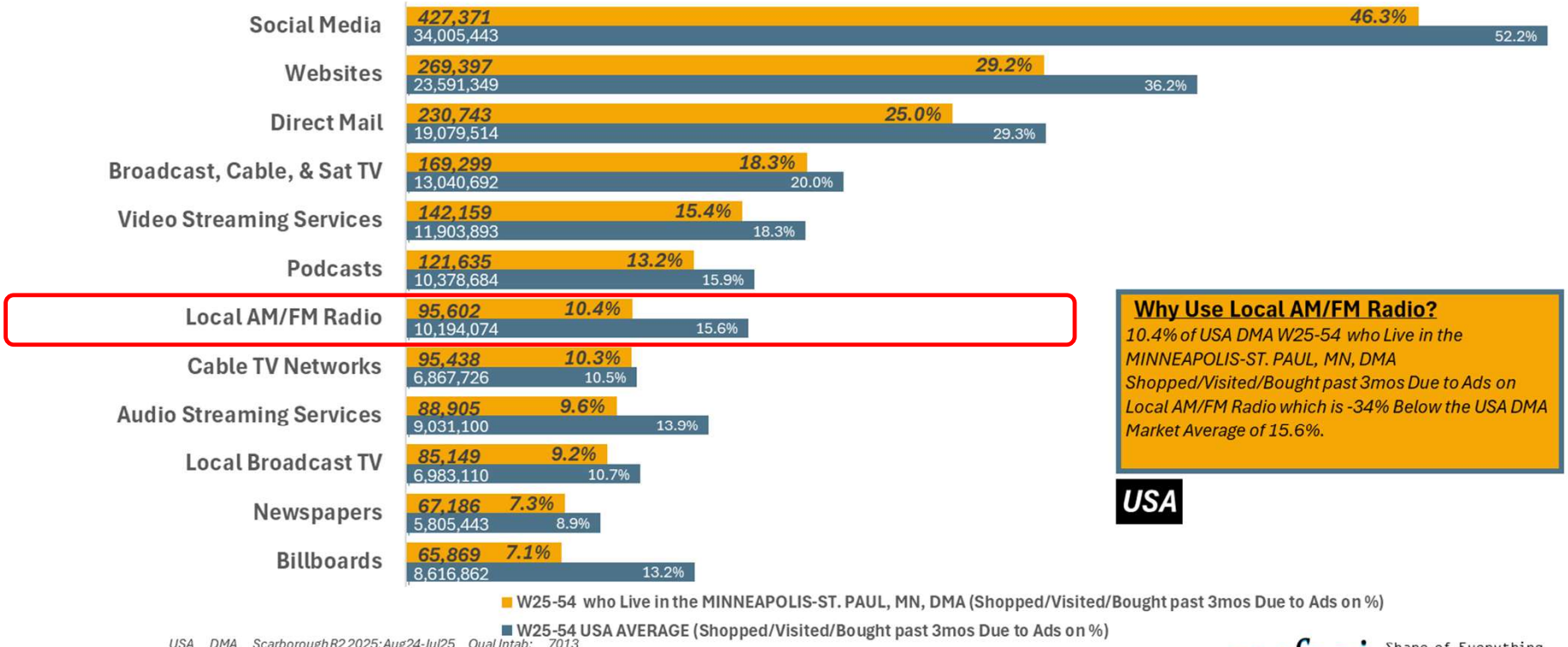
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W25-54

"Advertising Actions"

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



Why Use Local AM/FM Radio?

10.4% of USA DMA W25-54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -34% Below the USA DMA Market Average of 15.6%.

USA

USA DMA ScarboroughR2 2025: Aug24-Jul25 Qual Intab: 7013

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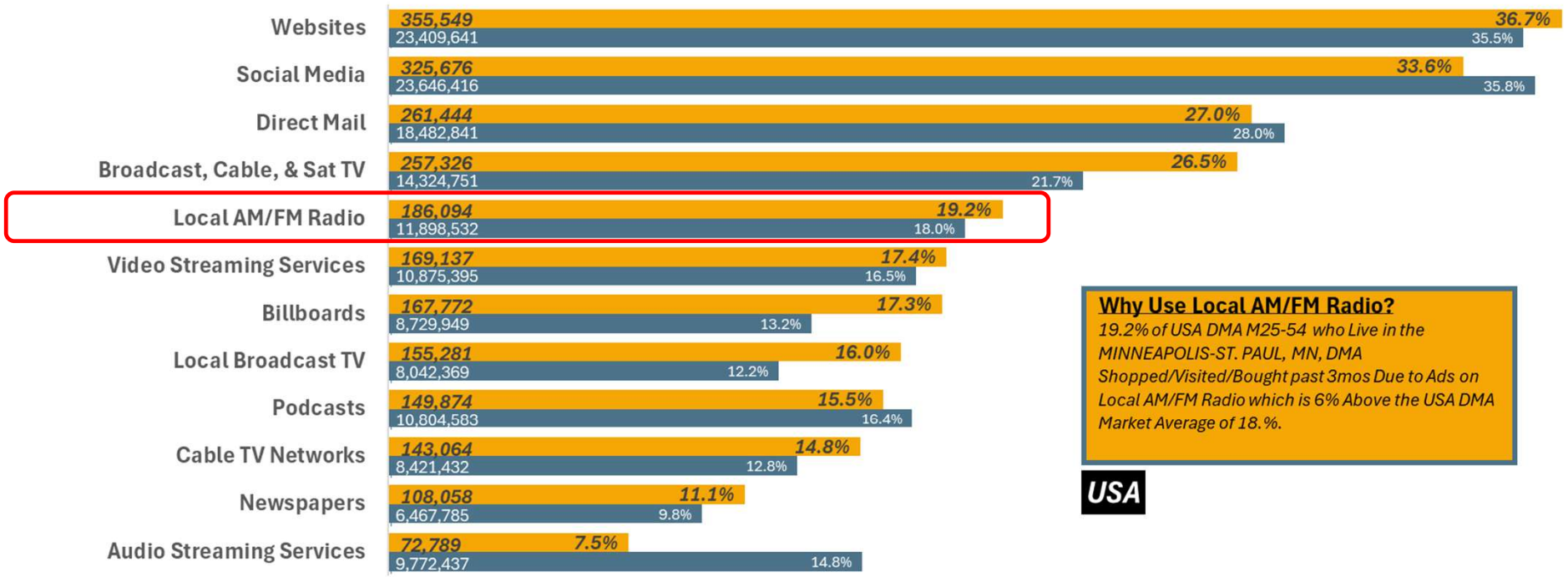
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M25-54

"Advertising Actions"

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



Why Use Local AM/FM Radio?

19.2% of USA DMA M25-54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 6% Above the USA DMA Market Average of 18.%.

USA

USA DMA ScarboroughR2 2025: Aug24-Jul25 Qual Intab: 4620

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P35-64

"Advertising Actions"

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

	P35-64 who Live in the MINNEPOLIS-ST. PAUL, MN, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)	P35-64 USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)
Social Media	736,492 — 39.0%	52,488,074 — 40.9%
Websites	615,134 — 32.6%	46,958,116 — 36.6%
Direct Mail	465,528 — 24.6%	36,427,263 — 28.4%
Broadcast, Cable, & Sat TV	412,702 — 21.9%	29,309,710 — 22.9%
Local AM/FM Radio	309,297 — 16.4%	22,151,167 — 17.3%
Video Streaming Services	298,255 — 15.8%	20,399,250 — 15.9%
Local Broadcast TV	265,974 — 14.1%	19,563,456 — 15.3%
Cable TV Networks	232,902 — 12.3%	18,543,836 — 14.5%
Podcasts	229,256 — 12.1%	15,920,813 — 12.4%
Billboards	219,547 — 11.6%	14,724,846 — 11.5%
Newspapers	200,641 — 10.6%	13,032,744 — 10.2%
Audio Streaming Services	143,236 — 7.6%	15,431,380 — 12.0%

Why Use Local AM/FM Radio?

16.4% of USA DMA P35-64 who Live in the MINNEPOLIS-ST. PAUL, MN, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -5% Below the USA DMA Market Average of 17.3%.

USA

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

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

USA DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 13040

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