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

Brand New Data as of JULY 31, 2026!

Complete Demographic & Media Use Profiles









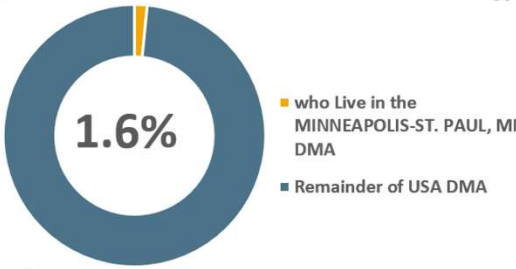
And, Yes! You ARE Smart Enough to Read a Robinhood Legend. So get ready to Learn!



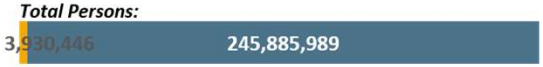
P18+

1.6% or 3,930,446 of USA DMA Adults 18 or older Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Typical Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 48.9 years old (1.7% older than average) and have a $117,668 (18.7% higher than average) annual household income.

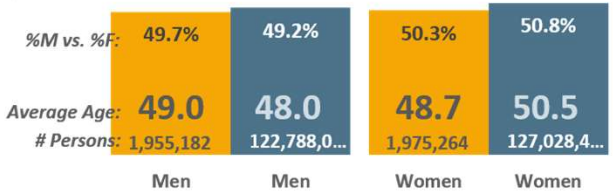
Percent of Market: Adults 18 or older



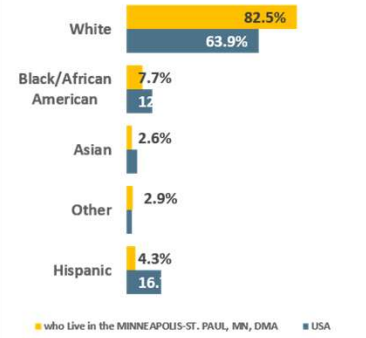
Total Persons:



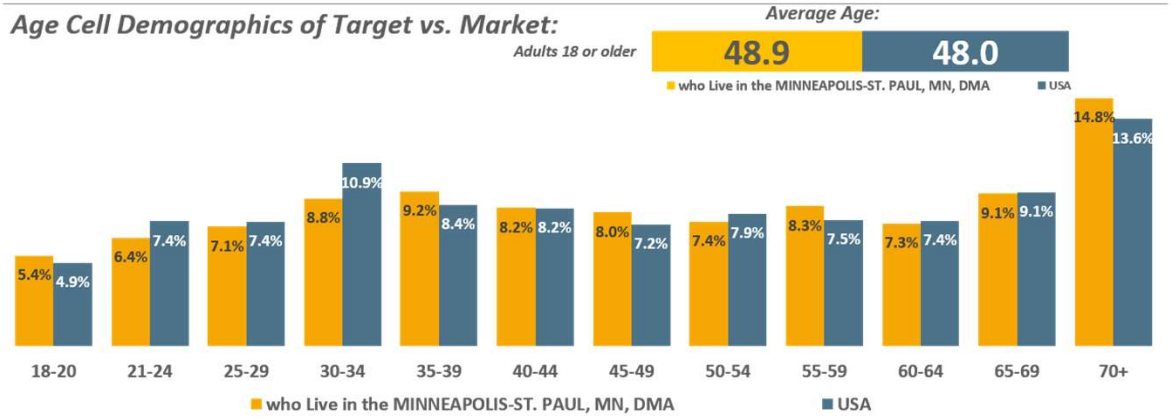
Gender of Target vs. Market: Adults 18 or older



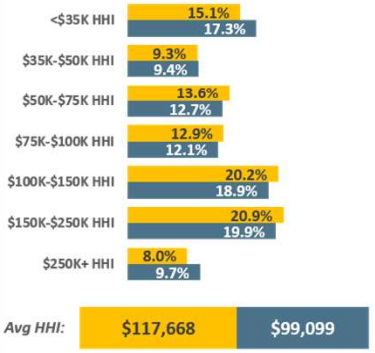
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922

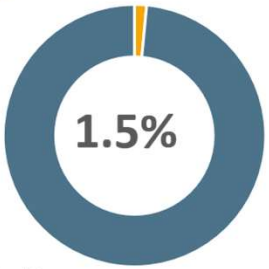
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P25-54

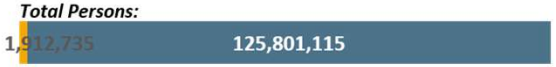
1.5% or 1,912,735 of USA DMA Adults 25 - 54 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Typical Adults 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 39.9 years old (.1% younger than average) and have a $127,306 (19.6% higher than average) annual household income.

Percent of Market: Adults 25 - 54

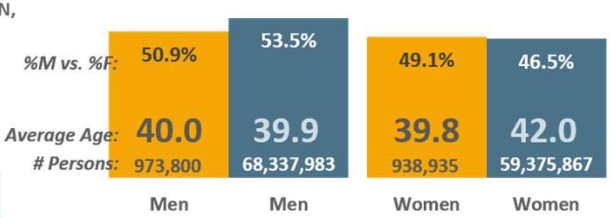


- who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA
- Remainder of USA DMA

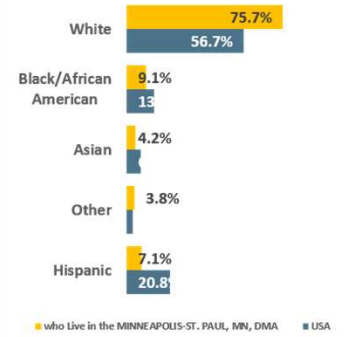
Total Persons:



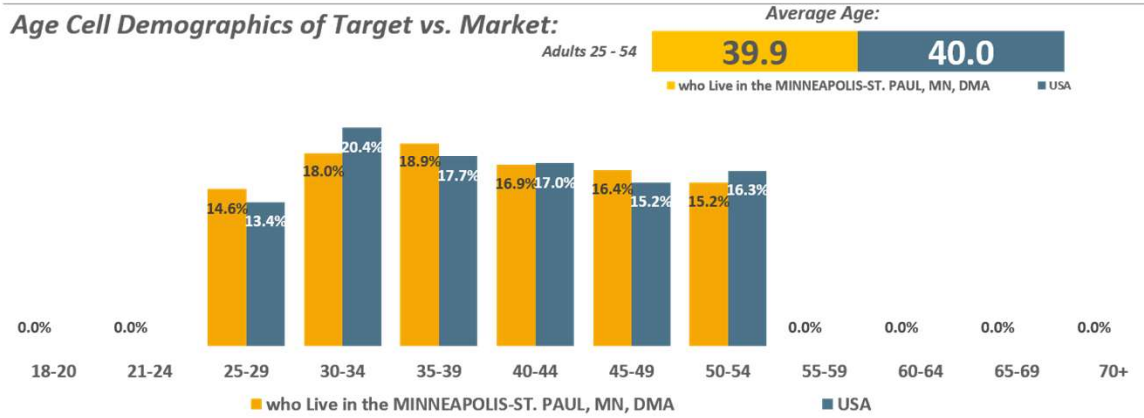
Gender of Target vs. Market: Adults 25 - 54



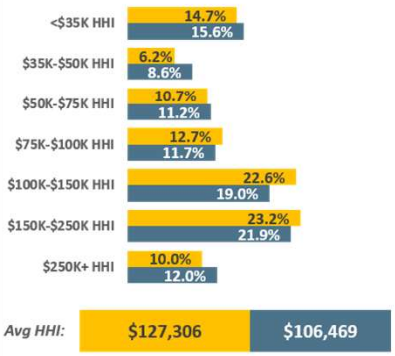
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



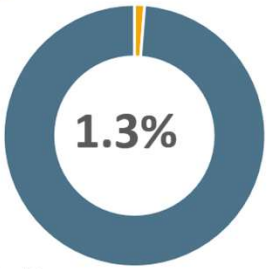
USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922

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1.3% or 938,935 of USA DMA Women 25 - 54 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Typical Women 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 39.8 years old (5.2% younger than average) and have a $117,030 (18.8% higher than average) annual household income.

Percent of Market: Women 25 - 54

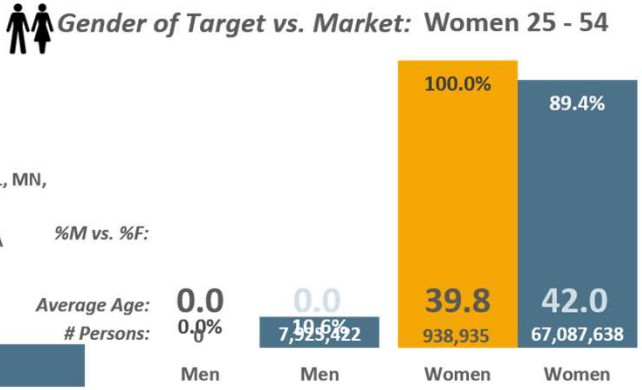


- who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA
- Remainder of USA DMA

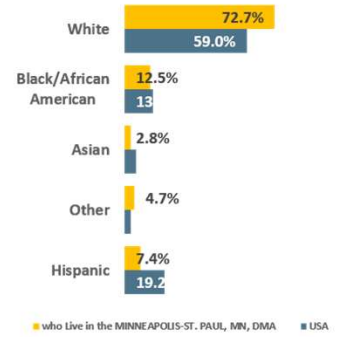
Total Persons:



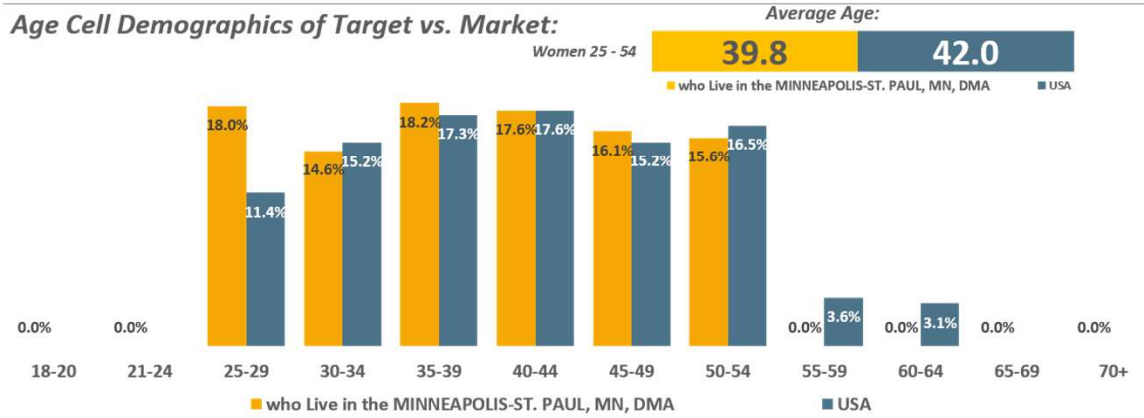
Gender of Target vs. Market: Women 25 - 54



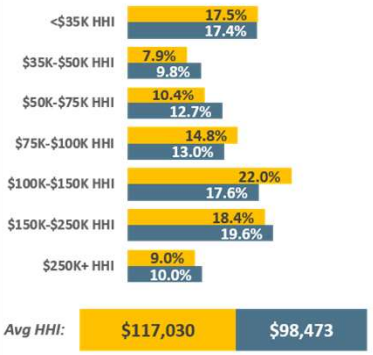
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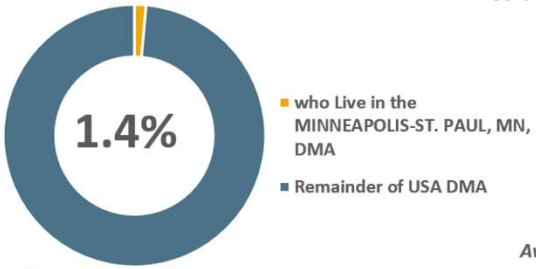
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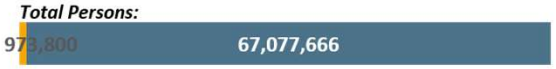


M25-54

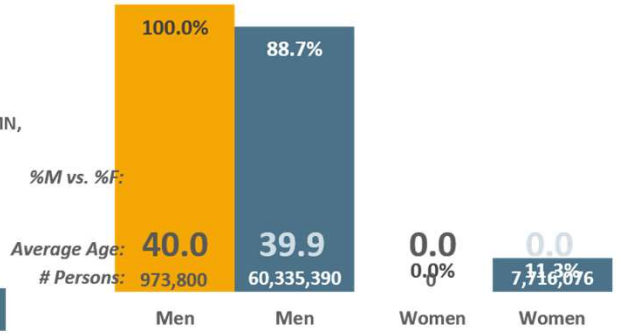
1.4% or 973,800 of USA DMA Men 25 - 54 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Typical Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 40. years old (.3% older than average) and have a $137,213 (19.9% higher than average) annual household income.

Percent of Market: Men 25 - 54

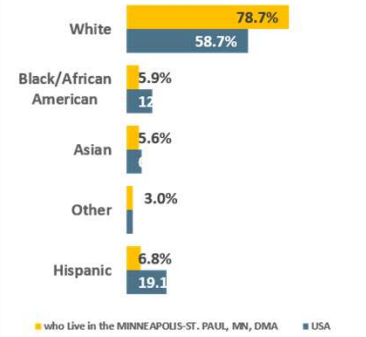




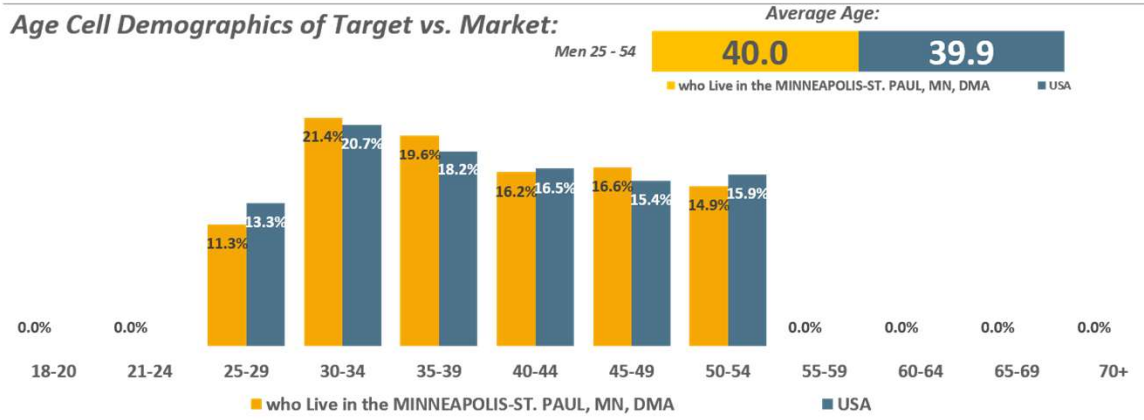
Gender of Target vs. Market: Men 25 - 54



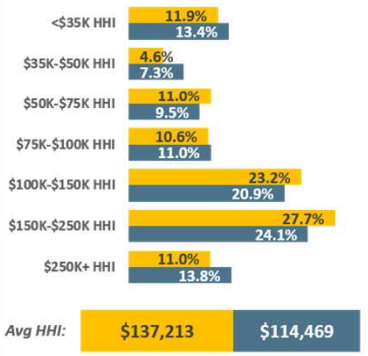
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922

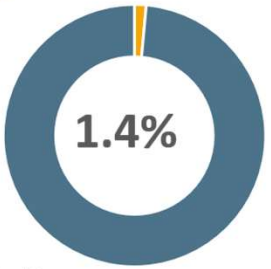
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P35-64

1.4% or 1,902,577 of USA DMA 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 49.5 years old (3.9% younger than average) and have a $132,880 (22.1% higher than average) annual household income.

Percent of Market: Adults 35 - 64



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

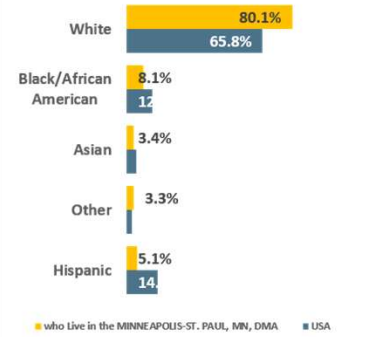
Total Persons:

1,902,577	129,677,838

Gender of Target vs. Market: Adults 35 - 64

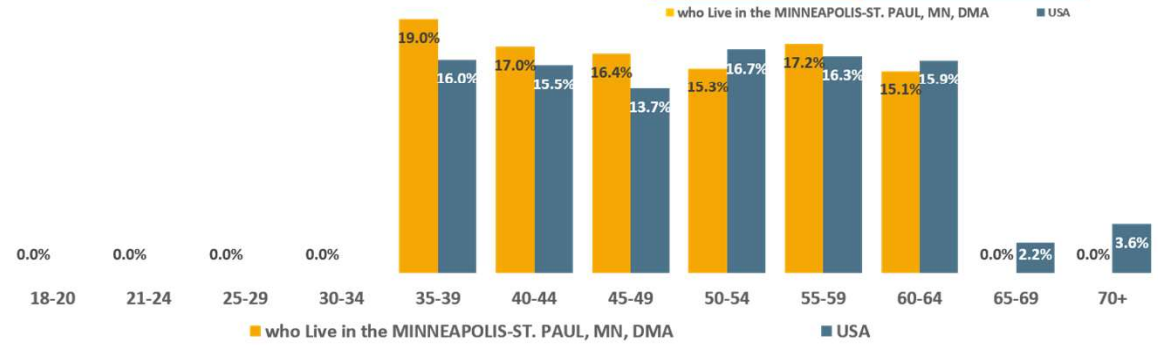
	Men	Men	Women	Women
%M vs. %F:	50.7%	49.7%	49.3%	50.3%
Average Age:	49.6	51.4	49.4	54.1
# Persons:	964,166	65,410,495	938,411	66,169,920

Ethnicity of Target vs. Market:

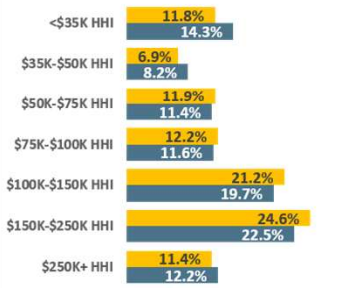


Age Cell Demographics of Target vs. Market:

Average Age:	Adults 35 - 64	49.5	51.5



HHI of Target vs. Market:



Avg HHI:	$132,880	$108,847

USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922

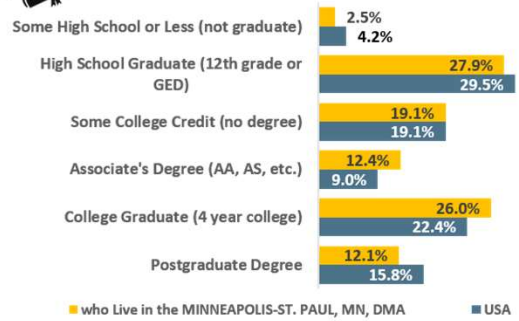
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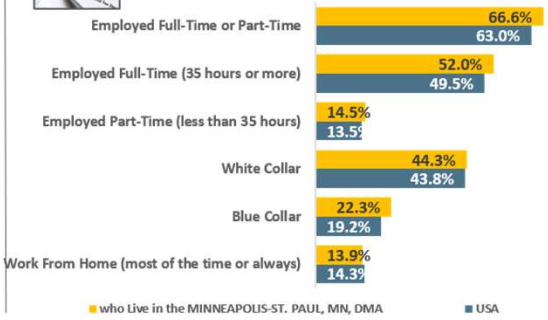
P18+

1.6% or 3,930,446 of USA DMA 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 .4% less likely to be a college graduate, 5.2% more likely to work full-time, 4.9% more likely to be married, 7.9% more likely to be a parent of 1 or more children under 18.

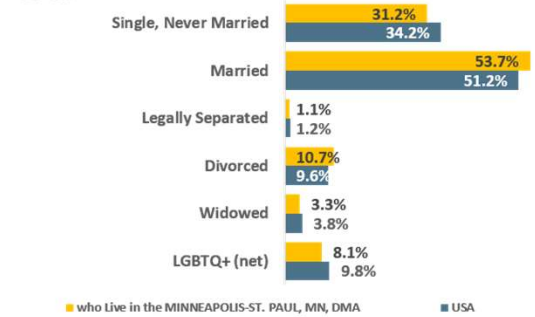
Education Levels: Adults 18 or older



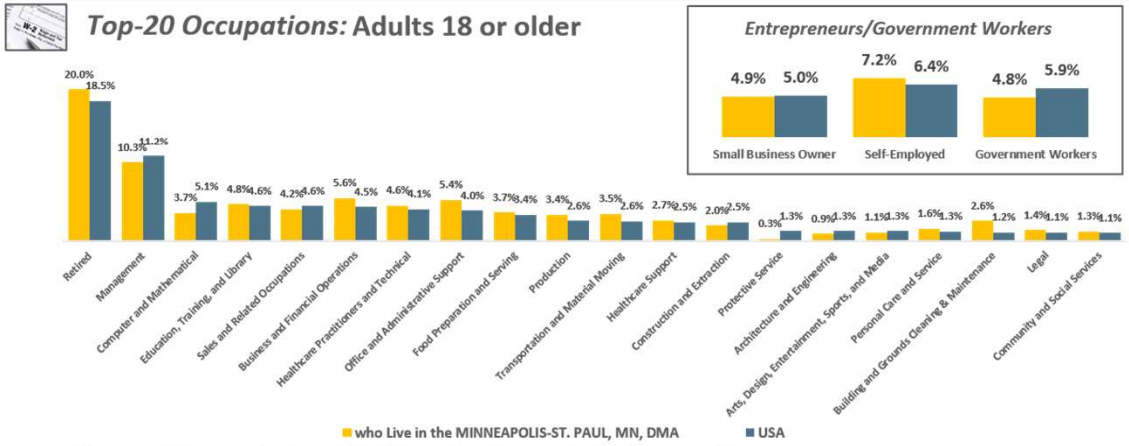
Employment: Adults 18 or older



Marital Status: Adults 18 or older

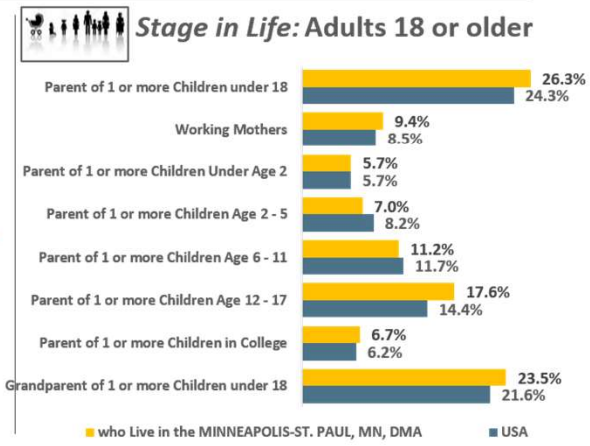


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



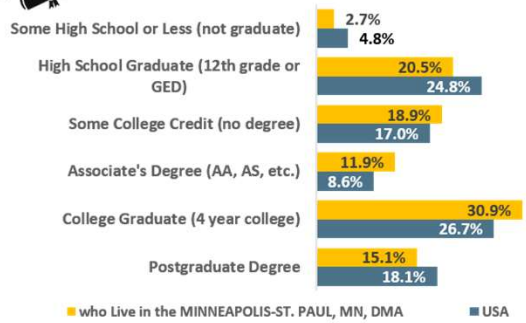
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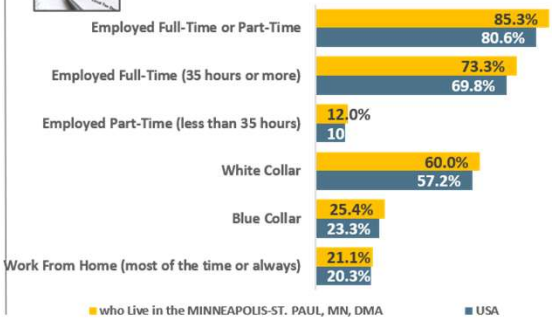


1.5% or 1,912,735 of USA DMA Adults 25 - 54 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA. Adults 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 2.8% more likely to be a college graduate, 5.1% more likely to work full-time, 3.2% more likely to be married, 8.8% more likely to be a parent of 1 or more children under 18.

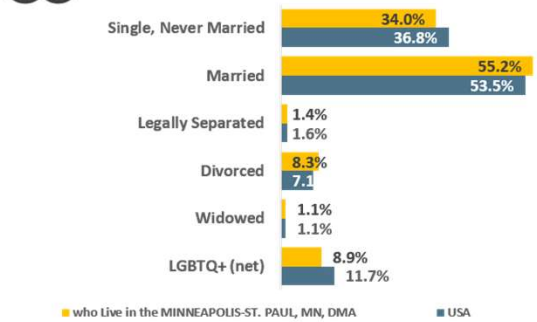
Education Levels: Adults 25 - 54



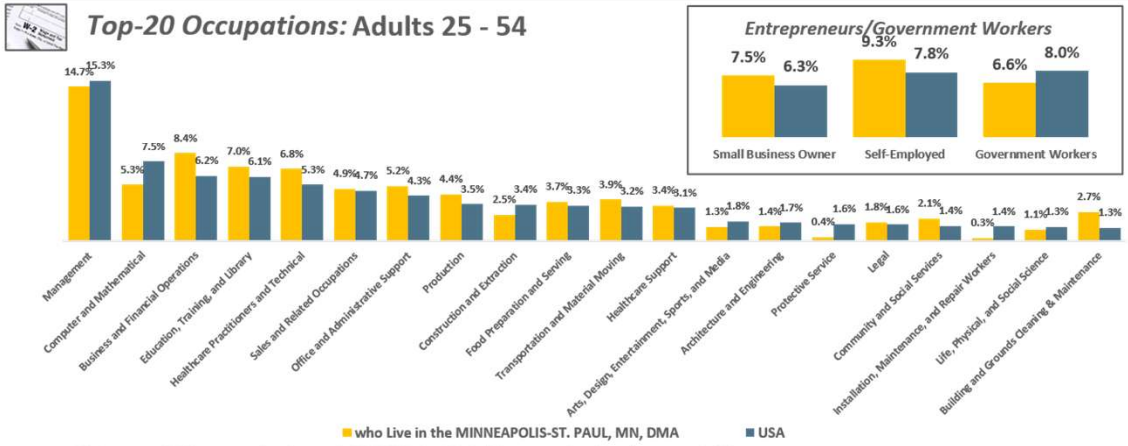
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

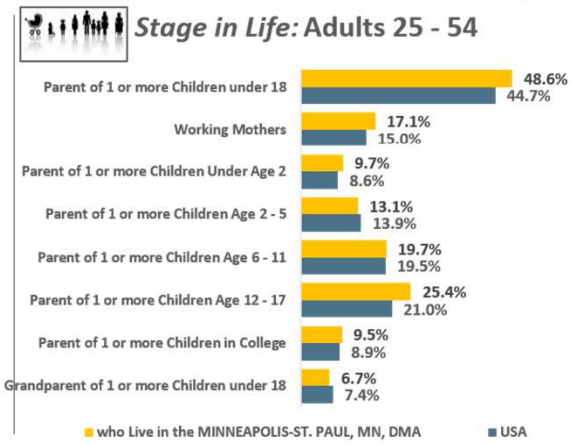


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Government Workers

Stage in Life: Adults 25 - 54



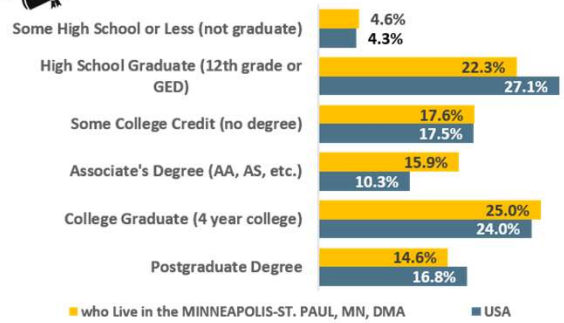
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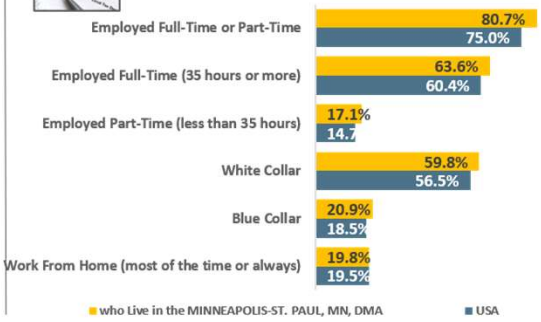


1.3% or 938,935 of USA DMA Women 25 - 54 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Women 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 2.7% less likely to be a college graduate, 5.3% more likely to work full-time, 9.5% less likely to be married, 1.% less likely to be a parent of 1 or more children under 18.

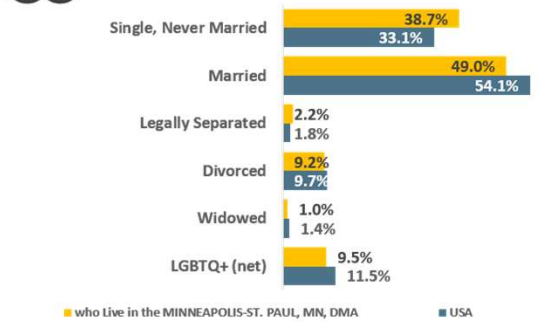
Education Levels: Women 25 - 54



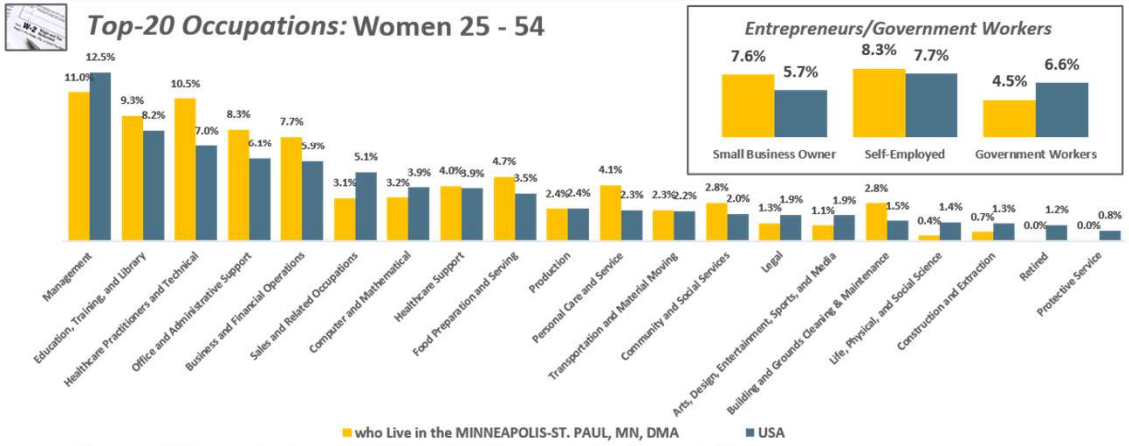
Employment: Women 25 - 54



Marital Status: Women 25 - 54

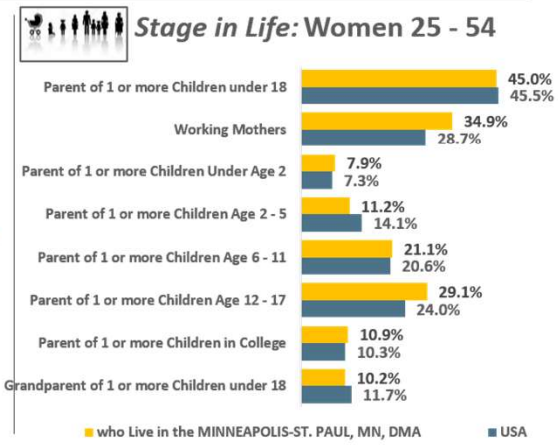


Top-20 Occupations: Women 25 - 54



Entrepreneurs/Government Workers

Stage in Life: Women 25 - 54



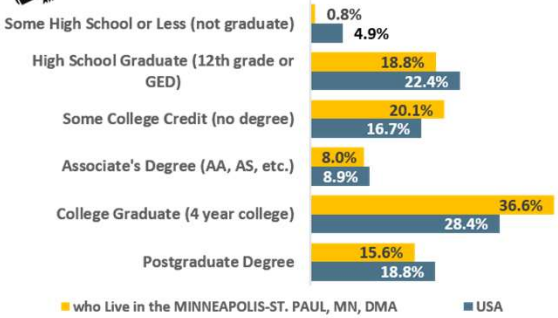
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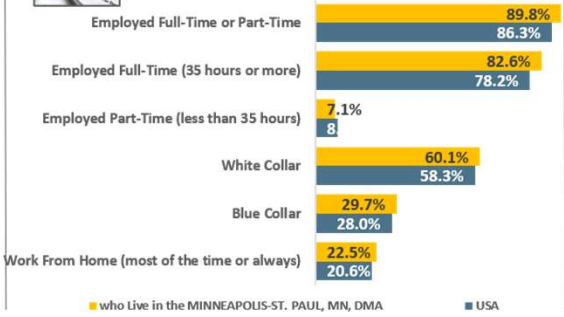


1.4% or 973,800 of USA DMA Men 25 - 54 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 10.7% more likely to be a college graduate, 5.7% more likely to work full-time, 14.8% more likely to be married, 23.3% more likely to be a parent of 1 or more children under 18.

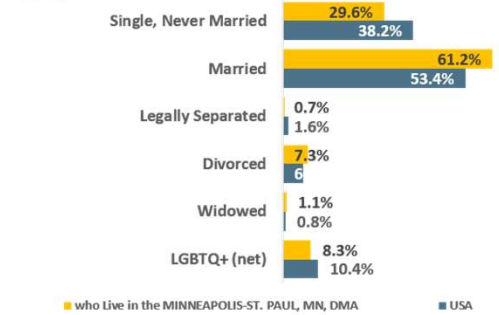
Education Levels: Men 25 - 54



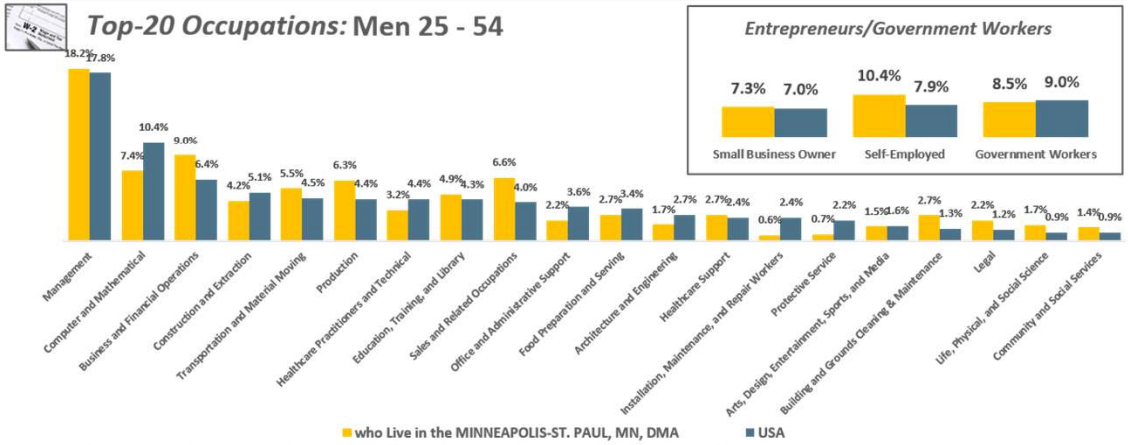
Employment: Men 25 - 54



Marital Status: Men 25 - 54

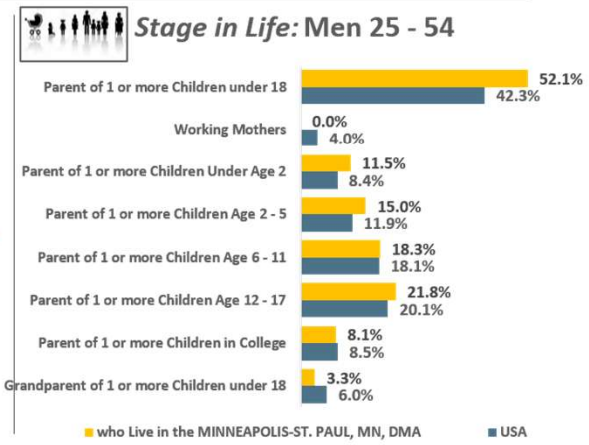


Top-20 Occupations: Men 25 - 54



Entrepreneurs/Government Workers

Stage in Life: Men 25 - 54



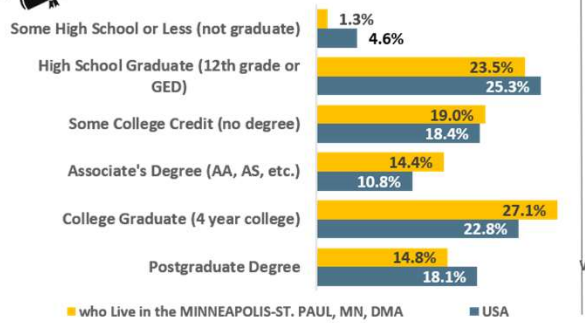
USA DMA Scarborough R2 2026; Aug25-Jul26 Qual Intab 1,922

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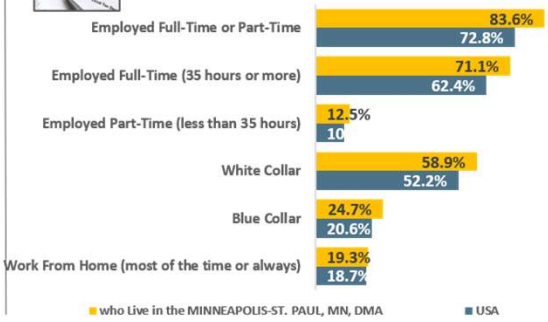


1.4% or 1,902,577 of USA DMA Adults 35 - 64 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA. Adults 35 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 2.5% more likely to be a college graduate, 13.9% more likely to work full-time, .3% less likely to be married, 18.9% less likely to be a grandparent of 1 or more children under 18.

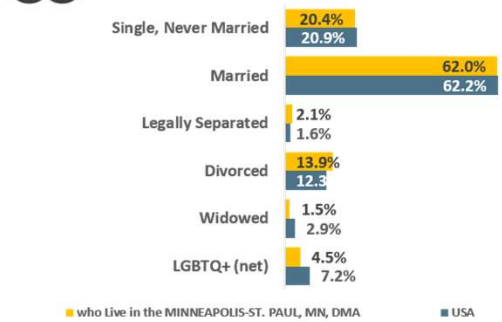
Education Levels: Adults 35 - 64



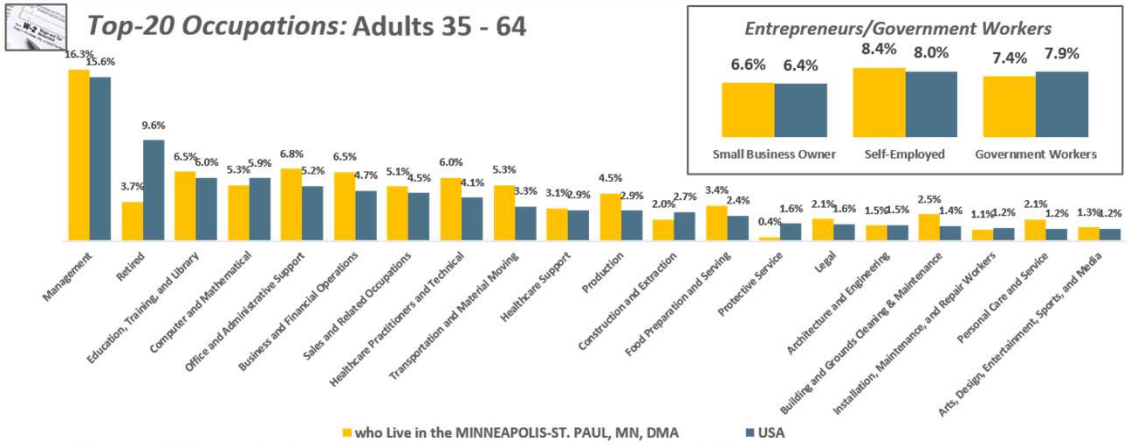
Employment: Adults 35 - 64



Marital Status: Adults 35 - 64

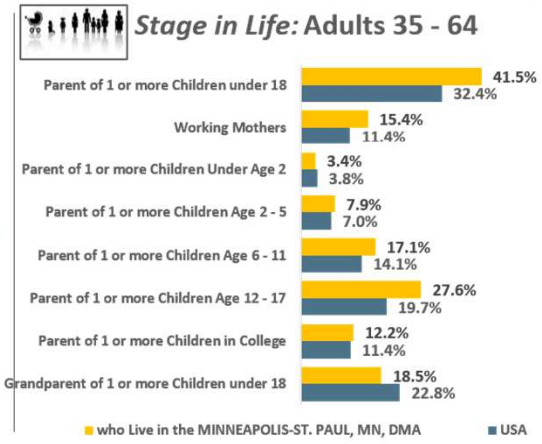


Top-20 Occupations: Adults 35 - 64



Entrepreneurs/Government Workers

Stage in Life: Adults 35 - 64



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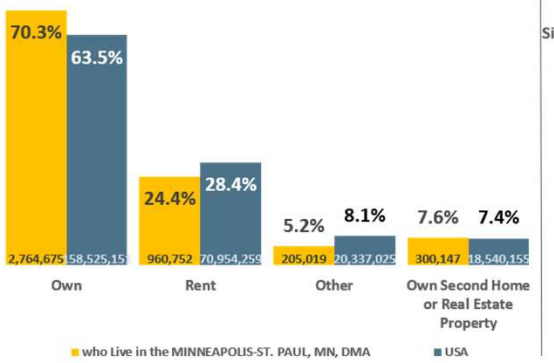
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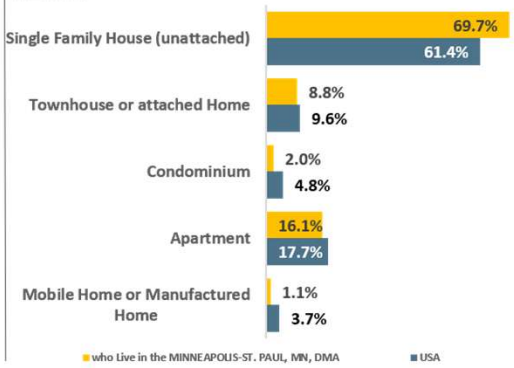
P18+

1.6% or 3,930,446 of USA DMA Adults 18 or older Live in the MINNEAPOLIS-ST. PAUL, MN, DMA. Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 10.8% more likely to own their home, 6.9% more likely to own a lower valued home, 13.7% more likely to have a single-family home, 2.6% less likely to have a dog.

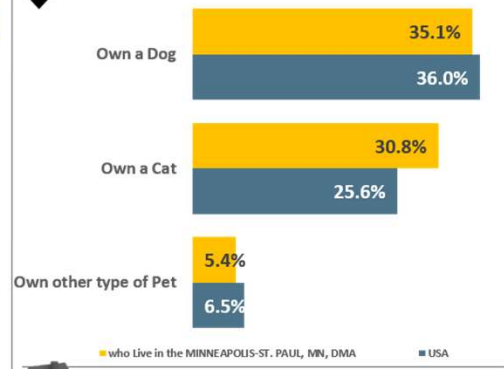
Own/Rent/Other: Adults 18 or older



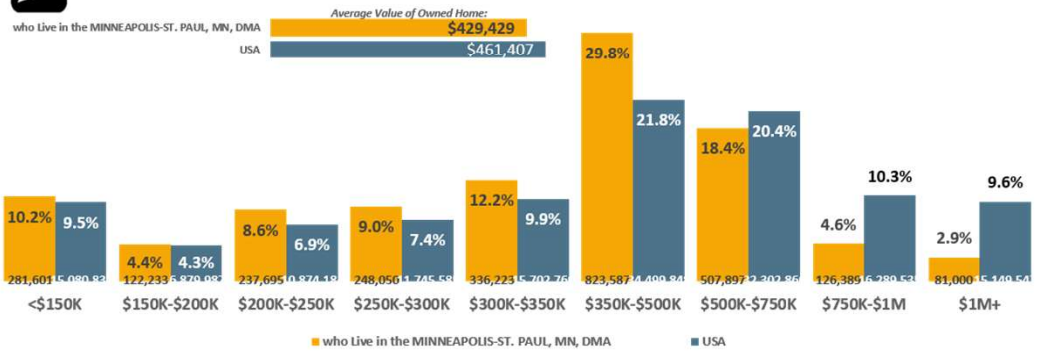
Type of Home: Adults 18 or older



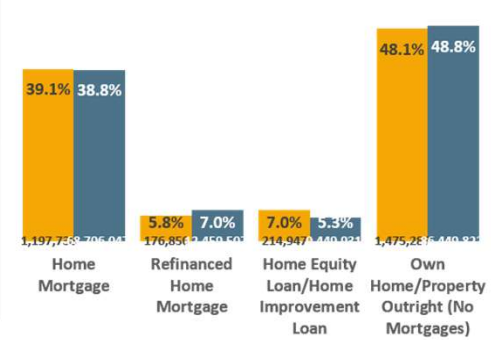
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922

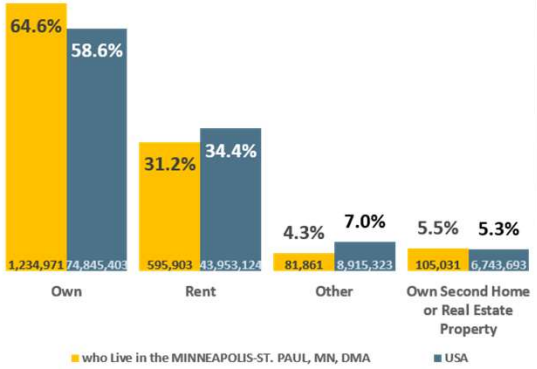
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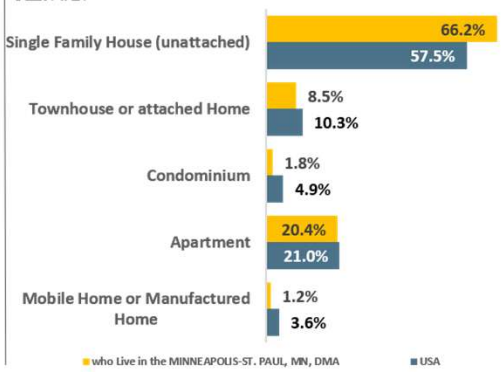
P25-54

1.5% or 1,912,735 of USA DMA Adults 25 - 54 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Adults 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 10.2% more likely to own their home, 2.7% more likely to own a lower valued home, 15.1% more likely to have a single-family home, 6.4% more likely to have a dog.

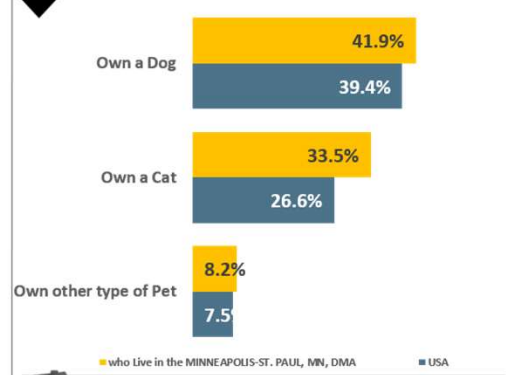
Own/Rent/Other: Adults 25 - 54



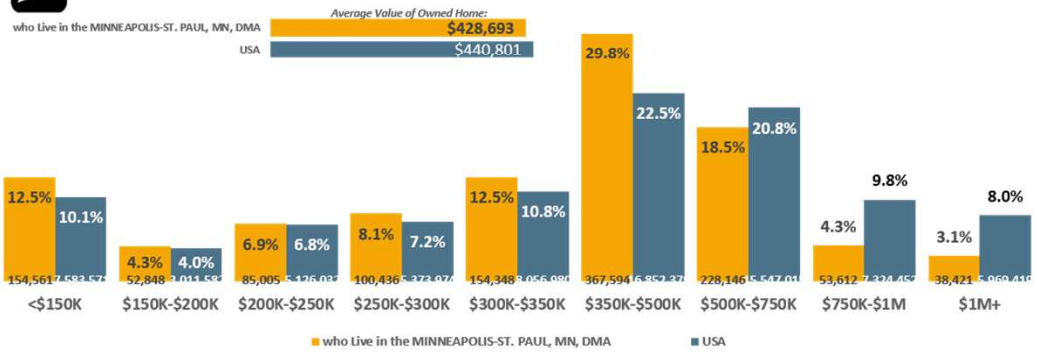
Type of Home: Adults 25 - 54



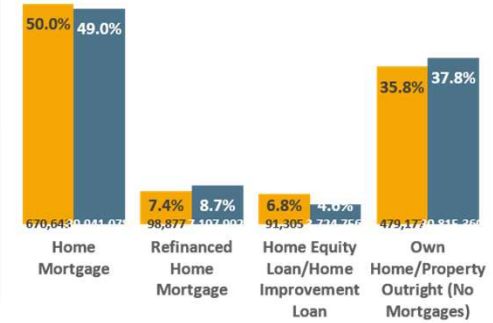
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



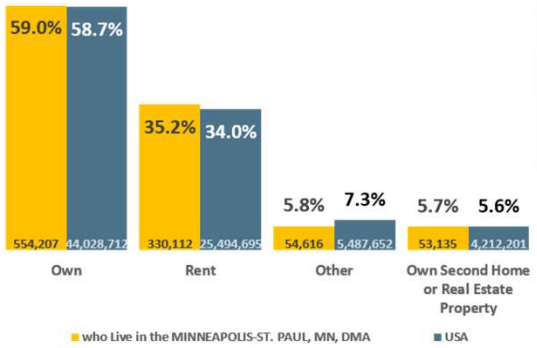
USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922

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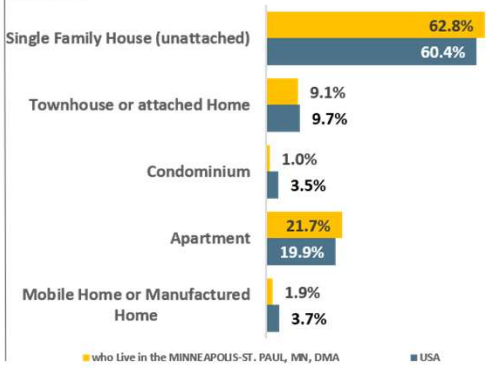


1.3% or 938,935 of USA DMA Women 25 - 54 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Women 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are .6% more likely to own their home, .3% more likely to own a lower valued home, 3.9% more likely to have a single-family home, 5.2% more likely to have a dog.

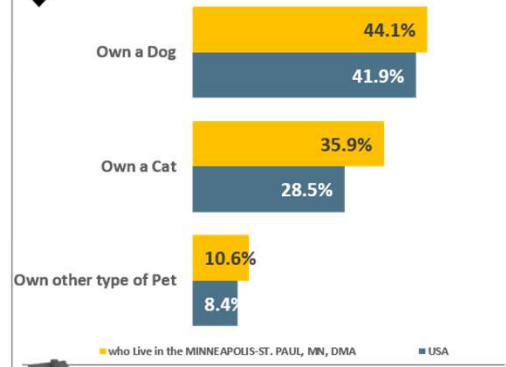
Own/Rent/Other: Women 25 - 54



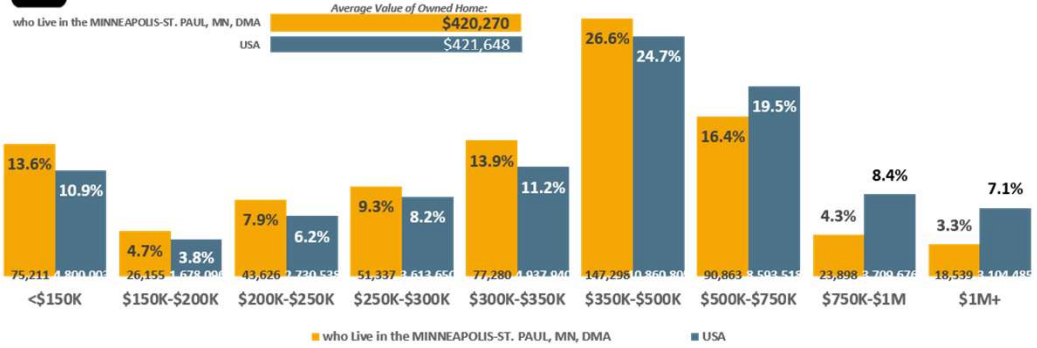
Type of Home: Women 25 - 54



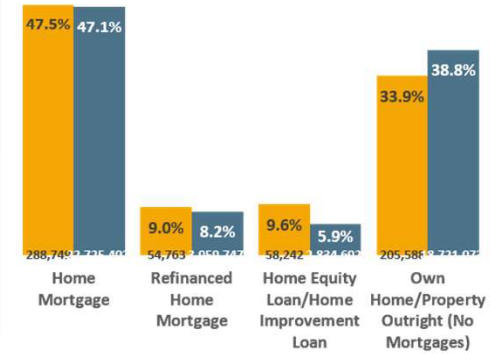
Pets in Home: Women 25 - 54



Value of Owned Home: Women 25 - 54



Home Loans: Women 25 - 54



USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922

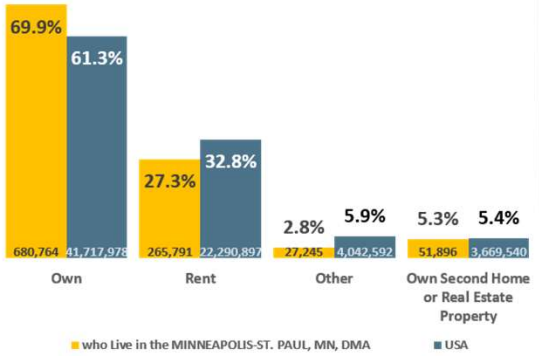
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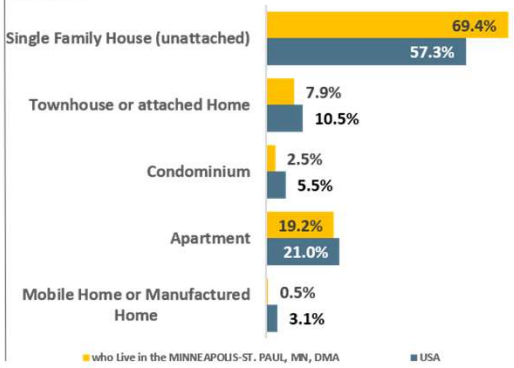
M25-54

1.4% or 973,800 of USA DMA Men 25 - 54 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 14.% more likely to own their home, 1.4% more likely to own a lower valued home, 21.1% more likely to have a single-family home, 5.5% more likely to have a dog.

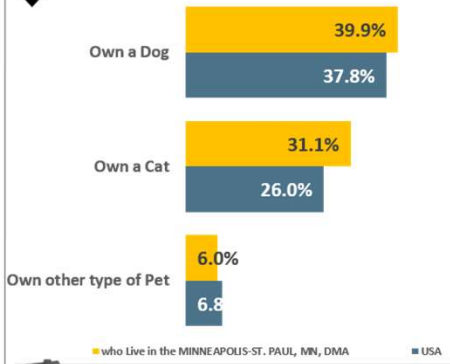
Own/Rent/Other: Men 25 - 54



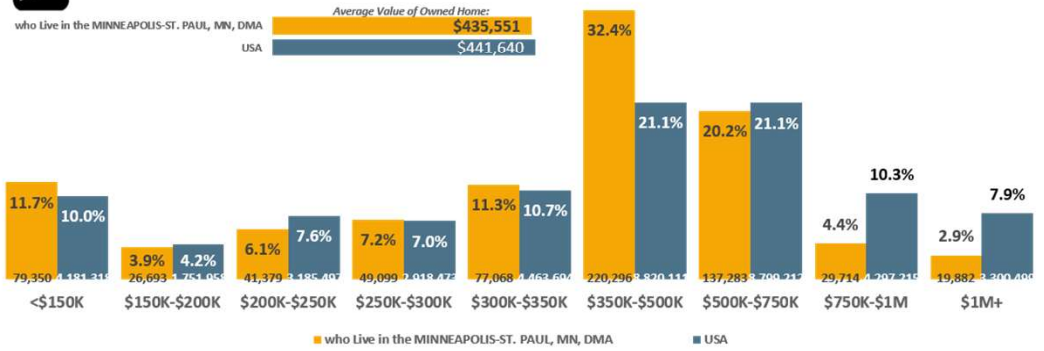
Type of Home: Men 25 - 54



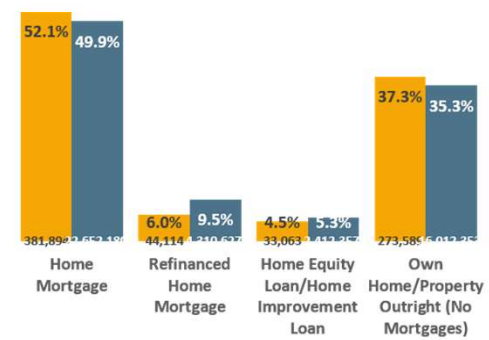
Pets in Home: Men 25 - 54



Value of Owned Home: Men 25 - 54



Home Loans: Men 25 - 54



USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922

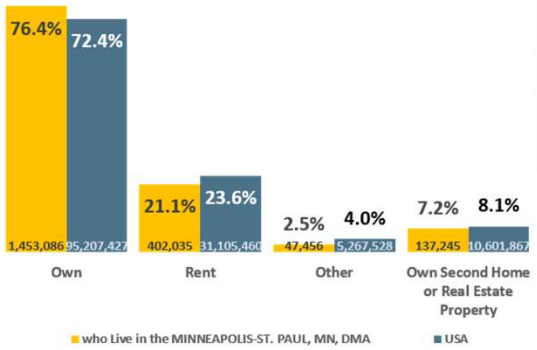
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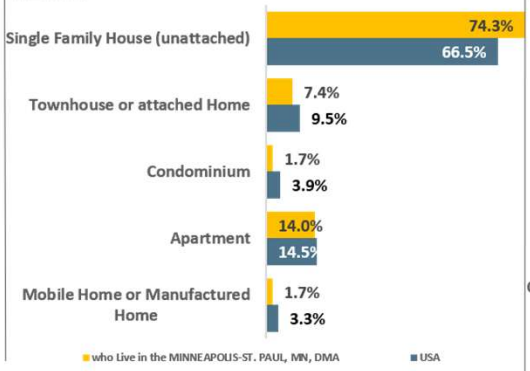
P35-64

1.4% or 1,902,577 of USA DMA Adults 35 - 64 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Adults 35 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 5.6% more likely to own their home, 1.7% more likely to own a lower valued home, 11.7% more likely to have a single-family home, 6.6% more likely to have a dog.

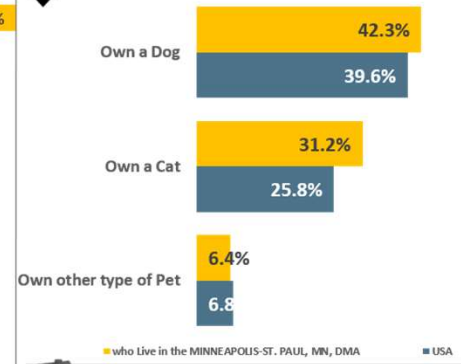
Own/Rent/Other: Adults 35 - 64



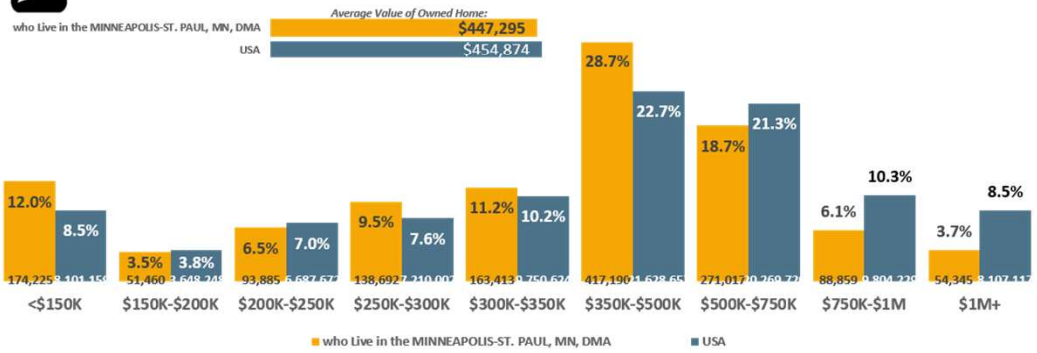
Type of Home: Adults 35 - 64



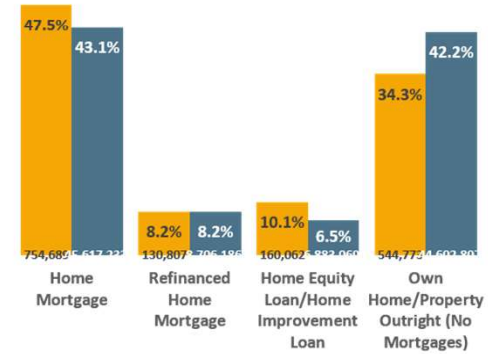
Pets in Home: Adults 35 - 64



Value of Owned Home: Adults 35 - 64



Home Loans: Adults 35 - 64



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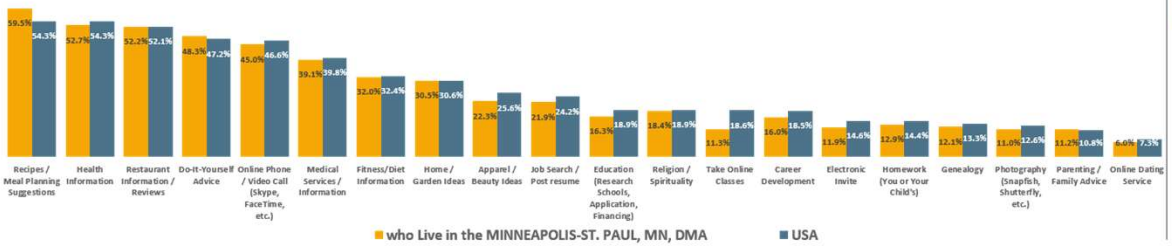
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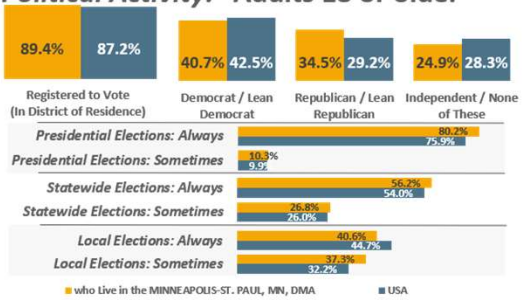
P18+

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Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 2.4% more likely to look up D-I-Y advice online, 9.1% less likely to always vote in local elections, .9% more likely to belong to a gym, 1.4% less likely to fly domestic past yr.

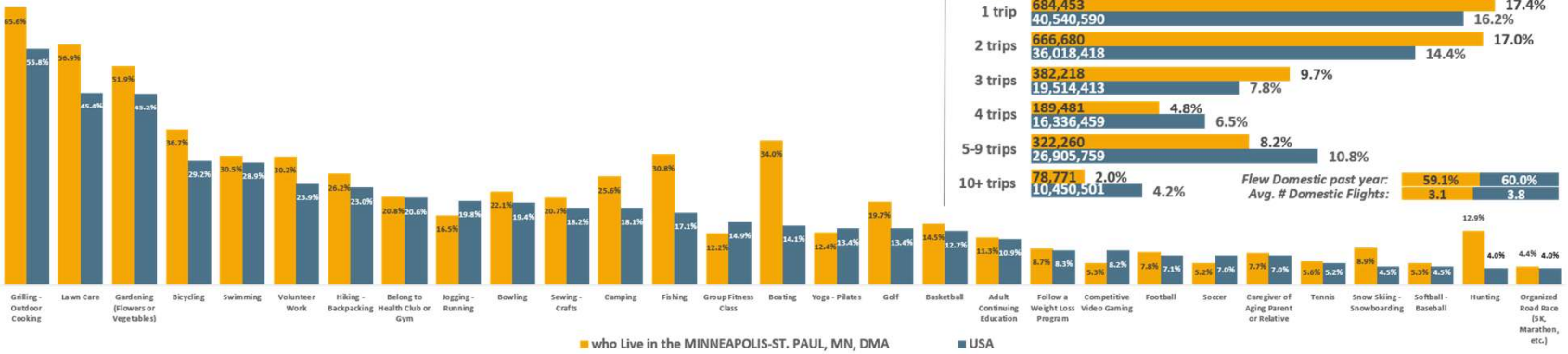
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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 DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922

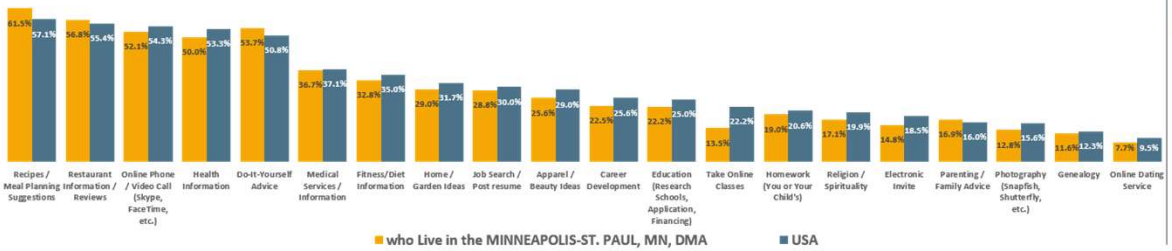
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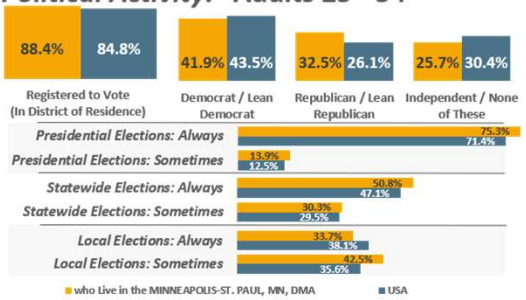
P25-54

1.5% or 1,912,735 of USA DMA Adults 25 - 54 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Adults 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 5.7% more likely to look up D-I-Y advice online, 11.6% less likely to always vote in local elections, 2.8% less likely to belong to a gym, 1.7% more likely to fly domestic past yr.

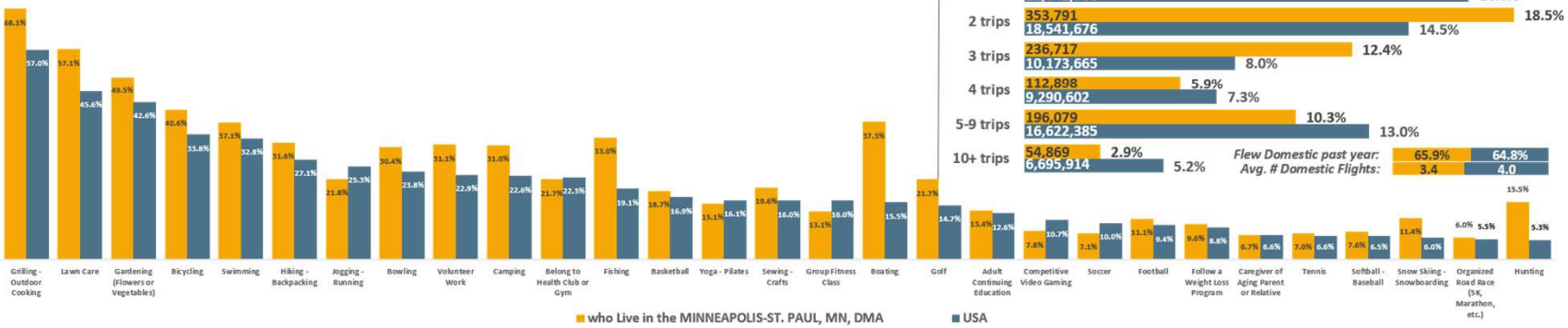
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



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

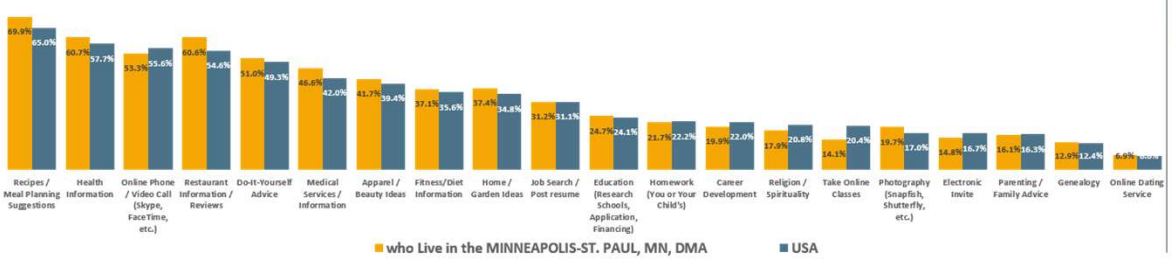
USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922

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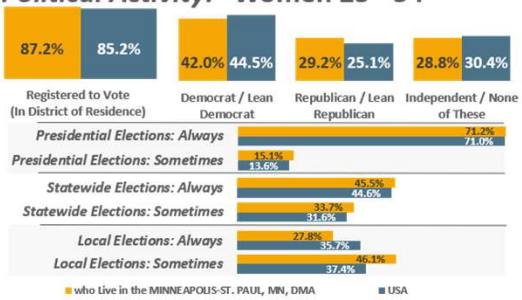


1.3% or 938,935 of USA DMA Women 25 - 54 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Women 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 3.4% more likely to look up D-I-Y advice online, 22.3% less likely to always vote in local elections, 5.4% more likely to belong to a gym, .8% less likely to fly domestic past yr.

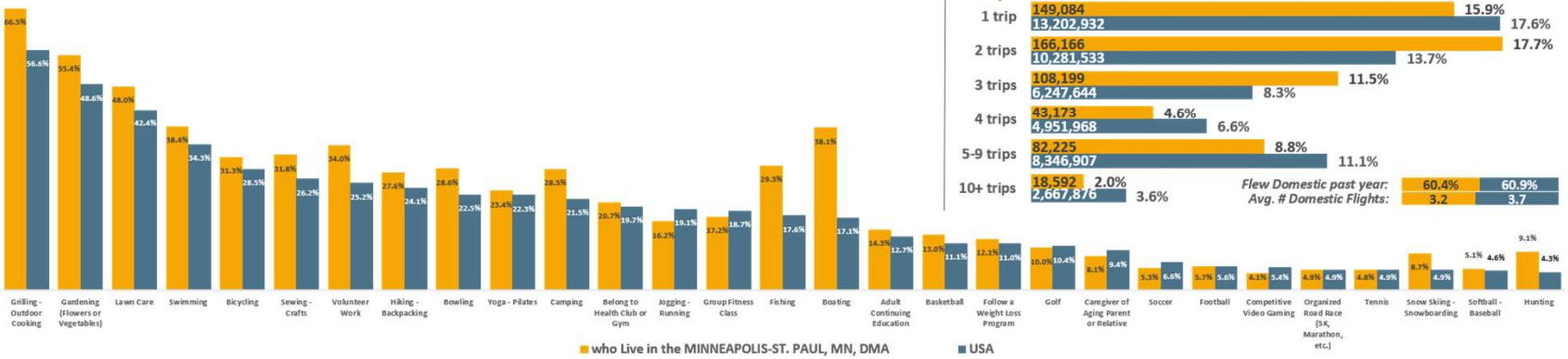
Top-20 past 30-days Online Lifestyle Activites: Women 25 - 54



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

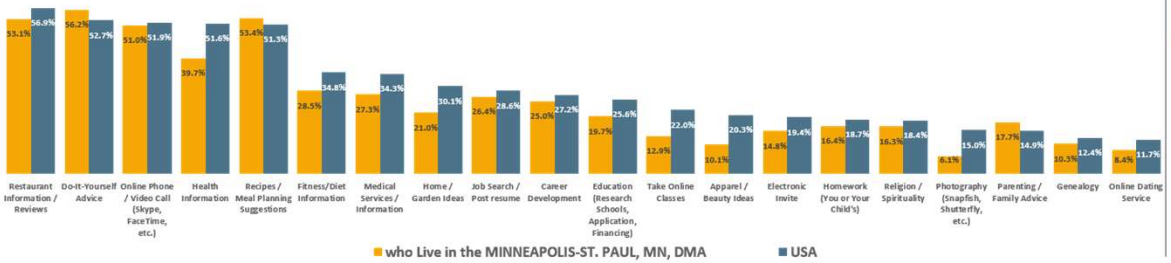
USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922

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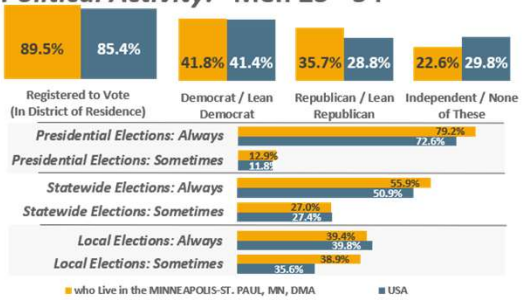


1.4% or 973,800 of USA DMA Men 25 - 54 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 6.7% more likely to look up D-I-Y advice online, 1.% less likely to always vote in local elections, 5.9% less likely to belong to a gym, 5.8% more likely to fly domestic past yr.

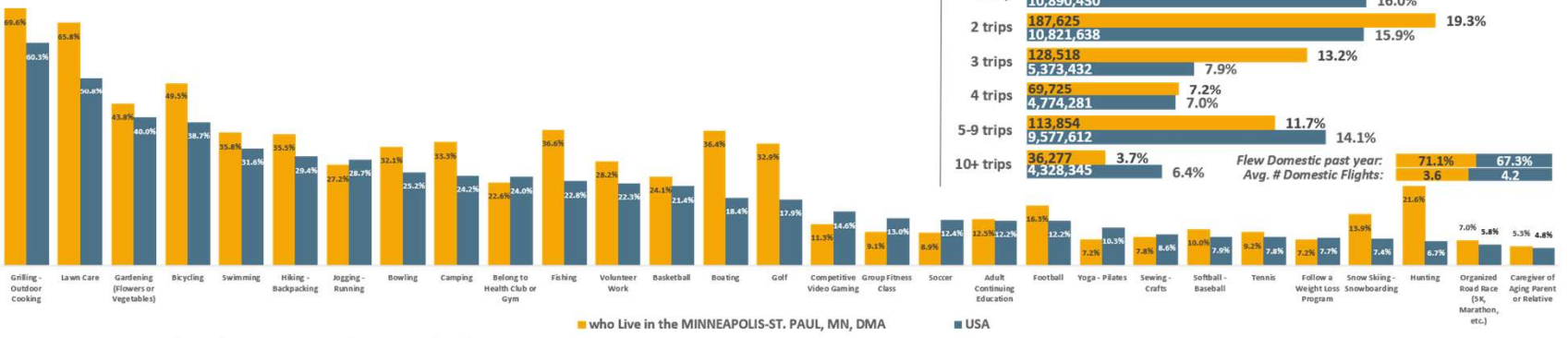
Top-20 past 30-days Online Lifestyle Activites: Men 25 - 54



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



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

USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922

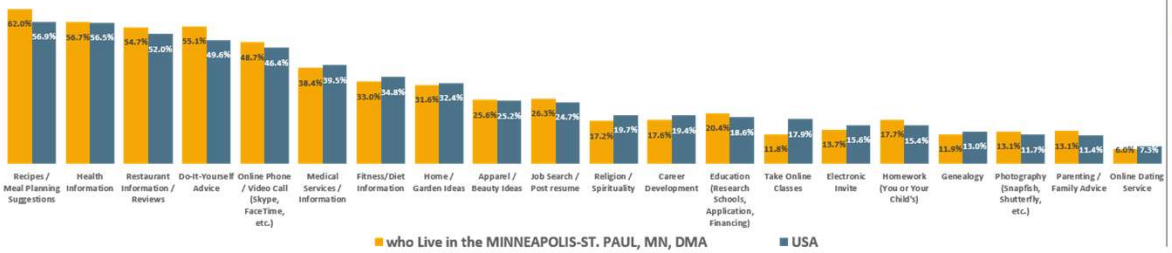
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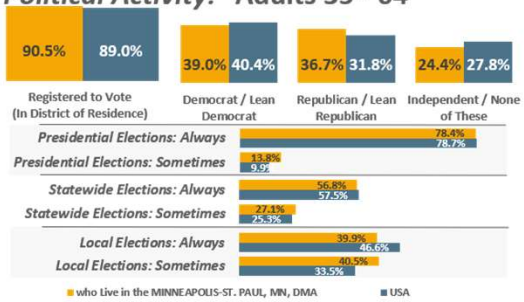
P35-64

1.4% or 1,902,577 of USA DMA Adults 35 - 64 Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.
Adults 35 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 11.1% more likely to look up D-I-Y advice online, 14.3% less likely to always vote in local elections, 8.4% less likely to belong to a gym, .9% more likely to fly domestic past yr.

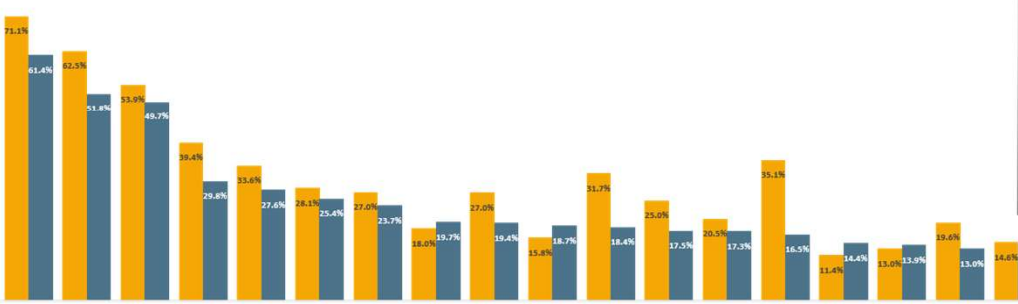
Top-20 past 30-days Online Lifestyle Activites: Adults 35 - 64



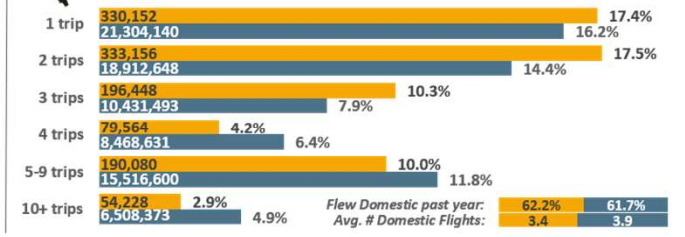
Political Activity: Adults 35 - 64



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



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



USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922

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P18+

1.6% or 3,930,446 of USA DMA 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 1.7% less likely to use QSRs past mo., 1.1% less likely to use Sit-Down Restaurants past mo., 8.9% more likely to use Casinos past yr., 11.8% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 81.9% 83.3% — 3,217,425 — 208,064,9 94

Avg. Monthly QSR Meals: 5.3 5.8

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



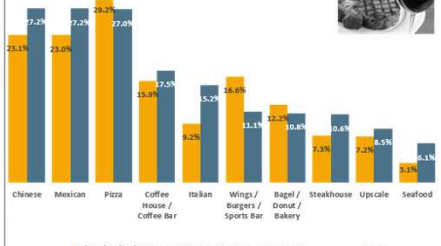
Total Monthly Sit-Down Restaurant Users: 70.2% 71.1% — 2,761,082 — 177,503,5 10

Avg. Monthly Sit-Down Restaurant Meals: 3.3 3.7

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 611,253 15.6%

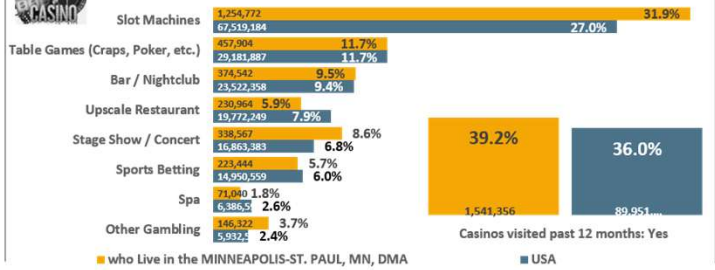
USA 53,120,39 1 21.3%

Drank Past 30-days: Adults 18 or older



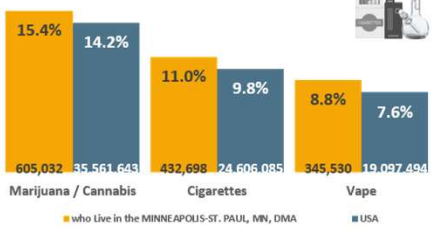
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922

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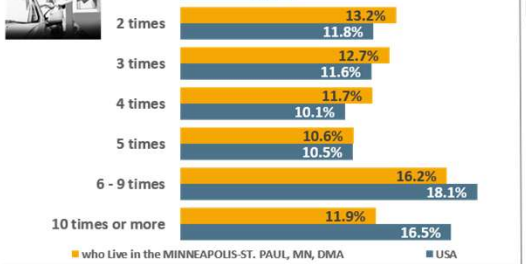


P25-54

1.5% or 1,912,735 of USA DMA 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% less likely to use QSRs past mo., 1.8% less likely to use Sit-Down Restaurants past mo., 1.3% more likely to use Casinos past yr., 4.8% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 54





Total Monthly QSR Users:

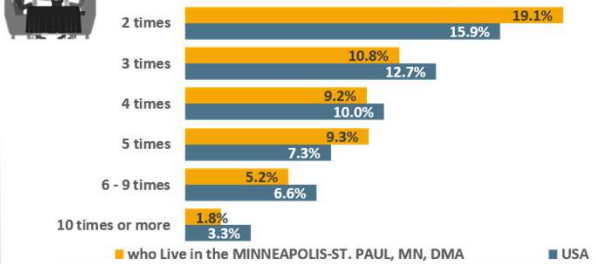


Avg. Monthly QSR Meals:

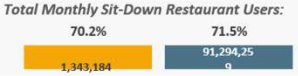


Past 30-days Sit-Down Restaurant Users: Adults 25 - 54





Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 25 - 54

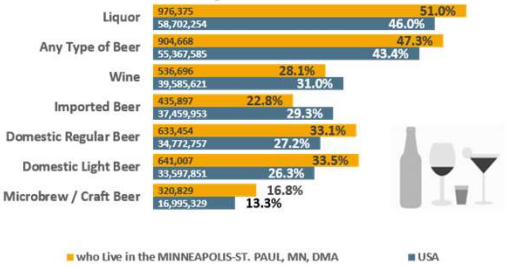
(Sit-Down Restaurants Used Past 30-days)



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

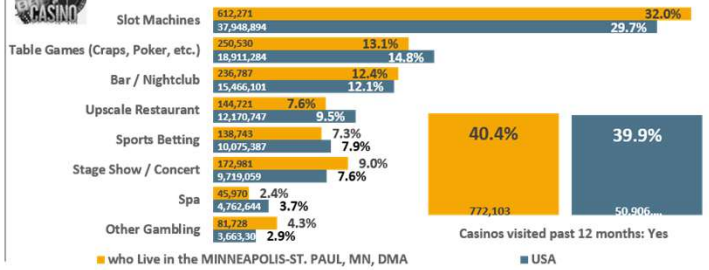


Drank Past 30-days: Adults 25 - 54



Past 12 months Casino Activities: Adults 25 - 54





Used Past 30-days: Adults 25 - 54



USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922

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1.3% or 938,935 of USA DMA 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% more likely to use QSRs past mo., .9% more likely to use Sit-Down Restaurants past mo., 1.1% less likely to use Casinos past yr., 14.9% more likely to smoke cigarettes.

Past 30-days QSR Users: Women 25 - 54



Total Monthly QSR Users:
85.7% 85.0%
804,724 63,781,83 8

Avg. Monthly QSR Meals:
5.8 6.2

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



Total Monthly Sit-Down Restaurant Users:
69.6% 68.9%
653,316 51,704,77 6

Avg. Monthly Sit-Down Restaurant Meals:
3.5 3.4

Top-10 Cuisines: Women 25 - 54

(Sit-Down Restaurants Used Past 30-days)



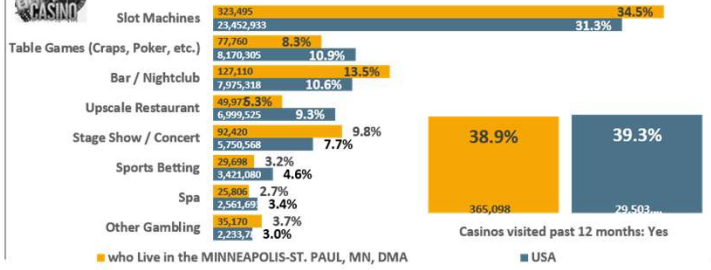
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA 234,823 25.0%
USA 18,523,99 9 24.7%

Drank Past 30-days: Women 25 - 54



Past 12 months Casino Activities: Women 25 - 54





Used Past 30-days: Women 25 - 54



USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922

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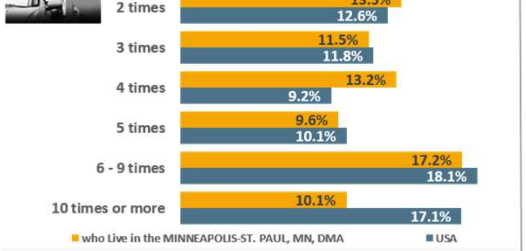


M25-54

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Past 30-days QSR Users: Men 25 - 54





Total Monthly QSR Users:

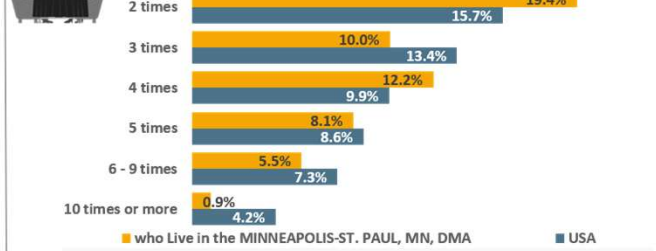


Avg. Monthly QSR Meals:



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





Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Men 25 - 54

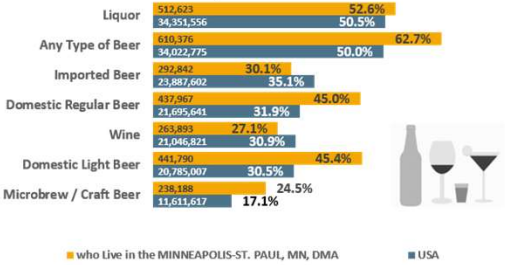
(Sit-Down Restaurants Used Past 30-days)



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

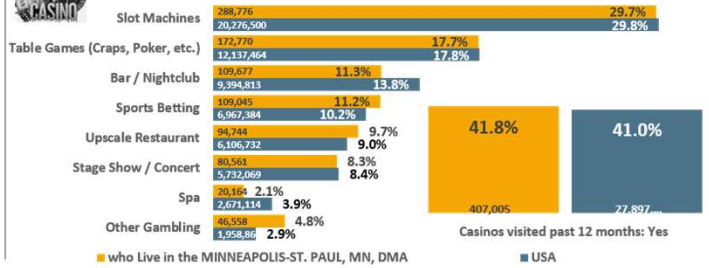


Drank Past 30-days: Men 25 - 54



Past 12 months Casino Activities: Men 25 - 54





Used Past 30-days: Men 25 - 54



USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922

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P35-64

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Past 30-days QSR Users: Adults 35 - 64



Total Monthly QSR Users:

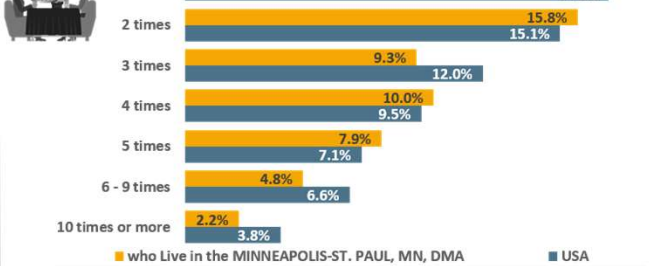


Avg. Monthly QSR Meals:



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





Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 35 - 64

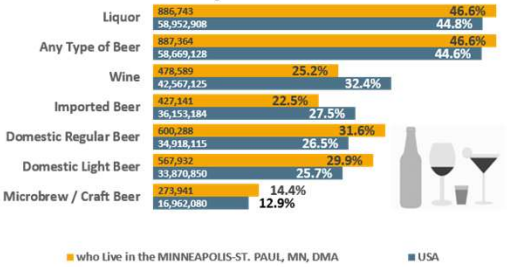
(Sit-Down Restaurants Used Past 30-days)



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

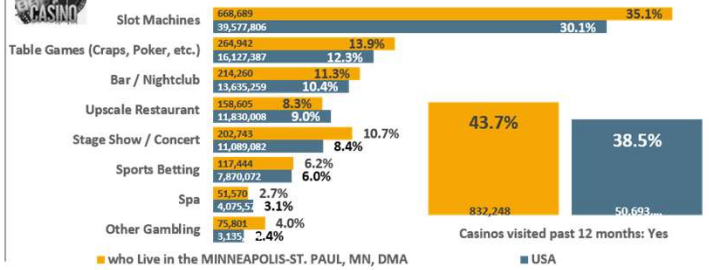


Drank Past 30-days: Adults 35 - 64



Past 12 months Casino Activities: Adults 35 - 64





Used Past 30-days: Adults 35 - 64



USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922

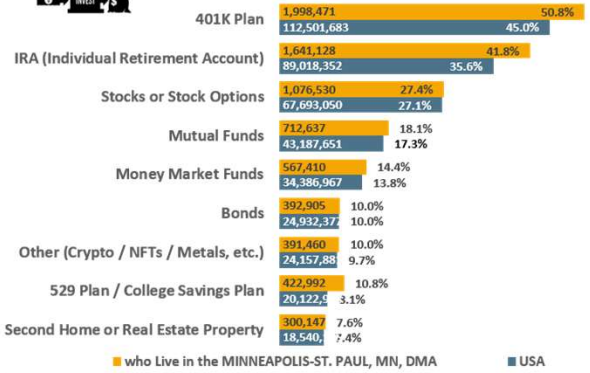
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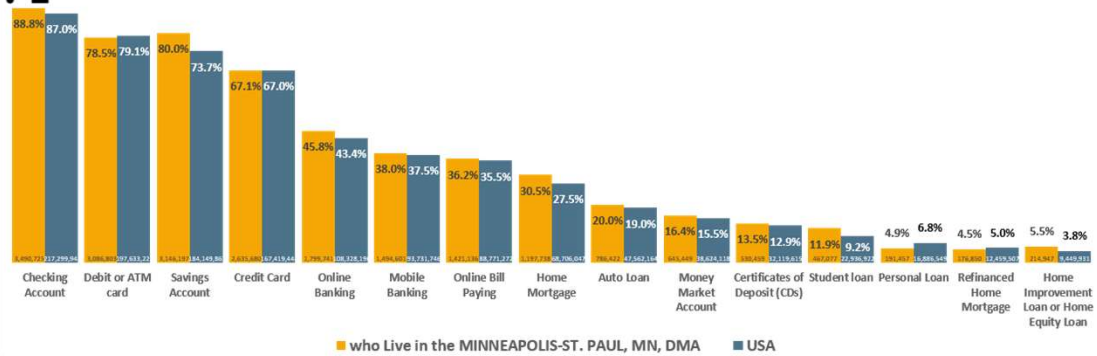
P18+

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Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 12.9% more likely to have a 401K, 5.1% more likely to have an Auto Loan, 6.6% less likely to Invest/Trade Stocks Online, .4% more likely to pay with their Debit Card.

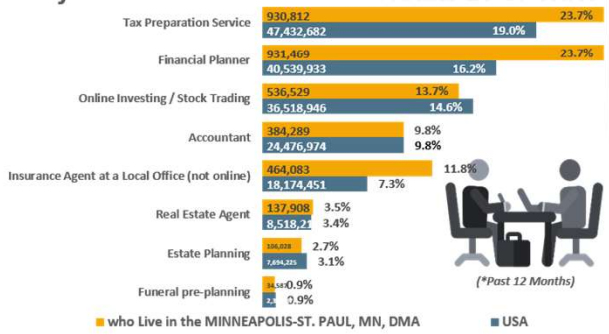
Investments Owned: Adults 18 or older



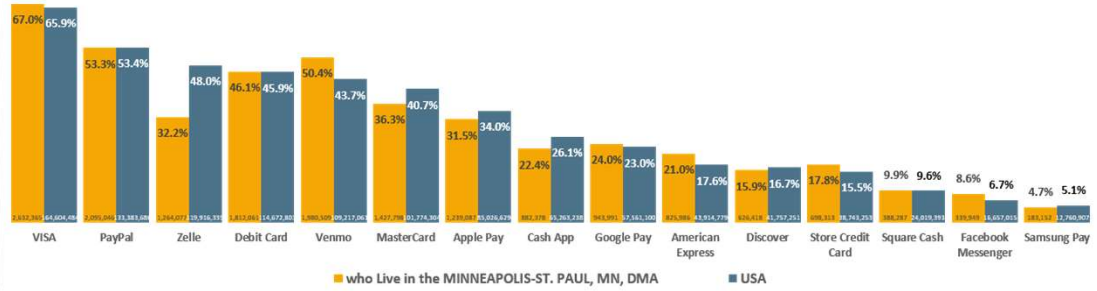
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922

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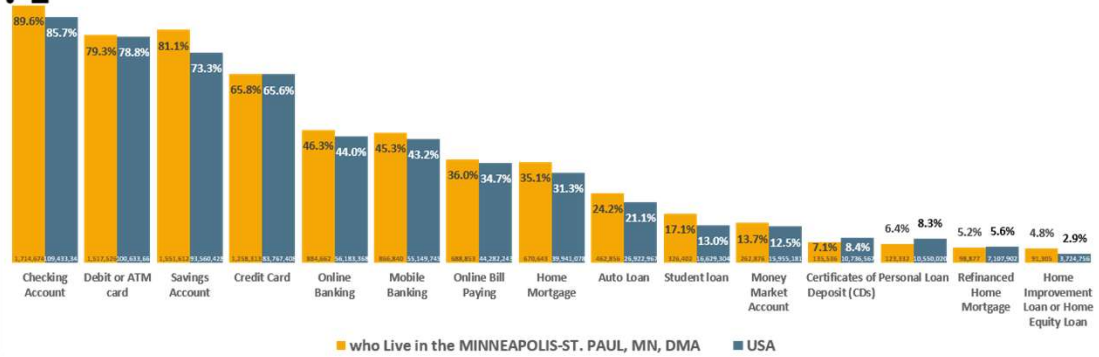
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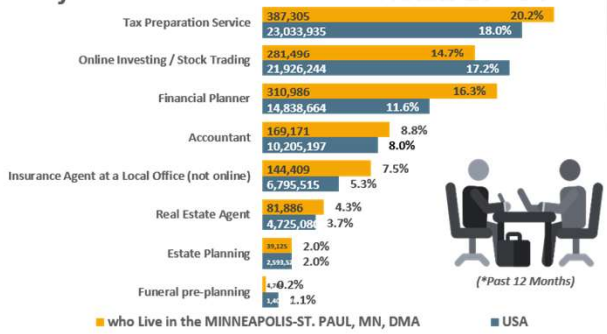
Investments Owned: Adults 25 - 54



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

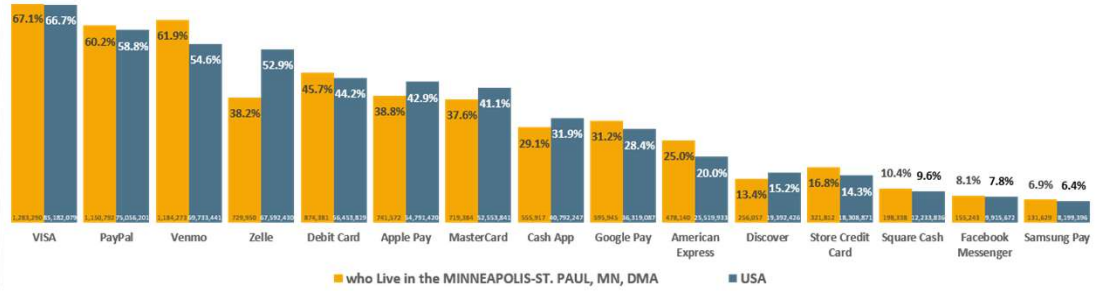


Professional Services Used:* Adults 25 - 54



*(*Past 12 Months)*

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



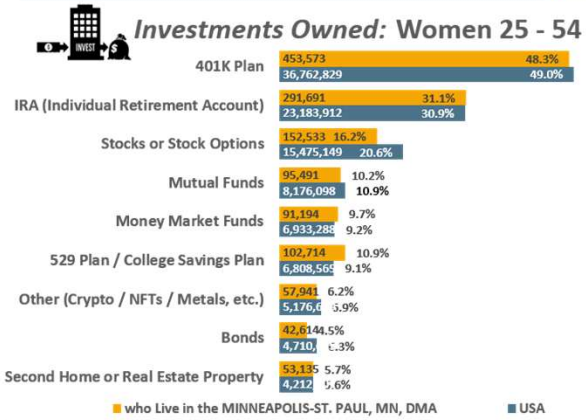
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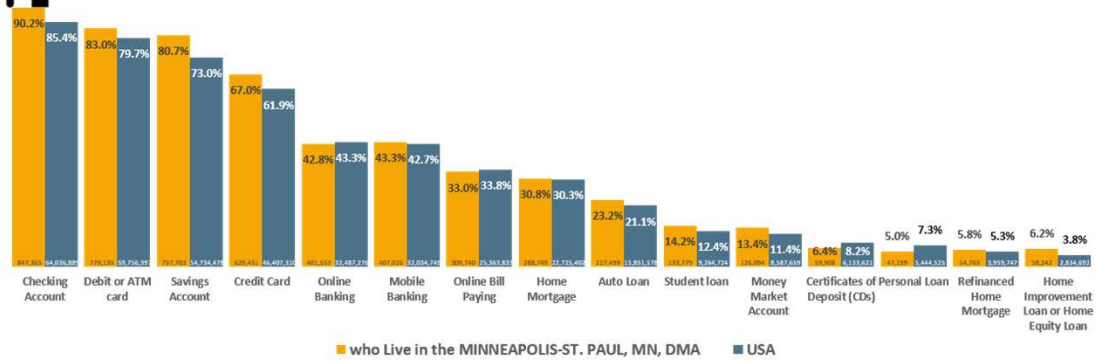


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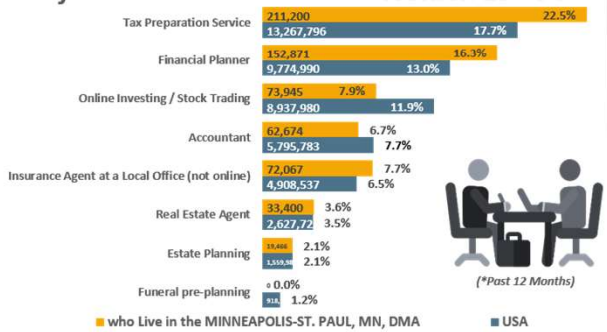
Investments Owned: Women 25 - 54



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

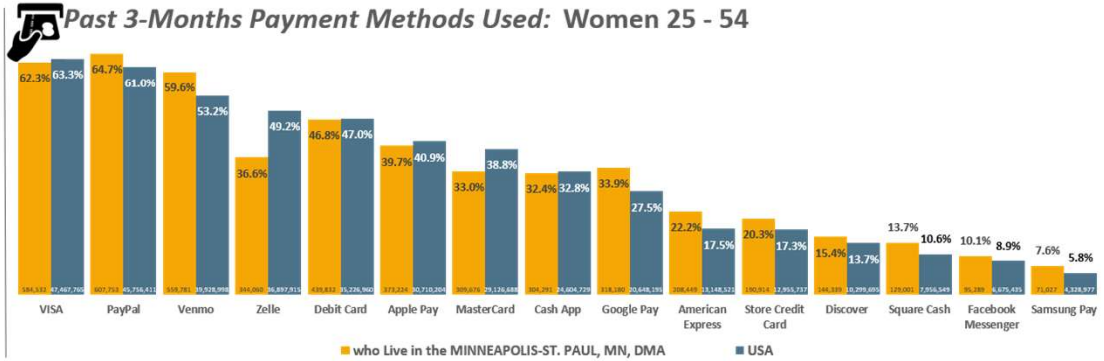


Professional Services Used:* Women 25 - 54



(*Past 12 Months)

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



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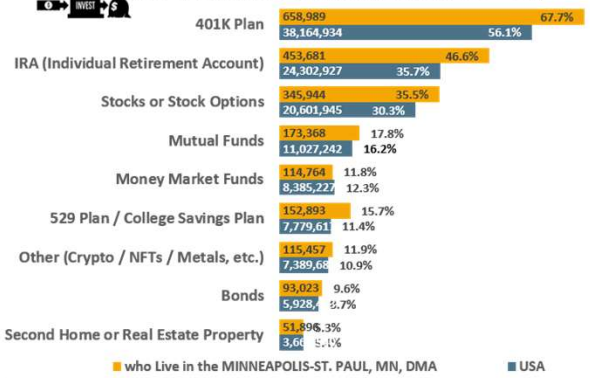
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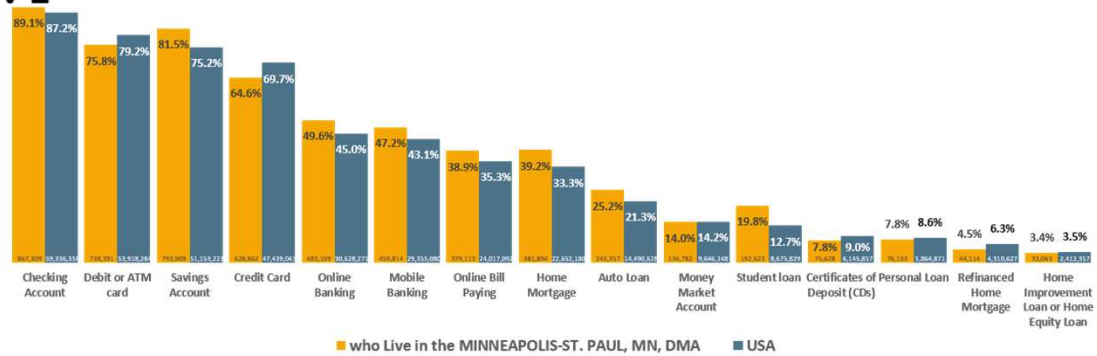
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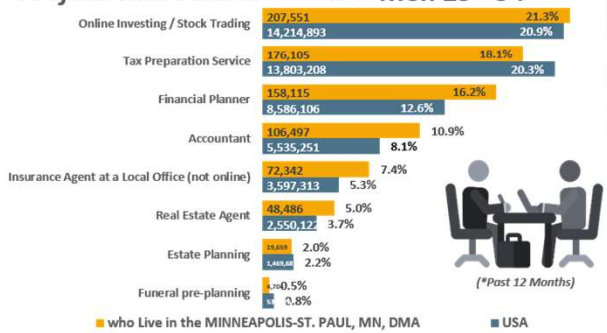
Investments Owned: Men 25 - 54



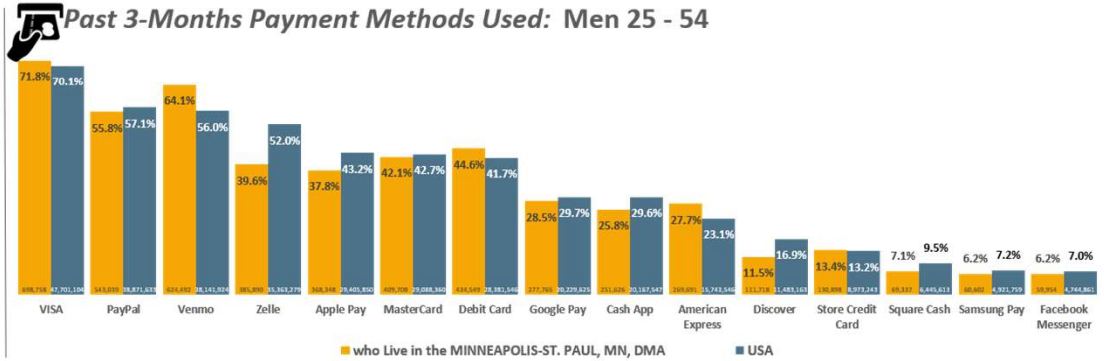
Financial Services Has and/or Uses: Men 25 - 54



Professional Services Used:* Men 25 - 54



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



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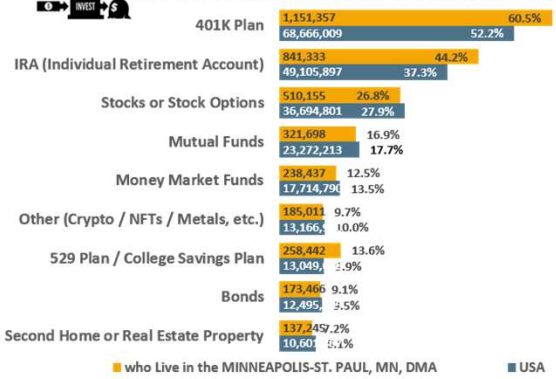
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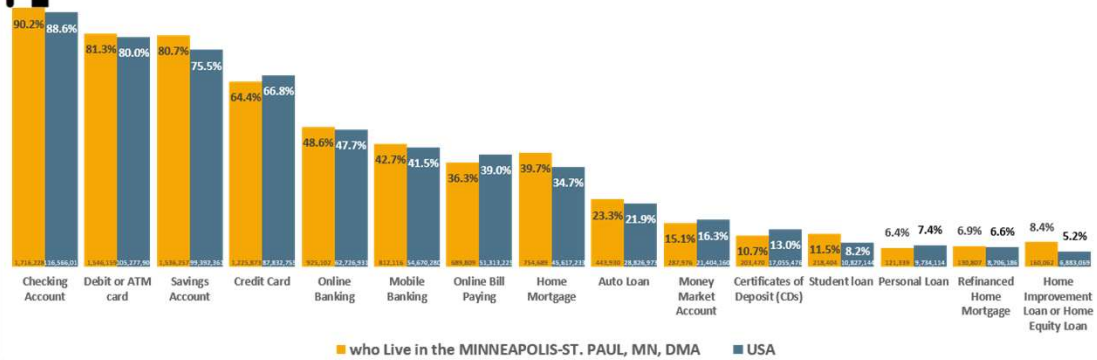
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Adults 35 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA are 16.% more likely to have a 401K, 6.5% more likely to have an Auto Loan, 6.9% less likely to Invest/Trade Stocks Online, 1.3% less likely to pay with their Debit Card.

Investments Owned: Adults 35 - 64



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

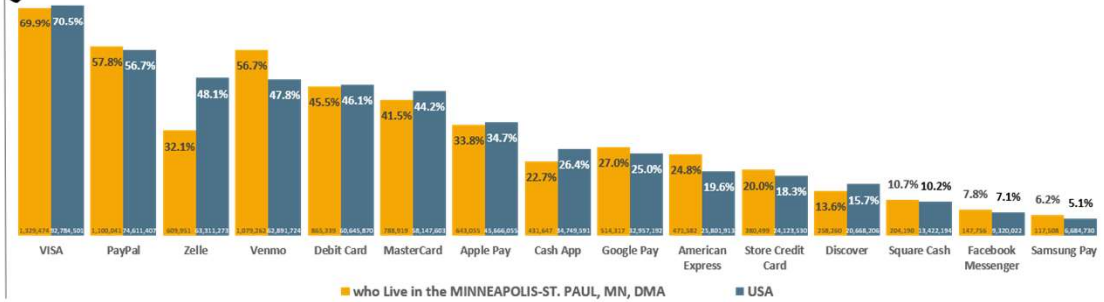


Professional Services Used:* Adults 35 - 64



(*Past 12 Months)

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



USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922

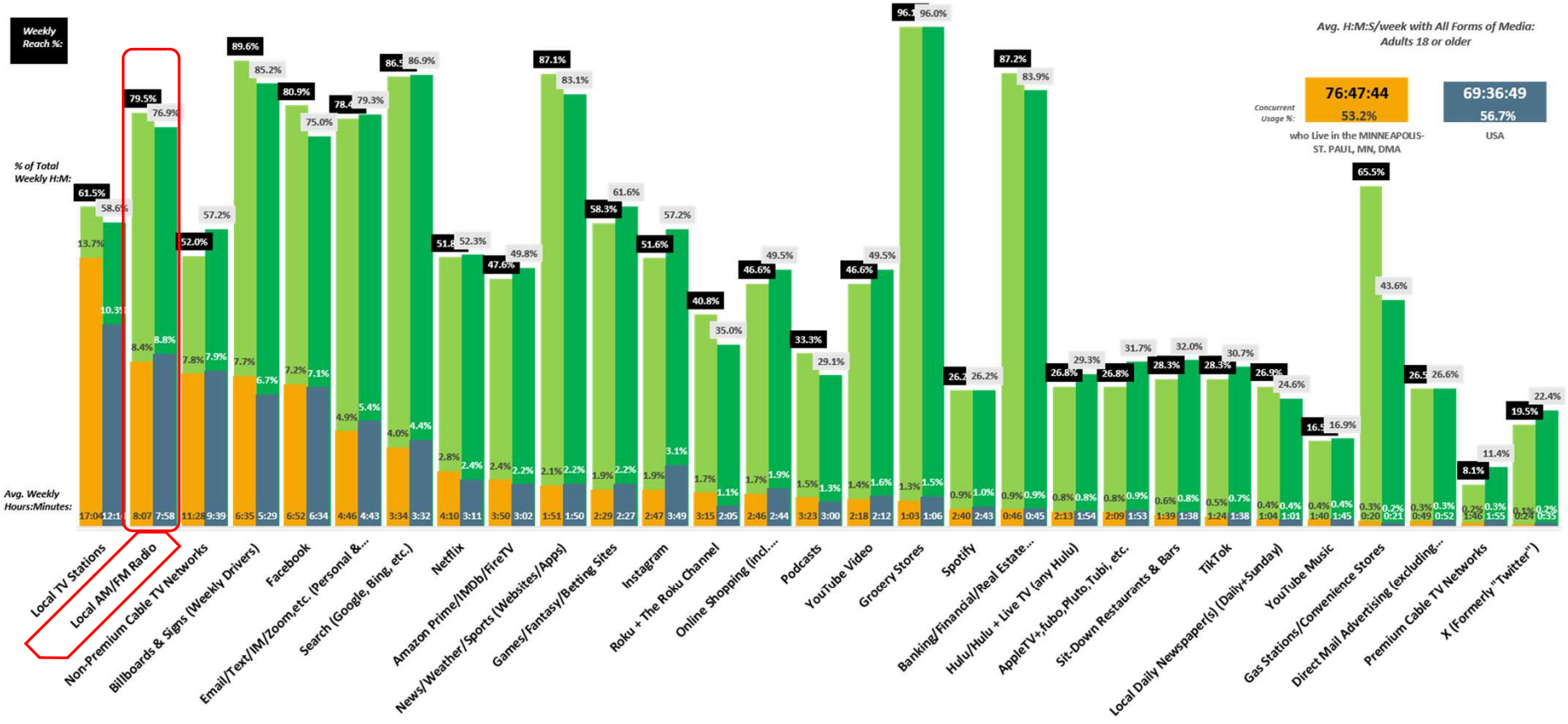
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P18+

Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 3 days, 4 hours, 47 minutes and 44 seconds each week with All Forms of Media.

79.5% of Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an avg. of 8 hours and 7 minutes each week listening to All Local AM/FM Radio, representing 8.4% of total time spent with all forms of Media.



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USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922

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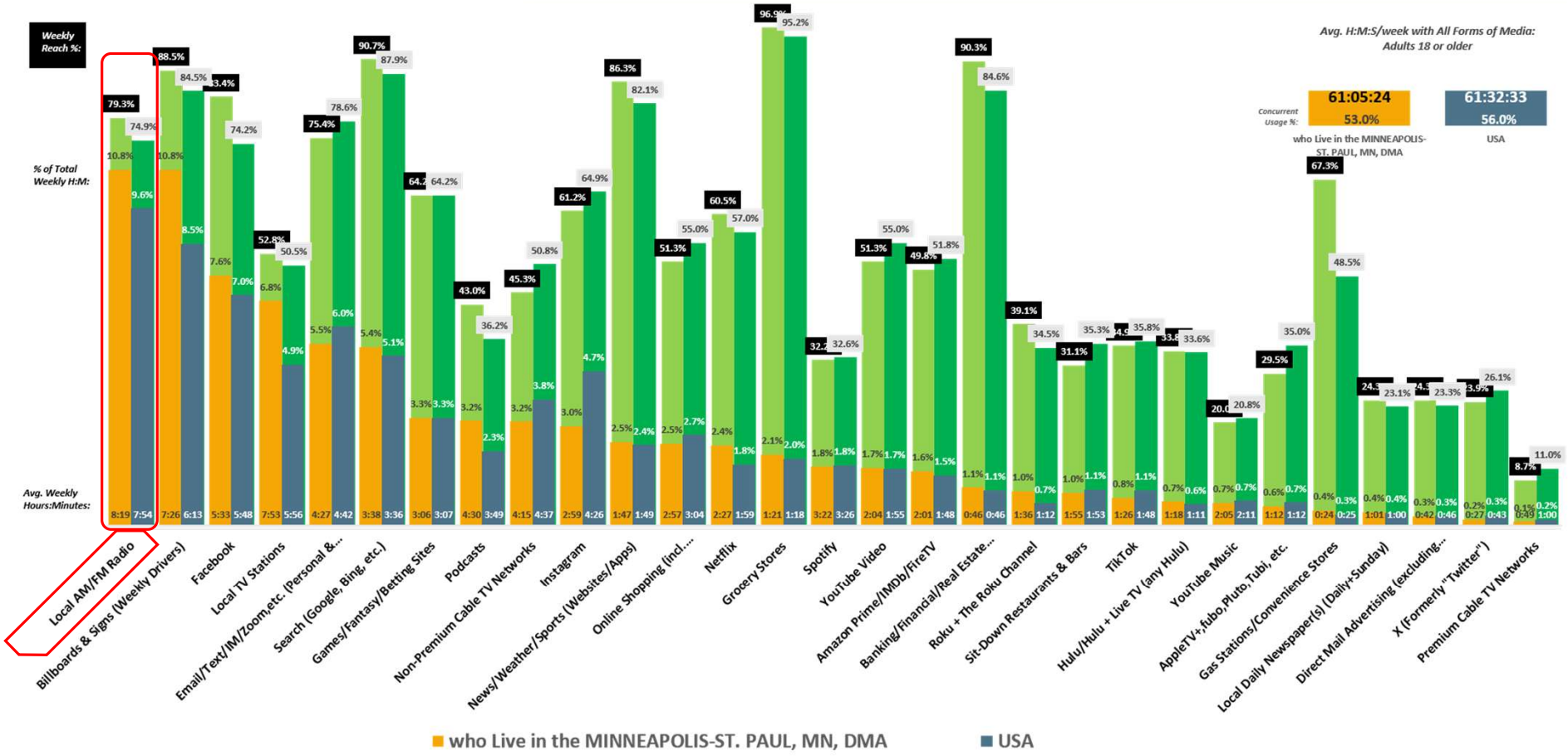
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P25-54

Adults 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 2 days, 13 hours, 5 minutes and 24 seconds each week with All Forms of Media.

79.3% of Adults 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an avg. of 8 hours and 19 minutes each week listening to All Local AM/FM Radio, representing 10.8% of total time spent with all forms of Media.



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USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922

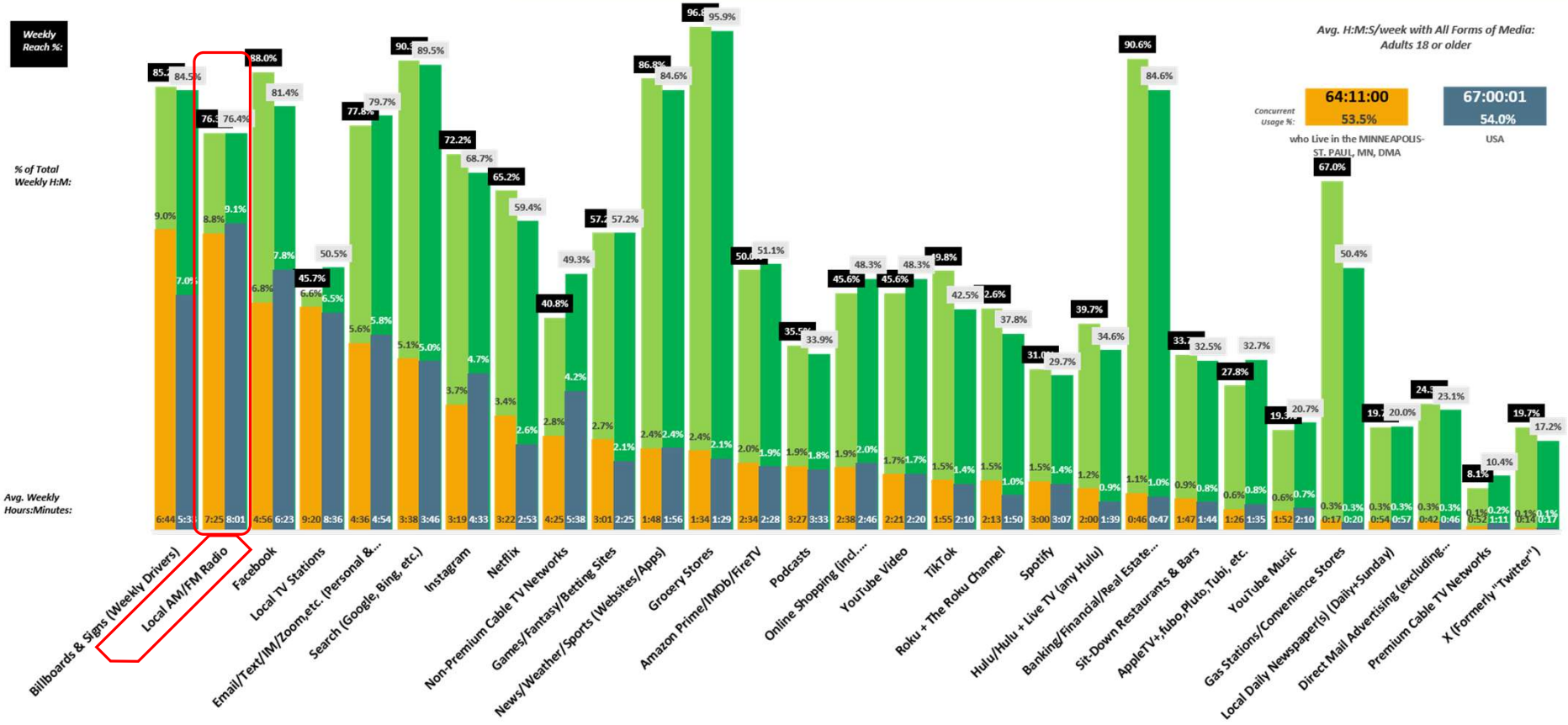
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Women 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 2 days, 16 hours, 11 minutes and 0 seconds each week with All Forms of Media.

76.3% of Women 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an avg. of 7 hours and 25 minutes each week listening to All Local AM/FM Radio, representing 8.8% of total time spent with all forms of Media.



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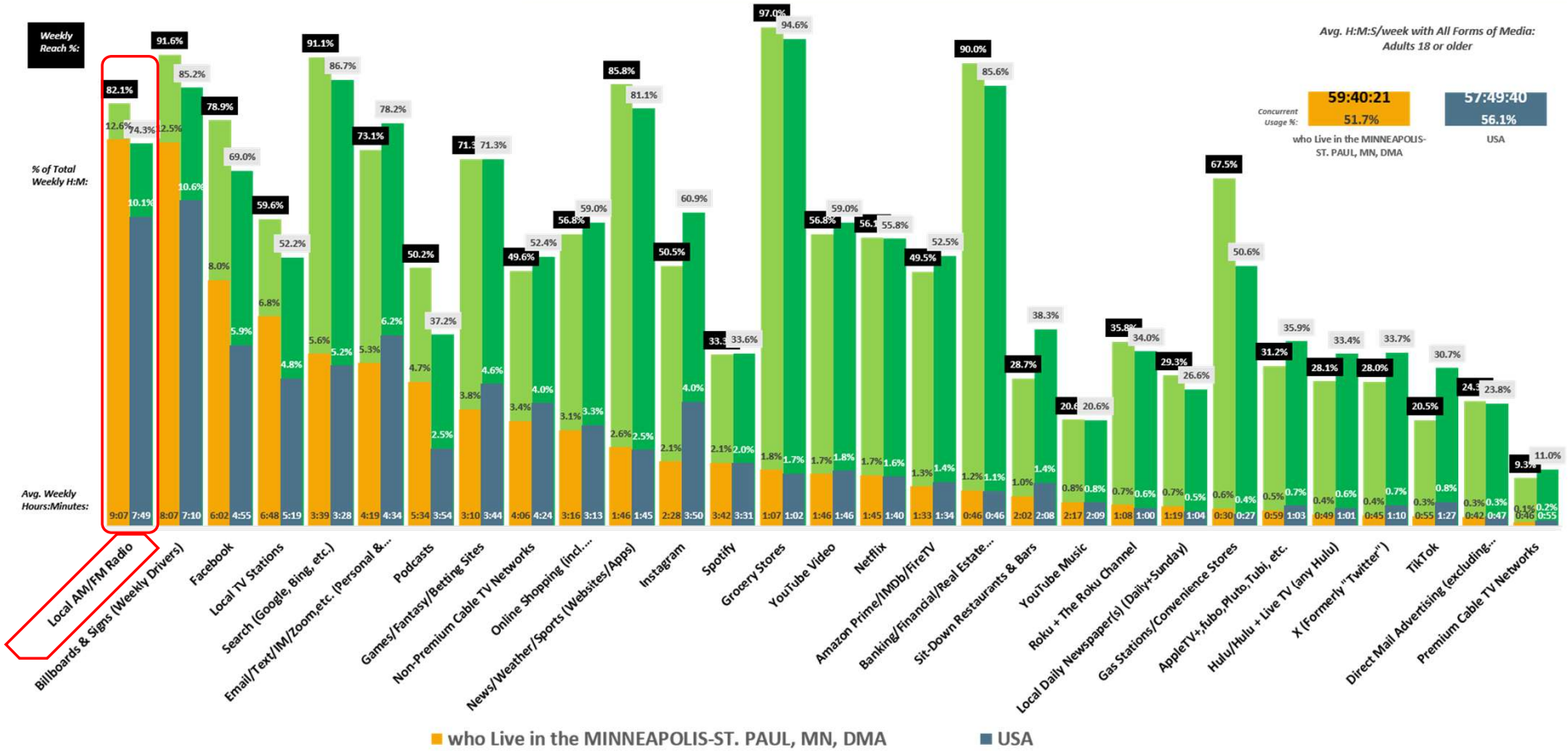
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M25-54

Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 2 days, 11 hours, 40 minutes and 21 seconds each week with All Forms of Media.

82.1% of Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an avg. of 9 hours and 7 minutes each week listening to All Local AM/FM Radio, representing 12.6% of total time spent with all forms of Media.



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USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922

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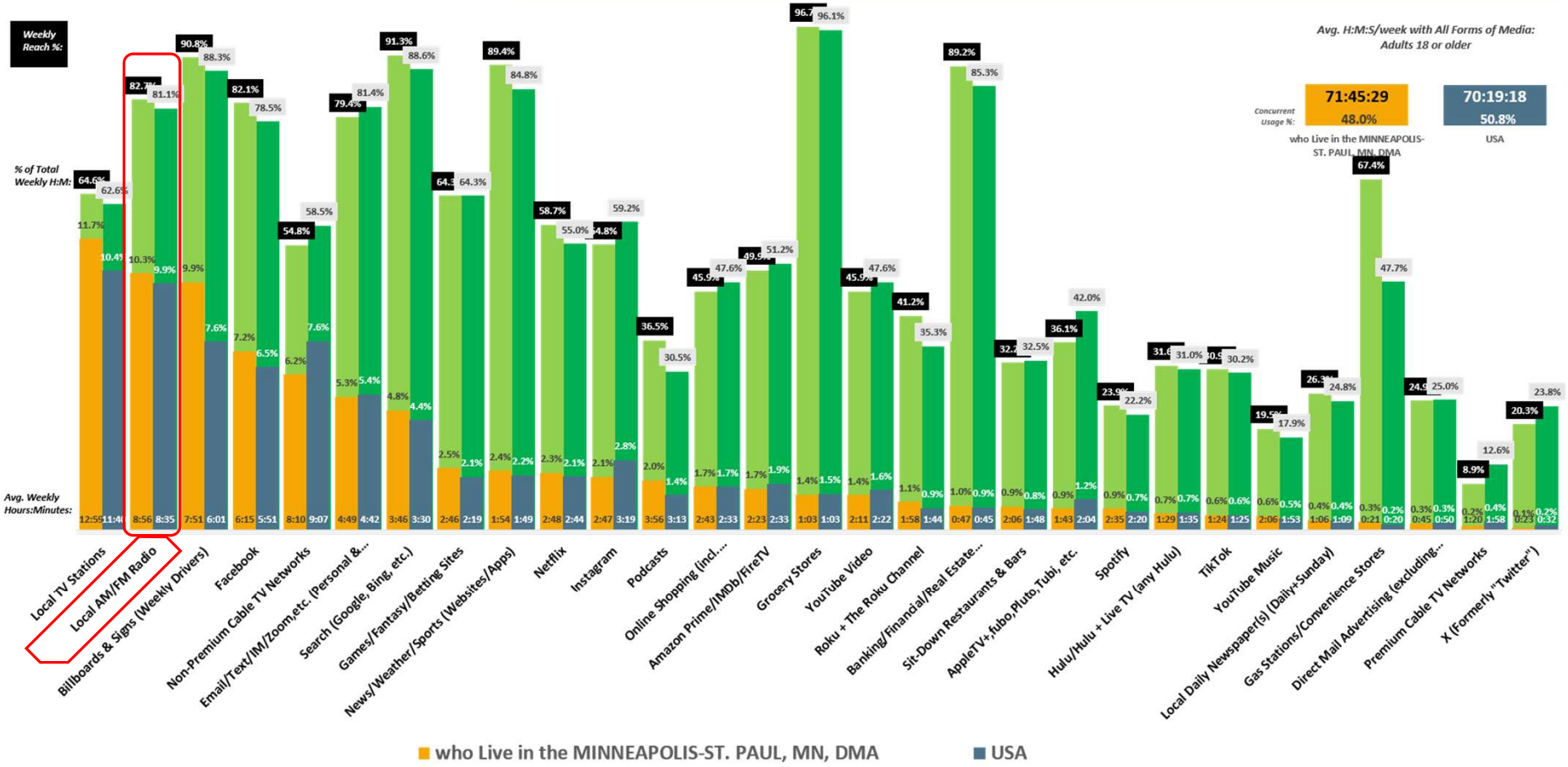
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P35-64

Adults 35 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 2 days, 23 hours, 45 minutes and 29 seconds each week with All Forms of Media.

82.7% of Adults 35 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an avg. of 8 hours and 56 minutes each week listening to All Local AM/FM Radio, representing 10.3% of total time spent with all forms of Media.



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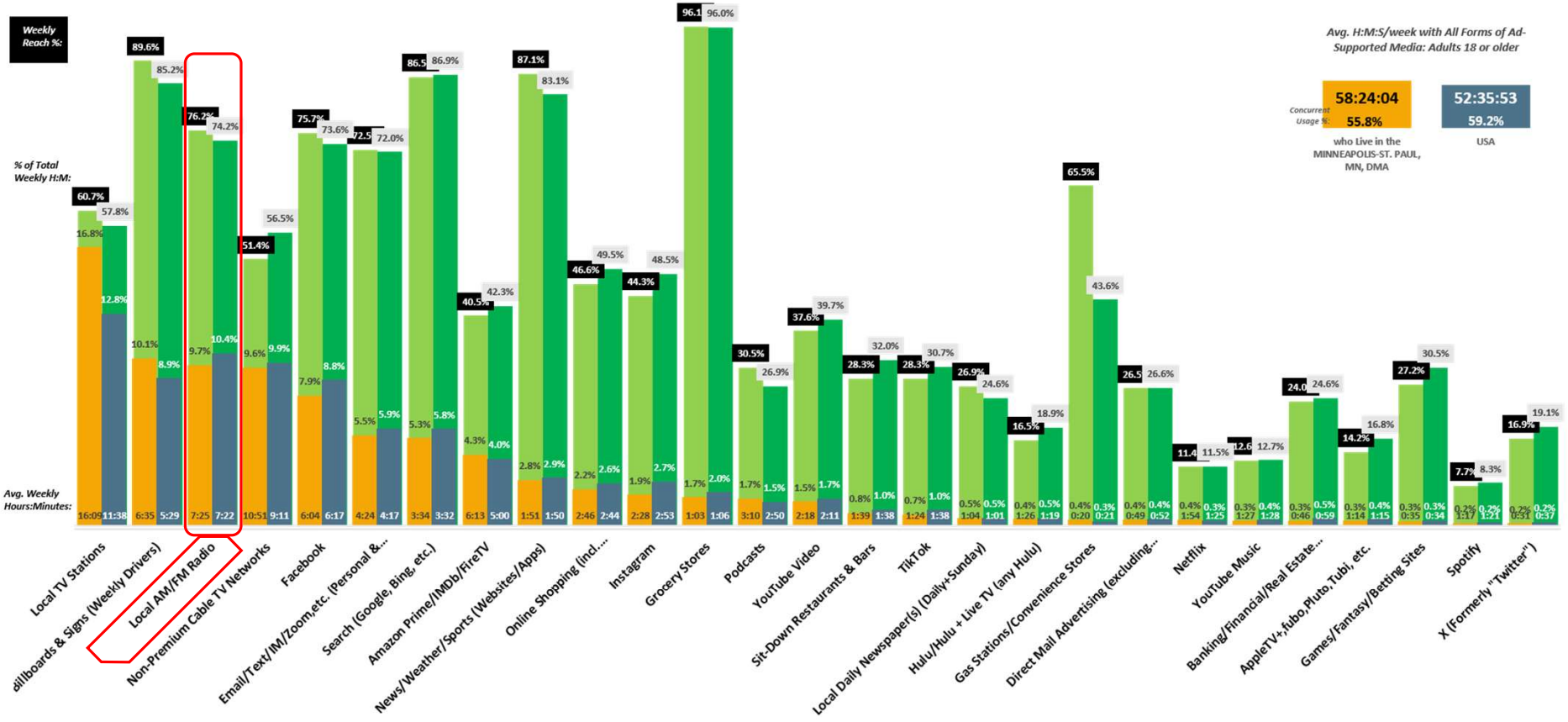
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P18+

Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 2 days, 10 hours, 24 minutes and 4 seconds each week with All Forms of Ad-Supported Media.

76.2% of Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an avg. of 7 hours and 25 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.7% of total time spent with all forms of Ad-Supported Media.



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USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922

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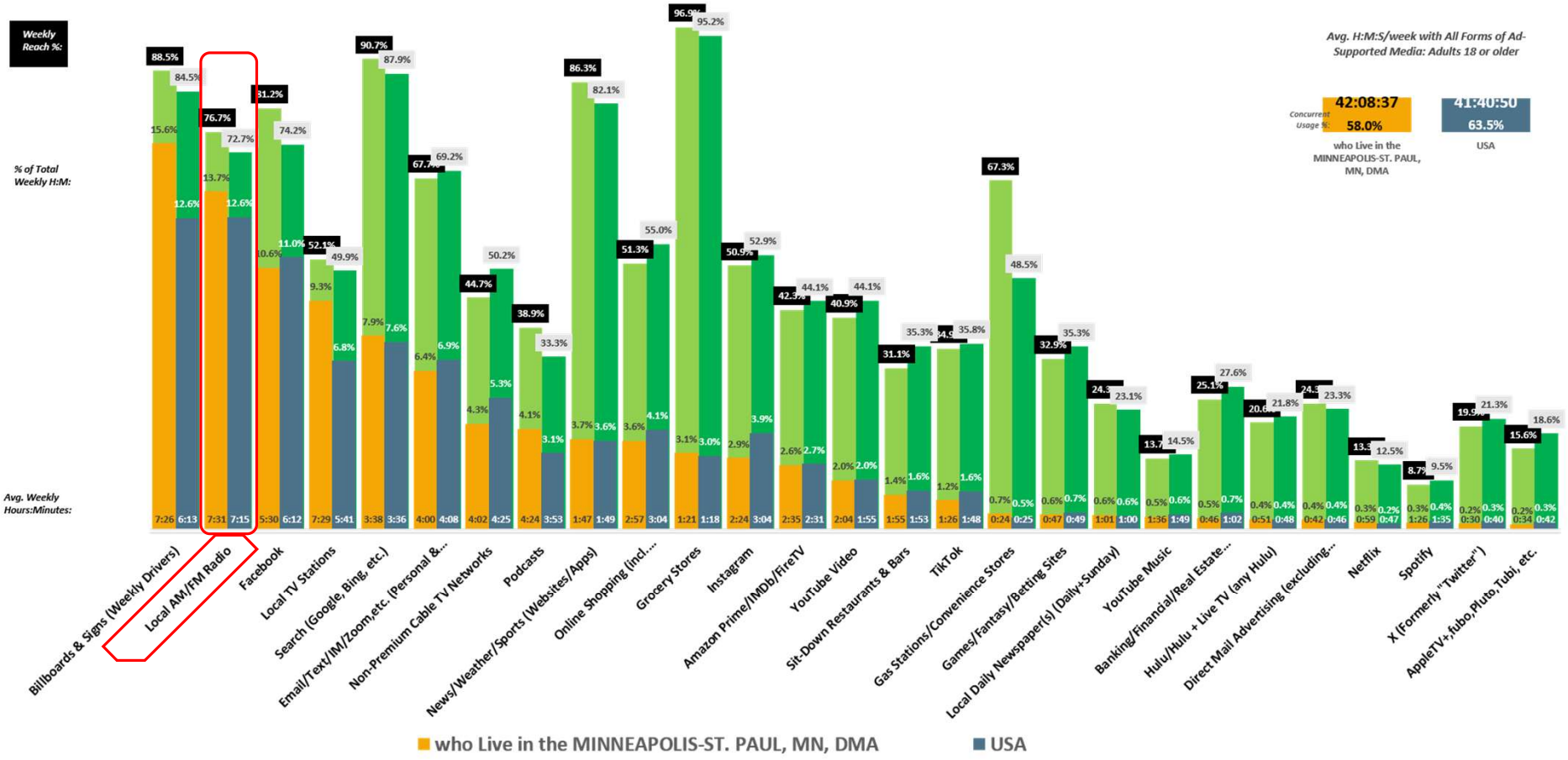
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P25-54

Adults 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 1 days, 18 hours, 8 minutes and 37 seconds each week with All Forms of Ad-Supported Media.

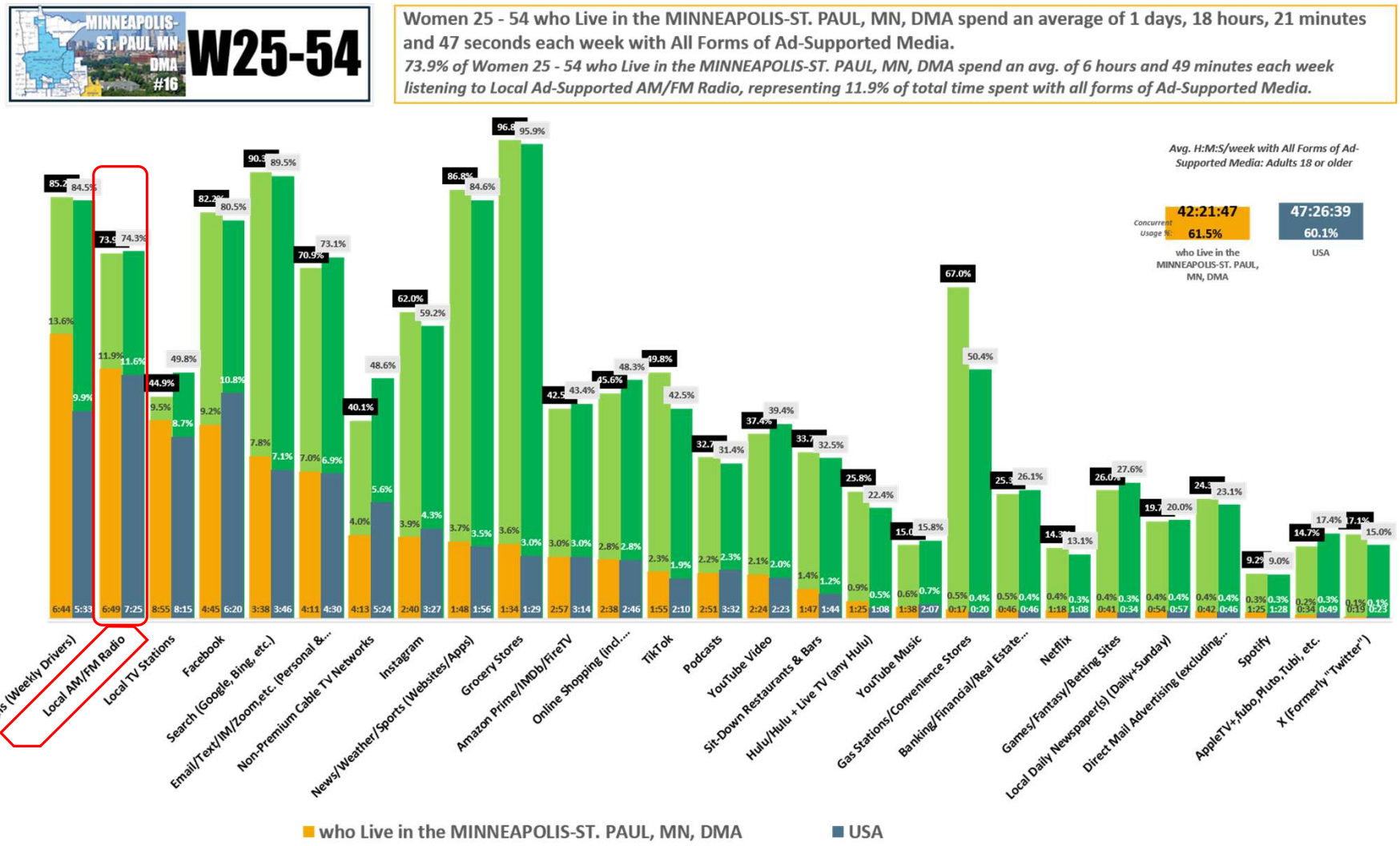
76.7% of Adults 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an avg. of 7 hours and 31 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.7% of total time spent with all forms of Ad-Supported Media.



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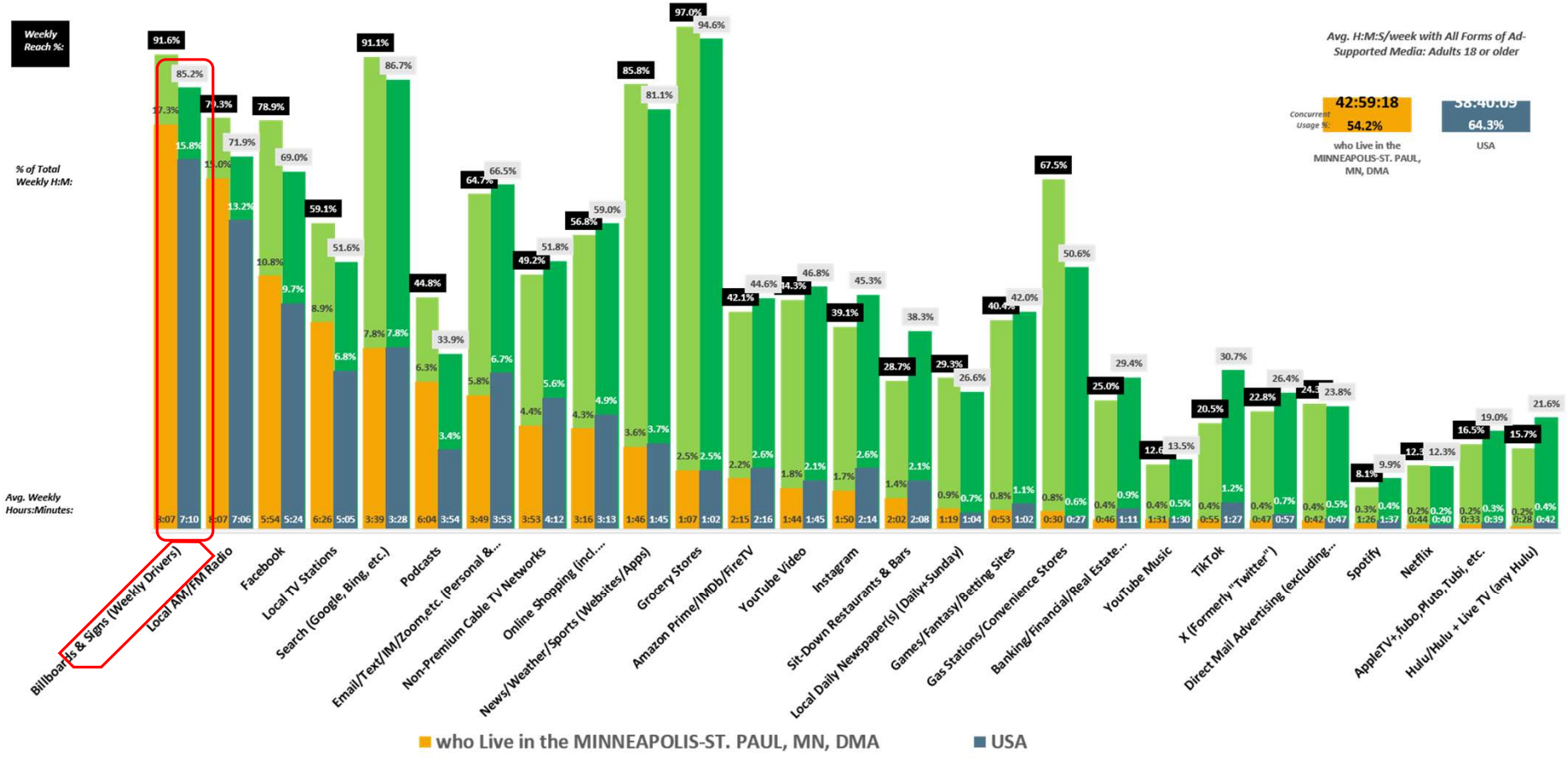
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M25-54

Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 1 days, 18 hours, 59 minutes and 18 seconds each week with All Forms of Ad-Supported Media.

79.3% of Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an avg. of 8 hours and 7 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 15.% of total time spent with all forms of Ad-Supported Media.



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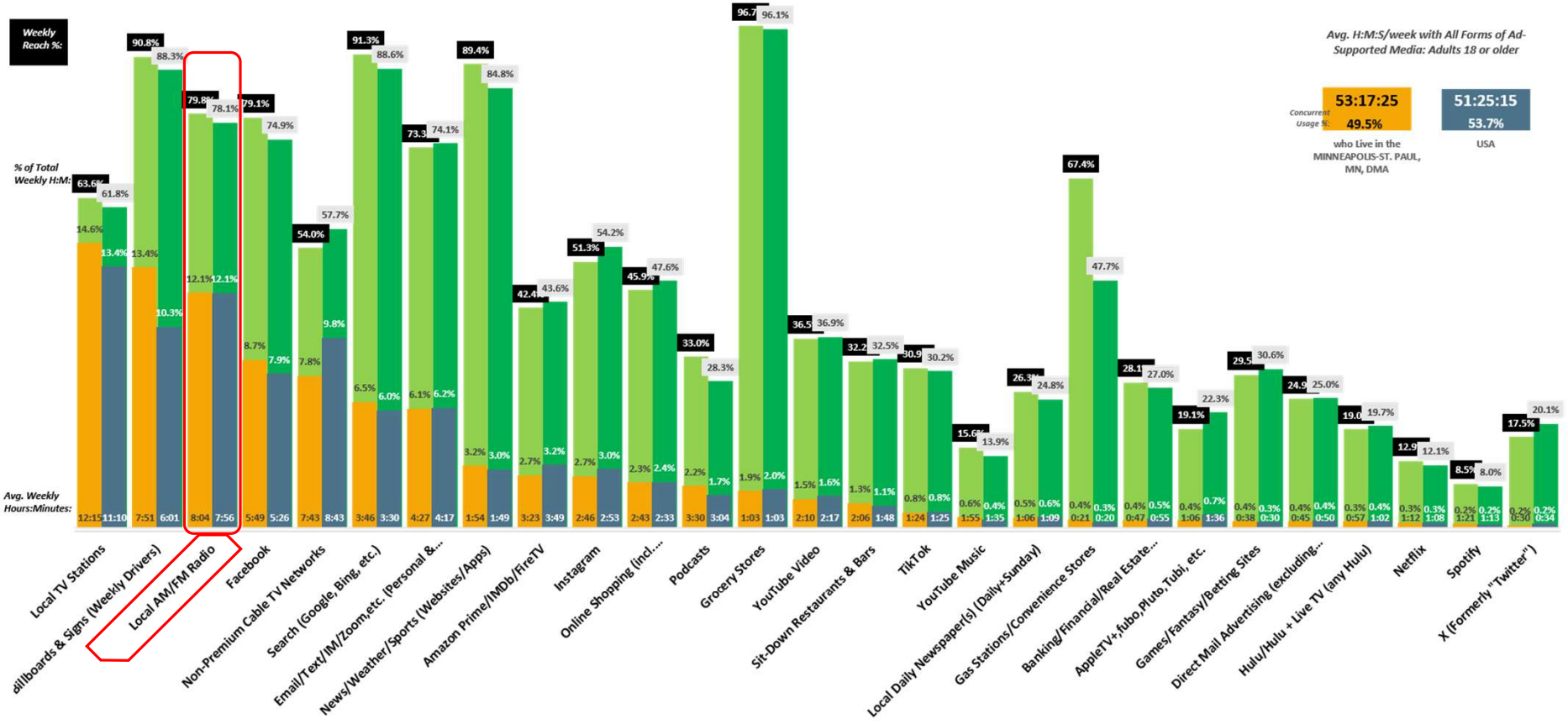
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P35-64

Adults 35 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 2 days, 5 hours, 17 minutes and 25 seconds each week with All Forms of Ad-Supported Media.

79.8% of Adults 35 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an avg. of 8 hours and 4 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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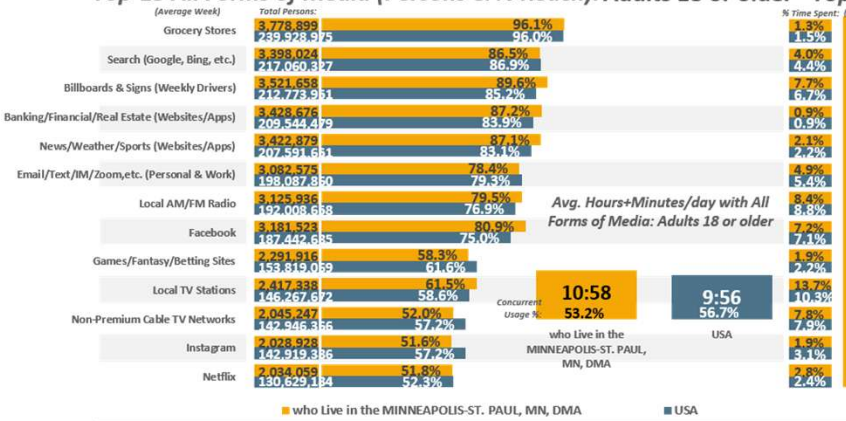
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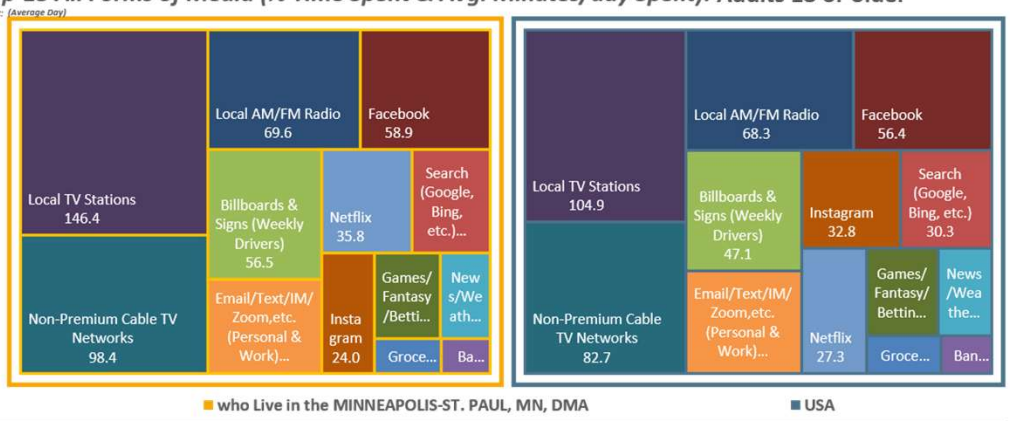
P18+

Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 8 hours and 20 minutes each day with All Forms of Ad-Supported Media. 76.2% listen to Local AM/FM Radio for an avg. of 63.6 minutes/day. *(Local Radio delivers 9.7% of Time with Ad-Supported Media.)*

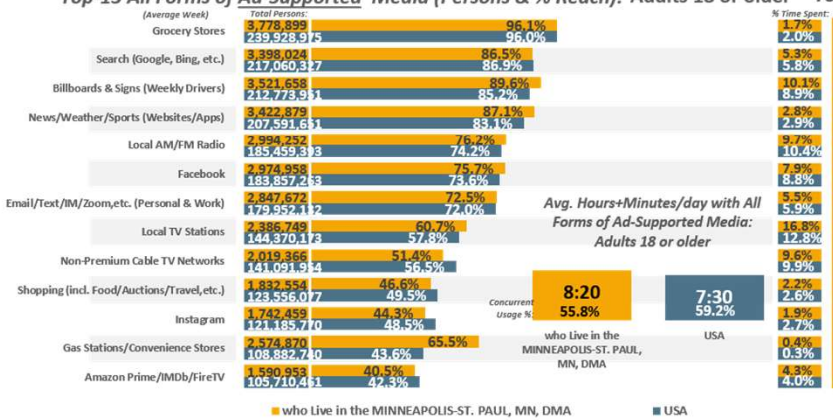
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



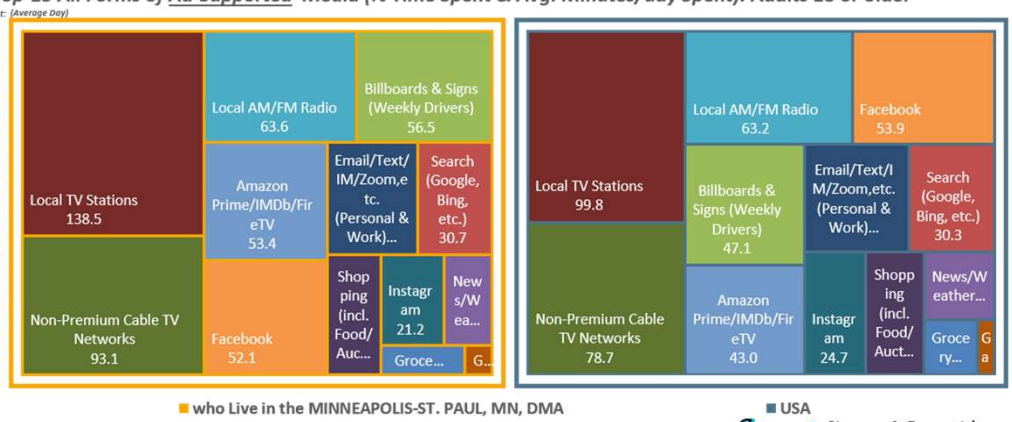
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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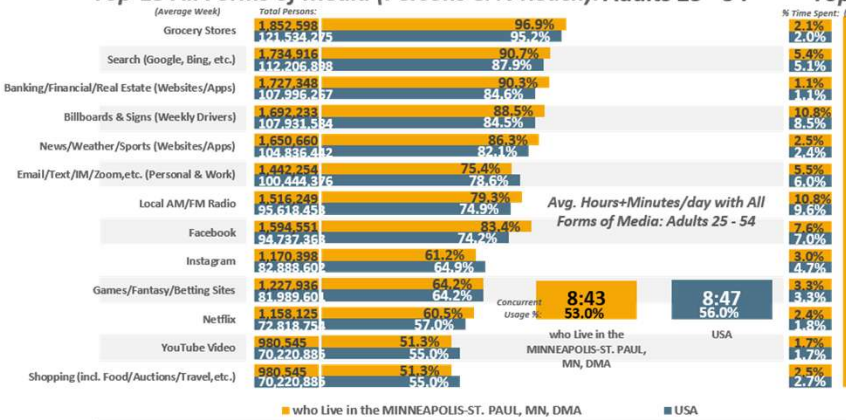
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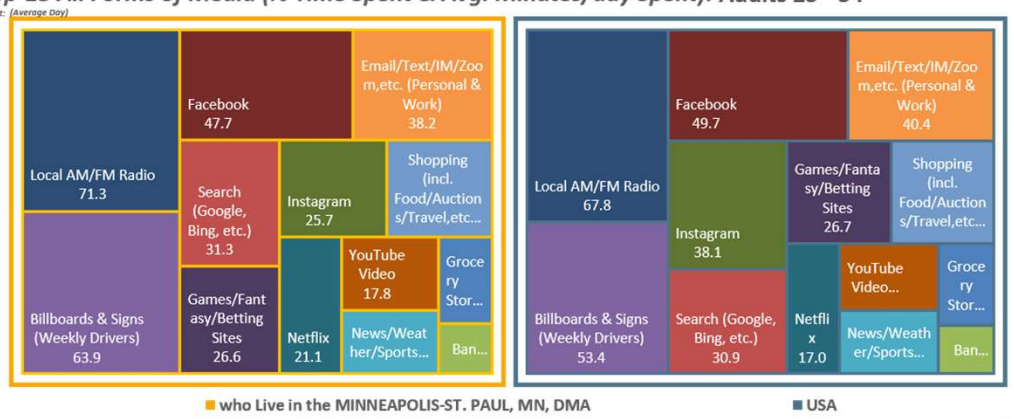
P25-54

Adults 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 6 hours and 1 minutes each day with All Forms of Ad-Supported Media. 76.7% listen to Local AM/FM Radio for an avg. of 64.5 minutes/day. *(Local Radio delivers 13.7% of Time with Ad-Supported Media.)*

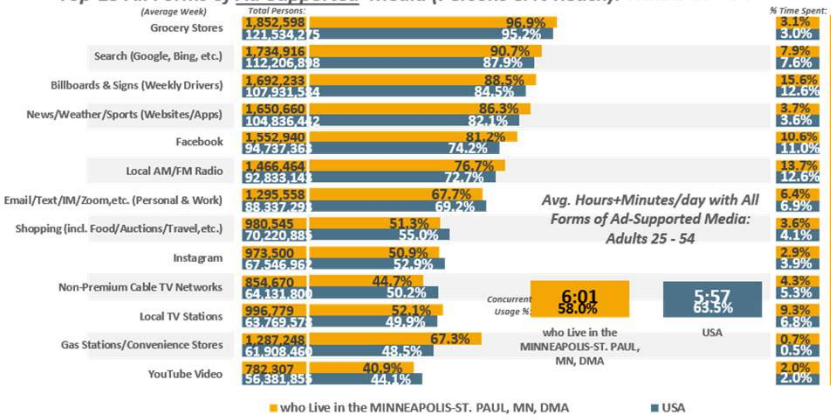
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



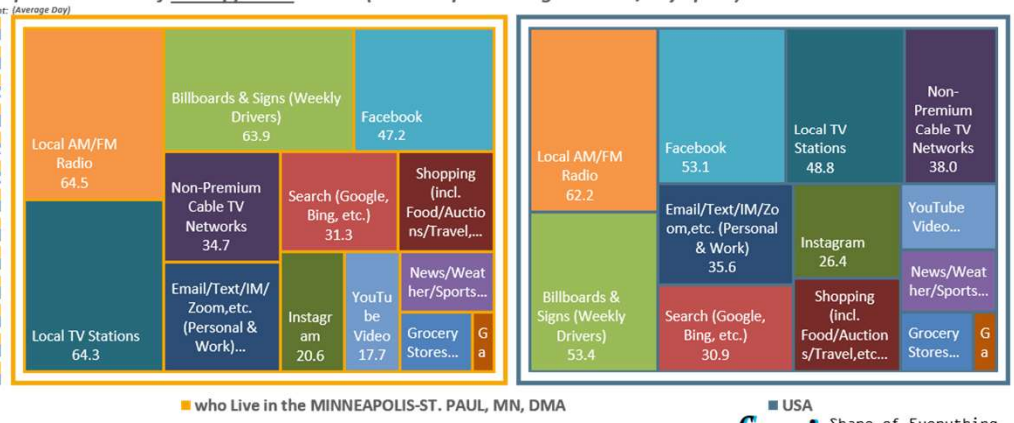
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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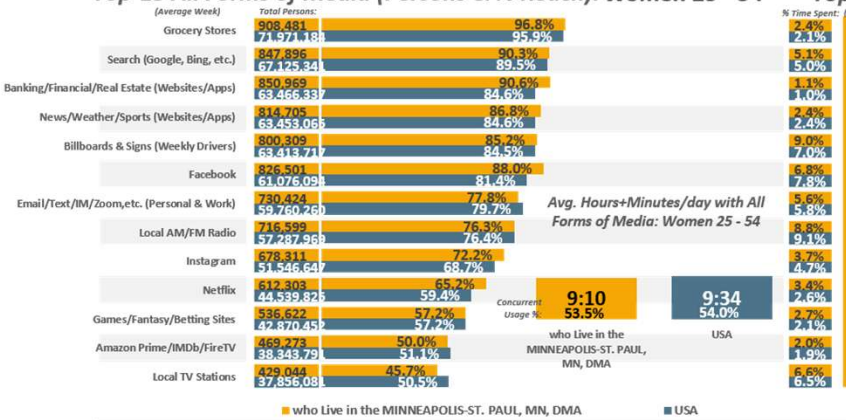
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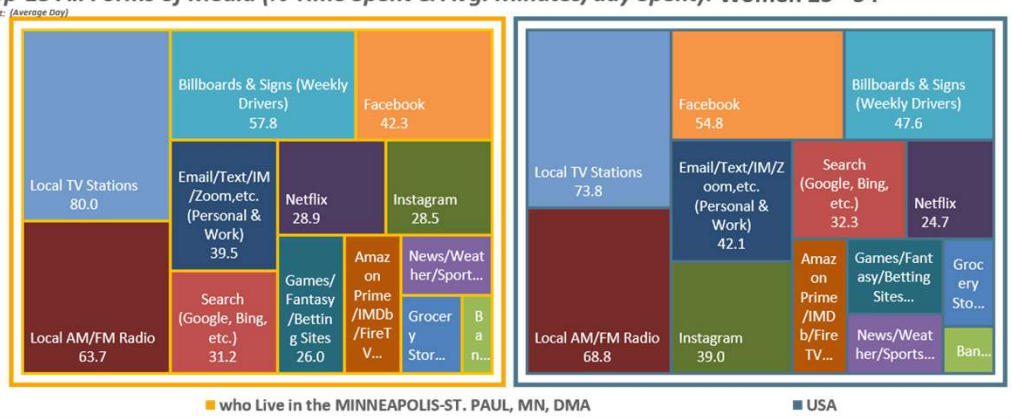


Women 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 6 hours and 3 minutes each day with All Forms of Ad-Supported Media. 73.9% listen to Local AM/FM Radio for an avg. of 58.5 minutes/day. *(Local Radio delivers 11.9% of Time with Ad-Supported Media.)*

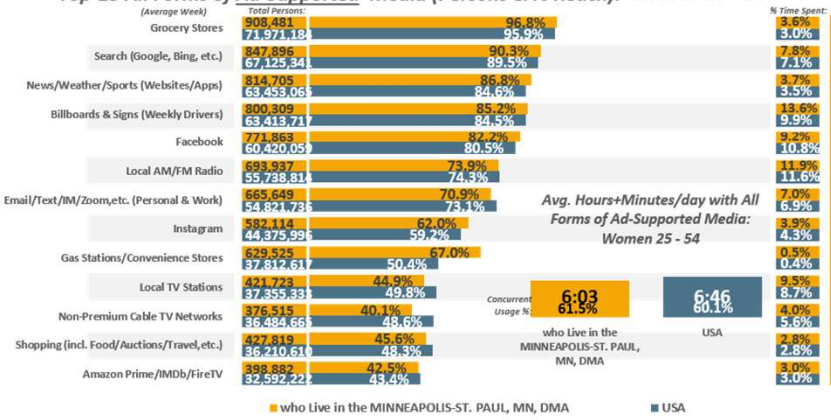
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 54



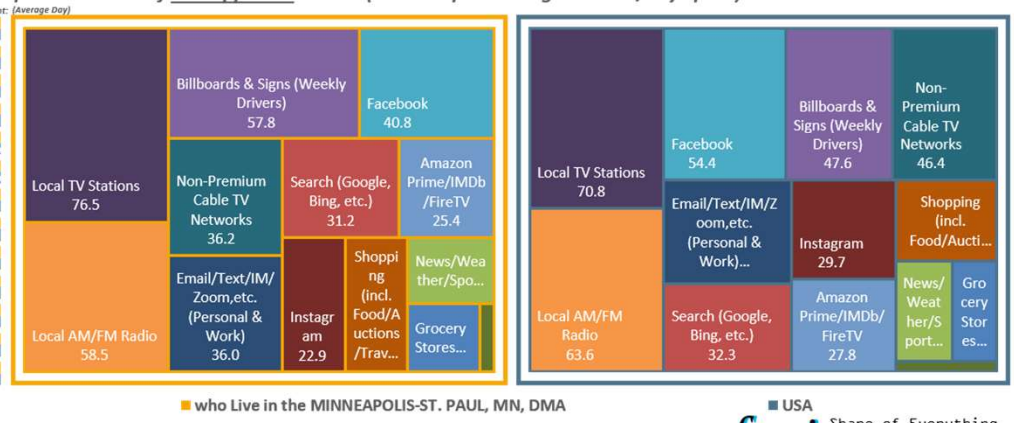
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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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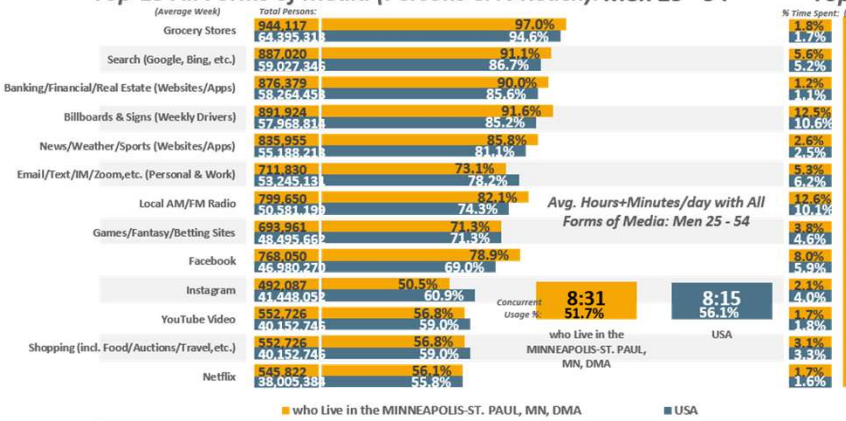
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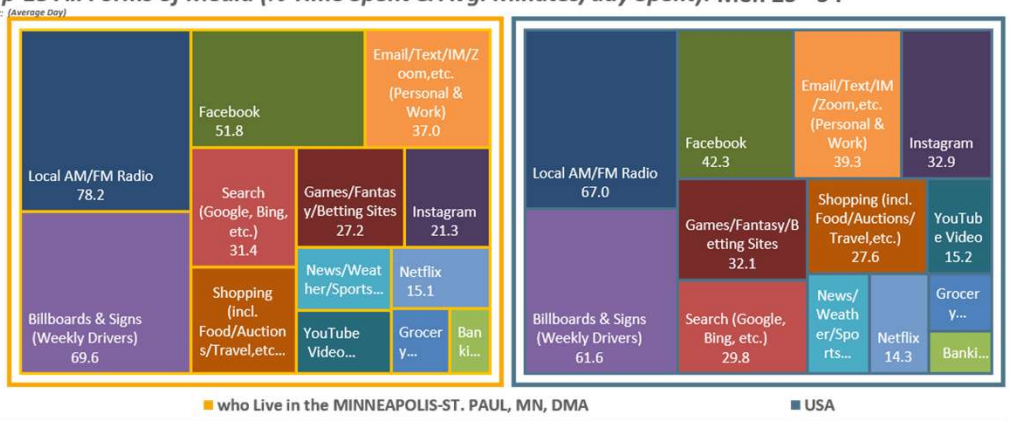


Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 6 hours and 8 minutes each day with All Forms of Ad-Supported Media. 79.3% listen to Local AM/FM Radio for an avg. of 69.6 minutes/day. *(Local Radio delivers 15.% of Time with Ad-Supported Media.)*

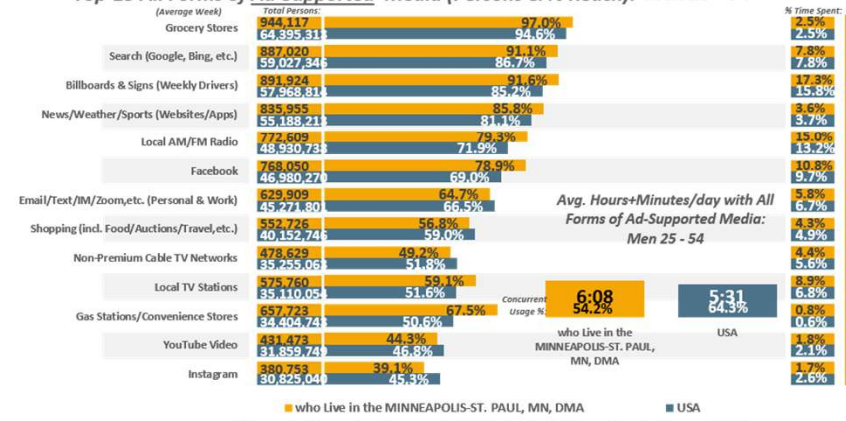
Top-13 All Forms of Media (Persons & % Reach): Men 25 - 54



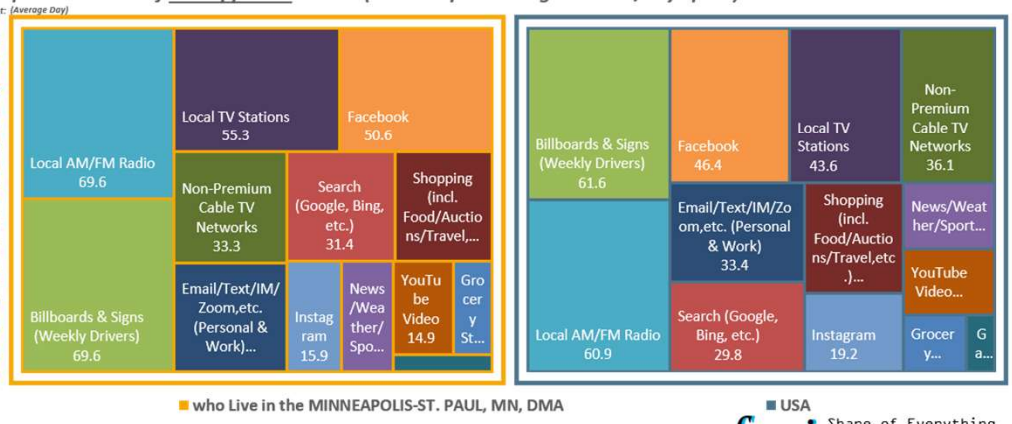
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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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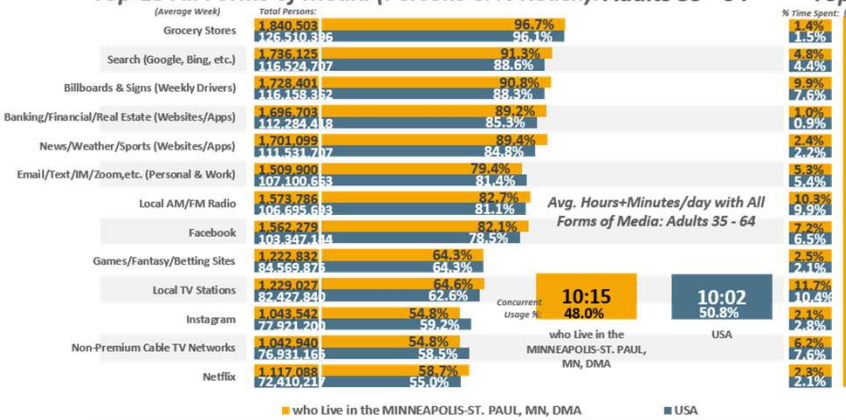
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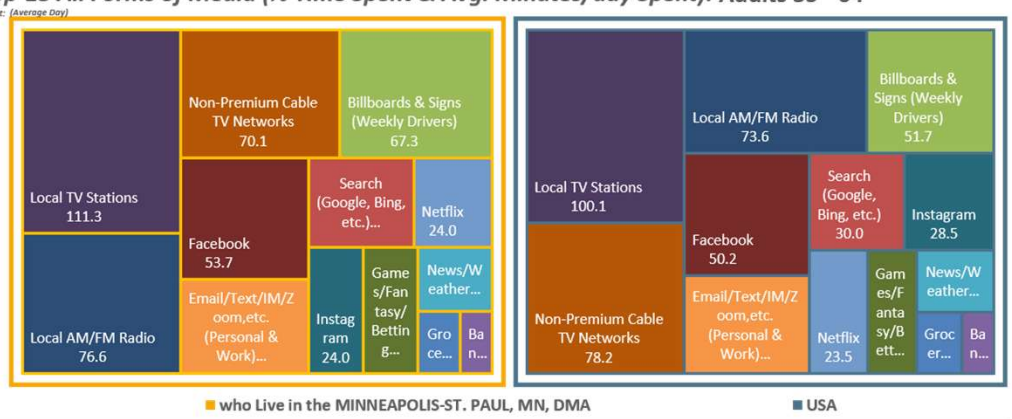


Adults 35 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 7 hours and 36 minutes each day with All Forms of Ad-Supported Media. 79.8% listen to Local AM/FM Radio for an avg. of 69.2 minutes/day. *(Local Radio delivers 12.1% of Time with Ad-Supported Media.)*

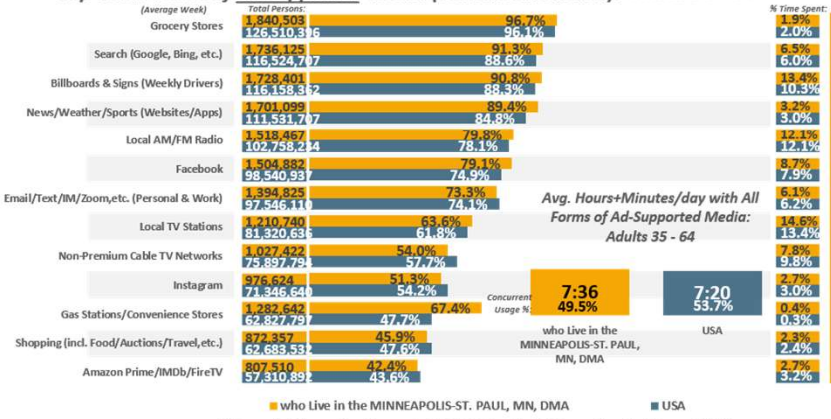
Top-13 All Forms of Media (Persons & % Reach): Adults 35 - 64



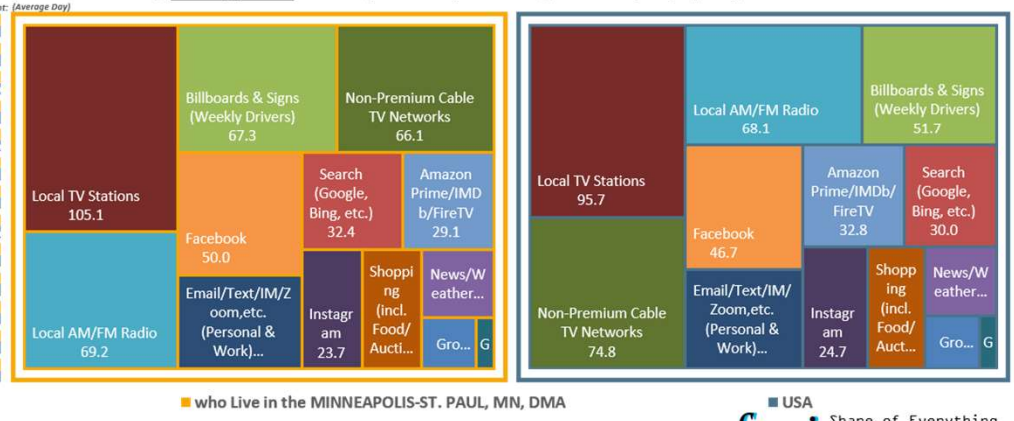
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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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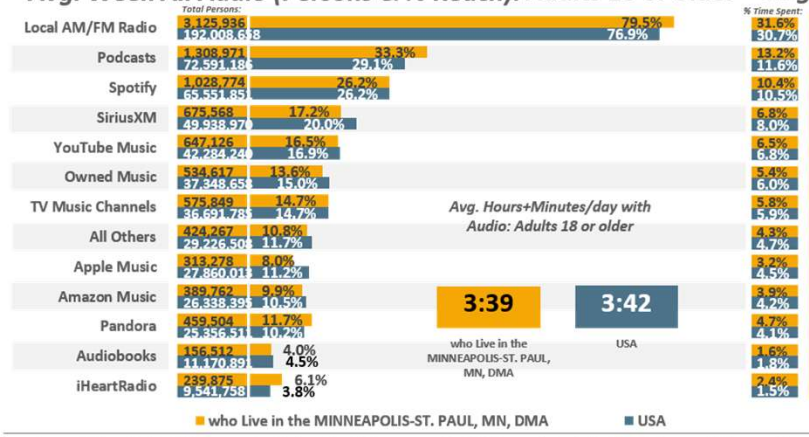
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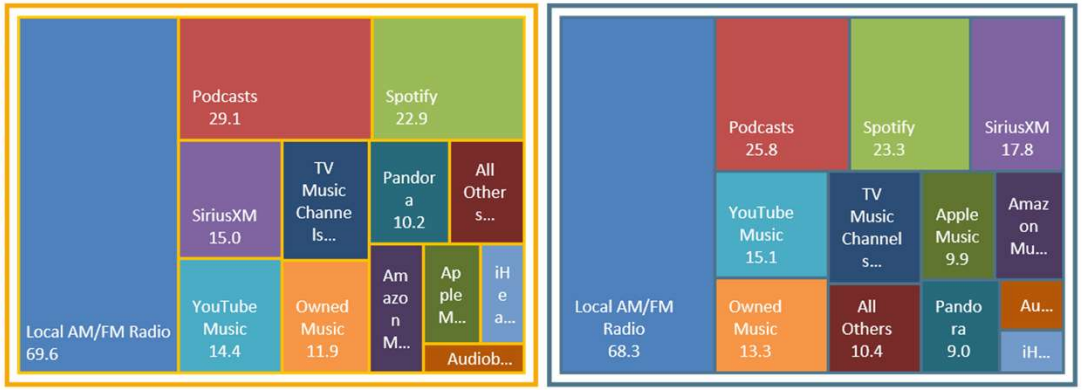
P18+

2,994,252 or 76.2% 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 63.6 minutes every day representing 40.3% of all time spent daily with Ad-Supported Audio.

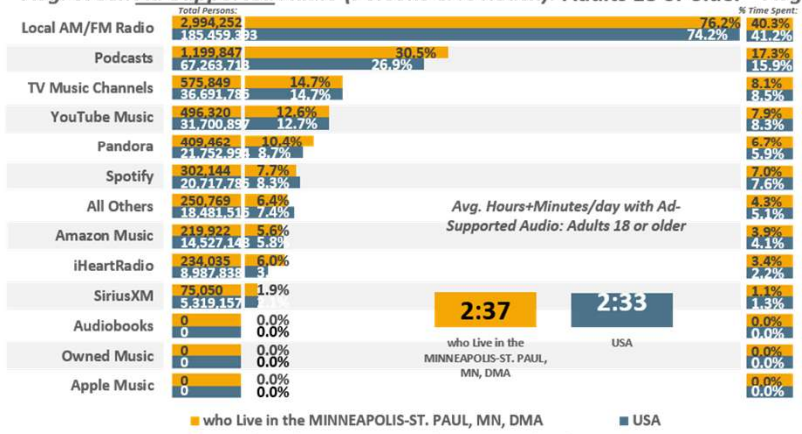
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



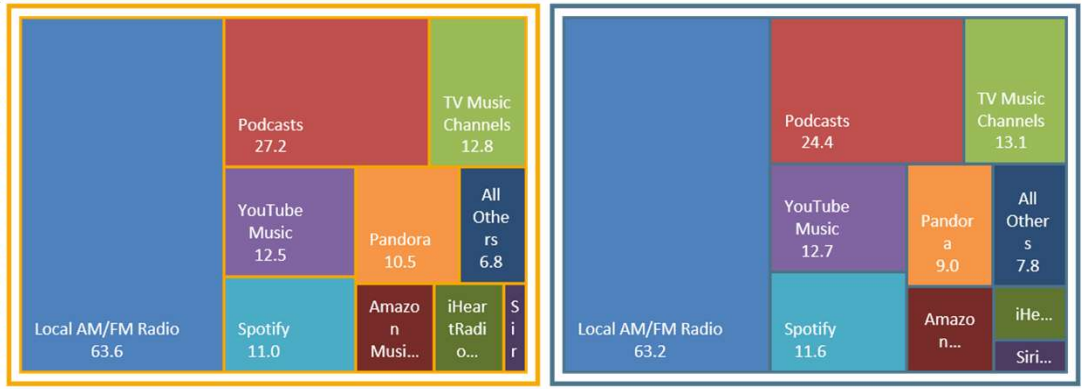
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922

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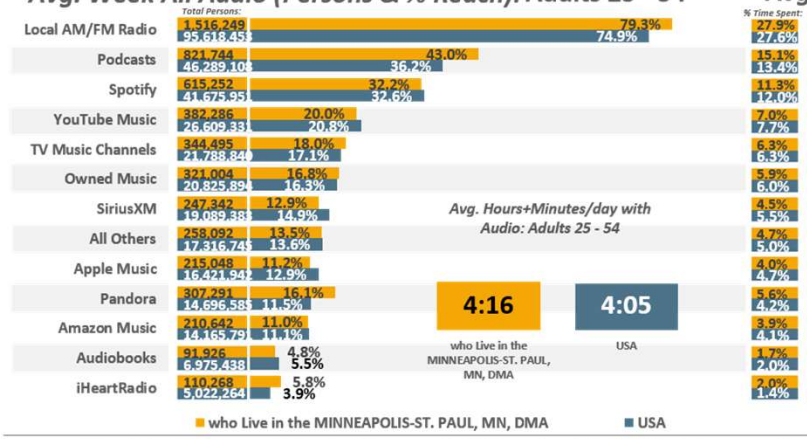
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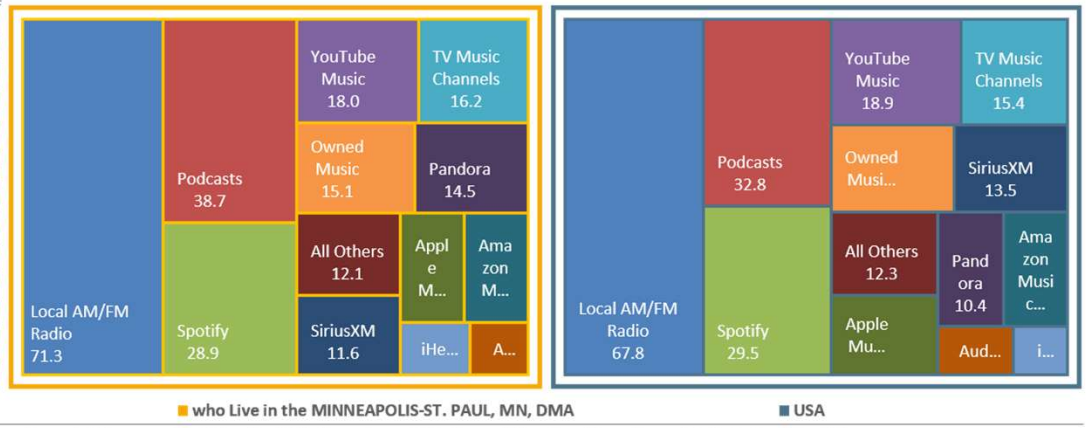
P25-54

1,466,464 or 76.7% 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 64.5 minutes every day representing 34.7% of all time spent daily with Ad-Supported Audio.

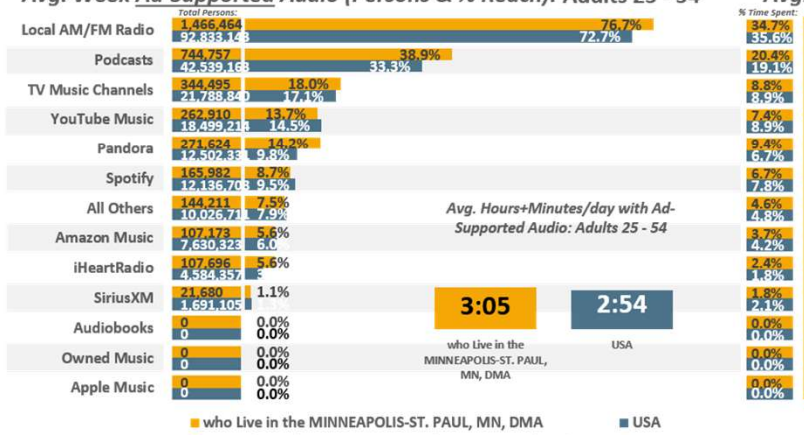
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



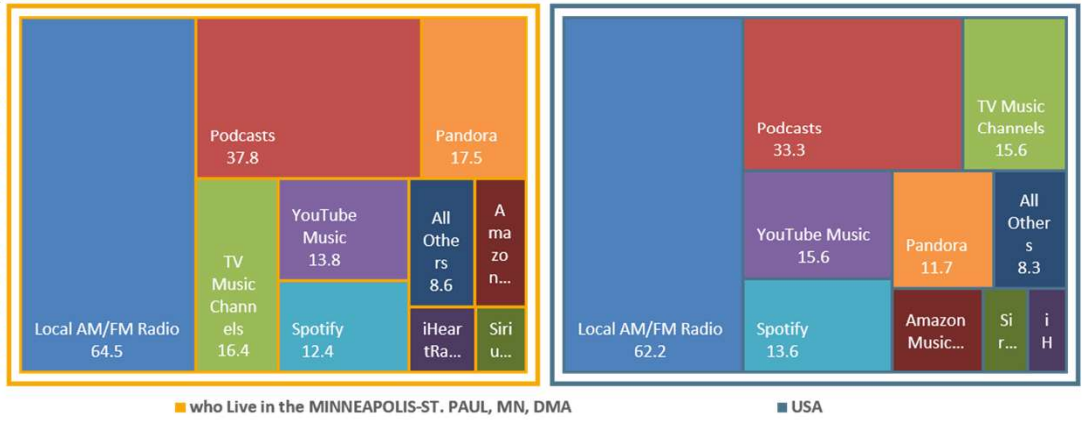
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922

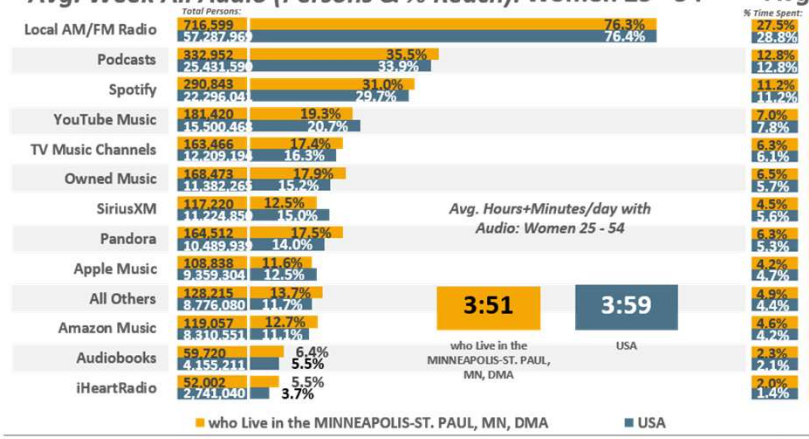
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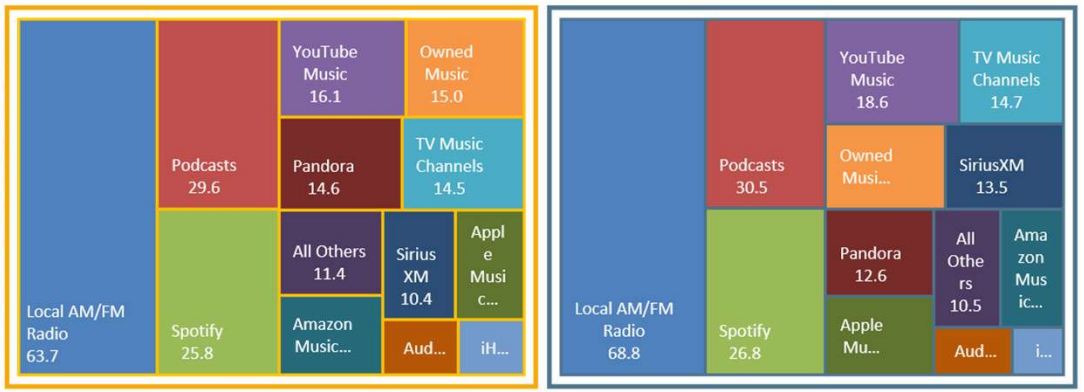


693,937 or 73.9% of Women 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA listen to Ad-Supported Local AM/FM Radio for an average of 58.5 minutes every day representing 34.5% of all time spent daily with Ad-Supported Audio.

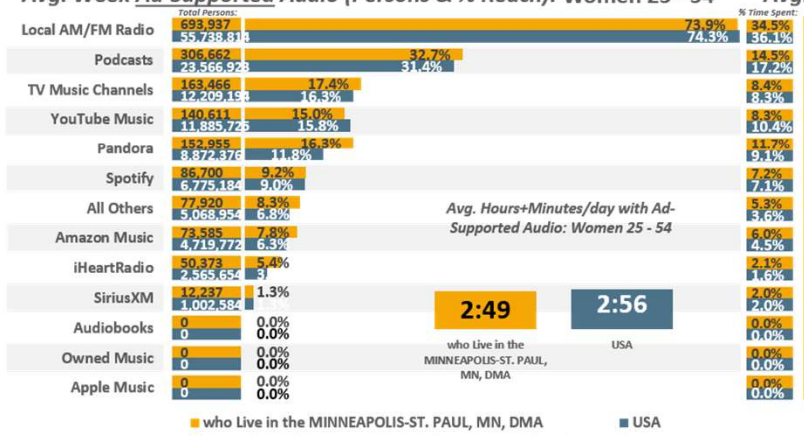
Avg. Week All Audio (Persons & % Reach): Women 25 - 54



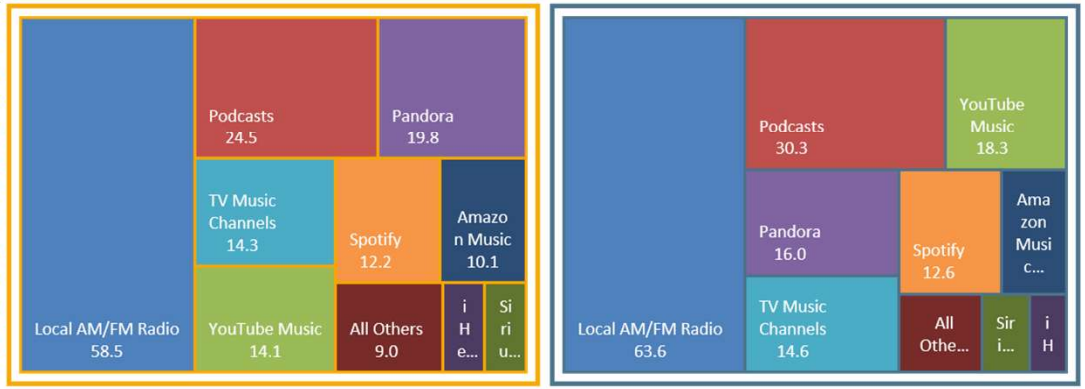
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



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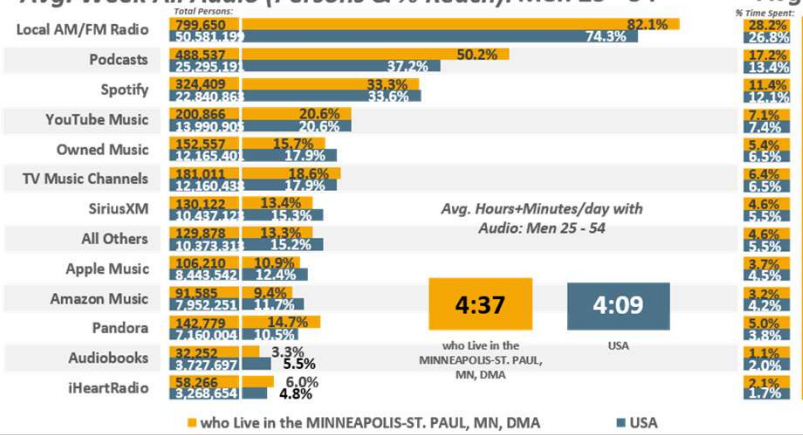
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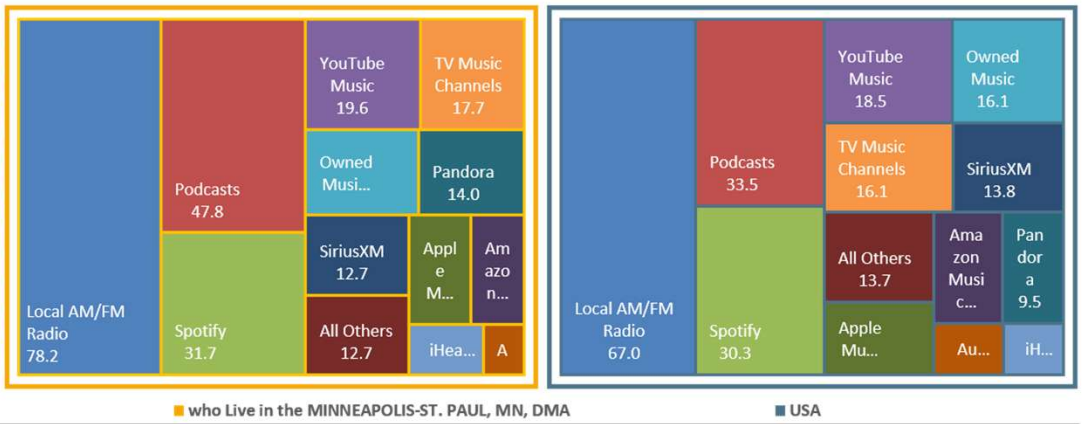


772,609 or 79.3% of Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA listen to Ad-Supported Local AM/FM Radio for an average of 69.6 minutes every day representing 34.6% of all time spent daily with Ad-Supported Audio.

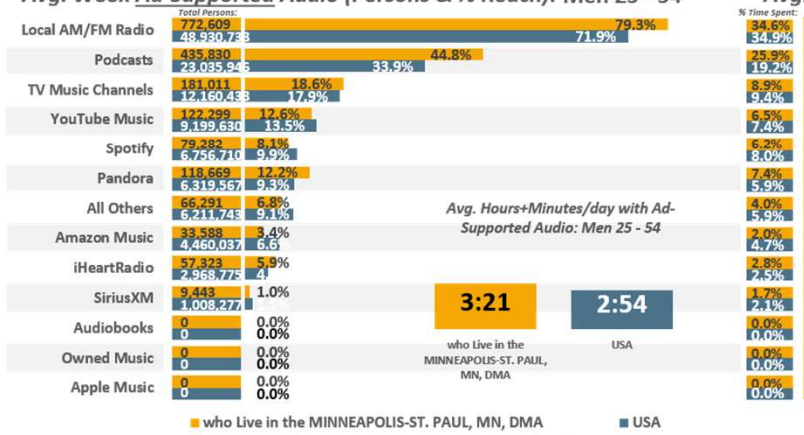
Avg. Week All Audio (Persons & % Reach): Men 25 - 54



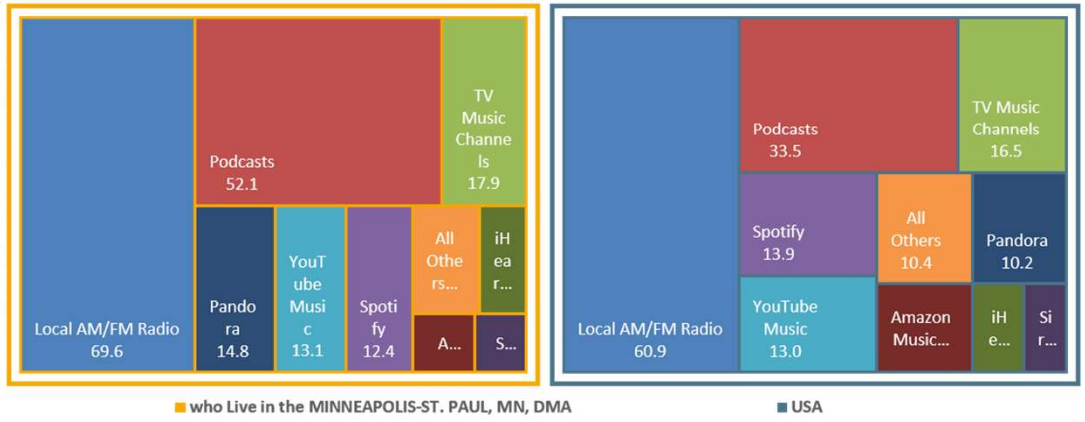
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922

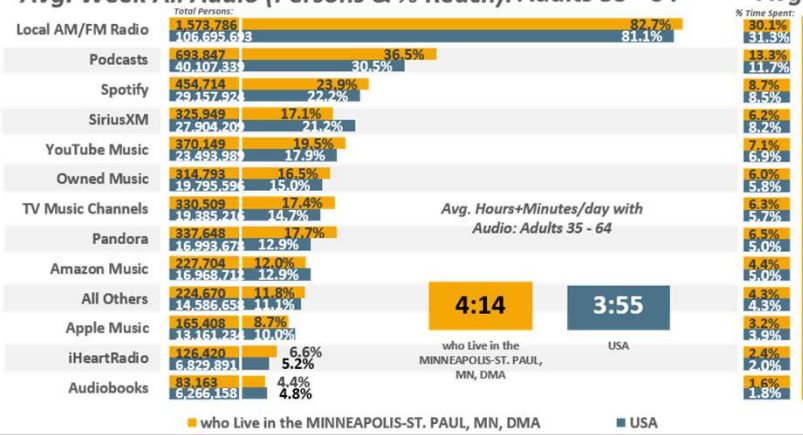
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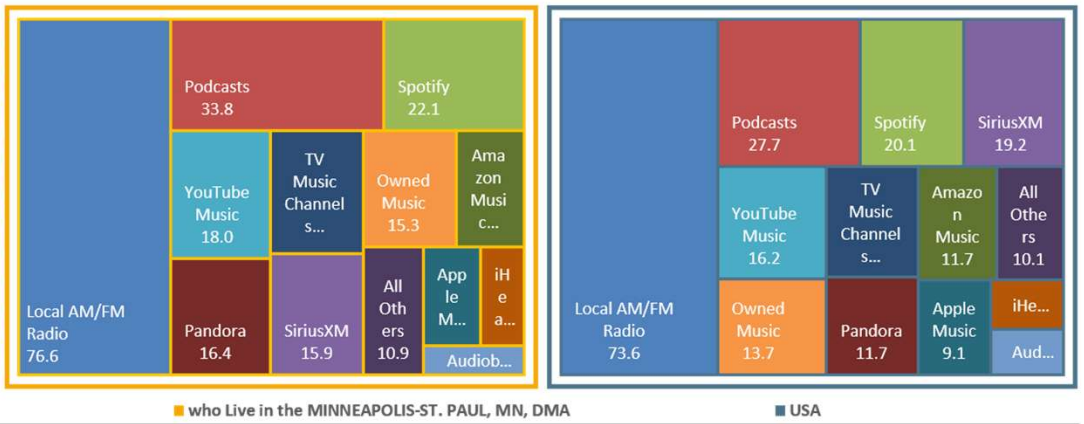


1,518,467 or 79.8% of Adults 35 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA listen to Ad-Supported Local AM/FM Radio for an average of 69.2 minutes every day representing 36.1% of all time spent daily with Ad-Supported Audio.

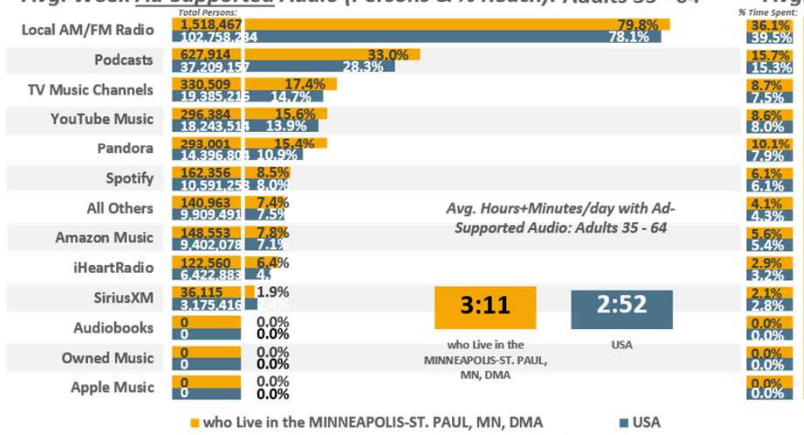
Avg. Week All Audio (Persons & % Reach): Adults 35 - 64



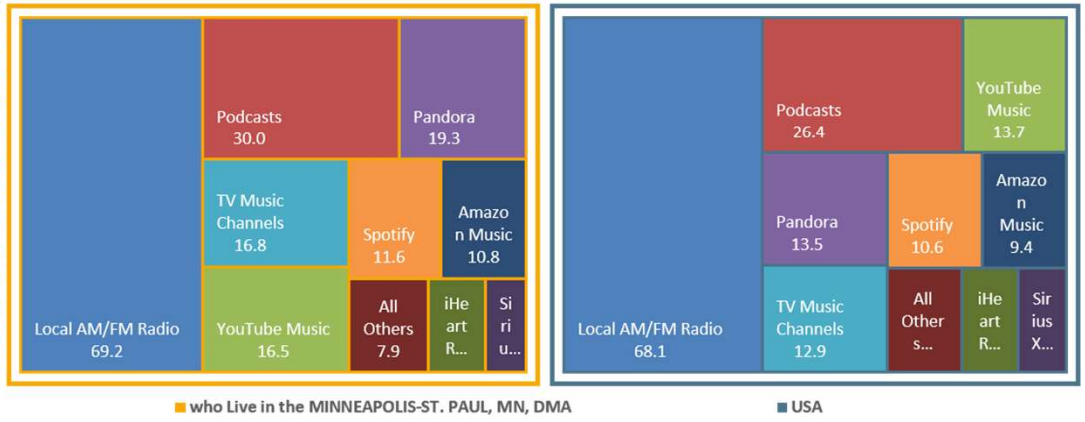
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922

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P18+

2,994,252 or 76.2% 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 63.6 minutes every day representing 40.3% of all time spent daily with Ad-Supported Audio.

"Share of Ad-Supported Audio"

Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 18 or older

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

2:33 USA

	Local AM/FM Radio	Podcasts	TV Music Channels	YouTube Music	Spotify	Pandora	All Others	Amazon Music	iHeartRadio	SiriusXM
Weekly Reach %	76.2% / 74.2%	30.5% / 26.9%	14.7% / 14.7%	12.6% / 12.7%	7.7% / 8.3%	10.4% / 8.7%	6.4% / 7.4%	5.6% / 5.8%	6.0% / 3.6%	1.9% / 2.1%
% of Weekly Time Spent with Ad-Supported Audio	40.3% / 41.2%	17.3% / 15.9%	8.1% / 8.5%	7.9% / 8.3%	7.0% / 7.6%	6.7% / 5.9%	4.3% / 5.1%	3.9% / 4.1%	3.4% / 2.2%	1.1% / [illegible]
Weekly Total Persons Reached:	2,994,252 / 185,459,393	1,199,847 / 67,263,713	575,849 / 36,691,785	496,320 / 31,700,897	302,144 / 20,717,785	409,462 / 21,752,994	250,769 / 18,481,515	219,922 / 14,527,148	234,035 / 8,987,838	75,050 / 5,319,157
Average Daily Minutes Listening:	63.6 / 63.2	27.2 / 24.4	12.8 / 13.1	12.5 / 12.7	11.0 / 11.6	10.5 / 9.0	6.8 / 7.8	6.1 / 6.4	5.4 / 3.3	1.7 / 2.0

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

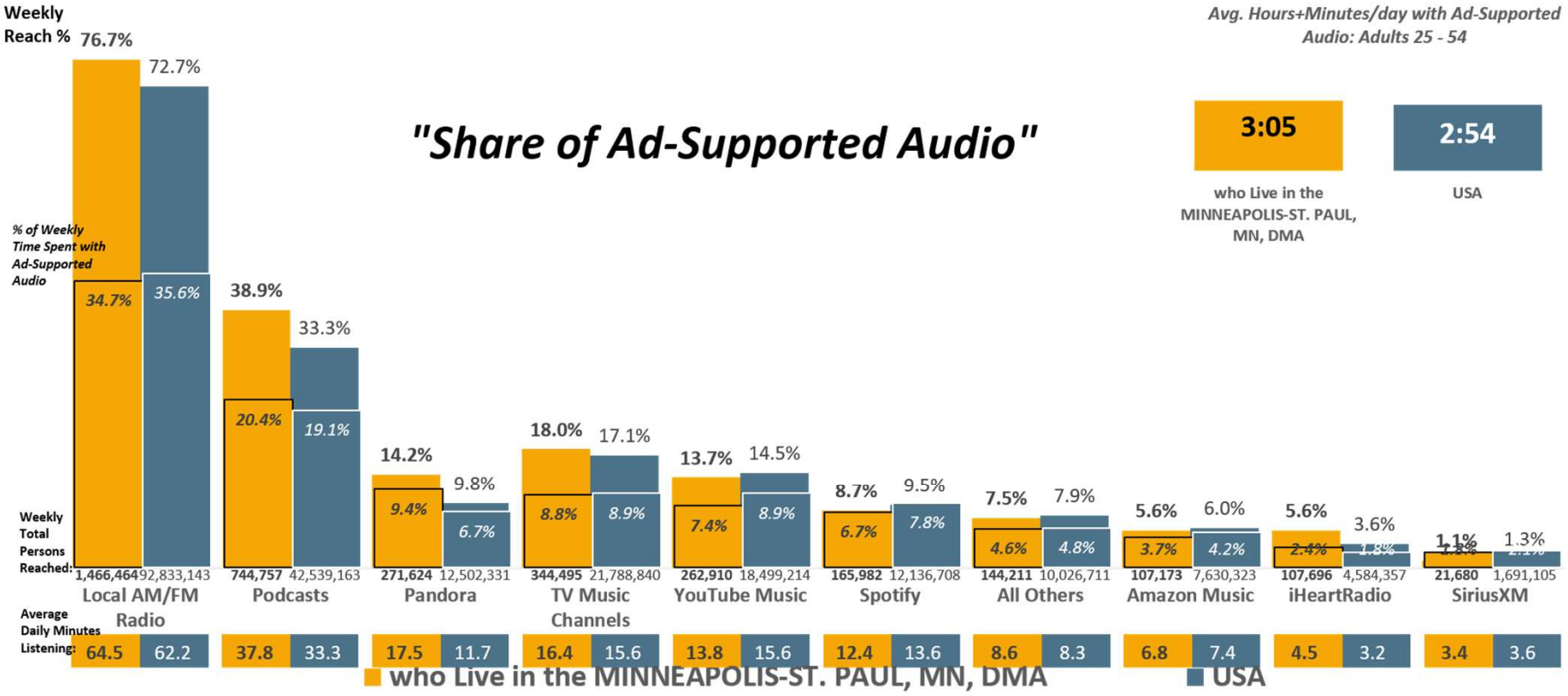
USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922 Scarborough R2 2026: Feb25-Jul26 USA Projection Scarborough R2 2026: Feb25-Jul26 Qual Intab 24,319

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1,466,464 or 76.7% 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 64.5 minutes every day representing 34.7% of all time spent daily with Ad-Supported Audio.



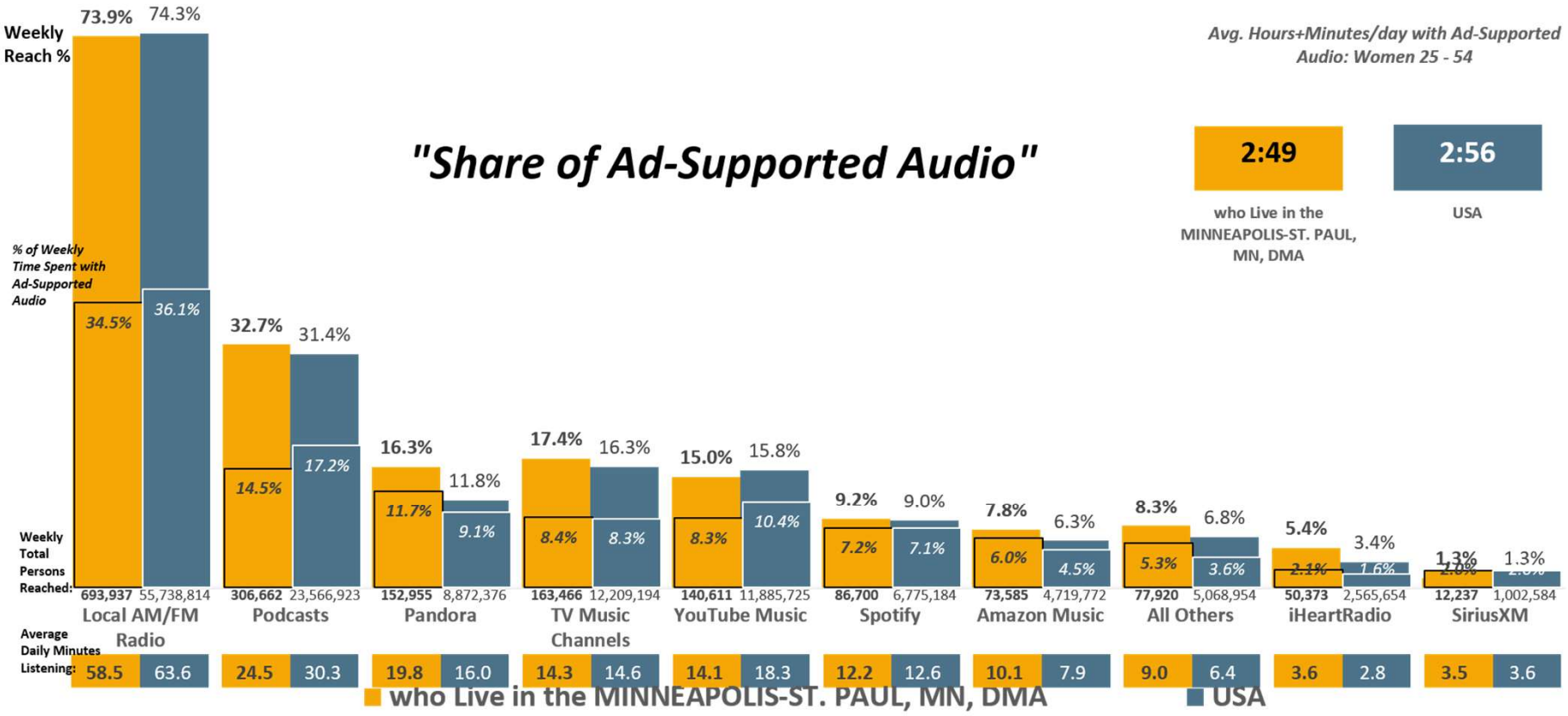
USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922 Scarborough R2 2026: Feb25-Jul26 USA Projection Scarborough R2 2026: Feb25-Jul26 Qual Intab 24,319

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693,937 or 73.9% of Women 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA listen to Ad-Supported Local AM/FM Radio for an average of 58.5 minutes every day representing 34.5% of all time spent daily with Ad-Supported Audio.



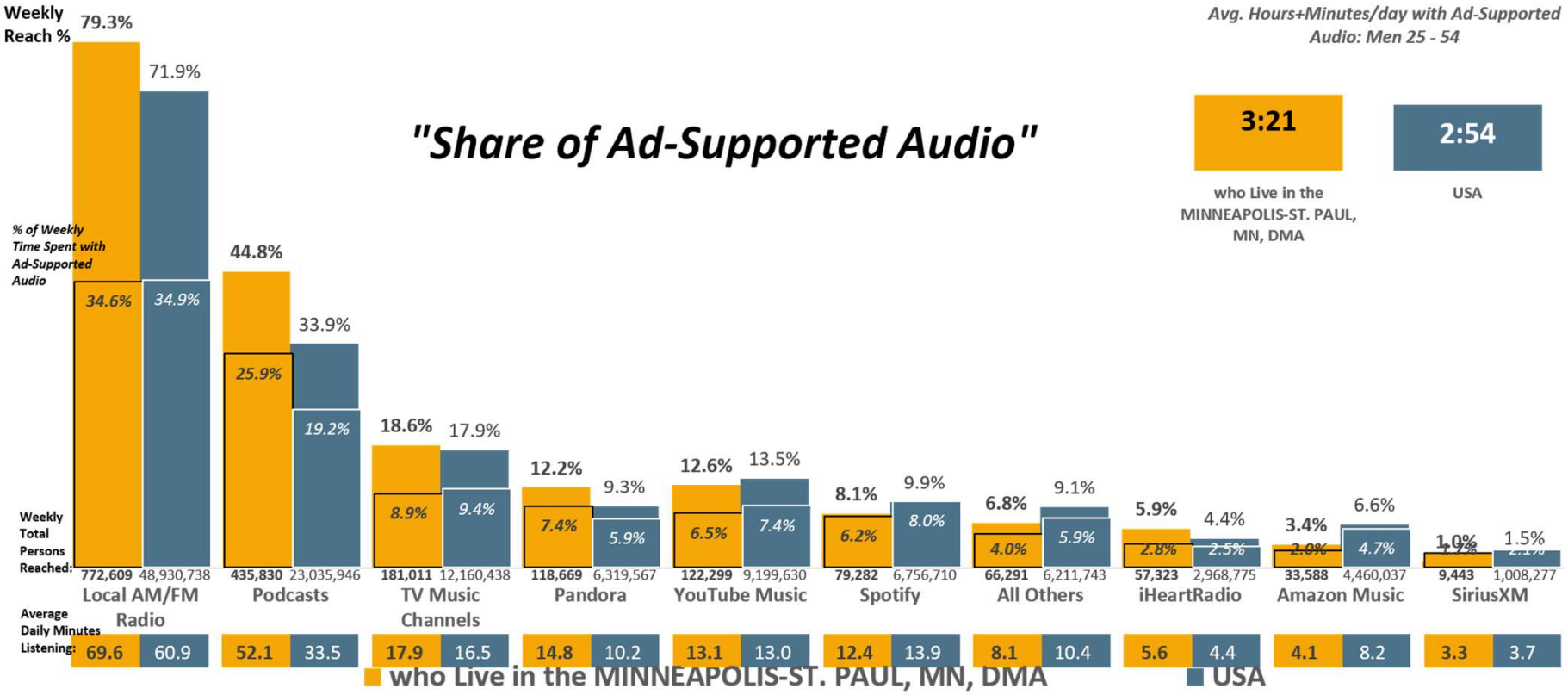
USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922 Scarborough R2 2026: Feb25-Jul26 USA Projection Scarborough R2 2026: Feb25-Jul26 Qual Intab 24,319

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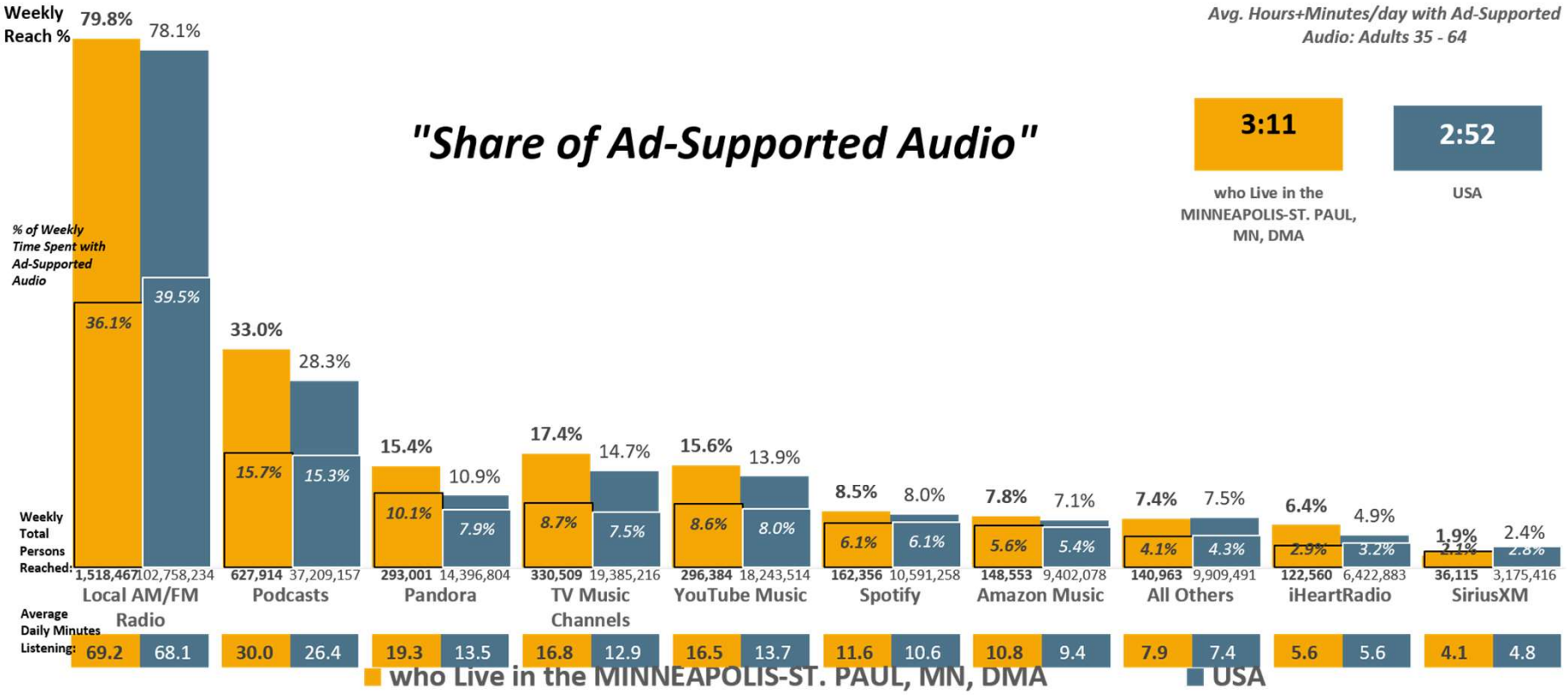
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P35-64

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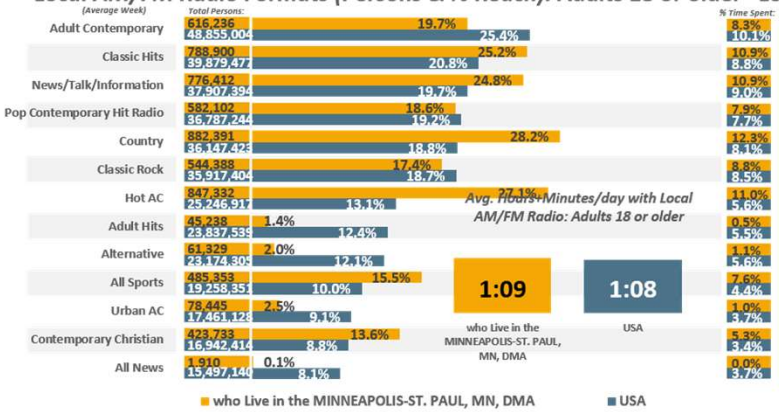
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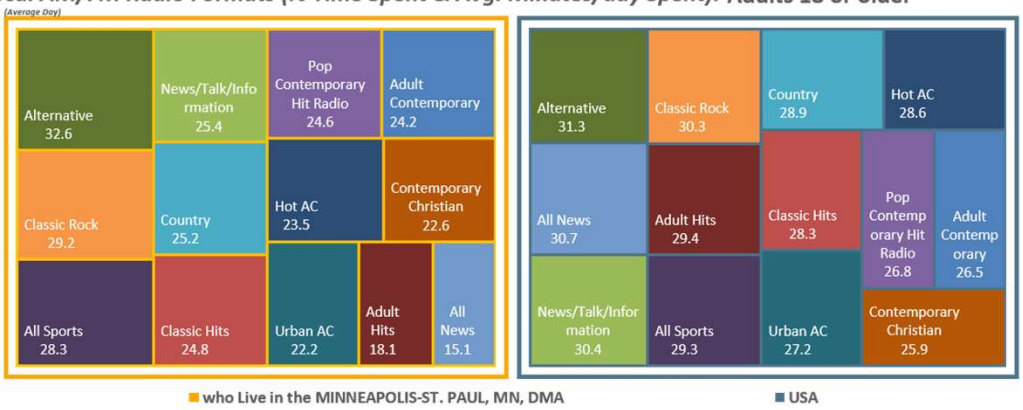
P18+

2,994,252 or 76.2% of Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Hot AC, Classic Hits, Adult Contemporary, and Pop Contemporary Hit Radio.

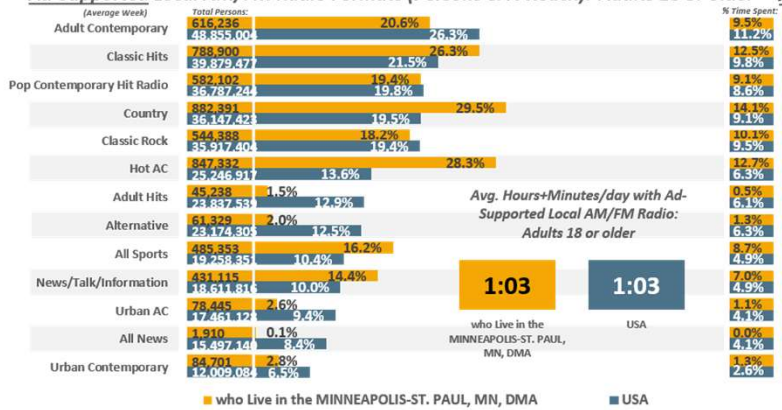
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



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



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



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



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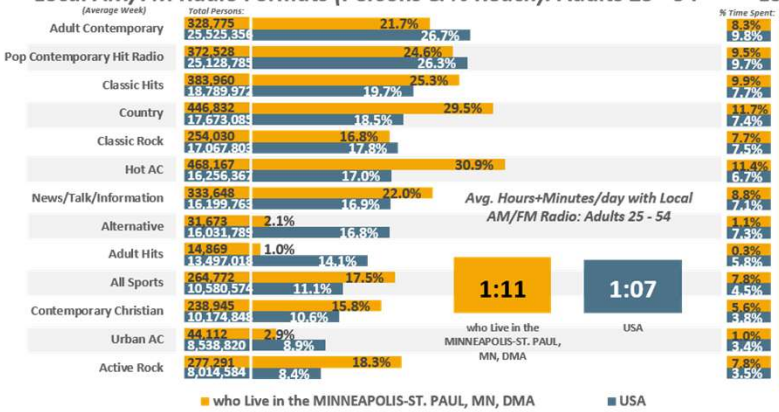
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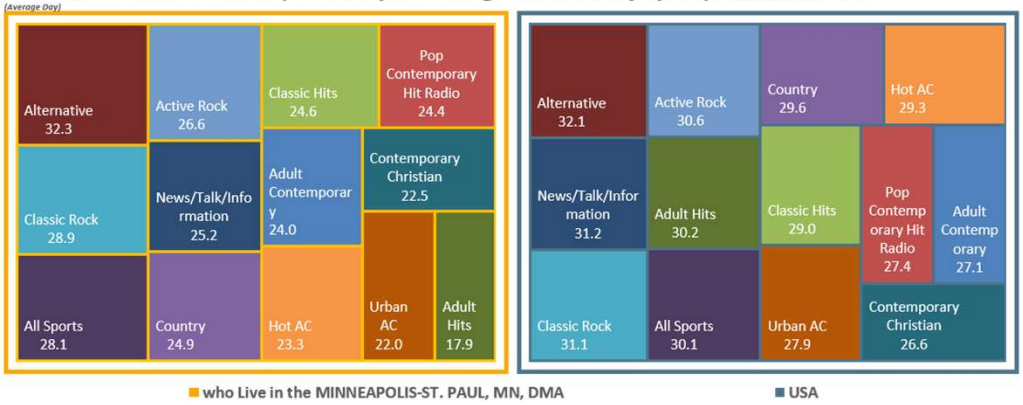


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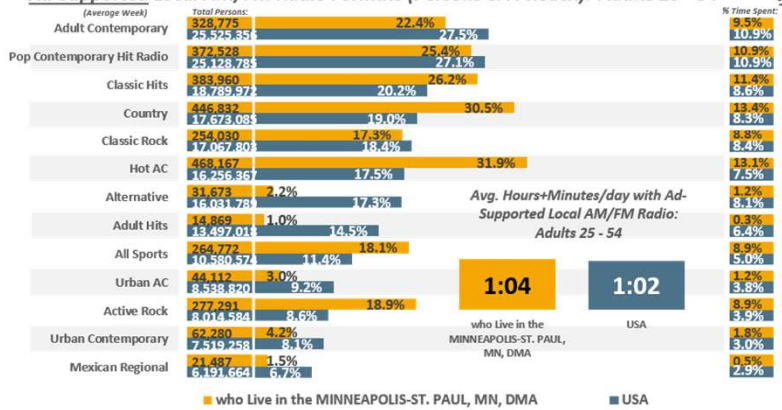
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



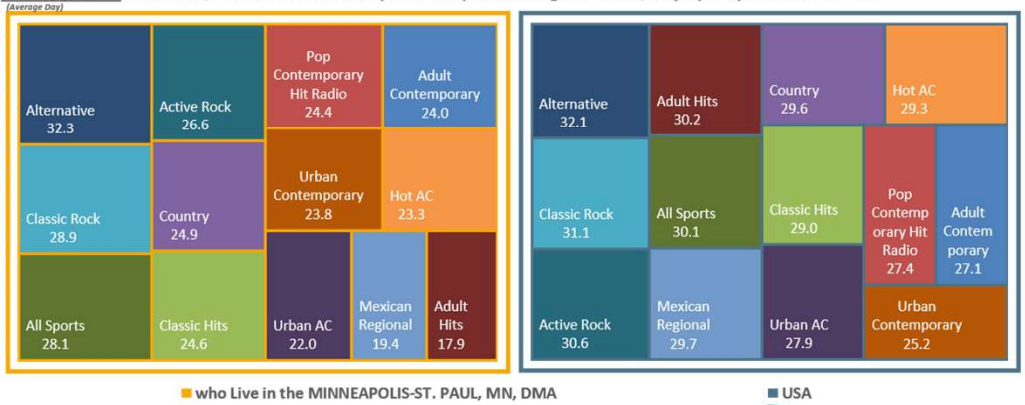
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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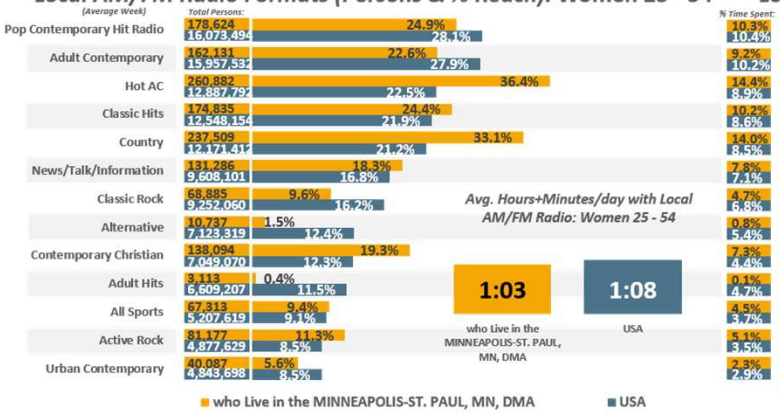
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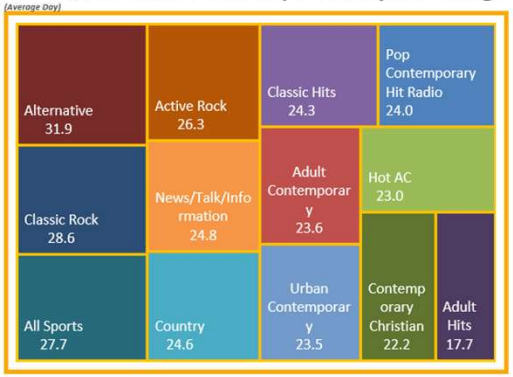


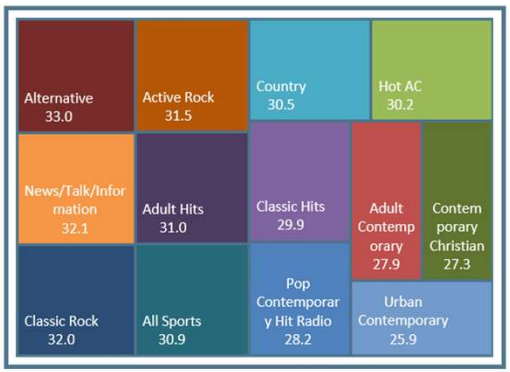
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Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54

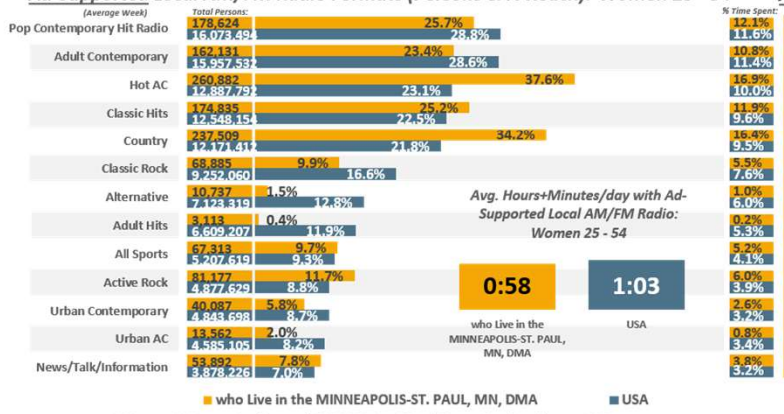


Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54

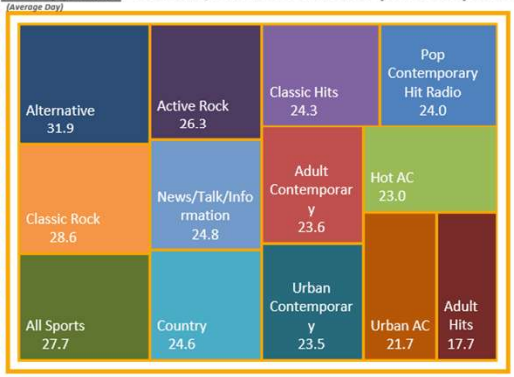




Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



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





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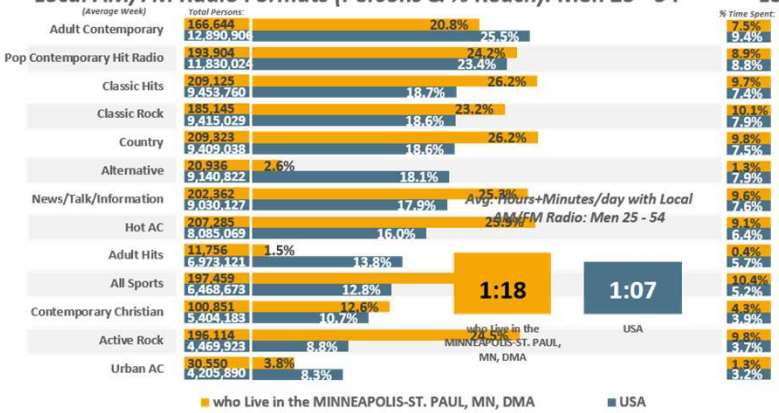
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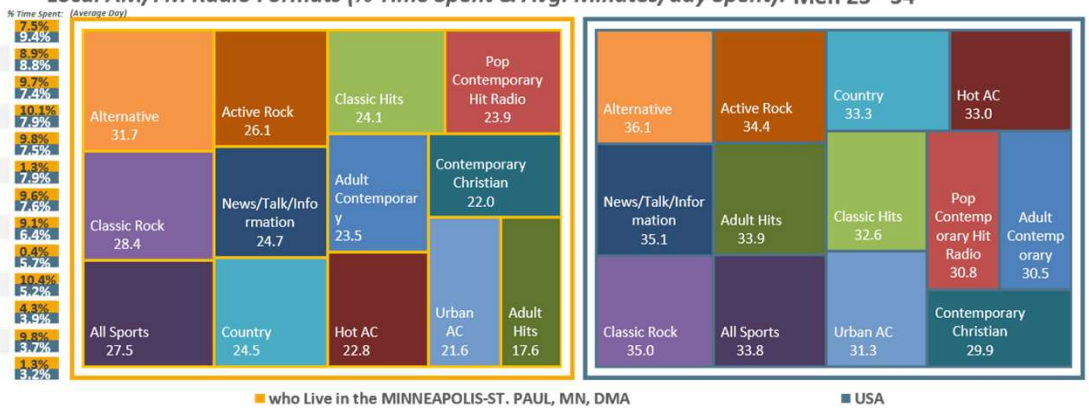


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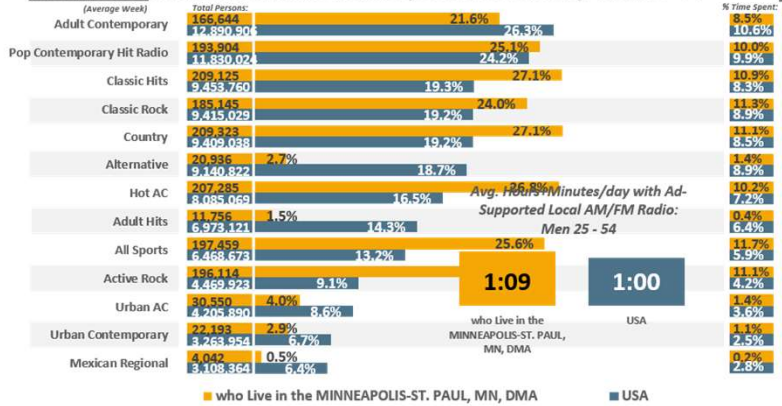
Local AM/FM Radio Formats (Persons & % Reach): Men 25 - 54



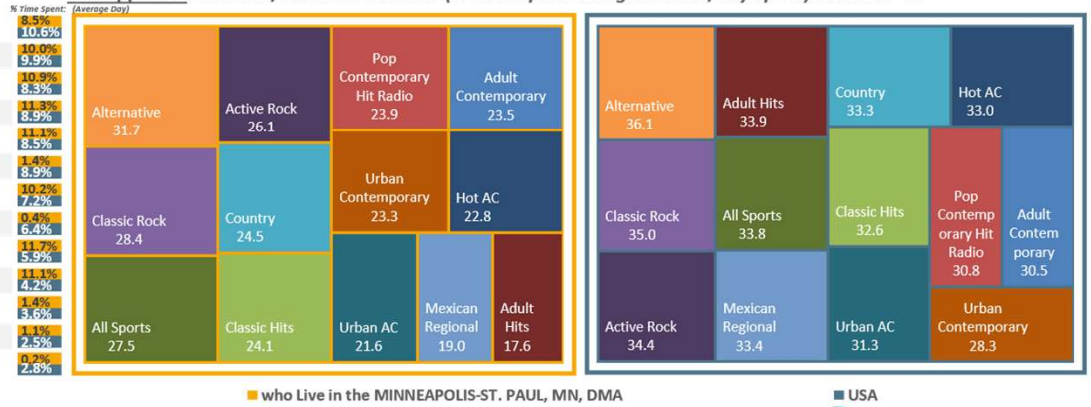
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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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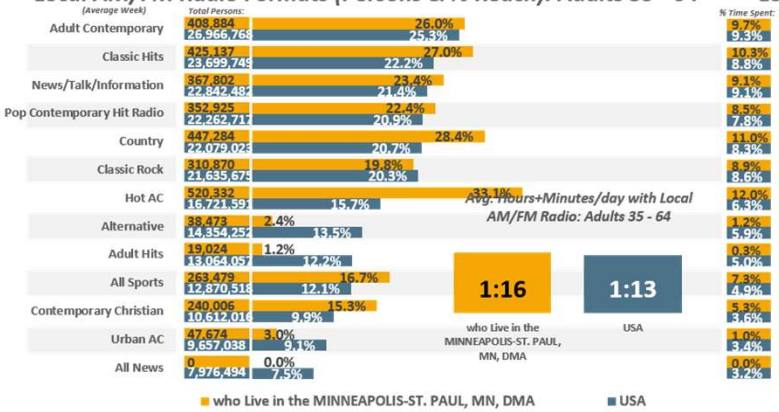
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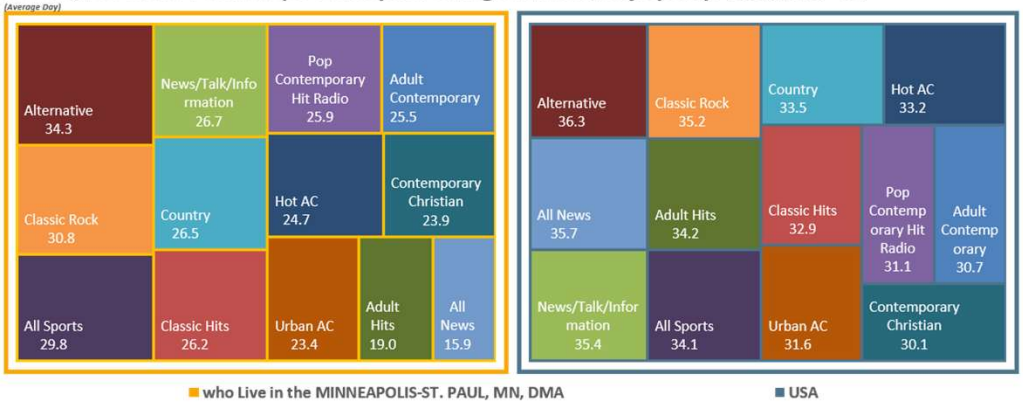


1,518,467 or 79.8% of Adults 35 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Country, Classic Hits, Adult Contemporary, and Pop Contemporary Hit Radio.

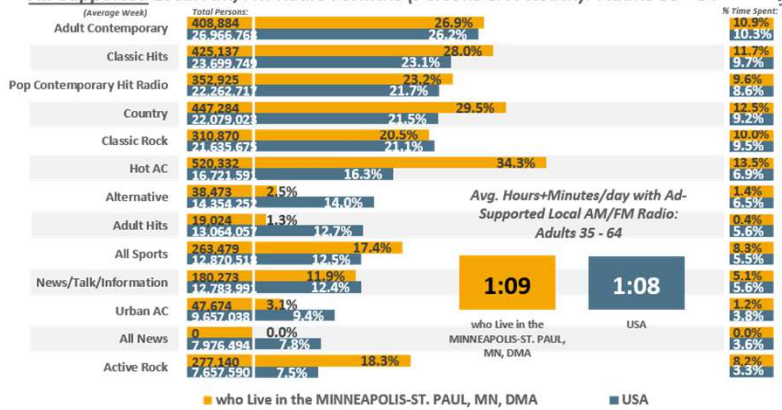
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 - 64



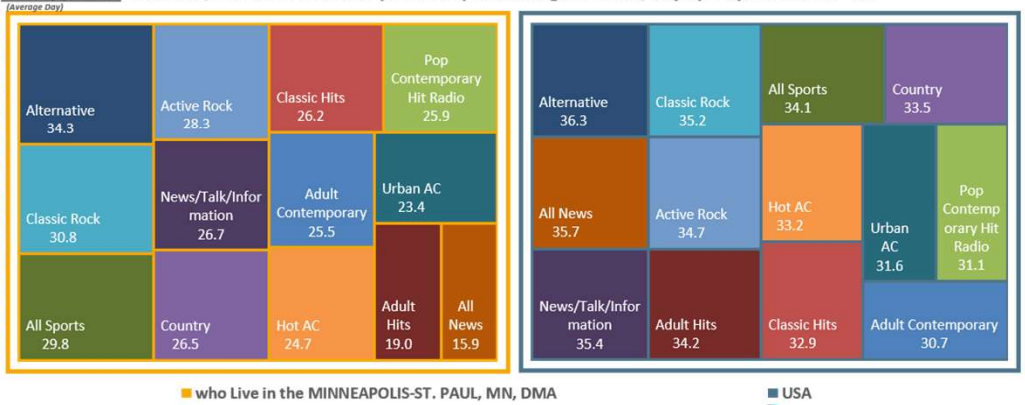
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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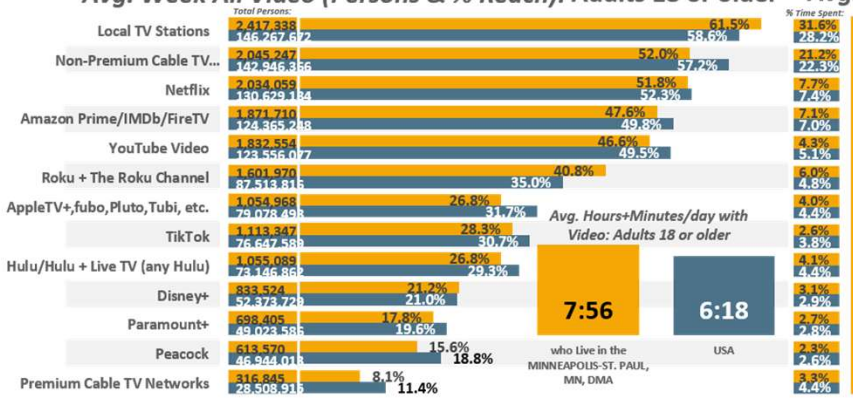
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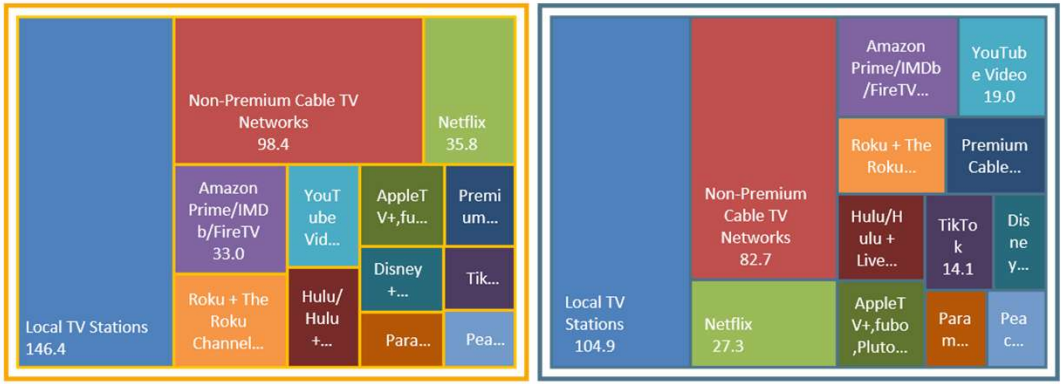
P18+

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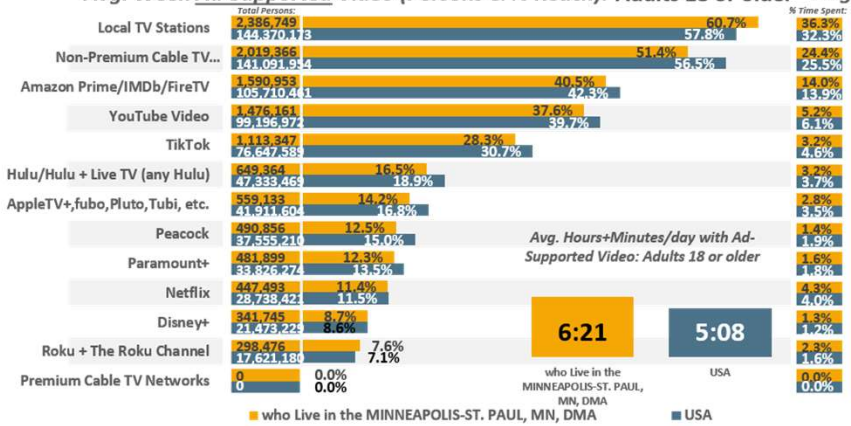
Avg. Week All Video (Persons & % Reach): Adults 18 or older



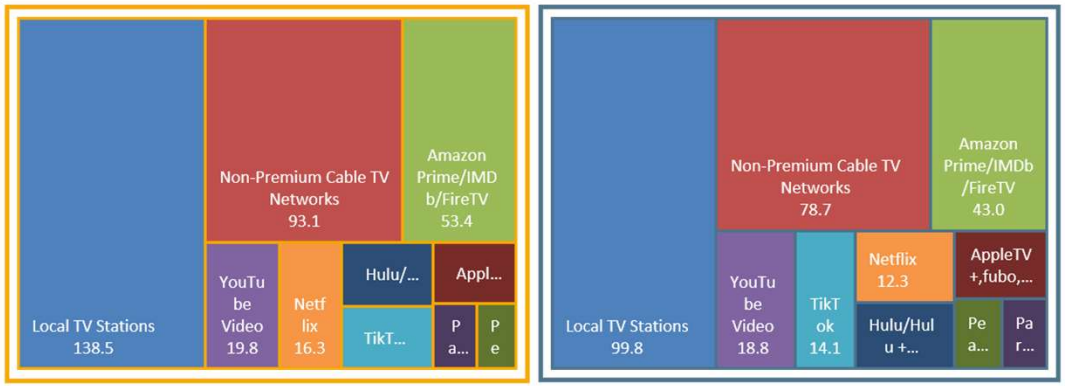
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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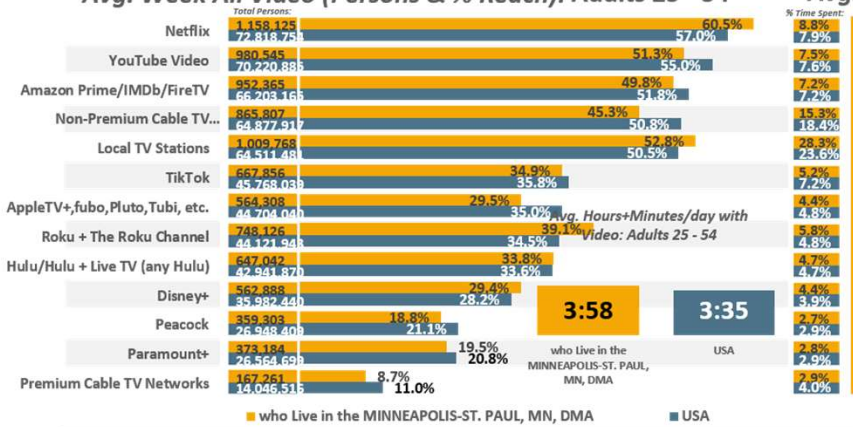
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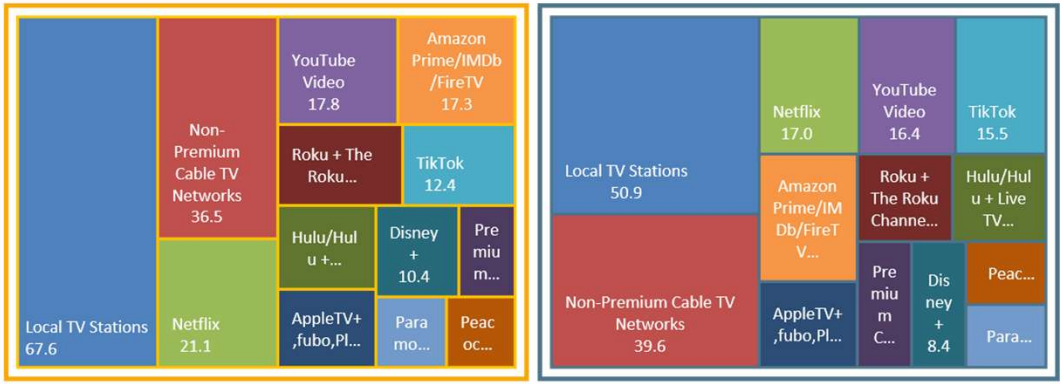
P25-54

996,779 or 52.1% of Adults 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA watch Ad-Supported Local TV Stations for an average of 64.3 minutes every day representing 34.9% of all time spent daily with Ad-Supported Video.

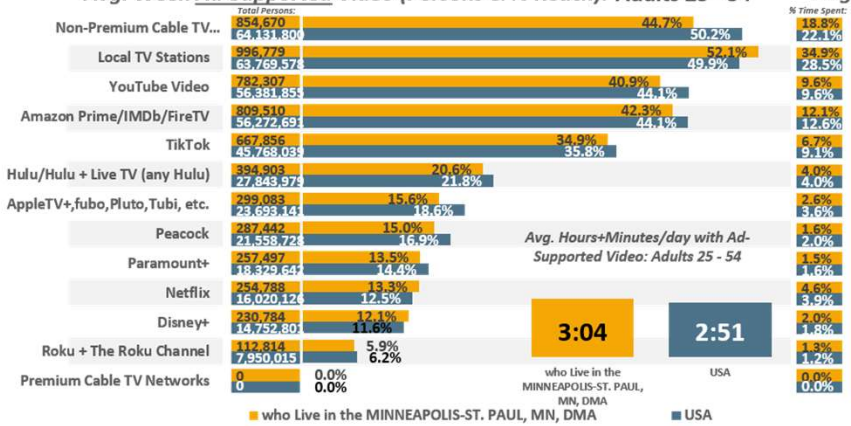
Avg. Week All Video (Persons & % Reach): Adults 25 - 54



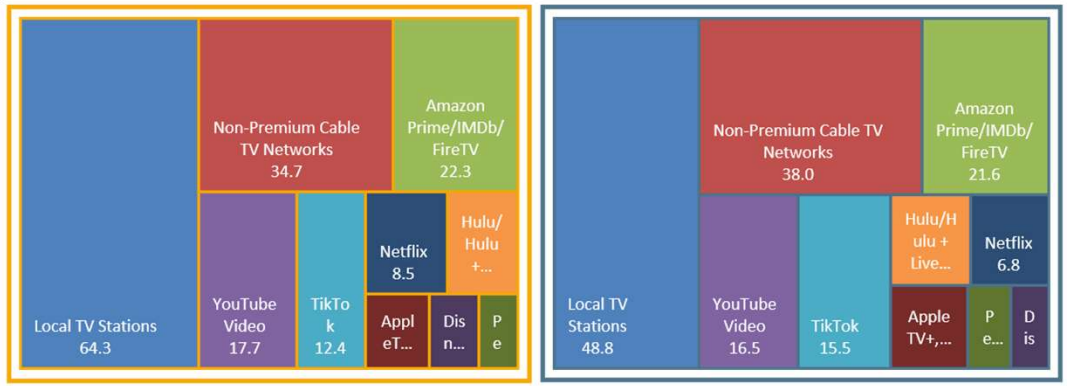
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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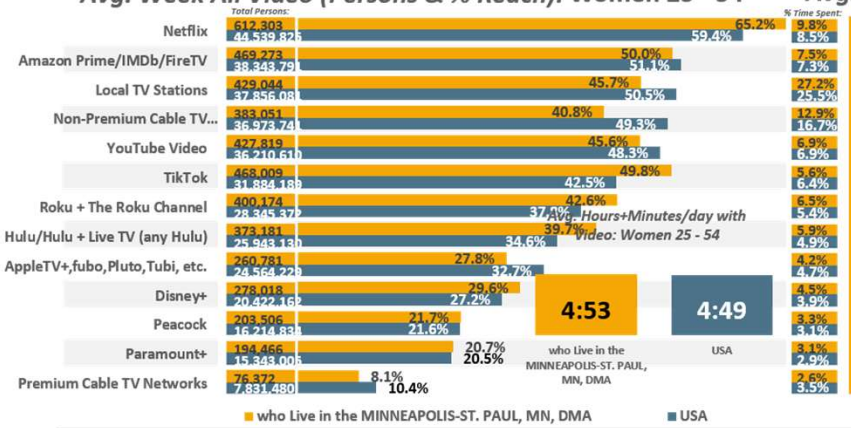
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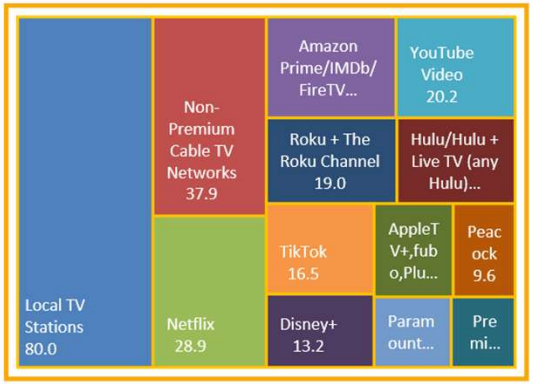


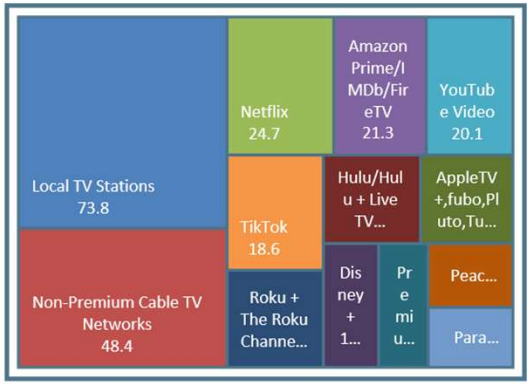
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Avg. Week All Video (Persons & % Reach): Women 25 - 54

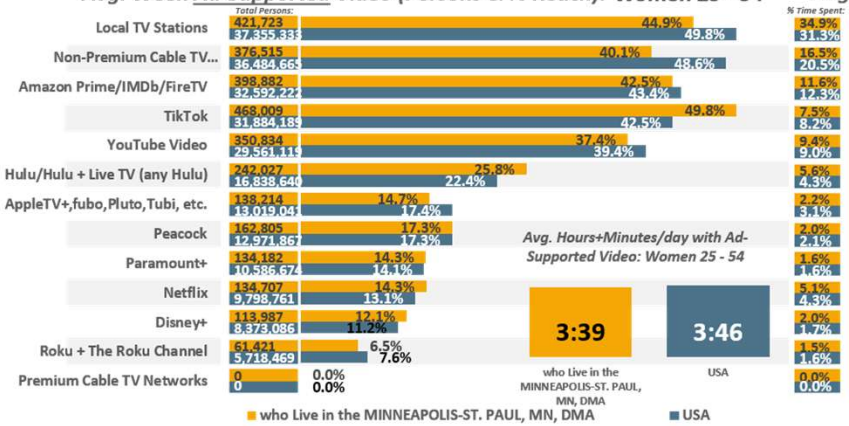


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54

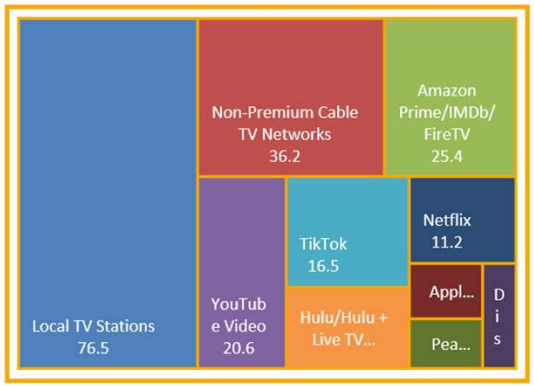


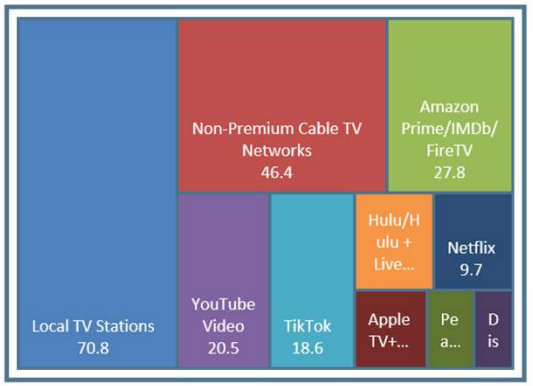


Avg. Week Ad-Supported Video (Persons & % Reach): Women 25 - 54



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





USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922

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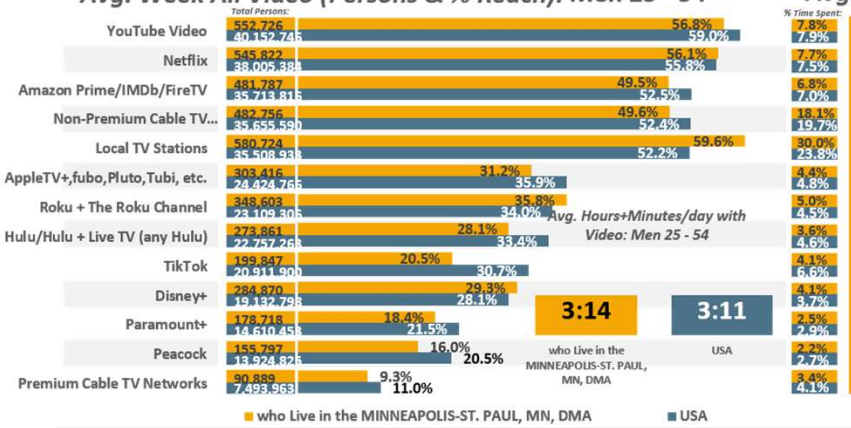
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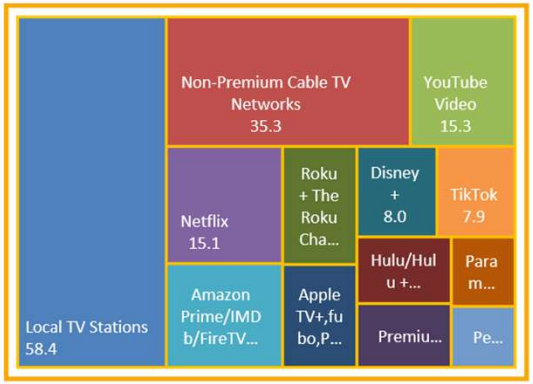
M25-54

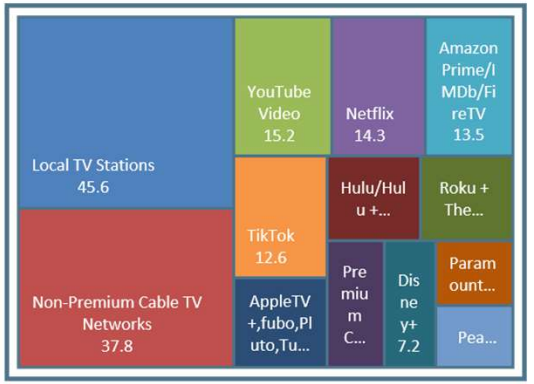
575,760 or 59.1% of Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA watch Ad-Supported Local TV Stations for an average of 55.3 minutes every day representing 35.6% of all time spent daily with Ad-Supported Video.

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

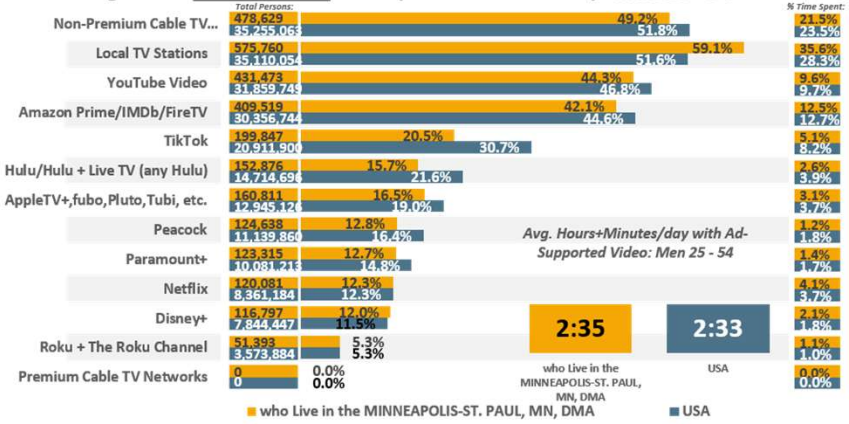


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54

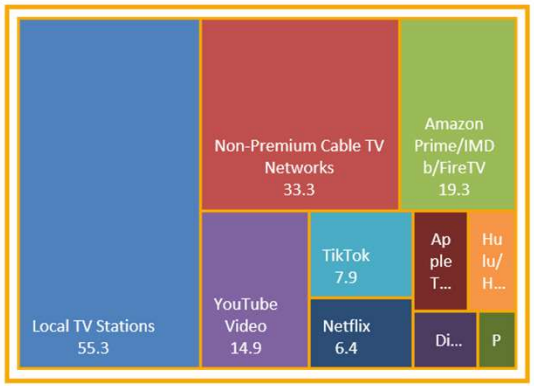


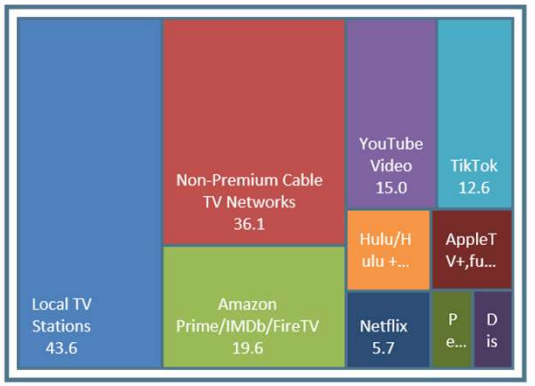


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USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922

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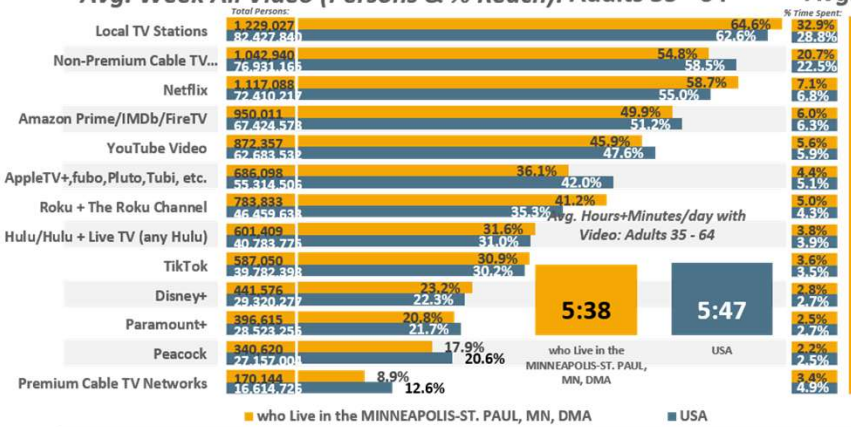
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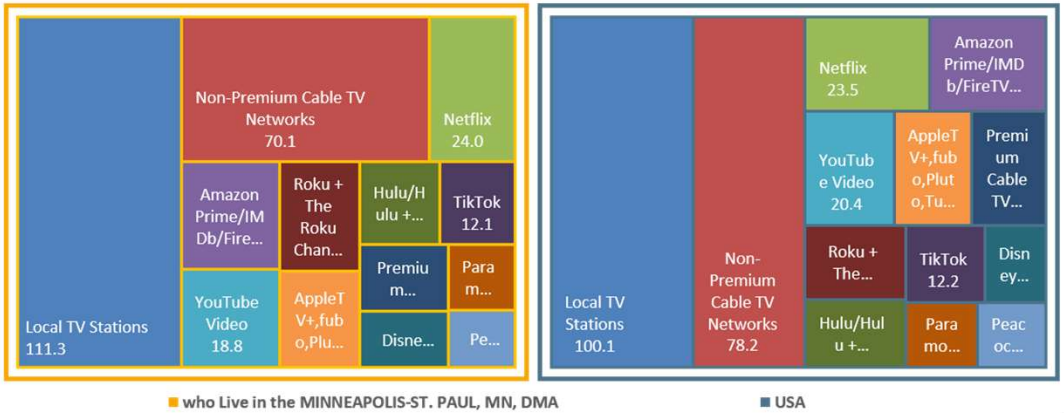
P35-64

1,210,740 or 63.6% of Adults 35 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA watch Ad-Supported Local TV Stations for an average of 105.1 minutes every day representing 38.3% of all time spent daily with Ad-Supported Video.

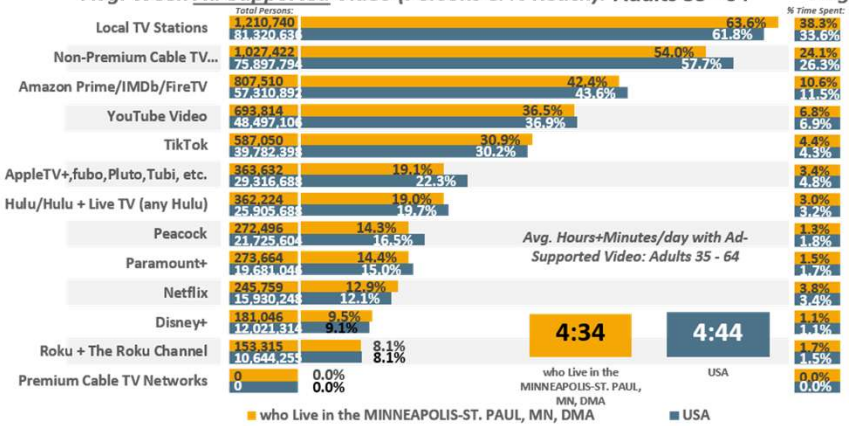
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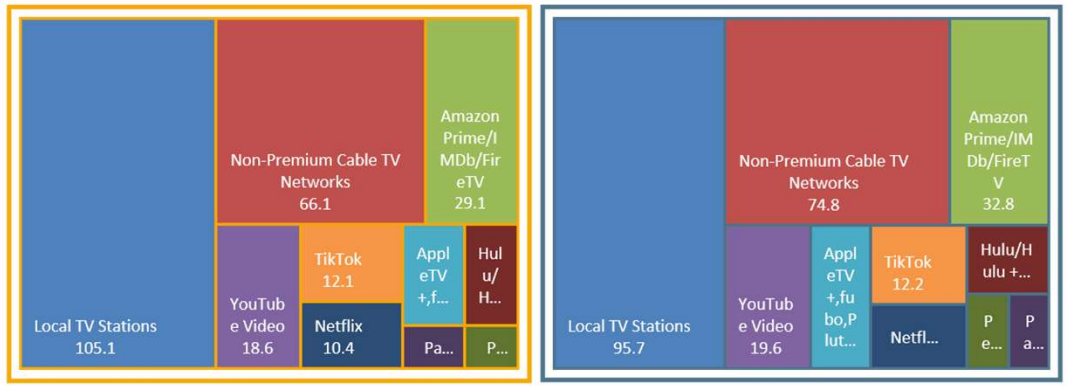
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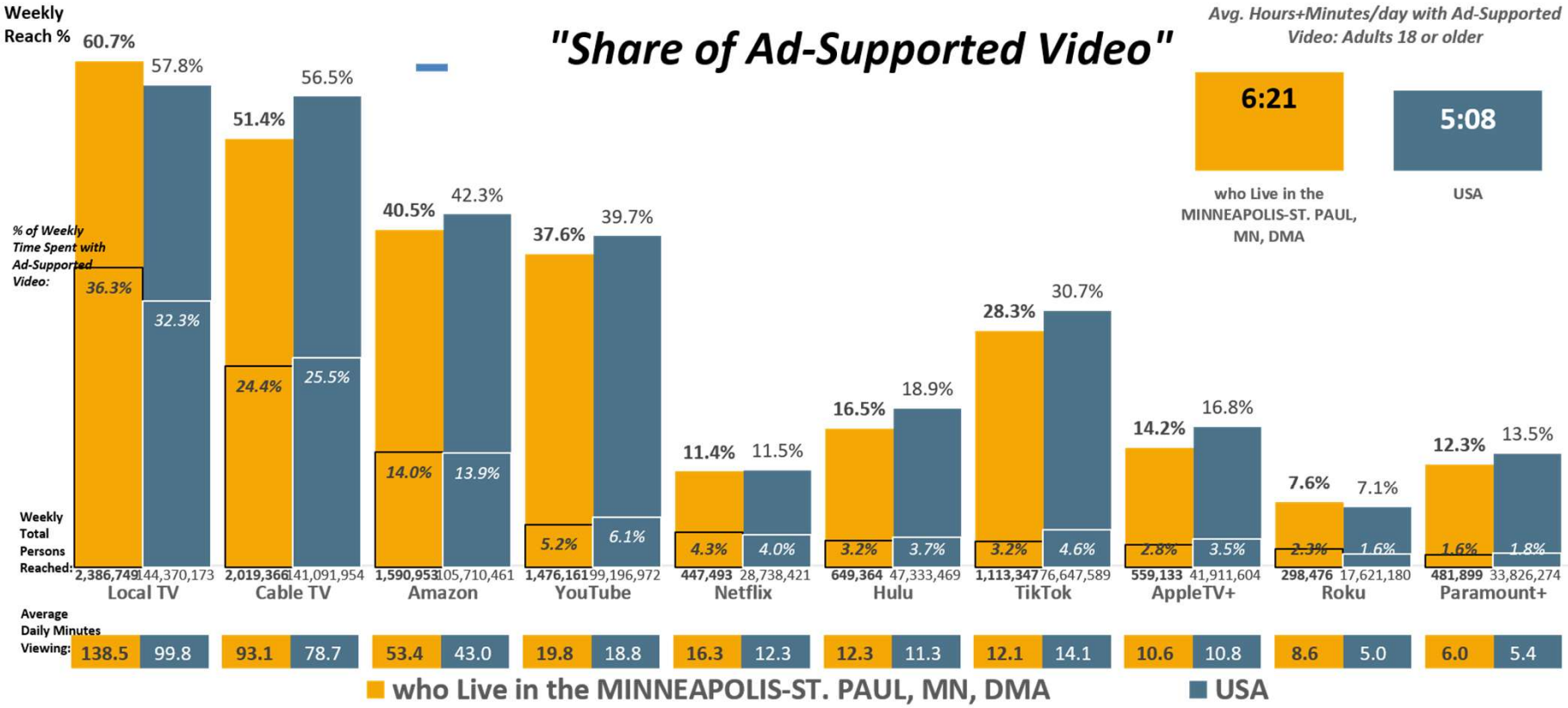
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P18+

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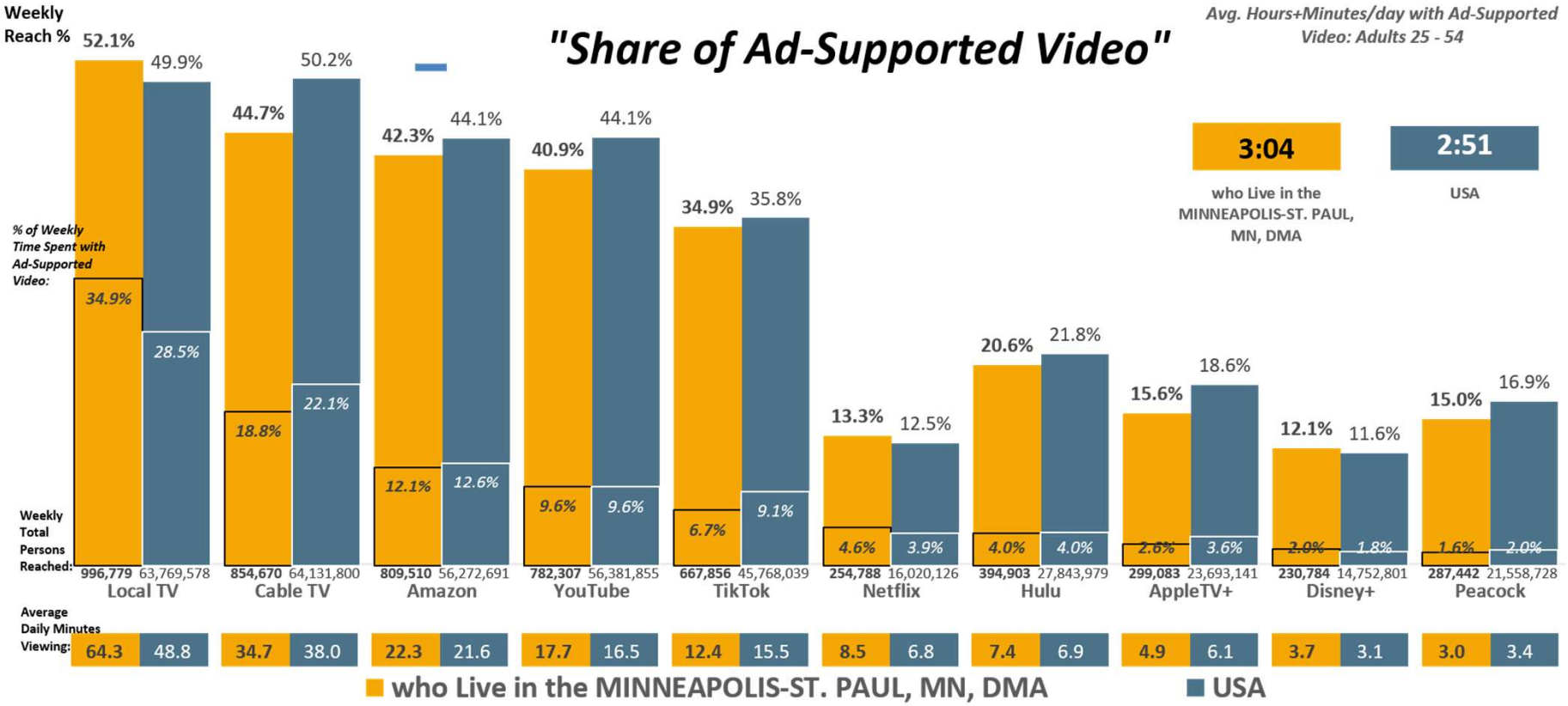
USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922 Scarborough R2 2026: Feb25-Jul26 USA Projection Scarborough R2 2026: Feb25-Jul26 Qual Intab 24,319

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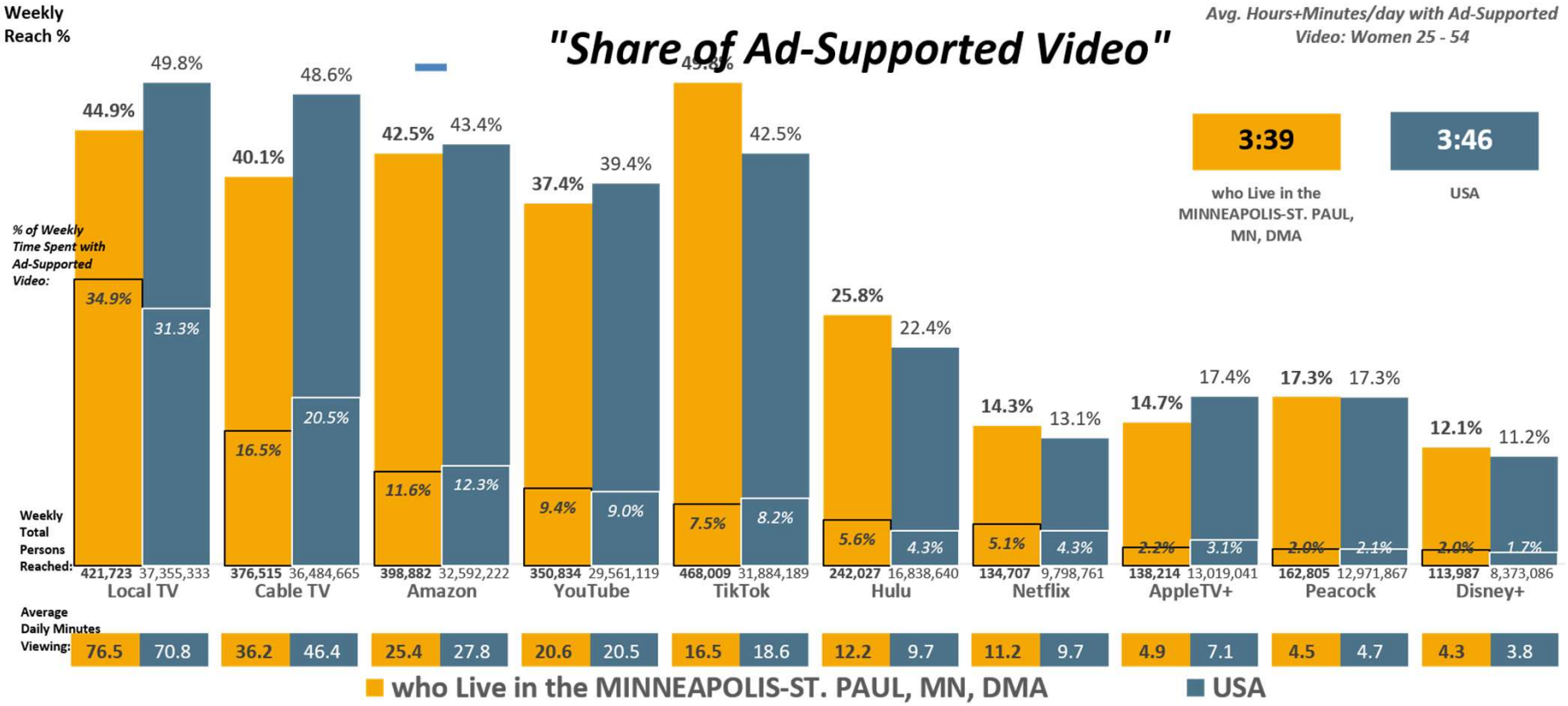
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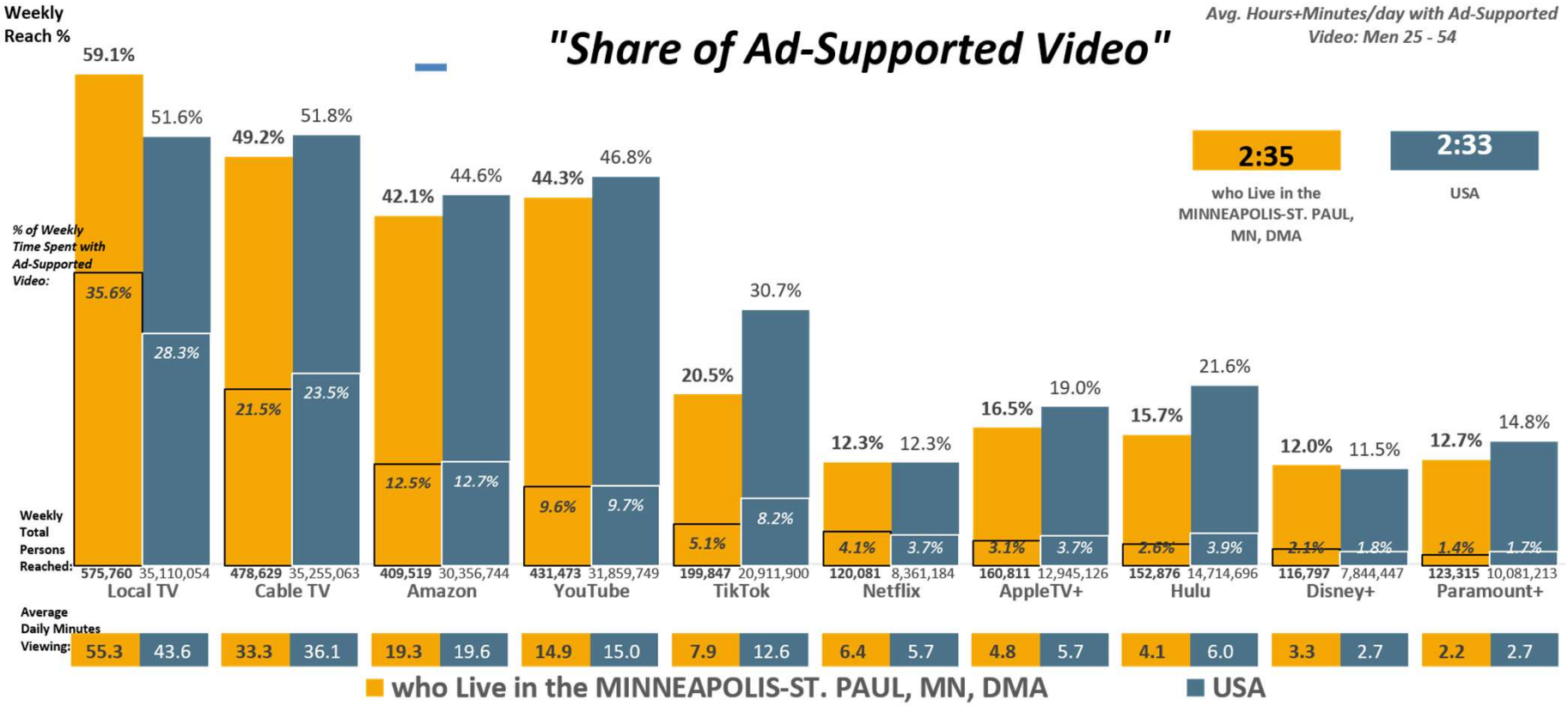
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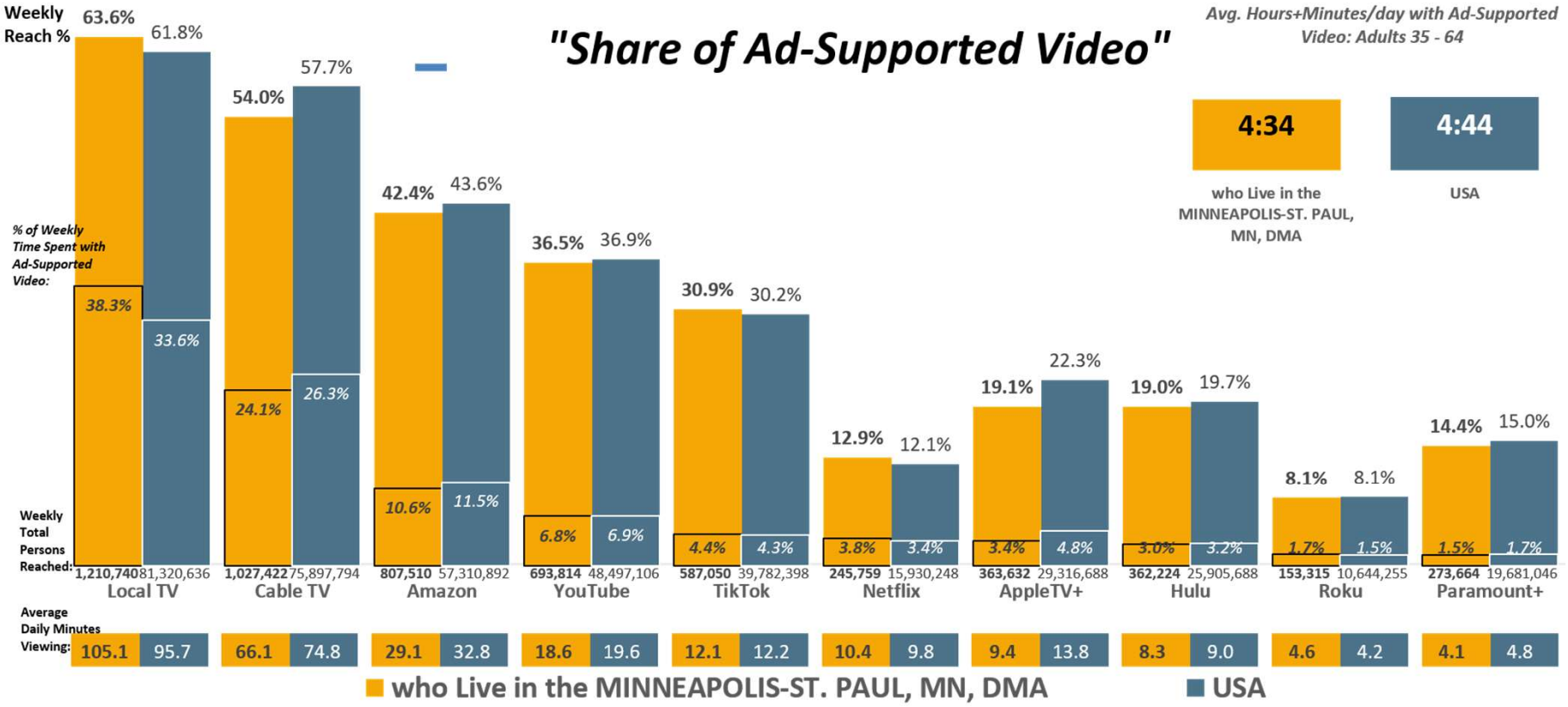
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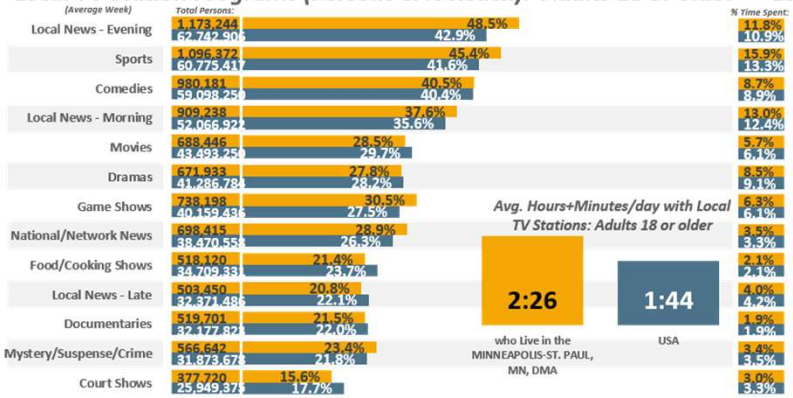
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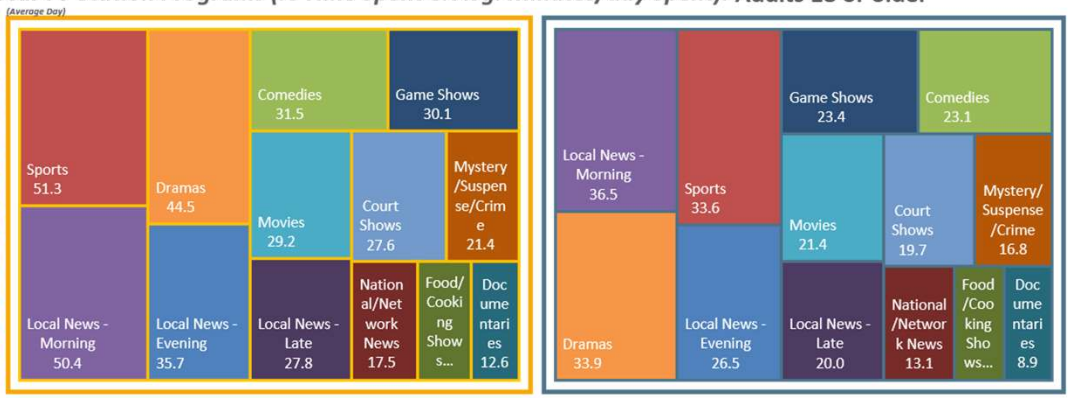
P18+

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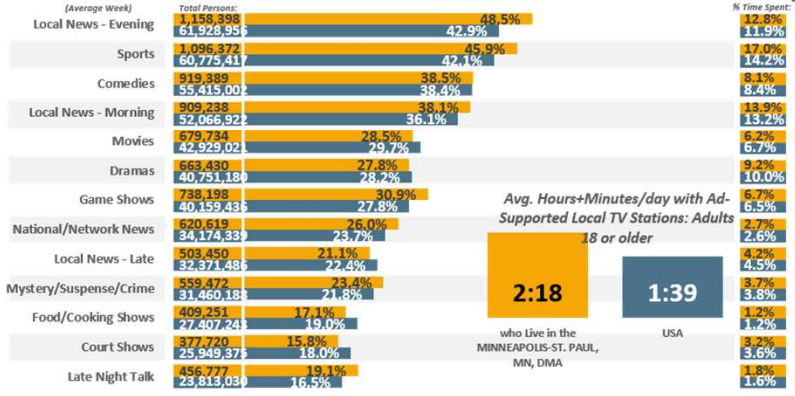
Local TV Station Programs (Persons & % Reach): Adults 18 or older



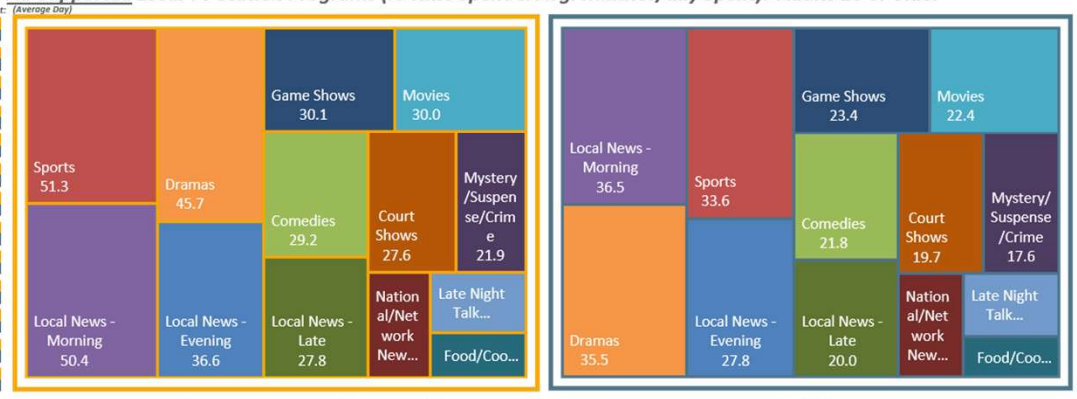
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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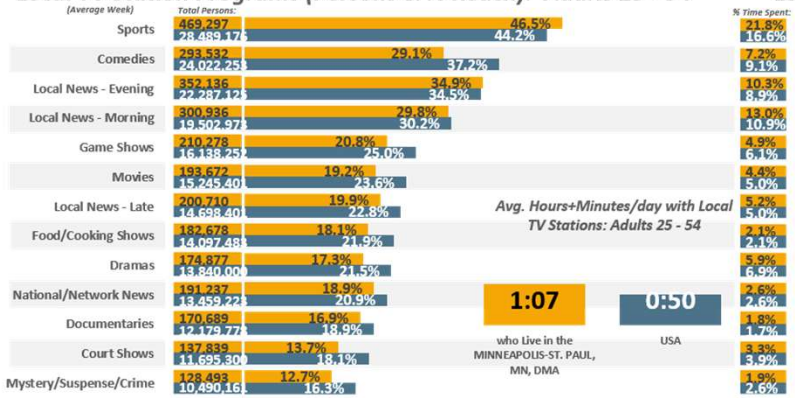
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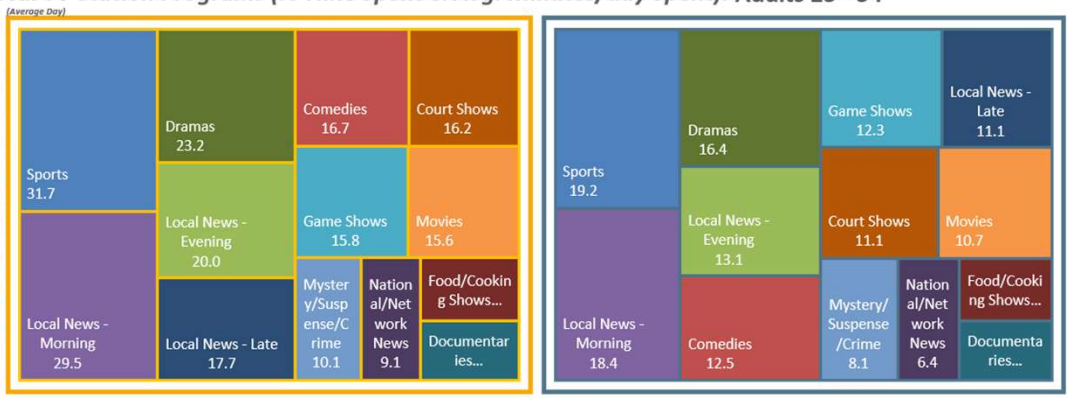


996,779 or 52.1% of Adults 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Game Shows, and Local News - Late.

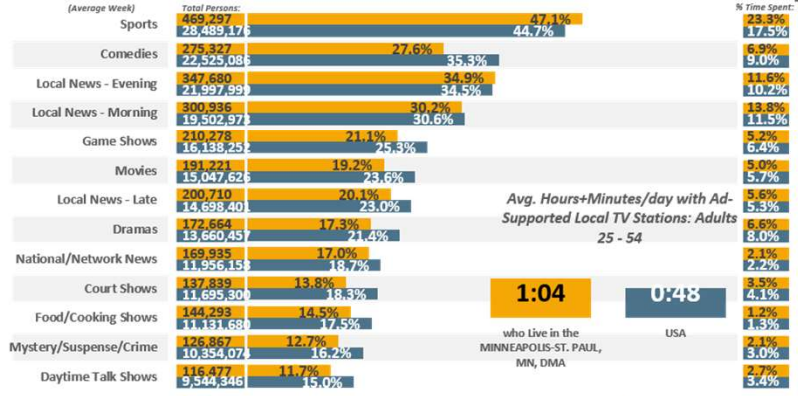
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



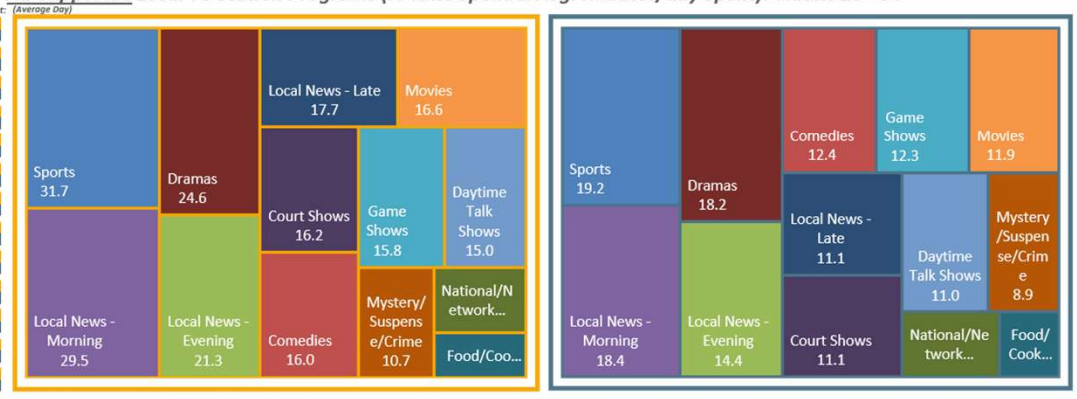
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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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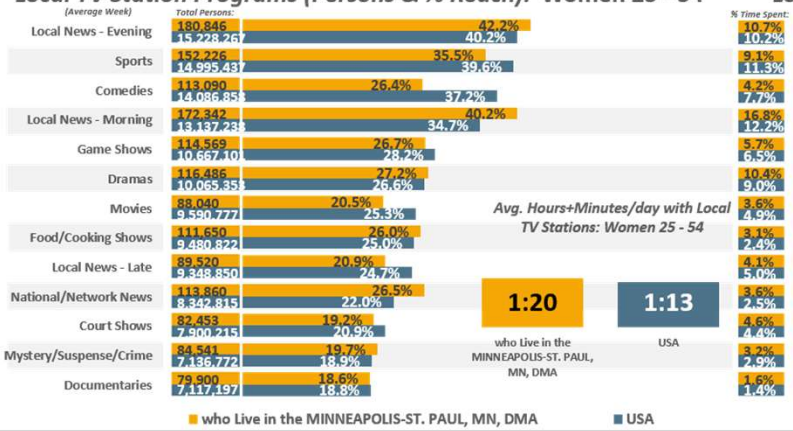
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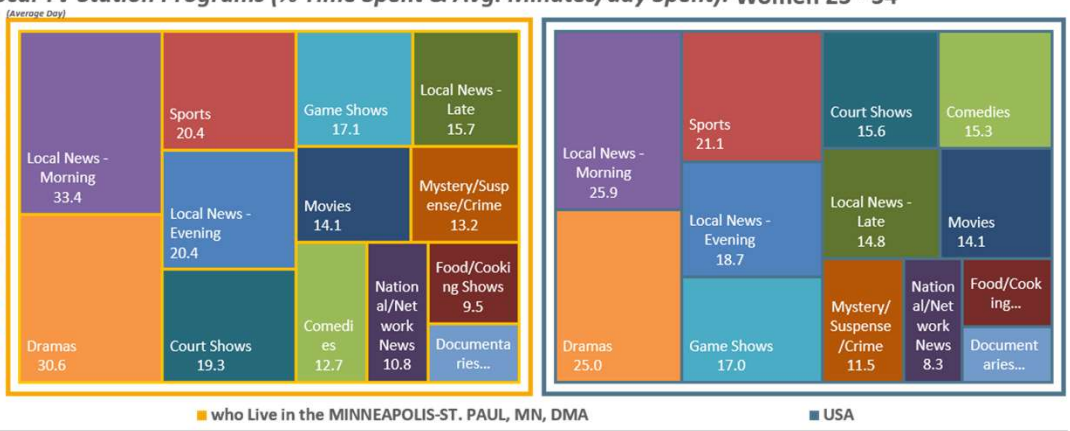


421,723 or 44.9% of Women 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Sports, Dramas, Game Shows, and Comedies.

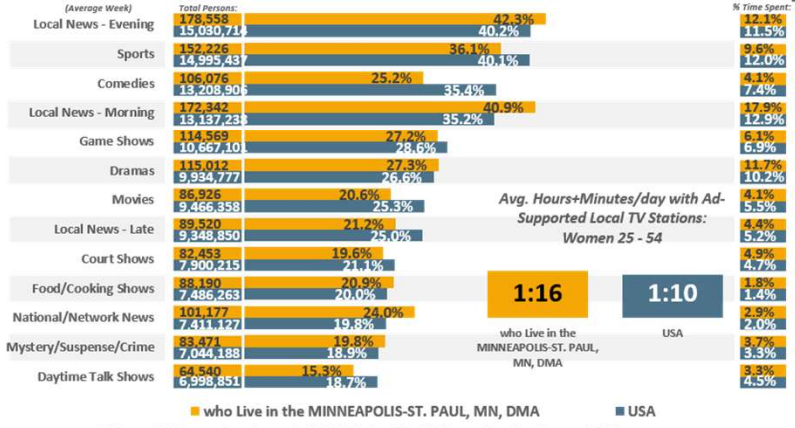
Local TV Station Programs (Persons & % Reach): Women 25 - 54



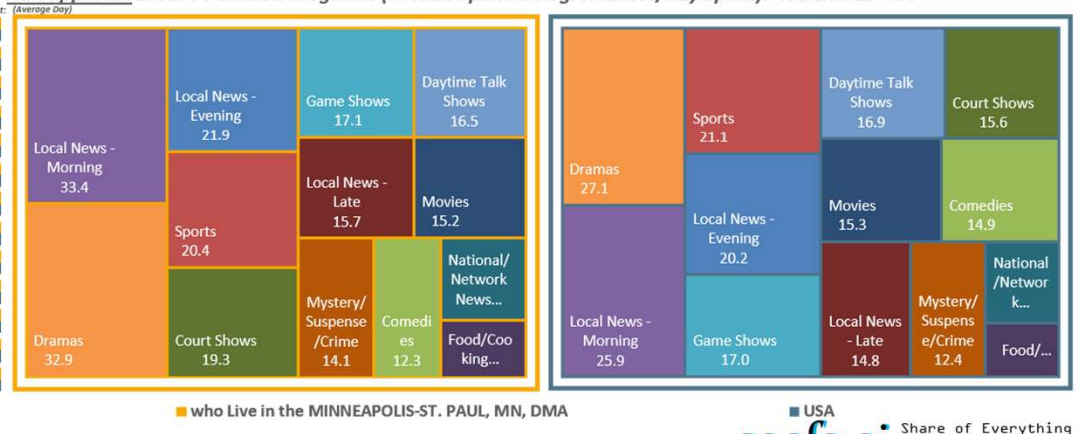
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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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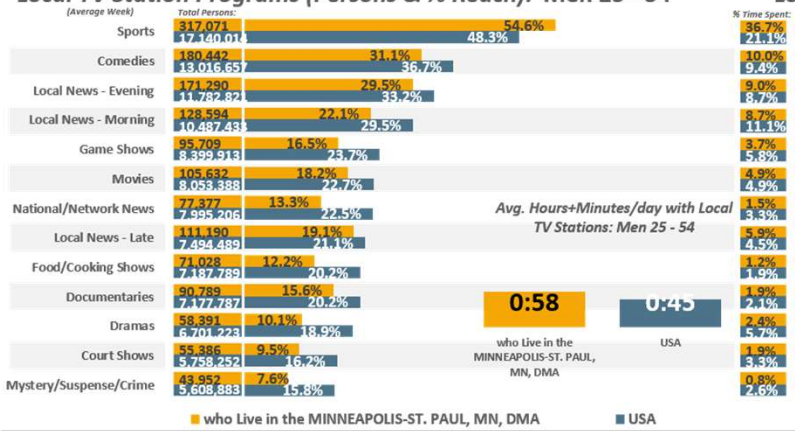
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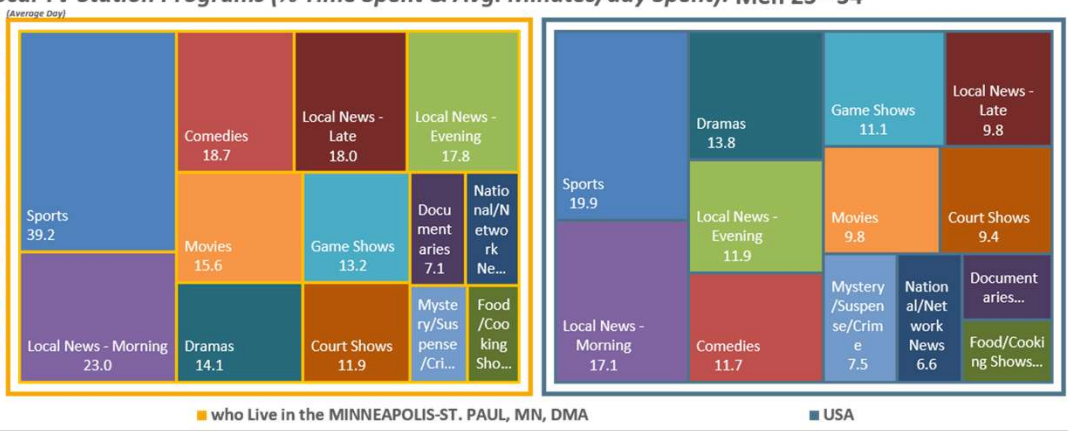


575,760 or 59.1% of Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Local News - Morning, Local News - Late, and Movies.

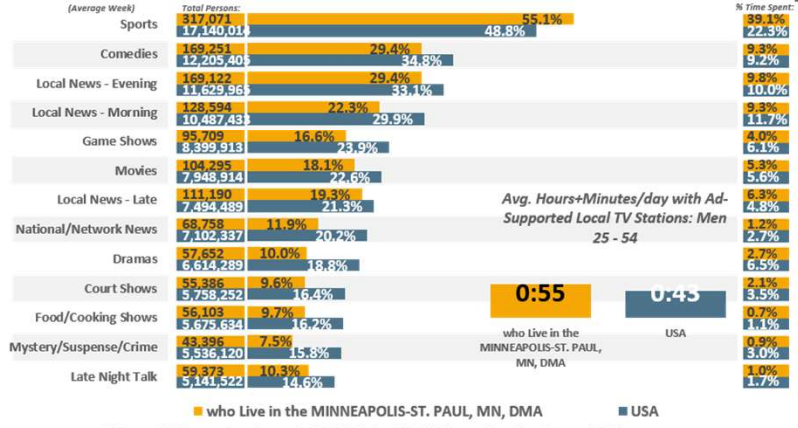
Local TV Station Programs (Persons & % Reach): Men 25 - 54



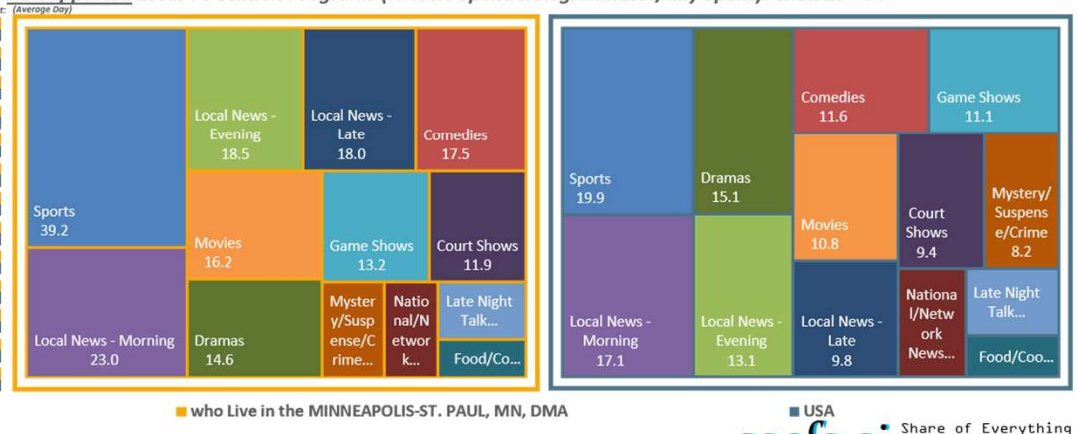
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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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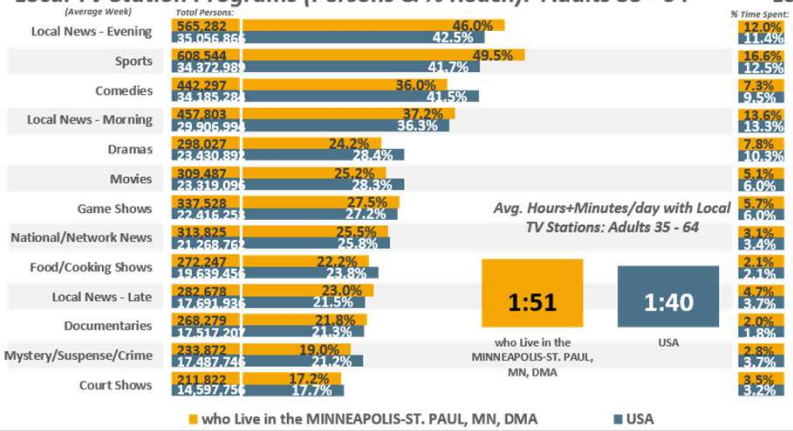
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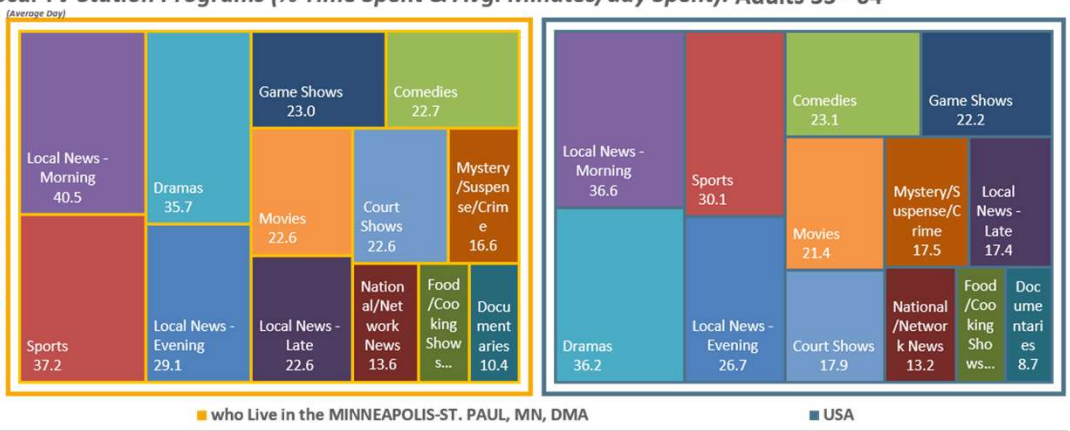


1,210,740 or 63.6% of Adults 35 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Game Shows, and Movies.

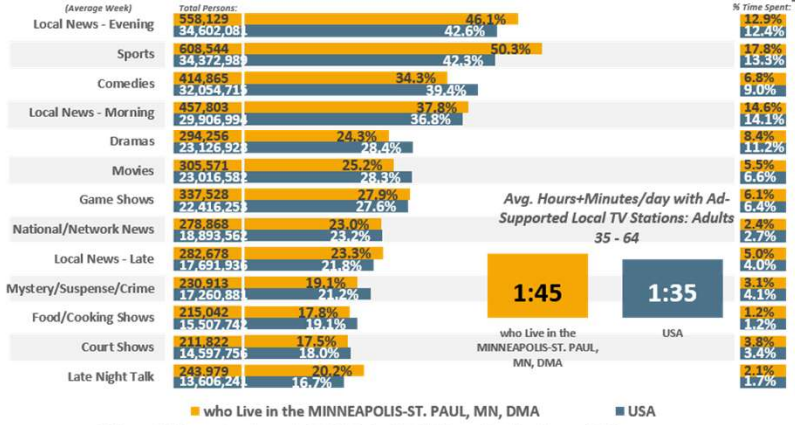
Local TV Station Programs (Persons & % Reach): Adults 35 - 64



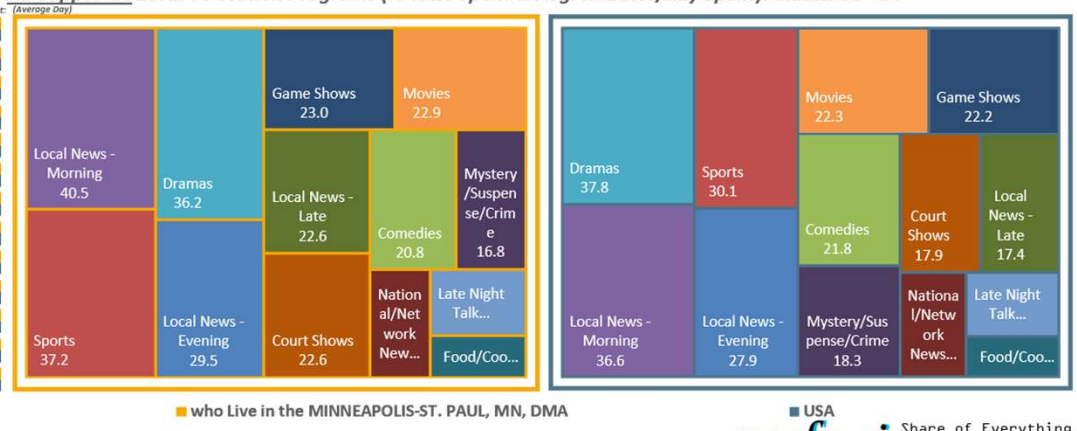
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



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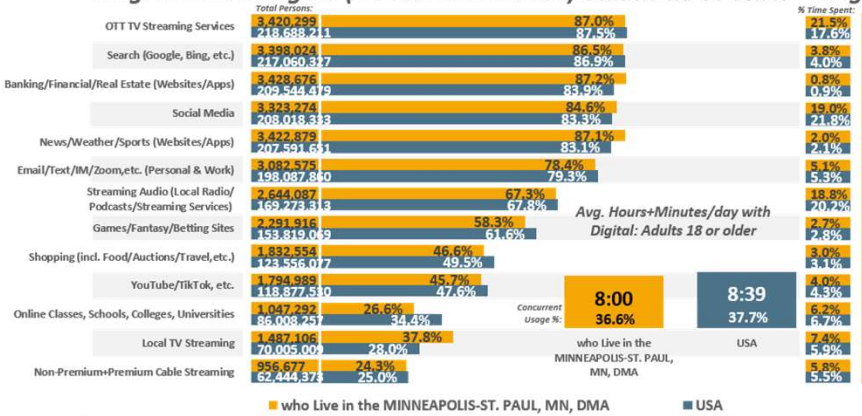
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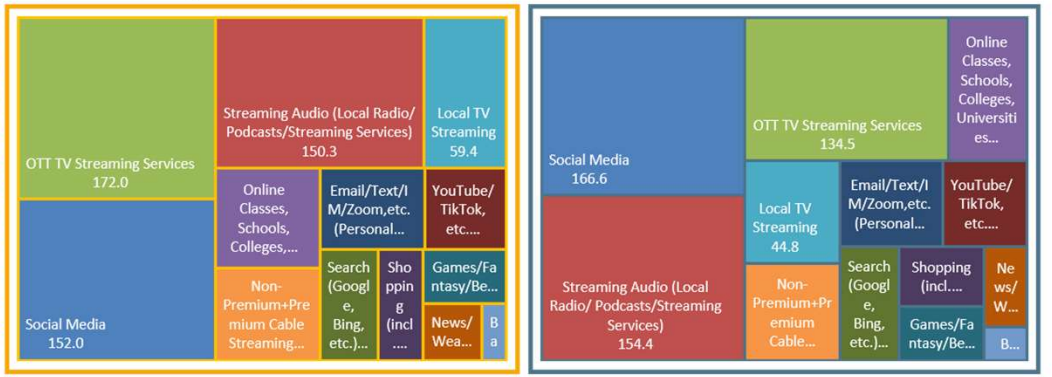
P18+

2,974,958 or 75.7% of Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA use Ad-Supported Social Media for an average of 136.1 minutes every day representing 23.% of all time spent daily with Ad-Supported Digital Media.

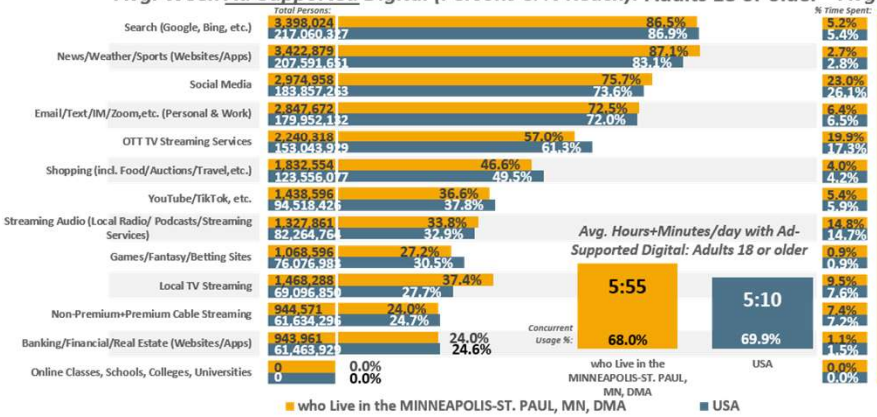
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



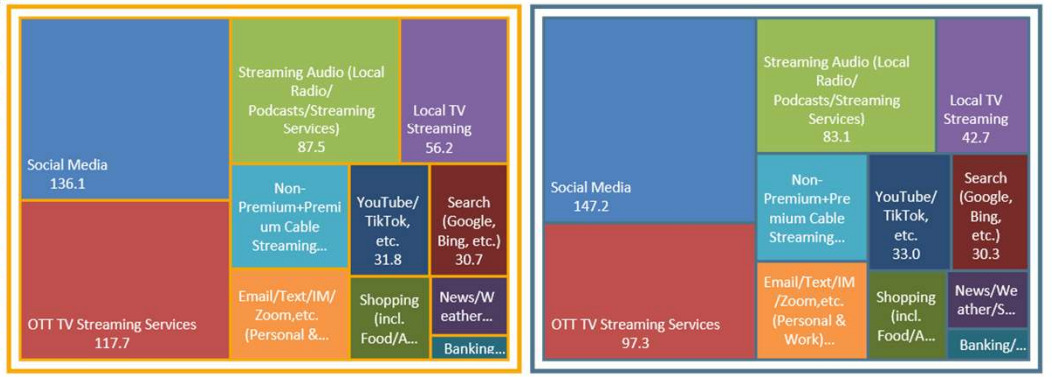
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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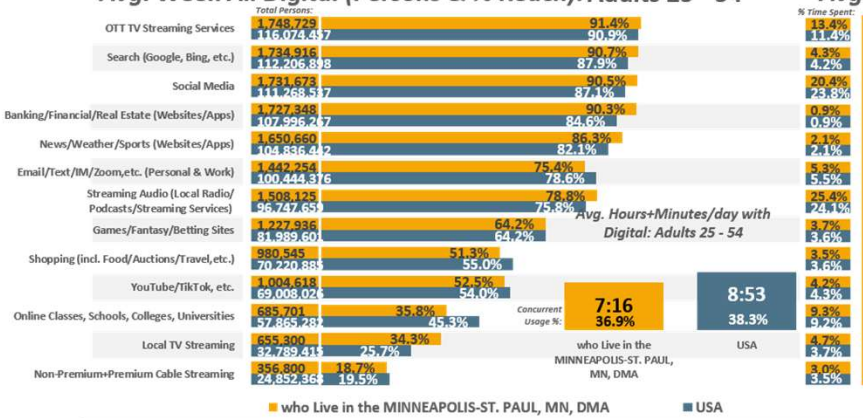
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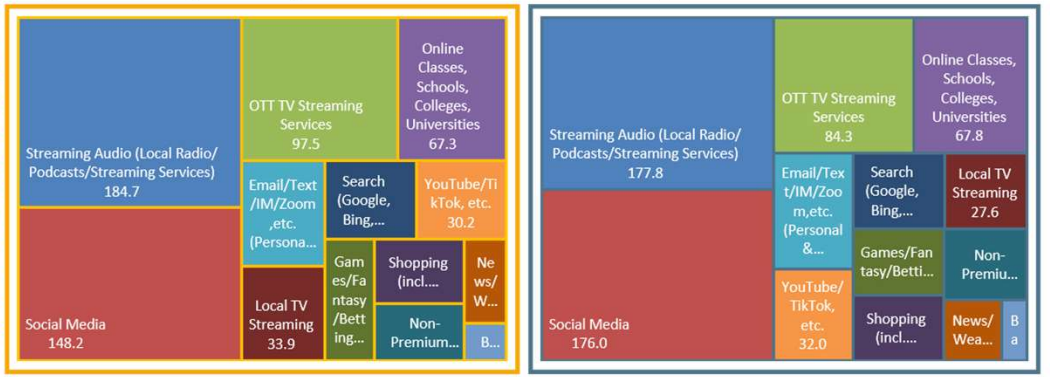
P25-54

1,552,940 or 81.2% of Adults 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA use Ad-Supported Social Media for an average of 136.4 minutes every day representing 27.3% of all time spent daily with Ad-Supported Digital Media.

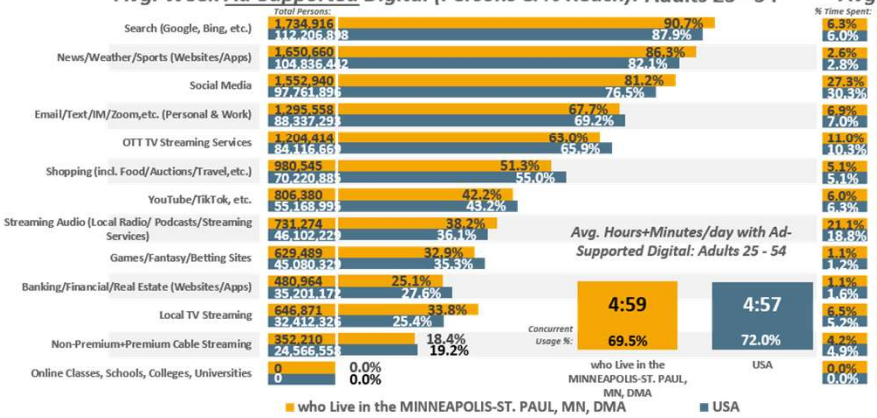
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



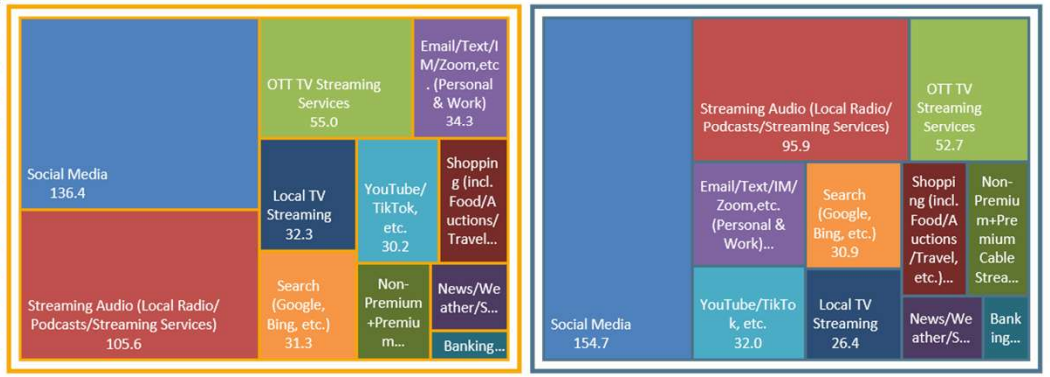
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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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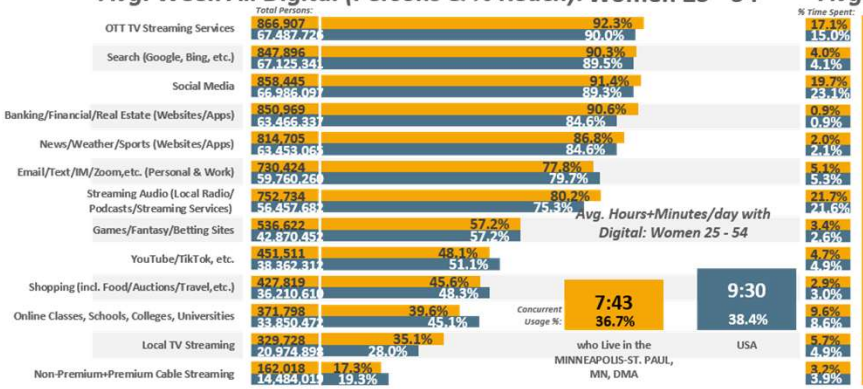
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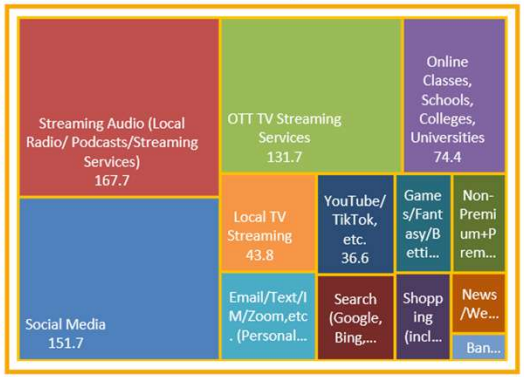


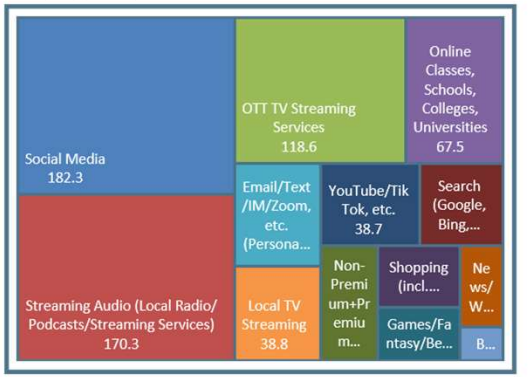
771,863 or 82.2% of Women 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA use Ad-Supported Social Media for an average of 139.6 minutes every day representing 26.5% of all time spent daily with Ad-Supported Digital Media.

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

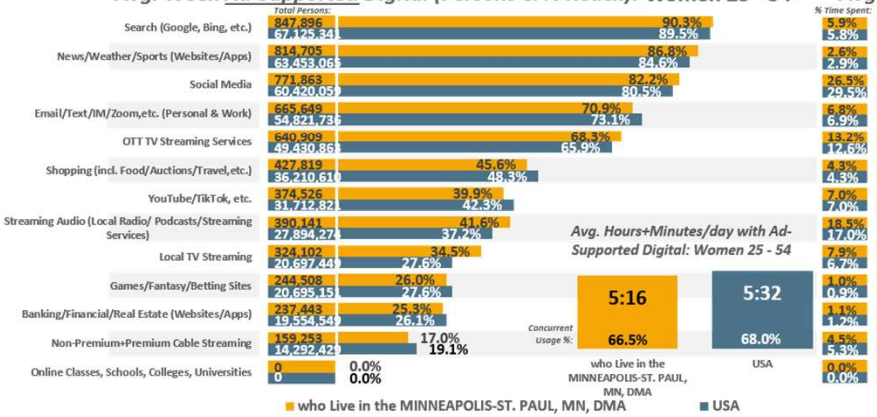


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54

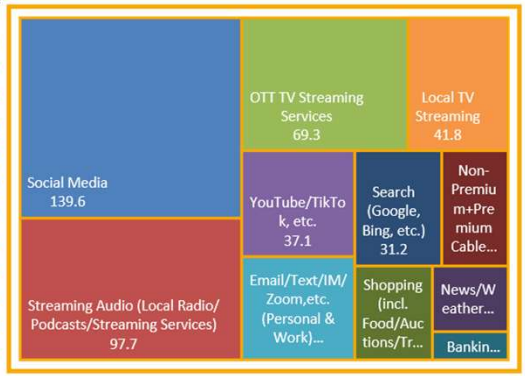


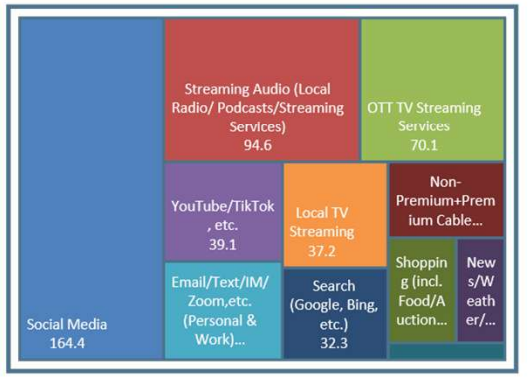


Avg. Week Ad-Supported Digital (Persons & % Reach): Women 25 - 54



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





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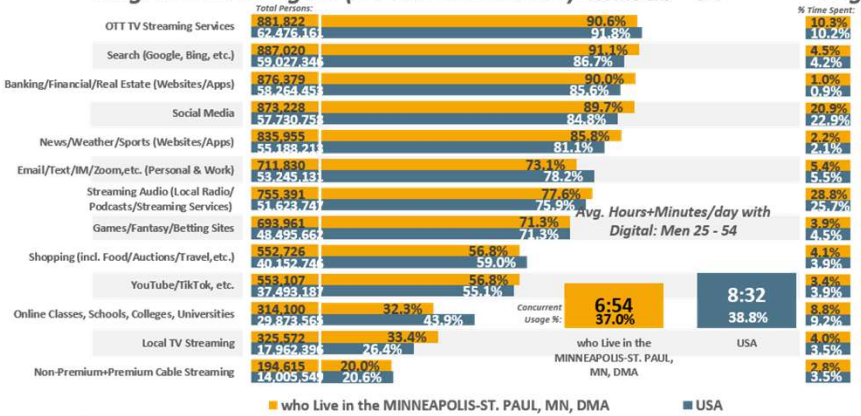
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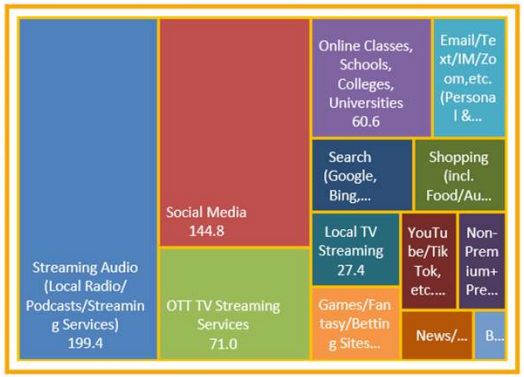


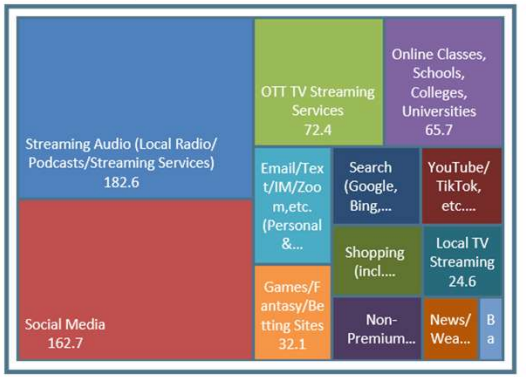
781,077 or 80.2% of Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA use Ad-Supported Social Media for an average of 133.2 minutes every day representing 27.9% of all time spent daily with Ad-Supported Digital Media.

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

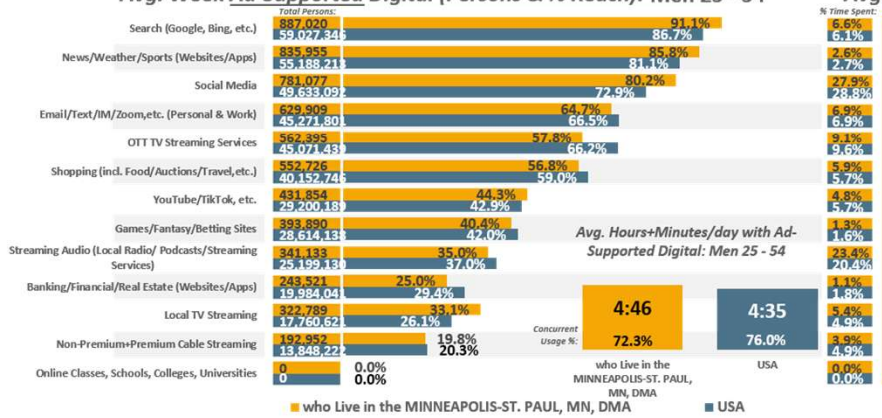


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54

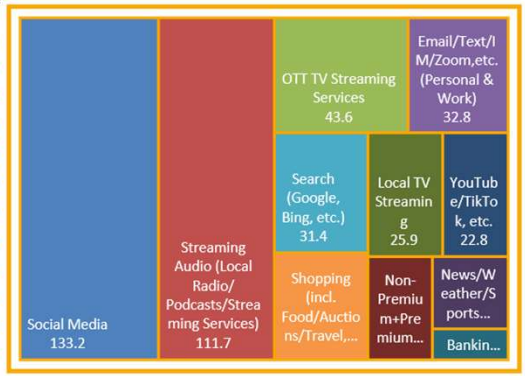


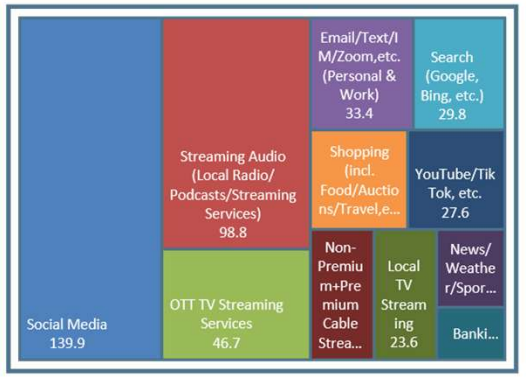


Avg. Week Ad-Supported Digital (Persons & % Reach): Men 25 - 54



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





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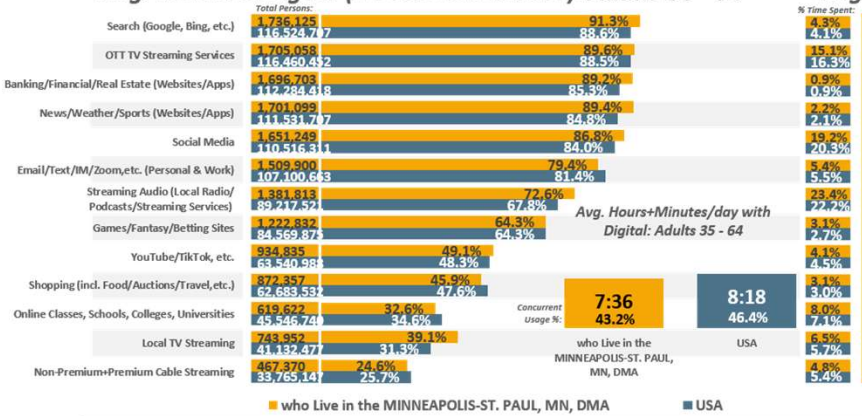
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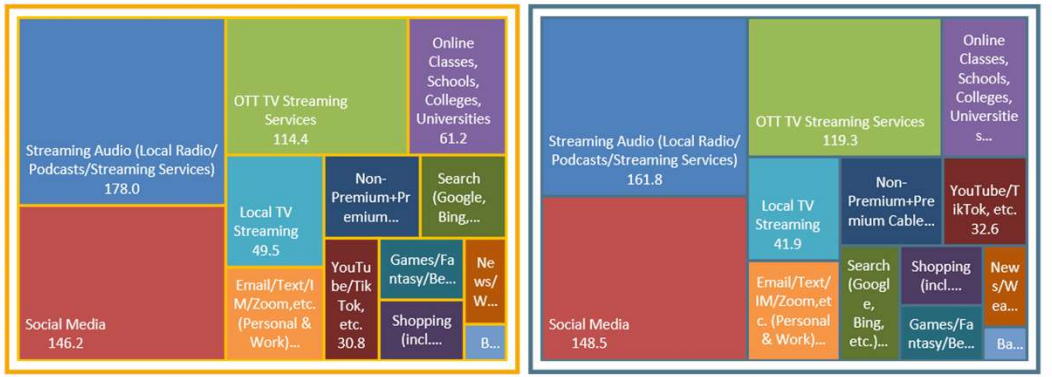


1,504,882 or 79.1% of Adults 35 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA use Ad-Supported Social Media for an average of 134.5 minutes every day representing 24.4% of all time spent daily with Ad-Supported Digital Media.

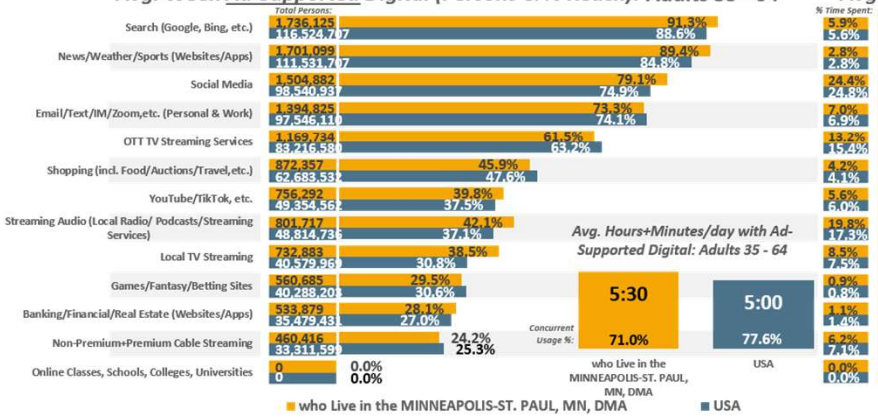
Avg. Week All Digital (Persons & % Reach): Adults 35 - 64



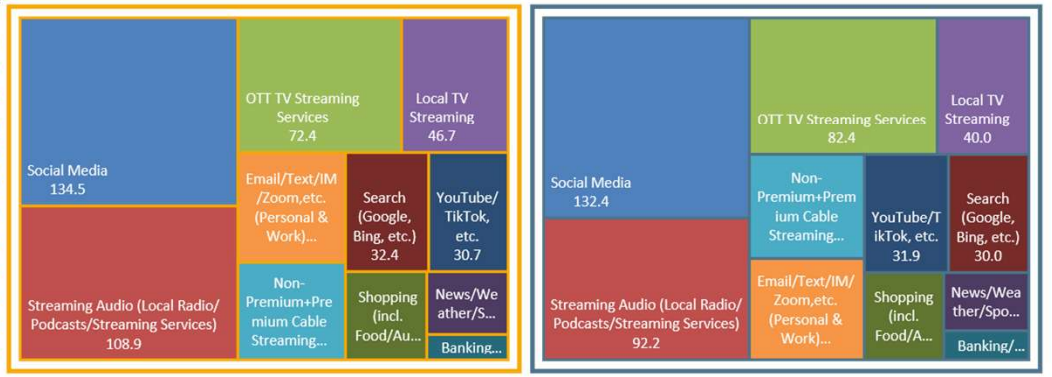
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



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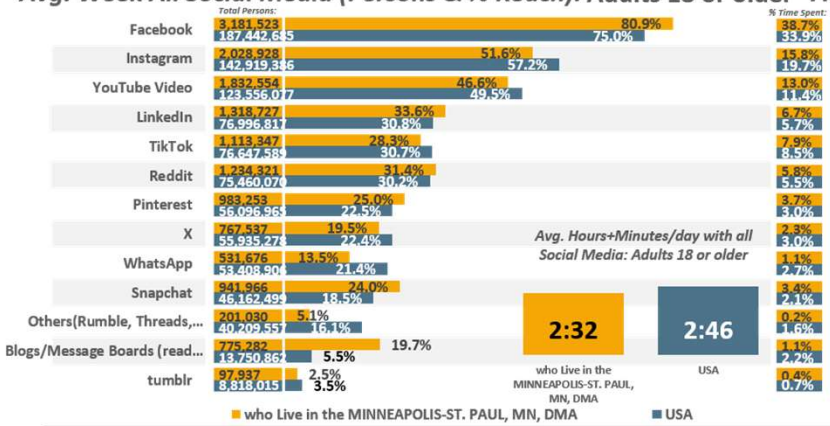
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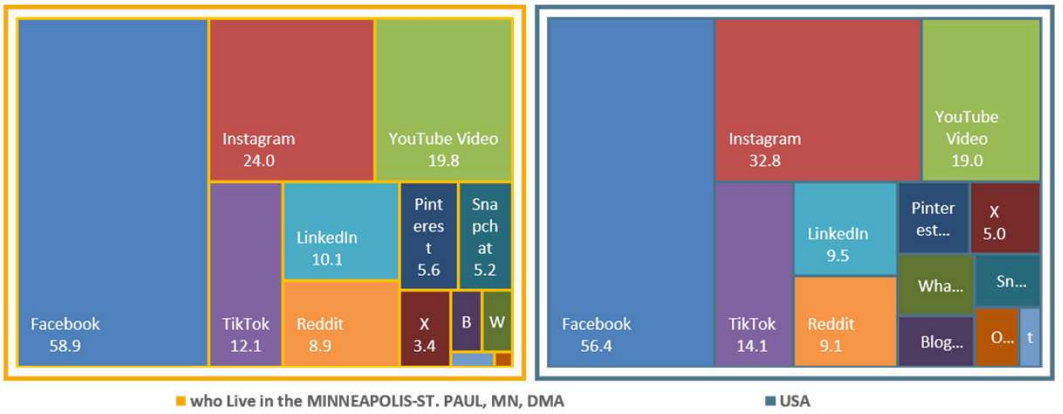
P18+

2,974,958 or 75.7% of Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA use Ad-Supported Facebook for an average of 52.1 minutes every day representing 38.3% of all time spent daily with Ad-Supported Social Media.

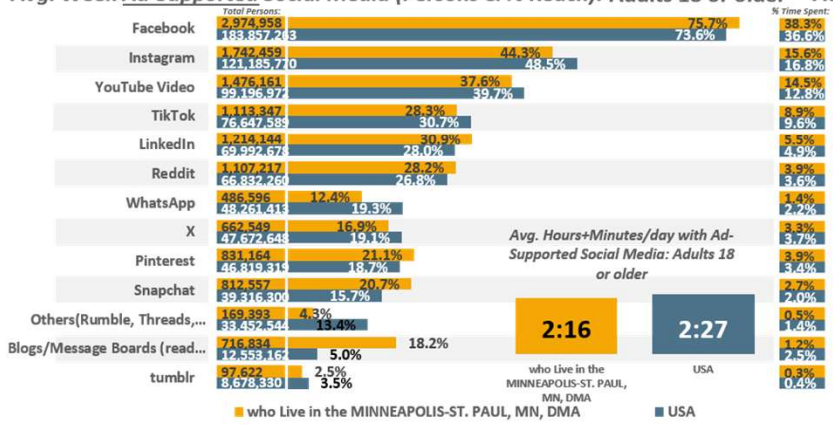
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



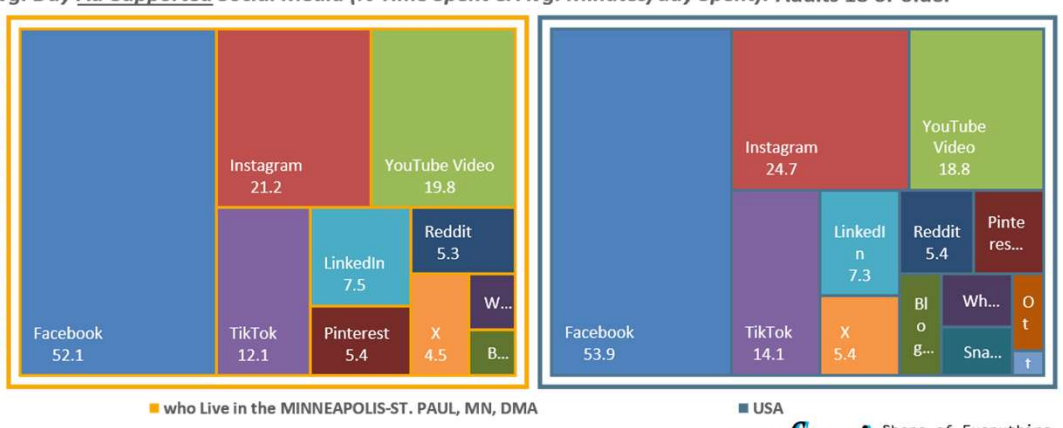
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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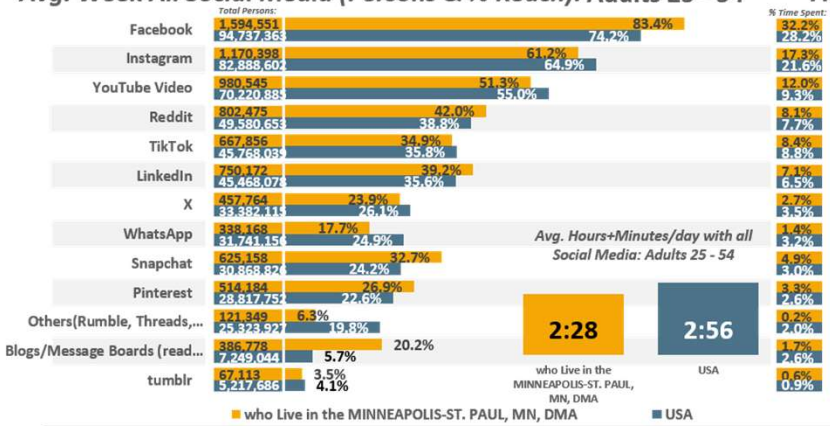
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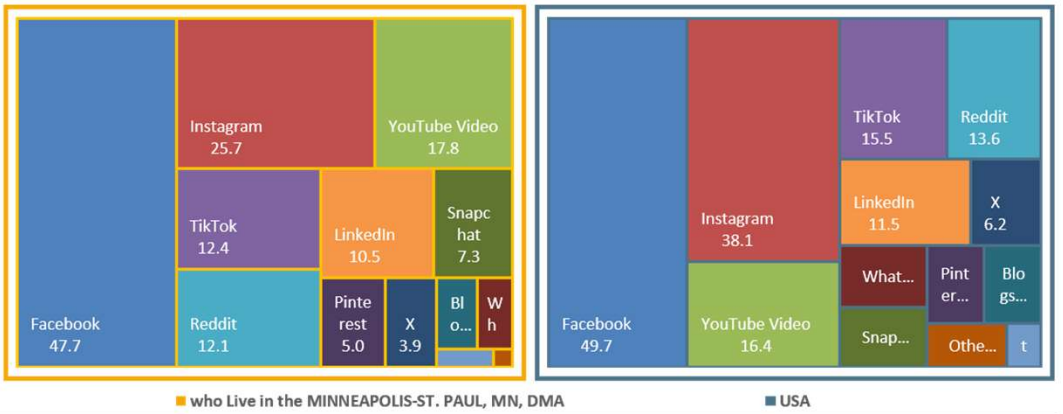


1,552,940 or 81.2% of Adults 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA use Ad-Supported Facebook for an average of 47.2 minutes every day representing 35.5% of all time spent daily with Ad-Supported Social Media.

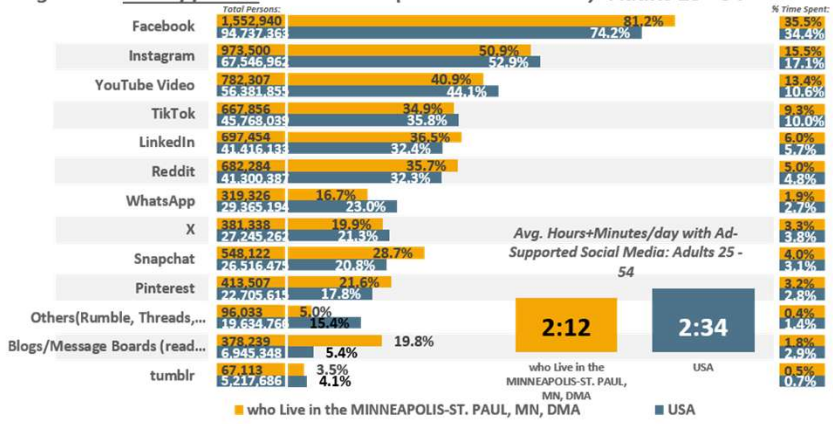
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



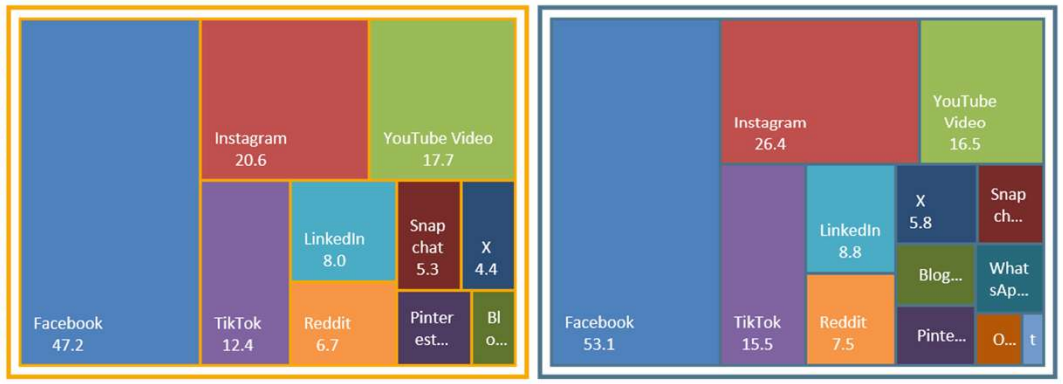
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922

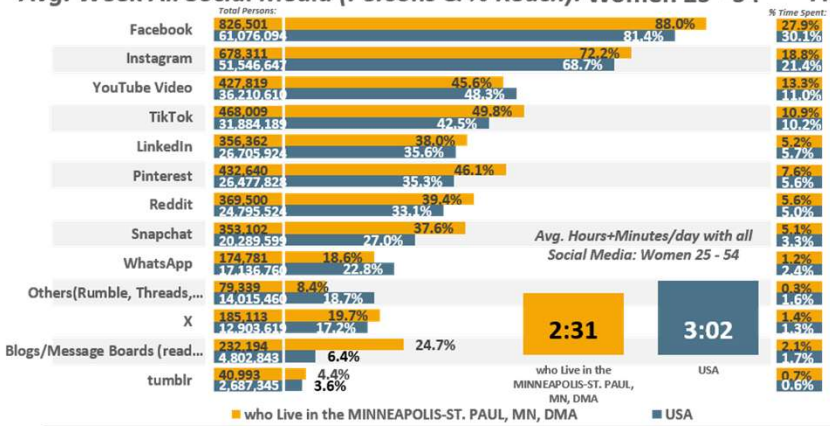
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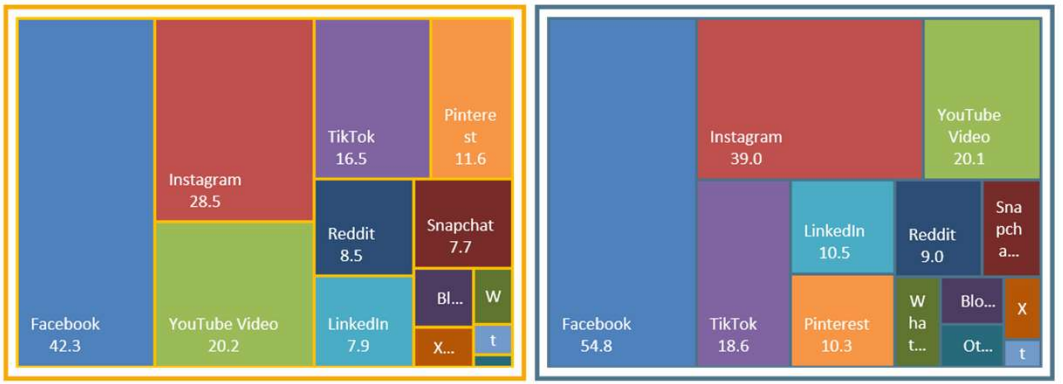


771,863 or 82.2% of Women 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA use Ad-Supported Facebook for an average of 40.8 minutes every day representing 29.9% of all time spent daily with Ad-Supported Social Media.

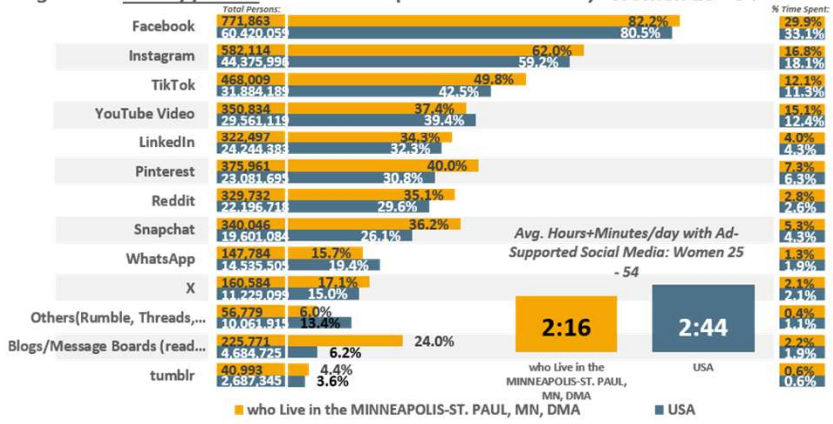
Avg. Week All Social Media (Persons & % Reach): Women 25 - 54



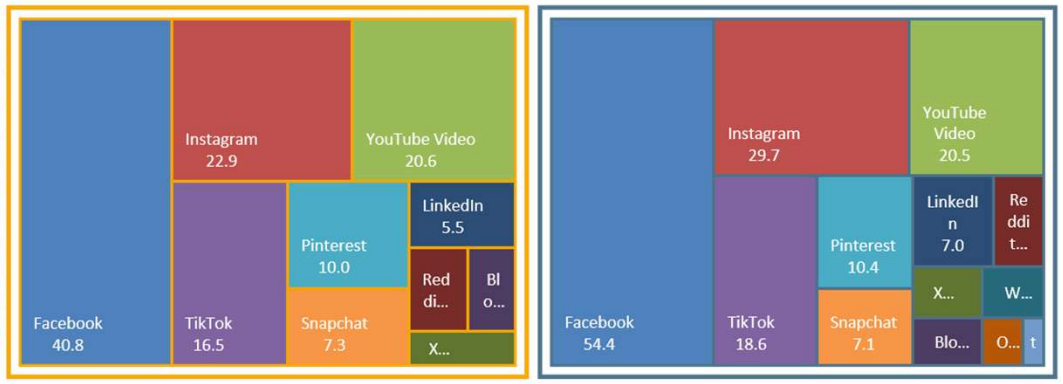
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922

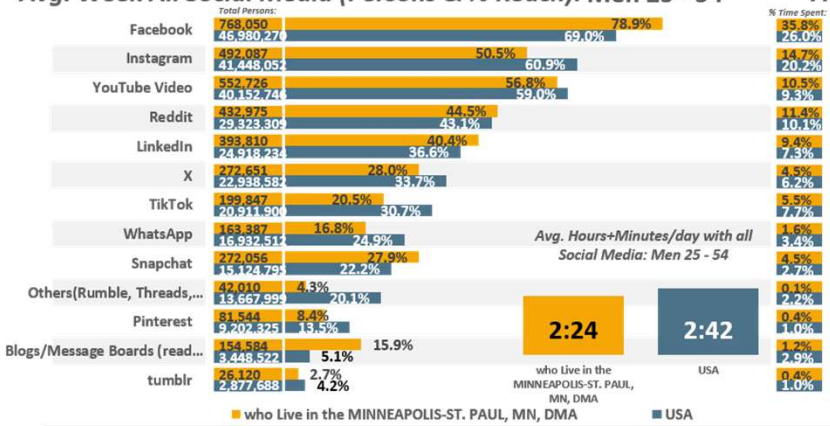
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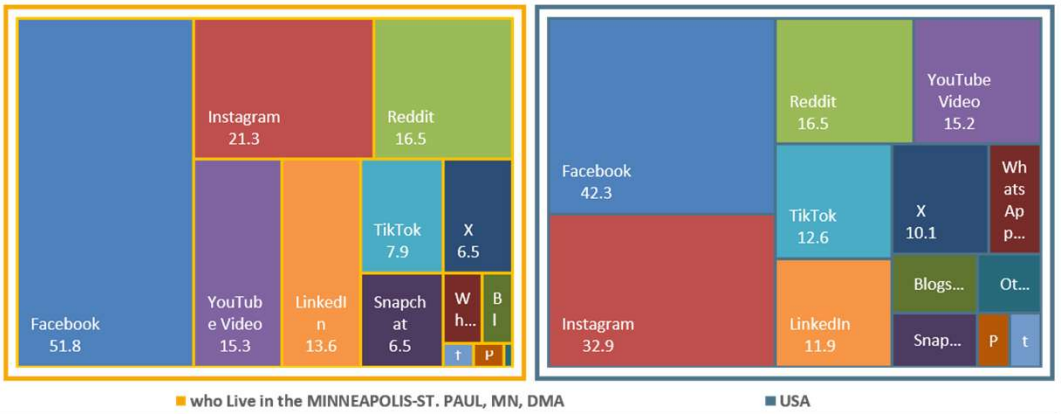


768,050 or 78.9% of Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA use Ad-Supported Facebook for an average of 50.6 minutes every day representing 39.1% of all time spent daily with Ad-Supported Social Media.

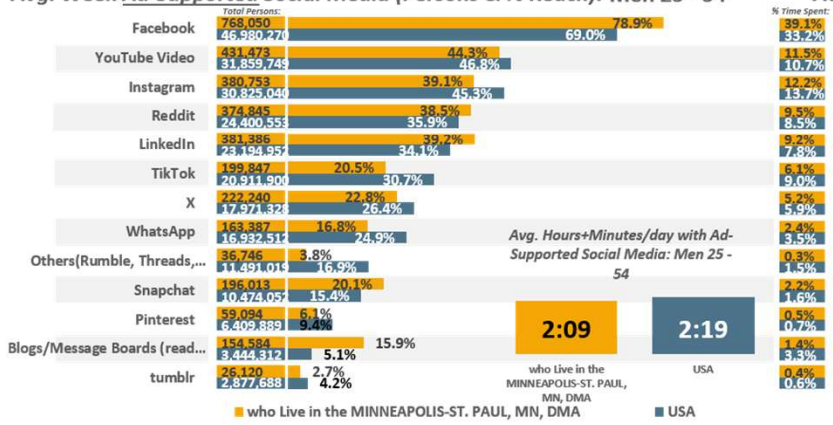
Avg. Week All Social Media (Persons & % Reach): Men 25 - 54



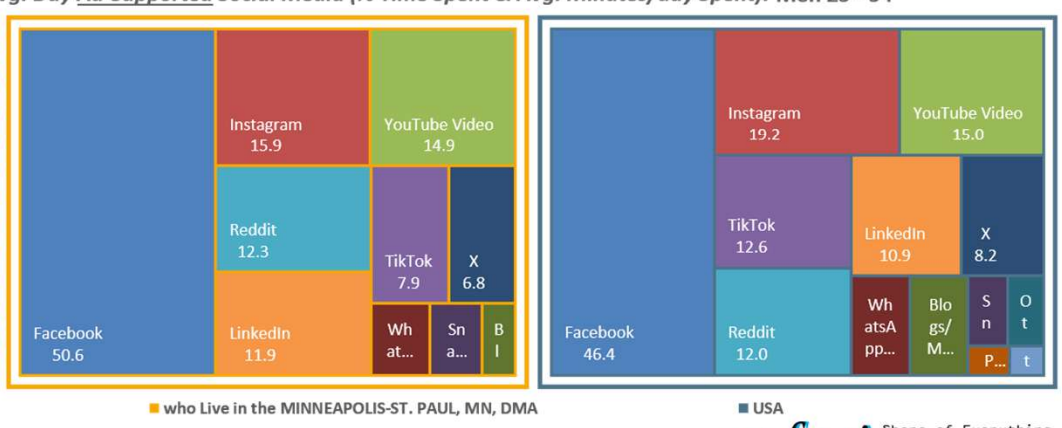
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922

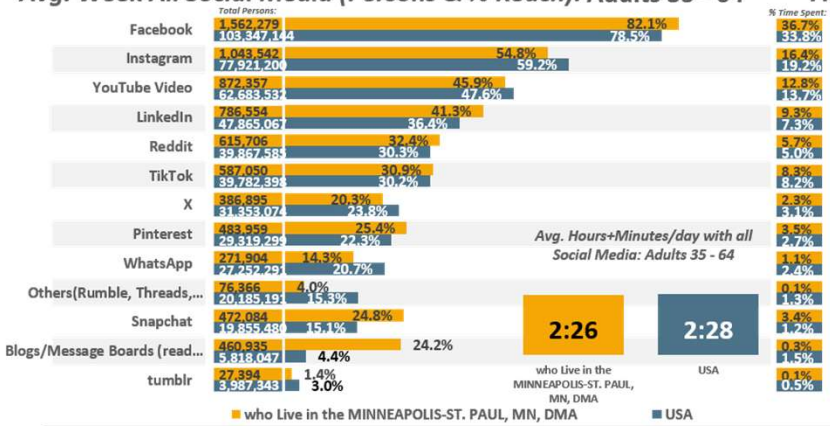
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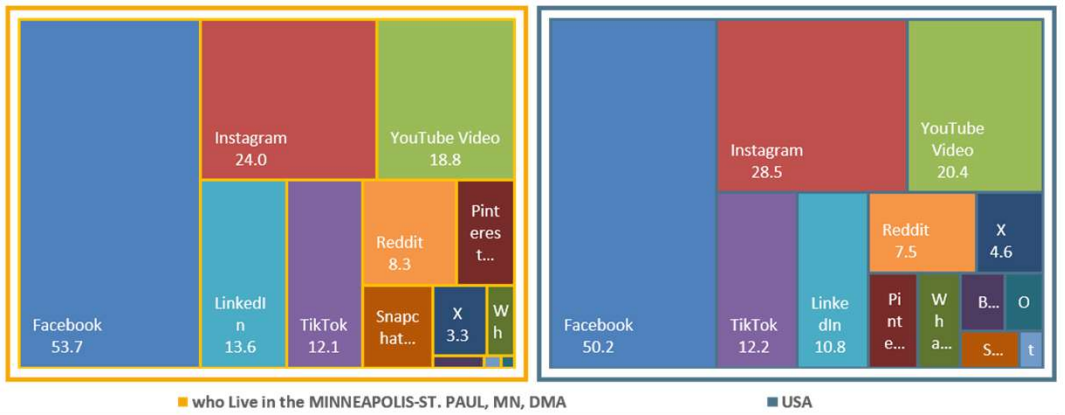


1,504,882 or 79.1% of Adults 35 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA use Ad-Supported Facebook for an average of 50. minutes every day representing 37.6% of all time spent daily with Ad-Supported Social Media.

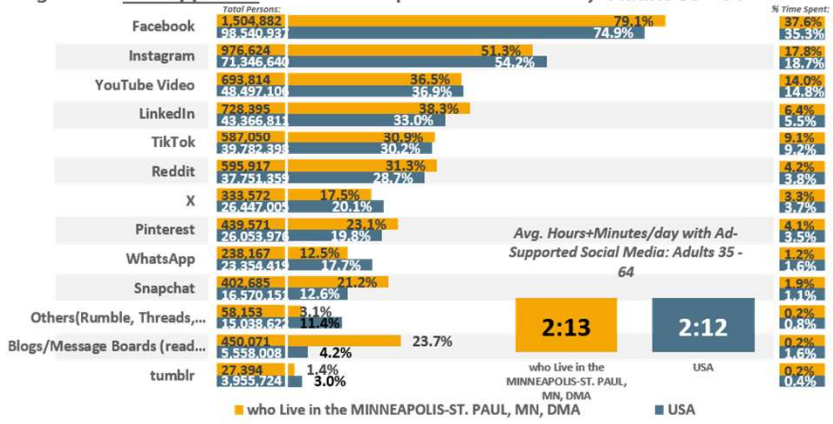
Avg. Week All Social Media (Persons & % Reach): Adults 35 - 64



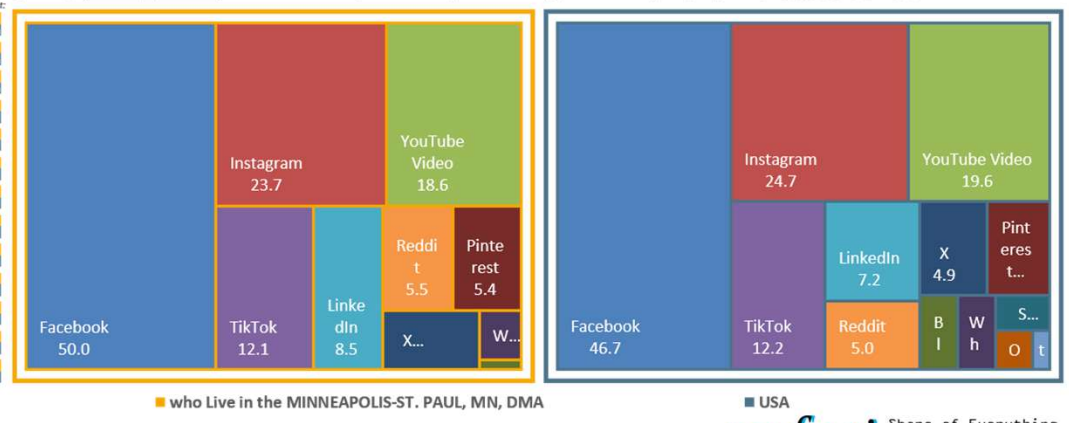
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922

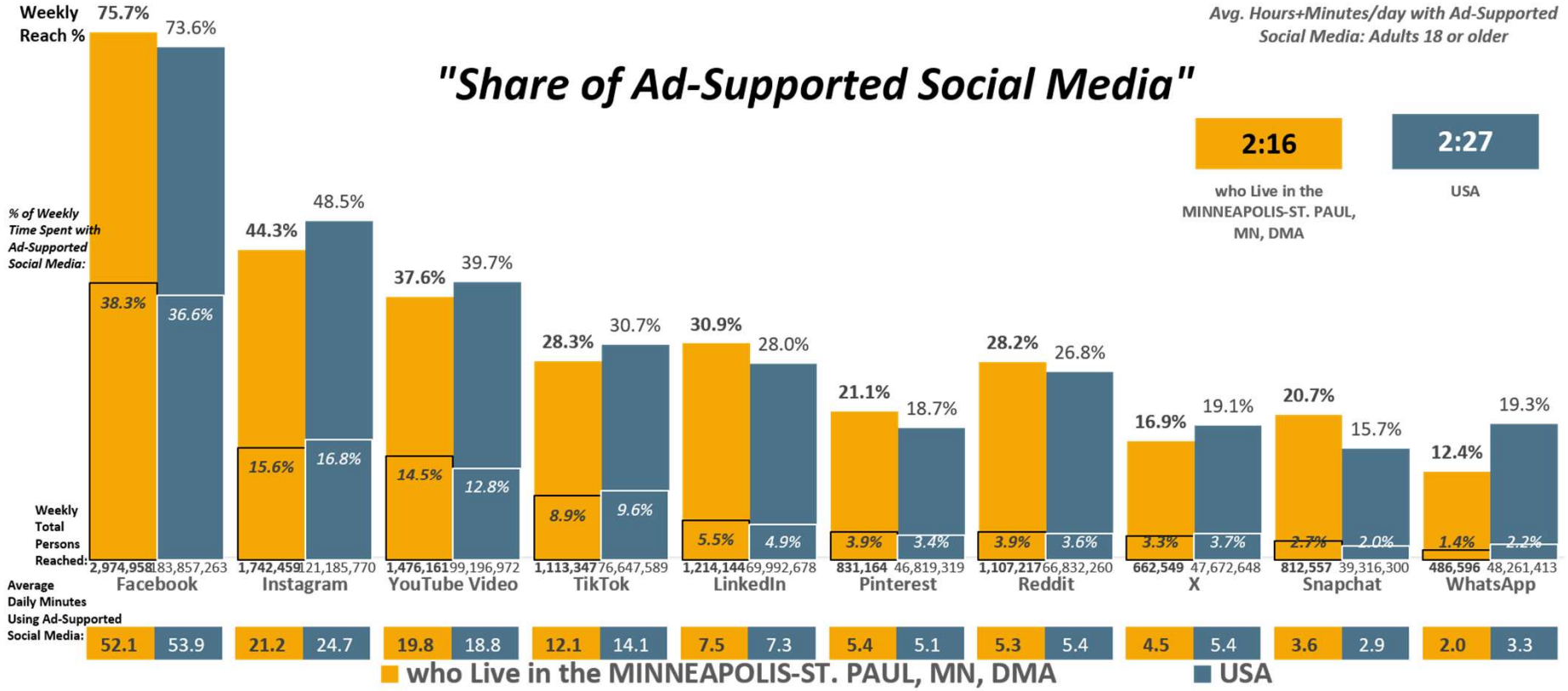
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P18+

2,974,958 or 75.7% of Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA use Ad-Supported Facebook for an average of 52.1 minutes every day representing 38.3% of all time spent daily with Ad-Supported Social Media.



USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922 Scarborough R2 2026: Feb25-Jul26 USA Projection Scarborough R2 2026: Feb25-Jul26 Qual Intab 24,319

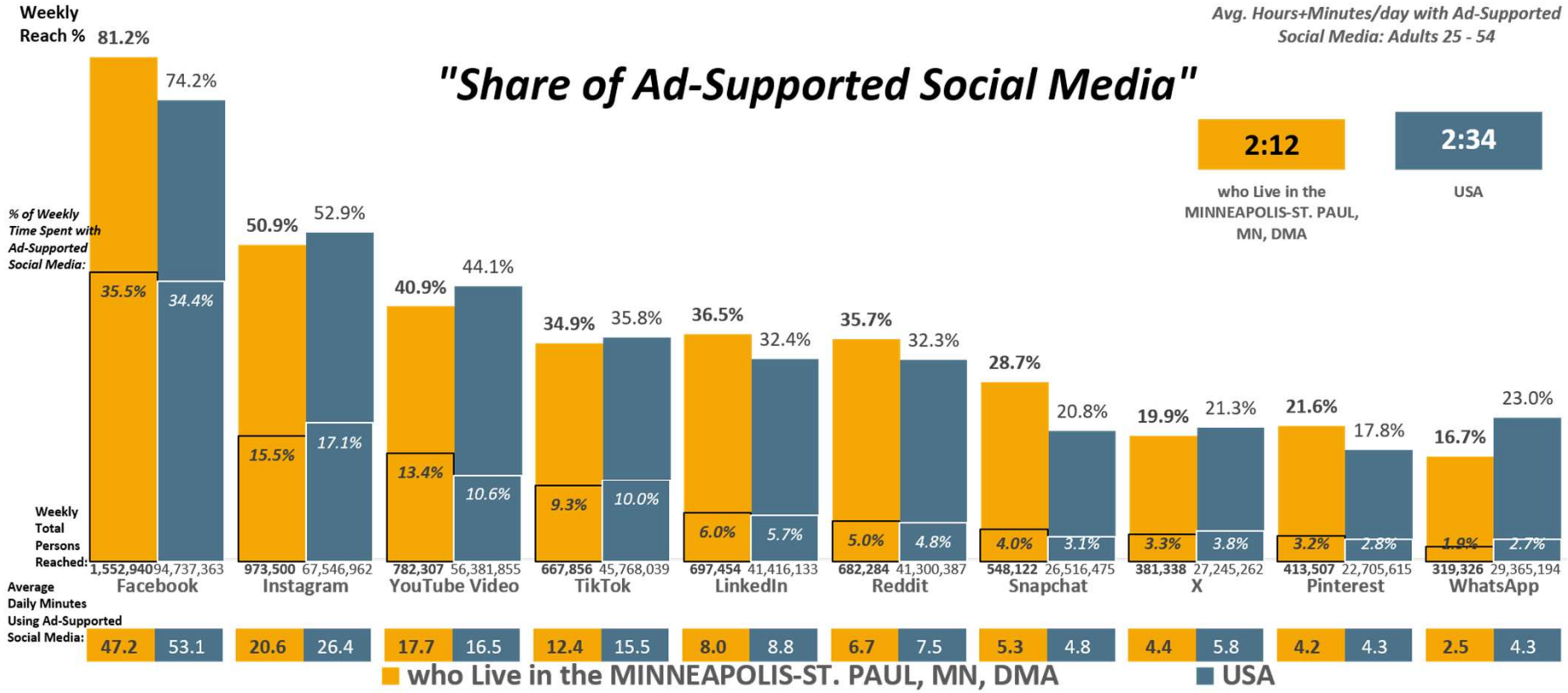
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P25-54

1,552,940 or 81.2% of Adults 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA use Ad-Supported Facebook for an average of 47.2 minutes every day representing 35.5% of all time spent daily with Ad-Supported Social Media.



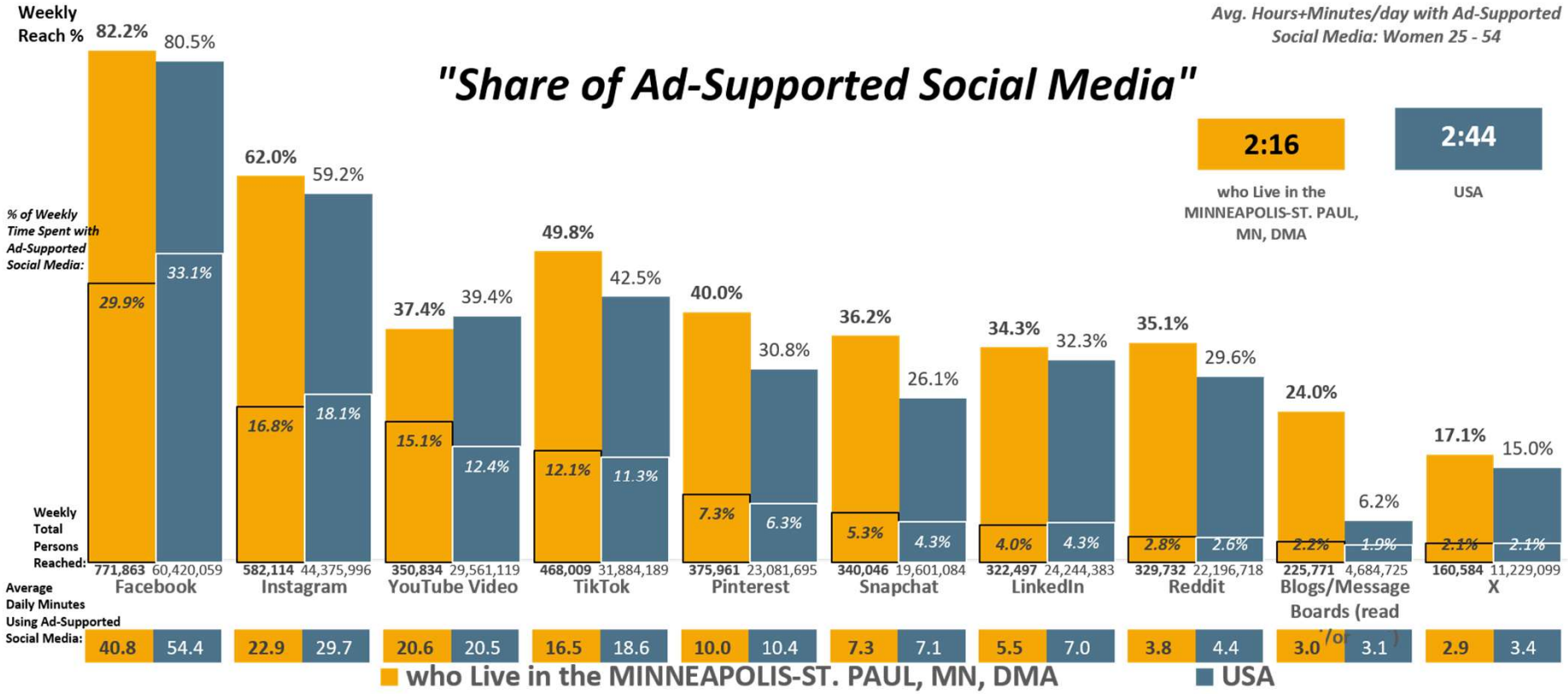
USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922 Scarborough R2 2026: Feb25-Jul26 USA Projection Scarborough R2 2026: Feb25-Jul26 Qual Intab 24,319

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771,863 or 82.2% of Women 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA use Ad-Supported Facebook for an average of 40.8 minutes every day representing 29.9% of all time spent daily with Ad-Supported Social Media.



USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922 Scarborough R2 2026: Feb25-Jul26 USA Projection Scarborough R2 2026: Feb25-Jul26 Qual Intab 24,319

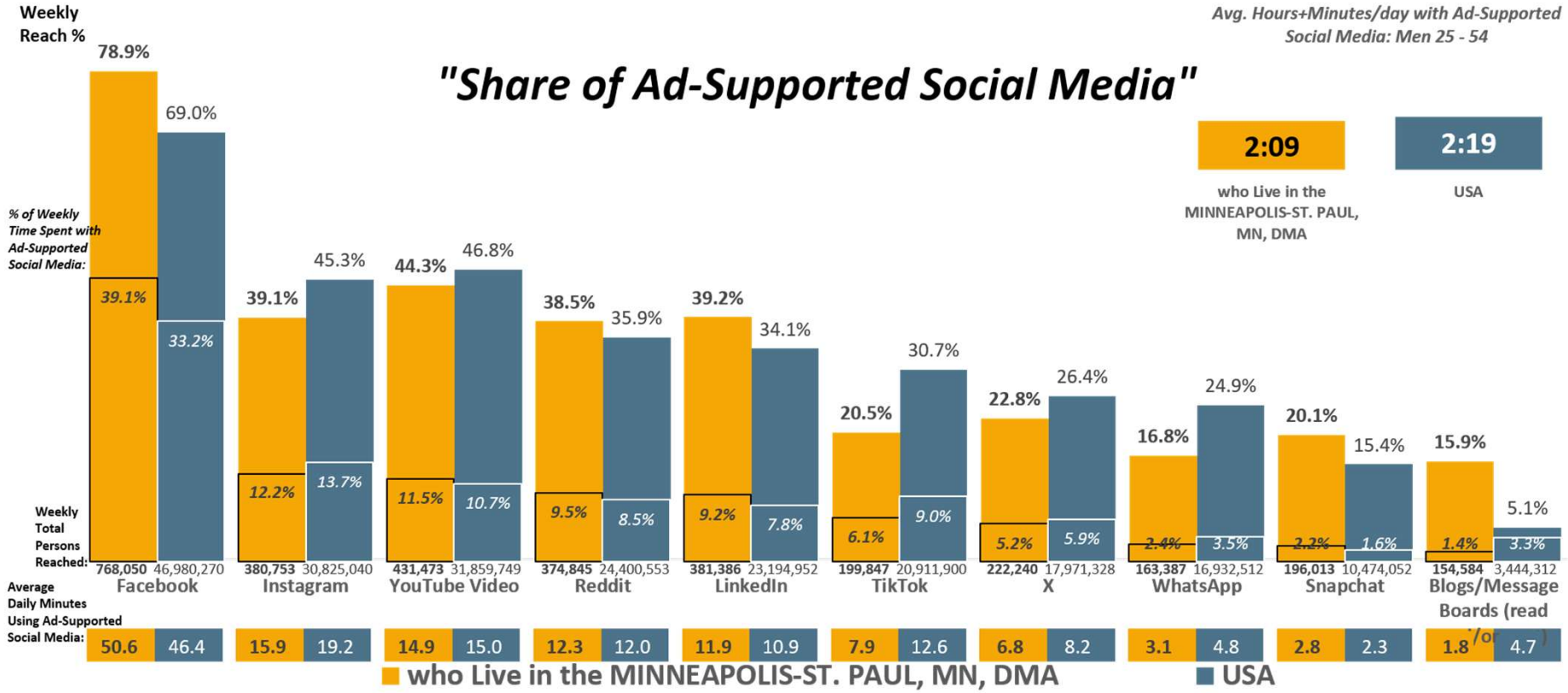
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M25-54

768,050 or 78.9% of Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA use Ad-Supported Facebook for an average of 50.6 minutes every day representing 39.1% of all time spent daily with Ad-Supported Social Media.



USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922 Scarborough R2 2026: Feb25-Jul26 USA Projection Scarborough R2 2026: Feb25-Jul26 Qual Intab 24,319

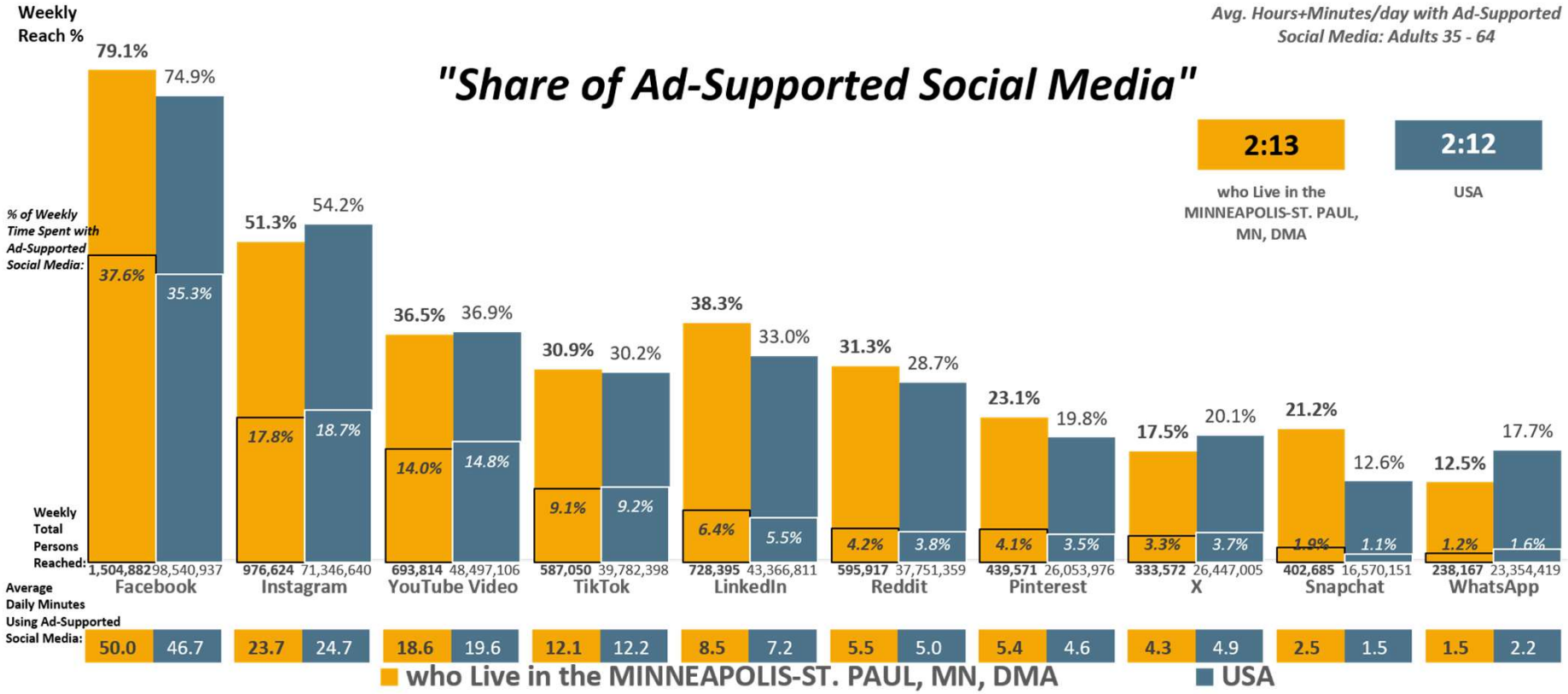
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P35-64

1,504,882 or 79.1% of Adults 35 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA use Ad-Supported Facebook for an average of 50. minutes every day representing 37.6% of all time spent daily with Ad-Supported Social Media.



USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922 Scarborough R2 2026: Feb25-Jul26 USA Projection Scarborough R2 2026: Feb25-Jul26 Qual Intab 24,319

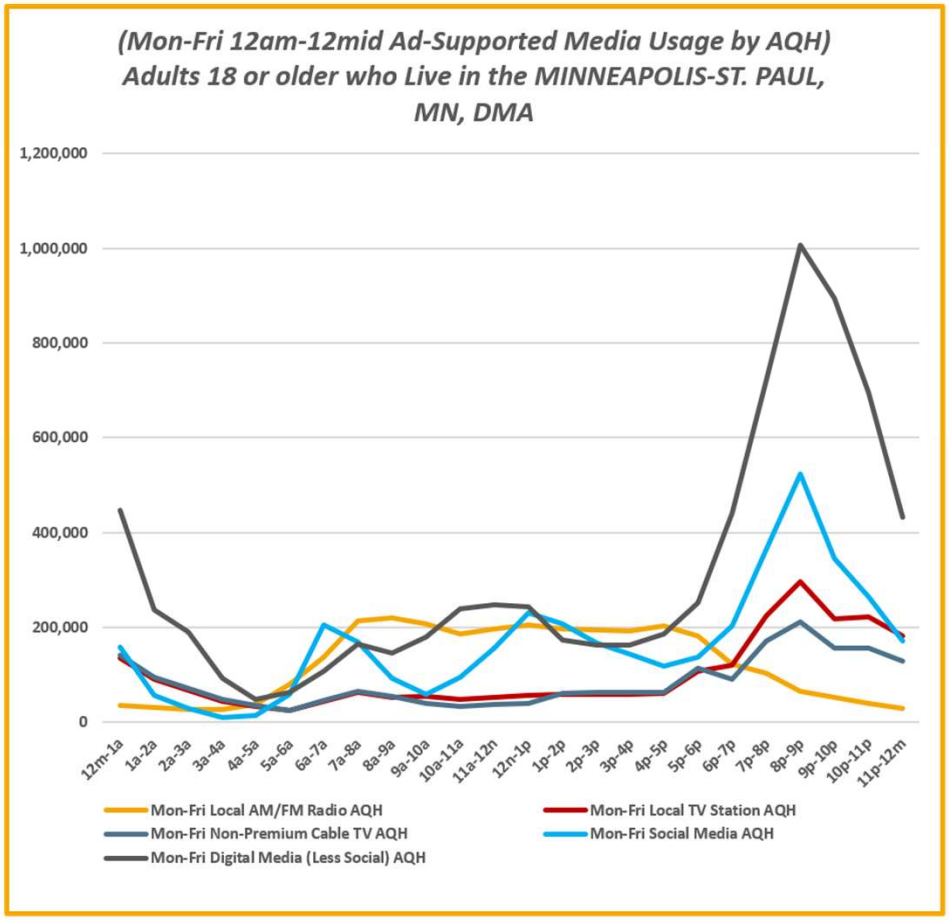
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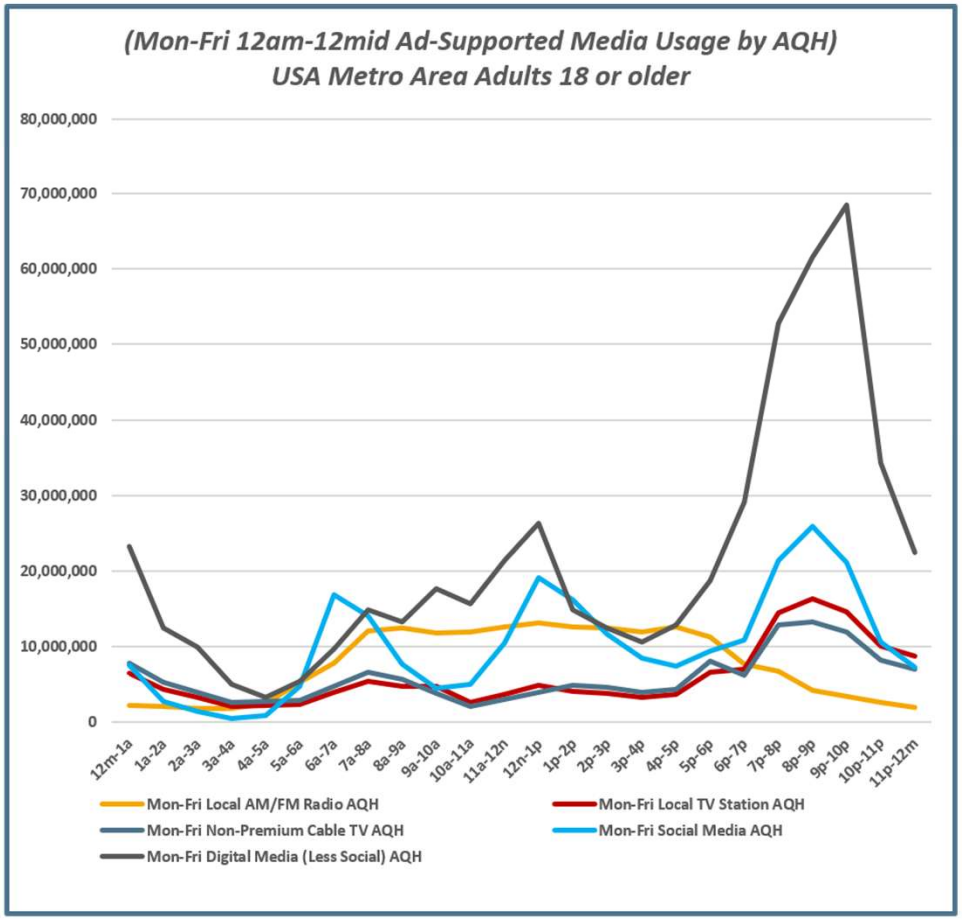
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P18+

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 208,588; Local Radio: 189,084; Social Media: 152,954; Local TV: 64,725; Non-Prem. Cable: 59,631 reaching Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.





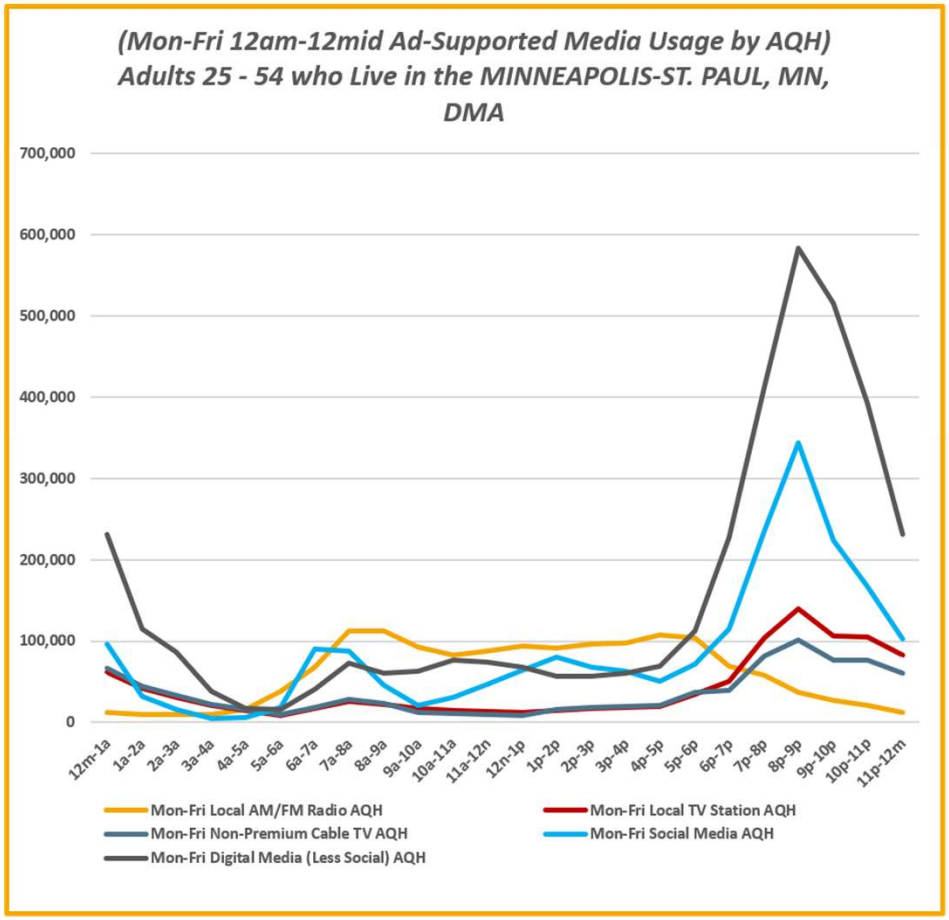
USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922

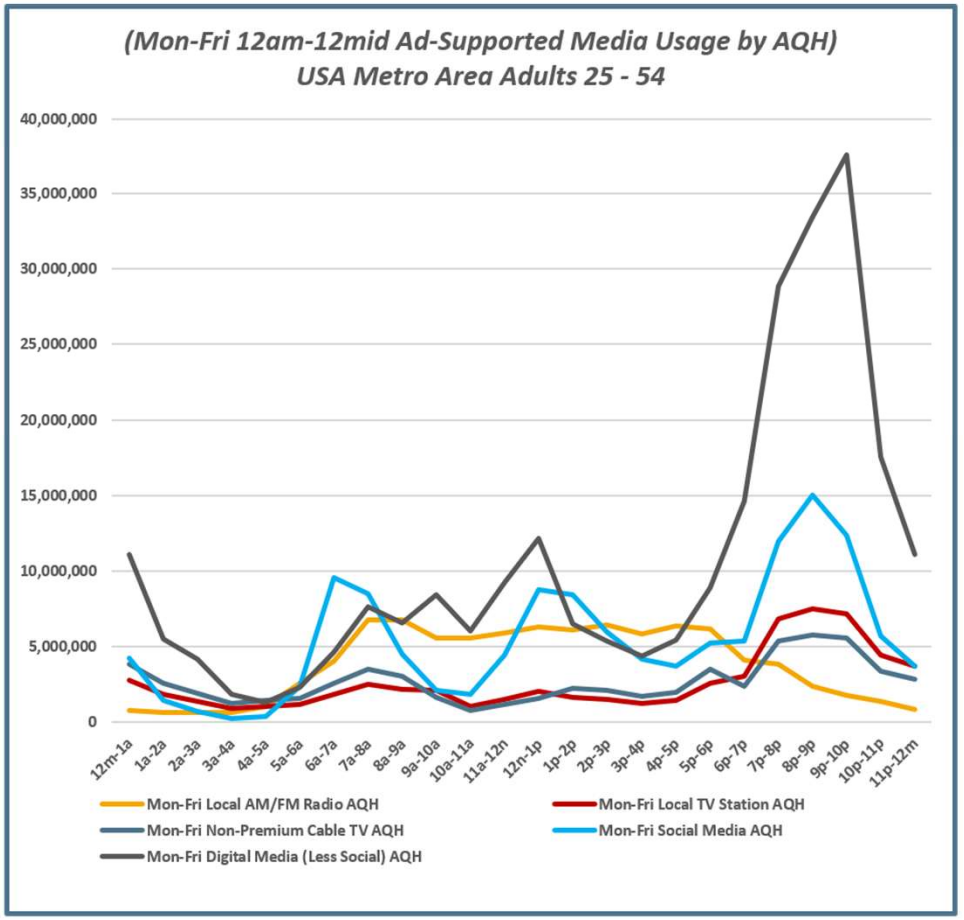
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M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 93,440; All Other Digital Media: 79,990; Social Media: 64,262; Local TV: 21,491; Non-Prem. Cable: 20,408 reaching Adults 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.





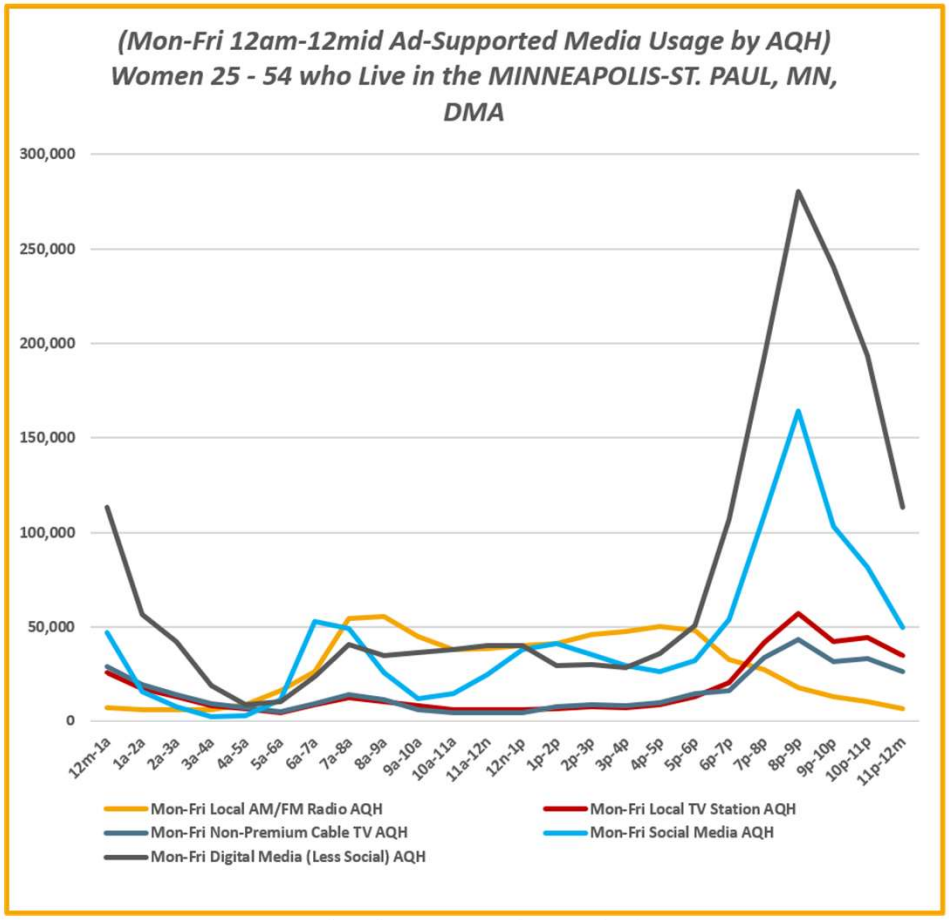
USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922

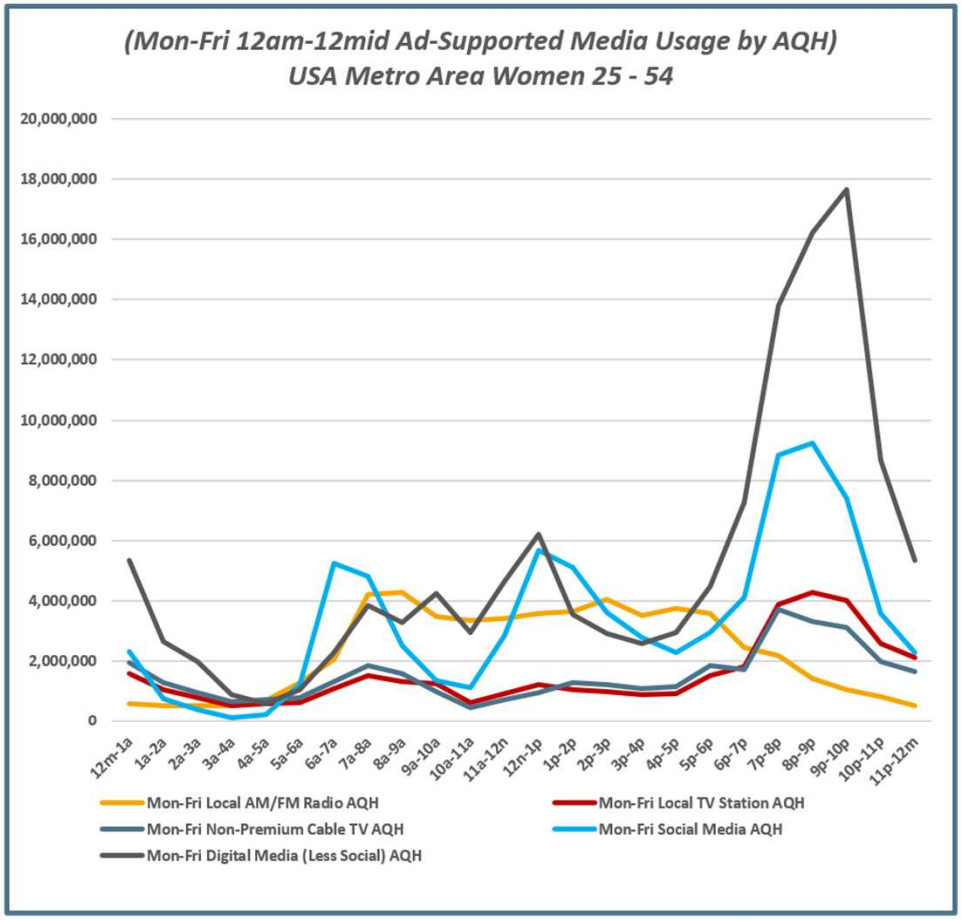
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M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 43,512; All Other Digital Media: 41,324; Social Media: 33,646; Local TV: 9,538; Non-Prem. Cable: 9,392 reaching Women 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.





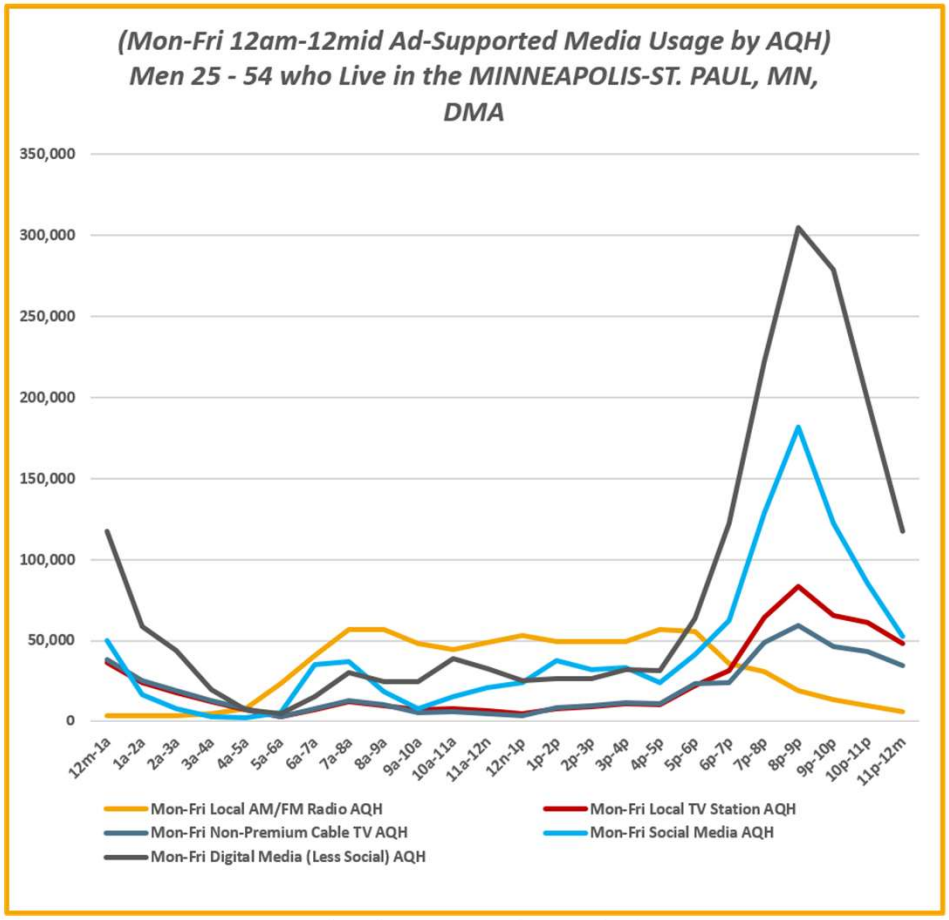
USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922

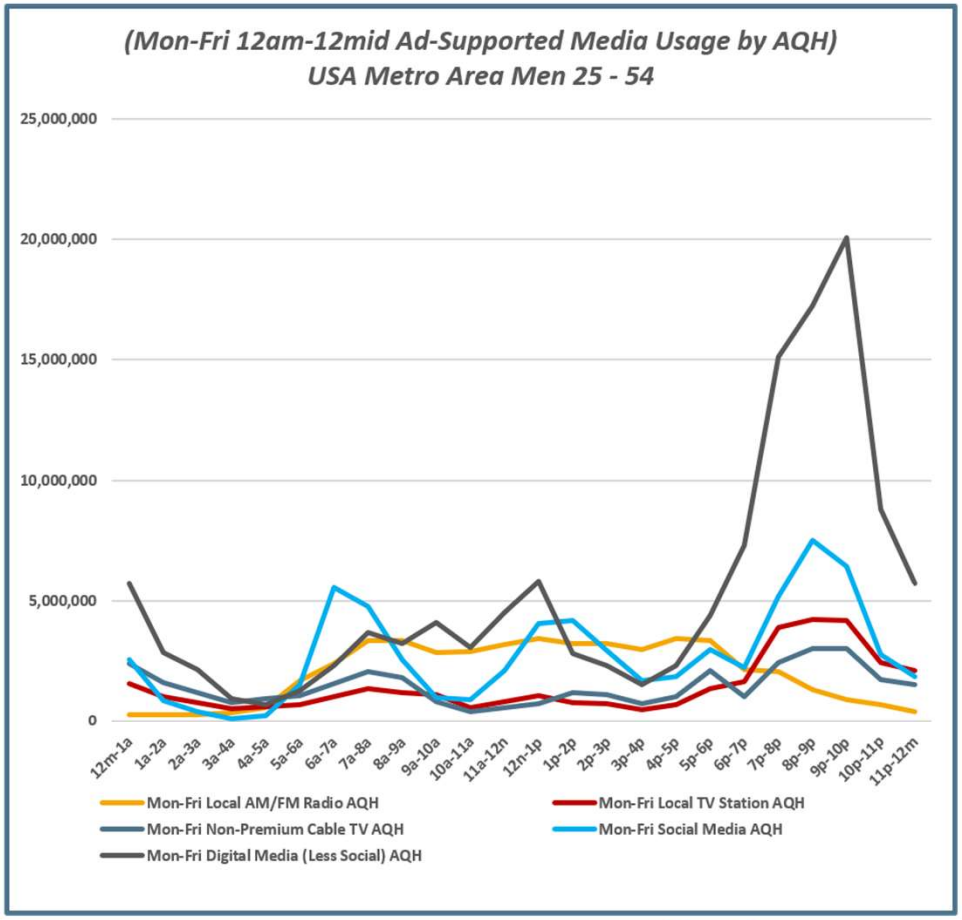
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M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 49,631; All Other Digital Media: 38,050; Social Media: 30,046; Local TV: 11,632; Non-Prem. Cable: 10,765 reaching Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.





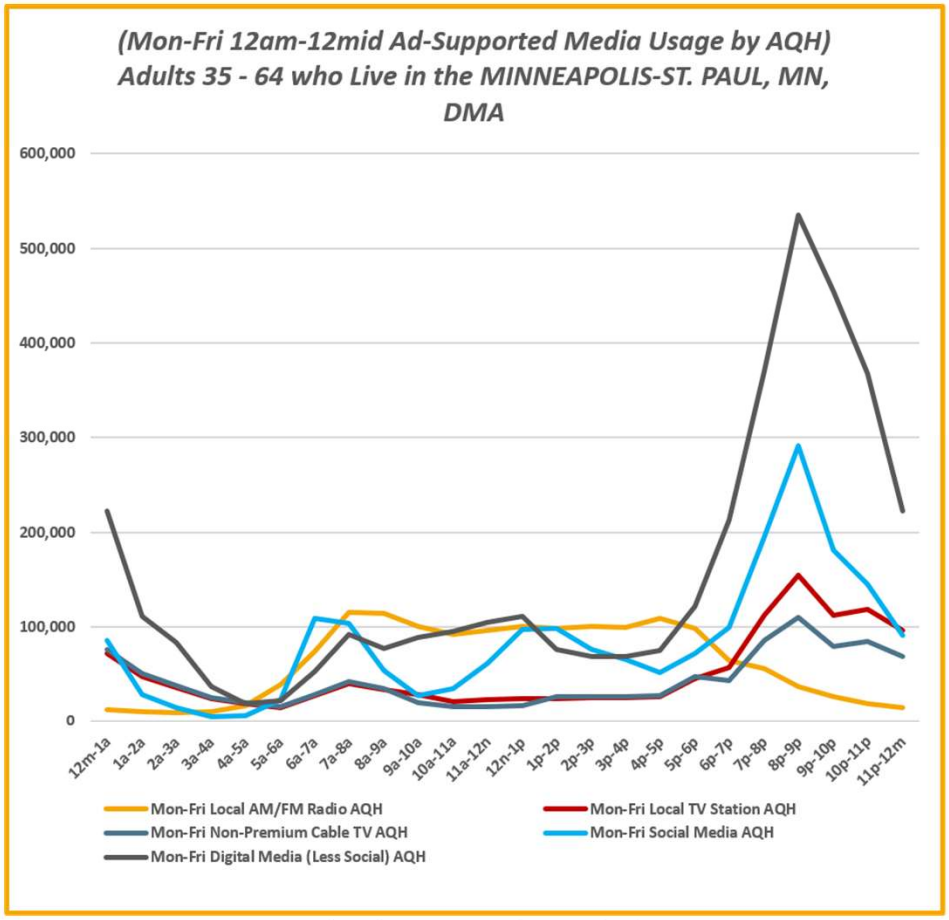
USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922

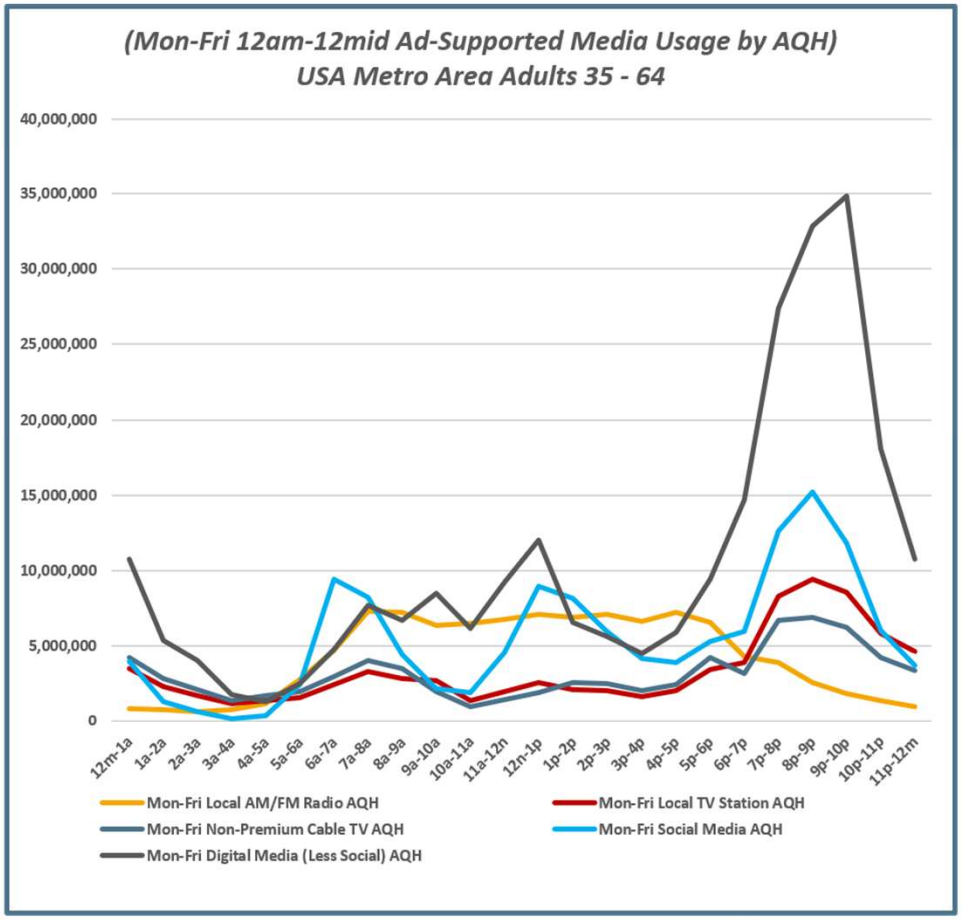
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M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 97,360; All Other Digital Media: 95,950; Social Media: 73,054; Local TV: 30,935; Non-Prem. Cable: 28,713 reaching Adults 35 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA.





USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922

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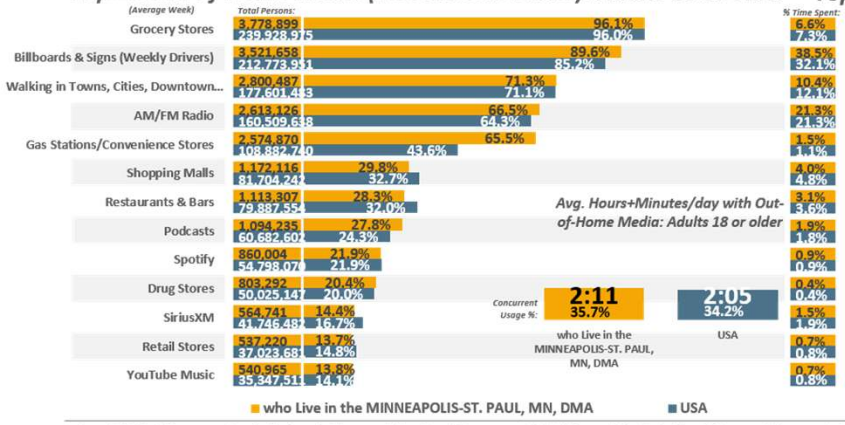
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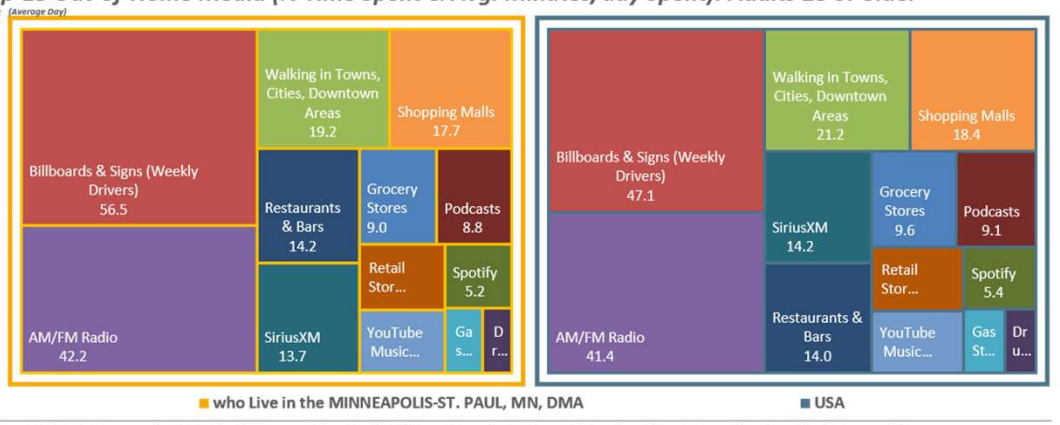
P18+

3,521,658 or 89.6% of Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 56.5 minutes per day driving, seeing Billboards and Signs. 63.7% Listen to Local Radio Stations Out-of-Home for an average of 38.6 minutes/day.

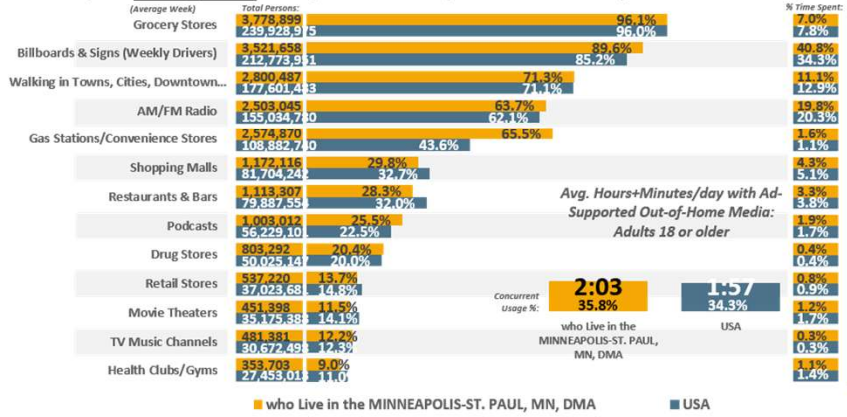
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



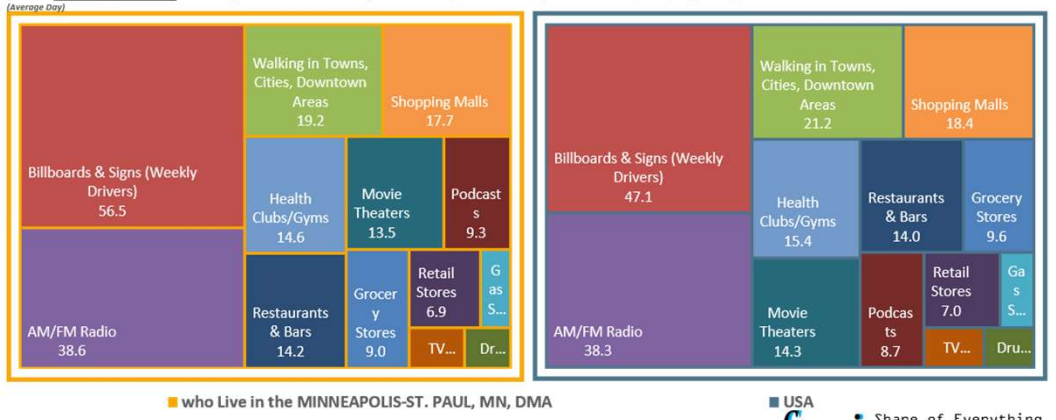
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922

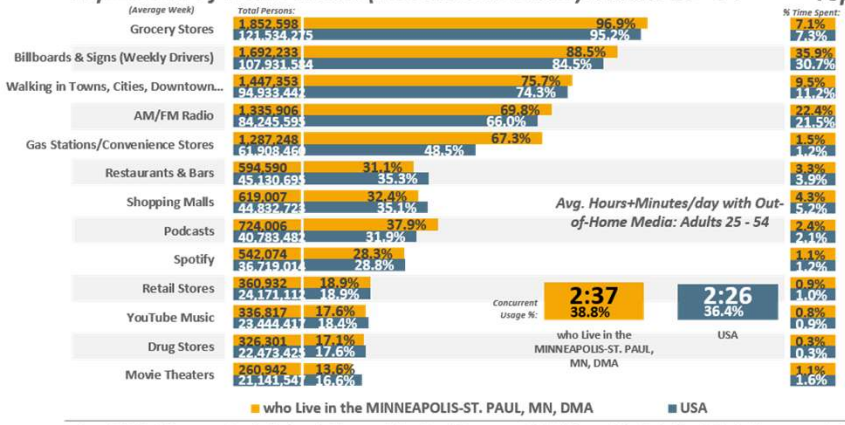
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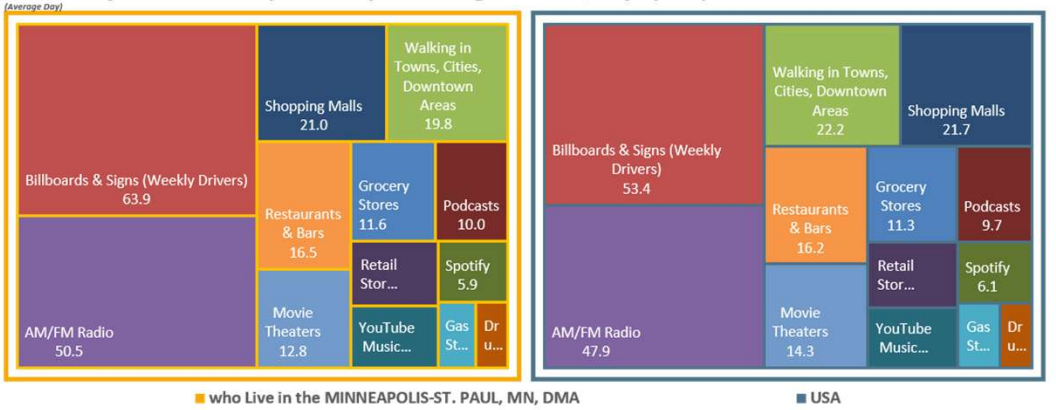


1,692,233 or 88.5% of Adults 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 63.9 minutes per day driving, seeing Billboards and Signs. 67.5% Listen to Local Radio Stations Out-of-Home for an average of 45.6 minutes/day.

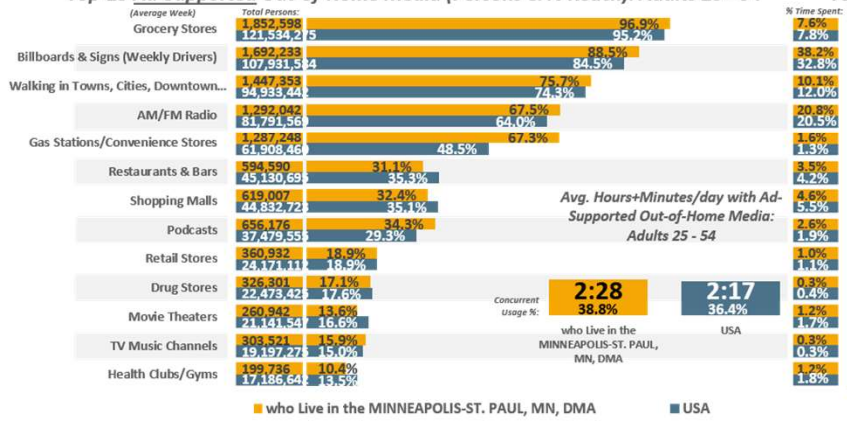
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



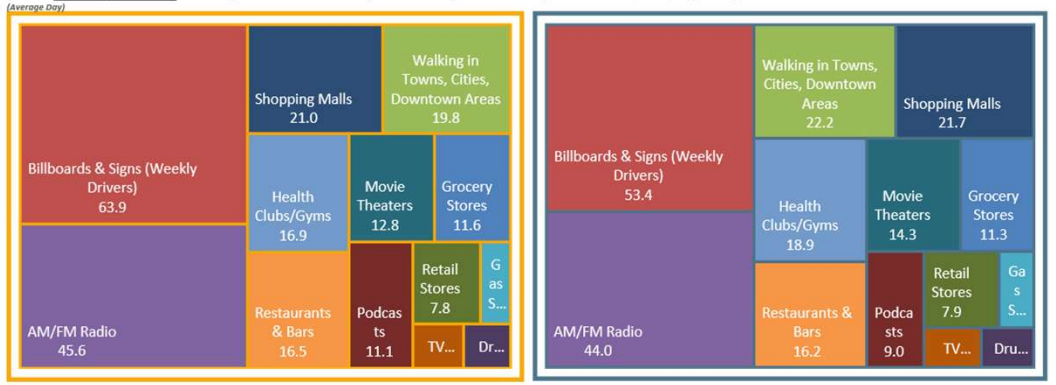
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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 DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922

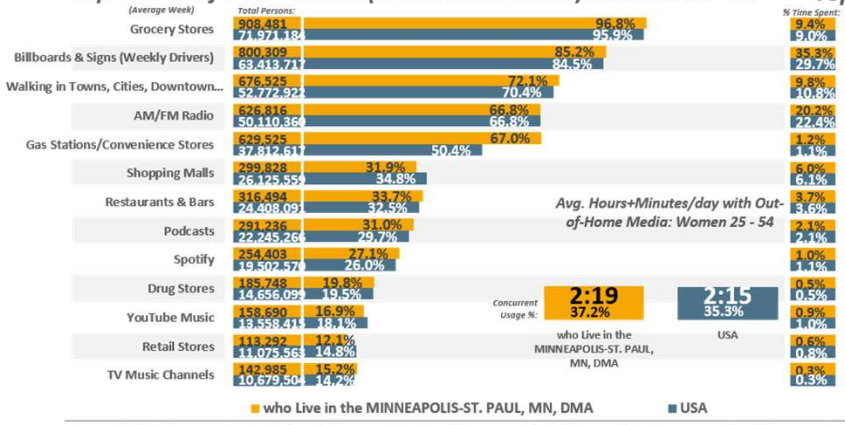
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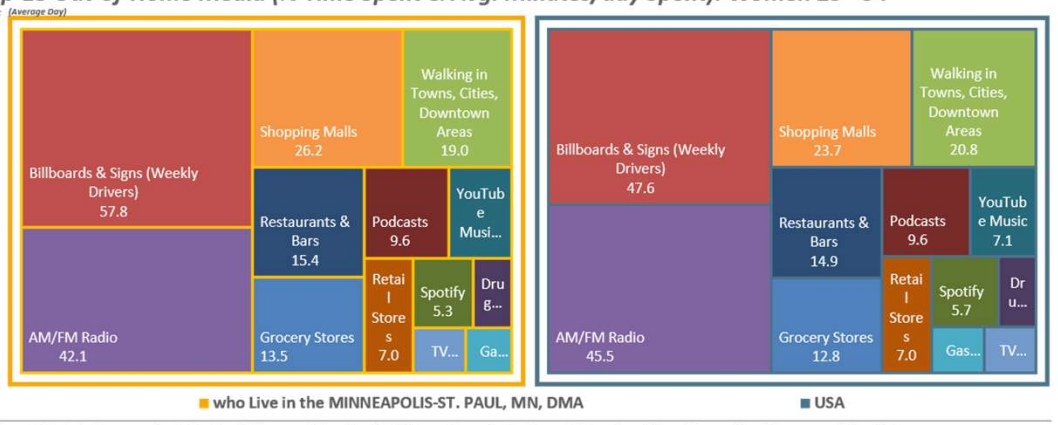


800,309 or 85.2% of Women 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 57.8 minutes per day driving, seeing Billboards and Signs. 64.6% Listen to Local Radio Stations Out-of-Home for an average of 38.7 minutes/day.

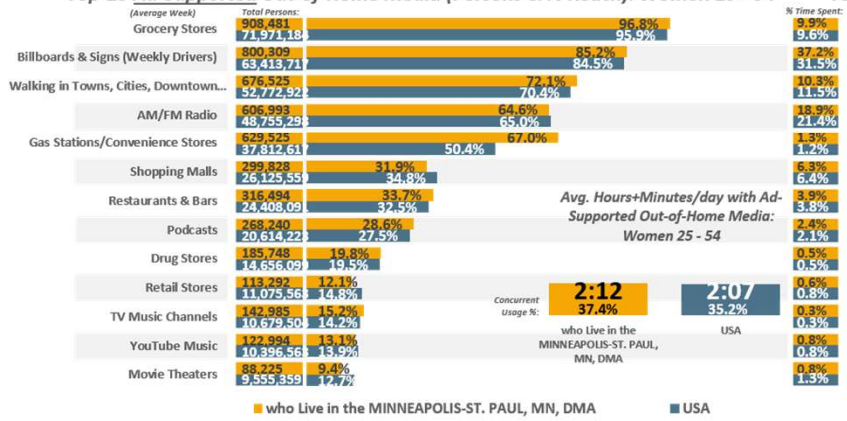
Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 54



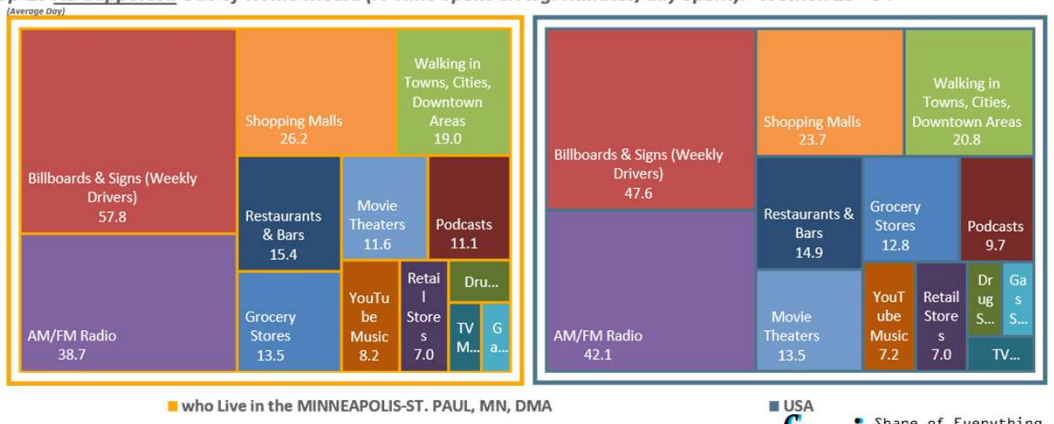
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922

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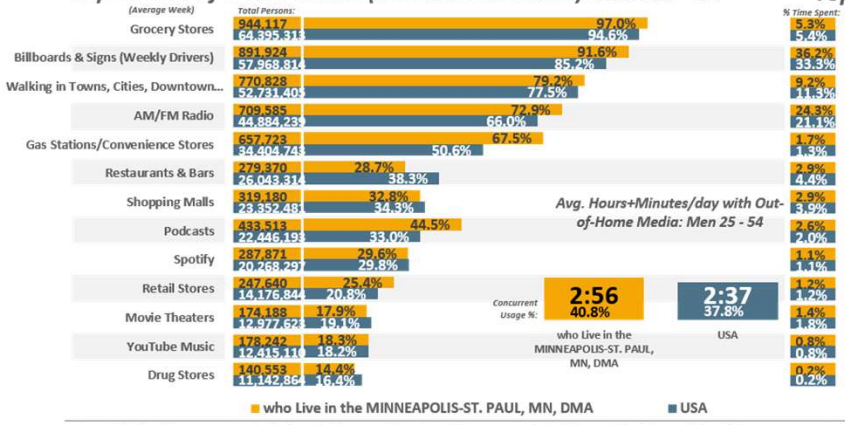
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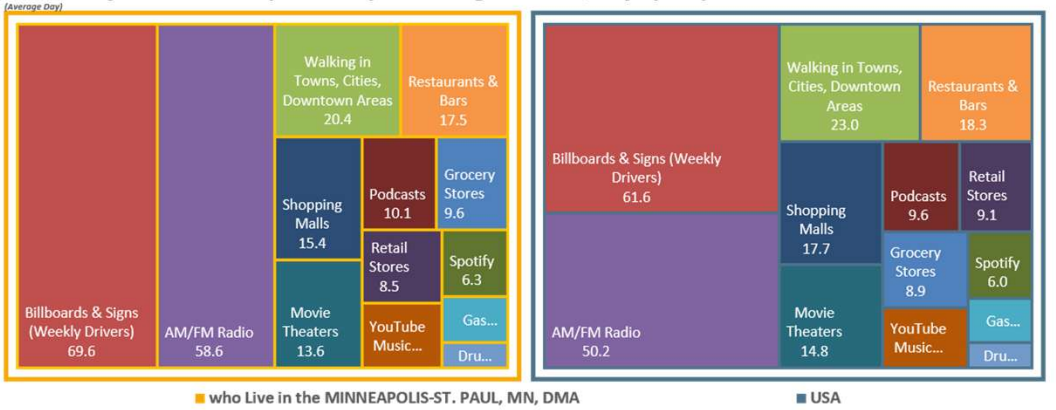
M25-54

891,924 or 91.6% of Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 69.6 minutes per day driving, seeing Billboards and Signs. 70.4% Listen to Local Radio Stations Out-of-Home for an average of 52.2 minutes/day.

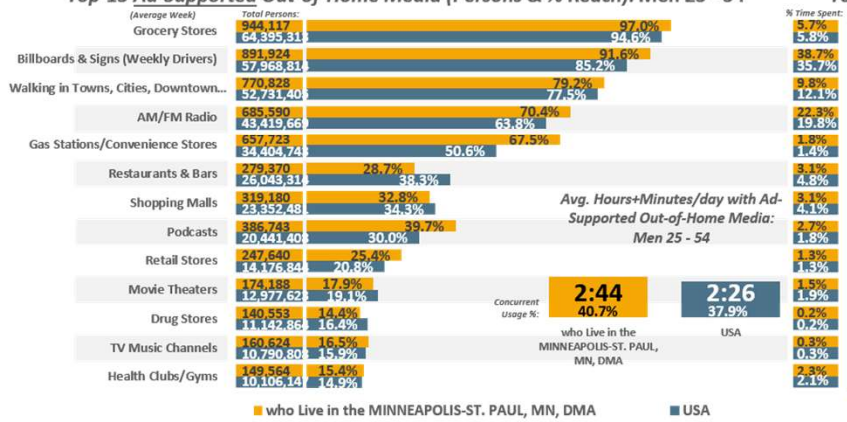
Top-13 Out-of-Home Media (Persons & % Reach): Men 25 - 54



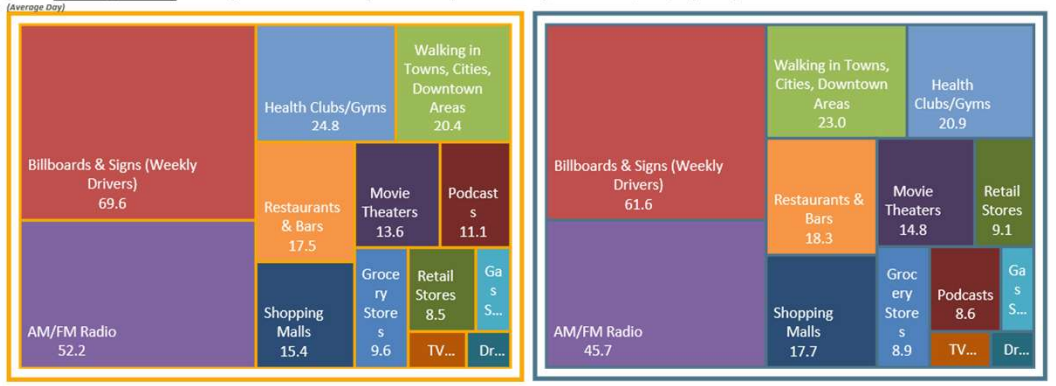
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922

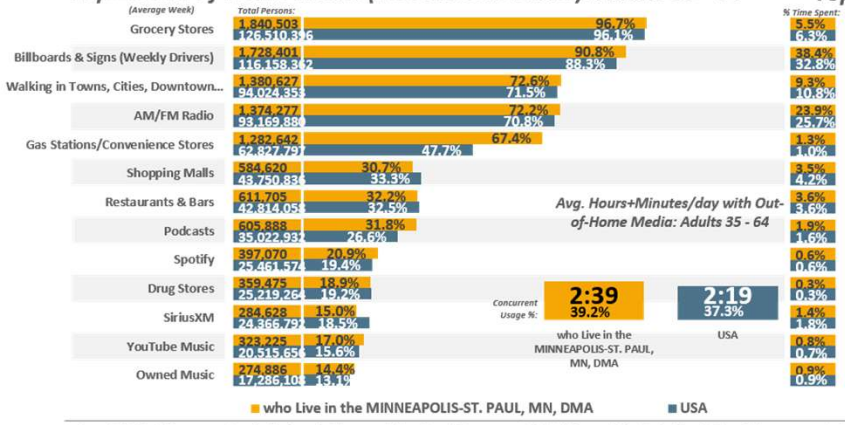
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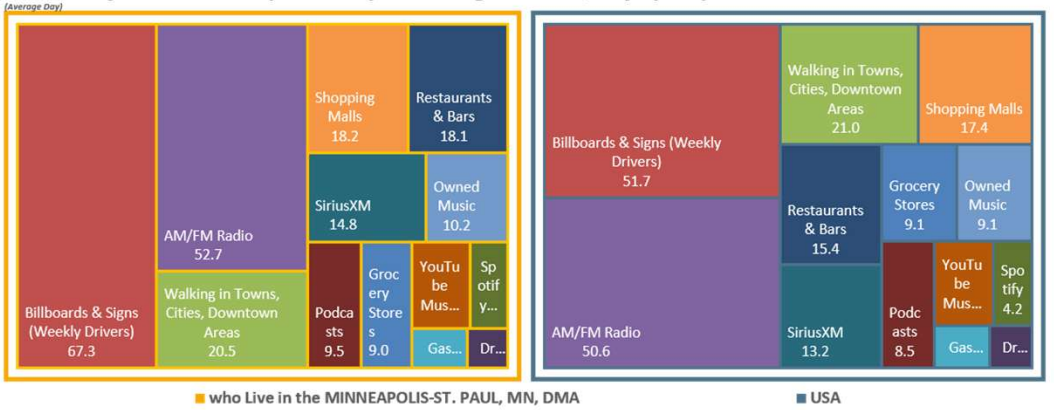


1,728,401 or 90.8% of Adults 35 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 67.3 minutes per day driving, seeing Billboards and Signs. 69.7% Listen to Local Radio Stations Out-of-Home for an average of 47.6 minutes/day.

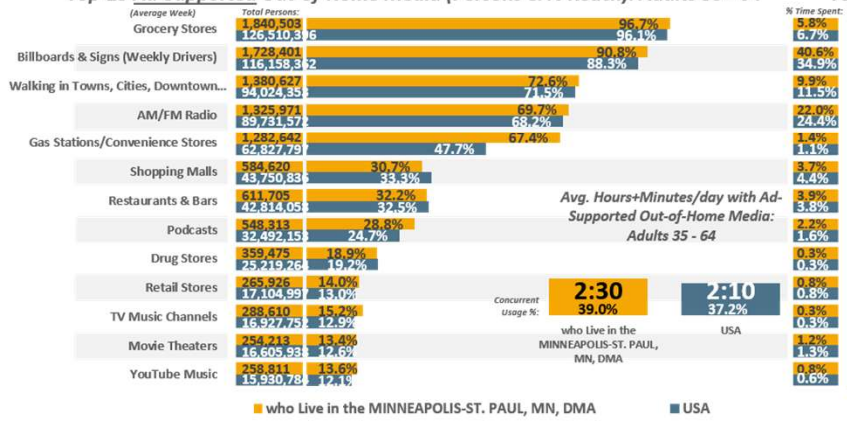
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 - 64



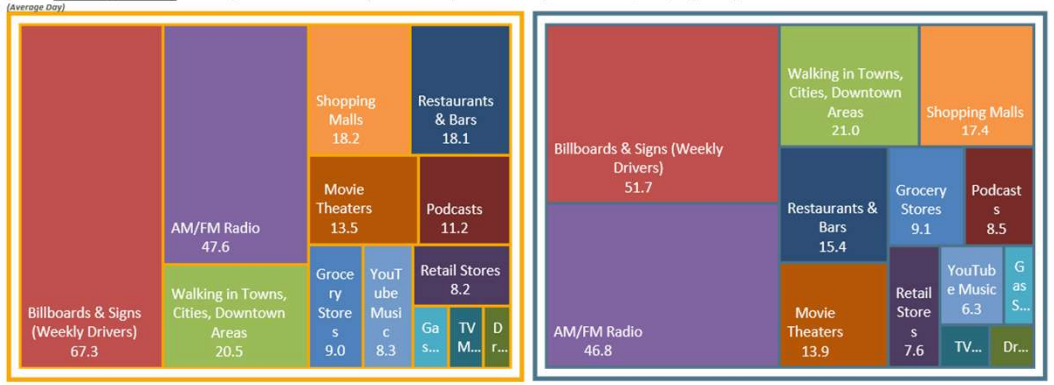
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922

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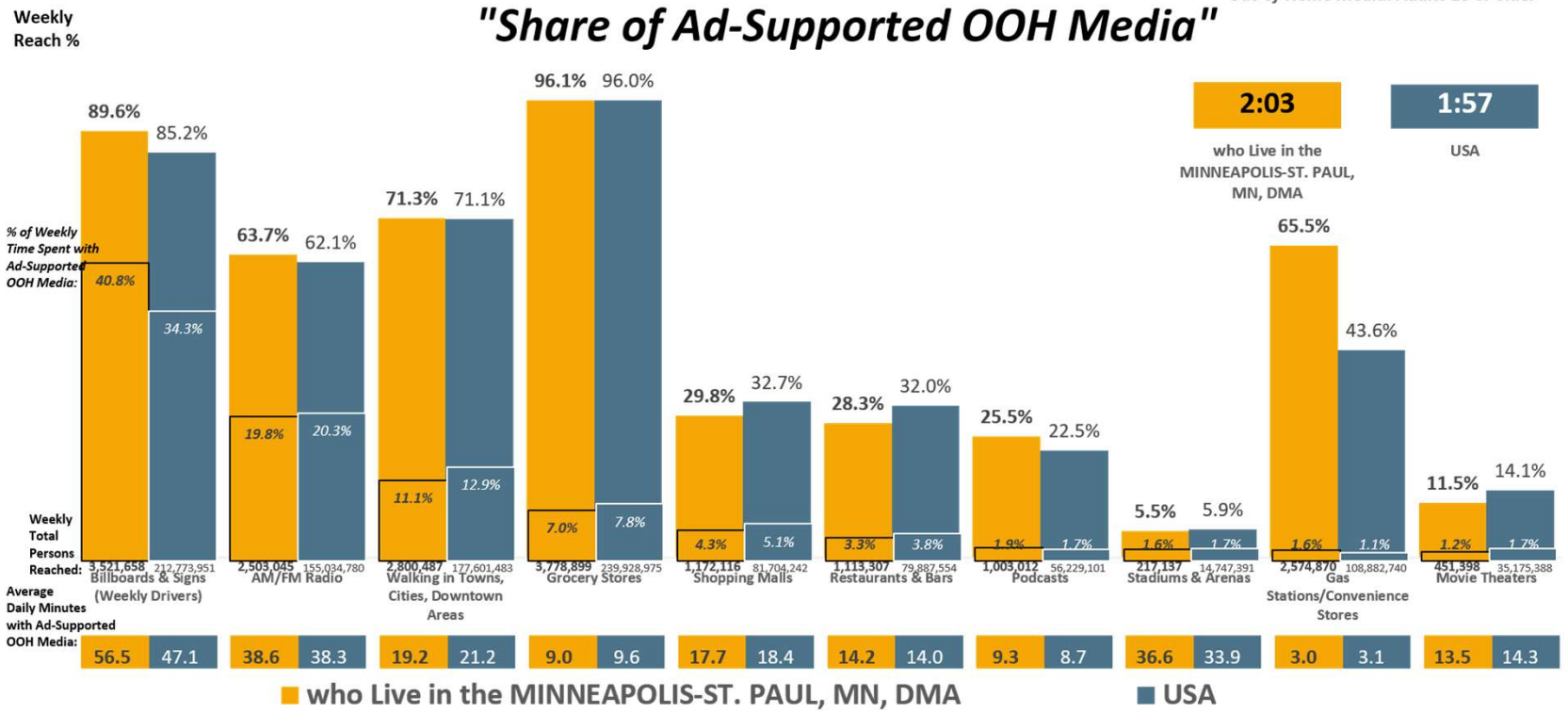


P18+

3,521,658 or 89.6% of Adults 18 or older who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 56.5 minutes per day driving, seeing Billboards and Signs representing 40.8% 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"



USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922 Scarborough R2 2026: Feb25-Jul26 USA Projection Scarborough R2 2026: Feb25-Jul26 Qual Intab 24,319

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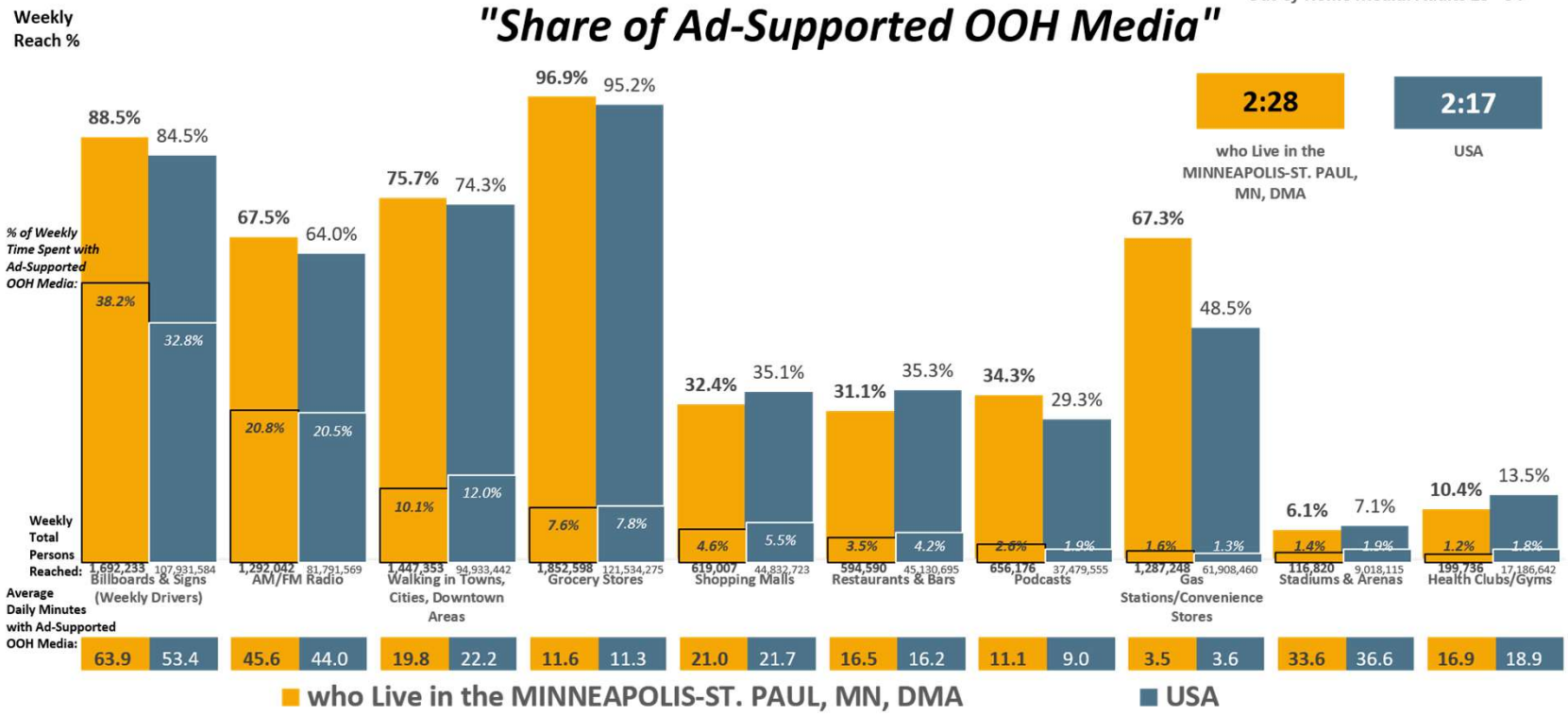


P25-54

1,692,233 or 88.5% of Adults 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 63.9 minutes per day driving, seeing Billboards and Signs representing 38.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922 Scarborough R2 2026: Feb25-Jul26 USA Projection Scarborough R2 2026: Feb25-Jul26 Qual Intab 24,319

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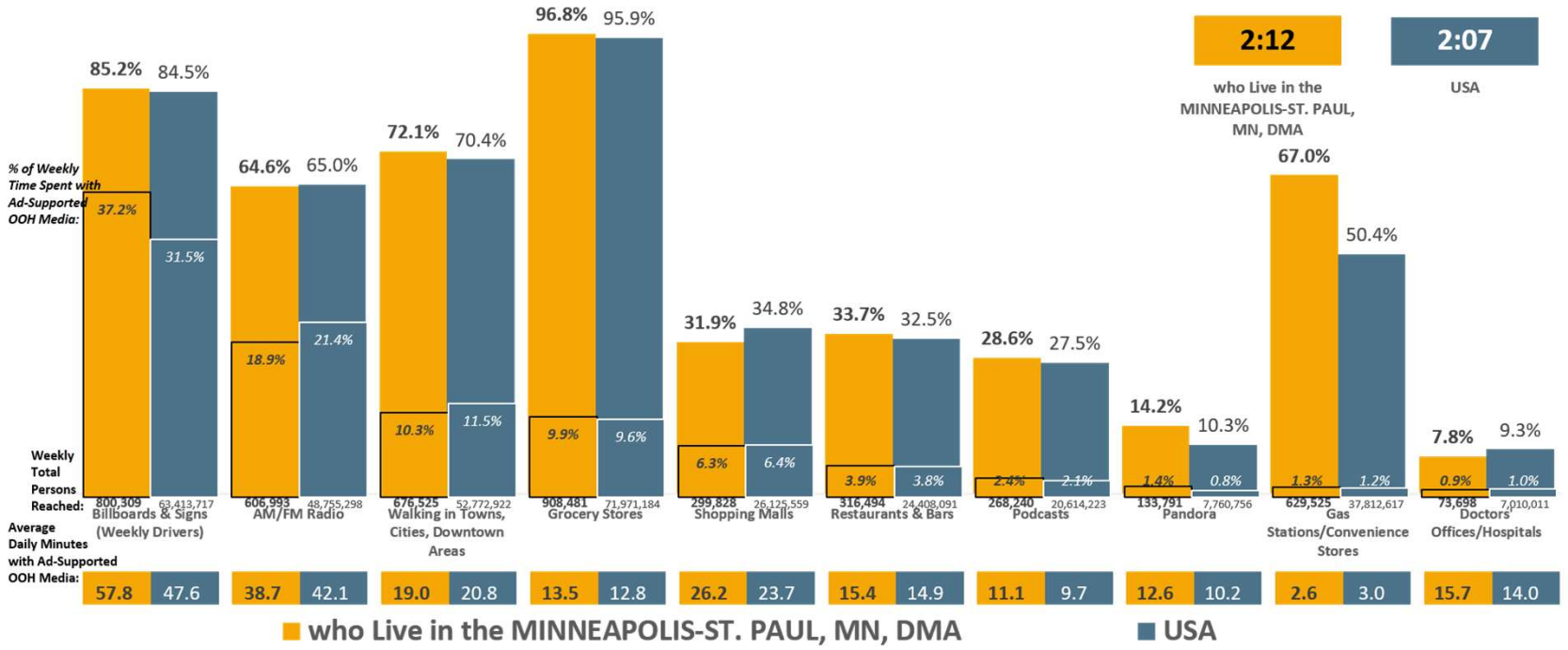
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800,309 or 85.2% of Women 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 57.8 minutes per day driving, seeing Billboards and Signs representing 37.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922 Scarborough R2 2026: Feb25-Jul26 USA Projection Scarborough R2 2026: Feb25-Jul26 Qual Intab 24,319

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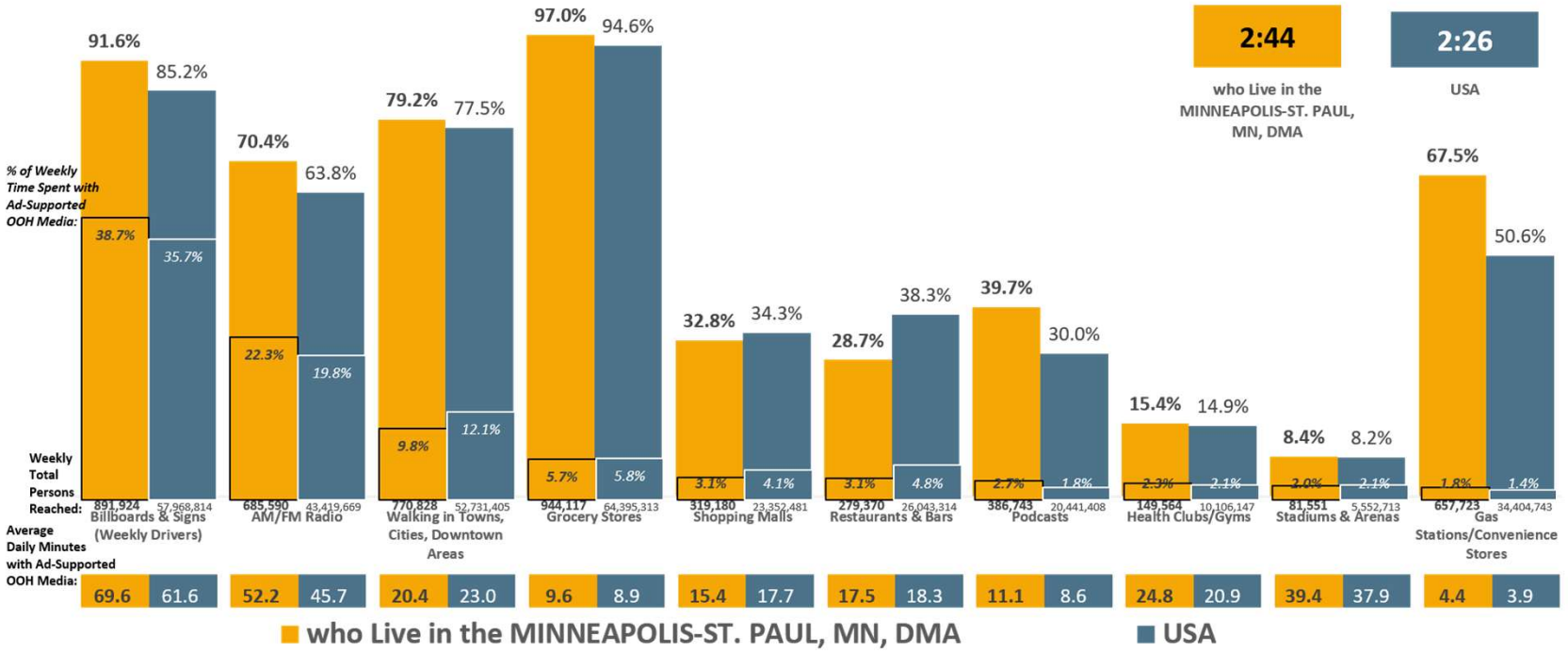
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891,924 or 91.6% of Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 69.6 minutes per day driving, seeing Billboards and Signs representing 38.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922 Scarborough R2 2026: Feb25-Jul26 USA Projection Scarborough R2 2026: Feb25-Jul26 Qual Intab 24,319

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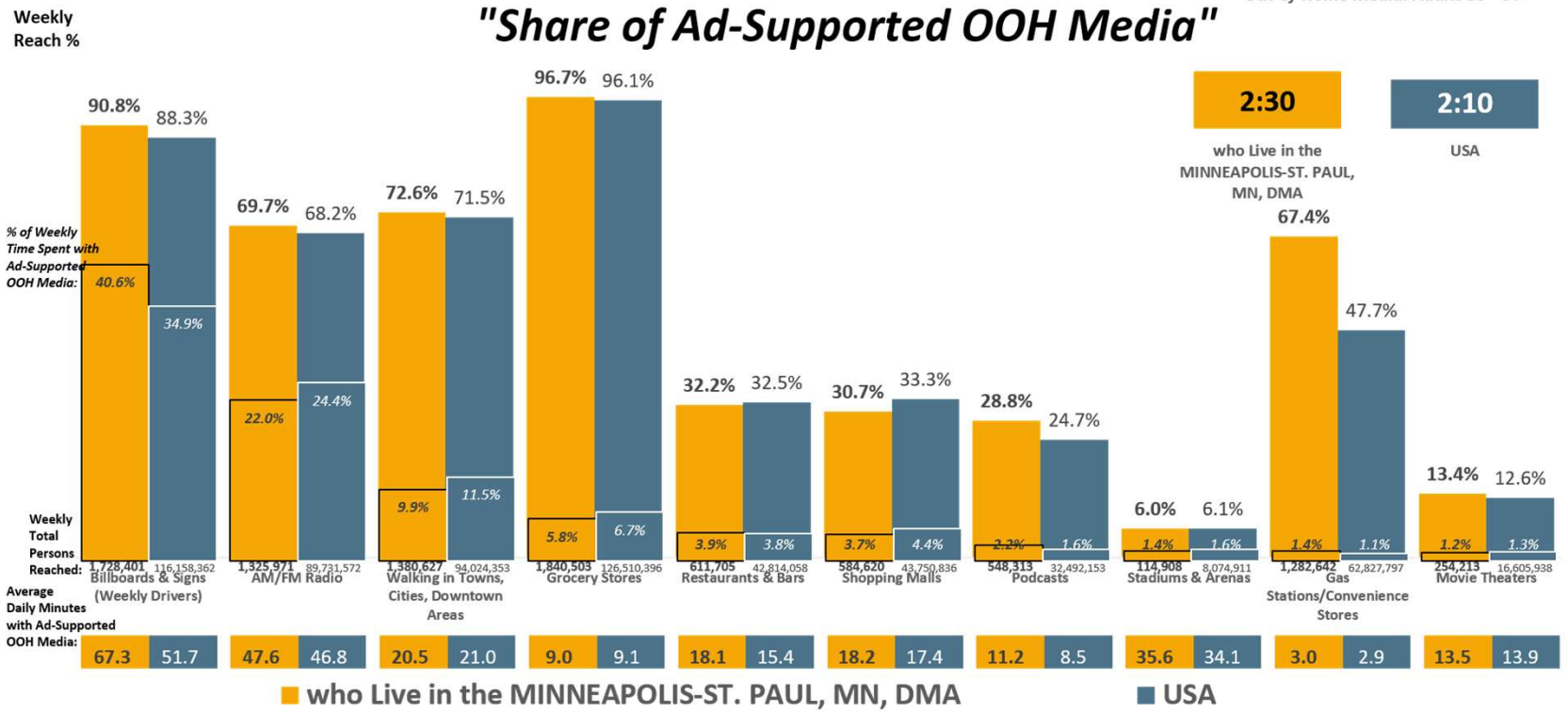
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1,728,401 or 90.8% of Adults 35 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA spend an average of 67.3 minutes per day driving, seeing Billboards and Signs representing 40.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922 Scarborough R2 2026: Feb25-Jul26 USA Projection Scarborough R2 2026: Feb25-Jul26 Qual Intab 24,319

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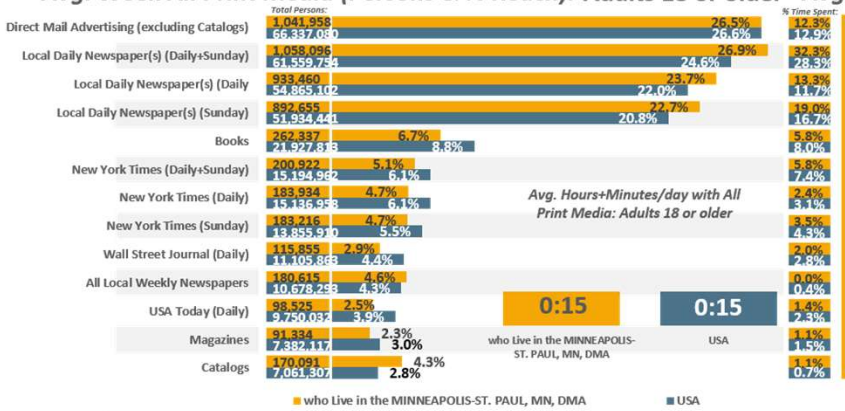
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P18+

1,058,096 or 26.9% 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 9.2 minutes every day representing 34.3% of all time spent daily with All forms of Print Media.

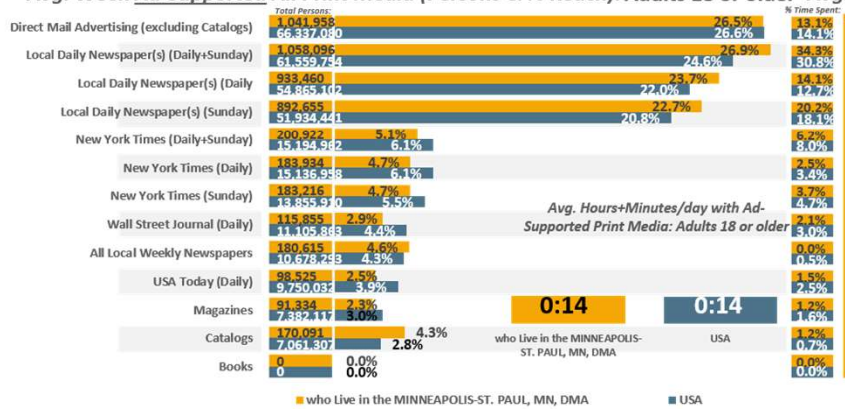
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



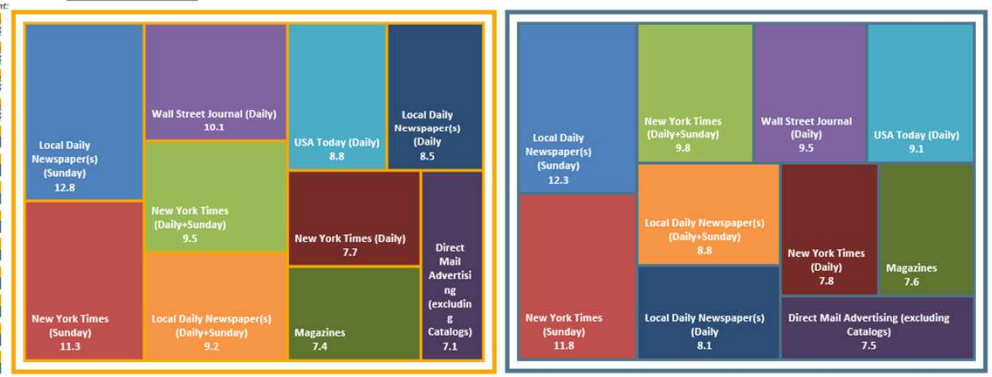
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922

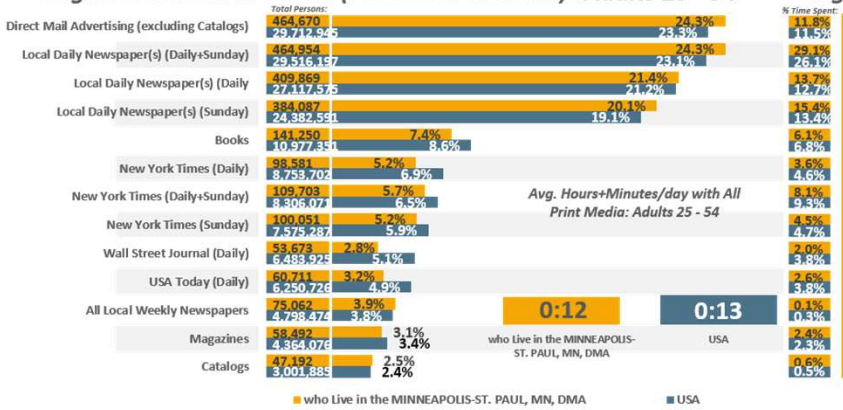
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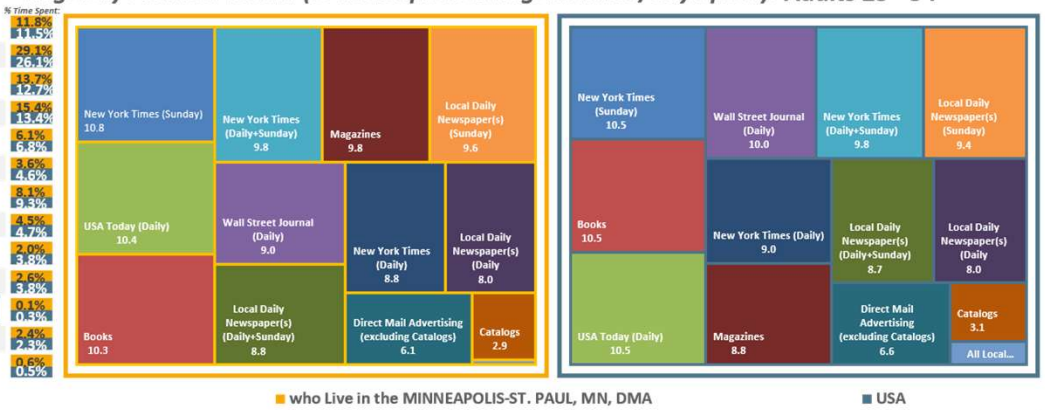


464,954 or 24.3% of Adults 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 31.% of all time spent daily with All forms of Print Media.

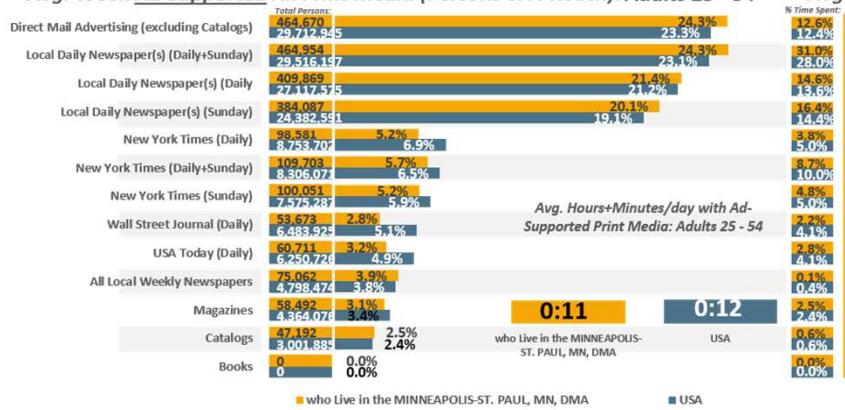
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



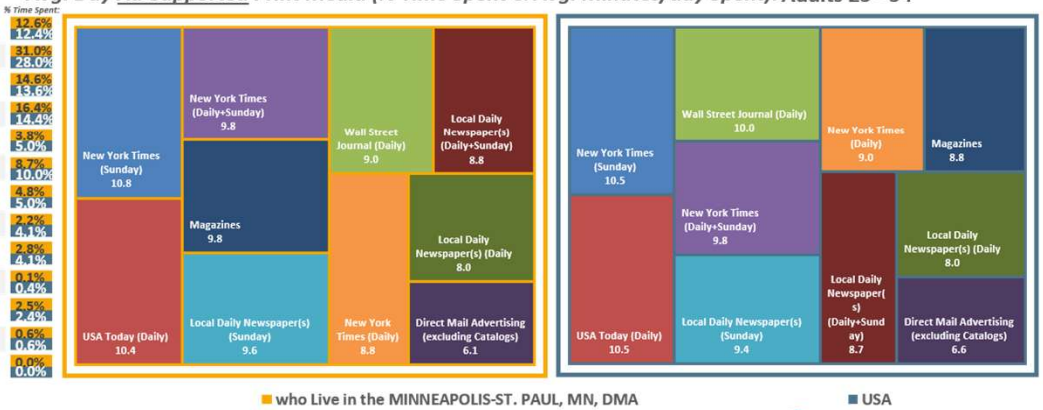
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922

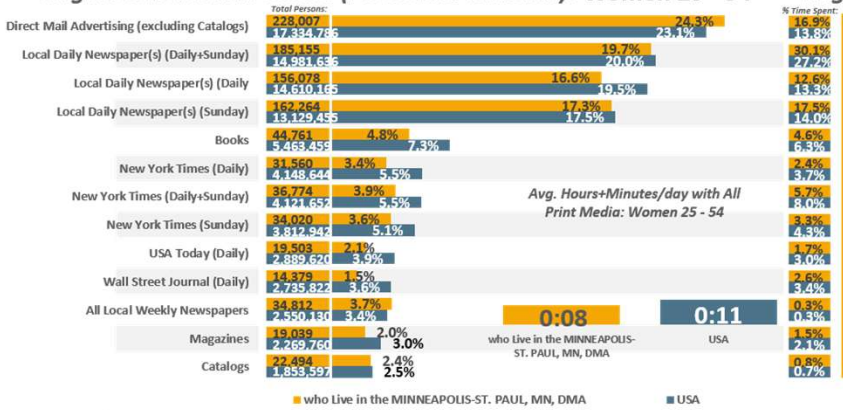
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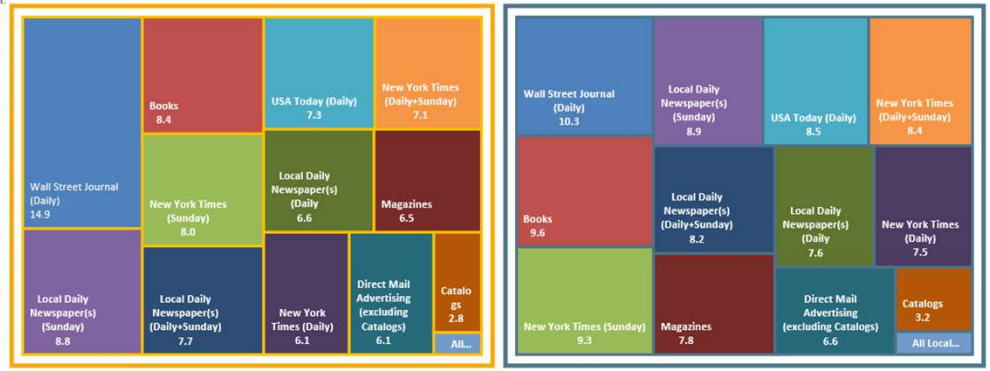


185,155 or 19.7% of Women 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.7 minutes every day representing 31.6% of all time spent daily with All forms of Print Media.

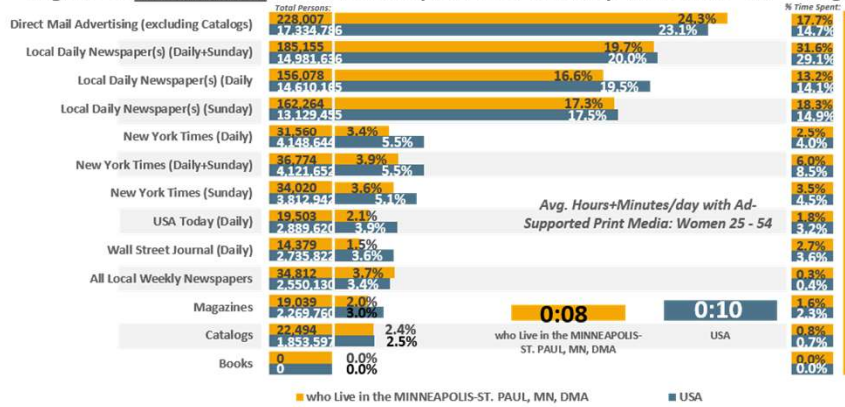
Avg. Week All Print Media (Persons & % Reach): Women 25 - 54



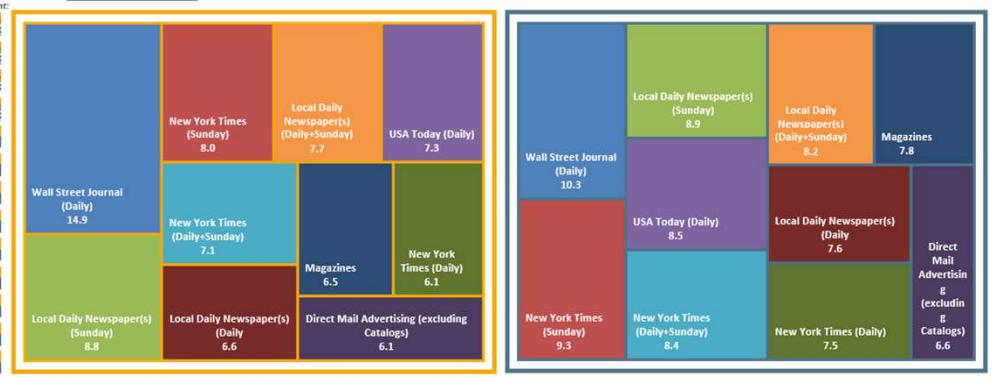
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922

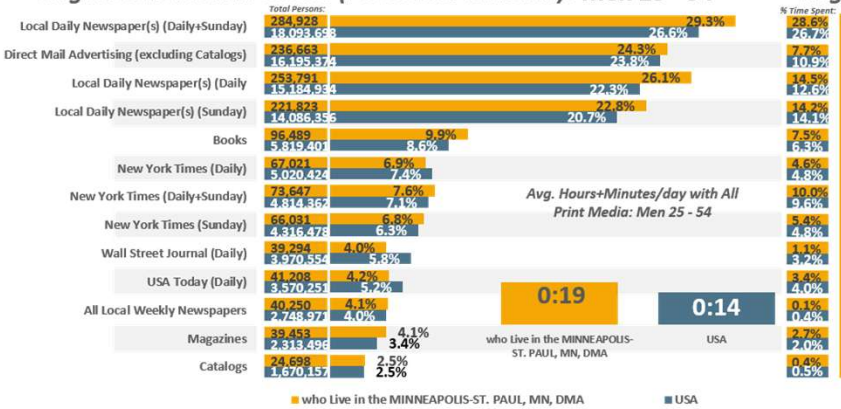
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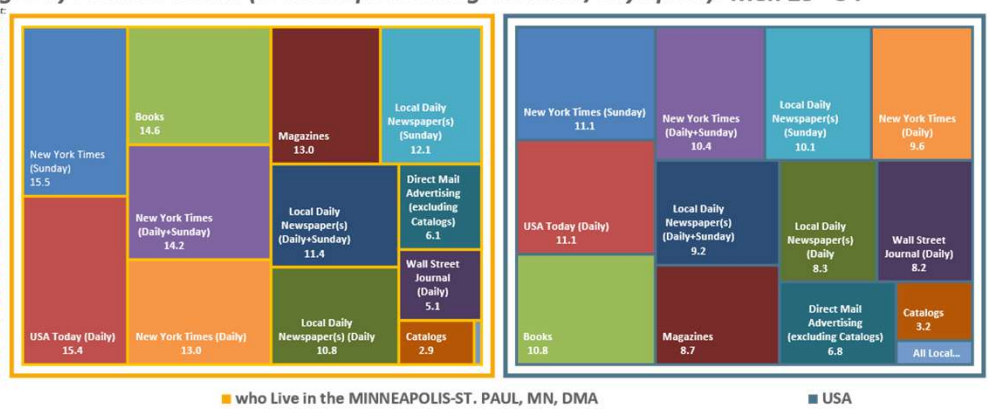


284,928 or 29.3% of Men 25 - 54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.4 minutes every day representing 30.9% of all time spent daily with All forms of Print Media.

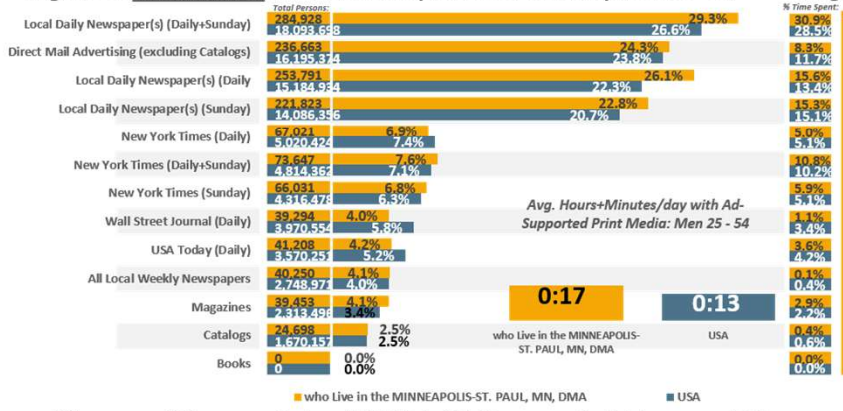
Avg. Week All Print Media (Persons & % Reach): Men 25 - 54



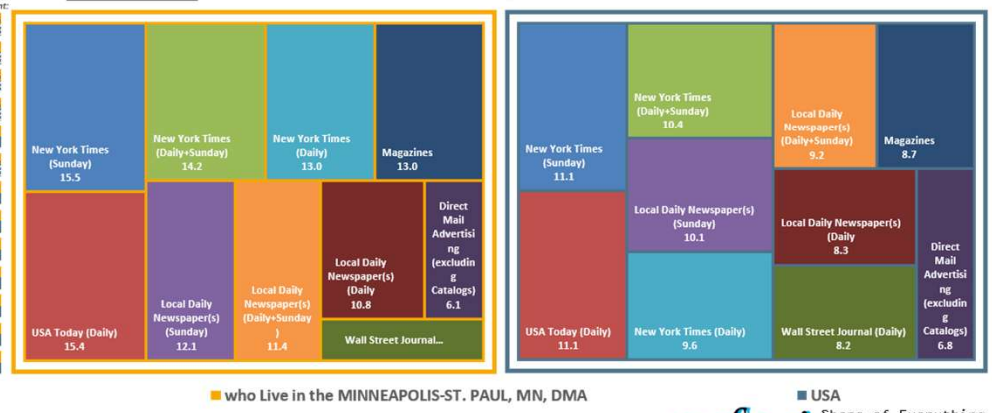
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922

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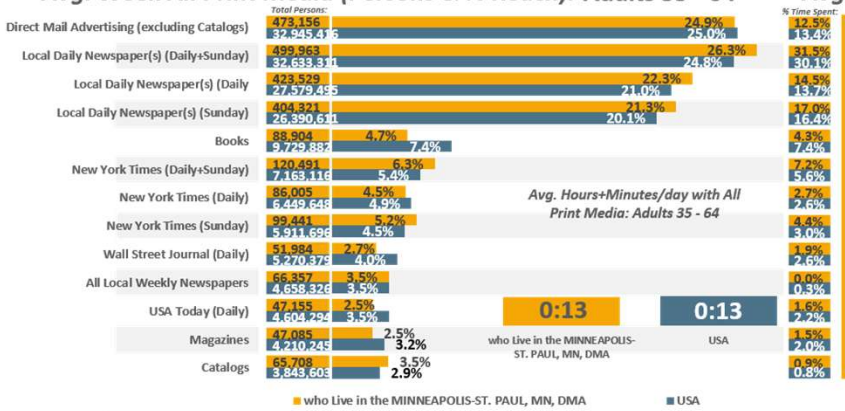
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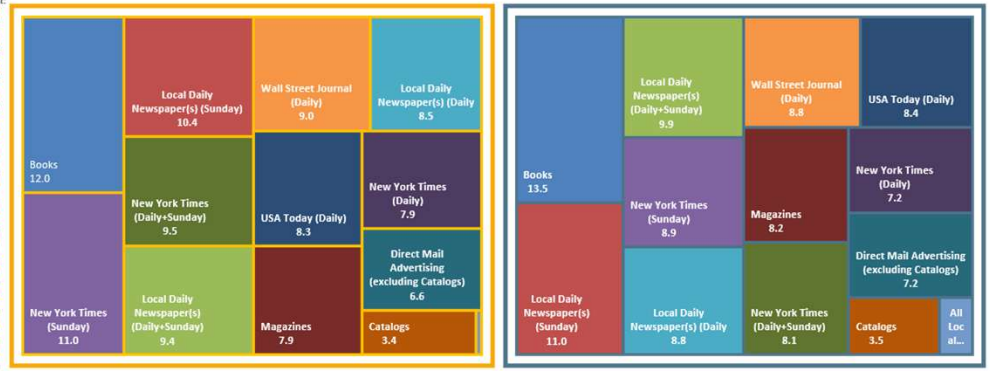
P35-64

499,963 or 26.3% of Adults 35 - 64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.4 minutes every day representing 32.9% of all time spent daily with All forms of Print Media.

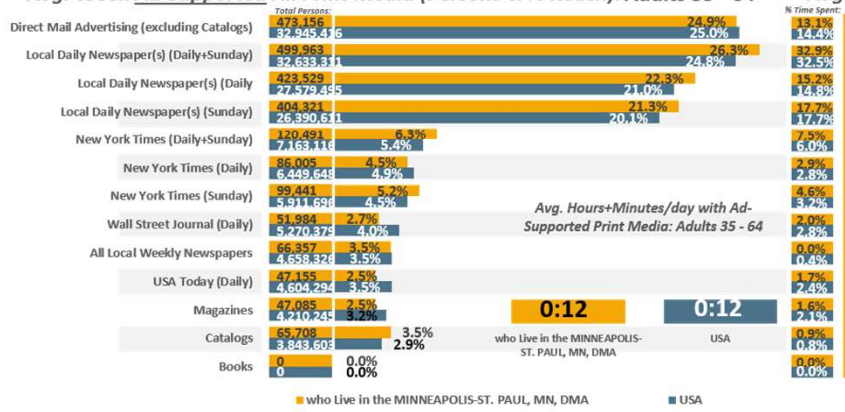
Avg. Week All Print Media (Persons & % Reach): Adults 35 - 64



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



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



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



USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922

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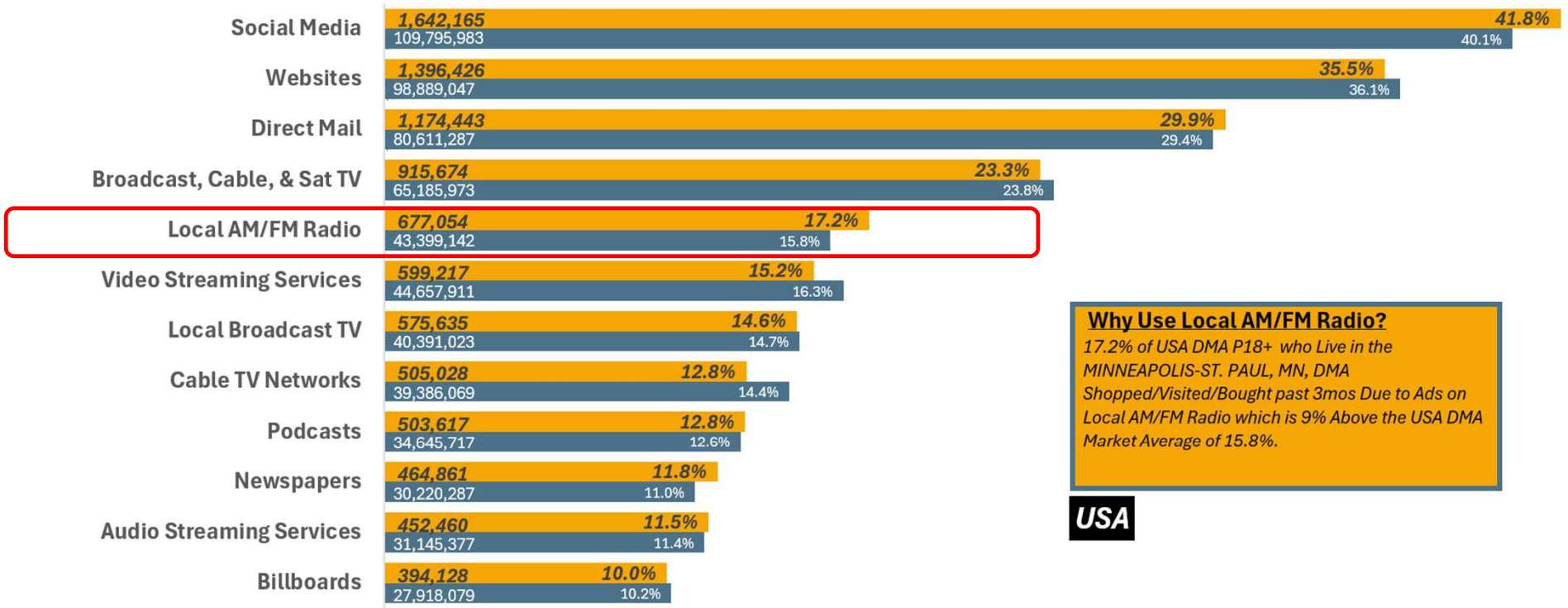
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P18+

"Advertising Actions"

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



Why Use Local AM/FM Radio?

17.2% 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 9% Above the USA DMA Market Average of 15.8%.

USA

USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab: 24319

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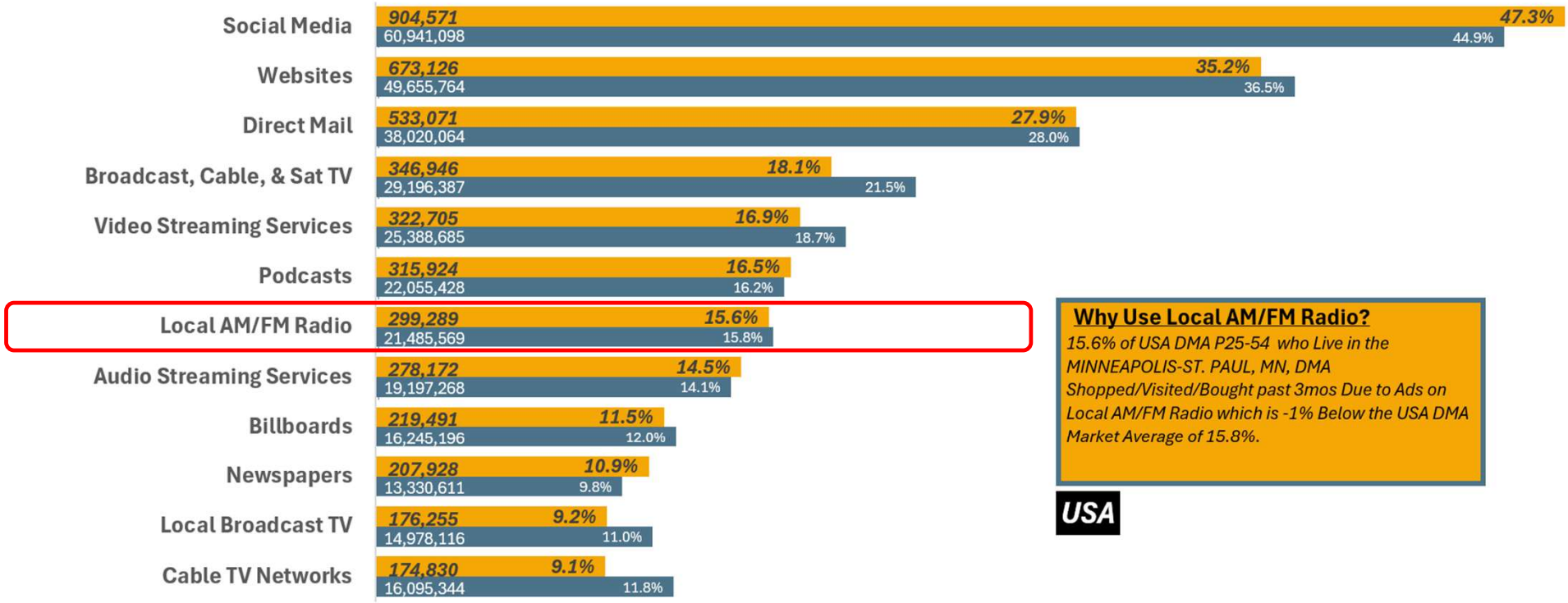
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P25-54

"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?

15.6% 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 -1% Below the USA DMA Market Average of 15.8%.

USA

USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab: 11177

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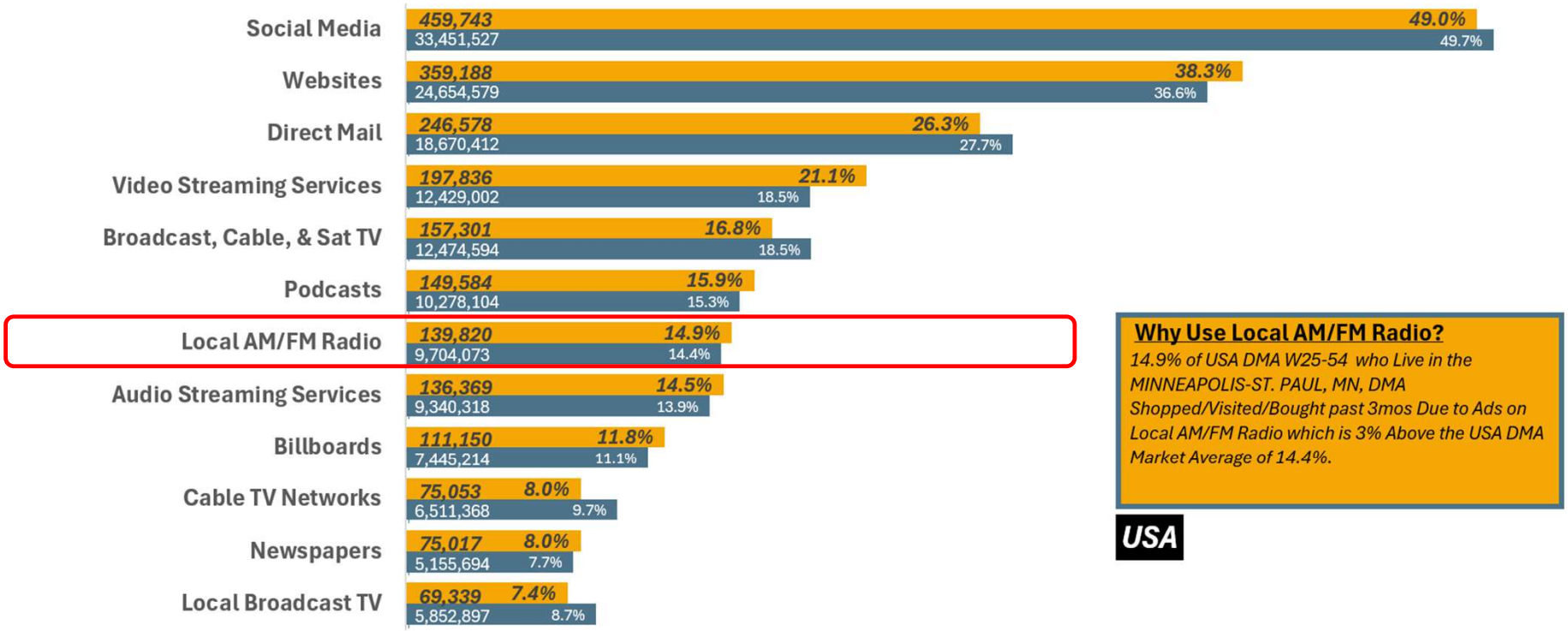
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W25-54

"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?

14.9% 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 3% Above the USA DMA Market Average of 14.4%.

USA

USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab: 6492

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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 %)

	M25-54 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)		M25-54 USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)	
Social Media	444,828	45.7%	27,489,571	40.1%
Websites	313,938	32.2%	25,001,185	36.5%
Direct Mail	286,493	29.4%	19,349,651	28.2%
Broadcast, Cable, & Sat TV	189,645	19.5%	16,721,794	24.4%
Podcasts	166,340	17.1%	11,777,324	17.2%
Local AM/FM Radio	159,469	16.4%	11,781,496	17.2%
Audio Streaming Services	141,803	14.6%	9,856,951	14.4%
Newspapers	132,911	13.6%	8,174,918	11.9%
Video Streaming Services	124,869	12.8%	12,959,683	18.9%
Billboards	108,341	11.1%	8,799,982	12.8%
Local Broadcast TV	106,916	11.0%	9,125,219	13.3%
Cable TV Networks	99,777	10.2%	9,583,976	14.0%

Why Use Local AM/FM Radio?

16.4% 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 -5% Below the USA DMA Market Average of 17.2%.

USA

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

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

USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab: 4685

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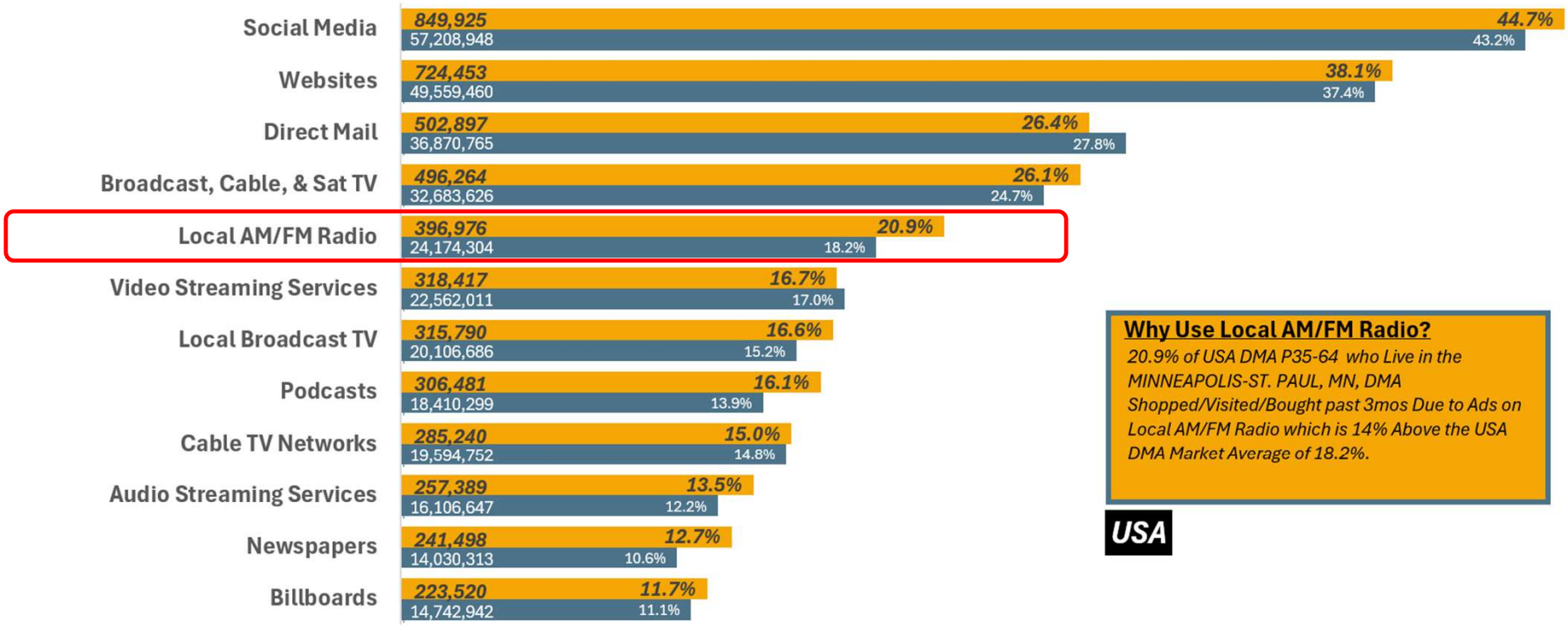
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P35-64

"Advertising Actions"

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



Why Use Local AM/FM Radio?

20.9% of USA DMA P35-64 who Live in the MINNEAPOLIS-ST. PAUL, MN, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 14% Above the USA DMA Market Average of 18.2%.

USA

P35-64 who Live in the MINNEAPOLIS-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 2026: Aug25-Jul26 Qual Intab: 12343

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