

# The Minneapolis/ St. Paul Market



	<u>DMA</u>		<u>Metro</u>	
	<u>#</u>	<u>U.S. Rank</u>	<u>#</u>	<u>U.S. Rank</u>
Households	1,454,200	#15	1,052,500	#12
Population	3,870,100	#13	2,787,800	#13
EBI	\$ 66.1 Billion	#13	\$52.5 Billion	#12
Retail Sales	\$40.0 Billion	#14	\$30.4 Billion	#12

## Market Highlights

- Each side of the Twin Cities, separated only by the Mississippi River, has its own local identity, separate orchestras, theaters and performing arts groups, as well as its own newspaper
- Minneapolis/St. Paul is ranked the #1 best "City to Earn & Save Money" based on HH incomes, high participation in retirement savings programs, high education levels, low unemployment, and low housing costs - *ReliaStar Financial Corp., 1998*
- Record low unemployment of 1.9%, compared to the 4.6% U.S. average
- The Minneapolis/St. Paul DMA area is home to 14 Fortune 500 headquarters — more than Atlanta. - *Fortune, 1998*
- The Twin Cities have more than 1,300 technology-focused firms, with one of the largest concentrations of high-tech businesses in the nation; the Twin cities are ranked as the #8 Metro (and #10 DMA) national for computer hardware & software sales - *Market Statistics, 1998*
- The Twin Cities rank:
  - #3 "Best Large City for Small Business" - *Entrepreneur magazine, 10/96*
  - #4 "Most Productive City" — based on employment rates, worker training, and output per worker by business sector - *Sprint Business, 1997*
  - #6 "Most Livable Area" - *Places Rated Almanac, 1997*
  - #6 "Most Wired" City - *Yahoo magazine, 1999*
  - #8 "Top U.S. City for Information-Age Business" — offering info-age businesses the advantages of a major university, a highly-livable environment and a reliable, hard-working population - *Forbes magazine, 2/98*
- 13th-largest U.S. airport, ranked by passengers — 30 million in 1997; 5% more than the previous year. 19th-largest airport in the world; more travelers than NYCLa Guardia, Boston, even Hong Kong
- Ranked by market concentration among the top 15 DMAs, the Twin Cities rank:
  - #1 for home mortgage holders
  - #3 for stock ownership
  - #4 for mutual fund share ownership
  - #4 for professional/managerial
  - #7 on college grads +



	<u>Circulation</u>			<u>Combined Readership</u>	
	<u>Daily</u>	<u>Sunday</u>		<u>Daily</u>	<u>Sunday</u>
Total	593,178	943,024	DMA	1,327,000	1,928,700
DMA	560,691	890,747	Metro	1,155,600	1,641,700
Metro	510,961	791,296	Average HH Income	\$59,619	\$57,647
			Total Reader Income	\$33.4 Billion	\$51.3 Billion

### Newspaper Highlights

- The Minneapolis Star Tribune and the St. Paul Pioneer Press are the largest newspapers in Minnesota; winners of numerous Pulitzer prizes as well as 3 gold medals for public service
- The combined readers of the Star Tribune and Pioneer Press account for 83% of all newspaper readers in the DMA daily and 95% on Sunday
- The combined Twin Cities newspapers reach 46% of DMA adults daily and 67% on Sunday
- Combined, the circulation of both papers would rank as the #9 daily and the #6 Sunday U.S. newspaper
- Only the Chicago Tribune offers more circulation in the Midwest Region
- Daily, Star Tribune and Pioneer Press readers have an HHI 9% higher than the DMA average HHI — a difference of nearly \$3,860
- Daily readers of the combined Star Tribune and Pioneer Press index at 145 for college graduates+, compared to the U.S. average for all adults
- Compared to the U.S. average, daily Star Tribune/Pioneer Press DMA readers are:
  - 31% more likely to have HHI \$75,000+
  - 39% more likely to own a current passport
  - 77% more likely to have a brokerage account
  - 81% more likely to own shares in a mutual fund
- Compared to the U.S. average, Sunday Star Tribune/Pioneer Press DMA readers are:
  - 51% more likely to be professional/managerial
  - 55% more likely to own a personal computer
  - 102% more likely to travel by air within the U.S. for business
  - 110% more likely to use a travel agent
- The Star Tribune and Pioneer Press reach more households on Sunday than the number of DMA households connected to cable