



DMA

Metro

	<u>#</u>	<u>U.S. Rank</u>	<u>#</u>	<u>U.S. Rank</u>
Households	1,598,400	#14	1,164,400	#12
Population	4,158,800	#14	3,033,700	#13
EBI	\$85.9 Billion	#13	\$69.6 Billion	#12
Retail Sales	\$67.8 Billion	#11	\$53.7 Billion	#11

Market Highlights

- Largest DMA in Minnesota, and center of finance, industry, trade and transportation for the upper Midwest
- Minneapolis/St. Paul is ranked the #1 "best city to earn & save money" among the top 50 metro HHs, based on HH income, high education levels, low unemployment, & low housing costs (ING, 2001)
- Of the top 15 DMAs, Minneapolis/St. Paul ranks #1 for sales per HH in: dept. store sales, gasoline service station sales; #2 in total retail sales, furn/home elec/appliances, furn/home furnishings sales, building materials; & #3 in general merchandise store sales; and is ranked #1 by merchandise line per HH in: TV/ VCR/tapes, furn/sleep equip sales, floor coverings; & #2 in major appliances & in computer hardware/software (Market Statistics, 2002)
- The Minneapolis DMA is home to 16 Fortune 500 headquarters – more than Atlanta, Chicago, & San Francisco (Fortune, 4/2002), including Target, Supervalu, 3M, General Mills, Best Buy, St. Paul Cos., Medtronic, and Hormel Foods. Other major firms in the area are Pillsbury, Int'l Multi-foods, Cargill, Land O'Lakes, Musicland Group, Fingerhut, Honeywell, Weyerhaeuser, and Carlson.
- Among the top 25 U.S. household metros, Minneapolis/St. Paul is ranked #1 for concentration of corporate headquarters per million people (Federal Reserve Bank of Chicago, 5/02)
- 8th-largest U.S. airport, ranked by passengers – over 35 million in 2001, and the 15th-largest airport in the world; more travelers than Newark NJ, NYC JFK, Orlando, Boston, even Hong Kong (Airport Council Int'l, 2001). MSP is ranked the best large airport in North America (Int'l Air Transport Association, 6/02), and is currently ranked among the top 5 airports worldwide for overall customer satisfaction (J.D. Powers, 2002) A \$3-billion expansion program is underway
- 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 #7 metro (and #8 DMA) nationally for computer hardware & software sales (Market Statistics, 2002)
- The Twin Cities rank:
 - #1 "US region w/ best world knowledge competitiveness for overall growth/prosperity" (Huggins Assoc, 02)
 - #3 "Top metro with new and expanded facilities" (Site Selection, 3/02)
 - #7 "Overall best high-tech market in U.S.;" #9 "Top market for high-tech labor" (Cushman & Wakefield, 11/01)
 - #7 "Top MSA in high-tech absolute job growth" (Hubert Humphrey Institute of Public Affairs, 8/01)
 - #7 "Top metro for new & expanded facilities" (Site Selection, 3/2001)
 - #7 "Most wired cities" (The Media Audit, 4/02); #7 "Fastest-growing wired cities" (Nielsen/NetRatings, 01/02)
 - #9 "Top metro considered most logistics friendly" (Expansion Management, 9/01)
 - #10 "Top MSA in economic strength" (out of 318 U.S. areas) (Policom Corporation, 2002)
 - #11 "Best place to live and work" (Employment Review/BestJobsUSA, 2002)
- Among the top 15 DMAs, the Twin Cities rank by index:

#1 for home ownership	#1 for 1+ domestic trip	#1 for home mortgage ownership
#1 for playing golf	#2 for 401K ownership	#2 for using a travel agent
#2 for hotel/motel for pers/vac	#2 for using VISA card	#3 for white collar occupation
#3 for mutual fund ownership	#3 for home equity loan	#3 for 1+ any dom per/vac air trips
- New development: a light rail line, which will connect downtown Minneapolis with the airport and the Mall of America, is due to open in 2003; The Minneapolis Convention Center expansion, completed 4/02, nearly doubled exhibition, meeting & ballroom space (GMCVA, 2002)



	<u>Circulation</u>			<u>Readership</u>	
	<u>Daily</u>	<u>Sunday</u>		<u>Daily</u>	<u>Sunday</u>
Total	336,685	671,453	DMA	1,043,230	1,509,800
DMA	313,888	632,290	Metro	857,100	1,217,515
Metro	277,969	557,642	Average HH Income	\$74,804	\$74,082
			Total HH Income	\$23.5 Billion	\$46.8 Billion

Newspaper Highlights

- Newspaper is the medium that reaches the most upscale, high-end consumers in the Minneapolis-St. Paul market. Heavy newspaper readers index far above heavy users of both TV and radio among the most valuable prospects in the Minneapolis-St. Paul DMA:

	<i>Newspaper Quintile 1</i>	<i>TV Quintile 1</i>	<i>Radio Quintile 1</i>		<i>Newspaper Quintile 1</i>	<i>TV Quintile 1</i>	<i>Radio Quintile 1</i>
HHI \$75,000+	136	80	116	Use a stockbroker	155	102	109
College grads+	147	87	108	1+ domestic air trips	114	100	101
Own mutual funds	111	103	104	Any internet purchase	117	104	110

- Minneapolis is ranked as the lowest TV viewing market in the 2003 Men's Fitness Magazine survey
- The Minneapolis Star Tribune is the largest newspaper in Minnesota; winners of numerous Pulitzer prizes as well as 3 gold medals for public service
- Only the Chicago Tribune offers more circulation in the Midwest Region
- Daily, Minneapolis Star Tribune readers have an HHI 11% higher than the DMA average HHI – a difference of over \$7,400; on Sunday, Minneapolis Star Tribune readers have an HHI 10% higher (over \$6,700 more) than the average for DMA adults
- The Minneapolis Star Tribune provides far greater coverage of metro adults than A.M. drive-time radio, or even 1 prime time TV spot each from ABC, CBS, FOX & NBC combined (*Scarborough 2002, Release 2*)

	<i>% Metro Adults</i>		<i>% Metro Adults</i>
Daily Minneapolis Star Tribune	39%	A.M. Drive Time Radio (avg. ¼ hour, 42 stations)	24%
Sunday Minneapolis Star Tribune	55%	Prime Time TV: ABC, CBS, FOX, NBC	19%

- On an average weekday, the Minneapolis Star Tribune reaches over 277,000 metro households – over twice as many households reached by Newsweek, Time, & U.S. News weekly magazines combined (135,983) (*Circulation 2003; ABC Magazine Market Coverage Report, 2002- MSA*)
- Over 7 out of 10 who read a daily or Sunday newspaper in the Minneapolis-St. Paul metro turn to the Star Tribune
- Leading newspapers in other markets larger than Minneapolis offer far less DMA HH coverage:

	<i>Daily</i>	<i>Sunday</i>		<i>Daily</i>	<i>Sunday</i>
Minneapolis Star Tribune	20%	39%	Boston Globe	18%	28%
San Francisco Chronicle	18%	19%	Los Angeles Times	18%	24%
Chicago Tribune	18%	28%	New York Times	9%	12%

- Compared to the average adult in the U.S., daily Star Tribune readers are:
68% more likely to own mutual funds
65% more likely to take 3+ air trips/pers/vac only
65% more likely to use a financial planner
- Compared to the average adult in the U.S., Sunday Star Tribune readers are:
82% more likely to play golf
47% more likely to travel by air-comb bus/pers
46% more likely to use a travel agent