

Minneapolis Star Tribune

Demographics

Daily Newspaper Readership 1,102,265
Sunday Newspaper Readership 1,482,162

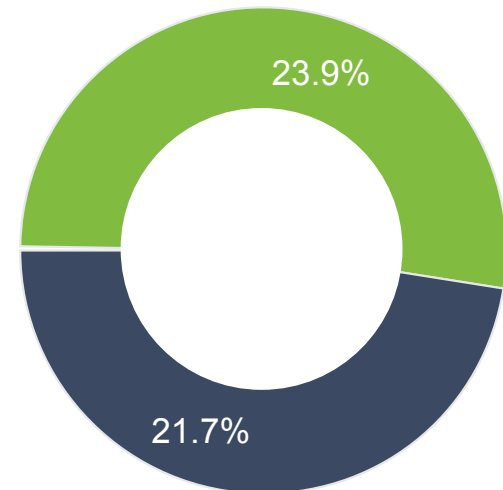
FINANCIAL SERVICES (HAS OR USE)

14.6%
Certificates of Deposit
12.7%

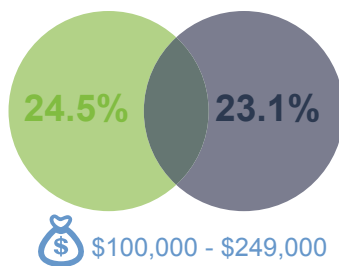
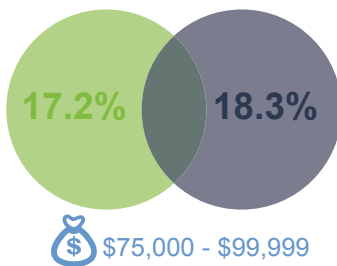
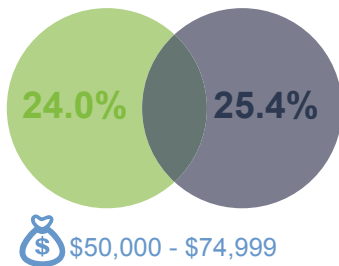


75.5%
Savings Account
76.1%

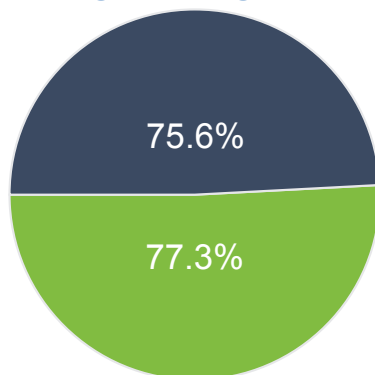
COLLEGE GRADUATE



HOUSEHOLD INCOME



OWN A HOME

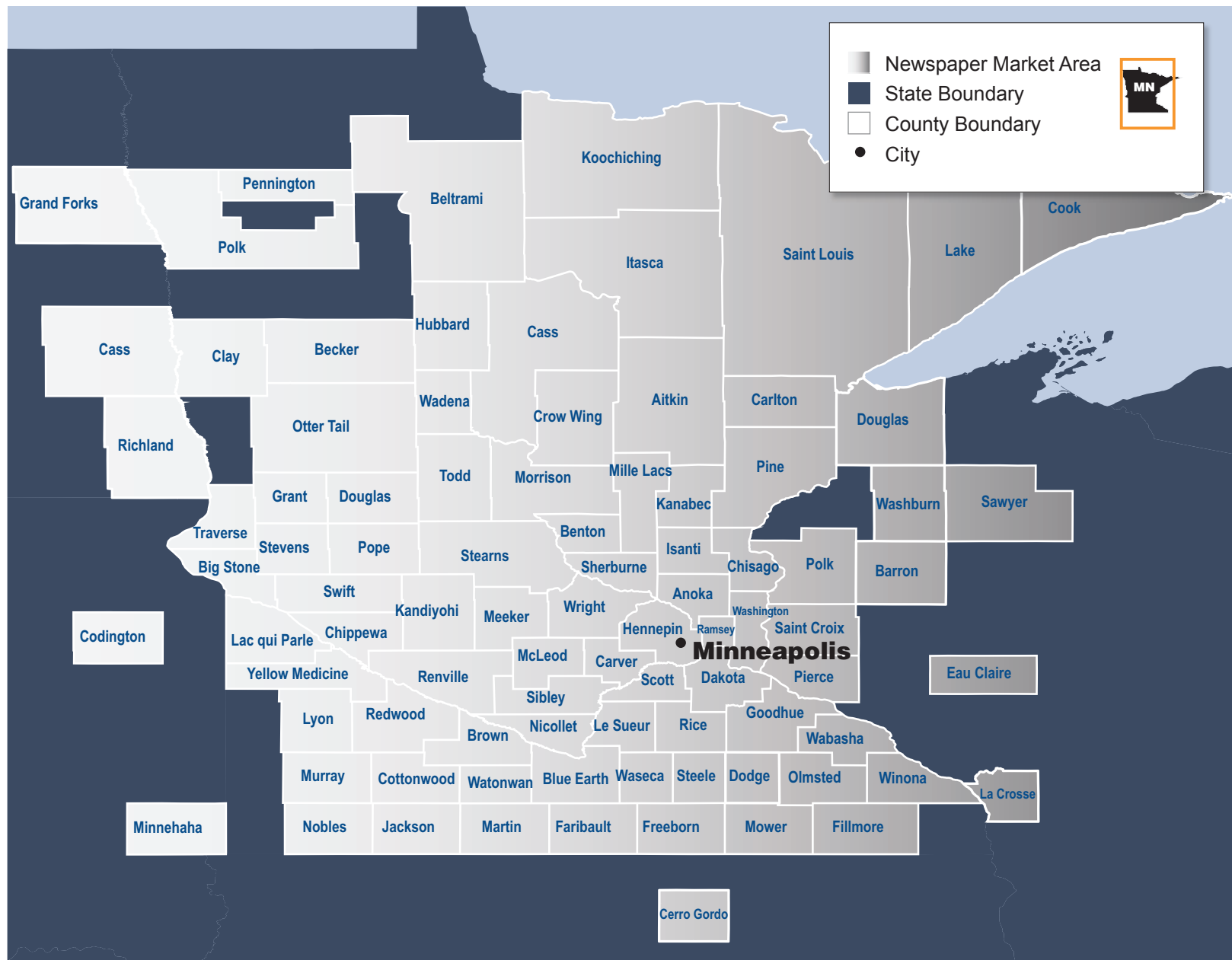


Source: Market/Release: Scarborough USA+ 2015 Release 1 Total (Feb 2014 - Mar 2015)

Bankrate®

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Newspaper-Designated Market Area



Source: SRDS Circulation 2014, pg. 481