

# Minneapolis/St. Paul Ranks Highly Across Key Indicators

*An educated, affluent market with money to spend on goods and services*

% Home Owners	% Employed Adults	% Employed Women	Retail Store Sales/HH	% Accessed the Internet
<b>Mpls/St. Paul</b> 78%	<b>Mpls/St. Paul</b> 74%	<b>Mpls/St. Paul</b> 70%	Washington DC \$36,741	Washington DC 78%
Tampa 77%	Washington DC 73%	Washington DC 67%	San Francisco \$35,517	Seattle 78%
Detroit 77%	Baltimore 70%	Baltimore 64%	<b>Mpls/St. Paul</b> <b>\$34,962</b>	<b>Mpls/St. Paul</b> <b>77%</b>
St. Louis 76%	Dallas 69%	Boston 63%	Boston \$34,739	Atlanta 76%
Atlanta 75%	Atlanta 69%	San Francisco 61%	Chicago \$33,520	Boston 76%
Philadelphia 75%	Houston 69%	Chicago 61%	Atlanta \$33,463	San Francisco 75%
Phoenix 74%	Boston 68%	Philadelphia 61%	San Diego \$33,238	Phoenix 73%
Seattle 72%	Chicago 68%	Dallas 60%	Philadelphia \$32,998	San Diego 73%
Washington DC 71%	San Francisco 68%	St. Louis 60%	Los Angeles \$32,888	Baltimore 72%
Baltimore 71%	St. Louis 68%	New York 59%	Baltimore \$32,886	Dallas 70%

Source: 2008 R1 Scarborough Multi-Market Study, Nielsen Claritas 2007

Top 10 markets in each category among the 20 largest US markets

# Minneapolis/St. Paul: A Notable Marketplace

- Minneapolis and St. Paul - the **best metro area in the country to conduct business**

*MarketWatch 2007 and 2008*

- Minnesota Is **Home to 19 Fortune 500 Companies** and 34 of Fortune Magazine's top 1000 businesses

*MarketWatch 2008*

- Minneapolis is #1 in a study of **America's Most Literate Cities**, St. Paul ranked 4<sup>th</sup>

*2008 Central Connecticut State University*

- Twin Cities named **one of the top 5 places to be married with children**

*Kiplinger's Personal Finance 2007*

- **Most Athletic City**

*2006, Men's Fitness Magazine*

- Minneapolis is the **"Top City for Technology"**

*Popular Science Magazine 2006*



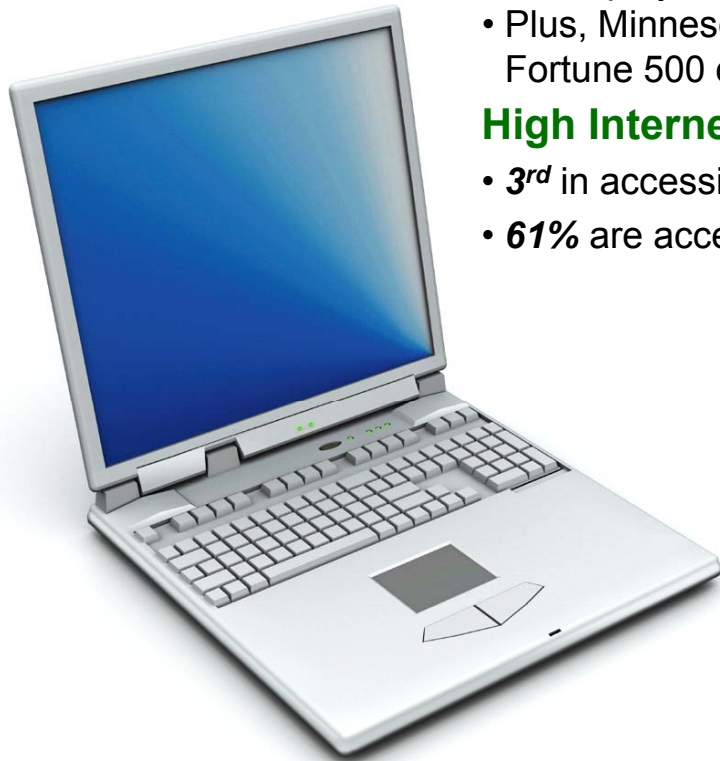
# Minneapolis/St. Paul: Employed, Educated, With Strong Consumer Buying Power

## High Employment

- **1<sup>st</sup>** employed adults 74%
- **1<sup>st</sup>** employed women 70%
- Plus, Minnesota is home to 19 Fortune 500 companies

## High Internet Usage

- **3<sup>rd</sup>** in accessing the Internet 72%
- **61%** are accessing via Broadband



## Highly Educated

- **5<sup>th</sup>** High school grads 92%
- **4<sup>th</sup>** College grads 32%

## Strong Consumer Buying Power

- **1<sup>st</sup>** Building Materials/Garden Equip per hhld (\$971)
- **3<sup>rd</sup>** Homeowners 77%
- **3<sup>rd</sup>** Retail store sales per household (\$34,962)
- **3<sup>rd</sup>** Radio/tv/other electronics store sales per hhld (\$447)
- **4<sup>th</sup>** Furniture store sales per hhld (\$859)
- **4<sup>th</sup>** Dept. store sales per hhld (\$3,693)

Sources: Nielsen Claritas 2007; Scarborough 2007 (R1) Multi-Market Study.  
Fortune Magazine April 2008. CBSA market definitions, Market Rankings Among Top 20 Markets

# Mpls/St. Paul Has The 2<sup>nd</sup> Highest Newspaper Readership Among Top 20 Markets



Top 20 Markets	% Reading Any Daily or Sunday newspaper
Tampa/St. Petersburg/Clearwater CBSA	72
Minneapolis/St. Paul/Bloomington CBSA	71
Boston/Cambridge/Quincy CBSA	70
New York/Northern New Jersey/Long Island CBSA	70
Philadelphia/Camden/Wilmington CBSA	69
Chicago/Naperville/Joliet CBSA	69
Washington, D.C./Arlington/Alexandria CBSA	68
Baltimore/Towson CBSA	64
Detroit/Warren/Livonia CBSA	63
St. Louis CBSA	63
San Francisco/Oakland/Fremont CBSA	62
Seattle/Tacoma/Bellevue CBSA	62
Miami/Fort Lauderdale/Pompano Beach CBSA	57
Los Angeles/Long Beach/Santa Ana CBSA	56
Phoenix/Mesa/Scottsdale CBSA	55
San Diego/Carlsbad/San Marcos CBSA	55
Dallas/Fort Worth/Arlington CBSA	55
Riverside/San Bernardino/Ontario CBSA	53
Atlanta/Sandy Springs/Marietta CBSA	52
Houston/Sugar Land/Baytown CBSA	49