

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

	% Newspaper Readers
Tampa/St.Petersburg/Clearwater CBSA	73.2
Minneapolis/St. Paul/Bloomington CBSA	69.3
Boston/Cambridge/Quincy CBSA	68.8
New York/Northern New Jersey/Long Island CBSA	68.6
Chicago/Naperville/Joliet CBSA	67.0
Philadelphia/Camden/Wilmington CBSA	66.5
Washington, D.C./Arlington/Alexandria CBSA	66.1
Baltimore/Towson CBSA	63.7
Detroit/Warren/Livonia CBSA	62.9
San Francisco/Oakland/Fremont CBSA	60.6
Seattle/Tacoma/Bellevue CBSA	57.5
St. Louis CBSA	56.2
Miami/Fort Lauderdale/Pompano Beach CBSA	54.2
Los Angeles/Long Beach/Santa Ana CBSA	52.6
San Diego/Carlsbad/San Marcos CBSA	52.6
Atlanta/Sandy Springs/Marietta CBSA	52.3
Dallas/Fort Worth/Arlington CBSA	51.0
Houston/Sugar Land/Baytown CBSA	50.6
Phoenix/Mesa/Scottsdale CBSA	50.3
Riverside/San Bernardino/Ontario CBSA	50.2

Source: Scarborough Research Multi-Market Study 2009 (R1) CBSA Markets

