CONSUMER INSIGHTS TO DRIVE GROWTH

GO TO MARKET WITH KARE.
STOWELL DATA METHODOLOGY
DATA COLLECTION: MARCH 27 – APRIL 10, 2019

- Mixed  |  landline, cellular, & online surveys
- Random sample, proportionate to adult population
- No diaries or questionnaires
- 1,000 completed Adults 18+ interviews
- 8 counties included (see right)
- +/- 3.1% at 95% confidence level
- 20 – 25 minute interview average
- Completely customized survey
- Double-blind interviewing style

ANOKA  |  CARVER  |  DAKOTA  |  HENNEPIN
RAMSEY  |  SCOTT  |  WASHINGTON  |  WRIGHT
## AUDIENCE OVERVIEW

### Weekly Cume:
- **KARE 11**: 1,028,000
- **WCCO**: 1,026,000
- **5 Eyewitness News**: 806,000
- **FOX 9**: 940,000

### Gender:
- **KARE 11**: 55% female
- **WCCO**: 51% female
- **5 Eyewitness News**: 53% female
- **FOX 9**: 49% female

### Average Age:
- **KARE 11**: 47
- **WCCO**: 50
- **5 Eyewitness News**: 49
- **FOX 9**: 45

### Parents:
- **KARE 11**: 59%
- **WCCO**: 54%
- **5 Eyewitness News**: 58%
- **FOX 9**: 59%

### College Educated:
- **KARE 11**: 54%
- **WCCO**: 51%
- **5 Eyewitness News**: 50%
- **FOX 9**: 41%

### Employed:
- **KARE 11**: 62%
- **WCCO**: 60%
- **5 Eyewitness News**: 63%
- **FOX 9**: 63%

### Household Income:
- **KARE 11**: $89,742
- **WCCO**: $84,597
- **5 Eyewitness News**: $83,902
- **FOX 9**: $81,368

### Homeowners:
- **KARE 11**: 70%
- **WCCO**: 71%
- **5 Eyewitness News**: 72%
- **FOX 9**: 64%

### Business Owners:
- **KARE 11**: 10%
- **WCCO**: 9%
- **5 Eyewitness News**: 12%
- **FOX 9**: 12%

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Source: Leigh Stowell 2019 Among Adults 18+. Measured on a weekly cume of viewership of all station newscasts.
WHO ARE THESE TRAVELERS?

DEMOGRAPHICS

47% 53%  
GENDER

28%  
CHILDREN UNDER 18 IN THE HOME

50%  
MARRIED

$89,794  
HOUSEHOLD INCOME

$362  
MONTHLY DISPOSABLE INCOME

26% 28%  
CHILDREN UNDER 18 IN THE HOME

50%  
COLLEGE GRADUATE

69%  
HOMEOWNERS

71%  
EMPLOYED

AVERAGE AGE: 46

18-24 12%  
25-34 20%  
35-44 14%  
45-54 19%  
55-64 19%  
65+ 16%

Source: Leigh Stowell 2019 among Adults 18+ who have taken an overnight trip in MN in the past year (n=419, which represents 1,045,000)
REACHING THESE TRAVELERS
WHY TV, DIGITAL, AND SOCIAL?

WHAT IS THEIR PRIMARY SOURCE FOR LOCAL NEWS?

Television, 45%
Radio, 9%
Newspaper, 13%
News websites or apps, 17%
Social media, 17%

WHAT IS THE MOST EFFECTIVE MARKETING MEDIUM AMONG THIS DEMOGRAPHIC?

Television, 27%
Social media, 23%
Internet, 22%
Direct mail, 9%
Radio, 7%
Magazine, 4%
Newspaper, 4%
Outdoor, 2%
Word of mouth, 2%

Source: Leigh Stowell 2019 among Adults 18+ who have taken an overnight trip in MN in the past year (n=419, which represents 1,045,000)
THEIR GO-TO STATION
WHY KARE?

WHAT IS THEIR FAVORITE STATION FOR LOCAL NEWS?

- KARE, 37%
- WCCO, 31%
- KMSP, 19%
- KSTP, 13%

WHAT LOCAL SITES AND APPS DO THEY VISIT ON A WEEKLY BASIS?

- StarTribune: 251,000
- KARE 11: 191,000
- WCCO: 134,000
- Fox9: 127,000
- KSTP: 123,000
- TwinCities: 86,000

Source: Leigh Stowell 2019 among Adults 18+ who have taken an overnight trip in MN in the past year (n=419, which represents 1,045,000)
KARE LEADS ACROSS MOST DAYPARTS

THESE TRAVELERS LOOK TO KARE THROUGHOUT THE DAY

Source: Leigh Stowell 2019 among Adults 18+ who have taken an overnight trip in MN in the past year (n=419, which represents 1,045,000)
# KARE 11 TV

**TOP SHOWS (M-F) FOR THESE TRAVELERS (EXCLUDING PRIME & SPORTS, BASED ON A WEEKLY CUME)**

<table>
<thead>
<tr>
<th>PROGRAM</th>
<th>TARGET DEMO VIEWERS</th>
<th>INDEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>KARE 11 News, 10-10:35 PM</td>
<td>285,000</td>
<td>120</td>
</tr>
<tr>
<td>Jeopardy!, 4:30-5 PM</td>
<td>233,000</td>
<td>128</td>
</tr>
<tr>
<td>Jimmy Fallon, 10:35-11:35 PM</td>
<td>211,000</td>
<td>117</td>
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<tr>
<td>KARE 11 News, 5-5:30 PM</td>
<td>195,000</td>
<td>111</td>
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<tr>
<td>KARE 11 News, 6-6:30 PM</td>
<td>170,000</td>
<td>107</td>
</tr>
<tr>
<td>Today Show, 7-10 AM</td>
<td>138,000</td>
<td>107</td>
</tr>
<tr>
<td>KARE 11 News, 6-7 AM</td>
<td>116,000</td>
<td>100</td>
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<tr>
<td>KARE 11 News, 4-4:30 PM</td>
<td>116,000</td>
<td>115</td>
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<tr>
<td>KARE 11 News, 4:30-5 AM</td>
<td>98,000</td>
<td>119</td>
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<tr>
<td>Jeopardy!, 11:30 AM-Noon</td>
<td>97,000</td>
<td>116</td>
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<tr>
<td>KARE 11 at 11, 11-11:30 AM</td>
<td>85,000</td>
<td>117</td>
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<tr>
<td>ET, 3:30-4 PM</td>
<td>76,000</td>
<td>145</td>
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<td>Rachael Ray, 1-2 PM</td>
<td>70,000</td>
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<tr>
<td>KARE 11 News, 5-6 AM</td>
<td>69,000</td>
<td>104</td>
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<tr>
<td>Seth Meyers, 11:35 PM</td>
<td>67,000</td>
<td>119</td>
</tr>
<tr>
<td>Hoda &amp; Jenna, 10-11 AM</td>
<td>55,000</td>
<td>139</td>
</tr>
</tbody>
</table>

Source: Leigh Stowell 2019 among Adults 18+ who have taken an overnight trip in MN in the past year (n=419, which represents 1,045,000)
TARGETING ON OTT
WHY OVER THE TOP?

ADULTS 18+ WHO RECEIVE TV CONTENT WITH AN ONLINE SUBSCRIPTION SERVICE

74% of these travelers watch TV with an OTT streaming device

62% growth between 2016 and 2019

HOW LONG DO THEY WATCH?

- 1 Hour: 24%
- 1-2 Hours: 25%
- 2-4 Hours: 10%
- 4+ Hours: 12%

Source: Leigh Stowell 2014-2019; adults 18+ who use an online television subscription service and among Adults 18+ who have taken an overnight trip in MN in the past year (n=419, which represents 1,045,000)
EXTEND A CAMPAIGN’S REACH
WHO WOULD OTHERWISE BE UNEXPOSED?

83% of streamers also have traditional TV. In this case, OTT builds frequency.

17% of streamers do not have TV. That’s 222,700 people that a campaign would miss if not for OTT.

Source: Leigh Stowell 2018 Among Adults 18+ Who Receive TV content through a streaming device or streaming online (n=535 which represents 1,310,000)
THANK YOU