CONSUMER INSIGHTS TO DRIVE GROWTH
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
## AUDIENCE OVERVIEW

<table>
<thead>
<tr>
<th></th>
<th>KARE 11</th>
<th>WCCO</th>
<th>Eyewitness News</th>
<th>FOX 9</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weekly Cume:</td>
<td>1,028,000</td>
<td>1,026,000</td>
<td>806,000</td>
<td>940,000</td>
</tr>
<tr>
<td>Gender:</td>
<td>55% female</td>
<td>51% female</td>
<td>53% female</td>
<td>49% female</td>
</tr>
<tr>
<td>Average Age:</td>
<td>47</td>
<td>50</td>
<td>49</td>
<td>45</td>
</tr>
<tr>
<td>Parents:</td>
<td>59%</td>
<td>54%</td>
<td>58%</td>
<td>59%</td>
</tr>
<tr>
<td>College Educated:</td>
<td>54%</td>
<td>51%</td>
<td>50%</td>
<td>41%</td>
</tr>
<tr>
<td>Employed:</td>
<td>62%</td>
<td>60%</td>
<td>63%</td>
<td>63%</td>
</tr>
<tr>
<td>Household Income:</td>
<td>$89,742</td>
<td>$84,597</td>
<td>$83,902</td>
<td>$81,368</td>
</tr>
<tr>
<td>Homeowners:</td>
<td>70%</td>
<td>71%</td>
<td>72%</td>
<td>64%</td>
</tr>
<tr>
<td>Business Owners:</td>
<td>10%</td>
<td>9%</td>
<td>12%</td>
<td>12%</td>
</tr>
</tbody>
</table>

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

DEMOGRAPHICS

- Gender: 39% Male, 61% Female
- Children under 18 in the home: 21%
- Married: 50%
- Household Income: $92,349
- Homeowners: 75%
- College Graduate: 68%
- Monthly Disposable Income: $486

Average Age: 51

- 18-24: 8%
- 25-34: 16%
- 35-44: 14%
- 45-54: 12%
- 55-64: 22%
- 65+: 27%

Source: Leigh Stowell 2019 among Adults 18+ who have attended any live theater in the past year (n=232, which represents 579,000)
REACHING THESE FANS

WHY TV, DIGITAL, AND SOCIAL?

WHAT IS THEIR PRIMARY SOURCE FOR LOCAL NEWS?

- Television, 43%
- Social media, 18%
- Newspaper, 17%
- News websites or apps, 15%
- Radio, 8%

WHAT IS THE MOST EFFECTIVE MARKETING MEDIUM AMONG THIS DEMOGRAPHIC?

- Social media: 29%
- Television: 19%
- Internet: 18%
- Newspaper: 12%
- Radio: 6%
- Direct mail: 6%
- Magazine: 5%
- Word of mouth: 3%
- Outdoor: 1%

Source: Leigh Stowell 2019 among Adults 18+ who have attended any live theater in the past year (n=232, which represents 579,000)
WHAT IS THEIR FAVORITE STATION FOR LOCAL NEWS?

- **KARE, 39%**
- **WCCO, 34%**
- **KSTP, 15%**
- **KMSP, 13%**

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

- **StarTribune**: 172,000
- **KARE 11**: 94,000
- **WCCO**: 80,000
- **TwinCities**: 52,000
- **KSTP**: 43,000
- **Fox9**: 28,000

Source: Leigh Stowell 2019 among Adults 18+ who have attended any live theater in the past year (n=232, which represents 579,000)
## KARE 11 TV

**TOP SHOWS (M-F) FOR THEATRE FANS (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>Today Show, 7-9 AM</td>
<td>57,000</td>
<td>297</td>
</tr>
<tr>
<td>Jimmy Fallon, 10:35-11:35 PM</td>
<td>45,000</td>
<td>160</td>
</tr>
<tr>
<td>KARE 11 News, 5-5:30 PM</td>
<td>37,000</td>
<td>130</td>
</tr>
<tr>
<td>KARE 11 News, 6-6:30 PM</td>
<td>36,000</td>
<td>126</td>
</tr>
<tr>
<td>KARE 11 News, 10-10:35 PM</td>
<td>34,000</td>
<td>109</td>
</tr>
<tr>
<td>KARE 11 News, 6-7 AM</td>
<td>31,000</td>
<td>182</td>
</tr>
<tr>
<td>Jeopardy!, 4:30-5 PM</td>
<td>30,000</td>
<td>124</td>
</tr>
<tr>
<td>KARE 11 at 11, 11-11:30 AM</td>
<td>26,000</td>
<td>333</td>
</tr>
<tr>
<td>Kathie Lee &amp; Hoda, 10-11 AM</td>
<td>18,000</td>
<td>227</td>
</tr>
<tr>
<td>KARE 11 News, 4-4:30 PM</td>
<td>15,000</td>
<td>140</td>
</tr>
<tr>
<td>KARE 11 News, 5-6 AM</td>
<td>15,000</td>
<td>156</td>
</tr>
<tr>
<td>Seth Meyers, 11:35 PM</td>
<td>12,000</td>
<td>150</td>
</tr>
<tr>
<td>Megyn Kelly Today, 9-10 AM</td>
<td>10,000</td>
<td>201</td>
</tr>
<tr>
<td>KARE 11 News, 4:30-5 AM</td>
<td>9,000</td>
<td>174</td>
</tr>
<tr>
<td>The Daily Blast Live, 2-3 PM</td>
<td>4,000</td>
<td>227</td>
</tr>
</tbody>
</table>

Source: Leigh Stowell 2019 among Adults 18+ who have attended any live theater in the past year (n=232, which represents 579,000)
TARGETING ON OTT
WHY OVER THE TOP?

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

<table>
<thead>
<tr>
<th>Year</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Growth</td>
<td>34%</td>
<td>38%</td>
<td>42%</td>
<td>51%</td>
<td>54%</td>
<td>68%</td>
</tr>
</tbody>
</table>

62% growth between 2016 and 2019

75% of theatre fans watch TV with an OTT streaming device

HOW LONG DO THEY WATCH?

- 1 Hour: 25%
- 1-2 Hours: 27%
- 2-4 Hours: 11%
- 4+ Hours: 9%

Source: Leigh Stowell 2014-2019; adults 18+ who use an online television subscription service and among Adults 18+ who have attended any live theater in the past year (n=232, which represents 579,000)
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