

# M | State

*One College. Four Campuses. Online.*



## Reaching Prime Student Prospects for Minnesota Community and Technical College



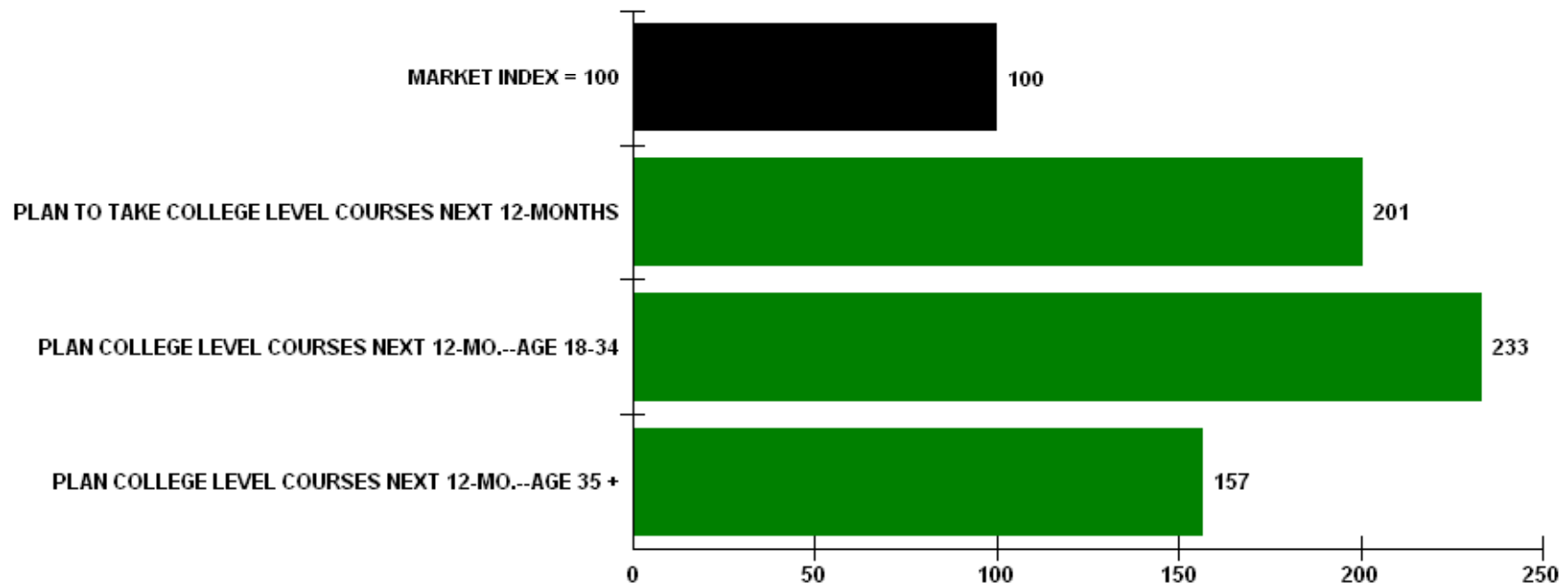
The Onion readers are 101% more likely than the average adult in Minneapolis to be planning to take college level classes during the next 12 months.

Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT  
Market: MINNEAPOLIS-ST. PAUL, MN for MAR-APR/SEP-OCT 2009  
Bases: ADULTS AGE 18+  
Media: THE ONION

THE MEDIA AUDIT

Most Often Index

### The Onion is Highly Targeted & Efficient in Reaching those Planning College



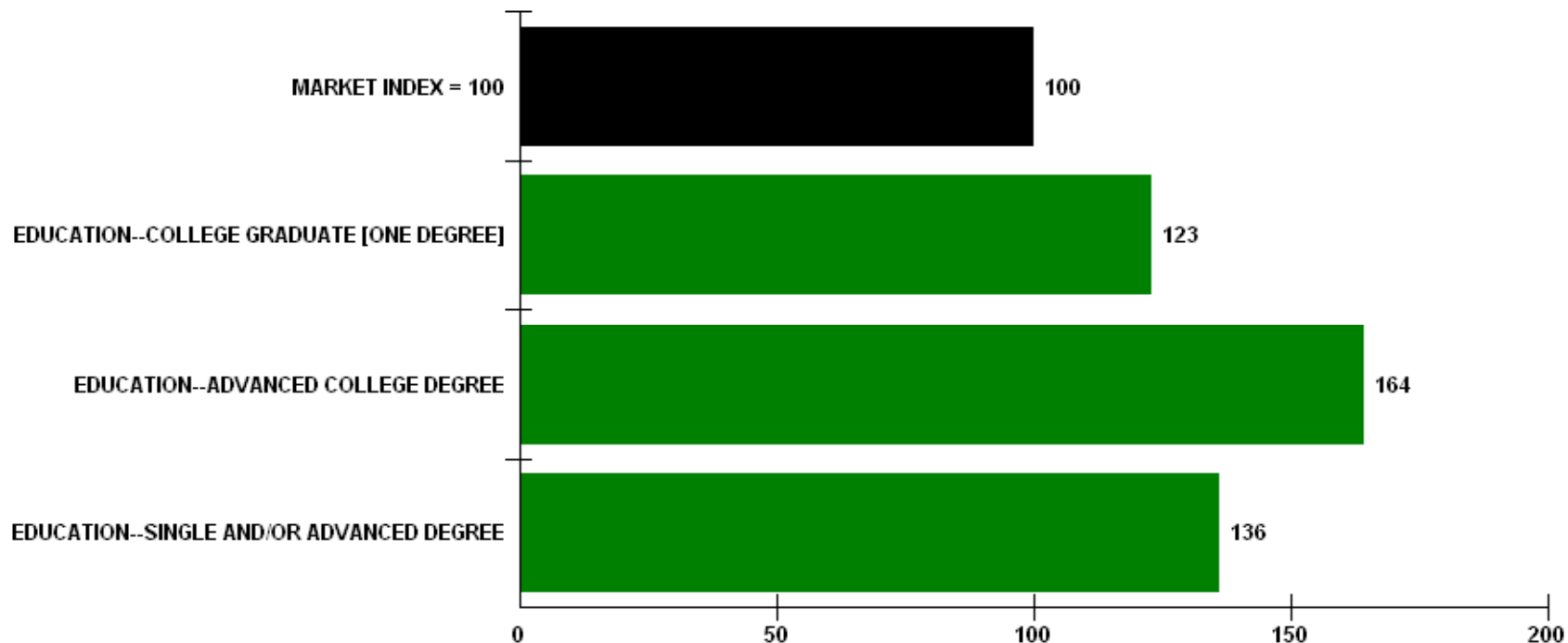
The Onion readers are 23% more likely than the average adult in Minneapolis to attain a College Degree...and 64% more likely to attain an Advanced Degree

Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT  
 Market: MINNEAPOLIS-ST. PAUL, MN for MAR-APR/SEP-OCT 2009  
 Bases: ADULTS AGE 18+  
 Media: THE ONION

THE MEDIA AUDIT

Cume Index

### The Onion Readers Pursue Higher Education



## The Onion Reaches nearly 60,000 adults Planning to Attend College During the Next 12 Months.

Report: RANKER REPORT  
Market: MINNEAPOLIS-ST. PAUL, MN for MAR-APR/SEP-OCT 2009  
Bases: ADULTS AGE 18+  
Target: PLAN TO TAKE COLLEGE LEVEL COURSES NEXT 12-MONTHS

THE MEDIA AUDIT

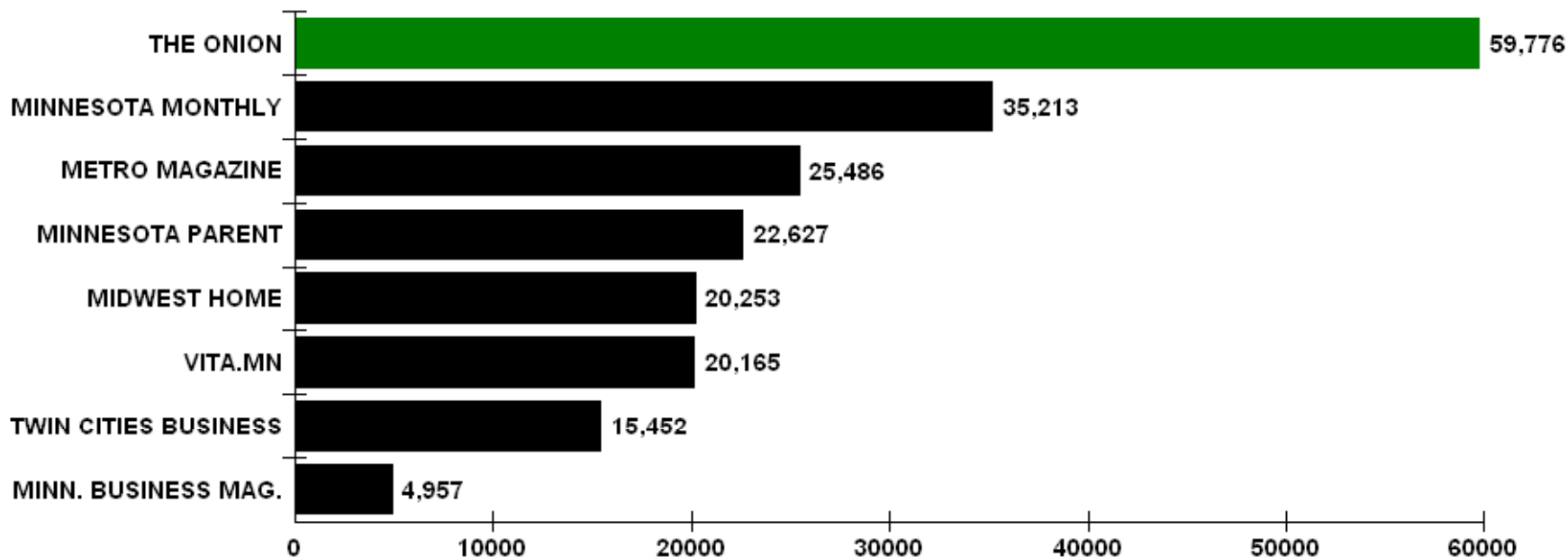
Cume Ratings

Base Population: 2,439,729

% In Target: 15.0%

Target Persons: 365,605

### THE ONION REACHES THE MOST ADULTS 18+ PLANNING TO ATTEND COLLEGE THIS YEAR



The Onion Readers  
 Spend the Most Annually on College Tuition.

Report: ANNUAL CONSUMER BUYING POWER RANKER REPORT  
 Market: MINNEAPOLIS-ST. PAUL, MN for MAR-APR/SEP-OCT 2009  
 Bases: ADULTS AGE 18+  
 Target: COLLEGE TUITION

THE MEDIA AUDIT

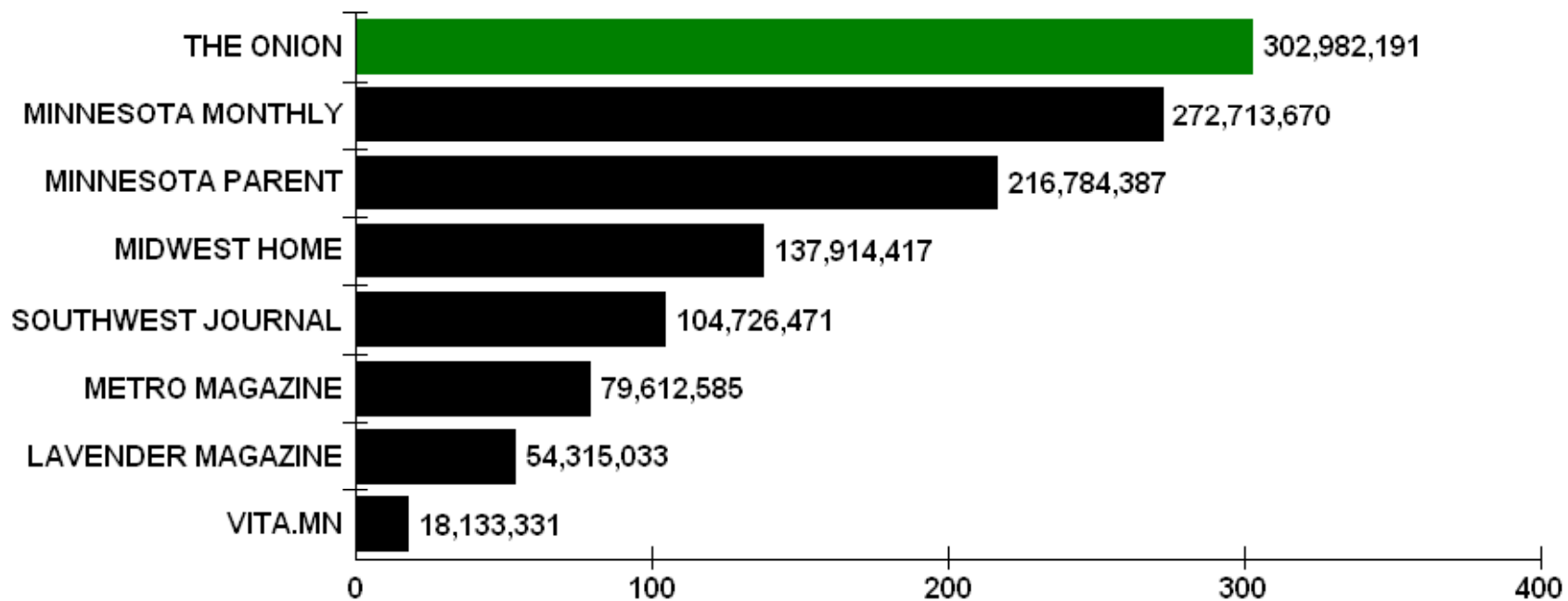
Total Expenditures -- Cume Rating \$'s

Base Population: 2,439,729

% In Target: 10.2%

Target Persons: 248,985

**The Onion Readers Spend nearly \$303 MIL Annually on Tuition**



Report: MEDIA QUICK PROFILE  
 Market: MINNEAPOLIS-ST. PAUL, MN for MAR-APR/SEP-OCT 2009  
 Bases: ADULTS AGE 18+  
 Media: THE ONION

THE MEDIA AUDIT

All Groups  
TOTAL

Base Population: 2,439,729

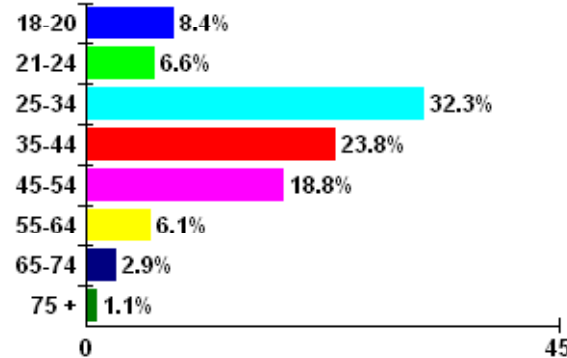
% in Media: 13.0

Media Persons: 315,991

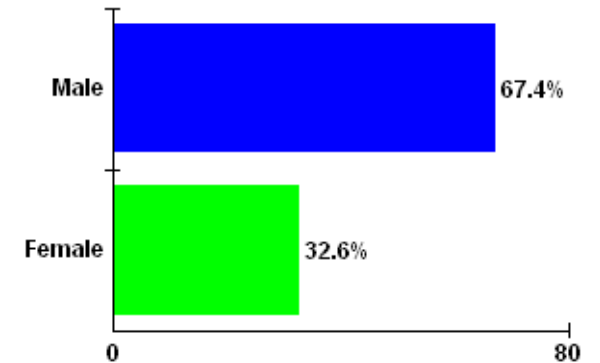
**Audience Profile**

**Total Income:** \$26,884,706,750  
**Mean Income:** \$85,081  
**Mean Age:** 37  
**Home Owners:** 77%  
**Mean Home Value:** \$302,172  
**Mean Miles Past Week:** 216

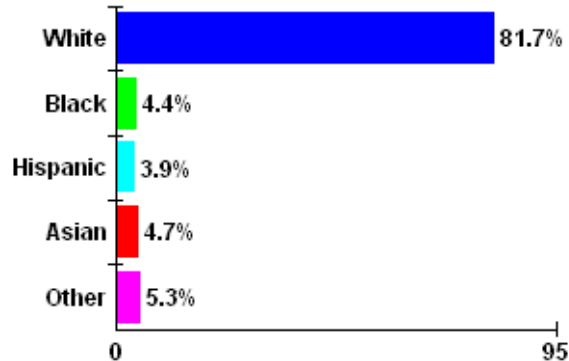
**Age Analysis**



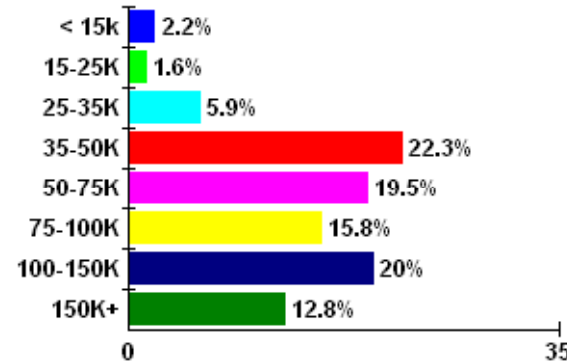
**Gender Profile**



**Ethnicity Profile**



**Annual Income**



**Education Profile**

