Our Audience

University of Minnesota Population

Source: University of Minnesota Institutional Data and Research

40,000+ Undergraduate Students

25,000+ Faculty & Staff

15,000+ Graduate Students

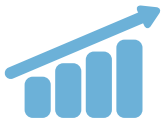


Where Students Come From



- 55% from the Twin Cities Metro area
- 68% are from Minnesota
- 32% are from outside Minnesota
- 10% are from outside the U.S.

Post-Grad



10 years after graduating, alumni outearn peers in their fields by an average of **16.3%**



24% of graduates pursue further education



66% of graduates stay in Minnesota 10 years after graduation

Disposable Income

Per Month

66% > $150

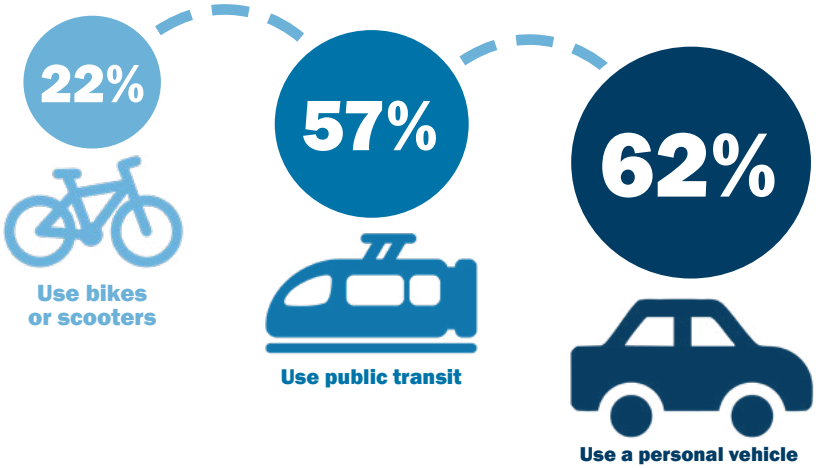
40% > $300

19% > $600



Minnesota Daily Readers

Source: Minnesota Daily Spending Habits Survey, Fall 2025



In-Person Purchasing Preference



- 49% Beauty & Wellness
- 52% Household Goods
- 71% Clothing & Accessories
- 80% Food & Beverage
- 84% Groceries

Finances

35% have a student loan

17% have an auto loan

17% have a home loan



36% own stocks

6% own cryptocurrency

74% use reward discounts

87% have a savings account

97% have a checking account