



# Minneapolis–St. Paul International Airport

St. Paul, MN

JCDecaux

## Overview

Minneapolis-St. Paul International Airport (MSP) is conveniently located within 30 minutes of the downtowns of both Minneapolis and St. Paul, Minnesota; it is the airport of choice for the region's 3.3 million residents. A hub for Delta Airlines, MSP is the 15th busiest airport in the U.S., is served by 12 passenger carriers and offers over 130 domestic and international destinations.

Minneapolis is known for its diverse economic base, including Fortune 500 companies Target Corporation, U.S. Bancorp and General Mills. The city is also home to Ameriprise Financial, Medtronic, Xcel Energy and PepsiAmericas, as well as a host of other major companies. St. Paul, the state's capital, is rich with blue-chip corporations such as The Travelers Companies, 3M, EcoLab and St. Jude Medical Manufacturers.

Minneapolis-St. Paul serves as a gateway for tourists destined for the nation's largest shopping center, The Mall of America, only minutes away. The Twin Cities area is also considered the capital for the arts in the Midwest, thanks to its numerous theaters, museums and music halls. Professional sports are a way of life in this market, attracting fans for MLB baseball (the Twins), NFL football (the Vikings), NBA basketball (the Timberwolves) and NHL hockey (the Wild).

## Fast Facts

2010 total passengers	<b>32,725,566</b>
Average monthly passengers	<b>2,727,131</b>
% Domestic travelers	<b>92%</b>
% International travelers	<b>8%</b>
% Business passengers	<b>32%</b>
Total number of terminals	<b>2</b>
Total number of airlines	<b>12</b>

## Travelers' Demographic and Lifestyle Summary

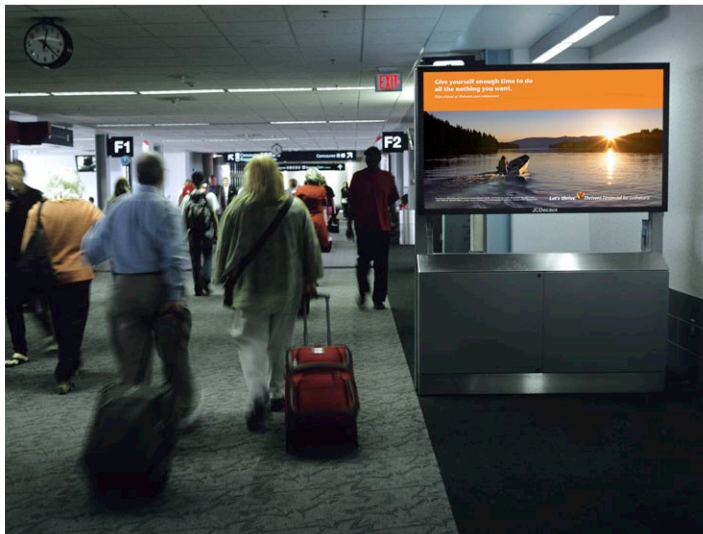
Average Household Income	<b>\$90,118</b>
Average Age	<b>47</b>
Average market value of owned home	<b>\$296,802</b>

## Market Penetration

46% of the Minneapolis-St. Paul DMA adults traveled by air in the past year; of these adults, 98% departed from Minneapolis-St. Paul International Airport. MSP is the primary point of departure for this region.

## Residence of Minneapolis-St. Paul International Airport Travelers by County

Hennepin	<b>39%</b>
Dakota	<b>11%</b>
Ramsey	<b>10%</b>
Washington	<b>7%</b>
Anoka	<b>5%</b>
Scott	<b>4%</b>
Other counties (MN, WI)	<b>27%</b>





# Profile of all MSP Travelers

Adults in the Minneapolis - St. Paul DMA departing from MSP

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## Traveler Purchasing and Lifestyle Highlights

Advertising at MSP reaches the most desirable audience of the Minneapolis-St. Paul DMA; air travelers are highly educated, affluent individuals with active lifestyles, and they influence major purchase decisions for the home and business.

### Automotive

- MSP air travelers represent a potential of over \$2.6 billion in new vehicle sales in the next 12 months!
- They are twice as likely to pay \$35,000+ for a new vehicle in the next year as the typical adult in the Minneapolis-St. Paul DMA

#### Index

New car owned is Audi	221
New car owned is Infiniti	221
New car owned is Saab	221
New car owned is Volvo	221
New car owned is BMW	189

### Apparel (yr)

#### Index

Spent \$500+ on women's shoes	221
Spent \$500+ on men's shoes	221
Spent \$500+ on men's business clothing	214
Spent \$500+ on women's business clothing	174
Spent \$500+ on men's casual clothing	145
Spent \$500+ on women's casual clothing	122

### Jewelry

- MSP air travelers spend an average of \$370 on jewelry each year
- They are more than twice as likely to spend \$500+ on costume jewelry each year than the average adult in the Minneapolis-St. Paul DMA
- They represent 54% of all the adults in the Minneapolis-St. Paul DMA who purchased fine jewelry in the last year

### Health and Beauty

- Air travelers are twice as likely to spend \$500 or more on cosmetic products during the course of the year as the typical adult in the Minneapolis-St. Paul DMA
- They account for 38% of all the adults in the Minneapolis-St. Paul DMA who obtained reconstructive surgery during the last three years
- 39% of female travelers bought perfume, cosmetics and skin care products in the last year

### Recreation/Entertainment (yr) Index

Attended 3M Championship (PGA golf)	221
Visited Bucsh Gardens, Williamsburg	221
Visited Universal Studios, Florida	211
Attended comedy club	185
Attended Minnesota Orchestra	173
Attended Twin Cities Marathon	173
Visited an art museum	170
Attended Minnesota Vikings NFL game	156

- 83% of all adults in the Minneapolis DMA who have visited Las Vegas and been to a casino have traveled through MSP in the past year.
- 57% of all adults in the Minneapolis DMA who have eaten at a sit-down restaurant more than 10 times in the past month have traveled through MSP.

## Places Visited, by Highest Index (compared against DMA adults)

### Domestic (yr)

#### Index

Washington D.C.	214
Orlando	198
Phoenix	196
Las Vegas	180
Denver	172

### International (3 yrs)

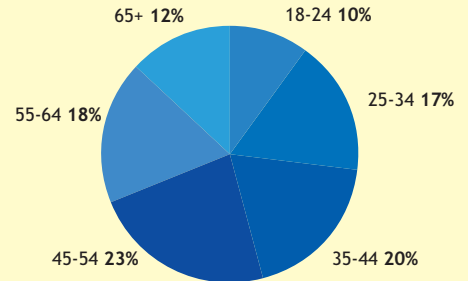
#### Index

Middle East	215
Central or South America	195
Europe	183
Cancun - Cozumel	180
Mexico	178
Japan - China - Far East	171

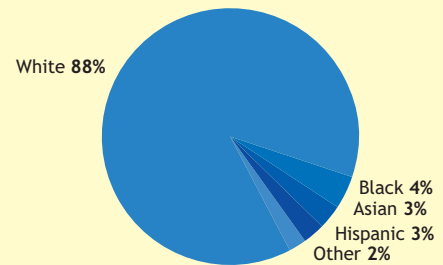
Male 46% Female 54%

## Percentage of Travelers by Age

Average Age: 46



## Percentage of Travelers by Race



## Education

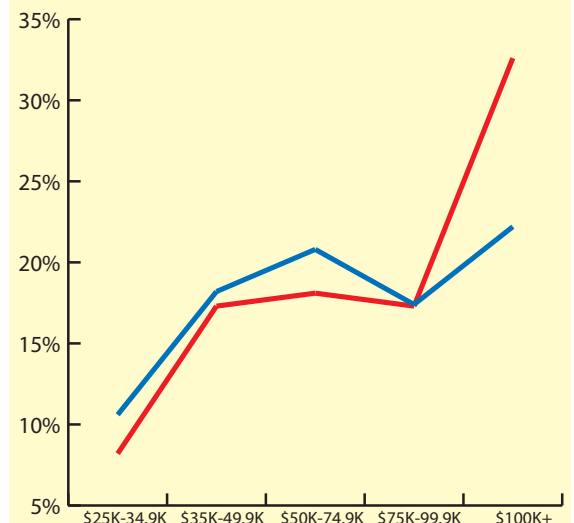
#### Index

Post Graduate degree	151
College Graduate or more	133

## Household Income

All MSP Travelers (Average HHI: \$90,117) —

Minneapolis-St. Paul DMA (Average HHI: \$75,848) —





# Profile of MSP Business Travelers

Adults in the Minneapolis - St. Paul DMA departing from MSP for business

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## Traveler Purchasing and Lifestyle Highlights

MSP business travelers exceed the national average in income, lifestyle, business responsibility and influence. Advertising at this airport reaches top managers and business decision makers.

### Corporate Purchasing Index

Business travel/convention arrangements	477
Information technology	304
Computer hardware/software	295
Overnight delivery services	263
Office equipment/supplies	212

### Financial (yr) Index

Household income is \$150,000+	230
Used a discount stock broker	194
Used online investing/stock trading	163
Used a financial planner	137
Has second home/real estate property	137
Has money market funds	136
Used an accountant	119

### Technology/Electronics (yr) Index

Use phone for stocks	321
Use phone for email	235
Use phone for sports scores	233
Use phone for IMing	224
Own a Smartphone	210
(Blackberry, iPhone, etc)	
Spent \$3,000+ on television	192

- The average amount spent per year on these electronic items is as follows: television, \$720; stereo equipment, \$739



### Internet Purchases (yr) Index

Wine	297
Travel arrangements	242
Cultural event tickets	237
Airline tickets	219
Sporting events tickets	194
Consumer electronics	187
Books	164
Movie tickets	154

- MSP business travelers spent an average of \$735 on internet purchases in the last year

### Leisure/Activity (yr) Index

Snowboarding	248
Skiing	196
Soccer	181
Boating	172
Yoga/Pilates	155
Golf	154

- 52% of MSP business travelers attended a professional sporting event in the last year; 37% attended a Minnesota Twins baseball game while 15% attended a Minnesota Wild hockey game

- The average number of professional sporting events they have attended in the last year is as follows: NFL game, 7; MLB game, 3; NHL game, 6; NBA game, 4

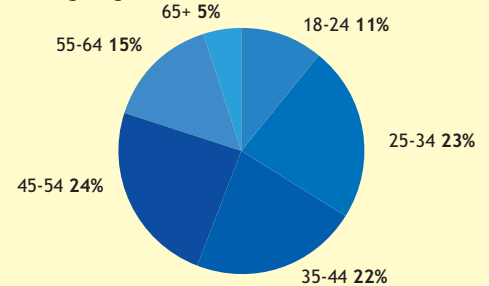
### Credit Cards

- 83% of MSP business travelers regularly charge their credit card
- The top choice of credit card payment among this demographic is VISA Gold/Platinum at 40% share
- They are more than one and a half times more likely to use an American Express Gold card than the average adult in the Minneapolis-St. Paul DMA

Male 57% Female 43%

## Percentage of Travelers by Age

Average Age: 43



## Employment Characteristics

### Percentage of professionals flying in the Minneapolis-St. Paul DMA, who depart from MSP

Attorneys/lawyers/judges	100%
Healthcare practitioners	100%
IT professionals	100%
Financial specialists	98%
Architects and engineers	93%

## Household Income

All MSP Business Travelers (Average HHI \$107,633) —  
Minneapolis-St. Paul DMA (Average HHI \$75,848) —

