

## Twins TV Ratings Up but Still Short of Vikings

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Television ratings for the Twins have been up recently, showing how winning impacts interest. The Twins' 5-1 victory over the Chicago White Sox on Sunday afternoon -- which coupled with Kansas City's victory over Detroit helped Minnesota clinch the American League Central title -- had an 11.5 rating and 25 share on WFTC (Ch. 29).

While the Twins have been winning this season, the Vikings have gone 2-2 this season and have seen a dip in ratings. Even with the .500 record, the disparity between the popularity of the NFL and MLB shows in the ratings for the Vikings.

The Vikings' 17-12 loss to the Buffalo Bills on Sunday had a season-low 23.6 rating and 54 share on Fox affiliate KMSP (Ch. 9).

That means 390,084 households were tuned into the Vikings, while 190,083 households had the Twins on -- a difference of 200,001 households.

( [The Star Tribune](#) )