

LEE ENTERPRISES AUDIENCE REPORT

January 2016 – June 2016



more.
more.

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Methodology

HOW: Telephone Survey

WHO: Randomly Selected Adults In Newspaper NDMS

WHEN: January 2016 – June 2016

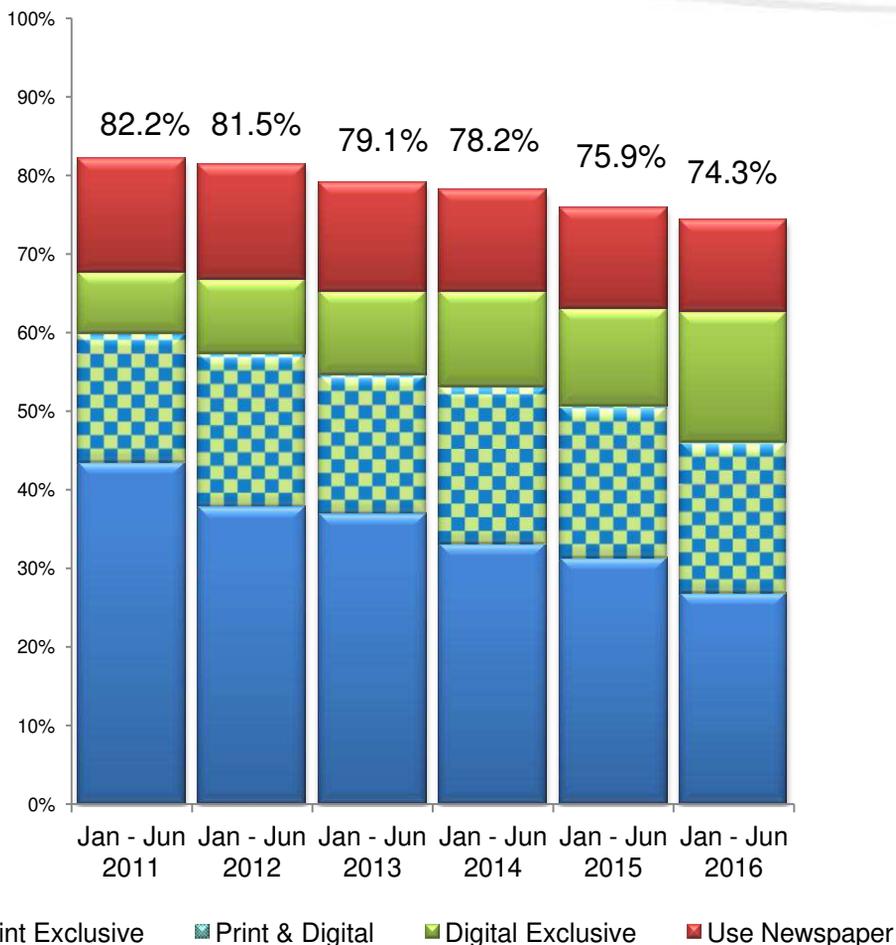
CONDUCTED BY: Thoroughbred Research Group, Louisville, KY

SAMPLE SIZE: 6,523 Total Interviews of Adults 18+

MARGIN OF ERROR: Total Sample (n=6,523) +/- 1.2% Points
5,584 Landline interviews and 939 cell phone interviews
Internet Users (n=5,186) +/- 1.4% Points

Print + Digital Reach

Q: Have you accessed the Lee website or app, read or used the Lee newspaper or done both in the past 7 days?



	BIL	BLM	DAV	LNC	MAD	MUN	SC	WOO	STL	RVNG	TUC	Jan-Jun. 2016	Jan-Jun. 2015	Jan-Jun. 2014	Jan-Jun. 2013	Jan-Jun. 2012	Jan-Jun. 2011
Print Exclusive	29.8%	21.4%	32.8%	24.7%	26.6%	21.6%	31.8%	33.2%	20.6%	33.3%	32.2%	26.8%	31.3%	33.1%	36.9%	37.8%	43.4%
Digital Exclusive	15.3%	22.8%	16.8%	24.9%	14.5%	17.7%	9.4%	15.8%	19.2%	13.4%	7.7%	16.6%	12.5%	12.1%	10.5%	9.4%	7.9%
Print & Digital	30.3%	29.1%	24.3%	31.5%	15.1%	22.6%	15.3%	14.0%	10.9%	22.8%	13.2%	19.3%	19.3%	20.0%	17.8%	19.6%	16.4%
Use Newspaper But Do Not Read	4.4%	5.8%	6.8%	2.8%	15.7%	16.1%	19.6%	12.6%	14.8%	9.7%	12.7%	11.6%	12.8%	13.0%	13.9%	14.7%	14.5%
Total Reach	79.8%	79.1%	80.7%	83.9%	71.9%	78.0%	76.1%	75.6%	65.5%	79.2%	65.8%	74.3%	75.9%	78.2%	79.1%	81.5%	82.2%
Base: All Adults	(n=502)	(n=502)	(n=501)	(n=500)	(n=501)	(n=501)	(n=503)	(n=502)	(n=1,505)	(n=503)	(n=503)	(n=6,523)	(n=6,495)	(n=7,803)	(n=7,800)	(n=7,813)	(n=7,877)
Margin of Error:	+/- 4.4% Points	+/- 2.5% Points	+/- 4.4% Points	+/- 4.4% Points	+/- 1.2% Points	+/- 1.2% Points	+/- 1.1% Points	+/- 1.1% Points	+/- 1.1% Points	+/- 1.1% Points							

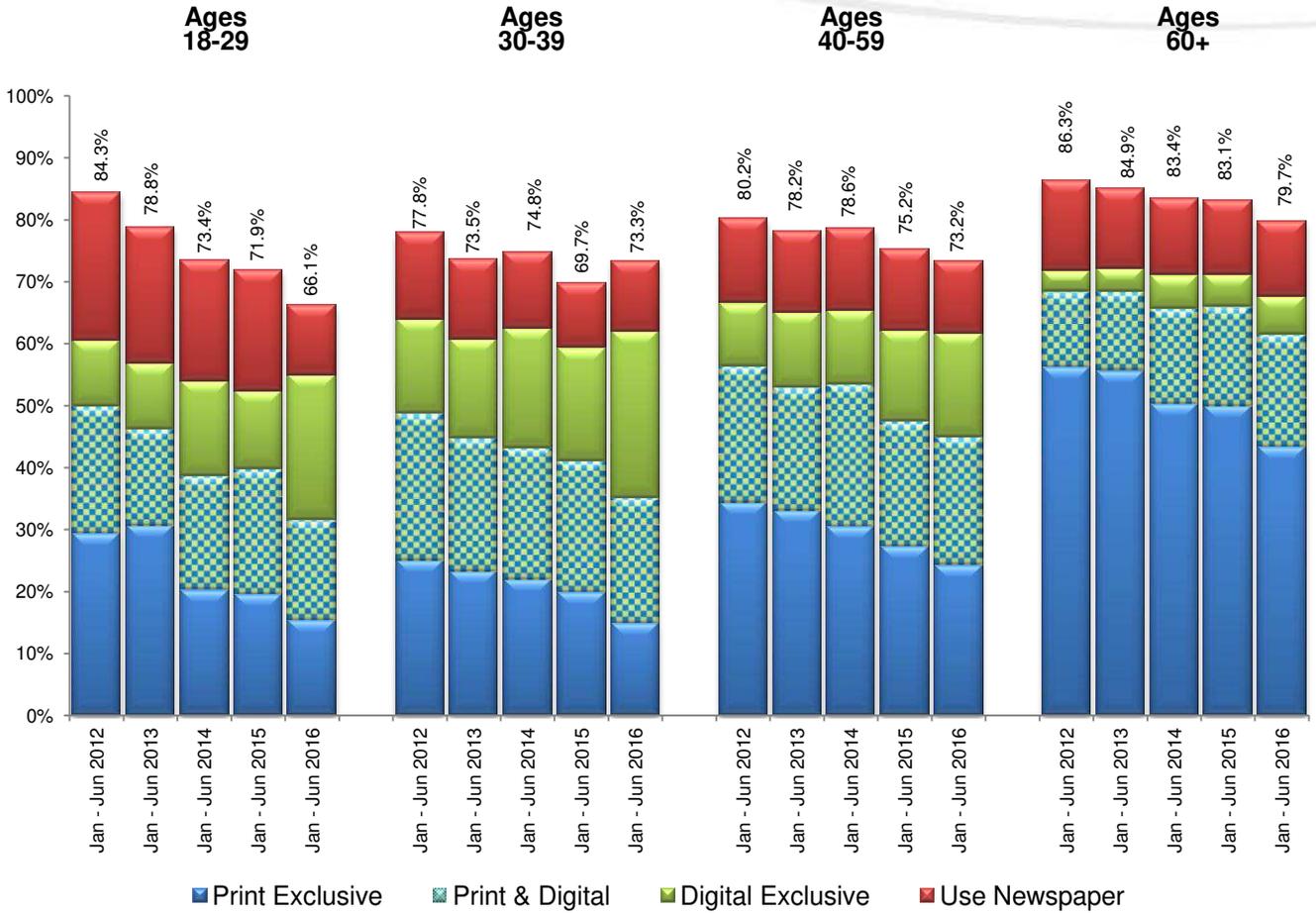
(Print = Read Print Past 7 Days, Digital = Visited Fixed Website, Mobile Website, Or Mobile App Past 7 Days)

Note: When Adults that 'use' the newspaper but have not read the printed version or visited the website in the past week are added, Lee newspapers and their digital products reach % of all adults each week. Starting in 2012, digital readership includes readers from the fixed website, mobile website, and mobile apps.



Print + Digital Reach Across Generations

Q: Have you accessed the Lee website or app, read or used the Lee newspaper or done both in the past 7 days?



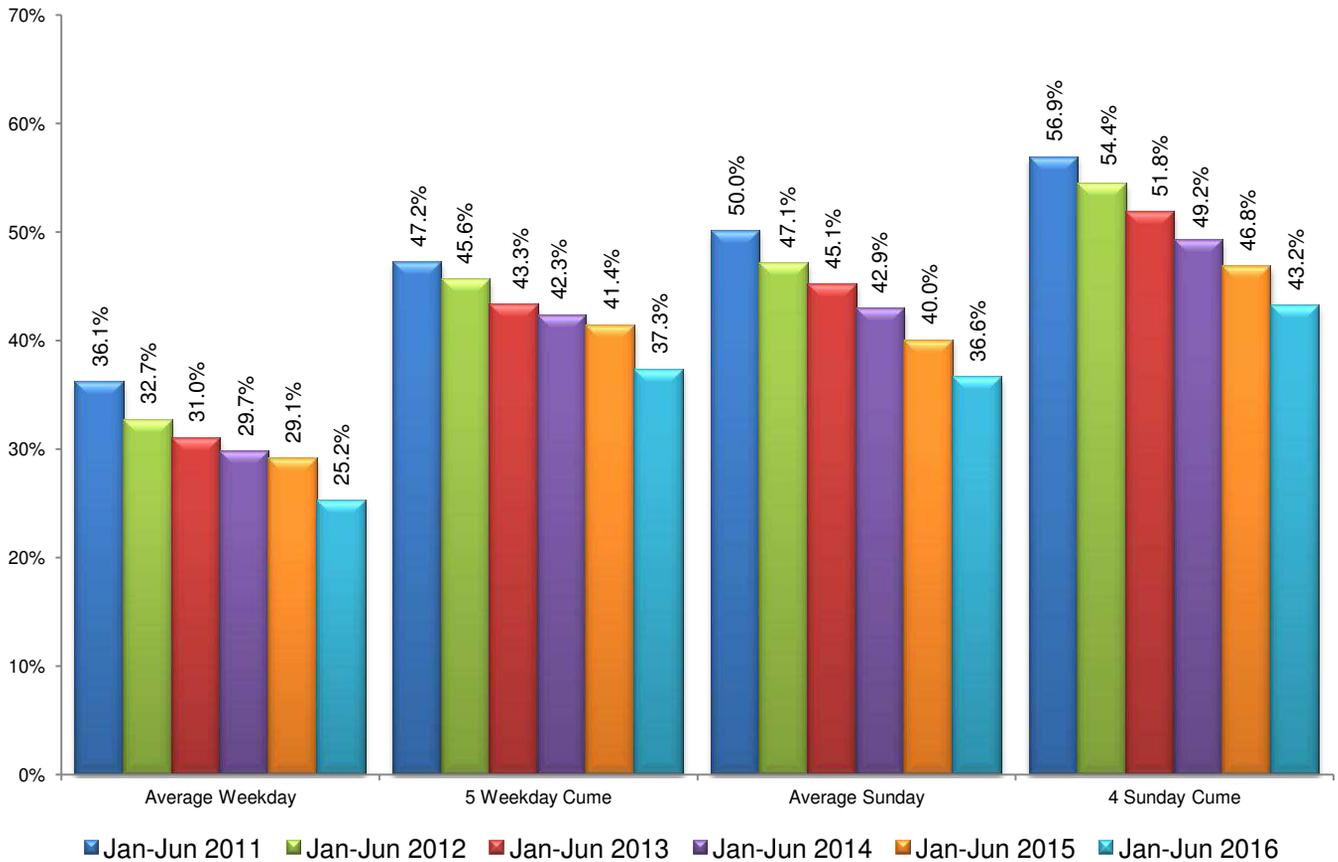
Past 7 Days	Ages (18-29)	Ages (30-39)	Ages (40-59)	Ages (60+)
Print Exclusive	15.3%	14.9%	24.3%	43.3%
Digital Exclusive	23.4%	26.8%	16.7%	6.2%
Print & Digital	16.2%	20.2%	20.7%	18.2%
Use Newspaper But Do Not Read	11.2%	11.4%	11.6%	12.0%
Total Reach	66.1%	73.3%	73.2%	79.7%

Base: Adults in each generation (n=231) (n=403) (n=1,915) (n=3,943)
 Margin of Error: +/- 6.4% Points +/- 4.9% Points +/- 2.2% Points +/- 1.6% Points



Average Readership

Q: Did you read the Lee newspaper yesterday?

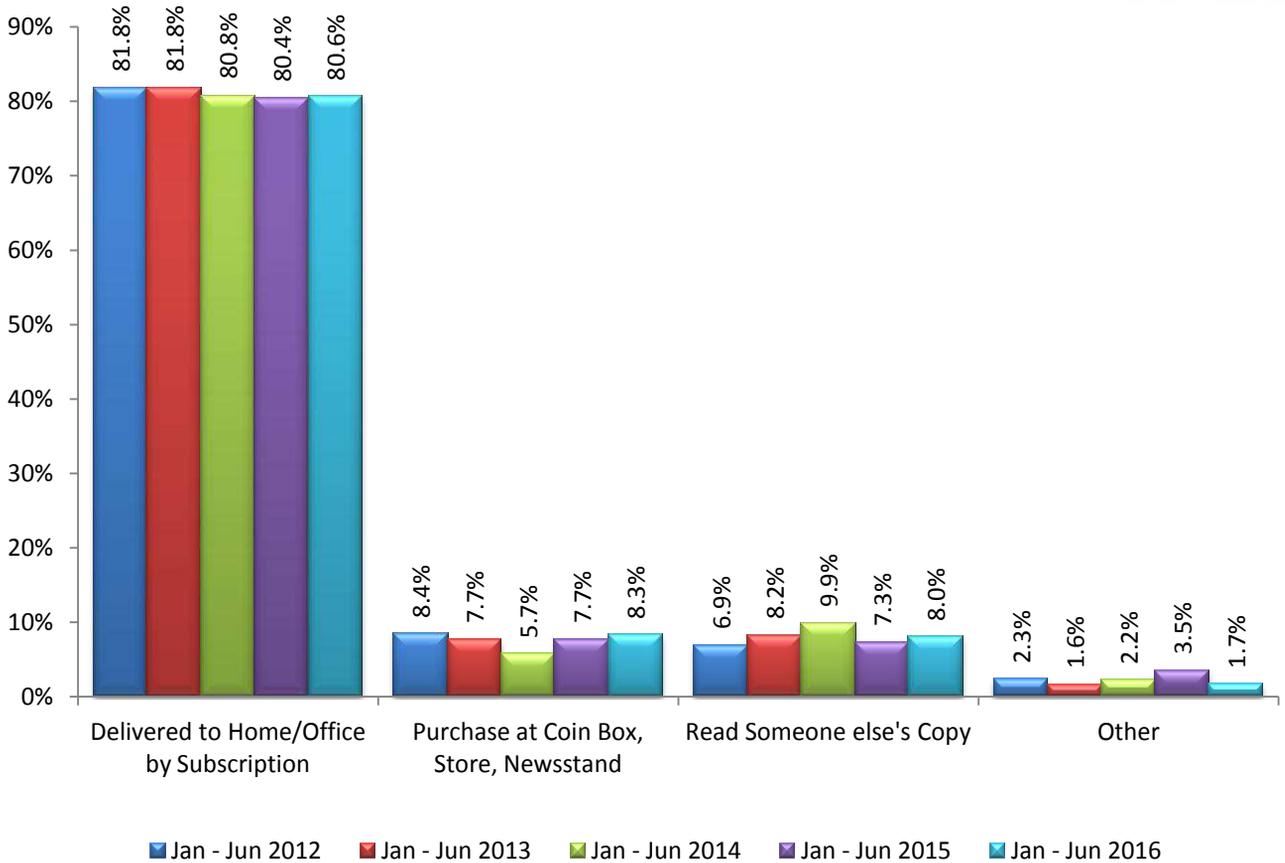


	BIL	BLM	DAV	LNC	MAD	MUN	SC	WOO	STL	RVNG	TUC	Jan-Jun 2016	Jan-Jun 2015	Jan-Jun 2014	Jan-Jun 2013	Jan-Jun 2012	Jan-Jun 2011
Average Weekday	36.4%	29.2%	36.2%	32.5%	25.8%	22.8%	26.3%	29.2%	12.1%	28.2%	24.7%	25.2%	29.1%	29.7%	31.0%	32.7%	36.1%
5 Weekday Cume	52.6%	41.6%	48.4%	50.0%	36.2%	34.9%	40.6%	36.9%	21.0%	43.2%	38.2%	37.3%	41.4%	42.3%	43.3%	45.6%	47.2%
Average Sunday	46.4%	41.3%	48.0%	45.0%	30.5%	36.9%	33.8%	39.0%	26.0%	41.4%	35.1%	36.6%	40.0%	42.9%	45.1%	47.1%	50.0%
4 Sunday Cume	52.6%	50.2%	56.9%	49.3%	39.4%	41.0%	40.7%	46.8%	31.2%	48.3%	42.8%	43.2%	46.8%	49.2%	51.8%	54.4%	56.9%
Base: All Adults	(n=502)	(n=502)	(n=501)	(n=500)	(n=501)	(n=501)	(n=503)	(n=502)	(n=1,505)	(n=503)	(n=503)	(n=6,523)	(n=6,495)	(n=7,803)	(n=7,800)	(n=7,813)	(n=7,877)
Margin of Error:	+/- 4.4% Points	+/- 2.5% Points	+/- 4.4% Points	+/- 4.4% Points	+/- 1.2% Points	+/- 1.2% Points	+/- 1.1% Points	+/- 1.1% Points	+/- 1.1% Points	+/- 1.1% Points							



Source of Weekday Newspaper

Q: Where do you usually get your copy of the daily, Monday through Friday, newspaper?



	BIL	BLM	DAV	LNC	MAD	MUN	SC	WOO	STL	RVNG	TUC	Jan - Jun 2016	Jan - Jun 2015	Jan - Jun 2014	Jan - Jun 2013	Jan - Jun 2012
Delivered to your home/office by subscription	80.9%	88.9%	82.0%	82.3%	66.9%	84.5%	77.1%	84.8%	79.4%	75.4%	82.4%	80.6%	80.4%	80.8%	81.8%	81.8%
Purchase at coin box, store, or newsstand	11.2%	1.4%	9.9%	4.8%	15.5%	6.3%	11.3%	5.3%	7.0%	9.1%	11.0%	8.3%	7.7%	5.7%	7.7%	8.4%
Read someone else's copy	7.4%	3.2%	4.0%	11.1%	17.0%	8.1%	9.1%	7.1%	7.9%	10.0%	5.5%	8.0%	7.3%	9.9%	8.2%	6.9%
Other	0.3%	0.7%	4.0%	1.0%	0.0%	0.4%	1.0%	1.3%	3.6%	4.4%	1.1%	1.7%	3.5%	2.2%	1.6%	2.3%

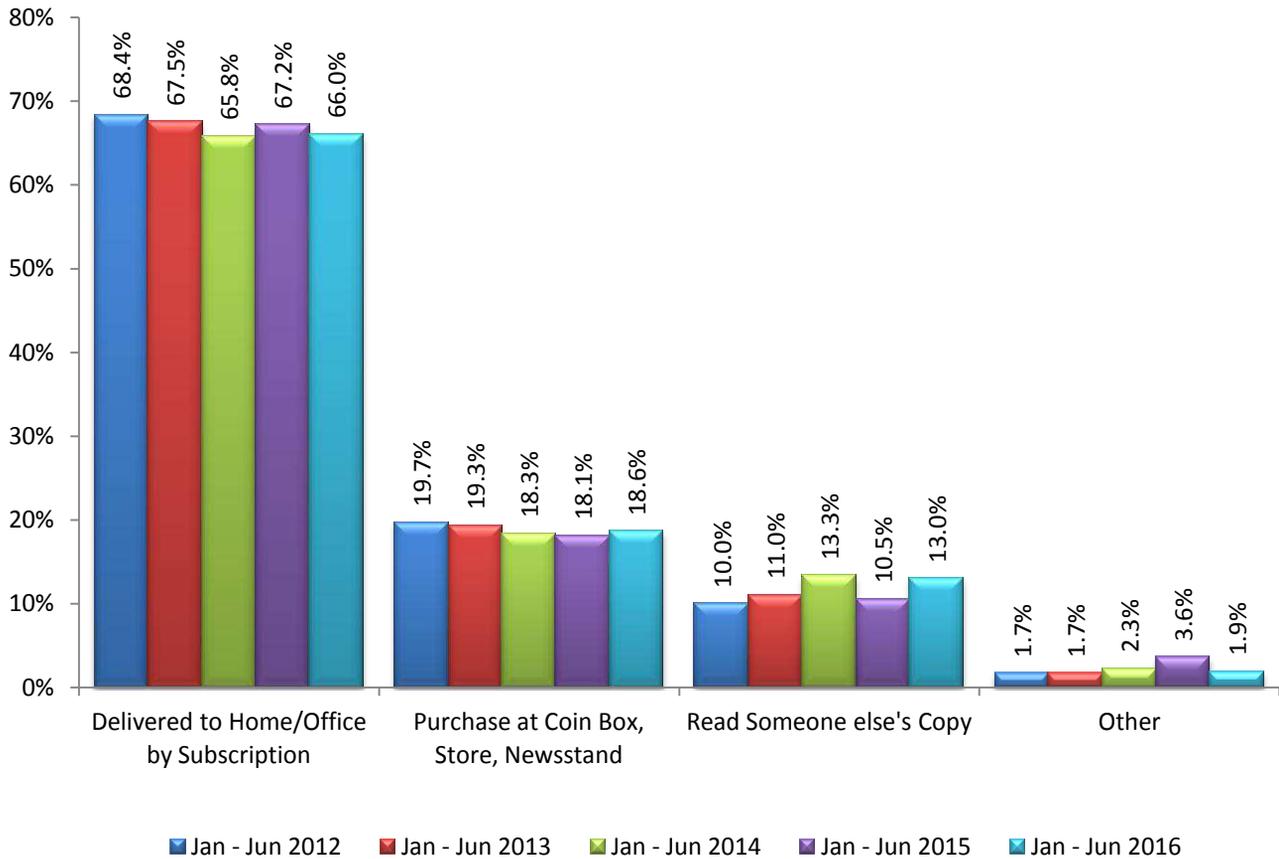
Base: Respondents who read, looked at, or used the weekday paper during the past week or were not sure.

Margin of Error:

(n=267)	(n=254)	(n=245)	(n=243)	(n=175)	(n=165)	(n=208)	(n=238)	(n=323)	(n=204)	(n=171)	(n=2,493)	(n=2,769)	(n=3,247)	(n=3,274)	(n=3,321)
+/- 6.0% Points	+/- 6.1% Points	+/- 6.3% Points	+/- 6.3% Points	+/- 7.4% Points	+/- 7.6% Points	+/- 6.8% Points	+/- 6.4% Points	+/- 5.5% Points	+/- 6.9% Points	+/- 7.5% Points	+/- 2.0% Points	+/- 1.9% Points	+/- 1.7% Points	+/- 1.7% Points	+/- 1.7% Points

Source of Sunday Newspaper

Q: Where did you get the Sunday newspaper you read or looked into most recently?



	BIL	BLM	DAV	LNC	MAD	MUN	SC	WOO	STL	RVNG	TUC	Jan - Jun 2016	Jan - Jun 2015	Jan - Jun 2014	Jan - Jun 2013	Jan - Jun 2012
Delivered to your home/office by subscription	64.6%	81.9%	68.6%	76.1%	58.9%	67.3%	56.3%	75.5%	55.9%	61.4%	65.7%	66.0%	67.2%	65.8%	67.5%	68.4%
Purchase at coin box, store, or newsstand	16.9%	7.7%	15.2%	14.0%	21.5%	18.4%	26.9%	16.0%	23.5%	22.2%	21.3%	18.6%	18.1%	18.3%	19.3%	19.7%
Read someone else's copy	17.4%	8.3%	13.0%	9.6%	16.0%	11.8%	16.0%	7.3%	17.0%	13.8%	10.4%	13.0%	10.5%	13.3%	11.0%	10.0%
Other	1.1%	2.1%	2.8%	0.3%	3.6%	0.6%	1.6%	0.8%	3.4%	1.1%	2.2%	1.9%	3.6%	2.3%	1.7%	1.7%

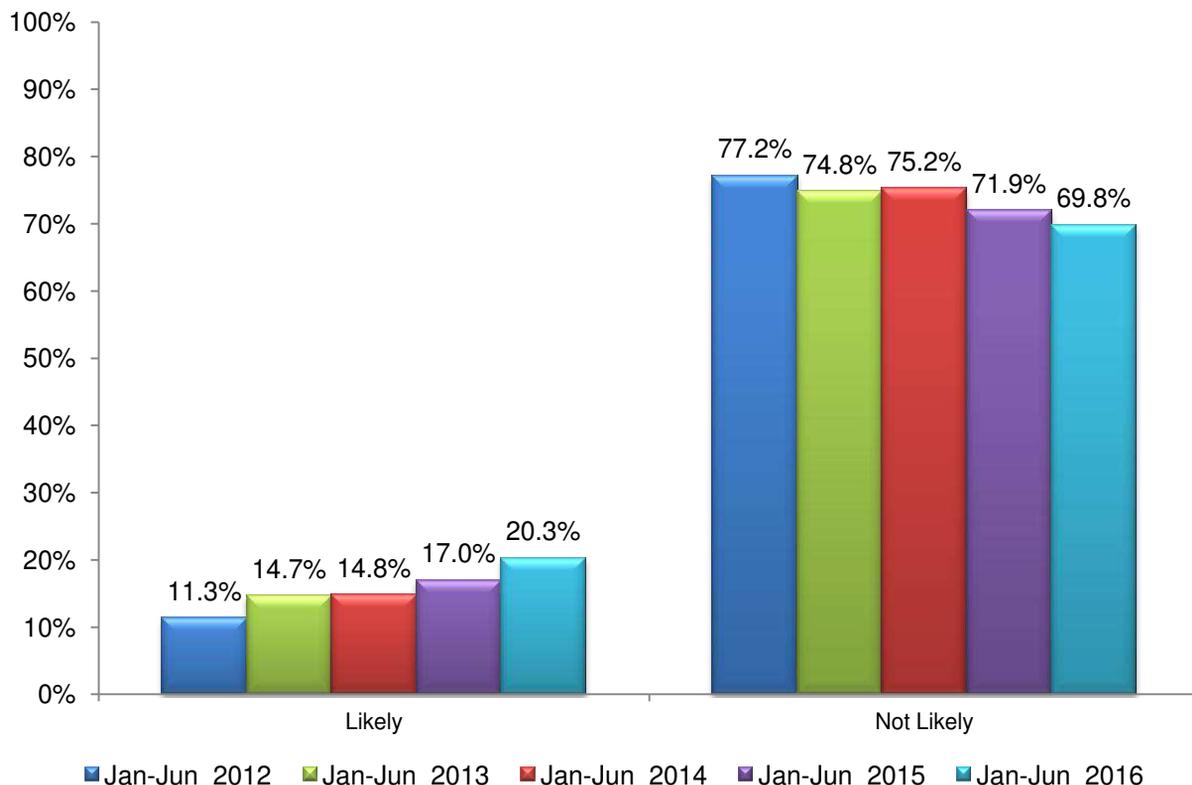
Base: Respondents who read, looked at, or used the Sunday paper during the past four weeks or were not sure.

Margin of Error:

(n=319)	(n=326)	(n=326)	(n=326)	(n=243)	(n=234)	(n=254)	(n=312)	(n=550)	(n=267)	(n=258)	(n=3,415)	(n=3,716)	(n=4,458)	(n=4,553)	(n=4,671)
+/- 5.5% Points	+/- 5.4% Points	+/- 5.4% Points	+/- 5.4% Points	+/- 6.3% Points	+/- 6.4% Points	+/- 6.1% Points	+/- 5.5% Points	+/- 4.2% Points	+/- 6.0% Points	+/- 6.1% Points	+/- 1.7% Points	+/- 1.6% Points	+/- 1.5% Points	+/- 1.5% Points	+/- 1.4% Points

Likelihood of Discontinuing Print Readership

Q: You identified yourself as a person who reads the Lee newspaper both in print and online. How likely are you to stop reading the printed version in the next six months?



■ Jan-Jun 2012 ■ Jan-Jun 2013 ■ Jan-Jun 2014 ■ Jan-Jun 2015 ■ Jan-Jun 2016

	BIL	BLM	DAV	LNC	MAD	MUN	SC	WOO	STL	RVNG	TUC	Jan-Jun 2016	Jan-Jun 2015	Jan-Jun 2014	Jan-Jun 2013	Jan-Jun 2012
Likely	29.4%	29.1%	15.2%	12.9%	17.0%	25.3%	20.3%	12.5%	18.9%	17.8%	16.2%	20.3%	17.0%	14.8%	14.7%	11.3%
Not Likely	61.5%	60.4%	73.1%	81.2%	75.2%	64.0%	70.7%	81.8%	67.4%	65.0%	82.1%	69.8%	71.9%	75.2%	74.8%	77.2%

Base: Adults who read both in print and online

Margin of Error: +/- 8.8% Points (n=125) +/- 8.5% Points (n=132) +/- 9.7% Points (n=102) +/- 8.3% Points (n=138) +/- 10.8% Points (n=82) +/- 10.2% Points (n=93) +/- 11.8% Points (n=69) +/- 11.8% Points (n=69) +/- 8.0% Points (n=151) +/- 10.2% Points (n=93) +/- 11.7% Points (n=70) +/- 2.9% Points (n=1,124) +/- 3.1% Points (n=1,023) +/- 2.8% Points (n=1,221) +/- 2.9% Points (n=1,132) +/- 2.8% Points (n=1,190)



Print + Digital Demographics

Q: Have you accessed the Lee website or app, read the Lee newspaper or done both in the past 7 days?

Jan – Jun 2016	Market	Print Exclusive	Digital Exclusive	Print & Digital	Use Newspaper	None
Male	49.0%	51.5%	46.1%	48.4%	44.4%	50.9%
Female	51.0%	48.5%	53.9%	51.6%	55.6%	49.1%
Age 18-29	12.1%	6.9%	17.0%	10.2%	11.7%	16.0%
Age 30-39	21.4%	12.0%	34.5%	22.3%	21.1%	22.1%
Age 40-59	37.5%	34.0%	37.6%	40.1%	37.1%	39.1%
Age 60+	29.0%	47.1%	10.9%	27.4%	30.1%	22.7%
<i>Median Age</i>	<i>48.8</i>	<i>58.3</i>	<i>39.6</i>	<i>48.7</i>	<i>49.2</i>	<i>46.1</i>
Children Under 18 at home	38.6%	23.6%	56.9%	43.8%	38.7%	39.3%
Lived In Area Less Than Five Years	11.8%	6.9%	16.1%	10.5%	13.2%	14.5%
6 - 10 Years	13.0%	8.3%	19.7%	12.5%	14.5%	13.3%
11 - 14 Years	9.0%	7.2%	11.6%	7.6%	10.8%	9.6%
15 - 20 Years	15.7%	14.6%	16.9%	12.9%	15.4%	18.4%
21 Years +	50.5%	63.1%	35.8%	56.6%	46.2%	44.2%
<i>Median Length of Residence</i>	<i>21.2</i>	<i>25.1</i>	<i>15.0</i>	<i>23.3</i>	<i>19.5</i>	<i>19.1</i>
Less than \$35K Household Income	27.4%	29.8%	21.5%	17.2%	36.0%	33.0%
\$35K - \$50K	10.1%	13.0%	7.4%	7.7%	11.4%	10.2%
\$50K - \$75K	19.0%	19.3%	18.9%	21.1%	21.7%	15.7%
\$75K+	43.5%	37.8%	52.2%	54.0%	31.0%	41.1%
<i>Median Household Income (\$000)</i>	<i>\$66.4</i>	<i>\$59.3</i>	<i>\$76.1</i>	<i>\$76.9</i>	<i>\$53.0</i>	<i>\$60.8</i>
High School Grad or Less	25.0%	29.2%	18.1%	15.4%	32.7%	28.7%
Some College	30.9%	30.6%	29.4%	32.4%	32.2%	30.4%
4 Year College or More	28.2%	26.1%	37.1%	28.2%	24.4%	26.4%
Graduate Degree	16.0%	14.1%	15.4%	24.0%	10.7%	14.6%
Base: All Adults	(n=6,523)	(n=2,431)	(n=647)	(n=1,224)	(n=794)	(n=1,427)
Margin of Error:	+/- 1.2% Points	+/- 2.0% Points	+/- 3.9% Points	+/- 2.8% Points	+/- 3.5% Points	+/- 2.6% Points

Print + Digital Demographics

Q: Have you accessed the Lee website or app, read the Lee newspaper or done both in the past 7 days?

Jan – Jun 2016	Market	Print Readers	Digital Readers	None
Male	49.0%	50.2%	47.3%	48.9%
Female	51.0%	49.8%	52.7%	51.1%
Age 18-29	12.1%	8.3%	13.3%	14.7%
Age 30-39	21.4%	16.3%	28.0%	21.8%
Age 40-59	37.5%	36.6%	39.0%	38.5%
Age 60+	29.0%	38.8%	19.7%	25.0%
<i>Median Age</i>	<i>48.8</i>	<i>53.9</i>	<i>44.5</i>	<i>53.0</i>
Children Under 18 at home	38.6%	32.0%	49.9%	38.5%
Lived In Area Less Than Five Years	11.8%	8.4%	13.1%	14.1%
6 - 10 Years	13.0%	10.0%	15.8%	13.6%
11 - 14 Years	9.0%	7.3%	9.4%	10.0%
15 - 20 Years	15.7%	13.9%	14.7%	17.4%
21 Years +	50.5%	60.4%	47.0%	44.8%
<i>Median Length of Residence</i>	<i>21.2</i>	<i>24.4</i>	<i>19.8</i>	<i>19.2</i>
Less than \$35K Household Income	27.4%	24.4%	19.2%	33.9%
\$35K - \$50K	10.1%	10.8%	7.6%	10.6%
\$50K - \$75K	19.0%	20.1%	20.1%	17.6%
\$75K+	43.5%	44.7%	53.2%	37.9%
<i>Median Household Income (\$000)</i>	<i>\$66.4</i>	<i>\$68.4</i>	<i>\$76.5</i>	<i>\$57.8</i>
High School Grad or Less	25.0%	23.5%	16.7%	29.9%
Some College	30.9%	31.4%	31.0%	30.9%
4 Year College or More	28.2%	27.0%	32.3%	25.8%
Graduate Degree	16.0%	18.2%	20.0%	13.4%

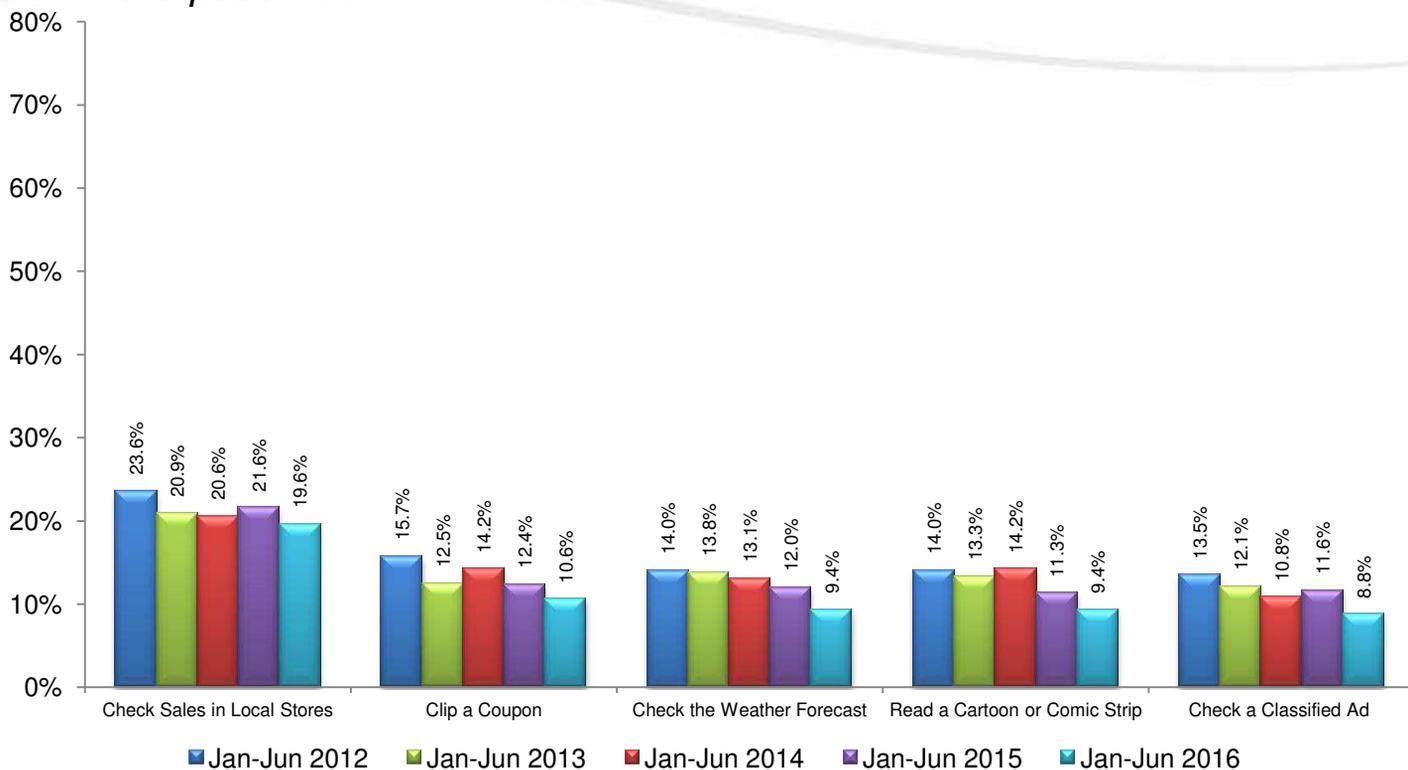
Base: All Adults (n=6,523) (n=3,655) (n=1,871) (n=2,221)

Margin of Error: +/- 1.2% Points +/- 1.6% Points +/- 2.3% Points +/- 2.1% Points



Newspaper Uses Among Non P+W Readers/Visitors

Q: Which of the following ways have you used a newspaper in the past week?



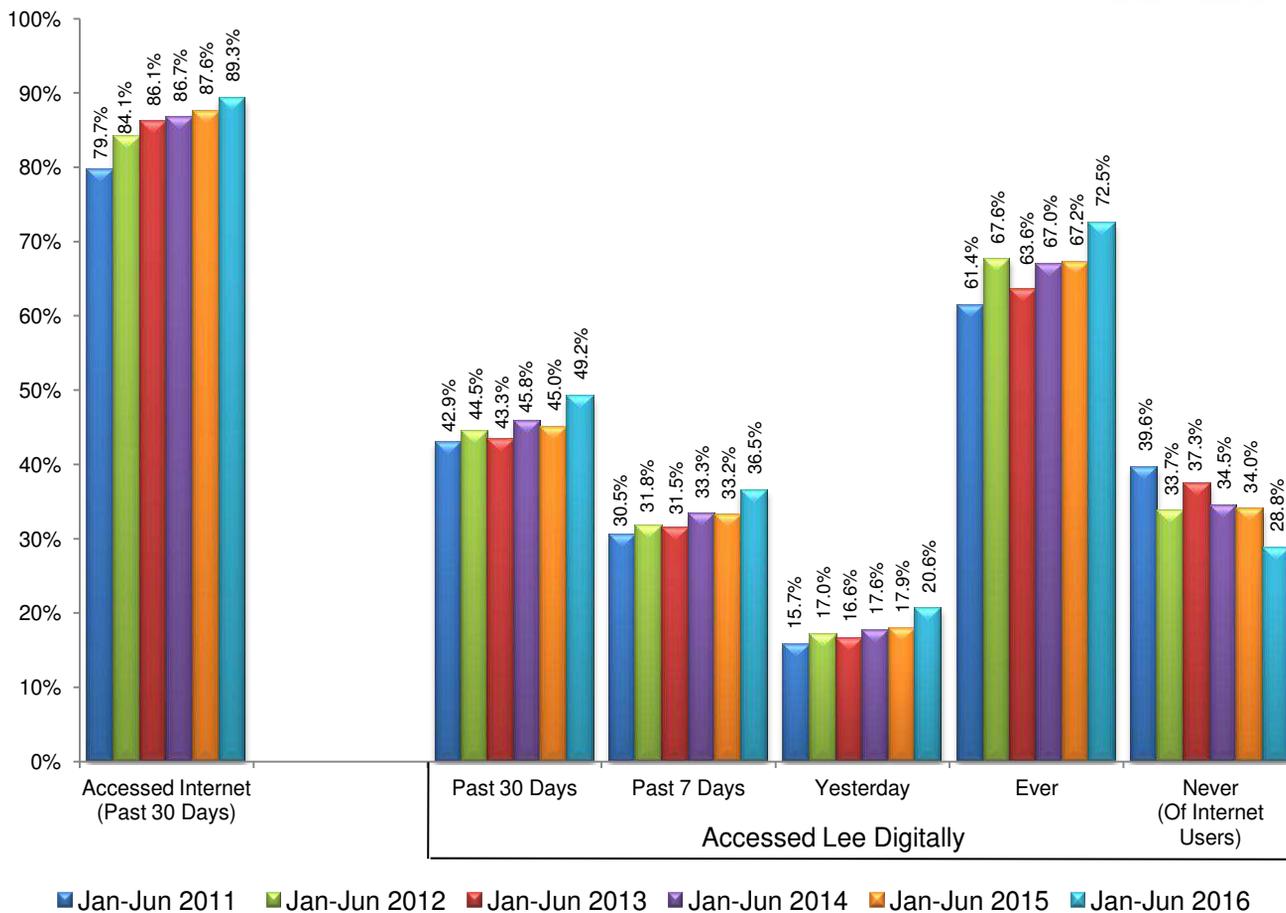
■ Jan-Jun 2012 ■ Jan-Jun 2013 ■ Jan-Jun 2014 ■ Jan-Jun 2015 ■ Jan-Jun 2016

	BIL	BLM	DAV	LNC	MAD	MUN	SC	WOO	STL	RVNG	TUC	Jan-Jun 2016	Jan-Jun 2015	Jan-Jun 2014	Jan-Jun 2013	Jan-Jun 2012
Check Sales in Local Stores	7.3%	8.8%	14.6%	10.0%	22.1%	31.8%	31.1%	18.1%	19.3%	21.8%	16.7%	19.6%	21.6%	20.6%	20.9%	23.6%
Clip a Coupon	4.0%	4.5%	6.5%	0.7%	13.3%	18.8%	13.8%	7.3%	12.6%	7.1%	10.1%	10.6%	12.4%	14.2%	12.5%	15.7%
Check the Weather Forecast	10.7%	8.1%	12.6%	6.8%	11.4%	12.7%	6.4%	6.0%	10.8%	4.4%	8.8%	9.4%	12.0%	13.1%	13.8%	14.0%
Read a Cartoon or Comic Strip	3.6%	8.0%	11.7%	2.1%	12.9%	12.3%	12.4%	10.1%	9.1%	6.4%	9.0%	9.4%	11.3%	14.2%	13.3%	14.0%
Check a Classified Ad	1.1%	4.8%	6.4%	4.9%	6.5%	8.9%	22.5%	15.9%	6.6%	16.8%	3.8%	8.8%	11.6%	10.8%	12.1%	13.5%
Base: Adults who have neither read the printed Lee newspaper in the past week nor visited the Lee Website	(n=94)	(n=106)	(n=124)	(n=82)	(n=187)	(n=194)	(n=171)	(n=145)	(n=767)	(n=139)	(n=212)	(n=2,221)	(n=2,061)	(n=2,447)	(n=2,435)	(n=2,390)
Margin of Error:	+/- 10.1% Points	+/- 9.5% Points	+/- 8.8% Points	+/- 10.8% Points	+/- 7.2% Points	+/- 7.0% Points	+/- 7.5% Points	+/- 8.1% Points	+/- 3.5% Points	+/- 8.3% Points	+/- 6.7% Points	+/- 2.1% Points	+/- 2.2% Points	+/- 2.0% Points	+/- 2.0% Points	+/- 2.0% Points



Internet Access & Lee Digital Usage

Q: When was the last time you accessed the Internet?
How about the Lee newspaper website or app?

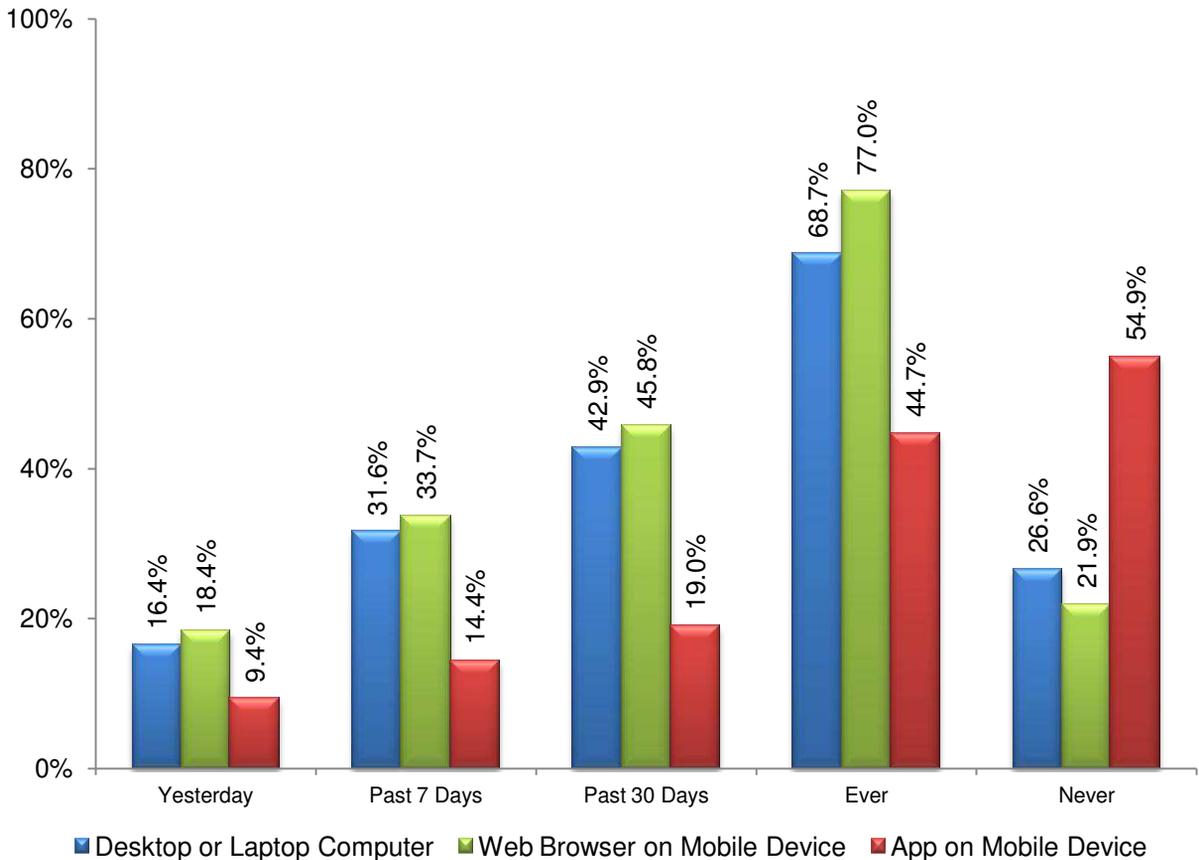


	BIL	BLM	DAV	LNC	MAD	MUN	SC	WOO	STL	RVNG	TUC	Jan-Jun 2016	Jan-Jun 2015	Jan-Jun 2014	Jan-Jun 2013	Jan-Jun 2012	Jan-Jun 2011
Accessed Internet Past 30 Days	90.8%	91.2%	88.0%	93.6%	91.9%	90.0%	86.5%	84.0%	89.7%	88.3%	86.8%	89.3%	87.6%	86.7%	86.1%	84.1%	79.7%
Accessed Lee Digitally Past 30 Days	61.7%	50.5%	53.5%	64.8%	43.2%	52.0%	38.1%	50.6%	42.3%	56.1%	29.9%	49.2%	45.0%	45.8%	43.3%	44.5%	42.9%
Accessed Lee Digitally Past 7 Days	48.3%	49.7%	42.4%	54.9%	28.3%	41.0%	25.6%	33.2%	30.3%	36.1%	22.5%	36.5%	33.2%	33.3%	31.5%	31.8%	30.5%
Accessed Lee Digitally Yesterday	30.8%	29.1%	18.6%	32.5%	17.8%	22.6%	14.0%	18.9%	16.4%	22.2%	11.0%	20.6%	17.9%	17.6%	16.6%	17.0%	15.7%
Accessed Lee Digitally Ever	77.5%	81.7%	75.4%	80.2%	64.9%	73.0%	70.4%	74.8%	68.8%	81.0%	56.0%	72.5%	67.2%	67.0%	63.6%	67.6%	61.4%
Never Accessed Lee Digitally (Internet Users)	24.4%	20.2%	26.3%	20.5%	35.9%	28.7%	30.2%	28.2%	31.9%	19.9%	45.0%	28.8%	34.0%	34.5%	37.3%	33.7%	39.6%
Base: Adults who accessed the internet in past 30 days	(n=401)	(n=411)	(n=396)	(n=429)	(n=425)	(n=399)	(n=376)	(n=357)	(n=1194)	(n=385)	(n=413)	(n=5,186)	(n=4,971)	(n=5,994)	(n=5,901)	(n=5,749)	(n=5,489)
Margin of Error:	+/-4.9% Points	+/-4.8% Points	+/-4.9% Points	+/-4.7% Points	+/-4.8% Points	+/-4.9% Points	+/-5.1% Points	+/-5.2% Points	+/-2.8% Points	+/-5.0% Points	+/-4.8% Points	+/-1.4% Points	+/-1.4% Points	+/-1.3% Points	+/-1.3% Points	+/-1.3% Points	+/-1.3% Points



Accessing Lee Digitally

Q: When was the last time you read or looked at the online version of the Lee newspaper through these devices...?

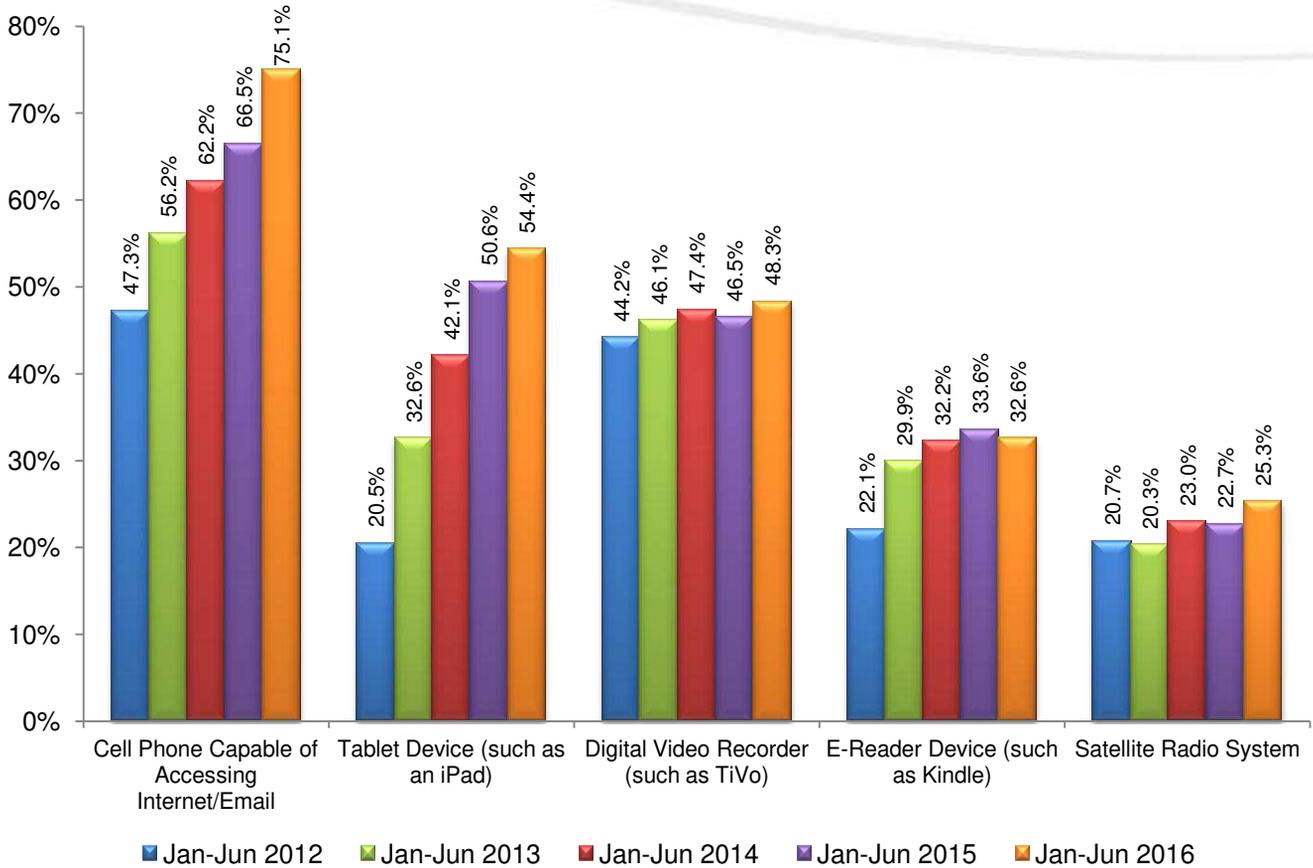


	Desktop or Laptop Computer	Web Browser on Mobile Device	App on Mobile Device
Yesterday	16.4%	18.4%	9.4%
Past 7 Days	31.6%	33.7%	14.4%
Past 30 Days	42.9%	45.8%	19.0%
Ever	68.7%	77.0%	44.7%
Never	26.6%	21.9%	54.9%

Base: Adults who accessed the internet in past 30 days (n=5,186) (n=5,186) (n=5,186)
 Margin of Error: +/-1.4% Points +/-1.4% Points +/-1.4% Points

Technology Device Ownership

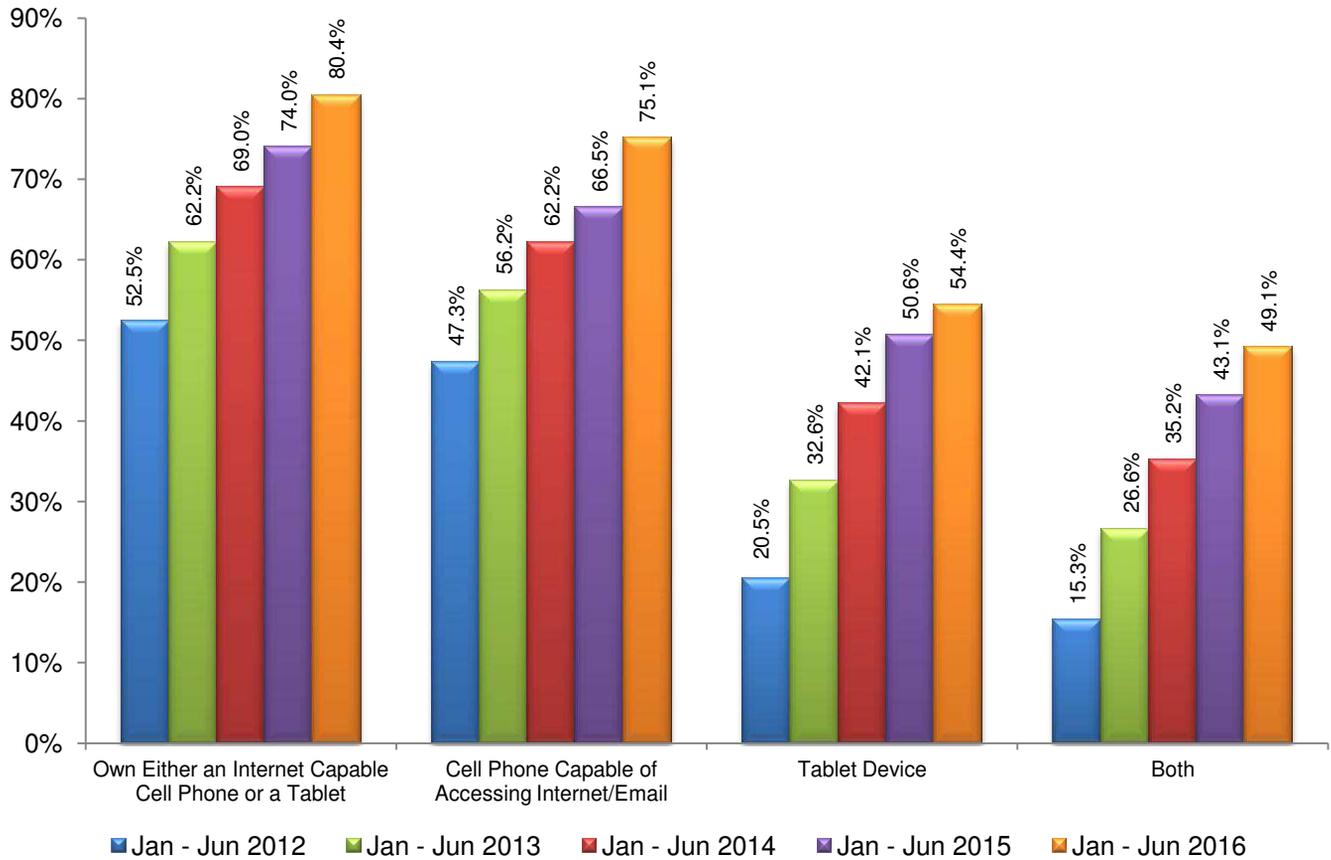
Q: Which of the following do you own?



	BIL	BLM	DAV	LNC	MAD	MUN	SC	WOO	STL	RVNG	TUC	Jan-Jun 2016	Jan-Jun 2015	Jan-Jun 2014	Jan-Jun 2013	Jan-Jun 2012	Jan-Jun 2011
Cell Phone Capable of Accessing Internet/Email	72.3%	79.8%	74.8%	78.0%	73.6%	73.8%	70.3%	69.5%	78.5%	72.1%	76.8%	75.1%	66.5%	62.2%	56.2%	47.3%	42.4%
Tablet Device (such as an iPad)	52.5%	57.0%	56.0%	56.2%	55.9%	53.7%	47.7%	51.7%	56.0%	53.6%	55.0%	54.4%	50.6%	42.1%	32.6%	20.5%	9.5%
Digital Video Recorder (such as TiVo)	42.2%	53.4%	49.9%	42.9%	43.7%	54.6%	43.3%	39.1%	56.9%	45.9%	39.9%	48.3%	46.5%	47.4%	46.1%	44.2%	41.9%
E-Reader Device (such as Kindle)	34.5%	41.8%	34.4%	30.3%	32.3%	30.9%	29.7%	30.8%	33.0%	28.8%	31.5%	32.6%	33.6%	32.2%	29.9%	22.1%	10.0%
Satellite Radio System	28.8%	30.6%	27.0%	19.8%	23.0%	28.5%	26.2%	24.9%	22.7%	27.9%	24.3%	25.3%	22.7%	23.0%	20.3%	20.7%	18.3%
Base: All Adults	(n=502)	(n=502)	(n=501)	(n=500)	(n=501)	(n=501)	(n=503)	(n=502)	(n=1,505)	(n=503)	(n=503)	(n=6,523)	(n=7,803)	(n=7,800)	(n=7,813)	(n=7,877)	(n=7,813)
Margin of Error:	+/- 4.4% Points	+/- 2.5% Points	+/- 4.4% Points	+/- 4.4% Points	+/- 1.2% Points	+/- 1.1% Points											

Mobile Device Ownership

Q: Which of the following do you own?

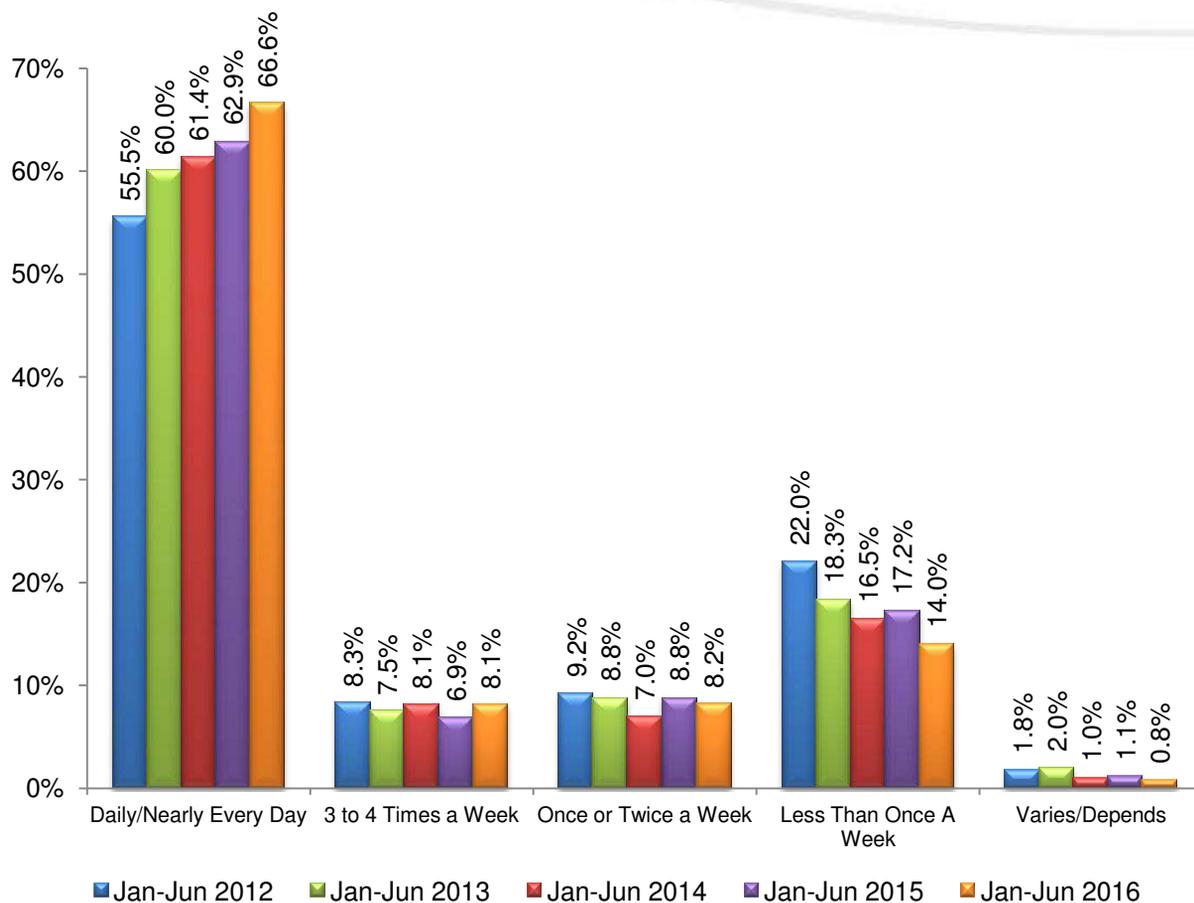


	BIL	BLM	DAV	LNC	MAD	MUN	SC	WOO	STL	RVNG	TUC	Jan - Jun 2016	Jan - Jun 2015	Jan - Jun 2014	Jan - Jun 2013	Jan - Jun 2012
Own Either an Internet Capable Cell Phone or a Tablet	77.6%	83.7%	80.1%	84.9%	81.1%	78.1%	75.5%	76.7%	82.7%	77.7%	81.8%	80.4%	74.0%	69.0%	62.2%	52.5%
Cell Phone Capable of Accessing Internet/Email	72.3%	79.8%	74.8%	78.0%	73.6%	73.8%	70.3%	69.5%	78.5%	72.1%	76.8%	75.1%	66.5%	62.2%	56.2%	47.3%
Tablet Device	52.5%	57.0%	56.0%	56.2%	55.9%	53.7%	47.7%	51.7%	56.0%	53.6%	55.0%	54.4%	50.6%	42.1%	32.6%	20.5%
Both	47.3%	53.1%	50.7%	49.3%	48.4%	49.3%	42.5%	44.9%	51.8%	48.0%	50.0%	49.1%	43.1%	35.2%	26.6%	15.3%
Base: All Adults	(n=502)	(n=502)	(n=501)	(n=500)	(n=501)	(n=501)	(n=503)	(n=502)	(n=1,505)	(n=503)	(n=503)	(n=6,523)	(n=6,495)	(n=7,803)	(n=7,800)	(n=7,813)
Margin of Error:	+/- 4.4% Points	+/- 2.5% Points	+/- 4.4% Points	+/- 4.4% Points	+/- 1.2% Points	+/- 1.2% Points	+/- 1.1% Points	+/- 1.1% Points	+/- 1.1% Points							



Frequency of Accessing the Internet Via Mobile Device

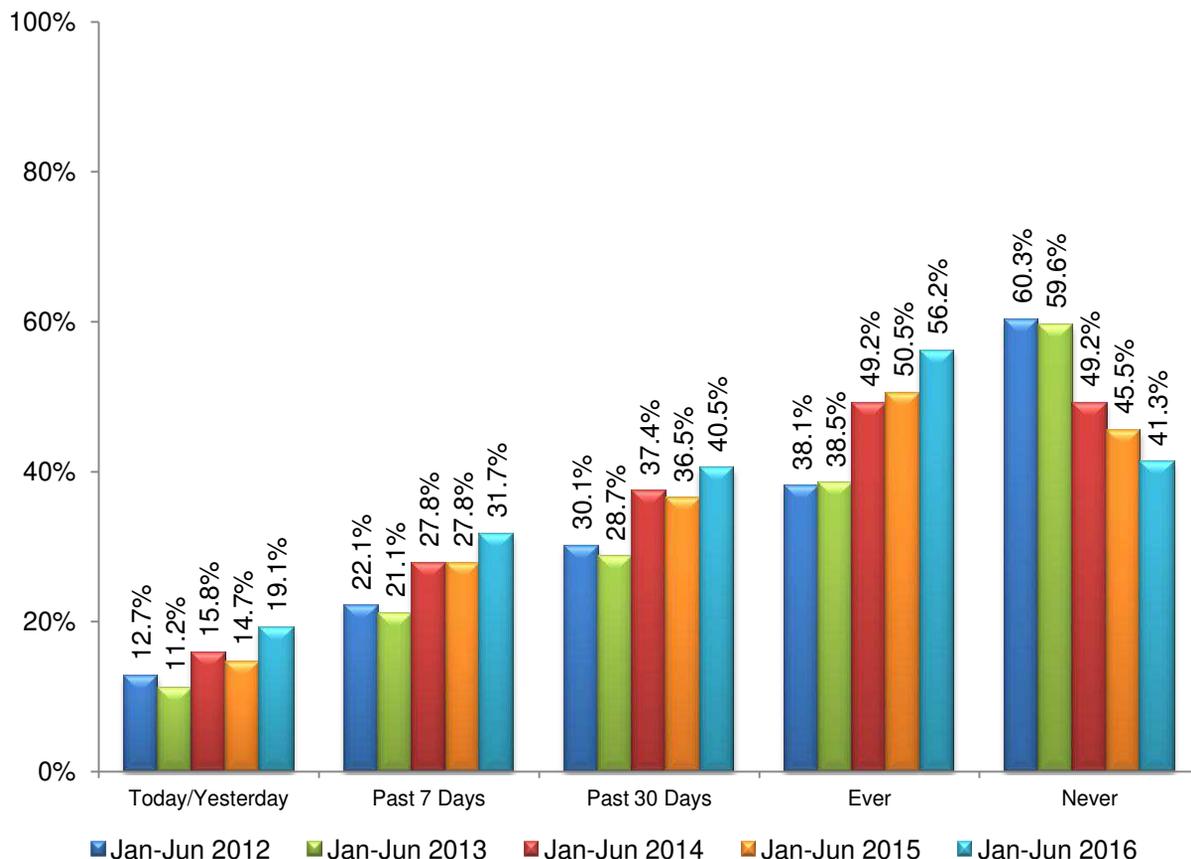
Q: How often do you use your mobile device to access the Internet?



	BIL	BLM	DAV	LNC	MAD	MUN	SC	WOO	STL	RVNG	TUC	Jan-Jun 2016	Jan-Jun 2015	Jan-Jun 2014	Jan-Jun 2013	Jan-Jun 2012
Daily/Nearly Every Day	59.3%	70.1%	61.6%	73.4%	70.0%	65.0%	62.1%	67.6%	66.6%	67.3%	69.2%	66.6%	62.9%	61.4%	60.0%	55.5%
3 to 4 Times a Week	9.1%	8.7%	8.0%	7.2%	5.5%	9.8%	8.8%	5.1%	8.8%	9.8%	7.5%	8.1%	6.9%	8.1%	7.5%	8.3%
Once or Twice a Week	12.2%	7.2%	11.0%	4.4%	5.1%	6.5%	11.7%	8.3%	9.2%	5.9%	7.4%	8.2%	8.8%	7.0%	8.8%	9.2%
Less Than Once A Week	17.1%	12.6%	16.9%	12.7%	15.1%	13.8%	13.9%	14.0%	12.8%	14.5%	12.6%	14.0%	17.2%	16.5%	18.3%	22.0%
Varies/Depends	0.6%	0.5%	0.3%	0.6%	1.4	1.1%	0.7%	1.2%	0.8%	0.8%	0.6%	0.8%	1.1%	1.0%	2.0%	1.8%
Base: Adults who own a tablet or cell phone capable of accessing the Internet/email	(n=314)	(n=355)	(n=327)	(n=354)	(n=350)	(n=342)	(n=298)	(n=300)	(n=1,047)	(n=303)	(n=360)	(n=4,350)	(n=3,860)	(n=4,365)	(n=3,809)	(n=3,150)
Margin of Error:	+/-5.5% Points	+/-5.2% Points	+/-5.4% Points	+/-5.2% Points	+/-5.2% Points	+/-5.3% Points	+/-5.7% Points	+/-5.7% Points	+/-3.0% Points	+/-5.6% Points	+/-5.2% Points	+/-1.5% Points	+/-1.6% Points	+/-1.5% Points	+/-1.6% Points	+/-1.7% Points

Last Accessed Lee Website Via Mobile Device

Q: When was the last time you used your cell phone to access the Lee website?



	BIL	BLM	DAV	LNC	MAD	MUN	SC	WOO	STL	RVNG	TUC	Jan-Jun 2016	Jan-Jun 2015	Jan-Jun 2014	Jan-Jun 2013	Jan-Jun 2012
Today/Yesterday	26.5%	29.1%	16.7%	34.1%	13.3%	25.0%	15.5%	14.8%	15.0%	19.7%	8.0%	19.1%	14.7%	15.8%	11.2%	12.7%
Past 7 Days	42.7%	47.6%	34.9%	49.4%	23.2%	43.8%	21.6%	26.8%	25.3%	30.0%	15.0%	31.7%	27.8%	27.8%	21.1%	22.1%
Past 30 Days	55.8%	55.0%	41.7%	57.8%	33.4%	51.9%	34.4%	36.1%	32.6%	41.7%	20.8%	40.5%	36.5%	37.4%	28.7%	30.1%
Ever	66.9%	69.6%	61.1%	67.8%	49.5%	63.3%	49.9%	53.5%	51.0%	59.0%	36.7%	56.2%	50.5%	49.2%	38.5%	38.1%
Never	32.2%	29.5%	35.4%	27.9%	47.3%	35.1%	47.3%	45.5%	46.3%	38.8%	59.6%	41.3%	45.5%	49.2%	59.6%	60.3%

Base: Adults who own a tablet or cell phone capable of accessing the Internet/email

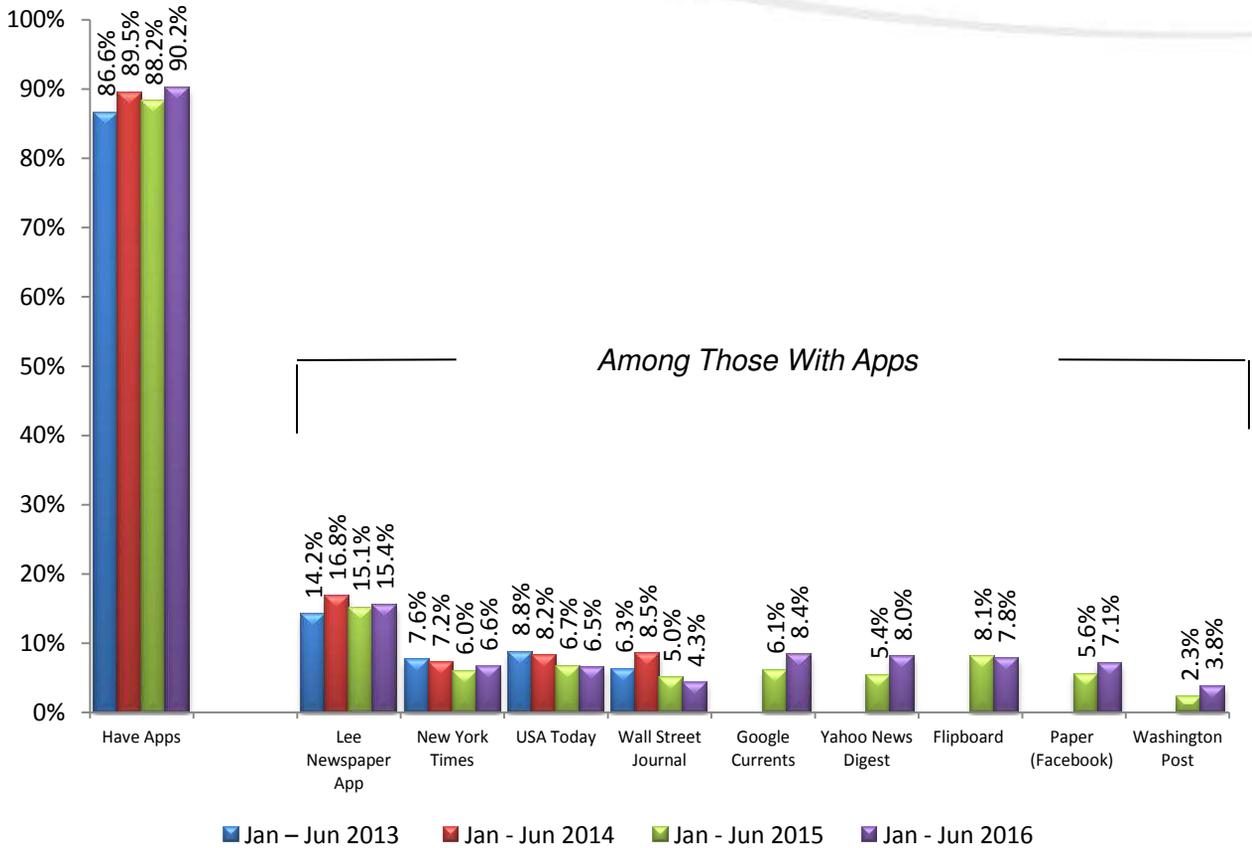
(n=314) (n=355) (n=327) (n=354) (n=350) (n=342) (n=298) (n=300) (n=1047) (n=303) (n=360) (n=4,350) (n=3,860) (n=4,365) (n=3,809) (n=3,150)

Margin of Error:

+/-5.5% Points +/-5.2% Points +/-5.4% Points +/-5.2% Points +/-5.2% Points +/-5.3% Points +/-5.7% Points +/-5.7% Points +/-3.0% Points +/-5.6% Points +/-5.2% Points +/-1.5% Points +/-1.6% Points +/-1.5% Points +/-1.6% Points +/-1.7% Points

Mobile News Apps

Q: Does your electronic tablet or cell phone have apps? Have you downloaded any of the following news apps?

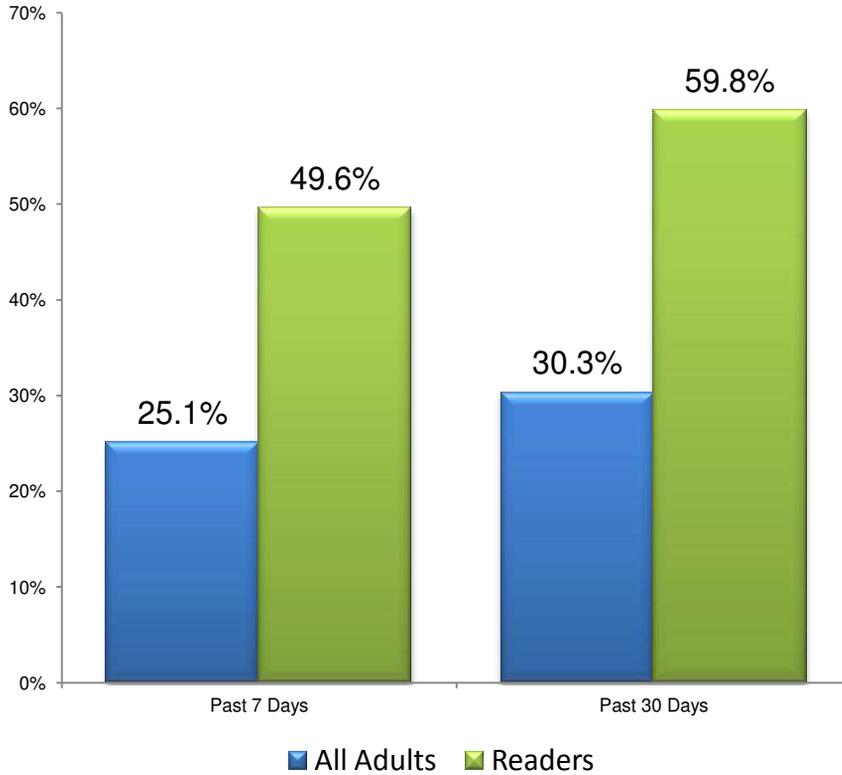


	BIL	BLM	DAV	LNC	MAD	MUN	SC	WOO	STL	RVNG	TUC	Jan - Jun 2016	Jan - Jun 2015	Jan - Jun 2014	Jan - Jun 2013
Have Apps	89.4%	93.4%	86.9%	93.7%	90.6%	88.8%	88.9%	85.2%	91.6%	92.1%	88.3%	90.2%	88.2%	89.5%	86.6%
Lee Newspaper App	30.2%	21.6%	12.2%	22.7%	8.4%	15.8%	8.8%	10.3%	15.2%	14.0%	9.2%	15.4%	15.1%	16.8%	14.2%
New York Times	7.6%	10.6%	5.0%	8.5%	9.8%	5.6%	2.4%	2.5%	5.3%	4.4%	11.9%	6.6%	6.0%	7.2%	7.6%
USA Today	3.3%	7.5%	9.5%	4.4%	6.2%	9.8%	3.2%	5.4%	7.4%	4.7%	7.8%	6.5%	6.7%	8.2%	8.8%
Wall Street Journal	2.8%	4.0%	2.8%	6.1%	3.8%	7.0%	0.9%	2.7%	4.7%	2.4%	8.2%	4.3%	5.0%	8.5%	6.3%
Google Currents	3.0%	12.1%	5.6%	7.8%	11.5%	12.5%	6.3%	6.2%	8.9%	7.2%	9.0%	8.4%	6.1%		
Yahoo News Digest	7.4%	9.2%	5.0%	8.6%	7.7%	13.1%	6.1%	5.9%	8.2%	5.5%	10.4%	8.0%	5.4%		
Flipboard	5.2%	7.6%	4.4%	8.3%	7.3%	13.9%	4.4%	6.3%	9.5%	5.5%	9.4%	7.8%	8.1%		
Paper (Facebook)	9.9%	4.0%	5.2%	7.7%	5.0%	11.2%	3.9%	10.9%	7.0%	7.8%	6.6%	7.1%	5.6%		
Washington Post	4.2%	0.9%	2.4%	5.6%	5.4%	2.0%	2.8%	1.6%	4.4%	1.0%	10.4%	3.8%	2.3%		

Base: Adults who own a tablet or cell phone with apps
 Margin of Error: +/- 5.5% Points to +/- 1.8% Points

Preprint Readership

Q: In the past 30 days have you read preprinted advertising in the newspaper? In the past 7 days?



Ad Insert Readership - Readers

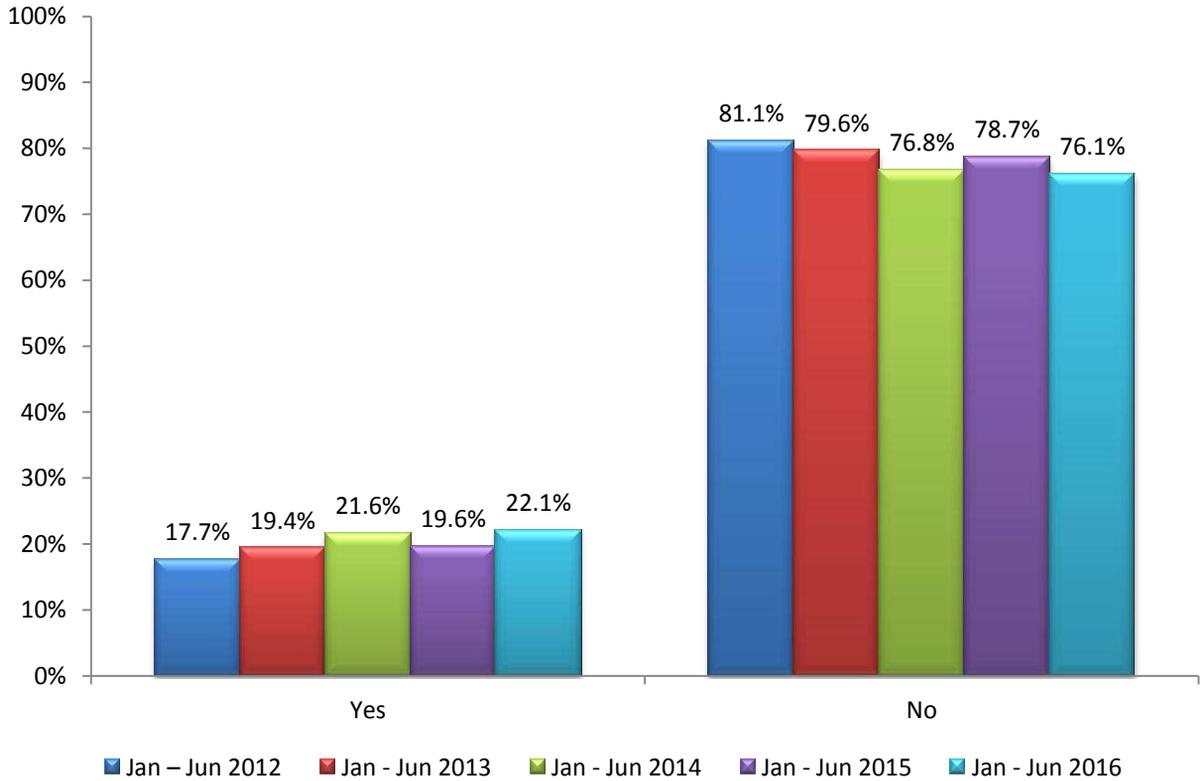
Ad Insert Readership	BIL	BLM	DAV	LNC	MAD	MUN	SC	WOO	STL	RVNG	TUC	Jan – Jun 2016	Jan – Jun 2015	Jan – Jun 2014	Jan – Jun 2013	Jan – Jun 2012	Jan – Jun 2011
Past 7 Days	45.0%	48.3%	57.4%	58.8%	42.0%	55.8%	49.9%	44.2%	51.6%	47.7%	40.9%	49.6%	51.2%	49.4%	50.8%	51.0%	53.0%
Past 30 Days	57.9%	57.1%	64.0%	65.3%	52.3%	67.1%	58.8%	54.7%	63.8%	60.9%	50.8%	59.8%	63.9%	64.5%	66.5%	65.6%	67.8%
Base: Readers	(n=371)	(n=353)	(n=351)	(n=365)	(n=285)	(n=260)	(n=312)	(n=336)	(n=602)	(n=328)	(n=290)	(n=3,853)	(n=4,129)	(n=4,965)	(n=5,040)	(n=5,183)	(n=5,411)
Margin of Error:	+/- 5.1% Points	+/- 5.2% Points	+/- 5.2% Points	+/- 5.1% Points	+/- 5.8% Points	+/- 6.1% Points	+/- 5.5% Points	+/- 5.3% Points	+/- 4.0% Points	+/- 5.4% Points	+/- 5.8% Points	+/- 1.6% Points	+/- 1.5% Points	+/- 1.4% Points	+/- 1.4% Points	+/- 1.4% Points	+/- 1.3% Points

Ad Insert Readership - All Adults

Ad Insert Readership	BIL	BLM	DAV	LNC	MAD	MUN	SC	WOO	STL	RVNG	TUC	Jan – Jun 2016	Jan – Jun 2015	Jan – Jun 2014	Jan – Jun 2013	Jan – Jun 2012	Jan – Jun 2011
Past 7 Days	28.7%	27.0%	36.3%	34.7%	20.4%	25.9%	25.4	23.4%	18.2	29.1%	20.5%	25.1%	27.8%	26.3%	29.8%	31.4%	34.0%
Past 30 Days	36.9%	32.0%	40.5%	38.5%	25.4%	31.2%	30.0	28.9%	22.5	37.1%	25.4%	30.3%	34.8%	36.9%	39.0%	40.4%	43.5%
Base: All Adults	(n=502)	(n=502)	(n=501)	(n=500)	(n=501)	(n=501)	(n=503)	(n=502)	(n=1,505)	(n=503)	(n=503)	(n=6,523)	(n=6,495)	(n=7,803)	(n=7,800)	(n=7,813)	(n=7,877)
Margin of Error:	+/- 4.4% Points	+/- 2.5% Points	+/- 4.4% Points	+/- 4.4% Points	+/- 1.2% Points	+/- 1.2% Points	+/- 1.1% Points	+/- 1.1% Points	+/- 1.1% Points	+/- 1.1% Points							

Television Service

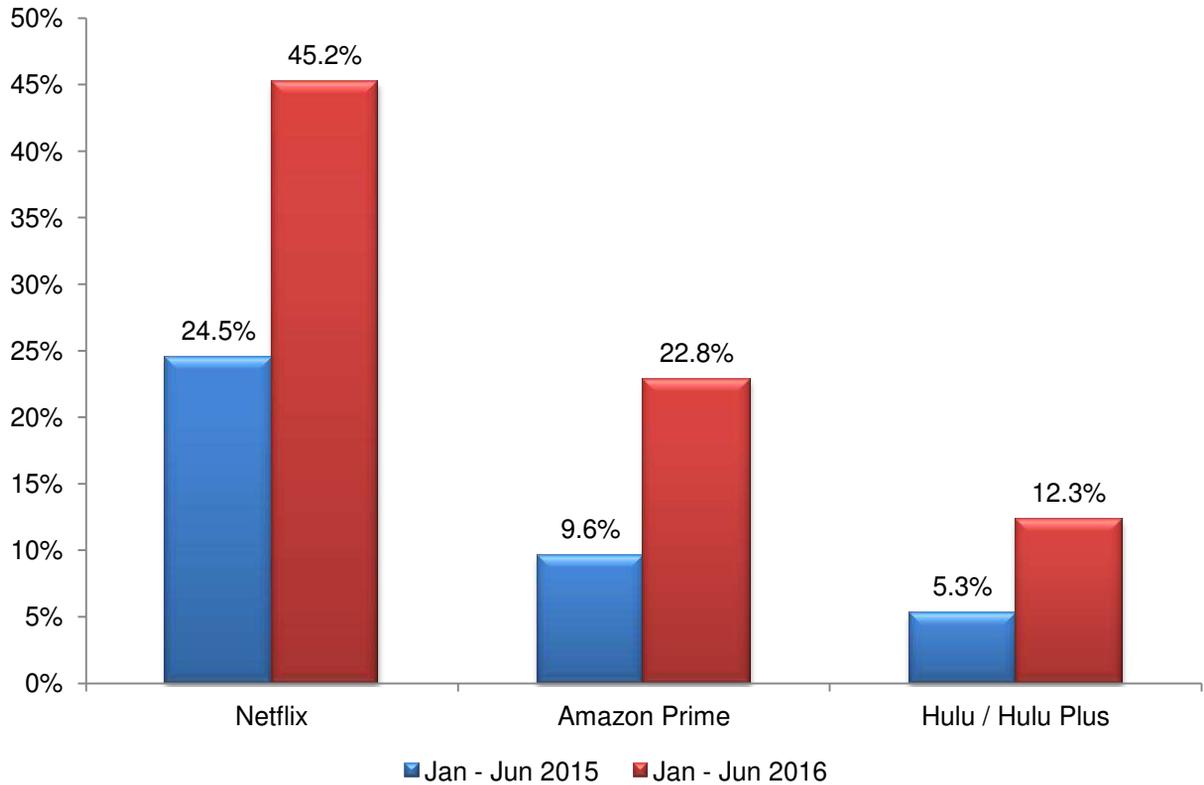
Q: During the past year, have you cancelled or cut back on your cable or satellite TV service?



	BIL	BLM	DAV	LNC	MAD	MUN	SC	WOO	STL	RVNG	TUC	Jan - Jun 2016	Jan - Jun 2015	Jan - Jun 2014	Jan - Jun 2013	Jan - Jun 2012
Yes	20.7%	21.5%	19.0%	23.8%	20.7%	26.2%	13.8%	15.8%	26.8%	23.2%	22.5%	22.1%	19.6%	21.6%	19.4%	17.7%
No	77.4%	78.1%	79.8%	74.2%	77.4%	71.7%	82.3%	82.1%	71.7%	75.3%	75.8%	76.1%	78.7%	76.8%	79.6%	81.1%
Base: All Adults	(n=502)	(n=502)	(n=501)	(n=500)	(n=501)	(n=501)	(n=503)	(n=502)	(n=1,505)	(n=503)	(n=503)	(n=6,523)	(n=6,495)	(n=7,803)	(n=7,800)	(n=7,813)
Margin of Error:	+/- 4.4% Points	+/- 2.5% Points	+/- 4.4% Points	+/- 4.4% Points	+/- 1.2% Points	+/- 1.2% Points	+/- 1.1% Points	+/- 1.1% Points	+/- 1.1% Points							

Video Streaming Services

Q: Do you have a subscription to any of the following video streaming services?



	BIL	BLM	DAV	LNC	MAD	MUN	SC	WOO	STL	RVNG	TUC	Jan-Jun 2016	Jan-Jun 2015
Netflix	42.4%	52.0%	47.6%	53.4%	45.7%	44.2%	40.0%	39.0%	45.3%	40.1%	46.7%	45.2%	24.5%
Amazon Prime	26.3%	28.6%	21.1%	27.0%	21.6%	19.3%	20.3%	18.2%	23.8%	18.1%	24.8%	22.8%	9.6%
Hulu / Hulu Plus	9.0%	17.7%	13.1%	14.9%	9.2%	11.0%	10.6%	10.2%	13.0%	10.8%	14.5%	12.3%	5.3%
Base: All Adults	(n=502)	(n=502)	(n=501)	(n=500)	(n=501)	(n=501)	(n=503)	(n=502)	(n=1,505)	(n=503)	(n=503)	(n=6,523)	(n=6,495)
Margin of Error:	+/- 4.4% Points	+/- 2.5% Points	+/- 4.4% Points	+/- 4.4% Points	+/- 1.2% Points	+/- 1.2% Points							

Methodology

The Lee Enterprises Audience Report covers twelve of Lee's largest markets and includes:

St. Louis, MO	Tucson, AZ
Madison, WI	Lincoln, NE
Munster, IN	Billings, MT
Davenport, IA	Sioux City, IA
Bloomington, IL	La Crosse, WI; Winona, MN
Waterloo, IA	

Our research vendor, Thoroughbred Research Group, conducts about 500 randomly digit dialed interviews every six months in each of the above markets except St. Louis, in which we conduct about 1,500 interviews. The data is weighted by age and gender in each market individually and is weighted in aggregate according to population size. In other words, when looking at aggregated results for the top markets, results from St. Louis and Madison will be weighted heavier than in markets such as Sioux City and Waterloo due to proportion of population within each of those markets.

Respondents are men and women, aged 18 or older. Households and respondents within those households are randomly selected for participation. Respondents are screened for employment in a media company or market research firm. Up to 11 attempts are made to reach the randomly select participant. Interviewing was conducted from January 1, 2016 to June 30, 2016.

Based upon a sample of 6,523 adults, the margin of error on questions based on the total sample is +/- 1.2% points. Results based on samples smaller than the total will have increasing sample tolerances. The results can be projected out to the total adult population of these markets of 5.53 million (Source: Claritas)