

LEE ENTERPRISES AUDIENCE REPORT

January 2015 – June 2015



Table of Contents

Methodology	3
Print + Digital Reach Among All Adults	4
Print + Digital Reach Among Generations	5
Newspaper Readership	6
Source of Newspaper	7
Likelihood of Discontinuing Print	9
Print + Digital Demographics	10
Newspaper Uses	12
Internet Access & Lee Digital Usage	13
Accessing Lee Digitally	14
Technology Device Ownership	15
Mobile Usage and App Usage	17
Preprint Readership	20
Television Service	21
Television Streaming Services	22
Methodology	23

Methodology

HOW: Telephone Survey

WHO: Randomly Selected Adults In Newspaper NDMs

WHEN: January 2015 – June 2015

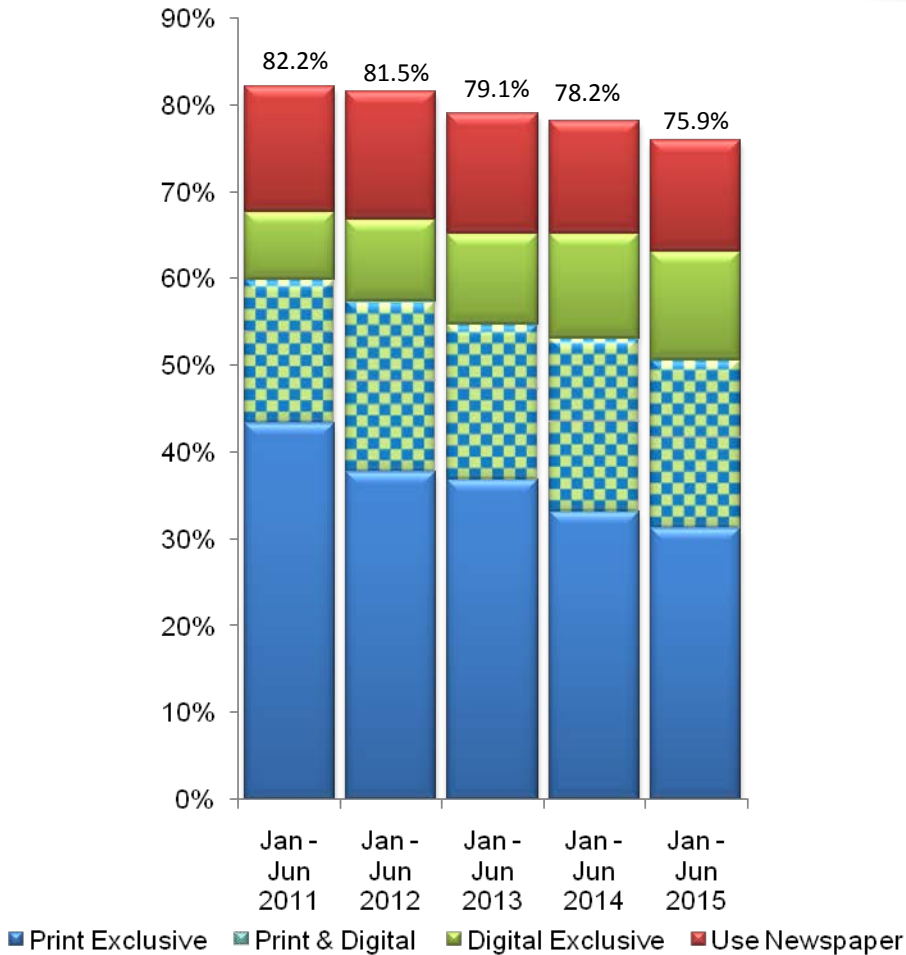
CONDUCTED BY: Thoroughbred Research Group, Louisville, KY

SAMPLE SIZE: 6,495 Total Interviews of Adults 18+

MARGIN OF ERROR: Total Sample (n=6,495) +/- 1.2% Points
Internet Users (n=4,971) +/- 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?



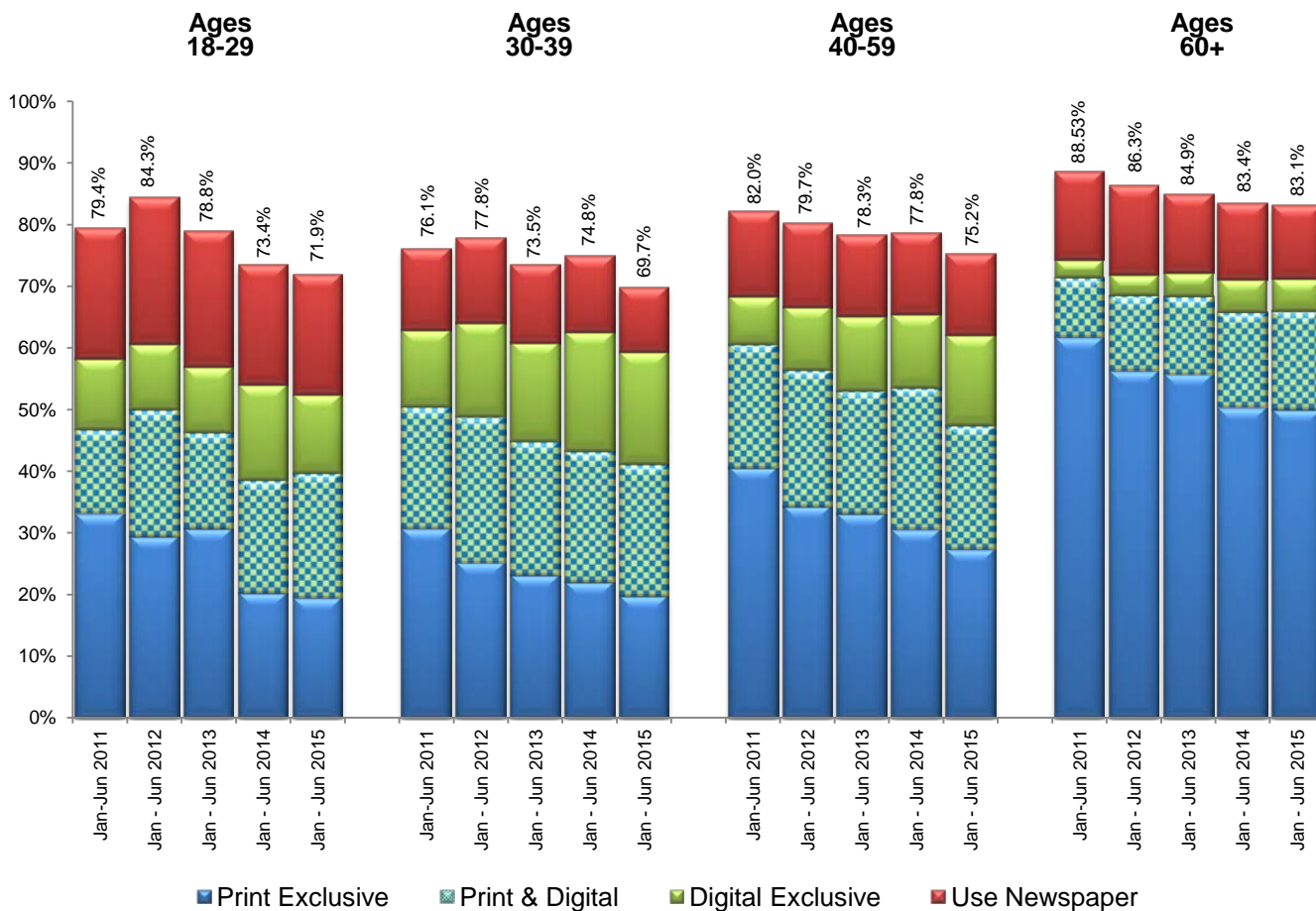
	BIL	BLM	DAV	LNC	MAD	MUN	SC	WOO	STL	RVNG	TUC	Jan-Jun. 2015	Jan-Jun. 2014	Jan-Jun. 2013	Jan-Jun. 2012	Jan-Jun. 2011	Jan-Jun. 2010
Print Exclusive	36.3%	33.8%	40.5%	29.1%	40.9%	28.2%	31.0%	41.6%	21.3%	35.0%	27.1%	31.3%	33.1%	36.9%	37.8%	43.4%	43.8%
Digital Exclusive	16.3%	16.5%	10.8%	14.4%	9.3%	16.1%	9.2%	6.4%	12.8%	17.5%	7.8%	12.5%	12.1%	10.5%	9.4%	7.9%	8.4%
Print & Digital	27.2%	21.6%	20.7%	33.2%	19.7%	18.4%	18.8%	14.2%	14.2%	17.7%	17.7%	19.3%	20.0%	17.8%	19.6%	16.4%	15.9%
Use Newspaper But Do Not Read	4.1%	7.3%	6.0%	5.7%	11.4%	12.5%	18.0%	13.8%	20.0%	12.0%	15.4%	12.8%	13.0%	13.9%	14.7%	14.5%	14.9%
Total Reach	83.9%	79.2%	78.0%	82.4%	81.3%	75.2%	77.0%	76.0%	68.3%	82.2%	68.0%	75.9%	78.2%	79.1%	81.5%	82.2%	83.0%
Base: All Adults	(n=502)	(n=499)	(n=497)	(n=498)	(n=498)	(n=499)	(n=502)	(n=497)	(n=1,498)	(n=502)	(n=503)	(n=6,495)	(n=7,803)	(n=7,800)	(n=7,813)	(n=7,877)	(n=7,813)
Margin of Error:	+/- 4.4% Points	+/- 4.4% Points	+/- 4.4% Points	+/- 4.4% Points	+/- 4.4% Points	+/- 4.4% Points	+/- 4.4% Points	+/- 4.4% Points	+/- 2.5% Points	+/- 4.4% Points	+/- 4.4% Points	+/- 1.2% Points	+/- 1.1% 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	19.5%	19.8%	27.3%	50.0%
Digital Exclusive	12.7%	18.1%	14.6%	5.2%
Print & Digital	20.2%	21.4%	20.2%	16.0%
Use Newspaper But Do Not Read	19.5%	10.4%	13.1%	11.9%
Total Reach	71.9%	69.7%	75.2%	83.1%

Base: Adults in each generation

(n=144)

(n=321)

(n=1,988)

(n=4,000)

Margin of Error:

+/- 8.2 Points

+/- 5.5 Points

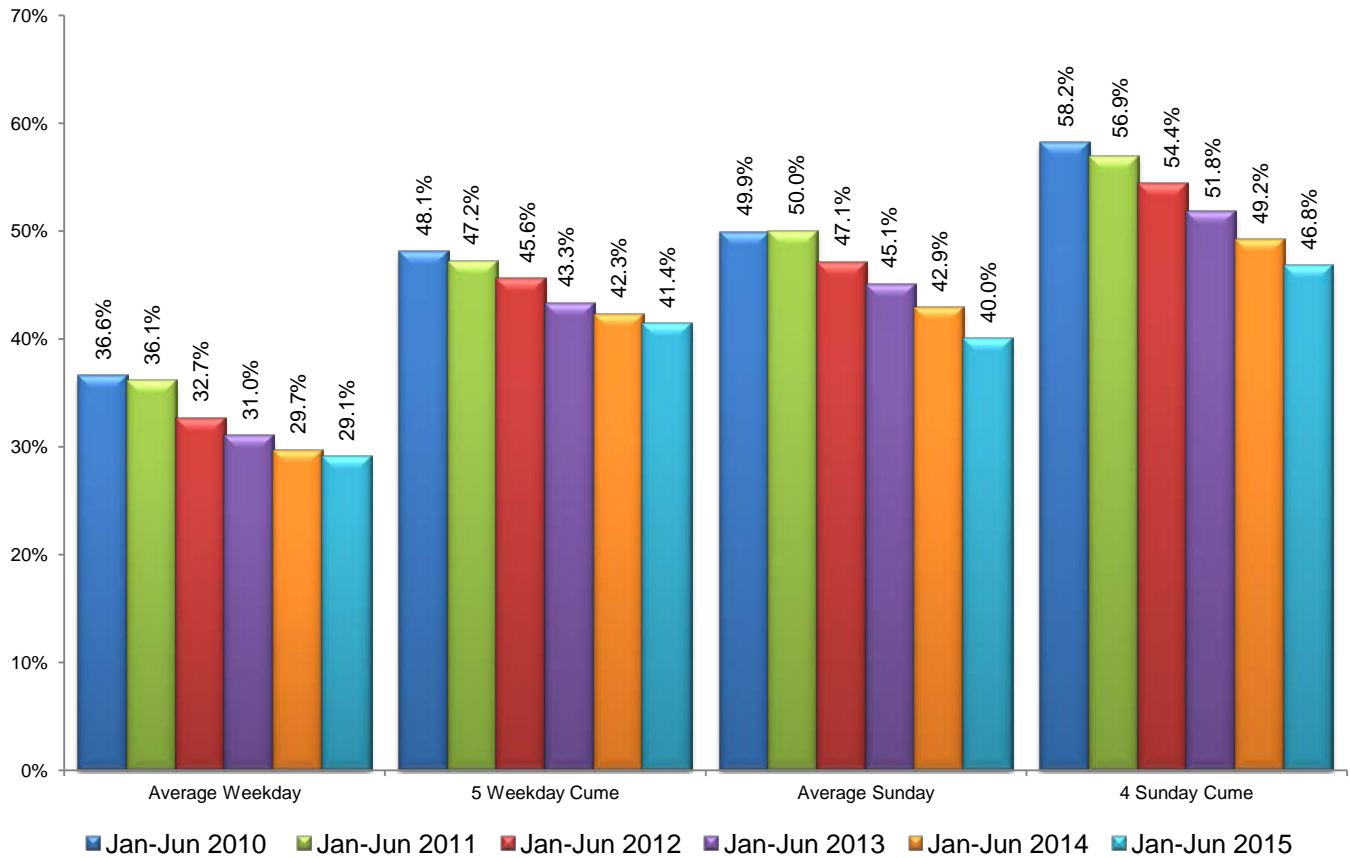
+/- 2.2 Points

+/- 1.5 Points



Average Readership

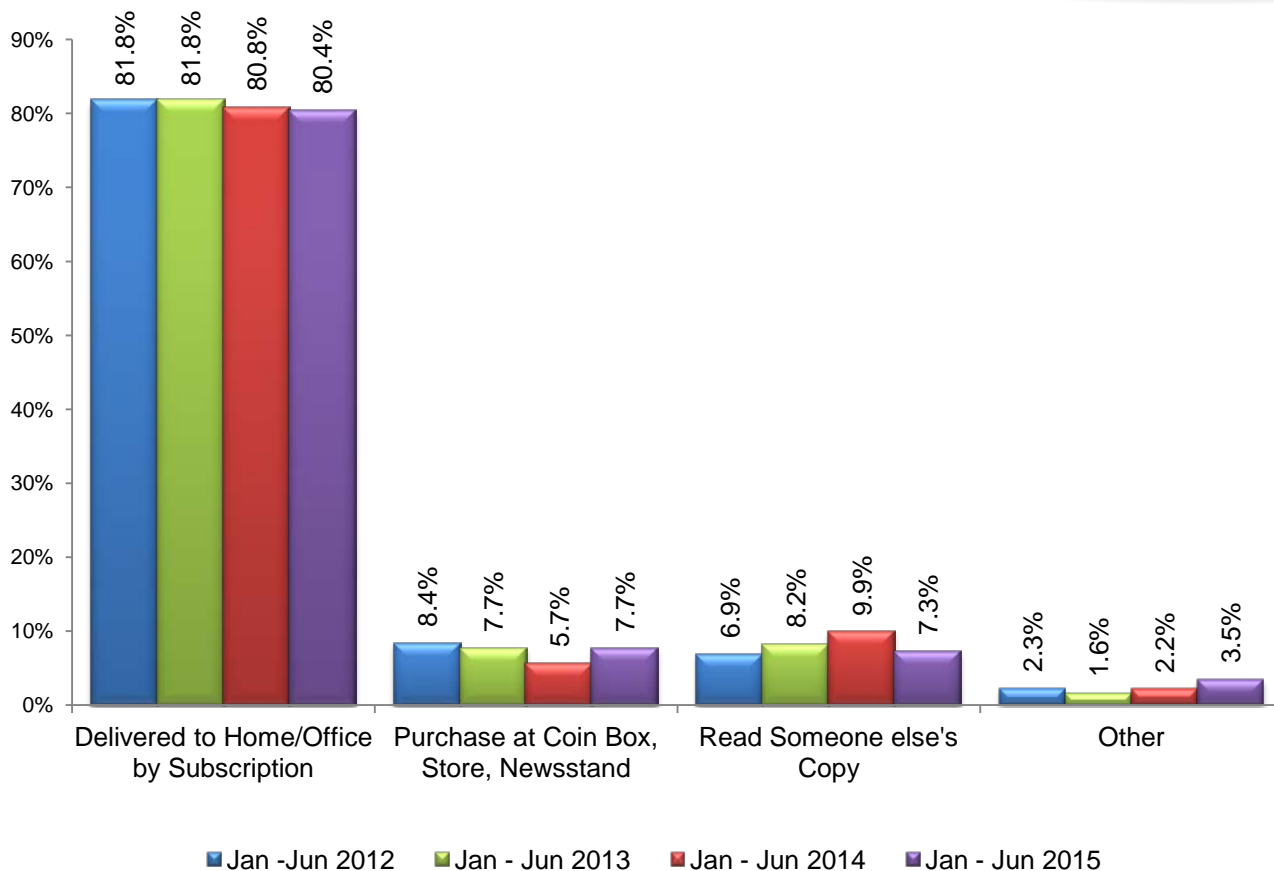
Q: Did you read the Lee newspaper yesterday?



	BIL	BLM	DAV	LNC	MAD	MUN	SC	WOO	STL	RVNG	TUC	Jan-Jun 2015	Jan-Jun 2014	Jan-Jun 2013	Jan-Jun 2012	Jan-Jun 2011	Jan-Jun 2010
Average Weekday	41.5%	32.4%	35.2%	36.7%	37.5%	26.5%	30.7%	35.8%	15.1%	34.1%	23.1%	29.1%	29.7%	31.0%	32.7%	36.1%	36.6%
5 Weekday Cume	54.0%	45.0%	50.7%	57.2%	53.3%	40.3%	40.1%	44.2%	23.5%	45.6%	36.8%	41.4%	42.3%	43.3%	45.6%	47.2%	48.1%
Average Sunday	44.3%	46.9%	48.3%	49.2%	43.6%	37.2%	36.9%	47.9%	29.2%	42.0%	36.3%	40.0%	42.9%	45.1%	47.1%	50.0%	49.9%
4 Sunday Cume	51.7%	55.4%	56.7%	58.3%	50.1%	44.0%	41.9%	55.6%	35.4%	48.3%	39.9%	46.8%	49.2%	51.8%	54.4%	56.9%	58.2%
Base: All Adults	(n=502)	(n=499)	(n=497)	(n=498)	(n=498)	(n=499)	(n=502)	(n=497)	(n=1,498)	(n=502)	(n=503)	(n=6,495)	(n=7,803)	(n=7,800)	(n=7,813)	(n=7,877)	(n=7,813)
Margin of Error:	+/- 4.4% Points	+/- 4.4% Points	+/- 4.4% Points	+/- 4.4% Points	+/- 4.4% Points	+/- 4.4% Points	+/- 4.4% Points	+/- 4.4% Points	+/- 2.5% Points	+/- 4.4% Points	+/- 4.4% Points	+/- 1.2% Points	+/- 1.1% Points	+/- 1.1% Points	+/- 1.1% Points	+/- 1.1% Points	+/- 1.1% Points

Source of Weekday Newspaper

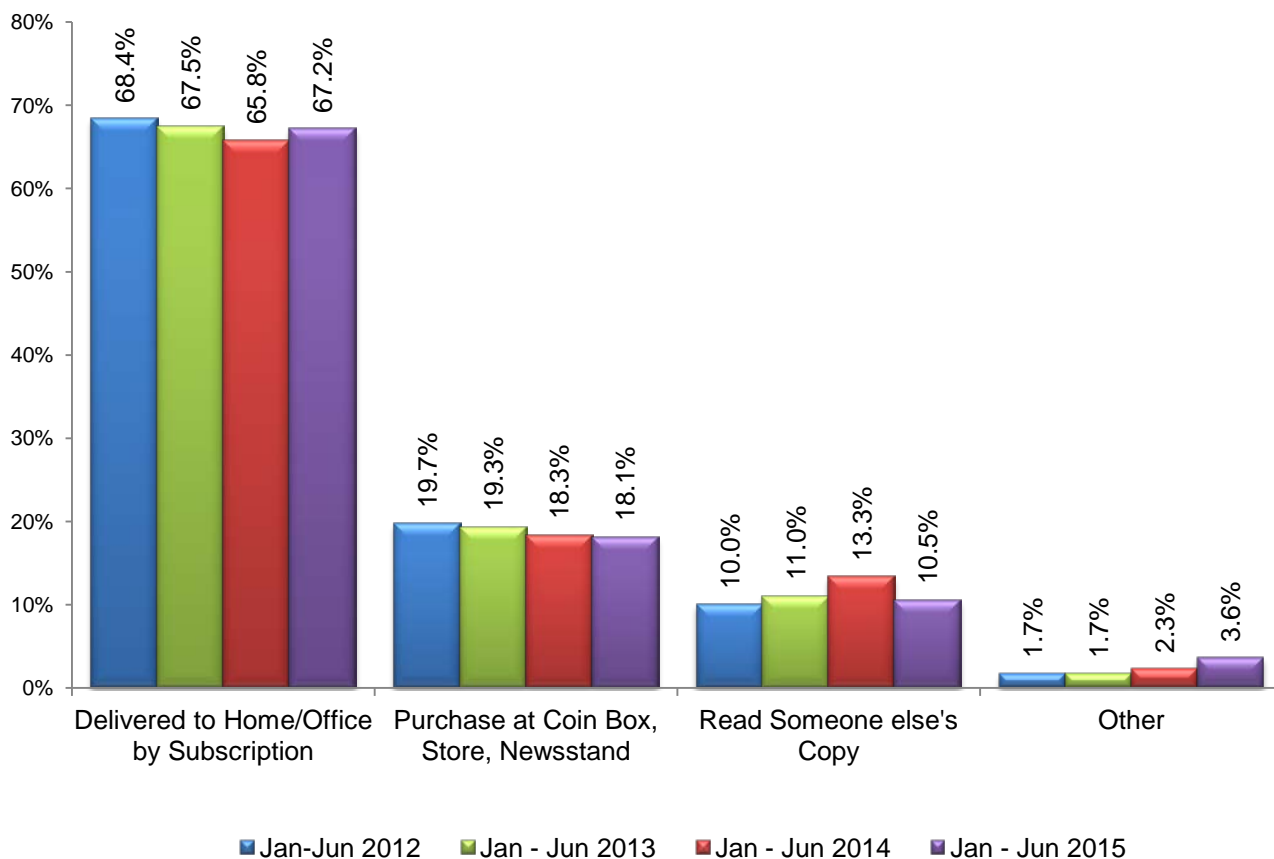
Q: Where do you usually get your copy of the daily, Monday through Friday, newspaper?



	BIL	BLM	DAV	LNC	MAD	MUN	SC	WOO	STL	RVNG	TUC	Jan – Jun 2015	Jan – Jun 2014	Jan – Jun 2013	Jan – Jun 2012
Delivered to your home/office by subscription	74.2%	67.9%	77.1%	86.0%	69.3%	84.2%	78.0%	87.5%	83.0%	76.1%	84.3%	80.4%	80.8%	81.8%	81.8%
Purchase at coin box, store, or newsstand	10.2%	5.8%	5.4%	2.7%	10.3%	8.7%	11.9%	5.4%	7.7%	9.8%	6.9%	7.7%	5.7%	7.7%	8.4%
Read someone else's copy	7.4%	3.6%	15.6%	1.2%	12.0%	3.0%	8.5%	6.5%	6.5%	10.3%	3.9%	7.3%	9.9%	8.2%	6.9%
Other	7.8%	1.5%	1.5%	9.6%	5.9%	0.2%	1.3%	0.0%	1.3%	2.8%	4.9%	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.	(n=270)	(n=257)	(n=245)	(n=235)	(n=225)	(n=201)	(n=239)	(n=325)	(n=376)	(n=224)	(n=194)	(n=2,769)	(n=3,247)	(n=3,274)	(n=3,321)
Margin of Error:	+/- 6.0% Points	+/- 6.1% Points	+/- 6.3% Points	+/- 5.8% Points	+/- 6.5% Points	+/- 6.9% Points	+/- 6.3% Points	+/- 6.3% Points	+/- 5.1% Points	+/- 6.5% Points	+/- 7.0% Points	+/- 1.9% Points	+/- 1.7% Points	+/- 1.7% Points	+/- 1.7% Points

Source of Sunday Newspaper

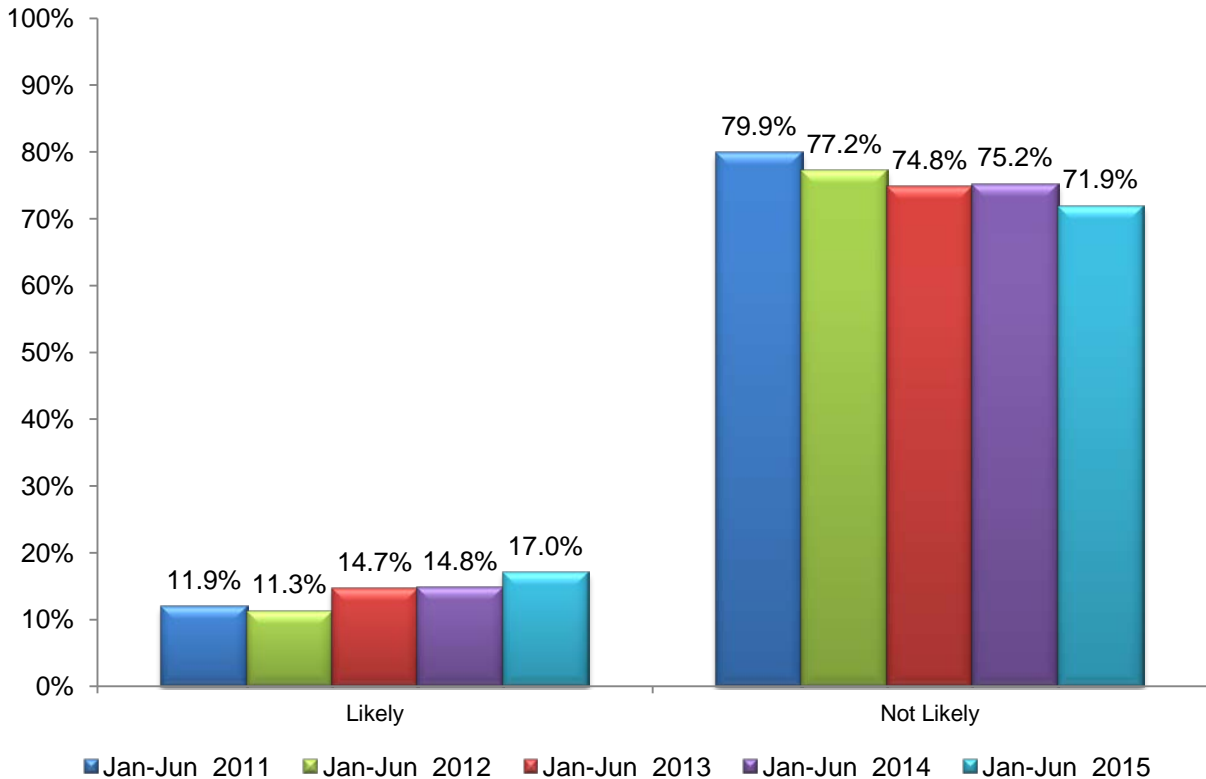
Q: Where did you get the Sunday newspaper you read or looked into most recently?



	BIL	BLM	DAV	LNC	MAD	MUN	SC	WOO	STL	RVNG	TUC	Jan – Jun 2015	Jan – Jun 2014	Jan – Jun 2013	Jan – Jun 2012
Delivered to your home/office by subscription	68.6%	72.8%	72.8%	76.1%	59.4%	71.2%	59.5%	72.9%	59.7%	62.9%	67.2%	67.2%	65.8%	67.5%	68.4%
Purchase at coin box, store, or newsstand	15.4%	16.1%	15.2%	15.6%	16.1%	18.6%	24.7%	10.7%	25.1%	21.2%	15.1%	18.1%	18.3%	19.3%	19.7%
Read someone else's copy	9.7%	9.9%	9.5%	3.9%	17.6%	8.2%	10.3%	13.6%	8.3%	12.8%	16.3%	10.5%	13.3%	11.0%	10.0%
Other	4.6%	1.0%	1.8%	4.4%	6.5%	2.0%	5.1%	0.5%	6.3%	3.0%	1.4%	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.	(n=332)	(n=341)	(n=313)	(n=357)	(n=293)	(n=274)	(n=271)	(n=337)	(n=639)	(n=282)	(n=277)	(n=3,716)	(n=4,458)	(n=4,553)	(n=4,671)
Margin of Error:	+/- 5.4% Points	+/- 5.3% Points	+/- 5.5% Points	+/- 5.2% Points	+/- 5.7% Points	+/- 5.9% Points	+/- 6.0% Points	+/- 5.3% Points	+/- 3.9% Points	+/- 5.8% Points	+/- 5.9% 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?



	BIL	BLM	DAV	LNC	MAD	MUN	SC	WOO	STL	RVNG	TUC	Jan-Jun 2015	Jan-Jun 2014	Jan-Jun 2013	Jan-Jun 2012	Jan-Jun 2011
Likely	20.3%	20.9%	18.3%	13.8%	13.9%	14.0%	14.5%	14.0%	18.6%	10.0%	26.1%	17.0%	14.8%	14.7%	11.3%	11.9%
Not Likely	67.5%	74.9%	74.0%	80.0%	83.0%	62.7%	74.0%	78.6%	70.0%	66.4%	59.6%	71.9%	75.2%	74.8%	77.2%	79.9%
Base: Adults who read both in print and online	(n=110)	(n=114)	(n=85)	(n=123)	(n=77)	(n=70)	(n=69)	(n=70)	(n=169)	(n=69)	(n=67)	(n=1,023)	(n=1,221)	(n=1,132)	(n=1,190)	(n=1,117)
Margin of Error:	+/- 9.3% Points	+/- 9.2% Points	+/- 10.6% Points	+/- 8.8% Points	+/- 11.2% Points	+/- 11.7% Points	+/- 11.8% Points	+/- 11.7% Points	+/- 7.5% Points	+/- 11.8% Points	+/- 13.0% Points	+/- 3.1% Points	+/- 2.8% Points	+/- 2.9% Points	+/- 2.8% Points	+/- 2.9% 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 2015	Market	Print Exclusive	Digital Exclusive	Print & Digital	Use Newspaper	None
Male	49.1%	48.8%	47.1%	51.6%	45.8%	50.1%
Female	50.9%	51.2%	52.9%	48.4%	54.2%	49.9%
Ages 18-29	9.9%	6.2%	10.0%	10.4%	15.1%	11.6%
Ages 30-39	22.2%	14.1%	32.0%	24.6%	18.1%	27.8%
Ages 40-59	39.7%	34.7%	46.3%	41.6%	40.8%	40.7%
Ages 60+	28.2%	45.1%	11.7%	23.5%	26.2%	19.8%
Median Age	45.8	57.8	41.4	44.3	44.5	42.7
Children Under 18 at home	39.9%	26.7%	59.9%	40.6%	41.1%	45.5%
Lived In Area Less Than Five Years	10.9%	7.3%	12.0%	8.6%	13.8%	15.4%
6 - 10 Years	15.1%	10.1%	19.3%	15.3%	16.7%	18.4%
11 - 14 Years	7.3%	6.9%	10.3%	7.2%	6.3%	6.8%
15 - 20 Years	17.2%	14.4%	19.7%	20.4%	15.2%	17.8%
21 Years +	49.6%	61.4%	38.8%	48.4%	48.0%	41.6%
Median Length of Residence	20.8	22.8	17.5	20.5	20.2	18.2
Less than \$35K Household Income	27.6%	29.3%	21.9%	17.0%	38.5%	32.0%
\$35K - \$50K	9.5%	9.1%	10.5%	8.9%	8.5%	10.3%
\$50K - \$75K	21.5%	23.0%	19.9%	20.2%	19.4%	22.7%
\$75K+	41.4%	38.6%	47.7%	53.9%	33.6%	35.0%
Median Household Income (\$000)	\$65.0	\$62.6	\$72.0	\$79.6	\$53.9	58.6
High School Grad or Less	25.2%	26.0%	16.0%	16.3%	34.7%	31.1%
Some College	32.3%	34.6%	31.8%	29.5%	36.7%	29.4%
4 Year College or More	26.5%	23.9%	29.4%	33.8%	18.2%	27.0%
Graduate Degree	16.0%	15.5%	22.8%	20.4%	10.4%	12.5%
Base: All Adults	(n=6,495)	(n=2,832)	(n=489)	(n=1,113)	(n=804)	(n=1,257)
Margin of Error:	+/- 1.2% Points	+/- 1.8% Points	+/- 4.4% Points	+/- 2.9% Points	+/- 2.9% Points	+/- 3.5% Points

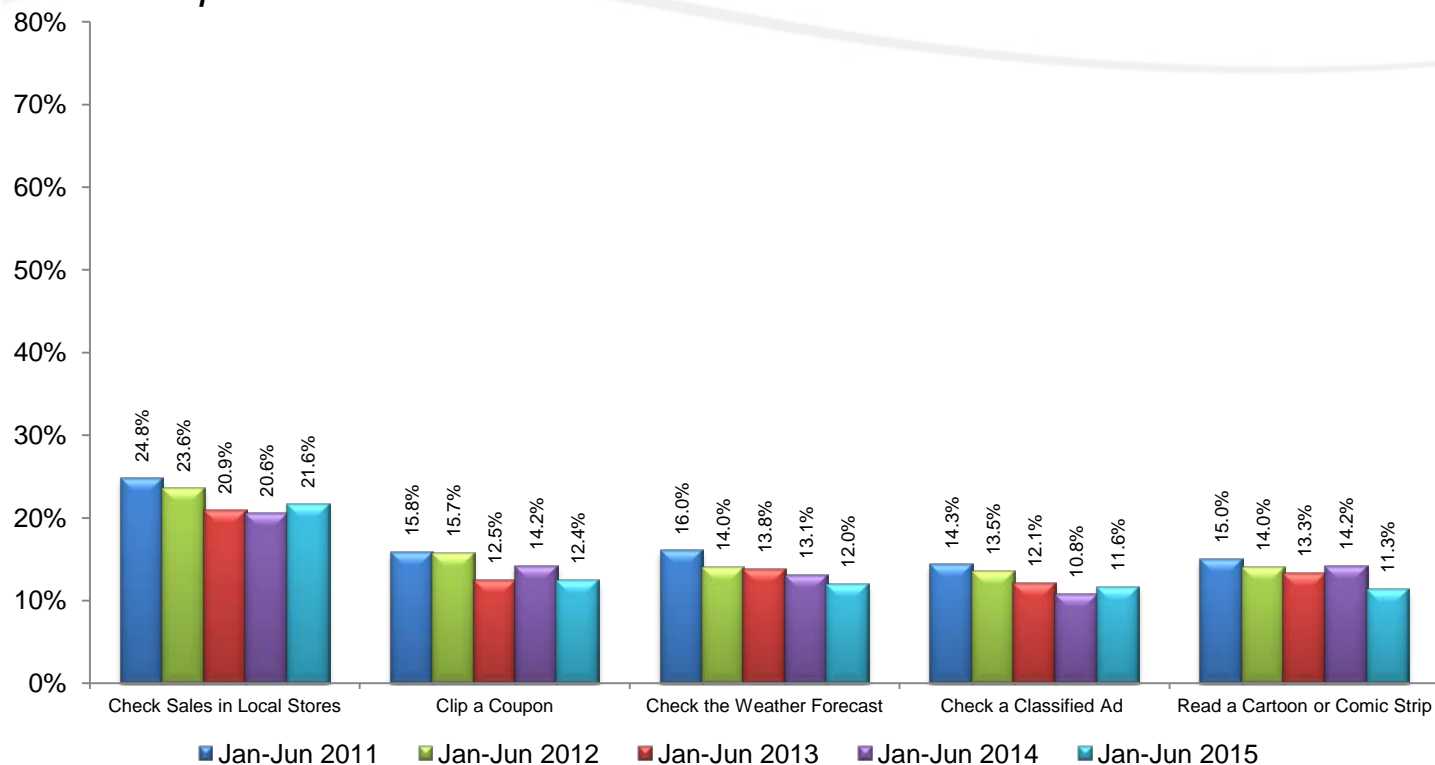
Print + Digital Demographics

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

Jan – Jun 2015	Market	Print Readers	Digital Readers	None
Male	49.1%	49.8%	49.8%	48.6%
Female	50.9%	50.2%	50.2%	51.4%
Ages 18-29	9.9%	7.8%	10.2%	12.8%
Ages 30-39	22.2%	18.1%	27.5%	24.4%
Ages 40-59	39.7%	37.3%	43.4%	40.7%
Ages 60+	28.2%	36.8%	18.8%	22.0%
<i>Median Age</i>	<i>45.8</i>	<i>53.7</i>	<i>42.8</i>	<i>43.3</i>
Children Under 18 at home	39.9%	32.0%	48.2%	44.0%
Lived In Area Less Than Five Years	10.9%	7.8%	10.0%	14.8%
6 - 10 Years	15.1%	12.1%	16.9%	17.8%
11 - 14 Years	7.3%	7.0%	8.4%	6.6%
15 - 20 Years	17.2%	16.7%	20.1%	16.9%
21 Years +	49.6%	56.4%	44.6%	43.6%
<i>Median Length of Residence</i>	<i>20.8</i>	<i>22.1</i>	<i>19.4</i>	<i>18.8</i>
Less than \$35K Household Income	27.6%	24.4%	19.0%	34.2%
\$35K - \$50K	9.5%	9.0%	9.5%	9.7%
\$50K - \$75K	21.5%	21.8%	20.1%	21.6%
\$75K+	41.4%	44.7%	51.4%	34.5%
<i>Median Household Income (\$000)</i>	<i>\$65.0</i>	<i>\$69.0</i>	<i>\$76.8</i>	<i>\$57.1</i>
High School Grad or Less	25.2%	22.3%	16.2%	32.4%
Some College	32.3%	32.6%	30.4%	31.9%
4 Year College or More	26.5%	27.7%	32.1%	23.9%
Graduate Degree	16.0%	17.4%	21.4%	11.8%
Base: All Adults	(n=6,495)	(n=3,945)	(n=1,602)	(n=2,051)
Margin of Error:	+/- 1.2% Points	+/- 1.6% Points	+/- 2.4% Points	+/- 2.2% Points

Newspaper Uses Among Non P+W Readers/Visitors

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



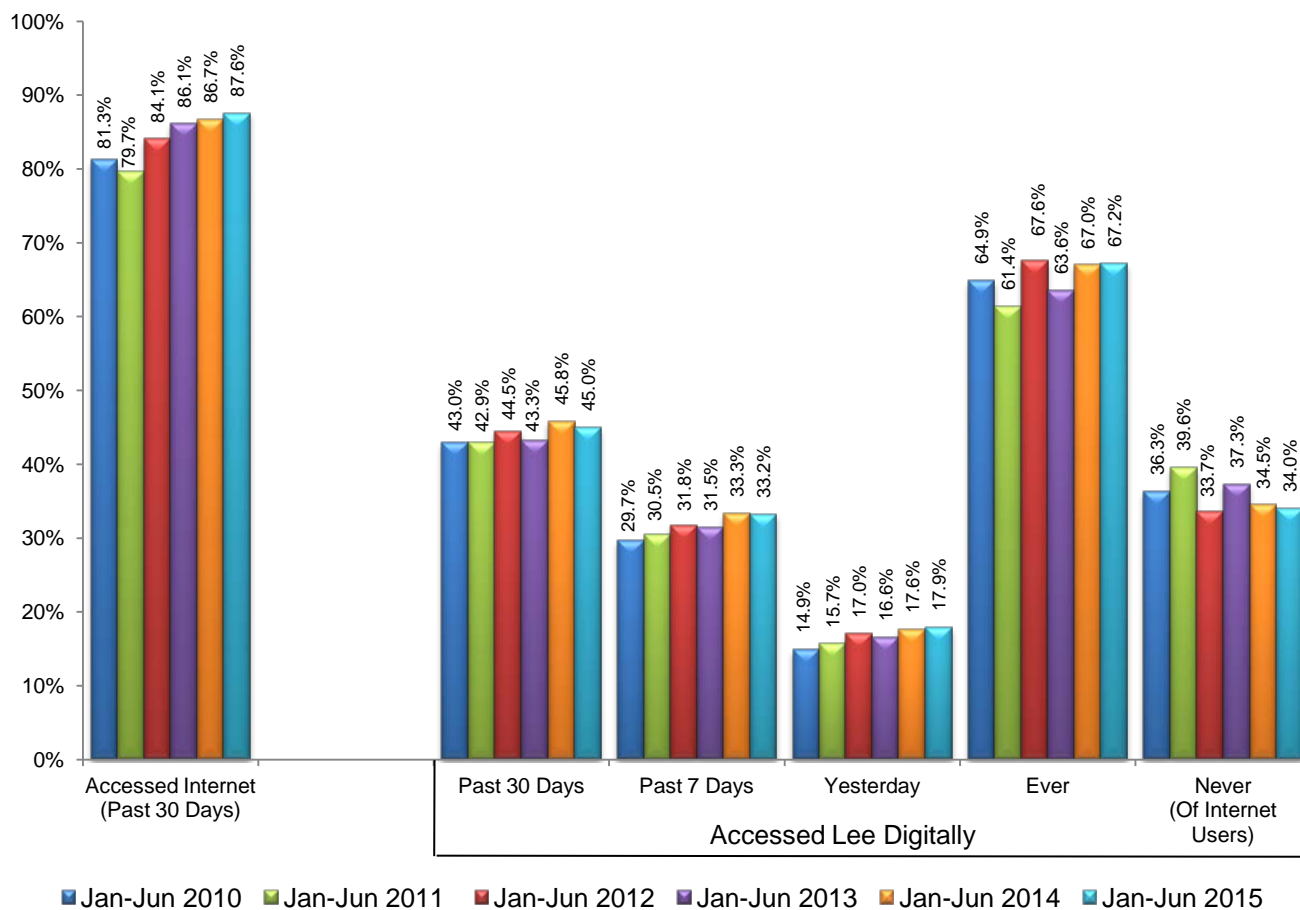
■ Jan-Jun 2011 ■ Jan-Jun 2012 ■ Jan-Jun 2013 ■ Jan-Jun 2014 ■ Jan-Jun 2015

	BIL	BLM	DAV	LNC	MAD	MUN	SC	WOO	STL	RVNG	TUC	Jan-Jun 2015	Jan-Jun 2014	Jan-Jun 2013	Jan-Jun 2012	Jan-Jun 2011
Check Sales in Local Stores	9.8%	15.3%	5.3%	9.9%	31.2%	17.9%	32.2%	29.9%	21.7%	26.9%	23.0%	21.6%	20.6%	20.9%	23.6%	24.8%
Clip a Coupon	7.0%	4.8%	5.0%	11.9%	12.5%	13.0%	20.7%	9.4%	13.8%	11.9%	14.5%	12.4%	14.2%	12.5%	15.7%	15.8%
Check the Weather Forecast	13.2%	12.4%	9.0%	6.3%	8.0%	13.1%	7.1%	13.5%	17.2%	11.8%	3.4%	12.0%	13.1%	13.8%	14.0%	16.0%
Check a Classified Ad	7.2%	9.1%	2.0%	10.0%	19.3%	9.3%	22.9%	10.2%	11.4%	21.3%	3.7%	11.6%	10.8%	12.1%	13.5%	14.3%
Read a Cartoon or Comic Strip	7.9%	3.1%	5.9%	11.8%	16.0%	10.3%	13.0%	6.2%	15.9%	10.6%	6.1%	11.3%	14.2%	13.3%	14.0%	15.0%
Base: Adults who have neither read the printed Lee newspaper in the past week nor visited the Lee Website	(n=88)	(n=98)	(n=122)	(n=80)	(n=144)	(n=171)	(n=161)	(n=133)	(n=734)	(n=144)	(n=186)	(n=2,061)	(n=2,447)	(n=2,435)	(n=2,390)	(n=2,284)
Margin of Error:	+/- 10.4% Points	+/- 9.9% Points	+/- 8.9% Points	+/- 11.0% Points	+/- 8.2% Points	+/- 7.5% Points	+/- 7.2% Points	+/- 8.5% Points	+/- 3.6% Points	+/- 8.2% Points	+/- 7.1% Points	+/- 2.2% Points	+/- 2.0% Points	+/- 2.0% Points	+/- 2.0% Points	+/- 2.1% Points

Internet Access & Lee Digital Usage

Q: When was the last time you accessed the Internet?

How about the Lee newspaper website or app?

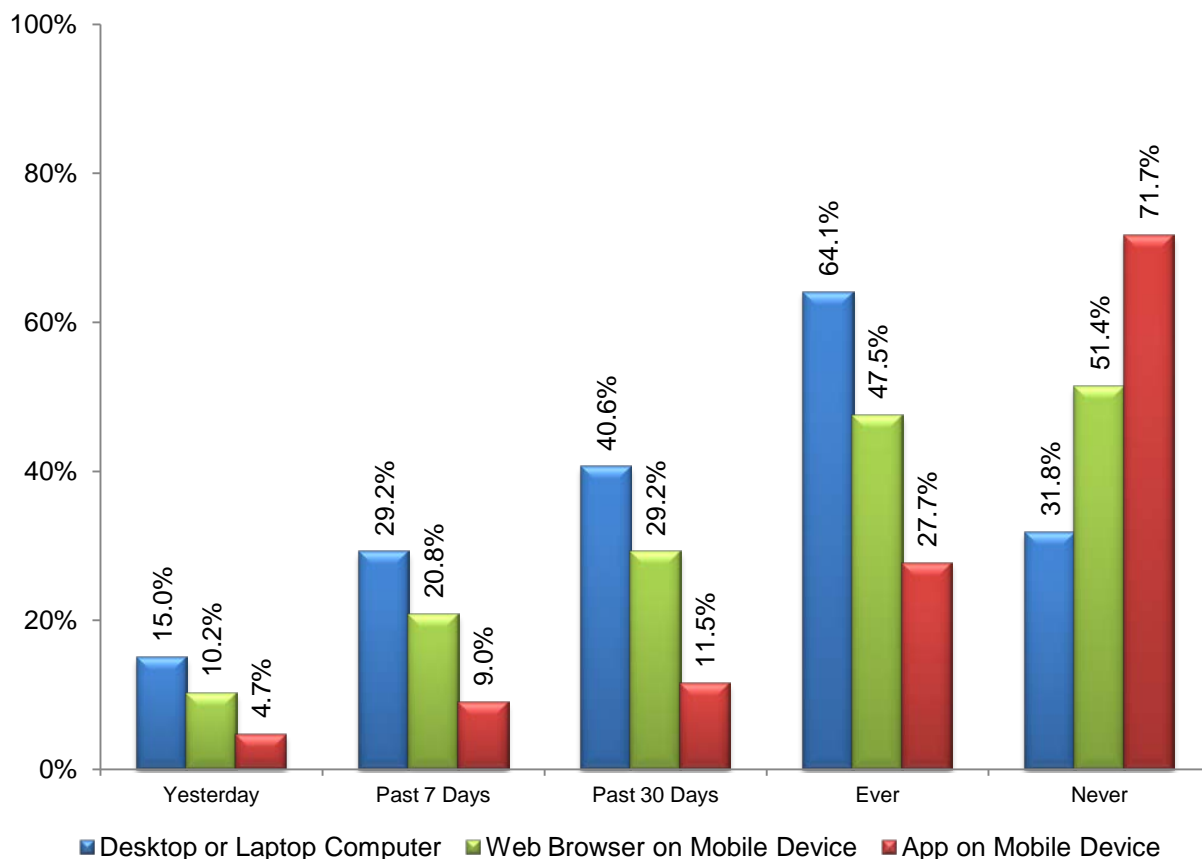


■ Jan-Jun 2010 ■ Jan-Jun 2011 ■ Jan-Jun 2012 ■ Jan-Jun 2013 ■ Jan-Jun 2014 ■ Jan-Jun 2015

	BIL	BLM	DAV	LNC	MAD	MUN	SC	WOO	STL	RVNG	TUC	Jan-Jun 2015	Jan-Jun 2014	Jan-Jun 2013	Jan-Jun 2012	Jan-Jun 2011	Jan-Jun 2010
Accessed Internet Past 30 Days	86.4%	88.9%	87.2%	91.9%	88.9%	87.3%	83.9%	83.4%	88.7%	84.9%	89.3%	87.6%	86.7%	86.1%	84.1%	79.7%	81.3%
Accessed Lee Digitally Past 30 Days	58.8%	56.4%	46.1%	60.2%	41.7%	49.8%	42.1%	31.1%	37.4%	55.3%	31.3%	45.0%	45.8%	43.3%	44.5%	42.9%	43.0%
Accessed Lee Digitally Past 7 Days	49.5%	41.7%	30.7%	46.4%	28.7%	34.0%	30.6%	23.5%	27.2%	37.3%	26.6%	33.2%	33.3%	31.5%	31.8%	30.5%	29.7%
Accessed Lee Digitally Yesterday	28.3%	21.5%	16.3%	28.2%	15.2%	20.0%	13.4%	9.0%	15.3%	24.3%	10.3%	17.9%	17.6%	16.6%	17.0%	15.7%	14.9%
Accessed Lee Digitally Ever	79.2%	79.5%	68.9%	78.9%	58.9%	69.1%	61.2%	61.7%	62.4%	73.3%	55.3%	67.2%	67.0%	63.6%	67.6%	61.4%	64.9%
Never Accessed Lee Digitally (Internet Users)	21.7%	22.1%	32.9%	21.6%	42.3%	32.7%	39.3%	39.6%	38.6%	28.6%	46.0%	34.0%	34.5%	37.3%	33.7%	39.6%	36.3%
Base: Adults who accessed the internet in past 30 days	(n=373)	(n=402)	(n=368)	(n=408)	(n=396)	(n=382)	(n=366)	(n=344)	(n=1,152)	(n=372)	(n=408)	(n=4,971)	(n=5,994)	(n=5,901)	(n=5,749)	(n=5,489)	(n=5,673)
Margin of Error:	+/-5.1% Points	+/-4.9% Points	+/-5.0% Points	+/-4.9% Points	+/-4.9% Points	+/-5.0% Points	+/-5.1% Points	+/-5.3% Points	+/-2.9% Points	+/-5.1% Points	+/-4.9% Points	+/-1.4% Points	+/-1.3% 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	15.0%	10.2%	4.7%
Past 7 Days	29.2%	20.8%	9.0%
Past 30 Days	40.6%	29.2%	11.5%
Ever	64.1%	47.5%	27.7%
Never	31.8%	51.4%	71.7%

Base: Adults who accessed the internet in past 30 days

(n=4,971)

(n=4,971)

(n=4,971)

Margin of Error:

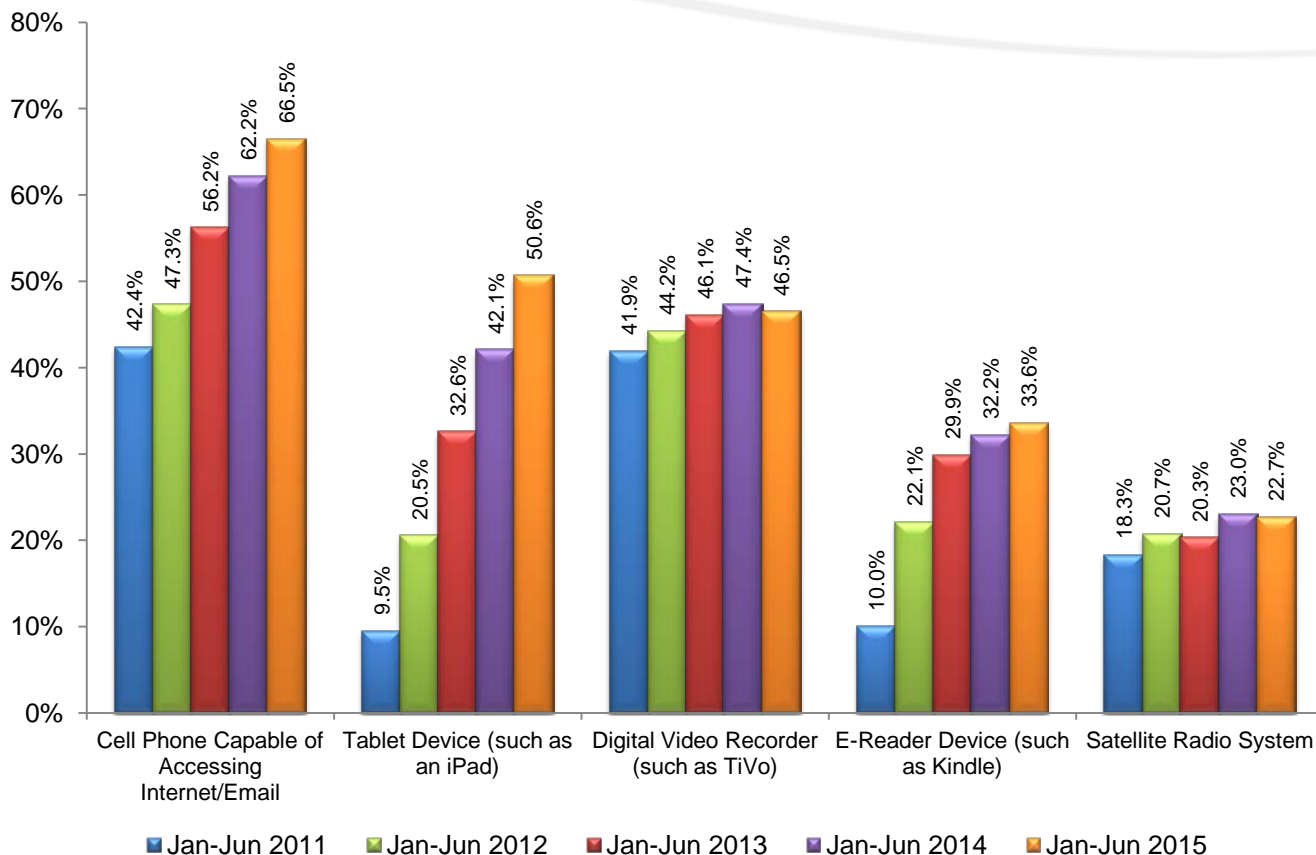
+/-1.4% Points

+/-1.4% Points

+/-1.4% Points

Technology Device Ownership

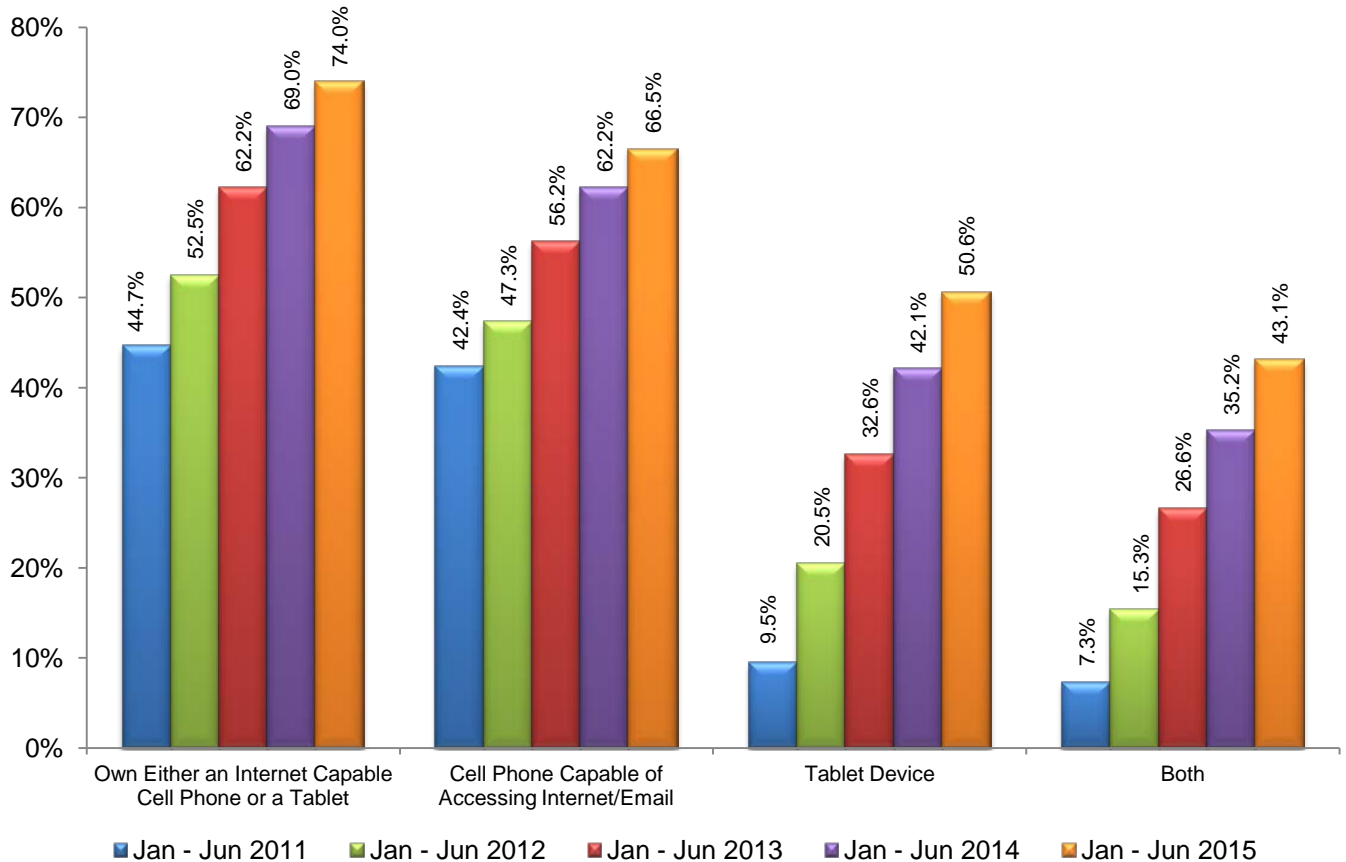
Q: Which of the following do you own?



	BIL	BLM	DAV	LNC	MAD	MUN	SC	WOO	STL	RVNG	TUC	Jan-Jun 2015	Jan-Jun 2014	Jan-Jun 2013	Jan-Jun 2012	Jan-Jun 2011	Jan-Jun 2010
Cell Phone Capable of Accessing Internet/Email	66.7%	77.6%	64.1%	69.5%	61.2%	71.6%	55.1%	55.8%	74.3%	57.1%	62.6%	66.5%	62.2%	56.2%	47.3%	42.4%	40.0%
Tablet Device (such as an iPad)	46.9%	55.7%	51.2%	56.0%	52.2%	52.6%	45.7%	41.7%	52.7%	48.1%	50.3%	50.6%	42.1%	32.6%	20.5%	9.5%	-
Digital Video Recorder (such as TiVo)	40.0%	48.4%	48.6%	41.6%	41.8%	54.2%	39.7%	37.9%	56.8%	38.9%	43.2%	46.5%	47.4%	46.1%	44.2%	41.9%	39.1%
E-Reader Device (such as Kindle)	35.7%	41.4%	31.4%	37.0%	29.0%	36.4%	36.1%	32.9%	33.2%	28.8%	28.9%	33.6%	32.2%	29.9%	22.1%	10.0%	3.0%
Satellite Radio System	28.0%	26.9%	29.6%	18.5%	18.7%	24.4%	23.7%	18.8%	21.7%	19.7%	22.0%	22.7%	23.0%	20.3%	20.7%	18.3%	17.1%
Base: All Adults	(n=502)	(n=499)	(n=497)	(n=498)	(n=498)	(n=499)	(n=502)	(n=497)	(n=1,498)	(n=502)	(n=503)	(n=6,495)	(n=7,803)	(n=7,800)	(n=7,813)	(n=7,877)	(n=7,813)
Margin of Error:	+/- 4.4% Points	+/- 4.4% Points	+/- 4.4% Points	+/- 4.4% Points	+/- 4.4% Points	+/- 4.4% Points	+/- 4.4% Points	+/- 4.4% Points	+/- 2.5% Points	+/- 4.4% Points	+/- 4.4% Points	+/- 1.2% Points	+/- 1.1% Points	+/- 1.1% Points	+/- 1.1% Points	+/- 1.1% Points	+/- 1.1% Points

Mobile Device Ownership

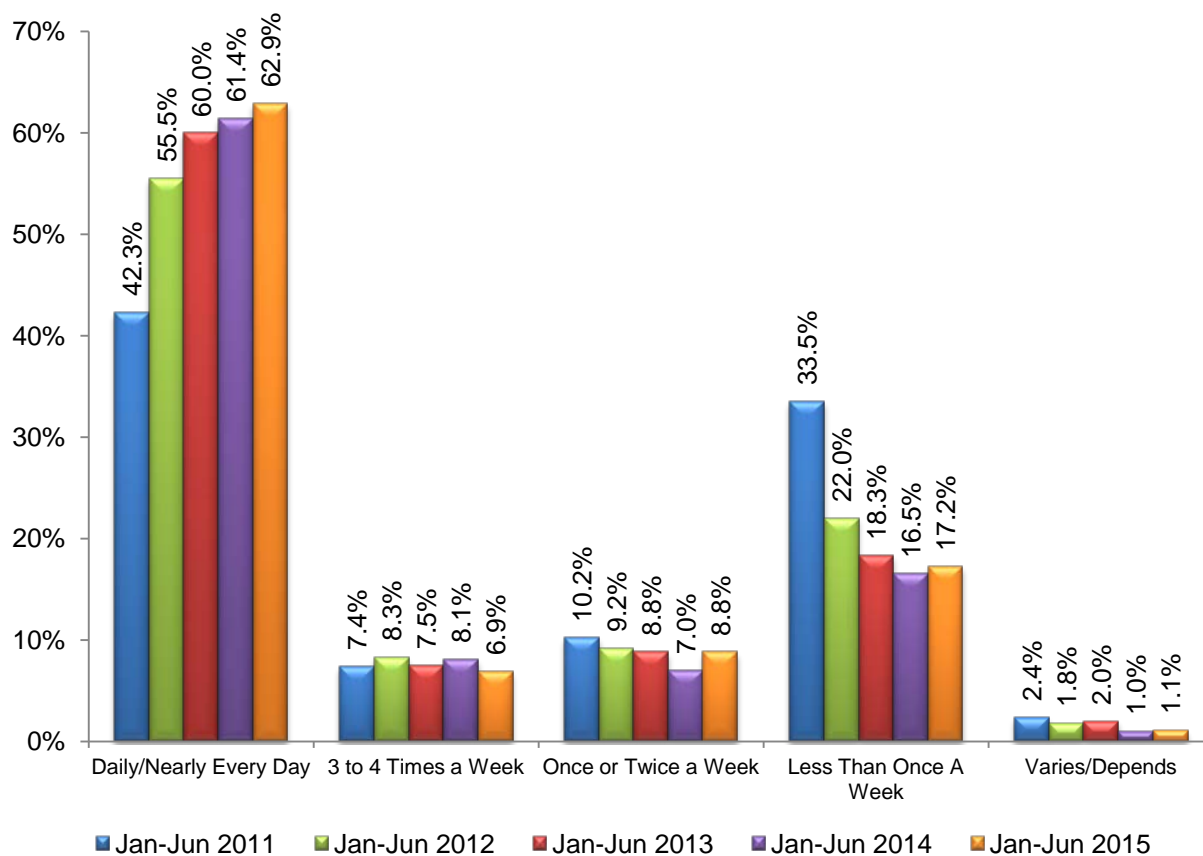
Q: Which of the following do you own?



	BIL	BLM	DAV	LNC	MAD	MUN	SC	WOO	STL	RVNG	TUC	Jan - Jun 2015	Jan - Jun 2014	Jan - Jun 2013	Jan - Jun 2012	Jan - Jun 2011
Own Either an Internet Capable Cell Phone or a Tablet	71.9%	82.0%	73.4%	78.2%	71.1%	77.2%	63.0%	63.1%	79.4%	70.1%	74.3%	74.0%	69.0%	62.2%	52.5%	44.7%
Cell Phone Capable of Accessing Internet/Email	66.7%	77.6%	64.1%	69.5%	61.2%	71.6%	56.1%	55.8%	74.3%	57.1%	62.6%	66.5%	62.2%	56.2%	47.3%	42.4%
Tablet Device	46.9%	55.7%	51.2%	56.0%	52.2%	52.6%	45.7%	41.7%	52.7%	48.1%	50.3%	50.6%	42.1%	32.6%	20.5%	9.5%
Both	41.7%	51.3%	41.9%	47.2%	42.3%	47.0%	37.8%	34.3%	47.6%	35.2%	38.6%	43.1%	35.2%	26.6%	15.3%	7.3%
Base: All Adults	(n=502)	(n=499)	(n=497)	(n=498)	(n=498)	(n=499)	(n=502)	(n=497)	(n=1,498)	(n=502)	(n=503)	(n=6,495)	(n=7,803)	(n=7,800)	(n=7,813)	(n=7,877)
Margin of Error:	+/- 4.4% Points	+/- 4.4% Points	+/- 4.4% Points	+/- 4.4% Points	+/- 4.4% Points	+/- 4.4% Points	+/- 4.4% Points	+/- 4.4% Points	+/- 2.5% Points	+/- 4.4% Points	+/- 4.4% Points	+/- 1.2% Points	+/- 1.1% Points	+/- 1.1% Points	+/- 1.1% Points	+/- 1.1% Points

Frequency of Accessing the Internet Via Mobile Device

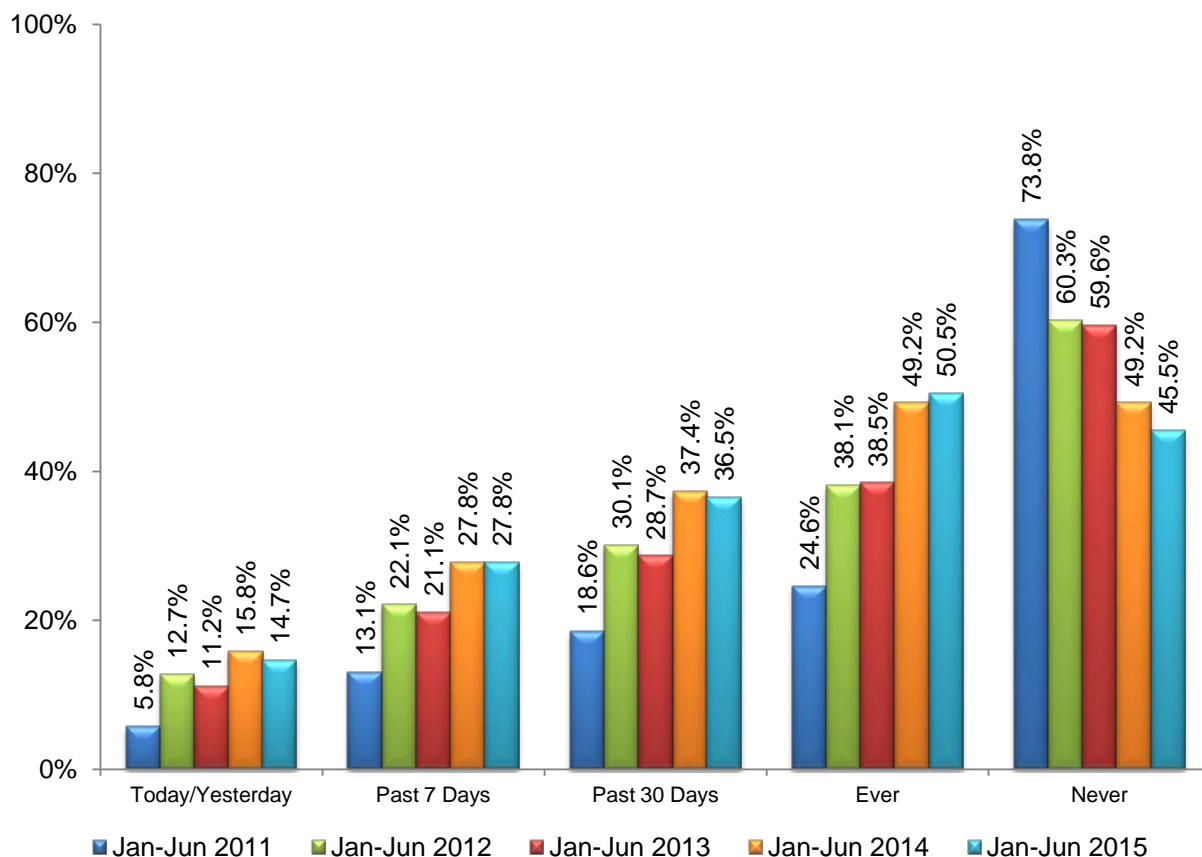
Q: How often do you use your mobile device to access the Internet?



	BIL	BLM	DAV	LNC	MAD	MUN	SC	WOO	STL	RVNG	TUC	Jan-Jun 2015	Jan-Jun 2014	Jan-Jun 2013	Jan-Jun 2012	Jan-Jun 2011
Daily/Nearly Every Day	57.0%	74.3%	61.8%	59.7%	65.5%	61.8%	59.5%	61.7%	63.5%	62.2%	62.1%	62.9%	61.4%	60.0%	55.5%	42.3%
3 to 4 Times a Week	10.2%	5.3%	5.6%	10.4%	4.9%	10.9%	5.6%	3.4%	6.7%	8.6%	4.4%	6.9%	8.1%	7.5%	8.3%	7.4%
Once or Twice a Week	7.9%	8.5%	9.1%	8.2%	11.5%	8.4%	14.2%	7.5%	8.1%	6.2%	9.2%	8.8%	7.0%	8.8%	9.2%	10.2%
Less Than Once A Week	20.9%	10.2%	17.3%	17.6%	16.1%	16.7%	16.0%	22.9%	16.3%	17.3%	21.3%	17.2%	16.5%	18.3%	22.0%	33.5%
Varies/Depends	0.5%	0.1%	0.3%	2.2%	0.4%	0.3%	1.3%	0.8%	2.0%	1.1%	0.8%	1.1%	1.0%	2.0%	1.8%	2.4%
Base: Adults who own a tablet or cell phone capable of accessing the Internet/email	(n=298)	(n=349)	(n=289)	(n=296)	(n=287)	(n=320)	(n=261)	(n=248)	(n=934)	(n=279)	(n=299)	(n=3,860)	(n=4,365)	(n=3,809)	(n=3,150)	(n=2,596)
Margin of Error:	+/-5.4% Points	+/-5.0% Points	+/-5.4% Points	+/-5.2% Points	+/-5.1% Points	+/-5.3% Points	+/-6.1% Points	+/-6.2% Points	+/-3.2% Points	+/-5.9% Points	+/-5.7% Points	+/-1.6% Points	+/-1.5% Points	+/-1.6% Points	+/-1.7% Points	+/-1.9% Points

Last Accessed Lee Website Via Mobile Device

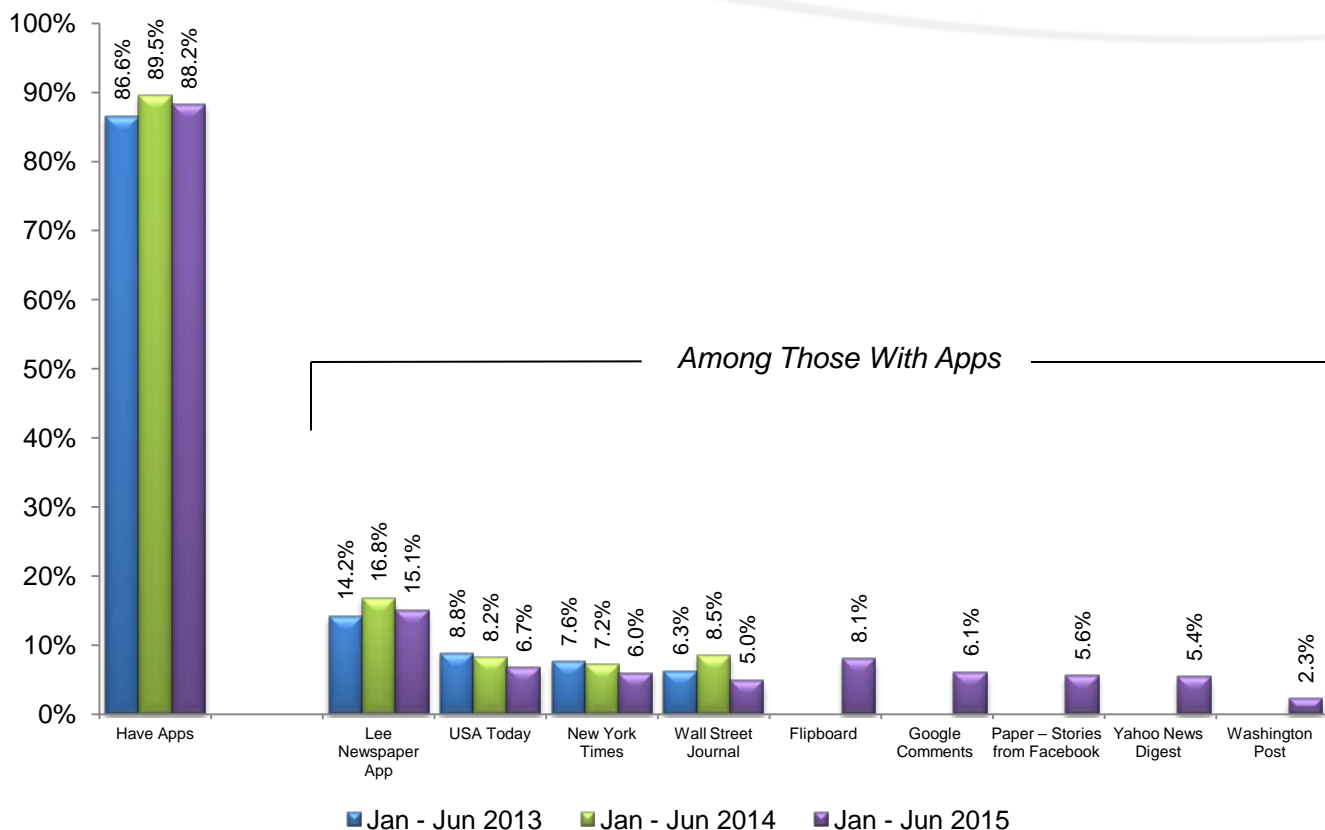
Q: When was the last time you used your cell phone to access the Lee website?



	BIL	BLM	DAV	LNC	MAD	MUN	SC	WOO	STL	RVNG	TUC	Jan-Jun 2015	Jan-Jun 2014	Jan-Jun 2013	Jan-Jun 2012	Jan-Jun 2011
Today/Yesterday	20.2%	18.4%	12.0%	22.7%	11.8%	15.4%	12.3%	9.7%	14.1%	15.4%	8.9%	14.7%	15.8%	11.2%	12.7%	5.8%
Past 7 Days	36.7%	31.2%	28.1%	43.4%	24.3%	30.5%	22.3%	15.7%	24.9%	30.8%	20.5%	27.8%	27.8%	21.1%	22.1%	13.1%
Past 30 Days	43.9%	43.2%	40.5%	51.1%	33.3%	41.3%	32.3%	22.3%	31.3%	47.2%	22.5%	36.5%	37.4%	28.7%	30.1%	18.6%
Ever	56.9%	58.2%	52.5%	60.8%	46.2%	53.2%	45.6%	40.9%	46.6%	62.5%	37.5%	50.5%	49.2%	38.5%	38.1%	24.6%
Never	38.6%	38.5%	43.9%	34.1%	49.0%	41.7%	53.1%	52.8%	48.7%	35.9%	60.2%	45.5%	49.2%	59.6%	60.3%	73.8%
Base: Adults who own a tablet or cell phone capable of accessing the Internet/email	(n=298)	(n=349)	(n=289)	(n=296)	(n=287)	(n=320)	(n=261)	(n=248)	(n=934)	(n=279)	(n=299)	(n=3,860)	(n=4,365)	(n=3,809)	(n=3,150)	(n=2,596)
Margin of Error:	+/-5.4% Points	+/-5.0% Points	+/-5.4% Points	+/-5.2% Points	+/-5.1% Points	+/-5.3% Points	+/-6.1% Points	+/-6.2% Points	+/-3.2% Points	+/-5.9% Points	+/-5.7% Points	+/-1.6% Points	+/-1.5% Points	+/-1.6% Points	+/-1.7% Points	+/-1.9% Points

Mobile News Apps

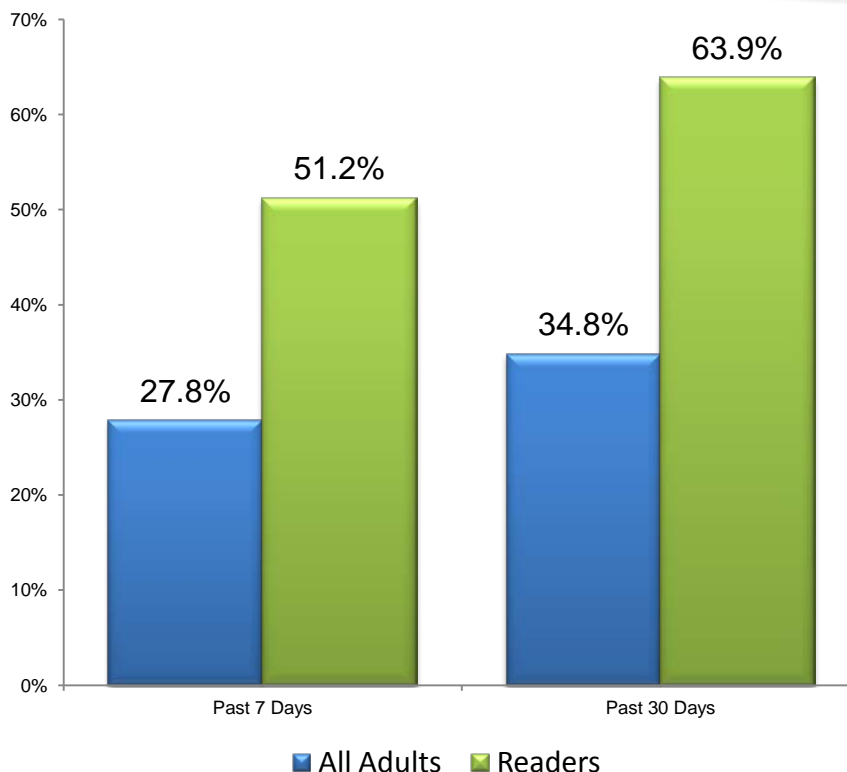
Q: Does your electronic tablet or cell phone have apps? Have you downloaded any of the following news apps?



	BIL	BLM	DAV	LNC	MAD	MUN	SC	WOO	STL	RVNG	TUC	Jan – Jun 2015	Jan – Jun 2014	Jan – Jun 2013	Jan – Jun 2012
Have Apps	85.4%	88.7%	87.0%	86.0%	91.0%	92.6%	79.9%	88.2%	90.2%	85.7%	89.4%	88.2%	89.5%	86.6%	80.0%
Lee Newspaper App	24.6%	21.9%	12.8%	24.4%	9.1%	11.9%	10.4%	7.4%	12.9%	18.6%	15.0%	15.1%	16.8%	14.2%	16.1%
USA Today	4.0%	7.4%	8.0%	3.6%	4.2%	7.0%	3.0%	9.0%	7.2%	12.5%	6.0%	6.7%	8.2%	8.8%	9.1%
New York Times	5.3%	2.7%	5.9%	5.8%	9.3%	2.9%	2.7%	5.2%	5.2%	9.6%	12.6%	6.0%	7.2%	7.6%	9.0%
Wall Street Journal	1.5%	3.4%	4.8%	6.6%	5.1%	4.2%	2.2%	2.9%	5.2%	9.3%	8.7%	5.0%	8.5%	6.3%	6.7%
Flipboard	5.0%	10.5%	5.2%	8.6%	3.9%	8.4%	11.2%	9.4%	8.7%	9.1%	7.7%	8.1%			
Google Comments	6.6%	6.6%	8.5%	6.8%	0.9%	7.4%	6.0%	4.3%	5.3%	8.6%	7.6%	6.1%			
Paper – Stories from Facebook	6.1%	1.3%	3.5%	8.5%	5.7%	8.7%	5.7%	8.1%	5.1%	4.9%	6.3%	5.6%			
Yahoo News Digest	7.8%	7.5%	1.6%	2.7%	4.2%	10.6%	2.7%	1.0%	7.0%	4.8%	3.7%	5.4%			
Washington Post	3.3%	1.1%	0.9%	1.3%	2.8%	0.4%	0.6%	2.3%	1.6%	6.7%	5.9%	2.3%			
Base: Adults who own a tablet or cell phone with apps	(n=227)	(n=295)	(n=232)	(n=236)	(n=234)	(n=278)	(n=185)	(n=196)	(n=789)	(n=218)	(n=256)	(n=3,146)	(n=4,365)	(n=3,044)	(n=2,557)
Margin of Error:	+/-6.5% Points	+/-5.7% Points	+/-6.4% Points	+/-6.4% Points	+/-6.4% Points	+/-5.9% Points	+/-7.2% Points	+/-7.0% Points	+/-3.5% Points	+/-6.6% Points	+/-6.1% Points	+/-1.7% Points	+/-1.5% Points	+/-1.8% Points	+/-1.9% 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

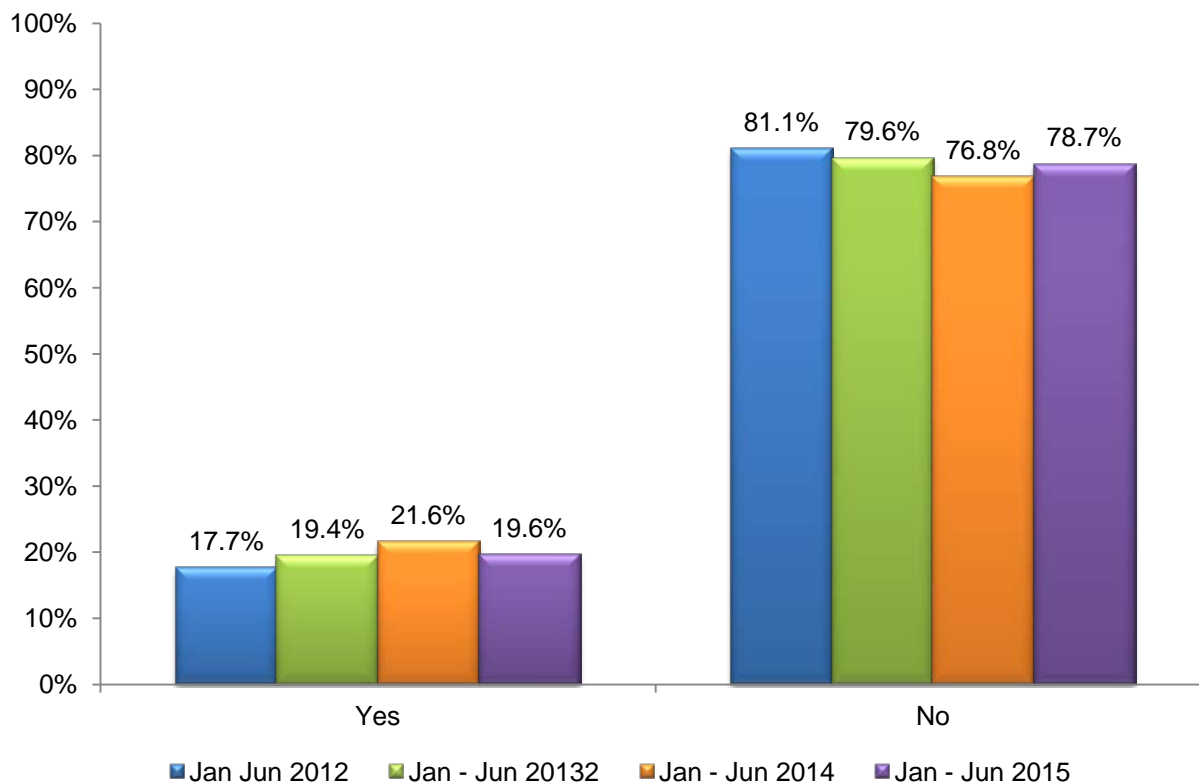
Ad Insert Readership	BIL	BLM	DAV	LNC	MAD	MUN	SC	WOO	STL	RVNG	TUC	Jan – Jun 2015	Jan – Jun 2014	Jan – Jun 2013	Jan – Jun 2012	Jan – Jun 2011	Jan – Jun 2010
Past 7 Days	47.0%	52.1%	50.0%	66.2%	40.0%	56.1%	41.5%	60.8%	50.4%	52.9%	45.5%	51.2%	49.4%	50.8%	51.0%	53.0%	53.2%
Past 30 Days	57.5%	66.4%	69.0%	76.8%	52.8%	75.4%	53.9%	71.3%	60.4%	63.2%	60.0%	63.9%	64.5%	66.5%	65.6%	67.8%	68.6%
Base: Readers	(n=376)	(n=368)	(n=354)	(n=395)	(n=338)	(n=298)	(n=325)	(n=356)	(n=702)	(n=320)	(n=298)	(n=4129)	(n=4965)	(n=5,040)	(n=5,183)	(n=5,411)	(n=5,324)
Margin of Error:	+/- 5.0% Points	+/- 5.1% Points	+/- 5.2% Points	+/- 4.9% Points	+/- 5.3% Points	+/- 5.7% Points	+/- 5.4% Points	+/- 5.2% Points	+/- 3.7% Points	+/- 5.5% Points	+/- 5.7% Points	+/- 1.5% Points	+/- 1.4% Points	+/- 1.4% Points	+/- 1.4% Points	+/- 1.3% 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 2015	Jan – Jun 2014	Jan – Jun 2013	Jan – Jun 2012	Jan – Jun 2011	Jan – Jun 2010
Past 7 Days	30.7%	32.2%	32.4%	42.9%	25.8%	27.8%	21.7%	35.8%	20.3%	30.1%	21.4%	27.8%	26.3%	29.8%	31.4%	34.0%	34.4%
Past 30 Days	37.6%	41.0%	44.7%	49.8%	34.1%	37.4%	28.2%	42.0%	24.4%	36.0%	28.2%	34.8%	36.9%	39.0%	40.4%	43.5%	44.3%
Base: All Adults	(n=502)	(n=499)	(n=497)	(n=498)	(n=498)	(n=499)	(n=502)	(n=497)	(n=1,498)	(n=502)	(n=503)	(n=6,495)	(n=7,803)	(n=7,800)	(n=7,813)	(n=7,877)	(n=7,813)
Margin of Error:	+/- 4.4% Points	+/- 4.4% Points	+/- 4.4% Points	+/- 4.4% Points	+/- 4.4% Points	+/- 4.4% Points	+/- 4.4% Points	+/- 4.4% Points	+/- 2.5% Points	+/- 4.4% Points	+/- 4.4% Points	+/- 1.2% Points	+/- 1.1% Points	+/- 1.1% Points	+/- 1.1% Points	+/- 1.1% Points	+/- 1.1% Points

Television Service

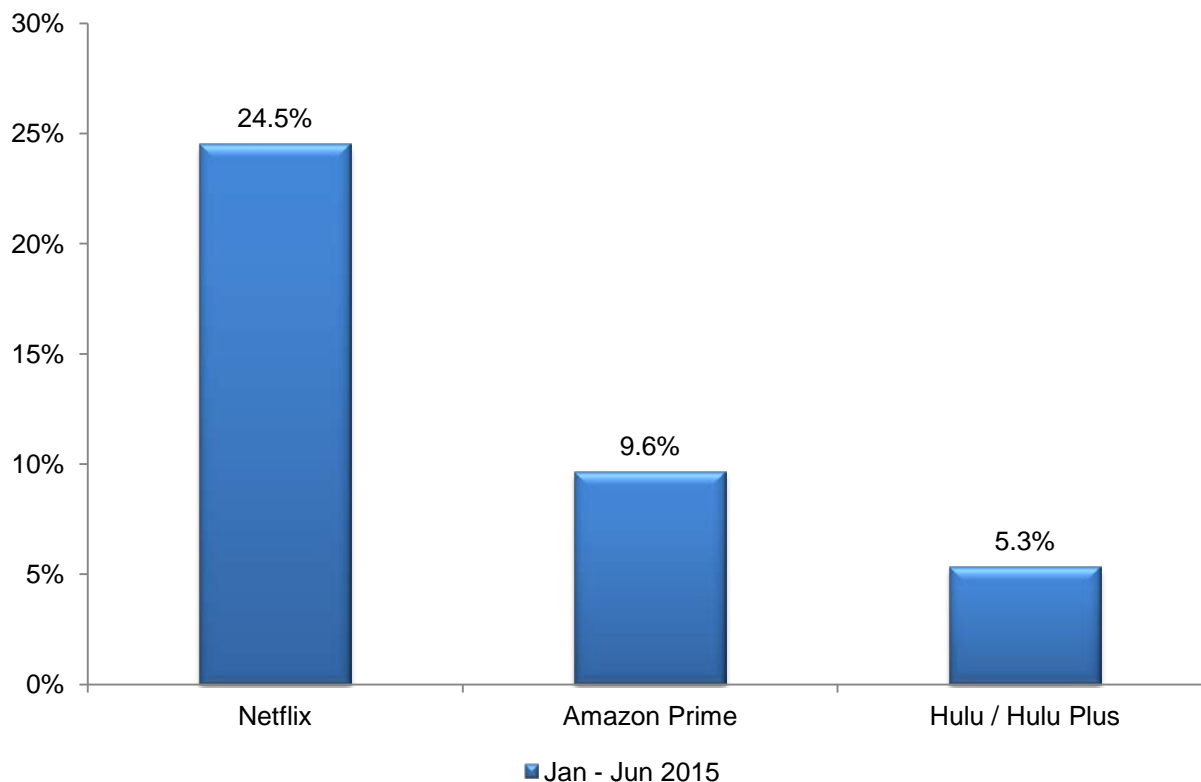
Q: During the past year, have you cancelled or cut back on your cable or satellite TV service?



	BIL	BLM	DAV	LNC	MAD	MUN	SC	WOO	STL	RVNG	TUC	Jan – Jun 2015	Jan – Jun 2014	Jan – Jun 2013	Jan – Jun 2012
Yes	21.4%	14.4%	15.9%	19.1%	19.5%	27.9%	16.2%	11.9%	22.0%	24.3%	18.2%	19.6%	21.6%	19.4%	17.7%
No	77.4%	85.1%	82.0%	78.4%	79.3%	71.2%	81.3%	85.8%	76.5%	73.1%	80.9%	78.7%	76.8%	79.6%	81.1%
Base: All Adults	(n=502)	(n=499)	(n=497)	(n=498)	(n=498)	(n=499)	(n=502)	(n=497)	(n=1,498)	(n=502)	(n=503)	(n=6,495)	(n=7,803)	(n=7,800)	(n=7,813)
Margin of Error:	+/- 4.4% Points	+/- 4.4% Points	+/- 4.4% Points	+/- 4.4% Points	+/- 4.4% Points	+/- 4.4% Points	+/- 4.4% Points	+/- 4.4% Points	+/- 2.5% Points	+/- 4.4% Points	+/- 4.4% 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 2013
Netflix	29.7%	26.5%	24.3%	26.7%	23.9%	23.6%	20.1%	19.9%	25.3%	20.5%	28.8%	24.5%
Amazon Prime	12.4%	10.2%	11.1%	10.4%	10.2%	8.8%	6.8%	6.4%	10.6%	5.8%	10.7%	9.6%
Hulu / Hulu Plus	6.0%	5.0%	4.4%	6.0%	4.4%	5.8%	3.6%	3.6%	6.2%	4.6%	7.2%	5.3%
Base: All Adults	(n=502)	(n=499)	(n=497)	(n=498)	(n=498)	(n=499)	(n=502)	(n=497)	(n=1,498)	(n=502)	(n=503)	(n=6,495)
Margin of Error:	+/- 4.4% Points	+/- 4.4% Points	+/- 4.4% Points	+/- 4.4% Points	+/- 4.4% Points	+/- 4.4% Points	+/- 4.4% Points	+/- 4.4% Points	+/- 2.5% Points	+/- 4.4% Points	+/- 4.4% 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 500 randomly digit dialed interviews every six months in each of the above markets except St. Louis, in which we conduct 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, 2015 to June 30, 2015.

Based upon a sample of 6,495 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)