

LEE ENTERPRISES AUDIENCE REPORT

JAN 2015 – JUN 2015

^{The}
Pantagraph

PANTAGRAPH.COM

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Methodology

HOW: Telephone Survey

WHO: Randomly Selected Adults In Bloomington NDM

WHEN: January 2015 – June 2015

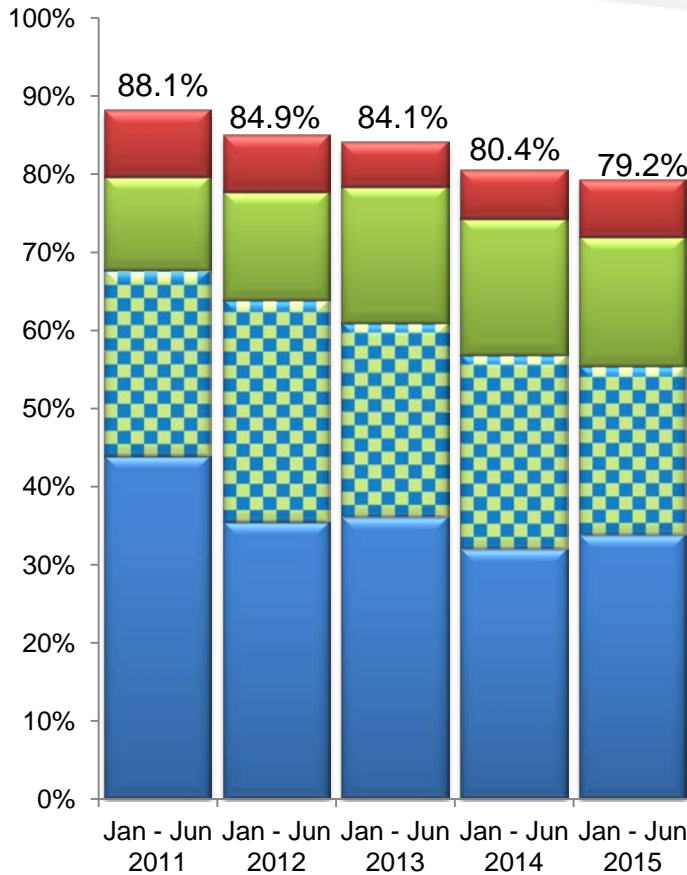
CONDUCTED BY: Thoroughbred Research, Louisville, KY

SAMPLE SIZE: 499 Total Interviews of Adults 18+

MARGIN OF ERROR: Total Sample (n=499) +/- 4.4% Points
Total Internet Sample (n=402) +/- 4.9% Points

Print + Digital Reach

Q: Have you accessed Pantagraph.com digitally, read or used The Pantagraph or done both in the past 7 days?



■ Print Exclusive ■ Print & Digital ■ Digital Exclusive ■ Use Newspaper

	Jan - Jun 2009	Jan - Jun 2010	Jan - Jun 2011	Jan - Jun 2012	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015
Print Exclusive	42.9%	40.9%	43.9%	35.4%	36.1%	32.0%	33.8%
Digital Exclusive	11.3%	12.4%	11.9%	13.8%	17.5%	17.5%	16.5%
Print & Digital	28.3%	27.3%	23.8%	28.5%	24.8%	24.8%	21.6%
Use Newspaper	-	6.8%	8.5%	7.2%	5.7%	6.1%	7.3%
Total Reach	82.5%	87.4%	88.1%	84.9%	84.1%	80.4%	79.2%

Base: All Adults (n=601) (n=600) (n=600) (n=601) (n=600) (n=600) (n=499)
 Margin of Error: +/- 4.0% Points +/- 4.0% Points +/- 4.0% Points +/- 4.0% Points +/- 4.0% Points +/- 4.0% Points +/- 4.4% Points

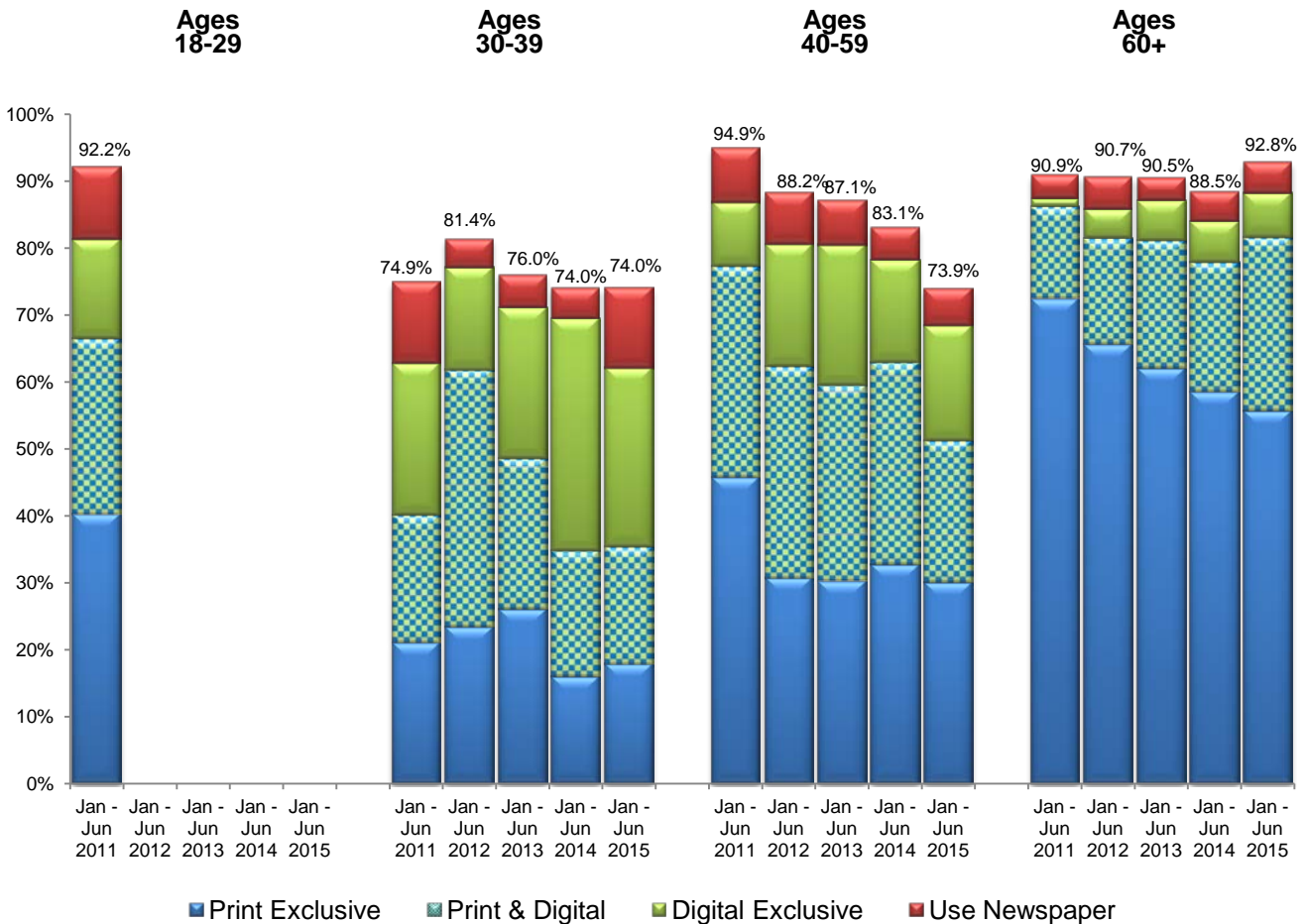
(Print = Read Print Past 7 Days, Digital = Visited Fixed Website, Mobile Website, Or Mobile App Past 7 Days)

Note: When Adults that 'use' the newspaper but have not read the printed version or visited the website in the past week are added, The Pantagraph and its 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

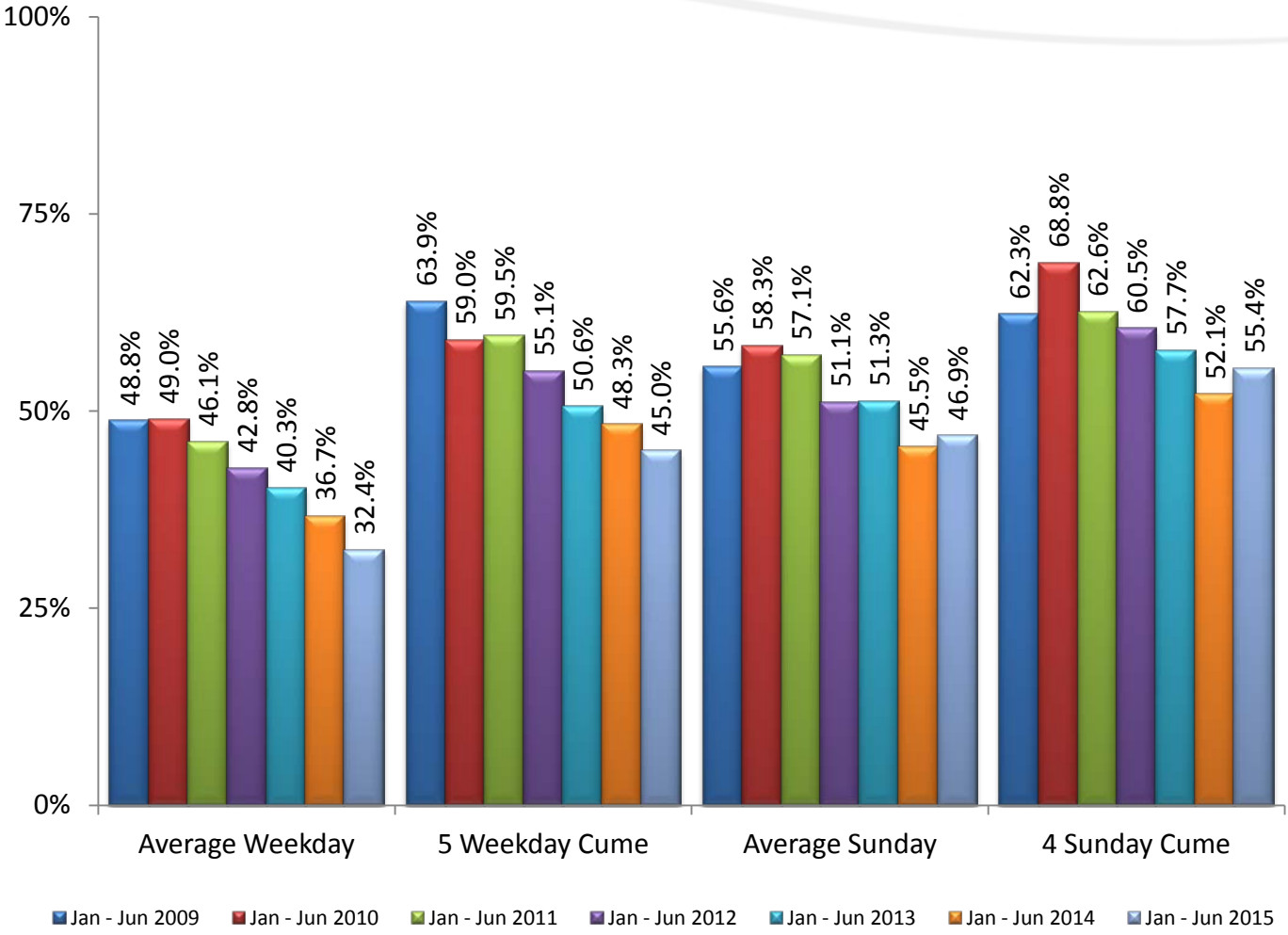
Q: Have you accessed Pantagraph.com digitally, read or used The Pantagraph or done both in the past 7 days?



Past 7 Days	Ages (18-29)	Ages (30-39)	Ages (40-59)	Ages (60+)
Print Exclusive		17.9%	30.1%	55.7%
Digital Exclusive	Sample Size	26.7%	17.2%	6.5%
Print & Digital	Too Small	17.5%	21.1%	26.0%
Use Newspaper		11.9%	5.5%	4.6%
Total Reach		74.0%	73.9%	92.8%
Base:		(n=34)	(n=170)	(n=278)
Margin of Error:		+/- 16.8% Points	+/- 7.5% Points	+/- 5.9% Points

Average Readership

Q: Did you read The Pantagraph yesterday?

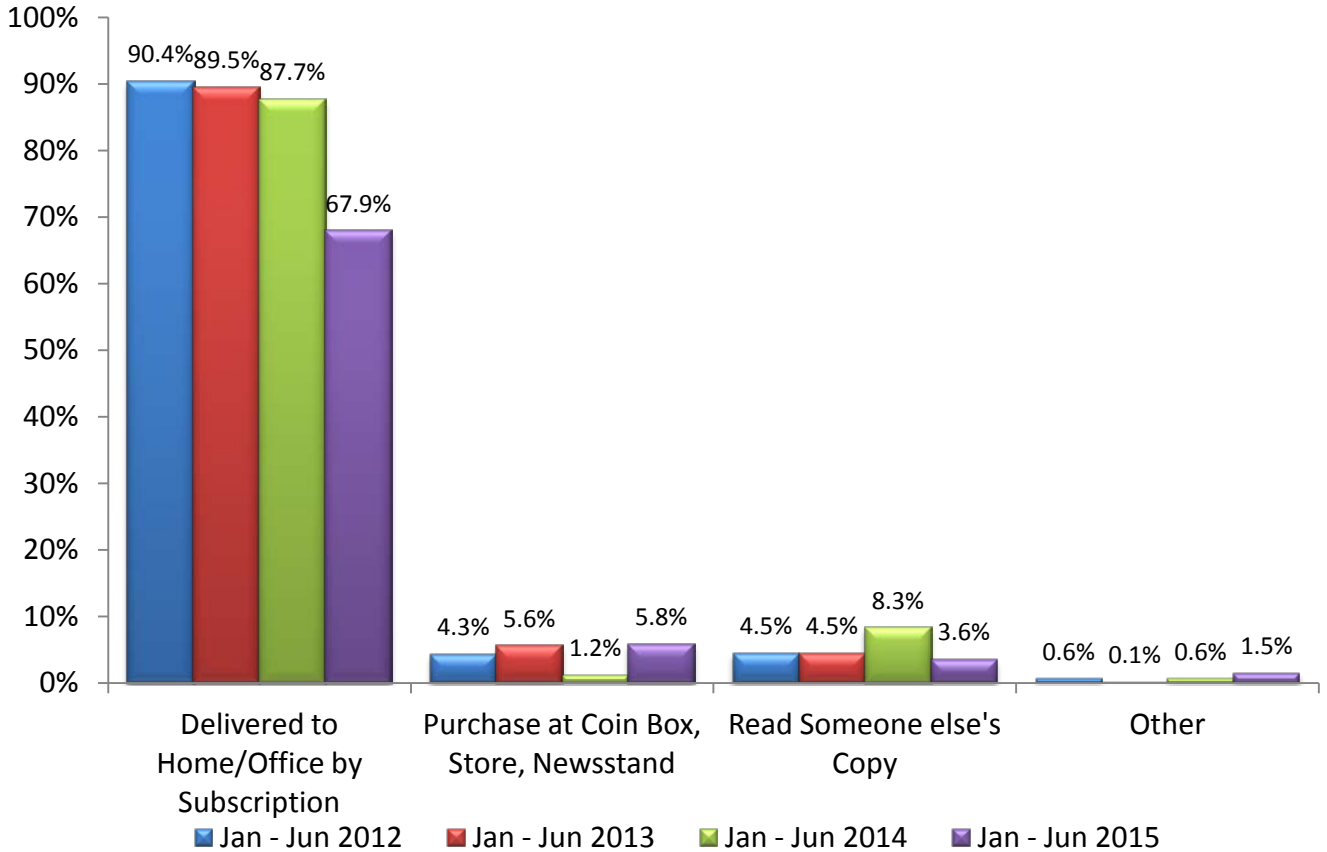


	Jan - Jun 2009	Jan - Jun 2010	Jan - Jun 2011	Jan - Jun 2012	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015
Average Weekday	48.8%	49.0%	46.1%	42.8%	40.3%	36.7%	32.4%
5 Weekday Cume	63.9%	59.0%	59.5%	55.1%	50.6%	48.3%	45.0%
Average Sunday	55.6%	58.3%	57.1%	51.1%	51.3%	45.5%	46.9%
4 Sunday Cume	62.3%	68.8%	62.6%	60.5%	57.7%	52.1%	55.4%

Base: All Adults (n=601, n=600, n=600, n=601, n=600, n=600, n=499)
 Margin of Error: +/- 4.0% Points

Source of Weekday Newspaper

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



	2012	2013	2014	2015
Delivered to your home/office by subscription	90.4%	89.5%	87.7%	67.9%
Purchase at coin box, store, or newsstand	4.3%	5.6%	1.2%	5.8%
Read someone else's copy	4.5%	4.5%	8.3%	3.6%
Other	0.6%	0.1%	0.6%	1.5%

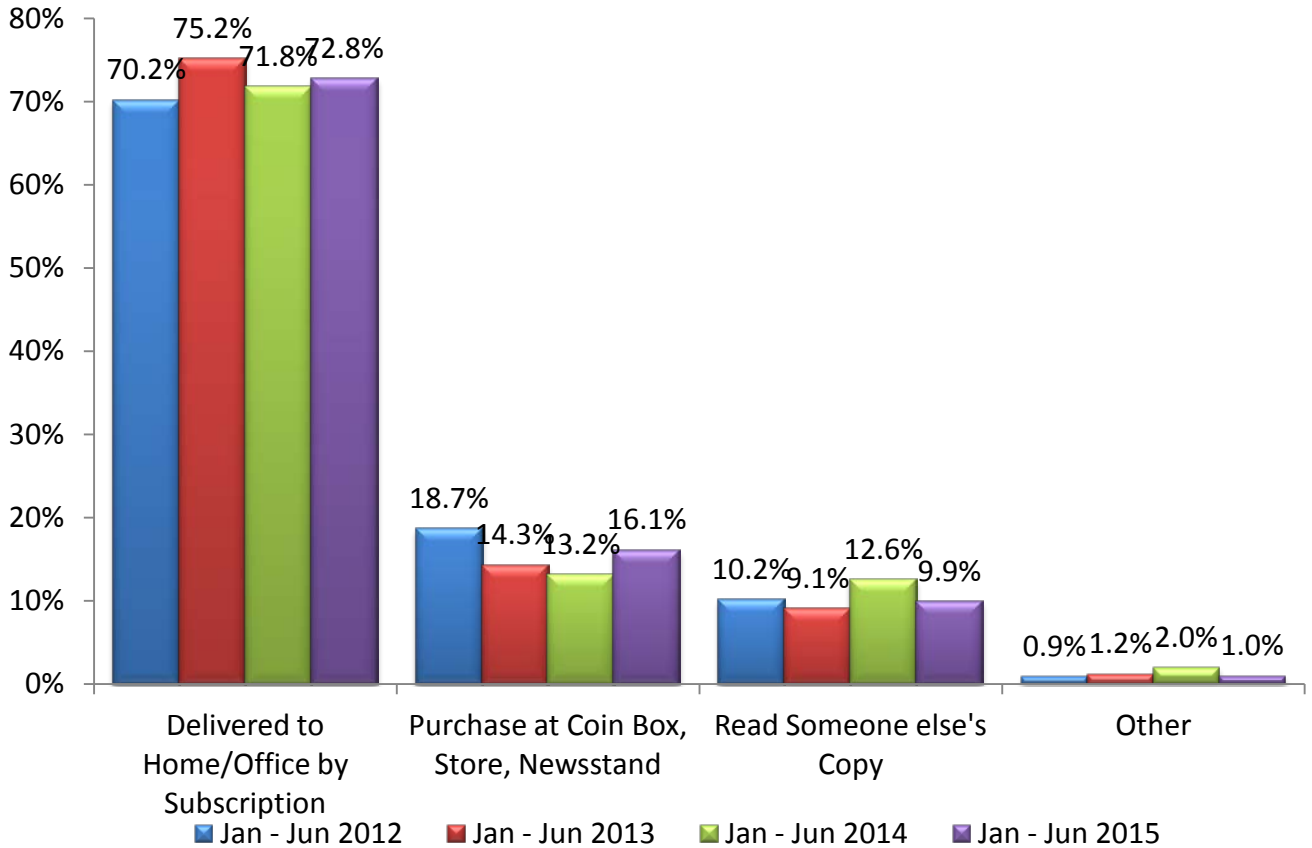
Base: Respondents who read, looked at, or used the weekday paper during the past week or were not sure.

Margin of Error:

(n=346)	(n=338)	(n=326)	(n=257)
+/- 5.3% Points	+/- 5.3% Points	+/- 5.4% Points	+/- 6.1% Points

Source of Sunday Newspaper

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

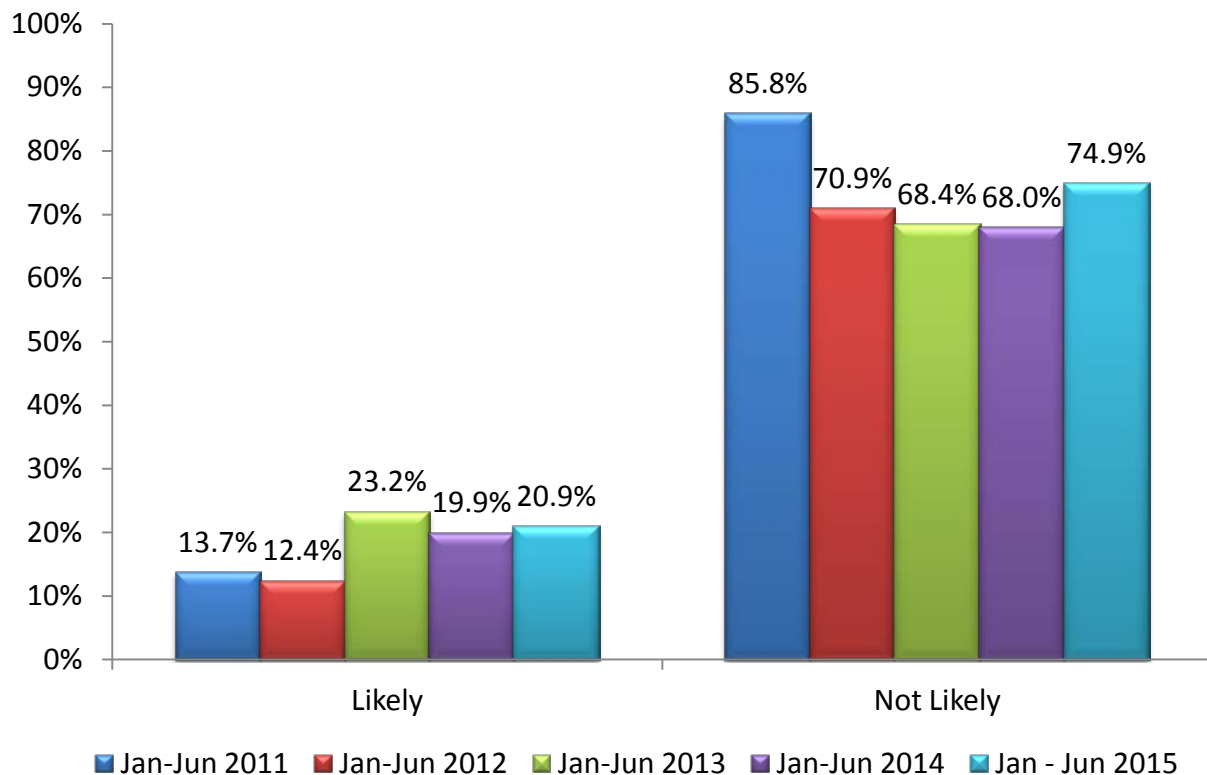


	2012	2013	2014	2015
Delivered to your home/office by subscription	70.2%	75.2%	71.8%	72.8%
Purchase at coin box, store, or newsstand	18.7%	14.3%	13.2%	16.1%
Read someone else's copy	10.2%	9.1%	12.6%	9.9%
Other	0.9%	1.2%	2.0%	1.0%

Base: Respondents who read, looked at, or used the Sunday paper during the past four weeks or were not sure.
 Margin of Error: (n=415) +/- 4.8% Points (n=417) +/- 4.8% Points (n=401) +/- 4.9% Points (n=341) +/- 5.3% Points

Likelihood of Discontinuing Print Readership

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



	Jan-Jun 2011	Jan-Jun 2012	Jan-Jun 2013	Jan-Jun 2014	Jan-Jun 2015
Likely	13.7%	12.4%	23.2%	19.9%	20.9%
Not Likely	85.8%	70.9%	68.4%	68.0%	74.9%
Base: Adults who read both in print and online	(n=121)	(n=132)	(n=118)	(n=124)	(n=114)
Margin of Error:	+/- 8.9% Points	+/- 8.5% Points	+/- 9.0% Points	+/- 8.8% Points	+/- 9.2% Points

Print + Digital Demographics

Q: Have you accessed Pantagraph.com digitally, read or used The Pantagraph or done both in the past 7 days?

Jan - Jun 2015	Market	Print Exclusive	Digital Exclusive	Print & Digital	Used Newspaper	Neither
Male	48.7%	53.9%	50.1%	42.8%	50.5%	44.4%
Female	51.3%	46.1%	49.9%	57.2%	49.5%	55.6%
Ages 8-29	10.1%	12.7%	4.7%	11.7%	11.8%	7.9%
Ages 30-39	27.6%	14.7%	44.8%	22.4%	44.5%	34.4%
Ages 40-59	40.0%	35.7%	41.7%	39.0%	29.8%	50.0%
Ages 60+	22.3%	36.9%	8.8%	26.9%	13.9%	7.8%
Median Age	43.1	50.8	40.1	47.8	39.0	41.2
Children Under 18 at home	46.3%	37.7%	68.5%	43.2%	68.5%	37.8%
Lived In Area Less Than 5 Years	19.9%	19.5%	25.4%	2.3%	51.5%	23.4%
6 Years - 10 Years	8.8%	6.7%	20.7%	4.1%	2.0%	9.8%
11 Years - 14 Years	9.3%	10.2%	4.6%	6.7%	23.2%	9.4%
15 Years - 20 Years	13.7%	11.3%	7.5%	27.1%	2.0%	12.6%
21 Years or More	48.4%	52.3%	41.8%	59.8%	21.2%	44.8%
Median Length of Residence	20.2	21.4	14.4	22.6	4.9	20.2
Less than \$35K Household Income	22.1%	16.2%	31.3%	20.4%	53.7%	15.7%
\$35K - \$50K	8.2%	9.6%	1.4%	8.4%	22.7%	6.6%
\$50K - \$75K	22.4%	24.1%	14.3%	10.7%	18.5%	39.7%
\$75K+	47.3%	50.1%	53.0%	60.5%	5.1%	38.0%
Median Household Income (\$000)	72.0	75.0	81.0	95.8	29.5	67.4
High School Grad or Less	20.5%	21.4%	10.0%	19.8%	29.0%	25.0%
Some College	27.6%	27.1%	34.7%	17.2%	54.3%	24.2%
4 Year College or More	32.5%	30.4%	25.0%	42.7%	14.0%	37.8%
Graduate Degree	19.4%	21.1%	30.3%	20.3%	2.7%	13.0%
Base:	(n=499)	(n=231)	(n=51)	(n=119)	(n=31)	(n=67)
Margin of Error:	+/- 4.4% Points	+/- 6.4% Points	+/- 13.7% Points	+/- 9.0% Points	+/- 17.6% Points	+/- 12.0% Points

Print + Digital Demographics

Q: Have you accessed Pantagraph.com digitally, read or used The Pantagraph or done both in the past 7 days?

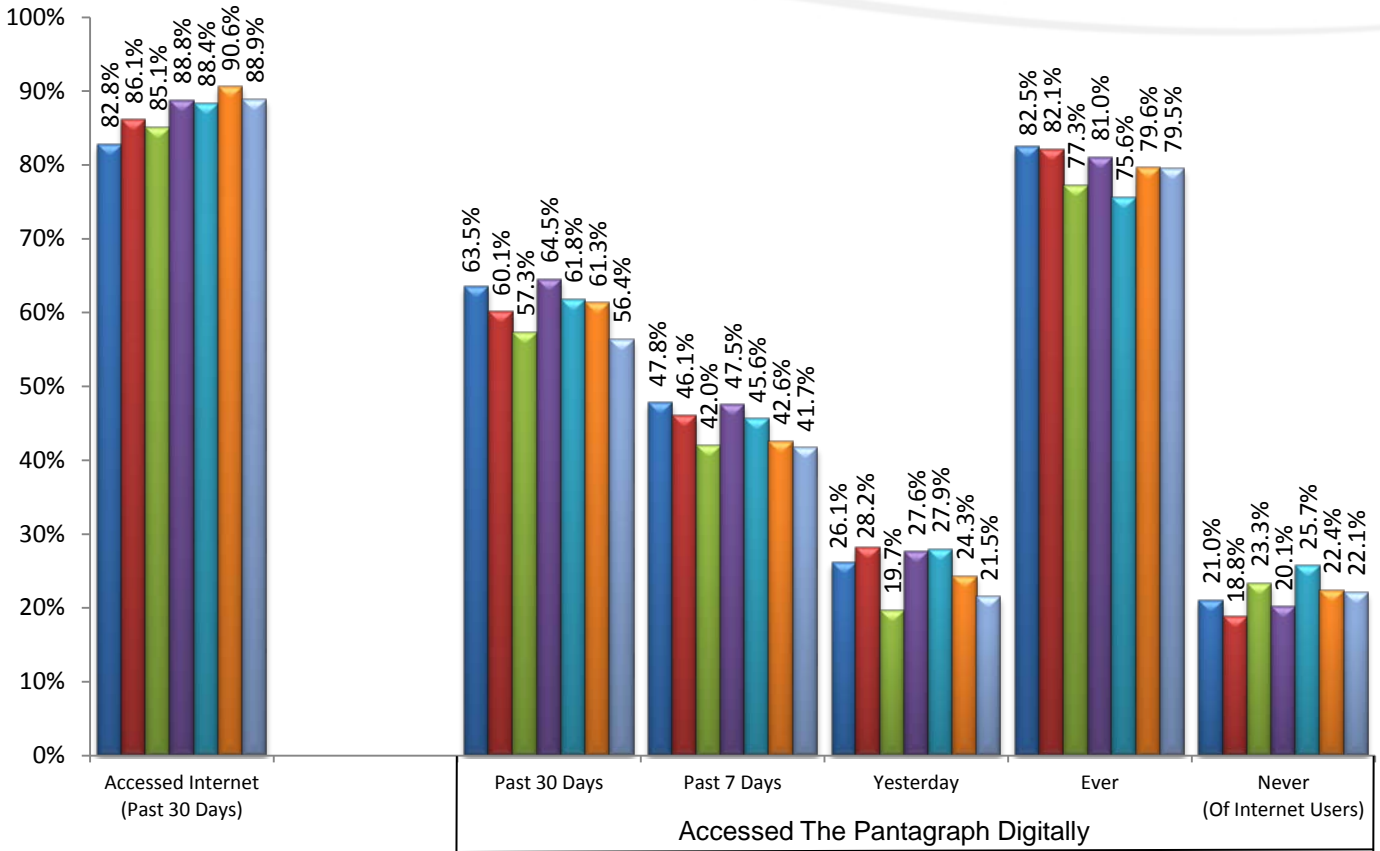
Jan – Jun 2015	Market	Print Readers	Digital Readers	None
Male	48.7%	49.6%	46.0%	46.0%
Female	51.3%	50.4%	54.0%	54.0%
Ages 8-29	10.1%	12.3%	8.7%	8.9%
Ages 30-39	27.6%	17.7%	32.1%	37.0%
Ages 40-59	40.0%	37.0%	40.2%	44.7%
Ages 60+	22.3%	33.0%	19.0%	9.4%
Median Age	43.1	49.3	43.3	40.8
Children Under 18 at home	46.3%	39.9%	54.2%	46.1%
Lived In Area Less Than Five Years	19.9%	12.8%	12.3%	30.7%
6 - 10 Years	8.8%	5.7%	11.3%	7.8%
11 - 14 Years	9.3%	8.8%	5.8%	13.0%
15 - 20 Years	13.7%	17.5%	18.6%	9.8%
21 Years +	48.4%	55.2%	52.0%	38.6%
Median Length of Residence	20.2	21.9	21.4	14.5
Less than \$35K Household Income	22.1%	18.0%	24.8%	24.6%
\$35K - \$50K	8.2%	9.1%	5.6%	10.4%
\$50K - \$75K	22.4%	18.3%	12.1%	34.7%
\$75K+	47.3%	54.6%	57.4%	30.3%
Median Household Income (\$000)	72.0	80.6	90.1	60.8
High School Grad or Less	20.5%	20.7%	15.6%	26.1%
Some College	27.6%	23.2%	24.8%	32.1%
4 Year College or More	32.5%	35.2%	35.0%	31.5%
Graduate Degree	19.4%	20.8%	24.6%	10.3%

Base: All Adults (n=499) (n=350) (n=170) (n=98)

Margin of Error: +/- 4.4% Points +/- 5.2% Points +/- 7.5% Points +/- 9.9% Points

Internet Access & Pantagraph.com Usage

Q: *When was the last time you accessed the Internet?
How about The Pantagraph website or app?*



■ Jan - Jun 2009 ■ Jan - Jun 2010 ■ Jan - Jun 2011 ■ Jan - Jun 2012 ■ Jan - Jun 2013 ■ Jan - Jun 2014 ■ Jan - Jun 2015

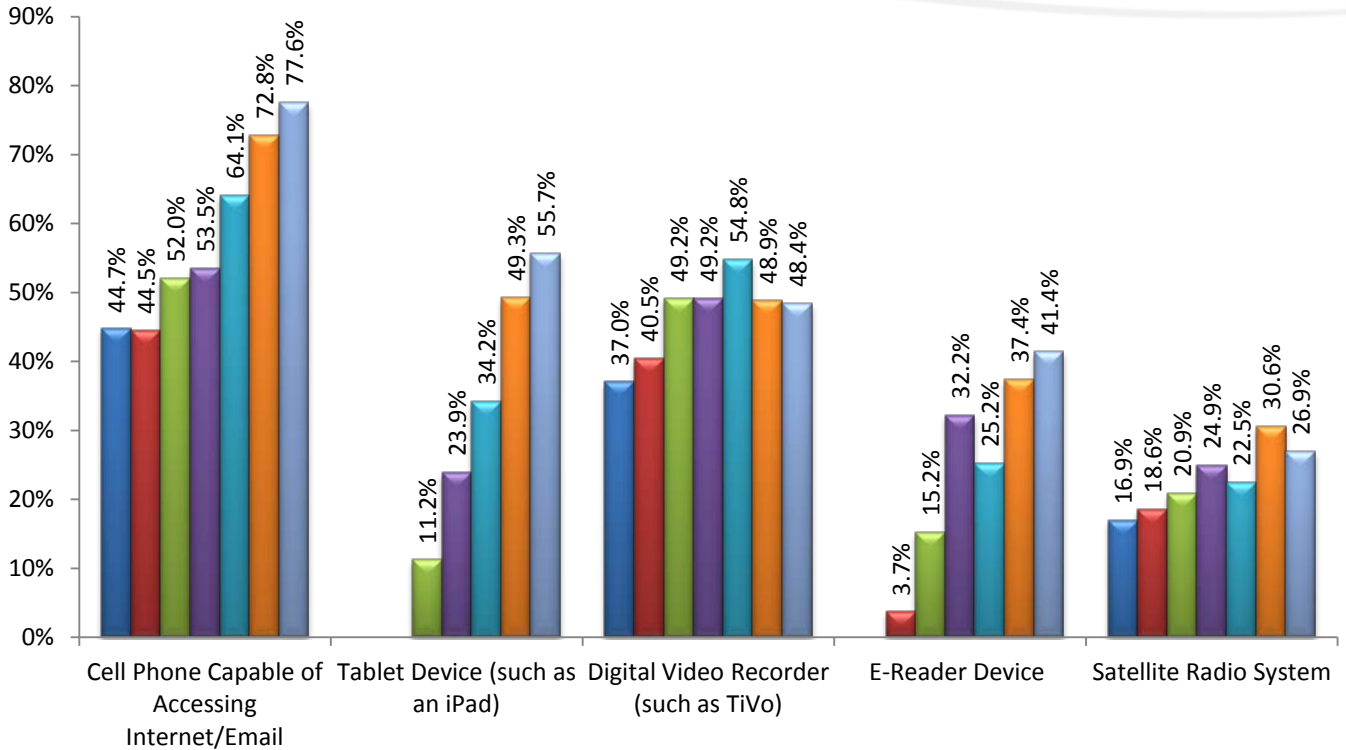
	Jan - Jun 2009	Jan - Jun 2010	Jan - Jun 2011	Jan - Jun 2012	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015
Accessed Internet (Past 30 Days)	82.8%	86.1%	85.1%	88.8%	88.4%	90.6%	88.9%
Accessed Pantagraph Digitally Past 30 Days	63.5%	60.1%	57.3%	64.5%	61.8%	61.3%	56.4%
Accessed Pantagraph Digitally Past 7 Days	47.8%	46.1%	42.0%	47.5%	45.6%	42.6%	41.7%
Accessed Pantagraph Digitally Yesterday	26.1%	28.2%	19.7%	27.6%	27.9%	24.3%	21.5%
Accessed Pantagraph Digitally Ever	82.5%	82.1%	77.3%	81.0%	75.6%	79.6%	79.5%
Never Accessed Pantagraph Digitally (Internet Users)	21.0%	18.8%	23.3%	20.1%	25.7%	22.4%	22.1%

Base: Adults who have accessed the internet in the past 30 days. (n=443) (n=446) (n=438) (n=462) (n=469) (n=493) (n=402)

Margin of Error: +/- 4.7% Points +/- 4.6% Points +/- 4.7% Points +/- 4.6% Points +/- 4.5% Points +/- 4.4% Points +/- 4.9% Points

Technology Device Ownership

Q: Which of the following do you own?



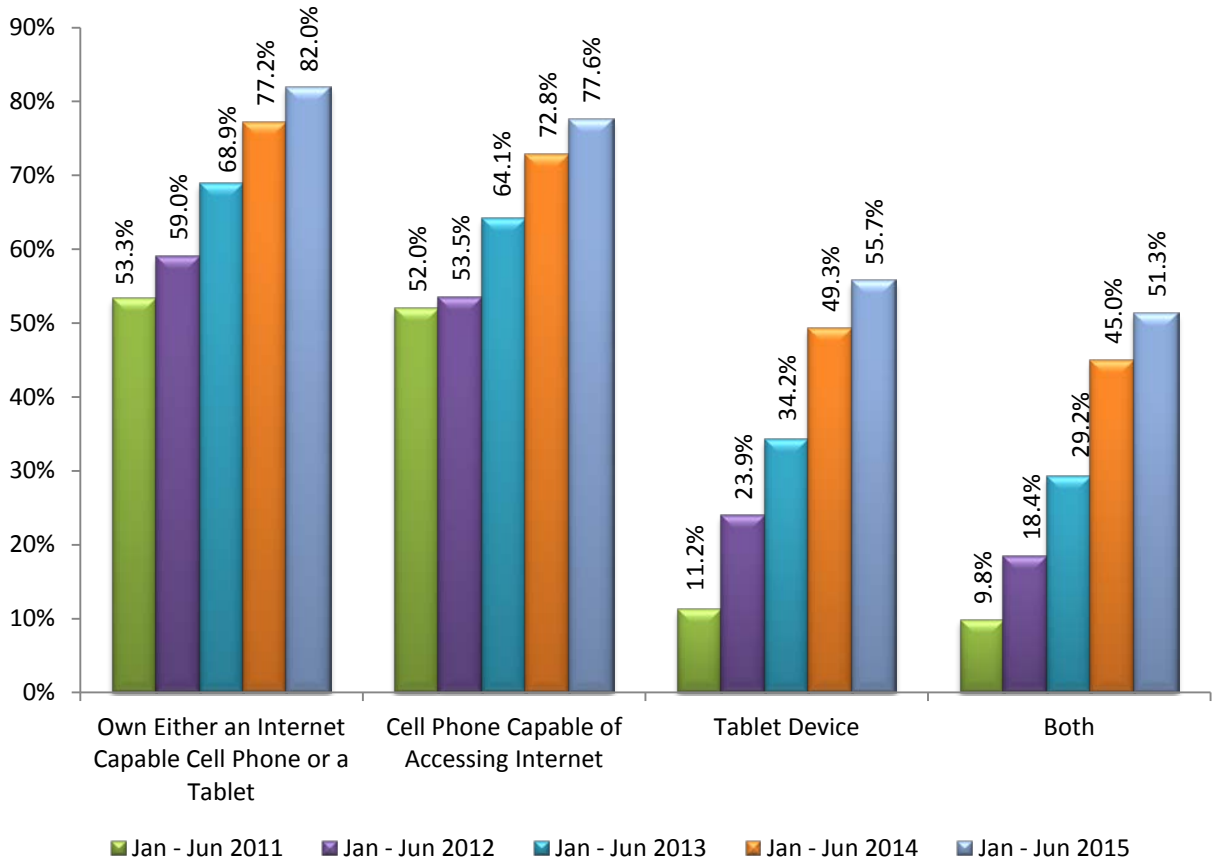
■ Jan - Jun 2009 ■ Jan - Jun 2010 ■ Jan - Jun 2011 ■ Jan - Jun 2012 ■ Jan - Jun 2013 ■ Jan - Jun 2014 ■ Jan - Jun 2015

	Jan - Jun 2009	Jan - Jun 2010	Jan - Jun 2011	Jan - Jun 2012	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015
Cell Phone Capable of Accessing Internet/Email	44.7%	44.5%	52.0%	53.5%	64.1%	72.8%	77.6%
Tablet Device (such as an iPad)	-	-	11.2%	23.9%	34.2%	49.3%	55.7%
Digital Video Recorder (such as TiVo)	37.0%	40.5%	49.2%	49.2%	54.8%	48.9%	48.4%
E-Reader Device	-	3.7%	15.2%	32.2%	25.2%	37.4%	41.4%
Satellite Radio System	16.9%	18.6%	20.9%	24.9%	22.5%	30.6%	26.9%

Base: All Adults (n=601) (n=600) (n=600) (n=601) (n=600) (n=600) (n=499)
 Margin of Error: +/- 4.0% Points +/- 4.0% Points +/- 4.0% Points +/- 4.0% Points +/- 4.0% Points +/- 4.0% Points +/- 4.4% Points

Mobile Device Ownership

Q: Which of the following do you own?



	Jan - Jun 2011	Jan - Jun 2012	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015
Own Either an Internet Capable Cell Phone or a Tablet	53.3%	59.0%	68.9%	77.2%	82.0%
Cell Phone Capable of Accessing Internet/Email	52.0%	53.5%	64.1%	72.8%	77.6%
Tablet Device	11.2%	23.9%	34.2%	49.3%	55.7%
Both	9.8%	18.4%	29.2%	45.0%	51.3%

Base: All Adults

(n=600)

(n=601)

(n=600)

(n=600)

(n=499)

Margin of Error:

+/- 4.0% Points

+/- 4.0% Points

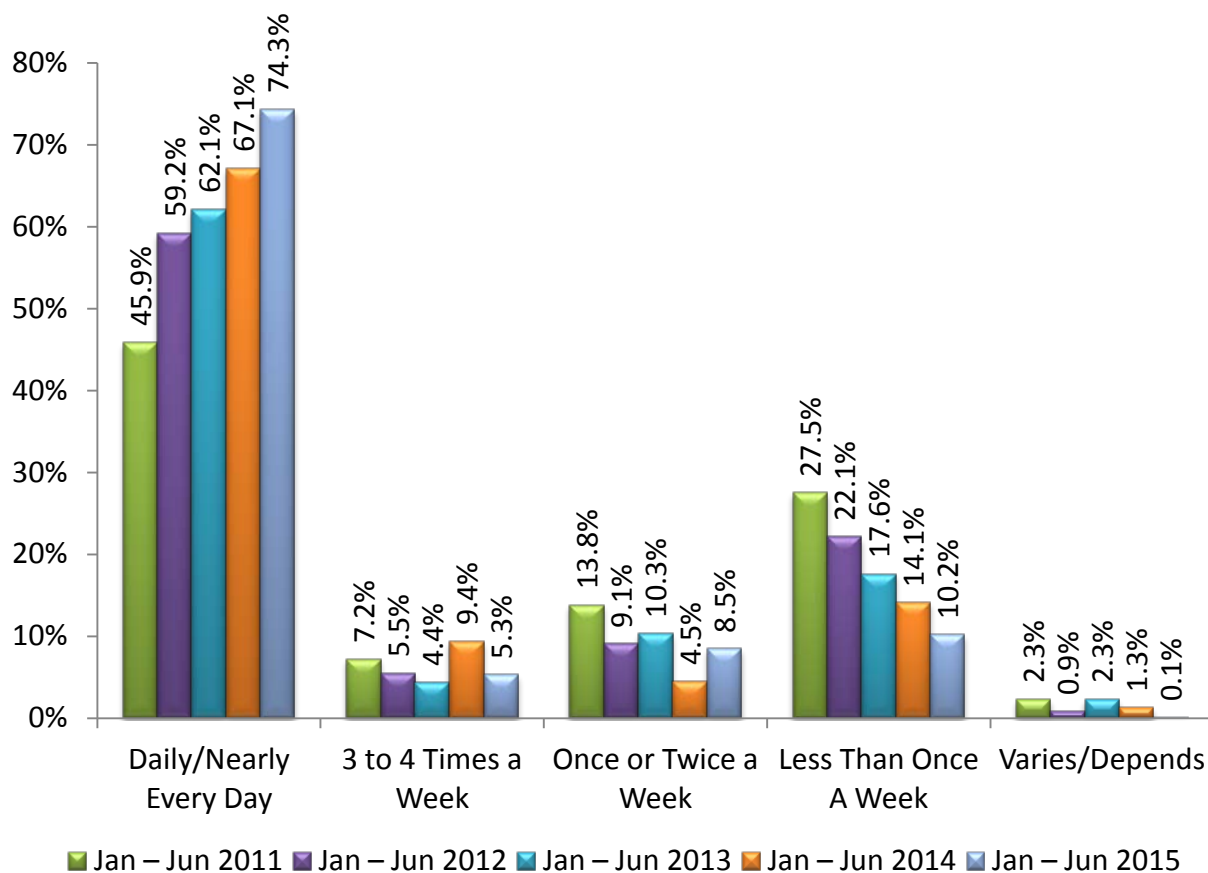
+/- 4.0% Points

+/- 4.0% Points

+/- 4.4% Points

Frequency of Accessing the Internet Via Mobile Device

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



	Jan – Jun 2011	Jan – Jun 2012	Jan – Jun 2013	Jan – Jun 2014	Jan – Jun 2015
Daily/Nearly Every Day	45.9%	59.2%	62.1%	67.1%	74.3%
3 to 4 Times a Week	7.2%	5.5%	4.4%	9.4%	5.3%
Once or Twice a Week	13.8%	9.1%	10.3%	4.5%	8.5%
Less Than Once A Week	27.5%	22.1%	17.6%	14.1%	10.2%
Varies/Depends	2.3%	0.9%	2.3%	1.3%	0.1%

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

(n=232)

(n=278)

(n=328)

(n=380)

(n=349)

Margin of Error:

+/- 6.4% Points

+/- 5.9% Points

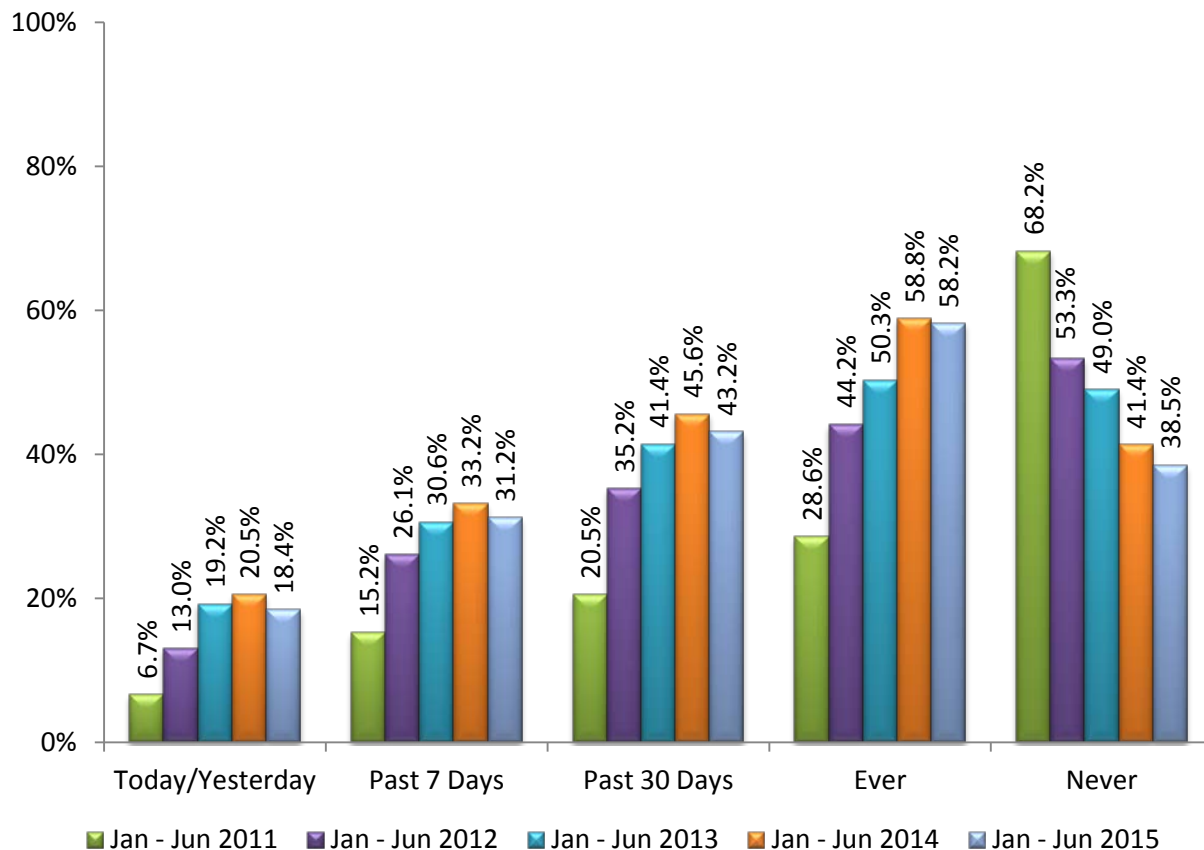
+/- 5.4% Points

+/- 5.0% Points

+/-5.0% Points

Last Time Accessed Pantagraph.com Via Mobile Device

Q: When was the last time you used your tablet or cell phone to access Pantagraph.com?



	Jan – Jun 2011	Jan – Jun 2012	Jan – Jun 2013	Jan – Jun 2014	Jan – Jun 2015
Today/Yesterday	6.7%	13.0%	19.2%	20.5%	18.4%
Past 7 Days	15.2%	26.1%	30.6%	33.2%	31.2%
Past 30 Days	20.5%	35.2%	41.4%	45.6%	43.2%
Ever	28.6%	44.2%	50.3%	58.8%	58.2%
Never	68.2%	53.3%	49.0%	41.4%	38.5%

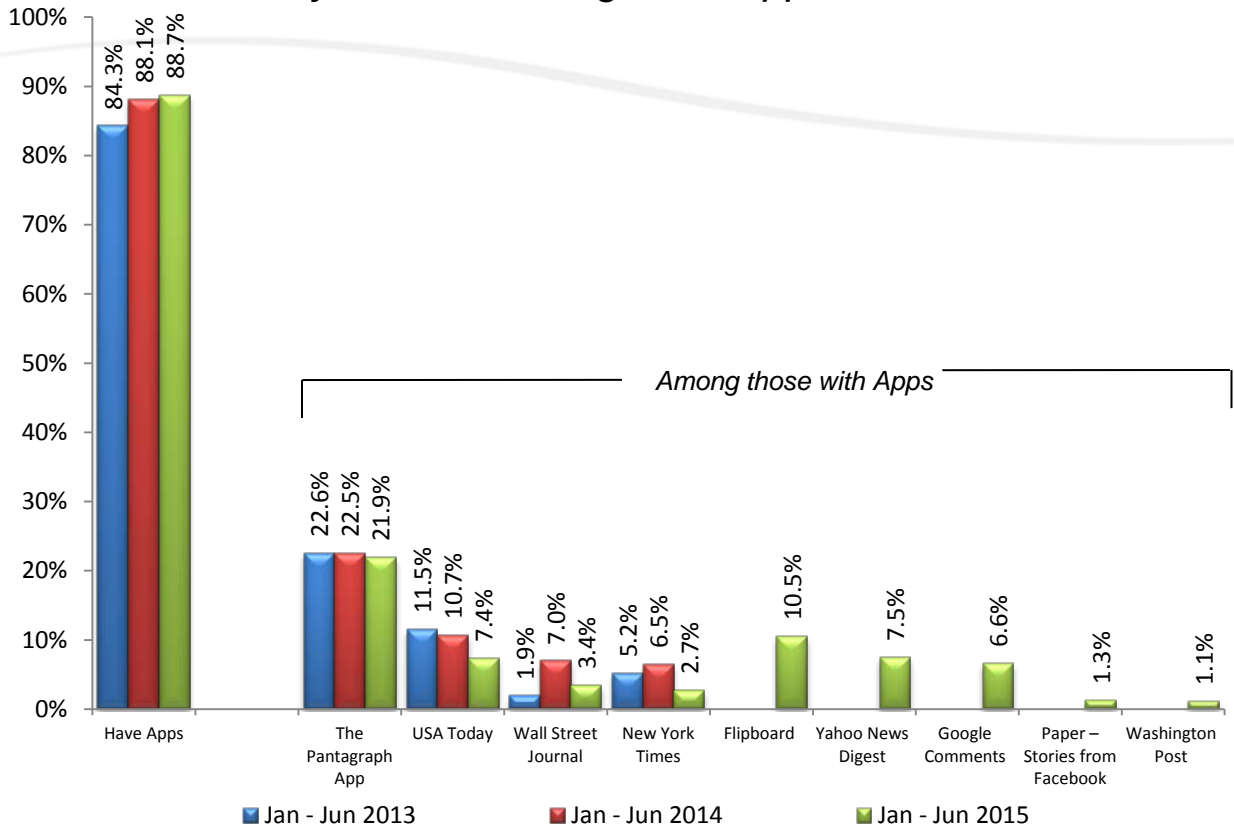
Base: Adults who own a tablet or cell phone capable of accessing the internet/email

(n=232) (n=278) (n=328) (n=380) (n=349)

Margin of Error: +/- 6.4% Points +/- 5.9% Points +/- 5.4% Points +/- 5.0% Points +/- 5.0% Points

Mobile News Apps

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

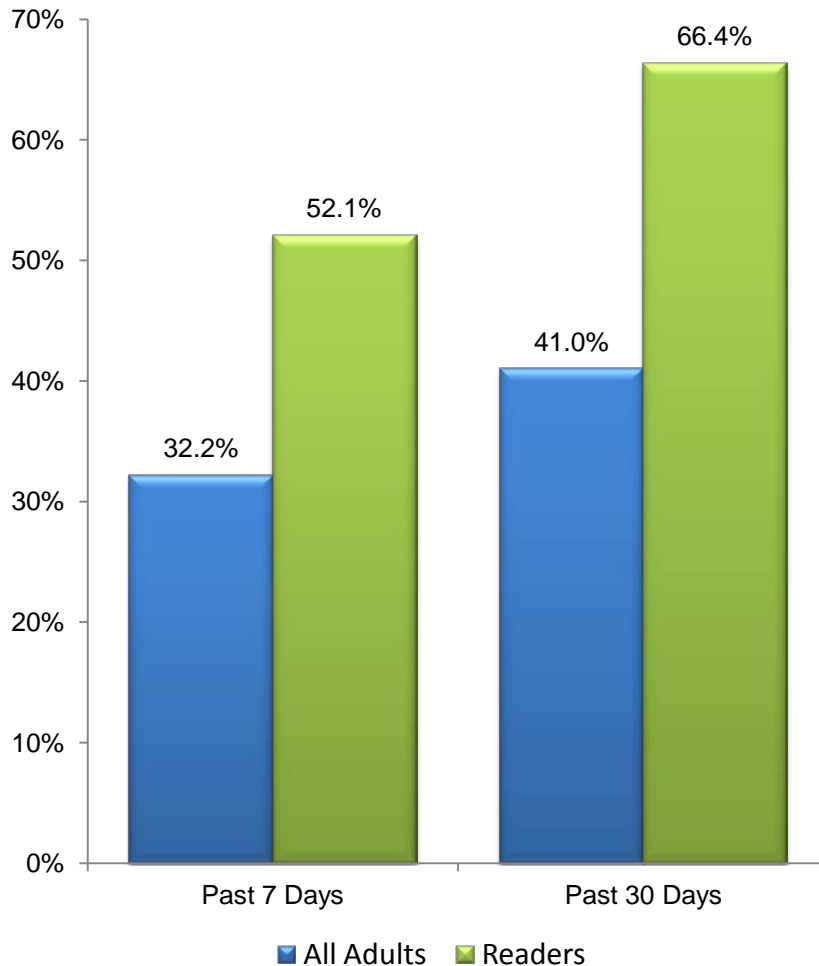


	Jan - Jun 2012	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015
Have Apps	84.3%	84.3%	88.1%	88.7%
The Pantagraph App	16.3%	22.6%	22.5%	21.9%
USA Today	12.1%	11.5%	10.7%	7.4%
Wall Street Journal	4.8%	1.9%	7.0%	3.4%
New York Times	9.8%	5.2%	6.5%	2.7%
Flipboard	0%	0%	0%	10.5%
Yahoo News Digest	0%	0%	0%	7.5%
Google Comments	0%	0%	0%	6.6%
Paper - Stories from Facebook	0%	0%	0%	1.3%
Washington Post	0%	0%	0%	1.1%

Base: Adults who own a tablet or cell phone capable of accessing the internet/email
 Margin of Error: (n=208) +/- 6.8% Points (n=258) +/- 6.1% Points (n=380) +/- 5.0% Points (n=295) +/- 5.7% Points

Preprint Readership

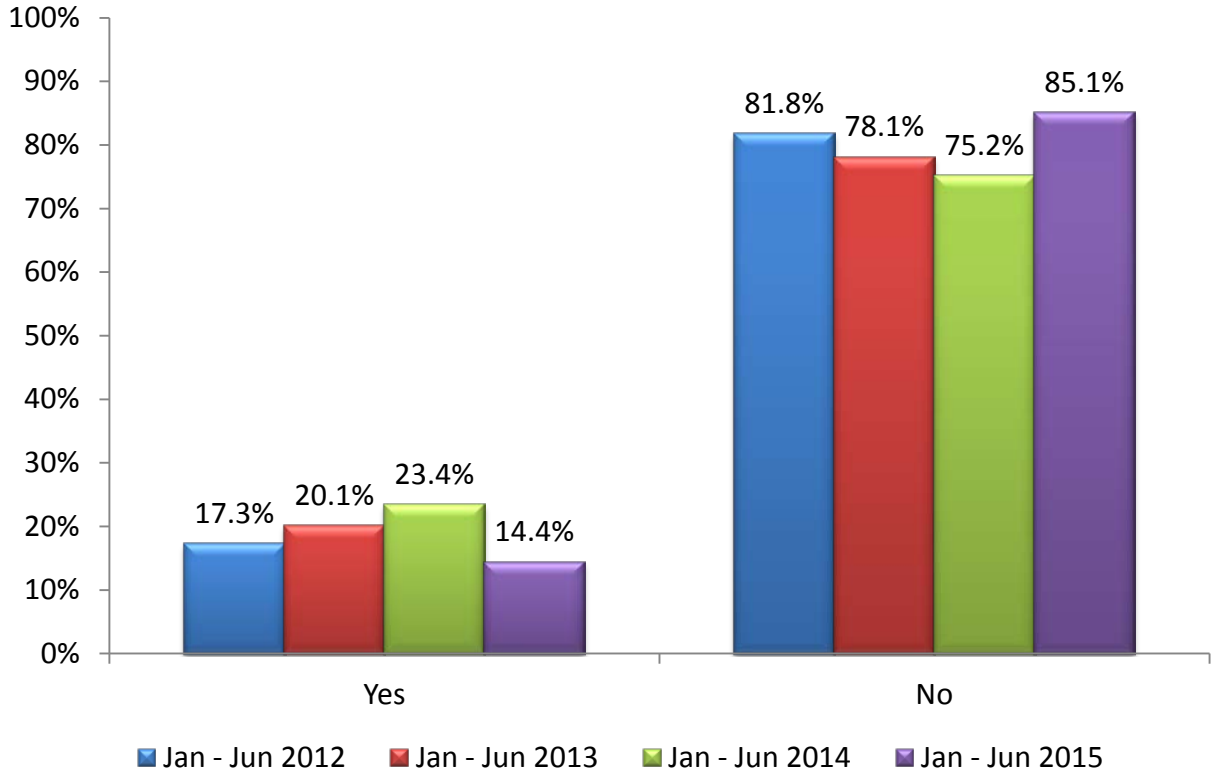
Q: In the past 30 days have you read preprinted advertising in the newspaper? In the past 7 days?



	All Adults							Readers						
	Jan - Jun 2009	Jan - Jun 2010	Jan - Jun 2011	Jan - Jun 2012	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015	Jan - Jun 2009	Jan - Jun 2010	Jan - Jun 2011	Jan - Jun 2012	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015
Past 7 Days	38.6%	41.2%	39.9%	35.5%	36.3%	31.5%	32.2%	52.3%	55.3%	56.3%	52.0%	56.4%	51.1%	52.1%
Past 30 Days	50.4%	52.0%	48.7%	45.7%	45.6%	42.3%	41.0%	68.4%	69.9%	68.8%	66.9%	70.9%	68.6%	66.4%
Base:	(n=601)	(n=600)	(n=600)	(n=601)	(n=600)	(n=600)	(n=499)	(n=471)	(n=482)	(n=479)	(n=453)	(n=444)	(n=437)	(n=368)
Margin of Error:	+/- 4.0% Points	+/- 4.0% Points	+/- 4.0% Points	+/- 4.0% Points	+/- 4.0% Points	+/- 4.0% Points	+/- 4.4% Points	+/- 4.5% Points	+/- 4.5% Points	+/- 4.5% Points	+/- 4.6% Points	+/- 4.7% Points	+/- 4.7% Points	+/- 5.1% Points

Television Service

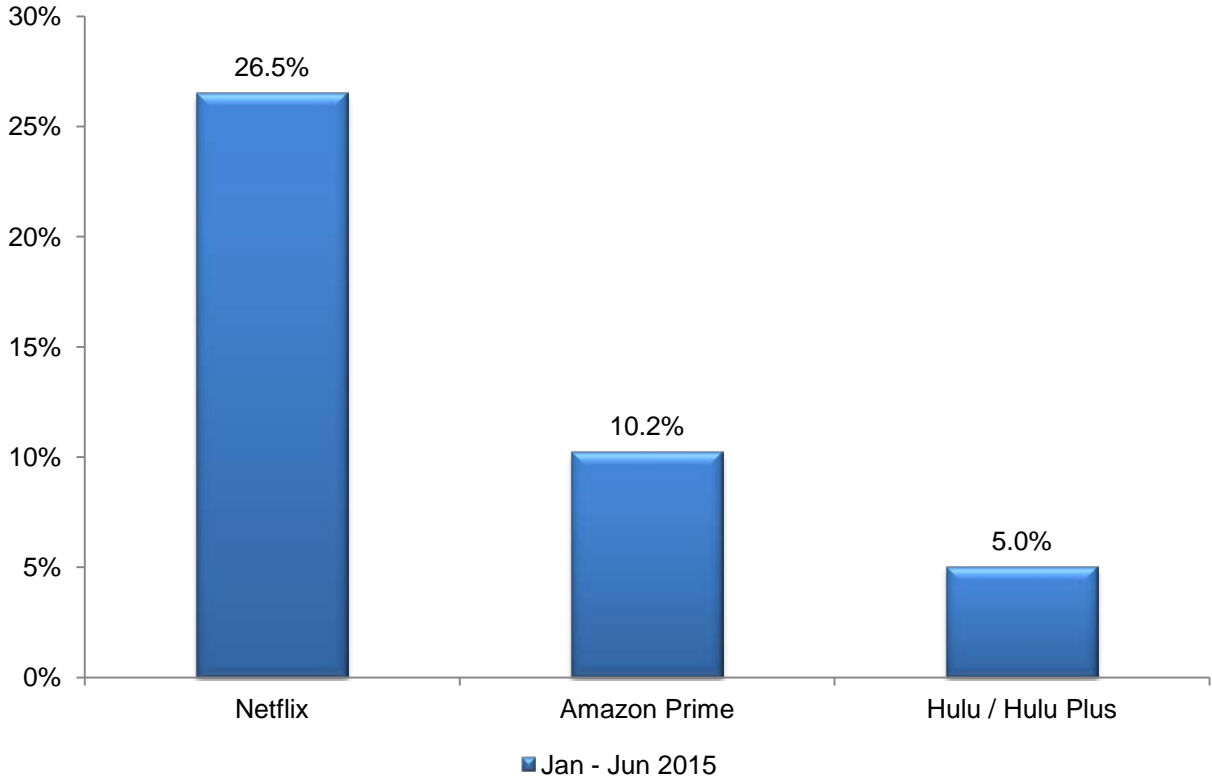
Q: During the past year, have you cancelled or cut back on your cable satellite TV service?



	Jan – Jun 2012	Jan – Jun 2013	Jan – Jun 2014	Jan – Jun 2015
Yes	17.3%	20.1%	23.4%	14.4%
No	81.8%	78.1%	75.2%	85.1%
Base: All Adults	(n=601)	(n=600)	(n=600)	(n=499)
Margin of Error:	+/- 4.0% Points	+/- 4.0% Points	+/- 4.0% Points	+/- 4.4% Points

Video Streaming Services

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



	Jan-Jun 2015
Netflix	26.5%
Amazon Prime	10.2%
Hulu / Hulu Plus	5.0%

Base: All Adults (n=499)
Margin of Error: +/- 4.4% Points