

# LEE ENTERPRISES AUDIENCE REPORT

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JAN 2015 – JUN 2015

Quad-City  
**Times**<sup>®</sup>  
The **Times** of your life.  
[www.qctimes.com](http://www.qctimes.com)

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# Methodology

**HOW:** Telephone Survey

**WHO:** Randomly Selected Adults In Davenport NDM

**WHEN:** January 2015 – June 2015

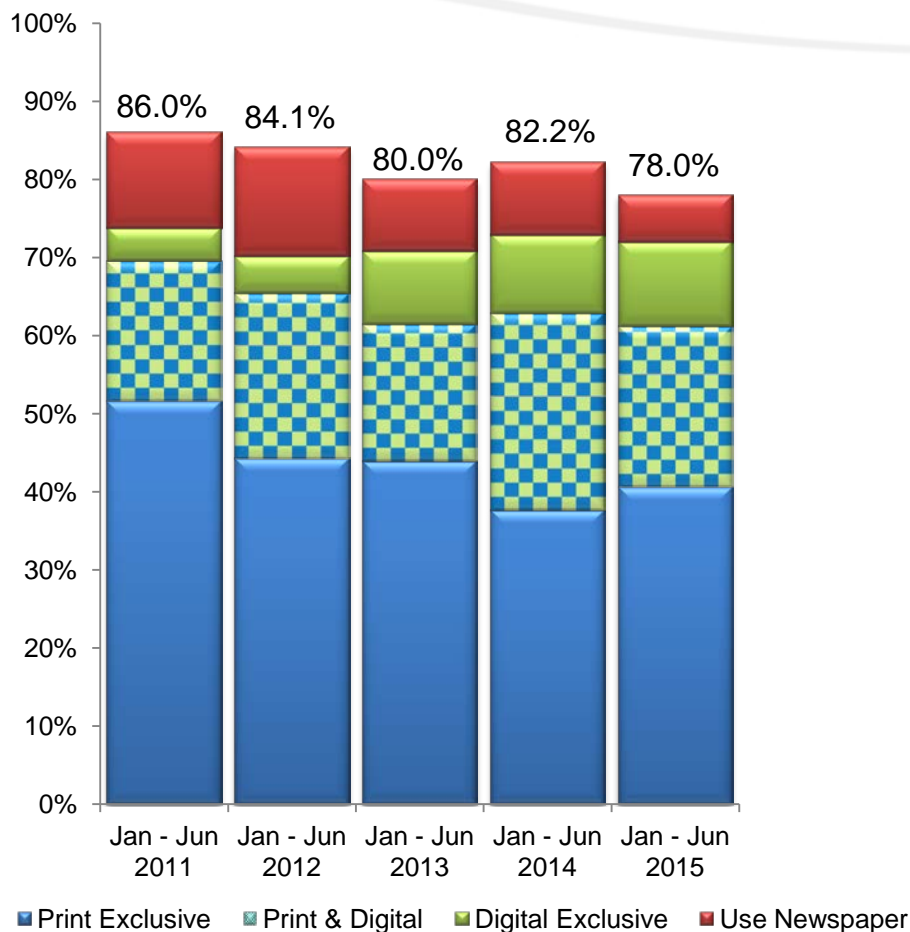
**CONDUCTED BY:** Thoroughbred Research, Louisville, KY

**SAMPLE SIZE:** 497 Total Interviews of Adults 18+

**MARGIN OF ERROR:** Total Sample (n=497) +/- 4.4% Points  
Total Internet Sample (n=368) +/- 5.0% Points

# Print + Digital Reach

Q: Have you accessed QCTimes.com digitally, read or used The Quad-City Times or done both in the past 7 days?



	Jan - Jun 2009	Jan - Jun 2010	Jan - Jun 2011	Jan - Jun 2012	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015
Print Exclusive	54.3%	52.5%	51.6%	44.2%	43.9%	37.7%	<b>40.5%</b>
Digital Exclusive	4.8%	5.9%	4.3%	4.7%	9.4%	10.1%	<b>10.8%</b>
Print & Digital	17.6%	17.7%	17.9%	21.2%	17.5%	25.1%	<b>20.7%</b>
Use Newspaper	-	9.8%	12.2%	14.0%	9.2%	9.3%	<b>6.0%</b>
<b>Total Reach</b>	<b>76.7%</b>	<b>85.9%</b>	<b>86.0%</b>	<b>84.1%</b>	<b>80.0%</b>	<b>82.2%</b>	<b>78.0%</b>

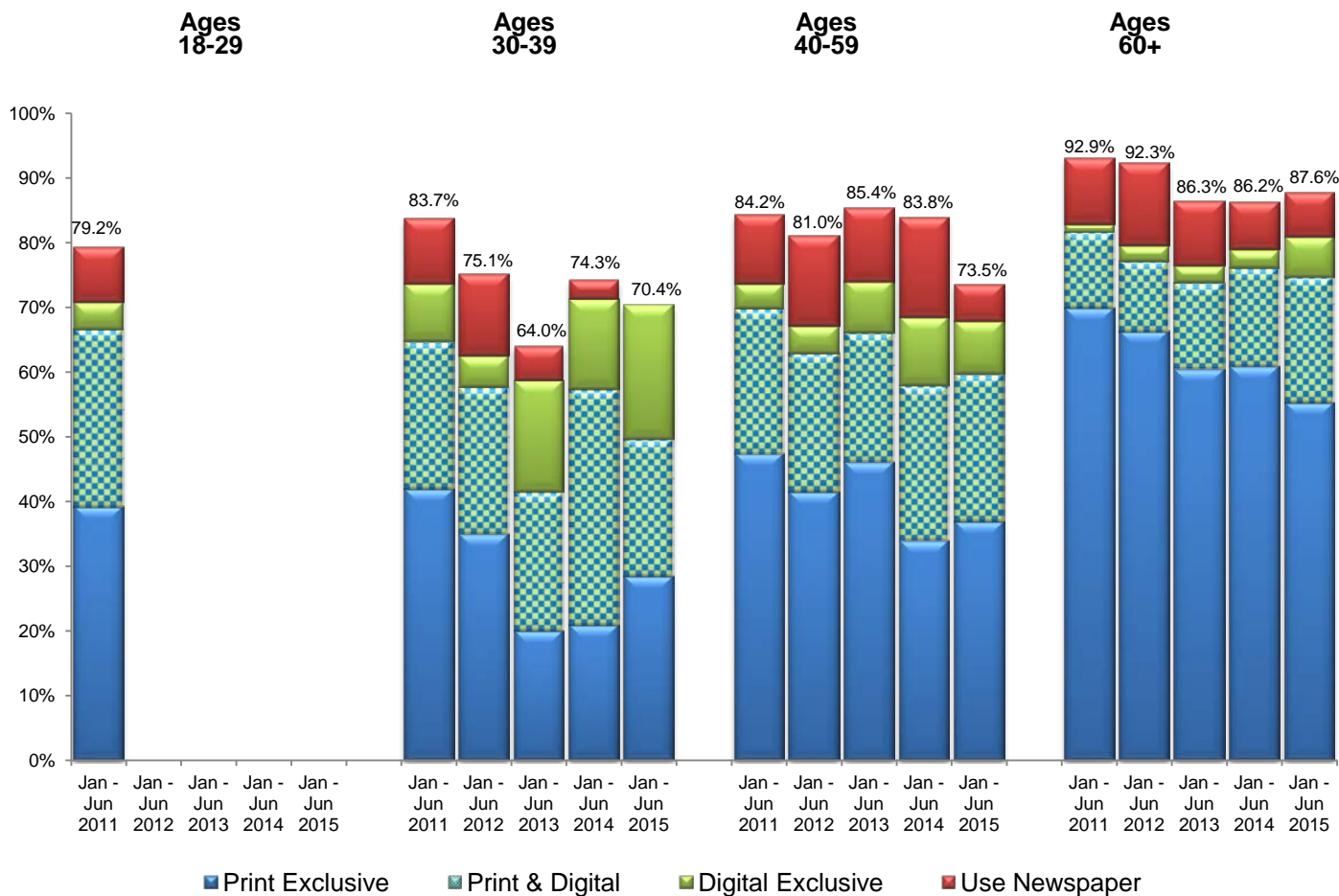
Base: All Adults (n=601) (n=602) (n=676) (n=599) (n=600) (n=600) (n=497)  
 Margin of Error: +/- 4.0% Points +/- 4.0% Points +/- 3.8% Points +/- 4.0% Points +/- 4.0% Points +/- 4.0% Points +/- 4.4% Points

(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 Quad-City Times 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 QCTimes.com digitally, read or used The Quad-City Times or done both in the past 7 days?

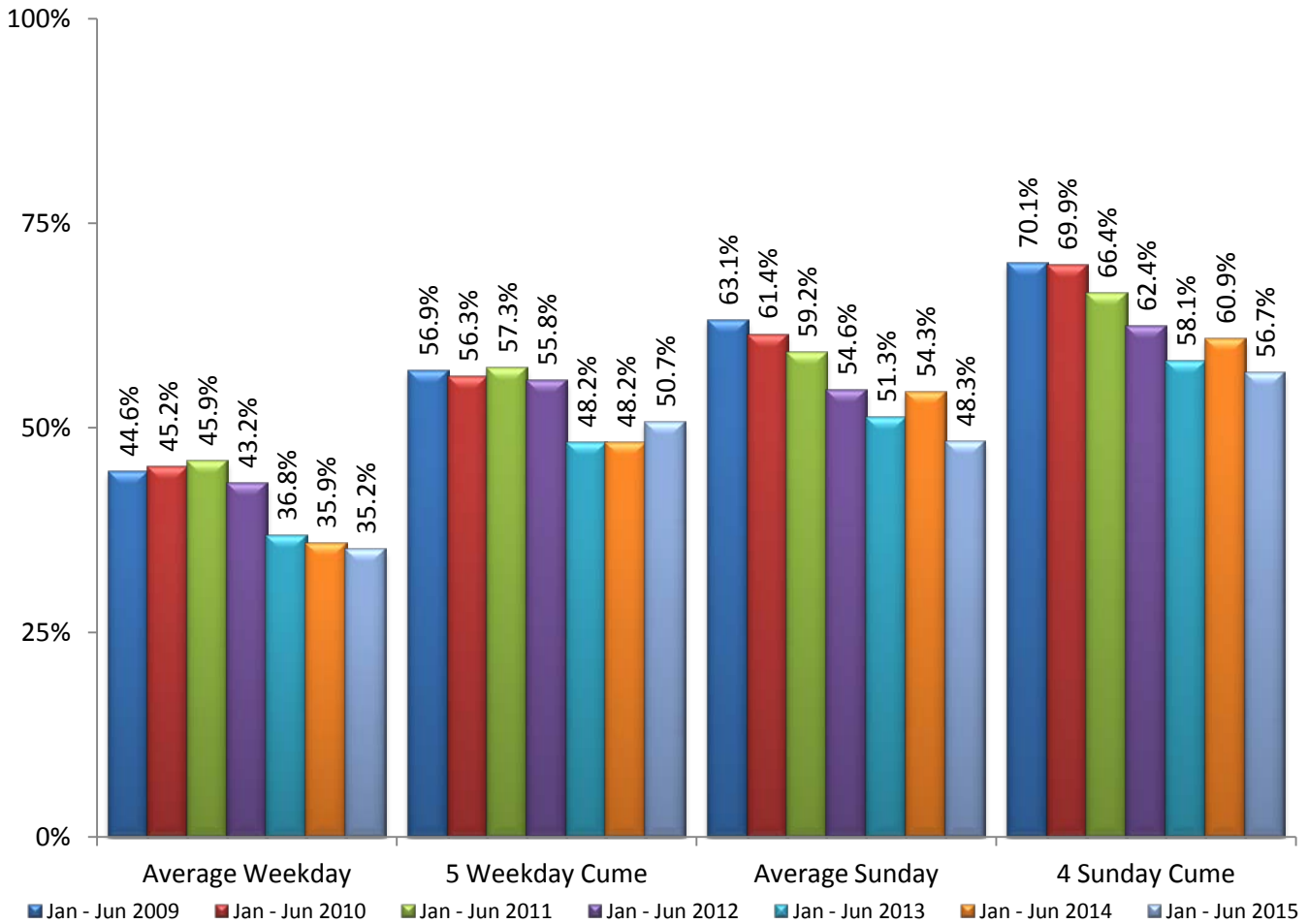


Past 7 Days	Ages 18-29	Ages 30-39	Ages 40-59	Ages 60+
Print Exclusive		28.5%	36.9%	55.3%
Digital Exclusive	<i>(Sample Size Too Small)</i>	20.7%	8.1%	6.2%
Print & Digital	<i>(Sample Size Too Small)</i>	21.2%	22.8%	19.4%
Use Newspaper		0.0%	5.7%	6.7%
<b>Total Reach</b>		<b>70.4%</b>	<b>73.5%</b>	<b>87.6%</b>

Base: (n=28) (n=135) (n=325)  
 Margin of Error: +/- 18.5% Points +/- 8.4% Points +/- 5.4% Points

# Average Readership

Q: Did you read The Quad-City Times yesterday?

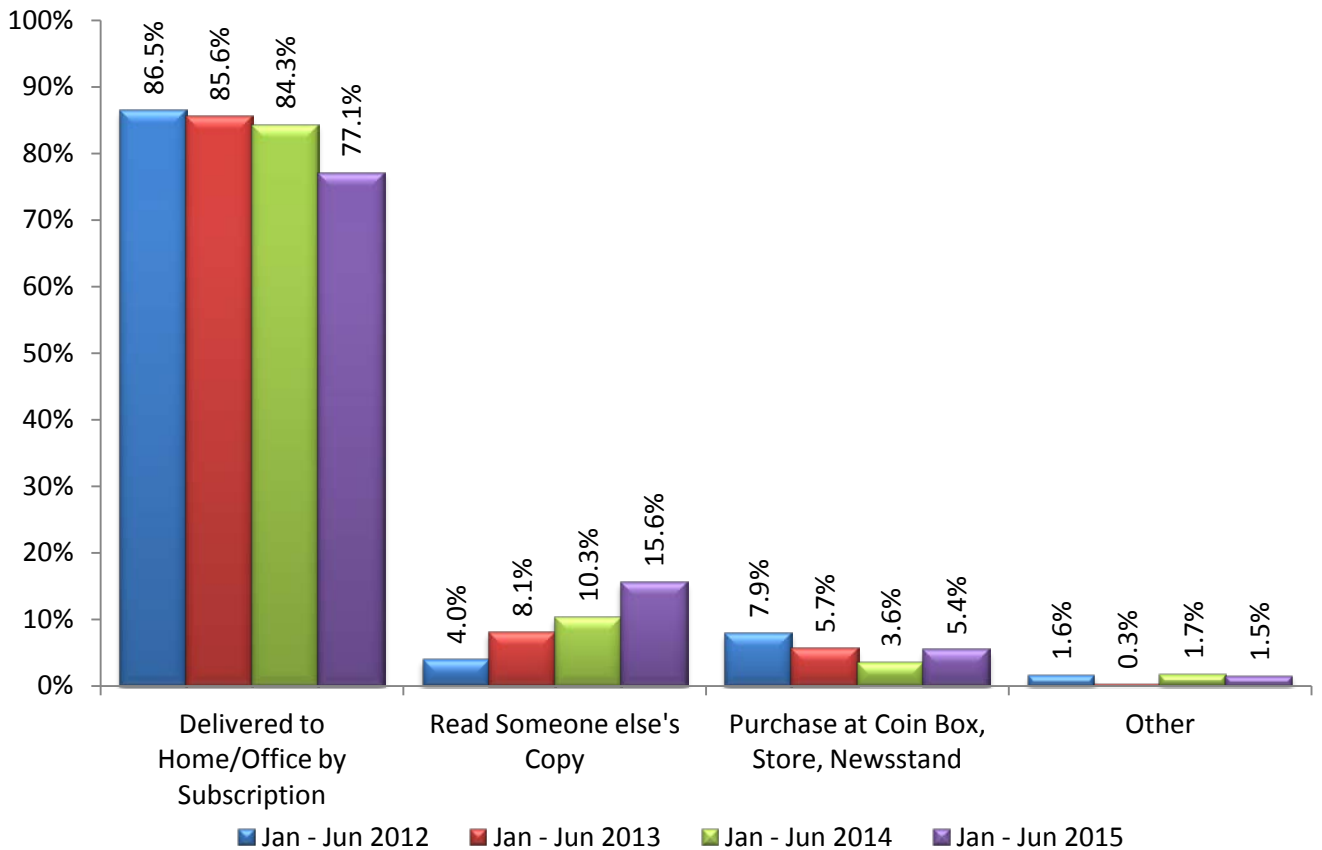


	Jan - Jun 2009	Jan-Jun 2010	Jan - Jun 2011	Jan - Jun 2012	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015
Average Weekday	44.6%	45.2%	45.9%	43.2%	36.8%	35.9%	35.2%
5 Weekday Cume	56.9%	56.3%	57.3%	55.8%	48.2%	48.2%	50.7%
Average Sunday	63.1%	61.4%	59.2%	54.6%	51.3%	54.3%	48.3%
4 Sunday Cume	70.1%	69.9%	66.4%	62.4%	58.1%	60.9%	56.7%

Base: All Adults (n=601) (n=602) (n=676) (n=599) (n=600) (n=600) (n=497)  
 Margin of Error: +/- 4.0% Points +/- 4.0% Points +/- 3.8% Points +/- 4.0% Points +/- 4.0% Points +/- 4.4% Points

# Source of Weekday Newspaper

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



	Jan-Jun 2012	Jan-Jun 2013	Jan-Jun 2014	Jan-Jun 2015
Delivered to your home/office by subscription	86.5%	85.6%	84.3%	77.1%
Read someone else's copy	4.0%	8.1%	10.3%	15.6%
Purchase at coin box, store, or newsstand	7.9%	5.7%	3.6%	5.4%
Other	1.6%	0.3%	1.7%	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=316)  
+/- 5.5% Points

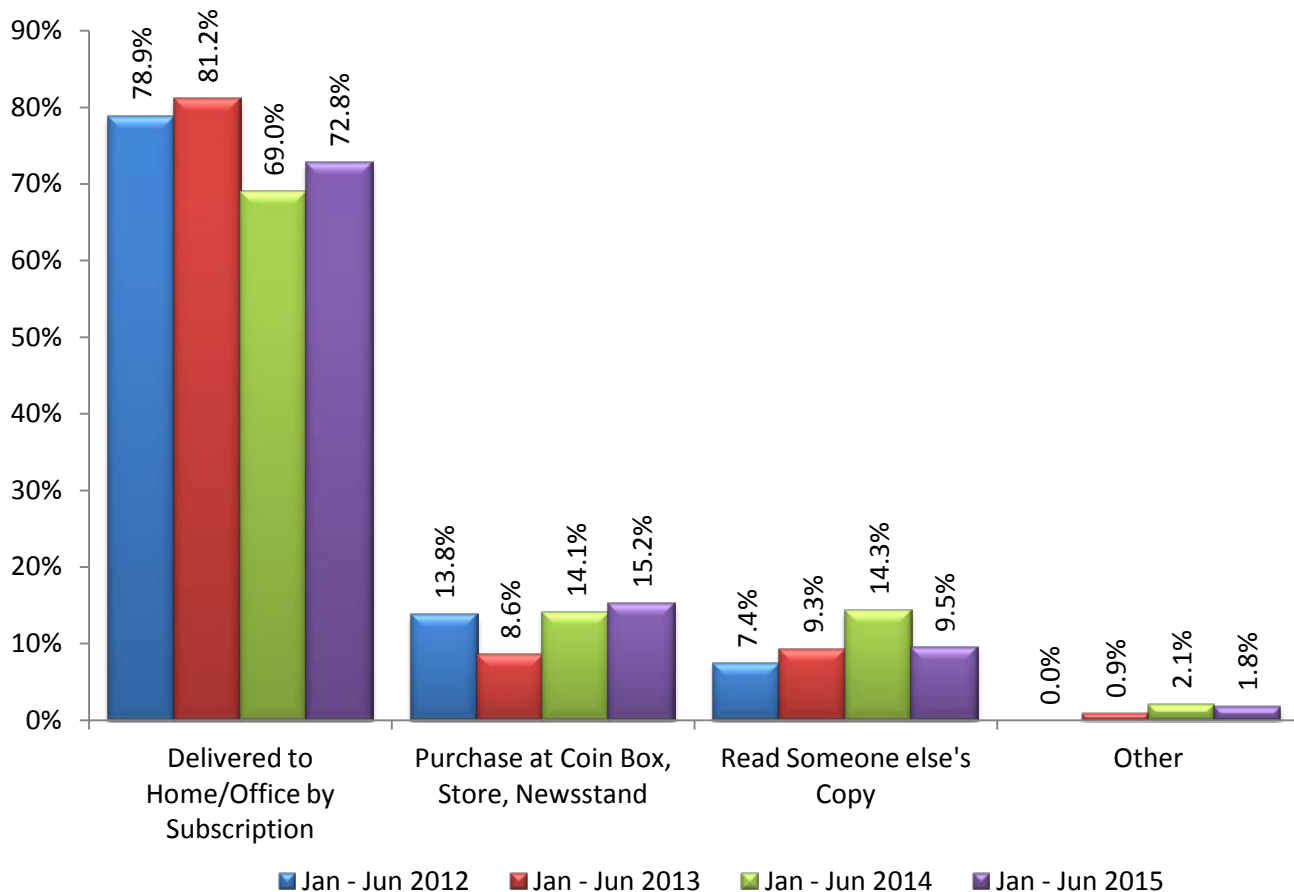
(n=286)  
+/- 5.8% Points

(n=303)  
+/- 5.6% Points

(n=245)  
+/- 6.3% Points

# Source of Sunday Newspaper

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



	Jan-Jun 2012	Jan-Jun 2013	Jan-Jun 2014	Jan-Jun 2015
Delivered to your home/office by subscription	78.9%	81.2%	69.0%	<b>72.8%</b>
Purchase at coin box, store, or newsstand	13.8%	8.6%	14.1%	<b>15.2%</b>
Read someone else's copy	7.4%	9.3%	14.3%	<b>9.5%</b>
Other	0.0%	0.9%	2.1%	<b>1.8%</b>

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

(n=407) (n=399) (n=405) (n=313)

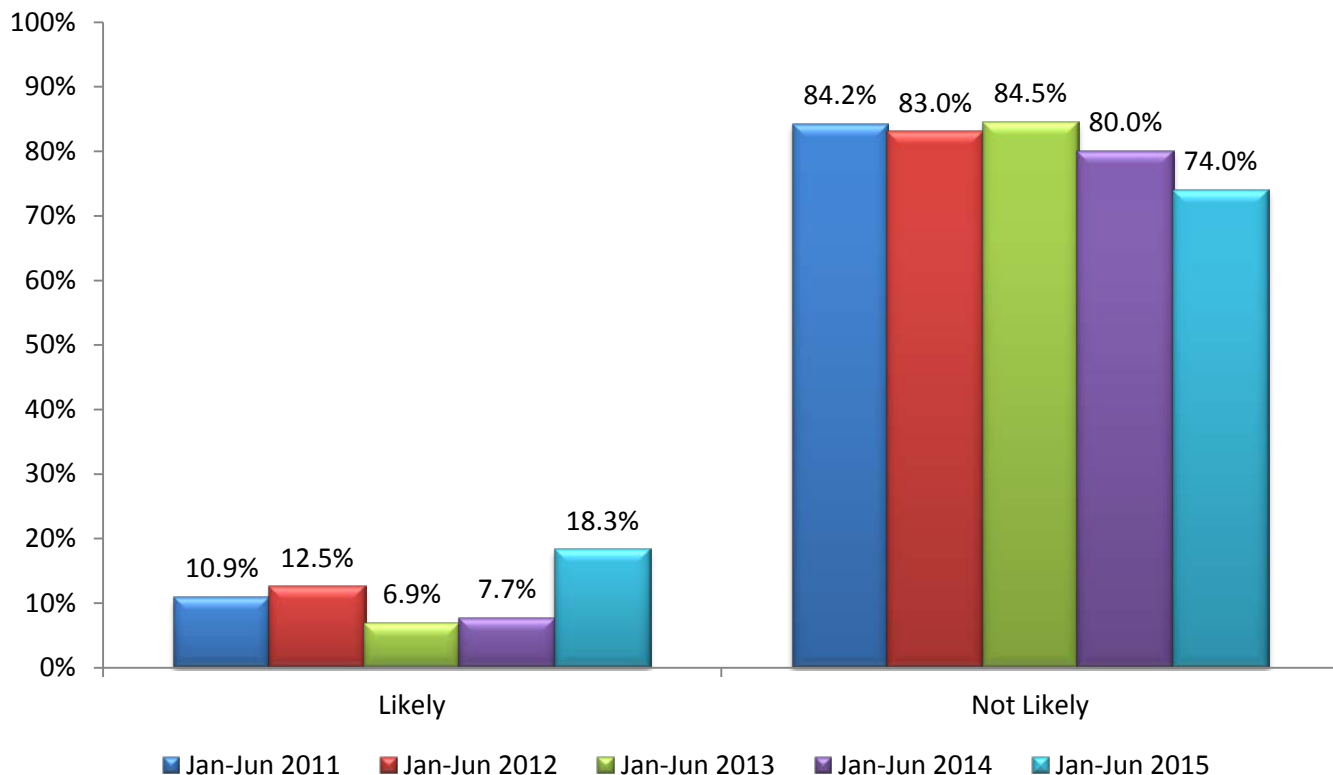
Margin of Error:

+/- 4.9% Points +/- 4.9% Points +/- 4.9% Points +/- 5.5% Points



# Likelihood of Discontinuing Print Readership

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



	Jan-Jun 2010	Jan-Jun 2011	Jan-Jun 2012	Jan-Jun 2013	Jan-Jun 2014	Jan-Jun 2015
Likely	10.4%	10.9%	12.5%	6.9%	7.7%	<b>18.3%</b>
Not Likely	84.0%	84.2%	83.0%	84.5%	80.0%	<b>74.0%</b>

Base: Adults who read both in print and online

Margin of Error:

(n=84)	(n=108)	(n=91)	(n=89)	(n=94)	(n=85)
+/- 10.7% Points	+/- 9.4% Points	+/- 10.3% Points	+/- 10.4% Points	+/- 10.1% Points	+/- 10.6% Points

# Print + Digital Demographics

Q: Have you accessed QCTimes.com digitally, read or used The Quad-City Times or done both in the past 7 days?

Jan – Jun 2015	Market	Print Exclusive	Digital Exclusive	Print & Digital	Use Newspaper	None
Male	49.0%	48.9%	34.6%	44.1%	36.9%	64.3%
Female	51.0%	51.1%	65.4%	55.9%	63.1%	35.7%
Ages 8-29	6.7%	6.3%	7.5%	3.9%	29.1%	3.7%
Ages 30-39	24.0%	16.9%	46.0%	24.7%	0.0%	32.2%
Ages 40-59	39.0%	35.5%	29.1%	43.0%	36.4%	47.0%
Ages 60+	30.3%	41.4%	17.5%	28.4%	34.0%	17.2%
<i>Median Age</i>	49.6	56.3	39.5	50.2	51.9	44.1
Children Under 18 at home	39.9%	30.2%	62.0%	39.0%	20.2%	53.5%
Lived In Area Less Than Five Years	13.9%	9.3%	20.9%	6.4%	21.1%	23.8%
6 - 10 Years	12.0%	10.5%	16.6%	16.7%	3.3%	10.5%
11 - 14 Years	5.9%	6.4%	16.4%	1.3%	3.3%	4.8%
15 - 20 Years	11.3%	8.8%	25.9%	14.3%	10.1%	6.2%
21 Years +	56.8%	64.9%	20.2%	61.2%	62.2%	54.7%
<i>Median Length of Residence</i>	22.2	23.3	14.0	22.8	23.0	21.8
Less than \$35K Household Income	35.8%	43.4%	34.0%	21.8%	38.1%	35.7%
\$35K - \$50K	6.3%	5.0%	13.1%	2.3%	4.5%	9.5%
\$50K - \$75K	17.8%	19.1%	10.2%	19.1%	16.1%	19.0%
\$75K+	40.0%	32.5%	42.7%	56.9%	41.3%	35.8%
<i>Median Household Income (\$000)</i>	\$61.0	\$52.1	\$57.1	\$82.7	\$61.6	\$56.4
High School Grad or Less	26.7%	28.8%	17.7%	13.7%	38.2%	36.1%
Some College	30.8%	38.8%	23.7%	27.0%	15.5%	27.3%
4 Year College or More	25.4%	15.0%	38.5%	32.8%	41.3%	27.0%
Graduate Degree	17.1%	17.4%	20.2%	26.5%	5.0%	9.7%
Base: All Adults	(n=497)	(n=247)	(n=31)	(n=97)	(n=36)	(n=86)
Margin of Error:	+/- 4.4% Points	+/- 6.2% Points	+/- 17.6% Points	+/- 10.0% Points	+/- 16.3% Points	+/- 10.6% Points

# Print + Digital Demographics

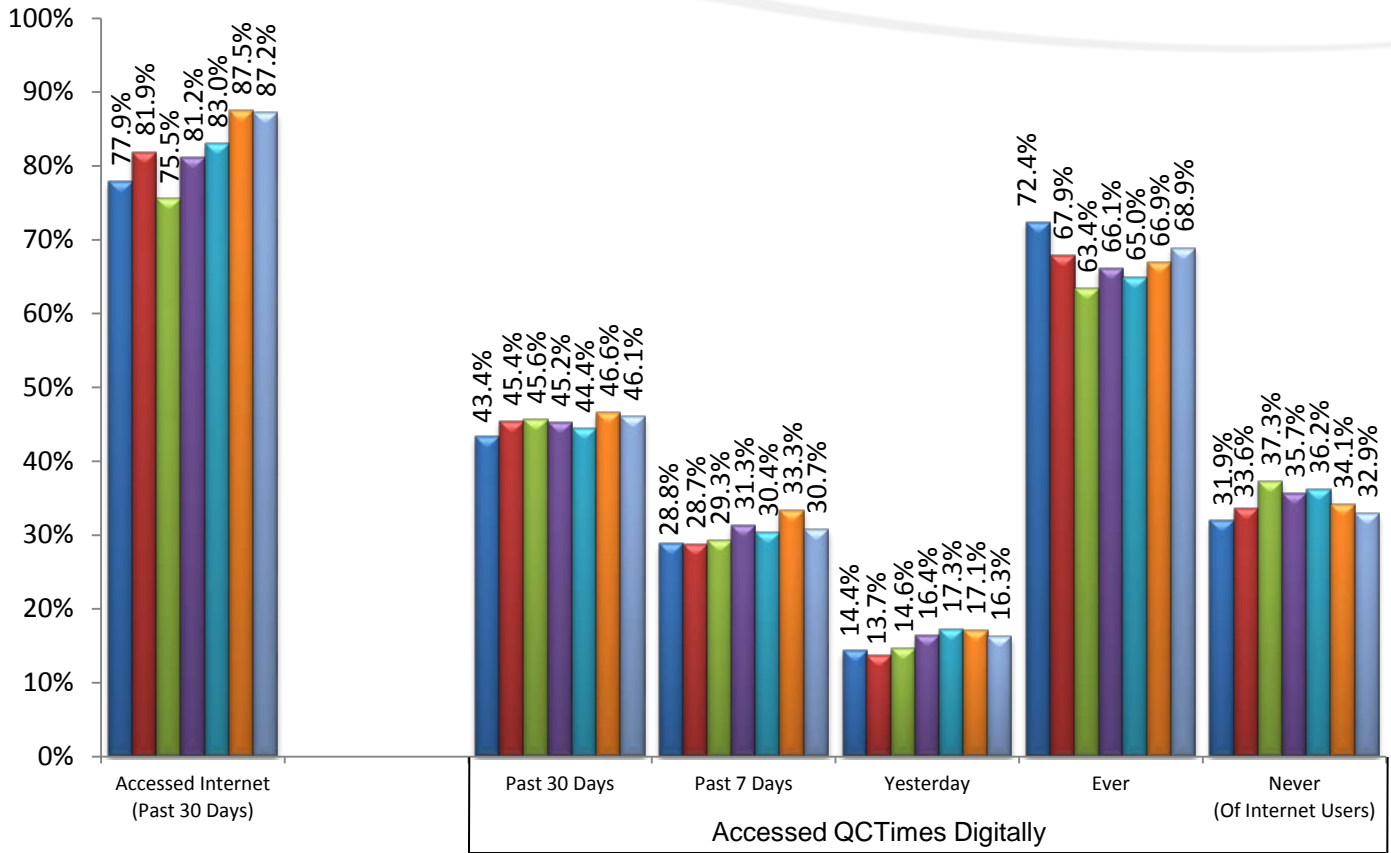
Q: Have you accessed QCTimes.com digitally, read or used The Quad-City Times or done both in the past 7 days?

Jan – Jun 2015	Market	Print Readers	Digital Readers	None
Male	49.0%	47.3%	40.9%	58.4%
Female	51.0%	52.7%	59.1%	41.6%
Ages 8-29	6.7%	5.5%	5.1%	9.1%
Ages 30-39	24.0%	19.5%	32.0%	25.4%
Ages 40-59	39.0%	38.0%	38.3%	44.8%
Ages 60+	30.3%	37.0%	24.7%	20.7%
<i>Median Age</i>	<i>49.6</i>	<i>54.2</i>	<i>43.9</i>	<i>44.8</i>
Children Under 18 at home	39.9%	33.1%	47.2%	46.2%
Lived In Area Less Than Five Years	13.9%	8.3%	11.5%	23.2%
6 - 10 Years	12.0%	12.6%	16.7%	9.0%
11 - 14 Years	5.9%	4.7%	6.6%	4.5%
15 - 20 Years	11.3%	10.7%	18.4%	7.0%
21 Years +	56.8%	63.7%	46.9%	56.3%
<i>Median Length of Residence</i>	<i>22.2</i>	<i>23.1</i>	<i>19.9</i>	<i>22.1</i>
Less than \$35K Household Income	35.8%	36.0%	26.2%	36.3%
\$35K - \$50K	6.3%	4.1%	6.2%	8.3%
\$50K - \$75K	17.8%	19.1%	15.9%	18.3%
\$75K+	40.0%	40.8%	51.8%	37.1%
<i>Median Household Income (\$000)</i>	<i>\$61.0</i>	<i>\$63.0</i>	<i>\$77.1</i>	<i>\$57.5</i>
High School Grad or Less	26.7%	23.8%	15.1%	36.5%
Some College	30.8%	34.9%	25.8%	24.7%
4 Year College or More	25.4%	20.9%	34.8%	30.1%
Graduate Degree	17.1%	20.4%	24.3%	8.7%
Base: All Adults	(n=497)	(n=344)	(n=128)	(n=122)
Margin of Error:	+/- 4.4% Points	+/- 5.3% Points	+/- 8.7% Points	+/- 8.9% Points

# Internet Access & QCTimes.com Usage

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

How about QCTimes.com?



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

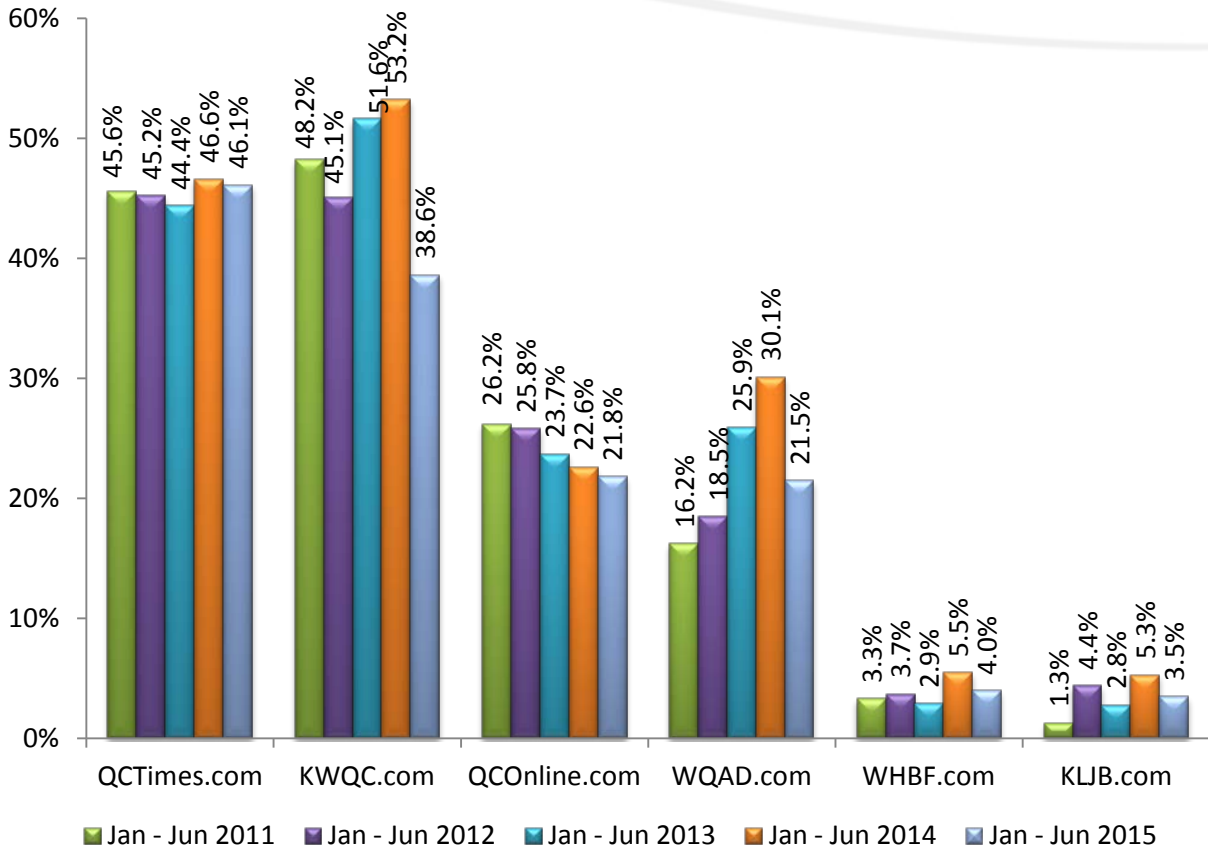
	Jan - Jun 2009	Jan - Jun 2010	Jan - Jun 2011	Jan - Jun 2012	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015
Accessed Internet (Past 30 Days)	77.9%	81.9%	75.5%	81.2%	83.0%	87.5%	<b>87.2%</b>
Accessed QCTimes Digitally Past 30 Days	43.4%	45.4%	45.6%	45.2%	44.4%	46.6%	<b>46.1%</b>
Accessed QCTimes Digitally Past 7 Days	28.8%	28.7%	29.3%	31.3%	30.4%	33.3%	<b>30.7%</b>
Accessed QCTimes Digitally Yesterday	14.4%	13.7%	14.6%	16.4%	17.3%	17.1%	<b>16.3%</b>
Accessed QCTimes Digitally Ever	72.4%	67.9%	63.4%	66.1%	65.0%	66.9%	<b>68.9%</b>
Never Accessed QCTimes Digitally (Internet Users)	31.9%	33.6%	37.3%	35.7%	36.2%	34.1%	<b>32.9%</b>

Base: Adults who have accessed the internet in the past 30 days with any device.

Margin of Error: (n=426) +/- 4.7% Points (n=493) +/- 4.4% Points (n=453) +/- 4.6% Points (n=418) +/- 4.8% Points (n=429) +/- 4.7% Points (n=444) +/- 4.7% Points (n=368) +/- 5.0% Points

# Websites Visited in the Past 30 Days

Q: Which of these websites have you visited in the past 30 days?



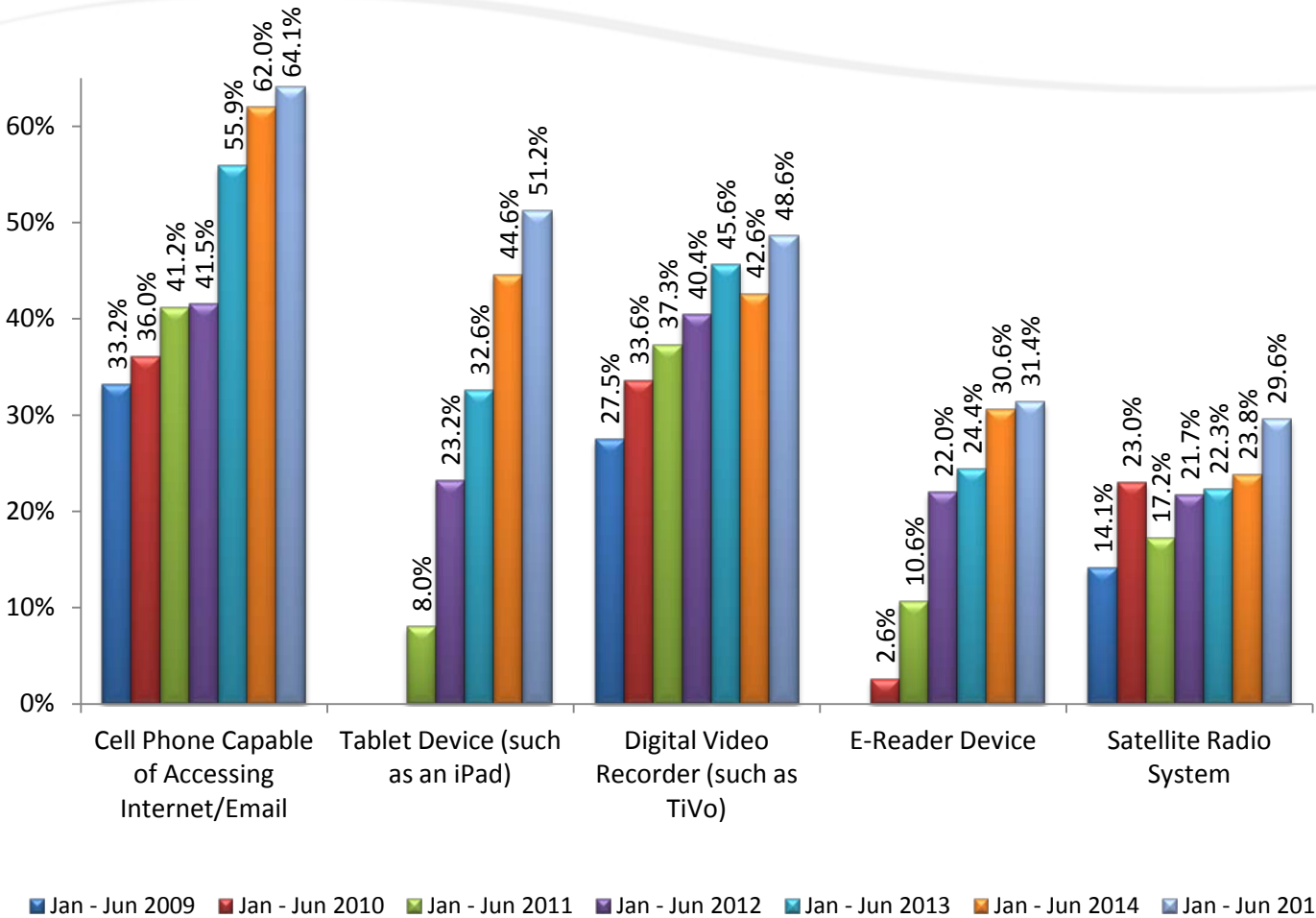
	Jan - Jun 2011	Jan - Jun 2012	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015
QCTimes.com	45.6%	45.2%	44.4%	46.6%	<b>46.1%</b>
KWQC.com	48.2%	45.1%	51.6%	53.2%	<b>38.6%</b>
QCOOnline.com	26.2%	25.8%	23.7%	22.6%	<b>21.8%</b>
WQAD.com	16.2%	18.5%	25.9%	30.1%	<b>21.5%</b>
WHBF.com	3.3%	3.7%	2.9%	5.5%	<b>4.0%</b>
KLJB.com	1.3%	4.4%	2.8%	5.3%	<b>3.5%</b>

Base: Adults who accessed internet in past 30 days with any device

Margin of Error:                      +/- 4.6% Points    +/- 4.8% Points    +/- 4.7% Points    +/- 4.7% Points    +/-5.0% Points

# Technology Device Ownership

Q: Which of the following do you own?

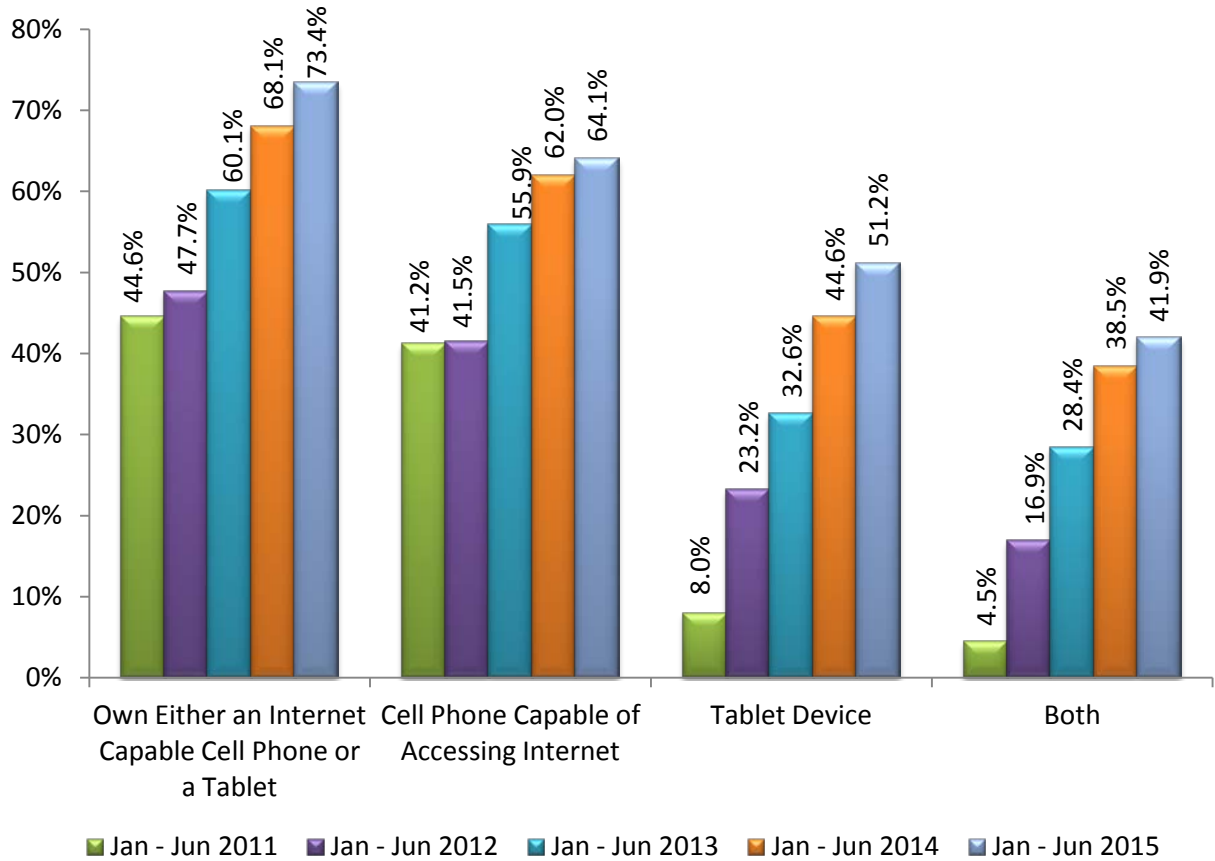


	Jan - Jun 2009	Jan - Jun 2010	Jan - Jun 2011	Jan - Jun 2012	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015
Cell Phone Capable of Accessing Internet/Email	33.2%	36.0%	41.2%	41.5%	55.9%	62.0%	<b>64.1%</b>
Tablet Device (such as an iPad)	-	-	8.0%	23.2%	32.6%	44.6%	<b>51.2%</b>
Digital Video Recorder (such as TiVo)	27.5%	33.6%	37.3%	40.4%	45.6%	42.6%	<b>48.6%</b>
E-Reader Device	-	2.6%	10.6%	22.0%	24.4%	30.6%	<b>31.4%</b>
Satellite Radio System	14.1%	23.0%	17.2%	21.7%	22.3%	23.8%	<b>29.6%</b>

Base: All Adults (n=601) (n=602) (n=676) (n=599) (n=600) (n=600) (n=497)  
 Margin of Error: +/- 4.0% Points +/- 4.0% Points +/- 3.8% Points +/- 4.0% Points +/- 4.0% Points +/- 4.0% Points +/- 4.4% Points

# Mobile Device Ownership

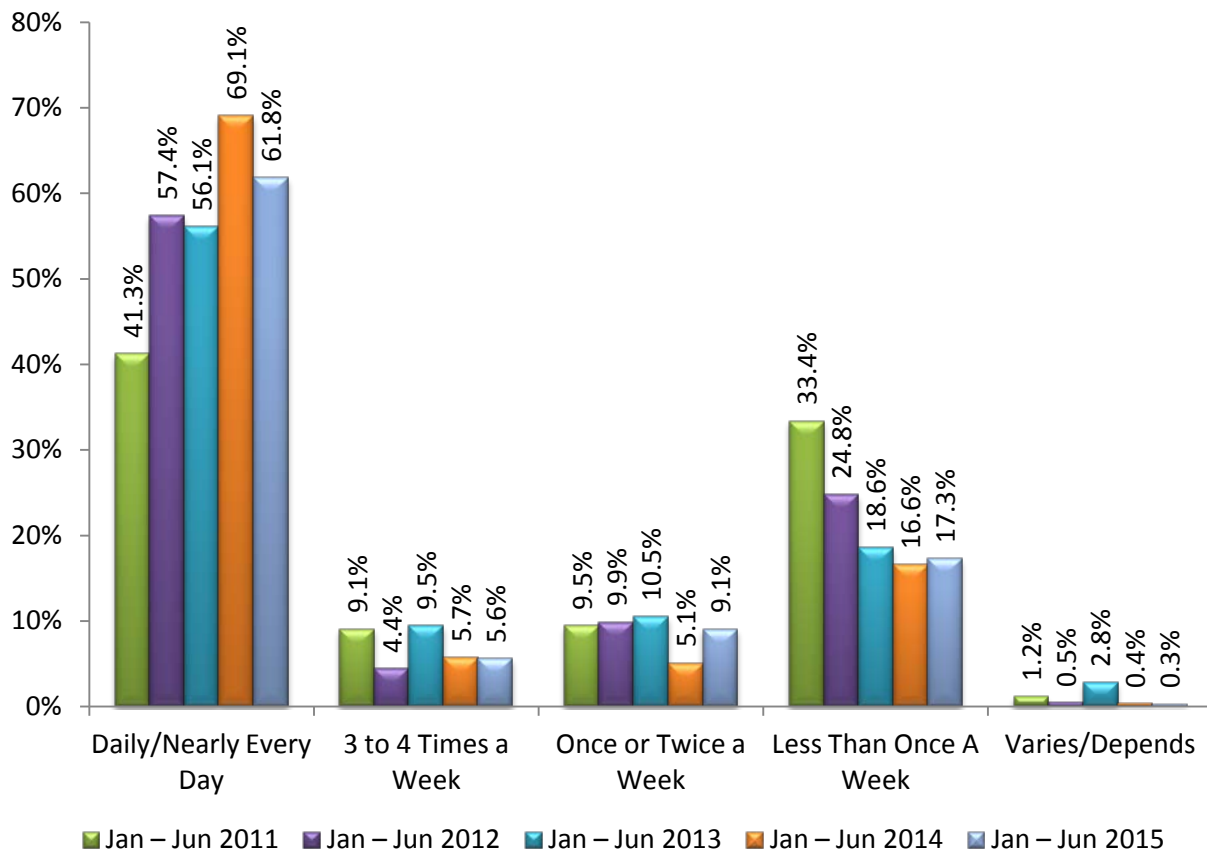
Q: Which of the following do you own?



	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	44.6%	47.7%	60.1%	68.1%	<b>73.4%</b>
Cell Phone Capable of Accessing Internet/Email	41.2%	41.5%	55.9%	62.0%	<b>64.1%</b>
Tablet Device	8.0%	23.2%	32.6%	44.6%	<b>51.2%</b>
Both	4.5%	16.9%	28.4%	38.5%	<b>41.9%</b>
Base: All Adults	(n=676)	(n=599)	(n=600)	(n=600)	(n=497)
Margin of Error:	+/- 3.8% 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	41.3%	57.4%	56.1%	69.1%	61.8%
3 to 4 Times a Week	9.1%	4.4%	9.5%	5.7%	5.6%
Once or Twice a Week	9.5%	9.9%	10.5%	5.1%	9.1%
Less Than Once A Week	33.4%	24.8%	18.6%	16.6%	17.3%
Varies/Depends	1.2%	0.5%	2.8%	0.4%	0.3%

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

(n=219)

(n=210)

(n=278)

(n=329)

(n=289)

Margin of Error:

+/- 6.6% Points

+/- 6.6% Points

+/- 5.9% Points

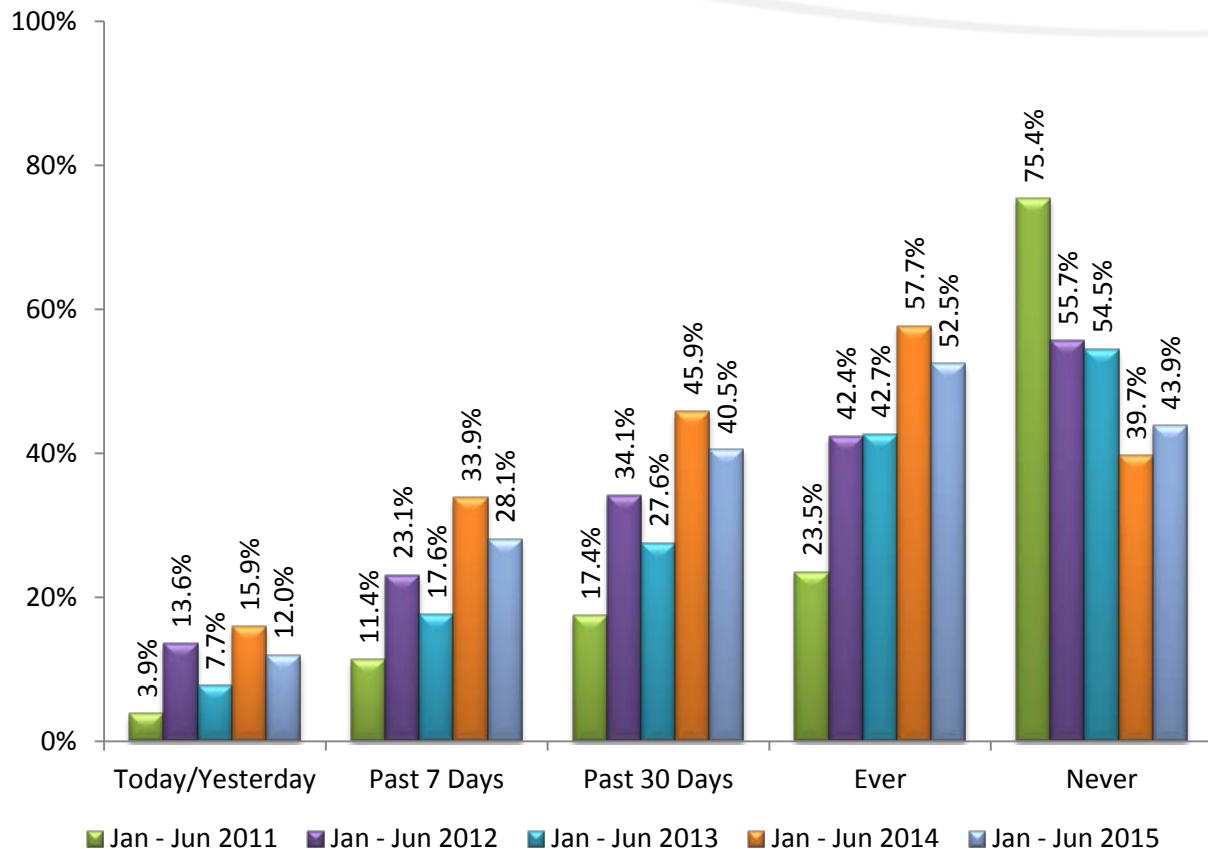
+/- 5.4% Points

+/- 5.4% Points



# Last Time Accessed QCTimes.com Via Mobile Device

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



	Jan – Jun 2011	Jan – Jun 2012	Jan – Jun 2013	Jan – Jun 2014	Jan – Jun 2015
Today/Yesterday	3.9%	13.6%	7.7%	15.9%	<b>12.0%</b>
Past 7 Days	11.4%	23.1%	17.6%	33.9%	<b>28.1%</b>
Past 30 Days	17.4%	34.1%	27.6%	45.9%	<b>40.5%</b>
Ever	23.5%	42.4%	42.7%	57.7%	<b>52.5%</b>
Never	75.4%	55.7%	54.5%	39.7%	<b>43.9%</b>

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

(n=219)

(n=210)

(n=278)

(n=329)

(n=289)

Margin of Error:

+/- 6.6% Points

+/- 6.6% Points

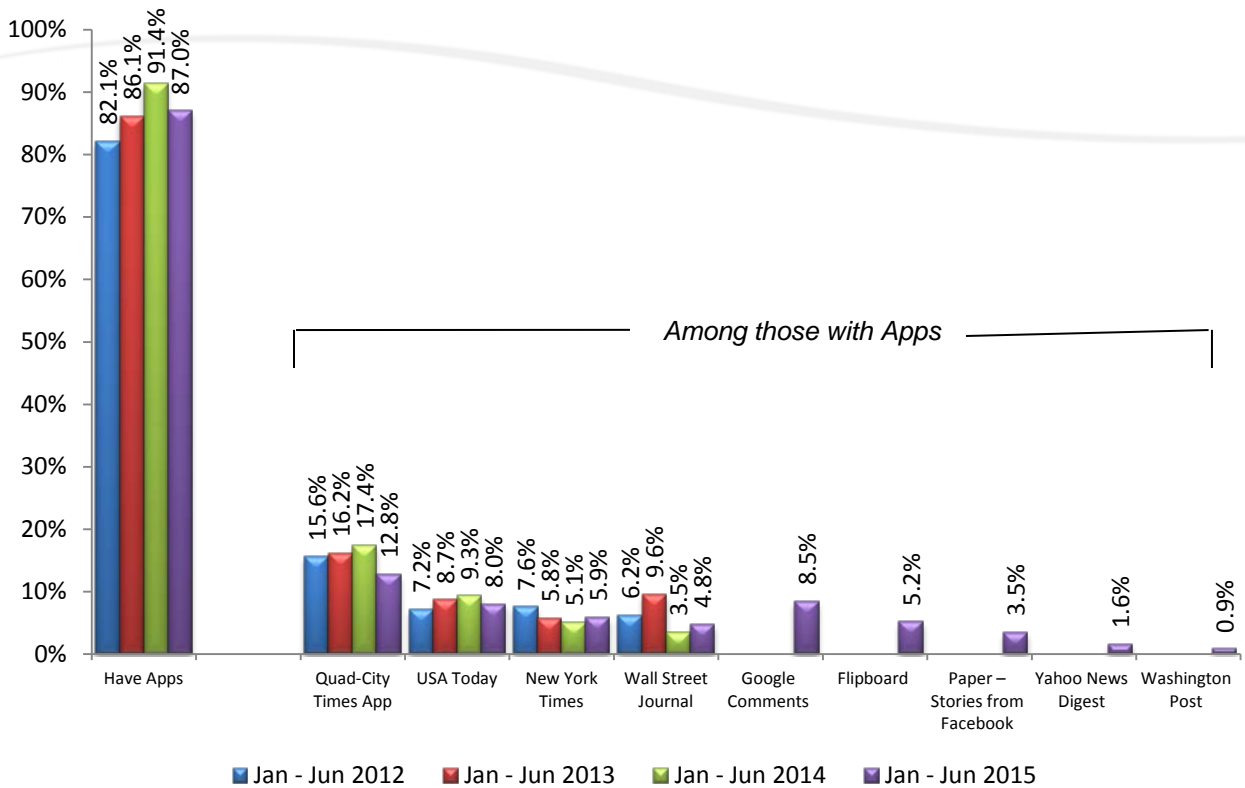
+/- 5.9% Points

+/- 5.4% Points

+/- 5.4% 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	82.1%	86.1%	91.4%	87.0%
Quad-City Times App	15.6%	16.2%	17.4%	12.8%
USA Today	7.2%	8.7%	9.3%	8.0%
New York Times	7.6%	5.8%	5.1%	5.9%
Wall Street Journal	6.2%	9.6%	3.5%	4.8%
Google Comments				8.5%
Flipboard				5.2%
Paper – Stories from Facebook				3.5%
Yahoo News Digest				1.6%
Washington Post				0.9%

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

(n=161)

(n=221)

(n=329)

(n=232)

Margin of Error:

+/- 7.7% Points

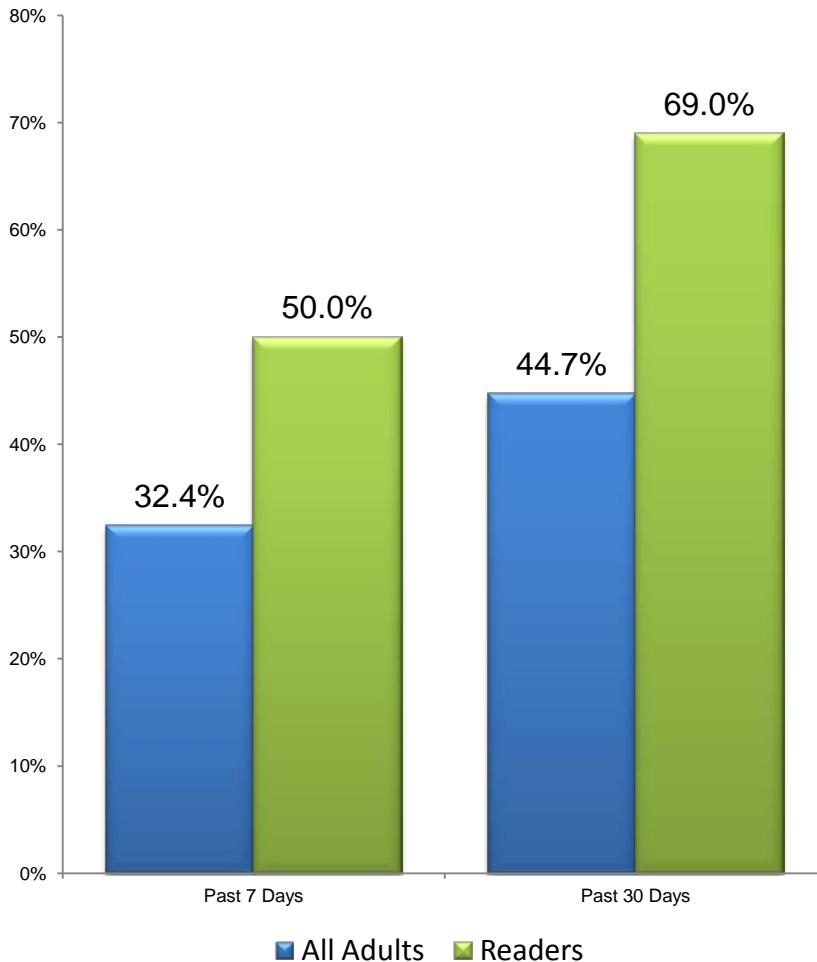
+/- 6.6% Points

+/- 5.4% Points

+/- 6.4% Points

# Preprint Readership

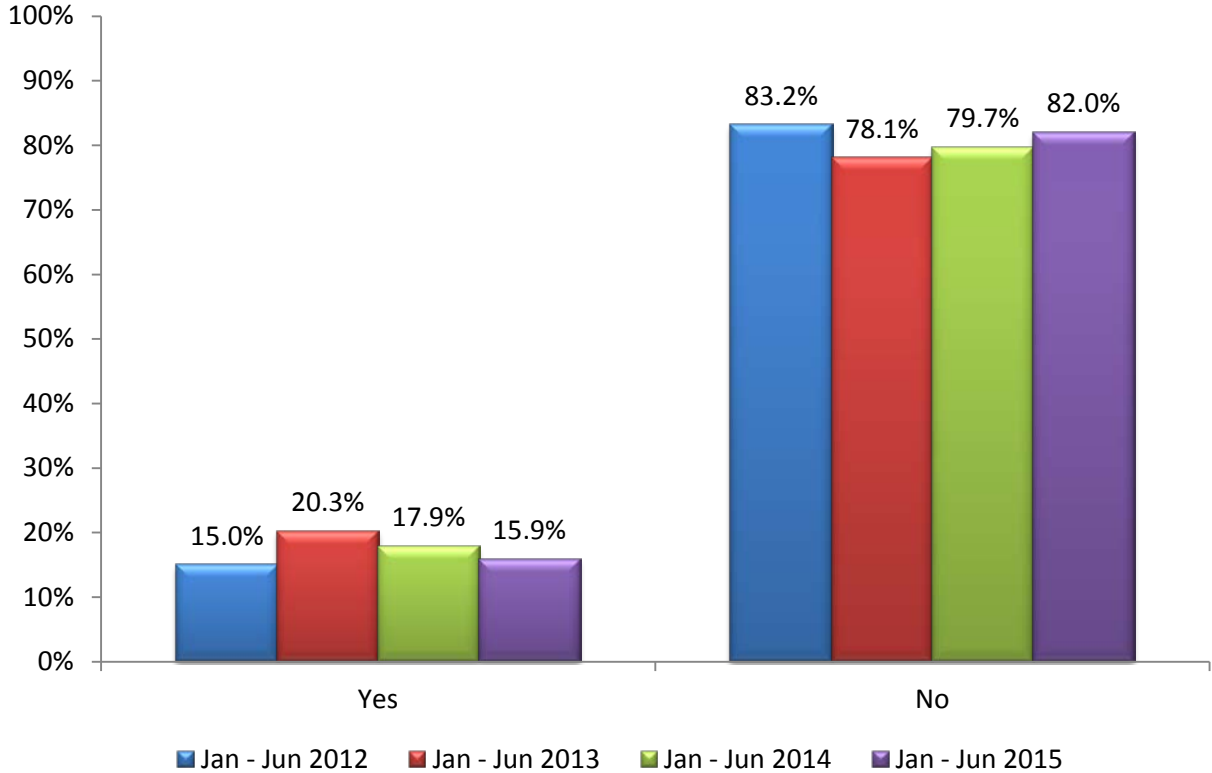
Q: In the past 30 days have you read preprinted advertising in the newspaper? In the past 7 days?



	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	42.1%	39.4%	39.1%	35.8%	36.4%	36.8%	<b>32.4%</b>	55.6%	52.7%	52.7%	51.1%	56.1%	55.0%	<b>50.0%</b>
Past 30 Days	52.4%	50.7%	51.0%	46.8%	44.8%	42.5%	<b>44.7%</b>	69.1%	67.7%	68.7%	66.8%	69.0%	63.5%	<b>69.0%</b>
Base:	(n=601)	(n=602)	(n=676)	(n=599)	(n=600)	(n=600)	(n=497)	(n=472)	(n=458)	(n=524)	(n=445)	(n=431)	(n=433)	(n=354)
Margin of Error:	+/- 4.0% Points	+/- 4.0% Points	+/- 3.8% Points	+/- 4.0% Points	+/- 4.0% Points	+/- 4.0% Points	+/- 4.4% Points	+/- 4.5% Points	+/- 4.5% Points	+/- 4.3% Points	+/- 4.6% Points	+/- 4.7% Points	+/- 4.7% Points	+/- 5.2% Points

# Television Service

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



	Jan – Jun 2012	Jan – Jun 2013	Jan – Jun 2014	Jan – Jun 2015
Yes	15.0%	20.3%	17.9%	15.9%
No	83.2%	78.1%	79.7%	82.0%

Base: All Adults

(n=599)

(n=600)

(n=600)

(n=497)

Margin of Error:

+/- 4.0% Points

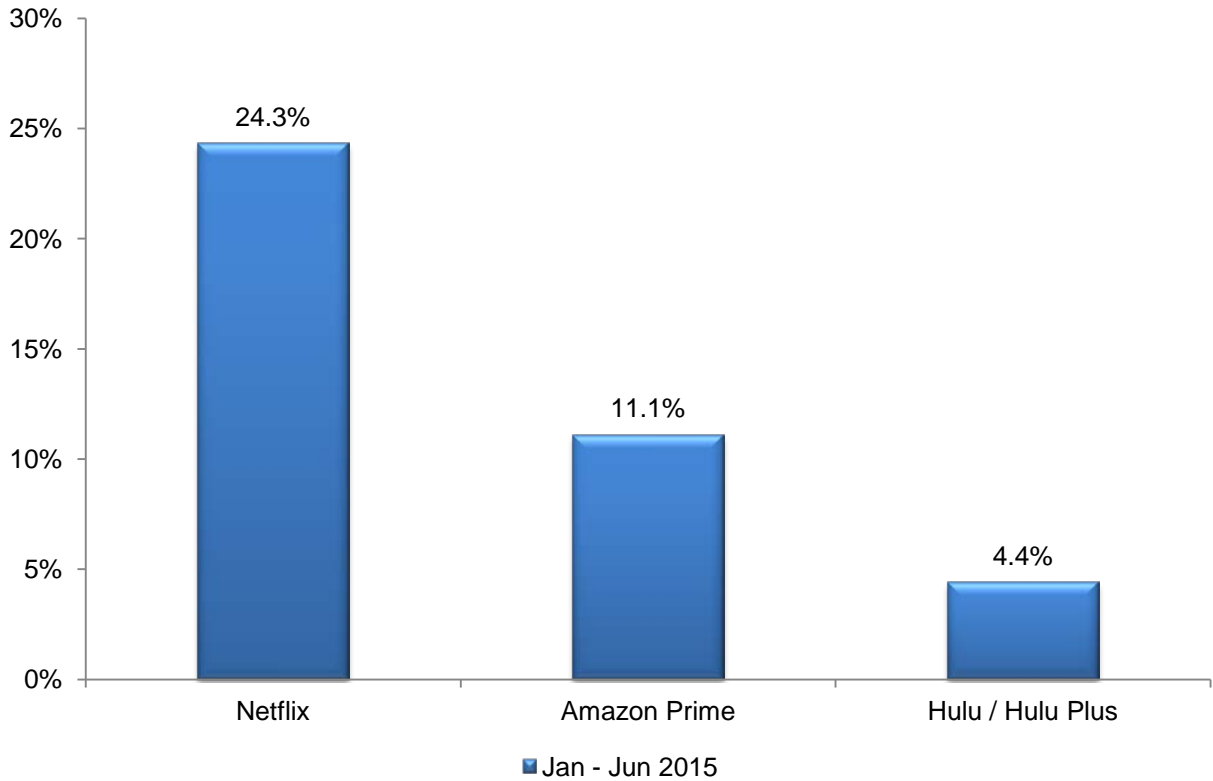
+/- 4.0% Points

+/- 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	24.3%
Amazon Prime	11.1%
Hulu / Hulu Plus	4.4%

Base: All Adults (n=497)  
Margin of Error: +/- 4.4% Points