

LEE ENTERPRISES AUDIENCE REPORT

JAN 2015 – JUN 2015



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Methodology

HOW: Telephone Survey

WHO: Randomly Selected Adults In Lincoln NDM

WHEN: January 2015 – June 2015

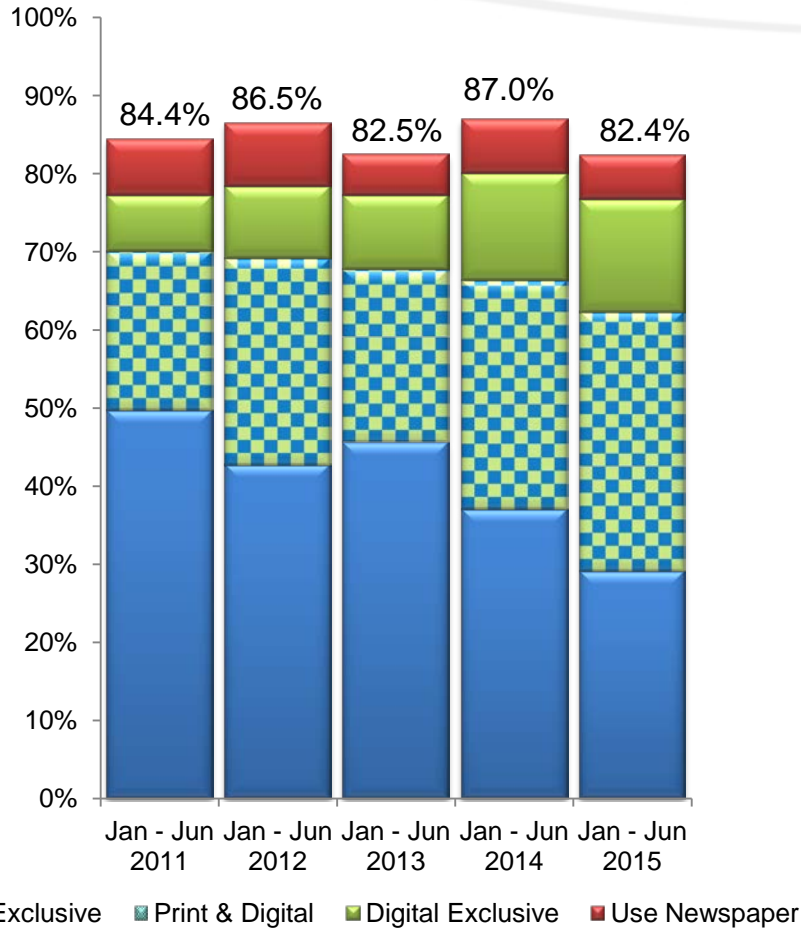
CONDUCTED BY: Thoroughbred Research, Louisville, KY

SAMPLE SIZE: 498 Total Interviews of Adults 18+

MARGIN OF ERROR: Total Sample (n=498) +/- 4.4% Points
Total Internet Sample (n=408) +/- 4.9% Points

Print + Digital Reach

Q: Have you accessed JournalStar.com digitally, read or used the Lincoln Journal Star or done both in the past 7 days?

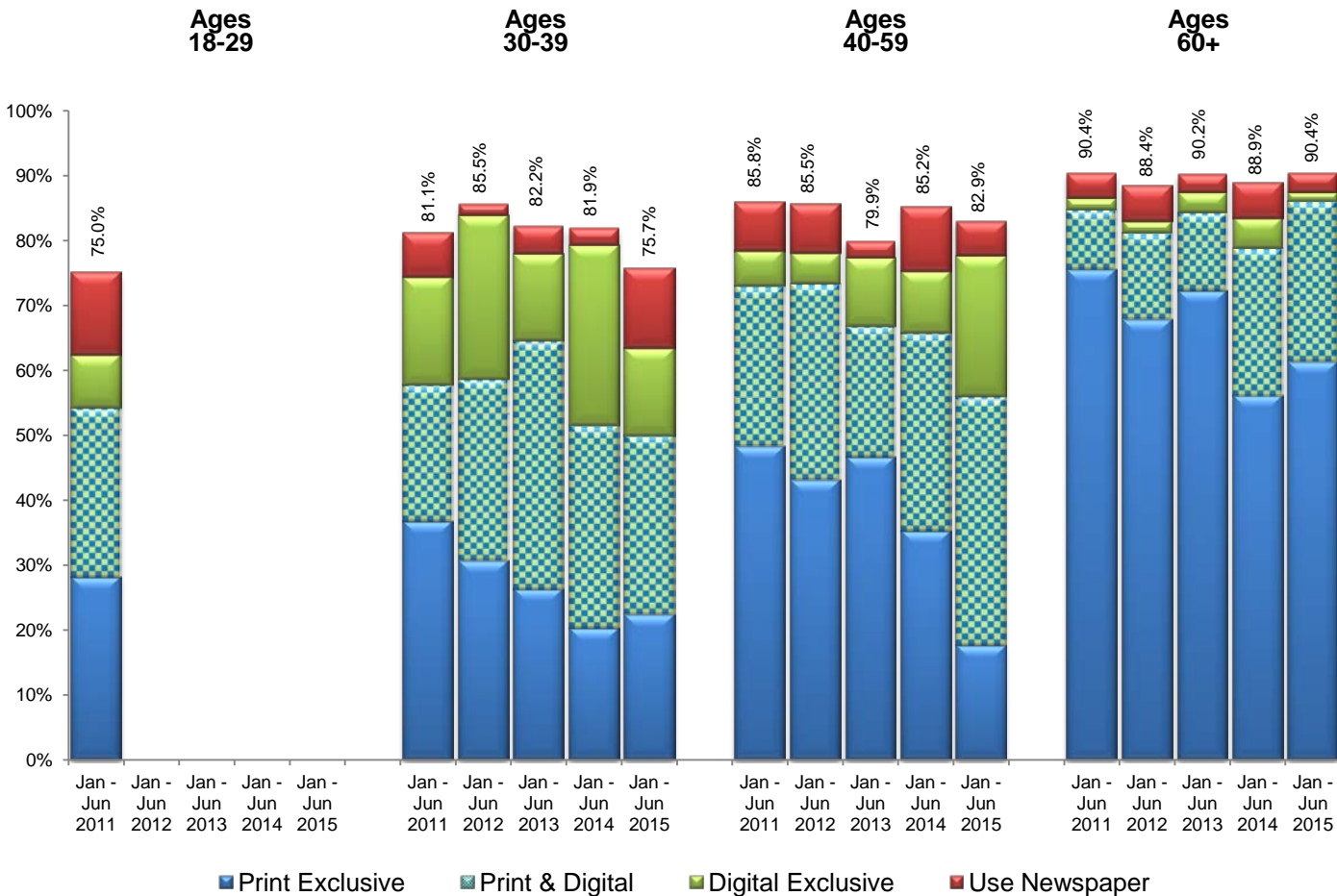


	Jan - Jun 2009	Jan - Jun 2010	Jan - Jun 2011	Jan - Jun 2012	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015
Print Exclusive	56.6%	55.9%	49.7%	42.7%	45.6%	37.1%	29.1%
Digital Exclusive	4.7%	5.5%	7.1%	9.2%	9.5%	13.7%	14.4%
Print & Digital	21.9%	21.9%	20.4%	26.5%	22.1%	29.2%	33.2%
Use Newspaper	-	5.0%	7.2%	8.1%	5.3%	7.0%	5.7%
Total Reach	83.2%	88.3%	84.4%	86.5%	82.5%	87.0%	82.4%

Base: All Adults (n=600) (n=600) (n=601) (n=600) (n=600) (n=600) (n=498)
 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 Lincoln Journal Star 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 JournalStar.com digitally, read or used the Lincoln Journal Star or done both in the past 7 days?

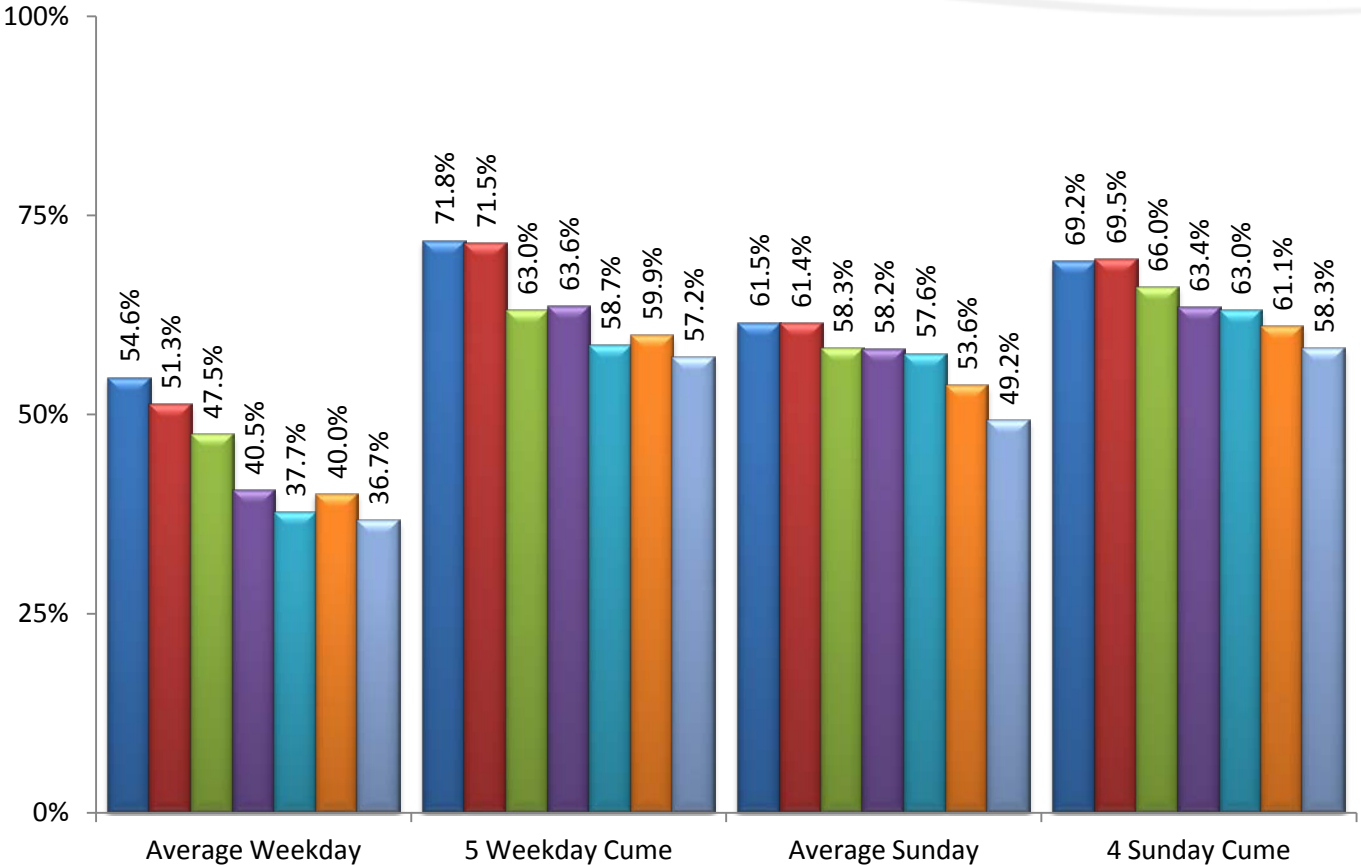


Past 7 Days	Ages 18-29	Ages 30-39	Ages 40-59	Ages 60+
Print Exclusive		22.3%	17.7%	61.3%
Digital Exclusive	Sample Size	13.5%	21.7%	1.3%
Print & Digital	Too Small	27.7%	38.3%	24.7%
Use Newspaper		12.2%	5.2%	3.1%
Total Reach		75.7%	82.9%	90.4%

Base: (n=26) (n=149) (n=309)
 Margin of Error: +/- 19.2% Points +/- 8.0% Points +/- 5.6% Points

Average Readership

Q: Did you read the Lincoln Journal Star yesterday?



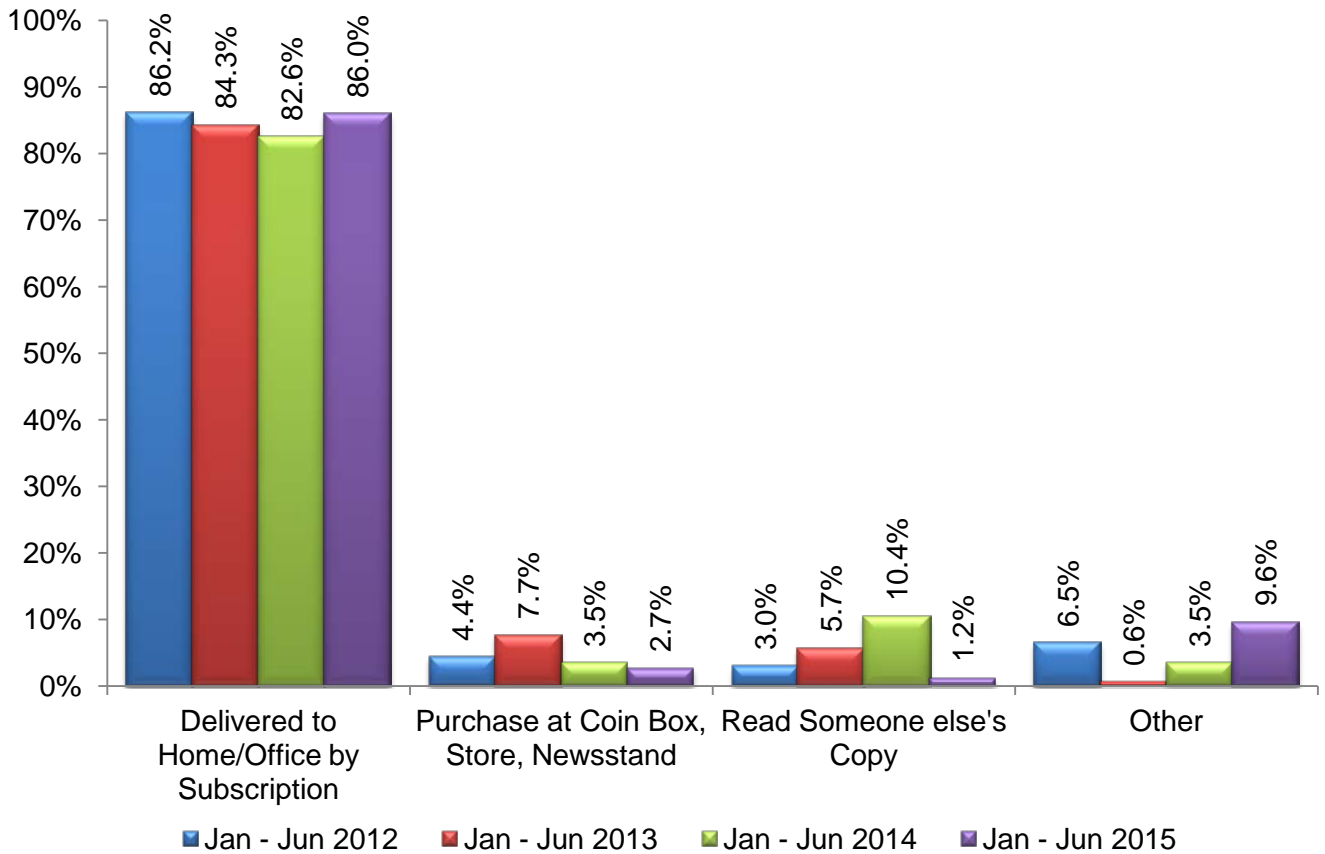
■ Jan - Jun 2009 ■ Jan - Jun 2010 ■ Jan - Jun 2011 ■ Jan - Jun 2012 ■ Jan - Jun 2013 ■ Jan - Jun 2014 ■ Jan - Jun 2015

	Jan - Jun 2009	Jan - Jun 2010	Jan - Jun 2011	Jan - Jun 2012	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015
Average Weekday	54.6%	51.3%	47.5%	40.5%	37.7%	40.0%	36.7%
5 Weekday Cume	71.8%	71.5%	63.0%	63.6%	58.7%	59.9%	57.2%
Average Sunday	61.5%	61.4%	58.3%	58.2%	57.6%	53.6%	49.2%
4 Sunday Cume	69.2%	69.5%	66.0%	63.4%	63.0%	61.1%	58.3%

Base: All Adults (n=600) (n=600) (n=601) (n=600) (n=600) (n=600) (n=498)
 Margin of Error: +/- 4.0% Points +/- 4.0% Points +/- 4.0% Points +/- 4.0% 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	86.2%	84.3%	82.6%	86.0%
Purchase at coin box, store, or newsstand	4.4%	7.7%	3.5%	2.7%
Read someone else's copy	3.0%	5.7%	10.4%	1.2%
Other	6.5%	0.6%	3.5%	9.6%

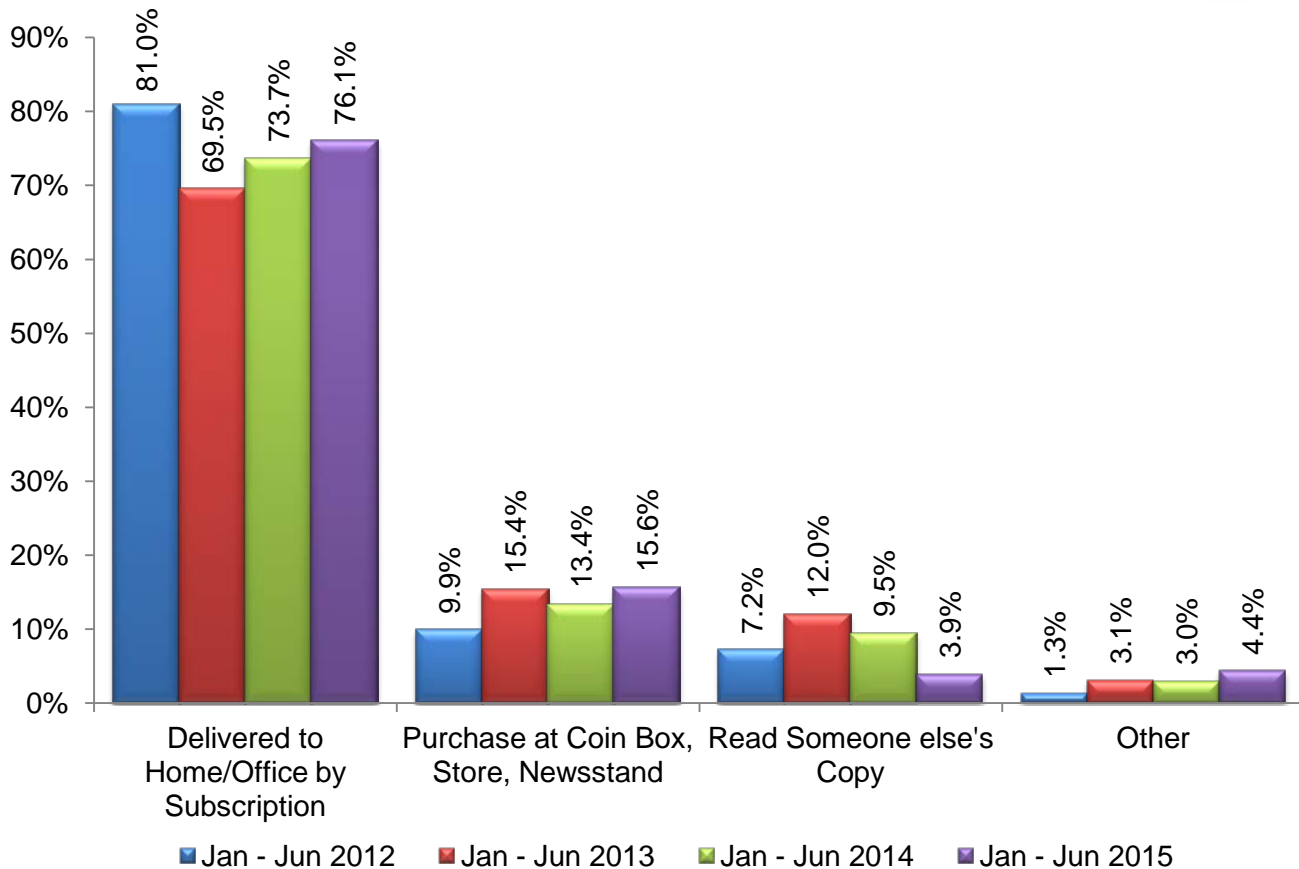
Base: Respondents who read, looked at, or used the weekday paper during the past week or were not sure.

Margin of Error:

(n=325)	(n=313)	(n=325)	(n=235)
+/- 5.4% Points	+/- 5.5% Points	+/- 5.4% Points	+/- 5.8% 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	81.0%	69.5%	73.7%	76.1%
Purchase at coin box, store, or newsstand	9.9%	15.4%	13.4%	15.6%
Read someone else's copy	7.2%	12.0%	9.5%	3.9%
Other	1.3%	3.1%	3.0%	4.4%

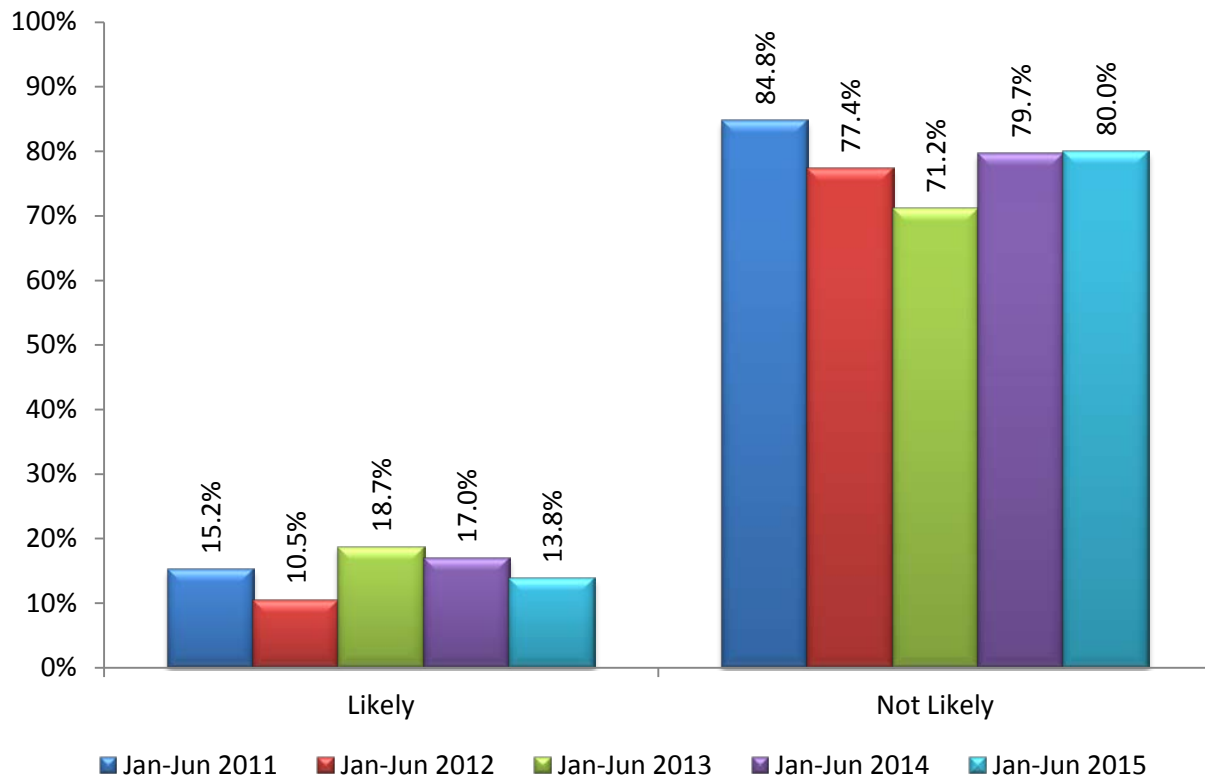
Base: Respondents who read, looked at, or used the Sunday paper during the past four weeks or were not sure.

Margin of Error:

(n=430)	(n=427)	(n=420)	(n=357)
+/- 4.7% Points	+/- 4.7% Points	+/- 4.8% Points	+/- 5.2% Points

Likelihood of Discontinuing Print Readership

Q: You identified yourself as a person who reads the Lincoln Journal Star 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	15.2%	10.5%	18.7%	17.0%	13.8%
Not Likely	84.8%	77.4%	71.2%	79.7%	80.0%
Base: Adults who read both in print and online	(n=98)	(n=117)	(n=103)	(n=149)	(n=123)
Margin of Error:	+/- 9.9% Points	+/- 9.1% Points	+/- 9.7% Points	+/- 8.0% Points	+/- 8.8% Points

Print + Digital Demographics

Q: Have you accessed JournalStar.com digitally, read or used the Lincoln Journal Star or done both in the past 7 days?

Jan – Jun 2015	Market	Print Exclusive	Digital Exclusive	Print & Digital	Use Newspaper	None
Male	50.7%	43.6%	42.9%	58.3%	33.4%	49.9%
Female	49.3%	56.4%	57.1%	41.7%	66.6%	40.1%
Ages 18-29	10.2%	2.7%	14.0%	14.5%	0.0%	14.2%
Ages 30-39	23.0%	18.0%	21.3%	19.1%	48.7%	31.7%
Ages 40-59	42.0%	26.0%	62.6%	48.1%	38.0%	40.8%
Ages 60+	24.8%	53.3%	2.2%	18.4%	13.3%	13.4%
<i>Median Age</i>	43.9	60.8	41.6	43.0	40.2	40.9
Children Under 18 at home	47.7%	23.7%	77.1%	55.2%	62.1%	44.5%
Lived In Area Less Than Five Years	7.1%	2.0%	6.6%	8.1%	0.0%	16.5%
6 - 10 Years	12.4%	4.0%	7.6%	13.1%	34.5%	21.6%
11 - 14 Years	6.8%	3.9%	8.7%	4.2%	29.5%	7.5%
15 - 20 Years	26.0%	15.4%	50.9%	26.4%	7.7%	28.8%
21 Years +	47.7%	74.7%	26.2%	48.4%	28.3%	25.5%
<i>Median Length of Residence</i>	20.5	24.3	17.1	18.7	13.0	15.9
Less than \$35K Household Income	20.2%	30.1%	4.4%	7.1%	37.0%	33.6%
\$35K - \$50K	14.4%	13.0%	22.5%	4.9%	37.4%	20.9%
\$50K - \$75K	26.0%	31.0%	36.6%	25.0%	0.9%	21.6%
\$75K+	39.4%	25.9%	36.5%	63.0%	24.7%	23.9%
<i>Median Household Income (\$000)</i>	\$64.8	\$55.5	\$65.8	\$90.1	\$40.2	\$46.8
High School Grad or Less	23.7%	26.8%	43.1%	13.5%	7.9%	27.0%
Some College	29.4%	24.1%	16.0%	33.9%	59.2%	30.8%
4 Year College or More	26.1%	29.7%	11.8%	34.4%	14.3%	20.4%
Graduate Degree	20.8%	19.4%	29.1%	18.2%	18.5%	21.8%
Base: All Adults	(n=498)	(n=256)	(n=29)	(n=133)	(n=21)	(n=59)
Margin of Error:	+/- 4.4% Points	+/- 6.1% Points	+/- 18.2% Points	+/- 8.5 % Points	+/- 21.4% Points	+/- 12.8% Points

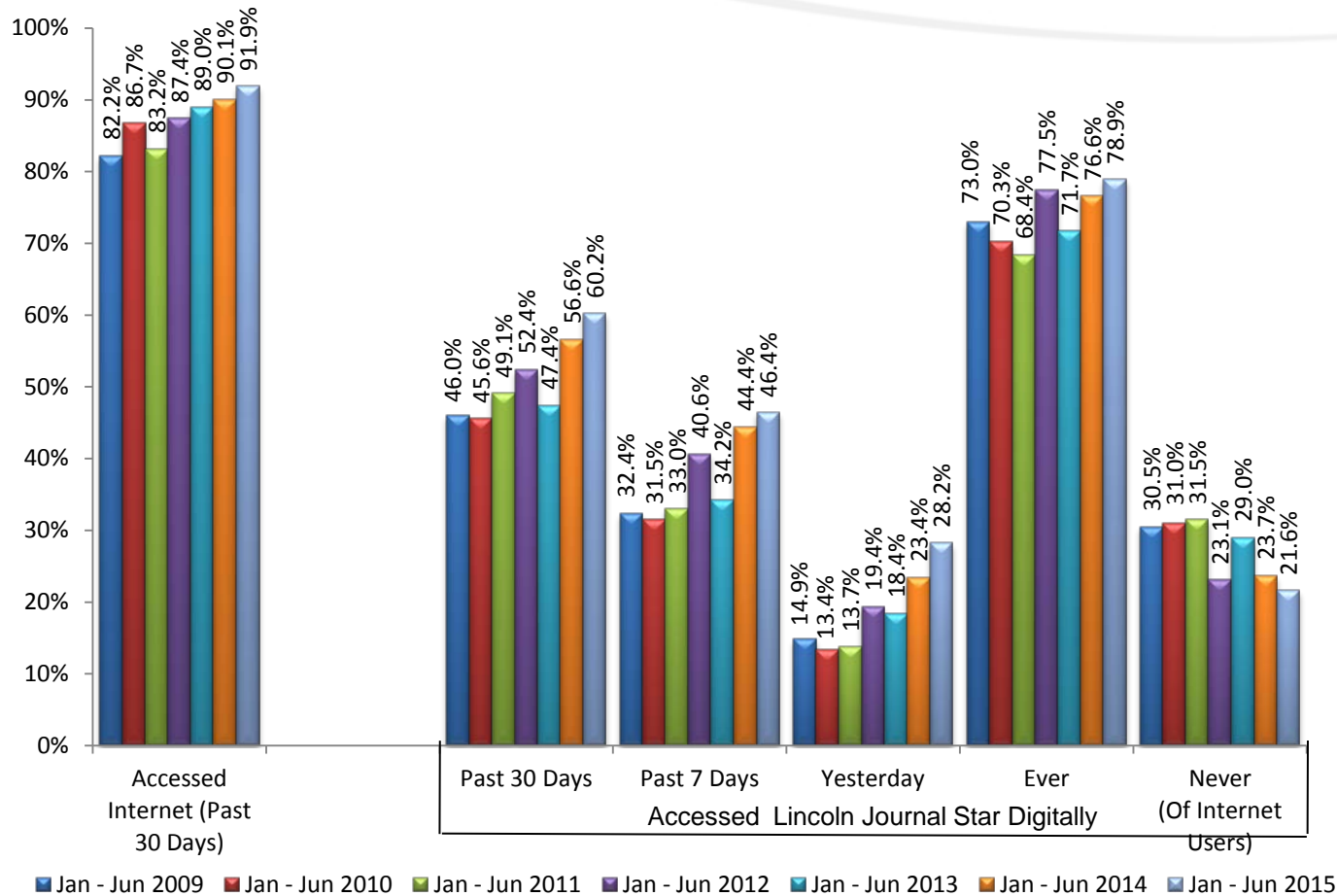
Print + Digital Demographics

Q: Have you accessed JournalStar.com digitally, read or used the Lincoln Journal Star or done both in the past 7 days?

Jan – Jun 2015	Market	Print Readers	Digital Readers	None
Male	50.7%	51.4%	53.6%	53.4%
Female	49.3%	48.6%	46.4%	46.6%
Ages 18-29	10.2%	9.1%	14.3%	10.7%
Ages 30-39	23.0%	18.6%	19.4%	35.8%
Ages 40-59	42.0%	37.9%	52.5%	40.1%
Ages 60+	24.8%	34.5%	13.5%	13.3%
<i>Median Age</i>	43.9	51.7	42.4	40.7
Children Under 18 at home	47.7%	40.3	61.9%	48.8%
Lived In Area Less Than Five Years	7.1%	5.2%	7.6%	12.4%
6 - 10 Years	12.4%	8.8%	11.4%	24.8%
11 - 14 Years	6.8%	4.0%	5.5%	12.9%
15 - 20 Years	26.0%	21.2%	33.7%	23.6%
21 Years +	47.7%	60.7%	41.7%	26.2%
<i>Median Length of Residence</i>	20.5	22.8	19.5	14.9
Less than \$35K Household Income	20.2%	17.7%	6.4%	34.5%
\$35K - \$50K	14.4%	8.7%	9.6%	25.3%
\$50K - \$75K	26.0%	27.8%	28.1%	16.2%
\$75K+	39.4%	45.9%	56.0%	24.1%
<i>Median Household Income (\$000)</i>	\$64.8	\$71.2	\$82.9	\$44.2
High School Grad or Less	23.7%	19.6%	22.5%	22.3%
Some College	29.4%	29.4%	28.4%	37.9%
4 Year College or More	26.1%	32.3%	27.6%	18.9%
Graduate Degree	20.8%	18.7%	21.5%	21.0%
Base: All Adults	(n=498)	(n=389)	(n=162)	(n=90)
Margin of Error:	+/- 4.4% Points	+/- 5.0% Points	+/- 7.7% Points	+/- 11.0% Points

Internet Access & JournalStar.com Usage

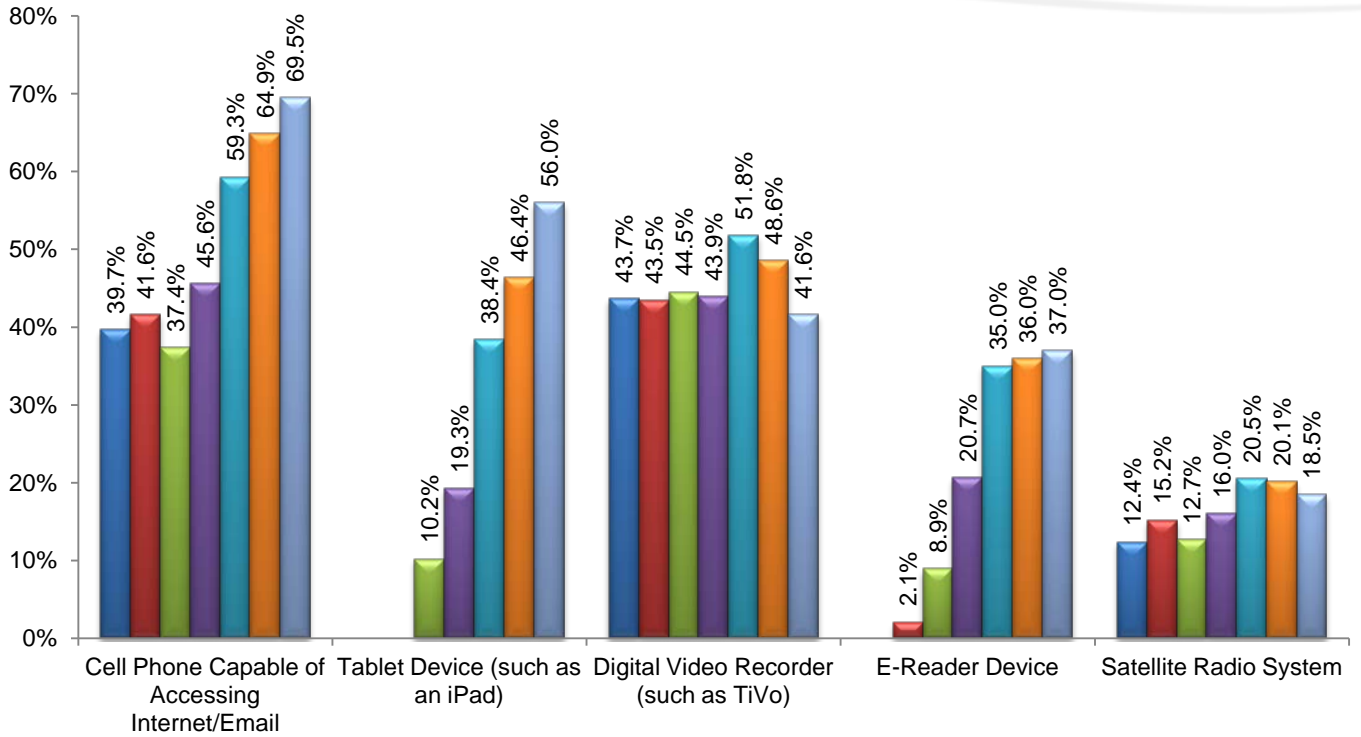
Q: When was the last time you accessed the Internet?
How about JournalStar.com?



	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)	82.2%	86.7%	83.2%	87.4%	89.0%	90.1%	91.9%
Accessed Journal Star Digitally Past 30 Days	46.0%	45.6%	49.1%	52.4%	47.4%	56.6%	60.2%
Accessed Journal Star Digitally Past 7 Days	32.4%	31.5%	33.0%	40.6%	34.2%	44.4%	46.4%
Accessed Journal Star Digitally Yesterday	14.9%	13.4%	13.7%	19.4%	18.4%	23.4%	28.2%
Accessed Journal Star Digitally Ever	73.0%	70.3%	68.4%	77.5%	71.7%	76.6%	78.9%
Never Accessed Journal Star Digitally (Internet Users)	30.5%	31.0%	31.5%	23.1%	29.0%	23.7%	21.6%
Base: Adults who have accessed the internet in the past 30 days with any device.	(n=446)	(n=473)	(n=451)	(n=453)	(n=469)	(n=490)	(n=408)
Margin of Error:	+/- 4.6% Points	+/- 4.5% Points	+/- 4.6% Points	+/- 4.6% Points	+/- 4.5% Points	+/- 4.4% Points	+/- 4.9% Points

Technology Device Ownership

Q: Which of the following do you own?



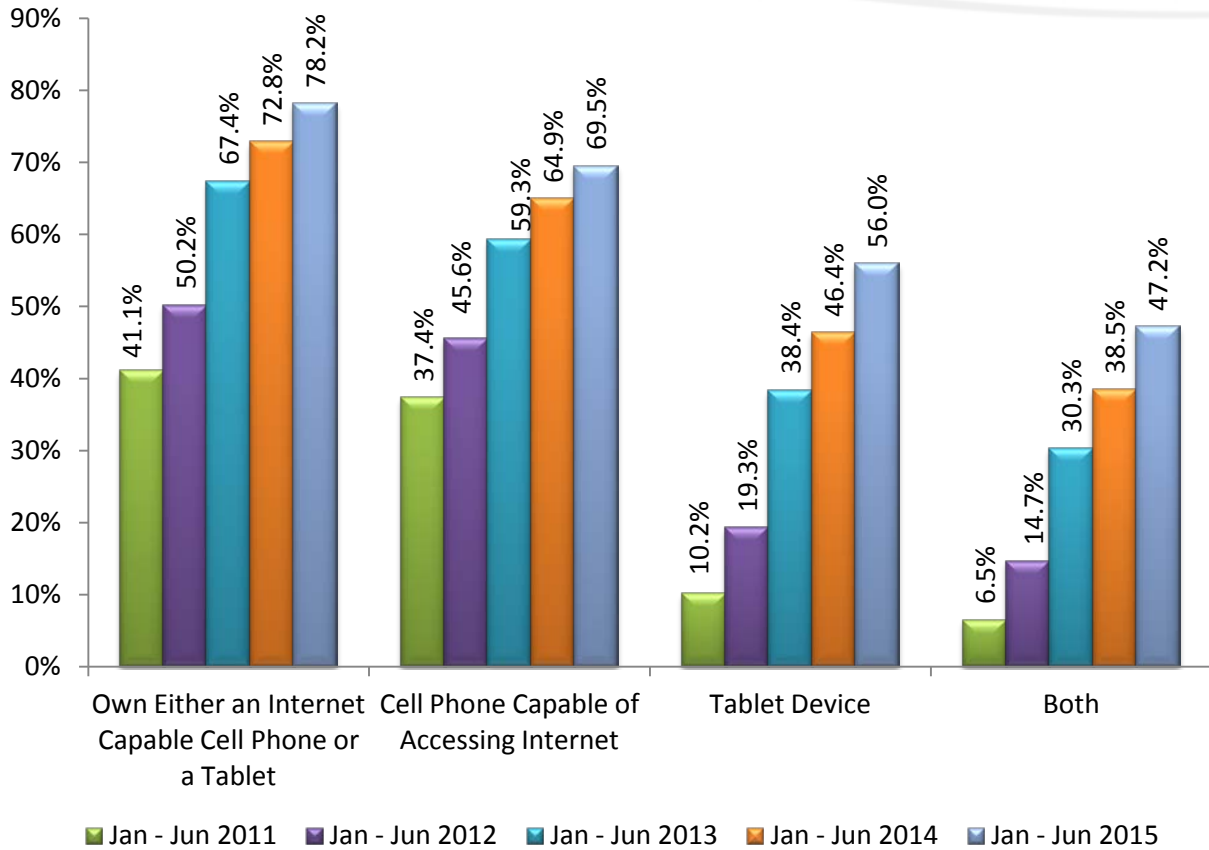
■ Jan - Jun 2009 ■ Jan - Jun 2010 ■ Jan - Jun 2011 ■ Jan - Jun 2012 ■ Jan - Jun 2013 ■ Jan - Jun 2014 ■ Jan - Jun 2015

	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	39.7%	41.6%	37.4%	45.6%	59.3%	64.9%	69.5%
Tablet Device (such as an iPad)	-	-	10.2%	19.3%	38.4%	46.4%	56.0%
Digital Video Recorder (such as TiVo)	43.7%	43.5%	44.5%	43.9%	51.8%	48.6%	41.6%
E-Reader Device	-	2.1%	8.9%	20.7%	35.0%	36.0%	37.0%
Satellite Radio System	12.4%	15.2%	12.7%	16.0%	20.5%	20.1%	18.5%
Base: All Adults	(n=600)	(n=600)	(n=601)	(n=600)	(n=600)	(n=600)	(n=498)

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?

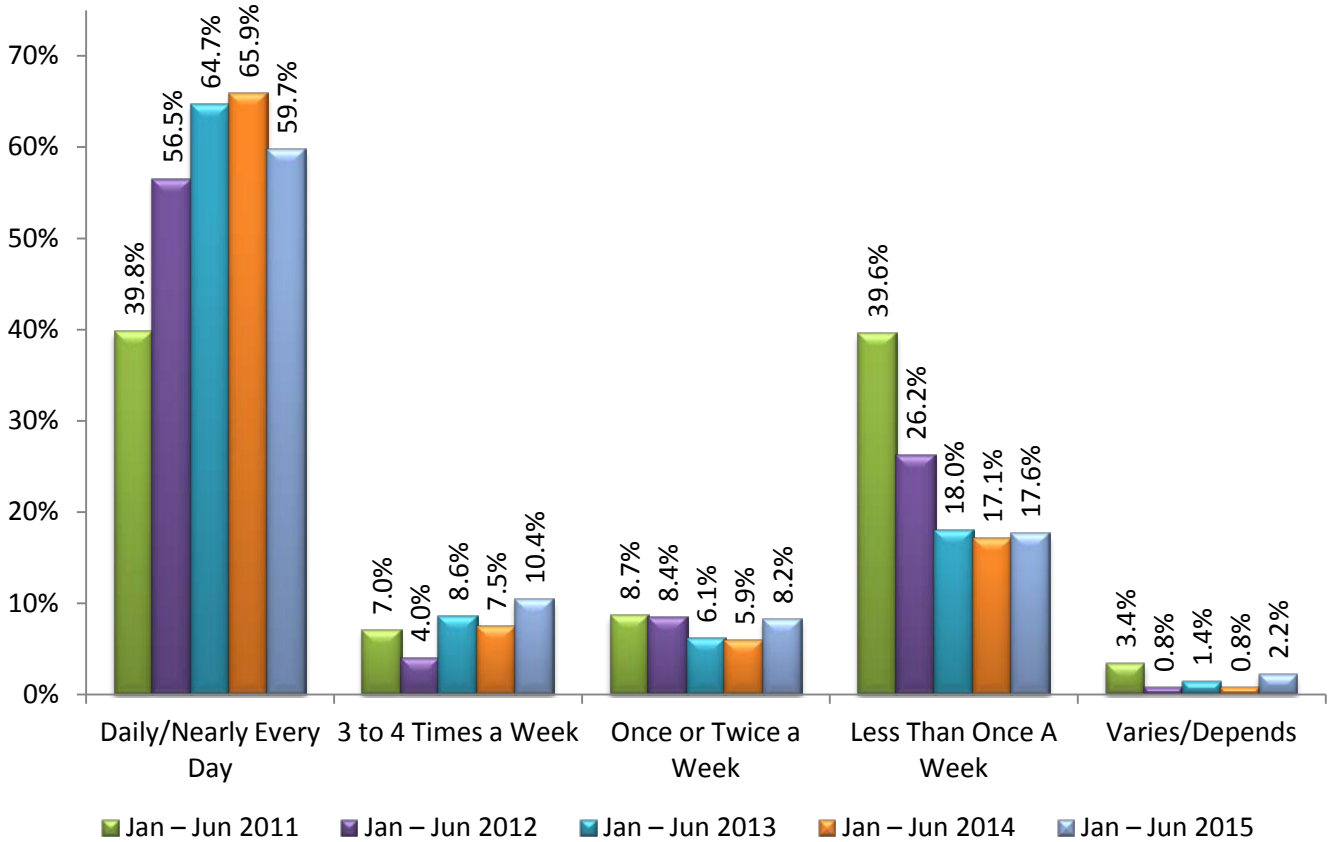


	Jan – Jun 2011	Jan – Jun 2012	Jan – Jun 2013	Jan – Jun 2014	Jan – Jun 2015
Own Either an Internet Capable Cell Phone or a Tablet	41.1%	50.2%	67.4%	72.8%	78.2%
Cell Phone Capable of Accessing Internet/Email	37.4%	45.6%	59.3%	64.9%	69.5%
Tablet Device	10.2%	19.3%	38.4%	46.4%	56.0%
Both	6.5%	14.7%	30.3%	38.5%	47.2%

Base: All Adults (n=601) (n=600) (n=600) (n=600) (n=498)
 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	39.8%	56.5%	64.7%	65.9%	59.7%
3 to 4 Times a Week	7.0%	4.0%	8.6%	7.5%	10.4%
Once or Twice a Week	8.7%	8.4%	6.1%	5.9%	8.2%
Less Than Once A Week	39.6%	26.2%	18.0%	17.1%	17.6%
Varies/Depends	3.4%	0.8%	1.4%	0.8%	2.2%

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

(n=208)

(n=236)

(n=311)

(n=363)

(n=296)

Margin of Error:

+/- 6.8% Points

+/- 6.4% Points

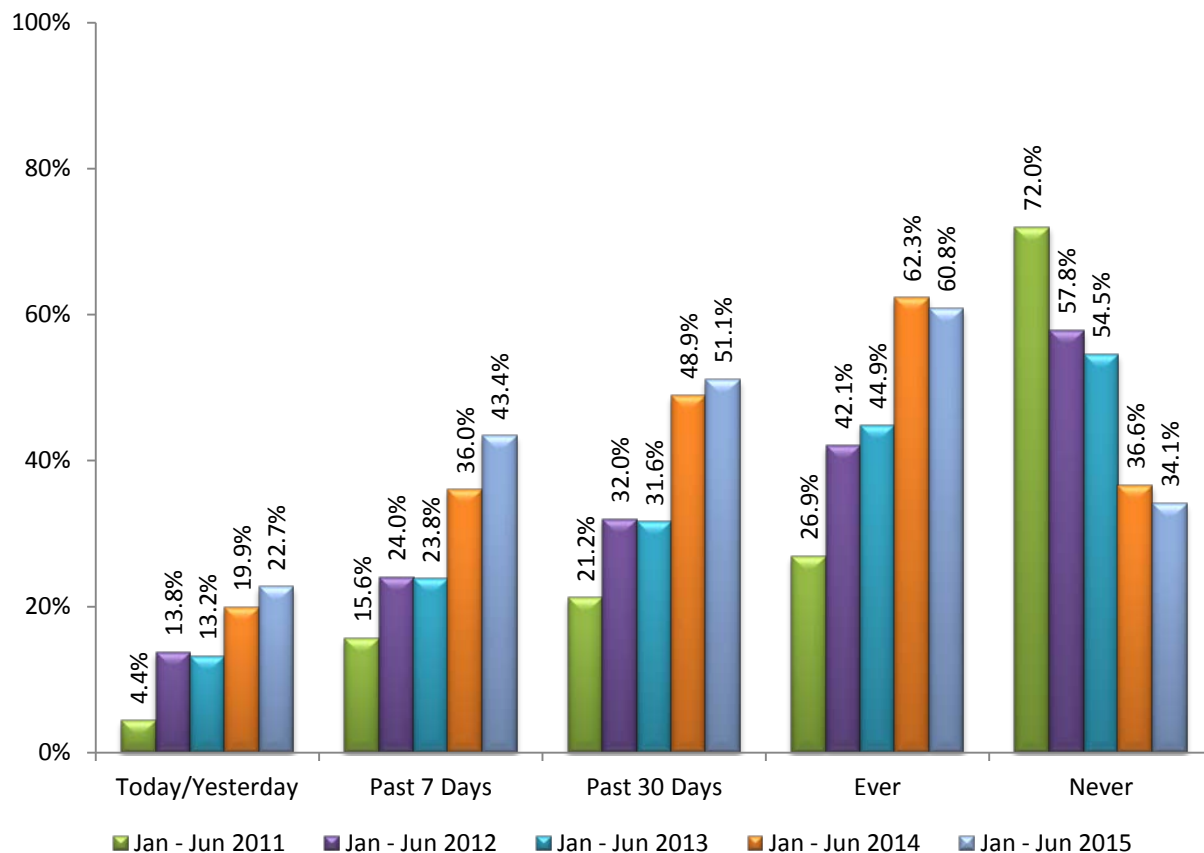
+/- 5.6% Points

+/-5.2% Points

+/-5.2% Points

Last Time Accessed JournalStar.com Via Mobile Device

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



	Jan - Jun 2011	Jan - Jun 2012	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015
Today/Yesterday	4.4%	13.8%	13.2%	19.9%	22.7%
Past 7 Days	15.6%	24.0%	23.8%	36.0%	43.4%
Past 30 Days	21.2%	32.0%	31.6%	48.9%	51.1%
Ever	26.9%	42.1%	44.9%	62.3%	60.8%
Never	72.0%	57.8%	54.5%	36.6%	34.1%

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

(n=386)

(n=236)

(n=311)

(n=363)

(n=296)

Margin of Error:

+/- 5.0% Points

+/- 7.2% Points

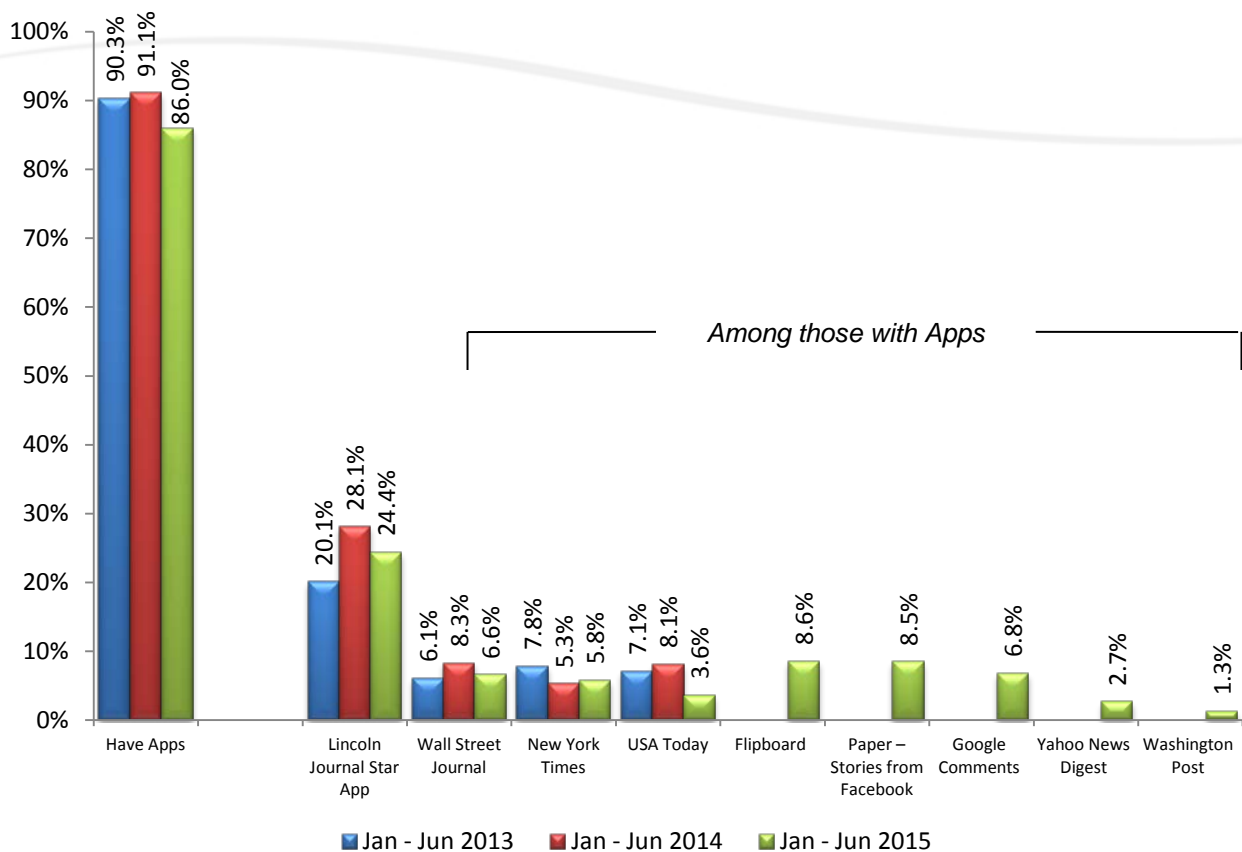
+/- 5.6% Points

+/-5.2% Points

+/-5.2% 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	78.9%	90.3%	91.1%	86.0%
Lincoln Journal Star App	19.3%	20.1%	28.1%	24.4%
Wall Street Journal	9.1%	6.1%	8.3%	6.6%
New York Times	9.6%	7.8%	5.3%	5.8%
USA Today	10.2%	7.1%	8.1%	3.6%
Flipboard				8.6%
Paper – Stories from Facebook				8.5%
Google Comments				6.8%
Yahoo News Digest				2.7%
Washington Post				1.3%

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

(n=177)

(n=259)

(n=363)

(n=236)

Margin of Error:

+/- 7.4% Points

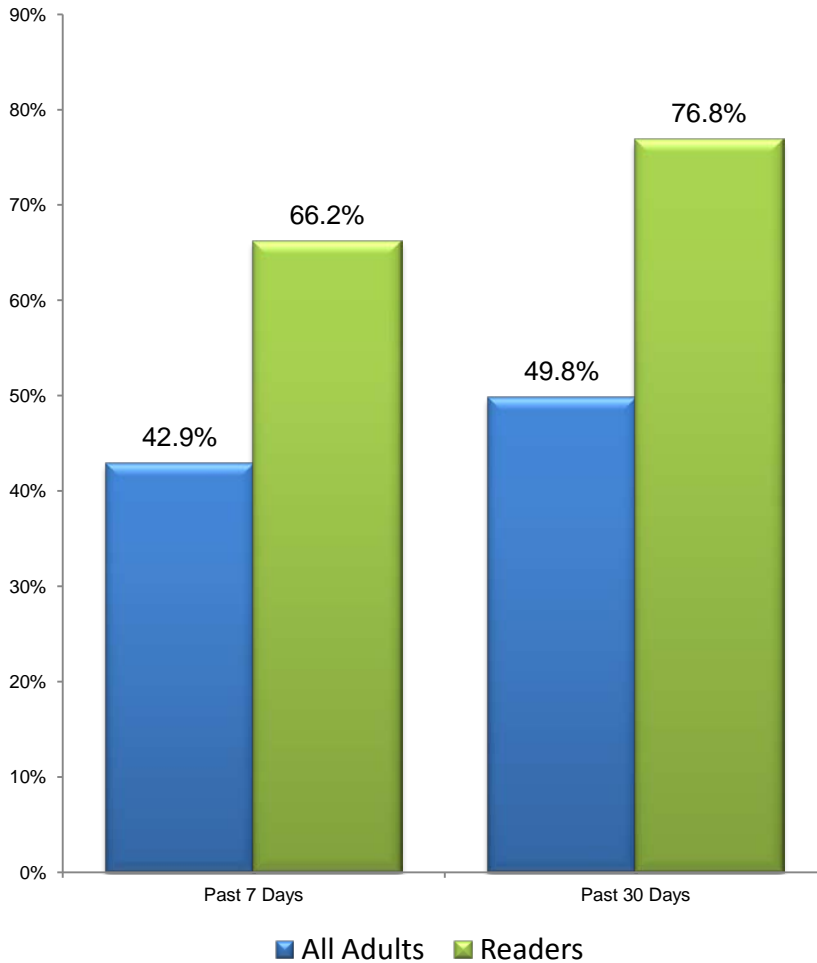
+/- 6.1% Points

+/- 5.2% Points

+/- 6.4% Points

Preprint Readership

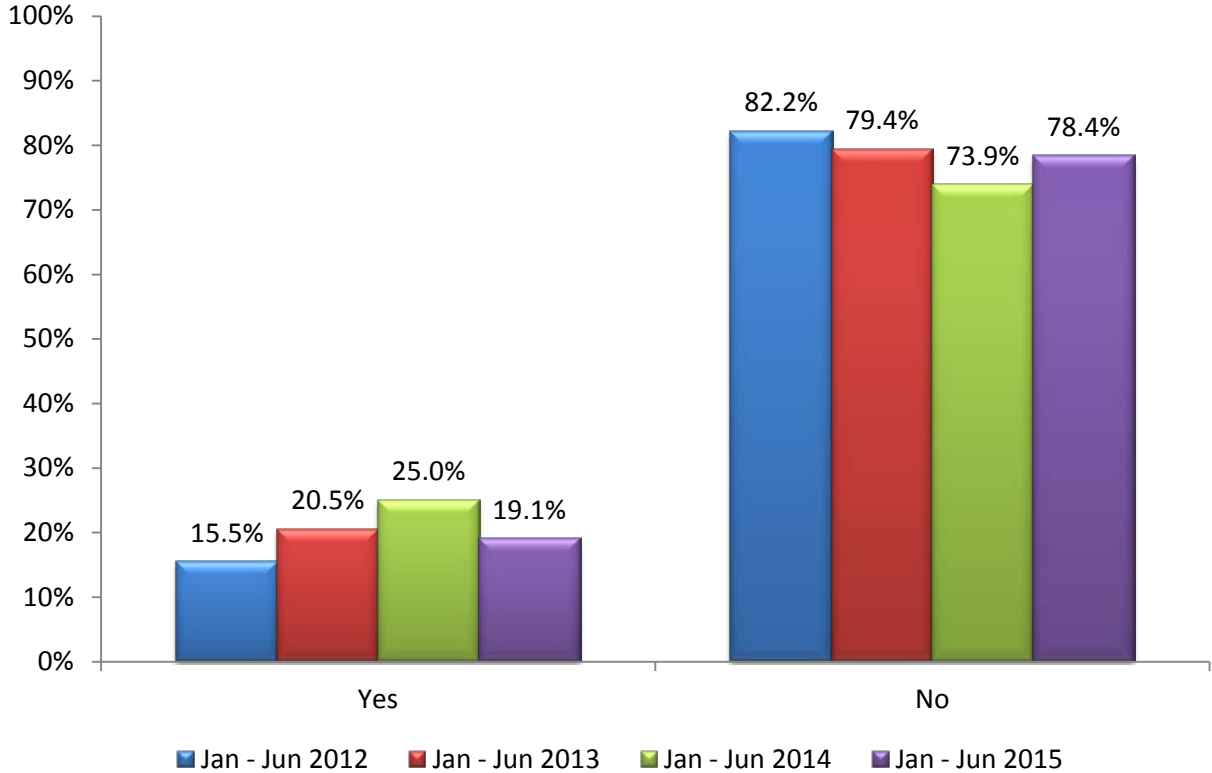
Q: In the past 30 days have you read preprinted advertising in the newspaper? In the past 7 days?



	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	39.2%	47.3%	41.4%	42.1%	39.4%	36.0%	42.9%	48.8%	59.0%	56.1%	58.8%	56.7%	50.9%	66.2%
Past 30 Days	49.7%	56.5%	51.6%	51.7%	49.8%	44.4%	49.8%	61.9%	70.3%	69.9%	72.1%	71.6%	62.7%	76.8%
Base:	(n=600)	(n=600)	(n=601)	(n=600)	(n=600)	(n=600)	(n=498)	(n=503)	(n=510)	(n=481)	(n=472)	(n=465)	(n=465)	(n=395)
Margin of Error:	+/- 4.0% Points	+/- 4.0% Points	+/- 4.0% Points	+/- 4.0% Points	+/- 4.0% Points	+/- 4.0% Points	+/- 4.4% Points	+/- 4.4% Points	+/- 4.4% Points	+/- 4.5% Points	+/- 4.5% Points	+/- 4.5% Points	+/- 4.5% Points	+/- 4.9% Points

Television Service

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

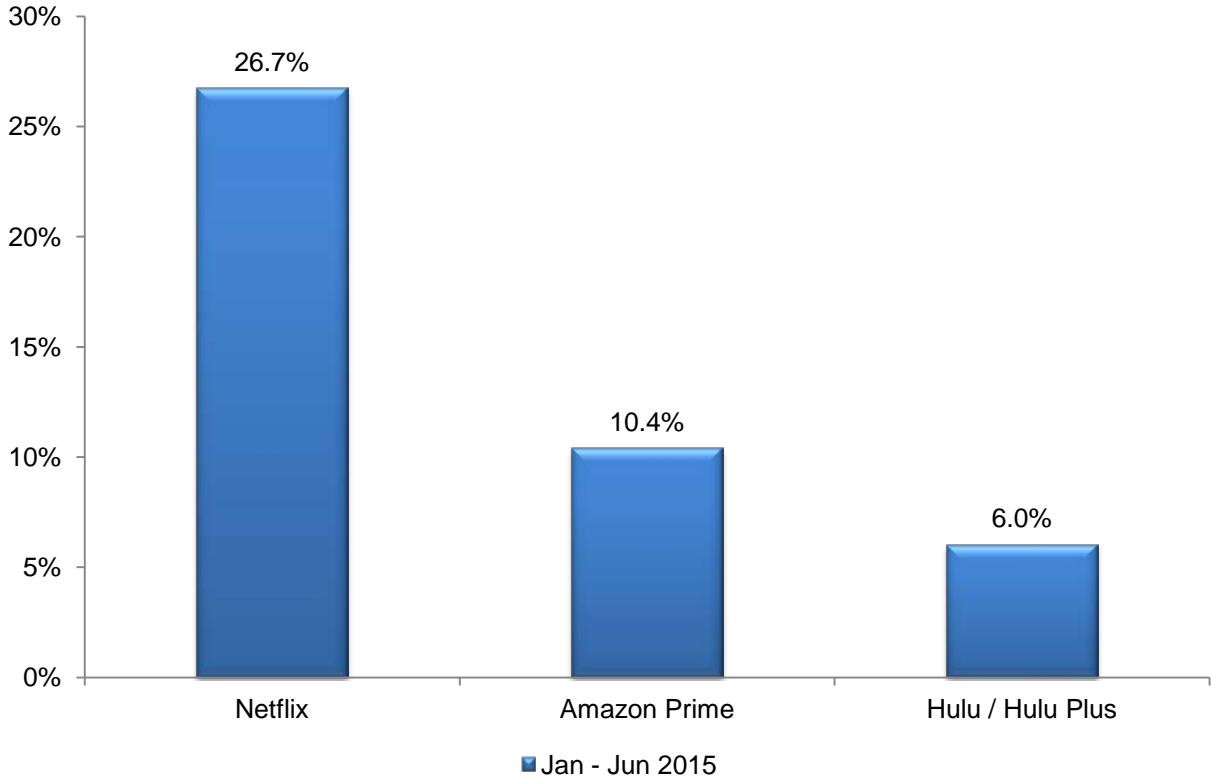


	Jan – Jun 2012	Jan – Jun 2013	Jan – Jun 2014	Jan – Jun 2015
Yes	15.5%	20.5%	25.0%	19.1%
No	82.2%	79.4%	73.9%	78.4%

Base: All Adults (n=600) (n=600) (n=600) (n=498)
 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	26.7%
Amazon Prime	10.4%
Hulu / Hulu Plus	6.0%

Base: All Adults (n=498)
Margin of Error: +/- 4.4% Points