

LEE ENTERPRISES AUDIENCE REPORT

JAN 2015 – JUN 2015

Wisconsin State Journal

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Methodology

HOW: Telephone Survey

WHO: Randomly Selected Adults In Madison NDM

WHEN: January 2015 – June 2015

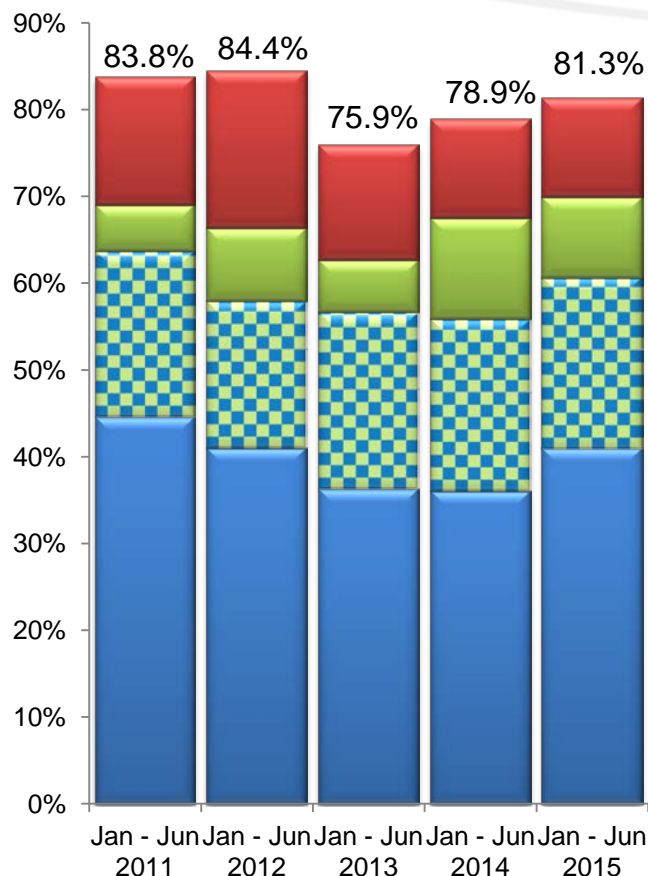
CONDUCTED BY: Thoroughbred Research, Louisville, KY

SAMPLE SIZE: 498 Total Interviews of Adults 18+

MARGIN OF ERROR: Total Sample (n=498) +/- 4.4% Points
Total Internet Sample (n=396) +/- 4.9% Points

Print + Digital Reach

Q: Have you accessed *Madison.com* digitally, read or used *The Wisconsin State Journal* 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	51.2%	44.4%	44.5%	41.0%	36.3%	36.0%	40.9%
Digital Exclusive	5.1%	7.9%	5.4%	8.4%	6.1%	11.7%	9.3%
Print & Digital	14.0%	13.7%	19.1%	16.9%	20.3%	19.8%	19.7%
Use Newspaper	-	19.5%	14.8%	18.1%	13.2%	11.4%	11.4%
Total Reach	70.3%	85.5%	83.8%	84.4%	75.9%	78.9%	81.3%

Base: All Adults

(n=600)

(n=601)

(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

Wisconsin State Journal and its digital products reach % of all adults each week

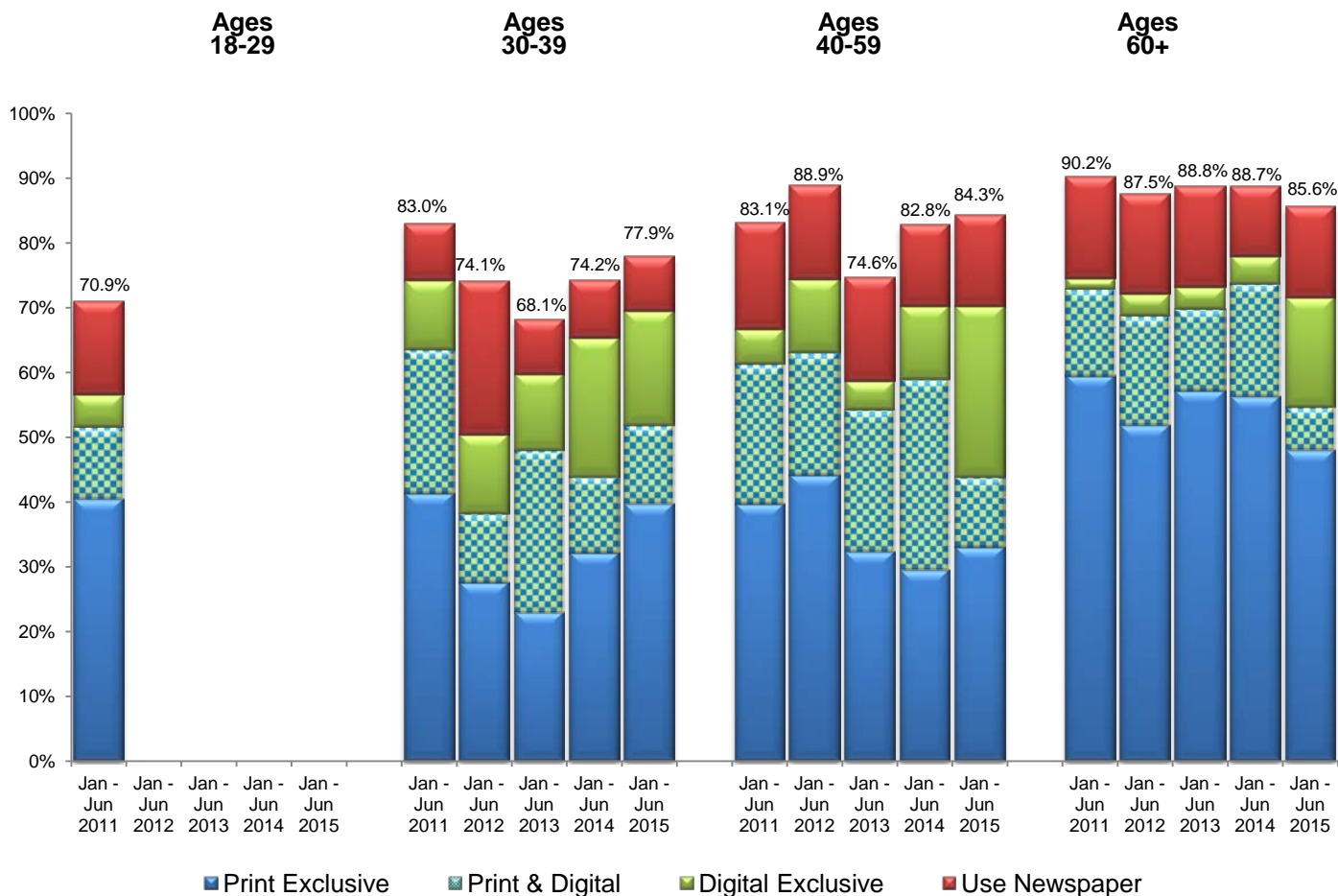
Starting in 2012, digital readership includes readers from the fixed website, mobile website, and mobile apps.

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Print + Digital Reach Across Generations

Q: Have you accessed *Madison.com* digitally, read or used *The Wisconsin State Journal* or done both in the past 7 days?



Past 7 Days	Ages 18-29	Ages 30-39	Ages 40-59	Ages 60+
Print Exclusive		39.7%	33.0%	48.0%
Digital Exclusive	Sample Size	12.2%	10.8%	6.6%
Print & Digital	Too Small	17.6%	26.4%	17.0%
Use Newspaper		8.4%	14.1%	14.0%
Total Reach		77.9%	84.3%	85.6%

Base:

(n=41)

(n=141)

(n=317)

Margin of Error:

+/- 17.9% Points

+/- 8.3% Points

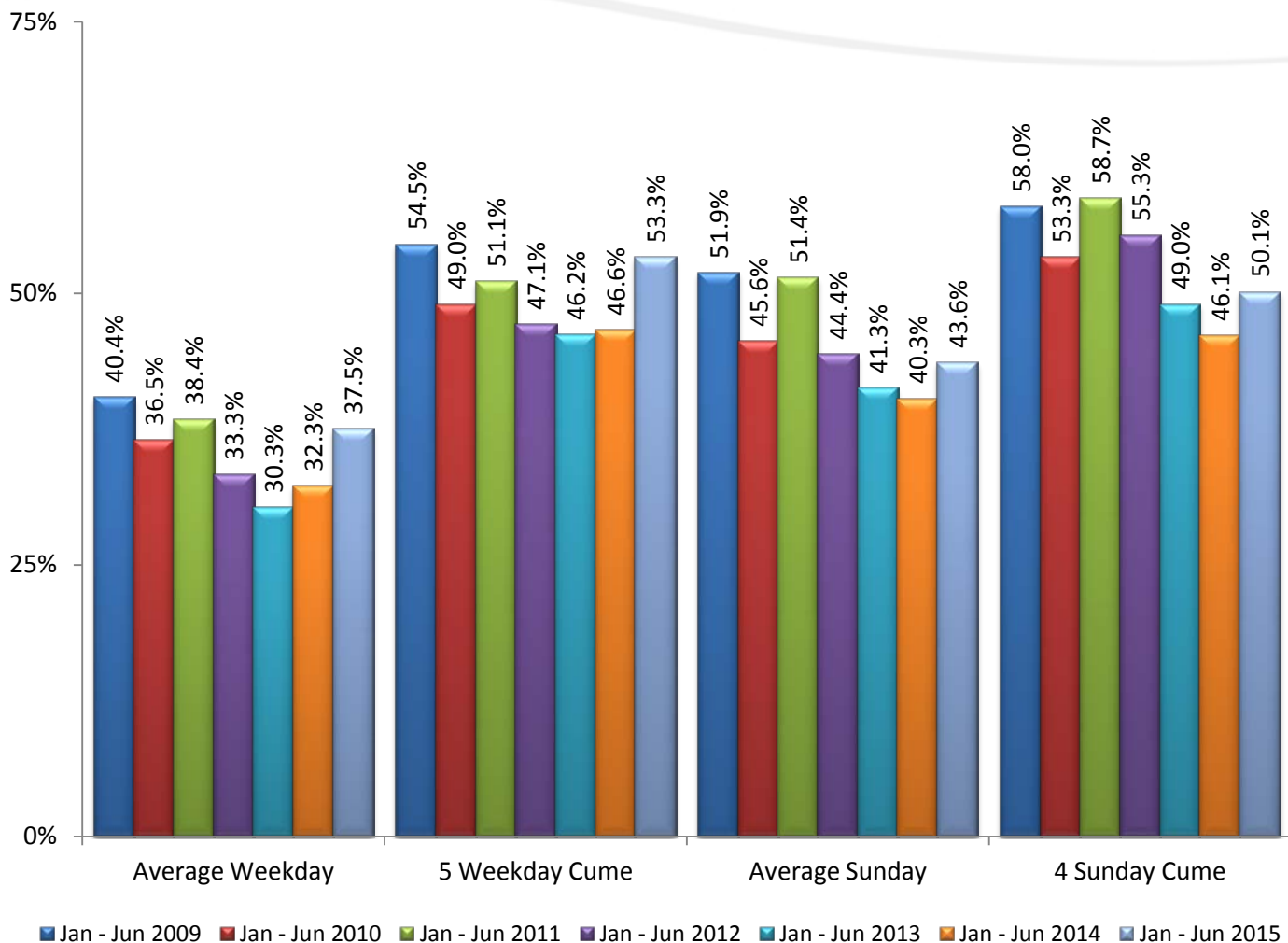
+/- 5.5% Points

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Average Readership

Q: Did you read The Wisconsin State Journal yesterday?



	Jan - Jun 2009	Jan - Jun 2010	Jan - Jun 2011	Jan - Jun 2012	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015
Average Weekday	40.4%	36.5%	38.4%	33.3%	30.3%	32.3%	37.5%
5 Weekday Cume	54.5%	49.0%	51.1%	47.1%	46.2%	46.6%	53.3%
Average Sunday	51.9%	45.6%	51.4%	44.4%	41.3%	40.3%	43.6%
4 Sunday Cume	58.0%	53.3%	58.7%	55.3%	49.0%	46.1%	50.1%

Base: All Adults

(n=600)

(n=601)

(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

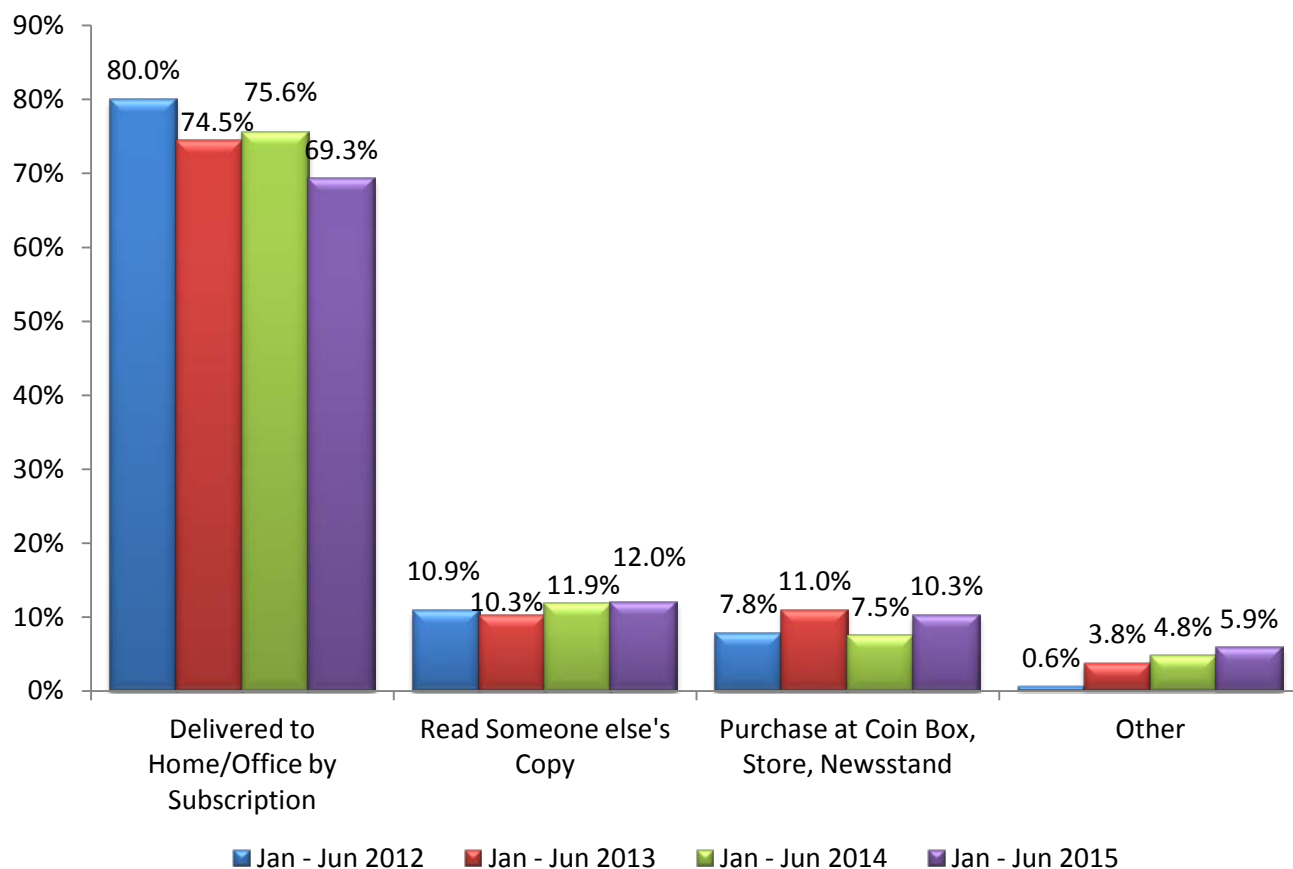
+/- 4.4% Points

Wisconsin State Journal

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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	80.0%	74.5%	75.6%	69.3%
Read someone else's copy	10.9%	10.3%	11.9%	12.0%
Purchase at coin box, store, or newsstand	7.8%	11.0%	7.5%	10.3%
Other	0.6%	3.8%	4.8%	5.9%

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

(n=247)

(n=256)

(n=249)

(n=225)

Margin of Error:

+/- 6.2% Points

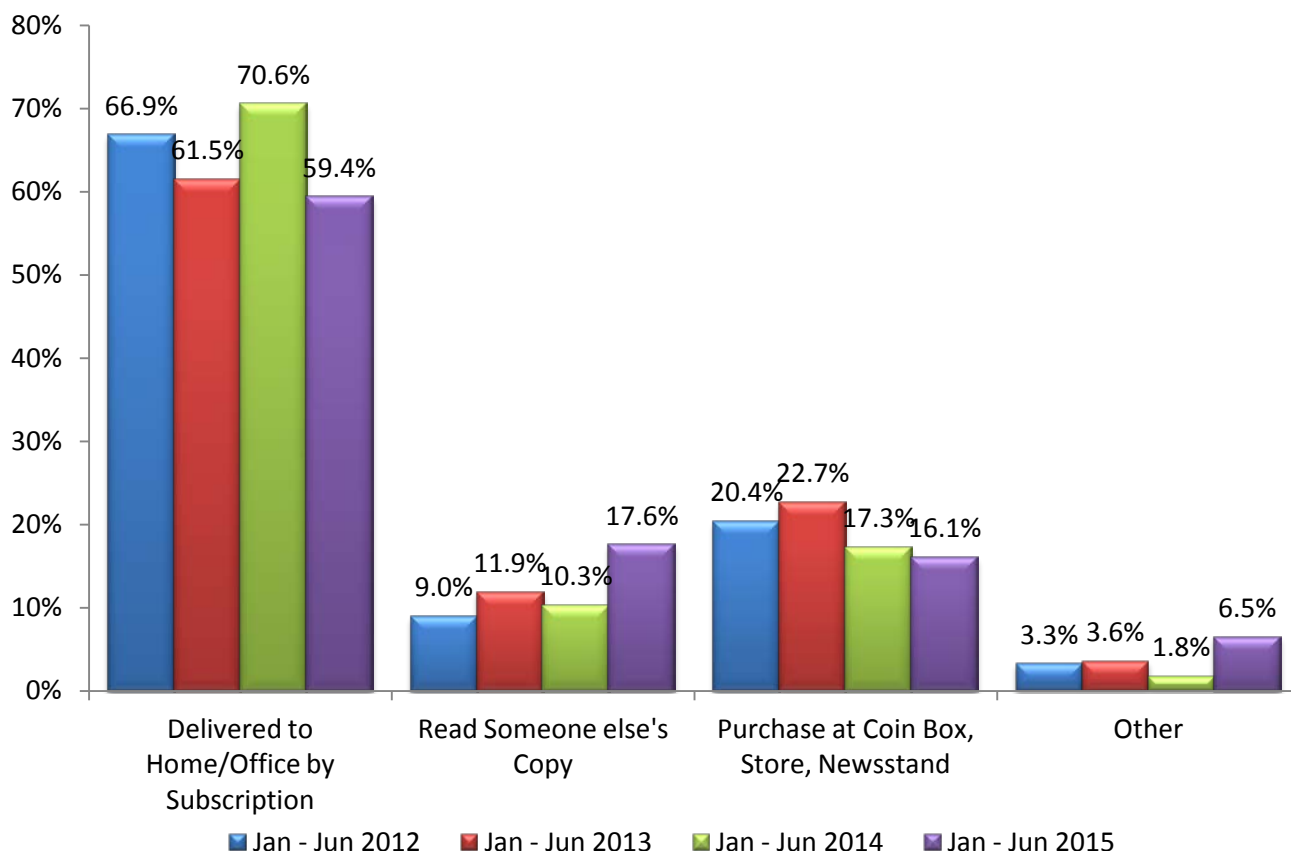
+/- 6.1% Points

+/- 6.2% Points

+/- 6.5% 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	66.9%	61.5%	70.6%	59.4%
Read someone else's copy	9.0%	11.9%	10.3%	17.6%
Purchase at coin box, store, or newsstand	20.4%	22.7%	17.3%	16.1%
Other	3.3%	3.6%	1.8%	6.5%

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

Margin of Error:

(n=353)

(n=351)

(n=323)

(n=293)

+/- 5.2% Points

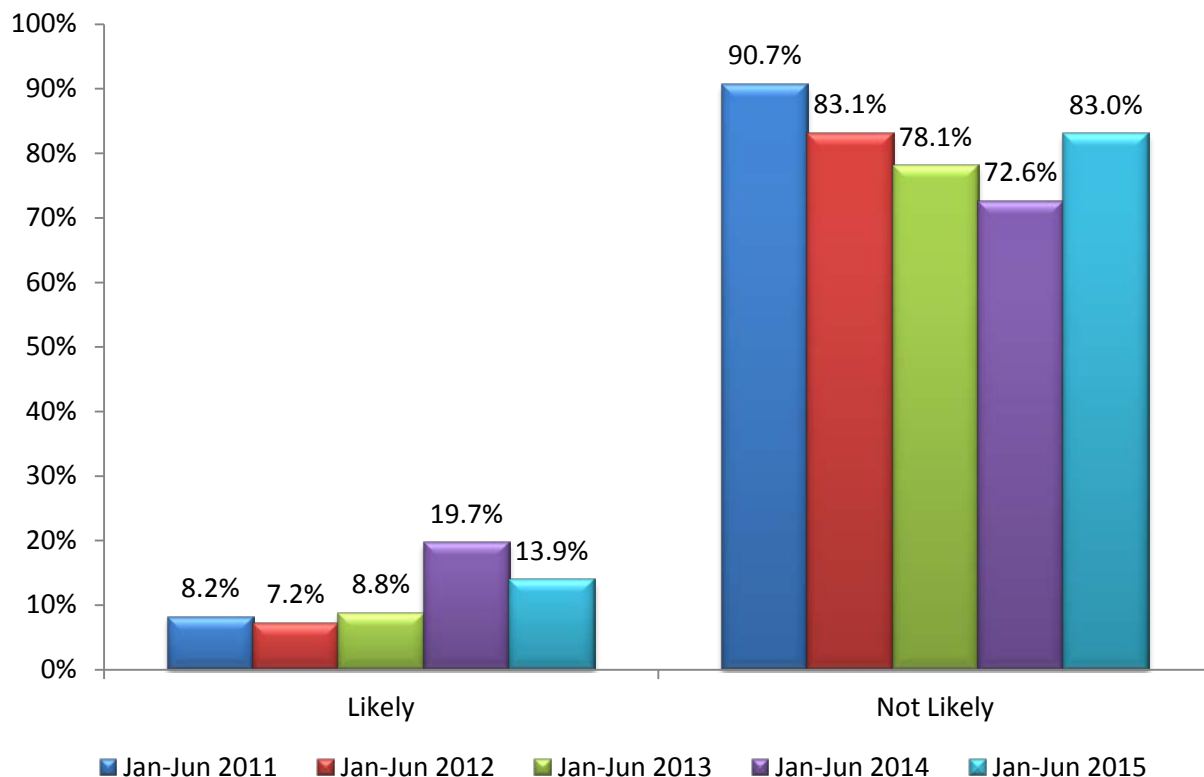
+/- 5.2% Points

+/- 5.5% Points

+/- 5.7% Points

Likelihood of Discontinuing Print Readership

Q: You identified yourself as a person who reads the Wisconsin State Journal 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	8.2%	7.2%	8.8%	19.7%	13.9%
Not Likely	90.7%	83.1%	78.1%	72.6%	83.0%
Base: Adults who read both in print and online	(n=102)	(n=110)	(n=98)	(n=88)	(n=77)
Margin of Error:	+/- 9.7% Points	+/- 9.3% Points	+/- 9.9% Points	+/- 10.4% Points	+/- 11.2% Points

Print + Digital Demographics

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

Jan – Jun 2015	Market	Print Exclusive	Digital Exclusive	Print & Digital	Use Newspaper	None
Male	50.0%	47.4%	59.2%	59.4%	36.6%	49.2%
Female	50.0%	52.6%	40.6%	40.6%	63.4%	50.8%
Ages 18-29	6.3%	9.8%	0.0%	0.0%	0.0%	12.6%
Ages 30-39	29.1%	28.2%	37.9%	26.1%	21.3%	34.8%
Ages 40-59	37.1%	29.9%	42.9%	50.1%	45.4%	31.4%
Ages 60+	27.4%	32.1%	19.2%	23.8%	33.3%	21.2%
Median Age	44.5	50.0	42.8	44.9	49.1	41.0
Children Under 18 at home	37.7%	25.9%	57.2%	40.8%	42.2%	47.5%
Lived In Area Less Than Five Years	8.7%	2.1%	8.9%	7.6%	23.0%	15.4%
6 - 10 Years	18.4%	15.5%	47.6%	6.2%	10.3%	27.8%
11 - 14 Years	9.6%	5.0%	5.8%	17.6%	7.0%	14.9%
15 - 20 Years	14.1%	16.3%	5.1%	21.7%	11.6%	7.4%
21 Years +	49.2%	61.1%	32.7%	46.9%	48.1%	34.6%
Median Length of Residence	20.6	22.8	10.3	20.1	20.0	12.8
Less than \$35K Household Income	18.0%	18.9%	13.3%	7.7%	18.0%	29.5%
\$35K - \$50K	6.4%	10.0%	2.4%	2.9%	3.1%	6.2%
\$50K - \$75K	29.5%	33.1%	6.6%	30.8%	41.8%	25.5%
\$75K+	46.1%	38.0%	77.7%	58.6%	37.1%	38.8%
Median Household Income (\$000)	\$71.8	\$65.8	\$93.6	\$89.5	\$67.3	\$64.0
High School Grad or Less	17.8%	17.5%	10.6%	9.3%	33.9%	29.5%
Some College	27.5%	39.5%	8.8%	22.0%	22.3%	6.2%
4 Year College or More	30.3%	23.6%	37.8%	32.0%	31.8%	25.5%
Graduate Degree	24.4%	19.5%	42.8%	36.7%	11.9%	38.8%
Base: All Adults	(n=498)	(n=233)	(n=32)	(n=89)	(n=65)	(n=79)
Margin of Error:	+/- 4.4% Points	+/- 6.4% Points	+/- 17.3% Points	+/- 10.4% Points	+/- 12.4% Points	+/- 11.0 Points

Print + Digital Demographics

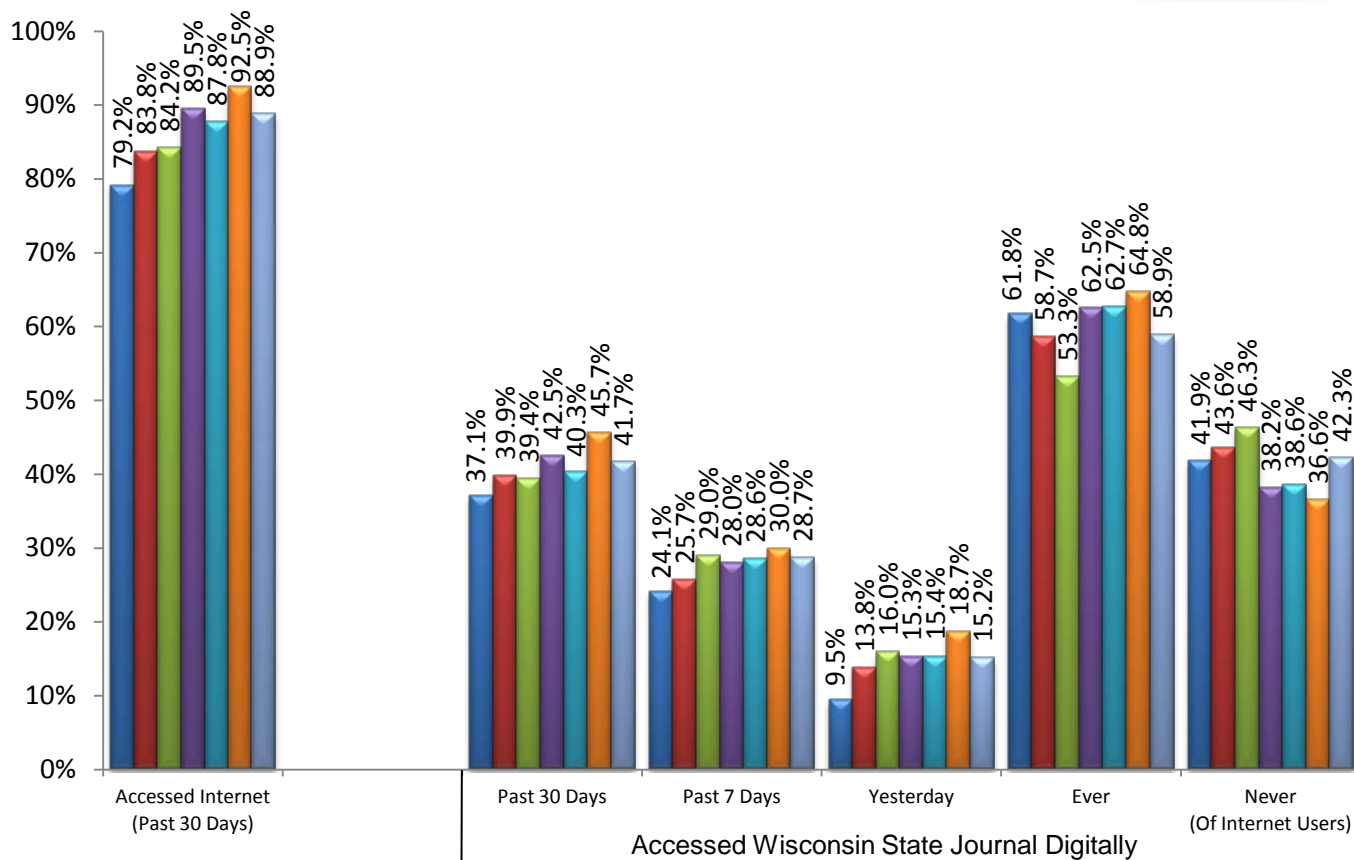
Q: Have you accessed Madison.com digitally, read or used The Wisconsin State Journal or done both in the past 7 days?

Jan – Jun 2015	Market	Print Readers	Digital Readers	None
Male	50.0%	51.3%	59.4%	44.4%
Female	50.0%	48.7%	40.6%	55.6%
Ages 18-29	6.3%	6.6%	0.0%	7.8%
Ages 30-39	29.1%	27.6%	30.0%	29.6%
Ages 40-59	37.1%	36.4%	47.7%	36.8%
Ages 60+	27.4%	29.4%	22.3%	25.9%
<i>Median Age</i>	<i>44.5</i>	<i>46.8</i>	<i>44.3</i>	<i>43.7</i>
Children Under 18 at home	37.7%	30.8%	46.1%	45.5%
Lived In Area Less Than Five Years	8.7%	3.9%	8.0%	18.3%
6 - 10 Years	18.4%	12.5%	19.5%	21.1%
11 - 14 Years	9.6%	9.1%	13.8%	11.9%
15 - 20 Years	14.1%	18.1%	16.4%	9.0%
21 Years +	49.2%	56.6%	42.3%	39.8%
<i>Median Length of Residence</i>	<i>20.6</i>	<i>22.1</i>	<i>18.2</i>	<i>14.6</i>
Less than \$35K Household Income	18.0%	15.2%	9.6%	25.1%
\$35K - \$50K	6.4%	7.7%	2.8%	5.0%
\$50K - \$75K	29.5%	32.4%	22.4%	31.7%
\$75K+	46.1%	44.6%	65.2%	38.2%
<i>Median Household Income (\$000)</i>	<i>\$71.8</i>	<i>\$70.9</i>	<i>\$88.6</i>	<i>\$65.6</i>
High School Grad or Less	17.8%	14.8%	9.7%	26.1%
Some College	27.5%	33.8%	17.7%	20.6%
4 Year College or More	30.3%	26.3%	33.9%	36.0%
Graduate Degree	24.4%	25.1%	38.7%	17.0%
Base: All Adults	(n=498)	(n=322)	(n=121)	(n=144)
Margin of Error:	+/- 4.4% Points	+/- 5.5% Points	+/- 8.9% Points	+/- 8.2% Points

Internet Access & Madison.com Usage

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

How about the Wisconsin State Journal 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)	79.2%	83.8%	84.2%	89.5%	87.8%	92.5%	88.9%
Accessed WSJ Digitally Past 30 Days	37.1%	39.9%	39.4%	42.5%	40.3%	45.7%	41.7%
Accessed WSJ Digitally Past 7 Days	24.1%	25.7%	29.0%	28.0%	28.6%	30.0%	28.7%
Accessed WSJ Digitally Yesterday	9.5%	13.8%	16.0%	15.3%	15.4%	18.7%	15.2%
Accessed WSJ Digitally Ever	61.8%	58.7%	53.3%	62.5%	62.7%	64.8%	58.9%
Never Accessed WSJ Digitally (Internet Users)	41.9%	43.6%	46.3%	38.2%	38.6%	36.6%	42.3%

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

Margin of Error:

(n=439)

(n=448)

(n=447)

(n=497)

(n=483)

(n=514)

(n=396)

+/- 4.7% Points

+/- 4.6% Points

+/- 4.6% Points

+/- 4.4% Points

+/- 4.5% Points

+/- 4.3% Points

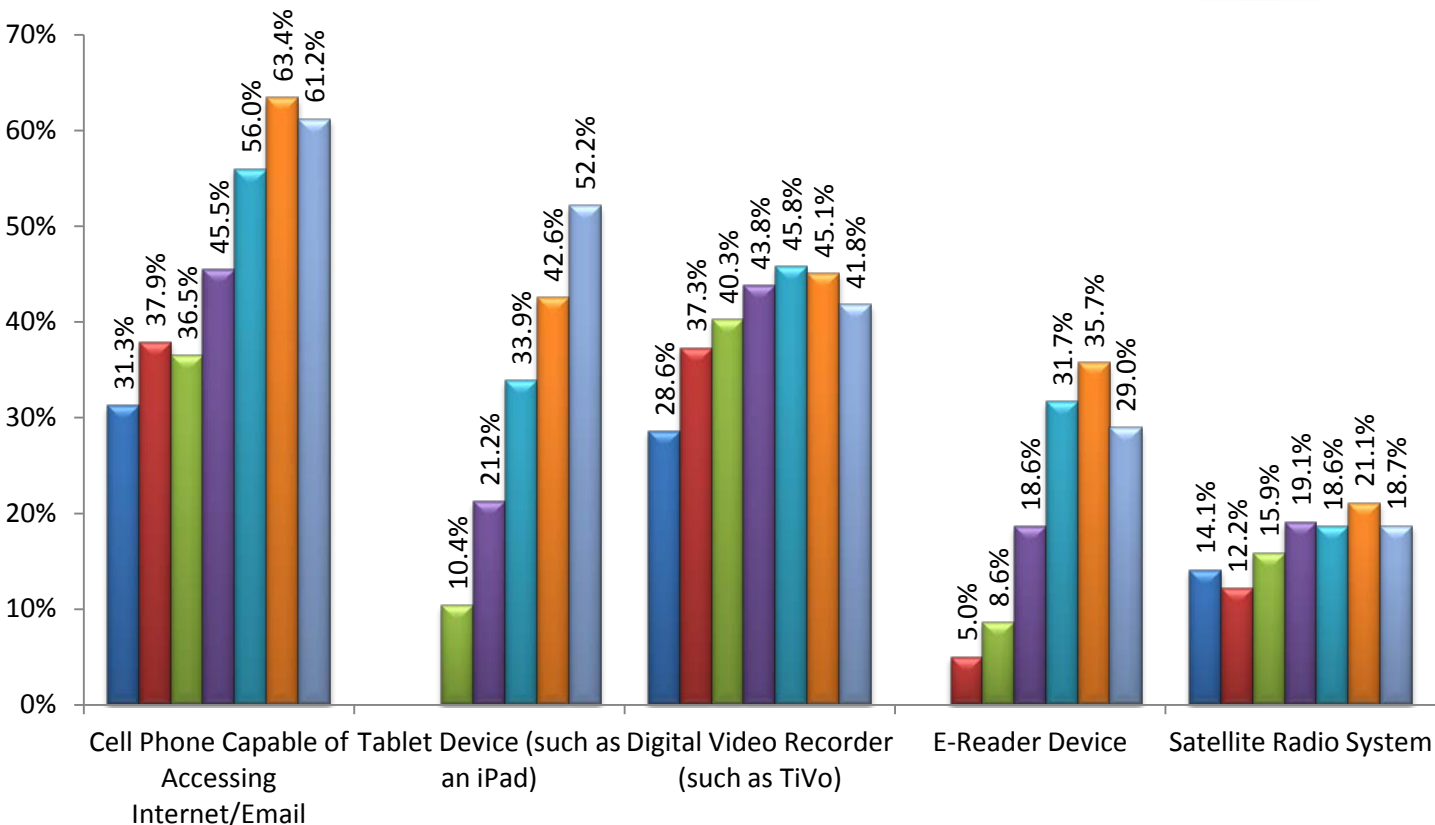
+/- 4.9% Points

Wisconsin State Journal

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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	31.3%	37.9%	36.5%	45.5%	56.0%	63.4%	61.2%
Tablet Device (such as an iPad)	-	-	10.4%	21.2%	33.9%	42.6%	52.2%
Digital Video Recorder (such as TiVo)	28.6%	37.3%	40.3%	43.8%	45.8%	45.1%	41.8%
E-Reader Device	-	5.0%	8.6%	18.6%	31.7%	35.7%	29.0%
Satellite Radio System	14.1%	12.2%	15.9%	19.1%	18.6%	21.1%	18.7%

Base: All Adults

(n=600)

(n=601)

(n=601)

(n=600)

(n=600)

(n=600)

(n=498)

Margin of Error:

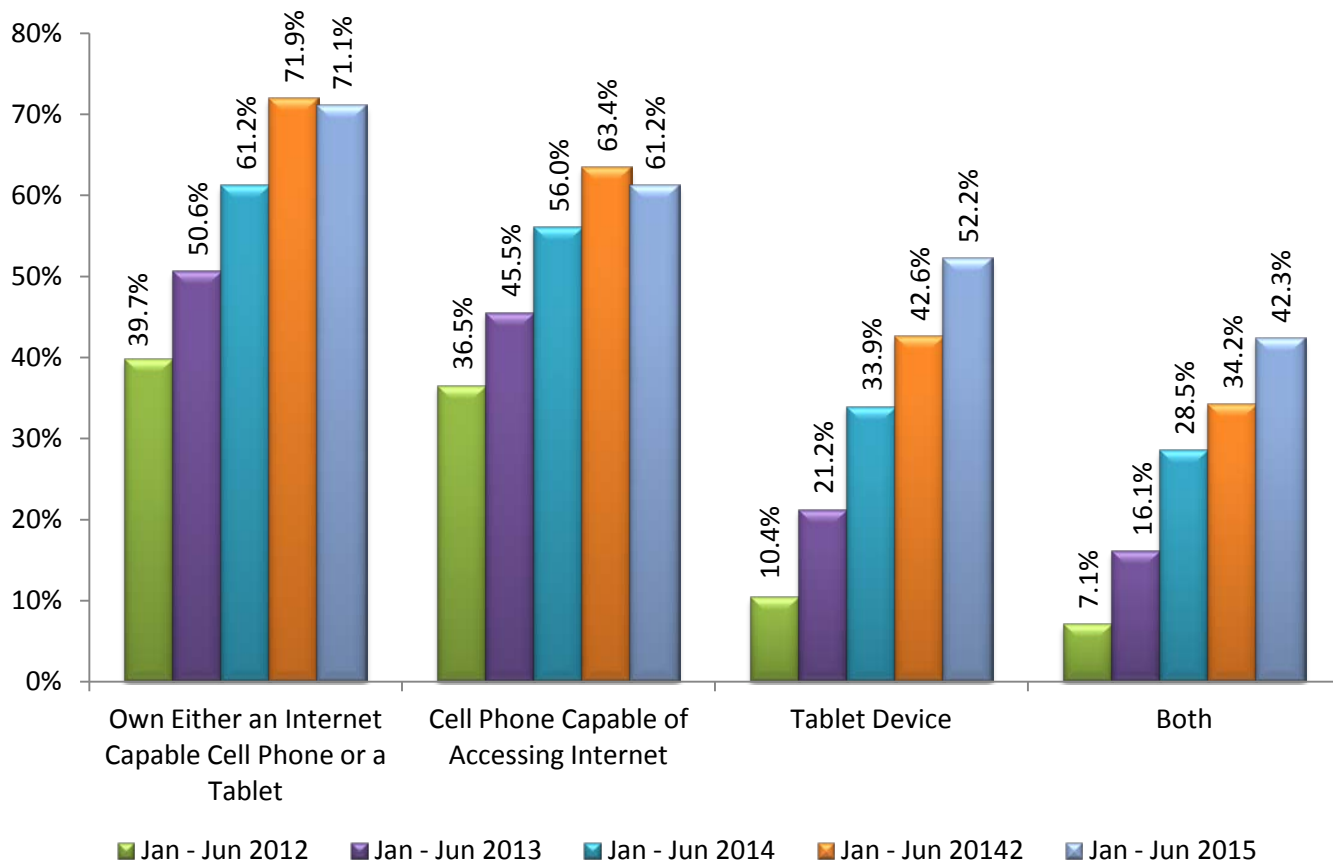
+/- 4.0% Points +/- 4.0% Points +/- 4.0% Points +/- 4.0% Points +/- 4.0% Points +/- 4.0% Points +/- 4.4% Points

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Mobile Device Ownership

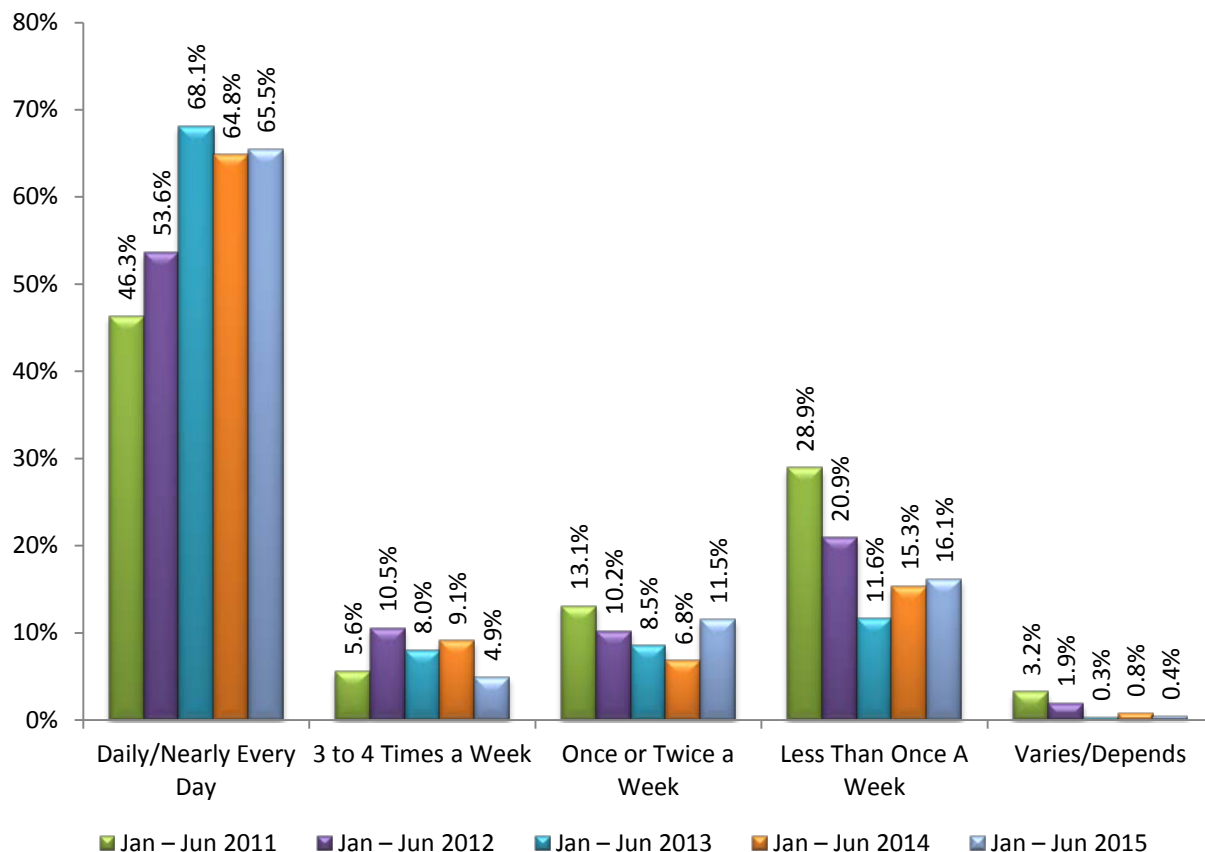
Q: Which of the following do you own?



	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	39.7%	50.6%	61.2%	71.9%	71.1%
Cell Phone Capable of Accessing Internet/Email	36.5%	45.5%	56.0%	63.4%	61.2%
Tablet Device	10.4%	21.2%	33.9%	42.6%	52.2%
Both	7.1%	16.1%	28.5%	34.2%	42.3%
Base: All Adults	(n=600)	(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	46.3%	53.6%	68.1%	64.8%	65.5%
3 to 4 Times a Week	5.6%	10.5%	8.0%	9.1%	4.9%
Once or Twice a Week	13.1%	10.2%	8.5%	6.8%	11.5%
Less Than Once A Week	28.9%	20.9%	11.6%	15.3%	16.1%
Varies/Depends	3.2%	1.9%	0.3%	0.8%	0.4%

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

(n=183)

(n=250)

(n=284)

(n=363)

(n=287)

Margin of Error:

+/- 7.2% Points

+/- 6.2% Points

+/- 5.8% Points

+/- 5.1% Points

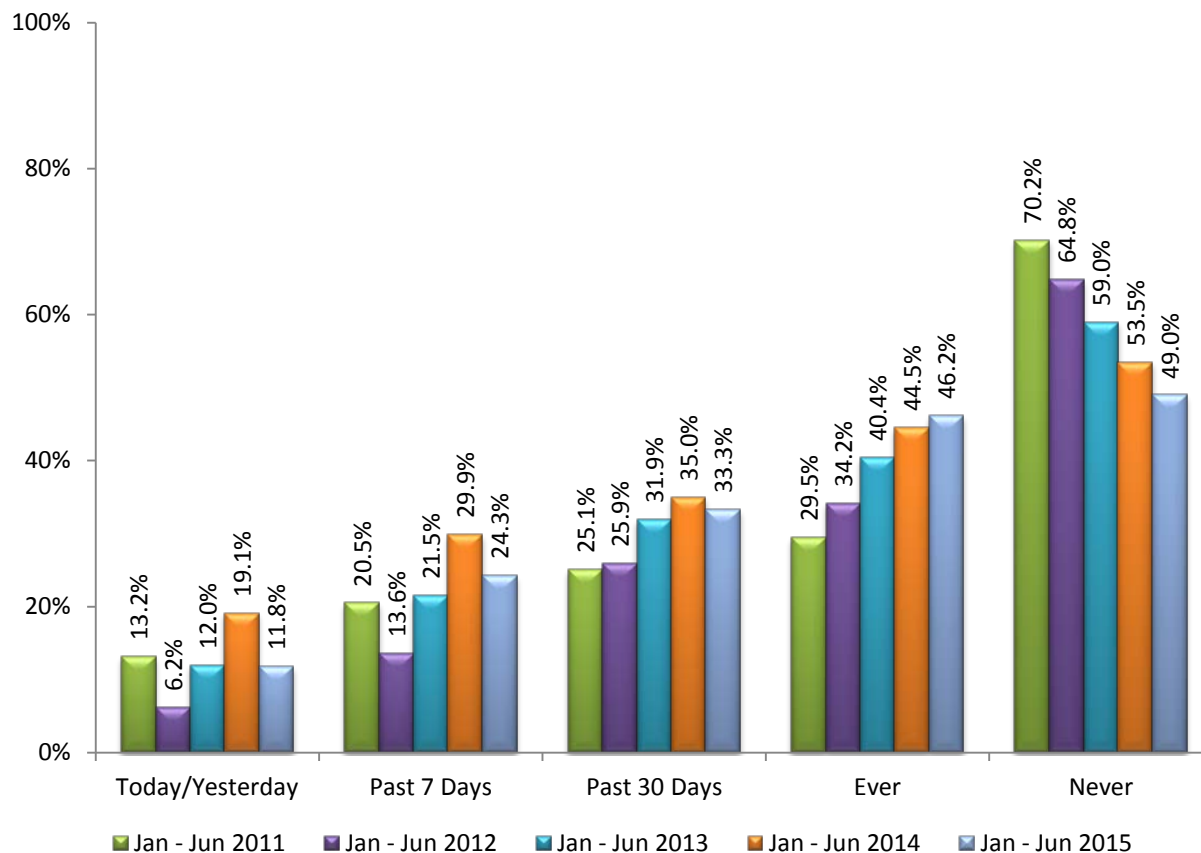
+/-5.1% Points

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Last Time Accessed Madison.com Via Mobile Device

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



	Jan – Jun 2011	Jan – Jun 2012	Jan – Jun 2013	Jan – Jun 2014	Jan – Jun 2015
Today/Yesterday	13.2%	6.2%	12.0%	19.1%	11.8%
Past 7 Days	20.5%	13.6%	21.5%	29.9%	24.3%
Past 30 Days	25.1%	25.9%	31.9%	35.0%	33.3%
Ever	29.5%	34.2%	40.4%	44.5%	46.2%
Never	70.2%	64.8%	59.0%	53.5%	49.0%

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

(n=183)

(n=250)

(n=284)

(n=363)

(n=287)

Margin of Error:

+/- 7.2% Points

+/- 6.2% Points

+/- 5.8% Points

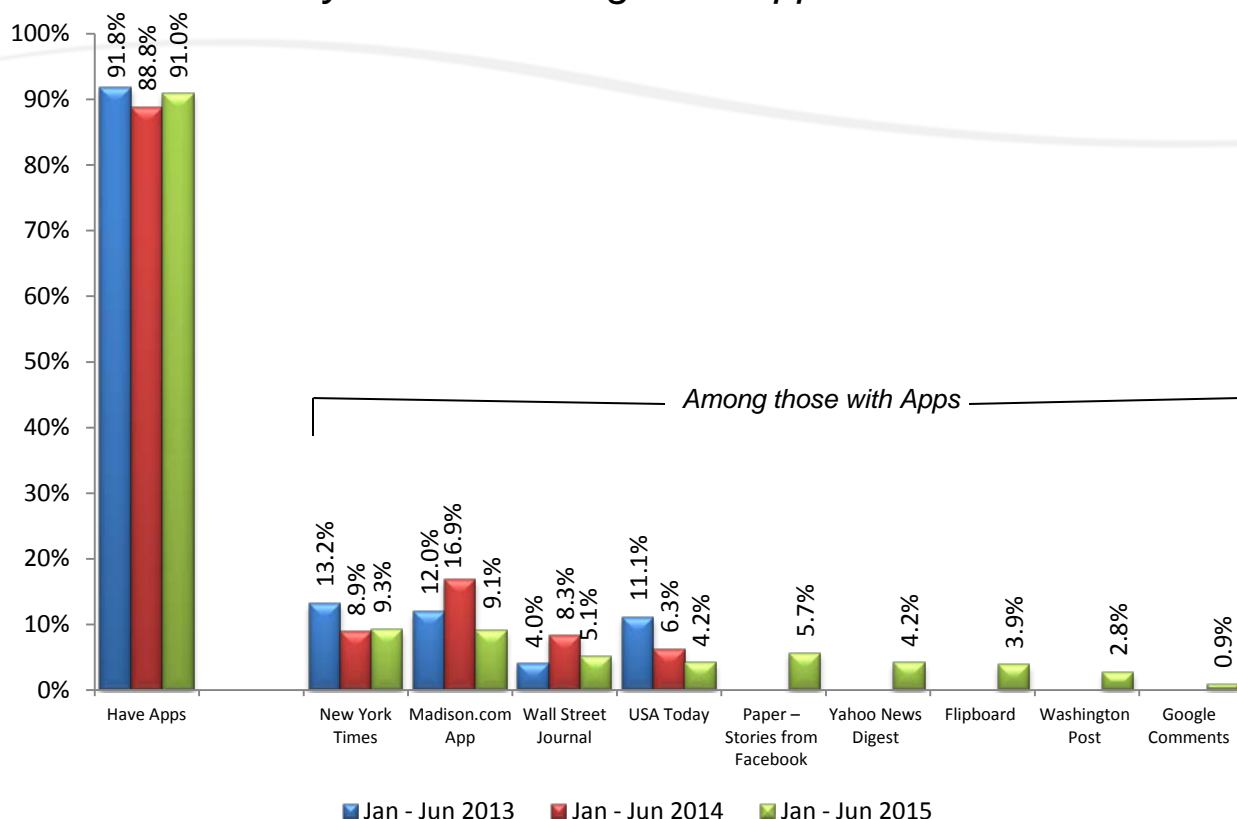
+/- 5.1% Points

+/-5.1% Points

Mobile News Apps

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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	81.8%	91.8%	88.8%	91.0%
New York Times	10.8%	13.2%	8.9%	9.3%
Madison.com App	11.4%	12.0%	16.9%	9.1%
Wall Street Journal	5.2%	4.0%	8.3%	5.1%
USA Today	5.4%	11.1%	6.3%	4.2%
Paper – Stories from Facebook				5.7%
Yahoo News Digest				4.2%
Flipboard				3.9%
Washington Post				2.8%
Google Comments				0.9%

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

(n=191)

(n=243)

(n=363)

(n=234)

Margin of Error:

+/- 7.1% Points

+/- 6.3% Points

+/- 5.1% Points

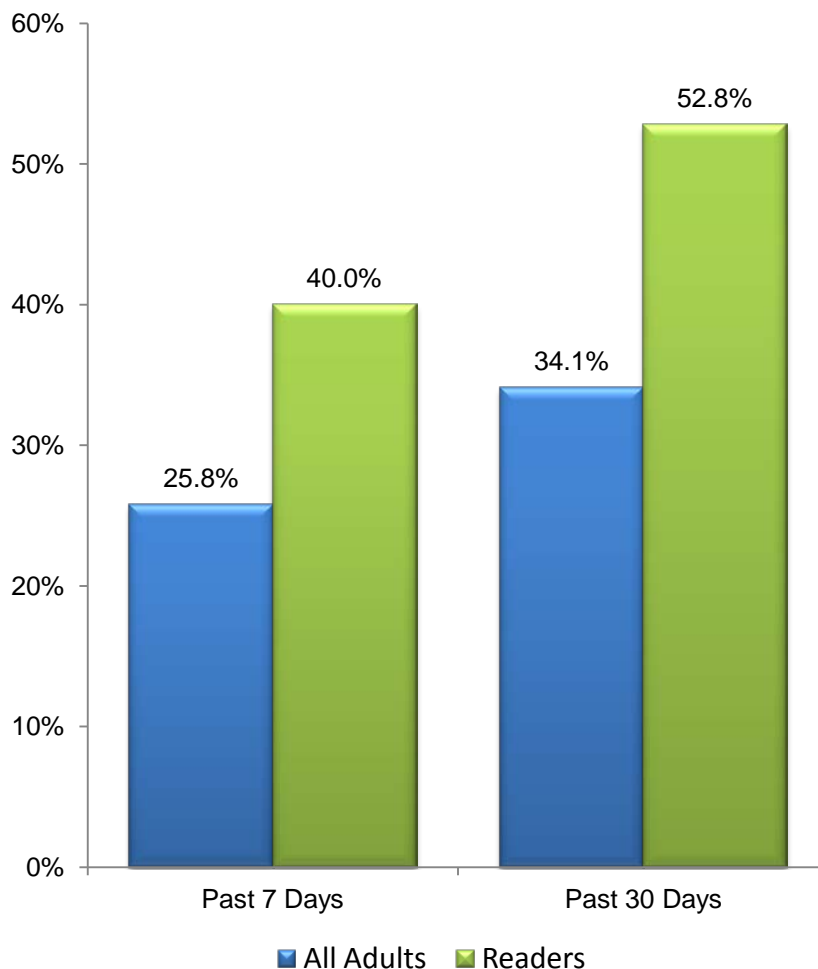
+/- 6.4% Points

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Preprint Readership

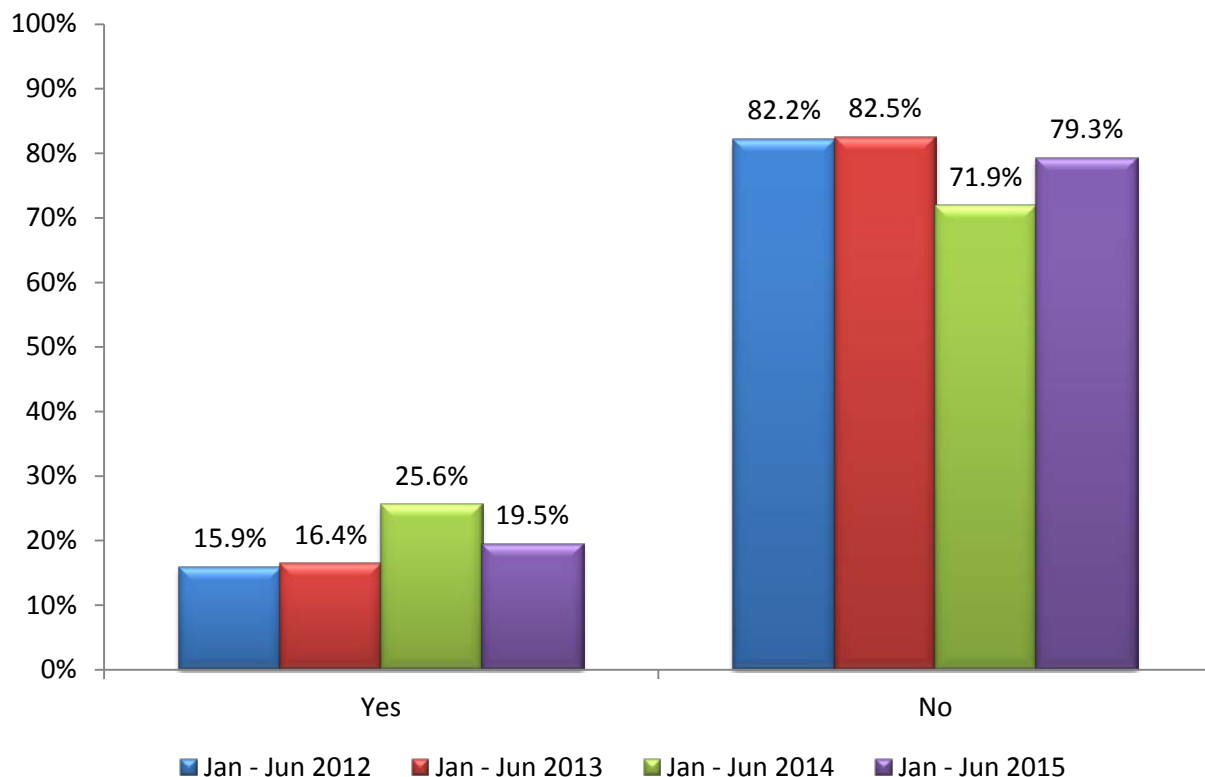
Q: In the past 30 days have you read preprinted advertising in the newspaper? In the past 7 days?



	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	31.8%	32.6%	32.0%	30.5%	26.3%	25.5%	25.8%	46.0%	53.2%	47.2%	47.5%	43.4%	43.2%	40.0%
Past 30 Days	44.0%	39.9%	41.0%	39.6%	35.9%	35.4%	34.1%	63.6%	65.0%	60.4%	61.7%	59.3%	60.1%	52.8%
Base:	(n=600)	(n=601)	(n=601)	(n=600)	(n=600)	(n=600)	(n=498)	(n=440)	(n=393)	(n=427)	(n=404)	(n=407)	(n=404)	(n=338)
Margin of Error:	+/- 4.0% Points	+/- 4.0% Points	+/- 4.0% Points	+/- 4.0% Points	+/- 4.0% Points	+/- 4.0% Points	+/- 4.4% Points	+/- 4.7% Points	+/- 4.9% Points	+/- 4.7% Points	+/- 4.9% Points	+/- 4.9% Points	+/- 4.9% Points	+/-5.3% Points

Television Service

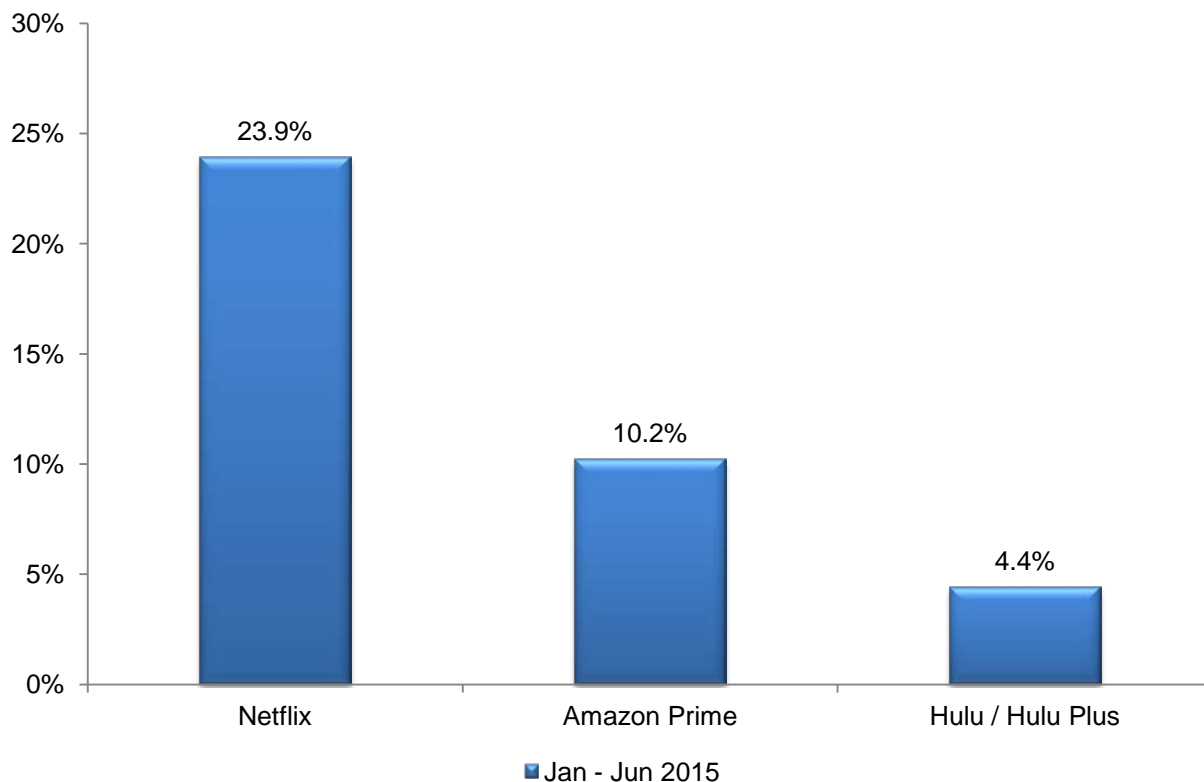
Q: During the past year, have you cancelled or cut back on your cable satellite TV service?



	Jan – Jun 2012	Jan – Jun 2013	Jan – Jun 2014	Jan – Jun 2015
Yes	15.9%	16.4%	25.6%	19.5%
No	82.2%	82.5%	71.9%	79.3%
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	23.9%
Amazon Prime	10.2%
Hulu / Hulu Plus	4.4%

Base: All Adults

(n=498)

Margin of Error:

+/- 4.4% Points