

LEE ENTERPRISES AUDIENCE REPORT

JAN 2016 – JUN 2016

Wisconsin State Journal

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Methodology

HOW: Telephone Survey

WHO: Randomly Selected Adults In Madison NDM

WHEN: January 2016 – June 2016

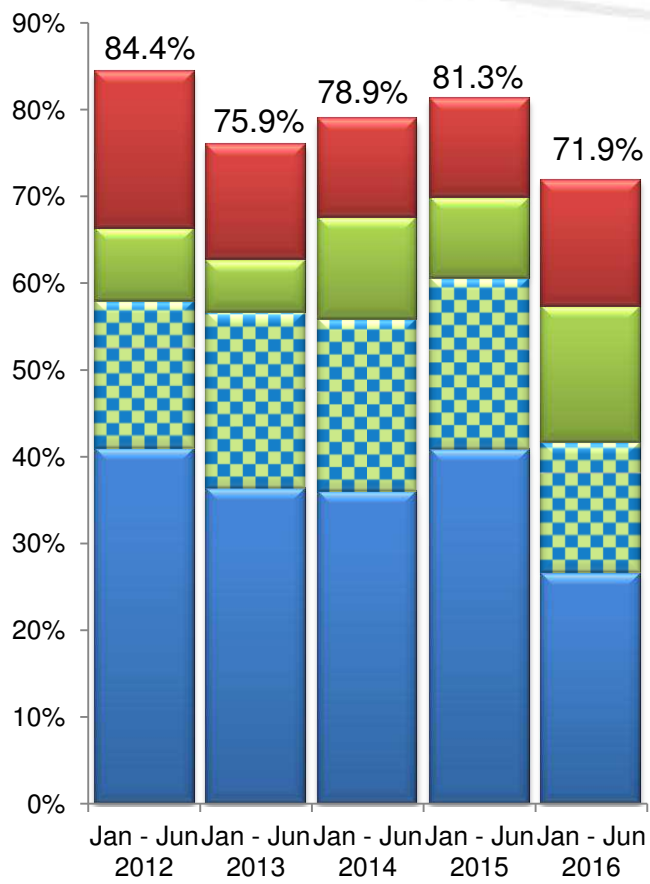
CONDUCTED BY: Thoroughbred Research, Louisville, KY

SAMPLE SIZE: 501 Total Interviews of Adults 18+
404 Landline Interviews and 97 Cell Phone Interviews

MARGIN OF ERROR: Total Sample (n=501) +/- 4.4% Points
Total Internet Sample (n=425) +/- 4.8% 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?



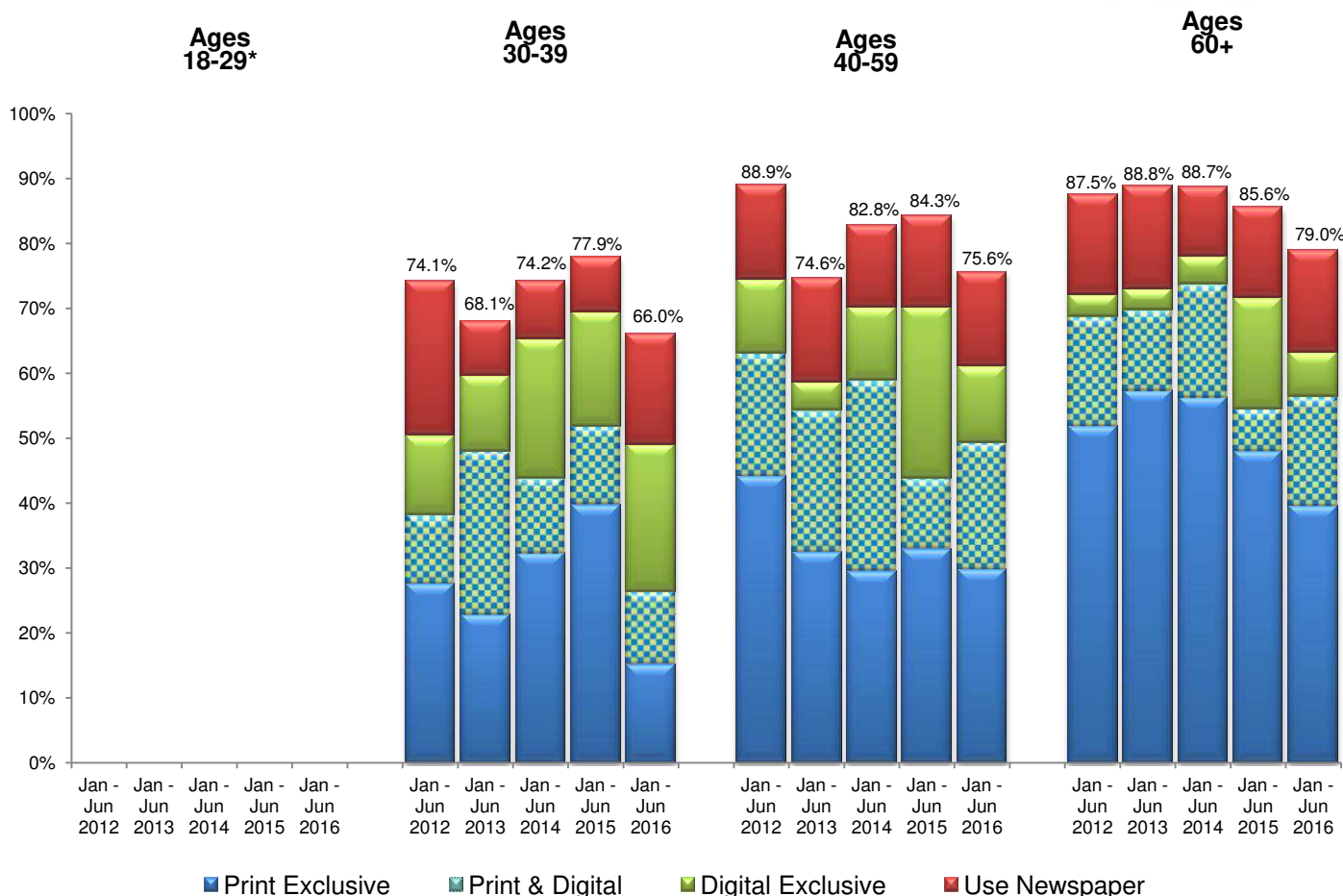
■ Print Exclusive ■ Print & Digital ■ Digital Exclusive ■ Use Newspaper

	Jan - Jun 2010	Jan - Jun 2011	Jan - Jun 2012	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015	Jan - Jun 2016
Print Exclusive	44.4%	44.5%	41.0%	36.3%	36.0%	40.9%	26.6%
Digital Exclusive	7.9%	5.4%	8.4%	6.1%	11.7%	9.3%	14.5%
Print & Digital	13.7%	19.1%	16.9%	20.3%	19.8%	19.7%	15.1%
Use Newspaper	19.5%	14.8%	18.1%	13.2%	11.4%	11.4%	15.7%
Total Reach	85.5%	83.8%	84.4%	75.9%	78.9%	81.3%	71.9%

Base: All Adults (n=601) (n=601) (n=600) (n=600) (n=600) (n=498) (n=501)
 Margin of Error: +/- 4.0% Points +/- 4.0% Points +/- 4.0% Points +/- 4.0% Points +/- 4.0% Points +/- 4.4% 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.

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?



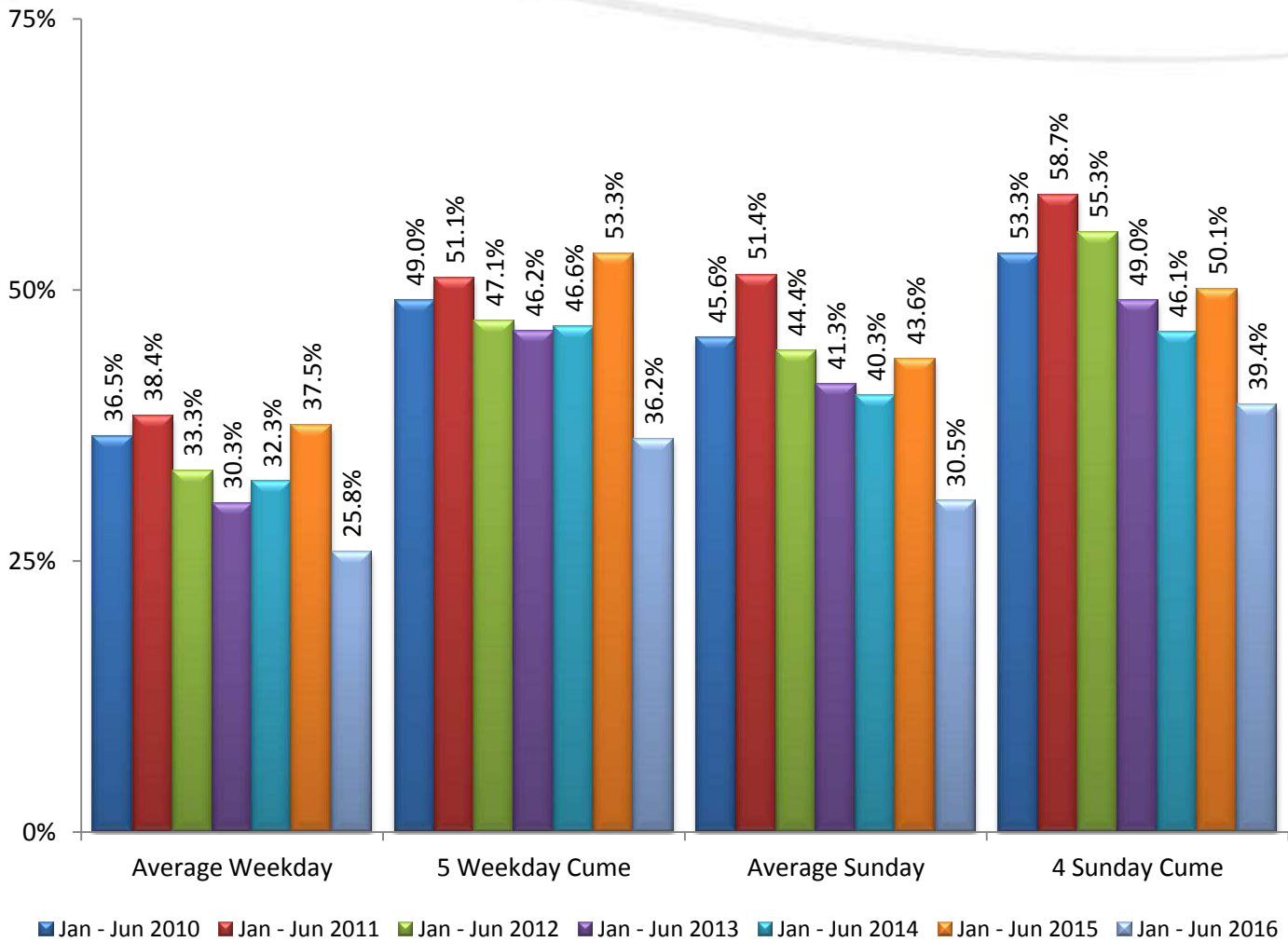
*Note: Small sample size for Ages 18-29

Past 7 Days	Ages 18-29	Ages 30-39	Ages 40-59	Ages 60+
Print Exclusive		15.1%	29.8%	39.5%
Digital Exclusive	Sample Size	22.6%	11.8%	6.8%
Print & Digital	Too Small	11.3%	19.5%	16.9%
Use Newspaper		17.0%	14.5%	15.8%
Total Reach		66.0%	75.6%	79.0%

Base: (n=57) (n=168) (n=268)
 Margin of Error: +/- 13.5% Points +/- 7.7% Points +/- 6.0% Points

Average Readership

Q: Did you read The Wisconsin State Journal yesterday?

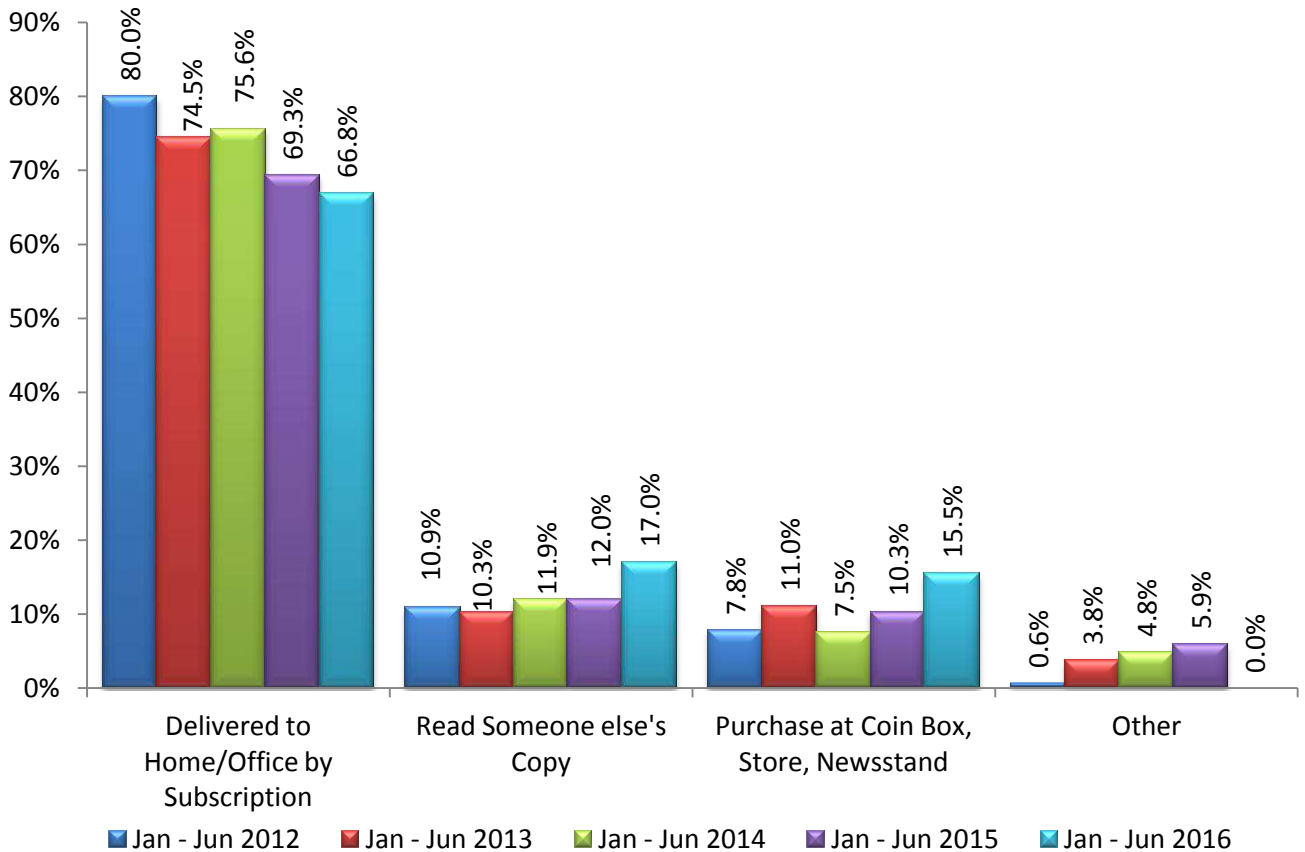


	Jan - Jun 2010	Jan - Jun 2011	Jan - Jun 2012	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015	Jan - Jun 2016
Average Weekday	36.5%	38.4%	33.3%	30.3%	32.3%	37.5%	25.8%
5 Weekday Cume	49.0%	51.1%	47.1%	46.2%	46.6%	53.3%	36.2%
Average Sunday	45.6%	51.4%	44.4%	41.3%	40.3%	43.6%	30.5%
4 Sunday Cume	53.3%	58.7%	55.3%	49.0%	46.1%	50.1%	39.4%

Base: All Adults (n=601) (n=601) (n=600) (n=600) (n=600) (n=498) (n=501)
 Margin of Error: +/- 4.0% Points +/- 4.0% Points +/- 4.0% Points +/- 4.0% Points +/- 4.0% Points +/- 4.4% Points +/- 4.4% Points

Source of Weekday Newspaper

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

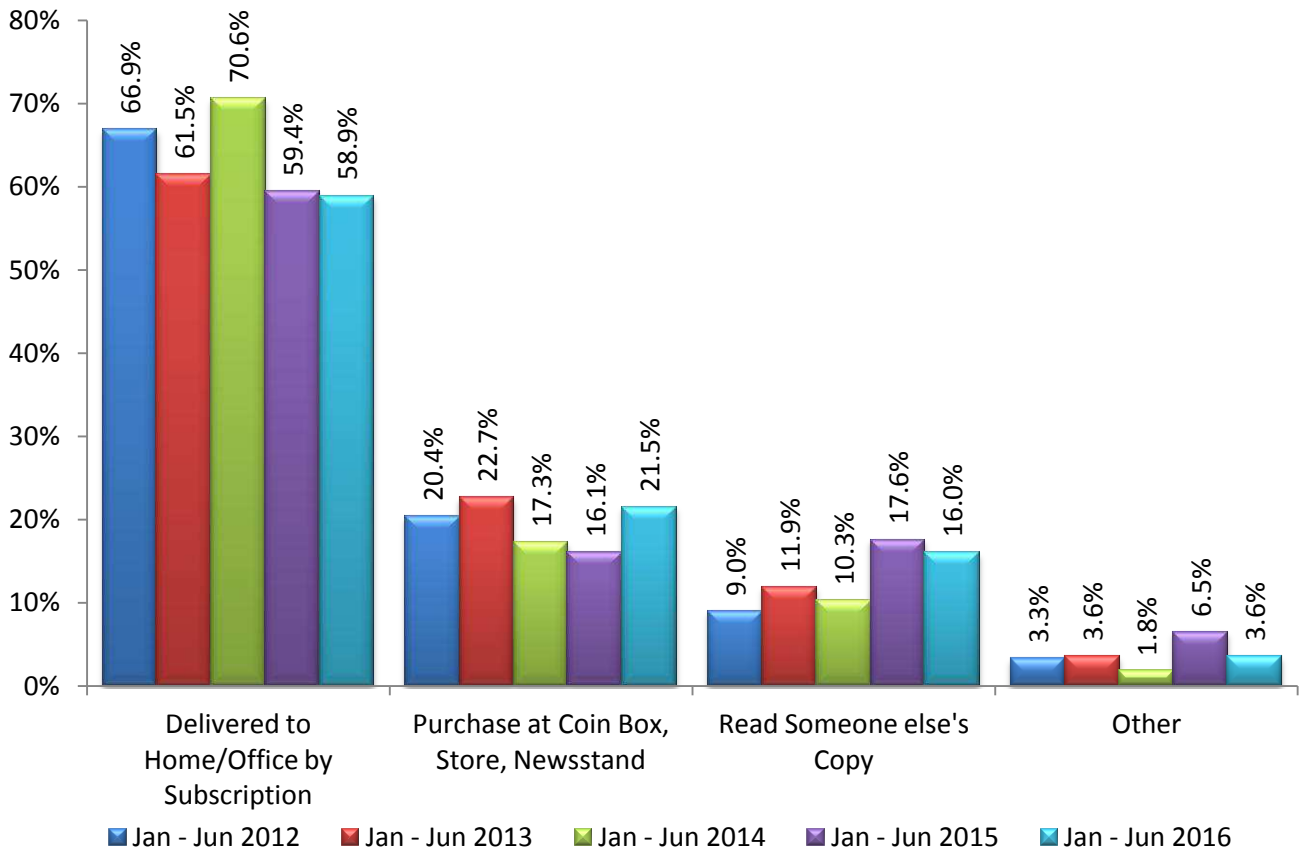


	Jan - Jun 2012	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015	Jan - Jun 2016
Delivered to your home/office by subscription	80.0%	74.5%	75.6%	69.3%	66.9%
Read someone else's copy	10.9%	10.3%	11.9%	12.0%	17.0%
Purchase at coin box, store, or newsstand	7.8%	11.0%	7.5%	10.3%	15.5%
Other	0.6%	3.8%	4.8%	5.9%	0.0%

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) (n=175)
 Margin of Error: +/- 6.2% Points +/- 6.1% Points +/- 6.2% Points +/- 6.5% Points +/- 7.4% 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	Jan - Jun 2016
Delivered to your home/office by subscription	66.9%	61.5%	70.6%	59.4%	58.9%
Read someone else's copy	9.0%	11.9%	10.3%	17.6%	16.0%
Purchase at coin box, store, or newsstand	20.4%	22.7%	17.3%	16.1%	21.5%
Other	3.3%	3.6%	1.8%	6.5%	3.6%

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

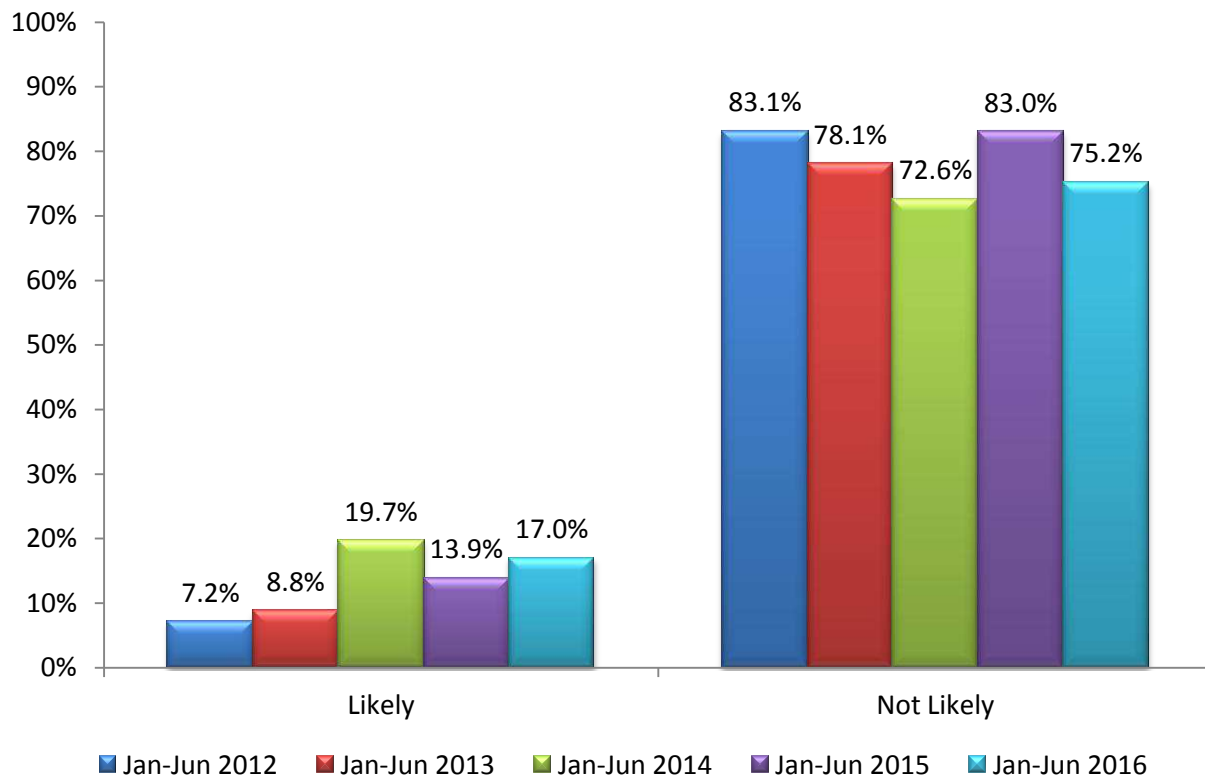
(n=353) (n=351) (n=323) (n=293) (n=243)

Margin of Error:

+/- 5.2% Points +/- 5.2% Points +/- 5.5% Points +/- 5.7% Points +/- 6.3% 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 2012	Jan-Jun 2013	Jan-Jun 2014	Jan-Jun 2015	Jan-Jun 2016
Likely	7.2%	8.8%	19.7%	13.9%	17.0%
Not Likely	83.1%	78.1%	72.6%	83.0%	75.2%

Base: Adults who read both in print and online (n=110) (n=98) (n=88) (n=77) (n=82)
 Margin of Error: +/- 9.3% Points +/- 9.9% Points +/- 10.4% Points +/- 11.2% Points +/- 10.8% 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 2016	Market	Print Exclusive	Digital Exclusive	Print & Digital	Use Newspaper	None
Male	49.9%	58.5%	43.0%	38.9%	40.7%	56.3%
Female	50.1%	41.5%	57.0%	61.1%	59.3%	43.7%
Age 18-29	9.6%	4.1%	14.7%	3.5%	10.2%	15.2%
Age 30-39	28.4%	16.3%	44.0%	21.2%	30.6%	34.2%
Age 40-59	36.2%	41.0%	29.3%	46.5%	33.3%	31.4%
Age 60+	25.8%	38.7%	12.0%	28.7%	25.9%	19.2%
Median Age	46.6	54.4	38.0	50.9	45.5	40.4
Children Under 18 at home	40.6%	29.1%	64.3%	45.1%	44.4%	35.0%
Lived In Area Less Than Five Years	20.2%	16.7%	21.8%	17.2%	18.4%	25.4%
6 - 10 Years	16.1%	9.3%	21.2%	10.2%	26.3%	17.3%
11 - 14 Years	8.9%	7.8%	13.3%	13.3%	10.2%	4.6%
15 - 20 Years	12.4%	12.2%	20.9%	10.1%	6.4%	12.7%
21 Years +	42.4%	53.9%	22.7%	49.3%	38.7%	39.9%
Median Length of Residence	17.3	22.4	13.1	20.5	14.1	16.3
Less than \$35K Household Income	23.1%	26.7%	10.9%	18.0%	35.7%	22.2%
\$35K - \$50K	10.6%	9.0%	7.3%	8.6%	13.6%	13.3%
\$50K - \$75K	17.2%	23.1%	16.8%	17.5%	14.3%	13.0%
\$75K+	49.2%	41.2%	65.0%	55.8%	36.4%	51.5%
Median Household Income (\$000)	\$73.7	\$65.5	\$80.8	\$77.6	\$51.2	\$75.7
High School Grad or Less	20.5%	31.5%	19.3%	10.1%	23.6%	14.6%
Some College	30.5%	28.9%	15.4%	36.6%	43.6%	29.4%
4 Year College or More	30.2%	24.1%	37.6%	31.2%	29.3%	32.2%
Graduate Degree	18.7%	15.5%	27.7%	22.1%	3.5%	23.8%
Base: All Adults	(n=501)	(n=175)	(n=52)	(n=87)	(n=69)	(n=118)
Margin of Error:	+/- 4.4% Points	+/- 7.4% Points	+/- 13.6% Points	+/- 10.5% Points	+/- 11.8% Points	+/- 9.0% Points

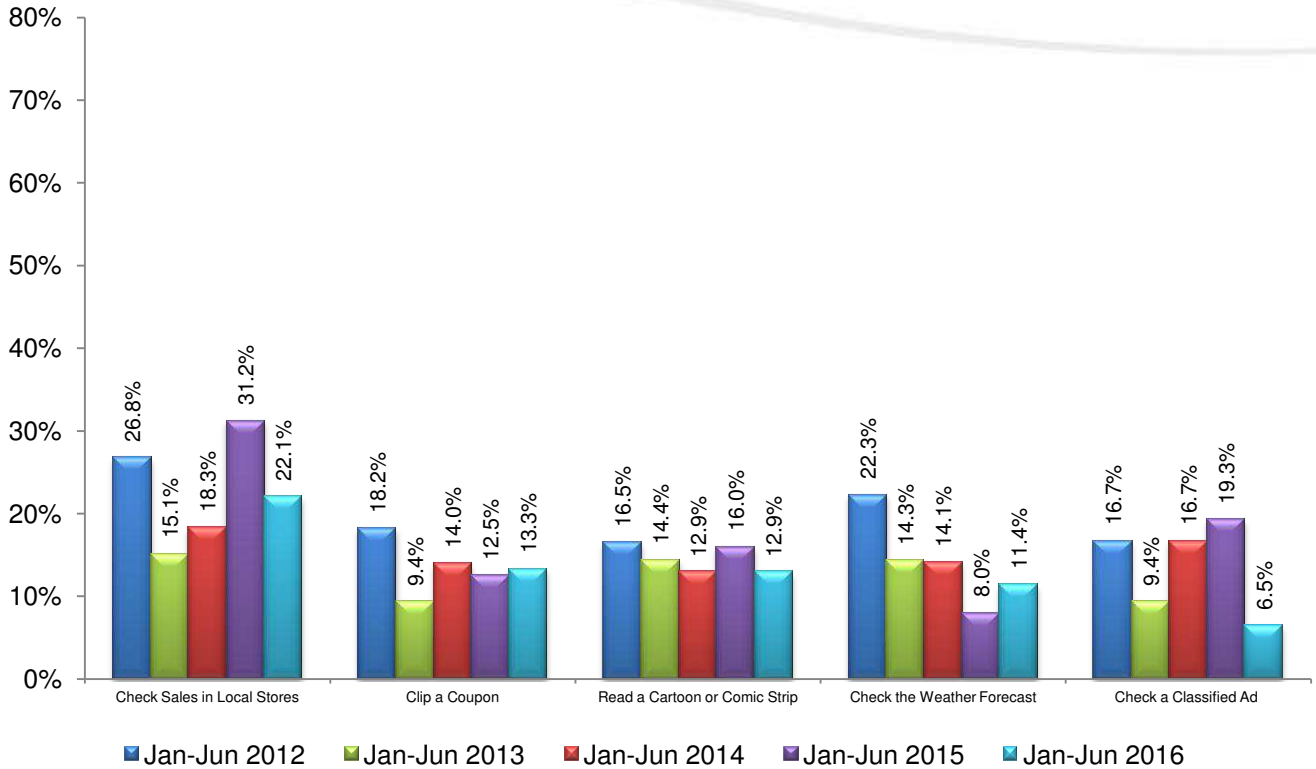
Print + Digital Demographics

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

Jan – Jun 2016	Market	Print Readers	Digital Readers	None
Male	49.9%	51.4%	40.9%	50.7%
Female	50.1%	48.6%	59.1%	49.3%
Age 18-29	9.6%	3.9%	9.0%	13.4%
Age 30-39	28.4%	18.1%	32.4%	32.9%
Age 40-59	36.2%	43.0%	38.1%	32.1%
Age 60+	25.8%	35.1%	20.5%	21.6%
<i>Median Age</i>	<i>46.6</i>	<i>53.0</i>	<i>44.5</i>	<i>42.3</i>
Children Under 18 at home	40.6%	34.9%	54.5%	38.4%
Lived In Area Less Than Five Years	20.2%	16.9%	19.5%	22.9%
6 - 10 Years	16.1%	9.6%	15.6%	20.6%
11 - 14 Years	8.9%	9.8%	13.3%	6.6%
15 - 20 Years	12.4%	11.4%	15.4%	10.4%
21 Years +	42.4%	52.3%	36.2%	39.5%
<i>Median Length of Residence</i>	<i>17.3</i>	<i>21.9</i>	<i>15.6</i>	<i>14.9</i>
Less than \$35K Household Income	23.1%	23.6%	14.4%	26.9%
\$35K - \$50K	10.6%	8.9%	8.0%	13.4%
\$50K - \$75K	17.2%	21.1%	17.1%	13.4%
\$75K+	49.2%	46.4%	60.5%	46.2%
<i>Median Household Income (\$000)</i>	<i>\$73.7</i>	<i>\$70.7</i>	<i>\$79.3</i>	<i>\$68.1</i>
High School Grad or Less	20.5%	23.8%	14.6%	17.8%
Some College	30.5%	31.7%	26.2%	34.5%
4 Year College or More	30.2%	26.7%	34.3%	31.2%
Graduate Degree	18.7%	17.9%	24.8%	16.6%
Base: All Adults	(n=501)	(n=262)	(n=139)	(n=187)
Margin of Error:	+/- 4.4% Points	+/- 6.1% Points	+/- 6.3% Points	+/- 7.2% 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 2012	Jan – Jun 2013	Jan – Jun 2014	Jan – Jun 2015	Jan – Jun 2016
Check Sales in Local Stores	26.8%	15.1%	18.3%	31.2%	22.1%
Clip a Coupon	18.2%	9.4%	14.0%	12.5%	13.3%
Read a Cartoon or Comic Strip	16.5%	14.4%	12.9%	16.0%	12.9%
Check the Weather Forecast	22.3%	14.3%	14.1%	8.0%	11.4%
Check a Classified Ad	16.7%	9.4%	16.7%	19.3%	6.5%

Base: Adults who have neither read the printed Billings Gazette in the past week nor visited the BillingsGazette.com

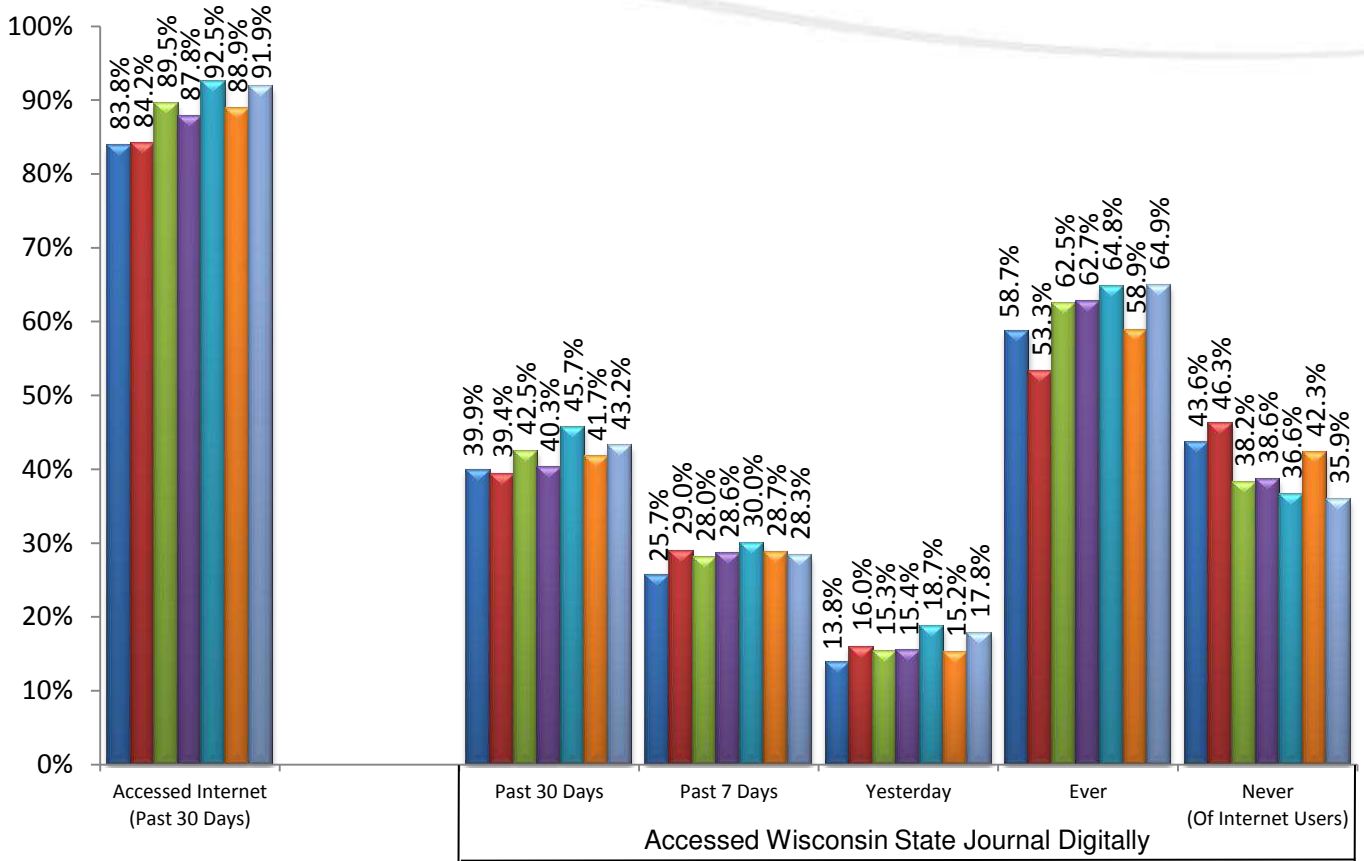
Margin of Error:

(n=184) +/- 7.2% Points (n=189) +/- 7.1% Points (n=167) +/- 7.6% Points (n=144) +/- 8.2% Points (n=187) +/- 7.2% 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?



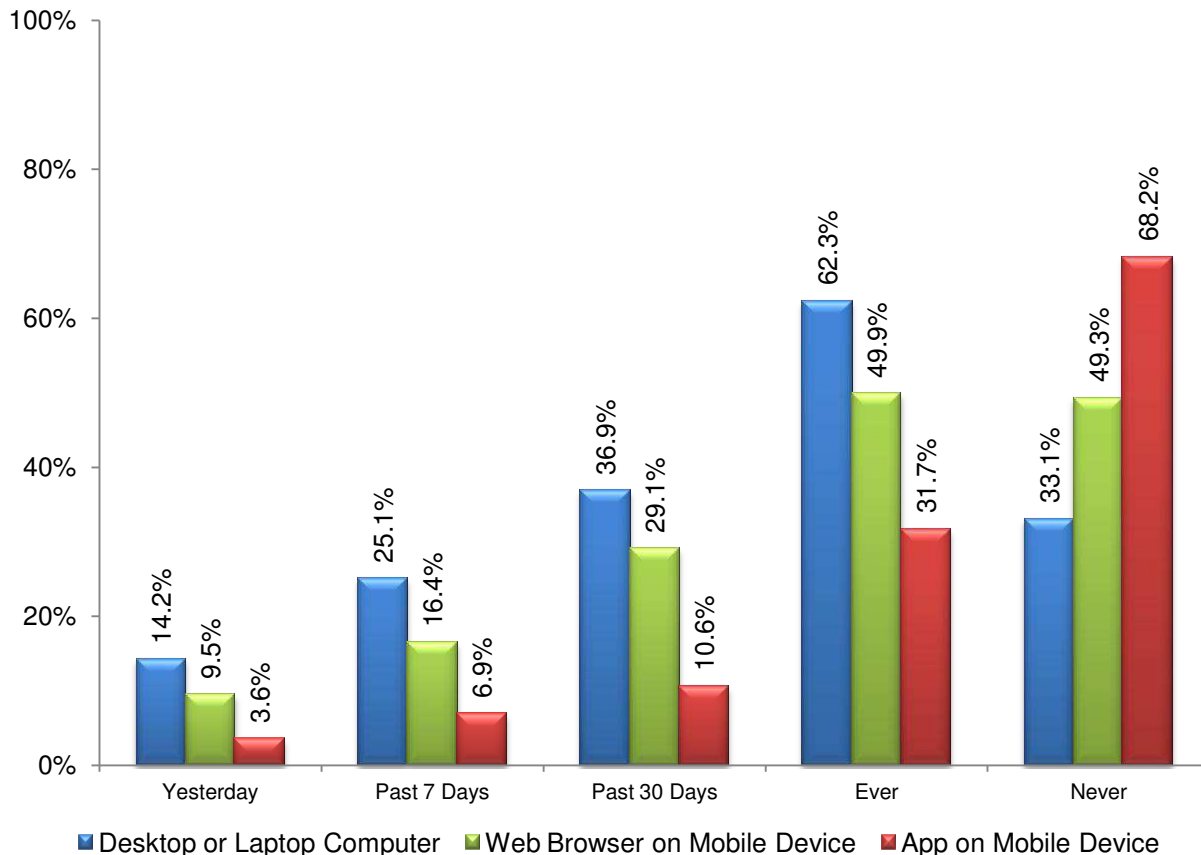
■ Jan - Jun 2010 ■ Jan - Jun 2011 ■ Jan - Jun 2012 ■ Jan - Jun 2013 ■ Jan - Jun 2014 ■ Jan - Jun 2015 ■ Jan - Jun 2016

	Jan - Jun 2010	Jan - Jun 2011	Jan - Jun 2012	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015	Jan - Jun 2016
Accessed Internet (Past 30 Days)	83.8%	84.2%	89.5%	87.8%	92.5%	88.9%	91.9%
Accessed WSJ Digitally Past 30 Days	39.9%	39.4%	42.5%	40.3%	45.7%	41.7%	43.2%
Accessed WSJ Digitally Past 7 Days	25.7%	29.0%	28.0%	28.6%	30.0%	28.7%	28.3%
Accessed WSJ Digitally Yesterday	13.8%	16.0%	15.3%	15.4%	18.7%	15.2%	17.8%
Accessed WSJ Digitally Ever	58.7%	53.3%	62.5%	62.7%	64.8%	58.9%	64.9%
Never Accessed WSJ Digitally (Internet Users)	43.6%	46.3%	38.2%	38.6%	36.6%	42.3%	35.9%

Base: Adults who have accessed the internet in the past 30 days with any device. (n=448) (n=447) (n=497) (n=483) (n=514) (n=396) (n=425)
 Margin of Error: +/- 4.6% Points +/- 4.6% Points +/- 4.4% Points +/- 4.5% Points +/- 4.3% Points +/- 4.9% Points +/- 4.8% Points

Accessing Wisconsin State Journal 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	14.2%	9.5%	3.6%
Past 7 Days	25.1%	16.4%	6.9%
Past 30 Days	36.9%	29.1%	10.6%
Ever	62.3%	49.9%	31.7%
Never	33.1%	49.3%	68.2%

Base: Adults who accessed the internet in past 30 days

(n=401)

(n=401)

(n=401)

Margin of Error:

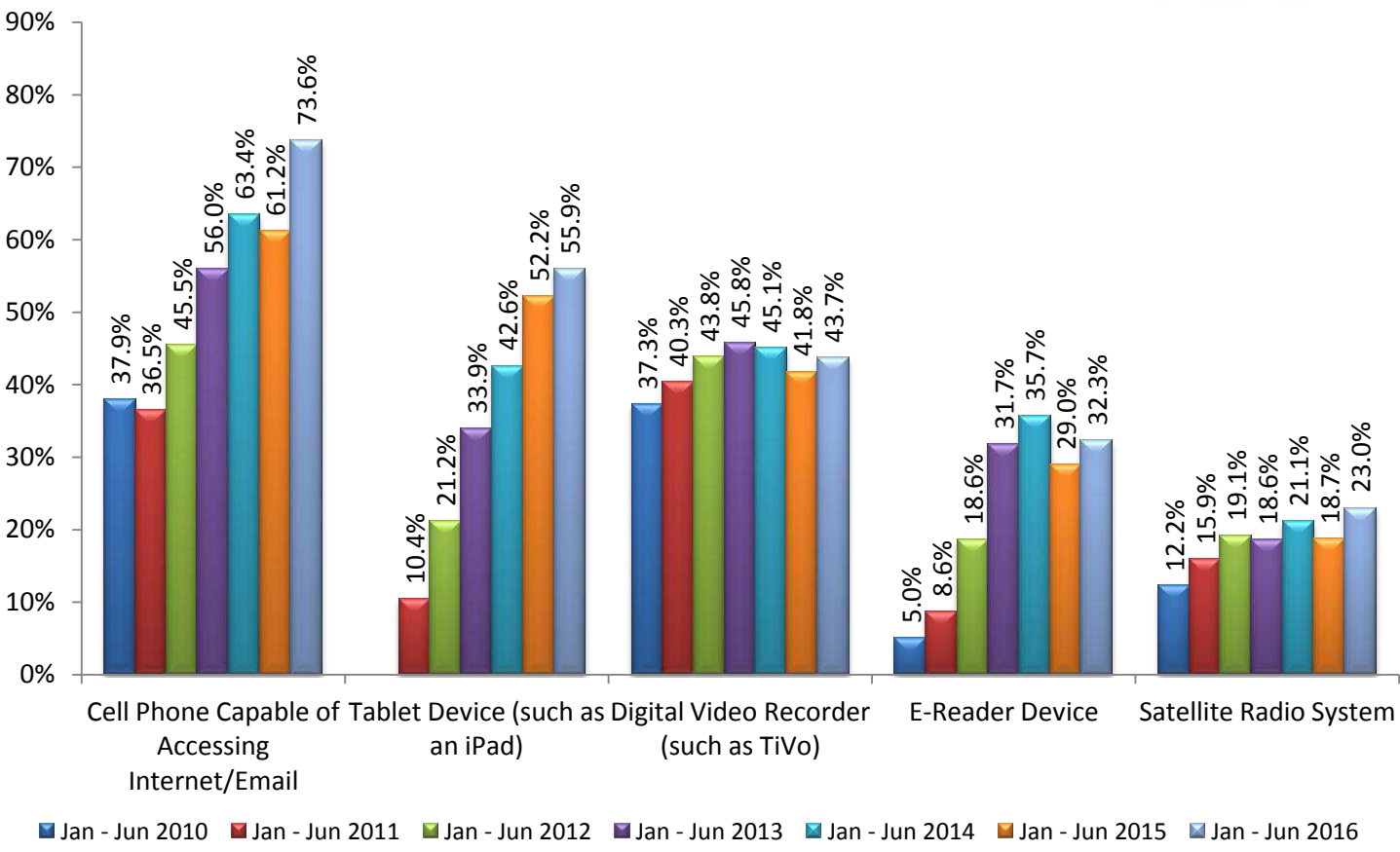
+/-4.9% Points

+/-4.9% Points

+/-4.9% Points

Technology Device Ownership

Q: Which of the following do you own?

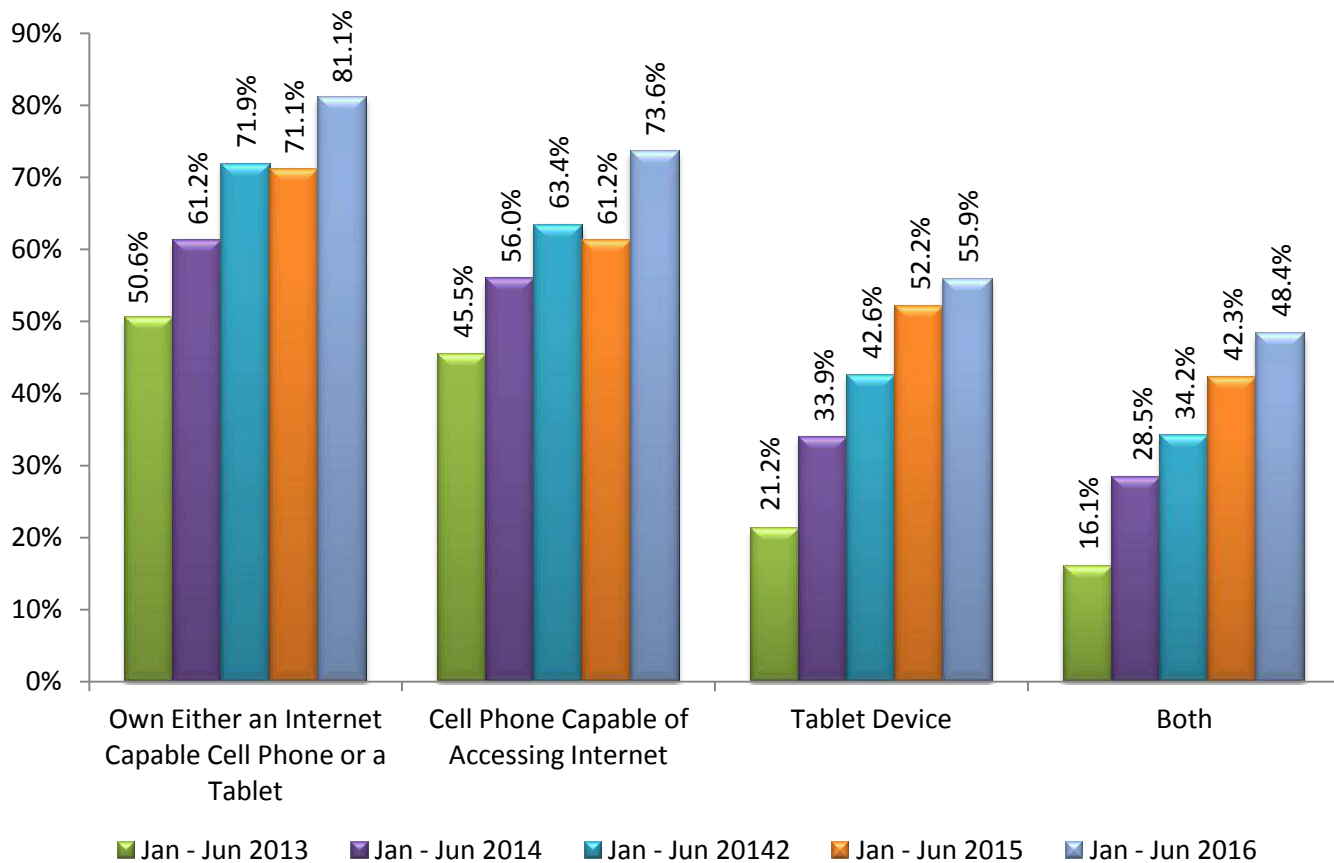


	Jan - Jun 2010	Jan - Jun 2011	Jan - Jun 2012	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015	Jan - Jun 2016
Cell Phone Capable of Accessing Internet/Email	37.9%	36.5%	45.5%	56.0%	63.4%	61.2%	73.6%
Tablet Device (such as an iPad)	-	10.4%	21.2%	33.9%	42.6%	52.2%	55.9%
Digital Video Recorder (such as TiVo)	37.3%	40.3%	43.8%	45.8%	45.1%	41.8%	43.7%
E-Reader Device	5.0%	8.6%	18.6%	31.7%	35.7%	29.0%	32.3%
Satellite Radio System	12.2%	15.9%	19.1%	18.6%	21.1%	18.7%	23.0%

Base: All Adults (n=601) (n=601) (n=600) (n=600) (n=600) (n=498) (n=501)
 Margin of Error: +/- 4.0% Points +/- 4.0% Points +/- 4.0% Points +/- 4.0% Points +/- 4.0% Points +/- 4.4% Points +/- 4.4% Points

Mobile Device Ownership

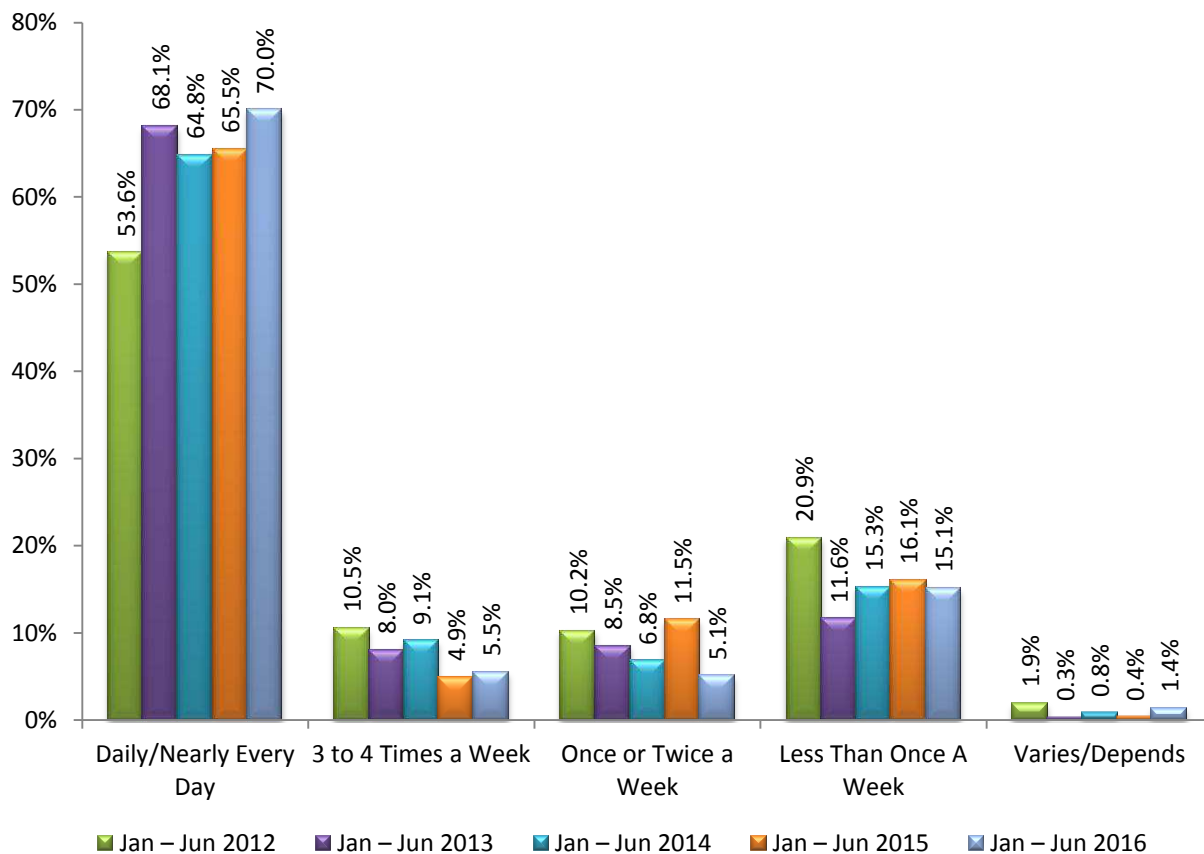
Q: Which of the following do you own?



	Jan - Jun 2012	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015	Jan - Jun 2016
Own Either an Internet Capable Cell Phone or a Tablet	50.6%	61.2%	71.9%	71.1%	81.1%
Cell Phone Capable of Accessing Internet/Email	45.5%	56.0%	63.4%	61.2%	73.6%
Tablet Device	21.2%	33.9%	42.6%	52.2%	55.9%
Both	16.1%	28.5%	34.2%	42.3%	48.4%
Base: All Adults	(n=600)	(n=600)	(n=600)	(n=498)	(n=501)
Margin of Error:	4.0 +/- % Points	4.0 +/- % Points	4.0 +/- % Points	+/- 4.4% 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?



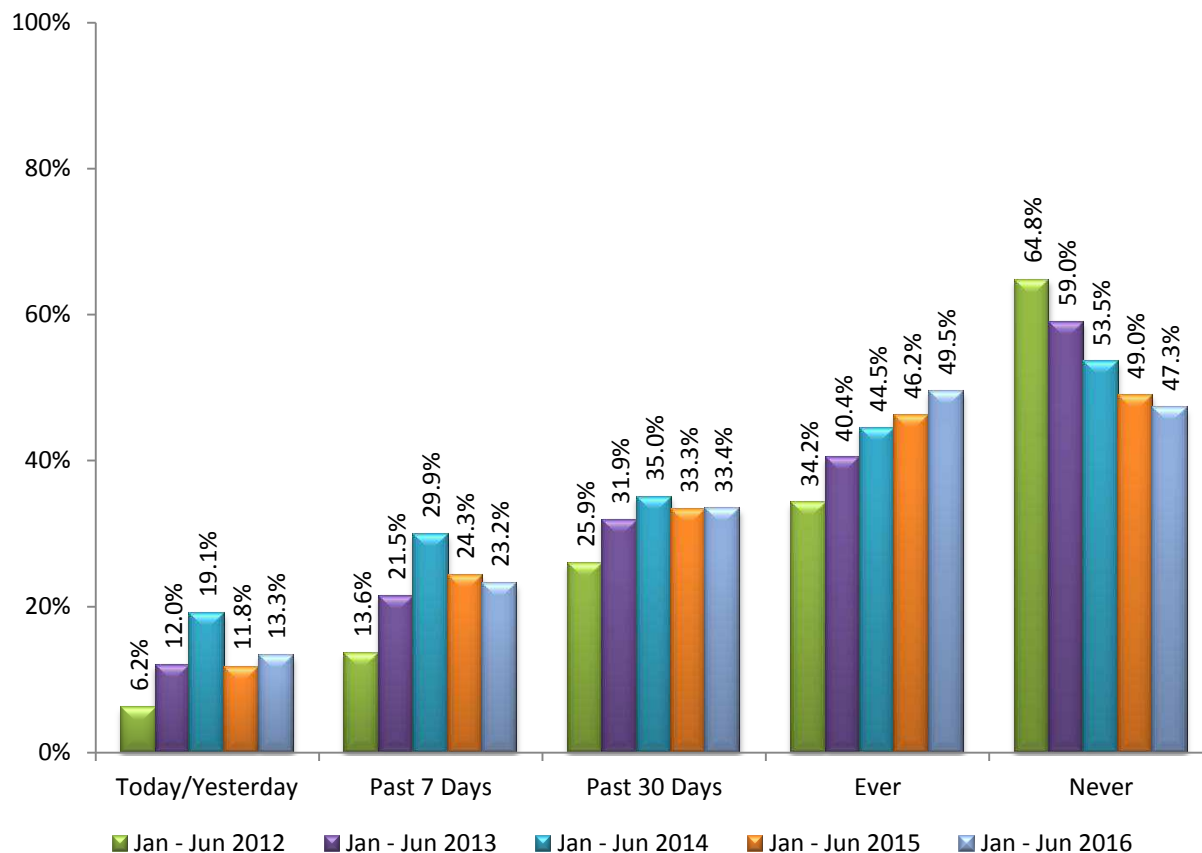
	Jan – Jun 2012	Jan – Jun 2013	Jan – Jun 2014	Jan – Jun 2015	Jan – Jun 2016
Daily/Nearly Every Day	53.6%	68.1%	64.8%	65.5%	70.0%
3 to 4 Times a Week	10.5%	8.0%	9.1%	4.9%	5.5%
Once or Twice a Week	10.2%	8.5%	6.8%	11.5%	5.1%
Less Than Once A Week	20.9%	11.6%	15.3%	16.1%	15.1%
Varies/Depends	1.9%	0.3%	0.8%	0.4%	1.4%

Base: Adults who own a tablet or cell phone capable of accessing the internet/email
 (n=250) (n=284) (n=363) (n=287) (n=350)

Margin of Error: +/- 6.2% Points +/- 5.8% Points +/- 5.1% Points +/- 5.1% Points +/- 5.2% Points

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 2012	Jan – Jun 2013	Jan – Jun 2014	Jan – Jun 2015	Jan – Jun 2016
Today/Yesterday	6.2%	12.0%	19.1%	11.8%	13.3%
Past 7 Days	13.6%	21.5%	29.9%	24.3%	23.2%
Past 30 Days	25.9%	31.9%	35.0%	33.3%	33.4%
Ever	34.2%	40.4%	44.5%	46.2%	49.5%
Never	64.8%	59.0%	53.5%	49.0%	47.3%

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

(n=250)

(n=284)

(n=363)

(n=287)

(n=350)

Margin of Error:

+/- 6.2% Points

+/- 5.8% Points

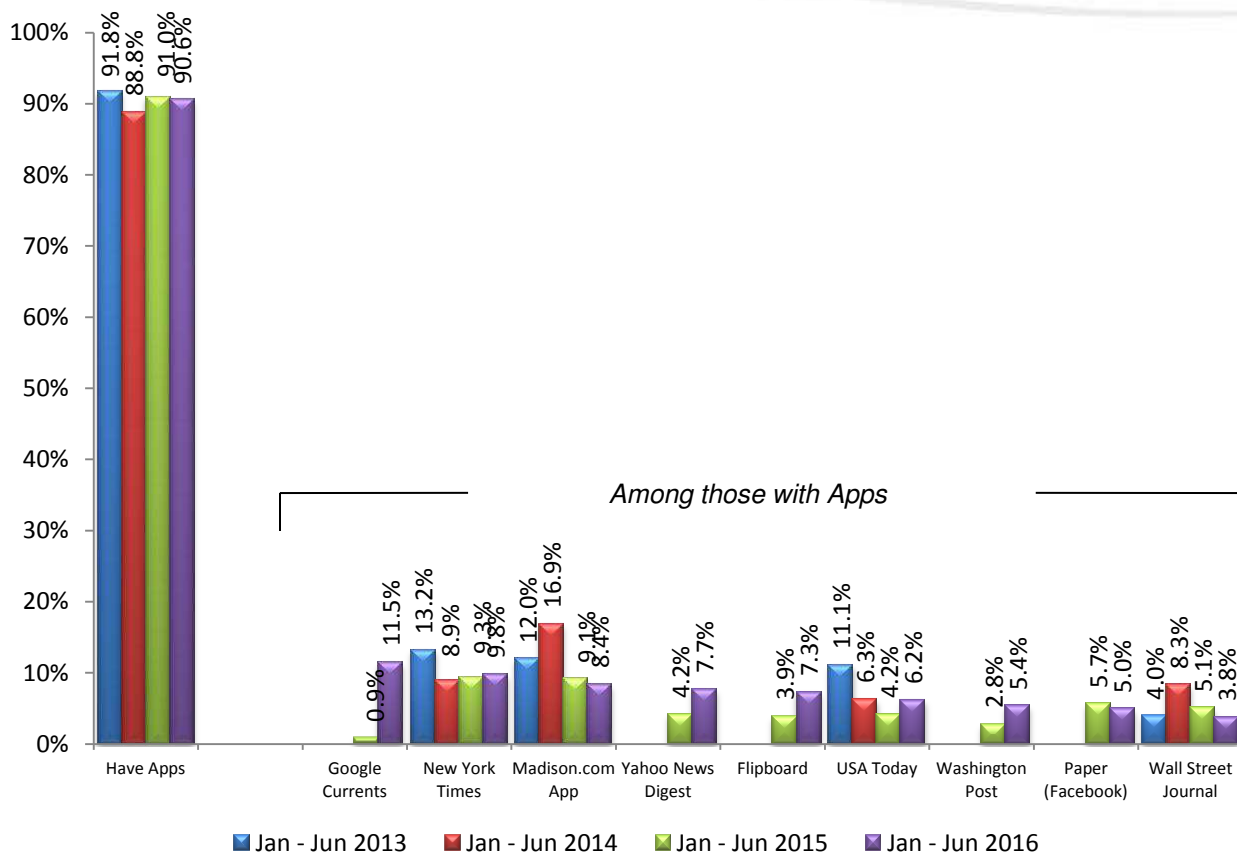
+/- 5.1% Points

+/- 5.1% 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?

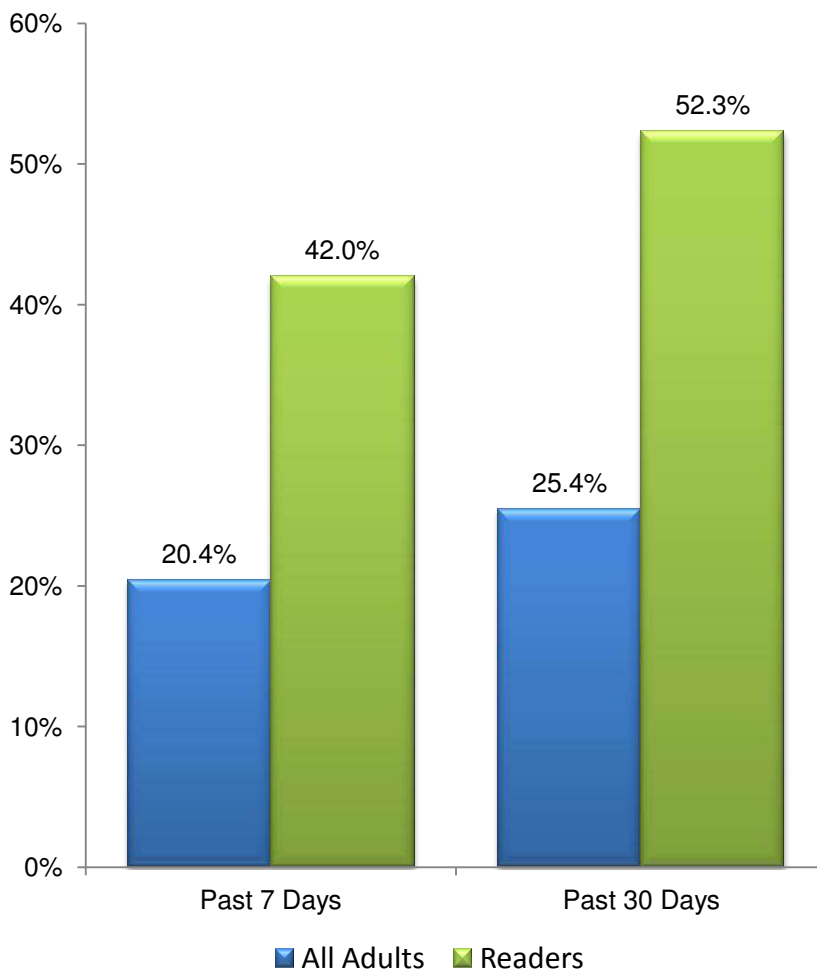


	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015	Jan - Jun 2016
Have Apps	91.8%	88.8%	91.0%	90.6%
Google Comments			0.9%	11.5%
New York Times	13.2%	8.9%	9.3%	9.8%
Madison.com App	12.0%	16.9%	9.1%	8.4%
Yahoo News Digest			4.2%	7.7%
Flipboard			3.9%	7.3%
USA Today	11.1%	6.3%	4.2%	6.2%
Washington Post			2.8%	5.4%
Paper (Facebook)			5.7%	5.0%
Wall Street Journal	4.0%	8.3%	5.1%	3.8%

Base: Adults who own a tablet or cell phone capable of accessing the internet/email
 (n=243) (n=363) (n=234) (n=350)
 Margin of Error: +/- 6.3% Points +/- 5.1% Points +/- 6.4% Points +/- 5.2% Points

Preprint Readership

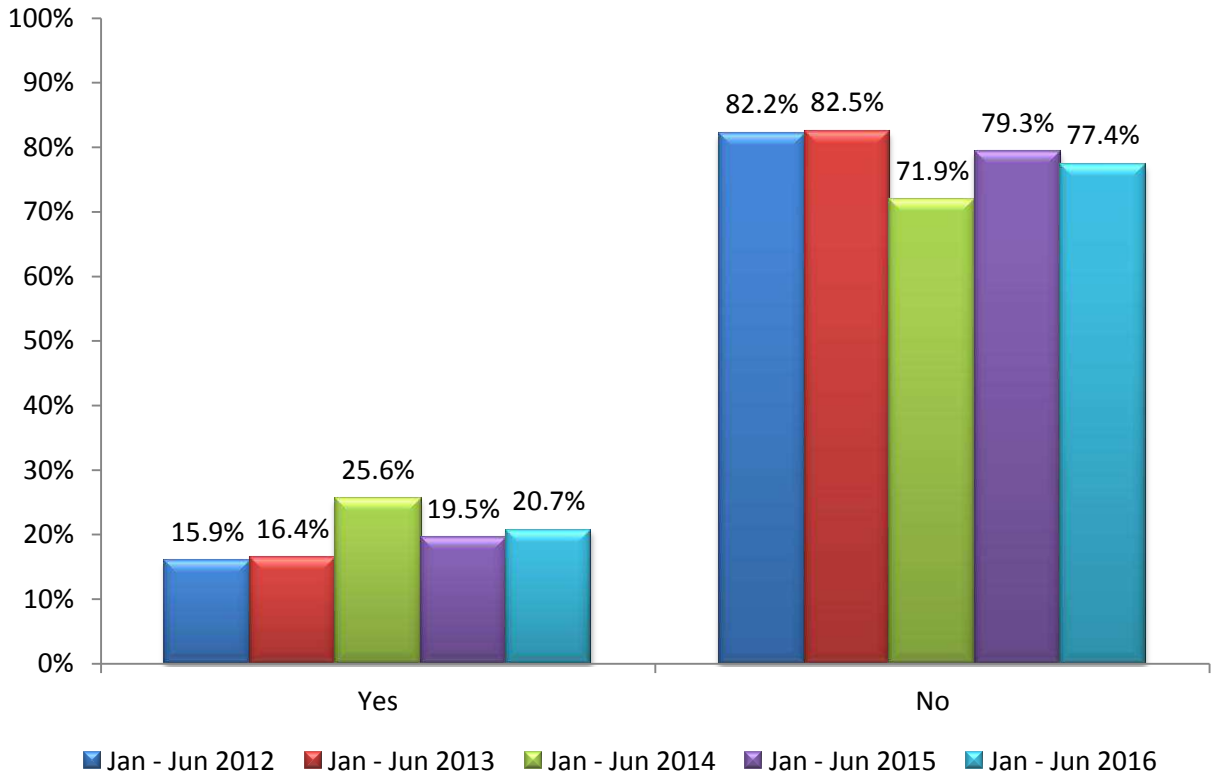
Q: In the past 30 days have you read preprinted advertising in the newspaper? In the past 7 days?



	All Adults							Readers						
	Jan - Jun 2010	Jan - Jun 2011	Jan - Jun 2012	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015	Jan - Jun 2016	Jan - Jun 2010	Jan - Jun 2011	Jan - Jun 2012	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015	Jan - Jun 2016
Past 7 Days	32.6%	32.0%	30.5%	26.3%	25.5%	25.8%	20.4%	53.2%	47.2%	47.5%	43.4%	43.2%	40.0%	42.0%
Past 30 Days	39.9%	41.0%	39.6%	35.9%	35.4%	34.1%	25.4%	65.0%	60.4%	61.7%	59.3%	60.1%	52.8%	52.3%
Base:	(n=601)	(n=601)	(n=600)	(n=600)	(n=600)	(n=498)	(n=501)	(n=393)	(n=427)	(n=404)	(n=407)	(n=404)	(n=338)	(n=285)
Margin of Error:	+/- 4.0% Points	+/- 4.0% Points	+/- 4.0% Points	+/- 4.0% Points	+/- 4.0% Points	+/- 4.4% Points	+/- 4.4% Points	+/- 4.9% Points	+/- 4.7% Points	+/- 4.9% Points	+/- 4.9% Points	+/- 4.9% Points	+/-5.3% Points	+/-5.8% Points

Television Service

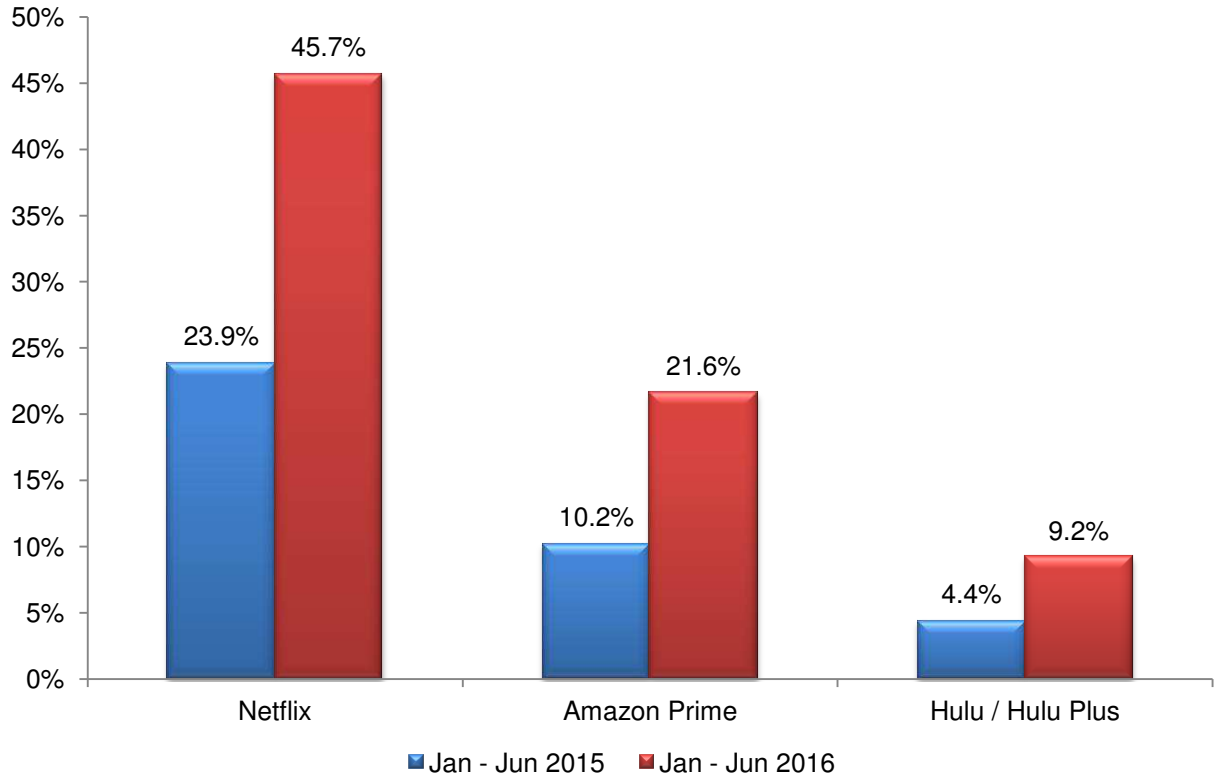
Q: During the past year, have you cancelled or cut back on your cable satellite TV service?



	Jan – Jun 2012	Jan – Jun 2013	Jan – Jun 2014	Jan – Jun 2015	Jan – Jun 2016
Yes	15.9%	16.4%	25.6%	19.5%	20.7%
No	82.2%	82.5%	71.9%	79.3%	77.4%
Base: All Adults	(n=600)	(n=600)	(n=600)	(n=498)	(n=501)
Margin of Error:	+/- 4.0% Points	+/- 4.0% Points	+/- 4.0% Points	+/- 4.4% Points	+/- 4.4% Points

Video Streaming Services

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



	Jan-Jun 2015	Jan-Jun 2016
Netflix	23.9%	45.7%
Amazon Prime	10.2%	21.6%
Hulu / Hulu Plus	4.4%	9.2%
Base: All Adults	(n=498)	(n=501)
Margin of Error:	+/- 4.4% Points	+/- 4.4% Points