

LEE ENTERPRISES AUDIENCE REPORT

JAN 2015 – JUN 2015

THE ^{onwi.com}TIMES

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Methodology

HOW: Telephone Survey

WHO: Randomly Selected Adults In Munster NDM

WHEN: January 2015 – June 2015

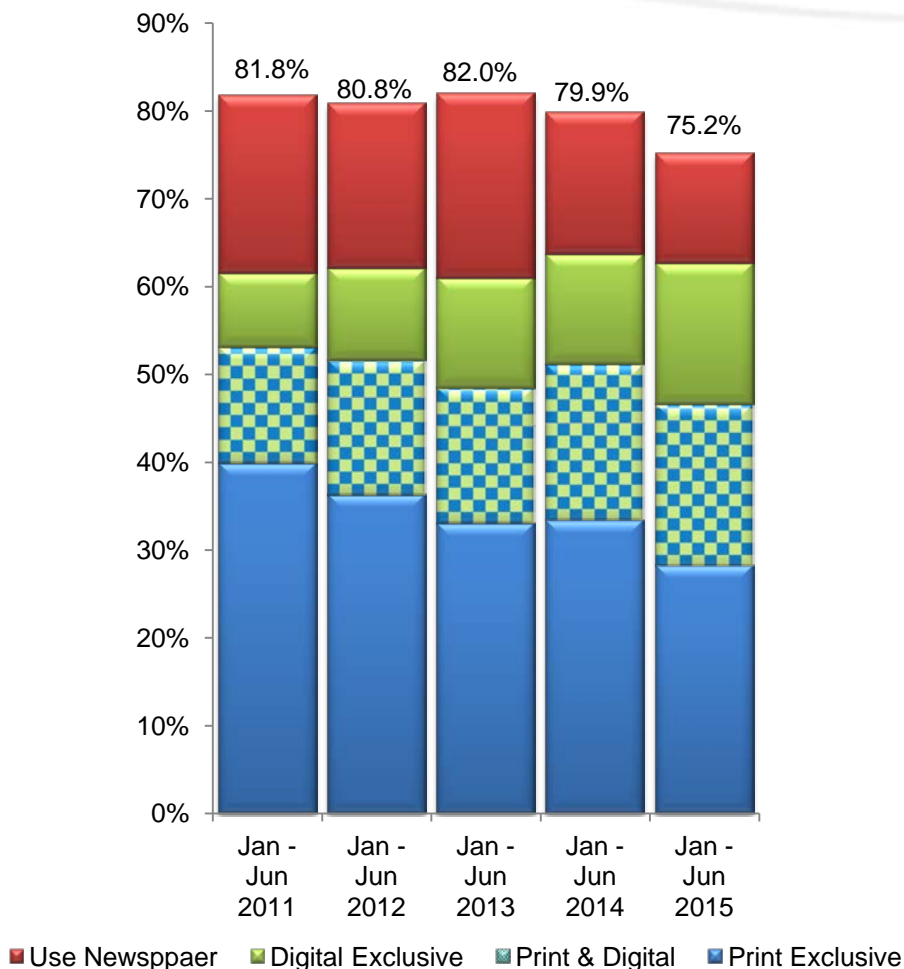
CONDUCTED BY: Thoroughbred Research, Louisville, KY

SAMPLE SIZE: 499 Total Interviews of Adults 18+

MARGIN OF ERROR: Total Sample (n=499) +/- 4.4% Points
Total Internet Sample (n=382) +/- 5.0% Points

Print + Digital Reach

Q: Have you accessed NWI.com digitally, read or used The 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	40.8%	43.4%	39.9%	36.3%	33.0%	33.4%	28.2%
Print & Digital	13.2%	10.4%	13.2%	15.3%	15.5%	17.8%	18.4%
Digital Exclusive	6.5%	8.4%	8.4%	10.5%	12.5%	12.5%	16.1%
Use Newspaper	-	20.2%	20.3%	18.7%	21.0%	16.2%	12.5%
Total Reach	60.5%	82.4%	81.8%	80.8%	82.0%	79.9%	75.2%

Base: All Adults (n=600) (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 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

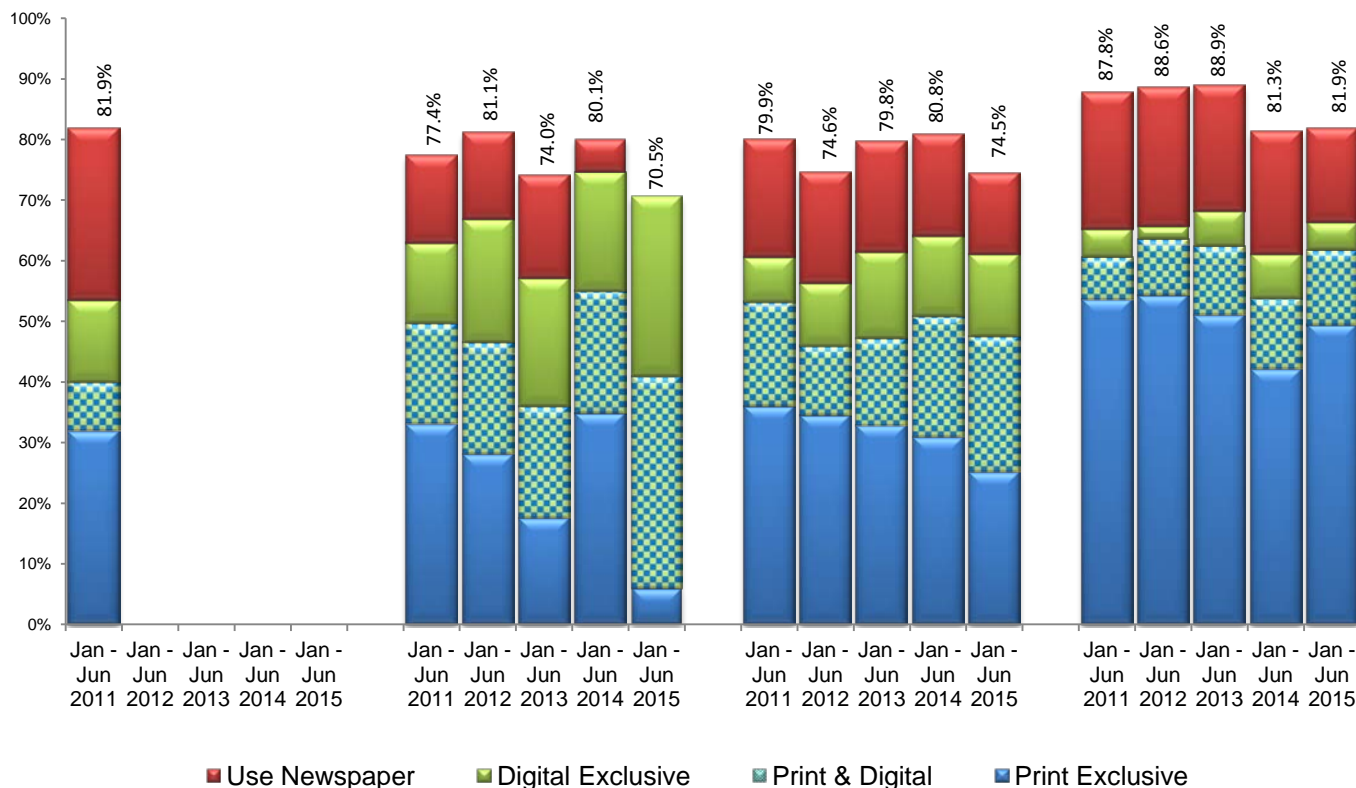
Q: Have you accessed NWI.com digitally, read or used The Times' or done both in the past 7 days?

**Ages
18-29**

**Ages
30-39**

**Ages
40-59**

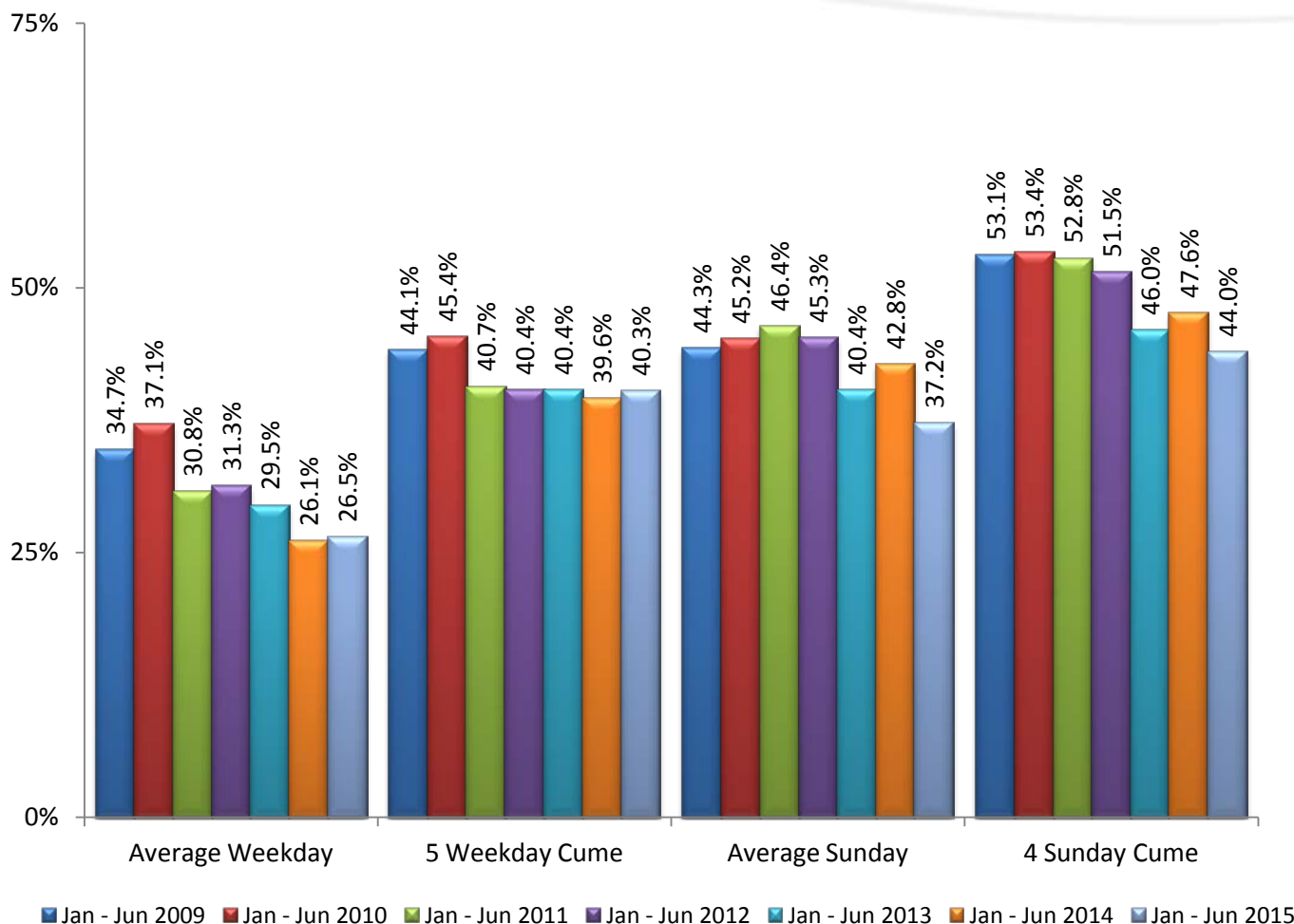
**Ages
60+**



Past 7 Days	Ages 18-29	Ages 30-39	Ages 40-59	Ages 60+
Print Exclusive		5.9%	25.1%	49.4%
Digital Exclusive	Sample Size	29.5%	13.5%	4.6%
Print & Digital	Too Small	35.1%	22.4%	12.3%
Use Newspaper		0.0%	13.5%	15.6%
Total Reach		70.5%	74.5%	81.9%
Base:		(n=17)	(n=160)	(n=302)
Margin of Error:		+/- 23.8% Points	+/- 7.7% Points	+/- 5.6% Points

Average Readership

Q: Did you read *The 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	34.7%	37.1%	30.8%	31.3%	29.5%	26.1%	26.5%
5 Weekday Cume	44.1%	45.4%	40.7%	40.4%	40.4%	39.6%	40.3%
Average Sunday	44.3%	45.2%	46.4%	45.3%	40.4%	42.8%	37.2%
4 Sunday Cume	53.1%	53.4%	52.8%	51.5%	46.0%	47.6%	44.0%

Base: All Adults

(n=600)

(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

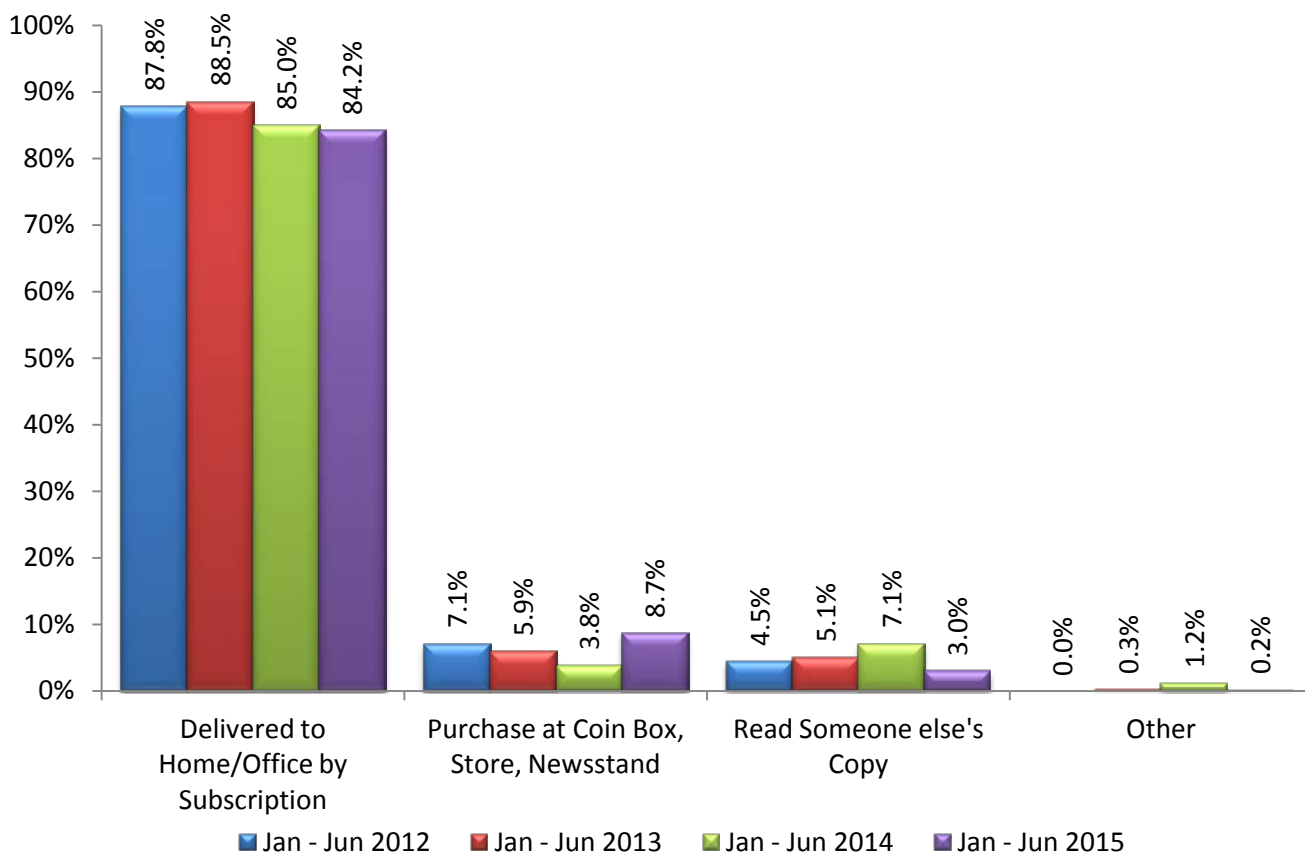
+/- 4.0% Points

+/- 4.0% Points

+/- 4.4% Points

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	87.8%	88.5%	85.0%	84.2%
Purchase at coin box, store, or newsstand	7.1%	5.9%	3.8%	8.7%
Read someone else's copy	4.5%	5.1%	7.1%	3.0%
Other	0.0%	0.3%	1.2%	0.2%

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

Margin of Error:

(n=229)

+/- 6.5% Points

(n=236)

+/- 6.4% Points

(n=199)

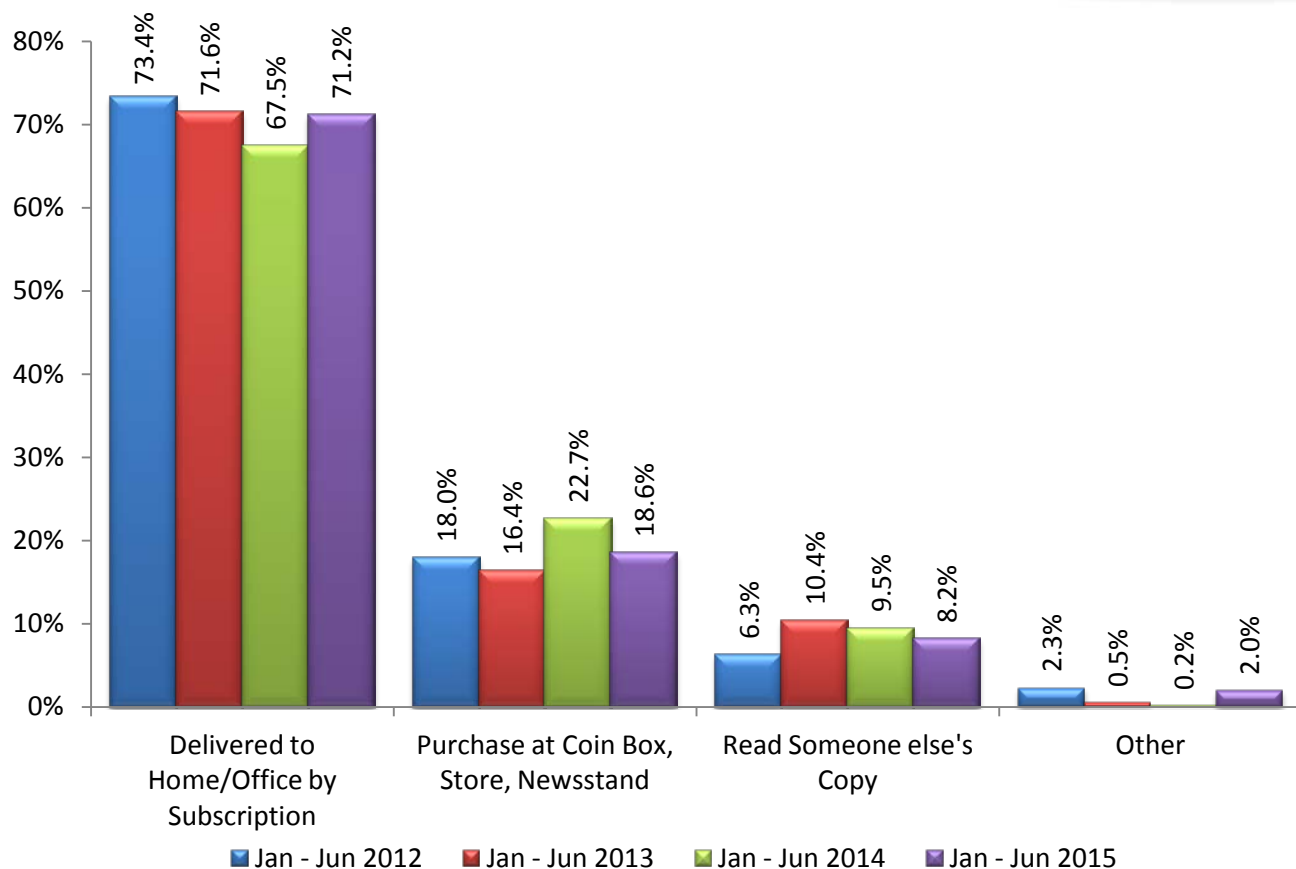
+/- 6.9% Points

(n=201)

+/- 6.9% 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	73.4%	71.6%	67.5%	71.2%
Purchase at coin box, store, or newsstand	18.0%	16.4%	22.7%	18.6%
Read someone else's copy	6.3%	10.4%	9.5%	8.2%
Other	2.3%	0.5%	0.2%	2.0%

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

Margin of Error:

(n=331)

+/- 5.4% Points

(n=316)

+/- 5.5% Points

(n=308)

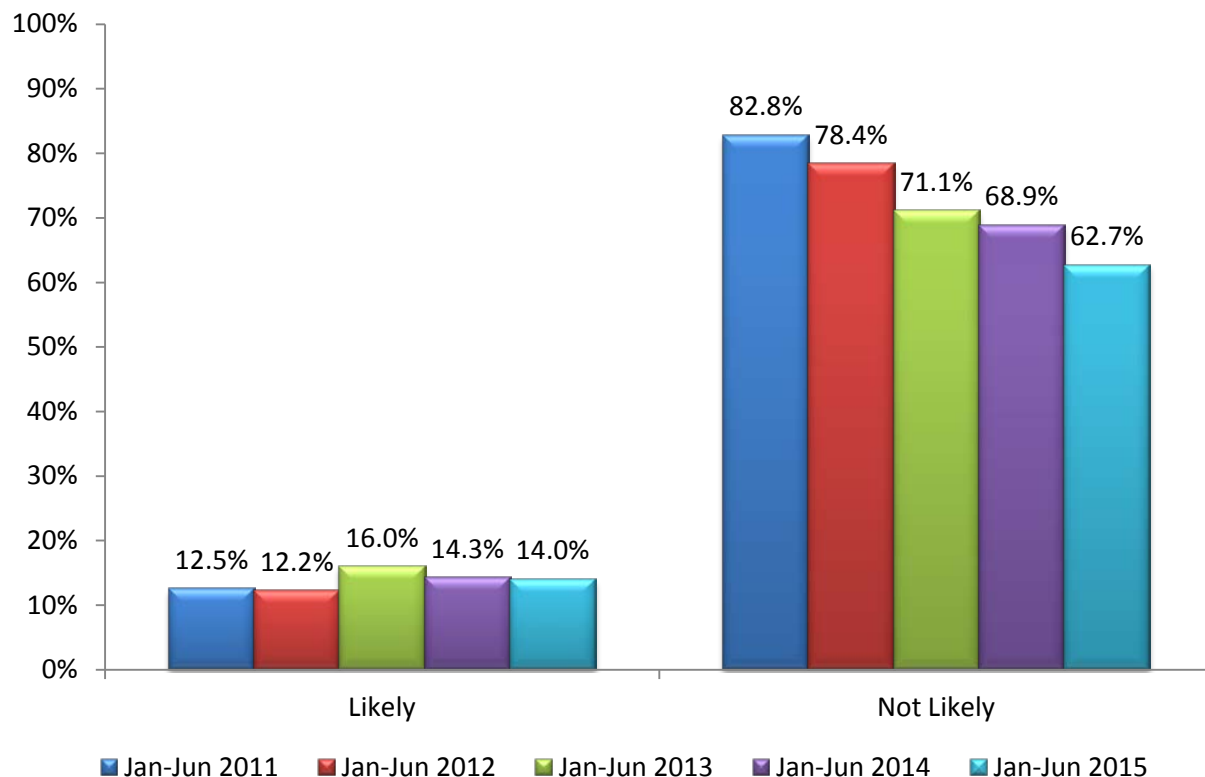
+/- 5.6% Points

(n=274)

+/- 5.9% Points

Likelihood of Discontinuing Print Readership

Q: You identified yourself as a person who reads The Times' 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	12.5%	12.2%	16.0%	14.3%	14.0%
Not Likely	82.8%	78.4%	71.1%	68.9%	62.7%
Base: Adults who read both in print and online	(n=70)	(n=73)	(n=73)	(n=87)	(n=70)
Margin of Error:	+/-11.7% Points	+/-11.5% Points	+/-11.5% Points	+/-10.5% Points	+/-11.7% Points

Print + Digital Demographics

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

Jan – Jun 2015	Market	Print Exclusive	Digital Exclusive	Print & Digital	Use Newspaper	None
Male	48.9%	48.6%	41.3%	39.1%	57.7%	57.0%
Female	51.1%	51.4%	58.7%	60.9%	42.3%	43.0%
Ages 18-29	16.3%	9.2%	31.9%	4.6%	20.6%	20.6%
Ages 30-39	14.9%	3.2%	27.2%	28.4%	0.0%	17.7%
Ages 40-59	38.7%	34.6%	32.4%	47.0%	41.7%	39.7%
Ages 60+	30.2%	53.1%	8.5%	20.0%	37.7%	22.0%
Median Age	48.1	60.8	37.9	44.5	54.5	47.8
Children Under 18 at home	39.5%	23.2%	51.2%	50.9%	18.3%	52.4%
Lived In Area Less Than Five Years	6.0%	2.7%	11.1%	6.3%	1.6%	8.3%
6 - 10 Years	16.7%	15.1%	19.8%	13.0%	11.4%	21.7%
11 - 14 Years	5.5%	7.6%	7.4%	6.9%	1.1%	3.1%
15 - 20 Years	20.4%	21.4%	13.5%	22.1%	18.1%	23.8%
21 Years +	51.4%	53.2%	48.2%	51.7%	67.8%	43.2%
Median Length of Residence	21.3	21.6	20.2	21.3	23.6	19.3
Less than \$35K Household Income	25.2%	26.2%	33.2%	12.7%	22.8%	29.7%
\$35K - \$50K	8.0%	7.5%	2.7%	10.6%	12.9%	8.5%
\$50K - \$75K	20.8%	30.0%	8.1%	18.9%	21.8%	22.8%
\$75K+	46.0%	36.3%	56.1%	57.8%	42.5%	39.0%
Median Household Income (\$000)	\$70.3	\$65.7	\$81.5	\$82.7	\$66.4	\$62.9
High School Grad or Less	26.8%	29.0%	19.0%	11.0%	59.9%	24.5%
Some College	35.3%	38.9%	52.7%	29.9%	20.1%	31.3%
4 Year College or More	24.3%	20.1%	12.9%	41.1%	12.1%	30.1%
Graduate Degree	13.6%	11.9%	15.4%	18.1%	7.8%	14.1%
Base: All Adults	(n=499)	(n=206)	(n=44)	(n=78)	(n=75)	(n=96)
Margin of Error:	+/- 4.4% Points	+/- 6.8% Points	+/- 14.8% Points	+/- 11.1% Points	+/- 11.3% Points	+/- 10.0% Points

Print + Digital Demographics

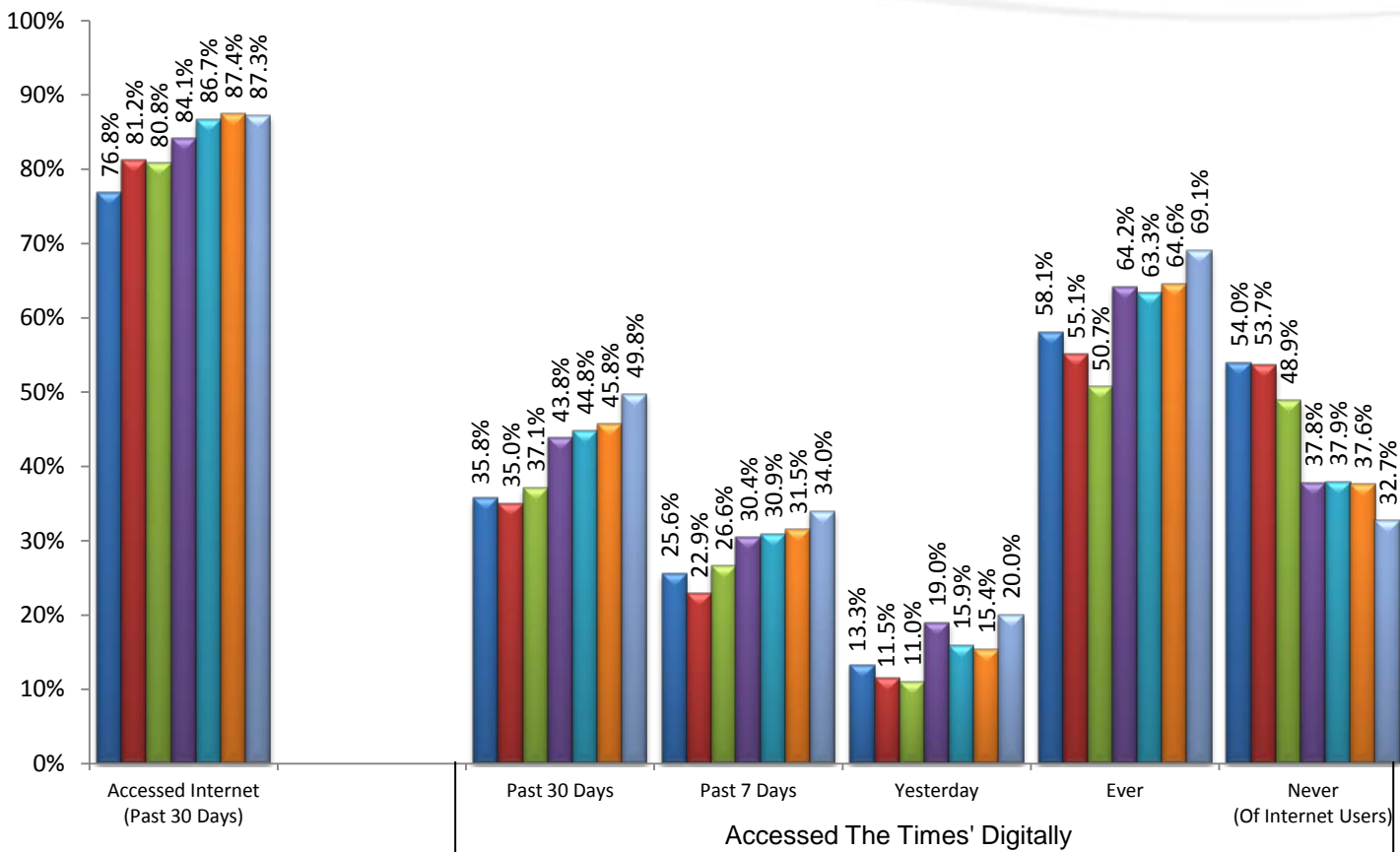
Q: Have you accessed NWI.com digitally, read or used The Times' or done both in the past 7 days?

Jan – Jun 2015	Market	Print Readers	Digital Readers	None
Male	48.9%	44.9%	40.2%	57.2%
Female	51.1%	55.1%	59.8%	42.8%
Ages 18-29	16.3%	7.4%	17.3%	20.6%
Ages 30-39	14.9%	13.2%	27.8%	11.8%
Ages 40-59	38.7%	39.5%	40.2%	40.4%
Ages 60+	30.2%	40.0%	14.7%	27.3%
Median Age	48.1	54.4	41.3	44.8
Children Under 18 at home	39.5%	34.2%	51.0%	41.0%
Lived In Area Less Than Five Years	6.0%	4.1%	8.6%	6.1%
6 - 10 Years	16.7%	14.3%	16.2%	18.3%
11 - 14 Years	5.5%	7.3%	7.1%	2.4%
15 - 20 Years	20.4%	21.7%	18.1%	21.9%
21 Years +	51.4%	52.6%	50.1%	51.4%
Median Length of Residence	21.3	21.5	21.0	21.3
Less than \$35K Household Income	25.2%	19.9%	22.3%	28.0%
\$35K - \$50K	8.0%	8.9%	6.9%	9.6%
\$50K - \$75K	20.8%	24.8%	13.8%	22.6%
\$75K+	46.0%	46.3%	57.0%	39.8%
Median Household Income (\$000)	\$70.3	\$71.4	\$82.1	\$63.6
High School Grad or Less	26.8%	21.9%	14.8%	36.4%
Some College	35.3%	35.4%	40.6%	27.5%
4 Year College or More	24.3%	28.4%	27.8%	24.1%
Graduate Degree	13.6%	14.3%	16.8%	12.0%
Base: All Adults	(n=499)	(n=284)	(n=122)	(n=171)
Margin of Error:	+/- 4.4% Points	+/- 5.8% Points	+/- 8.9% Points	+/- 7.5% Points

Internet Access & NWI.com Usage

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

How about The Times' 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)	76.8%	81.2%	80.8%	84.1%	86.7%	87.4%	87.3%
Accessed The Times' Digitally Past 30 Days	35.8%	35.0%	37.1%	43.8%	44.8%	45.8%	49.8%
Accessed The Times' Digitally Past 7 Days	25.6%	22.9%	26.6%	30.4%	30.9%	31.5%	34.0%
Accessed The Times' Digitally Yesterday	13.3%	11.5%	11.0%	19.0%	15.9%	15.4%	20.0%
Accessed The Times' Digitally Ever	58.1%	55.1%	50.7%	64.2%	63.3%	64.6%	69.1%
Never Accessed The Times' Digitally (Internet Users)	54.0%	53.7%	48.9%	37.8%	37.9%	37.6%	32.7%

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

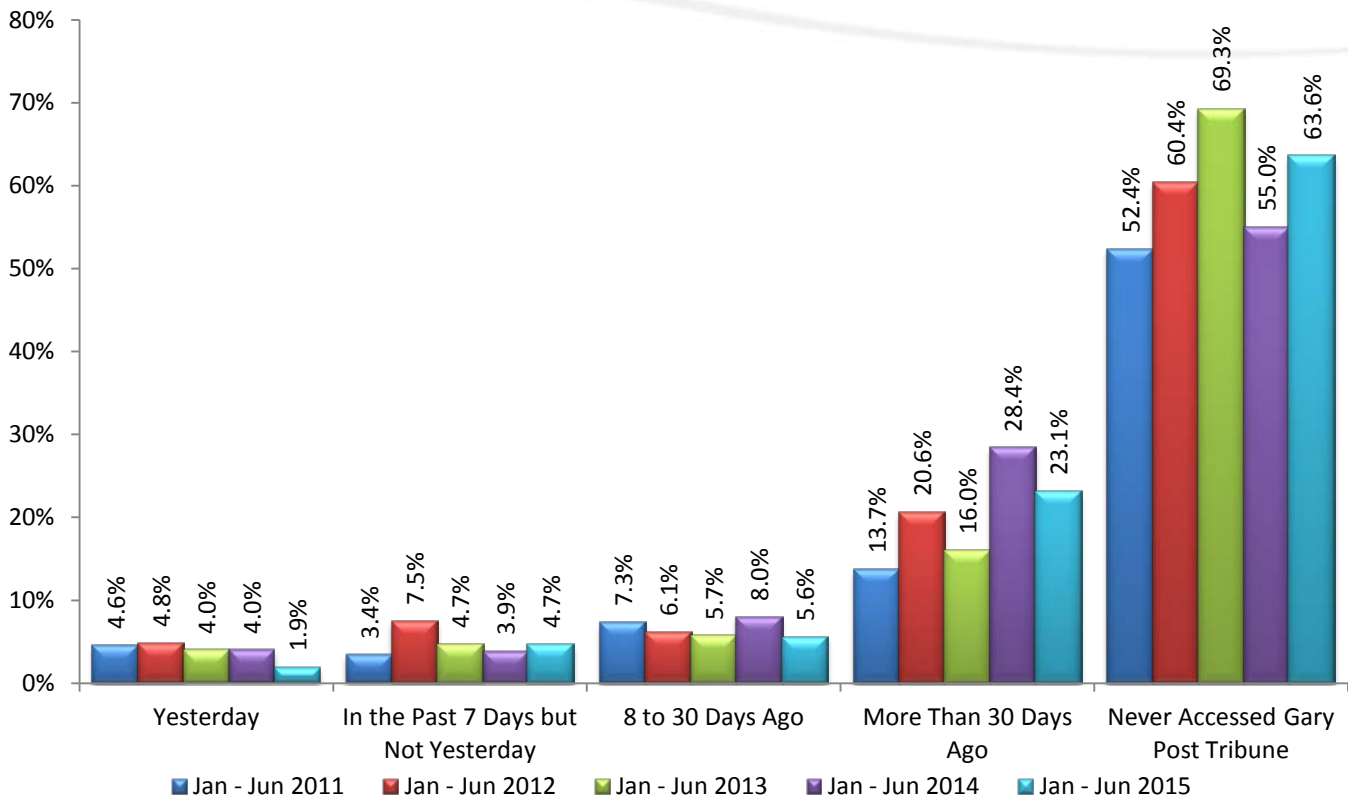
(n=415) (n=450) (n=440) (n=454) (n=462) (n=473) (n=382)

+/- 4.8% Points +/- 4.6% Points +/- 4.7% Points +/- 4.6% Points +/- 4.6% Points +/- 4.5% Points +/-5.0% Points

Margin of Error:

Gary Post-Tribune Website

Q: When was the last time, if ever, you read or looked at the website for the Gary Post-Tribune?



	Jan – Jun 2011	Jan – Jun 2012	Jan – Jun 2013	Jan – Jun 2014	Jan – Jun 2015
Yesterday	4.6%	4.8%	4.0%	4.0%	1.9%
In the Past 7 Days but Not Yesterday	3.4%	7.5%	4.7%	3.9%	4.7%
8 to 30 Days Ago	7.3%	6.1%	5.7%	8.0%	5.6%
More Than 30 Days Ago	13.7%	20.6%	16.0%	28.4%	23.1%
Never Accessed Gary Post Tribune	52.4%	60.4%	69.3%	55.0%	63.6%

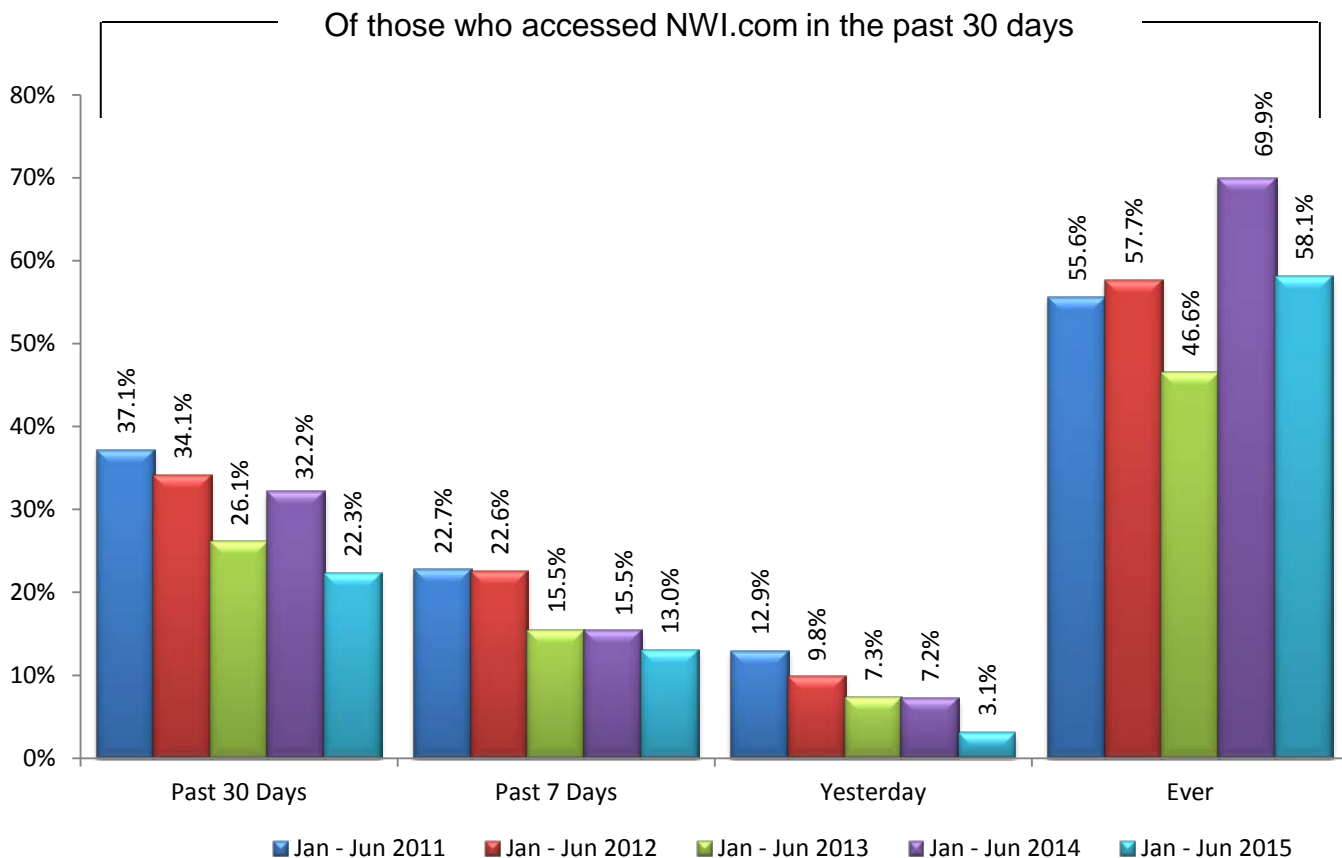
Base: Adults who have accessed the internet in the past 30 days with any device.

Margin of Error:

(n= 440)	(n= 454)	(n= 482)	(n= 473)	(n= 414)
+/- 4.7% Points	+/- 4.6% Points	+/- 4.5% Points	+/- 4.5% Points	+/- 4.8% Points

NWI.com 30-Day Users Who Also Accessed The Gary-Post Tribune Online

Q: When was the last time, if ever, you read or looked at NWI.com?
The Gary Post-Tribune?



Accessed the Gary Post-Tribune	Jan – Jun 2011	Jan – Jun 2012	Jan – Jun 2013	Jan – Jun 2014	Jan – Jun 2015
Past 30 Days	37.1%	34.1%	26.1%	32.2%	22.3%
Past 7 Days	22.7%	22.6%	15.5%	15.5%	13.0%
Yesterday	12.9%	9.8%	7.3%	7.2%	3.1%
Ever	55.6%	57.7%	46.6%	69.9%	58.1%

Base: Adults who have accessed NWI.com past 30 days.

(n= 156)

(n= 177)

(n= 183)

(n= 190)

(n= 157)

Margin of Error:

+/- 7.8% Points

+/- 7.4% Points

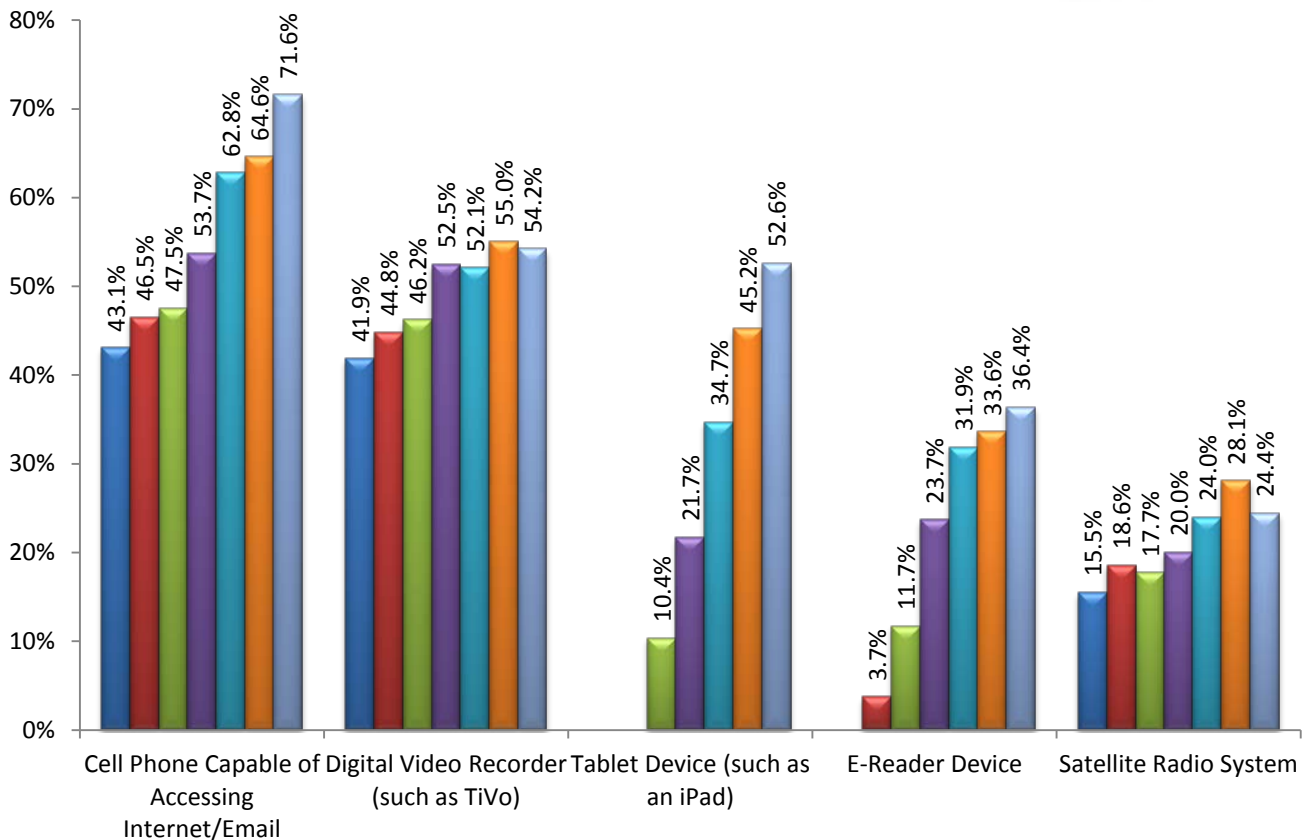
+/- 7.2% Points

+/- 7.1% Points

+/- 7.8% 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	43.1%	46.5%	47.5%	53.7%	62.8%	64.6%	71.6%
Digital Video Recorder (such as TiVo)	41.9%	44.8%	46.2%	52.5%	52.1%	55.0%	54.2%
Tablet Device (such as an iPad)	-	-	10.4%	21.7%	34.7%	45.2%	52.6%
E-Reader Device	-	3.7%	11.7%	23.7%	31.9%	33.6%	36.4%
Satellite Radio System	15.5%	18.6%	17.7%	20.0%	24.0%	28.1%	24.4%

Base: All Adults

(n=600)

(n=600)

(n=600)

(n=601)

(n=600)

(n=600)

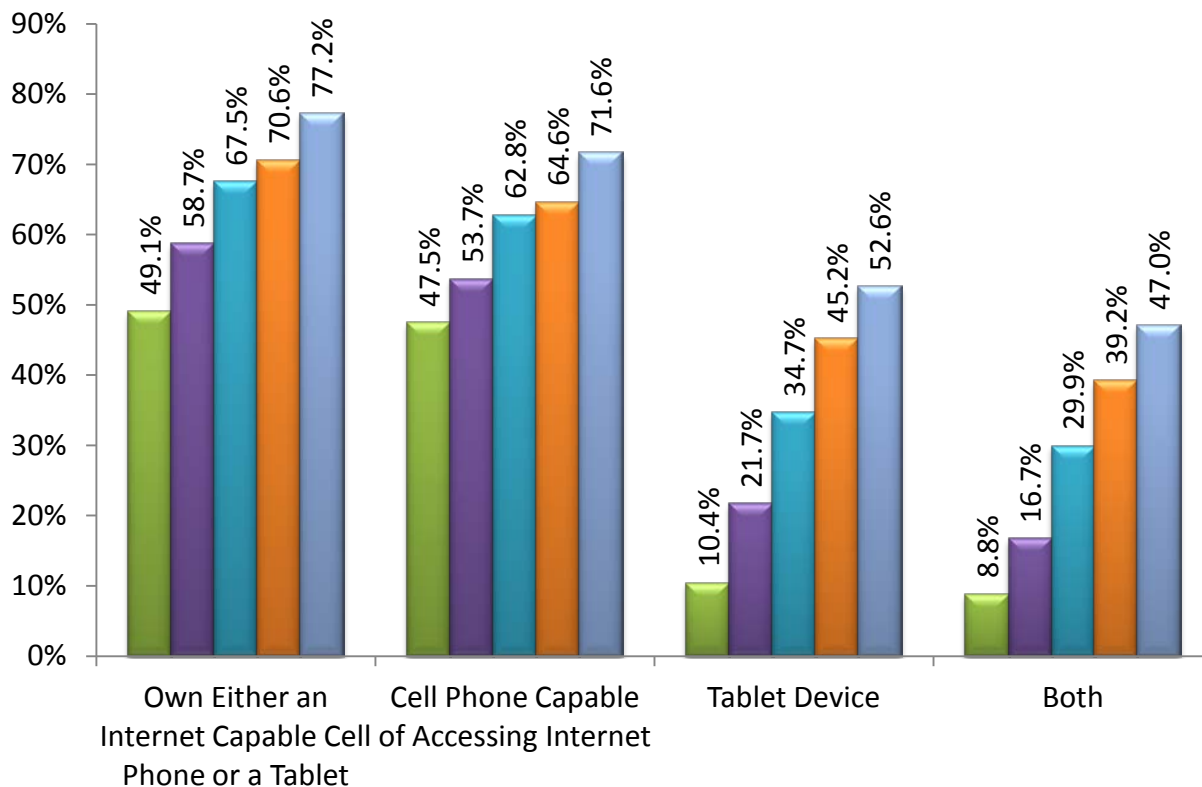
(n=499)

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

	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	49.1%	58.7%	67.5%	70.6%	77.2%
Cell Phone Capable of Accessing Internet/Email	47.5%	53.7%	62.8%	64.6%	71.6%
Tablet Device	10.4%	21.7%	34.7%	45.2%	52.6%
Both	8.8%	16.7%	29.9%	39.2%	47.0%

Base: All Adults

(n=600)

(n=601)

(n=600)

(n=600)

(n=499)

Margin of Error:

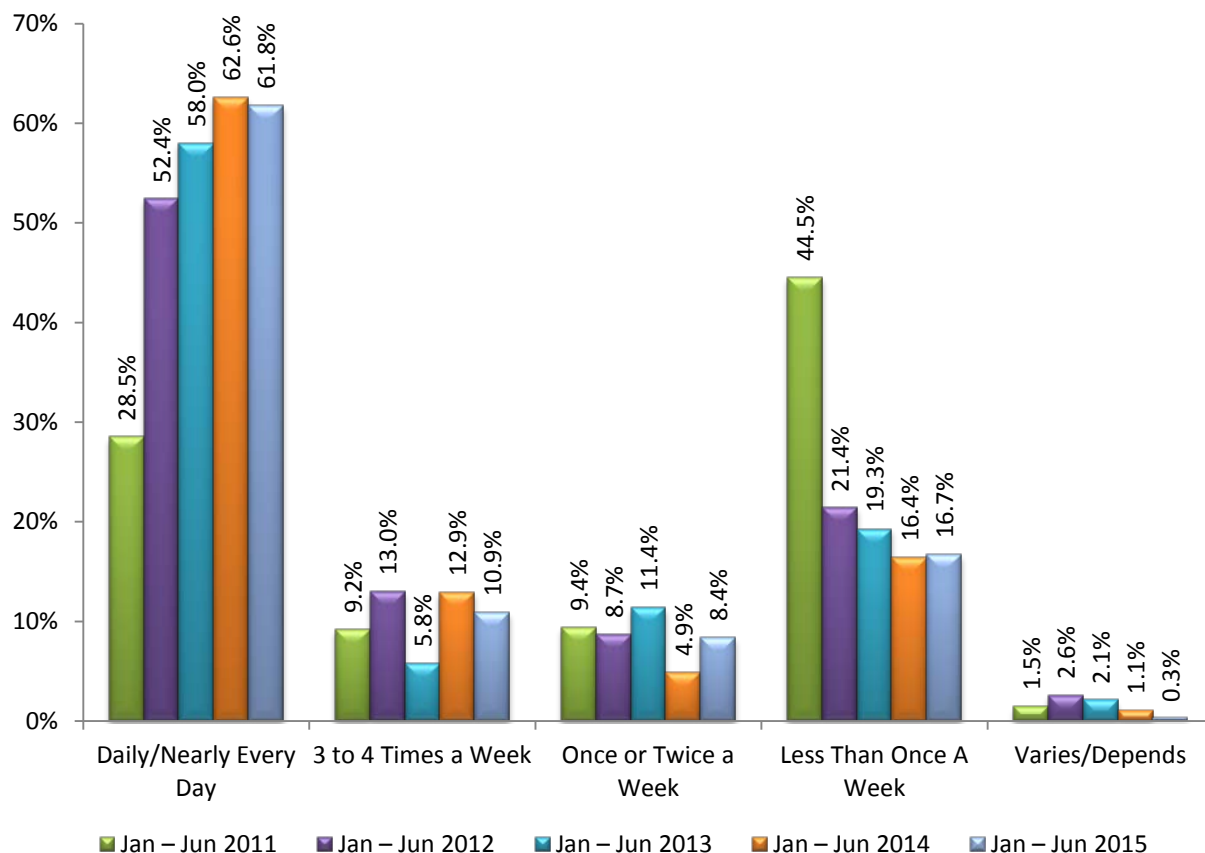
+/- 4.0% Points

+/- 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	28.5%	52.4%	58.0%	62.6%	61.8%
3 to 4 Times a Week	9.2%	13.0%	5.8%	12.9%	10.9%
Once or Twice a Week	9.4%	8.7%	11.4%	4.9%	8.4%
Less Than Once A Week	44.5%	21.4%	19.3%	16.4%	16.7%
Varies/Depends	1.5%	2.6%	2.1%	1.1%	0.3%

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

(n=236)

(n=277)

(n=327)

(n=348)

(n=320)

Margin of Error:

+/- 6.4% Points

+/- 5.9% Points

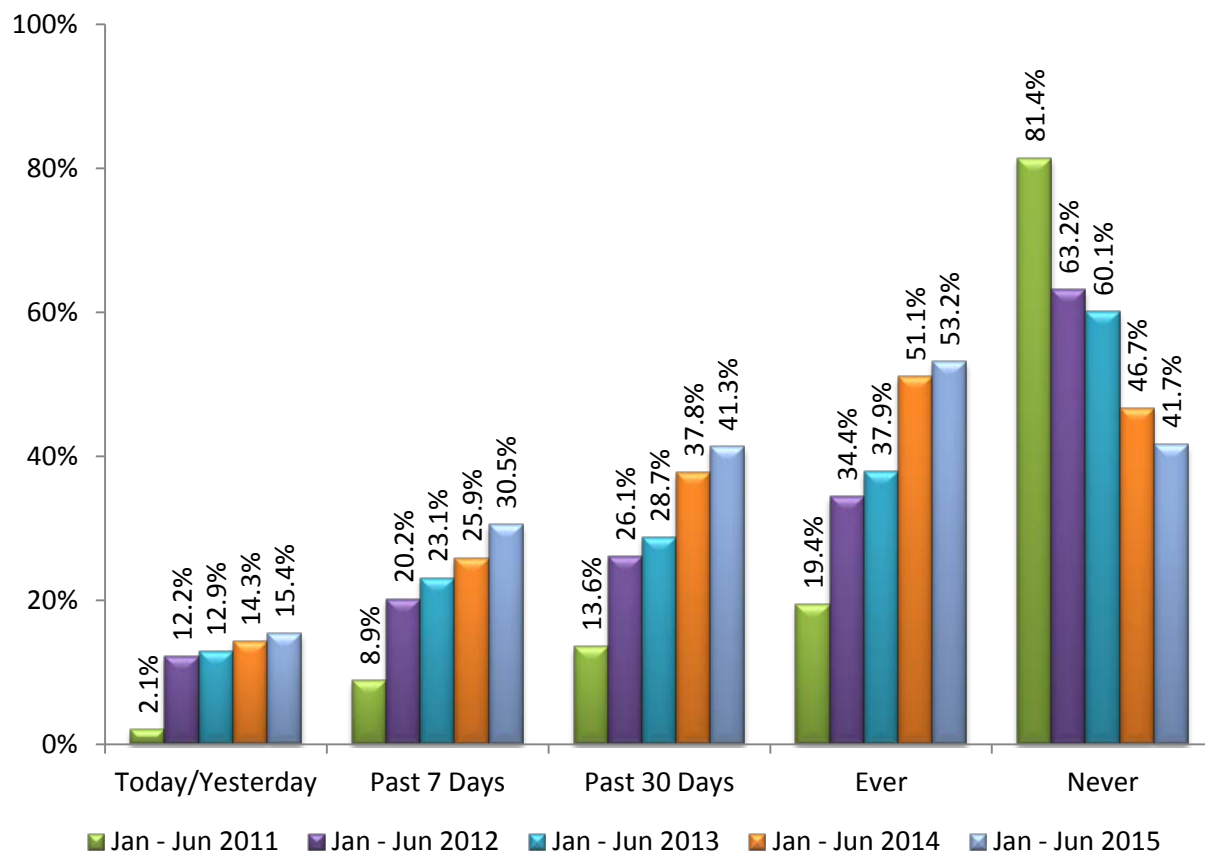
+/- 5.4% Points

+/- 5.3% Points

+/-5.3% Points

Last Time Accessed NWI.com Via Mobile Device

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



	Jan – Jun 2011	Jan – Jun 2012	Jan – Jun 2013	Jan – Jun 2014	Jan – Jun 2015
Today/Yesterday	2.1%	12.2%	12.9%	14.3%	15.4%
Past 7 Days	8.9%	20.2%	23.1%	25.9%	30.5%
Past 30 Days	13.6%	26.1%	28.7%	37.8%	41.3%
Ever	19.4%	34.4%	37.9%	51.1%	53.2%
Never	81.4%	63.2%	60.1%	46.7%	41.7%

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

(n=236)

(n=277)

(n=327)

(n=348)

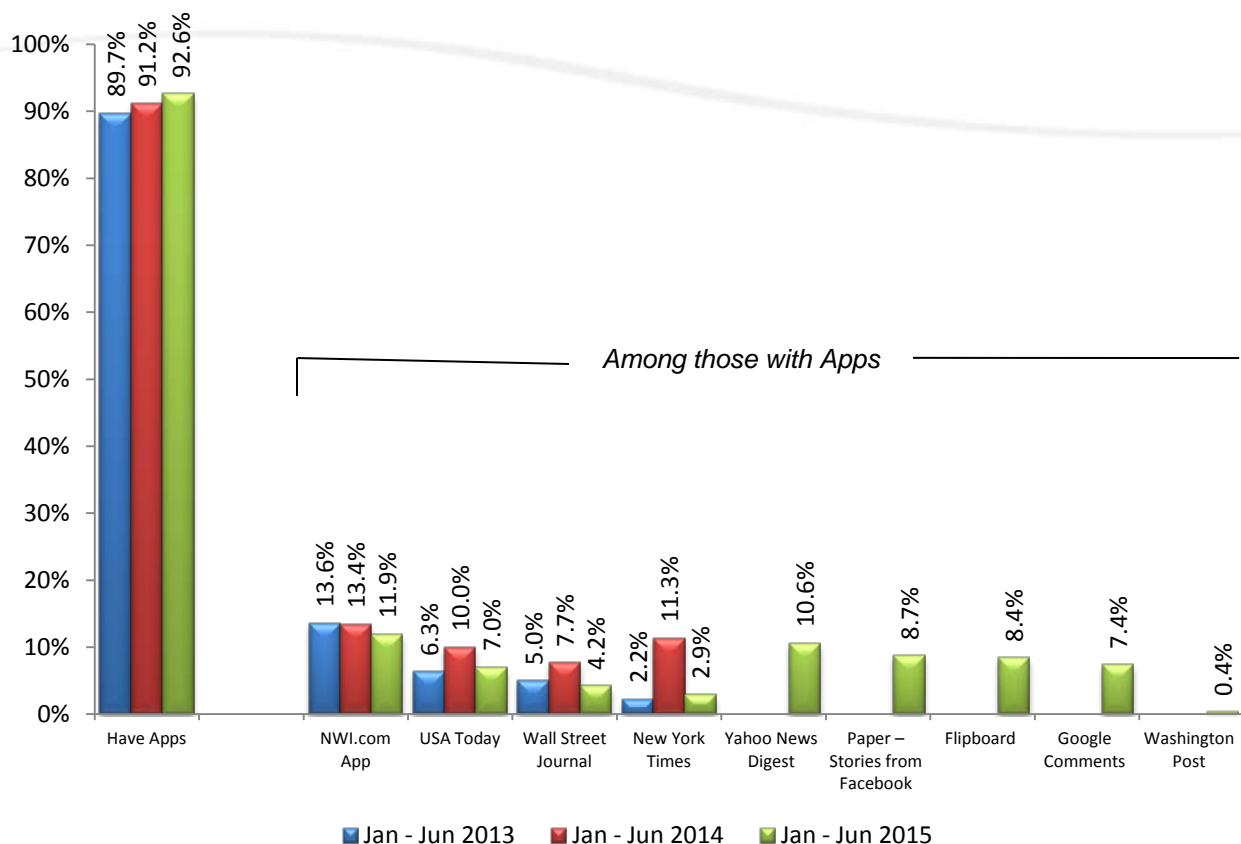
(n=320)

Margin of Error:

+/- 5.0% Points +/- 5.9% Points +/- 5.4% Points +/- 5.3% Points +/- 5.3% 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	82.6%	89.7%	91.2%	92.6%
NWI.com App	14.2%	13.6%	13.4%	11.9%
USA Today	9.4%	6.3%	10.0%	7.0%
Wall Street Journal	7.9%	5.0%	7.7%	4.2%
New York Times	6.3%	2.2%	11.3%	2.9%
Yahoo News Digest				10.6%
Paper – Stories from Facebook				8.7%
Flipboard				8.4%
Google Comments				7.4%
Washington Post				0.4%

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

Margin of Error:

(n=217)

+/- 6.7% Points

(n=271)

+/- 6.0% Points

(n=348)

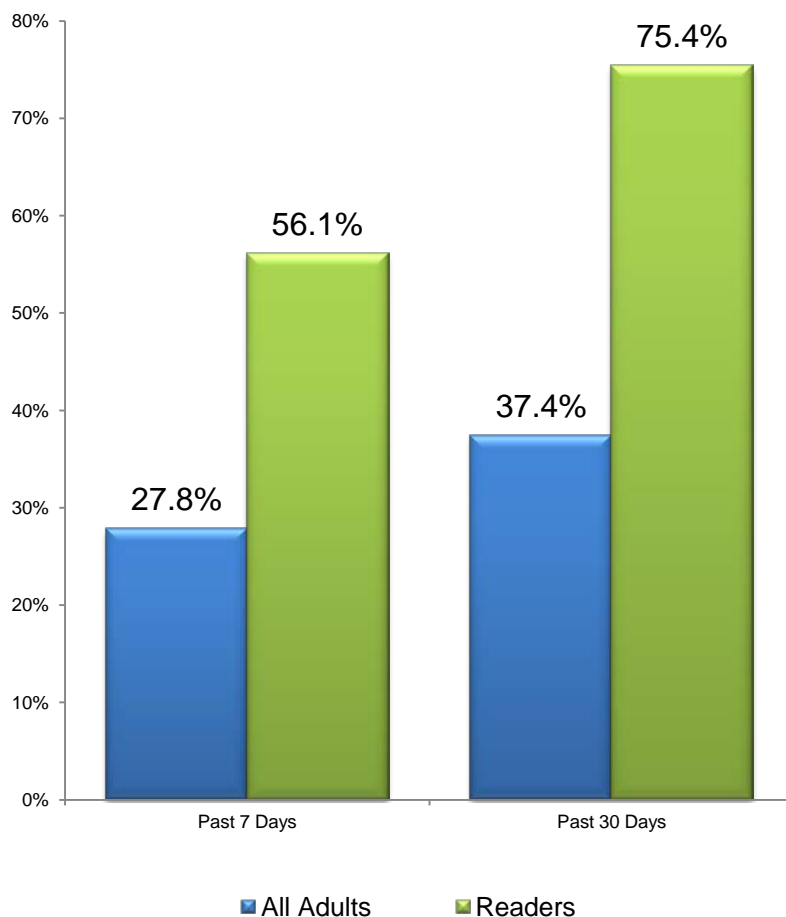
+/- 5.3% Points

(n=278)

+/- 5.9% Points

Preprint Readership

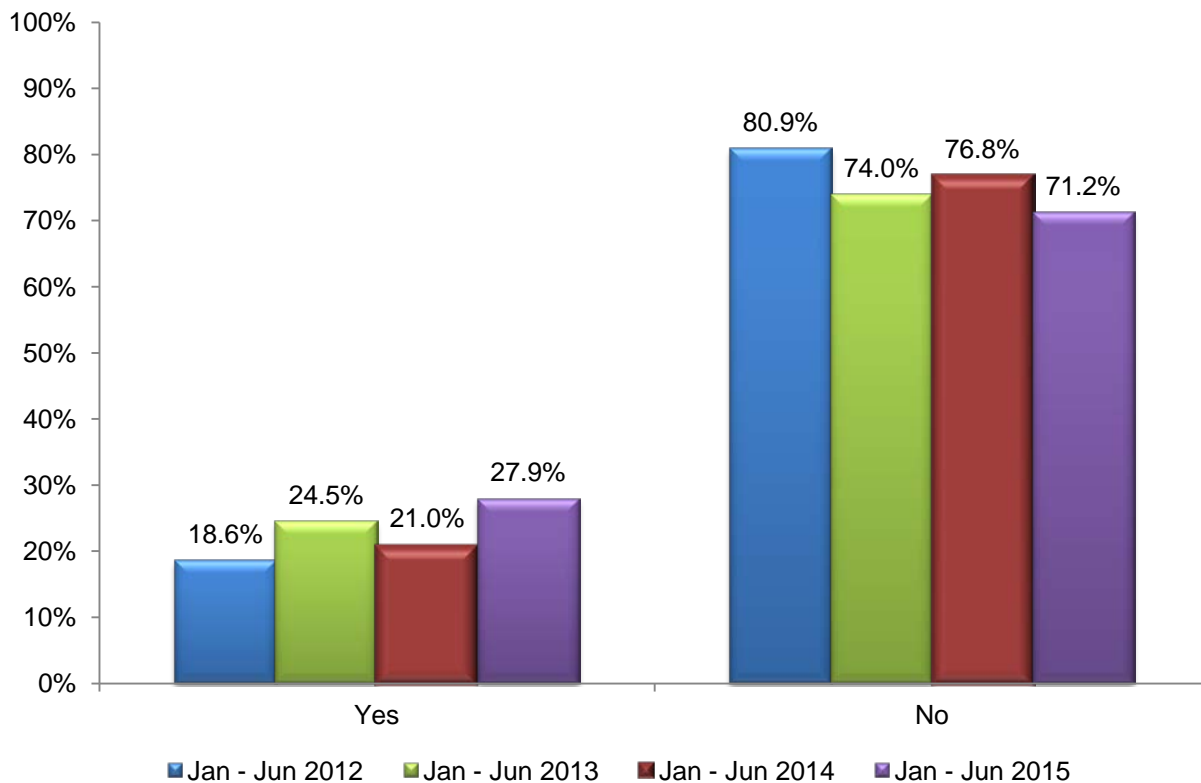
Q: In the past 30 days have you read preprinted advertising in the newspaper? In the past 7 days?



	All Adults							All 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	33.0%	35.0%	35.3%	35.3%	30.4%	30.6%	27.8%	55.5%	60.7%	61.6%	64.2%	60.0%	55.6%	56.1%
Past 30 Days	41.5%	44.7%	41.9%	41.4%	38.0%	37.4%	37.4%	69.8%	77.4%	73.1%	75.3%	75.1%	68.0%	75.4%
Base:	(n=600)	(n=600)	(n=600)	(n=601)	(n=600)	(n=600)	(n=499)	(n=358)	(n=358)	(n=356)	(n=353)	(n=342)	(n=340)	(n=298)
Margin of Error:	+/- 4.0% Points	+/- 4.0% Points	+/- 4.0% Points	+/- 4.0% Points	+/- 4.0% Points	+/- 4.0% Points	+/- 4.4% Points	+/- 5.2% Points	+/- 5.2% Points	+/- 5.2% Points	+/- 5.2% Points	+/- 5.3% Points	+/- 5.3% Points	+/- 5.7% Points

Television Service

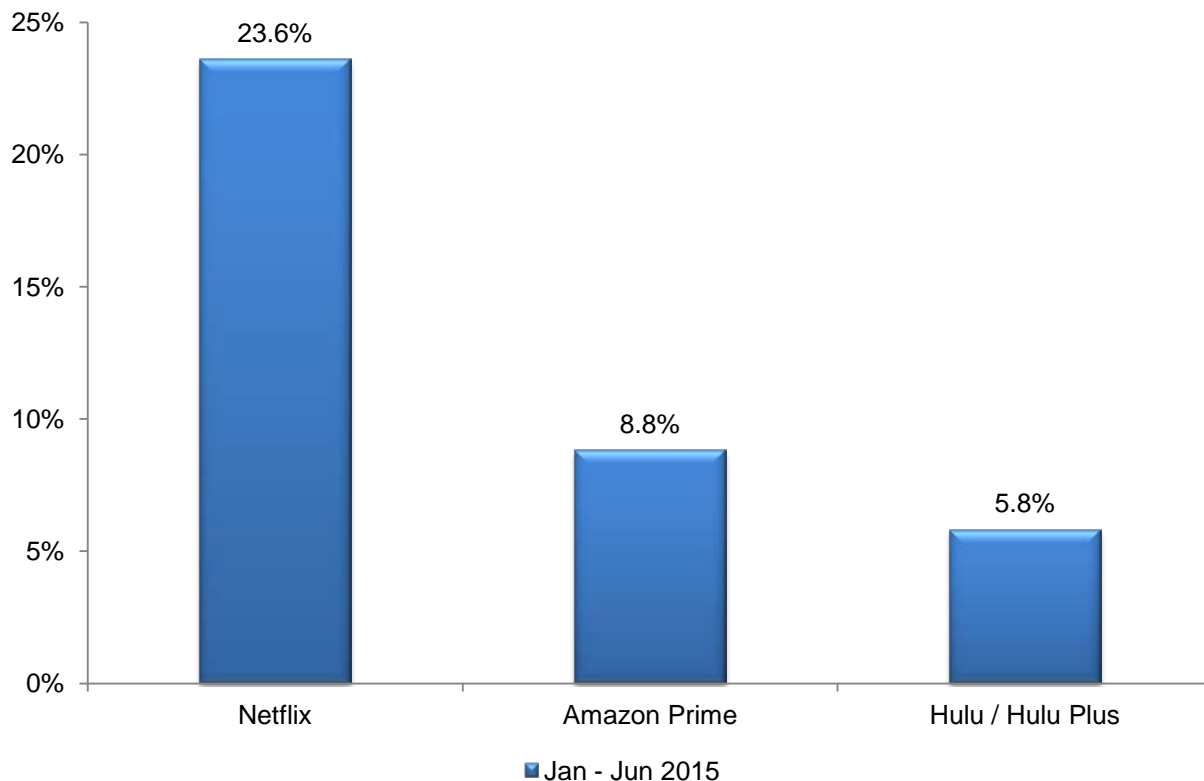
Q: During the past year, have you cancelled or cut back on your cable or satellite TV service?



	Jan – Jun 2012	Jan – Jun 2013	Jan – Jun 2014	Jan – Jun 2015
Yes	18.6%	24.5%	21.0%	27.9%
No	80.9%	74.0%	76.8%	71.2%
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	23.6%
Amazon Prime	8.8%
Hulu / Hulu Plus	5.8%

Base: All Adults
Margin of Error:

(n=499)
+/- 4.4% Points