

# LEE ENTERPRISES AUDIENCE REPORT

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JAN 2015 – JUN 2015



**River Valley**  
Newspaper Group

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# Methodology

**HOW:** Telephone Survey

**WHO:** Randomly Selected Adults In the La Crosse NDM & Winona NDM

**WHEN:** January 2015 – June 2015

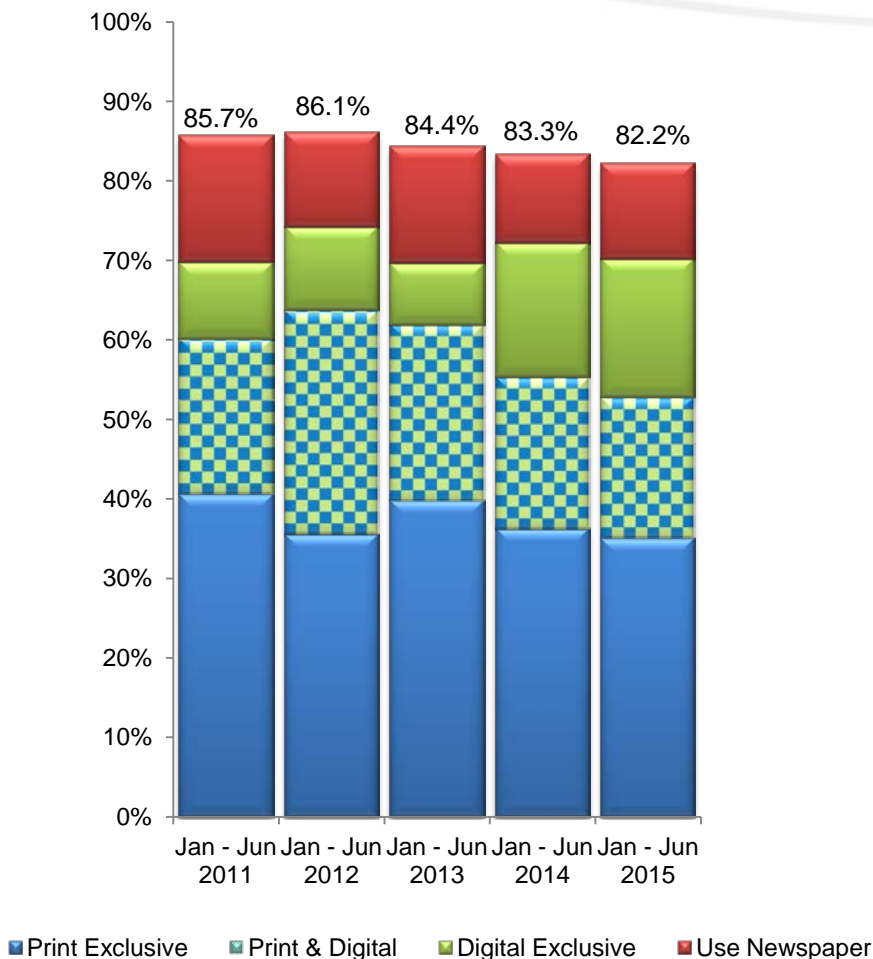
**CONDUCTED BY:** Thoroughbred Research, Louisville, KY

**SAMPLE SIZE:** 502 Total Interviews of Adults 18+

**MARGIN OF ERROR:** Total Sample (n=502) +/- 4.4% Points  
Total Internet Sample (n=372) +/- 5.1% Points

## Print + Digital Reach

Q: Have you accessed LT.com or WDN.com digitally, read or use The LT or WDN 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	50.5%	45.4%	40.6%	35.5%	39.8%	36.2%	35.0%
Digital Exclusive	6.8%	7.2%	9.7%	10.5%	7.7%	16.9%	17.5%
Print & Digital	17.7%	17.0%	19.5%	28.2%	22.1%	19.1%	17.7%
Use Newspaper	-	18.6%	15.9%	11.9%	14.8%	11.1%	12.0%
<b>Total Reach</b>	<b>75.0%</b>	<b>88.2%</b>	<b>85.7%</b>	<b>86.1%</b>	<b>84.4%</b>	<b>83.3%</b>	<b>82.2%</b>

Base: All Adults (n=601) (n=601) (n=600) (n=600) (n=600) (n=600) (n=502)  
 Margin of Error: +/- 4.0% Points +/- 4.0% Points +/- 4.0% Points +/- 4.0% Points +/- 4.0% Points +/- 4.0% Points +/- 4.4% Points

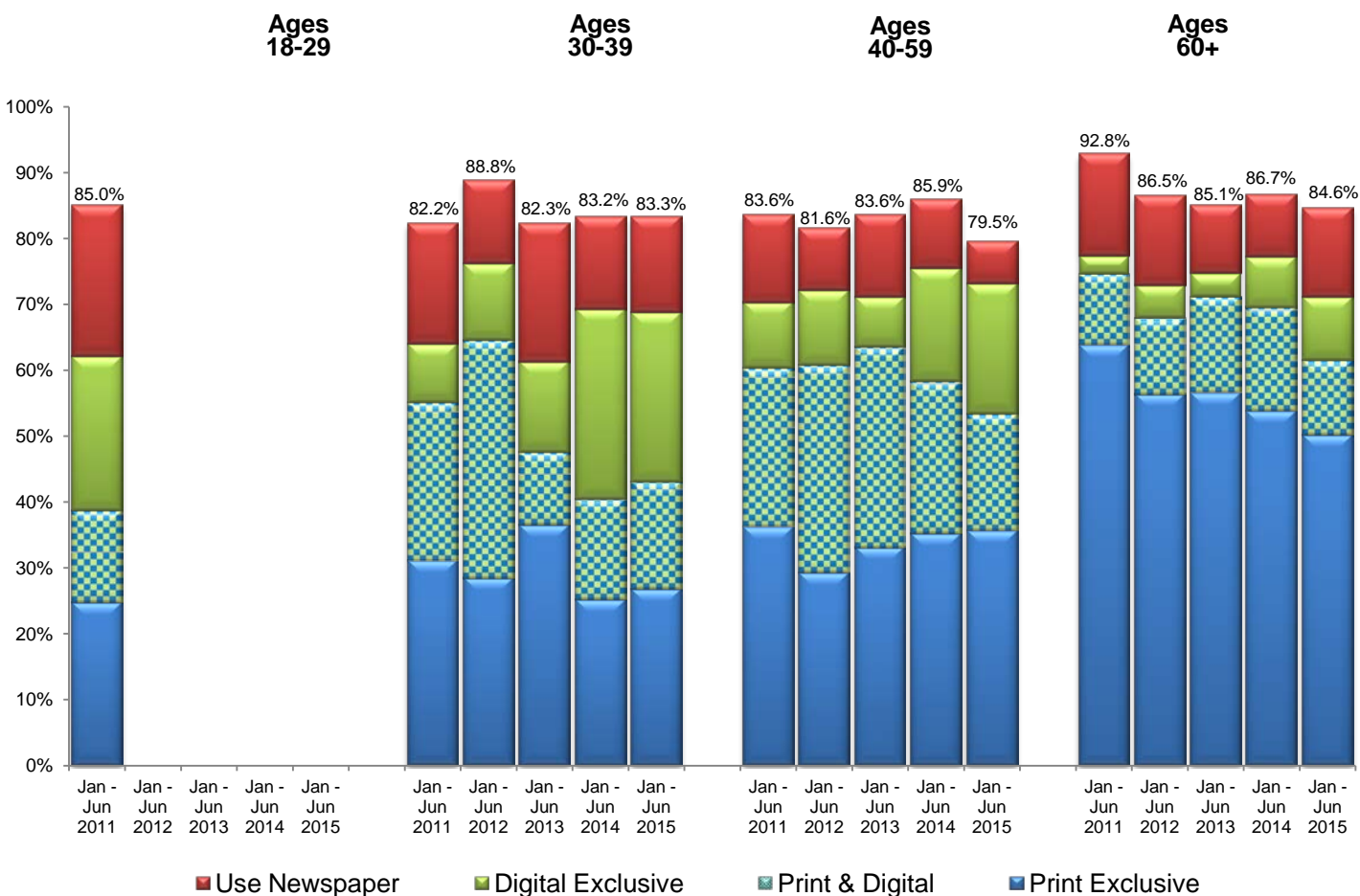
(Print = Read Print Past 7 Days, Digital = Visited Fixed Website, Mobile Website, Or Mobile App Past 7 Days)

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 LT or WDN 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 LT.com or WDN.com digitally, read or use The LT or WDN or done both in the past 7 days?



Past 7 Days	Ages 18-29	Ages 30-39	Ages 40-59	Ages 60+
Print Exclusive		26.8%	35.6%	50.1%
Digital Exclusive	Sample Size	25.6%	19.7%	9.6%
Print & Digital	Too Small	16.3%	17.8%	11.4%
Use Newspaper		14.6%	6.4%	13.5%
<b>Total Reach</b>		<b>83.3%</b>	<b>79.5%</b>	<b>84.6%</b>

Base:

(n=28)

(n=178)

(n=277)

Margin of Error:

+/- 18.5% Points

+/- 7.3% Points

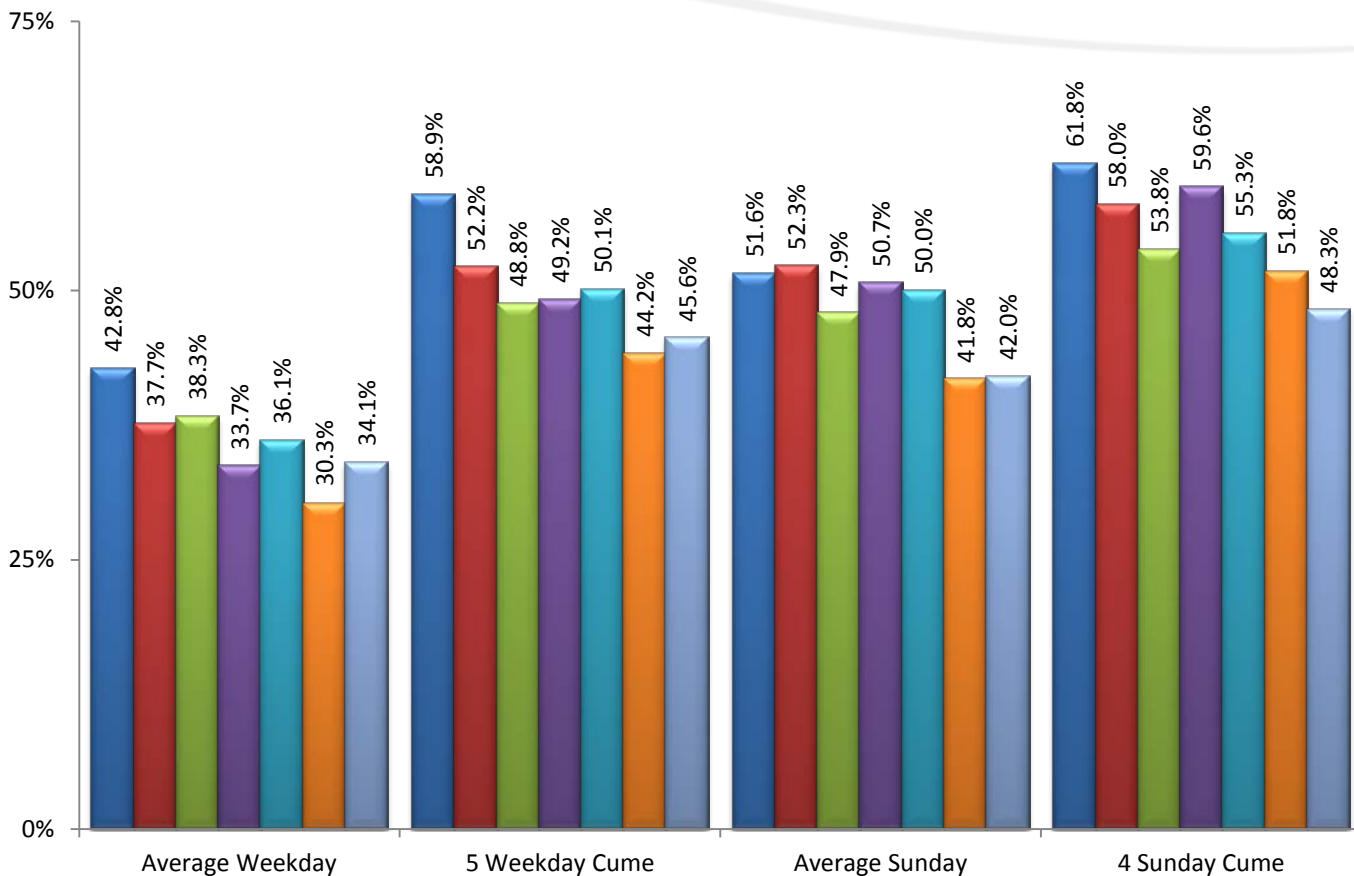
+/- 5.9% Points



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## Average Readership

Q: Did you read The LT or WDN 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	42.8%	37.7%	38.3%	33.7%	36.1%	30.3%	34.1%
5 Weekday Cume	58.9%	52.2%	48.8%	49.2%	50.1%	44.2%	45.6%
Average Sunday	51.6%	52.3%	47.9%	50.7%	50.0%	41.8%	42.0%
4 Sunday Cume	61.8%	58.0%	53.8%	59.6%	55.3%	51.8%	48.3%

Base: All Adults

(n=601)

(n=601)

(n=600)

(n=600)

(n=600)

(n=600)

(n=502)

Margin of Error:

+/- 4.0% Points

+/- 4.0% Points

+/- 4.0% Points

+/- 4.0% Points

+/- 4.0% Points

+/- 4.0% Points

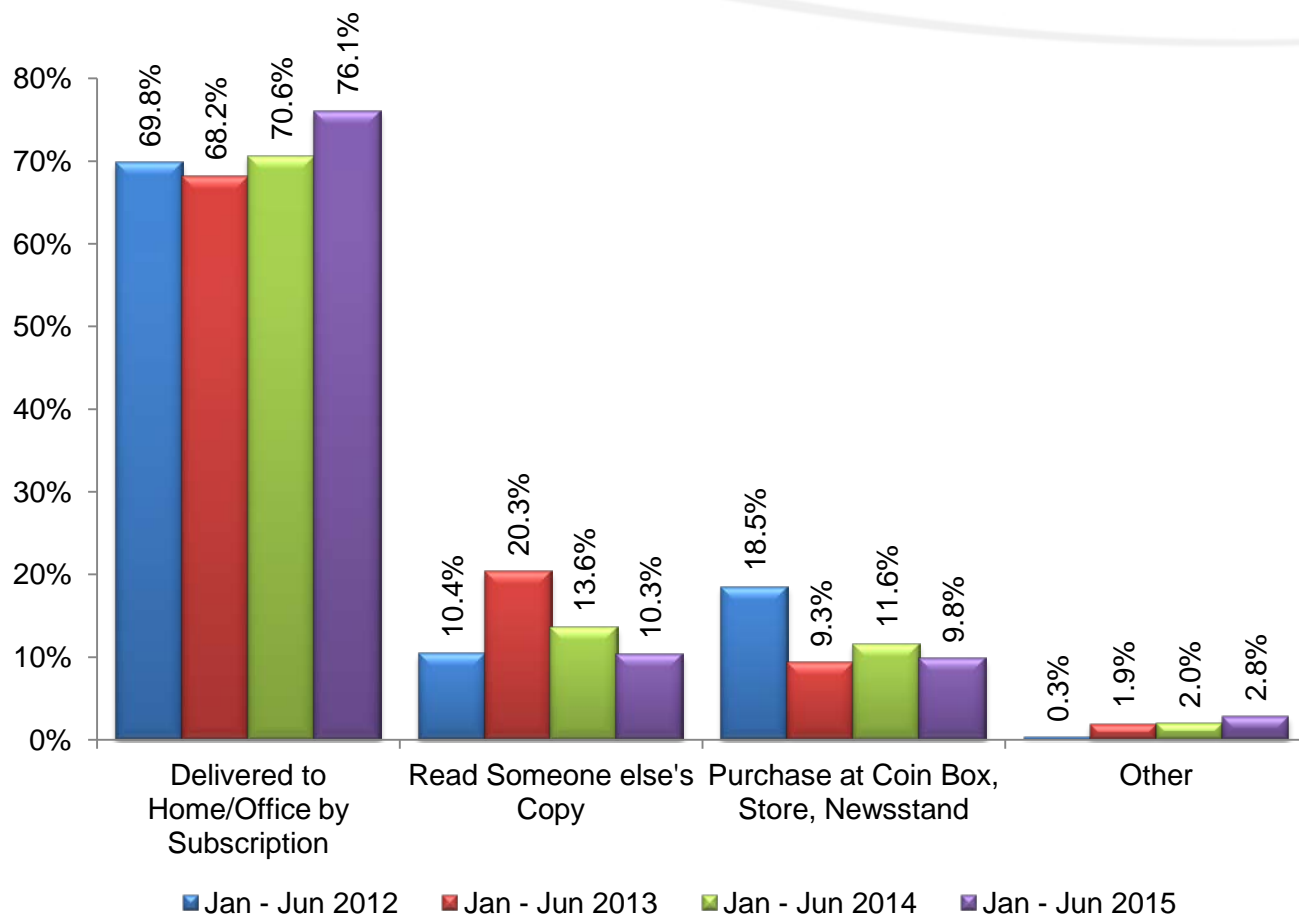
+/- 4.4% Points



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## 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	69.8%	68.2%	70.6%	<b>76.1%</b>
Read someone else's copy	10.4%	20.3%	13.6%	<b>10.3%</b>
Purchase at coin box, store, or newsstand	18.5%	9.3%	11.6%	<b>9.8%</b>
Other	0.3%	1.9%	2.0%	<b>2.8%</b>

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

Margin of Error:

(n=256)

(n=257)

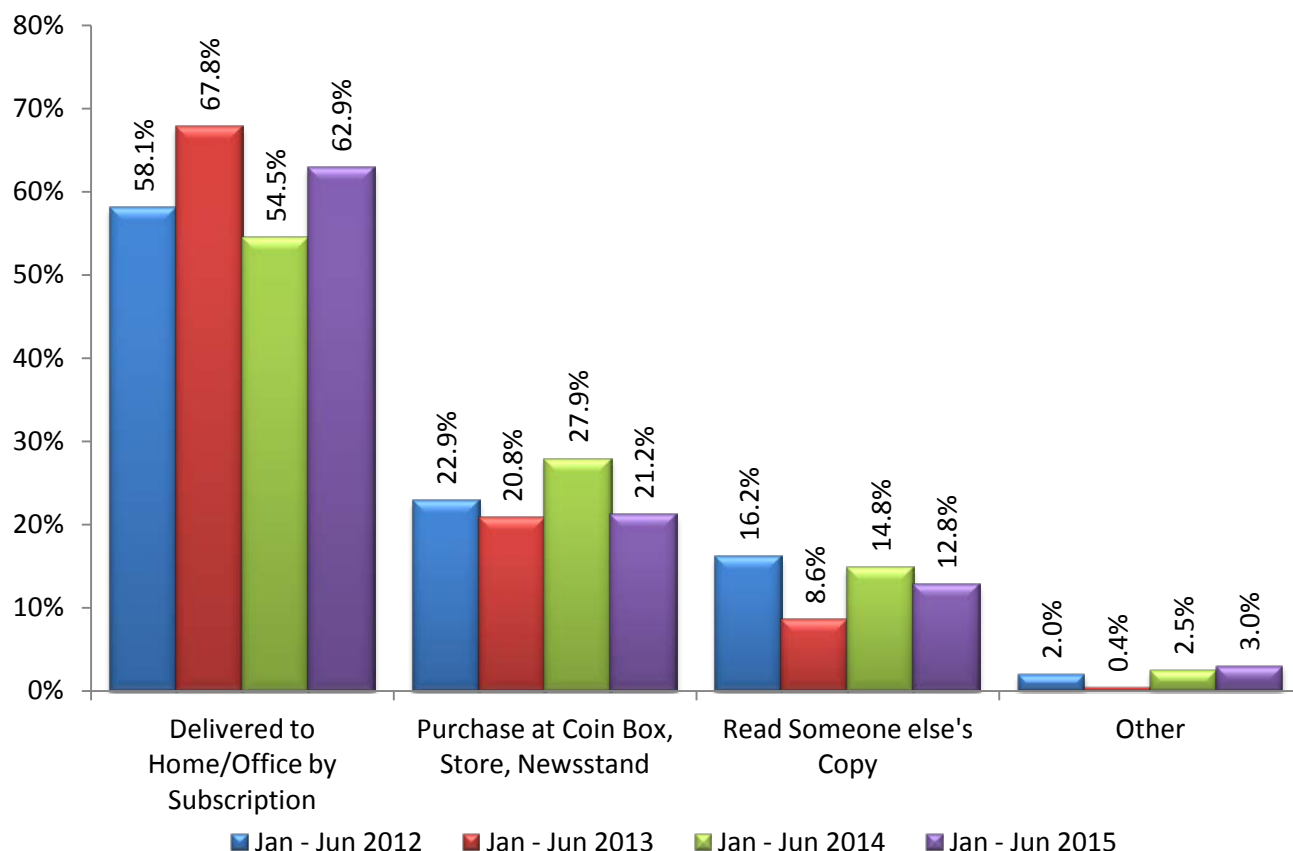
(n=261)

(n=224)

+/- 6.1% Points +/- 6.1% Points +/- 6.1% 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	58.1%	67.8%	54.5%	62.9%
Purchase at coin box, store, or newsstand	22.9%	20.8%	27.9%	21.2%
Read someone else's copy	16.2%	8.6%	14.8%	12.8%
Other	2.0%	0.4%	2.5%	3.0%

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

Margin of Error:

(n=376)

(n=356)

(n=356)

(n=282)

+/- 5.1% Points

+/- 5.2% Points

+/- 5.2% Points

+/- 5.8% Points

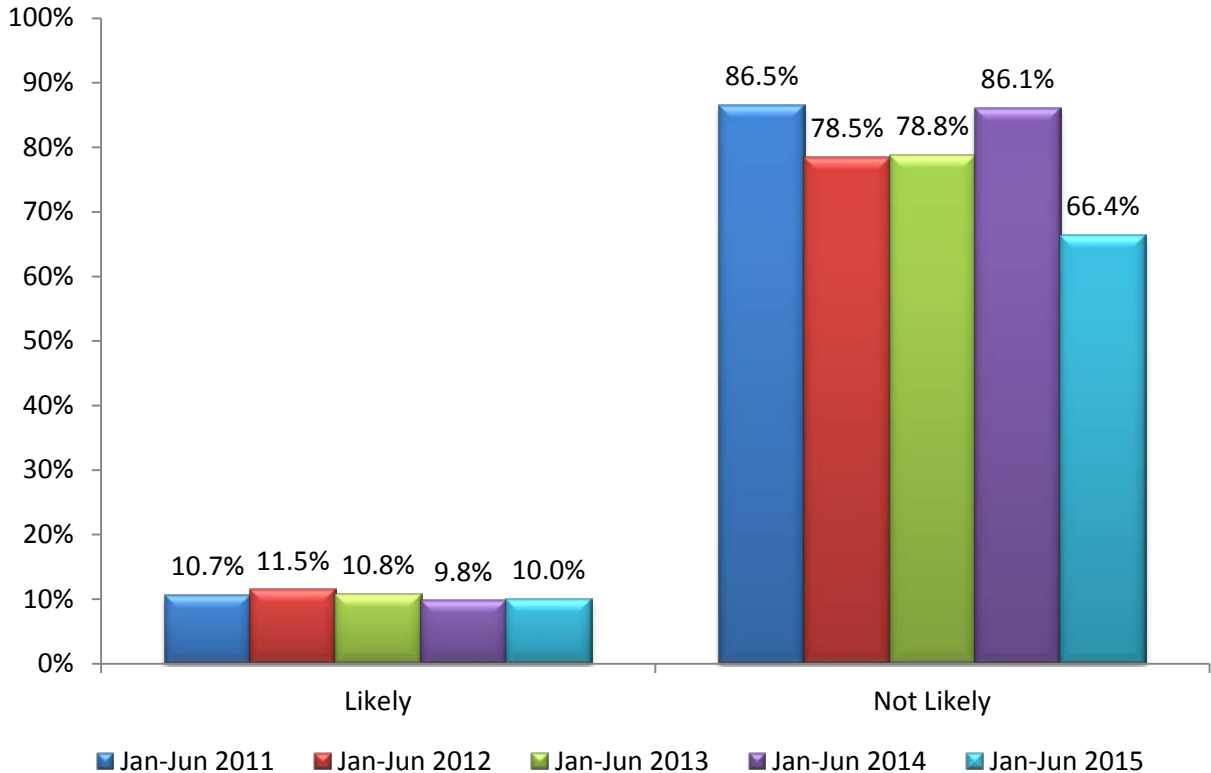


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## Likelihood of Discontinuing Print Readership

*Q: You identified yourself as a person who reads the LT or WDN 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	10.7%	11.5%	10.8%	9.8%	10.0%
Not Likely	86.5%	78.5%	78.8%	86.1%	66.4%
Base: Adults who read both in print and online	(n=105)	(n=133)	(n=108)	(n=93)	(n=69)
Margin of Error:	+/- 9.6% Points	+/- 8.5% Points	+/- 9.5% Points	+/- 10.2% Points	+/- 11.8% Points

# Print + Digital Demographics

*Q: Have you accessed LT.com or WDN.com digitally, read or use The LT or WDN or done both in the past 7 days?*

Jan – Jun 2015	Market	Print Exclusive	Digital Exclusive	Print & Digital	Use Newspaper	None
Male	49.2%	43.3%	46.7%	52.8%	50.8%	58.8%
Female	50.8%	56.7%	53.3%	47.2%	49.2%	41.2%
Millennials (18-29)	11.6%	5.3%	8.1%	21.0%	21.7%	11.3%
Generation X (30-39)	22.9%	17.6%	33.2%	21.4%	28.1%	21.4%
Baby Boomers (40-59)	40.3%	41.1%	44.9%	41.2%	21.8%	45.9%
Silent (60+)	25.2%	36.1%	13.8%	16.4%	28.5%	21.5%
<i>Median Age</i>	<i>44.6</i>	<i>53.1</i>	<i>36.0</i>	<i>42.0</i>	<i>39.9</i>	<i>44.4</i>
Children Under 18 at home	40.1%	38.3%	56.8%	24.2%	49.0%	37.2%
Lived In Area Less Than Five Years	7.9%	11.1%	10.2%	3.9%	9.0%	2.7%
6 - 10 Years	13.3%	6.6%	13.2%	22.5%	16.0%	15.9%
11 - 14 Years	5.3%	4.3%	11.3%	6.4%	1.1%	3.1%
15 - 20 Years	15.3%	12.8%	7.7%	18.5%	11.4%	27.3%
21 Years +	58.1%	65.2%	57.6%	48.7%	62.6%	51.0%
<i>Median Length of Residence</i>	<i>22.4</i>	<i>23.3</i>	<i>22.3</i>	<i>20.6</i>	<i>23.0</i>	<i>21.1</i>
Less than \$35K Household Income	23.8%	27.4%	13.2%	8.8%	28.7%	38.5%
\$35K - \$50K	9.7%	9.9%	14.2%	9.0%	10.4%	5.0%
\$50K - \$75K	23.1%	24.5%	34.7%	18.1%	18.5%	16.0%
\$75K+	43.4%	38.1%	37.8%	64.1%	42.4%	40.5%
<i>Median Household Income (\$000)</i>	<i>\$67.9</i>	<i>\$63.1</i>	<i>\$66.2</i>	<i>\$83.1</i>	<i>\$64.7</i>	<i>\$59.8</i>
High School Grad or Less	23.6%	29.3%	10.5%	18.2%	25.0%	29.6%
Some College	41.0%	37.5%	46.9%	33.8%	59.2%	37.3%
4 Year College or More	24.2%	20.8%	27.4%	37.0%	5.5%	27.5%
Graduate Degree	11.2%	12.4%	15.2%	11.0%	10.2%	5.6%
Base: All Adults	(n=502)	(n=228)	(n=57)	(n=73)	(n=62)	(n=82)
Margin of Error:	+/- 4.4% Points	+/- 6.5% Points	+/- 13.0% Points	+/- 11.5% Points	+/- 12.4% Points	+/- 10.8% Points

## Print + Digital Demographics

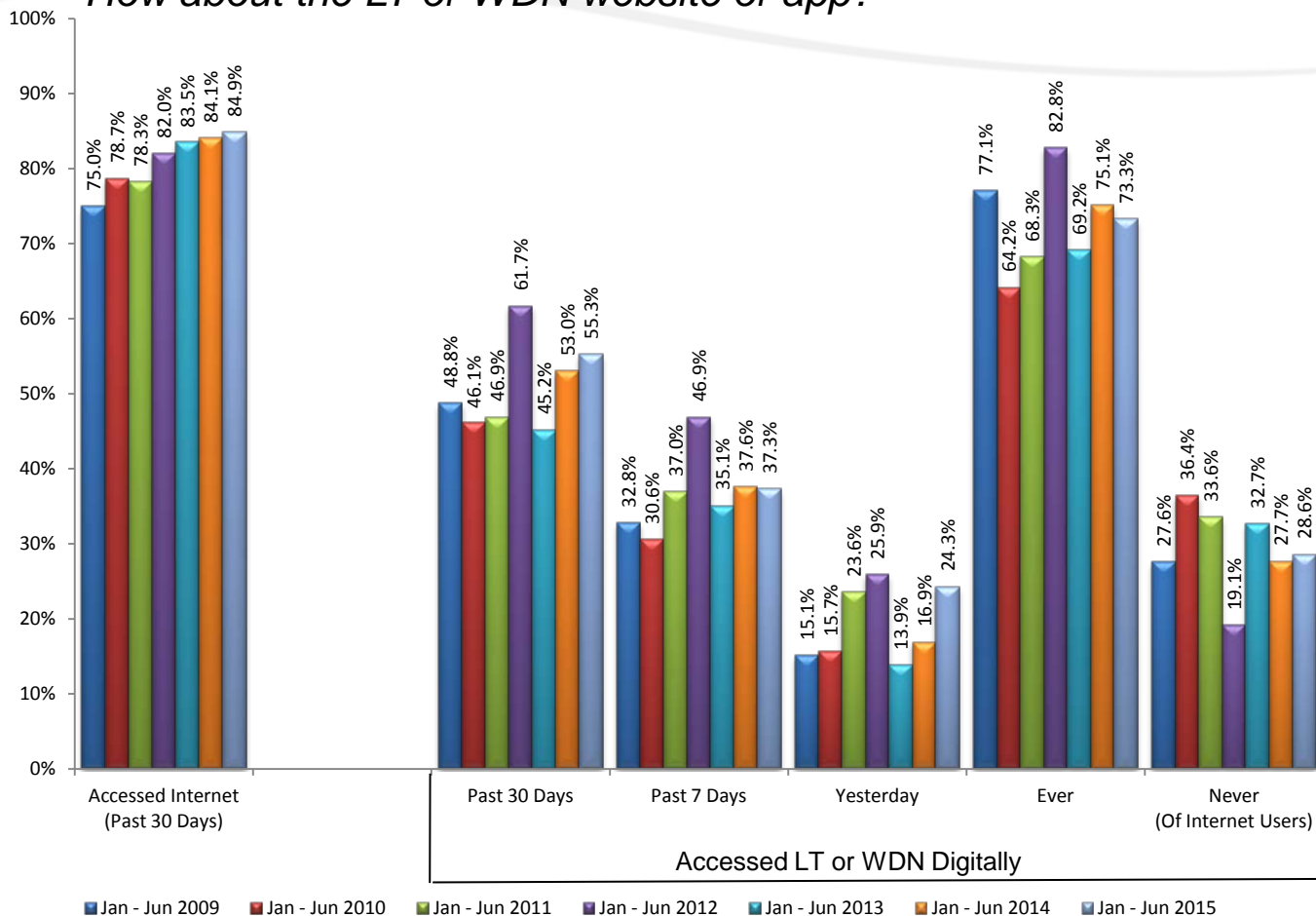
*Q: Have you accessed LT.com or WDN.com digitally, read or use The LT or WDN or done both in the past 7 days?*

<b>Jan – Jun 2015</b>	<b>Market</b>	<b>Print Readers</b>	<b>Digital Readers</b>	<b>None</b>
Male	49.2%	46.5%	49.8%	55.5%
Female	50.8%	53.5%	50.2%	44.5%
Millennials (18-29)	11.6%	10.5%	14.5%	15.4%
Generation X (30-39)	22.9%	18.8%	27.3%	24.1%
Baby Boomers (40-59)	40.3%	41.1%	43.1%	36.3%
Silent (60+)	25.2%	29.5%	15.1%	24.3%
<i>Median Age</i>	<i>44.6</i>	<i>48.9</i>	<i>41.7</i>	<i>43.4</i>
Children Under 18 at home	40.1%	33.6%	40.4%	41.9%
Lived In Area Less Than Five Years	7.9%	8.7%	7.0%	5.3%
6 - 10 Years	13.3%	12.0%	17.9%	15.9%
11 - 14 Years	5.3%	5.0%	8.8%	2.3%
15 - 20 Years	15.3%	14.7%	13.2%	20.7%
21 Years +	58.1%	59.6%	53.1%	55.8%
<i>Median Length of Residence</i>	<i>22.4</i>	<i>22.6</i>	<i>21.6</i>	<i>22.0</i>
Less than \$35K Household Income	23.8%	21.2%	11.1%	34.8%
\$35K - \$50K	9.7%	9.6%	11.8%	7.1%
\$50K - \$75K	23.1%	22.4%	26.9%	16.9%
\$75K+	43.4%	46.8%	50.2%	41.2%
<i>Median Household Income (\$000)</i>	<i>\$67.9</i>	<i>\$71.3</i>	<i>\$75.1</i>	<i>\$62.1</i>
High School Grad or Less	23.6%	25.6%	14.4%	27.8%
Some College	41.0%	36.2%	40.3%	46.1%
4 Year College or More	24.2%	26.3%	32.3%	18.7%
Graduate Degree	11.2%	11.9%	13.1%	7.5%
Base: All Adults	(n=502)	(n=301)	(n=130)	(n=144)
Margin of Error:	+/- 4.4% Points	+/- 5.6% Points	+/- 8.6% Points	+/- 8.2% Points

# Internet Access & LT.com or WDN.com Usage

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

How about the LT or WDN website or app?



	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)	75.0%	78.7%	78.3%	82.0%	83.5%	84.1%	84.9%
Accessed LT or WDN Digitally Past 30 Days	48.8%	46.1%	46.9%	61.7%	45.2%	53.0%	55.3%
Accessed LT or WDN Digitally Past 7 Days	32.8%	30.6%	37.0%	46.9%	35.1%	37.6%	37.3%
Accessed LT or WDN Digitally Yesterday	15.1%	15.7%	23.6%	25.9%	13.9%	16.9%	24.3%
Accessed LT or WDN Digitally Ever	77.1%	64.2%	68.3%	82.8%	69.2%	75.1%	73.3%
Never Accessed LT or WDN Digitally (Internet Users)	27.6%	36.4%	33.6%	19.1%	32.7%	27.7%	28.6%

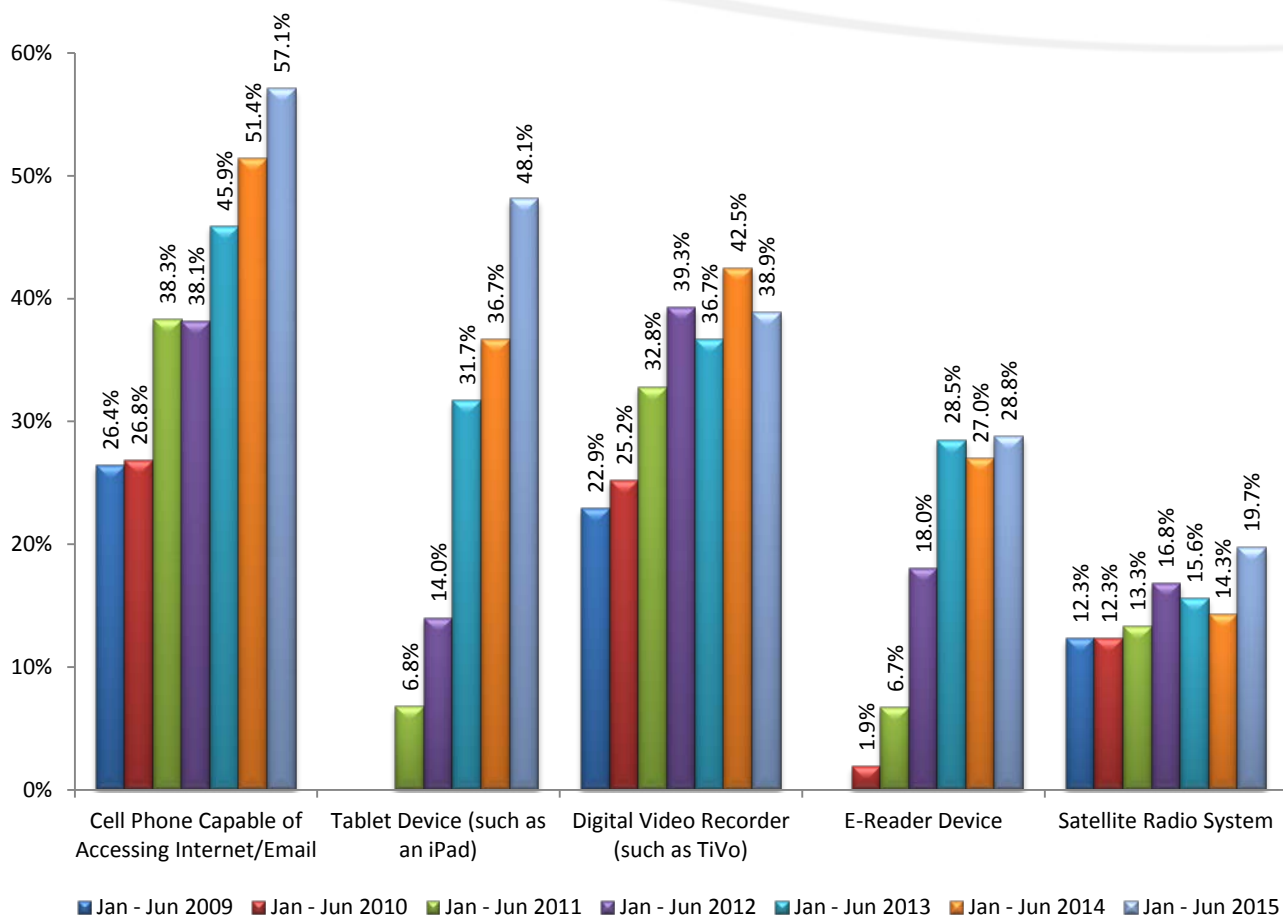
Base: Adults who have accessed the internet in the past 30 days with any device.

Margin of Error:

(n=394)	(n=405)	(n=403)	(n=433)	(n=440)	(n=440)	(n=372)
+/- 4.9% Points	+/- 4.9% Points	+/- 4.9% Points	+/- 4.7% Points	+/- 4.7% Points	+/- 4.7% Points	+/- 5.1% Points

# Technology Device Ownership

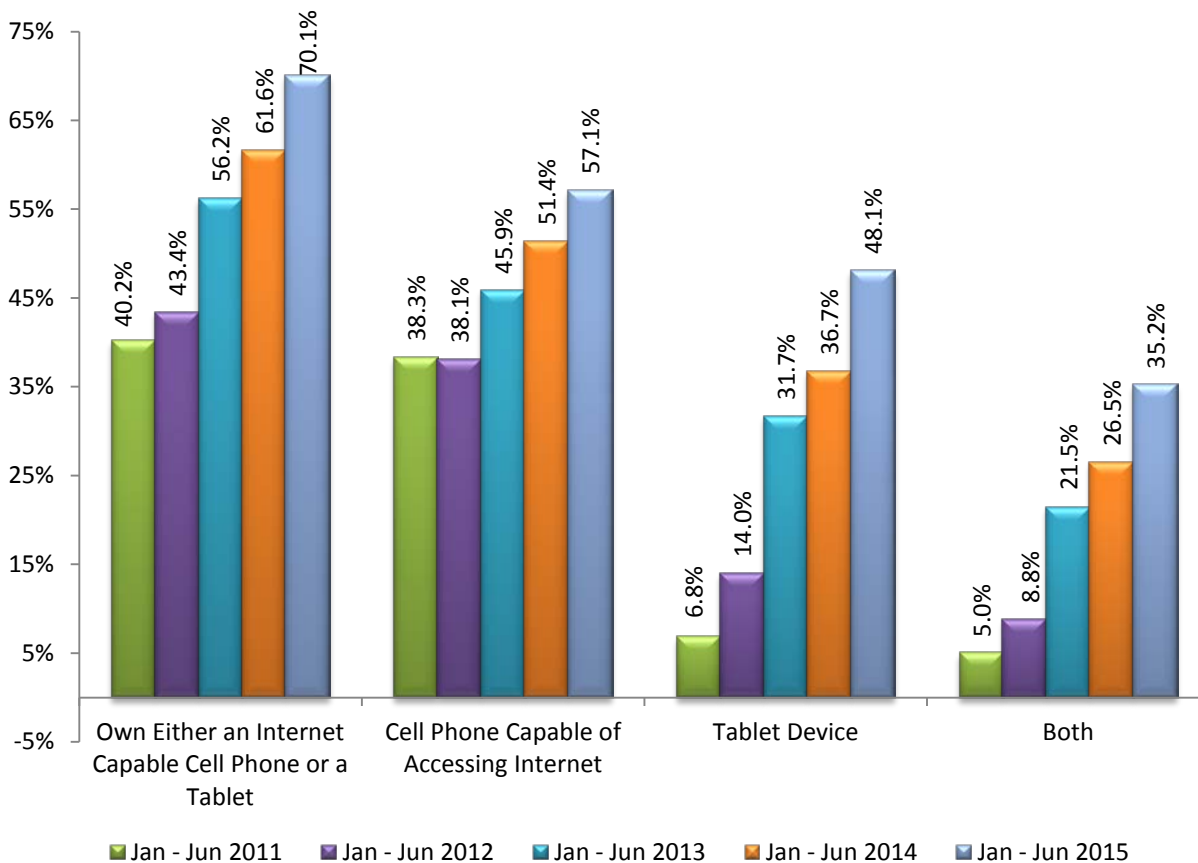
Q: Which of the following do you own?



	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	26.4%	26.8%	38.3%	38.1%	45.9%	51.4%	57.1%
Tablet Device (such as an iPad)	-	-	6.8%	14.0%	31.7%	36.7%	48.1%
Digital Video Recorder (such as TiVo)	22.9%	25.2%	32.8%	39.3%	36.7%	42.5%	38.9%
E-Reader Device	-	1.9%	6.7%	18.0%	28.5%	27.0%	28.8%
Satellite Radio System	12.3%	12.3%	13.3%	16.8%	15.6%	14.3%	19.7%
Base: All Adults	(n=601)	(n=601)	(n=600)	(n=600)	(n=600)	(n=600)	(n=502)
	+/- 4.0% Points	+/- 4.0% Points	+/- 4.0% Points	+/- 4.0% Points	+/- 4.0% Points	+/- 4.0% Points	+/- 4.4% Points

# Mobile Device Ownership

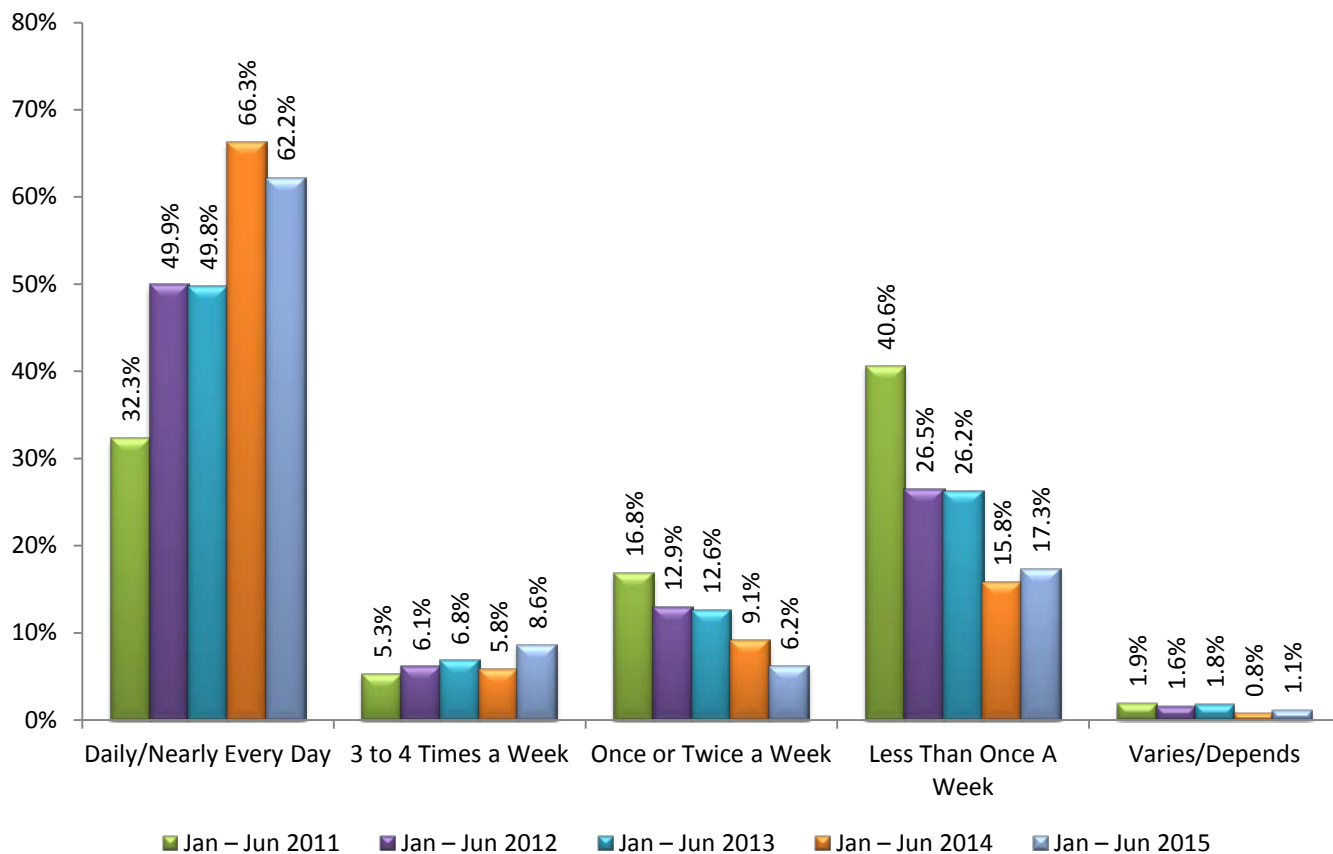
Q: Which of the following do you own?



	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	40.2%	43.4%	56.2%	61.6%	70.1%
Cell Phone Capable of Accessing Internet/Email	38.3%	38.1%	45.9%	51.4%	57.1%
Tablet Device	6.8%	14.0%	31.7%	36.7%	48.1%
Both	5.0%	8.8%	21.5%	26.5%	35.2%
Base: All Adults	(n=600)	(n=600)	(n=600)	(n=600)	(n=502)
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	32.3%	49.9%	49.8%	66.3%	62.2%
3 to 4 Times a Week	5.3%	6.1%	6.8%	5.8%	8.6%
Once or Twice a Week	16.8%	12.9%	12.6%	9.1%	6.2%
Less Than Once A Week	40.6%	26.5%	26.2%	15.8%	17.3%
Varies/Depends	1.9%	1.6%	1.8%	0.8%	1.1%

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

(n=171)

(n=200)

(n=251)

(n=296)

(n=279)

Margin of Error:

+/- 7.5% Points

+/- 6.9% Points

+/- 6.2% Points

+/- 5.7% Points

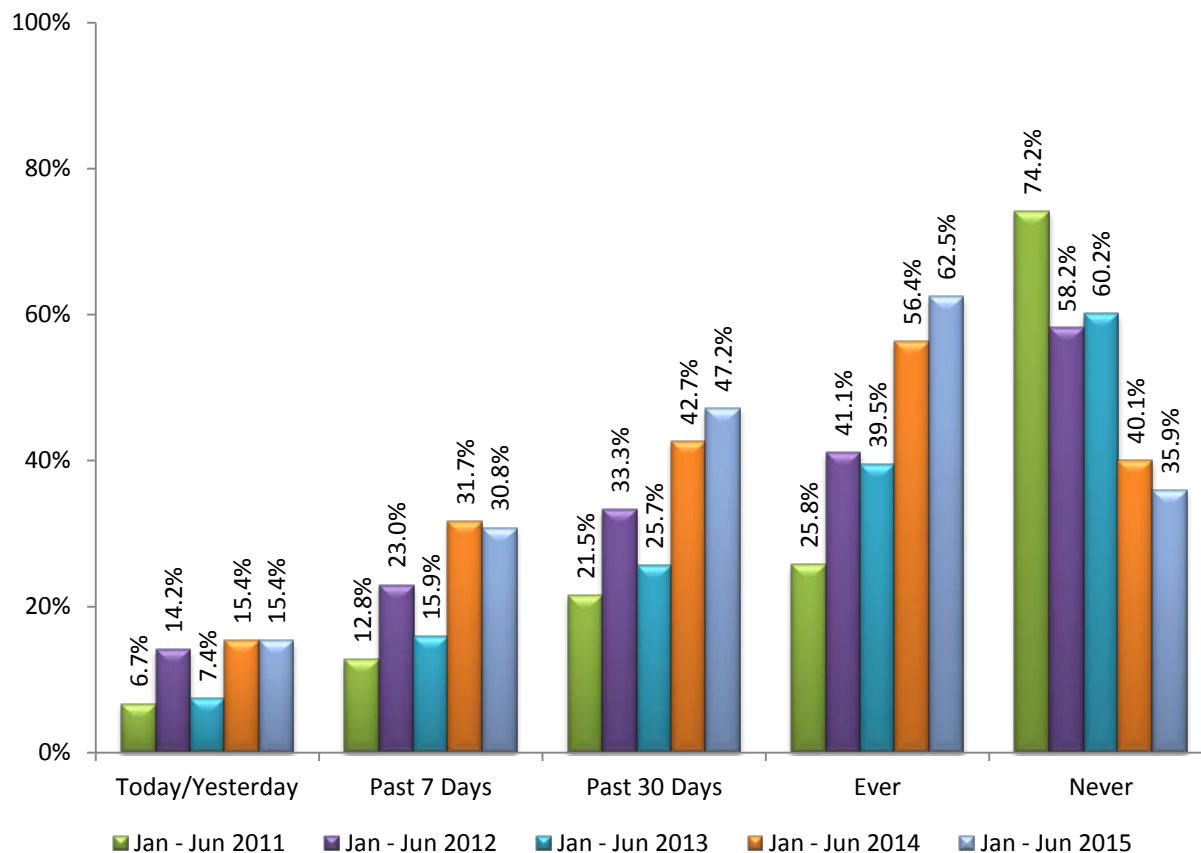
+/- 5.9% Points



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# Last Accessed LT.com or WDN.com Via Mobile Device

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



	Jan – Jun 2011	Jan – Jun 2012	Jan – Jun 2013	Jan – Jun 2014	Jan – Jun 2015
Today/Yesterday	6.7%	14.2%	7.4%	15.4%	15.4%
Past 7 Days	12.8%	23.0%	15.9%	31.7%	30.8%
Past 30 Days	21.5%	33.3%	25.7%	42.7%	47.2%
Ever	25.8%	41.1%	39.5%	56.4%	62.5%
Never	74.2%	58.2%	60.2%	40.1%	35.9%

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

(n=171)

(n=200)

(n=251)

(n=296)

(n=279)

Margin of Error:

+/- 7.5% Points

+/- 6.9% Points

+/- 6.2% Points

+/- 5.7% Points

+/- 5.9% Points

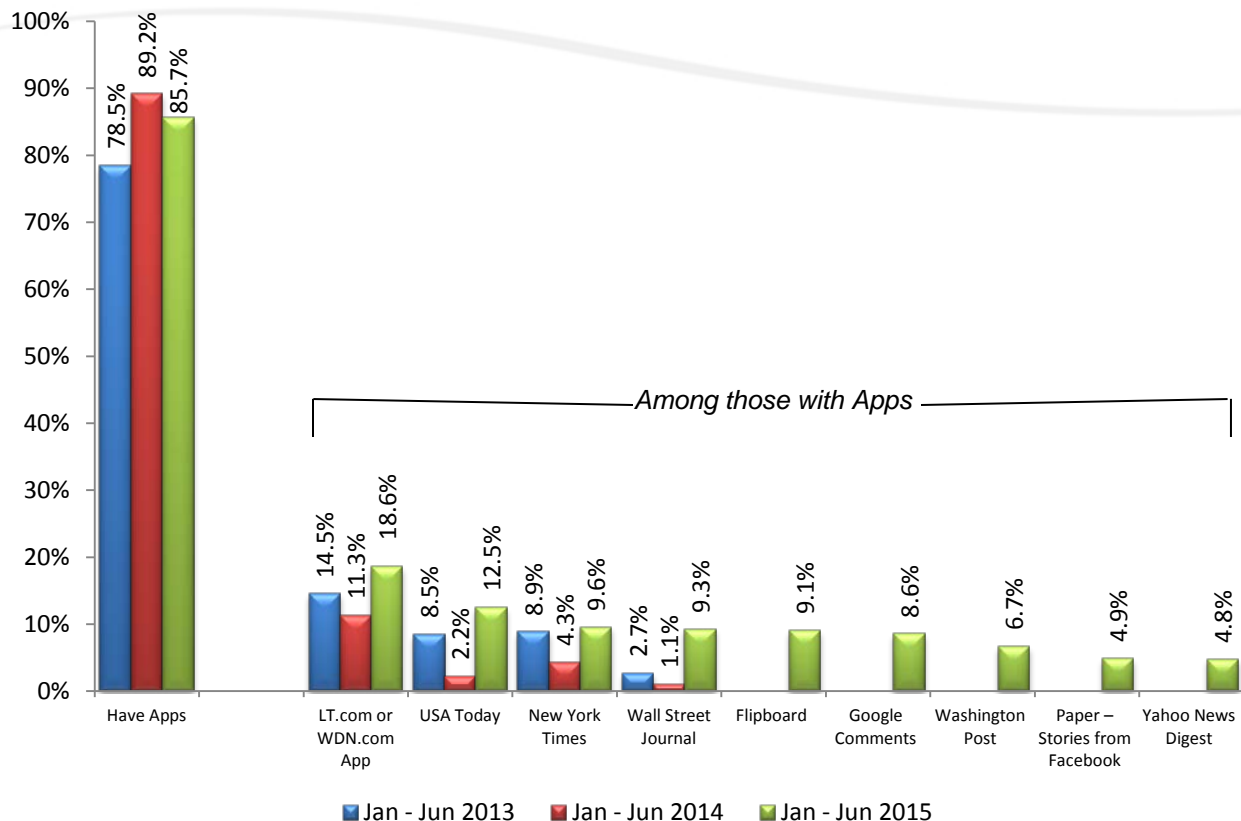


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# Mobile News Apps

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	74.1%	78.5%	89.2%	85.7%
LT.com or WDN.com App	23.8%	14.5%	11.3%	18.6%
USA Today	8.2%	8.5%	2.2%	12.5%
New York Times	11.3%	8.9%	4.3%	9.6%
Wall Street Journal	8.8%	2.7%	1.1%	9.3%
Flipboard				9.1%
Google Comments				8.6%
Washington Post				6.7%
Paper - Stories from Facebook				4.9%
Yahoo News Digest				4.8%

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

(n=135)

(n=187)

(n=296)

(n=218)

Margin of Error:

+/- 8.4% Points

+/- 7.2% Points

+/- 5.7% Points

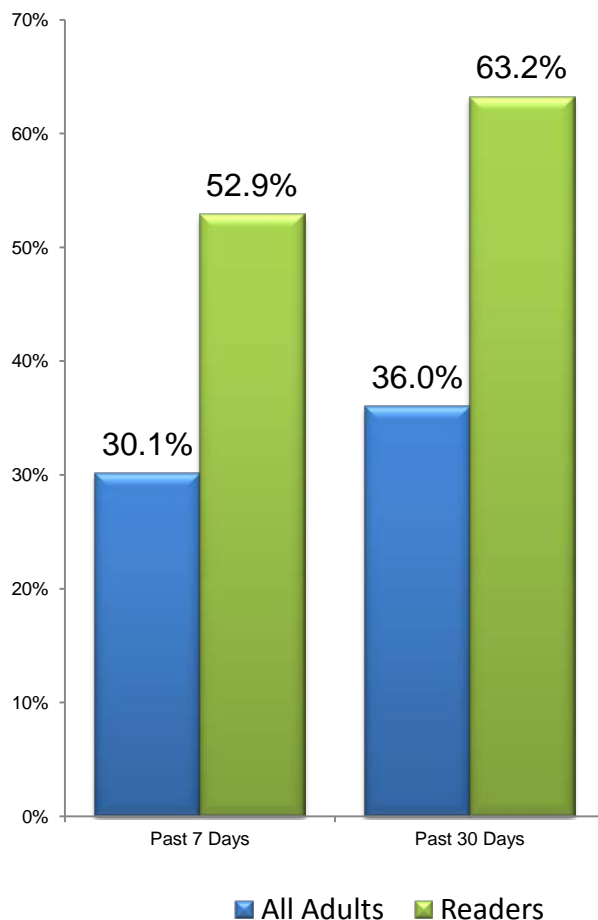
+/- 6.6% Points



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## Preprint Readership

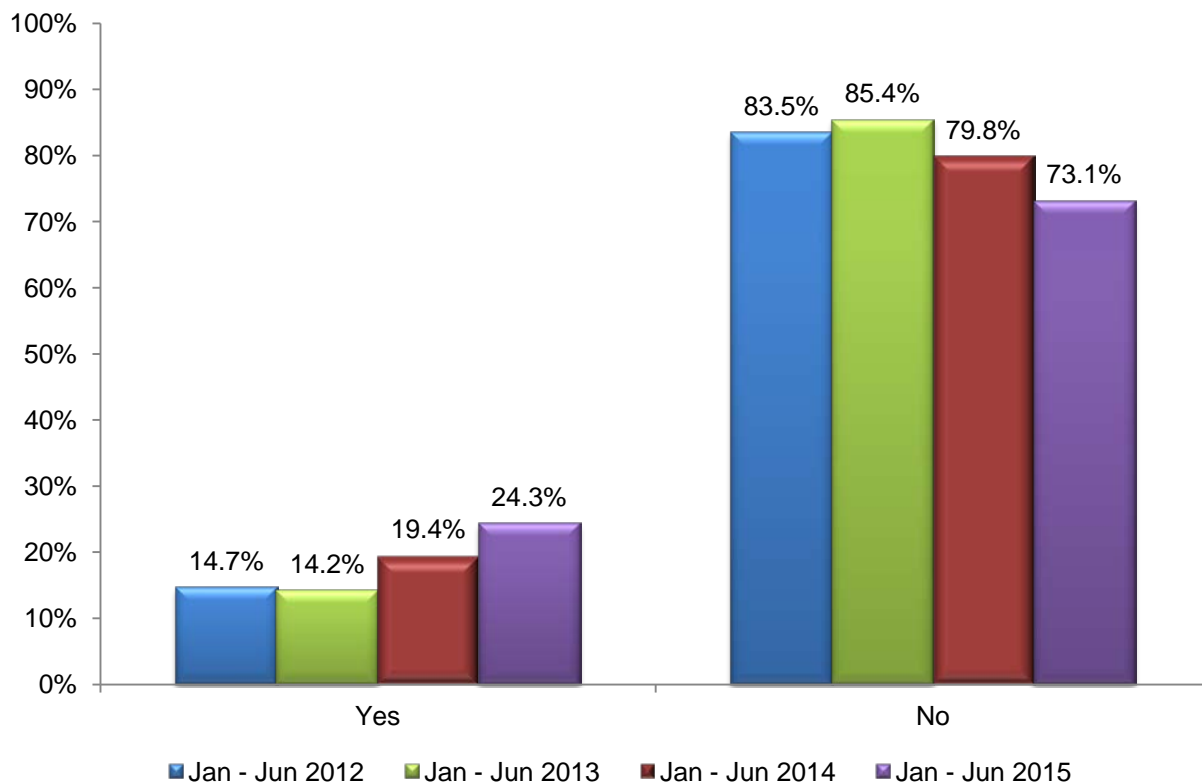
Q: In the past 30 days have you read preprinted advertising in the newspaper? In the past 7 days?



	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	35.4%	35.2%	34.1%	33.9%	29.0%	28.6%	30.1%	49.2%	54.3%	54.7%	49.4%	45.1%	47.8%	52.9%
Past 30 Days	43.1%	45.8%	42.4%	43.8%	38.0%	40.3%	36.0%	59.8%	70.4%	68.2%	63.9%	59.1%	67.4%	63.2%
Base:	(n=601)	(n=601)	(n=600)	(n=600)	(n=600)	(n=600)	(n=502)	(n=435)	(n=407)	(n=409)	(n=427)	(n=399)	(n=402)	(n=320)
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	+/- 4.8% Points	+/- 4.7% Points	+/- 4.9% Points	+/- 4.9% Points	+/- 5.5% Points

## Television Service

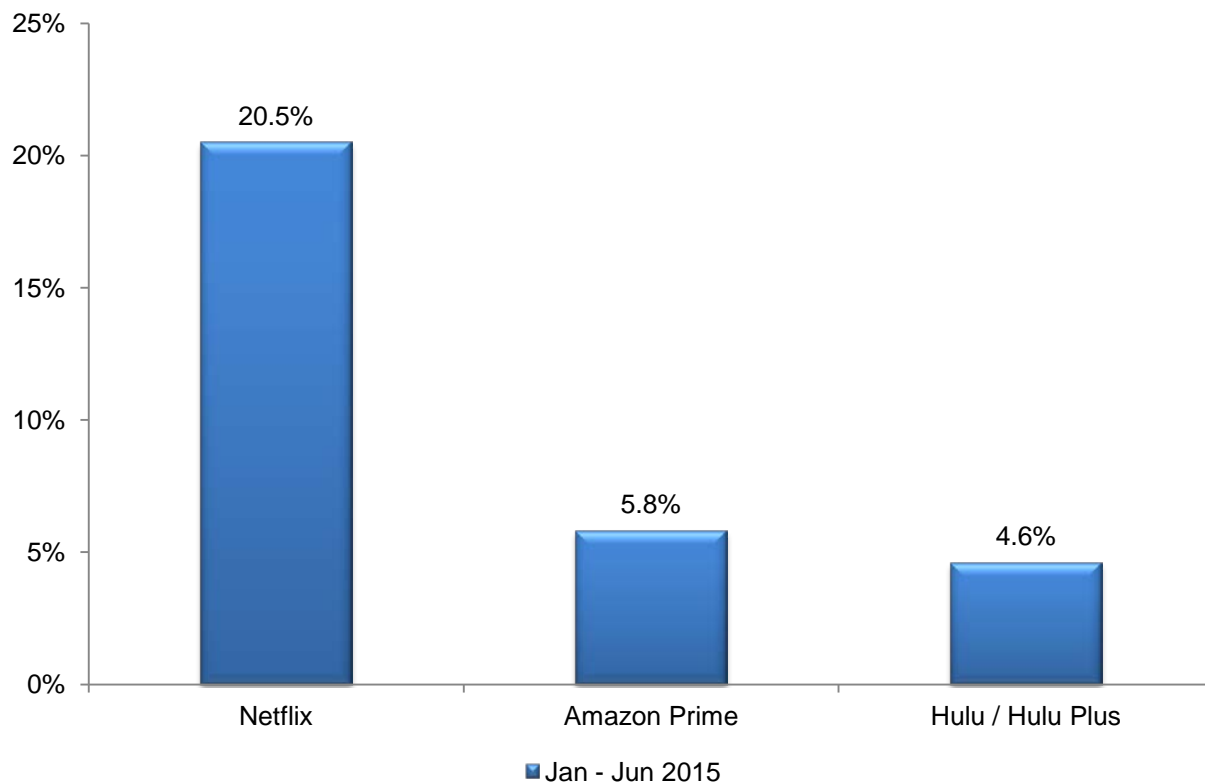
Q: During the past year, have you cancelled or cut back on your cable or satellite TV service?



	Jan – Jun 2012	Jan – Jun 2013	Jan – Jun 2014	Jan – Jun 2015
Yes	14.7%	14.2%	19.4%	<b>24.3%</b>
No	83.5%	85.4%	79.8%	<b>73.1%</b>
Base: All Adults	(n=600)	(n=600)	(n=600)	(n=502)
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	20.5%
Amazon Prime	5.8%
Hulu / Hulu Plus	4.6%
Base: All Adults (n=502)	
Margin of Error: +/- 4.4% Points	