

LEE ENTERPRISES AUDIENCE REPORT

JAN 2016 – JUN 2016



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 2016 – June 2016

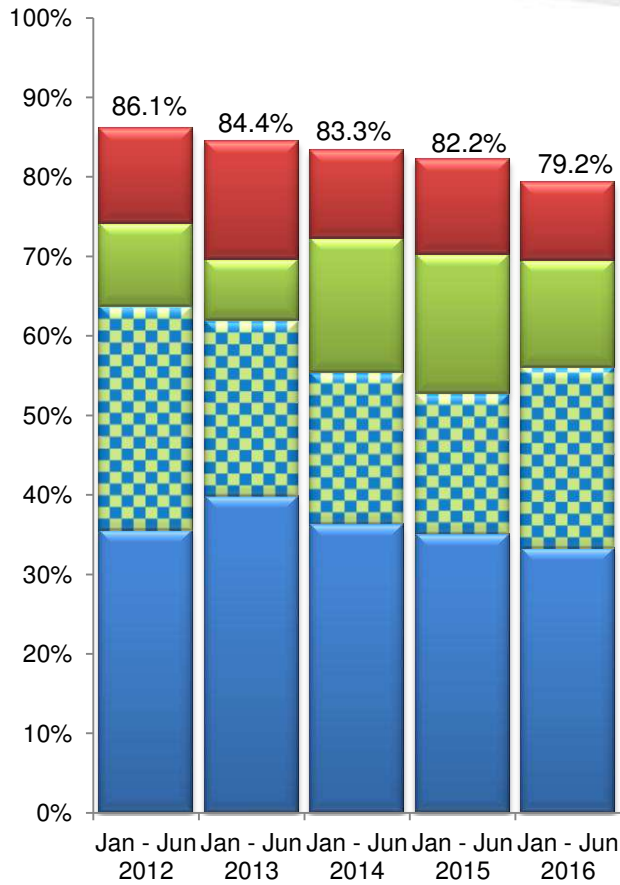
CONDUCTED BY: Thoroughbred Research, Louisville, KY

SAMPLE SIZE: 503 Total Interviews of Adults 18+
440 Landline Interviews and 63 Cell Phone Interviews

MARGIN OF ERROR: Total Sample (n=503) +/- 4.4% Points
Total Internet Sample (n=385) +/- 5.0% 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?



■ 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	45.4%	40.6%	35.5%	39.8%	36.2%	35.0%	33.3%
Digital Exclusive	7.2%	9.7%	10.5%	7.7%	16.9%	17.5%	13.4%
Print & Digital	17.0%	19.5%	28.2%	22.1%	19.1%	17.7%	22.8%
Use Newspaper	18.6%	15.9%	11.9%	14.8%	11.1%	12.0%	9.7%
Total Reach	88.2%	85.7%	86.1%	84.4%	83.3%	82.2%	79.2%

Base: All Adults (n=601) (n=600) (n=600) (n=600) (n=600) (n=502) (n=503)
 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)

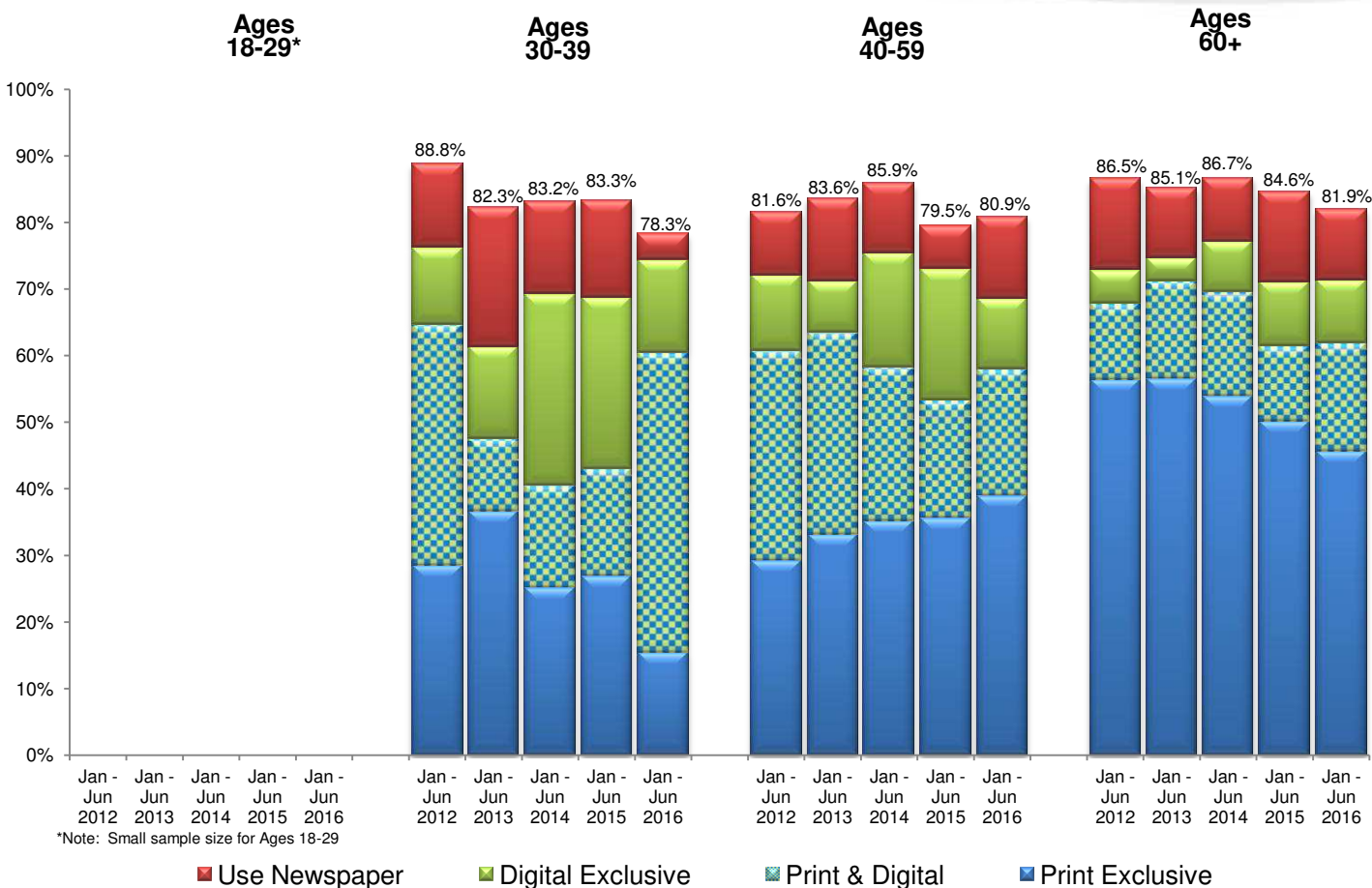
Note: When Adults that 'use' the newspaper but have not read the printed version or visited the website in the past week are added, the LT or WDN and its digital products reach % of all adults each week

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?



*Note: Small sample size for Ages 18-29

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

Past 7 Days	Ages 18-29	Ages 30-39	Ages 40-59	Ages 60+
Print Exclusive		15.4%	39.0%	45.7%
Digital Exclusive	Sample Size	13.9%	10.6%	9.5%
Print & Digital	Too Small	45.1%	19.0%	16.2%
Use Newspaper		3.9%	12.3%	10.5%
Total Reach		78.3%	80.9%	81.9%

Base:

(n=35)

(n=147)

(n=298)

Margin of Error:

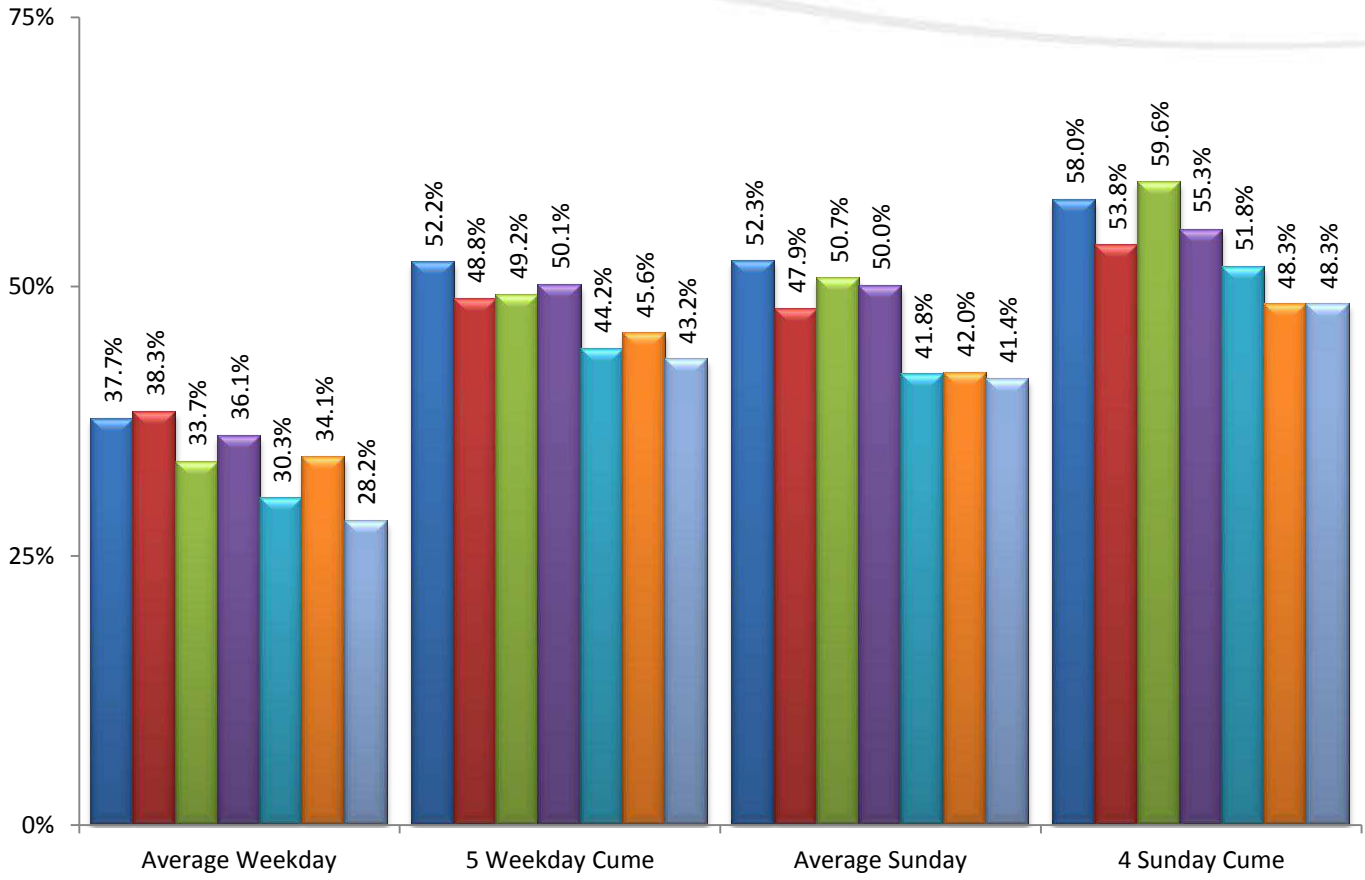
+/- 16.6% Points

+/- 8.1% Points

+/- 5.7% Points

Average Readership

Q: Did you read The LT or WDN yesterday?



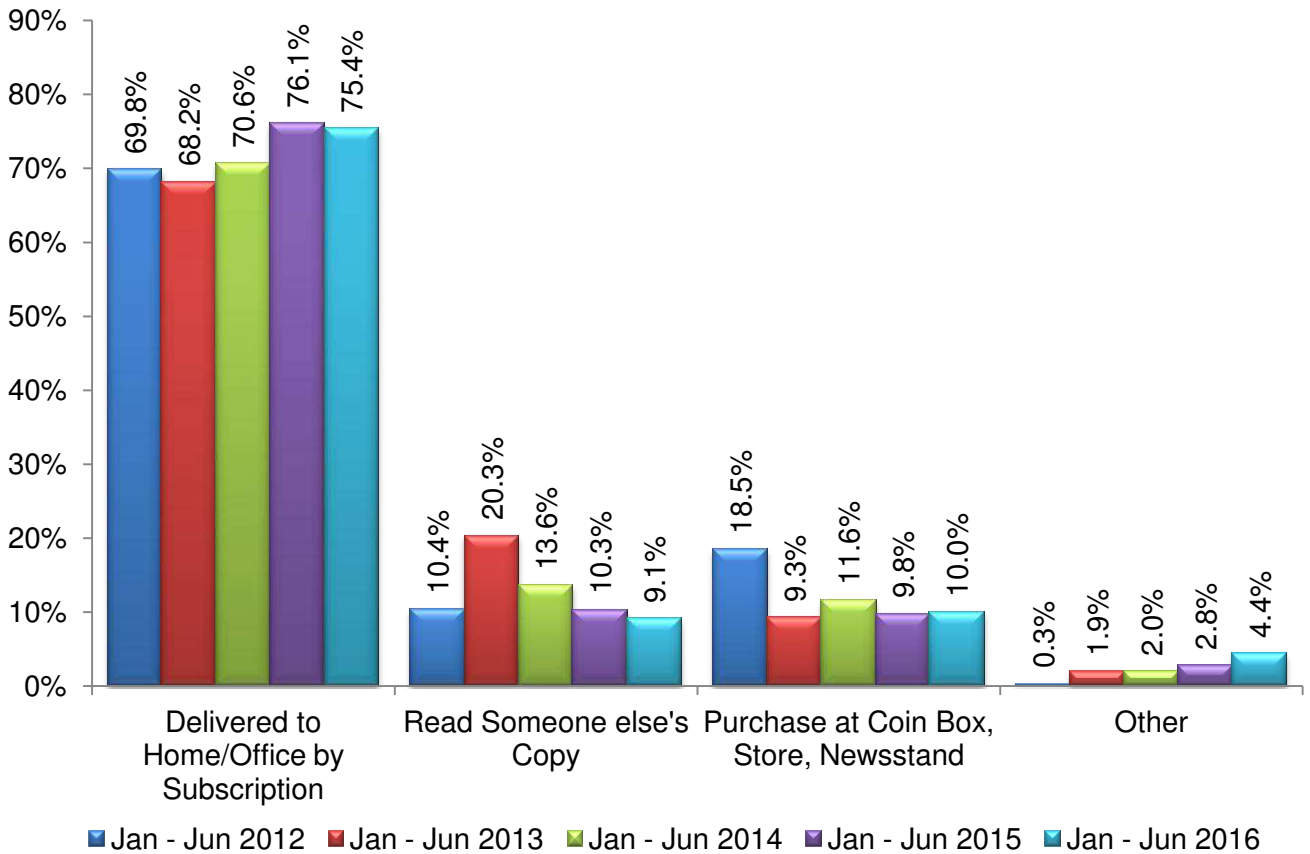
■ Jan - Jun 2010 ■ Jan - Jun 2011 ■ Jan - Jun 2012 ■ Jan - Jun 2013 ■ Jan - Jun 2014 ■ Jan - Jun 2015 ■ Jan - Jun 2016

	Jan - Jun 2010	Jan - Jun 2011	Jan - Jun 2012	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015	Jan - Jun 2016
Average Weekday	37.7%	38.3%	33.7%	36.1%	30.3%	34.1%	28.2%
5 Weekday Cume	52.2%	48.8%	49.2%	50.1%	44.2%	45.6%	43.2%
Average Sunday	52.3%	47.9%	50.7%	50.0%	41.8%	42.0%	41.4%
4 Sunday Cume	58.0%	53.8%	59.6%	55.3%	51.8%	48.3%	48.3%

Base: All Adults (n=601) (n=600) (n=600) (n=600) (n=600) (n=502) (n=503)
 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?



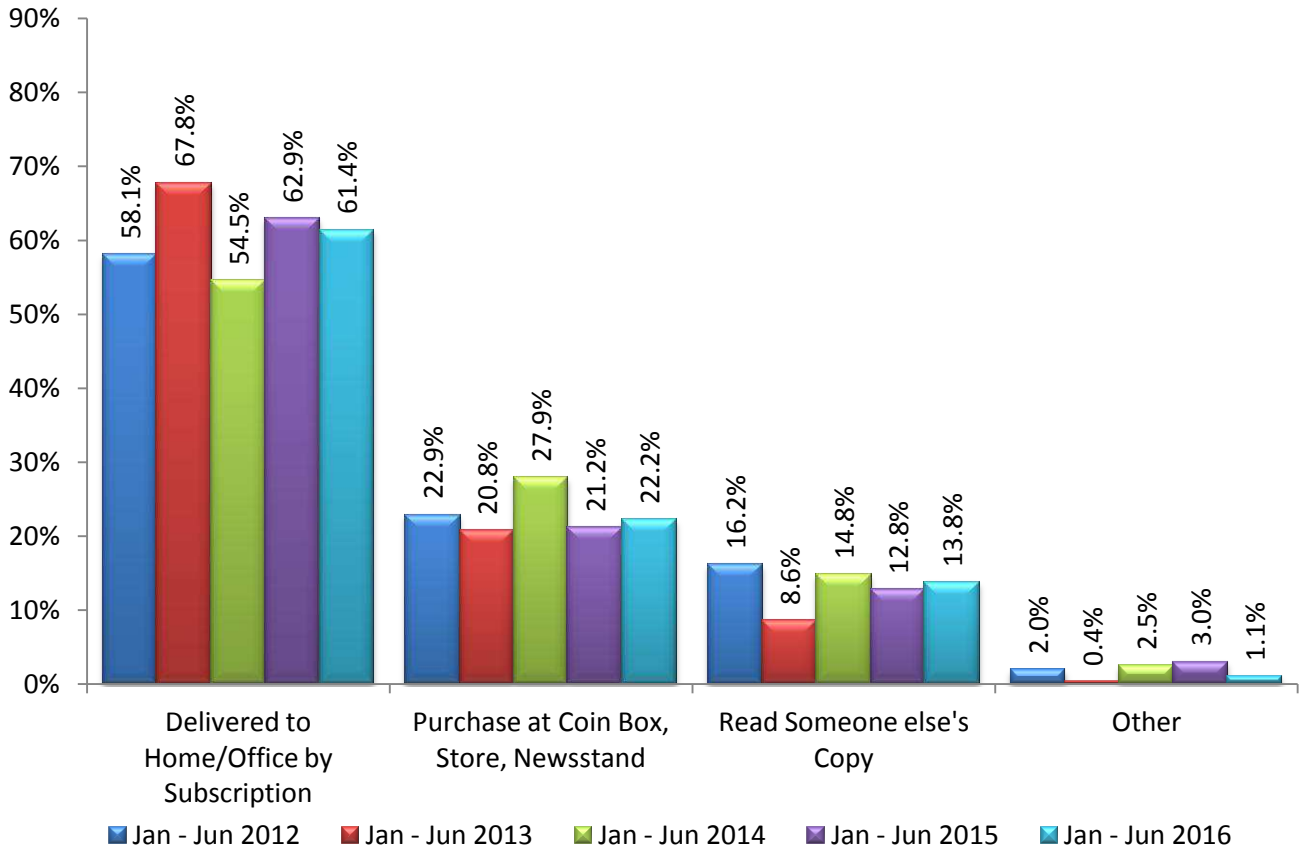
	Jan - Jun 2012	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015	Jan - Jun 2016
Delivered to your home/office by subscription	69.8%	68.2%	70.6%	76.1%	75.4%
Read someone else's copy	10.4%	20.3%	13.6%	10.3%	9.1%
Purchase at coin box, store, or newsstand	18.5%	9.3%	11.6%	9.8%	10.0%
Other	0.3%	1.9%	2.0%	2.8%	4.4%

Base: Respondents who read, looked at, or used the weekday paper during the past week or were not sure. (n=256) (n=257) (n=261) (n=224) (n=204)

Margin of Error: +/- 6.1% Points +/- 6.1% Points +/- 6.1% Points +/- 6.5% Points +/- 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	Jan - Jun 2016
Delivered to your home/office by subscription	58.1%	67.8%	54.5%	62.9%	61.4%
Purchase at coin box, store, or newsstand	22.9%	20.8%	27.9%	21.2%	22.2%
Read someone else's copy	16.2%	8.6%	14.8%	12.8%	13.8%
Other	2.0%	0.4%	2.5%	3.0%	1.1%

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

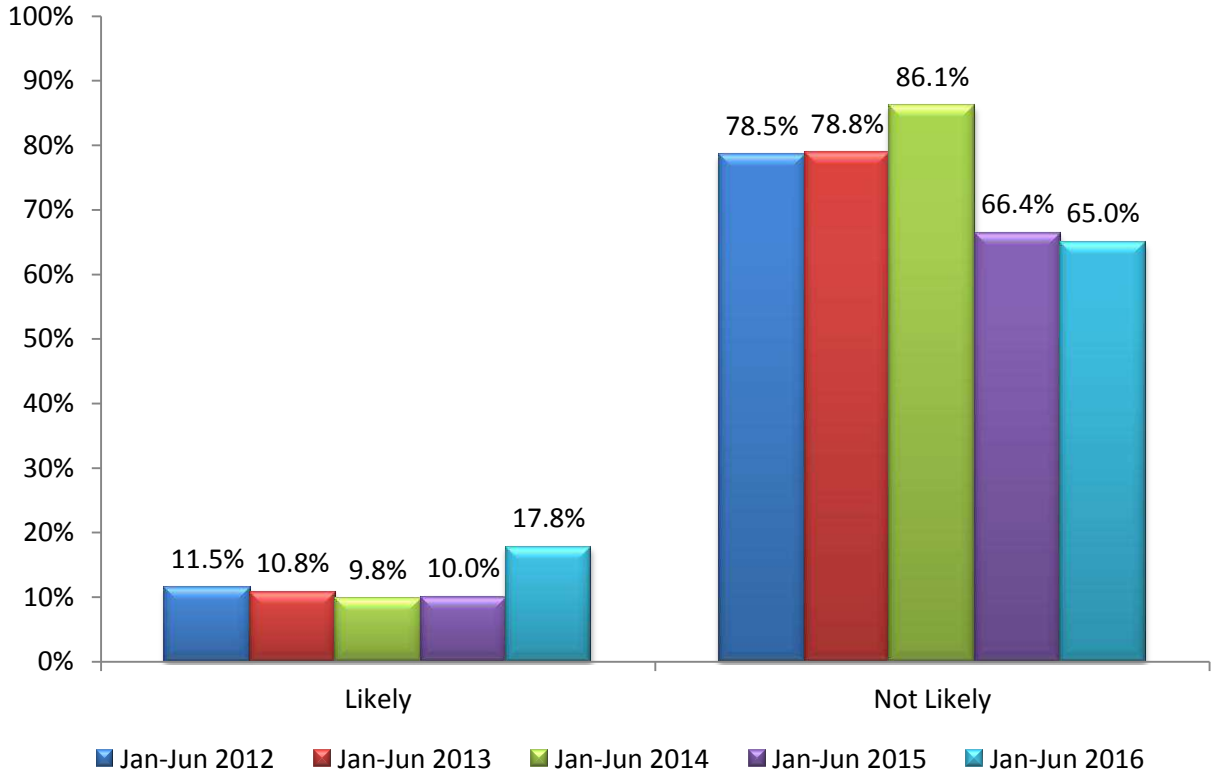
(n=376) (n=356) (n=356) (n=282) (n=267)

Margin of Error:

+/- 5.1% Points +/- 5.2% Points +/- 5.2% Points +/- 5.8% Points +/- 6.0% Points

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 2012	Jan-Jun 2013	Jan-Jun 2014	Jan-Jun 2015	Jan-Jun 2016
Likely	11.5%	10.8%	9.8%	10.0%	17.8%
Not Likely	78.5%	78.8%	86.1%	66.4%	65.0%

Base: Adults who read both in print and online
 Margin of Error: (n=133) +/- 8.5% Points (n=108) +/- 9.5% Points (n=93) +/- 10.2% Points (n=69) +/- 11.8% Points (n=93) +/- 10.2% 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 2016	Market	Print Exclusive	Digital Exclusive	Print & Digital	Use Newspaper	None
Male	49.1%	48.2%	47.0%	58.2%	43.4%	44.7%
Female	50.9%	51.8%	53.0%	41.8%	56.6%	55.3%
Age 18-29	12.9%	8.0%	28.4%	4.9%	14.3%	18.8%
Age 30-39	21.7%	10.0%	22.4%	43.5%	8.7%	22.6%
Age 40-59	37.3%	43.5%	29.3%	31.4%	46.9%	34.4%
Age 60+	28.0%	38.4%	19.8%	20.2%	30.1%	24.2%
<i>Median Age</i>	<i>48.2</i>	<i>54.7</i>	<i>39.6</i>	<i>41.0</i>	<i>51.5</i>	<i>45.0</i>
Children Under 18 at home	40.3%	37.9%	33.1%	50.3%	49.9%	33.5%
Lived In Area Less Than Five Years	8.4%	5.5%	10.9%	9.1%	7.4%	11.2%
6 - 10 Years	14.5%	17.3%	24.5%	16.8%	7.3%	4.5%
11 - 14 Years	7.4%	3.4%	3.9%	7.0%	11.9%	14.2%
15 - 20 Years	18.7%	24.5%	18.0%	11.9%	13.8%	19.4%
21 Years +	51.1%	49.3%	42.8%	55.1%	59.6%	50.7%
<i>Median Length of Residence</i>	<i>21.4</i>	<i>20.8</i>	<i>18.6</i>	<i>22.8</i>	<i>24.1</i>	<i>21.3</i>
Less than \$35K Household Income	22.9%	25.8%	20.4%	11.6%	22.3%	32.6%
\$35K - \$50K	9.2%	10.2%	10.1%	10.5%	7.4%	6.3%
\$50K - \$75K	22.4%	21.6%	26.6%	29.2%	31.5%	8.8%
\$75K+	45.5%	42.4%	42.9%	48.8%	38.7%	52.3%
<i>Median Household Income (\$000)</i>	<i>\$70.0</i>	<i>\$66.2</i>	<i>\$68.3</i>	<i>\$73.9</i>	<i>\$66.1</i>	<i>\$76.1</i>
High School Grad or Less	23.2%	30.8%	20.8%	11.2%	26.5%	24.3%
Some College	31.8%	31.8%	26.7%	33.9%	34.5%	31.5%
4 Year College or More	30.8%	19.6%	48.5%	37.8%	22.3%	33.6%
Graduate Degree	14.2%	17.8%	3.9%	17.1%	16.8%	10.6%
Base: All Adults	(n=503)	(n=203)	(n=57)	(n=100)	(n=51)	(n=88)
Margin of Error:	+/- 4.4% Points	+/- 6.8% Points	+/- 13.0% Points	+/- 9.8% Points	+/- 13.7% Points	+/- 10.4% Points



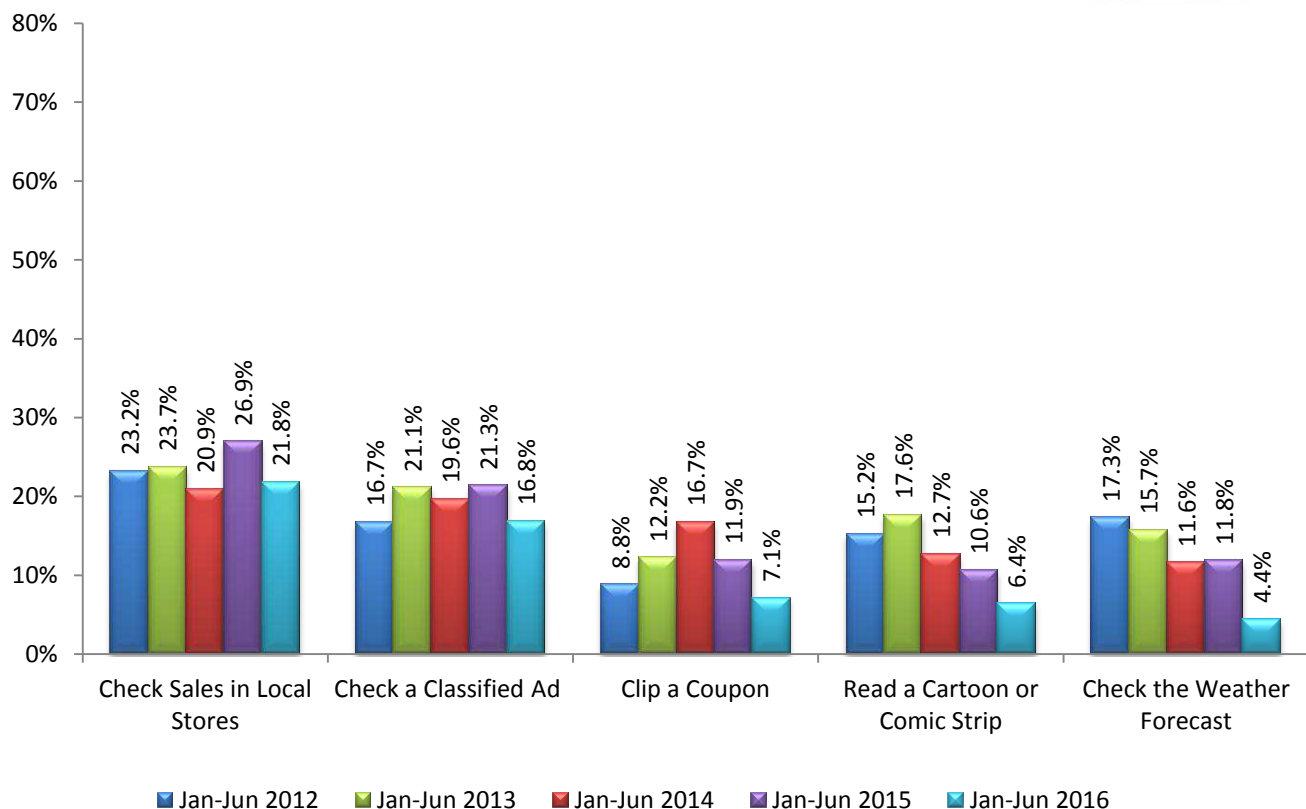
Print + Digital Demographics

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 2016	Market	Print Readers	Digital Readers	None
Male	49.1%	52.3%	54.0%	44.3%
Female	50.9%	47.7%	46.0%	55.7%
Age 18-29	12.9%	6.8%	13.7%	17.4%
Age 30-39	21.7%	23.5%	35.6%	18.2%
Age 40-59	37.3%	38.6%	30.6%	38.4%
Age 60+	28.0%	31.0%	20.0%	26.1%
<i>Median Age</i>	<i>48.2</i>	<i>50.2</i>	<i>40.4</i>	<i>41.6</i>
Children Under 18 at home	40.3%	42.9%	43.9%	38.8%
Lived In Area Less Than Five Years	8.4%	7.0%	9.8%	10.0%
6 - 10 Years	14.5%	17.1%	19.7%	5.4%
11 - 14 Years	7.4%	4.9%	5.8%	13.5%
15 - 20 Years	18.7%	19.4%	14.2%	17.6%
21 Years +	51.1%	51.7%	50.6%	53.6%
<i>Median Length of Residence</i>	<i>21.4</i>	<i>21.6</i>	<i>21.2</i>	<i>22.3</i>
Less than \$35K Household Income	22.9%	20.1%	15.0%	29.3%
\$35K - \$50K	9.2%	10.3%	10.3%	6.7%
\$50K - \$75K	22.4%	24.6%	28.2%	16.1%
\$75K+	45.5%	45.0%	46.5%	47.9%
<i>Median Household Income (\$000)</i>	<i>\$70.0</i>	<i>\$69.9</i>	<i>\$71.7</i>	<i>\$71.7</i>
High School Grad or Less	23.2%	22.9%	14.8%	25.0%
Some College	31.8%	32.6%	31.2%	32.5%
4 Year College or More	30.8%	27.0%	41.8%	30.0%
Graduate Degree	14.2%	17.5%	12.2%	12.6%
Base: All Adults	(n=503)	(n=307)	(n=157)	(n=139)
Margin of Error:	+/- 4.4% Points	+/- 5.6% Points	+/- 7.8% Points	+/- 8.3% 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	23.2%	23.7%	20.9%	26.9%	21.8%
Check a Classified Ad	16.7%	21.1%	19.6%	21.3%	16.8%
Clip a Coupon	8.8%	12.2%	16.7%	11.9%	7.1%
Read a Cartoon or Comic Strip	15.2%	17.6%	12.7%	10.6%	6.4%
Check the Weather Forecast	17.3%	15.7%	11.6%	11.8%	4.4%

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

Margin of Error:

(n=152)

(n=169)

(n=148)

(n=144)

(n=139)

+/- 7.9% Points

+/- 7.5% Points

+/- 8.1% Points

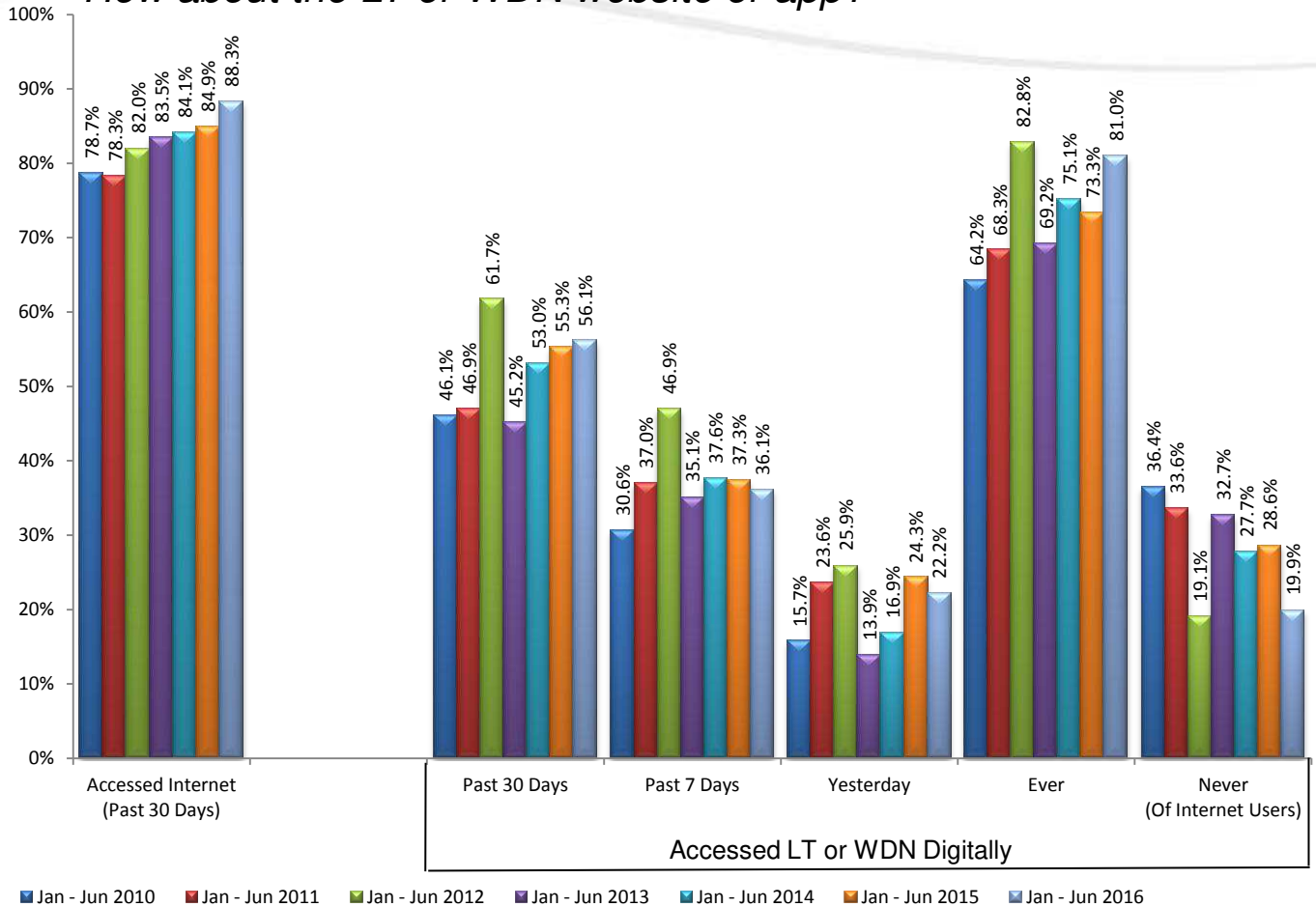
+/- 8.2% Points

+/- 8.3% 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?



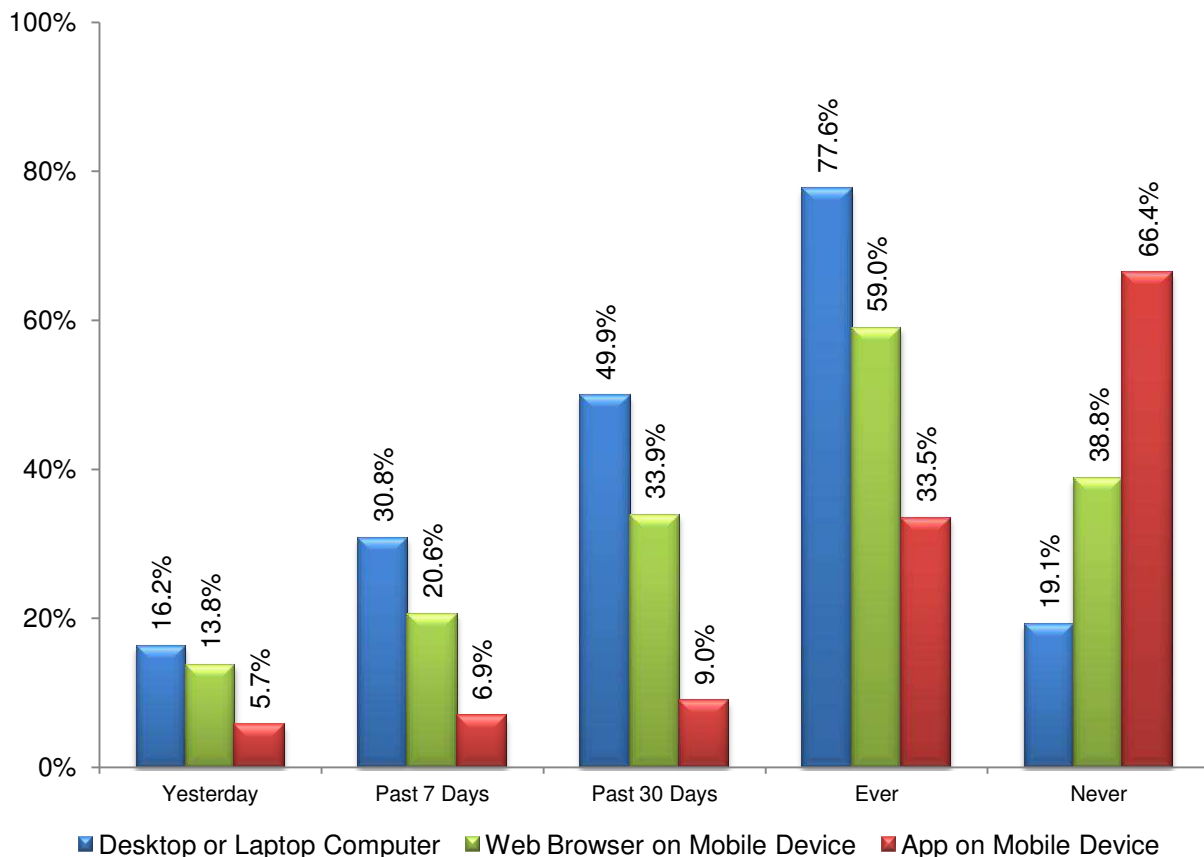
	Jan - Jun 2010	Jan - Jun 2011	Jan - Jun 2012	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015	Jan - Jun 2016
Accessed Internet (Past 30 Days)	78.7%	78.3%	82.0%	83.5%	84.1%	84.9%	88.3%
Accessed LT or WDN Digitally Past 30 Days	46.1%	46.9%	61.7%	45.2%	53.0%	55.3%	56.1%
Accessed LT or WDN Digitally Past 7 Days	30.6%	37.0%	46.9%	35.1%	37.6%	37.3%	36.1%
Accessed LT or WDN Digitally Yesterday	15.7%	23.6%	25.9%	13.9%	16.9%	24.3%	22.2%
Accessed LT or WDN Digitally Ever	64.2%	68.3%	82.8%	69.2%	75.1%	73.3%	81.0%
Never Accessed LT or WDN Digitally (Internet Users)	36.4%	33.6%	19.1%	32.7%	27.7%	28.6%	19.9%

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

Margin of Error: +/- 4.9% Points (n=405) +/- 4.9% Points (n=403) +/- 4.7% Points (n=433) +/- 4.7% Points (n=440) +/- 4.7% Points (n=440) +/- 5.1% Points (n=372) +/- 5.0% Points (n=385)

Accessing LT or WDN 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	16.2%	13.8%	5.7%
Past 7 Days	30.8%	20.6%	6.9%
Past 30 Days	49.9%	33.9%	9.0%
Ever	77.6%	59.0%	33.5%
Never	19.1%	38.8%	66.4%

Base: Adults who accessed the internet in past 30 days

(n=385)

(n=385)

(n=385)

Margin of Error:

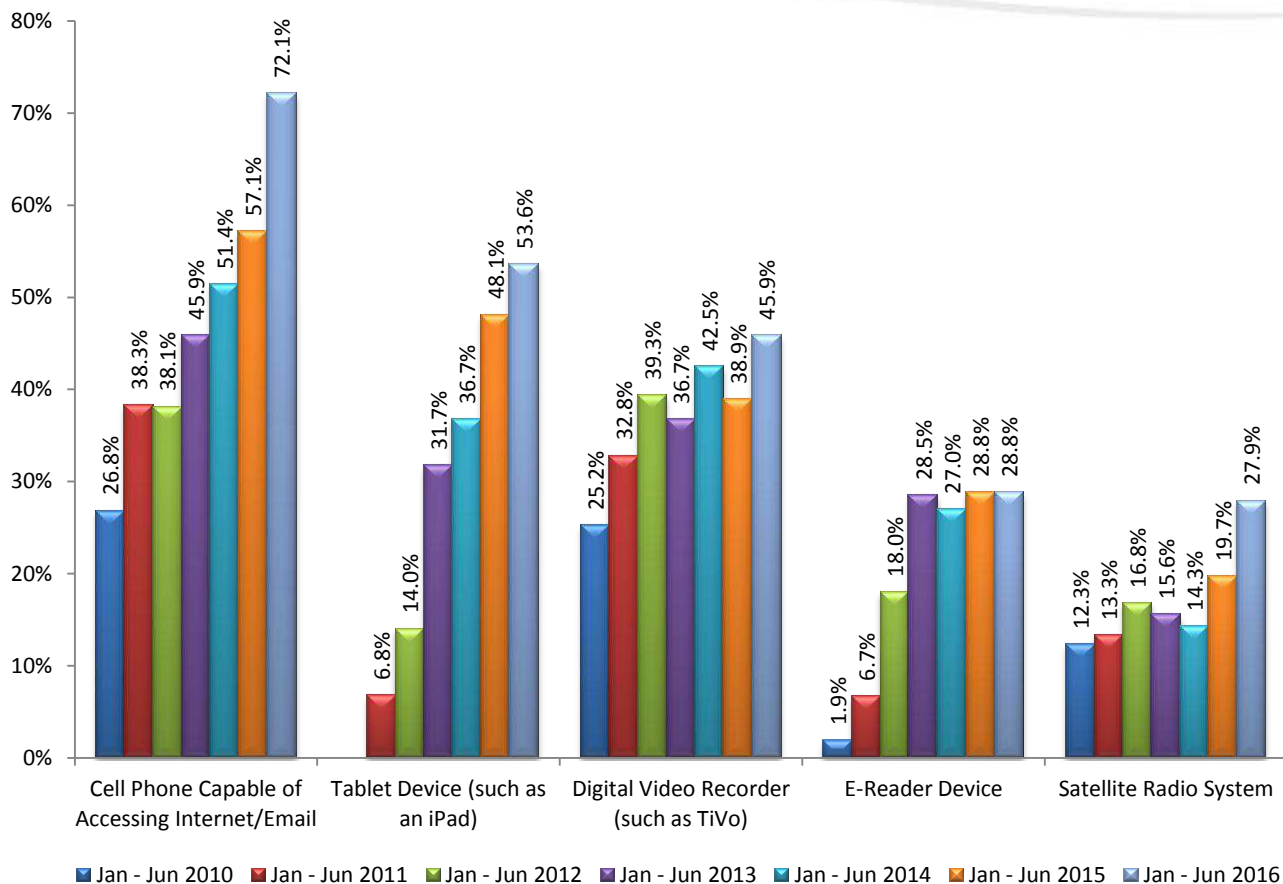
+/-5.0% Points

+/-5.0% Points

+/-5.0% Points

Technology Device Ownership

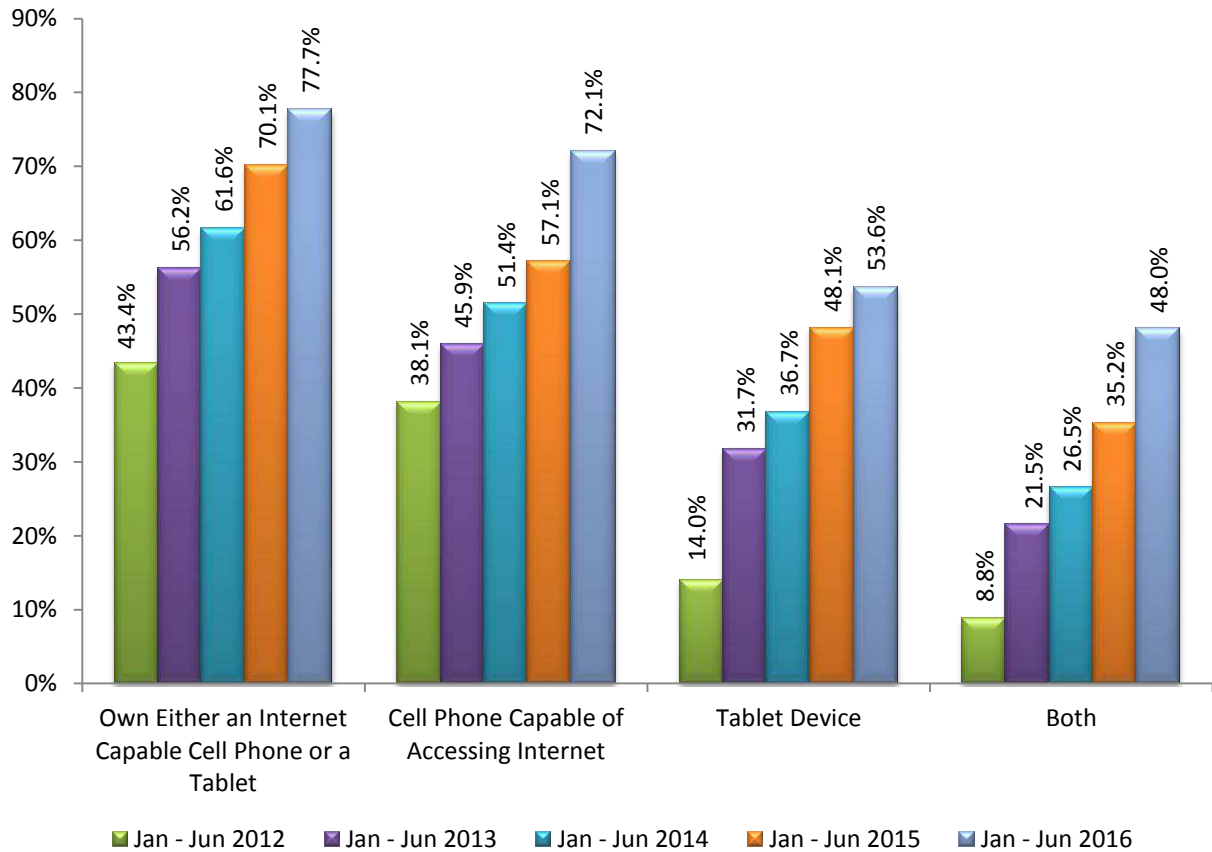
Q: Which of the following do you own?



	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	26.8%	38.3%	38.1%	45.9%	51.4%	57.1%	72.1%
Tablet Device (such as an iPad)	-	6.8%	14.0%	31.7%	36.7%	48.1%	53.6%
Digital Video Recorder (such as TiVo)	25.2%	32.8%	39.3%	36.7%	42.5%	38.9%	45.9%
E-Reader Device	1.9%	6.7%	18.0%	28.5%	27.0%	28.8%	28.8%
Satellite Radio System	12.3%	13.3%	16.8%	15.6%	14.3%	19.7%	27.9%
Base: All Adults	(n=601)	(n=600)	(n=600)	(n=600)	(n=600)	(n=502)	(n=503)
	+/- 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?



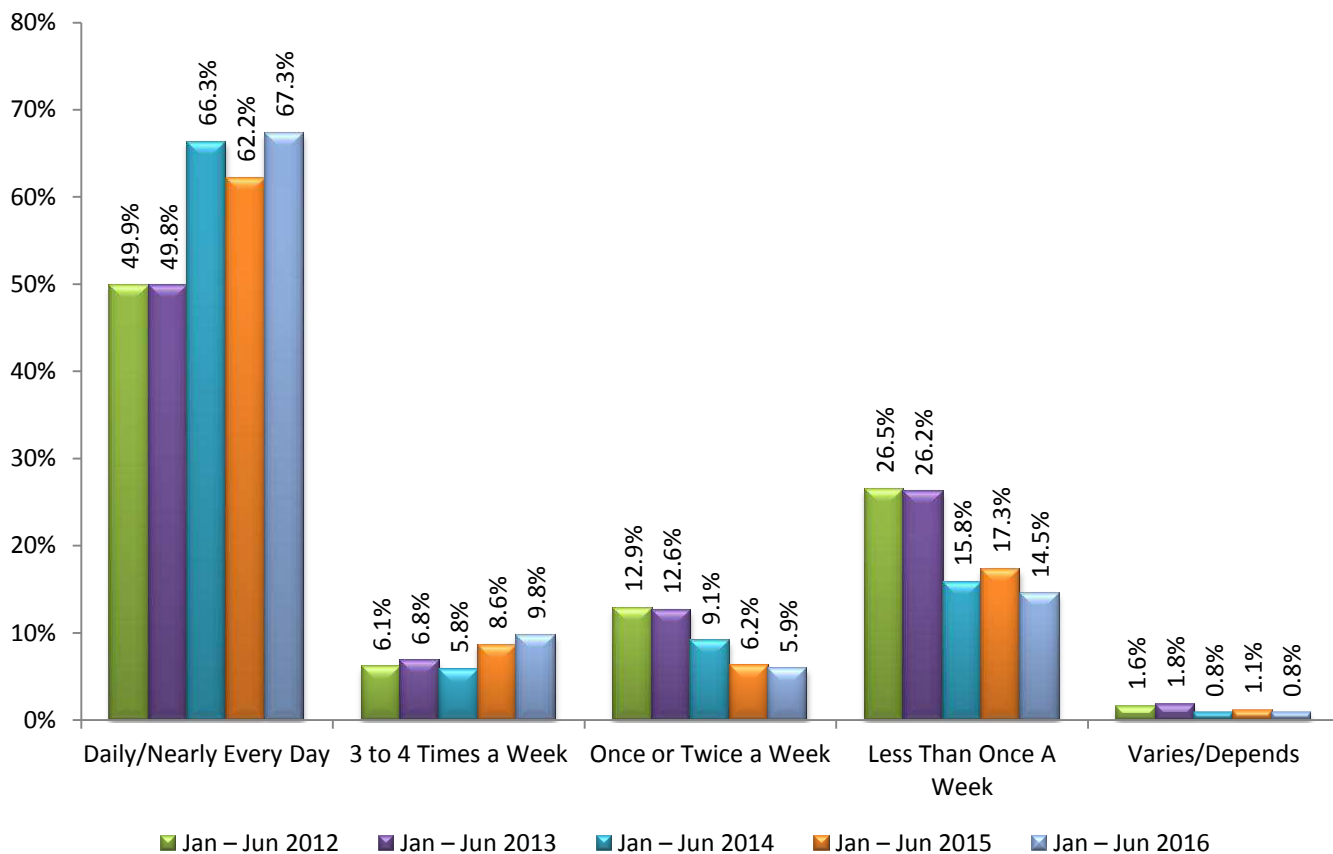
	Jan – Jun 2012	Jan – Jun 2013	Jan – Jun 2014	Jan – Jun 2015	Jan – Jun 2016
Own Either an Internet Capable Cell Phone or a Tablet	43.4%	56.2%	61.6%	70.1%	77.7%
Cell Phone Capable of Accessing Internet/Email	38.1%	45.9%	51.4%	57.1%	72.1%
Tablet Device	14.0%	31.7%	36.7%	48.1%	53.6%
Both	8.8%	21.5%	26.5%	35.2%	48.0%

Base: All Adults (n=600) (n=600) (n=600) (n=502) (n=503)
 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	49.9%	49.8%	66.3%	62.2%	67.3%
3 to 4 Times a Week	6.1%	6.8%	5.8%	8.6%	9.8%
Once or Twice a Week	12.9%	12.6%	9.1%	6.2%	5.9%
Less Than Once A Week	26.5%	26.2%	15.8%	17.3%	14.5%
Varies/Depends	1.6%	1.8%	0.8%	1.1%	0.8%

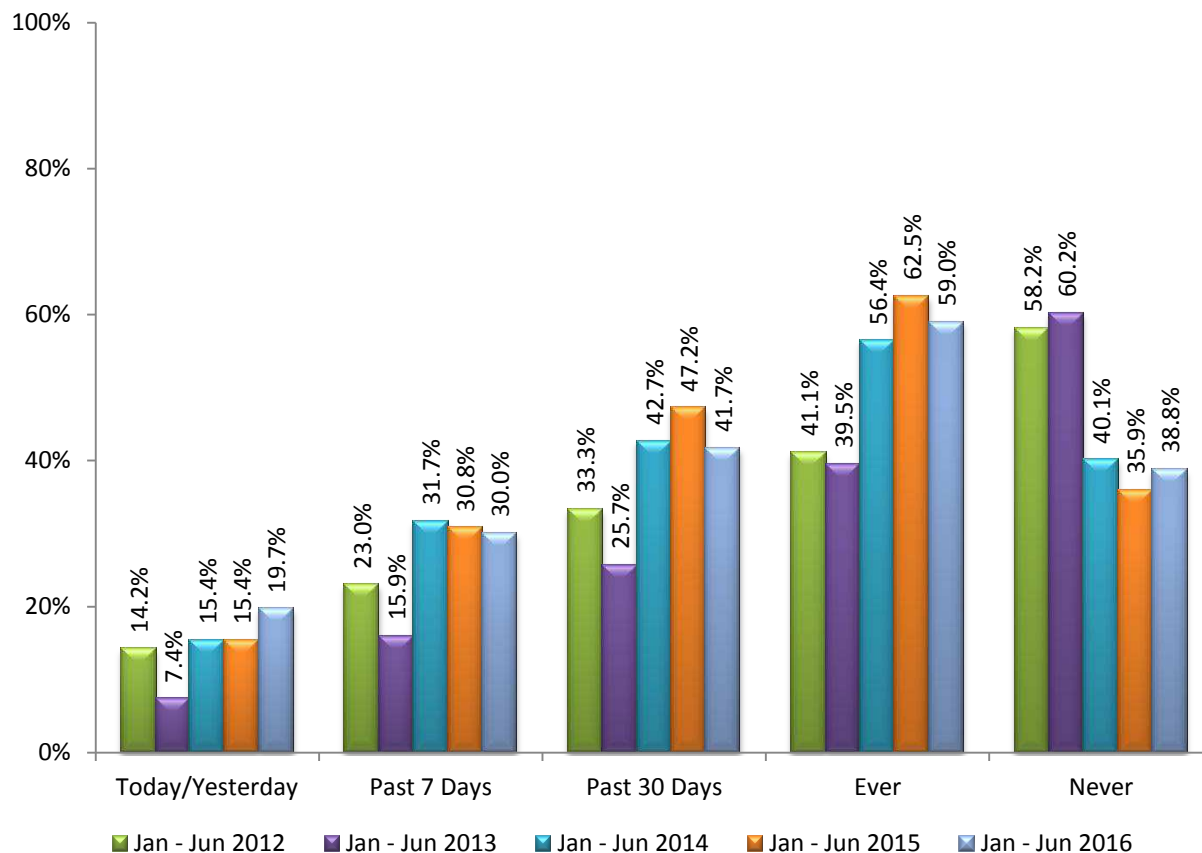
Base: Adults who own a tablet or cell phone capable of accessing the internet/email

(n=200) (n=251) (n=296) (n=279) (n=303)

Margin of Error: +/- 6.9% Points +/- 6.2% Points +/- 5.7% Points +/- 5.9% Points +/- 5.6% Points

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 2012	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015	Jan - Jun 2016
Today/Yesterday	14.2%	7.4%	15.4%	15.4%	19.7%
Past 7 Days	23.0%	15.9%	31.7%	30.8%	30.0%
Past 30 Days	33.3%	25.7%	42.7%	47.2%	41.7%
Ever	41.1%	39.5%	56.4%	62.5%	59.0%
Never	58.2%	60.2%	40.1%	35.9%	38.8%

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

(n=200)

(n=251)

(n=296)

(n=279)

(n=303)

Margin of Error:

+/- 6.9% Points

+/- 6.2% Points

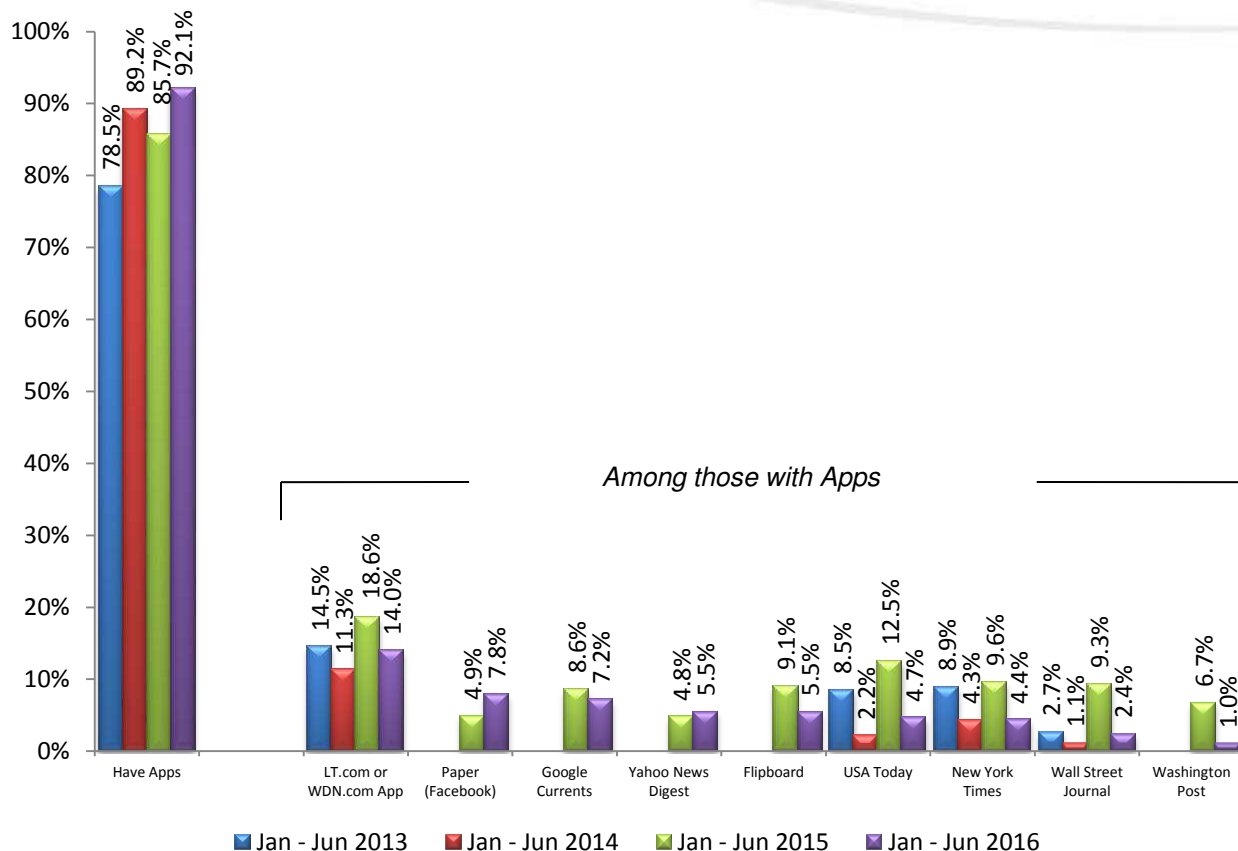
+/- 5.7% Points

+/- 5.9% Points

+/- 5.6% 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	78.5%	89.2%	85.7%	92.1%
LT.com or WDN.com App	14.5%	11.3%	18.6%	14.0%
Paper (Facebook)			4.9%	7.8%
Google Comments			8.6%	7.2%
Yahoo News Digest			4.8%	5.5%
Flipboard			9.1%	5.5%
USA Today	8.5%	2.2%	12.5%	4.7%
New York Times	8.9%	4.3%	9.6%	4.4%
Wall Street Journal	2.7%	1.1%	9.3%	2.4%
Washington Post			6.7%	1.0%

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

(n=187)

(n=296)

(n=218)

(n=303)

Margin of Error:

+/- 7.2% Points

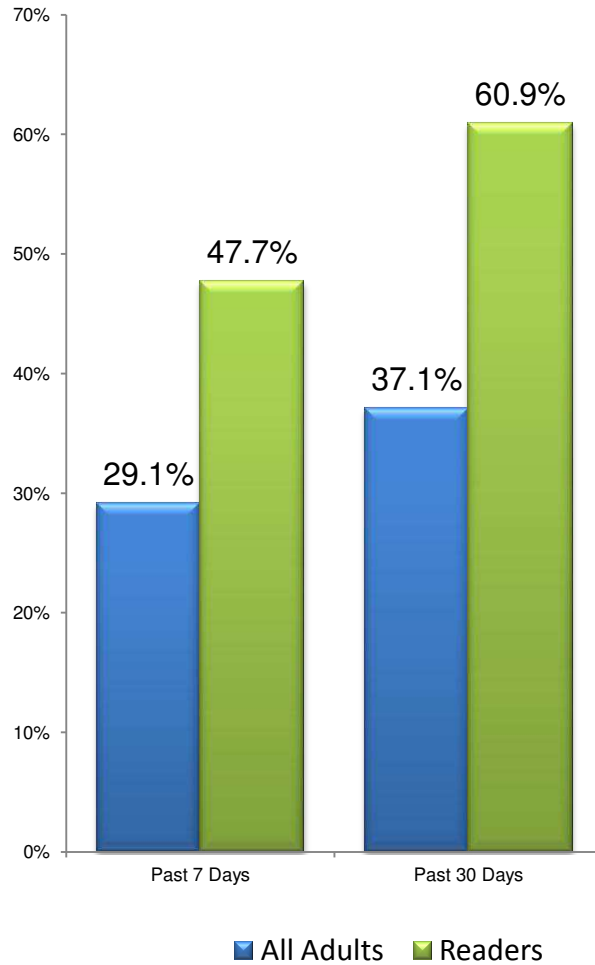
+/- 5.7% Points

+/- 6.6% Points

+/- 5.6% Points

Preprint Readership

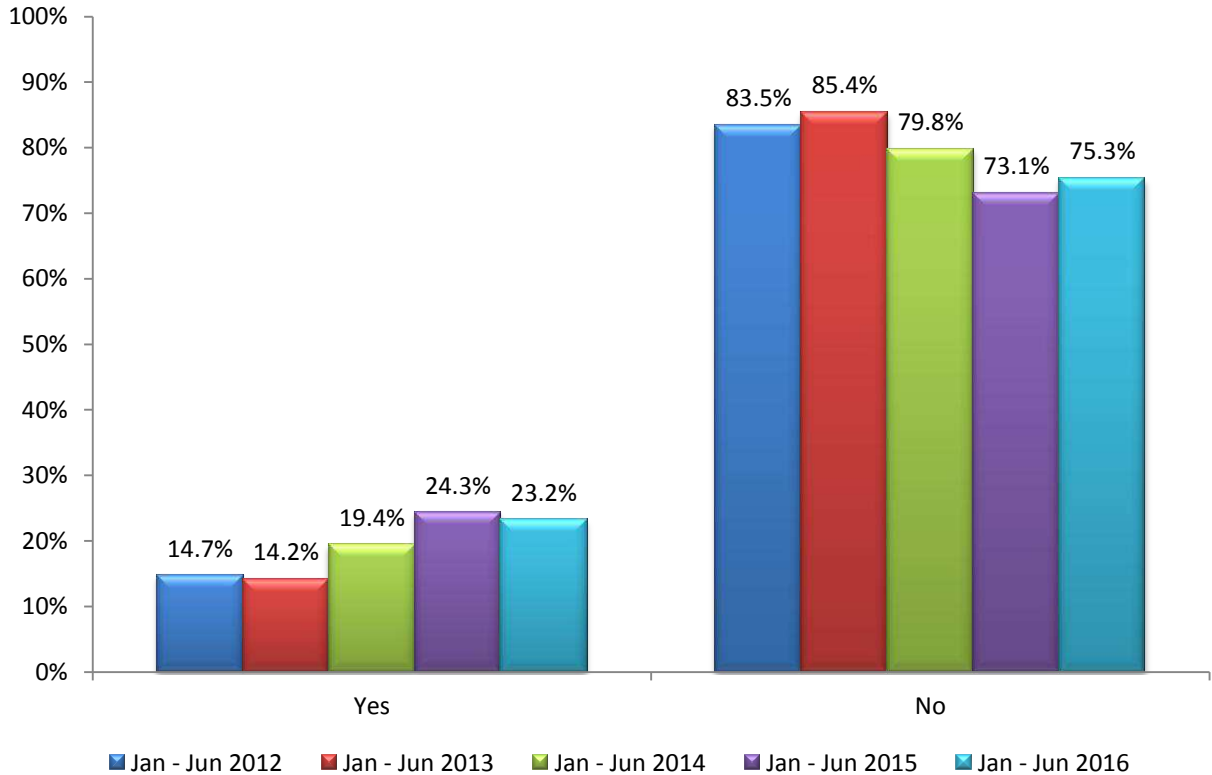
Q: In the past 30 days have you read preprinted advertising in the newspaper? In the past 7 days?



	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	35.2%	34.1%	33.9%	29.0%	28.6%	30.1%	29.1%	54.3%	54.7%	49.4%	45.1%	47.8%	52.9%	47.7%
Past 30 Days	45.8%	42.4%	43.8%	38.0%	40.3%	36.0%	37.1%	70.4%	68.2%	63.9%	59.1%	67.4%	63.2%	60.9%
Base:	(n=601)	(n=600)	(n=600)	(n=600)	(n=600)	(n=502)	(n=503)	(n=407)	(n=409)	(n=427)	(n=399)	(n=402)	(n=320)	(n=328)
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	+/- 4.8% Points	+/- 4.7% Points	+/- 4.9% Points	+/- 4.9% Points	+/- 5.5% Points	+/-5.4% Points

Television Service

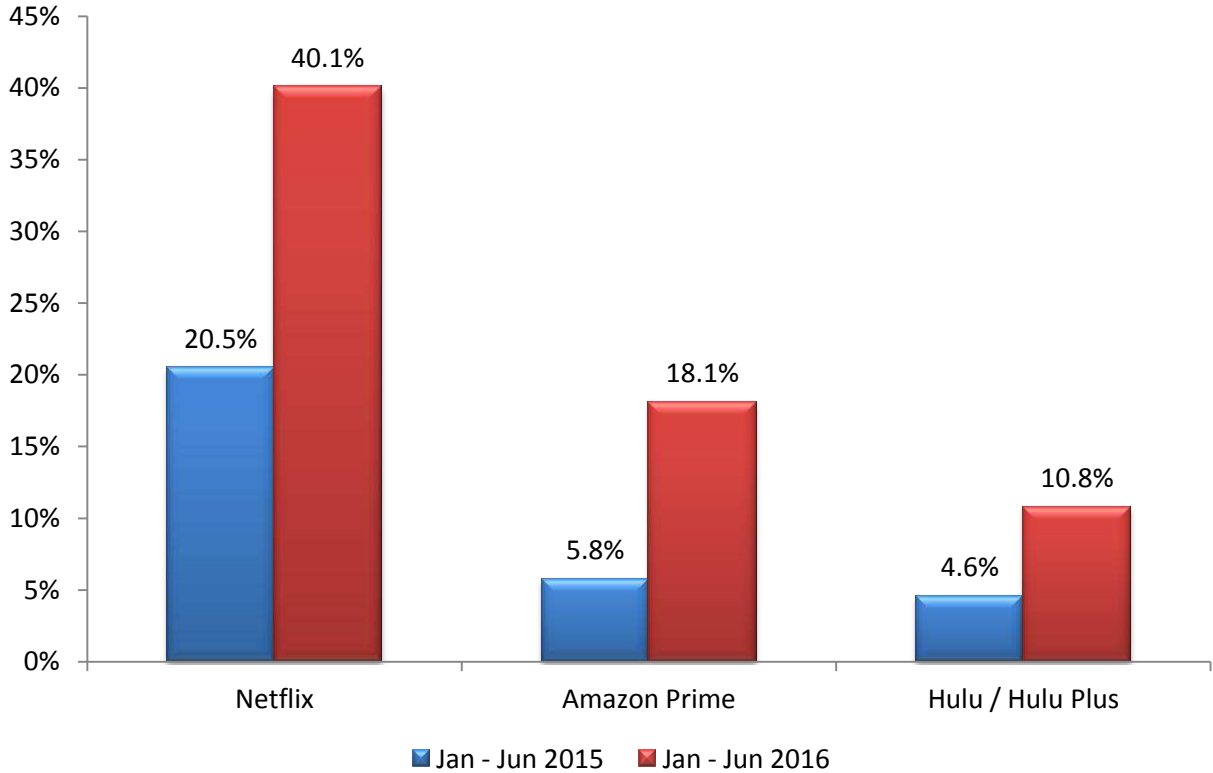
Q: During the past year, have you cancelled or cut back on your cable or satellite TV service?



	Jan - Jun 2012	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015	Jan - Jun 2016
Yes	14.7%	14.2%	19.4%	24.3%	23.2%
No	83.5%	85.4%	79.8%	73.1%	75.3%
Base: All Adults	(n=600)	(n=600)	(n=600)	(n=502)	(n=502)
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	20.5%	40.1%
Amazon Prime	5.8%	18.1%
Hulu / Hulu Plus	4.6%	10.8%
Base: All Adults	(n=502)	(n=503)
Margin of Error:	+/- 4.4% Points	+/- 4.4% Points