

LEE ENTERPRISES AUDIENCE REPORT

JAN 2015 – JUN 2015

Journal
SIOUX CITY
www.sioxcityjournal.com

Table of Contents

Methodology	3
Print + Digital Reach Among All Adults	4
Print + Digital Reach Across Generations	5
Sioux City Journal Readership	6
Source of Sioux City Journal	7
Likelihood of Discontinuing Print	9
Print + Digital Demographics	10
Internet Access & Sioux City Journal Website Usage	12
Technology Device Ownership	13
Mobile Usage and App Usage	16
Preprint Readership	18
Television Service	19
Video Streaming Services	20

Methodology

HOW: Telephone Survey

WHO: Randomly Selected Adults In Sioux City NDM

WHEN: January 2015 – June 2015

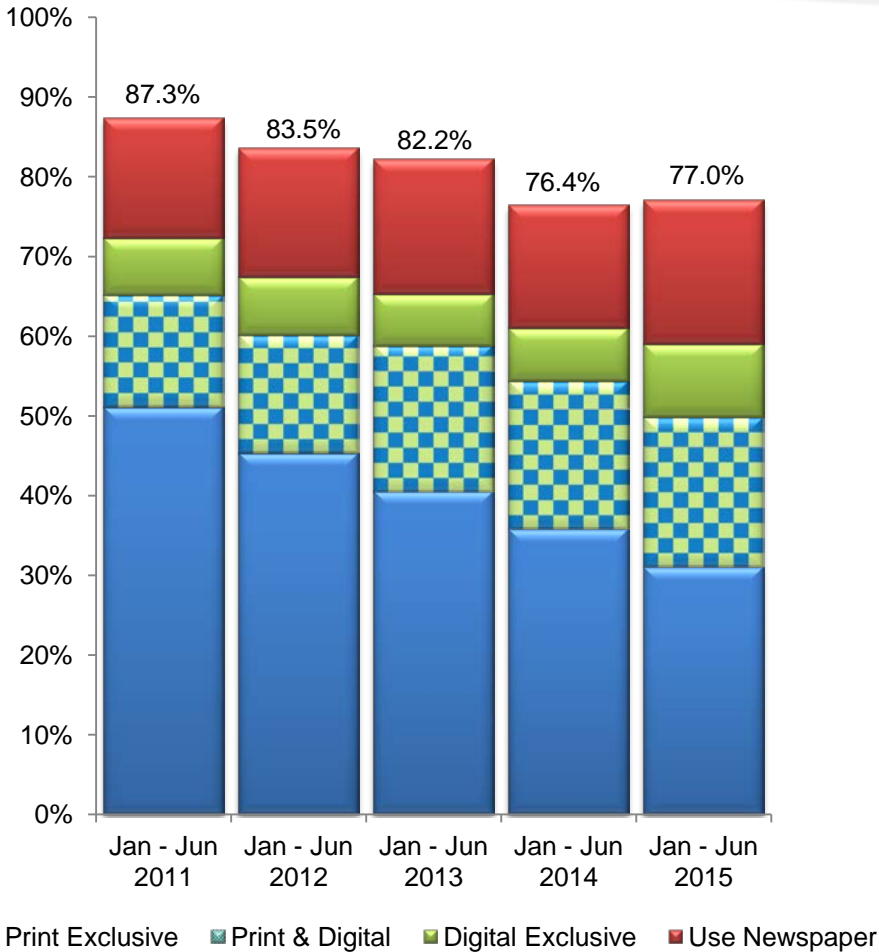
CONDUCTED BY: Thoroughbred Research, Louisville, KY

SAMPLE SIZE: 502 Total Interviews of Adults 18+

MARGIN OF ERROR: Total Sample (n=502) +/- 4.4% Points
Total Internet Sample (n=366) +/- 5.1% Points

Print + Digital Reach

Q: Have you accessed *SiouxCityJournal.com* digitally, read or used the *Sioux City Journal* 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	51.3%	51.3%	51.1%	45.3%	40.5%	35.8%	31.0%
Digital Exclusive	5.3%	5.1%	7.2%	7.3%	6.4%	6.6%	9.2%
Print & Digital	15.3%	12.2%	14.0%	14.8%	18.3%	18.6%	18.8%
Use Newspaper	-	15.7%	15.0%	16.1%	17.0%	15.4%	18.0%
Total Reach	71.9%	84.3%	87.3%	83.5%	82.2%	76.4%	77.0%

Base: All Adults (n=602) (n=600) (n=600) (n=603) (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 Sioux City 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

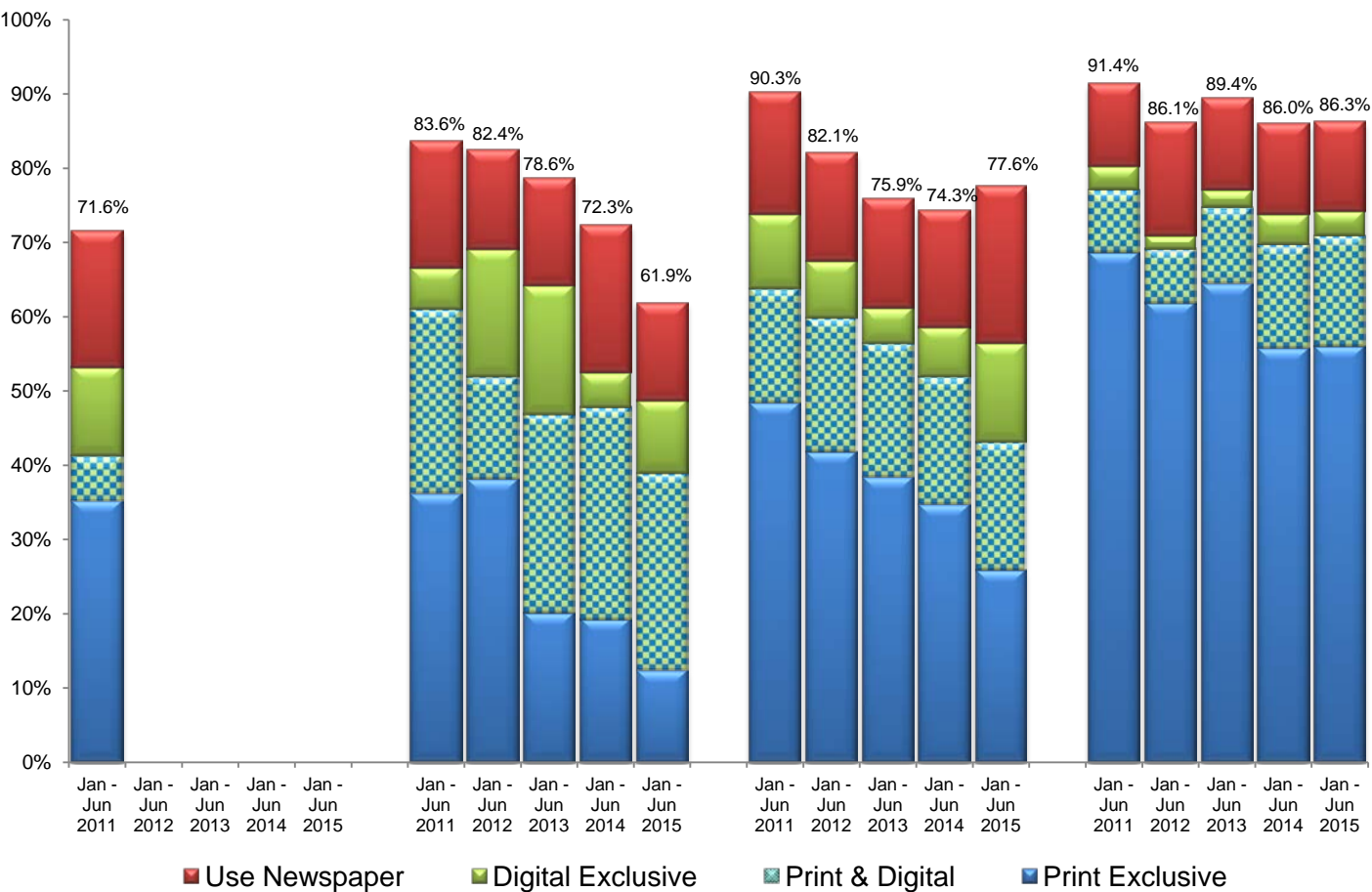
Q: Have you accessed *SiouxCityJournal.com* digitally, read or used the *Sioux City Journal* or done both in the past 7 days?

**Ages
18-29**

**Ages
30-39**

**Ages
40-59**

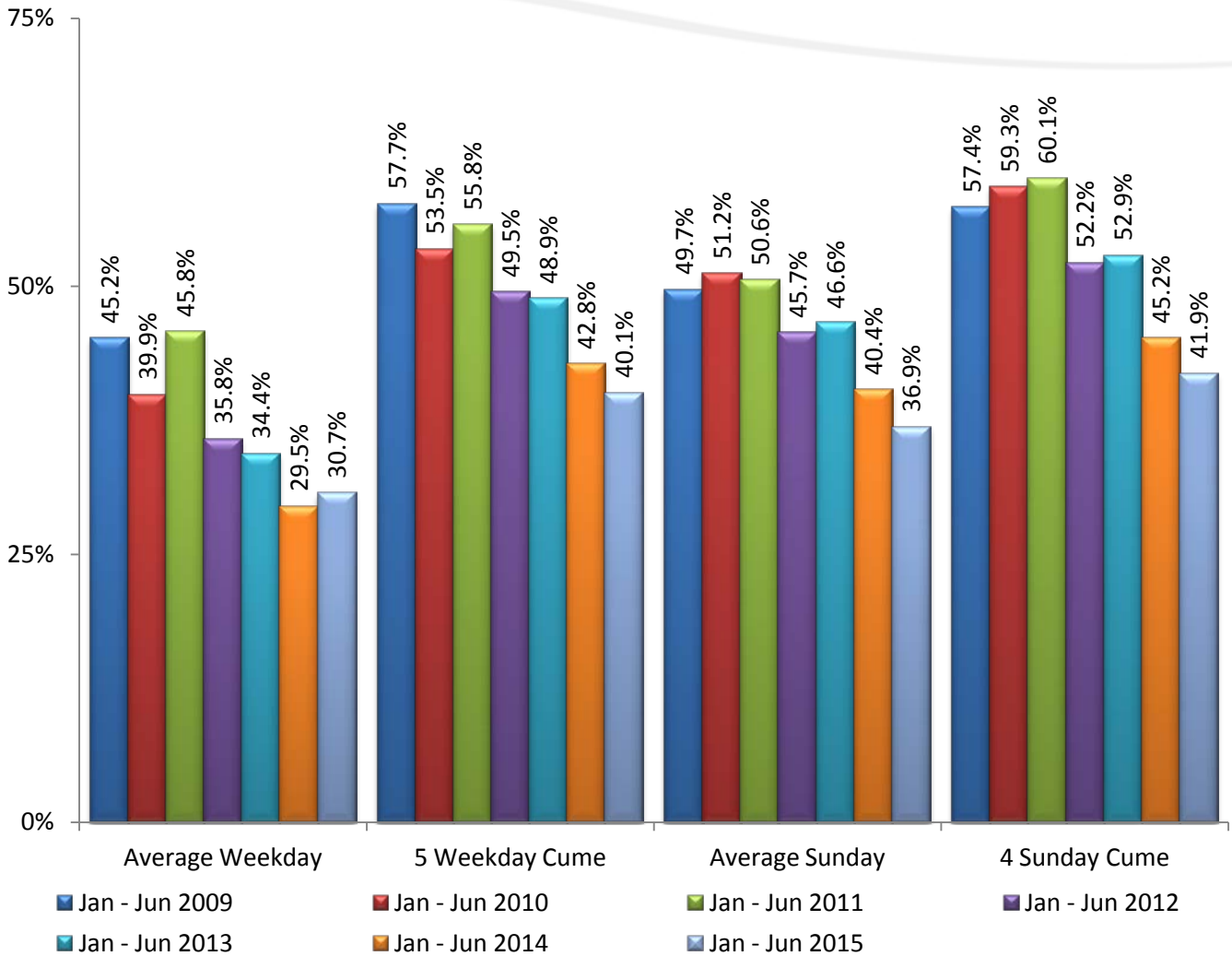
**Ages
60+**



Past 7 Days	Ages 18-29	Ages 30-39	Ages 40-59	Ages 60+
Print Exclusive		12.4%	25.2%	56.1%
Digital Exclusive	Sample Size	9.7%	13.3%	3.4%
Print & Digital	Too Small	26.6%	17.2%	14.8%
Use Newspaper		13.2%	21.2%	12.0%
Total Reach		61.9%	77.6%	86.3%
Base:		(n=26)	(n=146)	(n=320)
Margin of Error:		+/- 19.2% Points	+/- 8.1% Points	+/- 5.5% Points

Average Readership

Q: Did you read the Sioux City Journal yesterday?

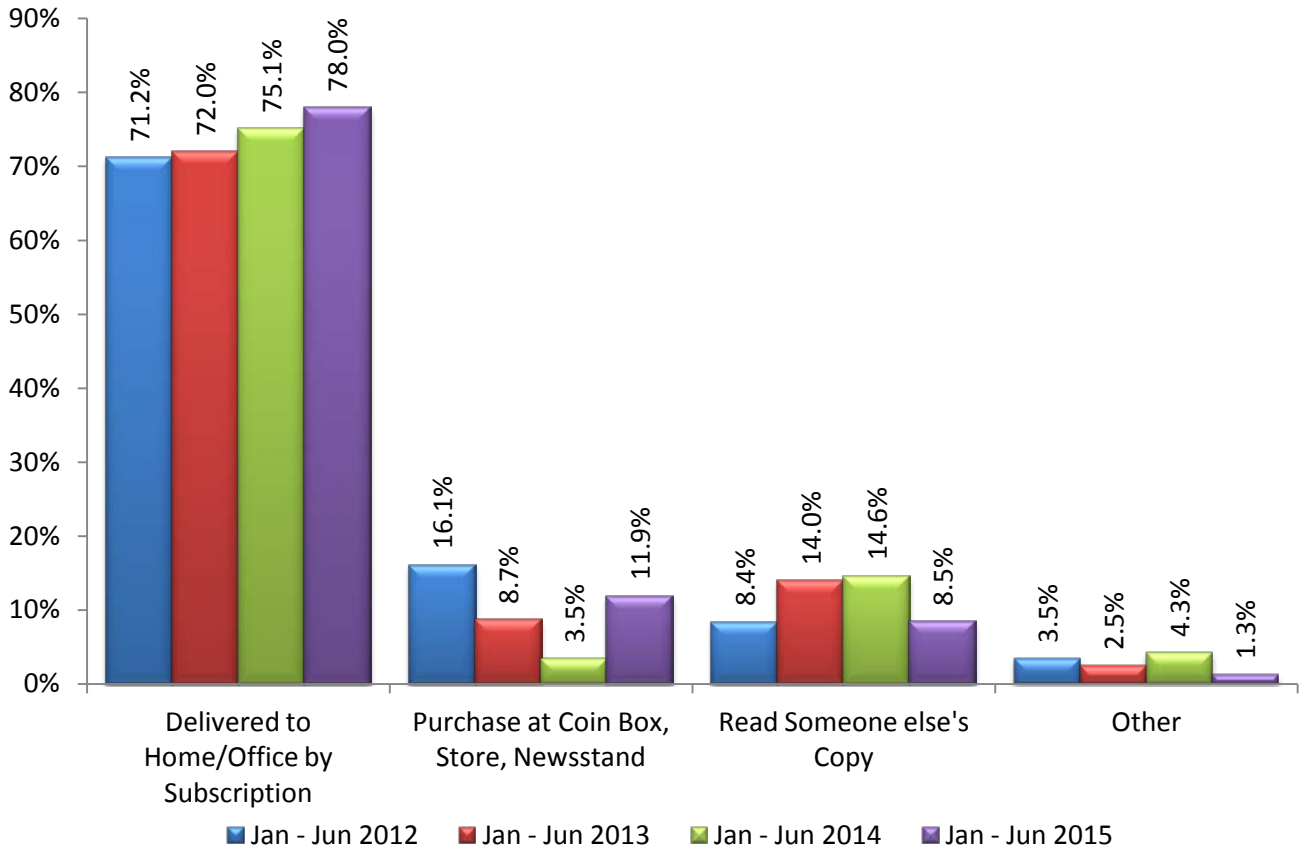


	Jan - Jun 2009	Jan - Jun 2010	Jan - Jun 2011	Jan - Jun 2012	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015
Average Weekday	45.2%	39.9%	45.8%	35.8%	34.4%	29.5%	30.7%
5 Weekday Cume	57.7%	53.5%	55.8%	49.5%	48.9%	42.8%	40.1%
Average Sunday	49.7%	51.2%	50.6%	45.7%	46.6%	40.4%	36.9%
4 Sunday Cume	57.4%	59.3%	60.1%	52.2%	52.9%	45.2%	41.9%

Base: All Adults (n=602) (n=600) (n=600) (n=603) (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

Source of Weekday Newspaper

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



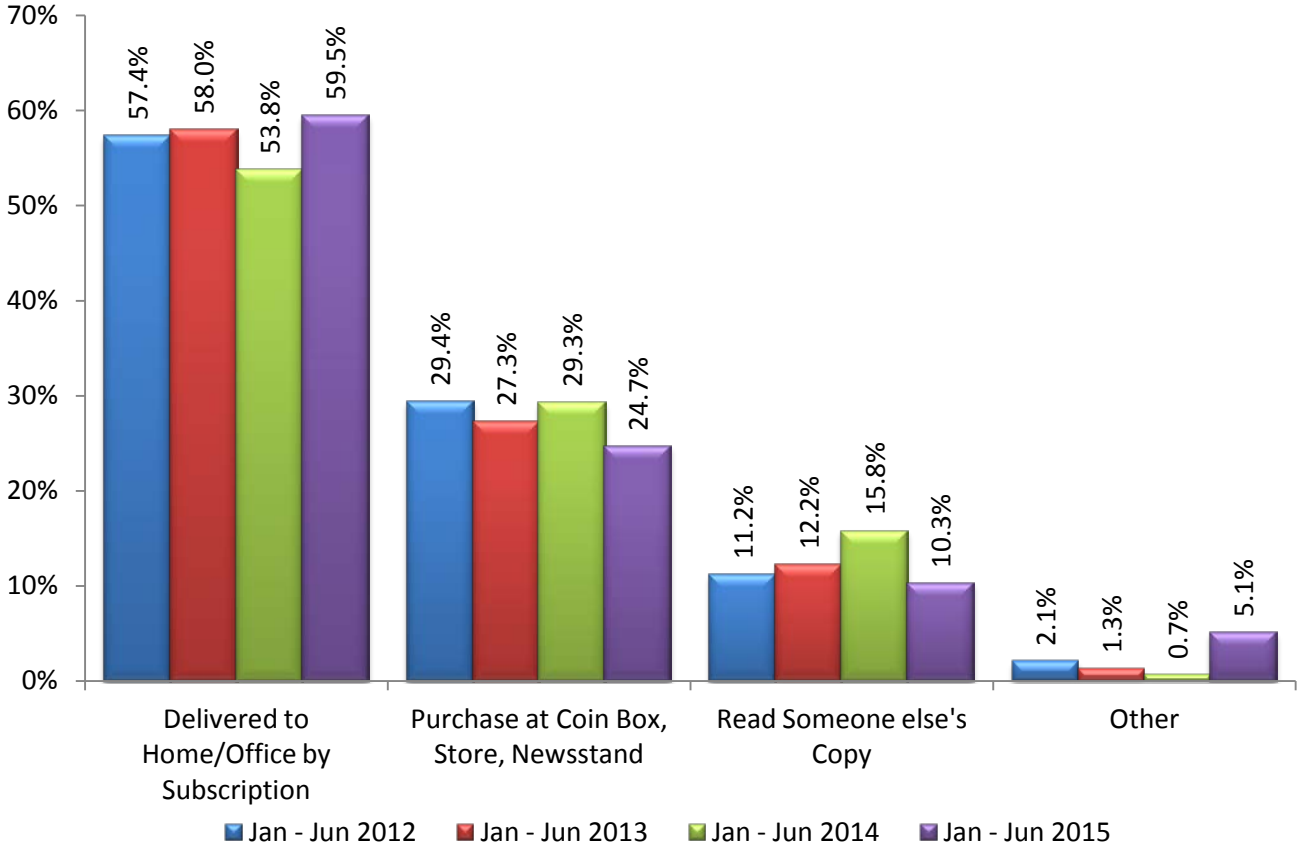
	Jan - Jun 2012	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015
Delivered to your home/office by subscription	71.2%	72.0%	75.1%	78.0%
Purchase at coin box, store, or newsstand	16.1%	8.7%	3.5%	11.9%
Read someone else's copy	8.4%	14.0%	14.6%	8.5%
Other	3.5%	2.5%	4.3%	1.3%

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

(n=285) (n=274) (n=252) (n=239)
 Margin of Error: +/- 5.8% Points +/- 5.9% Points +/- 6.2% Points +/- 6.3% 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	57.4%	58.0%	53.8%	59.5%
Purchase at coin box, store, or newsstand	29.4%	27.3%	29.3%	24.7%
Read someone else's copy	11.2%	12.2%	15.8%	10.3%
Other	2.1%	1.3%	0.7%	5.1%

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

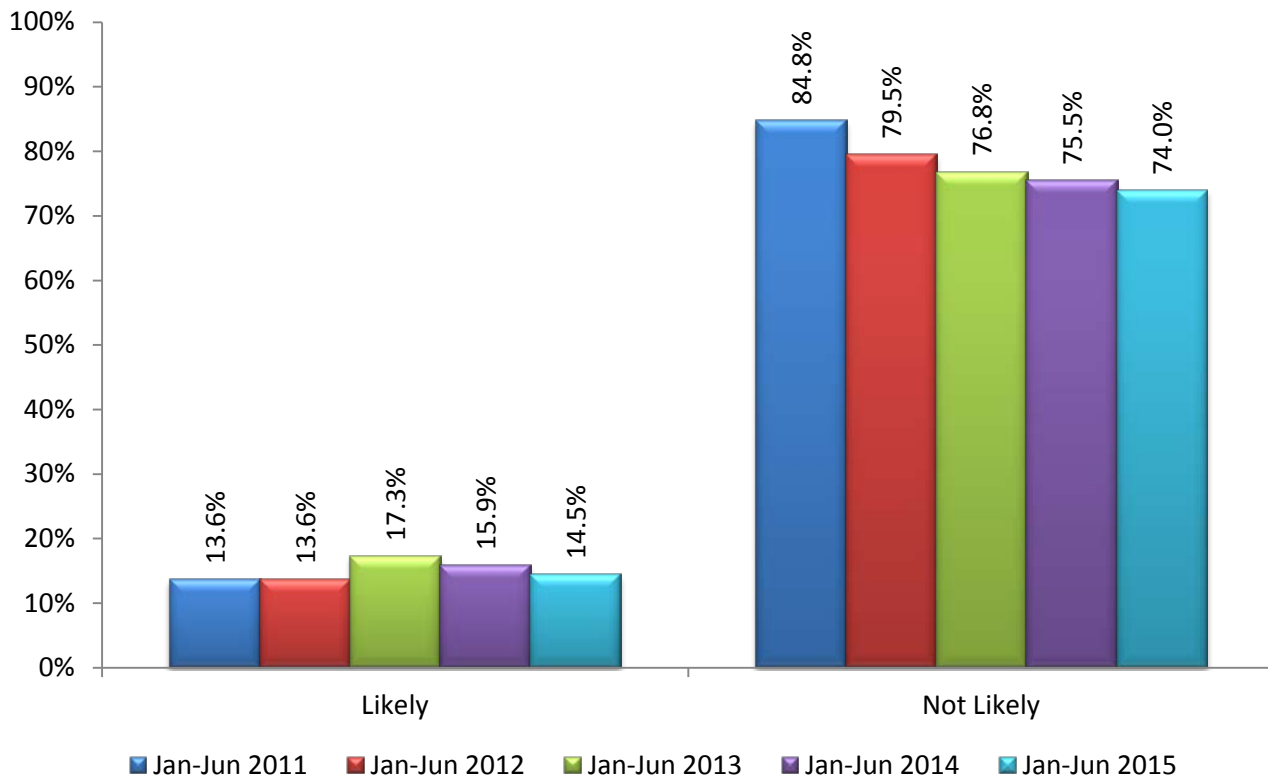
(n=357) (n=339) (n=321) (n=271)

Margin of Error:

+/- 5.2% Points +/- 5.3% Points +/- 5.5% Points +/- 6.0% Points

Likelihood of Discontinuing Print Readership

Q: You identified yourself as a person who reads the Sioux City 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	13.6%	13.6%	17.3%	15.9%	14.5%
Not Likely	84.8%	79.5%	76.8%	75.5%	74.0%

Base: Adults who read both in print and online

(n=70)

(n=71)

(n=79)

(n=93)

(n=69)

Margin of Error:

+/- 11.7% Points +/- 11.6% Points +/- 11.0% Points +/- 10.2% Points +/- 11.8% Points

Print + Digital Demographics

Q: Have you accessed *SiouxCityJournal.com* digitally, read or used the *Sioux City Journal* or done both in the past 7 days?

Jan – Jun 2015	Market	Print Exclusive	Digital Exclusive	Print & Digital	Use Newspaper	None
Male	49.6%	50.7%	42.3%	68.1%	39.1%	44.4%
Female	50.4%	49.3%	57.7%	31.9%	60.9%	55.6%
Ages 18-29	5.9%	0.0%	6.6%	6.5%	15.8%	5.3%
Ages 30-39	23.1%	9.3%	24.4%	32.6%	16.9%	38.0%
Ages 40-59	39.6%	33.4%	57.3%	36.2%	46.4%	38.1%
Ages 60+	31.4%	57.3%	11.6%	24.8%	20.9%	18.6%
<i>Median Age</i>	<i>50.1</i>	<i>61.9</i>	<i>42.5</i>	<i>43.1</i>	<i>43.7</i>	<i>42.2</i>
Children Under 18 at home	35.6%	17.3%	47.3%	35.9%	51.1%	43.4%
Lived In Area Less Than Five Years	6.9%	0.9%	0.7%	10.1%	10.2%	12.2%
6 - 10 Years	17.0%	14.2%	5.6%	23.4%	20.7%	17.1%
11 - 14 Years	6.1%	2.2%	13.3%	8.7%	8.2%	4.5%
15 - 20 Years	15.3%	11.0%	53.5%	10.1%	10.0%	14.3%
21 Years +	54.7%	71.6%	27.0%	47.7%	50.9%	51.9%
<i>Median Length of Residence</i>	<i>21.8</i>	<i>24.0</i>	<i>18.4</i>	<i>20.8</i>	<i>21.2</i>	<i>21.4</i>
5.						
Less than \$35K Household Income	28.2%	27.1%	42.4%	16.9%	29.9%	30.6%
\$35K - \$50K	12.6%	11.9%	26.7%	15.8%	3.8%	11.8%
\$50K - \$75K	24.1%	20.4%	22.8%	15.3%	27.1%	33.4%
\$75K+	35.1%	40.6%	8.1%	52.0%	39.2%	24.1%
<i>Median Household Income (\$000)</i>	<i>\$59.5</i>	<i>\$63.4</i>	<i>\$39.3</i>	<i>\$77.2</i>	<i>\$65.0</i>	<i>\$55.8</i>
High School Grad or Less	26.0%	33.6%	26.3%	15.4%	22.5%	27.0%
Some College	40.2%	33.8%	33.0%	38.1%	50.9%	44.9%
4 Year College or More	22.5%	17.5%	35.7%	35.5%	22.1%	13.6%
Graduate Degree	11.4%	15.1%	5.0%	11.1%	4.6%	14.5%
Base: All Adults	(n=502)	(n=238)	(n=28)	(n=75)	(n=73)	(n=88)
Margin of Error:	+/- 4.4% Points	+/- 6.4% Points	+/- 18.5% Points	+/- 11.3% Points	+/- 11.5% Points	+/- 10.4% Points

Print + Digital Demographics

Q: Have you accessed *SiouxCityJournal.com* digitally, read or used the *Sioux City Journal* or done both in the past 7 days?

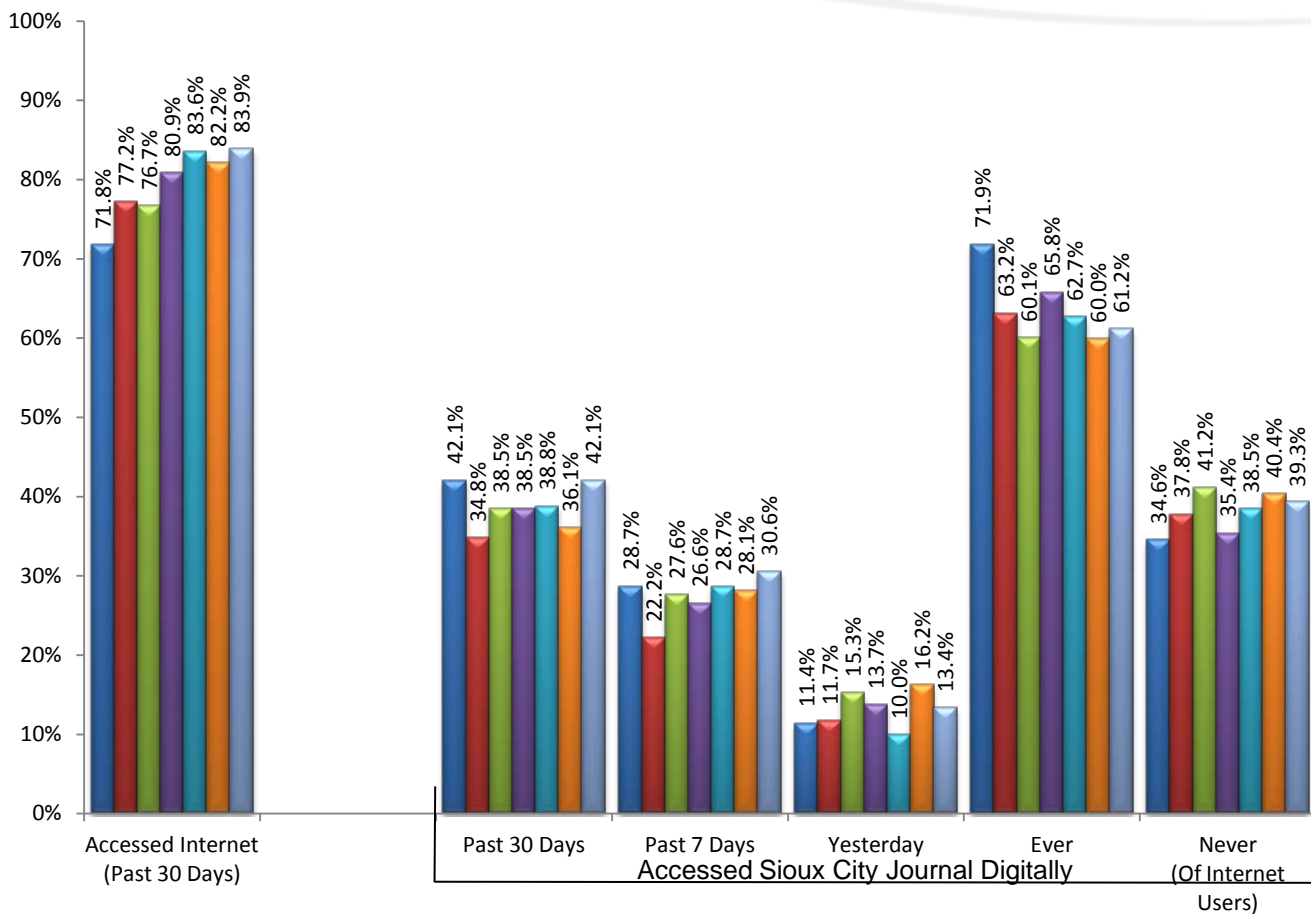
Jan – Jun 2015	Market	Print Readers	Digital Readers	None
Male	49.6%	57.2%	59.6%	42.1%
Female	50.4%	42.8%	40.4%	57.9%
Ages 18-29	5.9%	2.5%	6.5%	9.9%
Ages 30-39	23.1%	18.1%	29.9%	28.7%
Ages 40-59	39.6%	34.4%	43.1%	41.8%
Ages 60+	31.4%	44.9%	20.5%	19.6%
<i>Median Age</i>	<i>50.1</i>	<i>57.3</i>	<i>42.8</i>	<i>45.7</i>
Children Under 18 at home	35.6%	24.3%	39.6%	48.6%
Lived In Area Less Than Five Years	6.9%	4.4%	7.0%	11.3%
6 - 10 Years	17.0%	17.7%	17.6%	18.7%
11 - 14 Years	6.1%	4.7%	10.2%	6.1%
15 - 20 Years	15.3%	10.7%	24.3%	12.4%
21 Years +	54.7%	62.5%	40.9%	51.5%
<i>Median Length of Residence</i>	<i>21.8</i>	<i>23.0</i>	<i>18.7</i>	<i>21.3</i>
Less than \$35K Household Income	28.2%	23.0%	26.2%	30.3%
\$35K - \$50K	12.6%	13.5%	19.8%	8.1%
\$50K - \$75K	24.1%	18.3%	18.0%	30.5%
\$75K+	35.1%	45.2%	35.9%	31.1%
<i>Median Household Income (\$000)</i>	<i>\$59.5</i>	<i>\$68.4</i>	<i>\$55.5</i>	<i>\$59.6</i>
High School Grad or Less	26.0%	26.8%	19.0%	25.0%
Some College	40.2%	35.4%	36.4%	47.5%
4 Year College or More	22.5%	24.3%	35.5%	17.3%
Graduate Degree	11.4%	13.6%	9.1%	10.1%
Base: All Adults	(n=502)	(n=313)	(n=103)	(n=161)
Margin of Error:	+/- 4.4% Points	+/- 5.5% Points	+/- 9.7% Points	+/- 7.7% Points



Internet Access & SiouxCityJournal.com Usage

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

How about the Sioux City 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)	71.8%	77.2%	76.7%	80.9%	83.6%	82.2%	83.9%
Accessed SCJ Digitally Past 30 Days	42.1%	34.8%	38.5%	38.5%	38.8%	36.1%	42.1%
Accessed SCJ Digitally Past 7 Days	28.7%	22.2%	27.6%	26.6%	28.7%	28.1%	30.6%
Accessed SCJ Digitally Yesterday	11.4%	11.7%	15.3%	13.7%	10.0%	16.2%	13.4%
Accessed SCJ Digitally Ever	71.9%	63.2%	60.1%	65.8%	62.7%	60.0%	61.2%
Never Accessed SCJ Digitally (Internet Users)	34.6%	37.8%	41.2%	35.4%	38.5%	40.4%	39.3%

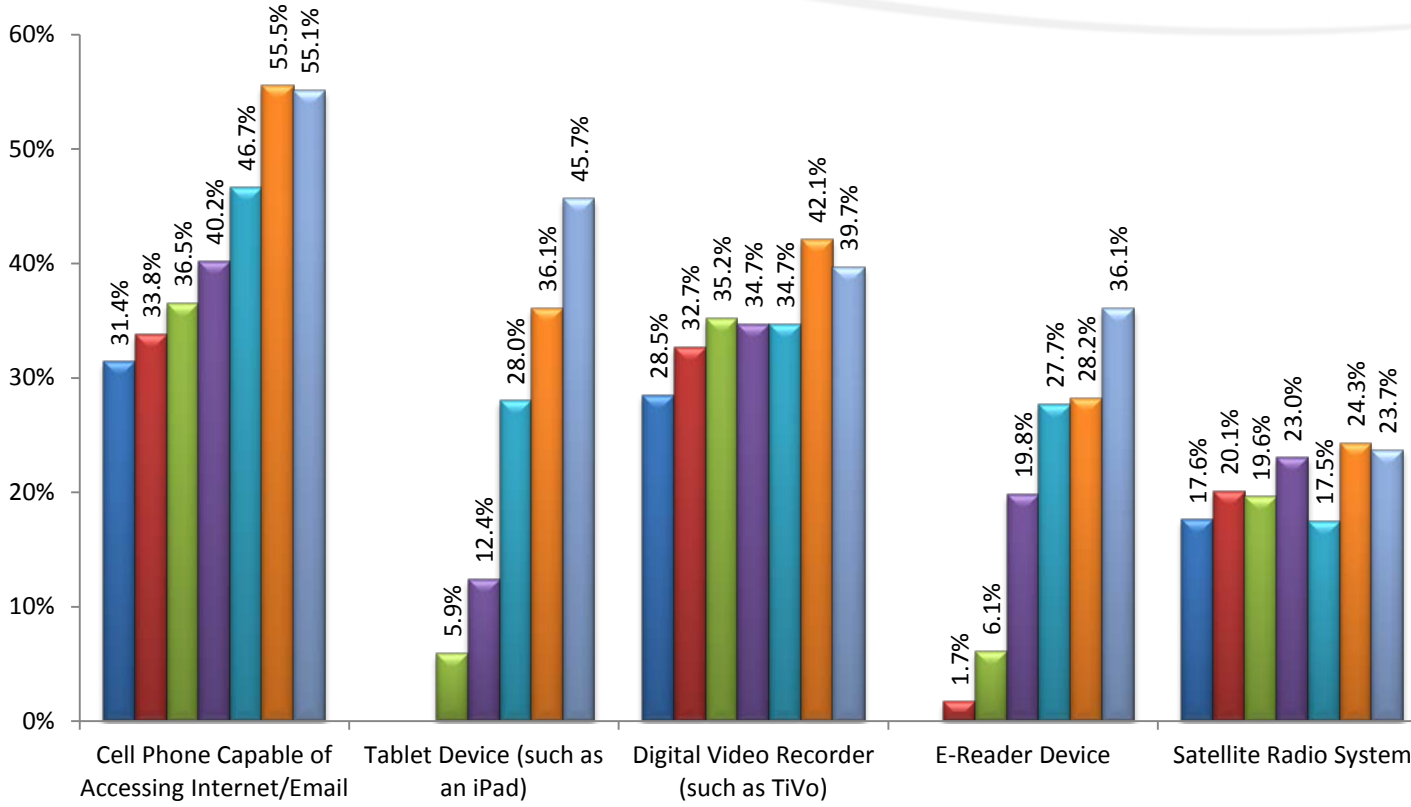
Base: Adults who have accessed the internet in the past 30 days with any device. (n=382) (n=402) (n=392) (n=411) (n=429) (n=437) (n=366)

Margin of Error: +/- 5.0% Points +/- 4.9% Points +/- 4.9% Points +/- 4.8% Points +/- 4.7% Points +/- 4.7% Points +/- 5.1% Points



Technology Device Ownership

Q: Which of the following do you own?

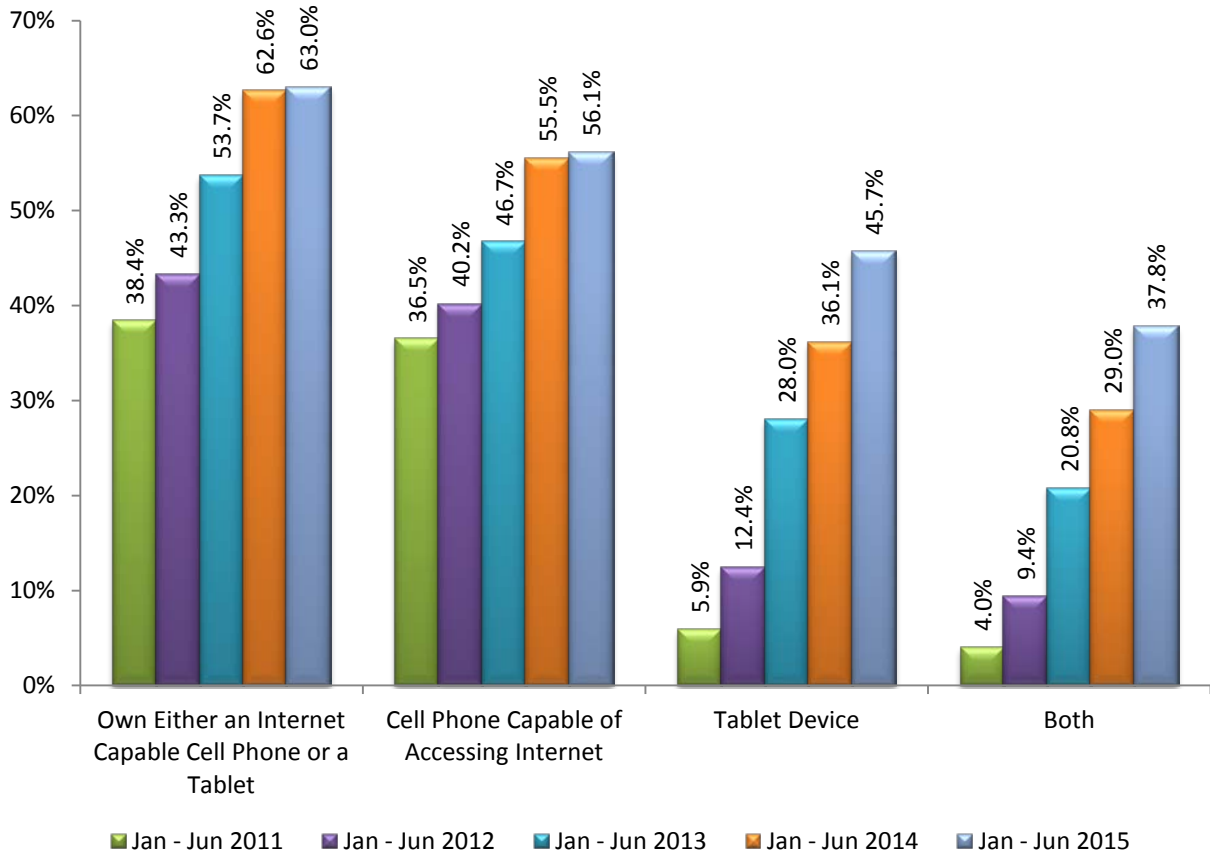


■ Jan - Jun 2009 ■ Jan - Jun 2010 ■ Jan - Jun 2011 ■ Jan - Jun 2012 ■ Jan - Jun 2013 ■ Jan - Jun 2014 ■ Jan - Jun 2015

	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	31.4%	33.8%	36.5%	40.2%	46.7%	55.5%	55.1%
Tablet Device (such as an iPad)	-	-	5.9%	12.4%	28.0%	36.1%	45.7%
Digital Video Recorder (such as TiVo)	28.5%	32.7%	35.2%	34.7%	34.7%	42.1%	39.7%
E-Reader Device	-	1.7%	6.1%	19.8%	27.7%	28.2%	36.1%
Satellite Radio System	17.6%	20.1%	19.6%	23.0%	17.5%	24.3%	23.7%
Base: All Adults	(n=602)	(n=600)	(n=600)	(n=603)	(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

Mobile Device Ownership

Q: Which of the following do you own?

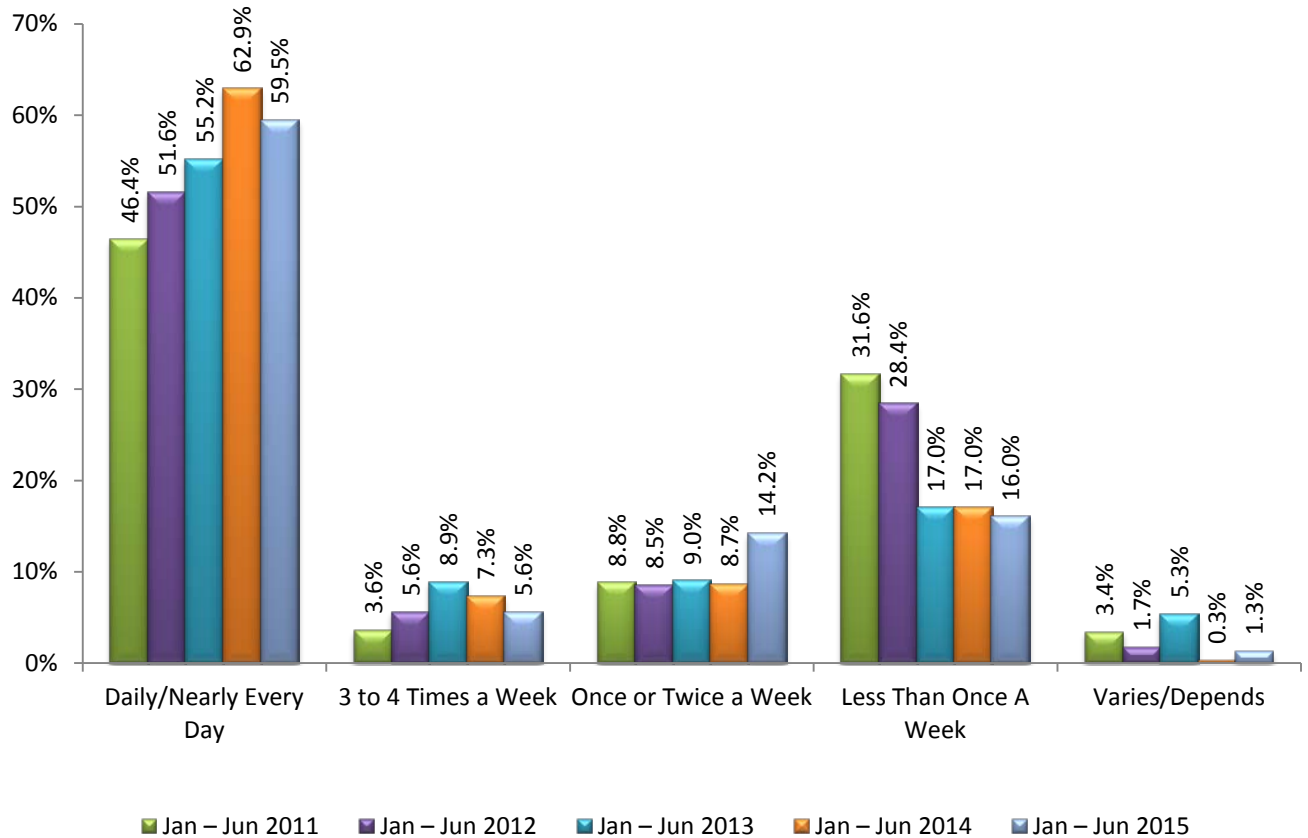


	Jan - Jun 2011	Jan - Jun 2012	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015
Own Either an Internet Capable Cell Phone or a Tablet	38.4%	43.3%	53.7%	62.6%	63.0%
Cell Phone Capable of Accessing Internet/Email	36.5%	40.2%	46.7%	55.5%	56.1%
Tablet Device	5.9%	12.4%	28.0%	36.1%	45.7%
Both	4.0%	9.4%	20.8%	29.0%	37.8%

Base: All Adults (n=600) (n=603) (n=600) (n=600) (n=502)
 Margin of Error: +/- 4.0% Points +/- 4.0% Points +/- 4.0% Points +/- 4.0% Points +/- 4.4%

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	46.4%	51.6%	55.2%	62.9%	59.5%
3 to 4 Times a Week	3.6%	5.6%	8.9%	7.3%	5.6%
Once or Twice a Week	8.8%	8.5%	9.0%	8.7%	14.2%
Less Than Once A Week	31.6%	28.4%	17.0%	17.0%	16.0%
Varies/Depends	3.4%	1.7%	5.3%	0.3%	1.3%

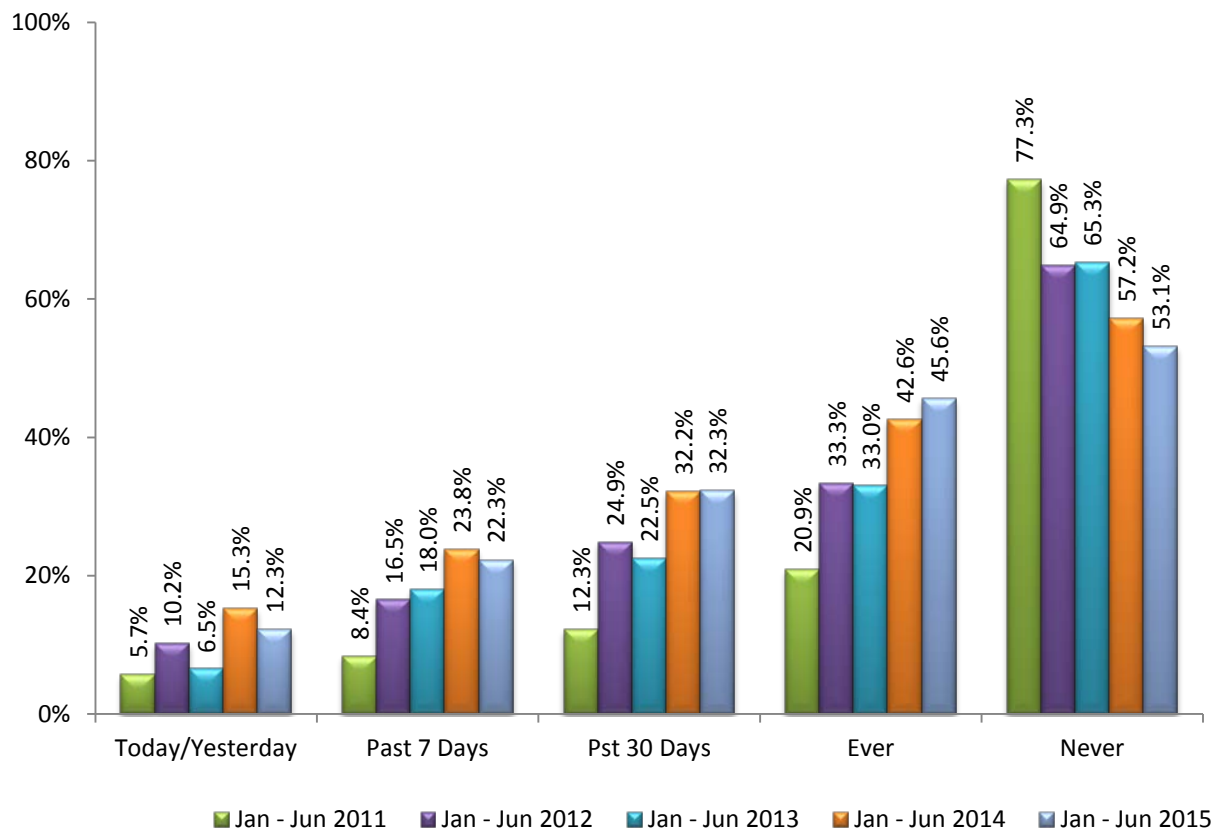
Base: Adults who own a tablet or cell phone capable of accessing the internet/email

(n=164) (n=210) (n=255) (n=303) (n=261)

Margin of Error: +/- 7.7% Points +/- 6.8% Points +/- 6.1% Points +/- 5.6% Points +/- 6.1% Points

Last Time Accessed SiouxCityJournal.com Via Mobile Device

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



	Jan - Jun 2011	Jan - Jun 2012	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015
Today/Yesterday	5.7%	10.2%	6.5%	15.3%	12.3%
Past 7 Days	8.4%	16.5%	18.0%	23.8%	22.3%
Past 30 Days	12.3%	24.9%	22.5%	32.2%	32.3%
Ever	20.9%	33.3%	33.0%	42.6%	45.6%
Never	77.3%	64.9%	65.3%	57.2%	53.1%

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

(n=164)

(n=210)

(n=255)

(n=303)

(n=261)

Margin of Error:

+/- 7.7% Points

+/- 6.8% Points

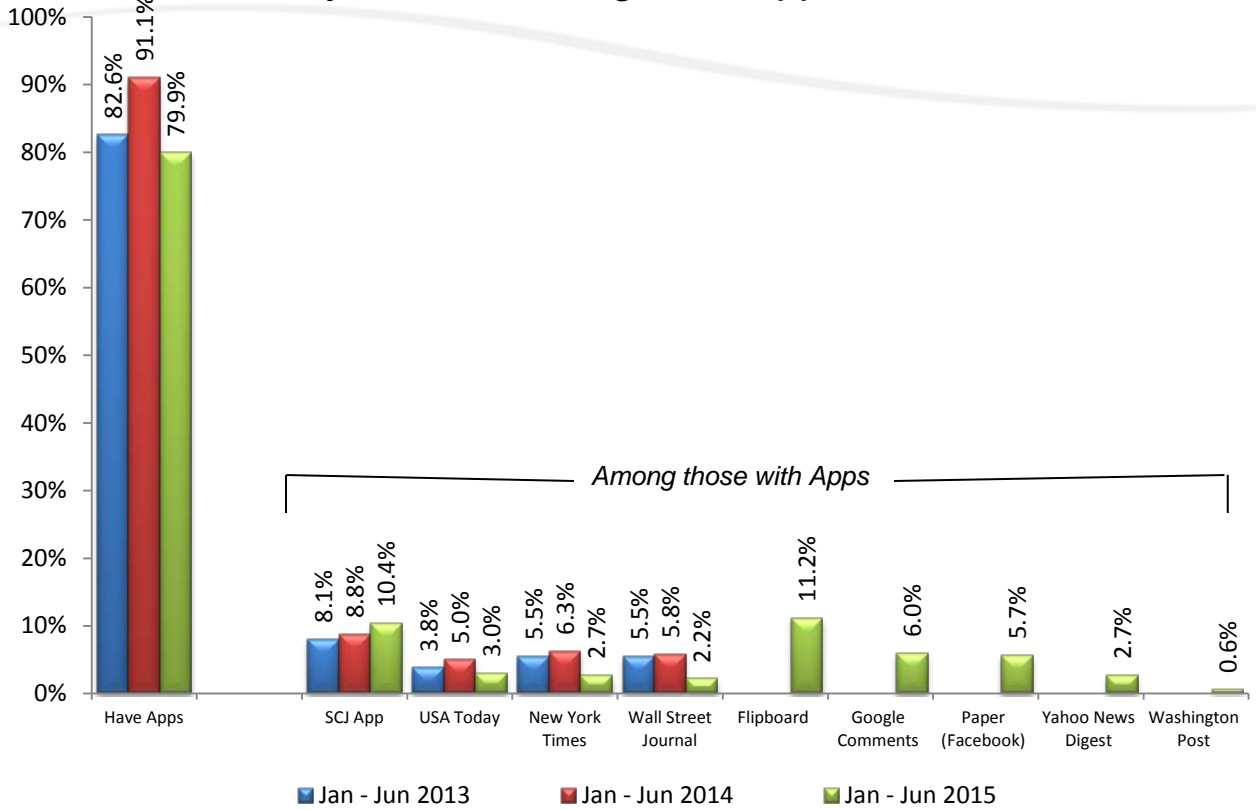
+/- 6.1% Points

+/- 5.6% Points

+/- 6.1% Points

Mobile News Apps

Q: Does your electronic tablet or cell phone have apps? Have you downloaded any of the following news apps?



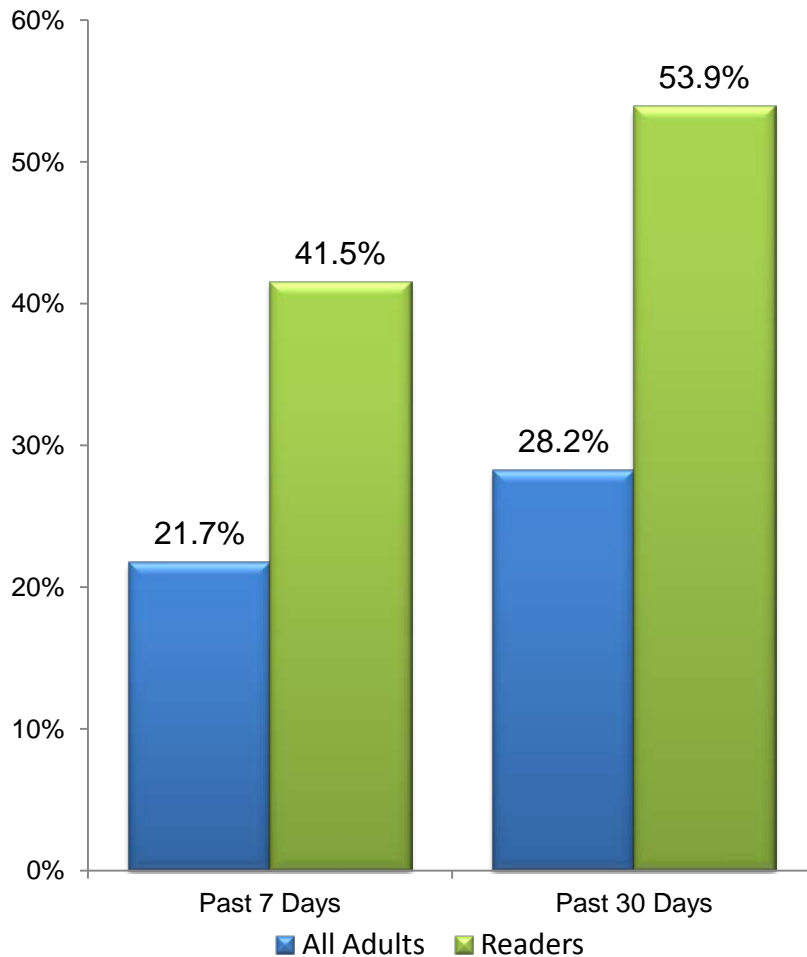
	Jan – Jun 2012	Jan – Jun 2013	Jan – Jun 2014	Jan – Jun 2015
Have Apps	73.5%	82.6%	91.1%	79.9%
SCJ App	8.3%	8.1%	8.8%	10.4%
USA Today	4.8%	3.8%	5.0%	3.0%
New York Times	4.4%	5.5%	6.3%	2.7%
Wall Street Journal	2.1%	5.5%	5.8%	2.2%
Flipboard	0%	0%	0%	11.2%
Google Comments	0%	0%	0%	6.0%
Paper – Stories from Facebook	0%	0%	0%	5.7%
Yahoo News Digest	0%	0%	0%	2.7%
Washington Post	0%	0%	0%	0.6%

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

(n=134) (n=183) (n=303) (n=185)
+/- 8.5% Points +/- 7.2% Points +/- 5.6% Points +/- 7.2% Points

Preprint Readership

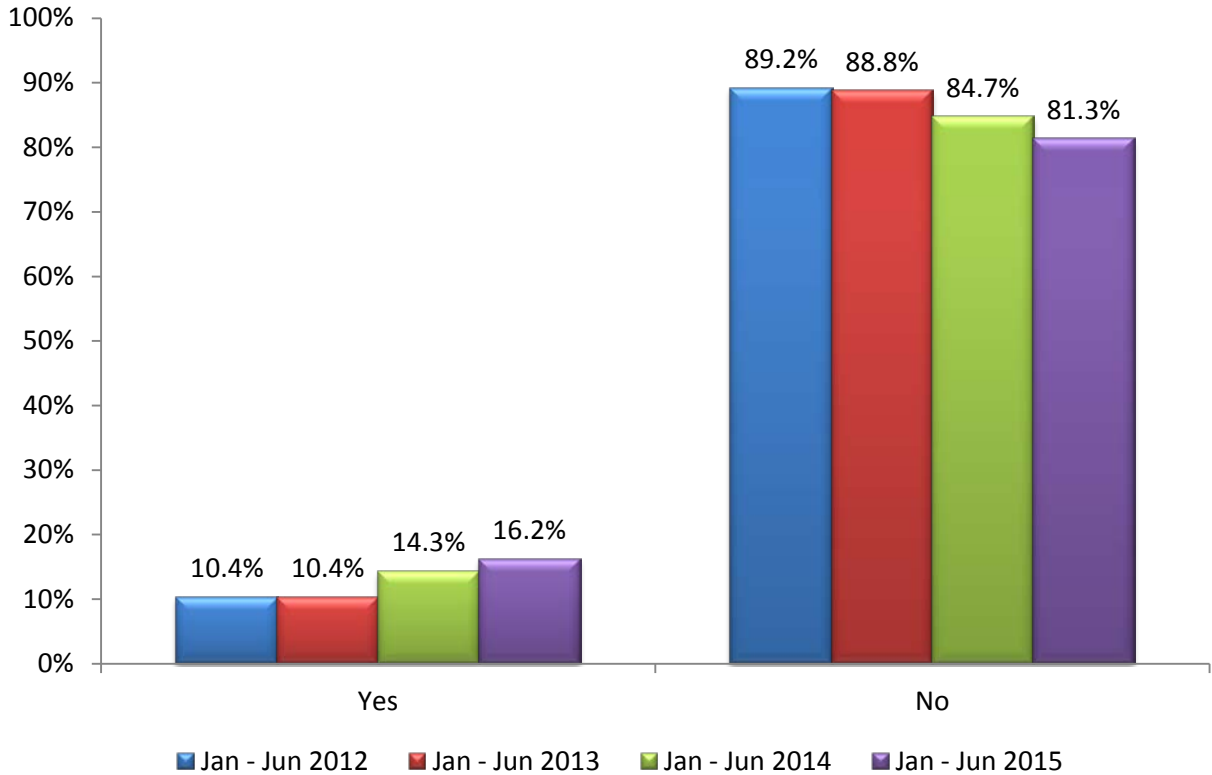
Q: In the past 30 days have you read preprinted advertising in the newspaper? In the past 7 days?



	All Adults						Readers					
	Jan - Jun 2010	Jan - Jun 2011	Jan - Jun 2012	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015	Jan - Jun 2010	Jan - Jun 2011	Jan - Jun 2012	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015
Past 7 Days	32.3%	34.2%	28.7%	31.7%	25.5%	21.7%	47.0%	48.4%	44.7%	50.9%	44.1%	41.5%
Past 30 Days	43.3%	46.3%	38.0%	41.6%	34.3%	28.2%	63.0%	65.5%	59.0%	66.7%	59.2%	53.9%
Base:	(n=600)	(n=600)	(n=603)	(n=600)	(n=600)	(n=502)	(n=433)	(n=450)	(n=425)	(n=409)	(n=391)	(n=325)
Margin of Error:	+/- 4.0% Points	+/- 4.0% Points	+/- 4.0% Points	+/- 4.0% Points	+/- 4.0% Points	+/- 4.4% Points	+/- 4.7% Points	+/- 4.6% Points	+/- 4.8% Points	+/- 4.8% Points	+/- 5.0% Points	+/- 5.4% Points

Television Service

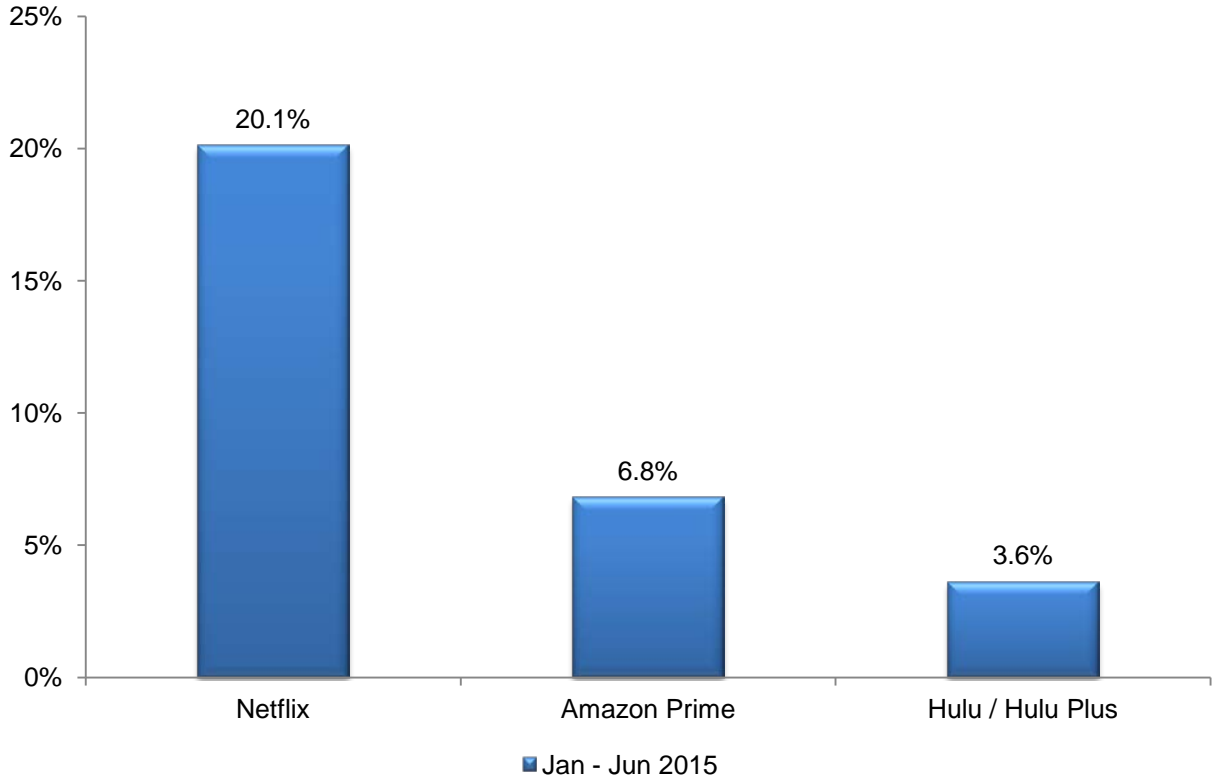
Q: During the past year, have you cancelled or cut back on your cable or satellite TV service?



	Jan – Jun 2012	Jan – Jun 2013	Jan – Jun 2014	Jan – Jun 2015
Yes	10.4%	10.4%	14.3%	16.2%
No	89.2%	88.8%	84.7%	81.3%
Base: All Adults	(n=603)	(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	20.1%
Amazon Prime	6.8%
Hulu / Hulu Plus	3.6%

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