

LEE ENTERPRISES AUDIENCE REPORT

JAN 2016 – JUN 2016

SIoux CITY
Journal
www.sioxcityjournal.com

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Methodology

HOW: Telephone Survey

WHO: Randomly Selected Adults In Sioux City NDM

WHEN: January 2016 – June 2016

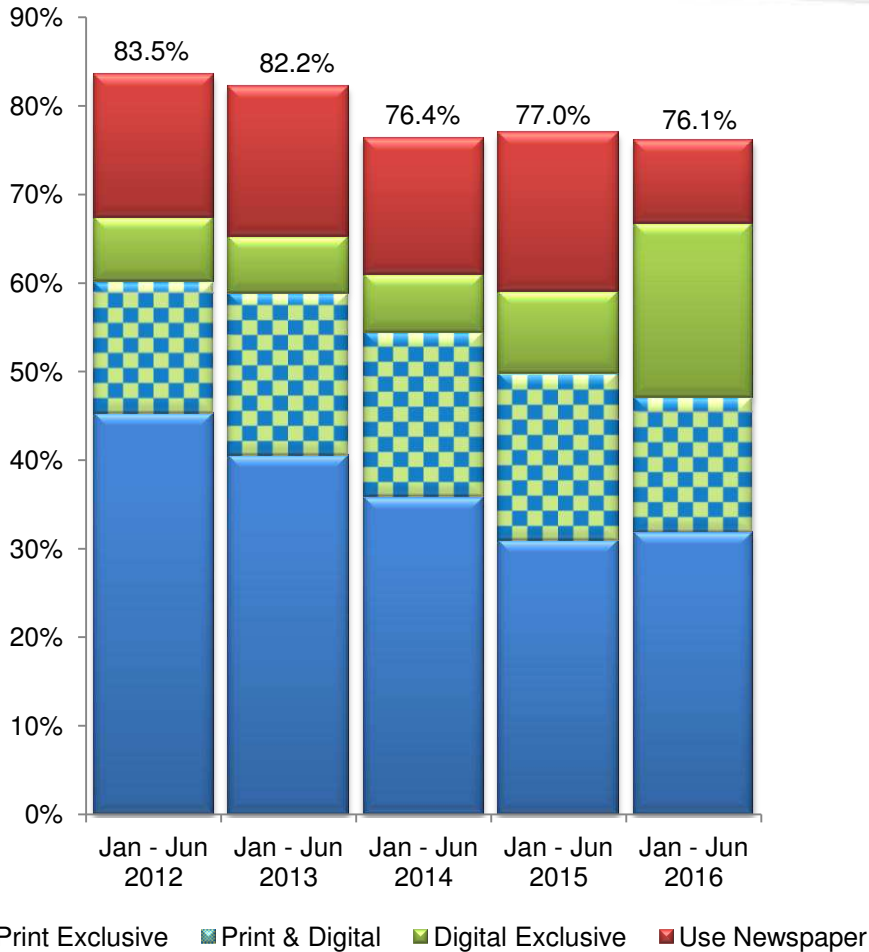
CONDUCTED BY: Thoroughbred Research, Louisville, KY

SAMPLE SIZE: 503 Total Interviews of Adults 18+
433 Landline Interviews and 70 Cell Phone Interviews

MARGIN OF ERROR: Total Sample (n=503) +/- 4.4% Points
Total Internet Sample (n=376) +/- 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 2010	Jan - Jun 2011	Jan - Jun 2012	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015	Jan - Jun 2016
Print Exclusive	51.3%	51.1%	45.3%	40.5%	35.8%	31.0%	31.8%
Digital Exclusive	5.1%	7.2%	7.3%	6.4%	6.6%	9.2%	9.4%
Print & Digital	12.2%	14.0%	14.8%	18.3%	18.6%	18.8%	15.3%
Use Newspaper	15.7%	15.0%	16.1%	17.0%	15.4%	18.0%	19.6%
Total Reach	84.3%	87.3%	83.5%	82.2%	76.4%	77.0%	76.1%

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

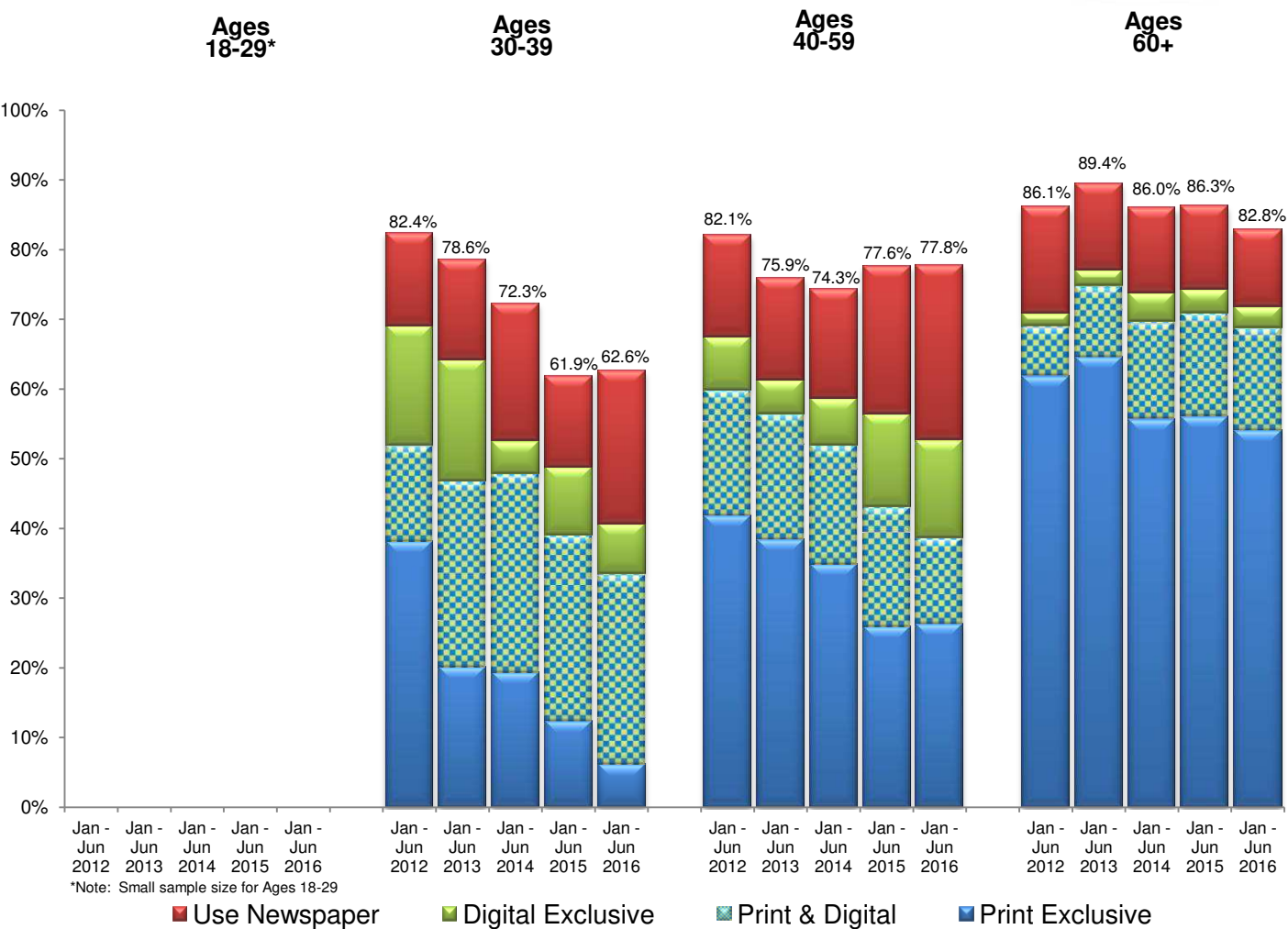
(Print = Read Print Past 7 Days, Digital = Visited Fixed Website, Mobile Website, Or Mobile App Past 7 Days)
 Note: When Adults that 'use' the newspaper but have not read the printed version or visited the website in the past week are added, the Sioux City Journal and its digital products reach % of 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?



*Note: Small sample size for Ages 18-29

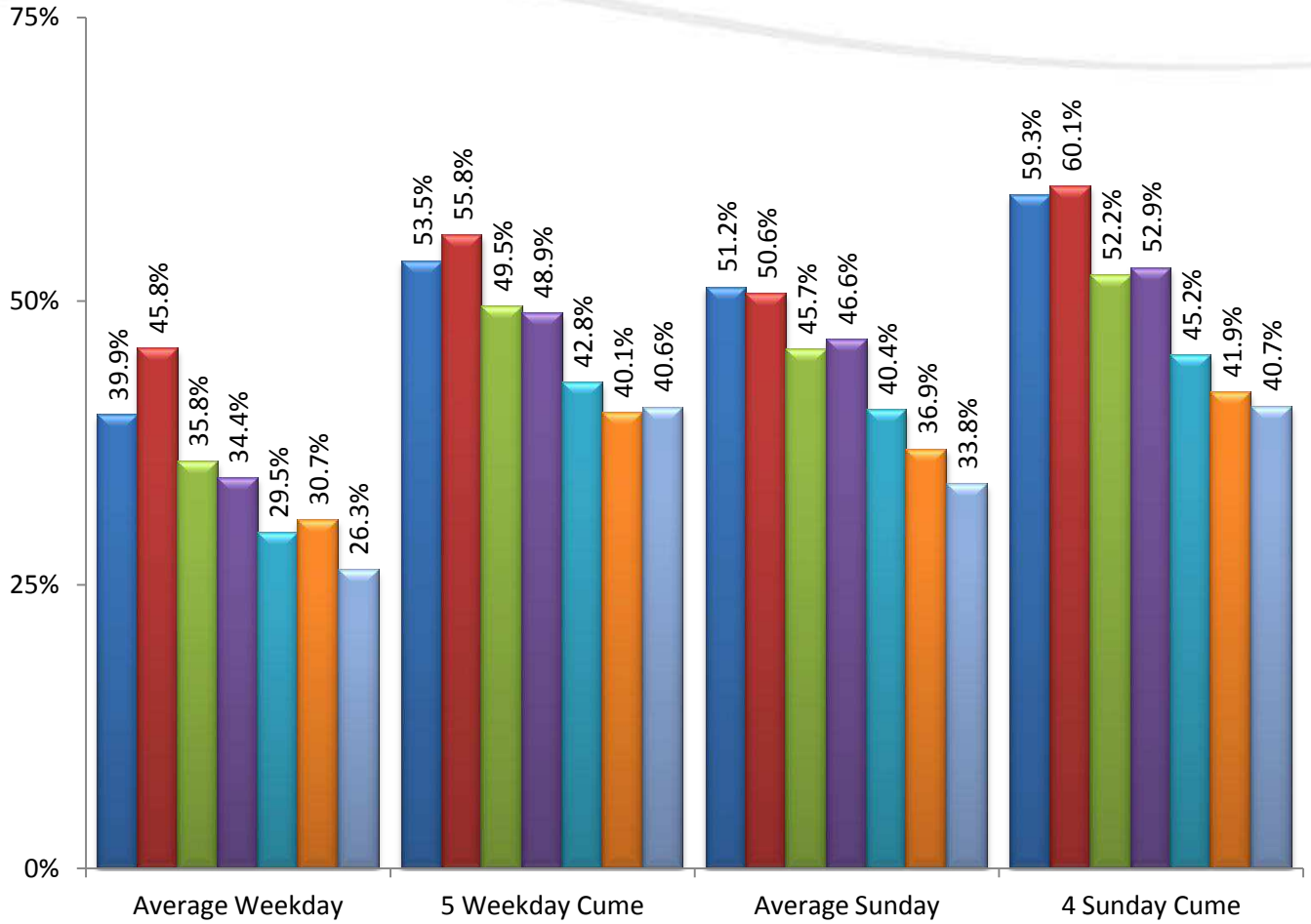
■ Use Newspaper ■ Digital Exclusive ■ Print & Digital ■ Print Exclusive

Past 7 Days	Ages 18-29	Ages 30-39	Ages 40-59	Ages 60+
Print Exclusive		6.2%	26.3%	54.1%
Digital Exclusive	Sample Size	7.3%	14.1%	3.1%
Print & Digital	Too Small	27.2%	12.3%	14.7%
Use Newspaper		21.9%	25.1%	10.9%
Total Reach		62.6%	77.8%	82.8%

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?



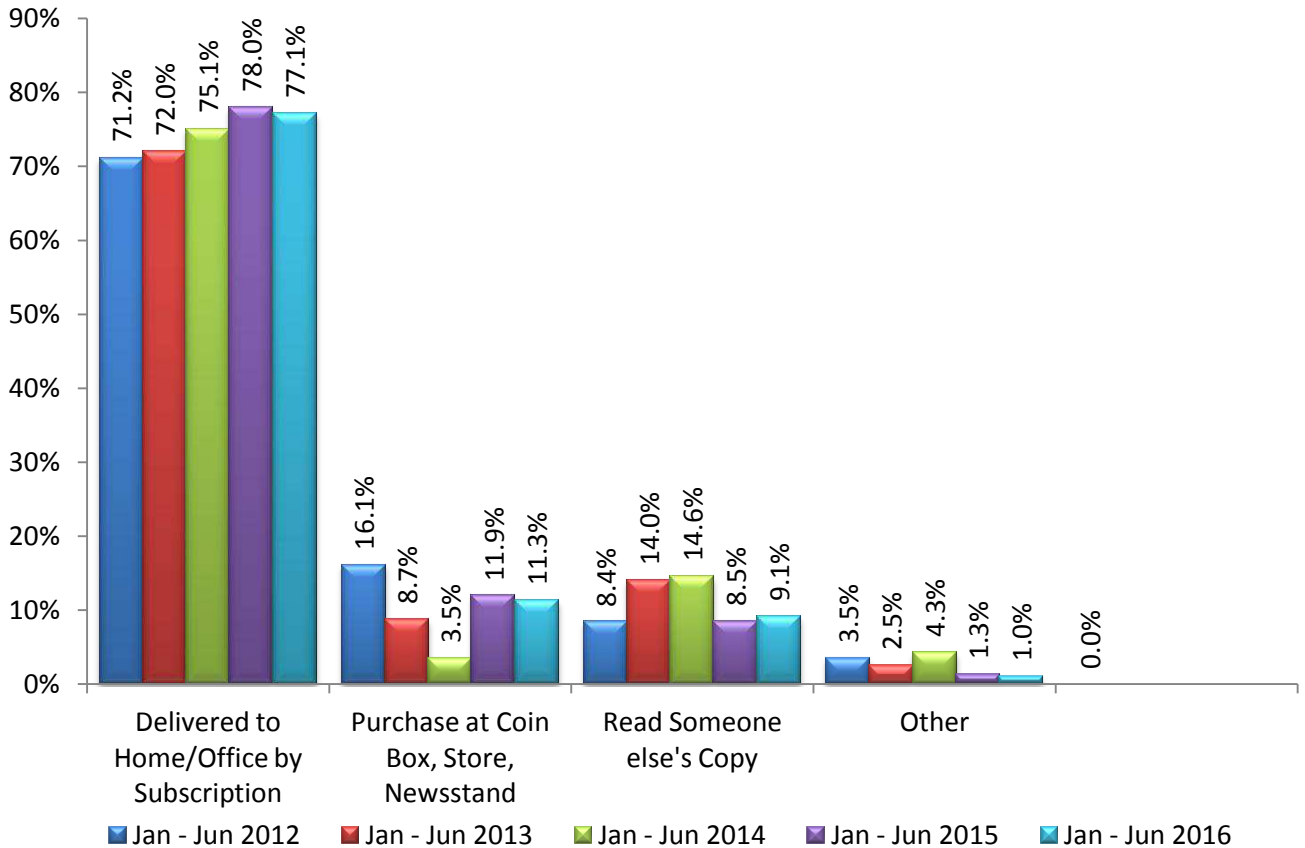
■ Jan - Jun 2010 ■ Jan - Jun 2011 ■ Jan - Jun 2012 ■ Jan - Jun 2013 ■ Jan - Jun 2014 ■ Jan - Jun 2015 ■ Jan - Jun 2016

	Jan - Jun 2010	Jan - Jun 2011	Jan - Jun 2012	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015	Jan - Jun 2016
Average Weekday	39.9%	45.8%	35.8%	34.4%	29.5%	30.7%	26.3%
5 Weekday Cume	53.5%	55.8%	49.5%	48.9%	42.8%	40.1%	40.6%
Average Sunday	51.2%	50.6%	45.7%	46.6%	40.4%	36.9%	33.8%
4 Sunday Cume	59.3%	60.1%	52.2%	52.9%	45.2%	41.9%	40.7%

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



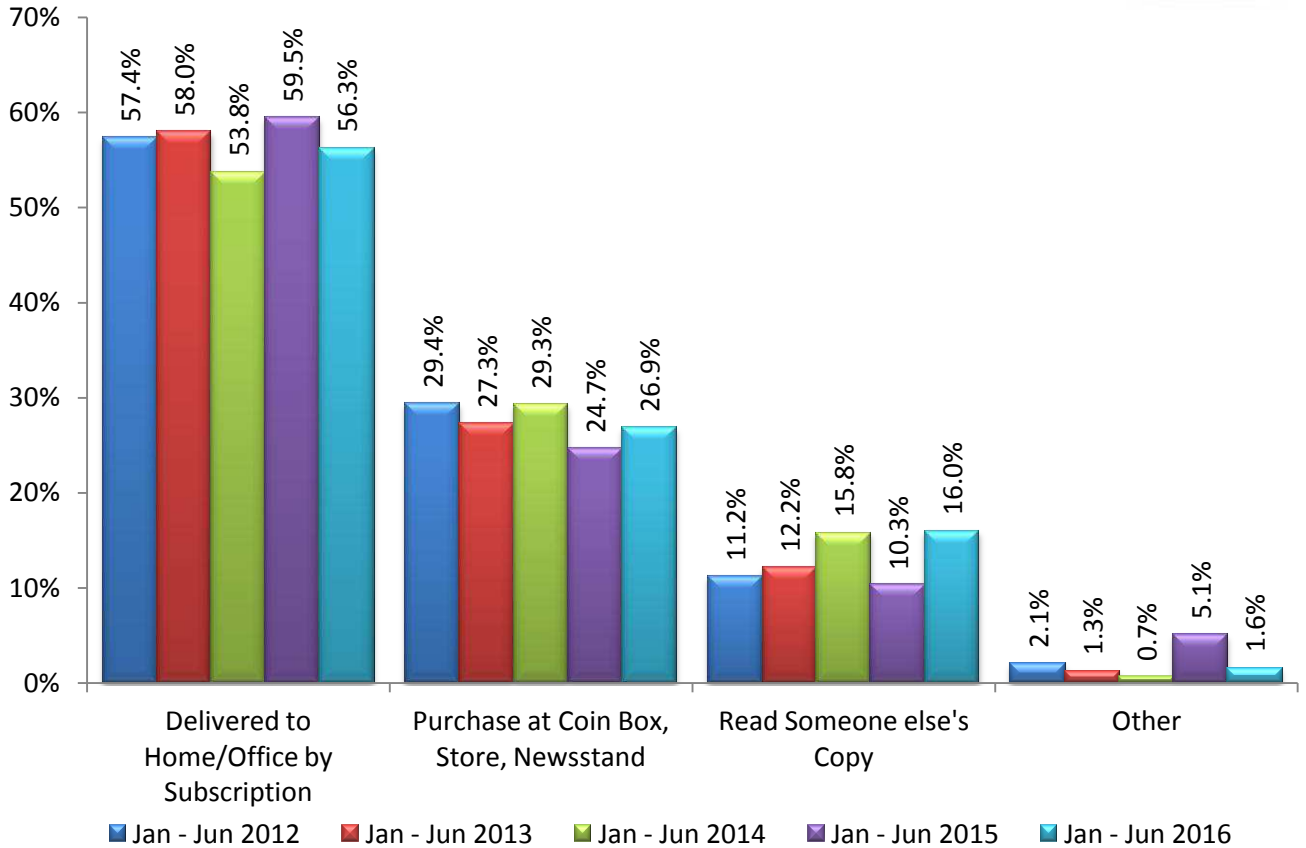
	Jan - Jun 2012	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015	Jan - Jun 2016
Delivered to your home/office by subscription	71.2%	72.0%	75.1%	78.0%	77.1%
Purchase at coin box, store, or newsstand	16.1%	8.7%	3.5%	11.9%	11.3%
Read someone else's copy	8.4%	14.0%	14.6%	8.5%	9.1%
Other	3.5%	2.5%	4.3%	1.3%	1.0%

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) (n=208)

Margin of Error: +/- 5.8% Points +/- 5.9% Points +/- 6.2% Points +/- 6.3% Points +/- 6.8% 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	57.4%	58.0%	53.8%	59.5%	56.3%
Purchase at coin box, store, or newsstand	29.4%	27.3%	29.3%	24.7%	26.9%
Read someone else's copy	11.2%	12.2%	15.8%	10.3%	16.0%
Other	2.1%	1.3%	0.7%	5.1%	1.6%

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

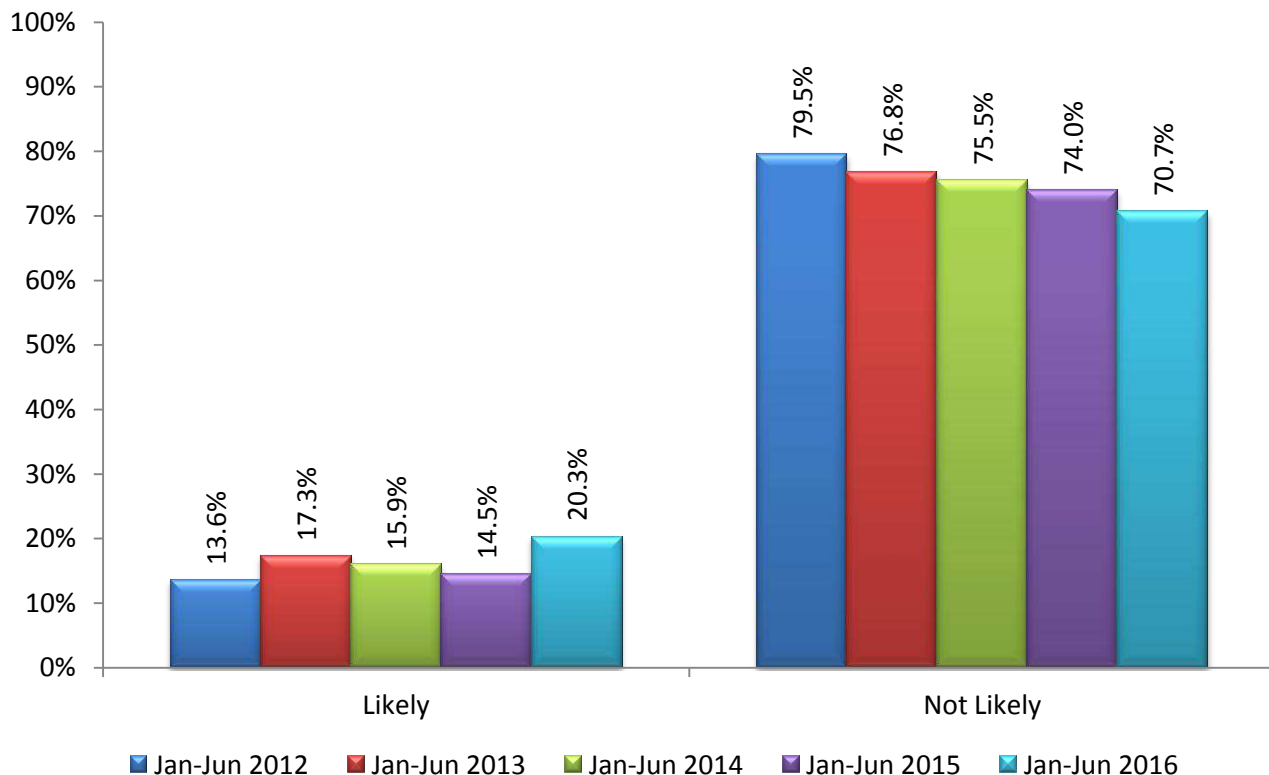
(n=357) (n=339) (n=321) (n=271) (n=254)

Margin of Error:

+/- 5.2% Points +/- 5.3% Points +/- 5.5% Points +/- 6.0% Points +/- 6.1% 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 2012	Jan-Jun 2013	Jan-Jun 2014	Jan-Jun 2015	Jan-Jun 2016
Likely	13.6%	17.3%	15.9%	14.5%	20.3%
Not Likely	79.5%	76.8%	75.5%	74.0%	70.7%

Base: Adults who read both in print and online (n=71) (n=79) (n=93) (n=69) (n=69)

Margin of Error: +/- 11.6% Points +/- 11.0% Points +/- 10.2% Points +/- 11.8% 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 2016	Market	Print Exclusive	Digital Exclusive	Print & Digital	Use Newspaper	None
Male	49.8%	52.4%	45.8%	37.6%	44.3%	60.5%
Female	50.2%	47.6%	54.2%	62.4%	55.7%	39.5%
Age 18-29	8.9%	8.1%	14.8%	3.8%	10.0%	9.8%
Age 30-39	19.0%	3.7%	14.8%	33.6%	21.2%	29.7%
Age 40-59	40.1%	33.4%	59.9%	32.1%	51.1%	37.4%
Age 60+	32.0%	54.8%	10.6%	30.5%	17.7%	23.0%
<i>Median Age</i>	<i>51.0</i>	<i>62.2</i>	<i>48.5</i>	<i>47.8</i>	<i>47.3</i>	<i>45.6</i>
Children Under 18 at home	42.3%	21.0%	57.7%	41.6%	54.7%	54.5%
Lived In Area Less Than Five Years	8.2%	4.0%	12.3%	2.7%	9.4%	14.4%
6 - 10 Years	11.4%	4.0%	10.2%	15.6%	21.4%	11.1%
11 - 14 Years	6.4%	3.4%	8.7%	12.7%	4.6%	6.9%
15 - 20 Years	13.5%	9.1%	12.3%	9.5%	16.6%	19.9%
21 Years +	60.5%	79.6%	56.5%	59.5%	47.9%	47.6%
<i>Median Length of Residence</i>	<i>24.5</i>	<i>28.4</i>	<i>23.3</i>	<i>24.2</i>	<i>20.3</i>	<i>20.3</i>
5.						
Less than \$35K Household Income	25.8%	29.0%	19.3%	17.8%	29.5%	25.8%
\$35K - \$50K	10.8%	17.0%		6.6%	2.6%	16.7%
\$50K - \$75K	21.6%	15.9%	10.2%	28.5%	37.0%	14.4%
\$75K+	41.8%	38.0%	70.5%	47.1%	30.9%	43.1%
<i>Median Household Income (\$000)</i>	<i>\$65.5</i>	<i>\$56.3</i>	<i>\$82.2</i>	<i>\$72.4</i>	<i>\$62.1</i>	<i>\$63.0</i>
High School Grad or Less	34.8%	36.8%	43.1%	29.0%	25.2%	40.4%
Some College	32.6%	39.4%	24.6%	35.1%	30.1%	27.0%
4 Year College or More	21.7%	15.2%	27.4%	16.8%	37.1%	18.7%
Graduate Degree	10.9%	8.6%	4.9%	19.1%	7.7%	13.8%
Base: All Adults	(n=503)	(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

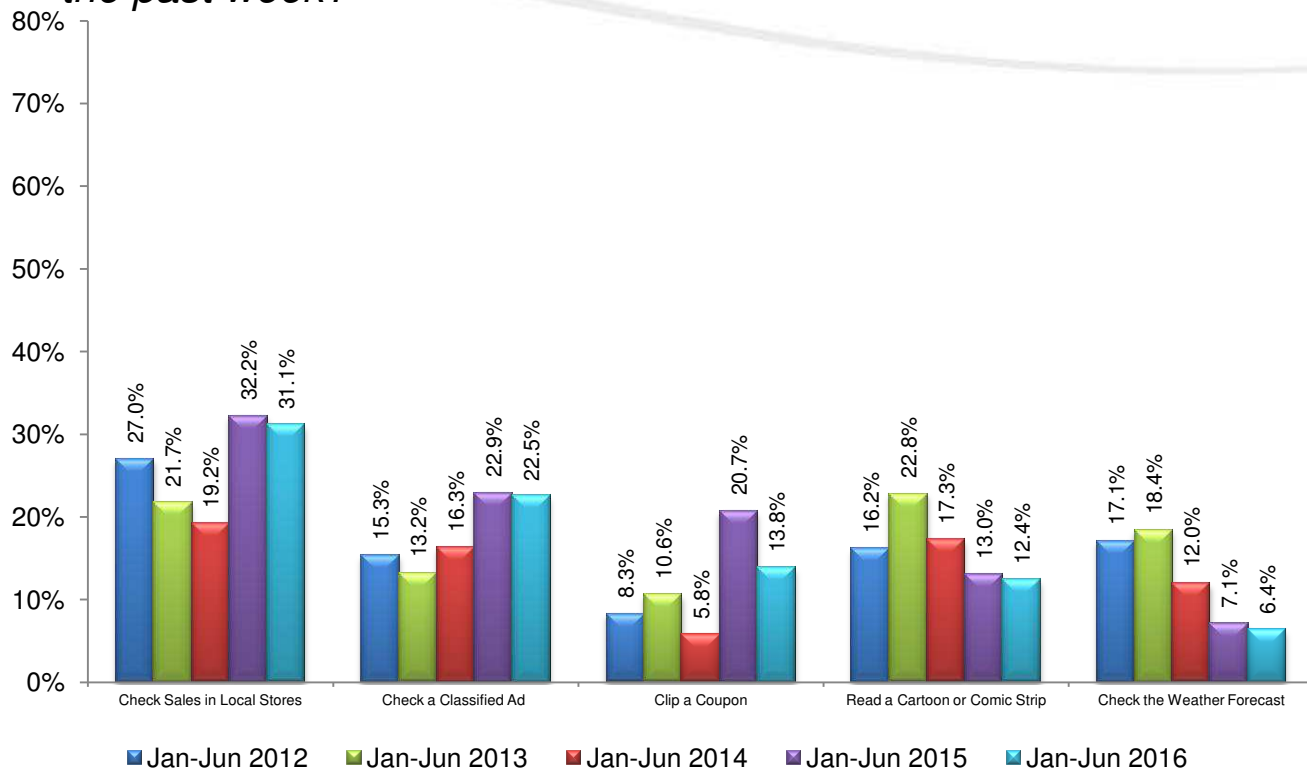
Print + Digital Demographics

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

Jan – Jun 2016	Market	Print Readers	Digital Readers	None
Male	49.8%	47.6%	40.7%	53.2%
Female	50.2%	52.4%	59.3%	46.8%
Age 18-29	8.9%	6.7%	8.0%	9.9%
Age 30-39	19.0%	13.5%	26.5%	25.9%
Age 40-59	40.1%	33.0%	42.6%	43.6%
Age 60+	32.0%	46.8%	22.9%	20.6%
<i>Median Age</i>	<i>51.0</i>	<i>58.1</i>	<i>47.3</i>	<i>46.5</i>
Children Under 18 at home	42.3%	27.7%	47.7%	54.6%
Lived In Area Less Than Five Years	8.2%	3.6%	6.5%	12.2%
6 - 10 Years	11.4%	7.6%	13.5%	15.8%
11 - 14 Years	6.4%	6.3%	11.2%	5.9%
15 - 20 Years	13.5%	9.2%	10.6%	18.4%
21 Years +	60.5%	73.2%	58.3%	47.8%
<i>Median Length of Residence</i>	<i>24.5</i>	<i>27.3</i>	<i>23.8</i>	<i>20.2</i>
Less than \$35K Household Income	25.8%	25.3%	18.3%	27.5%
\$35K - \$50K	10.8%	13.5%	4.3%	10.0%
\$50K - \$75K	21.6%	20.2%	22.3%	25.1%
\$75K+	41.8%	41.1%	55.1%	37.3%
<i>Median Household Income (\$000)</i>	<i>\$65.5</i>	<i>\$63.9</i>	<i>\$77.3</i>	<i>\$62.4</i>
High School Grad or Less	34.8%	34.4%	34.5%	33.6%
Some College	32.6%	38.1%	31.0%	28.4%
4 Year College or More	21.7%	15.7%	21.0%	27.0%
Graduate Degree	10.9%	11.9%	13.5%	11.1%
Base: All Adults	(n=503)	(n=313)	(n=103)	(n=161)
Margin of Error:	+/- 4.4% Points	+/- 5.5% Points	+/- 9.7% Points	+/- 7.7% 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	27.0%	21.7%	19.2%	32.2%	31.1%
Check a Classified Ad	15.3%	13.2%	16.3%	22.9%	22.5%
Clip a Coupon	8.3%	10.6%	5.8%	20.7%	13.8%
Read a Cartoon or Comic Strip	16.2%	22.8%	17.3%	13.0%	12.4%
Check the Weather Forecast	17.1%	18.4%	12.0%	7.1%	6.4%

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

Margin of Error:

(n=173)

+/- 7.5% Points

(n=177)

+/- 7.4% Points

(n=192)

+/- 7.1% Points

(n=161)

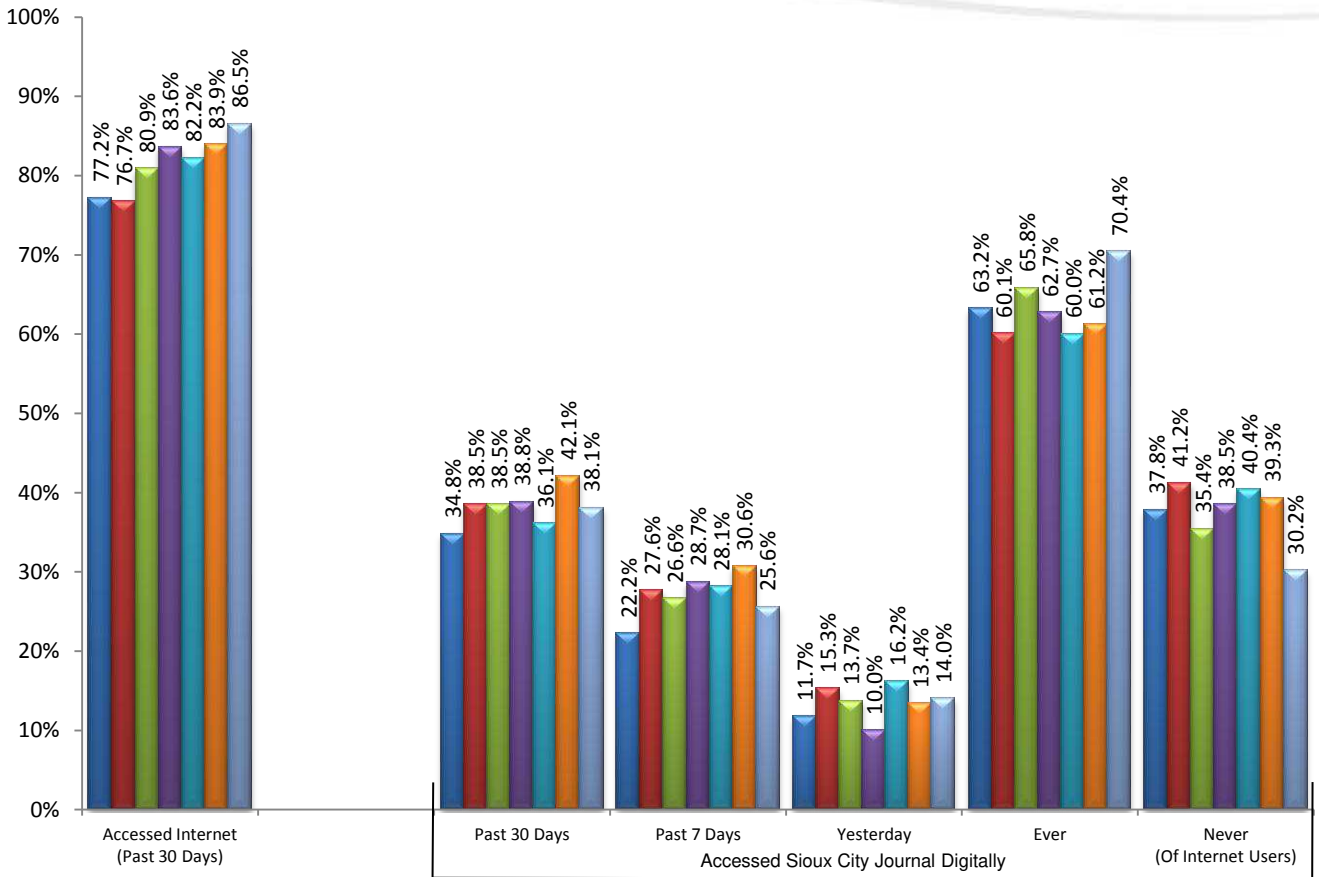
+/- 7.2% Points

(n=171)

+/- 7.5% 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 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)	77.2%	76.7%	80.9%	83.6%	82.2%	83.9%	86.5%
Accessed SCJ Digitally Past 30 Days	34.8%	38.5%	38.5%	38.8%	36.1%	42.1%	38.1%
Accessed SCJ Digitally Past 7 Days	22.2%	27.6%	26.6%	28.7%	28.1%	30.6%	25.6%
Accessed SCJ Digitally Yesterday	11.7%	15.3%	13.7%	10.0%	16.2%	13.4%	14.0%
Accessed SCJ Digitally Ever	63.2%	60.1%	65.8%	62.7%	60.0%	61.2%	70.4%
Never Accessed SCJ Digitally (Internet Users)	37.8%	41.2%	35.4%	38.5%	40.4%	39.3%	30.2%

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

(n=402) (n=392) (n=411) (n=429) (n=437) (n=366) (n=376)

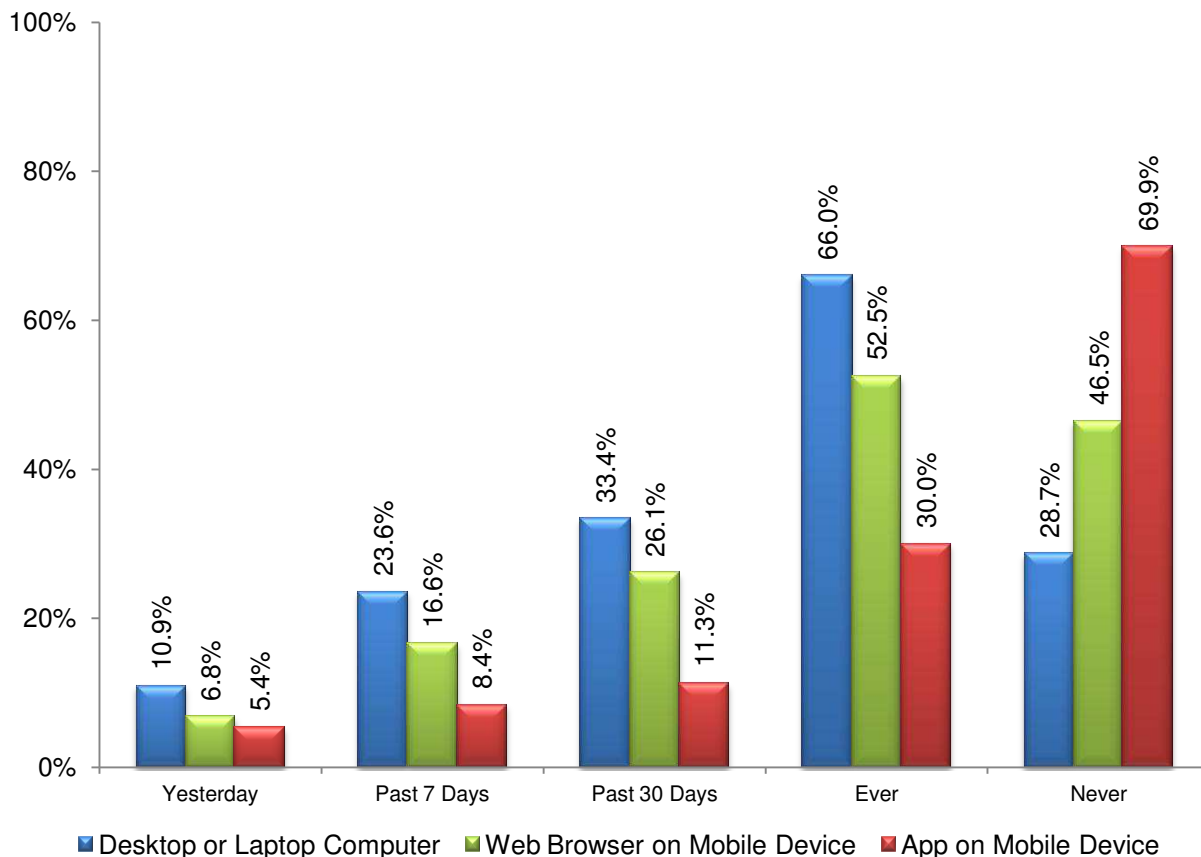
Margin of Error:

+/- 4.9% Points +/- 4.9% Points +/- 4.8% Points +/- 4.7% Points +/- 4.7% Points +/- 5.1% Points

+/- 5.1% Points

Accessing Sioux City 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	10.9%	6.8%	5.4%
Past 7 Days	23.6%	16.6%	8.4%
Past 30 Days	33.4%	26.1%	11.3%
Ever	66.0%	52.5%	30.0%
Never	28.7%	46.5%	69.9%

Base: Adults who accessed the internet in past 30 days

(n=376)

(n=376)

(n=376)

Margin of Error:

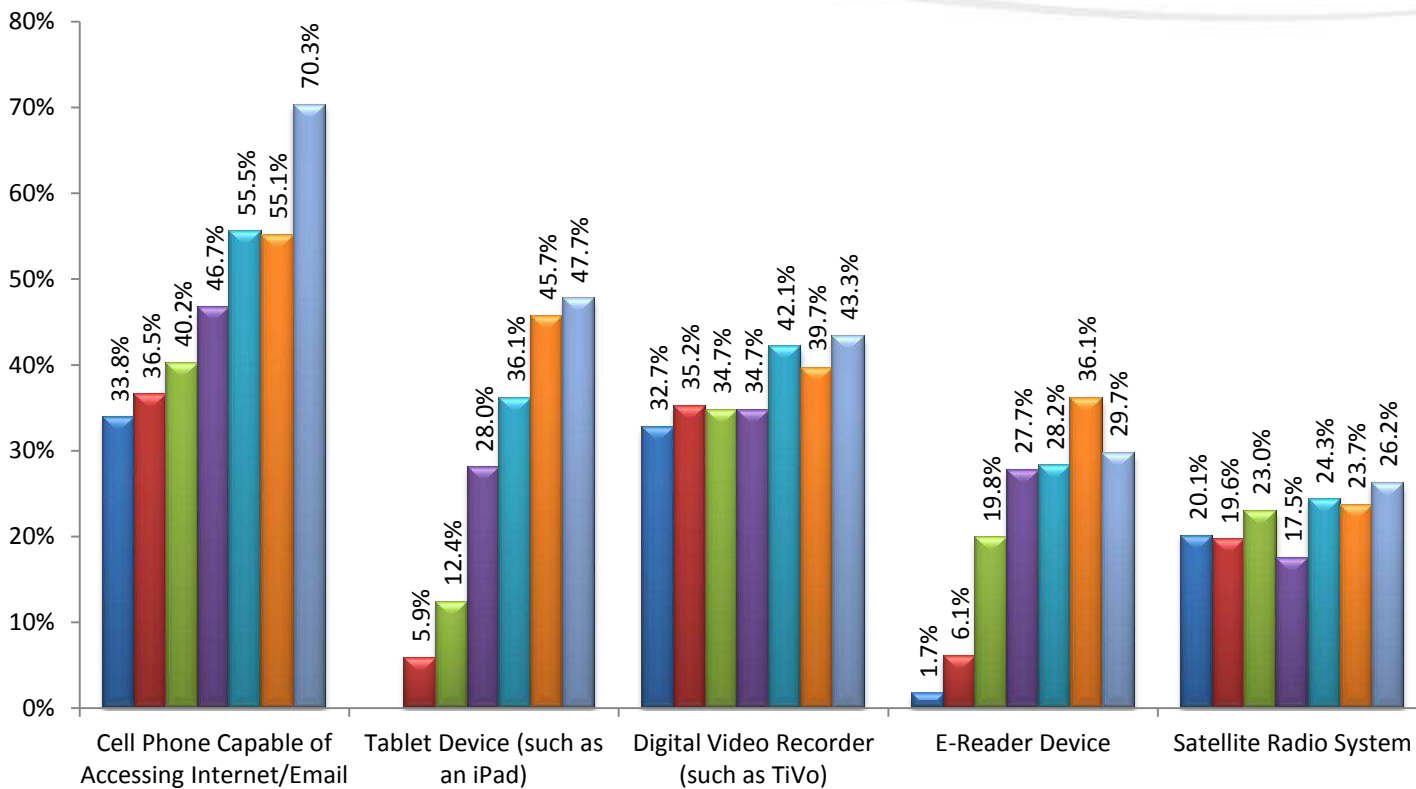
+/-5.1% Points

+/-5.1% Points

+/-5.1% Points

Technology Device Ownership

Q: Which of the following do you own?

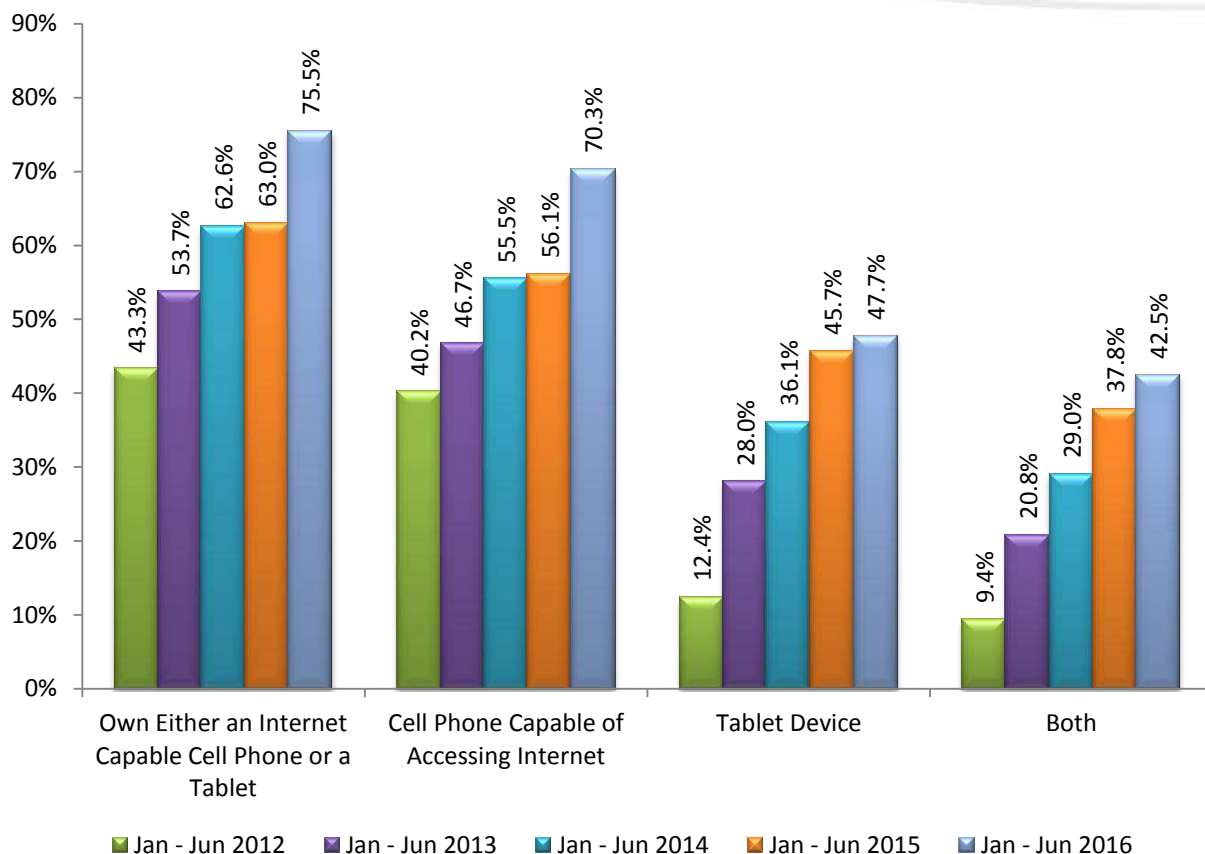


■ Jan - Jun 2010 ■ Jan - Jun 2011 ■ Jan - Jun 2012 ■ Jan - Jun 2013 ■ Jan - Jun 2014 ■ Jan - Jun 2015 ■ Jan - Jun 2016

	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	33.8%	36.5%	40.2%	46.7%	55.5%	55.1%	70.3%
Tablet Device (such as an iPad)	-	5.9%	12.4%	28.0%	36.1%	45.7%	47.7%
Digital Video Recorder (such as TiVo)	32.7%	35.2%	34.7%	34.7%	42.1%	39.7%	43.3%
E-Reader Device	1.7%	6.1%	19.8%	27.7%	28.2%	36.1%	29.7%
Satellite Radio System	20.1%	19.6%	23.0%	17.5%	24.3%	23.7%	26.2%
Base: All Adults	(n=600)	(n=600)	(n=603)	(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

Mobile Device Ownership

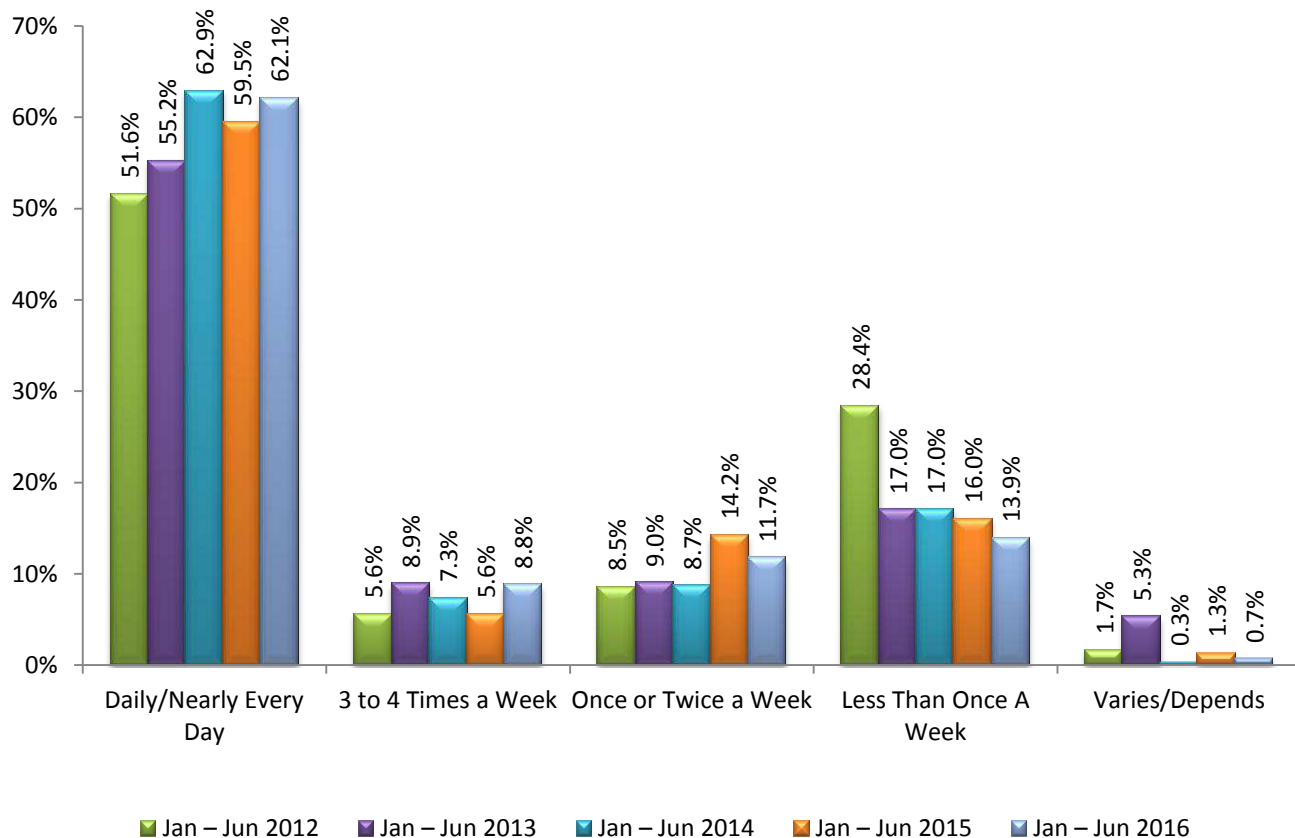
Q: Which of the following do you own?



	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	43.3%	53.7%	62.6%	63.0%	75.5%
Cell Phone Capable of Accessing Internet/Email	40.2%	46.7%	55.5%	56.1%	70.3%
Tablet Device	12.4%	28.0%	36.1%	45.7%	47.7%
Both	9.4%	20.8%	29.0%	37.8%	42.5%
Base: All Adults	(n=603)	(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	51.6%	55.2%	62.9%	59.5%	62.1%
3 to 4 Times a Week	5.6%	8.9%	7.3%	5.6%	8.8%
Once or Twice a Week	8.5%	9.0%	8.7%	14.2%	11.7%
Less Than Once A Week	28.4%	17.0%	17.0%	16.0%	13.9%
Varies/Depends	1.7%	5.3%	0.3%	1.3%	0.7%

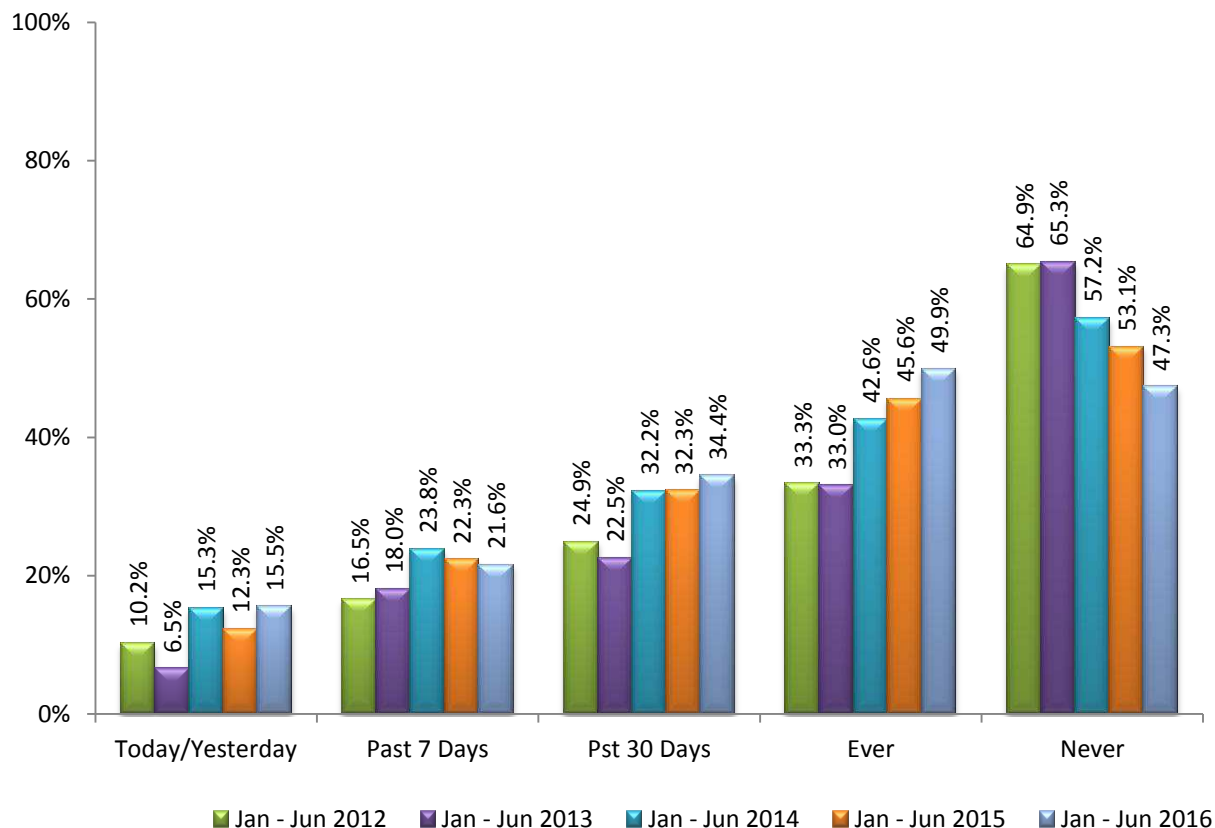
Base: Adults who own a tablet or cell phone capable of accessing the internet/email

(n=210) (n=255) (n=303) (n=261) (n=298)

Margin of Error: +/- 6.8% Points +/- 6.1% Points +/- 5.6% Points +/-6.1% Points +/-5.7% 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 2012	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015	Jan - Jun 2016
Today/Yesterday	10.2%	6.5%	15.3%	12.3%	15.5%
Past 7 Days	16.5%	18.0%	23.8%	22.3%	21.6%
Past 30 Days	24.9%	22.5%	32.2%	32.3%	34.4%
Ever	33.3%	33.0%	42.6%	45.6%	49.9%
Never	64.9%	65.3%	57.2%	53.1%	47.3%

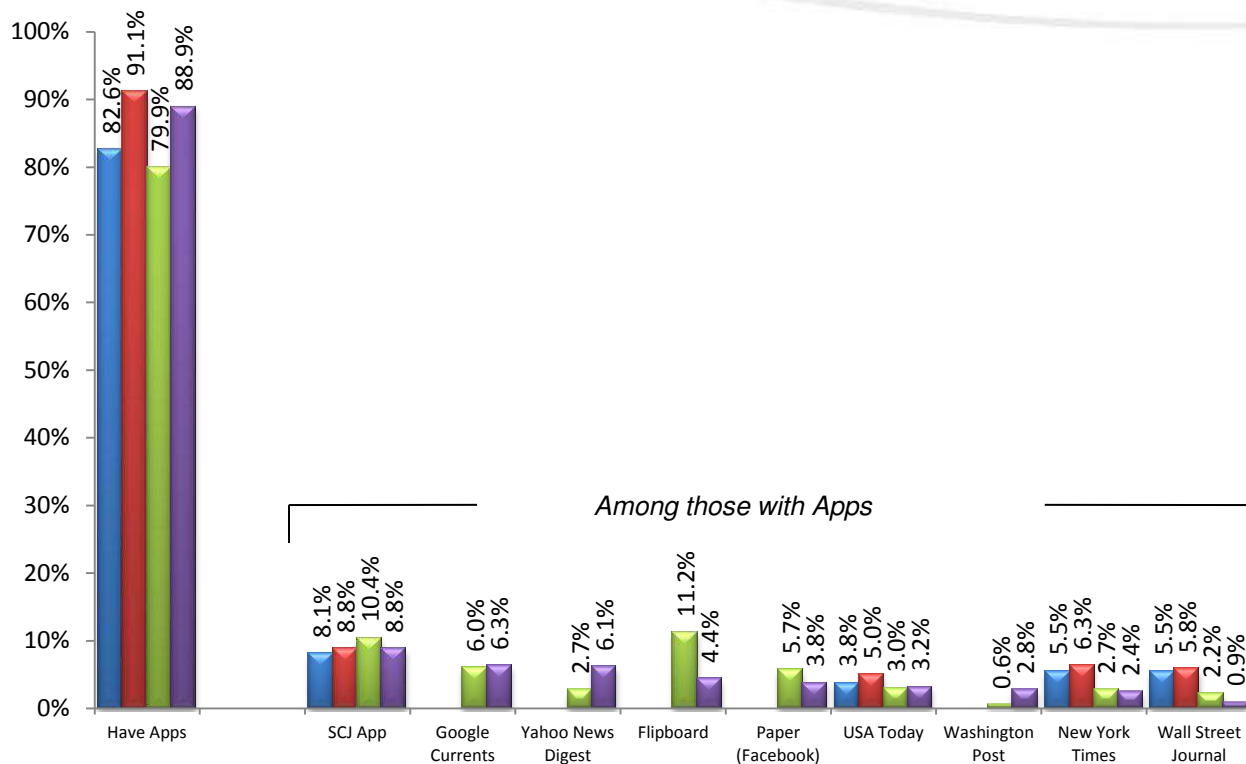
Base: Adults who own a tablet or cell phone capable of accessing the internet/email

(n=210) (n=255) (n=303) (n=261) (n=298)

Margin of Error: +/- 6.8% Points +/- 6.1% Points +/- 5.6% Points +/- 6.1% Points +/- 5.7% 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

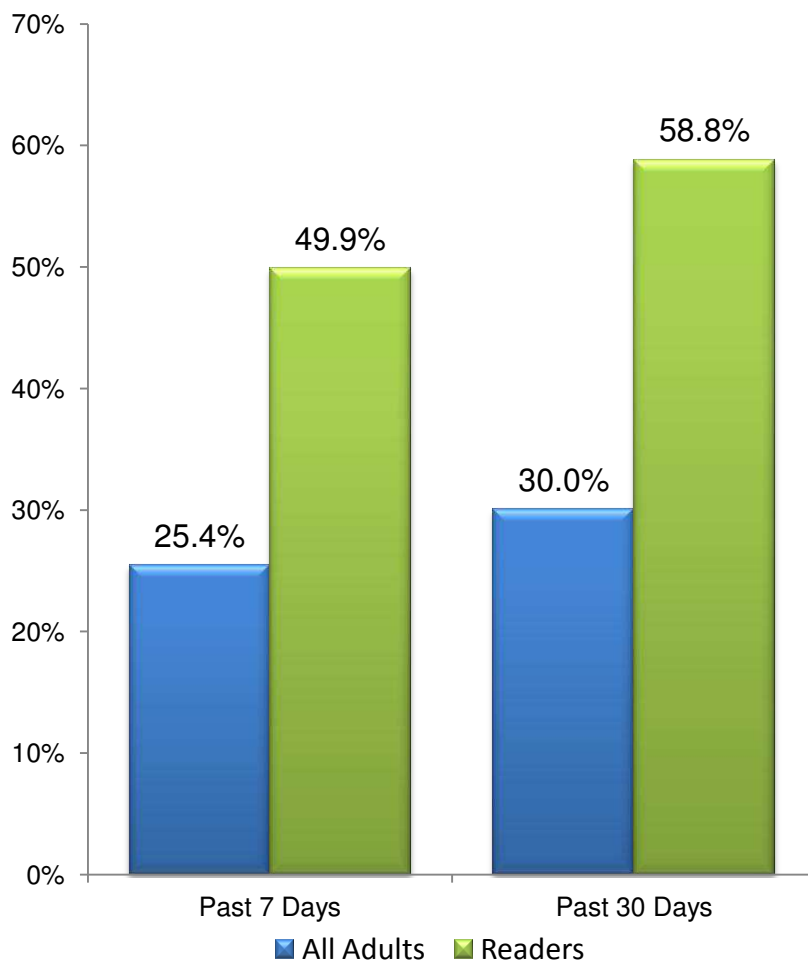
	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015	Jan - Jun 2016
Have Apps	82.6%	91.1%	79.9%	88.9%
SCJ App	8.1%	8.8%	10.4%	8.8%
Google Comments			6.0%	6.3%
Yahoo News Digest			2.7%	6.1%
Flipboard			11.2%	4.4%
Paper (Facebook)			5.7%	3.8%
USA Today	3.8%	5.0%	3.0%	3.2%
Washington Post			0.6%	2.8%
New York Times	5.5%	6.3%	2.7%	2.4%
Wall Street Journal	5.5%	5.8%	2.2%	0.9%

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

(n=183) (n=303) (n=185) (n=298)
 Margin of Error: +/- 7.2% Points +/- 5.6% Points +/- 7.2% Points +/- 5.7% Points

Preprint Readership

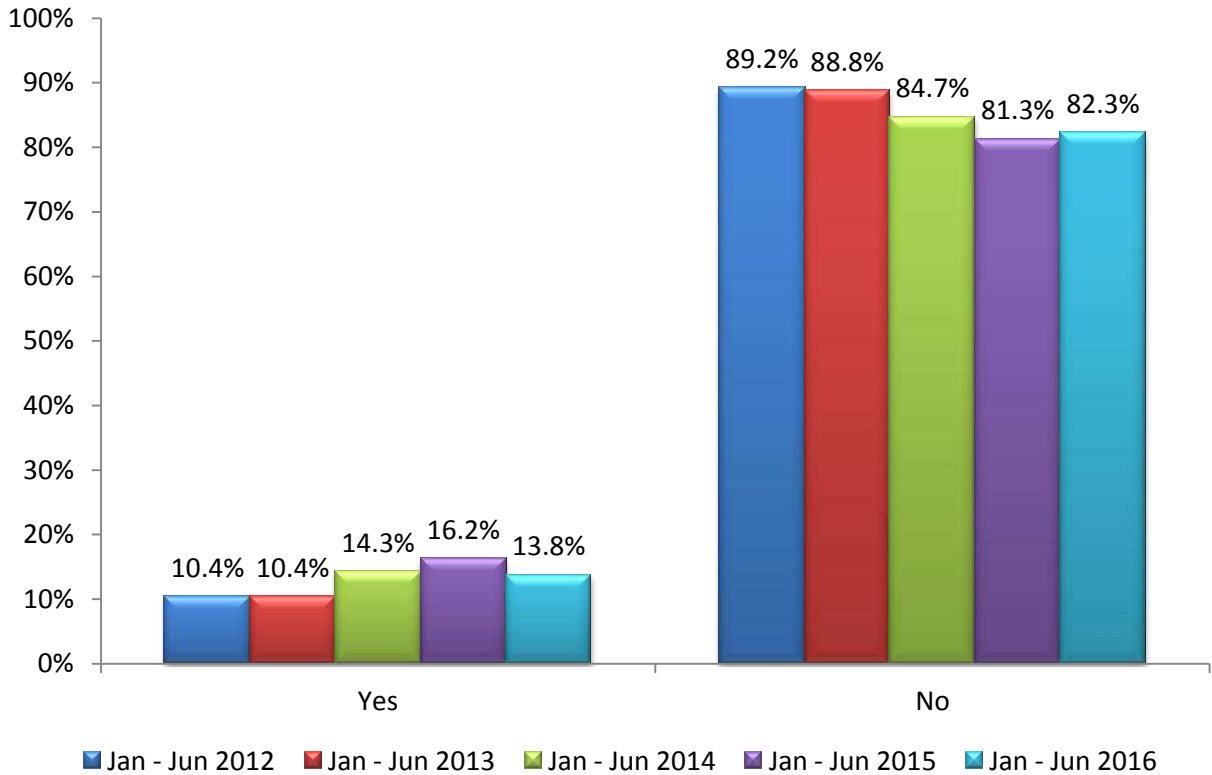
Q: In the past 30 days have you read preprinted advertising in the newspaper? In the past 7 days?



	All Adults						Readers					
	Jan - Jun 2011	Jan - Jun 2012	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015	Jan - Jun 2016	Jan - Jun 2011	Jan - Jun 2012	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015	Jan - Jun 2016
Past 7 Days	34.2%	28.7%	31.7%	25.5%	21.7%	25.4%	48.4%	44.7%	50.9%	44.1%	41.5%	49.9%
Past 30 Days	46.3%	38.0%	41.6%	34.3%	28.2%	30.0%	65.5%	59.0%	66.7%	59.2%	53.9%	58.8%
Base:	(n=600)	(n=603)	(n=600)	(n=600)	(n=502)	(n=503)	(n=450)	(n=425)	(n=409)	(n=391)	(n=325)	(n=312)
Margin of Error:	+/- 4.0% Points	+/- 4.0% Points	+/- 4.0% Points	+/- 4.0% Points	+/- 4.4% Points	+/- 4.4% Points	+/- 4.6% Points	+/- 4.8% Points	+/- 4.8% Points	+/- 5.0% Points	+/- 5.4% Points	+/- 5.5% Points

Television Service

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

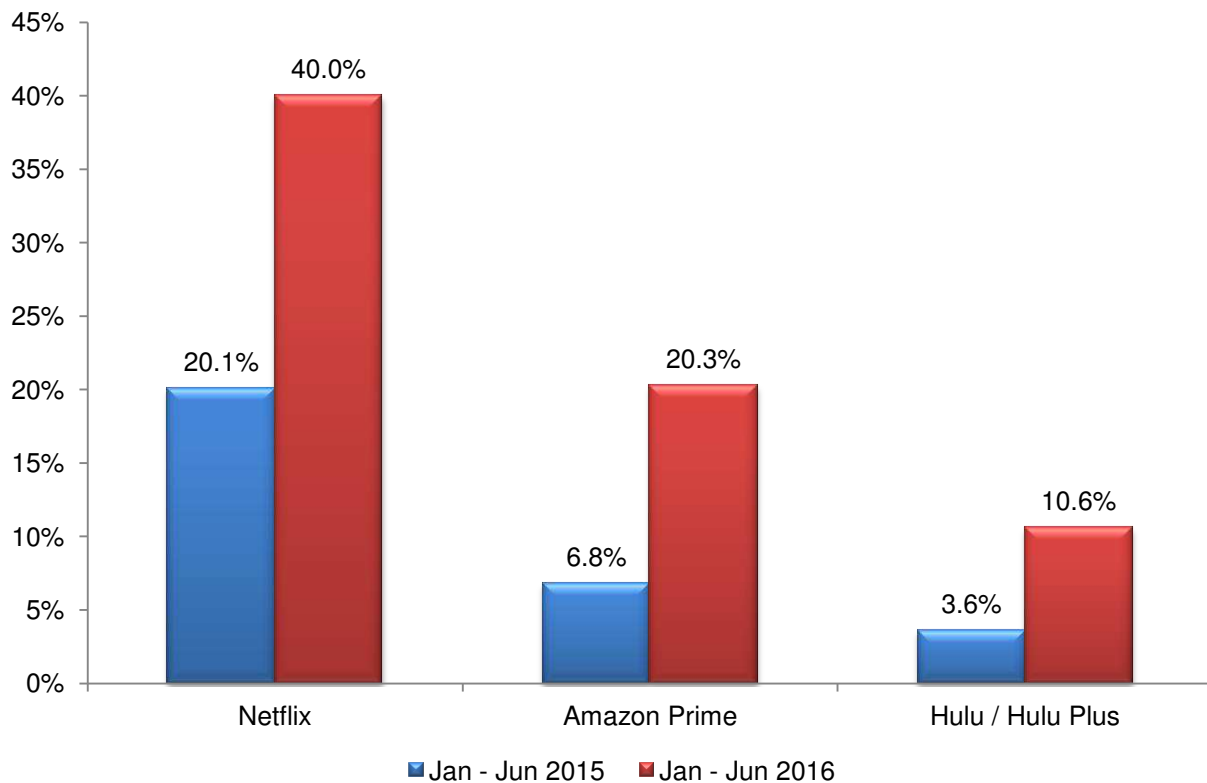


	Jan – Jun 2012	Jan – Jun 2013	Jan – Jun 2014	Jan – Jun 2015	Jan – Jun 2016
Yes	10.4%	10.4%	14.3%	16.2%	13.8%
No	89.2%	88.8%	84.7%	81.3%	82.3%

Base: All Adults (n=603) (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

Video Streaming Services

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



	Jan-Jun 2015	Jan-Jun 2016
Netflix	20.1%	40.0%
Amazon Prime	6.8%	20.3%
Hulu / Hulu Plus	3.6%	10.6%
Base: All Adults	(n=502)	(n=503)
Margin of Error:	+/- 4.4% Points	+/- 4.4% Points