

LEE ENTERPRISES AUDIENCE REPORT

JAN 2015 – JUN 2015

ST. LOUIS POST-DISPATCH



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Methodology

HOW: Telephone Survey

WHO: Randomly Selected Adults In the St. Louis NDM

WHEN: January 2015 – June 2015

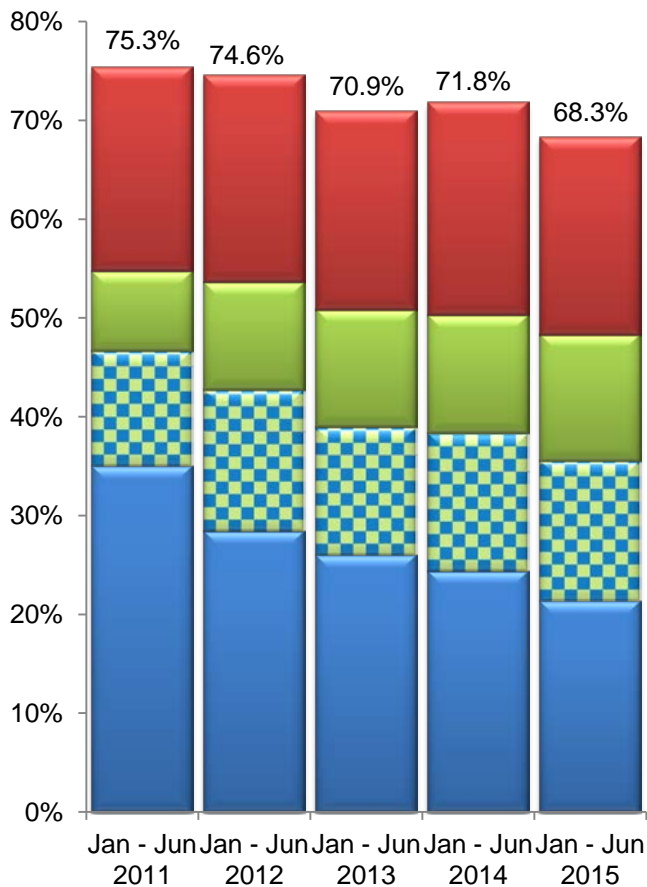
CONDUCTED BY: Thoroughbred Research, Louisville, KY

SAMPLE SIZE: 1,498 Total Interviews of Adults 18+

MARGIN OF ERROR: Total Sample (n=1,498) +/- 2.5% Points
Total Internet Sample (n=1,152) +/-2.9% Points

Print + Digital Reach

Q: Have you accessed STLOToday.com digitally, read or used The Post-Dispatch or done both in the past 7 days?



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

	Jan - Jun 2009	Jan - Jun 2010	Jan - Jun 2011	Jan - Jun 2012	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015
Print Exclusive	35.7%	33.6%	35.0%	28.4%	26.0%	24.4%	21.3%
Digital Exclusive	8.0%	9.4%	8.0%	10.9%	11.9%	12.0%	12.8%
Print & Digital	11.8%	11.1%	11.7%	14.3%	12.9%	13.9%	14.2%
Use Newspaper	-	21.1%	20.6%	21.0%	20.1%	21.5%	20.0%
Total Reach	55.5%	75.2%	75.3%	74.6%	70.9%	71.8%	68.3%

Base: All Adults

(n=1,803)

(n=1,801)

(n=1,800)

(n=1,805)

(n=1,800)

(n=1,801)

(n=1,498)

Margin of Error:

+/- 2.3% Points

+/- 2.3% Points

+/- 2.3% Points

+/- 2.3% Points

+/- 2.3% Points

+/- 2.3% Points

+/- 2.5% Points

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

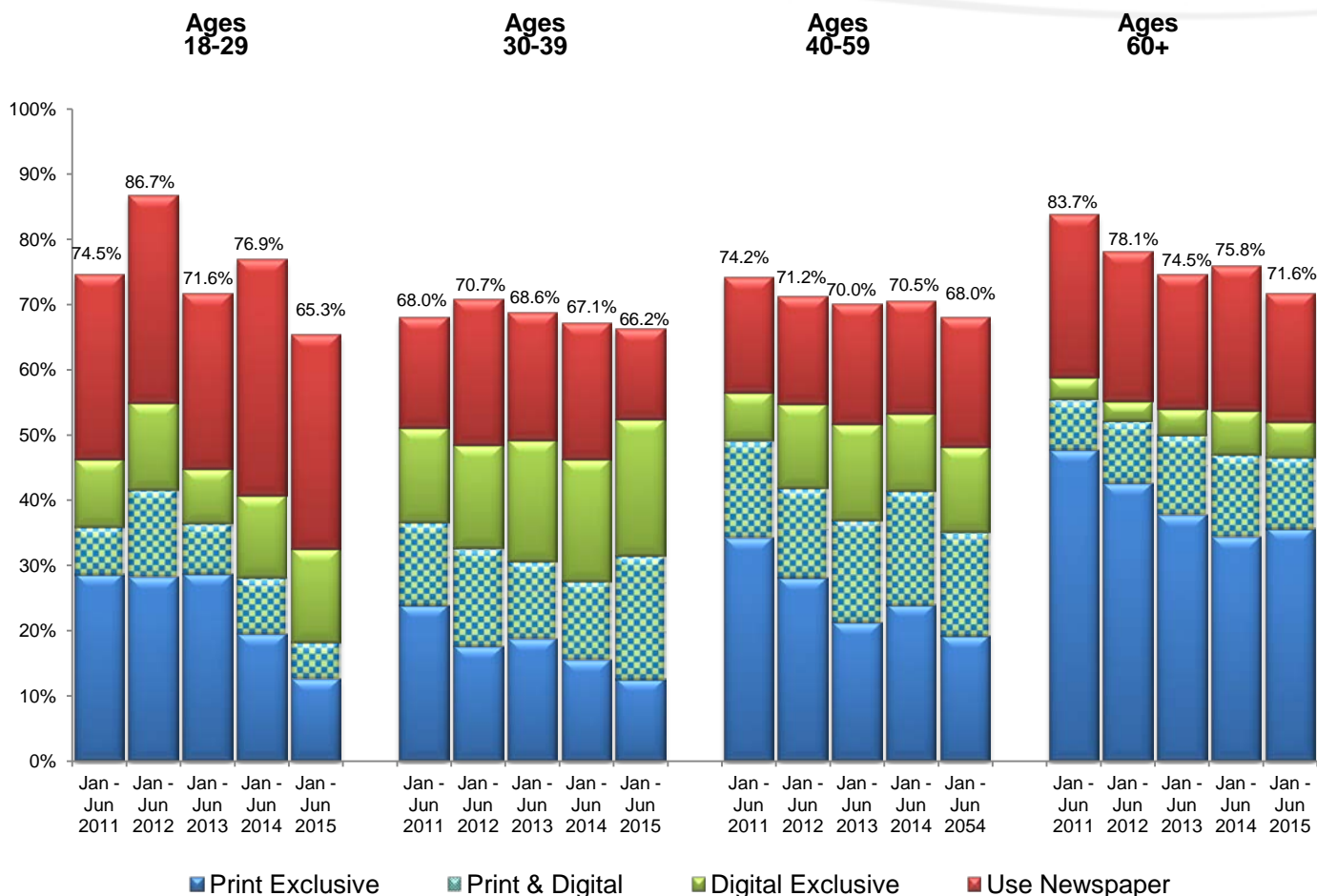
Note: When Adults that 'use' the newspaper but have not read the printed version or visited the website in the past week are added, The Post Dispatch and its digital products reach % of all adults each week

Starting in 2012, digital readership includes readers from the fixed website, mobile website, and mobile apps.

ST. LOUIS POST-DISPATCH

Print + Digital Reach Across Generations

Q: Have you accessed STLOToday.com digitally, read or used The Post-Dispatch or done both in the past 7 days?

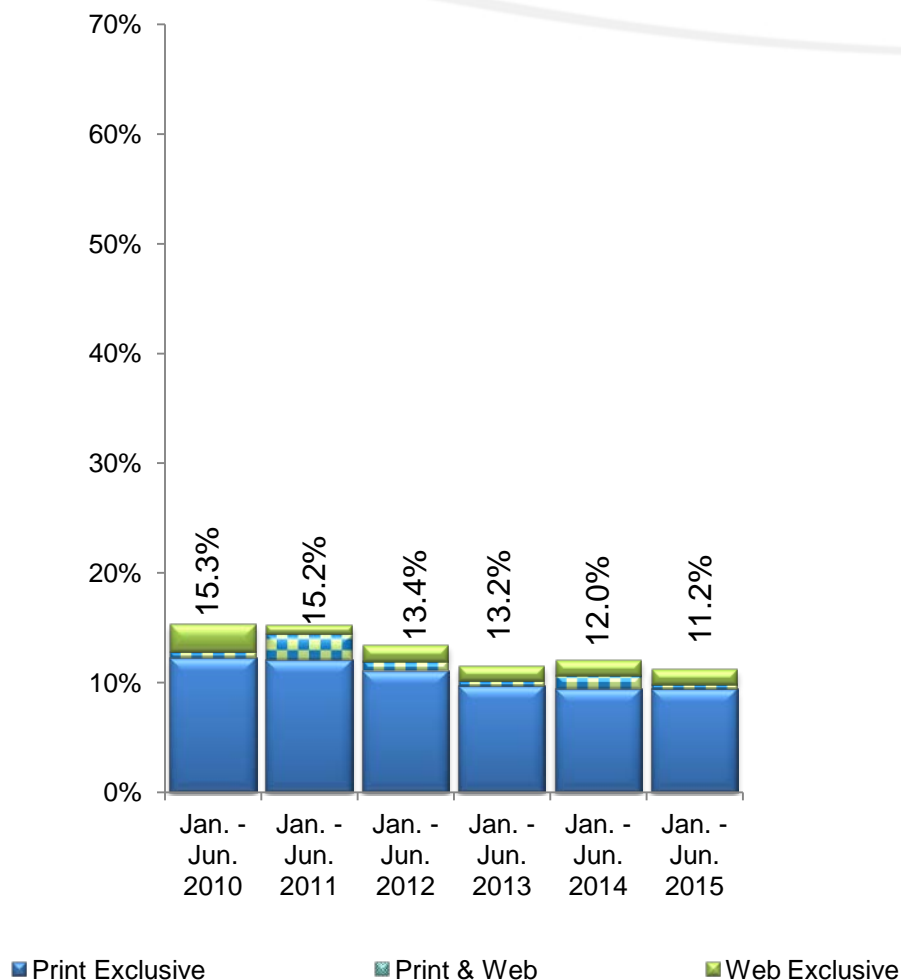


Past 7 Days	Ages 18-29	Ages 30-39	Ages 40-59	Ages 60+
Print Exclusive	12.6%	12.5%	19.2%	35.6%
Digital Exclusive	14.2%	21.0%	13.1%	5.4%
Print & Digital	5.6%	18.9%	15.9%	11.0%
Use Newspaper	32.9%	13.8%	19.8%	19.6%
Total Reach	65.3%	66.2%	68.0%	71.6%
Base:	(n=35)	(n=68)	(n=496)	(n=887)
Margin of Error:	+/- 16.6% Points	+/- 11.9% Points	+/- 4.4% Points	+/- 3.3% Points

ST. LOUIS POST-DISPATCH

Suburban Journal Print + Web Reach

Q: Have you accessed any Suburban Journal website, read a Suburban Journal in print or both over the past 7 days?

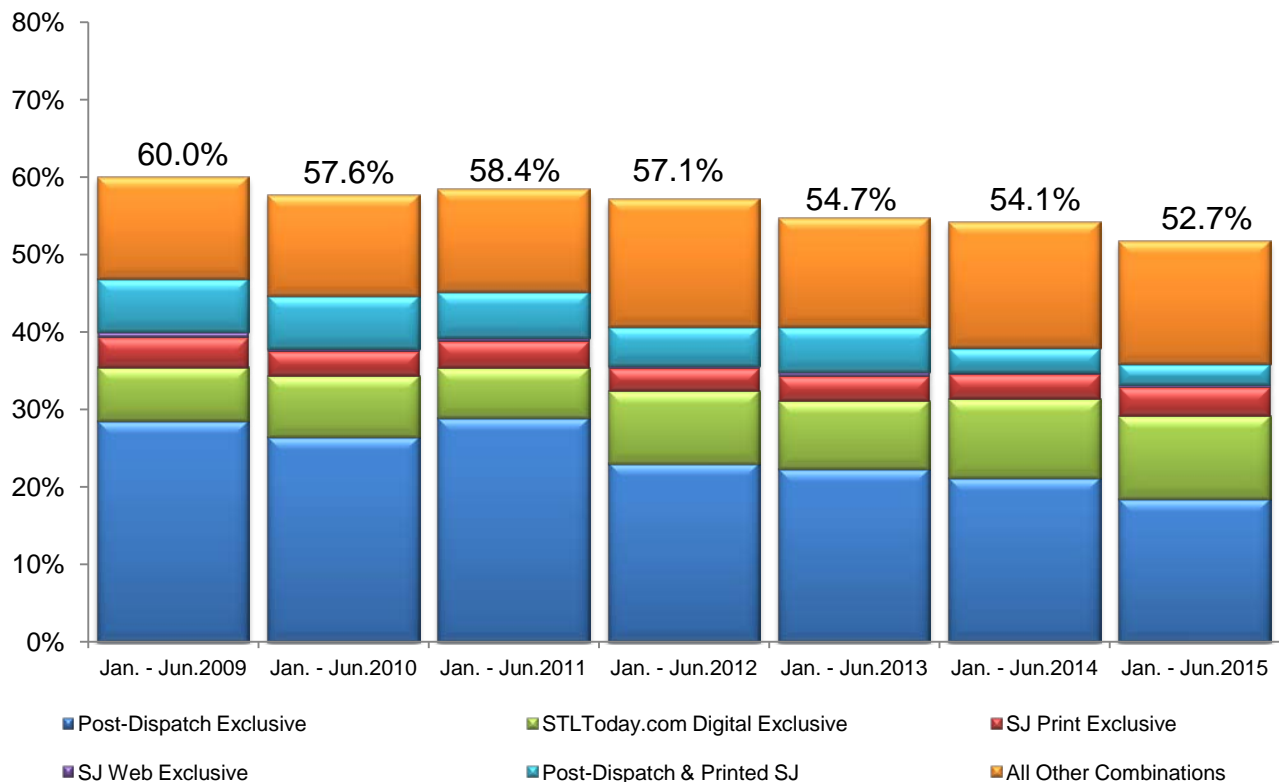


	Jan. - Jun. 2009	Jan. - Jun. 2010	Jan. - Jun. 2011	Jan. - Jun. 2012	Jan. - Jun. 2013	Jan. - Jun. 2014	Jan. - Jun. 2015
Print Exclusive	14.2%	12.2%	12.0%	11.0%	9.7%	9.4%	9.4%
Web Exclusive	1.8%	0.6%	0.8%	1.5%	2.6%	1.4%	1.4%
Print & Web	0.8%	2.5%	2.4%	0.9%	0.9%	1.2%	0.4%
Total Reach	16.8%	15.3%	15.2%	13.4%	13.2%	12.0%	11.2%

Base: All Adults (n=1,803) (n=1,801) (n=1,800) (n=1,805) (n=1,800) (n=1,801) (n=1,498)
 Margin of Error: +/- 2.3% Points +/- 2.3% Points +/- 2.3% Points +/- 2.3% Points +/- 2.3% Points +/- 2.3% Points +/- 2.5% Points
 (Print = Read Suburban Journal Past 7 Days, Visited Suburban Journal Website Past 7 Days)

Print + Digital Reach Overall

Q: Have you accessed STLToday.com digitally, any Suburban Journal website read The Post-Dispatch or any Suburban Journal in the past week?



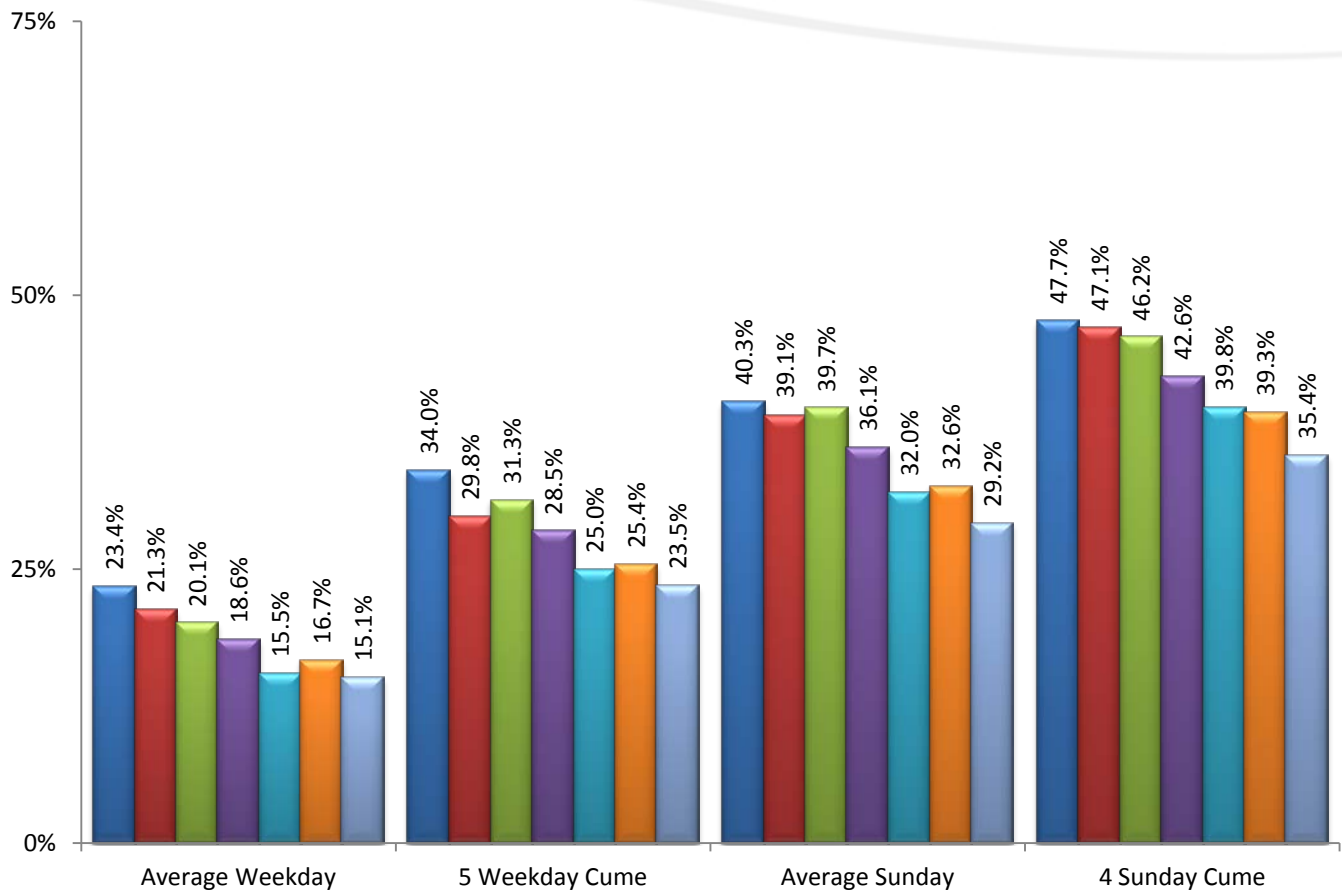
	Jan – Jun 2009	Jan - Jun 2010	Jan - Jun 2011	Jan - Jun 2012	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015
The Post-Dispatch Exclusive	28.5%	26.4%	28.8%	23.0%	22.2%	21.1%	18.4%
STLToday.com Digital Exclusive	6.9%	7.9%	6.5%	9.3%	8.9%	10.2%	10.7%
SJ Print Exclusive	3.9%	3.2%	3.5%	3.0%	3.2%	3.2%	3.8%
SJ Web Exclusive	0.6%	0.3%	0.4%	0.2%	0.5%	0.2%	0.2%
The Post-Dispatch & Printed SJ	6.9%	6.8%	5.9%	5.1%	5.8%	3.2%	2.8%
All Other Combinations	13.2%	13.0%	13.3%	16.5%	14.1%	16.2%	15.8%
Total Reach	60.0%	57.6%	58.4%	57.1%	54.7%	54.1%	52.7%

Base: All Adults (n=1,803) (n=1,801) (n=1,800) (n=1,805) (n=1,800) (n=1,801) (n=1,498)
 Margin of Error: +/- 2.3% Points +/- 2.3% Points +/- 2.3% Points +/- 2.3% Points +/- 2.3% Points +/- 2.3% Points +/- 2.5% Points
 Notes: The Post-Dispatch Read Past 7 Days, Visited STLToday.com Past 7 Days; Suburban Journals Read Past Week; Suburban Journals Website Visited Past 7 Days.

ST. LOUIS POST-DISPATCH

Average Readership

Q: Did you read The Post-Dispatch 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	23.4%	21.3%	20.1%	18.6%	15.5%	16.7%	15.1%
5 Weekday Cume	34.0%	29.8%	31.3%	28.5%	25.0%	25.4%	23.5%
Average Sunday	40.3%	39.1%	39.7%	36.1%	32.0%	32.6%	29.2%
4 Sunday Cume	47.7%	47.1%	46.2%	42.6%	39.8%	39.3%	35.4%

Base: All Adults

(n=1,803)

(n=1,801)

(n=1,800)

(n=1,805)

(n=1,800)

(n=1,801)

(n=1,498)

Margin of Error:

+/- 2.3% Points

+/- 2.3% Points

+/- 2.3% Points

+/- 2.3% Points

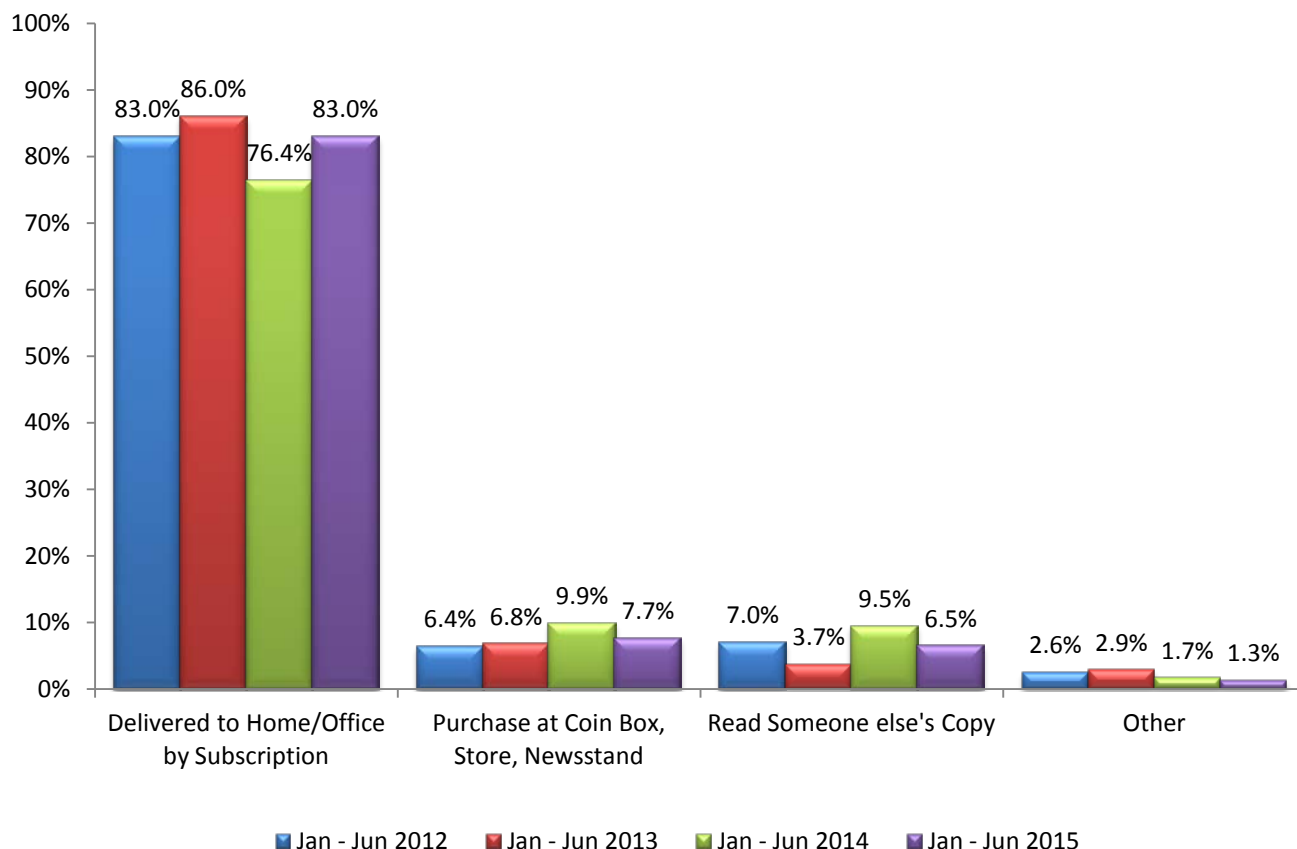
+/- 2.3% Points

+/- 2.5% Points

ST. LOUIS POST-DISPATCH

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	83.0%	86.0%	76.4%	83.0%
Purchase at coin box, store, or newsstand	6.4%	6.8%	9.9%	7.7%
Read someone else's copy	7.0%	3.7%	9.5%	6.5%
Other	2.6%	2.9%	1.7%	1.3%

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

(n=447)

(n=425)

(n=444)

(n=376)

Margin of Error:

+/- 4.6% Points

+/- 4.8% Points

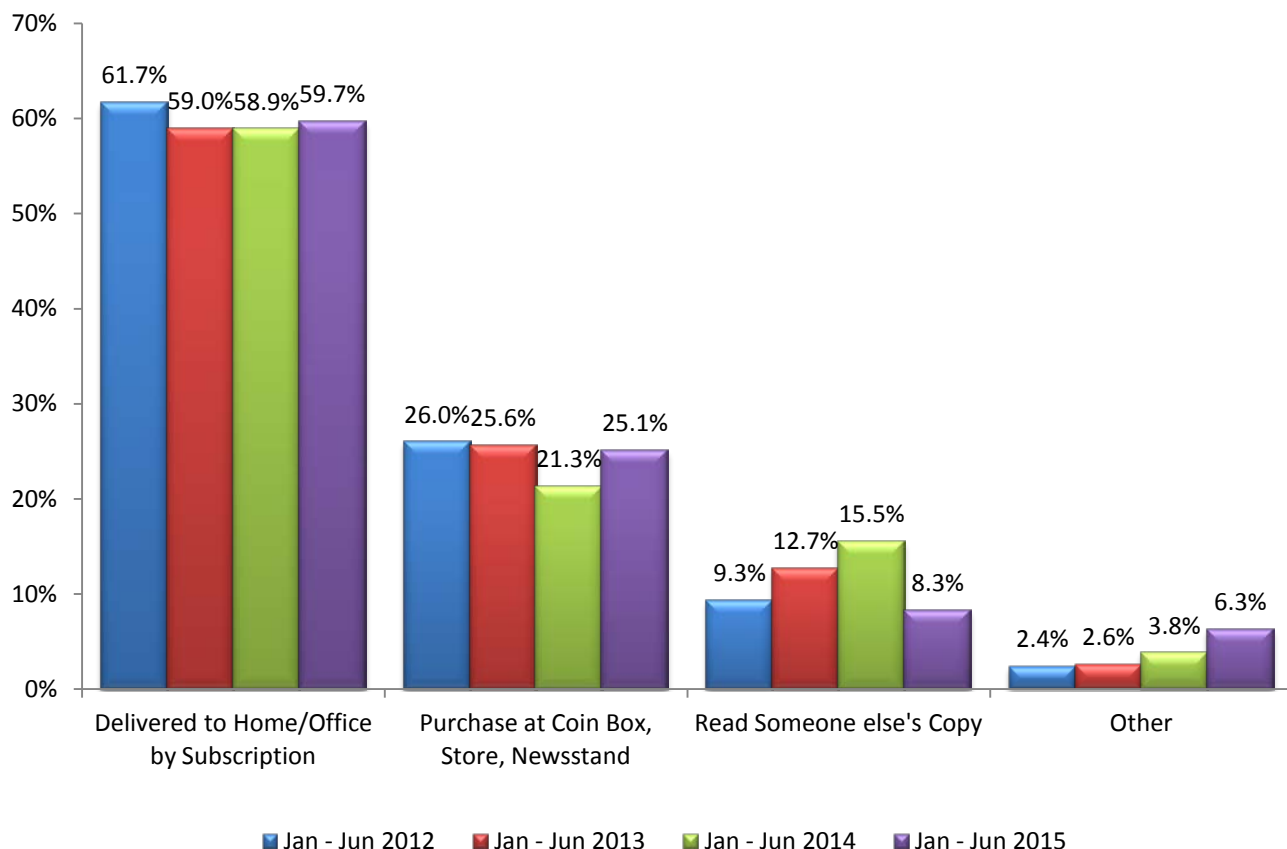
+/- 4.7% Points

+/- 5.1% Points

ST. LOUIS POST-DISPATCH

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	61.7%	59.0%	58.9%	59.7%
Purchase at coin box, store, or newsstand	26.0%	25.6%	21.3%	25.1%
Read someone else's copy	9.3%	12.7%	15.5%	8.3%
Other	2.4%	2.6%	3.8%	6.3%

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

Margin of Error:

(n=829)

+/- 3.4% Points

(n=801)

+/- 3.5% Points

(n=780)

+/- 3.5% Points

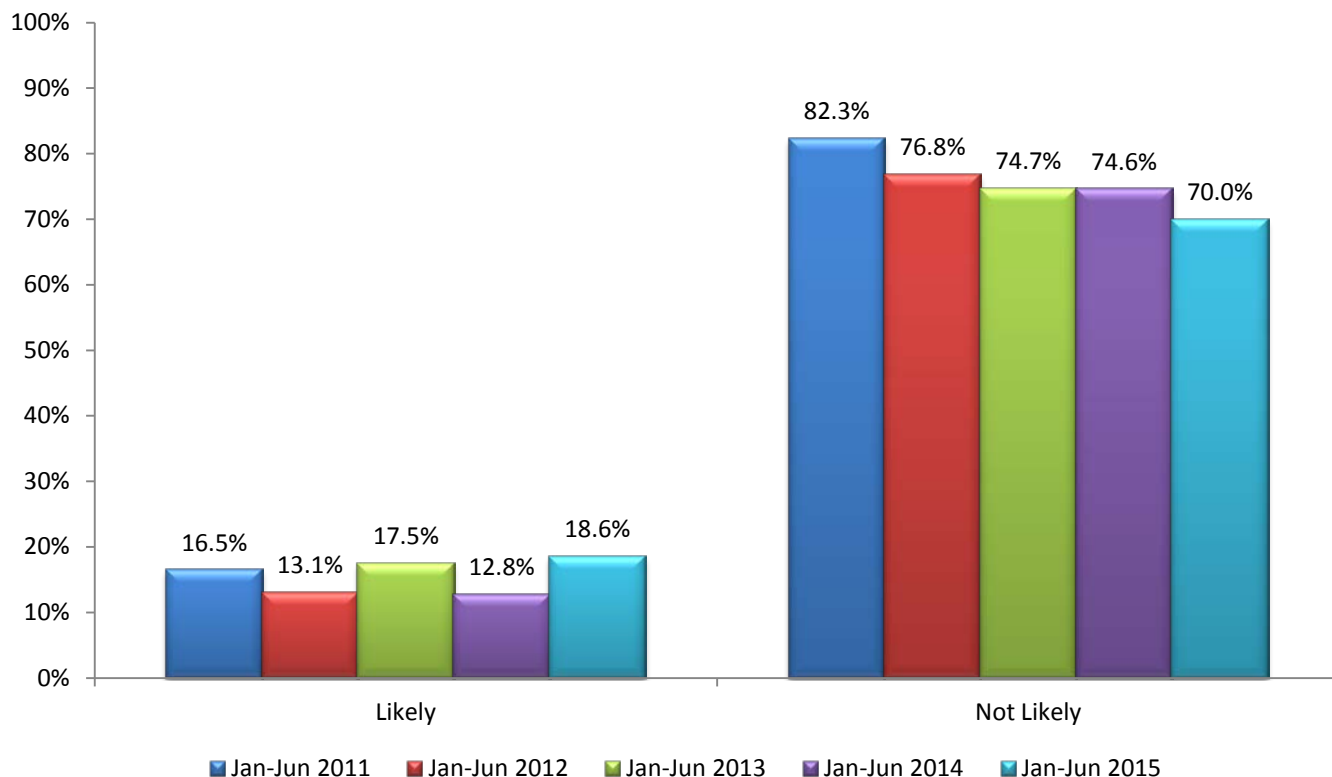
(n=639)

+/- 3.9% Points

ST. LOUIS POST-DISPATCH

Likelihood of Discontinuing Print Readership

Q: You identified yourself as a person who reads the St. Louis Post-Dispatch 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	16.5%	13.1%	17.5%	12.8%	18.6%
Not Likely	82.3%	76.8%	74.7%	74.6%	70.0%
Base: Adults who read both in print and online	(n=184)	(n=197)	(n=211)	(n=205)	(n=169)
Margin of Error:	+/- 7.2% Points	+/- 7.0% Points	+/- 6.7% Points	+/- 6.5% Points	+/- 7.5% Points

Print + Digital Demographics

Q: Have you accessed STLOutday.com digitally, read or used The Post-Dispatch or done both in the past 7 days?

Jan – Jun 2015	Market	Print Exclusive	Digital Exclusive	Print & Digital	Use Newspaper	None
Male	48.3%	47.2%	45.1%	55.0%	50.4%	46.1%
Female	51.7%	52.8%	54.9%	45.0%	49.6%	53.9%
Millennials (18-29)	11.0%	6.5%	12.2%	4.3%	18.2%	12.0%
Generation X (30-39)	20.6%	12.0%	33.7%	27.6%	14.2%	21.9%
Baby Boomers (40-59)	42.2%	37.8%	43.0%	47.5%	41.8%	42.6%
Silent (60+)	26.2%	43.7%	11.1%	20.5%	25.8%	23.5%
Median Age	46.1	58.3	41.0	44.3	53.5	43.9
Children Under 18 at home	41.6%	22.6%	61.4%	44.1%	42.5%	41.6%
Lived In Area Less Than Five Years	12.7%	10.1%	12.1%	9.9%	16.0%	13.8%
6 - 10 Years	17.4%	11.3%	26.1%	18.1%	17.8%	17.5%
11 - 14 Years	7.7%	10.7%	10.0%	9.2%	4.0%	6.2%
15 - 20 Years	18.8%	14.5%	20.5%	21.7%	17.0%	20.8%
21 Years +	43.5%	53.5%	31.3%	41.1%	45.2%	41.7%
Median Length of Residence	18.9	21.6	15.5	18.5	19.3	18.6
Less than \$35K Household Income	27.4%	32.1%	16.6%	17.6%	41.0%	25.1%
\$35K - \$50K	9.2%	6.3%	10.6%	14.1%	6.7%	10.0%
\$50K - \$75K	19.3%	15.5%	19.2%	17.3%	20.2%	22.3%
\$75K+	44.1%	46.1%	53.6%	51.1%	32.2%	42.6%
Median Household Income (\$000)	\$67.2	\$68.7	\$80.8	\$77.4	\$55.3	\$66.3
High School Grad or Less	24.8%	20.7%	12.8%	18.6%	31.8%	31.3%
Some College	33.4%	39.2%	28.3%	29.9%	41.1%	28.1%
4 Year College or More	25.2%	24.7%	29.4%	29.9%	13.8%	28.7%
Graduate Degree	16.6%	15.3%	29.4%	21.6%	13.4%	11.8%
Base: All Adults	(n=1,498)	(n=459)	(n=116)	(n=189)	(n=301)	(n=433)
Margin of Error:	+/- 2.5% Points	+/- 4.6% Points	+/- 9.1% Points	+/- 7.1% Points	+/- 5.6 % Points	+/- 4.7% Points

ST. LOUIS POST-DISPATCH

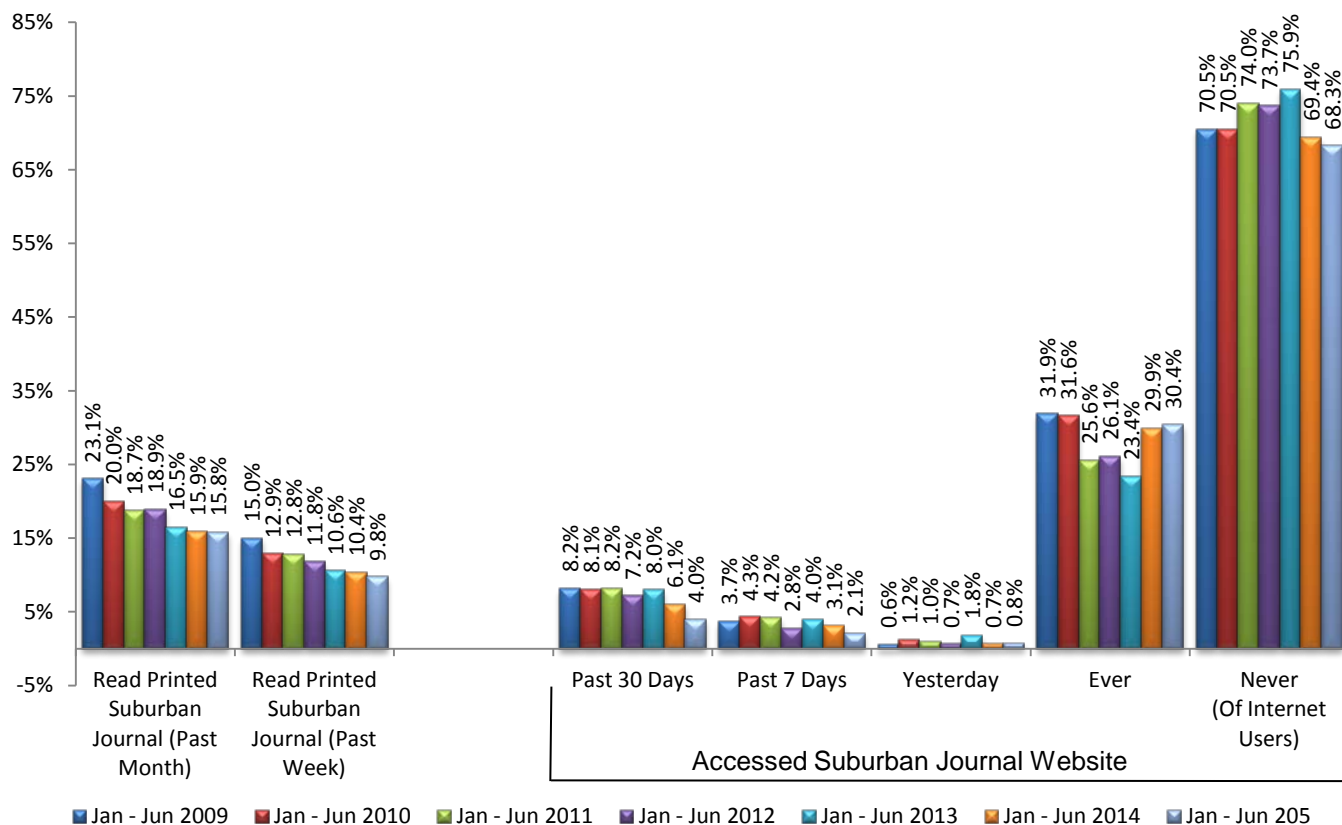
Print + Digital Demographics

Q: Have you accessed STLOutday.com digitally, read or used The Post-Dispatch or done both in the past 7 days?

Jan – Jun 2015	Market	Print Readers	Digital Readers	None
Male	48.3%	50.3%	50.3%	47.8%
Female	51.7%	49.7%	49.7%	52.2%
Millennials (18-29)	11.0%	5.7%	8.1%	14.4%
Generation X (30-39)	20.6%	18.2%	30.5%	19.0%
Baby Boomers (40-59)	42.2%	41.6%	45.4%	42.3%
Silent (60+)	26.2%	34.5%	16.0%	24.4%
<i>Median Age</i>	<i>46.1</i>	<i>54.5</i>	<i>42.6</i>	<i>44.4</i>
Children Under 18 at home	41.6%	31.2%	52.3%	43.9%
Lived In Area Less Than Five Years	12.7%	10.0%	11.0%	14.7%
6 - 10 Years	17.4%	14.0%	21.9%	17.6%
11 - 14 Years	7.7%	10.1%	9.6%	5.3%
15 - 20 Years	18.8%	17.4%	21.2%	19.3%
21 Years +	43.5%	48.5%	36.4%	43.0%
<i>Median Length of Residence</i>	<i>18.9</i>	<i>20.5</i>	<i>17.1</i>	<i>18.8</i>
Less than \$35K Household Income	27.4%	26.2%	17.1%	31.5%
\$35K - \$50K	9.2%	9.4%	12.4%	8.7%
\$50K - \$75K	19.3%	16.3%	18.2%	21.5%
\$75K+	44.1%	48.1%	52.3%	38.4%
<i>Median Household Income (\$000)</i>	<i>\$67.2</i>	<i>\$72.1</i>	<i>\$79.2</i>	<i>\$61.5</i>
High School Grad or Less	24.8%	19.9%	15.9%	31.5%
Some College	33.4%	35.5%	29.2%	33.1%
4 Year College or More	25.2%	26.8%	29.7%	23.0%
Graduate Degree	16.6%	17.8%	25.3%	12.4%
Base: All Adults	(n=1,498)	(n=648)	(n=305)	(n=734)
Margin of Error:	+/- 2.5% Points	+/- 3.8% Points	+/- 5.6% Points	+/- 3.6% Points

Suburban Journals Readership

Q: Have you read any of the Suburban Journals or visited any of the Suburban Journal websites in the past 30 days? Past 7 days? Yesterday?



	Jan - Jun 2009	Jan - Jun 2010	Jan - Jun 2011	Jan - Jun 2012	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015
Read Printed Suburban Journal (Past Month)	23.1%	20.0%	18.7%	18.9%	16.5%	15.9%	15.8%
Read Printed Suburban Journal (Past Week)	15.0%	12.9%	12.8%	11.8%	10.6%	10.4%	9.8%
Visited Suburban Journal Website (Past 30 Days)	8.2%	8.1%	8.2%	7.2%	8.0%	6.1%	4.0%
Visited Suburban Journal Website (Past 7 Days)	3.7%	4.3%	4.2%	2.8%	4.0%	3.1%	2.1%
Visited Suburban Journal Website (Yesterday)	0.6%	1.2%	1.0%	0.7%	1.8%	0.7%	0.8%
Accessed Suburban Journal Website Ever	31.9%	31.6%	25.6%	26.1%	23.4%	29.9%	30.4%
Never Accessed Suburban Journal Website (Internet Users)	70.5%	70.5%	74.0%	73.7%	75.9%	69.4%	68.3%

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

Margin of Error:

(n=1,254)
+/- 2.8% Points

(n=1,316)
+/- 2.7% Points

(n=1,180)
+/- 2.9% Points

(n=1,180)
+/- 2.9% Points

(n=1,371)
+/- 2.6% Points

(n=1,359)
+/- 2.7% Points

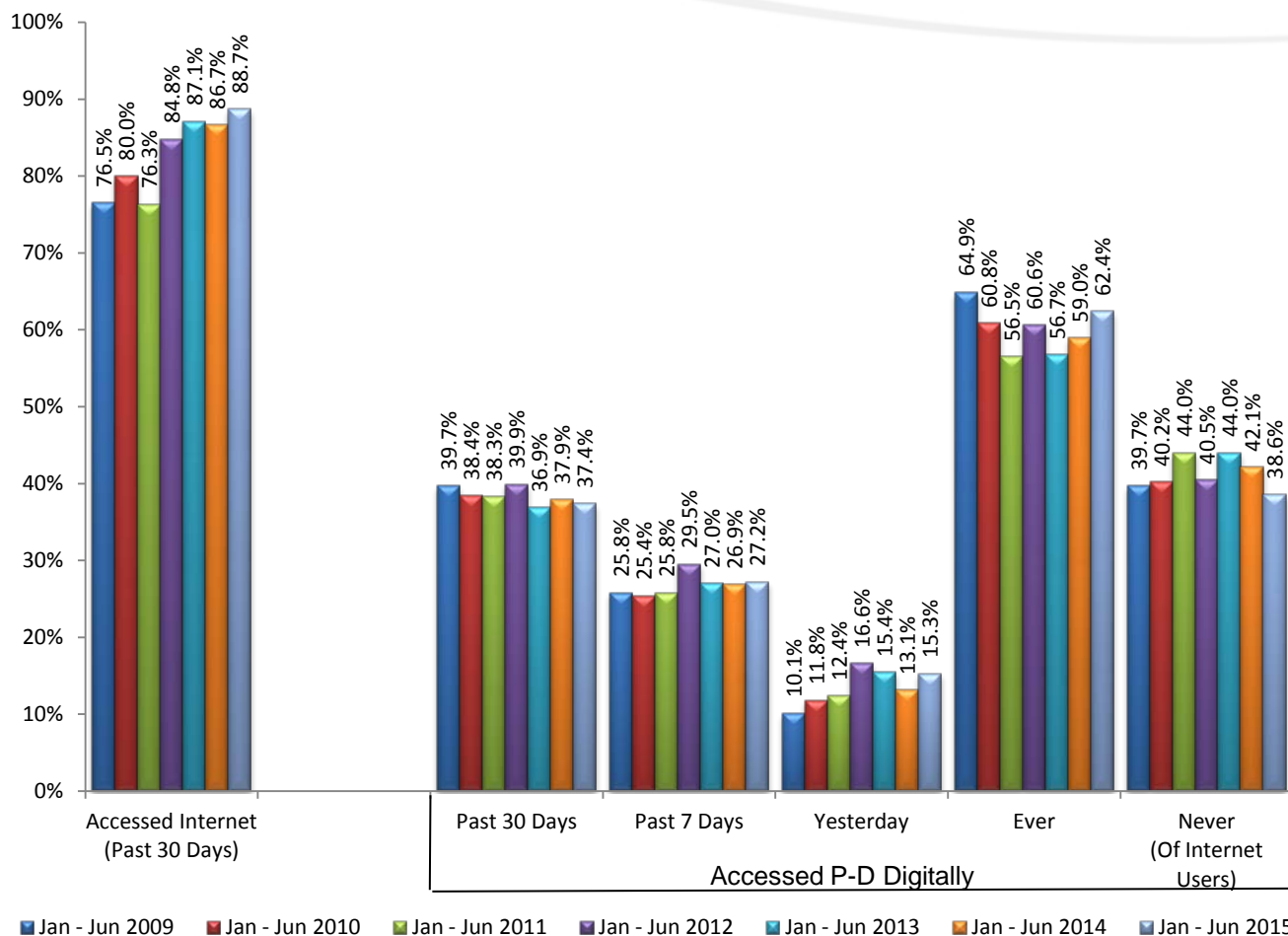
(n=1,152)
+/- 2.9% Points

ST. LOUIS POST-DISPATCH

Internet Access & STLOToday.com Usage

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

How about the Post-Dispatch 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)	76.5%	80.0%	76.3%	84.8%	87.1%	86.7%	88.7%
Accessed P-D Digitally Past 30 Days	39.7%	38.4%	38.3%	39.9%	36.9%	37.9%	37.4%
Accessed P-D Digitally Past 7 Days	25.8%	25.4%	25.8%	29.5%	27.0%	26.9%	27.2%
Accessed P-D Digitally Yesterday	10.1%	11.8%	12.4%	16.6%	15.4%	13.1%	15.3%
Accessed P-D Digitally Ever	64.9%	60.8%	56.5%	60.6%	56.7%	59.0%	62.4%
Never Accessed P-D Digitally (Internet Users)	39.7%	40.2%	44.0%	40.5%	44.0%	42.1%	38.6%

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

(n=1,254)

(n=1,316)

(n=1,180)

(n=1,339)

(n=1,371)

(n=1,359)

(n=1,152)

Margin of Error:

+/- 2.8% Points

+/- 2.7% Points

+/- 2.9% Points

+/- 2.7% Points

+/- 2.6% Points

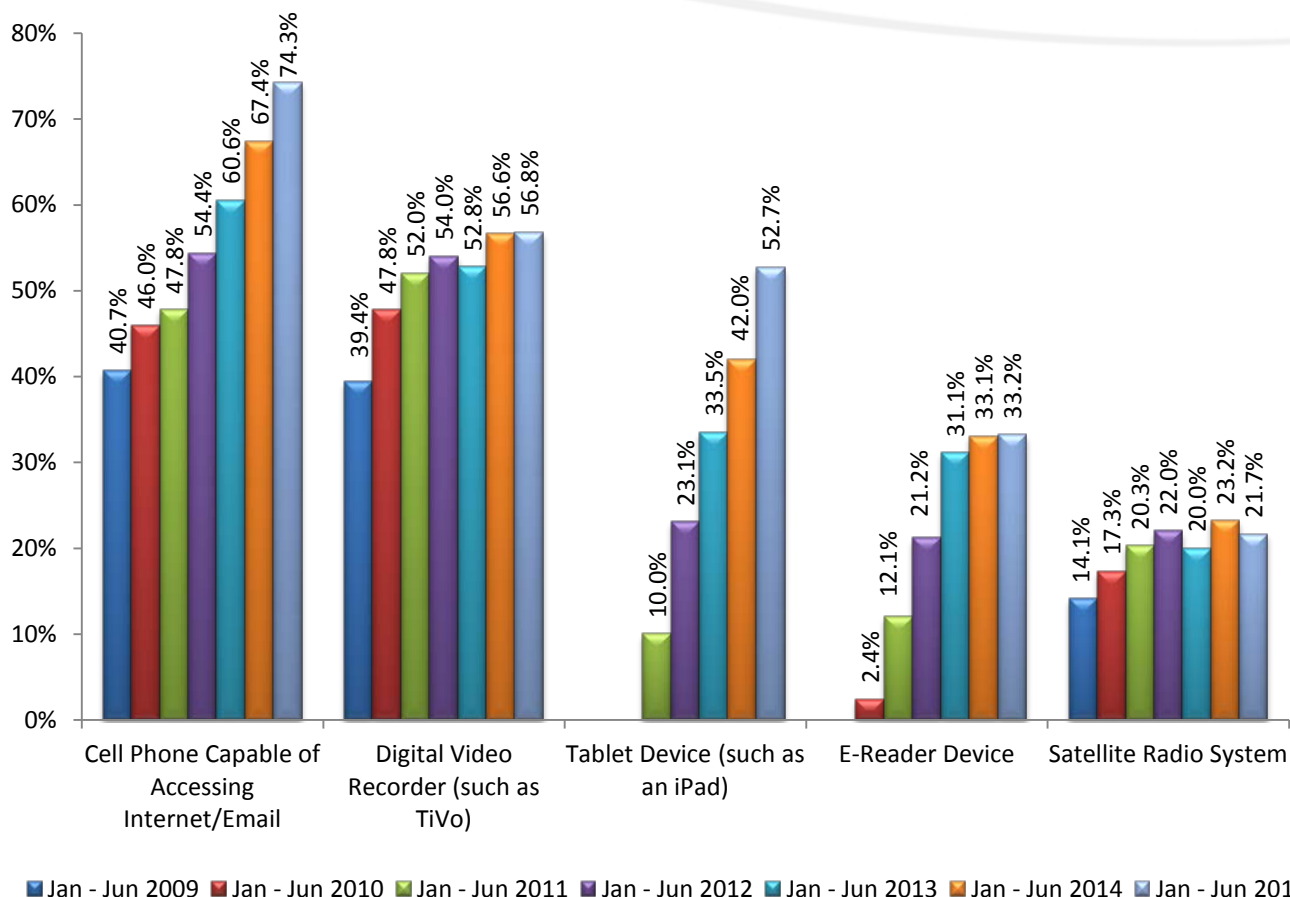
+/- 2.7% Points

+/- 2.9% Points

ST. LOUIS POST-DISPATCH

Technology Device Ownership

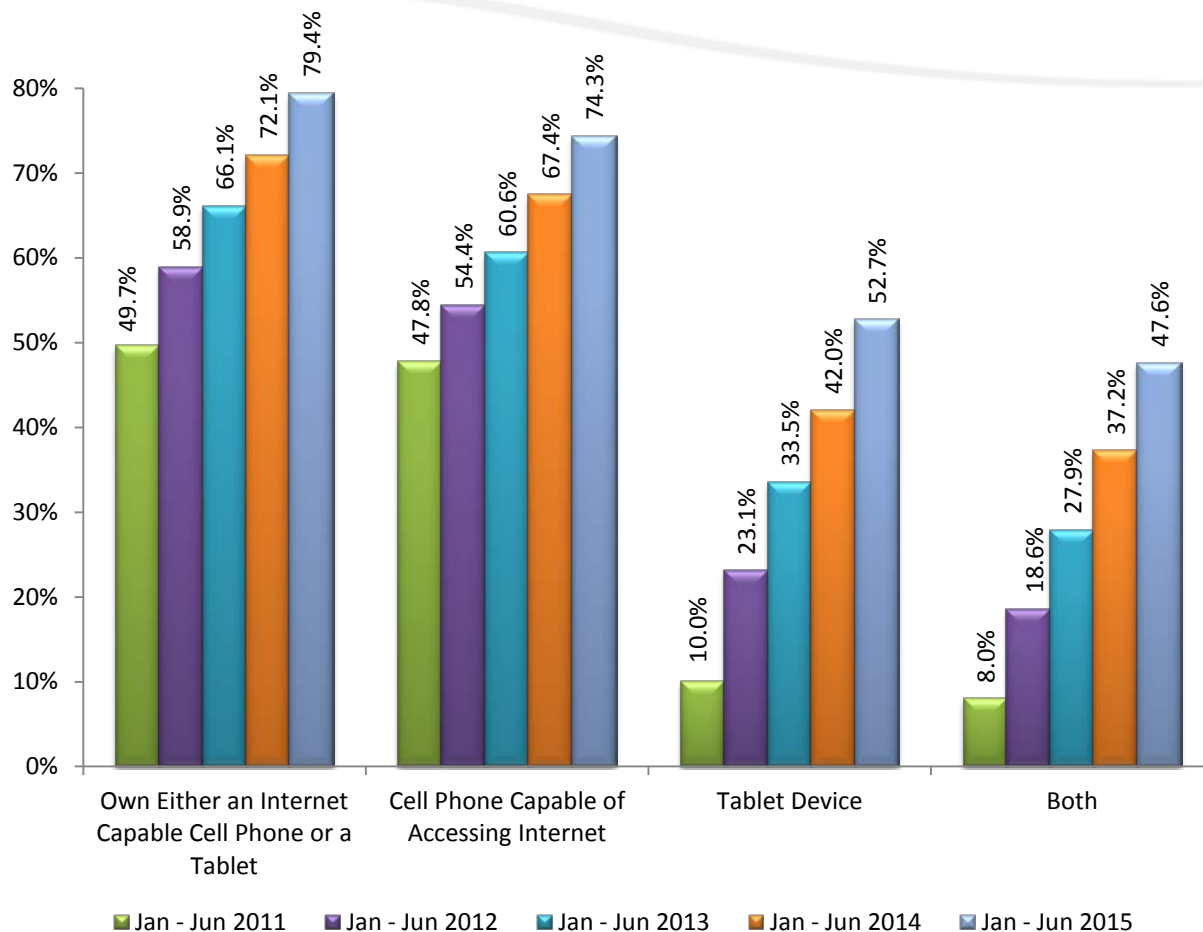
Q: Which of the following do you own?



	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	40.7%	46.0%	47.8%	54.4%	60.6%	67.4%	74.3%
Digital Video Recorder (such as TiVo)	39.4%	47.8%	52.0%	54.0%	52.8%	56.6%	56.8%
Tablet Device (such as an iPad)	-	-	10.0%	23.1%	33.5%	42.0%	52.7%
E-Reader Device	-	2.4%	12.1%	21.2%	31.1%	33.1%	33.2%
Satellite Radio System	14.1%	17.3%	20.3%	22.0%	20.0%	23.2%	21.7%
Base: All Adults	(n=1,803)	(n=1,801)	(n=1,800)	(n=1,805)	(n=1,800)	(n=1,801)	(n=1,498)
Margin of Error:	+/- 2.3% Points +/- 2.3% Points +/- 2.3% Points +/- 2.3% Points +/- 2.3% Points +/- 2.3% Points +/- 2.5% Points						

Mobile Device Ownership

Q: Which of the following do you own?

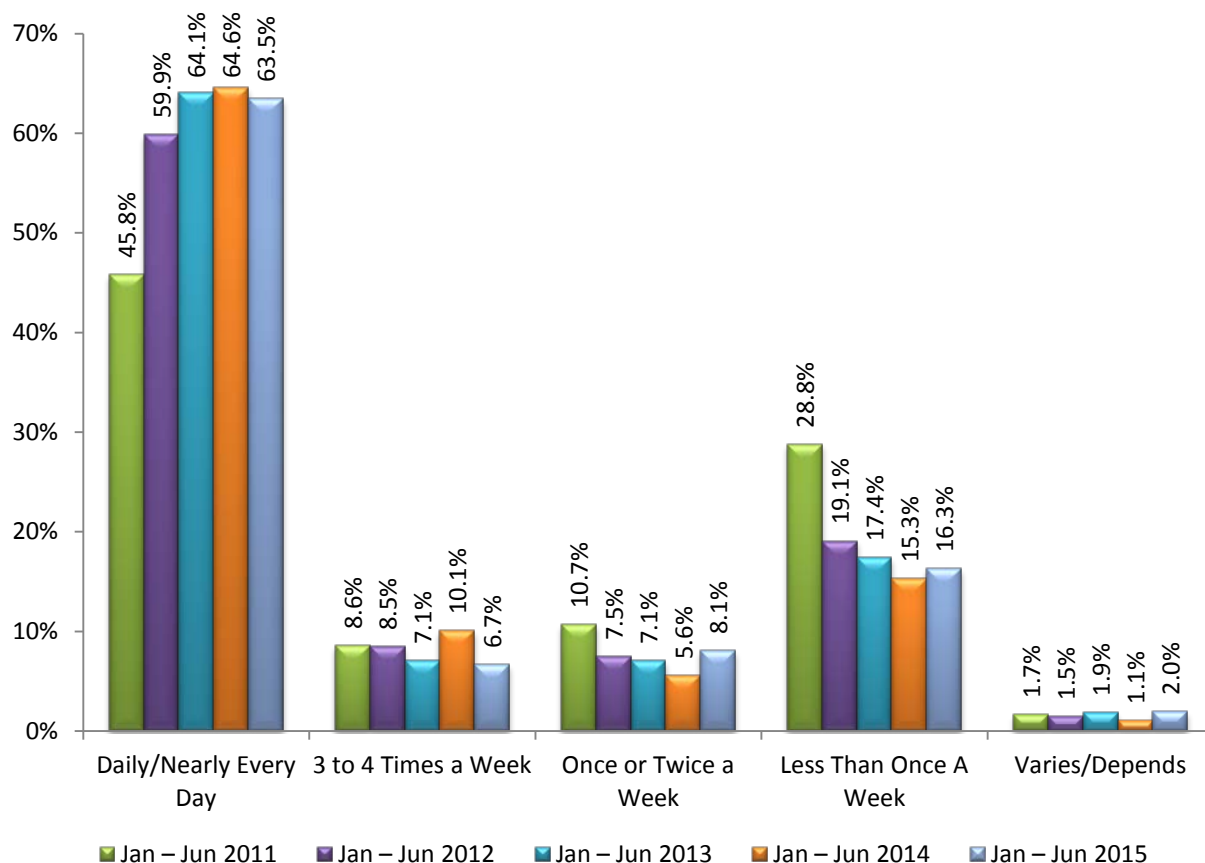


	Jan – Jun 2011	Jan – Jun 2012	Jan – Jun 2013	Jan – Jun 2014	Jan – Jun 2015
Own Either an Internet Capable Cell Phone or a Tablet	49.7%	58.9%	66.1%	72.1%	79.4%
Cell Phone Capable of Accessing Internet/Email	47.8%	54.4%	60.6%	67.4%	74.3%
Tablet Device	10.0%	23.1%	33.5%	42.0%	52.7%
Both	8.0%	18.6%	27.9%	37.2%	47.6%
Base: All Adults	(n=1,800)	(n=1,805)	(n=1,800)	(n=1,801)	(n=1,498)
Margin of Error:	+/- 2.3% Points	+/- 2.3% Points	+/- 2.3% Points	+/- 2.3% Points	+/- 2.5% Points

ST. LOUIS POST-DISPATCH

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	45.8%	59.9%	64.1%	64.6%	63.5%
3 to 4 Times a Week	8.6%	8.5%	7.1%	10.1%	6.7%
Once or Twice a Week	10.7%	7.5%	7.1%	5.6%	8.1%
Less Than Once A Week	28.8%	19.1%	17.4%	15.3%	16.3%
Varies/Depends	1.7%	1.5%	1.9%	1.1%	2.0%

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

(n=664)

(n=823)

(n=959)

(n=1,027)

(n=934)

Margin of Error:

+/- 3.8% Points

+/- 3.4% Points

+/- 3.2% Points

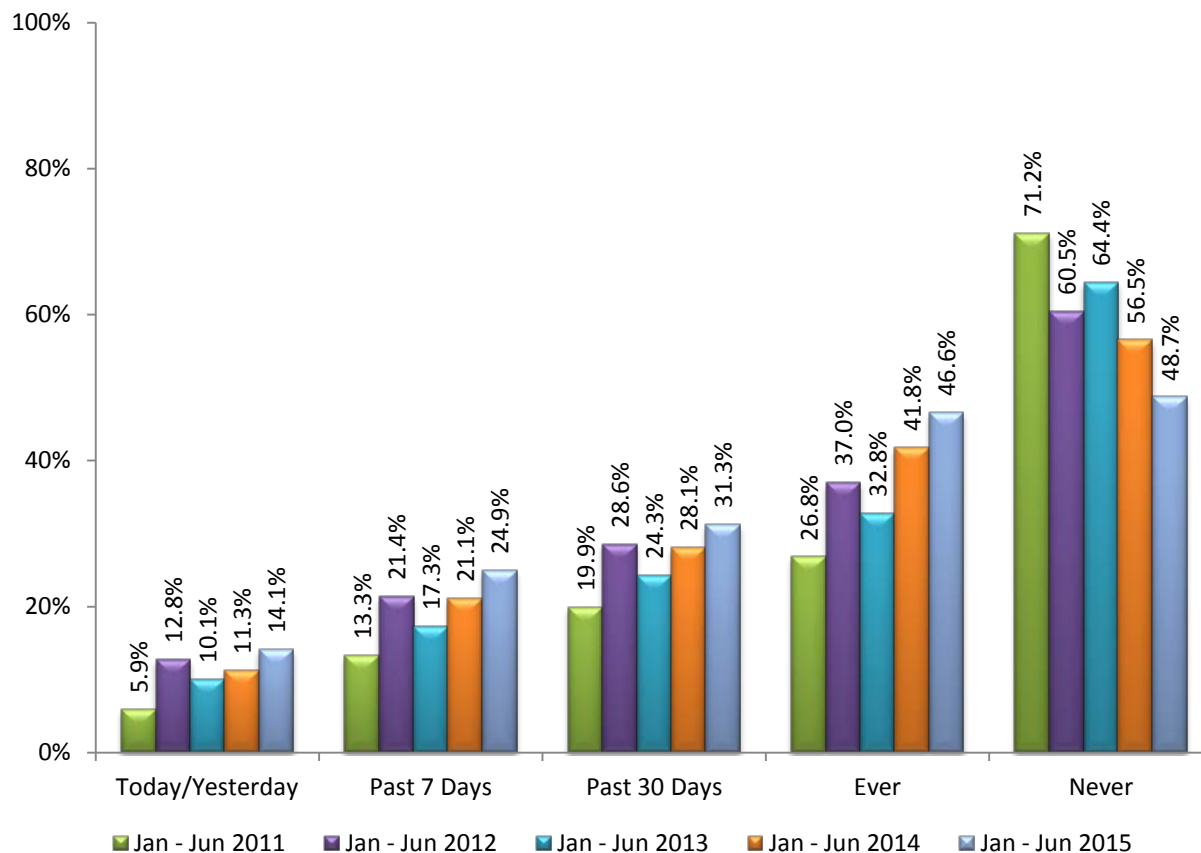
+/- 3.1% Points

+/-3.2% Points

ST. LOUIS POST-DISPATCH

Last Time Accessed STLToday.com Via Mobile Device

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



	Jan – Jun 2011	Jan – Jun 2012	Jan – Jun 2013	Jan – Jun 2014	Jan – Jun 2015
Today/Yesterday	5.9%	12.8%	10.1%	11.3%	14.1%
Past 7 Days	13.3%	21.4%	17.3%	21.1%	24.9%
Past 30 Days	19.9%	28.6%	24.3%	28.1%	31.3%
Ever	26.8%	37.0%	32.8%	41.8%	46.6%
Never	71.2%	60.5%	64.4%	56.5%	48.7%

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

(n=664)

(n=823)

(n=959)

(n=1,027)

(n=934)

Margin of Error:

+/- 3.8% Points

+/- 3.4% Points

+/- 3.2% Points

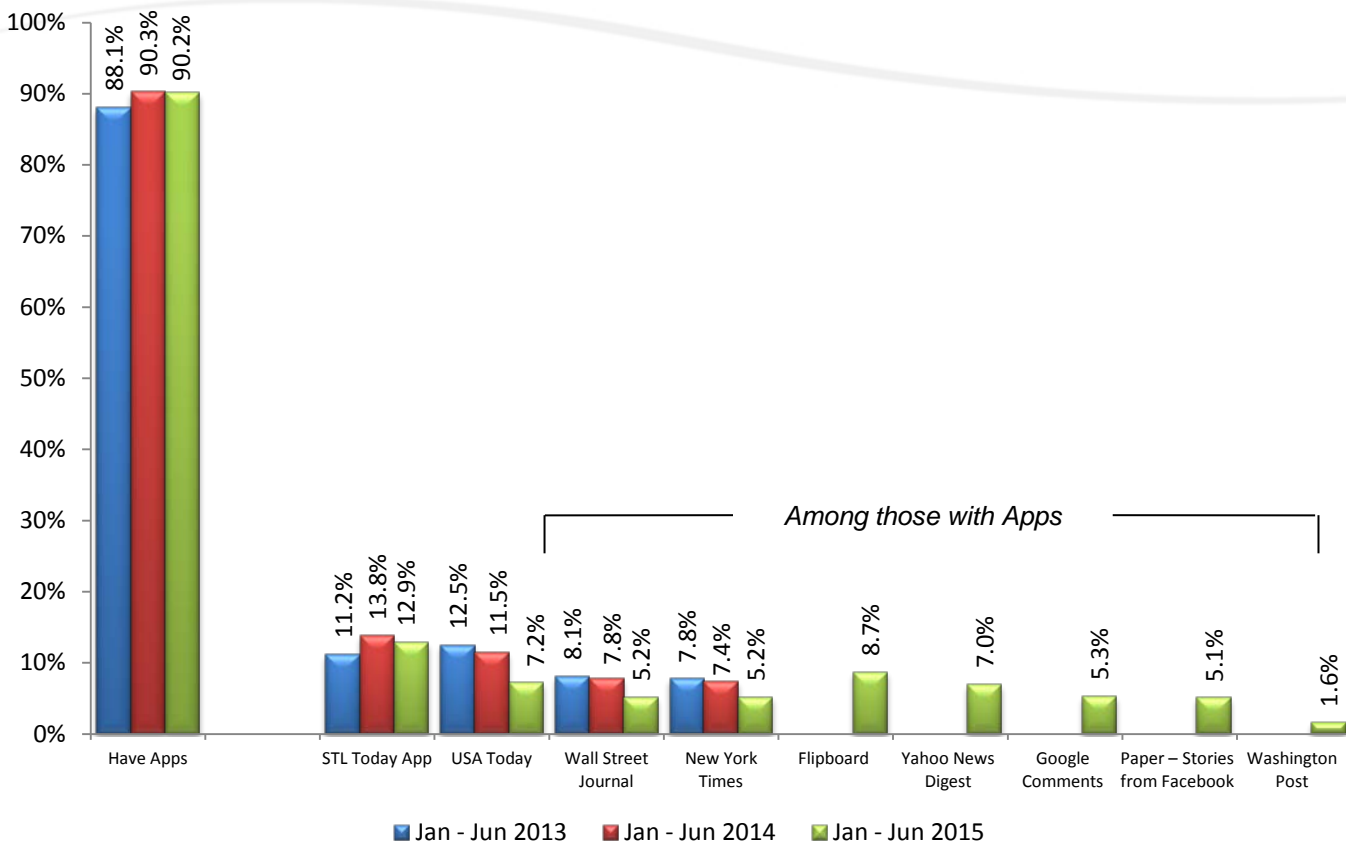
+/- 3.1% Points

+/-3.2% Points

ST. LOUIS POST-DISPATCH

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	81.7%	88.1%	90.3%	90.2%
STLToday App	16.2%	11.2%	13.8%	12.9%
USA Today	11.1%	12.5%	11.5%	7.2%
Wall Street Journal	7.9%	8.1%	7.8%	5.2%
New York Times	10.4%	7.8%	7.4%	5.2%
Flipboard				8.7%
Yahoo News Digest				7.0%
Google Comments				5.3%
Paper – Stories from Facebook				5.1%
Washington Post				1.6%

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

(n=616)

(n=789)

(n=1,027)

(n=789)

Margin of Error:

+/- 3.9% Points

+/- 3.5% Points

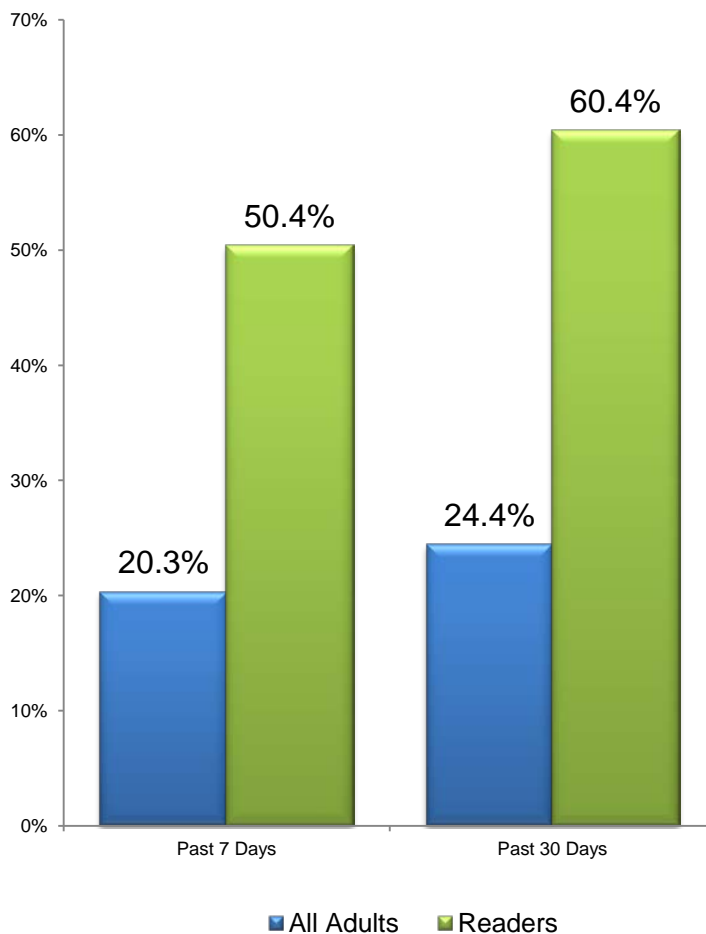
+/- 3.1% Points

+/- 3.5% Points

ST. LOUIS POST-DISPATCH

Preprint Readership

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

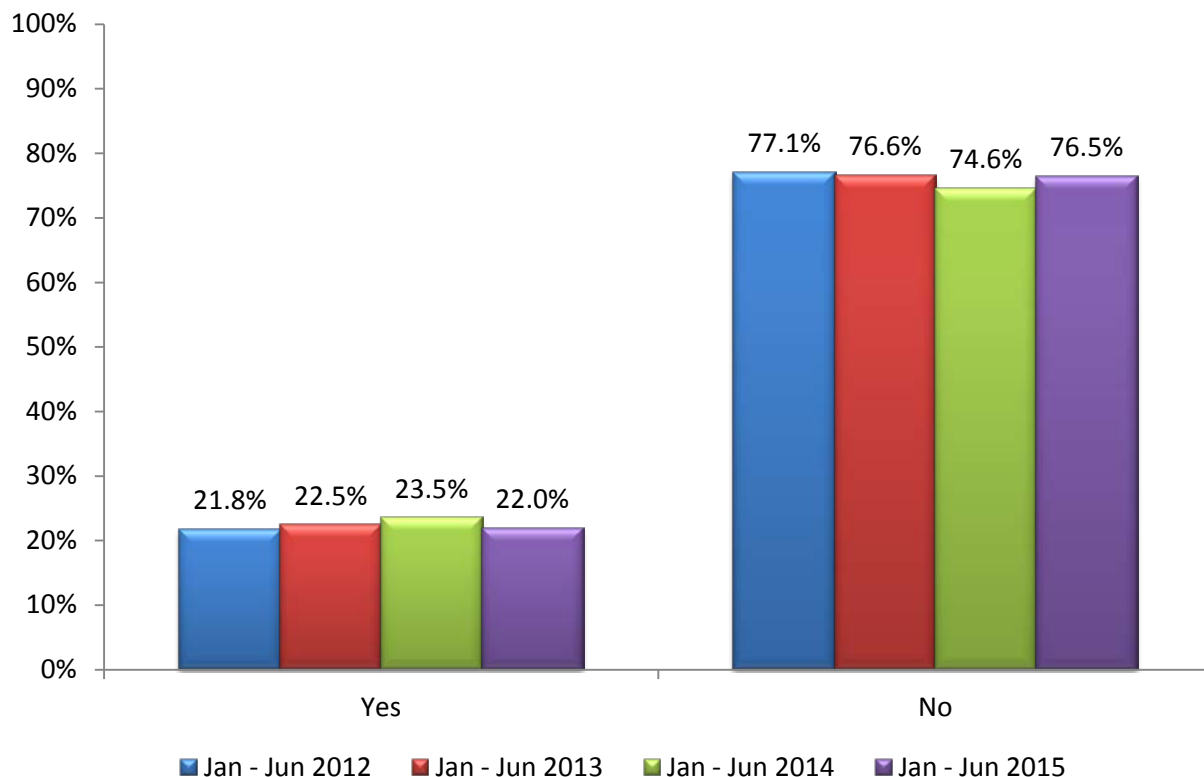


	All Adults							Readers						
	Jan - Jun 2009	Jan - Jun 2010	Jan - Jun 2011	Jan - Jun 2012	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015	Jan - Jun 2009	Jan - Jun 2010	Jan - Jun 2011	Jan - Jun 2012	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015
Past 7 Days	27.0%	27.0%	27.6%	24.7%	21.6%	21.7%	20.3%	51.0%	53.1%	53.4%	52.4%	48.2%	49.7%	50.4%
Past 30 Days	35.6%	36.6%	36.3%	32.3%	30.0%	29.1%	24.4%	67.2%	71.8%	70.2%	68.7%	66.9%	66.6%	60.4%
Base:	(n=1,803)	(n=1,801)	(n=1,800)	(n=1,805)	(n=1,800)	(n=1,801)	(n=1,498)	(n=991)	(n=967)	(n=988)	(n=912)	(n=874)	(n=839)	(n=702)
Margin of Error:	+/- 2.3% Points	+/- 2.3% Points	+/- 2.3% Points	+/- 2.3% Points	+/- 2.3% Points	+/- 2.3% Points	+/- 2.5% Points	+/- 3.1% Points	+/- 3.1% Points	+/- 3.1% Points	+/- 3.1% Points	+/- 3.3% Points	+/- 3.4% Points	+/- 3.7% Points

ST. LOUIS POST-DISPATCH

Television Service

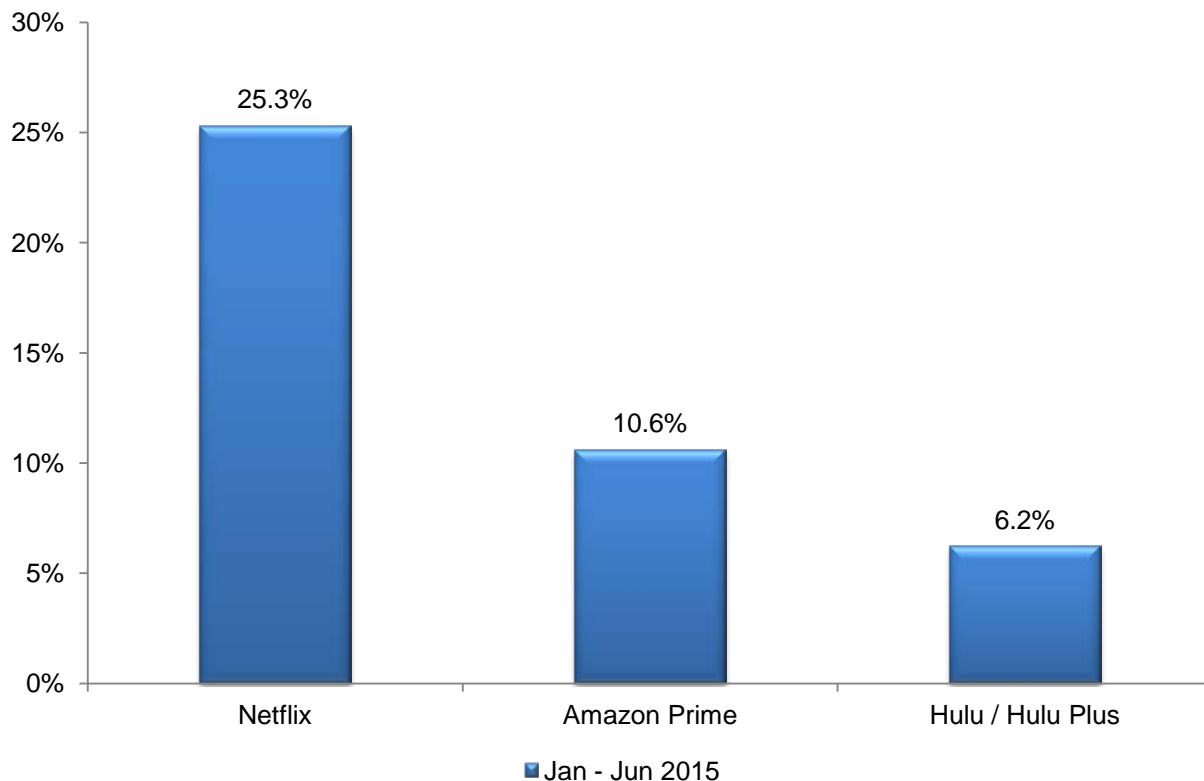
Q: During the past year, have you cancelled or cut back on your cable satellite TV service?



	Jan – Jun 2012	Jan – Jun 2013	Jan – Jun 2014	Jan – Jun 2015
Yes	21.8%	22.5%	23.5%	22.0%
No	77.1%	76.6%	74.6%	76.5%
Base: All Adults	(n=1,805)	(n=1,800)	(n=1,801)	(n=1,498)
Margin of Error:	+/- 2.3% Points	+/- 2.3% Points	+/- 2.3% Points	+/- 2.5% Points

Video Streaming Services

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



	Jan-Jun 2015
Netflix	25.3%
Amazon Prime	10.6%
Hulu / Hulu Plus	6.2%
Base: All Adults (n=1498)	
Margin of Error: +/- 2.5% Points	