

LEE ENTERPRISES AUDIENCE REPORT

JAN 2015 – JUN 2015

Arizona Daily Star

SN www.azstarnet.com

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Methodology

HOW: Telephone Survey

WHO: Randomly Selected Adults In the Tucson NDM

WHEN: January 2015 – June 2015

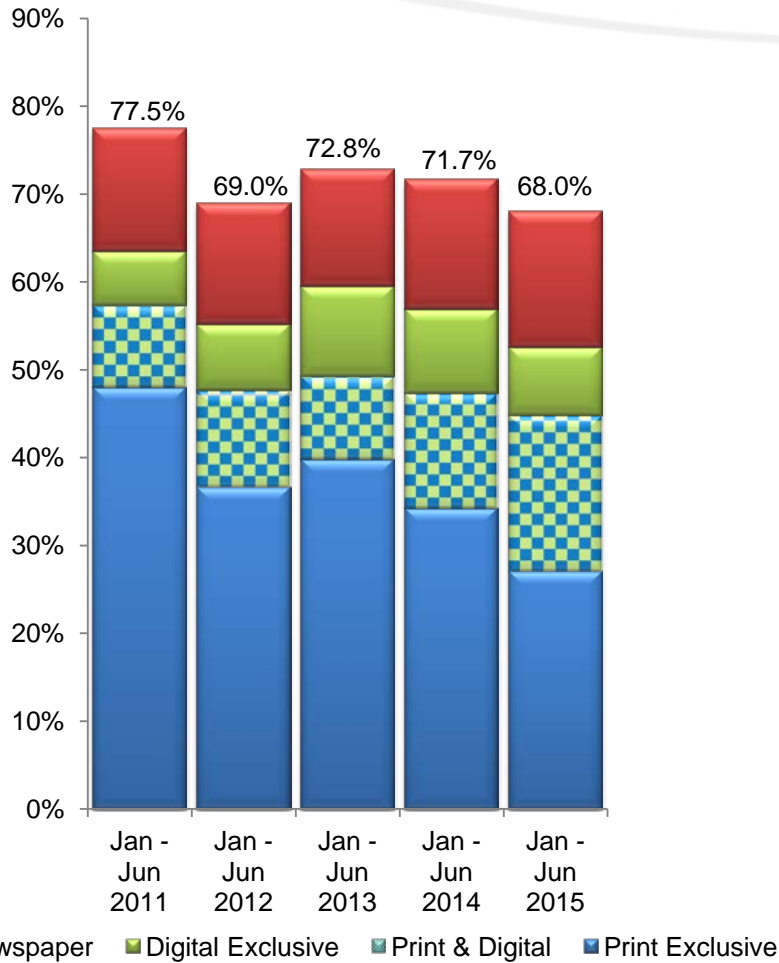
CONDUCTED BY: Thoroughbred Research, Louisville, KY

SAMPLE SIZE: 503 Total Interviews of Adults 18+

MARGIN OF ERROR: Total Sample (n=503) +/- 4.4% Points
Total Internet Sample (n=408) +/- 4.9% Points

Print + Digital Reach

Q: Have you accessed AZStarnet.com digitally, read or used the Arizona Daily Star or done both in the past 7 days?

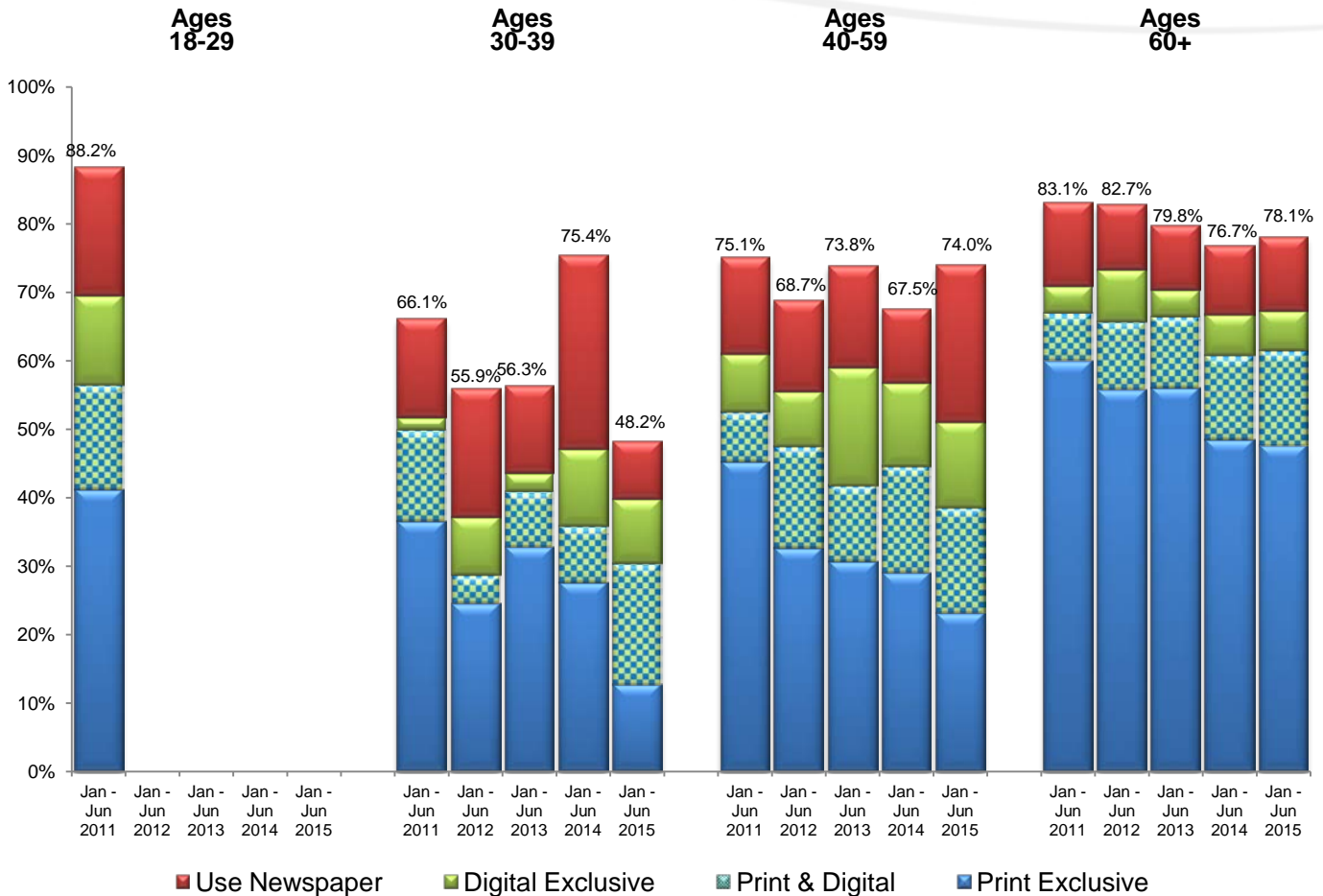


	Jan - Jun 2009	Jan - Jun 2010	Jan - Jun 2011	Jan - Jun 2012	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015
Print Exclusive	47.5%	44.1%	48.0%	36.6%	39.8%	34.2%	27.1%
Digital Exclusive	4.2%	5.9%	6.2%	7.5%	10.3%	9.6%	7.8%
Print & Digital	10.6%	11.3%	9.3%	11.1%	9.4%	13.1%	17.7%
Use Newspaper	-	15.7%	14.0%	13.8%	13.3%	14.8%	15.4%
Total Reach	62.3%	77.0%	77.5%	69.0%	72.8%	71.7%	68.0%

Base: All Adults (n=601) (n=606) (n=600) (n=601) (n=600) (n=601) (n=503)
 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 Arizona Daily Star 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 AZStarnet.com digitally, read or used the Arizona Daily Star or done both in the past 7 days?

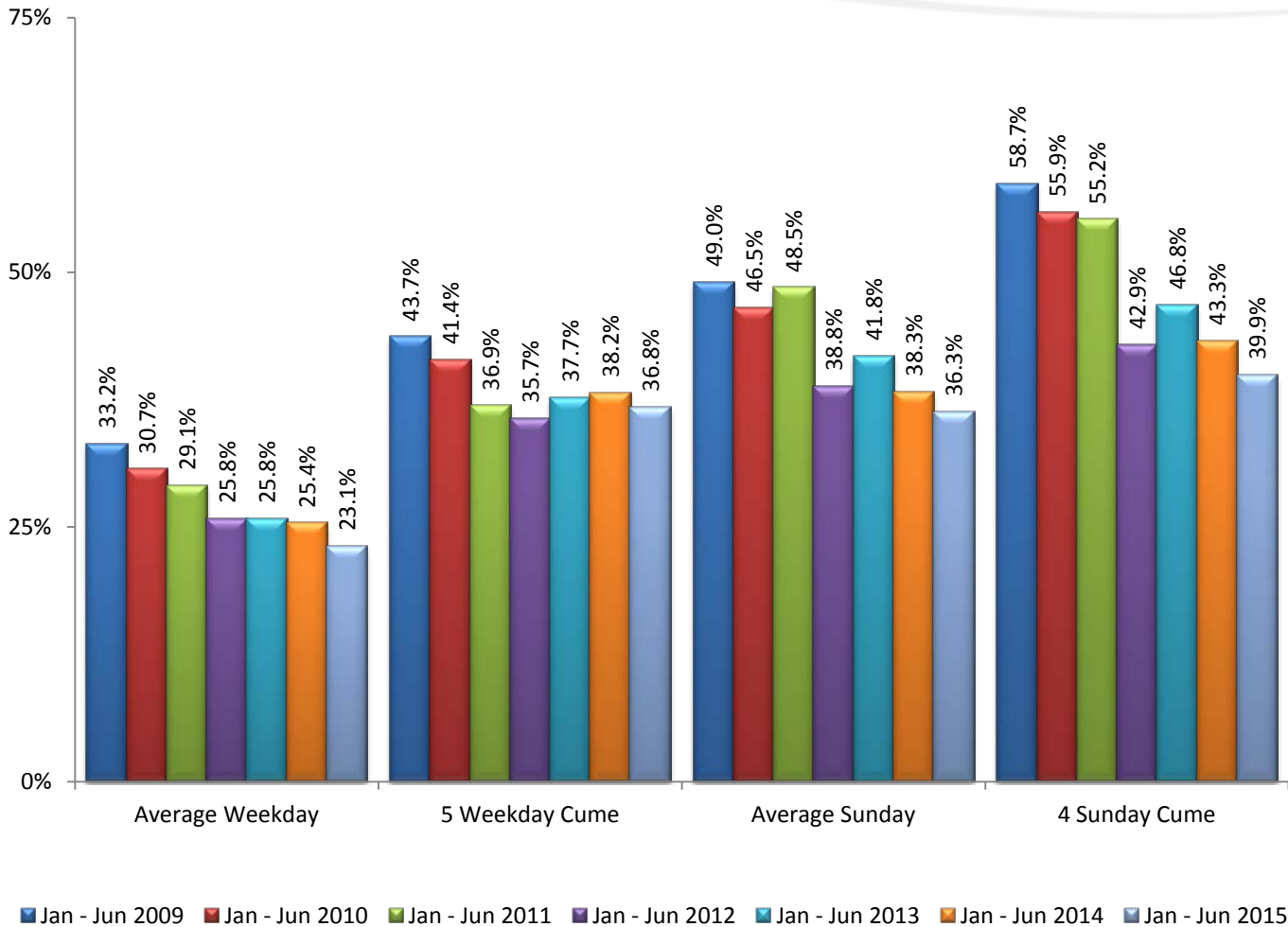


Past 7 Days	Ages 18-29	Ages 30-39	Ages 40-59	Ages 60+
Print Exclusive		12.7%	23.1%	47.6%
Digital Exclusive	Sample Size	9.4%	12.5%	5.7%
Print & Digital	Too Small	17.7%	15.5%	13.9%
Use Newspaper		8.4%	22.9%	10.9%
Total Reach		48.2%	74.0%	78.1%
Base:		(n=19)	(n=126)	(n=339)

Margin of Error: +/- 22.5% Points +/- 8.7% Points +/- 5.3% Points

Average Readership

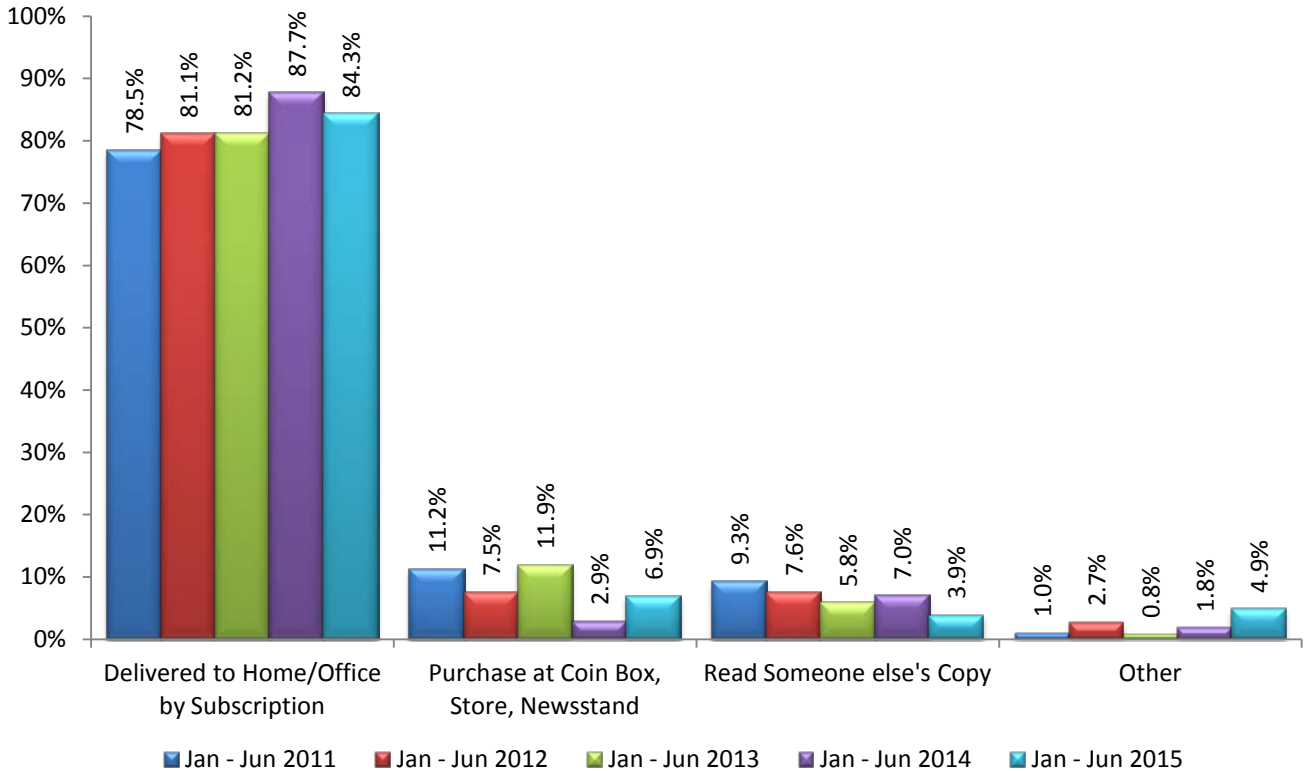
Q: Did you read Arizona Daily Star yesterday?



	Jan - Jun 2009	Jan - Jun 2010	Jan - Jun 2011	Jan - Jun 2012	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015
Average Weekday	33.2%	30.7%	29.1%	25.8%	25.8%	25.4%	23.1%
5 Weekday Cume	43.7%	41.4%	36.9%	35.7%	37.7%	38.2%	36.8%
Average Sunday	49.0%	46.5%	48.5%	38.8%	41.8%	38.3%	36.3%
4 Sunday Cume	58.7%	55.9%	55.2%	42.9%	46.8%	43.3%	39.9%
Base: All Adults	(n=601)	(n=606)	(n=600)	(n=601)	(n=600)	(n=601)	(n=503)
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

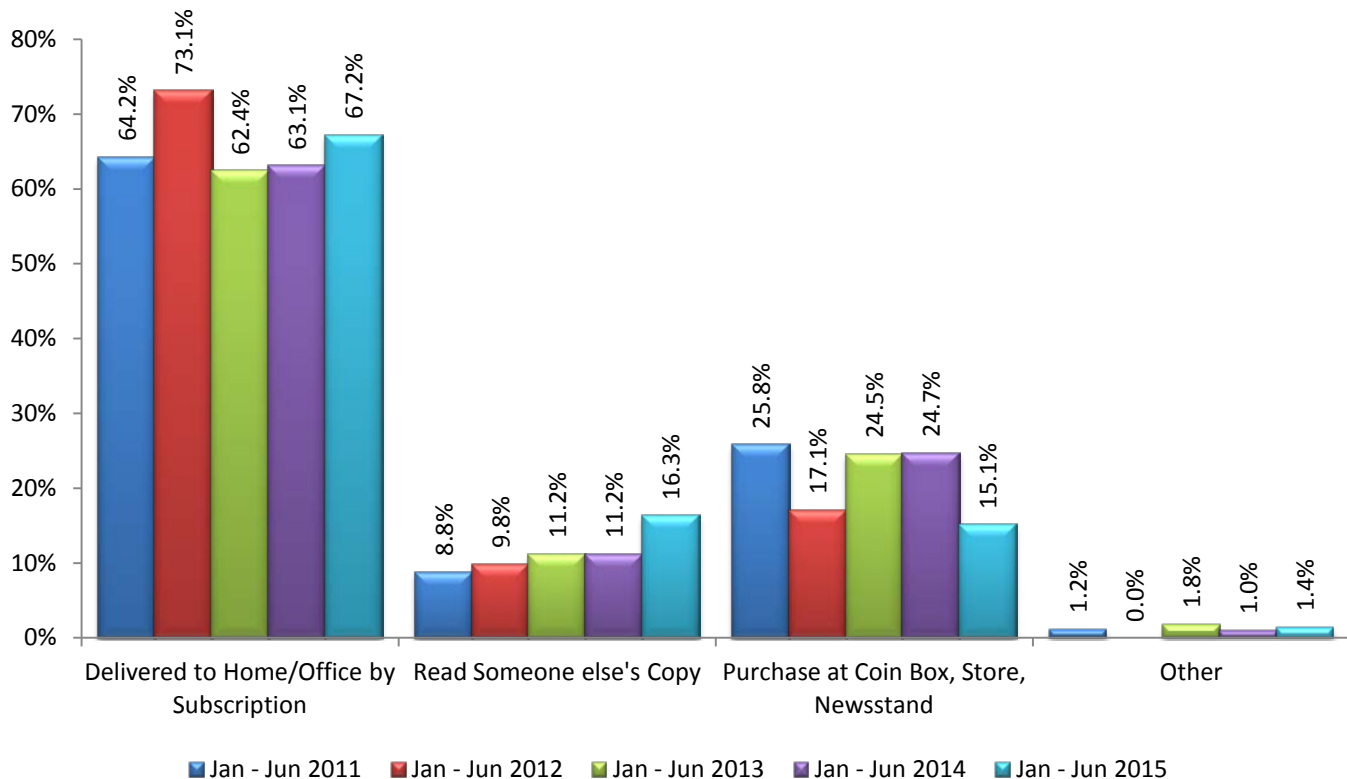
Q: Where do you usually get your copy of the daily, Monday through Friday, newspaper?



	Jan - Jun 2011	Jan - Jun 2012	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015
It is delivered to you home or office by subscription	78.5%	81.1%	81.2%	87.7%	84.3%
Purchase at coin box, store, or newsstand	11.2%	7.5%	11.9%	2.9%	6.9%
Read someone else's copy	9.3%	7.6%	5.8%	7.0%	3.9%
Other	1.0%	2.7%	0.8%	1.8%	4.9%
Base: Respondents who read the printed version yesterday or were not sure.	(n= 237)	(n= 225)	(n= 235)	(n= 226)	(n=194)
Margin of Error:	+/- 6.4% Points	+/- 6.5% Points	+/- 6.4% Points	+/- 6.5% Points	+/- 7.0% Points

Source of Sunday Newspaper

Q: Where did you get the Sunday newspaper you read or looked into most recently?



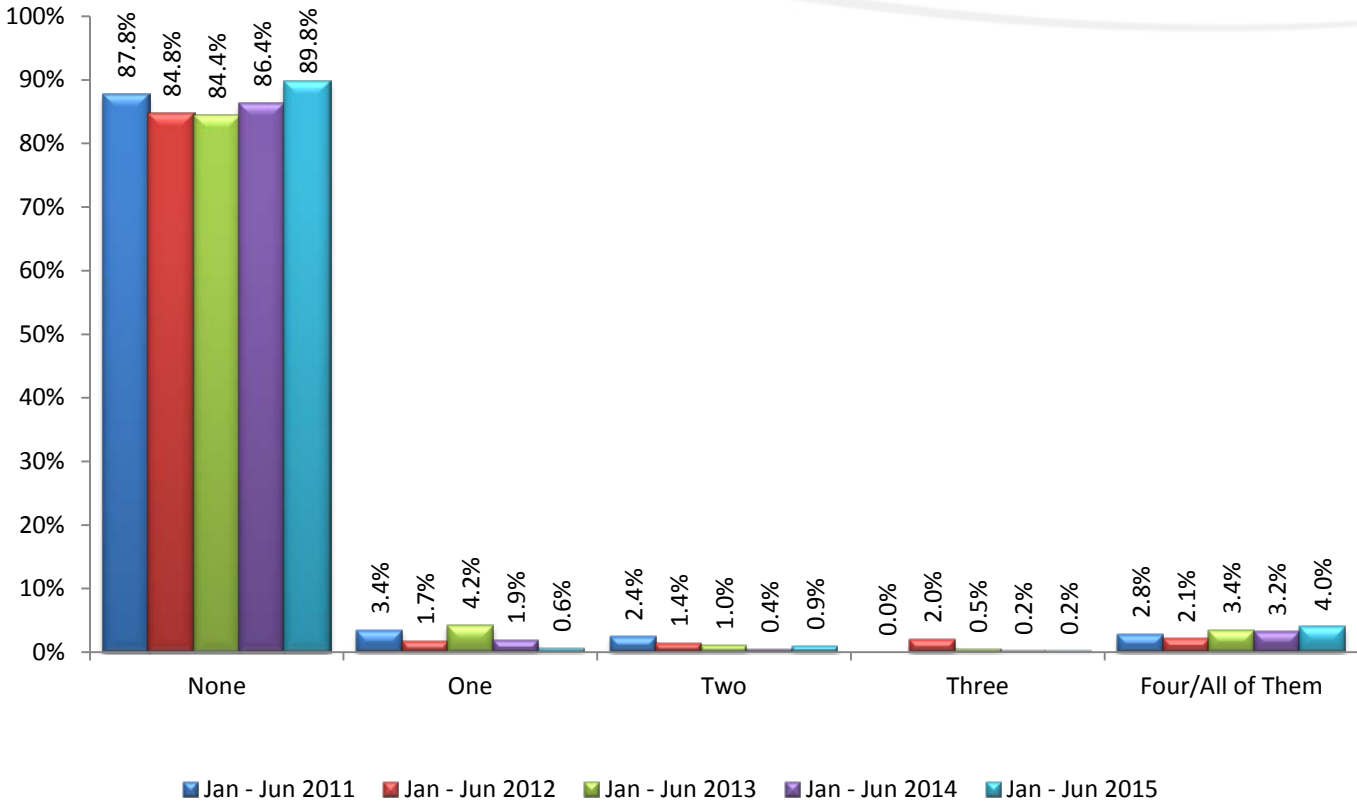
	Jan – Jun 2011	Jan – Jun 2012	Jan – Jun 2013	Jan – Jun 2014	Jan – Jun 2015
It is delivered to you home or office by subscription	64.2%	73.1%	62.4%	63.1%	67.2%
Read someone else's copy	8.8%	9.8%	11.2%	11.2%	16.3%
Purchase at coin box, store, or newsstand	25.8%	17.1%	24.5%	24.7%	15.1%
Other	1.2%	0.0%	1.8%	1.0%	1.4%

Base: Respondents who read, looked at, or used the Sunday paper during the past four weeks or were not sure. (n= 367) (n= 326) (n= 333) (n= 319) (n=277)

Margin of Error: +/- 5.1% Point +/- 5.4% Point +/- 5.4% Point +/- 5.5% Point +/- 5.9% Points

La Estrella

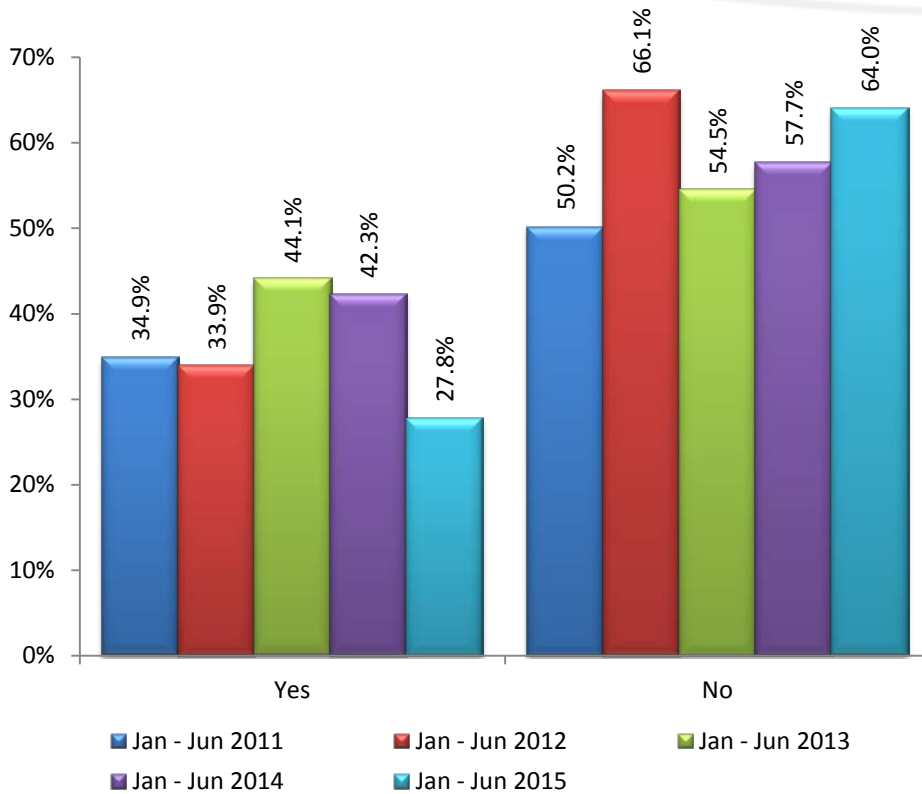
Q: During the past four weeks, how many issues of La Estrella have you read or looked into?



	Jan – Jun 2011	Jan – Jun 2012	Jan – Jun 2013	Jan – Jun 2014	Jan – Jun 2015
None	87.8%	84.8%	84.4%	86.4%	89.8%
One	3.4%	1.7%	4.2%	1.9%	0.6%
Two	2.4%	1.4%	1.0%	0.4%	0.9%
Three	0.0%	2.0%	0.5%	0.2%	0.2%
Four/All of Them	2.8%	2.1%	3.4%	3.2%	4.0%
Base: All Adults in La Estrella Distribution Area	(n= 300)	(n= 301)	(n= 300)	(n= 300)	(n= 250)
Margin of Error:	+/- 5.7% Points	+/- 5.7% Points	+/- 5.7% Points	+/- 5.7% Points	+/- 5.7% Points

La Estrella

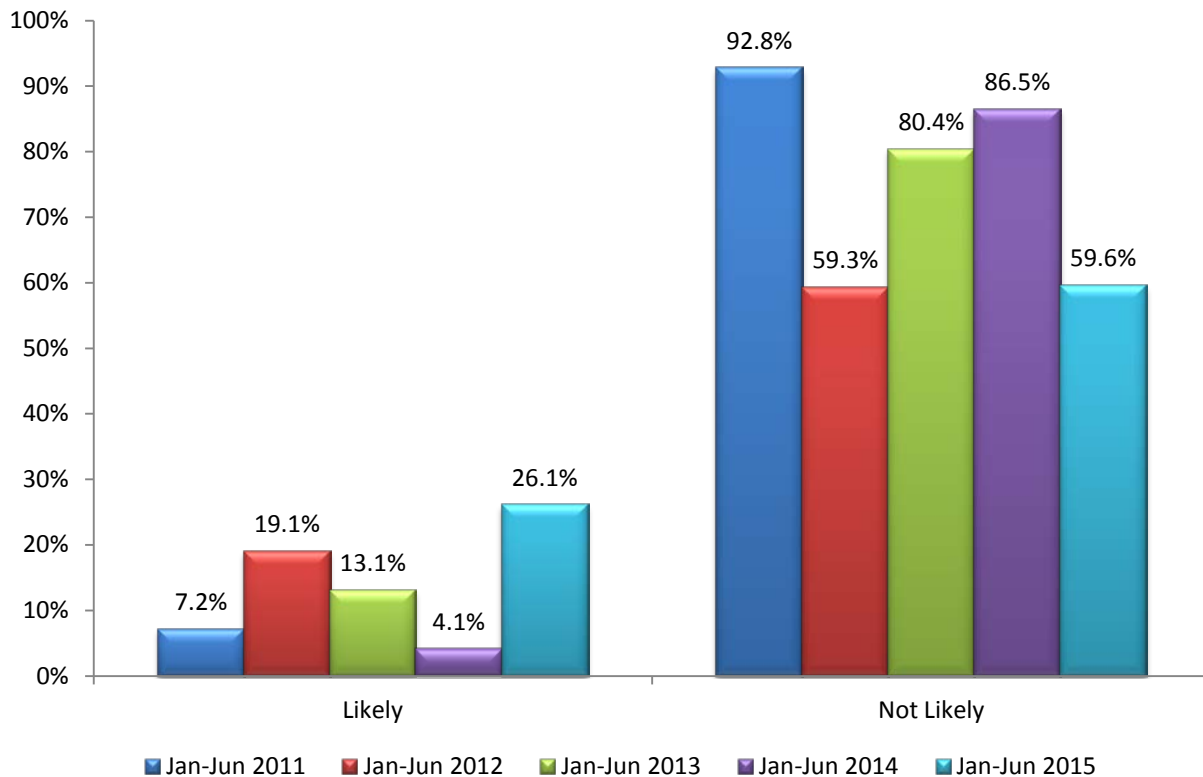
Q: Did you happen to read or look into last week's copy of La Estrella?
 (Of those who read at least once in the past four weeks)



	Jan – Jun 2011	Jan – Jun 2012	Jan – Jun 2013	Jan – Jun 2014	Jan – Jun 2015
Yes	34.9%	33.9%	44.1%	42.3%	27.8%
No	50.2%	66.1%	54.5%	57.7%	64.0%
Don't Know	14.9%	0.0%	1.4%	0.0%	7.5%
Base: Adults who have read at least one copy of La Estrella in the past four weeks.	(n=23)	(n=21)	(n=20)	(n=25)	(n=28)
Margin of Error:	+/-20.4%	+/-21.3%	+/-21.9%	+/-19.6%	+/-19.6%

Likelihood of Discontinuing Print Readership

Q: You identified yourself as a person who reads the Arizona Daily Star 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	7.2%	19.1%	13.1%	4.1%	26.1%
Not Likely	92.8%	59.3%	80.4%	86.5%	59.6%
Base: Adults who read both in print and online	(n=52)	(n=62)	(n=53)	(n=68)	(n=67)
Margin of Error:	+/-13.6% Points	+/-12.4% Points	+/-13.5% Points	+/-11.9% Points	+/-13.0% Points

Print + Digital Demographics

Q: Have you accessed AZStarnet.com digitally, read or used the Arizona Daily Star or done both in the past 7 days?

Jan – Jun 2015	Market	Print Exclusive	Digital Exclusive	Print & Digital	Use Newspaper	None
Male	48.8%	49.5%	48.7%	53.0%	39.6%	50.3%
Female	51.2%	50.5%	51.3%	47.0%	60.4%	49.7%
Ages 18-29	13.9%	3.3%	0.0%	25.0%	17.6%	18.4%
Ages 30-39	20.0%	9.4%	24.0%	20.0%	10.8%	32.3%
Ages 40-59	32.4%	27.8%	51.4%	28.4%	47.8%	26.2%
Ages 60+	33.7%	59.5%	24.6%	26.6%	23.7%	23.0%
<i>Median Age</i>	49.3	62.4	44.1	42.8	43.3	39.7
Children Under 18 at home	28.5%	10.9%	56.9%	30.7%	29.3%	35.0%
Lived In Area Less Than Five Years	15.9%	9.9%	7.0%	22.6%	7.8%	23.2%
6 - 10 Years	17.0%	7.1%	4.1%	19.6%	29.4%	21.4%
11 - 14 Years	10.3%	9.0%	38.5%	9.6%	2.5%	8.3%
15 - 20 Years	15.8%	18.8%	3.0%	12.9%	22.1%	15.0%
21 Years +	41.0%	55.2%	47.4%	35.1%	38.2%	32.0%
<i>Median Length of Residence</i>	17.8	21.9	15.8	14.2	17.8	13.6
Less than \$35K Household Income	33.9%	22.0%	20.0%	19.6%	50.7%	48.2%
\$35K - \$50K	13.5%	13.6%	17.2%	8.4%	8.8%	17.5%
\$50K - \$75K	15.6%	21.4%	7.0%	20.3%	2.2%	16.0%
\$75K+	37.1%	43.0%	55.9%	51.6%	38.2%	18.3%
<i>Median Household Income (\$000)</i>	\$54.2	\$61.7	\$83.7	\$76.8	\$30.0	\$36.5
High School Grad or Less	27.5%	16.2%	0.7%	11.9%	51.5%	40.8%
Some College	28.4%	31.5%	14.4%	27.7%	17.3%	35.0%
4 Year College or More	28.7%	32.0%	65.8%	32.2%	26.4%	15.8%
Graduate Degree	15.4%	20.3%	19.0%	28.2%	4.7%	8.4%
Base: All Adults	(n=503)	(n=215)	(n=30)	(n=72)	(n=61)	(n=125)
Margin of Error:	+/- 4.4% Points	+/- 6.7% Points	+/- 17.9% Points	+/- 11.5 % Points	+/- 12.5% Points	+/- 8.8% Points

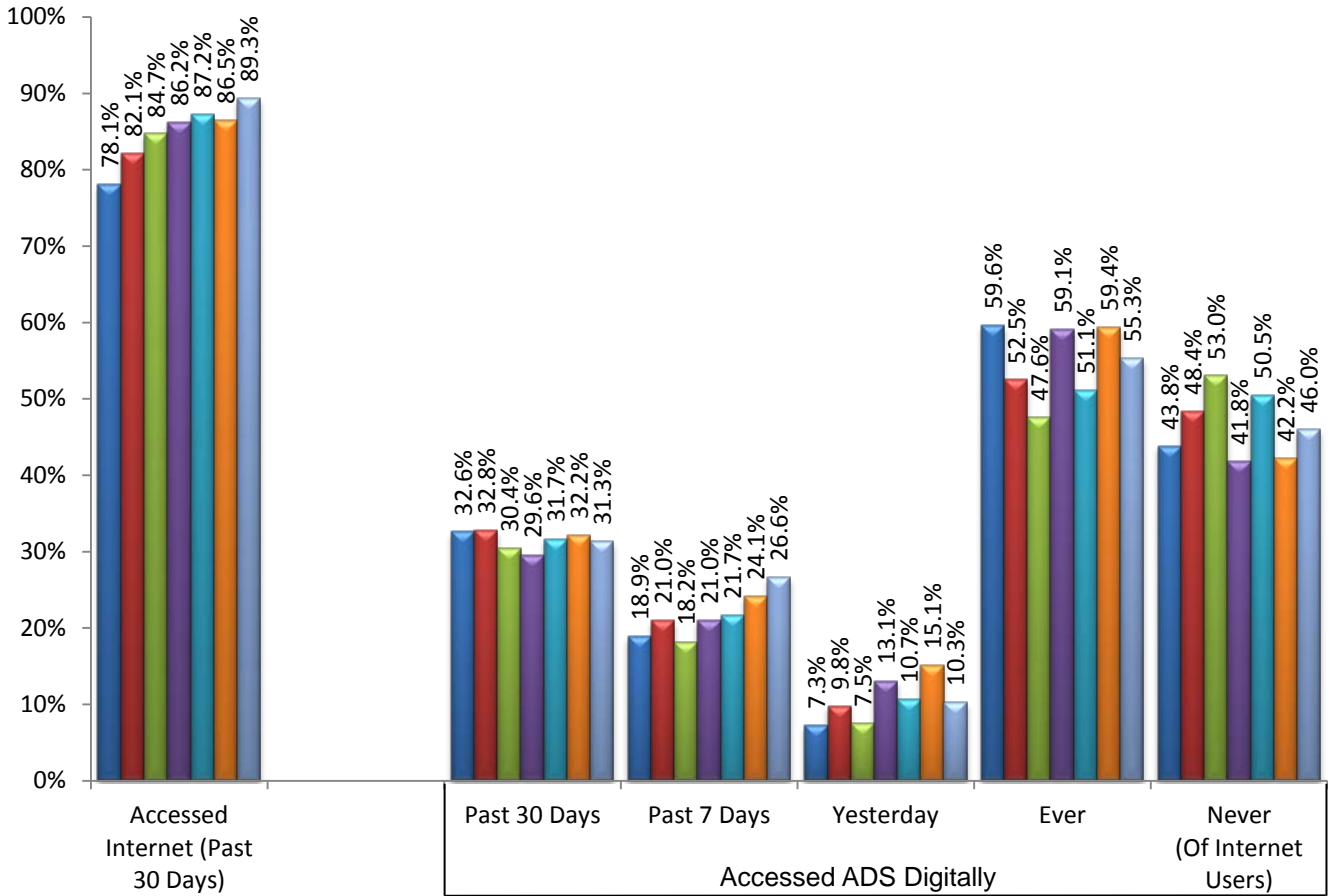
Print + Digital Demographics

Q: Have you accessed AZStarnet.com digitally, read or used the Arizona Daily Star or done both in the past 7 days?

Jan – Jun 2015	Market	Print Readers	Digital Readers	None
Male	48.8%	50.9%	51.7%	46.8%
Female	51.2%	49.1%	48.3%	53.2%
Ages 18-29	13.9%	11.9%	17.3%	18.1%
Ages 30-39	20.0%	13.6%	21.2%	25.3%
Ages 40-59	32.4%	28.0%	35.5%	33.3%
Ages 60+	33.7%	46.5%	26.0%	23.3%
<i>Median Age</i>	49.3	58.3	43.6	42.0
Children Under 18 at home	28.5%	18.7%	38.7%	33.1%
Lived In Area Less Than Five Years	15.9%	15.0%	17.9%	18.4%
6 - 10 Years	17.0%	12.1%	14.9%	23.9%
11 - 14 Years	10.3%	9.2%	18.4%	6.5%
15 - 20 Years	15.8%	16.5%	9.9%	17.3%
21 Years +	41.0%	47.3%	38.9%	33.9%
<i>Median Length of Residence</i>	17.8	20.0	14.7	15.4
Less than \$35K Household Income	33.9%	21.0%	19.7%	49.0%
\$35K - \$50K	13.5%	11.4%	11.1%	14.9%
\$50K - \$75K	15.6%	20.9%	16.2%	11.9%
\$75K+	37.1%	46.7%	52.9%	24.2%
<i>Median Household Income (\$000)</i>	\$54.2	\$71.1	\$78.7	\$36.0
High School Grad or Less	27.5%	14.5%	8.5%	44.3%
Some College	28.4%	30.0%	23.6%	29.2%
4 Year College or More	28.7%	32.1%	42.5%	19.3%
Graduate Degree	15.4%	23.5%	25.4%	7.2%
Base: All Adults	(n=503)	(n=287)	(n=102)	(n=186)
Margin of Error:	+/- 4.4% Points	+/- 5.8% Points	+/- 9.7% Points	+/- 7.2% Points

Internet Access & AZStarnet.com Usage

Q: When was the last time you accessed the Internet?
How about the Arizona Daily Star website or app?

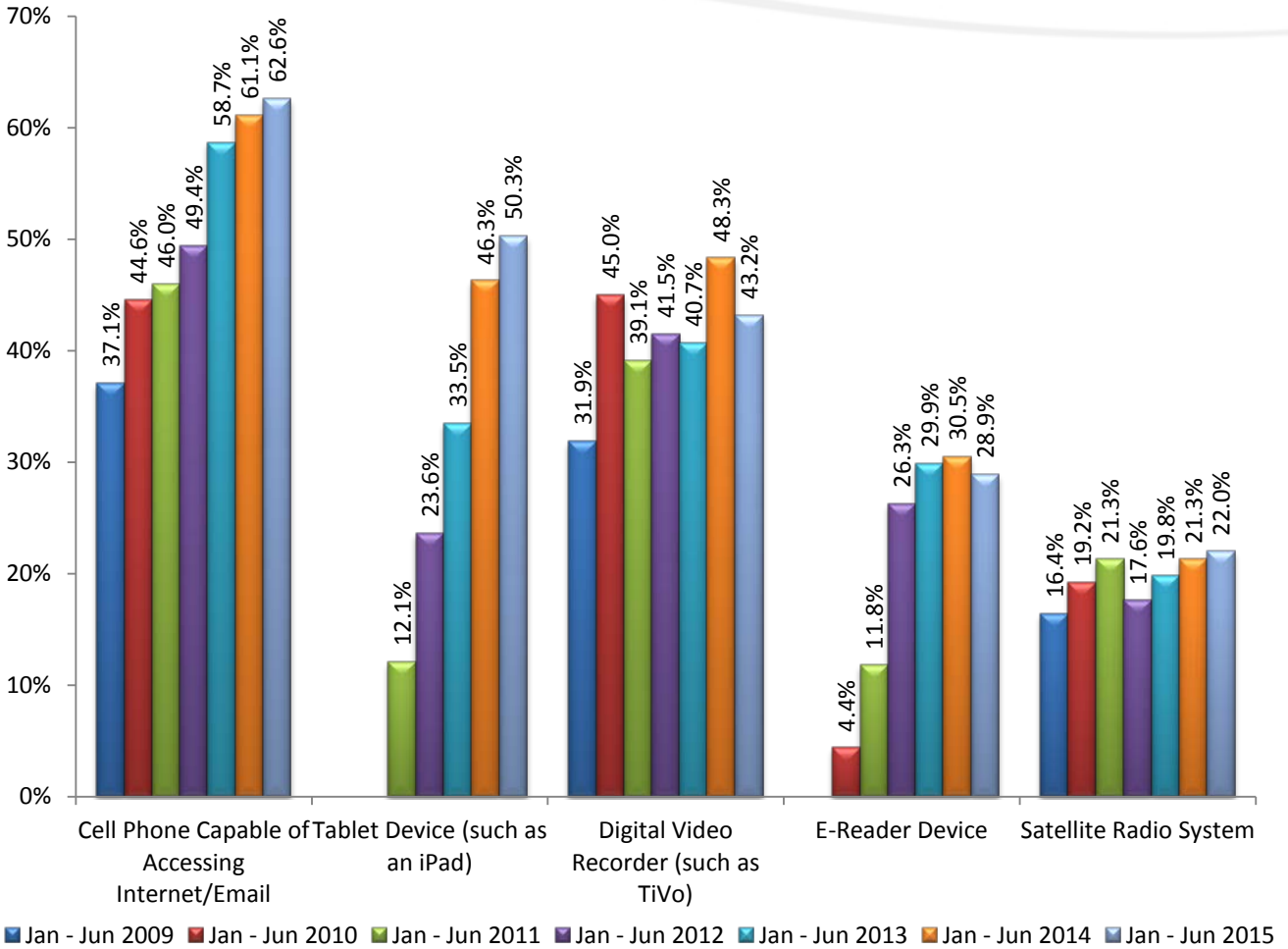


■ Jan - Jun 2009 ■ Jan - Jun 2010 ■ Jan - Jun 2011 ■ Jan - Jun 2012 ■ Jan - Jun 2013 ■ Jan - Jun 2014 ■ Jan - Jun 2015

	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)	78.1%	82.1%	84.7%	86.2%	87.2%	86.5%	89.3%
Accessed ADS Digitally Past 30 Days	32.6%	32.8%	30.4%	29.6%	31.7%	32.2%	31.3%
Accessed ADS Digitally Past 7 Days	18.9%	21.0%	18.2%	21.0%	21.7%	24.1%	26.6%
Accessed ADS Digitally Yesterday	7.3%	9.8%	7.5%	13.1%	10.7%	15.1%	10.3%
Accessed ADS Digitally Ever	59.6%	52.5%	47.6%	59.1%	51.1%	59.4%	55.3%
Never Accessed ADS Digitally (Internet Users)	43.8%	48.4%	53.0%	41.8%	50.5%	42.2%	46.0%
Base: Adults who have accessed the internet in the past 30 days with any device.	(n=441)	(n=465)	(n=467)	(n=463)	(n=468)	(n=475)	(n=408)
Margin of error:	+/- 4.7% Points	+/- 4.5% Points	+/- 4.5% Points	+/- 4.6% Points	+/- 4.5% Points	+/-4.5% Points	+/-4.9% Points

Technology Device Ownership

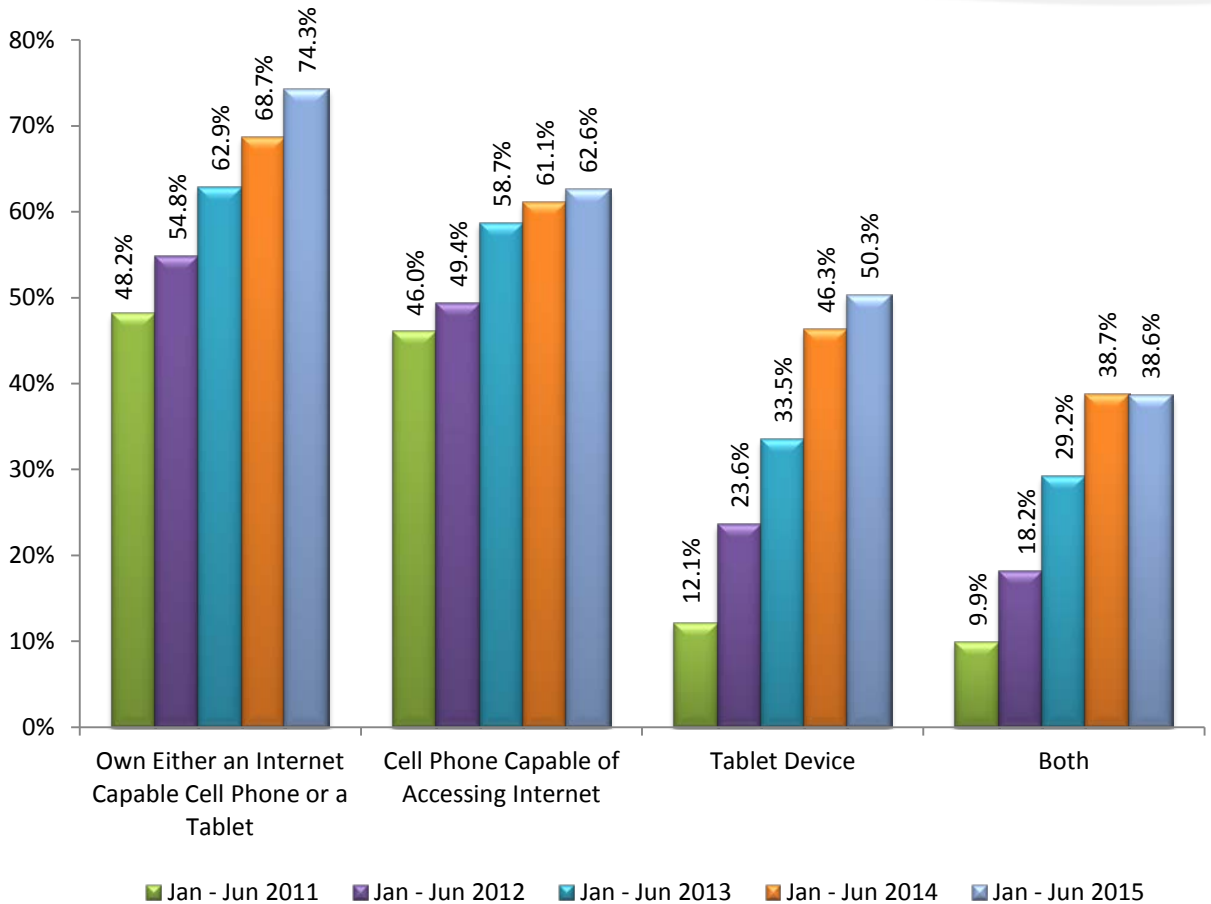
Q: Which of the following do you own?



	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	37.1%	44.6%	46.0%	49.4%	58.7%	61.1%	62.6%
Tablet Device (such as an iPad)	-	-	12.1%	23.6%	33.5%	46.3%	50.3%
Digital Video Recorder (such as TiVo)	31.9%	45.0%	39.1%	41.5%	40.7%	48.3%	43.2%
E-Reader Device	-	4.4%	11.8%	26.3%	29.9%	30.5%	28.9%
Satellite Radio System	16.4%	19.2%	21.3%	17.6%	19.8%	21.3%	22.0%
Base: All Adults	(n=601)	(n=606)	(n=600)	(n=601)	(n=600)	(n=601)	(n=503)
	+/- 4.0% Points		+/- 4.0% Points	+/- 4.0% Points	+/- 4.0% Points	+/- 4.0% Points	+/- 4.4% Points

Mobile Device Ownership

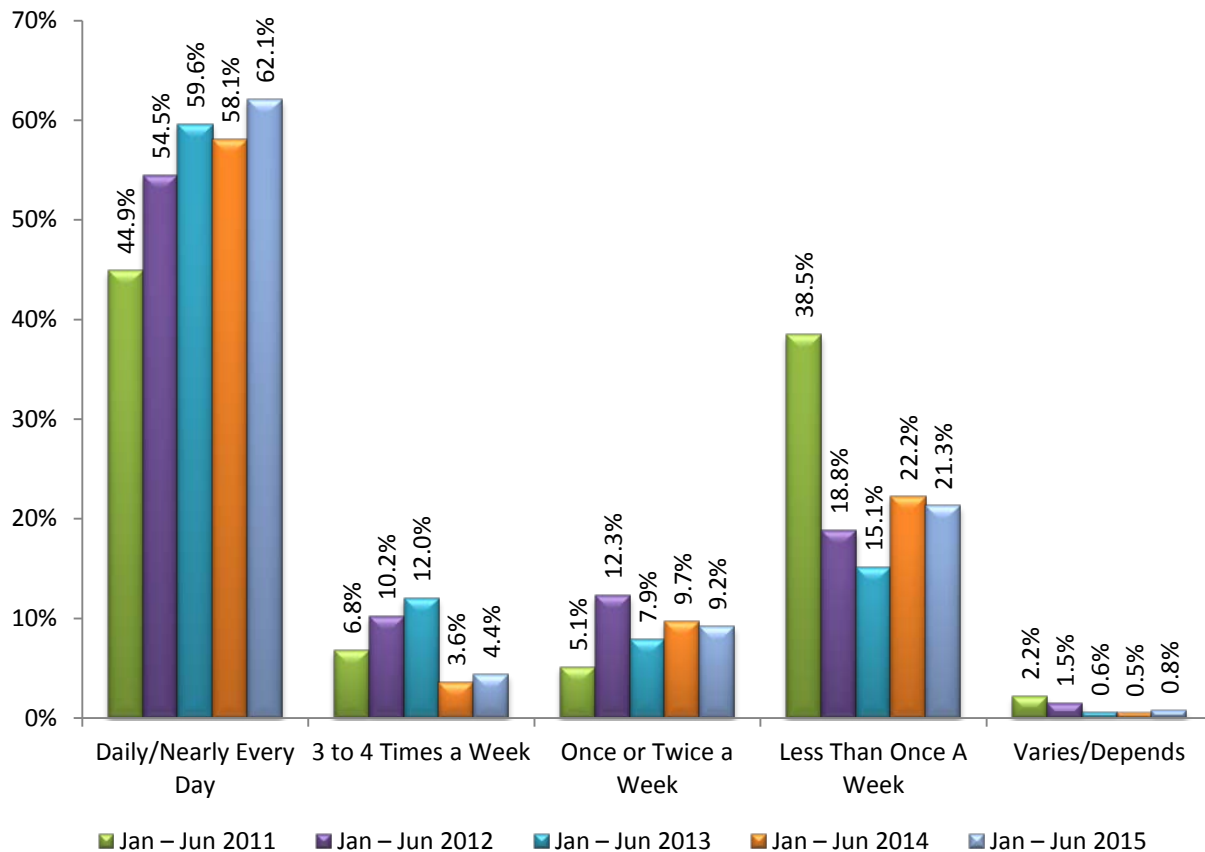
Q: Which of the following do you own?



	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	48.2%	54.8%	62.9%	68.7%	74.3%
Cell Phone Capable of Accessing Internet/Email	46.0%	49.4%	58.7%	61.1%	62.6%
Tablet Device	12.1%	23.6%	33.5%	46.3%	50.3%
Both	9.9%	18.2%	29.2%	38.7%	38.6%
Base: All Adults	(n=600)	(n=601)	(n=600)	(n=601)	(n=503)
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	44.9%	54.5%	59.6%	58.1%	62.1%
3 to 4 Times a Week	6.8%	10.2%	12.0%	3.6%	4.4%
Once or Twice a Week	5.1%	12.3%	7.9%	9.7%	9.2%
Less Than Once A Week	38.5%	18.8%	15.1%	22.2%	21.3%
Varies/Depends	2.2%	1.5%	0.6%	0.5%	0.8%

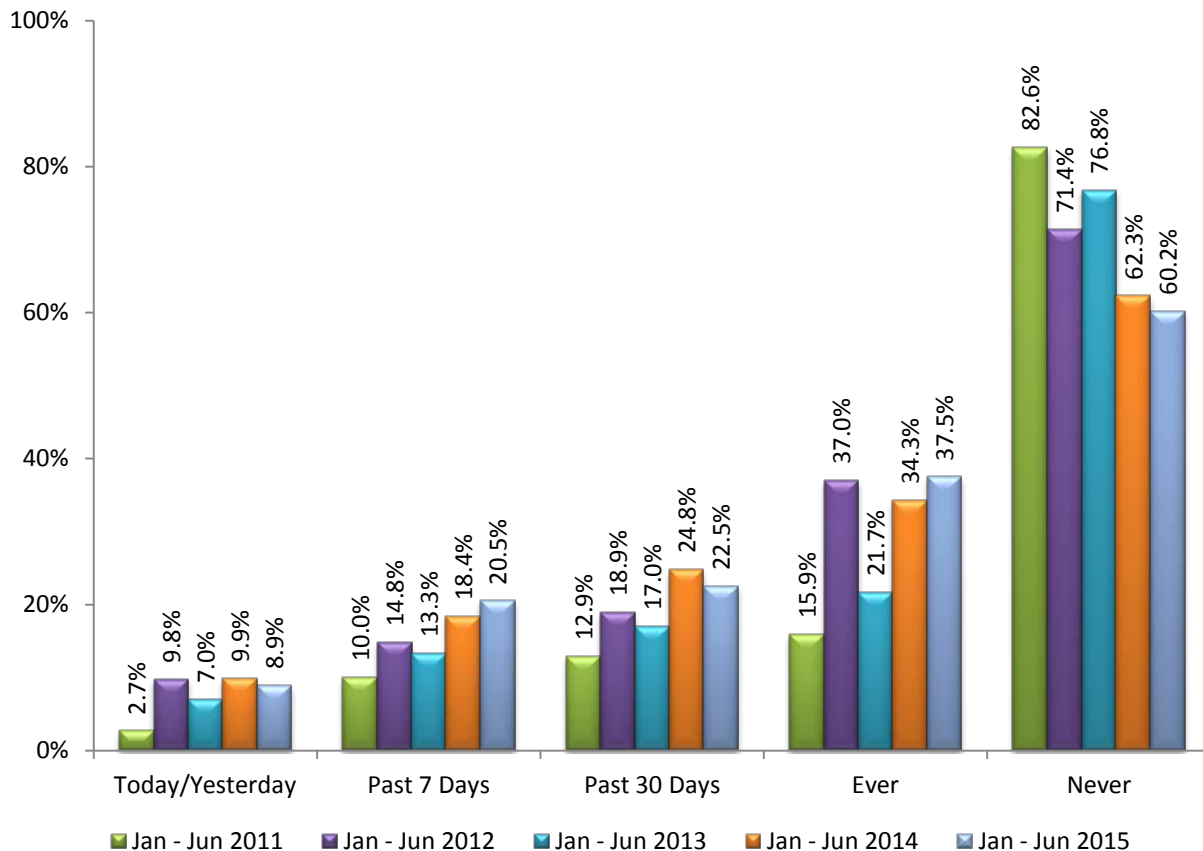
Base: Adults who own a tablet or cell phone capable of accessing the internet/email

(n=210) (n=244) (n=303) (n=343) (n=299)

Margin of Error: +/- 6.8% Points +/- 6.3% Points +/- 5.6% Points +/- 5.3% Points +/- 5.7% Points

Last Time Accessed AZStarNet.com Via Mobile Device

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



	Jan – Jun 2011	Jan – Jun 2012	Jan – Jun 2013	Jan – Jun 2014	Jan – Jun 2015
Today/Yesterday	2.7%	9.8%	7.0%	9.9%	8.9%
Past 7 Days	10.0%	14.8%	13.3%	18.4%	20.5%
Past 30 Days	12.9%	18.9%	17.0%	24.8%	22.5%
Ever	15.9%	37.0%	21.7%	34.3%	37.5%
Never	82.6%	71.4%	76.8%	62.3%	60.2%

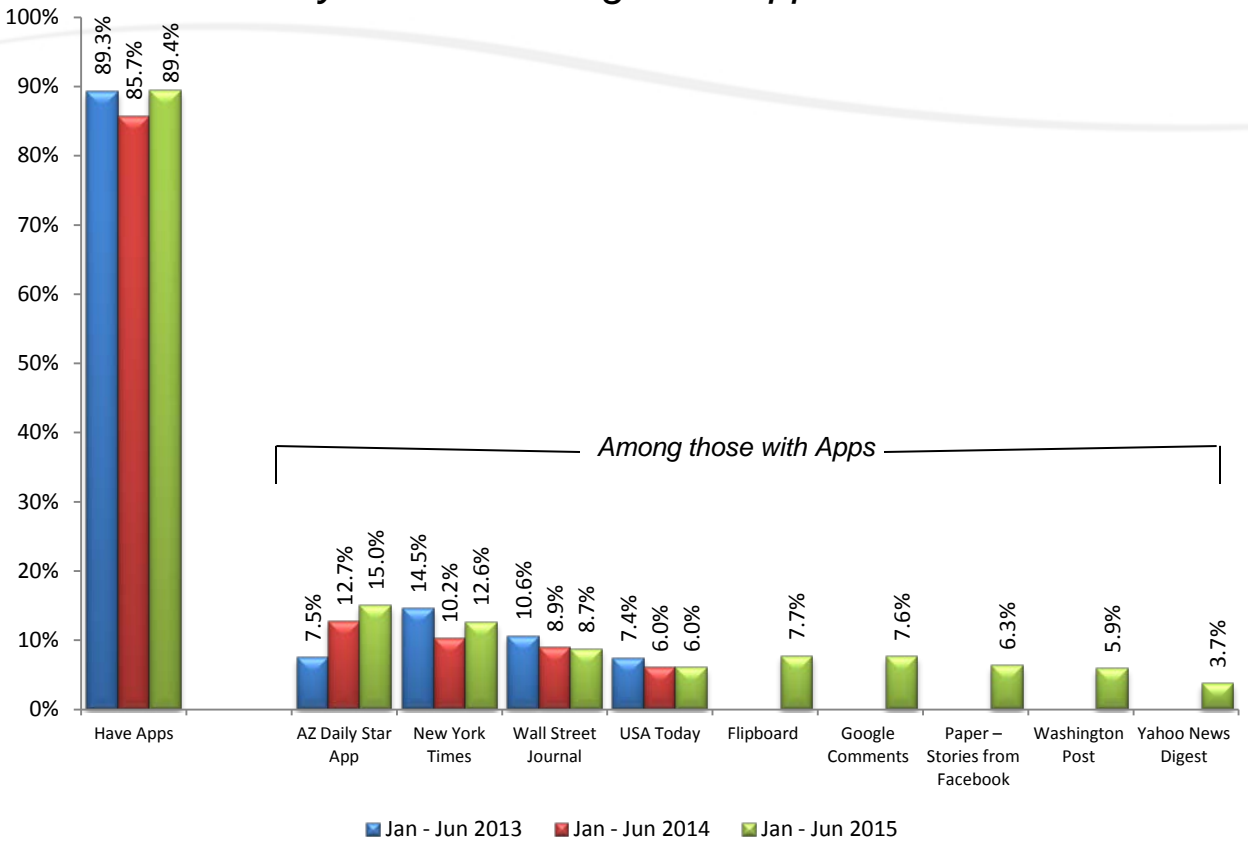
Base: Adults who own a tablet or cell phone capable of accessing the internet/email

(n=210) (n=244) (n=303) (n=343) (n=299)

Margin of Error: +/- 6.8% Points +/- 6.3% Points +/- 5.6% Points +/- 5.3% 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?

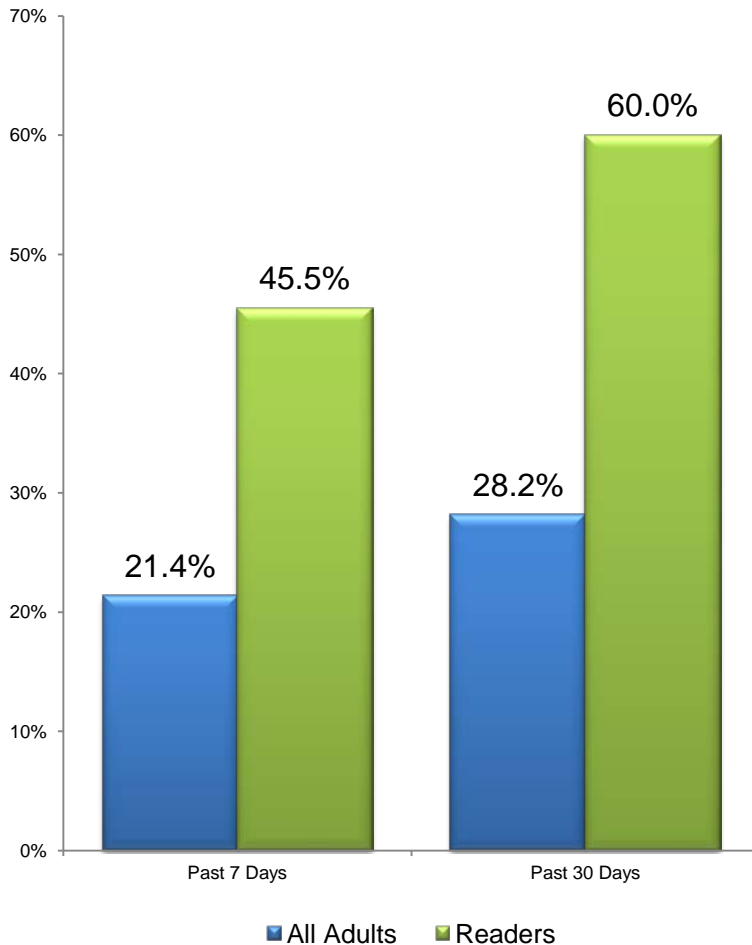


	Jan - Jun 2012	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015
Have Apps	76.6%	89.3%	85.7%	89.4%
AZ Daily Star App	13.4%	7.5%	12.7%	15.0%
New York Times	12.1%	14.5%	10.2%	12.6%
Wall Street Journal	11.1%	10.6%	8.9%	8.7%
USA Today	10.0%	7.4%	6.0%	6.0%
Flipboard	0%	0%	0%	7.7%
Google Comments	0%	0%	0%	7.6%
Paper - Stories from Facebook	0%	0%	0%	6.3%
Washington Post	0%	0%	0%	5.9%
Yahoo News Digest	0%	0%	0%	3.7%

Base: Adults who own a tablet or cell phone capable of accessing the internet/email
 Margin of Error: (n=174) +/- 7.4% Points (n=241) +/- 6.3% Points (n=343) +/- 5.3% Points (n=256) +/- 6.1% Points

Preprint Readership

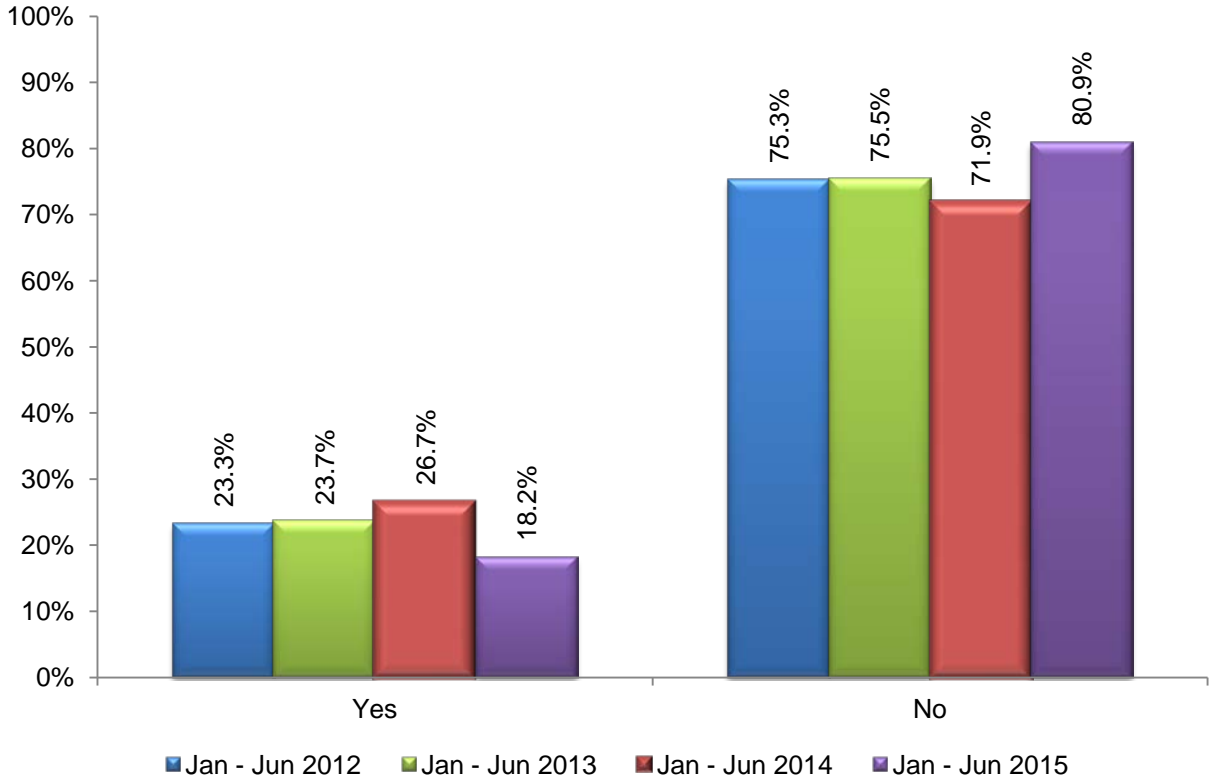
Q: In the past 30 days have you read preprinted advertising in the newspaper? In the past 7 days?



	All Adults							All 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	31.4%	32.8%	35.9%	24.0%	26.0%	26.8%	21.4%	48.4%	52.8%	57.1%	47.7%	49.4%	52.8%	45.5%
Past 30 Days	40.8%	42.4%	45.1%	30.6%	33.4%	32.5%	28.2%	62.9%	68.2%	71.8%	60.9%	63.4%	64.0%	60.0%
Base:	(n=601)	(n=606)	(n=600)	(n=601)	(n=600)	(n=601)	(n=503)	(n=409)	(n=417)	(n=400)	(n=369)	(n=373)	(n=352)	(n=298)
Margin of Error:	+/- 4.0% Points	+/- 4.0% Points	+/- 4.0% Points	+/- 4.0% Points	+/- 4.0% Points	+/- 4.0% Points	+/- 4.4% Points	+/- 4.8% Points	+/- 4.8% Points	+/- 4.9% Points	+/- 5.1% Points	+/- 5.1% Points	+/- 5.2% Points	+/- 5.7% Points

Television Service

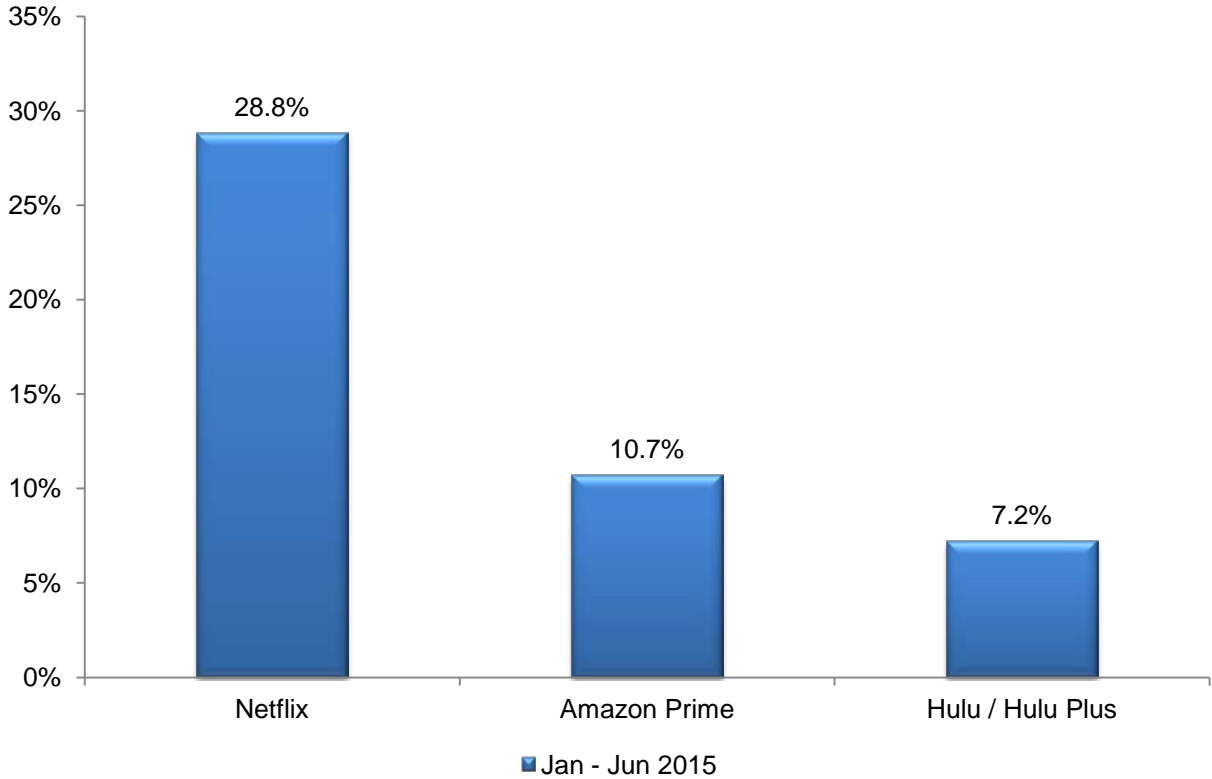
Q: During the past year, have you cancelled or cut back on your cable or satellite TV service?



	Jan - Jun 2012	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015
Yes	23.3%	23.7%	26.7%	18.2%
No	75.3%	75.5%	71.9%	80.9%
Base: All Adults	(n=601)	(n=600)	(n=601)	(n=503)
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	28.8%
Amazon Prime	10.7%
Hulu / Hulu Plus	7.2%

Base: All Adults (n=503)
Margin of Error: +/- 4.4% Points