

LEE ENTERPRISES AUDIENCE REPORT

JAN 2015 – JUN 2015

COURIER
COMMUNICATIONS

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Methodology

HOW: Telephone Survey

WHO: Randomly Selected Adults In Waterloo NDM

WHEN: January 2015 – June 2015

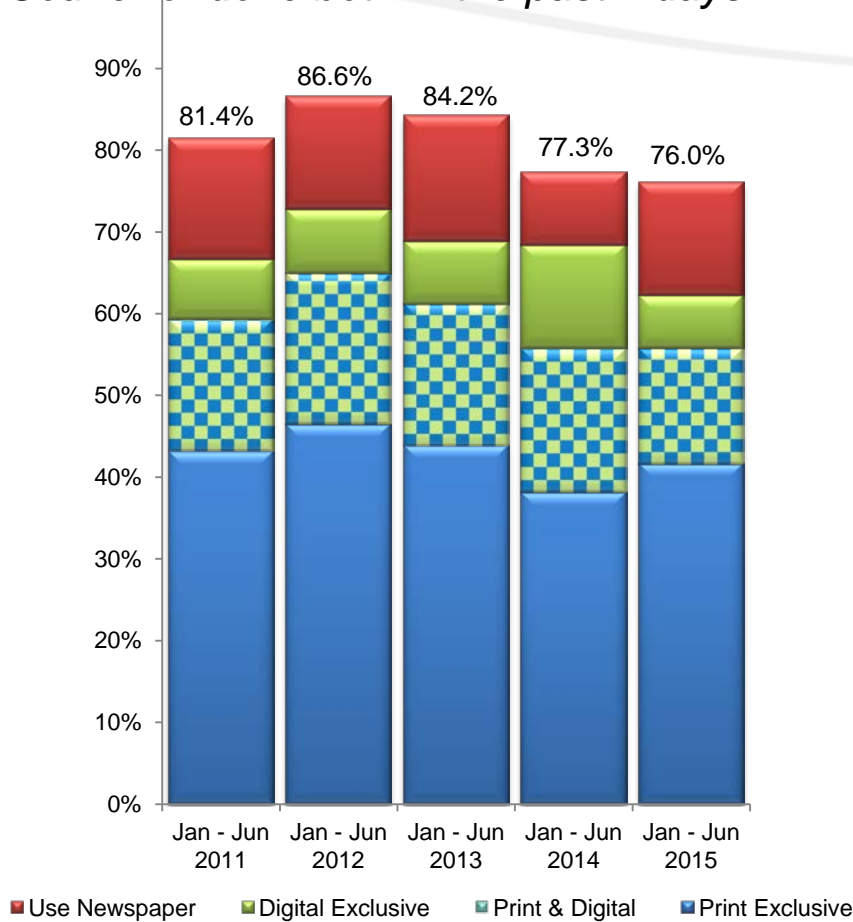
CONDUCTED BY: Thoroughbred Research, Louisville, KY

SAMPLE SIZE: 497 Total Interviews of Adults 18+

MARGIN OF ERROR: Total Sample (n=497) +/- 4.4% Points
Total Internet Sample (n=344) +/- 5.3% Points

Print + Digital Reach

Q: Have you accessed WFCCourier.com digitally, read or used The Courier 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	54.4%	45.1%	43.2%	46.5%	43.8%	38.1%	41.6%
Digital Exclusive	4.5%	10.3%	7.4%	7.7%	7.6%	12.7%	6.4%
Print & Digital	13.8%	16.5%	16.1%	18.5%	17.4%	17.6%	14.2%
Use Newspaper	-	13.1%	14.7%	13.9%	15.4%	8.9%	13.8%
Total Reach	72.7%	85.0%	81.4%	86.6%	84.2%	77.3%	76.0%

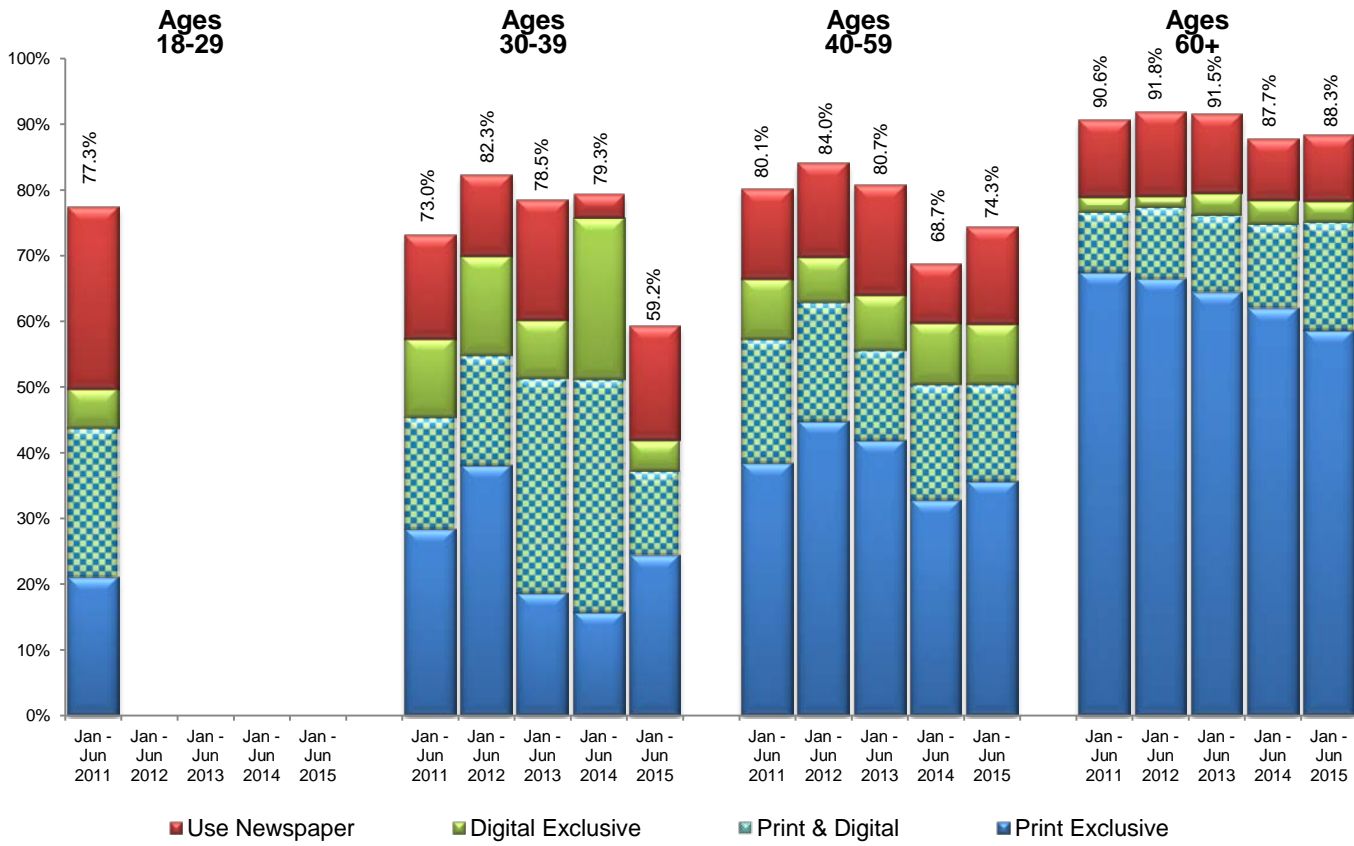
Base: All Adults (n=600) (n=602) (n=600) (n=600) (n=600) (n=600) (n=497)
 Margin of Error: +/- 4.0% Points +/- 4.0% Points +/- 4.0% Points +/- 4.0% Points +/- 4.0% Points +/- 4.0% Points +/- 4.4% Points
 (Print = Read Print Past 7 Days, Digital = Visited Fixed Website, Mobile Website, Or Mobile App Past 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 Courier 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 WCFCourier.com digitally, read or used The Courier or done both in the past 7 days?

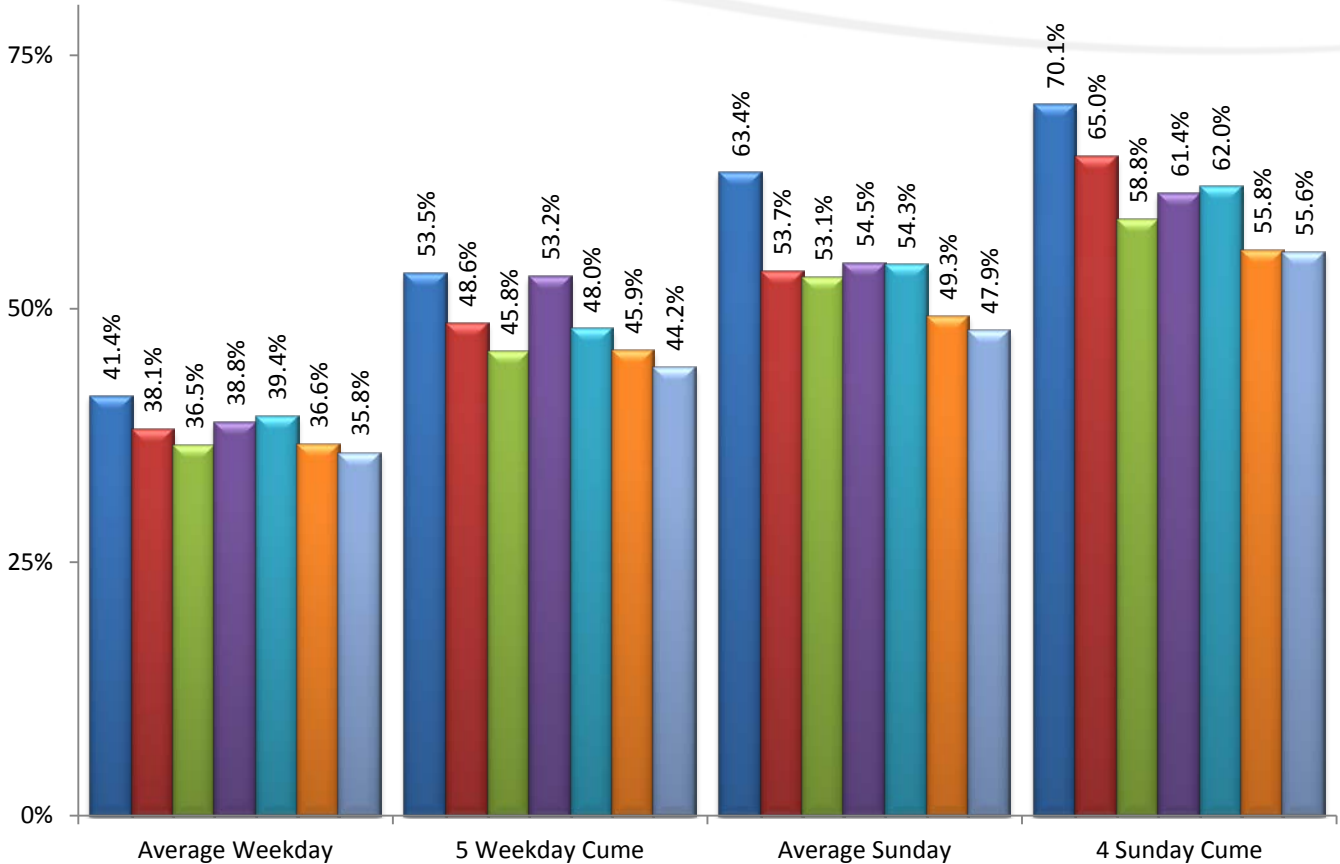


Past 7 Days	Ages 18-29	Ages 30-39	Ages 40-59	Ages 60+
Print Exclusive		24.4%	35.6%	58.6%
Digital Exclusive	Sample Size	4.6%	9.2%	3.2%
Print & Web	Too Small	12.8%	14.8%	16.5%
Use Newspaper		17.4%	14.7%	10.0%
Total Reach		59.2%	74.3%	88.3%

Base: (n=24) (n=131) (n=334)
 Margin of Error: +/- 20.0% Points +/- 8.6% Points +/- 5.4% Points

Average Readership

Q: Did you read *The Courier* yesterday?



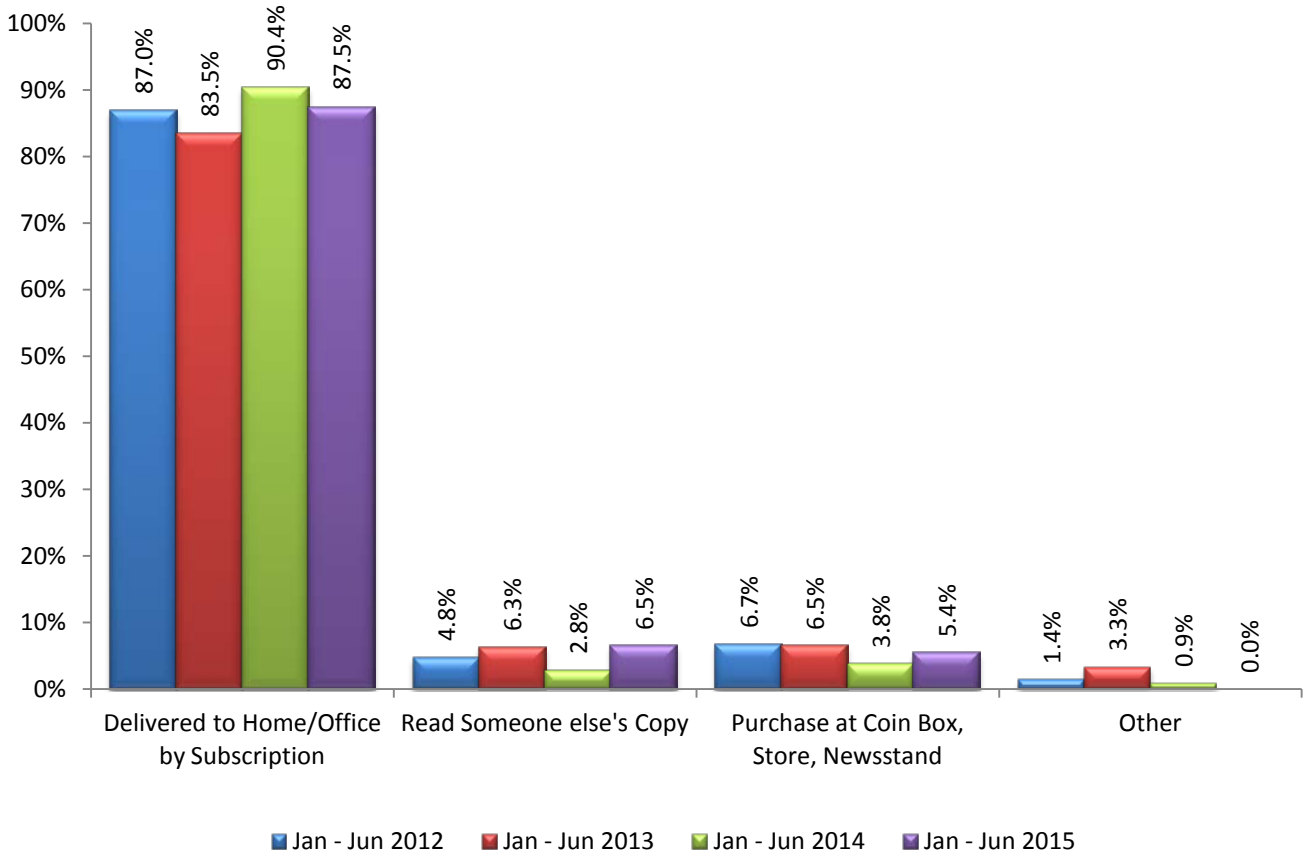
■ Jan - Jun 2009 ■ Jan - Jun 2010 ■ Jan - Jun 2011 ■ Jan - Jun 2012 ■ Jan - Jun 2013 ■ Jan - Jun 2014 ■ Jan - Jun 2015

	Jan - Jun 2009	Jan - Jun 2010	Jan - Jun 2011	Jan - Jun 2012	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015
Average Weekday	41.4%	38.1%	36.5%	38.8%	39.4%	36.6%	35.8%
5 Weekday Cume	53.5%	48.6%	45.8%	53.2%	48.0%	45.9%	44.2%
Average Sunday	63.4%	53.7%	53.1%	54.5%	54.3%	49.3%	47.9%
4 Sunday Cume	70.1%	65.0%	58.8%	61.4%	62.0%	55.8%	55.6%

Base: All Adults (n=600) (n=602) (n=600) (n=600) (n=600) (n=600) (n=497)
 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?



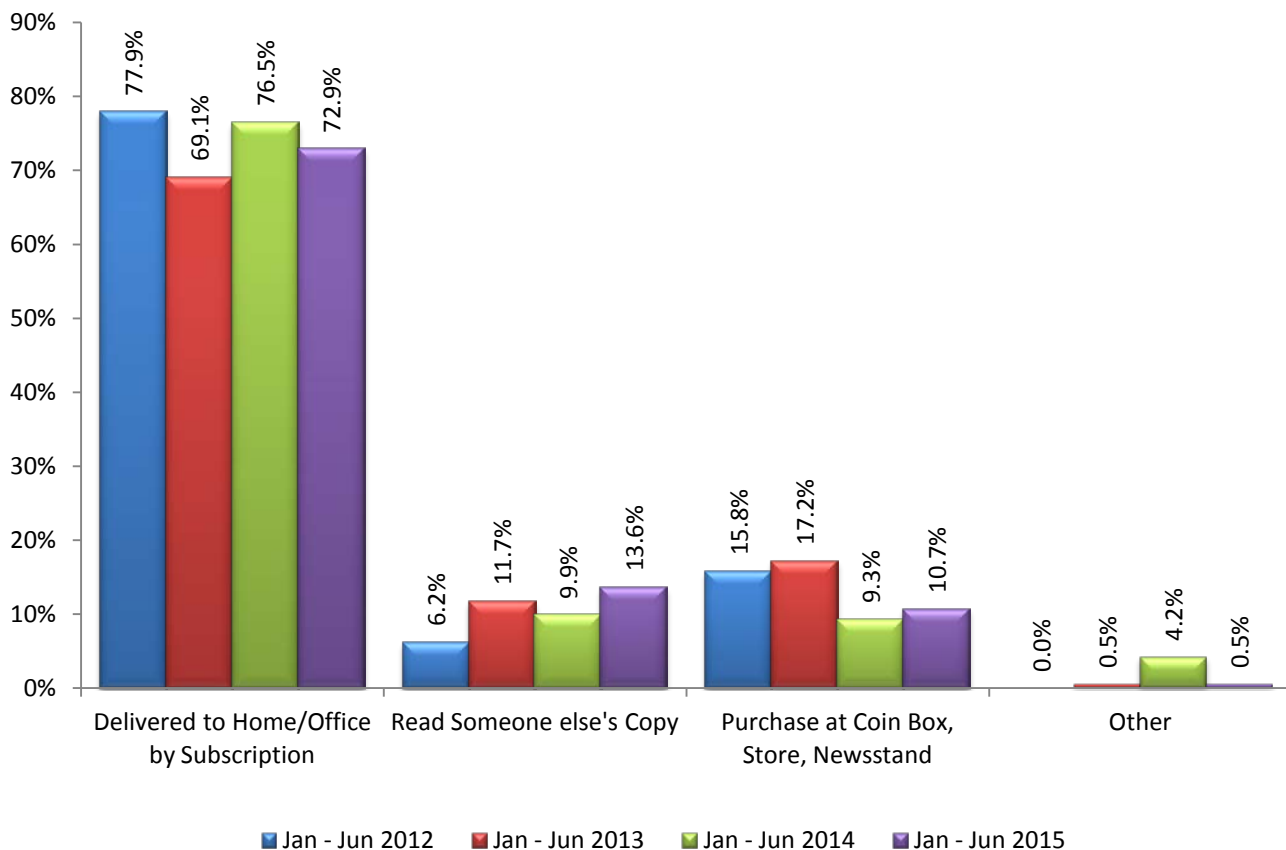
	Jan - Jun 2012	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015
Delivered to your home/office by subscription	87.0%	83.5%	90.4%	87.5%
Read someone else's copy	4.8%	6.3%	2.8%	6.5%
Purchase at coin box, store, or newsstand	6.7%	6.5%	3.8%	5.4%
Other	1.4%	3.3%	0.9%	0.0%

Base: Respondents who read, looked at, or used the weekday paper during the past week or were not sure. (n=306) (n=312) (n=329) (n=253)

Margin of Error: +/- 5.6% Points +/- 5.5% Points +/- 5.4% 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	77.9%	69.1%	76.5%	72.9%
Read someone else's copy	6.2%	11.7%	9.9%	13.6%
Purchase at coin box, store, or newsstand	15.8%	17.2%	9.3%	10.7%
Other	0.0%	0.5%	4.2%	0.5%

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

Margin of Error:

(n=407)

(n=403)

(n=413)

(n=337)

+/- 4.9% Points

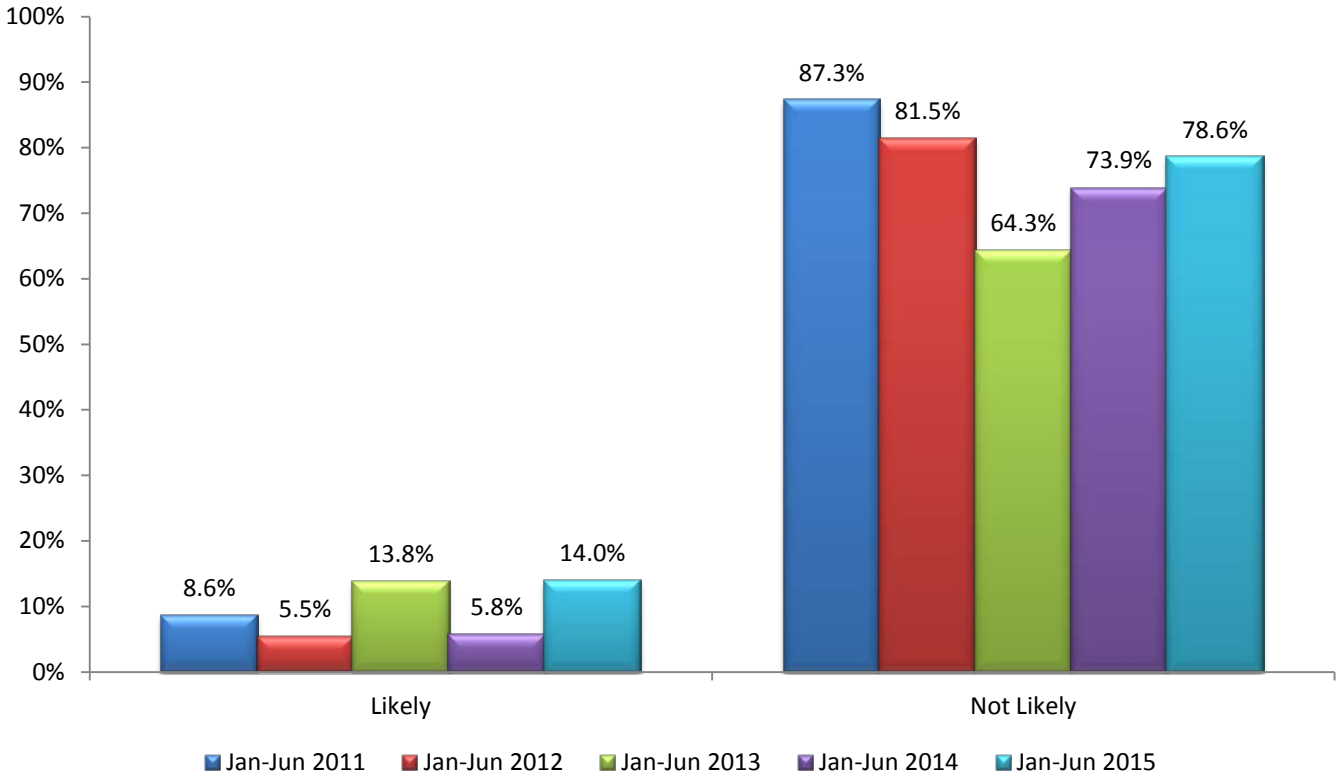
+/- 4.9% Points

+/- 4.8% Points

+/- 5.3% Points

Likelihood of Discontinuing Print Readership

Q: You identified yourself as a person who reads *The Courier* 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	8.6%	5.5%	13.8%	5.8%	14.0%
Not Likely	87.3%	81.5%	64.3%	73.9%	78.6%
Base: Adults who read both in print and online	(n=88)	(n=83)	(n=79)	(n=76)	(n=70)
Margin of Error:	+/- 10.4% Points	+/- 10.8% Points	+/- 11.0% Points	+/- 11.2% Points	+/- 11.7% Points

Print + Digital Demographics

Q: Have you accessed WCFCourier.com digitally, read or used The Courier or done both in the past 7 days?

Jan – Jun 2015	Market	Print Exclusive	Digital Exclusive	Print & Digital	Use Newspaper	None
Male	48.7%	55.0%	46.9%	49.7%	42.7%	41.2%
Female	51.3%	45.0%	53.1%	50.3%	57.3%	58.8%
Ages 18-29	5.7%	7.5%	13.2%	0.0%	6.2%	3.5%
Ages 30-39	24.3%	14.3%	17.5%	22.2%	30.6%	41.1%
Ages 40-59	37.0%	31.7%	52.9%	39.1%	39.3%	39.3%
Ages 60+	33.0%	46.6%	16.4%	38.8%	23.9%	16.1%
<i>Median Age</i>	<i>48.1</i>	<i>58.4</i>	<i>43.1</i>	<i>53.7</i>	<i>48.6</i>	<i>41.3</i>
Children Under 18 at home	41.7%	32.9%	46.7%	37.9%	37.9%	59.9%
Lived In Area Less Than Five Years	6.4%	3.9%	13.2%	1.8%	1.2%	14.5%
6 - 10 Years	10.1%	5.3%	18.6%	8.9%	14.8%	14.2%
11 - 14 Years	6.5%	5.3%	5.4%	9.7%	8.6%	5.6%
15 - 20 Years	17.6%	20.8%	6.2%	17.0%	19.0%	14.4%
21 Years +	59.4%	64.6%	56.7%	62.5%	56.3%	51.3%
<i>Median Length of Residence</i>	<i>22.6</i>	<i>23.3</i>	<i>22.2</i>	<i>21.5</i>	<i>22.1</i>	<i>21.2</i>
Less than \$35K Household Income	34.3%	33.2%	29.3%	17.4%	47.6%	41.8%
\$35K - \$50K	7.0%	11.6%	0.0%	6.0%	6.4%	2.0%
\$50K - \$75K	22.3%	17.0%	46.2%	40.3%	14.4%	16.3%
\$75K+	36.5%	38.2%	24.5%	36.3%	31.6%	39.9%
<i>Median Household Income (\$000)</i>	<i>\$62.1</i>	<i>\$57.8</i>	<i>\$61.1</i>	<i>\$66.5</i>	<i>\$40.6</i>	<i>\$59.5</i>
High School Grad or Less	30.7%	31.0%	11.9%	19.0%	37.7%	38.4%
Some College	26.6%	32.1%	36.9%	22.5%	19.6%	20.8%
4 Year College or More	27.1%	23.9%	9.4%	40.8%	25.8%	30.1%
Graduate Degree	15.5%	13.0%	41.8%	17.7%	17.0%	10.7%
Base: All Adults	(n=497)	(n=268)	(n=22)	(n=74)	(n=56)	(n=77)
Margin of Error:	+/- 4.4% Points	+/- 6.0% Points	+/- 20.9% Points	+/- 11.4 % Points	+/- 13.1% Points	+/- 11.2% Points

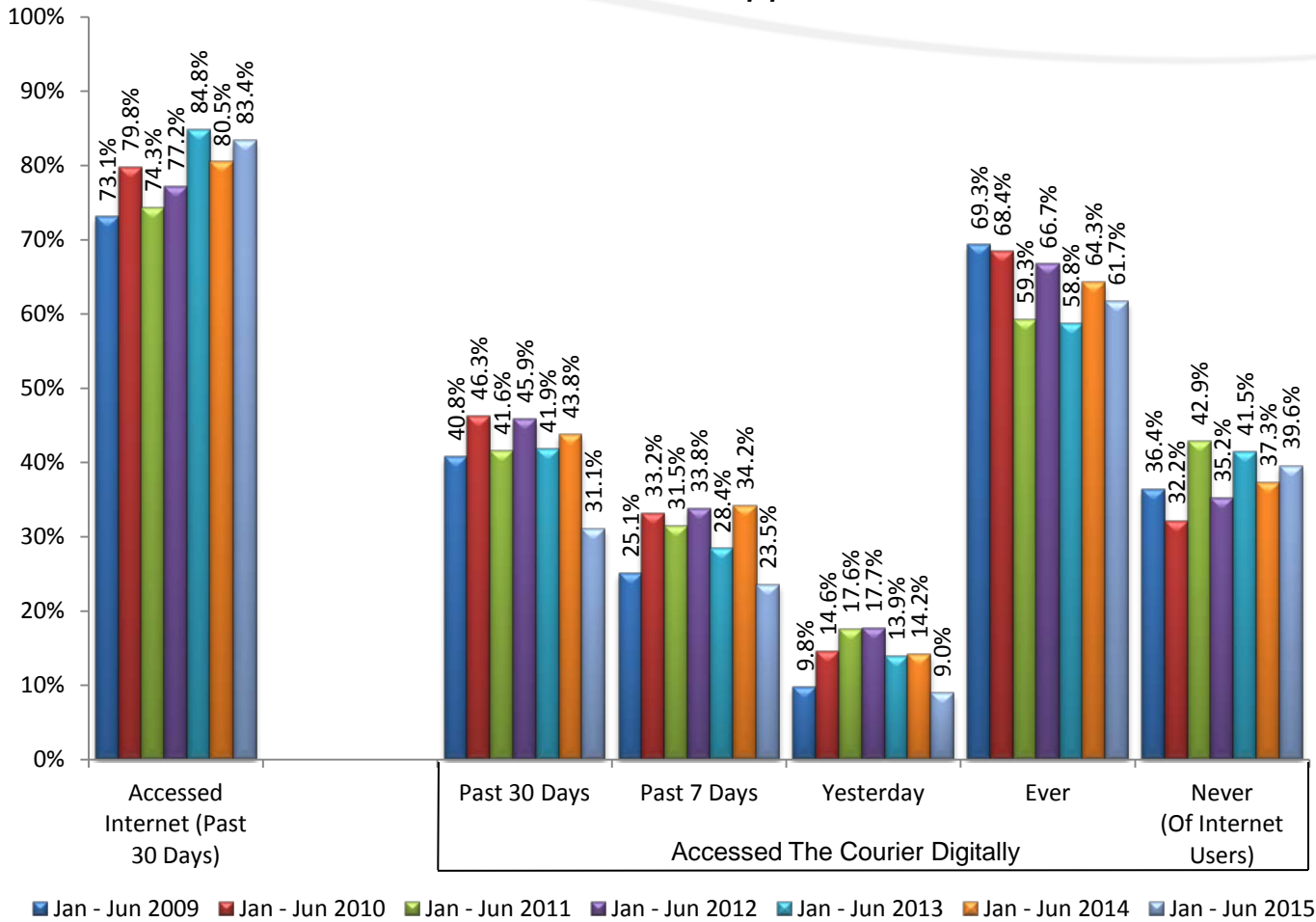
Print + Digital Demographics

Q: Have you accessed WCFCourier.com digitally, read or used The Courier or done both in the past 7 days?

Jan – Jun 2015	Market	Print Readers	Digital Readers	None
Male	48.7%	53.6%	48.8%	41.7%
Female	51.3%	46.4%	51.2%	58.3%
Ages 18-29	5.7%	5.6%	4.2%	4.5%
Ages 30-39	24.3%	16.3%	20.7%	37.3%
Ages 40-59	37.0%	33.5%	43.4%	39.3%
Ages 60+	33.0%	44.6%	31.7%	18.9%
<i>Median Age</i>	<i>48.1</i>	<i>57.3</i>	<i>50.7</i>	<i>42.0</i>
Children Under 18 at home	41.7%	34.2%	40.7%	51.9%
Lived In Area Less Than Five Years	6.4%	3.4%	5.4%	9.6%
6 - 10 Years	10.1%	6.2%	12.0%	14.4%
11 - 14 Years	6.5%	6.4%	8.3%	6.7%
15 - 20 Years	17.6%	19.9%	13.6%	16.1%
21 Years +	59.4%	64.1%	60.7%	53.1%
<i>Median Length of Residence</i>	<i>22.6</i>	<i>23.2</i>	<i>22.8</i>	<i>21.6</i>
Less than \$35K Household Income	34.3%	28.8%	21.1%	43.9%
\$35K - \$50K	7.0%	10.0%	4.2%	3.5%
\$50K - \$75K	22.3%	23.5%	42.1%	15.6%
\$75K+	36.5%	37.7%	32.6%	37.0%
<i>Median Household Income (\$000)</i>	<i>\$62.1</i>	<i>\$61.9</i>	<i>\$64.6</i>	<i>\$54.2</i>
High School Grad or Less	30.7%	27.9%	16.8%	38.1%
Some College	26.6%	29.6%	27.0%	20.3%
4 Year College or More	27.1%	28.2%	31.0%	28.6%
Graduate Degree	15.5%	14.2%	25.2%	13.0%
Base: All Adults	(n=497)	(n=342)	(n=96)	(n=133)
Margin of Error:	+/- 4.4% Points	+/- 5.3% Points	+/- 10.0% Points	+/- 8.5% Points

Internet Access & WCFCourier.com Usage

Q: When was the last time you accessed the Internet?
How about The Courier 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)	73.1%	79.8%	74.3%	77.2%	84.8%	80.5%	83.4%
Accessed The Courier Digitally Past 30 Days	40.8%	46.3%	41.6%	45.9%	41.9%	43.8%	31.1%
Accessed The Courier Digitally Past 7 Days	25.1%	33.2%	31.5%	33.8%	28.4%	34.2%	23.5%
Accessed The Courier Digitally Yesterday	9.8%	14.6%	17.6%	17.7%	13.9%	14.2%	9.0%
Accessed The Courier Digitally Ever	69.3%	68.4%	59.3%	66.7%	58.8%	64.3%	61.7%
Never Accessed The Courier Digitally (Internet Users)	36.4%	32.2%	42.9%	35.2%	41.5%	37.3%	39.6%

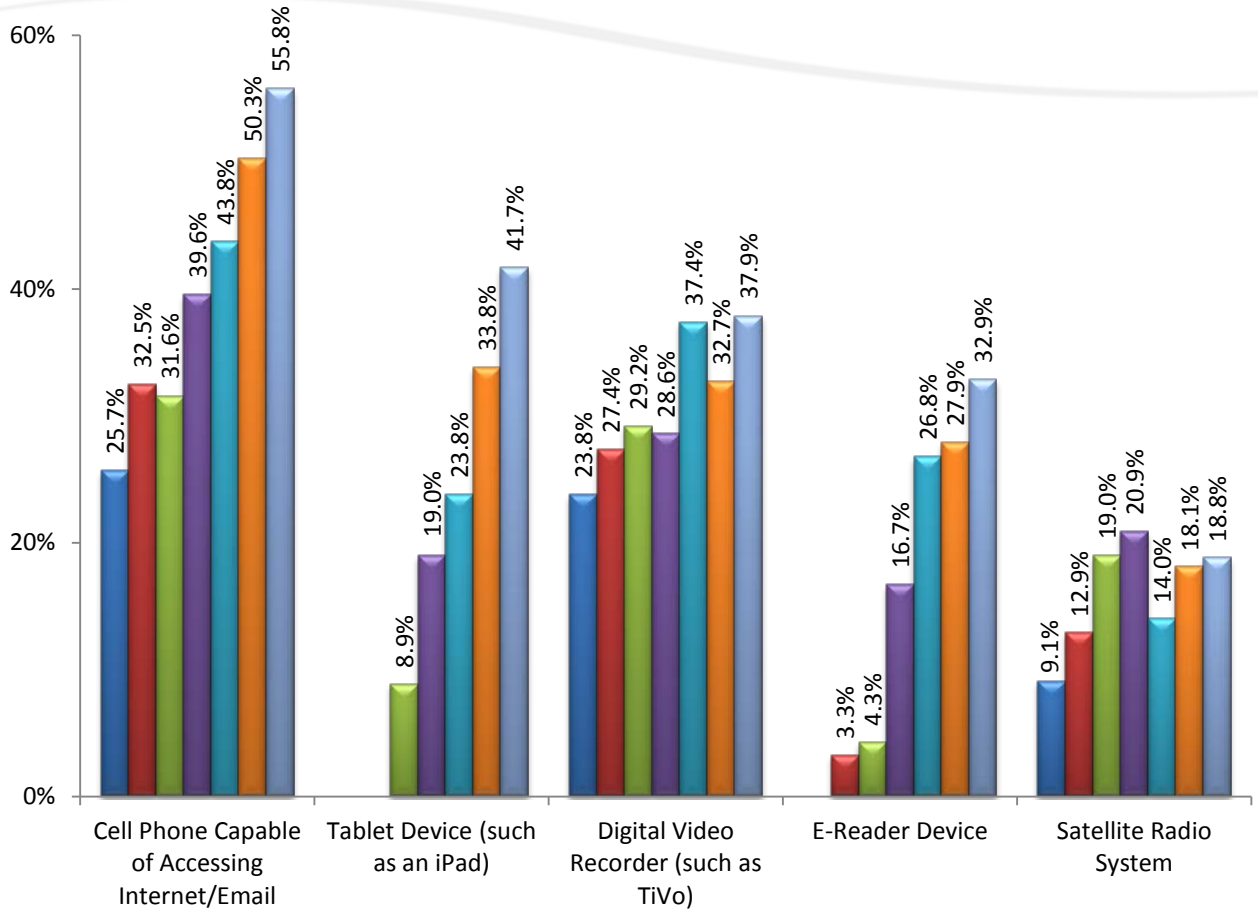
Base: Adults who have accessed the internet in the past 30 days with any device.

Margin of Error:

(n=374) (n=410) (n=397) (n=391) (n=424) (n=409) (n=344)
 +/- 5.1% Points +/- 4.8% Points +/- 4.9% Points +/- 5.0% Points +/- 4.8% Points +/- 4.8% Points +/- 5.3% Points

Technology Device Ownership

Q: Which of the following do you own?

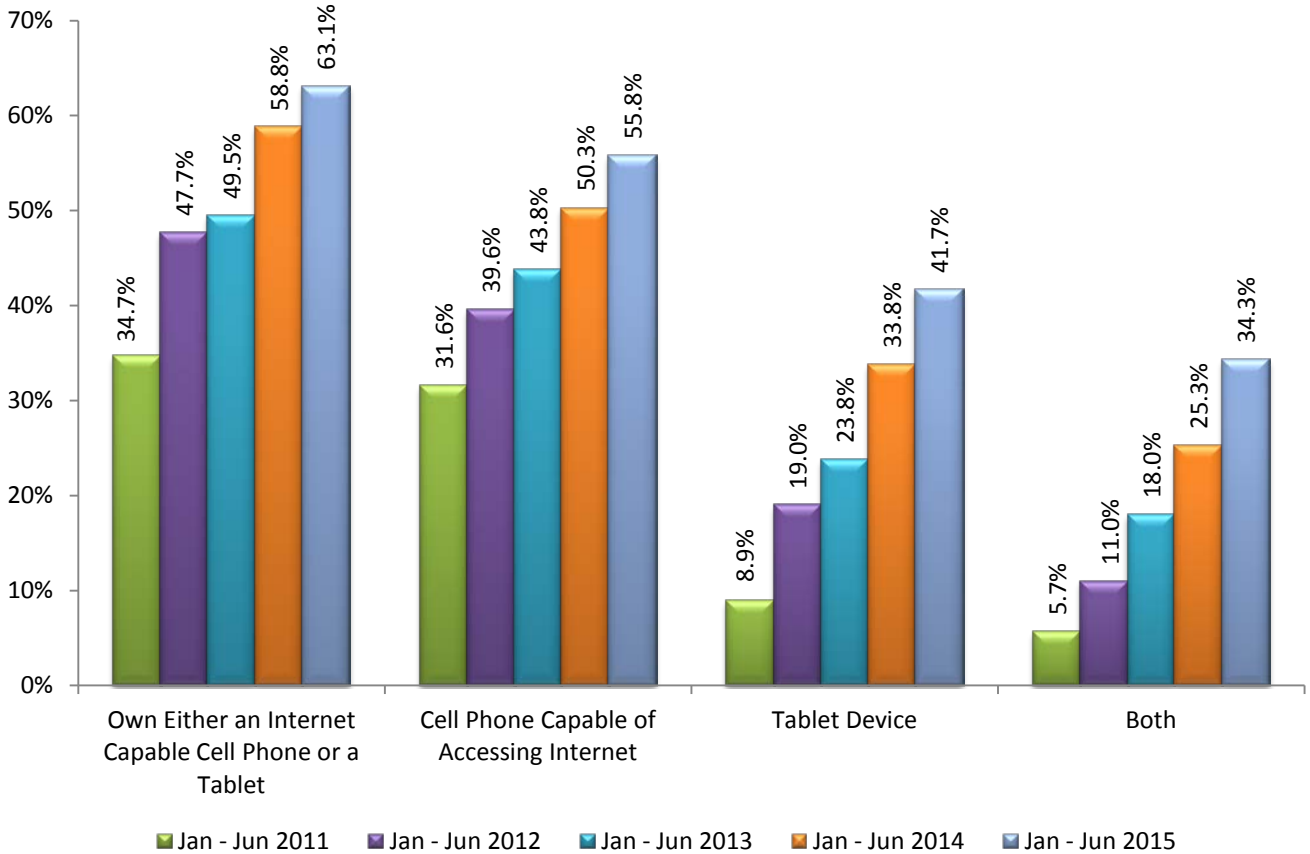


■ Jan - Jun 2009 ■ Jan - Jun 2010 ■ Jan - Jun 2011 ■ Jan - Jun 2012 ■ Jan - Jun 2013 ■ Jan - Jun 2014 ■ Jan - Jun 2015

	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	25.7%	32.5%	31.6%	39.6%	43.8%	50.3%	55.8%
Tablet Device (such as an iPad)	-	-	8.9%	19.0%	23.8%	33.8%	41.7%
Digital Video Recorder (such as TiVo)	23.8%	27.4%	29.2%	28.6%	37.4%	32.7%	37.9%
E-Reader Device	-	3.3%	4.3%	16.7%	26.8%	27.9%	32.9%
Satellite Radio System	9.1%	12.9%	19.0%	20.9%	14.0%	18.1%	18.8%
Base: All Adults	(n=600)	(n=602)	(n=600)	(n=600)	(n=600)	(n=600)	(n=497)
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

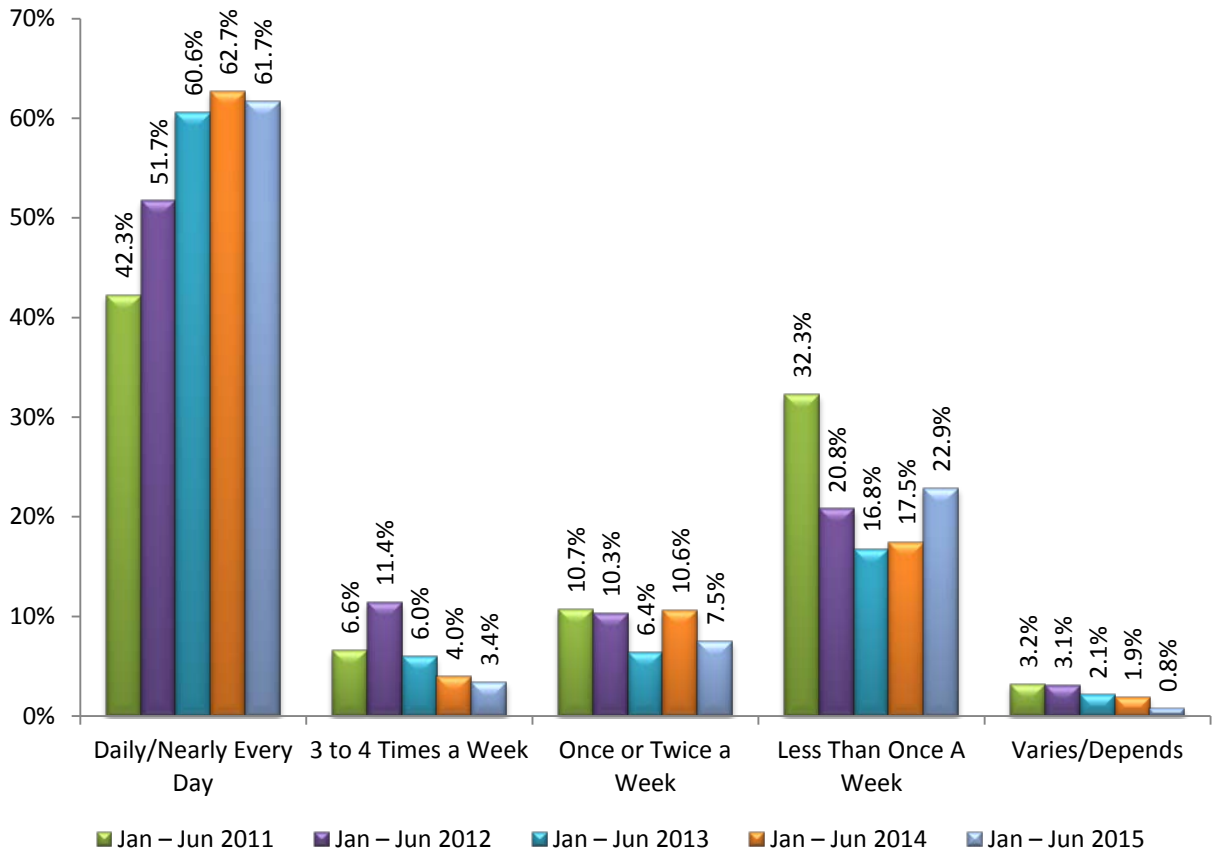
Q: Which of the following do you own?



	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	34.7%	47.7%	49.5%	58.8%	63.1%
Cell Phone Capable of Accessing Internet/Email	31.6%	39.6%	43.8%	50.3%	55.8%
Tablet Device	8.9%	19.0%	23.8%	33.8%	41.7%
Both	5.7%	11.0%	18.0%	25.3%	34.3%
Base: All Adults	(n=600)	(n=600)	(n=600)	(n=600)	(n=497)
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	42.3%	51.7%	60.6%	62.7%	61.7%
3 to 4 Times a Week	6.6%	11.4%	6.0%	4.0%	3.4%
Once or Twice a Week	10.7%	10.3%	6.4%	10.6%	7.5%
Less Than Once A Week	32.3%	20.8%	16.8%	17.5%	22.9%
Varies/Depends	3.2%	3.1%	2.1%	1.9%	0.8%

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

(n=140)

(n=194)

(n=216)

(n=284)

(n=248)

Margin of Error:

+/- 8.3% Points

+/- 7.0% Points

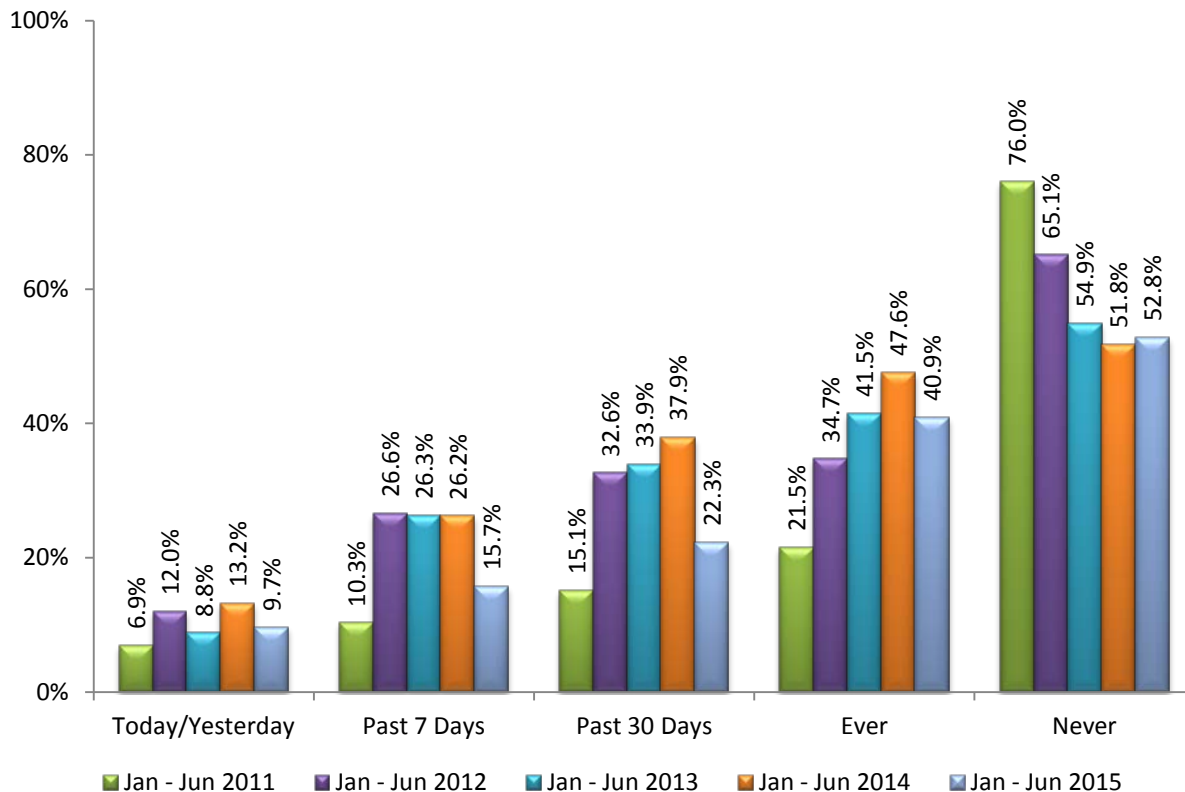
+/- 6.7% Points

+/-5.8% Points

+/-6.2% Points

Last Time Accessed WCFCourier.com Via Mobile Device

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



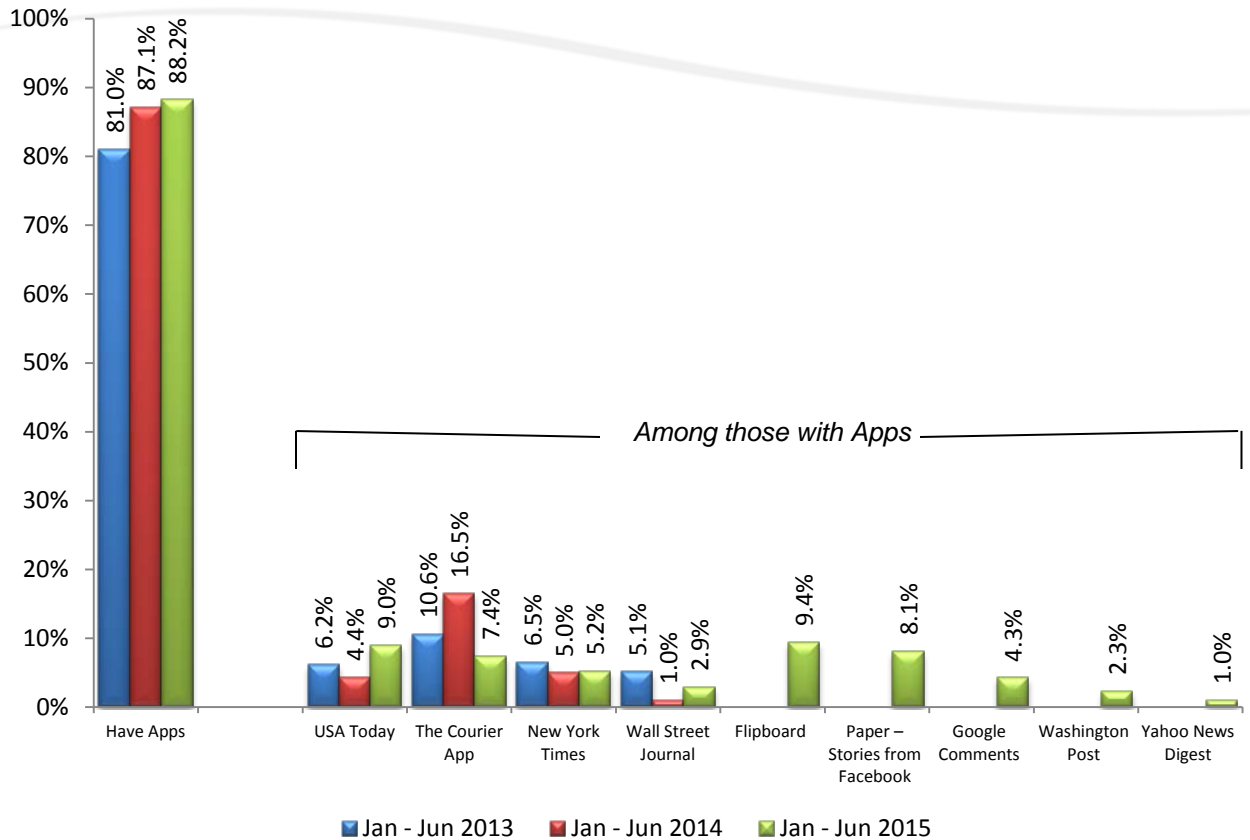
	Jan – Jun 2011	Jan – Jun 2012	Jan – Jun 2013	Jan – Jun 2014	Jan – Jun 2015
Today/Yesterday	6.9%	12.0%	8.8%	13.2%	9.7%
Past 7 Days	10.3%	26.6%	26.3%	26.2%	15.7%
Past 30 Days	15.1%	32.6%	33.9%	37.9%	22.3%
Ever	21.5%	34.7%	41.5%	47.6%	40.9%
Never	76.0%	65.1%	54.9%	51.8%	52.8%

Base: Adults who own a tablet or cell phone capable of accessing the internet/email (n=140) (n=194) (n=216) (n=284) (n=248)

Margin of Error: +/- 8.3% Points +/- 7.0% Points +/- 6.7% Points +/- 5.8% Points +/- 6.2% Points

Mobile News Apps

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



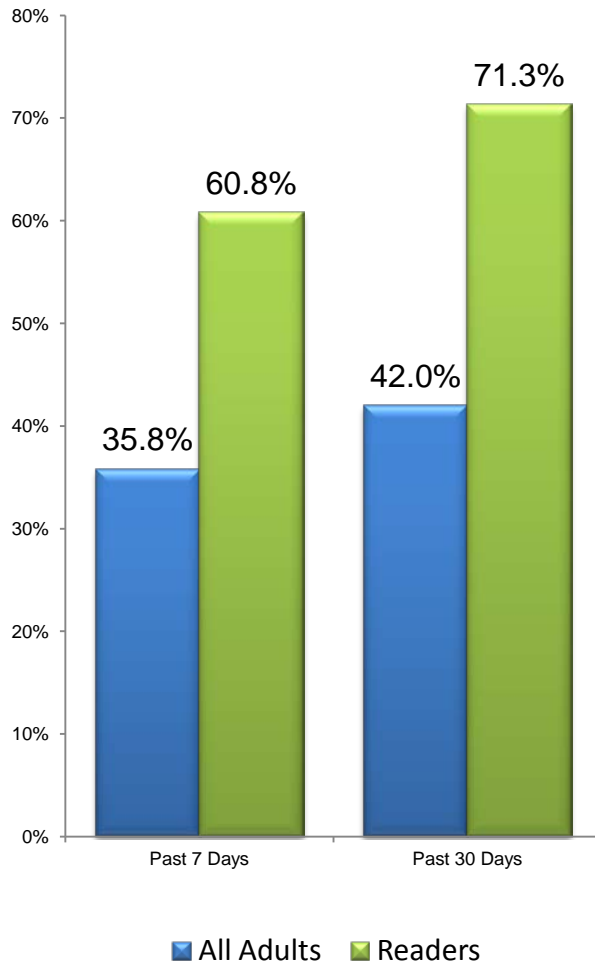
	Jan - Jun 2012	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015
Have Apps	81.7%	81.0%	87.1%	88.2%
USA Today	9.3%	6.2%	4.4%	9.0%
The Courier App	10.2%	10.6%	16.5%	7.4%
New York Times	5.2%	6.5%	5.0%	5.2%
Wall Street Journal	1.6%	5.1%	1.0%	2.9%
Flipboard	0%	0%	0%	9.4%
Paper - Stories from Facebook	0%	0%	0%	8.1%
Google Comments	0%	0%	0%	4.3%
Washington Post	0%	0%	0%	2.3%
Yahoo News Digest	0%	0%	0%	1.0%

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

(n=141) (n=158) (n=284) (n=196)
 +/- 8.3% Points +/- 7.8% Points +/-5.8% Points +/-7.0% Points

Preprint Readership

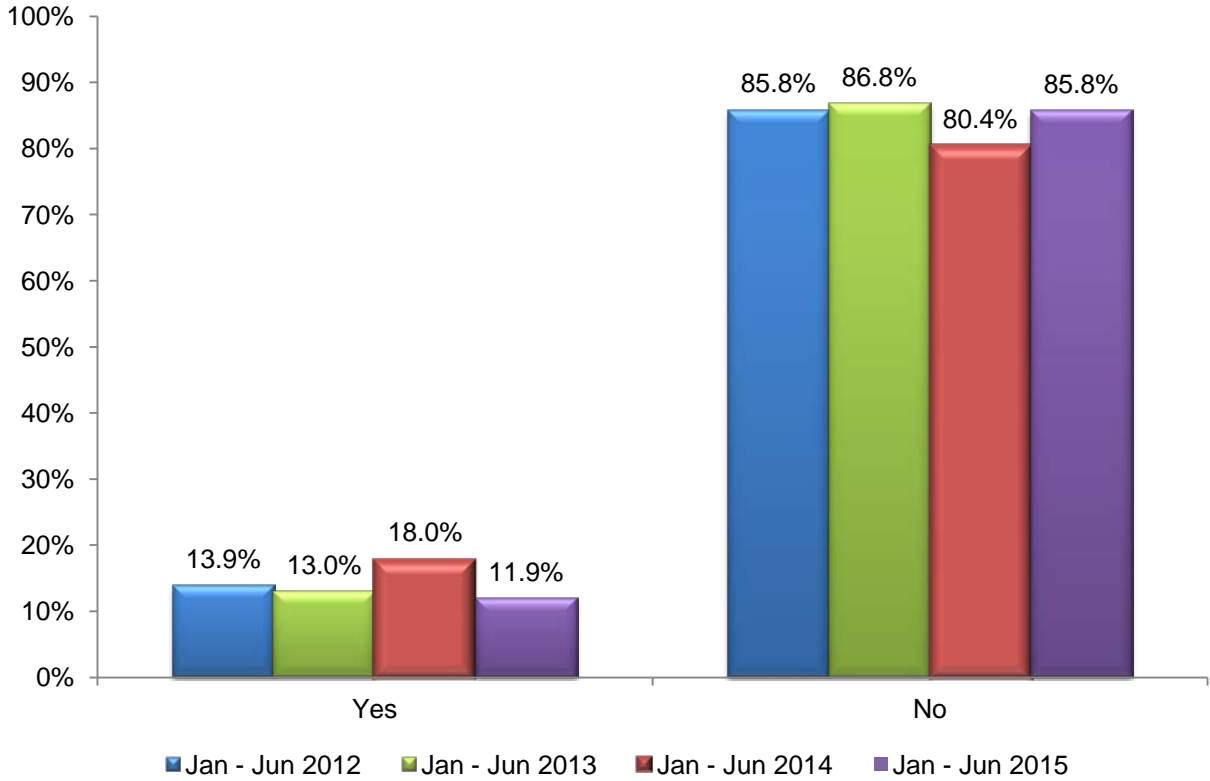
Q: In the past 30 days have you read preprinted advertising in the newspaper? In the past 7 days?



	All Adults							Readers						
	Jan - Jun 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	35.0%	34.4%	33.1%	38.3%	34.2%	28.6%	35.8%	48.4%	49.7%	51.8%	56.0%	51.1%	48.4%	60.8%
Past 30 Days	49.0%	45.3%	43.5%	47.6%	45.5%	39.5%	42.0%	67.8%	65.5%	68.1%	69.7%	68.0%	66.7%	71.3%
Base:	(n=600)	(n=602)	(n=600)	(n=600)	(n=600)	(n=600)	(n=497)	(n=445)	(n=437)	(n=427)	(n=438)	(n=430)	(n=440)	(n=356)
Margin of Error:	+/- 4.0% Points	+/- 4.0% Points	+/- 4.0% Points	+/- 4.0% Points	+/- 4.0% Points	+/- 4.0% Points	+/- 4.4% Points	+/- 4.6% Points	+/- 4.7% Points	+/- 4.7% Points	+/- 4.7% Points	+/- 4.7% Points	+/- 4.7% Points	+/- 5.2% Points

Television Service

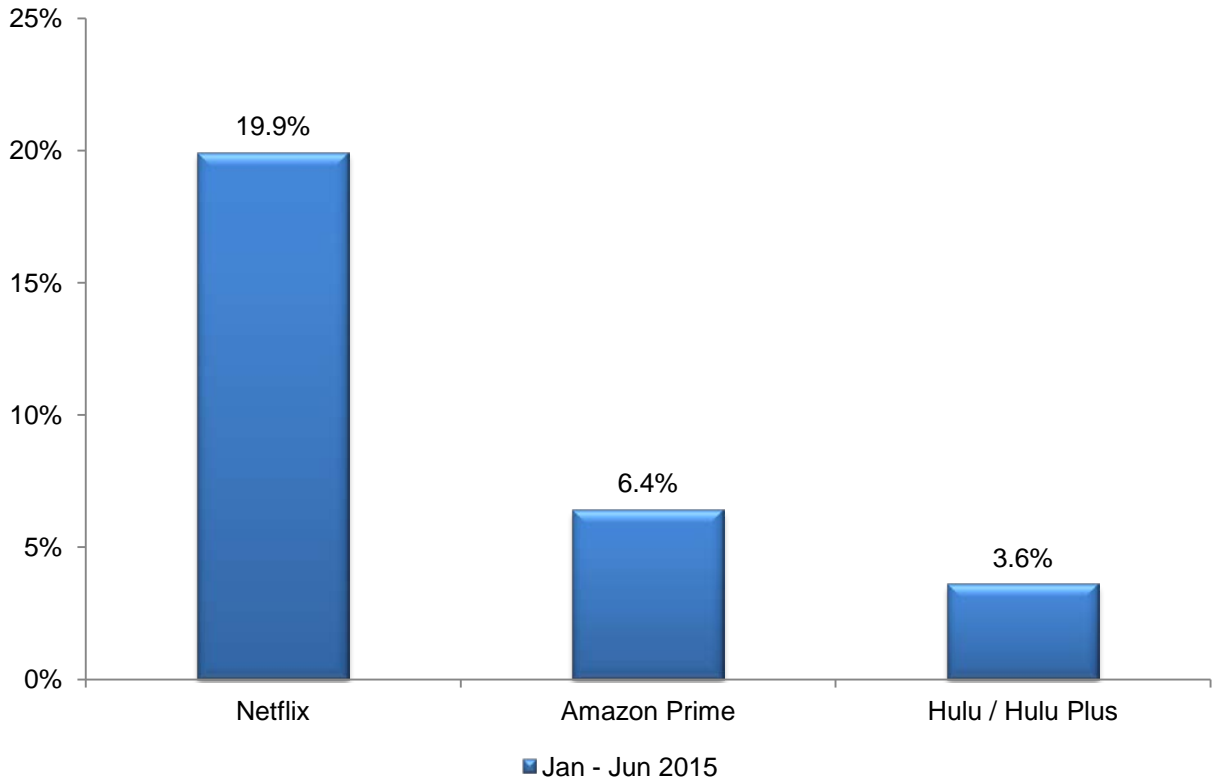
Q: During the past year, have you cancelled or cut back on your cable or satellite TV service?



	Jan – Jun 2012	Jan – Jun 2013	Jan – Jun 2014	Jan – Jun 2015
Yes	13.9%	13.0%	18.0%	11.9%
No	85.8%	86.8%	80.4%	85.8%
Base: All Adults	(n=600)	(n=600)	(n=600)	(n=497)
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	19.9%
Amazon Prime	6.4%
Hulu / Hulu Plus	3.6%

Base: All Adults (n=497)
Margin of Error: +/- 4.4% Points