

LEE ENTERPRISES AUDIENCE REPORT

JAN 2016 – JUN 2016

COURIER
COMMUNICATIONS

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Methodology

HOW: Telephone Survey

WHO: Randomly Selected Adults In Waterloo NDM

WHEN: January 2016 – June 2016

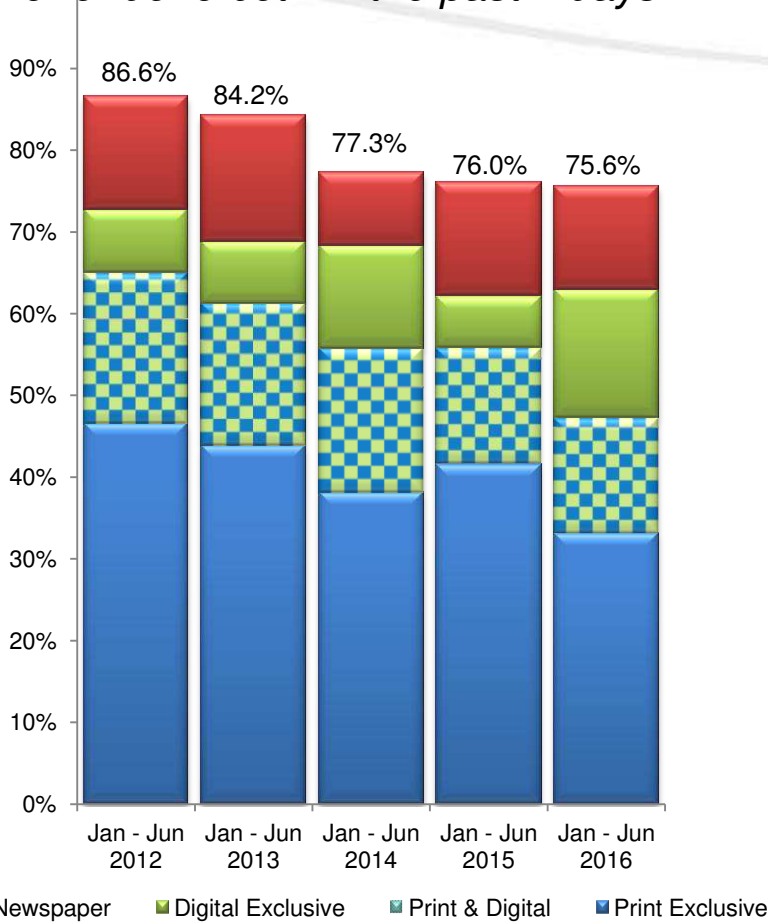
CONDUCTED BY: Thoroughbred Research, Louisville, KY

SAMPLE SIZE: 502 Total Interviews of Adults 18+
430 Landline Interviews and 72 Cell Phone Interviews

MARGIN OF ERROR: Total Sample (n=502) +/- 4.4% Points
Total Internet Sample (n=357) +/- 0.0% Points

Print + Digital Reach

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

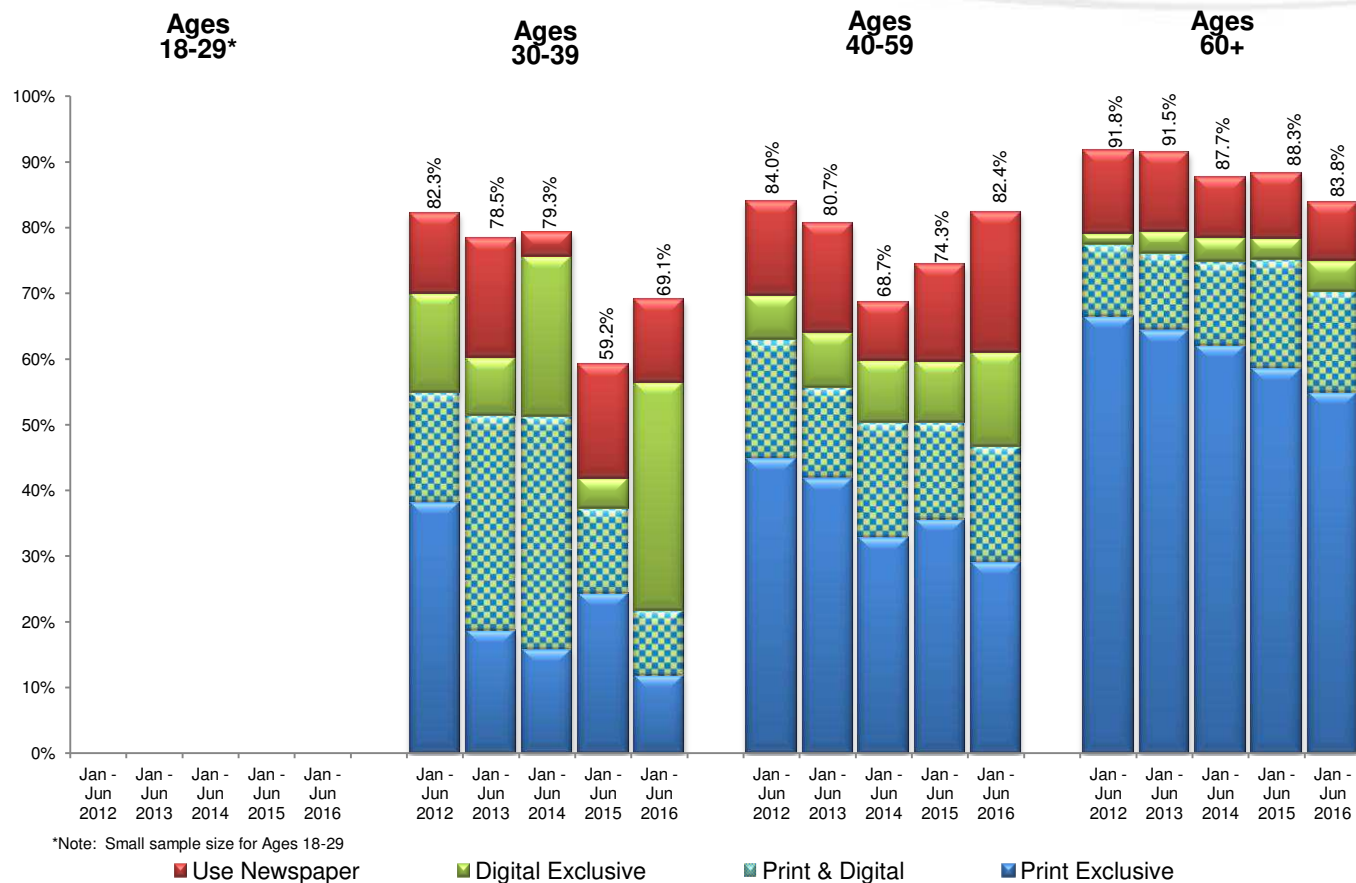


	Jan - Jun 2010	Jan - Jun 2011	Jan - Jun 2012	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015	Jan - Jun 2016
Print Exclusive	45.1%	43.2%	46.5%	43.8%	38.1%	41.6%	33.2%
Digital Exclusive	10.3%	7.4%	7.7%	7.6%	12.7%	6.4%	15.8%
Print & Digital	16.5%	16.1%	18.5%	17.4%	17.6%	14.2%	14.0%
Use Newspaper	13.1%	14.7%	13.9%	15.4%	8.9%	13.8%	12.6%
Total Reach	85.0%	81.4%	86.6%	84.2%	77.3%	76.0%	75.6%

Base: All Adults (n=602) (n=600) (n=600) (n=600) (n=600) (n=497) (n=502)
 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 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

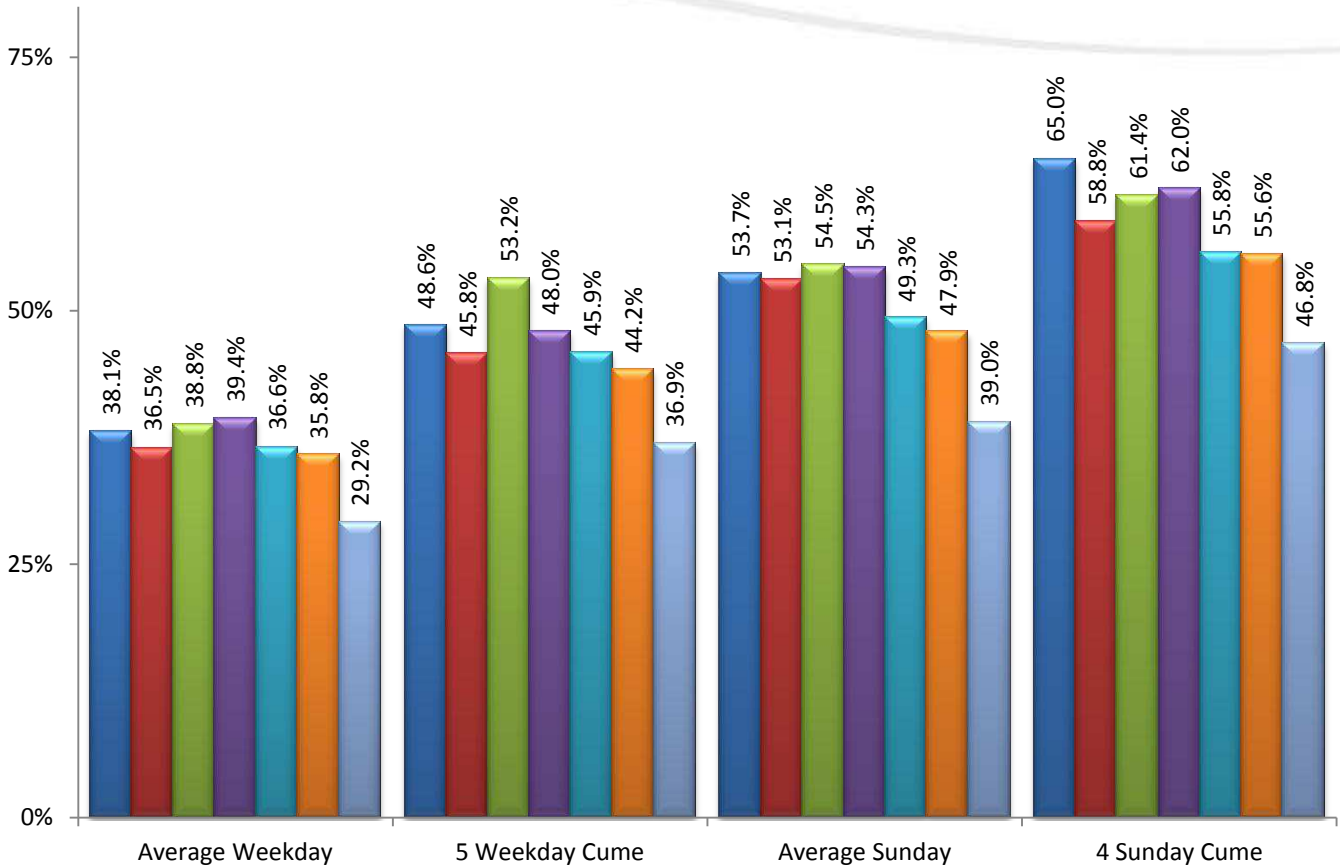
Q: Have you accessed WCFCourier.com digitally, read or used The Courier or done both in the past 7 days?



Past 7 Days	Ages 18-29	Ages 30-39	Ages 40-59	Ages 60+
Print Exclusive		11.8%	29.1%	54.9%
Digital Exclusive	Sample Size	34.5%	14.3%	4.8%
Print & Web	Too Small	10.0%	17.6%	15.3%
Use Newspaper		12.8%	21.4%	8.8%
Total Reach		69.1%	82.4%	83.8%
Base:		(n=33)	(n=116)	(n=335)
Margin of Error:		+/- 17.1% Points	+/- 9.1% Points	+/- 5.4% Points

Average Readership

Q: Did you read The Courier yesterday?



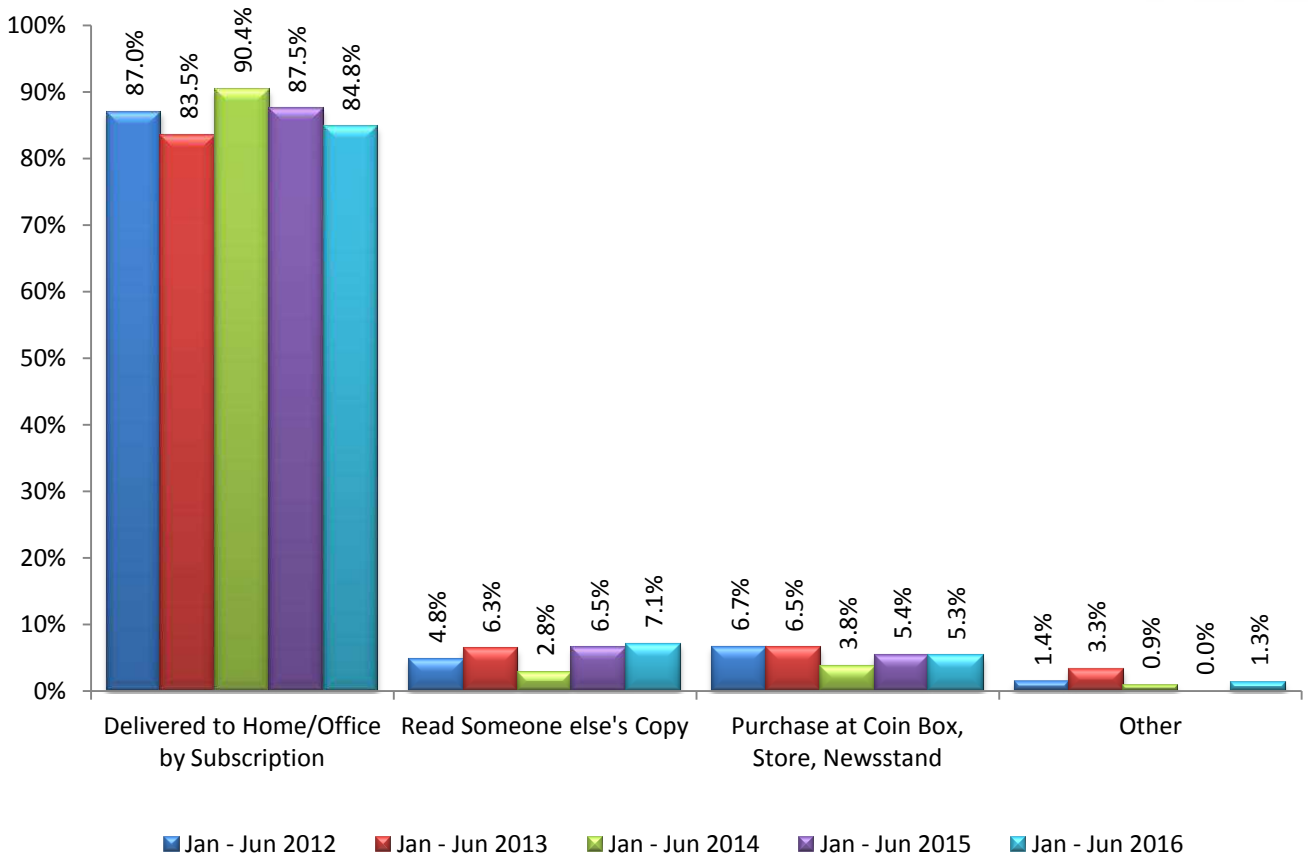
■ Jan - Jun 2010 ■ Jan - Jun 2011 ■ Jan - Jun 2012 ■ Jan - Jun 2013 ■ Jan - Jun 2014 ■ Jan - Jun 2015 ■ Jan - Jun 2016

	Jan - Jun 2010	Jan - Jun 2011	Jan - Jun 2012	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015	Jan - Jun 2016
Average Weekday	38.1%	36.5%	38.8%	39.4%	36.6%	35.8%	29.2%
5 Weekday Cume	48.6%	45.8%	53.2%	48.0%	45.9%	44.2%	36.9%
Average Sunday	53.7%	53.1%	54.5%	54.3%	49.3%	47.9%	39.0%
4 Sunday Cume	65.0%	58.8%	61.4%	62.0%	55.8%	55.6%	46.8%

Base: All Adults (n=602) (n=600) (n=600) (n=600) (n=600) (n=497) (n=502)
 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	87.0%	83.5%	90.4%	87.5%	84.8%
Read someone else's copy	4.8%	6.3%	2.8%	6.5%	7.1%
Purchase at coin box, store, or newsstand	6.7%	6.5%	3.8%	5.4%	5.3%
Other	1.4%	3.3%	0.9%	0.0%	1.3%

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

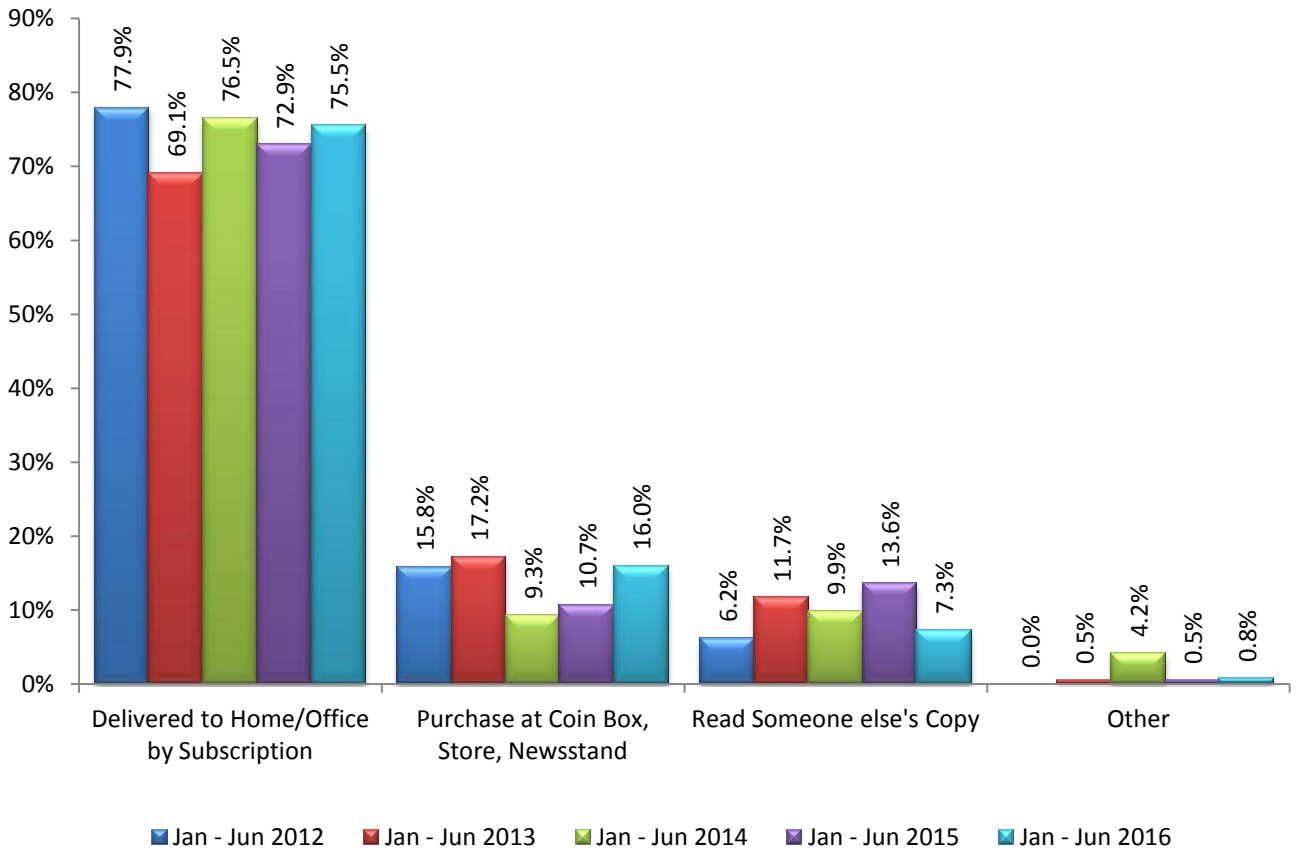
(n=306) (n=312) (n=329) (n=253) (n=238)

Margin of Error:

+/- 5.6% Points +/- 5.5% Points +/- 5.4% Points +/- 6.3% Points +/- 6.4% Points

Source of Sunday Newspaper

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



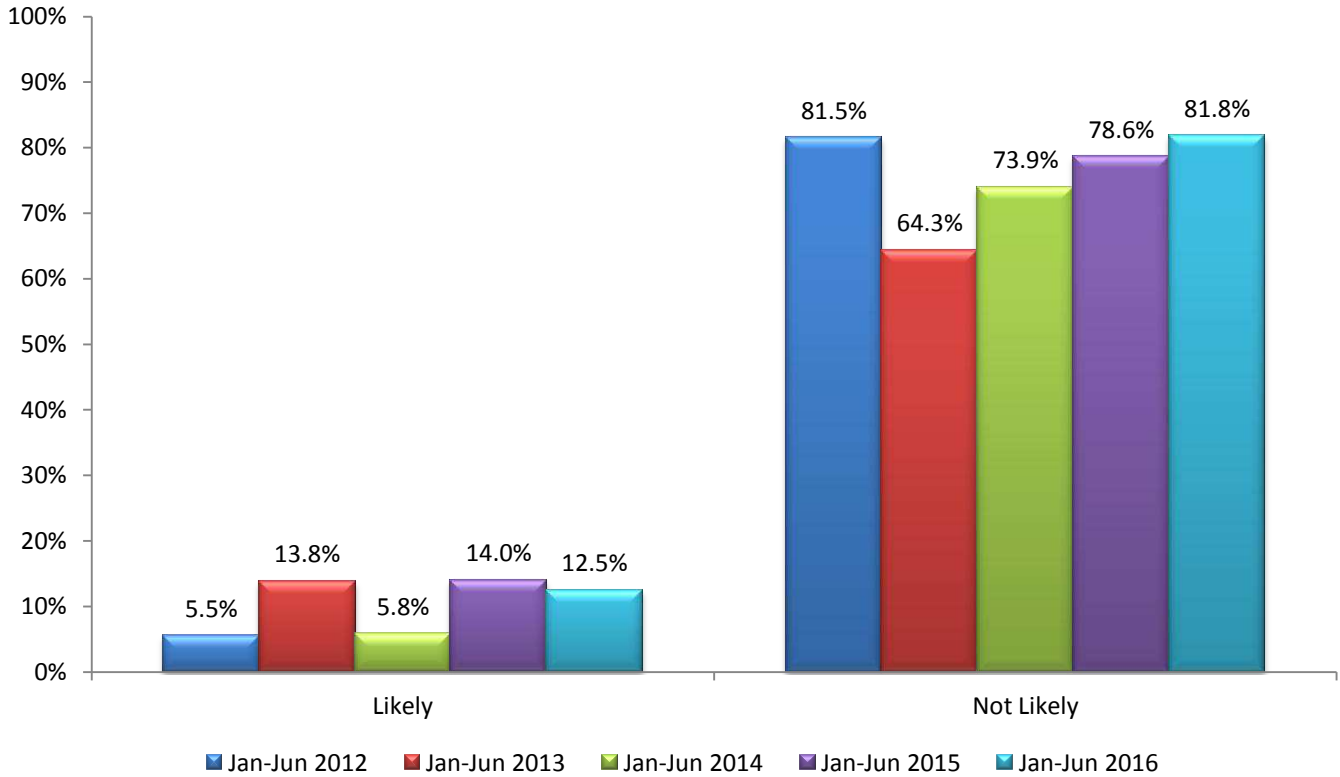
	Jan - Jun 2012	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015	Jan - Jun 2016
Delivered to your home/office by subscription	77.9%	69.1%	76.5%	72.9%	75.5%
Purchase at coin box, store, or newsstand	15.8%	17.2%	9.3%	10.7%	16.0%
Read someone else's copy	6.2%	11.7%	9.9%	13.6%	7.3%
Other	0.0%	0.5%	4.2%	0.5%	0.8%

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) (n=312)
 +/- 4.9% Points +/- 4.9% Points +/- 4.8% Points +/- 5.3% Points +/- 5.5% 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 2012	Jan-Jun 2013	Jan-Jun 2014	Jan-Jun 2015	Jan-Jun 2016
Likely	5.5%	13.8%	5.8%	14.0%	12.5%
Not Likely	81.5%	64.3%	73.9%	78.6%	81.8%

Base: Adults who read both in print and online (n=83) (n=79) (n=76) (n=70) (n=69)
 Margin of Error: +/- 10.8% Points +/- 11.0% Points +/- 11.2% Points +/- 11.7% Points +/- 11.8% 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 2016	Market	Print Exclusive	Digital Exclusive	Print & Digital	Use Newspaper	None
Male	48.6%	53.3%	39.1%	53.4%	37.1%	51.6%
Female	51.4%	46.7%	60.9%	46.6%	62.9%	48.4%
Age 18-29	12.2%	8.4%	12.7%	5.8%	0%	27.0%
Age 30-39	22.0%	7.8%	48.0%	16.0%	22.1%	27.7%
Age 40-59	32.2%	28.2%	29.1%	41.0%	54.5%	23.1%
Age 60+	33.6%	55.5%	10.2%	37.2%	23.4%	22.2%
<i>Median Age</i>	<i>49.8</i>	<i>65.6</i>	<i>37.8</i>	<i>53.7</i>	<i>50.2</i>	<i>38.3</i>
Children Under 18 at home	35.2%	18.2%	72.1%	24.3%	39.3%	38.9%
Lived In Area Less Than Five Years	7.6%	1.2%	18.9%	0.6%	13.5%	10.2%
6 - 10 Years	11.9%	5.3%	25.2%	11.1%	3.3%	17.3%
11 - 14 Years	6.8%	2.8%	2.7%	5.8%	11.9%	13.3%
15 - 20 Years	16.0%	16.7%	16.5%	21.9%	14.4%	12.2%
21 Years +	57.6%	74.1%	36.7%	60.5%	57.0%	47.1%
<i>Median Length of Residence</i>	<i>23.6</i>	<i>27.5</i>	<i>16.2</i>	<i>24.5</i>	<i>23.4</i>	<i>19.5</i>
Less than \$35K Household Income	34.2%	32.1%	8.6%	22.0%	40.9%	55.1%
\$35K - \$50K	10.8%	18.3%	1.5%	9.2%	12.7%	6.6%
\$50K - \$75K	21.2%	23.9%	25.3%	28.2%	13.6%	15.0%
\$75K+	33.8%	25.7%	64.6%	40.6%	32.8%	23.3%
<i>Median Household Income (\$000)</i>	<i>\$55.9</i>	<i>\$49.7</i>	<i>\$80.6</i>	<i>\$66.7</i>	<i>\$45.7</i>	<i>\$31.8</i>
High School Grad or Less	34.7%	37.6%	15.7%	23.5%	42.7%	45.1%
Some College	28.9%	27.3%	29.7%	28.9%	35.7%	27.1%
4 Year College or More	28.4%	26.5%	46.6%	36.4%	18.3%	20.1%
Graduate Degree	8.0%	8.6%	8.0%	11.3%	3.3%	7.6%
Base: All Adults	(n=502)	(n=245)	(n=37)	(n=75)	(n=61)	(n=84)
Margin of Error:	+/- 4.4% Points	+/- 6.3% Points	+/- 16.1% Points	+/- 11.3% Points	+/- 12.5% Points	+/- 10.72% Points

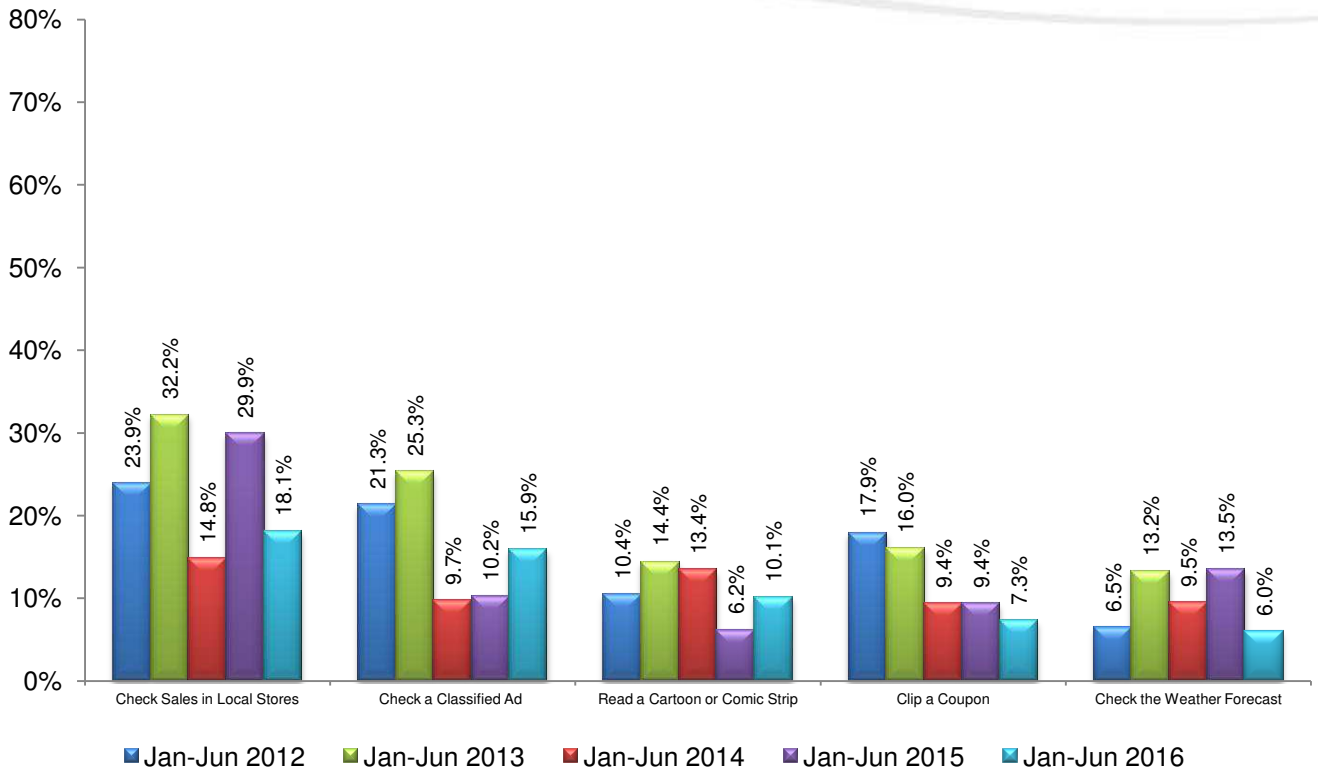
Print + Digital Demographics

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

Jan – Jun 2016	Market	Print Readers	Digital Readers	None
Male	48.6%	53.3%	45.8%	46.7%
Female	51.4%	46.7%	54.2%	53.3%
Age 18-29	12.2%	7.7%	9.5%	17.8%
Age 30-39	22.0%	10.2%	33.1%	25.8%
Age 40-59	32.2%	32.0%	34.7%	33.8%
Age 60+	33.6%	50.1%	22.8%	22.6%
<i>Median Age</i>	<i>49.8</i>	<i>60.0</i>	<i>44.3</i>	<i>43.8</i>
Children Under 18 at home	35.2%	20.0%	49.6%	39.0%
Lived In Area Less Than Five Years	7.6%	1.0%	10.4%	11.3%
6 - 10 Years	11.9%	7.0%	18.6%	12.5%
11 - 14 Years	6.8%	3.7%	4.2%	12.8%
15 - 20 Years	16.0%	18.2%	19.0%	12.9%
21 Years +	57.6%	70.1%	47.8%	50.5%
<i>Median Length of Residence</i>	<i>23.6</i>	<i>26.7</i>	<i>20.3</i>	<i>21.2</i>
Less than \$35K Household Income	34.2%	29.0%	15.2%	50.7%
\$35K - \$50K	10.8%	15.5%	5.3%	8.5%
\$50K - \$75K	21.2%	25.2%	26.7%	14.6%
\$75K+	33.8%	30.2%	52.8%	26.2%
<i>Median Household Income (\$000)</i>	<i>\$55.9</i>	<i>\$55.4</i>	<i>\$76.3</i>	<i>\$34.5</i>
High School Grad or Less	34.7%	33.4%	19.4%	44.3%
Some College	28.9%	27.8%	29.3%	30.1%
4 Year College or More	28.4%	29.4%	41.7%	19.5%
Graduate Degree	8.0%	9.4%	9.6%	6.1%
Base: All Adults	(n=502)	(n=320)	(n=112)	(n=145)
Margin of Error:	+/- 4.4% Points	+/- 5.5% Points	+/- 9.3% Points	+/- 8.1% 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	23.9%	32.2%	14.8%	29.9%	18.1%
Check a Classified Ad	21.3%	25.3%	9.7%	10.2%	15.9%
Read a Cartoon or Comic Strip	10.4%	14.4%	13.4%	6.2%	10.1%
Clip a Coupon	17.9%	16.0%	9.4%	9.4%	7.3%
Check the Weather Forecast	6.5%	13.2%	9.5%	13.5%	6.0%

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

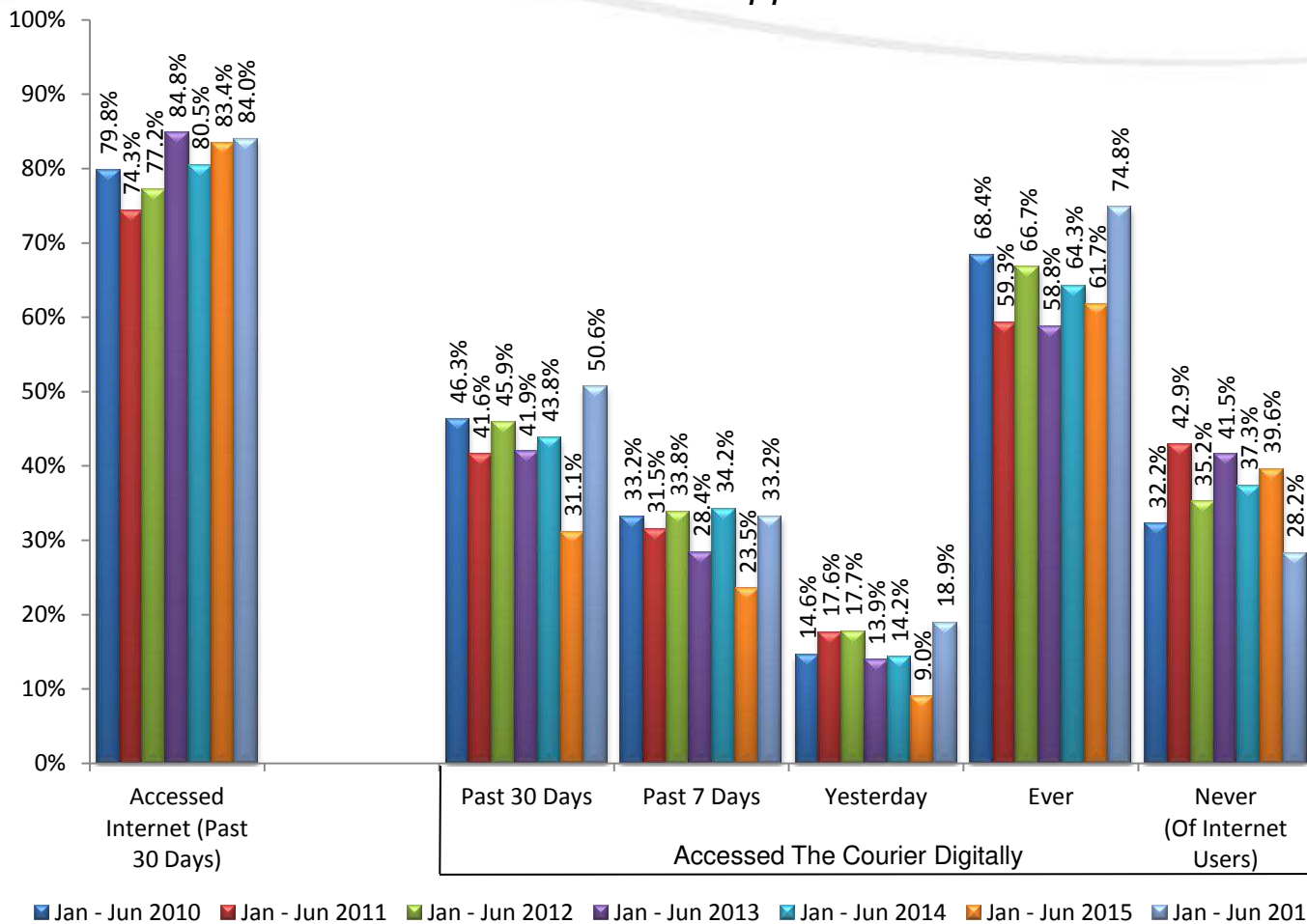
Margin of Error:

(n=151) (n=161) (n=142) (n=133) (n=145)
 +/- 8.0% Points +/- 7.7% Points +/- 8.2% Points +/- 8.5% Points +/- 8.1% 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 2010	Jan - Jun 2011	Jan - Jun 2012	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015	Jan - Jun 2016
Accessed Internet (Past 30 Days)	79.8%	74.3%	77.2%	84.8%	80.5%	83.4%	84.0%
Accessed The Courier Digitally Past 30 Days	46.3%	41.6%	45.9%	41.9%	43.8%	31.1%	50.6%
Accessed The Courier Digitally Past 7 Days	33.2%	31.5%	33.8%	28.4%	34.2%	23.5%	33.2%
Accessed The Courier Digitally Yesterday	14.6%	17.6%	17.7%	13.9%	14.2%	9.0%	18.9%
Accessed The Courier Digitally Ever	68.4%	59.3%	66.7%	58.8%	64.3%	61.7%	74.8%
Never Accessed The Courier Digitally (Internet Users)	32.2%	42.9%	35.2%	41.5%	37.3%	39.6%	28.2%

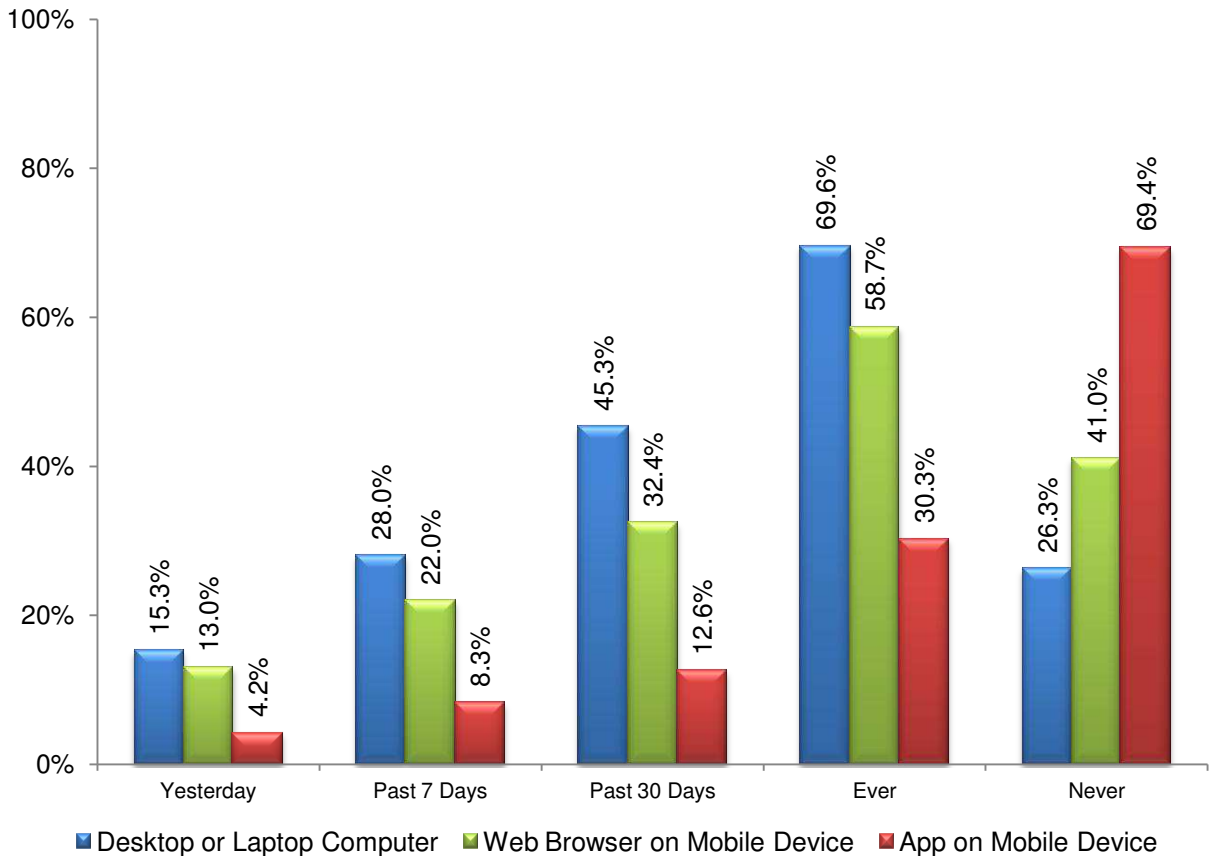
Base: Adults who have accessed the internet in the past 30 days with any device.

Margin of Error:

(n=410) (n=397) (n=391) (n=424) (n=409) (n=344) (n=357)
 +/- 4.8% Points +/- 4.9% Points +/- 5.0% Points +/- 4.8% Points +/- 4.8% Points +/- 5.3% Points +/- 5.2% Points

Accessing The Courier Digitally

Q: When was the last time you read or looked at the online version of the Lee newspaper through these devices...?

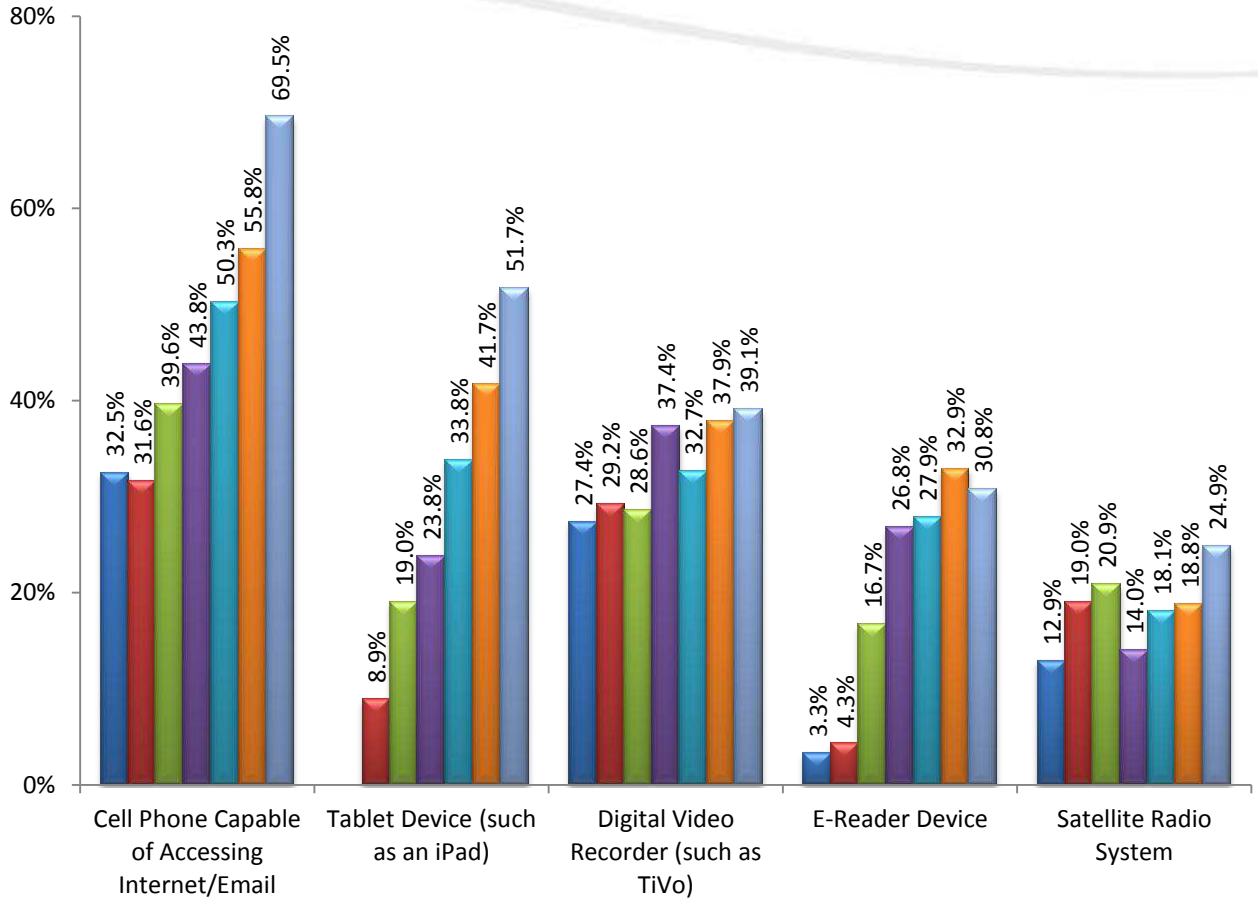


	Desktop or Laptop Computer	Web Browser on Mobile Device	App on Mobile Device
Yesterday	15.3%	13.0%	4.2%
Past 7 Days	28.0%	22.0%	8.3%
Past 30 Days	45.3%	32.4%	12.6%
Ever	69.6%	58.7%	30.3%
Never	26.3%	41.0%	69.4%

Base: Adults who accessed the internet in past 30 days (n=357) (n=357) (n=357)
 Margin of Error: +/-5.2% Points +/-5.2% Points +/-5.2% Points

Technology Device Ownership

Q: Which of the following do you own?



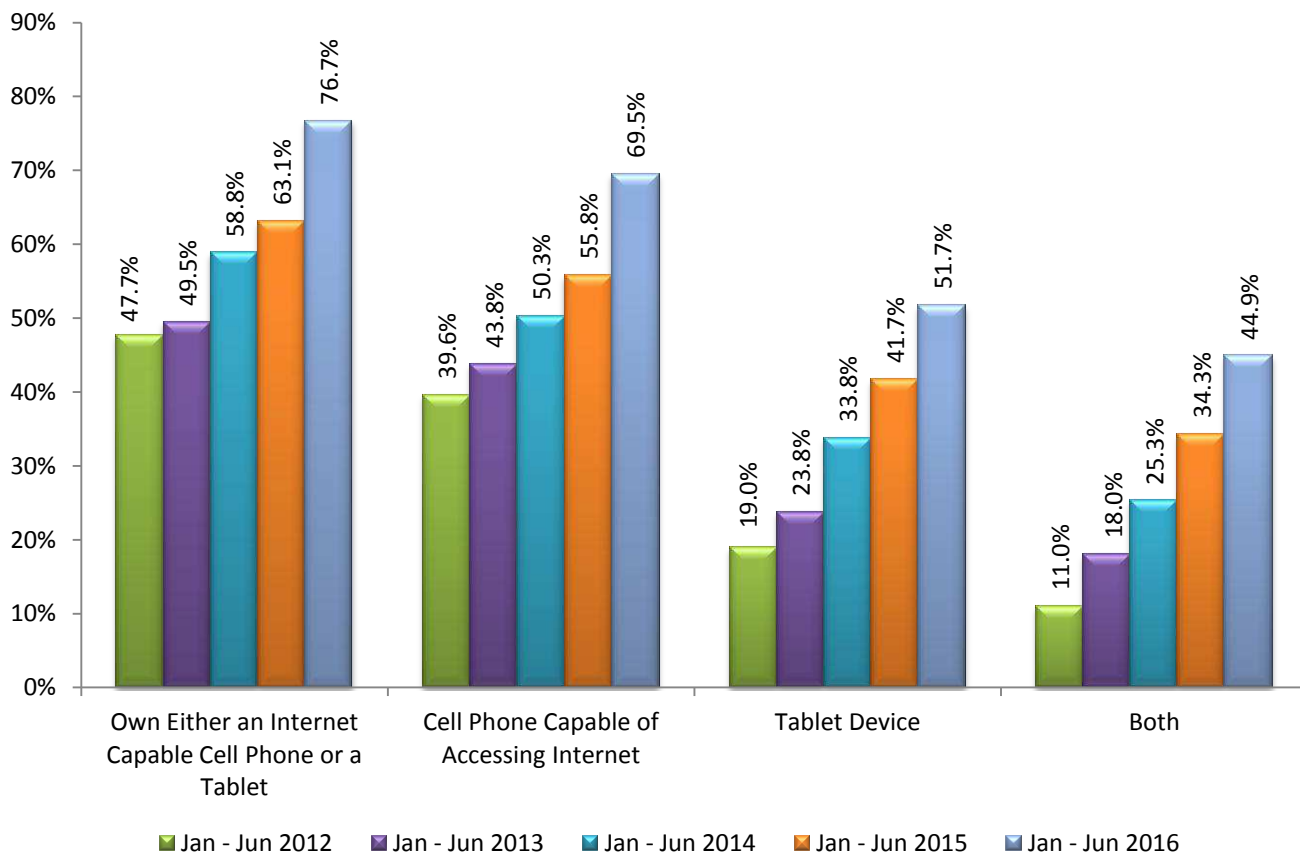
■ Jan - Jun 2010 ■ Jan - Jun 2011 ■ Jan - Jun 2012 ■ Jan - Jun 2013 ■ Jan - Jun 2014 ■ Jan - Jun 2015 ■ Jan - Jun 2016

	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	32.5%	31.6%	39.6%	43.8%	50.3%	55.8%	69.5%
Tablet Device (such as an iPad)	-	8.9%	19.0%	23.8%	33.8%	41.7%	51.7%
Digital Video Recorder (such as TiVo)	27.4%	29.2%	28.6%	37.4%	32.7%	37.9%	39.1%
E-Reader Device	3.3%	4.3%	16.7%	26.8%	27.9%	32.9%	30.8%
Satellite Radio System	12.9%	19.0%	20.9%	14.0%	18.1%	18.8%	24.9%

Base: All Adults (n=602) (n=600) (n=600) (n=600) (n=600) (n=497) (n=502)
 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

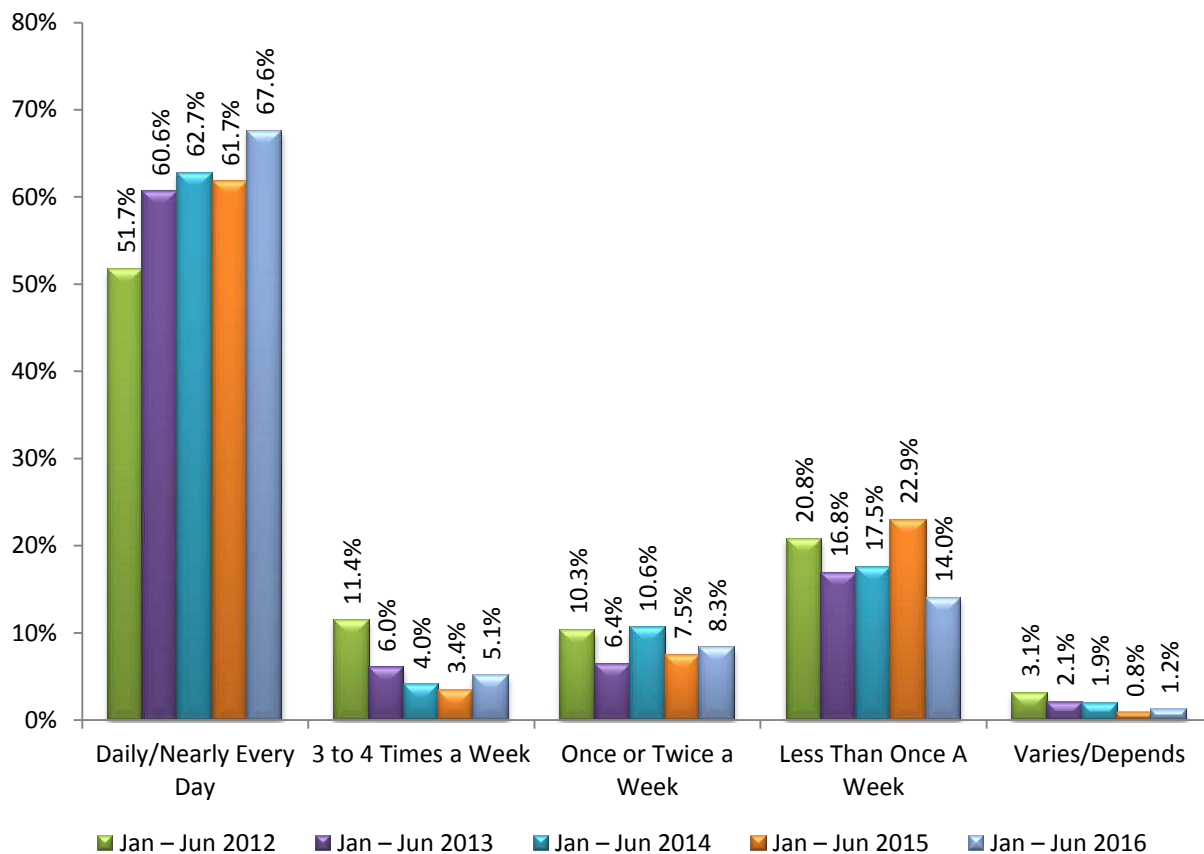
Q: Which of the following do you own?



	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	47.7%	49.5%	58.8%	63.1%	76.7%
Cell Phone Capable of Accessing Internet/Email	39.6%	43.8%	50.3%	55.8%	69.5%
Tablet Device	19.0%	23.8%	33.8%	41.7%	51.7%
Both	11.0%	18.0%	25.3%	34.3%	44.9%
Base: All Adults	(n=600)	(n=600)	(n=600)	(n=497)	(n=502)
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	51.7%	60.6%	62.7%	61.7%	67.6%
3 to 4 Times a Week	11.4%	6.0%	4.0%	3.4%	5.1%
Once or Twice a Week	10.3%	6.4%	10.6%	7.5%	8.3%
Less Than Once A Week	20.8%	16.8%	17.5%	22.9%	14.0%
Varies/Depends	3.1%	2.1%	1.9%	0.8%	1.2%

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

(n=194)

(n=216)

(n=284)

(n=248)

(n=300)

Margin of Error:

+/- 7.0% Points

+/- 6.7% Points

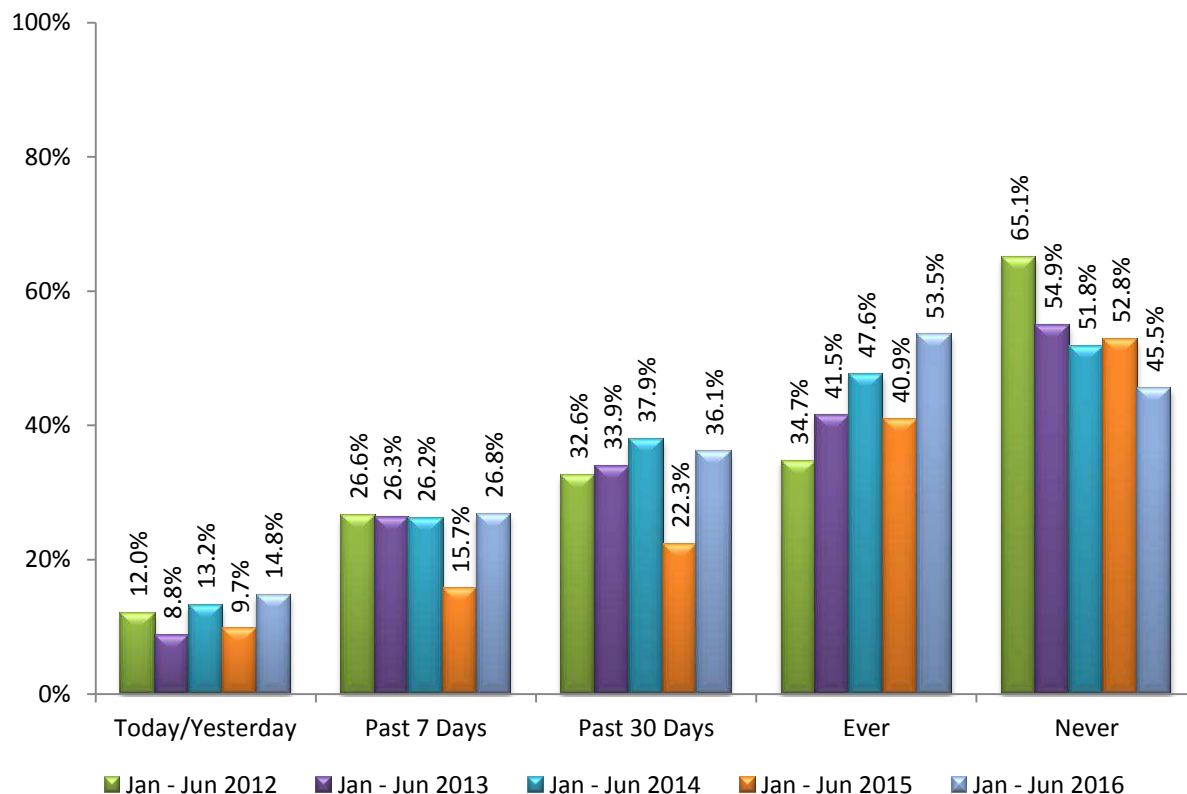
+/-5.8% Points

+/-6.2% Points

+/-5.7% 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 2012	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015	Jan - Jun 2016
Today/Yesterday	12.0%	8.8%	13.2%	9.7%	14.8%
Past 7 Days	26.6%	26.3%	26.2%	15.7%	26.8%
Past 30 Days	32.6%	33.9%	37.9%	22.3%	36.1%
Ever	34.7%	41.5%	47.6%	40.9%	53.5%
Never	65.1%	54.9%	51.8%	52.8%	45.5%

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

(n=194)

(n=216)

(n=284)

(n=248)

(n=300)

Margin of Error:

+/- 7.0% Points

+/- 6.7% Points

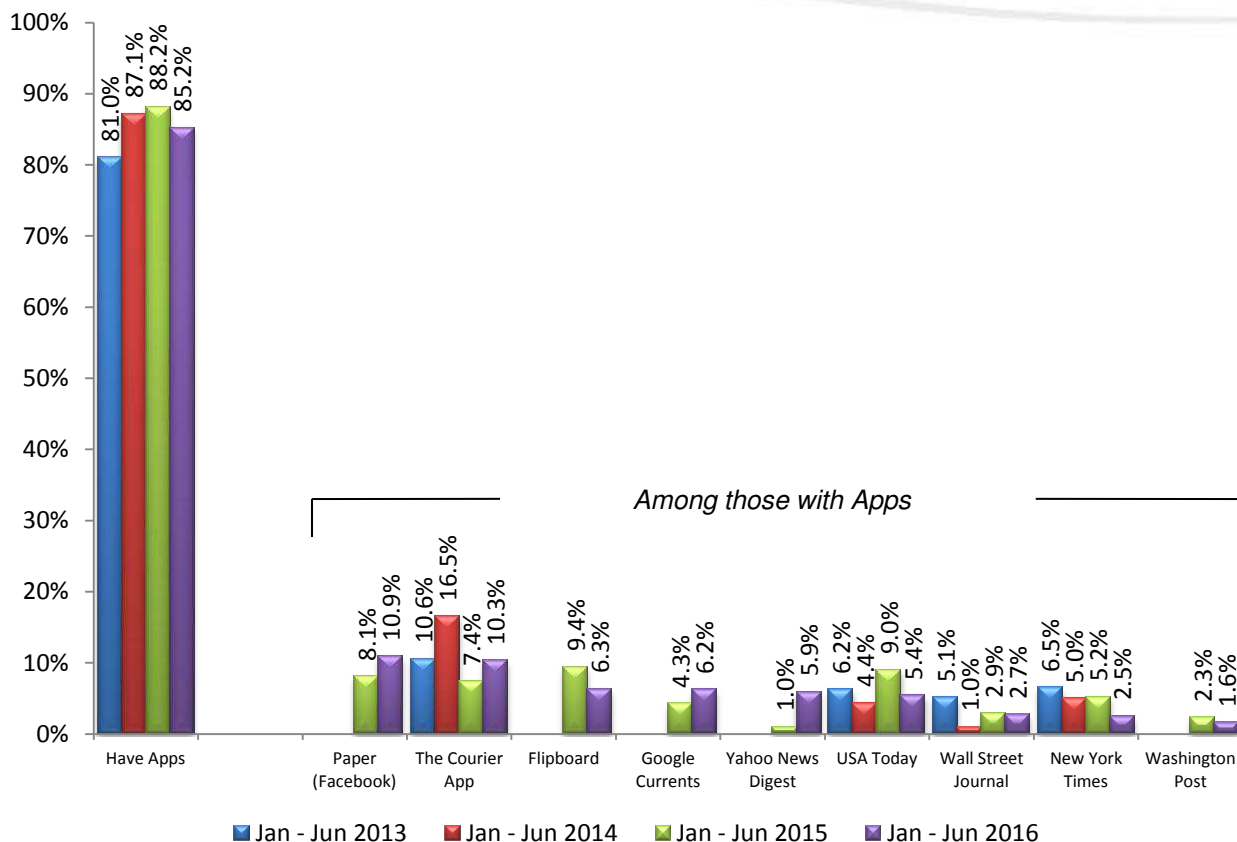
+/- 5.8% Points

+/- 6.2% 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
Have Apps	81.0%	87.1%	88.2%	85.2%
Paper (Facebook)			8.1%	10.9%
The Courier App	10.6%	16.5%	7.4%	10.3%
Flipboard			9.4%	6.3%
Google Comments			4.3%	6.2%
Yahoo News Digest			1.0%	5.9%
USA Today	6.2%	4.4%	9.0%	5.4%
Wall Street Journal	5.1%	1.0%	2.9%	2.7%
New York Times	6.5%	5.0%	5.2%	2.5%
Washington Post			2.3%	1.6%

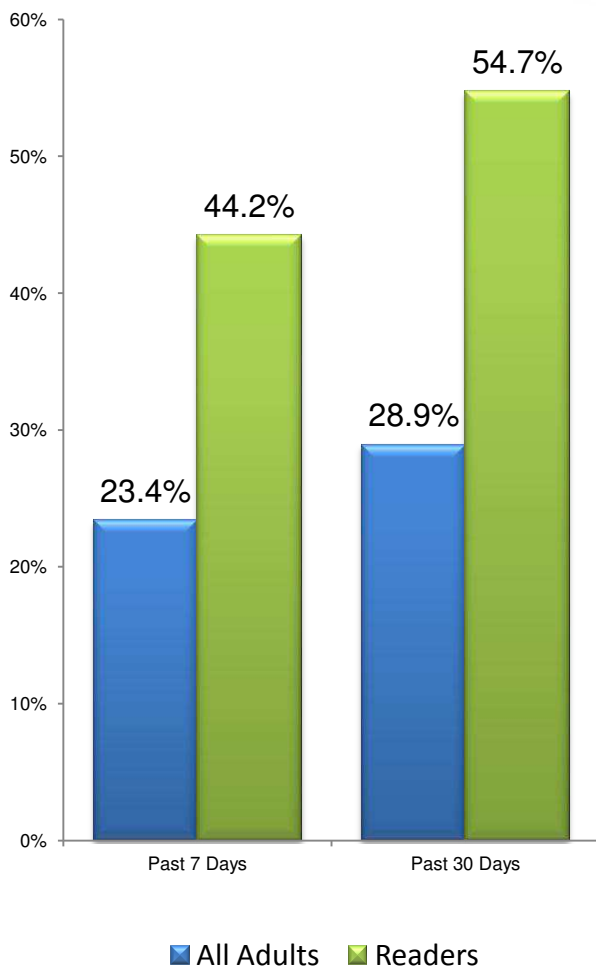
Base: Adults who own a tablet or cell phone capable of accessing the internet/email

(n=158) (n=284) (n=196) (n=300)

Margin of Error: +/- 7.8% Points +/- 5.8% Points +/- 7.0% Points +/- 3.7% Points

Preprint Readership

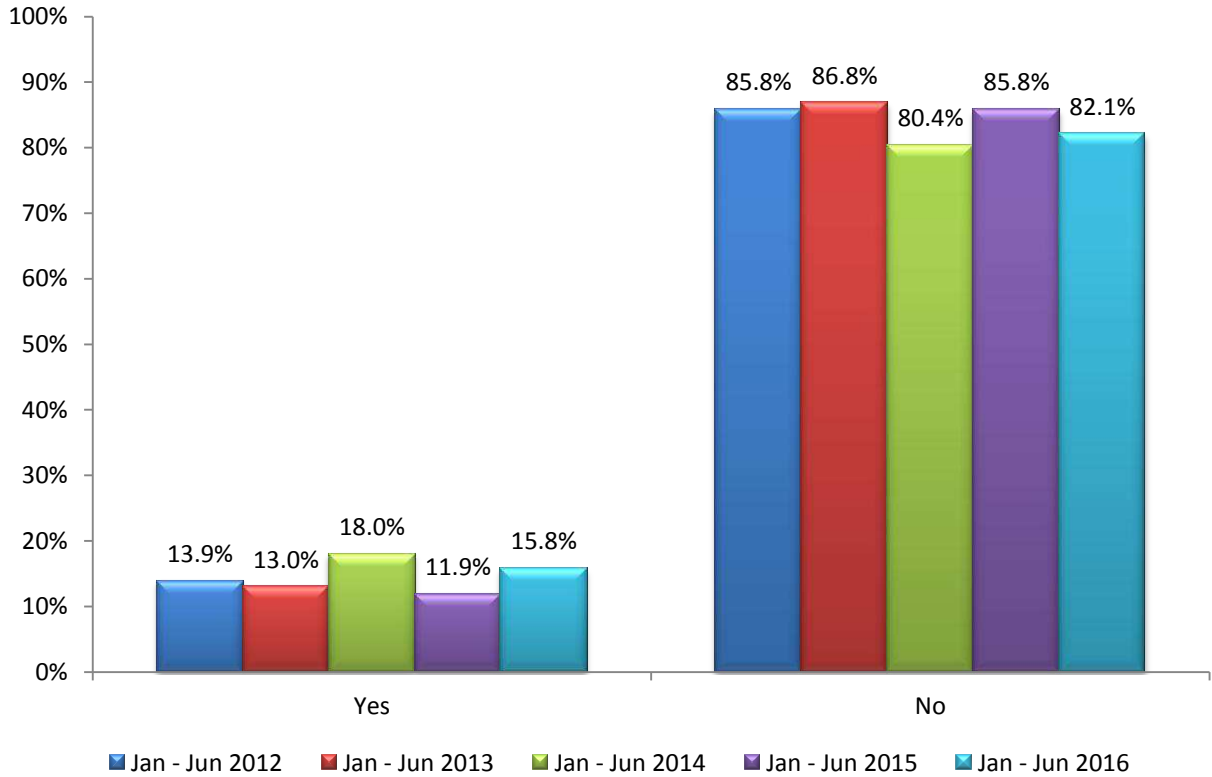
Q: In the past 30 days have you read preprinted advertising in the newspaper? In the past 7 days?



	All Adults							Readers						
	Jan - Jun 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
Past 7 Days	34.4%	33.1%	38.3%	34.2%	28.6%	35.8%	23.4%	49.7%	51.8%	56.0%	51.1%	48.4%	60.8%	44.2%
Past 30 Days	45.3%	43.5%	47.6%	45.5%	39.5%	42.0%	28.9%	65.5%	68.1%	69.7%	68.0%	66.7%	71.3%	54.7%
Base:	(n=602)	(n=600)	(n=600)	(n=600)	(n=600)	(n=497)	(n=502)	(n=437)	(n=427)	(n=438)	(n=430)	(n=440)	(n=356)	(n=336)
Margin of Error:	+/- 4.0% Points	+/- 4.0% Points	+/- 4.0% Points	+/- 4.0% Points	+/- 4.0% Points	+/- 4.4% Points	+/- 4.4% Points	+/- 4.7% Points	+/- 4.7% Points	+/- 4.7% Points	+/- 4.7% Points	+/- 4.7% Points	+/- 5.2% Points	+/- 5.3% Points

Television Service

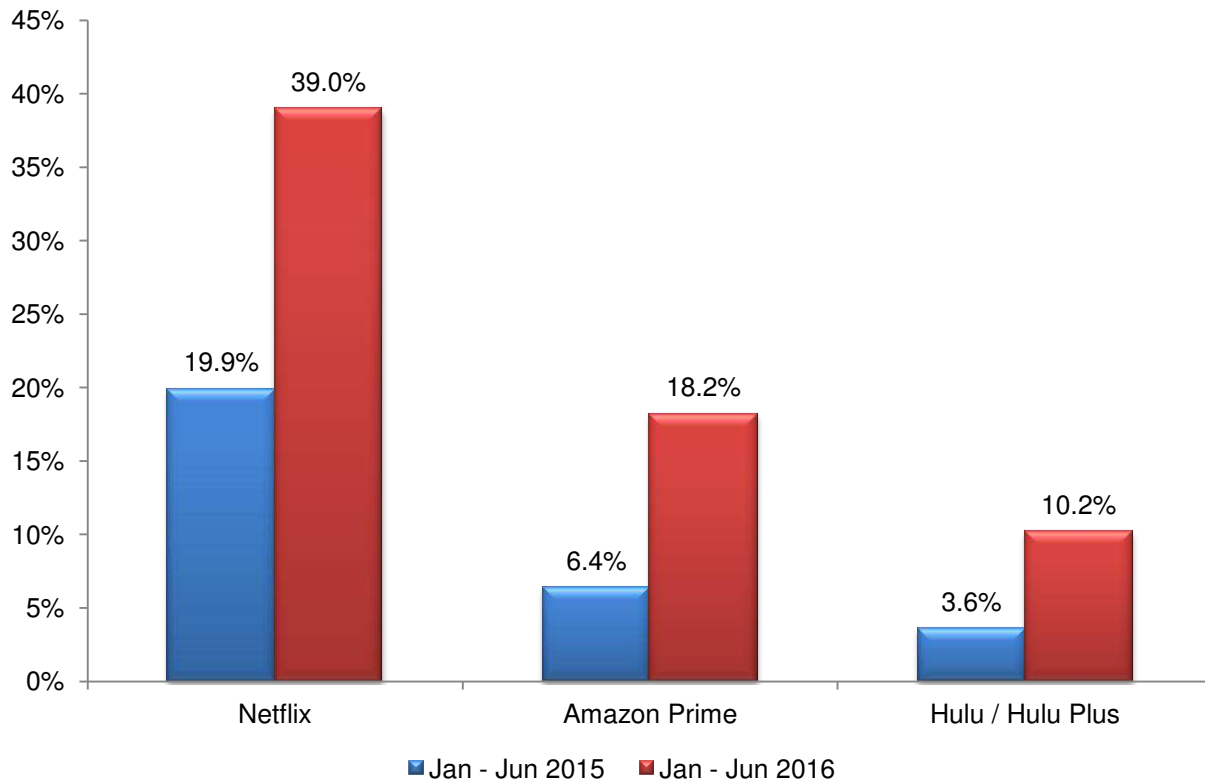
Q: During the past year, have you cancelled or cut back on your cable or satellite TV service?



	Jan – Jun 2012	Jan – Jun 2013	Jan – Jun 2014	Jan – Jun 2015	Jan – Jun 2016
Yes	13.9%	13.0%	18.0%	11.9%	15.8%
No	85.8%	86.8%	80.4%	85.8%	82.1%
Base: All Adults	(n=600)	(n=600)	(n=600)	(n=497)	(n=502)
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	19.9%	39.0%
Amazon Prime	6.4%	18.2%
Hulu / Hulu Plus	3.6%	10.2%
Base: All Adults	(n=497)	(n=502)
Margin of Error:	+/- 4.4% Points	+/- 4.4% Points