

LEE ENTERPRISES AUDIENCE REPORT

JAN 2016 – JUN 2016

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 2016 – June 2016

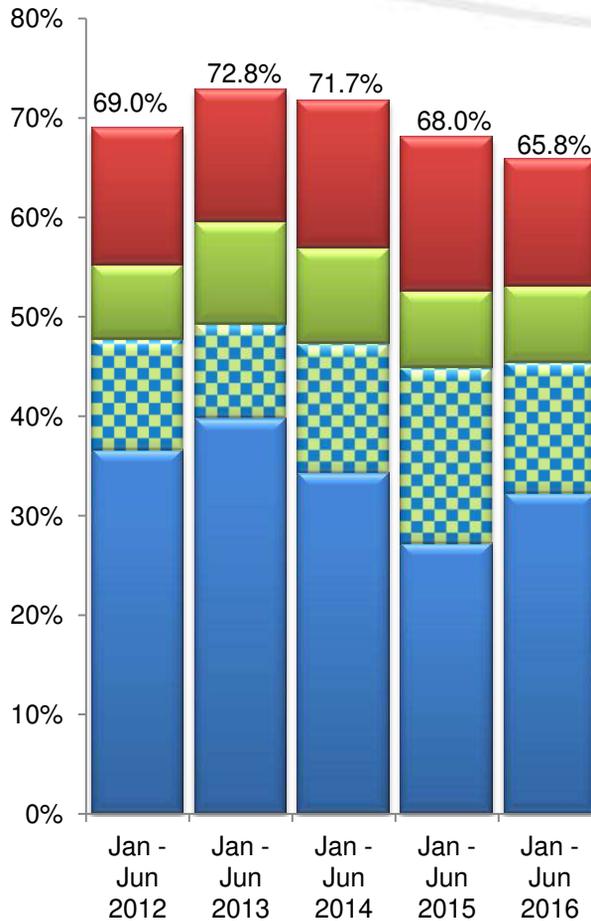
CONDUCTED BY: Thoroughbred Research, Louisville, KY

SAMPLE SIZE: 503 Total Interviews of Adults 18+
409 Landline Interviews and 94 Cell Phone Interviews

MARGIN OF ERROR: Total Sample (n=503) +/- 4.4% Points
Total Internet Sample (n=413) +/- 4.8% 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?



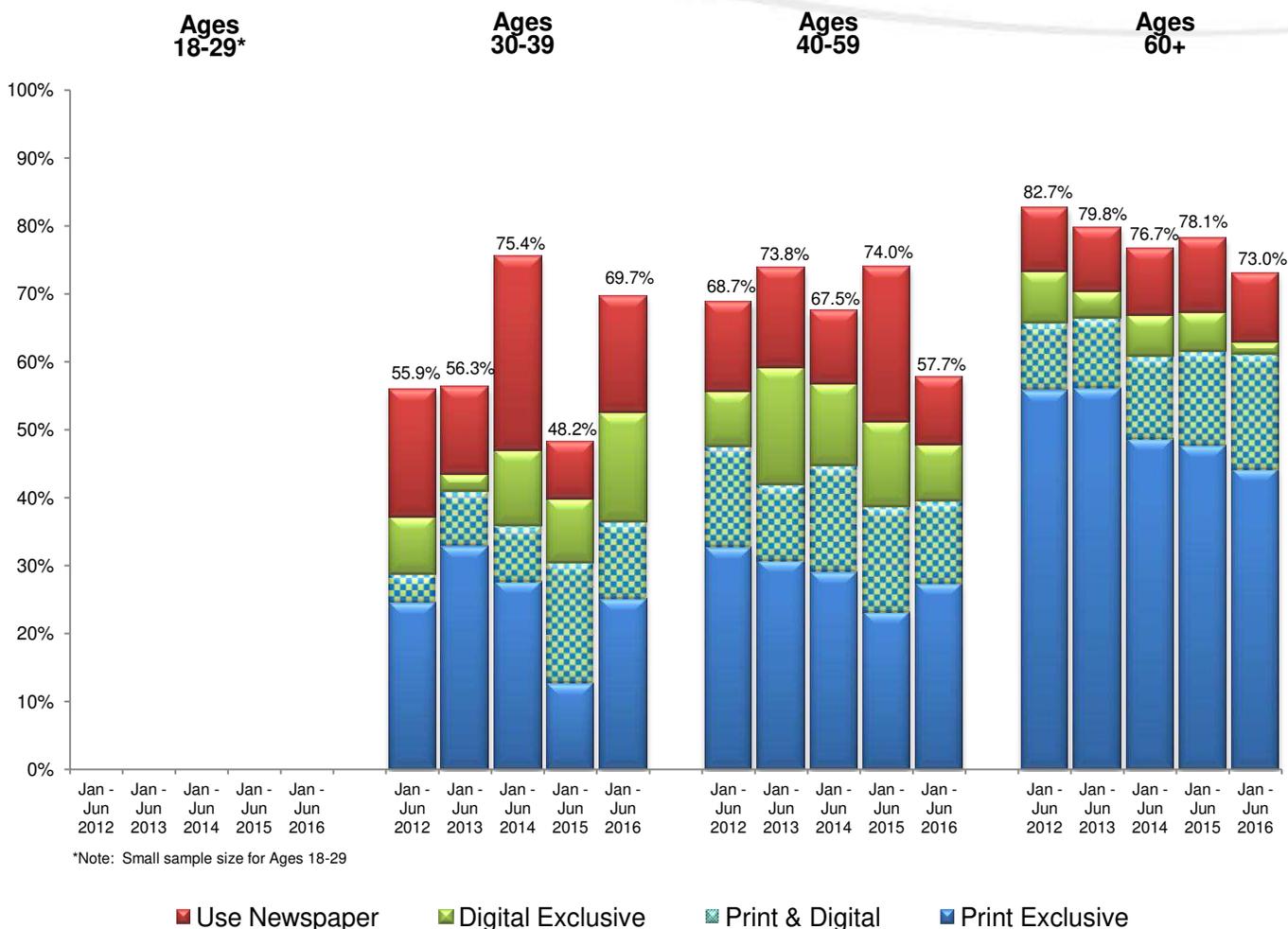
■ Use Newspaper ■ Digital Exclusive ■ Print & Digital ■ Print Exclusive

| | Jan - Jun 2010 | Jan - Jun 2011 | Jan - Jun 2012 | Jan - Jun 2013 | Jan - Jun 2014 | Jan - Jun 2015 | Jan - Jun 2016 |
|--------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
| Print Exclusive | 44.1% | 48.0% | 36.6% | 39.8% | 34.2% | 27.1% | 32.2% |
| Digital Exclusive | 5.9% | 6.2% | 7.5% | 10.3% | 9.6% | 7.8% | 7.7% |
| Print & Digital | 11.3% | 9.3% | 11.1% | 9.4% | 13.1% | 17.7% | 13.2% |
| Use Newspaper | 15.7% | 14.0% | 13.8% | 13.3% | 14.8% | 15.4% | 12.7% |
| Total Reach | 77.0% | 77.5% | 69.0% | 72.8% | 71.7% | 68.0% | 65.8% |

Base: All Adults (n=606) (n=600) (n=601) (n=600) (n=601) (n=503) (n=503)
 Margin of Error: +/- 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 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?



*Note: Small sample size for Ages 18-29

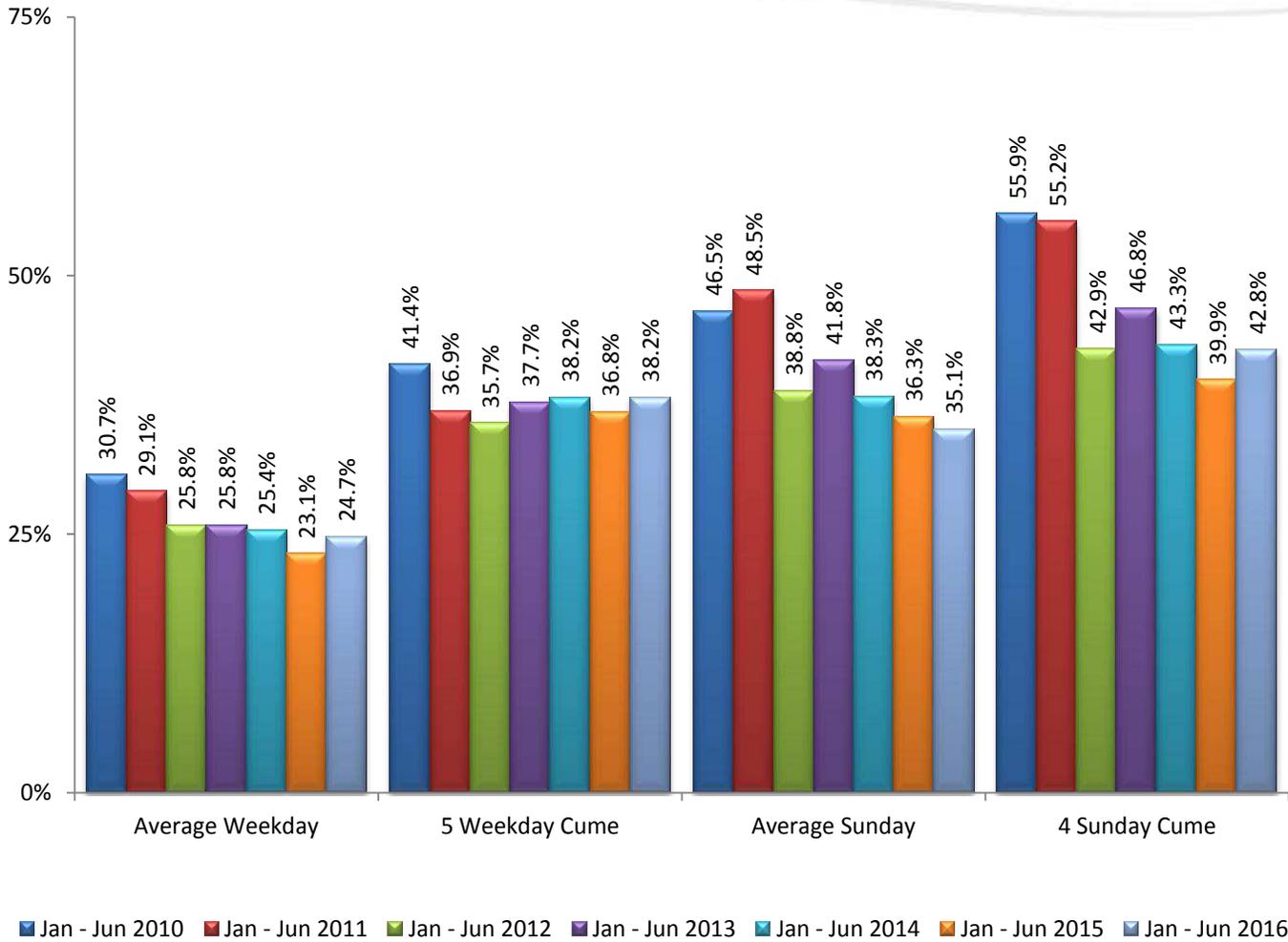
| Past 7 Days | Ages 18-29 | Ages 30-39 | Ages 40-59 | Ages 60+ |
|--------------------|-------------|--------------|--------------|--------------|
| Print Exclusive | | 25.0% | 27.3% | 44.1% |
| Digital Exclusive | Sample Size | 16.1% | 8.3% | 1.7% |
| Print & Digital | Too Small | 11.4% | 12.1% | 17.0% |
| Use Newspaper | | 17.2% | 10.0% | 10.2% |
| Total Reach | | 69.7% | 57.7% | 73.0% |

Base: (n=23) (n=130) (n=324)

Margin of Error: +/- 20.4% Points +/- 8.6% Points +/- 5.4% Points

Average Readership

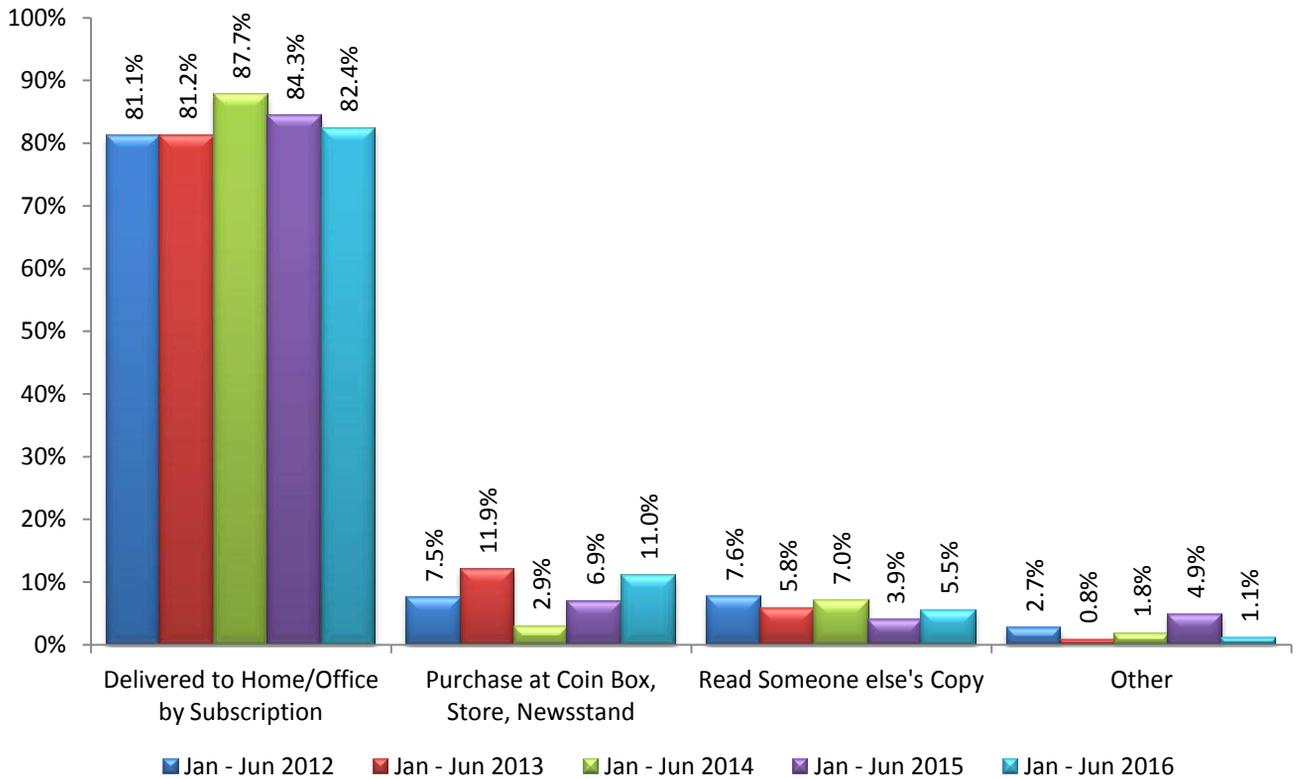
Q: Did you read Arizona Daily Star yesterday?



| | Jan - Jun 2010 | Jan - Jun 2011 | Jan - Jun 2012 | Jan - Jun 2013 | Jan - Jun 2014 | Jan - Jun 2015 | Jan - Jun 2016 |
|------------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| Average Weekday | 30.7% | 29.1% | 25.8% | 25.8% | 25.4% | 23.1% | 24.7% |
| 5 Weekday Cume | 41.4% | 36.9% | 35.7% | 37.7% | 38.2% | 36.8% | 38.2% |
| Average Sunday | 46.5% | 48.5% | 38.8% | 41.8% | 38.3% | 36.3% | 35.1% |
| 4 Sunday Cume | 55.9% | 55.2% | 42.9% | 46.8% | 43.3% | 39.9% | 42.8% |
| Base: All Adults | (n=606) | (n=600) | (n=601) | (n=600) | (n=601) | (n=503) | (n=503) |
| Margin of Error: | +/- 4.0% Points | +/- 4.4% Points | +/- 4.4% Points |

Source of Weekday Newspaper

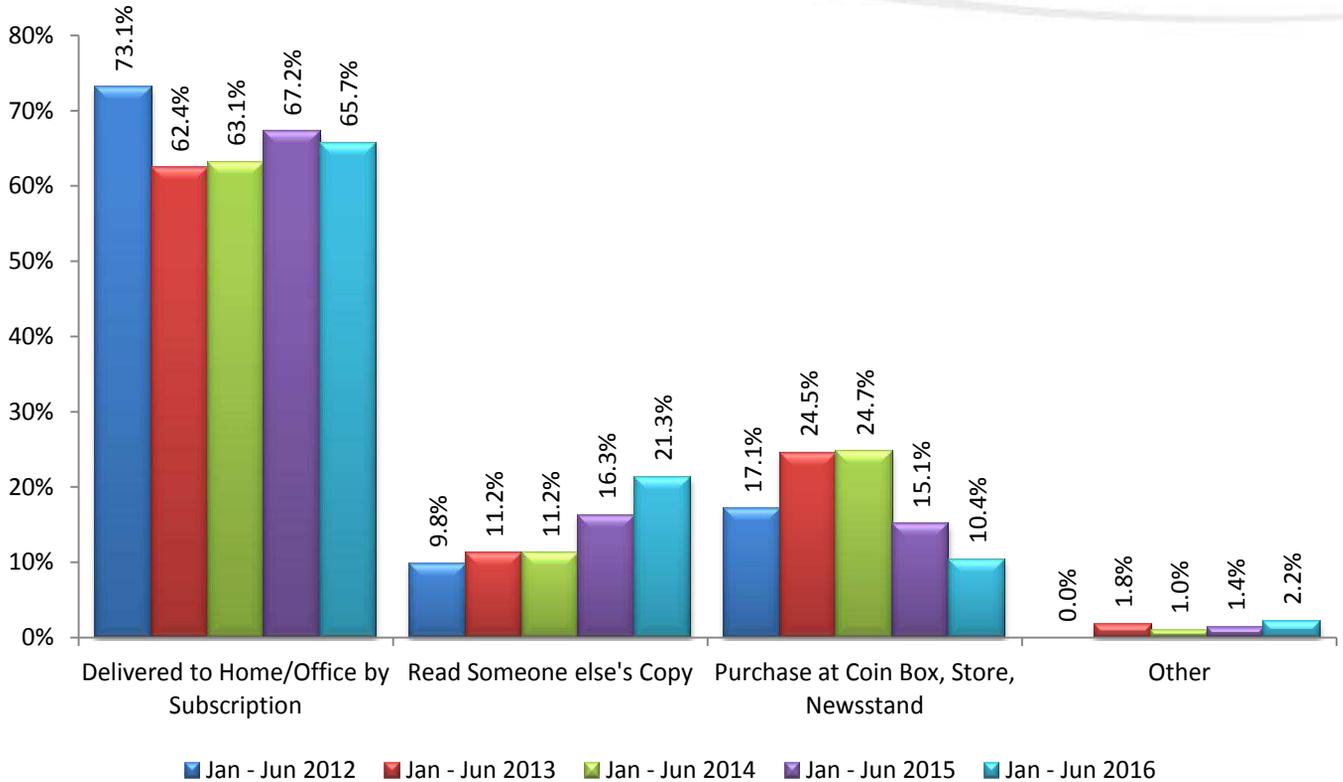
Q: Where do you usually get your copy of the daily, Monday through Friday, newspaper?



| | Jan - Jun 2012 | Jan - Jun 2013 | Jan - Jun 2014 | Jan - Jun 2015 | Jan - Jun 2016 |
|--|-----------------|-----------------|-----------------|-----------------|-----------------|
| It is delivered to you home or office by subscription | 81.1% | 81.2% | 87.7% | 84.3% | 82.4% |
| Purchase at coin box, store, or newsstand | 7.5% | 11.9% | 2.9% | 6.9% | 11.0% |
| Read someone else's copy | 7.6% | 5.8% | 7.0% | 3.9% | 5.5% |
| Other | 2.7% | 0.8% | 1.8% | 4.9% | 1.1% |
| Base: Respondents who read the printed version yesterday or were not sure. | (n= 225) | (n= 235) | (n= 226) | (n=194) | (n=171) |
| Margin of Error: | +/- 6.5% Points | +/- 6.4% Points | +/- 6.5% Points | +/- 7.0% Points | +/- 7.5% 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 |
|---|----------------|----------------|----------------|----------------|----------------|
| It is delivered to you home or office by subscription | 73.1% | 62.4% | 63.1% | 67.2% | 65.7% |
| Read someone else's copy | 9.8% | 11.2% | 11.2% | 16.3% | 21.3% |
| Purchase at coin box, store, or newsstand | 17.1% | 24.5% | 24.7% | 15.1% | 10.4% |
| Other | 0.0% | 1.8% | 1.0% | 1.4% | 2.2% |

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

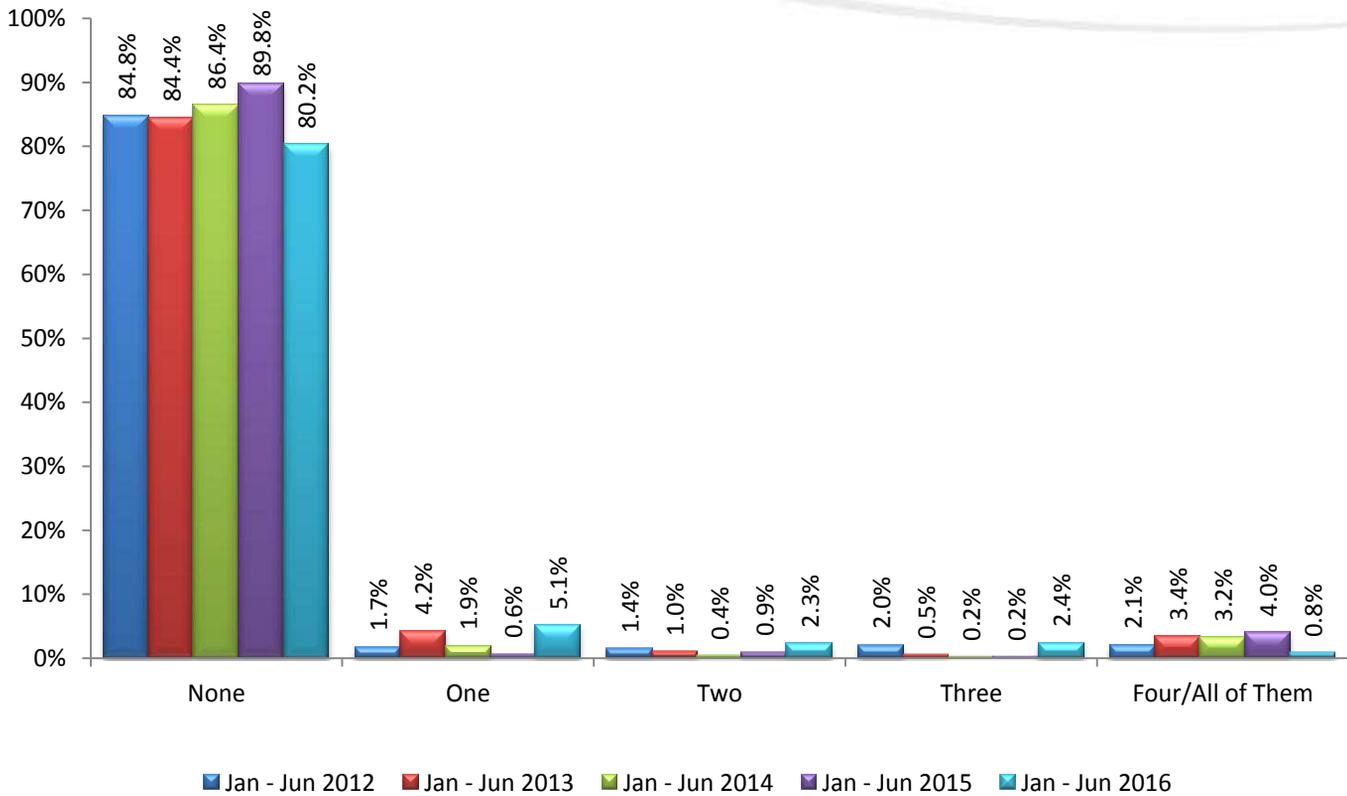
(n= 326) (n= 333) (n= 319) (n=277) (n=258)

Margin of Error:

+/- 5.4% Point +/- 5.4% Point +/- 5.5% Point +/- 5.9% Points +/- 6.1% Points

La Estrella

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

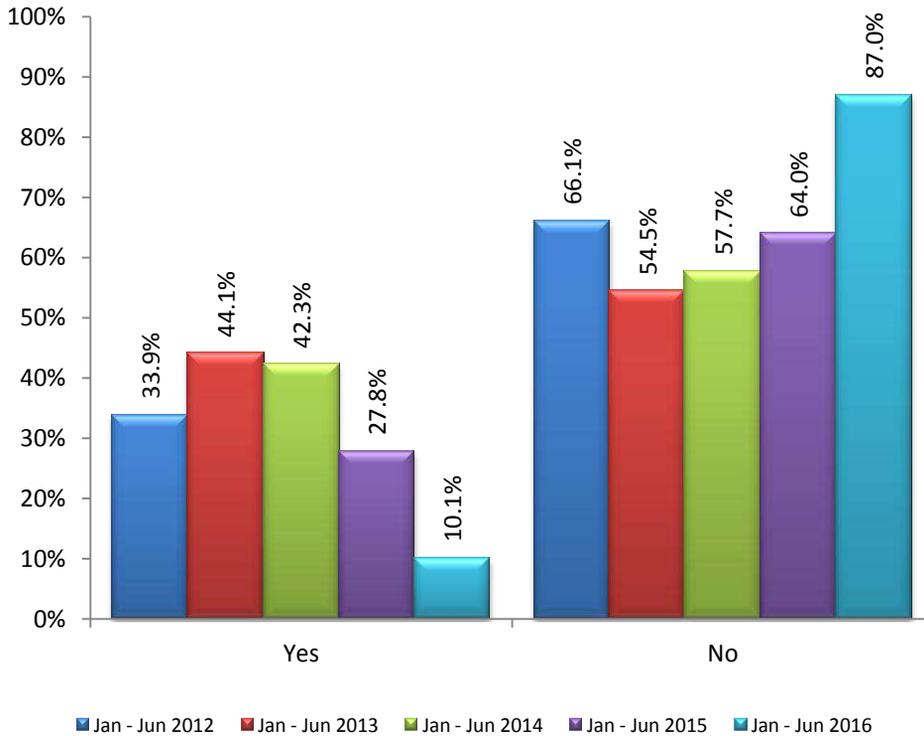


| | Jan – Jun 2012 | Jan – Jun 2013 | Jan – Jun 2014 | Jan – Jun 2015 | Jan – Jun 2016 |
|------------------|----------------|----------------|----------------|----------------|----------------|
| None | 84.8% | 84.4% | 86.4% | 89.8% | 80.8% |
| One | 1.7% | 4.2% | 1.9% | 0.6% | 5.1% |
| Two | 1.4% | 1.0% | 0.4% | 0.9% | 2.3% |
| Three | 2.0% | 0.5% | 0.2% | 0.2% | 2.4% |
| Four/All of Them | 2.1% | 3.4% | 3.2% | 4.0% | 0.8% |

Base: All Adults in La Estrella Distribution Area (n= 301) (n= 300) (n= 300) (n= 250) (n= 250)
 Margin of Error: +/- 5.7% Points +/- 5.7% Points +/- 5.7% Points +/- 5.7% Points +/- 5.7% Points

La Estrella

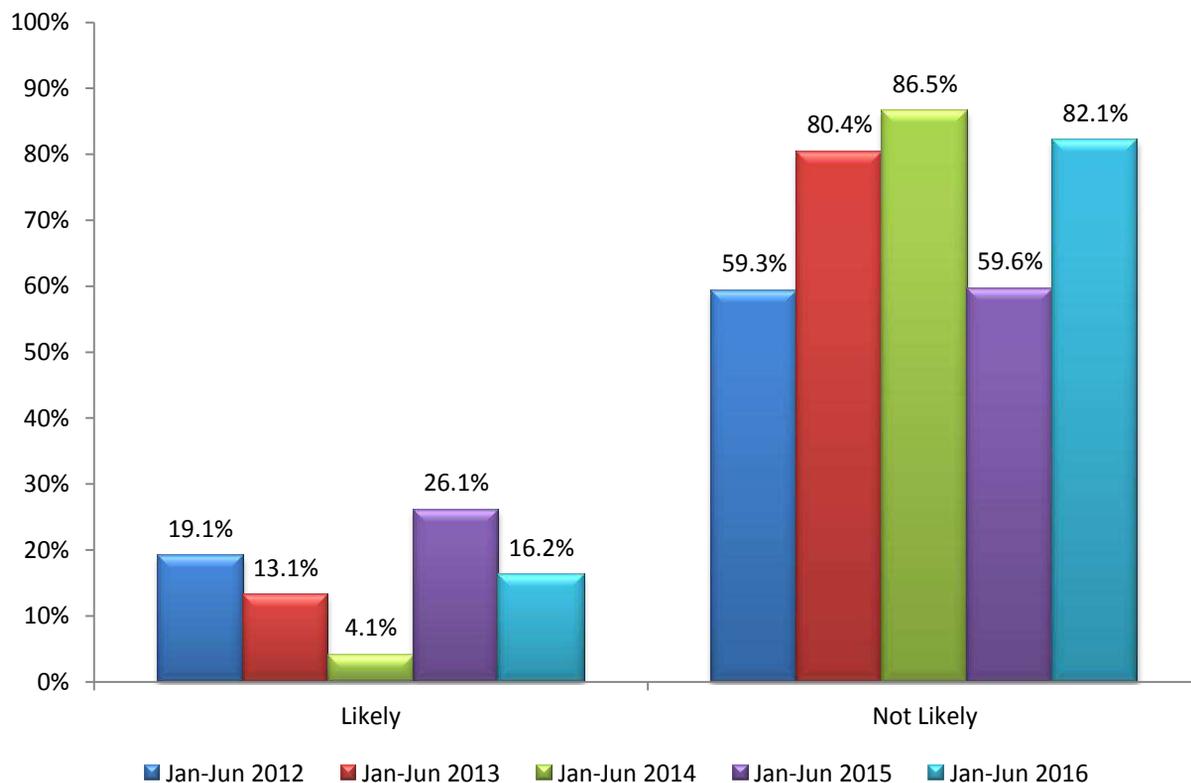
Q: Did you happen to read or look into last week's copy of La Estrella?
 (Of those who read at least once in the past four weeks)



| | Jan - Jun 2012 | Jan - Jun 2013 | Jan - Jun 2014 | Jan - Jun 2015 | Jan - Jun 2016 |
|---|----------------|----------------|----------------|----------------|----------------|
| Yes | 33.9% | 44.1% | 42.3% | 27.8% | 10.1% |
| No | 66.1% | 54.5% | 57.7% | 64.0% | 87.0% |
| Don't Know | 0.0% | 1.4% | 0.0% | 7.5% | 2.9% |
| Base: Adults who have read at least one copy of La Estrella in the past four weeks. | (n=21) | (n=20) | (n=25) | (n=28) | (n=26) |
| Margin of Error: | +/-21.3% | +/-21.9% | +/-19.6% | +/-19.6% | +/-19.2% |

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 2012 | Jan-Jun 2013 | Jan-Jun 2014 | Jan-Jun 2015 | Jan-Jun 2015 |
|--|-----------------|-----------------|-----------------|-----------------|-----------------|
| Likely | 19.1% | 13.1% | 4.1% | 26.1% | 16.2% |
| Not Likely | 59.3% | 80.4% | 86.5% | 59.6% | 82.1% |
| Base: Adults who read both in print and online | (n=62) | (n=53) | (n=68) | (n=67) | (n=70) |
| Margin of Error: | +/-12.4% Points | +/-13.5% Points | +/-11.9% Points | +/-13.0% Points | +/-11.7% 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 2016 | Market | Print Exclusive | Digital Exclusive | Print & Digital | Use Newspaper | None |
|--|-----------------|-----------------|-------------------|------------------|------------------|-----------------|
| Male | 48.8% | 45.9% | 39.6% | 57.0% | 38.3% | 54.4% |
| Female | 51.2% | 54.1% | 60.4% | 43.0% | 61.7% | 45.6% |
| Age 18-29 | 14.4% | 11.1% | 20.2% | 9.5% | 21.3% | 15.7% |
| Age 30-39 | 16.3% | 12.7% | 33.9% | 14.2% | 22.6% | 14.3% |
| Age 40-59 | 35.8% | 30.4% | 38.6% | 33.0% | 28.7% | 43.9% |
| Age 60+ | 33.4% | 45.8% | 7.3% | 43.3% | 27.4% | 26.1% |
| <i>Median Age</i> | <i>50.8</i> | <i>57.2</i> | <i>38.8</i> | <i>55.9</i> | <i>44.2</i> | <i>49.1</i> |
| Children Under 18 at home | 25.0% | 16.6% | 50.3% | 30.2% | 27.4% | 24.2% |
| Lived In Area Less Than Five Years | 15.9% | 11.5% | 24.3% | 7.0% | 27.8% | 17.2% |
| 6 - 10 Years | 15.0% | 13.4% | 20.2% | 7.4% | 5.3% | 21.8% |
| 11 - 14 Years | 10.8% | 9.5% | 13.1% | 17.0% | 13.9% | 7.9% |
| 15 - 20 Years | 14.1% | 13.3% | 21.8% | 5.9% | 16.8% | 15.3% |
| 21 Years + | 44.2% | 52.3% | 20.6% | 62.7% | 36.1% | 37.8% |
| <i>Median Length of Residence</i> | <i>18.5</i> | <i>21.9</i> | <i>12.6</i> | <i>25.0</i> | <i>16.1</i> | <i>16.2</i> |
| Less than \$35K Household Income | 36.5% | 35.3% | 51.9% | 20.7% | 49.9% | 35.2% |
| \$35K - \$50K | 12.6% | 14.6% | 2.1% | 9.0% | 17.6% | 12.5% |
| \$50K - \$75K | 16.8% | 22.9% | 23.5% | 9.1% | 14.5% | 13.6% |
| \$75K+ | 34.1% | 27.2% | 22.4% | 61.2% | 18.0% | 38.6% |
| <i>Median Household Income (\$000)</i> | <i>\$51.3</i> | <i>\$50.1</i> | <i>\$33.7</i> | <i>\$79.6</i> | <i>\$35.1</i> | <i>\$54.2</i> |
| High School Grad or Less | 23.0% | 19.6% | 2.5% | 16.0% | 36.9% | 28.9% |
| Some College | 34.1% | 43.0% | 46.1% | 15.6% | 30.5% | 31.4% |
| 4 Year College or More | 20.6% | 20.2% | 13.2% | 22.2% | 12.9% | 24.6% |
| Graduate Degree | 22.3% | 17.2% | 38.3% | 46.2% | 19.7% | 15.1% |
| Base: All Adults | (n=503) | (n=194) | (n=23) | (n=74) | (n=59) | (n=153) |
| Margin of Error: | +/- 4.4% Points | +/- 7.0% Points | +/- 20.4% Points | +/- 11.7% Points | +/- 12.8% Points | +/- 7.9% Points |

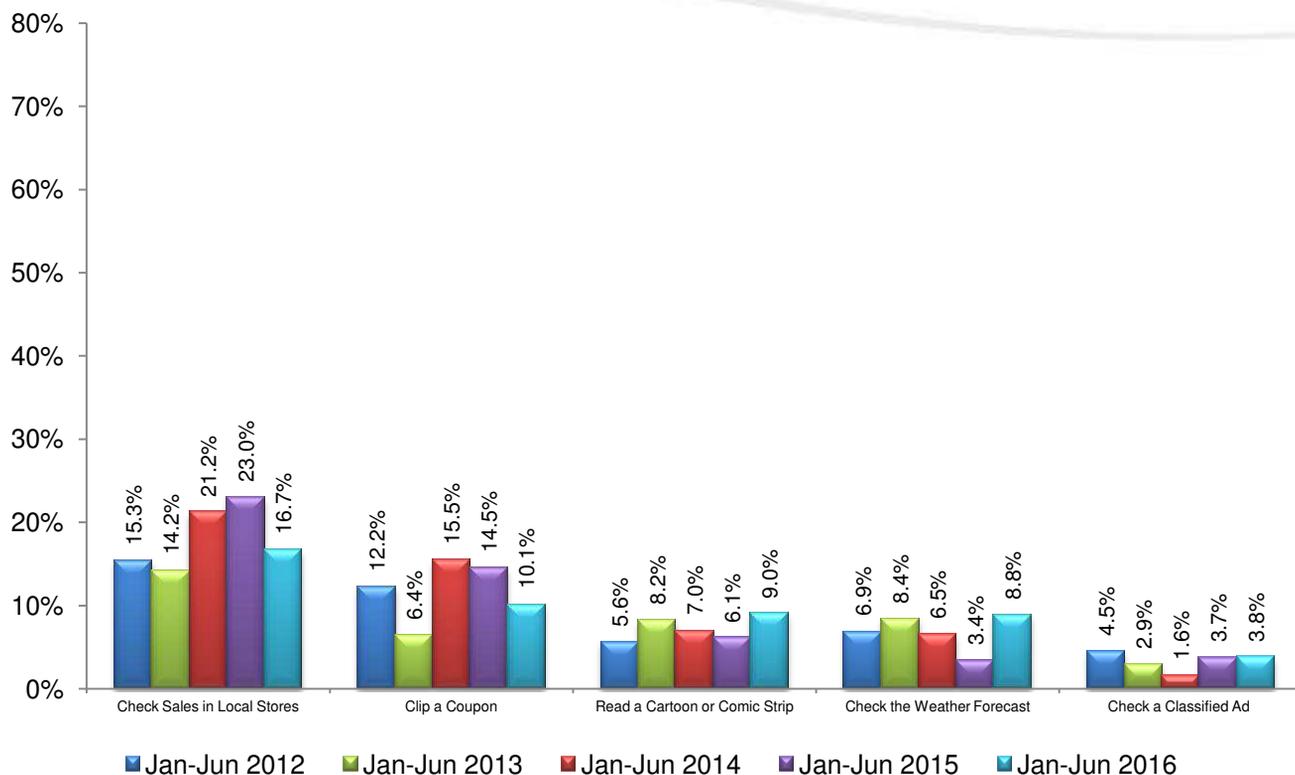
Print + Digital Demographics

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

| Jan – Jun 2016 | Market | Print Readers | Digital Readers | None |
|--|-----------------|----------------------|------------------------|-----------------|
| Male | 48.8% | 49.1% | 50.6% | 50.1% |
| Female | 51.2% | 50.9% | 49.4% | 49.9% |
| Age 18-29 | 14.4% | 10.6% | 13.5% | 17.2% |
| Age 30-39 | 16.3% | 13.1% | 21.5% | 16.5% |
| Age 40-59 | 35.8% | 31.2% | 35.1% | 39.9% |
| Age 60+ | 33.4% | 45.0% | 29.9% | 26.4% |
| <i>Median Age</i> | <i>50.8</i> | <i>56.8</i> | <i>48.5</i> | <i>48.2</i> |
| Children Under 18 at home | 25.0% | 20.7% | 37.6% | 25.1% |
| Lived In Area Less Than Five Years | 15.9% | 10.2% | 13.4% | 20.1% |
| 6 - 10 Years | 15.0% | 11.6% | 12.1% | 17.3% |
| 11 - 14 Years | 10.8% | 11.7% | 15.6% | 9.5% |
| 15 - 20 Years | 14.1% | 11.1% | 11.8% | 15.7% |
| 21 Years + | 44.2% | 55.3% | 47.2% | 37.3% |
| <i>Median Length of Residence</i> | <i>18.5</i> | <i>22.9</i> | <i>19.5</i> | <i>16.2</i> |
| Less than \$35K Household Income | 36.5% | 31.0% | 32.0% | 39.3% |
| \$35K - \$50K | 12.6% | 13.0% | 6.5% | 13.9% |
| \$50K - \$75K | 16.8% | 18.8% | 14.3% | 13.9% |
| \$75K+ | 34.1% | 37.3% | 47.2% | 32.9% |
| <i>Median Household Income (\$000)</i> | <i>\$51.3</i> | <i>\$55.3</i> | <i>\$70.1</i> | <i>\$46.5</i> |
| High School Grad or Less | 23.0% | 18.6% | 11.1% | 30.9% |
| Some College | 34.1% | 35.0% | 26.8% | 31.2% |
| 4 Year College or More | 20.6% | 20.8% | 18.9% | 21.6% |
| Graduate Degree | 22.3% | 25.6% | 43.3% | 16.2% |
| Base: All Adults | (n=503) | (n=268) | (n=93) | (n=212) |
| Margin of Error: | +/- 4.4% Points | +/- 6.0% Points | +/- 10.0% Points | +/- 6.2% 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 | 15.3% | 14.2% | 21.2% | 23.0% | 16.7% |
| Clip a Coupon | 12.2% | 6.4% | 15.5% | 14.5% | 10.1% |
| Read a Cartoon or Comic Strip | 5.6% | 8.2% | 7.0% | 6.1% | 9.0% |
| Check the Weather Forecast | 6.9% | 8.4% | 6.5% | 3.4% | 8.8% |
| Check a Classified Ad | 4.5% | 2.9% | 1.6% | 3.7% | 3.8% |

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

Margin of Error:

(n=204)

+/- 6.9% Points

(n=207)

+/- 6.8% Points

(n=221)

+/- 6.6% Points

(n=186)

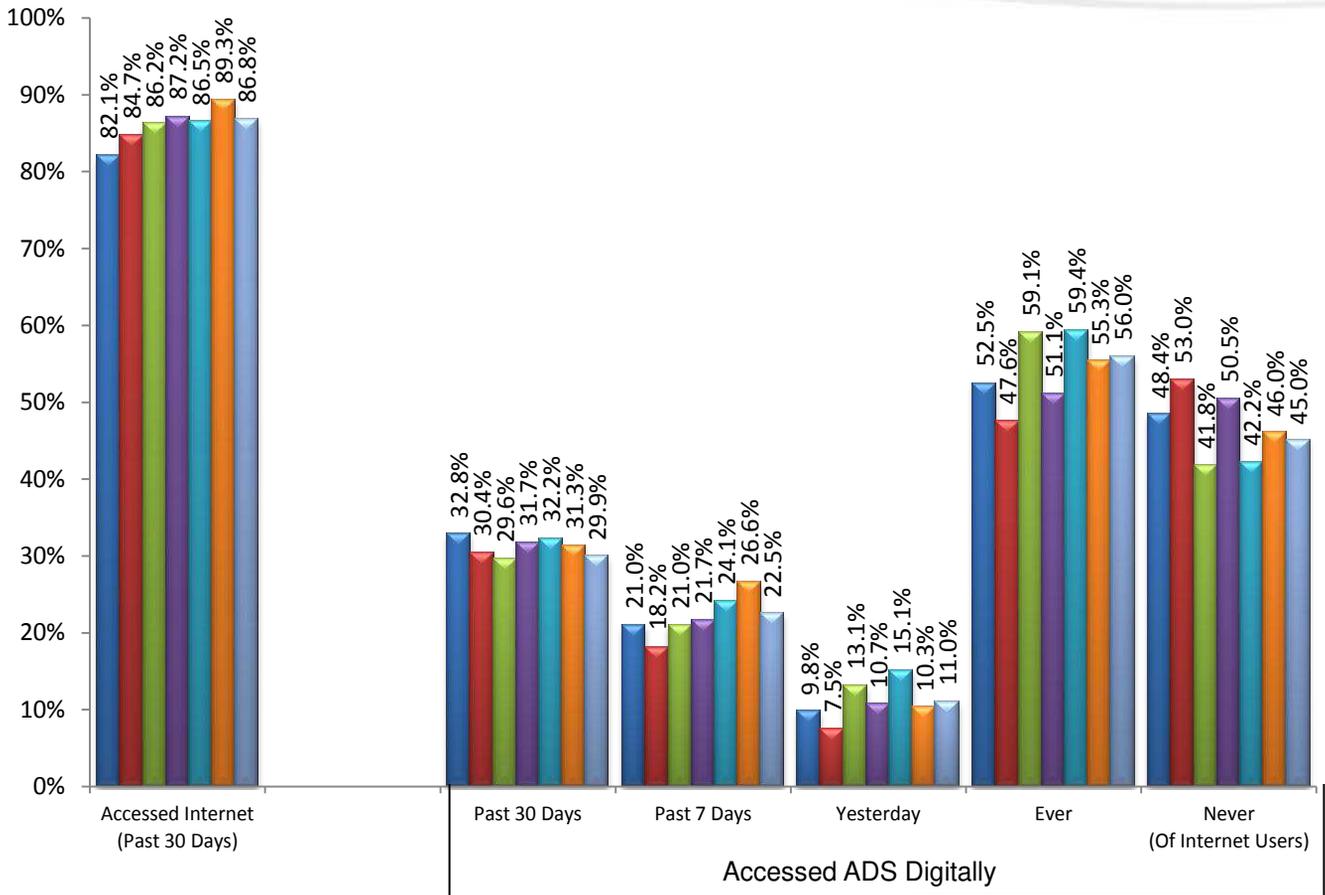
+/- 7.1% Points

(n=212)

+/- 6.7% 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 2010 ■ Jan - Jun 2011 ■ Jan - Jun 2012 ■ Jan - Jun 2013 ■ Jan - Jun 2014 ■ Jan - Jun 2015 ■ Jan - Jun 2016

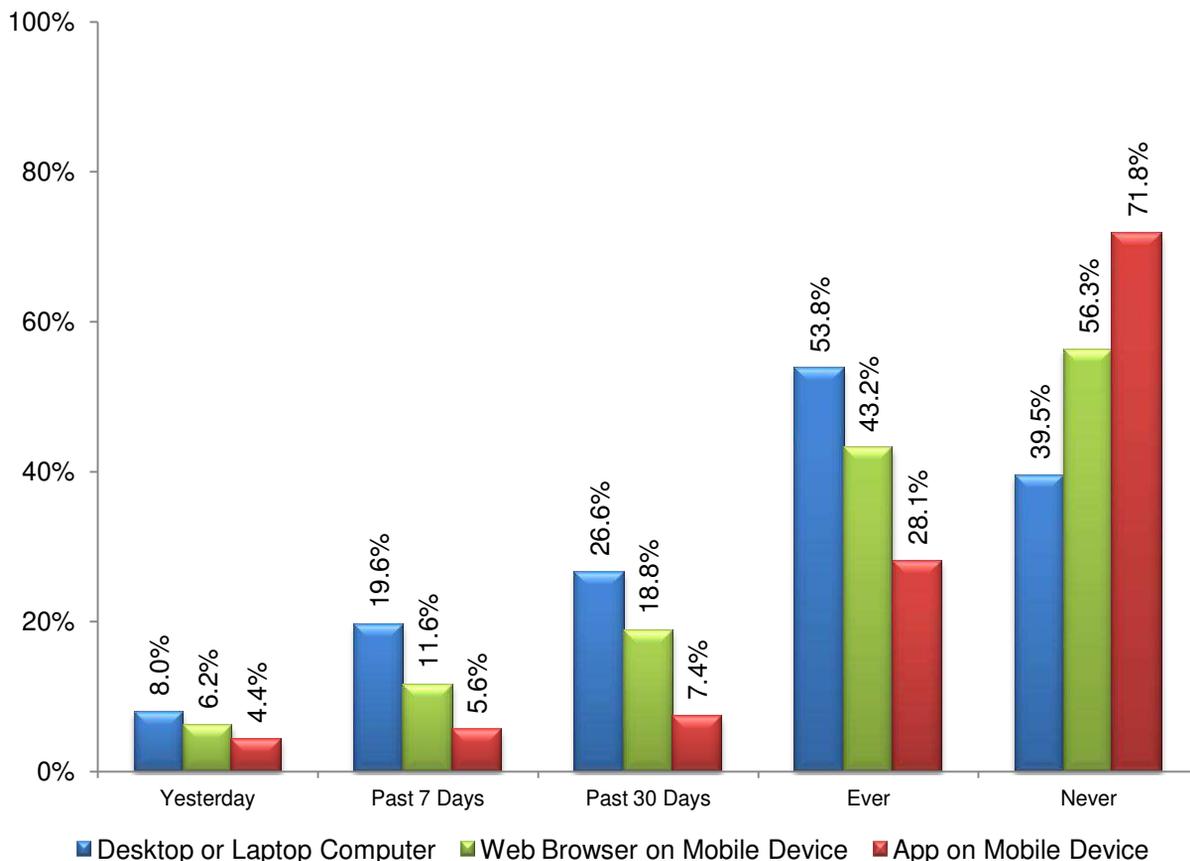
| | Jan - Jun 2010 | Jan - Jun 2011 | Jan - Jun 2012 | Jan - Jun 2013 | Jan - Jun 2014 | Jan - Jun 2015 | Jan - Jun 2016 |
|---|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
| Accessed Internet (Past 30 Days) | 82.1% | 84.7% | 86.2% | 87.2% | 86.5% | 89.3% | 86.8% |
| Accessed ADS Digitally Past 30 Days | 32.8% | 30.4% | 29.6% | 31.7% | 32.2% | 31.3% | 29.9% |
| Accessed ADS Digitally Past 7 Days | 21.0% | 18.2% | 21.0% | 21.7% | 24.1% | 26.6% | 22.5% |
| Accessed ADS Digitally Yesterday | 9.8% | 7.5% | 13.1% | 10.7% | 15.1% | 10.3% | 11.0% |
| Accessed ADS Digitally Ever | 52.5% | 47.6% | 59.1% | 51.1% | 59.4% | 55.3% | 56.0% |
| Never Accessed ADS Digitally (Internet Users) | 48.4% | 53.0% | 41.8% | 50.5% | 42.2% | 46.0% | 45.0% |

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

Margin of error: (n=465) +/- 4.5% Points (n=467) +/- 4.5% Points (n=463) +/- 4.6% Points (n=468) +/- 4.5% Points (n=475) +/- 4.5% Points (n=408) +/- 4.9% Points (n=413) +/- 4.8% Points

Accessing Arizona Daily Star Digitally

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

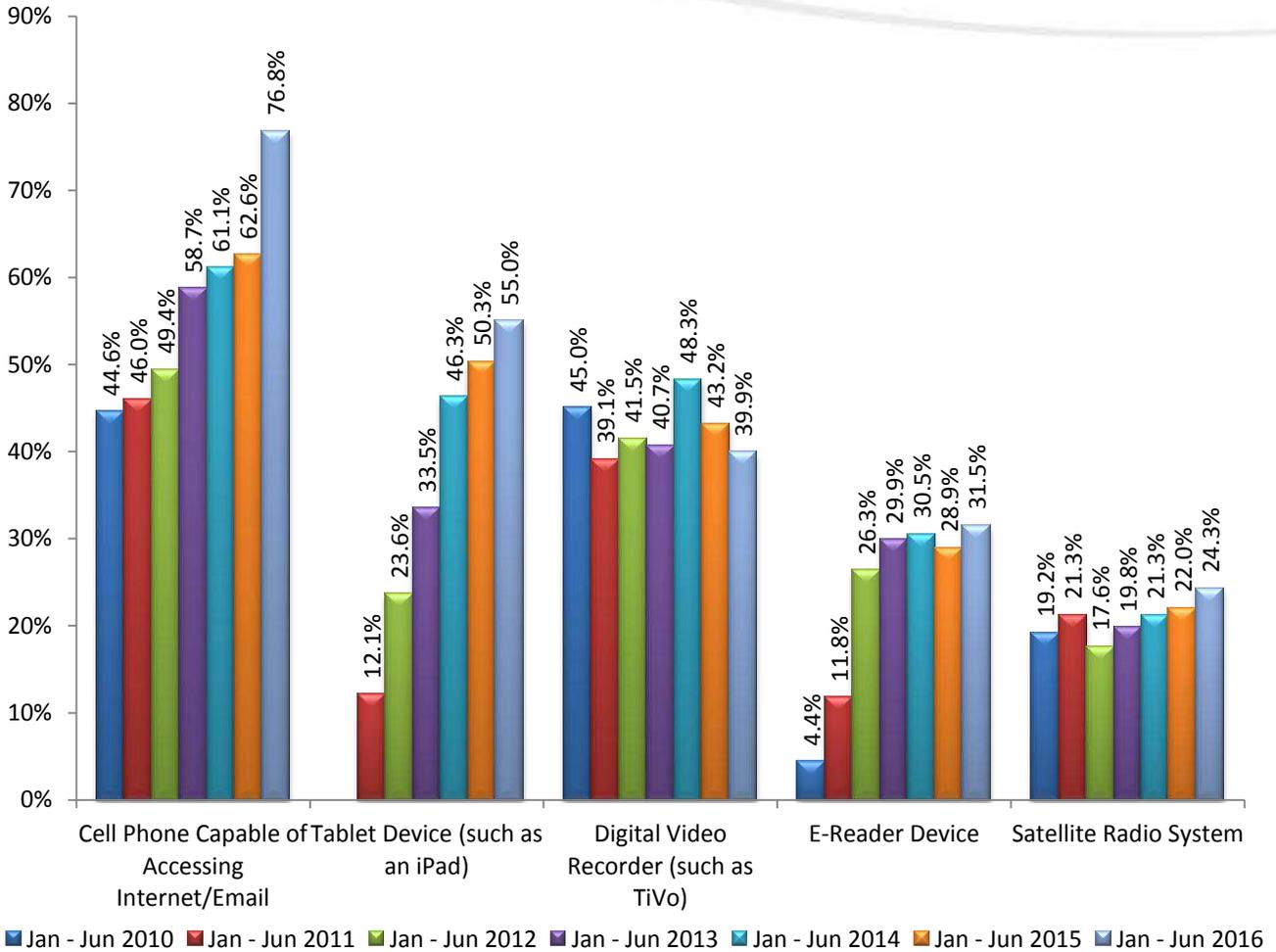


| | Desktop or Laptop Computer | Web Browser on Mobile Device | App on Mobile Device |
|--------------|----------------------------|------------------------------|----------------------|
| Yesterday | 8.0% | 6.2% | 4.4% |
| Past 7 Days | 19.6% | 11.6% | 5.6% |
| Past 30 Days | 26.6% | 18.8% | 7.4% |
| Ever | 53.8% | 43.2% | 28.1% |
| Never | 39.5% | 56.3% | 71.8% |

Base: Adults who accessed the internet in past 30 days (n=401) (n=401) (n=401)
 Margin of Error: +/-4.9% Points +/-4.9% Points +/-4.9% Points

Technology Device Ownership

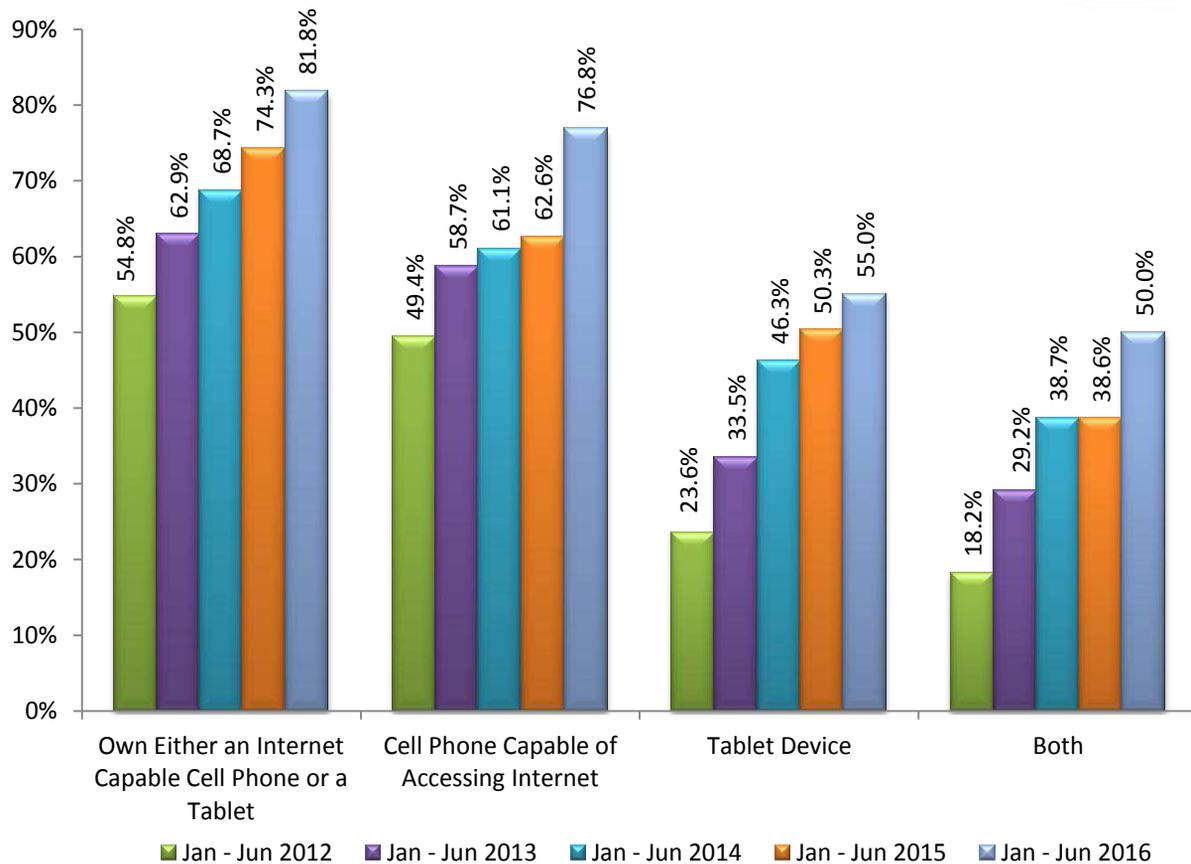
Q: Which of the following do you own?



| | Jan - Jun 2010 | Jan - Jun 2011 | Jan - Jun 2012 | Jan - Jun 2013 | Jan - Jun 2014 | Jan - Jun 2015 | Jan - Jun 2016 |
|--|----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| Cell Phone Capable of Accessing Internet/Email | 44.6% | 46.0% | 49.4% | 58.7% | 61.1% | 62.6% | 76.8% |
| Tablet Device (such as an iPad) | - | 12.1% | 23.6% | 33.5% | 46.3% | 50.3% | 55.0% |
| Digital Video Recorder (such as TiVo) | 45.0% | 39.1% | 41.5% | 40.7% | 48.3% | 43.2% | 39.9% |
| E-Reader Device | 4.4% | 11.8% | 26.3% | 29.9% | 30.5% | 28.9% | 31.5% |
| Satellite Radio System | 19.2% | 21.3% | 17.6% | 19.8% | 21.3% | 22.0% | 24.3% |
| Base: All Adults | (n=606) | (n=600) | (n=601) | (n=600) | (n=601) | (n=503) | (n=503) |
| | | +/- 4.0% Points | +/- 4.0% Points | +/- 4.0% Points | +/- 4.0% Points | +/- 4.4% Points | +/- 4.4% Points |

Mobile Device Ownership

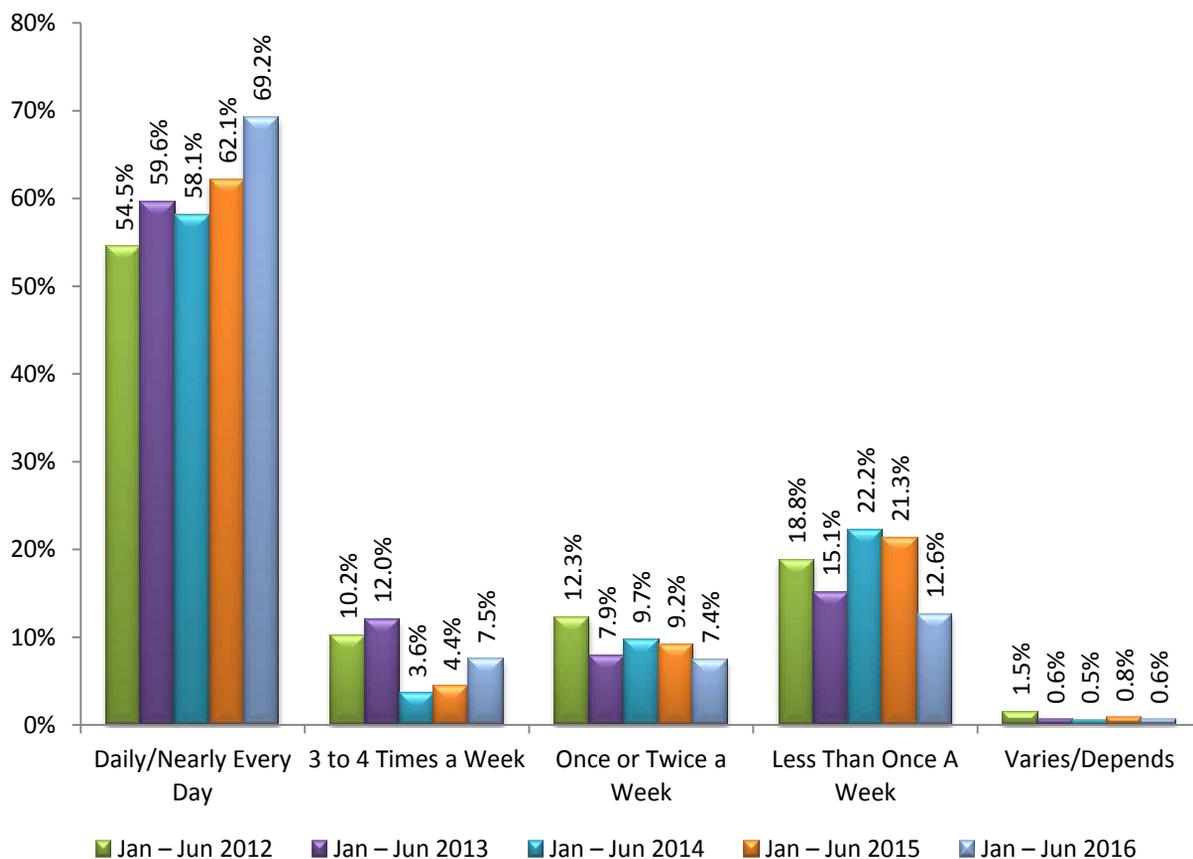
Q: Which of the following do you own?



| | 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 | 54.8% | 62.9% | 68.7% | 74.3% | 81.8% |
| Cell Phone Capable of Accessing Internet/Email | 49.4% | 58.7% | 61.1% | 62.6% | 76.8% |
| Tablet Device | 23.6% | 33.5% | 46.3% | 50.3% | 55.0% |
| Both | 18.2% | 29.2% | 38.7% | 38.6% | 50.0% |
| Base: All Adults | (n=601) | (n=600) | (n=601) | (n=503) | (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 | 54.5% | 59.6% | 58.1% | 62.1% | 69.2% |
| 3 to 4 Times a Week | 10.2% | 12.0% | 3.6% | 4.4% | 7.5% |
| Once or Twice a Week | 12.3% | 7.9% | 9.7% | 9.2% | 7.4% |
| Less Than Once A Week | 18.8% | 15.1% | 22.2% | 21.3% | 12.6% |
| Varies/Depends | 1.5% | 0.6% | 0.5% | 0.8% | 0.6% |

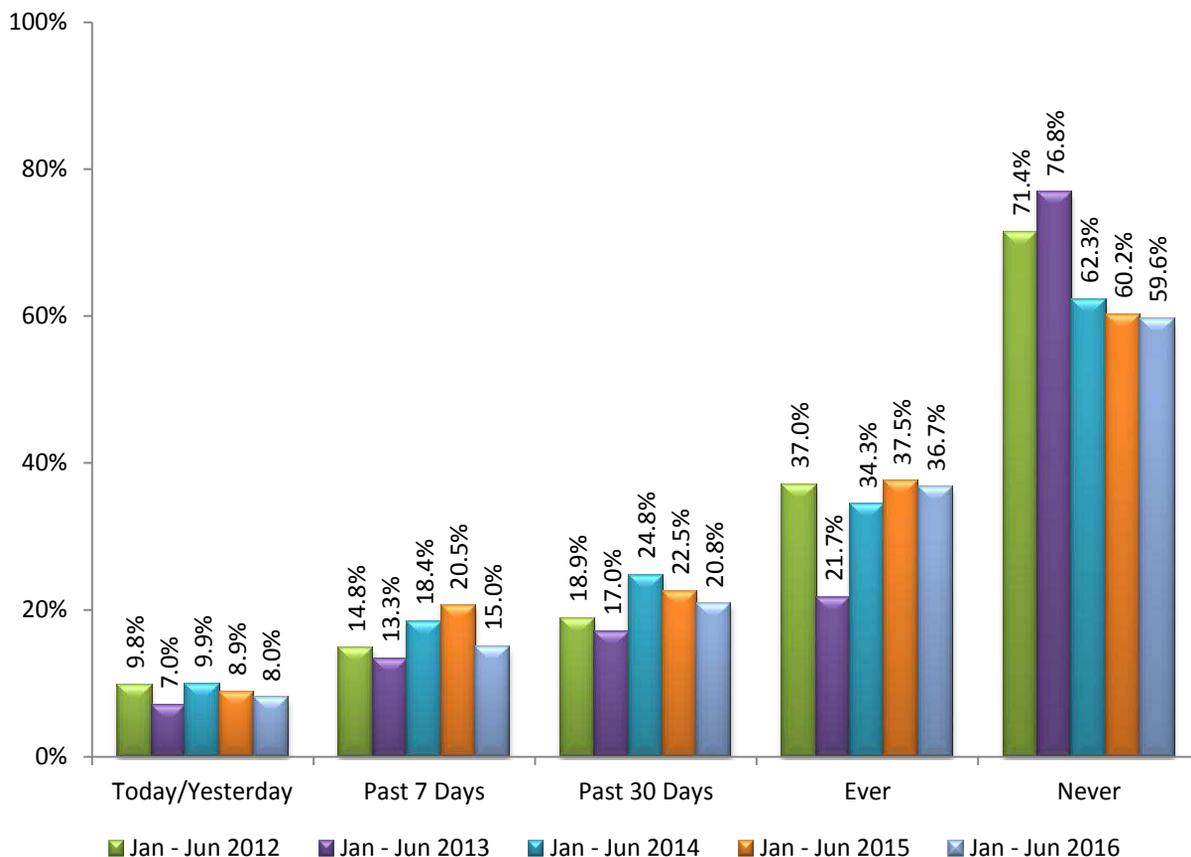
Base: Adults who own a tablet or cell phone capable of accessing the internet/email

(n=244) (n=303) (n=343) (n=299) (n=360)

Margin of Error: +/- 6.3% Points +/- 5.6% Points +/- 5.3% Points +/- 5.7% Points +/- 5.2% 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 2012 | Jan – Jun 2013 | Jan – Jun 2014 | Jan – Jun 2015 | Jan – Jun 2016 |
|-----------------|----------------|----------------|----------------|----------------|----------------|
| Today/Yesterday | 9.8% | 7.0% | 9.9% | 8.9% | 8.0% |
| Past 7 Days | 14.8% | 13.3% | 18.4% | 20.5% | 15.0% |
| Past 30 Days | 18.9% | 17.0% | 24.8% | 22.5% | 20.8% |
| Ever | 37.0% | 21.7% | 34.3% | 37.5% | 36.7% |
| Never | 71.4% | 76.8% | 62.3% | 60.2% | 59.6% |

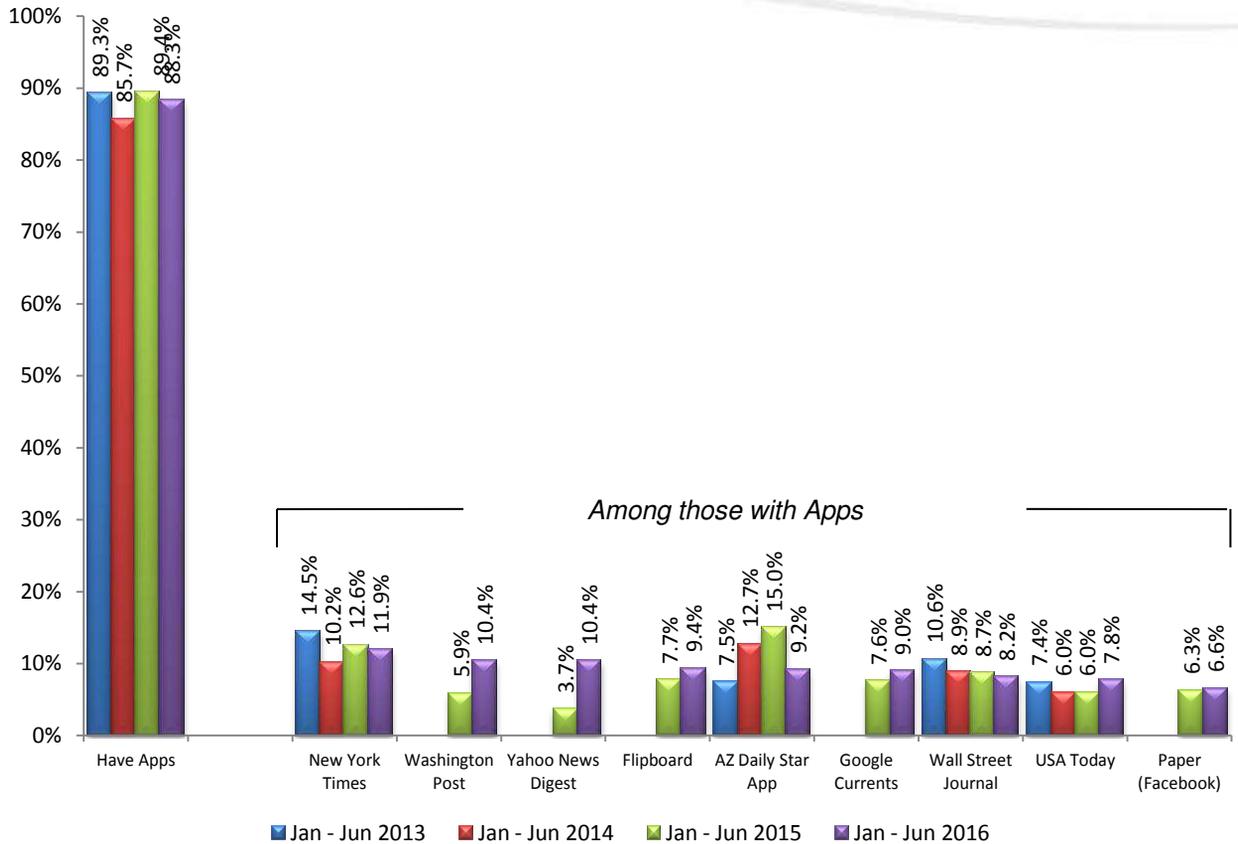
Base: Adults who own a tablet or cell phone capable of accessing the internet/email

(n=244) (n=303) (n=343) (n=299) (n=360)

Margin of Error: +/- 6.3% Points +/- 5.6% Points +/- 5.3% Points +/- 5.7% Points +/- 5.2% 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 2013 | Jan - Jun 2014 | Jan - Jun 2015 | Jan - Jun 2016 |
|---------------------|----------------|----------------|----------------|----------------|
| Have Apps | 89.3% | 85.7% | 89.4% | 88.3% |
| New York Times | 14.5% | 10.2% | 12.6% | 11.9% |
| Washington Post | | | 5.9% | 10.4% |
| Yahoo News Digest | | | 3.7% | 10.4% |
| Flipboard | | | 7.7% | 9.4% |
| AZ Daily Star App | 7.5% | 12.7% | 15.0% | 9.2% |
| Google Comments | | | 7.6% | 9.0% |
| Wall Street Journal | 10.6% | 8.9% | 8.7% | 8.2% |
| USA Today | 7.4% | 6.0% | 6.0% | 7.8% |
| Paper (Facebook) | | | 6.3% | 6.6% |

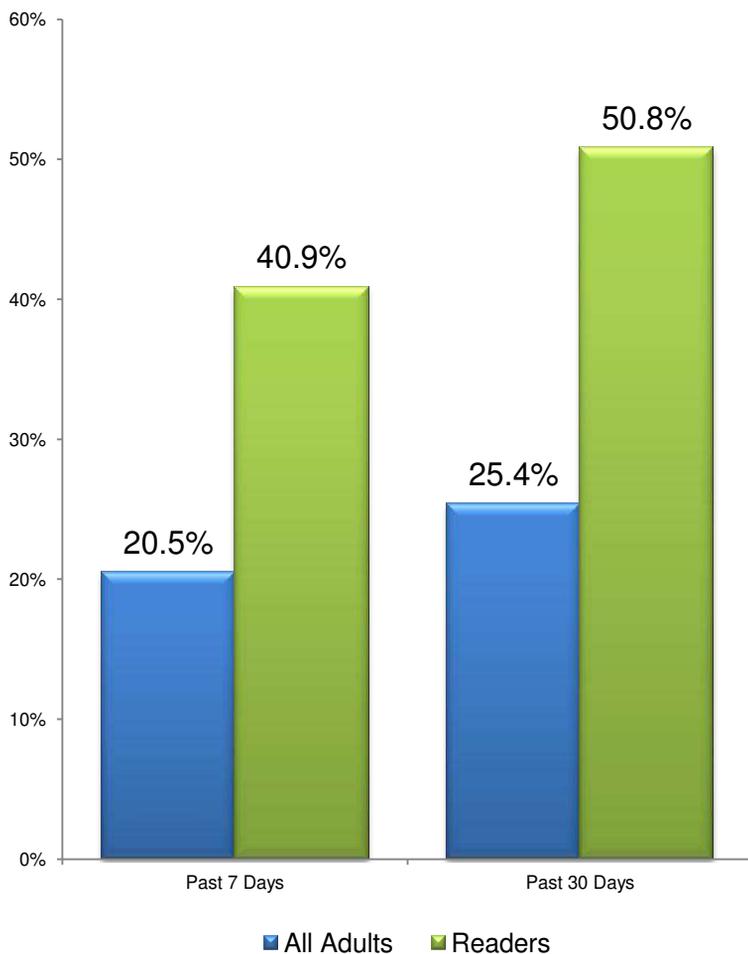
Base: Adults who own a tablet or cell phone capable of accessing the internet/email

(n=241) (n=343) (n=256) (n=360)

Margin of Error: +/- 6.3% Points +/- 5.3% Points +/- 6.1% Points +/- 5.2% Points

Preprint Readership

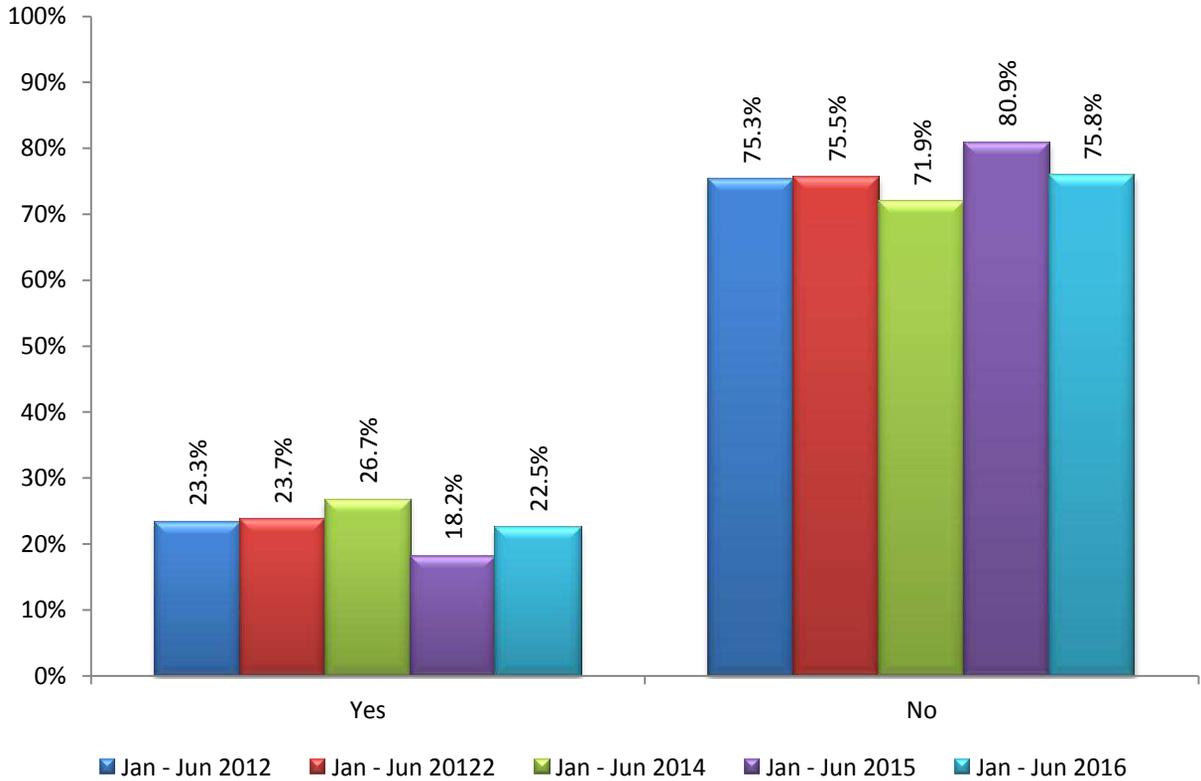
Q: In the past 30 days have you read preprinted advertising in the newspaper? In the past 7 days?



| | All Adults | | | | | | | All Readers | | | | | | |
|------------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| | Jan - Jun 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 | 32.8% | 35.9% | 24.0% | 26.0% | 26.8% | 21.4% | 20.5% | 52.8% | 57.1% | 47.7% | 49.4% | 52.8% | 45.5% | 40.9% |
| Past 30 Days | 42.4% | 45.1% | 30.6% | 33.4% | 32.5% | 28.2% | 25.4% | 68.2% | 71.8% | 60.9% | 63.4% | 64.0% | 60.0% | 50.8% |
| Base: | (n=606) | (n=600) | (n=601) | (n=600) | (n=601) | (n=503) | (n=503) | (n=417) | (n=400) | (n=369) | (n=373) | (n=352) | (n=298) | (n=290) |
| Margin of Error: | +/- 4.0% Points | +/- 4.4% Points | +/- 4.4% Points | +/- 4.8% Points | +/- 4.9% Points | +/- 5.1% Points | +/- 5.1% Points | +/- 5.2% Points | +/- 5.7% Points | +/- 5.8% Points |

Television Service

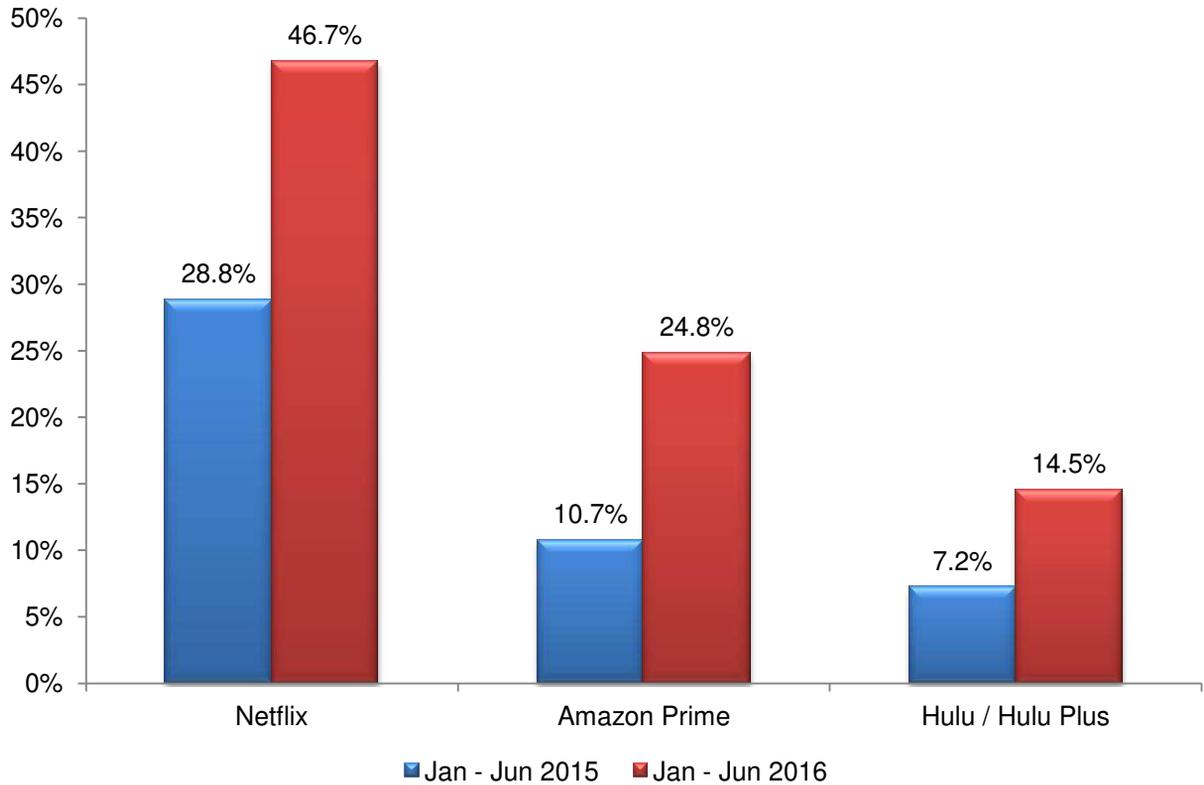
Q: During the past year, have you cancelled or cut back on your cable or satellite TV service?



| | Jan – Jun 2012 | Jan – Jun 2013 | Jan – Jun 2014 | Jan – Jun 2015 | Jan – Jun 2016 |
|------------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| Yes | 23.3% | 23.7% | 26.7% | 18.2% | 22.5% |
| No | 75.3% | 75.5% | 71.9% | 80.9% | 75.8% |
| Base: All Adults | (n=601) | (n=600) | (n=601) | (n=503) | (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 | 28.8% | 46.7% |
| Amazon Prime | 10.7% | 24.8% |
| Hulu / Hulu Plus | 7.2% | 14.5% |
| Base: All Adults | (n=503) | (n=503) |
| Margin of Error: | +/- 4.4% Points | +/- 4.4% Points |