

LEE ENTERPRISES AUDIENCE REPORT

JAN 2016 – JUN 2016

^{The}
Pantagraph

PANTAGRAPH.COM

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Methodology

HOW: Telephone Survey

WHO: Randomly Selected Adults In Bloomington NDM

WHEN: January 2016 – June 2016

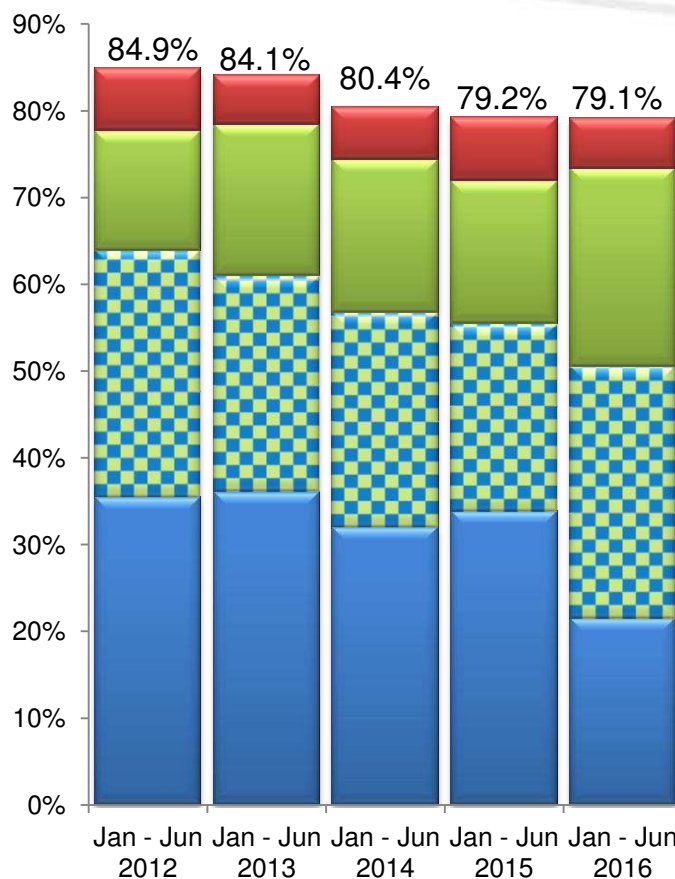
CONDUCTED BY: Thoroughbred Research, Louisville, KY

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
430 Landline Interviews and 72 Cell Phone Interviews
Total Internet Sample (n=411) +/- 4.8% Points

Print + Digital Reach

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



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

	Jan - Jun 2010	Jan - Jun 2011	Jan - Jun 2012	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015	Jan - Jun 2016
Print Exclusive	40.9%	43.9%	35.4%	36.1%	32.0%	33.8%	21.4%
Digital Exclusive	12.4%	11.9%	13.8%	17.5%	17.5%	16.5%	22.8%
Print & Digital	27.3%	23.8%	28.5%	24.8%	24.8%	21.6%	29.1%
Use Newspaper	6.8%	8.5%	7.2%	5.7%	6.1%	7.3%	5.8%
Total Reach	87.4%	88.1%	84.9%	84.1%	80.4%	79.2%	79.1%

Base: All Adults

(n=600)

(n=600)

(n=601)

(n=600)

(n=600)

(n=499)

(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

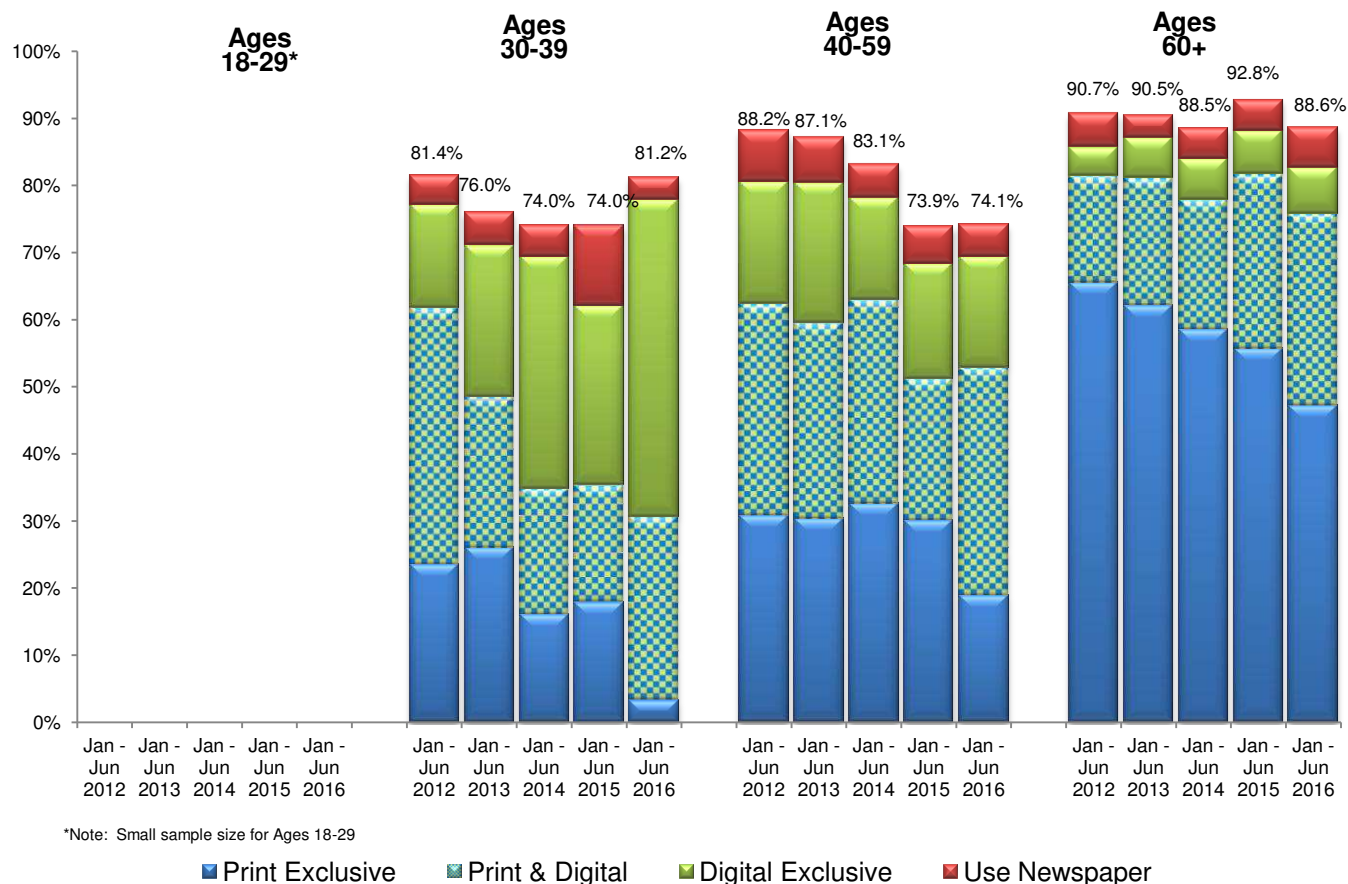
(Print = Read Print Past 7 Days, Digital = Visited Fixed Website, Mobile Website, Or Mobile App Past 7 Days)

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 Pantagraph 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 Pantagraph.com digitally, read or used The Pantagraph or done both in the past 7 days?



Past 7 Days	Ages (18-29)	Ages (30-39)	Ages (40-59)	Ages (60+)
Print Exclusive		3.3%	18.9%	47.2%
Digital Exclusive	Sample Size	47.2%	16.5%	6.9%
Print & Digital	Too Small	27.4%	34.0%	28.7%
Use Newspaper		3.3%	4.7%	5.8%
Total Reach		81.2%	74.1%	88.6%

Base:

Margin of Error:

(n=26)

+/- 19.2% Points

(n=152)

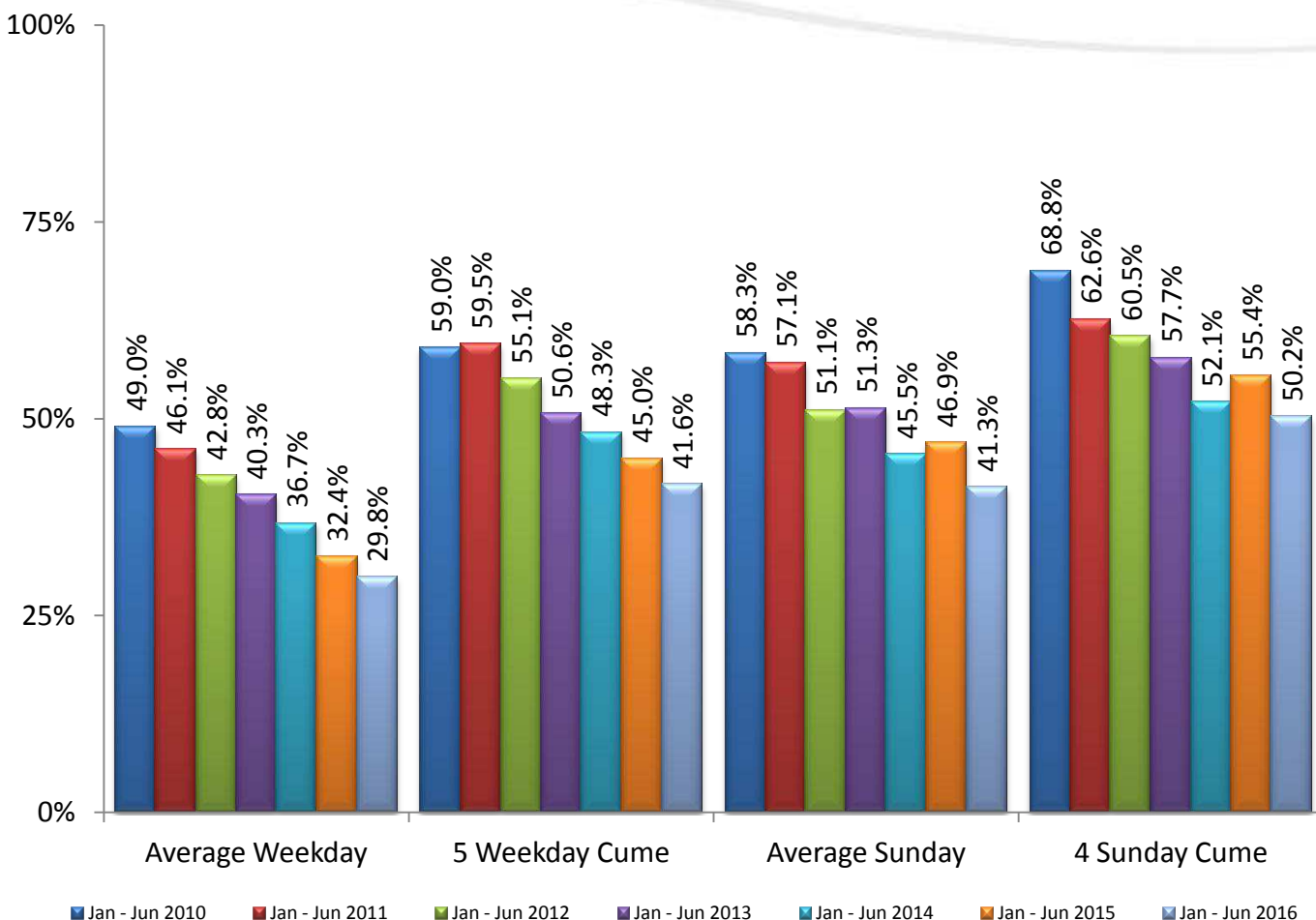
+/- 7.9% Points

(n=306)

+/- 5.6% Points

Average Readership

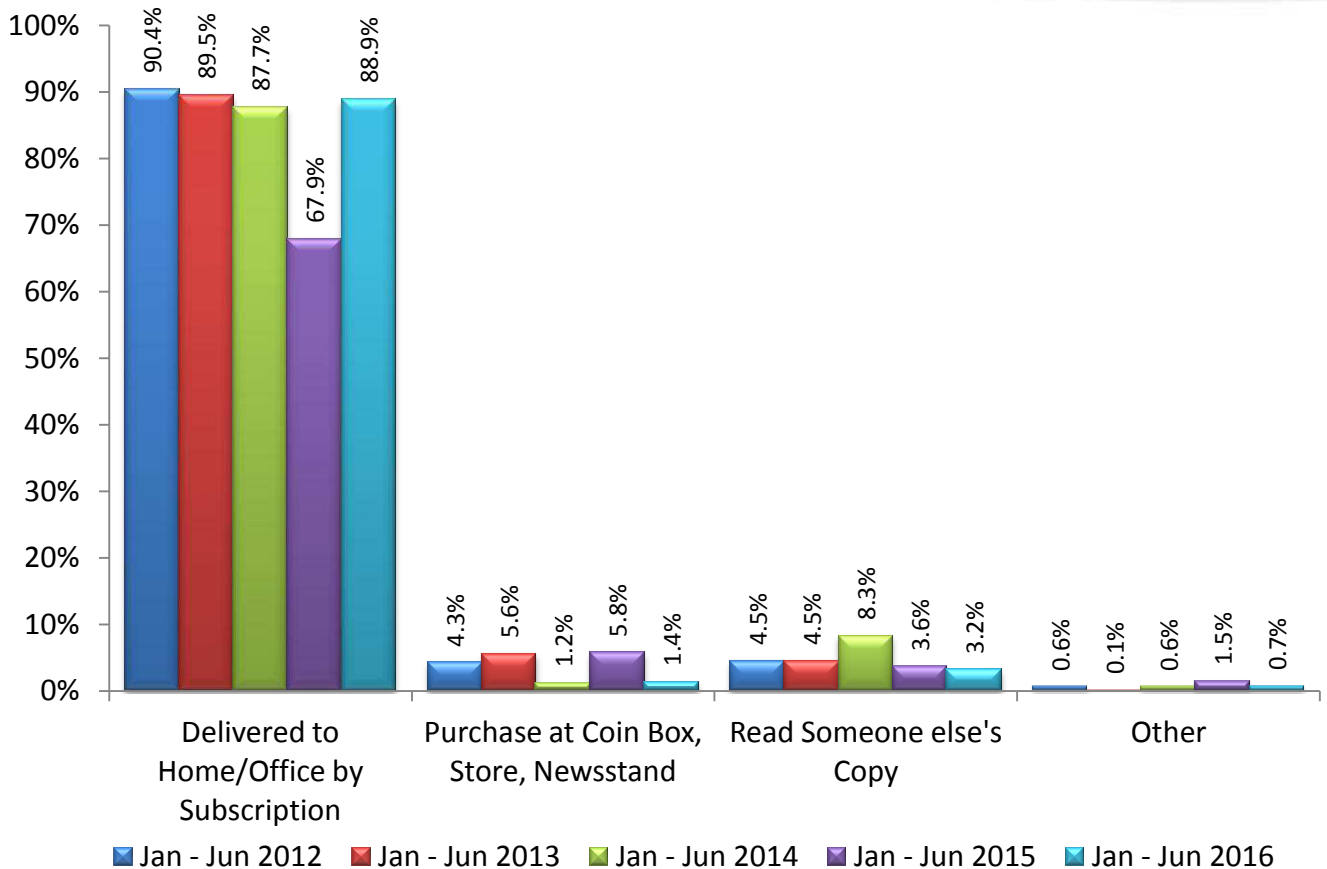
Q: Did you read *The Pantagraph* yesterday?



	Jan - Jun 2010	Jan - Jun 2011	Jan - Jun 2012	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015	Jan - Jun 2016
Average Weekday	49.0%	46.1%	42.8%	40.3%	36.7%	32.4%	29.2%
5 Weekday Cume	59.0%	59.5%	55.1%	50.6%	48.3%	45.0%	41.6%
Average Sunday	58.3%	57.1%	51.1%	51.3%	45.5%	46.9%	41.3%
4 Sunday Cume	68.8%	62.6%	60.5%	57.7%	52.1%	55.4%	50.2%
Base: All Adults	(n=600)	(n=600)	(n=601)	(n=600)	(n=600)	(n=499)	(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

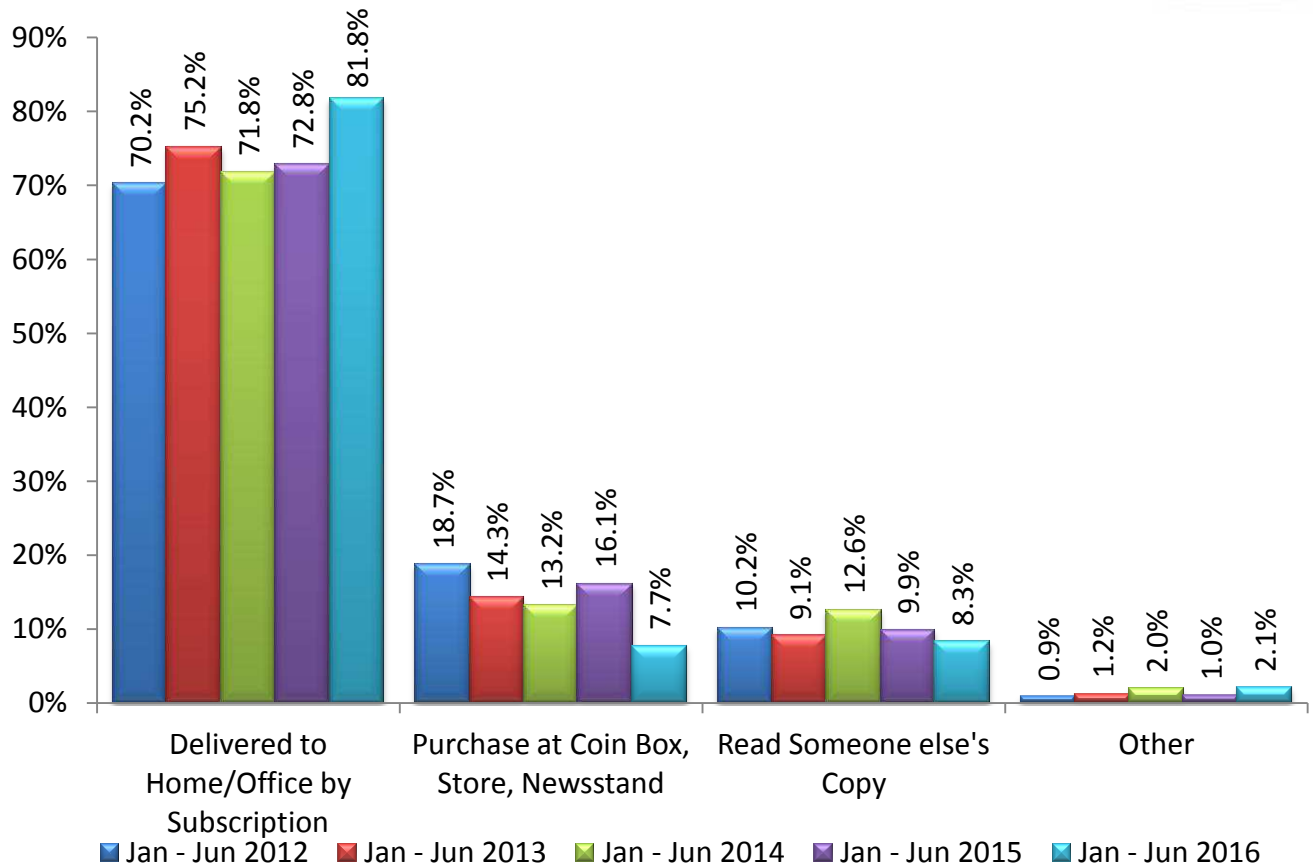
Q: Where do you usually get your copy of the daily, Monday through Friday, newspaper?



	Jan - Jun 2012	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015	Jan - Jun 2016
Delivered to your home/office by subscription	90.4%	89.5%	87.7%	67.9%	88.9%
Purchase at coin box, store, or newsstand	4.3%	5.6%	1.2%	5.8%	1.4%
Read someone else's copy	4.5%	4.5%	8.3%	3.6%	3.2%
Other	0.6%	0.1%	0.6%	1.5%	0.7%
Base: Respondents who read, looked at, or used the weekday paper during the past week or were not sure.	(n=346)	(n=338)	(n=326)	(n=257)	(n=254)
Margin of Error:	+/- 5.3% Points	+/- 5.3% Points	+/- 5.4% Points	+/- 6.1% Points	+/- 6.1% 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	70.2%	75.2%	71.8%	72.8%	81.9%
Purchase at coin box, store, or newsstand	18.7%	14.3%	13.2%	16.1%	7.7%
Read someone else's copy	10.2%	9.1%	12.6%	9.9%	8.3%
Other	0.9%	1.2%	2.0%	1.0%	2.1%

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

(n=415)

(n=417)

(n=401)

(n=341)

(n=326)

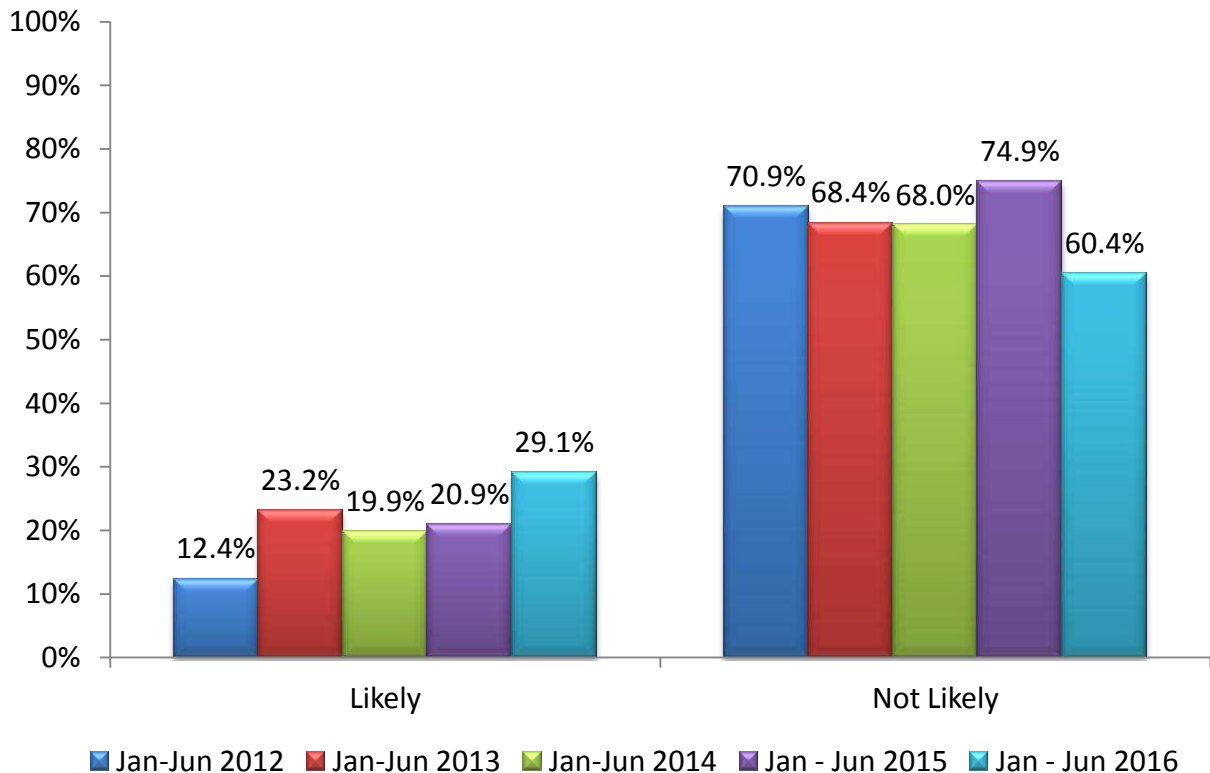
Margin of Error:

+/- 4.8% Points +/- 4.8% Points +/- 4.9% Points +/- 5.3% Points

+/- 5.4% Points

Likelihood of Discontinuing Print Readership

Q: You identified yourself as a person who reads The Pantagraph 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	12.4%	23.2%	19.9%	20.9%	29.1%
Not Likely	70.9%	68.4%	68.0%	74.9%	60.4%
Base: Adults who read both in print and online					
Margin of Error:					
	(n=132) +/- 8.5% Points	(n=118) +/- 9.0% Points	(n=124) +/- 8.8% Points	(n=114) +/- 9.2% Points	(n=132) +/- 8.5% Points

Print + Digital Demographics

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

Jan - Jun 2016	Market	Print Exclusive	Digital Exclusive	Print & Digital	Used Newspaper	Neither
Male	49.0%	50.6%	41.6%	48.1%	60.8%	53.4%
Female	51.0%	49.4%	58.4%	51.9%	39.2%	46.6%
Age 18-29	14.2%	8.8%	16.1%	9.9%	31.8%	18.9%
Age 30-39	23.9%	3.8%	49.4%	22.5%	13.7%	21.3%
Age 40-59	38.0%	34.0%	27.4%	44.2%	30.8%	46.8%
Age 60+	23.8%	53.4%	7.2%	23.4%	23.6%	13.0%
<i>Median Age</i>	<i>46.3</i>	<i>61.6</i>	<i>36.9</i>	<i>48.0</i>	<i>42.9</i>	<i>44.6</i>
Children Under 18 at home	46.6%	7.7%	65.6%	57.3%	41.5%	52.1%
Lived In Area Less Than 5 Years	12.2%	10.7%	4.8%	18.0%	1.9%	16.7%
6 Years - 10 Years	13.8%	5.0%	20.3%	14.8%	24.6%	11.3%
11 Years - 14 Years	7.0%	2.2%	16.7%	1.0%	1.0%	11.4%
15 Years - 20 Years	20.0%	12.9%	30.3%	10.9%	36.9%	24.2%
21 Years or More	46.9%	69.1%	27.8%	55.3%	35.5%	36.4%
<i>Median Length of Residence</i>	<i>20.1</i>	<i>26.5</i>	<i>16.6</i>	<i>22.9</i>	<i>18.6</i>	<i>17.6</i>
Less than \$35K Household Income	17.8%	24.5%	24.7%	6.9%	29.7%	19.6%
\$35K - \$50K	9.2%	17.8%	10.6%	3.5%	16.0%	7.9%
\$50K - \$75K	18.7%	19.2%	16.8%	21.1%	38.1%	13.3%
\$75K+	54.2%	38.6%	47.9%	68.5%	16.3%	59.2%
<i>Median Household Income (\$000)</i>	<i>\$76.9</i>	<i>\$60.0</i>	<i>\$71.9</i>	<i>\$81.7</i>	<i>\$52.8</i>	<i>\$78.9</i>
High School Grad or Less	22.3%	31.6%	25.7%	11.2%	23.7%	24.1%
Some College	29.7%	14.9%	29.7%	29.5%	46.1%	40.6%
4 Year College or More	24.6%	27.8%	32.8%	22.3%	25.6%	14.9%
Graduate Degree	23.4%	25.6%	11.8%	36.9%	4.7%	20.4%
Base:	(n=502)	(n=199)	(n=56)	(n=141)	(n=31)	(n=75)
Margin of Error:	+/- 4.4% Points	+/- 6.9% Points	+/- 13.1% Points	+/- 8.3% Points	+/- 17.6% Points	+/- 11.3% Points

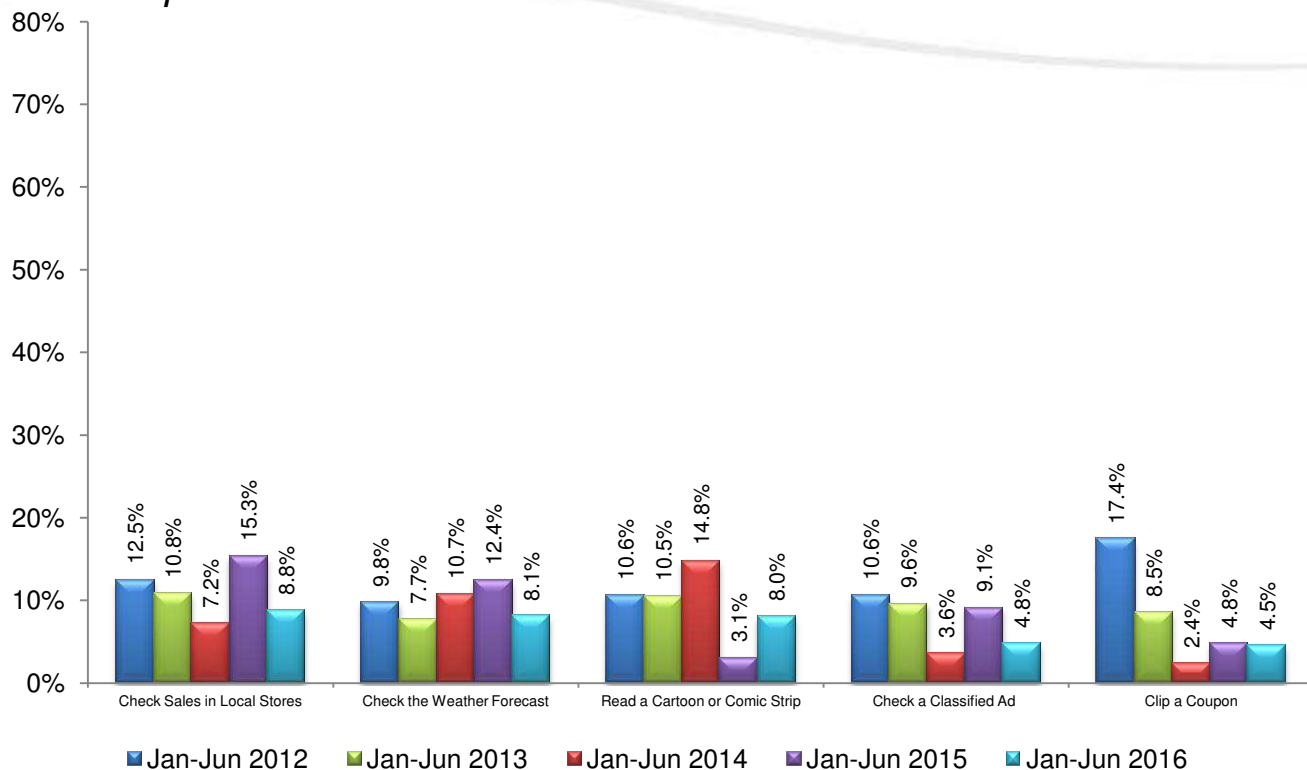
Print + Digital Demographics

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

Jan – Jun 2016	Market	Print Readers	Digital Readers	None
Male	49.0%	49.2%	45.2%	55.0%
Female	51.0%	50.8%	54.8%	45.0%
Age 18-29	14.2%	9.4%	12.6%	21.7%
Age 30-39	23.9%	14.7%	34.3%	19.7%
Age 40-59	38.0%	40.0%	36.8%	43.4%
Age 60+	23.8%	36.0%	16.3%	15.3%
<i>Median Age</i>	<i>46.3</i>	<i>52.9</i>	<i>41.7</i>	<i>44.0</i>
Children Under 18 at home	46.6%	36.3%	61.0%	49.8%
Lived In Area Less Than Five Years	12.2%	14.9%	12.2%	13.5%
6 - 10 Years	13.8%	10.6%	17.2%	14.2%
11 - 14 Years	7.0%	1.5%	7.9%	9.2%
15 - 20 Years	20.0%	11.7%	19.4%	27.0%
21 Years +	46.9%	61.2%	43.2%	36.2%
<i>Median Length of Residence</i>	<i>20.1</i>	<i>24.7</i>	<i>18.9</i>	<i>17.9</i>
Less than \$35K Household Income	17.8%	13.3%	14.6%	21.0%
\$35K - \$50K	9.2%	8.7%	6.6%	9.0%
\$50K - \$75K	18.7%	20.4%	19.3%	16.8%
\$75K+	54.2%	57.7%	59.6%	53.2%
<i>Median Household Income (\$000)</i>	<i>\$76.9</i>	<i>\$78.3</i>	<i>\$79.0</i>	<i>\$76.5</i>
High School Grad or Less	22.3%	19.8%	17.6%	24.0%
Some College	29.7%	23.4%	29.6%	41.8%
4 Year College or More	24.6%	24.6%	26.9%	17.2%
Graduate Degree	23.4%	32.2%	25.9%	17.0%
Base: All Adults	(n=502)	(n=340)	(n=197)	(n=106)
Margin of Error:	+/- 4.4% Points	+/- 5.3% Points	+/- 7.0% Points	+/- 9.5% 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	12.5%	10.8%	7.2%	15.3%	8.8%
Check the Weather Forecast	9.8%	7.7%	10.7%	12.4%	8.1%
Read a Cartoon or Comic Strip	10.6%	10.5%	14.8%	3.1%	8.0%
Check a Classified Ad	10.6%	9.6%	3.6%	9.1%	4.8%
Clip a Coupon	17.4%	8.5%	2.4%	4.8%	4.5%

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

Margin of Error:

(n=109)

+/- 9.6% Points

(n=104)

+/- 9.6% Points

(n=123)

+/- 8.8% Points

(n=98)

+/- 9.9% Points

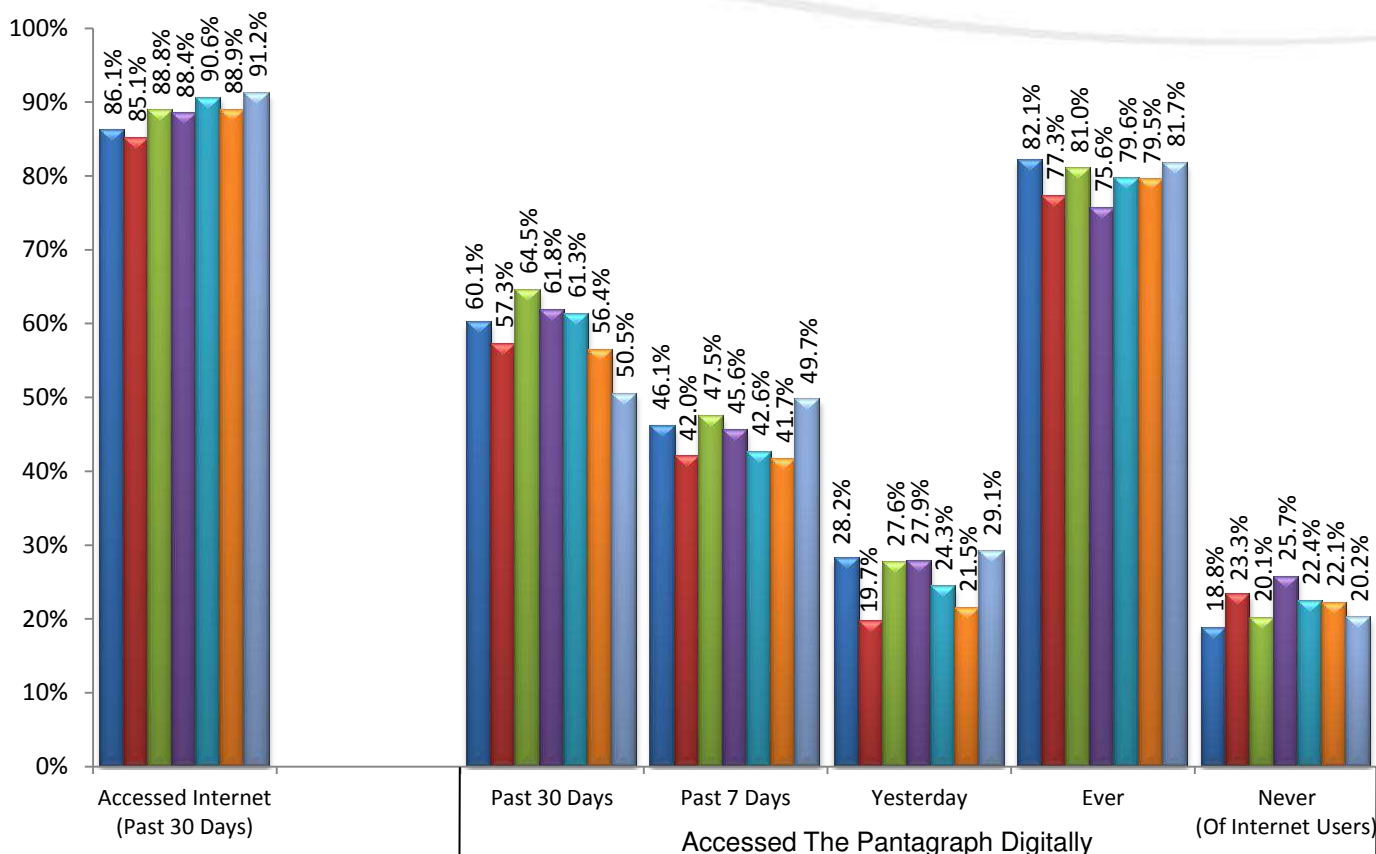
(n=106)

+/- 9.5% Points

Internet Access & Pantagraph.com Usage

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

How about The Pantagraph 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)	86.1%	85.1%	88.8%	88.4%	90.6%	88.9%	91.2%
Accessed Pantagraph Digitally Past 30 Days	60.1%	57.3%	64.5%	61.8%	61.3%	56.4%	50.5%
Accessed Pantagraph Digitally Past 7 Days	46.1%	42.0%	47.5%	45.6%	42.6%	41.7%	49.7%
Accessed Pantagraph Digitally Yesterday	28.2%	19.7%	27.6%	27.9%	24.3%	21.5%	29.1%
Accessed Pantagraph Digitally Ever	82.1%	77.3%	81.0%	75.6%	79.6%	79.5%	81.7%
Never Accessed Pantagraph Digitally (Internet Users)	18.8%	23.3%	20.1%	25.7%	22.4%	22.1%	20.2%

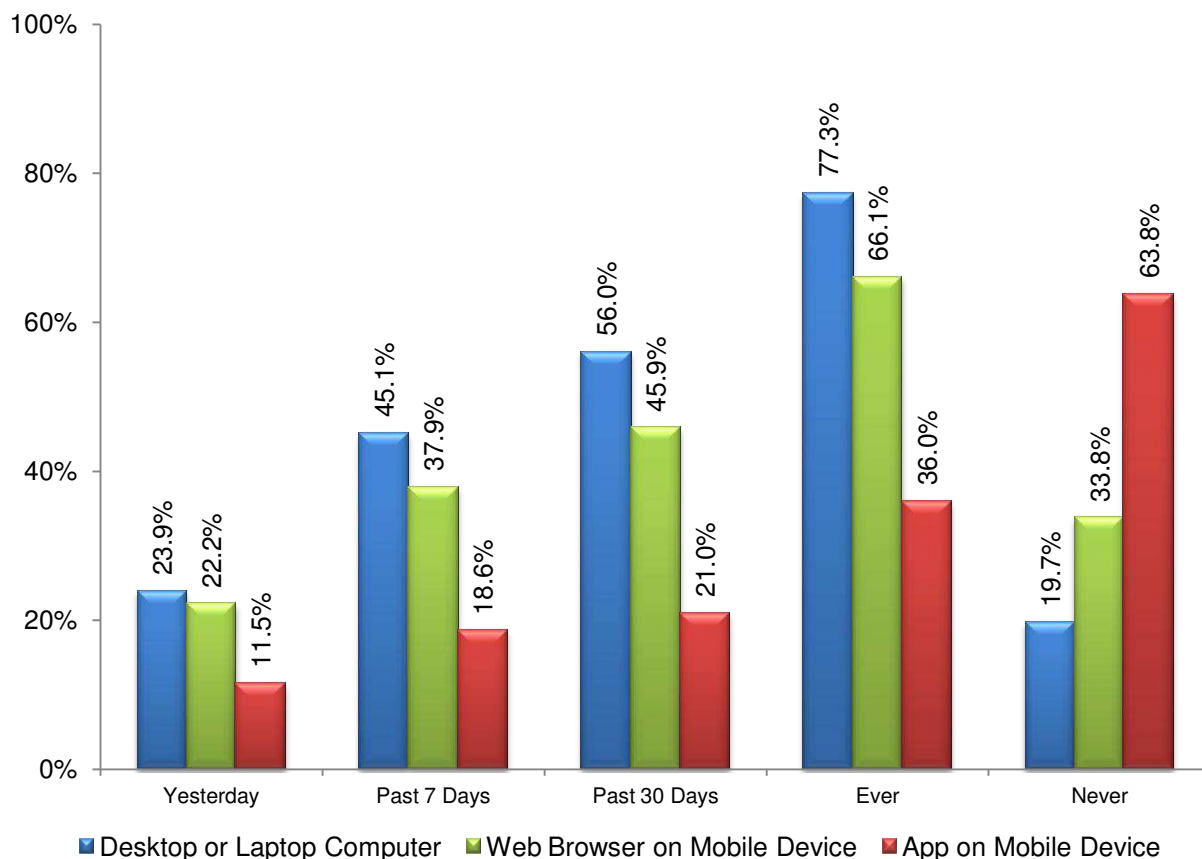
Base: Adults who have accessed the internet in the past 30 days.

Margin of Error:

(n=446)	(n=438)	(n=462)	(n=469)	(n=493)	(n=402)	(n=411)
+/- 4.6% Points	+/- 4.7% Points	+/- 4.6% Points	+/- 4.5% Points	+/- 4.4% Points	+/- 4.9% Points	+/- 4.8% Points

Accessing The Pantagraph 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	23.9%	22.2%	11.5%
Past 7 Days	45.1%	37.9%	18.6%
Past 30 Days	56.0%	45.9%	21.0%
Ever	77.3%	66.1%	36.0%
Never	19.7%	33.8%	63.8%

Base: Adults who accessed the internet in past 30 days

(n=411)

(n=411)

(n=411)

Margin of Error:

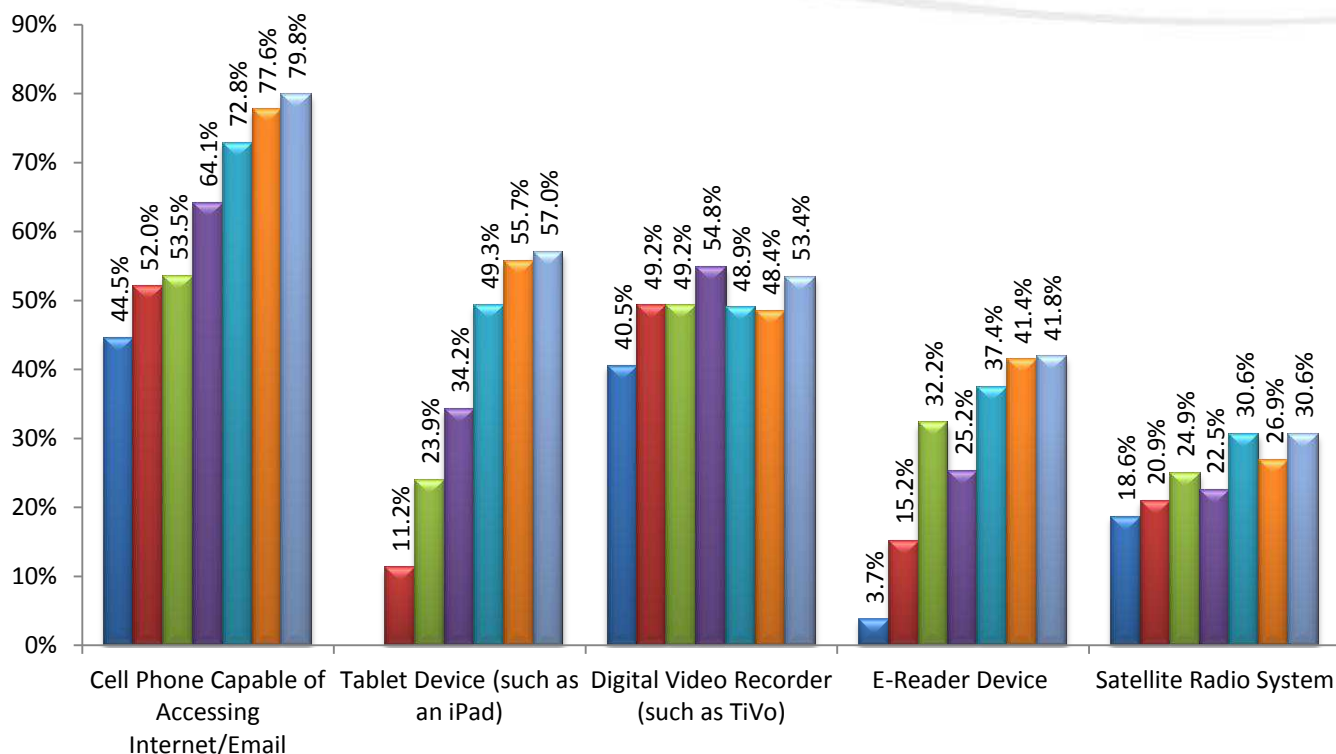
+/-4.8% Points

+/-4.8% Points

+/-4.8% 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

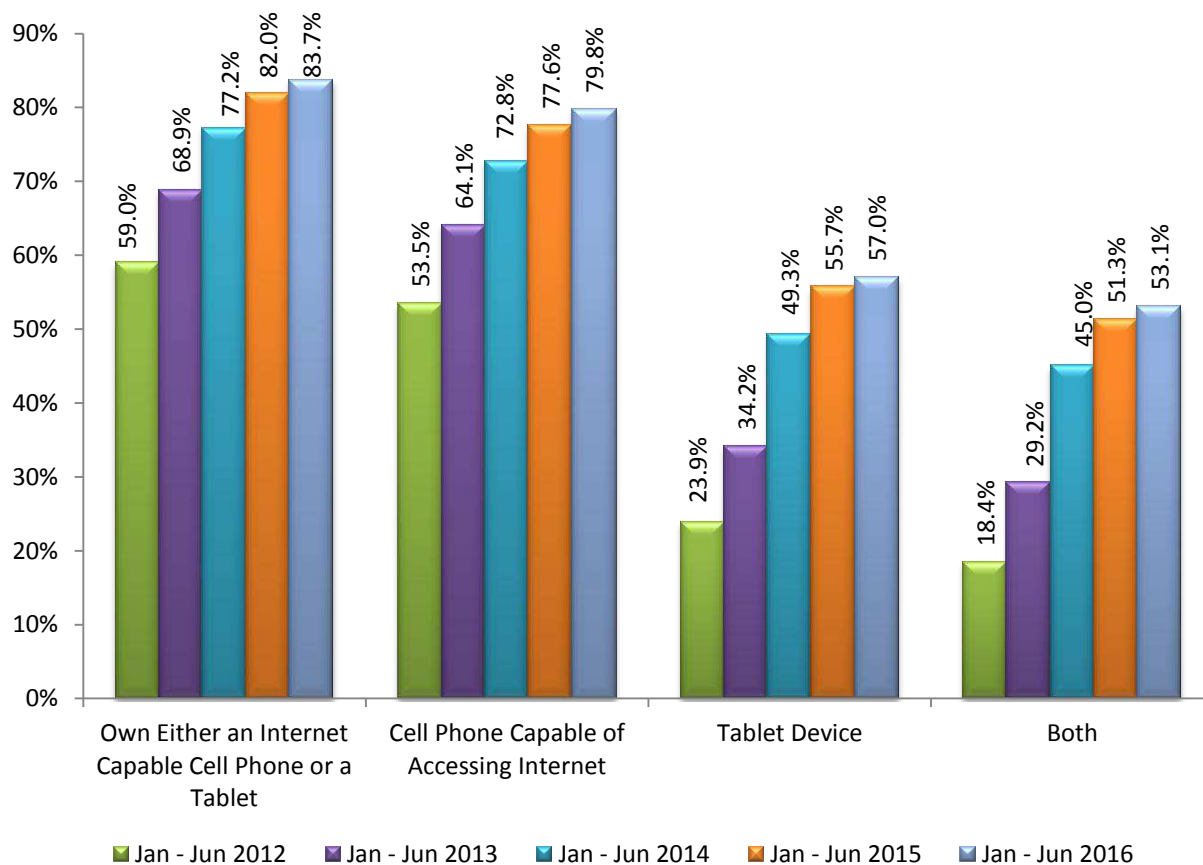
	Jan - Jun 2010	Jan - Jun 2011	Jan - Jun 2012	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015	Jan - Jun 2016
Cell Phone Capable of Accessing Internet/Email	44.5%	52.0%	53.5%	64.1%	72.8%	77.6%	79.8%
Tablet Device (such as an iPad)	-	11.2%	23.9%	34.2%	49.3%	55.7%	57.0%
Digital Video Recorder (such as TiVo)	40.5%	49.2%	49.2%	54.8%	48.9%	48.4%	53.4%
E-Reader Device	3.7%	15.2%	32.2%	25.2%	37.4%	41.4%	41.8%
Satellite Radio System	18.6%	20.9%	24.9%	22.5%	30.6%	26.9%	30.6%

Base: All Adults (n=600) (n=600) (n=601) (n=600) (n=600) (n=499) (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

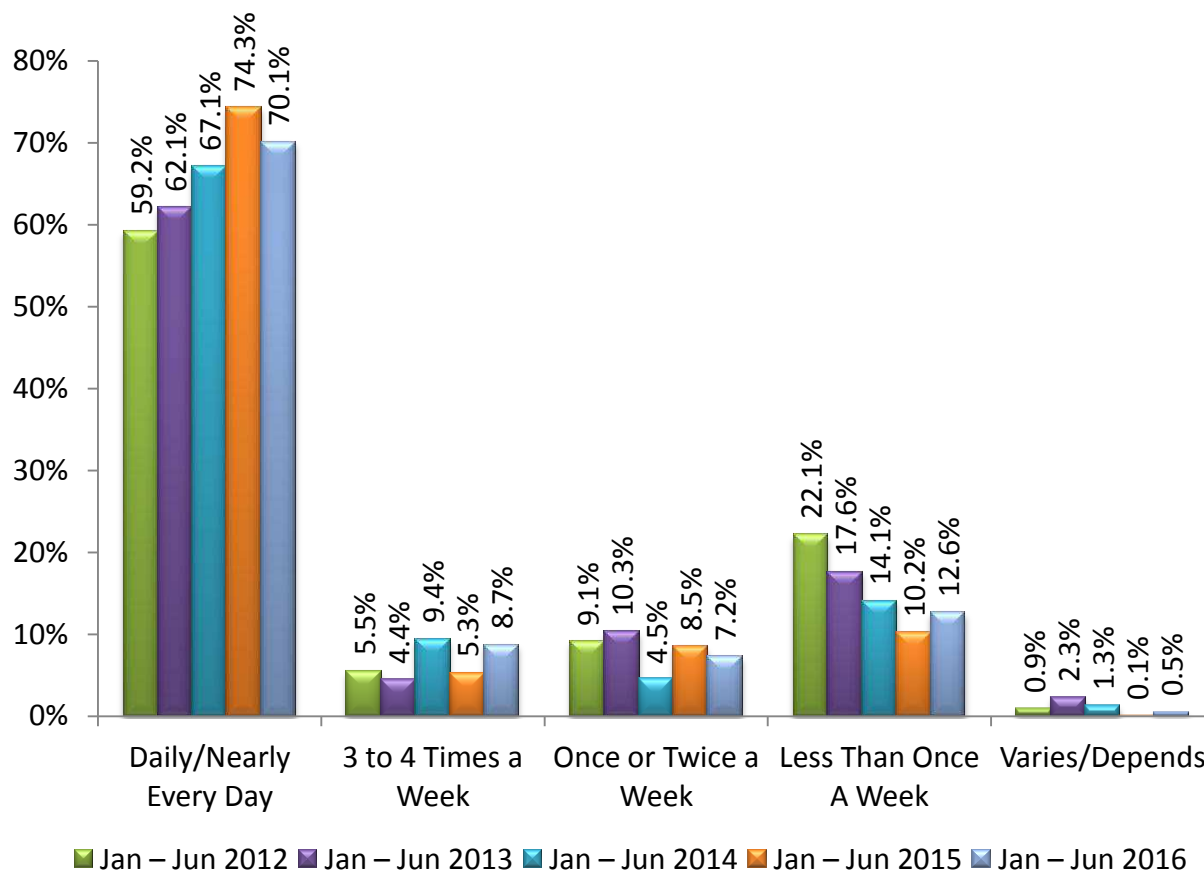
Q: Which of the following do you own?



	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	59.0%	68.9%	77.2%	82.0%	83.7%
Cell Phone Capable of Accessing Internet/Email	53.5%	64.1%	72.8%	77.6%	79.8%
Tablet Device	23.9%	34.2%	49.3%	55.7%	57.0%
Both	18.4%	29.2%	45.0%	51.3%	53.1%
Base: All Adults	(n=601)	(n=600)	(n=600)	(n=499)	(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	59.2%	62.1%	67.1%	74.3%	70.1%
3 to 4 Times a Week	5.5%	4.4%	9.4%	5.3%	8.7%
Once or Twice a Week	9.1%	10.3%	4.5%	8.5%	7.2%
Less Than Once A Week	22.1%	17.6%	14.1%	10.2%	12.6%
Varies/Depends	0.9%	2.3%	1.3%	0.1%	0.5%

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

(n=278)

(n=328)

(n=380)

(n=349)

(n=355)

Margin of Error:

+/- 5.9% Points

+/- 5.4% Points

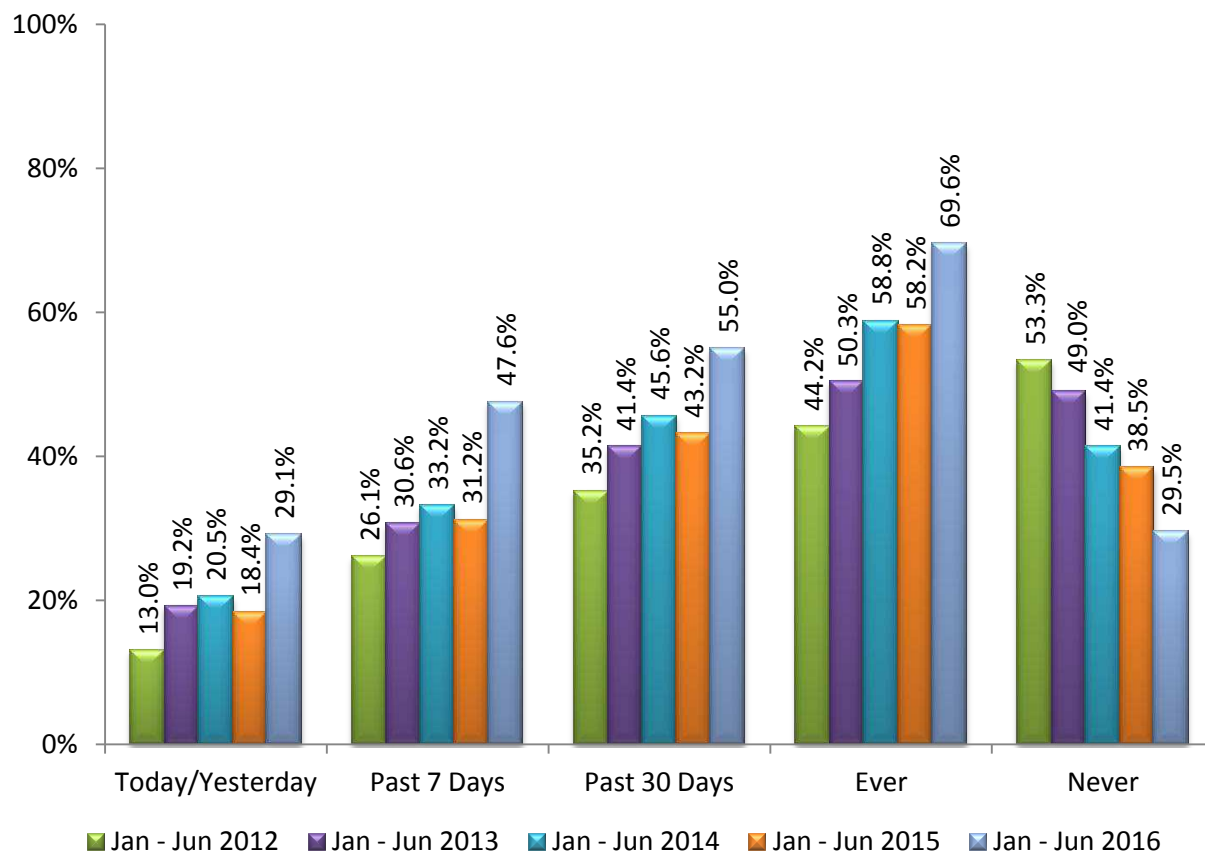
+/- 5.0% Points

+/-5.0% Points

+/-5.2% Points

Last Time Accessed Pantagraph.com Via Mobile Device

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



	Jan – Jun 2012	Jan – Jun 2013	Jan – Jun 2014	Jan – Jun 2015	Jan – Jun 2016
Today/Yesterday	13.0%	19.2%	20.5%	18.4%	29.1%
Past 7 Days	26.1%	30.6%	33.2%	31.2%	47.6%
Past 30 Days	35.2%	41.4%	45.6%	43.2%	55.0%
Ever	44.2%	50.3%	58.8%	58.2%	69.6%
Never	53.3%	49.0%	41.4%	38.5%	29.5%

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

(n=278)

(n=328)

(n=380)

(n=349)

(n=355)

Margin of Error:

+/-5.9% Points

+/-5.4% Points

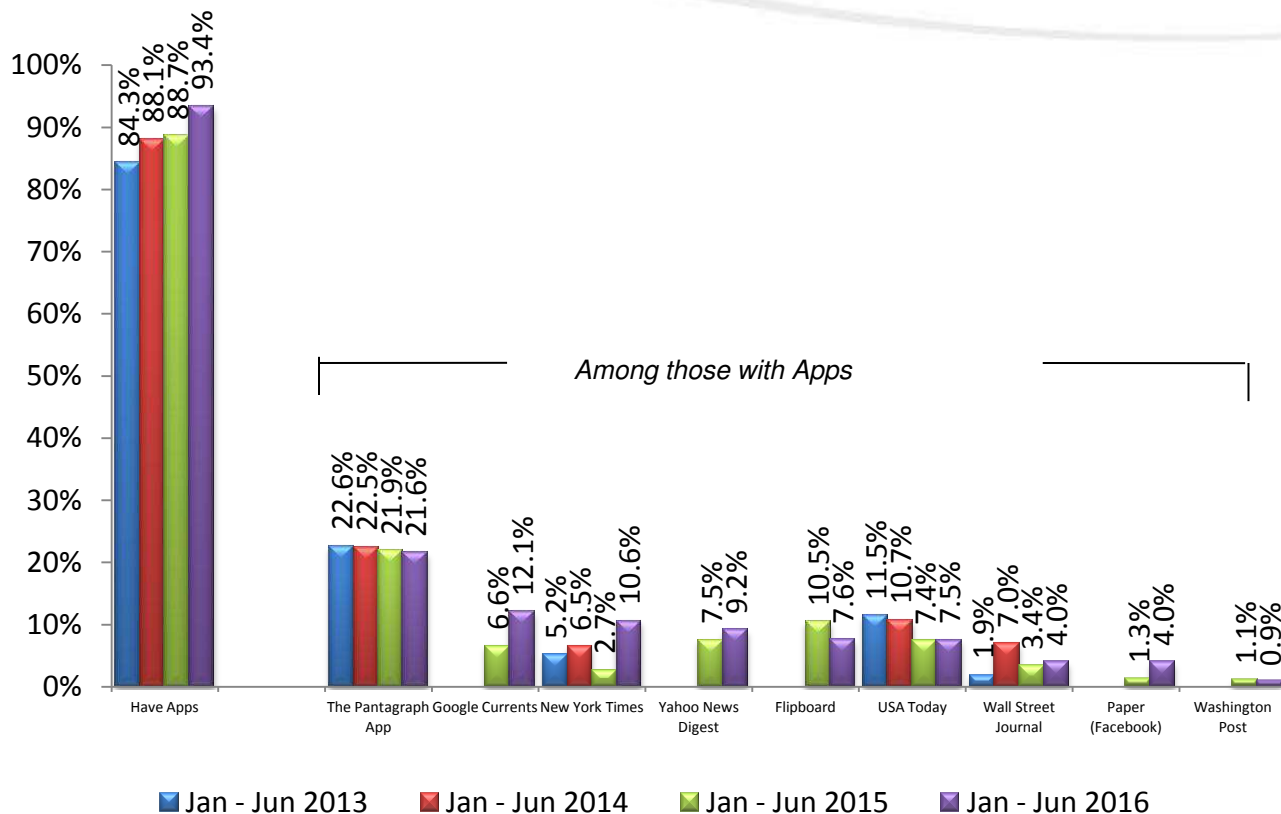
+/-5.0% Points

+/-5.0% 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	84.3%	88.1%	88.7%	93.4%
The Pantagraph App	22.6%	22.5%	21.9%	21.6%
Google Currents			6.6%	12.1%
New York Times	5.2%	6.5%	2.7%	10.6%
Yahoo News Digest			7.5%	9.2%
Flipboard			10.5%	7.6%
USA Today	11.5%	10.7%	7.4%	7.5%
Wall Street Journal	1.9%	7.0%	3.4%	4.0%
Paper (Facebook)			1.3%	4.0%
Washington Post			1.1%	0.9%

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

(n=258)

(n=380)

(n=295)

(n=355)

Margin of Error:

+/- 6.1% Points

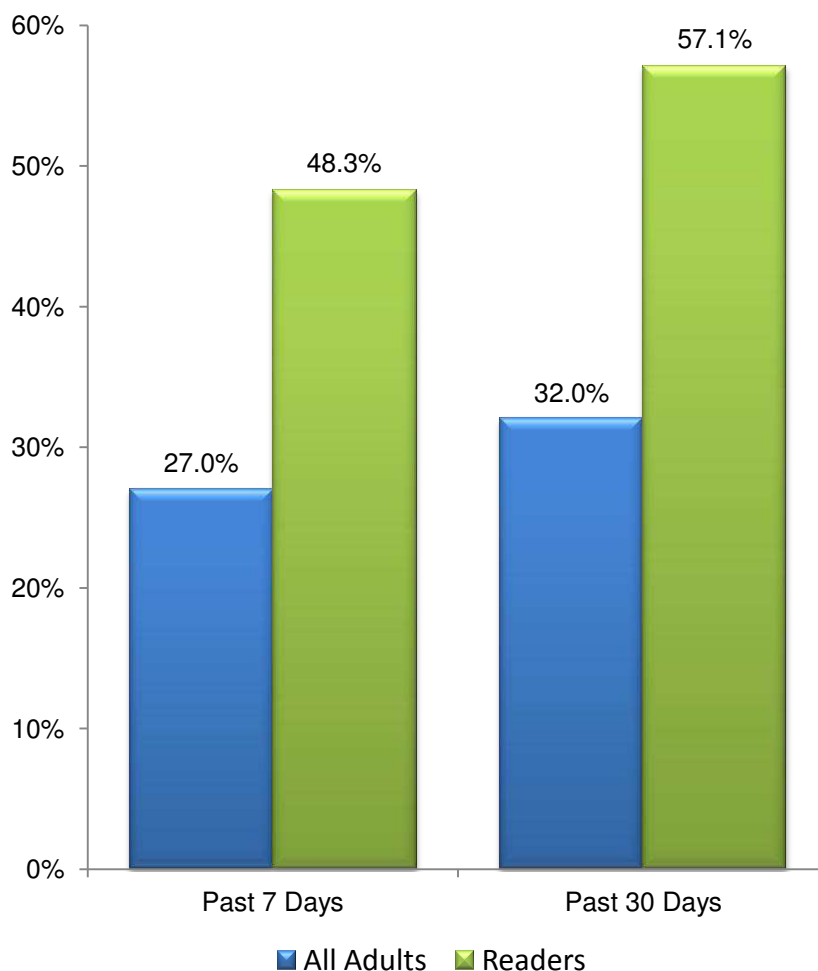
+/- 5.0% Points

+/- 5.7% Points

+/- 5.2% Points

Preprint Readership

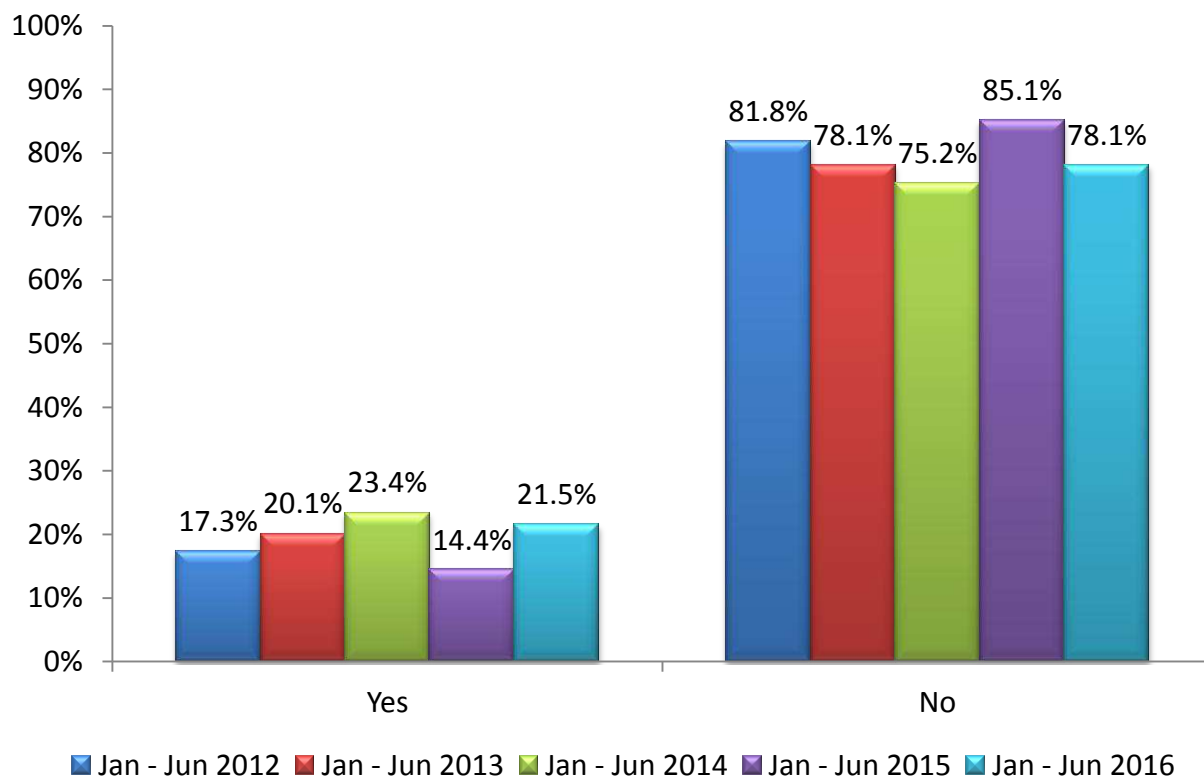
Q: In the past 30 days have you read preprinted advertising in the newspaper? In the past 7 days?



	All Adults							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	41.2%	39.9%	35.5%	36.3%	31.5%	32.2%	27.0%	55.3%	56.3%	52.0%	56.4%	51.1%	52.1%	48.3%
Past 30 Days	52.0%	48.7%	45.7%	45.6%	42.3%	41.0%	32.0%	69.9%	68.8%	66.9%	70.9%	68.6%	66.4%	57.1%
Base:	(n=600)	(n=600)	(n=601)	(n=600)	(n=600)	(n=499)	(n=502)	(n=482)	(n=479)	(n=453)	(n=444)	(n=437)	(n=368)	(n=353)
Margin of Error:	+/- 4.0% Points	+/- 4.0% Points	+/- 4.0% Points	+/- 4.0% Points	+/- 4.0% Points	+/- 4.4% Points	+/- 4.4% Points	+/- 4.5% Points	+/- 4.5% Points	+/- 4.6% Points	+/- 4.7% Points	+/- 4.7% Points	+/- 5.1% Points	+/- 5.2% Points

Television Service

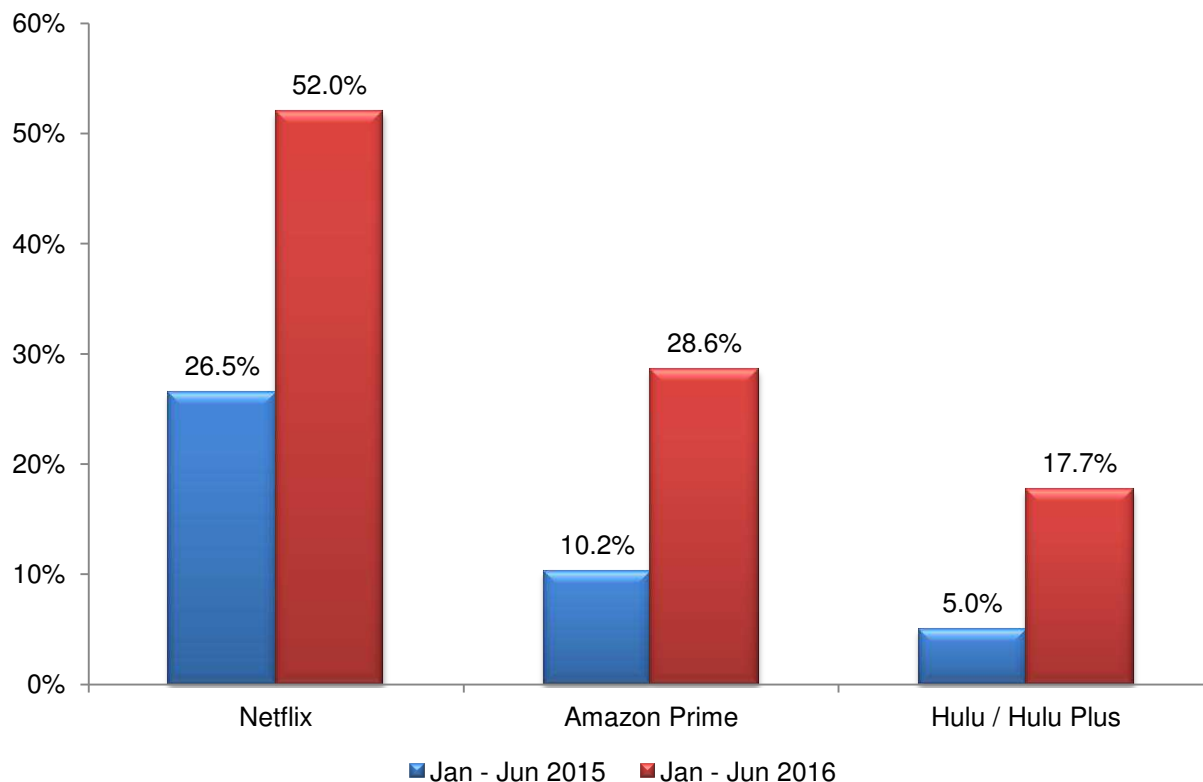
Q: During the past year, have you cancelled or cut back on your cable satellite TV service?



	Jan – Jun 2012	Jan – Jun 2013	Jan – Jun 2014	Jan – Jun 2015	Jan – Jun 2016
Yes	17.3%	20.1%	23.4%	14.4%	21.5%
No	81.8%	78.1%	75.2%	85.1%	78.1%
Base: All Adults	(n=601)	(n=600)	(n=600)	(n=499)	(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	26.5%	52.0%
Amazon Prime	10.2%	28.6%
Hulu / Hulu Plus	5.0%	17.7%
Base: All Adults	(n=499)	(n=502)
Margin of Error:	+/- 4.4% Points	+/- 4.4% Points