

# LEE ENTERPRISES AUDIENCE REPORT

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JAN 2016 – JUN 2016



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# Methodology

**HOW:** Telephone Survey

**WHO:** Randomly Selected Adults In Lincoln NDM

**WHEN:** January 2016 – June 2016

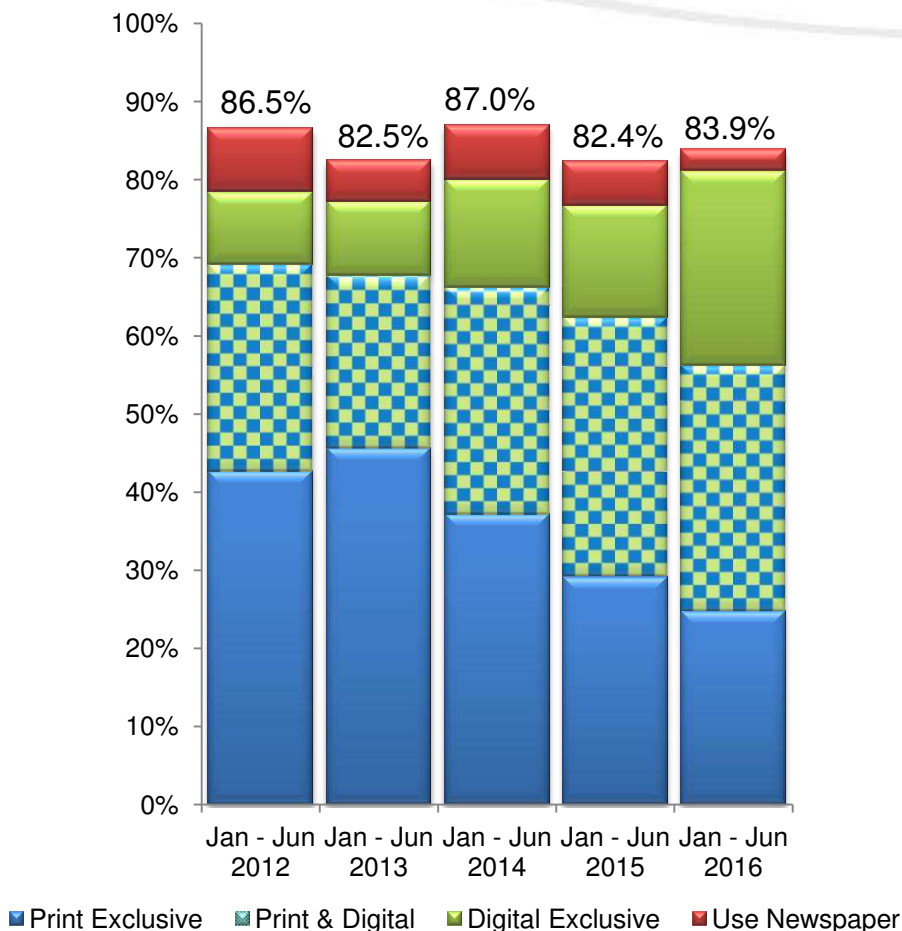
**CONDUCTED BY:** Thoroughbred Research, Louisville, KY

**SAMPLE SIZE:** 500 Total Interviews of Adults 18+

**MARGIN OF ERROR:** Total Sample (n=500) +/- 4.4% Points  
372 landline Interviews and 128 Cell Phone Interviews  
Total Internet Sample (n=429) +/- 4.7% Points

## Print + Digital Reach

*Q: Have you accessed JournalStar.com digitally, read or used the Lincoln Journal Star 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	55.9%	49.7%	42.7%	45.6%	37.1%	29.1%	24.7%
Digital Exclusive	5.5%	7.1%	9.2%	9.5%	13.7%	14.4%	24.9%
Print & Digital	21.9%	20.4%	26.5%	22.1%	29.2%	33.2%	31.5%
Use Newspaper	5.0%	7.2%	8.1%	5.3%	7.0%	5.7%	2.8%
<b>Total Reach</b>	<b>88.3%</b>	<b>84.4%</b>	<b>86.5%</b>	<b>82.5%</b>	<b>87.0%</b>	<b>82.4%</b>	<b>83.9%</b>

Base: All Adults

Margin of Error:

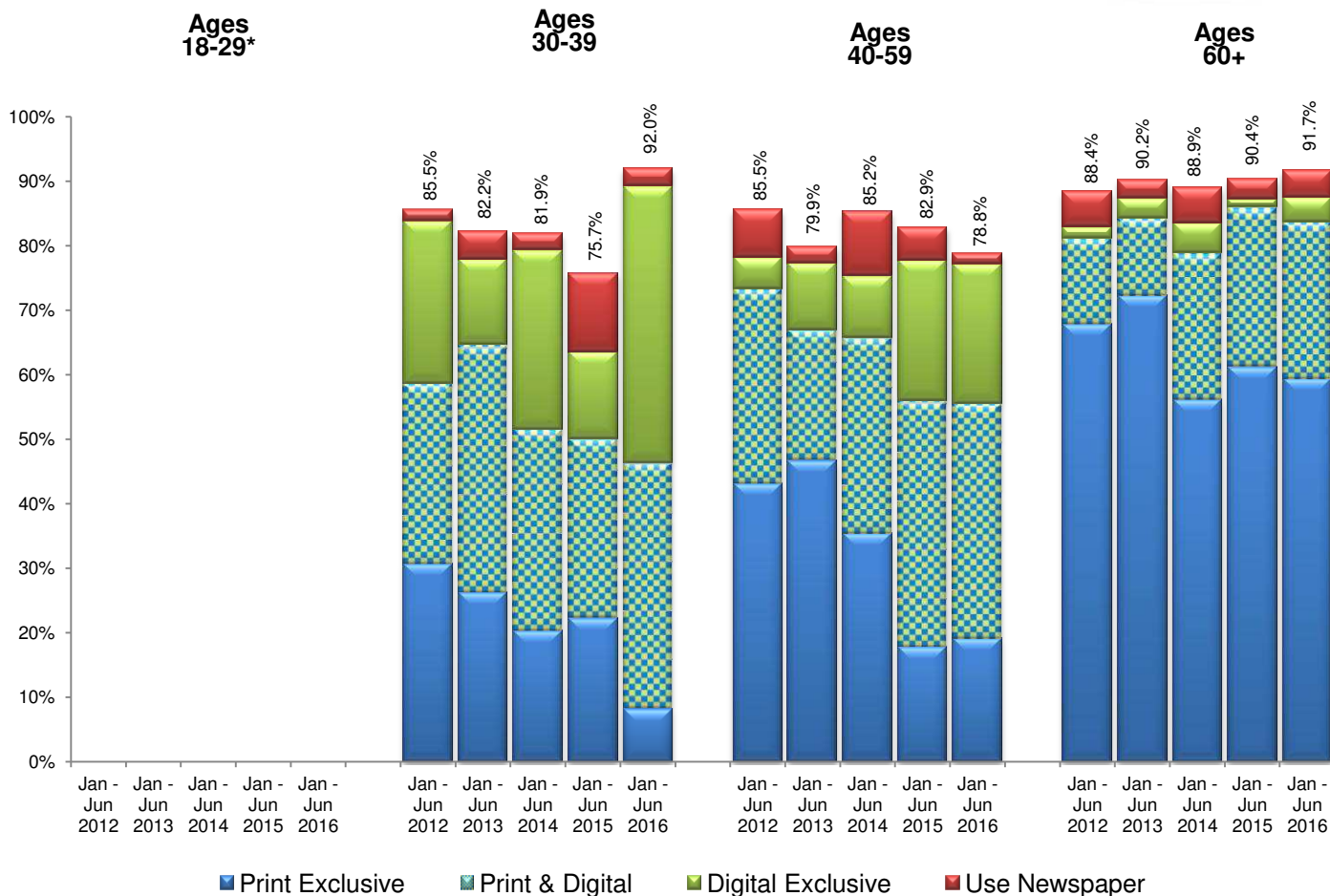
(Print = Read Print Past 7 Days, Digital = Visited Fixed Website, Mobile Website, Or Mobile App Past 7 Days)

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 Lincoln Journal 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 JournalStar.com digitally, read or used the Lincoln Journal Star or done both in the past 7 days?

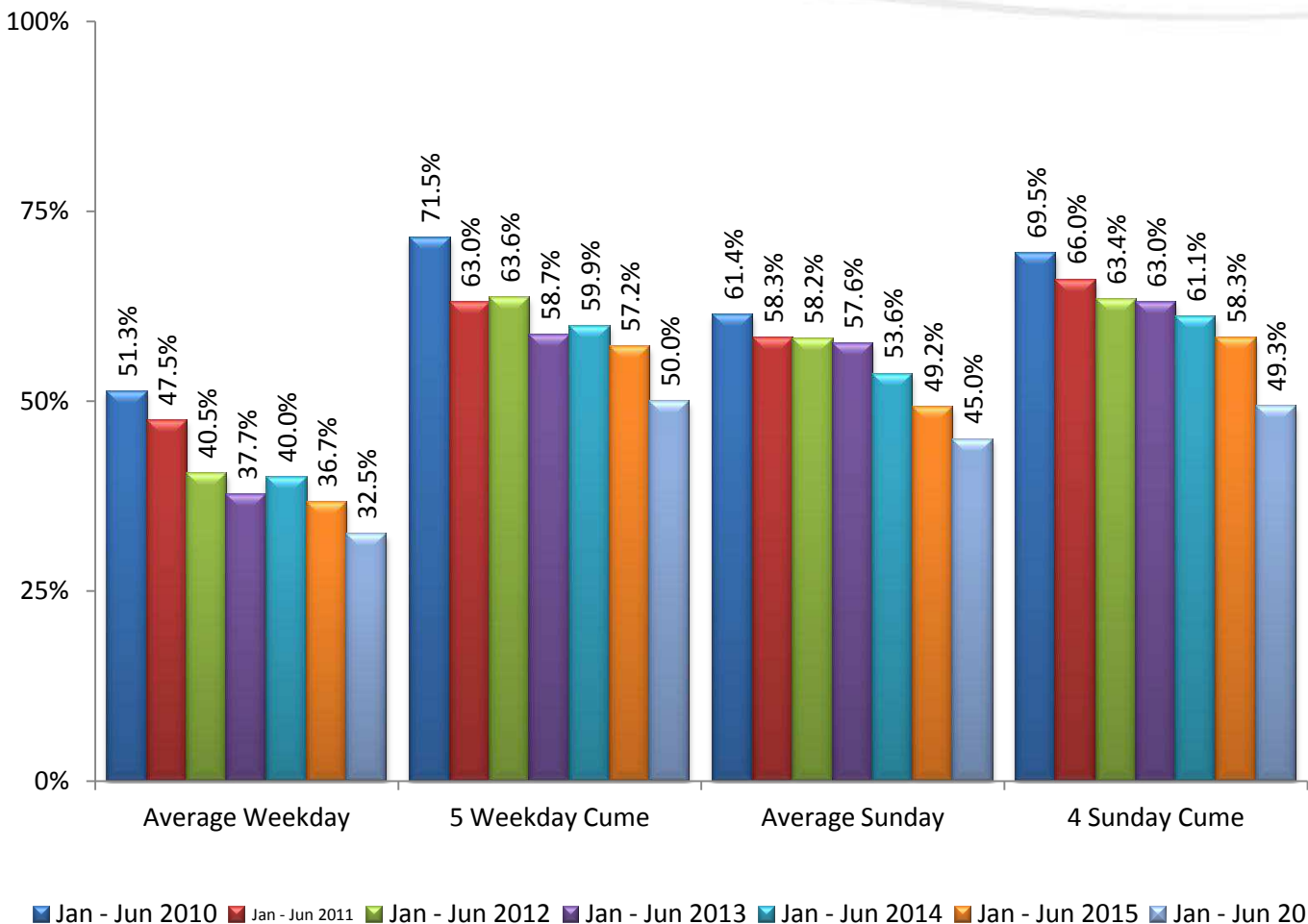


\*Note: Small sample size for Ages 18-29

Past 7 Days	Ages 18-29	Ages 30-39	Ages 40-59	Ages 60+
Print Exclusive		8.2%	19.1%	59.4%
Digital Exclusive	Sample Size	42.9%	21.6%	3.8%
Print & Digital	Too Small	38.1%	36.4%	24.3%
Use Newspaper		2.8%	1.7%	4.2%
<b>Total Reach</b>		<b>92.0%</b>	<b>78.8%</b>	<b>91.7%</b>
Base:		(n=37)	(n=159)	(n=273)
Margin of Error:		+/- 16.1% Points	+/- 7.8% Points	+/- 5.9% Points

# Average Readership

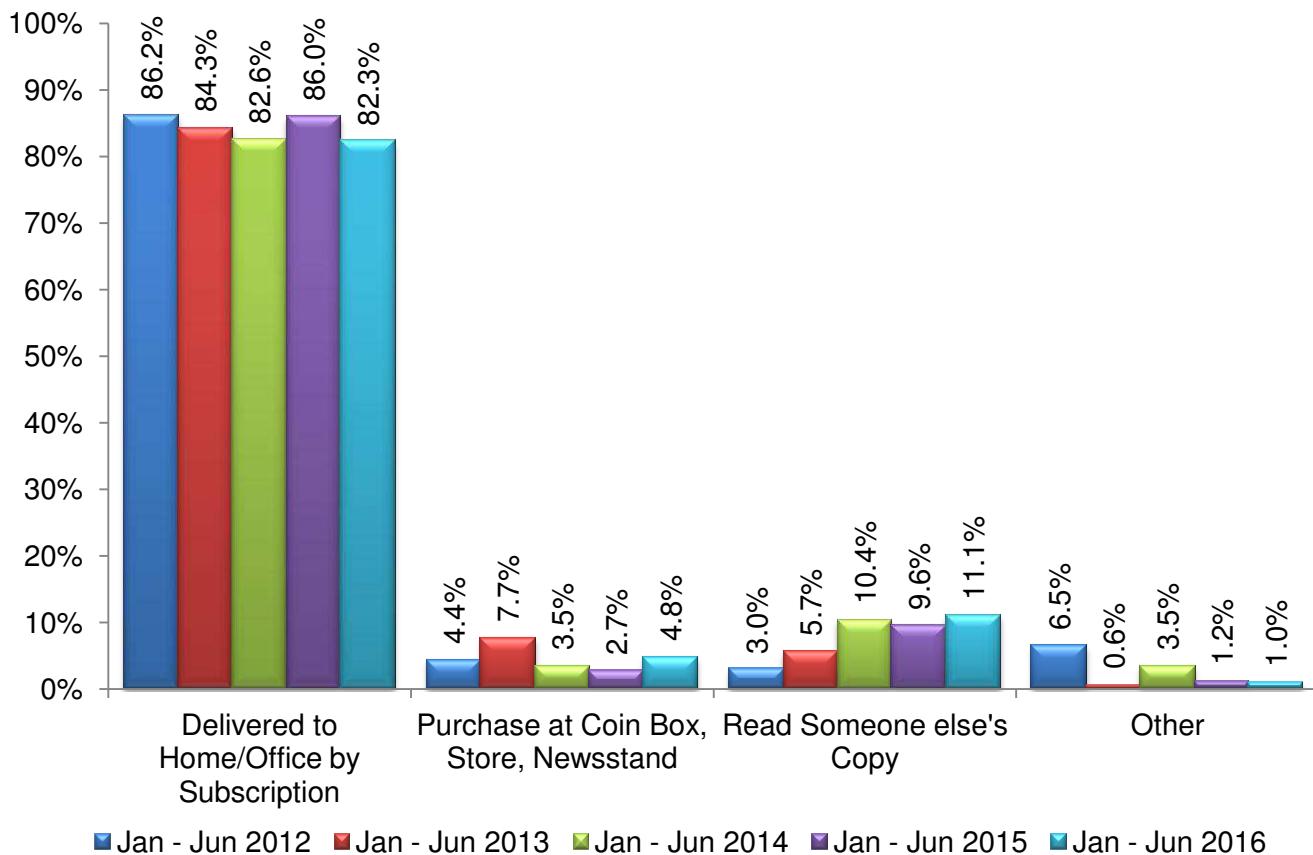
Q: Did you read the Lincoln Journal Star yesterday?



	Jan - Jun 2010	Jan - Jun 2011	Jan - Jun 2012	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015	Jan - Jun 2016
Average Weekday	51.3%	47.5%	40.5%	37.7%	40.0%	36.7%	32.5%
5 Weekday Cume	71.5%	63.0%	63.6%	58.7%	59.9%	57.2%	50.0%
Average Sunday	61.4%	58.3%	58.2%	57.6%	53.6%	49.2%	45.0%
4 Sunday Cume	69.5%	66.0%	63.4%	63.0%	61.1%	58.3%	49.3%
Base: All Adults	(n=600)	(n=601)	(n=600)	(n=600)	(n=600)	(n=498)	(n=500)
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	86.2%	84.3%	82.6%	86.0%	82.3%
Purchase at coin box, store, or newsstand	4.4%	7.7%	3.5%	2.7%	4.8%
Read someone else's copy	3.0%	5.7%	10.4%	9.6%	11.1%
Other	6.5%	0.6%	3.5%	1.2%	1.0%

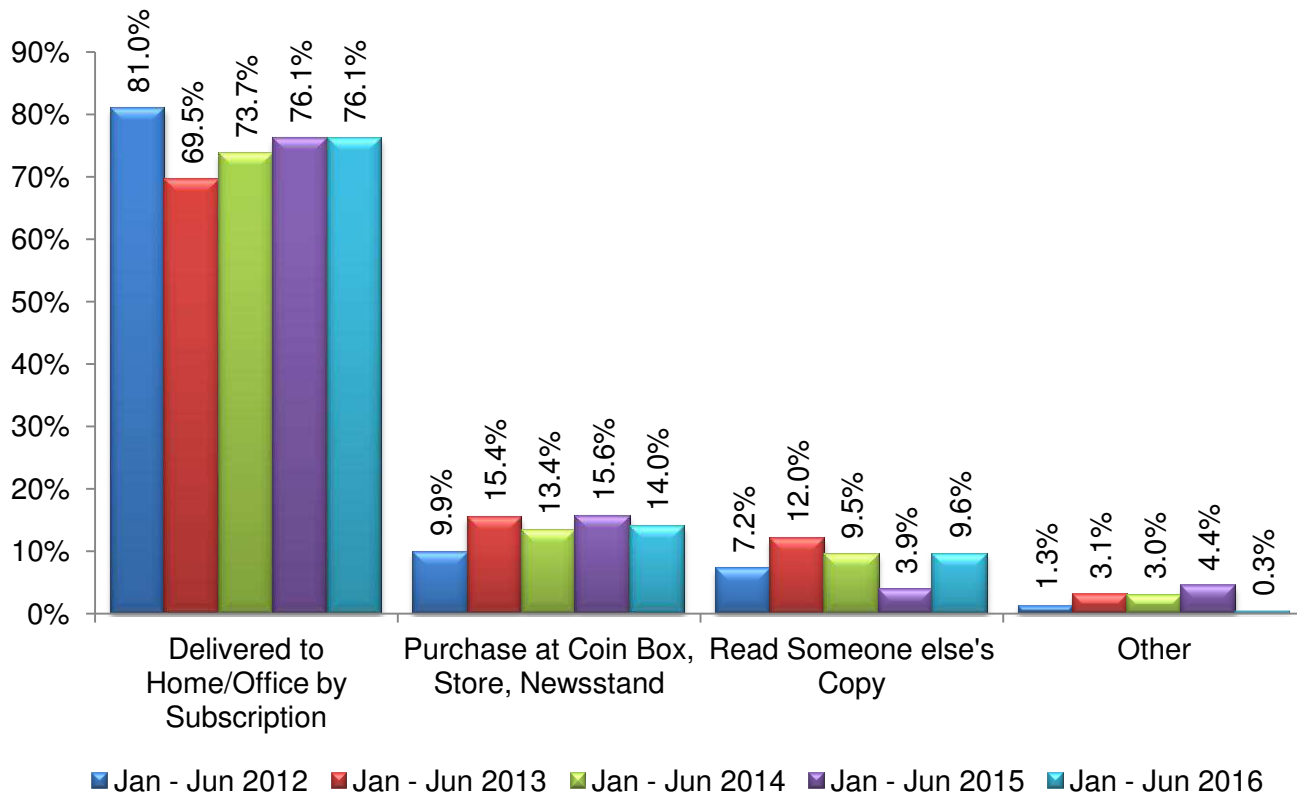
Base: Respondents who read, looked at, or used the weekday paper during the past week or were not sure.

Margin of Error:

(n=325)	(n=313)	(n=325)	(n=235)	(n=243)
+/- 5.4% Points	+/- 5.5% Points	+/- 5.4% Points	+/- 5.8% Points	+/- 6.3% Points

## Source of Sunday Newspaper

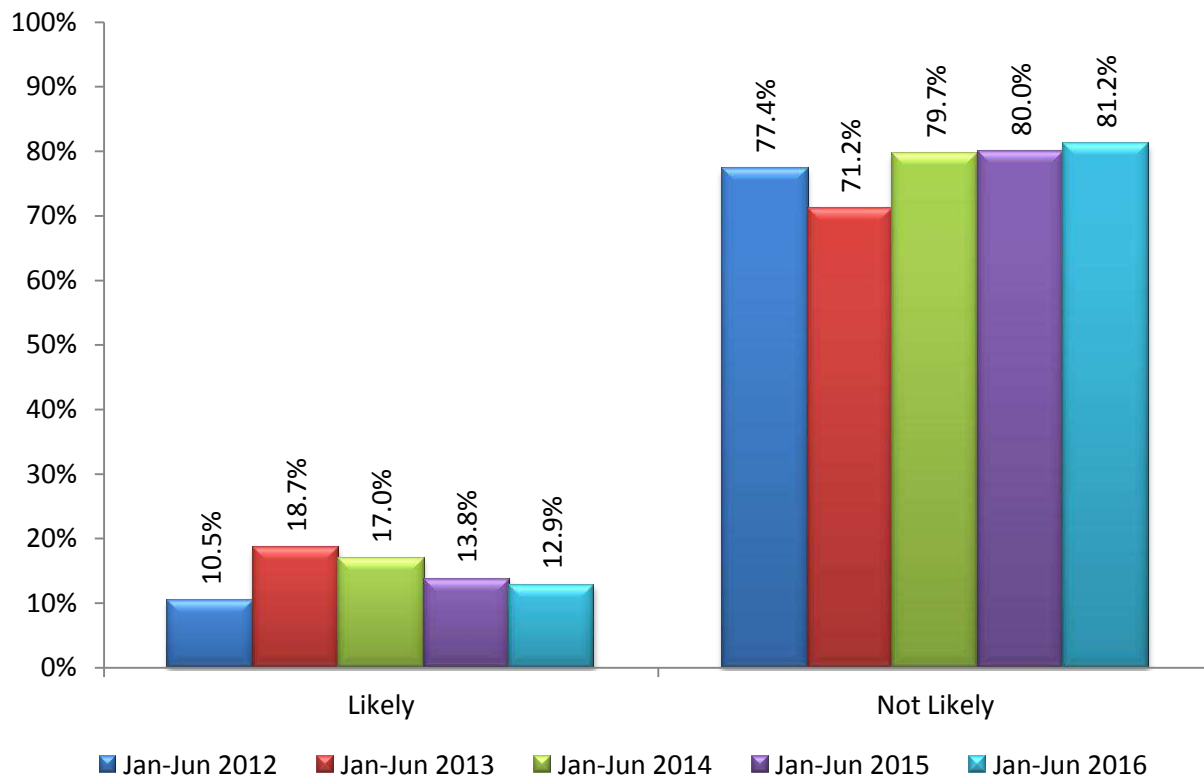
Q: Where did you get the Sunday newspaper you read or looked into most recently?



	Jan - Jun 2012	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015	Jan - Jun 2016
Delivered to your home/office by subscription	81.0%	69.5%	73.7%	76.1%	76.1%
Purchase at coin box, store, or newsstand	9.9%	15.4%	13.4%	15.6%	14.0%
Read someone else's copy	7.2%	12.0%	9.5%	3.9%	9.6%
Other	1.3%	3.1%	3.0%	4.4%	0.3%
Base: Respondents who read, looked at, or used the Sunday paper during the past four weeks or were not sure.	(n=430)	(n=427)	(n=420)	(n=357)	(n=326)
Margin of Error:	+/- 4.7% Points	+/- 4.7% Points	+/- 4.8% Points	+/- 5.2% Points	+/- 5.4% Points

## Likelihood of Discontinuing Print Readership

*Q: You identified yourself as a person who reads the Lincoln Journal 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 2016
Likely	10.5%	18.7%	17.0%	13.8%	12.9%
Not Likely	77.4%	71.2%	79.7%	80.0%	81.2%
Base: Adults who read both in print and online	(n=117)	(n=103)	(n=149)	(n=123)	(n=138)
Margin of Error:	+/- 9.1% Points	+/- 9.7% Points	+/- 8.0% Points	+/- 8.8% Points	+/- 8.3% Points

## Print + Digital Demographics

*Q: Have you accessed JournalStar.com digitally, read or used the Lincoln Journal Star or done both in the past 7 days?*

Jan – Jun 2016	Market	Print Exclusive	Digital Exclusive	Print & Digital	Use Newspaper	None
Male	50.2%	49.3%	53.1%	50.0%	42.7%	48.6%
Female	49.8%	50.7%	46.9%	50.0%	57.3%	51.4%
Ages 18-29	16.2%	2.3%	28.2%	11.9%	19.1%	26.9%
Ages 30-39	20.0%	6.7%	34.5%	24.2%	19.9%	10.0%
Ages 40-59	38.6%	30.2%	33.5%	44.6%	23.5%	50.2%
Ages 60+	25.1%	60.9%	3.8%	19.4%	37.5%	13.0%
<i>Median Age</i>	<i>43.6</i>	<i>64.4</i>	<i>36.3</i>	<i>43.1</i>	<i>44.7</i>	<i>42.6</i>
Children Under 18 at home	39.0%	16.4%	55.7%	38.1%	22.3%	52.6%
Lived In Area Less Than Five Years	13.2%	8.2%	17.8%	9.0%	28.1%	19.1%
6 - 10 Years	11.7%	10.3%	11.4%	13.6%	9.0%	10.8%
11 - 14 Years	11.6%	2.8%	16.4%	9.6%	22.3%	20.2%
15 - 20 Years	12.8%	13.1%	17.3%	11.8%	10.1%	8.1%
21 Years +	50.7%	65.7%	37.1%	56.0%	30.4%	41.7%
<i>Median Length of Residence</i>	<i>21.1</i>	<i>25.8</i>	<i>16.5</i>	<i>23.1</i>	<i>13.3</i>	<i>11.0</i>
Less than \$35K Household Income	28.8%	31.8%	27.2%	19.1%	50.9%	42.0%
\$35K - \$50K	10.5%	11.9%	7.7%	14.8%	8.7%	5.0%
\$50K - \$75K	20.9%	17.6%	25.0%	21.8%	28.9%	17.2%
\$75K+	39.8%	38.8%	40.1%	44.3%	11.5%	35.7%
<i>Median Household Income (\$000)</i>	<i>\$62.8</i>	<i>\$58.9</i>	<i>\$65.1</i>	<i>\$68.5</i>	<i>\$34.4</i>	<i>\$54.4</i>
High School Grad or Less	22.9%	23.0%	24.9%	13.2%	31.5%	37.2%
Some College	32.4%	33.3%	35.5%	32.8%	20.7%	27.2%
4 Year College or More	29.2%	31.1%	29.9%	27.9%	39.6%	26.1%
Graduate Degree	15.5%	12.7%	9.7%	26.1%	8.2%	9.4%
Base: All Adults	(n=500)	(n=207)	(n=66)	(n=145)	(n=19)	(n=65)
Margin of Error:	+/- 4.4% Points	+/- 6.8% Points	+/- 12.1% Points	+/- 8.1 % Points	+/- 22.5% Points	+/- 12.2% Points

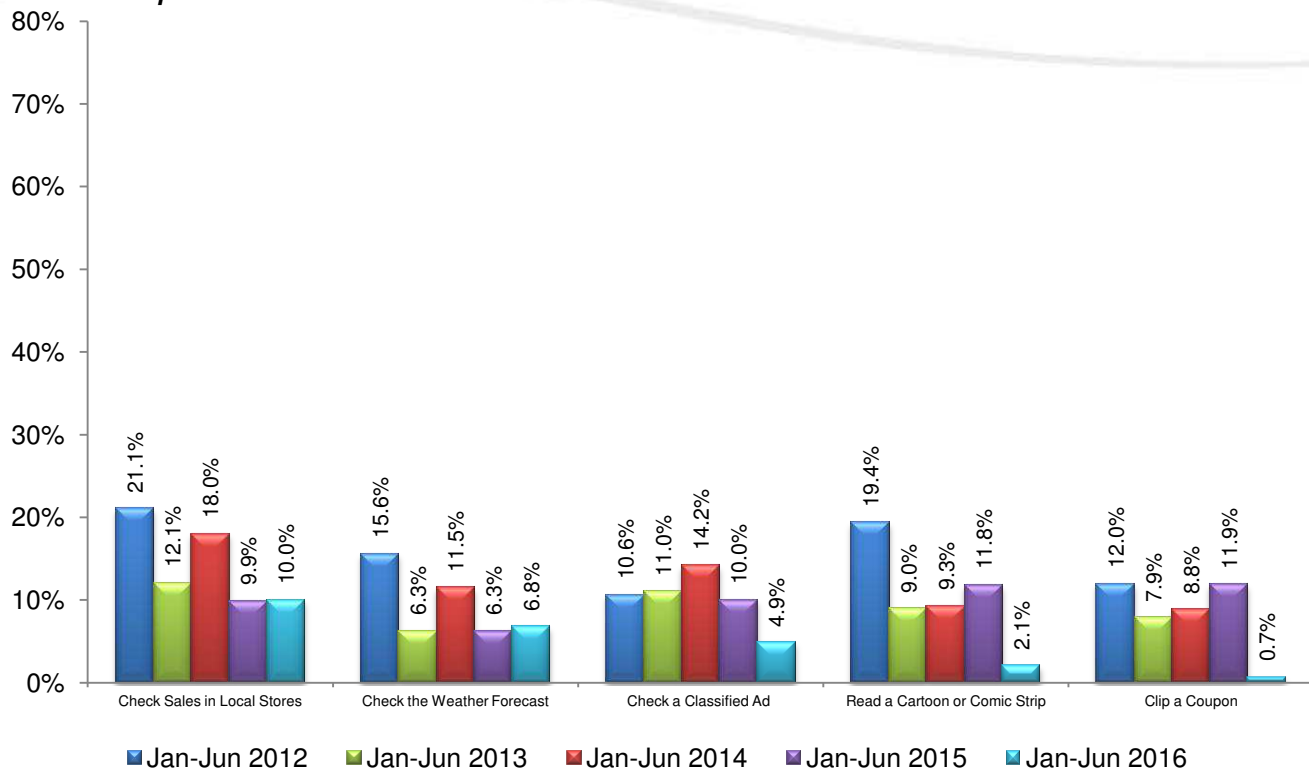
## Print + Digital Demographics

*Q: Have you accessed JournalStar.com digitally, read or used the Lincoln Journal Star or done both in the past 7 days?*

<b>Jan – Jun 2016</b>	<b>Market</b>	<b>Print Readers</b>	<b>Digital Readers</b>	<b>None</b>
Male	50.2%	49.7%	51.4%	47.7%
Female	49.8%	50.3%	48.6%	52.3%
Ages 18-29	16.2%	7.7%	19.0%	25.7%
Ages 30-39	20.0%	16.5%	28.7%	11.4%
Ages 40-59	38.6%	38.3%	39.7%	46.3%
Ages 60+	25.1%	37.5%	12.5%	16.6%
<i>Median Age</i>	<i>43.6</i>	<i>53.5</i>	<i>41.1</i>	<i>45.6</i>
Children Under 18 at home	39.0%	28.5%	45.9%	48.1%
Lived In Area Less Than Five Years	13.2%	8.7%	12.9%	20.5%
6 - 10 Years	11.7%	12.1%	12.7%	10.6%
11 - 14 Years	11.6%	6.5%	12.6%	20.5%
15 - 20 Years	12.8%	12.4%	14.2%	8.4%
21 Years +	50.7%	60.3%	47.6%	40.0%
<i>Median Length of Residence</i>	<i>21.1</i>	<i>24.4</i>	<i>20.0</i>	<i>14.7</i>
Less than \$35K Household Income	28.8%	24.8%	22.8%	42.9%
\$35K - \$50K	10.5%	13.5%	11.6%	5.4%
\$50K - \$75K	20.9%	19.9%	23.2%	18.4%
\$75K+	39.8%	41.8%	42.4%	33.3%
<i>Median Household Income (\$000)</i>	<i>\$62.8</i>	<i>\$64.7</i>	<i>\$66.8</i>	<i>\$52.3</i>
High School Grad or Less	22.9%	17.5%	18.4%	36.4%
Some College	32.4%	33.0%	34.0%	26.3%
4 Year College or More	29.2%	29.3%	28.8%	28.0%
Graduate Degree	15.5%	20.3%	18.8%	9.2%
Base: All Adults	(n=500)	(n=389)	(n=162)	(n=90)
Margin of Error:	+/- 4.4% Points	+/- 5.0% Points	+/- 7.7% Points	+/- 11.0% 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	21.1%	12.1%	18.0%	9.9%	10.0%
Check the Weather Forecast	15.6%	6.3%	11.5%	6.3%	6.8%
Check a Classified Ad	10.6%	11.0%	14.2%	10.0%	4.9%
Read a Cartoon or Comic Strip	19.4%	9.0%	9.3%	11.8%	2.1%
Clip a Coupon	12.0%	7.9%	8.8%	11.9%	0.7%

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

Margin of Error:

(n=110)

+/- 9.3% Points

(n=109)

+/- 9.4% Points

(n=107)

+/- 9.5% Points

(n=80)

+/- 11.0% Points

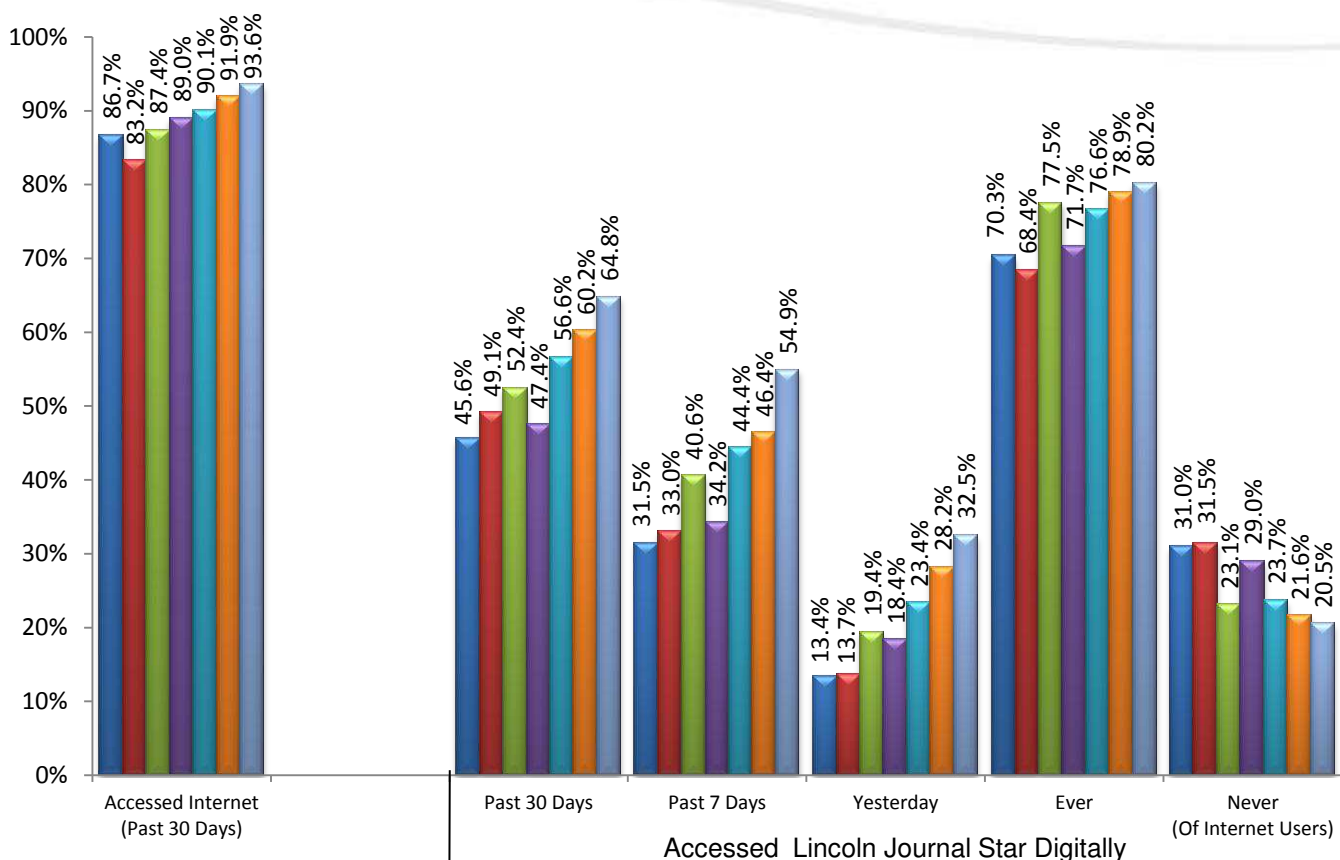
(n=82)

+/- 10.8% Points

# Internet Access & JournalStar.com Usage

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

How about JournalStar.com?



■ 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)	86.7%	83.2%	87.4%	89.0%	90.1%	91.9%	93.6%
Accessed Journal Star Digitally Past 30 Days	45.6%	49.1%	52.4%	47.4%	56.6%	60.2%	64.8%
Accessed Journal Star Digitally Past 7 Days	31.5%	33.0%	40.6%	34.2%	44.4%	46.4%	54.9%
Accessed Journal Star Digitally Yesterday	13.4%	13.7%	19.4%	18.4%	23.4%	28.2%	32.5%
Accessed Journal Star Digitally Ever	70.3%	68.4%	77.5%	71.7%	76.6%	78.9%	80.2%
Never Accessed Journal Star Digitally (Internet Users)	31.0%	31.5%	23.1%	29.0%	23.7%	21.6%	20.5%

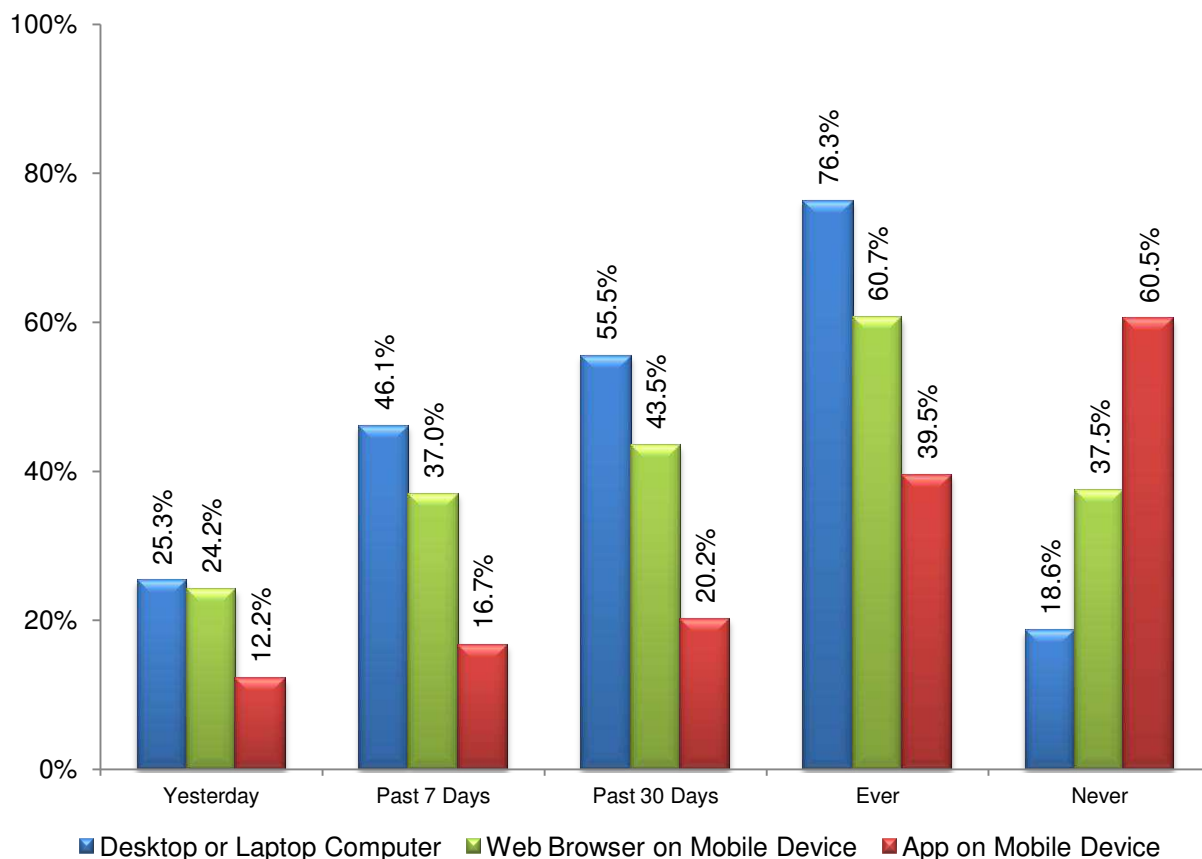
Base: Adults who have accessed the internet in the past 30 days with any device.

Margin of Error:

(n=473)	(n=451)	(n=453)	(n=469)	(n=490)	(n=408)	(n=429)
+/- 4.5% Points	+/- 4.6% Points	+/- 4.6% Points	+/- 4.5% Points	+/- 4.4% Points	+/- 4.9% Points	+/- 4.7% Points

## Accessing Lee 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	25.3%	24.2%	12.2%
Past 7 Days	46.1%	37.0%	16.7%
Past 30 Days	55.5%	43.5%	20.2%
Ever	76.3%	60.7%	39.5%
Never	18.6%	37.5%	60.5%

Base: Adults who accessed the internet in past 30 days

(n=429)

(n=429)

(n=429)

Margin of Error:

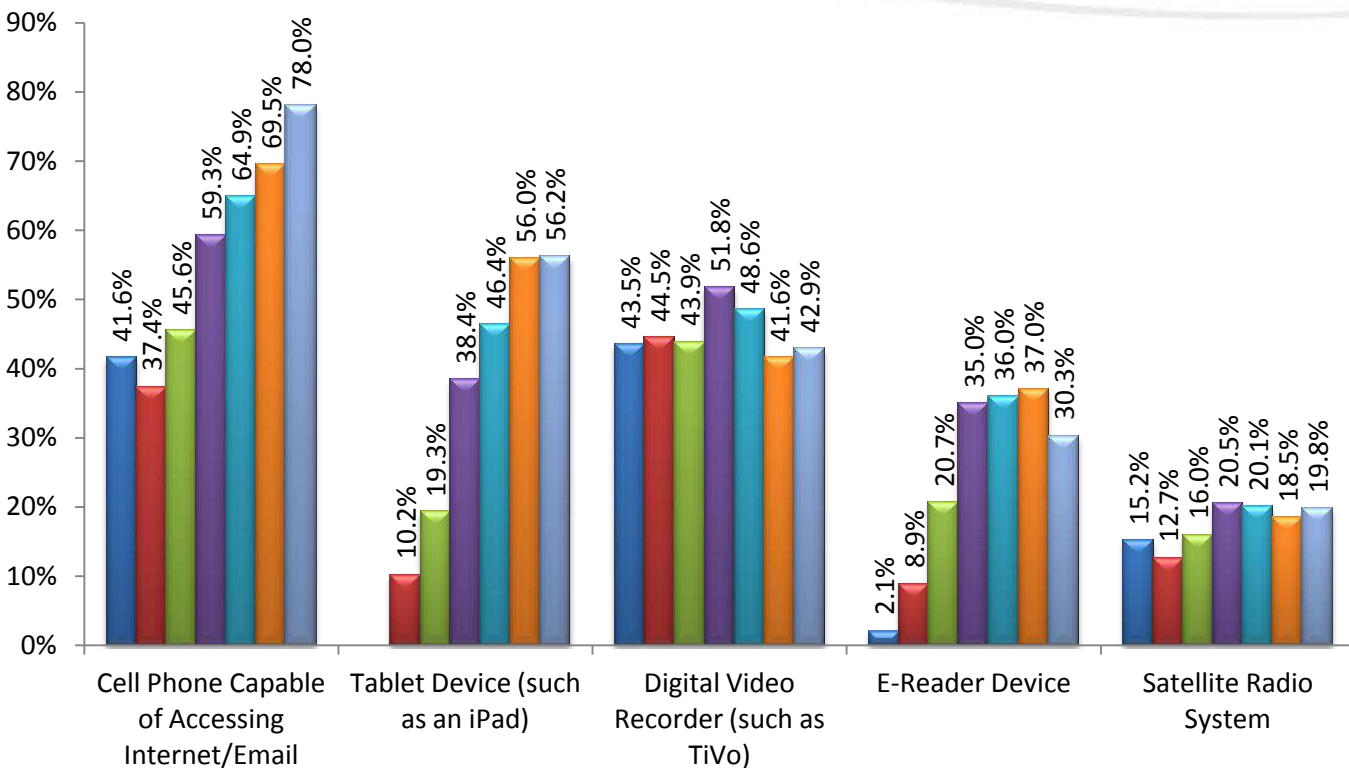
+/-4.7% Points

+/-4.7% Points

+/-4.7% 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	41.6%	37.4%	45.6%	59.3%	64.9%	69.5%	78.0%
Tablet Device (such as an iPad)	-	10.2%	19.3%	38.4%	46.4%	56.0%	56.2%
Digital Video Recorder (such as TiVo)	43.5%	44.5%	43.9%	51.8%	48.6%	41.6%	42.9%
E-Reader Device	2.1%	8.9%	20.7%	35.0%	36.0%	37.0%	30.3%
Satellite Radio System	15.2%	12.7%	16.0%	20.5%	20.1%	18.5%	19.8%

Base: All Adults

(n=600)

(n=601)

(n=600)

(n=600)

(n=600)

(n=498)

(n=500)

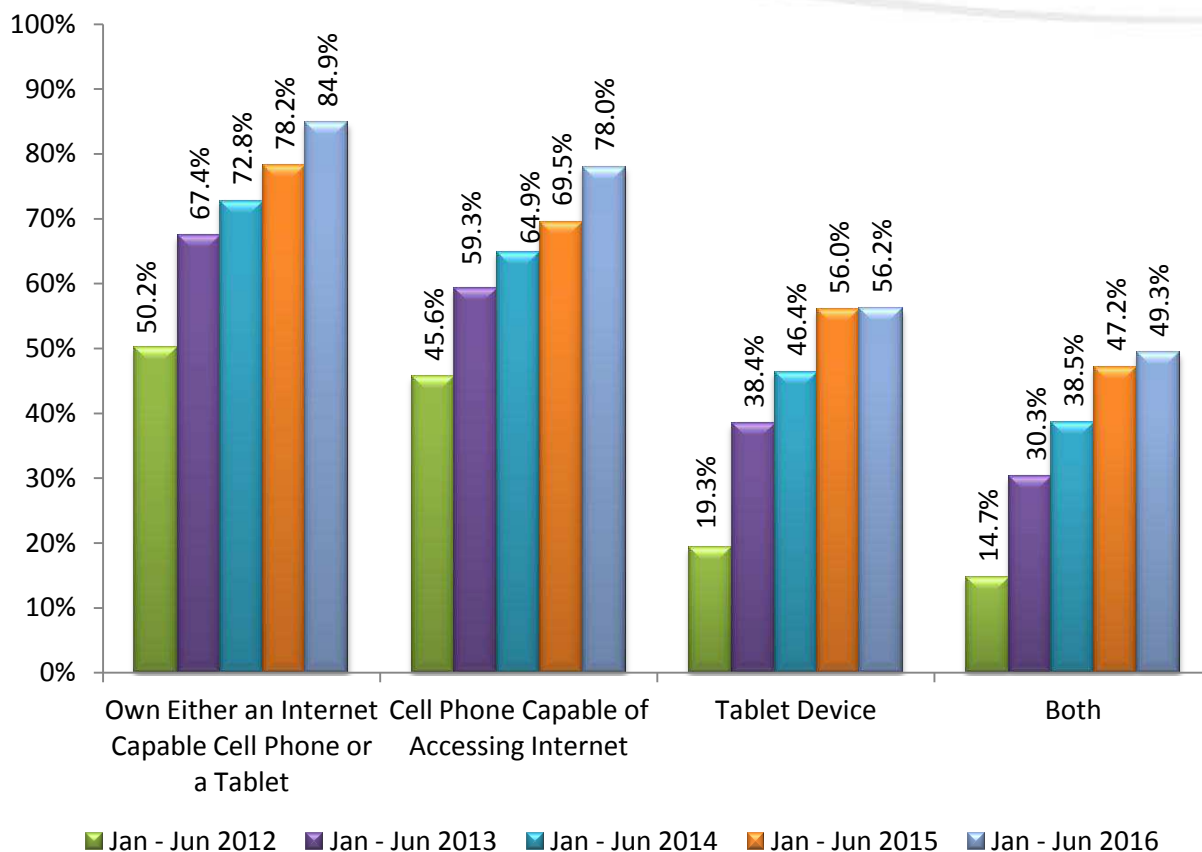
Margin of Error:

+/- 4.0% Points +/- 4.0% Points +/- 4.0% Points +/- 4.0% Points +/- 4.0% Points +/- 4.0% Points

+/- 4.4% Points

# Mobile Device Ownership

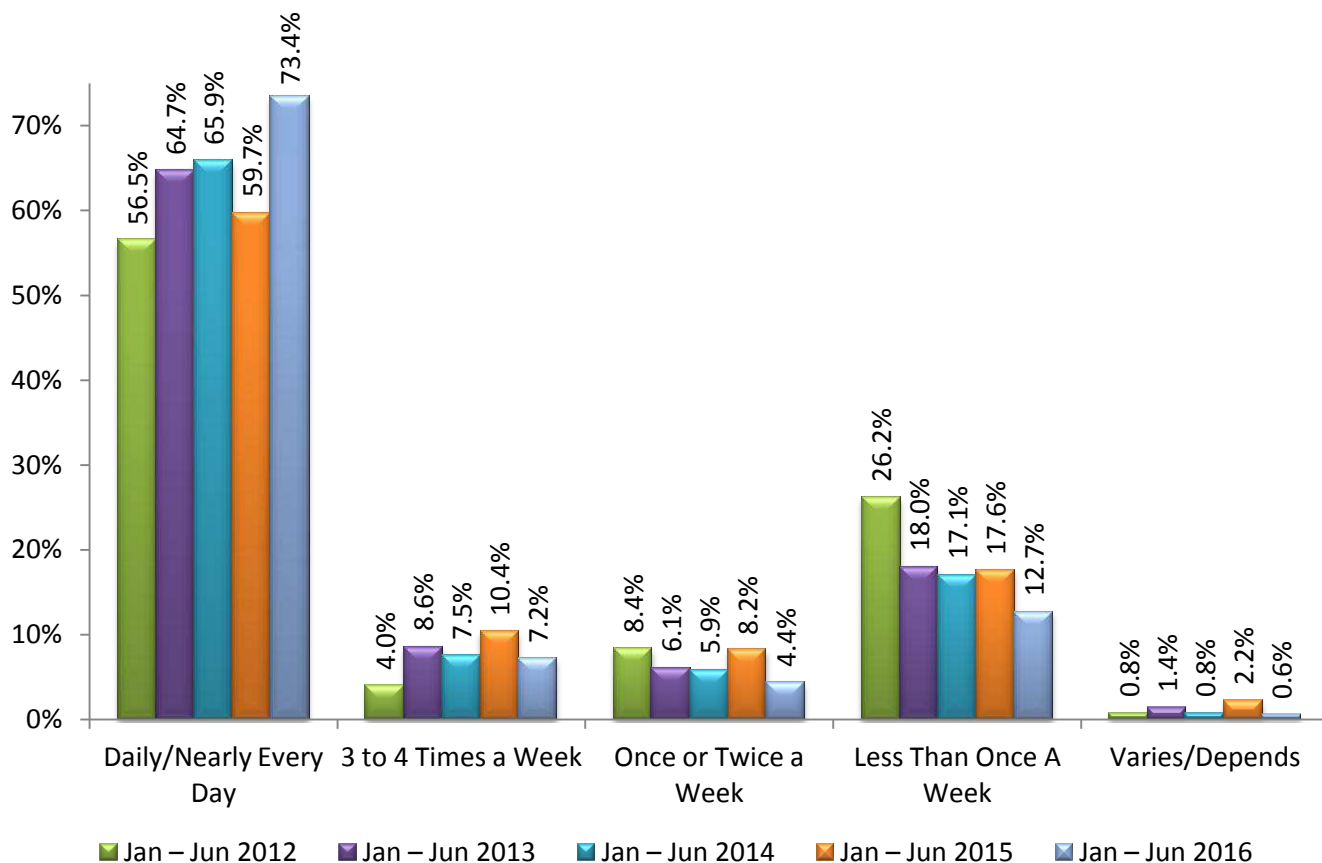
Q: Which of the following do you own?



	Jan – Jun 2012	Jan – Jun 2013	Jan – Jun 2014	Jan – Jun 2015	Jan – Jun 2016
Own Either an Internet Capable Cell Phone or a Tablet	50.2%	67.4%	72.8%	78.2%	84.9%
Cell Phone Capable of Accessing Internet/Email	45.6%	59.3%	64.9%	69.5%	78.0%
Tablet Device	19.3%	38.4%	46.4%	56.0%	56.2%
Both	14.7%	30.3%	38.5%	47.2%	49.3%
Base: All Adults	(n=600)	(n=600)	(n=600)	(n=498)	(n=500)
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	56.5%	64.7%	65.9%	59.7%	73.4%
3 to 4 Times a Week	4.0%	8.6%	7.5%	10.4%	7.2%
Once or Twice a Week	8.4%	6.1%	5.9%	8.2%	4.4%
Less Than Once A Week	26.2%	18.0%	17.1%	17.6%	12.7%
Varies/Depends	0.8%	1.4%	0.8%	2.2%	0.6%

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

(n=236)

(n=311)

(n=363)

(n=296)

(n=354)

Margin of Error:

+/- 6.4% Points

+/- 5.6% Points

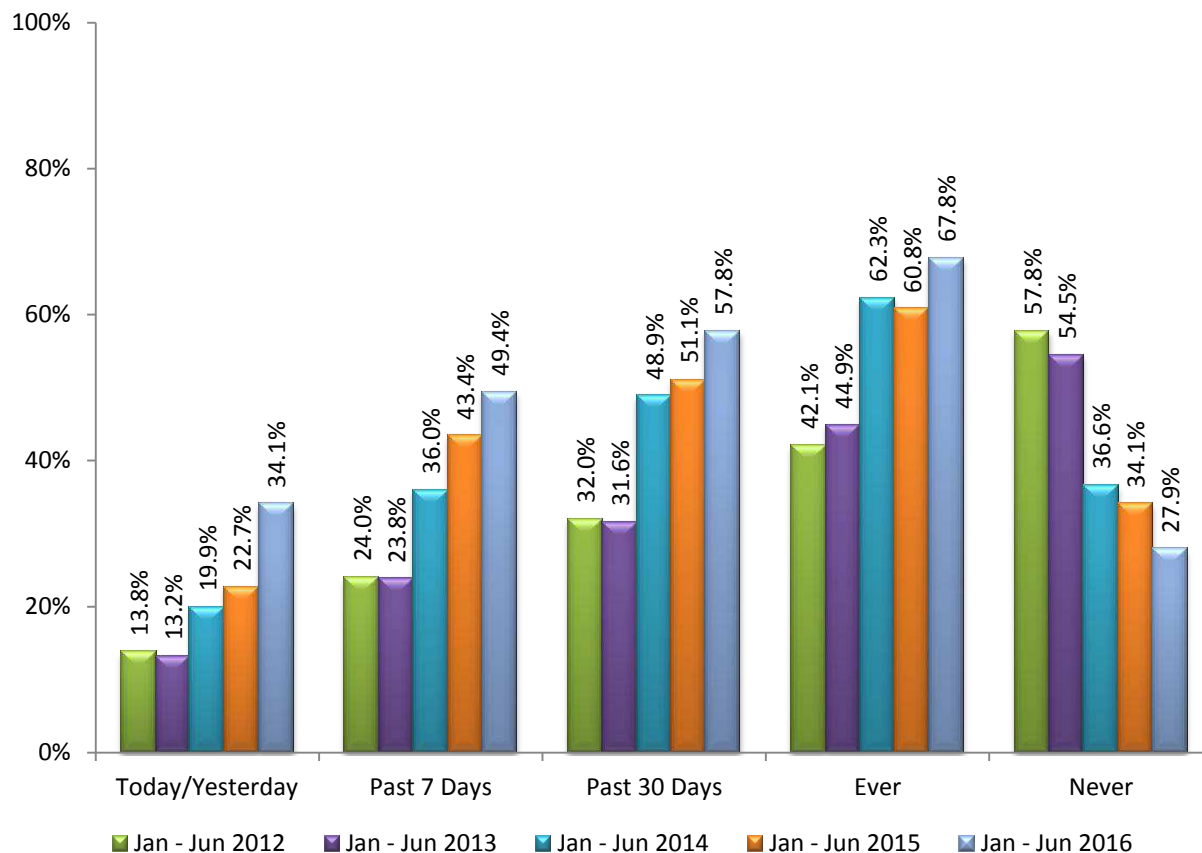
+/-5.2% Points

+/-5.2% Points

+/-5.2% Points

# Last Time Accessed JournalStar.com Via Mobile Device

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



	Jan – Jun 2012	Jan – Jun 2013	Jan – Jun 2014	Jan – Jun 2015	Jan – Jun 2016
Today/Yesterday	13.8%	13.2%	19.9%	22.7%	34.1%
Past 7 Days	24.0%	23.8%	36.0%	43.4%	49.4%
Past 30 Days	32.0%	31.6%	48.9%	51.1%	57.8%
Ever	42.1%	44.9%	62.3%	60.8%	67.8%
Never	57.8%	54.5%	36.6%	34.1%	27.9%

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

(n=236)

(n=311)

(n=363)

(n=296)

(n=354)

Margin of Error:

+/- 7.2% Points

+/- 5.6% Points

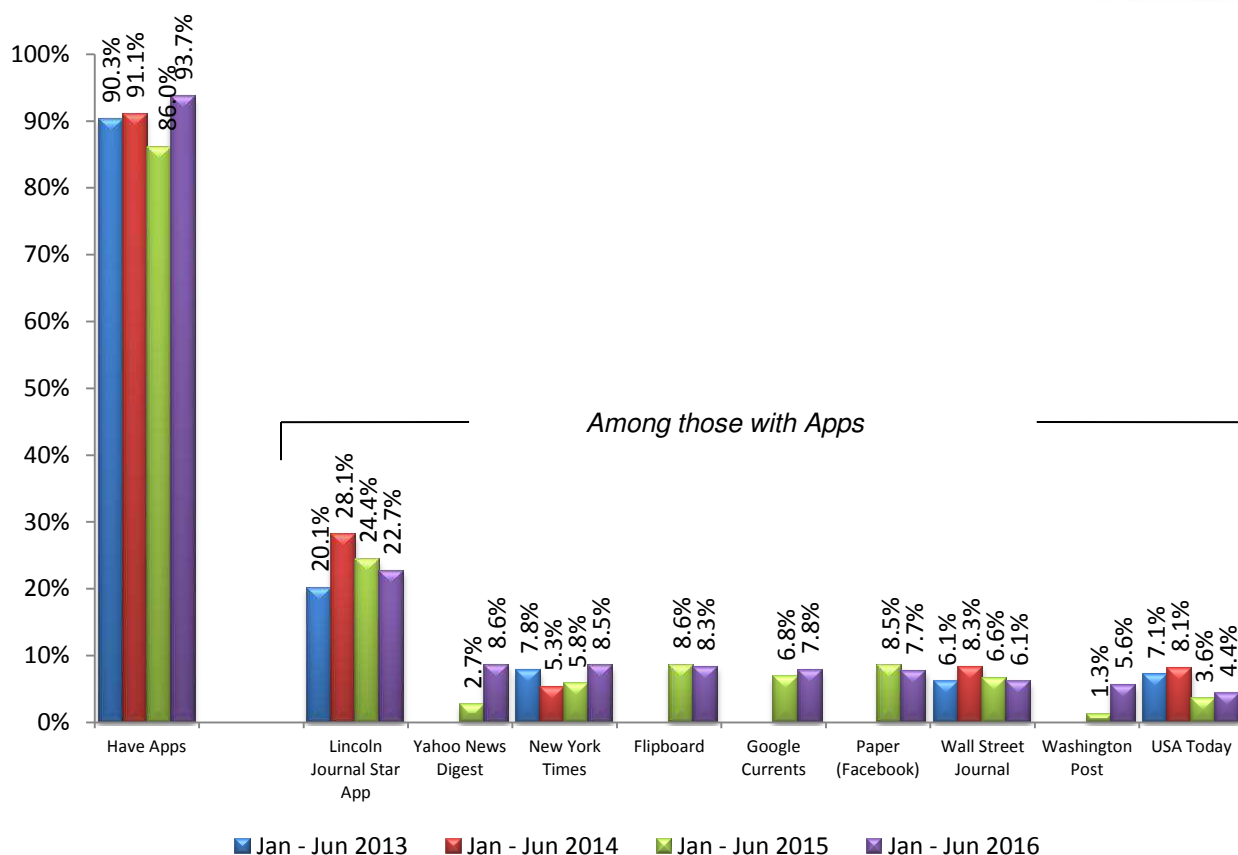
+/- 5.2% Points

+/- 5.2% 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	90.3%	91.1%	86.0%	93.7%
Lincoln Journal Star App	20.1%	28.1%	24.4%	22.7%
Yahoo News Digest			2.7%	8.6%
New York Times	7.8%	5.3%	5.8%	8.5%
Flipboard			8.6%	8.3%
Google Currents			6.8%	7.8%
Paper (Facebook)			8.5%	7.7%
Washington Post			1.3%	5.6%
Wall Street Journal	6.1%	8.3%	6.6%	6.1%
USA Today	7.1%	8.1%	3.6%	4.4%

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

(n=259)

(n=363)

(n=236)

(n=354)

Margin of Error:

+/- 6.1% Points

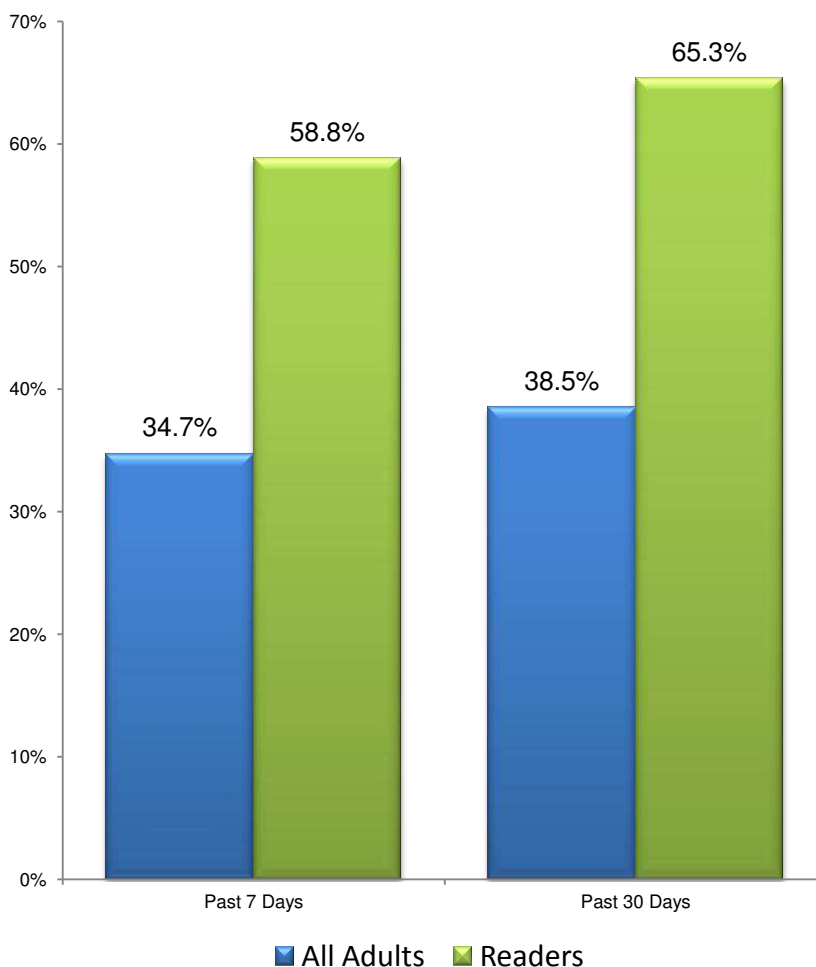
+/- 5.2% Points

+/- 6.4% Points

+/- 5.2% Points

## Preprint Readership

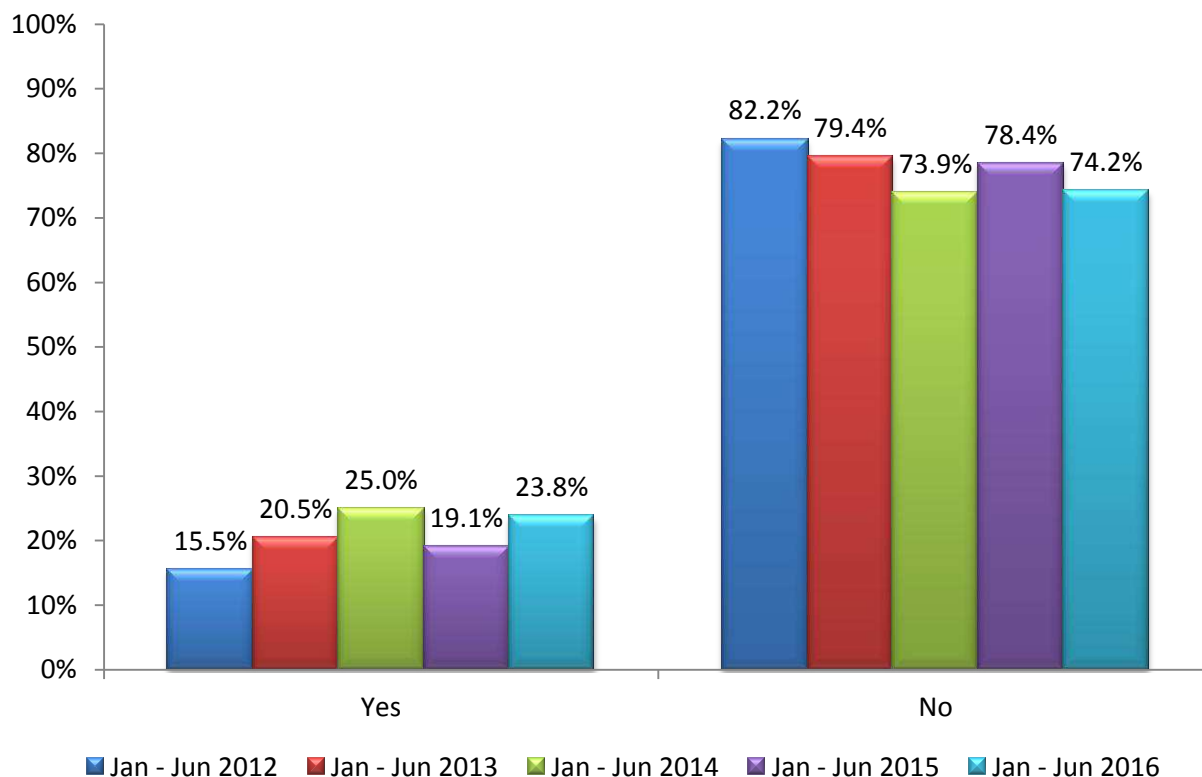
*Q: In the past 30 days have you read preprinted advertising in the newspaper? In the past 7 days?*



	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	47.3%	41.4%	42.1%	39.4%	36.0%	42.9%	34.7%	59.0%	56.1%	58.8%	56.7%	50.9%	66.2%	58.8%
Past 30 Days	56.5%	51.6%	51.7%	49.8%	44.4%	49.8%	38.5%	70.3%	69.9%	72.1%	71.6%	62.7%	76.8%	65.3%
Base:	(n=600)	(n=601)	(n=600)	(n=600)	(n=600)	(n=498)	(n=500)	(n=510)	(n=481)	(n=472)	(n=465)	(n=465)	(n=395)	(n=365)
Margin of Error:	+/- 4.0% Points	+/- 4.0% Points	+/- 4.0% Points	+/- 4.0% Points	+/- 4.0% Points	+/- 4.4% Points	+/- 4.4% Points	+/- 4.4% Points	+/- 4.5% Points	+/- 4.5% Points	+/- 4.5% Points	+/- 4.5% Points	+/- 4.9% Points	+/- 5.1% Points

## Television Service

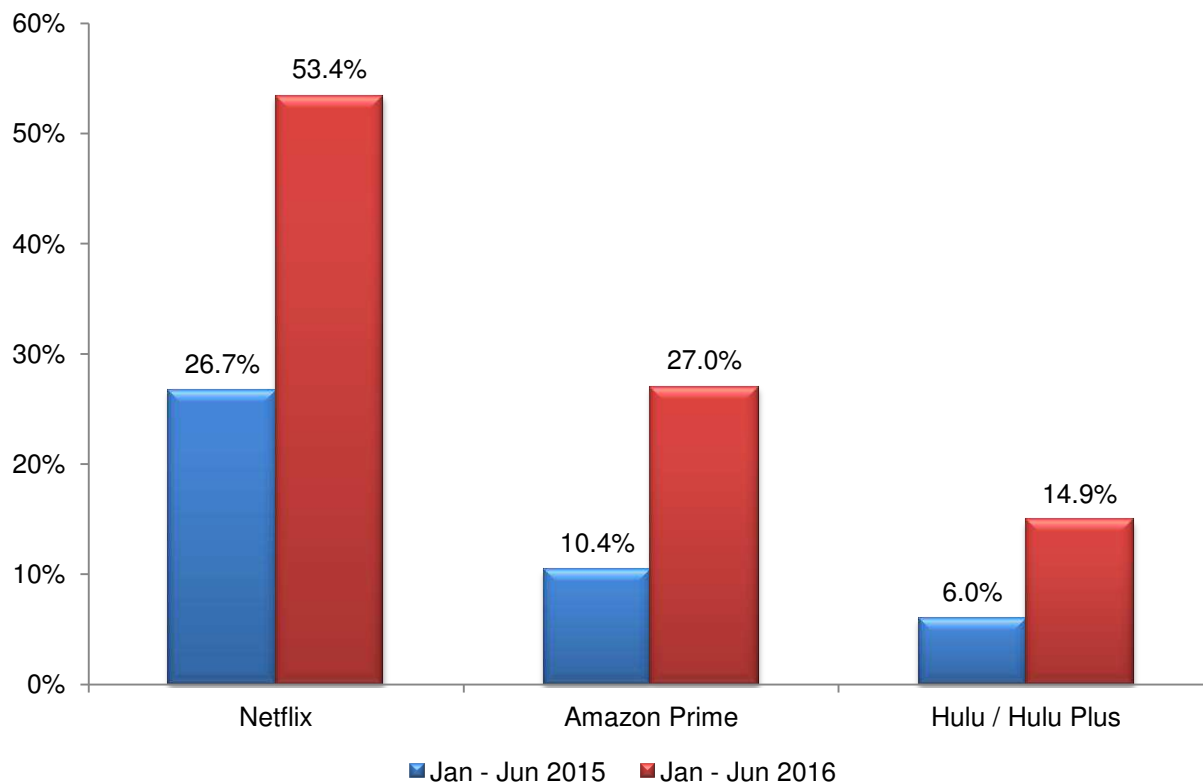
*Q: During the past year, have you cancelled or cut back on your cable or satellite TV service?*



	Jan – Jun 2012	Jan – Jun 2013	Jan – Jun 2014	Jan – Jun 2015	Jan – Jun 2016
Yes	15.5%	20.5%	25.0%	19.1%	23.8%
No	82.2%	79.4%	73.9%	78.4%	74.2%
Base: All Adults	(n=600)	(n=600)	(n=600)	(n=498)	(n=500)
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	26.7%	53.4%
Amazon Prime	10.4%	27.0%
Hulu / Hulu Plus	6.0%	14.9%
Base: All Adults	(n=498)	(n=500)
Margin of Error:	+/- 4.4% Points	+/- 4.4% Points