

LEE ENTERPRISES AUDIENCE REPORT

JAN 2016 – JUN 2016

THE ^{onwi.com}TIMES

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Methodology

HOW: Telephone Survey

WHO: Randomly Selected Adults In Munster NDM

WHEN: January 2016 – June 2016

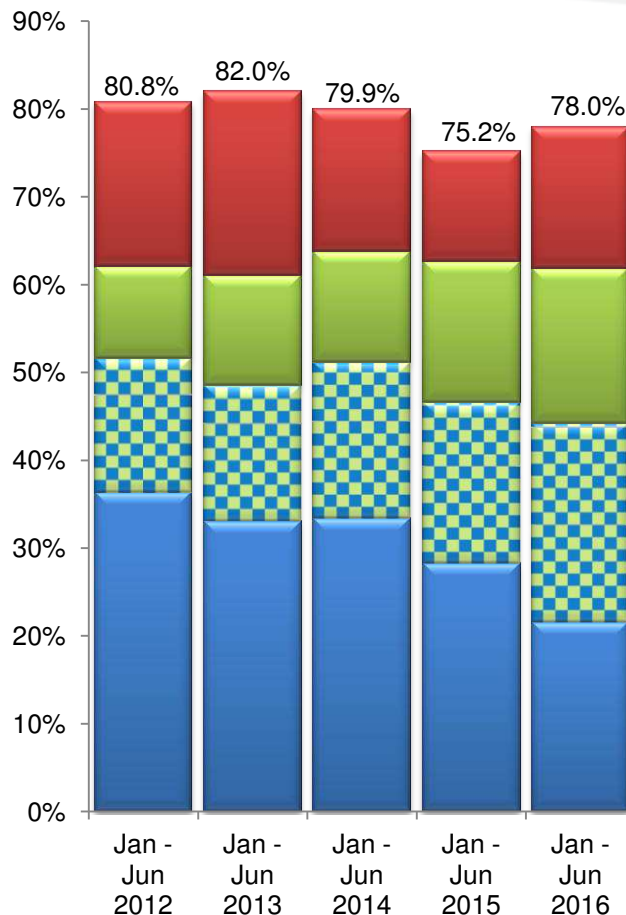
CONDUCTED BY: Thoroughbred Research, Louisville, KY

SAMPLE SIZE: 501 Total Interviews of Adults 18+
441 Landline Interviews and 50 Cell Phone Interviews

MARGIN OF ERROR: Total Sample (n=501) +/- 4.4% Points
Total Internet Sample (n=399) +/- 4.9% Points

Print + Digital Reach

Q: Have you accessed NWI.com digitally, read or used The Times' 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	43.4%	39.9%	36.3%	33.0%	33.4%	28.2%	21.6%
Print & Digital	10.4%	13.2%	15.3%	15.5%	17.8%	18.4%	17.7%
Digital Exclusive	8.4%	8.4%	10.5%	12.5%	12.5%	16.1%	22.6%
Use Newspaper	20.2%	20.3%	18.7%	21.0%	16.2%	12.5%	16.1%
Total Reach	82.4%	81.8%	80.8%	82.0%	79.9%	75.2%	78.0%

Base: All Adults (n=600) (n=600) (n=601) (n=600) (n=600) (n=499) (n=501)
 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 Times 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

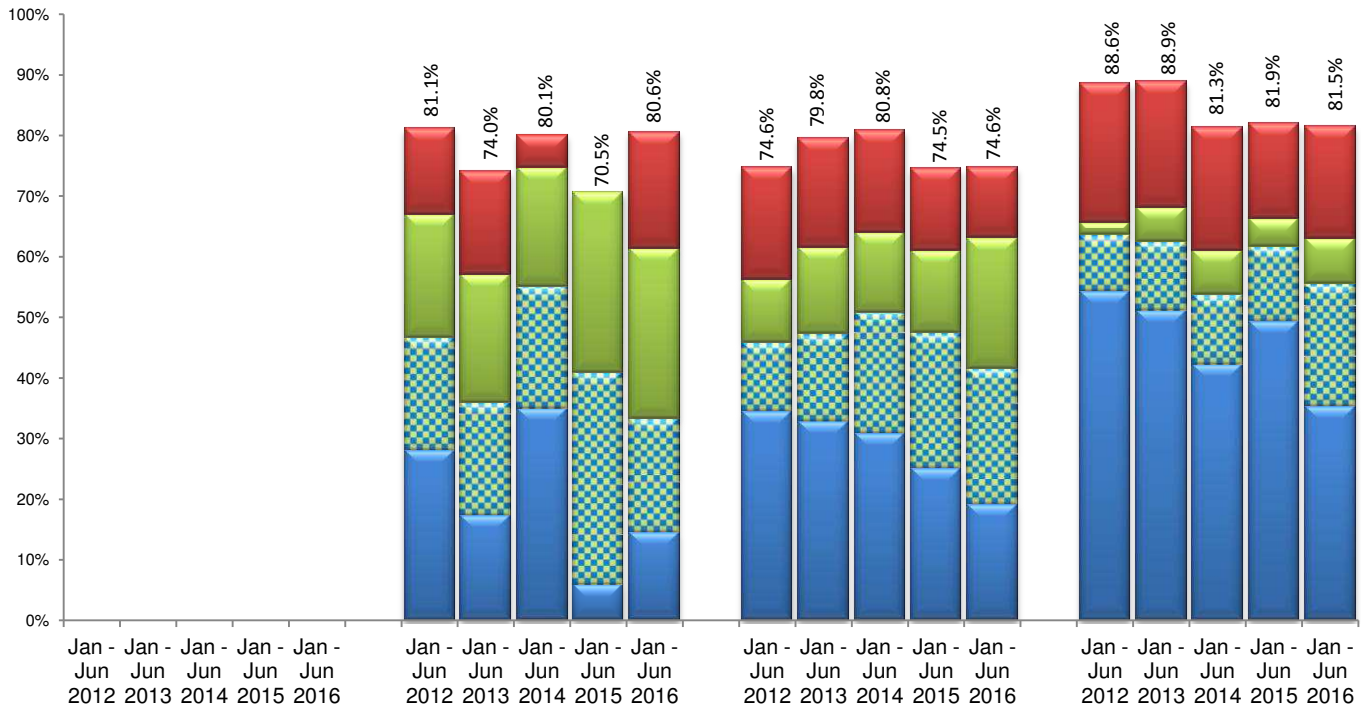
Q: Have you accessed NWI.com digitally, read or used The Times' or done both in the past 7 days?

**Ages
18-29***

**Ages
30-39**

**Ages
40-59**

**Ages
60+**



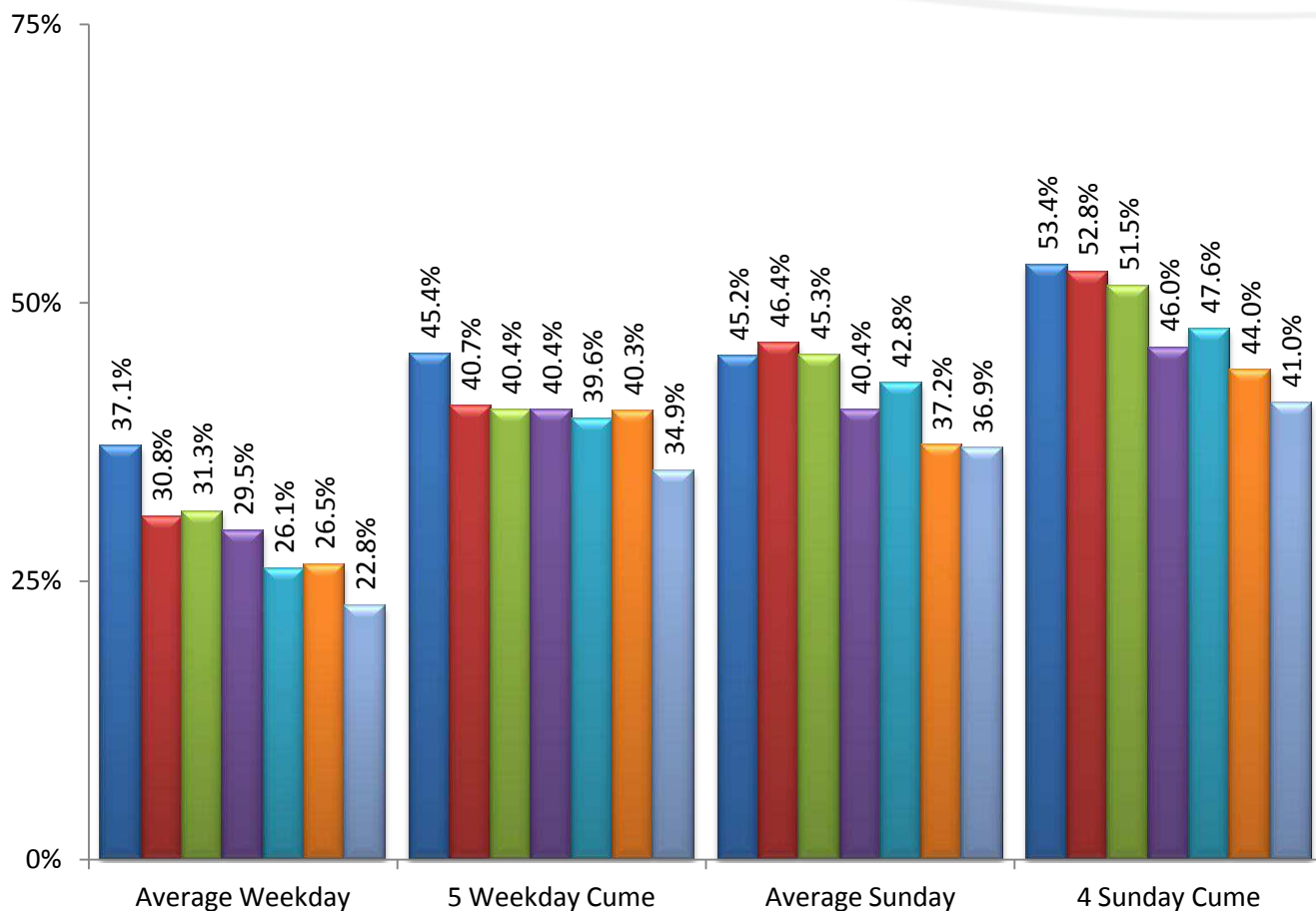
■ Use Newspaper ■ Digital Exclusive ■ Print & Digital ■ Print Exclusive

*Note: Small sample size for Ages 18-29

Past 7 Days	Ages 18-29	Ages 30-39	Ages 40-59	Ages 60+
Print Exclusive		14.5%	19.1%	35.3%
Digital Exclusive	Sample Size	28.0%	21.6%	7.5%
Print & Digital	Too Small	18.8%	22.4%	20.2%
Use Newspaper		19.3%	11.5%	18.5%
Total Reach		80.6%	74.6%	81.5%
Base:		(n=32)	(n=160)	(n=286)
Margin of Error:		+/- 17.3% Points	+/- 7.7% Points	+/- 5.8% Points

Average Readership

Q: Did you read The Times 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	37.1%	30.8%	31.3%	29.5%	26.1%	26.5%	22.8%
5 Weekday Cume	45.4%	40.7%	40.4%	40.4%	39.6%	40.3%	34.9%
Average Sunday	45.2%	46.4%	45.3%	40.4%	42.8%	37.2%	36.9%
4 Sunday Cume	53.4%	52.8%	51.5%	46.0%	47.6%	44.0%	41.0%

Base: All Adults

(n=600)

(n=600)

(n=601)

(n=600)

(n=600)

(n=499)

(n=501)

Margin of Error:

+/- 4.0% Points

+/- 4.0% Points

+/- 4.0% Points

+/- 4.0% Points

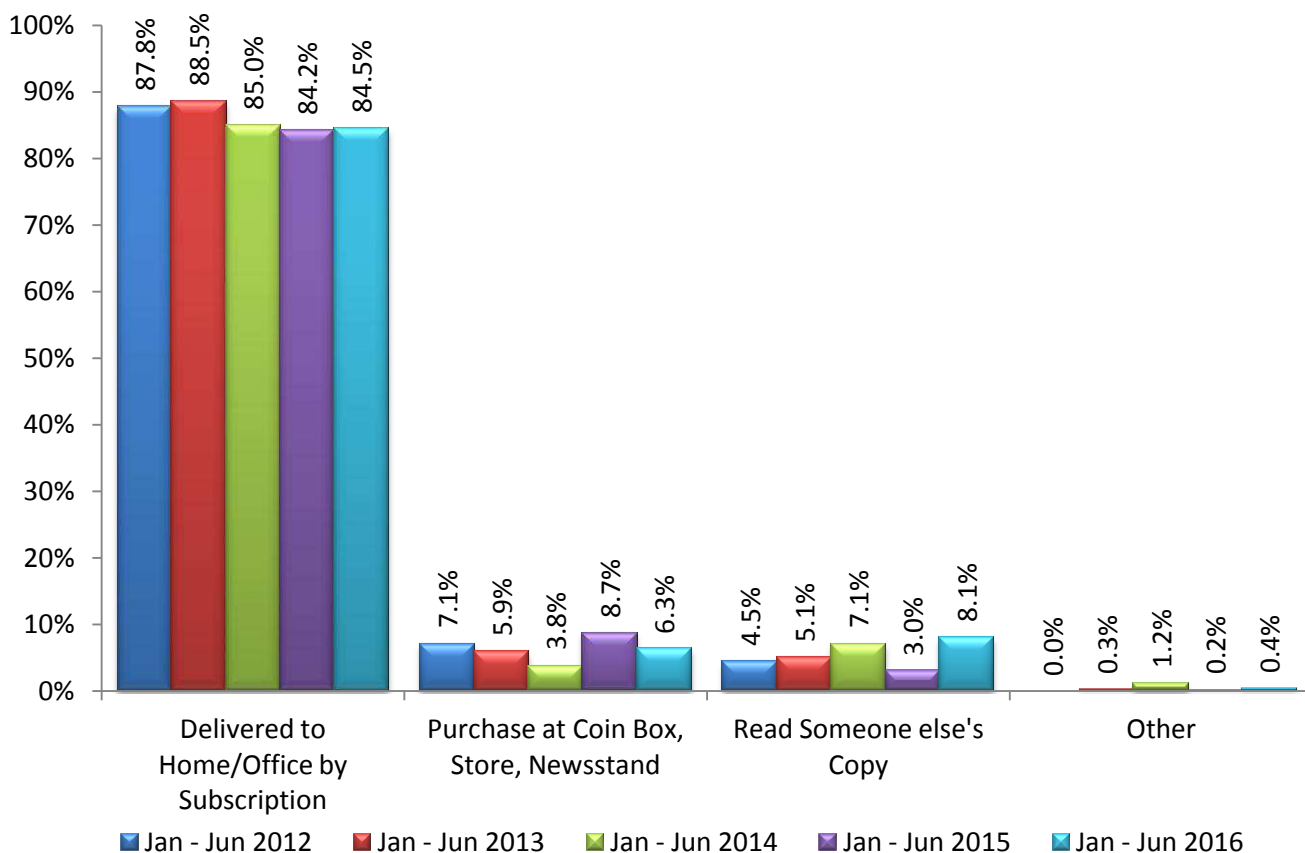
+/- 4.0% Points

+/- 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	87.8%	88.5%	85.0%	84.2%	84.5%
Purchase at coin box, store, or newsstand	7.1%	5.9%	3.8%	8.7%	6.3%
Read someone else's copy	4.5%	5.1%	7.1%	3.0%	8.1%
Other	0.0%	0.3%	1.2%	0.2%	0.4%

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

Margin of Error:

(n=229)

+/- 6.5% Points

(n=236)

+/- 6.4% Points

(n=199)

+/- 6.9% Points

(n=201)

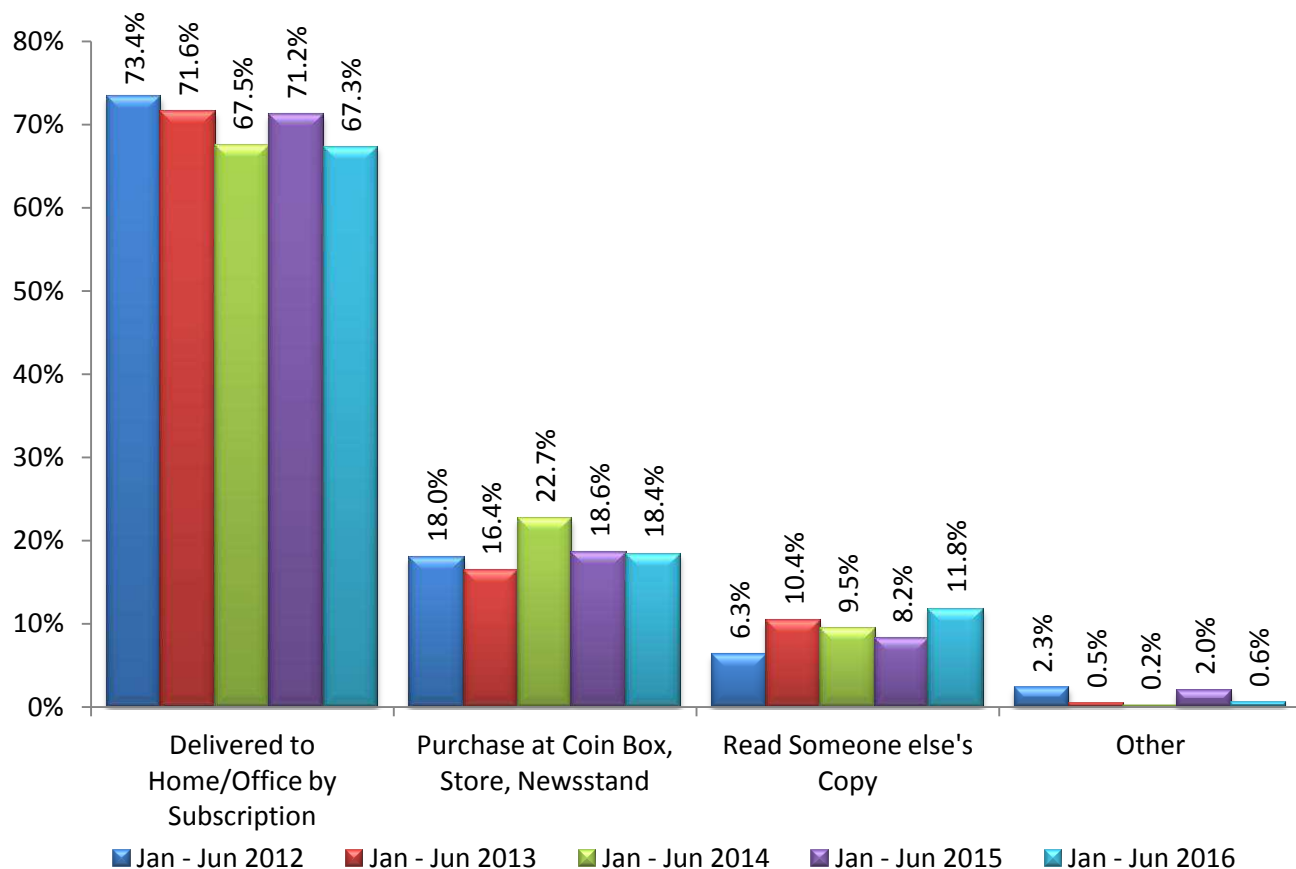
+/- 6.9% Points

(n=165)

+/- 7.6% 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	73.4%	71.6%	67.5%	71.2%	67.3%
Purchase at coin box, store, or newsstand	18.0%	16.4%	22.7%	18.6%	18.4%
Read someone else's copy	6.3%	10.4%	9.5%	8.2%	11.8%
Other	2.3%	0.5%	0.2%	2.0%	0.6%

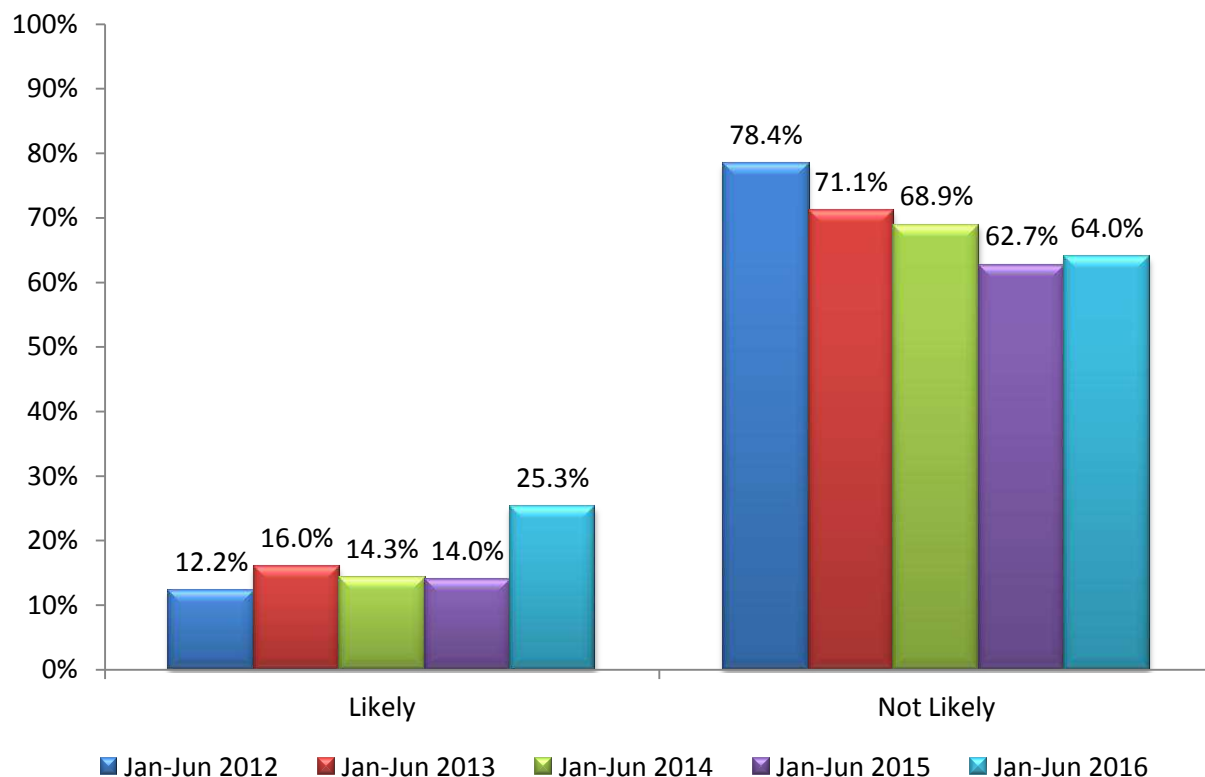
Base: Respondents who read, looked at, or used the Sunday paper during the past four weeks or were not sure.

Margin of Error:

(n=331) +/- 5.4% Points (n=316) +/- 5.5% Points (n=308) +/- 5.6% Points (n=274) +/- 5.9% Points (n=234) +/- 6.4% Points

Likelihood of Discontinuing Print Readership

Q: You identified yourself as a person who reads The Times' 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	12.2%	16.0%	14.3%	14.0%	25.3%
Not Likely	78.4%	71.1%	68.9%	62.7%	64.0%
Base: Adults who read both in print and online	(n=73)	(n=73)	(n=87)	(n=70)	(n=93)
Margin of Error:	+/-11.5% Points +/-11.5% Points +/-10.5% Points +/-11.7% Points +/- 10.2% Points				

Print + Digital Demographics

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

Jan – Jun 2016	Market	Print Exclusive	Digital Exclusive	Print & Digital	Use Newspaper	None
Male	48.8%	57.7%	54.5%	37.7%	43.4%	50.9%
Female	51.2%	42.3%	45.5%	62.3%	56.6%	49.1%
Age 18-29	13.2%	5.5%	9.9%	20.2%	15.7%	14.2%
Age 30-39	20.2%	13.6%	31.9%	16.8%	24.2%	17.8%
Age 40-59	37.9%	33.7%	46.0%	37.3%	27.1%	43.9%
Age 60+	28.7%	47.2%	12.2%	25.6%	33.0%	24.2%
<i>Median Age</i>	<i>48.7</i>	<i>58.3</i>	<i>43.6</i>	<i>47.0</i>	<i>47.4</i>	<i>48.6</i>
Children Under 18 at home	42.7%	31.2%	57.4%	55.0%	36.4%	33.8%
Lived In Area Less Than Five Years	11.4%	4.6%	24.8%	7.7%	14.2%	9.0%
6 - 10 Years	13.8%	6.9%	25.0%	10.6%	5.2%	21.2%
11 - 14 Years	14.4%	12.8%	17.9%	11.7%	25.5%	7.7%
15 - 20 Years	18.6%	17.7%	15.6%	18.5%	17.4%	22.9%
21 Years +	41.8%	58.1%	16.6%	51.6%	37.5%	39.2%
<i>Median Length of Residence</i>	<i>18.3</i>	<i>23.8</i>	<i>11.0</i>	<i>21.6</i>	<i>16.7</i>	<i>18.1</i>
Less than \$35K Household Income	27.8%	32.3%	24.2%	18.2%	41.9%	26.4%
\$35K - \$50K	6.9%	10.9%	0.5%	4.3%	6.9%	12.1%
\$50K - \$75K	22.9%	16.1%	30.2%	27.1%	15.9%	24.2%
\$75K+	42.4%	40.7%	45.1%	50.4%	35.3%	37.3%
<i>Median Household Income (\$000)</i>	<i>\$66.7</i>	<i>\$60.5</i>	<i>\$70.9</i>	<i>\$75.2</i>	<i>\$51.9</i>	<i>\$61.9</i>
High School Grad or Less	27.7%	33.8%	20.3%	23.1%	32.1%	29.2%
Some College	31.9%	26.1%	32.0%	38.1%	31.4%	31.7%
4 Year College or More	28.3%	27.8%	33.9%	20.5%	30.7%	30.4%
Graduate Degree	12.1%	12.2%	13.7%	18.3%	5.8%	8.6%
Base: All Adults	(n=501)	(n=152)	(n=57)	(n=98)	(n=89)	(n=105)
Margin of Error:	+/- 4.4% Points	+/- 7.9% Points	+/- 13.0% Points	+/- 9.8% Points	+/- 10.4% Points	+/- 9.6% Points

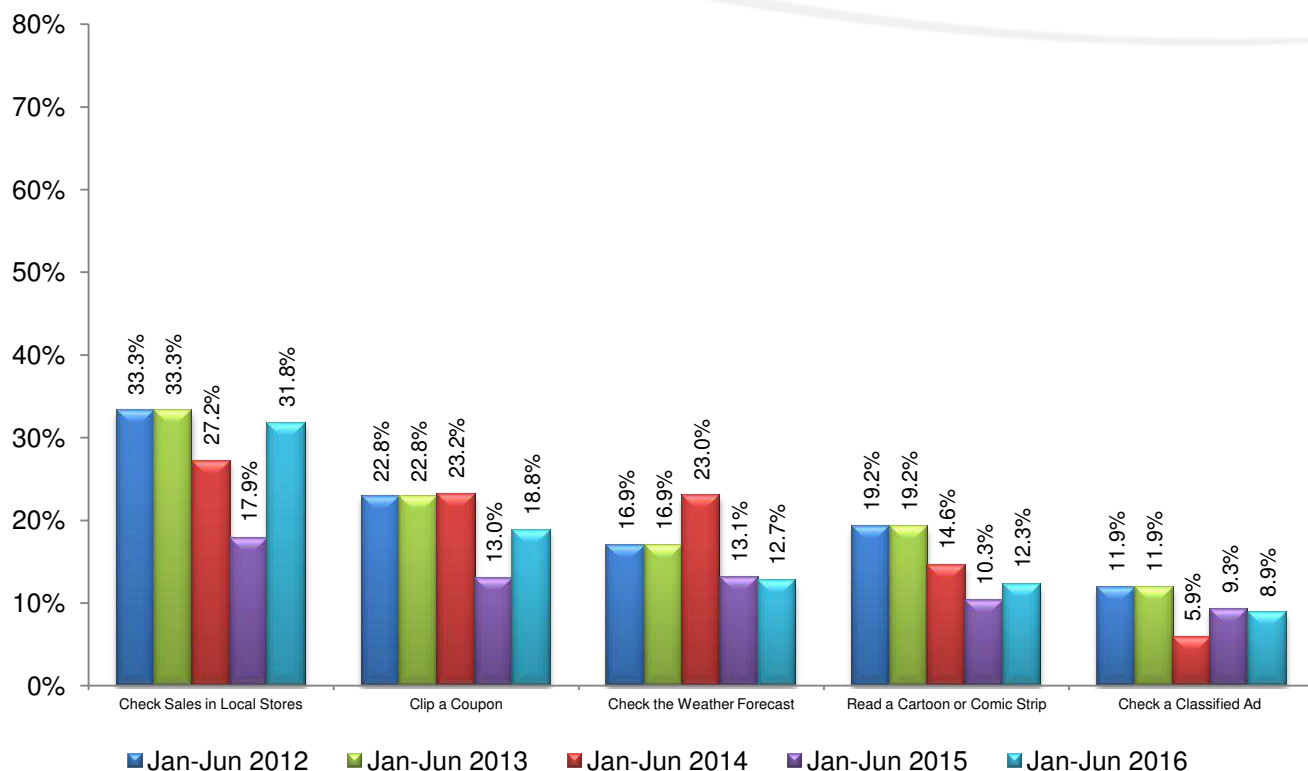
Print + Digital Demographics

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

Jan – Jun 2016	Market	Print Readers	Digital Readers	None
Male	48.8%	47.5%	45.1%	47.7%
Female	51.2%	52.5%	54.9%	52.3%
Age 18-29	13.2%	13.0%	15.7%	14.9%
Age 30-39	20.2%	15.3%	23.4%	20.5%
Age 40-59	37.9%	35.6%	41.1%	36.8%
Age 60+	28.7%	36.1%	19.7%	27.9%
<i>Median Age</i>	<i>48.7</i>	<i>52.2</i>	<i>45.3</i>	<i>47.9</i>
Children Under 18 at home	42.7%	43.6%	56.1%	34.9%
Lived In Area Less Than Five Years	11.4%	6.1%	15.2%	11.2%
6 - 10 Years	13.8%	8.8%	16.9%	14.5%
11 - 14 Years	14.4%	12.2%	14.4%	15.2%
15 - 20 Years	18.6%	18.1%	17.2%	20.6%
21 Years +	41.8%	54.8%	36.2%	38.5%
<i>Median Length of Residence</i>	<i>18.3</i>	<i>22.7</i>	<i>16.2</i>	<i>17.6</i>
Less than \$35K Household Income	27.8%	24.9%	20.8%	33.7%
\$35K - \$50K	6.9%	7.4%	2.6%	9.7%
\$50K - \$75K	22.9%	21.9%	28.5%	20.3%
\$75K+	42.4%	45.8%	48.1%	36.4%
<i>Median Household Income (\$000)</i>	<i>\$66.7</i>	<i>\$70.2</i>	<i>\$73.3</i>	<i>\$58.1</i>
High School Grad or Less	27.7%	28.3%	21.9%	30.5%
Some College	31.9%	32.2%	35.4%	31.6%
4 Year College or More	28.3%	24.1%	26.4%	30.5%
Graduate Degree	12.1%	15.4%	16.3%	7.4%
Base: All Adults	(n=501)	(n=250)	(n=155)	(n=194)
Margin of Error:	+/- 4.4% Points	+/- 6.2% Points	+/- 7.9% Points	+/- 7.0% 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	33.3%	33.3%	27.2%	17.9%	31.8%
Clip a Coupon	22.8%	22.8%	23.2%	13.0%	18.8%
Check the Weather Forecast	16.9%	16.9%	23.0%	13.1%	12.7%
Read a Cartoon or Comic Strip	19.2%	19.2%	14.6%	10.3%	12.3%
Check a Classified Ad	11.9%	11.9%	5.9%	9.3%	8.9%

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

Margin of Error:

(n=221)

+/- 6.6% Points

(n=218)

+/- 6.6% Points

(n=223)

+/- 6.6% Points

(n=171)

+/- 7.5% Points

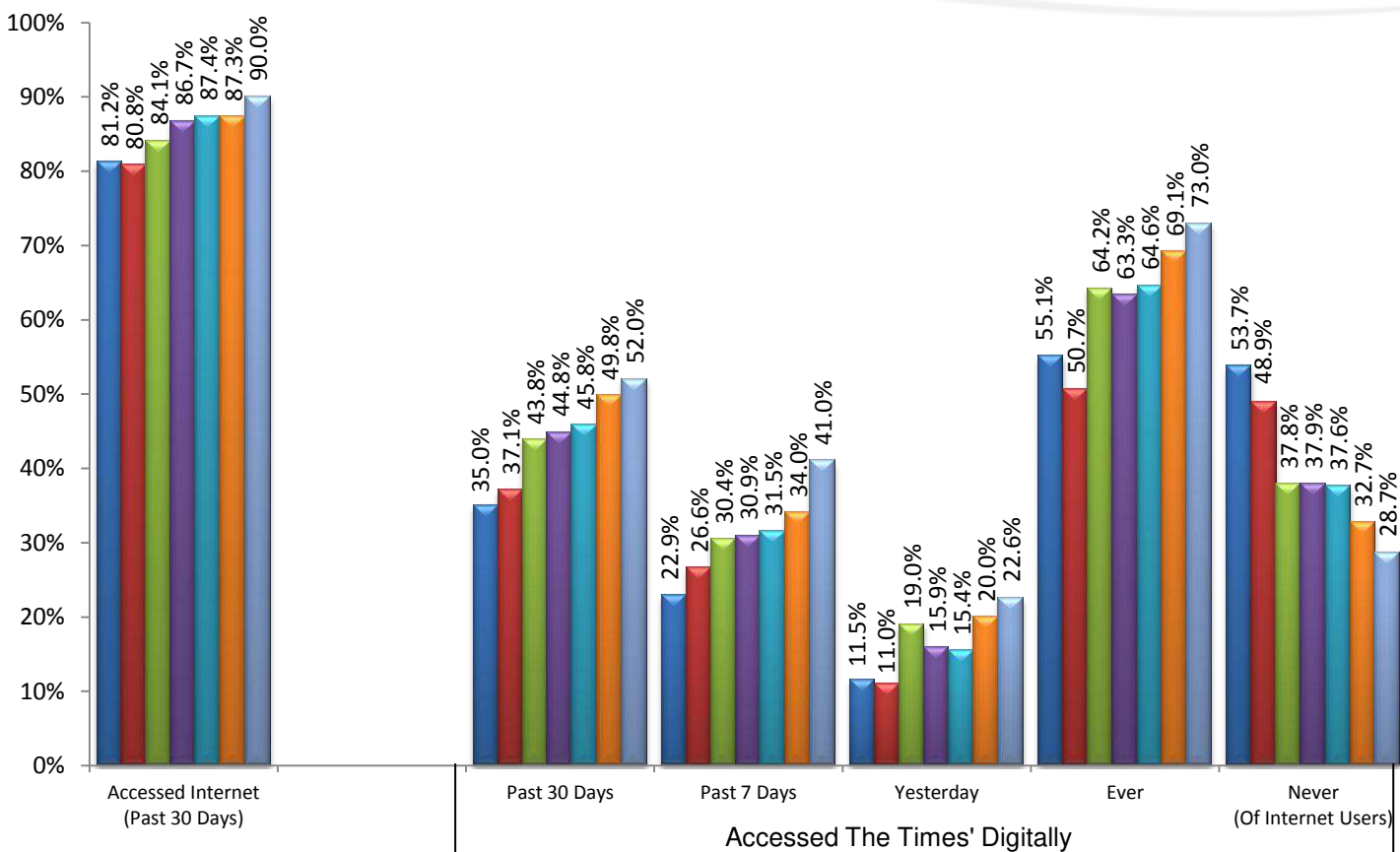
(n=194)

+/- 7.0% Points

Internet Access & NWI.com Usage

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

How about The Times' 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)	81.2%	80.8%	84.1%	86.7%	87.4%	87.3%	90.0%
Accessed The Times' Digitally Past 30 Days	35.0%	37.1%	43.8%	44.8%	45.8%	49.8%	52.0%
Accessed The Times' Digitally Past 7 Days	22.9%	26.6%	30.4%	30.9%	31.5%	34.0%	41.0%
Accessed The Times' Digitally Yesterday	11.5%	11.0%	19.0%	15.9%	15.4%	20.0%	22.6%
Accessed The Times' Digitally Ever	55.1%	50.7%	64.2%	63.3%	64.6%	69.1%	73.0%
Never Accessed The Times' Digitally (Internet Users)	53.7%	48.9%	37.8%	37.9%	37.6%	32.7%	28.7%

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

(n=450)

(n=440)

(n=454)

(n=462)

(n=473)

(n=382)

(n=399)

Margin of Error:

+/- 4.6% Points

+/- 4.7% Points

+/- 4.6% Points

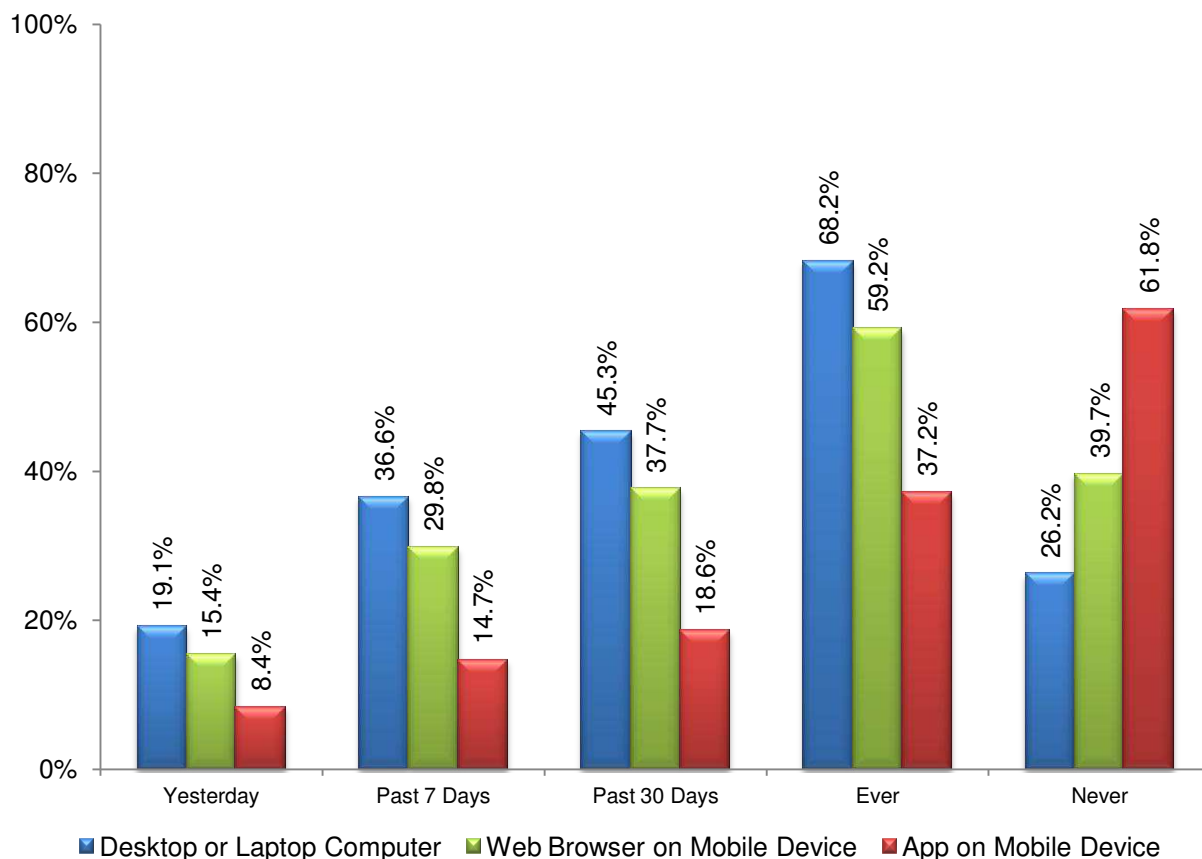
+/- 4.6% Points

+/- 4.5% Points

+/-5.0% Points +/-4.9% Points

Accessing The Times 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	19.1%	15.4%	8.4%
Past 7 Days	36.6%	29.8%	14.7%
Past 30 Days	45.3%	37.7%	18.6%
Ever	68.2%	59.2%	37.2%
Never	26.2%	39.7%	61.8%

Base: Adults who accessed the internet in past 30 days

(n=401)

(n=401)

(n=401)

Margin of Error:

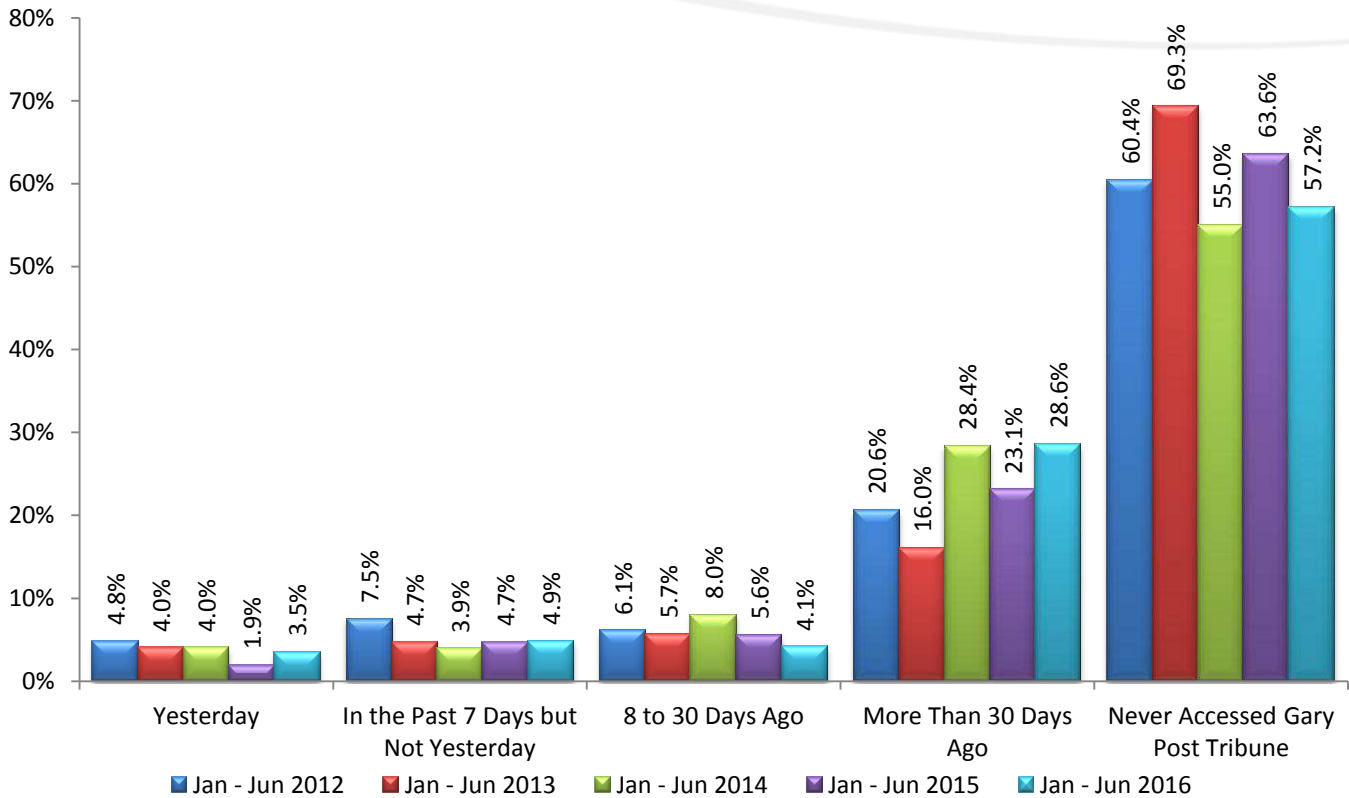
+/-4.9% Points

+/-4.9% Points

+/-4.9% Points

Gary Post-Tribune Website

Q: When was the last time, if ever, you read or looked at the website for the Gary Post-Tribune?



	Jan – Jun 2012	Jan – Jun 2013	Jan – Jun 2014	Jan – Jun 2015	Jan – Jun 2016
Yesterday	4.8%	4.0%	4.0%	1.9%	3.5%
In the Past 7 Days but Not Yesterday	7.5%	4.7%	3.9%	4.7%	4.9%
8 to 30 Days Ago	6.1%	5.7%	8.0%	5.6%	4.1%
More Than 30 Days Ago	20.6%	16.0%	28.4%	23.1%	28.6%
Never Accessed Gary Post Tribune	60.4%	69.3%	55.0%	63.6%	57.2%

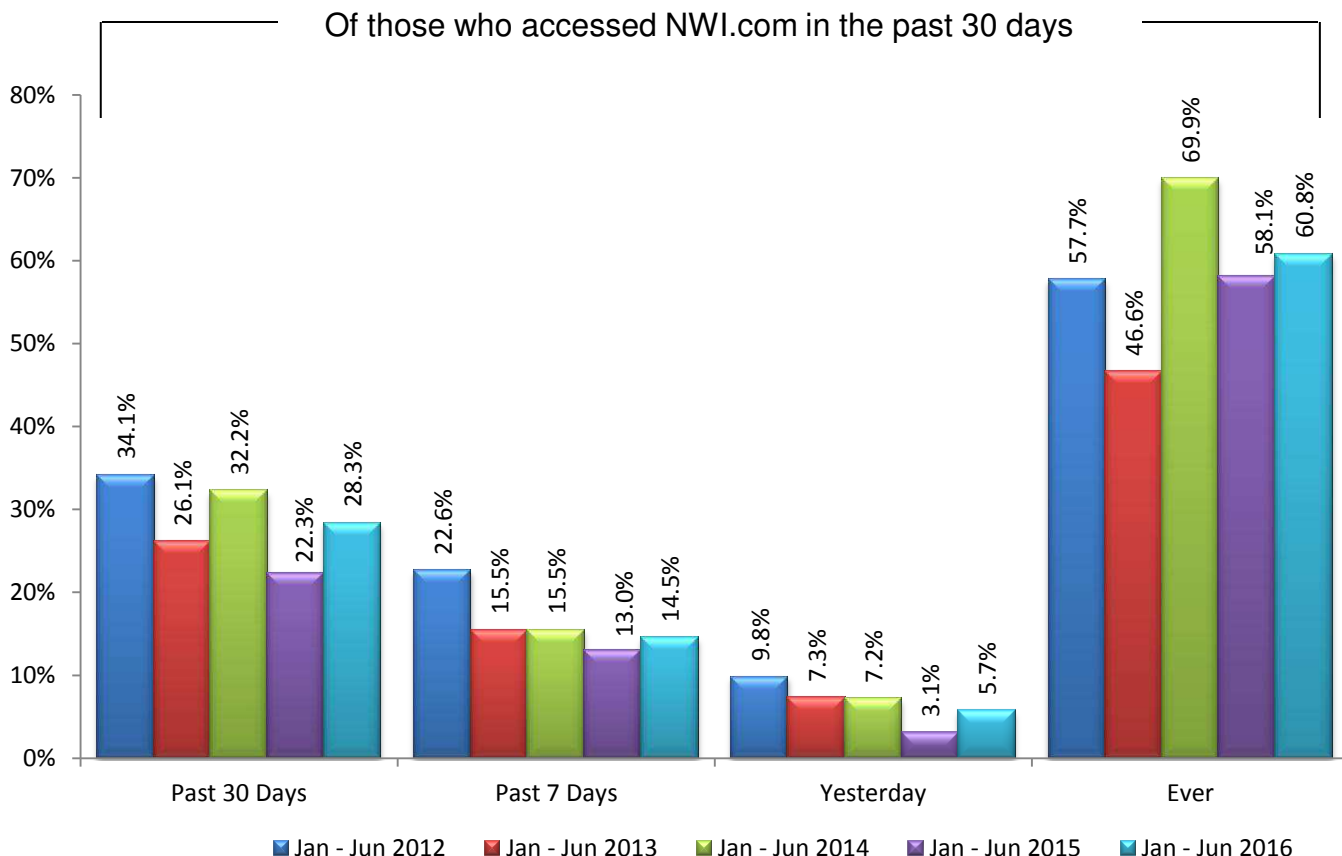
Base: Adults who have accessed the internet in the past 30 days with any device.

Margin of Error:

(n= 454)	(n= 482)	(n= 473)	(n= 414)	(n=399)
+/- 4.6% Points	+/- 4.5% Points	+/- 4.5% Points	+/- 4.8% Points	+/-4.9% Points

NWI.com 30-Day Users Who Also Accessed The Gary-Post Tribune Online

*Q: When was the last time, if ever, you read or looked at NWI.com?
The Gary Post-Tribune?*



Accessed the Gary Post-Tribune	Jan – Jun 2012	Jan – Jun 2013	Jan – Jun 2014	Jan – Jun 2015	Jan – Jun 2016
Past 30 Days	34.1%	26.1%	32.2%	22.3%	28.3%
Past 7 Days	22.6%	15.5%	15.5%	13.0%	14.5%
Yesterday	9.8%	7.3%	7.2%	3.1%	5.7%
Ever	57.7%	46.6%	69.9%	58.1%	60.8%

Base: Adults who have accessed NWI.com past 30 days.

(n= 177)

(n= 183)

(n= 190)

(n= 157)

(n= 194)

Margin of Error:

+/- 7.4% Points

+/- 7.2% Points

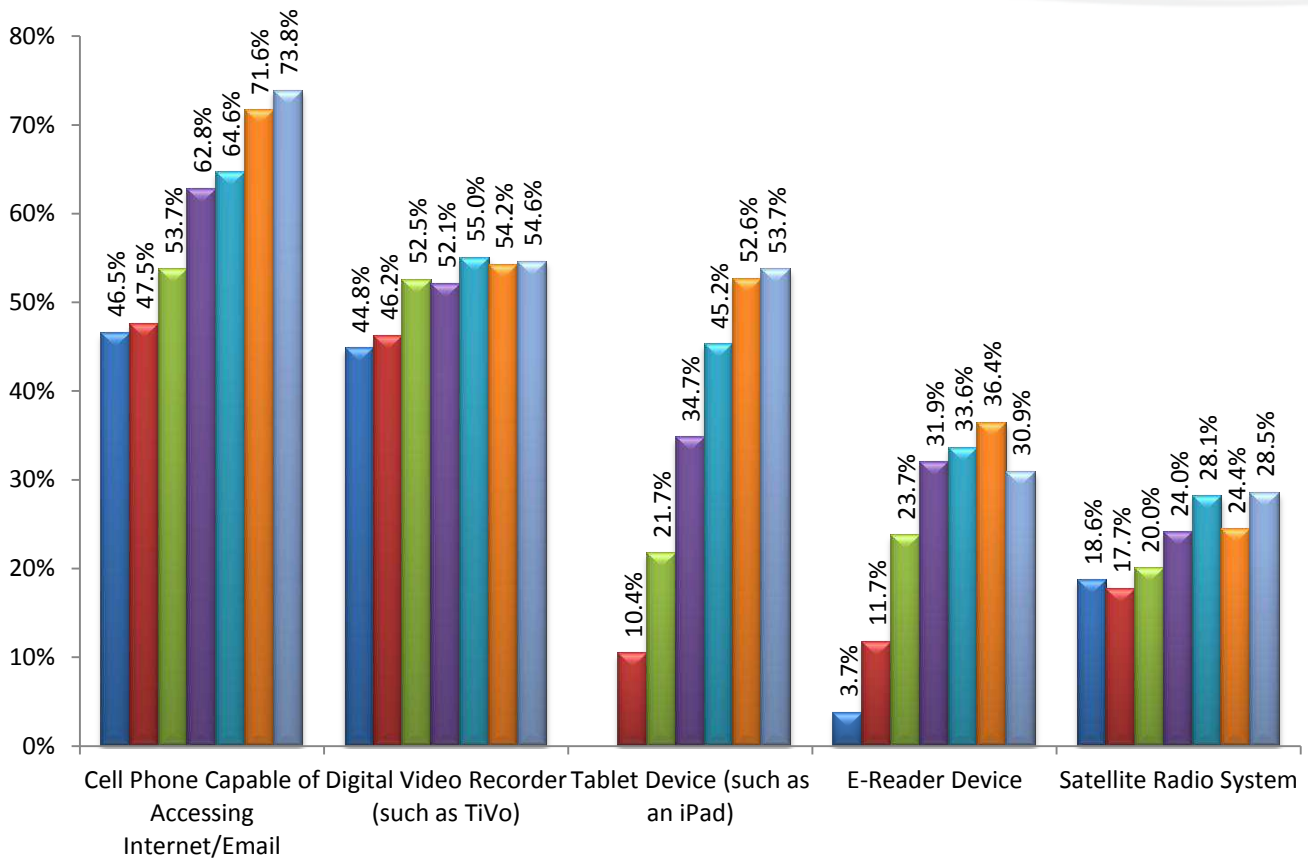
+/- 7.1% Points

+/- 7.8% Points

+/- 7.0% 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	46.5%	47.5%	53.7%	62.8%	64.6%	71.6%	73.8%
Digital Video Recorder (such as TiVo)	44.8%	46.2%	52.5%	52.1%	55.0%	54.2%	54.6%
Tablet Device (such as an iPad)	-	10.4%	21.7%	34.7%	45.2%	52.6%	53.7%
E-Reader Device	3.7%	11.7%	23.7%	31.9%	33.6%	36.4%	30.9%
Satellite Radio System	18.6%	17.7%	20.0%	24.0%	28.1%	24.4%	28.5%

Base: All Adults

(n=600)

(n=600)

(n=601)

(n=600)

(n=600)

(n=499)

(n=501)

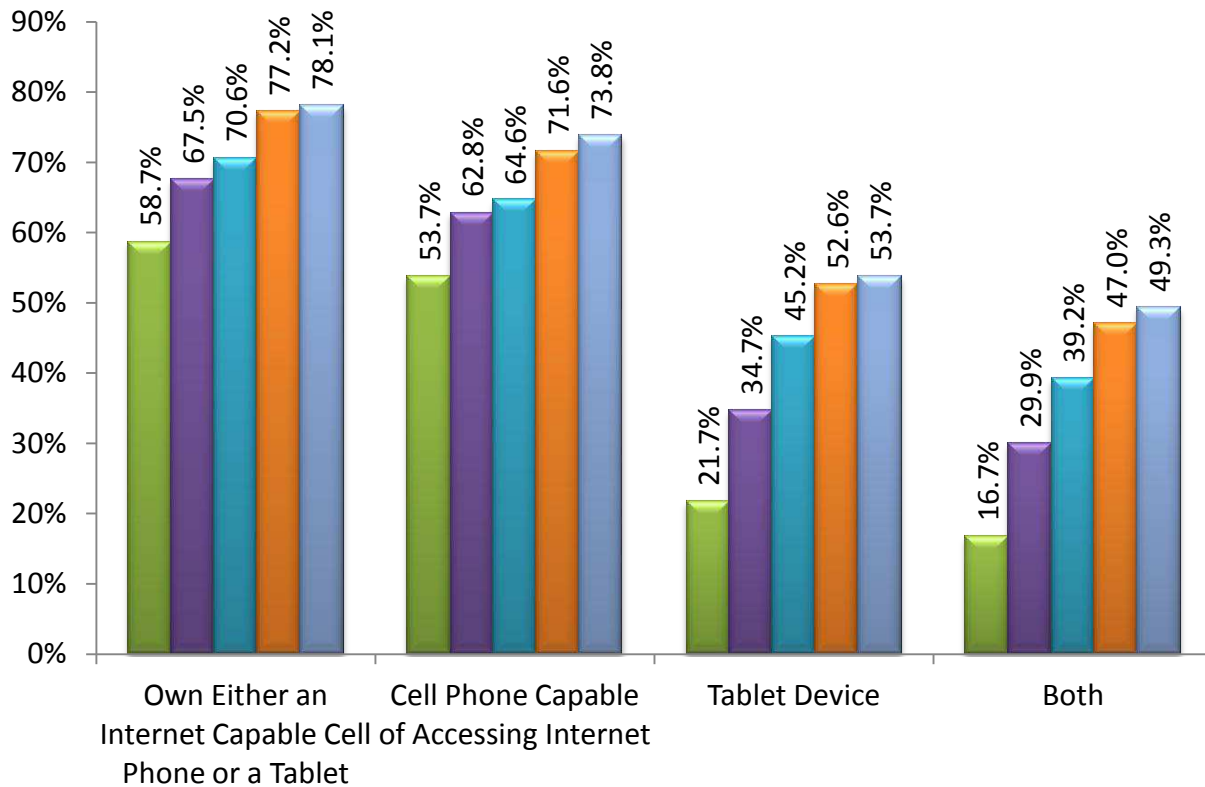
Margin of Error:

+/- 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

	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	58.7%	67.5%	70.6%	77.2%	78.1%
Cell Phone Capable of Accessing Internet/Email	53.7%	62.8%	64.6%	71.6%	73.8%
Tablet Device	21.7%	34.7%	45.2%	52.6%	53.7%
Both	16.7%	29.9%	39.2%	47.0%	49.3%

Base: All Adults

(n=600)

(n=601)

(n=600)

(n=600)

(n=501)

Margin of Error:

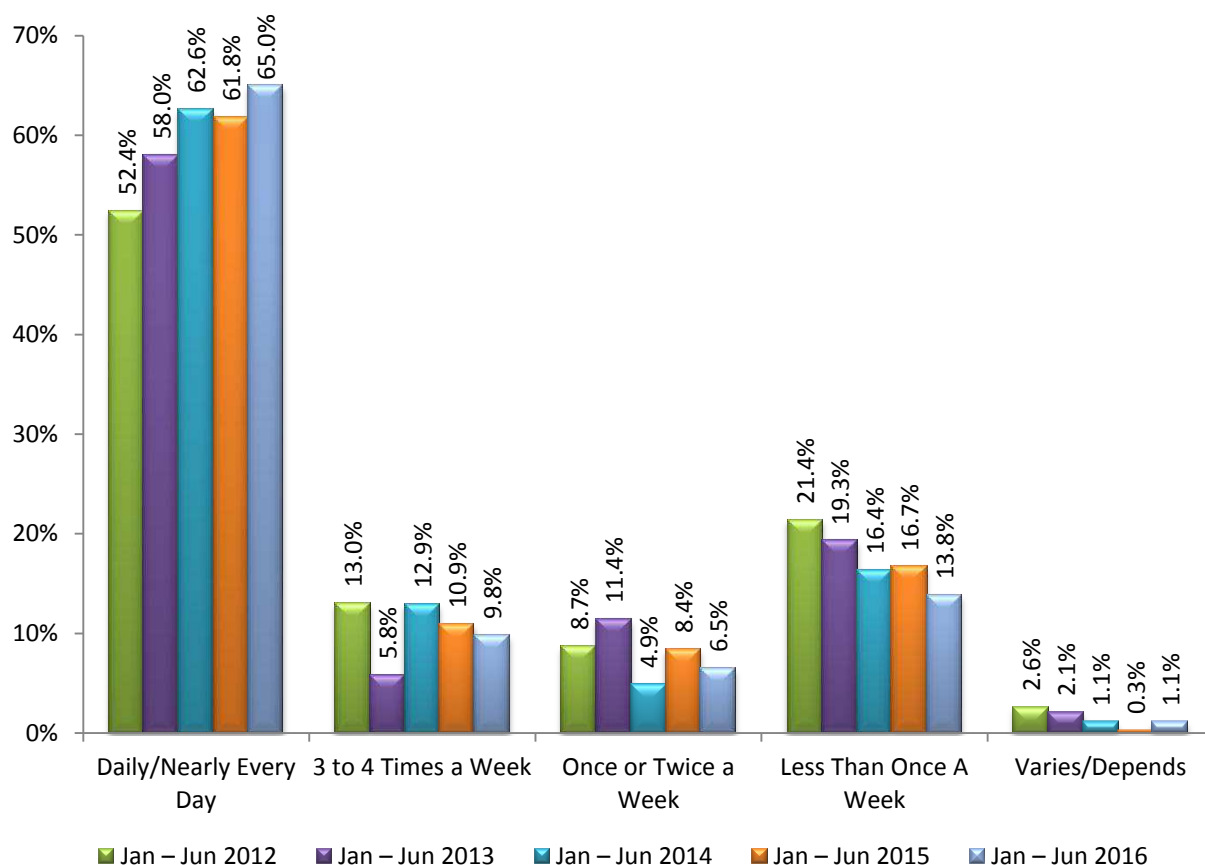
+/- 4.0% Points

+/- 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 2012	Jan – Jun 2013	Jan – Jun 2014	Jan – Jun 2015	Jan – Jun 2016
Daily/Nearly Every Day	52.4%	58.0%	62.6%	61.8%	65.0%
3 to 4 Times a Week	13.0%	5.8%	12.9%	10.9%	9.8%
Once or Twice a Week	8.7%	11.4%	4.9%	8.4%	6.5%
Less Than Once A Week	21.4%	19.3%	16.4%	16.7%	13.8%
Varies/Depends	2.6%	2.1%	1.1%	0.3%	1.1%

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

(n=277)

(n=327)

(n=348)

(n=320)

(n=342)

Margin of Error:

+/- 5.9% Points

+/- 5.4% Points

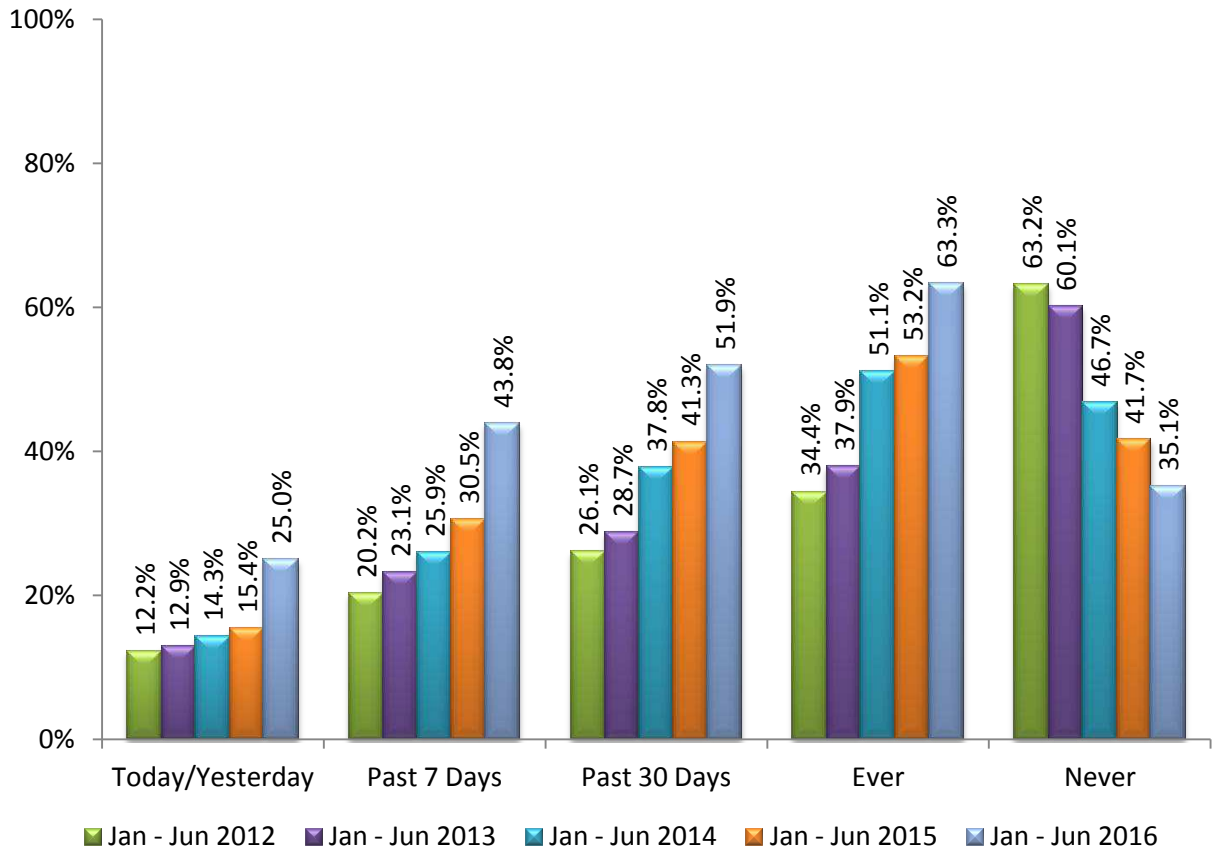
+/- 5.3% Points

+/-5.3% Points

+/-5.3% Points

Last Time Accessed NWI.com Via Mobile Device

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



	Jan – Jun 2012	Jan – Jun 2013	Jan – Jun 2014	Jan – Jun 2015	Jan – Jun 2016
Today/Yesterday	12.2%	12.9%	14.3%	15.4%	25.0%
Past 7 Days	20.2%	23.1%	25.9%	30.5%	43.8%
Past 30 Days	26.1%	28.7%	37.8%	41.3%	51.9%
Ever	34.4%	37.9%	51.1%	53.2%	63.3%
Never	63.2%	60.1%	46.7%	41.7%	35.1%

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

(n=277)

(n=327)

(n=348)

(n=320)

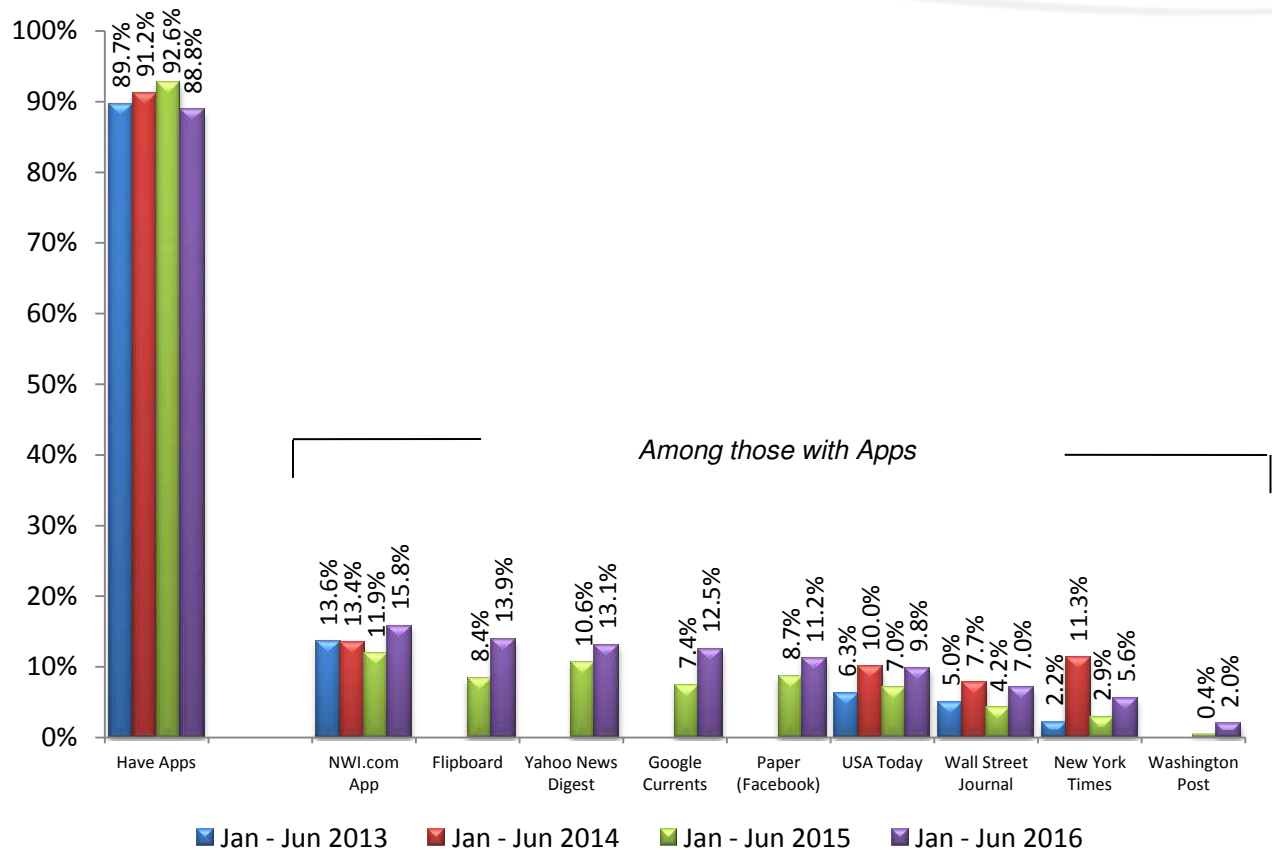
(n=342)

Margin of Error:

+/- 5.9% Points +/- 5.4% Points +/- 5.3% Points +/- 5.3% Points +/- 5.3% 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	89.7%	91.2%	92.6%	88.8%
NWI.com App	13.6%	13.4%	11.9%	15.8%
Flipboard			8.4%	13.9%
Yahoo News Digest			10.6%	13.1%
Google Comments			7.4%	12.5%
Paper (Facebook)			8.7%	11.2%
USA Today	6.3%	10.0%	7.0%	9.8%
Wall Street Journal	5.0%	7.7%	4.2%	7.0%
New York Times	2.2%	11.3%	2.9%	5.6%
Washington Post			0.4%	2.0%

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

(n=271)

(n=348)

(n=278)

(n=342)

Margin of Error:

+/- 6.0% Points

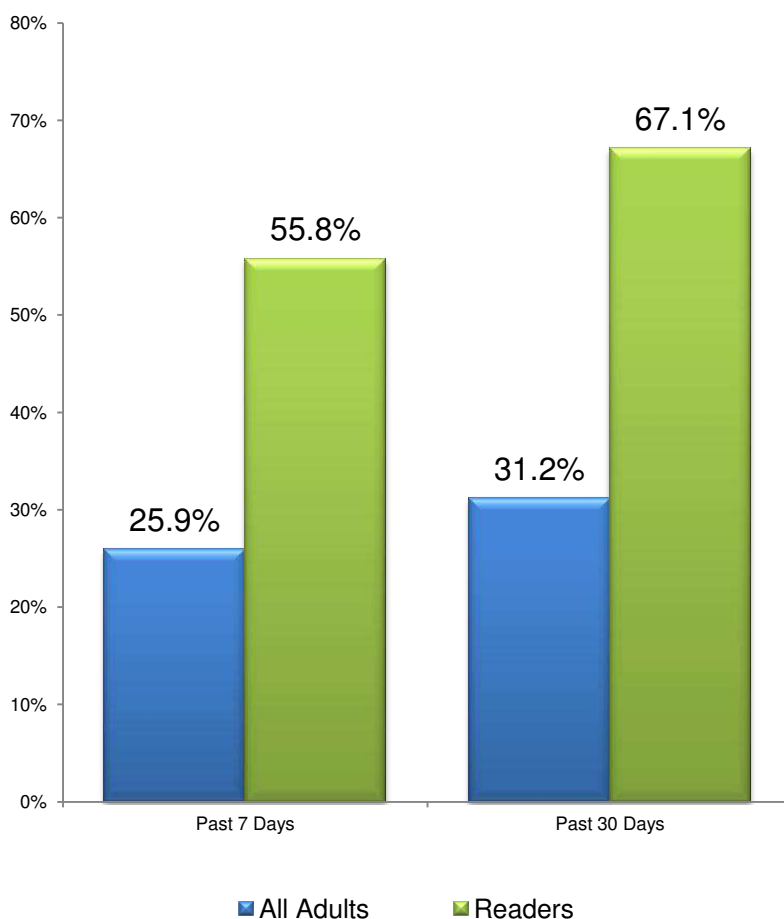
+/- 5.3% Points

+/- 5.9% Points

+/- 5.3% Points

Preprint Readership

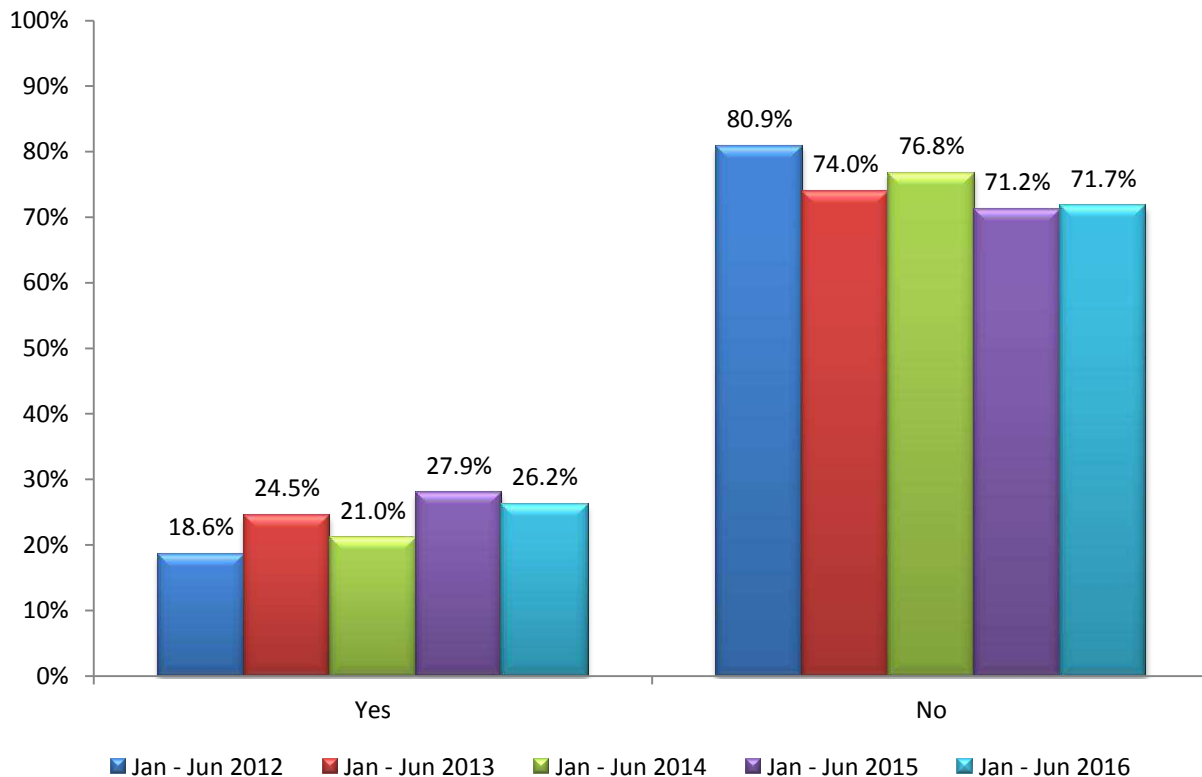
Q: In the past 30 days have you read preprinted advertising in the newspaper? In the past 7 days?



	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	35.0%	35.3%	35.3%	30.4%	30.6%	27.8%	25.9%	60.7%	61.6%	64.2%	60.0%	55.6%	56.1%	55.8%
Past 30 Days	44.7%	41.9%	41.4%	38.0%	37.4%	37.4%	31.2%	77.4%	73.1%	75.3%	75.1%	68.0%	75.4%	67.1%
Base:	(n=600)	(n=600)	(n=601)	(n=600)	(n=600)	(n=499)	(n=501)	(n=358)	(n=356)	(n=353)	(n=342)	(n=340)	(n=298)	(n=260)
Margin of Error:	+/- 4.0% Points	+/- 4.0% Points	+/- 4.0% Points	+/- 4.0% Points	+/- 4.0% Points	+/- 4.4% Points	+/- 4.4% Points	+/- 5.2% Points	+/- 5.2% Points	+/- 5.2% Points	+/- 5.3% Points	+/- 5.3% Points	+/- 5.7% Points	+/- 6.1% Points

Television Service

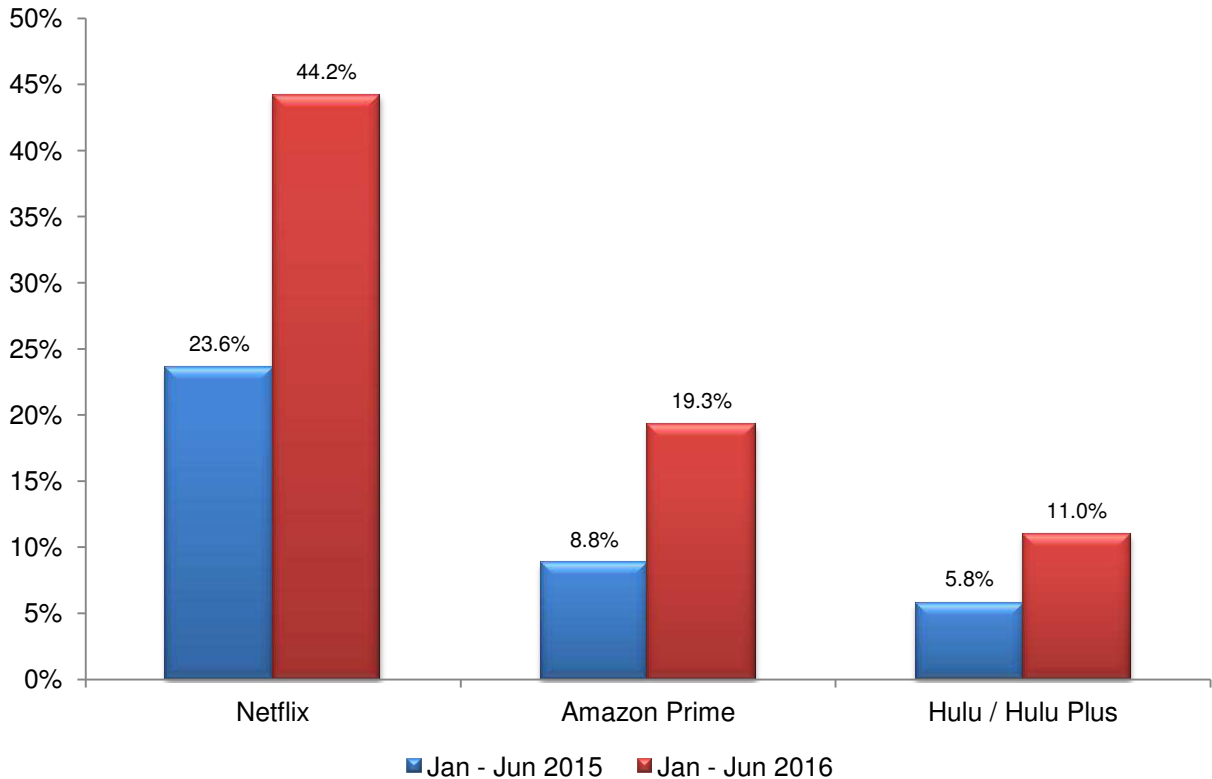
Q: During the past year, have you cancelled or cut back on your cable or satellite TV service?



	Jan – Jun 2012	Jan – Jun 2013	Jan – Jun 2014	Jan – Jun 2015	Jan – Jun 2016
Yes	18.6%	24.5%	21.0%	27.9%	26.2%
No	80.9%	74.0%	76.8%	71.2%	71.7%
Base: All Adults	(n=601)	(n=600)	(n=600)	(n=499)	(n=501)
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	23.6%	44.2%
Amazon Prime	8.8%	19.3%
Hulu / Hulu Plus	5.8%	11.0%
Base: All Adults	(n=499)	(n=501)
Margin of Error:	+/- 4.4% Points	+/- 4.4% Points