

LEE ENTERPRISES AUDIENCE REPORT

JAN 2016 – JUN 2016

Quad-City
Times[®]
The **Times** of your life.
www.qctimes.com

Table of Contents

Methodology	3
Print + Digital Reach Among All Adults	4
Print + Digital Reach Across Generations	5
Quad-City Times Readership	6
Source of Quad-City Times	7
Likelihood of Discontinuing Print	9
Print + Digital Demographics	10
Newspaper Uses Among Non P+W Readers/Visitors	12
Internet Access & Quad-City Times Website Usage	13
Accessing Quad City Times Digitally	14
Websites Visited in Past 30 Days	15
Technology Device Ownership	16
Mobile Usage and App Usage	17
Preprint Readership	21
Television Service	22
Video Streaming Services	23

Methodology

HOW: Telephone Survey

WHO: Randomly Selected Adults In Davenport NDM

WHEN: January 2016 – June 2016

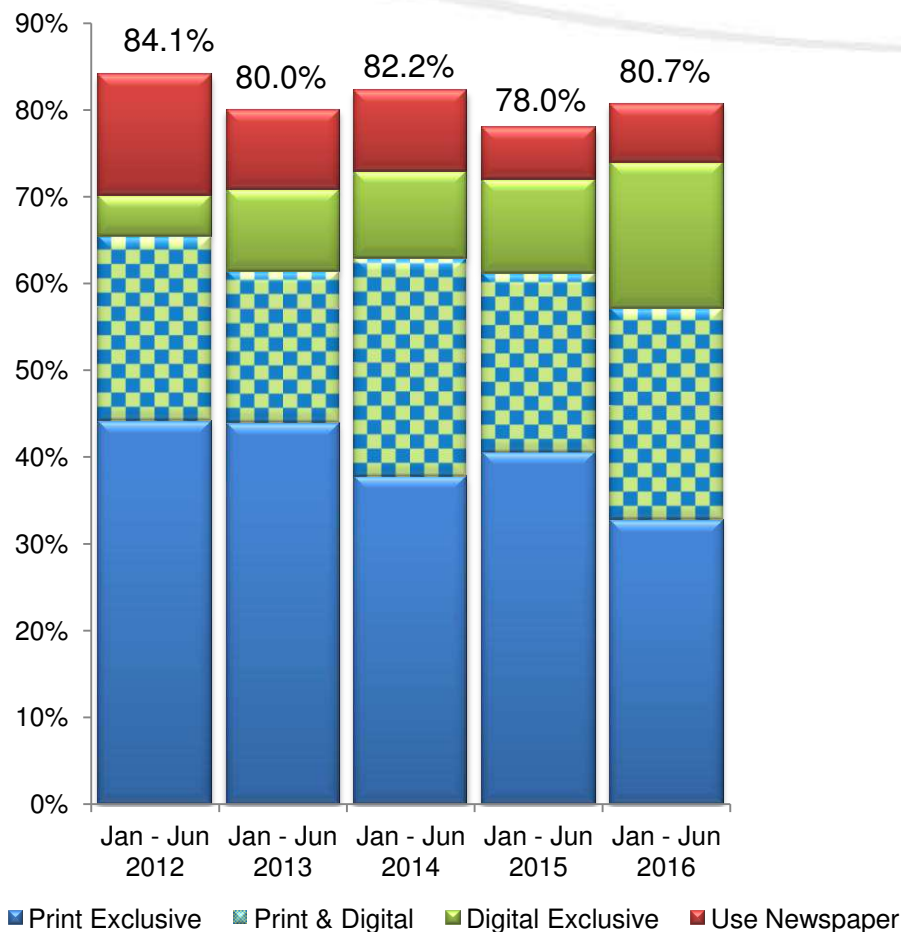
CONDUCTED BY: Thoroughbred Research, Louisville, KY

SAMPLE SIZE: 501 Total Interviews of Adults 18+

MARGIN OF ERROR: Total Sample (n=501) +/- 4.4% Points
445 Landline Interviews and 56 Cell Phone Interviews
Total Internet Sample (n=396) +/- 4.9% Points

Print + Digital Reach

Q: Have you accessed QCTimes.com digitally, read or used The Quad-City Times 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	52.5%	51.6%	44.2%	43.9%	37.7%	40.5%	32.8%
Digital Exclusive	5.9%	4.3%	4.7%	9.4%	10.1%	10.8%	16.8%
Print & Digital	17.7%	17.9%	21.2%	17.5%	25.1%	20.7%	24.3%
Use Newspaper	9.8%	12.2%	14.0%	9.2%	9.3%	6.0%	6.8%
Total Reach	85.9%	86.0%	84.1%	80.0%	82.2%	78.0%	80.7%

Base: All Adults (n=602) (n=676) (n=599) (n=600) (n=600) (n=497) (n=501)
Margin of Error: +/- 4.0% Points +/- 3.8% Points +/- 4.0% Points +/- 4.0% Points +/- 4.0% Points +/- 4.4% Points +/- 4.4% Points

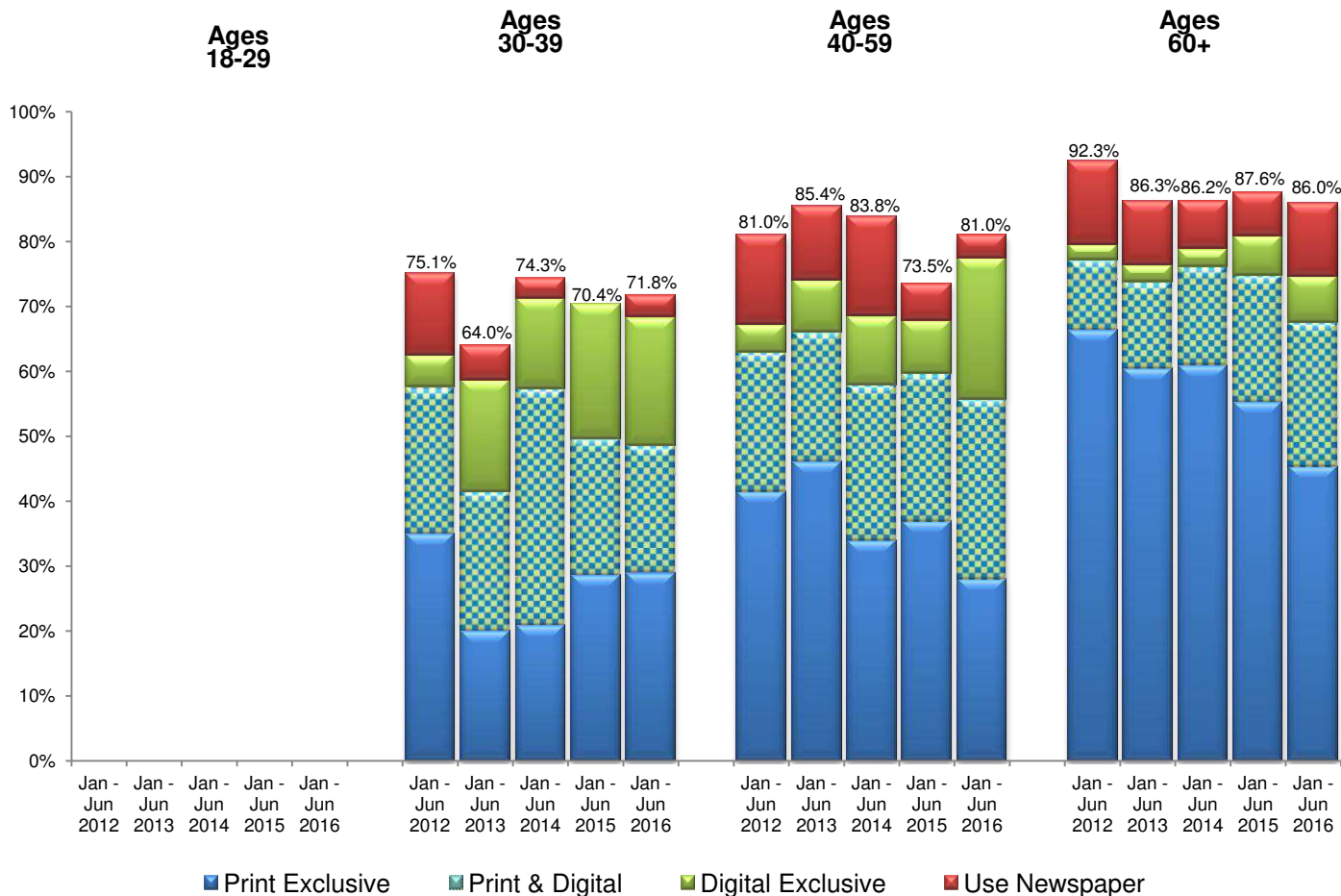
(Print = Read Print Past 7 Days, Digital = Visited Fixed Website, Mobile Website, Or Mobile App Past 7 Days)

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 Quad-City 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

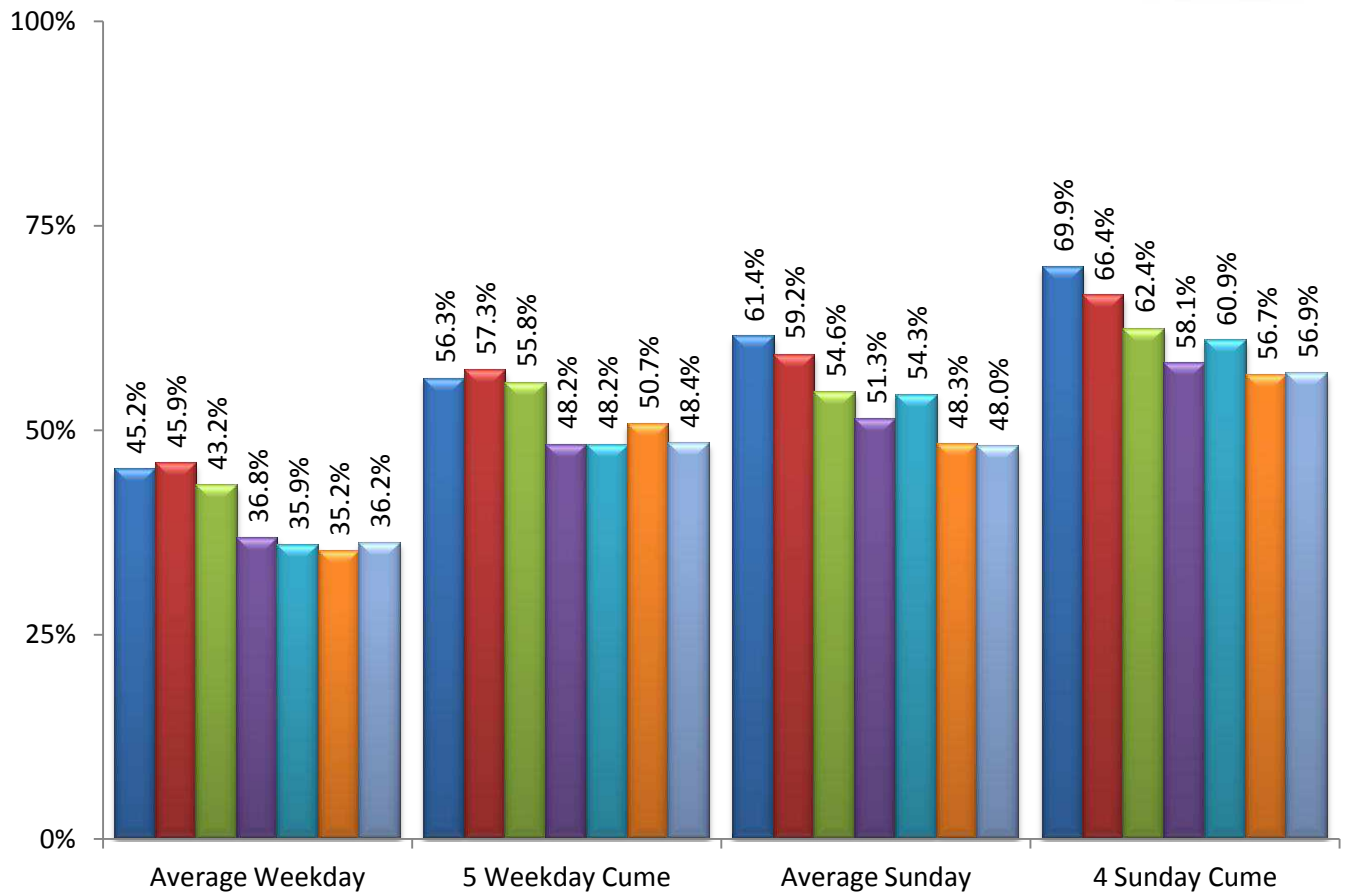
Q: Have you accessed QCTimes.com digitally, read or used The Quad-City Times or done both in the past 7 days?



Past 7 Days	Ages 18-29	Ages 30-39	Ages 40-59	Ages 60+
Print Exclusive		28.9%	28.0%	45.3%
Digital Exclusive	(Sample Size Too Small)	19.7%	21.7%	7.1%
Print & Digital		19.7%	27.7%	22.2%
Use Newspaper		3.5%	3.6%	11.4%
Total Reach		71.8%	81.0%	86.0%
Base:		(n=26)	(n=141)	(n=310)
Margin of Error:		+/- 19.2% Points	+/- 8.3% Points	+/- 5.6% Points

Average Readership

Q: Did you read The Quad-City Times yesterday?



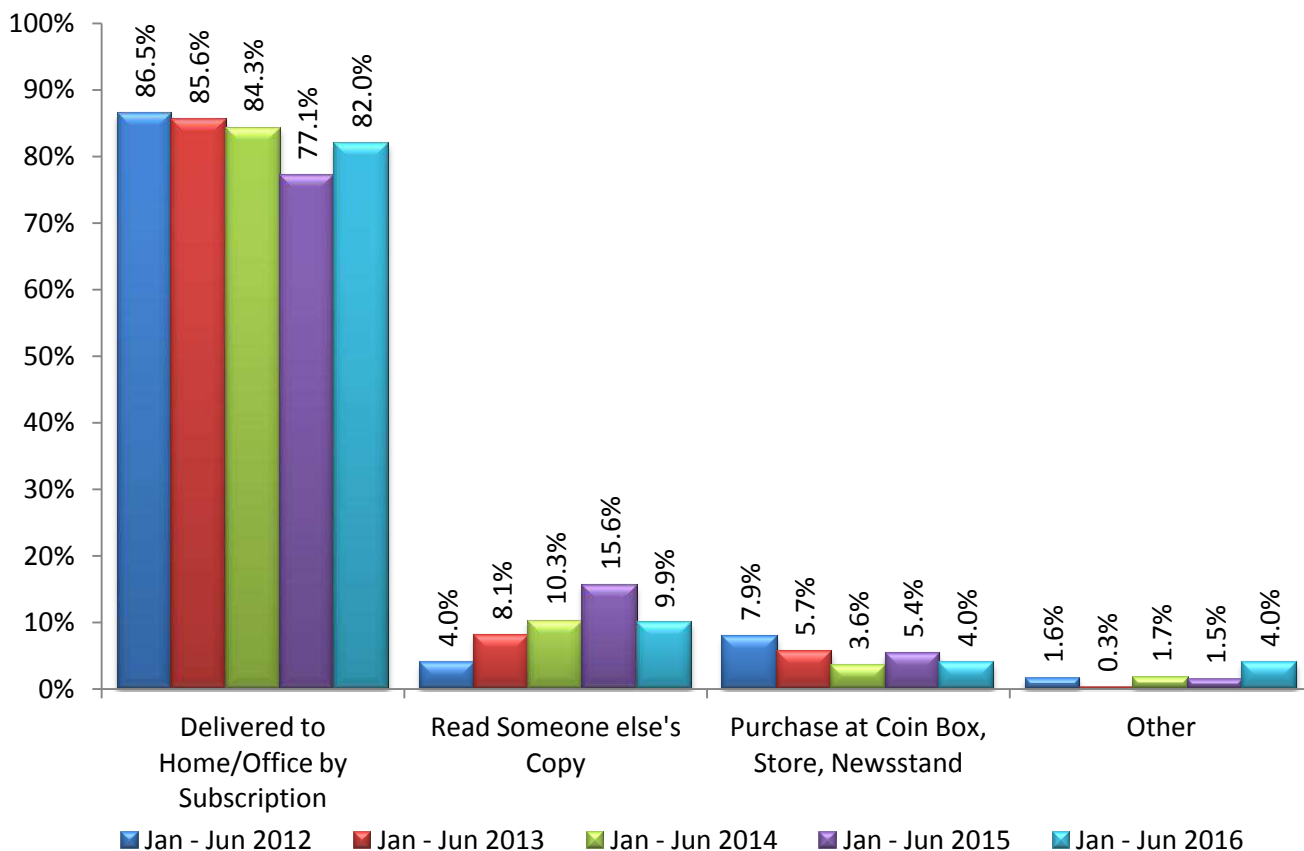
■ Jan - Jun 2010 ■ Jan - Jun 2011 ■ Jan - Jun 2012 ■ Jan - Jun 2013 ■ Jan - Jun 2014 ■ Jan - Jun 2015 ■ Jan - Jun 2016

	Jan-Jun 2010	Jan - Jun 2011	Jan - Jun 2012	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015	Jan - Jun 2016
Average Weekday	45.2%	45.9%	43.2%	36.8%	35.9%	35.2%	36.2%
5 Weekday Cume	56.3%	57.3%	55.8%	48.2%	48.2%	50.7%	48.4%
Average Sunday	61.4%	59.2%	54.6%	51.3%	54.3%	48.3%	48.0%
4 Sunday Cume	69.9%	66.4%	62.4%	58.1%	60.9%	56.7%	56.9%

Base: All Adults	(n=602)	(n=676)	(n=599)	(n=600)	(n=600)	(n=497)	(n=501)
Margin of Error:	+/- 4.0% Points	+/- 3.8% 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	86.5%	85.6%	84.3%	77.1%	82.0%
Read someone else's copy	4.0%	8.1%	10.3%	15.6%	9.9%
Purchase at coin box, store, or newsstand	7.9%	5.7%	3.6%	5.4%	4.0%
Other	1.6%	0.3%	1.7%	1.5%	4.0%

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

Margin of Error:

(n=316)

(n=286)

(n=303)

(n=245)

(n=245)

+/- 5.5% Points

+/- 5.8% Points

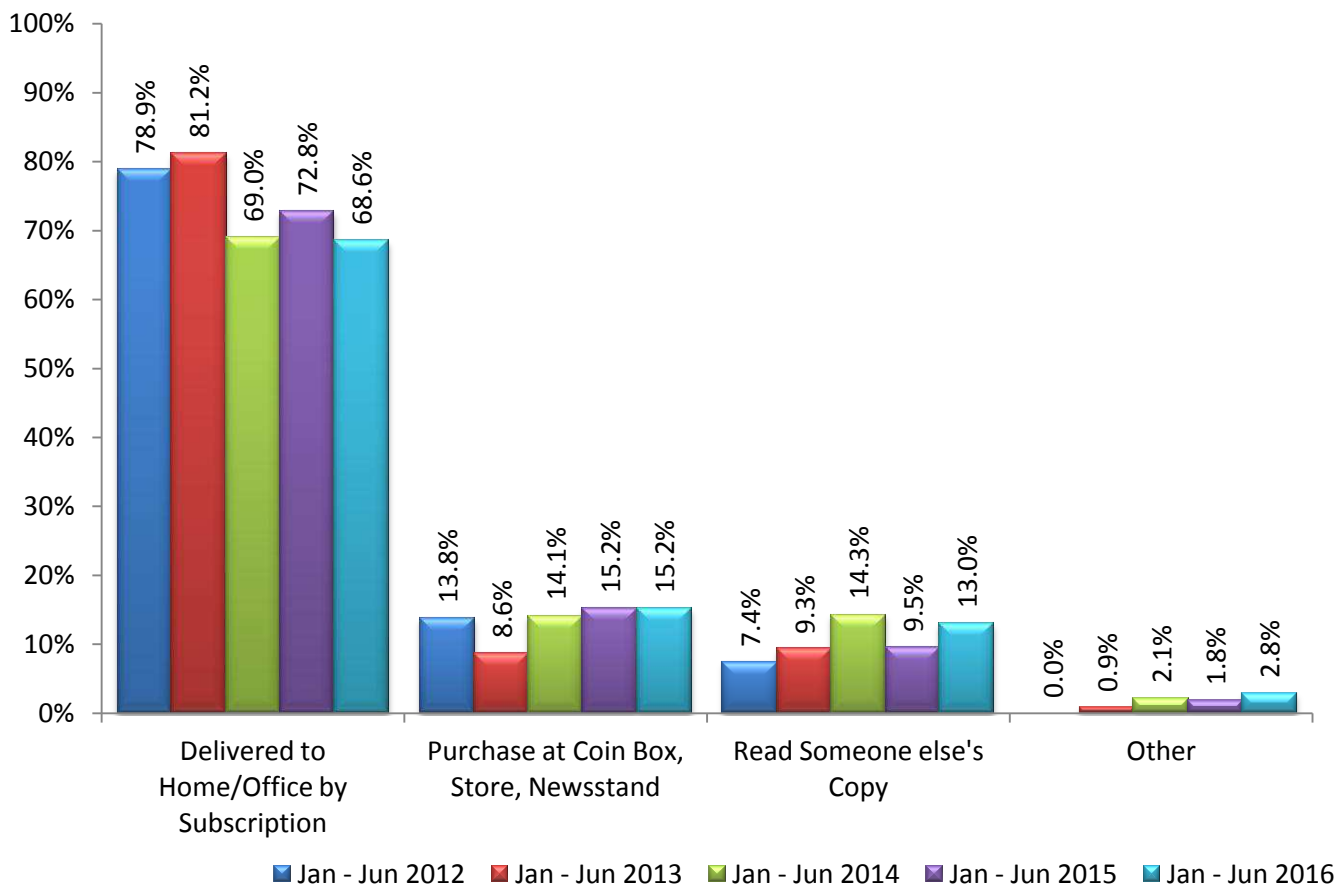
+/- 5.6% Points

+/- 6.3% 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	78.9%	81.2%	69.0%	72.8%	68.6%
Purchase at coin box, store, or newsstand	13.8%	8.6%	14.1%	15.2%	15.2%
Read someone else's copy	7.4%	9.3%	14.3%	9.5%	13.0%
Other	0.0%	0.9%	2.1%	1.8%	2.8%

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=399)

(n=405)

(n=313)

(n=326)

+/- 4.9% Points

+/- 4.9% Points

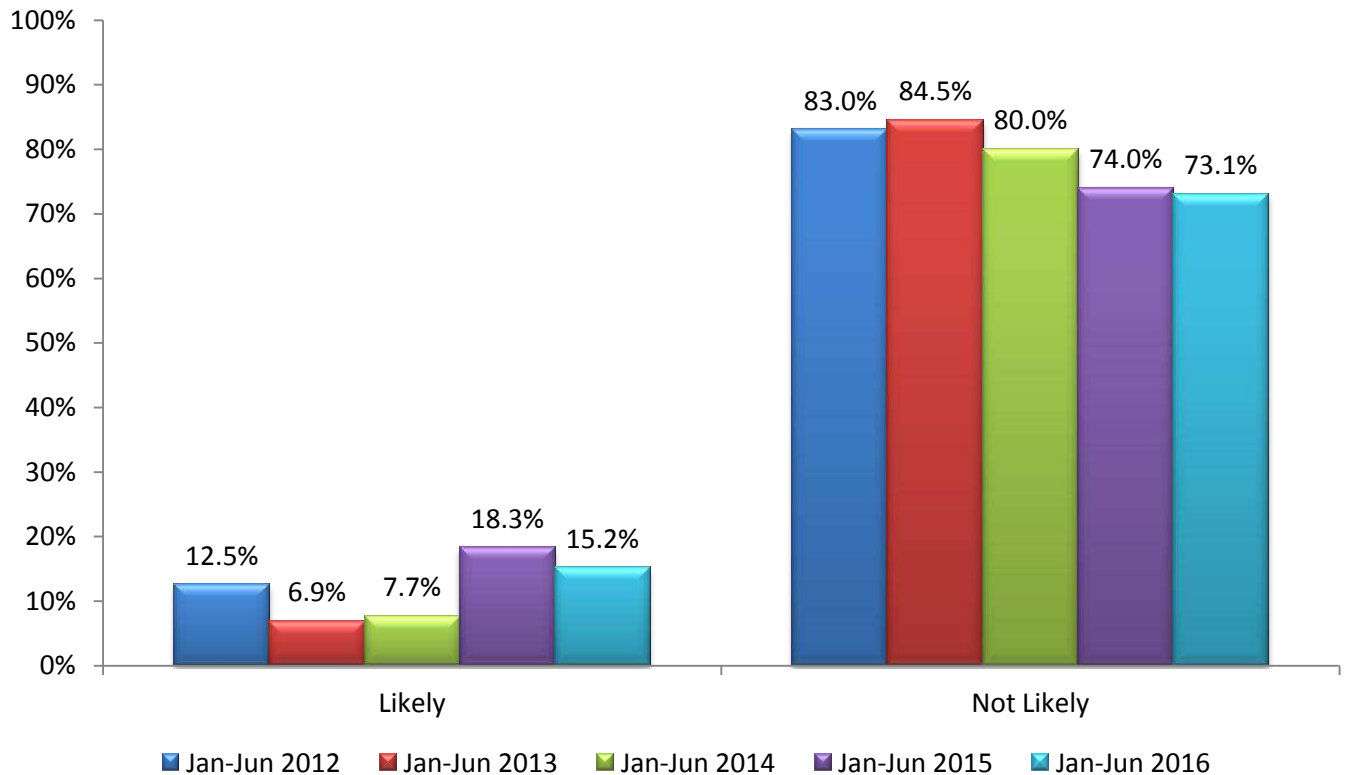
+/- 4.9% Points

+/- 5.5% Points

+/- 5.4% Points

Likelihood of Discontinuing Print Readership

Q: You identified yourself as a person who reads the Quad-City Times both in print and online. How likely are you to stop reading the printed version in the next six months?



	Jan-Jun 2011	Jan-Jun 2012	Jan-Jun 2013	Jan-Jun 2014	Jan-Jun 2015	Jan-Jun 2016
Likely	10.9%	12.5%	6.9%	7.7%	18.3%	15.2%
Not Likely	84.2%	83.0%	84.5%	80.0%	74.0%	73.1%
Base: Adults who read both in print and online	(n=108)	(n=91)	(n=89)	(n=94)	(n=85)	(n=102)
Margin of Error:	+/- 9.4% Points	+/- 10.3% Points	+/- 10.4% Points	+/- 10.1% Points	+/- 10.6% Points	+/- 9.7% Points

Print + Digital Demographics

Q: Have you accessed QCTimes.com digitally, read or used The Quad-City Times or done both in the past 7 days?

Jan – Jun 2016	Market	Print Exclusive	Digital Exclusive	Print & Digital	Used Newspaper	Neither
Male	49.0%	55.3%	31.8%	44.6%	62.8%	53.7%
Female	51.0%	44.7%	68.2%	55.4%	37.2%	46.3%
Ages 8-29	12.4%	7.8%	16.5%	13.4%	19.4%	12.7%
Ages 30-39	17.3%	15.3%	20.1%	13.9%	8.8%	25.5%
Ages 40-59	39.6%	34.1%	50.6%	44.8%	20.7%	39.4%
Ages 60+	30.7%	42.8%	12.9%	27.9%	51.1%	22.4%
Median Age	50.2	55.8	45.3	50.1	60.4	46.0
Children Under 18 at home	35.7%	21.3%	52.3%	40.2%	32.3%	41.4%
Lived In Area Less Than Five Years	10.5%	3.0%	19.2%	11.2%	6.8%	15.9%
6 - 10 Years	8.2%	3.7%	17.6%	8.6%	13.2%	5.2%
11 - 14 Years	5.1%	9.0%	5.6%	3.5%	0.0%	1.9%
15 - 20 Years	9.6%	10.1%	1.3%	8.9%	10.7%	16.4%
21 Years +	66.7%	74.1%	56.4%	67.7%	69.4%	60.7%
Median Length of Residence	26.0	27.5	23.3	26.2	26.6	24.5
Less than \$35K Household Income	27.8%	32.4%	22.5%	23.1%	38.1%	26.7%
\$35K - \$50K	13.4%	13.1%	16.5%	6.7%	20.7%	15.8%
\$50K - \$75K	13.6%	12.9%	6.2%	19.5%	11.3%	15.3%
\$75K+	45.2%	41.6%	54.8%	50.7%	29.9%	42.2%
Median Household Income (\$000)	\$62.7	\$58.7	\$77.2	\$75.3	\$43.6	\$62.2
High School Grad or Less	21.5%	24.7%	13.5%	14.8%	36.2%	26.3%
Some College	33.3%	31.3%	44.3%	40.5%	22.5%	21.9%
4 Year College or More	30.5%	28.1%	31.9%	28.1%	25.8%	37.9%
Graduate Degree	14.7%	15.9%	10.2%	16.6%	15.5%	13.9%
Base: All Adults	(n=501)	(n=217)	(n=45)	(n=81)	(n=43)	(n=86)
Margin of Error:	+/- 4.4% Points	+/- 6.7% Points	+/- 14.6% Points	+/- 10.9% Points	+/- 14.9% Points	+/- 10.6% Points

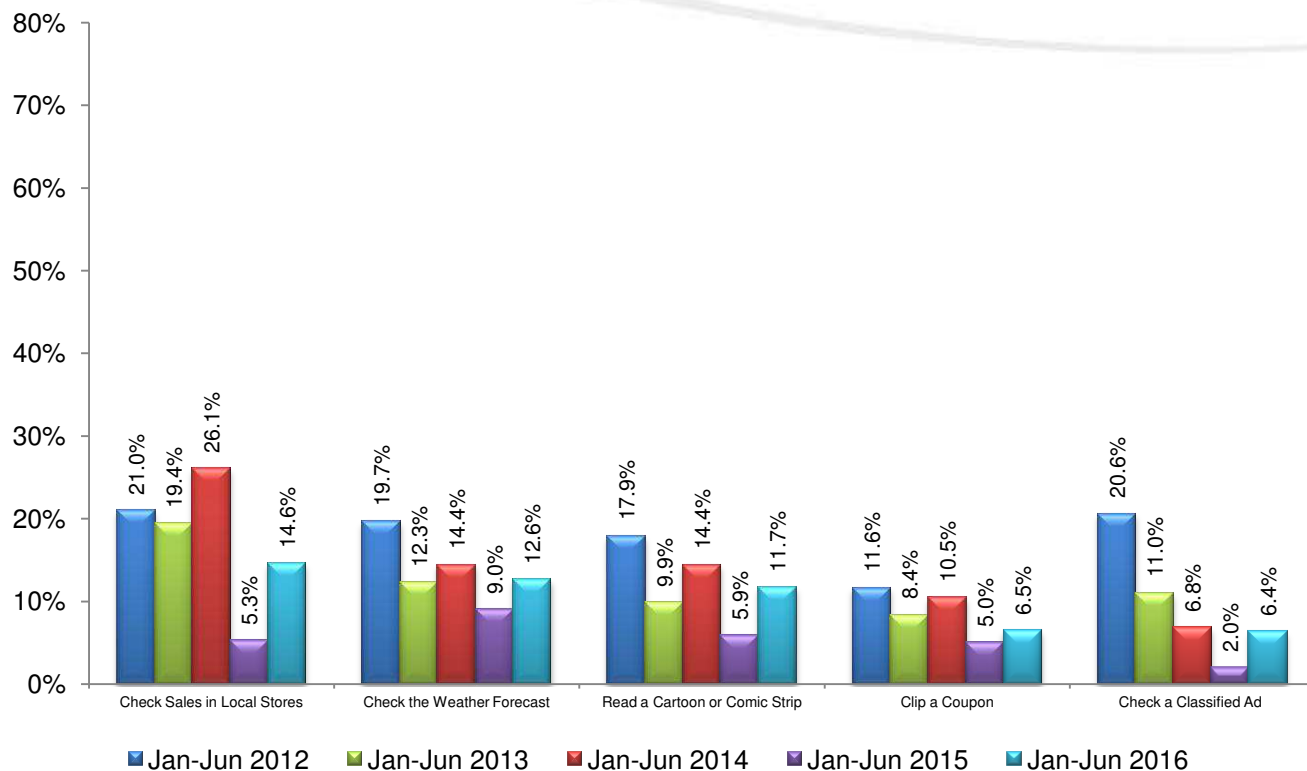
Print + Digital Demographics

Q: Have you accessed QCTimes.com digitally, read or used The Quad-City Times or done both in the past 7 days?

Jan – Jun 2016	Market	Print Readers	Digital Readers	None
Male	49.0%	50.8%	39.4%	56.0%
Female	51.0%	49.2%	60.6%	44.0%
Ages 8-29	12.4%	10.2%	14.7%	14.5%
Ages 30-39	17.3%	14.7%	16.4%	21.1%
Ages 40-59	39.6%	38.7%	47.2%	34.4%
Ages 60+	30.7%	36.4%	21.7%	30.0%
<i>Median Age</i>	<i>50.2</i>	<i>53.0</i>	<i>48.0</i>	<i>51.6</i>
Children Under 18 at home	35.7%	29.3%	45.2%	39.0%
Lived In Area Less Than Five Years	10.5%	6.5%	14.5%	13.5%
6 - 10 Years	8.2%	5.8%	12.3%	7.3%
11 - 14 Years	5.1%	6.7%	4.4%	1.4%
15 - 20 Years	9.6%	9.6%	5.8%	14.9%
21 Years +	66.7%	71.4%	63.1%	62.9%
<i>Median Length of Residence</i>	<i>26.0</i>	<i>27.0</i>	<i>25.1</i>	<i>25.1</i>
Less than \$35K Household Income	27.8%	28.6%	22.8%	29.8%
\$35K - \$50K	13.4%	10.5%	11.0%	17.1%
\$50K - \$75K	13.6%	15.6%	13.6%	14.2%
\$75K+	45.2%	45.3%	52.5%	38.9%
<i>Median Household Income (\$000)</i>	<i>\$62.7</i>	<i>\$67.5</i>	<i>\$76.2</i>	<i>\$55.4</i>
High School Grad or Less	21.5%	20.5%	14.3%	28.9%
Some College	33.3%	35.2%	42.1%	22.0%
4 Year College or More	30.5%	28.1%	29.7%	34.8%
Graduate Degree	14.7%	16.2%	14.0%	14.3%
Base: All Adults	(n=497)	(n=344)	(n=128)	(n=122)
Margin of Error:	+/- 4.4% Points	+/- 5.3% Points	+/- 8.7% Points	+/- 8.9% 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	21.0%	19.4%	26.1%	5.3%	14.6%
Check the Weather Forecast	19.7%	12.3%	14.4%	9.0%	12.6%
Read a Cartoon or Comic Strip	17.9%	9.9%	14.4%	5.9%	11.7%
Clip a Coupon	11.6%	8.4%	10.5%	5.0%	6.5%
Check a Classified Ad	20.6%	11.0%	6.8%	2.0%	6.4%

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

Margin of Error:

(n=151)

+/- 8.0% Points

(n=155)

+/- 7.9% Points

(n=140)

+/- 8.3% Points

(n=122)

+/- 8.9% Points

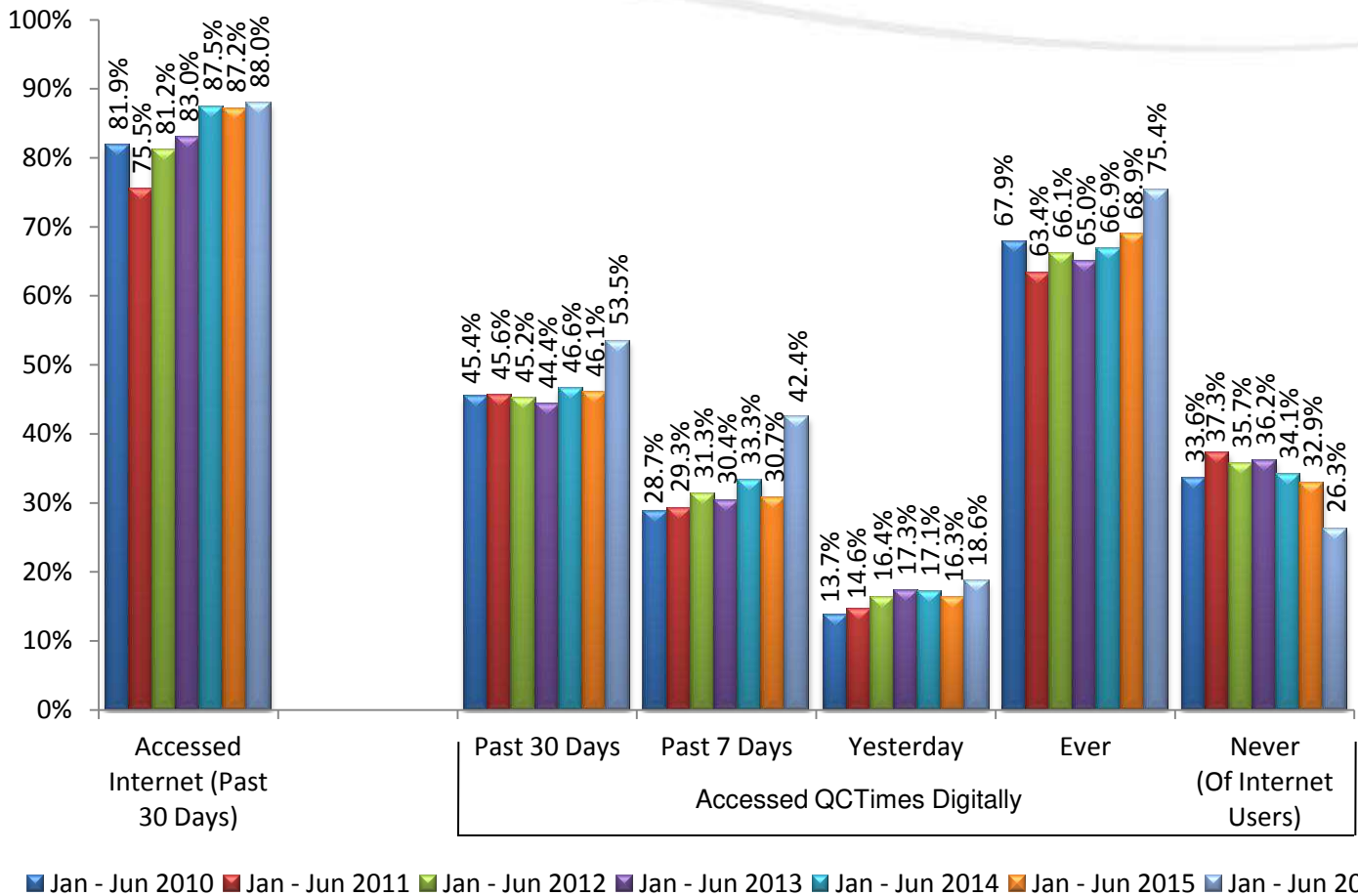
(n=124)

+/- 8.8% Points

Internet Access & QCTimes.com Usage

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

How about QCTimes.com?



	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)	81.9%	75.5%	81.2%	83.0%	87.5%	87.2%	88.0%
Accessed QCTimes Digitally Past 30 Days	45.4%	45.6%	45.2%	44.4%	46.6%	46.1%	53.5%
Accessed QCTimes Digitally Past 7 Days	28.7%	29.3%	31.3%	30.4%	33.3%	30.7%	42.4%
Accessed QCTimes Digitally Yesterday	13.7%	14.6%	16.4%	17.3%	17.1%	16.3%	18.6%
Accessed QCTimes Digitally Ever	67.9%	63.4%	66.1%	65.0%	66.9%	68.9%	75.4%
Never Accessed QCTimes Digitally (Internet Users)	33.6%	37.3%	35.7%	36.2%	34.1%	32.9%	26.3%

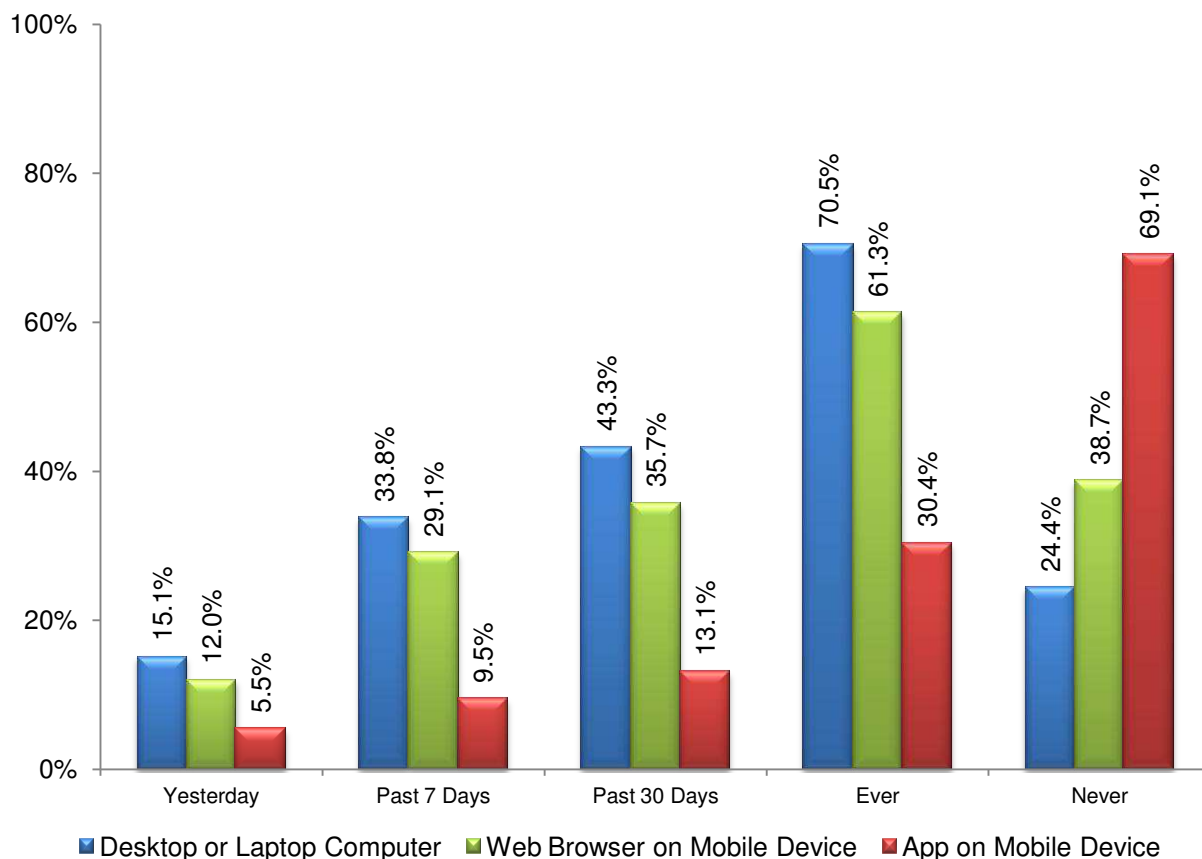
Base: Adults who have accessed the internet in the past 30 days with any device.

Margin of Error:

(n=493)	(n=453)	(n=418)	(n=429)	(n=444)	(n=368)	(n=396)
+/- 4.4% Points	+/- 4.6% Points	+/- 4.8% Points	+/- 4.7% Points	+/- 4.7% Points	+/- 5.0% Points	+/- 4.9% Points

Accessing Quad City 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	15.1%	12.0%	5.5%
Past 7 Days	33.8%	29.1%	9.5%
Past 30 Days	43.3%	35.7%	13.1%
Ever	70.5%	61.3%	30.4%
Never	24.4%	38.7%	69.1%

Base: Adults who accessed the internet in past 30 days

Margin of Error:

(n=396)

+/-4.9% Points

(n=396)

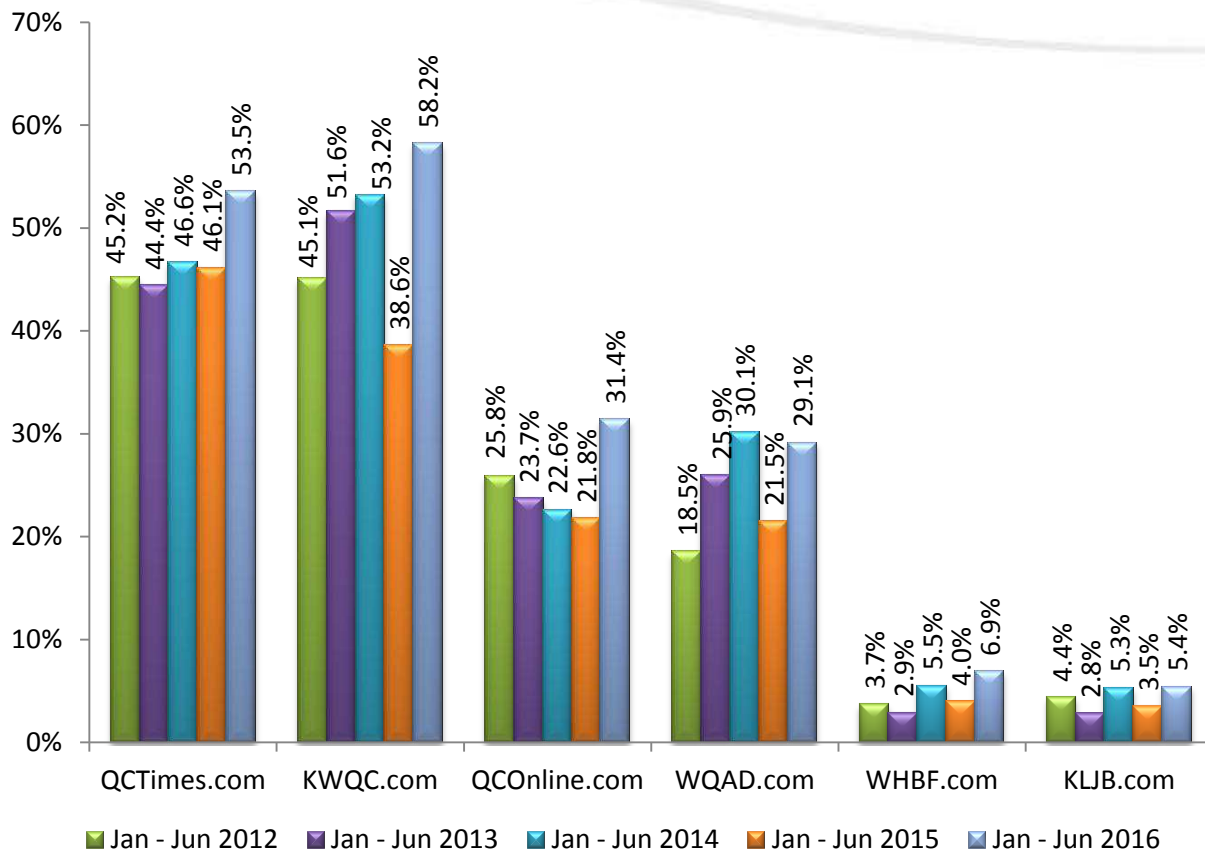
+/-4.9% Points

(n=396)

+/-4.9% Points

Websites Visited in the Past 30 Days

Q: Which of these websites have you visited in the past 30 days?



	Jan - Jun 2012	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015	Jan - Jun 2016
QCTimes.com	45.2%	44.4%	46.6%	46.1%	53.5%
KWQC.com	45.1%	51.6%	53.2%	38.6%	58.2%
QConline.com	25.8%	23.7%	22.6%	21.8%	31.4%
WQAD.com	18.5%	25.9%	30.1%	21.5%	29.1%
WHBF.com	3.7%	2.9%	5.5%	4.0%	6.9%
KLJB.com	4.4%	2.8%	5.3%	3.5%	5.4%

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

(n=418)

(n=429)

(n=444)

(n=368)

(n=396)

Margin of Error:

+/- 4.8% Points

+/- 4.7% Points

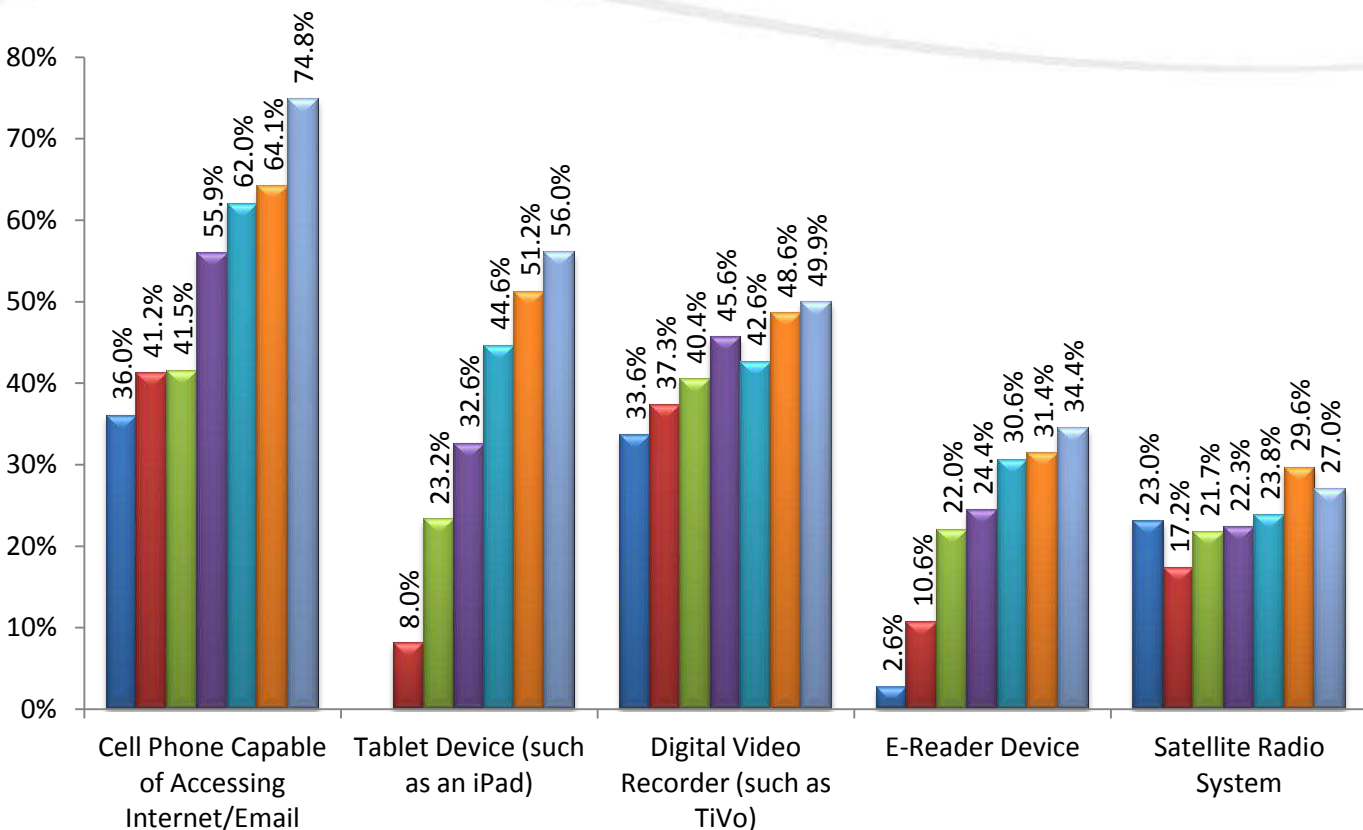
+/- 4.7% Points

+/-5.0% 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

	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	36.0%	41.2%	41.5%	55.9%	62.0%	64.1%	74.8%
Tablet Device (such as an iPad)	-	8.0%	23.2%	32.6%	44.6%	51.2%	56.0%
Digital Video Recorder (such as TiVo)	33.6%	37.3%	40.4%	45.6%	42.6%	48.6%	49.9%
E-Reader Device	2.6%	10.6%	22.0%	24.4%	30.6%	31.4%	34.4%
Satellite Radio System	23.0%	17.2%	21.7%	22.3%	23.8%	29.6%	27.0%

Base: All Adults

(n=602)

(n=676)

(n=599)

(n=600)

(n=600)

(n=497)

(n=501)

Margin of Error:

+/- 4.0% Points

+/- 3.8% Points

+/- 4.0% Points

+/- 4.0% Points

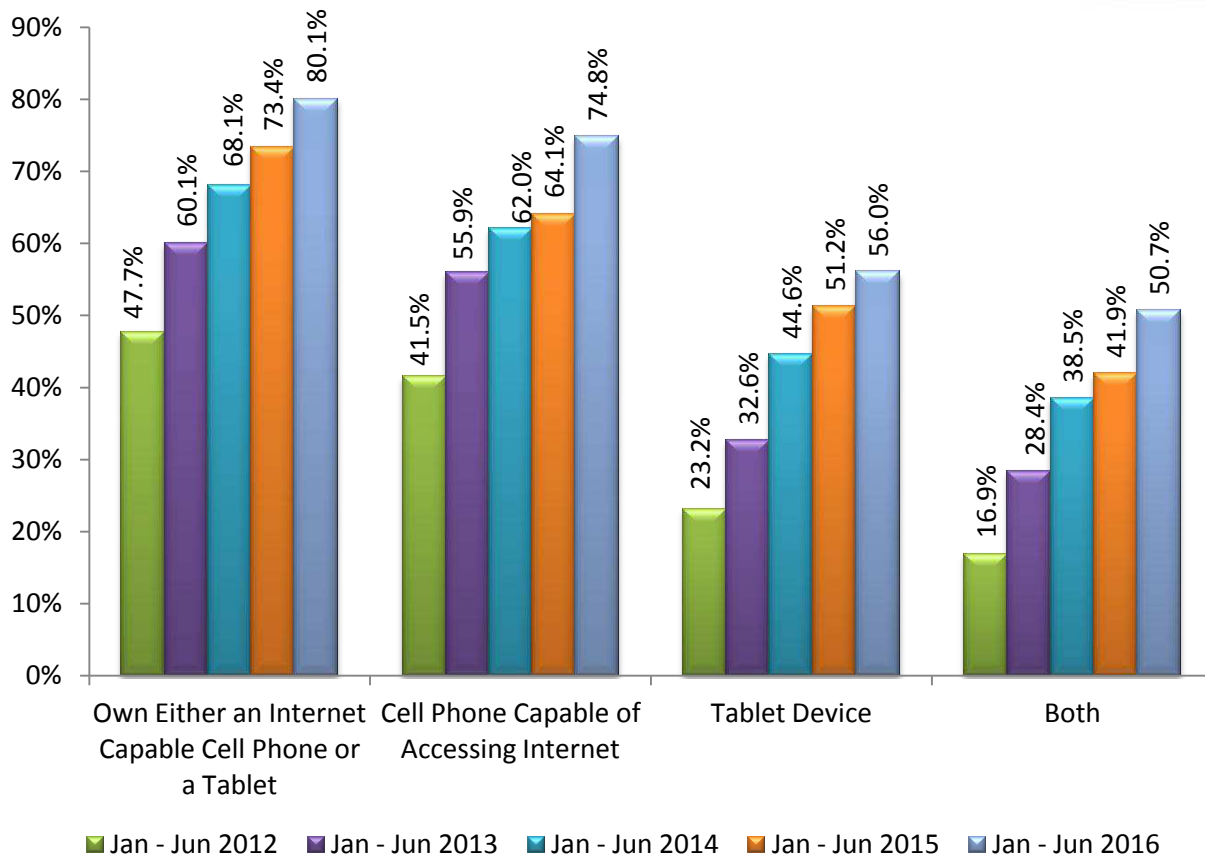
+/- 4.0% Points

+/- 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%	60.1%	68.1%	73.4%	80.1%
Cell Phone Capable of Accessing Internet/Email	41.5%	55.9%	62.0%	64.1%	74.8%
Tablet Device	23.2%	32.6%	44.6%	51.2%	56.0%
Both	16.9%	28.4%	38.5%	41.9%	50.7%

Base: All Adults

Margin of Error:

(n=599)

+/- 4.0% Points

(n=600)

+/- 4.0% Points

(n=600)

+/- 4.0% Points

(n=497)

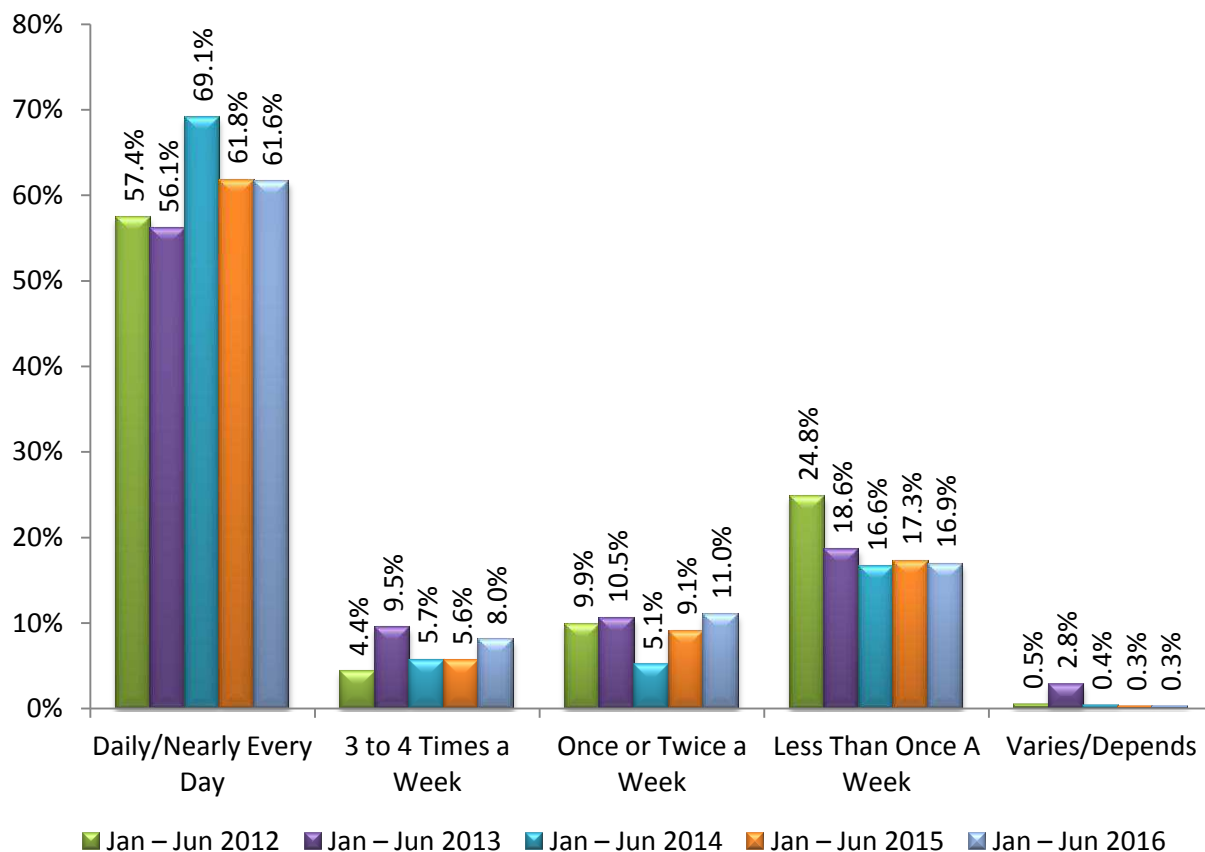
+/- 4.4% Points

(n=501)

+/- 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	57.4%	56.1%	69.1%	61.8%	61.6%
3 to 4 Times a Week	4.4%	9.5%	5.7%	5.6%	8.0%
Once or Twice a Week	9.9%	10.5%	5.1%	9.1%	11.0%
Less Than Once A Week	24.8%	18.6%	16.6%	17.3%	16.9%
Varies/Depends	0.5%	2.8%	0.4%	0.3%	0.3%

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

(n=210)

(n=278)

(n=329)

(n=289)

(n=327)

Margin of Error:

+/- 6.6% Points

+/- 5.9% Points

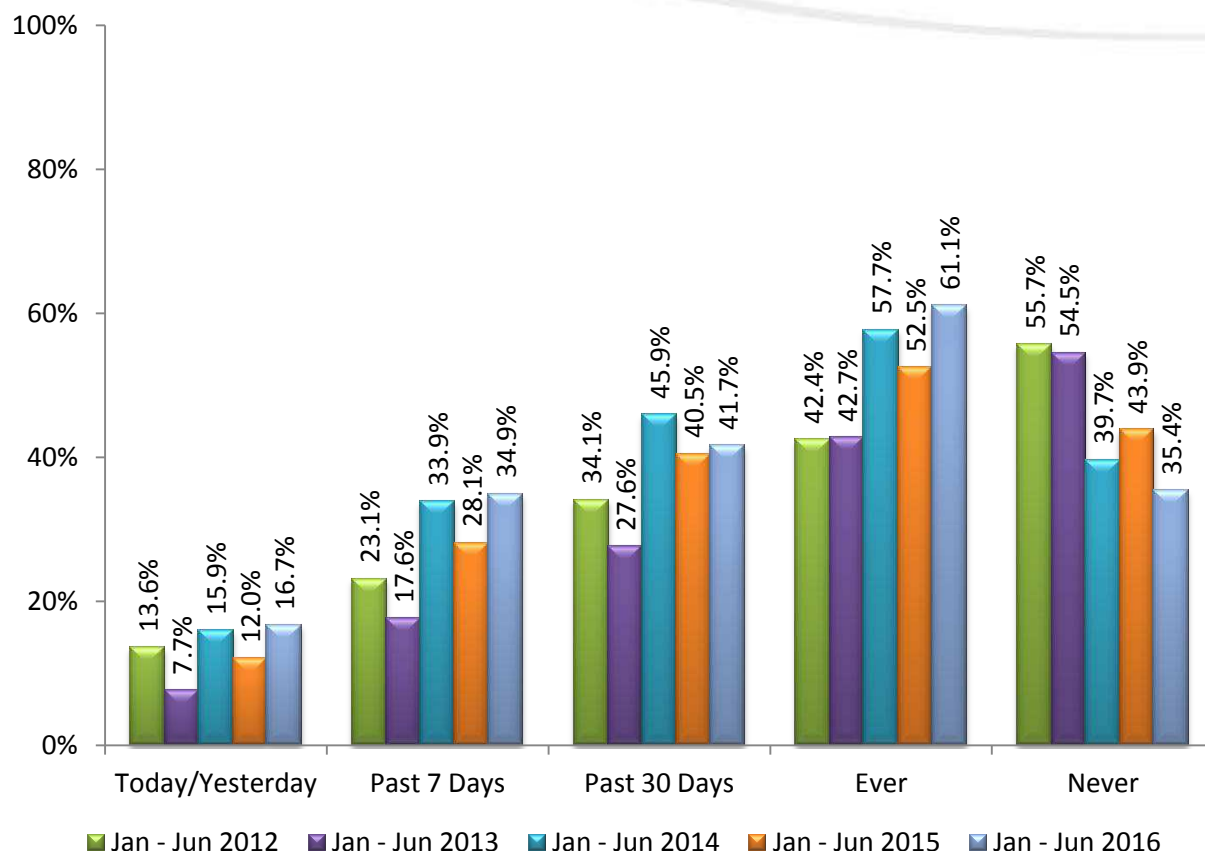
+/- 5.4% Points

+/- 5.4% Points

+/- 5.4% Points

Last Time Accessed QCTimes.com Via Mobile Device

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



	Jan – Jun 2012	Jan – Jun 2013	Jan – Jun 2014	Jan – Jun 2015	Jan – Jun 2016
Today/Yesterday	13.6%	7.7%	15.9%	12.0%	16.7%
Past 7 Days	23.1%	17.6%	33.9%	28.1%	34.9%
Past 30 Days	34.1%	27.6%	45.9%	40.5%	41.7%
Ever	42.4%	42.7%	57.7%	52.5%	61.1%
Never	55.7%	54.5%	39.7%	43.9%	35.4%

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

(n=210)

(n=278)

(n=329)

(n=289)

(n=327)

Margin of Error:

+/- 6.6% Points

+/- 5.9% Points

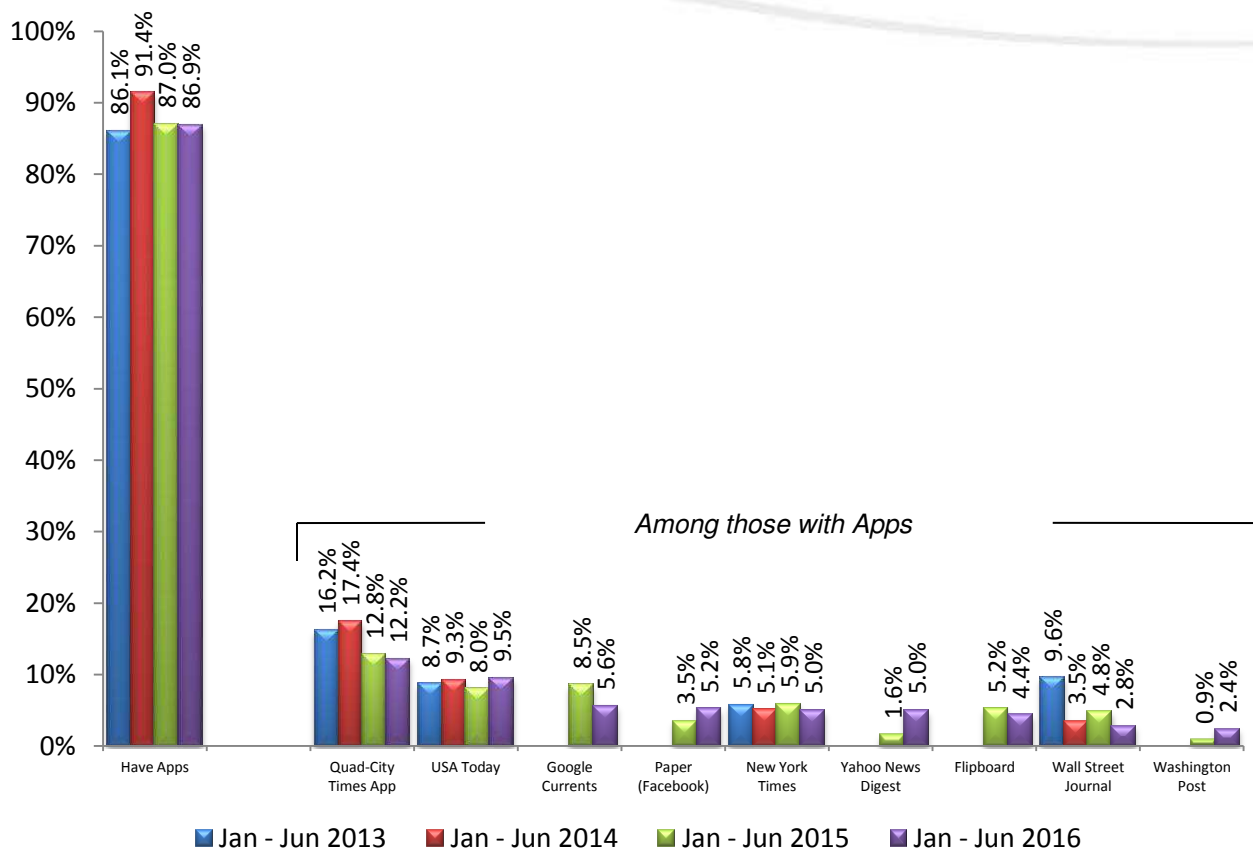
+/- 5.4% Points

+/- 5.4% Points

+/- 5.4% 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	86.1%	91.4%	87.0%	86.9%
Quad-City Times App	16.2%	17.4%	12.8%	12.2%
USA Today	8.7%	9.3%	8.0%	9.5%
Google Currents			8.5%	5.6%
Paper (Facebook)			3.5%	5.2%
New York Times	5.8%	5.1%	5.9%	5.0%
Yahoo News Digest			1.6%	5.0%
Flipboard			5.2%	4.4%
Wall Street Journal	9.6%	3.5%	4.8%	2.8%
Washington Post			0.9%	2.4%

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

(n=221)

(n=329)

(n=232)

(n=327)

Margin of Error:

+/- 6.6% Points

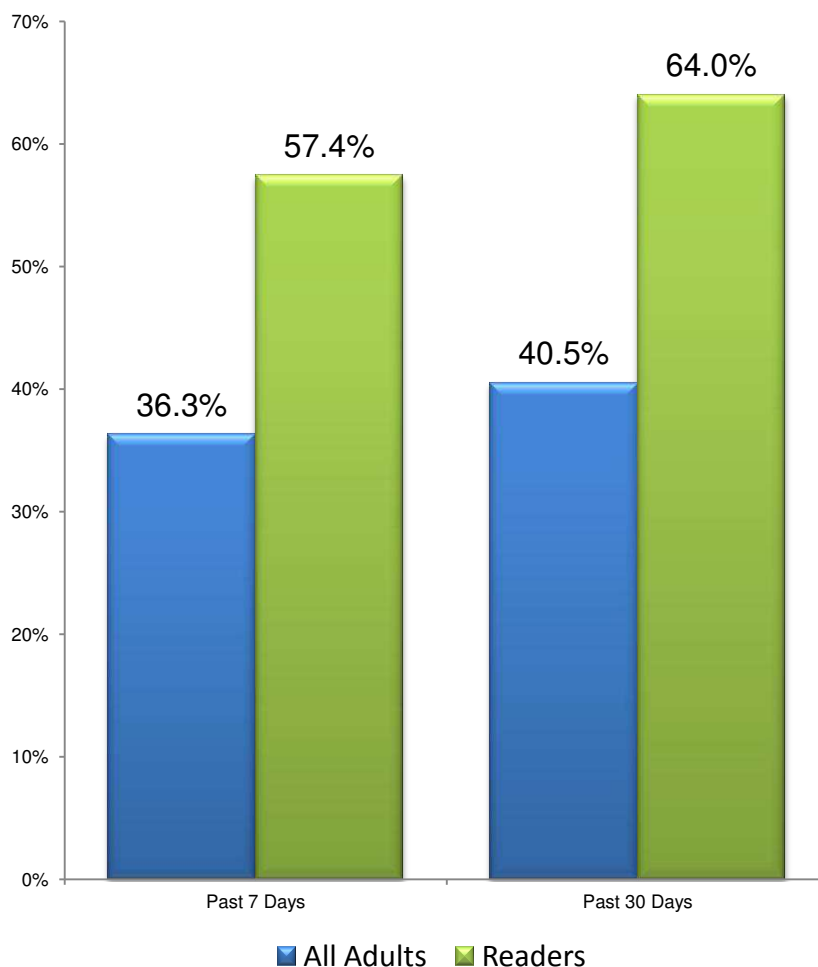
+/- 5.4% Points

+/- 6.4% Points

+/- 5.4% Points

Preprint Readership

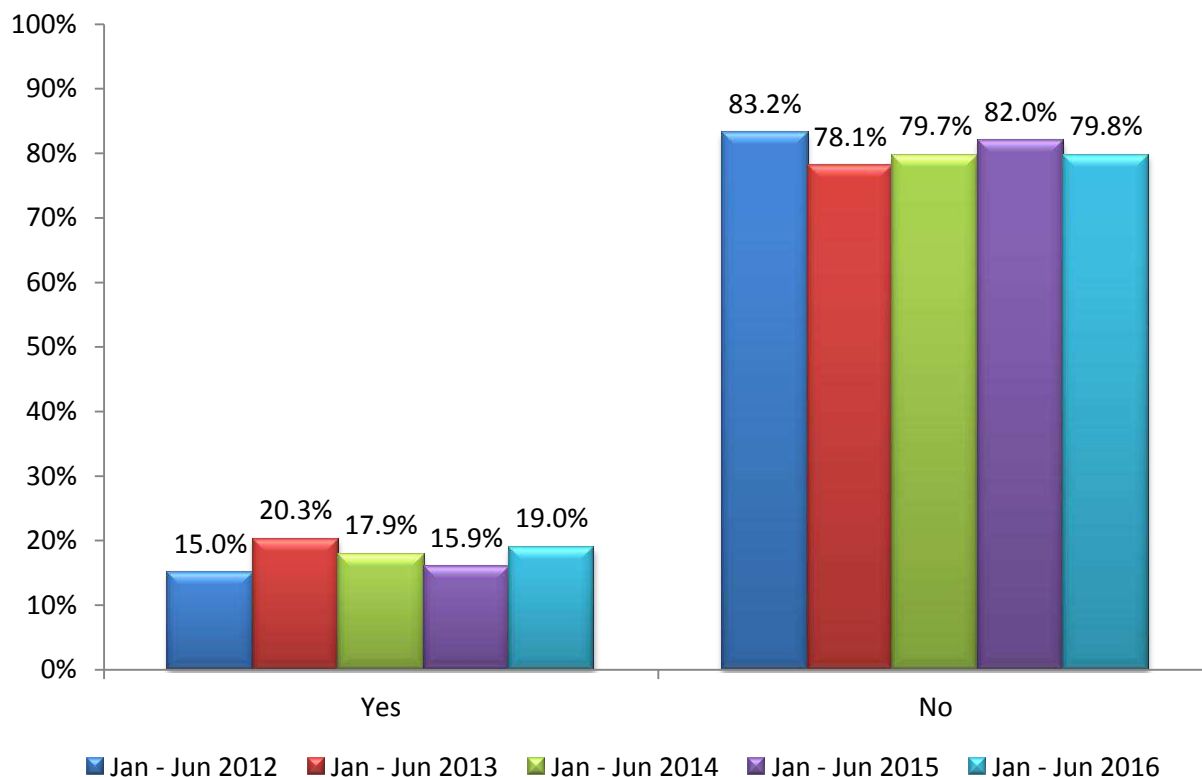
Q: In the past 30 days have you read preprinted advertising in the newspaper? In the past 7 days?



	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	39.4%	39.1%	35.8%	36.4%	36.8%	32.4%	36.3%	52.7%	52.7%	51.1%	56.1%	55.0%	50.0%	57.4%
Past 30 Days	50.7%	51.0%	46.8%	44.8%	42.5%	44.7%	40.5%	67.7%	68.7%	66.8%	69.0%	63.5%	69.0%	64.0%
Base:	(n=602)	(n=676)	(n=599)	(n=600)	(n=600)	(n=497)	(n=501)	(n=458)	(n=524)	(n=445)	(n=431)	(n=433)	(n=354)	(n=351)
Margin of Error:	+/- 4.0% Points	+/- 3.8% Points	+/- 4.0% Points	+/- 4.0% Points	+/- 4.0% Points	+/- 4.4% Points	+/- 4.4% Points	+/- 4.5% Points	+/- 4.3% Points	+/- 4.6% Points	+/- 4.7% Points	+/- 4.7% Points	+/- 5.2% Points	+/- 5.2% Points

Television Service

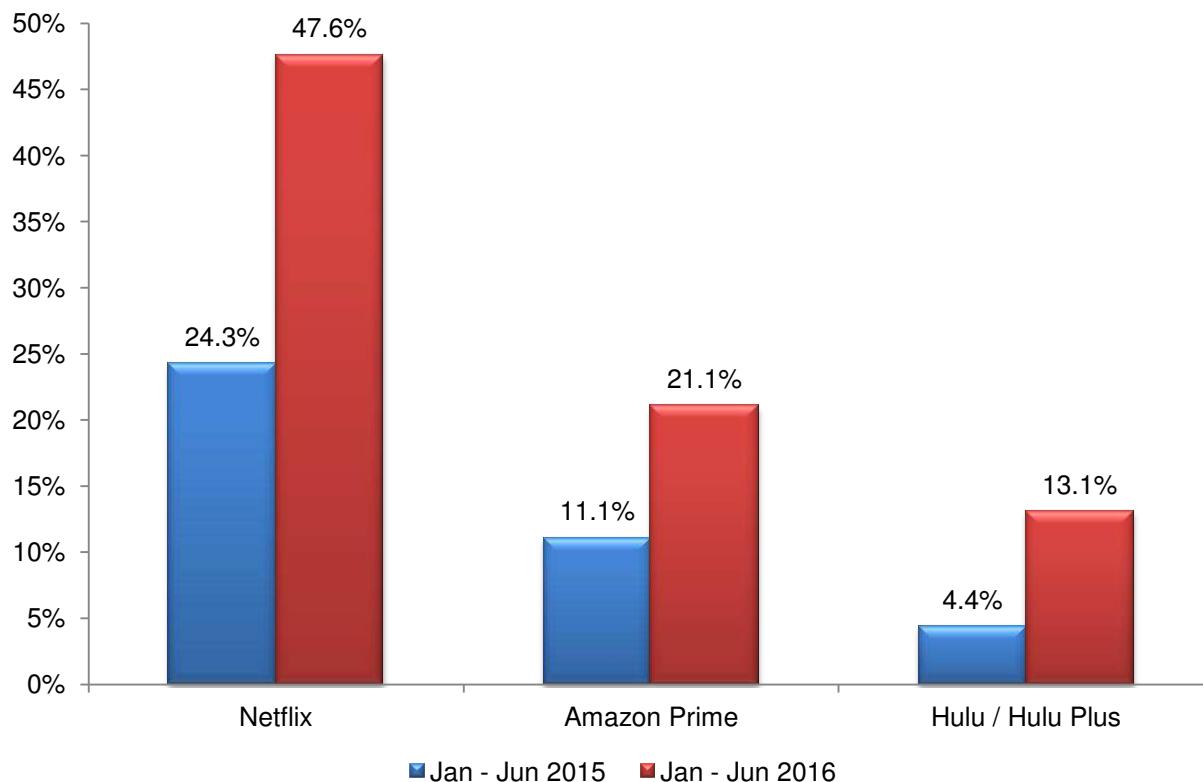
Q: During the past year, have you cancelled or cut back on your cable or satellite TV service?



	Jan – Jun 2012	Jan – Jun 2013	Jan – Jun 2014	Jan – Jun 2015	Jan – Jun 2016
Yes	15.0%	20.3%	17.9%	15.9%	19.0%
No	83.2%	78.1%	79.7%	82.0%	79.8%
Base: All Adults	(n=599)	(n=600)	(n=600)	(n=497)	(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	24.3%	47.6%
Amazon Prime	11.1%	21.1%
Hulu / Hulu Plus	4.4%	13.1%

Base: All Adults

(n=497)

(n=501)

Margin of Error:

+/- 4.4% Points

+/- 4.4% Points