

LEE ENTERPRISES AUDIENCE REPORT

JAN 2016 – JUN 2016

ST. LOUIS POST-DISPATCH

The logo for STLtoday.com features the text "STLtoday.com" in a white, sans-serif font. A white curved line arches over the "today" portion of the text, resembling a stylized "S" or a protective shield.

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Methodology

HOW: Telephone Survey

WHO: Randomly Selected Adults In the St. Louis NDM

WHEN: January 2016 – June 2016

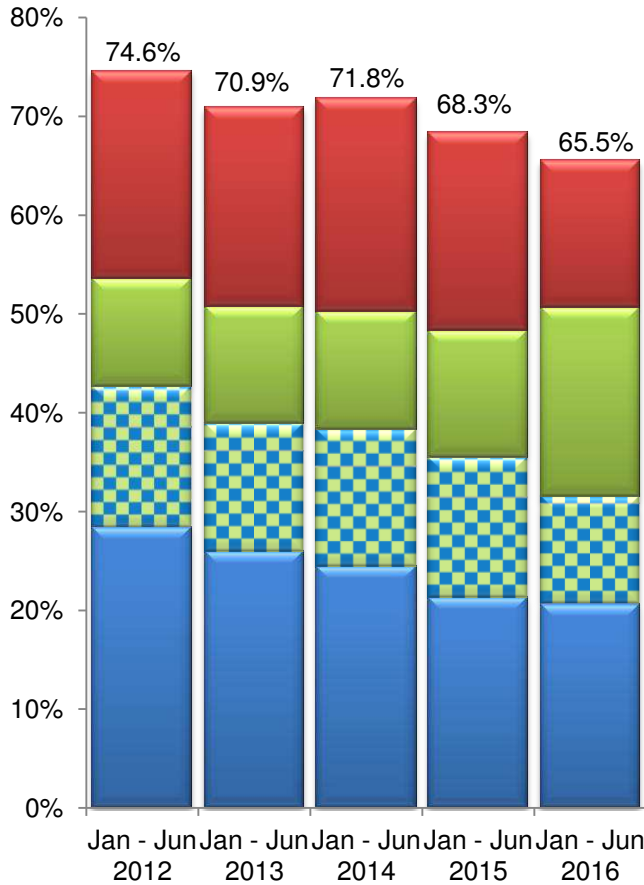
CONDUCTED BY: Thoroughbred Research, Louisville, KY

SAMPLE SIZE: 1,505 Total Interviews of Adults 18+
1,333 Landline Interviews and 172 Cell Phone Interviews

MARGIN OF ERROR: Total Sample (n=1,505) +/- 2.5% Points
Total Internet Sample (n=1,194) +/-2.8% Points

Print + Digital Reach

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



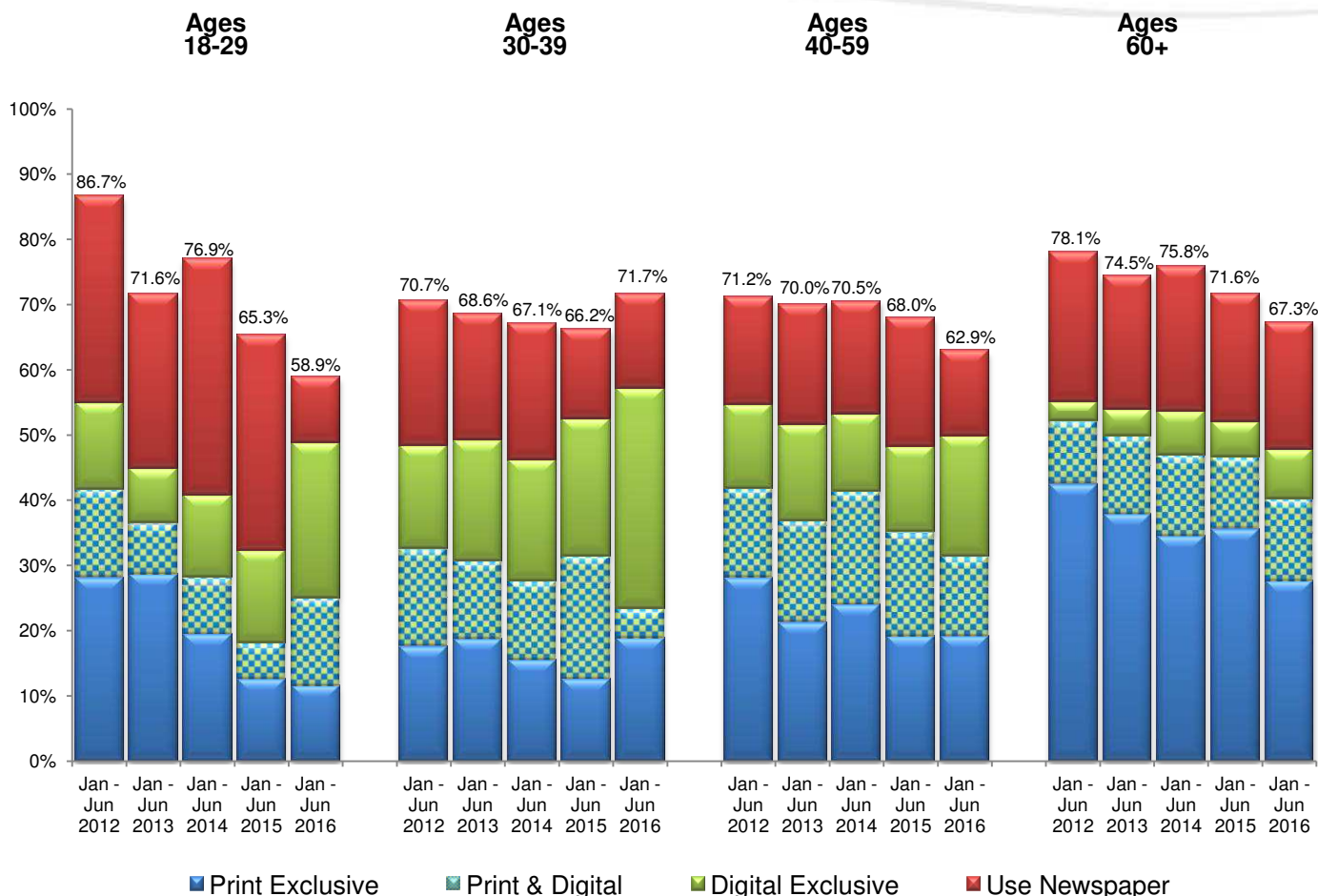
■ Use Newspaper ■ Digital Exclusive ■ Print & Digital ■ Print Exclusive

	Jan - Jun 2010	Jan - Jun 2011	Jan - Jun 2012	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015	Jan - Jun 2016
Print Exclusive	33.6%	35.0%	28.4%	26.0%	24.4%	21.3%	20.6%
Digital Exclusive	9.4%	8.0%	10.9%	11.9%	12.0%	12.8%	19.2%
Print & Digital	11.1%	11.7%	14.3%	12.9%	13.9%	14.2%	10.9%
Use Newspaper	21.1%	20.6%	21.0%	20.1%	21.5%	20.0%	14.8%
Total Reach	75.2%	75.3%	74.6%	70.9%	71.8%	68.3%	65.5%

Base: All Adults (n=1,801) (n=1,800) (n=1,805) (n=1,800) (n=1,801) (n=1,498) (n=1,505)
 Margin of Error: +/- 2.3% Points +/- 2.3% Points +/- 2.3% Points +/- 2.3% Points +/- 2.3% Points +/- 2.3% Points +/- 2.5% 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 Post Dispatch 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 STLOday.com digitally, read or used The Post-Dispatch or done both in the past 7 days?

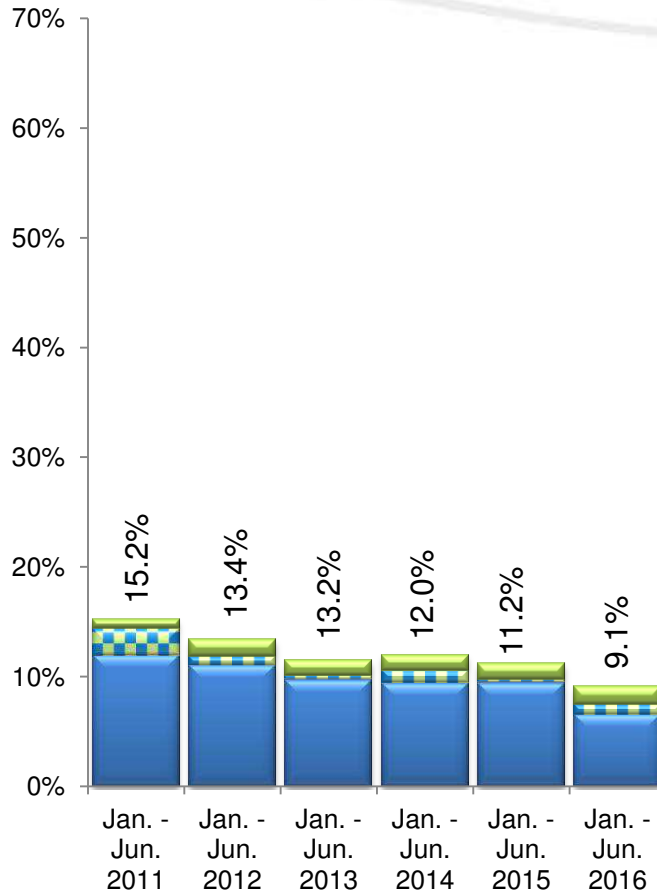


Past 7 Days	Ages 18-29	Ages 30-39	Ages 40-59	Ages 60+
Print Exclusive	11.6%	18.9%	19.2%	27.6%
Digital Exclusive	23.7%	33.8%	18.5%	7.6%
Print & Digital	13.5%	4.5%	12.2%	12.6%
Use Newspaper	10.1%	14.5%	13.0%	19.5%
Total Reach	58.9%	71.7%	62.9%	67.3%

Base: (n=48) (n=77) (n=484) (n=890)
 Margin of Error: +/- 14.1% Points +/- 11.2% Points +/- 4.5% Points +/- 3.3% Points

Suburban Journal Print + Web Reach

Q: Have you accessed any Suburban Journal website, read a Suburban Journal in print or both over the past 7 days?



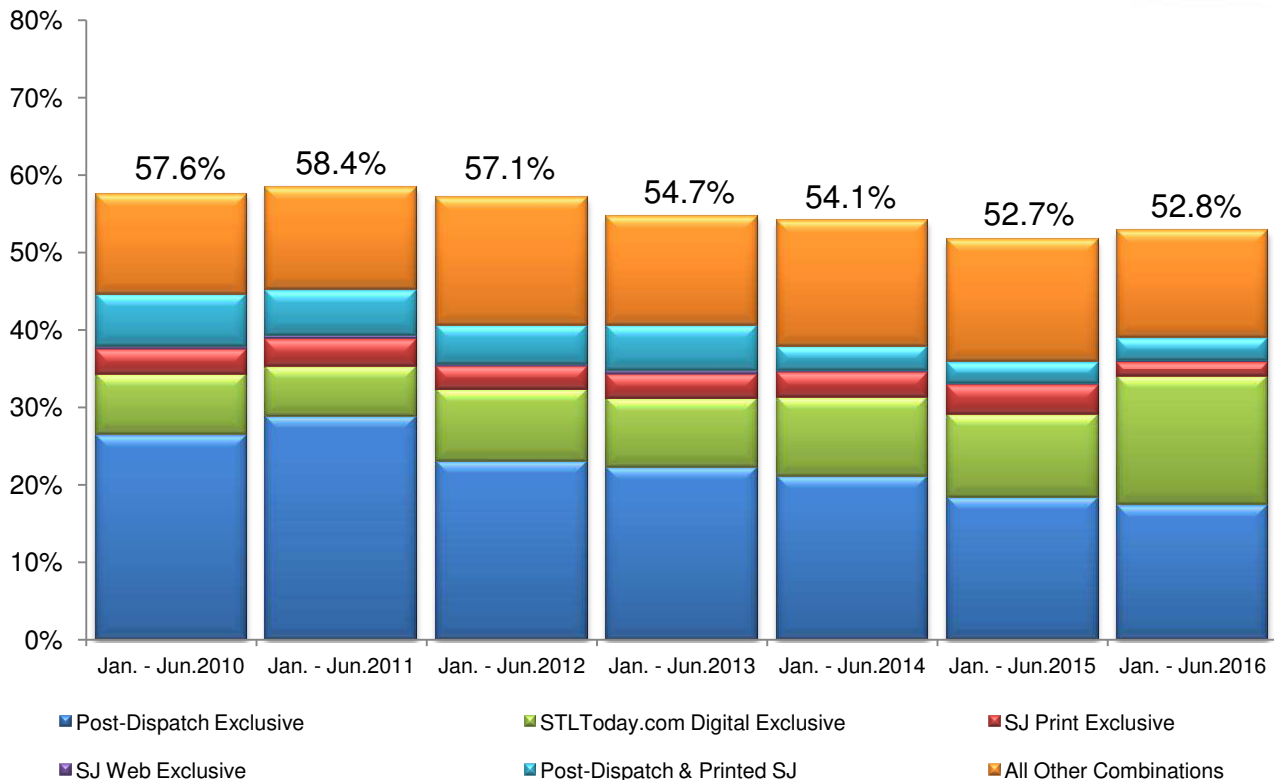
■ Print Exclusive
 ■ Print & Web
 ■ Web Exclusive

	Jan. - Jun. 2010	Jan. - Jun. 2011	Jan. - Jun. 2012	Jan. - Jun. 2013	Jan. - Jun. 2014	Jan. - Jun. 2015	Jan. - Jun. 2016
Print Exclusive	12.2%	12.0%	11.0%	9.7%	9.4%	9.4%	6.5%
Web Exclusive	0.6%	0.8%	1.5%	2.6%	1.4%	1.4%	1.6%
Print & Web	2.5%	2.4%	0.9%	0.9%	1.2%	0.4%	1.0%
Total Reach	15.3%	15.2%	13.4%	13.2%	12.0%	11.2%	9.1%

Base: All Adults (n=1,801) (n=1,800) (n=1,805) (n=1,800) (n=1,801) (n=1,498) (n=1,505)
 Margin of Error: +/- 2.3% Points +/- 2.3% Points +/- 2.3% Points +/- 2.3% Points +/- 2.3% Points +/- 2.5% Points +/- 2.5% Points
 (Print = Read Suburban Journal Past 7 Days, Visited Suburban Journal Website Past 7 Days)

Print + Digital Reach Overall

Q: Have you accessed *STLToday.com* digitally, any Suburban Journal website read *The Post-Dispatch* or any Suburban Journal in the past week?

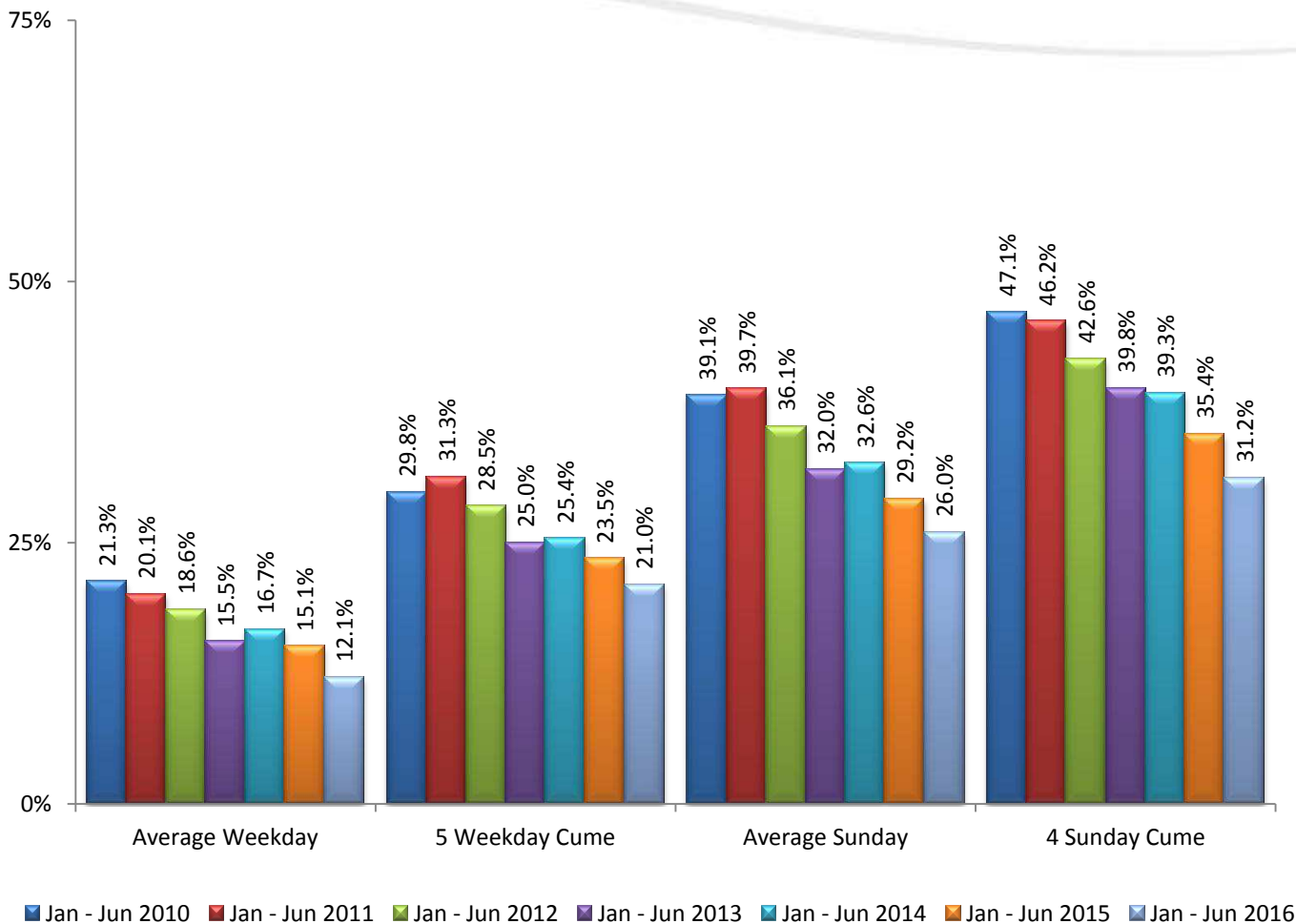


	Jan - Jun 2010	Jan - Jun 2011	Jan - Jun 2012	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015	Jan - Jun 2016
The Post-Dispatch Exclusive	26.4%	28.8%	23.0%	22.2%	21.1%	18.4%	17.4%
STLToday.com Digital Exclusive	7.9%	6.5%	9.3%	8.9%	10.2%	10.7%	16.6%
SJ Print Exclusive	3.2%	3.5%	3.0%	3.2%	3.2%	3.8%	1.8%
SJ Web Exclusive	0.3%	0.4%	0.2%	0.5%	0.2%	0.2%	0.2%
The Post-Dispatch & Printed SJ	6.8%	5.9%	5.1%	5.8%	3.2%	2.8%	3.0%
All Other Combinations	13.0%	13.3%	16.5%	14.1%	16.2%	15.8%	13.8%
Total Reach	57.6%	58.4%	57.1%	54.7%	54.1%	52.7%	52.8%

Base: All Adults (n=1,801) (n=1,800) (n=1,805) (n=1,800) (n=1,801) (n=1,498) (n=1,498)
 Margin of Error: +/- 2.3% Points +/- 2.3% Points +/- 2.3% Points +/- 2.3% Points +/- 2.3% Points +/- 2.5% Points +/- 2.5% Points
 Notes: The Post-Dispatch Read Past 7 Days, Visited STLToday.com Past 7 Days; Suburban Journals Read Past Week; Suburban Journals Website Visited Past 7 Days.

Average Readership

Q: Did you read The Post-Dispatch yesterday?

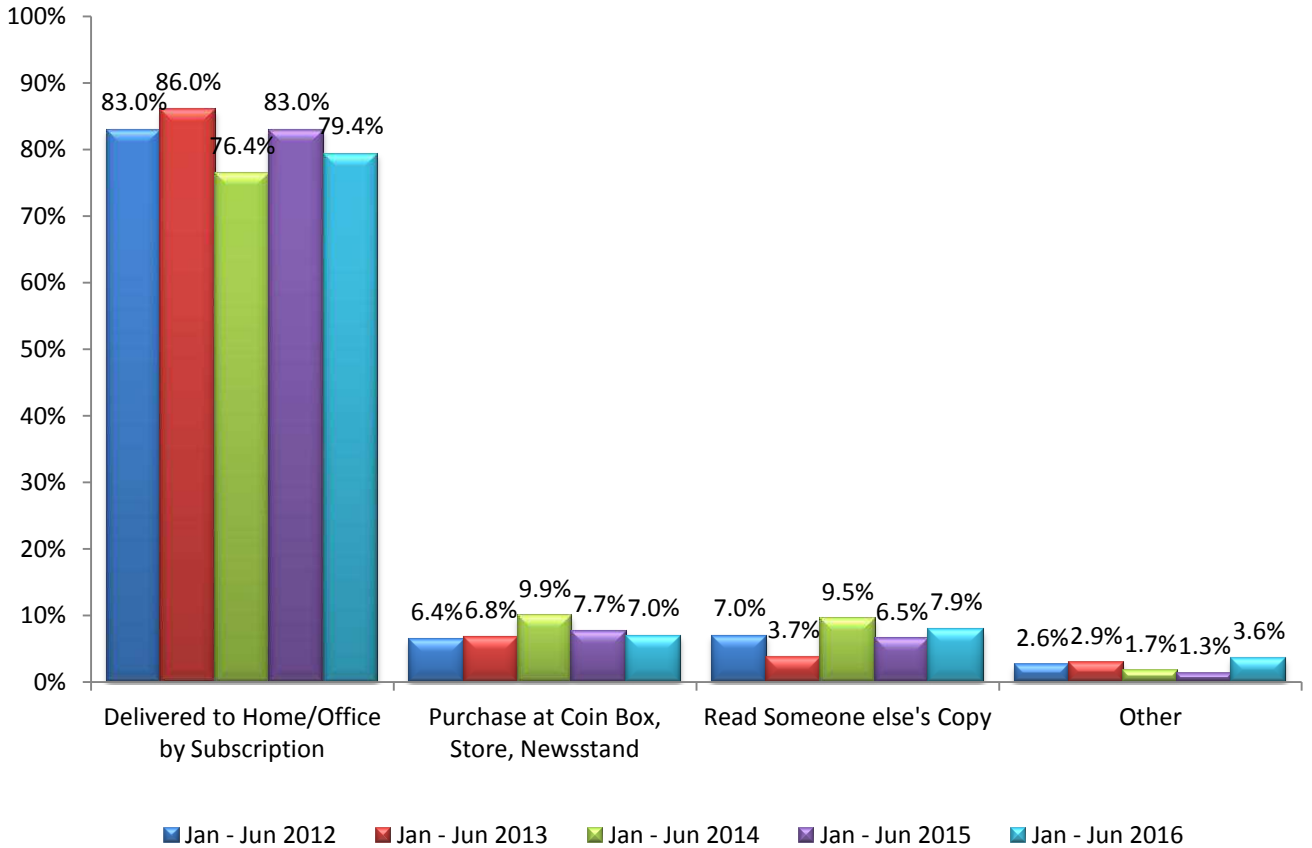


	Jan - Jun 2010	Jan - Jun 2011	Jan - Jun 2012	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015	Jan - Jun 2016
Average Weekday	21.3%	20.1%	18.6%	15.5%	16.7%	15.1%	12.1%
5 Weekday Cume	29.8%	31.3%	28.5%	25.0%	25.4%	23.5%	21.0%
Average Sunday	39.1%	39.7%	36.1%	32.0%	32.6%	29.2%	26.0%
4 Sunday Cume	47.1%	46.2%	42.6%	39.8%	39.3%	35.4%	31.2%

Base: All Adults (n=1,801) (n=1,800) (n=1,805) (n=1,800) (n=1,801) (n=1,498) (n=1,505)
 Margin of Error: +/- 2.3% Points +/- 2.3% Points +/- 2.3% Points +/- 2.3% Points +/- 2.3% Points +/- 2.5% Points +/- 2.5% 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	83.0%	86.0%	76.4%	83.0%	79.4%
Purchase at coin box, store, or newsstand	6.4%	6.8%	9.9%	7.7%	7.0%
Read someone else's copy	7.0%	3.7%	9.5%	6.5%	7.9%
Other	2.6%	2.9%	1.7%	1.3%	3.6%

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

(n=447)

(n=425)

(n=444)

(n=376)

(n=323)

Margin of Error:

+/- 4.6% Points

+/- 4.8% Points

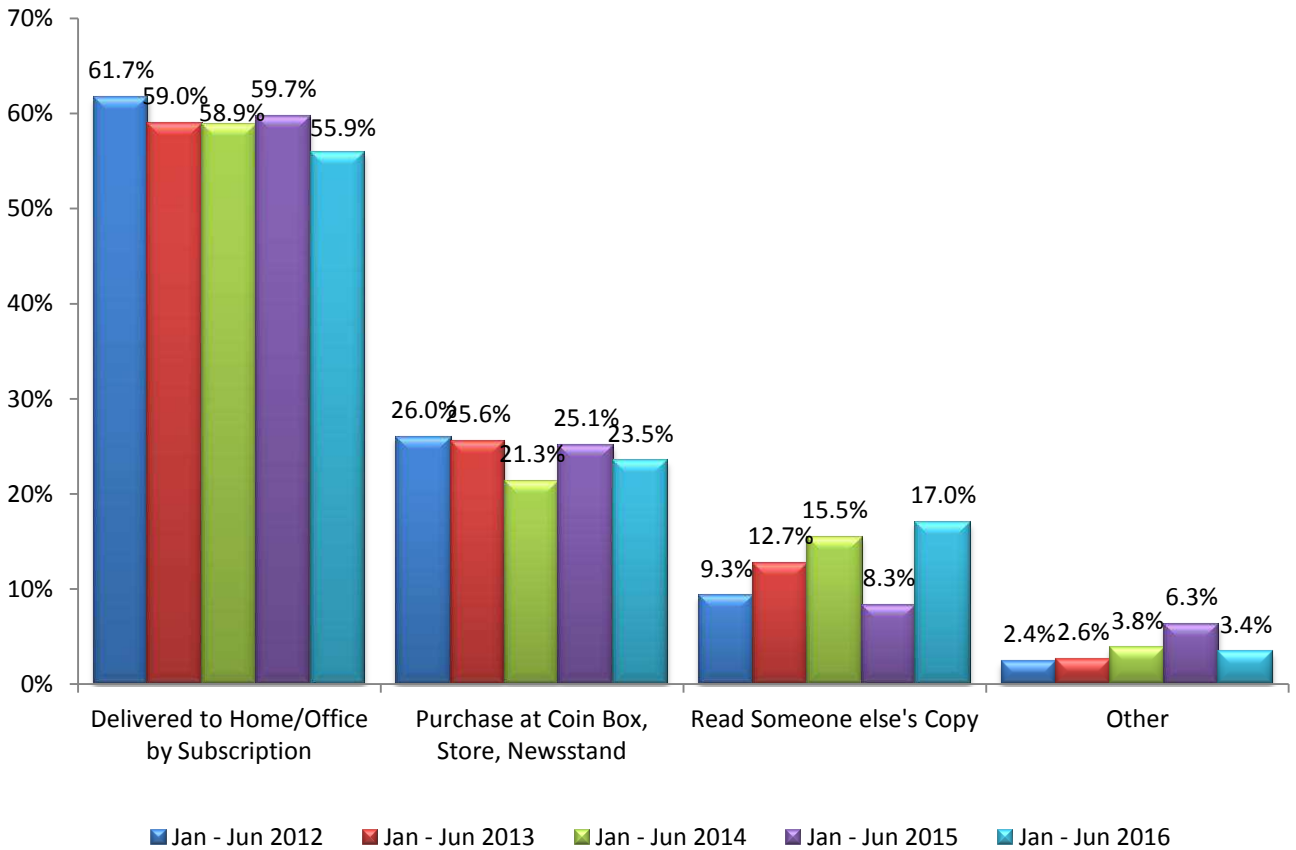
+/- 4.7% Points

+/- 5.1% Points

+/- 5.5% Points

Source of Sunday Newspaper

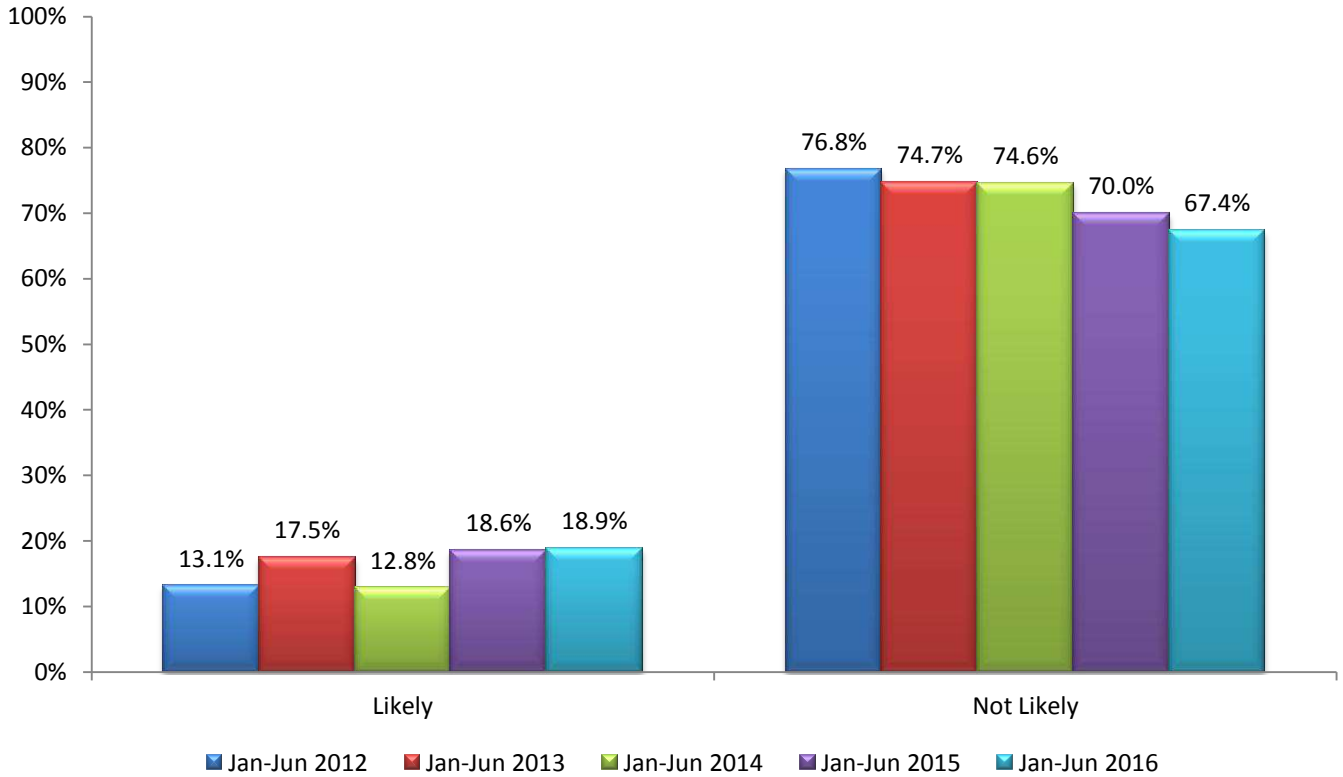
Q: Where did you get the Sunday newspaper you read or looked into most recently?



	Jan - Jun 2012	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015	Jan - Jun 2016
Delivered to your home/office by subscription	61.7%	59.0%	58.9%	59.7%	55.9%
Purchase at coin box, store, or newsstand	26.0%	25.6%	21.3%	25.1%	23.5%
Read someone else's copy	9.3%	12.7%	15.5%	8.3%	17.0%
Other	2.4%	2.6%	3.8%	6.3%	3.4%
Base: Respondents who read, looked at, or used the Sunday paper during the past four weeks or were not sure.	(n=829)	(n=801)	(n=780)	(n=639)	(n=550)
Margin of Error:	+/- 3.4% Points	+/- 3.5% Points	+/- 3.5% Points	+/- 3.9% Points	+/- 4.2% Points

Likelihood of Discontinuing Print Readership

Q: You identified yourself as a person who reads the St. Louis Post-Dispatch 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	13.1%	17.5%	12.8%	18.6%	18.9%
Not Likely	76.8%	74.7%	74.6%	70.0%	67.4%
Base: Adults who read both in print and online	(n=197)	(n=211)	(n=205)	(n=169)	(n=151)
Margin of Error:	+/- 7.0% Points	+/- 6.7% Points	+/- 6.5% Points	+/- 7.5% Points	+/- 8.0% Points

Print + Digital Demographics

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

Jan – Jun 2016	Market	Print Exclusive	Digital Exclusive	Print & Digital	Use Newspaper	None
Male	48.4%	48.1%	52.2%	52.6%	46.1%	46.1%
Female	51.6%	51.9%	47.8%	47.4%	53.9%	53.9%
Age 18-29	12.4%	7.1%	15.4%	15.4%	8.5%	14.8%
Age 30-39	20.0%	18.4%	35.2%	8.1%	19.6%	16.4%
Age 40-59	39.9%	37.3%	38.5%	44.6%	35.3%	42.7%
Age 60+	27.7%	37.2%	10.9%	31.9%	36.6%	26.1%
<i>Median Age</i>	<i>48.8</i>	<i>53.1</i>	<i>39.8</i>	<i>52.8</i>	<i>52.5</i>	<i>48.8</i>
Children Under 18 at home	38.2%	26.9%	53.3%	43.0%	25.7%	40.2%
Lived In Area Less Than Five Years	12.7%	9.3%	15.1%	17.0%	12.6%	12.1%
6 - 10 Years	14.1%	10.0%	20.9%	11.0%	17.4%	12.5%
11 - 14 Years	10.0%	12.1%	9.7%	6.0%	8.0%	11.2%
15 - 20 Years	16.7%	13.1%	17.5%	18.1%	12.6%	19.6%
21 Years +	46.4%	55.4%	36.8%	48.0%	49.4%	44.6%
<i>Median Length of Residence</i>	<i>19.7</i>	<i>22.9</i>	<i>16.5</i>	<i>20.2</i>	<i>20.7</i>	<i>19.3</i>
Less than \$35K Household Income	26.4%	25.2%	20.2%	16.4%	31.1%	32.1%
\$35K - \$50K	8.7%	8.8%	7.6%	5.2%	12.9%	8.5%
\$50K - \$75K	18.0%	20.7%	13.9%	16.1%	22.7%	17.3%
\$75K+	47.0%	45.2%	58.3%	62.3%	33.2%	42.1%
<i>Median Household Income (\$000)</i>	<i>\$70.7</i>	<i>\$69.8</i>	<i>\$78.5</i>	<i>\$79.9</i>	<i>\$56.6</i>	<i>\$63.8</i>
High School Grad or Less	22.9%	26.9%	12.2%	12.4%	33.7%	25.1%
Some College	29.7%	30.2%	24.0%	28.7%	30.1%	32.8%
4 Year College or More	29.7%	29.5%	43.8%	28.6%	20.4%	26.4%
Graduate Degree	17.7%	13.4%	20.0%	30.4%	15.7%	15.7%
Base: All Adults	(n=1,505)	(n=459)	(n=116)	(n=189)	(n=301)	(n=433)
Margin of Error:	+/- 2.5% Points	+/- 4.6% Points	+/- 9.1% Points	+/- 7.1% Points	+/- 5.6% Points	+/- 4.7% Points

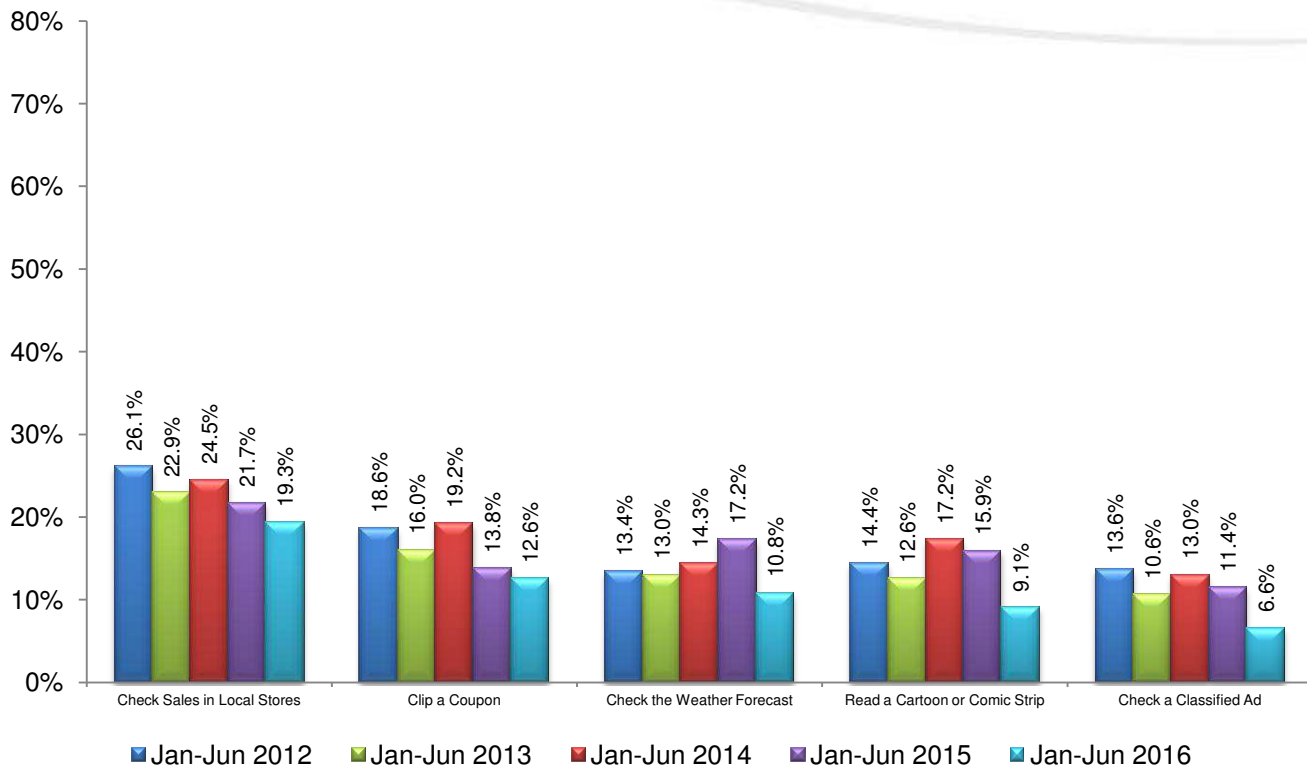
Print + Digital Demographics

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

Jan – Jun 2016	Market	Print Readers	Digital Readers	None
Male	48.4%	48.4%	52.4%	46.1%
Female	51.6%	51.6%	47.6%	53.9%
Age 18-29	12.4%	10.0%	15.4%	12.9%
Age 30-39	20.0%	14.8%	25.4%	17.4%
Age 40-59	39.9%	39.9%	40.7%	40.4%
Age 60+	27.7%	35.4%	18.5%	29.3%
<i>Median Age</i>	<i>48.8</i>	<i>52.6</i>	<i>44.5</i>	<i>49.7</i>
Children Under 18 at home	38.2%	32.5%	49.6%	35.9%
Lived In Area Less Than Five Years	12.7%	12.0%	15.8%	12.3%
6 - 10 Years	14.1%	10.3%	17.3%	13.9%
11 - 14 Years	10.0%	10.0%	8.4%	10.2%
15 - 20 Years	16.7%	14.9%	17.8%	17.5%
21 Years +	46.4%	52.8%	40.8%	46.0%
<i>Median Length of Residence</i>	<i>19.7</i>	<i>22.1</i>	<i>17.9</i>	<i>19.7</i>
Less than \$35K Household Income	26.4%	22.1%	18.8%	31.8%
\$35K - \$50K	8.7%	7.5%	6.8%	9.8%
\$50K - \$75K	18.0%	19.1%	14.7%	19.0%
\$75K+	47.0%	51.3%	59.7%	39.4%
<i>Median Household Income (\$000)</i>	<i>\$70.7</i>	<i>75.6</i>	<i>\$79.1</i>	<i>\$61.0</i>
High School Grad or Less	22.9%	21.8%	12.3%	27.6%
Some College	29.7%	29.7%	25.7%	32.0%
4 Year College or More	29.7%	29.2%	38.2%	24.6%
Graduate Degree	17.7%	19.3%	23.8%	15.7%
Base: All Adults	(n=1,505)	(n=648)	(n=305)	(n=734)
Margin of Error:	+/- 2.5% Points	+/- 3.8% Points	+/- 5.6% Points	+/- 3.6% 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	26.1%	22.9%	24.5%	21.7%	19.3%
Clip a Coupon	18.6%	16.0%	19.2%	13.8%	12.6%
Check the Weather Forecast	13.4%	13.0%	14.3%	17.2%	10.8%
Read a Cartoon or Comic Strip	14.4%	12.6%	17.2%	15.9%	9.1%
Check a Classified Ad	13.6%	10.6%	13.0%	11.4%	6.6%

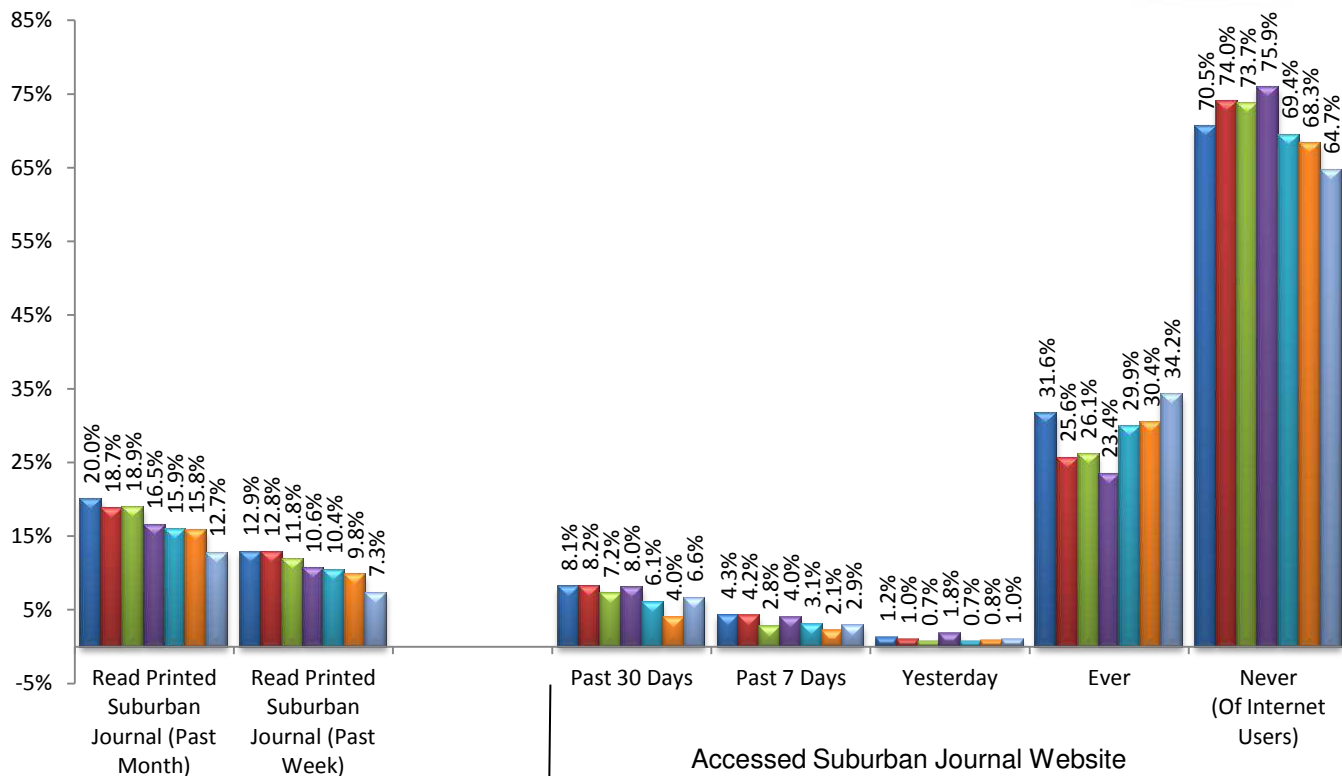
Base: Adults who have neither read the printed Billings Gazette in the past week nor visited the BillingsGazette.com

Margin of Error:

(n=833) +/- 3.4% Points (n=848) +/- 3.4% Points (n=878) +/- 3.3% Points (n=734) +/- 3.6% Points (n=767) +/- 3.5% Points

Suburban Journals Readership

Q: Have you read any of the Suburban Journals or visited any of the Suburban Journal websites in the past 30 days? Past 7 days? Yesterday?



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

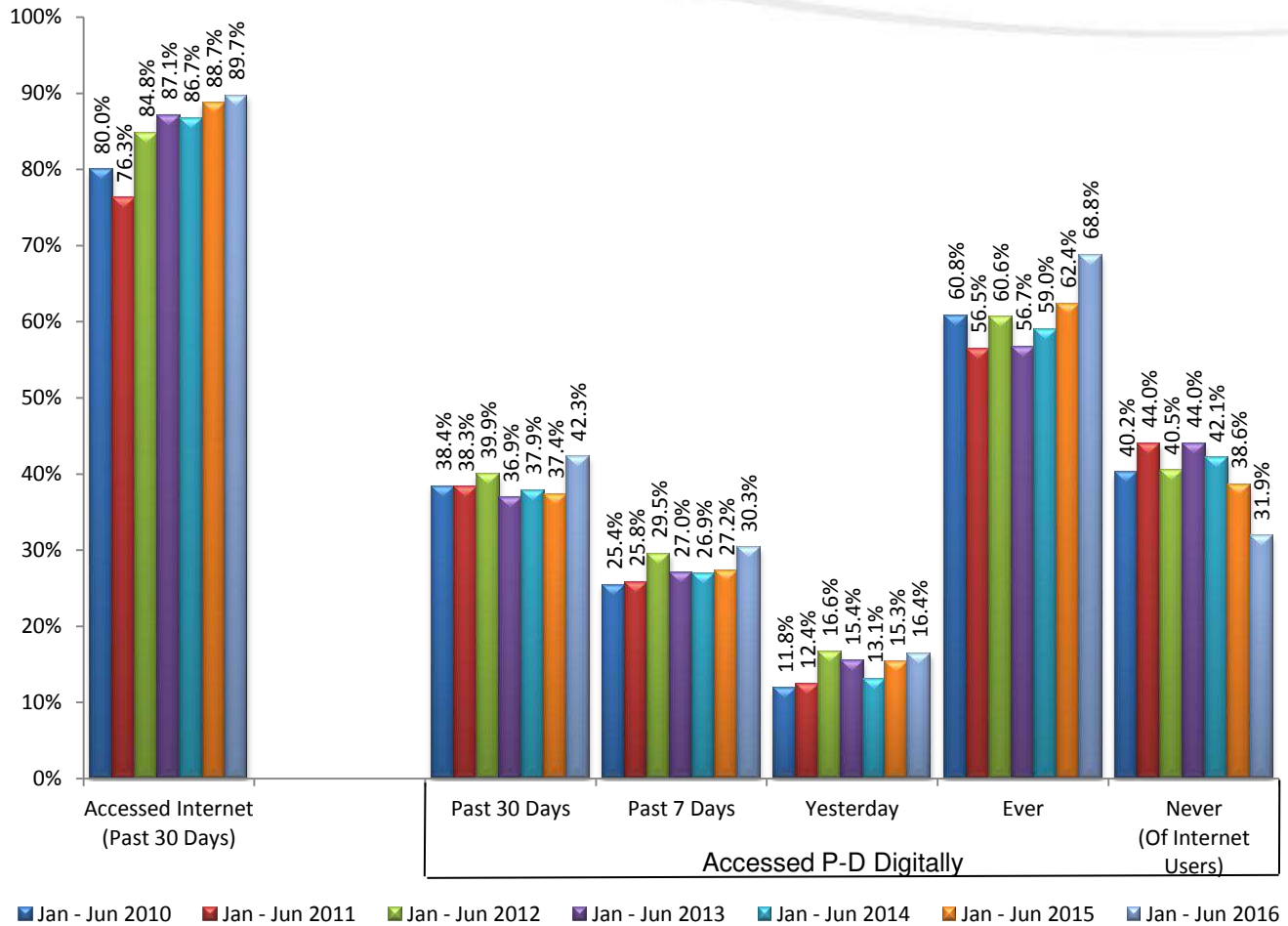
	Jan - Jun 2010	Jan - Jun 2011	Jan - Jun 2012	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015	Jan - Jun 2016
Read Printed Suburban Journal (Past Month)	20.0%	18.7%	18.9%	16.5%	15.9%	15.8%	12.7%
Read Printed Suburban Journal (Past Week)	12.9%	12.8%	11.8%	10.6%	10.4%	9.8%	7.3%
Visited Suburban Journal Website (Past 30 Days)	8.1%	8.2%	7.2%	8.0%	6.1%	4.0%	6.6%
Visited Suburban Journal Website (Past 7 Days)	4.3%	4.2%	2.8%	4.0%	3.1%	2.1%	2.9%
Visited Suburban Journal Website (Yesterday)	1.2%	1.0%	0.7%	1.8%	0.7%	0.8%	1.0%
Accessed Suburban Journal Website Ever	31.6%	25.6%	26.1%	23.4%	29.9%	30.4%	34.2%
Never Accessed Suburban Journal Website (Internet Users)	70.5%	74.0%	73.7%	75.9%	69.4%	68.3%	64.7%

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

Margin of Error: (n=1,316) +/- 2.7% Points (n=1,180) +/- 2.9% Points (n=1,180) +/- 2.9% Points (n=1,371) +/- 2.6% Points (n=1,359) +/- 2.7% Points (n=1,152) +/- 2.9% Points (n=1,505) +/- 2.5% Points

Internet Access & STToday.com Usage

Q: When was the last time you accessed the Internet?
How about the Post-Dispatch website or app?



	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)	80.0%	76.3%	84.8%	87.1%	86.7%	88.7%	89.7%
Accessed P-D Digitally Past 30 Days	38.4%	38.3%	39.9%	36.9%	37.9%	37.4%	42.3%
Accessed P-D Digitally Past 7 Days	25.4%	25.8%	29.5%	27.0%	26.9%	27.2%	30.3%
Accessed P-D Digitally Yesterday	11.8%	12.4%	16.6%	15.4%	13.1%	15.3%	16.4%
Accessed P-D Digitally Ever	60.8%	56.5%	60.6%	56.7%	59.0%	62.4%	68.8%
Never Accessed P-D Digitally (Internet Users)	40.2%	44.0%	40.5%	44.0%	42.1%	38.6%	31.9%

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

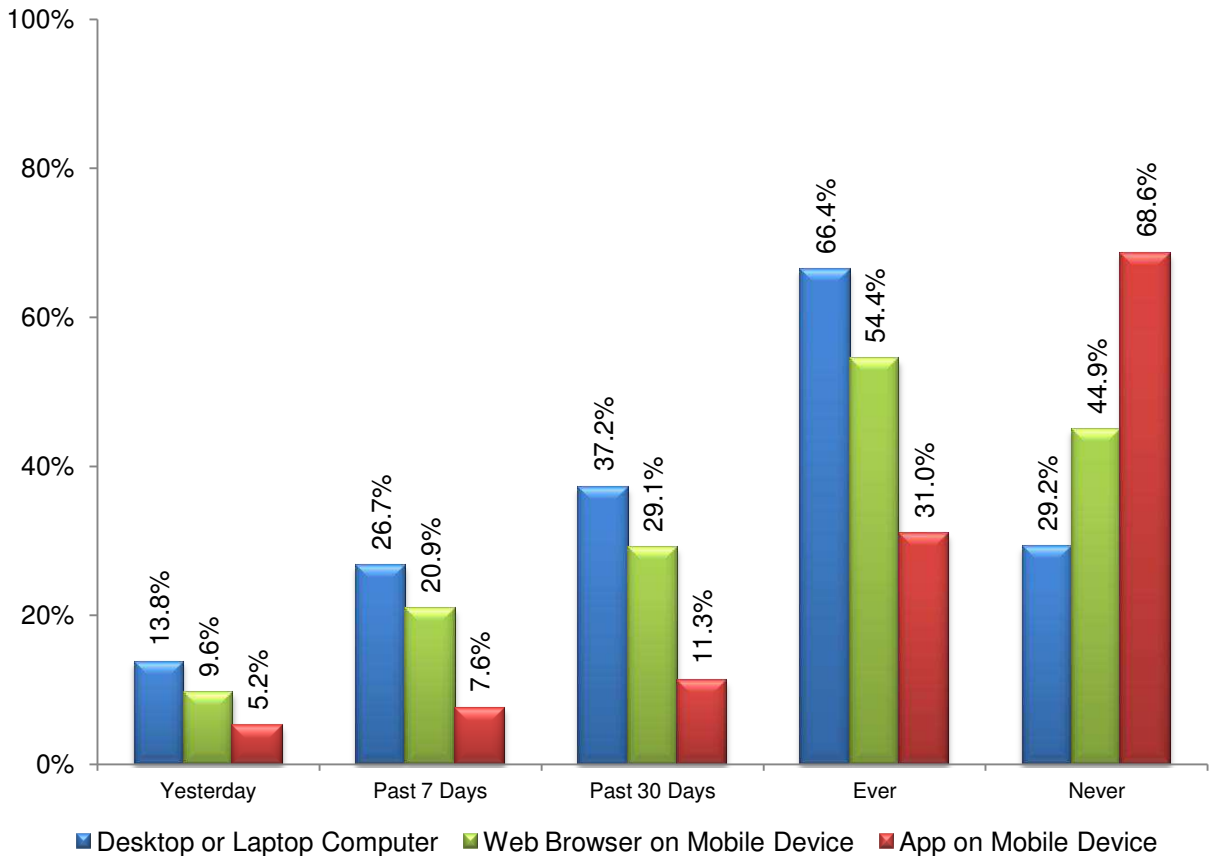
(n=1,316) (n=1,180) (n=1,339) (n=1,371) (n=1,359) (n=1,152) (n=1194)

Margin of Error:

+/- 2.7% Points +/- 2.9% Points +/- 2.7% Points +/- 2.6% Points +/- 2.7% Points +/- 2.9% Points +/- 2.8% Points

Accessing Post-Dispatch 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	13.8%	9.6%	5.2%
Past 7 Days	26.7%	20.9%	7.6%
Past 30 Days	37.2%	29.1%	11.3%
Ever	66.4%	54.4%	31.0%
Never	29.2%	44.9%	68.6%

Base: Adults who accessed the internet in past 30 days

Margin of Error:

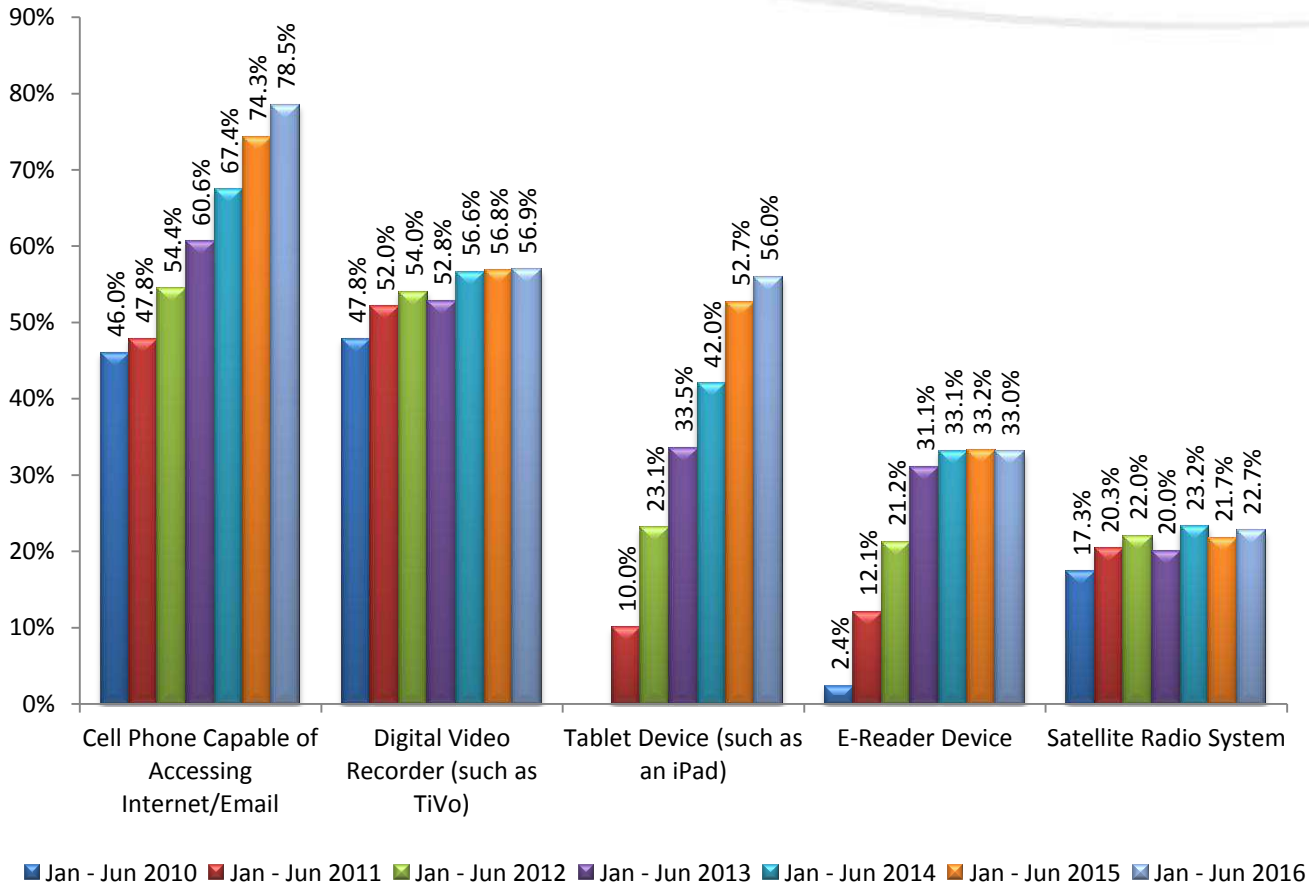
(n=1194)
+/-2.8% Points

(n=1194)
+/-2.8% Points

(n=1194)
+/-2.8% Points

Technology Device Ownership

Q: Which of the following do you own?

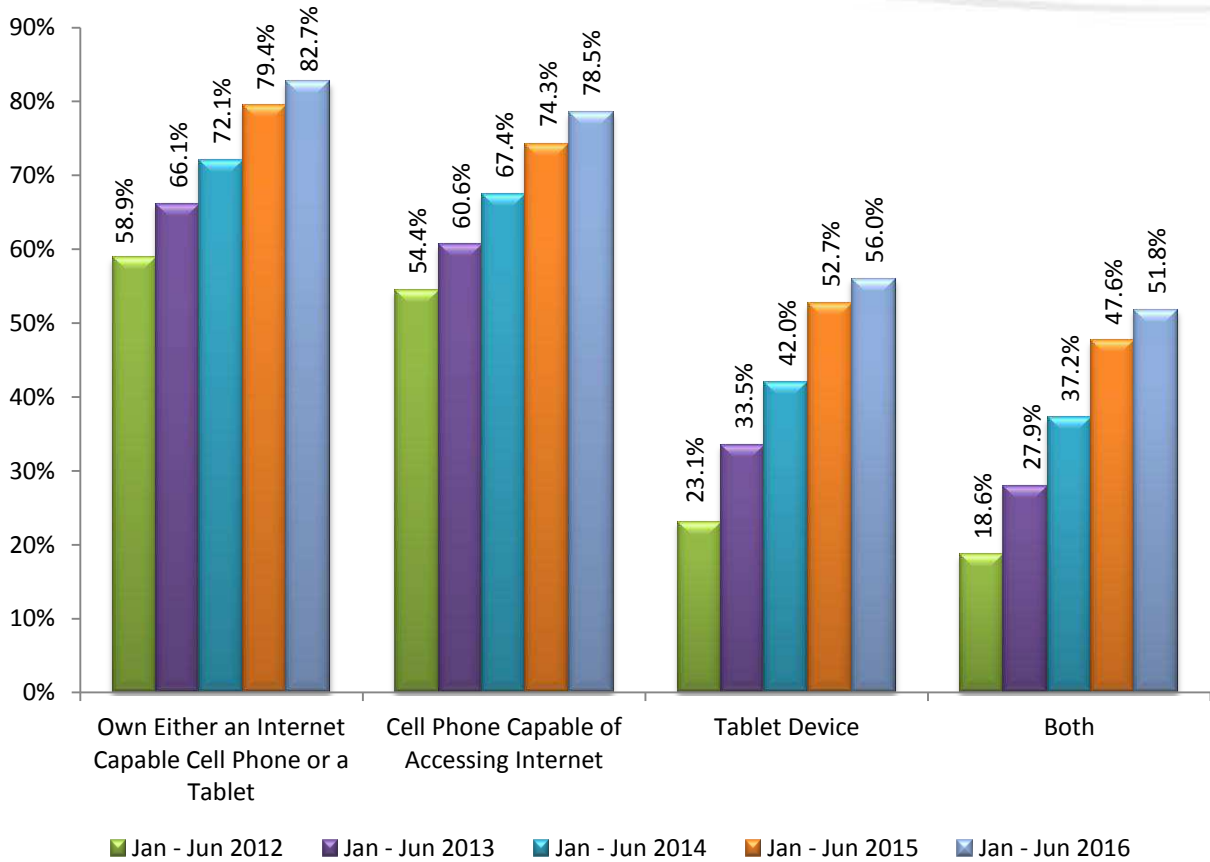


	Jan - Jun 2010	Jan - Jun 2011	Jan - Jun 2012	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015	Jan - Jun 2016
Cell Phone Capable of Accessing Internet/Email	46.0%	47.8%	54.4%	60.6%	67.4%	74.3%	78.5%
Digital Video Recorder (such as TiVo)	47.8%	52.0%	54.0%	52.8%	56.6%	56.8%	56.9%
Tablet Device (such as an iPad)	-	10.0%	23.1%	33.5%	42.0%	52.7%	56.0%
E-Reader Device	2.4%	12.1%	21.2%	31.1%	33.1%	33.2%	33.0%
Satellite Radio System	17.3%	20.3%	22.0%	20.0%	23.2%	21.7%	22.7%

Base: All Adults (n=1,801) (n=1,800) (n=1,805) (n=1,800) (n=1,801) (n=1,498) (n=1,505)
 Margin of Error: +/- 2.3% Points +/- 2.3% Points +/- 2.3% Points +/- 2.3% Points +/- 2.3% Points +/- 2.5% Points +/- 2.5% Points

Mobile Device Ownership

Q: Which of the following do you own?

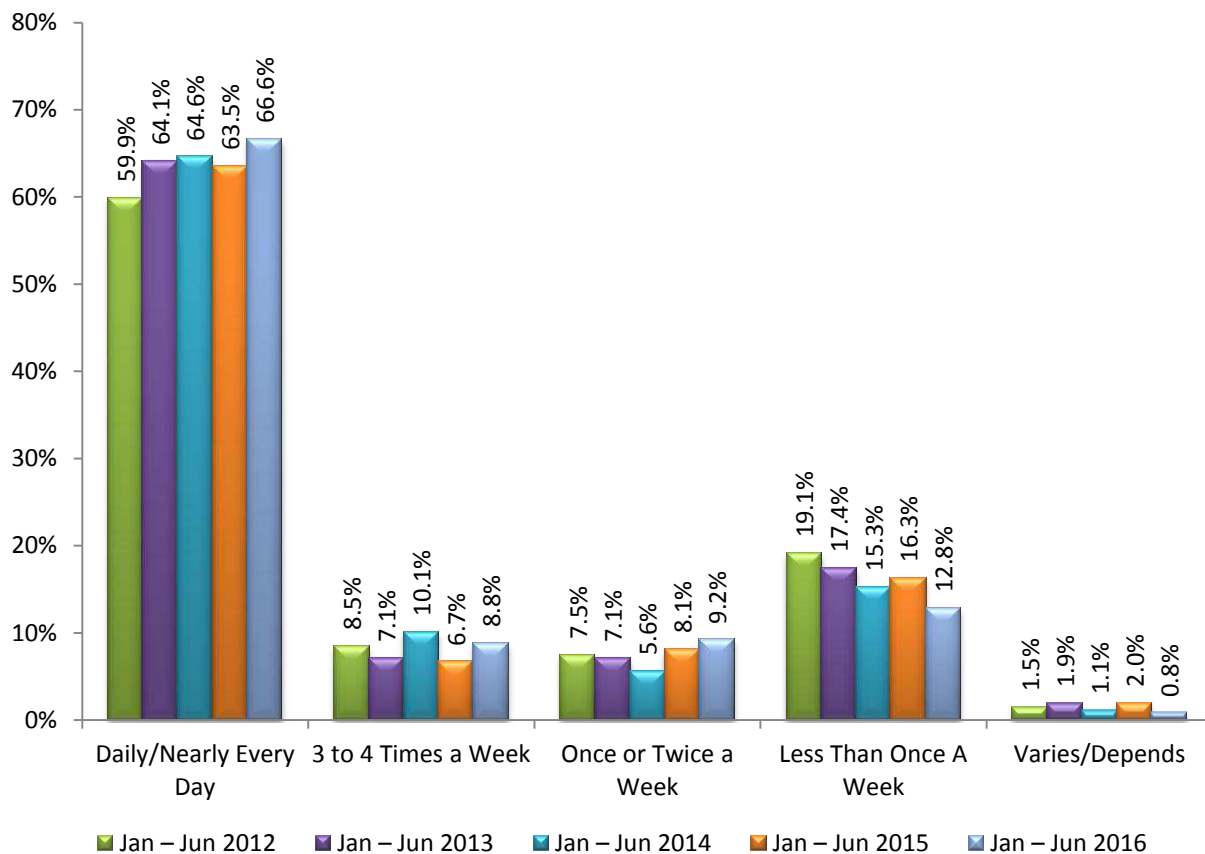


	Jan - Jun 2012	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015	Jan - Jun 2016
Own Either an Internet Capable Cell Phone or a Tablet	58.9%	66.1%	72.1%	79.4%	82.7%
Cell Phone Capable of Accessing Internet/Email	54.4%	60.6%	67.4%	74.3%	78.5%
Tablet Device	23.1%	33.5%	42.0%	52.7%	56.0%
Both	18.6%	27.9%	37.2%	47.6%	51.8%

Base: All Adults (n=1,805) (n=1,800) (n=1,801) (n=1,498) (n=1,505)
 Margin of Error: +/- 2.3% Points +/- 2.3% Points +/- 2.3% Points +/- 2.5% Points +/- 2.5% 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	59.9%	64.1%	64.6%	63.5%	66.6%
3 to 4 Times a Week	8.5%	7.1%	10.1%	6.7%	8.8%
Once or Twice a Week	7.5%	7.1%	5.6%	8.1%	9.2%
Less Than Once A Week	19.1%	17.4%	15.3%	16.3%	12.8%
Varies/Depends	1.5%	1.9%	1.1%	2.0%	0.8%

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

(n=823)

(n=959)

(n=1,027)

(n=934)

(n=1047)

Margin of Error:

+/- 3.4% Points

+/- 3.2% Points

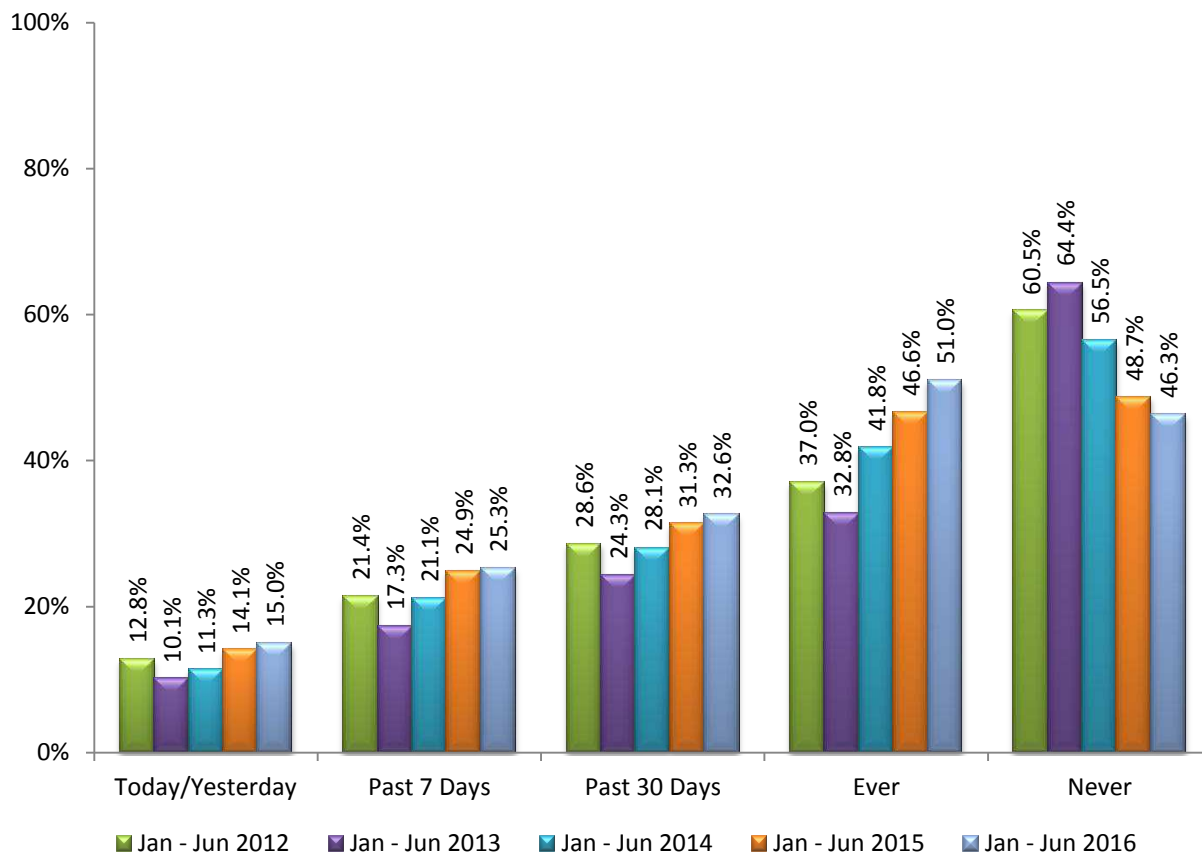
+/- 3.1% Points

+/-3.2% Points

+/-3.0% Points

Last Time Accessed STLOutday.com Via Mobile Device

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



	Jan - Jun 2012	Jan - Jun 2013	Jan - Jun 2014	Jan - Jun 2015	Jan - Jun 2016
Today/Yesterday	12.8%	10.1%	11.3%	14.1%	15.0%
Past 7 Days	21.4%	17.3%	21.1%	24.9%	25.3%
Past 30 Days	28.6%	24.3%	28.1%	31.3%	32.6%
Ever	37.0%	32.8%	41.8%	46.6%	51.0%
Never	60.5%	64.4%	56.5%	48.7%	46.3%

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

(n=823)

(n=959)

(n=1,027)

(n=934)

(n=1047)

Margin of Error:

+/- 3.4% Points

+/- 3.2% Points

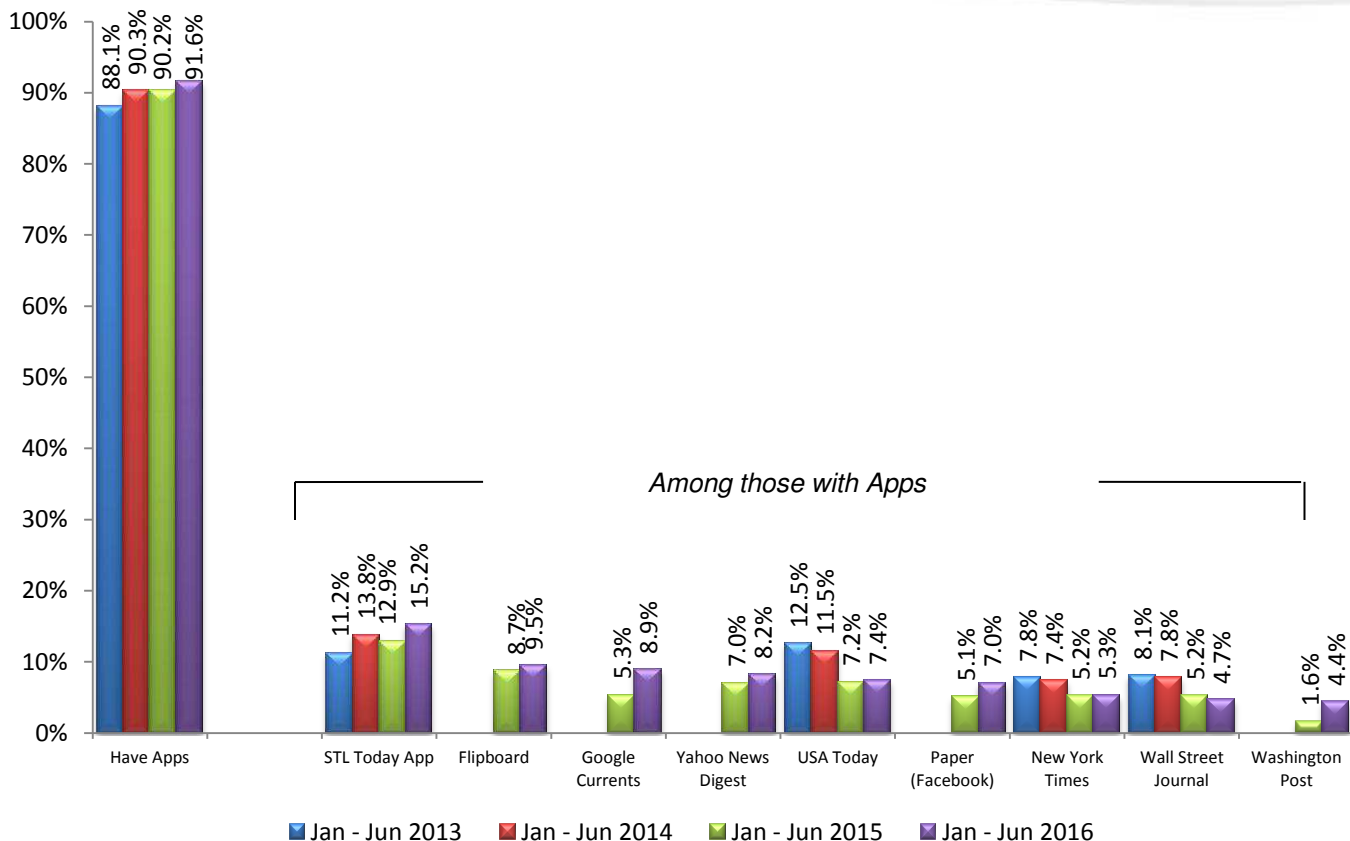
+/- 3.1% Points

+/-3.2% Points

+/-3.0% 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	88.1%	90.3%	90.2%	91.6%
STLToday App	11.2%	13.8%	12.9%	15.2%
Flipboard			8.7%	9.5%
Google Comments			5.3%	8.9%
Yahoo News Digest			7.0%	8.2%
Paper (Facebook)			5.1%	7.0%
USA Today	12.5%	11.5%	7.2%	7.4%
New York Times	7.8%	7.4%	5.2%	5.3%
Wall Street Journal	8.1%	7.8%	5.2%	4.7%
Washington Post			1.6%	4.4%

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

(n=789)

(n=1,027)

(n=789)

(n=1047)

Margin of Error:

+/- 3.5% Points

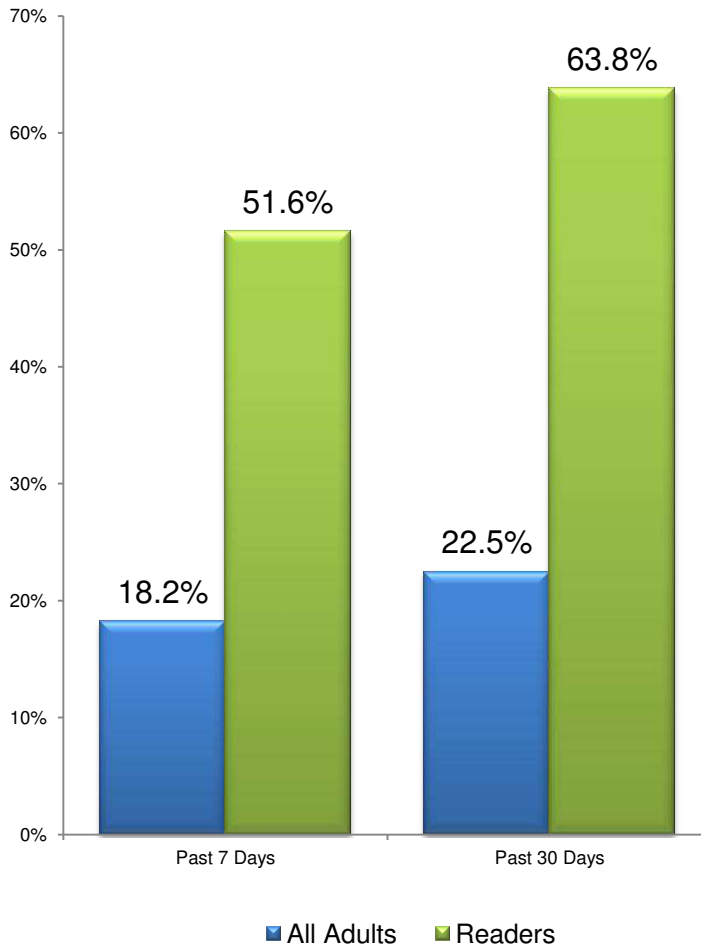
+/- 3.1% Points

+/- 3.5% Points

+/-3.0% Points

Preprint Readership

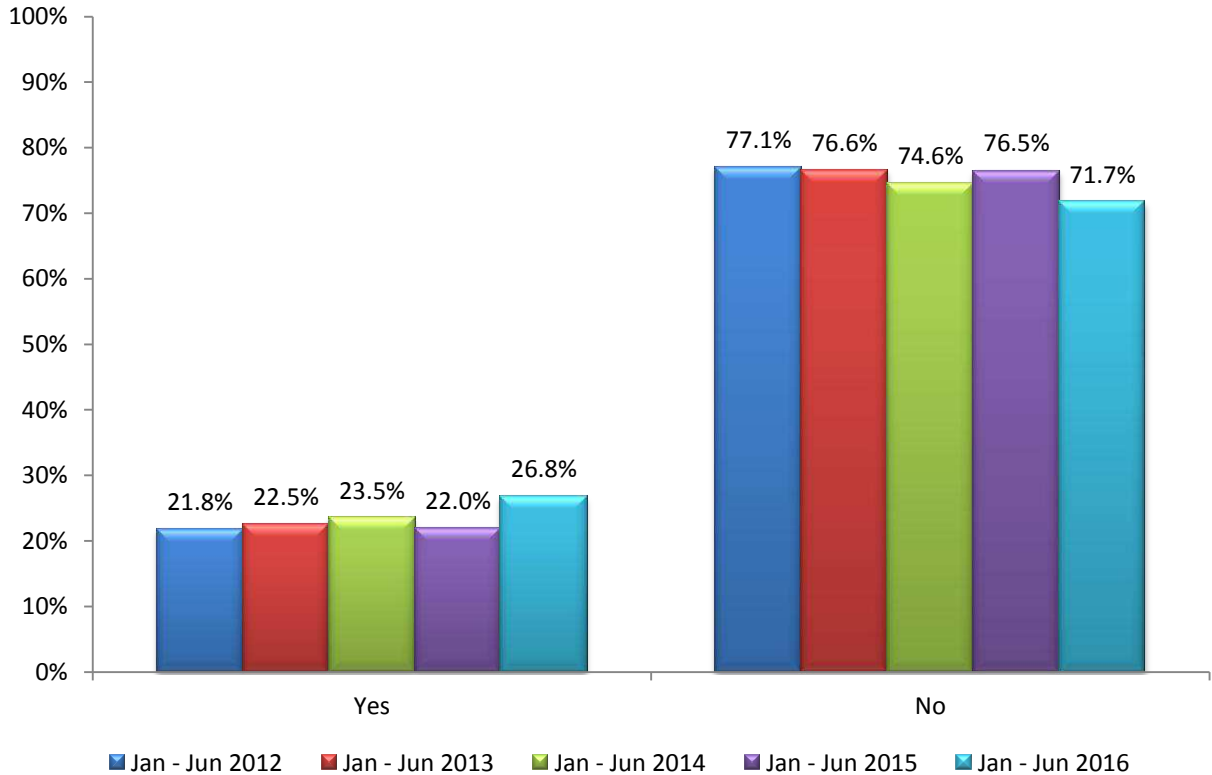
Q: In the past 30 days have you read preprinted advertising in the newspaper? In the past 7 days?



	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	27.0%	27.6%	24.7%	21.6%	21.7%	20.3%	18.2%	53.1%	53.4%	52.4%	48.2%	49.7%	50.4%	51.6%
Past 30 Days	36.6%	36.3%	32.3%	30.0%	29.1%	24.4%	22.5%	71.8%	70.2%	68.7%	66.9%	66.6%	60.4%	63.8%
Base:	(n=1,801)	(n=1,800)	(n=1,805)	(n=1,800)	(n=1,801)	(n=1,498)	(n=1,505)	(n=967)	(n=988)	(n=912)	(n=874)	(n=839)	(n=702)	(n=602)
Margin of Error:	+/- 2.3% Points	+/- 2.3% Points	+/- 2.3% Points	+/- 2.3% Points	+/- 2.3% Points	+/- 2.5% Points	+/- 2.5% Points	+/- 3.1% Points	+/- 3.1% Points	+/- 3.1% Points	+/- 3.3% Points	+/- 3.4% Points	+/- 3.7% Points	+/- 4.0% Points

Television Service

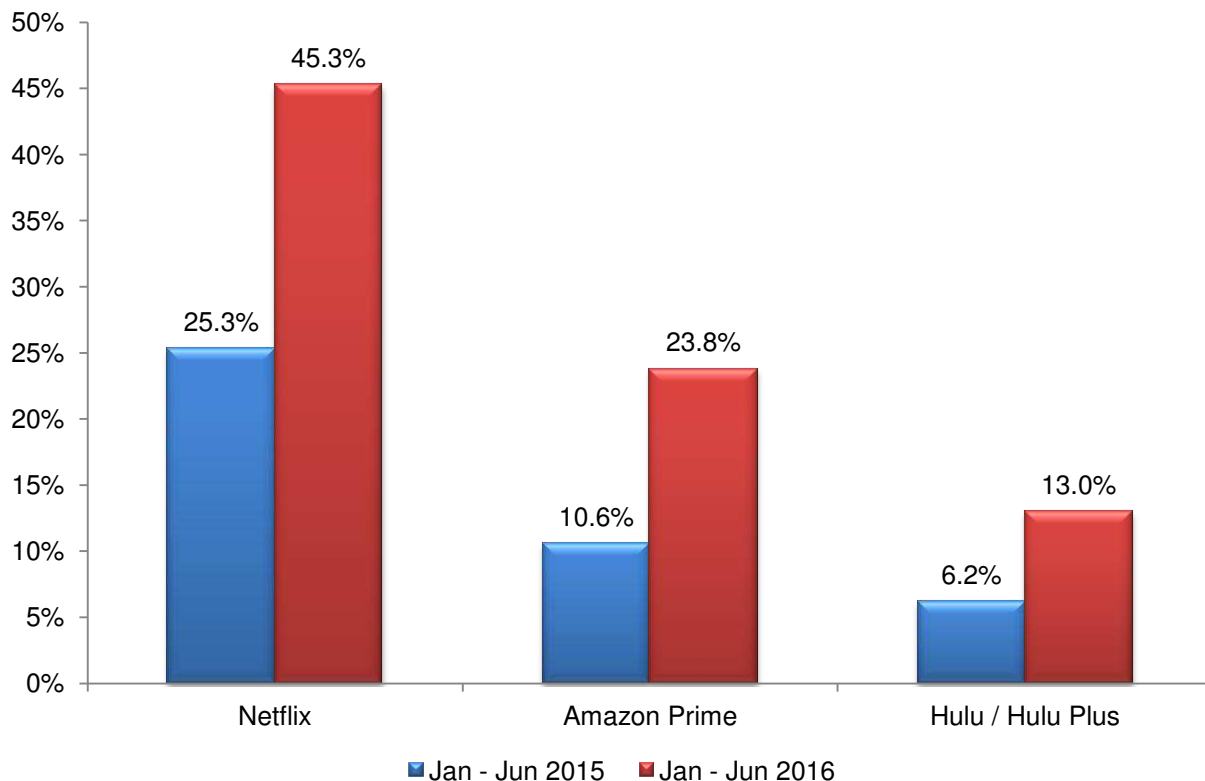
Q: During the past year, have you cancelled or cut back on your cable satellite TV service?



	Jan – Jun 2012	Jan – Jun 2013	Jan – Jun 2014	Jan – Jun 2015	Jan – Jun 2016
Yes	21.8%	22.5%	23.5%	22.0%	26.8%
No	77.1%	76.6%	74.6%	76.5%	71.7%
Base: All Adults	(n=1,805)	(n=1,800)	(n=1,801)	(n=1,498)	(n=1,505)
Margin of Error:	+/- 2.3% Points	+/- 2.3% Points	+/- 2.3% Points	+/- 2.5% Points	+/- 2.5% 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	25.3%	45.3%
Amazon Prime	10.6%	23.8%
Hulu / Hulu Plus	6.2%	13.0%
Base: All Adults	(n=1498)	(n=1,505)
Margin of Error:	+/- 2.5% Points	+/- 2.5% Points