



# Meet Megan

**Like most Louisiana millennials**, she never stops. Whether it's riding her bike to the gym, attending a concert, or meeting friends at her favorite restaurant. She travels every chance she gets, across the state and across the country. She's even been known to visit the local casino and bet it all on red.

And boy does she love to shop. Everything from jewelry to tech gear to groceries. She likes to buy online, but still enjoys checking out the old brick and mortar.

Plus, she has one other thing in common with so many Louisiana millennials – newspapers. She's a news junkie who can't get enough information about her local community, not to mention the best deals in town. Her smartphone is her tool of choice for newspaper content and ads, but she also subscribes to the Sunday edition. After all, sometimes you need to relax when you move as fast as she does.

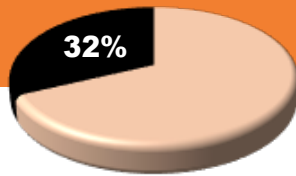
***Megan is one of a million Louisiana millennials who have a very special relationship with their local newspaper. Just the people you need to target with your next advertising campaign.***

# MILLENNIAL

## Newspaper Readers

### At-a-Glance

# 89



Almost **one-third** of all Louisiana newspaper readers are **millennials**

**Percent of all Louisiana millennials read print or digital newspapers every month**

### What Millennial Newspaper Readers Do...



**78%** Travel **outside** Louisiana



**77%** Travel **within** the State



**77%** Use **smartphones** for news



**74%** Voice their **opinions** about issues



**65%** Visit **casinos**



**38%** Exercise at a **gym** or **health club**

### What Millennial Newspaper Readers Buy...

Top **10**

- #1 Groceries
- #2 Appliances
- #3 Drug Store Products
- #4 Dental Services
- #5 Electronics

- #6 Restaurants & Bars
- #7 Financial Services
- #8 Liquor/Wine/Beer
- #9 Home Furnishings
- #10 Cars/Trucks/SUVs

### How Louisiana Millennials Read Newspapers...



**75%**  
Printed  
Newspaper



**72%**  
Newspaper  
Website



**69%**  
Newspaper  
Social Media



**58%**  
Newspaper  
App



**57%**  
Newspaper  
e-Newsletter

Source: 2021 Louisiana Market Study; Conducted by Coda Ventures Base: Total adults; millennial newspaper readers