



Meet the Wilsons

Like most Louisiana boomers, they enjoy life. They live in a great place, are financially secure and surrounded by friends and family. Whether it's voting for the local school board or volunteering for their charity of choice, life has meaning.

And they still like to shop until they drop. Everything from financial services to drug store deals to finding the best dentist in town. And their growing need to investigate the latest developments on the healthcare and medical front.

Plus, they have one other thing in common with so many Louisiana boomers – newspapers. They rely on local news about the community they love, and the great deals they love almost as much. While they still enjoy a good read of the daily paper, they're excited about the new and innovative ways they can also get the information they need digitally. After all, you've got to keep up with the times.

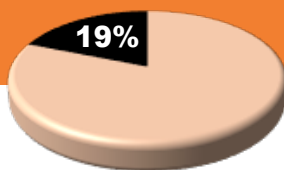
The Wilsons are among the 600,000 Louisiana boomers who have a very special relationship with their local newspaper. Just the people you need to target with your next advertising campaign.

Boomer

Newspaper Readers

At-a-Glance

81



Almost **one-fifth** of all Louisiana newspaper readers are **Boomers**

Percent of all Louisiana Boomers read print or digital newspapers every month

What Boomer Newspaper Readers Do...



96% Vote in **state/national** elections



91% Be a homeowner



86% Vote in **local** elections



76% Take a vacation



58% Read newspaper print ads



58% Gardening and yard work

What Boomer Newspaper Readers Buy...

Top

10

- #1 Groceries
- #2 Drug Store Products
- #3 Dental Services
- #4 Healthcare Services
- #5 Restaurants & Bars

- #6 Financial Services
- #7 Liquor/Wine/Beer
- #8 Home Services
- #9 Home Improvement
- #10 Home Furnishings

How Louisiana Boomers Read Newspapers...



69%
Printed
Newspaper



46%
Newspaper
Website



32%
Newspaper
Social Media



17%
Newspaper
App



18%
Newspaper
e-Newsletter

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