



Meet Elaine

Like most Louisiana GenXers, she's pretty busy. Whether it's balancing work, family or all of those unexpected challenges in between. She's tech savvy, financially astute, and in dire need of a vacation. Maybe that's why she plays the state lottery every now and then... you never know.

Not to mention, a smart shopper. Consuming everything from home furnishings to electronics to her new SUV. But she's always watching the family's pennies.

Plus, she has one other thing in common with so many Louisiana GenXers – newspapers. She needs to know the latest news in her local community, and where the best sales in town are happening. Her computer is her tool of choice for timely newspaper content and ads, but she also subscribes to the weekday edition. After all, when you're that busy you have to start the day out right.

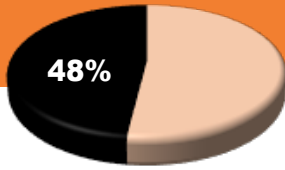
Elaine is one of 1.5 million Louisiana GenXers who have a very special relationship with their local newspaper. Just the people you need to target with your next advertising campaign.

GenX

Newspaper Readers

At-a-Glance

86



Almost **one-half** of all Louisiana newspaper readers are **GenXers**

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

What GenX Newspaper Readers Do...



58% Use a **computer or laptop** for news



56% Walk, jog or run



56% Play the Louisiana State **lottery**



42% Attend a local **fair or festival**



34% Go on a **shopping vacation**



31% Travel for **business**

What GenX Newspaper Readers Buy...

Top **10**

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

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

How Louisiana GenXers Read Newspapers...



68%
Printed
Newspaper



69%
Newspaper
Website



67%
Newspaper
Social Media



47%
Newspaper
App



48%
Newspaper
e-Newsletter

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