



The Louisiana Market Study

Proving the Power of Local Newspapers

From urban cityscapes to scenic parishes, Louisiana is a state with a multi-cultural heritage and a thriving business community. Plus, an active audience of consumers who rely on Louisiana's print and digital newspapers for the community news, information and advertising that impact their lives.



Louisianans Love Their Newspapers

.....
**3.2 Million, or 86% of Louisiana Adults,
Read Print or Digital Newspapers Every Month**



77%

Read **Digital**
Newspapers
(2.9 million)



70%

Read **Print**
Newspapers
(2.6 million)



62%

Read **Print & Digital**
Newspapers
(2.3 million)

**WHO
Are These
READERS?**



81%
are under
the age of 65

62%
of HH earn
\$50k+ annually

73%
are home
owners

79%
are college
educated

73%
in community
5+ years



PUBLIC Notices

78%

of Louisianans read **public notices** in local print and digital newspapers

88%

cite local newspapers and newspaper websites as their **most trusted source** of public notices

72%

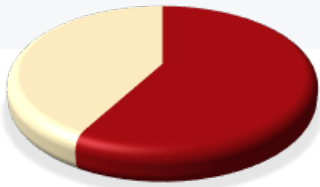
believe that government should be **required to publish** public notices in newspapers

Consumer Buying *Power*

Louisiana newspaper readers plan to shop for a variety of local products and services in the next 12 months...



	# of Readers		# of Readers
Appliances	1,100,000	Gyms, health clubs	706,000
New autos, trucks, SUVs	800,000	Healthcare/medical services	1,400,000
Used autos, trucks, SUVs	600,000	Home furnishings	1,100,000
Banking/financial services	1,200,000	Home improvement	1,000,000
Dental services	1,600,000	Home services	950,000
Drug store products	1,700,000	Jewelry, watches	580,000
Electronic equipment	1,200,000	Liquor, wine, beer	1,200,000
Educational opportunities	420,000	Optometrist services	720,000
Groceries	2,300,000	Sporting goods	760,000



58%

of Louisianans access digital newspaper content through a **smartphone**

50%
Laptop/Desktop
Computer

24%
iPad/Tablet
Device

community minded

Readers report that community newspapers are their **primary source** of information for a number of local issues – over TV, radio and non-newspaper websites.

Community Newspapers **#1**

Local schools • Local issues • Local government • Local entertainment
Crime issues • High school sports

OUT & ABOUT



2.2 Million

Travel within LA



1.7 Million

Visit Casinos



1.6 Million

Dine Out

Multi-Generational

1 million+ Millennials
read newspapers

(And 77% travel
within Louisiana)



1.5 million+ GenXers
read newspapers

(And 58% use a
computer for news)



600,000+ Boomers
read newspapers

(And 86% vote
in local elections)



Advertising in Louisiana Newspapers **WORKS!**

Consumers rely on advertising in Louisiana newspapers when deciding what **brands, products** and **local services** to buy.

% of Louisianans who use specific media advertising



61%

Print & Digital
Newspapers



Home delivered ads **42%**



Radio **31%**



Social media **30%**



Magazines **29%**

Why?

More than **8 out of 10** Louisianans believe that
“Newspaper advertising is important!”

85%

Source: 2021 Louisiana Market Study, conducted by Coda Ventures