

# DID YOU KNOW?

Every month 80% of Kentucky adults read local print or digital newspapers.



**73%**

Total Digital Readers  
(2.6 million)



**60%**

Total Print Readers  
(2.2 million)



**53%**

Total Print & Digital Readers  
(1.9 million)



*We Are Proud To Be*

**Your** *Local* **Newspaper**



Source: The Kentucky State Study 2023: Conducted by Coda Ventures, Base: Total adults, multiple responses