

# DID YOU KNOW?

Almost 8 out of 10 Kentucky adults (75%) read advertisements in **LOCAL NEWSPAPERS!**

## **Specific actions taken by KY adults as a result of reading advertisements in a print or digital local KY newspaper:**

- 47% - Visit a store, dealer or other location
- 42% - Search online for more information
- 40% - Save ad for future reference
- 39% - Visit the advertiser's website
- 33% - Purchase the product or service
- 23% - Ask someone about the product or service
- 22% - Share/recommend the product or service
- 13% - Share or post about it on social media



*We Are Proud To Be*

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



*Source: The Kentucky State Study 2023: Conducted by Coda Ventures,  
Base: Total adults and total newspaper readers reading ads, multiple responses*