

# DID YOU KNOW?

The typical Kentucky newspaper reader is...anything but typical!

- 49% are male, 51% are female
- 77% are UNDER the age of 65
- 38% are households that earn 50K+ annually
  - 54% are homeowners
  - 28% have children in the home
- 62% have lived in the community 5+ years



*We Are Proud To Be*

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



**Source:** The Kentucky State Study 2023: Conducted by Coda Ventures, Base: Total newspaper readers