Almost **3.5 Million** North Carolina Adults Plan to Visit or Dine Out at a **Restaurant** or **Bar** in the Next 12 Months

Newspapers reach **83%** of North Carolina adults planning to visit a restaurant or bar

Consumers turn to advertising in **North Carolina newspapers** when deciding which **brands**, **products** or **services** to buy

- Home delivered ads: **44%**
- Radio: **29%**
- Social media: **27%**
- Magazines: **23%**

**56%** Print or Digital Newspapers

More than **82%** of 10 North Carolina adults believe that **“newspaper advertising is important”**

Source: 2021 North Carolina Market Study; commissioned by the North Carolina Press Association; conducted by Coda Ventures.

For more information: Candace Riley, Strategic Marketing Director/NCPA, 919.516.8018 or candace@ncpress.com