

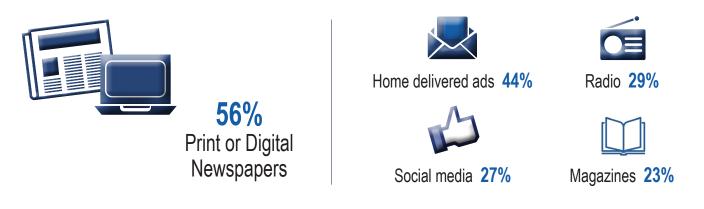
Consumer Insights from the North Carolina Press Association

## 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





More than 8 out of 10 North Carolina adults believe that "newspaper advertising is important"

Base: Total NC adults



 For more information: Candace Riley, Strategic Marketing Director/NCPA, 919.516.8018 or candace@ncpress.com
Source: 2021 North Carolina Market Study; commissioned by the North Carolina Press Association; conducted by Coda Ventures.

