

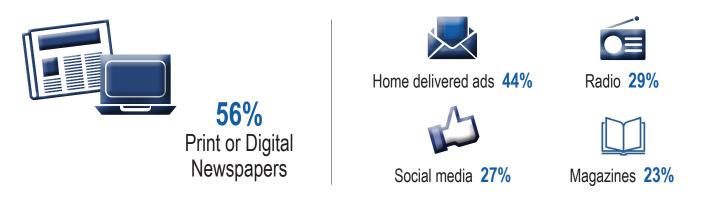
Consumer Insights from the North Carolina Press Association

More Than **2.6 Million** North Carolina Adults Plan to Shop for or Purchase **Home Improvement Products** in the Next 12 Months



Newspapers reach **87%** of North Carolina adults planning to shop for home improvement products or services

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



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

