

# NCPA Market Intelligence

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



**56%**  
Print or Digital  
Newspapers



Home delivered ads **44%**



Radio **29%**



Social media **27%**



Magazines **23%**

**82%**

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.

