More Than **3.7 Million** North Carolina Adults Plan to Shop for or Purchase **Healthcare Services / Medical Care** in the Next 12 Months

**Newspapers** reach **78%** of North Carolina adults planning to shop for healthcare services or medical care.

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

**82%** 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.