

NCPA Market Intelligence

Consumer Insights from the **North Carolina Press Association**

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



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



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.

