Almost **6.4 Million** North Carolina Adults Plan to Shop for **Groceries** in the Next 12 Months

**Newspapers** reach **78%** of North Carolina adults planning to shop for groceries

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%

**82%** More than 8 out of 10 North Carolina adults believe that **“newspaper advertising is important”**

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

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