More than 3 million North Carolina adults plan to shop for or purchase electronic equipment in the next 12 months.

Newspapers reach 86% of North Carolina adults planning to shop for electronic equipment.

Consumers turn to advertising in North Carolina newspapers when deciding which brands, products or services to buy.

56% of adults use Print or Digital Newspapers.

Home delivered ads 44%  
Radio 29%  
Social media 27%  
Magazines 23%

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.