More Than **3.6 Million** North Carolina Adults Plan to Shop for or Purchase **Dental Services** in the Next 12 Months

Newspapers reach **81%** of North Carolina adults planning to shop for dental services

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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