

# NCPA Market Intelligence

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

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



**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](mailto:candace@ncpress.com)

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

