More Than **2.6 Million** North Carolina Adults Plan to Shop for or Purchase **Banking/Financial Services** in the Next 12 Months

**Newspapers** reach **84%** of North Carolina adults planning to shop for a bank or financial services provider.

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

- **56%** Print or Digital Newspapers
- **44%** Home delivered ads
- **29%** Radio
- **27%** Social media
- **23%** Magazines

**82%** 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.