More Than **2.1 Million** North Carolina Adults Plan to Shop for or Purchase/Lease an **Automobile** in the Next 12 Months

**Newspapers** reach **91%** of North Carolina adults planning to shop for a vehicle

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*

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