More Than **2.5 Million** North Carolina Adults Plan to Shop for or Purchase **Appliances** in the Next 12 Months

Newspapers reach **90%** of North Carolina adults planning to shop for appliances

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%

**56%** Print or Digital Newspapers

**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.

*For more information:* Candace Riley, Strategic Marketing Director/NCPA, 919.516.8018 or candace@ncpress.com