Every Month, **6.6 Million** Active Consumers Read Print or Digital **Newspapers** in North Carolina

8 out of 10 North Carolina adults read print or digital newspapers for trusted content and advertising, while 51% read both print and digital newspapers.

<table>
<thead>
<tr>
<th>Total Digital Readers</th>
<th>Total Print Readers</th>
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<td>71%</td>
<td>59%</td>
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North Carolina newspapers reach engaged and brand loyal consumers that are an advertiser’s best customers and prospects.

- Age 18 - 34: 83%
- Age 35 - 64: 80%
- Age 65+: 69%
- Homeowners: 82%
- HH income $75k+: 87%
- Children in the home: 87%
- 5+ years in community: 80%

More than 8 out of 10 North Carolina adults believe that "newspaper advertising is important.”

More than half of North Carolina adults use newspaper advertising to make important buying decisions.

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

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