

NCPA Market Intelligence

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

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



71%
Total Digital Readers

59%
Total Print Readers



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%**

82%

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

56%

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.

