

Consumer Insights from the North Carolina Press Association

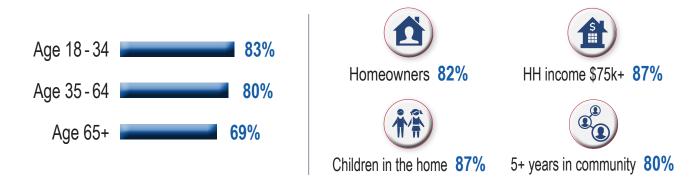
Every Month, **6.6 Million** Active Consumers Read Print or Digital **Newspapers** in North Carolina

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**





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



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.

