Almost **2.9 Million** North Carolina Adults Plan to Shop for **Liquor**, **Wine** or **Beer** in the Next 12 Months

**Newspapers** reach **80%** of North Carolina adults planning to shop for alcoholic beverages

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”**

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