



The latest insights about **Public Records**
from the **North Carolina Press Association**



Nearly **7 out of 10** North Carolinians favor a change in the State's public records law that would improve the **public's right** to see records of law enforcement and other government officials

Yes, I would favor a change	69%
I'm not sure	18%
No	14%

Every month, **6.6 million** North Carolina adults turn to local print or digital **newspapers** for news and information



Source: 2021 NCPA Market Study; conducted by Coda Ventures.
For more information about the study, please contact: Phil Lucey,
Executive Director/NCPA, 919.516.8013 or phil@ncpress.com

North Carolina Newspapers Are the Best Way to Reach Adults Who Are Active in Their Communities

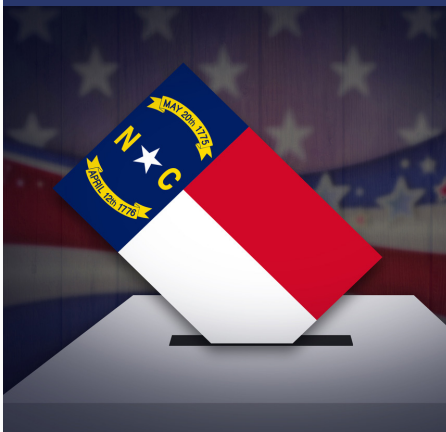
	Total NC Adults	Newspaper Readers
I feel I have a responsibility to help shape the future of my community	77%	82%
I often voice my opinions about local community issues like education, traffic, taxes, economic development, etc.	56%	63%
People frequently turn to me for information about our local community	44%	50%
For important issues facing my community or the country, I often reach out to elected officials, political candidates or the media to express my opinions	44%	51%

**percent in agreement*

Newspaper Readers Are More Likely to Contact Elected Officials and Community Leaders Than the Average Adult (48% vs. 40%)

⇒ **93%** of all North Carolinians who **contacted local officials** to let them know how they felt about specific issues are **newspaper readers**

Newspaper Readers Are Active Voters



88% of NC newspaper readers **vote** in **state and national elections**

85% of NC newspaper readers **vote** in **local, school board or county elections**



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