



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

Every Month, **6.6 Million** North Carolina Adults Turn to Local Print or Digital **Newspapers** for News and Information


⇒ **72%** of North Carolinians read public notices in **local print or digital newspapers** (tax increases, zoning changes, minutes of local government meetings, etc.)

⇒ **68%** believe that State and local governments should be **required to publish** public notices in **newspapers** on a regular basis as a service to the community

⇒ **86%** of North Carolinians cite **local newspapers** and **newspaper websites** as their “**most trusted**” source for public notices vs. government and related sources

Local newspapers and **newspaper websites** are “**relied on more often**” than any other source by North Carolinians seeking information about their local governments

Local newspapers/newspaper websites	54%
Local TV/Cable	35%
A Government Website	32%
Word-of-Mouth/Friends/Relatives	20%
Local Radio	19%
City Newsletters	17%
Public Bulletin Boards	12%
Other Non-Government Website	7%

A partial view of the North Carolina state flag is shown on the right side of the table. The flag features a blue field with a white star, a red field, and a white field. A yellow banner across the blue field contains the text "MAY 20th 1775" and "APRIL 12th 1776". The letters "N" and "C" are visible on the blue field.

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

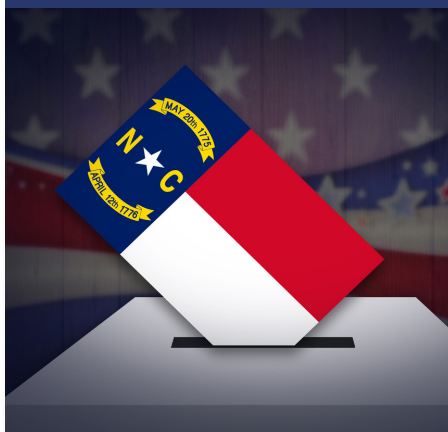
	Total NC Adults	Newspaper Readers
I feel I have a responsibility to help shape the future of my community	77%	82%
I often voice my opinions about local community issues like education, traffic, taxes, economic development, etc.	56%	63%
People frequently turn to me for information about our local community	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**



Source: 2021 NCPA Market Study; conducted by Coda Ventures.
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