



# North Carolina State Market Study

## *Proving the Power of Local Newspapers*

From the Appalachian Mountains to the Outer Banks, North Carolina's landscape is as diverse as its economy. Throughout the state, businesses both large and small are pioneering new frontiers in technology, pharma, aerospace, automotive, textiles and more.

Plus, it's home to an active audience of consumers who rely on North Carolina's print and digital newspapers for the community news, information and advertising that impact their lives.



# North Carolinians Love Their Newspapers

.....

**6.6 Million, or 79% of North Carolina Adults,  
Read Print or Digital Newspapers Every Month**



**71%**

Read **Digital**  
Newspapers  
(5.9 million)



**59%**

Read **Print**  
Newspapers  
(4.9 million)



**51%**

Read **Print & Digital**  
Newspapers  
(4.3 million)

**WHO  
Are These  
READERS?**



**81%**  
are under  
the age of 65

**52%**  
of HH earn  
\$50k+ annually

**64%**  
are home  
owners

**78%**  
are college  
educated

**69%**  
in community  
5+ years





# PUBLIC Notices

72%

of North Carolinians read **public notices** in local print and digital newspapers



86%

cite local newspapers and newspaper websites as their **most trusted source** of public notices



68%

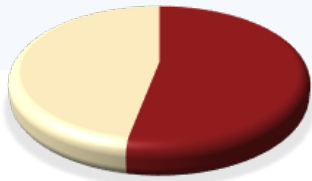
believe that government should be **required to publish** public notices in newspapers

## Consumer Buying *Power*

North Carolina newspaper readers plan to shop for a variety of local products and services in the next 12 months...



	# of Readers		# of Readers
Appliances	2,272,000	Home furnishings	2,152,000
Automobiles	1,915,000	Home improvement	2,300,000
Banking/financial services	2,220,000	Home services	1,801,000
Dental services	2,946,000	Insurance	2,020,000
Drug store products	3,362,000	Jewelry, watches	1,200,000
Educational opportunities	1,185,000	Liquor, wine, beer	2,300,000
Electronic equipment	2,600,000	Optometrist/eyewear	1,700,000
Groceries	4,944,000	Sporting goods	1,600,000
Healthcare/medical services	2,920,000		



53%

of North Carolinians access digital newspaper content through a **smartphone**



44%

Laptop/Desktop Computer

18%

iPad/Tablet Device

## community minded

Readers report that community newspapers are their **primary source** of information for a number of local issues – over TV, radio and non-newspaper websites.

### Community Newspapers **#1**

Local schools • Local entertainment  
Candidates & ballot issues • Local  
HS sports • Personal safety issues

## NEWSPAPER READERS **OUT & ABOUT**



**4.8 million**

Travel within NC



**2.4 million**

Visit Casinos



**2.9 million**

Dine Out

## Multi-Generational

**2 million - Age 18-34**  
read newspapers

( And 79% travel  
within North Carolina )



**3.3 million - Age 35-64**  
read newspapers

( And 56% use a  
smartphone for news )



**1.2 million - Age 65+**  
read newspapers

( And 87% vote  
in local elections )



## Advertising in North Carolina Newspapers **WORKS!**

Consumers rely on advertising in North Carolina newspapers when deciding what **brands, products and local services** to buy.

% of North Carolinians who use specific media advertising



**56%**

Print & Digital  
Newspapers



Home delivered ads **44%**



Radio **29%**



Social media **27%**



Magazines **23%**

# Why?

More than **8 out of 10** North Carolinians believe that  
**“Newspaper advertising is important!”**

# 82%

Source: 2021 North Carolina Market Study, conducted by Coda Ventures

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