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
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...*

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

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

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

Home delivered ads 44%
Radio 29%
Social media 27%
Magazines 23%

56%
Print & Digital
Newspapers

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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