

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)



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 720/ POSO/ POS

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

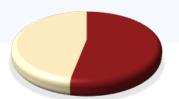
68%
believe that government should be required to publish public notices in newspapers

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 millionDine 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%



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