

The News & Observer is the primary advertising source for a variety of products and services.

Advertising sources used, if any, last time shopped or visited store or business.							
Retailer	The N&O	Internet	TV	Radio	Community paper or shopper	Direct Mail	Durham Herald-Sun
Appliance, TV or stereo store	198,800	88,800	85,800	25,000	32,400	35,800	23,200
Car dealer	107,800	86,700	55,600	20,400	19,600	19,400	19,300
Department store	273,900	64,700	93,900	20,500	47,700	111,800	67,000
Discount store	228,000	50,600	56,400	21,200	38,900	62,800	43,600
Drug store	212,800	49,000	45,200	10,100	50,100	86,600	41,900
Furniture store	165,200	43,500	62,300	20,900	34,700	53,000	34,100
Grocery store	358,100	52,000	79,900	42,100	82,800	160,200	75,500
Home improvement store	214,500	49,400	67,600	25,700	34,600	50,800	39,700
Mattress store	80,100	22,800	48,700	32,000	12,700	30,400	20,200
Movie theater	243,100	155,700	53,800	14,400	38,400	12,300	48,200
Sit-down restaurant	148,600	105,000	59,400	33,200	35,600	72,300	25,500
Specialty shop	175,100	75,900	69,200	17,500	39,400	82,600	29,200
Travel information	97,300	213,600	30,000	14,200	9,900	26,700	19,200

Multiple responses allowed

Base: Durham, Johnston, Orange and Wake counties

Source: Scarborough Research 2008 Custom Recontact Study