



Local Media
Marketing Solutions

The Media and Conversations Study Synopsis

2025

Key Findings

- Eight out of ten respondents have daily conversations about topics that local broadcast TV station newscasts cover.
- Adults have more conversations about the news of the day than they do about products, services and entertainment.
- Media affects conversations:
 - TV is critical in sparking and supporting conversations about the news of the day, local/regional news, weather, sports, traffic, and politics. It is the dominant driver of these conversations compared with ad-supported streaming platforms, social media, print, radio, podcasts and direct mail.
 - Of all the digital choices, conversations about the news of the day are most affected by local TV stations' websites/apps.
- Across key product categories, respondents select broadcast TV as the media that sparks or is referenced most in their daily conversations.
- TV and local news are integral parts of everyday life and generate feelings of closeness, familiarity, and trust.

The Media and Conversation Study Methodology

WHO:

- The sample included 4,000 Adults age 18+.
- Interviews were collected online via opt-in panel aligned demographically with Census Bureau data.

HOW:

People were asked to recall the topics of their conversations from the past 24 hours and then were asked a series of questions describing up to 5 topics of conversations.

- Each of these conversations were the person's most significant or meaningful conversations.
- Topics followed up upon were selected randomly.

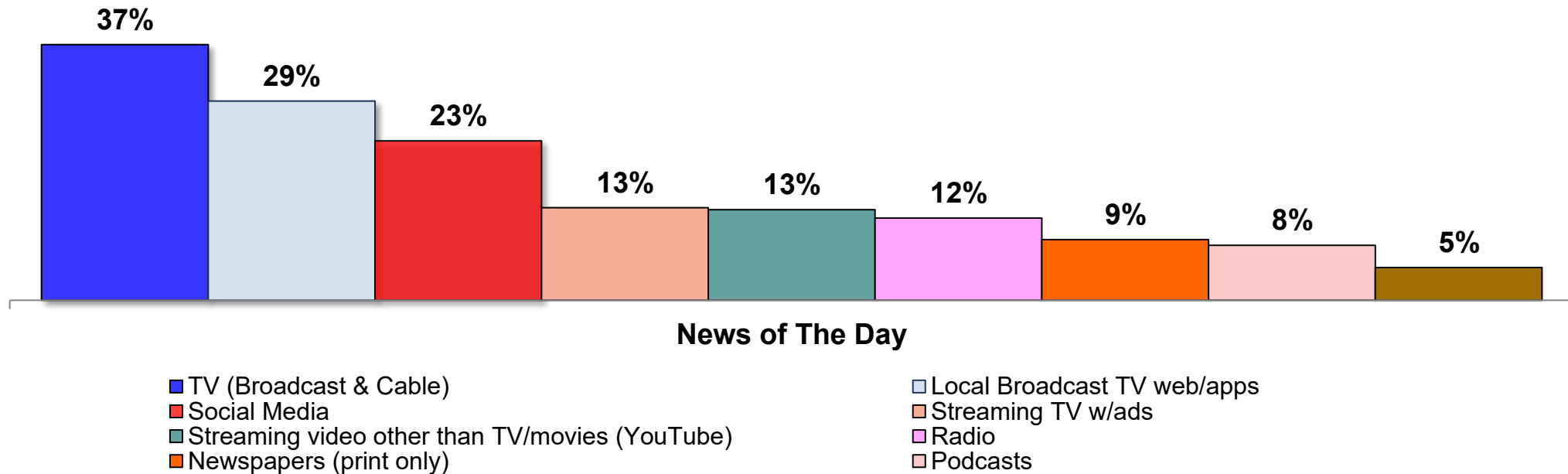
Respondents were also asked

- Attitudinal question about several topics.
 - Questions about usage of key categories allowing for delineation by these product categories.
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- Respondents had the option of taking the survey in either English or Spanish.
 - The average interview length was 15 minutes.

WHEN: The survey was fielded online from February 11th-21st, 2025.

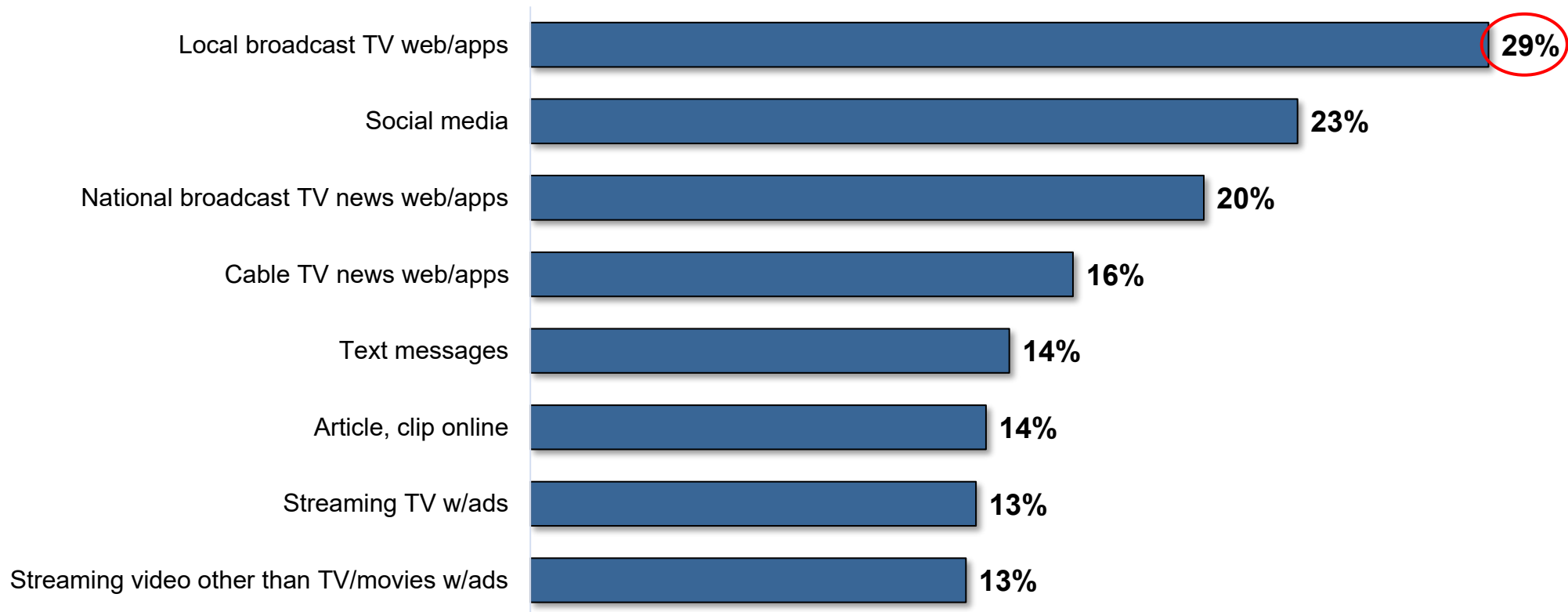
Conversations About News of The Day Are Significantly Affected By Television

% A18+ News of The Day Conversations Affected By External Factors, either as a conversation spark or through being referenced in conversation.



Of All the Digital Choices, Conversations About News of the Day Are Most Affected by Local TV Stations' Websites/Apps

% A18+ News of the Day Conversations Affected By External Factors, either as a conversation spark or through being referenced in conversation.



8 Out of 10 Respondents Are Having Conversations About Topics That Local Station TV News Covers

News of the Day

- Local/regional news
- National/international news
- Sports
- Weather
- Traffic/transit
- Politics

