

TVB

Local Media
Marketing Solutions

2025 Local News Study Synopsis



Local News Study: Key Insights

- Though Local news is predominantly consumed on the TV set, 4 out of 10 consume it on mobile &/or PC device with 27% doing both.
- 95% of respondents think it is important to be able to receive local news information on their local TV station.
- Most of respondents that have cable, satellite, or a virtual provider would likely seek out another provider if their current one stopped carrying their local TV news stations.
- Local broadcast news is important for providing information during severe weather (95% for local broadcast news station and 94% for local broadcast station websites/apps).
- Local broadcast news is important for providing information during major political elections (93% for local broadcast news station).
- Many sports followers value local broadcast news stations in providing them sports news.
- Local Broadcast TV News assets are #1 for trust and among the least prevalent when it comes to fake news.
- The majority of respondents watch linear local TV news on a TV or mobile device daily or a few times a week and half of respondents watch local TV news on local TV websites or streaming services daily or a few times a week.
- Television ads on local news are motivation to do further research online and respondents said ads on local TV news influenced their online search selections.
- Local Broadcast TV news assets are important in influencing consumers to both consider and actually purchase a product.
- Advertisers concerned with ad placement on news, should take comfort that Local Broadcast TV viewers find it the least objectionable program type as it relates to purchasing a product.

Purpose of This Study

To take a closer look at users of Local Broadcast TV News content

- How they get their news
- Their attitudes
- The influence of local news platforms

TVB commissioned   to do the study.

The Local News Study Methodology

WHO:

- The sample included 3,100+ Adults age 18+ collected online via opt-in panel.

HOW:

- To qualify, respondents had to be:
 - Age 18 or older, and
 - Have seen/heard any local broadcast TV station news in the past 30 days, either:
 - during a local news broadcast on TV or
 - on a local broadcast TV station's website/app or on a streaming app or service.

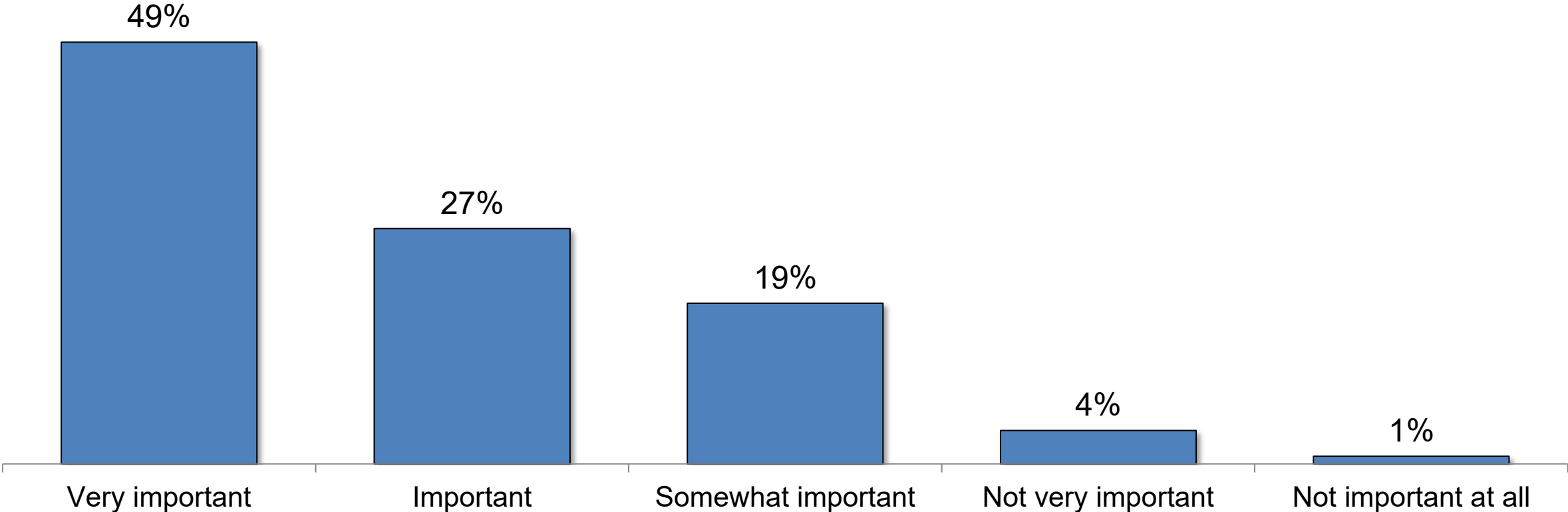
Respondents were asked

- Which devices & platforms they saw/heard local broadcast TV news
 - Their local news attitudes and preferences
- Respondents had the option of taking the survey in either English or Spanish.
 - The average interview length was 20 minutes.

WHEN: The survey was fielded online from June 25th - July 10th, 2025.

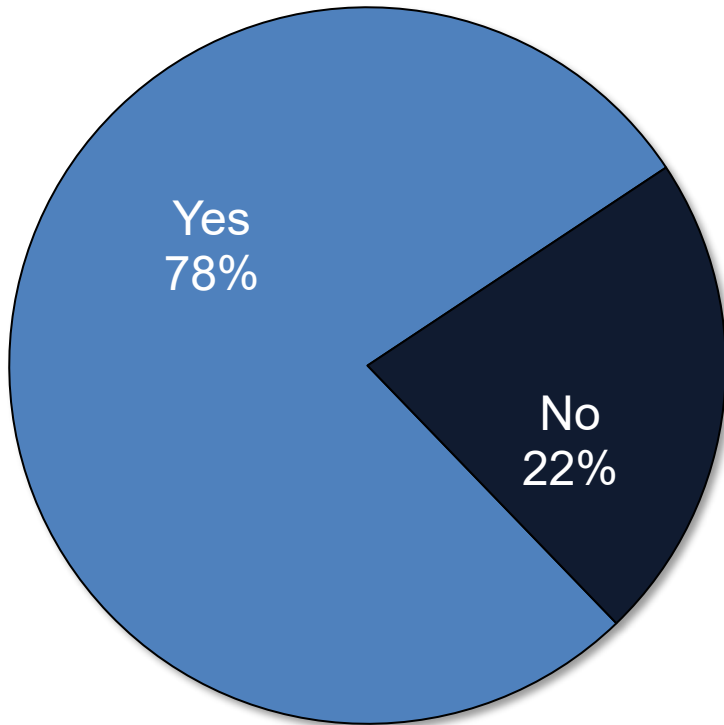
95% of Respondents Think It is Important to Be Able To Receive Local News, Weather, and Sports Information on Their Local TV Station Only 5% Thought it Was Not Important

How important is it to you for you to be able to receive local news, weather, and sports information on your local TV station?

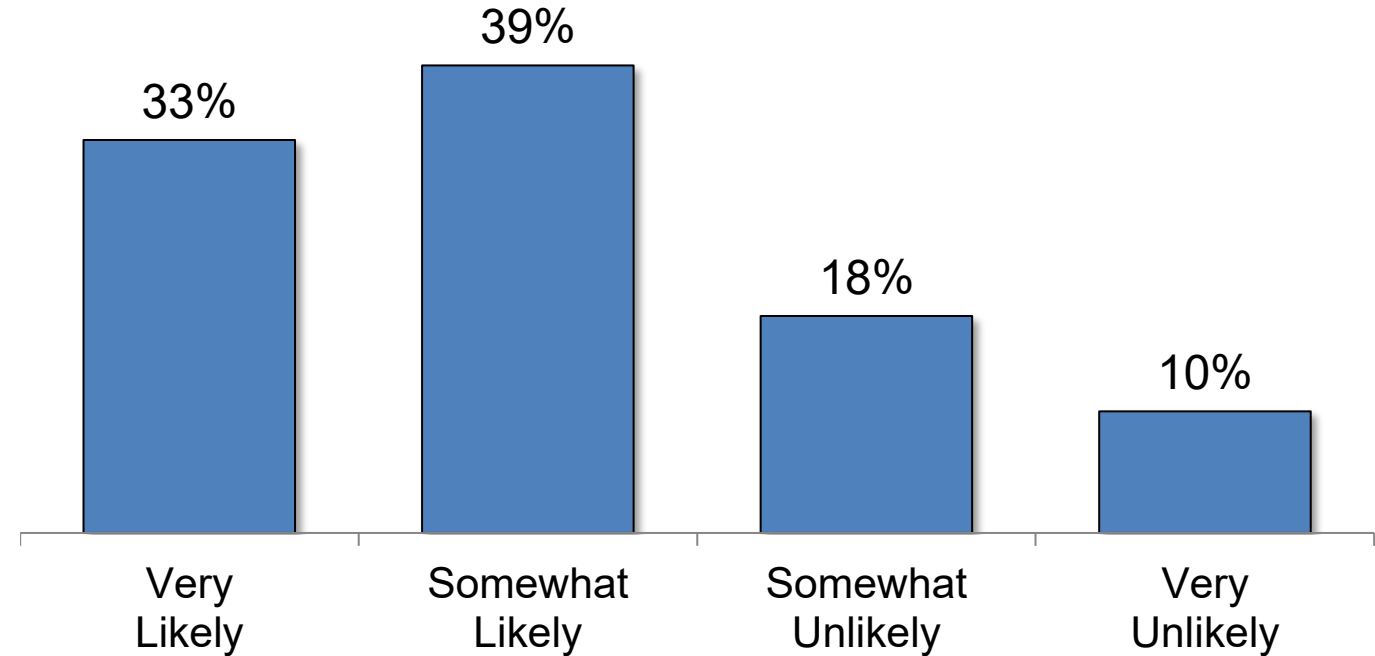


78% of Respondents Have A Cable, Satellite, or Streaming TV Service Provider; 72% of Them Would Likely Drop Their Current TV Provider If They Stopped Carrying Local News Stations

Do you currently have a provider for your TV service such as cable, satellite or streaming service?



If the current provider of your TV service stopped carrying your local news stations, how likely would you be to drop your provider and look for other options such as another provider?



Advertisers Concerned with Ad Placement Should Take Comfort Local Broadcast TV Viewers Find it the Least Objectionable Program Type as It Relates to Purchasing a Product

Assuming you have no issues with an ad's creative content, would the placement of the ad in the following program types make you more or **less likely** to purchase the product advertised?

