

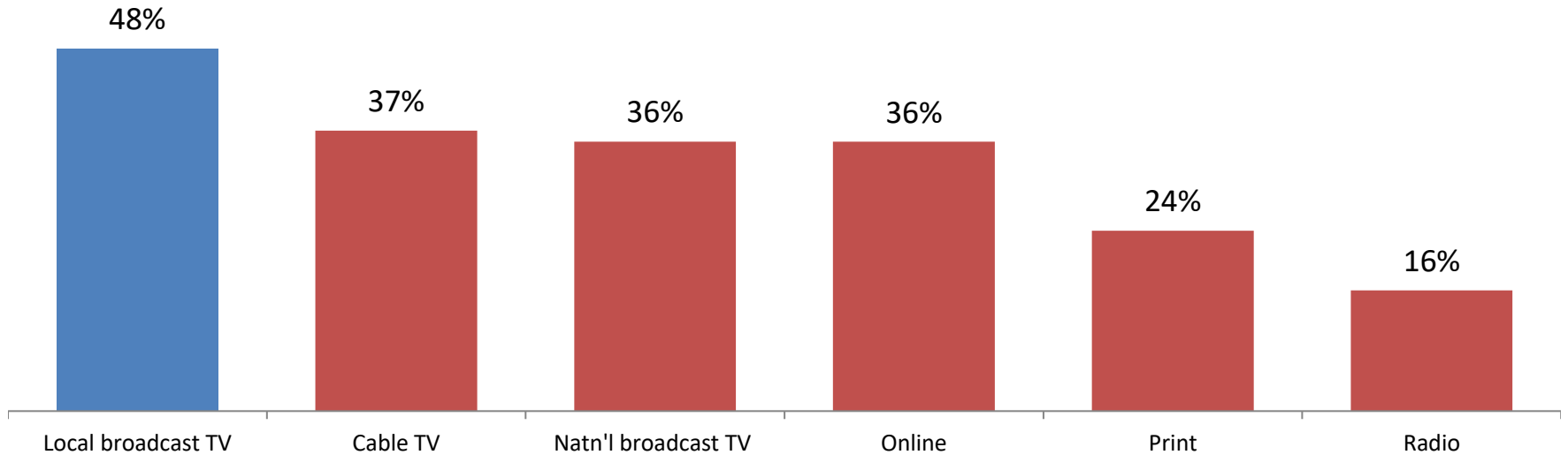
AMERICAN CONVERSATION STUDY 2020

Methodology

- This study was conducted online among a sample of 2,000 Americans, age 18+.
 - The data has been weighted to demographically reflect the US Census
- 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 category conversations.
 - Each of these conversations were the person's most significant or meaningful conversation in the category.
 - Categories followed up upon were selected randomly.
- Respondents were also asked attitudinal questions.
- When items in the survey reflected local TV stations, the respondent's local affiliate call letters were shown.
- The survey was fielded online from September, 23rd to October, 6th, 2019
 - The median interview length was 20 minutes.

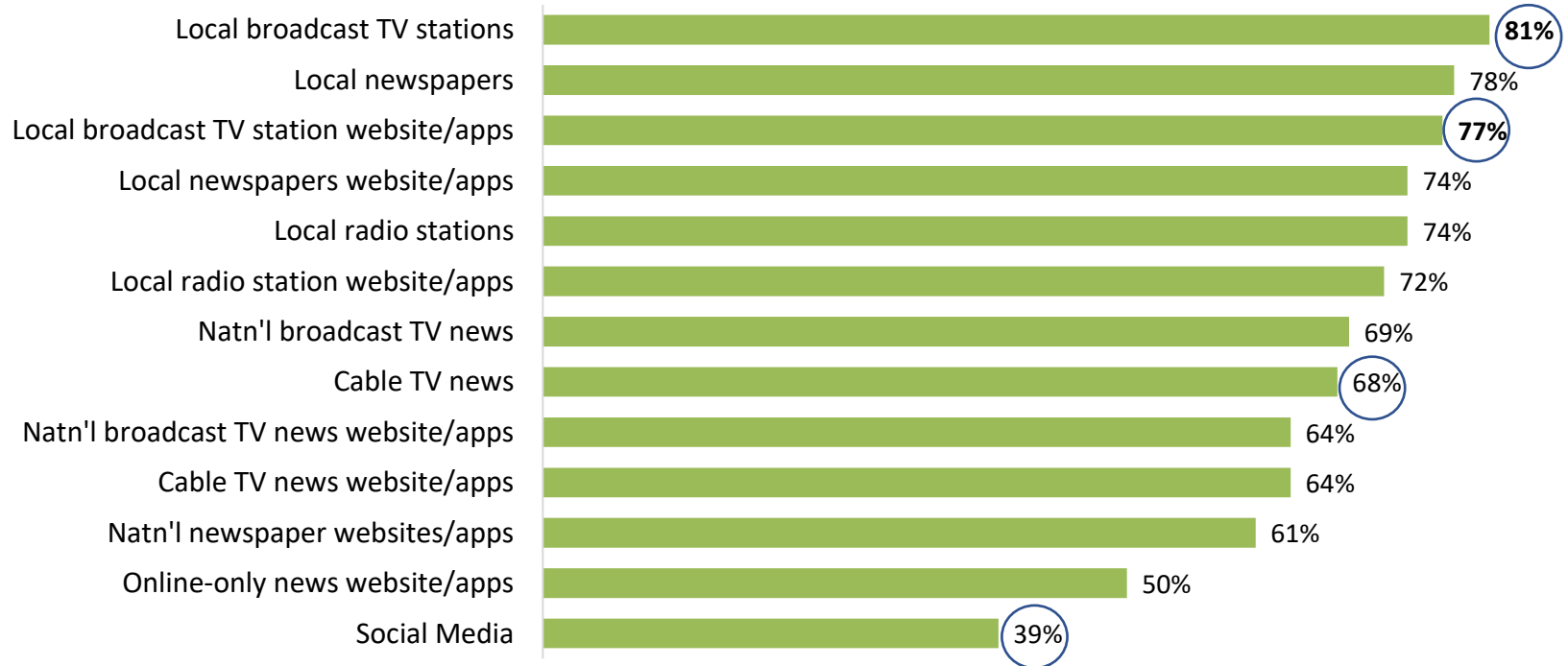
Local Broadcast TV is The Primary Source of News For Americans

% of Americans Consuming Any Type of News



How Likely Are You To Believe What Somebody Tells You If They Say They Heard About it From This Source?

% of People More Likely To Believe What They See/hear from this source...

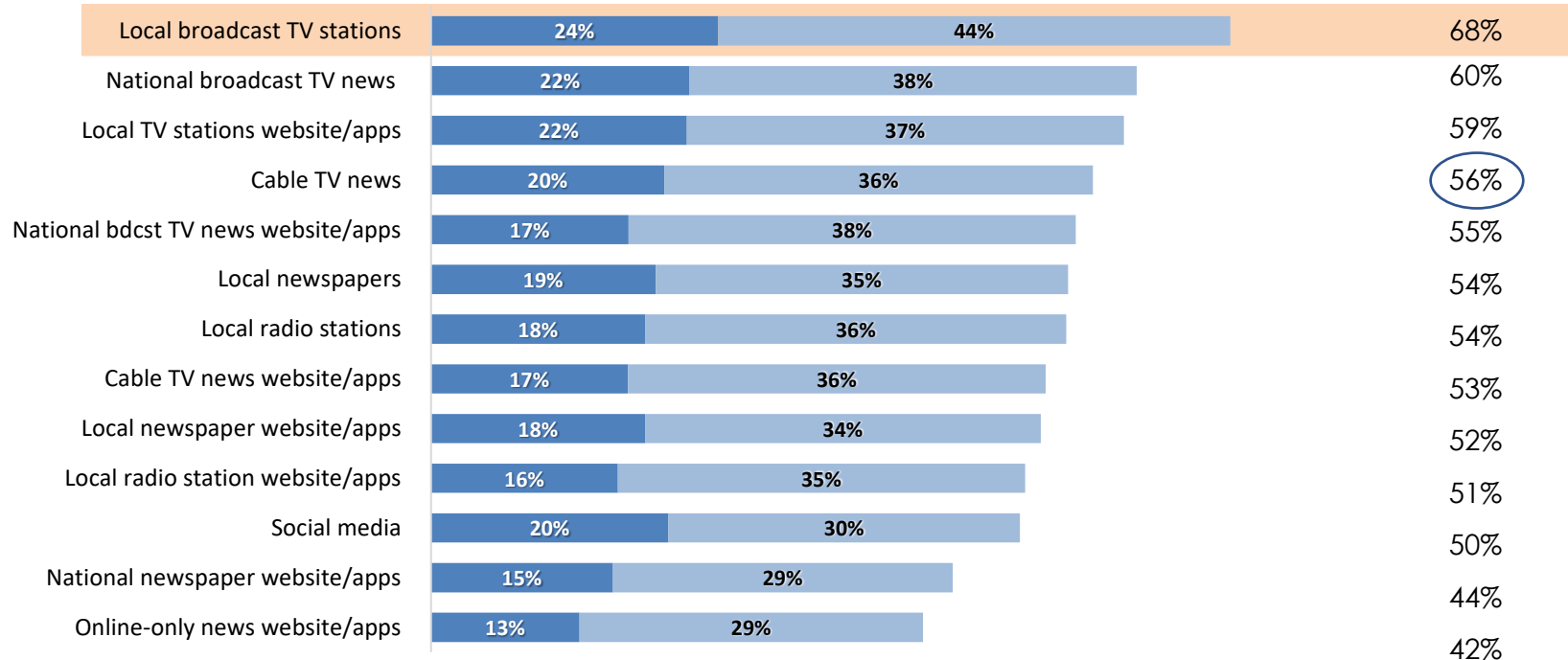


Local News Proves To Be The **Most 'Share-worthy'** Among Americans

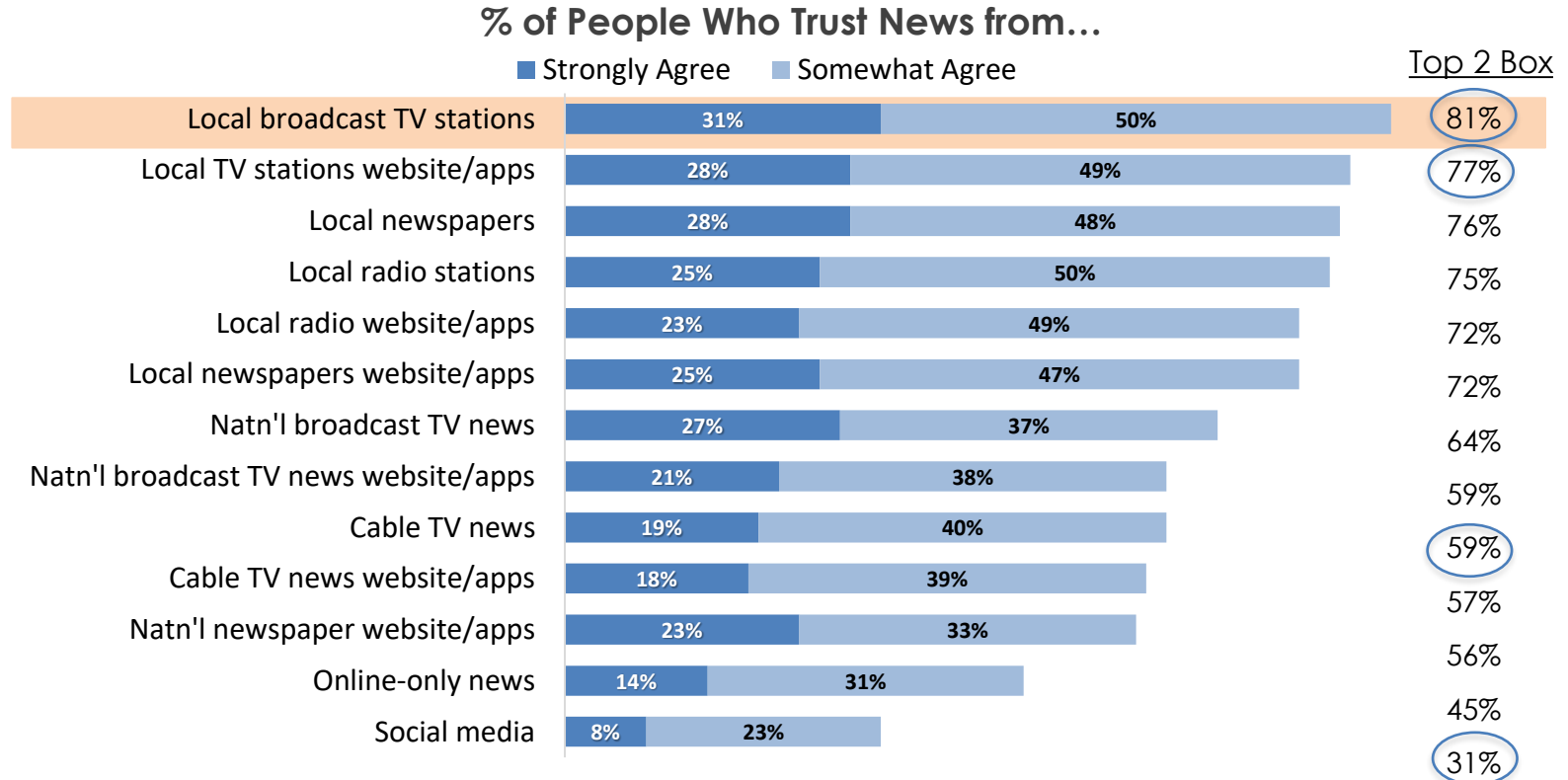
% of People Very/Somewhat Likely to Share News from...

■ Very Likely ■ Somewhat Likely

Top 2 Box

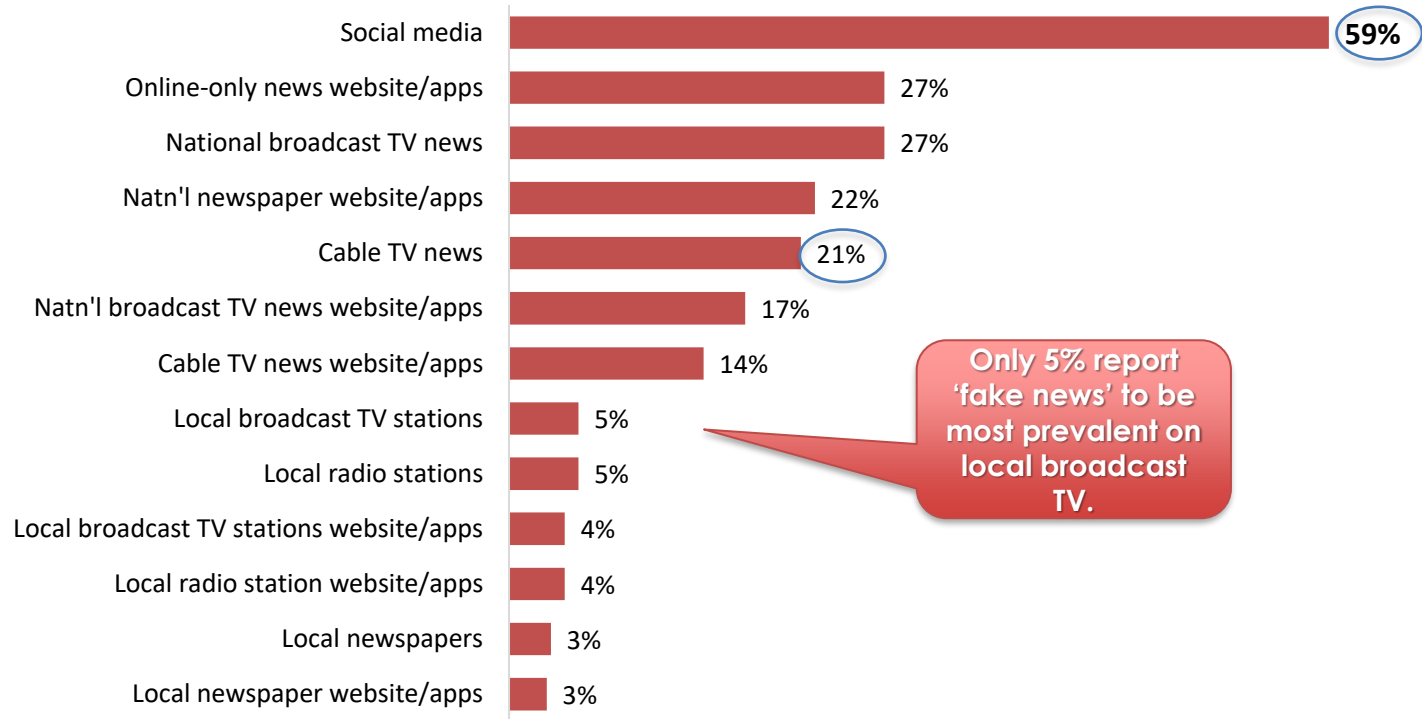


Local TV News Sources Are #1 For **Trust** Among Americans...Far More Than Cable News Or Social Media



“I Find the Problem with Fake News to be Most Prevalent on...

% of People Who Find Fake News Most Prevalent on...



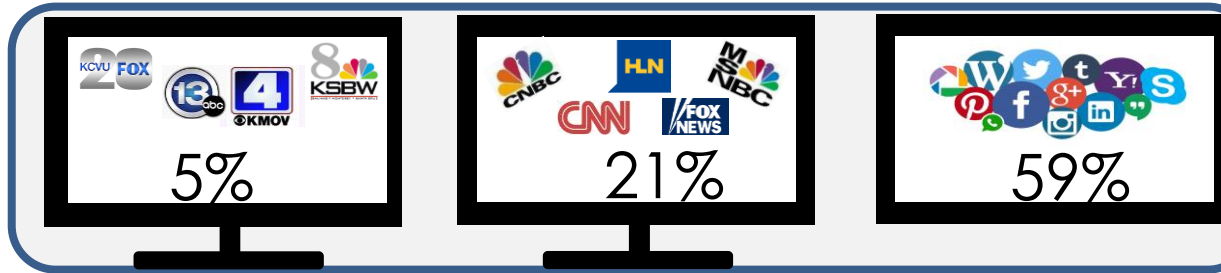
Associate with a Trusted, Believable, Platform



“Likely to believe what somebody tells you if they heard it from...”



“I trust the news I see/hear on...”



“Fake news most prevalent on...”

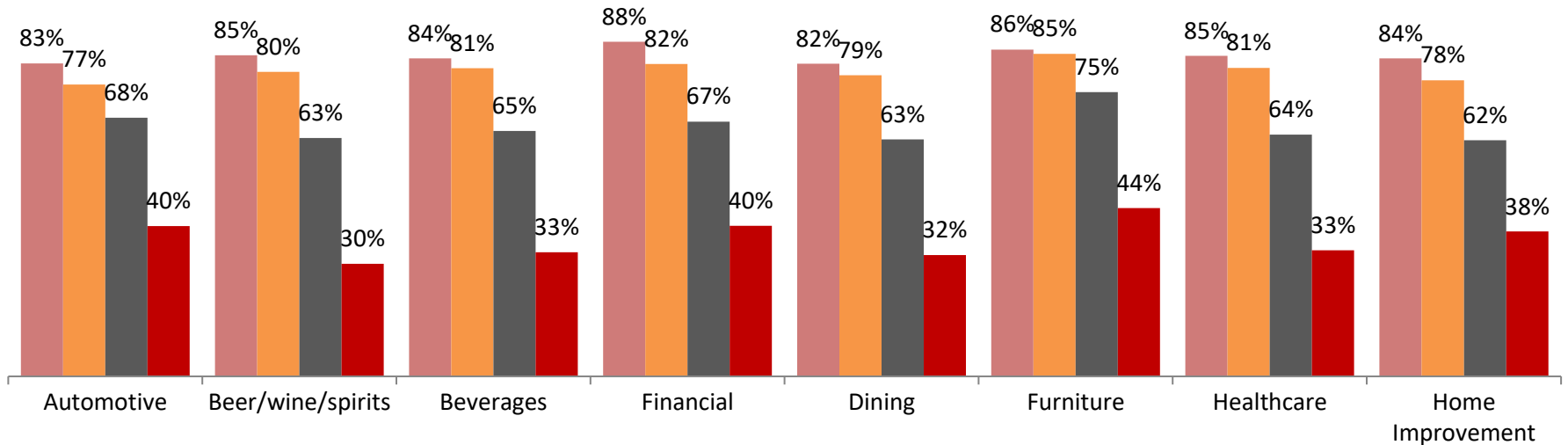
CATEGORY OPINION LEADERS

CATEGORIES ON WHICH THEY FREQUENTLY GIVE ADVICE,
SUGGESTIONS AND IDEAS TO OTHER PEOPLE, SUCH AS FAMILY
AND FRIENDS

Category Opinion Leaders: Local TV Stations Are The Most Trusted

% of Category Opinion Leaders Who Trust News from...

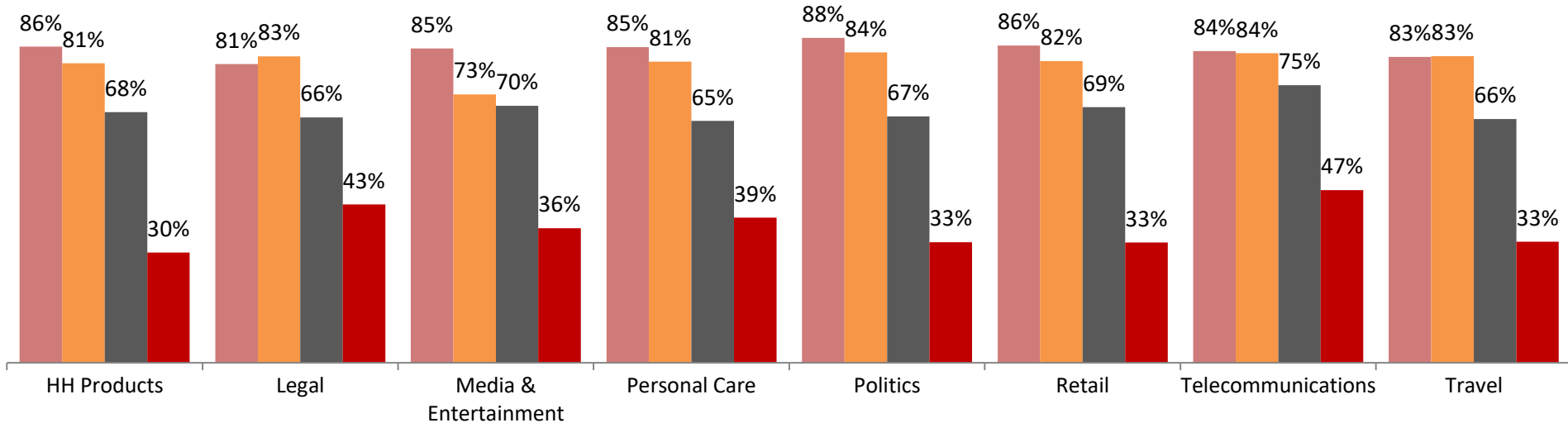
Local Broadcast TV Local TV Websites/apps Cable TV Social Media



Category Opinion Leaders: Local TV Stations Are The Most Trusted

% of Category Opinion Leaders Who Trust News from...

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Coronavirus Media Usage Study

April 2020



Methodology

WHO:

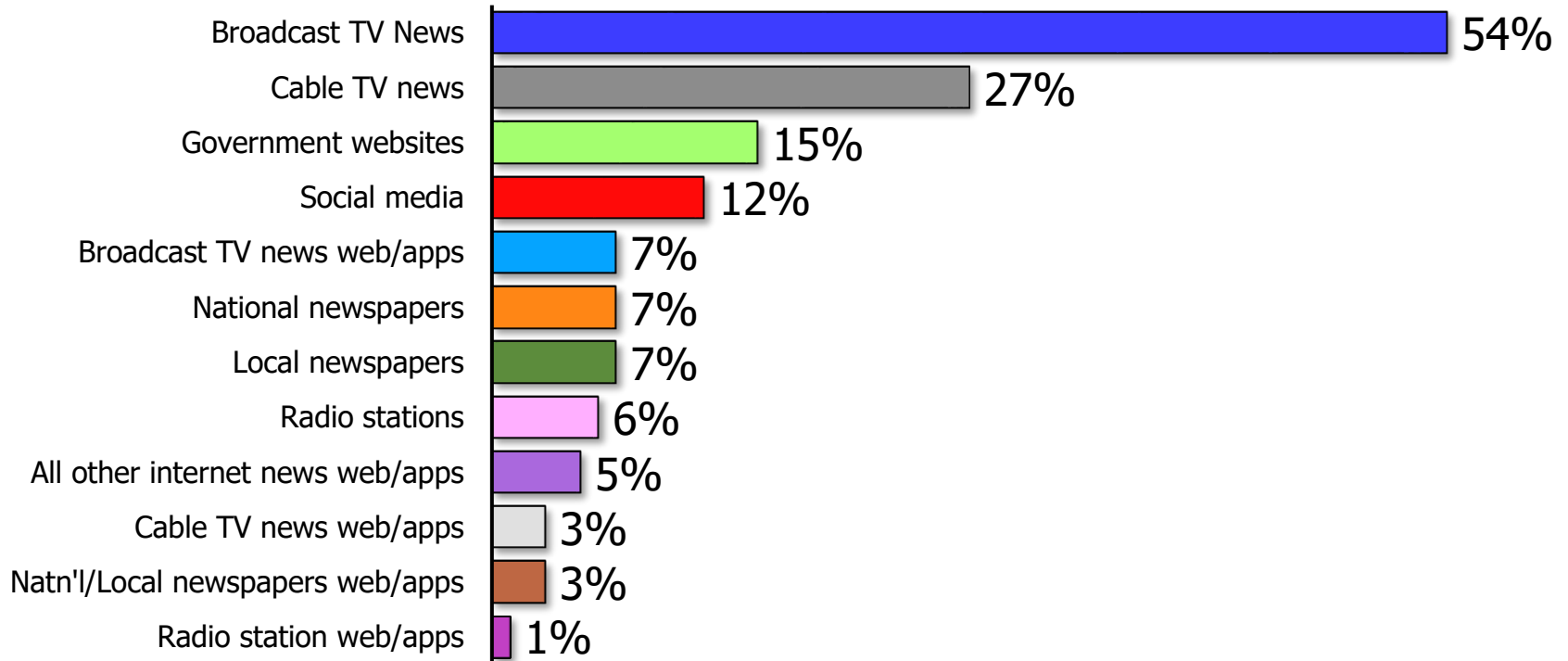
- The survey went into 10 states with a total of 10,042 Adults 18+ respondents; with approx. 1,000 per state
 - 10 states: California, Florida, Georgia, Illinois, Louisiana, Michigan, New Jersey, New York, Texas, Washington

HOW:

- Interviews were collected via opt-in online survey. The median completion time of the survey was about 6 minutes

WHEN: Interviews took place April 1-7, 2020

Which Source Do You Feel Gives You The Best Information & Updates On The Coronavirus?



Source: TVB/Dynata Coronavirus Media Usage Study April 2020 Total P18+ N = 10,042 (10 states: California, Florida, Georgia, Illinois, Louisiana, Michigan, New Jersey, New York, Texas, Washington)Q8: Which source do you feel gives you the best information & updates on the Coronavirus as it pertains to preventive procedures, closures, cancellations, and local regulations? Respondents could select up to two choices.

Local Broadcast TV News: The Most Trusted

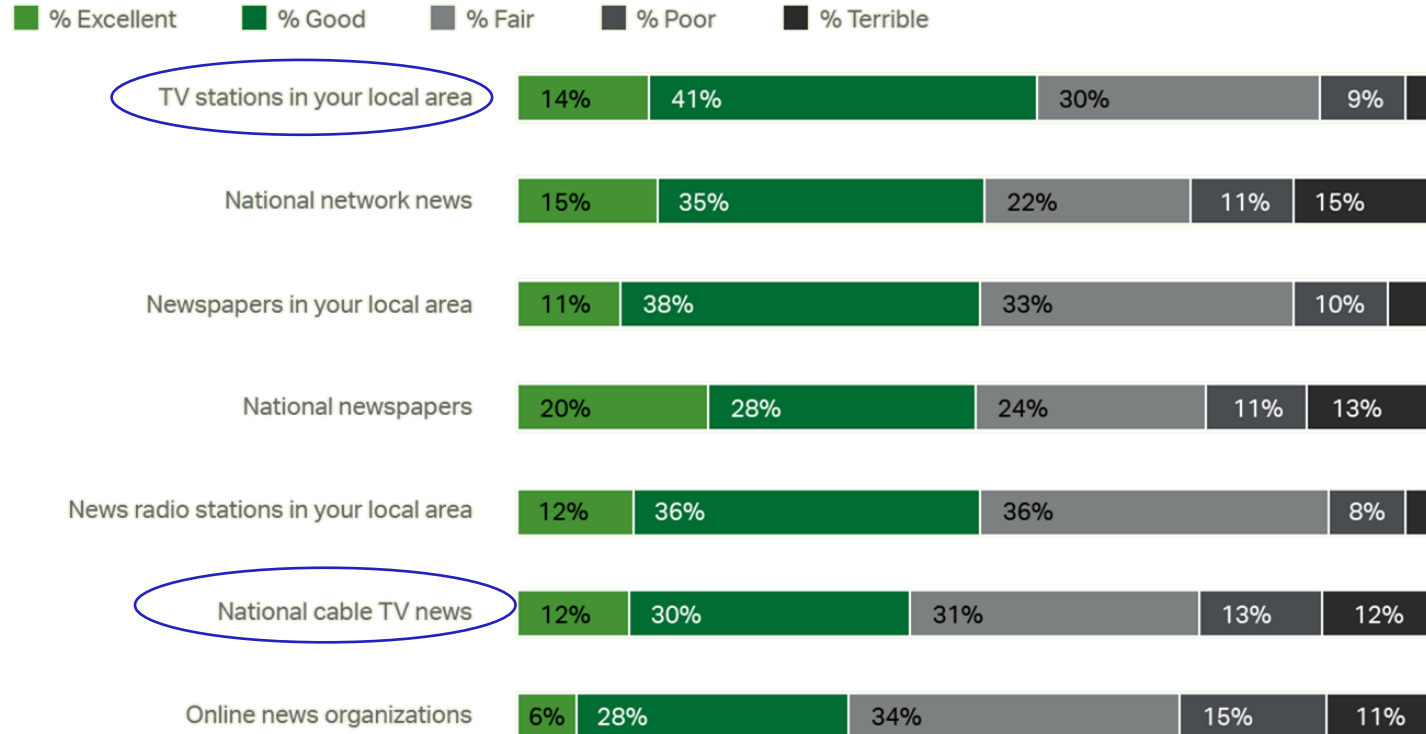
**I trust the News that I see/hear on this media source:
Percent Agree (Top 2 boxes)**

	10 State Total	CA	FL	GA	IL	LA	MI	NJ	NY	TX	WA
Local Broadcast TV News	83%	82%	82%	83%	84%	83%	84%	81%	85%	85%	84%
Broadcast Net. Nat'l TV News	78%	80%	78%	77%	82%	71%	78%	79%	83%	77%	77%
Government websites	76%	78%	75%	76%	76%	77%	75%	80%	75%	77%	76%
Local Newspapers	76%	75%	73%	76%	78%	73%	78%	77%	78%	74%	77%
Radio Stations	74%	73%	71%	75%	75%	72%	75%	75%	77%	74%	74%
Local broadcast TV news web/apps	71%	72%	69%	72%	72%	68%	71%	72%	74%	70%	70%
Cable TV News Channels	71%	73%	73%	69%	70%	67%	69%	74%	76%	72%	68%
Social Media	45%	47%	50%	51%	44%	47%	37%	44%	50%	44%	36%

Source: TVB/Dynata Coronavirus Media Usage Study April 2020 P18+ N = 10,042

Q9: For each source, please indicate the extent to which you agree or disagree with the following statement: I trust the News that I see/hear on this media source... (Top two boxes = Agree Strongly and Agree Somewhat)

Gallup/Knight Survey: Ratings of News Coverage of Coronavirus Situation



Source: Gallup/Knight Foundation, April 14-20, 2020. No answer percentages not shown.