



Survey Finds that 95% of Respondents Believe Accessing Local News on Their Local TV Station is Important

72% would seek another source if their current provider stopped carrying their local TV news stations

NEW YORK (September 29, 2025) – The Television Bureau of Advertising (TVB) today released a breaking study which reaffirms the essential role of local news in Americans' lives.

The 2025 Local Broadcast News Study, a 3,100+ respondent study conducted by GfK/NIQ, takes a deep dive into users of local broadcast news to see how they receive local news content, the value they place on local news and the influence of local news on consumer purchase decisions. Key findings from this study reinforce the significant role of local broadcast TV news and its value in influencing consumers in considering and purchasing products and services.

Key Findings:

The findings show that Americans overwhelmingly value access to local news, whether on traditional television or digital platforms, and that this access strongly influences how they research products, make buying decisions, and choose service providers.

How They Get and Value Their News

- Though local news is predominantly consumed on their televisions, four out of ten respondents consume it on mobile and/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.
- 72% of respondents that have cable, satellite, or a streaming 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 and emergencies (95% for local broadcast news station and 94% for local broadcast station websites/apps) and during political elections (93% for local broadcast news station).
- A significant majority of sports fans (92% of those that follow sports news) value local broadcast news stations for the sports news they provide.
- Local broadcast TV news assets (88% for local broadcast TV news, 84% for local broadcast TV station's dedicated streaming video news app, and 82% for local television station text/video on a website/app) are #1 for trust. Local broadcast TV station news is also among the least prevalent when it comes to fake news.
- Fake news is most prevalent on social media (44%) and cable news (25%).

Frequency of Viewing

- The majority of respondents watch linear local TV news on a television (78%) or mobile device (60%) daily or a few times a week and over half of the respondents watch local TV news on local TV websites (56%) or streaming services (51% for local station's dedicated streaming news app and 53% for local TV news on a streaming service) daily or a few times a week.
- Two-thirds of respondents are loyal to the same station for their local news.

Influence on Online

- Television ads on local news are motivation to do further research online (76% of legal service recipients, 74% of car buyers, and 69% of home remodelers) and respondents said ads on local TV news influenced their online search selections (82%).
- Four out of ten turn on the TV (41%) or click on the stories to get more details (37%) after seeing local stations' news content on social media.

Influence on Purchase

- Local broadcast TV news assets are important in influencing consumers to both consider (58%) and actually purchase a product (53%).
- Advertisers concerned with ad placement, can be confident that Local Broadcast TV viewers find it the least objectionable program type as it relates to purchasing a product (only 11% versus 27% for Soap Operas and 22% for Reality programs).

The 2025 Local Broadcast News Study clearly demonstrates that local news is a strong driver of consumer engagement. With high levels of reach and trust, local news continues to be a valued, critical place where advertisers can reach active and engaged consumers.

More information on the study can be found at: <https://www.tvb.org/research-measurement-analytics/research/2025-local-news-study/>

About TVB

TVB is the not-for-profit trade association representing America's local broadcast television industry, including linear and digital platforms. Its members include the U.S. television stations, television broadcast groups, advertising sales reps, syndicators, international broadcasters, and associate members. TVB actively promotes local media marketing solutions to the advertising community and works to develop advertising dollars for the medium's multiple platforms, including on-air, online, and mobile. TVB provides a diverse variety of tools and resources, including its website, to support its members and to help advertisers make the best use of local ad dollars. For more information, visit www.tvb.org.

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