



Local Media
Marketing Solutions

The Media and Conversations Study 2026

SYNOPSIS

Media & Conversations: Key Findings

This study identified the role television plays in driving key conversations. It also highlighted the value of local broadcast TV news assets.

- Nearly 8 out of 10 respondents are having daily conversations about topics that local broadcast TV station newscasts cover.
- Conversations about news of the day are significantly affected by broadcast news assets; significantly more than cable, social media or streaming platforms with ads.
- Broadcast news assets also heavily impact news of the day conversations among key age demos, high net-worth homes, consumers planning to purchase products/services in the next year, as well as Black/African Americans and Hispanics.

The Media and Conversation Study Methodology

WHO:

- The sample included 3,000 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.

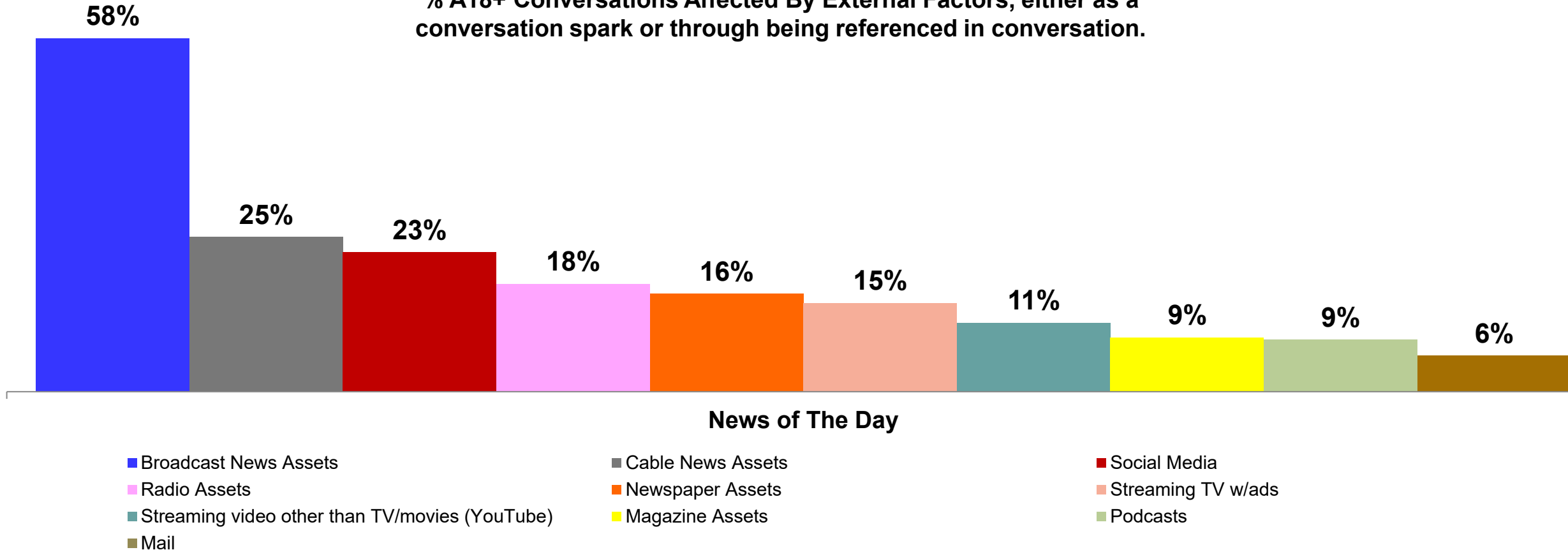
Respondents were also asked

- 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 14 minutes.

WHEN: The survey was fielded online from March 25-April 6, 2026.

Conversations About News Are Significantly Affected By Broadcast TV News Assets

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



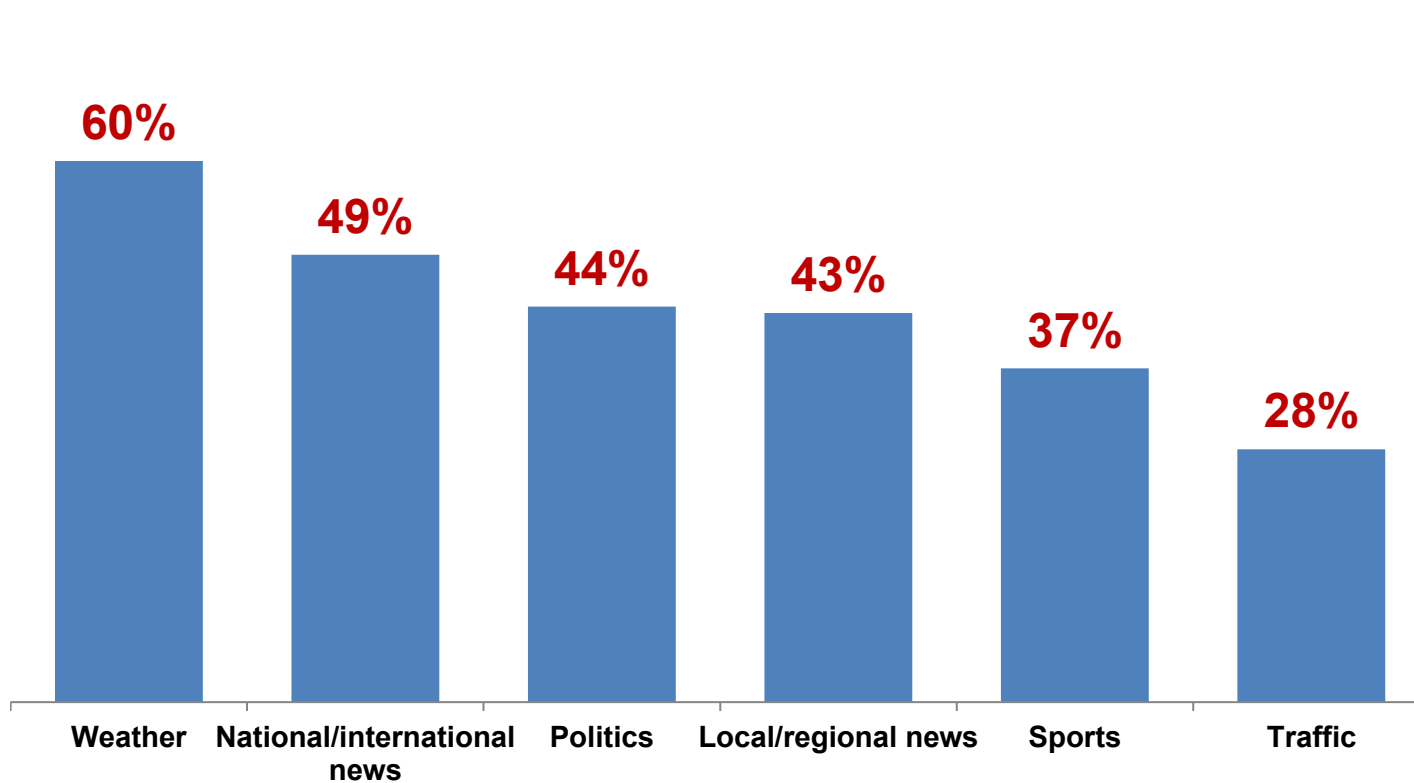
Source: GfK/NIQ TVB Media & Conversations Study 2026 A18+;

Q8/9 “Which one of the following comes closest to describing what prompted or “sparked” or referenced the conversation about the topic?” Broadcast News Assets include local and national broadcast TV news, websites/apps, and streaming (dedicated streaming app and on a streaming platform). Cable News, Radio, Newspaper, and Magazines Assets include website and apps.

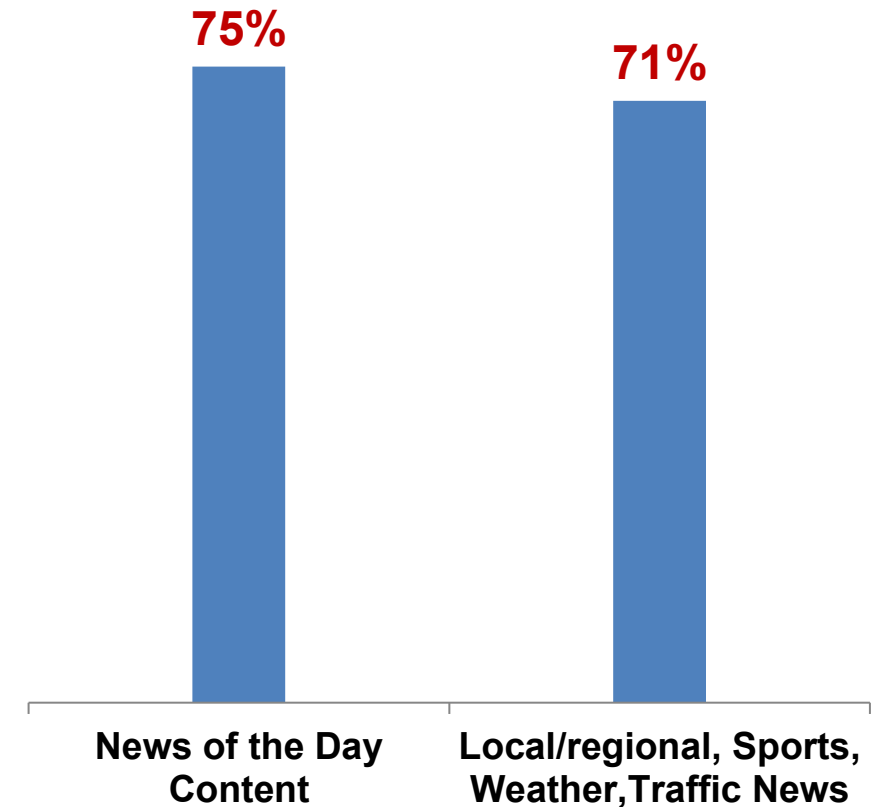


The Topics that Local TV News Stations Cover Are Some of the Most Popular Conversation Topics

% of A18+ Talking About Topics Per Day
News of the Day topics



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



Source: GfK/NIQ TVB Media & Conversations Study 2026 A18+;

Q1 Please enter the approximate number of conversations you had in the past 24 hours. The conversations could have been face to face, on the phone, via email, on text, on social media or any other way you may have communicated with someone.



TV & TV Local News Are Integral parts of Everyday Life, Generating Feelings of Closeness and Trust

“I turn to local news as my source for updates on impending severe weather.” 77%

“I turn to local news for information on local politics and local government issues.” 71%

“I trust the people who present the local news more than people presenting national news.” 60%

“I often find myself bringing up stories I heard on the local news in my daily conversations.” 54%

“I feel closer to the people who present the local news than people presenting national news.” 59%