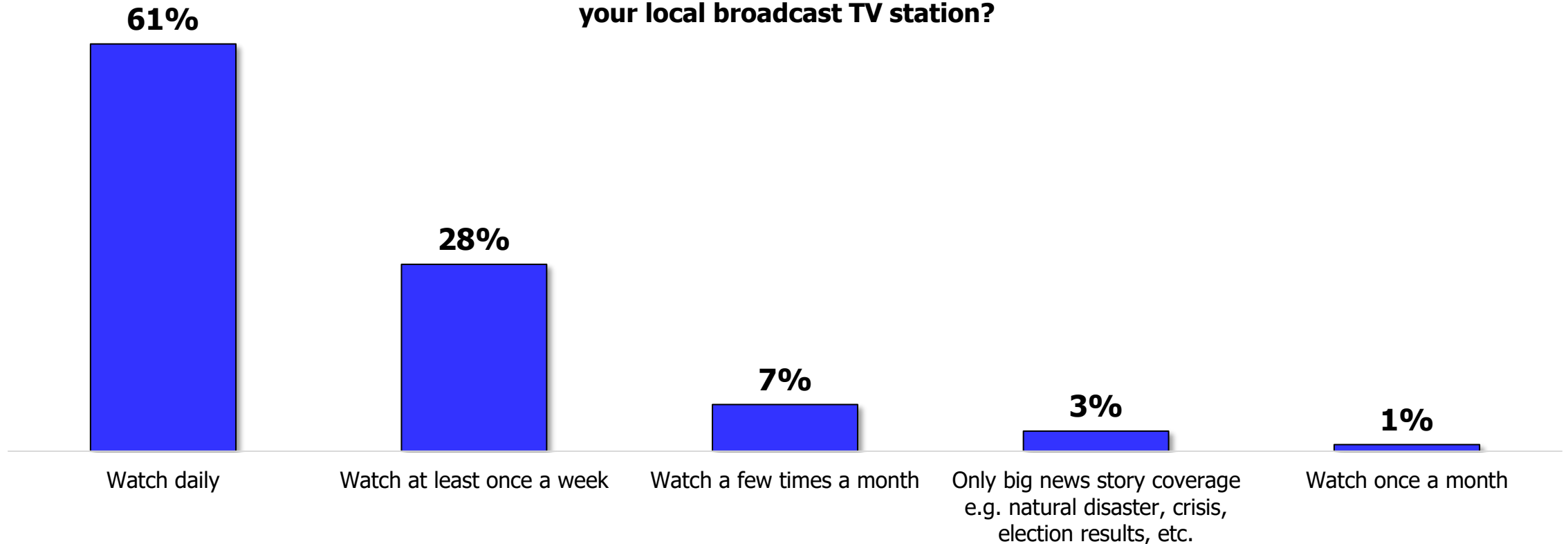


# 9 Out of 10 Local Broadcast News Viewers Watch At Least Once a Week with Most of These Watching Daily

**% Adults 18+ using local broadcast TV news**

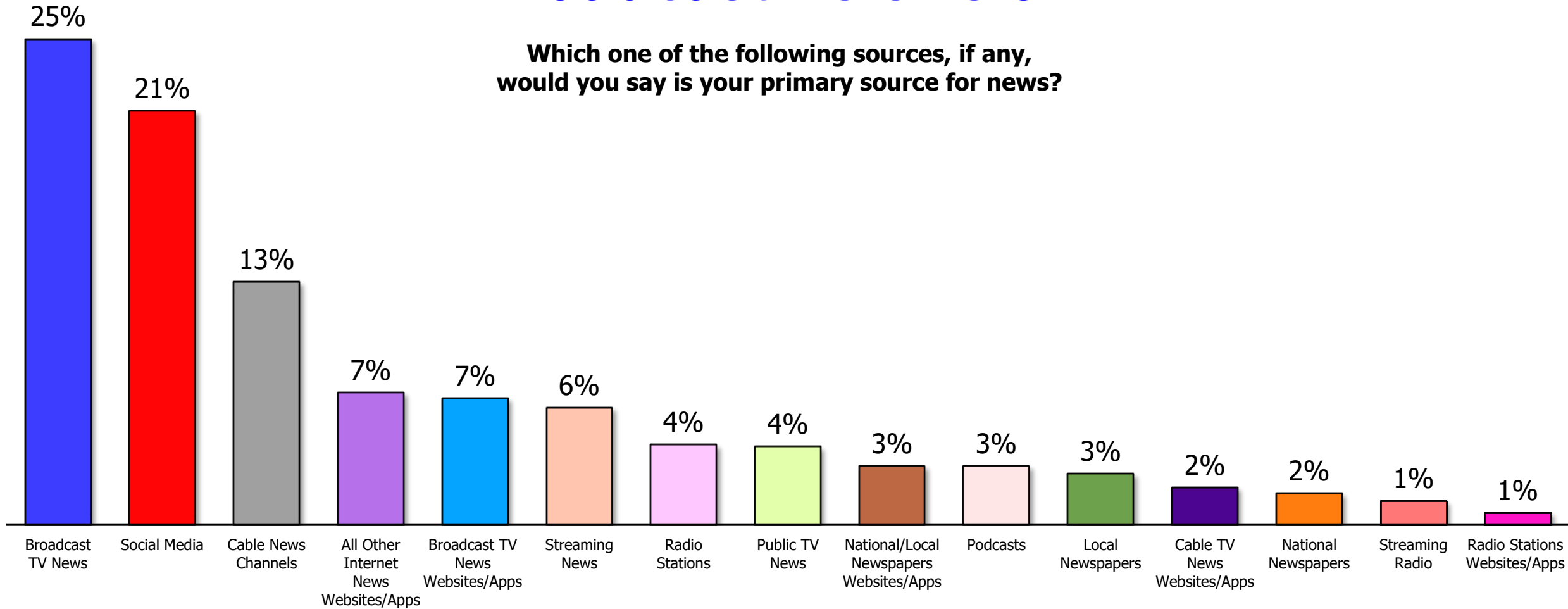
**Which of the following best describes how you watch/listen to local news on your local broadcast TV station?**



Source: Dynata / TVB 2024 Local Broadcast TV News Study; Adults 18+ who used local broadcast TV station newscasts to access news programming/N = 2882  
Q6 "Which of the following best describes how you watch/listen to local news on your local broadcast TV station (e.g. News at 5, News at 6, news update, Noticias, Noticiero, etc.)?" Includes only those that watch local news on TV.

# The Primary Source For News: Broadcast Television

**Which one of the following sources, if any,  
would you say is your primary source for news?**



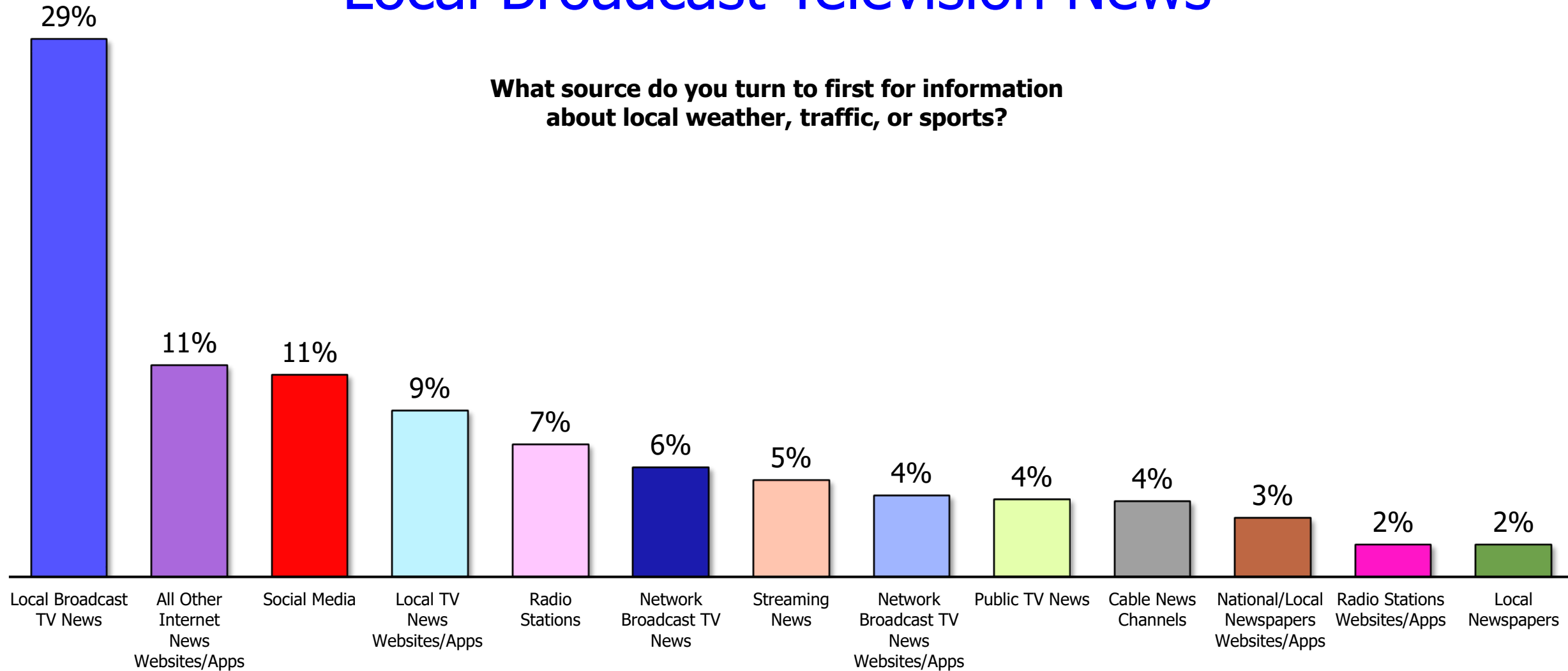
Source: GfK TVB Media Comparisons Study 2024. Persons 18+. Includes only those who chose a media.

Q05 - Which one of the following sources, if any, would you say is your primary source for news?

Broadcast TV News & Broadcast TV News Websites/Apps include local TV station & broadcast network telecasts and websites/apps for news/weather/sports.

Streaming news includes programs like ABC News Live, NBC News Now, Live Now from Fox on Roku, Tubi, etc.

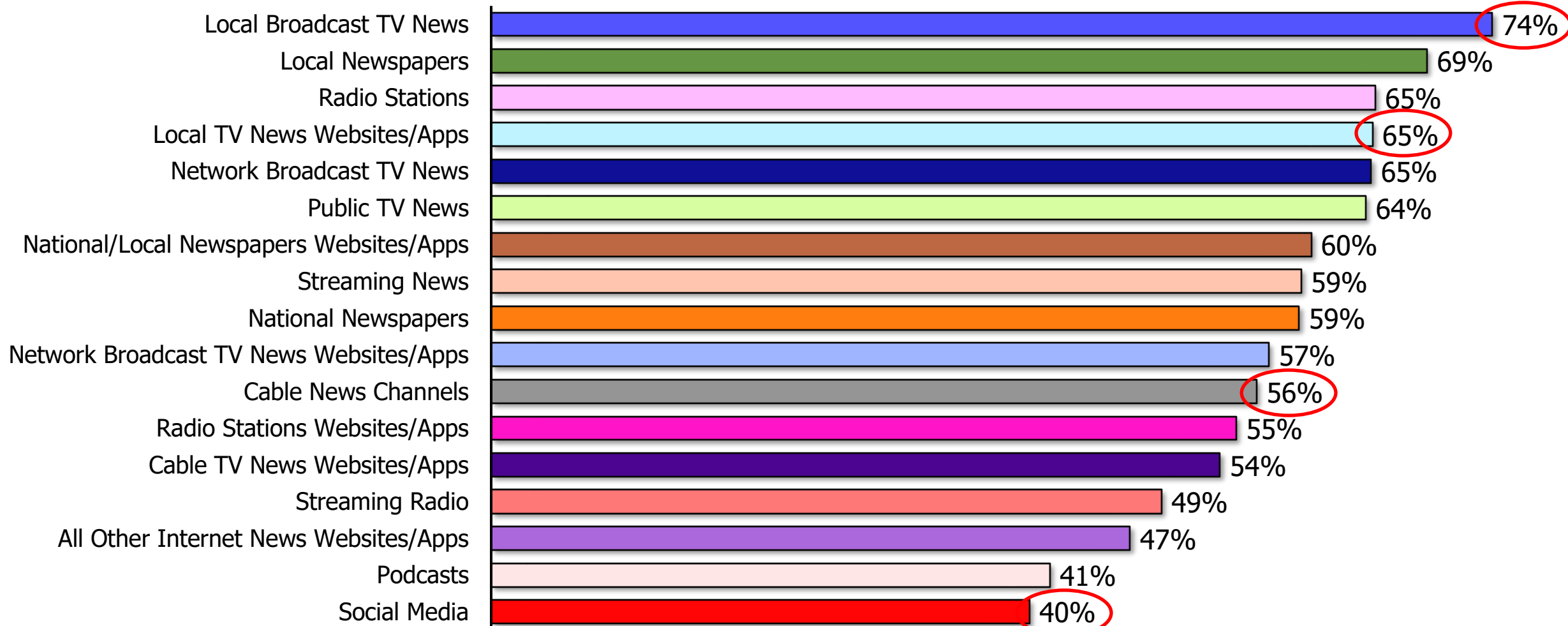
# The Primary Source For Local Traffic, Weather & Sports: Local Broadcast Television News



Source: GfK TVB Media Comparisons Study 2024. Persons 18+. Includes only those who chose a media. QO6 - What source do you turn to first for information about local weather, traffic, or sports? Cable News Websites/apps, National Newspapers, Streaming Radio & Podcasts were under 2% each. Streaming news includes programs like ABC News Live, NBC News Now, Live Now from Fox on Roku, Tubi, etc.

# Local Broadcast Television News: #1 For Trust

I trust the News that I see/hear on this media source:  
Percent Agree

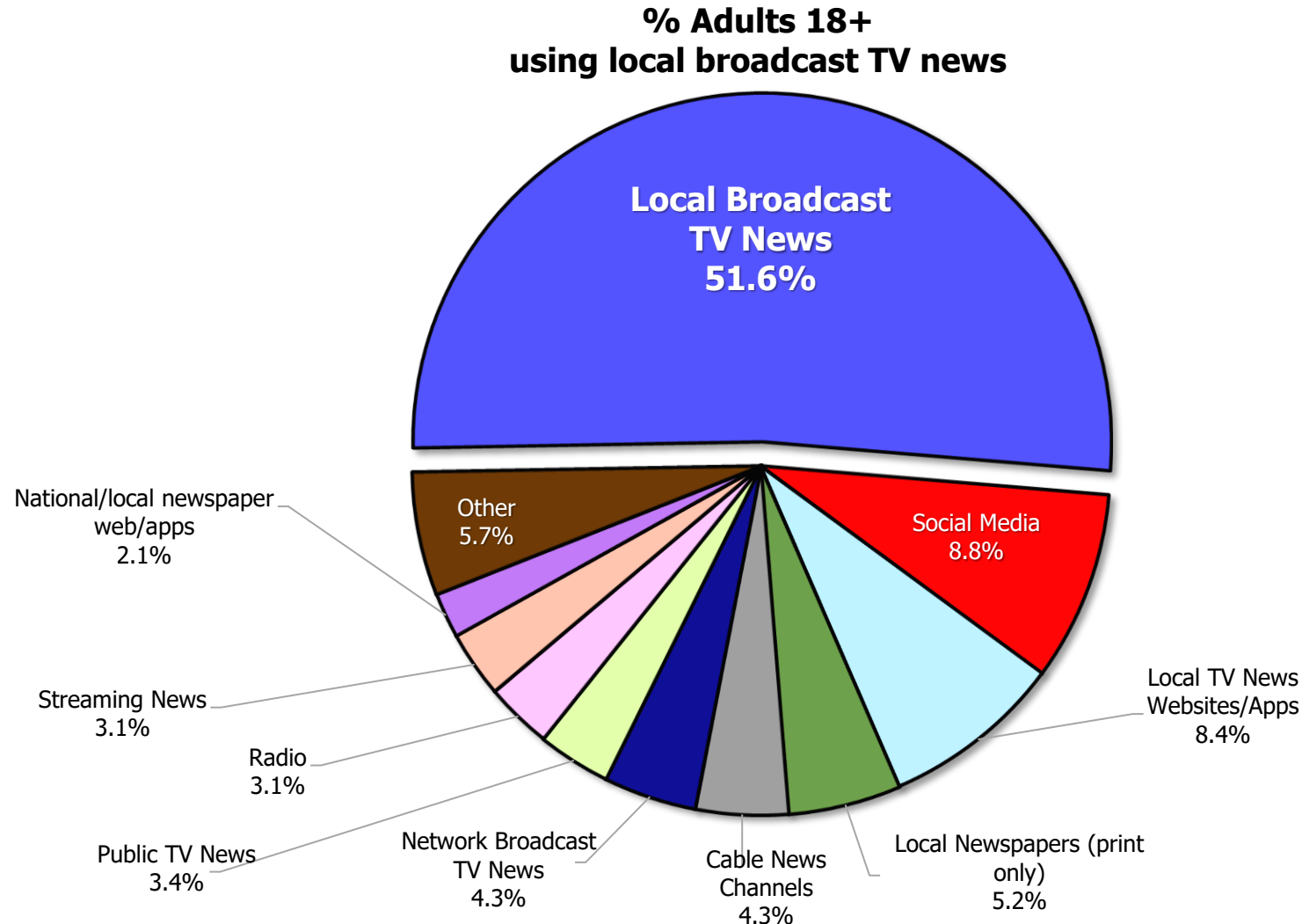


Source: GfK TVB Media Comparisons Study 2024. Persons 18+. Agree Strongly or Agree Somewhat.

Q09 - 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.

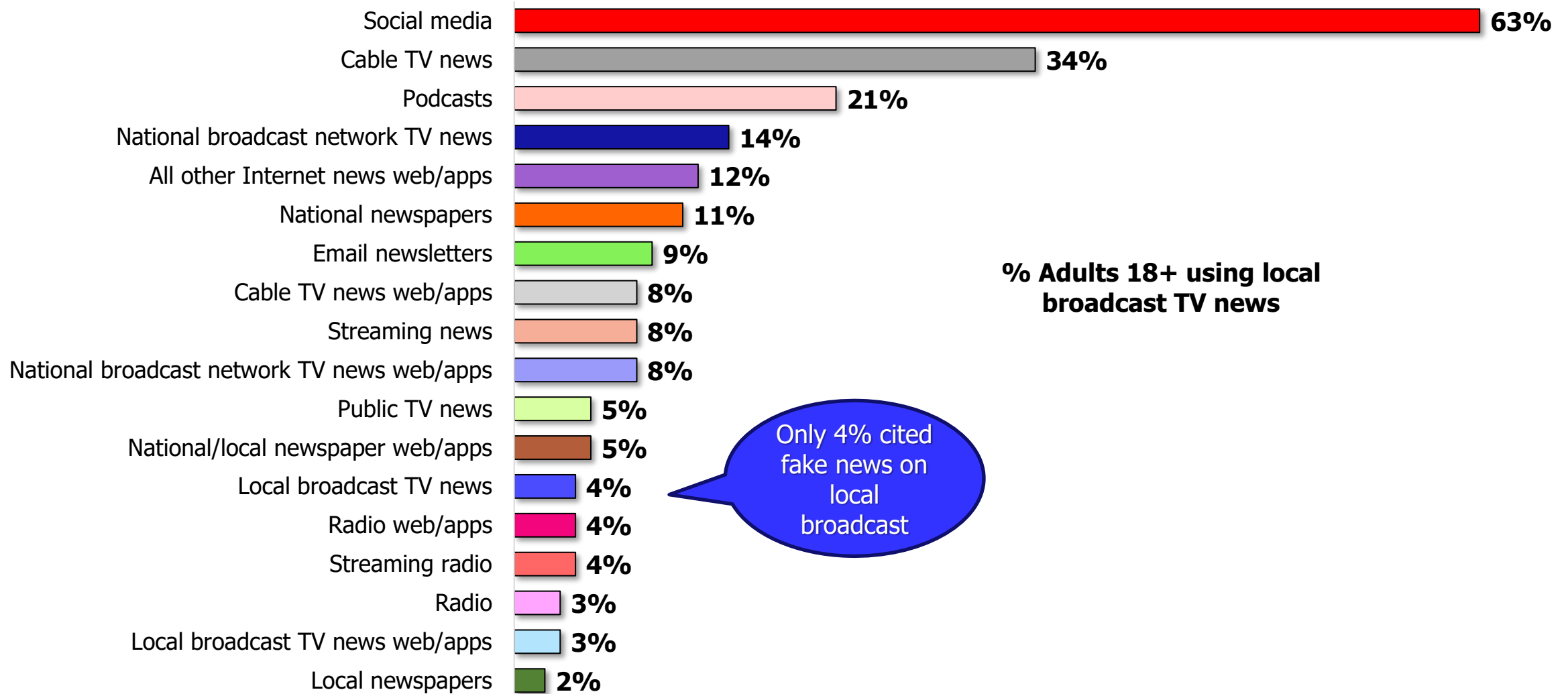
Streaming news includes programs like ABC News Live, NBC News Now, Live Now from Fox on Roku, Tubi, etc.

# Half of Local News Viewers Select It as Being Most Involved in their Community



Source: Dynata / TVB 2024 Local Broadcast TV News Study; Adults 18+ who used local broadcast TV station newscasts to access news programming/N = 2819  
Q5 "Which source of news do you feel is the most involved in your community?" Includes only those who chose a source.

# "I find the problem with 'fake news' to be most prevalent on..."

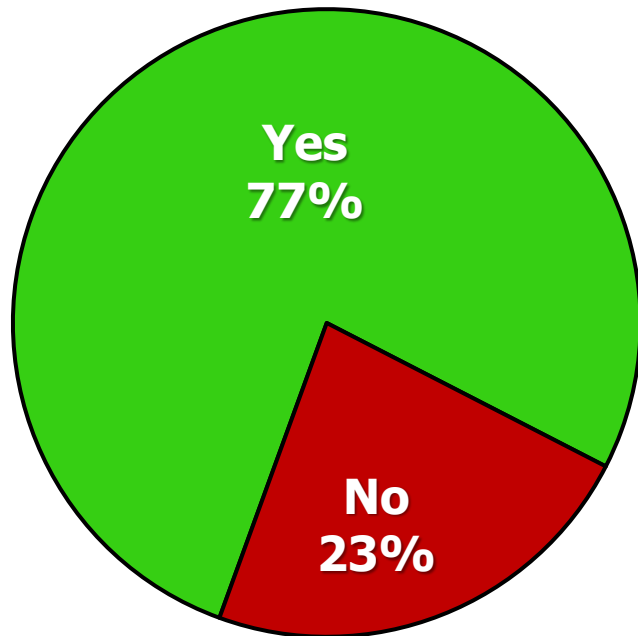


# “What are your reasons for watching local broadcast TV news?”

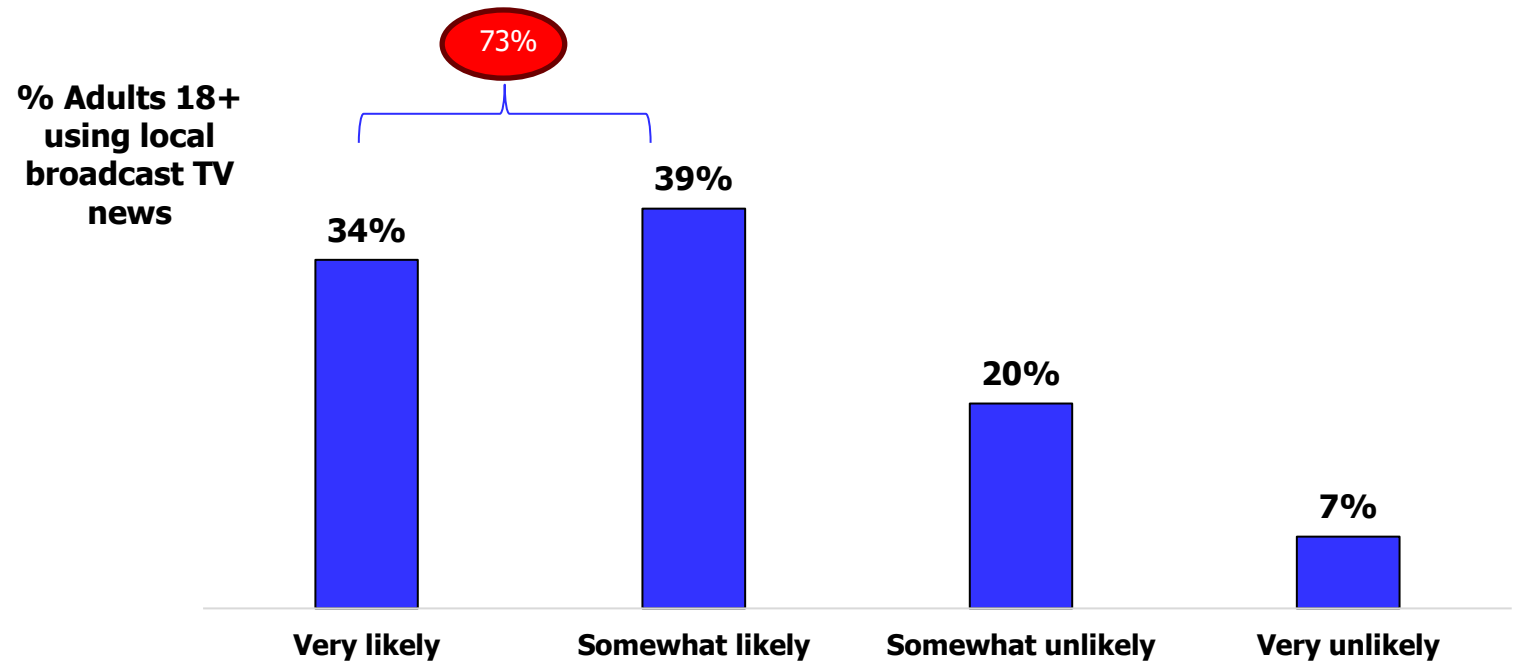
Reasons for watching local broadcast TV news	% Adults 18+ using local broadcast TV news
I want information that pertains to the area I live in	76%
I trust the news from my local broadcast station	57%
I want to know the status of public services e.g., school closing, road conditions, public transit, shelters	48%
I like that they visually show areas affected by storms or emergencies	43%
I like that they are constantly updating and giving me the latest information	43%
I feel my local broadcast station is looking out for what I need to know	38%
I like that they are reporting from different neighborhoods in my area	37%
I share information I get from my station with friends/family	28%
I like my local reporters	21%

# Most Get Their Local TV Stations Through an MVPD/VMVPD. Of Those, Almost Three Quarters Would Likely Drop It/Switch If They Could No Longer Get Their Local TV News Stations

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



**If the current provider of your TV service stopped carrying your local news stations, would that cause you to drop your provider/look for other options/provider?**



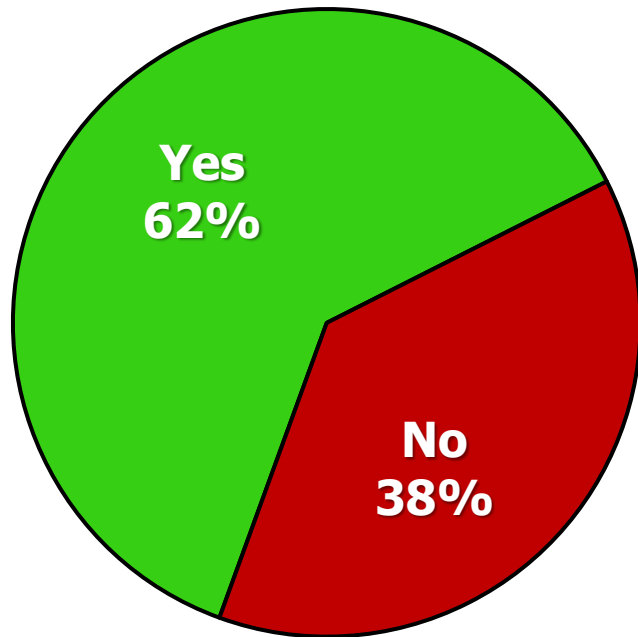
Source: Dynata / TVB 2024 Local Broadcast TV News Study; Adults 18+ who used local broadcast TV station newscasts to access news programming/N = 2899, 2239 Q25 A/B "Do you currently have a provider for your TV service such as cable, satellite, or streaming service (YouTubeTV, Sling TV DirecTV Stream, etc.) "If the current provider of your TV service stopped carrying your local news stations, would that cause you to drop your provider and look for options such as another provider?"



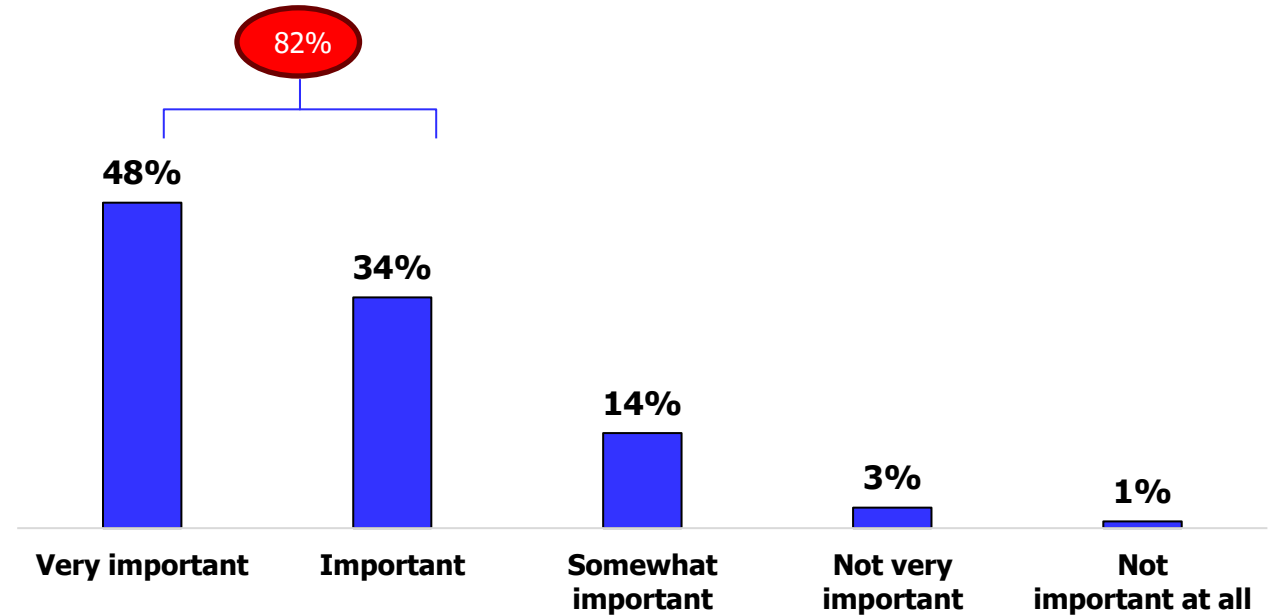
# People Depend on Their Local News Station To Provide Them With Information About High-Profile Elections

% Adults 18+  
using local broadcast TV  
news

Was there a high-profile election in  
your area in the past two years  
(either for political office or  
ballot/referendum?)



How important was your  
local news station in providing you  
information concerning that election?



Source: Dynata / TVB 2024 Local Broadcast TV News Study; Adults 18+ who used local broadcast TV station newscasts to access news programming/N = 2899, 1810 Q13/14 "Was there a high-profile election in your areas in the past two years (either for political office or ballot/referendum?) "How important was your local news station in providing you information concerning that election.

# Local Broadcast News Go to Source Overall for Information On Hurricane Helene

When the area you live in was threatened with the possibility of a weather emergency, and during and after the weather emergency, did you seek information/news about the weather emergency from any of these sources?

