

Home (<https://www.tvb.org/>) > Research, Measurement & Analytics (<https://www.tvb.org/category/research-measurement-analytics/>) > Research (<https://www.tvb.org/category/research-measurement-analytics/research/>) > 2024 Local Broadcast TV News Study

2024 Local Broadcast TV News Study

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Local TV stations have spent decades carefully developing their brands which are built on the locality and relevance of their news content. But how do users of local broadcast TV news and local broadcast station websites/apps really feel about them?

To answer this question and more, TVB commissioned Dynata to do a 3,000+ respondent study. It takes a deep dive into the users of local broadcast TV content in today's complicated media environment, and it also dimensions people's attitudes about local broadcast TV news as well as their consumption habits.



The common thread through this analysis is the importance and relevance of local broadcast TV news. It is clear from this study that local news consumed on local broadcast TV is very important to people and their daily lives.

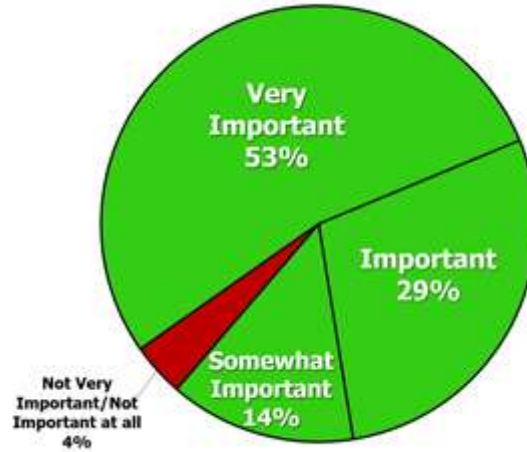
Here are a few key findings about Local Broadcast TV viewers:

- There is duplication between local broadcast TV news viewers and those who access local broadcast TV station news websites/apps.
 - 76% of TV station news website/app users also view local TV news on TV.
 - 46% of TV station news viewers also access websites/apps.
- Local broadcast TV news is the #1 source for news, not only for local news, but for all news in general.

- Local broadcast TV assets are the most trusted news source among all platforms measured. Social media is the least trusted.
✗ This was also true for key news demos, Black/African Americans, Hispanics, voters, and high net-worth households.
- Half of local news viewers select it as being most involved in their community.
- 9 out of 10 watch local broadcast TV news at least once a week with most of these watching daily.
- 96% cited a level of importance in being able to receive local news on their local broadcast TV station.
- Of those getting a signal from providers, 73% said they were likely to drop a provider/look for other options if the provider stopped carrying their local news station.
- Those who have experienced severe weather, follow sports, or live in a region with a key election race, all feel that local broadcast TV news information is important to them.
- Top reason for using local TV: people value the locality of the news.
- Of local broadcast station websites/apps users who downloaded a local TV station news app:
 - 82% use it at least once a week with half using it daily.
 - 86% get breaking news alerts on your mobile device or smart TV.

“How important is it for you to be able to receive local news, weather, and sports information on your local TV station?”
Only 4% Felt it Was Not Important

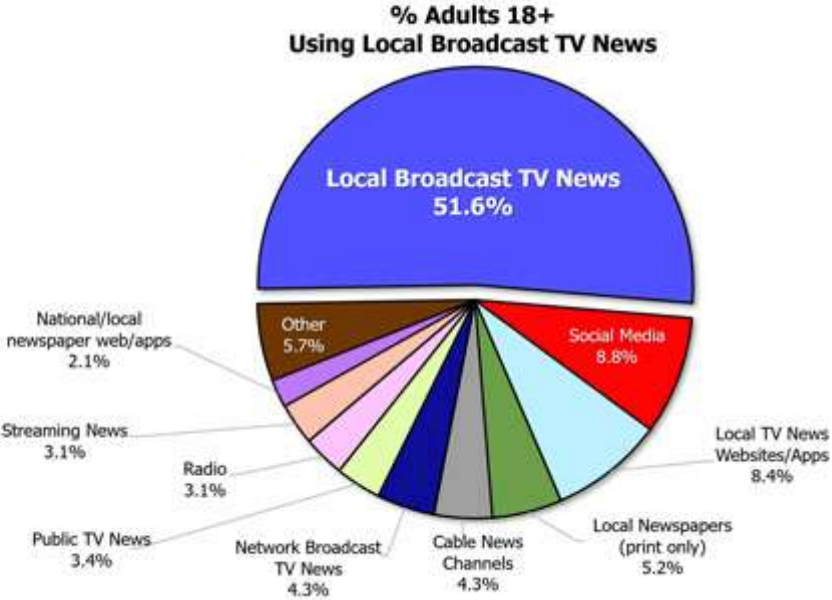
% Adults 18+ who use local broadcast TV news



Source: Dynata / TVB 2024 Local Broadcast TV News Study; Adults 18+ who used local broadcast TV station newscasts to access news programming/ N = 2899

Q7 “How important is it for you to be able to receive local news, weather, and sports info on your local TV stations (News at 5, News at 6, late news, Noticias, Noticiero, etc.)?”

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

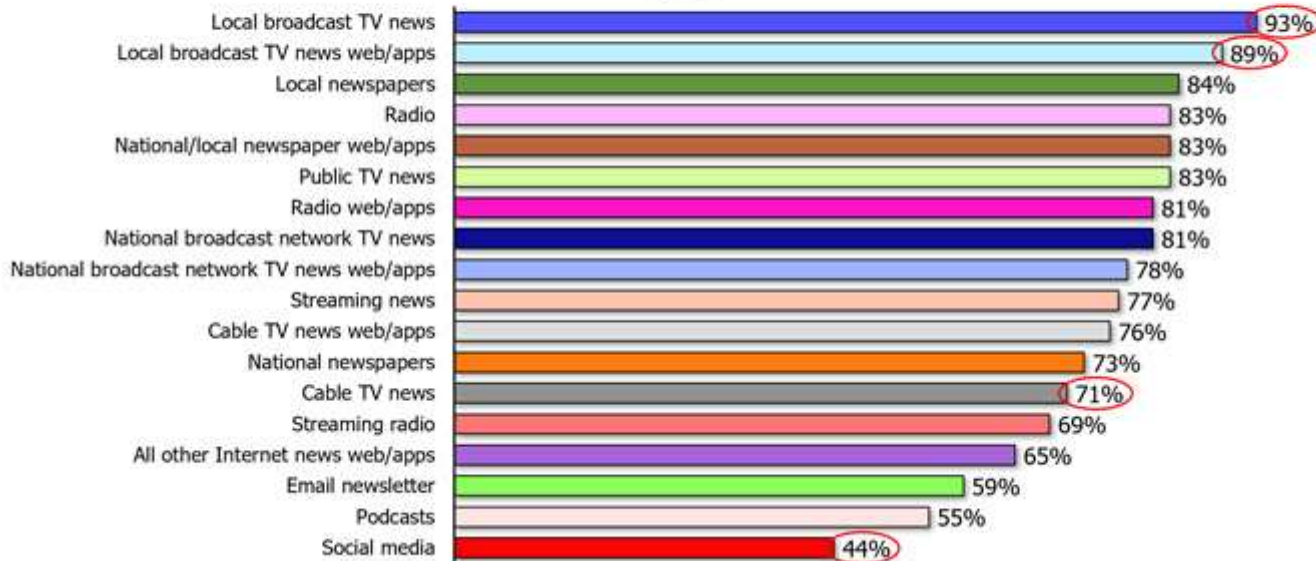


Source: Dynata / TVB 2024 Local Broadcast TV News Study; Adults 18+ who used local broadcast TV station newscasts to access news programming/N = 2819

Q5 “Which source of news do you feel is the most involved in your community?” Includes only those who chose a source.

Local Broadcast Television News Assets: #1 For Trust

I trust the News that I see/hear on this media source:
% A18+ Using Local Broadcast TV News
Agree



Source: Dynata / TVB 2024 Local Broadcast TV News Study; Adults 18+ who used local broadcast TV station newscasts to access news programming/ N = 2899

Q15 "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 2 box showing (Agree strongly + Agree somewhat).

For more information, please contact **Hadassa Gerber, Chief Research Officer, TVB** (<https://www.tvb.org/contact/>).

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