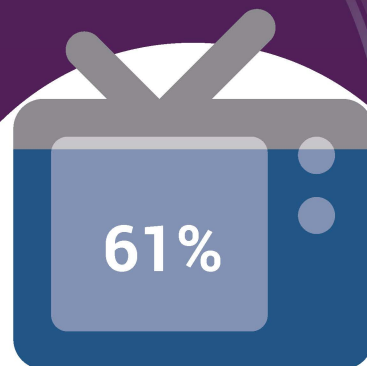




Local TV is Trusted TV.

A Videa-sponsored nationwide survey asked respondents to share their thoughts and perspectives on how much they trust their local news vs. national news; where they get their local news, and reasons why. Despite numerous options and competition for mindshare, most respondents still prefer and trust local TV.



Local news is trusted.

A strong majority – nearly two-in-three Americans, at 61% – say they have some or a lot of trust in the information they get from local news organizations.

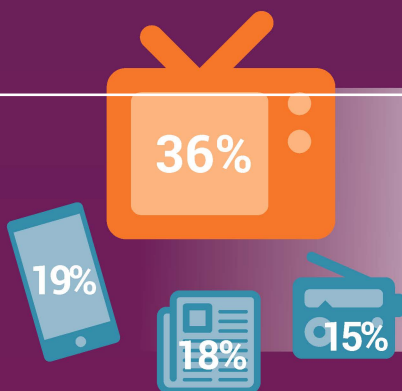
Television remains king for local news sources – by far.

59% say they get their local news from television somewhat or very often – compared to 38%, 36%, and 36% for those who say the same for social media, print media, and local radio stations.



“It seems to have slightly less of an agenda and be geared more toward the community. I do not like to feel like I’m being brainwashed”

“I see The local news people as members of my community.”



In fact, those who say they get local news content from television very often (36%) is nearly twice the next highest source

(social media, 19% very often), and twice or more for print media (18% very often) and local radio stations (15%).

“With Local News I can easily verify if it is true.”

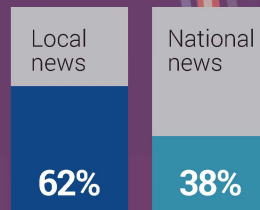


Reliability and relevance also drives enthusiasm for local news for some viewers.

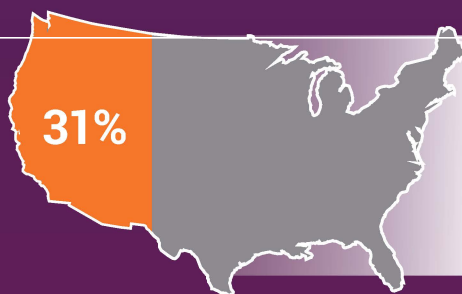
Also topping the list of reasons why those who prefer local news trust it more are that the information is either more truthful or easy to verify (26%) and that the topics are more relevant (14%).

Looking just at those who have a clear preference between local and national news, the difference in trust is even more stark.

Of those who say they trust one over the other, 62% say they trust local news more, compared to 38% who say they trust national news more – an advantage of +24 pct points for local news.



"I would miss being able to see my TV shows first-hand on the night they air."



Of that majority who trust local over national, the lack of bias in local news is a critical element of that.

One-in-three (31%) of those who trust local news more than national news say they have that trust because there is less bias and no political agenda.

What consumers would miss most if they were to cut the cord.

1. Live Programming/Specific Programs
2. Specific News Channel/Weather
3. Sports
4. Channel Surfing/Variety



"[I would miss the] ability to use my DVR to schedule recordings of programs in which I'm interested. Also, afraid I'd miss a program I normally view on a regular basis"

Just 39% say they are somewhat, mostly, or completely comfortable with advertisers collecting Smart TV data, while 48% were somewhat, mostly, or completely uncomfortable with this. People were more likely to say they were completely uncomfortable (21%) than any other response.



Videa is the leading programmatic TV marketplace that is pioneering the way full schedule, local television advertising spots are bought and sold. Through its supply-side platform, Videa provides buyers with direct access to broadcast station advertising inventory, enabling advertisers, agencies and marketers to purchase media buys – within seconds and up to a year in advance. Videa can work with any traffic system or demand-side buying platform, aligning with the unique needs of each TV station's sales strategy.

Learn more at www.vidae.tv

This survey was conducted online with 1,145 adults nationwide in March 2017. Respondents were representative of all US adults, age 18+, across education and income brackets.

Share this:

