

Fast Facts



What you need to know about new & emerging trends, platforms or technology

Community Connection

10 ways TV news creates trust and impact among diverse audiences





Trusted TV news strengthens community connections across diverse audiences

TV news is a central source of information for Black, Hispanic and Asian audiences as they navigate an increasingly fragmented media landscape. In moments that matter most, they turn to TV news for its accuracy, familiarity and unbiased perspectives, helping them stay informed and connected.

Local TV news particularly stands out by deepening personal relevance and trust through localized storytelling, trusted personalities and coverage that connects national issues to their communities.

In the third part of our custom study series, VAB partnered with Dynata to explore how TV news, especially local news, drives engagement and action among **Black, Hispanic and Asian audiences**.

Building on findings from [The Lead Story](#) and [And That's the Way It Is](#), this latest installment examines how advertising within TV news environments strengthens brand connection and influences consumer behavior.

See slide 19 for details on the custom study methodology of the survey fielded in December 2025.

Diverse audiences are more likely to be increasingly turning to TV news, especially in moments that matter



Diverse audiences are more likely to be increasingly turning to TV news, highlighting its growing importance as an outlet of community connection

% of respondents who are watching more TV news now than last year

Black

57%

Hispanic

57%

Asian

52%

White

47%



Source: Dynata, Media Consumption and Political Sentiment survey, fielded December 2025 (n=2,319). Survey base: A18+ U.S. respondents. Q9. Please rate your agreement with the following statements - 'I am watching more TV news now than I did last year.' Based on respondents who selected 'strongly agree' or 'agree' [Top 2 Box]. Base = All News Respondents. Black respondents (n=168), Hispanic respondents (n=143), Asian respondents (n=85), White respondents (n=941).

Staying informed on current events is the top reason why diverse audiences tune in, speaking to their interest and engagement with TV news

% of respondents who say the main reason they watch news on TV is to stay informed on current events



Source: Dynata, Media Consumption and Political Sentiment survey, fielded December 2025 (n=2,319). Survey base: A18+ U.S. respondents. Q5. What is the main reason you watch news on TV? – ‘To stay informed about current events.’ Base = All News Respondents. Black respondents (n=168), Hispanic respondents (n=143), Asian respondents (n=85), White respondents (n=941).

In moments of major importance, diverse audiences turn to TV first, reinforcing its role as a primary news destination



% of respondents who go to local or national TV news first for breaking news

Black

83%

Hispanic

80%

Asian

87%

White

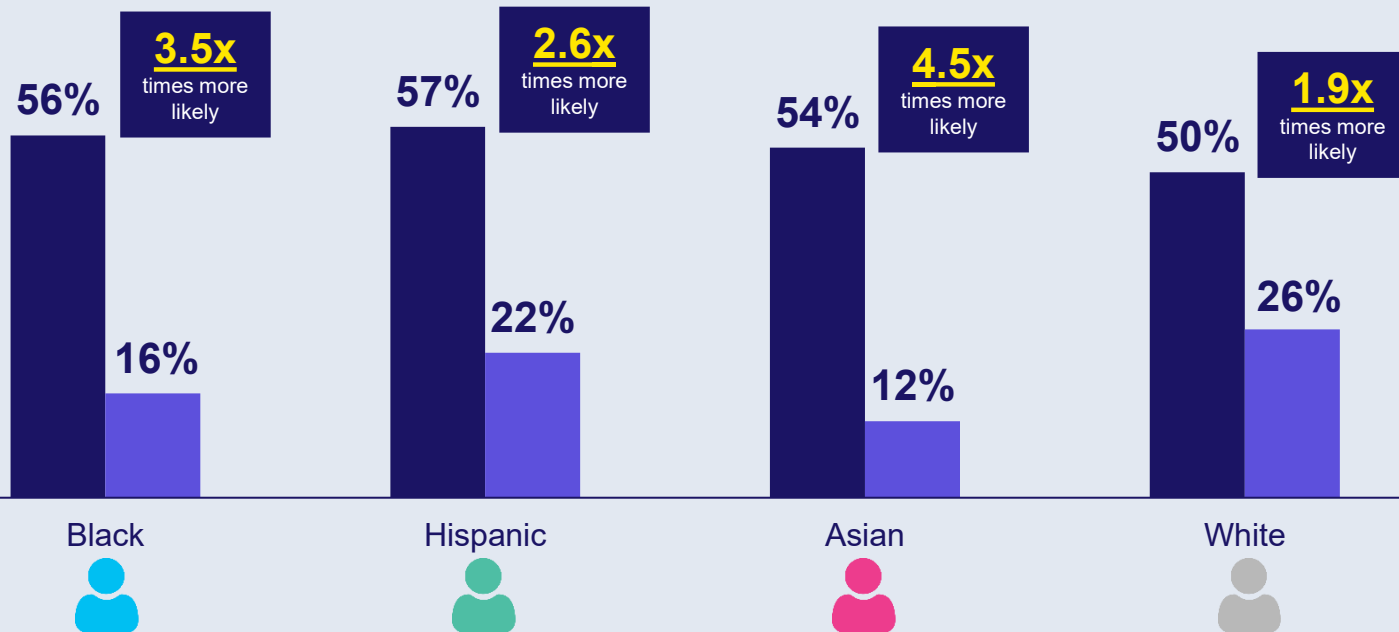
86%

Source: Dynata, Media Consumption and Political Sentiment survey, fielded December 2025 (n=2,319). Survey base: A18+ U.S. respondents. Q8. Where do you go first for breaking news? – 'Local TV news' or 'National TV news.' Base = All News Respondents. Black respondents (n=168), Hispanic respondents (n=143), Asian respondents (n=85), White respondents (n=941).

Diverse audiences are more likely to appreciate the honest, unbiased and straightforward perspective that TV news offers

% of respondents who are satisfied / unsatisfied with the unbiased perspective in TV news reports

■ Satisfied ■ Dissatisfied







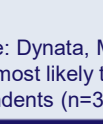
Source: Dynata, Media Consumption and Political Sentiment survey, fielded December 2025 (n=2,319). Survey base: A18+ U.S. respondents. Q10. Indicate your overall level of satisfaction with the following. - 'Unbiased perspective in TV news reports.' Base = All News Respondents. Based on respondents who answered 'satisfied' or 'very satisfied' [Top 2 Box]. Black respondents (n=168), Hispanic respondents (n=143), Asian respondents (n=85), White respondents (n=941).



Conversely, social media is often perceived as a source of misinformation across most audiences, underscoring the trust and credibility in TV news



% of respondents who believe the following platforms are the *most likely to provide fake or misleading information*
Social Media vs. Traditional TV

	<u>Key Groups</u>	<u>Social Media</u>	<u>Traditional TV</u>	<u>Social Media vs. Traditional TV</u> x times more likely
	Black	38%	14%	2.8x
	Hispanic	44%	17%	2.6x
	Asian	48%	13%	3.6x
	White	52%	19%	2.7x

Source: Dynata, Media Consumption and Political Sentiment survey, fielded December 2025 (n=2,319). Survey base: A18+ U.S. respondents. Q30. Which source do you believe is the most likely to provide fake or misleading information. – ‘Social Media’ (e.g. Instagram, TikTok) vs. ‘Traditional TV’ (cable or satellite). Base = Total Respondents. Black respondents (n=318), Hispanic respondents (n=298), Asian respondents (n=160), White respondents (n=1650).

Local TV news strengthens trust among diverse audiences through positive personalities and community-focused content



Local news personalities have a positive impact on their community, strengthening engagement and trust among diverse audiences



'Local TV news anchors have a positive impact on the community'
% of respondents that agree



Source: Dynata, Media Consumption and Political Sentiment survey, fielded December 2025 (n=2,319). Survey base: A18+ U.S. respondents. Q9. Please rate your agreement with the following statements - 'Local TV news anchors have a positive impact on the community.' Base = All News Respondents. Based on respondents who selected 'strongly agree' or 'agree' [Top 2 Box]. Black respondents (n=168), Hispanic respondents (n=143), Asian respondents (n=85), White respondents (n=941).

Diverse audiences value local TV news because it offers personal relevancy like local perspectives on national issues and community-centered stories

'I appreciate the local perspective on national issues'

% of respondents that agree

Black

70%

Hispanic

67%

Asian

77%

White

65%

'Local TV news stories are more relevant to me than national news'

% of respondents that agree

Black

55%

Hispanic

53%

Asian

52%

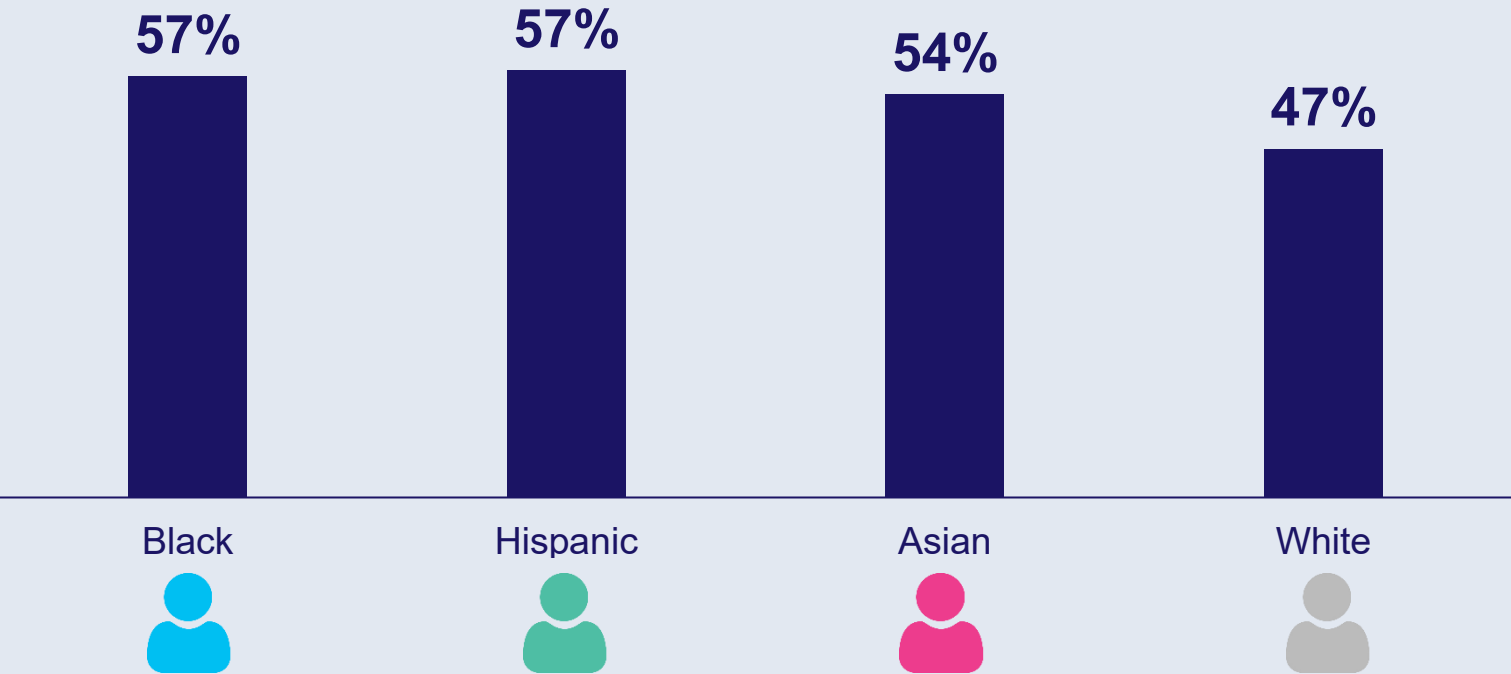
White

49%

Source: Dynata, Media Consumption and Political Sentiment survey, fielded December 2025 (n=2,319). Survey base: A18+ U.S. respondents. Q9. Please rate your agreement with the following statements - 'I appreciate the local perspective on national issues', 'Local TV news stories are more relevant to me than national news.' Base = All News Respondents. Based on respondents who selected 'strongly agree' or 'agree' [Top 2 Box]. Black respondents (n=168), Hispanic respondents (n=143), Asian respondents (n=85), White respondents (n=941).

Diverse audiences are more likely to view local TV news as a more accurate source of information, due to the credibility it continually provides

% of respondents who find local TV news information more accurate than other sources



Source: Dynata, Media Consumption and Political Sentiment survey, fielded December 2025 (n=2,319). Survey base: A18+ U.S. respondents. Q9. Please rate your agreement with the following statements - 'Information during local TV news is more accurate than other sources.' Base = All News Respondents. Based on respondents who selected 'strongly agree' or 'agree' [Top 2 Box]. Black respondents (n=168), Hispanic respondents (n=143), Asian respondents (n=85), White respondents (n=941).



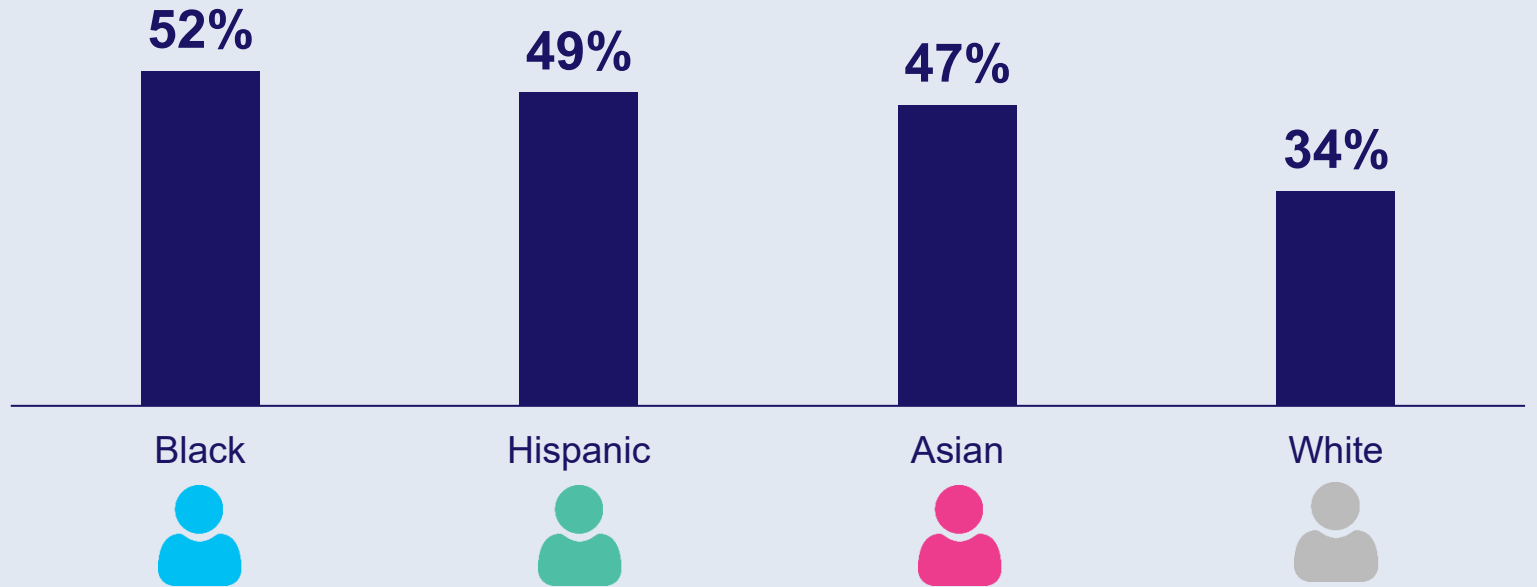
TV news enhances brand perception and motivates purchase among diverse audiences



Advertising in local TV news strengthens brand perception among diverse audiences, highlighting the impact of messaging alongside trusted content



% of respondents who have a better opinion of brands that advertise during local TV news



Source: Dynata, Media Consumption and Political Sentiment survey, fielded December 2025 (n=2,319). Survey base: A18+ U.S. respondents. Q9. Please rate your agreement with the following statements - 'I have a better opinion of brands that advertise during local TV news.' Base = All News Respondents. Based on respondents who selected 'strongly agree' or 'agree' [Top 2 Box]. Black respondents (n=168), Hispanic respondents (n=143), Asian respondents (n=85), White respondents (n=941).

Engagement, trust and relevance translates into action for diverse audiences who are more likely to buy from TV news advertisers

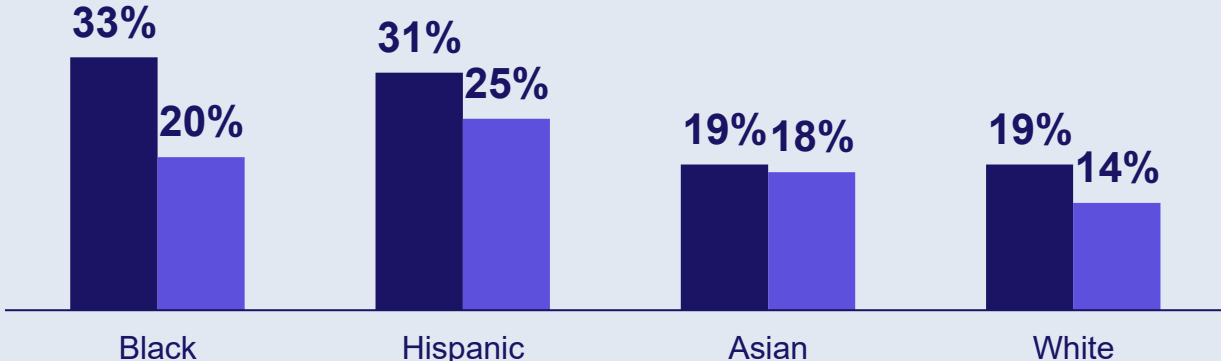
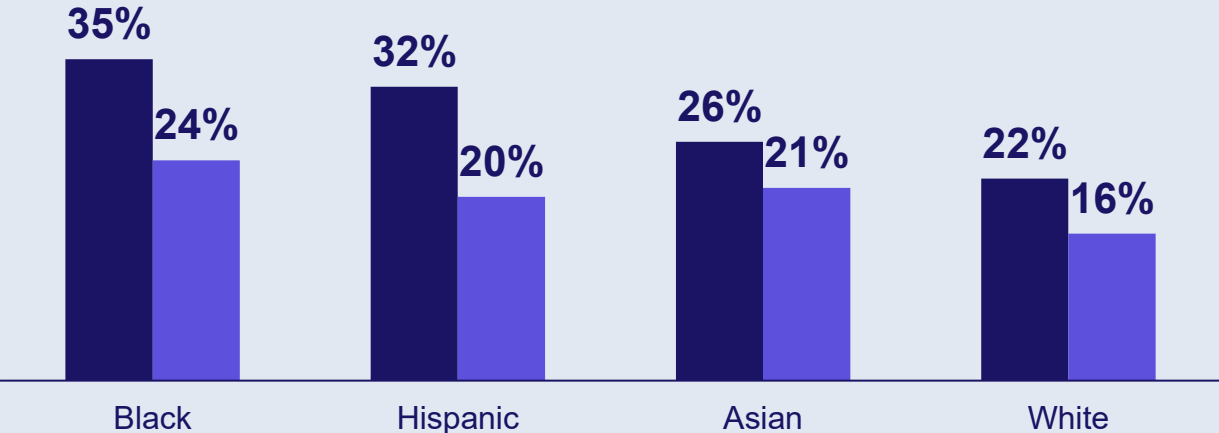
% who say ads shown in the following would make them either 'more likely' or 'less likely' to purchase

Following a breaking news story on a local TV news channel

During national TV news

■ More Likely to Purchase ■ Less Likely to Purchase

■ More Likely to Purchase ■ Less Likely to Purchase



Source: Dynata, Media Consumption and Political Sentiment survey, fielded December 2025 (n=2,319). Survey base: A18+ U.S. respondents. Q35. Would any of the following impact your willingness to purchase a product or service after seeing an ad? – 'Ad shown following a breaking news story on my local TV news channel', 'Ad shown during national TV news.' Base = Ad Exposed Respondents. Based on respondents who answered 'more likely to purchase' or 'less likely to purchase.' Black respondents (n=199), Hispanic respondents (n=181), Asian respondents (n=98), White respondents (n=1,058).

Key Marketer Takeaways

- ▶ Growing viewership, habitual engagement and credibility during key moments position TV news as an important outlet for community connection among diverse audiences
- ▶ Local TV news is a highly trusted resource for relevant perspectives and community-focused stories provided by positive personalities that makes content feel more relatable across diverse audiences
- ▶ Advertising alongside TV news, especially local, enhances brand perception and motivates purchase by diverse viewers

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We are committed to providing marketers with the data and insights they need to develop thoughtful, inclusive campaigns & strategies. To find out more on the unique media consumption behaviors and cultural trends of multicultural consumers, visit the VAB's [**DEIB Marketing Resource Center**](#).



The Lead Story
How Multiscreen TV Drives Cross-Partisan Engagement for Political Ad Campaigns



And That's the Way It Is
How TV News Provides Scale, Attention & Engagement For High-Value Audiences



The Credibility Crisis
How People Find Trusted News Amidst a Wave of Misinformation



Why banning Pharma TV ads would disproportionately affect minority groups



Holidays with Heart
How Marketers Can Authentically Connect with Hispanic Shoppers



What does authentic representation mean to diverse audiences?

VAB Members, brand marketers and agencies get free and immediate access to VAB's content library. Get access at [theVAB.com](https://thevab.com)

About VAB

VAB plays a dual role in the video advertising industry. We are leading the change to bring about a more innovative and transparent marketplace. We also provide the insights and thought leadership that enables marketers to develop business-driving marketing strategies.

Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.



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Custom Study Methodology

In December 2025, VAB conducted a survey with Dynata to understand how Americans engage with political and news content across today's fragmented media landscape.

The results are based on 2,319 U.S. adults 18+. This study examines how diverse audiences engage with TV news, both local and national, and why this matters for marketers.

The analysis explores how TV news, particularly local TV news, serves as a trusted and engaging source of information for diverse audiences and how the strong credibility and personal relevance of these environments help brands build deeper connections and drive consumer action.