

A Fresh Take

Staying ahead of evolving dynamics in the marketplace and our culture

And That's The Way It Is

How TV News Provides Scale, Attention & Engagement For High-Value Audiences





Multiscreen TV news plays a central role in keeping influential audiences informed

From breaking headlines and defining political moments to local community updates, **multiscreen TV news keeps high-value audiences connected to the stories shaping their world.** In a media environment filled with misinformation and noise, it continues to stand out for its reliability, quality, accuracy and integrity.

Based on a custom survey VAB conducted in partnership with Dynata, [our first guide](#) explored the behaviors and attitudes of people across the spectrum of political involvement and party affiliation. **This latest report** explores perceptions and viewership of TV news versus other media platforms among **three key audiences** that are valued by advertisers for their buying power and influence: **adults 35-54, \$100K+ household income and full-time employed.**

The results underscore the value of multiscreen TV news as a credible, brand safe platform for **reaching influential audiences at scale**, especially in comparison with social platforms and technologies like AI. Across ad-supported linear and streaming, multiscreen TV news also offers advertisers an **outcomes-driven environment** that **pairs trust and attention** with **meaningful consumer engagement.**

See [appendix](#) for greater details behind the custom study methodology and make-up of the 2,319 A18+ U.S. respondents. Survey fielded in December 2025.

We examined behaviors and sentiments among high-value audience segments to understand the role TV news plays in their lives

Three Key Groups Examined in This Analysis



Adults 35-54



**Household Income
\$100K+**



Employed Full-Time

Source: Dynata, Media Consumption and Political Sentiment survey, fielded December 2025 (n=2,319). Survey base: A18+ U.S. respondents. A35-54 respondents (n=766), Household Income \$100K+ respondents (n=420), Employment Status – Full Time respondents (n=826).

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TV news provides clear value through timely, useful and credible information, standing out for its everyday relevance and positive impact for advertisers



Watching TV news – both local and national – is a habitual behavior for many in high-value audience segments

% of respondents who watch local TV news in a typical week

54%

of A35-54

64%

of HHI \$100K+

57%

of Full-Time Employed

% of respondents who watch national TV news in a typical week

45%

of A35-54

62%

of HHI \$100K+

51%

of Full-Time Employed

Source: Dynata, Media Consumption and Political Sentiment survey, fielded December 2025 (n=2,319). Survey base: A18+ U.S. respondents. Q3. In a typical week, which of the following do you watch on TV? Base = TV Respondents. A35-54 respondents (n=672), Household Income \$100K+ respondents (n=387), Employment Status – Full Time respondents (n=740).

About half of these high-value audience cohorts say they're watching more TV news, which highlights its growing importance in their daily lives

▶ Even 58% of adults 18-34 are watching more TV news, highlighting how important credibility in news is important for all generations



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



52%
of A35-54



46%
of HHI \$100K+



56%
of Full-Time
Employed

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 [Top 2 Box – 'Agree', 'Strongly Agree']. Base = All News Respondents. A18-34 respondents (n=301), A35-54 respondents (n=422), Household Income \$100K+ respondents (n=298), Employment Status – Full Time respondents (n=492).

Staying informed on current events is the #1 reason people tune in, which speaks to the immediacy and engagement of TV news

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



43%

of A35-54



43%

of HHI \$100K+



41%

of Full-Time Employed

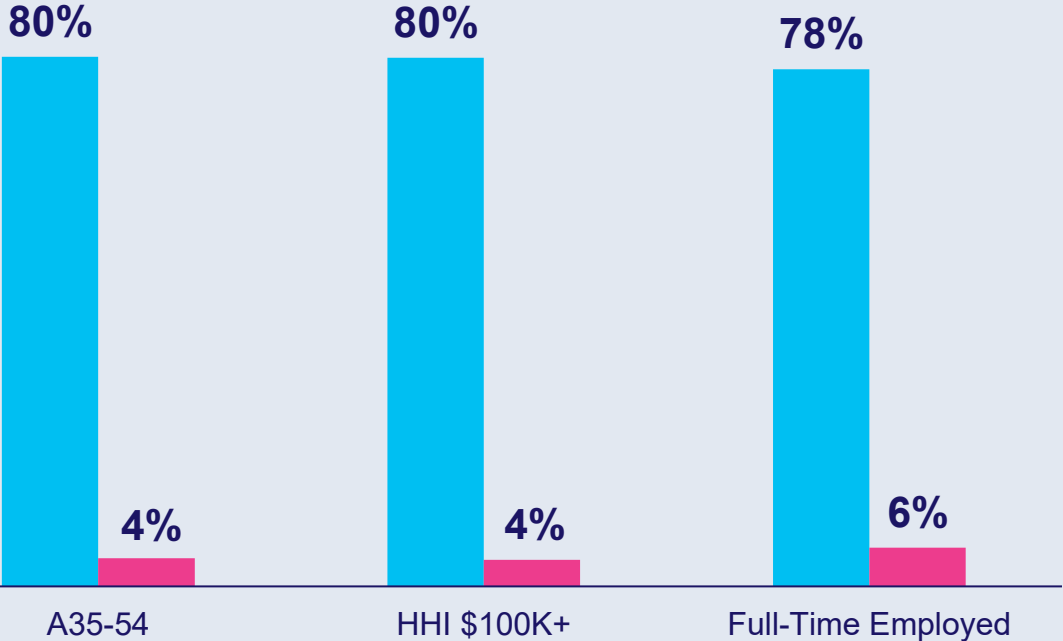
Source: Dynata, Media Consumption and Political Sentiment survey, fielded December 2025 (n=2,319). Survey base: A18+ U.S. respondents. Q5. What is the main reason you watch news on TV? Base = All News Respondents. A35-54 respondents (n=766), Household Income \$100K+ respondents (n=420), Employment Status – Full Time respondents (n=740). Respondents could select any media.

High-Value audiences particularly appreciate TV news as a timely, relevant source for breaking news and local community information

% of respondents who are satisfied with the following...

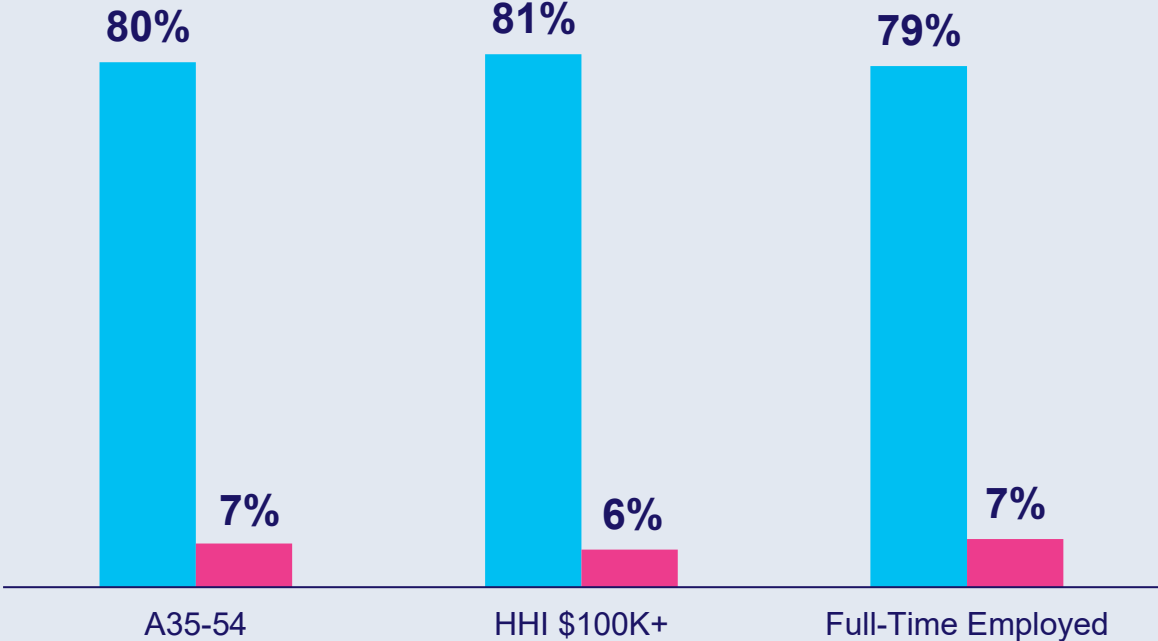
Speed of breaking news coverage on TV

■ Satisfied ■ Dissatisfied



Information about my community from local TV news

■ Satisfied ■ Dissatisfied



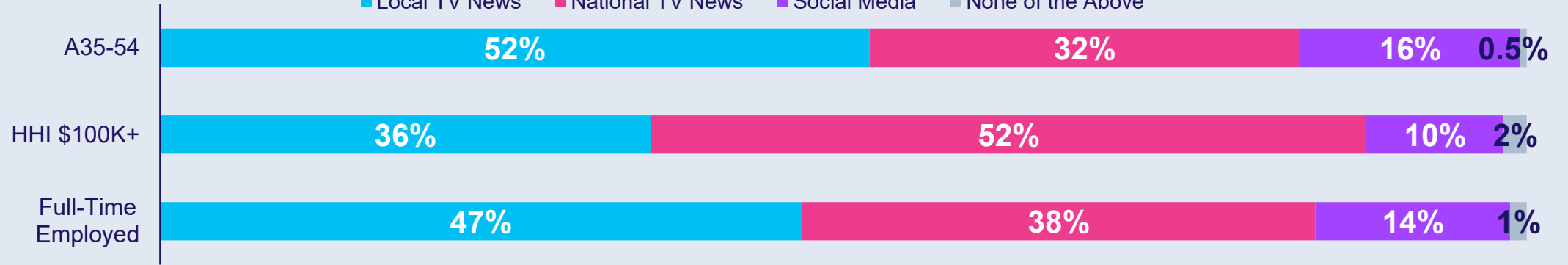
Source: Dynata, Media Consumption and Political Sentiment survey, fielded December 2025 (n=2,319). Survey base: A18+ U.S. respondents. Q10. Please indicate your overall level of satisfaction with the following. Reflects respondents who answered 'satisfied' or 'very satisfied' & 'dissatisfied' or 'very dissatisfied.' Base = All News Respondents. A35-54 respondents (n=422), Household Income \$100K+ respondents (n=298), Employment Status – Full Time respondents (n=492).

In fact, they're much more likely to go to TV news first over social media for breaking news coverage and updates on major news stories

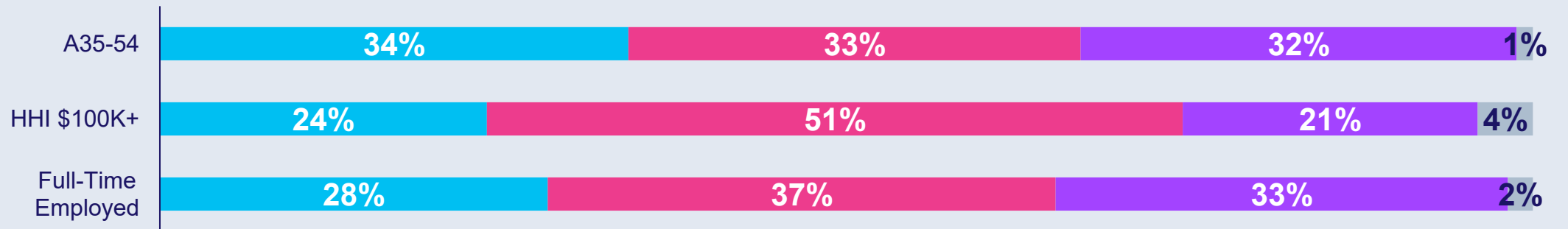
% of respondents who go to the following media first for the following

Local TV News National TV News Social Media None of the Above

Breaking News



Quick Updates on a Major Story

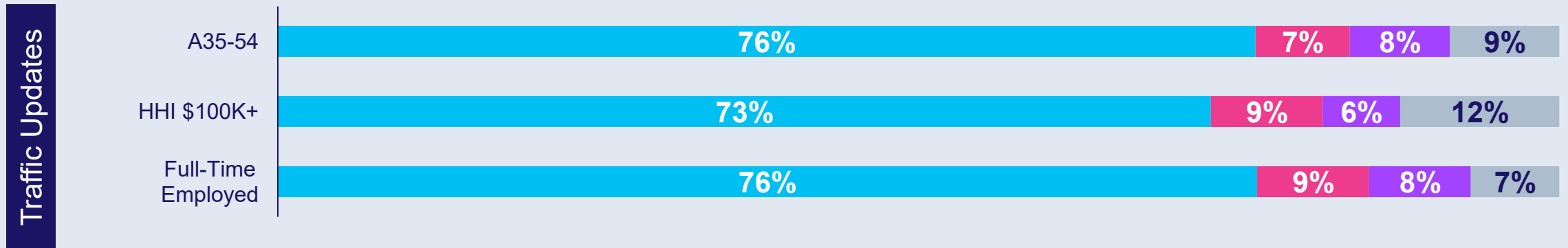
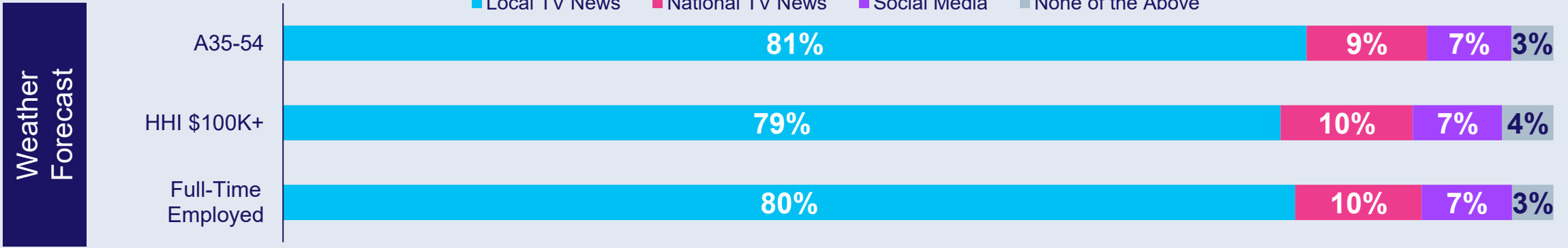


Source: Dynata, Media Consumption and Political Sentiment survey, fielded December 2025 (n=2,319). Survey base: A18+ U.S. respondents. Q8. Where do you go first for the following information? Base = All News Respondents. A35-54 respondents (n=422), Household Income \$100K+ respondents (n=298), Employment Status – Full Time respondents (n=492).

TV news is also their top source by far for vital information that personally impacts their daily lives, like weather and traffic

% of respondents who go to the following media first for the following

Local TV News National TV News Social Media None of the Above

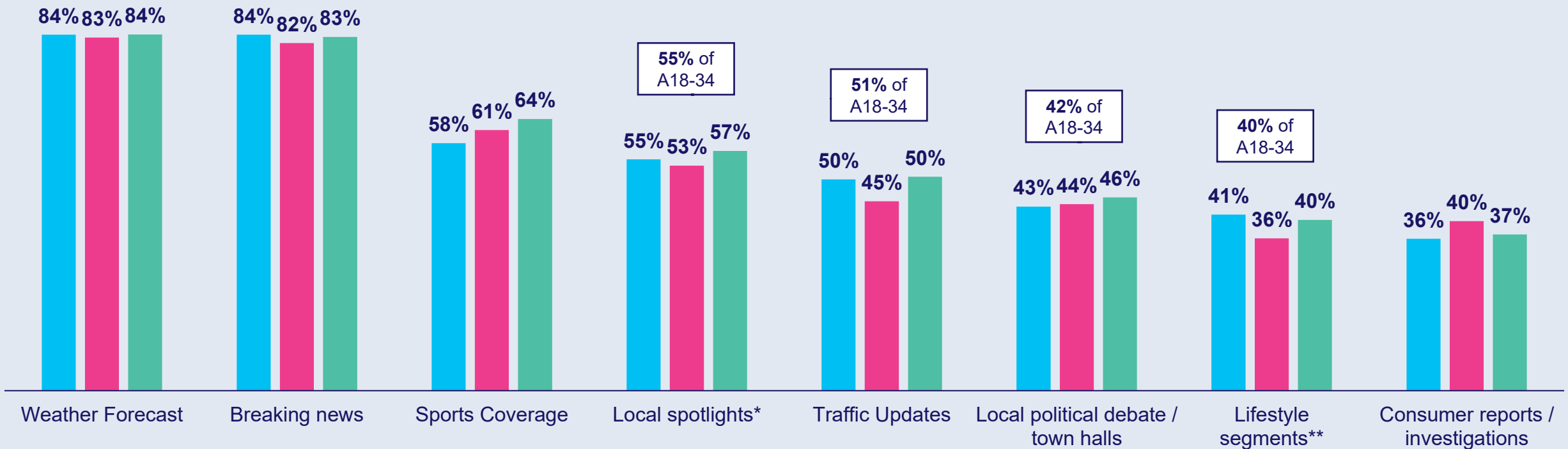


Source: Dynata, Media Consumption and Political Sentiment survey, fielded December 2025 (n=2,319). Survey base: A18+ U.S. respondents. Q8. Where do you go first for the following information? Base = All News Respondents. A35-54 respondents (n=422), Household Income \$100K+ respondents (n=298), Employment Status – Full Time respondents (n=492).

This everyday relevance extends across a broader mix of local news topics like sports, human interest stories, elections and investigative reporting

% of respondents who watch the following segments on their local news channels

■ A35-54 ■ HHI \$100K+ ■ Full-Time Employed

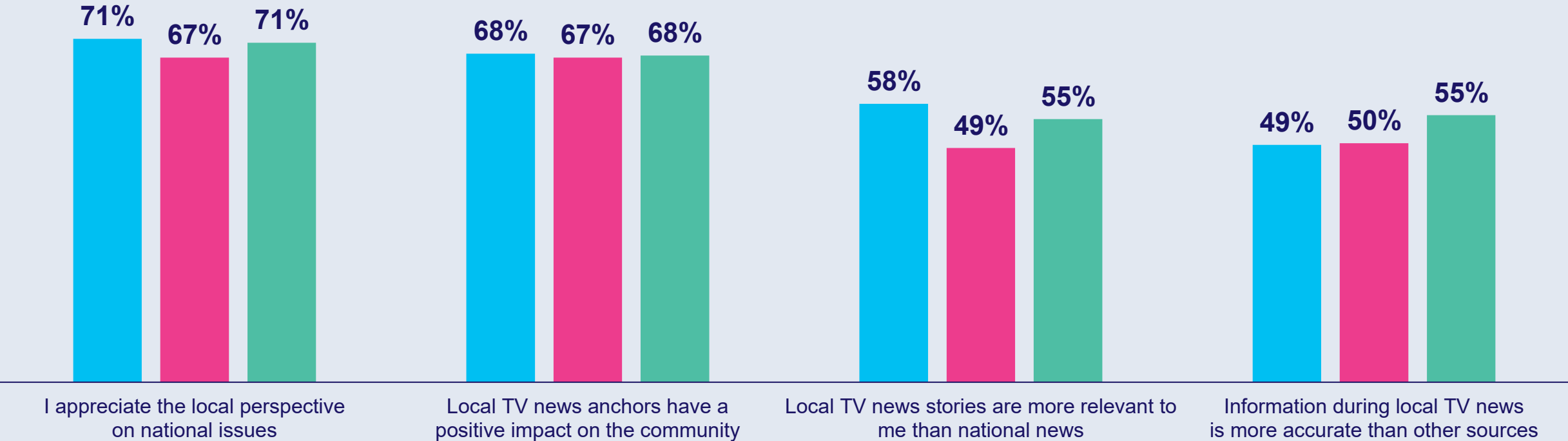


Source: Dynata, Media Consumption and Political Sentiment survey, fielded December 2025 (n=2,319). Survey base: A18+ U.S. respondents. Q7. Do you watch any of the following segments on your local news channels? Base = All News Respondents. A35-54 respondents (n=766), Household Income \$100K+ respondents (n=420), Employment Status – Full Time respondents (n=740). *e.g. community events, human interest stories, etc. **e.g. entertainment, health & wellness, etc.

Local TV news provides perspective, positive community connection, relevancy and credibility that resonates with high-value audiences

% of respondents who agree with the following statements about local TV news

■ A35-54 ■ HHI \$100K+ ■ Full-Time Employed



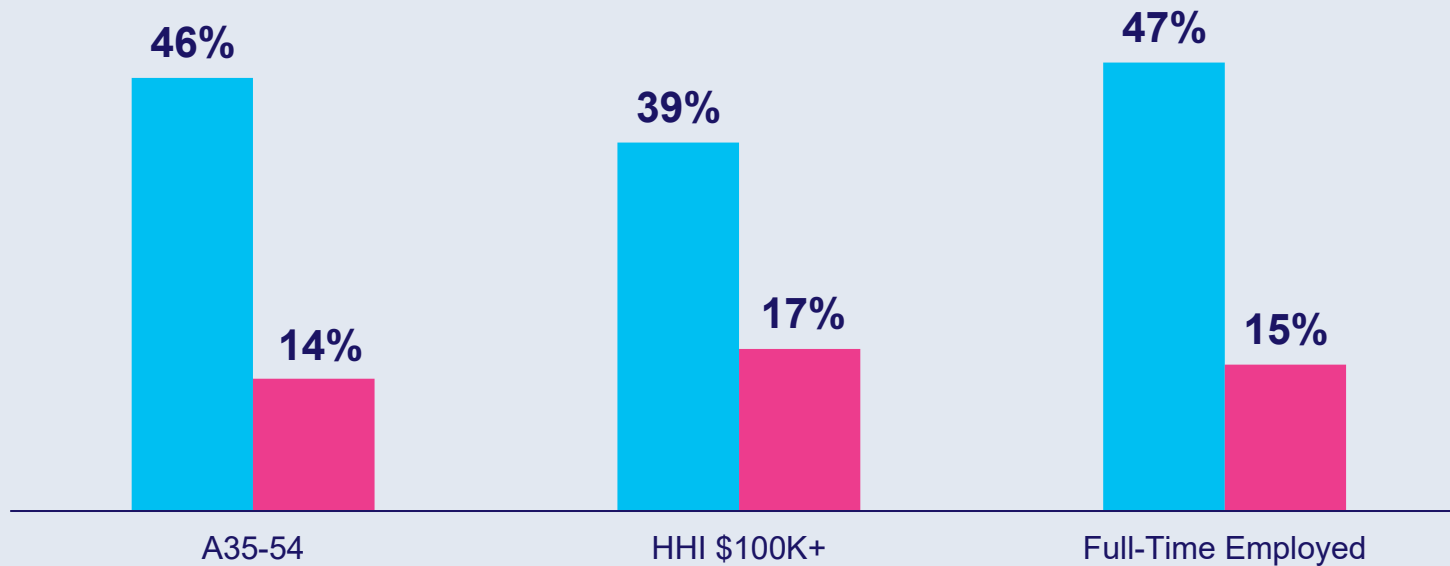
Source: Dynata, Media Consumption and Political Sentiment survey, fielded December 2025 (n=2,319). Survey base: A18+ U.S. respondents. Q9. Please rate your agreement with the following statements [Top 2 Box – ‘Agree’, ‘Strongly Agree’]. Base = All News Respondents. A35-54 respondents (n=422), Household Income \$100K+ respondents (n=298), Employment Status – Full Time respondents (n=492).

Credibility creates a halo effect for brands, as viewers are more than twice as likely to have a higher opinion of the advertisers in local TV news

▶ This positive halo effect extends to younger adults as well, with **47% of A18-34** expressing a more favorable view of advertisers in local TV news

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

■ Agree ■ Disagree



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 [Top 2 Box – ‘Agree’, ‘Strongly Agree’ vs. Bottom 2 Box – ‘Disagree’, ‘Strongly Disagree’]. Base = All News Respondents. A18-34 respondents (n=301), A35-54 respondents (n=422), Household Income \$100K+ respondents (n=298), Employment Status – Full Time respondents (n=492).



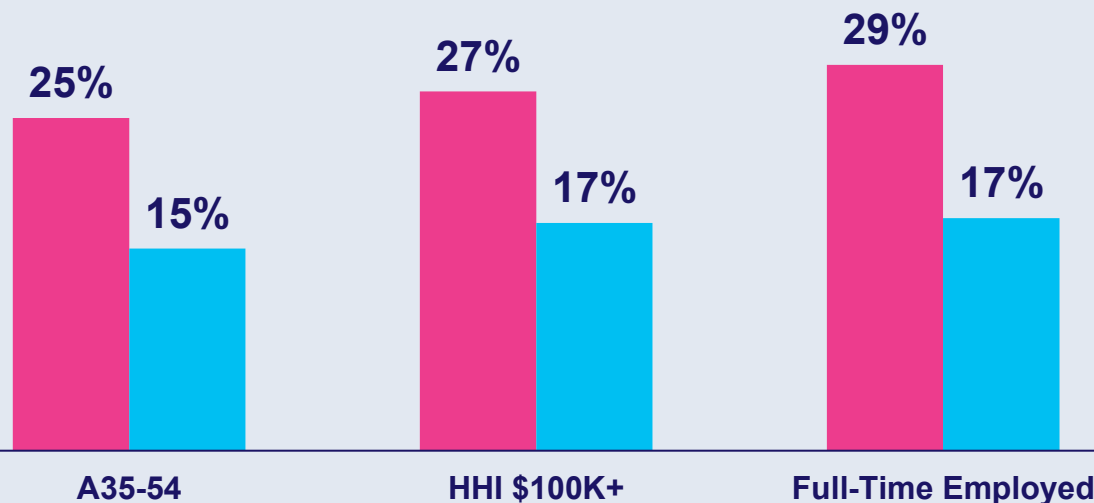
Having a better opinion of an advertiser enhances brand reputation and drives a higher likelihood of purchase intent within TV news environments

▶ High-income households and employed viewers are more than **2x** more likely than not to buy from advertisers seen during national TV news

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

Following a breaking news story on my local TV news channel

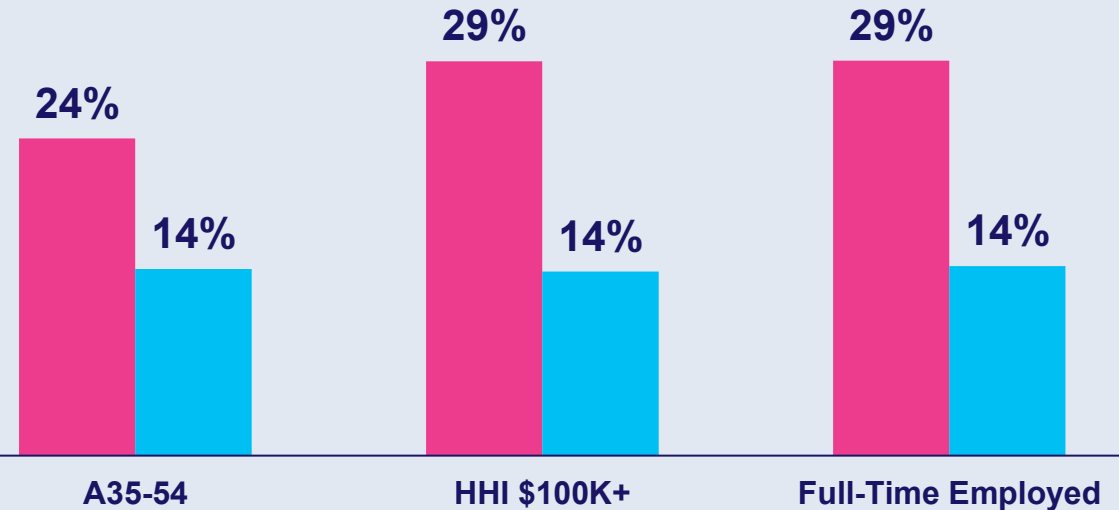
■ More Likely to Purchase ■ Less Likely to Purchase



31% of A18-34 are more likely to purchase a product advertised following a breaking news story on their local TV news channel (vs. 25% who are less likely to purchase)

During national TV news

■ More Likely to Purchase ■ Less Likely to Purchase



28% of A18-34 are more likely to purchase a product advertised during national TV news (vs. 22% who are 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? Base = Ad Exposed Respondents. A18-34 respondents (n=493), A35-54 respondents (n=524), Household Income \$100K+ respondents (n=306), Employment Status – Full Time respondents (n=594).

2

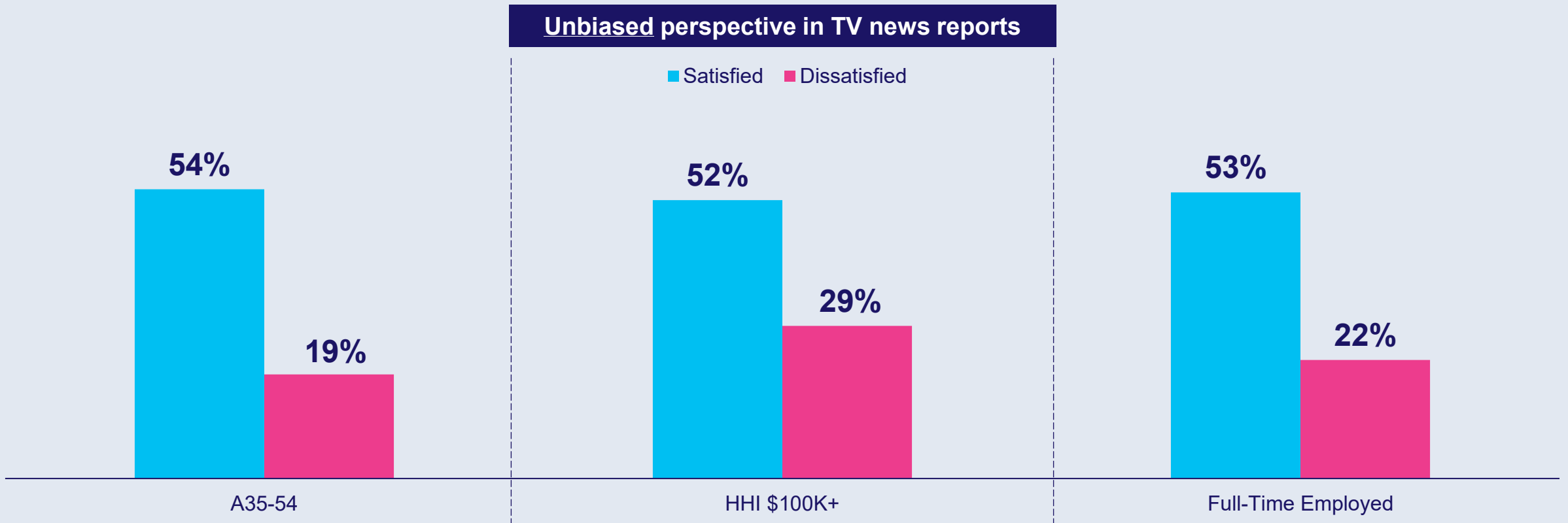
At a time when audiences are navigating more noise and information uncertainty, TV news stands out for its trust, balance and credibility



TV news earns strong appreciation for its unbiased perspective among high-value audiences

▶ Among adults 18-34, 51% value the neutral approach of TV news programs (vs. 20% who are dissatisfied)

% of respondents who are satisfied with the following...



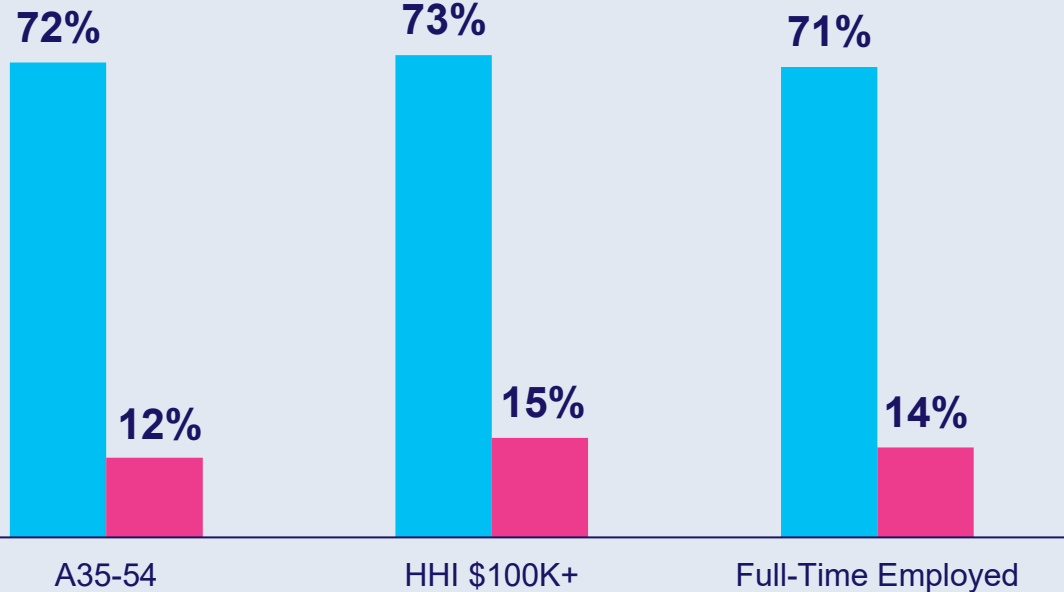
Source: Dynata, Media Consumption and Political Sentiment survey, fielded December 2025 (n=2,319). Survey base: A18+ U.S. respondents. Q10. Please indicate your overall level of satisfaction with the following. Reflects respondents who answered 'satisfied' or 'very satisfied' & 'dissatisfied' or 'very dissatisfied.' Base = All News Respondents. A18-34 respondents (n=301), A35-54 respondents (n=422), Household Income \$100K+ respondents (n=298), Employment Status – Full Time respondents (n=100)

Strong viewer satisfaction on accuracy and reporting quality reinforces TV news as a trusted journalistic resource

% of respondents who are satisfied with the following...

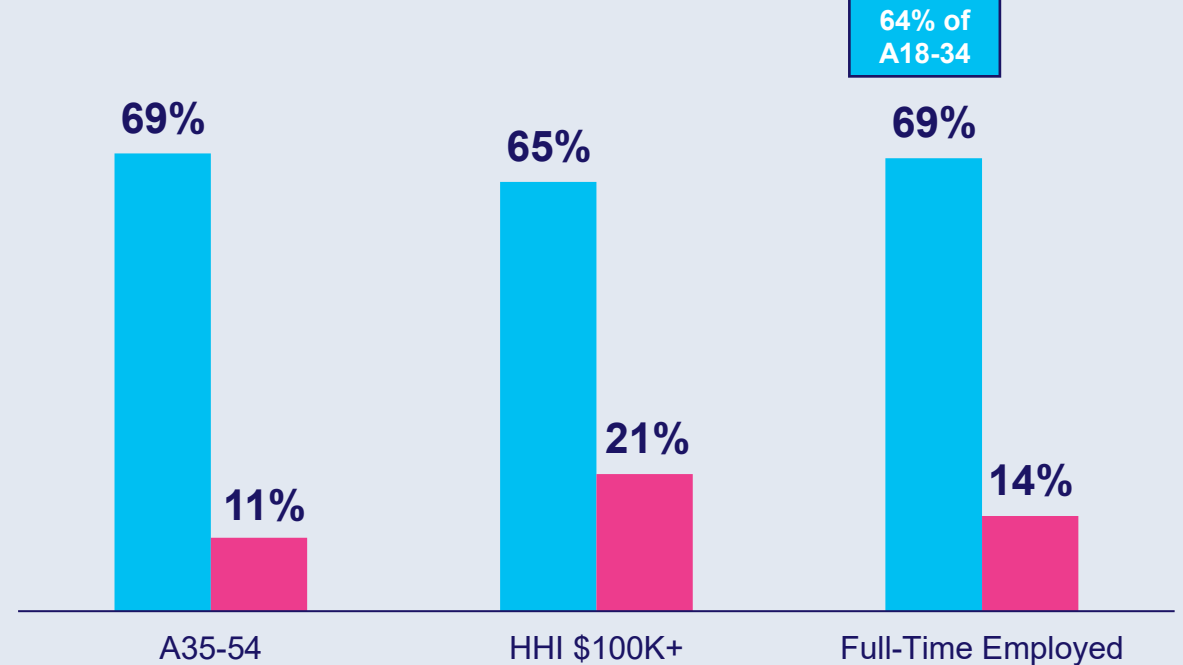
Accuracy of TV news reports

■ Satisfied ■ Dissatisfied



Quality of journalism / reporting on TV news

■ Satisfied ■ Dissatisfied

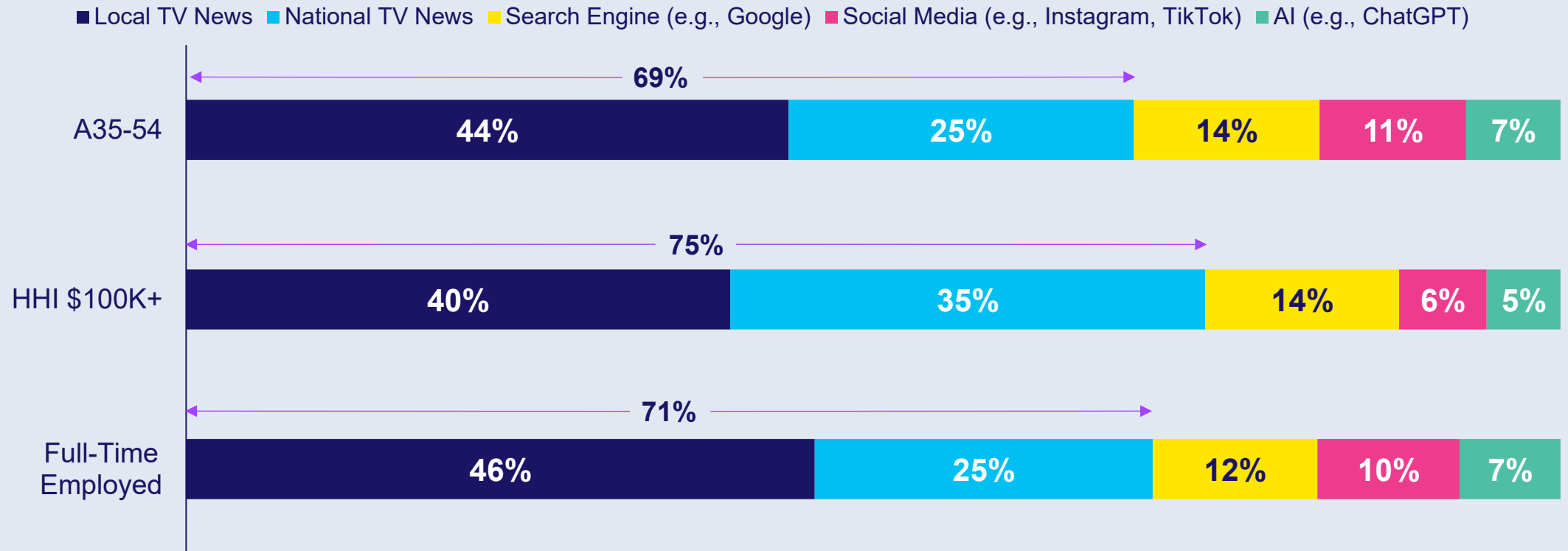


Source: Dynata, Media Consumption and Political Sentiment survey, fielded December 2025 (n=2,319). Survey base: A18+ U.S. respondents. Q10. Please indicate your overall level of satisfaction with the following. Reflects respondents who answered 'satisfied' or 'very satisfied' & 'dissatisfied' or 'very dissatisfied.' Base = All News Respondents. A35-54 respondents (n=422), Household Income \$100K+ respondents (n=298), Employment Status – Full Time respondents (n=492).

In fact, TV is the most trusted news source as both local and national TV far outpaces search, social media and AI across these audiences

▶ Collectively, households with an income of \$100K+ are almost **13x** more likely to trust TV news than social media platforms

% of respondents who trust the following media sources the most



Source: Dynata, Media Consumption and Political Sentiment survey, fielded December 2025 (n=2,319). Survey base: A18+ U.S. respondents. Q11. Please rank your level of trust with information from the following sources. Based on respondents who ranked media #1 = 'I trust this source the most'. Base = All News Respondents. A35-54 respondents (n=422), Household Income \$100K+ respondents (n=298), Employment Status – Full Time respondents (n=492).

TV news is more likely to be seen as providing positive representations of moderate and bipartisan views compared to social media



% more likely to feel TV news offers positive representations of moderate or bipartisan views vs. social media*

A35-54

+20%

more likely
(34% vs. 29%)

HHI \$100K+

+42%

more likely
(40% vs. 29%)

Full-Time Employed

+15%

more likely
(38% vs. 33%)

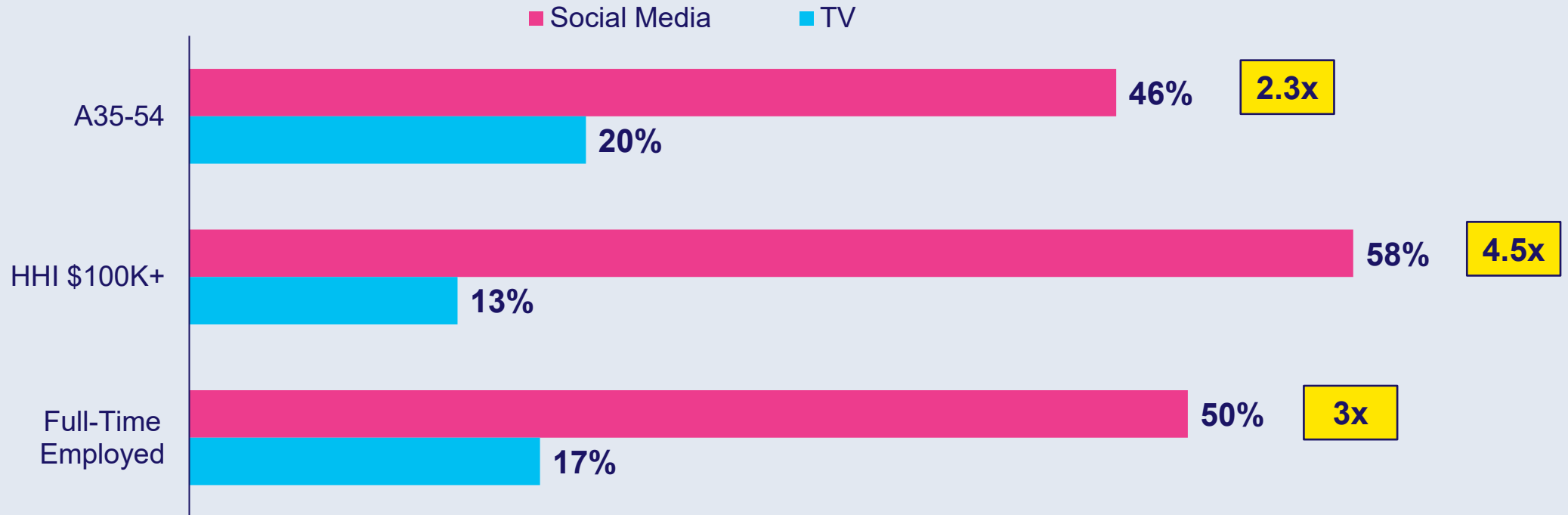
Source: Dynata, Media Consumption and Political Sentiment survey, fielded December 2025 (n=2,319). Survey base: A18+ U.S. respondents. Q29. How would you rate the representation of moderate or bipartisan views in the following media? Based on respondents who selected 'excellent' or 'good' [Top 2 Box]. Base = Total Respondents. A35-54 respondents (n=766), Household Income \$100K+ respondents (n=420), Employment Status – Full Time respondents (n=826). *Social media posts on platforms such as Instagram, Facebook.

Conversely, social media is seen as a far greater source of fake or misleading information, underscoring TV's much stronger credibility

▶ Adults 18-34 also see a clear credibility gap, with 41% saying social media often contains inaccurate information (vs. 16% for TV)

Which source, if any, do you believe is the most likely to provide fake or misleading information?

% of respondents



Source: Dynata, Media Consumption and Political Sentiment survey, fielded December 2025 (n=2,319). Survey base: A18+ U.S. respondents. Q30. Which source, if any, do you believe is the most likely to provide fake or misleading information? Base = Total Respondents. A35-54 respondents (n=766), Household Income \$100K+ respondents (n=420), Employment Status – Full Time respondents (n=826).

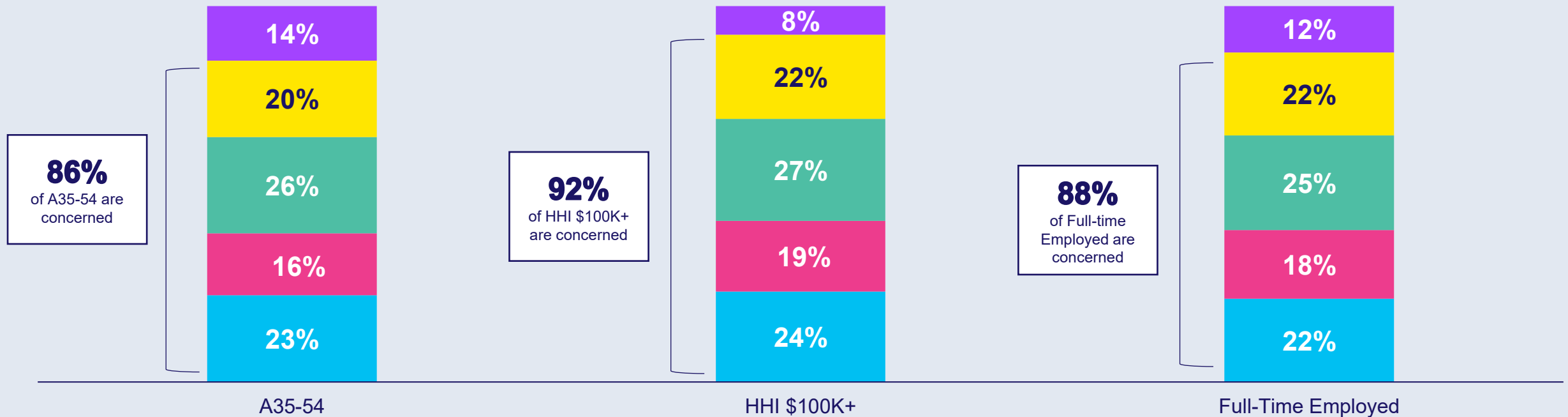
As distrust grows, there is also widespread concern about AI in media which directly impacts the legitimacy of news content on digital platforms

► Unease around AI in media is universal, with even 87% of adults 18-34 expressing some degree of concern

Are you concerned about the use of AI in the media?

% of respondents

■ I'm extremely concerned ■ I'm quite concerned ■ I'm somewhat concerned ■ I'm slightly concerned ■ I'm not concerned at all



Source: Dynata, Media Consumption and Political Sentiment survey, fielded December 2025 (n=2,319). Survey base: A18+ U.S. respondents. Q37. Are you concerned about the use of AI in the media? Base = Total Respondents. A18-34 respondents (n=744), A35-54 respondents (n=766), Household Income \$100K+ respondents (n=420), Employment Status – Full Time respondents (n=826).

3

When it comes to political engagement, TV news plays an important role in candidate discovery, issue engagement and action



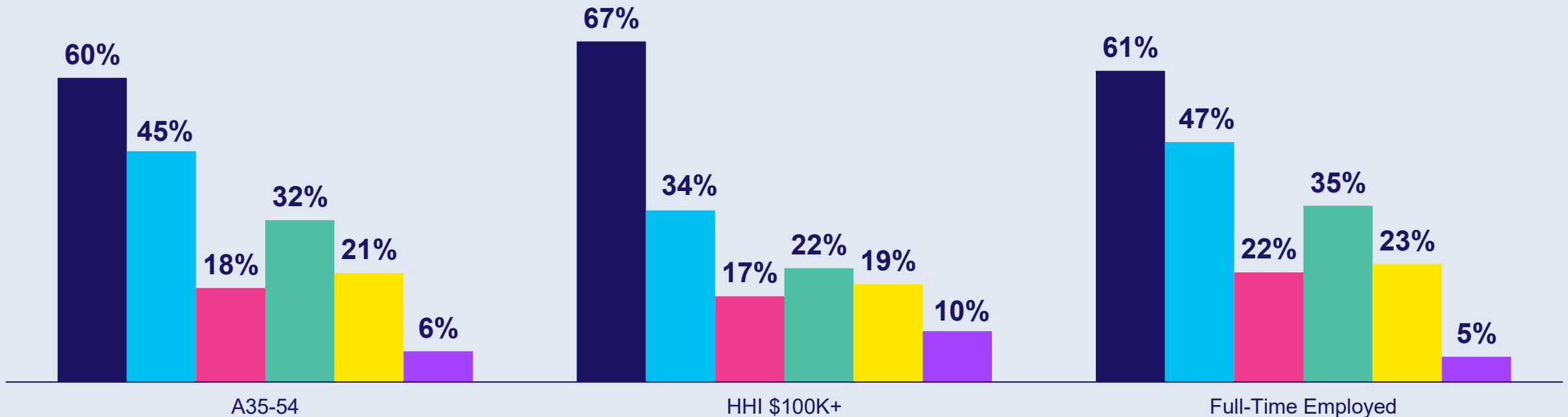
TV news is the dominant source of information across audiences when it comes to staying informed on key national political issues

▶ HHI \$100K+ show the strongest preference for TV news, being **2x** more likely to use it to stay informed vs. social media

Which of the following do you use to stay informed about key national political issues?

% of respondents

■ TV news ■ Social media posts ■ Discussion-based social media ■ YouTube ■ Podcasts ■ Other



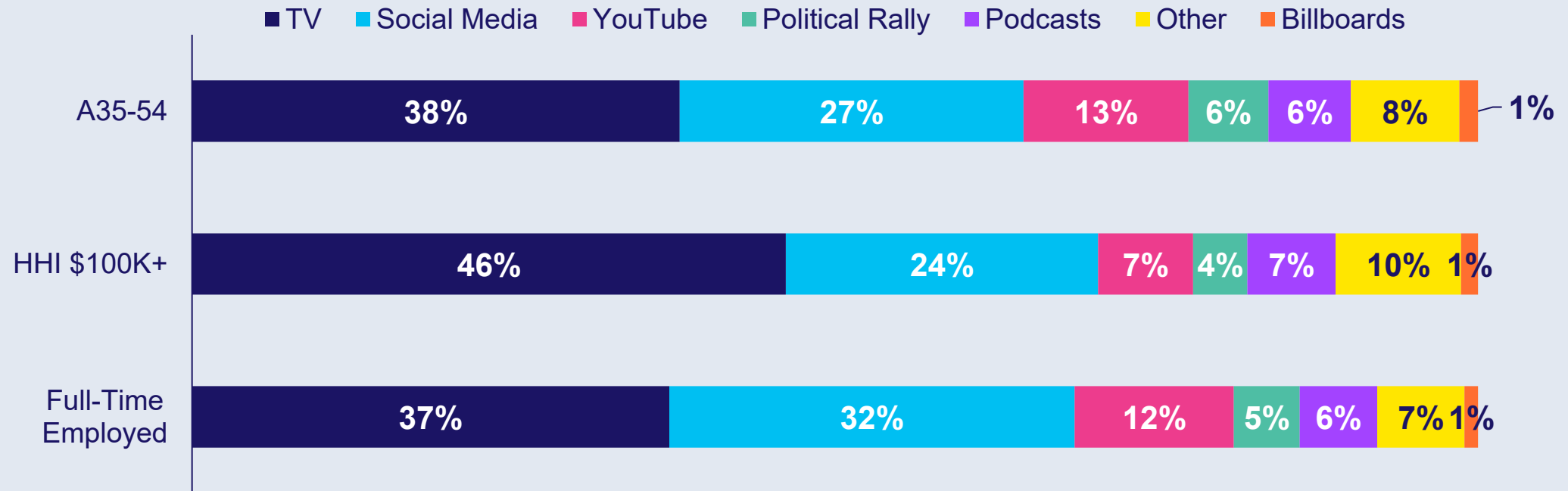
Source: Dynata, Media Consumption and Political Sentiment survey, fielded December 2025 (n=2,319). Survey base: A18+ U.S. respondents. Q20. Which of the following do you use to stay informed about key national political issues (e.g. the economy)? Voter Respondents = I am a registered voter, or I am planning to vote in the midterm/local elections in 2026 or I typically vote with a mail-in ballot. A35-54 respondents (n=546), Household Income \$100K+ respondents (n=379), Employment Status – Full Time respondents (n=663). TV news = national or local. Social media posts = Instagram, TikTok, X, Facebook, etc. Discussion-based social media = Reddit, X, Bluesky, etc.

People are more likely to first learn about candidates on TV where election debates, town halls and advertising build early awareness

▶ Affluent audiences are **2x** more likely to first hear about political candidates on TV than on social media

Where are you most likely to learn about a political candidate and their views for the first time?

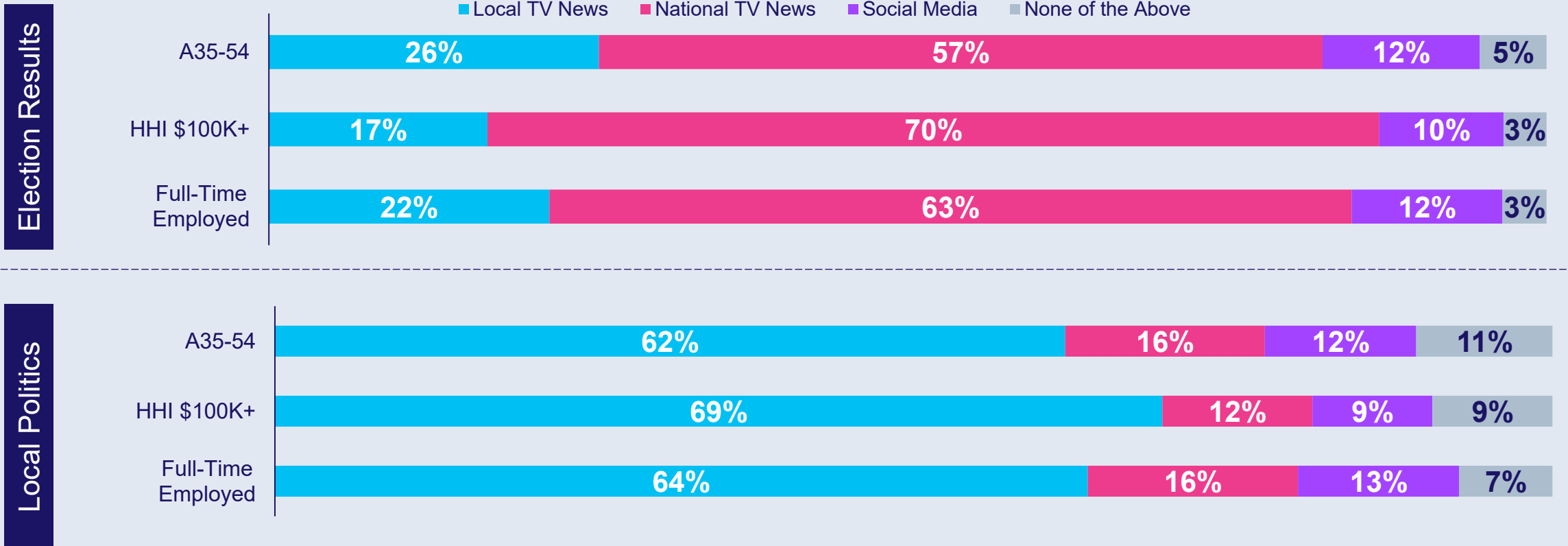
% of respondents



Source: Dynata, Media Consumption and Political Sentiment survey, fielded December 2025 (n=2,319). Survey base: A18+ U.S. respondents. Q19. Where are you most likely to learn about a political candidate and their views for the first time? Base = Voter Respondents = 'I am a registered voter,' or 'I am planning to vote in the midterm/local elections in 2026' or 'I typically vote with a mail-in ballot.' A35-54 respondents (n=546), Household Income \$100K+ respondents (n=379), Employment Status – Full Time respondents (n=663). TV = linear TV or streaming. Social Media = Instagram, TikTok, X, Facebook, etc.

Trusted over social media for political news, national TV news is the 'go to' for election results while local TV news is the first place for local politics

% of respondents who go to the following media first for the following

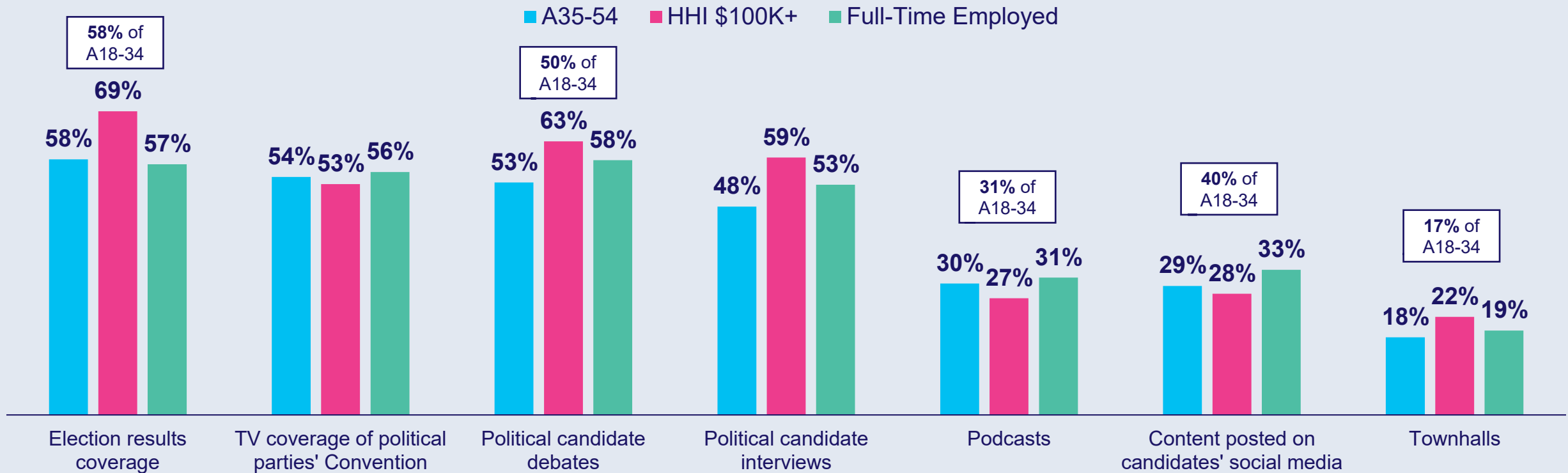


Source: Dynata, Media Consumption and Political Sentiment survey, fielded December 2025 (n=2,319). Survey base: A18+ U.S. respondents. Q8. Where do you go first for the following information? Base = All News Respondents. A35-54 respondents (n=422), Household Income \$100K+ respondents (n=298), Employment Status – Full Time respondents (n=492).

TV offers a full range of engaging political content throughout the election season including interviews, debates, conventions and election results

In an election year, which of the following types of content do you typically engage with?

% of respondents



Source: Dynata, Media Consumption and Political Sentiment survey, fielded December 2025 (n=2,319). Survey base: A18+ U.S. respondents. Q22. In an election year, which of the following types of content do you typically engage with? Base = Voter Respondents = 'I am a registered voter,' or 'I am planning to vote in the midterm/local elections in 2026' or 'I typically vote with a mail-in ballot.' A35-54 respondents (n=546), Household Income \$100K+ respondents (n=379), Employment Status – Full Time respondents (n=663).

This engaging content creates an environment where many people will take action after seeing a political ad on TV to learn more information

Have you done any of the following after seeing a political ad on TV?

% of respondents

| | Visited the candidate's social media | Checked voter registration status / polling station | Use a voice assistant (e.g. Siri, Alexa) to learn more about the candidate or issue | Scan a QR code / text the phone number to learn more about the candidate or issue |
|--------------------|--------------------------------------|---|---|---|
| A35-54 | 29% | 20% | 16% | 10% |
| HHI \$100K+ | 30% | 23% | 15% | 10% |
| Full-Time Employed | 35% | 26% | 21% | 14% |

Source: Dynata, Media Consumption and Political Sentiment survey, fielded December 2025 (n=2,319). Survey base: A18+ U.S. respondents. Q34. Have you done any of the following after seeing a political ad on TV? Base = Ad Exposed Respondents. A35-54 respondents (n=420), Household Income \$100K+ respondents (n=257), Employment Status – Full Time respondents (n=501).

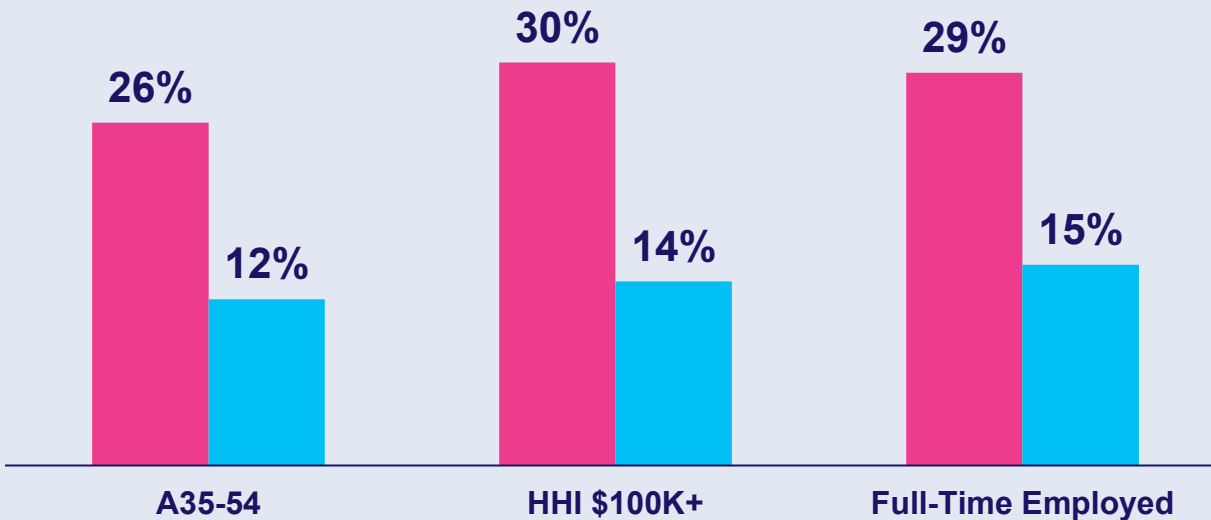
Viewer engagement also increases the likelihood of buying from advertisers that are adjacent to political programming or political ads

▶ High-income households are **114%** more likely than not to buy from advertisers during a political debate or town hall

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

During a political debate / town hall

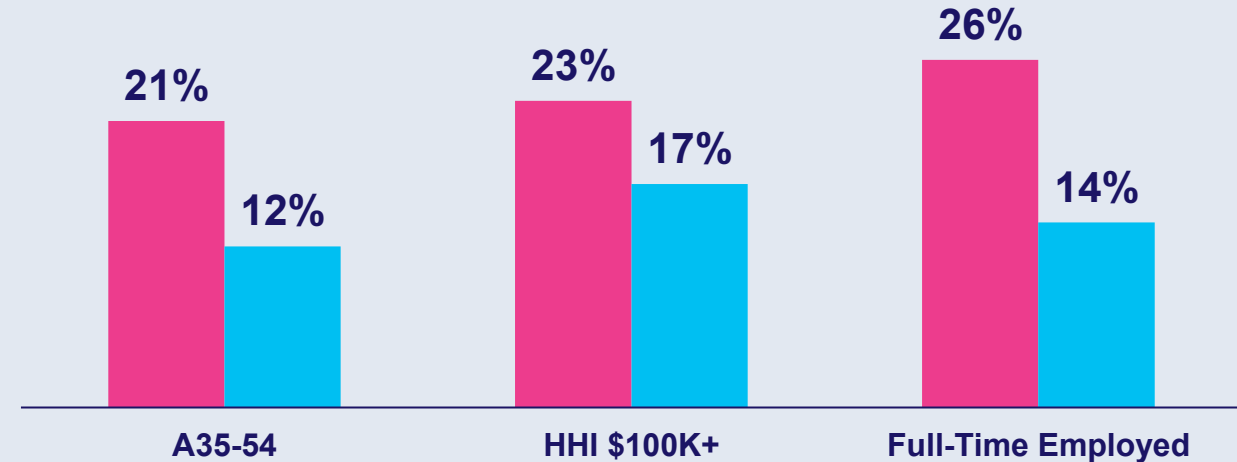
■ More Likely to Purchase ■ Less Likely to Purchase



32% of A18-34 are more likely to purchase a product advertised during a political debate / town hall (vs. 21% who are less likely to purchase)

Right after a political ad

■ More Likely to Purchase ■ Less Likely to Purchase



27% of A18-34 are more likely to purchase a product advertised right after a political ad (vs. 21% who are 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? Base = Ad Exposed Respondents. A18-34 respondents (n=493), A35-54 respondents (n=524), Household Income \$100K+ respondents (n=306), Employment Status – Full Time respondents (n=594).

Key Marketer Takeaways

- ▶ TV news is a crucial connection within the regular schedule of high-value audiences, as roughly half or more adults 35-54, affluent households and full-time employed viewers tune in every week
- ▶ In a noisy world filled with misinformation and disinformation, TV news stands apart from social media, online search and AI on trust, journalism quality, accuracy and credibility
- ▶ From discovery to decision, TV outperforms by driving awareness of critical issues and political candidates and igniting consumer action for both political and non-political advertisers
- ▶ Trust and credibility translates to impact for advertisers, as TV news environments lift brand perception and increase likelihood to purchase

Creators

Jason Wiese

EVP, Strategic Insights & Measurement
jasonw@thevab.com

Leah Pujalte

VP, Audience & Behavioral Insights
leahm@thevab.com

Karolina Guillen

Associate Director, Insights, Strategy & Analytics
karolinag@thevab.com

Amanda Cashman

Insights Analyst
amandac@thevab.com

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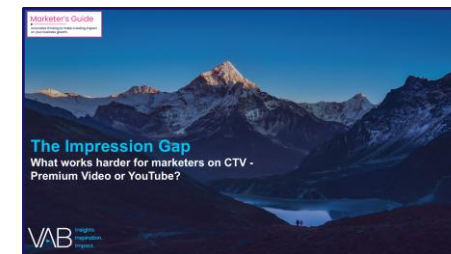
Looking for more data, insights and takeaways?
Check out this related VAB content

Visit the VAB's [Political Marketing Resource Center](#) to stay informed during prime election seasons.



The Lead Story

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



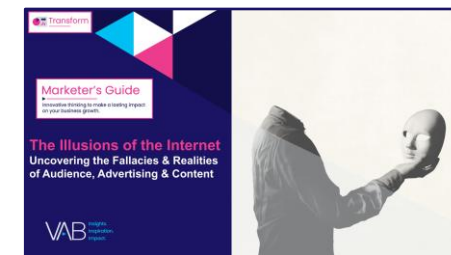
The Impression Gap

What Works Harder for Marketers on CTV – Premium Video or YouTube?



The Credibility Crisis

How People Find Trusted News Amidst a Wave of Misinformation



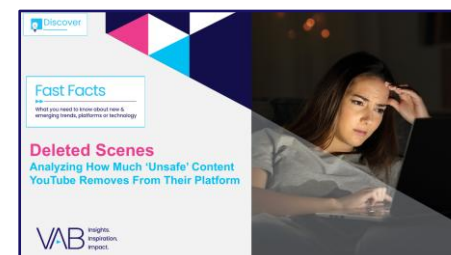
The Illusions of the Internet

Uncovering the Fallacies & Realities of Audience, Advertising & Content



The Power of Premium Video

What it Means for Multiscreen TV and Why it Matters to Marketers



Deleted Scenes

Analyzing How Much 'Unsafe' Content YouTube Removes From Their Platform

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.



We are committed to your business growth and proud to offer VAB members, brand marketers and agencies ***complimentary access*** to our continuously-growing Insights library. **Get immediate access** at theVAB.com.

Appendix:
Custom Study Methodology &
Respondent Demographics





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.

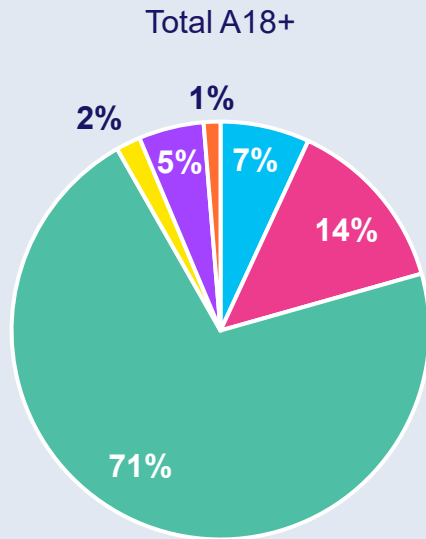
The results are based on 2,319 U.S. adults 18+. This study examines where voters turn for trustworthy information and how they evaluate journalistic integrity in today's media landscape.

The analysis explores the evolving role of multiscreen TV news and highlights how traditional and streaming TV environments continue to inform and engage audiences within a rapidly changing news ecosystem.

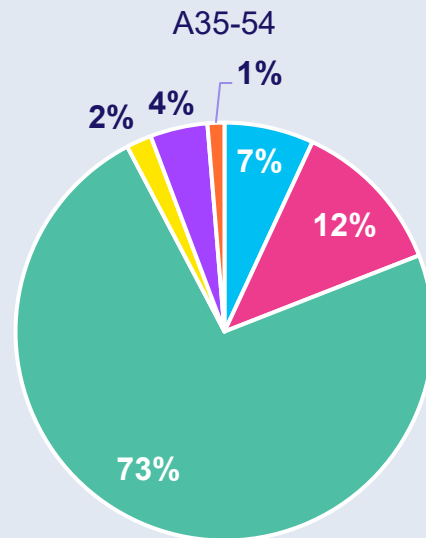
Respondents age 35 to 54 and affluent adults skew more White, while full-time employed audiences are slightly more diverse

Respondent Race

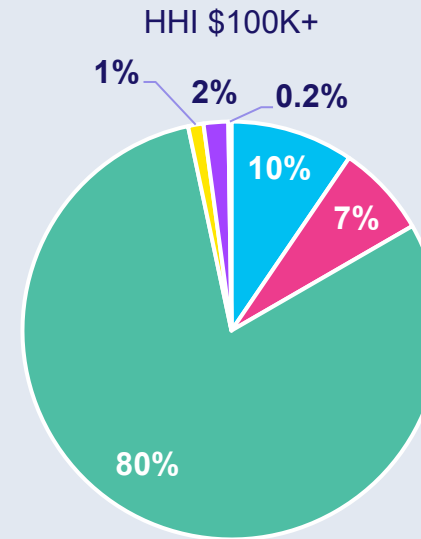
■ Asian American/Pacific Islander
 ■ African American/Black/Caribbean American
 ■ Caucasian/White
 ■ Native American, Inuit or Aleut
 ■ Other
 ■ Prefer not to answer



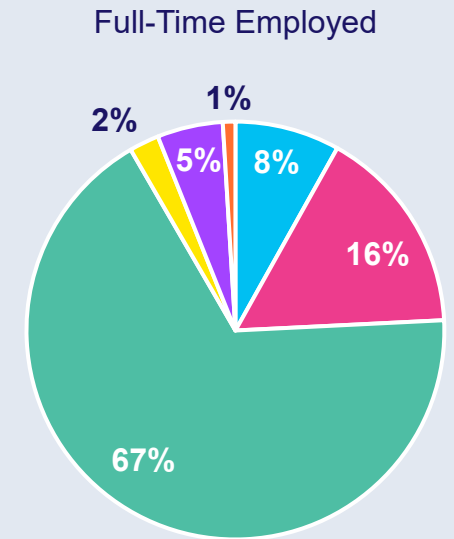
13%
Hispanic / Latino Descent



11%
Hispanic / Latino Descent



9%
Hispanic / Latino Descent



16%
Hispanic / Latino Descent

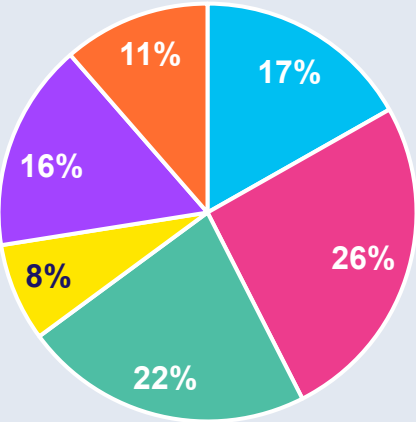
Source: Dynata, Media Consumption and Political Sentiment survey, fielded December 2025 (n=2,319). Survey base: A18+ U.S. respondents. D3. Which of the following best describes you? Voter respondents (n=1,514), Non-Voter respondents (n=680), Republican respondents (n=636), Democrat respondents (n=612), Independent respondents (n=546).

Regional makeup is fairly consistent overall, though affluent respondents skew a bit more toward the Pacific and Northeast

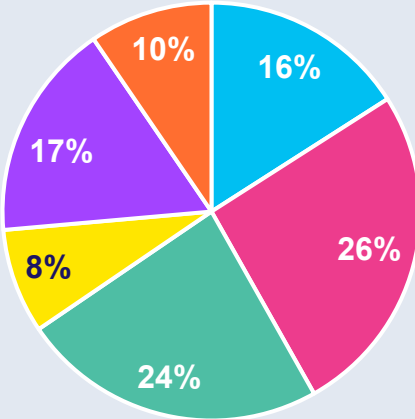
Respondent Region

■ Pacific
 ■ Central
 ■ Northeast
 ■ Mid-Atlantic
 ■ Southeast
 ■ Midwest

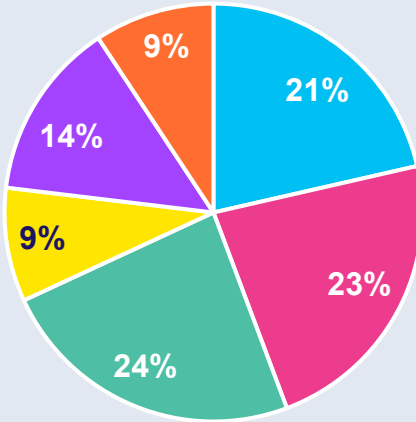
Total A18+



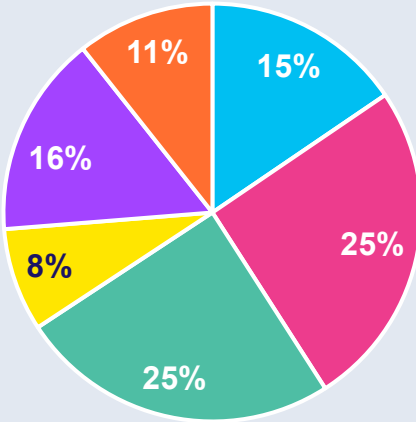
A35-54



HHI \$100K+



Full-Time Employed

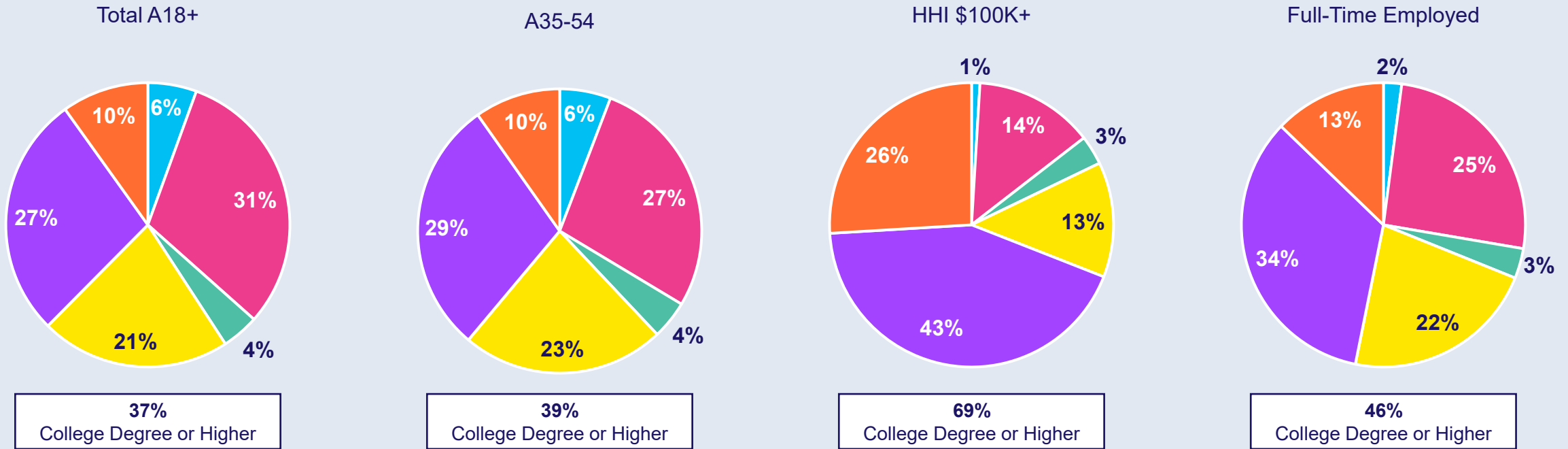


Source: Dynata, Media Consumption and Political Sentiment survey, fielded December 2025 (n=2,319). Survey base: A18+ U.S. respondents. D5. What state do you live in? [REGION]. A35-54 respondents (n=766), Household Income \$100K+ respondents (n=420), Employment Status – Full Time respondents (n=826).

Affluent and full-time employed respondents are more educated overall, with higher shares holding college and advanced degrees

Respondent Education

- Some high school or less
- Some college
- High school graduate
- College degree (associates or bachelors)
- Other post high school vocational training
- Masters degree or higher



Source: Dynata, Media Consumption and Political Sentiment survey, fielded December 2025 (n=2,319). Survey base: A18+ U.S. respondents. D8. What is the highest level of education that you have completed? A35-54 respondents (n=766), Household Income \$100K+ respondents (n=420), Employment Status – Full Time respondents (n=826). Numbers may not add to 100% due to exclusion of 'none of the above' and 'prefer not to answer' responses which amounted to 0% - 1% for most respondents.