

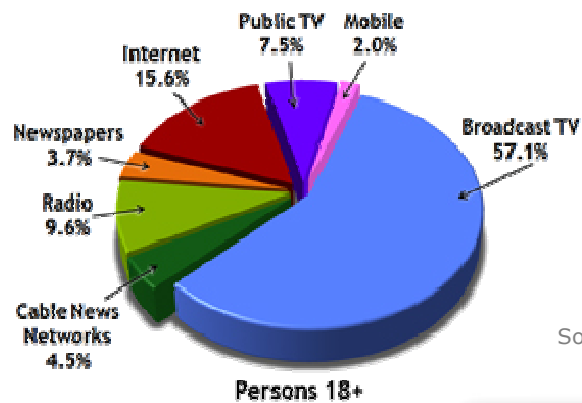


## Local TV Stations are the Top Daily News Source

More adults choose local TV stations as their daily source of news over any other major medium.

**On a typical day, 78% of Americans get news from a local TV station.**

- 73% get news from a national television network
- 61% get some kind of news online
- 54% listen to a radio news program at home or in the car
- 50% read news in the print version of a local newspaper
- 17% read news in the print version national newspaper



*More people turn to broadcast television first for local weather, traffic or sports.*

Sources: Pew Internet & American Life Project Survey '10; TVB/Knowledge Networks Media Comparisons Study '10

Leading The Way With Important Local Coverage