



Local TV News Is the Hot Media Ad Property



TV, like most other media, is experiencing significant changes to serve 21st-century media consumers. Local TV news must be doing a good job because a new Spectrum News/Morning Consult poll found 87% of respondents has a positive attitude toward local news and 83% said they trusted it the most.

These results should certainly be a prime selling point in your ad presentations. The strength of local TV news becomes the anchor for an ad schedule that includes other programs news viewers also watch.

Of all local news outlets, almost half (48%) considered TV the top source for local news and 62% said they watched it every day, compared to 55% who said they watch national news daily. Driving those poll results was viewers' familiarity with local TV news teams.

Slightly more than three-quarters (77%) said because local TV news anchors and reporters live in the community, they have more interest in sharing important stories. Even more (82%) of the surveyed Americans said they trust those local TV reporters. Interestingly, both a majority of Democrats and Republicans expressed trust in local TV news, or 91% and 79%, respectively.

Survey respondents didn't just watch local TV news or found the anchors and reporters trustworthy, but 72% think what they report helps to create a better community and 63% think they excel at uncovering questionable business practices and compelling local government to explain its decisions and actions.

Among other sources of local news, only news apps, which are often a platform of the local newspaper, scored well as the prime source of news at 40%. With just 19% of survey respondents saying they read a printed local newspaper daily and 15% a printed national newspaper, those news apps are likely generating most of the audience for those newspapers.

Considering how much misinformation is peddled on social media, it isn't surprising just 17% of Americans access it for news. Somewhat surprisingly, Democrats and Republicans trusted social media the most at 50% and 44%, respectively.

Many daily and weekly local newspapers have been pivoting to the hyperlocal news concept, focusing more attention on local issues and often underreported communities. In retrospect, local TV news has always been hyperlocal, making it the smart first choice for local advertisers.

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Stress Levels Can Reveal Consumer Spending Habits



The increased stress many Americans experienced because of the pandemic has been widely reported and analyzed. A May 2022 survey of adults 21+ from Evergi revealed almost two-thirds (64%) of Americans ranked their stress level at three or more on a five-level scale, or five percentage points less than a Q1 2022 survey.

Unsurprisingly, stress caused by money worries was the highest at 37%, a two-percentage-point increase from Q1 while stress from the pandemic decreased three percentage points from 15% during Q1 to 12% in the May survey. Specific good news for advertisers is just 34% said the pandemic affected their holiday plans, a 21% decrease from Q1.

The survey is also packed with many insights about how stress is affecting consumer spending habits. For example, financial concerns were causing a decline in the purchase of many plant-based food categories, such as creamers, sausages and yogurt.

Of the five wellness personas Evergi identified with the survey, Trendy Enthusiasts were increasing sales of plant-based cheese, chicken, sausages, bacon and burgers. Trendy Enthusiasts are defined as being the most stressed persona, mostly high-income Millennials and the most focused on their wellness.

Tighter budgets also compelled many of these adults to increase their spending on well-known and-proven ingredients, with vitamin D first at 37%, followed by calcium at 23%, B-12 at 19%, ginger at 16% and turmeric at 15%.

Consuming less alcohol was another wellness strategy among the survey respondents at 56.5%, which resulted in a large percentage (41.8%) in search of more non-alcoholic alternatives. The largest categories of these alternatives with increased sales during Q2 2022 were nitro/cold brew coffee at 11.7% and electrolyte water at 11.0%.

Evergi's analysis of its survey data indicates grocery stores and other food service outlets can generate sales among middle- and lower-income Trendy Enthusiasts and another persona, Wellness Seekers. They are more likely to be urban men, ethnically diverse, very stressed and following the latest wellness trends on social media. These personas are buying various healthy water products, low-calorie snacks and treats, plant-based products and gluten-free items.

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