

TV INSIGHTS

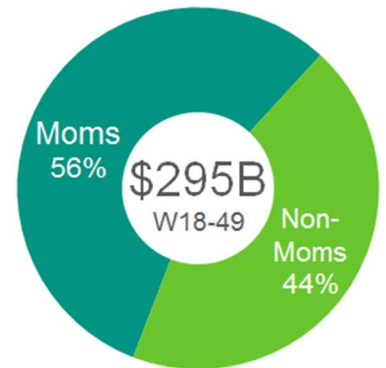
LOCAL NEWS IS THE WAY TO REACH MOMS

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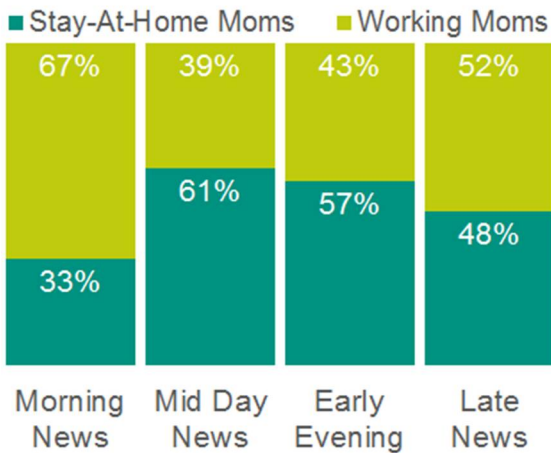
MOM'S SPENDING POWER

Moms spent \$165 billion last year, comprising over half of the total spend among all females 18-49, and 21% of the total population.

Moms are defined here as the 25 million females 18-49 with children under twelve years old. They live in their own home and have a median income of \$64,400. Over 74% of these moms are in the workforce.



Share of Local News Viewing

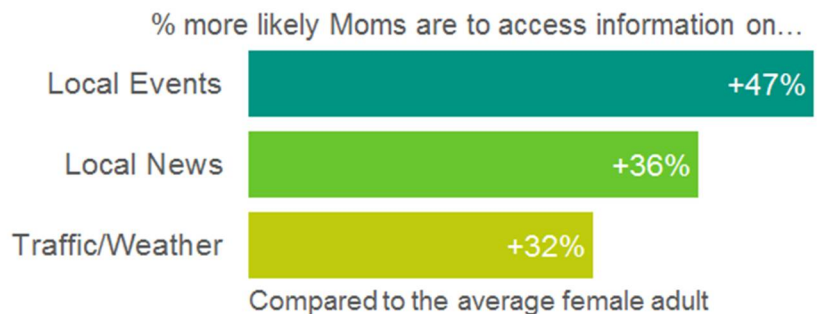


MOMS WATCH LOCAL NEWS

Stay-At-Home Moms spend an additional seven and a half hours per week with Television, compared to Working Moms. Plus they stay up to date with locally Broadcast news. In the Local People Meter markets, Working Moms watch early morning and late news, while Stay-at-Home Moms spend an additional hour per day with Television and watch more mid-day and evening newscasts. Either way, more time is spent with Television than any other medium.

MOMS ARE DIGITALLY ENGAGED

To keep up with local events, Moms are significantly (37%) more likely than the average female to visit a Broadcast Media Website on any device, as well as check local news, community events, traffic and weather on mobile devices.



MOMS LOVE THEIR LOCAL TELEVISION NEWS – BOTH ON THE AIR AND WEB

Source: The Nielsen Local Watch I Q3 2016. Total Audience Report, Q3 2016