**Local TV Spikes As COVID-19 News Source**

Nielsen analyzed viewing data across its Local People Meter markets, which are 25 of the largest local markets. For persons aged 2 and older, local news experienced a 7% viewership lift between early February and the week of March 9. Among persons 25-54, the spike was higher, at more than 10%. Perhaps most interesting however, is that the lift among younger persons aged 2-17 was 20%.

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<https://tvnewscheck.com/article/top-news/246397/local-tv-spikes-as-covid-19-news-source/?utm_source=Listrak&utm_medium=Email&utm_term=Local+TV+Spikes+As+COVID-19+News+Source&utm_campaign=Local+TV+Spikes+As+COVID-19+News+Source>

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<https://media.tvnewscheck.com/wp/content/uploads/2020/03/Coronavirus_Washington_state_2020_AP.jpg>