

THOUGHT LEADERSHIP

AFFLUENT & EDUCATED

A NEW AGE FOR OUT-OF-HOME
NEWS VIEWING ON LINEAR TV
DURING ELECTION TIME

In today's 24/7 news landscape, consumers have a plethora of programming and platforms to choose from. Even amid the debates about ways to parse fact from fiction, Americans continue to watch the news to stay up-to-date in an era of mass information and accessibility. Furthermore, people aren't just keeping tabs of the news in their homes; they're also watching on linear TV when they're on the go, whether it be at work or even in a bar.

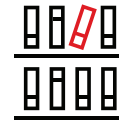
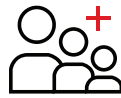
And to zero in on where consumers are most apt to tune into the news when they're away from their homes, in November 2018 after midterm election week, Nielsen fielded two surveys (one for the general population and one for the Hispanic population) to better understand out-of-home (OOH) broadcast, cable and local news live viewing behavior on linear TV among adults 18 and older. The surveys examined who these news viewers are, their reported live viewing preferences and engagement with ads.



TODAY'S OOH NEWS VIEWER

The general population OOH news viewer surveyed tends to be more affluent and educated, and as a result, are great targets for many advertisers. Results from the general population survey showed that the reported average age among OOH news viewers is 38, with a reported average household income of \$73,000, and nearly half said they have a college or graduate degree. Comparatively, the [Summer](#) and [Fall](#) Sports OOH survey respondents reported household incomes of \$68,000 and \$67,000, respectively. The Hispanic news viewers surveyed were younger than the general population OOH viewers, with an average reported age of 33. Additionally, these same respondents reported an average household income of \$54,000, and 40% said they had a college or graduate degree. Among Hispanics, English-dominant reported a higher income than Spanish-dominant or those that speak both languages equally at home (\$55,000 vs. \$52,000).

In terms of gender, news viewing OOH for the general population was even between female and male viewers 18-plus. Hispanic viewership among 18-24 Spanish-dominant or those who speak both languages equally leaned female at 70%, compared with 30% for male viewers.



SURVEY	AVERAGE AGE	AVERAGE INCOME	% WITH COLLEGE OR GRADUATE DEGREE
GENERAL POPULATION	38	\$73,000	48%
HISPANIC	33	\$54,000	40%

Source: Nielsen's Out-of-Home News Survey, 11/9-11/13 General Population and 11/12-11/14 Hispanic, Adults 18-plus, Education based on College Graduate or Graduate Degree Only; BASE: ALL RESPONDENTS 18+

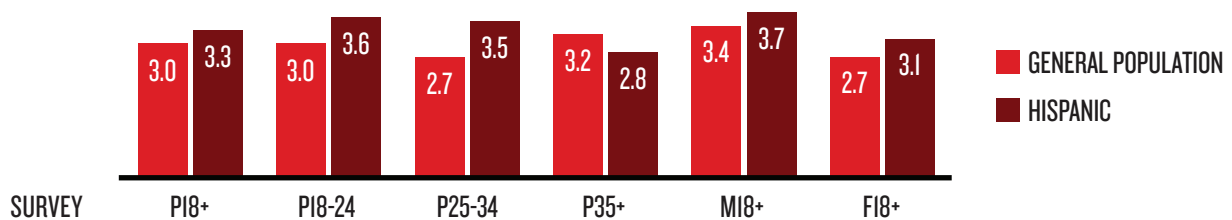
WHO KNEW! ALL NEWS PROGRAMMING OOH IS A SOCIAL EVENT ESPECIALLY FOR MALES

While sports is a natural fit for OOH co-viewing and brings people around a common interest, news can hold its own. When adults reported viewing news OOH, they're watching with others nearly three-quarters of the time. So who are they with? The general population survey found that when most people reported watching the news OOH, they preferred to do so with family (60%), followed by friends (51%) and colleagues (25%). In the Hispanic survey, people reported viewing with their family and friends almost equally (58% with family vs. 55% with friends), and less with their colleagues (21%). Spanish-dominant, or those viewers who speak both languages equally, were slightly more likely to report viewing with family compared to English-dominant Hispanics.

Overall, respondents of the Hispanic survey reported watching news events OOH with more people than respondents of the general population survey. The Hispanic survey found that adults aged 18-24 were the most social news viewers, with a reported average group size of 3.6. When we looked at co-viewing among Hispanics 18-plus, the survey found that Spanish-dominant or those viewers that speak both languages equally, reported watching news OOH in larger groups than English-dominant speakers (3.4 and 3.2, respectively). Spanish-dominant or those viewers that speak both languages equally also reported having the highest co-viewing amongst persons 25-34 at 3.8 compared to the general population at 2.7. Among the general population respondents, adults 35+ were the most social when viewing news OOH, as they reported watching with an average group size of 3.2 people.

This breakout in reported viewing is even more interesting when we look at habits among men and women. For both surveys, males watched with around 20%-25% more people OOH than females.

INCLUDING YOURSELF, HOW MANY PEOPLE WERE WITH YOU LAST TIME YOU VIEWED NEWS PROGRAMMING IN A LOCATION OUTSIDE OF YOUR OWN HOME?



Source: Nielsen's Out-of-Home News Survey, 11/9-11/13 General Population 11/12-11/14 for Hispanic, Adults 18-plus, BASE: ALL RESPONDENTS 18+

SPURRING ACTION FOR ADVERTISERS

In addition to gathering in groups to watch news OOH, various respondents, particularly older viewers, reported that they purchased a brand/product after noticing an ad while watching news programming OOH. At 39%, older Millennials (persons 25-34) said they were likely to purchase a brand/product after watching news OOH. Adults 35-plus, however, reported a higher percentage (43%) than older Millennials when it came to purchasing a brand/product.

On top of purchasing the brand or product, OOH news viewers also said they researched information about products when they see the ad. Sixty-two percent of respondents 25-34 reported researching the product, compared with 44% of adults 35-plus.

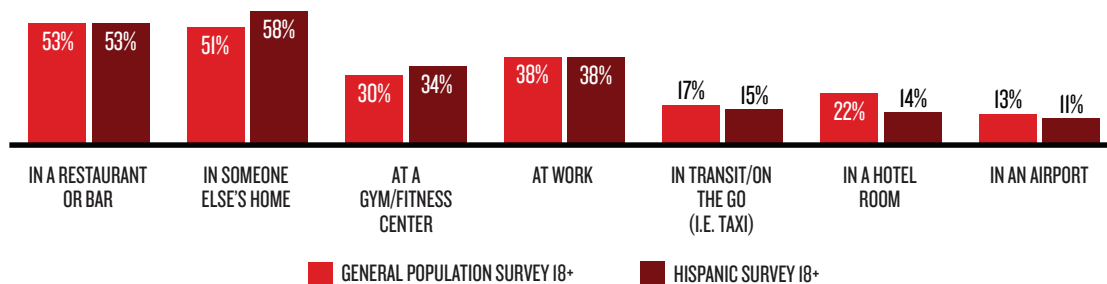
OOH NEWS VIEWING OCCURS IN A VARIETY OF PLACES

When people watch news OOH, they do so in an array of places. While restaurants/bars dominate OOH viewing for sports, news viewing outside of the home occurs in many other places. In fact, in both surveys, only 6%-7% reported that they only watched news OOH in a restaurant or bar.

General population respondents reported watching news in a restaurant/bar or someone else's home equally, whereas Hispanic respondents said they prefer to watch in someone else's home. Fifty-four percent of Spanish-dominant Hispanics said they watched in someone else's home, compared with 63% of English-dominant Hispanics.

WHERE DID RESPONDENTS VIEW NEWS PROGRAMMING OOH IN THE PAST WEEK?

RESPONDENTS CAN SELECT MULTIPLE LOCATIONS



Source: Nielsen's Out-of-Home News Survey, 11/9-11/13 General Population 11/12-11/14 for Hispanic, Adults 18-plus, BASE: ALL RESPONDENTS 18+

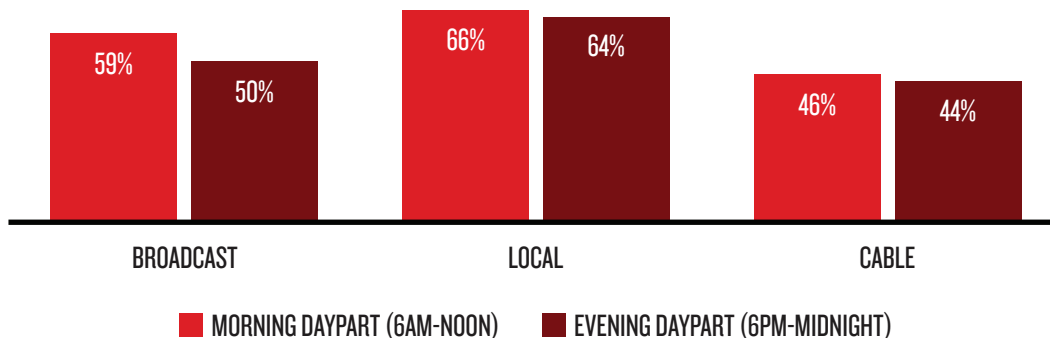
As viewers flocked to various venues to get the latest election results, they turned to what they know - local, broadcast network or cable news on linear TV.

LOCAL AND BROADCAST NETWORK NEWS LEAD THROUGHOUT THE DAY WHILE CABLE NEWS INCREASINGLY TAPPED TO KEEP VIEWERS INFORMED

When it comes to people watching news content in the morning and evenings, OOH viewers, in both general population and Hispanic surveys, said they tend to watch local news more than other news genres when they're away from home. For the general population survey, broadcast network news was the next-most reported genre to be viewed out-of-home, followed by cable news. For advertisers this shows the power of local news as a lead-in for broadcast network news.

The start of the day is a critical time for news consumers 18-plus. Of the general population respondents that watched the news in the morning, 66% reported that they viewed local news followed by 59% for broadcast network news. Of respondents of both surveys who viewed news in the evening, 64% reported watching local news more than any other genre. However, when it came to viewing broadcast network news OOH in the evenings, survey participants reported slightly different viewing trends at 50% for the general population. Overall, broadcast or local news on linear TV throughout the day serves as a good source of information for on-the-go adults looking to stay tuned in to the latest headlines.

DID RESPONDENTS VIEWING NEWS REPORT WATCHING BROADCAST, LOCAL, OR CABLE NEWS PROGRAMMING ON A TV OOH?



Source: Nielsen's Out-of-Home News Survey, 11/9-11/13 General Population 11/12-11/14 for Hispanic, Adults 18-plus, BASE: RESPONDENTS WHO WATCHED CABLE NEWS IN THE PAST WEEK

But this doesn't mean that cable news is falling out of favor among OOH consumers. In fact, about half of the viewers from both surveys said they're watching more cable news OOH than the prior year. Among those who say they're watching more cable news, viewers in both surveys say their top reasons include politics, current events and general interest topics. And while most networks normally cover breaking news, 46% of the general population and 39% of Hispanic respondents said they were very likely to watch breaking news on cable networks out of the home.

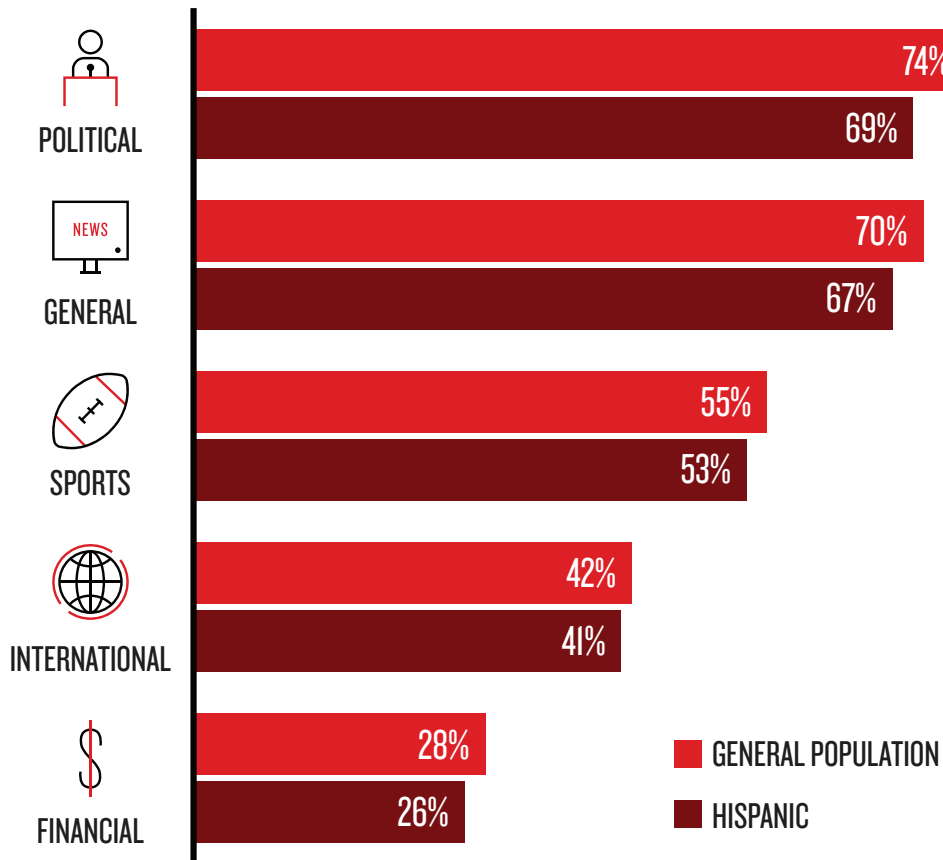
POLITICS PLAYS A ROLE IN THE INCREASING VIEWERSHIP OF CABLE NEWS

Among the various genres of cable news that OOH locations carry, certain ones do a better job of keeping viewers engaged when they're away from the home: financial, political, sports, international, and general interest. Results show that both the general population and Hispanic survey respondents stated they watched political news coverage OOH, more than any other news genre. In fact, many of them have trouble staying away from political news OOH, with around a quarter watching political news multiple times a day (26% for general population and 22% of Hispanics). In both surveys, males were more likely than females to watch political news multiple times a day.

But OOH cable news viewing isn't just about politics. Consumers watch about the same amount of general news as political news OOH, with around 70% of respondents stating they viewed general news when they're away from home. Similar levels of OOH viewing to sports news (around 55%), international news (around 40%) and financial news (around 25-30%) were reported in both the general population and Hispanic surveys.

TYPES OF CABLE NEWS PROGRAMMING REPORTED

RESPONDENTS CAN CHOOSE MULTIPLE



Source: Nielsen's Out-of-Home News Survey, 11/9-11/13 General Population 11/12-11/14 for Hispanic, Adults 18-plus, BASE: RESPONDENTS WHO WATCHED CABLE NEWS IN THE PAST WEEK

We're living in an age where news content is on every screen, and it often feels like we can't turn away. Whether it's at the office, at the airport or waiting to see the doctor, there's no doubt that a TV will be on reporting the latest political news or prompting us to beware of the next big storm. And while sports are a natural fit for people to view together, news can hold its own. What's even more interesting about these insights is that the OOH news viewer is young, has a significant household income and is educated. For marketers, these findings offer the unique opportunity to market to a set of consumers that is well informed, open to receiving marketing messages, and often hard to reach.

NIELSEN'S OUT-OF-HOME NEWS LOCATION SURVEY

Nielsen conducted an online survey to provide an independent measure of out-of-home linear TV viewing by location for news. Viewing news outside of the home has seen significant increases in audience among television genres. This study was conducted to understand the profile, composition and makeup of these OOH viewers.

ONLINE SURVEY METHODOLOGY

The online survey collected only out-of-home linear TV viewing from the previous week. This report showcases data among adults 18-plus who viewed measured news programming OOH in locations including: offices, gyms, restaurants/bars, airports, someone else's home, and hotels. Survey respondents must have watched live TV as it aired, watched on a TV screen outside of the home and have been able to hear at least some of the audio. The survey results do not include samples that are representative of the total United States, but rather only those who watched news, outside of their home, on TV and in a location where they could hear the audio.

Viewing to other than the specified programs, all in-home viewing, viewing other than on a TV screen, pre-recorded programming and video on demand programming was not measured.

ABOUT THE TOTAL OUT-OF-HOME NEWS LOCATION SURVEY, NOVEMBER 9 - 13, 2018

The news survey was fielded to a national sample from November 9-November 13, 2018. 600 qualified completes were surveyed that reported watching news OOH in the past week.

ABOUT THE HISPANIC OUT-OF-HOME NEWS LOCATION SURVEY, NOVEMBER 12 - 14, 2018

The news survey was fielded to a Hispanic sample from November 12-November 14, 2018. 300 qualified completes were surveyed that reported watching news OOH in the past week. Respondents of the Hispanic survey were given the choice to complete the survey in English or Spanish. The survey was fielded and available in both languages. The language spoken in the home of the respondents of this survey were as follows: 17% Spanish-dominant, 31% Spanish and English equally, and 50% English-dominant.

ABOUT NIELSEN

Nielsen Holdings plc (NYSE: NLSN) is a global measurement and data analytics company that provides the most complete and trusted view available of consumers and markets worldwide. Our approach marries proprietary Nielsen data with other data sources to help clients around the world understand what's happening now, what's happening next, and how to best act on this knowledge. For more than 90 years Nielsen has provided data and analytics based on scientific rigor and innovation, continually developing new ways to answer the most important questions facing the media, advertising, retail and fast-moving consumer goods industries. An S&P 500 company, Nielsen has operations in over 100 countries, covering more than 90% of the world's population. For more information, visit www.nielsen.com.



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