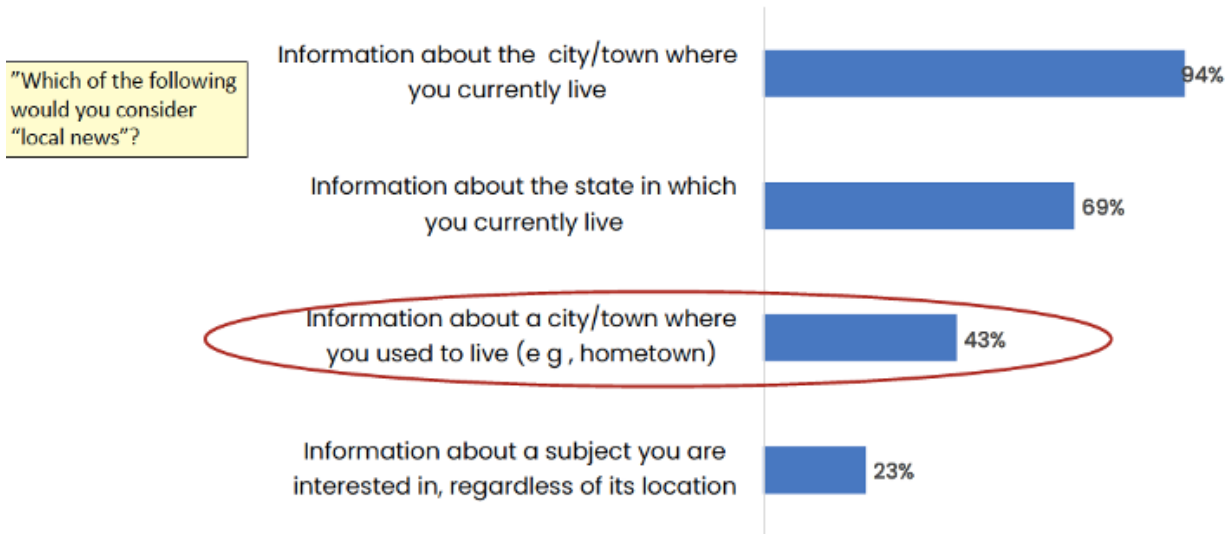


Slides from a Borrell Miami 2023 conference session about Gen Zers and local news

(Based on a February 2023 Borrell survey aided by Orange Umbrella Miami, a full-service, student-run consultancy)

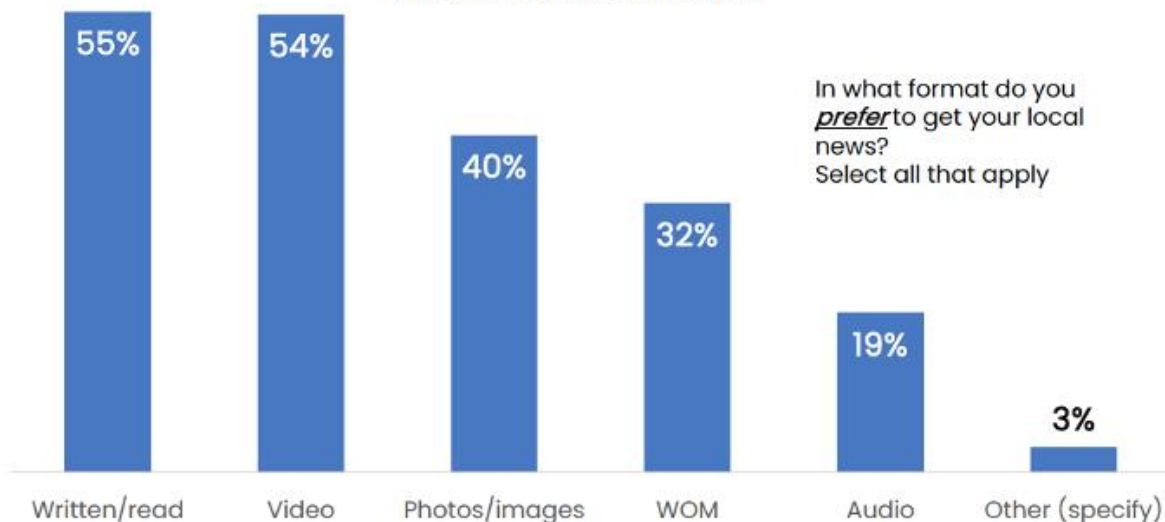
Local = Local, but 43% also include hometown



SOURCE: Gen Z Local News Study N=317

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Seems like a disconnect, but preference is different than convenience

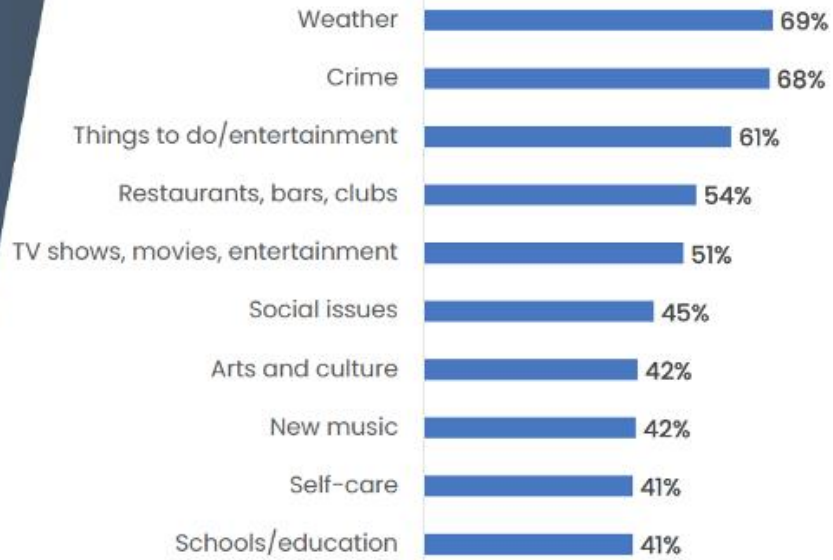


SOURCE: Gen Z Local News Study N=317

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Typical young adult interests, but CRIME??

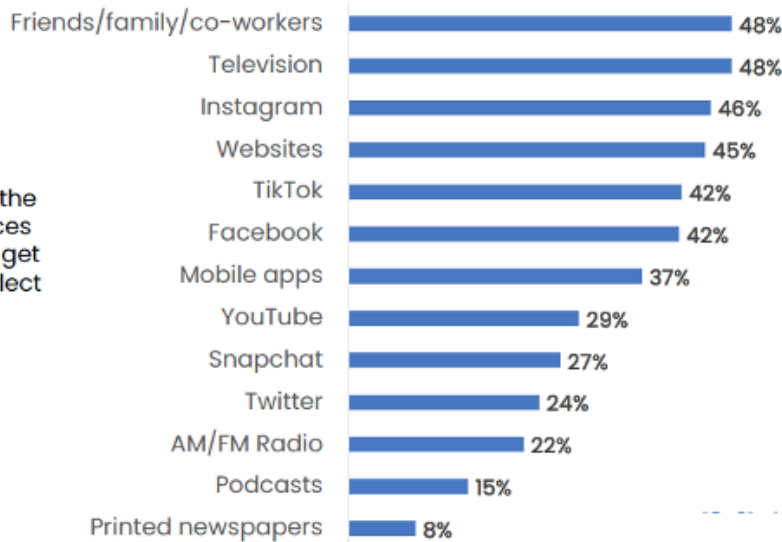
In general (forgetting about geography for a minute), which of the following topics are you interested in? Select all that apply



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Top named sources of local news

From which of the following sources do you do you get local news? Select all that apply

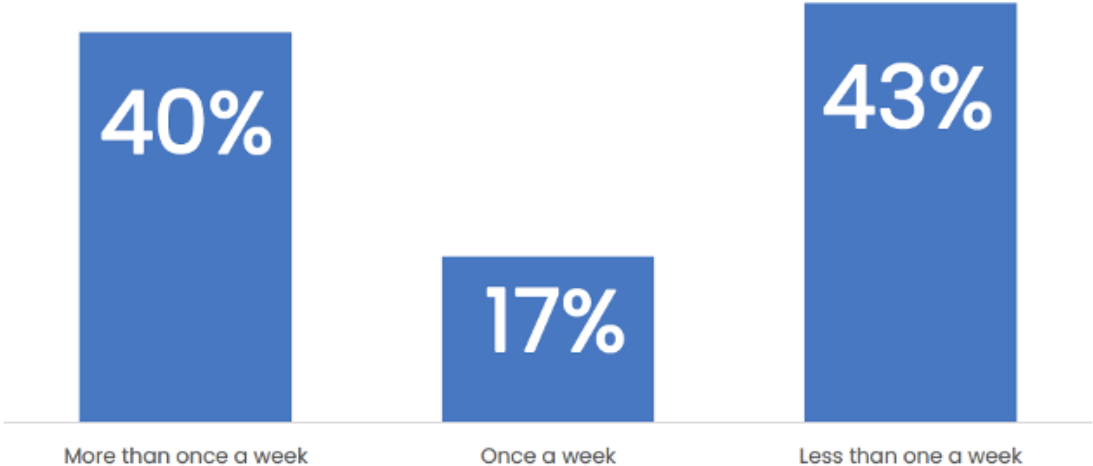


SOURCE: Gen Z Local News Study N=317

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Over half check on local news at least once a week

How often do you check local news?



SOURCE: Gen Z Local News Study N=517

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