

TV INSIGHTS

LOCAL TV ECLIPSES ALL OTHER MEDIA

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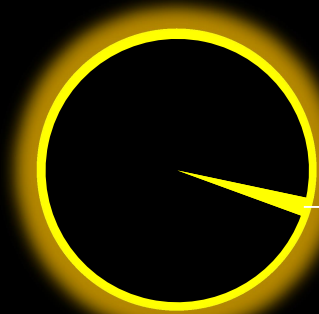
LOCAL TELEVISION IS THE #1 SOURCE FOR NEWS ABOUT THE GREAT AMERICAN ECLIPSE

It's almost time for the Great American Solar eclipse on August 21, 2017. Is America ready for this event and if so how are they following it? Our Media panelists were surveyed about their eclipse plans:

- 7 in 10 are getting info about the eclipse from local television stations
- 8 in 10 plan to watch with family, friends, co-workers
- Over a quarter are going to watch TV coverage

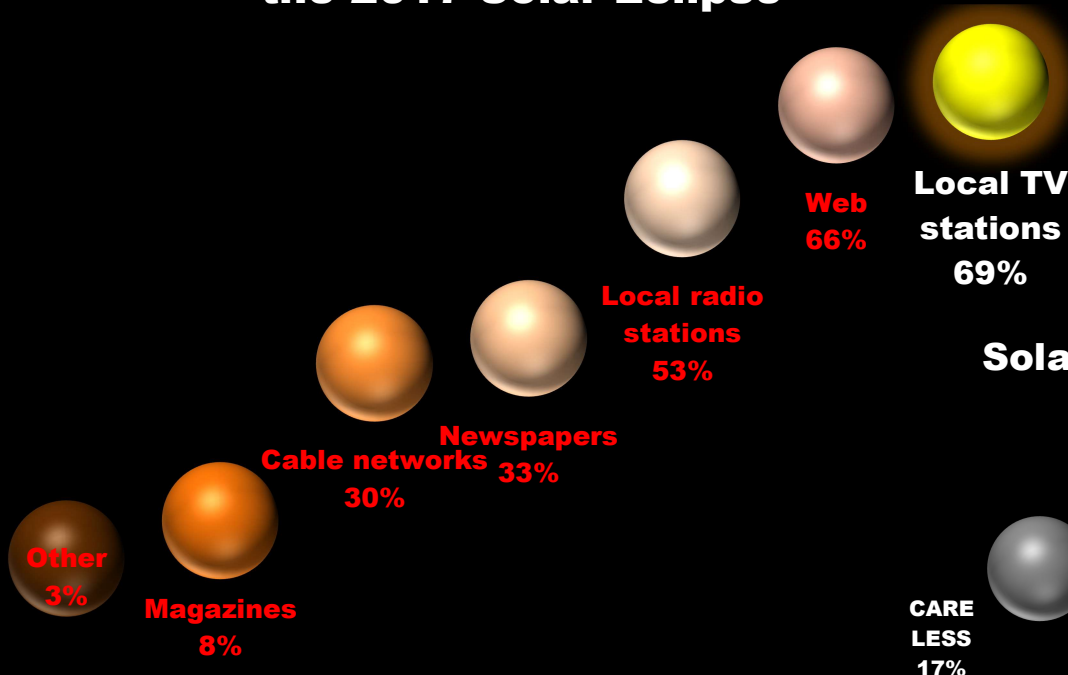
HAVE YOU HEARD ABOUT THE 2017 SOLAR ECLIPSE?

Yes, I have, 98%



No, I haven't, 2%

Where have you heard or seen coverage of the 2017 Solar Eclipse



Solar Eclipse Mood

