California NBC Affiliate Continues Ratings Domination

We don’t normally post ratings, but given the changing landscape of local TV, it might interesting to see what’s happening in local markets around the country.

Salinas NBC affiliate KSBW said it has continued to dominate local news ratings on the Central Coast.

In the latest Nielsen ratings, KSBW Action News 8 serving Monterey, Salinas and Santa Cruz, California dominated all time periods, achieving the highest ratings in both household viewership and demographics and solidifying its position as the top local news source.

“KSBW is dedicated to our Central Coast communities, and it is gratifying to see the positive reaction from our viewers,” said President and general manager, **Laura Williamson**. “I’m proud of the exceptional work that the entire KSBW team has achieved and continues to provide.”

“Our team of journalists, photographers and staff works tirelessly to help the community stay connected,” said KSBW 8 news director **Cassady Velasco**. “Monitoring weather impacts or delivering breaking news developments, our team is committed to providing relevant news coverage for the Central Coast.”

In the mornings, KSBW Action News from 5 to 7:00 am Monday-Friday continues saw eight of 10 Households in Monterey County watch the 5 am Monday-Friday. KSBW’s 6 garnered a 63% share of audience at 6:00 am.

In Middays, KSBW Action News 8 Midday newscast at Noon garnered 6,100 Households, the station said that was nearly

five times the viewership of the nearest midday news competitor in May. KSBW Action News 8 Midday received 84% of all total midday news viewership.

KSBW Action News 8 at 5 p.m. Monday-Friday was the top newscast in the hour, with 76% of the Households watching local news. KSBW Action News 8 at 5:00 pm received an average of 15,100 Households, more than 4x the viewership of the nearest competitor.

At 6 pm , the station was the most watched newscast on the Central Coast in May – reaching over 17,500 Households in the tri-county area of Monterey County, Santa Cruz County and San Benito County – nearly five times the Household Viewership of the nearest competitor. In total, KSBW Action News 8 at 5:00 pm and 6:00 pm dominates in the early evening with 85% Share of Audience.

At 11:00 pm Monday-Sunday, the station saw 62% of all 11:00 pm news viewers and reached 8,500 Households.

On weekends, the Saturday and Sunday 7 to 9:00 a.m. shows reached 8,500 Households on Saturday and 7,900 Households on Sunday, more than eight times the nearest competitor and garnering 86% of all weekend morning news viewers. Weekend evening news viewership at 6 p.m. on Saturday and Sunday reached 13,400 viewers, 90% of Household viewership.

It also took the lead in digital in May, reaching over 715,000 unique users across the Monterey-Salinas DMA– 560,000 of whom were new to KSBW's digital platforms. Together, KSBW.com and the KSBW app delivered more than 2.1 million sessions and 1 million video views. On average, digital news viewers spent 6 minutes engaging with content across the site and app, making KSBW the go-to digital news source on the Central Coast.

KSBW 8 also said it had the top social media presence of all local media organizations on the Central Coast with a market-

leading 309,000 followers on Facebook, 93,000 followers on Instagram, and 118,000 followers on X (formerly Twitter), and 71,000 YouTube subscribers.

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