

METHODOLOGY

The Future of News Study was conducted among 49,990 U.S. adults across the United States from March 29 to April 19, 2024. HarrisX, a Stagwell company and a leading global research consultancy, conducted the quantitative survey-based online interviews. The sampling margin of error is +/-0.44% for the total study sample, +/-1.32 for each news article tested, and +/-4.38 for each variation of study stimulus.

The survey data was weighted to a nationally representative sample of American adults across key demographics, including age, gender, region, race/ethnicity, education, and income, to align with the US census.

HarrisX obtained the survey sample from multiple industry-leading online sample panels. Throughout the data collection process, HarrisX used in-house technology tools to ensure data quality including authenticating survey respondents and preventing multiple survey submissions.

HarrisX, in coordination with Stagwell, led and executed all aspects of the study, including survey design and methodology, data collection, processing and analysis. Media partners did not have any input on the study design, execution or analysis. Media partners also did not have any input on the selection of the brands, ads or articles used in the survey.

The study used real articles, which had been recently published by the study media partners. To focus solely on ad adjacency, all publisher branding and article author information were removed from the study stimulus. The selected articles focused on issues and events that are top-of-mind for Americans.

The study also used real ads and placed them adjacent to real news articles that had been recently published by the study media partners.

The ads were selected solely for research purposes and the study should not be used to make any claims on the effectiveness of individual ads or to make any claims on the corporate reputation health of individual companies. The brand selection was carried out to ensure that the ads came from companies that most Americans are familiar with, represent a variety of sectors, and offer a variety of products and/or services, [as per the Axios Harris Poll 100](#).

The brands have no association with the study and did not have any input on the study design, methodology, or analysis.

The study used a monadic ad testing approach, whereby each respondent only saw one variation of the stimulus (an ad placed adjacent to a type of news content) and then was asked a series of eight reputational metrics about the brand whose ad they were exposed to. The stimulus variation that each respondent saw was assigned randomly. The respondent survey experience, including the display of ad adjacency, was compatible via desktop and mobile.

Each stimulus variation was balanced individually across key demographics to control for sampling error.

Prior to seeing the stimulus, respondents were not exposed to any messaging on the brands used in the study or any of the issues/events that are the focus of the news articles used in the study.