

FUTURE OF NEWS



NOVEMBER 2024

**HOSTED
BY**

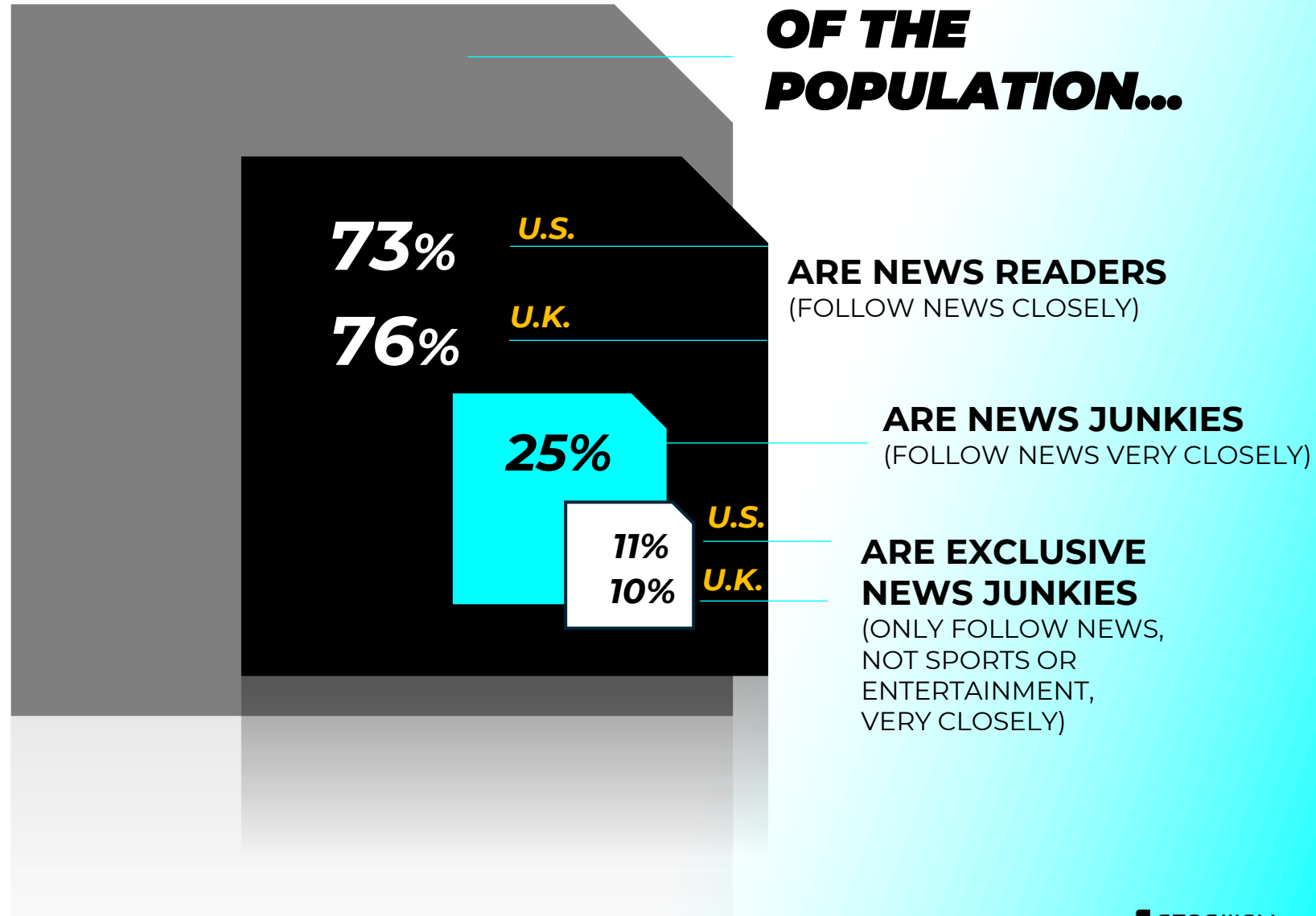
 **STAGWELL**

OUR ESTEEMED PARTNERS



25%

OF AMERICANS AND BRITS ARE NEWS JUNKIES



THERE ARE MORE

NEWS JUNKIES THAN ANYTHING ELSE

AMERICANS WHO CLOSELY FOLLOW

25%



News

23%



Sports

17%



Entertainment

BRITS WHO CLOSELY FOLLOW

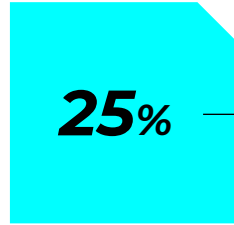
25%

27%

16%

NEWS JUNKIES

ARE
VALUABLE
AUDIENCES



NEWS JUNKIES
(FOLLOW NEWS VERY CLOSELY)

Check the news
an average of

Read an average
of new articles

5.6 TIMES PER DAY
in the **U.S.**

7 PER DAY
in the **U.S.**

4 TIMES PER DAY
in the **U.K.**

4.8 PER DAY
in the **U.K.**

NEWS JUNKIES

ARE
VALUABLE
AUDIENCES

NEWS JUNKIES ARE PRIMARILY

U.S.

64%

GEN X+

51%

COLLEGE GRADS+

46%

FULL TIME EMPLOYED

37%

\$100K+ EARNERS

U.K.

75%

BELIEVE THE MEDIA THEY CONSUME
REFLECTS THEIR LIFESTYLE AND VALUES

67%

GENX+

45%

FULL TIME EMPLOYED

44%

UNIVERSITY GRADS+

42%

HAVE 20% OR MORE OF THEIR
SALARY AS DISPOSABLE INCOME

32%

50K+ EARNERS

MORE THAN THE GEN. POPULATION

58%

38%

40%

28%

65%

59%

40%

35%

31%

25%

KEY DATA POINTS

— Ads adjacent to “not brand safe” stories performed on par with ads next to the “brand safe” articles.

AVERAGE BRAND
REPUTATIONAL METRICS

U.S.

67.2%

8 Metric Average

Trump, Middle East, Crime, Biden, Inflation

68.3%

8 Metric Average

Business, Sports, Entertainment

U.K.

66%

8 Metric Average

Middle East, Crime, Farage, Starmer, Inflation

67%

8 Metric Average

Business, Sports, Entertainment

**‘Not Brand Safe’
Content**

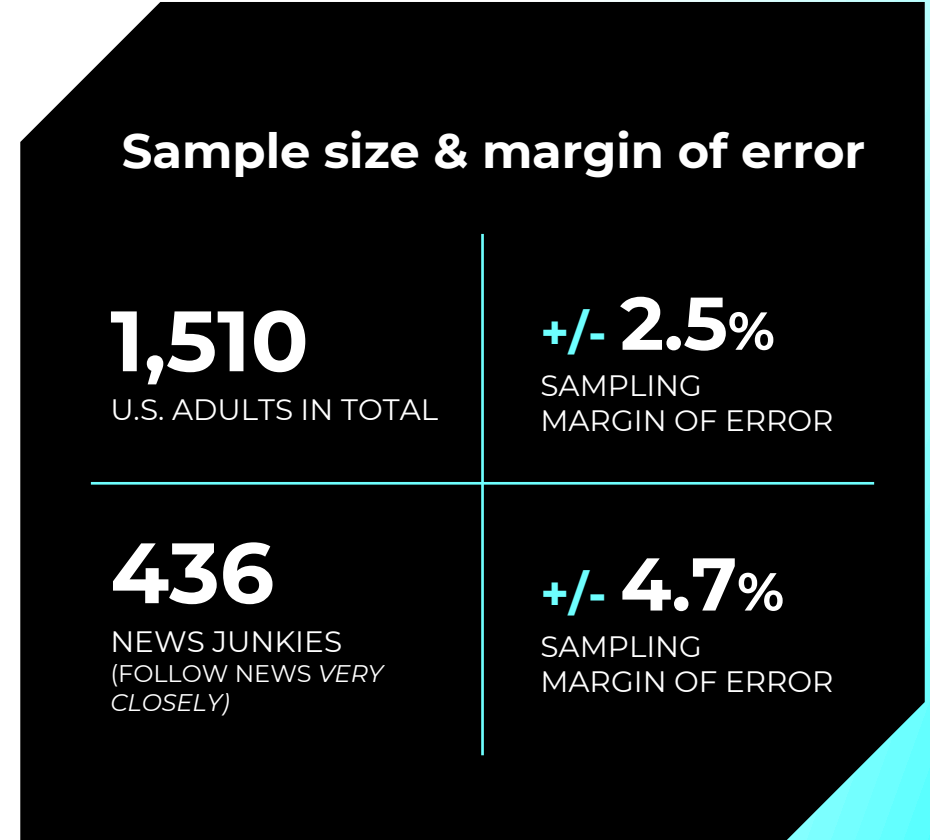
**‘Brand Safe’
Content**

NEWS IS HIGHLY EFFECTIVE AND EFFICIENT

- › It is safe for brands to advertise adjacent to news content, **regardless of topic.**
- › Ads placed adjacent to stories covering politics or gun shootings **perform as effectively** as ads placed next to a positive business story, on par with sports and entertainment.
- › **No brand safety issues among key demographic groups for advertisers,** including Gen Z, moms, high earners and college-educated adults.

TODAY: POST-ELECTION STUDY AND ITS OBJECTIVE

- › In continuation of its *Future of News Initiative*, Stagwell and HarrisX conducted a flash poll of U.S. adults to bring fresh insights into how Americans view the news media, their concerns, and who they trust.
- › This survey was conducted online within the United States from 11-12 November, 2024 among 1,510 adults via the HarrisX Overnight Poll. Respondents for the HarrisX Overnight Poll are recruited through opt-in, web-panel recruitment sampling. Recruitment occurs through a broad variety of professional, validated respondent panels to expand the sampling frame as wide as possible and minimize the impact of any given panel on recruiting methods.
- › The results reflect a nationally representative sample of U.S. adults. Results were weighted for age, gender, region, race/ethnicity, party ID, and income where necessary to align them with their actual proportions in the population. The margin of error for the total sample is +/- 2.5 percentage points.



AMERICANS SAY

Advertising on news media boosts brand image: it is necessary, important and positive

U.S.
ADULTS

NEWS
JUNKIES

71%

78%

Say companies *should* advertise on news media

65%

72%

Say it's *important* for companies to advertise in the news

66%

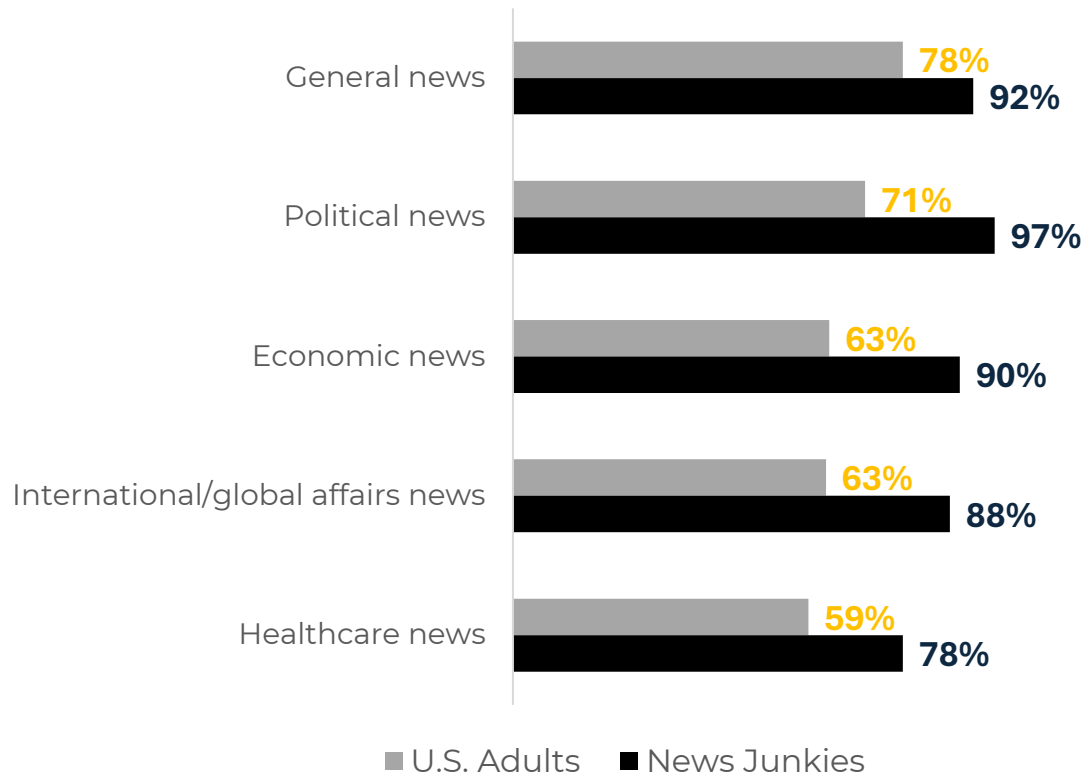
74%

Have a more *positive* impression of companies that advertise on news

AMERICANS FAVOR TV FOR NEWS, PRIORITIZING POLITICS AND ECONOMICS; ALMOST ALL NEWS JUNKIES FOLLOW POLITICAL NEWS

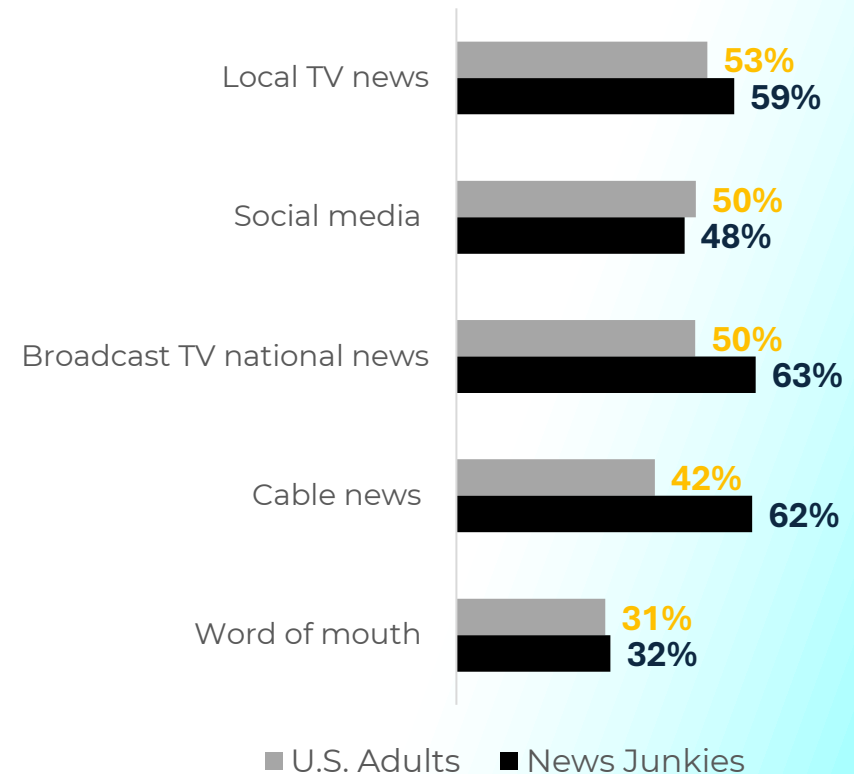
Top 5 Types of News Followed

Displaying % Say 'Very' or 'Somewhat' Closely



Top 5 News Sources

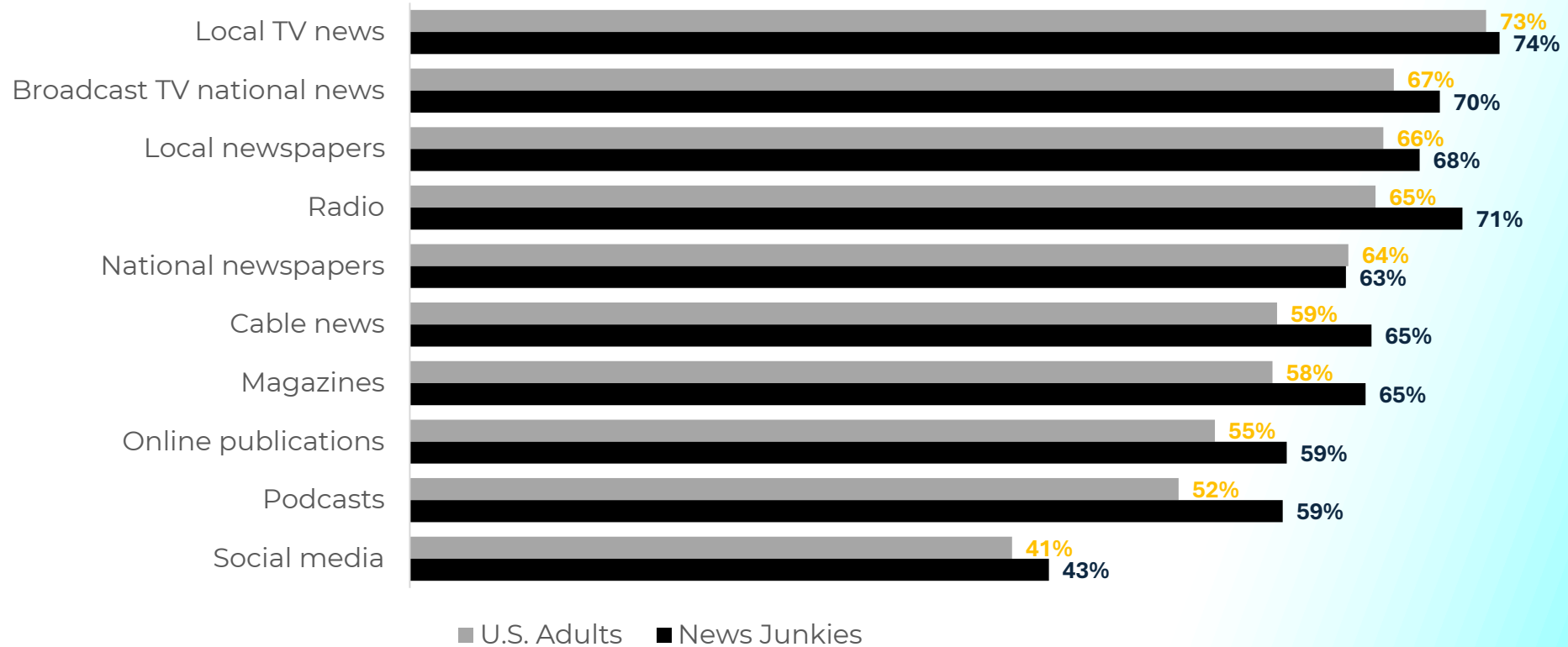
Displaying % Who Say They Get Their News From...



LOCAL AND BROADCAST TV, NEWSPAPERS, AND RADIO ARE THE TOP TRUSTED NEWS SOURCES

Trustworthiness of News Media Sources in Delivering Accurate News & Information

Displaying % Say 'Very' or 'Somewhat' Trustworthy



Base: U.S. Adults (n=1,510), News Junkies (n=436)

QNEWS10: How trustworthy or untrustworthy do you feel the following news media sources are in delivering accurate news and information?



MOST AMERICANS SAY INCREASED YOUTH ENGAGEMENT WITH NEWS IS IMPORTANT, ESPECIALLY AMONG NEWS JUNKIES

% say it's important for younger generations to watch the news MORE than they currently do

U.S. Adults

56%

Say more, 19% say less,
25% about the same

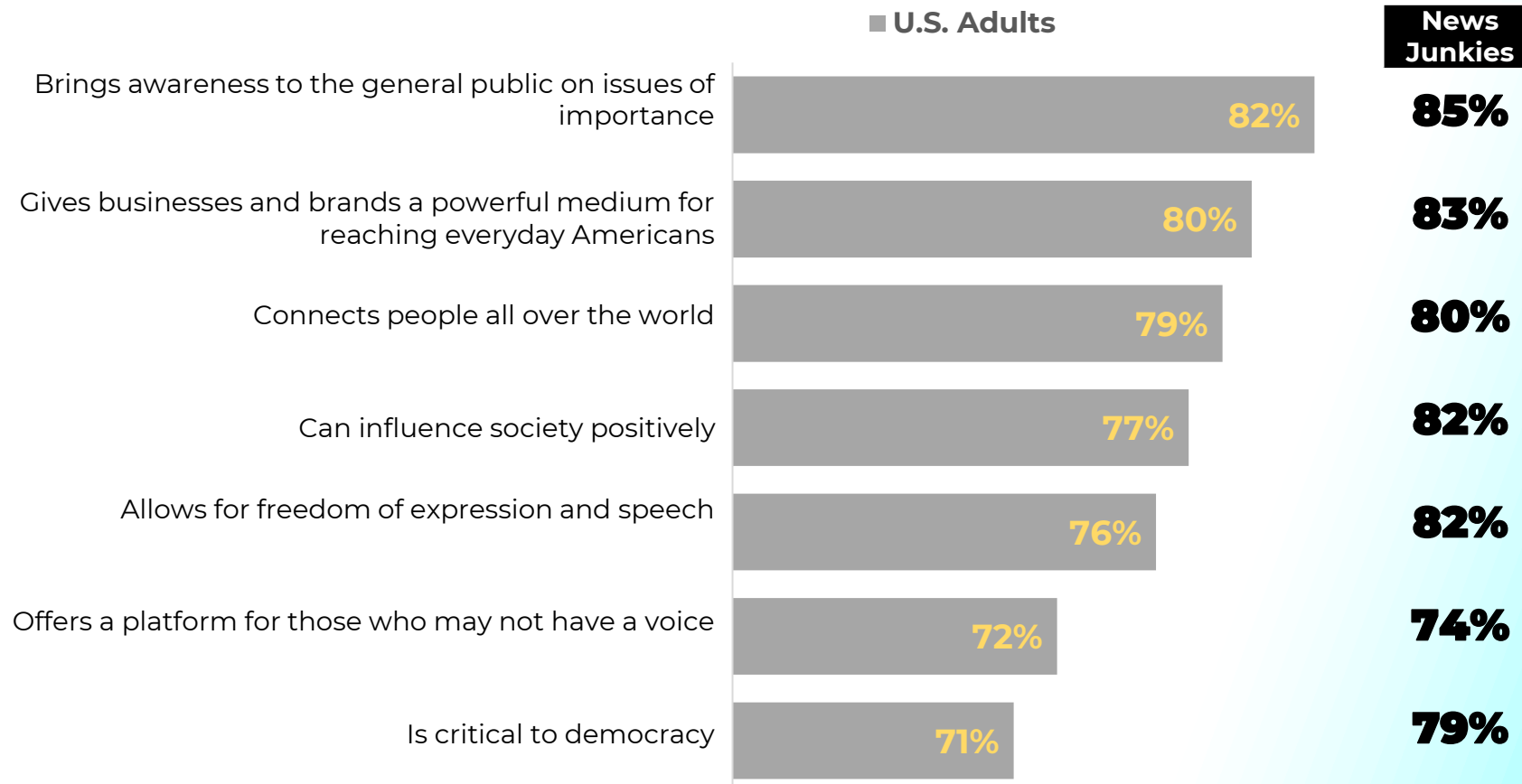
News Junkies

72%

Say more, 9% say less,
19% about the same

AMERICANS AGREE NEWS MEDIA IS A VITAL PLATFORM FOR BRANDS, CONNECTION, AND UPHOLDING DEMOCRACY

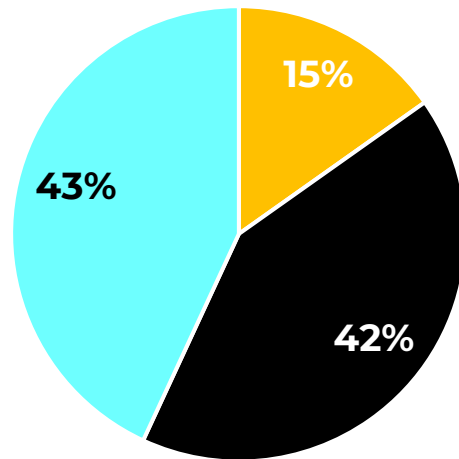
Top Statements Americans Agree With About News Media



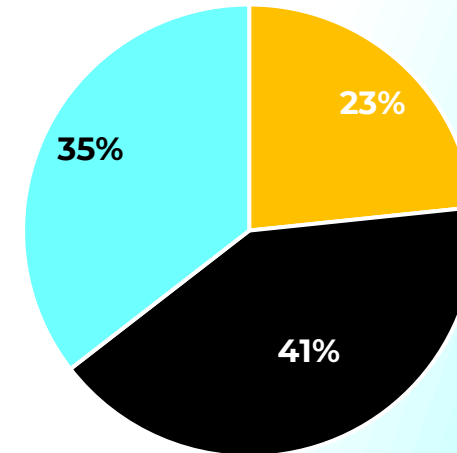
TRUST IN NEWS IS STAGNANT OR DECLINING; 42% SAY IT'S WORSENING, 43% SEE NO IMPROVEMENT. JUST UNDER ONE-QUARTER OF NEWS JUNKIES SAY IT'S IMPROVING

— Is Your Trust in News Media Improving, Worsening, or Staying the Same...

U.S. Adults



News Junkies



- Improving
- Worsening
- Staying the same

Base: U.S. Adults (n=1,510), News Junkies (n=436)
QNEWA3: Would you say your trust in the news media is improving, worsening, or staying the same?

TRUST IN NEWS MEDIA IS UNDERMINED BY MISINFORMATION, BLURRED LINES BETWEEN NEWS AND OPINION AND SENSATIONALISM

Issues Impacting Trust in News Media



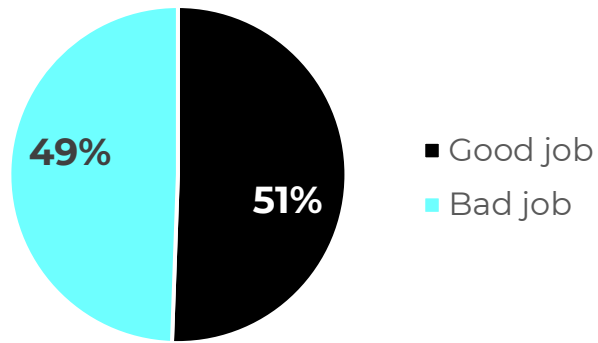
Base: U.S. Adults (n=1,510), News Junkies (n=436)
 QNEWS11. Which of the following, if any, are the main issues that impact your trust in the news media today?

AMERICANS ARE DIVIDED ON NEWS MEDIA'S RANGE OF PERSPECTIVES, WITH A PARTISAN SPLIT ON THE FAIRNESS OF ITS REPRESENTATIVENESS

— % Does the News Media Do a Good / Bad Job of...

...covering a wide range of perspectives in its reporting

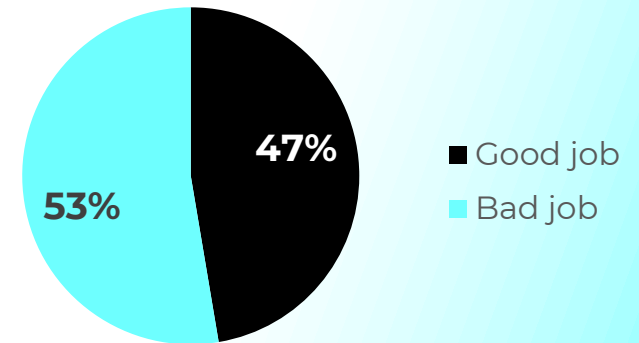
AMONG U.S. ADULTS



	News Enthusiasts	Republicans	Democrats	Independents
Good job	55%	37%	68%	46%
Bad job	45%	63%	32%	54%

...representing the perspectives of people like you

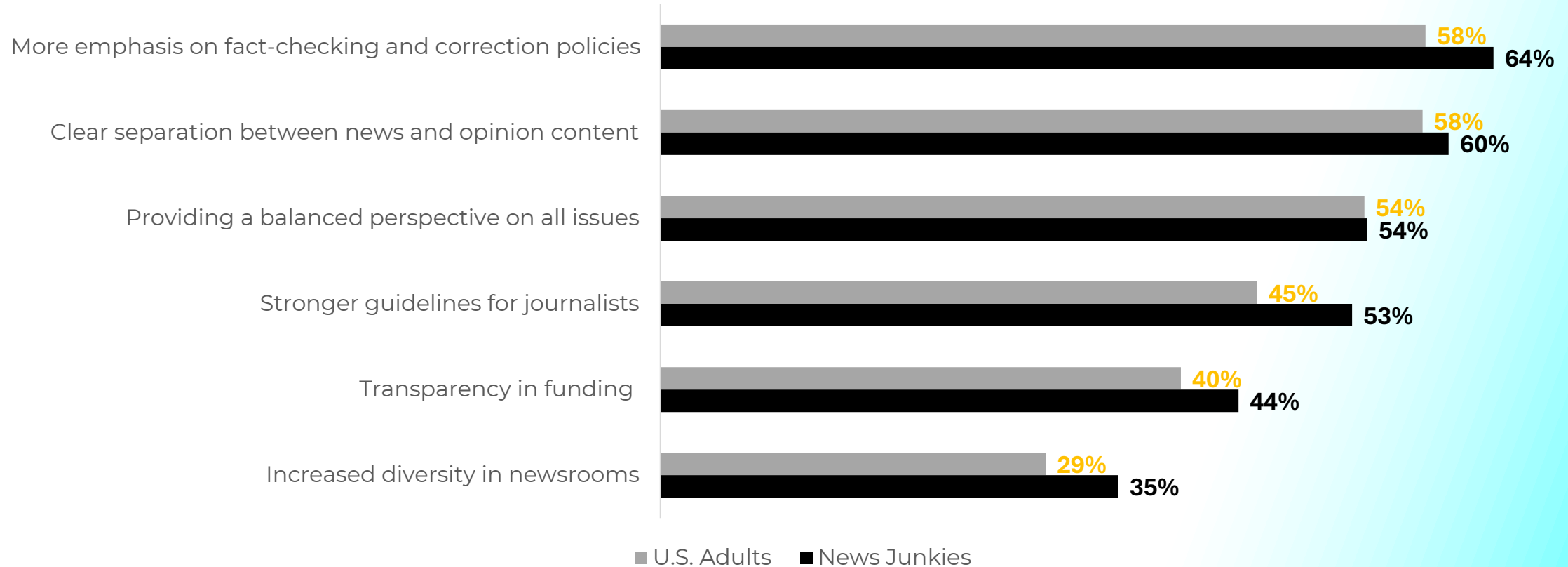
AMONG U.S. ADULTS



	News Enthusiasts	Republicans	Democrats	Independents
Good job	56%	37%	62%	43%
Bad job	44%	63%	38%	57%

TO BUILD TRUST, AMERICANS WANT FACT-CHECKING, CLEAR SEPARATION BETWEEN NEWS AND OPINION, AND BALANCED COVERAGE

Factors That Could Increase Trust in News Media



Base: U.S. Adults (n=1,510), News Junkies (n=436)
 QNEWS12. Which of the following changes, if any, would help increase your trust in the news media?

WHAT'S NEXT FOR THE FUTURE OF NEWS

After a breakthrough launch year – we are continuing the Future of News initiative by driving results to push the business world to reinvest in news, ensuring a vibrant free press for years to come.

HOW WE'RE EXPANDING

Building a first-of-its-kind client council with businesses committed to advertising in news

Expanding to new geographies:
APAC and MENA

Broadening our base of research to further understand news readers






THANK YOU

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