

FUTURE OF NEWS



26TH SEPTEMBER, 2024

**HOSTED
BY**

 **STAGWELL**

THANK YOU TO OUR PARTNERS





THE OPPORTUNITY

BRANDS, **STOP** FEEDING THE VICIOUS CYCLE

QUALITY NEWS
tackles hard-hitting issues

Brands **don't advertise** on news

News revenue **declines**

Newsrooms **lose resources,** and some even go out of business

Quality journalism SUFFERS THE MOST

Mis, mal and **dis-information** proliferate

Journalism becomes more clickbait-y

START FEEDING THE VIRTUOUS CYCLE

QUALITY NEWS
tackles the hard-hitting issues

Quality journalism and top-tier brands BOTH THRIVE

Advertisers support the news

Brands benefit from reaching a valuable new audience

News gets **monetized** more

Newsrooms have **more freedom** from chasing the next click

Newsrooms have **greater resources** to improve and cover tough stories

BRAND SAFETY IS CONTRIBUTING TO THE VICIOUS CYCLE

DIGIDAY

MARKETING ON PLATFORMS

Lawsuits against GARM call into question the politics behind brand safety



The Drum

Media agencies struggling to keep brands advertising around bleak Ukraine news cycle



PressGazette
FUTURE OF MEDIA

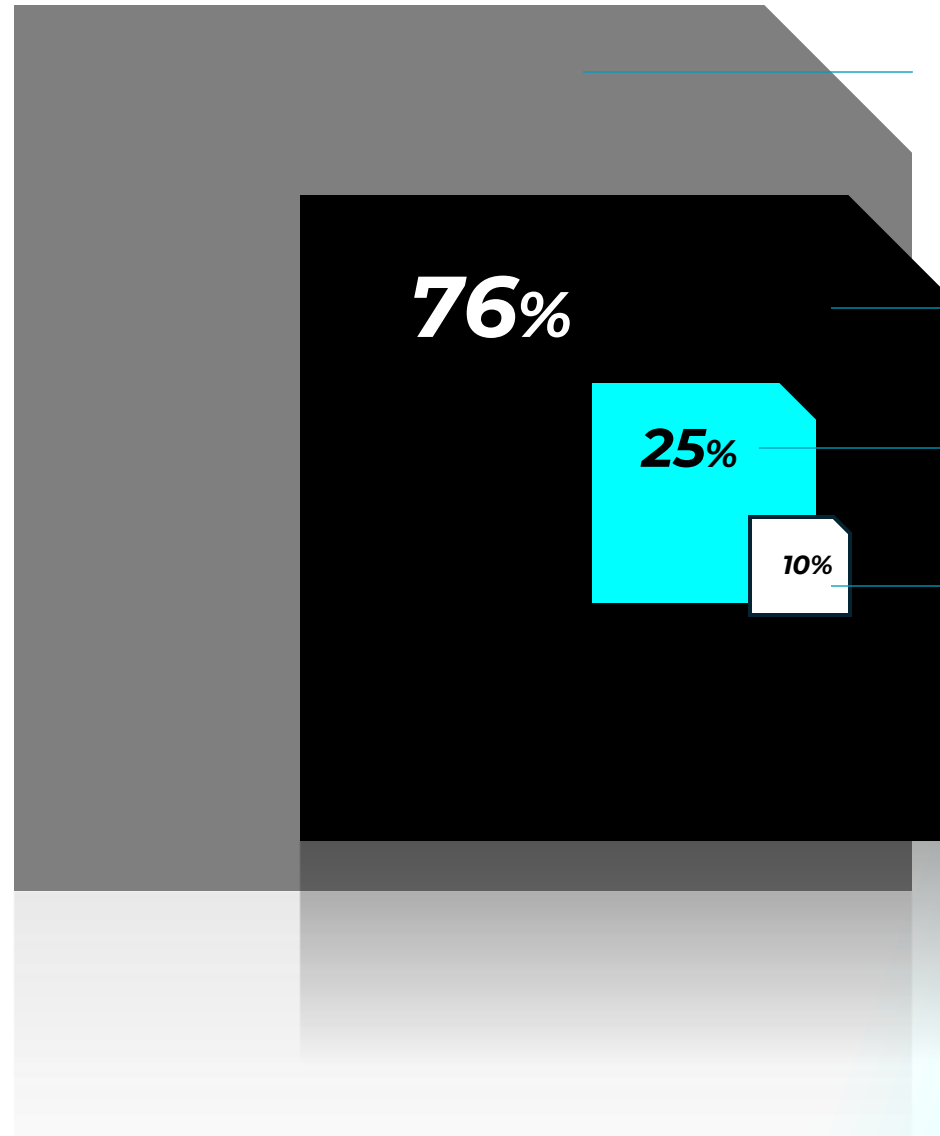
Advertising blocklists unfairly targeted coverage from Olympics and Euros

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 **STAGWELL**

25%

OF BRITS
ARE NEWS
JUNKIES



**OF THE BRITISH
POPULATION..**

ARE NEWS READERS
(FOLLOW NEWS CLOSELY)

ARE NEWS JUNKIES
(FOLLOW NEWS VERY CLOSELY)

**ARE EXCLUSIVE
NEWS JUNKIES**
(ONLY FOLLOW NEWS,
NOT SPORTS OR
ENTERTAINMENT,
VERY CLOSELY)

BRITS

ARE AS LIKELY TO FOLLOW NEWS AS THEY ARE SPORTS & ENTERTAINMENT.

BRITS WHO VERY CLOSELY FOLLOW..

25%



News

27%



Sports

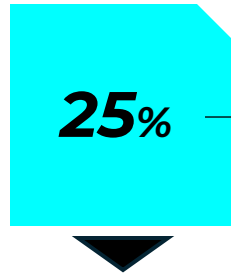
16%



Entertainment

NEWS JUNKIES

ARE
VALUABLE
AUDIENCES



NEWS JUNKIES
(FOLLOW NEWS VERY CLOSELY)

Check the news
an average of

4 TIMES PER DAY

Read
an average of
4.8 news articles
PER DAY

ARE PRIMARILY

- 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

- 65%**
- 59%**
- 40%**
- 35%**
- 31%**
- 25%**

**NEWS
ADVERTISING
STUDY**



THE STUDY AND ITS OBJECTIVE

- › A first-of-its-kind **randomized experiment among 22,116 U.K. adults to determine if ad adjacency matters**, conducted by research consultancy [HarrisX](#).
- › **We tested 6 different brand ads** placed **adjacent to 8 types of news content**, using real ads and real stories.
- › **This definitive study provides decision-grade quantitative insights** for advertisers to better understand where and how brands should be advertising across the news industry.
- › The brands were selected from a **span of sectors among 100 best-known companies in the U.K.** and are on a broad spectrum of corporate reputation strength.
- › **The ads were tested solely for research purposes** and the brands whose brands were tested had no input on the study.
- › **The news stories focused on top-of-mind topics** for the British public.
- › The news stories were selected from our publishing partners but were done without their input. To focus solely on ad adjacency, the story publisher brands were removed from the digital environment in which it was tested.

22,116

U.K. ADULTS IN TOTAL

+/- 0.7%

SAMPLING
MARGIN OF ERROR

≈ 2,450

U.K. ADULTS PER
NEWS TOPIC

+/- 2.0%

SAMPLING
MARGIN OF ERROR

≈ 400

U.K. ADULTS PER CELL
(AD X CONTENT TYPE)

+/- 4.9%

SAMPLING
MARGIN OF ERROR

**Study conducted August 30 –
September 9, 2024 by HarrisX.**

REPUTATIONAL BRAND METRICS ASSESSED

1 Purchase Intent

How **likely or unlikely** are you to make a purchase or use services from [INSERT BRAND]?

2 Favorability

How **favorable or unfavorable** are you towards [INSERT BRAND]?

- 3 Cares about its customers
- 4 Is a trustworthy company
- 5 Offers good value to its customers
- 6 Is a company I would want to work at
- 7 Has the right values
- 8 Has quality products / services

How well you do you think each phrase or word describes [INSERT BRAND]?

Average score was created across the eight reputational metrics

Top 2 Box scores on a 4-point scale were used for each metric



WHAT THE RESULTS SHOW

- › It is **safe** for brands to **advertise adjacent to quality news content**, regardless of topic.
- › Ads placed adjacent to stories covering politics or crime **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, mums, high earners and university-educated Brits.

CONTENT TESTED: NEWS

Middle East



World | Middle East

Middle East crisis looks set to explode into all out war as America threatens retaliation for rocket blast that hit soldiers in Iraq - as military scrambles destroyers and fighter jets to Israel



American defense officials are planning for the crisis in the Middle East to become even worse following a rocket blast that injured several soldiers at a military base in Iraq Monday.



Secretary of Defense Lloyd Austin announced Monday night the US was deploying additional fighters, carrier strike groups, ballistic missile defense-capable cruisers and destroyers to the region, as Israel awaits retaliation from Iran for the assassination of Hamas leader Ismail Haniyeh.

Crime



Home | News | UK

Met Police is 'inadequate at investigating crime', damning report finds

The Metropolitan Police isn't the best at picking, apparently, according to inspectors.



An information pack given to prospective police officers says the Met is responsible for 'maintaining the peace and is accountable in law for the exercise of policing powers'.



But London's force wasn't graded 'outstanding' or 'good' at all by His Majesty's Inspectorate of Constabulary and Fire & Rescue Services (HMICFRS) across eight key policing areas.

In his report for the 2023-25 period, published today, chief inspector Lee Freeman found the Met is performing well below the basic standards expected in seven areas.

He gave the Met's crime investigating and offender management the lowest rating of 'satisfactory'.

Farage



News | UK Politics

Nigel Farage's flippant six-word response as he is banned from Tory party membership

Nigel Farage will now never become a member of the Tory party despite rumours of a takeover bid during the election.



Nigel Farage will never be allowed into the Tory Party to take it over from the inside, it emerged this afternoon.



Despite rumours he may try such a radical move during the election campaign, all six Conservative leadership candidates have now united in opposition to allowing Mr Farage into the party's fold.

In an interview today, leadership hopeful Mel Stride became the sixth candidate to side with any such silver-haired, hammering the final nail into the coffin.

The unity between leadership candidates is a stark turnaround from last year's ...

Starmer



News | UK Politics

Keir Starmer to signal Britain is 'back' on the world stage

Labour wants to strengthen ties with Europe and the global south, while boosting climate change co-operation



Sir Keir Starmer will use his first weeks in power to signal that Britain is 'back' as a leading global player, as Labour prioritises three foreign policy resets — with Europe, the 'global south' and on climate change.



The Labour leader will be thrust on to the world stage within days of Thursday's general election if he becomes UK prime minister as expected, with Boris Johnson's anniversary summit in Washington starting on July 6.

He will also host European leaders in the UK two weeks after the election and is expected to sign a new bilateral security deal with Germany, which EU diplomats said could be finalised as early as August.

"There's going to be a reset for the UK on the international stage. We will be ...

Inflation



Inflation

Revealed: how UK's poor paid price of 'cheapflation' in cost of living crisis

Poor costs were higher for budget goods than expensive varieties during peak years of inflation, research shows



The bill for a weekly shop in Britain's poorest households rose by far more than it did in wealthy homes during the height of the cost of living crisis as the cheapest price increases affected cheaper brands, research reveals.



The study by the Institute for Fiscal Studies (IFS) found the least well-off had been hardest hit by "cheapflation" in the 2021-22 period — paying 29.4% more for their food, compared with 23.5% for better-off households.

The report, which lays bare the disproportionate impact of rising food prices on the poor, has been released to coincide with the latest cost of living figures from the Office for National Statistics.

Business



Nvidia overtakes Apple and Microsoft to become the world's most valuable company

The chip company that is cashing in on the market's artificial-intelligence obsession scores its many investors like an unstoppable force



Nvidia has leapfrogged Microsoft and Apple to become the most valuable publicly listed company in the world, following months of explosive share price growth driven by demand for its chips and an investor frenzy over artificial intelligence.



The company's shares climbed 3.5 per cent to \$135.68 on Tuesday, bringing its market capitalisation to \$5.32tn and surpassing the two tech giants that have long jostled for pole position on US stock markets.



CONTENT TESTED: SPORTS & ENTERTAINMENT

Sports



NEWS | UK

Team GB stars return to London to cheers from crowds after Olympics, but Tom Daley admits leaving medal in Paris



British athletes arrived back at St Pancras on Monday on the Eurostar after celebrating at the closing ceremony

Team GB athletes have arrived back in London on the Eurostar after a night of celebrating a successful Paris Olympics at the closing ceremony.

The athletes departed their train at St Pancras station on Monday to cheers from awaiting supporters.



Mayor of London Sadiq Khan was among those waiting to greet them.

Tom Daley told Sky News that he had left the silver medal he won in the diving in Paris, before confirming he is retiring from

Entertainment



SHOWBIZ | CELEBRITY NEWS

Mr Bates vs The Post Office among National Television Awards shortlisted shows

The TV drama has been nominated in the new drama category, but it will face tough competition from Baby Reindeer, One Day, Fool Me Once and Red Eye.



Mr Bates vs The Post Office has been shortlisted for a National Television Award after the ITV drama drew renewed attention to the subpostmasters who were wrongly prosecuted during the Horizon IT scandal.



More than 700 subpostmasters were prosecuted by the Post Office and given criminal convictions between 1999 and 2015, as Fujitsu's faulty Horizon IT system made it appear as though money was missing at their branches.

TO PUT ANOTHER WAY: "NOT BRAND SAFE" VS. "BRAND SAFE"

"NOT BRAND SAFE"

Middle East

Middle East crisis looks set to explode into all out war as America threatens retaliation for rocket blast that hit soldiers in Iraq - as military scrambles destroyers and fighter jets to Israel

American defence officials are planning for the crisis in the Middle East to become more serious following a rocket blast that killed seven soldiers in a military base in Iraq, it is reported.

Secretary of Defense Lloyd Austin announced Monday night the US will increase its military presence in the region, order more precision strikes, and increase its missile defence capabilities in the region. The report, to be made public in the coming days, says the US will also send more warships to the area.

Crime

Met Police is 'inadequate at investigating crime', damning report finds

The Metropolitan Police will be the best at policing agencies, according to a report.

An information push given to prospective police officers says the Met is responsible for monitoring the police and a surveillance is in place for the review of police powers.

But London's best wasn't praised. Instead, it was found to be 'inadequate at investigating crime', according to a report by the Home Office.

In his report for the 2022-23 period published today, chief inspector Les French found the Met is performing well below the best standards expected in most areas.

He gave the Met a 'C' for its overall performance and offender management the lowest overall of 'inadequate'.

Farage

Nigel Farage's flippant six-word response as he is banned from Tory party membership

The Conservative Party will be the best at policing agencies, according to a report.

Nigel Farage will seem to be relaxed on the Tory Party to take it over from the inside, it is reported.

He said he would not be a member of the party and would not be a member of the party.

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Starmer

Keir Starmer to signal Britain is 'back' on the world stage

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Inflation

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"BRAND SAFE"

Business

Nvidia overtakes Apple and Microsoft to become the world's most valuable company

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Sports

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The athletes departed their train at St Pancras station on Monday to cheers from waiting supporters.

Tom Daley said Sky News that he had left the silver medal he won in the diving in Paris, before confirming he is retiring from the sport.

Entertainment

Mr Bates vs The Post Office among National Television Awards shortlisted shows

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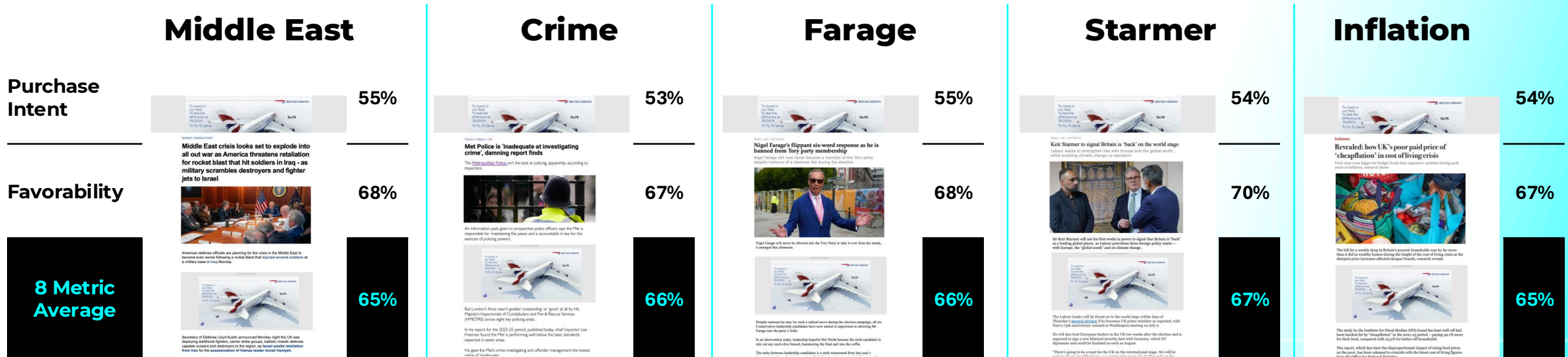




KEY FINDINGS

ADS ADJACENT TO TOP-OF-MIND NEWS CONTENT PERFORM EQUALLY WELL

AVERAGE BRAND REPUTATIONAL METRICS



Base: Mideast (n=2456), Crime (n=2457), Farage (n=2459), Starmer (n=2454), Inflation (n=2461)
QBPI2. Please indicate how likely or unlikely you are to make a purchase or use services from [BRAND] over the next 6 months.
QFAV2. Please indicate how favorable or unfavorable you are towards [BRAND]. If you do not know enough about the company to have an opinion, please indicate so.
QATTR2. Below are some phrases and words. Please indicate how well do you think each phrase or word describes [BRAND].



...COMPARED TO “BRAND SAFE” CONTENT PERFORMANCE

AVERAGE BRAND REPUTATIONAL METRICS

Purchase Intent

Favorability

8 Metric Average

Business



Nvidia overtakes Apple and Microsoft to become the world's most valuable company

The chip company that is taking its on the market's artificial intelligence revolution seems to have leapt like an unstoppable force



Nvidia has leapfrogged Microsoft and Apple to become the most valuable publicly listed company in the world, following months of explosive share price growth driven by demand for its chips and an investor frenzy over artificial intelligence.



The company's shares climbed 3.5 per cent to \$125.08 on Tuesday, bringing its market capitalisation to \$3.33tr and surpassing the two tech giants that have long jostled for pole position on US stock markets.

55%

69%

67%

Entertainment



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More than 700 subpostmasters were prosecuted by the Post Office and given criminal convictions between 1999 and 2015, as Fujitsu's faulty Horizon IT system made it appear as though money was missing at their branches.

54%

70%

67%

Sports



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Mayor of London Sadiq Khan was among those waiting to greet them.

Tom Daley told Sky News that he had left the silver medal he won in the diving in Paris, before confirming he is retiring from

55%

71%

67%

Base: Business (n=2459), Entertainment (n=2459), Sports (n=2455)

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QFAV2. Please indicate how favorable or unfavorable you are towards [BRAND]. If you do not know enough about the company to have an opinion, please indicate so.

QATTR2. Below are some phrases and words. Please indicate how well do you think each phrase or word describes [BRAND].

HOSTED BY



ADS ADJACENT TO “NOT BRAND SAFE” STORIES PERFORM ON PAR

— with ads next to the “brand safe” articles.

AVERAGE BRAND REPUTATIONAL METRICS

‘Not Brand Safe’ Content

66%

8 Metric Average

Middle East, Crime, Farage, Starmer, Inflation

‘Brand Safe’ Content

67%

8 Metric Average

Business, Entertainment, Sports

Base: Mideast (n=2456), Crime (n=2457), Farage (n=2459), Starmer (n=2454), Inflation (n=2461), Business (n=2459), Entertainment (n=2459), Sports (n=2455)

QBPI2. Please indicate how likely or unlikely you are to make a purchase or use services from [BRAND] over the next 6 months.

QFAV2. Please indicate how favorable or unfavorable you are towards [BRAND]. If you do not know enough about the company to have an opinion, please indicate so.

QATTR2. Below are some phrases and words. Please indicate how well do you think each phrase or word describes [BRAND].



LESS THAN THREE POINT DIFFERENCE IN BRAND PERFORMANCE ACROSS ALL ARTICLES

| Reputational Brand Metric (% Top 2 box) | Average (across topics) | Middle East (across brands) | Crime (across brands) | Farage (across brands) | Starmer (across brands) | Inflation (across brands) | Business (across brands) | Entertainment (across brands) | Sports (across brands) |
|--------------------------------------------|----------------------------|--------------------------------|--------------------------|---------------------------|----------------------------|------------------------------|-----------------------------|----------------------------------|---------------------------|
| Purchase intent | 54% | 55% | 53% | 55% | 54% | 54% | 55% | 54% | 55% |
| Favorability | 69% | 68% | 67% | 68% | 70% | 67% | 69% | 70% | 71% |
| Cares about customers | 70% | 69% | 70% | 70% | 71% | 68% | 71% | 71% | 69% |
| Trustworthy | 75% | 73% | 75% | 75% | 75% | 73% | 76% | 75% | 76% |
| Good value | 69% | 68% | 70% | 69% | 69% | 67% | 70% | 70% | 70% |
| Want to work at | 48% | 47% | 49% | 48% | 49% | 48% | 49% | 48% | 49% |
| Right values | 67% | 65% | 66% | 66% | 67% | 65% | 69% | 67% | 68% |
| Quality products | 78% | 77% | 79% | 78% | 79% | 76% | 79% | 79% | 79% |
| 8 Metric Average | 66% | 65% | 66% | 66% | 67% | 65% | 67% | 67% | 67% |

Base: Mideast (n=2456), Crime (n=2457), Farage (n=2459), Starmer (n=2454), Inflation (n=2461), Business (n=2459), Entertainment (n=2459), Sports (n=2455)
 QBPI2. Please indicate how likely or unlikely you are to make a purchase or use services from [BRAND] over the next 6 months.
 QFAV2. Please indicate how favorable or unfavorable you are towards [BRAND]. If you do not know enough about the company to have an opinion, please indicate so.
 QATTR2. Below are some phrases and words. Please indicate how well do you think each phrase or word describes [BRAND].



**DETAILED
DEMOGRAPHIC
FINDINGS**

NO BRAND SAFETY ISSUES AMONG BRITS FOLLOWING THE NEWS VERY CLOSELY

| Reputational Brand Metric (% Top 2 box) | Average (across topics) | Middle East (across brands) | Crime (across brands) | Farage (across brands) | Starmer (across brands) | Inflation (across brands) | Business (across brands) | Entertainment (across brands) | Sports (across brands) |
|--------------------------------------------|----------------------------|--------------------------------|--------------------------|---------------------------|----------------------------|------------------------------|-----------------------------|----------------------------------|---------------------------|
| Purchase intent | 63% | 63% | 62% | 60% | 63% | 66% | 67% | 64% | 61% |
| Favorability | 77% | 76% | 72% | 75% | 79% | 78% | 80% | 79% | 78% |
| Cares about customers | 75% | 73% | 74% | 76% | 79% | 76% | 79% | 75% | 71% |
| Trustworthy | 80% | 79% | 77% | 78% | 82% | 81% | 82% | 81% | 79% |
| Good value | 75% | 72% | 74% | 74% | 77% | 77% | 77% | 75% | 75% |
| Want to work at | 57% | 56% | 57% | 54% | 58% | 59% | 59% | 58% | 58% |
| Right values | 73% | 69% | 72% | 72% | 77% | 71% | 78% | 71% | 74% |
| Quality products | 84% | 83% | 81% | 83% | 84% | 83% | 84% | 86% | 84% |
| 8 Metric Average | 73% | 72% | 71% | 71% | 75% | 74% | 76% | 74% | 72% |

Base: Mideast (n=580), Crime (n=574), Farage (n=568), Starmer (n=595), Inflation (n=540), Business (n=572), Entertainment (n=555), Sports (n=603)

QBPI2. Please indicate how likely or unlikely you are to make a purchase or use services from [BRAND] over the next 6 months.

QFAV2. Please indicate how favorable or unfavorable you are towards [BRAND]. If you do not know enough about the company to have an opinion, please indicate so.

QATTR2. Below are some phrases and words. Please indicate how well do you think each phrase or word describes [BRAND].



NO BRAND SAFETY ISSUES AMONG GEN Z

| Reputational Brand Metric (% Top 2 box) | Average (across topics) | Middle East (across brands) | Crime (across brands) | Farage (across brands) | Starmer (across brands) | Inflation (across brands) | Business (across brands) | Entertainment (across brands) | Sports (across brands) |
|--------------------------------------------|----------------------------|--------------------------------|--------------------------|---------------------------|----------------------------|------------------------------|-----------------------------|----------------------------------|---------------------------|
| Purchase intent | 59% | 61% | 57% | 63% | 52% | 58% | 60% | 59% | 60% |
| Favorability | 66% | 68% | 63% | 66% | 65% | 67% | 66% | 69% | 68% |
| Cares about customers | 71% | 72% | 69% | 69% | 73% | 73% | 69% | 75% | 70% |
| Trustworthy | 76% | 74% | 75% | 79% | 75% | 76% | 75% | 77% | 75% |
| Good value | 71% | 70% | 72% | 71% | 71% | 73% | 69% | 74% | 72% |
| Want to work at | 53% | 53% | 53% | 47% | 54% | 57% | 55% | 51% | 56% |
| Right values | 68% | 66% | 67% | 67% | 70% | 68% | 67% | 69% | 68% |
| Quality products | 76% | 76% | 77% | 74% | 78% | 76% | 74% | 77% | 77% |
| 8 Metric Average | 68% | 68% | 67% | 67% | 67% | 68% | 67% | 69% | 68% |

Base: Mideast (n=382), Crime (n=370), Farage (n=397), Starmer (n=372), Inflation (n=390), Business (n=354), Entertainment (n=354), Sports (n=367)

QBPI2. Please indicate how likely or unlikely you are to make a purchase or use services from [BRAND] over the next 6 months.

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NO BRAND SAFETY ISSUES AMONG MUMS

| Reputational Brand Metric (% Top 2 box) | Average (across topics) | Middle East (across brands) | Crime (across brands) | Farage (across brands) | Starmer (across brands) | Inflation (across brands) | Business (across brands) | Entertainment (across brands) | Sports (across brands) |
|--------------------------------------------|----------------------------|--------------------------------|--------------------------|---------------------------|----------------------------|------------------------------|-----------------------------|----------------------------------|---------------------------|
| Purchase intent | 66% | 68% | 66% | 63% | 67% | 66% | 65% | 64% | 66% |
| Favorability | 75% | 75% | 73% | 73% | 74% | 73% | 75% | 76% | 79% |
| Cares about customers | 77% | 78% | 75% | 76% | 77% | 73% | 78% | 79% | 79% |
| Trustworthy | 81% | 82% | 81% | 81% | 82% | 79% | 80% | 82% | 83% |
| Good value | 76% | 78% | 75% | 73% | 76% | 74% | 74% | 81% | 79% |
| Want to work at | 57% | 58% | 60% | 54% | 58% | 57% | 59% | 56% | 56% |
| Right values | 73% | 75% | 70% | 69% | 74% | 71% | 74% | 76% | 77% |
| Quality products | 83% | 85% | 82% | 84% | 82% | 78% | 83% | 84% | 86% |
| 8 Metric Average | 74% | 75% | 73% | 72% | 74% | 71% | 74% | 75% | 76% |

Base: Mideast (n=646), Crime (n=632), Farage (n=633), Starmer (n=607), Inflation (n=602), Business (n=623), Entertainment (n=586), Sports (n=608)

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QATTR2. Below are some phrases and words. Please indicate how well do you think each phrase or word describes [BRAND].



NO BRAND SAFETY ISSUES AMONG BRITS WITH A UNIVERSITY DEGREE

| Reputational Brand Metric (% Top 2 box) | Average (across topics) | Middle East (across brands) | Crime (across brands) | Farage (across brands) | Starmer (across brands) | Inflation (across brands) | Business (across brands) | Entertainment (across brands) | Sports (across brands) |
|--------------------------------------------|----------------------------|--------------------------------|--------------------------|---------------------------|----------------------------|------------------------------|-----------------------------|----------------------------------|---------------------------|
| Purchase intent | 60% | 60% | 59% | 59% | 63% | 60% | 59% | 59% | 62% |
| Favorability | 72% | 70% | 72% | 70% | 74% | 72% | 73% | 72% | 76% |
| Cares about customers | 71% | 69% | 69% | 71% | 75% | 70% | 73% | 71% | 72% |
| Trustworthy | 77% | 77% | 77% | 76% | 80% | 76% | 78% | 76% | 78% |
| Good value | 72% | 70% | 72% | 72% | 74% | 71% | 72% | 72% | 73% |
| Want to work at | 52% | 50% | 51% | 53% | 55% | 55% | 50% | 52% | 52% |
| Right values | 68% | 67% | 68% | 68% | 71% | 67% | 68% | 66% | 71% |
| Quality products | 81% | 81% | 82% | 81% | 80% | 79% | 81% | 82% | 81% |
| 8 Metric Average | 69% | 68% | 69% | 69% | 71% | 69% | 69% | 69% | 71% |

Base: Mideast (n=912), Crime (n=889), Farage (n=904), Starmer (n=877), Inflation (n=936), Business (n=915), Entertainment (n=888), Sports (n=899)

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QFAV2. Please indicate how favorable or unfavorable you are towards [BRAND]. If you do not know enough about the company to have an opinion, please indicate so.

QATTR2. Below are some phrases and words. Please indicate how well do you think each phrase or word describes [BRAND].



**NO BRAND SAFETY ISSUES AMONG HIGH EARNERS (£100K+ HOUSEHOLDS).
ADVERTS NEXT TO BUSINESS STORIES OUTPERFORM ALL OTHERS**

| Reputational Brand Metric (% Top 2 box) | Average (across topics) | Middle East (across brands) | Crime (across brands) | Farage (across brands) | Starmer (across brands) | Inflation (across brands) | Business (across brands) | Entertainment (across brands) | Sports (across brands) |
|--------------------------------------------|----------------------------|--------------------------------|--------------------------|---------------------------|----------------------------|------------------------------|-----------------------------|----------------------------------|---------------------------|
| Purchase intent | 75% | 73% | 71% | 80% | 79% | 72% | 85% | 67% | 75% |
| Favorability | 81% | 77% | 82% | 84% | 81% | 79% | 86% | 76% | 78% |
| Cares about customers | 81% | 78% | 87% | 85% | 87% | 72% | 88% | 74% | 78% |
| Trustworthy | 84% | 80% | 86% | 86% | 85% | 82% | 93% | 77% | 80% |
| Good value | 84% | 80% | 84% | 85% | 88% | 80% | 87% | 84% | 84% |
| Want to work at | 63% | 61% | 65% | 68% | 62% | 59% | 72% | 57% | 61% |
| Right values | 78% | 77% | 80% | 80% | 79% | 73% | 87% | 77% | 74% |
| Quality products | 88% | 87% | 91% | 85% | 86% | 85% | 97% | 85% | 84% |
| 8 Metric Average | 79% | 77% | 81% | 82% | 81% | 75% | 87% | 75% | 77% |

Base: Mideast (n=152), Crime (n=158), Farage (n=155), Starmer (n=139), Inflation (n=151), Business (n=157), Entertainment (n=140), Sports (n=141)
 QBPI2. Please indicate how likely or unlikely you are to make a purchase or use services from [BRAND] over the next 6 months.
 QFAV2. Please indicate how favorable or unfavorable you are towards [BRAND]. If you do not know enough about the company to have an opinion, please indicate so.
 QATTR2. Below are some phrases and words. Please indicate how well do you think each phrase or word describes [BRAND].



NO BRAND SAFETY ISSUES AMONG LABOUR VOTERS

| Reputational Brand Metric (% Top 2 box) | Average (across topics) | Middle East (across brands) | Crime (across brands) | Farage (across brands) | Starmer (across brands) | Inflation (across brands) | Business (across brands) | Entertainment (across brands) | Sports (across brands) |
|--------------------------------------------|----------------------------|--------------------------------|--------------------------|---------------------------|----------------------------|------------------------------|-----------------------------|----------------------------------|---------------------------|
| Purchase intent | 60% | 62% | 60% | 58% | 60% | 63% | 60% | 57% | 63% |
| Favorability | 74% | 73% | 73% | 71% | 75% | 76% | 74% | 73% | 77% |
| Cares about customers | 74% | 71% | 72% | 73% | 75% | 74% | 75% | 76% | 75% |
| Trustworthy | 79% | 77% | 79% | 78% | 79% | 78% | 79% | 79% | 82% |
| Good value | 73% | 74% | 73% | 71% | 74% | 75% | 72% | 73% | 76% |
| Want to work at | 55% | 52% | 55% | 54% | 56% | 58% | 54% | 53% | 55% |
| Right values | 72% | 70% | 72% | 70% | 73% | 70% | 74% | 72% | 73% |
| Quality products | 82% | 80% | 83% | 78% | 82% | 82% | 83% | 82% | 85% |
| 8 Metric Average | 71% | 70% | 71% | 69% | 72% | 72% | 72% | 71% | 73% |

Base: Mideast (n=843), Crime (n=834), Farage (n=856), Starmer (n=827), Inflation (n=865), Business (n=850), Entertainment (n=888), Sports (n=851)

QBPI2. Please indicate how likely or unlikely you are to make a purchase or use services from [BRAND] over the next 6 months.

QFAV2. Please indicate how favorable or unfavorable you are towards [BRAND]. If you do not know enough about the company to have an opinion, please indicate so.

QATTR2. Below are some phrases and words. Please indicate how well do you think each phrase or word describes [BRAND].



AD ADJACENCY IMPACT AMONG CONSERVATIVE VOTERS

| Reputational Brand Metric (% Top 2 box) | Average (across topics) | Middle East (across brands) | Crime (across brands) | Farage (across brands) | Starmer (across brands) | Inflation (across brands) | Business (across brands) | Entertainment (across brands) | Sports (across brands) |
|--------------------------------------------|----------------------------|--------------------------------|--------------------------|---------------------------|----------------------------|------------------------------|-----------------------------|----------------------------------|---------------------------|
| Purchase intent | 54% | 52% | 50% | 54% | 56% | 54% | 57% | 53% | 56% |
| Favorability | 72% | 72% | 70% | 72% | 72% | 69% | 76% | 68% | 74% |
| Cares about customers | 72% | 70% | 72% | 74% | 75% | 73% | 76% | 65% | 71% |
| Trustworthy | 77% | 77% | 78% | 77% | 79% | 77% | 80% | 72% | 77% |
| Good value | 71% | 69% | 73% | 71% | 73% | 71% | 76% | 64% | 71% |
| Want to work at | 51% | 50% | 51% | 51% | 50% | 48% | 52% | 48% | 55% |
| Right values | 70% | 70% | 67% | 72% | 71% | 71% | 72% | 63% | 72% |
| Quality products | 81% | 81% | 79% | 84% | 81% | 77% | 84% | 78% | 82% |
| 8 Metric Average | 68% | 68% | 68% | 69% | 70% | 68% | 72% | 64% | 70% |

Base: Mideast (n=371), Crime (n=339), Farage (n=379), Starmer (n=366), Inflation (n=326), Business (n=352), Entertainment (n=349), Sports (n=382)

QBPI2. Please indicate how likely or unlikely you are to make a purchase or use services from [BRAND] over the next 6 months.

QFAV2. Please indicate how favorable or unfavorable you are towards [BRAND]. If you do not know enough about the company to have an opinion, please indicate so.

QATTR2. Below are some phrases and words. Please indicate how well do you think each phrase or word describes [BRAND].



NO BRAND SAFETY ISSUES AMONG REFORM VOTERS

| Reputational Brand Metric (% Top 2 box) | Average (across topics) | Middle East (across brands) | Crime (across brands) | Farage (across brands) | Starmer (across brands) | Inflation (across brands) | Business (across brands) | Entertainment (across brands) | Sports (across brands) |
|--------------------------------------------|----------------------------|--------------------------------|--------------------------|---------------------------|----------------------------|------------------------------|-----------------------------|----------------------------------|---------------------------|
| Purchase intent | 52% | 51% | 54% | 54% | 52% | 49% | 54% | 55% | 51% |
| Favorability | 67% | 64% | 66% | 68% | 71% | 62% | 68% | 70% | 67% |
| Cares about customers | 67% | 70% | 71% | 68% | 66% | 61% | 70% | 68% | 66% |
| Trustworthy | 72% | 71% | 72% | 76% | 74% | 65% | 74% | 75% | 73% |
| Good value | 65% | 65% | 68% | 68% | 66% | 56% | 65% | 67% | 64% |
| Want to work at | 46% | 41% | 53% | 44% | 48% | 42% | 49% | 48% | 44% |
| Right values | 65% | 62% | 63% | 66% | 66% | 57% | 69% | 70% | 69% |
| Quality products | 75% | 75% | 78% | 75% | 77% | 67% | 77% | 77% | 77% |
| 8 Metric Average | 64% | 62% | 66% | 65% | 65% | 57% | 66% | 66% | 64% |


Base: Mideast (n=276), Crime (n=308), Farage (n=275), Starmer (n=285), Inflation (n=288), Business (n=264), Entertainment (n=290), Sports (n=275)
 QBPI2. Please indicate how likely or unlikely you are to make a purchase or use services from [BRAND] over the next 6 months.
 QFAV2. Please indicate how favorable or unfavorable you are towards [BRAND]. If you do not know enough about the company to have an opinion, please indicate so.
 QATTR2. Below are some phrases and words. Please indicate how well do you think each phrase or word describes [BRAND].





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