

FUTURE OF NEWS CANADA



SEPTEMBER 2025

**HOSTED
BY**

 **STAGWELL**

OUR ESTEEMED PARTNERS



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**BUSINESS
INSIDER**



FT FINANCIAL
TIMES

**THE
FREE
PRESS**

GANNETT



**The
Guardian**

THE GLOBE AND MAIL

HUFFPOST



INDEPENDENT

n p r

News Corp

Newsweek

NEWYORKPOST

The New York Times



POLITICO

PressGazette

RealClear Politics

**The
Rebooting**



Reuters

theTradeDesk

WSJ

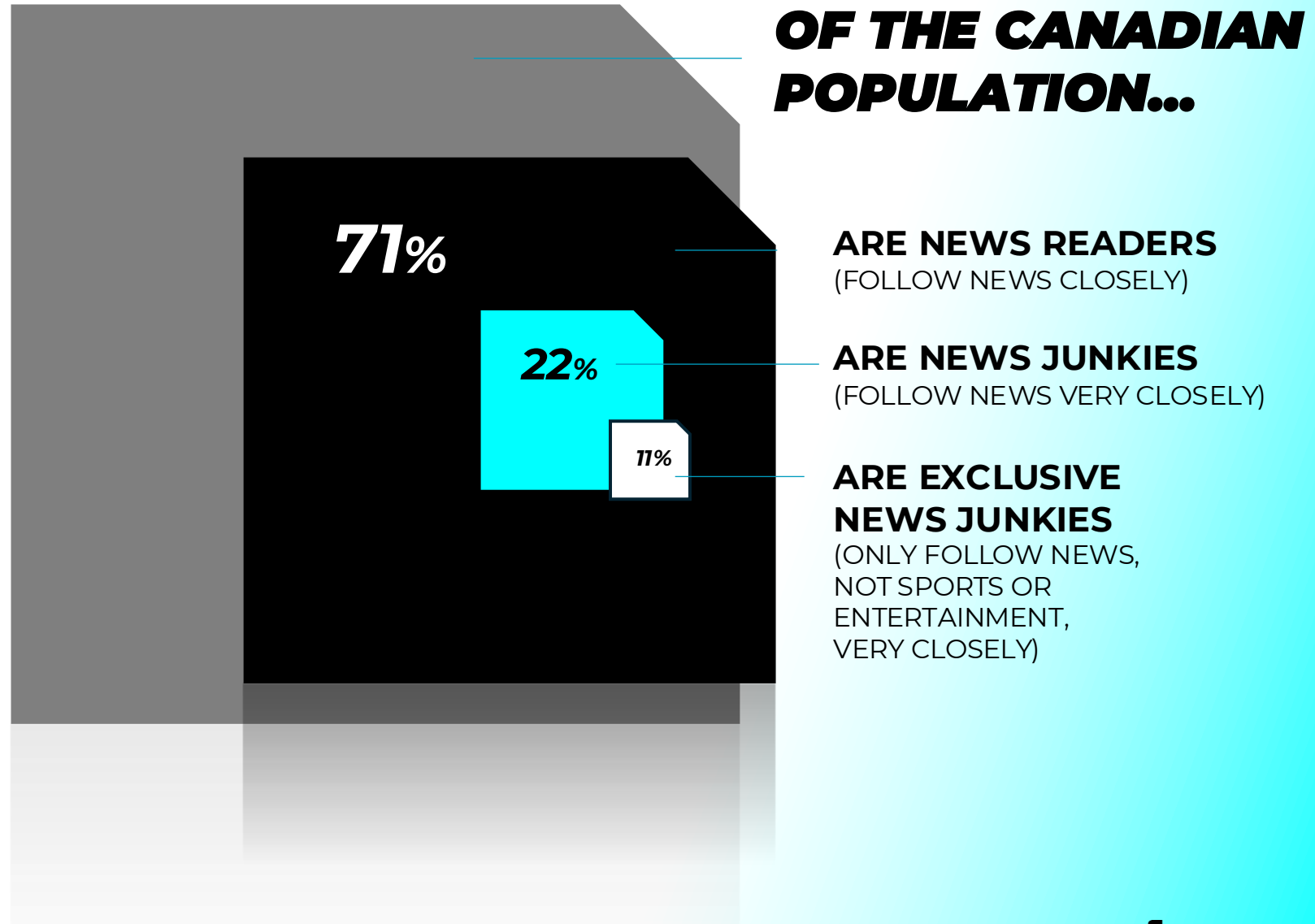
The Washington Post



1440

22%

OF CANADIANS
ARE NEWS
JUNKIES



CANADIANS

ARE JUST AS
LIKELY TO FOLLOW
NEWS VERY
CLOSELY AS THEY
ARE SPORTS AND
MORE LIKELY THAN
THEY ARE
ENTERTAINMENT.

CANADIANS WHO VERY CLOSELY FOLLOW...

22%



News

21%



Sports

14%



Entertainment

NEWS JUNKIES

ARE
VALUABLE
AUDIENCES

22%

NEWS JUNKIES
(FOLLOW NEWS VERY CLOSELY)

Check the news
an average of

5 TIMES PER DAY

Read
an average of
8.8 news articles
PER DAY

ARE PRIMARILY

45%	100K+ EARNERS
49%	UNIVERSITY GRADS+
46%	FULL TIME EMPLOYED
66%	GEN X+

**MORE THAN THE
GEN. POPULATION**

35%
34%
43%
57%



NEWS ADVERTISING STUDY

**HOSTED
BY**



THE STUDY AND ITS OBJECTIVE

- › A first-of-its-kind **randomized experiment among 9,675 Canadian adults to determine if ad adjacency matters**, conducted by Stagwell’s research consultancy **HarrisX**. The study was conducted in both English and French, with 8,603 English and 1,072 French speaking respondents, respectively.
- › **The study tested 4 different brand ads placed adjacent to 6 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 Canada** 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 Canadian public.
- › The news stories were selected from some of 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.

9,675 CANADIAN ADULTS IN TOTAL	+/- 1.0% SAMPLING MARGIN OF ERROR
≈ 1,600 CANADIAN ADULTS PER NEWS TOPIC	+/- 2.5% SAMPLING MARGIN OF ERROR
≈ 400 CANADIAN ADULTS PER CELL (AD X CONTENT TYPE)	+/- 4.9% SAMPLING MARGIN OF ERROR
Study conducted August 22 –29, 2025 by HarrisX.	

CONTENT TESTED (ENGLISH)

Global Politics

POLITICS

Trump slams Canada's plan to recognize Palestinian state amid trade talks

'That will make it very hard for us to make a Trade Deal with them,' says U.S. president in late night post

US. President Donald Trump took to his social media platform just after midnight on Thursday to say he is not pleased with [Canada announcing it will recognize a Palestinian state](#) in September if the West Bank's governing body agrees to make certain commitments.

ADVERTISEMENT

"Wow! Canada has just announced that it is backing statehood for Palestine," Trump posted on Truth Social. "That will make it very hard for us to make a Trade Deal with them. Oh 'Canada!!!"

Canadian Politics

POLITICS

Carney wants to spend an extra \$9B on defence by April. Is that possible?

Experts say there are risks and serious challenges to hitting this year's NATO target

Prime Minister Mark Carney's goal of hitting NATO's defence spending target of two per cent of gross domestic product this year will be an uphill — nearly impossible — battle, say experts and critics.

ADVERTISEMENT

An extra \$8.7 billion is earmarked for defence spending by the Department of National Defence (DND) or other government departments, and \$370 million for the Communications Security Establishment (CSE). Allies had been pushing Canada

Crime

Reaction to not guilty verdicts in sex assault trial, and what it might mean for victims of abuse

The verdicts are in. Here's what you need to know about the sexual assault trial for 5 former world junior hockey players and local reaction to the verdicts.

Hundreds of protestors gathered outside a London Ont., courtroom Thursday morning before the judge ruled [each of the accused not guilty in the sexual assault trial](#) of five former world junior hockey players.

ADVERTISEMENT

Jessie Rodger, executive director of ANOVA, a victim services centre, said she was "frustrated" but "not surprised."

Business

Shopify again becomes Canada's most valuable company after big second quarter

Shopify Inc. SHOP-T +1.07% ▲ regained its position as the most valuable company in Canada after reporting double-digit revenue growth and profit for the second quarter, and it projected continued growth in the coming months.

ADVERTISEMENT

Shopify's shares on the Toronto Stock Exchange closed up 22 per cent, giving the company a market capitalization of ~~\$95.9 billion~~ [\\$95.9 billion](#) to replace the former record holder Bank

Entertainment

ENTERTAINMENT

Toronto's 'Starboy', aka The Weeknd, receives a key to the city

The Weeknd will be playing four concerts at Rogers Centre on July 27-28 and Aug. 7-8

Toronto's very own Starboy has been awarded a key to the city ahead of his highly anticipated concerts at Rogers Centre.

ADVERTISEMENT

Abel Tesfaye, a.k.a. the Weeknd, received the honour from Toronto Mayor Olivia Chow during a private ceremony on Saturday.

Sports

Sports

Summer McIntosh finishes strong at world swimming championships, snatching fourth gold

Despite making history Sunday, Summer McIntosh is feeling more motivated than ever.

ADVERTISEMENT

McIntosh capped a dominant world swimming championships with her fourth gold medal, winning the women's 400-metre individual medley in championship-record time. The 18-year-old from Toronto touched the wall in four minutes 25.78

**Example Ad placement shown here for illustrative purposes*

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 STAGWELL

CONTENT TESTED (FRENCH)

Global Politics

POLITIQUE

Trump critique le Canada, qui annonce vouloir reconnaître l'État palestinien

Le président américain Donald Trump a prévenu le Canada que l'intention de ce pays de reconnaître l'État palestinien « compliquera grandement » la conclusion d'un accord commercial entre les États-Unis et leur voisin du Nord.

PUBLICITÉ

En publiant cette menace jeudi matin sur ses comptes de réseaux sociaux, Donald Trump tranche avec l'ambivalence qu'il affichait envers d'autres pays qui ont annoncé des démarches similaires.

Canadian Politics

Le Canada a du pain sur la planche s'il veut atteindre les objectifs de l'OTAN

Lorsque les représentants des pays de l'OTAN se réuniront à La Haye, aux Pays-Bas, à la fin du mois prochain, ils devraient augmenter considérablement l'objectif de dépenses de défense de l'alliance pour ses membres, alors que le Canada n'atteint déjà pas la cible en place à l'heure actuelle.

Lors du dernier sommet de l'OTAN à Washington l'année dernière, les alliés se sont mobilisés pour critiquer le Canada, qui n'a pas atteint l'objectif de dépenses de défense de l'alliance de 2 % du PIB national.

PUBLICITÉ

«C'est l'équivalent de la superficie du Nouveau-Brunswick qui est partie en fumée», explique Mike Flannigan, professeur spécialisé dans les feux de forêt à l'Université Thompson Rivers, en Colombie-Britannique.

Crime

Acquittement : le raisonnement de la juge

La juge Maria Carroccia était rendue à la lecture du neuvième paragraphe de sa décision dans la saga des cinq joueurs de hockey accusés d'avoir agressé sexuellement une jeune femme, en 2018, à London, quand elle a affiché ses couleurs : « Je considère que la preuve déposée par la plaignante E. M. n'est ni crédible ni fiable. »

Ce fut, instantanément, le déclenchement d'un tsunami de réactions outrées, d'un océan à l'autre. C'était jeudi dernier.

PUBLICITÉ

La juge avait encore 694 paragraphes de sa décision à détailler.

Au Québec, ailleurs au pays, des milliers de femmes – mais

Business

Shopify détrône la Banque Royale

Chaque dimanche, nous braquons les projecteurs sur des éléments de l'actualité financière et boursière qui peuvent être utiles à l'investisseur, mais qui pourraient être passés sous le radar

Et le nouveau roi de la Bourse de Toronto est...

PUBLICITÉ

De solides résultats à son deuxième trimestre, accompagnés d'une hausse des prévisions de la direction pour les trois prochains mois, ont permis une hausse de 20 % du cours de l'action de Shopify (SHOP, 207,66 \$) la semaine dernière. Ce

Entertainment

MUSIQUE

The Weeknd reçoit les clés de la ville de Toronto

La mairesse Olivia Chow a salué l'impact de Tesfaye sur l'identité culturelle torontoise et son rôle comme source d'inspiration pour les jeunes de la ville.

Quelques heures après son concert final à Montréal, la Ville de Toronto a remis la clé de la Ville à Abel Tesfaye, alias The Weeknd, à l'occasion du «Weekend Weekend», initiative soulignant le retour de l'artiste pour quatre concerts au Rogers Centre.

PUBLICITÉ

L'auteur-compositeur-interprète originaire de Scarborough s'y est produit hier soir et remontera sur scène ce soir, 28 juillet, avant de répéter l'exploit les 7 et 8 août, dans le cadre de sa tournée After Hours til Dawn.

Sports

Sports

Summer McIntosh récolte une quatrième médaille d'or aux mondiaux de natation

La sensation canadienne Summer McIntosh a décroché une quatrième médaille d'or aux Championnats du monde de natation en remportant le 400 m quatre nages individuel, dimanche, à Singapour.

PUBLICITÉ

La nageuse de 18 ans a touché le mur en 4 min 25 s 78/100, un nouveau record de cette compétition. L'Australienne Jenna Forrester (4:33,26) a pris la 2e place, à égalité avec la Japonaise Mio Narita.

**Example Ad placement shown here for illustrative purposes*



TO PUT ANOTHER WAY: “NOT BRAND SAFE” VS. “BRAND SAFE”

“NOT BRAND SAFE”

Global Politics

POLITICS

Trump slams Canada's plan to recognize Palestinian state amid trade talks

That will make it very hard for us to make a Trade Deal with them,' says U.S. president in late night post

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"Wow! Canada has just announced that it is backing statehood for Palestine," Trump posted on Truth Social. "That will make it very hard for us to make a Trade Deal with them. Oh! Canada!!!"

Canadian Politics

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Experts say there are risks and serious challenges to hitting this year's NATO target

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Business

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ADVERTISEMENT

Shopify's shares on the Toronto Stock Exchange closed up 22 per cent, giving the company a market capitalization of \$95.9 billion as it ended the second quarter. Retail Bank

“BRAND SAFE”

Entertainment

ENTERTAINMENT

Toronto's 'Starboy', aka The Weeknd, receives a key to the city

The Weeknd will be playing four concerts at Rogers Centre on July 27-28 and Aug. 7-8

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Abel Tesfaye, s.k.a. the Weeknd, received the honour from Toronto Mayor Olivia Chow during a private ceremony on Saturday.

Sports

Sports

Summer McIntosh finishes strong at world swimming championships, snatching fourth gold

Despite making history Sunday, Summer McIntosh is feeling more motivated than ever.

ADVERTISEMENT

McIntosh capped a dominant world swimming championships with her fourth gold medal, winning the women's 400-metre individual medley in championship-record time. The 18-year-old from Toronto touched the wall in four minutes 25.76

*Example Ad placement shown here for illustrative purposes

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STAGWELL

REPUTATIONAL BRAND METRICS ASSESSED

1 Purchase Intent

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

2 Favourability

How **favourable or unfavourable** 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 and **sports and entertainment**.
- › **No brand safety issues among key demographic groups for advertisers**, including Gen Z, moms, high earners and university-educated Canadians.



KEY FINDINGS

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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

66.9%

8 Metric Average

Global Politics, Canadian Politics, Crime

‘Brand Safe’ Content

67.5%

8 Metric Average

Business, Entertainment, Sports

Base: Global Politics (n=1612), Canadian Politics (n=1614), Crime (n=1611), Business (n=1613), Entertainment (n=1612), Sports (n=1613)

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 favourable or unfavourable 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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BY**



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

AVERAGE BRAND REPUTATIONAL METRICS

Purchase Intent

Favourability

8 Metric Average

Global Politics



Trump slams Canada's plan to recognize Palestinian state amid trade talks

"That will make it very hard for us to make a Trade Deal with them," says U.S. president in late night post



U.S. President Donald Trump took to his social media platform just after midnight on Thursday to say he is not pleased with Canada announcing it will recognize a Palestinian state in September if the West Bank's governing body agrees to make certain commitments.



"Wow! Canada has just announced that it is backing statehood for Palestine." Trump posted on Truth Social. "That will make it very hard for us to make a Trade Deal with them. Or Canada!"

Prime Minister Mark Carney confirmed earlier on Wednesday that trade negotiations have not been finalized just two days ahead of the deadline.

62%

68%

66.6%

Canadian Politics



Carney wants to spend an extra \$9B on defence by April. Is that possible?

Experts say there are risks and serious challenges to hitting this year's NATO target.



Prime Minister Mark Carney's goal of hitting NATO's defence spending target of two per cent of gross domestic product this year will be an uphill — nearly impossible — battle, say experts and critics.



An extra \$8.7 billion is earmarked for defence spending by the Department of National Defence (DND) in other government departments, and \$370 million for the Communications Security Establishment (CSE). Allies had been pushing Canada to meet NATO's goal for nearly 20 years — but actually doing so became imperative with Donald Trump in the White House.

"Mark Carney's words are right, but he's gotta crack the whip here real quick," said John Bell, a former Canadian defence industry executive for nearly four decades.

61%

65%

66.8%

Crime



Reaction to not guilty verdicts in sex assault trial, and what it might mean for victims of abuse

The verdicts are in. Here's what you need to know about the sexual assault trial for 8 former world junior hockey players and local reaction to the verdicts.



Hundreds of protesters gathered outside a London Ont., courtroom Thursday morning before the judge ruled each of the accused not guilty in the sexual assault trial of five former world junior hockey players.



Jessie Rodger, executive director of ANOVA, a victim services centre, said she was "frustrated" but "not surprised."

Supporters of the complainant, known as E.M., said they want her to know she is not alone.

62%

70%

67.3%

Base: Global Politics (n=1612), Canadian Politics (n=1614), Crime (n=1611)

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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...COMPARED TO “BRAND SAFE” CONTENT PERFORMANCE

AVERAGE BRAND REPUTATIONAL METRICS

Purchase
Intent

Favourability

8 Metric
Average

Business



Shopify again becomes Canada's most valuable company after big second quarter



Shopify Inc. (SHOP) +1.07% ▲ regained its position as the most valuable company in Canada after reporting double-digit revenue growth and profit for the second quarter, and it projected continued growth in the coming months.



Shopify's shares on the Toronto Stock Exchange closed up 22 per cent, giving the company a market capitalization of \$275.7-billion as it replaced the former top stock, Royal Bank of Canada (RY) -0.05% ▼.

The results topped analyst expectations, despite previous concerns about the impacts of rising consumer costs, new fees and global trade frictions.

Analysts had feared that U.S. President Donald Trump's tariffs and his suspension of de minimis exemptions that allowed products worth less than US\$800 to enter the United States tariff-free could affect Shopify's growth by

61%

69%

67.1%

Entertainment



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Abel Tesfaye, a.k.a. the Weeknd, received the honour from Toronto Mayor Olivia Chow during a private ceremony on Saturday.



"I'm deeply honoured to receive the key to the city. It feels good to be home. Toronto is where I found my voice, and I'm committed to helping the next generation find theirs," he said in a statement.

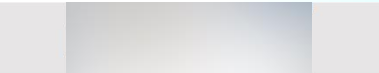
To mark the occasion, the singer and entertainment company Live Nation will be

61%

72%

67.9%

Sports



Summer McIntosh finishes strong at world swimming championships, snatching fourth gold



Despite making history Sunday, Summer McIntosh is feeling more motivated than ever.



McIntosh capped a dominant world swimming championships with her fourth gold medal, winning the women's 400-metre individual medley in championship-record time. The 18-year-old from Toronto touched the wall in four minutes 25.78 seconds, well ahead of Australia's Jenna Farnsworth and Japan's Mio Naito, who tied for silver in 4:33.26.

It was McIntosh's fifth overall medal at these championships alone, making her the second woman ever to accomplish the feat alongside Sweden's Sarah Sjöström in 2019 (one gold, two silver, two bronze).

63%

70%

67.5%

Base: Business (n=1613), Entertainment (n=1612), Sports (n=1613)

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 favourable or unfavourable 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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BY



ADS PERFORM THE SAME NO MATTER THE ADJACENCY TO DIFFERENT TYPES OF CONTENT

Reputational Brand Metric (% Top 2 box)	Average (across topics)	Global Politics (across brands)	Canadian Politics (across brands)	Crime (across brands)	Business (across brands)	Entertainment (across brands)	Sports (across brands)
Purchase intent	62%	62%	61%	62%	61%	61%	63%
Favourability	69%	68%	65%	70%	69%	72%	70%
Cares about customers	68%	67%	67%	69%	68%	67%	68%
Trustworthy	75%	75%	75%	76%	74%	75%	75%
Good value	71%	72%	71%	69%	72%	72%	72%
Want to work at	47%	46%	48%	48%	48%	48%	47%
Right values	68%	66%	69%	68%	68%	70%	69%
Quality products	77%	77%	78%	76%	77%	79%	77%
8 Metric Average	67.2%	66.6%	66.8%	67.3%	67.1%	67.9%	67.5%

Base: Global Politics (n=1612), Canadian Politics (n=1614), Crime (n=1611), Business (n=1613), Entertainment (n=1612), Sports (n=1613)
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 favourable or unfavourable 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

**HOSTED
BY**



NO BRAND SAFETY ISSUES AMONG CANADIAN
NEWS JUNKIES

Reputational Brand Metric (% Top 2 box)	Average (across topics)	Global Politics (across brands)	Canadian Politics (across brands)	Crime (across brands)	Business (across brands)	Entertainment (across brands)	Sports (across brands)
Purchase intent	73%	71%	74%	72%	72%	71%	75%
Favourability	78%	77%	76%	80%	76%	80%	81%
Cares about customers	76%	76%	76%	80%	74%	72%	76%
Trustworthy	82%	84%	81%	84%	79%	77%	84%
Good value	78%	78%	77%	75%	78%	80%	81%
Want to work at	58%	56%	59%	59%	59%	57%	57%
Right values	76%	76%	77%	78%	74%	75%	77%
Quality products	85%	83%	85%	84%	84%	85%	86%
8 Metric Average	75.7%	75.3%	75.6%	76.4%	74.7%	74.5%	77.2%

Base: Global Politics (n=332), Canadian Politics (n=359), Crime (n=334), Business (n=328), Entertainment (n=347), Sports (n=364)
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 favourable or unfavourable 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)	Global Politics (across brands)	Canadian Politics (across brands)	Crime (across brands)	Business (across brands)	Entertainment (across brands)	Sports (across brands)
Purchase intent	61%	65%	61%	61%	61%	58%	59%
Favourability	68%	65%	66%	67%	70%	74%	65%
Cares about customers	70%	70%	74%	68%	69%	70%	70%
Trustworthy	75%	73%	78%	72%	74%	76%	74%
Good value	74%	75%	76%	68%	73%	74%	77%
Want to work at	53%	52%	57%	54%	54%	53%	49%
Right values	68%	68%	71%	66%	64%	72%	65%
Quality products	74%	74%	73%	70%	76%	79%	73%
8 Metric Average	67.8%	67.8%	69.5%	65.8%	67.5%	69.6%	66.6%

Base: Global Politics (n=255), Canadian Politics (n=269), Crime (n=276), Business (n=257), Entertainment (n=265), Sports (n=256)
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 favourable or unfavourable 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
MOMS

Reputational Brand Metric (% Top 2 box)	Average (across topics)	Global Politics (across brands)	Canadian Politics (across brands)	Crime (across brands)	Business (across brands)	Entertainment (across brands)	Sports (across brands)
Purchase intent	68%	72%	67%	67%	65%	69%	68%
Favourability	73%	75%	66%	74%	69%	78%	76%
Cares about customers	71%	74%	73%	73%	67%	70%	71%
Trustworthy	77%	81%	75%	78%	72%	78%	77%
Good value	76%	80%	75%	75%	71%	76%	76%
Want to work at	54%	57%	54%	55%	51%	51%	58%
Right values	74%	75%	76%	74%	73%	74%	72%
Quality products	79%	82%	77%	80%	77%	80%	78%
8 Metric Average	71.5%	74.4%	70.3%	71.8%	68.2%	71.7%	72.1%

Base: Global Politics (n=266), Canadian Politics (n=271), Crime (n=267), Business (n=242), Entertainment (n=304), Sports (n=260)
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NO BRAND SAFETY ISSUES AMONG
ENGLISH SPEAKERS

Reputational Brand Metric (% Top 2 box)	Average (across topics)	Global Politics (across brands)	Canadian Politics (across brands)	Crime (across brands)	Business (across brands)	Entertainment (across brands)	Sports (across brands)
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Trustworthy	75%	76%	74%	76%	76%	76%	74%
Good value	72%	72%	72%	71%	73%	74%	71%
Want to work at	48%	47%	48%	49%	49%	50%	47%
Right values	68%	66%	68%	68%	69%	70%	68%
Quality products	78%	77%	77%	77%	78%	80%	76%
8 Metric Average	67.6%	67.0%	66.7%	68.1%	68.2%	69.0%	66.9%

Base: Global Politics (n=1449), Canadian Politics (n=1414), Crime (n=1432), Business (n=1451), Entertainment (n=1418), Sports (n=1439)
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 favourable or unfavourable 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
FRENCH SPEAKERS

Reputational Brand Metric (% Top 2 box)	Average (across topics)	Global Politics (across brands)	Canadian Politics (across brands)	Crime (across brands)	Business (across brands)	Entertainment (across brands)	Sports (across brands)
Purchase intent	58%	60%	60%	57%	51%	55%	65%
Favourability	70%	64%	71%	71%	68%	69%	75%
Cares about customers	62%	61%	66%	61%	57%	56%	69%
Trustworthy	71%	70%	75%	71%	65%	69%	77%
Good value	67%	70%	68%	61%	63%	61%	77%
Want to work at	44%	43%	46%	42%	46%	36%	49%
Right values	68%	65%	73%	67%	62%	67%	76%
Quality products	75%	76%	79%	70%	68%	74%	83%
8 Metric Average	64.4%	63.8%	67.3%	62.6%	59.9%	61.0%	71.4%

Base: Global Politics (n=163), Canadian Politics (n=200), Crime (n=179), Business (n=162), Entertainment (n=194), Sports (n=174)
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 favourable or unfavourable 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
QUÉBÉCOIS

Reputational Brand Metric (% Top 2 box)	Average (across topics)	Global Politics (across brands)	Canadian Politics (across brands)	Crime (across brands)	Business (across brands)	Entertainment (across brands)	Sports (across brands)
Purchase intent	61%	60%	61%	61%	59%	62%	64%
Favourability	70%	66%	66%	74%	69%	70%	74%
Cares about customers	65%	63%	64%	66%	63%	62%	69%
Trustworthy	72%	72%	73%	76%	68%	71%	74%
Good value	69%	71%	67%	66%	69%	69%	74%
Want to work at	45%	44%	45%	47%	47%	41%	44%
Right values	67%	63%	69%	68%	63%	70%	71%
Quality products	76%	75%	77%	75%	72%	78%	80%
8 Metric Average	65.7%	64.3%	65.3%	66.6%	63.7%	65.4%	68.7%

Base: Global Politics (n=288), Canadian Politics (n=330), Crime (n=290), Business (n=290), Entertainment (n=302), Sports (n=293)
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 favourable or unfavourable 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 CANADIANS WITH A
UNIVERSITY DEGREE

Reputational Brand Metric (% Top 2 box)	Average (across topics)	Global Politics (across brands)	Canadian Politics (across brands)	Crime (across brands)	Business (across brands)	Entertainment (across brands)	Sports (across brands)
Purchase intent	68%	68%	69%	66%	67%	68%	69%
Favourability	75%	75%	73%	75%	76%	76%	74%
Cares about customers	72%	73%	72%	73%	70%	71%	71%
Trustworthy	80%	81%	79%	80%	79%	79%	79%
Good value	76%	76%	76%	74%	77%	77%	75%
Want to work at	51%	50%	51%	52%	54%	51%	50%
Right values	72%	69%	73%	72%	72%	74%	72%
Quality products	81%	82%	81%	80%	81%	82%	80%
8 Metric Average	71.7%	71.6%	71.8%	71.5%	71.9%	72.2%	71.3%

Base: Global Politics (n=612), Canadian Politics (n=593), Crime (n=604), Business (n=612), Entertainment (n=601), Sports (n=615)
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 favourable or unfavourable 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)

Reputational Brand Metric (% Top 2 box)	Average (across topics)	Global Politics (across brands)	Canadian Politics (across brands)	Crime (across brands)	Business (across brands)	Entertainment (across brands)	Sports (across brands)
Purchase intent	67%	65%	67%	67%	69%	64%	70%
Favourability	74%	73%	73%	72%	75%	73%	76%
Cares about customers	71%	68%	72%	69%	72%	70%	73%
Trustworthy	78%	79%	80%	77%	78%	77%	80%
Good value	75%	73%	77%	72%	75%	77%	77%
Want to work at	50%	51%	50%	47%	52%	50%	52%
Right values	72%	67%	73%	69%	75%	73%	72%
Quality products	81%	79%	83%	78%	80%	84%	81%
8 Metric Average	71.0%	69.5%	72.0%	69.1%	71.8%	70.9%	72.7%

Base: Global Politics (n=399), Canadian Politics (n=418), Crime (n=426), Business (n=448), Entertainment (n=409), Sports (n=431)
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 favourable or unfavourable 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
LIBERAL LEANING CANADIANS

Reputational Brand Metric (% Top 2 box)	Average (across topics)	Global Politics (across brands)	Canadian Politics (across brands)	Crime (across brands)	Business (across brands)	Entertainment (across brands)	Sports (across brands)
Purchase intent	64%	61%	63%	62%	65%	64%	68%
Favourability	72%	70%	66%	72%	75%	76%	76%
Cares about customers	70%	69%	69%	69%	71%	68%	71%
Trustworthy	76%	76%	75%	76%	77%	78%	77%
Good value	74%	74%	71%	72%	74%	74%	76%
Want to work at	48%	45%	49%	47%	50%	46%	52%
Right values	69%	66%	69%	69%	68%	72%	69%
Quality products	80%	78%	79%	78%	81%	82%	83%
8 Metric Average	69.1%	67.3%	67.7%	68.3%	70.0%	70.0%	71.4%

Base: Global Politics (n=565), Canadian Politics (n=561), Crime (n=535), Business (n=537), Entertainment (n=574), Sports (n=565)
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 favourable or unfavourable 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
CONSERVATIVE LEANING CANADIANS

Reputational Brand Metric (% Top 2 box)	Average (across topics)	Global Politics (across brands)	Canadian Politics (across brands)	Crime (across brands)	Business (across brands)	Entertainment (across brands)	Sports (across brands)
Purchase intent	62%	63%	63%	64%	61%	60%	63%
Favourability	68%	67%	66%	69%	65%	70%	68%
Cares about customers	68%	65%	68%	72%	68%	66%	67%
Trustworthy	75%	75%	76%	78%	76%	71%	74%
Good value	71%	72%	73%	68%	71%	72%	71%
Want to work at	48%	47%	48%	50%	47%	51%	46%
Right values	69%	66%	69%	71%	69%	69%	69%
Quality products	76%	76%	78%	76%	75%	76%	73%
8 Metric Average	67.1%	66.4%	67.7%	68.4%	66.6%	66.9%	66.5%

Base: Global Politics (n=424), Canadian Politics (n=409), Crime (n=418), Business (n=460), Entertainment (n=419), Sports (n=401)
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 favourable or unfavourable 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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