

# **FUTURE OF NEWS GERMANY**



February 2026



## **OUR ESTEEMED PARTNERS**

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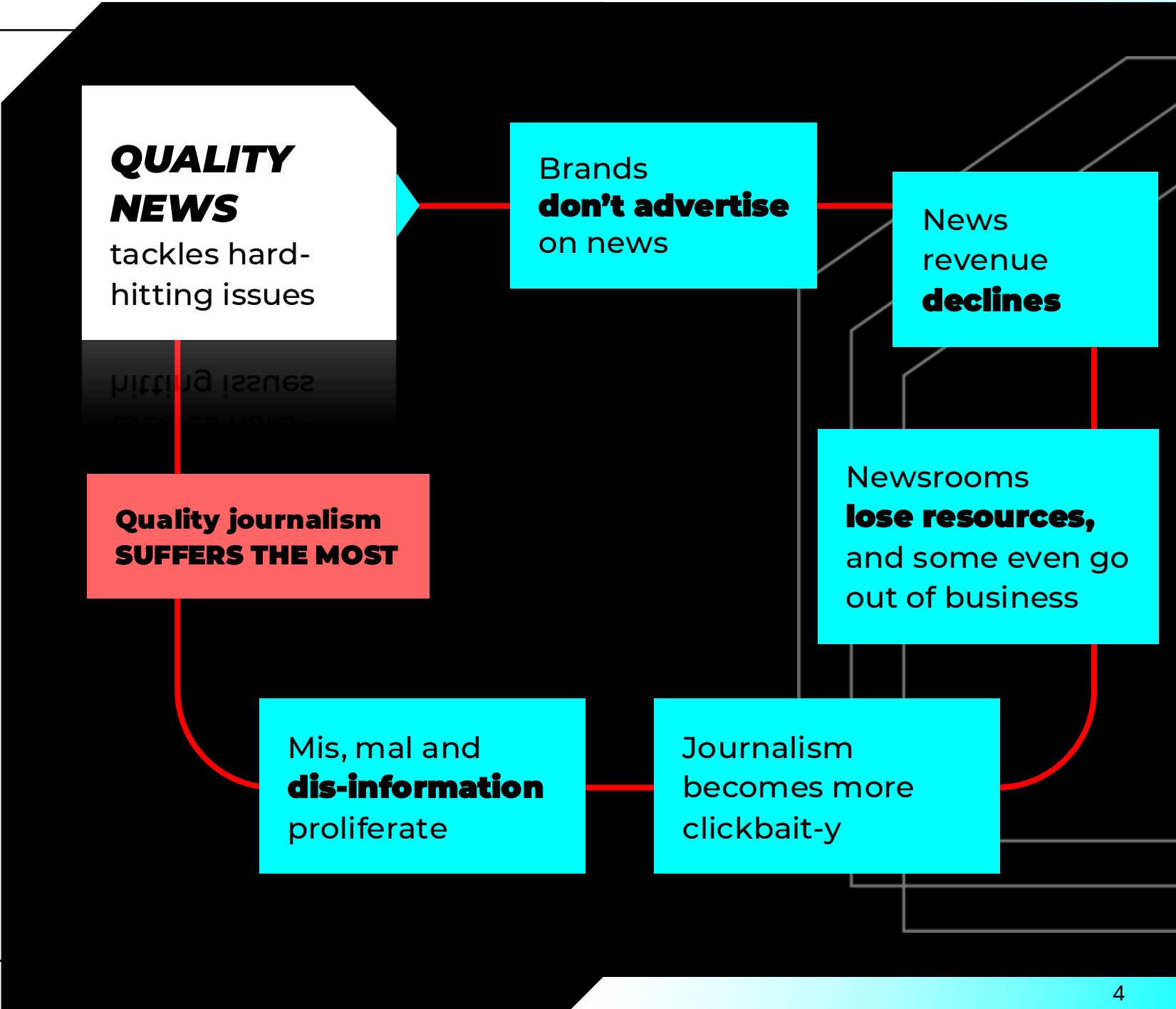


# THE OPPORTUNITY

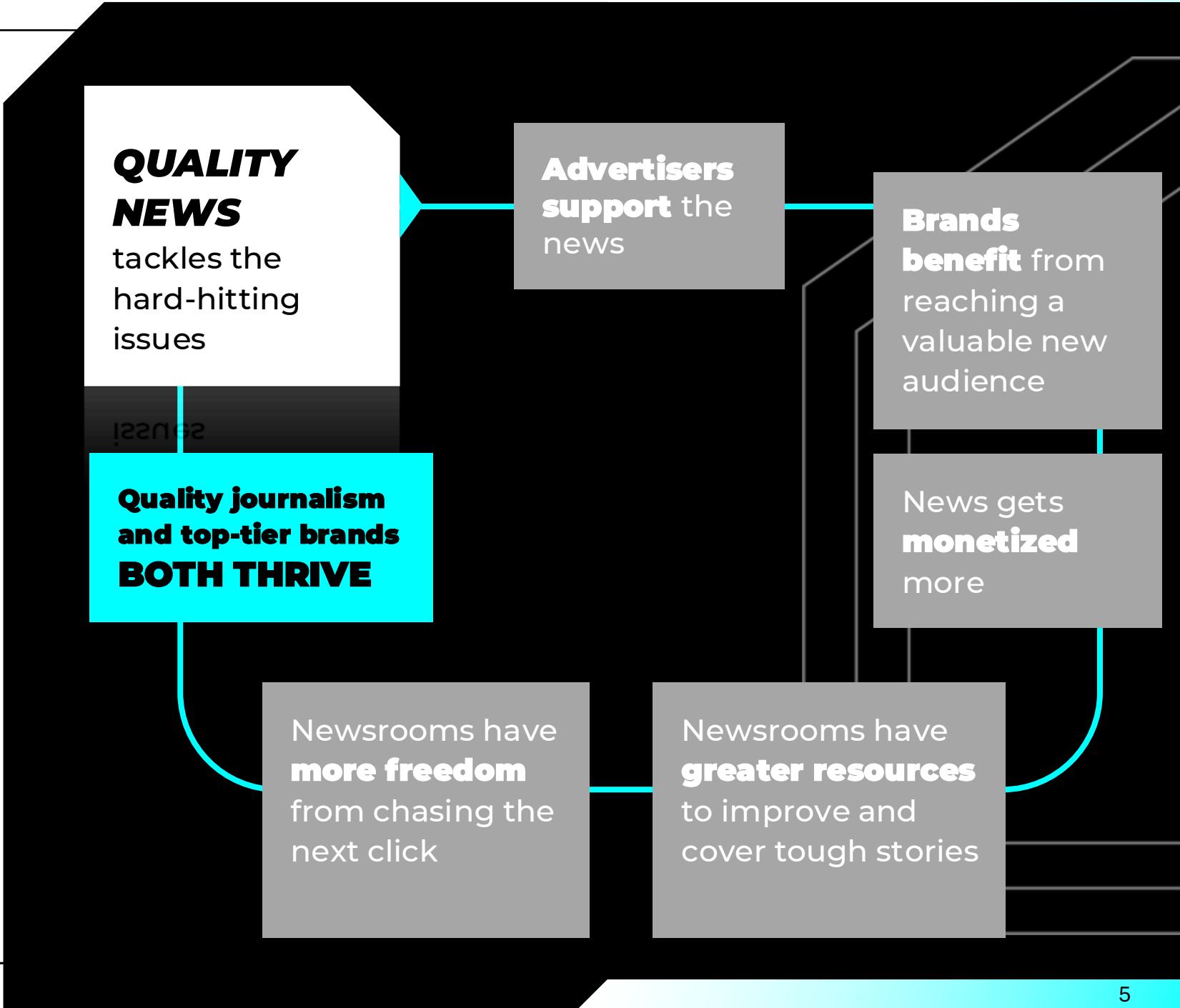


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BY  
 STAGWELL

# **BRANDS, STOP FEEDING THE VICIOUS CYCLE**



# START FEEDING THE VIRTUOUS CYCLE



# 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

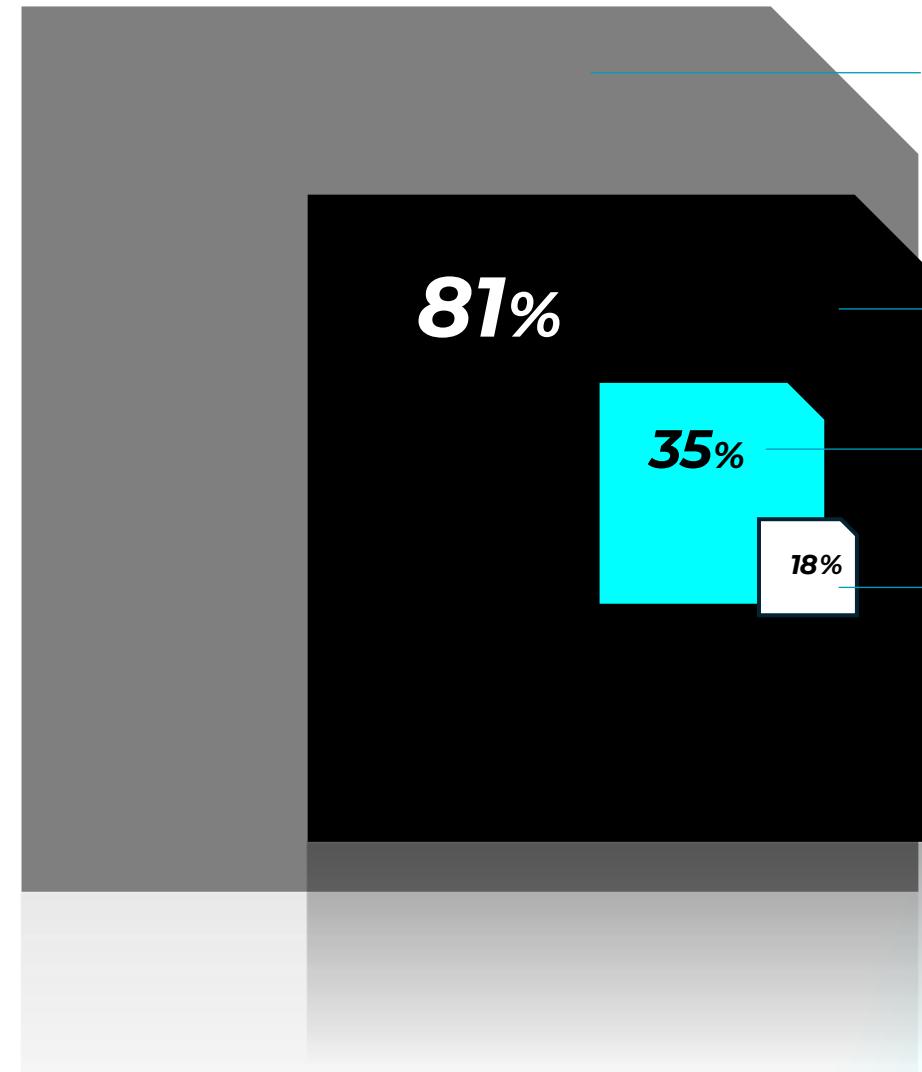
**PressGazette**  
FUTURE OF MEDIA

**Advertising blocklists unfairly targeted coverage from Olympics and Euros**

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**35%**

OF GERMAN  
ADULTS  
ARE NEWS  
JUNKIES



**OF THE GERMAN  
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)

# GERMAN ADULTS

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

GERMAN ADULTS WHO VERY CLOSELY  
FOLLOW...

35%



News

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25%



Sports

---

15%



Entertainment

# NEWS JUNKIES

## ARE VALUABLE AUDIENCES

Avg. News Checks Per Day

All	6.9
News Junkies	7.2

35%

NEWS JUNKIES  
(FOLLOW NEWS VERY CLOSELY)

Check the news  
an average of  
**7.2** TIMES PER DAY

Read  
an average of  
**10.3** news articles  
PER DAY

### ARE PRIMARILY

51%	LIVE IN URBAN AREAS	50%
50%	FULL TIME EMPLOYED	48%
31%	DEGREE EDUCATED +	22%
10%	HOUSEHOLD INCOME OF 100K+	7%

MORE THAN THE  
GEN. POPULATION

# THE PROPORTION OF NEWS JUNKIES IN GERMANY IS HIGHEST OF ALL THE SURVEYED MARKETS

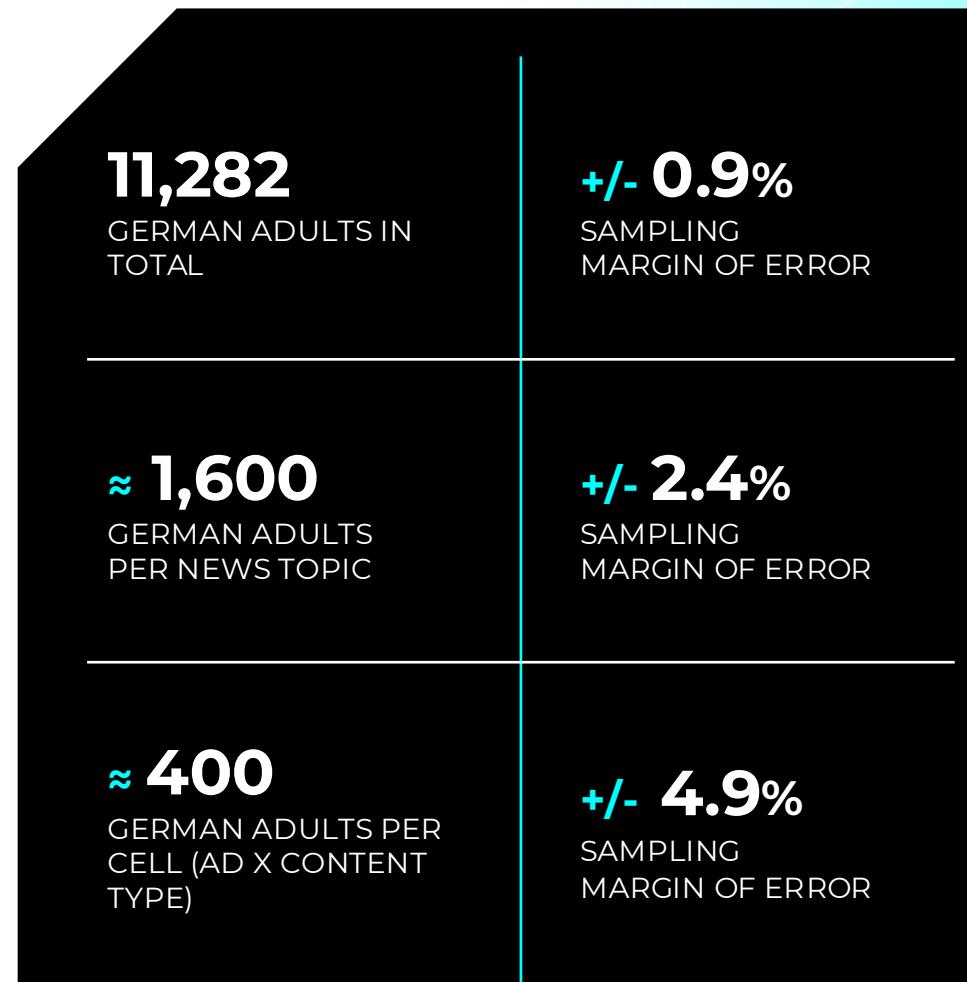
	Germany	USA	United Kingdom	Canada	Asia Pacific (Singapore, Hong Kong, Japan, Vietnam)
<b>Presence of News Junkies/ Exclusive News Junkies</b> (% of national population)					
<b>News Junkies</b>	35%	25%	25%	22%	21%
<b>Exclusive News Junkies</b>	18%	11%	10%	11%	9%

# **NEWS ADVERTISING STUDY**



# THE STUDY AND ITS OBJECTIVE

- › A first-of-its-kind **randomized experiment among 11,282 adults in Germany to determine if ad adjacency matters**, conducted by Stagwell's research consultancy **HarrisX**. The study was conducted in German with the option to answer in English if preferred.
- › **The study tested 4 different localized brand ads** placed **adjacent to 7 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 top companies** 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 German 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.



# 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 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

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- › Consistent with findings from other countries surveyed, 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, Millennials, high earners and university-educated Germans.



# CONTENT TESTED: Germany

## Global Politics

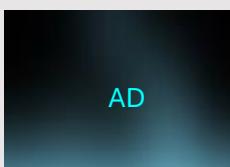


Politik

### Trump's Drogen-Krieg bedroht Deutschland

Berlin - US-Präsident Donald Trump (79) hat einen gnadenlosen Feldzug gegen südamerikanische Drogenkartelle angekündigt. Grund: Aus Venezuela und Kolumbien würden die USA und Europa mit harten Drogen überschwemmt - darunter Kokain, aus dem die billige Horror-Droge Crack hergestellt wird.

ANZEIGE



Am Mittwoch gab Kriegsminister Pete Hegseth (45) zwei neue Angriffe auf angebliche Drogenschmuggelboote im Pazifik bekannt. Dabei sollen fünf Menschen getötet worden sein. Insgesamt starben

AD

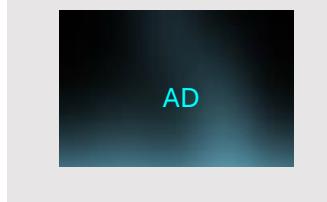


POLITIK

### Kanzler Merz knüpft seine Zukunft als Parteichef an Nein zur AfD

Keine Zusammenarbeit mit der AfD: Friedrich Merz hat bei einem Bürgerdialog im Sauerland sein Bekenntnis zur »Brandmauer« bekräftigt. Von einem Verbotsverfahren gegen die Rechtsextremen hält der Kanzler hingegen wenig.

ANZEIGE



AD

## Crime



Regional &gt; Kriminalität

### ÜBERFÄLLE IM NOBEL-VIERTEL Wurde Willi Weber von Serienräubern gefoltert?

Schon im September wurde ein Stuttgarter Millionärs-Ehepaar attackiert.

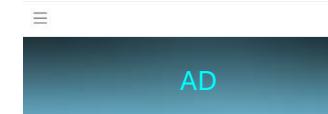
Stuttgart - Mit brutaler Gewalt schlugen drei Männer auf Willi Weber (83) ein, bis er die Codes für seine Tresore verrät. Jetzt prüfen Ermittler einen möglichen Zusammenhang zu einem sehr ähnlichen Fall nur drei Monate zuvor.

ANZEIGE



AD

## Inflation



Wirtschaft

### Inflation in Deutschland zieht wieder an

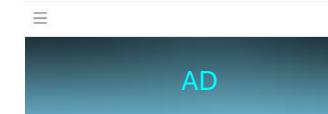
Das Leben in Deutschland hat sich zuletzt wieder stärker verteuert: Die Verbraucherpreise sind im September laut einer ersten Schätzung um 2,4 Prozent gestiegen. Die Inflationsrate erreicht den bisher höchsten Stand dieses Jahres.

ANZEIGE



AD

## Business



Briefversand

### Deutsche Post steigert Gewinn trotz Konjunkturschwäche

Obwohl die Wirtschaft schwächt und weniger Briefe versendet werden, hat die Post Gewinn gemacht. Unter anderem liegt das an den gestiegenen Portopreisen.

ANZEIGE



AD

## Sports



Sport &gt; Fußball

### DFB-Stars in der Einzelkritik: 2-mal Note 1, aber auch 2-mal die 4

Endlich mal wieder ein souveräner Nationalelf-Sieg ohne Zittern! Deutschland schlägt Luxemburg überzeugend mit 4:0, übernimmt in der WM-Quali-Gruppe die Tabellenführung.

ANZEIGE



AD

## Entertainment

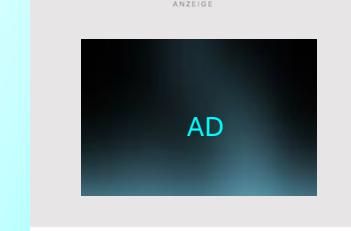


Lifestyle &gt; Leute

### BRIEF AN DIE FANS Helene Fischer hat zweites Kind bekommen

Sängerin Helene Fischer hat ihren Fans einen Brief geschrieben. Darin verkündet sie, dass sie zum zweiten Mal Mutter geworden ist - und wann sie auf die Bühne zurückkehrt.

ANZEIGE



AD

\*Example Ad placement shown here for illustrative purposes

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

## “NOT BRAND SAFE”

### Global Politics

### Local Politics

### Crime

### Inflation

## “BRAND SAFE”

### Business

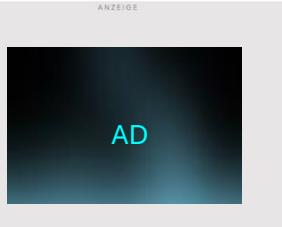
### Sports

### Entertainment



Politik  
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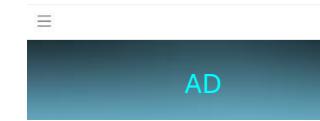


POLITIK  
**Kanzler Merz knüpft seine Zukunft als Parteichef an Nein zur AfD**

Keine Zusammenarbeit mit der AfD: Friedrich Merz hat bei einem Bürgerdialog im Sauerland sein Bekennnis zur »Brandmauer« bekräftigt. Von einem Verbotsverfahren gegen die Rechtsextremen hält der Kanzler hingegen wenig.

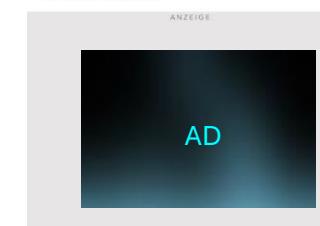


Friedrich Merz hat jegliche Zusammenarbeit der CDU mit der AfD erneut entschieden abgelehnt. Bei einem Bürgerdialog in Meschede im Sauerland sagte er, es werde keine Zusammenarbeit mit einer Partei geben die

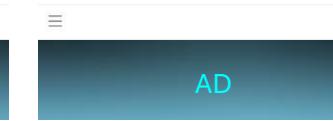


Regional > Kriminalität  
**ÜBERFÄLLE IM NOBEL-VIERTEL Wurde Willi Weber von Serienräubern gefoltert?**

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Auch dieser Raubüberfall geschah im Nobelviertel am Killesberg in Stuttgart. Und er trägt die gleiche Handschrift wie beim aktuellen Überfall auf Willi Weber, dem langjährigen Manager von Formel-1-

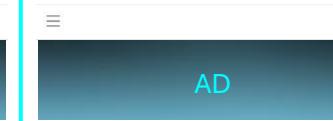


Wirtschaft  
**Inflation in Deutschland zieht wieder an**

Das Leben in Deutschland hat sich zuletzt wieder stärker verteuert: Die Verbraucherpreise sind im September laut einer ersten Schätzung um 2,4 Prozent gestiegen. Die Inflationsrate erreicht den bisher höchsten Stand dieses Jahres.



Die Inflation in Deutschland ist auch im September gestiegen. Waren und Dienstleistungen verteuerten sich um durchschnittlich 2,4 Prozent im Vergleich zum

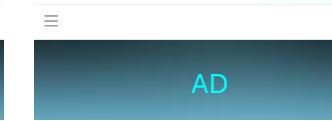


Briefversand  
**Deutsche Post steigert Gewinn trotz Konjunkturschwäche**

Obwohl die Wirtschaft schwächt und weniger Briefe versendet werden, hat die Post Gewinn gemacht. Unter anderem liegt das an den gestiegenen Portopreisen.

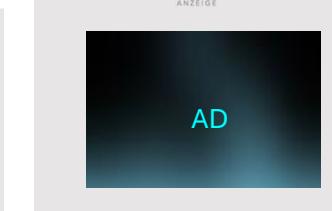


Die Deutsche Post kommt mit der Konjunkturschwäche, den Tarifabschlüssen und den abnehmenden Briefmengen gut zurecht. Mit dem Versand von Paketen und Briefen in Deutschland hat der Logistikkonzern DHL auch im zweiten

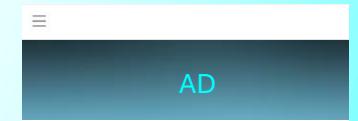


Sport > Fußball  
**DFB-Stars in der Einzelkritik: 2-mal Note 1, aber auch 2-mal die 4**

Endlich mal wieder ein souveräner Nationalelf-Sieg ohne Zittern! Deutschland schlägt Luxemburg überzeugend mit 4:0, übernimmt in der WM-Quali-Gruppe die Tabellenführung.



Gegen den Fußball-Zwerg (Platz 96 der Fifa-Weltrangliste) überragen zwei Bayern-Stars. Zwei Profis kassieren aber auch die Note 4. Die DFB-Stars in der Einzelkritik.



Lifestyle > Leute  
**BRIEF AN DIE FANS Helene Fischer hat zweites Kind bekommen**

Sängerin Helene Fischer hat ihren Fans einen Brief geschrieben. Darin verkündet sie, dass sie zum zweiten Mal Mutter geworden ist - und wann sie auf die Bühne zurückkehrt.



Helene Fischer hat eine zweite Tochter bekommen. „Es ist schon eine ganze Weile her, dass ich mich bei euch gemeldet habe - und dafür gibt es einen wunderschönen Grund: Unsere Tochter hat ein Schwesternchen bekommen!“ teilte die 41-jährige Musikerin auf

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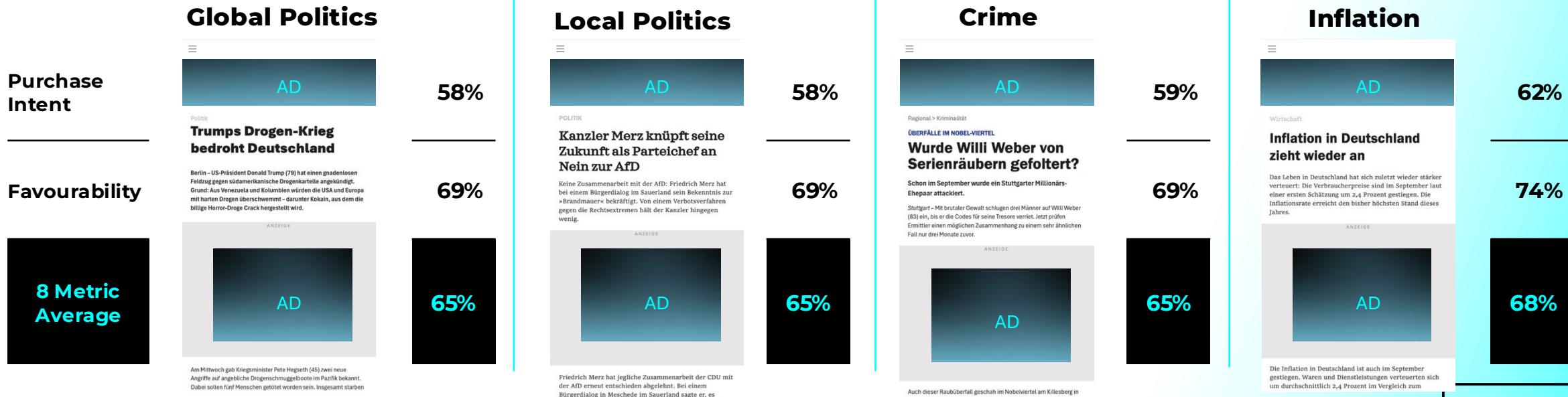


# KEY FINDINGS



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

## AVERAGE BRAND REPUTATIONAL METRICS (Margin of Error: +/-2.4%)



**Base:** Global Politics (n=1610), Local Politics (n=1615), Crime (n=1613), Inflation (n=1612)

**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



# ...COMPARED TO “BRAND SAFE” CONTENT PERFORMANCE

## AVERAGE BRAND REPUTATIONAL METRICS (Margin of Error: +/-2.4%)

### Purchase Intent



### Favourability



**Base:** Business (n=1612), Entertainment (n=1609), Sports (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.

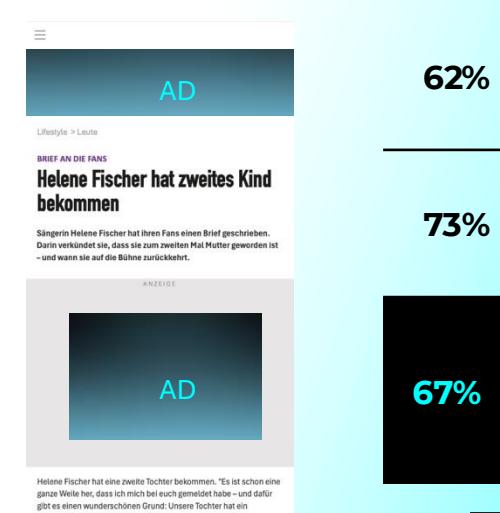
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### Entertainment



### Sports



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BY**



# IT IS SAFE FOR BRANDS TO ADVERTISE ADJACENT TO QUALITY NEWS REGARDLESS OF TOPIC

AVERAGE BRAND REPUTATIONAL METRICS  
(Margin of Error by Theme: +/-2.4%)

**'Not Brand Safe' Content**

**66%**

**8 Metric Average**

*Global Politics, Domestic Politics, Crime, Inflation*

**'Brand Safe' Content**

**67%**

**8 Metric Average**

*Business, Entertainment, Sports*

**Base:** Global Politics (n=1610), Domestic Politics (n=1615), Crime (n=1613), Inflation (n= 1612), Business (n=1612), Entertainment (n=1609), Sports (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.

**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].



# 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)	Local Politics (across brands)	Crime (across brands)	Inflation (across brands)	Business (across brands)	Entertainment (across brands)	Sports (across brands)
Purchase intent	60%	58%	58%	59%	62%	62%	61%	62%
Favourability	72%	69%	69%	69%	74%	73%	75%	73%
Cares about customers	69%	69%	68%	67%	71%	71%	70%	71%
Trustworthy	76%	74%	75%	76%	76%	76%	77%	76%
Good value	68%	67%	70%	66%	68%	67%	69%	67%
Want to work at	46%	44%	43%	44%	47%	47%	48%	46%
Right values	64%	62%	62%	63%	67%	63%	67%	65%
Quality products	75%	73%	74%	74%	79%	75%	76%	77%
<b>8 Metric Average</b>	<b>66%</b>	<b>65%</b>	<b>65%</b>	<b>65%</b>	<b>68%</b>	<b>67%</b>	<b>68%</b>	<b>67%</b>
<i>(Margin of Error by Theme: +/-2.4%)</i>								

**Base:** Global Politics (n=1610), Domestic Politics (n=1615), Crime (n=1613), Inflation (n=1612), Business (n=1612), Entertainment (n=1609), Sports (n=1611)

**QBP12.** 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].

# ADS PERFORM EQUALLY WELL NEXT TO BRAND-SAFE AND NON-BRAND-SAFE CONTENT ACROSS GEOGRAPHIES

	United Kingdom	USA	Germany	Canada	Asia Pacific (Singapore, Hong Kong, Japan, Vietnam)
<b>Composite Score of Reputational Brand Metrics</b> (8 Metric average - %)					
<b>'Brand safe' content</b>					
'Brand safe' content	67%	68%	67%	68%	71%
'Not Brand safe' content	66%	67%	66%	67%	69%

Composite score = Combination of 8 brand reputation measures, averaged across news topics in each market

Reputational Brand  
metrics

Purchase intent | Favourability | Cares about customers | Trustworthy | Good Value | Want to work at | Right values | Has quality products

Metric = % Top-2 Box agreement with a brand statement in each market

Responses to scaled questions vary across markets – compare only indicatively

# DETAILED DEMOGRAPHIC FINDINGS



# NO BRAND SAFETY ISSUES AMONG GERMAN NEWS JUNKIES

Reputational Brand Metric (% Top 2 box)	Average (across topics)	Global Politics (across brands)	Local Politics (across brands)	Crime (across brands)	Inflation (across brands)	Business (across brands)	Entertainment (across brands)	Sports (across brands)
Purchase intent	67%	65%	63%	65%	66%	69%	68%	70%
Favourability	78%	76%	75%	74%	79%	80%	82%	81%
Cares about customers	77%	77%	75%	73%	79%	77%	76%	81%
Trustworthy	81%	80%	79%	82%	82%	81%	81%	84%
Good value	74%	74%	75%	70%	73%	72%	75%	75%
Want to work at	53%	54%	48%	51%	55%	55%	55%	55%
Right values	71%	69%	69%	68%	74%	70%	72%	73%
Quality products	82%	80%	81%	80%	84%	82%	84%	84%
<b>8 Metric Average</b>	<b>73%</b>	<b>72%</b>	<b>71%</b>	<b>70%</b>	<b>74%</b>	<b>73%</b>	<b>74%</b>	<b>75%</b>
<i>(Margin of Error by Theme: +/-4.4%)</i>								

**Base:** Global Politics (n= 477) Local Politics (n= 536), Crime (n=510), Inflation (n= 513), Business (n= 527), Entertainment (n= 489), Sports (n= 523)

**QBP12.** 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 GERMAN EXCLUSIVE NEWS JUNKIES

Reputational Brand Metric (% Top 2 box)	Average (across topics)	Global Politics (across brands)	Local Politics (across brands)	Crime (across brands)	Inflation (across brands)	Business (across brands)	Entertainment (across brands)	Sports (across brands)
Purchase intent	51%	54%	48%	48%	54%	55%	49%	51%
Favourability	66%	62%	63%	64%	66%	67%	71%	66%
Cares about customers	63%	61%	63%	66%	63%	63%	61%	65%
Trustworthy	70%	68%	70%	74%	70%	70%	68%	74%
Good value	60%	62%	63%	57%	61%	60%	60%	58%
Want to work at	36%	34%	34%	35%	38%	36%	38%	37%
Right values	54%	58%	53%	56%	53%	56%	56%	50%
Quality products	72%	70%	71%	72%	75%	71%	70%	70%
<b>8 Metric Average</b>	<b>59%</b>	<b>59%</b>	<b>58%</b>	<b>59%</b>	<b>60%</b>	<b>60%</b>	<b>59%</b>	<b>59%</b>
<i>(Margin of Error by Theme: +/-6.2%)</i>								

**Base:** Global Politics (n= 248) Local Politics (n= 281), Crime (n=250), Inflation (n=298), Business (n=319), Entertainment (n= 245), Sports (n= 271)

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# NO BRAND SAFETY ISSUES AMONG GERMANS WITH A UNIVERSITY DEGREE

Reputational Brand Metric (% Top 2 box)	Average (across topics)	Global Politics (across brands)	Local Politics (across brands)	Crime (across brands)	Inflation (across brands)	Business (across brands)	Entertainment (across brands)	Sports (across brands)
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Trustworthy	78%	77%	82%	78%	81%	79%	77%	74%
Good value	69%	68%	73%	71%	70%	68%	69%	66%
Want to work at	48%	47%	45%	48%	48%	51%	50%	43%
Right values	65%	61%	67%	67%	67%	64%	66%	62%
Quality products	77%	70%	78%	77%	82%	78%	77%	77%
<b>8 Metric Average</b>	<b>69%</b>	<b>67%</b>	<b>71%</b>	<b>69%</b>	<b>70%</b>	<b>70%</b>	<b>69%</b>	<b>67%</b>
<i>(Margin of Error by Theme: +/-5.0%)</i>								

**Base:** Global Politics (n= 391) Local Politics (n= 382), Crime (n=381), Inflation (n= 405), Business (n= 416), Entertainment (n=391), Sports (n=389)

**QBP12.** 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 GERMAN MILLENNIALS

Reputational Brand Metric (% Top 2 box)	Average (across topics)	Global Politics (across brands)	Local Politics (across brands)	Crime (across brands)	Inflation (across brands)	Business (across brands)	Entertainment (across brands)	Sports (across brands)
Purchase intent	66%	66%	63%	67%	66%	67%	69%	65%
Favourability	75%	71%	72%	77%	77%	76%	78%	71%
Cares about customers	72%	73%	70%	73%	71%	74%	73%	70%
Trustworthy	79%	79%	78%	81%	77%	79%	79%	76%
Good value	71%	72%	72%	74%	71%	68%	74%	68%
Want to work at	52%	50%	51%	55%	49%	55%	54%	48%
Right values	67%	66%	66%	74%	65%	66%	69%	64%
Quality products	77%	76%	77%	80%	79%	77%	78%	74%
<b>8 Metric Average</b>	<b>70%</b>	<b>69%</b>	<b>69%</b>	<b>73%</b>	<b>69%</b>	<b>70%</b>	<b>72%</b>	<b>67%</b>
<i>(Margin of Error by Theme: +/-4.5%)</i>								

**Base:** Global Politics (n= 486) Local Politics (n= 487), Crime (n=497), Inflation (n= 488), Business (n= 510), Entertainment (n=474), Sports (n=494)

**QBP12.** 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 GERMAN GEN Z

Reputational Brand Metric (% Top 2 box)	Average (across topics)	Global Politics (across brands)	Local Politics (across brands)	Crime (across brands)	Inflation (across brands)	Business (across brands)	Entertainment (across brands)	Sports (across brands)
Purchase intent	65%	62%	63%	64%	68%	67%	67%	67%
Favourability	74%	72%	74%	74%	78%	74%	73%	72%
Cares about customers	70%	68%	69%	70%	72%	75%	70%	66%
Trustworthy	75%	72%	76%	76%	78%	76%	75%	73%
Good value	70%	70%	71%	71%	69%	71%	71%	68%
Want to work at	50%	44%	50%	50%	50%	51%	58%	45%
Right values	67%	62%	65%	67%	70%	68%	73%	67%
Quality products	75%	73%	72%	75%	81%	78%	73%	76%
<b>8 Metric Average</b>	<b>68%</b>	<b>65%</b>	<b>67%</b>	<b>68%</b>	<b>71%</b>	<b>70%</b>	<b>70%</b>	<b>67%</b>
<i>(Margin of Error by Theme: +/-5.6%)</i>								

**Base:** Global Politics (n= 308) Local Politics (n= 330), Crime (n=332), Inflation (n= 327), Business (n= 299), Entertainment (n=323), Sports (n=319)

**QBP12.** 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 GERMAN HIGH INCOME HOUSEHOLDS (€100K+)

Reputational Brand Metric (% Top 2 box)	Average (across topics)	Global Politics (across brands)	Local Politics (across brands)	Crime (across brands)	Inflation (across brands)	Business (across brands)	Entertainment (across brands)	Sports (across brands)
Purchase intent	60%	57%	59%	54%	61%	66%	60%	65%
Favourability	69%	70%	64%	68%	75%	70%	72%	66%
Cares about customers	67%	68%	64%	64%	68%	73%	67%	66%
Trustworthy	74%	71%	71%	75%	77%	72%	76%	73%
Good value	65%	59%	62%	67%	67%	69%	65%	65%
Want to work at	44%	43%	41%	43%	48%	52%	43%	41%
Right values	62%	60%	58%	62%	66%	63%	65%	63%
Quality products	72%	70%	69%	73%	75%	72%	73%	70%
<b>8 Metric Average</b>	<b>64%</b>	<b>62%</b>	<b>61%</b>	<b>63%</b>	<b>67%</b>	<b>67%</b>	<b>65%</b>	<b>64%</b>
<i>(Margin of Error by Theme: +/-6.7%)</i>								

**Base:** Global Politics (n= 218) Local Politics (n= 216), Crime (n= 213), Inflation (n= 219), Business (n= 217), Entertainment (n= 193), Sports (n= 212)

**QBP12.** 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].



**THANK YOU**

# **FUTURE OF NEWS GERMANY**

