

2022 US Brand Safety Consumer Survey

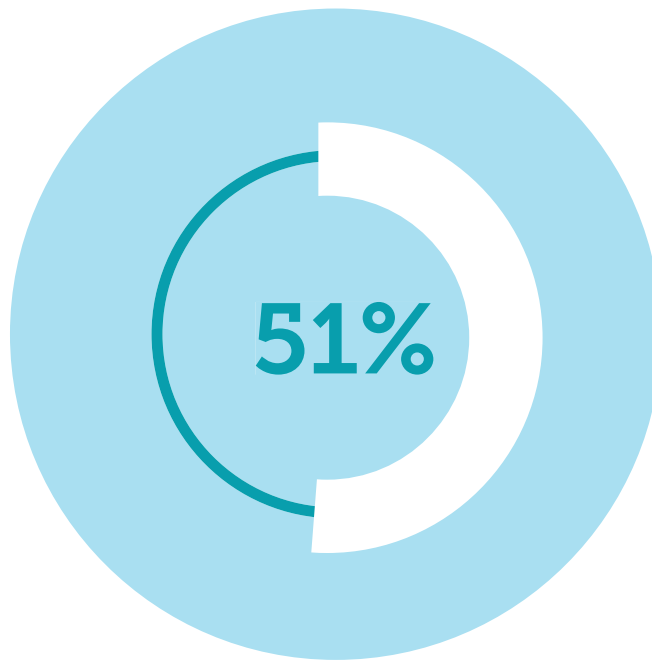


Methodology:

The survey of 1,110 adults in the United States was conducted via SurveyMonkey from October 10-11, 2022. The survey had a margin of error of +/-3 percent at a 95 percent confidence interval.

Q1:

What percent of the content that is online today do you believe is dangerous, offensive, or inappropriate?



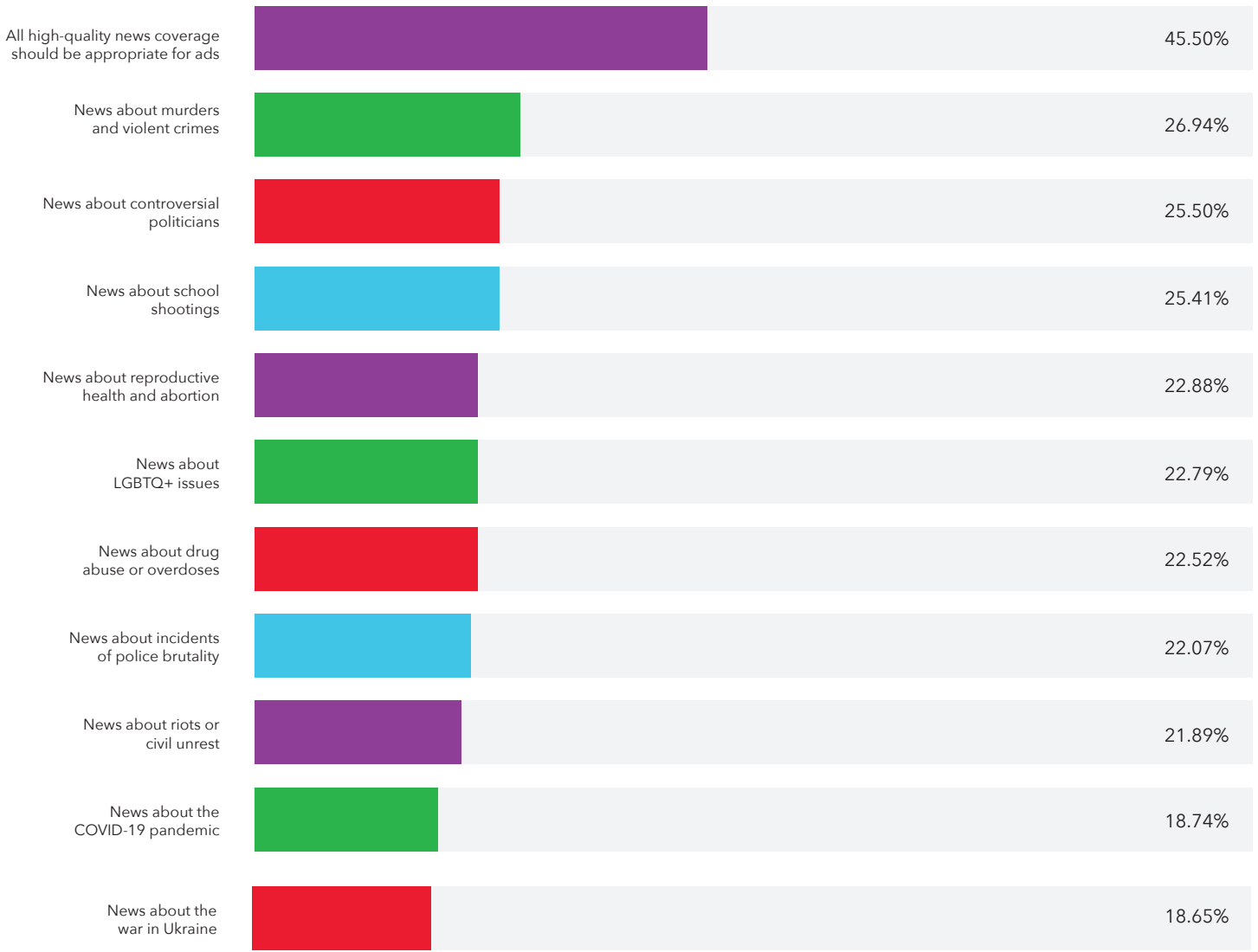
Q2:

Advertisers sometimes prevent their ads from running near certain types of online content. Which of the following types of content do you think advertisers should prevent their ads from running near?



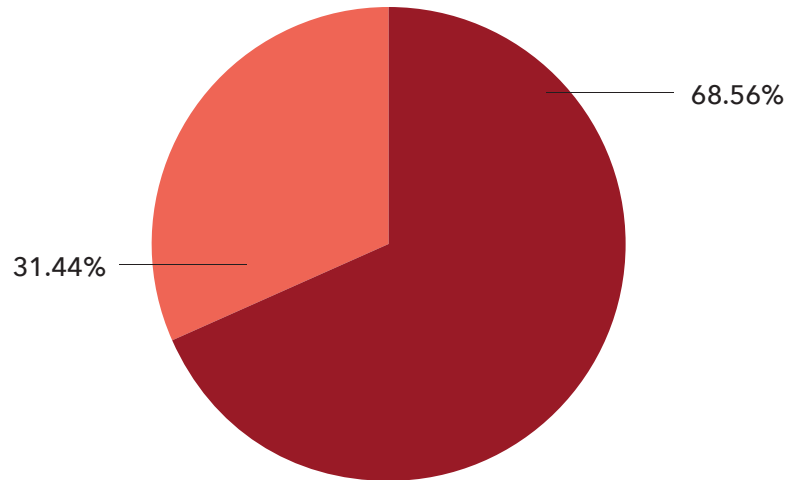
Q3:

Some advertisers do not run ads near news stories about certain topics, depriving those media outlets of financial support for their news operations. Which of the following news topics, if any, should not be supported by advertising revenue?



Q4:

Which of these statements is closer to your opinion?



ANSWER CHOICES

It is more important to allow ads to run near stories about the war in Ukraine and other conflicts, even if those stories include violence, so high-quality journalism receives the funding it needs to cover important world events.

RESPONSES

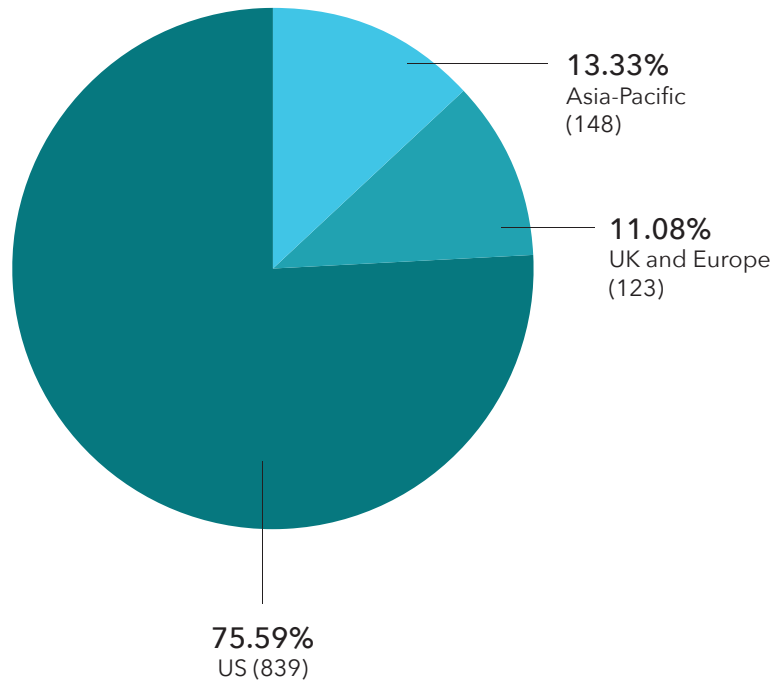
68.56%

It is more important to prevent ads from running near stories about the war in Ukraine and other conflicts if those stories include violence, even if high-quality journalism loses the funding it needs to cover important world events.

31.44%

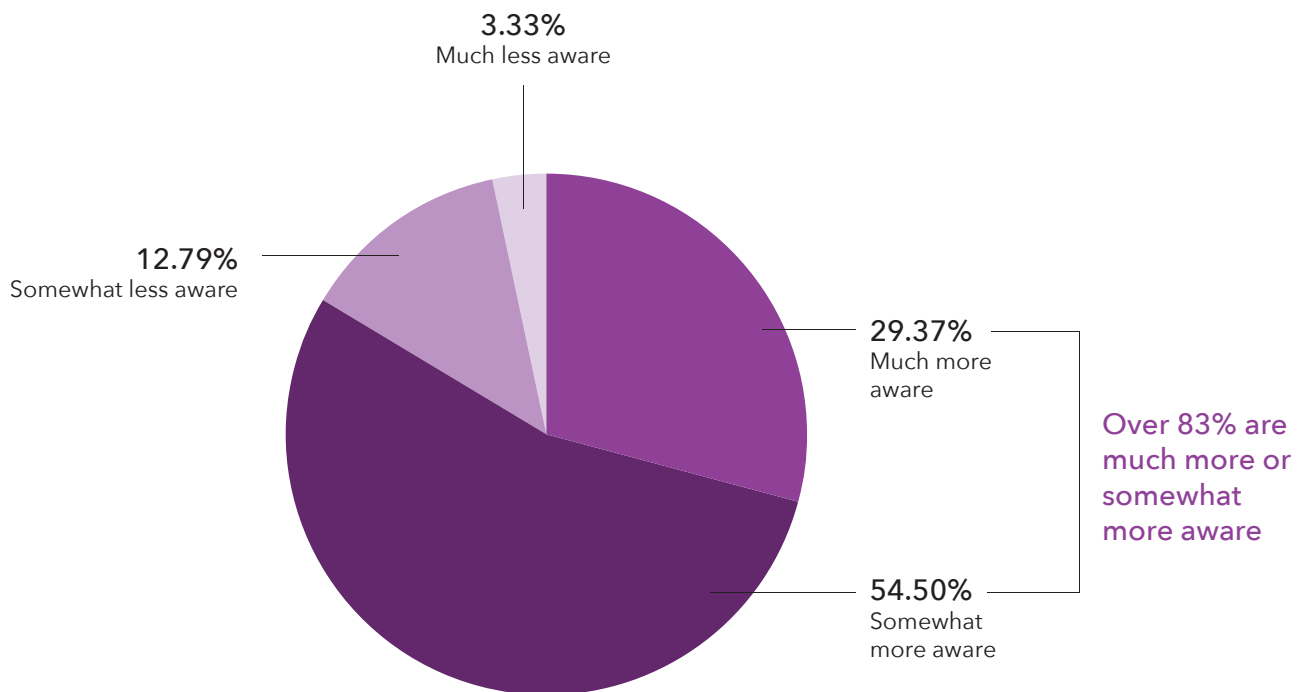
Q5:

Which of these regions do you think has the biggest problems with dangerous, offensive, and inappropriate content online?



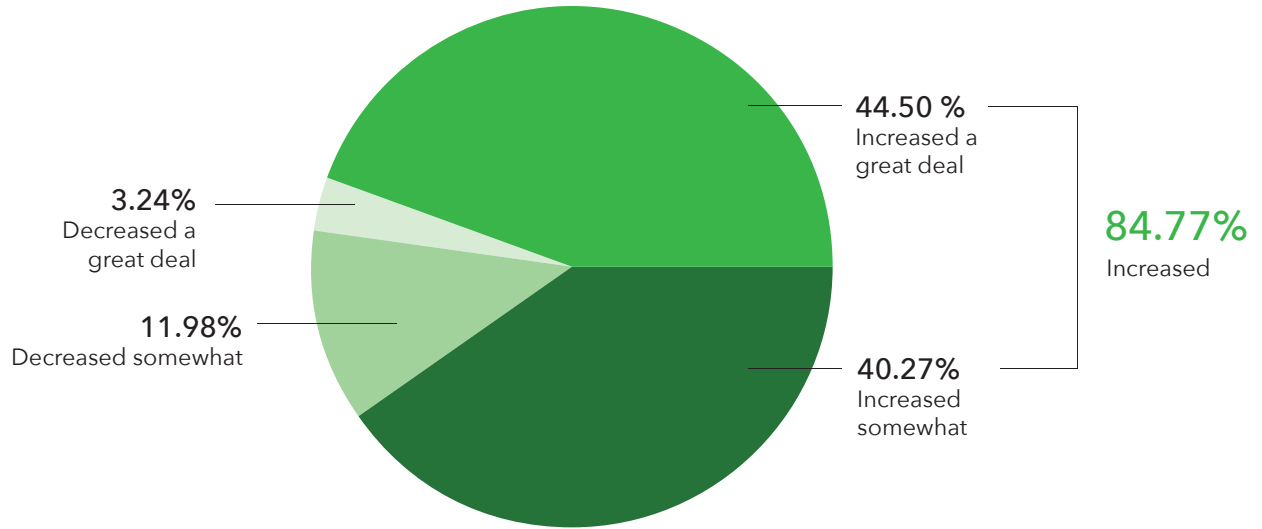
Q6:

Are you more or less aware of brand safety issues - such as those involving advertising around dangerous, offensive, or inappropriate content - than you were a year ago?



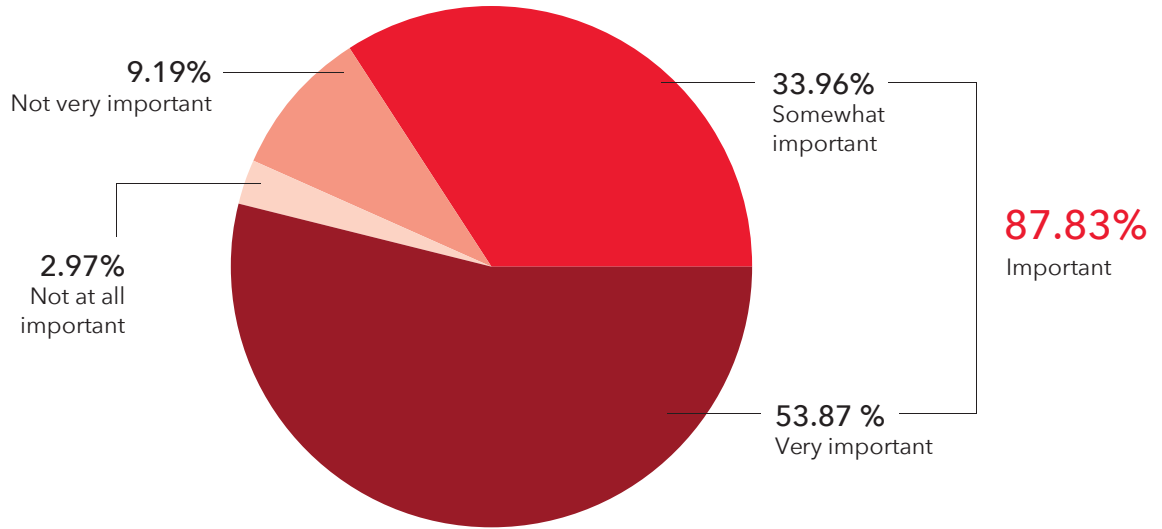
Q7:

Do you think that hate speech online has increased or decreased over the last year?



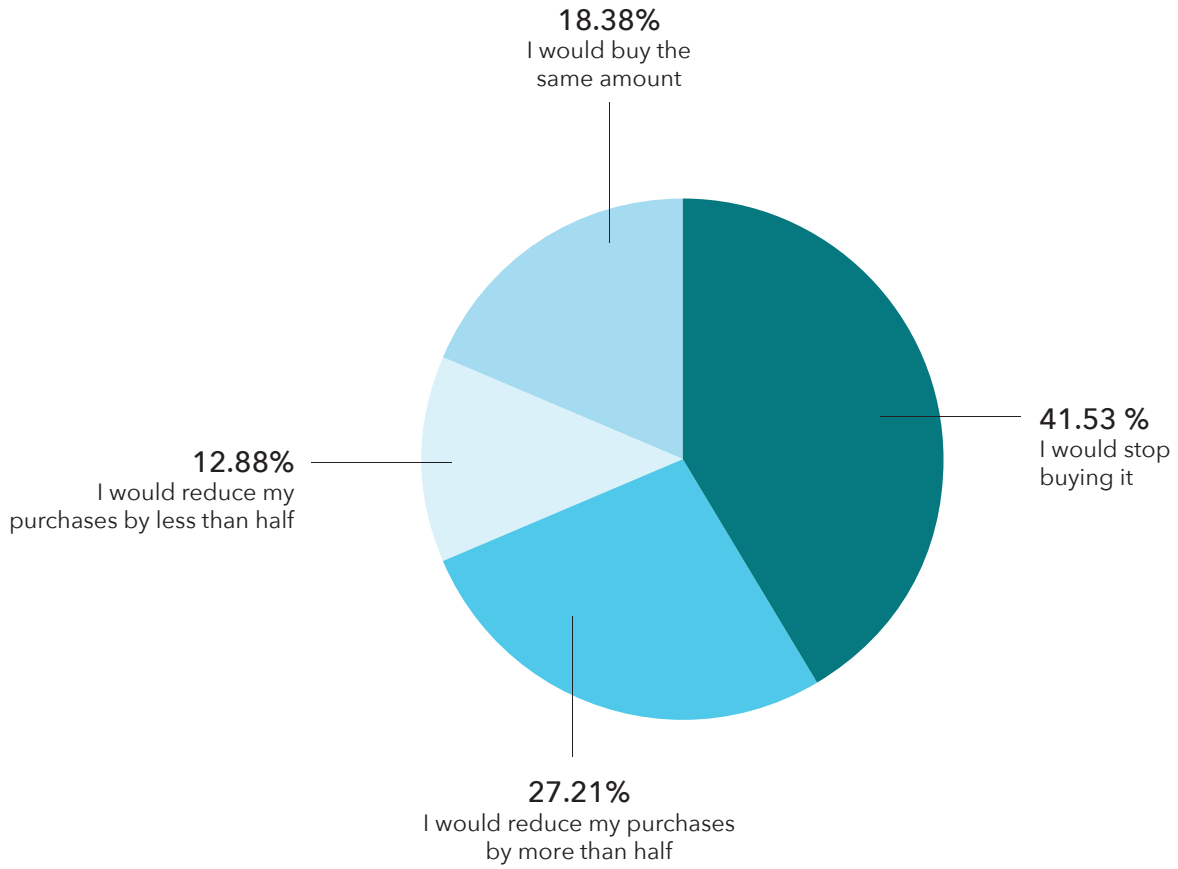
Q8:

How important is it for advertisers to make sure their ads are not placed on websites or apps that contain dangerous, offensive, or inappropriate content?



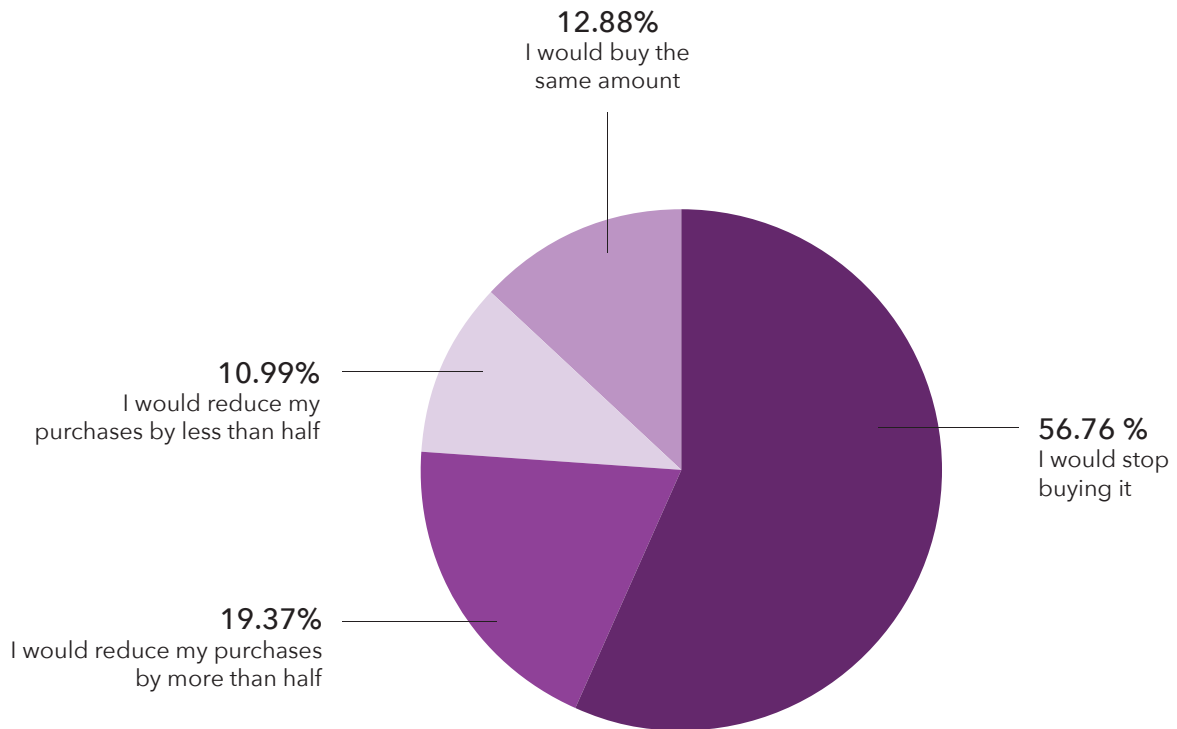
Q9:

If you discovered that ads for a consumer product you regularly buy had appeared next to racist or hate speech, how much would you reduce your future purchases of that product?



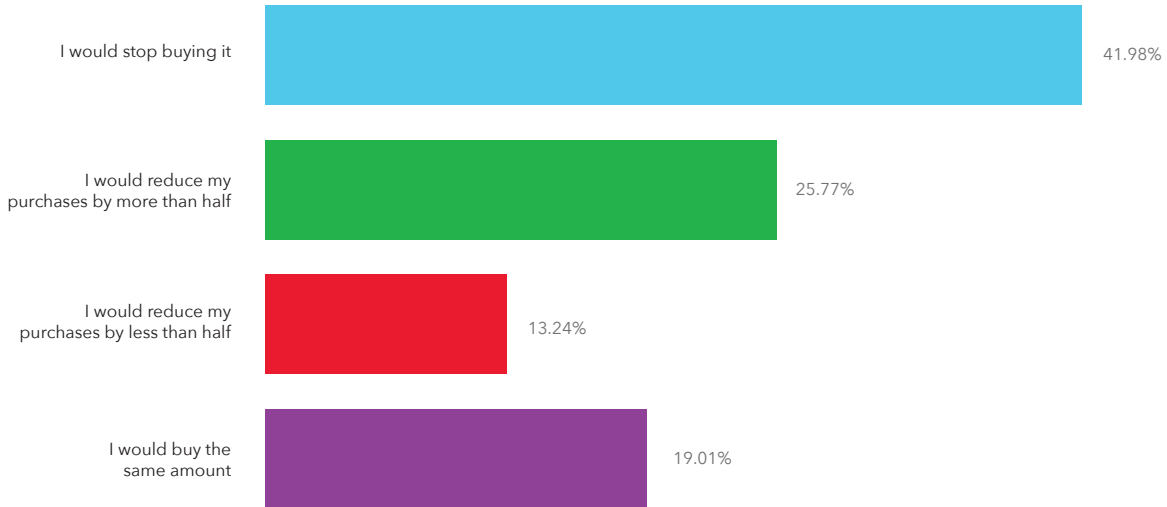
Q10:

If you discovered that ads for a consumer product you regularly buy had appeared next to terrorist recruiting videos, how much would you reduce your purchases of that product?



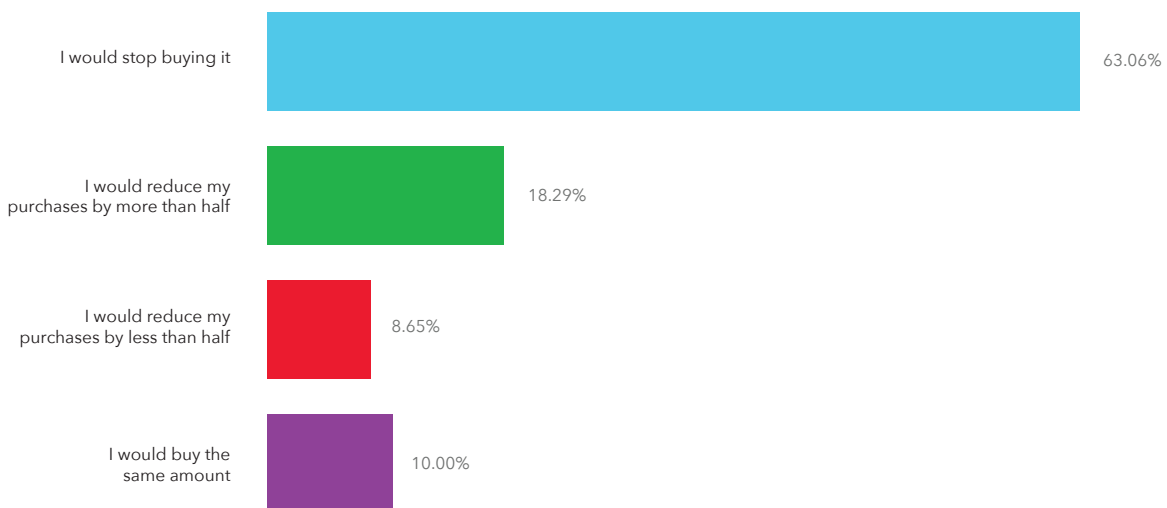
Q11:

If you discovered that ads for a consumer product you regularly buy had appeared on a website promoting illegal activities, such as stolen videos and other content, how much would you reduce your purchases of that product?



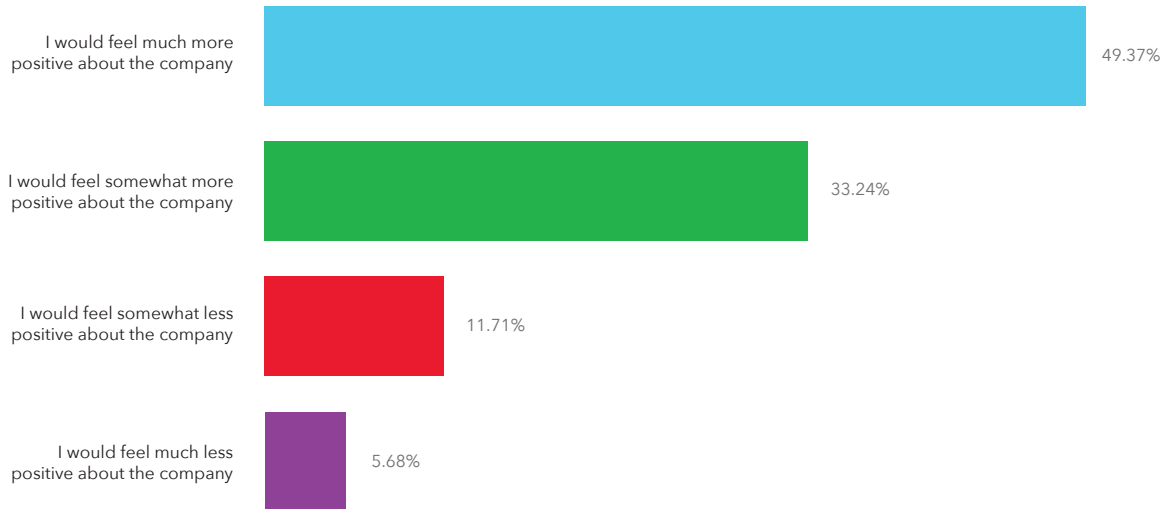
Q12:

If you discovered an ad for a consumer product you regularly buy had infected your computer or mobile device with a virus, how much would you reduce your purchases of that product?



Q13:

How would it change your feelings about a company, if you found out it required all of its ad partners to be independently certified to meet high brand safety standards for its ads, such as preventing its ads from appearing with dangerous, offensive, or inappropriate content?



Q14:

Whose responsibility is it to ensure that ads do not run with dangerous, offensive, or inappropriate content?

