# 2021 UK Brand Safety Consumer Survey

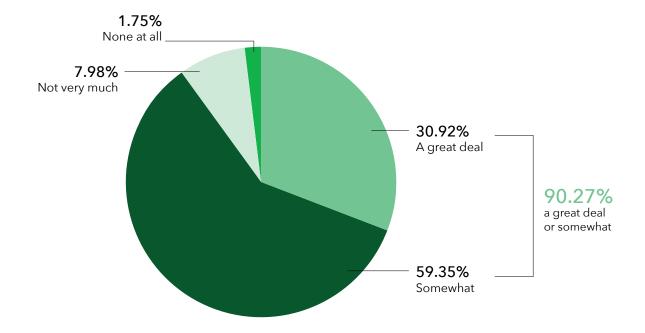




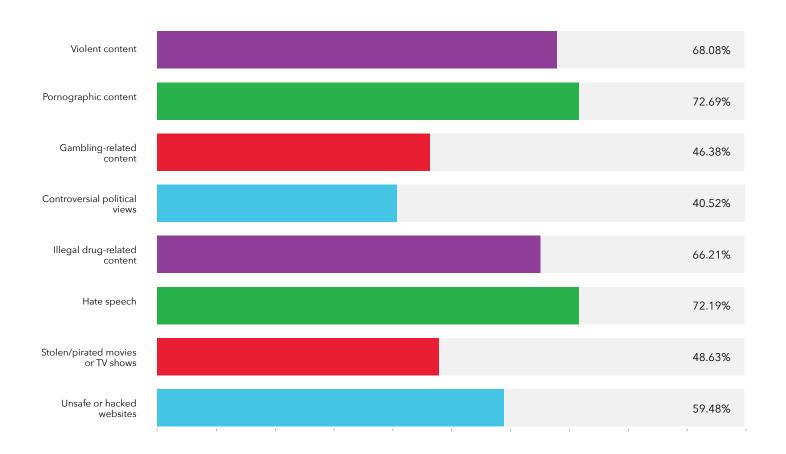
#### Methodology

The survey of 802 adults in the United Kingdom was conducted via SurveyMonkey from April 4-6, 2021. The survey had a margin of error of +/-3 percent at a 95 percent confidence interval.

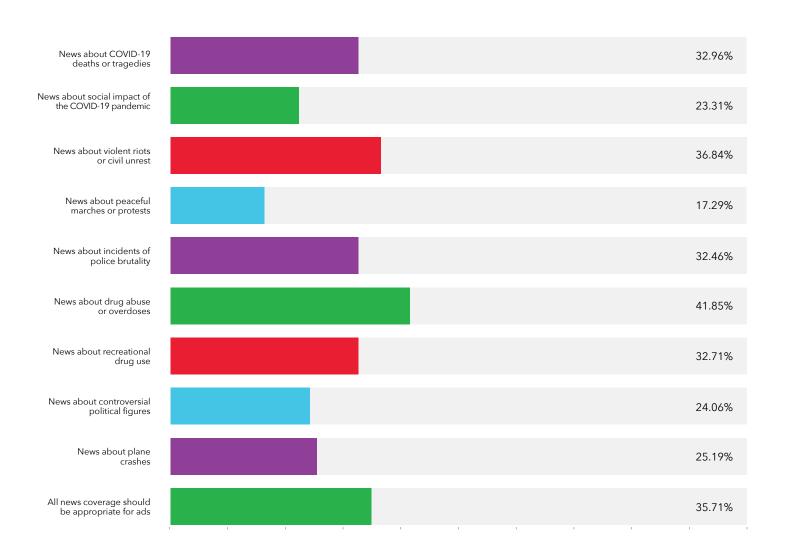
### Q1: How much of the content that is online today do you believe is dangerous, offensive, or inappropriate for some users?



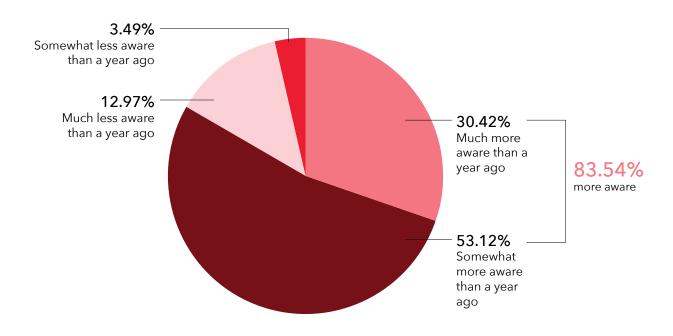
## Q2: Advertisers often stop their ads from running near certain types of online content. Which of the following types of content do you think advertisers should prevent their ads from running near?



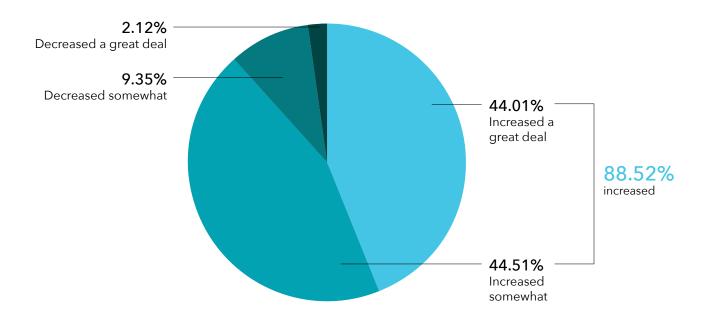
## Q3: Some advertisers do not run ads near news coverage about certain topics. Which of the following types of news do you think advertisers should prevent their ads from running near, if any?



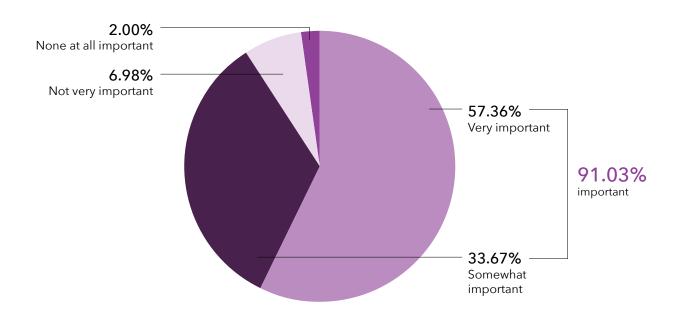
#### Q4: Are you more or less aware of brand safety issues - such as those involving advertising around dangerous, offensive, or inappropriate content - than you were a year ago?



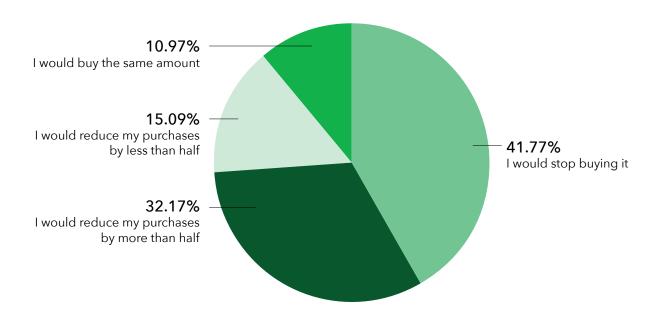
#### Q5: Do you think that hate speech has increased or decreased online over the last year?



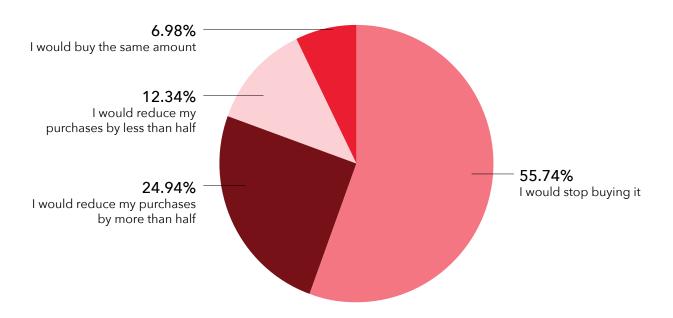
#### Q6: How important is it for advertisers to make sure their ads are not placed on websites or apps that contain dangerous, offensive, or inappropriate content?



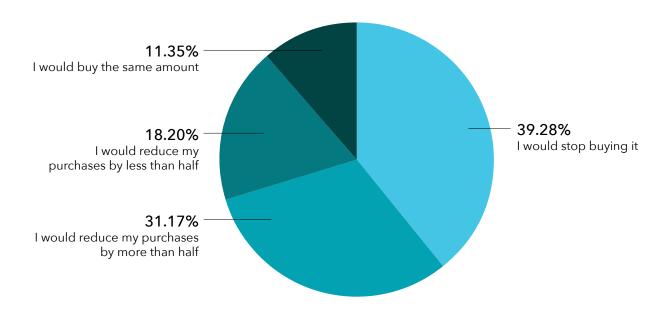
### Q7: If you discovered an ad for a consumer product you regularly buy had appeared next to racist or hate speech, how much would you reduce your future purchases of that product?



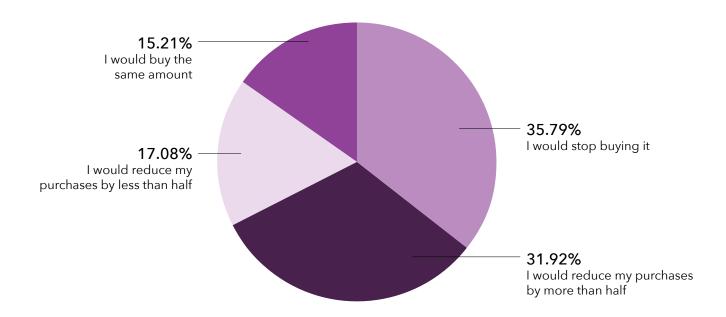
### Q8: If you discovered that ads for a consumer product you regularly buy had appeared next to terrorist recuiting videos, how much would you reduce your purchases of the product?



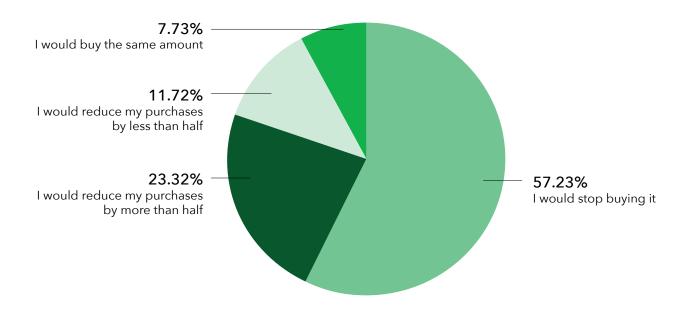
Q9: If you discovered that ads for a consumer product you regularly buy had appeared on a website promoting illegal activities, such as stolen videos and other content, how much would you reduce your purchases of that product?



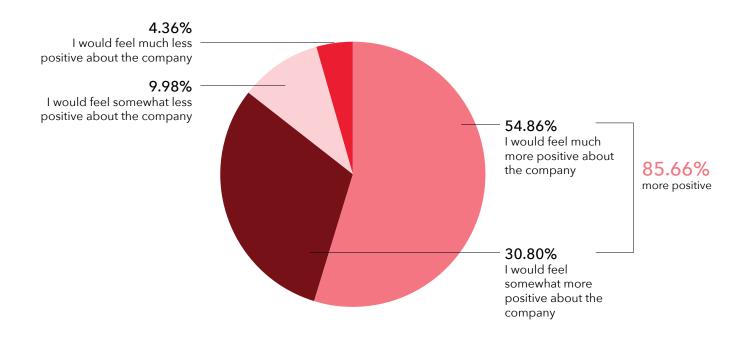
Q10: If you discovered that ads for a consumer product you regularly buy had appeared next to a dangerous conspiracy theory or misinformation, such as content from COVID-19 deniers or anti-vaxxers, how much would you reduce your purchases of that product?



Q11: 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?



Q12: If you knew a company had 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, how would that change your feelings about that company?



Q13: Whose responsibility is it to ensure that ads do not run with dangerous, offensive, or inappropriate content?

