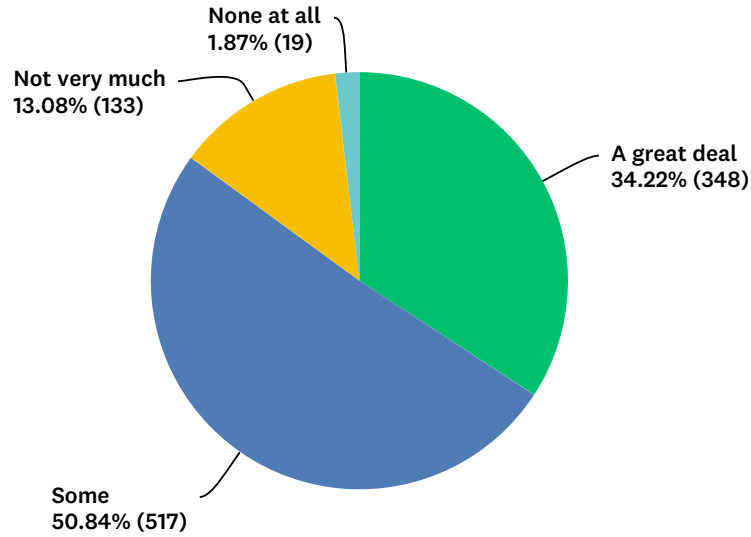


Q1 How much of the content that is online today do you believe is dangerous, offensive, or inappropriate for some users?

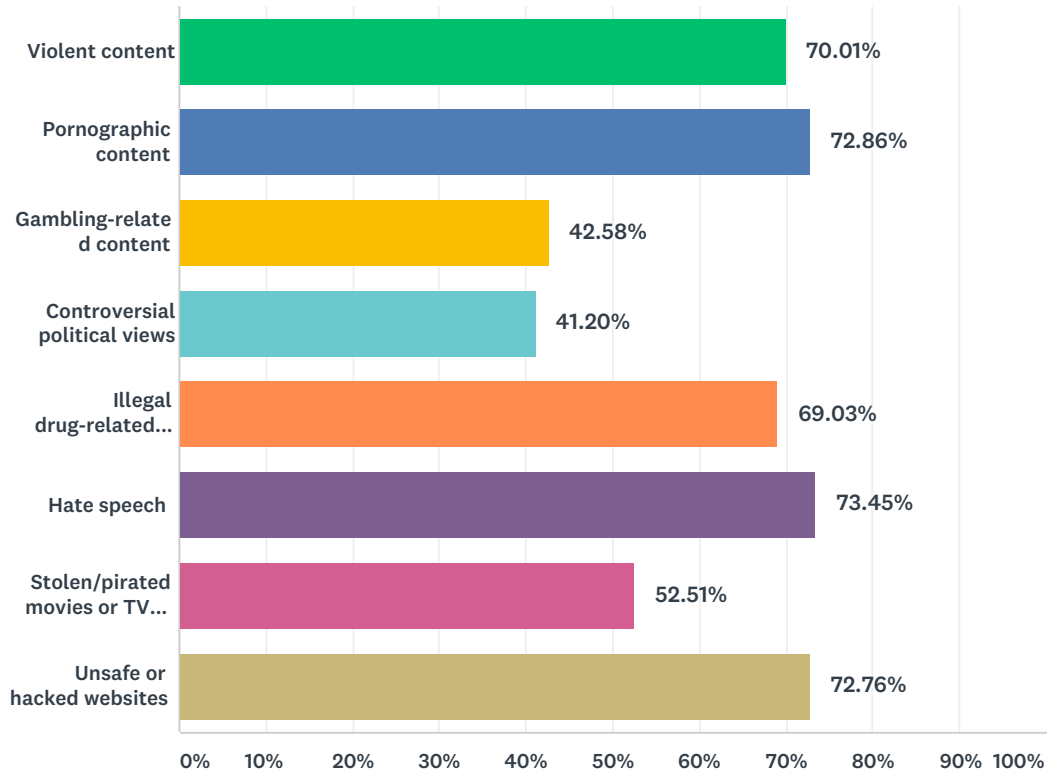
Answered: 1,017 Skipped: 0



ANSWER CHOICES	RESPONSES	
A great deal	34.22%	348
Some	50.84%	517
Not very much	13.08%	133
None at all	1.87%	19
TOTAL		1,017

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? [Check all that apply.]

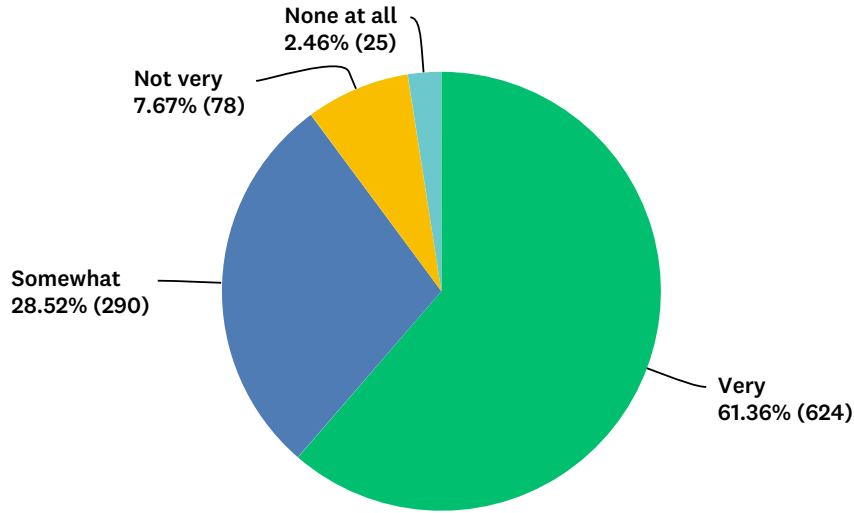
Answered: 1,017 Skipped: 0



ANSWER CHOICES	RESPONSES	
Violent content	70.01%	712
Pornographic content	72.86%	741
Gambling-related content	42.58%	433
Controversial political views	41.20%	419
Illegal drug-related content	69.03%	702
Hate speech	73.45%	747
Stolen/pirated movies or TV shows	52.51%	534
Unsafe or hacked websites	72.76%	740
Total Respondents: 1,017		

Q3 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?

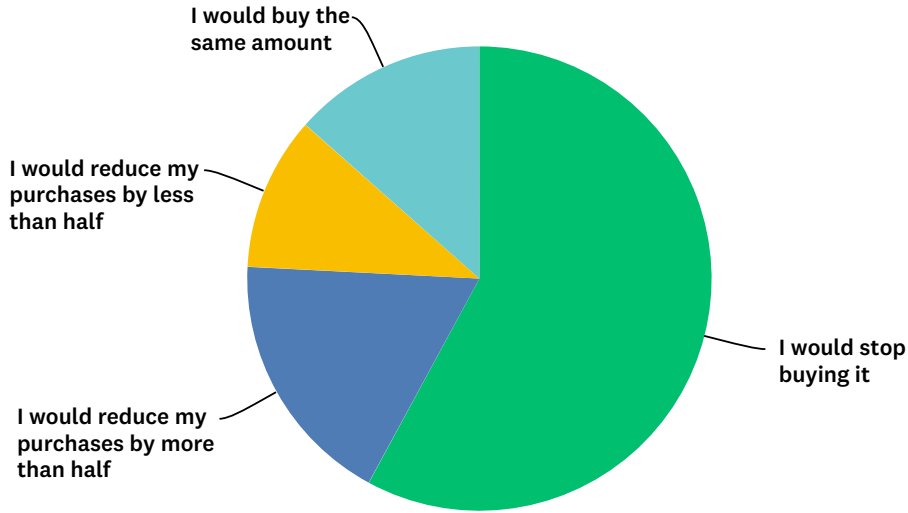
Answered: 1,017 Skipped: 0



ANSWER CHOICES	RESPONSES	
Very	61.36%	624
Somewhat	28.52%	290
Not very	7.67%	78
None at all	2.46%	25
TOTAL		1,017

Q4 If you discovered an ad for a consumer product you regularly buy had appeared next to racist neo-Nazi propaganda, how much would you reduce your future purchases of that product?

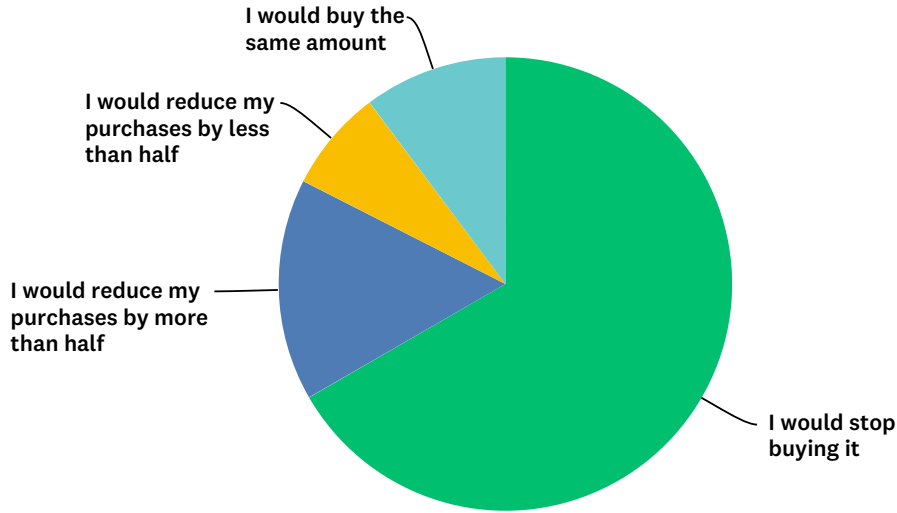
Answered: 1,017 Skipped: 0



ANSWER CHOICES	RESPONSES	
I would stop buying it	57.92%	589
I would reduce my purchases by more than half	17.90%	182
I would reduce my purchases by less than half	10.72%	109
I would buy the same amount	13.47%	137
TOTAL		1,017

Q5 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?

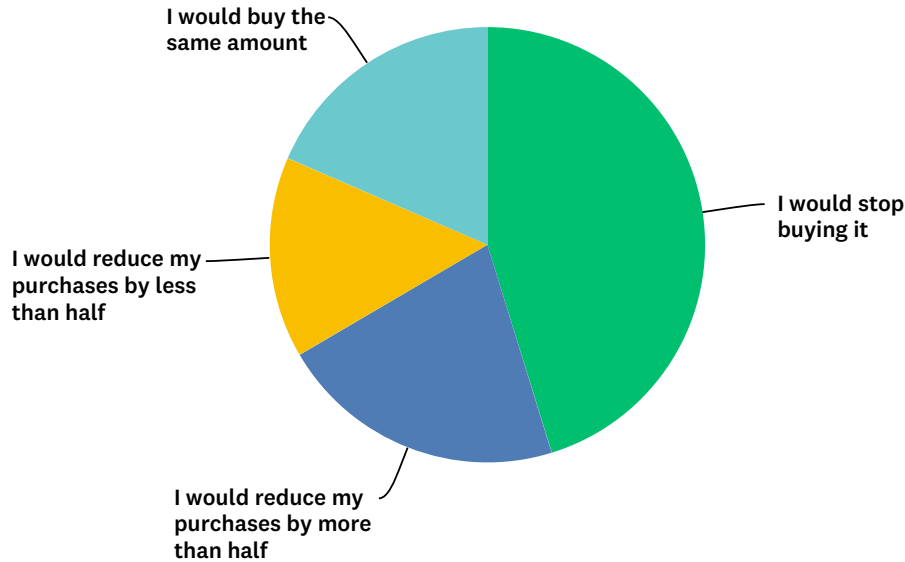
Answered: 1,017 Skipped: 0



ANSWER CHOICES	RESPONSES	
I would stop buying it	66.67%	678
I would reduce my purchases by more than half	15.83%	161
I would reduce my purchases by less than half	7.28%	74
I would buy the same amount	10.23%	104
TOTAL		1,017

Q6 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?

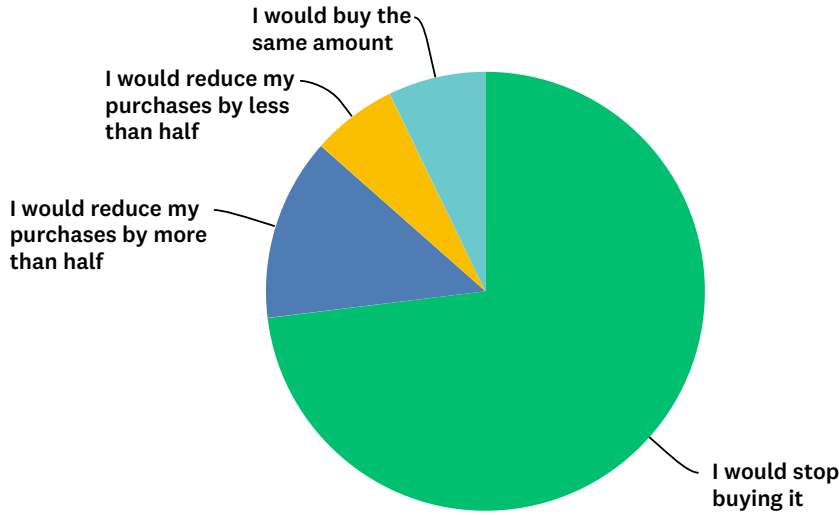
Answered: 1,017 Skipped: 0



ANSWER CHOICES	RESPONSES	
I would stop buying it	45.23%	460
I would reduce my purchases by more than half	21.34%	217
I would reduce my purchases by less than half	14.95%	152
I would buy the same amount	18.49%	188
TOTAL		1,017

Q7 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?

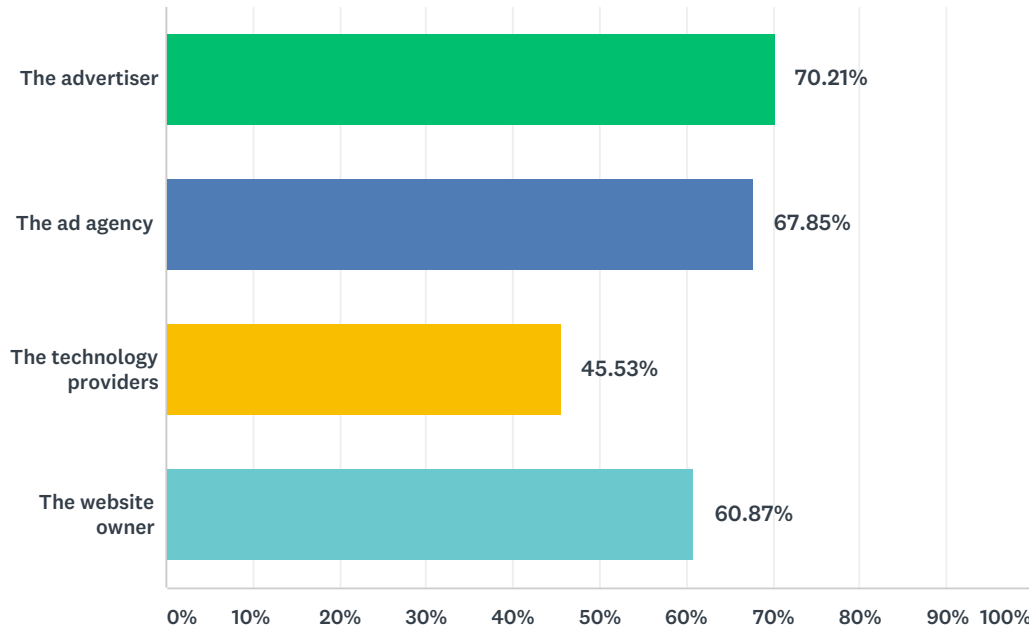
Answered: 1,017 Skipped: 0



ANSWER CHOICES	RESPONSES	
I would stop buying it	73.06%	743
I would reduce my purchases by more than half	13.47%	137
I would reduce my purchases by less than half	6.29%	64
I would buy the same amount	7.18%	73
TOTAL		1,017

Q8 Whose responsibility is it to ensure that ads do not run with dangerous, offensive, or inappropriate content? [Check all that apply.]

Answered: 1,017 Skipped: 0



ANSWER CHOICES	RESPONSES	
The advertiser	70.21%	714
The ad agency	67.85%	690
The technology providers	45.53%	463
The website owner	60.87%	619
Total Respondents: 1,017		