

Brand Safety poll

August 2020 - 2000 US college students



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Q1. When it comes to how you make purchases, which is more true for you?

	Total	Financial Aid			Gender		
		No	Yes	Other	Female	Male	Non Binary
I spend a lot of time researching my purchases	71%	68%	72%	67%	69%	73%	78%
I tend to buy something when I like what I see	29%	32%	28%	33%	31%	27%	22%
Refused	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(2000)	(637)	(1322)	(40)	(1107)	(781)	(112)

	Total	Major					Sexual Orientation		Political Leaning		
		Arts Humanities	Interdisciplinary	Sciences	Social Sciences	Other	LGBTQIA	Straight	Democrat	Independent	Republican
I spend a lot of time researching my purchases	71%	68%	76%	75%	67%	71%	67%	72%	71%	72%	64%
I tend to buy something when I like what I see	29%	32%	24%	25%	33%	29%	33%	28%	29%	28%	36%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(2000)	(288)	(151)	(997)	(828)	(132)	(508)	(1487)	(702)	(894)	(245)

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	Race							
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
I spend a lot of time researching my purchases	71%	70%	83%	71%	68%	66%	76%	81%
I tend to buy something when I like what I see	29%	30%	17%	29%	32%	34%	24%	19%
Refused	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(2000)	(1176)	(322)	(121)	(184)	(11)	(147)	(37)

	Year				
	Total	2020	2021	2022	2023
I spend a lot of time researching my purchases	71%	70%	73%	69%	70%
I tend to buy something when I like what I see	29%	30%	27%	31%	30%
Refused	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%
(Unweighted N)	(2000)	(270)	(595)	(575)	(560)

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Q2. I make purchases that fit with my values

	Total	Financial Aid			Gender		
		No	Yes	Other	Female	Male	Non Binary
Strongly agree	28%	29%	28%	28%	29%	27%	37%
Agree	66%	64%	67%	69%	67%	66%	55%
Disagree	5%	7%	5%	3%	4%	7%	7%
Strongly disagree	0%	0%	0%	0%	0%	1%	2%
Refused	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(2000)	(637)	(1322)	(40)	(1107)	(781)	(112)

	Total	Major					Sexual Orientation		Political Leaning		
		Arts Humanities	Interdisciplinary	Sciences	Social Sciences	Other	LGBTQIA	Straight	Democrat	Independent	Republican
Strongly agree	28%	24%	27%	29%	27%	25%	25%	29%	29%	26%	29%
Agree	66%	73%	68%	64%	68%	71%	68%	66%	66%	68%	63%
Disagree	5%	3%	3%	6%	5%	3%	7%	5%	4%	6%	7%
Strongly disagree	0%	0%	3%	0%	0%	1%	0%	1%	1%	0%	0%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(2000)	(288)	(151)	(997)	(828)	(132)	(508)	(1487)	(702)	(894)	(245)

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	Race							
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
Strongly agree	28%	29%	30%	26%	28%	22%	24%	30%
Agree	66%	66%	65%	69%	63%	78%	71%	70%
Disagree	5%	5%	5%	4%	9%	0%	5%	0%
Strongly disagree	0%	1%	0%	1%	0%	0%	1%	0%
Refused	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(2000)	(1176)	(322)	(121)	(184)	(11)	(147)	(37)

	Year				
	Total	2020	2021	2022	2023
Strongly agree	28%	26%	29%	28%	29%
Agree	66%	67%	66%	67%	66%
Disagree	5%	7%	5%	5%	5%
Strongly disagree	0%	1%	0%	1%	0%
Refused	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%
(Unweighted N)	(2000)	(270)	(595)	(575)	(560)

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Q3. It doesn't really matter what a company says or does as long as they make a quality product or service

	Total	Financial Aid			Gender		
		No	Yes	Other	Female	Male	Non Binary
Strongly agree	7%	7%	7%	5%	3%	12%	11%
Agree	24%	25%	24%	29%	17%	34%	10%
Disagree	54%	54%	54%	48%	62%	43%	47%
Strongly disagree	15%	13%	16%	19%	17%	11%	31%
Refused	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(2000)	(637)	(1322)	(40)	(1107)	(781)	(112)

	Total	Major					Sexual Orientation		Political Leaning		
		Arts Humanities	Interdisciplinary	Sciences	Social Sciences	Other	LGBTQIA	Straight	Democrat	Independent	Republican
Strongly agree	7%	4%	5%	9%	7%	5%	7%	7%	4%	8%	15%
Agree	24%	17%	24%	24%	25%	20%	11%	28%	12%	29%	41%
Disagree	54%	61%	48%	52%	54%	60%	54%	53%	59%	52%	38%
Strongly disagree	15%	18%	22%	15%	14%	14%	28%	11%	24%	11%	6%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(2000)	(288)	(151)	(997)	(828)	(132)	(508)	(1487)	(702)	(894)	(245)

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	Race							
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
Strongly agree	7%	8%	6%	7%	4%	11%	4%	17%
Agree	24%	23%	32%	19%	29%	61%	21%	30%
Disagree	54%	54%	52%	59%	50%	23%	58%	48%
Strongly disagree	15%	16%	10%	15%	17%	5%	17%	5%
Refused	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(2000)	(1176)	(322)	(121)	(184)	(11)	(147)	(37)

	Year				
	Total	2020	2021	2022	2023
Strongly agree	7%	8%	8%	7%	5%
Agree	24%	29%	24%	20%	27%
Disagree	54%	50%	51%	57%	54%
Strongly disagree	15%	13%	17%	16%	14%
Refused	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%
(Unweighted N)	(2000)	(270)	(595)	(575)	(560)

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Q4. It's important for companies to use their power to improve society

	Total	Financial Aid			Gender		
		No	Yes	Other	Female	Male	Non Binary
Strongly agree	45%	40%	45%	43%	51%	35%	58%
Agree	44%	48%	43%	40%	43%	45%	36%
Disagree	10%	10%	10%	17%	5%	17%	6%
Strongly disagree	2%	2%	2%	0%	1%	4%	0%
Refused	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(2000)	(637)	(1322)	(40)	(1107)	(781)	(112)

	Total	Major					Sexual Orientation		Political Leaning		
		Arts Humanities	Interdisciplinary	Sciences	Social Sciences	Other	LGBTQIA	Straight	Democrat	Independent	Republican
Strongly agree	45%	45%	54%	41%	46%	45%	56%	41%	58%	42%	15%
Agree	44%	46%	36%	45%	44%	41%	38%	46%	38%	46%	53%
Disagree	10%	7%	5%	12%	8%	13%	4%	12%	3%	11%	26%
Strongly disagree	2%	2%	5%	2%	2%	1%	2%	2%	1%	1%	7%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(2000)	(288)	(151)	(997)	(828)	(132)	(508)	(1487)	(702)	(894)	(245)

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	Race							
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
Strongly agree	45%	43%	43%	43%	55%	21%	46%	46%
Agree	44%	43%	51%	50%	38%	65%	42%	32%
Disagree	10%	12%	5%	6%	7%	14%	10%	17%
Strongly disagree	2%	3%	1%	1%	1%	0%	2%	5%
Refused	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(2000)	(1176)	(322)	(121)	(184)	(11)	(147)	(37)

	Year				
	Total	2020	2021	2022	2023
Strongly agree	45%	39%	43%	45%	49%
Agree	44%	48%	43%	43%	44%
Disagree	10%	12%	12%	10%	6%
Strongly disagree	2%	2%	2%	2%	2%
Refused	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%
(Unweighted N)	(2000)	(270)	(595)	(575)	(560)

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Q5. Companies should stick to making their products and avoid taking a position on certain issues

	Total	Financial Aid			Gender		
		No	Yes	Other	Female	Male	Non Binary
Strongly agree	13%	15%	12%	17%	8%	19%	8%
Agree	28%	28%	27%	38%	23%	35%	16%
Disagree	44%	46%	44%	37%	51%	36%	44%
Strongly disagree	15%	12%	16%	9%	18%	10%	32%
Refused	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(2000)	(637)	(1322)	(40)	(1107)	(781)	(112)

	Total	Major					Sexual Orientation		Political Leaning		
		Arts Humanities	Interdisciplinary	Sciences	Social Sciences	Other	LGBTQIA	Straight	Democrat	Independent	Republican
Strongly agree	13%	9%	10%	14%	13%	11%	10%	14%	4%	14%	34%
Agree	28%	21%	20%	28%	27%	28%	21%	30%	16%	32%	42%
Disagree	44%	51%	46%	45%	43%	50%	43%	45%	52%	44%	23%
Strongly disagree	15%	19%	24%	13%	17%	10%	27%	12%	27%	11%	1%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(2000)	(288)	(151)	(997)	(828)	(132)	(508)	(1487)	(702)	(894)	(245)

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	Race							
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
Strongly agree	13%	15%	10%	8%	12%	0%	11%	16%
Agree	28%	27%	35%	18%	32%	80%	25%	52%
Disagree	44%	44%	42%	53%	38%	20%	47%	23%
Strongly disagree	15%	14%	13%	21%	17%	0%	17%	8%
Refused	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(2000)	(1176)	(322)	(121)	(184)	(11)	(147)	(37)

	Year				
	Total	2020	2021	2022	2023
Strongly agree	13%	15%	16%	12%	10%
Agree	28%	35%	24%	27%	29%
Disagree	44%	37%	48%	44%	45%
Strongly disagree	15%	14%	13%	17%	17%
Refused	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%
(Unweighted N)	(2000)	(270)	(595)	(575)	(560)

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Q6. Have you ever made a purchase from a brand because you liked a position the company took on a certain issue?

	Total	Financial Aid			Gender		
		No	Yes	Other	Female	Male	Non Binary
Yes, I do this regularly	12%	11%	12%	6%	13%	8%	27%
Yes, I've done this before	44%	46%	43%	50%	50%	35%	45%
No, I've never done this	31%	28%	31%	23%	23%	42%	16%
I don't know / can't recall	14%	15%	14%	21%	14%	14%	12%
Refused	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(2000)	(637)	(1322)	(40)	(1107)	(781)	(112)

	Total	Major					Sexual Orientation		Political Leaning		
		Arts Humanities	Interdisciplinary	Sciences	Social Sciences	Other	LGBTQIA	Straight	Democrat	Independent	Republican
Yes, I do this regularly	12%	15%	20%	11%	11%	7%	17%	10%	16%	11%	6%
Yes, I've done this before	44%	45%	46%	41%	47%	45%	48%	42%	52%	37%	38%
No, I've never done this	31%	27%	12%	35%	28%	34%	20%	34%	18%	38%	44%
I don't know / can't recall	14%	14%	22%	14%	13%	14%	15%	14%	14%	15%	12%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(2000)	(288)	(151)	(997)	(828)	(132)	(508)	(1487)	(702)	(894)	(245)

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	Race							
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
Yes, I do this regularly	12%	11%	10%	10%	16%	17%	11%	16%
Yes, I've done this before	44%	46%	42%	39%	41%	58%	43%	26%
No, I've never done this	31%	30%	35%	33%	30%	25%	28%	28%
I don't know / can't recall	14%	13%	13%	17%	13%	0%	18%	30%
Refused	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(2000)	(1176)	(322)	(121)	(184)	(11)	(147)	(37)

	Year				
	Total	2020	2021	2022	2023
Yes, I do this regularly	12%	13%	13%	11%	11%
Yes, I've done this before	44%	39%	44%	45%	43%
No, I've never done this	31%	33%	27%	32%	32%
I don't know / can't recall	14%	15%	16%	12%	14%
Refused	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%
(Unweighted N)	(2000)	(270)	(595)	(575)	(560)

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Q7. Have you ever stopped purchasing from a brand because you disagreed with a position they took on a certain issue?

	Total	Financial Aid			Gender		
		No	Yes	Other	Female	Male	Non Binary
Yes, I do this regularly	18%	18%	19%	11%	21%	13%	41%
Yes, I've done this before	50%	47%	50%	43%	56%	43%	43%
No, I've never done this	22%	27%	21%	24%	13%	33%	12%
I don't know / can't recall	10%	8%	10%	21%	9%	12%	4%
Refused	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(2000)	(637)	(1322)	(40)	(1107)	(781)	(112)

	Total	Major					Sexual Orientation		Political Leaning		
		Arts Humanities	Interdisciplinary	Sciences	Social Sciences	Other	LGBTQIA	Straight	Democrat	Independent	Republican
Yes, I do this regularly	18%	24%	28%	17%	18%	13%	34%	13%	25%	15%	11%
Yes, I've done this before	50%	50%	42%	50%	52%	52%	50%	50%	57%	45%	47%
No, I've never done this	22%	18%	14%	24%	19%	23%	11%	25%	11%	28%	31%
I don't know / can't recall	10%	9%	16%	9%	11%	11%	5%	12%	8%	12%	12%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(2000)	(288)	(151)	(997)	(828)	(132)	(508)	(1487)	(702)	(894)	(245)

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	Race							
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
Yes, I do this regularly	18%	18%	14%	18%	23%	7%	19%	22%
Yes, I've done this before	50%	50%	46%	57%	44%	70%	45%	38%
No, I've never done this	22%	23%	27%	17%	20%	5%	24%	34%
I don't know / can't recall	10%	9%	13%	8%	14%	19%	12%	6%
Refused	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(2000)	(1176)	(322)	(121)	(184)	(11)	(147)	(37)

	Year				
	Total	2020	2021	2022	2023
Yes, I do this regularly	18%	23%	20%	20%	14%
Yes, I've done this before	50%	49%	46%	49%	57%
No, I've never done this	22%	22%	21%	23%	20%
I don't know / can't recall	10%	7%	13%	8%	10%
Refused	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%
(Unweighted N)	(2000)	(270)	(595)	(575)	(560)

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Q8. Should companies make statements on supporting Black Lives Matter?

	Financial Aid			Gender			
	Total	No	Yes	Other	Female	Male	Non Binary
Yes	58%	52%	59%	32%	68%	44%	67%
No	19%	21%	19%	23%	12%	28%	19%
Not sure	23%	27%	22%	45%	20%	28%	14%
Refused	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(2000)	(637)	(1322)	(40)	(1107)	(781)	(112)

	Major					Sexual Orientation		Political Leaning			
	Total	Arts Humanities	Interdisciplinary	Sciences	Social Sciences	Other	LGBTQIA	Straight	Democrat	Independent	Republican
Yes	58%	66%	71%	54%	59%	55%	73%	53%	80%	51%	18%
No	19%	12%	14%	22%	18%	17%	10%	22%	5%	21%	57%
Not sure	23%	22%	15%	24%	23%	28%	17%	25%	15%	28%	25%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(2000)	(288)	(151)	(997)	(828)	(132)	(508)	(1487)	(702)	(894)	(245)

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	Race							
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
Yes	58%	52%	59%	76%	63%	12%	59%	37%
No	19%	23%	12%	7%	18%	34%	22%	27%
Not sure	23%	25%	29%	17%	19%	54%	19%	35%
Refused	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(2000)	(1176)	(322)	(121)	(184)	(11)	(147)	(37)

	Year				
	Total	2020	2021	2022	2023
Yes	58%	55%	55%	61%	58%
No	19%	20%	20%	17%	19%
Not sure	23%	26%	24%	22%	22%
Refused	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%
(Unweighted N)	(2000)	(270)	(595)	(575)	(560)

Brand Safety poll

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Q9. Should companies make statements on Defunding the police?

	Total	Financial Aid			Gender		
		No	Yes	Other	Female	Male	Non Binary
Yes	33%	25%	34%	24%	38%	23%	61%
No	37%	44%	35%	41%	28%	49%	24%
Not sure	31%	31%	31%	35%	34%	28%	15%
Refused	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1999)	(637)	(1321)	(40)	(1106)	(781)	(112)

	Total	Major					Sexual Orientation		Political Leaning		
		Arts Humanities	Interdisciplinary	Sciences	Social Sciences	Other	LGBTQIA	Straight	Democrat	Independent	Republican
Yes	33%	39%	43%	30%	34%	24%	52%	26%	47%	27%	6%
No	37%	30%	28%	39%	35%	36%	21%	42%	18%	41%	81%
Not sure	31%	31%	29%	31%	30%	40%	27%	32%	35%	33%	13%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1999)	(288)	(151)	(997)	(827)	(132)	(508)	(1486)	(702)	(893)	(245)

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	Race							
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
Yes	33%	27%	36%	47%	39%	13%	29%	25%
No	37%	41%	29%	22%	39%	54%	32%	38%
Not sure	31%	32%	35%	31%	22%	33%	38%	37%
Refused	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1999)	(1176)	(322)	(121)	(183)	(11)	(147)	(37)

	Year				
	Total	2020	2021	2022	2023
Yes	33%	32%	31%	35%	32%
No	37%	38%	40%	36%	34%
Not sure	31%	30%	30%	29%	34%
Refused	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%
(Unweighted N)	(1999)	(269)	(595)	(575)	(560)

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Q10. Should companies make statements on encouraging citizens to wear masks to prevent the spread of coronavirus?

	Total	Financial Aid			Gender		
		No	Yes	Other	Female	Male	Non Binary
Yes	85%	82%	86%	82%	91%	78%	85%
No	9%	10%	9%	7%	5%	14%	11%
Not sure	6%	8%	6%	11%	4%	9%	4%
Refused	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1999)	(637)	(1321)	(40)	(1106)	(781)	(112)

	Total	Major					Sexual Orientation		Political Leaning		
		Arts Humanities	Interdisciplinary	Sciences	Social Sciences	Other	LGBTQIA	Straight	Democrat	Independent	Republican
Yes	85%	89%	85%	84%	85%	85%	93%	83%	96%	84%	56%
No	9%	6%	7%	10%	8%	8%	4%	11%	1%	9%	30%
Not sure	6%	5%	7%	6%	7%	7%	4%	7%	2%	7%	13%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1999)	(288)	(151)	(997)	(827)	(132)	(508)	(1486)	(702)	(893)	(245)

Brand Safety poll

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	Race							
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
Yes	85%	81%	92%	94%	93%	48%	84%	76%
No	9%	12%	5%	3%	3%	24%	10%	14%
Not sure	6%	7%	3%	3%	4%	29%	6%	10%
Refused	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1999)	(1176)	(322)	(121)	(183)	(11)	(147)	(37)

	Year				
	Total	2020	2021	2022	2023
Yes	85%	83%	84%	85%	87%
No	9%	11%	9%	9%	7%
Not sure	6%	6%	7%	6%	6%
Refused	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%
(Unweighted N)	(1999)	(269)	(595)	(575)	(560)

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Q11. Should companies make statements on promoting free speech?

	Total	Financial Aid			Gender		
		No	Yes	Other	Female	Male	Non Binary
Yes	63%	57%	65%	42%	65%	61%	61%
No	14%	15%	13%	24%	11%	18%	12%
Not sure	23%	28%	22%	34%	24%	21%	27%
Refused	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(2000)	(637)	(1322)	(40)	(1107)	(781)	(112)

	Total	Major					Sexual Orientation		Political Leaning		
		Arts Humanities	Interdisciplinary	Sciences	Social Sciences	Other	LGBTQIA	Straight	Democrat	Independent	Republican
Yes	63%	65%	71%	62%	65%	61%	66%	62%	69%	62%	49%
No	14%	11%	7%	14%	14%	13%	10%	15%	9%	15%	29%
Not sure	23%	24%	21%	24%	21%	26%	24%	22%	22%	24%	22%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(2000)	(288)	(151)	(997)	(828)	(132)	(508)	(1487)	(702)	(894)	(245)

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	Race							
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
Yes	63%	61%	59%	69%	70%	58%	58%	55%
No	14%	14%	12%	11%	14%	32%	21%	20%
Not sure	23%	25%	30%	20%	16%	10%	21%	25%
Refused	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(2000)	(1176)	(322)	(121)	(184)	(11)	(147)	(37)

	Year				
	Total	2020	2021	2022	2023
Yes	63%	58%	63%	63%	66%
No	14%	14%	16%	13%	13%
Not sure	23%	28%	21%	24%	22%
Refused	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%
(Unweighted N)	(2000)	(270)	(595)	(575)	(560)

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Q12. Should companies make statements on human activity's role in climate change?

	Total	Financial Aid			Gender		
		No	Yes	Other	Female	Male	Non Binary
Yes	73%	70%	74%	58%	79%	64%	73%
No	12%	14%	12%	24%	8%	18%	18%
Not sure	15%	16%	15%	18%	13%	17%	9%
Refused	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(2000)	(637)	(1322)	(40)	(1107)	(781)	(112)

	Total	Major					Sexual Orientation		Political Leaning		
		Arts Humanities	Interdisciplinary	Sciences	Social Sciences	Other	LGBTQIA	Straight	Democrat	Independent	Republican
Yes	73%	76%	78%	71%	75%	70%	84%	69%	89%	70%	33%
No	12%	9%	10%	13%	13%	12%	7%	14%	3%	13%	39%
Not sure	15%	15%	13%	16%	13%	18%	9%	17%	8%	17%	27%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(2000)	(288)	(151)	(997)	(828)	(132)	(508)	(1487)	(702)	(894)	(245)

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	Race							
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
Yes	73%	69%	79%	80%	80%	58%	73%	52%
No	12%	16%	7%	6%	8%	11%	15%	19%
Not sure	15%	15%	15%	15%	12%	31%	12%	29%
Refused	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(2000)	(1176)	(322)	(121)	(184)	(11)	(147)	(37)

	Year				
	Total	2020	2021	2022	2023
Yes	73%	73%	71%	73%	74%
No	12%	13%	13%	13%	10%
Not sure	15%	14%	16%	14%	16%
Refused	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%
(Unweighted N)	(2000)	(270)	(595)	(575)	(560)

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Q13. Since the onset of COVID-19 in the United States, has your spending on discretionary items (not rent, healthcare, or transportation)

	Total	Financial Aid			Gender		
		No	Yes	Other	Female	Male	Non Binary
Increased	20%	20%	21%	16%	23%	17%	29%
Decreased	45%	46%	45%	52%	46%	44%	41%
Stayed the same	35%	35%	35%	32%	31%	39%	31%
Refused	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1999)	(637)	(1321)	(40)	(1106)	(781)	(112)

	Total	Major					Sexual Orientation		Political Leaning		
		Arts Humanities	Interdisciplinary	Sciences	Social Sciences	Other	LGBTQIA	Straight	Democrat	Independent	Republican
Increased	20%	18%	20%	22%	21%	15%	22%	20%	21%	21%	17%
Decreased	45%	47%	49%	44%	44%	42%	46%	45%	51%	42%	34%
Stayed the same	35%	35%	31%	34%	35%	44%	32%	35%	28%	37%	49%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1999)	(288)	(151)	(997)	(827)	(132)	(508)	(1486)	(702)	(893)	(245)

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	Race							
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
Increased	20%	18%	20%	26%	23%	21%	20%	7%
Decreased	45%	46%	50%	35%	48%	35%	46%	51%
Stayed the same	35%	35%	30%	38%	29%	44%	34%	41%
Refused	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1999)	(1176)	(322)	(121)	(183)	(11)	(147)	(37)

	Year				
	Total	2020	2021	2022	2023
Increased	20%	17%	18%	23%	22%
Decreased	45%	51%	48%	44%	41%
Stayed the same	35%	32%	34%	34%	37%
Refused	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%
(Unweighted N)	(1999)	(269)	(595)	(575)	(560)

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Survey Methodology

This survey was designed and conducted by College Pulse. Interviews were conducted in English among a sample of 2000 undergraduate students who are currently enrolled in the U.S.

The initial sample was drawn from College Pulse's Undergraduate Student Panel that includes over 400,000 verified students representing more than 1,000 different colleges and universities in all 50 states. Panel members are recruited by a number of methods to help ensure diversity in the panel population, including web advertising, permission-based email campaigns, and partnerships with university organizations.

To reduce the effects of any non-response bias, a post-stratification adjustment was applied based on demographic distributions from the 2017 Current Population Survey (CPS). The post-stratification weight rebalanced the sample based on the following benchmarks: age, race and ethnicity, and gender. The sample weighting was accomplished using an iterative proportional fitting (IFP) process that simultaneously balances the distributions of all variables. Weights were trimmed to prevent individual interviews from having too much influence on the final results.

The margin of error for this survey is $\pm 2.5\%$. Margins of error are typically calculated on probability-based samples and are not technically correct for non-probability online samples. We supply them here to provide a general assessment of error ranges that may be associated with the data.

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About College Pulse

College Pulse is an online survey and analytics company dedicated to understanding the attitudes, preferences, and behaviors of today's college students. College Pulse offers custom data-driven marketing and research solutions, utilizing its unique Undergraduate Student Panel that includes 400,000 undergraduate college student respondents from more than 1,000 four-year colleges and universities in all 50 states.

For more information, visit <https://collegepulse.com>