

Harris Poll QuickQuery® Questions:

BASE: SMARTPHONE/TABLET OWNERS (Q2115/1,3)

Qx05 How familiar, if at all, are you with the following offerings from wireless providers?

Qx06 [DISPLAY HORIZONTALLY]

- |   |                           |
|---|---------------------------|
| 1 | Never heard of            |
| 2 | Heard of but not familiar |
| 3 | Somewhat familiar         |
| 4 | Very familiar             |
| 5 | Extremely familiar        |

[RANDOMIZE]

- |   |                  |
|---|------------------|
| 1 | "Free data"      |
| 2 | "Binge on"       |
| 3 | "FreeBee"        |
| 4 | "Zero rating"    |
| 5 | "Sponsored data" |

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Qx10 Some wireless providers offer "free data" where consumers can enjoy video, audio, websites, and apps free from data charges or allowances. Numerous online streaming services (like Netflix or Spotify), participate in these "free data" offerings where instead of the consumer paying for the data incurred from using these online services, companies or carriers cover those data costs to introduce new offerings, attract subscribers, and meet users' demands for online content.

Knowing this, how likely would you be to try a new online service (for example, watching a new company's videos, listening to a new music service, accessing other content) if it was part of a free data offering?

- |   |                   |
|---|-------------------|
| 1 | Not at all likely |
| 2 | Somewhat likely   |
| 3 | Likely            |
| 4 | Very likely       |
| 5 | Extremely likely  |

BASE: SMARTPHONE/TABLET OWNERS (Q2115/1,3)

Qx15 How likely would you be to use more data on your smartphone or tablet if a free data offering made some of that traffic not count against your data allowance?

- |   |                   |
|---|-------------------|
| 1 | Not at all likely |
| 2 | Somewhat likely   |
| 3 | Likely            |

- 4 Very likely
- 5 Extremely likely

BASE: SMARTPHONE/TABLET OWNERS (Q2115/1,3)

Qx20 How likely would you be to do each of the following if a wireless provider offered free data services?

Qx21 [DISPLAY HORIZONTALLY]

- 1 Not at all likely
- 2 Somewhat likely
- 3 Likely
- 4 Very likely
- 5 Extremely likely

- 1 Sign up with a new wireless provider
- 2 Stay with your current wireless provider