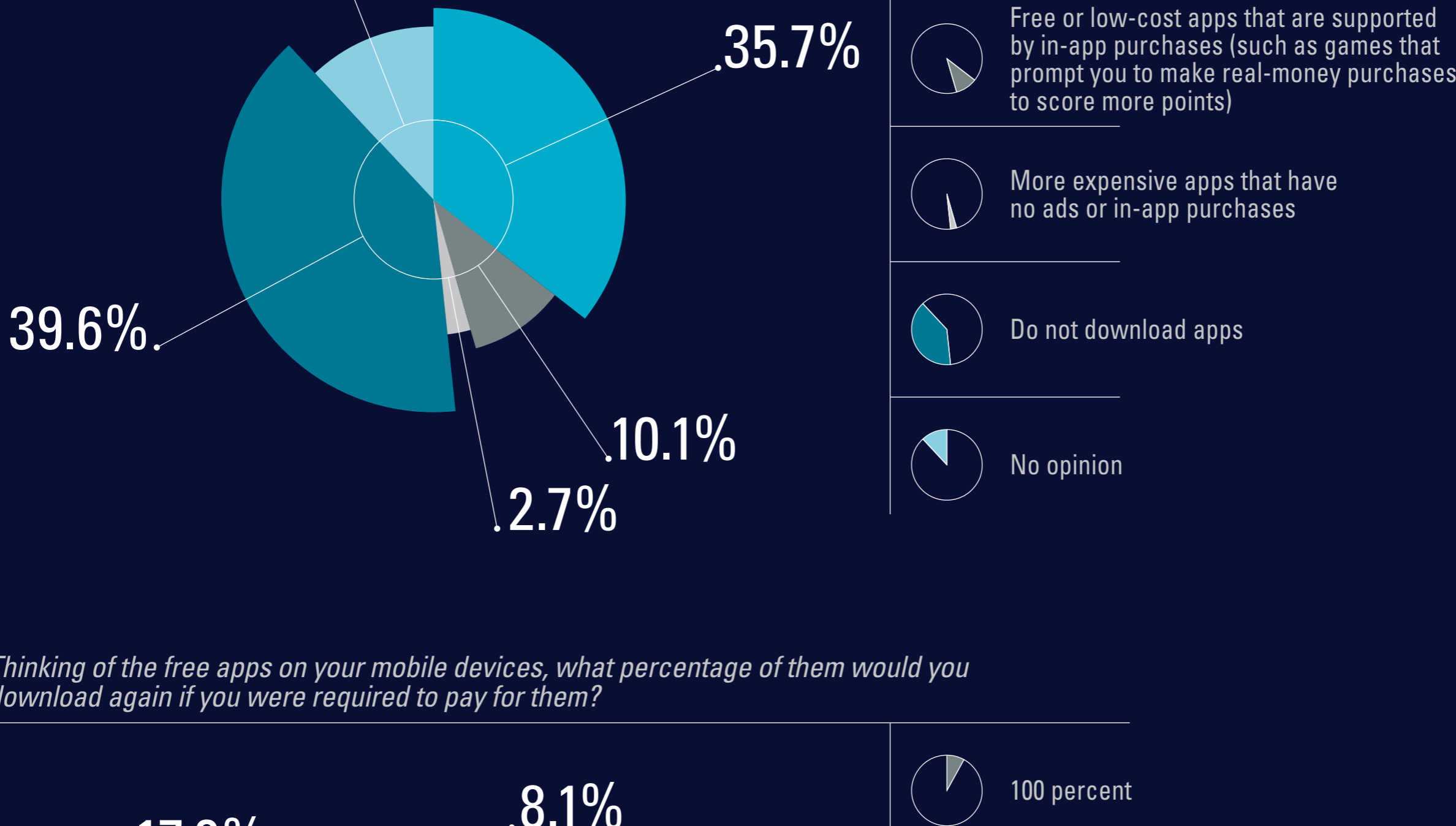


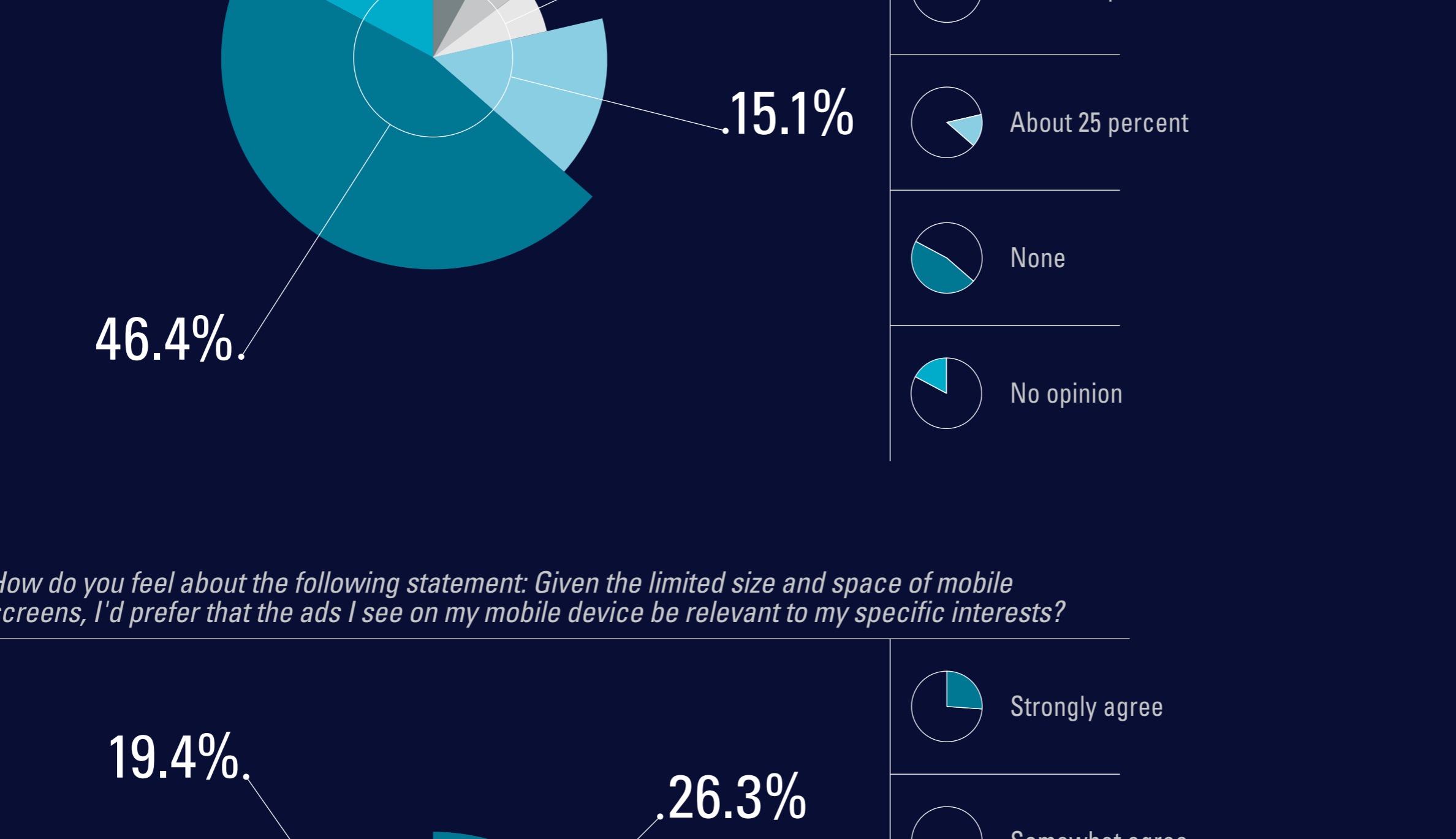
PUBLIC OPINION POLL

OCTOBER 2014

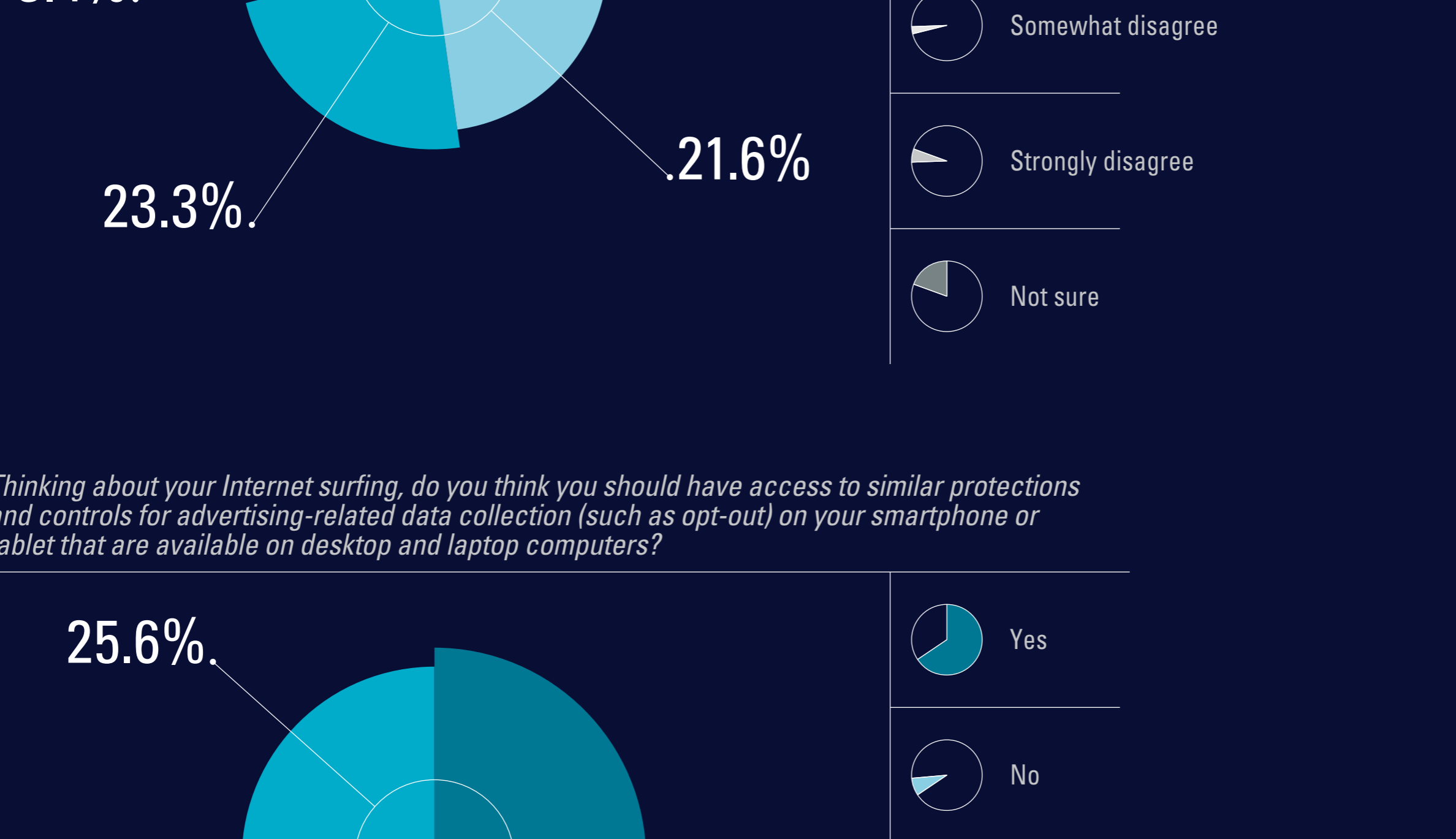
If you download mobile apps for your mobile phone or tablet, which of the following apps do you find most appealing?



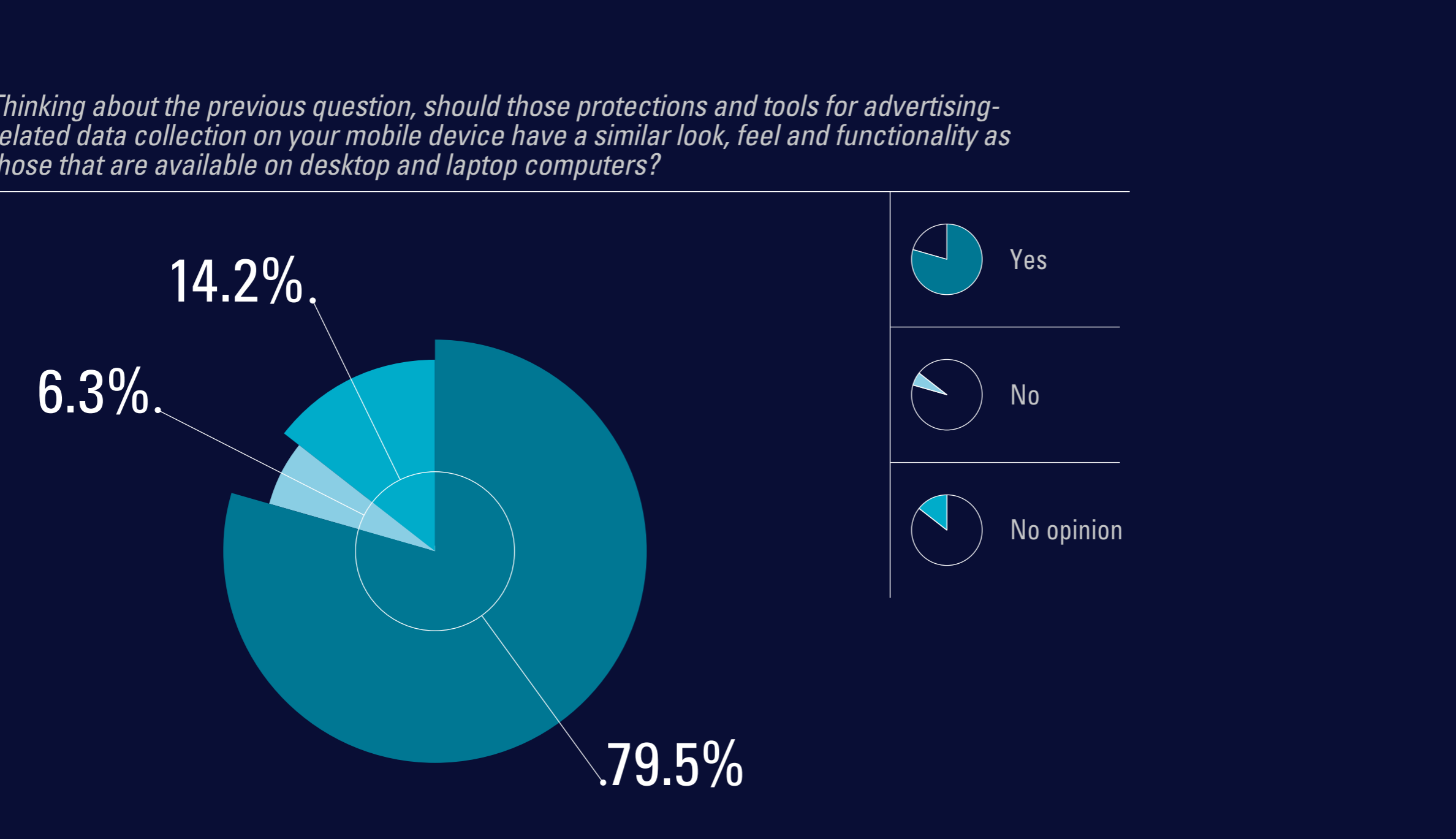
Thinking of the free apps on your mobile devices, what percentage of them would you download again if you were required to pay for them?



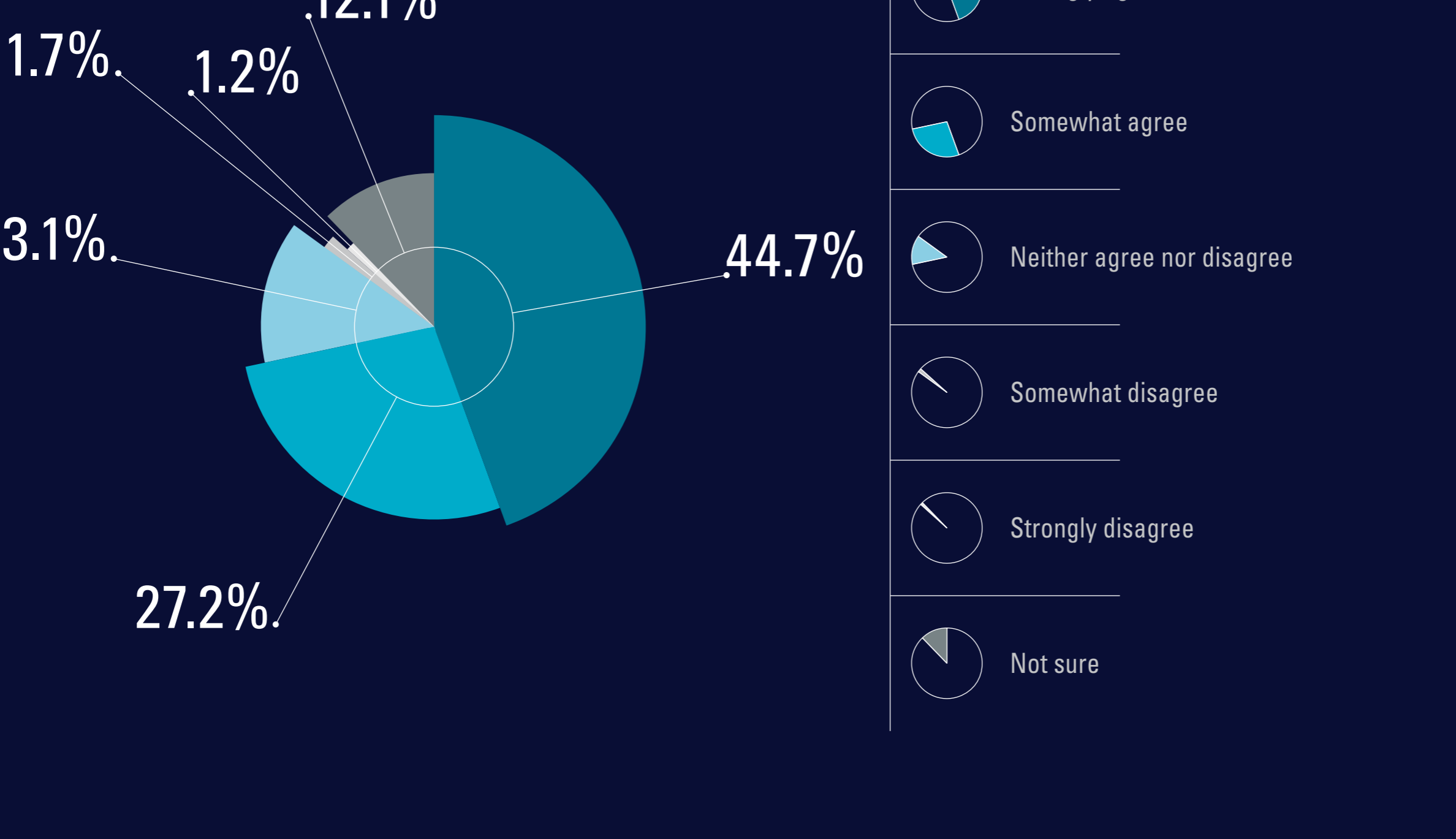
How do you feel about the following statement: Given the limited size and space of mobile screens, I'd prefer that the ads I see on my mobile device be relevant to my specific interests?



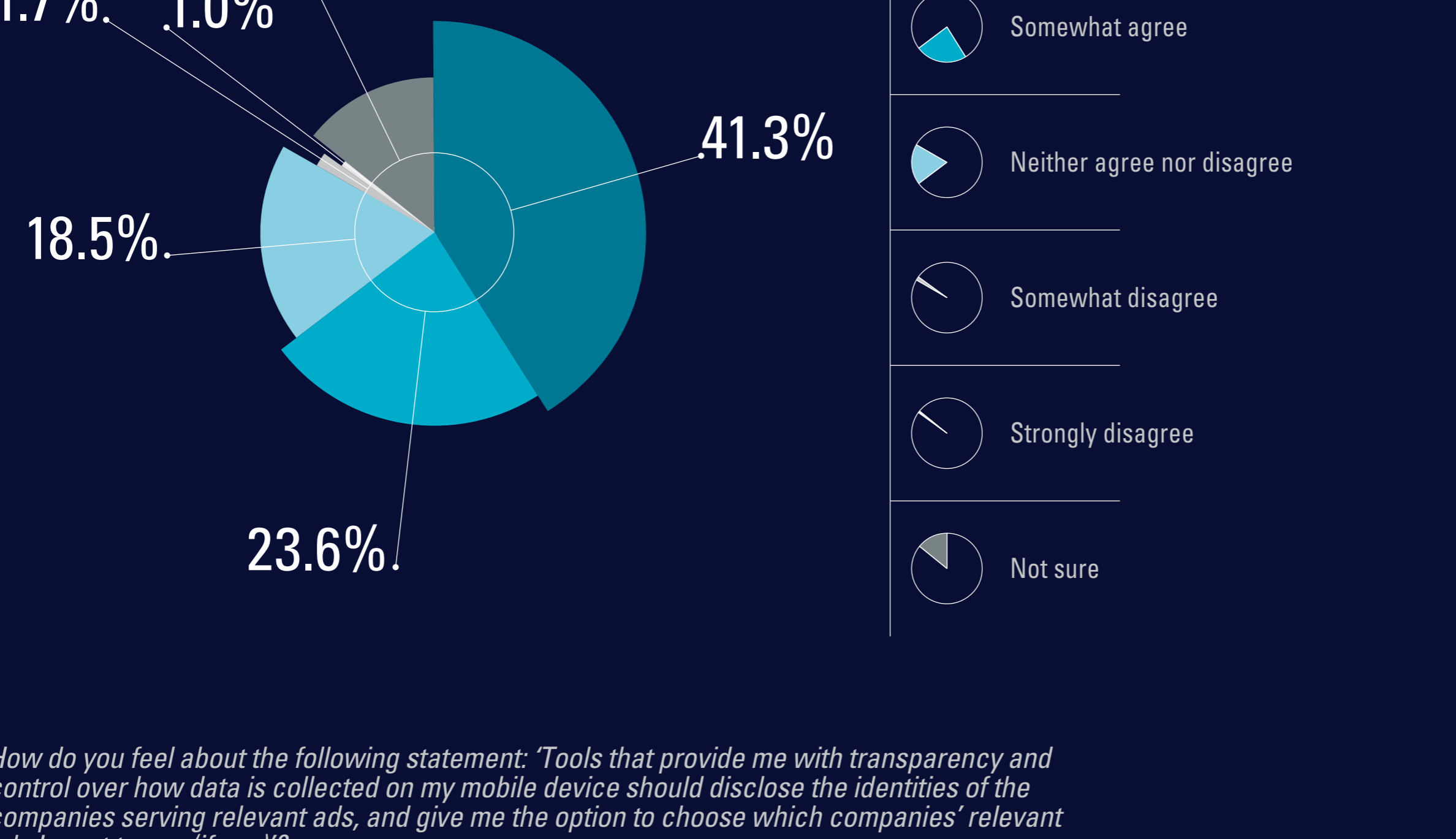
Thinking about your Internet surfing, do you think you should have access to similar protections and controls for advertising-related data collection (such as opt-out) on your smartphone or tablet that are available on desktop and laptop computers?



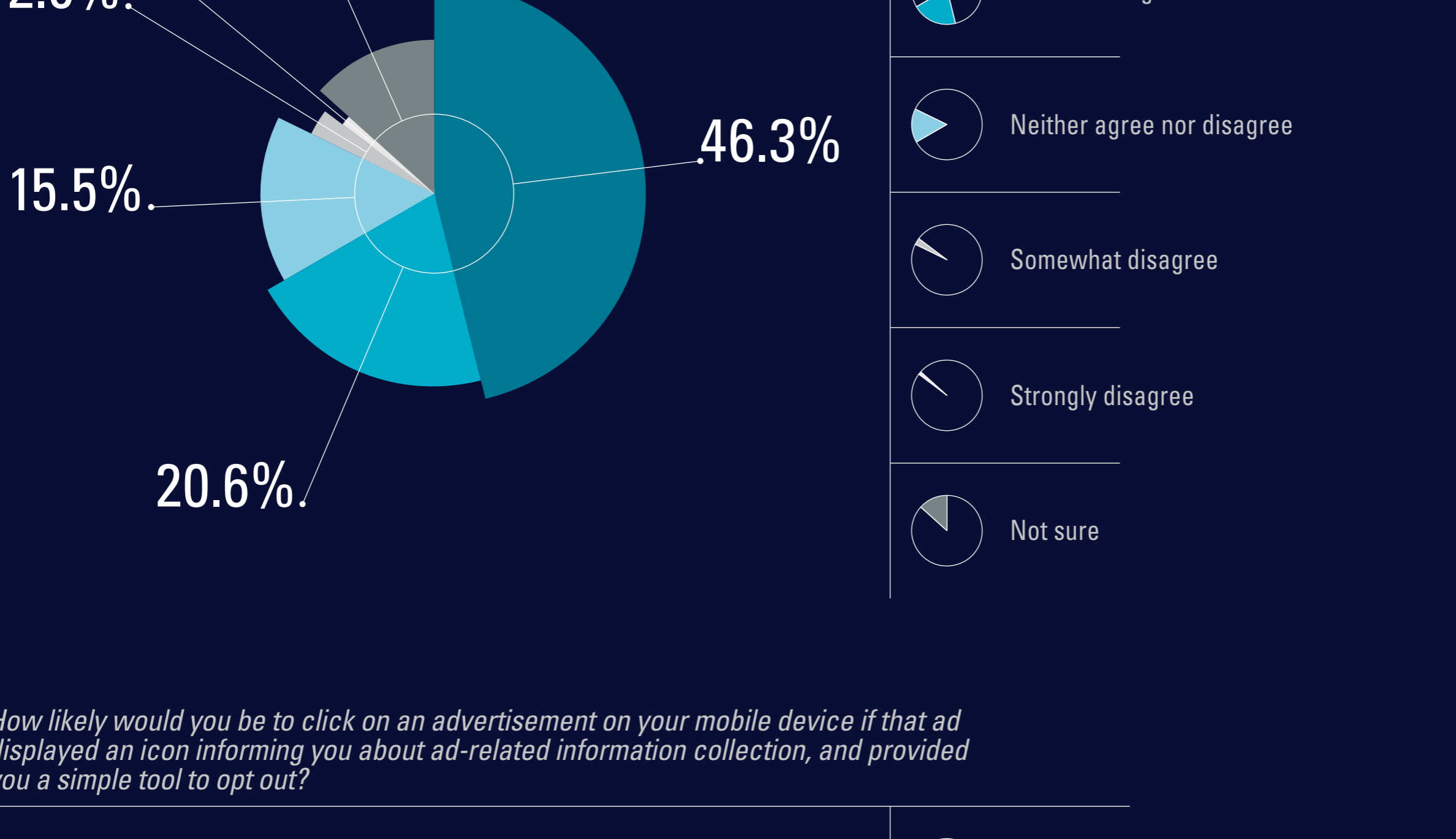
Thinking about the previous question, should those protections and tools for advertising-related data collection on your mobile device have a similar look, feel and functionality as those that are available on desktop and laptop computers?



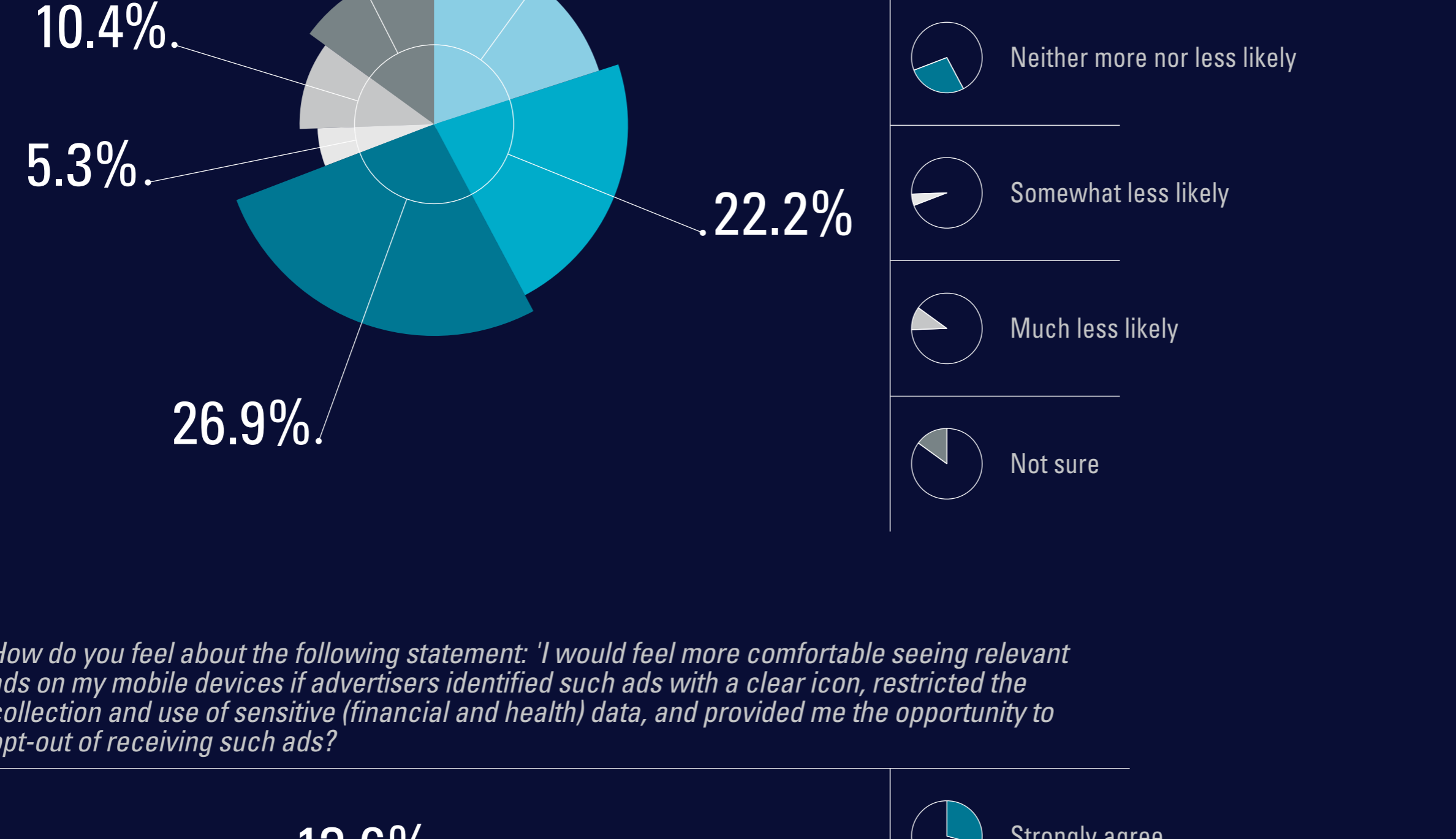
How do you feel about the following statement: Tools and programs that provide me transparency and choice online should be available wherever and however I access the Internet (desktop, laptop, tablet, phone, etc.)?



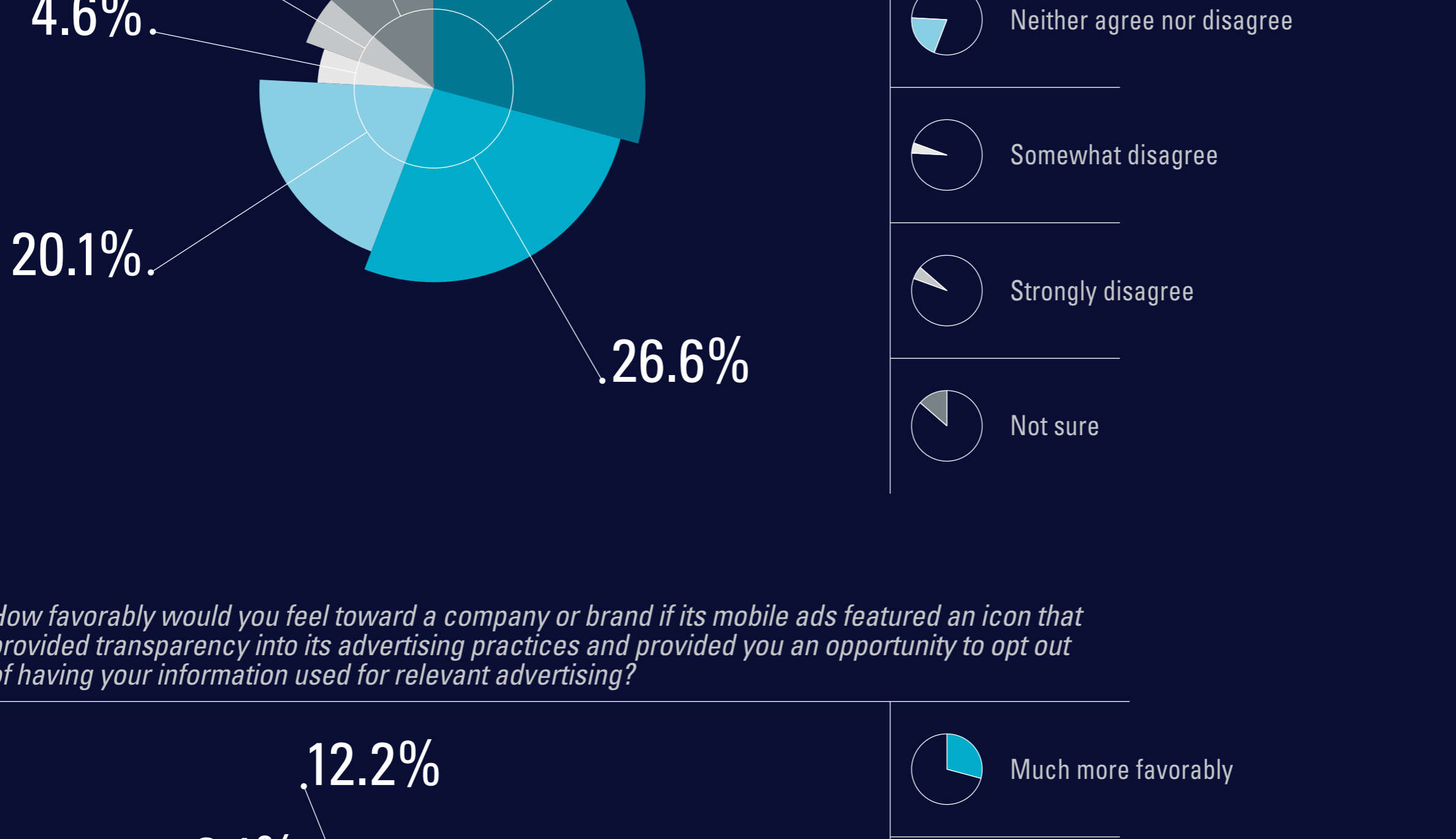
How do you feel about the following statement: It is important to me that tools for transparency and control provide me with a variety of ways to exercise choice on my mobile device?



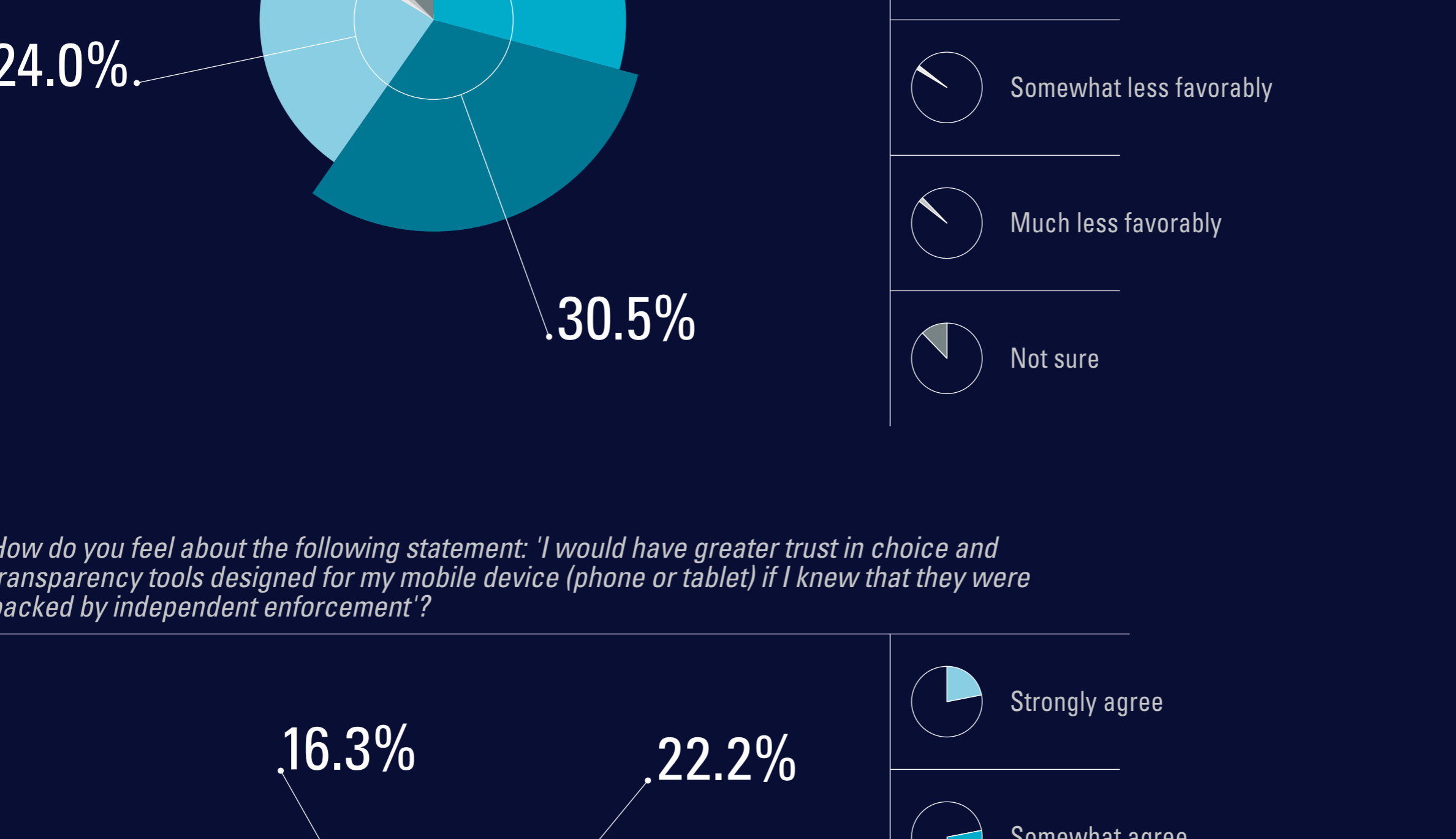
How do you feel about the following statement: Tools that provide me with transparency and control over how data is collected on my mobile device should disclose the identities of the companies serving relevant ads, and give me the option to choose which companies' relevant ads I want to see (if any)?



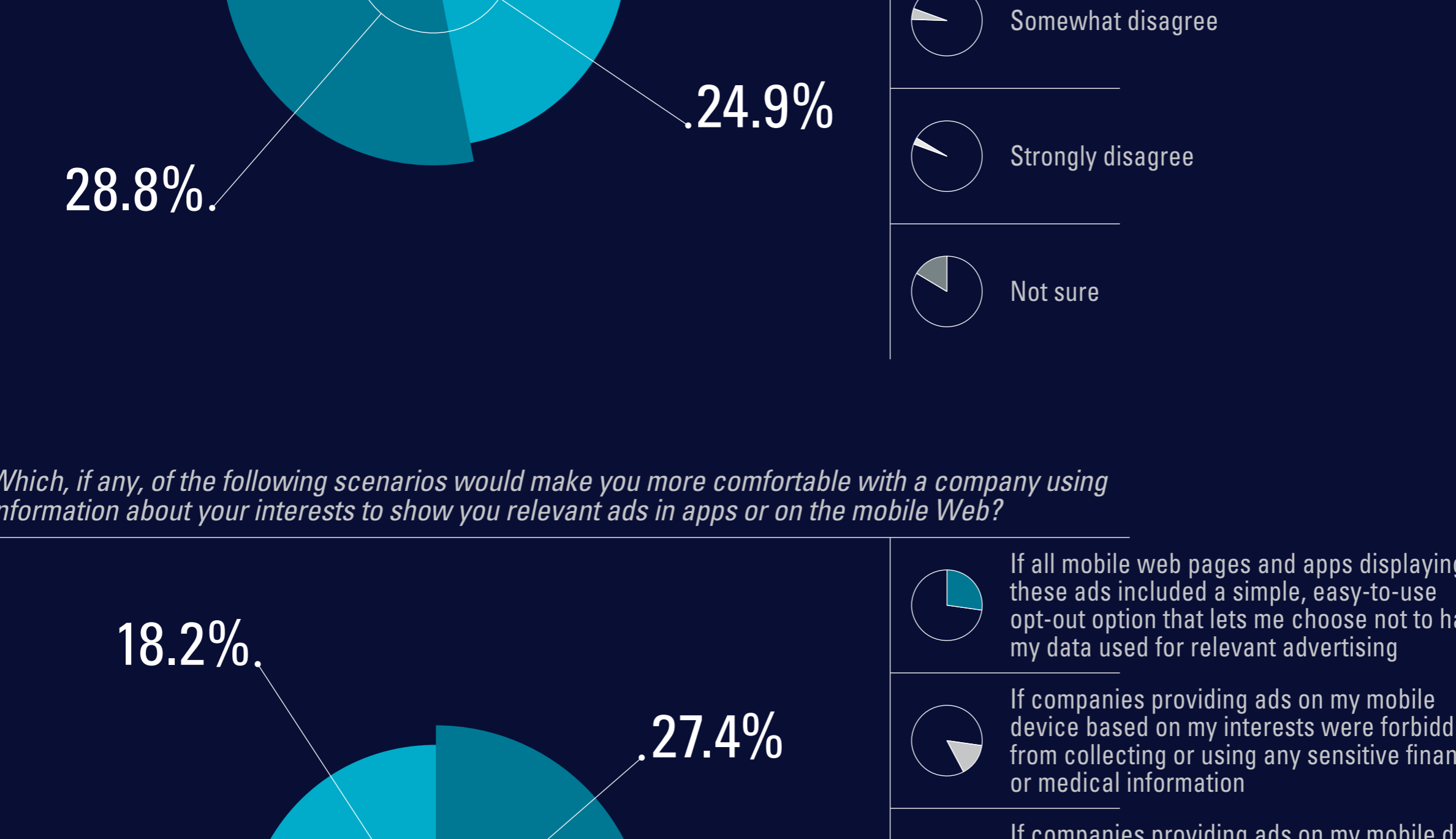
How likely would you be to click on an advertisement on your mobile device if that ad displayed an icon informing you about ad-related information collection, and provided you a simple tool to opt out?



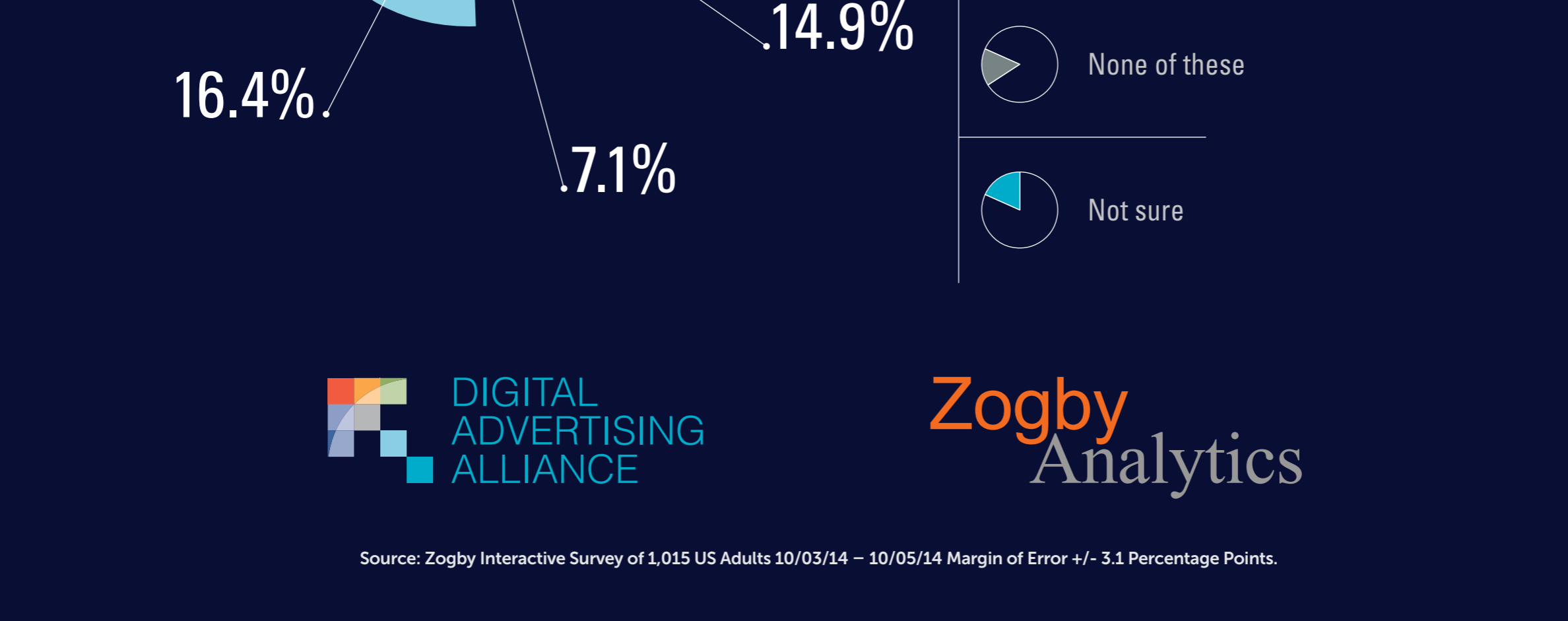
How do you feel about the following statement: I would feel more comfortable seeing relevant ads on my mobile devices if advertisers identified such ads with a clear icon, restricted the collection and use of sensitive (financial and health) data, and provided me the opportunity to opt-out of receiving such ads?



How favorably would you feel toward a company or brand if its mobile ads featured an icon that provided transparency into its advertising practices and provided you an opportunity to opt out of having your information used for relevant advertising?



How do you feel about the following statement: I would have greater trust in choice and transparency tools designed for my mobile device (phone or tablet) if I knew that they were backed by independent enforcement?



Which, if any, of the following scenarios would make you more comfortable with a company using information about your interests to show you relevant ads in apps or on the mobile Web?

