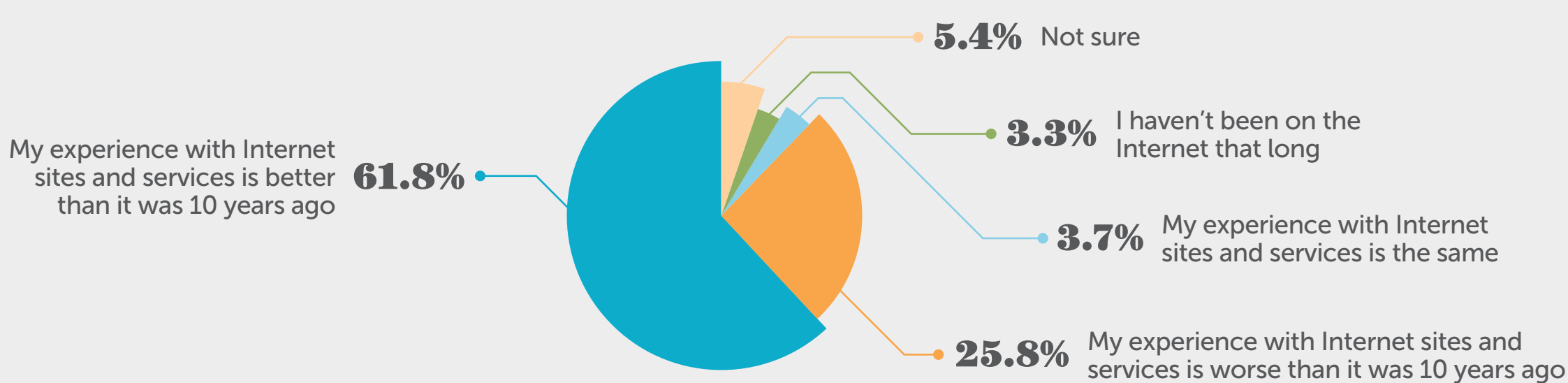


# Public Opinion Poll

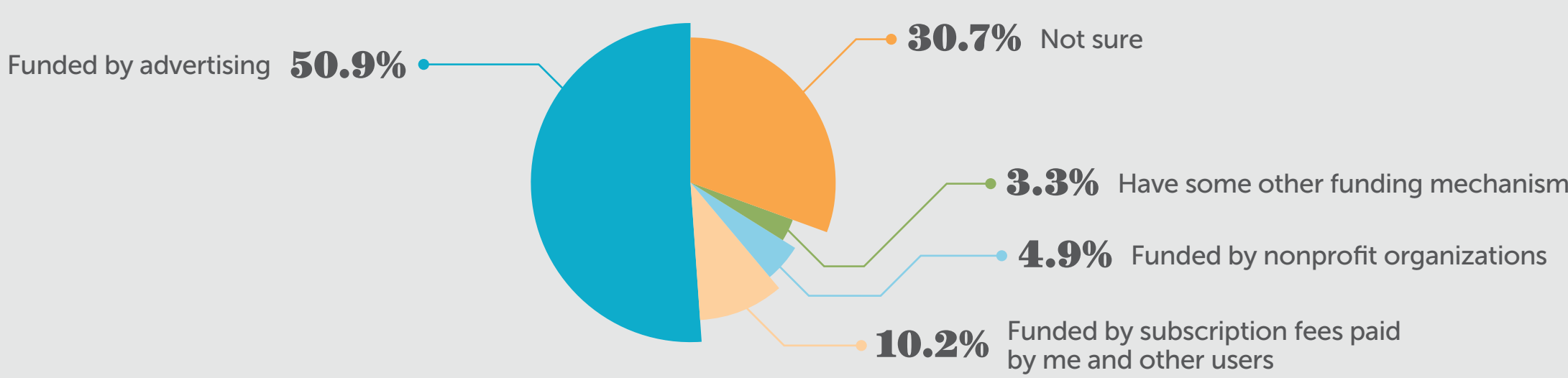
OCTOBER 2013



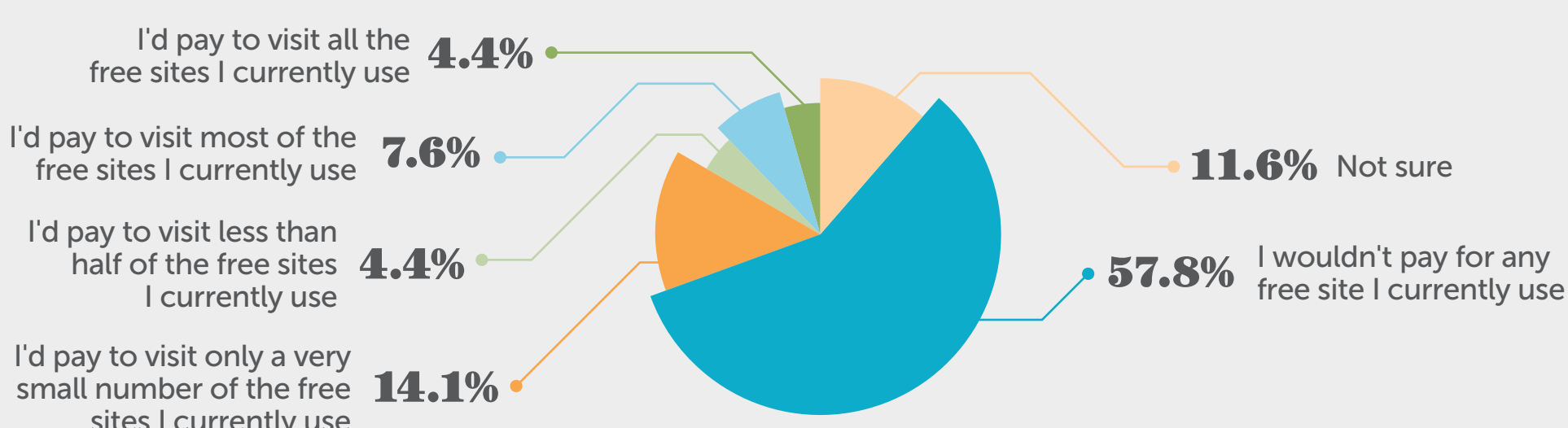
Is your experience with Internet sites and services better or worse than it was 10 years ago?



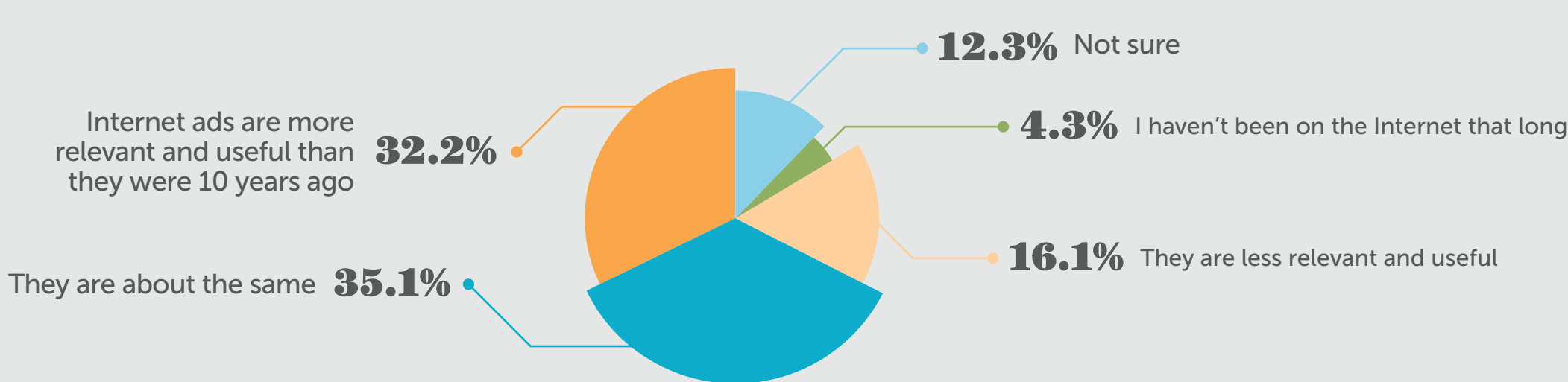
Thinking about the Internet sites and services that you value most (e-mail, social networking, entertainment, etc.), how are most of those sites and services funded?



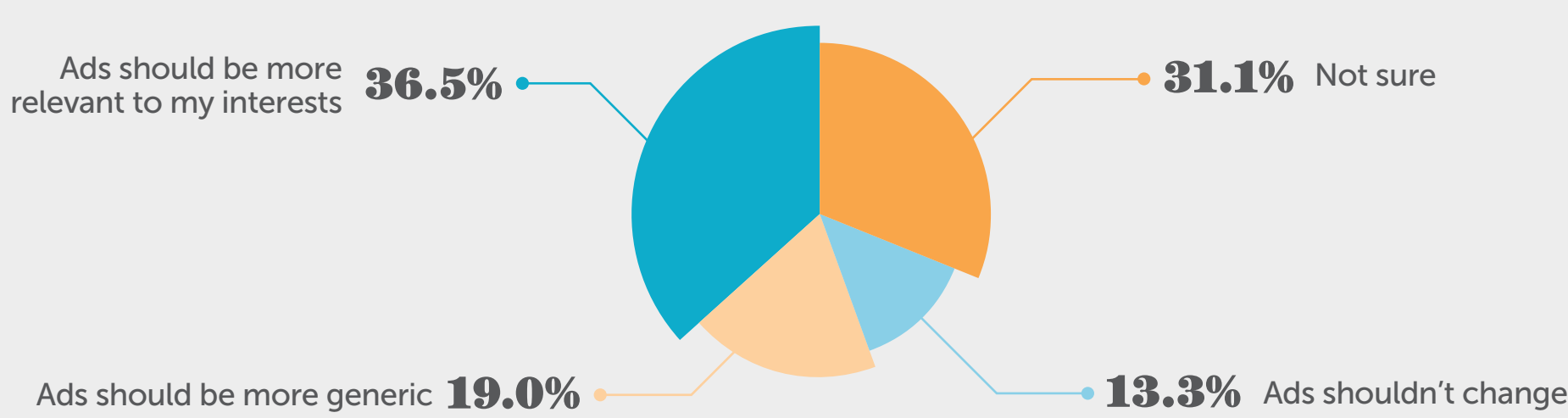
Thinking about the sites and services that you visit that are free to use and funded by advertising, how many of them would you continue to use if they required you to pay a subscription fee?



How has the relevancy and usefulness of Internet ads changed in the past 10 years?



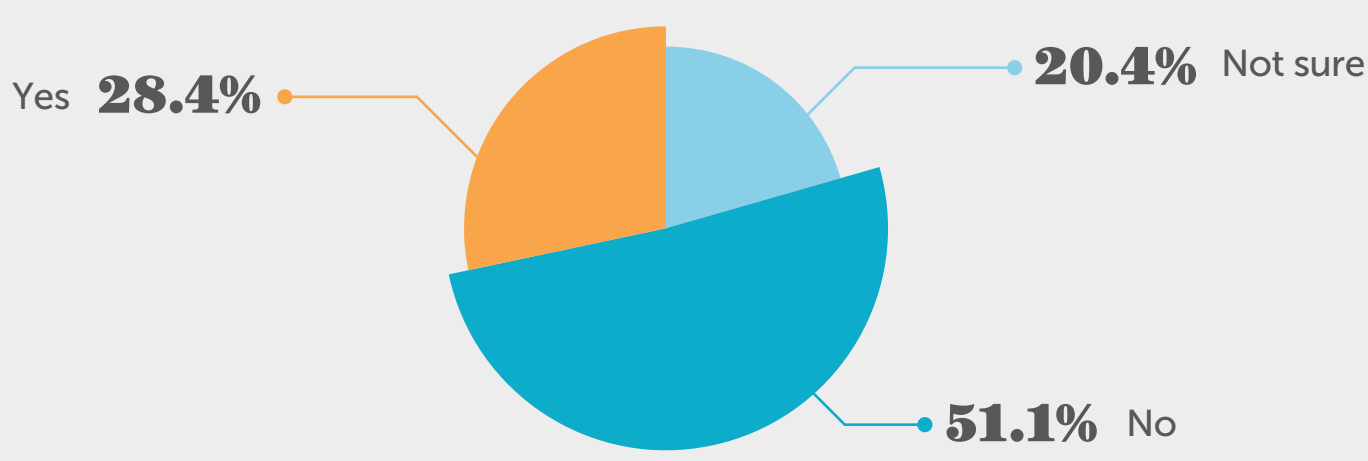
How would you like Internet advertising to evolve in the coming years?



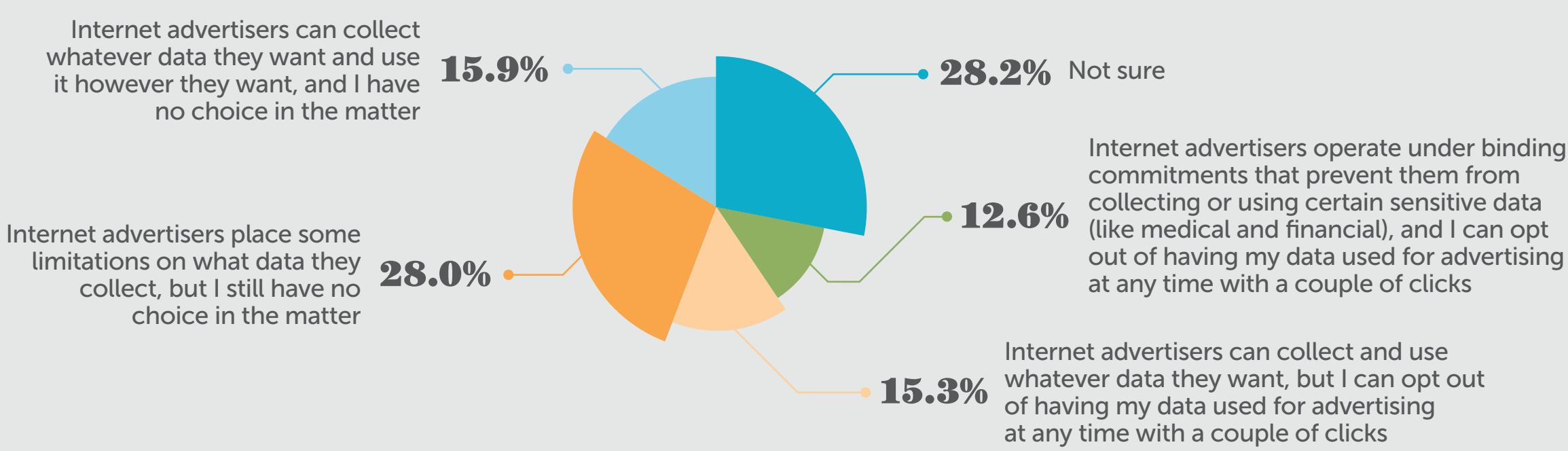
What best describes how you chose your current Internet browser (Chrome, Firefox, Internet Explorer, Safari, etc.)?



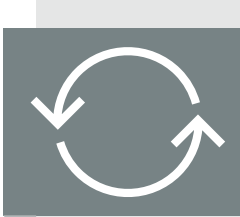
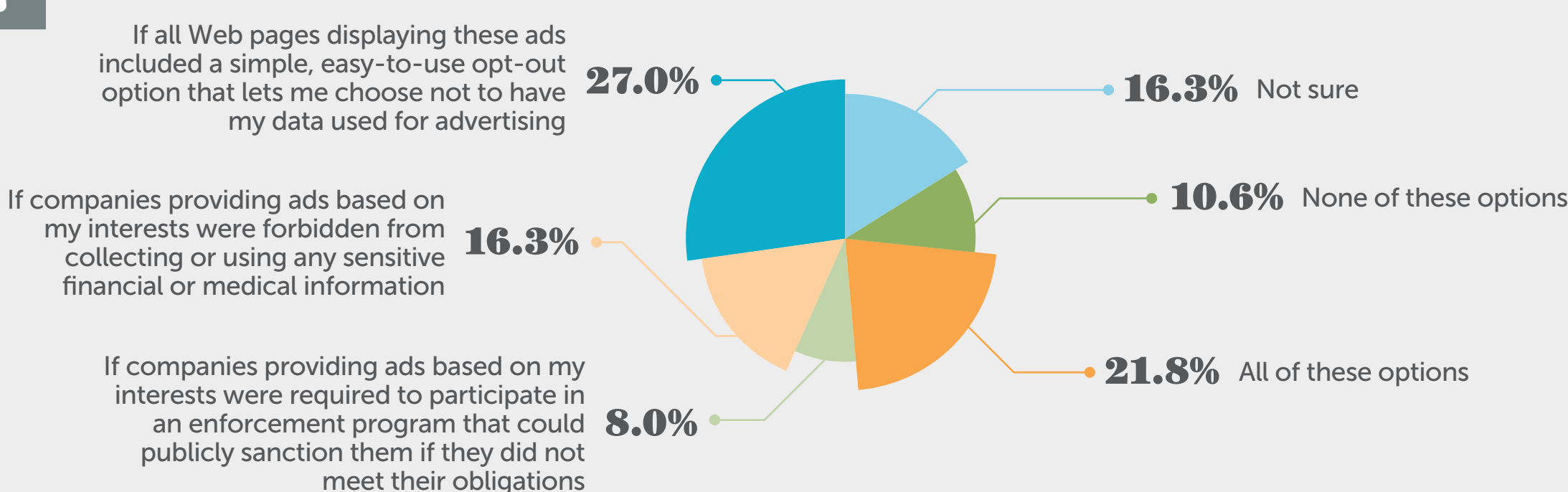
Is it appropriate for an Internet browser to favor its own business interests when it sets default browser settings that determine which companies and Web sites can reach you?



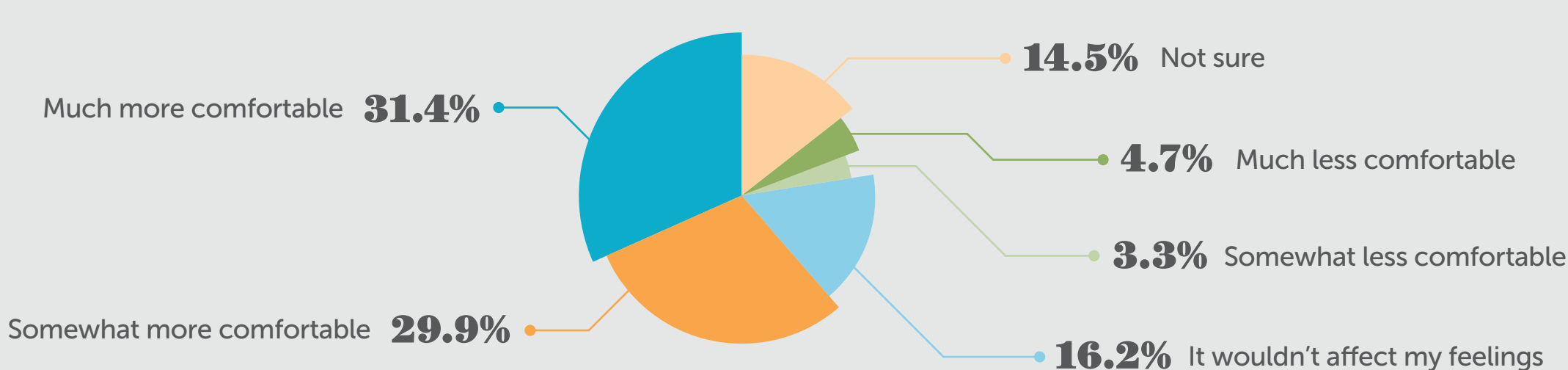
What, if any, guidelines do you believe Internet advertisers currently operate under when they use your Web surfing data to provide you relevant ads?



Which, if any, of the following scenarios would make you more comfortable than you currently are with a company using information about your Web surfing interests to show you relevant ads?



How would it affect your feelings about receiving relevant advertising based on some of your Web surfing activity if the companies providing the ads were required to: (1) Allow you, at any time, to opt out of having your information collected and used to make ads more relevant based on your Web surfing interests; (2) Participate in enforcement programs and submit to public sanctions if they fail to meet their obligations; (3) Ensure that they don't collect or use any of your sensitive financial or medical data?



Would you be more or less likely to click on an online ad that clearly displayed an icon (either on or next to the ad itself) that informed you about ad-related information collection and provided you an opportunity to opt out?

