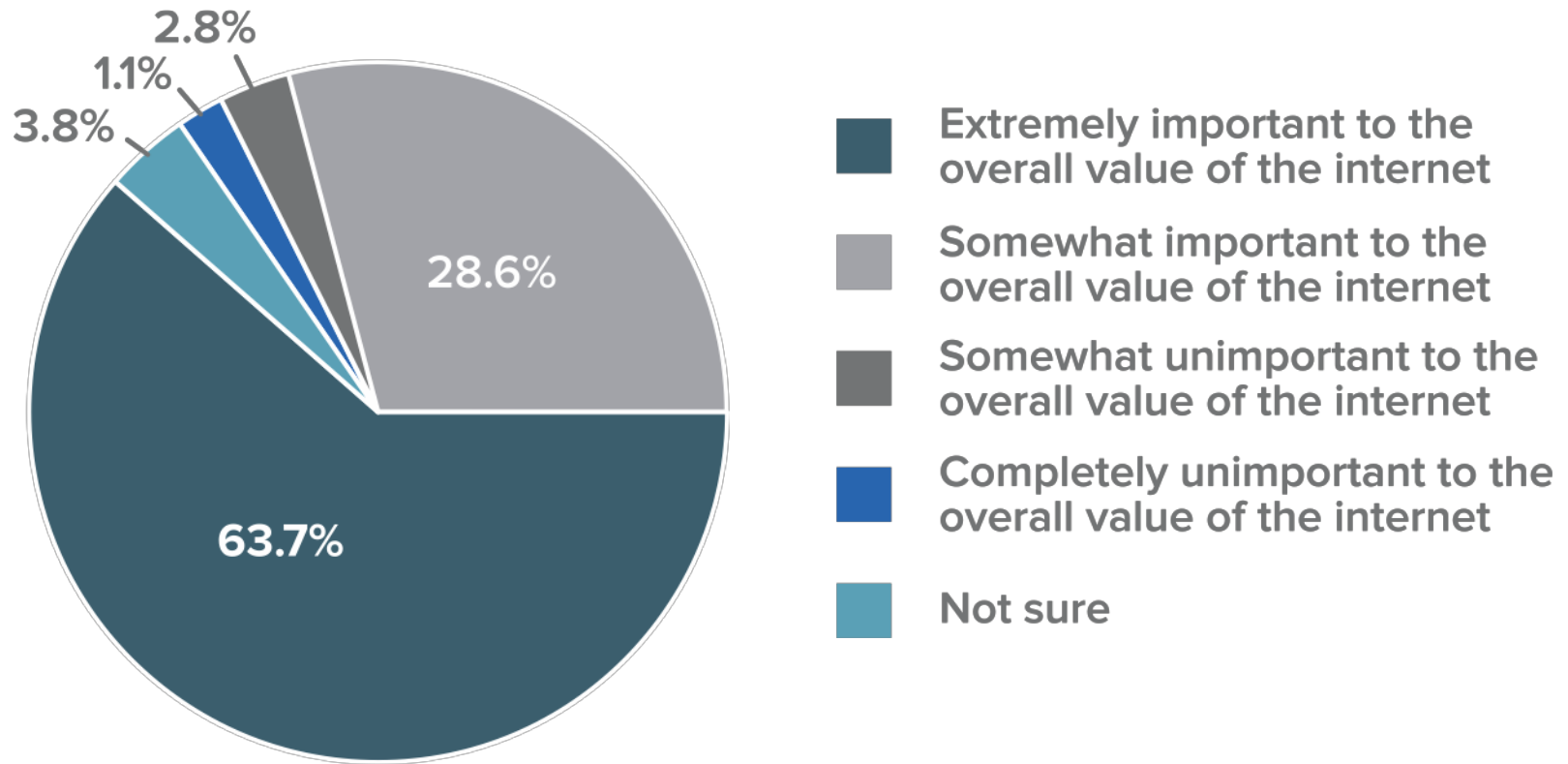


Interactive Survey of US Adults (April 2013)

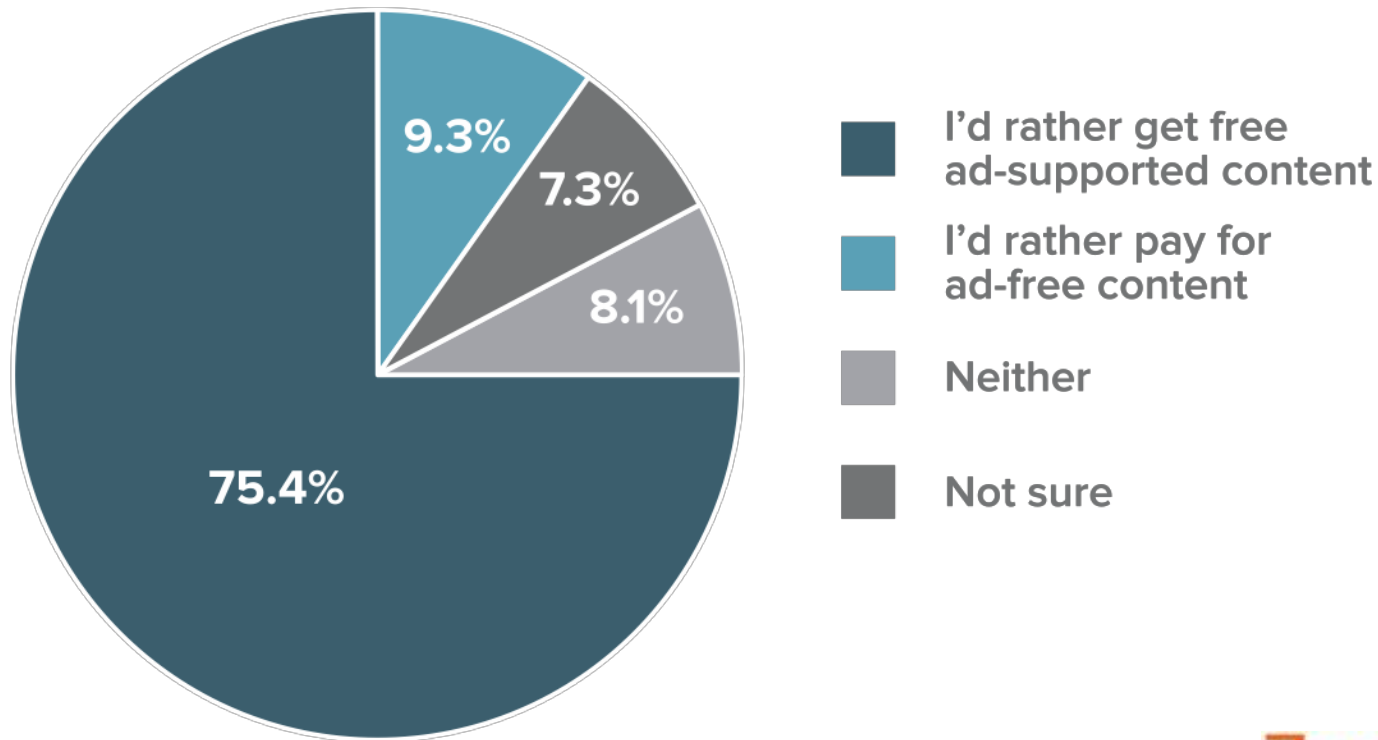
In your opinion, how important is free content like news, weather, email, blogs and videos to the overall value to the Internet?



Margin of Error +/- 3.2 percentage points. Subsets have a larger margin of error than the whole data set. As a rule we do not rely on the validity of very small subsets of the data, especially sets smaller than 50-75 respondents. At that size subset we can make generalizations, but in these cases the data is more qualitative than quantitative

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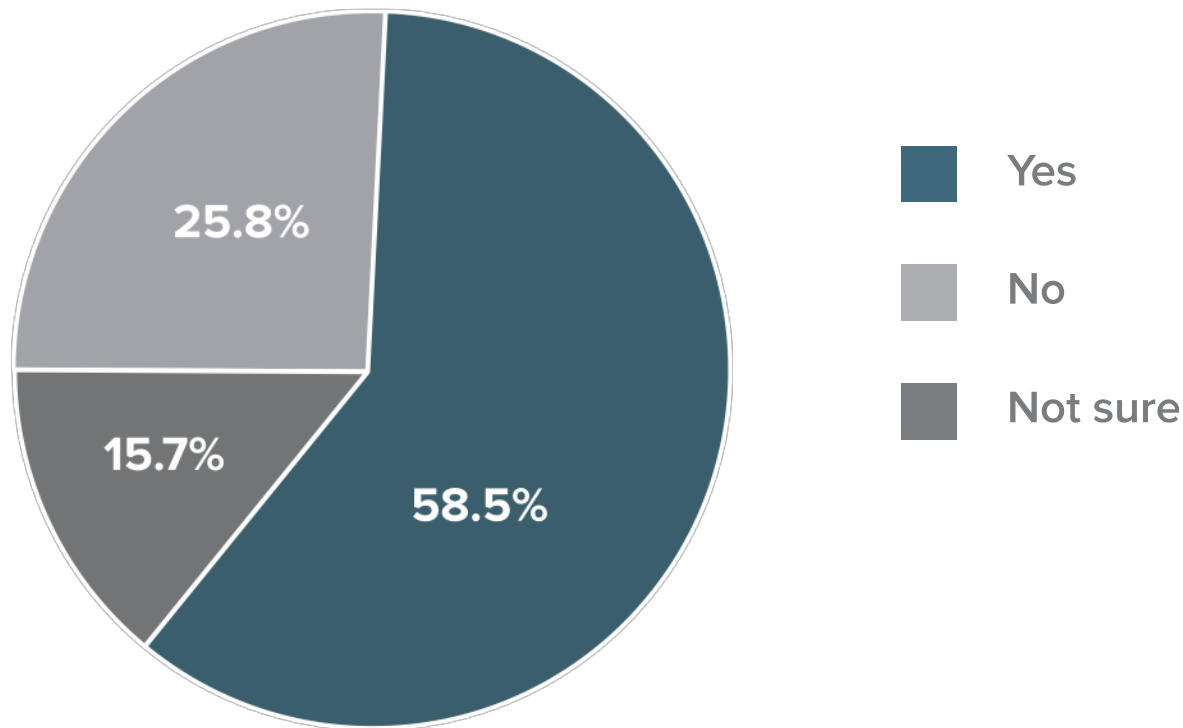
Which of the following would you prefer: an Internet where there are no ads, but you would pay for most content like blogs, entertainment sites, video content and social media, or today's Internet model in which there are ads, but most content is free?



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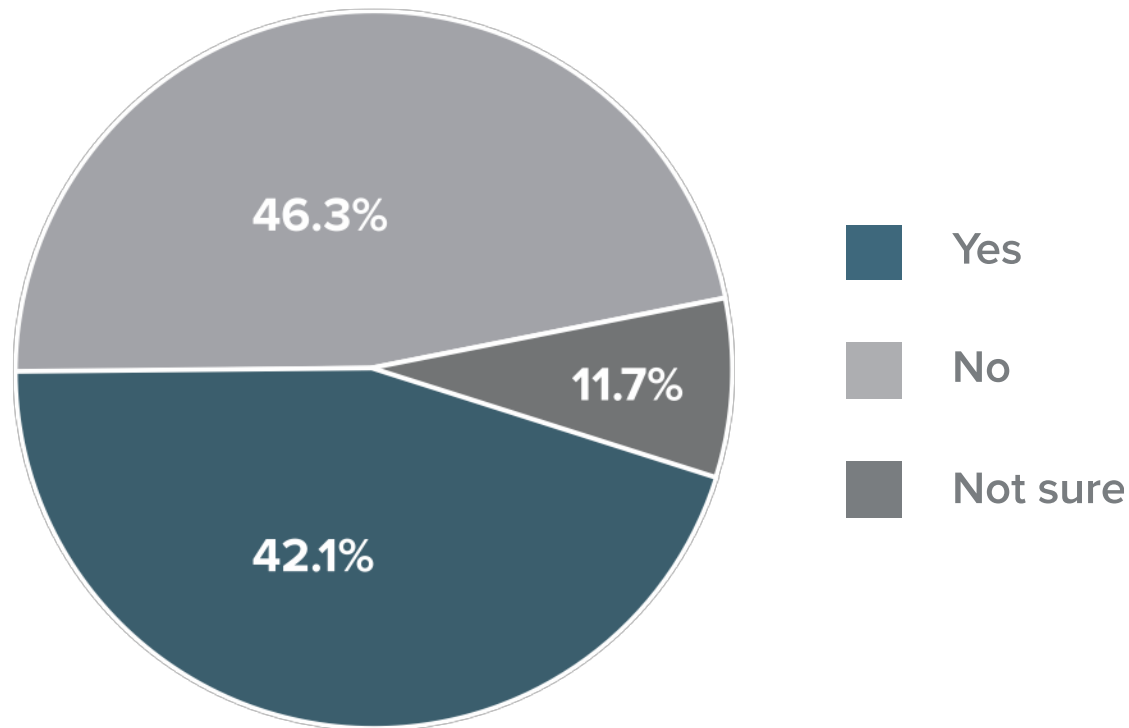
Has an Internet ad ever helped you find an offer or product that you wouldn't otherwise have known about?



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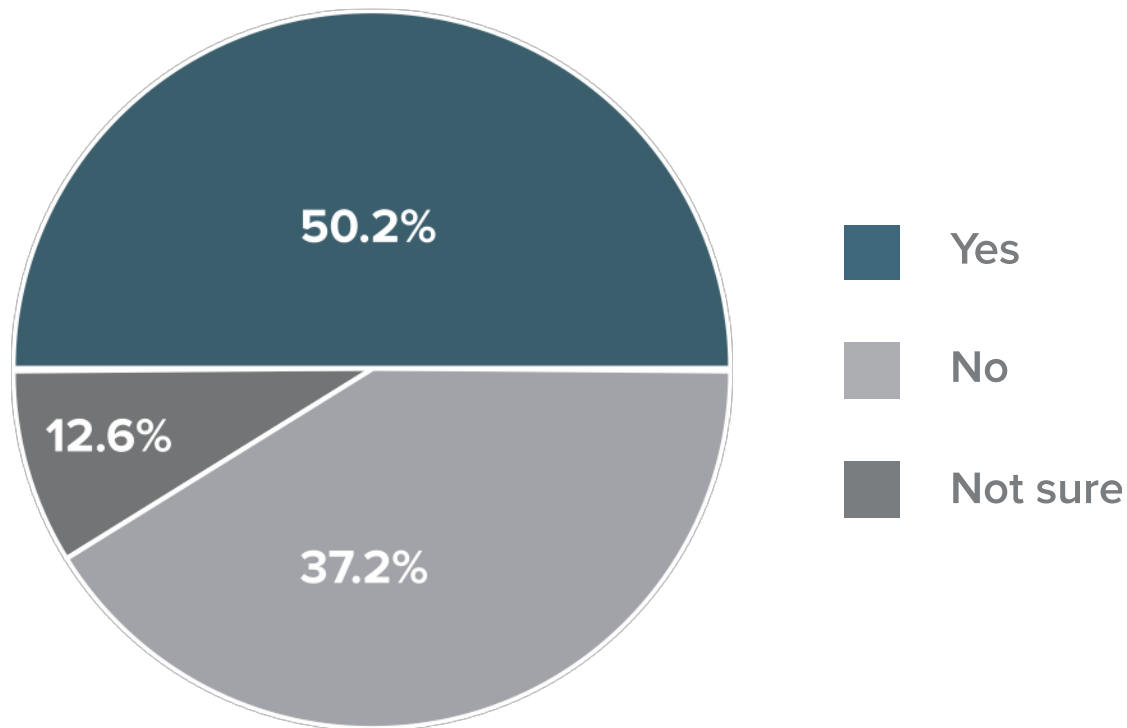
Have you ever purchased a product or service because you saw or clicked on an online advertisement?



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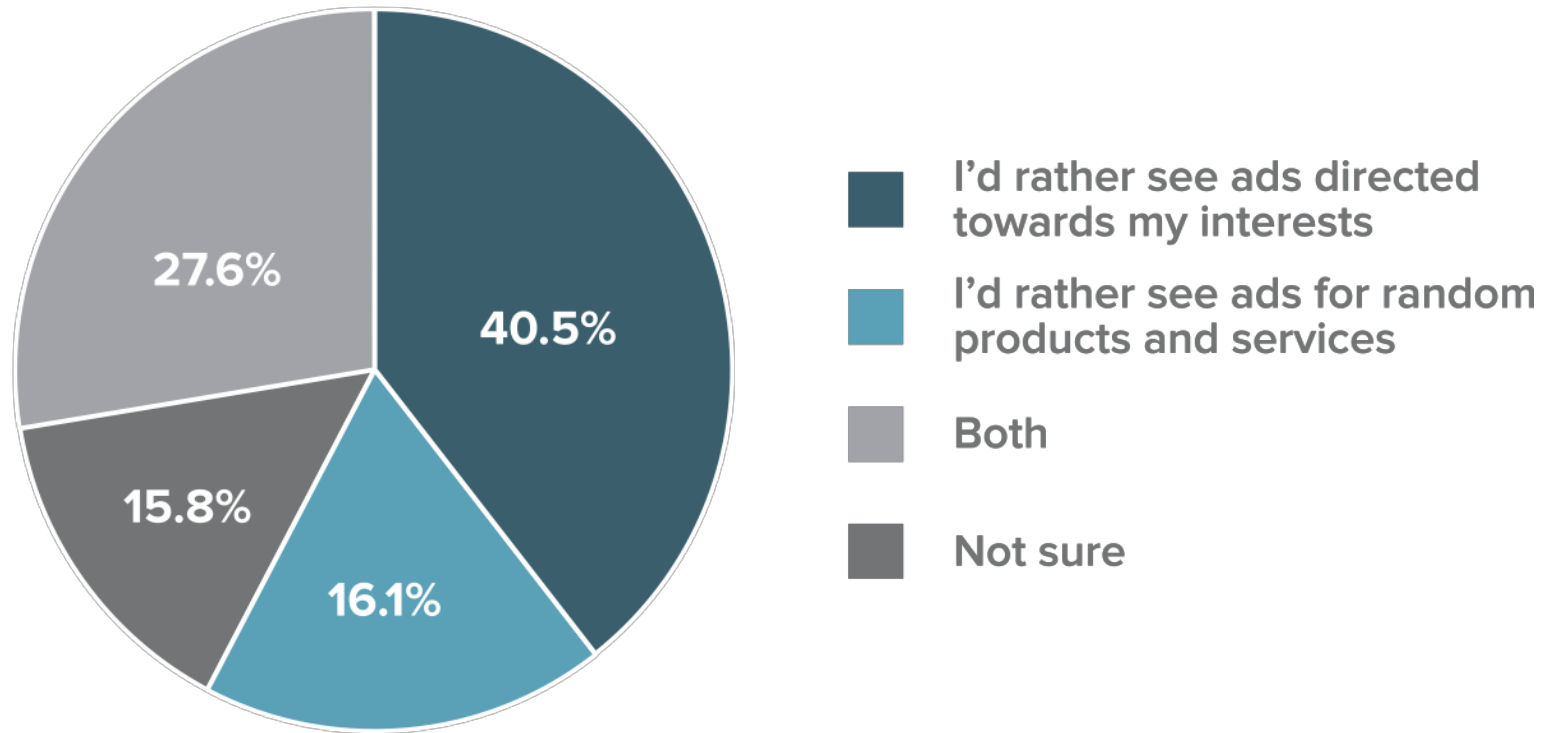
Has an online advertisement ever helped you save money on a purchase or saved you time in finding it?



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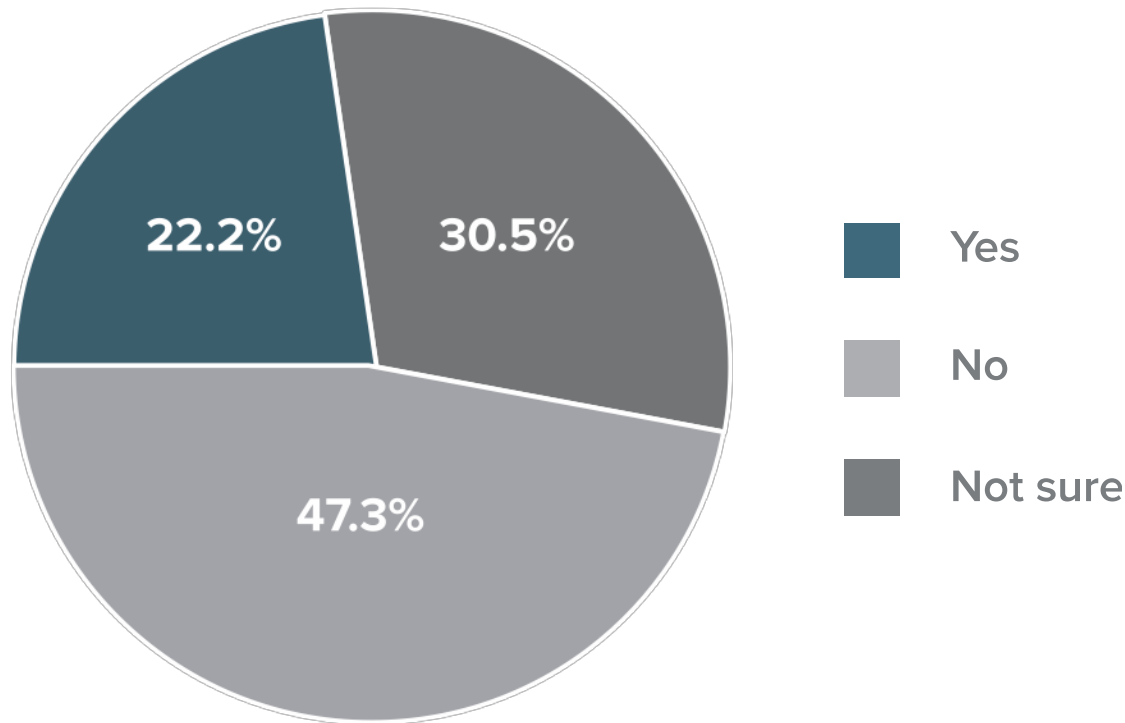
Would you rather see Internet ads for random/generic products and services, or ads for products and services that reflect your interests?



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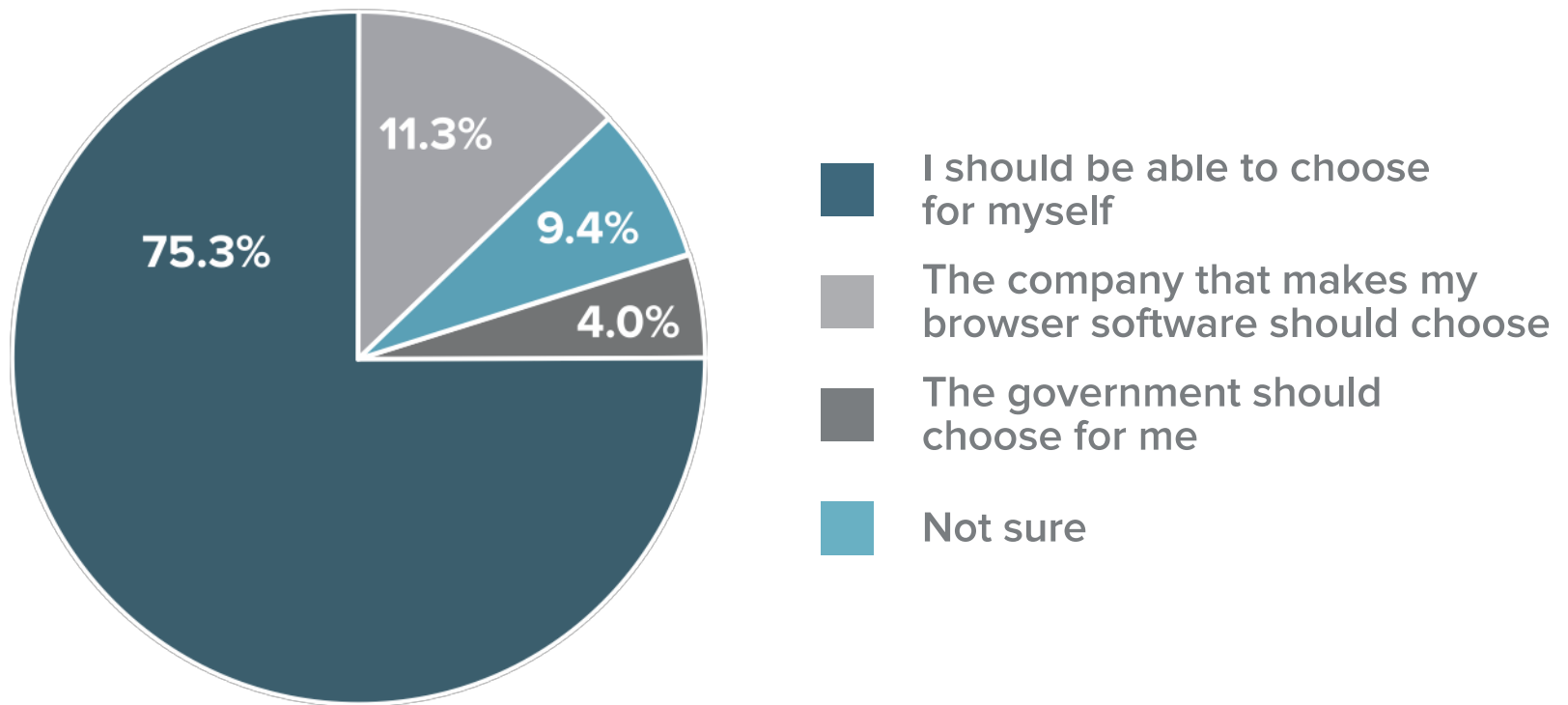
Would you support a law that restricted how data is used for Internet advertising, but also potentially reduced the availability of free content like blogs and video sites online?



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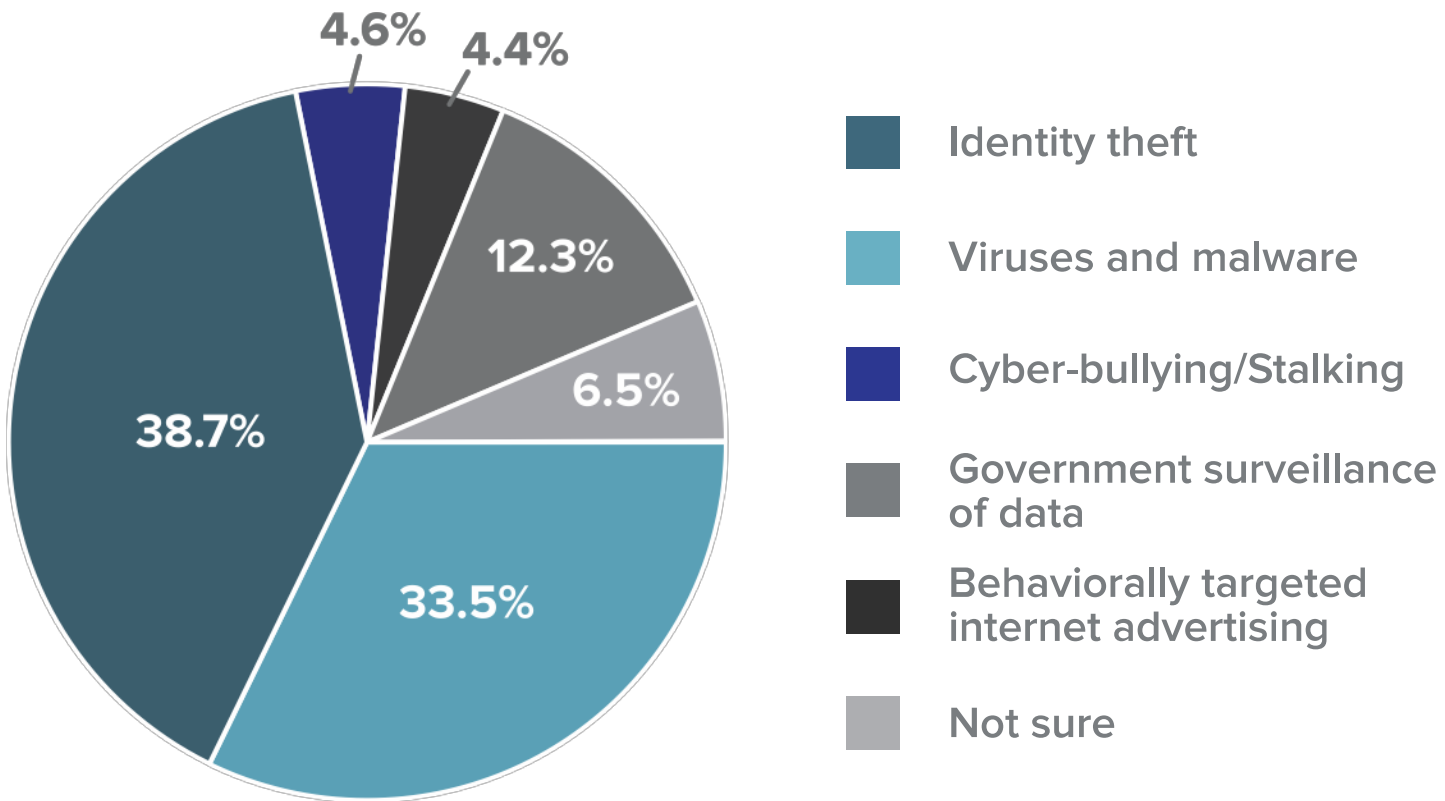
Who should be making choices about what sorts of ads I see and how they are generated?



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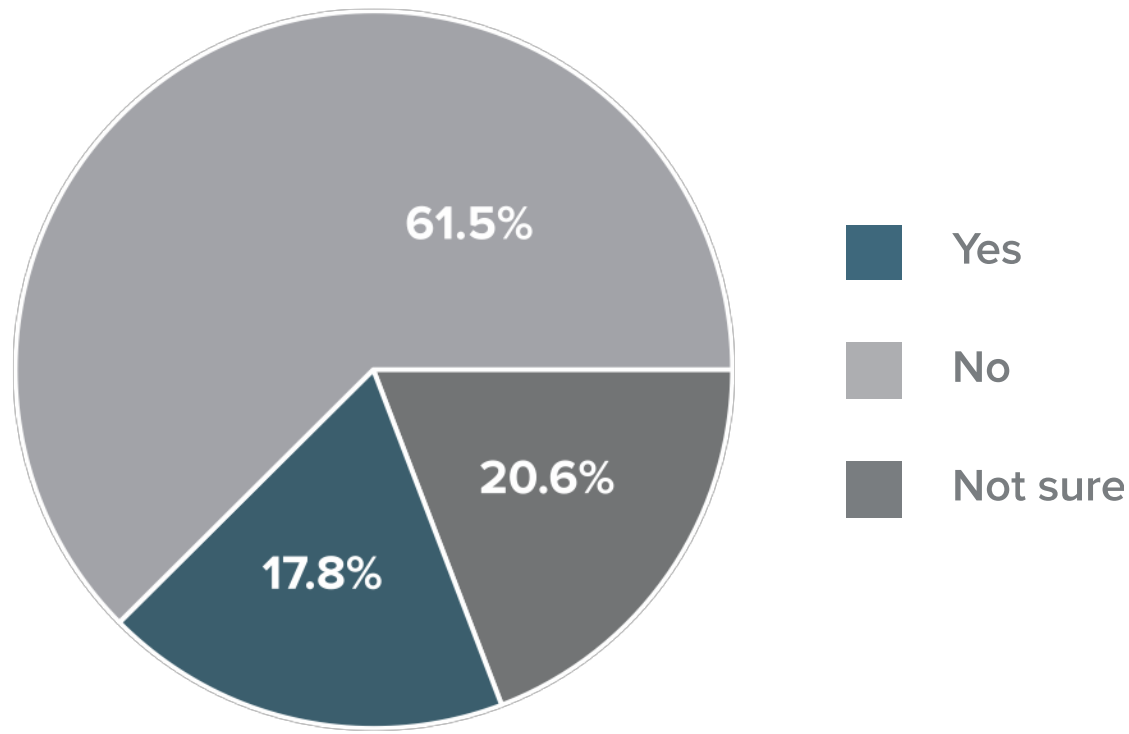
What is your biggest concern about the Internet?



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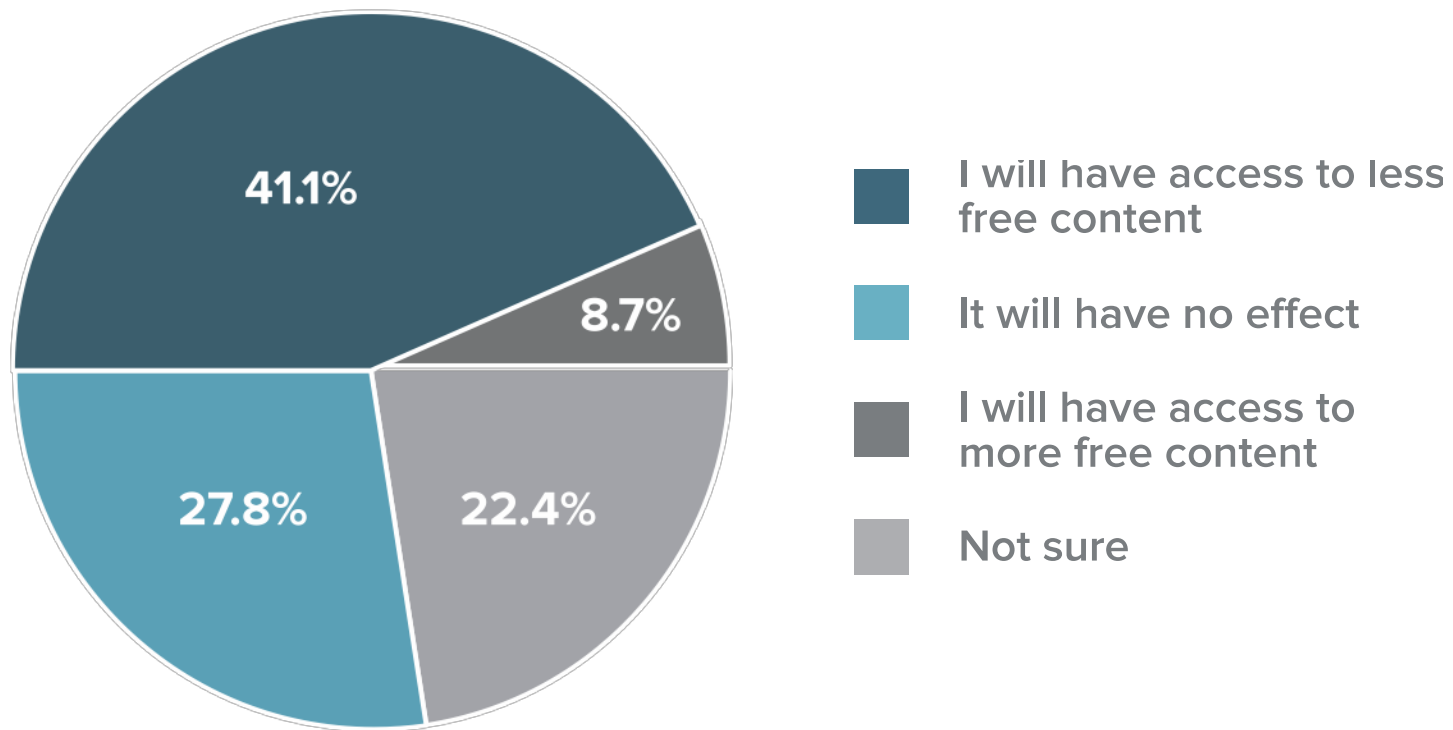
Do you trust the government to regulate how Internet advertising is delivered?



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If a major Internet browser makes it harder for companies to display advertising to users, what do you think will be the impact on your user experience?



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Methodology

About the Survey:

The Digital Advertising Alliance commissioned Zogby Analytics to conduct the survey of 1,000 U.S. likely voters nationwide from April 2-3, 2013. Slight weights were added to age, race, gender, region, party, education, and religion to more accurately reflect the population. The margin of error is +/- 3.2 percentage points.

About Zogby Analytics:

For three decades, the Zogby companies have produced polls with an unparalleled record of accuracy and reliability. Zogby telephone and interactive surveys have generally been the most accurate in U.S. Presidential elections since 1996.

Zogby Analytics conducts a wide variety of surveys internationally and nationally in industries, including banking, IT, medical devices, government agencies, colleges and universities, non-profits, automotive, insurance and NGOs.

