

## PUBLIC POLL FINDINGS AND METHODOLOGY

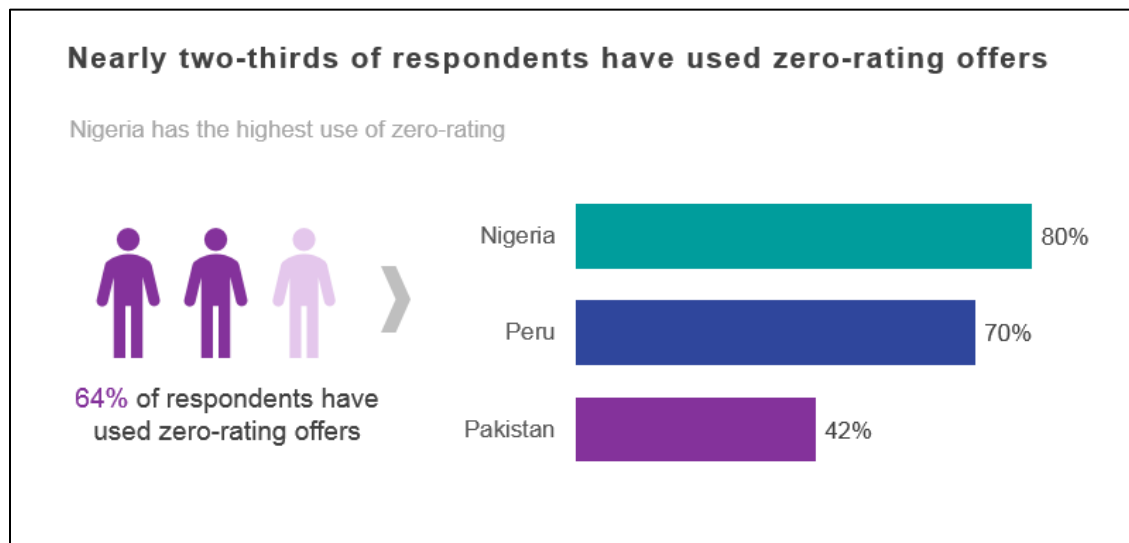
### New survey explores key benefits of zero-rating.

Key benefits of zero-rating include keeping consumers connected when they run out of mobile data between top-ups and helping data packs last longer. Top uses include communicating with friends and family, social media, entertainment, news, education, and health information.

### Topline Findings

**Washington, DC, February 2, 2021** — A new Ipsos survey, sponsored by Facebook, conducted in Peru, Nigeria, and Pakistan finds that an average of 67% of adult mobile phone users are aware of zero-rating offers. Zero-rating in this survey covers any offers, including purchased data packs or data plans, in which mobile operators allow consumers to use various apps or websites without depleting their data balance. Among those who are aware of zero-rating, 64% have used various zero-rating offers before. Of those, 59% say that they have done so within the past week.

The survey was conducted via telephone between November 11 – December 7, 2020. In the survey results below, respondents include only adults who are online and aware of zero-rating.



**Zero-rating supports more consistent connectivity given many consumers frequently run out of mobile data to use the internet.**

- Survey respondents indicated they ran out of data balance to use apps/websites about three (3) times, on average, in the previous two weeks.

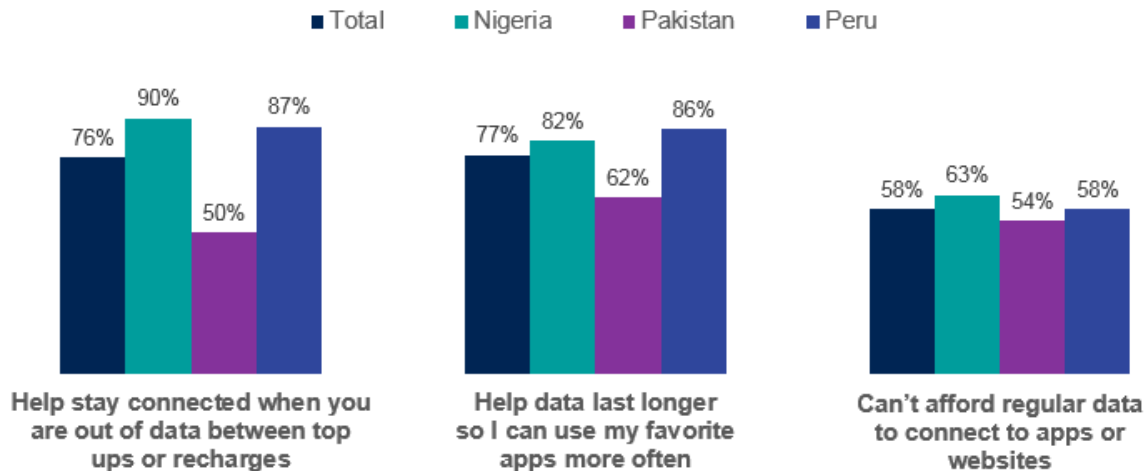
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**Zero-rating helps consumers stay connected when they run out of mobile data between top-ups and helps their data packs last longer.**

- Three-quarters of respondents agree that helping data last longer (77%) and staying connected when out of mobile data between top-ups or recharges (76%) are key benefits of zero-rating offers.
- Nearly six-in-ten also see the advantage of using zero-rating when they can't afford regular mobile data to connect to apps or websites (58%) – this is relatively consistent across the three markets.

### Respondents across all markets see key connectivity benefits from zero-rating

*What would you say are the advantages of using data packs/data plans that allow you to use certain apps for free without data charges? % Yes*



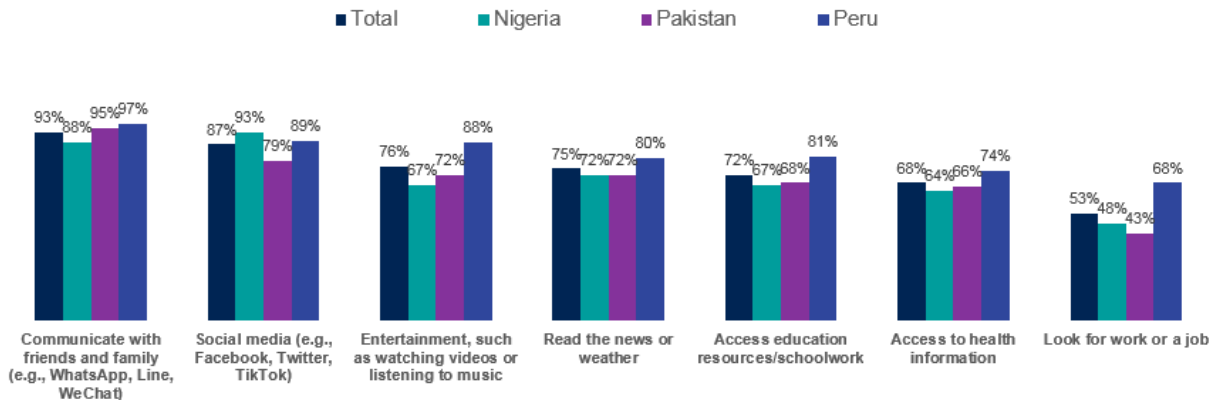
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### Respondents say there are various reasons for using zero-rating offers.

- When asked what they use various zero-rated apps and websites for, the top three reasons include communicating with friends and family (93%), social media (87%), and entertainment such as watching videos/listening to music (76%).
- Reading the news/weather (75%) and accessing education resources/schoolwork (72%) are each used by about three quarters, while more than half also use zero-rating offers to access health information (68%) and look for work or a job (53%).

### Reasons for zero-rating usage varies across the three markets

*What do you use these data packs/data plans for that allow you to use certain apps for free without data charges? % Yes*





## PUBLIC POLL FINDINGS AND METHODOLOGY

### About the Study

These are the findings from an Ipsos poll conducted November 11 – December 7, 2020 on behalf of Facebook. For the survey, a sample of 3,036 adults between the ages of 18 and 64 from Nigeria, Pakistan and Peru was interviewed over the telephone via a random digit dialing (RDD) methodology, in English, Hausa (Nigeria), Yoruba (Nigeria), Urdu (Pakistan), or Spanish (Peru).

All sample surveys may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to rounding. The precision of Ipsos surveys is measured using a credibility interval. In this case, the survey has an adjusted credibility interval of plus or minus 3.5 percentage points for all respondents.

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