

Alliance for Affordable Internet

PROJECT: Mobile Data Services in Developing Countries Mobile Phone User Survey

FINAL version (for publication)

Introduction to the respondent:

The goal of this survey is to understand the benefits and costs for persons who use different kinds of mobile data plans and services in (COUNTRY). It is being done on behalf of the Alliance for Affordable Internet, an international organization that promotes affordable access to the Internet.

No personal information (such as phone numbers, IP addresses, etc.) will be collected, stored, or used by the Alliance for Affordable Internet. If you agree to participate, note that it is completely voluntary. Please answer all the questions as honestly as you can. Thank you.

- 1) Please select your age group from the following (SELECT ONE):
 - a) 16-24 years
 - b) 25-34 years
 - c) 35-44 years
 - d) 45-60 years
 - e) Over 60 years
- 2) Are you male or female (select one)
 - a) MALE
 - b) FEMALE
- 3) Which mobile phone company do you use most often (select one from list)

INSERT TABLE WITH LIST OF COMPANIES BY COUNTRY (only include those for respondent's country and include OTHER option for each country)

	Airtel	
Kenya	Orange	
	Safaricom	
	Etisalat	
Nigeria	Glo Mobile	
Nigeria	Mobile Telecommunications Network (MTN)	
	Airtel	

	Mobile Telecommunications Network (MTN)		
	Airtel		
Ghana	Vodafone Ghana		
	Tigo		
	Glo Mobile		
	Airtel		
	banglalink		
Bangladesh	Grameenphone		
	Robi		
	Teletalk		
Dhilinnings	Globe Telecom		
Philippines –	Smart		
	Aircel		
	Idea Cellular		
	Airtel		
India	Reliance Communications		
Tildia –	Tata DOCOMO		
	Uninor		
	Vodafone		
	BSNL		
	Claro		
Colombia	Movistar		
	Tigo		
	Movistar		
Peru	Claro		
	Entel		

4) Please select which of the following services you have used over the past year with this company to go on the Internet (select all that apply).

INSERT TABLE WITH LIST OF PLANS BY COMPANY (only include those for respondent's country and selected company)
Header row not for respondent

Each bullet point is an option that the respondent can select For each operator include the following options at the end:

• Public Wifi (i.e., not offered by your mobile phone company. e.g., at work, school, university, or a cybercafé)

•	OTHER	
•	OTTL	

Country	Mobile Phone Company	Full Cost Plan	Service Specific	Earned Data	Zero-rated
	Airtel	 Club bundle Internet bundle (weekly data bundle or 90 data bundle day) 	Facebook on Every PhoneUnlimiNET Internet Bundles		 internet.org Wikipedia Zero or free Wikipedia Free Twitter Promotion
Kenya	Orange	 Internet on mobile data bundles (e.g., any plan from 20MB upto 5GB) Time based plans (XCELL daily, weekly or monthly plans) 	FacebookBilaNet	 Purchased Orange Klif phone (with 2GB free data) 	 Facebook Zero Wikipedia Zero or free Wikipedia
	Safaricom	 Okoa Bundles Data bundles (daily, weekly, monthly, or 90 days) 	DStv Mobile Streaming		Wikipedia Zero or free Wikipedia
	Etisalat	 Internet bundles (from 2GB to 20GB, or daily to annual plans) Smartphone plans (from 3GB to 8GB) Blackberry plans 	 Smartpaks (e.g., chat, social me, or video). easycliq datafied paks 	easystarter (complime ntary data with recharge)	
Nigeria	Glo Mobile	 Data Pack (1, 3 or 7 day) Daily Plan (Always, Instant, or Smallie) Weekly Plan (One week or Big week) Monthly plan Flexi Plan 	Glo Twitter Voice	Purchased a Samsung Galaxy S6 with 12 months free Internet	

	Any MTN data bundle	MTN GoodyBag Social bundles examples include any of the following: Facebook (weekly or monthly) Twitter (weekly or monthly) Eskimi (weekly or monthly) 2go (weekly or monthly) Nimbuzz (weekly	
MTN	from 10MB to 7.5GB 4.5GB Night Plan (9pm-6am) 4.5GB(1.5GB day:6.01am-8.59pm and 3GB night: 9pm-6am)	or monthly) WeChat (weekly or monthly) Whatsapp (weekly or monthly) MTN Quick Facebook	
Airtel	 Data plans bundles (daily, weekly, or Easy) Android data plans (android 1.0, 2.0, or 4.5) Blackberry plans Time-based plans (Time-based 30 or Time-based 60) Night plan (Night 180 or Night 300) Weekend plan Always On plan 	 UnlimiNET Internet Bundles (e.g., Unliminet 200 to Unliminet 5000) Social Data Plan (e.g, Opera Monthly, WhatsApp, or WTF Monthly) Airtel N5 Entertainment Store Opera Mini Browser plan or Airtel-Opera Webpass Facebook USSD 	 Wikipedia Zero or free Wikipedia

	MTN	 Pay as you go Internet Bundle - Daily, Weekly, or Monthly Pay as you go Internet Bundle - Unlimited. Pay Monthly Internet Bundle 	MTN Social Bundle (400MB, 30 days)		 Wikipedia Zero or free Wikipedia
	Airtel	 Browse Chaw Bundles (e,g, from 10MB to 12GB) Bundles Prepaid (e.g, Pay As You Go, PhoneMini, Month Mini, or Rebate lite, etc.) Blackberry Packages 			 internet.org or freebasics by Facebook
Ghana	Vodafone Ghana	 Browser package (e.g., Browser Daily, Browser Mini, or Browser Lite) "2 Ghana" plan Vodafone Red (e.g., Weekly, Rush, Hott, or Classic). 	Vodafone X (Quick Fix, Social, Weekly, Monthly, or X-treme Monthly)	• Free Weekend	
	Tigo	 Night Owl data package Daily data packages Weekly data package Monthly data package Data + unlimited music (from 100MB to 4.5 GB) 			
	Glo Mobile	 Mini Plans (e.g., from Mini 1 with 50MB to Mini 30 with 250MB) Monthly/Quarterly Plans (e.g., Phone Personal, or Bronze, Silver, Gold, Platinum) 3 days personal plan Weekly plan Day business plan Night personal plan Blackberry plans Glo Kpa Kpa Kpa Offer Glo Bounce 		 Purchased a Samsung Galaxy S5 with 6 months free Internet 	

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		GistaBiiiiig 5 Extra			
		Good Day Ghana			
	Airtel	 Unlimited Packs (e.g., 30MB or 2GB). 3G/2G packs Night packs Recharge 3G internet packs Airtel Smartphone Plan 	 Facebook Pack (e.g., from 4MB to 500MB) Video Packs (Youtube and Popcornlive.tv) Mixed bundle with unlimited Facebook (BDT74) Bondho SIM Offer 	• 100% Bonus on 2 GB pack	 Wikipedia Zero or free Wikipedia
Banglade sh	banglalink	 banglalink play pre-paid current promotion (e.g., 5 taka bundle, bundle offer: daily, weekly, or monthly packs) Generic volume packs from 4MB to 15GB) Smart volume packs (1GB, 500MB, or 200MB) Recharge packs (16MB to 20GB). discounted pay-as-you-go rate 	 bangalink mobile tv data pack (daily, weekly, monthly, or movie packs) banglalink boi ghor opera mini highlighted 3G package (for every internet pack purchase worth tk. 10 or more, customers can enjoy unlimited facebook or free browsing of prothom alo website) Viber pack Social pack 	 recharge tk. 19 in your new or unused banglalink connection and get 200 MB banglalink 3G internet at tk. 30 Purchased 	 Wikipedia Zero or free Wikipedia prothom-alo free browsing offer bikroy.com free browsing offer Free Twitter Wikipedia
	Grameenpho ne	Volume packs (e.g., 4MB to 4GB)	Daily Social packs	Symphony D54i	Zero or free Wikipedia

		 Smart Plans (299, 499, or 699) Heavy Browsing (also Heavy Browsing 20GB, and Night Heavy Browsing) 	Weekly Social packsOpera Intern Pass	handset and got recharge bonus offer. Use Wowbox app Purchased Symphony GoFox F15	● Free Facebook Browsing - 12am (midnight) till 6pm.
	Robi	 Magic bundle pack (100 MB Internet, 20 Minutes, 20 SMS) Internet packs from 7MB to 2500MB Robi Internet+ (Daily Weekly, Monthly) Night Internet Pack (1GB) myNet personalized internet pack 	 Always on Facebook pack or All Facebook bundle(1 day) Always On - WhatsApp Pack (1 day) Opera Mini Daily Pack (1 day) Video Packs (1 day or 30 days) 		 Zero FB or 0.facebook.co m
	Teletalk	 Any 2G prepaid/postpaid mobile Internet pack Any 3G prepaid/postpaid mobile Internet pack Any recharge data pack Any combo offer (e.g., Lighter, Standard, Pioneer, etc.) Okapia device offer 	Any live TV pack		
Philippine s	Globe Telecom	● GoUNLI20, GoUNLI50	 GoUNLI25, GoUNLI30, or SOCIAL20- Unlimited access to Facebook, Twitter and Multiply for 		

only P	20 per
day	
● Mail 20	0 -
unlimit	ted
access	to
Facebo	ook,
Yahoo	
Gmail	
Jobstro	eet for
only P.	20 per
day	
● Blackb	erry
Social	
● Viber2	0 -
unlimit	ted
Viber o	chat &
calls (a	also
Viber1	0 and
Viber3	0)
● Globe	Chat
Bundle	e (FB
Messe	
Kakao	
LINE,	Viber,
Whats	
WeCha	
Naviga	
bundle	
(Accu\	Weather,
GrabTa	axi,
Google	e Maps,
	, Waze)
	Bundle
(Instag	gram,
InstaS	
Photo	Grid,
	Repost)
	Bundle
(Evern	ote,
Gmail,	Yahoo!
	10 GB
Globe	
Storag	le)
Shopp	
bundle	

		(Amazon, eBay, OLX, Zalora) ■ Site specific bundles (e.g., Spotify (P129 or P299 for	
		30days), HOOQ, Facebook, Twitter) ■ GoSurf10, GoSurf15, GoSurf30, GoSurf50, or GoSurf99	
		 GoSAKTO app Free Viber (after registering for free promo) Free Facebook (after registering for free promo) 	
		 Nadine 15 Unli Call 20 Jump All Out P15 Jump Baon Load 50 Jump Baon Load 25 Black Berry LITE SOCIAL (Monthly) 	
Smart	 Any "SurfMax" plan Vmobile 300 enhancement Vmobile 500 enhancement Big Bytes 5 Mobile Internet (P5.00 per 15 minutes) 	 FB2 (Unlimited Facebook) Super Messaging 10 Any "Big Bytes" plan All In 99 All Text 60 All Text 12 	 Twitter Access (free Twitter) internet.org or freebasics by Facebook Wikipedia Zero or free Wikipedia

				-	
			Any OperaMini plan		
India	Aircel	 Good Morning Data Pack - 1 day (Unlimited Internet usage from 6 AM - 9 AM) Rs 2 Internet Pack Chhota Unlimited Pack Night pack Roaming Pack Rate Cutter (1p/10KB Rate cutter) PocketInternet cards (e.g., from 20MB to 6GB). 	Mini plan Facebook packs & Whats App Pack (e.g., 100 MB Data for face book Whats App + 10 MB data for Internet, 25 MB (Facebook Only), 200 MB Facebook and Whats App Pocket Internet Games pack Good Morning Data Pack - 30 days (Unlimited Internet usage from 6 AM - 9 AM)		 Wikipedia Zero or free Wikipedia
	Idea Cellular	 Sachet packs (e.g., 20MB to 160MB) Emergency Data Services pack Rate Cutter Packs Limited Volume Packs (250 MB to 20GB) Unlimited Volume Packs Trial Packs (250MB or 500MB) Weekend Packs Night Data Freedom Packs Blackberry plans 	 WhatsApp pack (200MB) Facebook on USSD (Dial *325# toll-free) 		
	Airtel	 Blackberry plans 2G packs (e.g., from 70MB to 4GB) 2G Monthly plan 	200 Mb 2GWhatsapppack		

	 3G packs from Rs. 100 to Rs. 1500 4G plans (e.g., 1GB to 10GB) Night Data Cashback (12am to 6am) 		
Reliance Communicati ons	 Mobile Internet Packs (without unlimited access to select websites or apps) Pay as you go plans Mobile Internet packs (e.g., from 25MB to 5GB) Night packs (500MB) Tata Docomo Wi-Fi 	 Any 3G plan with Unlimited Facebook, Twitter, Whatsapp or Jadoo Any promotional plan with free access to Facebook, Whatsapp or Twitter for given validity period 	 Free Facebook (tap "go to free" button) Reliance Freenet (free Facebook) Unlimited Twitter Access for 3 months
Tata DOCOMO	Service Premium Wi-Fi Service Night Packs Internet Plus packs SmartLife plans		
Uninor	● Internet packs (e.g., from 40MB to 2GB)	 Unlimited WhatsApp pack (with or without additional data) YouTube and Dailymotion Unlimited pack (with or without additional data) 	 Wikipedia Zero or free Wikipedia

			 Unlimited WhatsApp + Facebook (with or without additional data) 		
	Vodafone	 Any 2G Internet pack (e.g., 70MB to GB) Any unlimited 2G Internet pack Any 3G Internet pack (e.g. 75MB to 5GB) Any unlimited 3G Internet pack Any monthly, add-on, or booster pack Blackberry packs Vodafone Red plans 			
	BNSL	 Any prepaid data pack Any unlimited data plan Any postpaid data plan 	Any data pack with mobile TVFacebook for USSD		
	Claro	 Zonas Claro wifi Paquetes de Datos Prepago (Navegacion) Kit Amigo 	 Paquetes de Datos Prepago (Chat, Mail, Redes) Planes Sin Límite 	 "Recarga tu Prepago Claro y recibe Facebook, Twitter y chat de WhatsApp." 	
Colombia	Movistar	 Plan Prepago por Segundos (con 1GB) Blackberry (BIS Ilimitado y BlackBerry Navegación) Paquetes de internet full 	 Plan Innovación Ilimitado Plan Innovación Abierto Plan Innovación Control 		

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		 Blackberry (BIS Joven, BIS Social) Paquetes mail Paquetes chat Paquete redes sociales + mail + chat 	
Tigo	 Internet Total 500MB BlackBerry Otros Paquetes "Internet Total" 	● Paquetes Prepago Infinitos (e.g., PAQUETE 3 DIAS O 100MB (con WhatsApp y Facebook), PAQUETE QUINCENA O 1GB (con WhatsApp), PAQUETE MENSUAL 2GB (con WhatsApp, Facebook y Música) ● PAQUETES PREPAGADOS EN COMBO (e.g., MINI, MEGA, SUPER) PAQUETES PREPAGADOS DE DATOS (e.g., NAVEGA) ● Otros Paquetes con WhatsApp y Facebook infinito	● internet org
Tigo	"Internet Lotal"	infinito	internet.org

			Otros Paquetes con Tigo MusicInternet Social		
	Movistar	 Paquete Full Internet (300MB, 500MB, 1GB) Total 30 días (500MB, 1GB, 2GB) Tarifa Diaria (S/. 1/ día) 	BlackBerry Paquete WhatsApp Full (30 Dias, 15 Dias) Paquetes Redes Redes Sociales 30 días/ 15 días)		
Peru	Claro	 Paquete 1 hora - 25MB (Prepago) Paquete 1 día - 30 días (100MB - 3000MB) Tarifa del Día (S/. 1 X 10 MB) Paquetes BlackBerry Prepago (BIS Full, BIS Lite, BIS Max) 	 Whatsapp gratis (prepago con un saldo mínimo de S/.1) Paquetes de redes sociales (e.g., paquetes Facebook+T witter) Paquetes BlackBerry Prepago (BIS Social, BIS Mail) Claro Conexión 		 Whatsapp gratis (postpago)
	Entel	 Internet Entel (500MB, 1GB, 3GB, 5.5GB, 10GB) Internet Entel Prepago (100MB, 2GB) 	 Planes - Entel Libre Planes Entel Control Planes Entel Chip Súper chip prepago Súperbolsas 	 "recarga de 5 soles o más, te damos 30 minutos y WhatsApp ilimitado" 	"Free Basics" de Facebookfree.faceboo k.com



5)	Which plan do you currently use the most (select one from list)
	INSERT LIST OF ALL PLANS SELECTED BY RESPONDENT IN Q4)

6) (If selected zero-rated option in Q4)
Note: Using the Internet includes services like email, Google search, Facebook, other social media sites, Whatsapp, WeChat, Wikipedia, online newspapers, job sites, web browsing, etc.

You stated that you used a free plan (e.g., internet.org, free Facebook, free wikipedia, etc.) within the last year. Did you use the Internet before you started using this plan? (Select YES or NO).

- a) YES
- b) NO
- 7) (If selected zero-rated option in Q4) What is the main reason for using a free plan. Select one.
 - a) It was too expensive to get a paid data plan
 - b) I wanted to use Facebook, Wikipedia, Twitter, etc.
 - c) My friends/family encouraged me to use it
 - d) I wanted to try it out
 - e) OTHER _____
- 8) (If selected zero-rated option in Q4) Has using the free plan helped you in any of the following ways? (Select all that apply).
 - a) Received information about health or access to health services
 - b) Supported your education or your ability to participate in education programs
 - c) Got a job or access to employment services
 - d) Access content in your local language
 - e) Access to content about your community
 - f) Allowed you to participate or support a community group, NGO, or civic organization
 - g) Supported a political party
 - h) Earned money
 - i) Accessed government services
 - j) OTHER -
 - k) Using the free plan has not helped me in any of these ways

9)	(If selected zero-rated option in Q4 AND if the respondent select any option between a-j in Q8) Based on your answer in the previous question can you given an example of how using a free plan has helped you.
10)	(If selected zero-rated option in Q4) You stated that you used a free plan within the last year. Do you still use this free plan now? (Select YES or NO). a) YES b) NO
11)	(If selected zero-rated option in Q4) You stated that you used a free plan within the last year. Do you now use a paid plan? (Select YES or NO). a) YES b) NO
12)	 (If selected YES in Q11) After using a free plan why do you now use a paid plan? (Select One). a) The free plan was a temporary promotion which has now ended b) I wanted to use websites or apps other than what was offered for free c) I wanted to get the full version of what was offered for free (e.g., I wanted to watch videos on Facebook). d) The free plan was too difficult to use (e.g., not sure which sites or apps were free and which were not) e) OTHER
13)	(If the respondent DID NOT select a zero-rated option in Q4) Note: Using the Internet includes services like email, Google search, Facebook, other social media sites, Whatsapp, WeChat, Wikipedia, online newspapers, job sites, web browsing, etc. Has using the Internet helped you in any of the following ways? (Select all that apply). a) Received information about health or access to health services b) Supported your education or your ability to participate in education programs c) Got a job or access to employment services d) Access content in your local language e) Access to content about your community f) Allowed you to participate or support a community group, NGO, or civic organization g) Supported political party h) Earned money i) Accessed government services j) OTHER



k) Using the Internet has not helped me in any of these ways

14)	(If the respondent DID NOT select a zero-rated option in Q4 AND if the respondent selected any
	option between a-j in Q13) Based on your answer in the previous question can you give an example
	of how the Internet has helped you?

- 15) Suppose that your mobile phone company offered a data bundle for free but with a condition. Which of the following conditions would you choose to get the free data (SELECT ONE):
 - a) Unlimited data valid for a limited time (e.g., 1 day, etc.)
 - b) Unlimited data valid for a limited number of websites or apps
 - c) Limited data (e.g., 50MB) for use on any website or app
- 16) For each activity below please say how often you do them when you are online (select one option for each activity below) (DROPDOWN question)

Activity	Every time I am online	Sometimes when I am online	Hardly ever	Never
E-mail				
Entertainment (e.g., watch video/TV, play games, music)				
Messaging (e.g., Whatsapp, Viber, Wechat, Skype, etc.)				
Mobile banking				
Social networking (e.g., Facebook, Twitter, Instagram, etc)				
Online shopping				
Online news				
Health information				
Job information or to earn income				
Education (e.g., online classes/school)				



Other		

17) How much do you spend on average per WEEK on your mobile phone Internet/data service. Select one.

(ONLY INCLUDE ROW FOR RESPONDENT'S COUNTRY)

Country	<us\$2< th=""><th>More than or equal to US\$2 and less than US\$4</th><th>More than or equal to US\$4 and less than US\$8</th><th>More than US\$8 and less than US\$10</th><th>More than or equal to US\$10</th><th>Don't know</th></us\$2<>	More than or equal to US\$2 and less than US\$4	More than or equal to US\$4 and less than US\$8	More than US\$8 and less than US\$10	More than or equal to US\$10	Don't know
Nigeria	399N or less	400N to 799N	800N to 1599N	1600N to 1999N	2000₦ or more	Don't know
Ghana	7.99GH¢ or less	8GH¢ to 15.99GH¢	16GH¢ to 31.99GH¢	32GH¢ to 39.99GH¢	40GH¢ or more	Don't know
Kenya	199KSh or less	200KSh to 399KSh	400KSh to 799KSh	800KSh to 999KSh	1000KSh or more	Don't know
India	129₹ or less	130₹ to 269₹	270₹ to 529₹	530₹ to 669₹	670₹ or more	Don't know
Bangladesh	149Tk or less	150Tk to 309Tk	310Tk to 619Tk	620Tk to 769Tk	770Tk or more	Don't know
Philippines	99₱ or less	100₱ to 189₱	190₱ to 379₱	380₱ to 469₱	470₱ or more	Don't know
Colombia	\$6149 or less	\$6150 to \$12199	\$12200 to \$24499	\$24500 to \$30699	\$30700 or more	Don't know
Peru	S/. 6.99 or less	S/. 7 to S/. 12.99	S/. 13 to S/. 26.99	S/. 27 to S/. 33.99	S/. 34 or more	Don't know

- 18) What is your highest level of education (select one)
 - a) None or some primary school
 - b) Primary school completed
 - c) Secondary school completed
 - d) Some college or university education
 - e) Bachelors degree
 - f) Masters degree



- 19) What is your employment situation currently (select one)
 - a) Self-employed
 - b) Full time job with a company or organization and earn a salary
 - c) Part-time job with a company or organization and earn a salary
 - d) Not employed (or in between jobs)
 - e) Not working due to illness or disability
 - f) Retired
 - g) Student
 - h) Spend most of my time taking care of the home/family

20)	What	year	were	you	born?
	Enter	year			