

Mobile Ad User Experience Survey

Age:

How often do you use mobile apps?

☐ Daily ☐ Weekly ☐ Monthly ☐ Rarely

How often do you see ads while using mobile apps?

☐ Very Often ☐ Often ☐ Sometimes ☐ Rarely ☐ Never

What type of ads do you encounter most?

How do you feel about the frequency of ads in mobile apps?

☐ Too many ads ☐ About right ☐ Too few ads

How often do you interact with (click, watch, etc.) ads in mobile apps?

☐ Always ☐ Often ☐ Sometimes ☐ Rarely ☐ Never

What annoys you the most about ads in mobile apps? (Select all that apply)

☐ Too frequent ☐ Disrupts app usage ☐ Irrelevant content ☐ Too long ☐ Other

How could mobile ads improve your user experience?

Any additional comments?