



**Source: Prosper Mobile Insights™ Mobile Survey (April-12)**  
**Conducted 4/23-4/27/12 among 328 smartphone and tablet users on their devices.**  
**Margin of error is 5.4%**

	<b>Adults 18+</b>	<b>Men</b>	<b>Women</b>
Respondents Selected:	328	154	174

**Do you ever experience any of the following problems with your mobile device service provider? (Check all that apply)**

Cost of data plan too high	32.0%	30.5%	33.3%
Cost of minutes/calling plan too high	18.0%	14.9%	20.7%
Cost of texting too high	11.6%	12.3%	10.9%
Dropped calls	24.1%	20.8%	27.0%
GPS dead zones	17.7%	14.9%	20.1%
Inconsistent access to 3G/4G network	23.5%	22.7%	24.1%
Slow Internet connection	36.9%	35.7%	37.9%
Other	11.3%	11.7%	10.9%

\*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.

**Do you ever experience any of the following problems with your mobile device? (Check all that apply)**

Accessibility issues (documents, websites)	20.7%	22.7%	19.0%
Connection issues (with WiFi, 3G, 4G etc.)	32.0%	31.2%	32.8%
Device freezes	32.0%	28.6%	35.1%
Device overheats	10.7%	9.1%	12.1%
Device shuts down or restarts itself	19.2%	18.2%	20.1%
Device size is too large	2.1%	1.3%	2.9%
Device size is too small	8.2%	9.7%	6.9%
Issues using apps	18.6%	15.6%	21.3%
Issues with camera functionality	6.1%	5.2%	6.9%
Poor sound quality during calls	13.4%	11.0%	15.5%
Poor sound quality when playing music/watching videos	5.2%	5.8%	4.6%
Problems loading/buffering video content	18.9%	22.7%	15.5%
Screen visibility (i.e. in the sun)	29.6%	28.6%	30.5%
Short battery life	46.6%	44.8%	48.3%
Other	7.6%	8.4%	6.9%

\*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.

**When you have a problem with your smartphone or tablet, what do you generally do? (Check all that apply)**

Buy a new device	4.6%	7.1%	2.3%
Contact device manufacturer	11.9%	14.9%	9.2%
Contact service provider	38.1%	40.9%	35.6%
Discuss via social media	7.0%	9.7%	4.6%
Discuss with friends and family	22.9%	22.1%	23.6%
Live with the problem – it's part of the cost of new technology	26.2%	24.7%	27.6%
Report the problem in a discussion forum	6.1%	5.2%	6.9%
Search for solution online	29.9%	30.5%	29.3%
Turn the device off and then back on	55.2%	48.7%	60.9%
Other	6.1%	5.8%	6.3%

\*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.



Source: Prosper Mobile Insights™ Mobile Survey (April-12)  
 Conducted 4/23-4/27/12 among 328 smartphone and tablet users on their devices.  
 Margin of error is 5.4%

	Adults 18+	Men	Women
Respondents Selected:	328	154	174
<b>(Smartphone Users) Which of the following best describes how you use your smartphone?</b>			
I use my smartphone for basic functions (call, text, email)	14.6%	16.0%	13.3%
I use my smartphone for basic functions and some applications (weather, GPS, social media - e.g. Facebook, Twitter, etc.)	39.6%	42.7%	36.8%
I use my smartphone for all the functions... it's my life.	45.8%	41.3%	49.9%
Total	100.0%	100.0%	100.0%

## DEMOGRAPHICS

### What is your gender?

Male	47.0%	100.0%	0.0%
Female	53.0%	0.0%	100.0%
Total	100.0%	100.0%	100.0%

### Please tell us which age range you are in:

18 - 24	10.1%	9.1%	10.9%
25 - 34	17.4%	22.7%	12.6%
35 - 44	19.2%	17.5%	20.7%
45 - 54	17.7%	14.3%	20.7%
55 - 64	18.6%	16.9%	20.1%
65+	17.1%	19.5%	14.9%
Total	100.0%	100.0%	100.0%
	<b>Average</b>	46.5	46.2
			46.8

#### Disclaimer of Warranties:

Prosper Mobile Insights™ is a trademark of Prosper Business Development. Services are delivered by Prosper and/or Prosper affiliated companies ("Prosper"). Prosper makes no warranties, either expressed or implied, concerning: data gathered or obtained from any source; the present or future methodology employed in producing the statistics; or the data and all estimates represent only the opinion of Prosper and reliance thereon and use thereof shall be at the user's own risk.