



**Source: Prosper Mobile Insights™ Mobile Survey (December-11)
Conducted 12/29/11-1/3/12 among 360 smartphone and tablet users on their devices.**

Have you ever done any of the following on your smartphone or tablet while shopping in a store? (Check all that apply)

Compared prices and purchased from another retailer's physical store	40.6%
Compared prices and purchased from another retailer's website using my device	25.6%
Compared prices and purchased from another retailer's website using my laptop/desktop after leaving the store	23.1%
Compared prices but still purchased from the same retailer	30.6%
Compared prices and purchased from the same retailer's website using my device	13.3%
Compared prices and purchased from the same retailer's website using my laptop/desktop after leaving the store	13.3%
Requested a price match	26.4%
"Checked in" for a discount	26.7%
Read product reviews to decide between products	35.8%
Scanned a QR code to get more information about a product	29.7%

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

To what extent do you agree with the following statements about swiping your smartphone or tablet to pay for a transaction?: Swiping my device to pay for something would be convenient and useful

1 - Strongly disagree	12.2%
2 - Somewhat disagree	8.9%
3 - Neither agree nor disagree	21.9%
4 - Somewhat agree	32.8%
5 - Strongly agree	24.2%
Total	100.0%
Somewhat/Strongly Agree	56.9%

I am concerned about security issues and my location being tracked if I swipe my device to pay for something

1 - Strongly disagree	7.2%
2 - Somewhat disagree	6.4%
3 - Neither agree nor disagree	15.3%
4 - Somewhat agree	26.7%
5 - Strongly agree	44.4%
Total	100.0%
Somewhat/Strongly Agree	71.1%

On a scale of 1-5, how comfortable would you be using your smartphone or tablet...?: To pay for a transaction at a store check-out counter (swipe your device)

1 - Not at all	16.7%
2 - Not very	18.9%
3 - Neutral	20.6%
4 - Somewhat	27.2%
5 - Very	16.7%
Total	100.0%
Somewhat/Very Comfortable	43.9%

On a scale of 1-5, how comfortable would you be using your smartphone or tablet...? To purchase an item online using a web browser or app

1 - Not at all	10.3%
2 - Not very	12.8%
3 - Neutral	19.4%
4 - Somewhat	32.5%
5 - Very	25.0%
Total	100.0%
Somewhat/Very Comfortable	57.5%

Do you plan to use your smartphone or tablet to help keep any of your New Year's Resolutions on track?

Yes	28.3%
No	44.4%
I don't know	27.2%
Total	100.0%

(If Yes) How do you plan to use your smartphone or tablet to help with your New Year's Resolutions?**(Check all that apply)**

Being on time (calendar/alarms)	73.1%
Budgeting	51.4%
Counting calories/eating healthier	43.7%
Couponsing	36.9%
Fitness tracking	35.6%
Keeping in touch with people	63.5%
Meeting new people/forming relationships	20.0%
Organization (lists/notes)	46.8%
Quit smoking	11.2%
Reading more	48.4%
Stress relief	38.0%
Other	2.3%

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

DEMOGRAPHICS**What is your gender?**

Male	45.3%
Female	54.7%
Total	100.0%

Please tell us which age range you are in:

18 - 24	10.0%
25 - 34	19.4%
35 - 44	19.4%
45 - 54	20.0%
55 - 64	19.4%
65+	11.7%
Total	100.0%
Average	45.1

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