



Source: Prosper Mobile Insights™ Mobile Survey (January-12)
Conducted 1/31-2/2/12 among 343 smartphone and tablet users on their devices.
Margin of error is 5.3%

How concerned are you that the government could pass a censorship law that would block access to websites you visit or apps you use on your mobile device?

1 - Not at all concerned	5.2%
2 - Not very concerned	7.6%
3 - Neutral	16.9%
4 - Somewhat concerned	28.9%
5 - Very concerned	41.4%
Total	100.0%
	Average 3.9
	Not at all/Not very concerned 12.8%
	Somewhat/Very concerned 70.3%

If the government passed a censorship law, how would it affect you personally?

Positive effect	11.7%
Negative effect	38.2%
No effect	29.7%
I don't know	20.4%
Total	100.0%

Who should be responsible for choosing what material is "offensive" on mobile devices?

Federal government	9.9%
Service providers	14.3%
Device software creators	6.7%
Individual device users	66.8%
Other	2.3%
Total	100.0%

What types of content do you think SHOULD be censored? (Check all that apply)

Foul language in print	44.6%
Foul language in music/videos	39.2%
Racial slurs in print	59.8%
Racial slurs in music/videos	51.1%
Full websites with offensive content	42.3%
Full apps that are offensive	36.8%
Nudity	51.5%
Violent images	43.6%
Pirated content	48.4%
Other	5.7%

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

When you come across pirated content on your smartphone or tablet, how often do you view or download the content? (Your responses are anonymous.)

Regularly	7.0%
Occasionally	15.5%
Never	42.0%
I don't know how to tell if content is legal or pirated	35.6%
Total	100.0%

How stressed out are you when your smartphone or tablet loses service?

1 - Not at all stressed	6.4%
2 - Not very stressed	15.5%
3 - Neutral	20.1%
4 - Somewhat stressed	38.8%
5 - Extremely stressed	19.2%
Total	100.0%
Average	3.5
Not at all/Not very stressed	21.9%
Somewhat/Extremely stressed	58.0%

(Smartphone Users) If your smartphone lost service and you weren't allowed to make calls or send texts, do you have a landline you could use in case of emergency?

Yes	58.3%
No	41.7%
Total	100.0%

What do you do if you lose service on your mobile device? (Check all that apply)

Pick up a landline phone to make a call	46.4%
Access the Internet from a different device (laptop)	54.2%
Post comments on social media to express frustration	12.8%
Throw the device/yell profanities	8.2%
Contact my service provider and talk to customer service	39.1%
Watch TV instead	34.4%
Read a book instead	24.5%
Talk to other people in the room	23.9%
Do nothing	13.4%
Other	3.8%

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

(Smartphone Users) What is the one function of your smartphone that you cannot live without?

Internet	20.8%
Calling	19.9%
Texting	18.2%
Email	8.2%
GPS/Maps	5.5%
Facebook	3.1%
Apps (General)	2.7%
Games	1.3%
Google	1.3%
Music	1.3%
Weather	1.0%
eBay	1.0%
Watching Videos/TV	0.7%
Camera	0.7%
Hot Spot	0.6%
Other	3.9%
No Preference	9.8%
Total	100.0%

DEMOGRAPHICS

What is your gender?

Male	53.4%
Female	46.6%
Total	100.0%

Please tell us which age range you are in:

18 - 24	10.2%
25 - 34	25.1%
35 - 44	21.3%
45 - 54	18.7%
55 - 64	13.4%
65+	11.4%
Total	100.0%

Average 43.1