



Source: Prosper Mobile Insights™ Mobile Survey (June-12)
 Conducted 6/19-6/22/12 among 331 smartphone and tablet users on their devices.
 Margin of error is 5.4%

	Adults 18+	Men	Women
Do you conduct any of the following web-based activities using mobile only? (You always use a smartphone or tablet instead of any other Internet-capable device) (Check all that apply)			
Email	51.1%	44.4%	57.3%
Facebook	42.3%	36.3%	48.0%
Twitter	14.8%	11.9%	17.5%
Pinterest	6.9%	4.4%	9.4%
Instant Messaging	34.4%	36.3%	32.7%
Online Banking	29.6%	30.0%	29.2%
Online Shopping	25.4%	19.4%	31.0%
Internet Search	45.3%	39.4%	50.9%
None of the above	31.7%	31.3%	32.2%

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

Which types of ads do you pay attention to on your smartphone or tablet?: Banner ads

Regularly	8.2%	8.1%	8.2%
Occasionally	32.3%	34.4%	30.4%
Never	59.5%	57.5%	61.4%
Total	100.0%	100.0%	100.0%

Pop-up ads

Regularly	4.5%	3.1%	5.8%
Occasionally	24.2%	28.8%	19.9%
Never	71.3%	68.1%	74.3%
Total	100.0%	100.0%	100.0%

Sponsored stories or links

Regularly	11.2%	10.0%	12.3%
Occasionally	32.6%	34.4%	31.0%
Never	56.2%	55.6%	56.7%
Total	100.0%	100.0%	100.0%

Video ads

Regularly	8.8%	8.8%	8.8%
Occasionally	27.2%	28.8%	25.7%
Never	64.0%	62.5%	65.5%
Total	100.0%	100.0%	100.0%

Ads that play before/during a video

Regularly	10.0%	8.8%	11.1%
Occasionally	29.3%	30.6%	28.1%
Never	60.7%	60.6%	60.8%
Total	100.0%	100.0%	100.0%



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Are you more likely to pay attention to a video ad versus a standard ad on your mobile device?			
Yes	42.9%	43.1%	42.7%
No	57.1%	56.9%	57.3%
Total	100.0%	100.0%	100.0%

(If answered "Yes")

Why do you pay more attention to video ads on your mobile device? (Check all that apply)

They are more likely to grab my attention	51.3%	53.7%	49.2%
I have to watch to find out what is being advertised	21.9%	22.9%	20.9%
Many video ads do not let me click away until I've watched at least part of the ad	30.4%	22.6%	37.8%
They are similar to ones I've seen and enjoyed on TV	23.1%	20.3%	25.7%
They are more enjoyable than standard ads	34.5%	32.5%	36.4%
The content is more relevant to me	25.2%	24.3%	25.9%
Other	0.7%	0.0%	1.3%

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What would make you more likely to pay attention to an advertisement on your smartphone or tablet? (Check all

Relevant topic	33.5%	31.3%	35.7%
Pops up in the middle of the screen	6.0%	6.9%	5.3%
Animations to catch my eye	23.9%	22.5%	25.1%
Video	11.5%	13.1%	9.9%
Audio	8.5%	8.1%	8.8%
Interactive advertisement	14.2%	13.1%	15.2%
Can save it to look at later	19.6%	18.8%	20.5%
Looks informative	24.2%	24.4%	24.0%
Looks funny	28.4%	23.8%	32.7%
Fewer advertisements overall	31.4%	31.3%	31.6%
Other	10.6%	10.6%	10.5%

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