



**Source: Prosper Mobile Insights™ Mobile Survey (March-12)**  
**Conducted 3/26-3/30/12 among 346 smartphone and tablet users on their devices.**  
**Margin of error is 5.3%**

**Mobile Users  
 who Take  
 Vacation**

**When you go on vacation, what do you usually do with your smartphone/tablet?**

Take it with me and use it all the time	78.8%
Take it with me, but rarely use it	18.9%
Leave it at home	2.2%
I do not go on vacation	0.0%
Total	100.0%

**Do you use your smartphone or tablet for any of the following while traveling for vacation? (Check all that apply)**

Checking in at an airport ahead of time	22.8%
Checking personal email	84.6%
Checking work email	29.2%
Entertainment while on vacation (at the beach, in a hotel, etc)	54.8%
Entertainment while traveling (on a plane, in the car, etc)	53.5%
GPS/Maps	67.0%
Keeping in touch with those back home	67.0%
Making reservations for restaurants or attractions	26.9%
Posting photos/status updates to social media	57.7%
Searching for local restaurants or attractions	61.5%
None of the above	3.5%
Other	2.2%

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

**Which devices do you think are "must-haves" when on vacation? (Check all that apply)**

Basic/feature phone	26.6%
Digital camera	72.8%
eReader	19.9%
GPS	53.8%
Hand-held gaming system	12.8%
Laptop/Netbook	34.6%
MP3 Player	29.8%
Portable DVD player	11.2%
Smartphone	78.5%
Tablet	30.8%
None of these	3.2%
Other	0.6%

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

**Have you already or do you plan to take a vacation in 2012?**

Yes	67.9%
No	13.1%
I don't know	18.9%
Total	100.0%



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**DEMOGRAPHICS**

**What is your gender?**

Male	48.7%
Female	51.3%
Total	100.0%

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

18 - 24	14.4%
25 - 34	20.8%
35 - 44	17.9%
45 - 54	17.3%
55 - 64	16.3%
65+	13.1%
Total	100.0%
<b>Average</b>	<b>43.7</b>

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