



Source: Prosper Mobile Insights™ Mobile Survey (May-12)
 Conducted 5/21-5/25/12 among 331 smartphone and tablet users on their devices.
 Margin of error is 5.4%

	All	Men	Women
Respondents Selected:	331	157	174

While using your smartphone or tablet, how often do you fully pay attention to advertisements when: **Playing games**

Regularly	21.8%	23.6%	20.1%
Occasionally	29.0%	25.5%	32.2%
Never	49.2%	51.0%	47.7%
Total	100.0%	100.0%	100.0%
Regularly/Occasionally	50.8%	49.0%	52.3%

Watching video clips

Regularly	15.1%	17.8%	12.6%
Occasionally	38.1%	37.6%	38.5%
Never	46.8%	44.6%	48.9%
Total	100.0%	100.0%	100.0%
Regularly/Occasionally	53.2%	55.4%	51.1%

Watching full TV episodes

Regularly	13.3%	15.3%	11.5%
Occasionally	23.0%	22.3%	23.6%
Never	63.7%	62.4%	64.9%
Total	100.0%	100.0%	100.0%
Regularly/Occasionally	36.3%	37.6%	35.1%

Downloading apps/music/etc

Regularly	20.8%	22.3%	19.5%
Occasionally	34.4%	36.9%	32.2%
Never	44.7%	40.8%	48.3%
Total	100.0%	100.0%	100.0%
Regularly/Occasionally	55.3%	59.2%	51.7%

Surfing the Web

Regularly	35.3%	38.2%	32.8%
Occasionally	38.7%	37.6%	39.7%
Never	26.0%	24.2%	27.6%
Total	100.0%	100.0%	100.0%
Regularly/Occasionally	74.0%	75.8%	72.4%

Visiting social media sites

Regularly	26.9%	27.4%	26.4%
Occasionally	32.6%	33.1%	32.2%
Never	40.5%	39.5%	41.4%
Total	100.0%	100.0%	100.0%
Regularly/Occasionally	59.5%	60.5%	58.6%

Shopping on my device

Regularly	18.7%	21.7%	16.1%
Occasionally	34.1%	33.8%	34.5%
Never	47.1%	44.6%	49.4%
Total	100.0%	100.0%	100.0%
Regularly/Occasionally	52.9%	55.4%	50.6%

How often do advertisements viewed on your smartphone or tablet influence the products or brands you purchase?

Regularly	7.3%	5.7%	8.6%
Occasionally	39.9%	45.2%	35.1%
Never	52.9%	49.0%	56.3%
Total	100.0%	100.0%	100.0%
Regularly/Occasionally	47.1%	51.0%	43.7%

Have you ever paid for an "ad-free" version of an app for your smartphone or tablet?

Yes	27.8%	29.3%	26.4%
No	72.2%	70.7%	73.6%
Total	100.0%	100.0%	100.0%

How willing would you be to pay to remove advertisements from your favorite social media sites?



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1 - Not at all willing	31.1%	29.3%	32.8%
2 - Not very willing	15.1%	10.8%	19.0%
3 - Neutral	25.1%	29.9%	20.7%
4 - Somewhat willing	12.1%	11.5%	12.6%
5 - Very willing	7.6%	8.9%	6.3%
I don't use social media	9.1%	9.6%	8.6%
Total	100.0%	100.0%	100.0%
	Average		
	2.4	2.6	2.4
	Not at all/Not very willing		
	46.2%	40.1%	51.7%
	Somewhat/Very Willing		
	19.6%	20.4%	19.0%

Have you used your smartphone/tablet for any of the following? (Check all that apply)

Browsing or looking for a product/service	77.6%	72.6%	82.2%
Locating a store or store hours	74.6%	70.7%	78.2%
Making a purchase	51.4%	50.3%	52.3%
Reading customer reviews	50.5%	45.9%	54.6%
Writing a customer review	19.0%	19.7%	18.4%
Receiving text messages with special offers	51.7%	51.6%	51.7%
Scanning a QR code	34.4%	37.6%	31.6%
None of the above	11.2%	13.4%	9.2%

*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	47.4%	100.0%	0.0%
Female	52.6%	0.0%	100.0%
Total	100.0%	100.0%	100.0%

Please tell us which age range you are in:

18 - 24	9.7%	7.0%	12.1%
25 - 34	19.9%	14.6%	24.7%
35 - 44	17.2%	19.7%	14.9%
45 - 54	18.1%	17.2%	19.0%
55 - 64	17.5%	21.0%	14.4%
65+	17.5%	20.4%	14.9%
Total	100.0%	100.0%	100.0%
	Average		
	46.3	48.8	44.0

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