



Source: Prosper Mobile Insights™ Mobile Survey (Nov-12)
Conducted 11/19-11/26/12 among 333 smartphone and tablet users on their devices.
Margin of error is 5.4%

	Operating System Used		
	All	Android	iOS
What is the operating system for the device you are using to take this survey?			
Android	51.1%	100.0%	0.0%
iOS (Apple)	36.6%	0.0%	100.0%
RIM (BlackBerry)	4.5%	0.0%	0.0%
Windows	5.1%	0.0%	0.0%
Other (please specify)	2.7%	0.0%	0.0%
Total	100.0%	100.0%	100.0%

How likely are you to swipe or tap your mobile device to pay for a transaction in store this holiday season?			
1 - Very unlikely	40.5%	38.8%	38.5%
2 - Somewhat unlikely	15.6%	18.8%	14.8%
3 - Neither likely nor unlikely	21.0%	17.1%	27.9%
4 - Somewhat likely	13.2%	15.9%	9.8%
5 - Very likely	9.6%	9.4%	9.0%
Total	100.0%	100.0%	100.0%
	Average	2.4	2.4
	Somewhat/Very likely	34.2%	37.7%

How likely are you to make a purchase from your mobile device through a web browser or app this holiday season?			
1 - Very unlikely	23.4%	20.6%	18.9%
2 - Somewhat unlikely	10.5%	10.0%	12.3%
3 - Neither likely nor unlikely	16.2%	15.3%	18.9%
4 - Somewhat likely	28.8%	31.2%	29.5%
5 - Very likely	21.0%	22.9%	20.5%
Total	100.0%	100.0%	100.0%
	Average	3.1	3.2
	Somewhat/Very likely	45.0%	48.4%

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			
1 - Not at all	21.6%	18.8%	18.9%
2 - Not very	13.8%	13.5%	15.6%
3 - Neutral	24.0%	24.1%	27.9%
4 - Somewhat	20.1%	21.8%	19.7%
5 - Very	20.4%	21.8%	18.0%
Total	100.0%	100.0%	100.0%
	Average	3.0	3.0
	Somewhat/Very comfortable	40.5%	37.7%

	Operating System Used		
	All	Android	iOS
To purchase an item online using a web browser or app			
1 - Not at all	12.0%	10.0%	8.2%
2 - Not very	8.7%	10.6%	7.4%
3 - Neutral	19.5%	21.8%	16.4%
4 - Somewhat	24.3%	23.5%	27.9%
5 - Very	35.4%	34.1%	40.2%
Total	100.0%	100.0%	100.0%
Average	3.6	3.6	3.8
Somewhat/Very comfortable	59.8%	57.6%	68.0%
To store payment information (credit card/debit account/etc.)			
1 - Not at all	26.1%	23.5%	23.8%
2 - Not very	17.1%	18.8%	18.9%
3 - Neutral	16.8%	17.1%	17.2%
4 - Somewhat	21.9%	20.6%	25.4%
5 - Very	18.0%	20.0%	14.8%
Total	100.0%	100.0%	100.0%
Average	2.9	2.9	2.9
Somewhat/Very comfortable	39.9%	40.6%	40.2%
To store personal information used for identification (i.e. Driver's License)			
1 - Not at all	34.2%	28.8%	36.1%
2 - Not very	16.2%	17.1%	18.0%
3 - Neutral	17.7%	22.4%	13.9%
4 - Somewhat	17.1%	14.1%	20.5%
5 - Very	14.7%	17.6%	11.5%
Total	100.0%	100.0%	100.0%
Average	2.6	2.7	2.5
Somewhat/Very comfortable	31.8%	31.8%	32.0%
What would entice you to make a purchase via mobile this holiday season rather than buying in-store or online using a computer?			
Free shipping	57.7%	60.0%	58.2%
Next day shipping	21.6%	22.4%	23.0%
Hold item for store pick-up	13.5%	14.7%	14.8%
\$ off coupon	47.7%	48.2%	51.6%
% off coupon	38.7%	39.4%	41.8%
Free gift with purchase (ex: buy a sweater via mobile, get a scarf for free)	36.9%	38.8%	37.7%
Other	3.0%	4.7%	0.8%
Nothing would entice me, I don't plan to make mobile purchases	21.9%	19.4%	20.5%
*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.			
Which of the following apps have you used or plan to use for holiday shopping this year?			
Amazon	64.6%	63.5%	65.6%
eBay	31.5%	32.9%	34.4%
Groupon	17.7%	18.8%	18.0%
iSlick	0.9%	0.6%	1.6%
Living Social	9.6%	11.2%	9.8%
RedLaser	4.2%	3.5%	5.7%
RetailMeNot	10.2%	8.8%	13.9%
ShopSavvy	6.6%	5.9%	6.6%
Other (Please specify)	18.6%	20.0%	17.2%
*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.			

	Operating System Used		
	All	Android	iOS
Which of the following social media apps will you use on your smartphone or tablet for deal searching this holiday season?			
Facebook	53.5%	58.2%	46.7%
Twitter	14.4%	15.3%	12.3%
Instagram	4.8%	4.7%	6.6%
Pinterest	9.9%	8.2%	13.9%
LinkedIn	5.1%	6.5%	2.5%
Google+	31.5%	34.1%	27.0%
None of these	30.9%	28.8%	33.6%

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

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