Source: Prosper Mobile Insights™ Mobile Survey (August-11)
Conducted 8/30-9/2/11 among 294 smartphone and tablet users on their devices.

What do you regularly do on social media sites on your smartphone or tablet? (Check all that apply)
I don’t access social media sites on my mobile device 15.0%
Update my status 53.4%
Read status updates from others 69.4%
View photos 65.6%
View videos 39.8%
Post photos taken on my smartphone/tablet 49.0%
Post videos recorded on my smartphone/tablet 24.1%
Check in with my current location 30.3%
Chat/instant message 36.1%
Send emails 51.4%
Friend or follow people I just met 29.6%
Go to retailers’ pages to find deals while shopping 26.5%
Other 2.0%
*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.

How likely would you be to consider switching from your favorite social media site to a better site if one becomes available?
1 – Not at all likely 7.4%
2 – Not very likely 10.8%
3 – Neutral 37.1%
4 – Somewhat likely 27.8%
5 – Very likely 14.7%
NA – I do not use any social media sites 2.2%
Total 100.0%
Somewhat/Very Likely 42.5%

Do you have a Google+ account?
Yes, and I use it all the time 24.1%
Yes, but I don’t use it often 26.5%
No, but I would like to sign up 16.0%
No, and I have no desire to sign up 17.7%
What’s Google+? 15.6%
Total 100.0%
Which social media sites do you visit regularly and how? (Regularly means routinely, as a set pattern.) (Check all that apply): **Facebook**

- On a computer: 72.4%
- On a mobile device using the URL: 24.8%
- On a mobile device using an app: 62.6%
- Do NOT visit regularly: 13.9%

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

**Hulu**

- On a computer: 24.1%
- On a mobile device using the URL: 7.1%
- On a mobile device using an app: 6.5%
- Do NOT visit regularly: 71.1%

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

**LinkedIn**

- On a computer: 22.4%
- On a mobile device using the URL: 7.8%
- On a mobile device using an app: 7.1%
- Do NOT visit regularly: 72.8%

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

**MySpace**

- On a computer: 14.6%
- On a mobile device using the URL: 8.5%
- On a mobile device using an app: 9.5%
- Do NOT visit regularly: 78.9%

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

**Twitter**

- On a computer: 23.1%
- On a mobile device using the URL: 10.9%
- On a mobile device using an app: 21.8%
- Do NOT visit regularly: 66.0%

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

**YouTube**

- On a computer: 54.1%
- On a mobile device using the URL: 24.5%
- On a mobile device using an app: 46.3%
- Do NOT visit regularly: 28.6%

*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.
**Which of the following do you prefer using to access the Internet?**

<table>
<thead>
<tr>
<th>Device</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smartphone</td>
<td>28.6%</td>
</tr>
<tr>
<td>Tablet</td>
<td>7.8%</td>
</tr>
<tr>
<td>Desktop or Laptop computer</td>
<td>63.6%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100.0%</strong></td>
</tr>
</tbody>
</table>

**When it comes to your smartphone/tablet, which is more important?**

<table>
<thead>
<tr>
<th>Importance</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>The best service/coverage</td>
<td>80.3%</td>
</tr>
<tr>
<td>The newest technology</td>
<td>19.7%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100.0%</strong></td>
</tr>
</tbody>
</table>

**DEMOGRAPHICS**

**What is your gender?**

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>44.9%</td>
</tr>
<tr>
<td>Female</td>
<td>55.1%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100.0%</strong></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 - 24</td>
<td>12.2%</td>
</tr>
<tr>
<td>25 - 34</td>
<td>33.0%</td>
</tr>
<tr>
<td>35 - 44</td>
<td>19.4%</td>
</tr>
<tr>
<td>45 - 54</td>
<td>16.7%</td>
</tr>
<tr>
<td>55 - 64</td>
<td>11.2%</td>
</tr>
<tr>
<td>65+</td>
<td>7.5%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100.0%</strong></td>
</tr>
</tbody>
</table>

**Average** 40.1

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