



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%

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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%

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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%

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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%

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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%

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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%

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Which of the following do you prefer using to access the Internet?

Smartphone	28.6%
Tablet	7.8%
Desktop or Laptop computer	63.6%
Total	100.0%

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

The best service/coverage	80.3%
The newest technology	19.7%
Total	100.0%

DEMOGRAPHICS**What is your gender?**

Male	44.9%
Female	55.1%
Total	100.0%

Please tell us which age range you are in:

18 - 24	12.2%
25 - 34	33.0%
35 - 44	19.4%
45 - 54	16.7%
55 - 64	11.2%
65+	7.5%
Total	100.0%
Average	40.1

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