



**Source: Prosper Mobile Insights™ Mobile Survey (November-11)  
Conducted 11/29-12/2/11 among 332 smartphone and tablet users on their devices.**

**How helpful has your smartphone or tablet been to your holiday shopping so far?**

It has been an integral part in my holiday shopping experience -- couldn't holiday shop without it!	23.5%
It has made shopping more convenient, but I could holiday shop without it if I needed to	35.2%
I haven't seen much of a benefit -- I prefer shopping without it	8.1%
I haven't used it yet, but I plan to	13.6%
NA -- Don't holiday shop/Don't plan to use my device for holiday shopping	19.6%
Total	100.0%
<b>Sum of "Mobile Holiday Shoppers" (those who have already used their devices for holiday shopping)</b>	<b>66.9%</b>

***Of "Mobile Holiday Shoppers"...***

It has been an integral part in my holiday shopping experience -- couldn't holiday shop without it!	35.1%
It has made shopping more convenient, but I could holiday shop without it if I needed to	52.7%
I haven't seen much of a benefit -- I prefer shopping without it	12.2%

**How likely would you be to recommend holiday shopping on a smartphone or tablet to a friend or colleague? 0 means you are not at all likely to recommend holiday shopping on a mobile device and 10 means you are extremely likely to recommend mobile holiday shopping.**

0 - Not at all likely	7.7%
1	2.5%
2	4.2%
3	5.6%
4	5.9%
5	10.2%
6	8.5%
7	13.4%
8	9.5%
9	7.4%
10 - Extremely likely	25.1%
Total	100.0%

**Do you plan to use your smartphone or tablet for any of the following activities this holiday season? (Check all that apply)**

Taking pictures	81.6%
Communicating with loved ones I will not get to see for the holidays	67.8%
Making plans to get together with family/friends	56.6%
Checking the weather	54.2%
Taking videos	53.3%
Searching for gifts/stores/deals	50.3%
Sharing my holiday experiences through social media	48.2%
Purchasing products	42.8%
Listening to holiday music/radio stations	42.5%
Finding holiday recipes	40.7%
Using GPS to navigate to a holiday event	40.4%
Keeping a gift list	34.0%

Watching holiday videos	26.2%
Countdown/calendar to holiday events	25.9%
Downloading holiday ringtones	25.3%
Searching for decorating ideas	23.8%
Playing holiday games	22.6%
Downloading holiday wallpaper for my device	19.9%
Health related activities (counting calories)	19.0%
Purchasing a smartphone for myself	17.8%
Purchasing a gift card for apps/accessories	17.8%
Purchasing a tablet for myself	17.2%
Reading holiday books	16.3%
Tracking Santa Claus	15.7%
Purchasing a tablet as a gift	15.1%
Purchasing a smartphone as a gift	14.2%
Purchasing smartphone or tablet accessories for myself	13.6%
Donating to charities	12.7%
Purchasing smartphone or tablet accessories as gifts	7.5%

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

### Would you donate to the Salvation Army bell ringers using your smartphone or tablet if they accepted mobile payments?

Yes	30.4%
No	35.8%
I don't know	27.1%
I don't donate to the Salvation Army	6.6%
Total	100.0%

### DEMOGRAPHICS

#### What is your gender?

Male	45.2%
Female	54.8%
Total	100.0%

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

18 - 24	16.0%
25 - 34	23.5%
35 - 44	18.4%
45 - 54	19.6%
55 - 64	14.5%
65+	8.1%
Total	100.0%

**Average** 41.5

#### Disclaimer of Warranties:

Prosper Mobile Insights™ is a trademark of Prosper Business Development Corp. Services are delivered by Prosper and/or Prosper affiliated companies ("Prosper"). Prosper makes no warranties, either expressed or implied, concerning: data gathered or obtained from any source; the present or future methodology employed in producing the statistics; or the data and all estimates represent only the opinion of Prosper and reliance thereon and use thereof shall be at the user's own risk.