

SMARTPHONES*Smartphone Survey Reveals over Half Say Their Smartphone is Their Life*

May 26, 2011

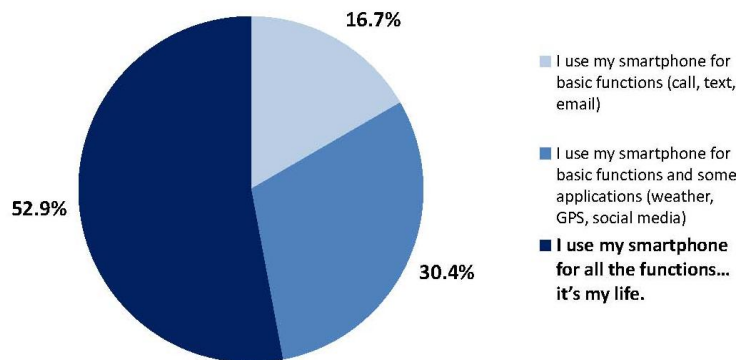
A majority of smartphone users are fully integrating their devices into every aspect of their daily lives. 53% use their phone for all the functions – it's "their life."

With all the unique features of smartphones, texting (21.6%), Internet (16.7%) and email (15.7%) are the top functions smartphone users say they cannot live without. Calling features (7.8%), GPS (6.9%) and Facebook (5.9%) are also necessities to some.



Source: Prosper Mobile Insights™ Smartphone Survey
May 2011, N = 102 Smartphone Users
Conducted 5/13-5/18/11 on smartphone devices

Which of the following best describes how you use your smartphone?

**Top Privacy/Security Concerns Among Smartphone Users:**

- Location being tracked: 35.3%
- Someone accessing personal information: 31.4%
- Someone accessing financial data: 21.6%
- Online behavior being tracked: 11.8%

Despite these concerns, 55.9% of smartphone users say they prefer using their smartphone to access the Internet over using a computer (35.3% prefer to use a computer while 8.8% aren't sure).

Smartphone Shopping Behaviors:

- Browsing or looking for a product/service: 81.4%
- Locating a store or store hours: 77.5%
- Reading customer reviews: 57.8%
- Researching specific products: 57.8%
- Receiving text messages with special offers: 53.9%
- Making a purchase: 50.0%
- Scanning a QR code: 34.3%
- Writing a customer review: 20.6%
- None of the above: 5.9%

"Consumers are integrating mobile devices into all aspects of their daily lives—including shopping. Smartphone and tablet users are more engaged with online content and in turn are more influenced by digital advertising." – Gary Drenik, President & CEO, Prosper Business Development, Corp.