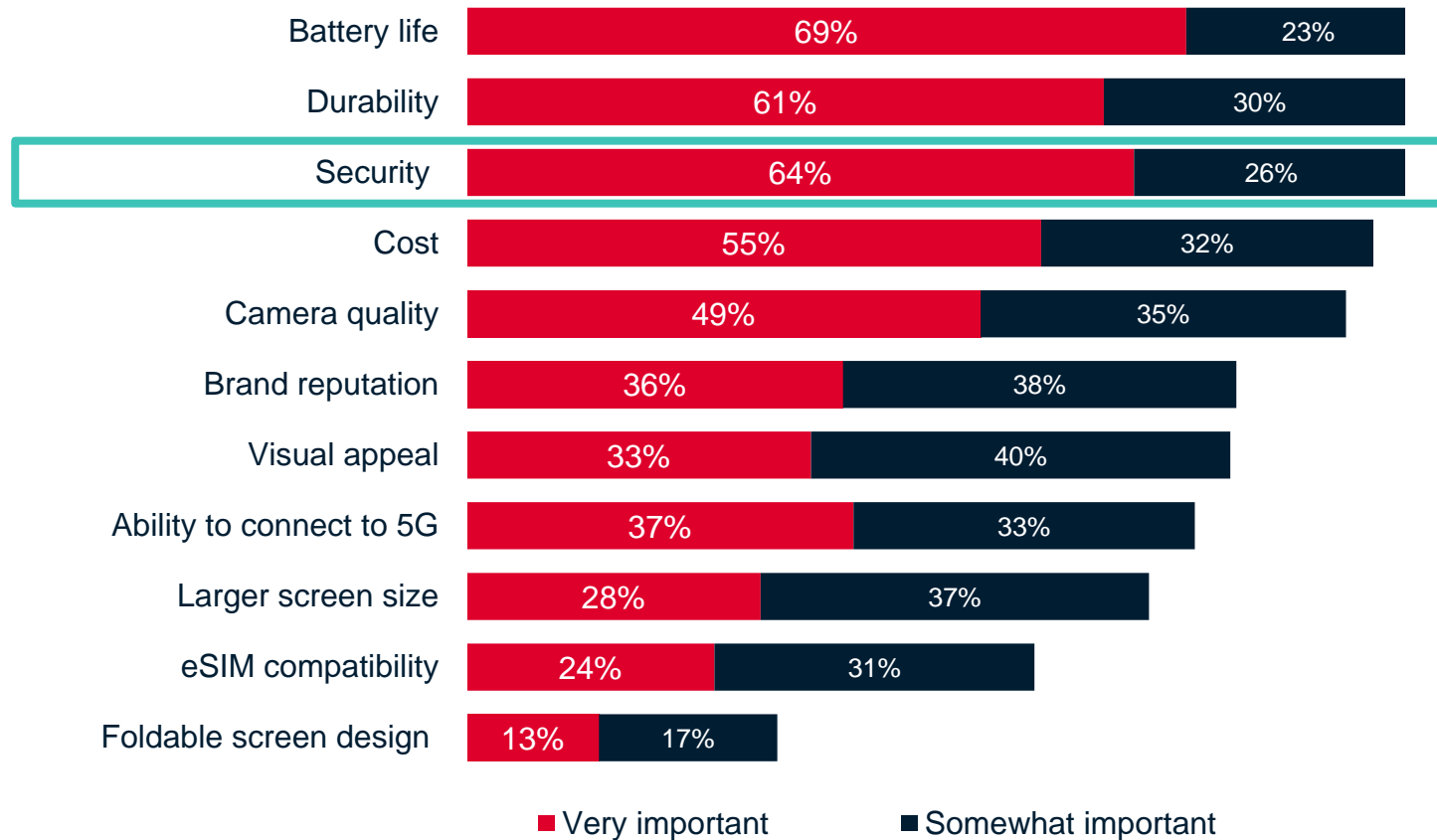


Smartphone purchasing criteria

Security in the top 3

Importance of features when choosing the next smartphone

Percentage of consumers



- **Core features driving choices:** consumers are still focusing on the fundamentals such as battery life, durability and camera quality
- **Security ranks high – for all age groups:** growing importance of privacy, security and data protection as smartphones are used for the sharing of personal or sensitive data (e.g. health, financial information), for connecting on social media, and for access to digital services

Base: Smartphone users who intend to replace their smartphone. Aggregate figures for the 10 countries analysed (Brazil, China, France, Germany, India, Italy, Japan, South Korea, UK, US).