





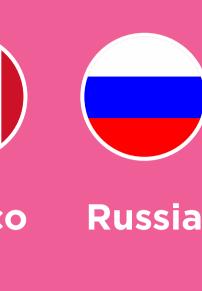






China







phone quality is life quality 

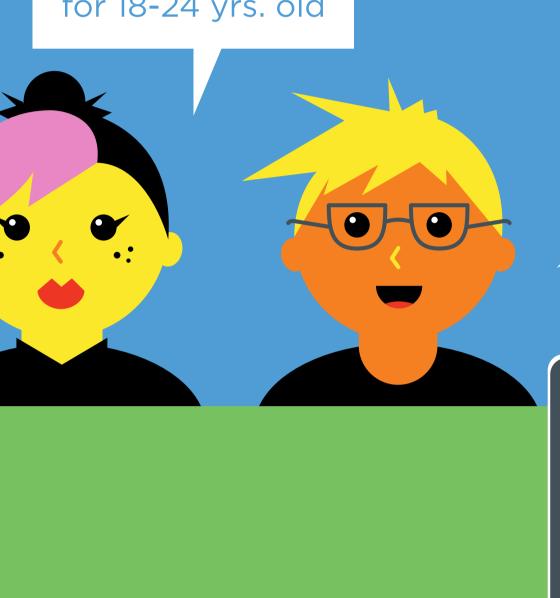


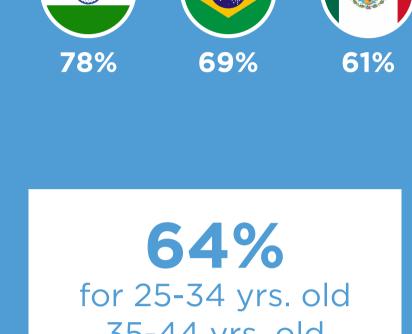
## 55% of



affects their quality of life especially

quality 5 /% of





## people agree there are features on their smartphone that they didn't know they needed

but now can't go without especially













## dream prices make it first class... without a first class price tag



the line" product especially 88%

smartphone performs

like a premium, "top of











## long battery life good durability large storage capacity good security features good screen resolution and display quality where long battery life is the most important where good security where large storage features are most capacity is most

**important** 

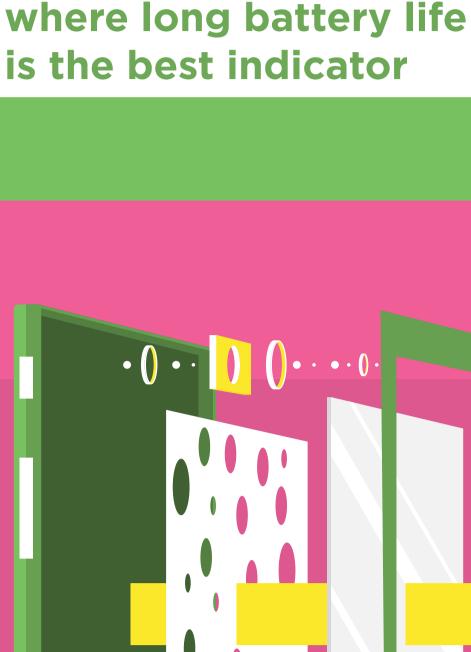
half of consumers (48%) prefer phones made of metal rather than plastic (20%) or glass (6%)

make it metal

make it shine

**important** 

62% 63% good screen long battery

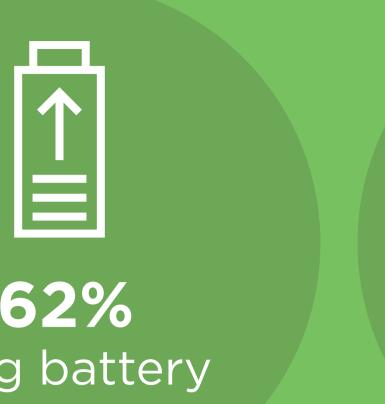


resolution

display quality is the best indicator



73%



life

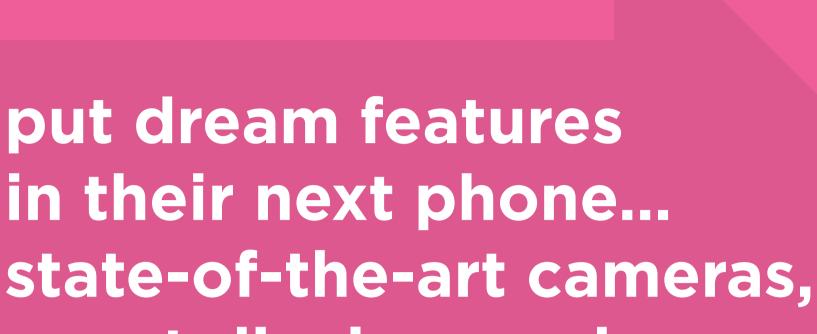
71%

69%

68%



67%



one-touch secure access

58%

42%

36%



countries that rank "camera

imaging experience" 1st out of

several possibilities that they'd

software that delivers an outstanding

most like to see in their next phone

1 in 4. would be willing to pay over 20% more for a phone with an extra-long battery life or

extra-large storage capacity

are open to paying over 20% more for a phone

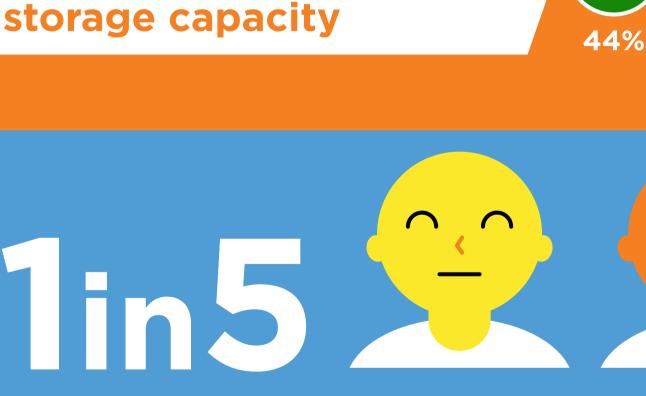
Willing to pay over

battery life

20% more for extra-long

Willing to pay over 20%

more for extra-large





Willing to pay over 20%

more for a better camera



40%

36%









When it comes to 18-24 yrs. old paying more for

certain smartphone

features, Millennials

over 20% more for a

better product.

Especially...

are most willing to pay



45%



30%



25-34 yrs. old



longer battery life

(N=2,096), Russia (N=1,103), China (N=1,030), and India (N=1,107).

33%

32%

enhanced camera zoom 24% 27% and photo resolution Motorola Global Mobile Value Index Survey was conducted by KRC Research via an online survey January 23 - January 31, 2017. A total of N=11,928 adults ages 18+ were interviewed in each of the following countries: U.S. (N=1,088), Brazil (N=1,130), Mexico (N=1,068), U.K. (2,241), Spain (1,065), Germany

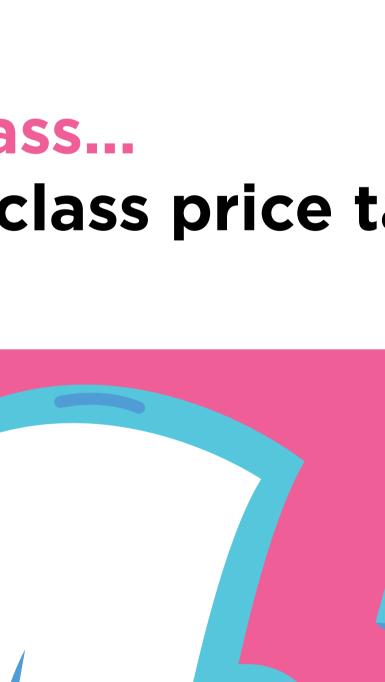
Millennial and for 18-24 yrs. old Gen X quality of life is most tied 35-44 yrs. old to smartphone







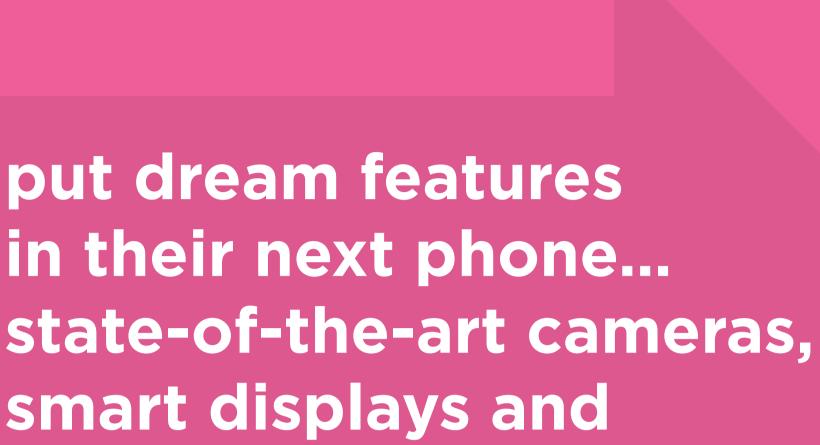




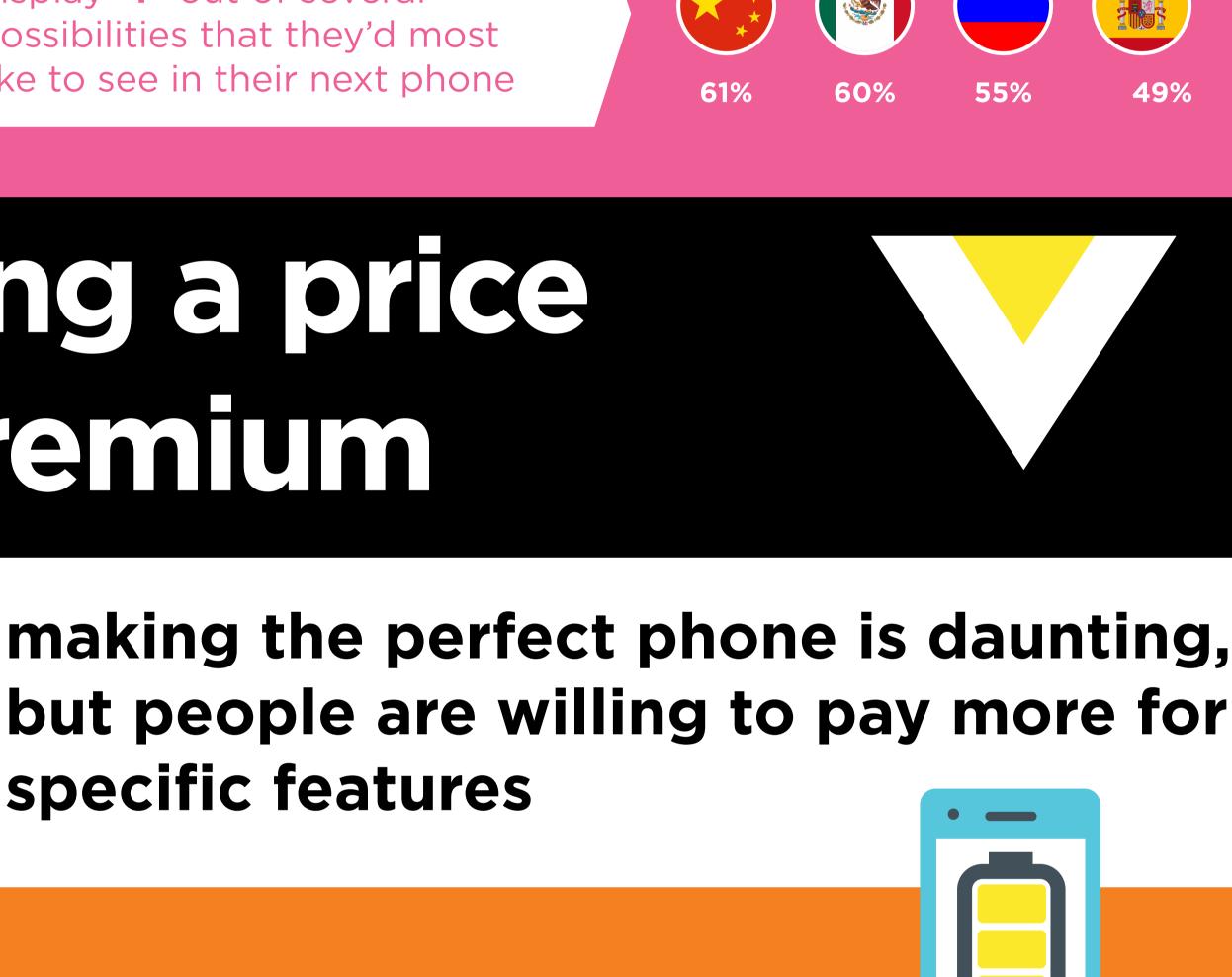
consumers say that the best indicators of a premium, top-of-the-line phone are 58% good camera



59%



35%



61%



