



moto

global mobile value index

Lenovo



phone quality is life quality



55% of people say the quality of their smartphone significantly affects their quality of life

Millennial and Gen X quality of life is most tied to smartphone quality



57% of people agree there are features on their smartphone that they didn't know they needed but now can't go without



especially



dream phone with dream prices



make it first class... without a first class price tag

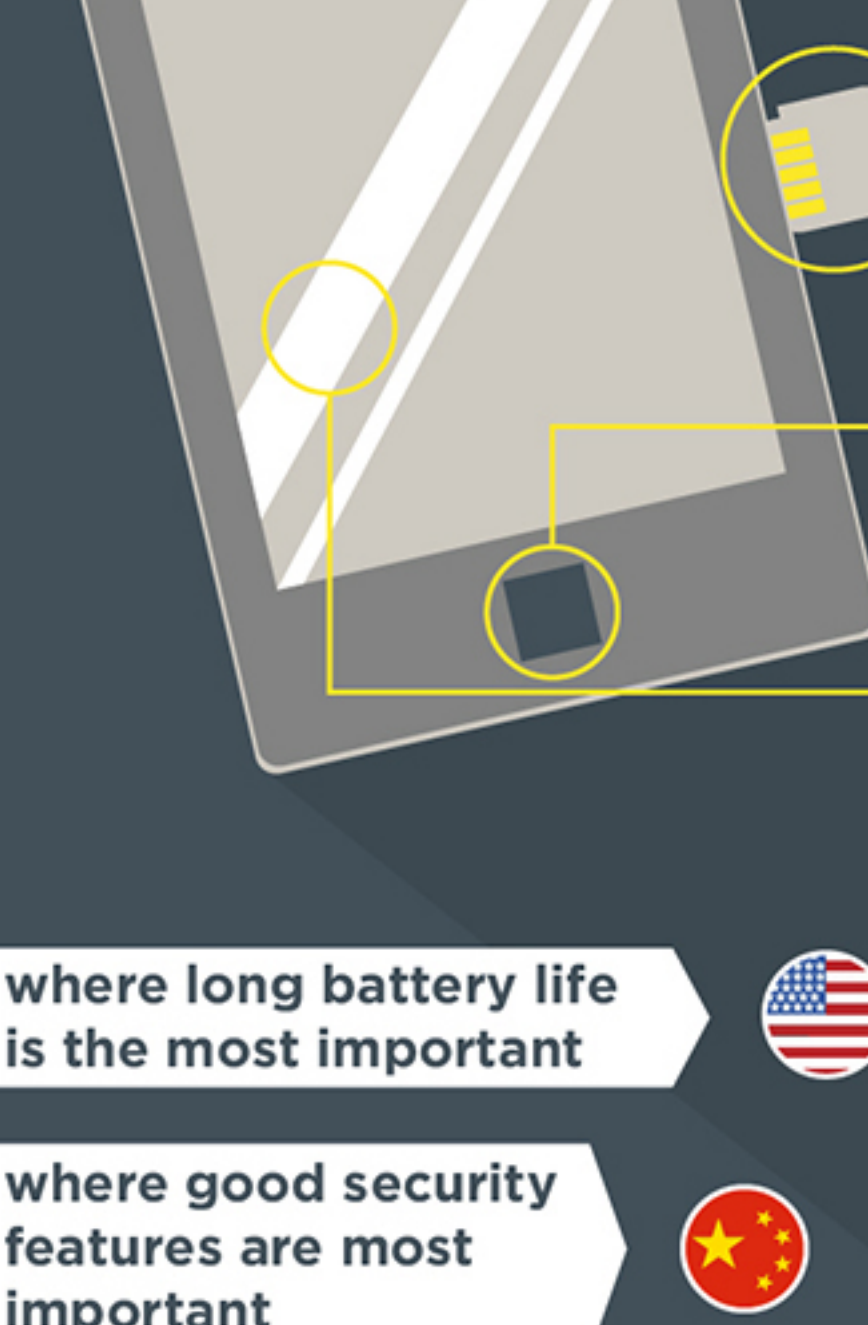
75% of people say it's important their smartphone performs like a premium, "top of the line" product



especially



make it sturdy rating as "most important" feature



- 1 long battery life
- 2 good durability
- 3 large storage capacity
- 4 good security features
- 5 good screen resolution and display quality

where long battery life is the most important



where good security features are most important



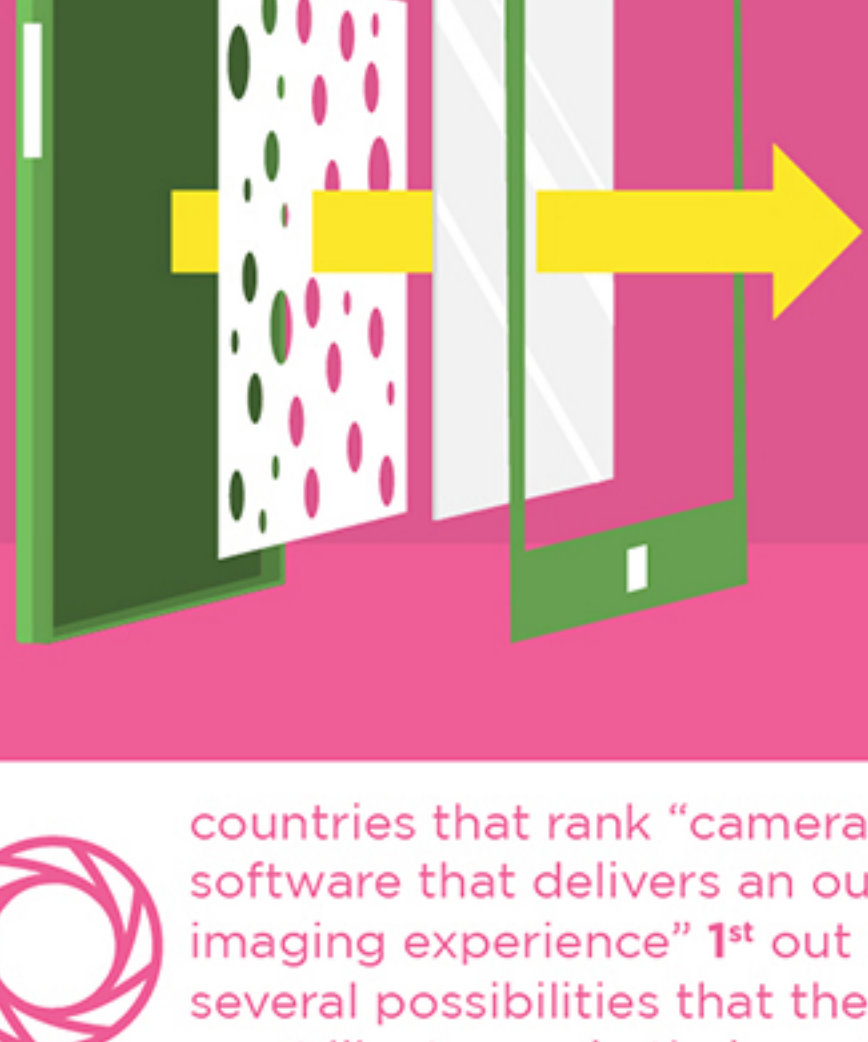
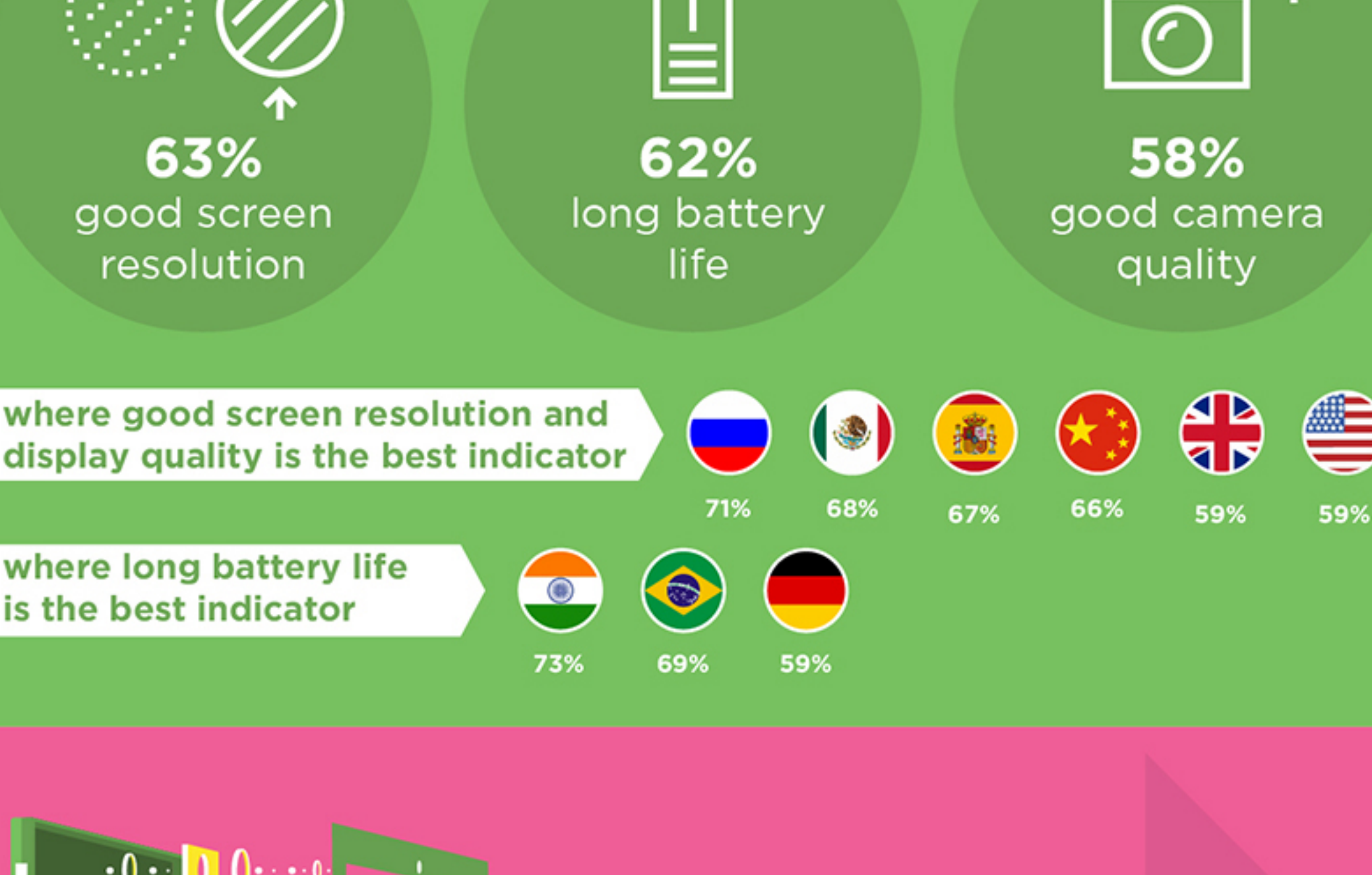
where large storage capacity is most important



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

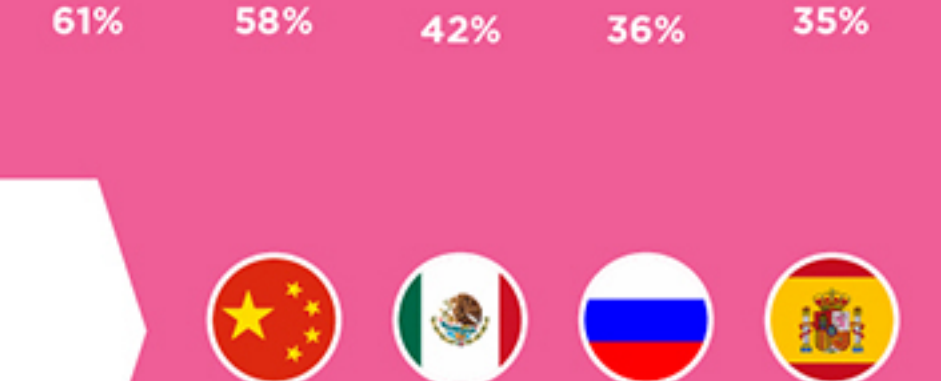


make it shine consumers say that the best indicators of a premium, top-of-the-line phone are

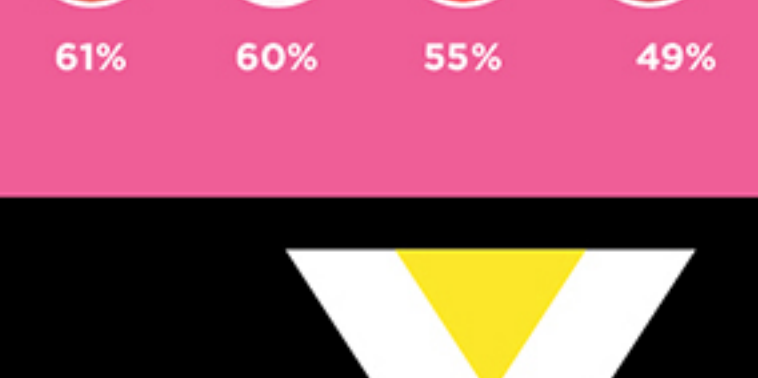


put dream features in their next phone... state-of-the-art cameras, smart displays and one-touch secure access

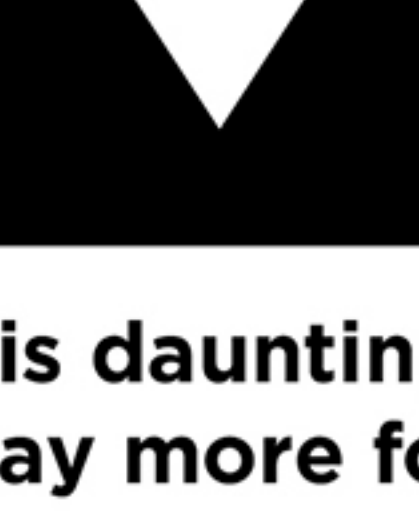
countries that rank "camera software that delivers an outstanding imaging experience" 1st out of several possibilities that they'd most like to see in their next phone



countries that rank "smarter display" 1st out of several possibilities that they'd most like to see in their next phone



putting a price on premium



making the perfect phone is daunting, but people are willing to pay more for specific features

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



Willing to pay over 20% more for extra-long battery life



Willing to pay over 20% more for extra-large storage capacity

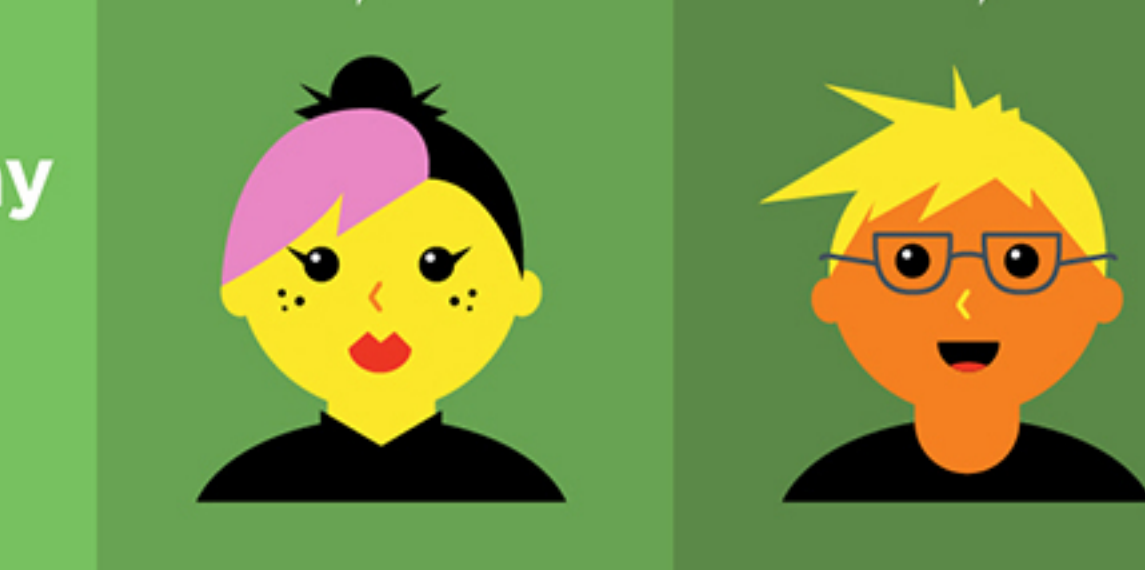


1 in 5 are open to paying over 20% more for a phone with a better camera

Willing to pay over 20% more for a better camera



When it comes to paying more for certain smartphone features, Millennials are most willing to pay over 20% more for a better product. Especially...



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