

# The iPhone® turns 10 years

(...and other astounding numbers describing our love affair with the smartphone.)

What does the empirical data say about people and their beloved smartphones? In a wide-ranging survey of over 1,200 individuals of all ages and backgrounds, Axway has uncovered some startling facts. Here are the exclusive results just in time for the iPhone's 10th birthday. Where does your love affair with the smartphone fit in?

## Security & Privacy

top consumers wish list

**69%** of smartphone owners want future development to focus on data security and privacy as opposed to cool new apps and features



Apps still make consumers

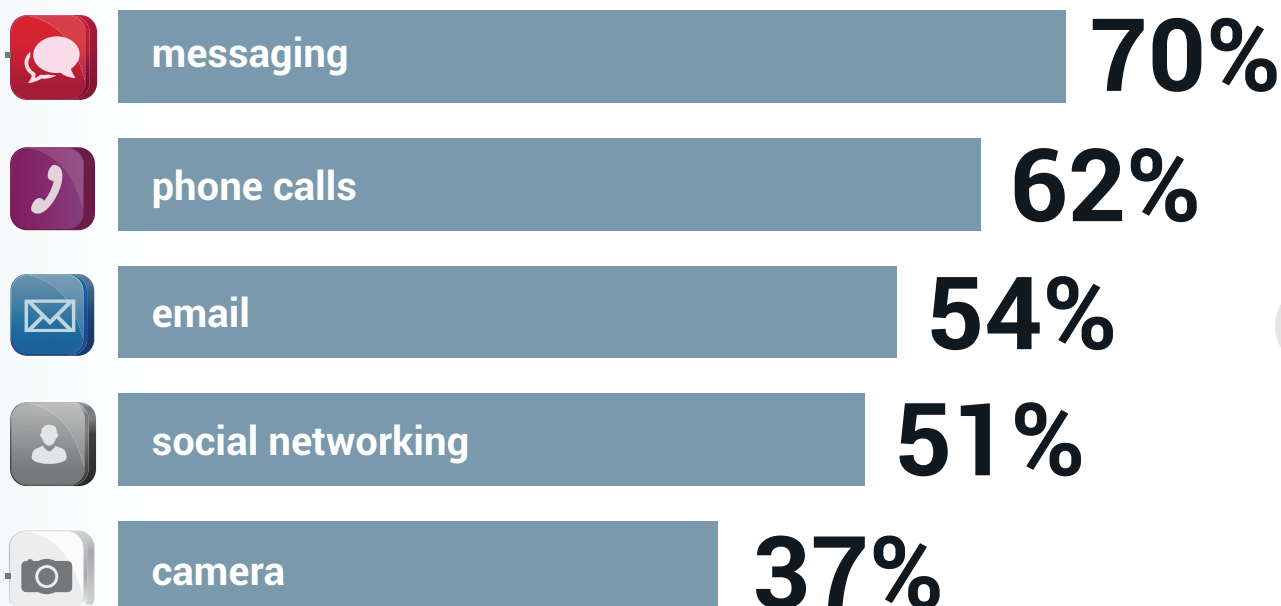
## appy :)

**62%** said they would not give up all their mobile apps for a voice-activated service like Siri® that works perfectly every time

**Only 5%** of consumers ranked new voice capabilities on their wish list for improving the smartphone experience

## Top 5 uses:

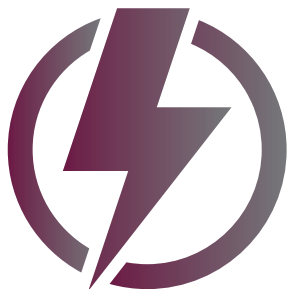
messaging overtakes phone calls



Other rankings include: gaming (30%), music (28%), navigation (24%), clock (23%), shopping (23%), weather (22%) and banking (21%)  
Emerging services like video chat (8%) and mobile TV (11%) saw minimal usage

## Battery power

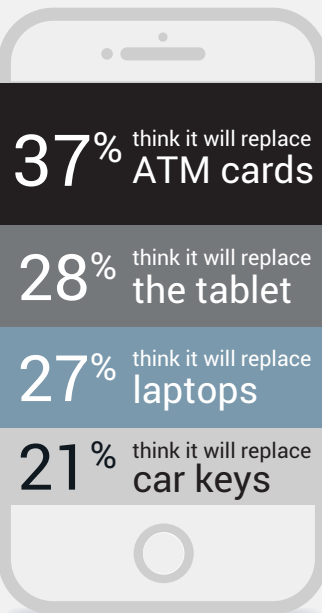
key to future mobile experience



**48%** of consumers agree that battery power was far and away the top priority

Wireless charging (15%), increased durability (10%) and greater connectivity with other devices (8%) were noted as important to the future mobile experience  
More futuristic technologies such as a 3D screen (4%) or virtual reality (4%) were not comparatively as important to consumers

## What will my smartphone replace next?

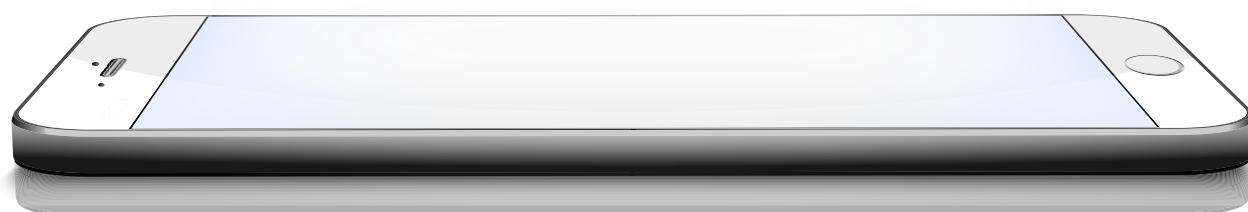


## Don't take my smartphone away!



Survey respondents would give up *what* before their smartphone?!

<b>47%</b> alcohol	<b>31%</b> exercise	<b>10%</b> would give up talking to their significant other for a week of smartphone access
<b>35%</b> sugar	<b>31%</b> watching TV	
<b>33%</b> coffee	<b>23%</b> sex	



**LEARN MORE**

Read the full survey with questions and results.  
[axway.com/APPyAnniversary](http://axway.com/APPyAnniversary)