

CryptClip: March/April 2016 survey results

The goal of the survey was to acquire data to shape our market strategy.
Here we summarise the key findings from the data we collected.

Infographic:



93 Respondents

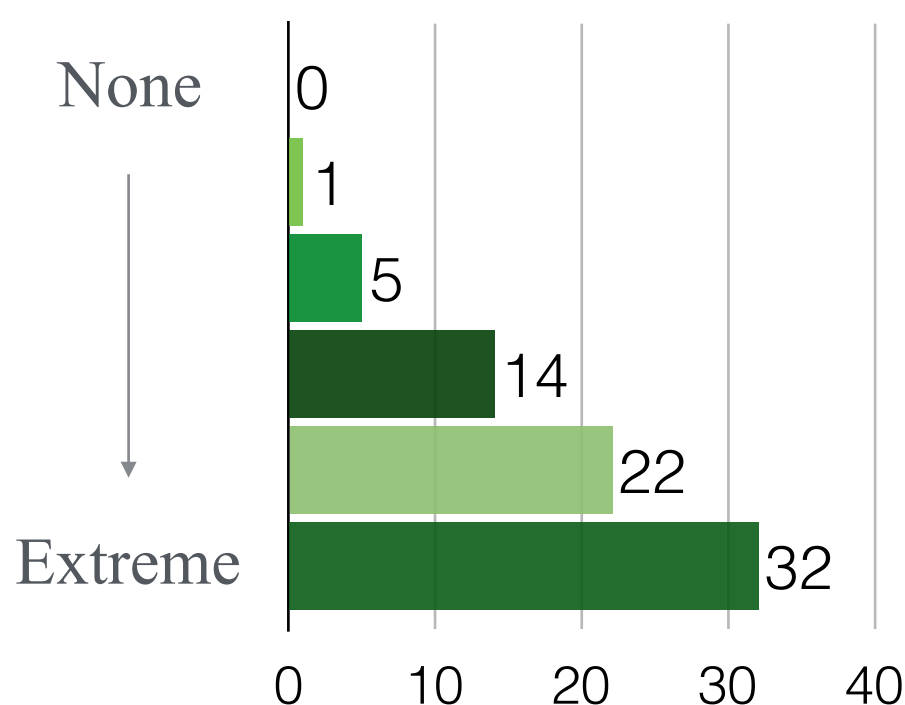
Main age group:
26 - 35 (60%)

Mostly
not students (90%)

Industries most represented

- IT industry (20%)
- Research and development (20%)
- Media and Arts (13%)

Level of distress if personal data were compromised (74 responses)



Most important kind of information to exchange securely (69 responses)

Email, instant messages



62%





PDF, word documents



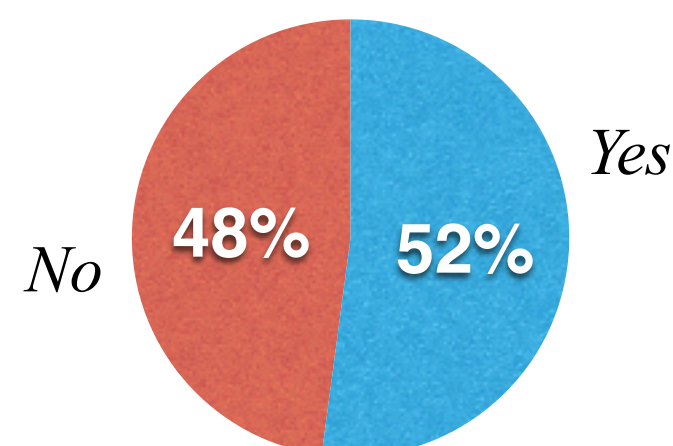
16%

Key questions:




Do you believe *secure communication* is an issue for either your *work life* and/or *personal life*?
(93 responses)

- Both personal and work life (45%) 
- Personal life only (20%) 
- Work Life only (10%) 
- I do not believe it is an issue (25%) 

Do you use software of physical devices to protect the privacy of your communication?
(71 responses)



How much are you willing to pay for a device like CryptClip that can keep your communications (calls, messages, file sharing, etc.) secure (72 responses):

- More than 50\$ (25%) 
- Between 20\$ and 50\$ (30%) 
- Less than 20\$ (30%) 
- Would not buy it (15%) 