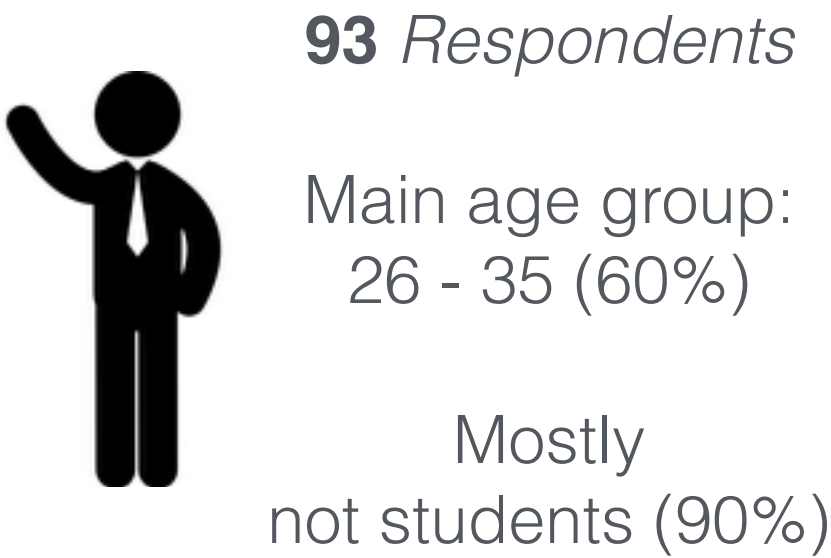


The goal of the survey was to acquire data to shape our market strategy.
Here we summarise the key findings from the data we collected.

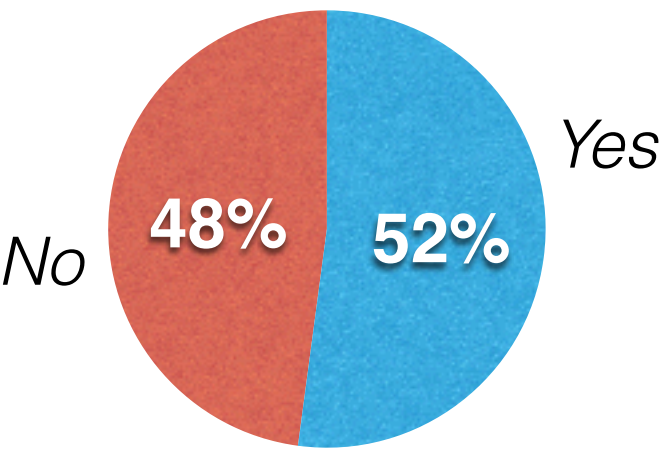
Infographic:



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 (20%)
- Work Life (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)



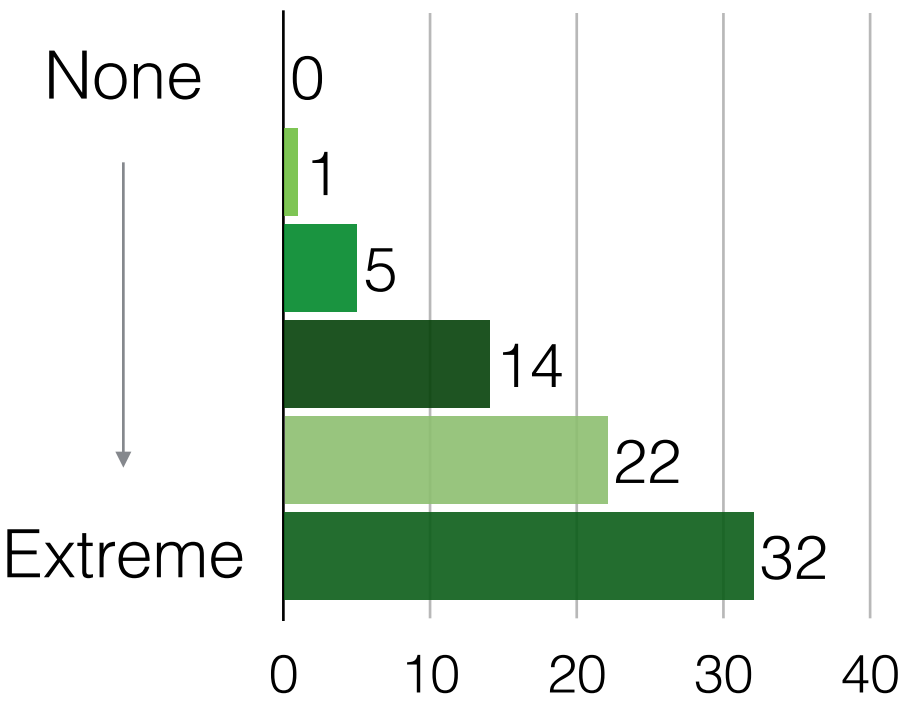
Price people are willing to pay for a device like CryptClip that can keep their communications (calls, messages, file sharing, etc.) secure (72 responses):

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

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):



62%



16%