

The Evolving Electronics Market

National Survey in 19 Countries

Part B : Data Protection & Security



We will see

- Level of concern about data protection & security
- Data protection methods/measures on mobile phone devices
- Comparisons of preferred protection measures across countries

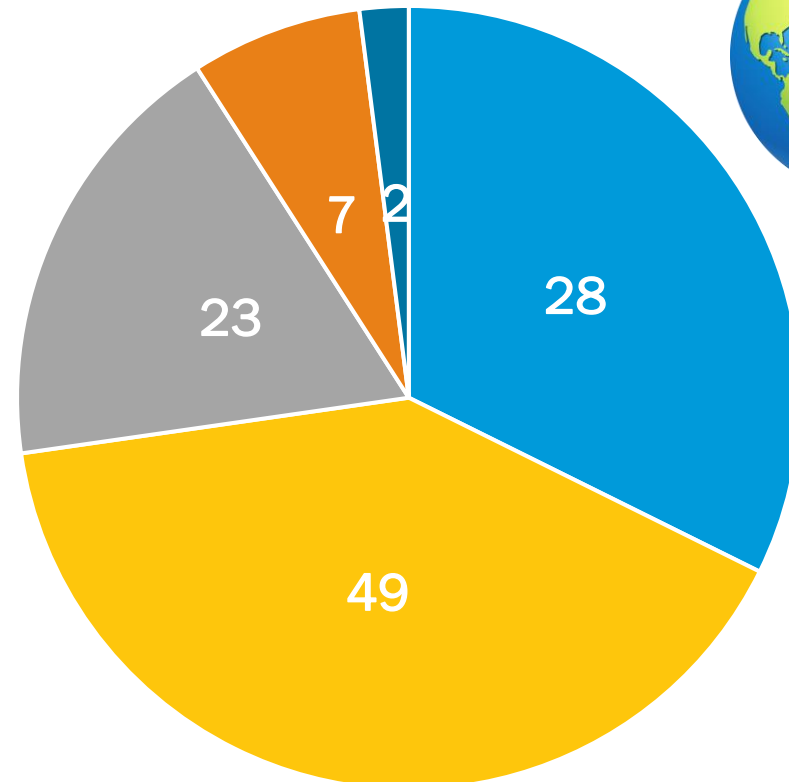
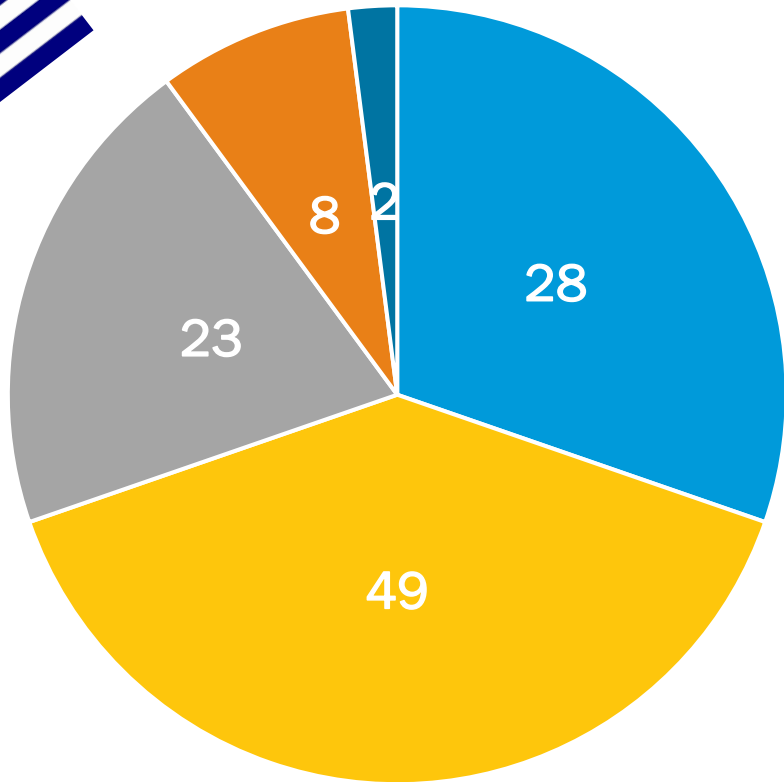
Research Basic Specs

- **Greece** : Quantitative research online
- Structured Questionnaire
- Via YouGov panel (32+ thousand active members)
- Population : men-women 18+ Nationally
- Sample : 1000 people
- Fieldwork : 10-15 March 2023
- **National Survey**: via YouGov panel in 18 countries
- Population: adults 18+, total sample 18.674 people
- Countries : US, Canada, Mexico, Great Britain, France, Germany, Spain, Denmark, Italy, Poland, Sweden, Australia, China, Hong Kong, Indonesia, India, Singapore, United Arab Emirates (UAE)
- Fieldwork : 7-29 September 2022

Both in Greece and internationally, the majority of the public is concerned about the security of their data

"How concerned are you about the security of your data?"

%



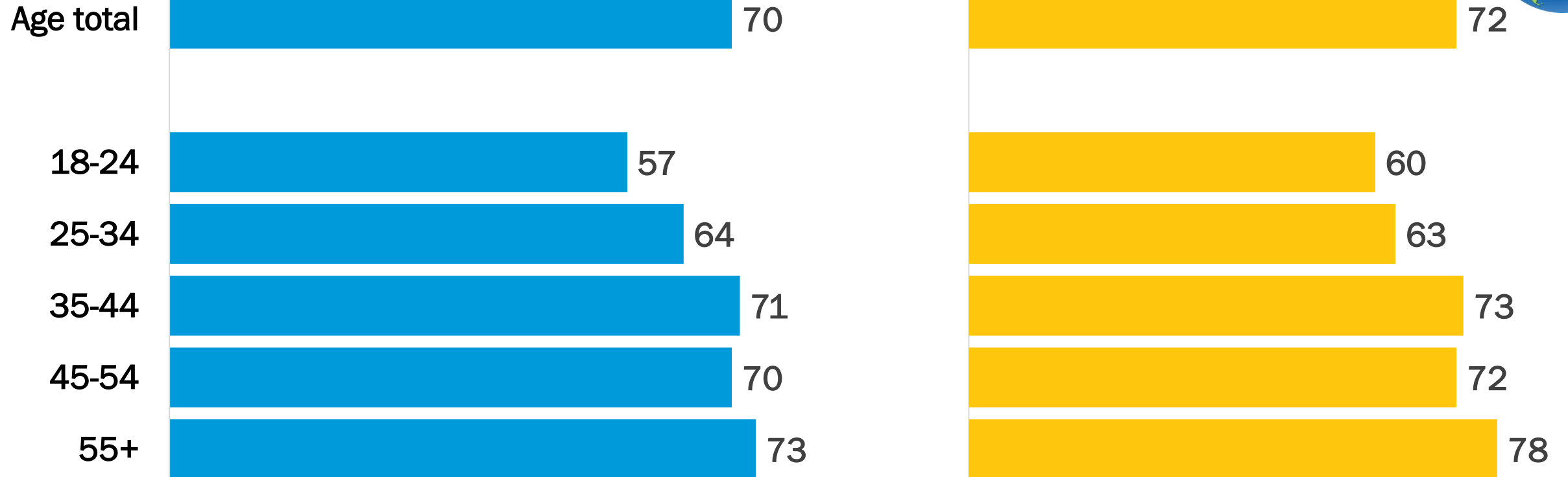
■ I am very worried/troubled ■ I am worried/troubled enough ■ Neither yes/nor no ■ Not so much ■ I am not worried/troubled at all

Young people express a lower degree of concern about their data than older people, and this is also an international trend



"How concerned are you about the security of your data?"

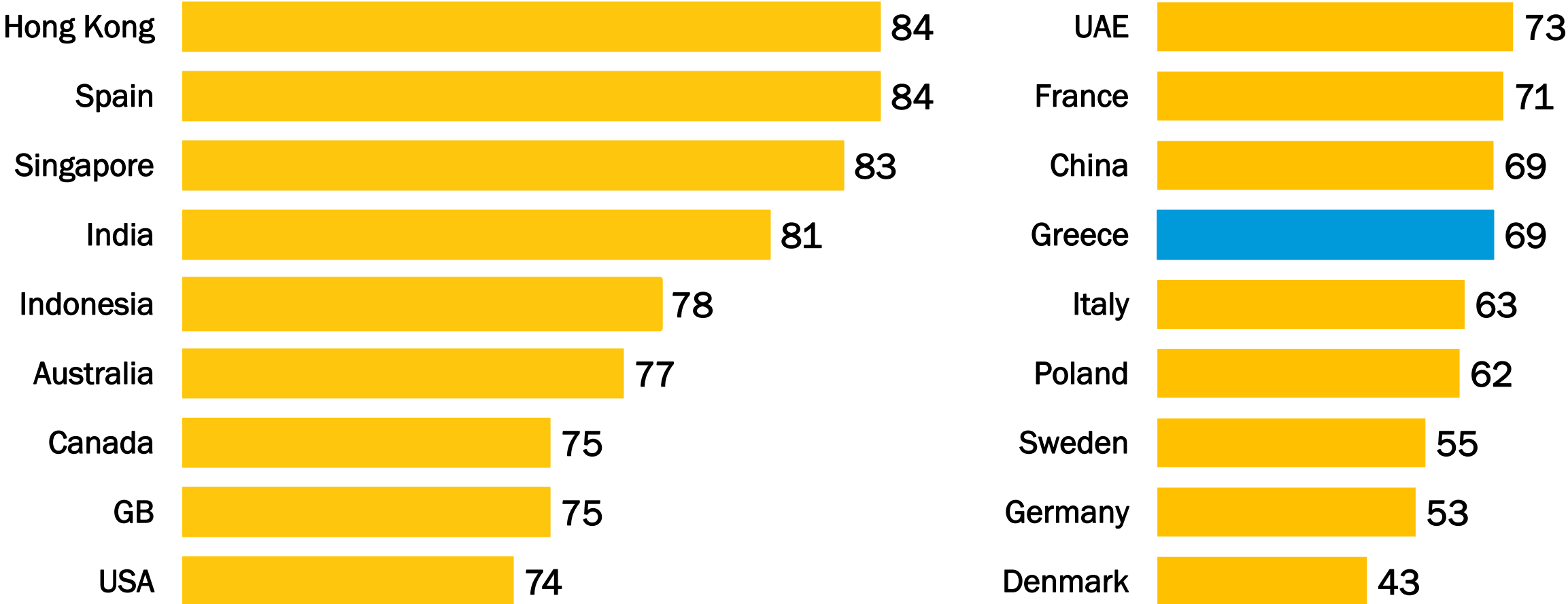
% concerned a lot/enough



Compared to other countries, Greece ranks 13th in terms of data security concern

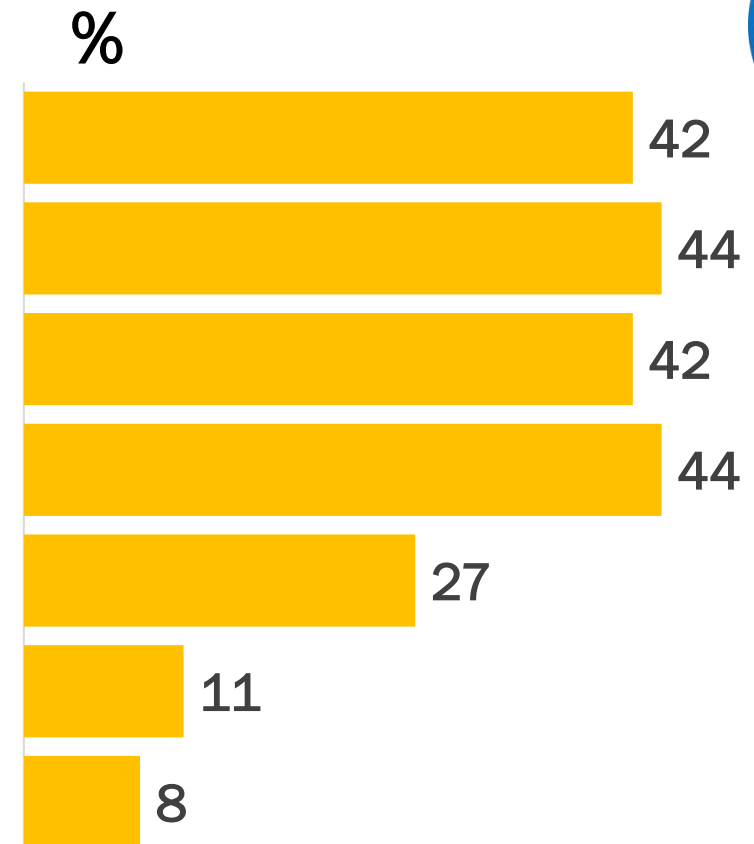
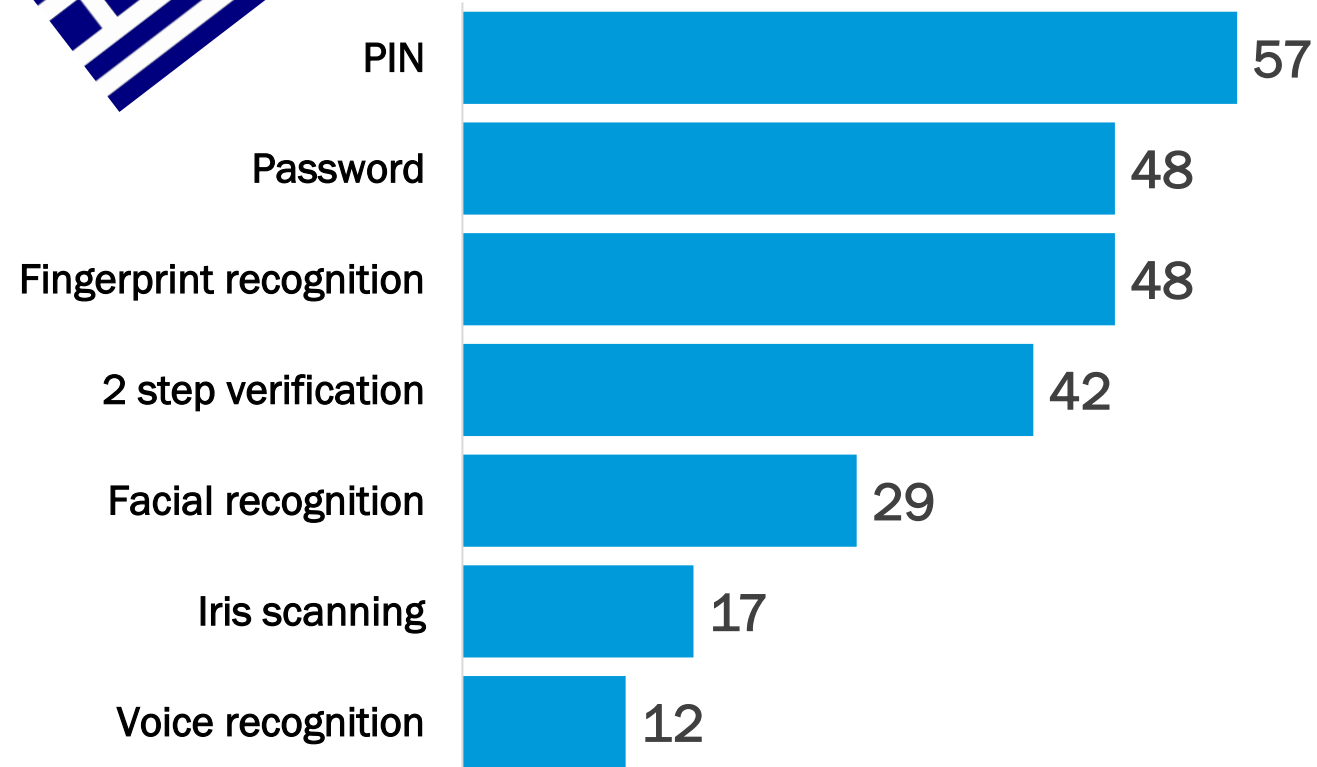
"How concerned are you about the security of your data?"

% concerned a lot/enough



The desired security measures that play a role in choosing a mobile phone device are quite important

"What are the desired security measures you want when choosing to buy a mobile device?"



Young people worldwide prefer facial recognition and iris scanning more than older people, while older people prefer the “classic” personal code more



"What are the desired security measures you want when choosing to buy a mobile device?"

	18-24	25-34	35-44	45-54	55+
Password	41	42	44	44	47
PIN	34	37	41	43	49
Facial recognition	32	30	30	27	21
Fingerprint recognition	42	41	44	44	40
2 step verification (eg. where you can add an extra security measure to protect your data, for example getting sent a code)	46	45	45	44	41
Iris scanning	13	12	12	11	9
Voice recognition	11	10	8	7	6

%

In Greece, the middle ages prefer 2-factor authentication by a fairly large margin, with no other particularly significant differences in the rest of the mobile device security measures

«Which are the most important cell phone security measures when selecting a device?»

	18-24	25-34	35-44	45-54	55+
Password	55	52	48	52	43
PIN	57	57	56	58	57
Facial recognition	27	29	28	27	30
Fingerprint recognition	49	50	51	49	45
2 step verification (eg. where you can add an extra security measure to protect your data, for example getting sent a code)	47	41	50	42	38
Iris scanning	19	14	17	18	16
Voice recognition	13	12	11	11	13

%

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Thank you! Stay tuned : Part C will follow
Want more info? Ask antigoni@focus.gr