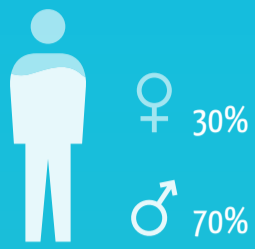


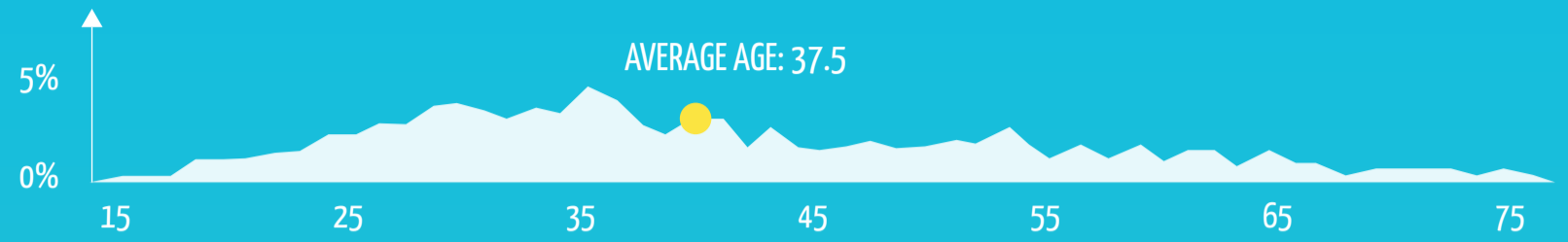
FAIRPHONE USER PROFILE

In order to understand the current user profile and user experience on Fairphone's first edition, we conducted an online survey including multiple choice, rating scale, ranking and open questions. The survey link was sent through the official communication channels of Fairphone. The participants are Fairphone owners. The total amount of respondents is 821.

GENDER



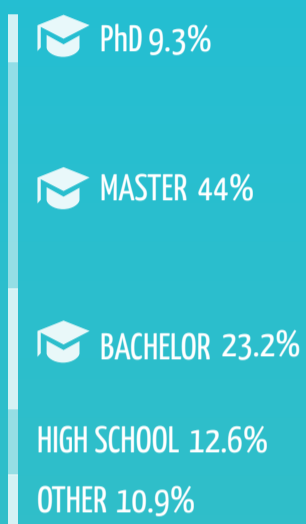
AGE



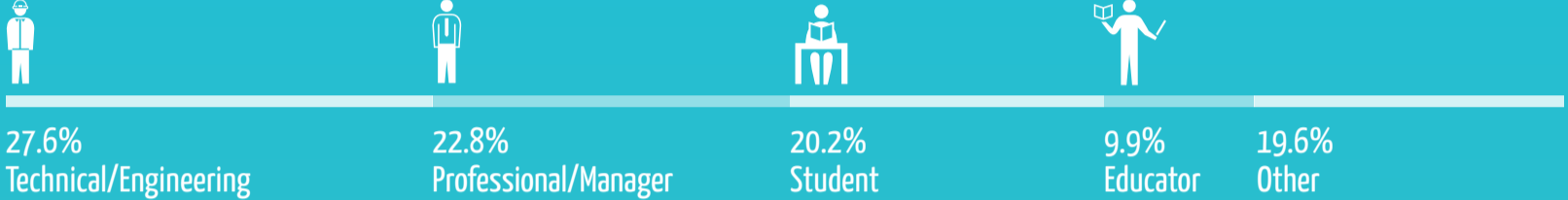
NATIONALITY



EDUCATION



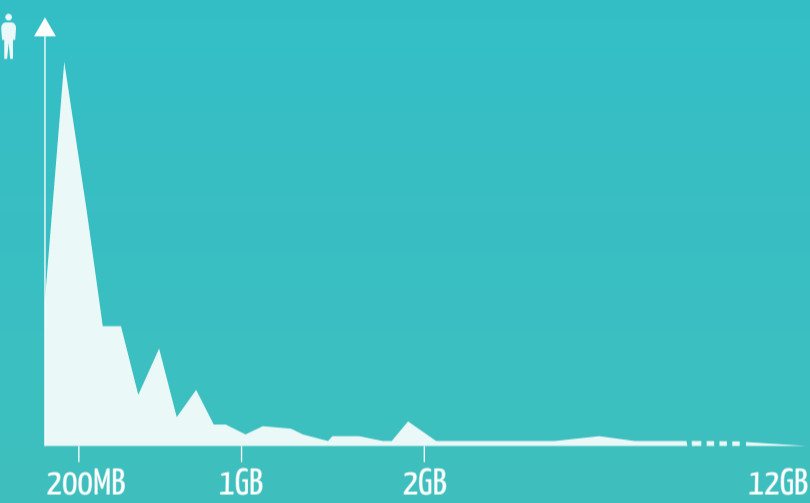
PROFESSION



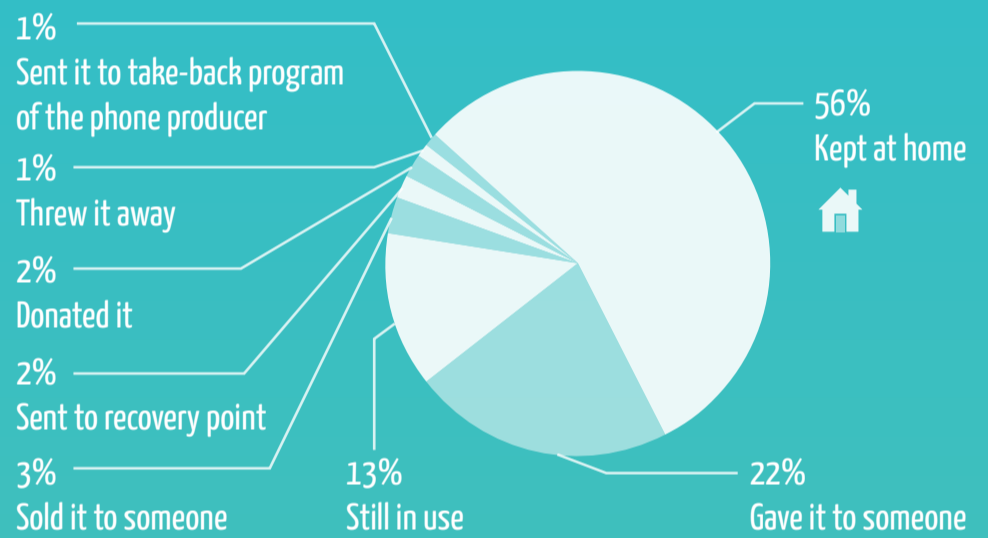
PURCHASE MOTIVATION



MONTHLY INTERNET USAGE



END OF LIFE PREVIOUS PHONE



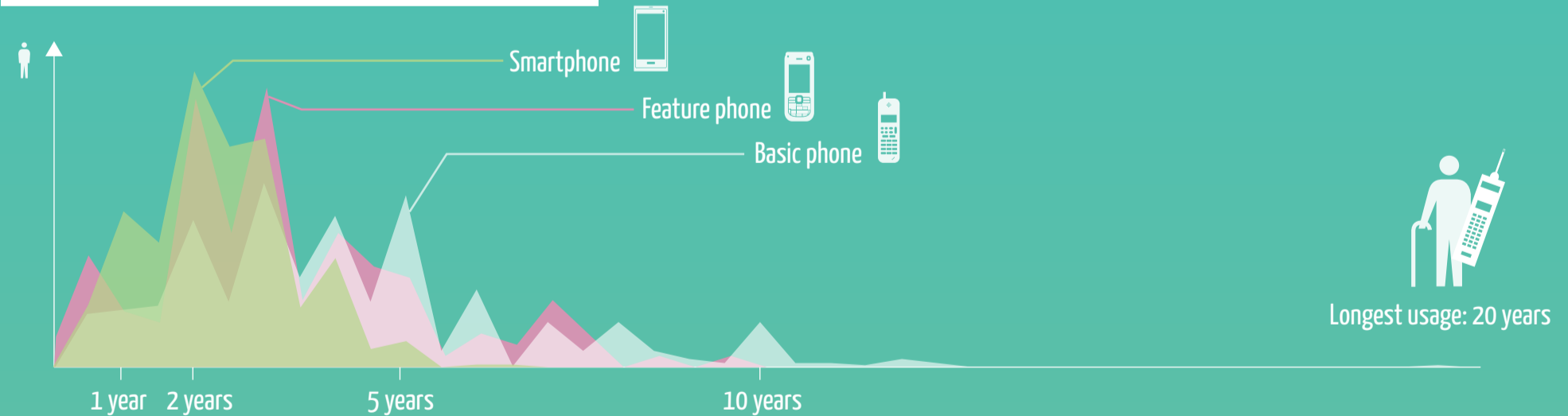
TYPE OF PREVIOUS PHONE



PURPOSE OF DUAL-SIM CARD



AVERAGE LIFETIME OF PREVIOUS PHONE



MOST DESIRED FEATURES IN FUTURE PHONE

1. Tell user how much energy it consumes and how to save energy;
2. Better protect user's privacy;
3. More replaceable components and better customizability;
4. Tell user how it is made and recycled;
5. Allow user to choose different open source operating systems;

WHAT USERS LIKE ABOUT FAIRPHONE

1. FAIR
2. SUSTAINABLE
3. DUAL-SIM
4. DURABLE
5. TRANSPARENT

WHAT USERS DISLIKE ABOUT FAIRPHONE

1. CRASHES & BUGS
2. OPERATING SYSTEM
3. CAMERA
4. GPS
5. SPEED

MOST PREFERRED MATERIAL IN DESIGN

1. Metal
2. Glass
3. Wood
4. Rubber
5. Plastic