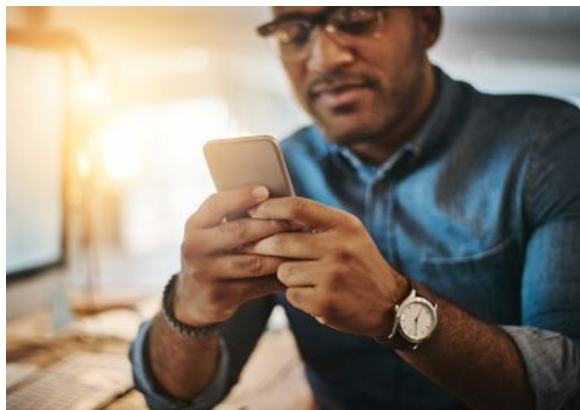


Smartphones - Canada - May 2019

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"The focus of this Report will be to better understand smartphone ownership, purchase decisions and overall attitudes. It will investigate what kind of smartphone consumers own, why they chose it, perceptions of the differences from one smartphone to the next and even a prediction of the future of foldable smartphones."

- **Scott Stewart, Senior Technology and Media Analyst**

This report looks at the following areas:

- Some consumers are ambivalent to many smartphone features
- Foldable smartphones face an uphill battle
- Smartphone ownership is almost ubiquitous
- Apple and Samsung lead the market and have established strong loyalty
- Awareness, consideration and conversion are key focus areas for brands

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