

KEY TAKEAWAYS:

MARKET SHARE TRENDS FOR
THE IPHONE IMPROVED Q/Q
AND ARE A TOUCH BETTER
Y/Y.

RECENT SMARTPHONE /
IPHONE PURCHASE
ENGAGEMENT DECLINED Q/Q
AND Y/Y.

CHINA MOBILE HAS
CONTINUED TO LOSE SHARE
IN OUR SURVEY TO THE LIKES
OF CHINA UNICOM AND
CHINA TELECOM.

OVER RECENT HISTORY IN
OUR SURVEY, SENTIMENT
TOWARD APPLE HAS ERODED
WHILE SENTIMENT TOWARD
HUAWEI HAS IMPROVED.

THE TOP REASONS FOR WHY
ANDROID OWNERS DON'T
HAVE THE IPHONE ARE PRICE
AND WANTING TO SUPPORT
DOMESTIC BRANDS.

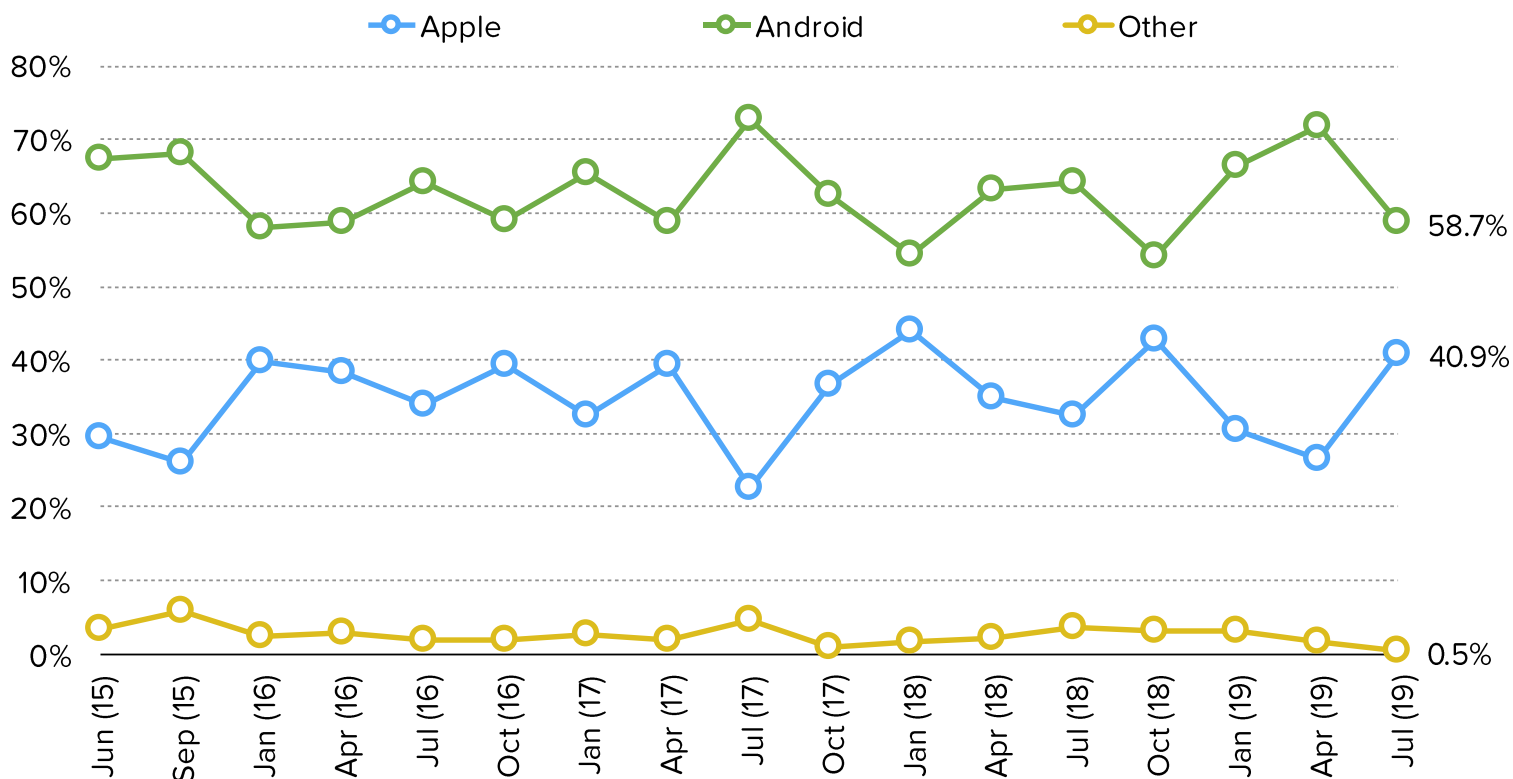
MACRO SENTIMENT TOWARD
DISCRETIONARY SPENDING
ABILITY AND THE ECONOMY
GOT "LESS STRONG"
SEQUENTIALLY.

Apple vs. Android Overseas

MARKET SHARE TRENDS AND PURCHASE ENGAGEMENT

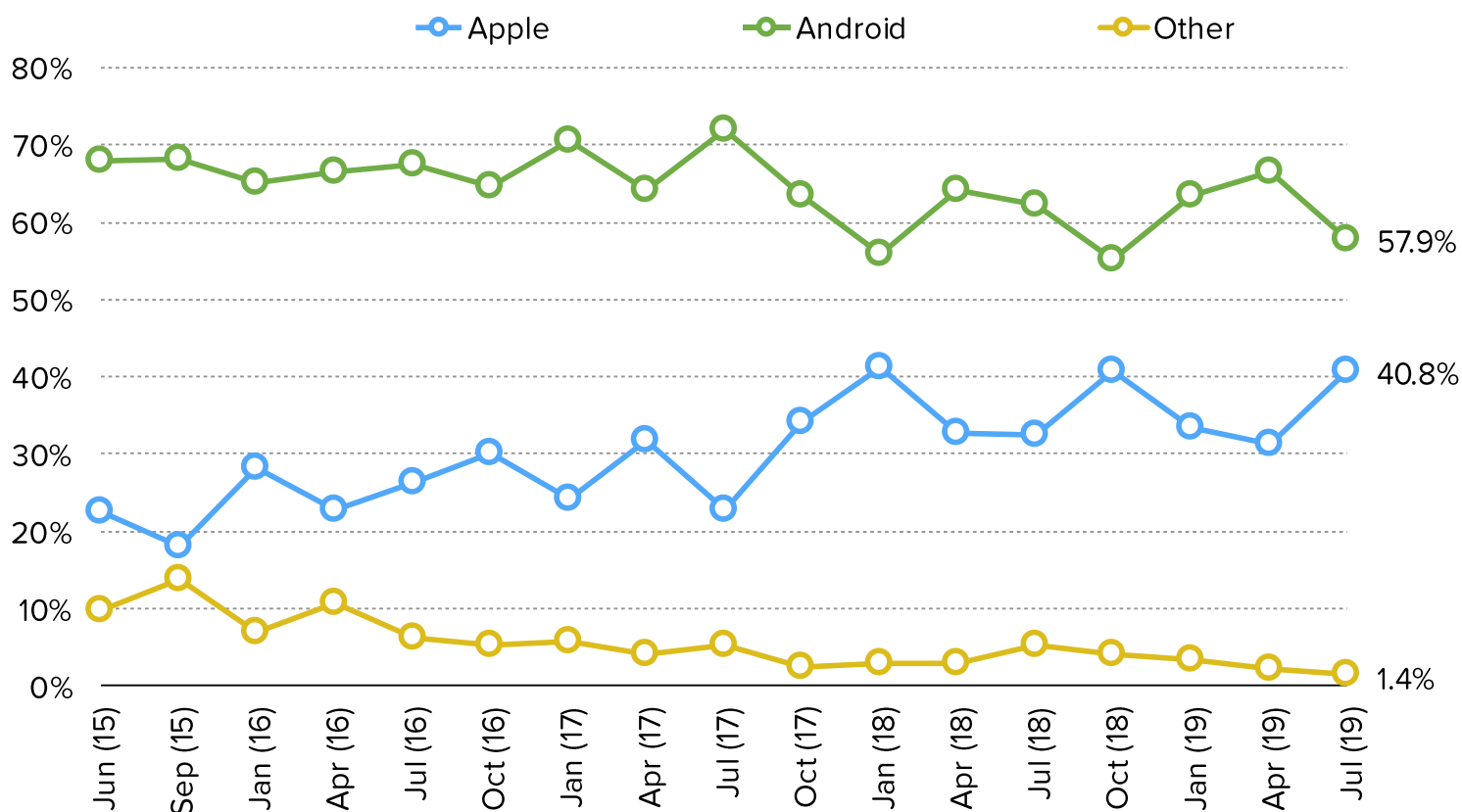
SMARTPHONE OWNERS – TYPE OF SMARTPHONE CURRENTLY OWN

This question was posed to all respondents.



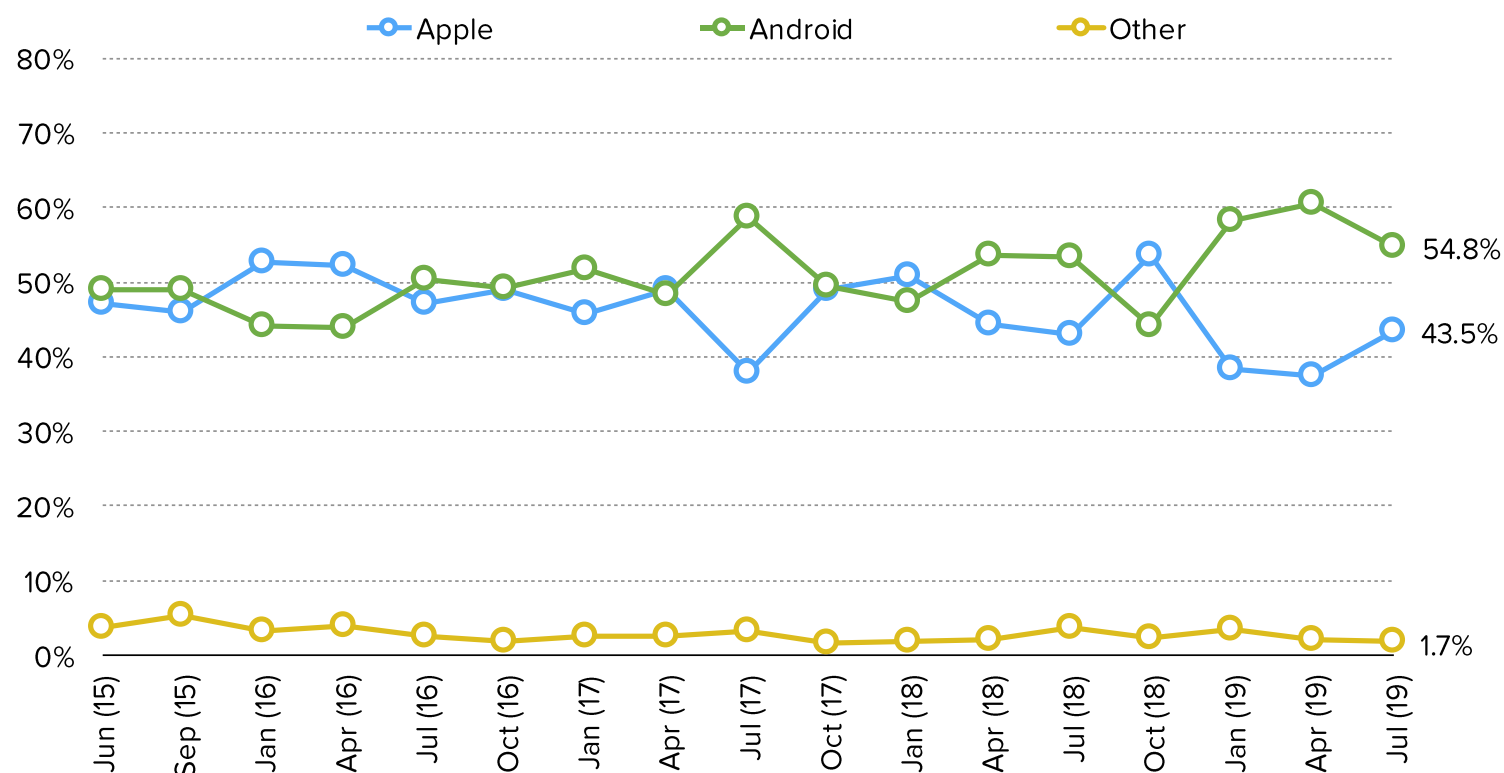
SMARTPHONE OWNERS - WHICH SMARTPHONE DID YOU OWN BEFORE YOUR CURRENT SMARTPHONE?

This question was posed to smartphone owners.



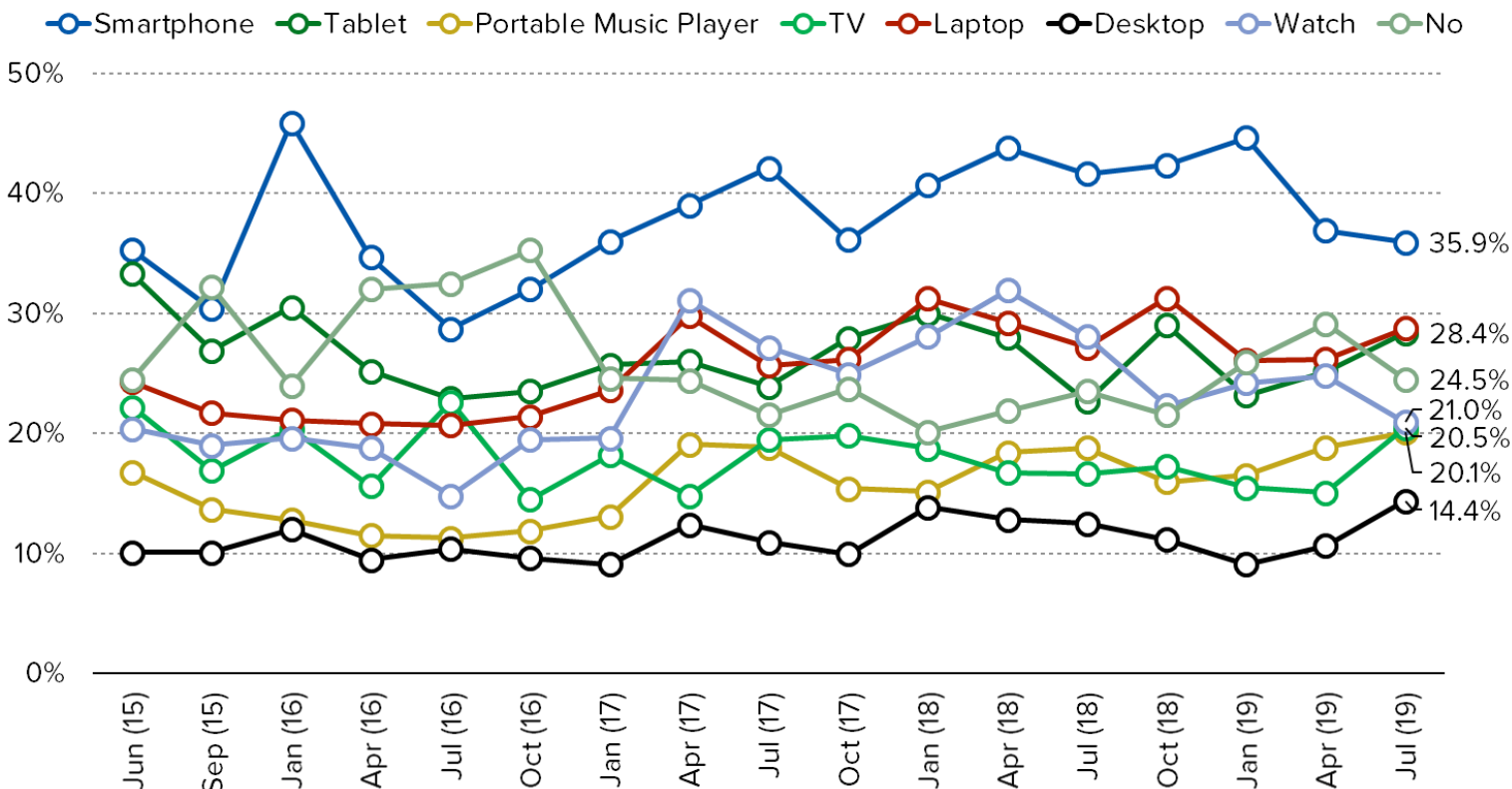
SMARTPHONE OWNERS - WHICH SMARTPHONE WILL YOU CHOOSE FOR YOUR NEXT SMARTPHONE?

This question was posed to smartphone owners.



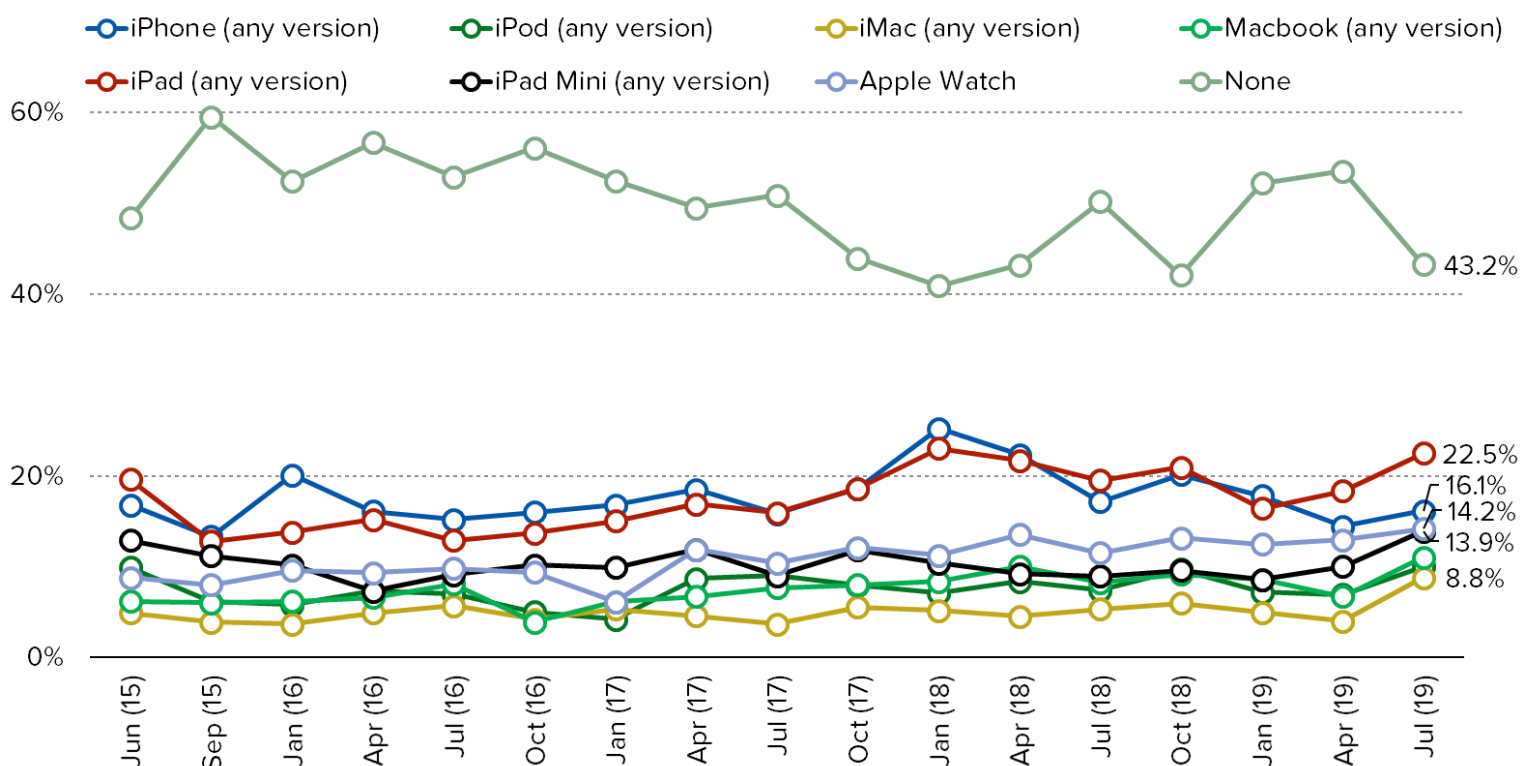
PURCHASED IN PAST THREE MONTHS

This question was posed to all respondents.



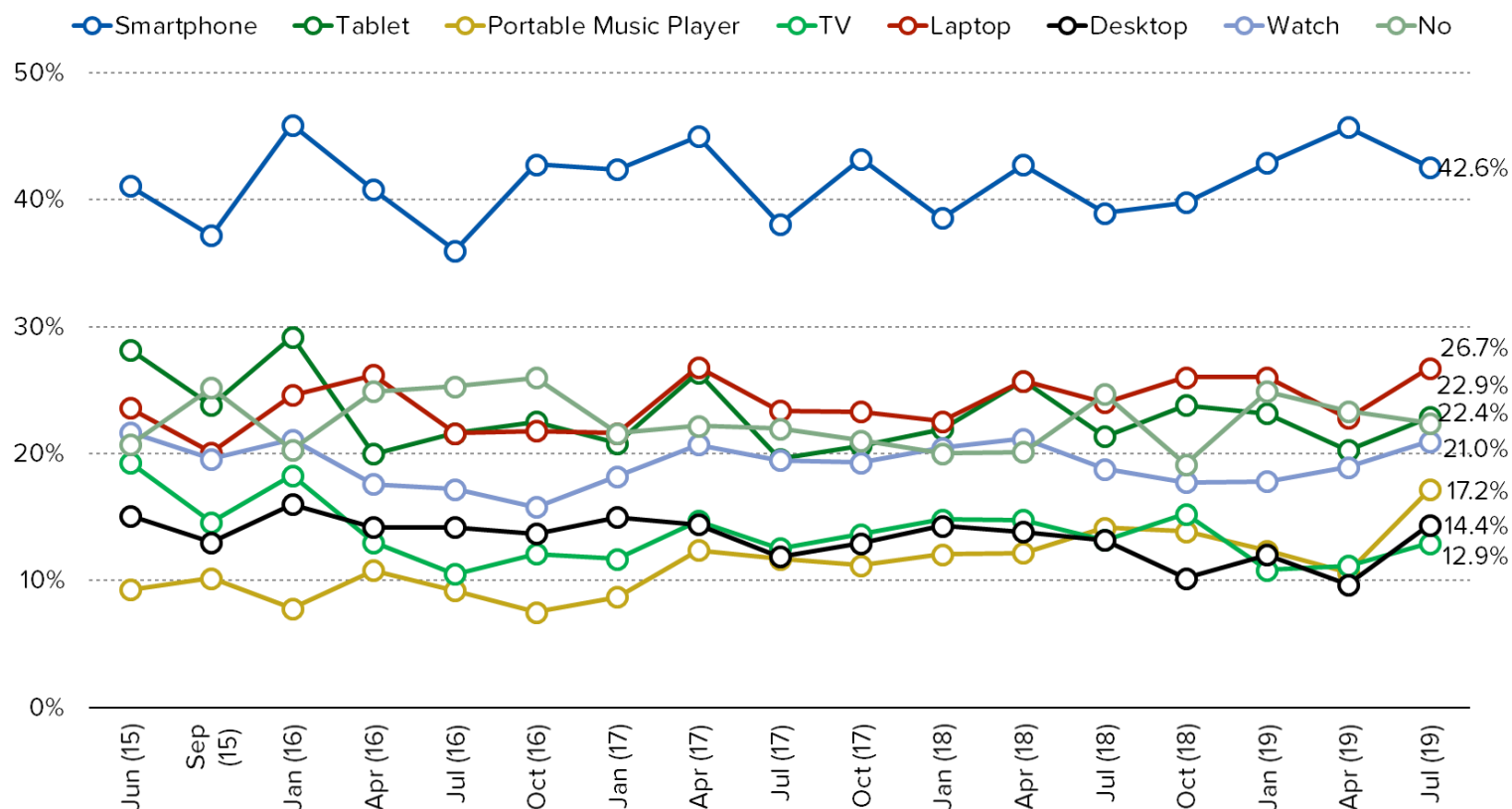
APPLE PRODUCTS PURCHASED IN PAST THREE MONTHS

This question was posed to all respondents.



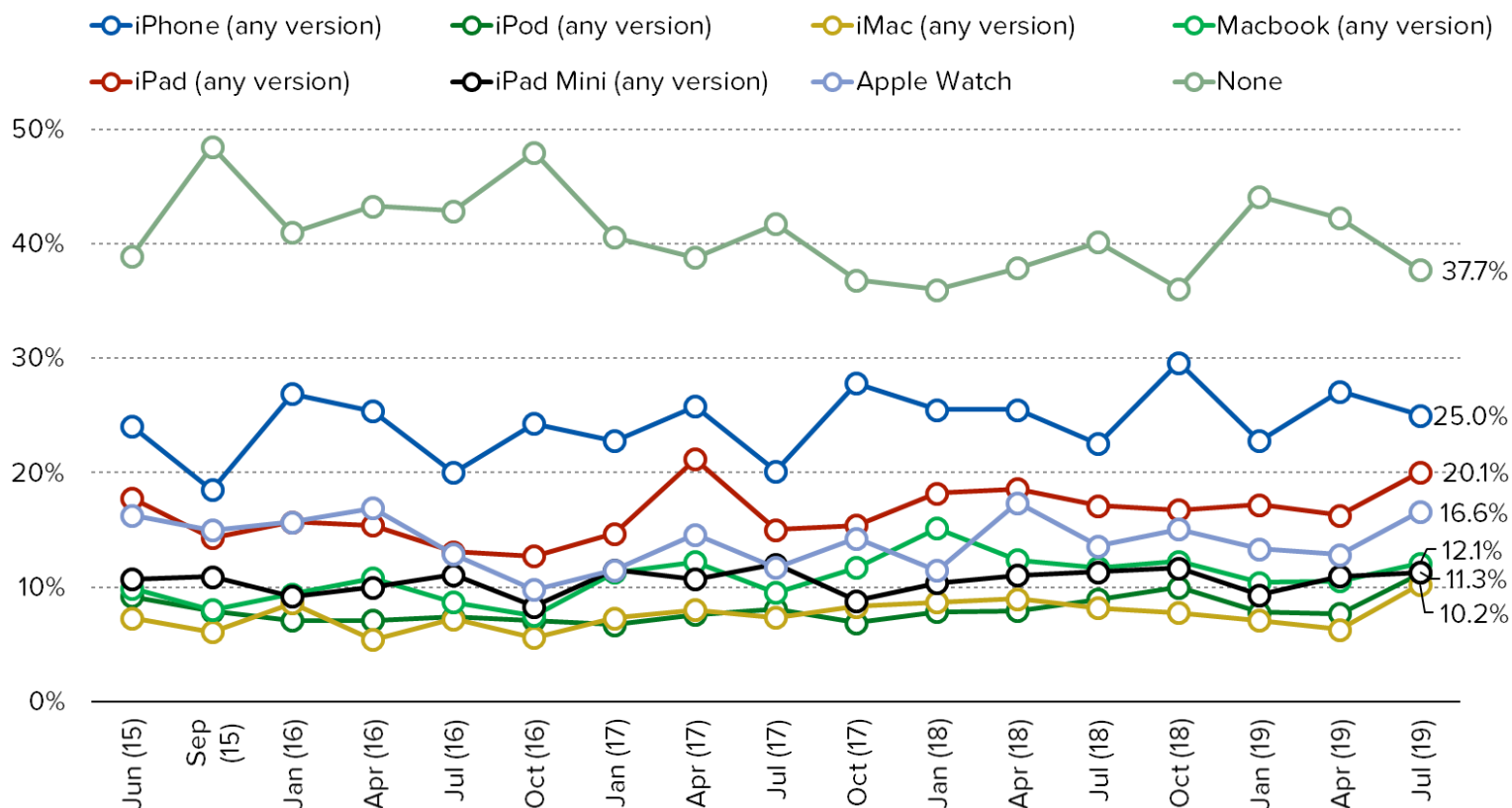
PLANS TO PURCHASE IN NEXT THREE MONTHS

This question was posed to all respondents.



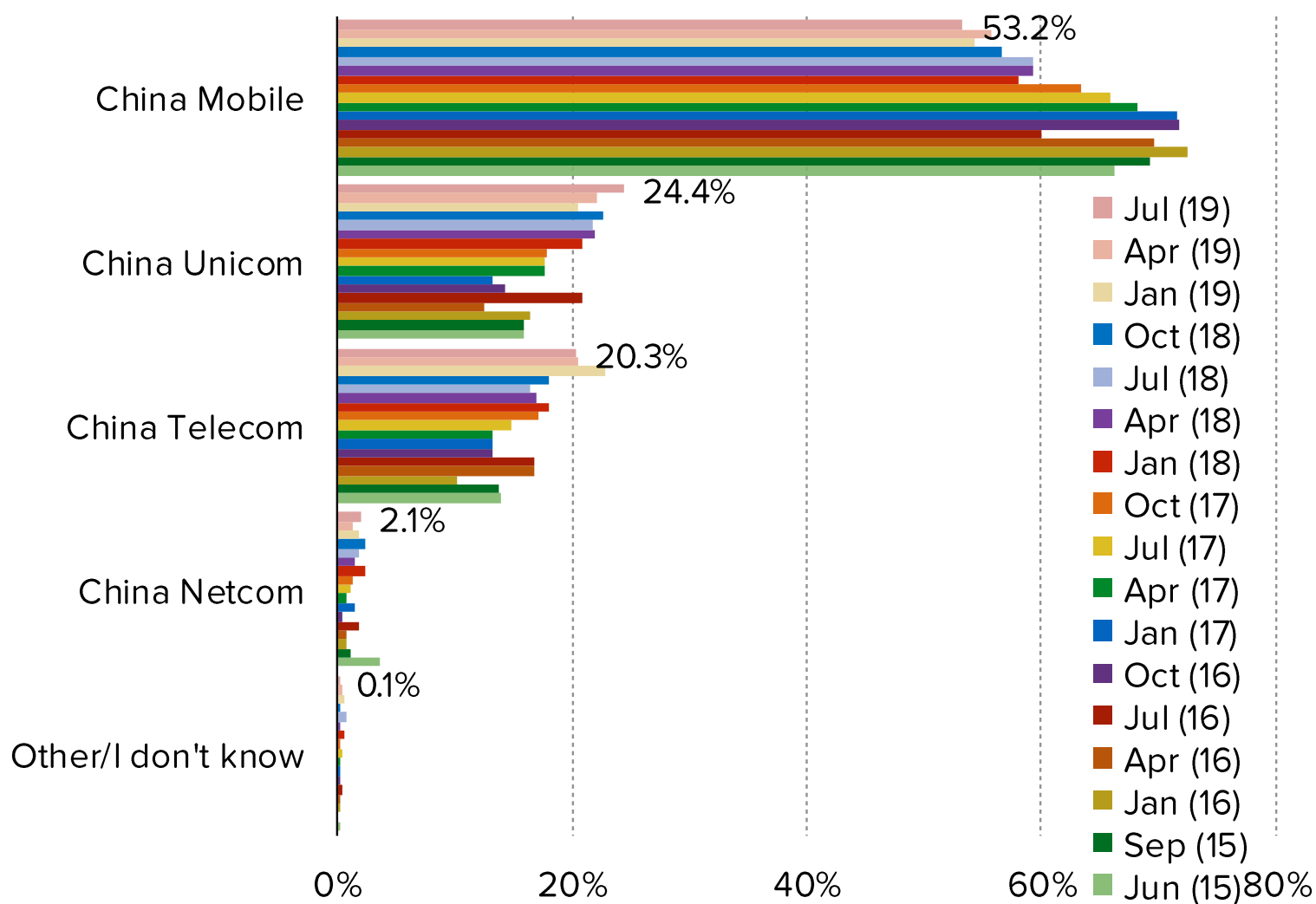
APPLE PRODUCTS - PLANS TO PURCHASE IN NEXT THREE MONTHS

This question was posed to all respondents.



WHICH SERVICE PROVIDER DO YOU USE FOR YOUR SMARTPHONE?

This question was posed to smartphone owners.

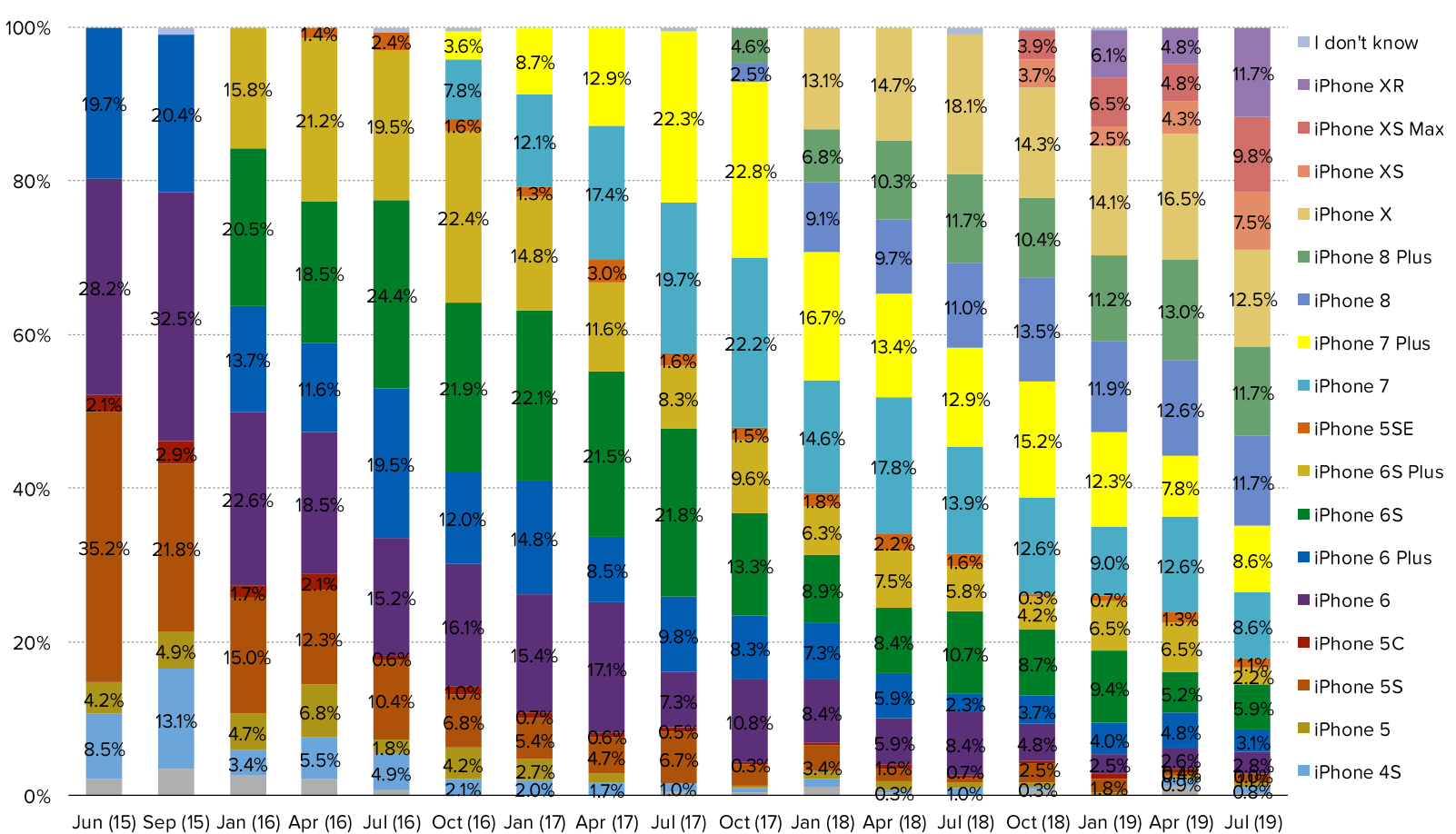


Apple vs. Android Overseas

IPHONE AND ANDROID MIX

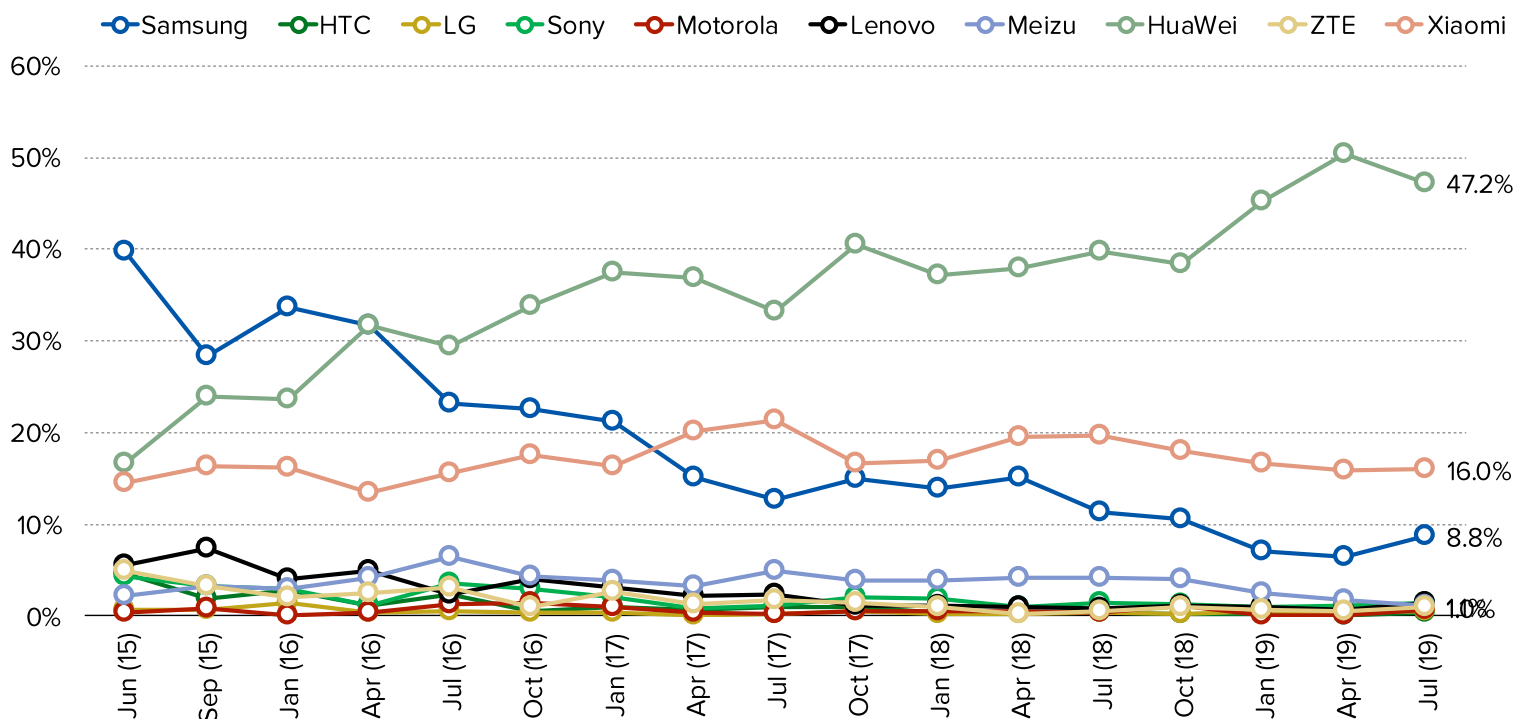
IPHONE OWNERS - MIX

This question was posed to iPhone owners.



ANDROID OWNERS - MIX

This question was posed to Android owners.

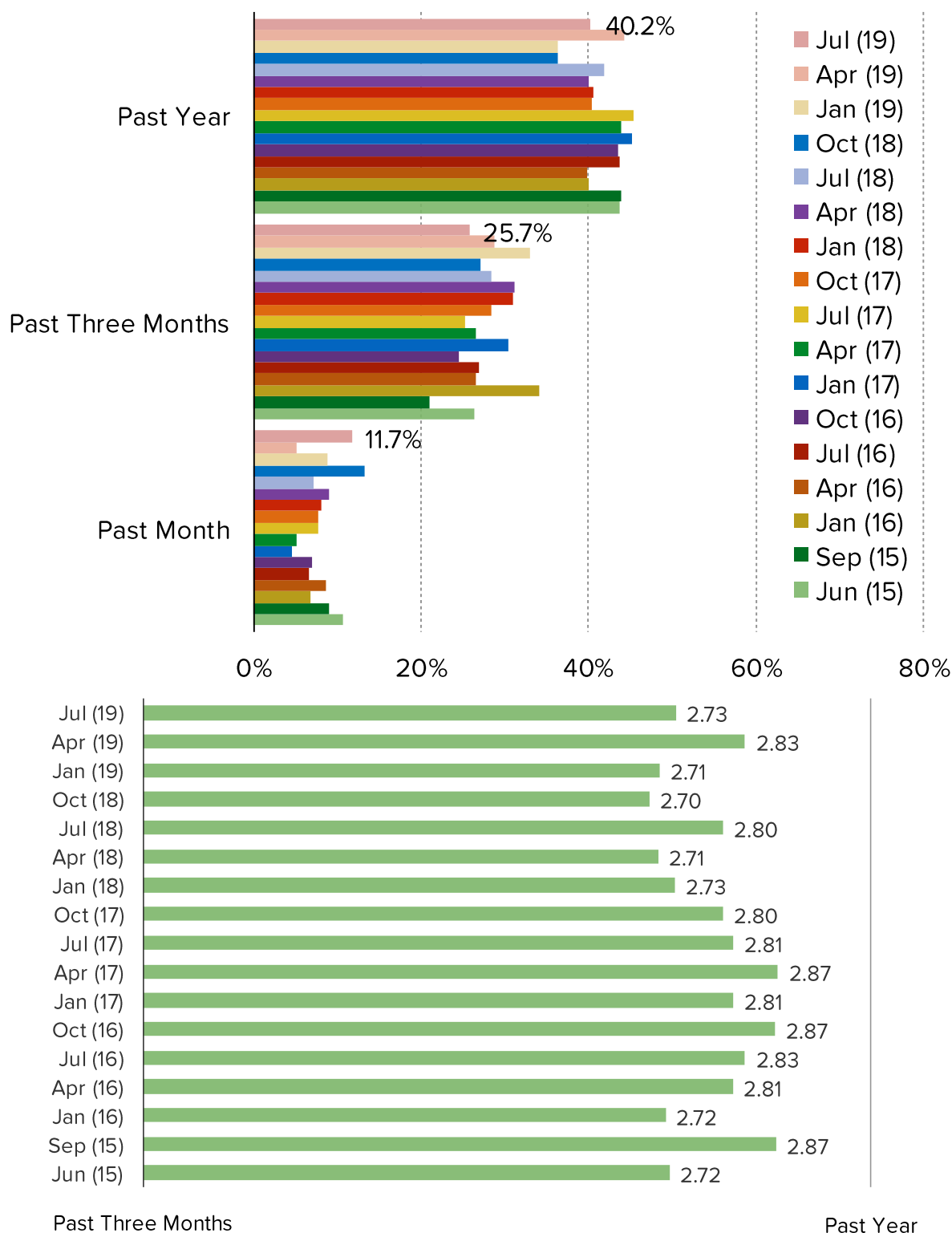


Apple vs. Android Overseas

SMARTPHONE PURCHASE FREQUENCY

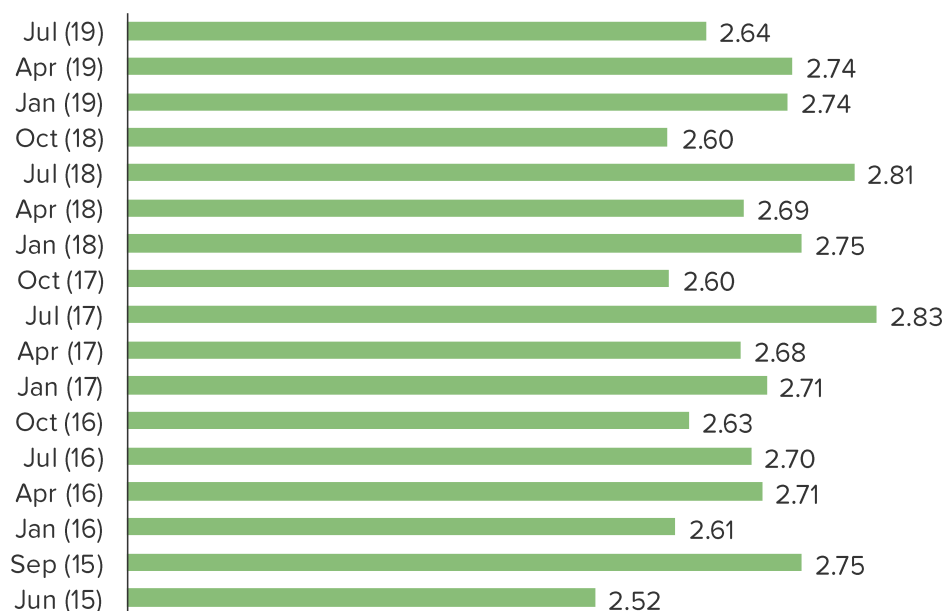
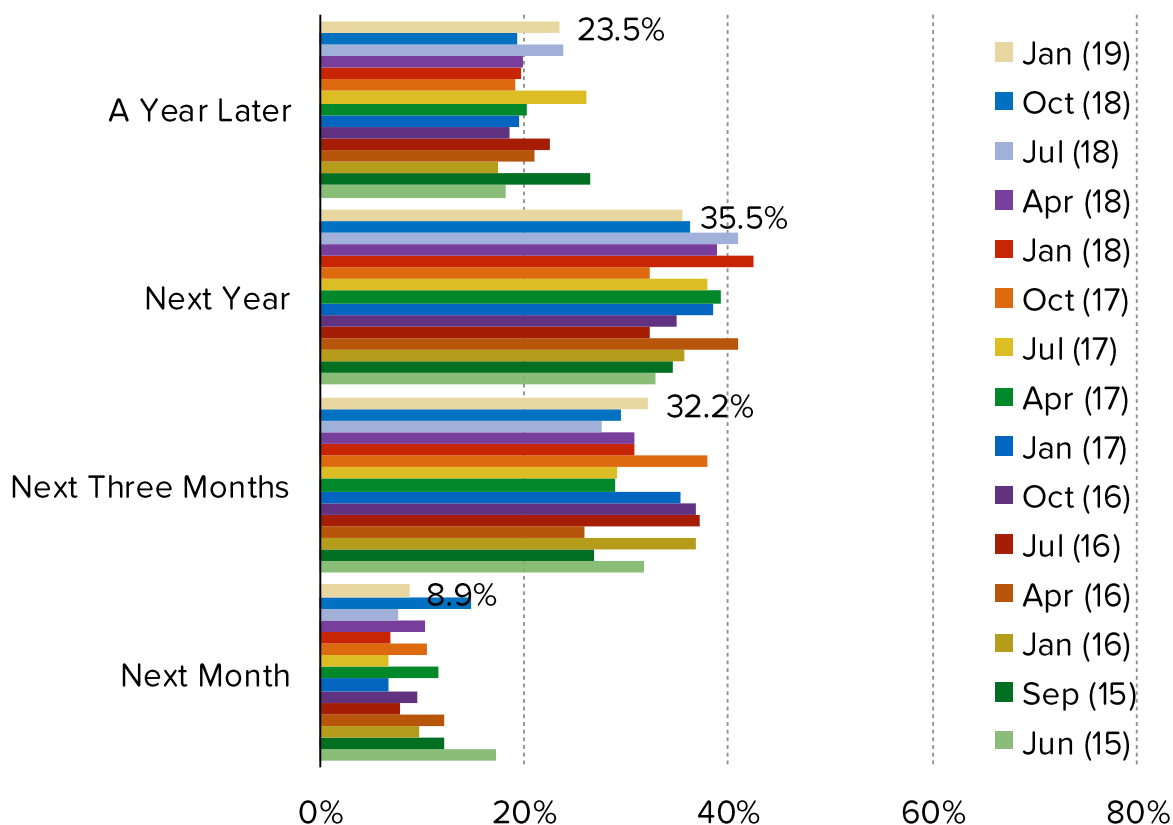
WHEN DID YOU GET YOUR CURRENT SMARTPHONE?

This question was posed to smartphone owners.



WHEN DO YOU PLAN TO GET A NEW SMARTPHONE?

This question was posed to smartphone owners.

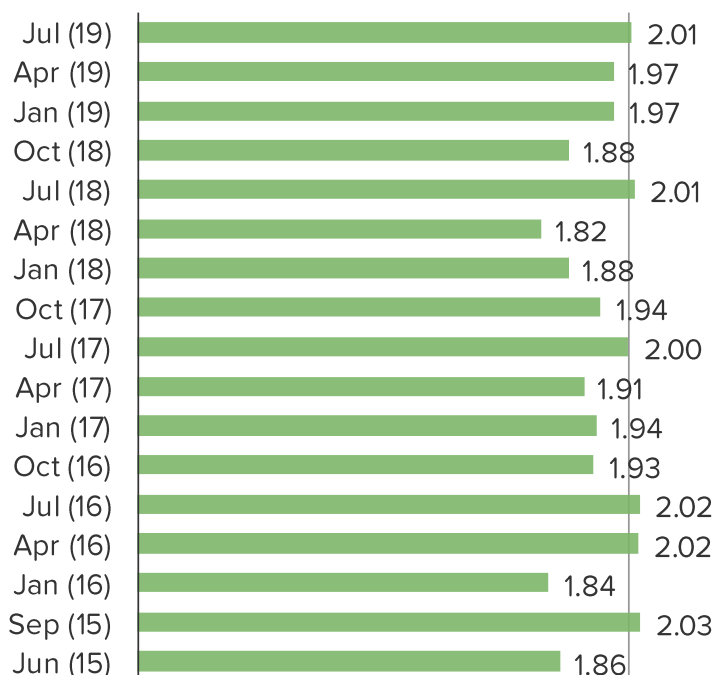
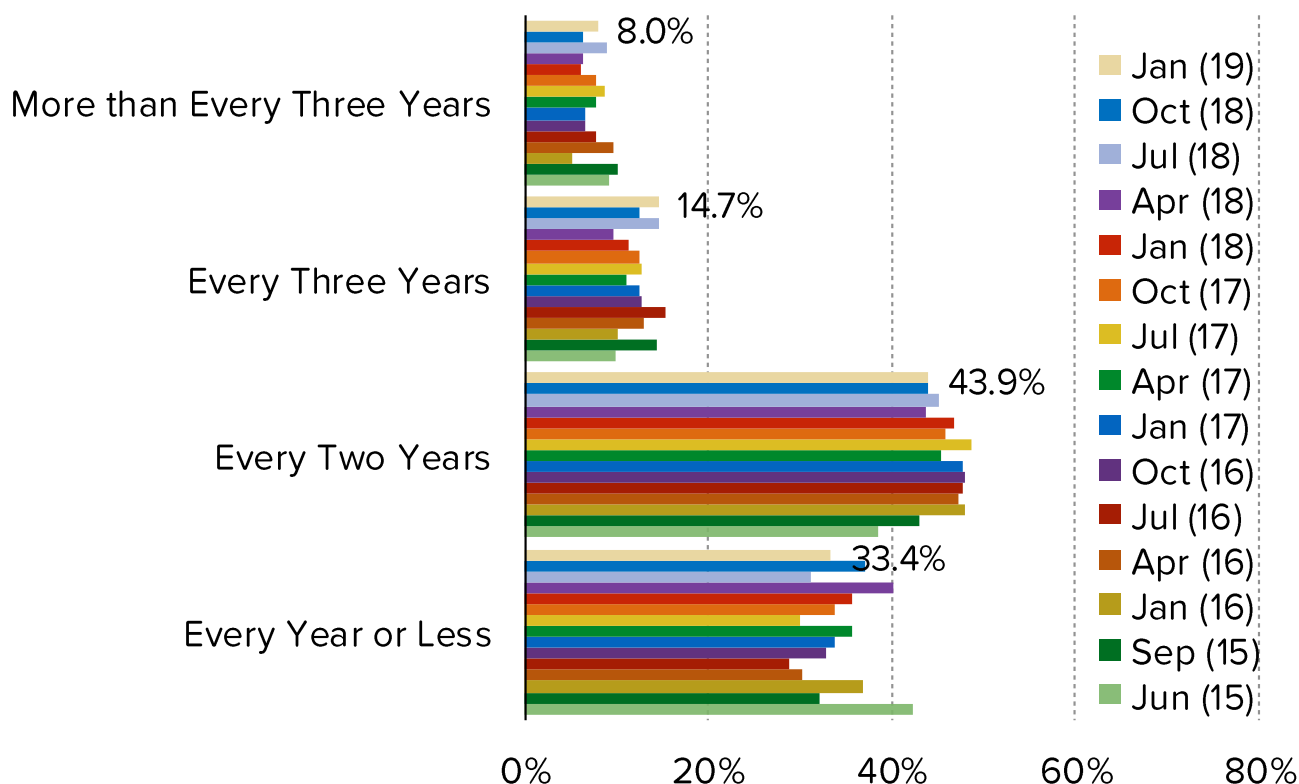


Next Three Months

Next Year

HOW OFTEN DO YOU BUY A NEW SMARTPHONE?

This question was posed to smartphone owners.



Every Year or Less

Every Two Years

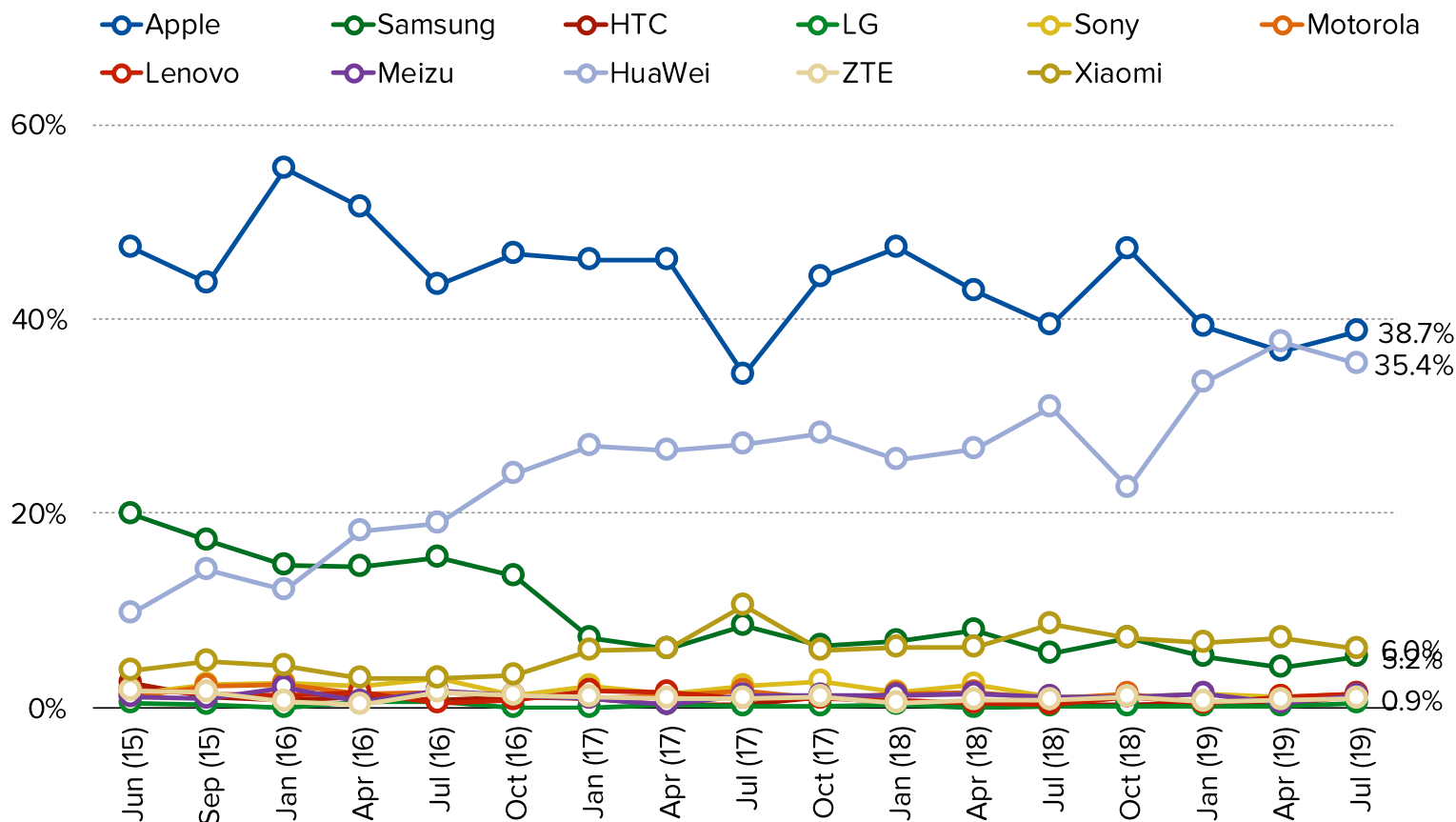
Every Three Years

Apple vs. Android Overseas

BRAND QUALITY

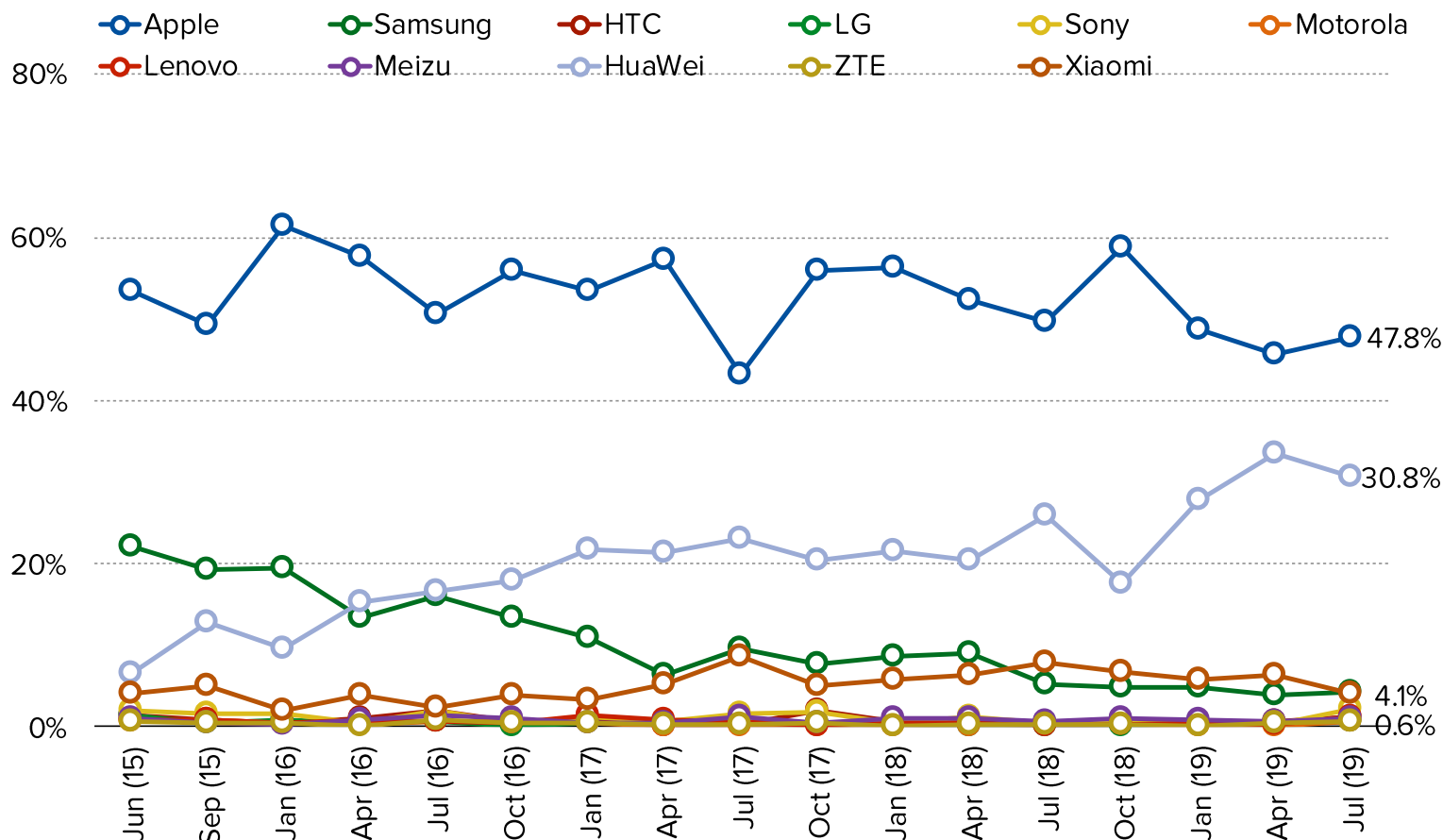
WHICH BRAND HAS THE BEST QUALITY?

This question was posed to smartphone owners.



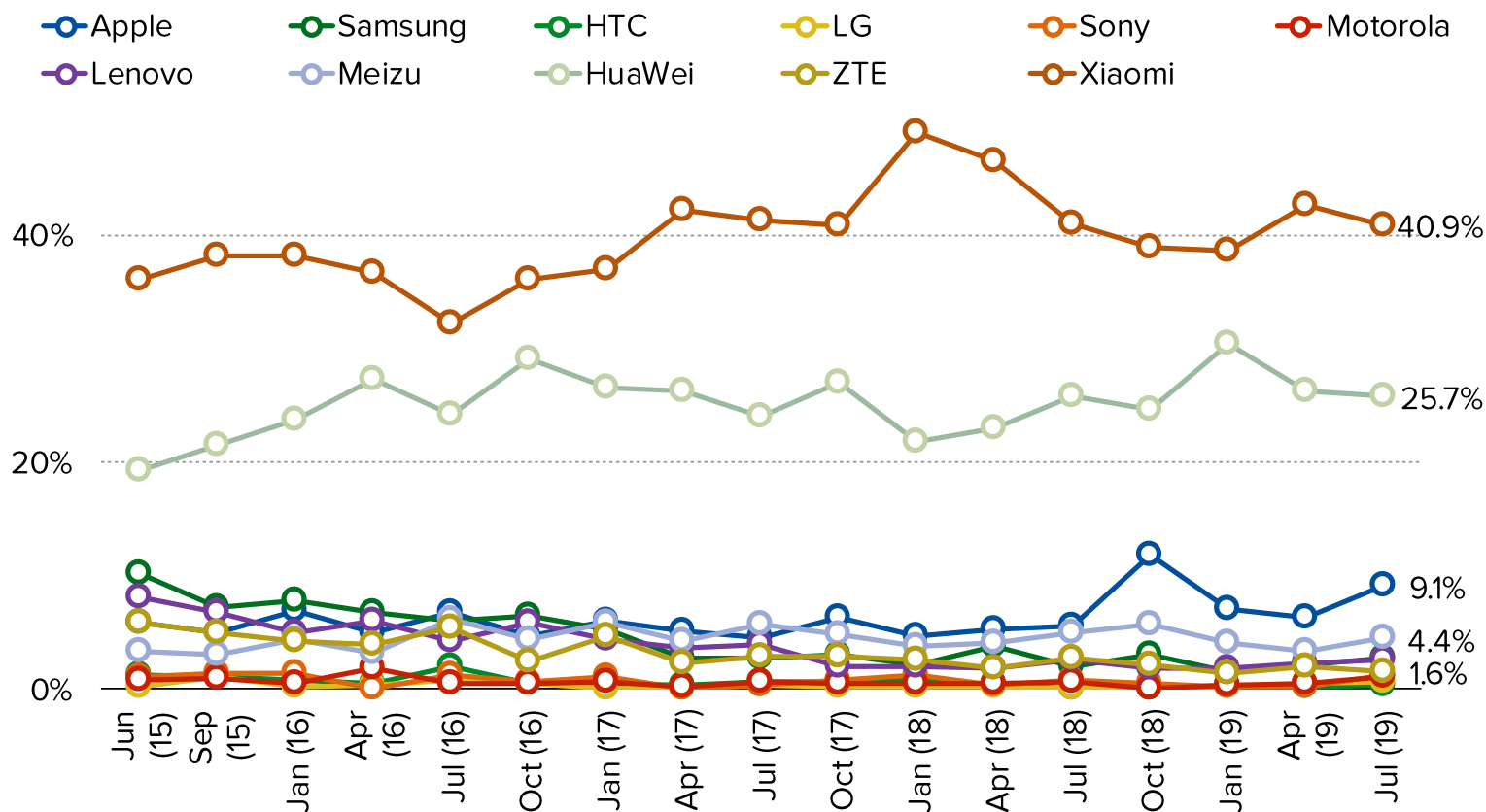
WHICH BRAND GIVES YOU THE BEST PERFORMANCE?

This question was posed to smartphone owners.



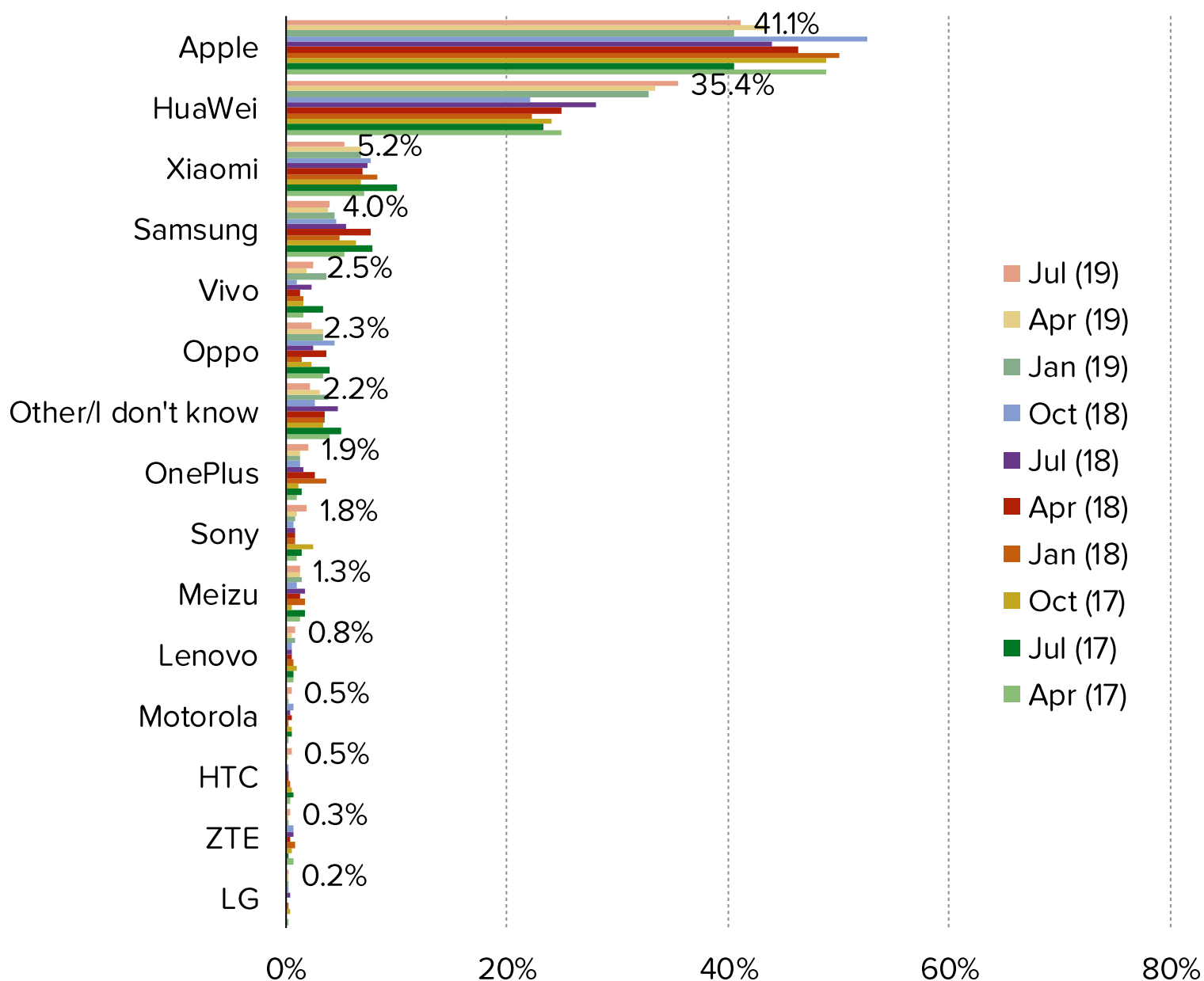
WHICH BRAND IS MOST AFFORDABLE

This question was posed to smartphone owners.



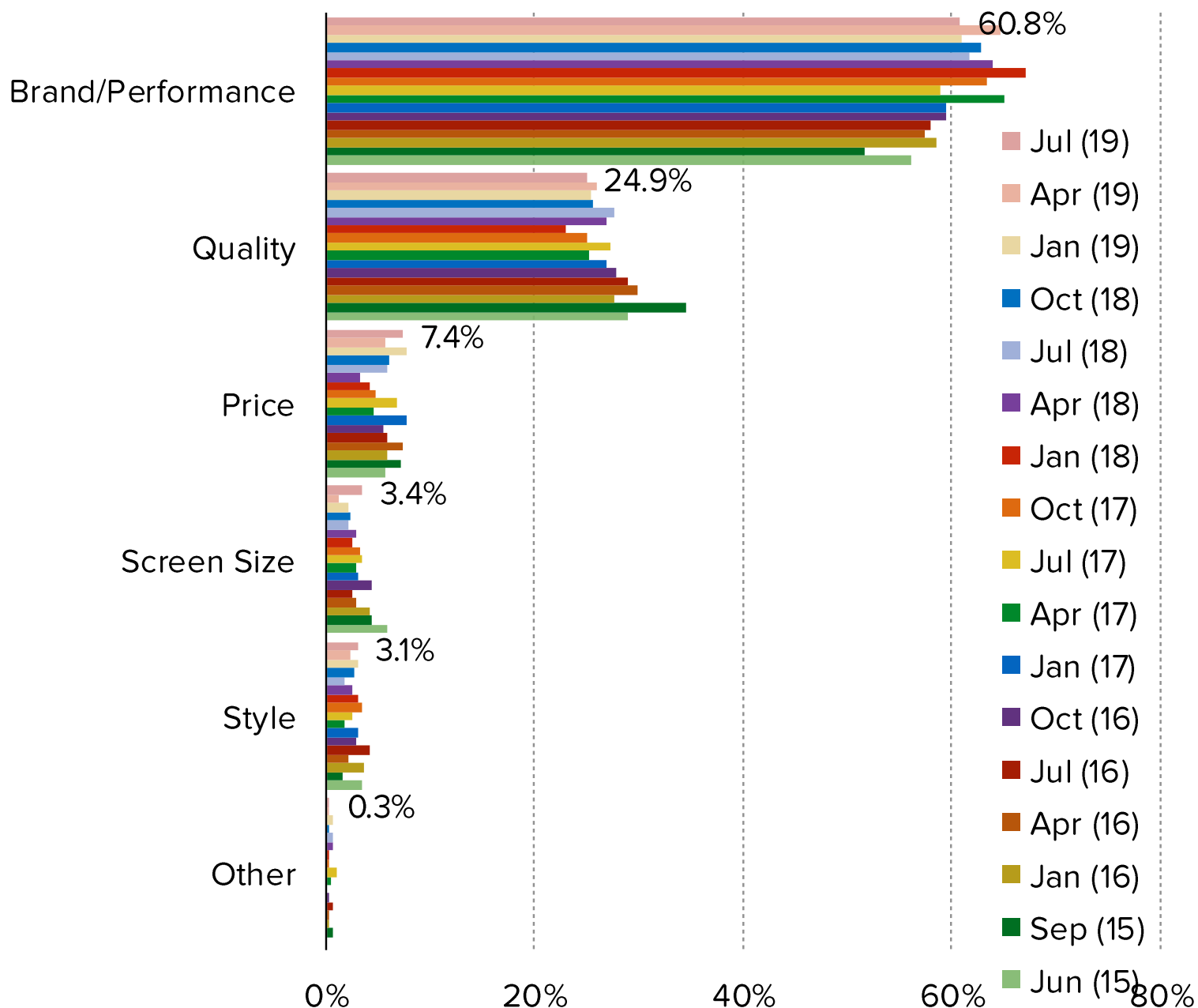
WHICH BRAND GIVES YOU THE BEST STATUS?

This question was posed to smartphone owners.



WHAT ATTRIBUTE IS MOST IMPORTANT TO YOU IN A SMARTPHONE?

This question was posed to smartphone owners.

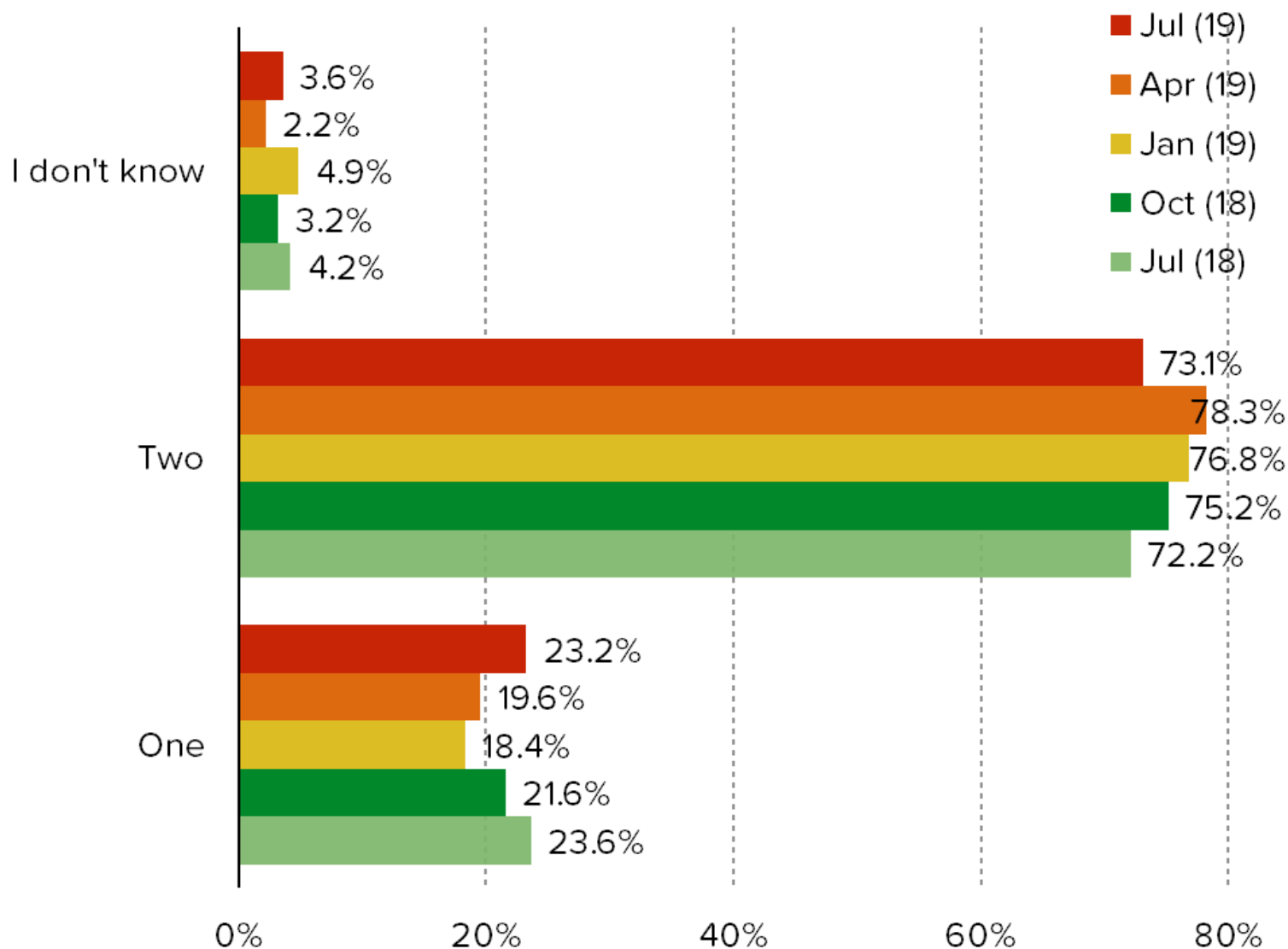


Apple vs. Android Overseas

DUAL SIM CARD

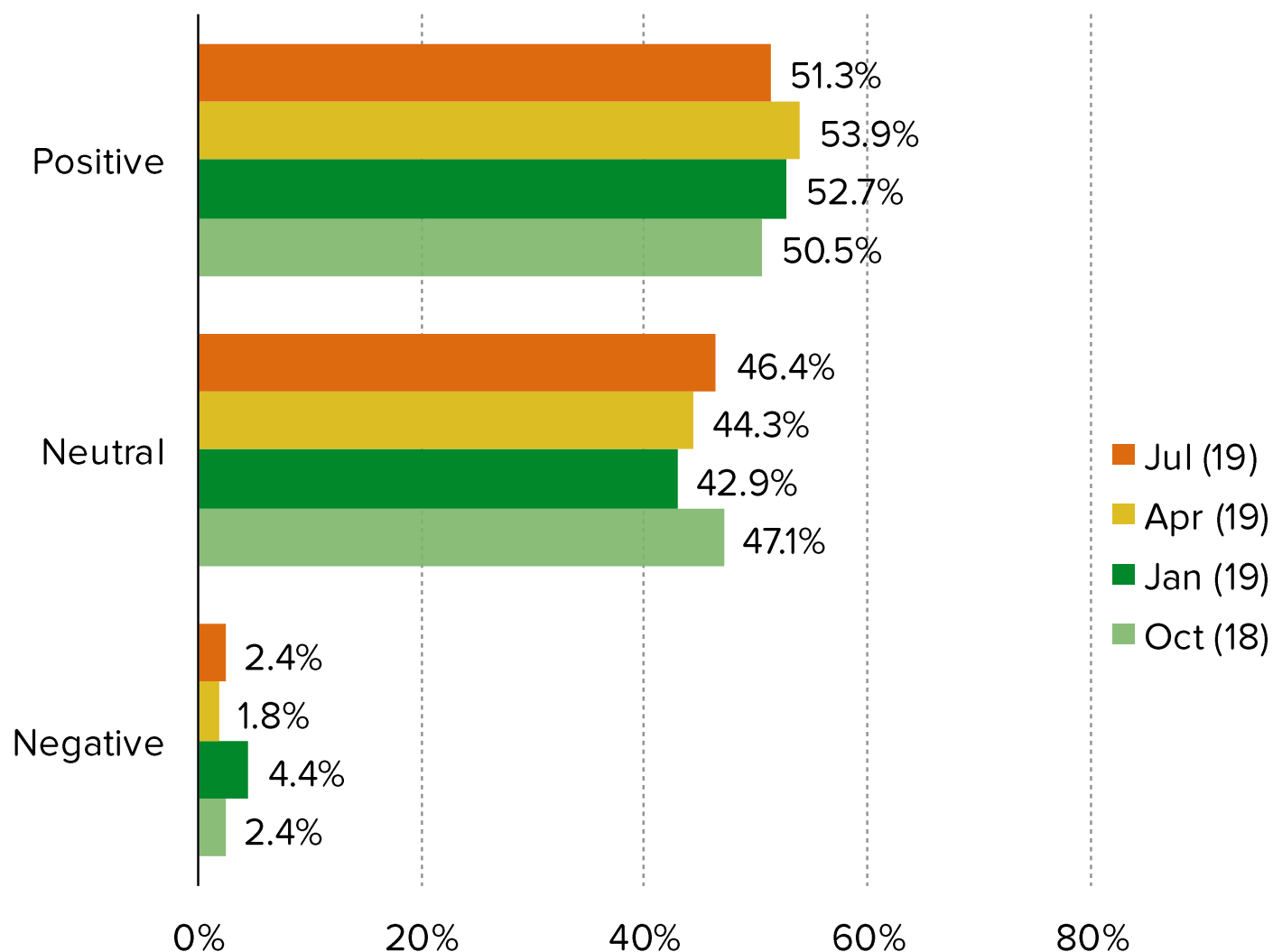
DO YOU LIKE SMARTPHONES WITH ONE OR TWO SIM CARDS?

This question was posed to smartphone owners.



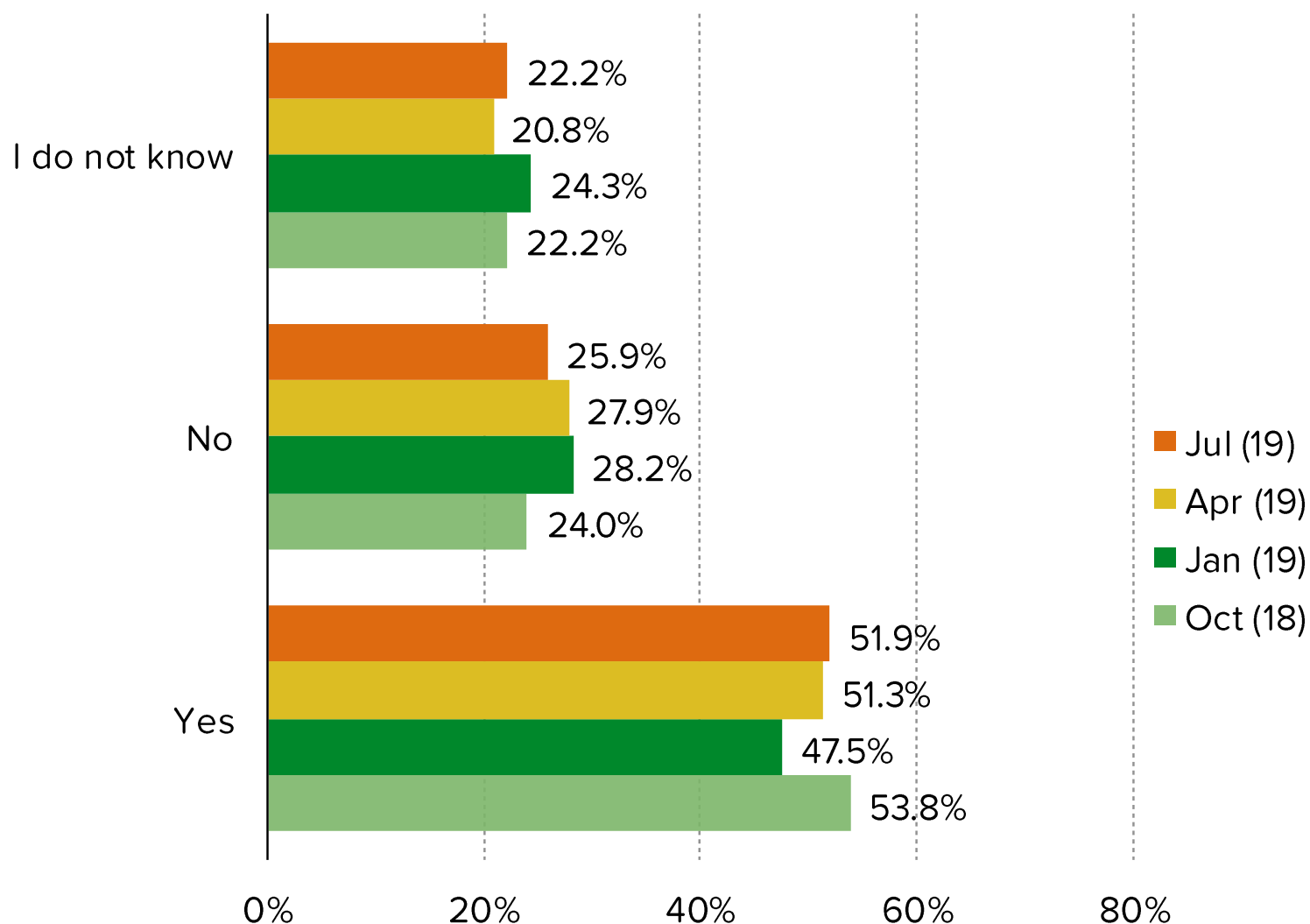
DO YOU HAVE ANY OPINION THAT THE IPHONE HAS DUAL SIM?

This question was posed to smartphone owners.



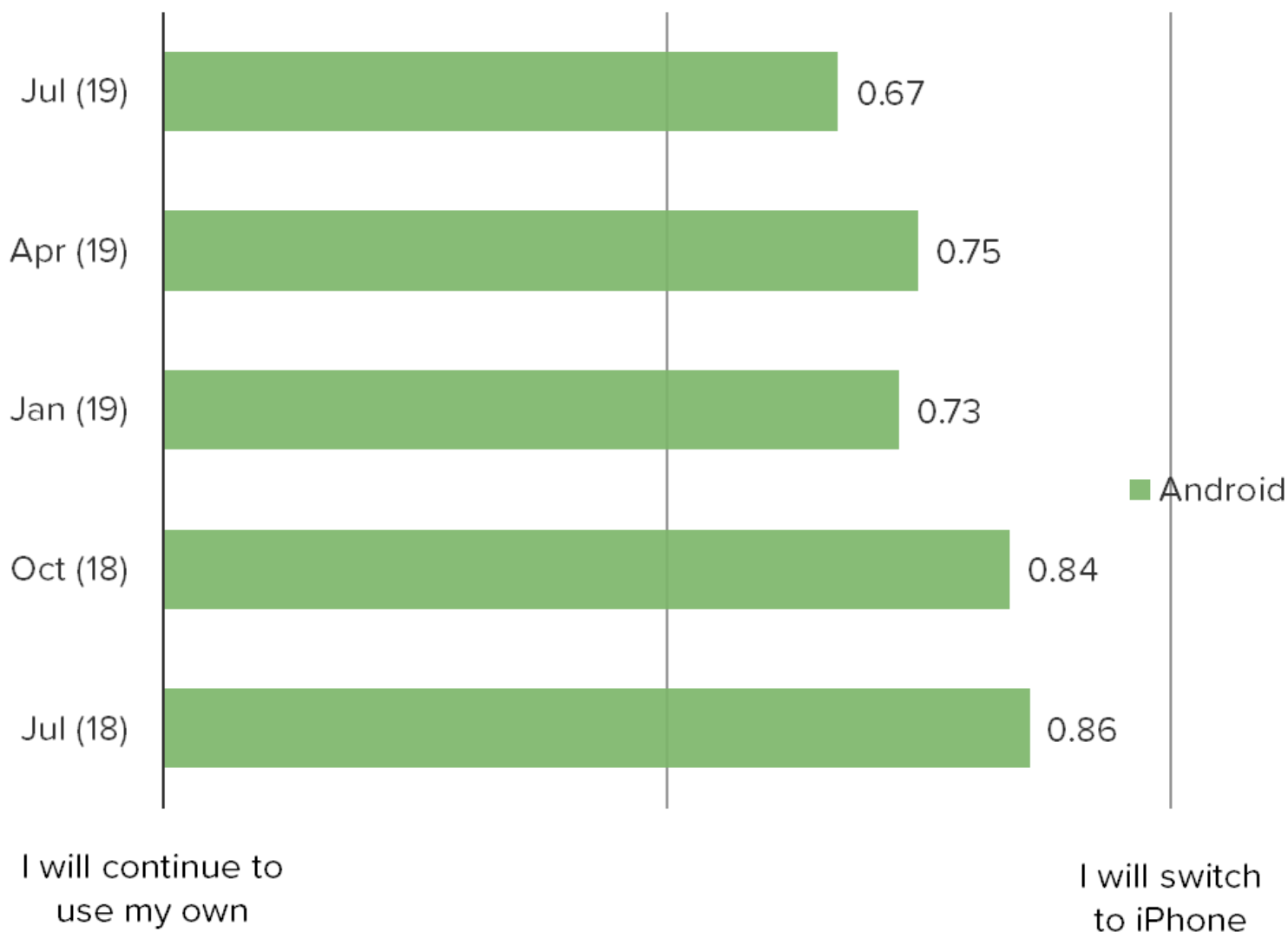
APPLE ANNOUNCED THE LAUNCH OF THE NEW CHINESE IPHONE WITH DUAL SIM, WILL YOU BUY IT?

This question was posed to smartphone owners.



IF THE NEXT IPHONE HAS TWO SIM CARDS, WOULD YOU SWITCH TO USING THE IPHONE?

This question was posed to Android owners.



This question was posed to all smartphone owners who DO NOT own iPhones.

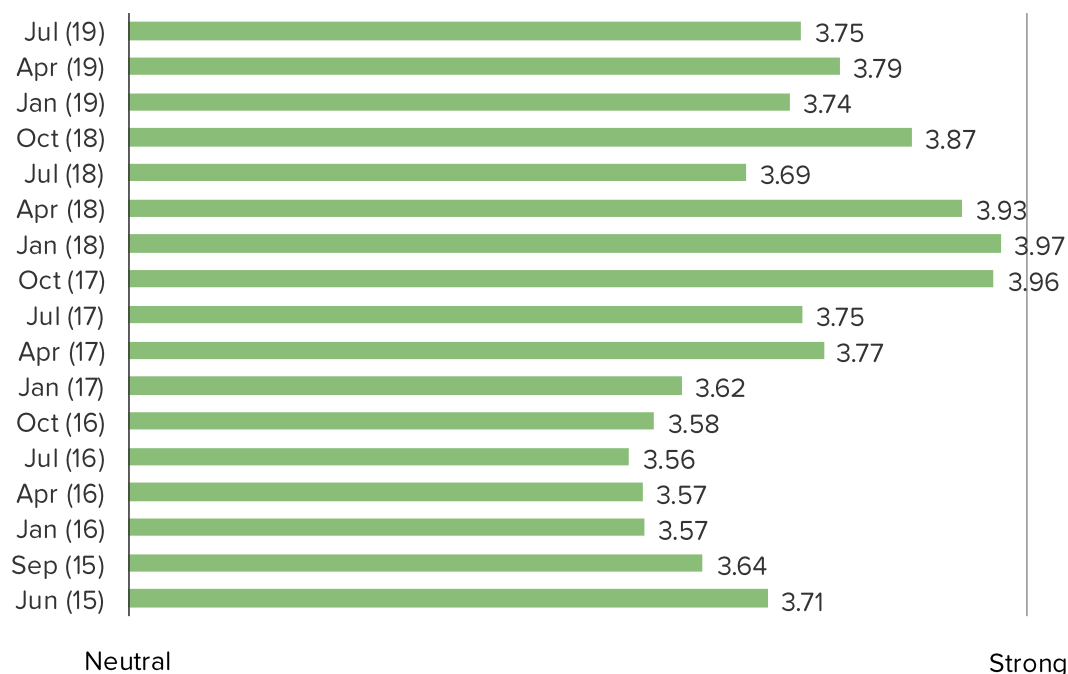
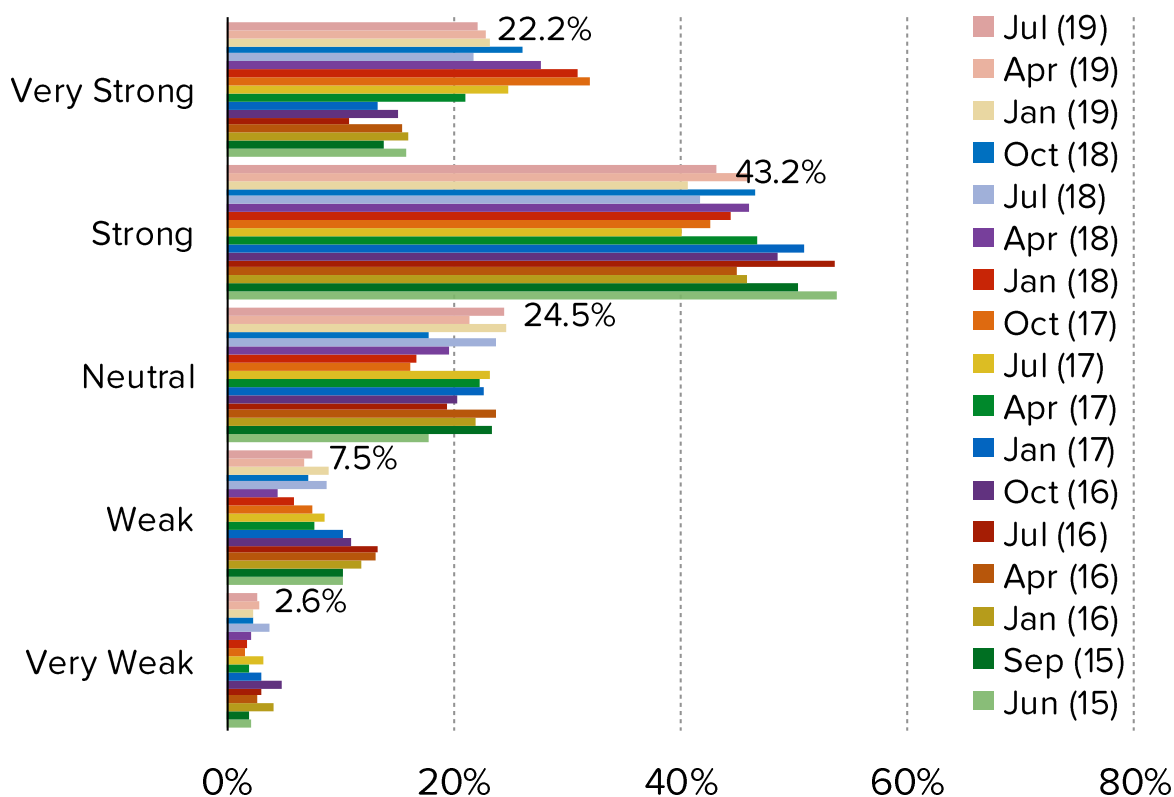


Apple vs. Android Overseas

MACRO

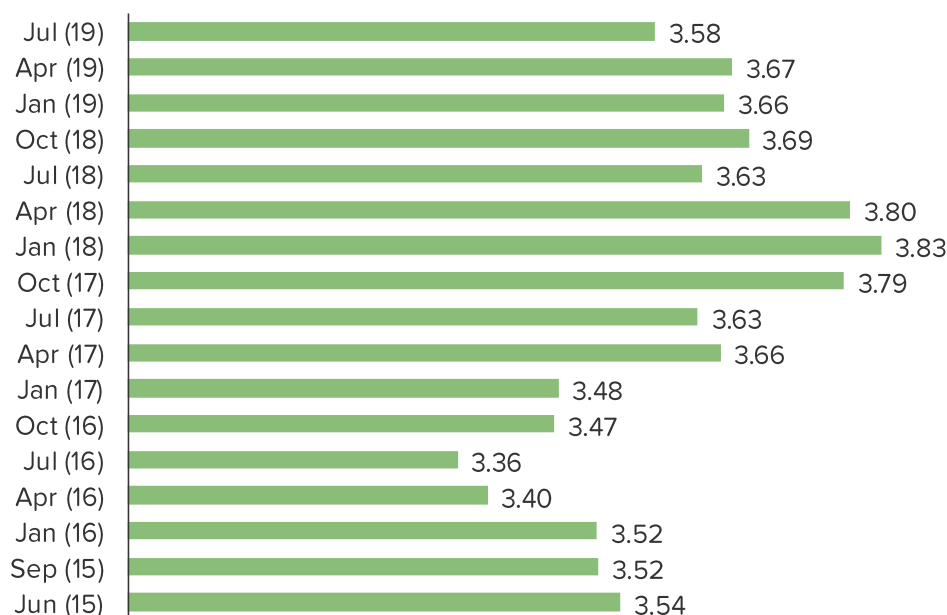
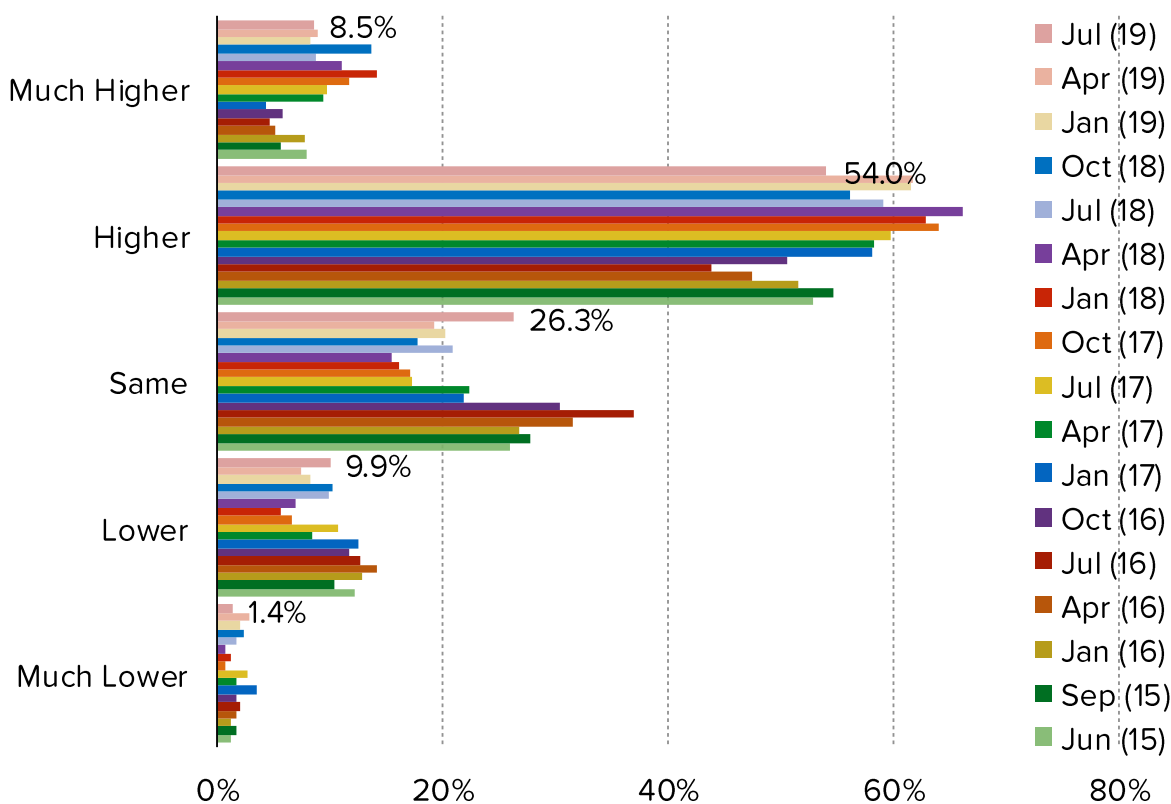
HOW CONFIDENT DO YOU FEEL TO SPEND MONEY?

This question was posed to all respondents.



HOW WAS YOUR HOUSEHOLD INCOME CHANGED IN THE PAST YEAR?

This question was posed to all respondents.

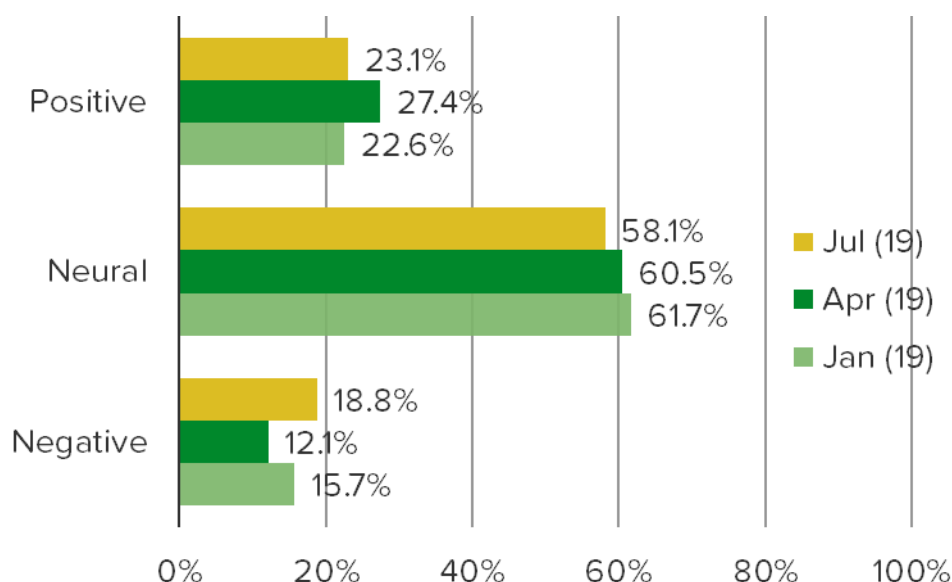


Same

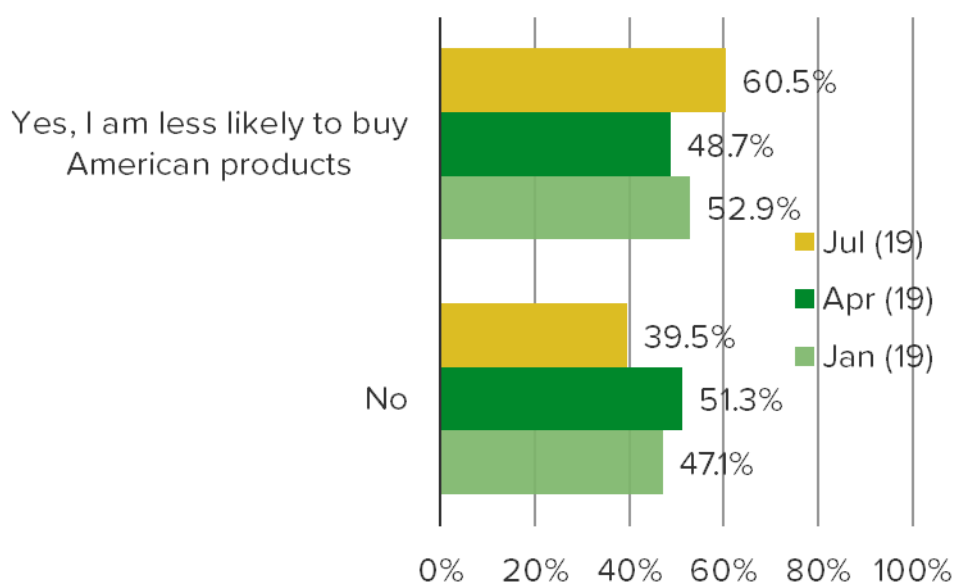
Higher

WHAT DO YOU THINK OF CHINA-US RELATIONS?

This question was posed to all respondents.

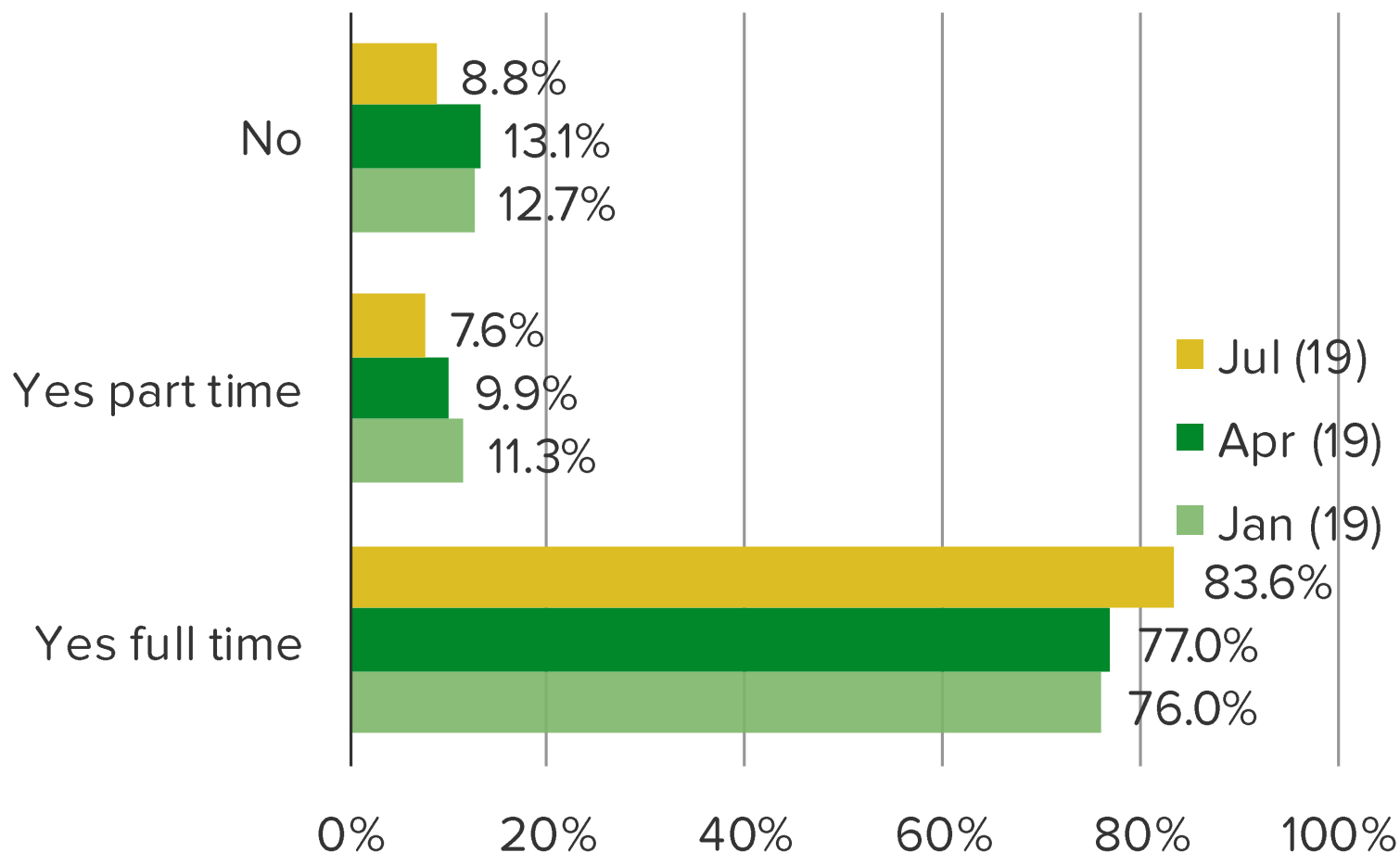
**BECAUSE OF YOUR VIEWS ON THE RELATIONSHIP BETWEEN CHINA AND THE US, ARE YOU LESS LIKELY TO BUY AMERICAN PRODUCTS?**

This question was posed to respondents **who replied negative to the question above.**



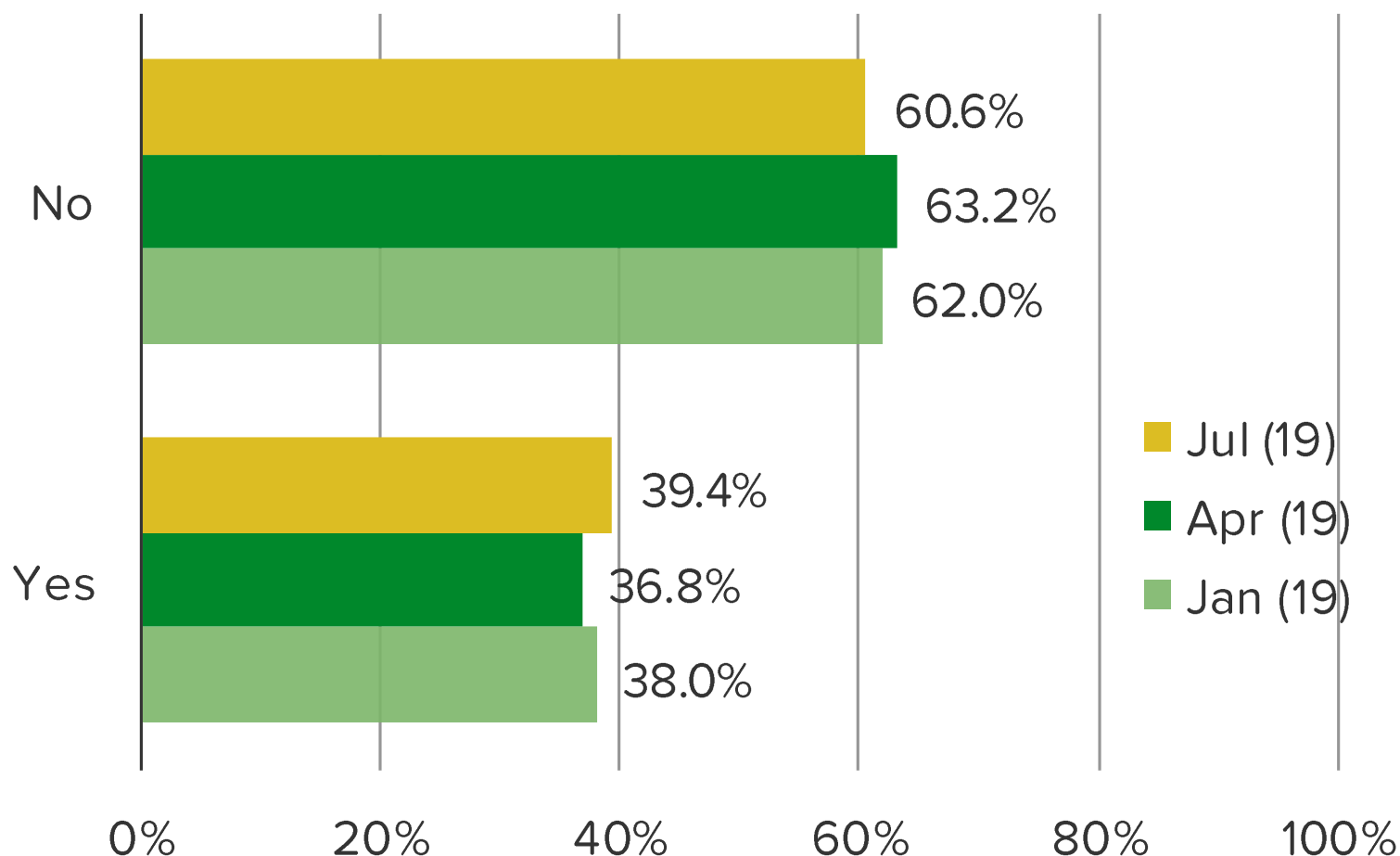
DO YOU HAVE A JOB NOW?

This question was posed to all respondents.



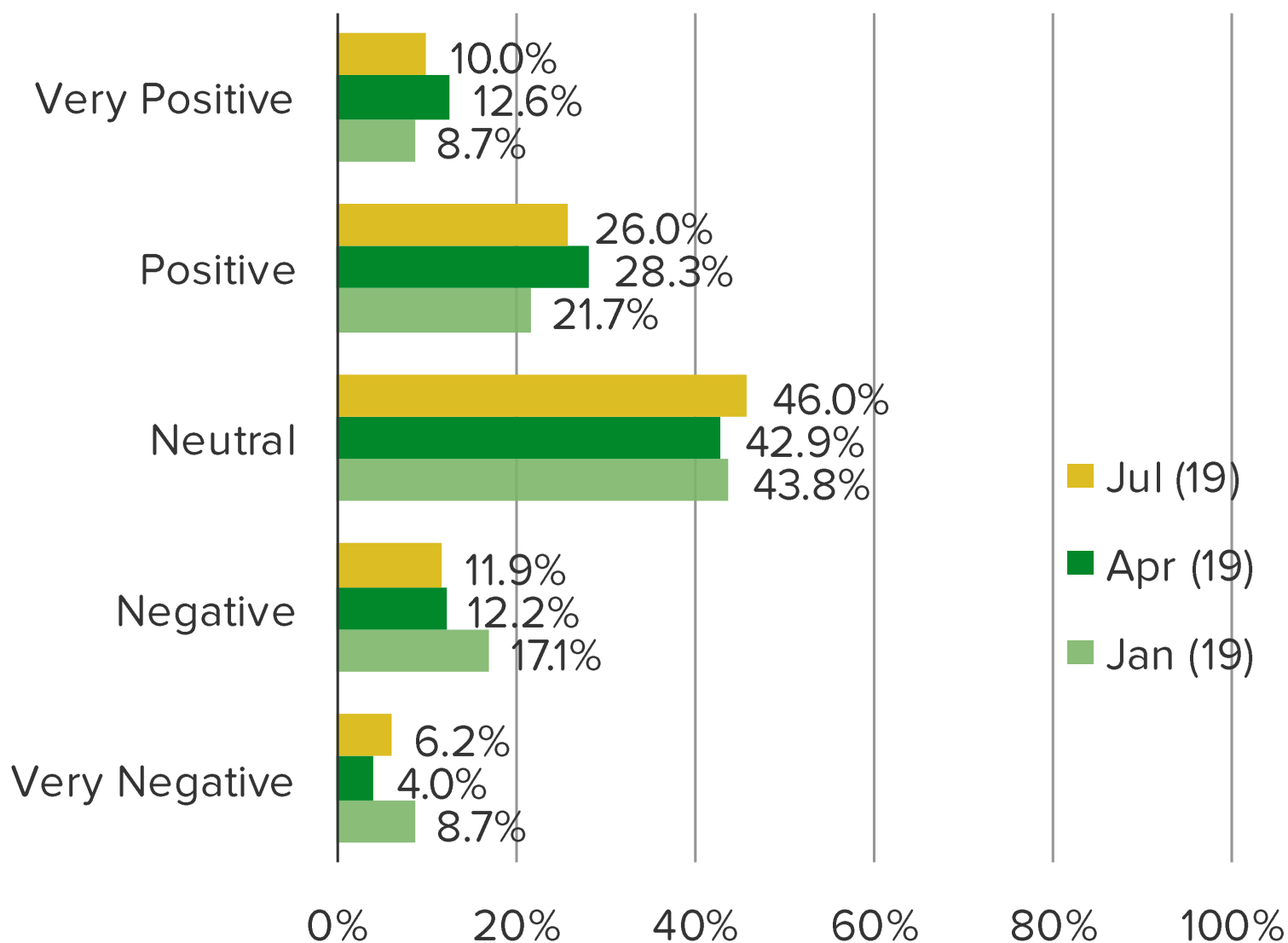
ARE YOU WORRIED YOU'RE GOING TO LOSE YOUR JOB?

This question was posed to all respondents.



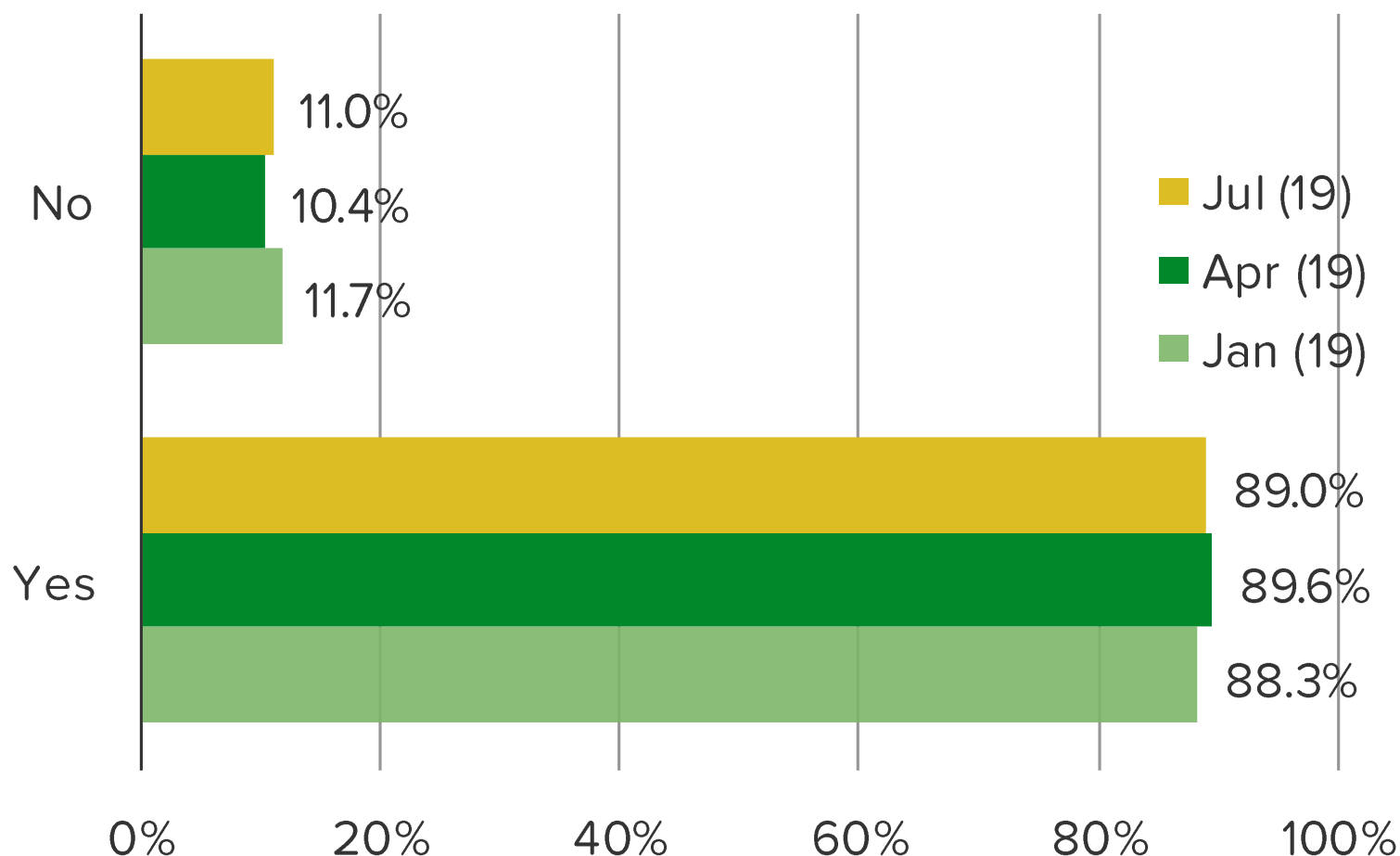
WHAT DO YOU THINK OF THE CHINESE STOCK MARKET?

This question was posed to all respondents.



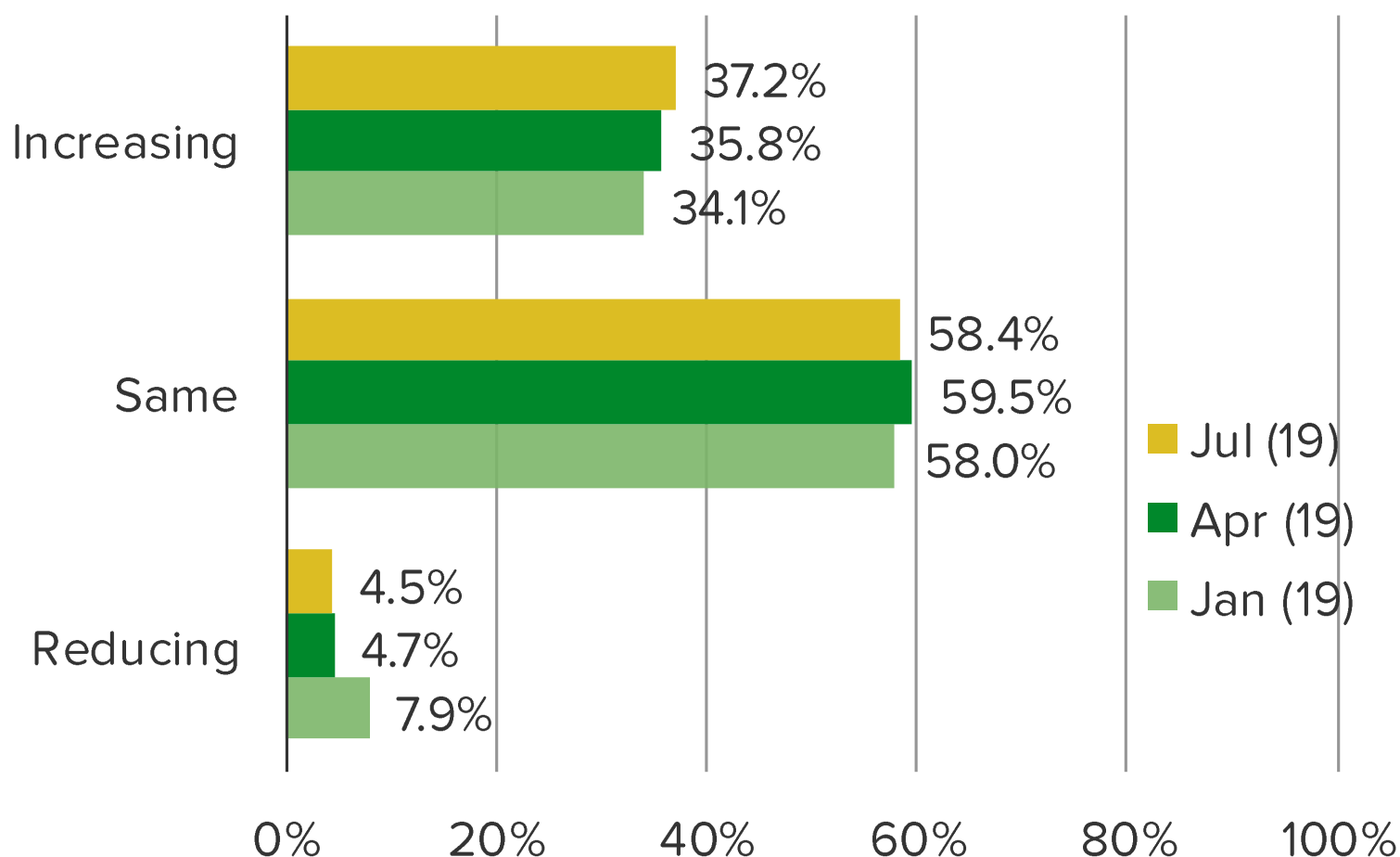
DO YOU HAVE YOUR OWN PROPERTY?

This question was posed to all respondents.



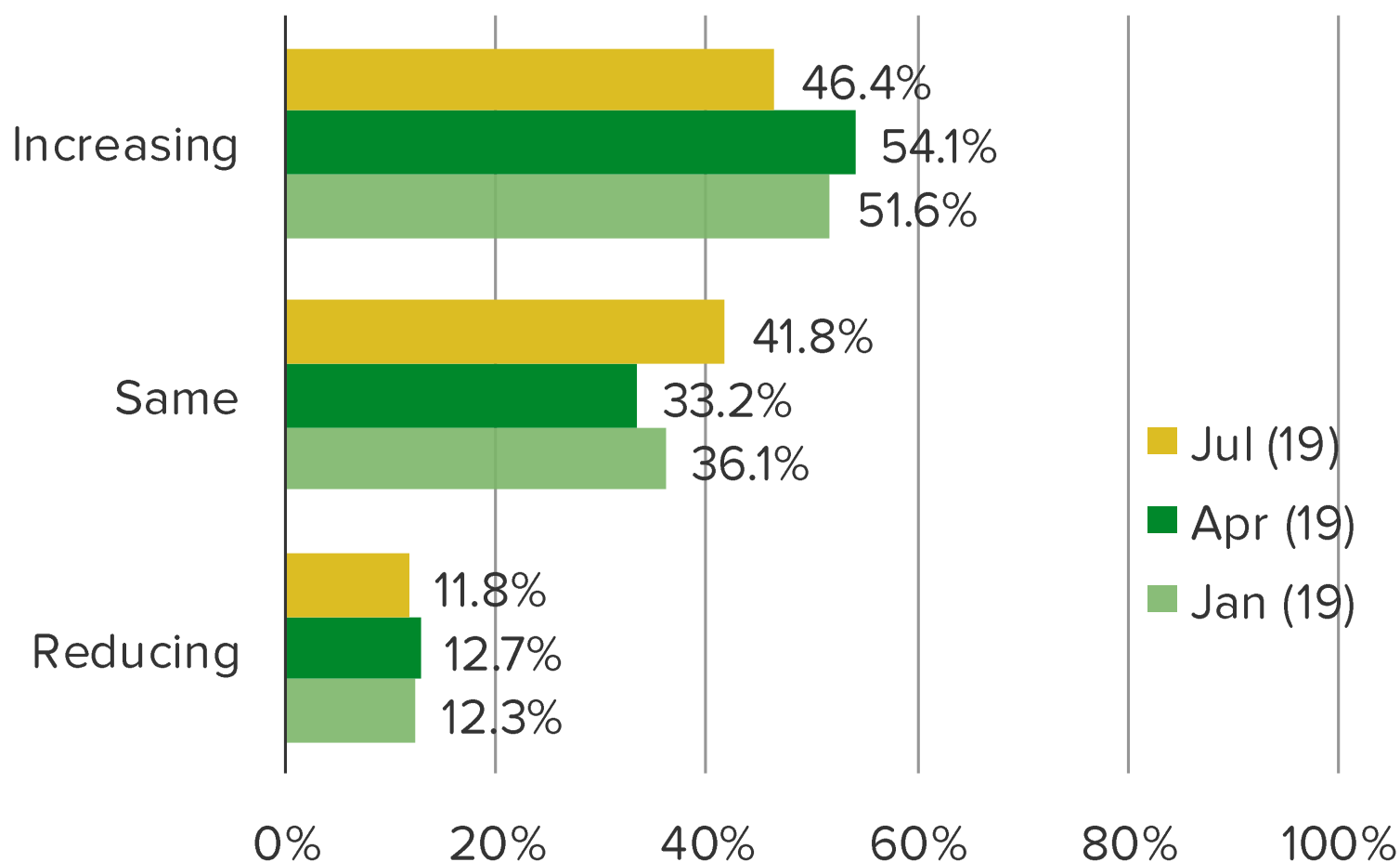
DO YOU THINK YOUR PROPERTY WILL INCREASE OR DECREASE IN VALUE WITHIN THE NEXT YEAR?

This question was posed to all respondents who said they own property.



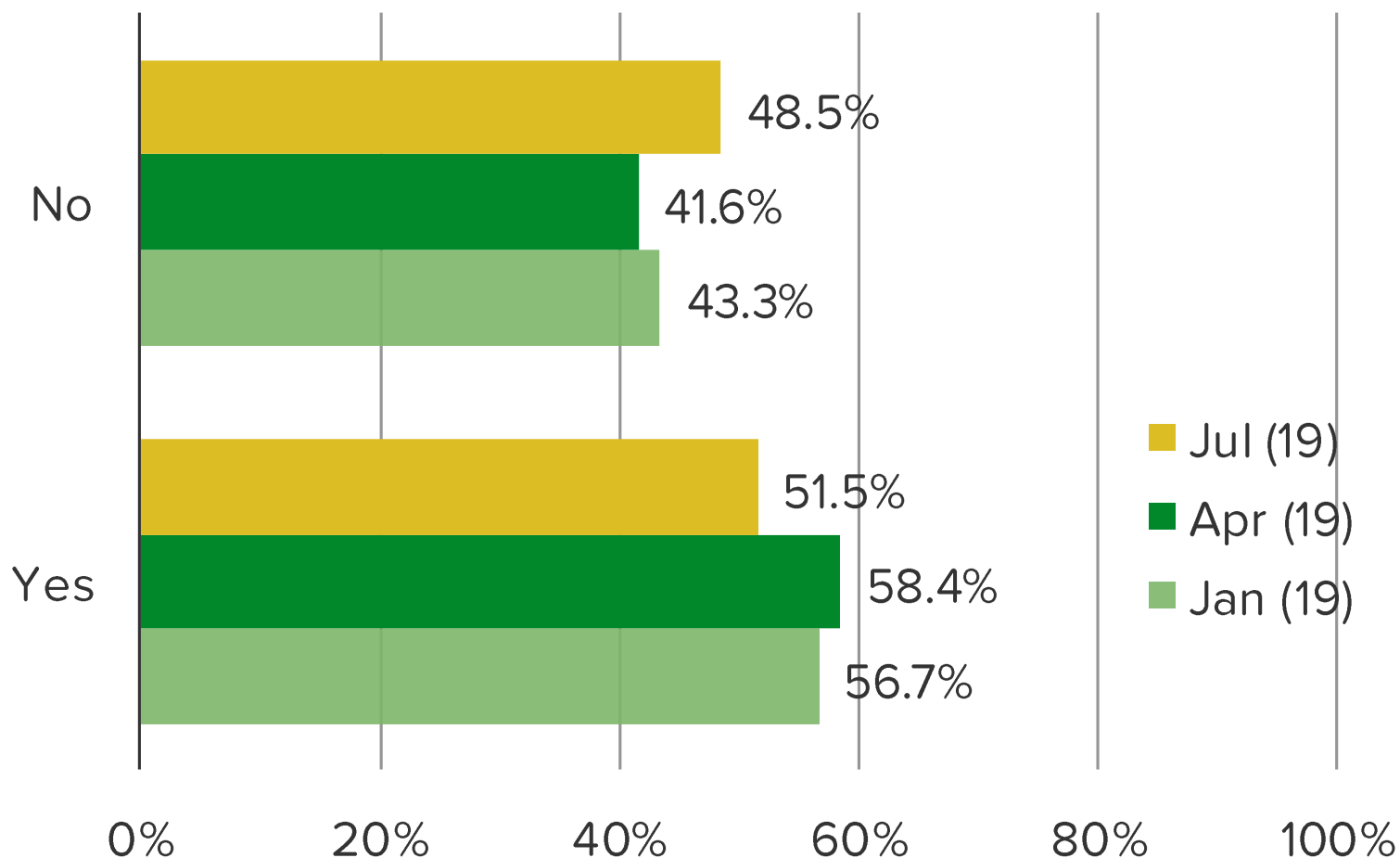
HOW MUCH HAVE YOU BEEN SPENDING RECENTLY?

This question was posed to all respondents.



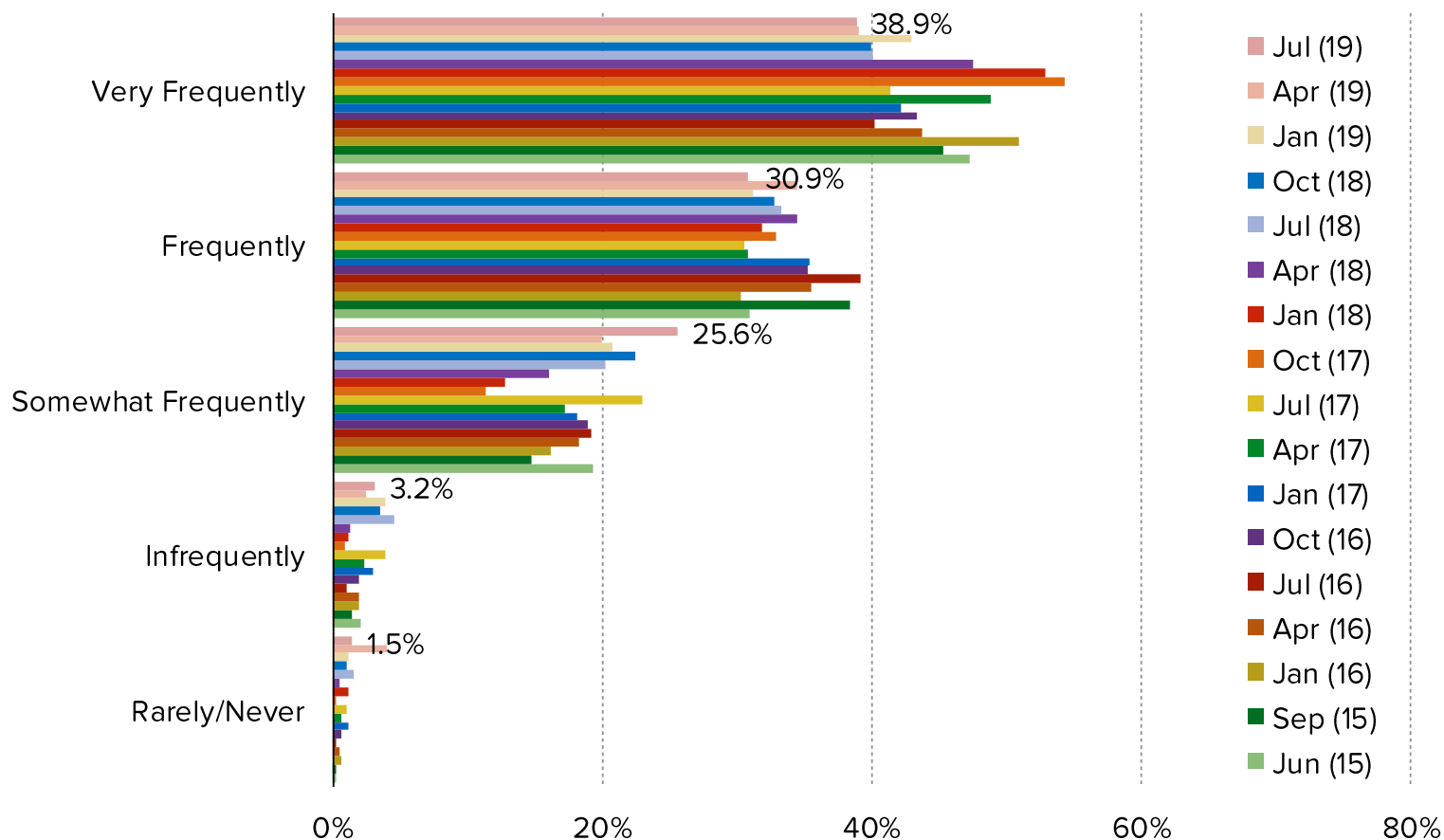
ARE YOU TRYING TO REDUCE YOUR SPENDING GOING FORWARD?

This question was posed to all respondents.



HOW OFTEN DO YOU ACCESS THE INTERNET?

This question was posed to all respondents.



HOW OFTEN DO YOU ACCESS MOBILE APPS?

This question was posed to all respondents.

