



**Audience:** 1,000 + Consumers in China  
Sample Skews a Bit Urban (ie, 80% of sample from tier 1 and 2 cities)

## CHECK BREAKDOWN: AAPL

### TREND CHECKS

#### **5G INTEREST – HIGH BUT STEADY**

Awareness of 5G has held relatively consistent. Interest in 5G capabilities remains high, but also relatively flat of late.

#### **MARKET SHARE**

Android maintains the lead in China, but iOS has gained in recent quarters. Intentions to purchase an Apple phone have also improved in our trackers, with readings slightly better for iOS relative to Android.

#### **SMARTPHONE REFRESH CYCLES CONTINUE TO IMPROVE**

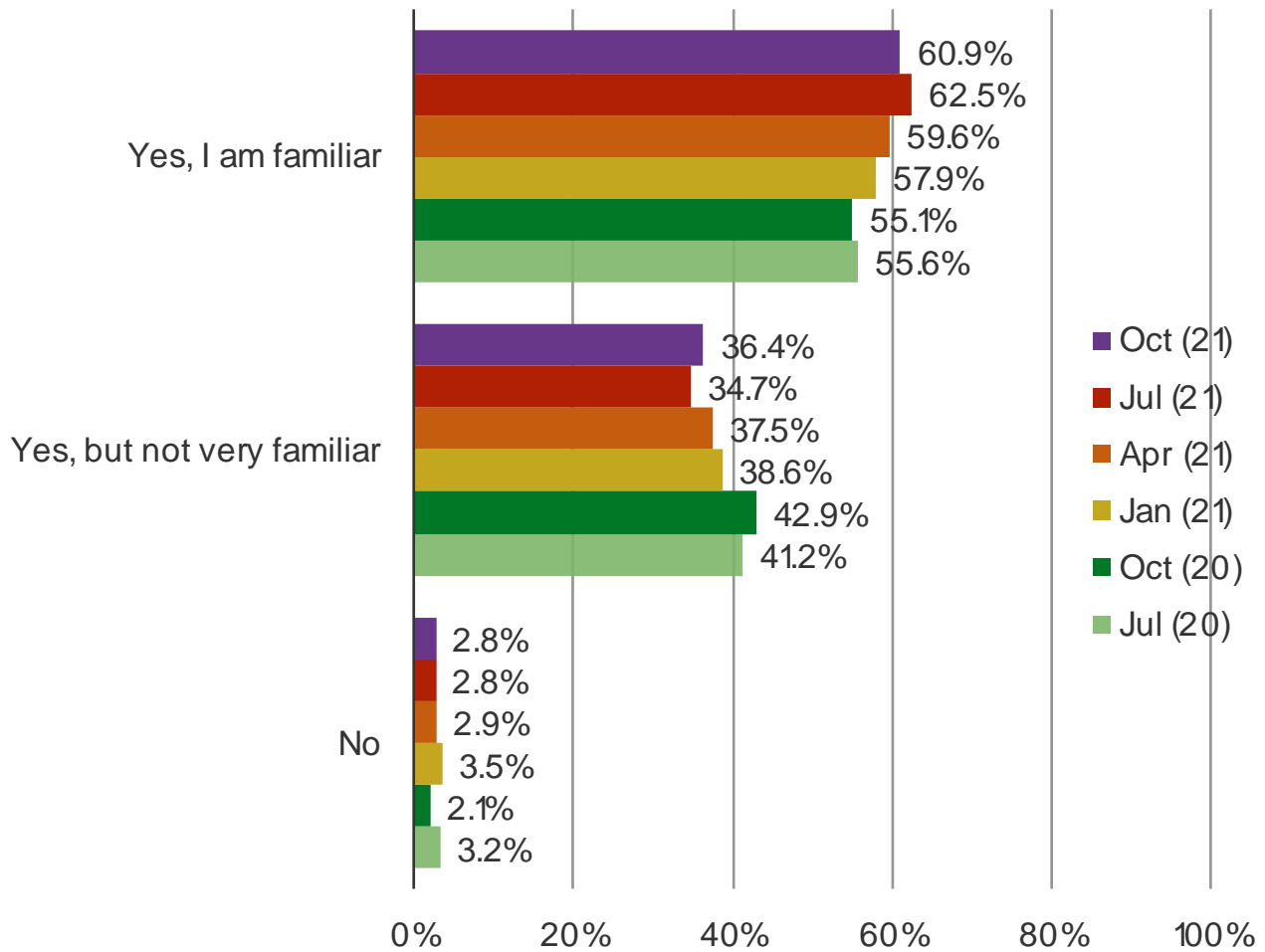
Data around intentions to purchase a new smartphone have continued to improve in our last check.

Apple vs. Android Overseas

5G

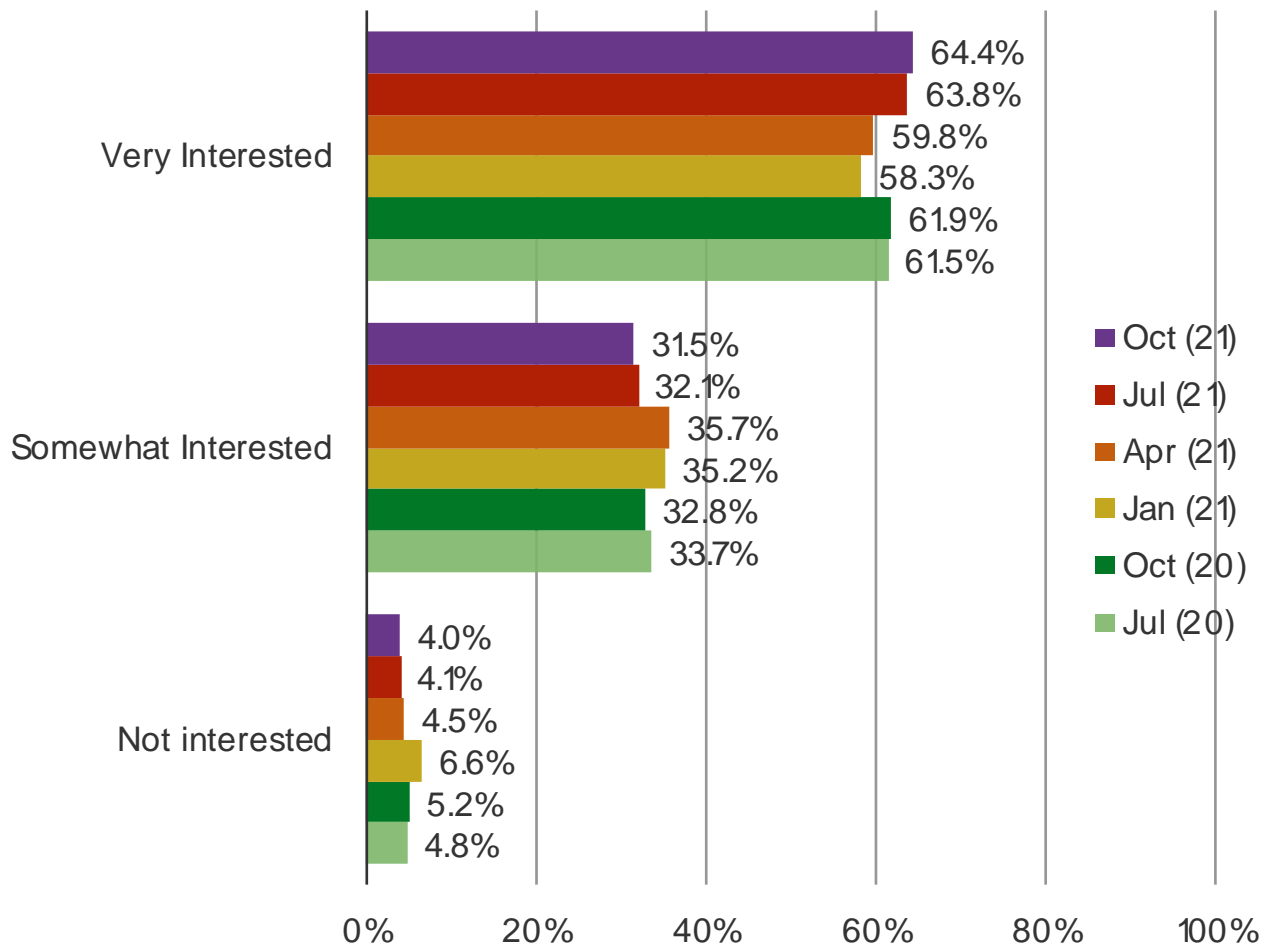
DO YOU KNOW WHAT 5G WIRELESS SERVICE IS?

This question was posed to all respondents.



HOW INTERESTED ARE YOU IN GETTING A PHONE THAT YOU CAN USE ON A 5G WIRELESS NETWORK?

This question was posed to all respondents.

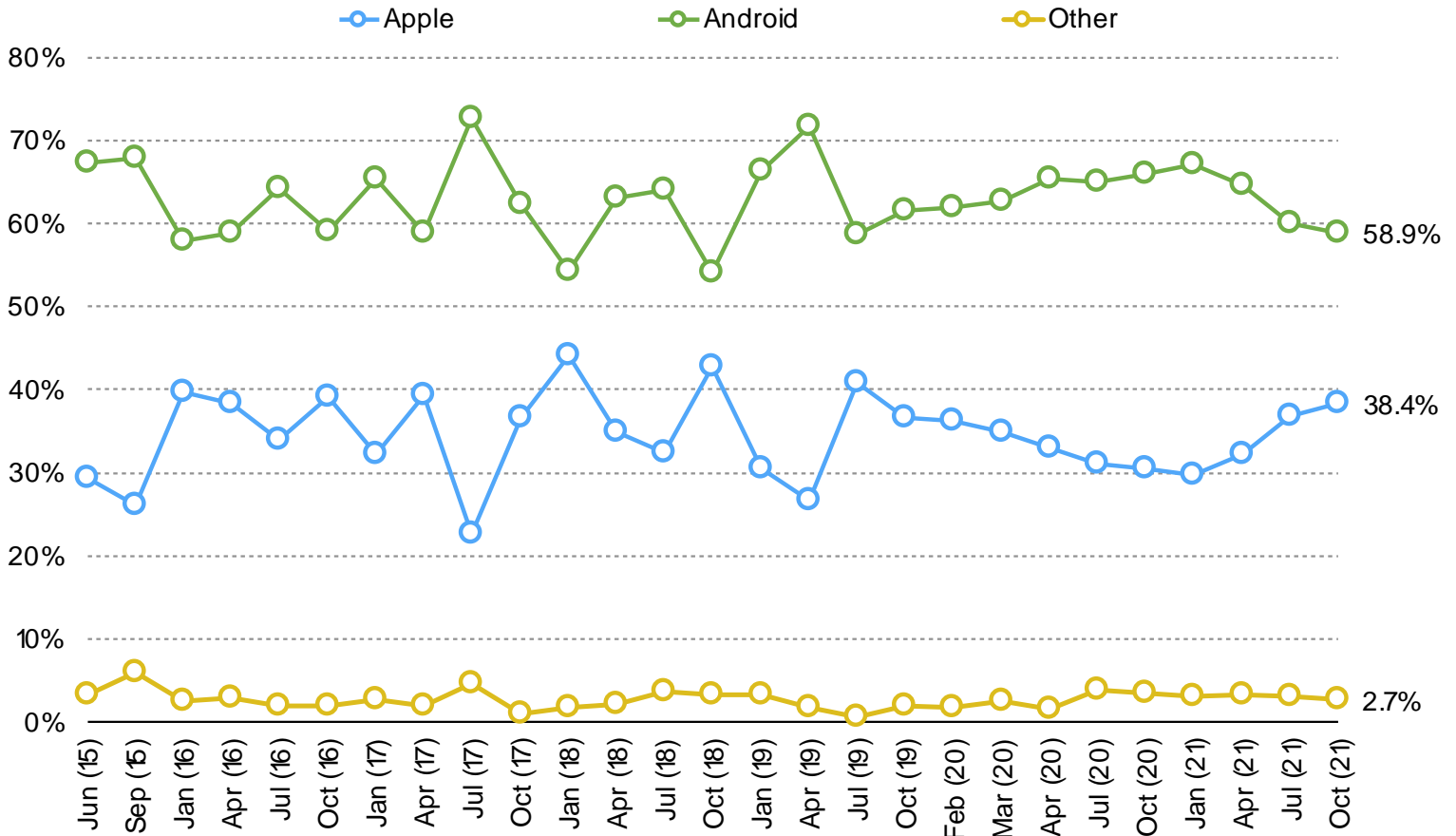


Apple vs. Android Overseas

## MARKET SHARE TRENDS AND PURCHASE ENGAGEMENT

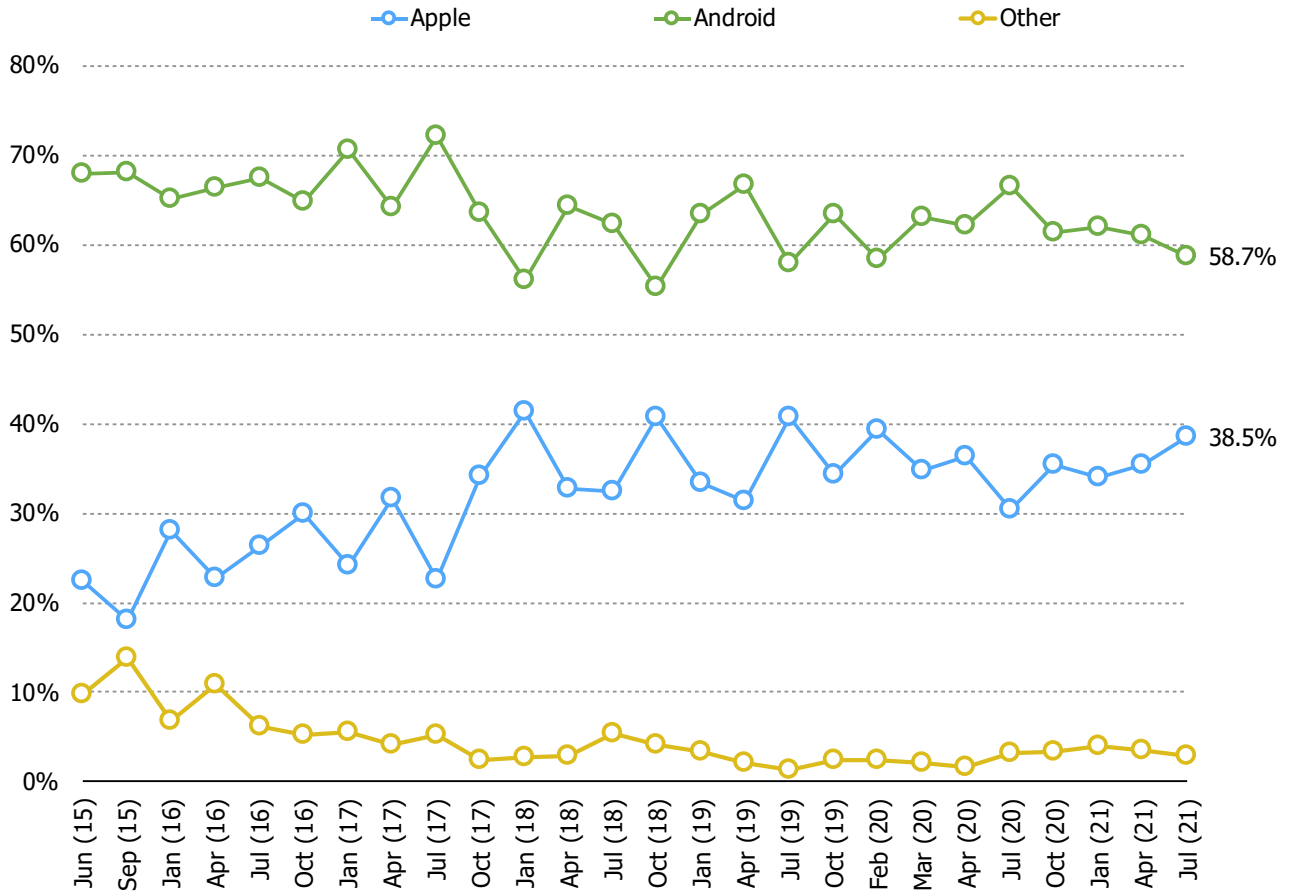
SMARTPHONE OWNERS – TYPE OF SMARTPHONE CURRENTLY OWN

This question was posed to all respondents.



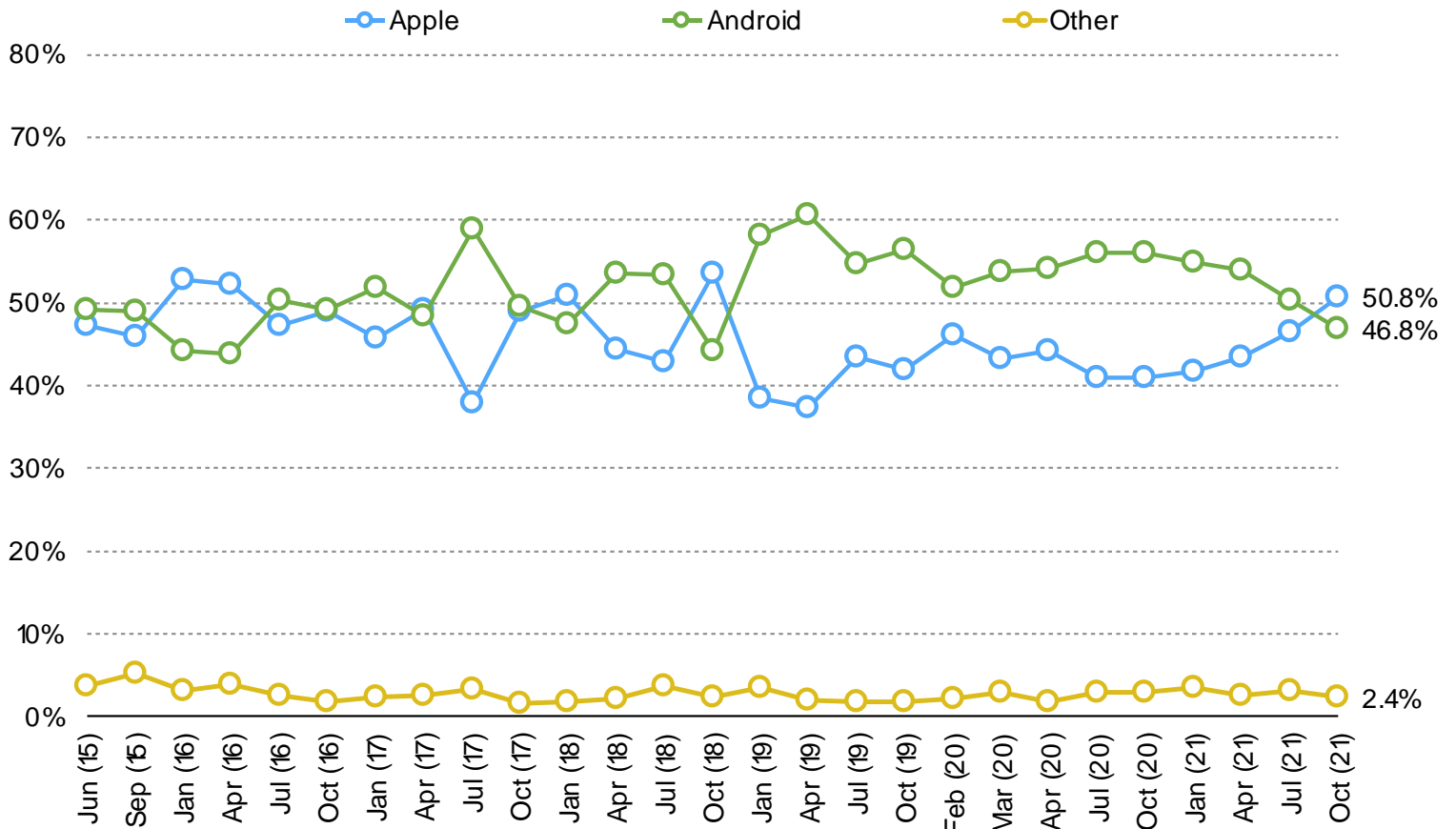
SMARTPHONE OWNERS – WHICH SMARTPHONE DID YOU OWN BEFORE YOUR CURRENT SMARTPHONE?

This question was posed to smartphone owners.



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

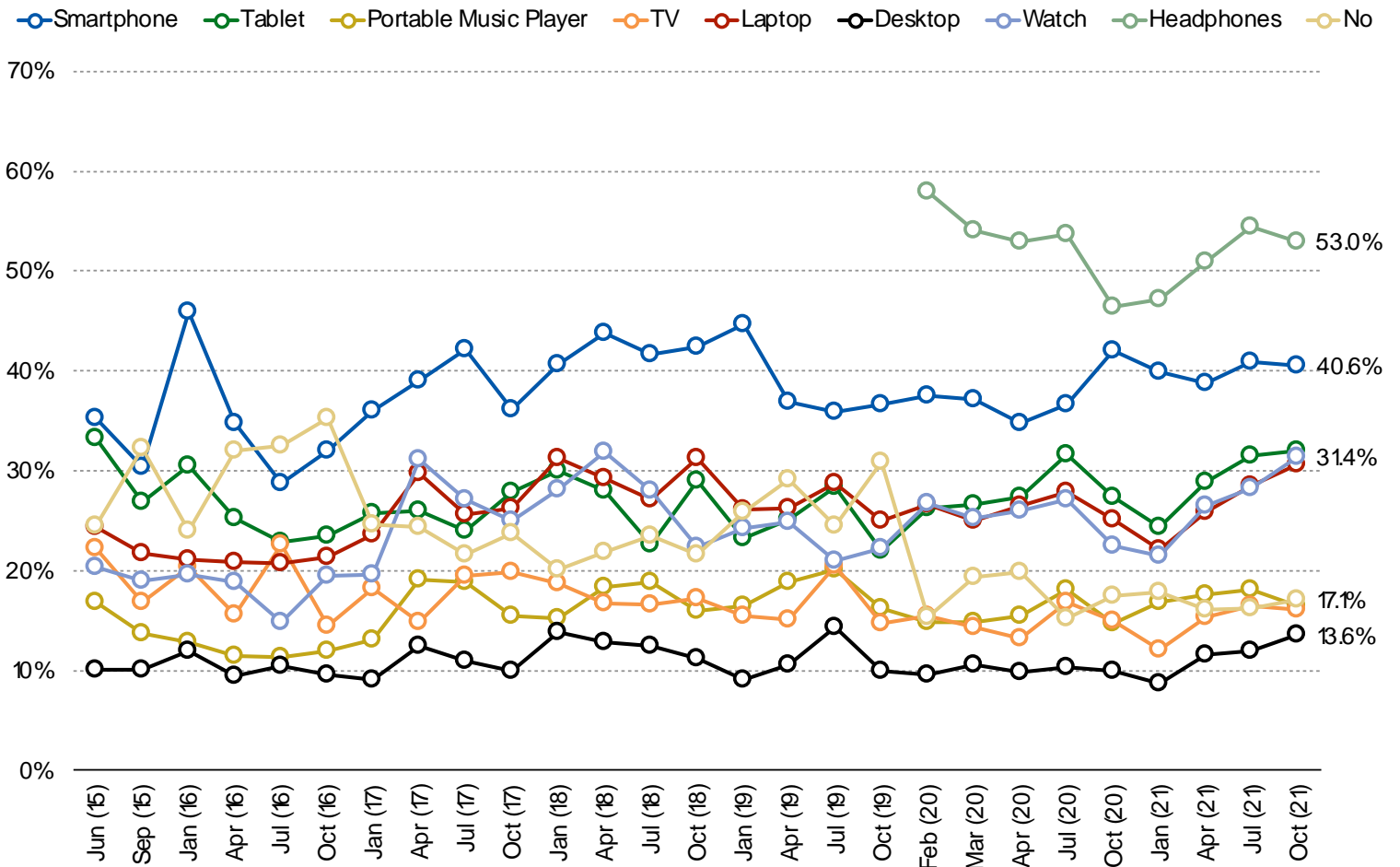
This question was posed to smartphone owners.





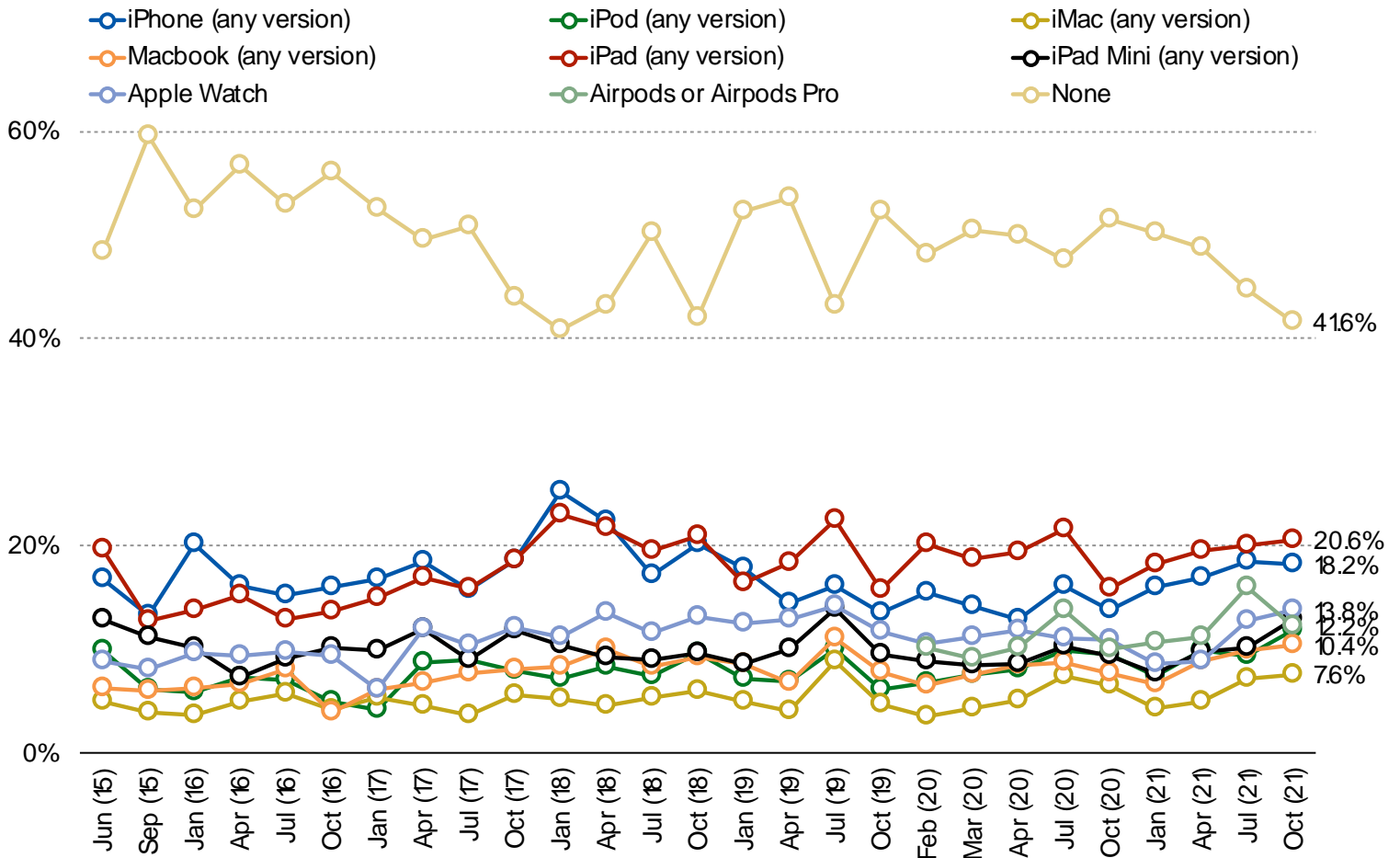
PURCHASED IN PAST THREE MONTHS

This question was posed to all respondents.



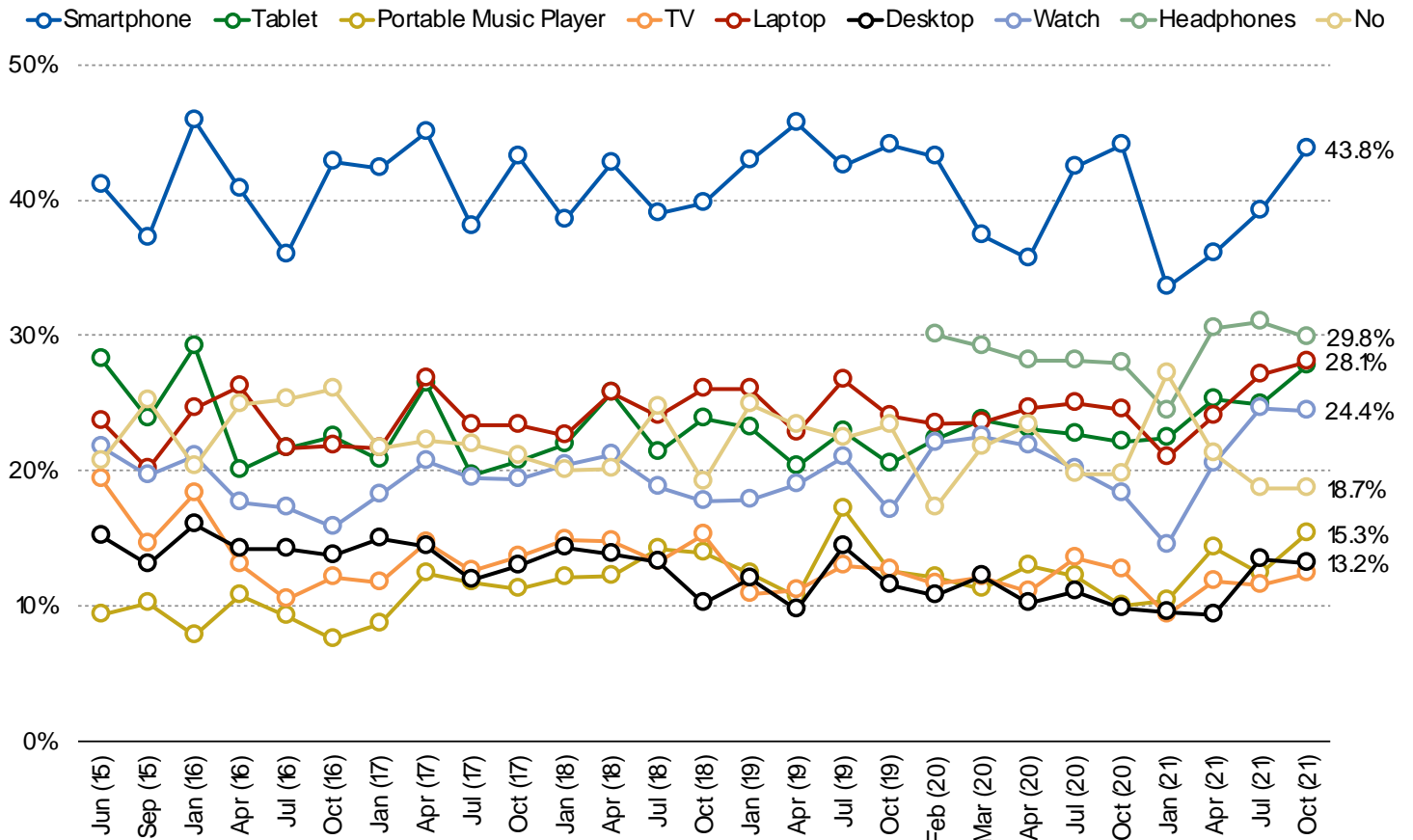
APPLE PRODUCTS PURCHASED IN PAST THREE MONTHS

This question was posed to all respondents.



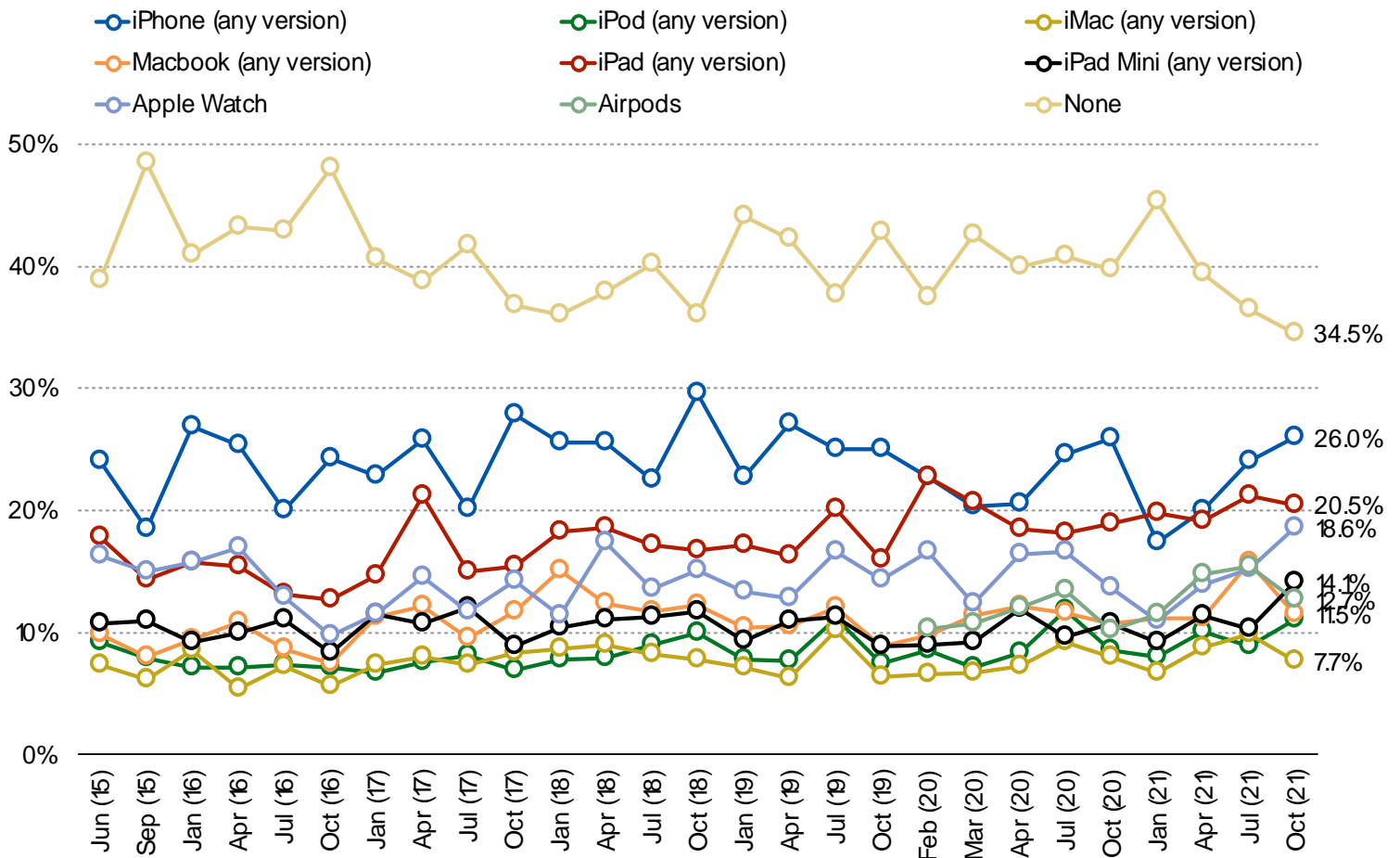
PLANS TO PURCHASE IN NEXT THREE MONTHS

This question was posed to all respondents.



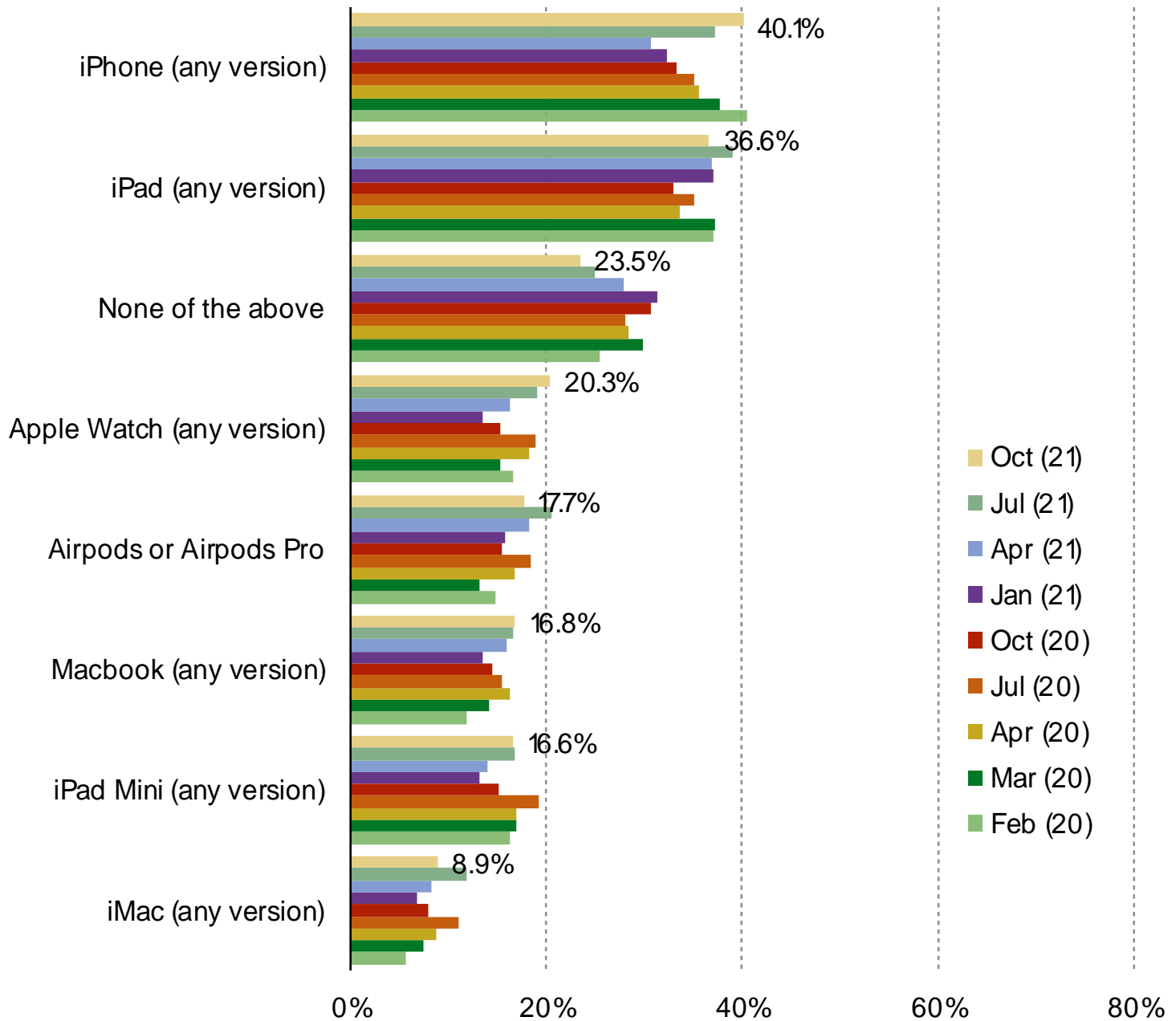
APPLE PRODUCTS – PLANS TO PURCHASE IN NEXT THREE MONTHS

This question was posed to all respondents.



PLEASE SELECT THE DEVICES YOU OWN FROM THE LIST BELOW (SELECT ALL)

This question was posed to all respondents.

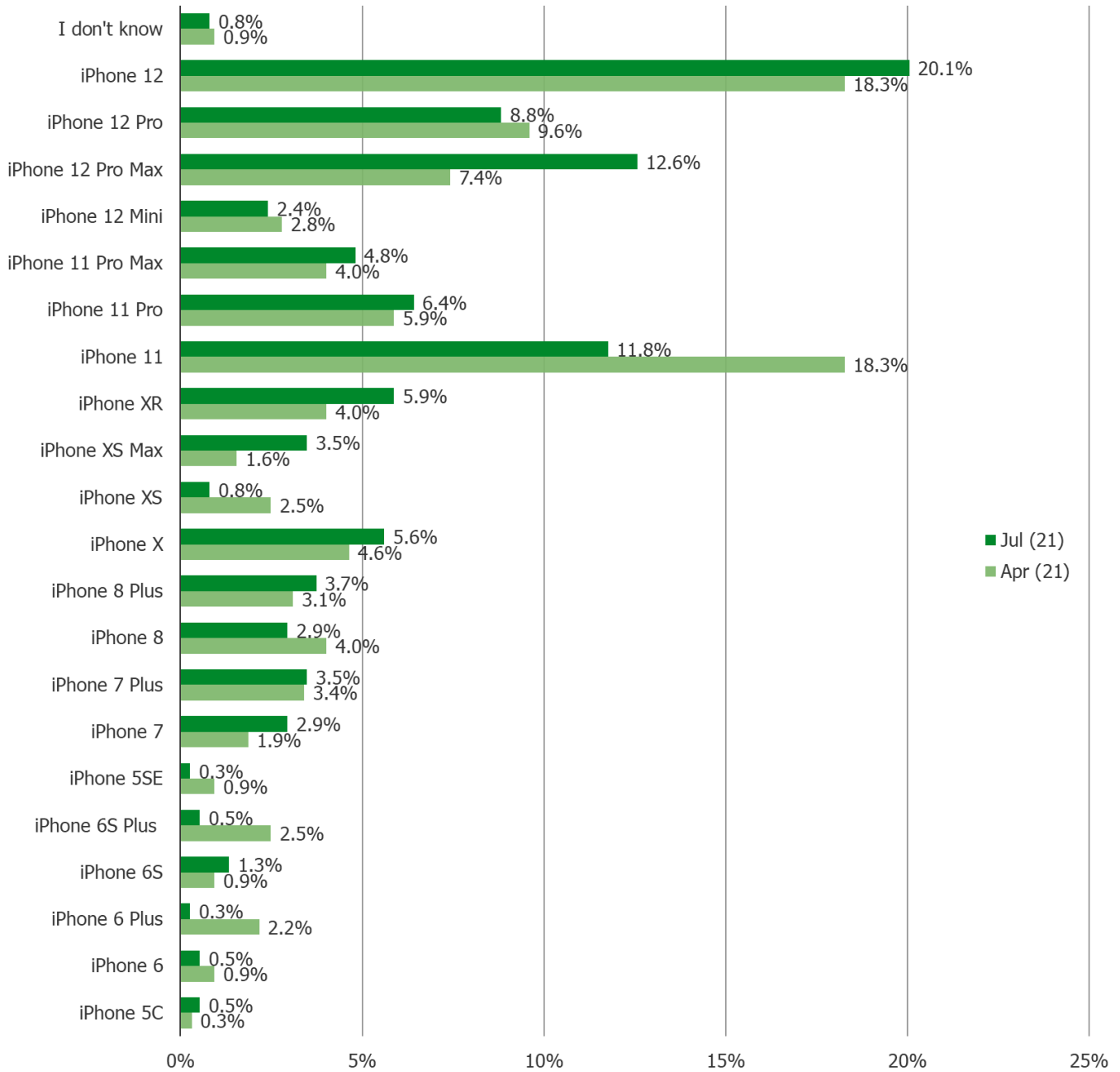


Apple vs. Android Overseas

## IPHONE AND ANDROID MIX

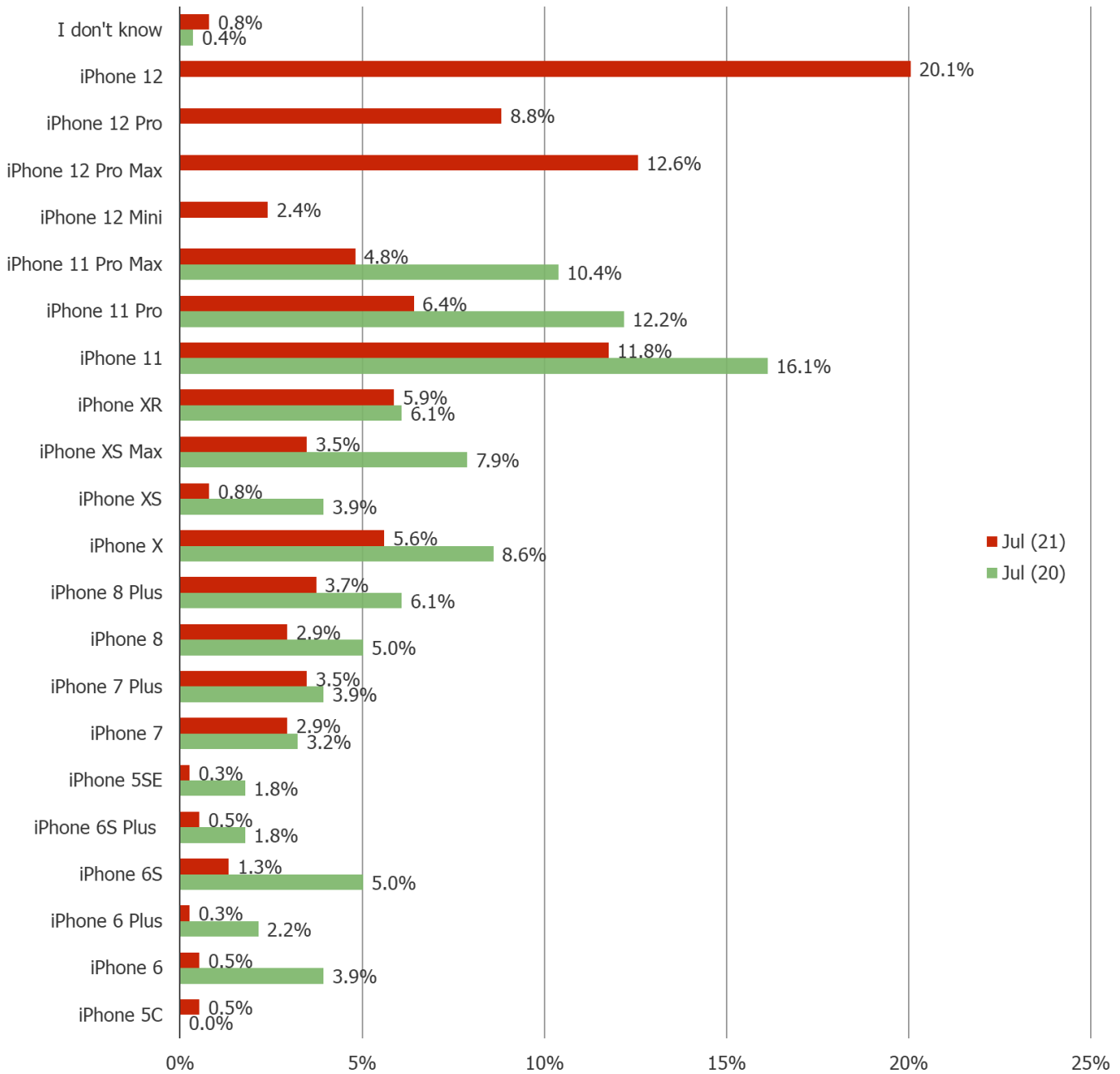
IPHONE OWNERS – MIX | QUARTER OVER QUARTER COMPARISON

This question was posed to iPhone owners.



IPHONE OWNERS – MIX | YEAR OVER YEAR COMPARISON

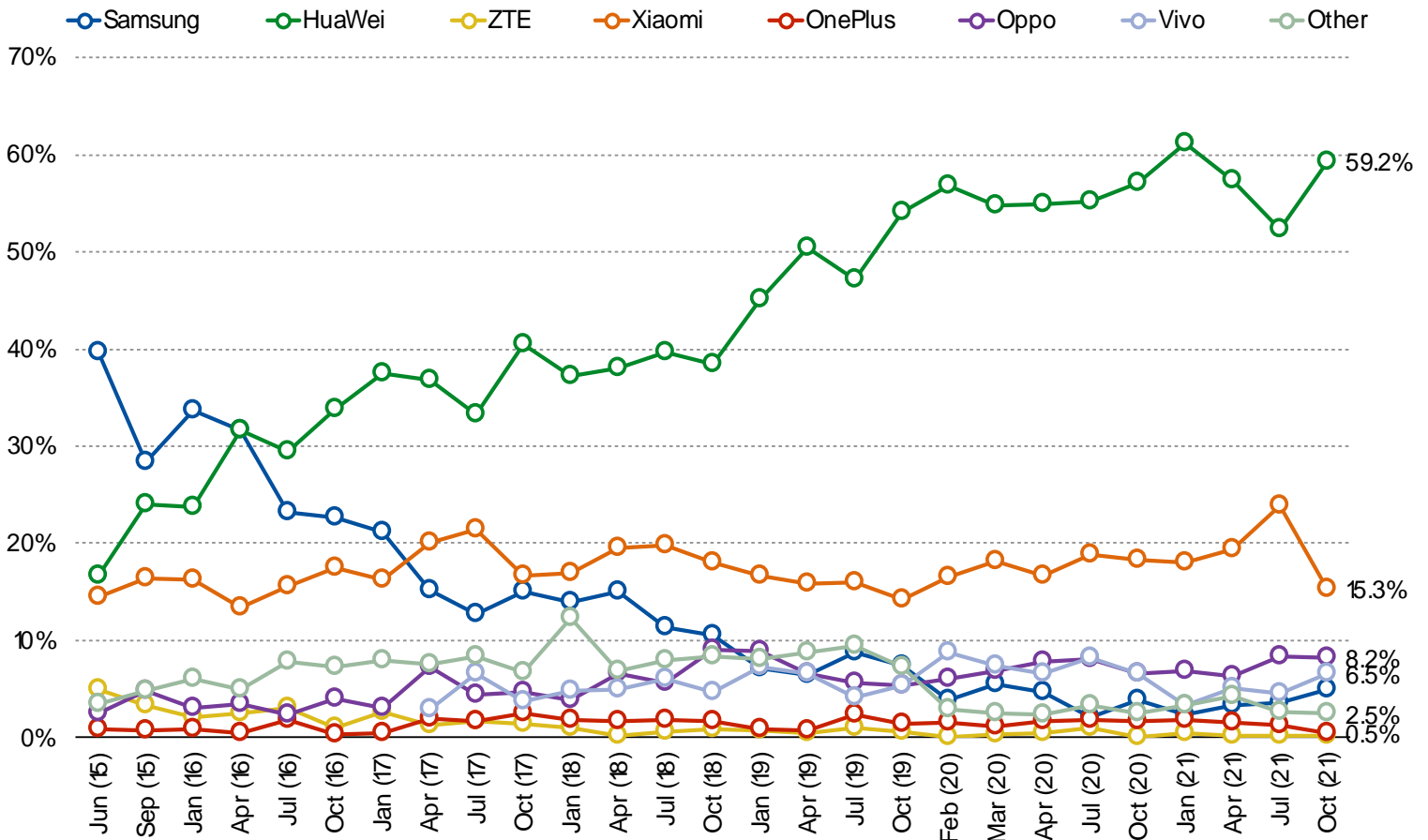
This question was posed to iPhone owners.





ANDROID OWNERS - MIX

This question was posed to Android owners.



WHY DON'T YOU USE THE IPHONE?

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

October 2021



July 2021



April 2021



January 2021

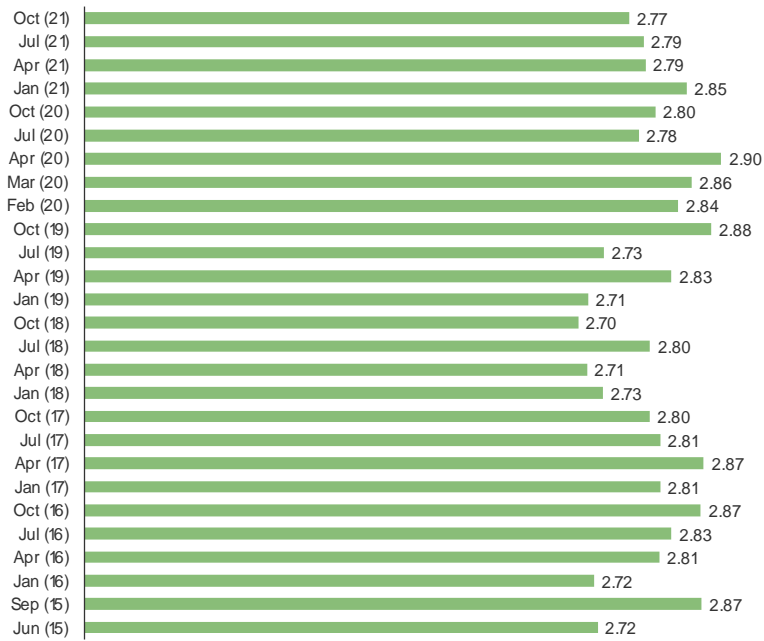
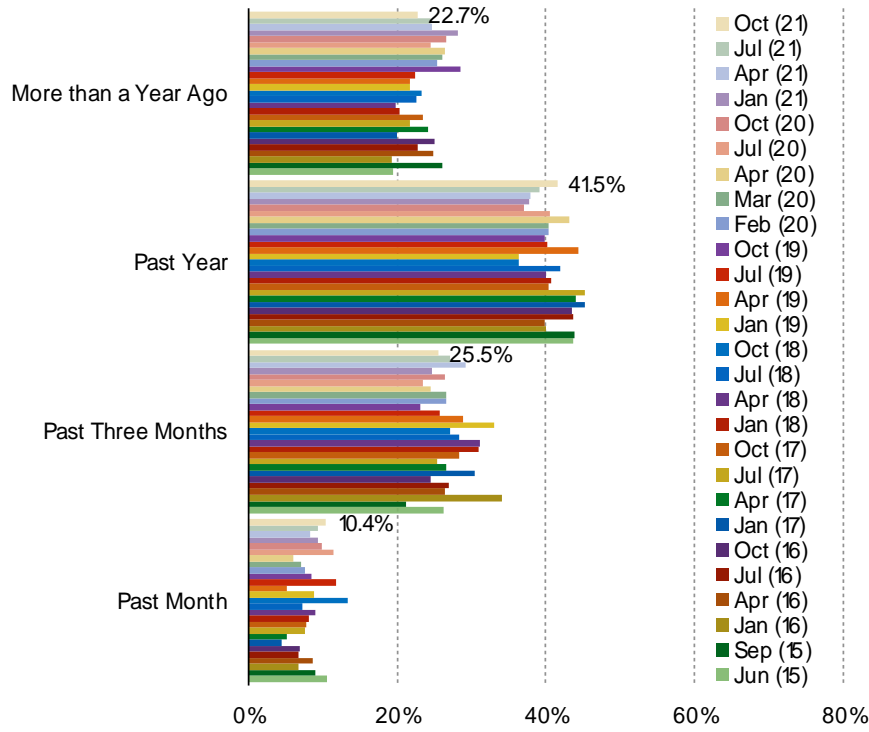


Apple vs. Android Overseas

## SMARTPHONE PURCHASE FREQUENCY

WHEN DID YOU GET YOUR CURRENT SMARTPHONE?

This question was posed to smartphone owners.

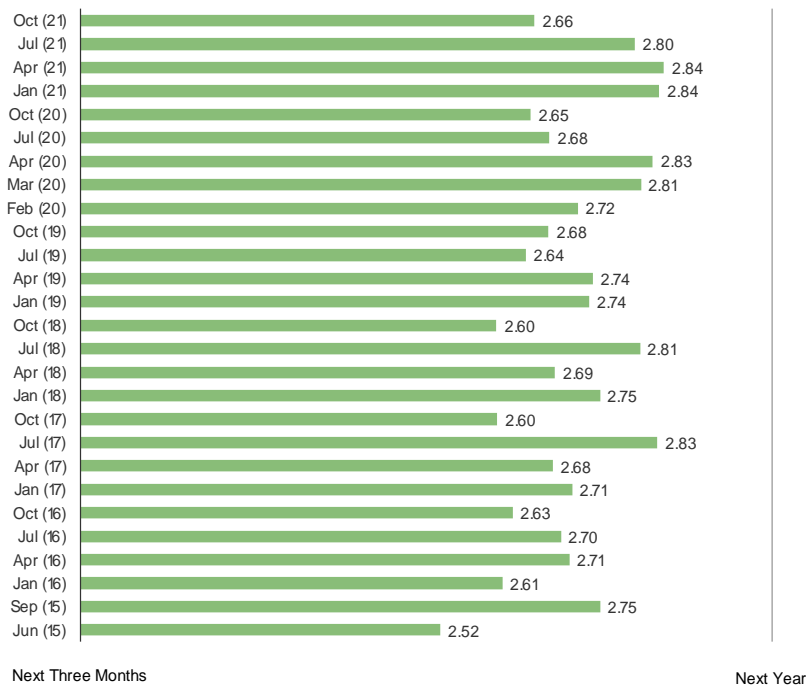
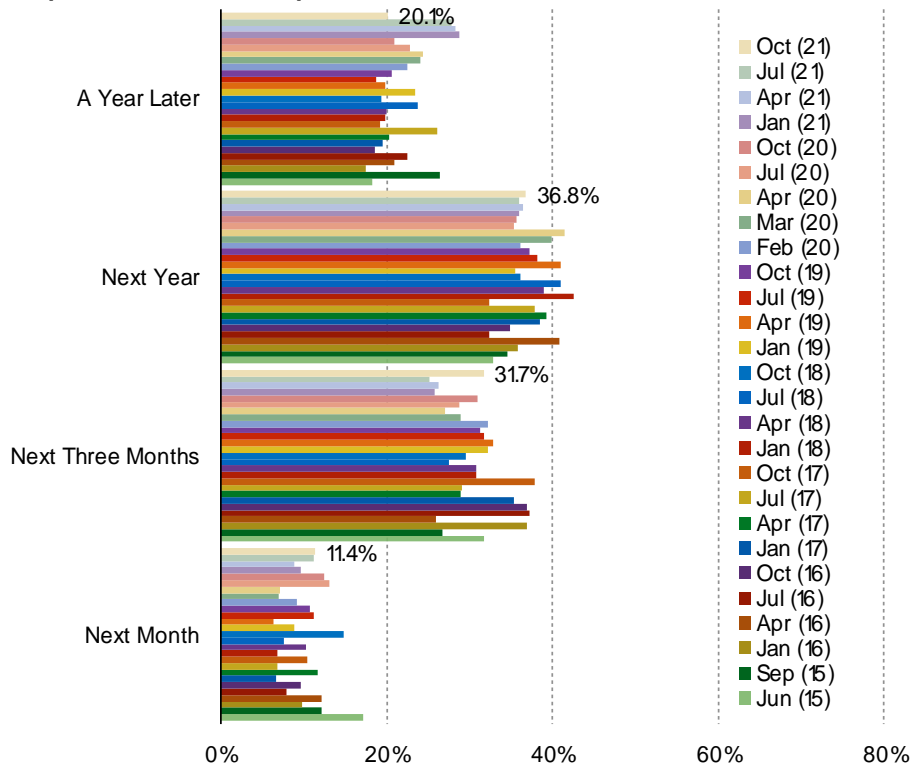


Past Three Months

Past Year

WHEN DO YOU PLAN TO GET A NEW SMARTPHONE?

This question was posed to smartphone owners.



HOW OFTEN DO YOU BUY A NEW SMARTPHONE?

This question was posed to smartphone owners.

