



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 stands at series highs. The majority of respondents are very interested in 5G capabilities.

MARKET SHARE

Android is still ahead of iOS in China, but we continue to see iOS gaining share.

SMARTPHONE REFRESH CYCLES

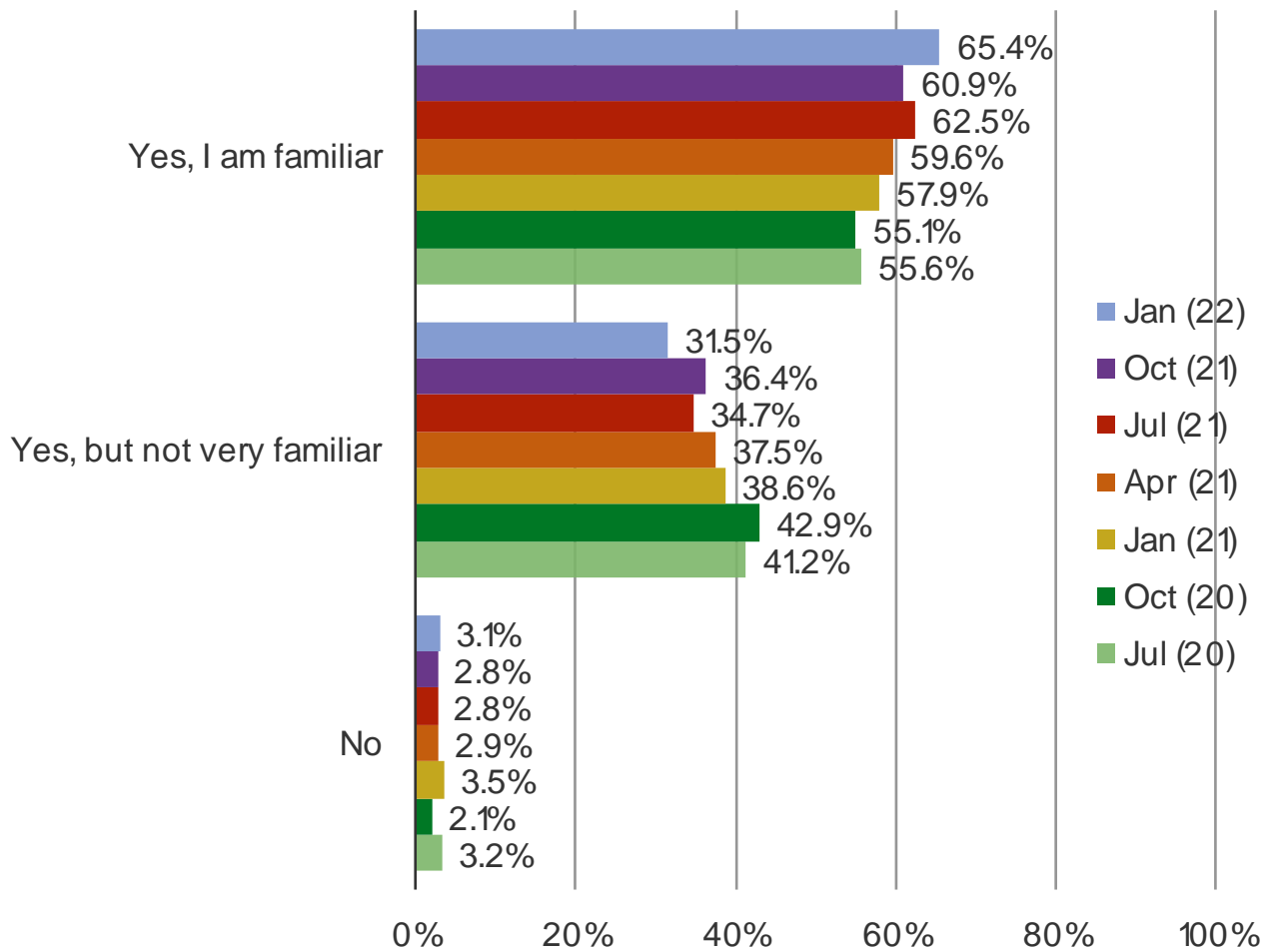
Data around intentions to purchase a new smartphone show an improvement relative to a year ago.

Apple vs. Android Overseas

5G

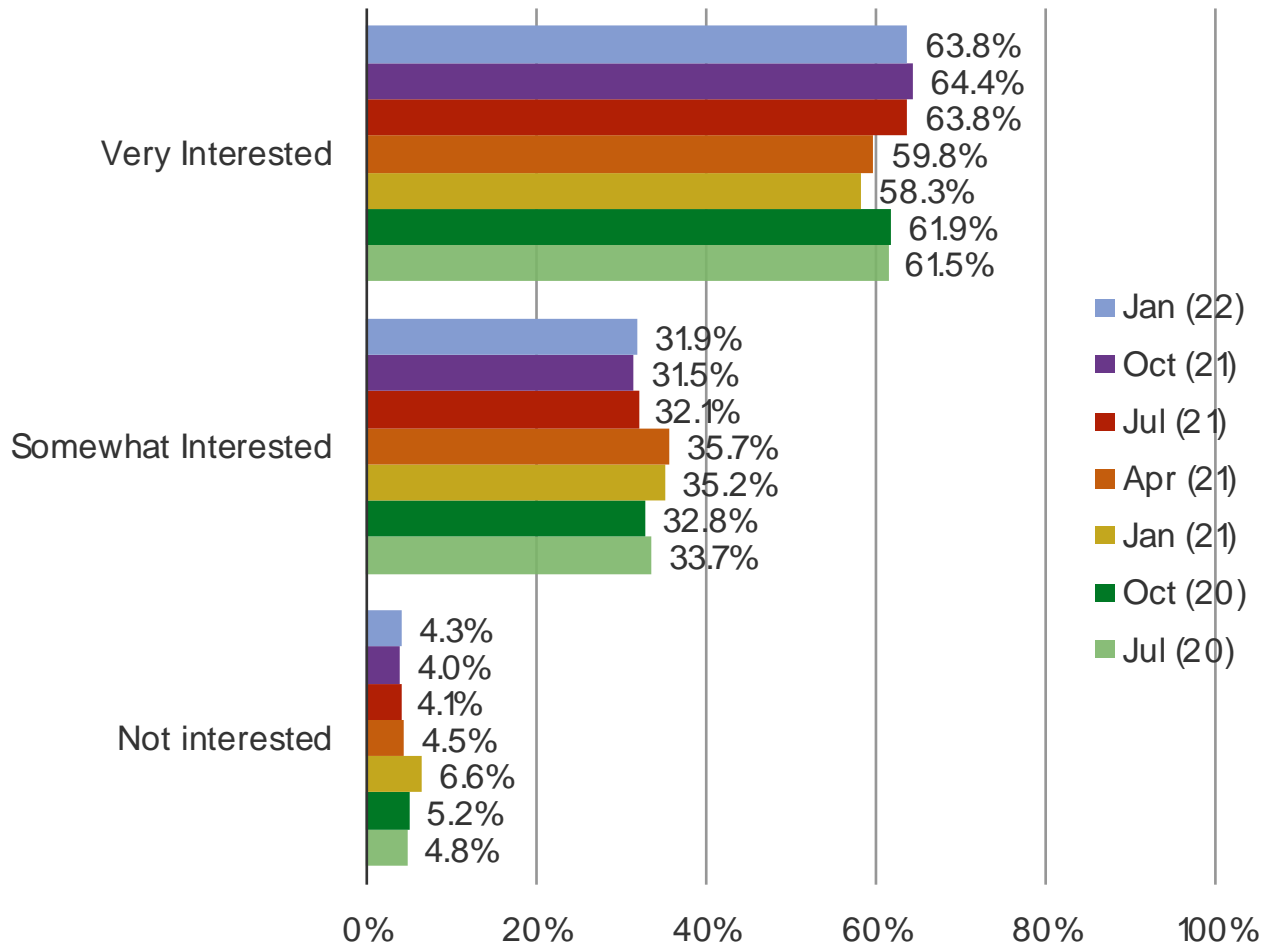
DO YOU KNOW WHAT 5G WIRELESS SERVICE IS?

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.

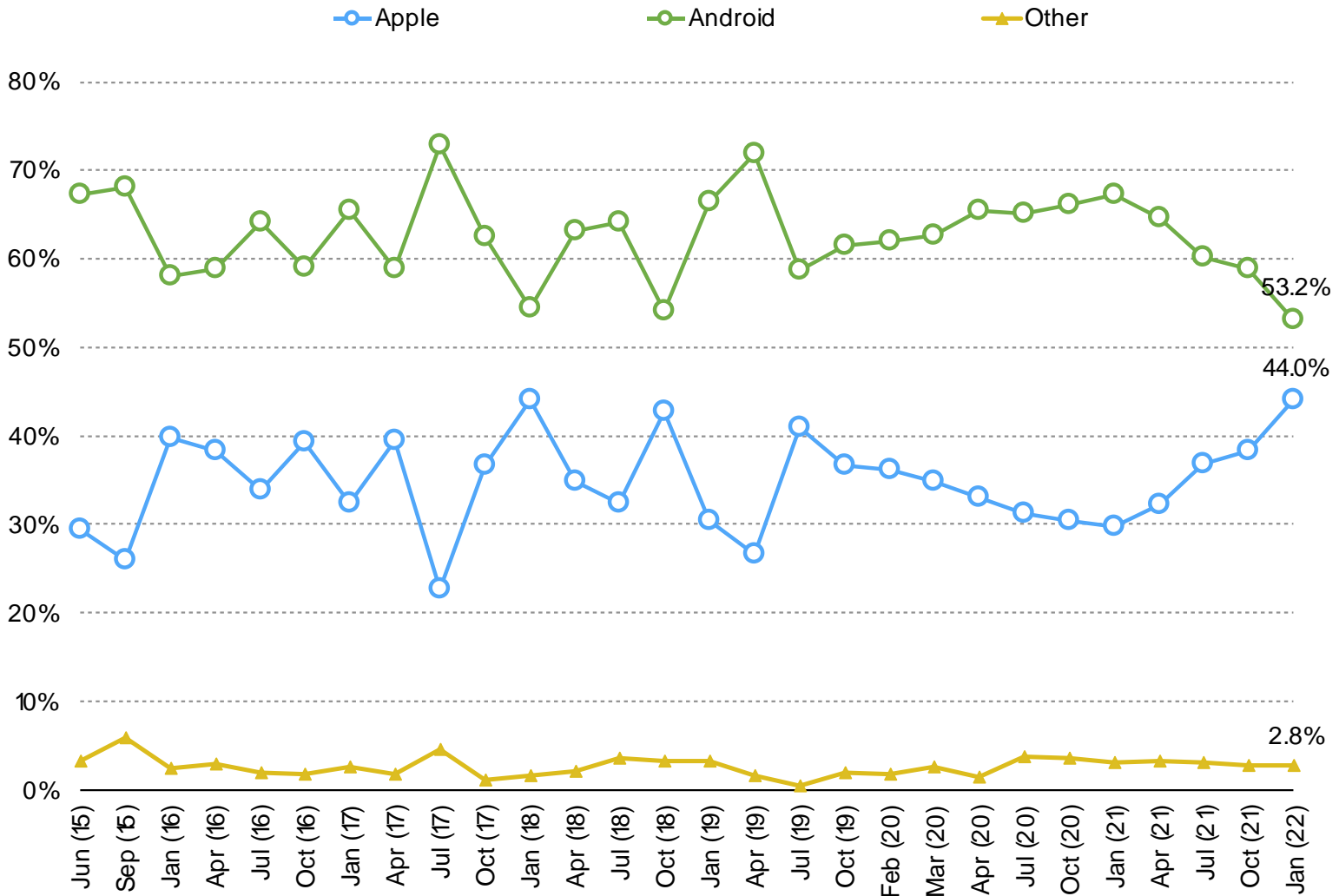


Apple vs. Android Overseas

MARKET SHARE TRENDS AND PURCHASE ENGAGEMENT

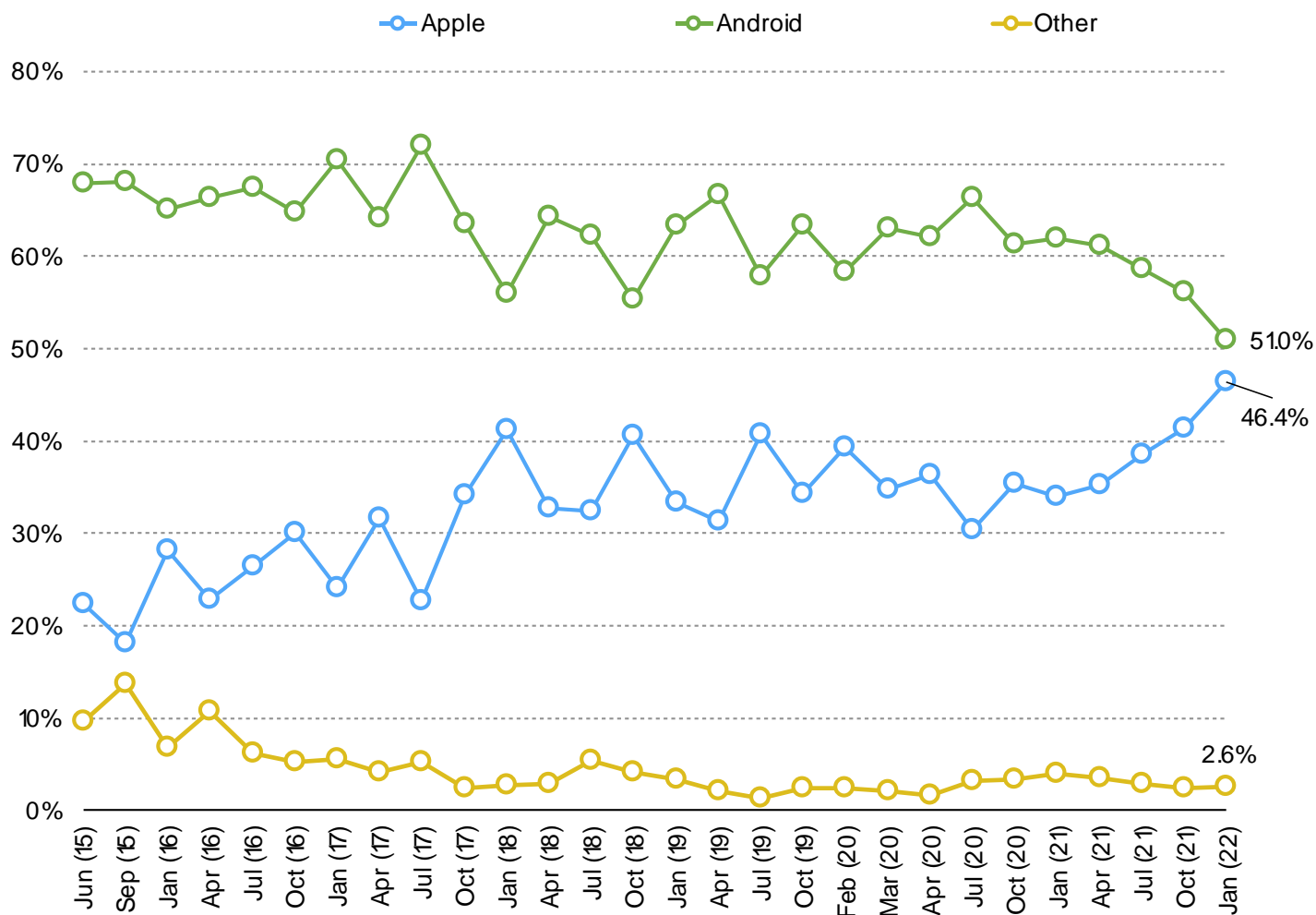
SMARTPHONE OWNERS – TYPE OF SMARTPHONE CURRENTLY OWN

This question was posed to all respondents.



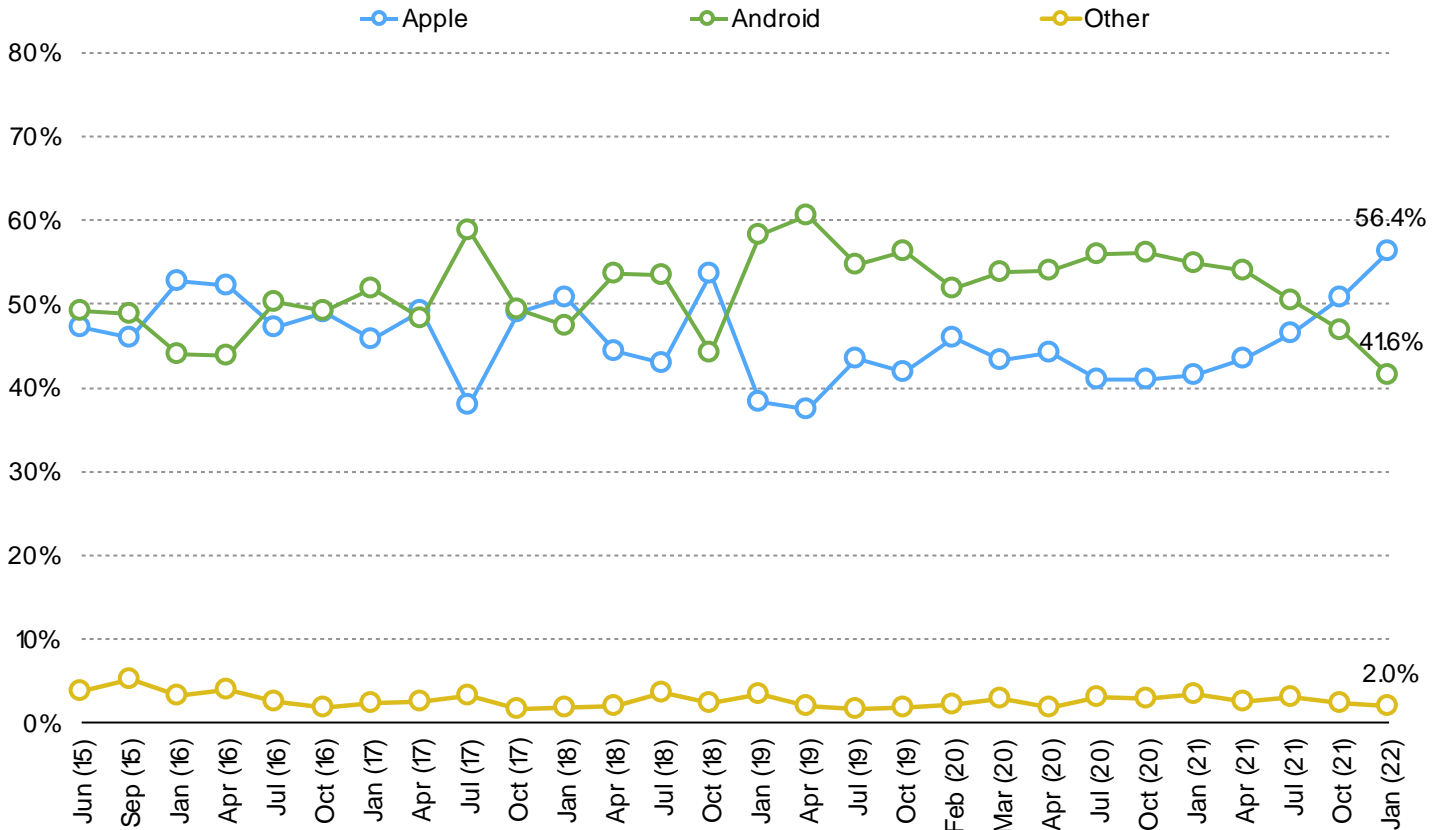
SMARTPHONE OWNERS – WHICH SMARTPHONE DID YOU OWN BEFORE YOUR CURRENT SMARTPHONE?

This question was posed to smartphone owners.



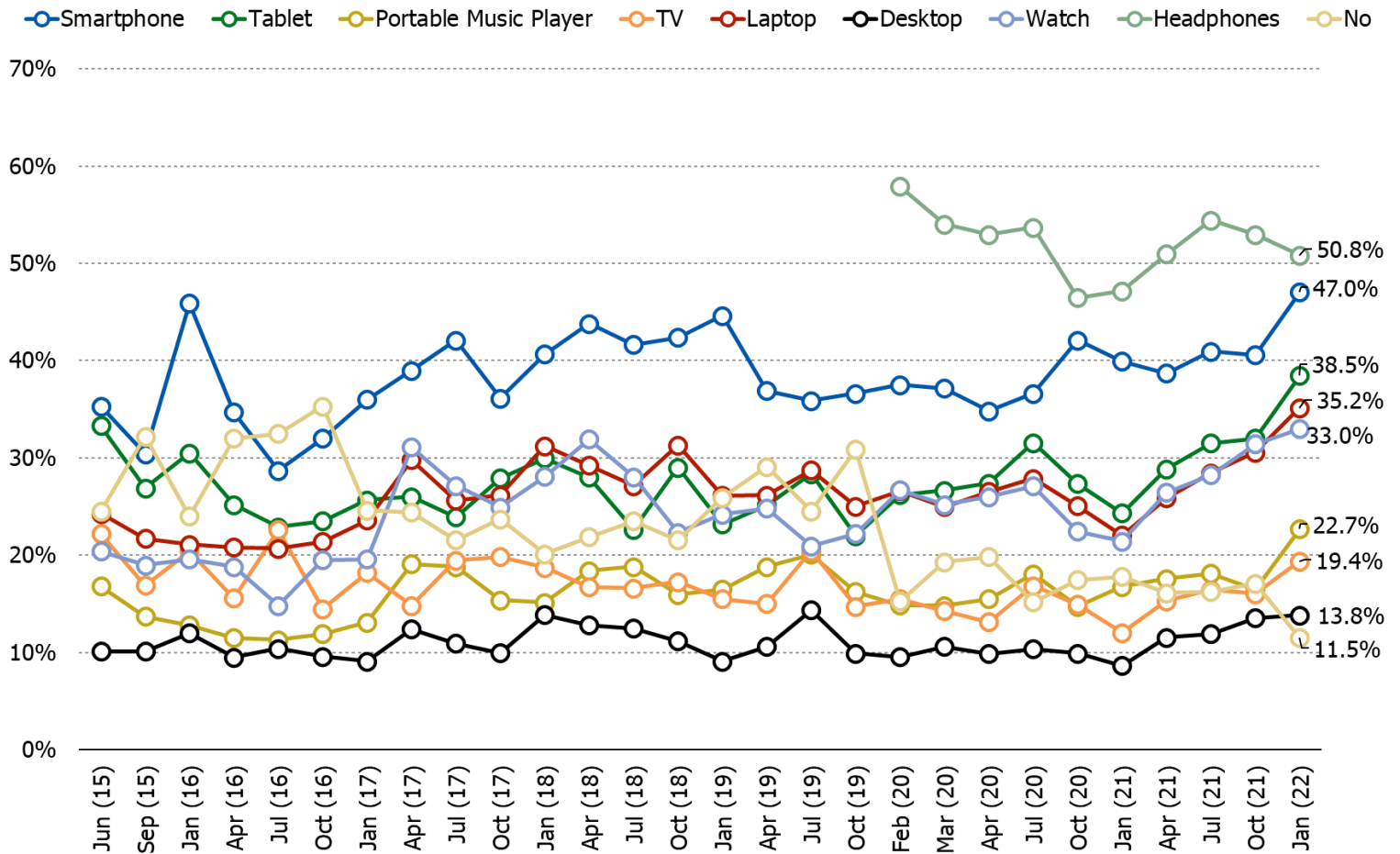
SMARTPHONE OWNERS – WHICH SMARTPHONE WILL YOU CHOOSE FOR YOUR NEXT SMARTPHONE?

This question was posed to smartphone owners.



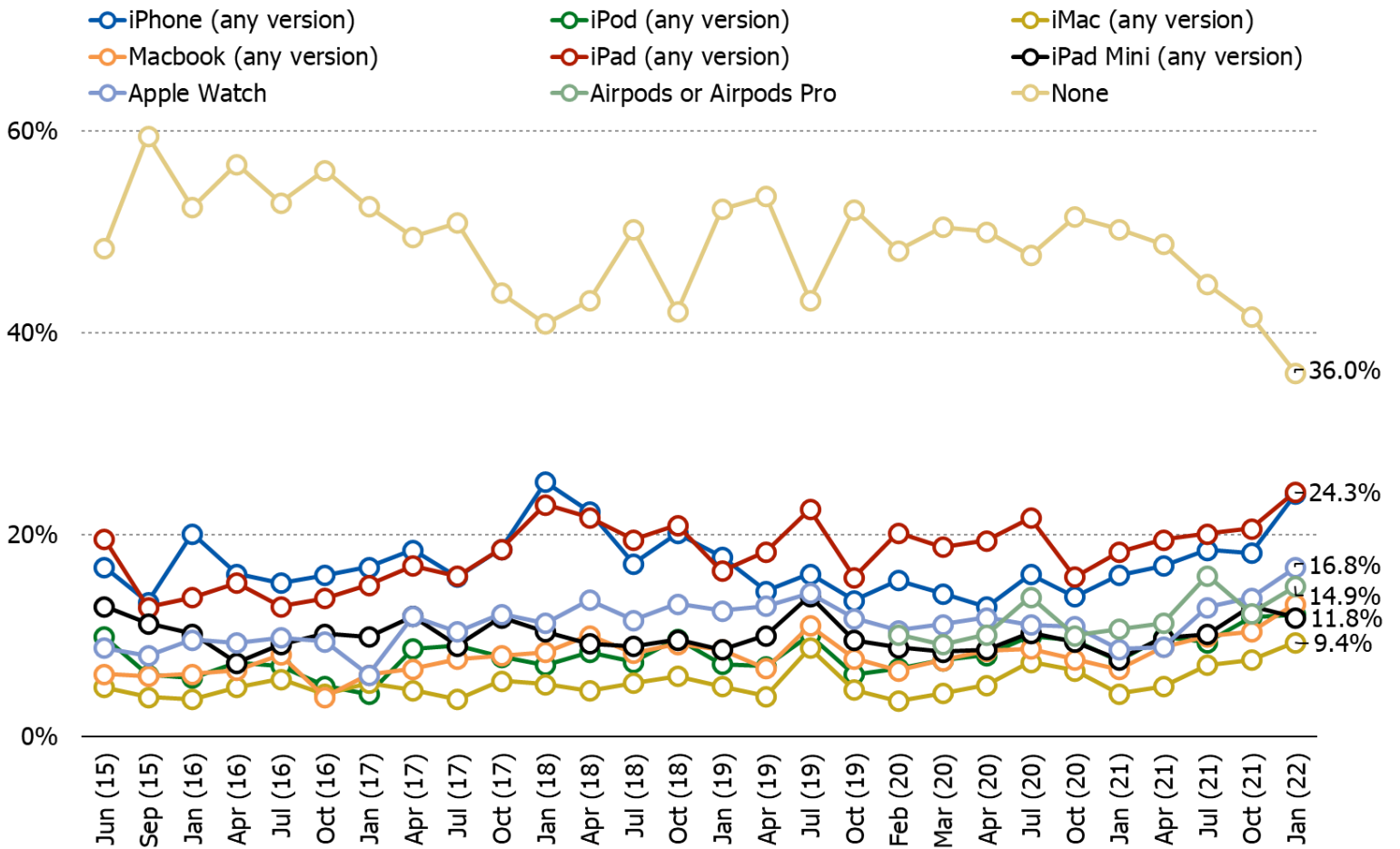
PURCHASED IN PAST THREE MONTHS

This question was posed to all respondents.



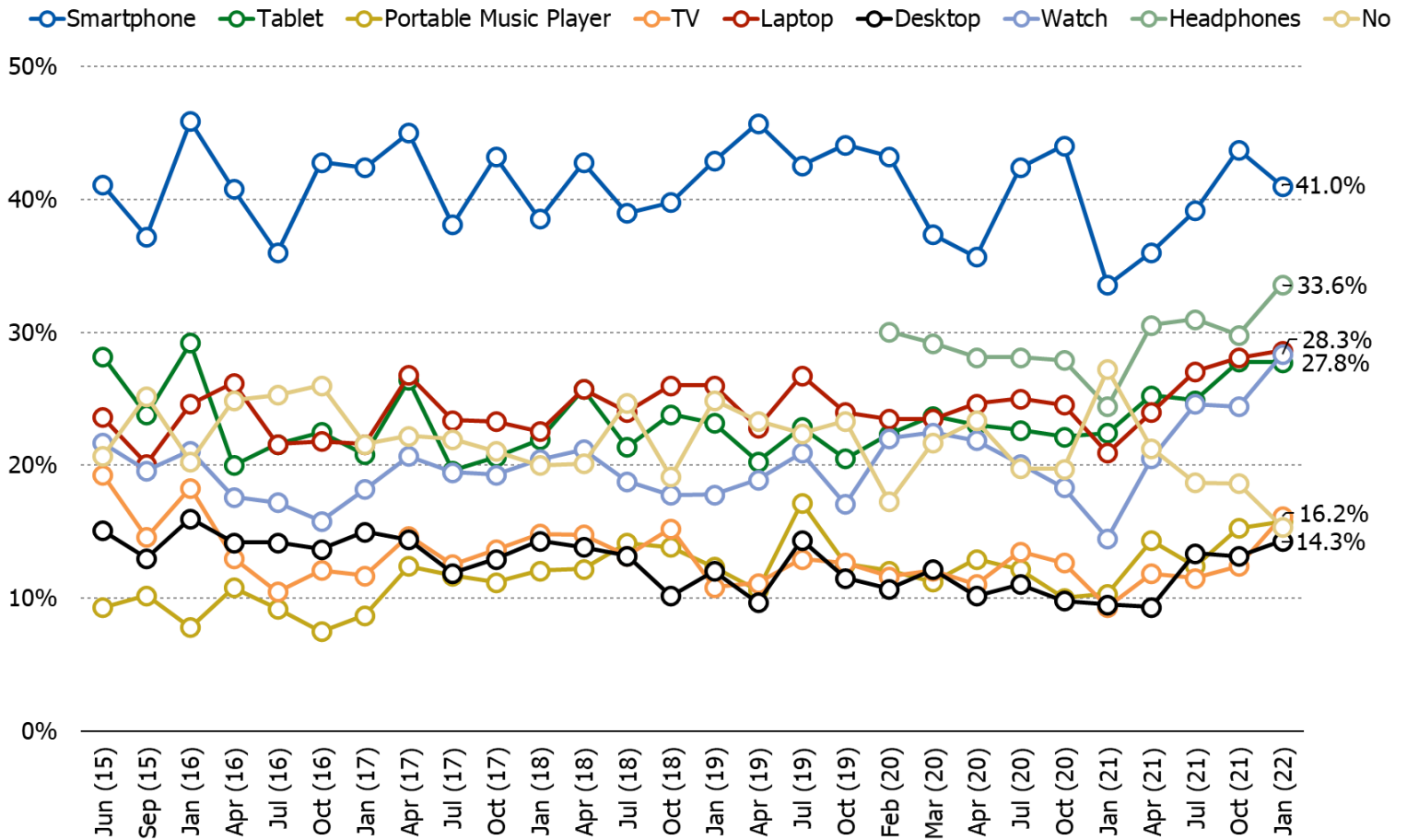
APPLE PRODUCTS PURCHASED IN PAST THREE MONTHS

This question was posed to all respondents.



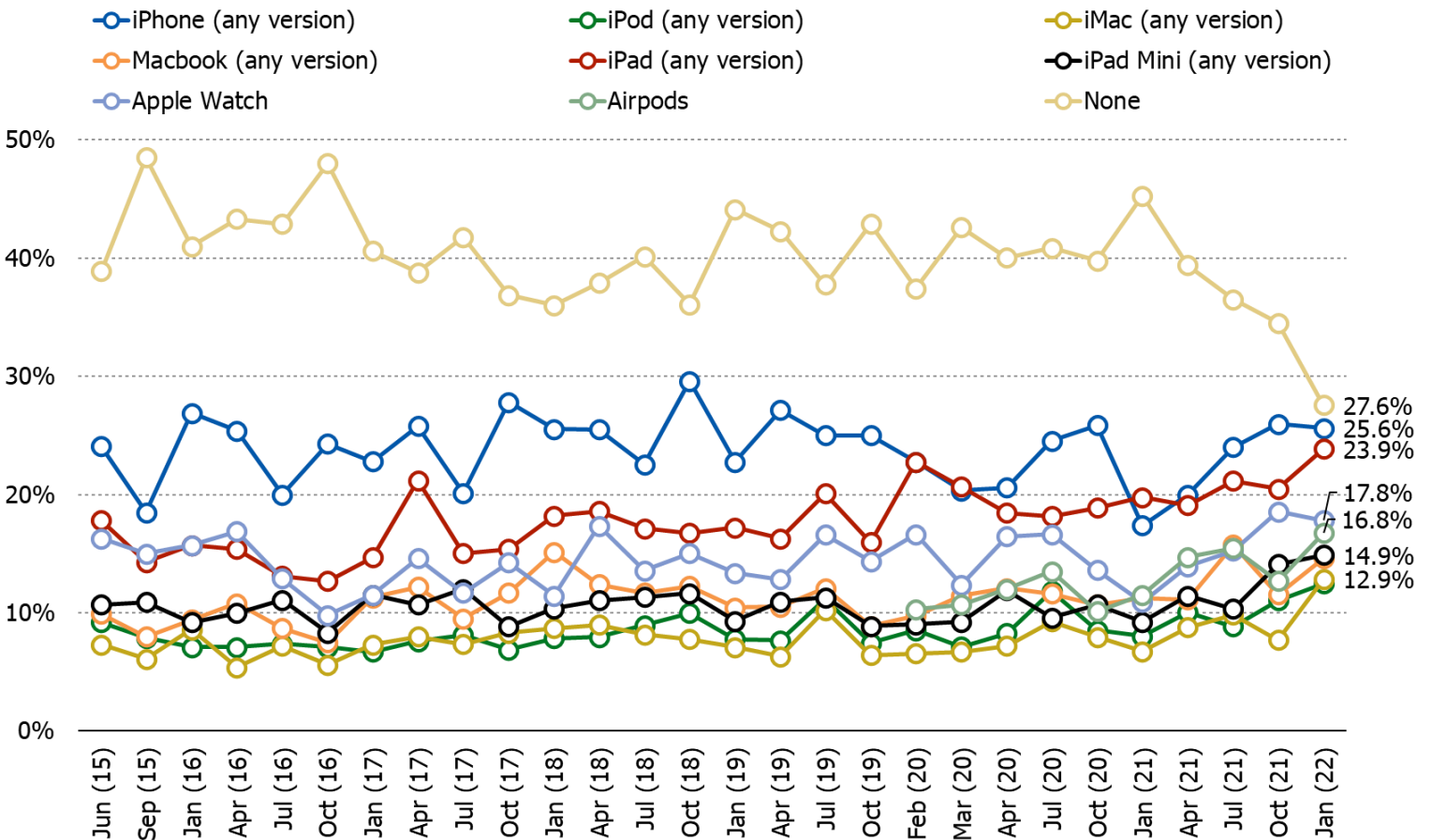
PLANS TO PURCHASE IN NEXT THREE MONTHS

This question was posed to all respondents.



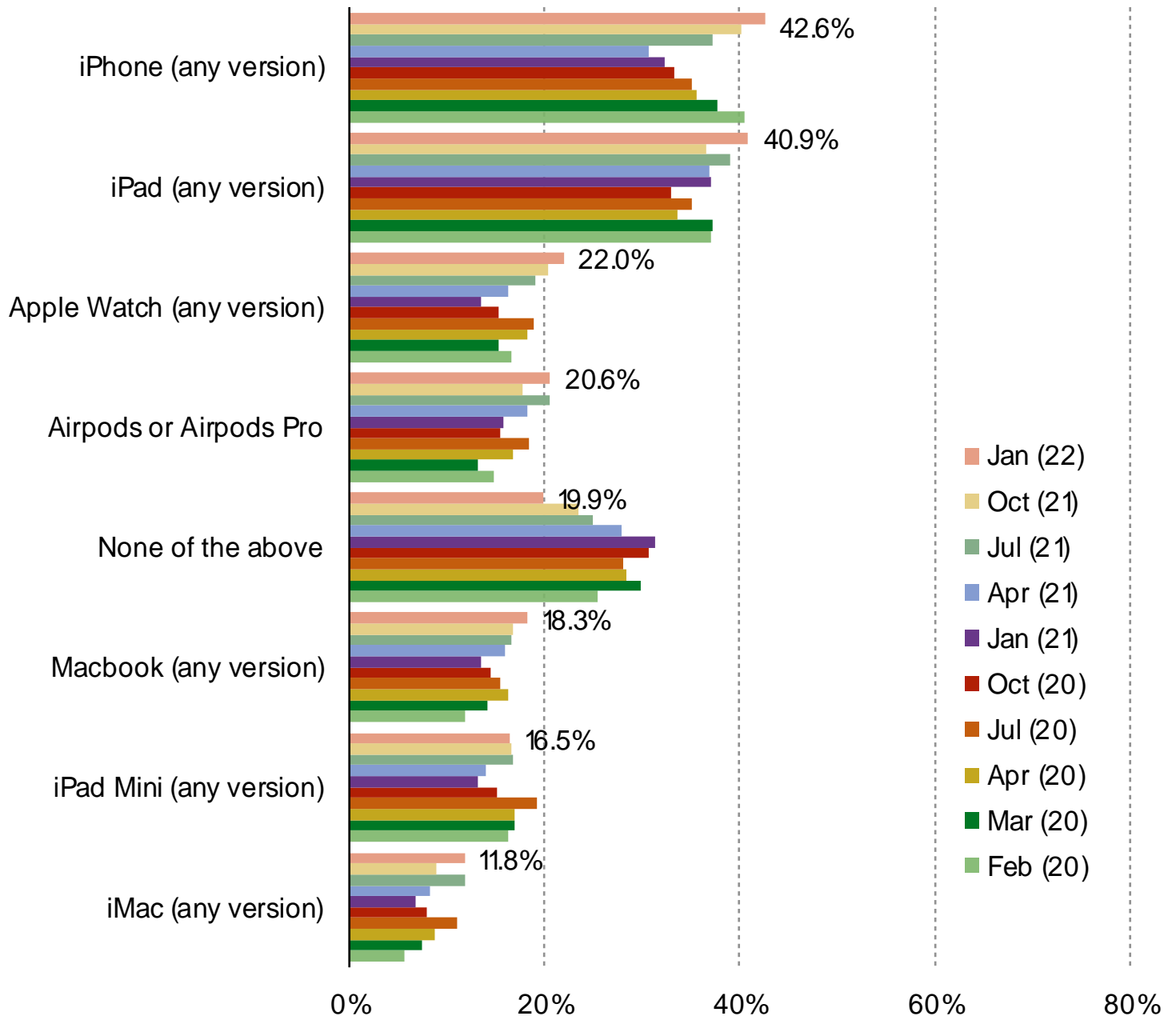
APPLE PRODUCTS – PLANS TO PURCHASE IN NEXT THREE MONTHS

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.

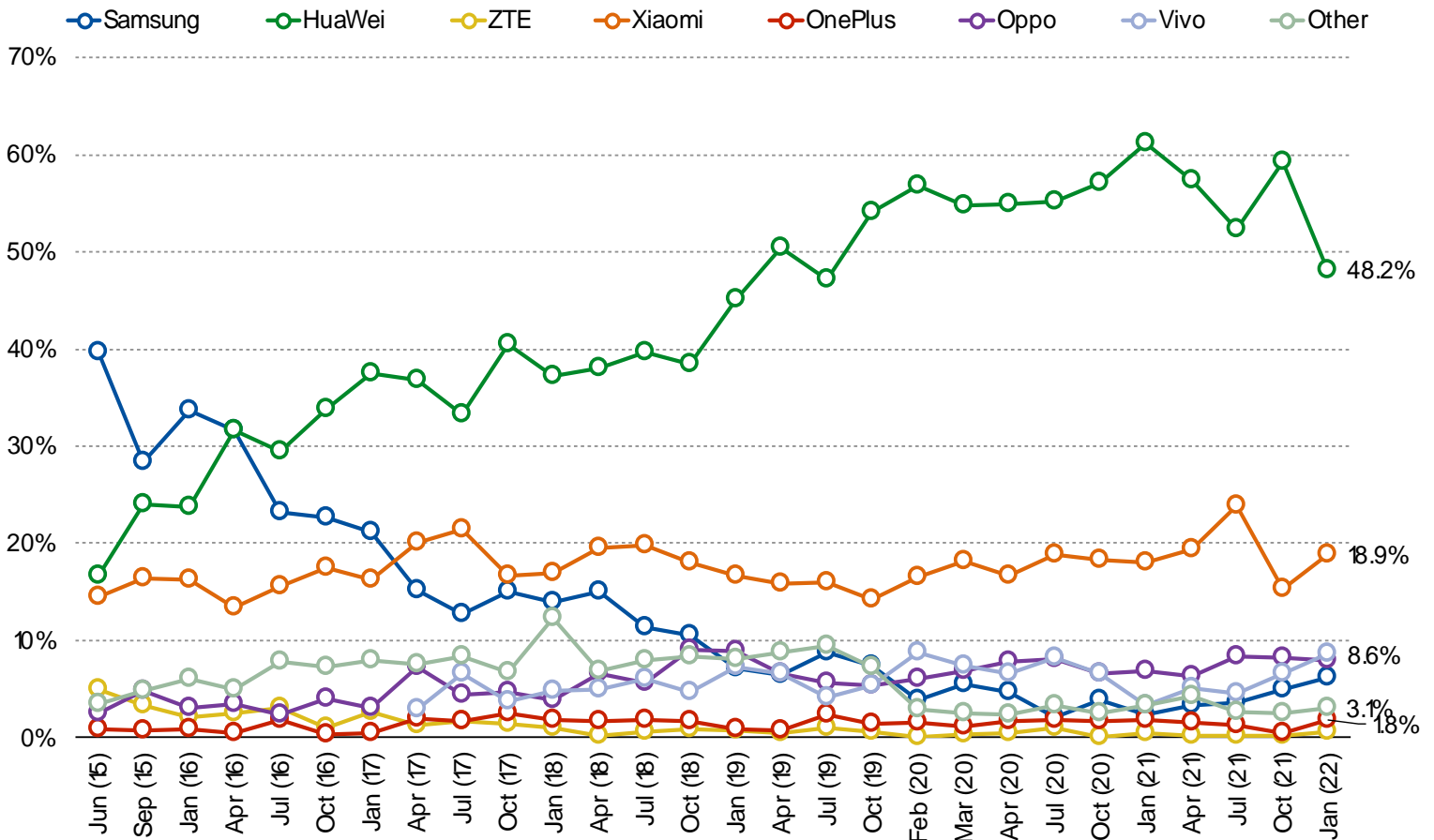


Apple vs. Android Overseas

IPHONE AND ANDROID MIX

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.

January 2022



October 2021



July 2021



April 2021



January 2021

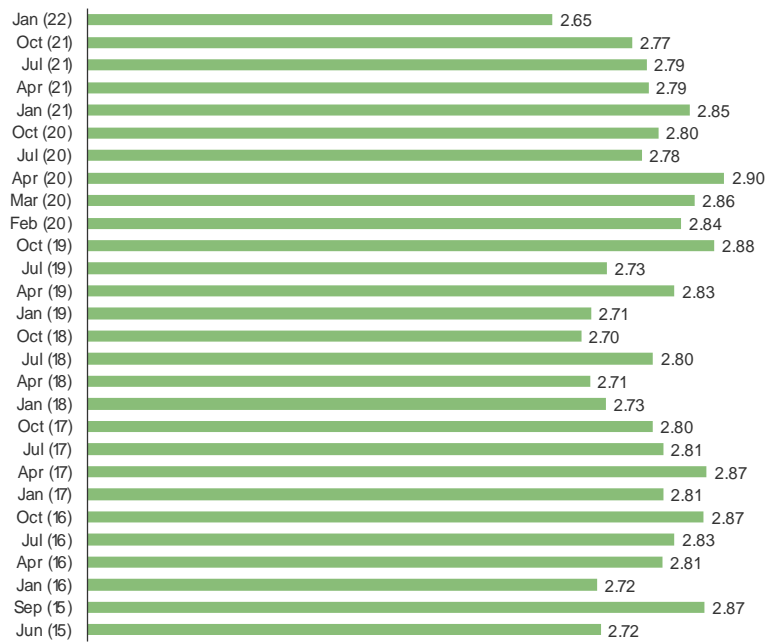
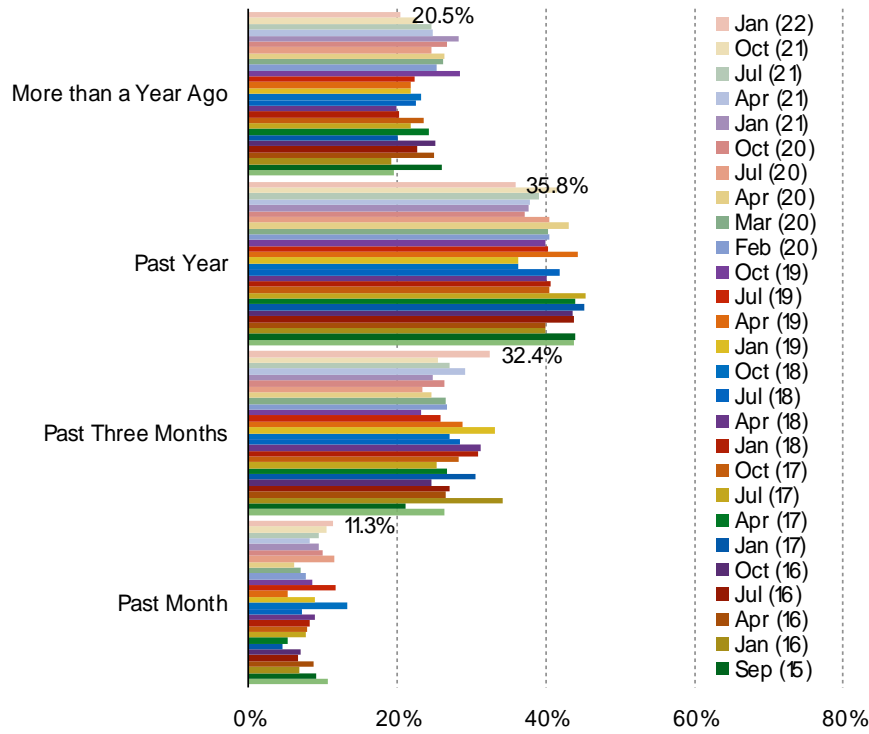


Apple vs. Android Overseas

SMARTPHONE PURCHASE FREQUENCY

WHEN DID YOU GET YOUR CURRENT SMARTPHONE?

This question was posed to smartphone owners.

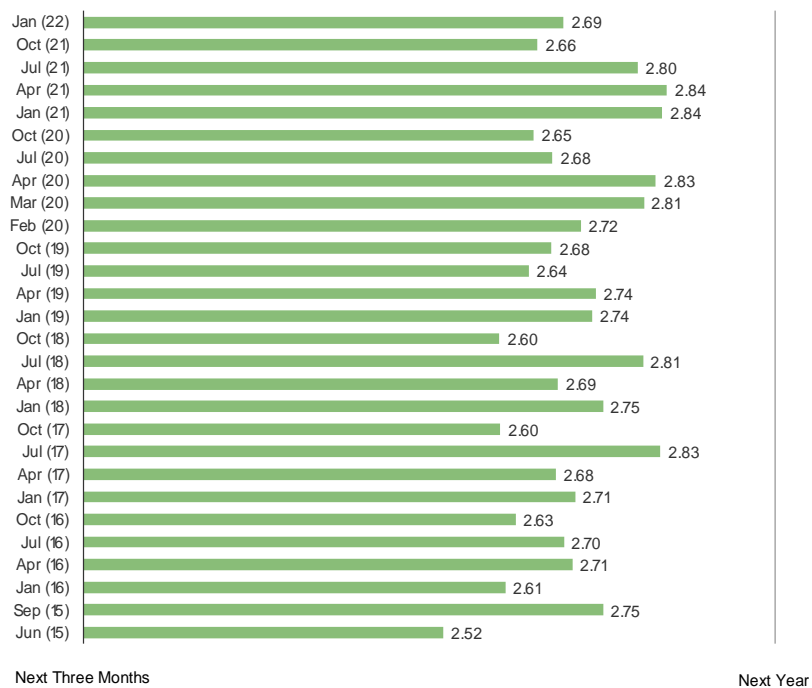
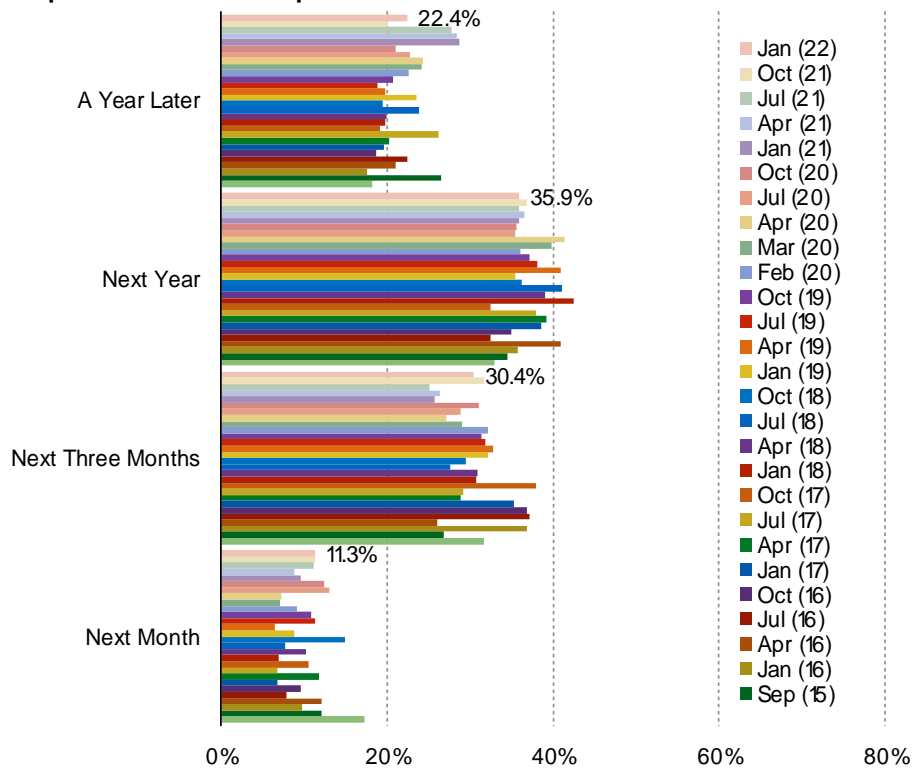


Past Three Months

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.

