

BESPOKE SURVEYS

Consumer Electronics China Vol 29

1000+ Consumers in China (Sample Skews Urban)



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 – GROWING

Awareness of 5G is near series highs but is tracking about stable sequentially.

MARKET SHARE

Android holds the lead over iOS in China and improved relative to iOS q/q, but the more recent trend prior to this wave was iOS gaining share and projecting share gains over time based on consumer feedback/intentions.

SMARTPHONE REFRESH CYCLES

Refresh cycles have continued to improve which has been a more recent trend.

AIRPODS

Airpods ownership continues to edge higher with each quarterly volume that we run.

PRICING

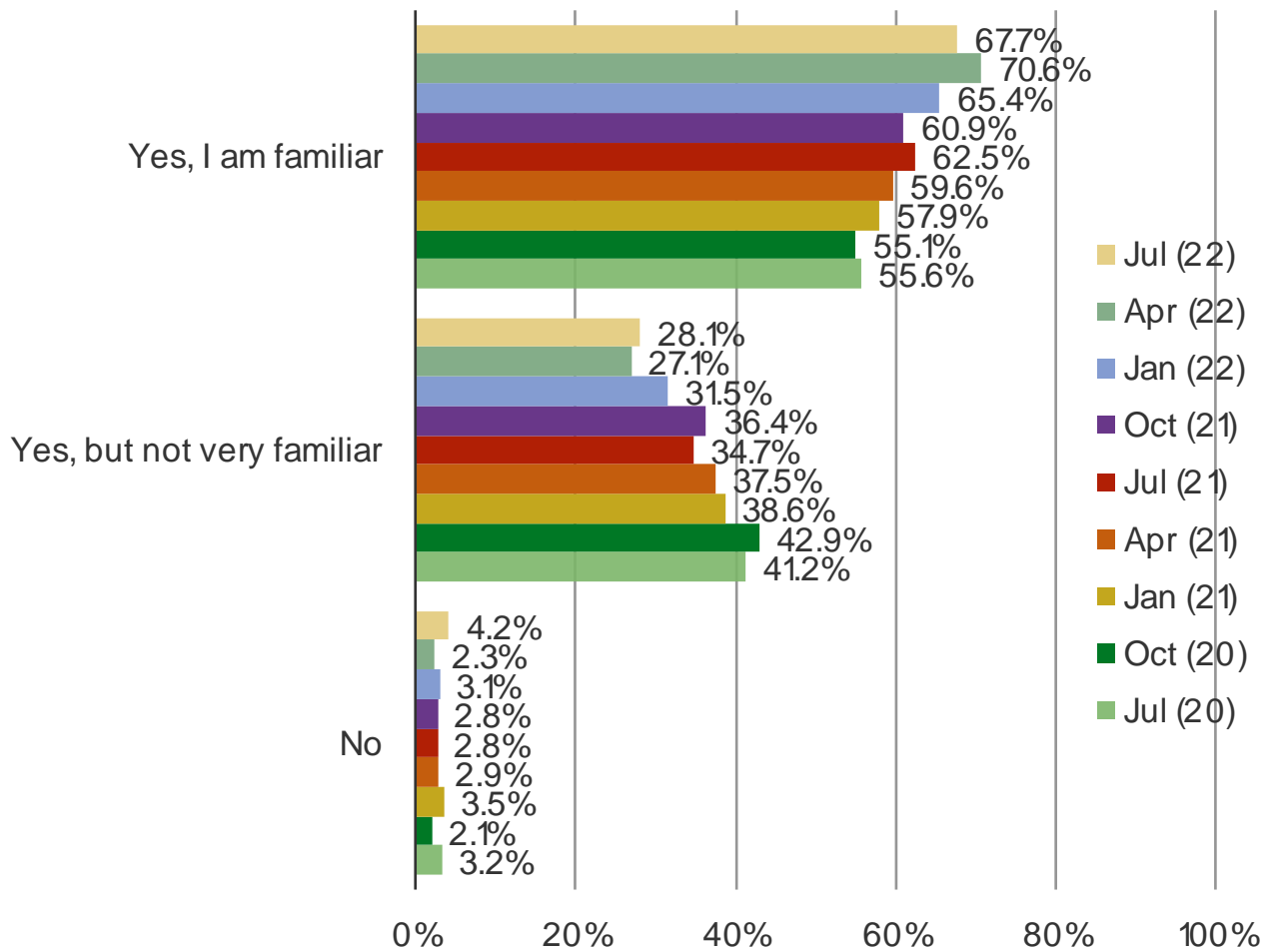
Among those who do not own iPhones, the key headwind continues to be cost/it being too expensive. We also get color from respondents who are intent on supporting domestic brands.

Apple vs. Android Overseas

5G

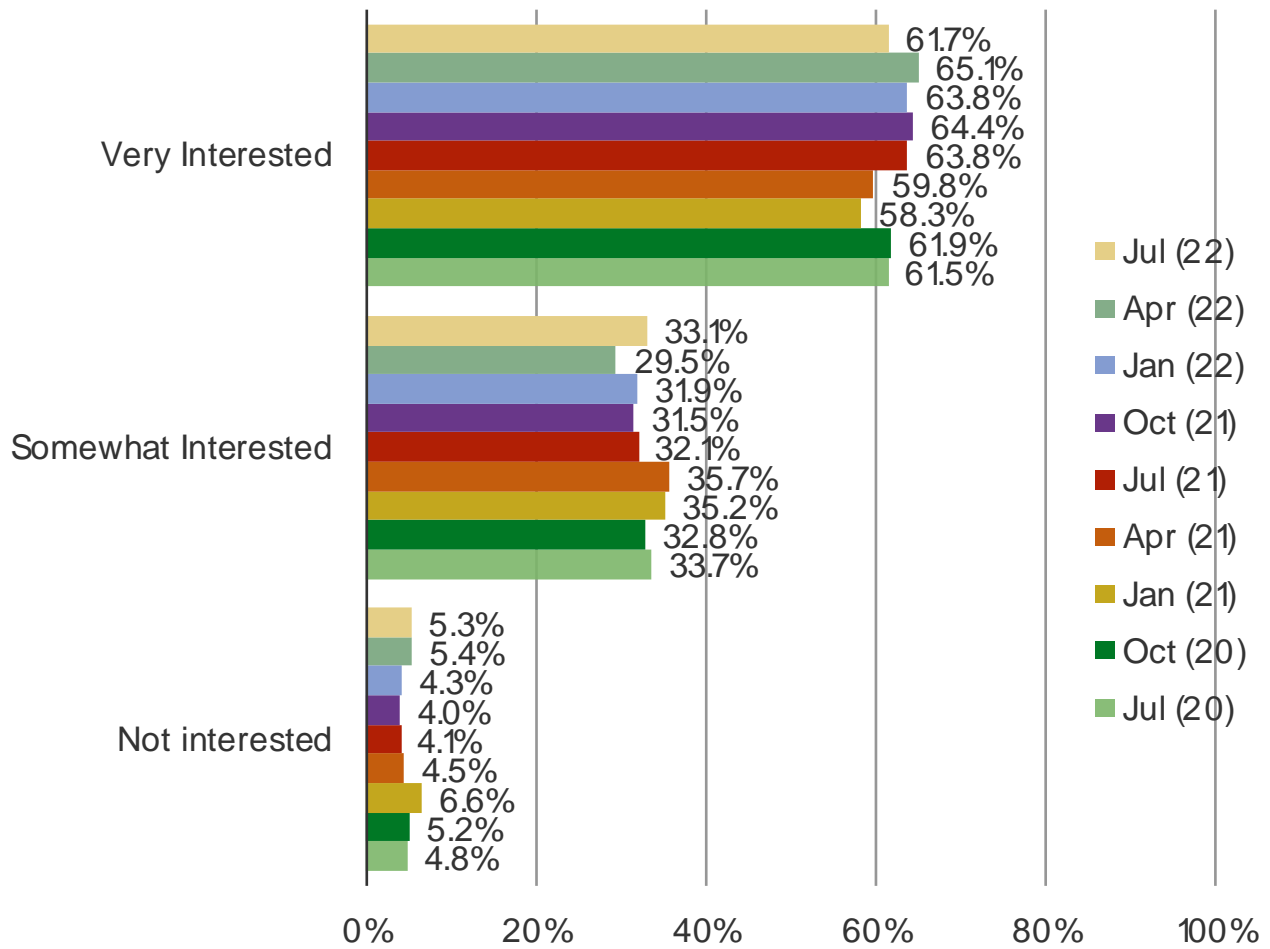
DO YOU KNOW WHAT 5G WIRELESS SERVICE IS?

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.

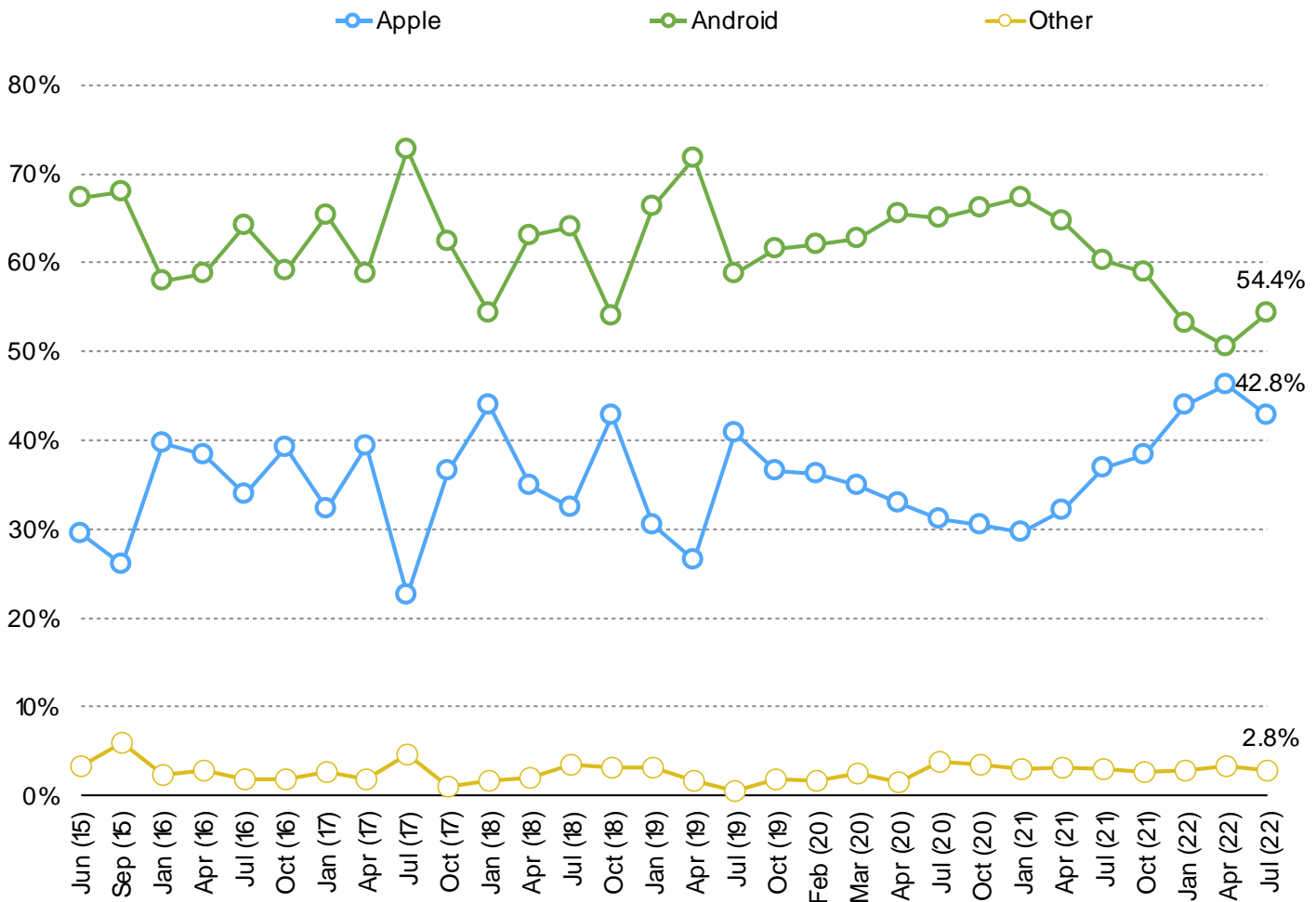


Apple vs. Android Overseas

MARKET SHARE TRENDS AND PURCHASE ENGAGEMENT

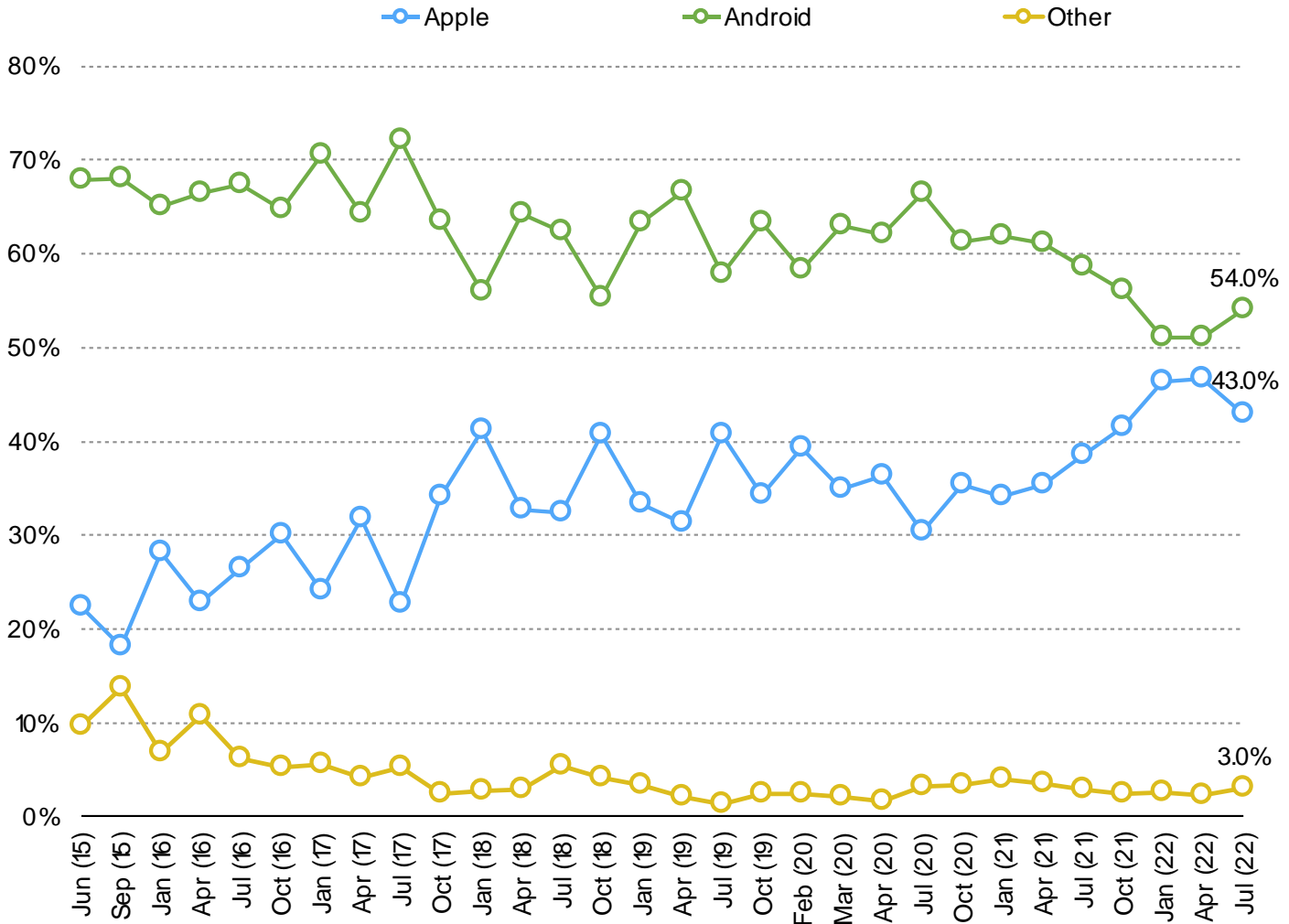
SMARTPHONE OWNERS – TYPE OF SMARTPHONE CURRENTLY OWN

This question was posed to all respondents.



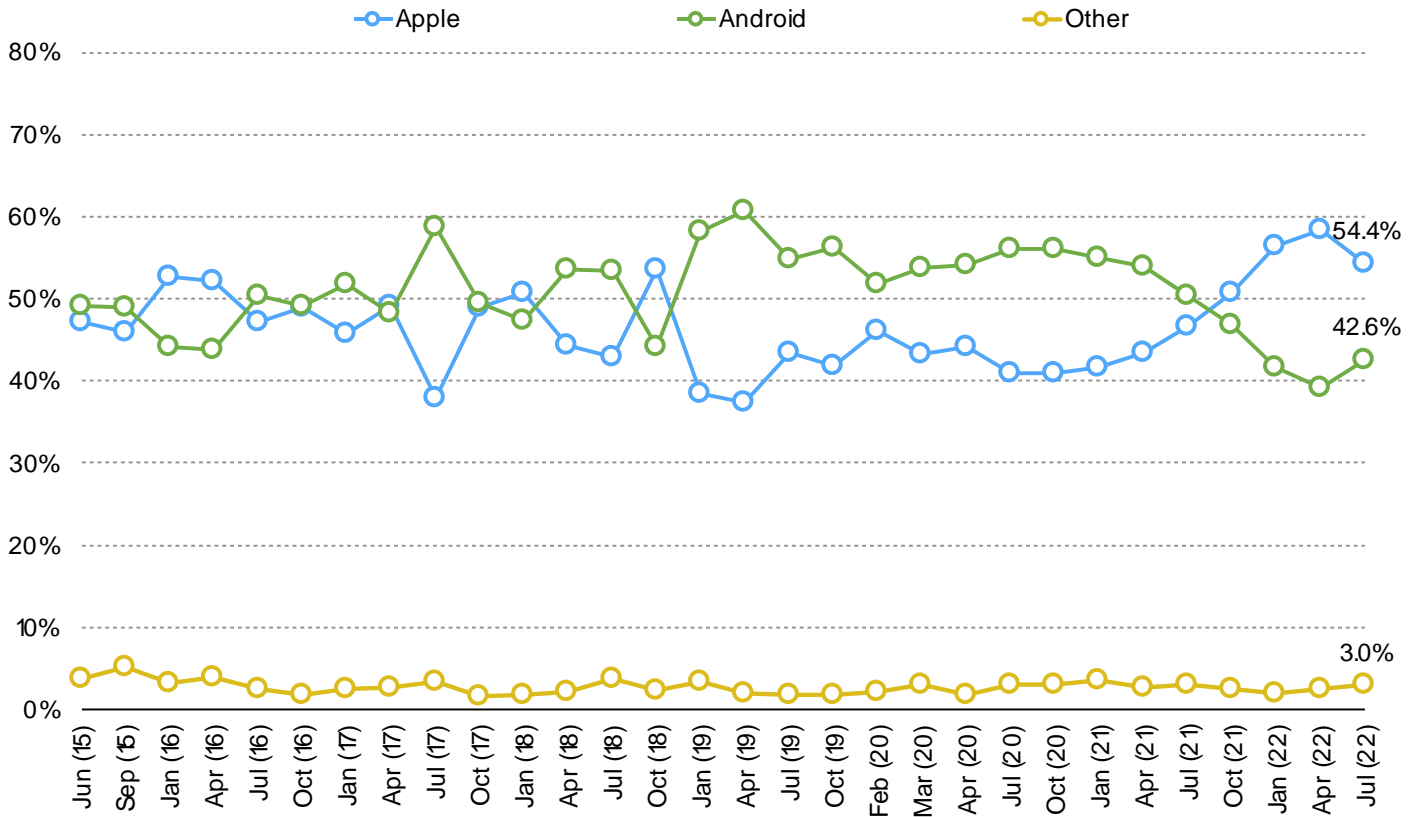
SMARTPHONE OWNERS – WHICH SMARTPHONE DID YOU OWN BEFORE YOUR CURRENT SMARTPHONE?

This question was posed to smartphone owners.



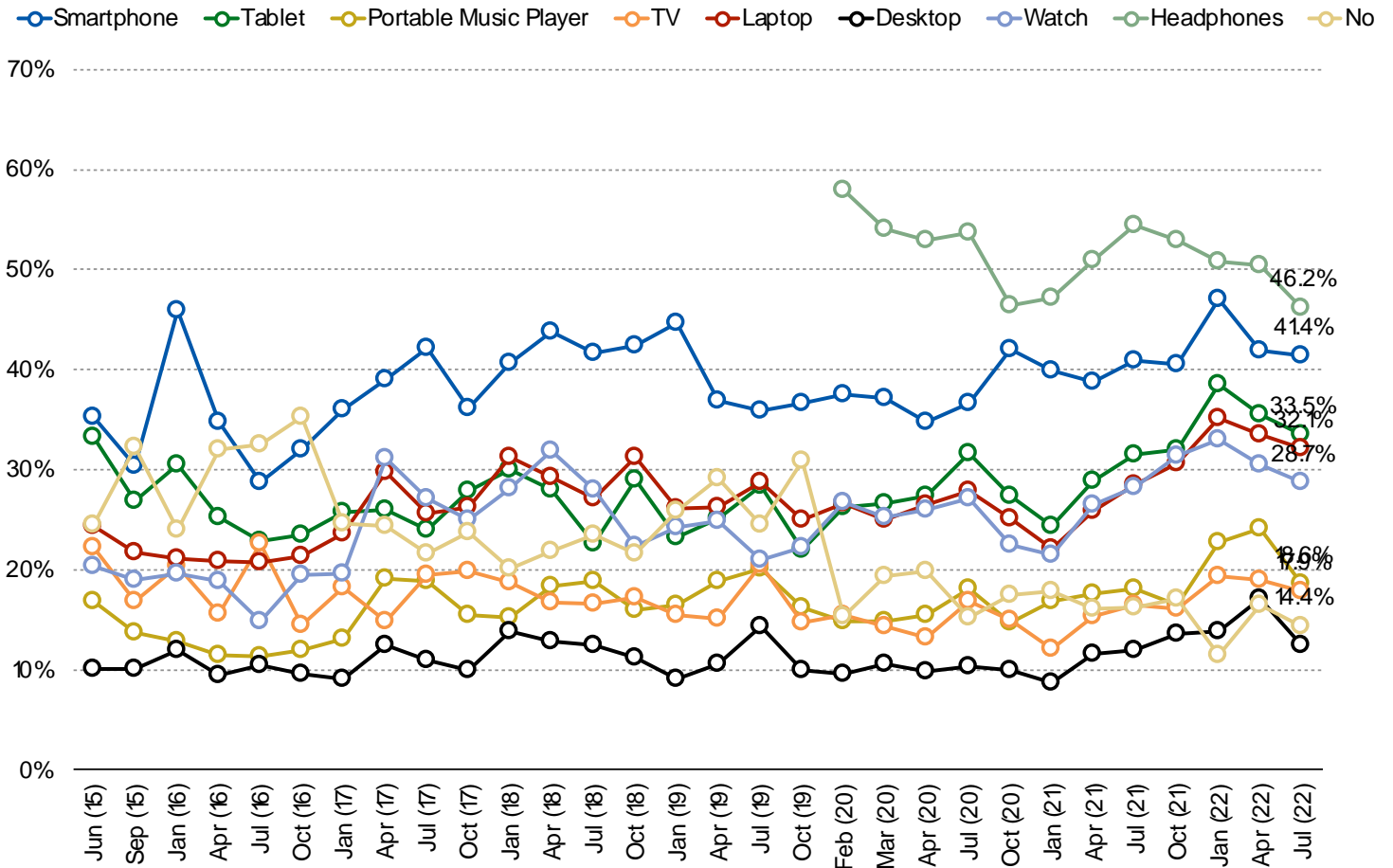
SMARTPHONE OWNERS – WHICH SMARTPHONE WILL YOU CHOOSE FOR YOUR NEXT SMARTPHONE?

This question was posed to smartphone owners.



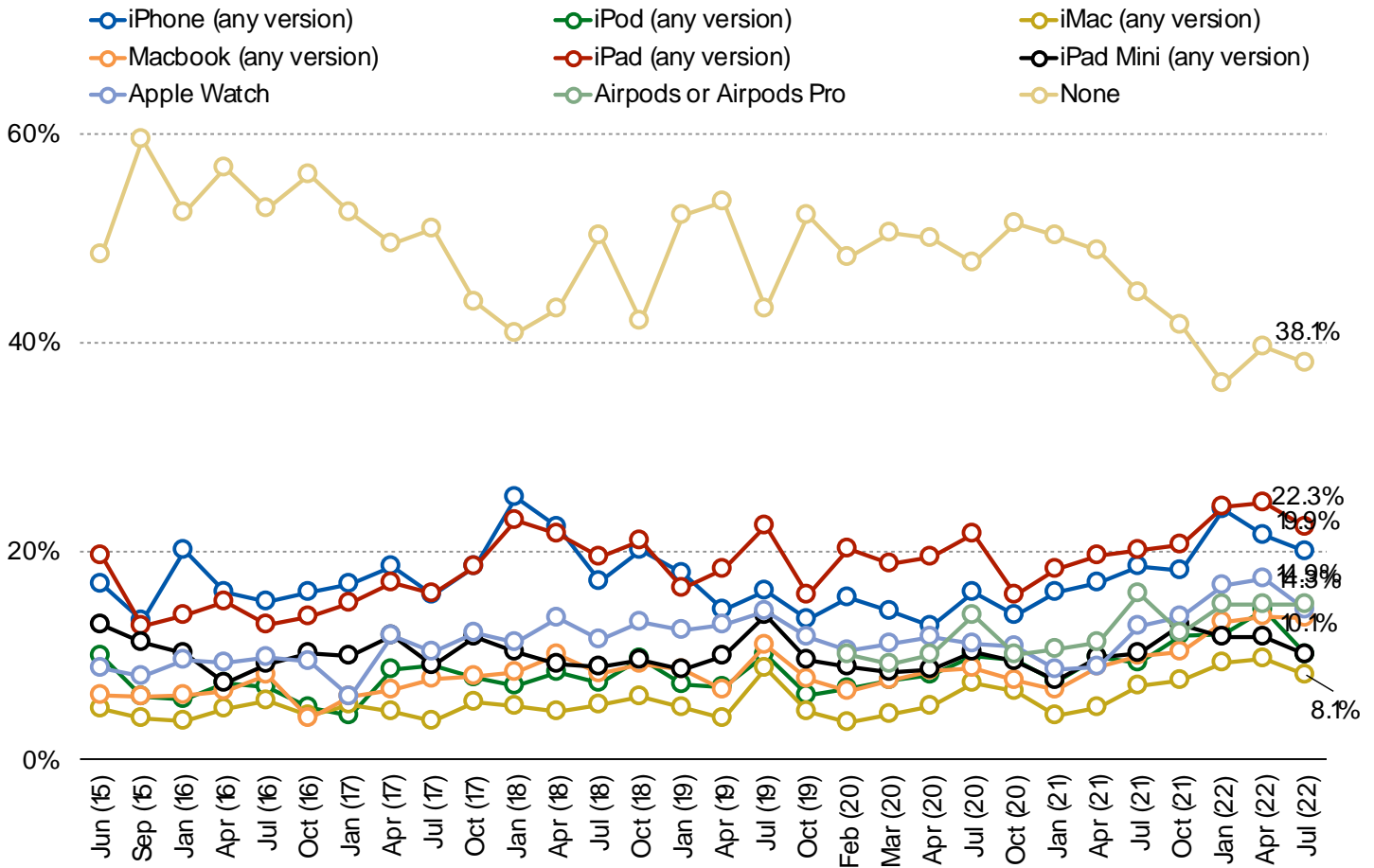
PURCHASED IN PAST THREE MONTHS

This question was posed to all respondents.



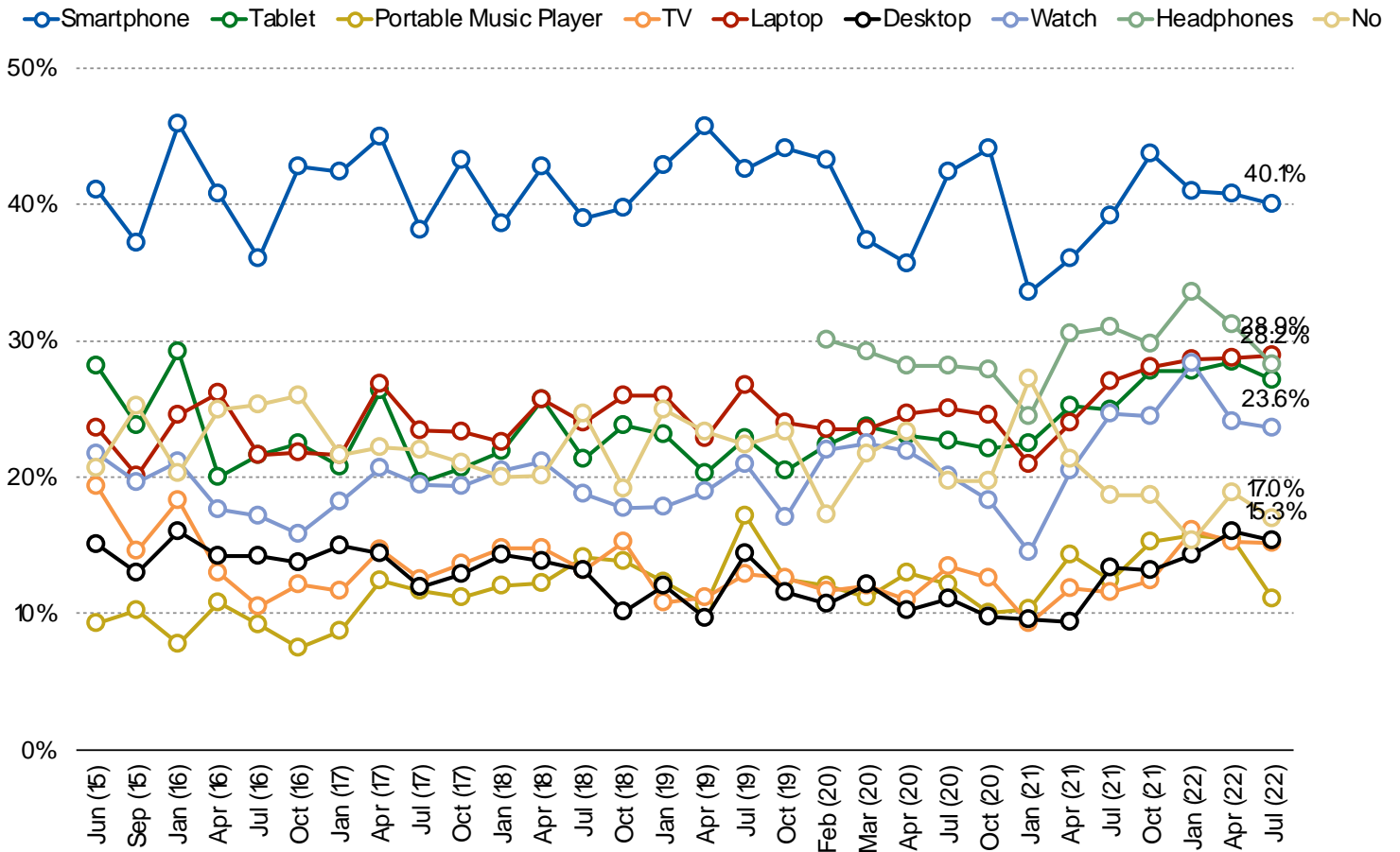
APPLE PRODUCTS PURCHASED IN PAST THREE MONTHS

This question was posed to all respondents.



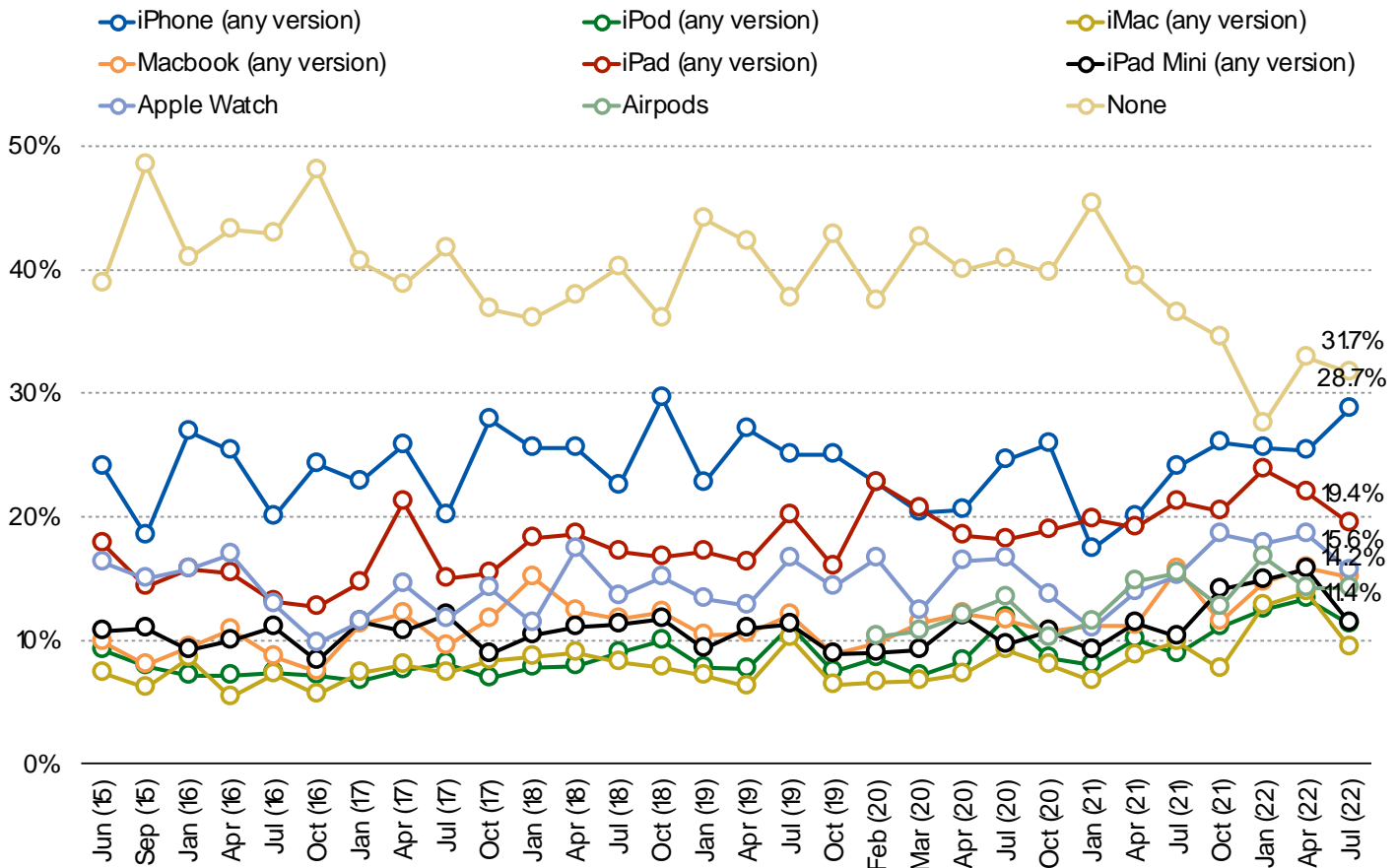
PLANS TO PURCHASE IN NEXT THREE MONTHS

This question was posed to all respondents.



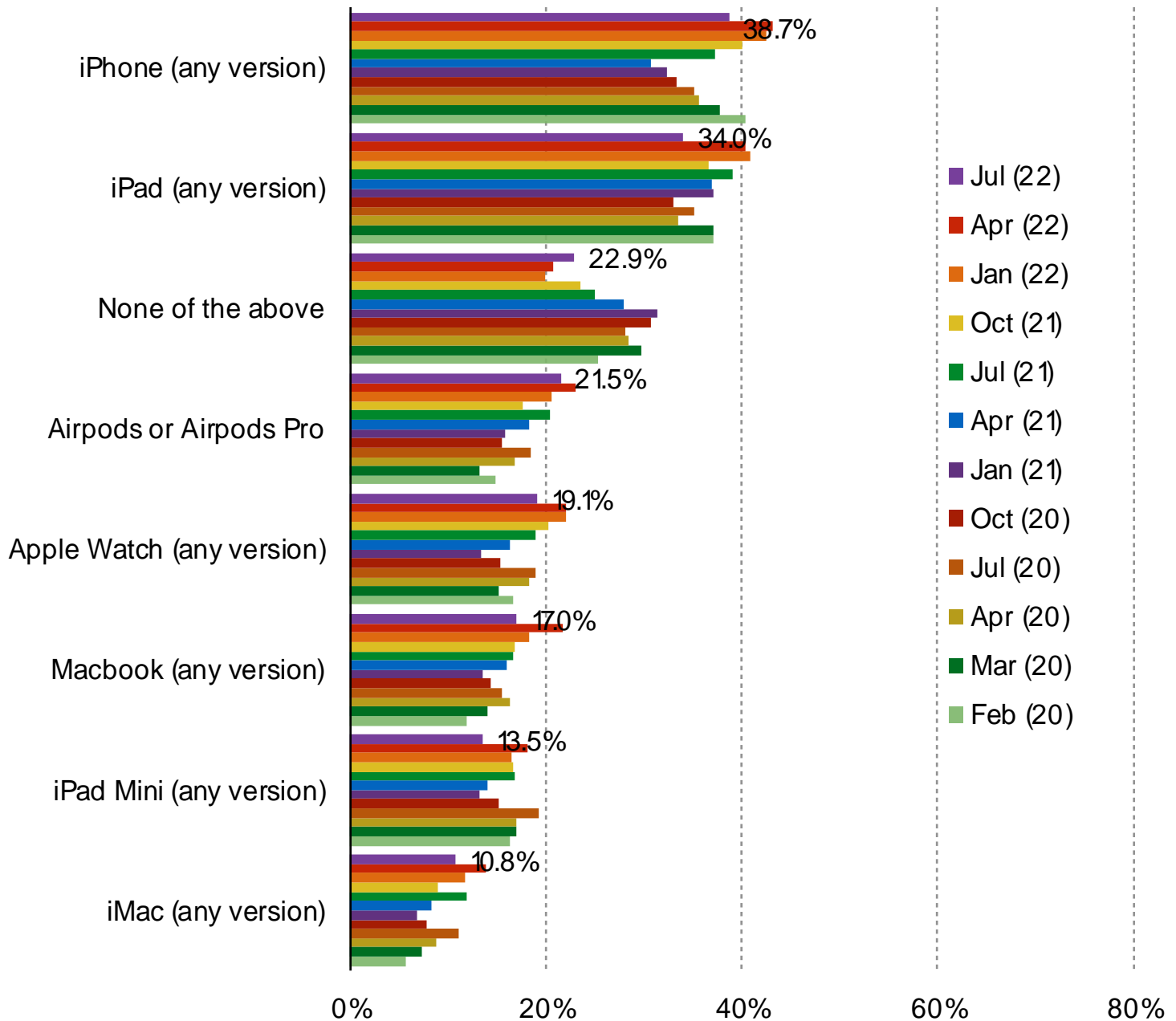
APPLE PRODUCTS – PLANS TO PURCHASE IN NEXT THREE MONTHS

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.

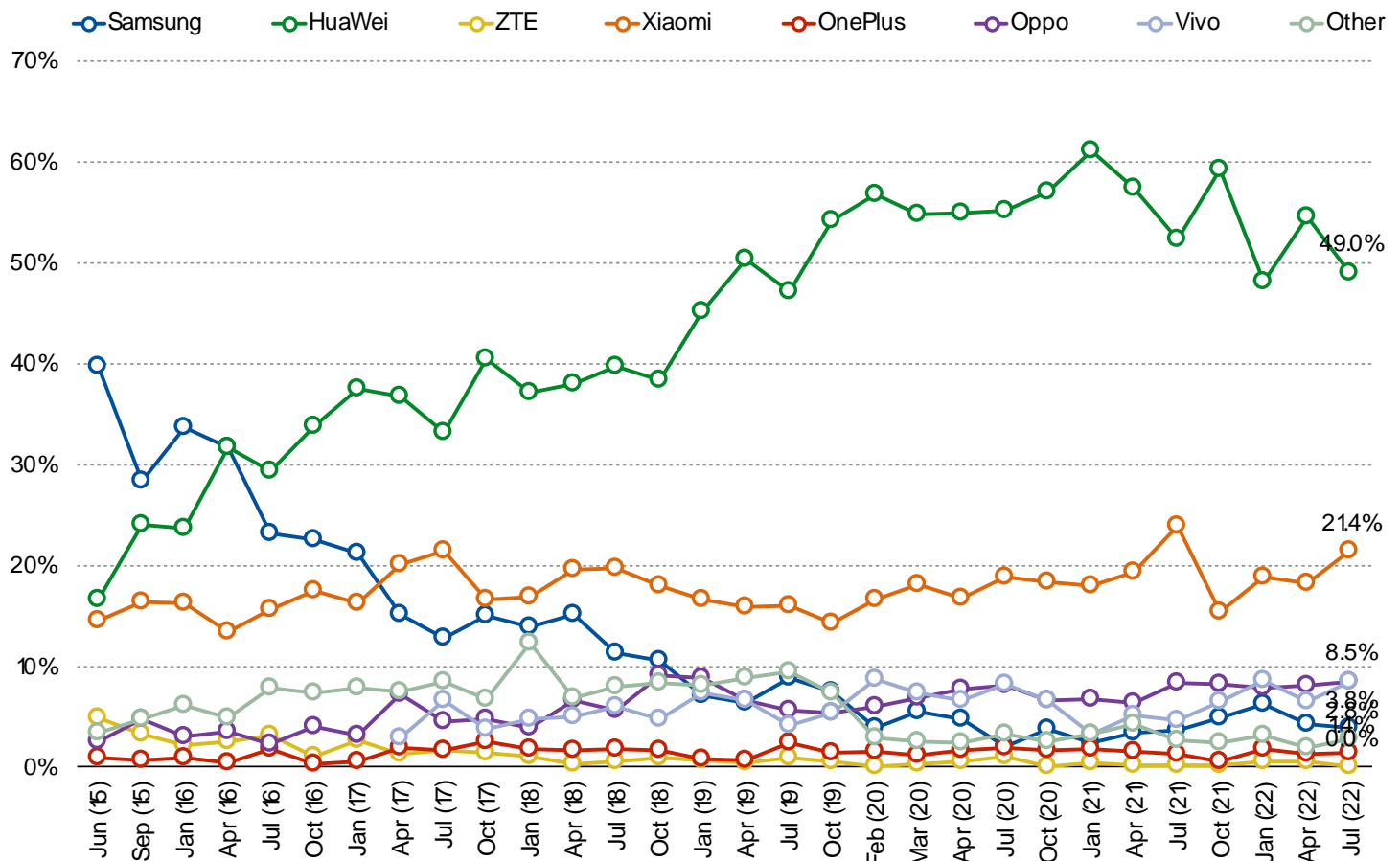


Apple vs. Android Overseas

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.

July 2022



April 2022

January 2022



October 2021



July 2021



April 2021



January 2021

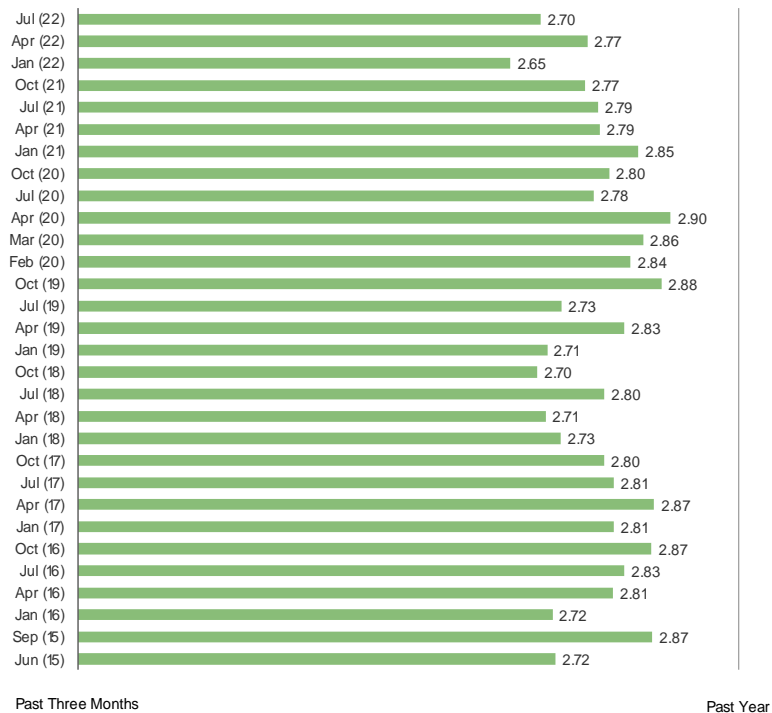
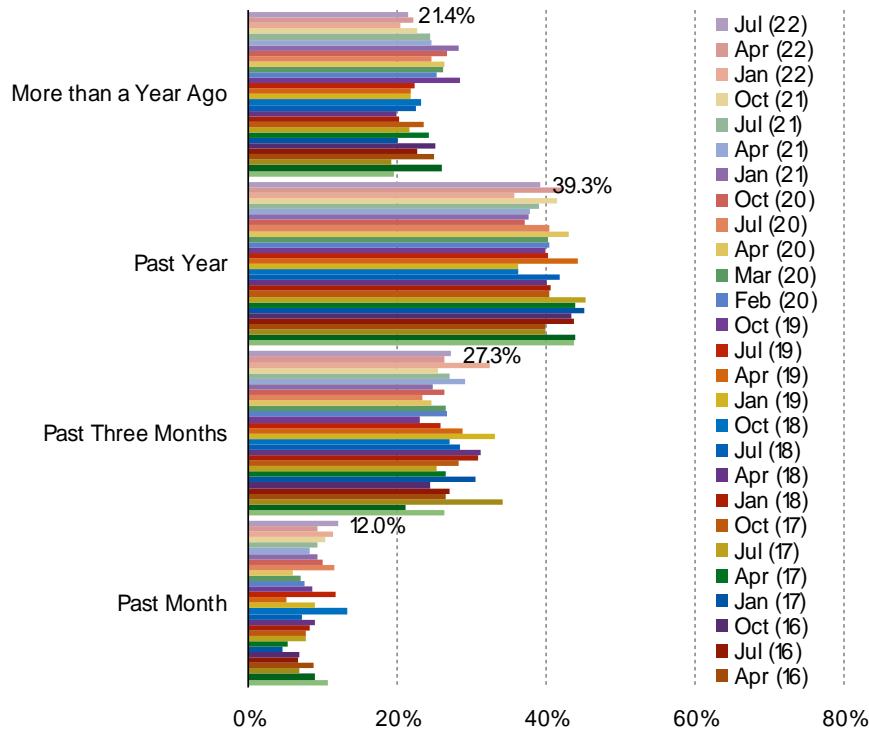


Apple vs. Android Overseas

SMARTPHONE PURCHASE FREQUENCY

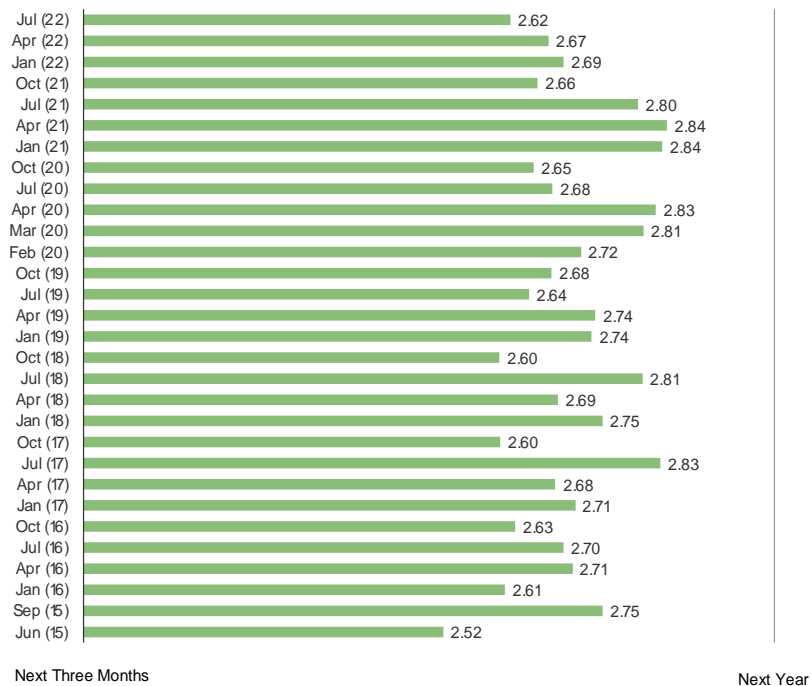
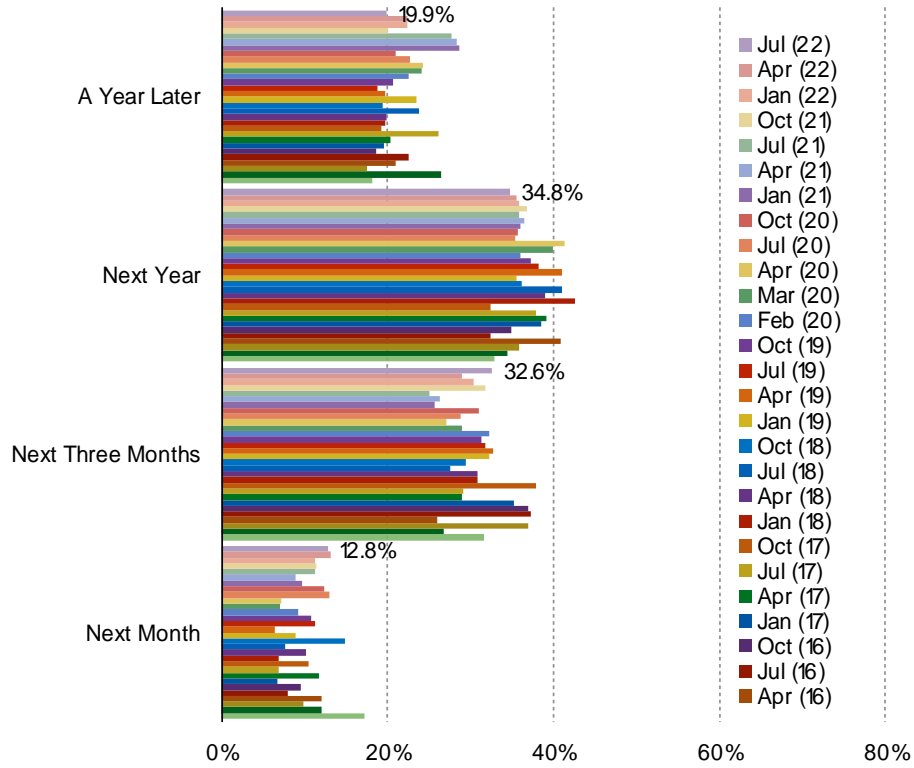
WHEN DID YOU GET YOUR CURRENT SMARTPHONE?

This question was posed to smartphone owners.



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.

