

Bespoke Survey Research

October 2023

Consumer Electronics China

Volume 34 | Quarterly Survey

1,000 China Consumers (**Audience Skews Urban/Larger Cities, and increasingly toward Tier 1 Cities**)

Tickers Covered: AAPL

KPIs and Key questions

IMPORTANT DEMOGRAPHICS NOTE – TIER 1 CITIES

Over the past few years, the share of respondents coming from tier 1 cities has increased and the share coming from tier 2 cities has declined by a similar amount. The share of respondents coming from tier 3 through tier 6 cities has been generally consistent in our survey.

IPHONE SHARE

The iPhone projects share gains across refresh cycles, based on consumer feedback. IE – a higher percentage of smartphone owners have an iPhone now compared to the percentage who had one for their last phone, and a higher percentage plan to get an iPhone next compared to the percentage who has one currently.

RECENT ENGAGEMENT WITH APPL

The share of consumers who bought no Apple products in the past 6 months, and the share who expect to buy no Apple products in the next few months both increased sequentially.

REASONS FOR NOT HAVING AN IPHONE

Price/cost remains the top reason why consumers don't own an iPhone.

REFRESH CYCLES

Refresh cycles are improving sequentially.

Noteworthy Stats:

62.1% Of respondents said they are familiar with what 5G technology is.

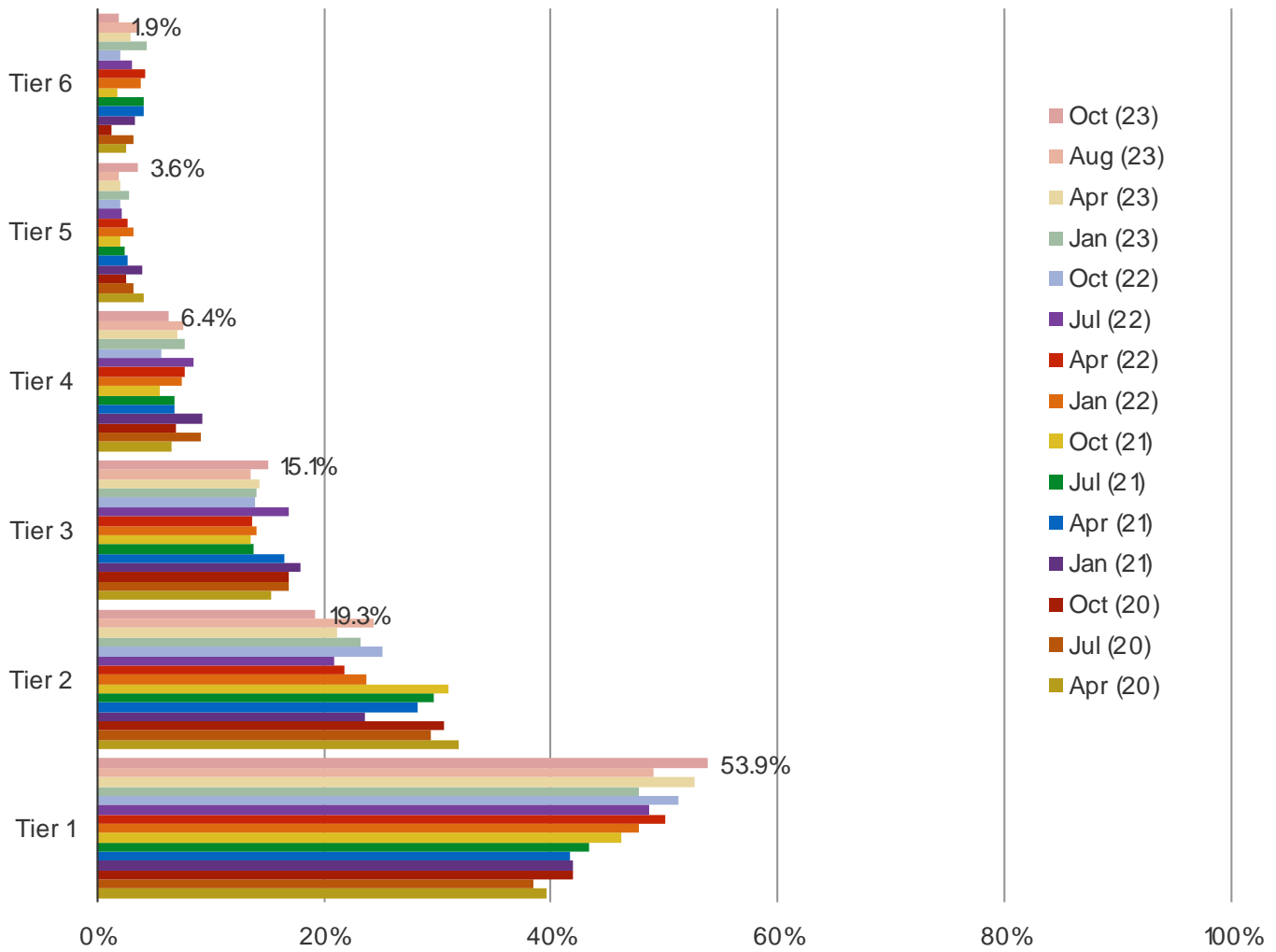
59.5% Of respondents said they are very interested in having a smartphone that works with 5G.

50.5% Of respondents said they own an Apple smartphone.

42.8% Of respondents said they own an Android smartphone.

WHICH OF THE FOLLOWING BEST DESCRIBES THE CITY YOU LIVE IN?

This question was posed to all respondents.

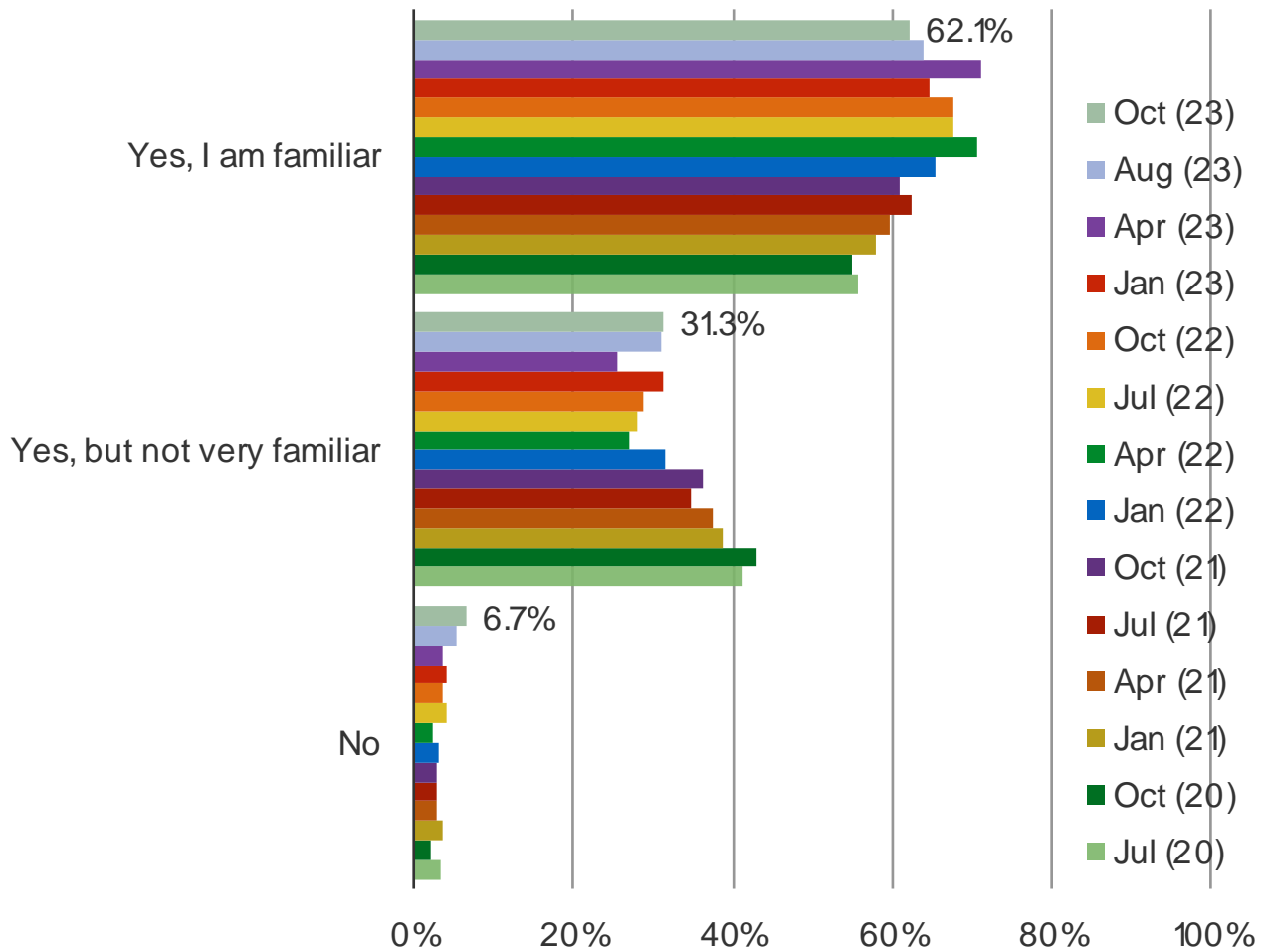


Apple vs. Android Overseas

5G

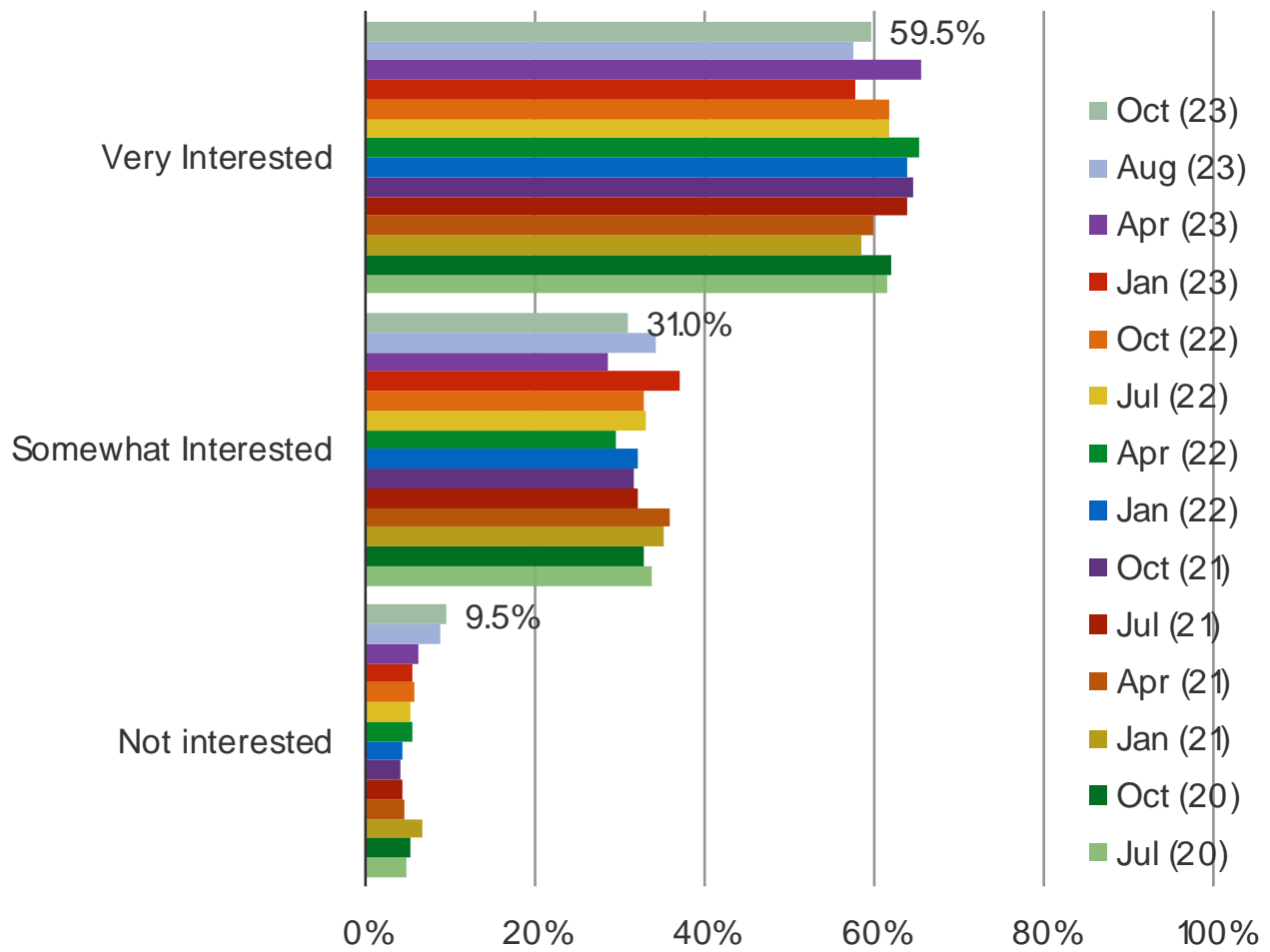
DO YOU KNOW WHAT 5G WIRELESS SERVICE IS?

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.

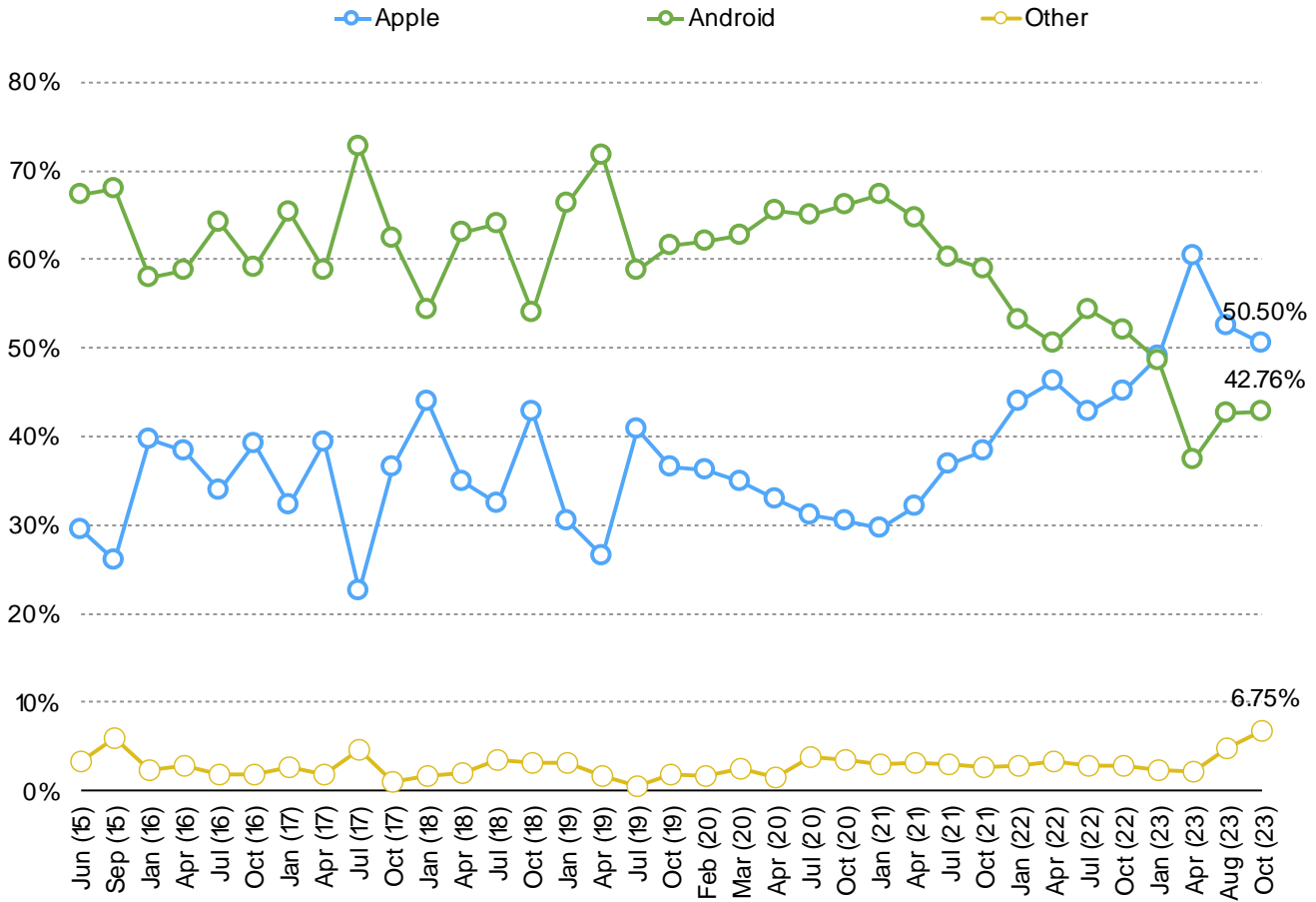


Apple vs. Android Overseas

MARKET SHARE TRENDS AND PURCHASE ENGAGEMENT

SMARTPHONE OWNERS – TYPE OF SMARTPHONE CURRENTLY OWN

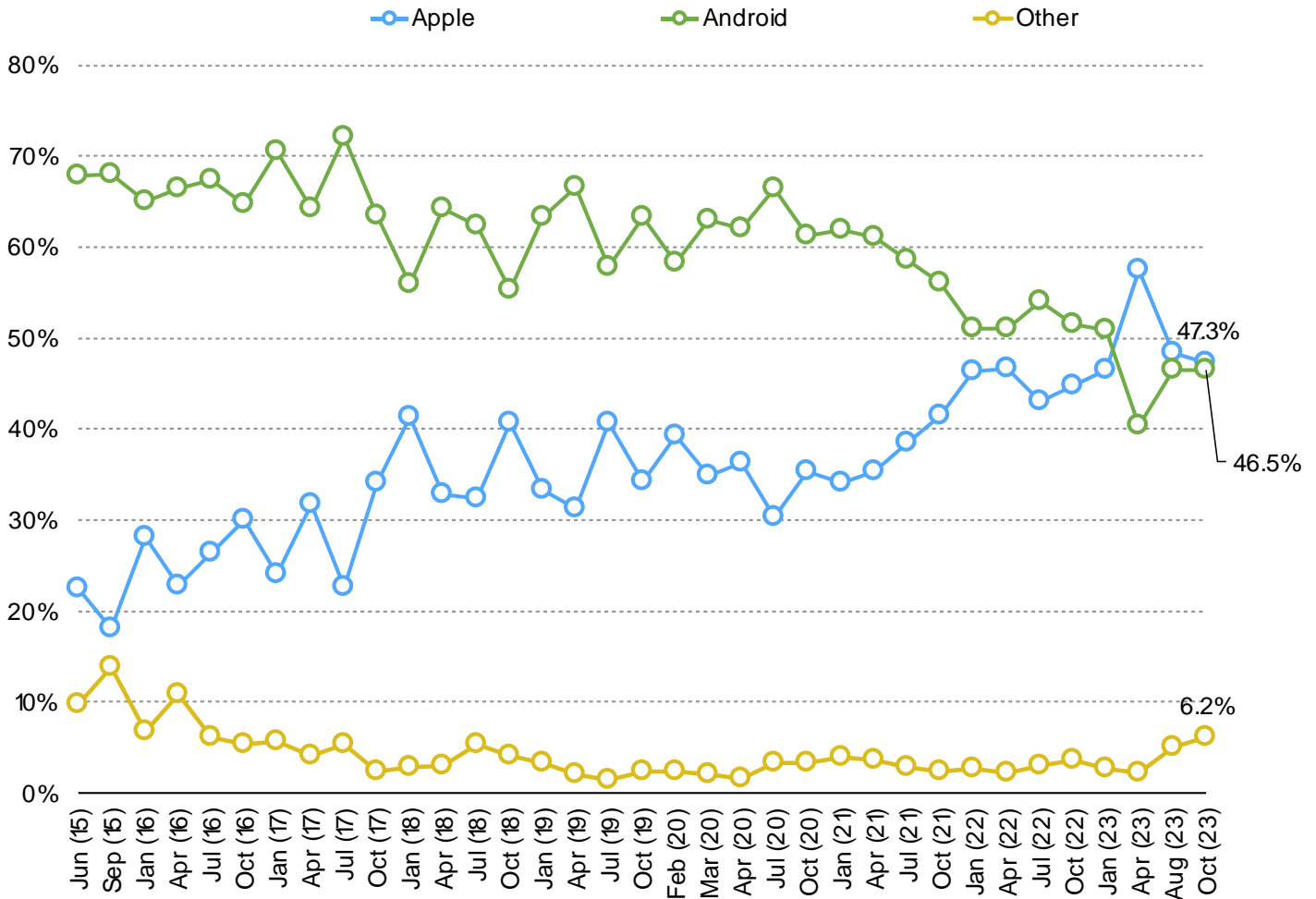
This question was posed to all respondents.



*Important Note: Since 2020 the share of respondents in our survey coming from Tier 1 Cities has increased while the share coming from Tier 2 Cities has declined.

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

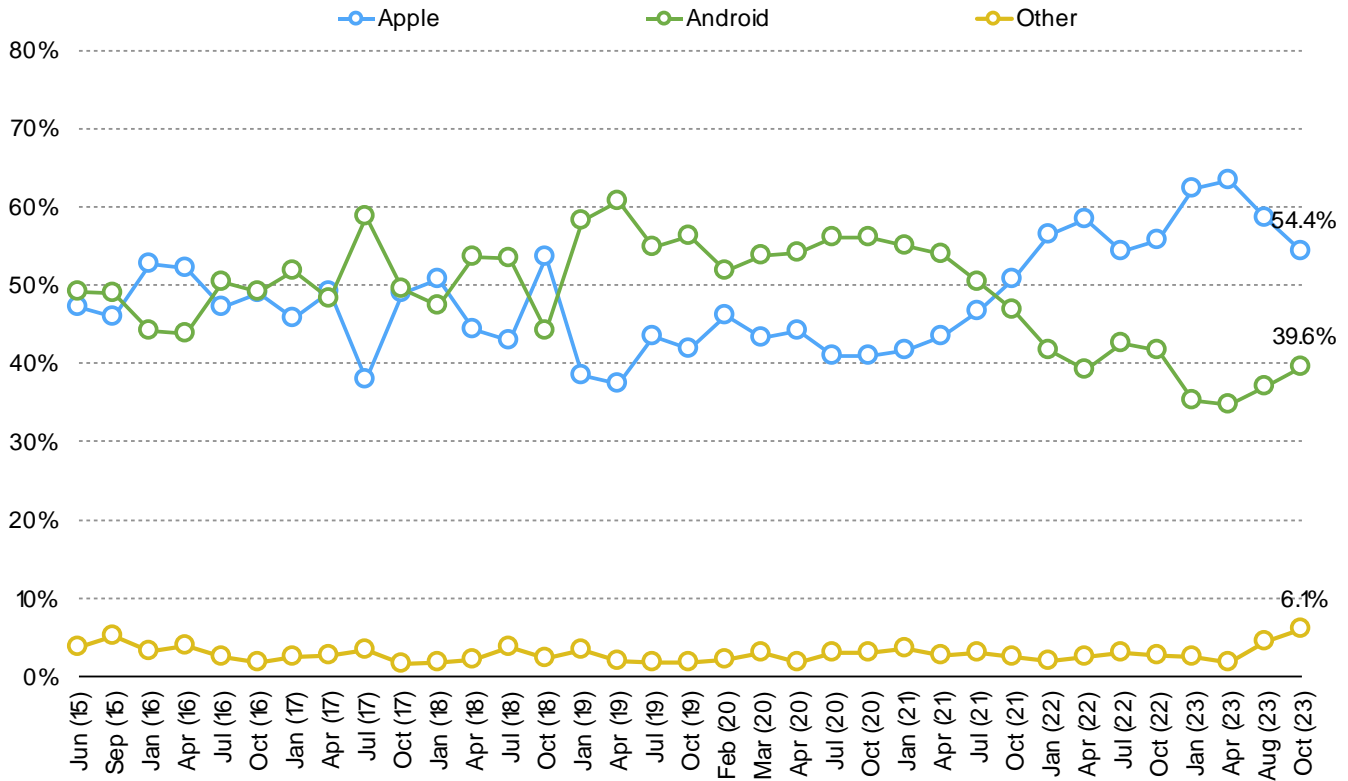
This question was posed to smartphone owners.



*Important Note: Since 2020 the share of respondents coming from Tier 1 Cities has increased while the share coming from Tier 2 Cities has declined.

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

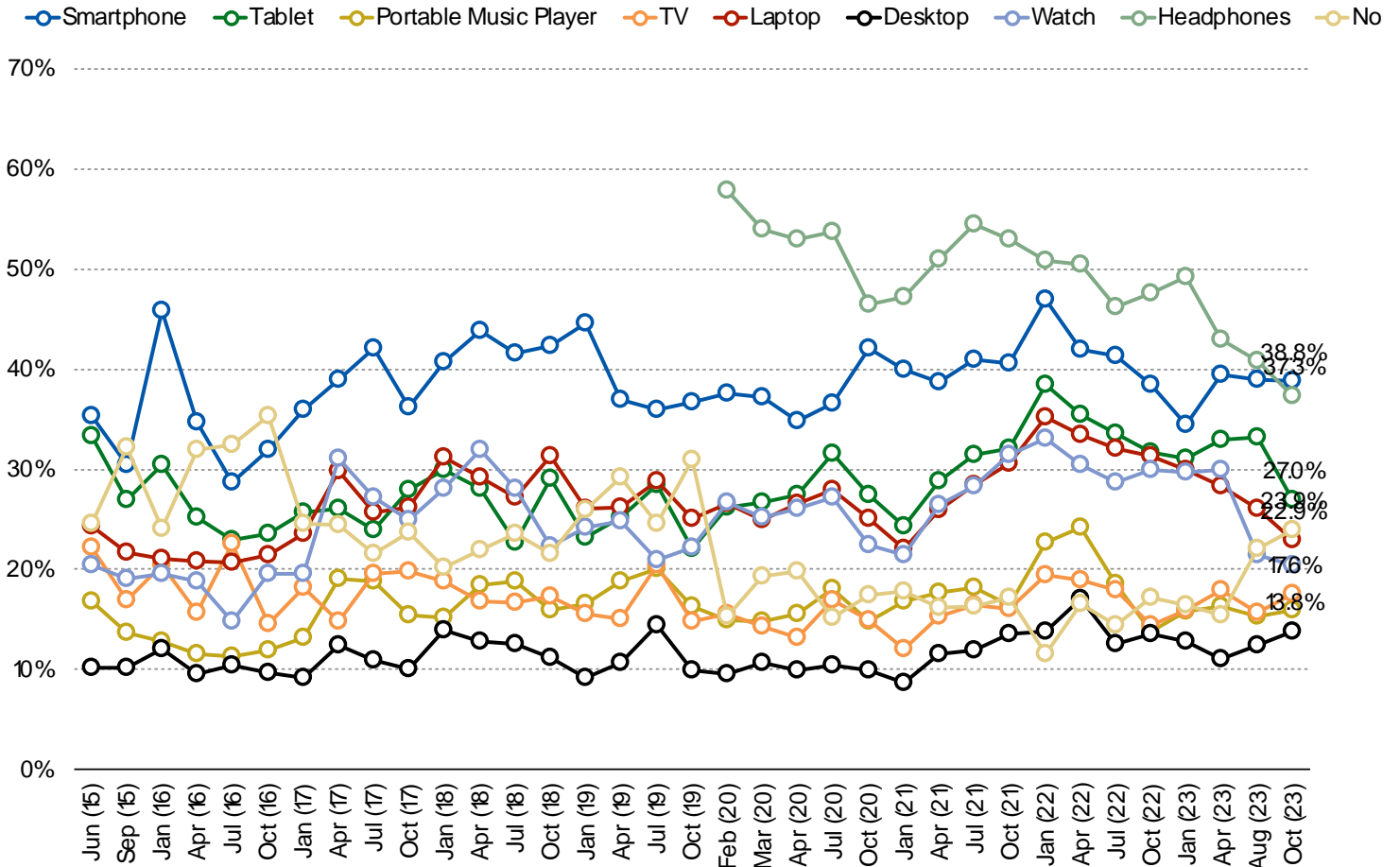
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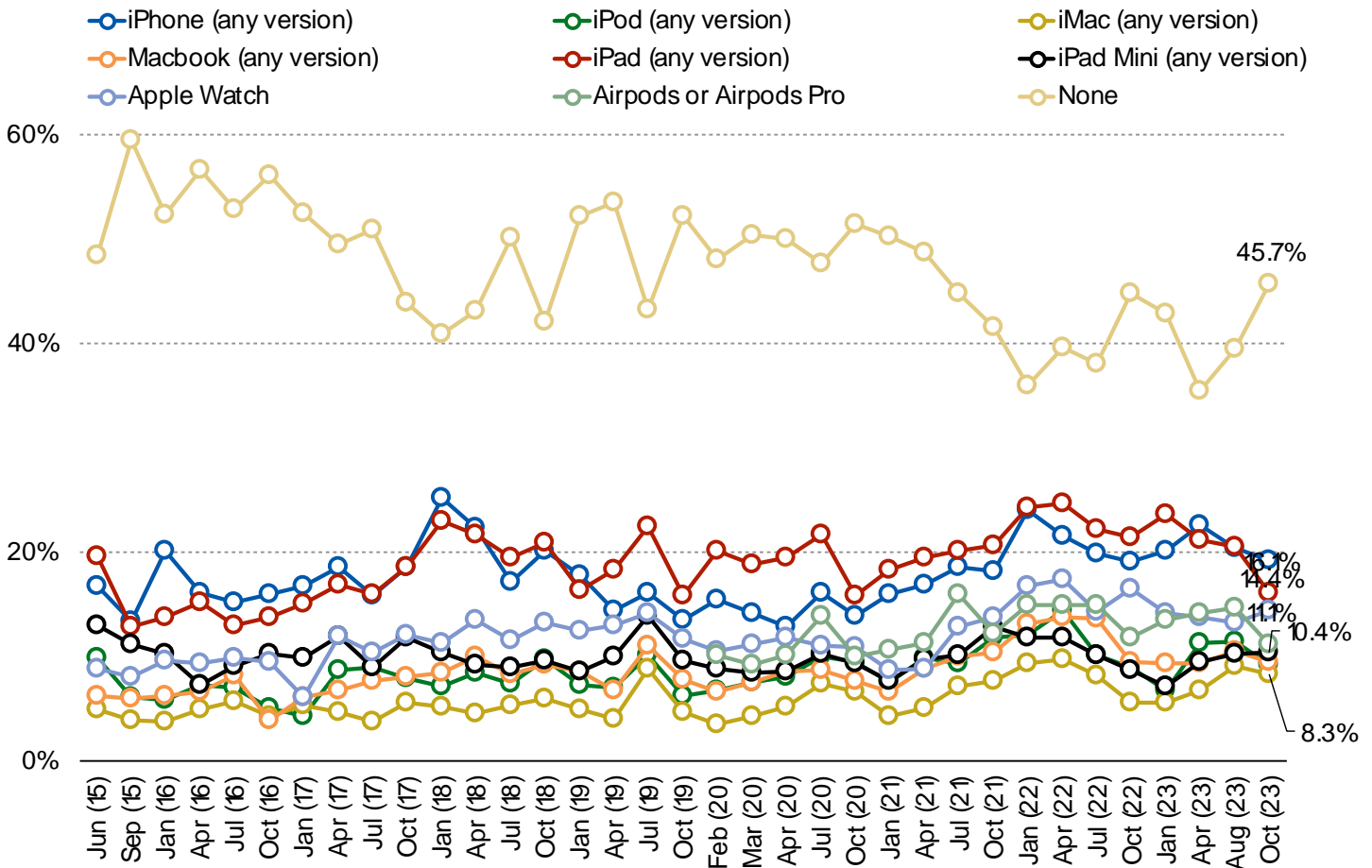
PURCHASED IN PAST THREE MONTHS

This question was posed to all respondents.



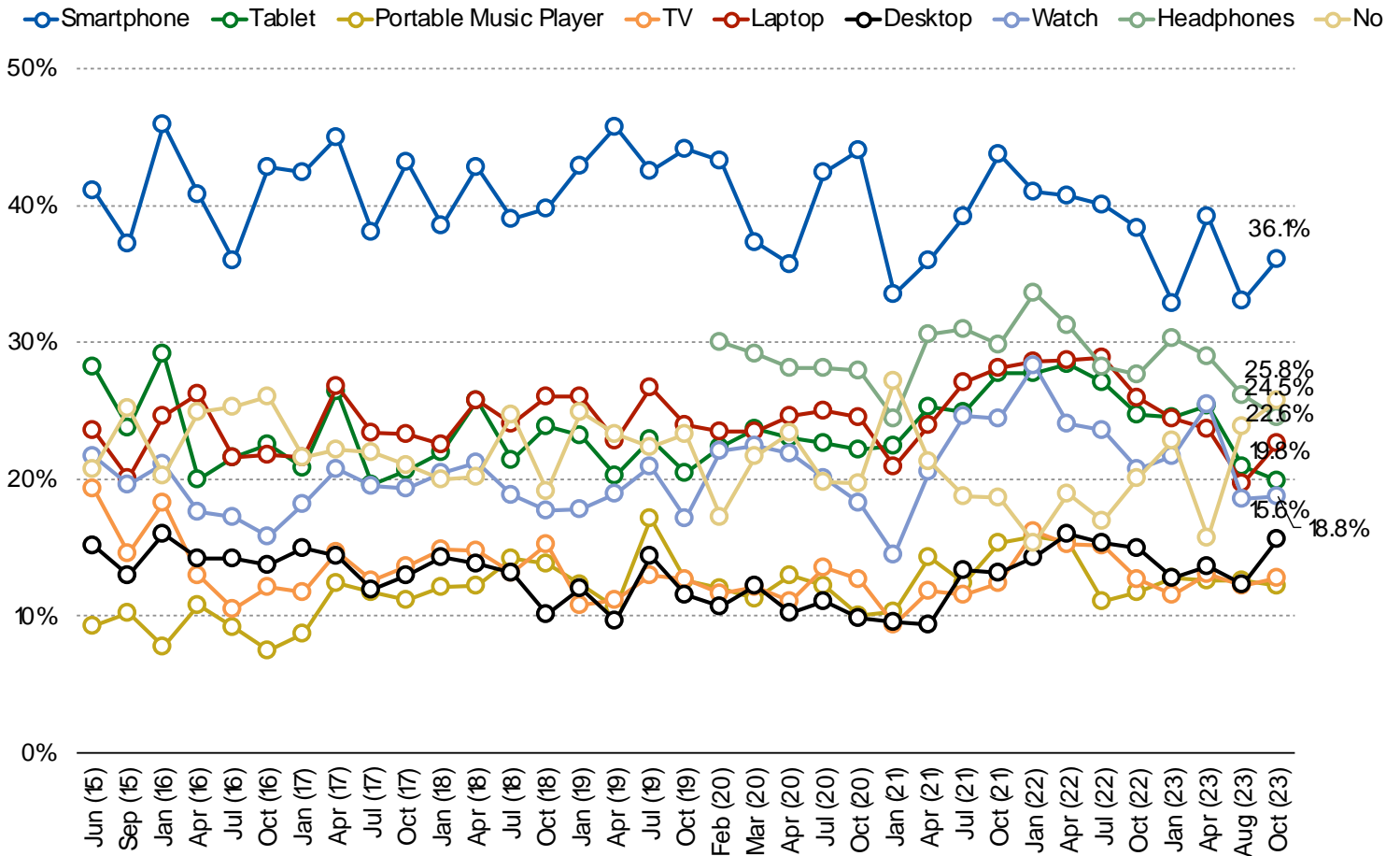
APPLE PRODUCTS PURCHASED IN PAST THREE MONTHS

This question was posed to all respondents.



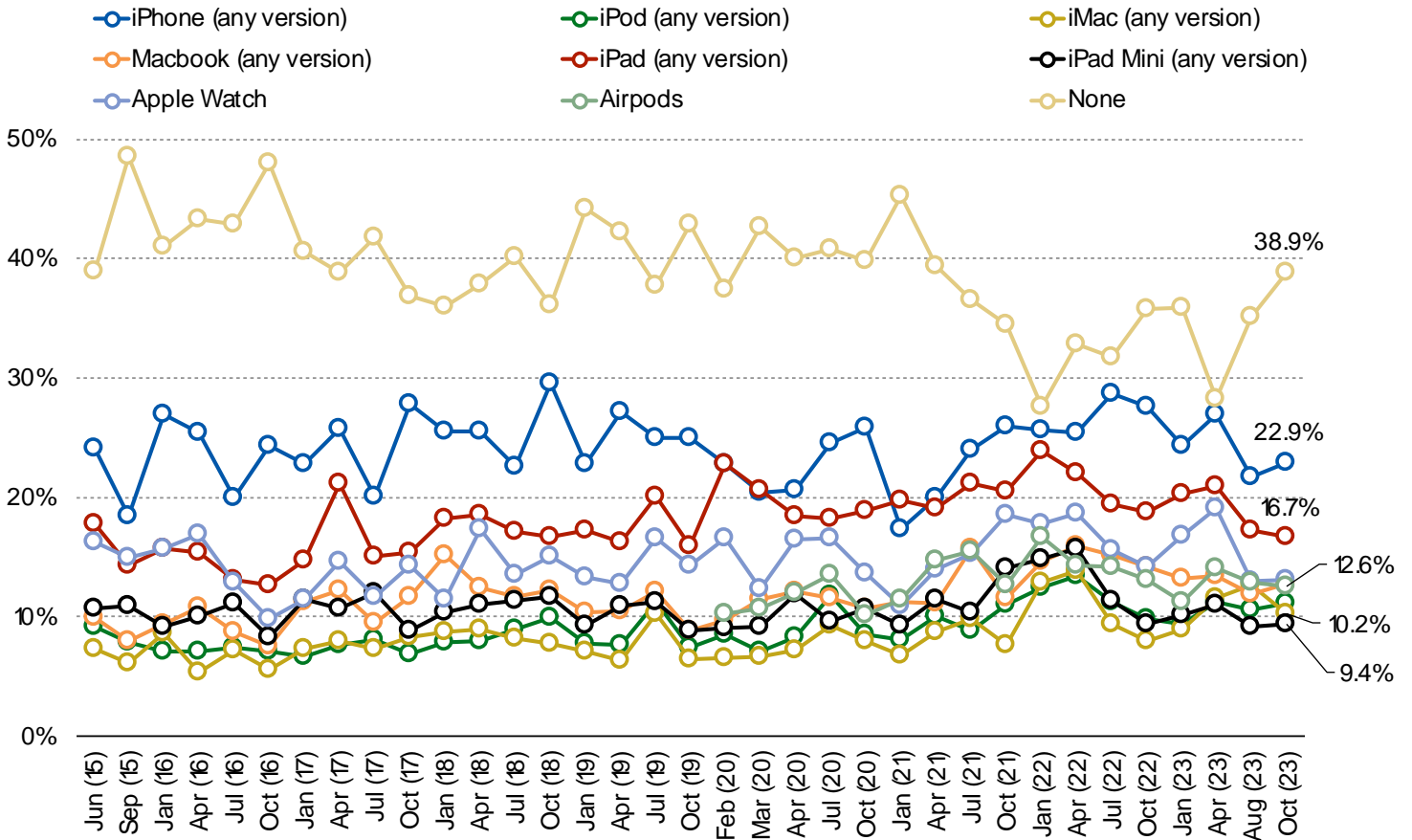
PLANS TO PURCHASE IN NEXT THREE MONTHS

This question was posed to all respondents.



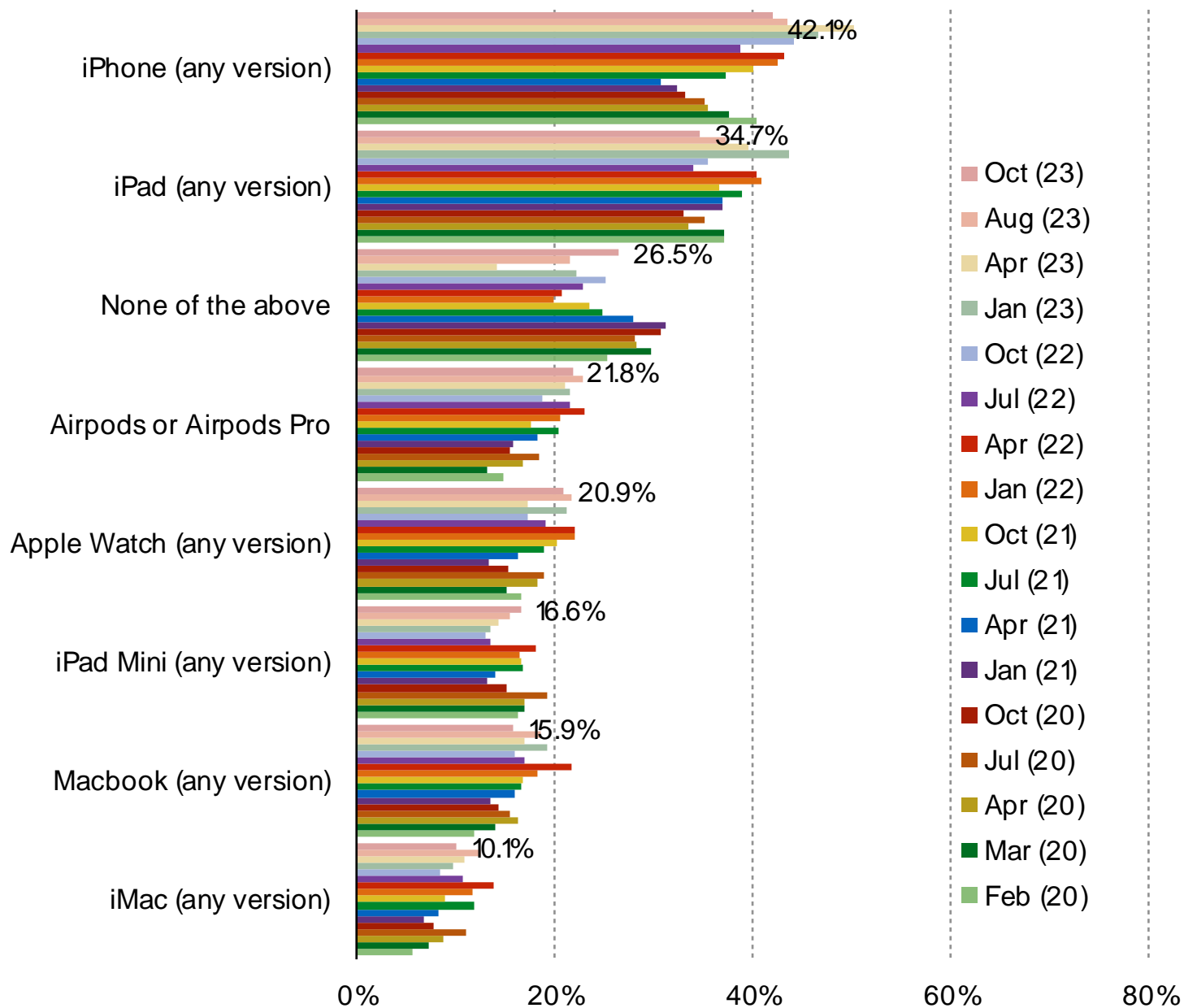
APPLE PRODUCTS – PLANS TO PURCHASE IN NEXT THREE MONTHS

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.

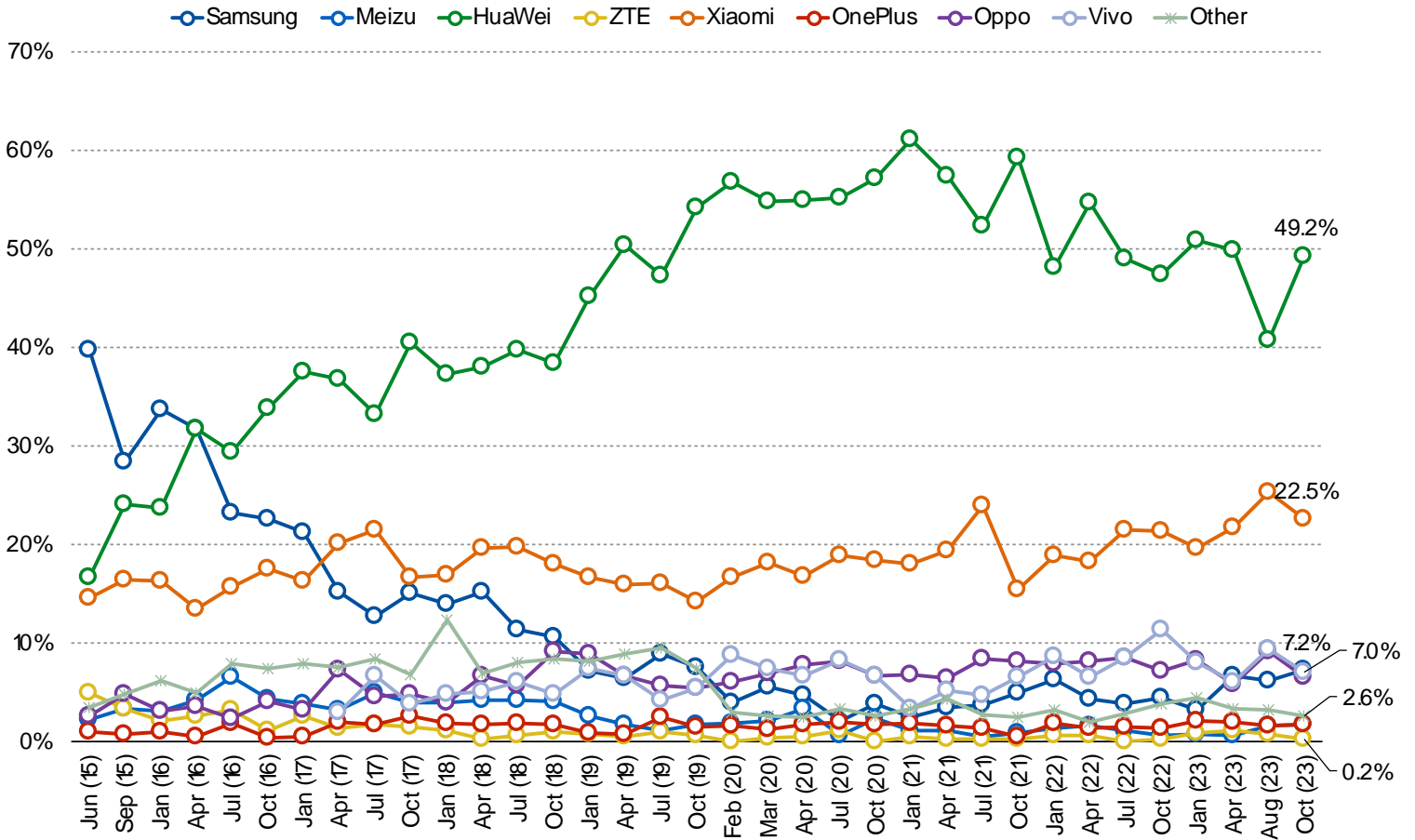


Apple vs. Android Overseas

IPHONE AND ANDROID MIX

ANDROID OWNERS - MIX

This question was posed to Android owners.

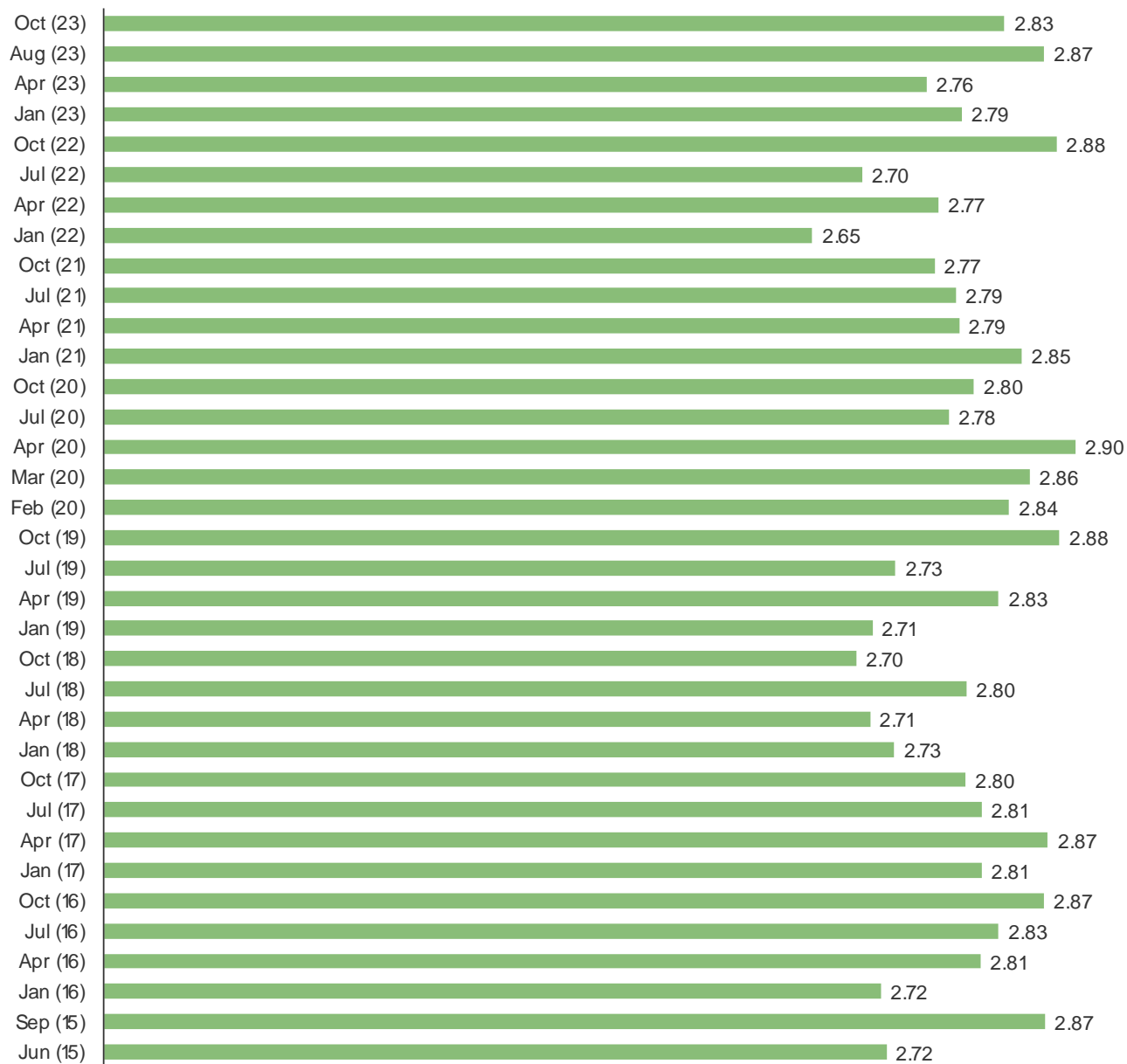


Apple vs. Android Overseas

SMARTPHONE PURCHASE FREQUENCY

WHEN DID YOU GET YOUR CURRENT SMARTPHONE?

This question was posed to smartphone owners.

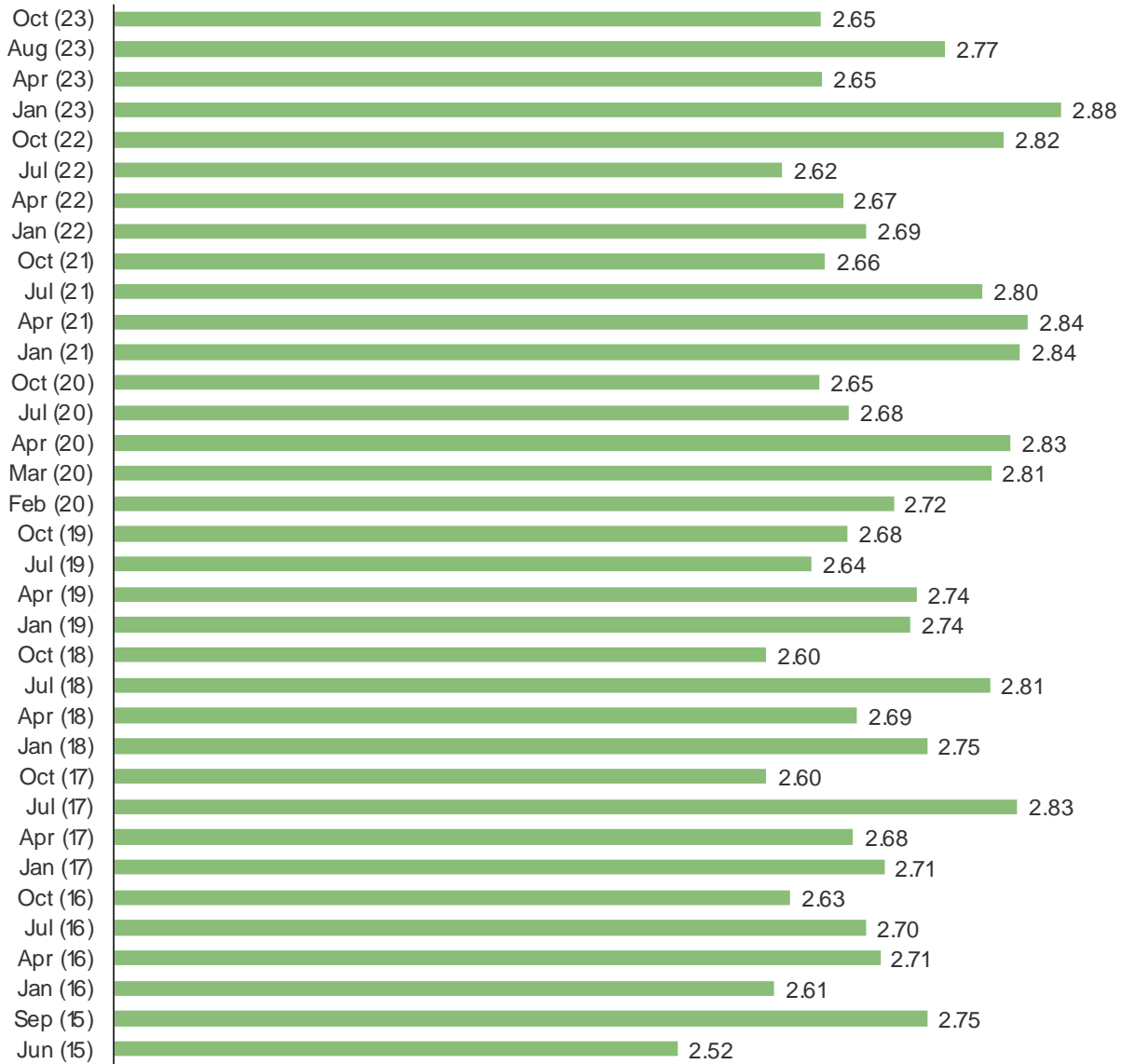


Past Three Months

Past Year

WHEN DO YOU PLAN TO GET A NEW SMARTPHONE?

This question was posed to smartphone owners.



Next Three Months

Next Year

HOW OFTEN DO YOU BUY A NEW SMARTPHONE?

This question was posed to smartphone owners.

