

# Bespoke Survey Research

February 2024

## Consumer Electronics China

Volume 35 | 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

iPhone share has continued to decline lately but Apple leads Android slightly in our trackers.

#### REASONS FOR NOT HAVING AN IPHONE

Price/cost remains one of the top reasons why Chinese consumers don't own an iPhone.

#### REFRESH CYCLES

Refresh cycles are worsening sequentially.

### Noteworthy Stats:

**70.2%** Of respondents said they are familiar with what 5G technology is.

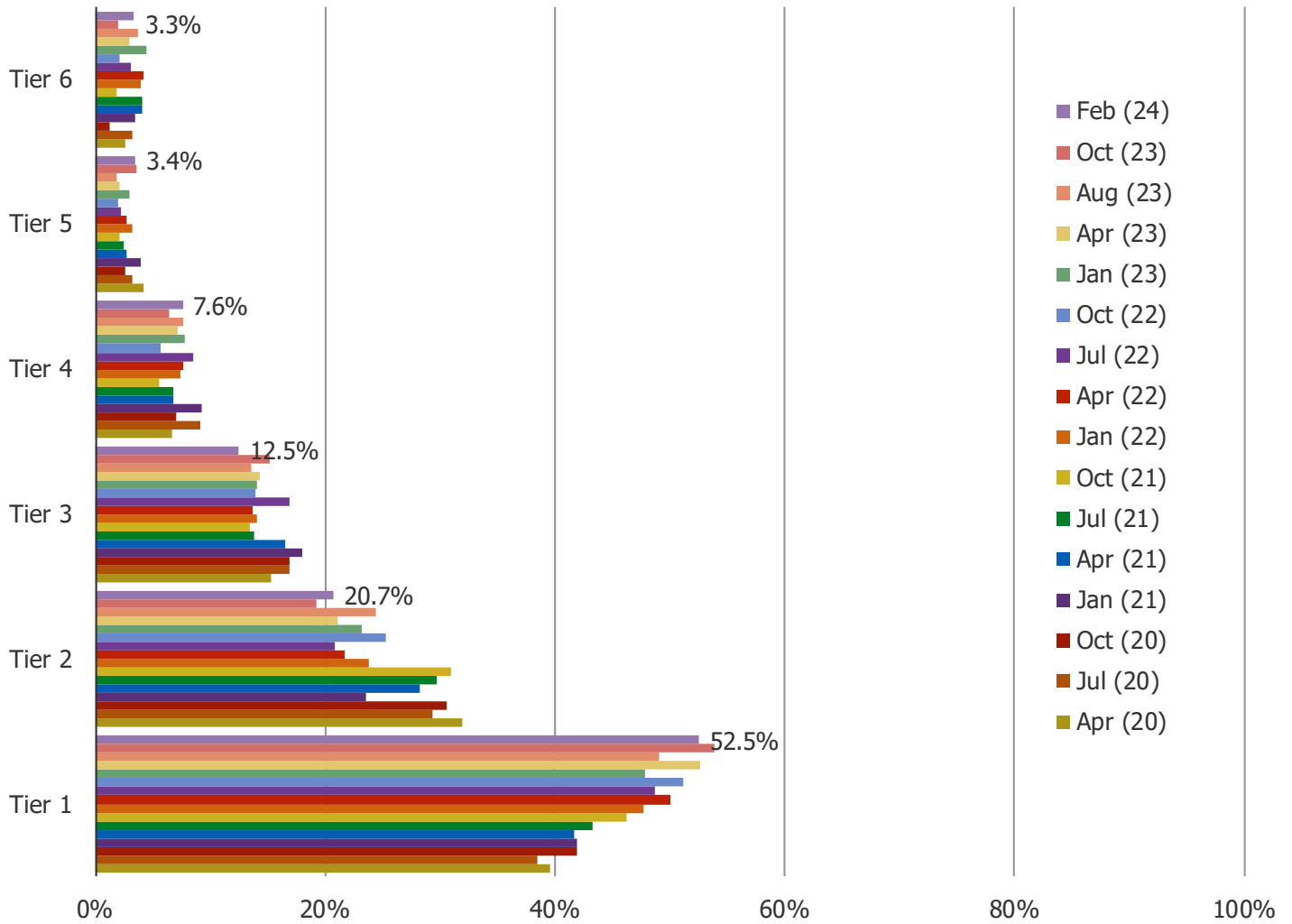
**61.1%** Of respondents said they are very interested in having a smartphone that works with 5G.

**49.7%** Of respondents said they own an Apple smartphone.

**47.2%** 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.

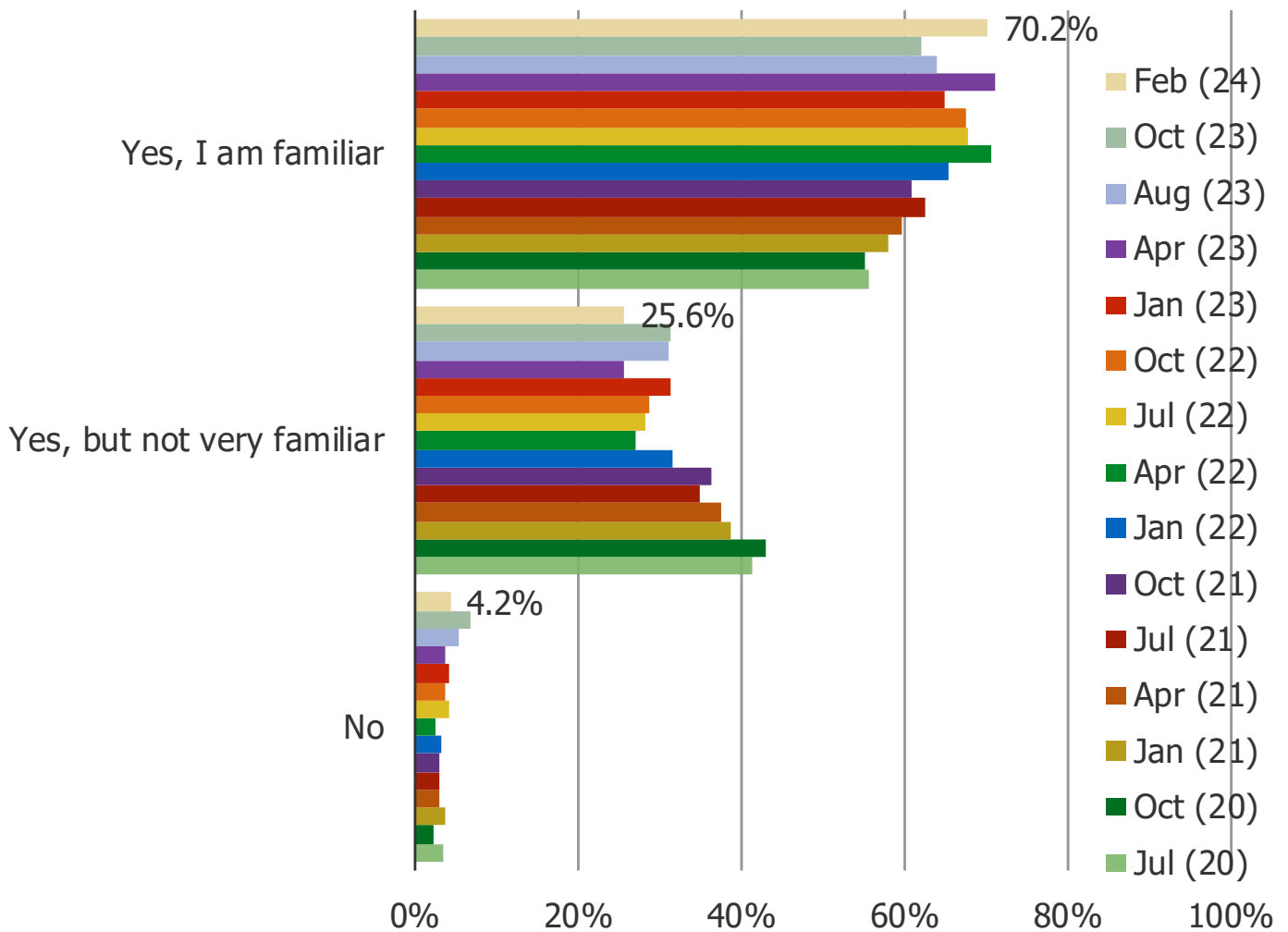


Apple vs. Android Overseas

5G

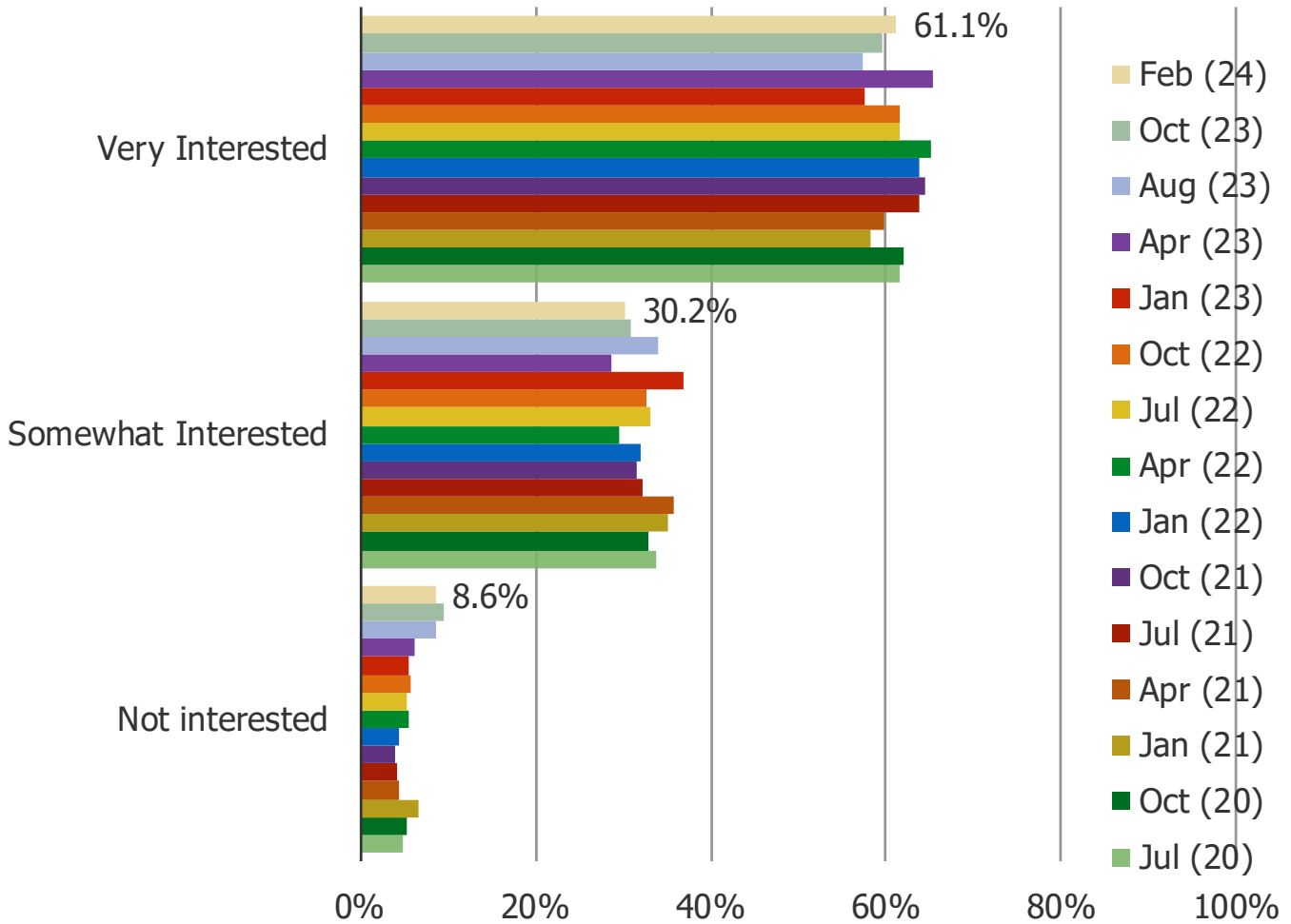
DO YOU KNOW WHAT 5G WIRELESS SERVICE IS?

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.

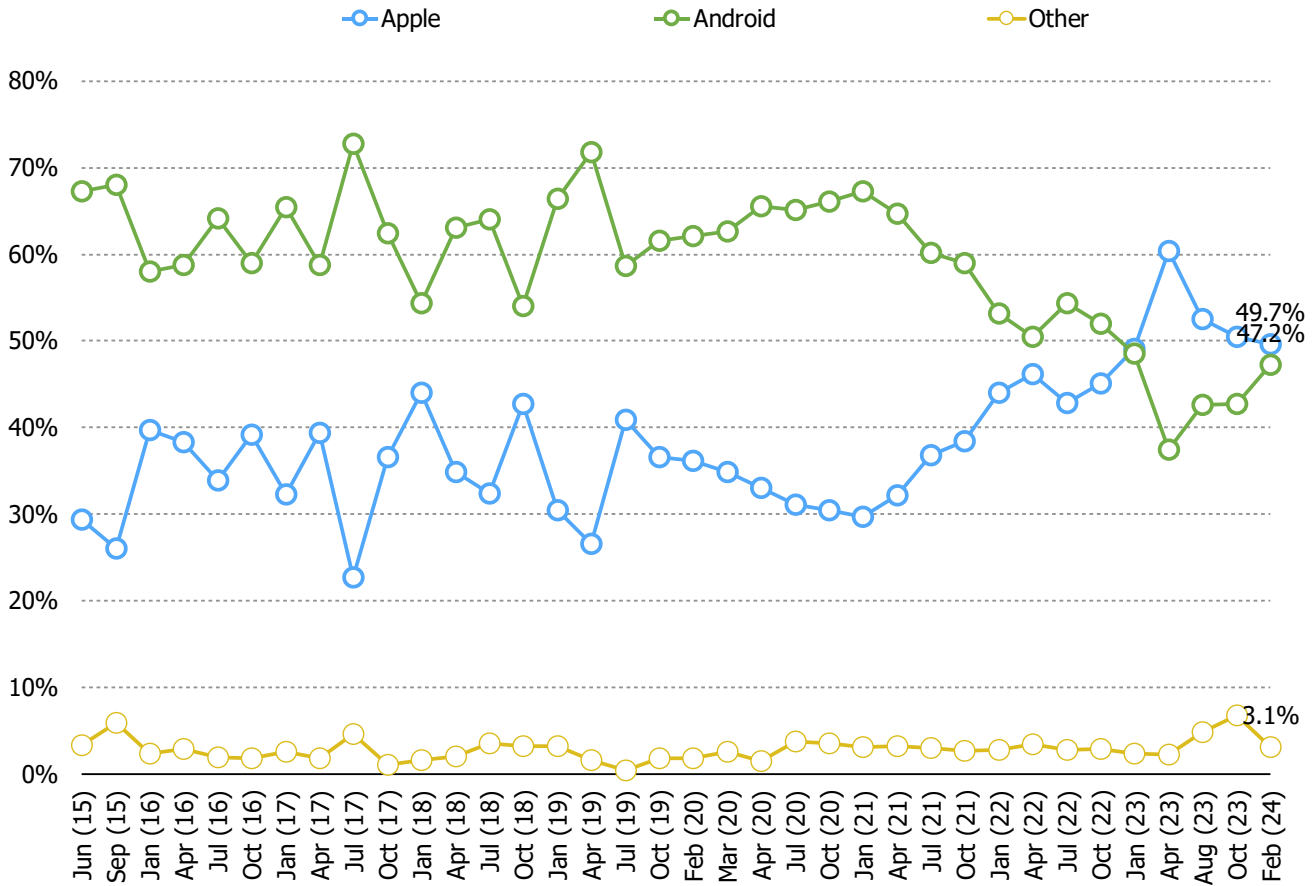


Apple vs. Android Overseas

## MARKET SHARE TRENDS AND PURCHASE ENGAGEMENT

SMARTPHONE OWNERS – TYPE OF SMARTPHONE CURRENTLY OWN

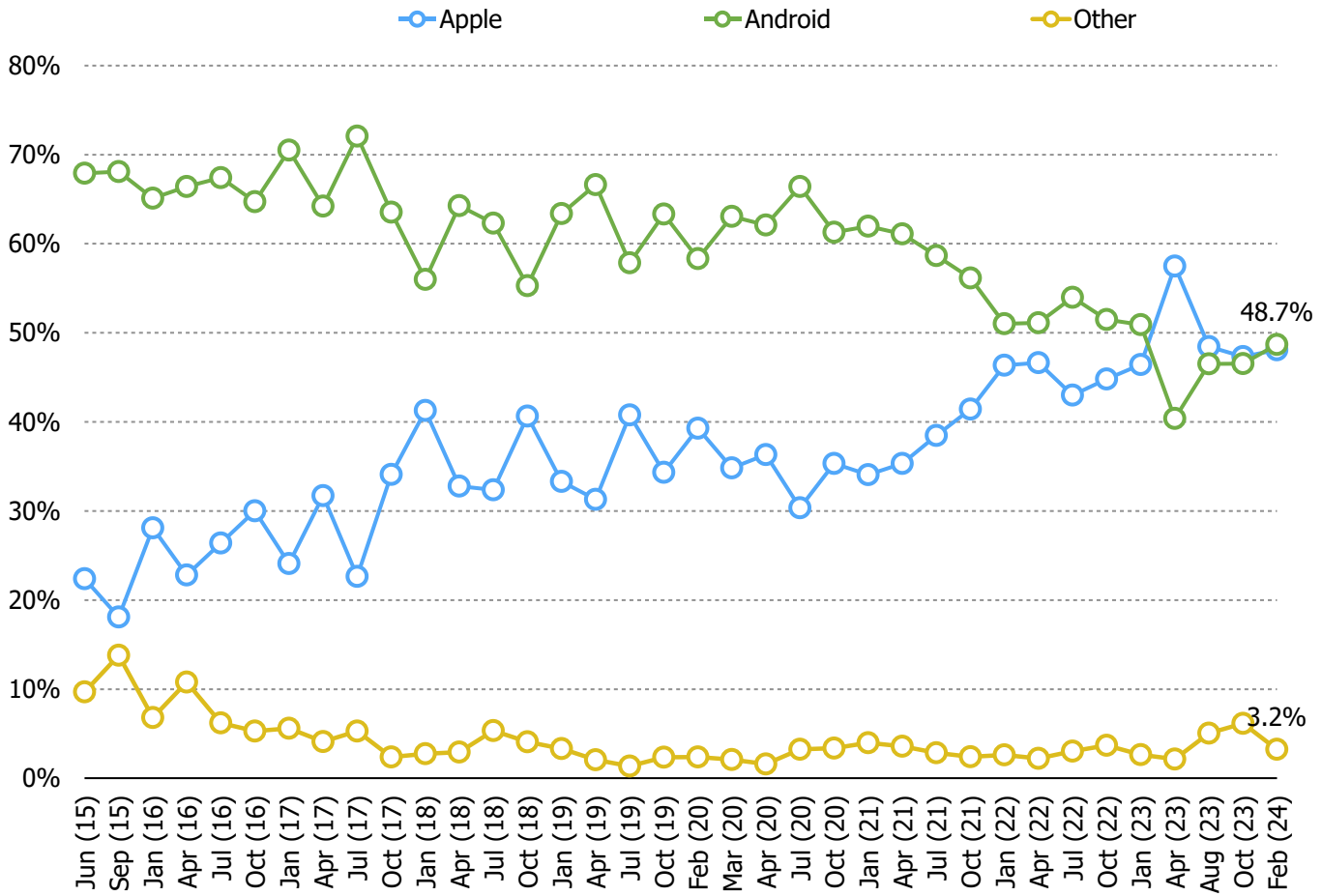
This question was posed to all respondents.



\*Important Note: Since 2020 the share of respondents 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.

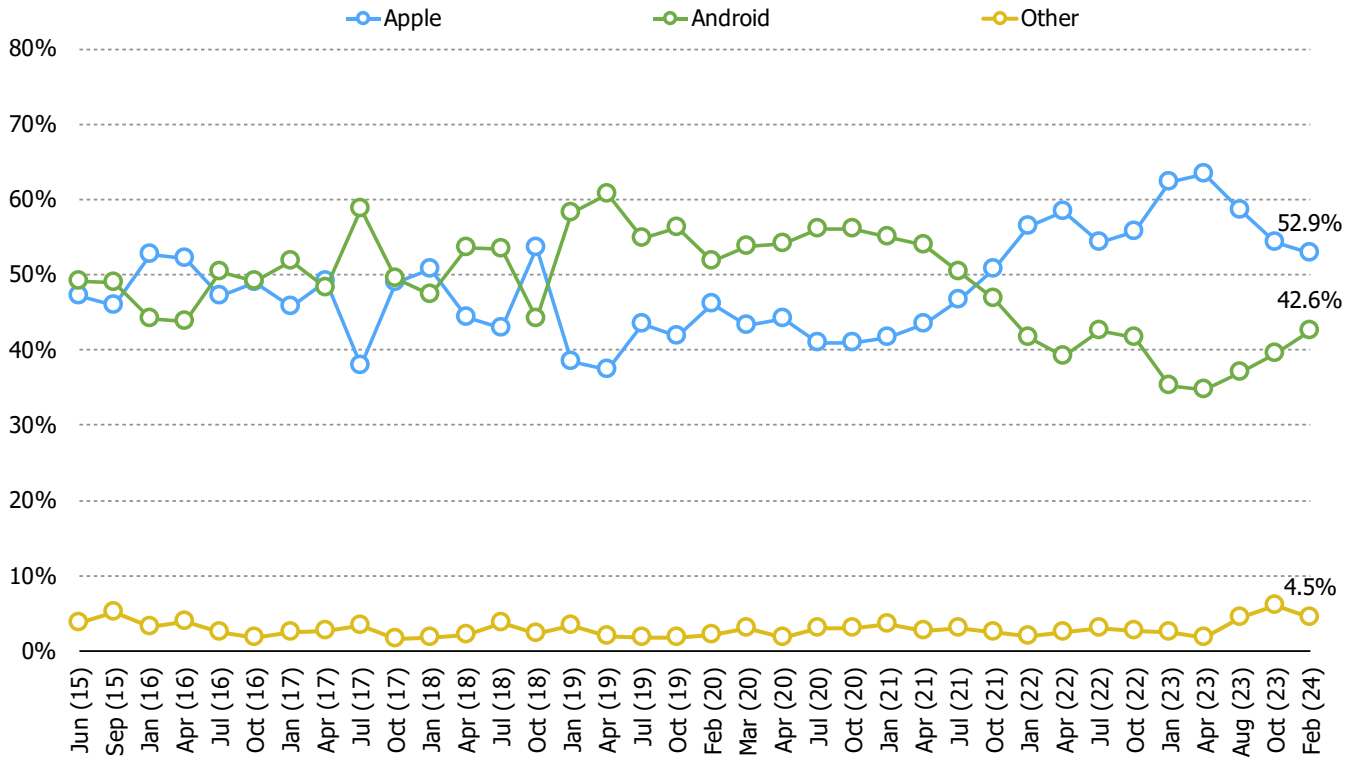


\*Important Note: Since 2020 the share of respondents coming from Tier 1 Cities has increased while the share coming from Tier 2 Cities has declined.



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

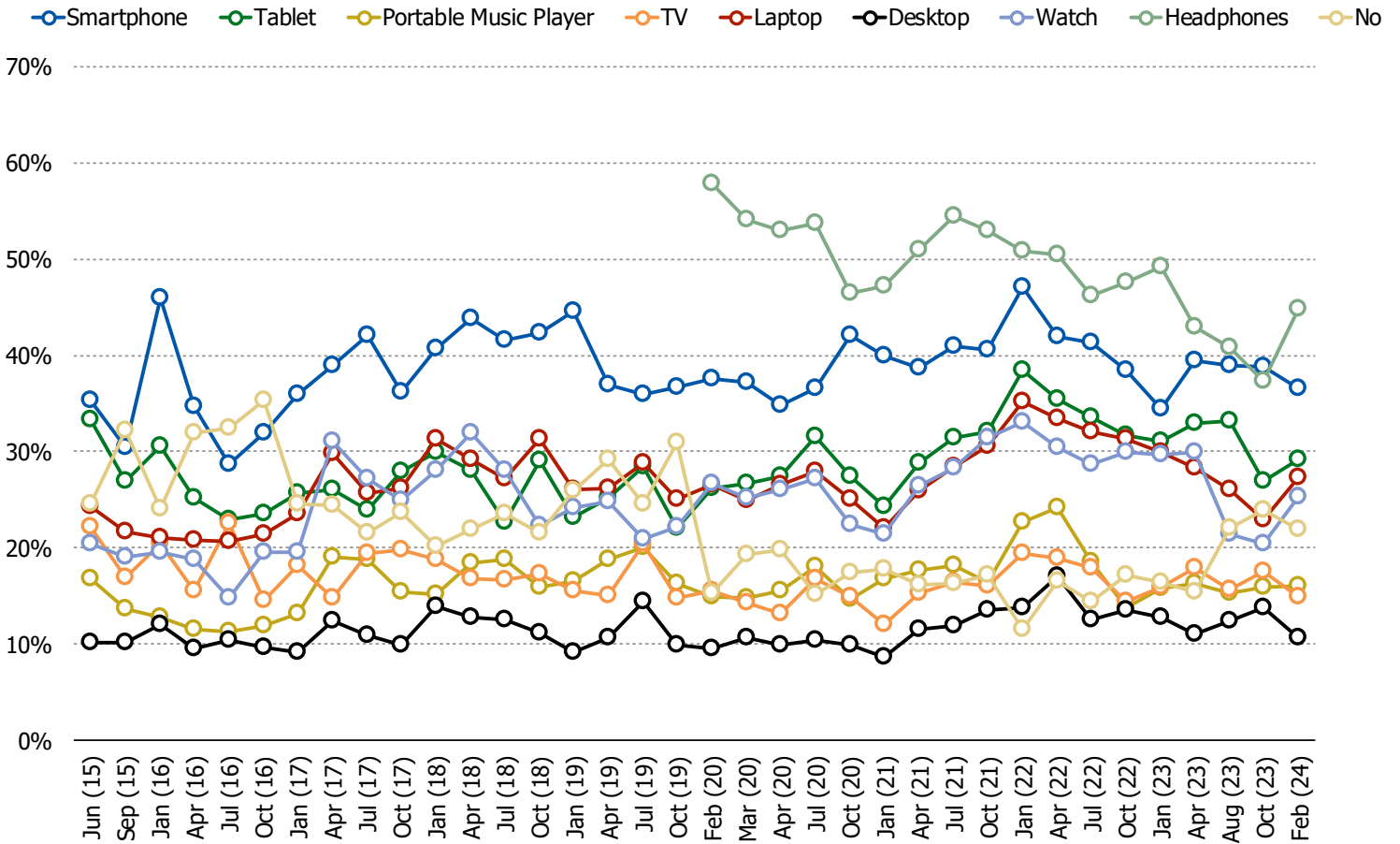
This question was posed to smartphone owners.



\*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.

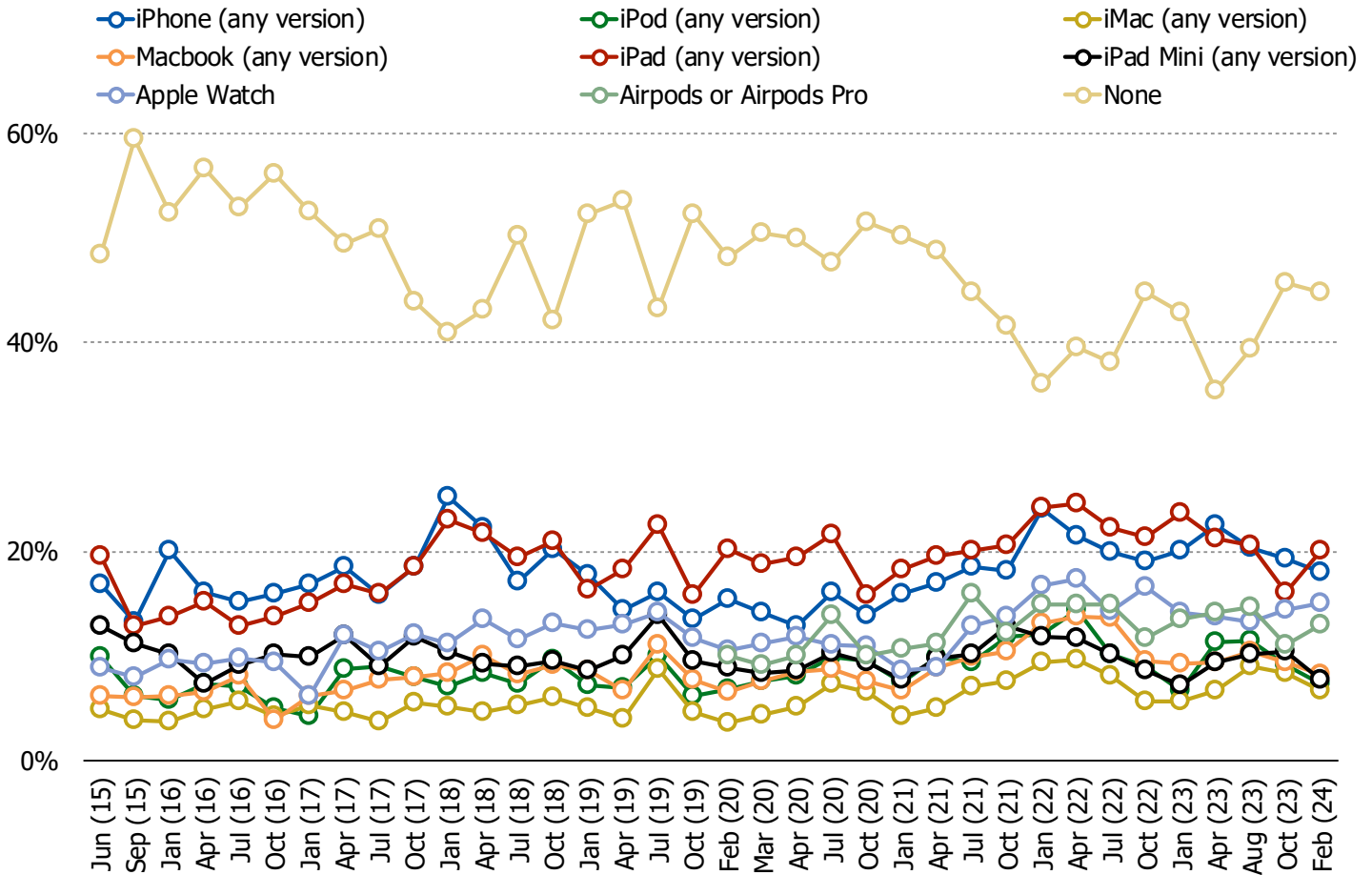
PURCHASED IN PAST THREE MONTHS

This question was posed to all respondents.



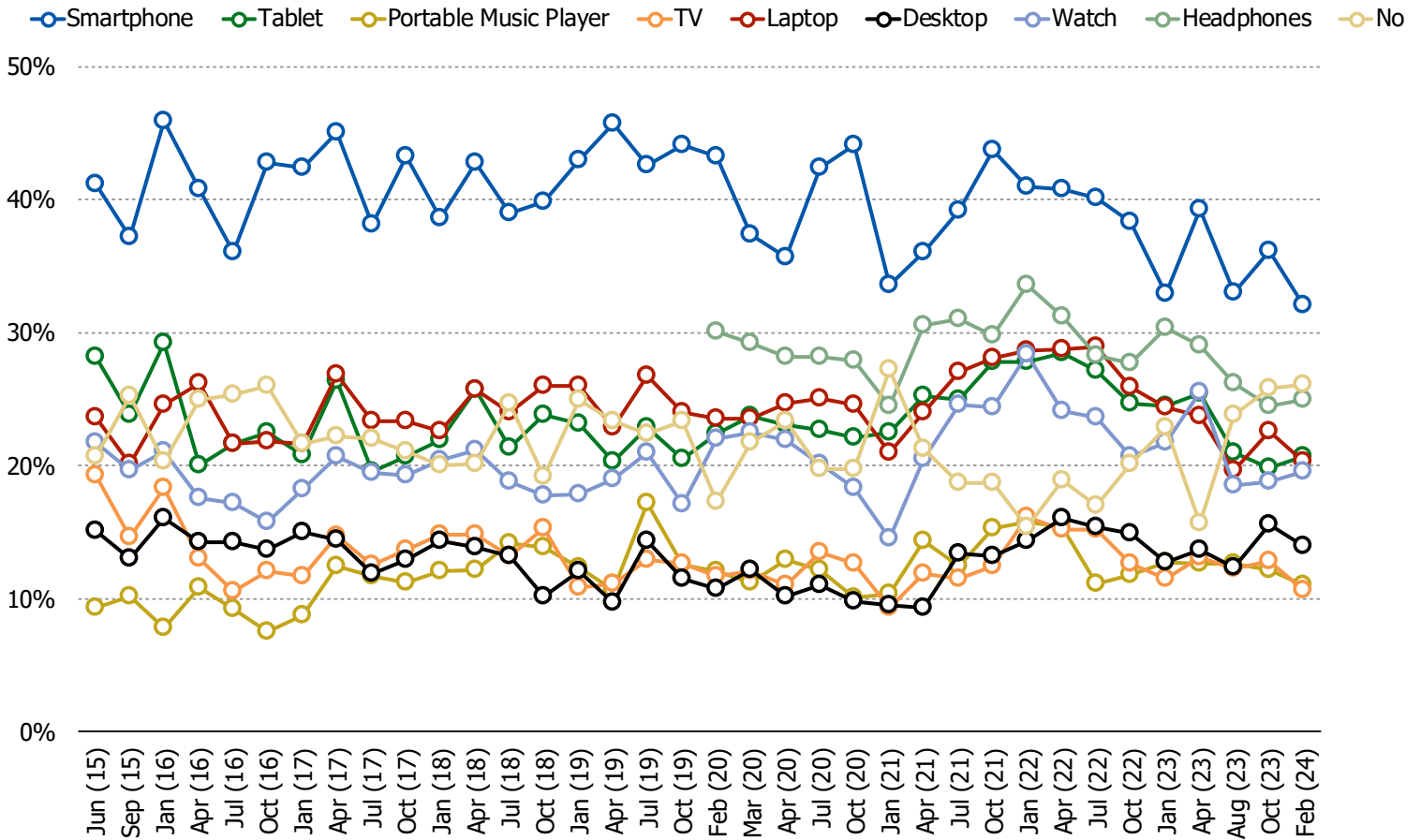
APPLE PRODUCTS PURCHASED IN PAST THREE MONTHS

This question was posed to all respondents.



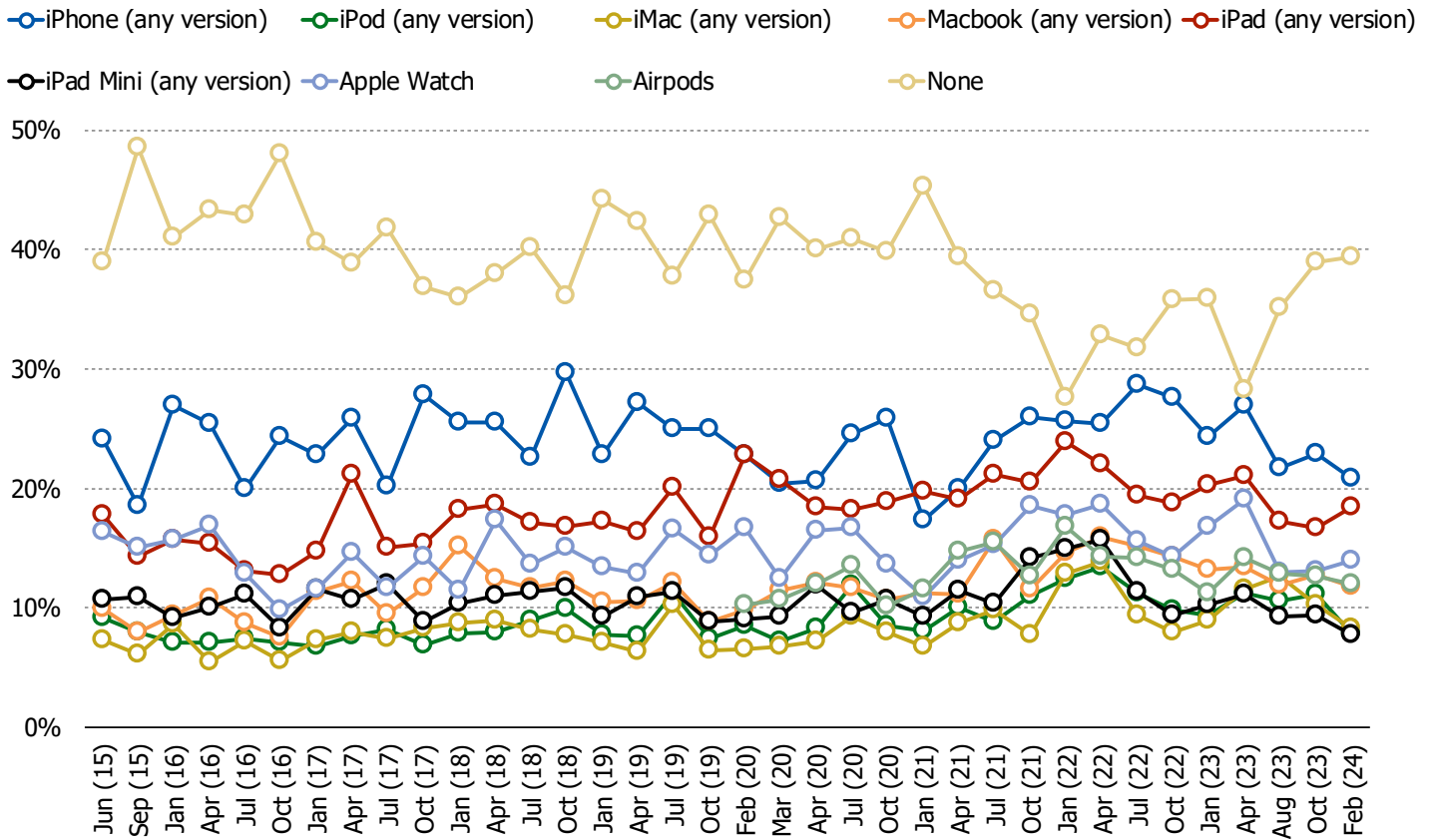
PLANS TO PURCHASE IN NEXT THREE MONTHS

This question was posed to all respondents.



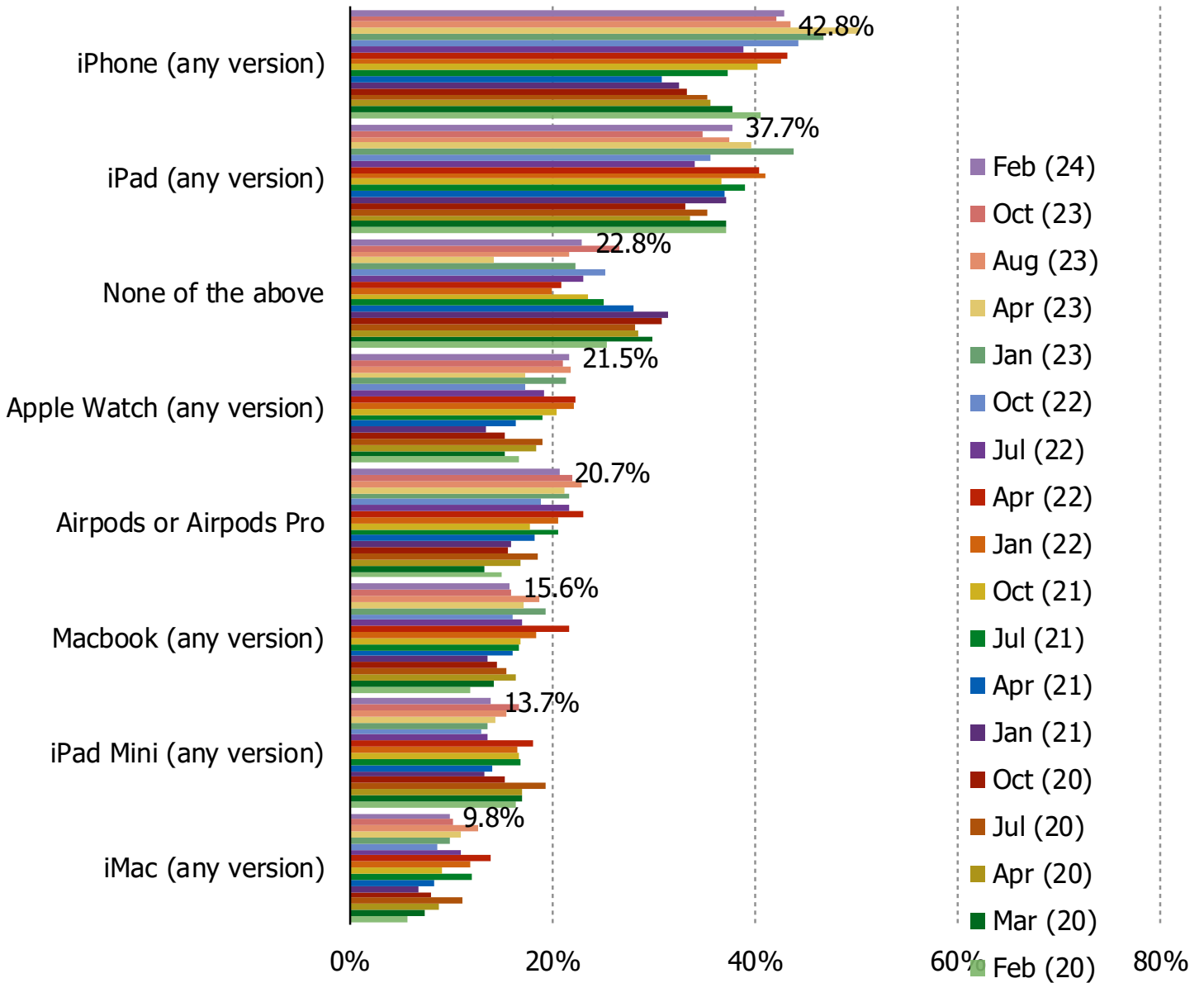
APPLE PRODUCTS – PLANS TO PURCHASE IN NEXT THREE MONTHS

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.

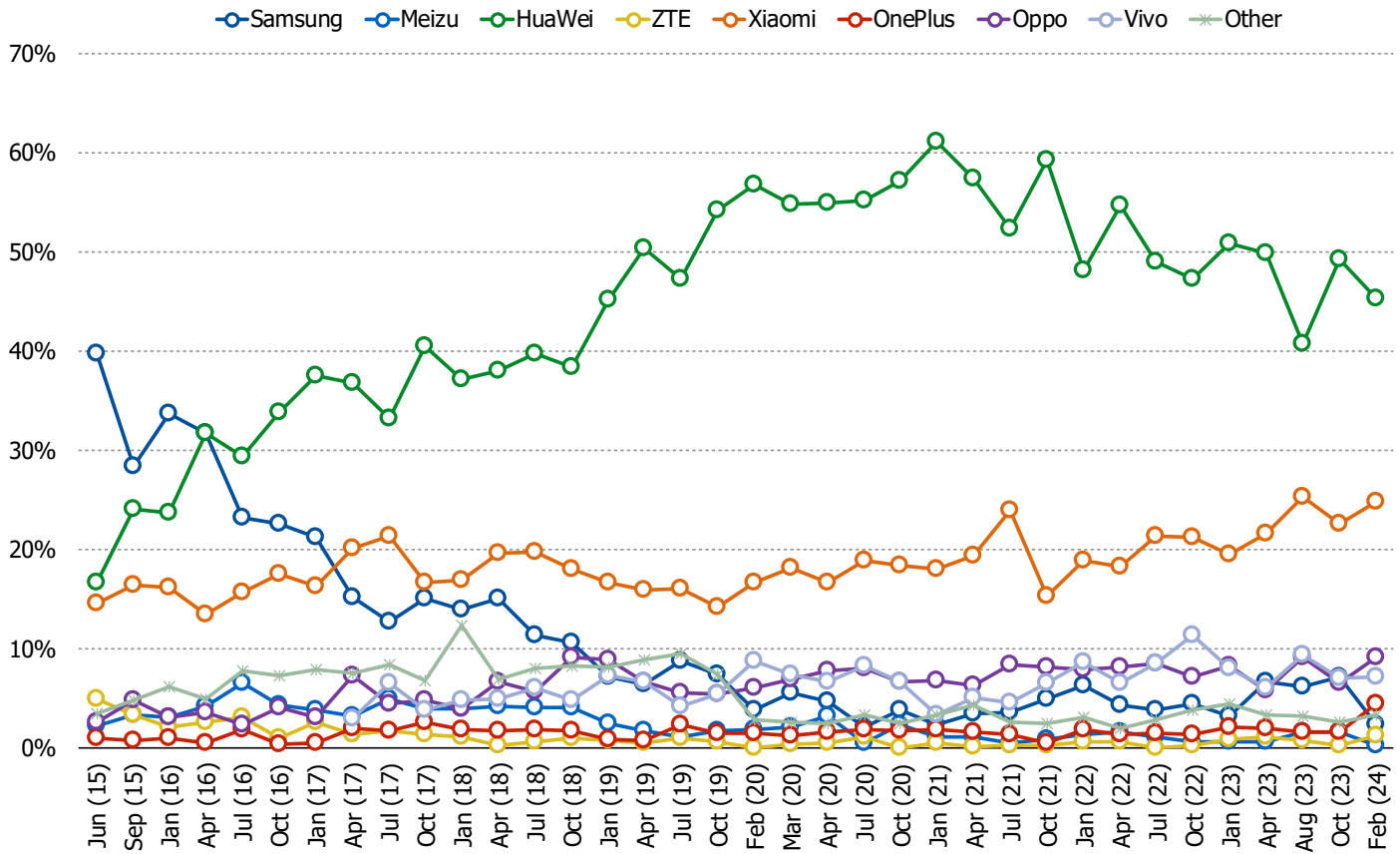


Apple vs. Android Overseas

## IPHONE AND ANDROID MIX

ANDROID OWNERS - MIX

This question was posed to Android owners.





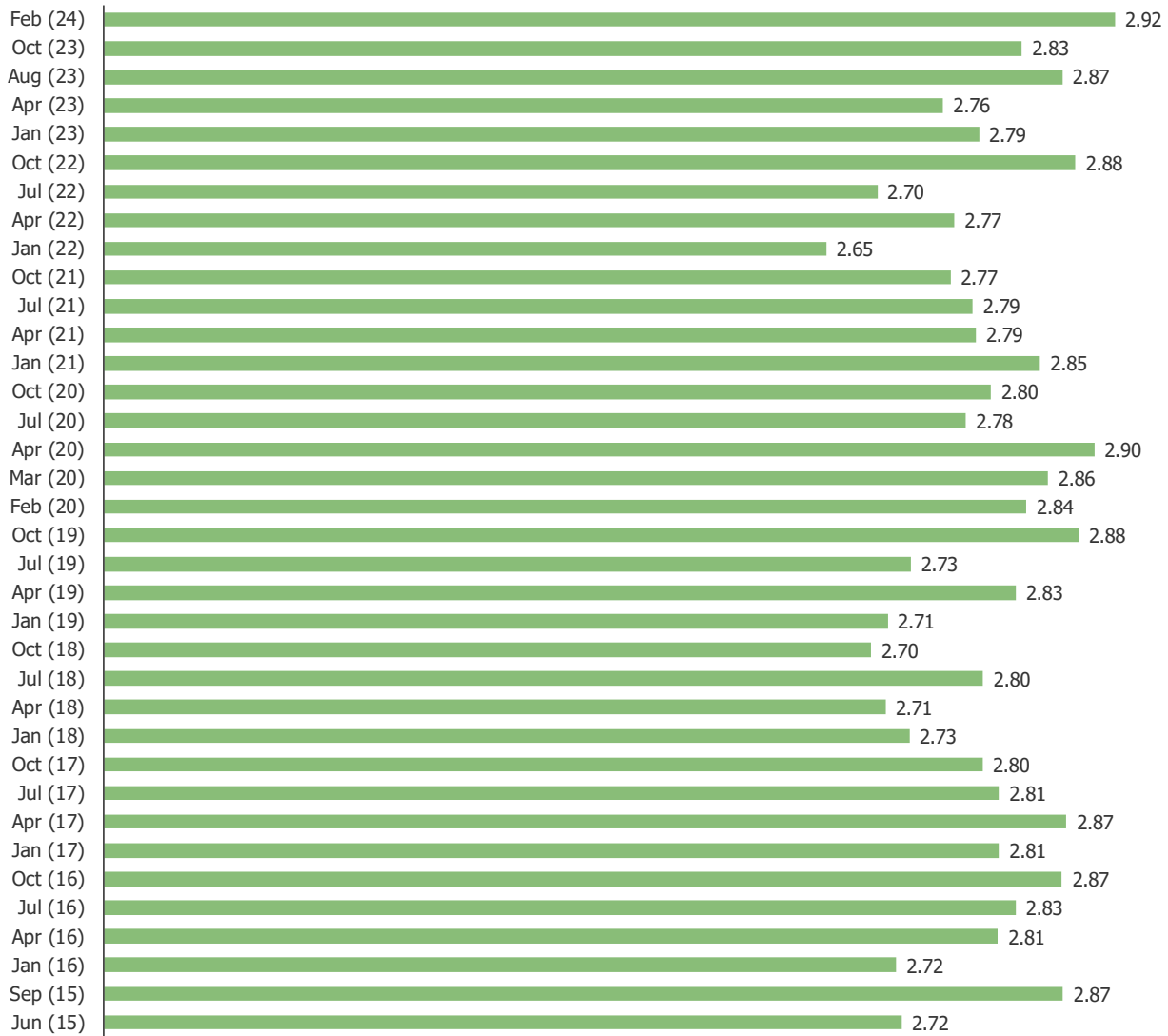


Apple vs. Android Overseas

## SMARTPHONE PURCHASE FREQUENCY

WHEN DID YOU GET YOUR CURRENT SMARTPHONE?

This question was posed to smartphone owners.

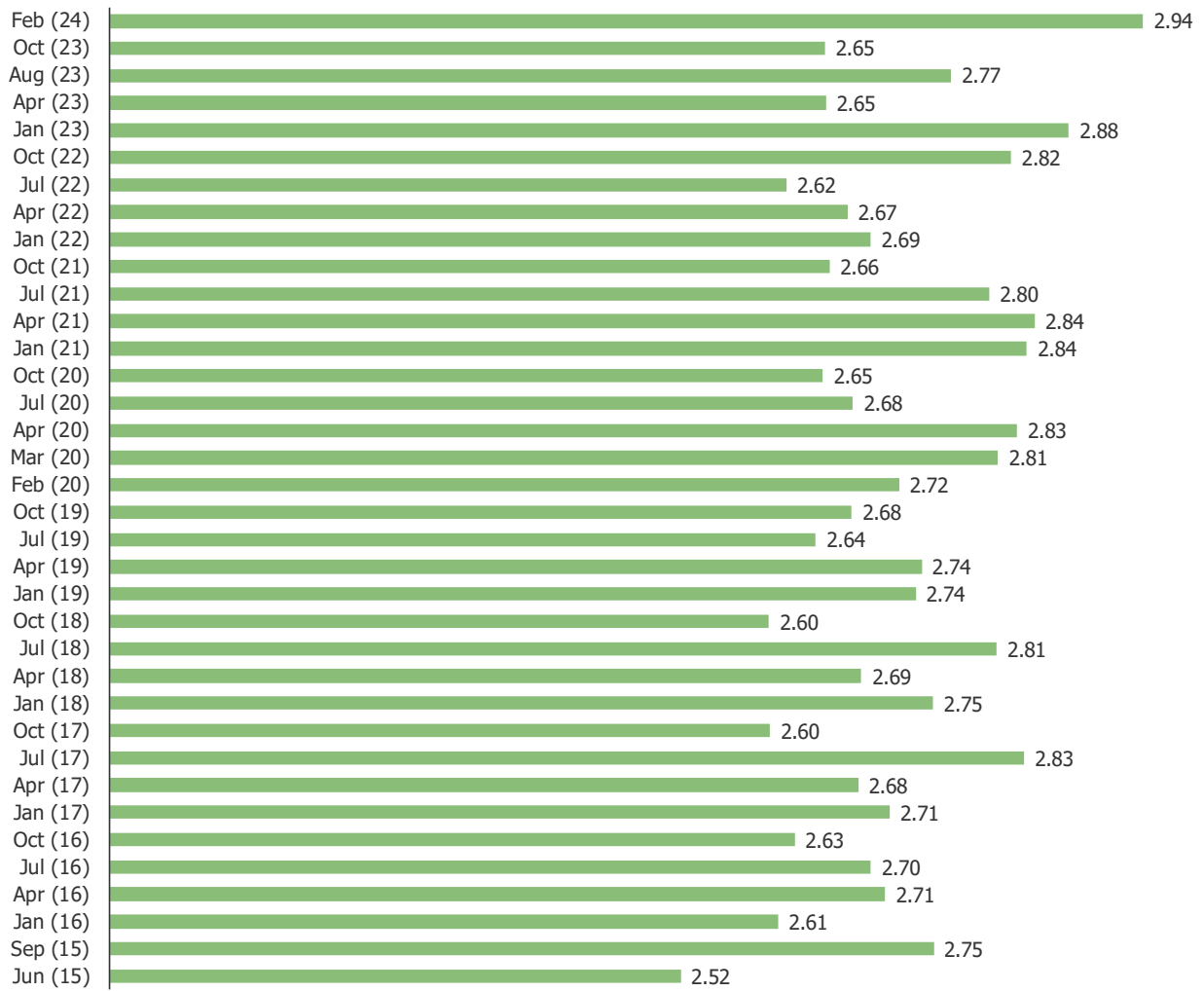


Past Three Months

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.

