

Bespoke Survey Research

April 2024

Consumer Electronics China

Volume 36 | Quarterly Survey

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

Tickers Covered: AAPL

Key Takeaways

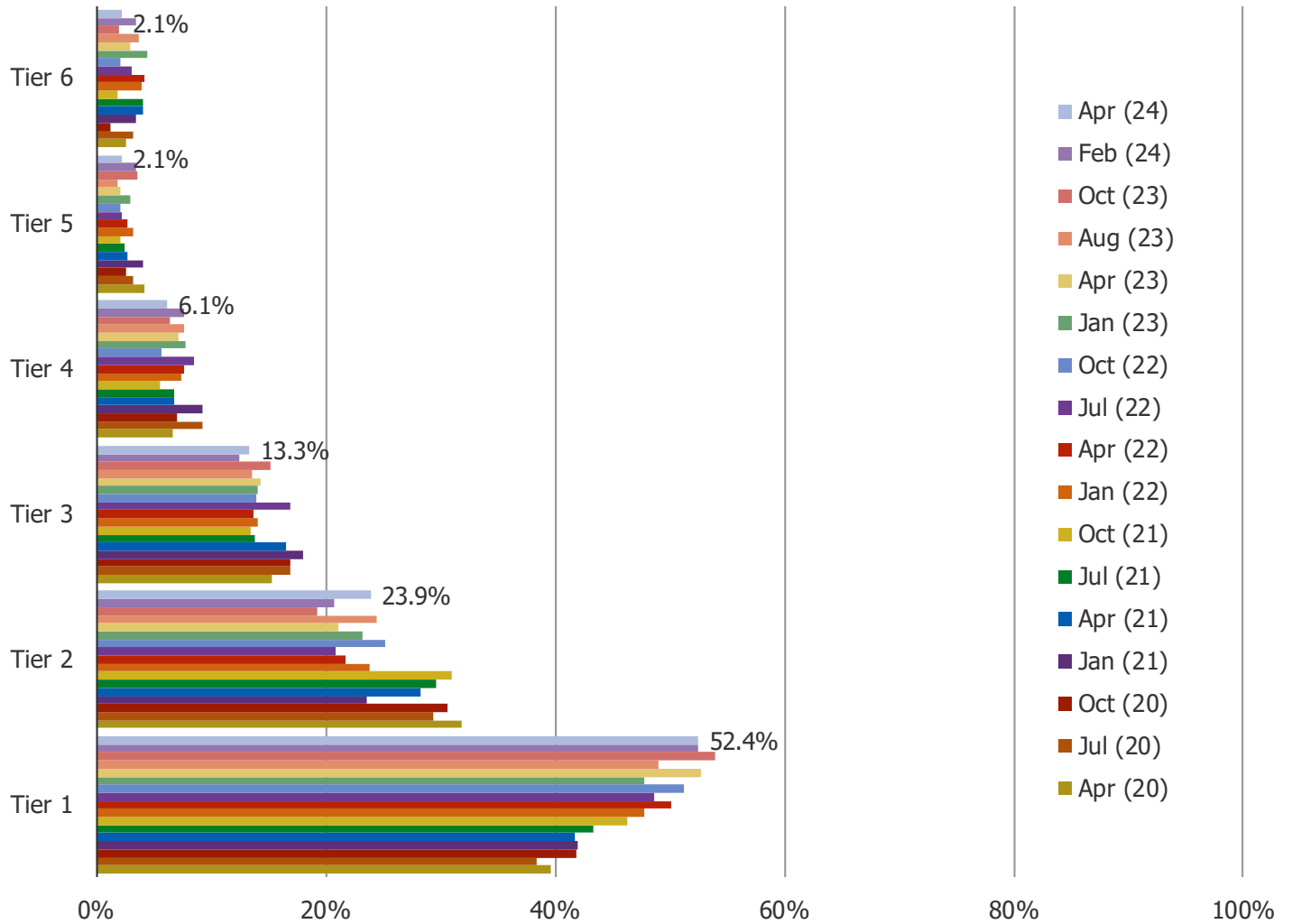
- ❑ Apple vs. Android share trends have fluctuated over time, with gains over the history of our survey. This quarter the data improved slightly q/q, but is worse y/y.
- ❑ Smartphone purchase activity has worsened sequentially in our survey (q/q and y/y). The same is true of recent iPhone purchases among respondents.
- ❑ We observed similar trends when it comes to planned smartphone / iPhone purchases in the next three months.
- ❑ Among Android users, the top reasons respondents do not have an iPhone include it being too expensive, being used to Android, or preferring to support domestic production.

Noteworthy Stats:

- 10.1%** Of respondents said that they think that domestic demand for the iPhone has significantly strengthened.
- 8.8%** Of respondents said that they think that domestic demand for the iPhone has significantly weakened.
- 52.8%** Of respondents said they own an Apple smartphone.
- 44.7%** 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.

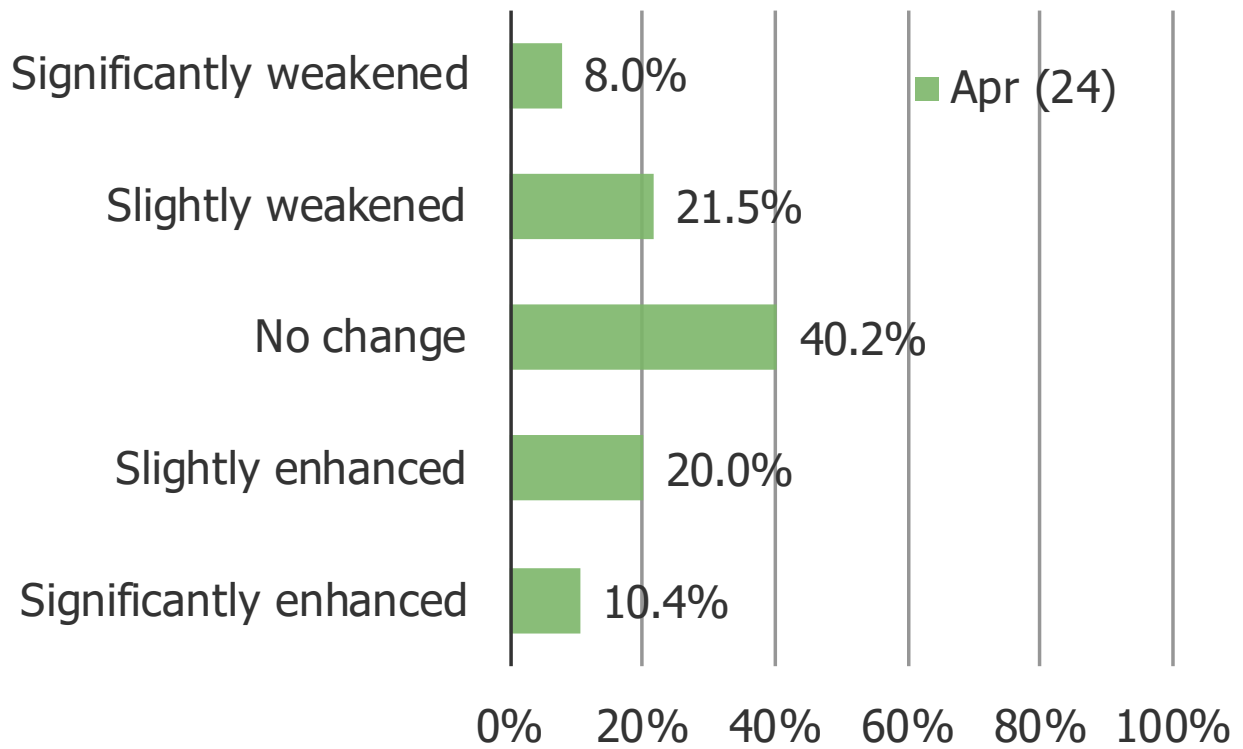


Apple vs. Android Overseas

NEW QUESTIONS

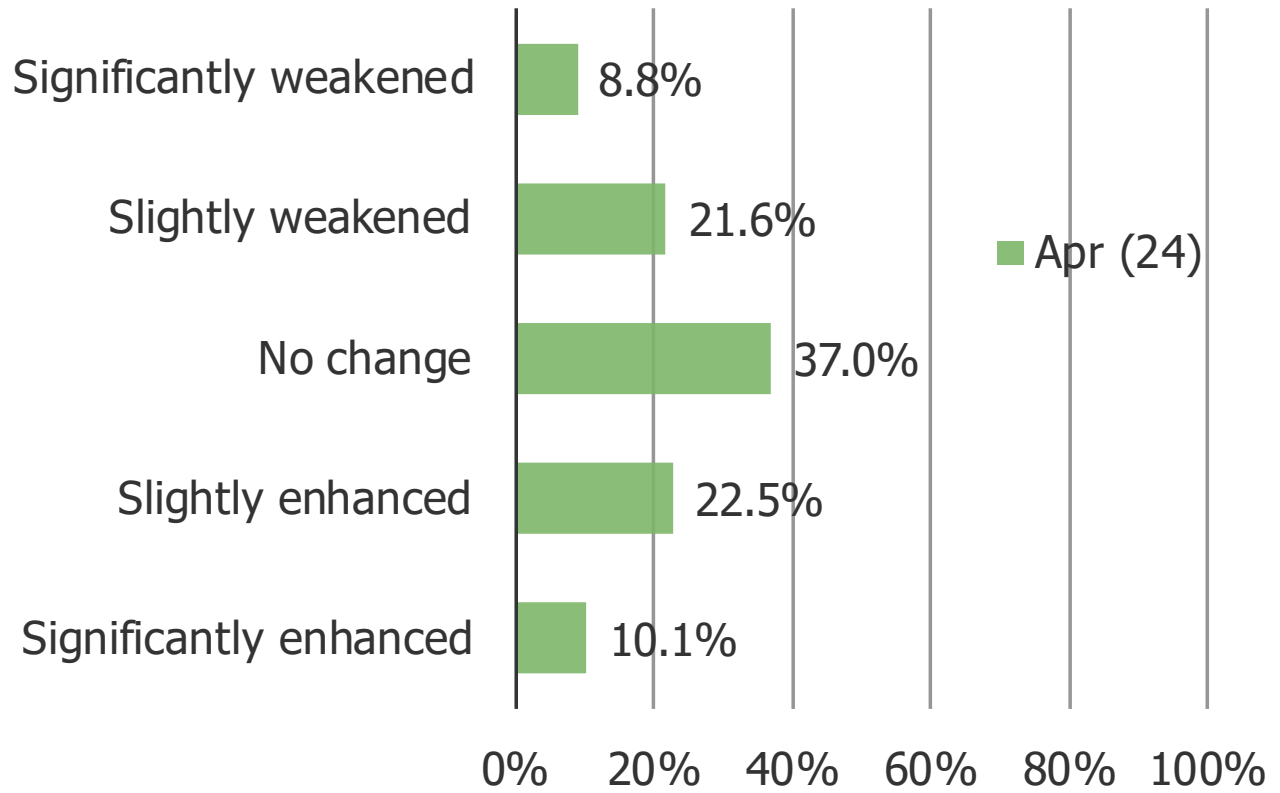
DO YOU THINK THE DEMAND FOR APPLE PRODUCTS IN YOUR COUNTRY HAS BECOME STRONGER OR WEAKER?

This question was posed to all respondents.



DO YOU THINK YOUR DOMESTIC DEMAND FOR APPLE'S IPHONE HAS BECOME STRONGER OR WEAKER?

This question was posed to all respondents.

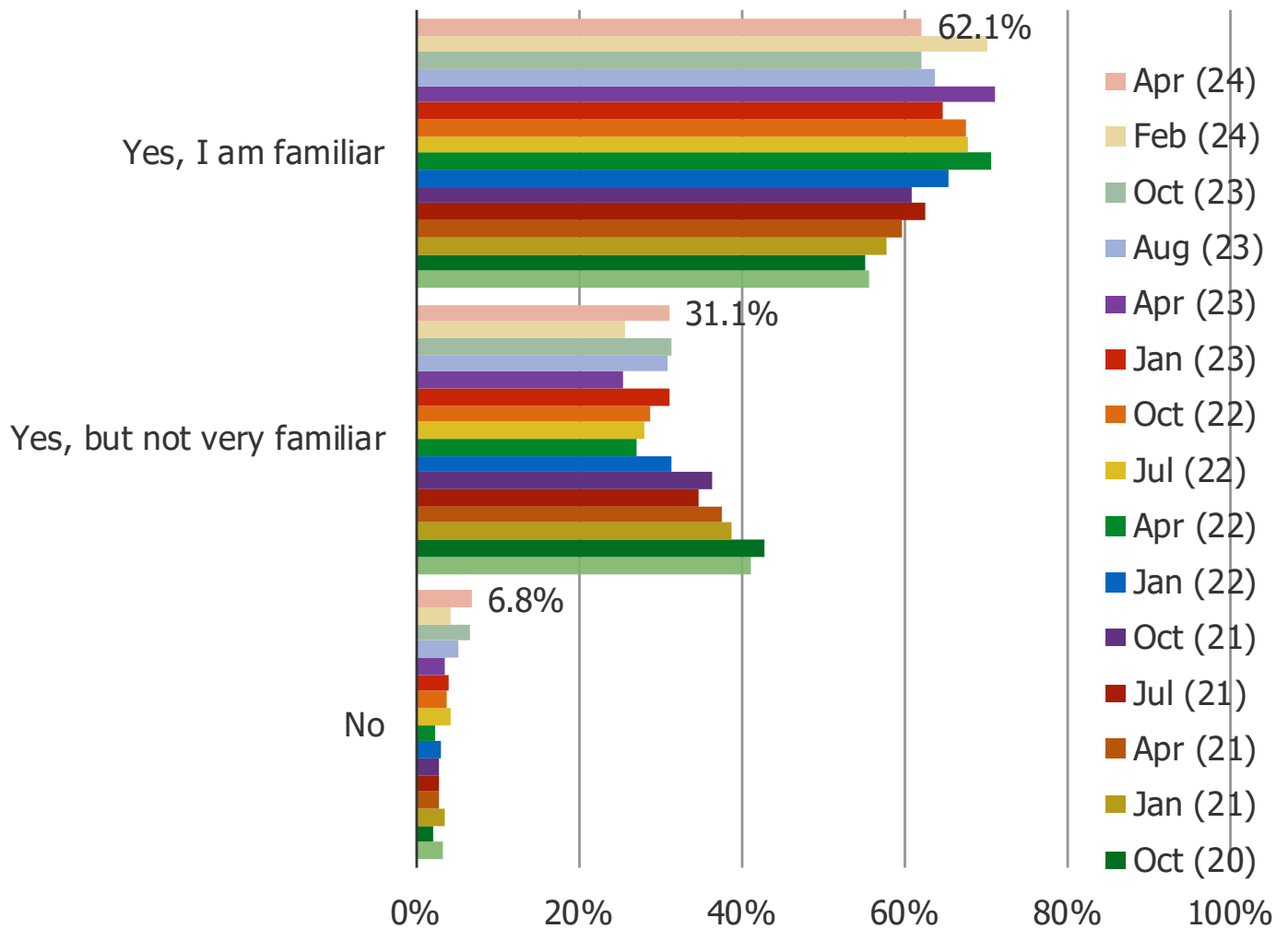


Apple vs. Android Overseas

5G

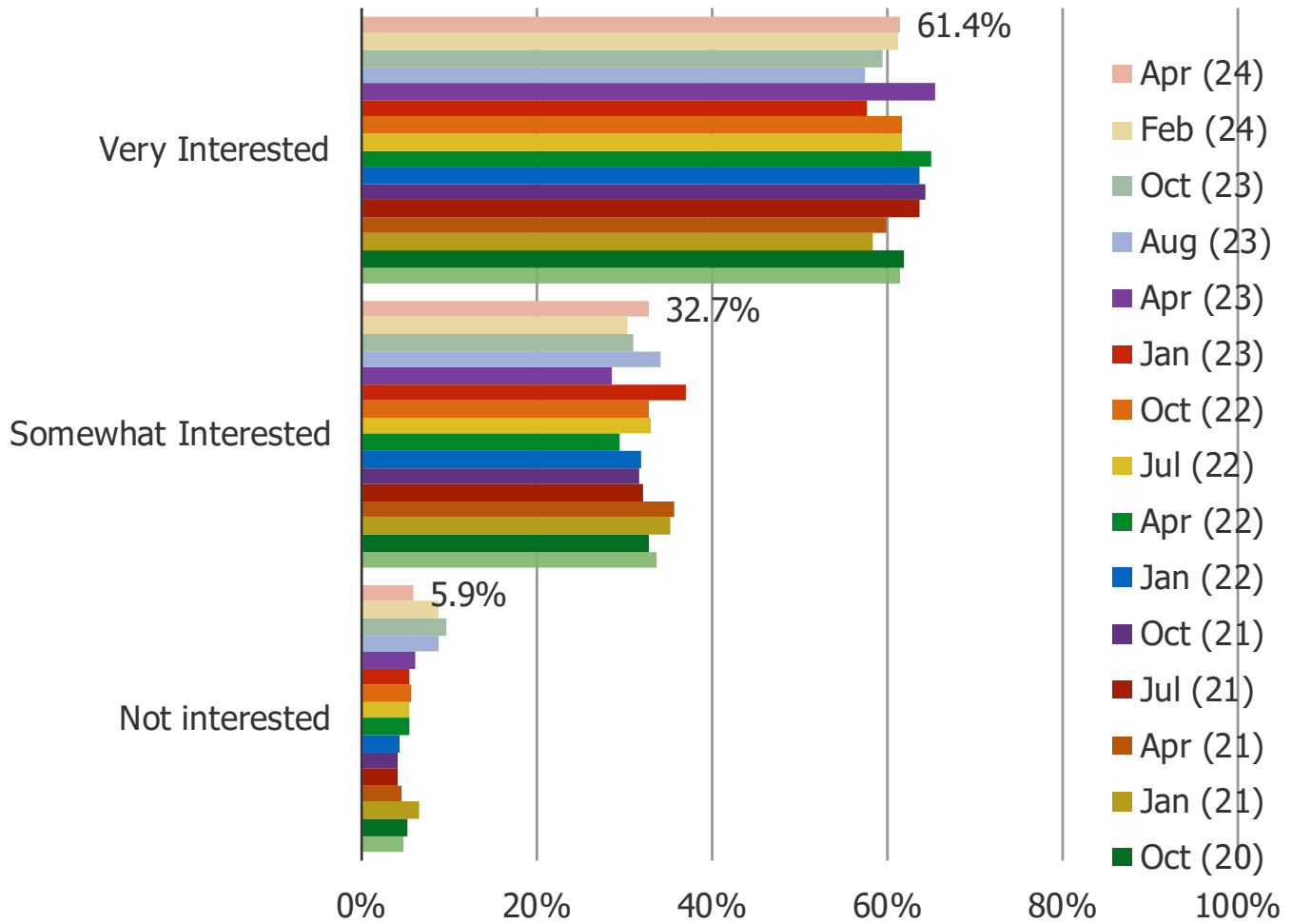
DO YOU KNOW WHAT 5G WIRELESS SERVICE IS?

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.

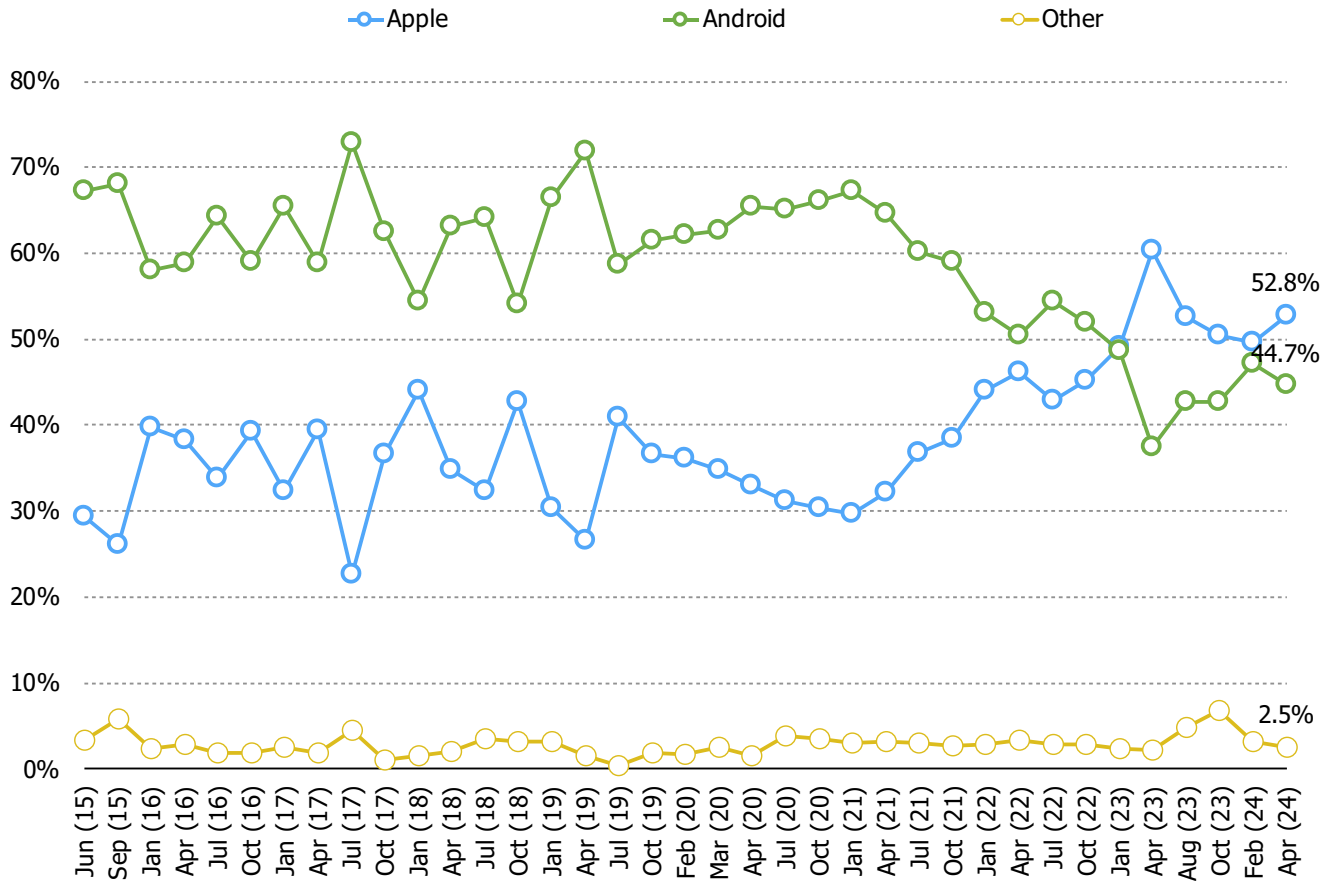


Apple vs. Android Overseas

MARKET SHARE TRENDS AND PURCHASE ENGAGEMENT

SMARTPHONE OWNERS – TYPE OF SMARTPHONE CURRENTLY OWN

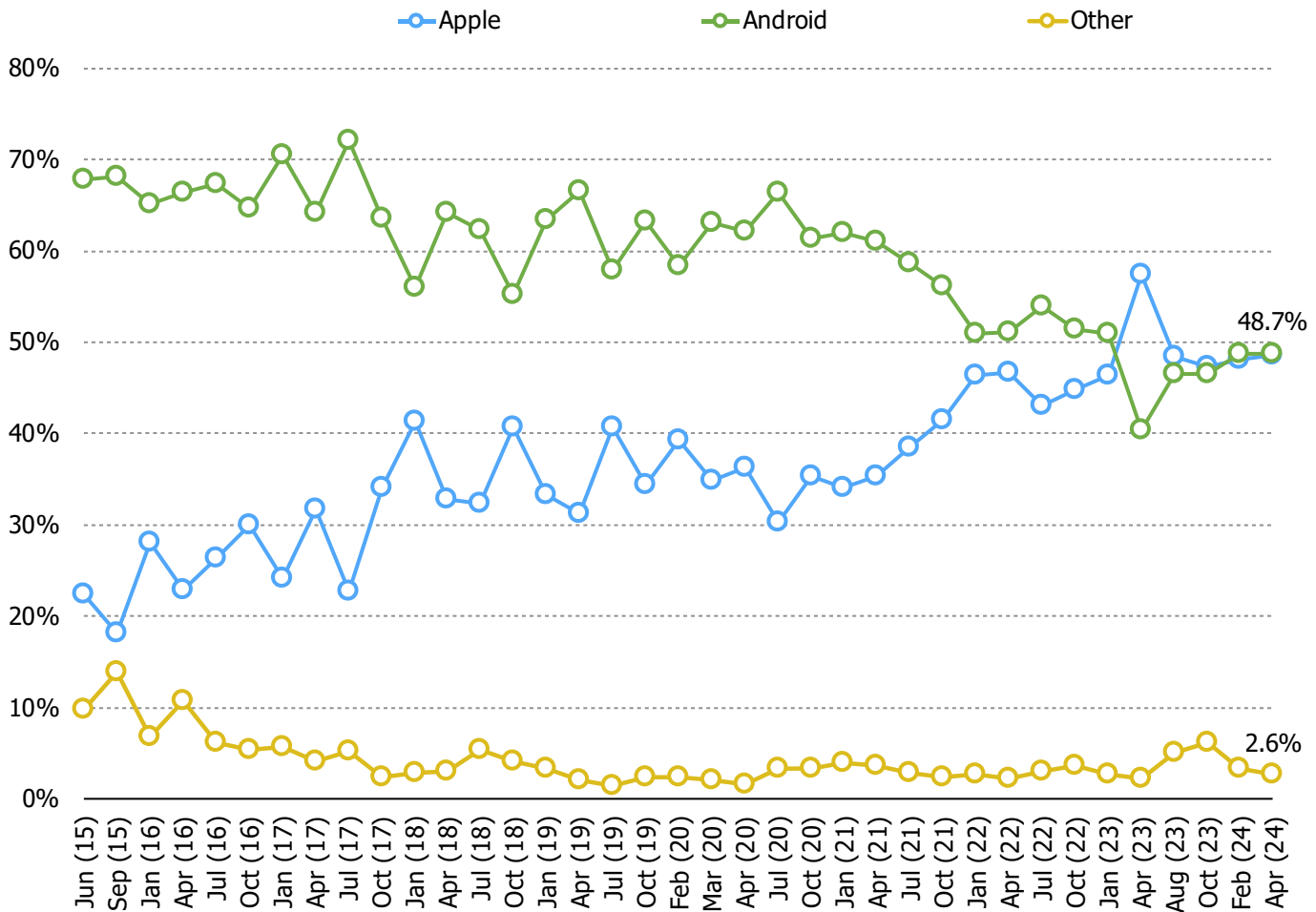
This question was posed to all respondents.



*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?

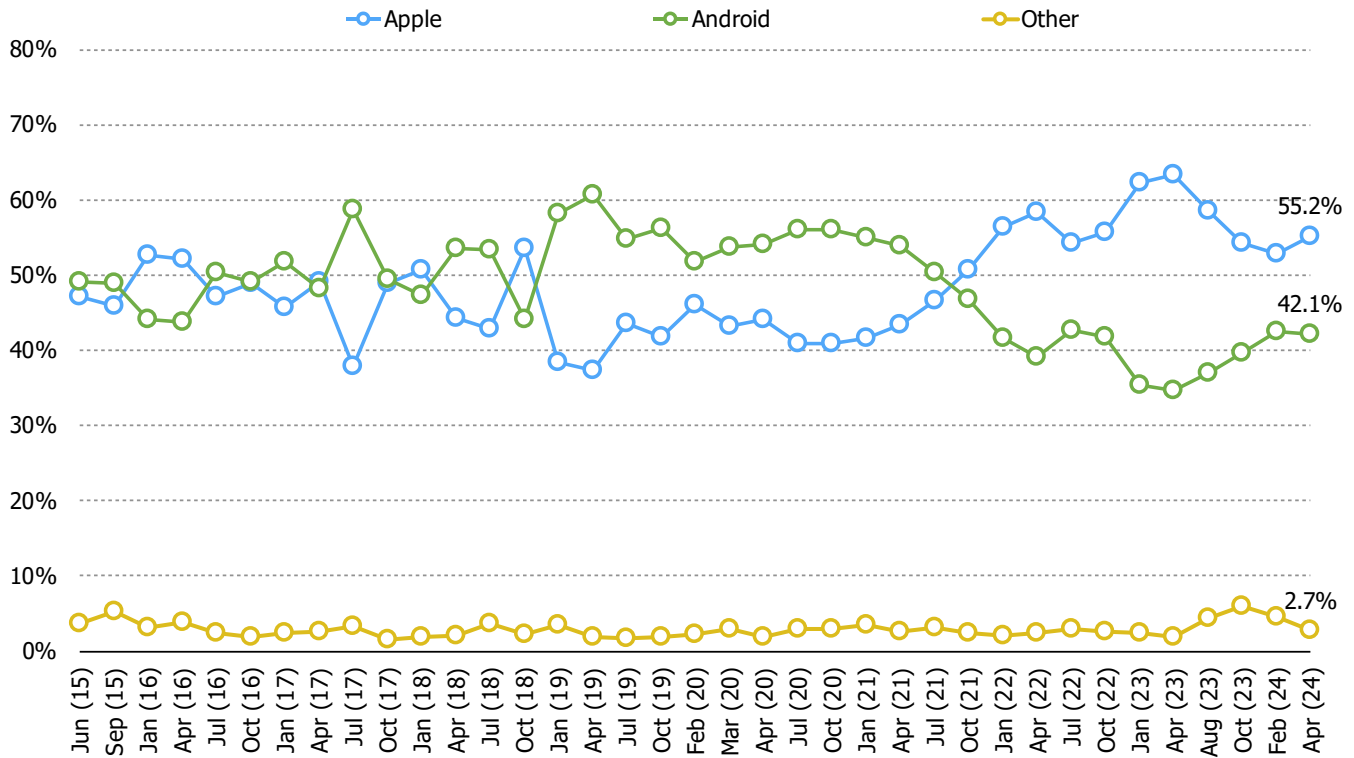
This question was posed to smartphone owners.



*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?

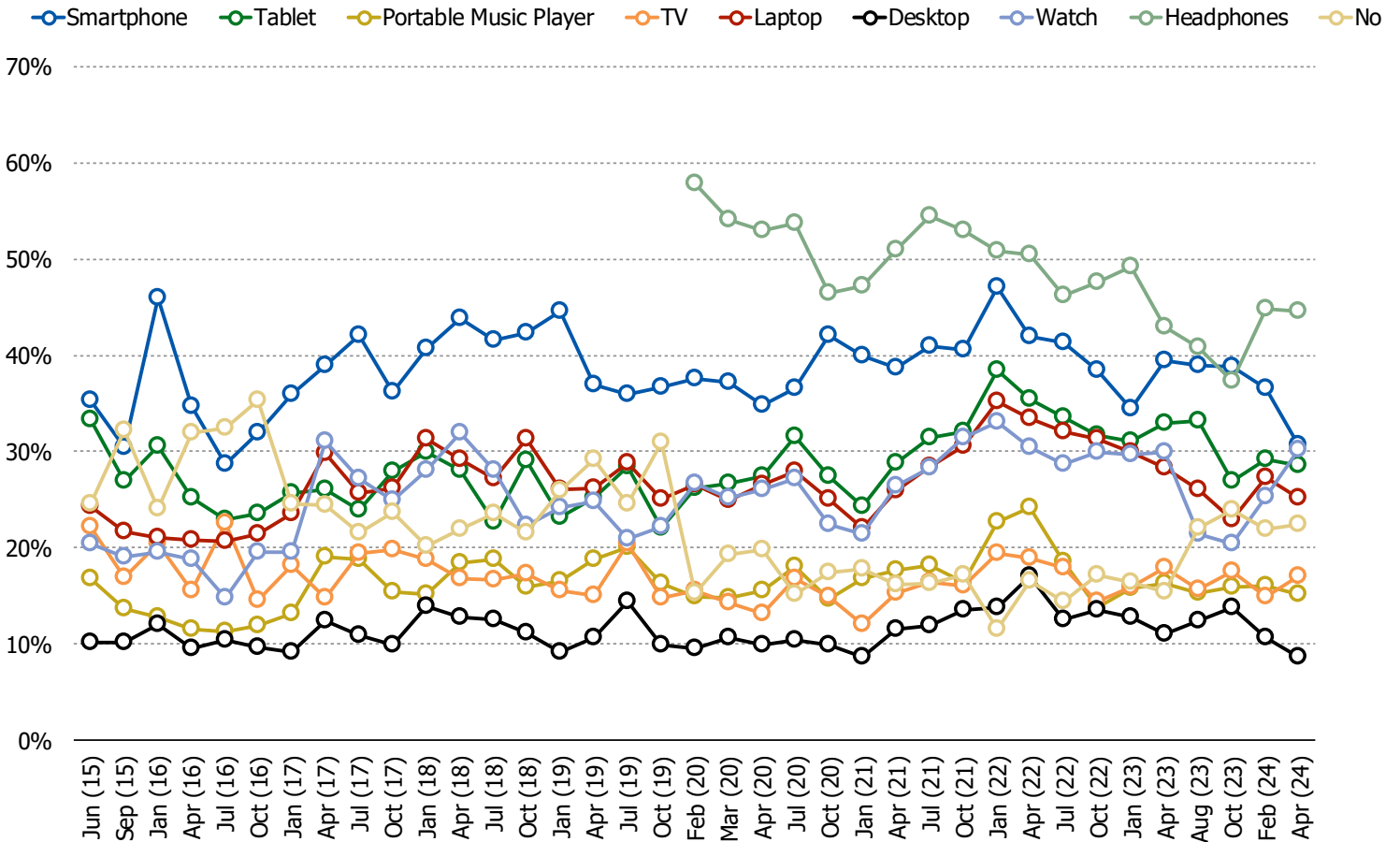
This question was posed to smartphone owners.



*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.

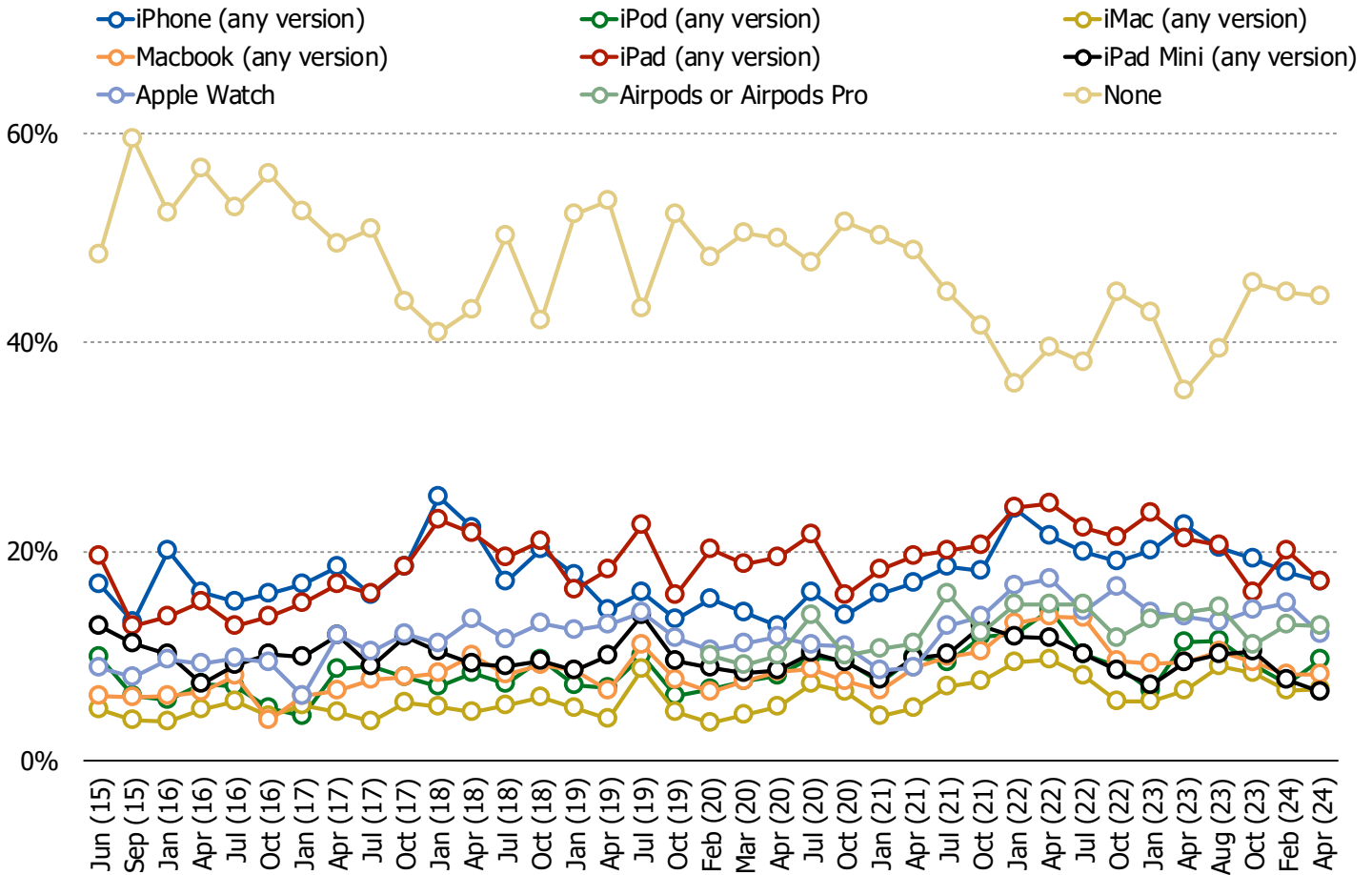
PURCHASED IN PAST THREE MONTHS

This question was posed to all respondents.



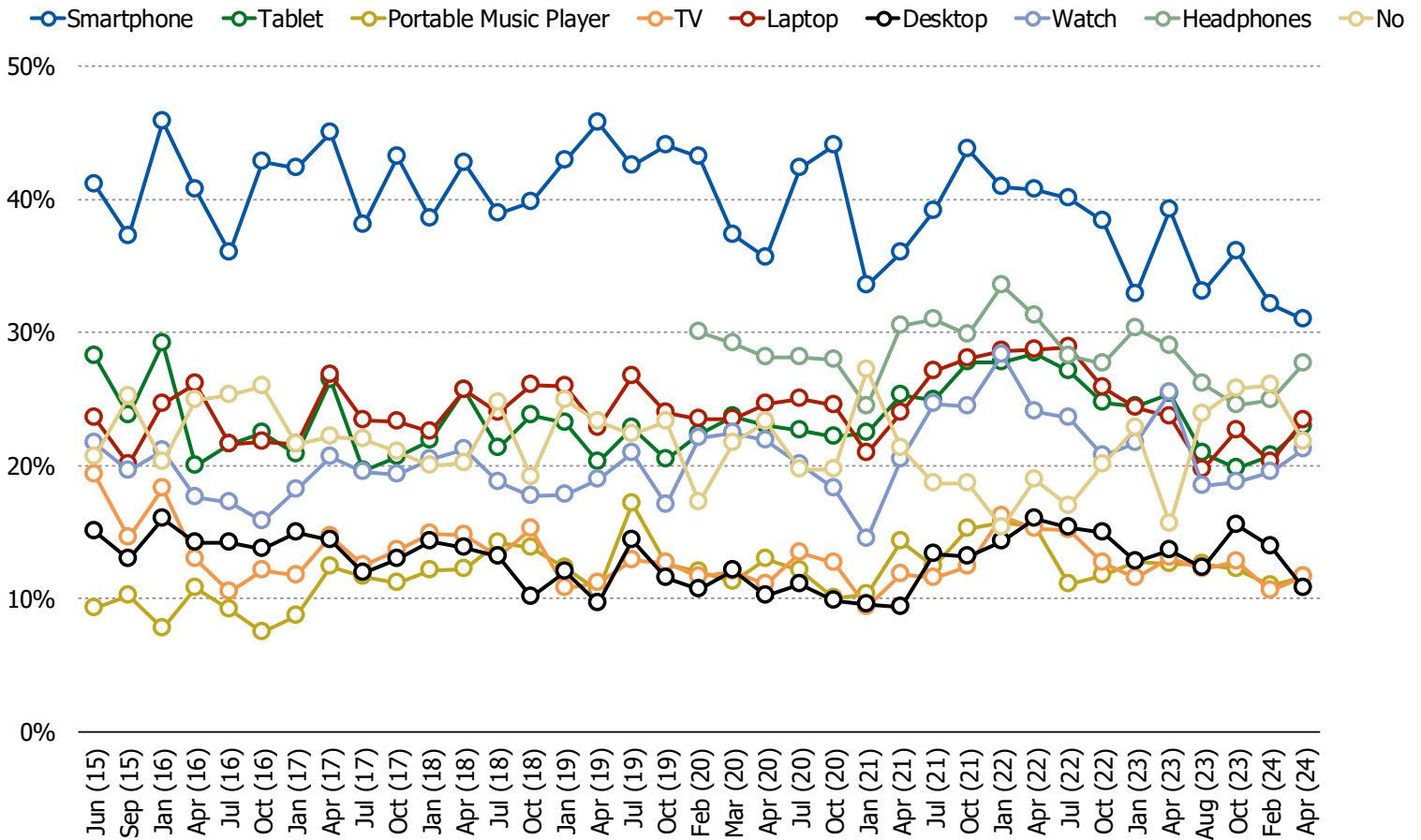
APPLE PRODUCTS PURCHASED IN PAST THREE MONTHS

This question was posed to all respondents.



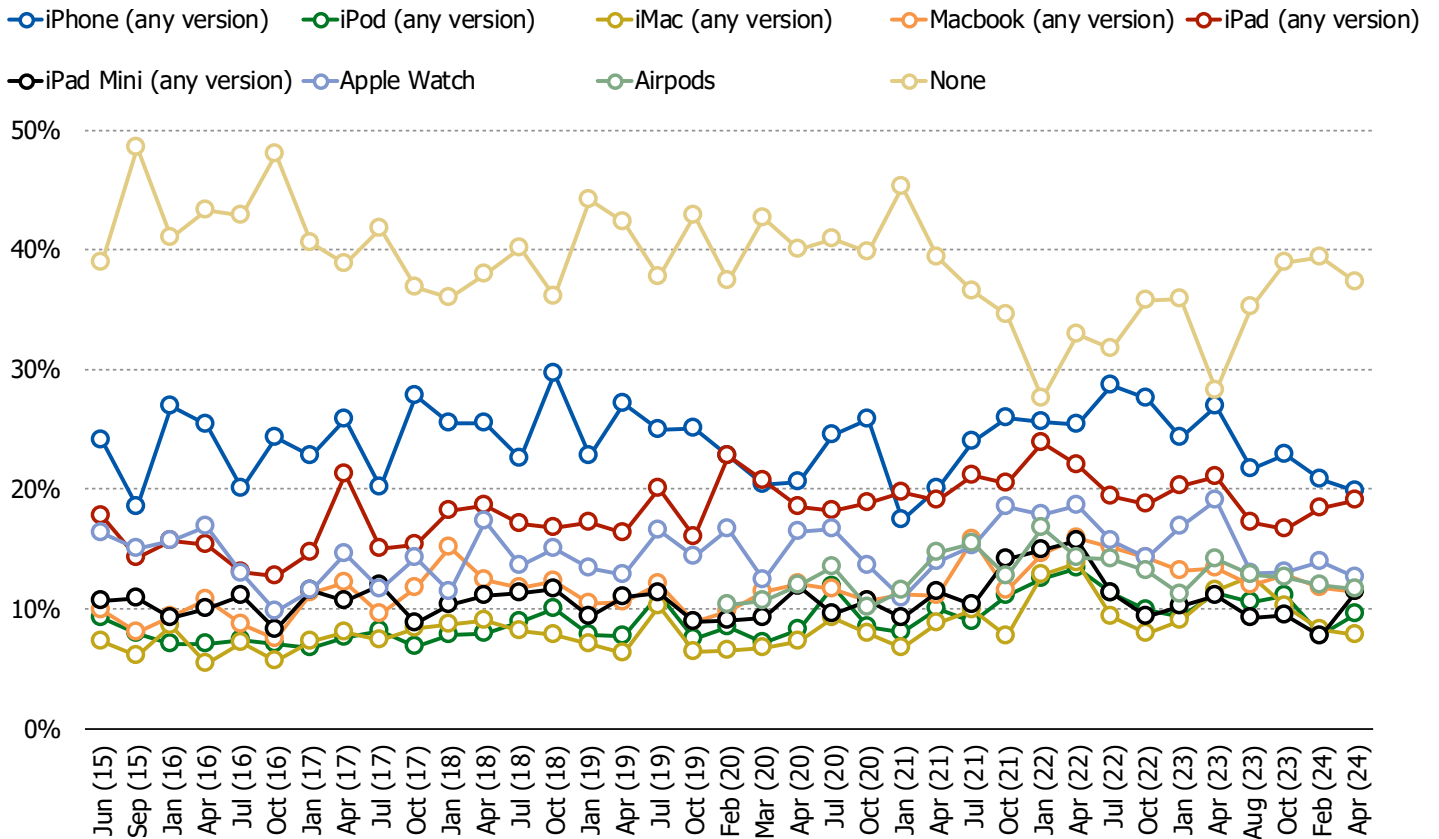
PLANS TO PURCHASE IN NEXT THREE MONTHS

This question was posed to all respondents.



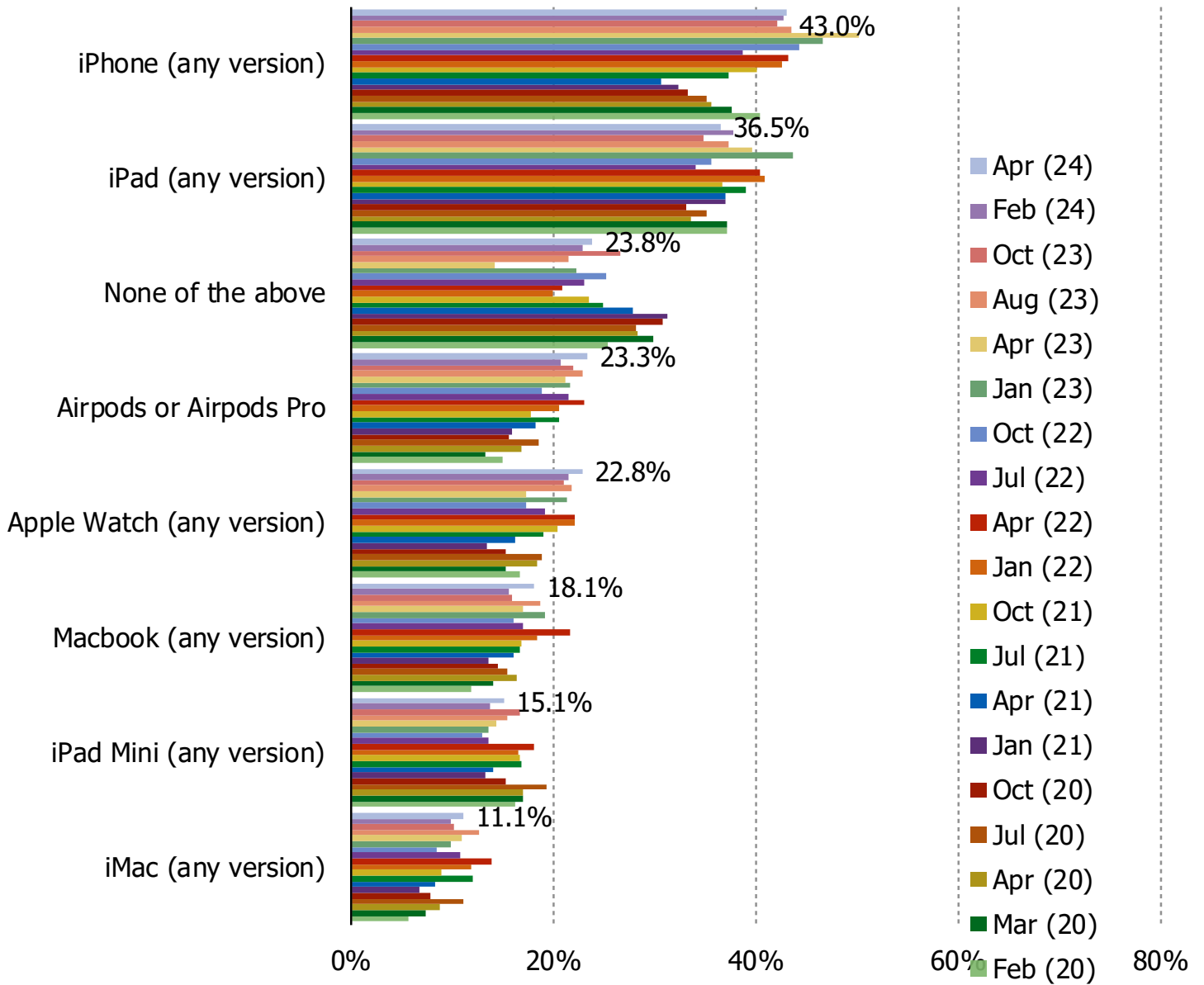
APPLE PRODUCTS – PLANS TO PURCHASE IN NEXT THREE MONTHS

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.

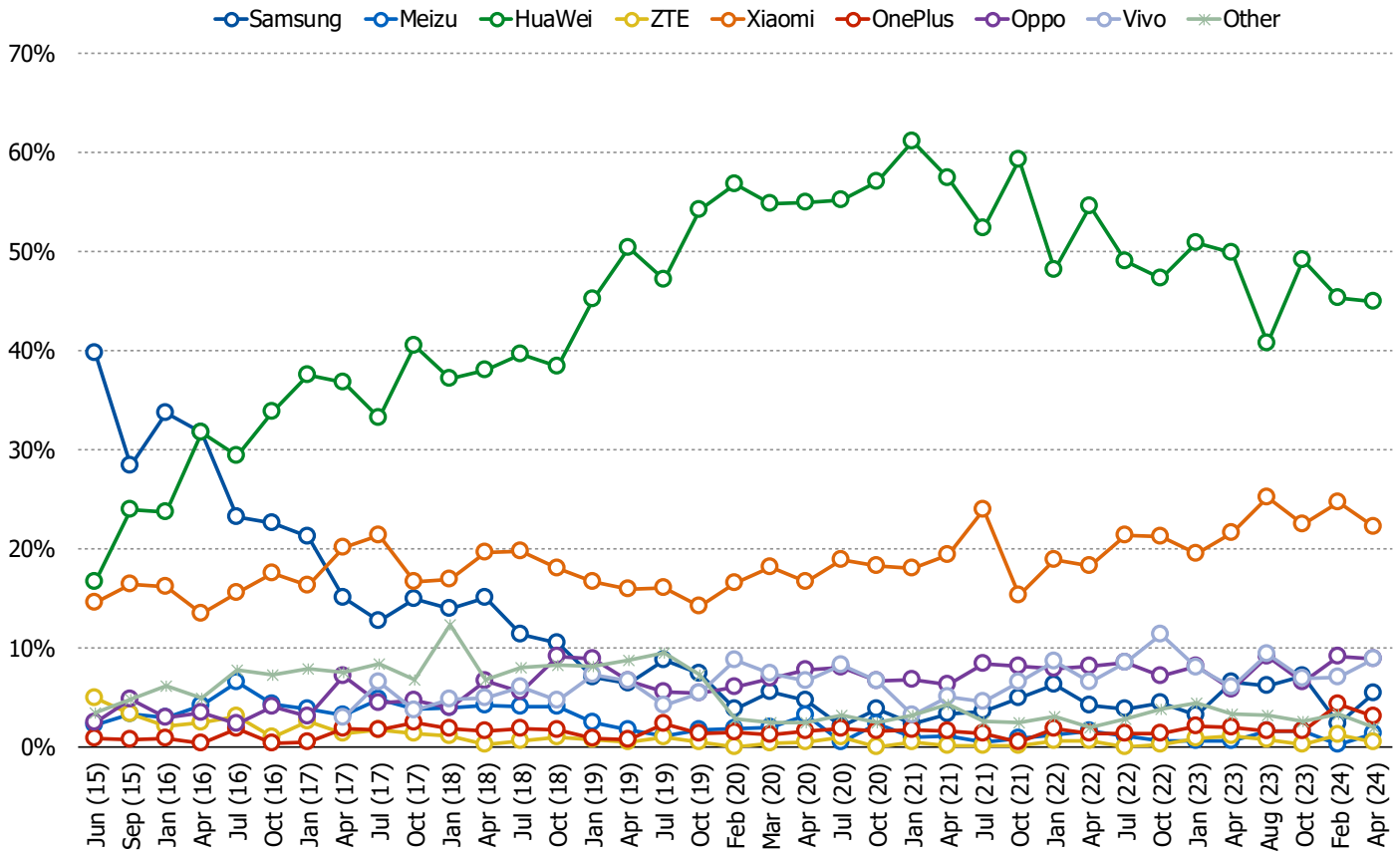


Apple vs. Android Overseas

IPHONE AND ANDROID MIX

ANDROID OWNERS - MIX

This question was posed to Android owners.

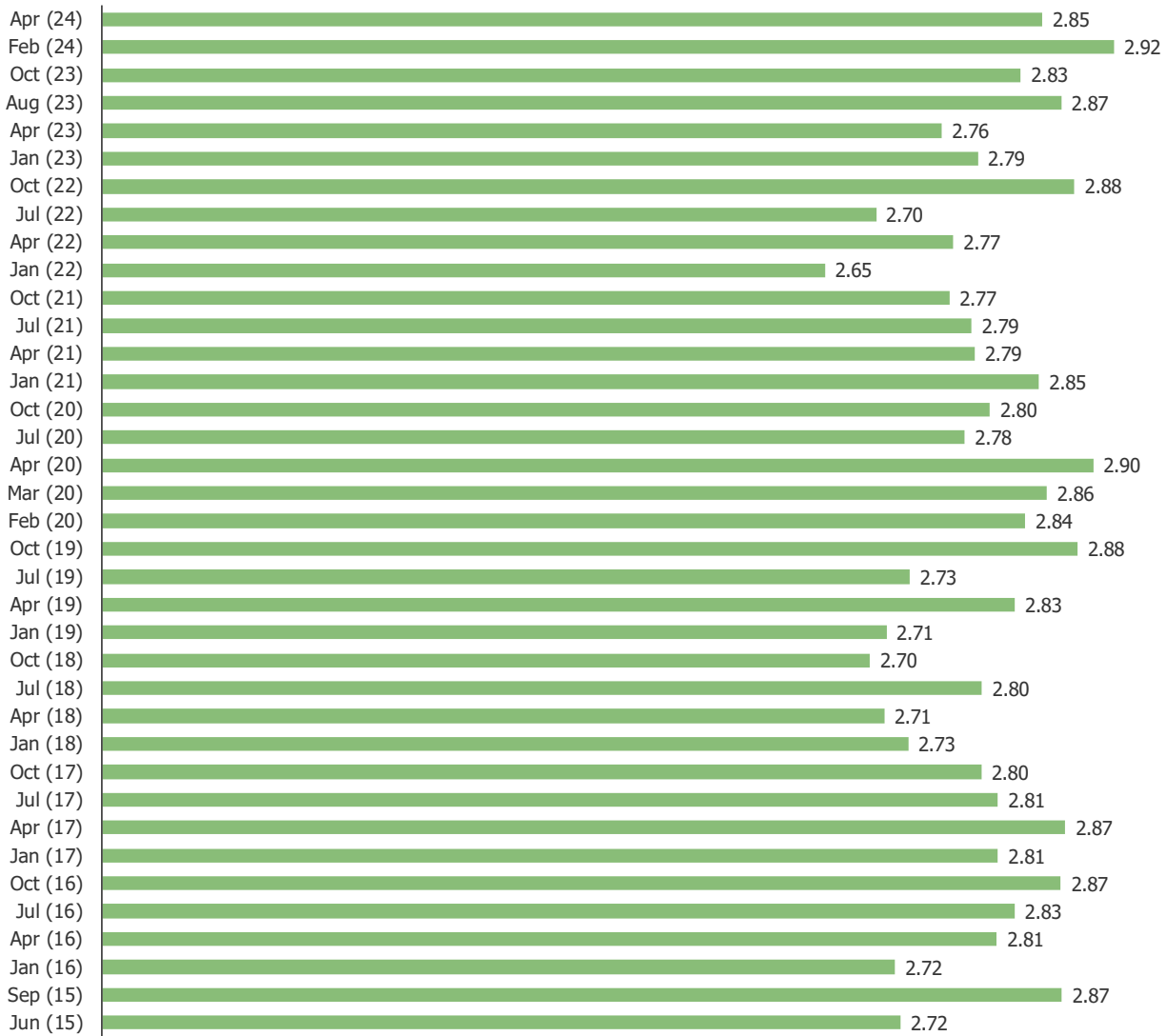


Apple vs. Android Overseas

SMARTPHONE PURCHASE FREQUENCY

WHEN DID YOU GET YOUR CURRENT SMARTPHONE?

This question was posed to smartphone owners.

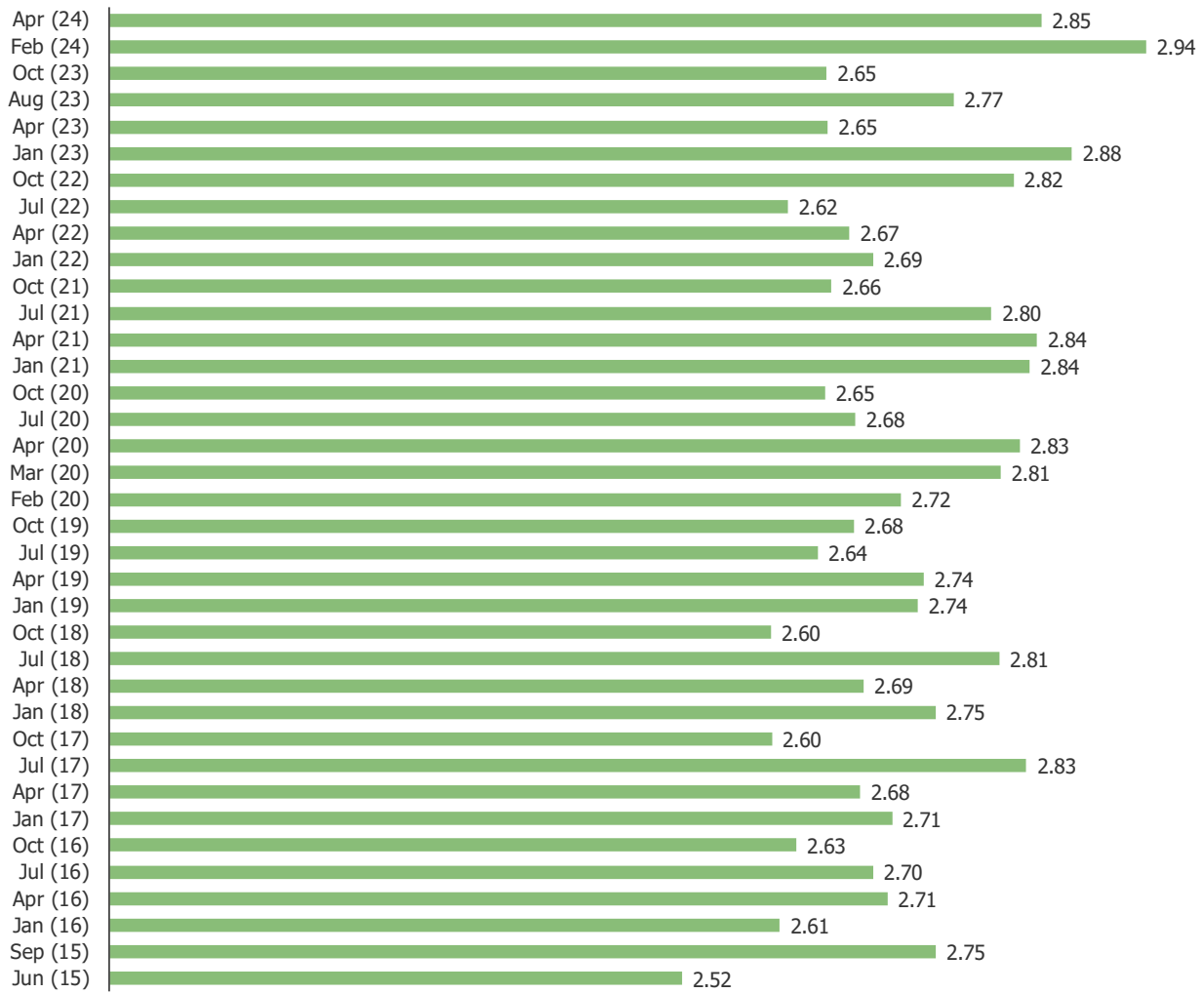


Past Three Months

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.

