

BESPOKE SURVEYS

Consumer Electronics China, Vol 39

1000+ Consumers In China

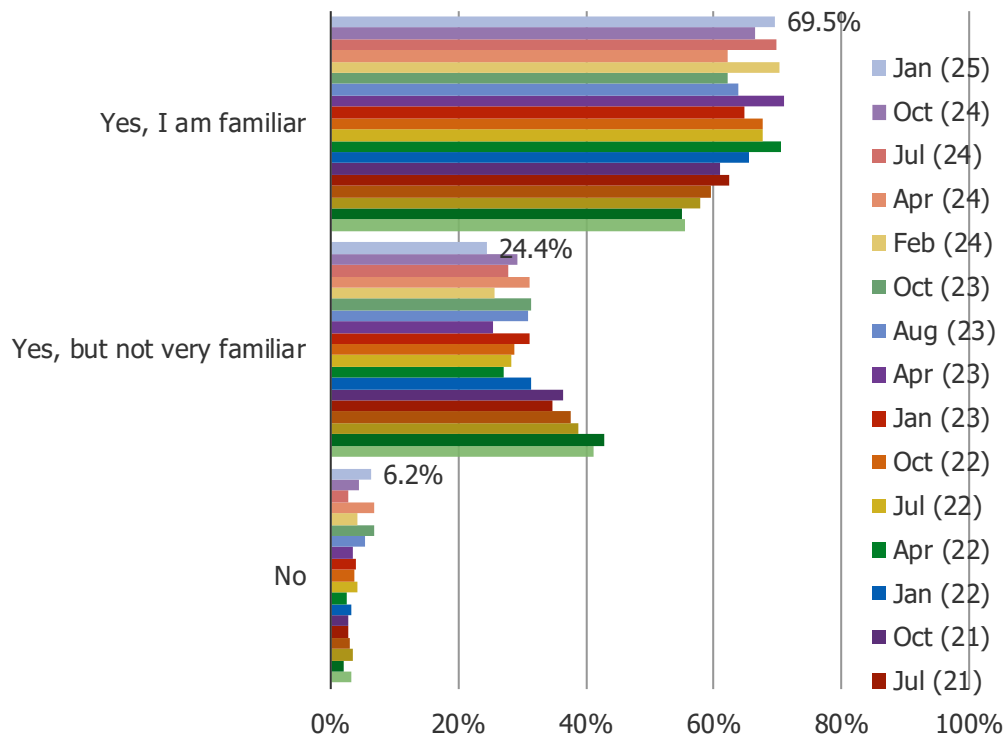
Audience Skews Urban/Larger Cities, and increasingly toward Tier 1 Cities)

Apple vs. Android Overseas

5G

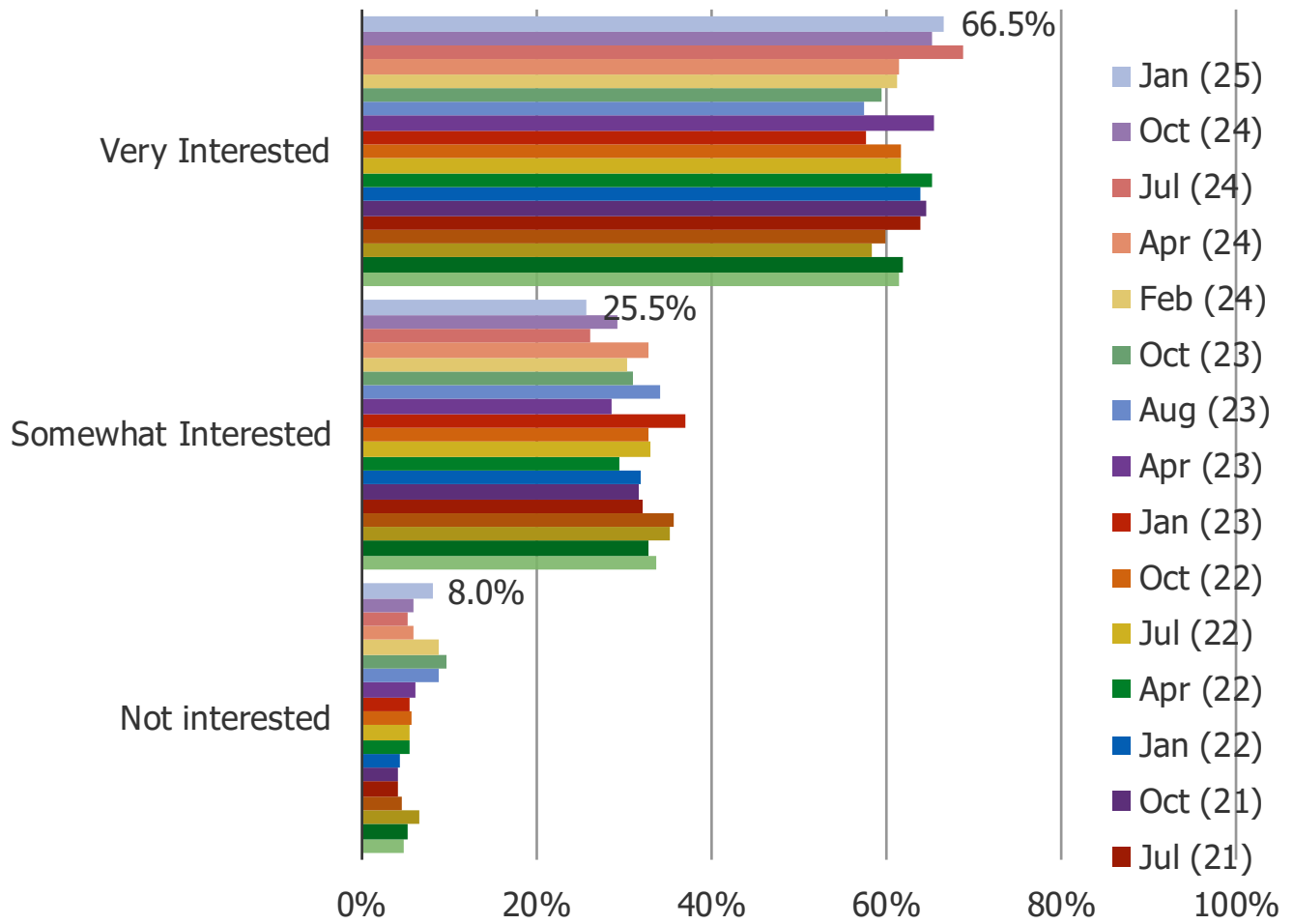
DO YOU KNOW WHAT 5G WIRELESS SERVICE IS?

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.

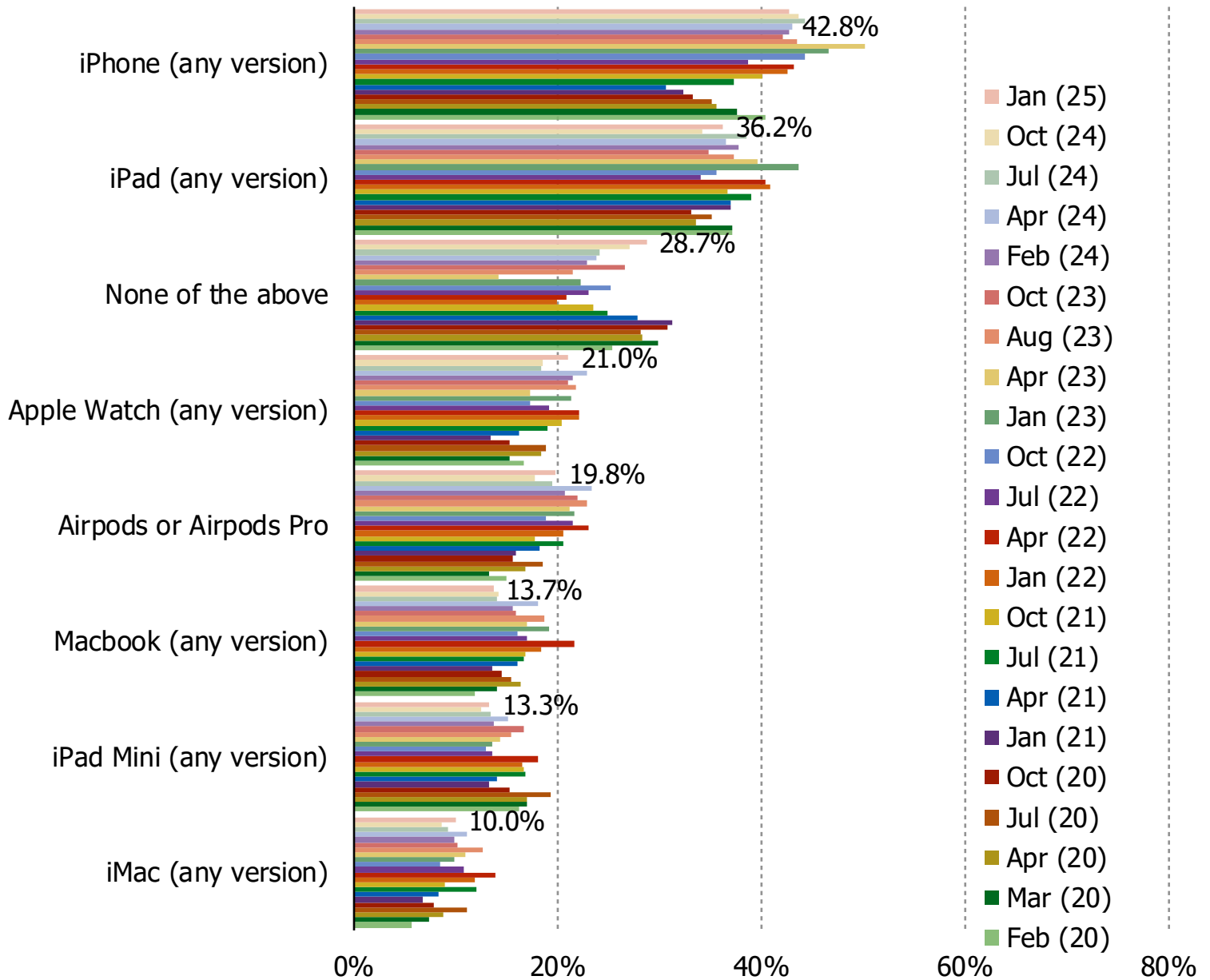


Apple vs. Android Overseas

MARKET SHARE TRENDS AND PURCHASE ENGAGEMENT

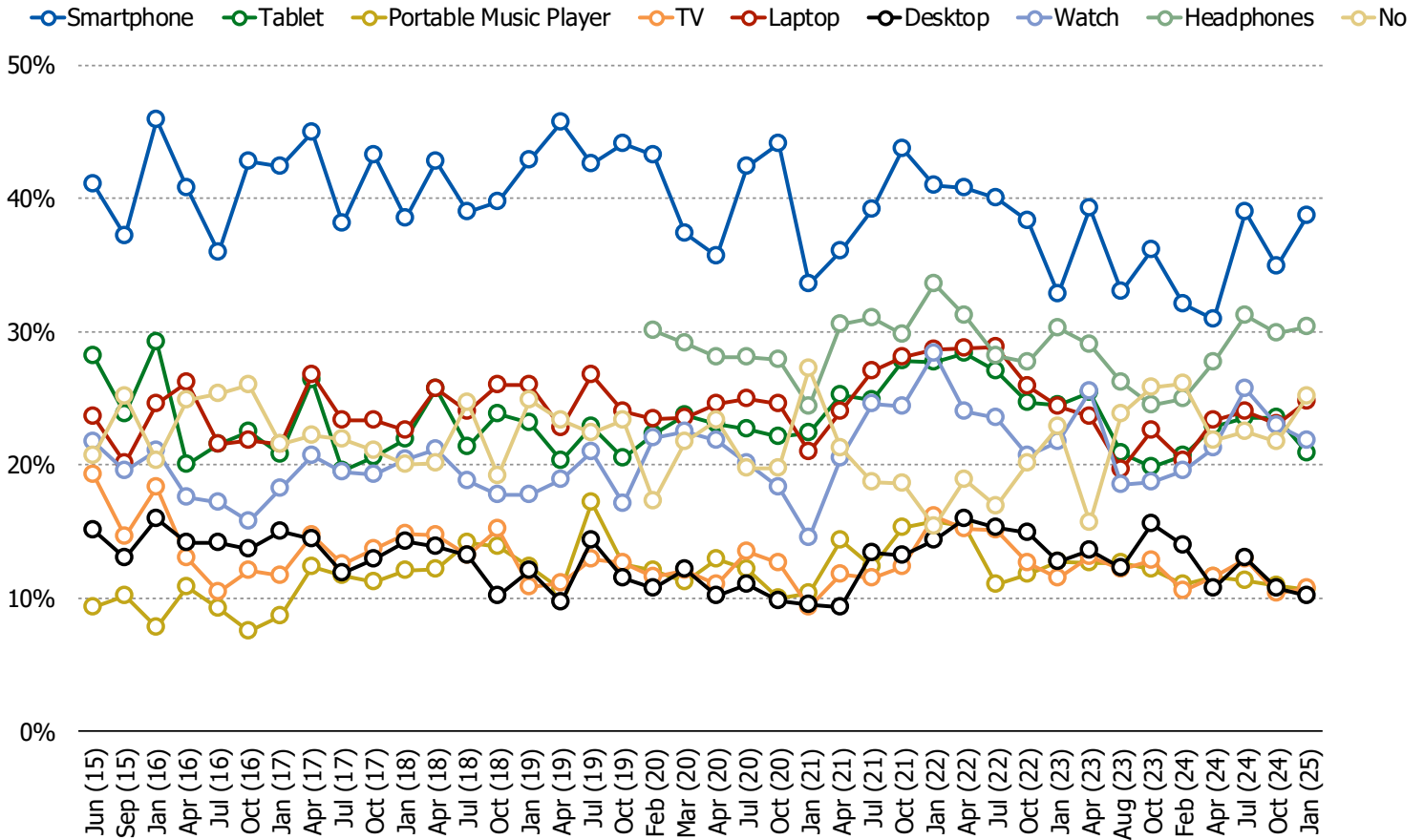
PLEASE SELECT THE DEVICES YOU OWN FROM THE LIST BELOW (SELECT ALL)

This question was posed to all respondents.



PLANS TO PURCHASE IN NEXT THREE MONTHS

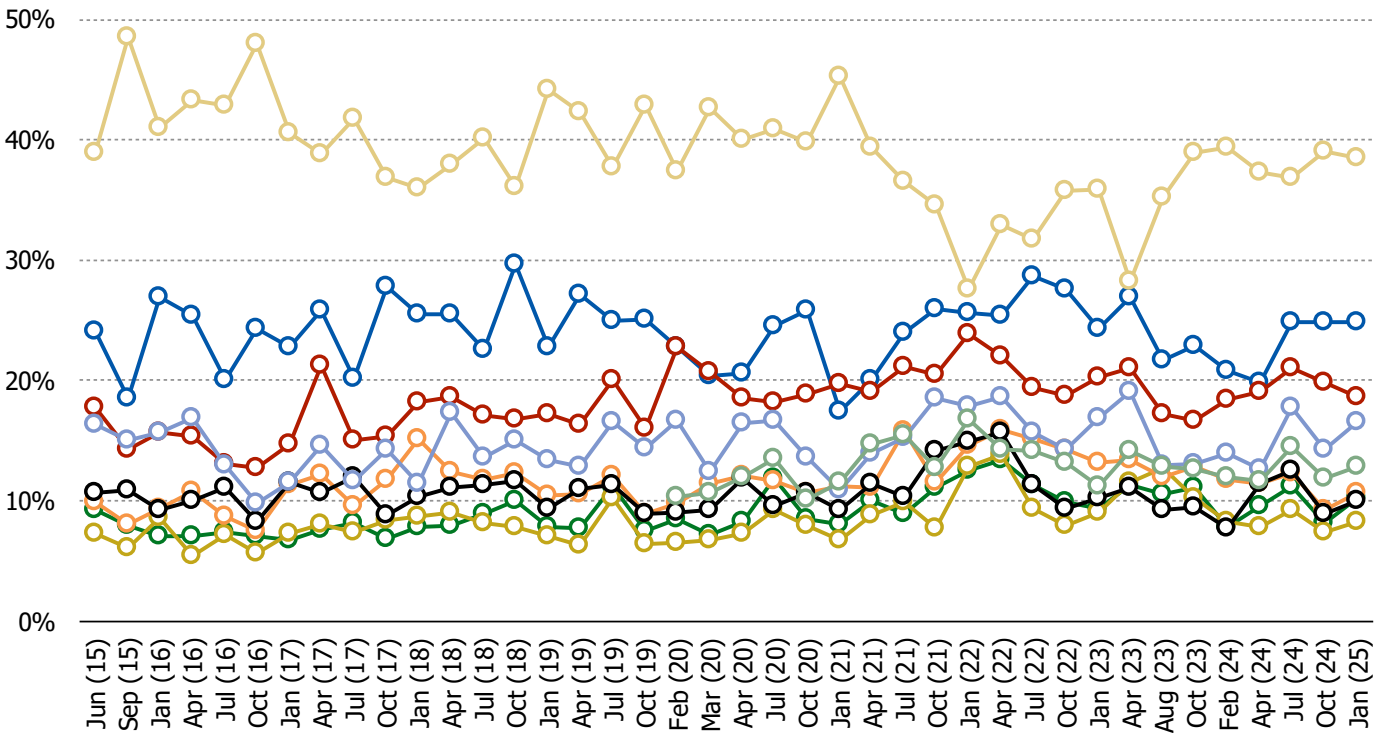
This question was posed to all respondents.



APPLE PRODUCTS – PLANS TO PURCHASE IN NEXT THREE MONTHS

This question was posed to all respondents.

- iPhone (any version)
- iPod (any version)
- iMac (any version)
- Macbook (any version)
- iPad (any version)
- iPad Mini (any version)
- Apple Watch
- AirPods
- None



Apple vs. Android Overseas

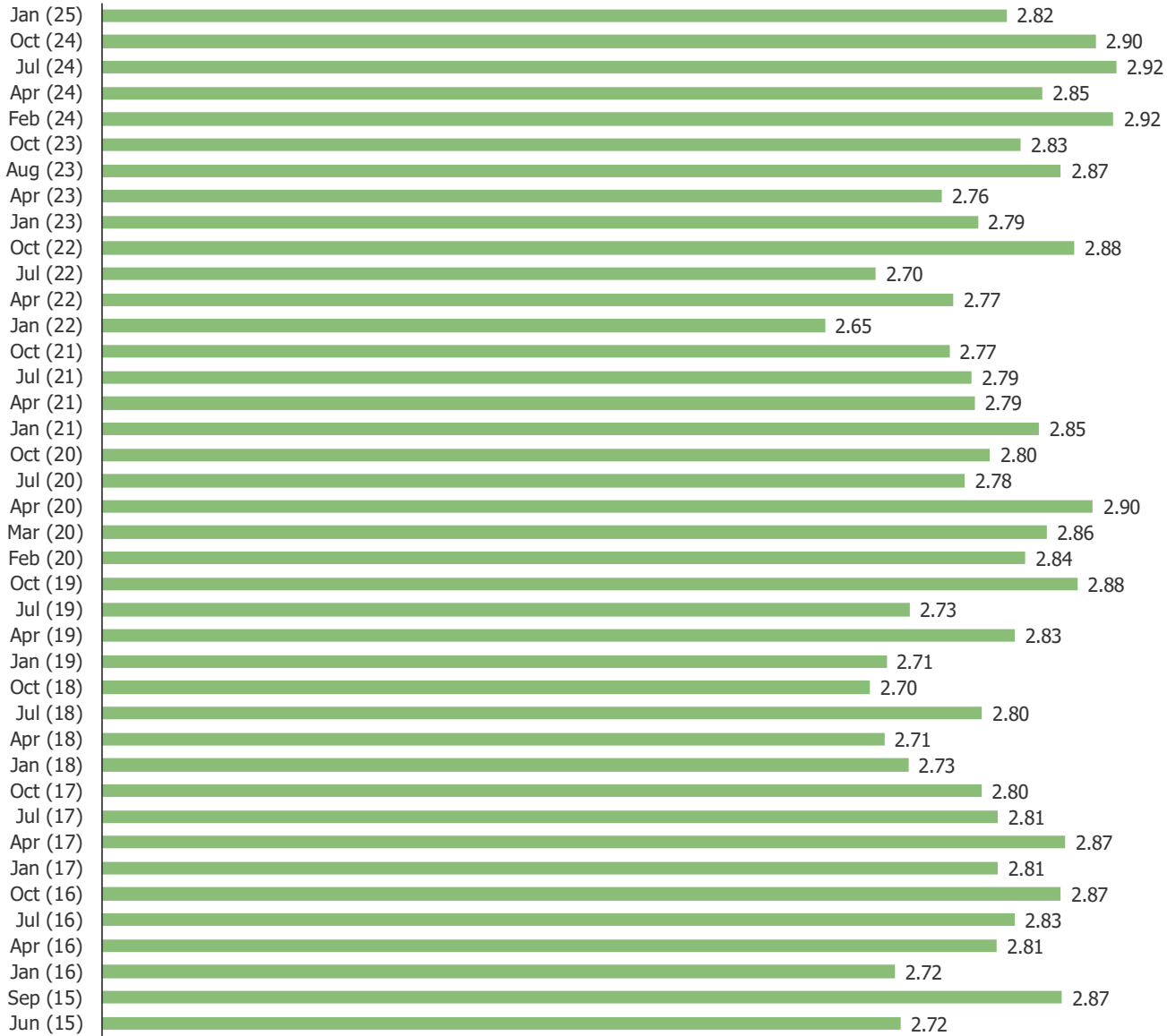
IPHONE AND ANDROID MIX

Apple vs. Android Overseas

SMARTPHONE PURCHASE FREQUENCY

WHEN DID YOU GET YOUR CURRENT SMARTPHONE?

This question was posed to smartphone owners.

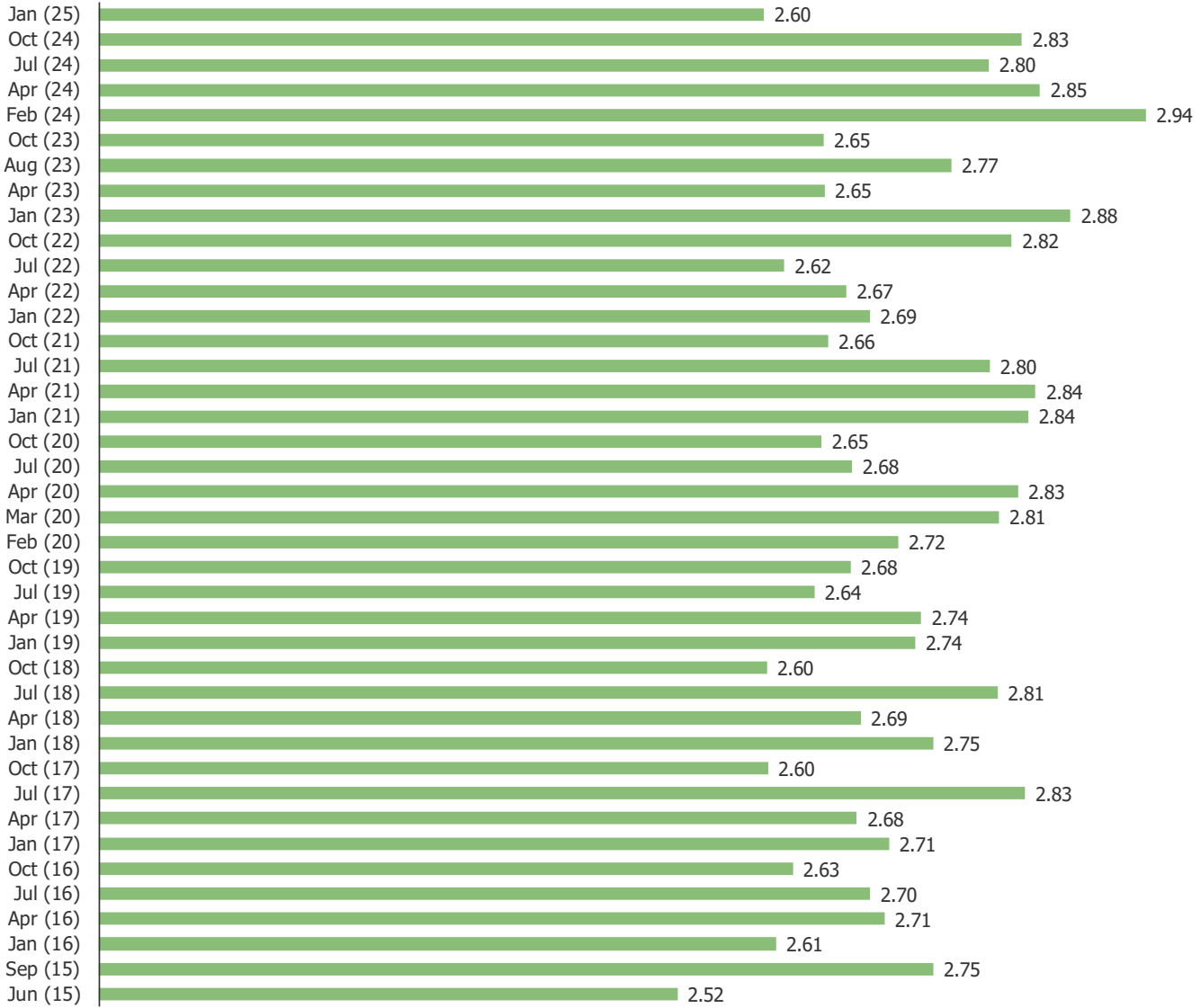


Past Three Months

Past Year

WHEN DO YOU PLAN TO GET A NEW SMARTPHONE?

This question was posed to smartphone owners.

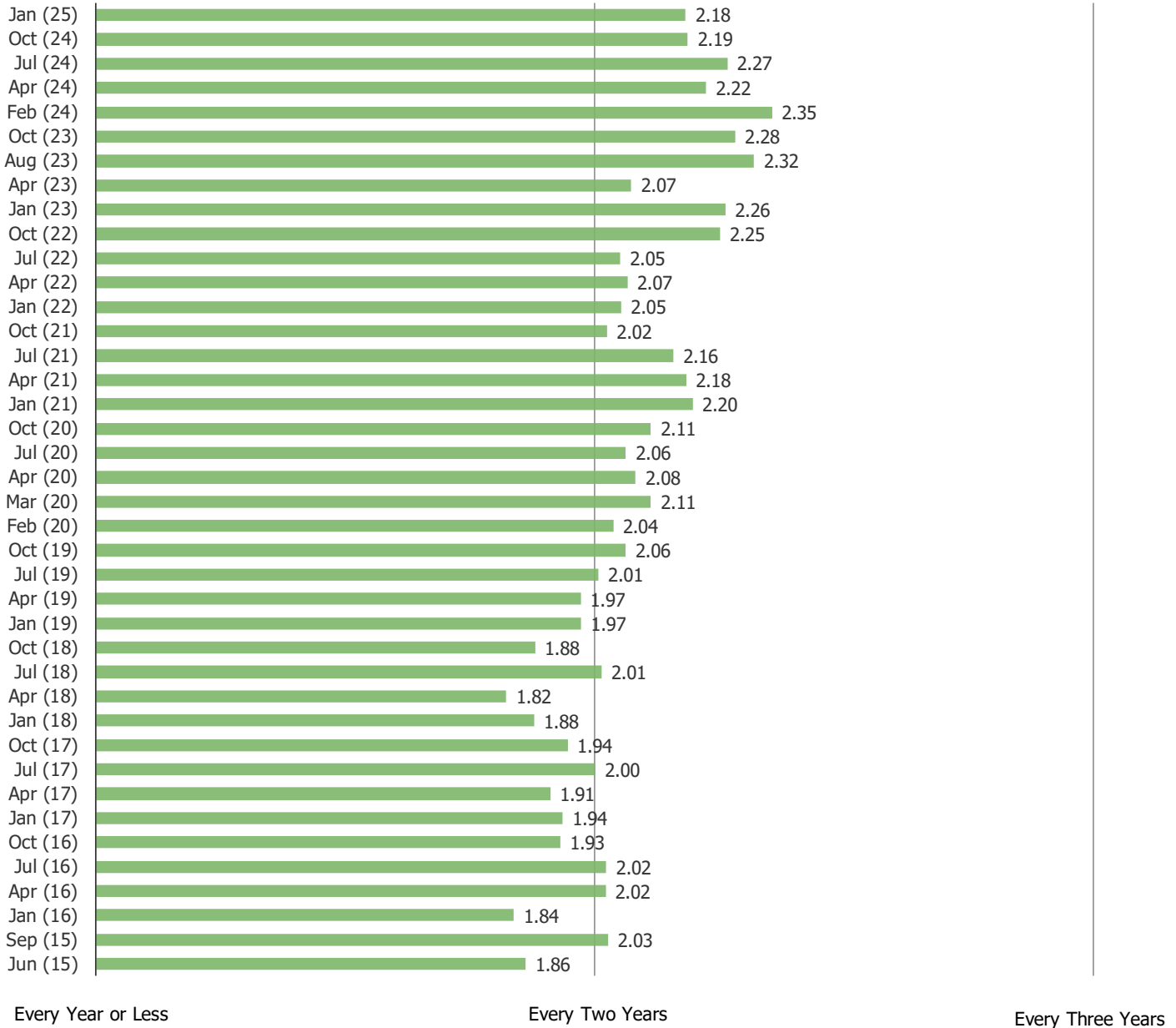


Next Three Months

Next Year

HOW OFTEN DO YOU BUY A NEW SMARTPHONE?

This question was posed to smartphone owners.



Apple vs. Android Overseas

RESPONDENT LOCATION

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

This question was posed to all respondents.

