

BESPOKE SURVEYS

Consumer Electronics China, Vol 13

1000+ Consumers In China

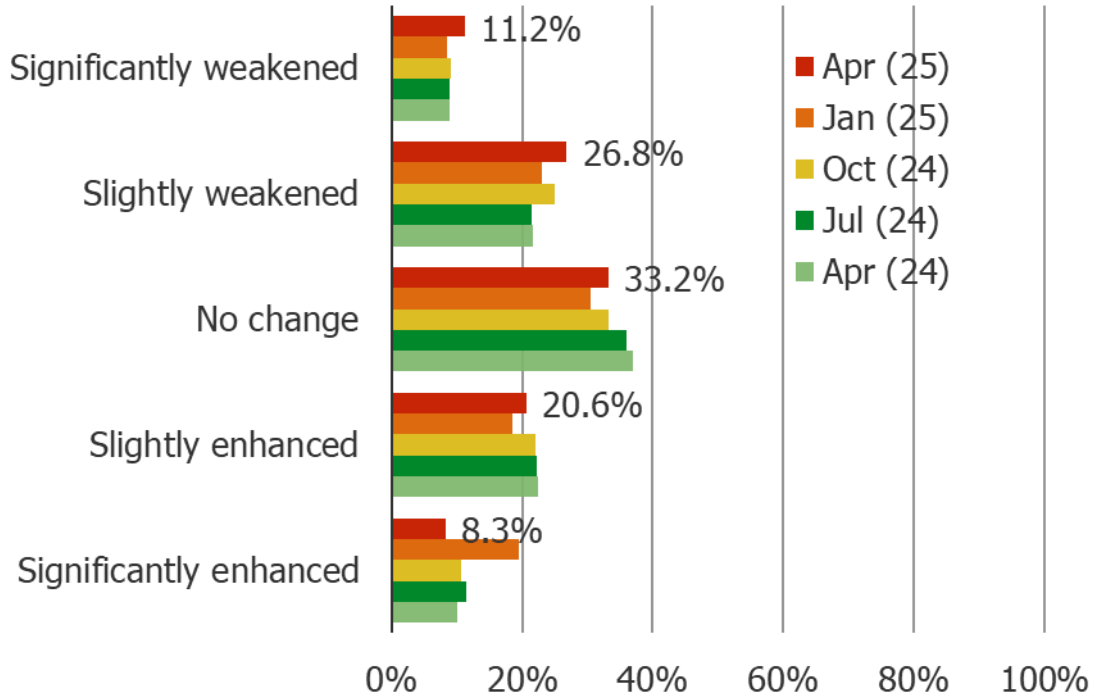
Audience Skews Urban/Larger Cities (Tier 1 and 2 Cities)

Apple vs. Android Overseas

MARKET SHARE TRENDS AND PURCHASE ENGAGEMENT

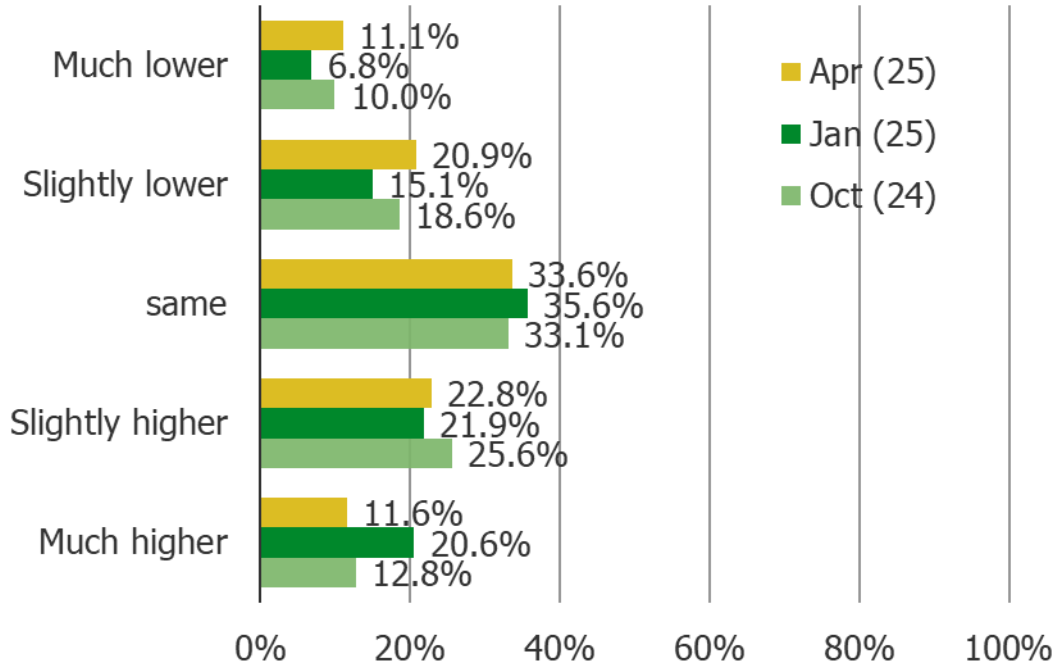
DO YOU THINK YOUR DOMESTIC DEMAND FOR APPLE'S IPHONE HAS BECOME STRONGER OR WEAKER?

This question was posed to all respondents.



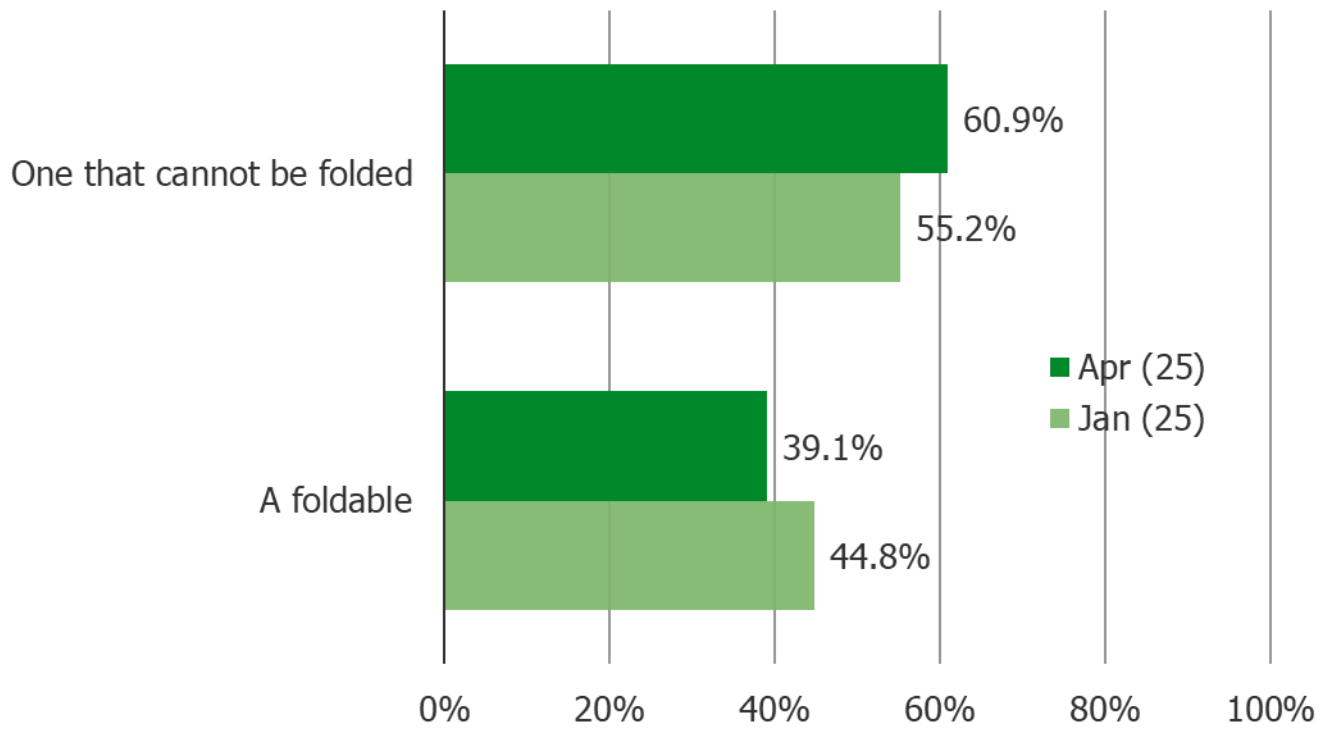
COMPARED WITH THE PREVIOUS IPHONE RELEASE, DO YOU HAVE HIGHER OR LOWER EXPECTATIONS FOR IPHONE 16, IPHONE 16 PLUS, IPHONE 16 PRO AND IPHONE 16 PRO MAX?

This question was posed to all respondents.



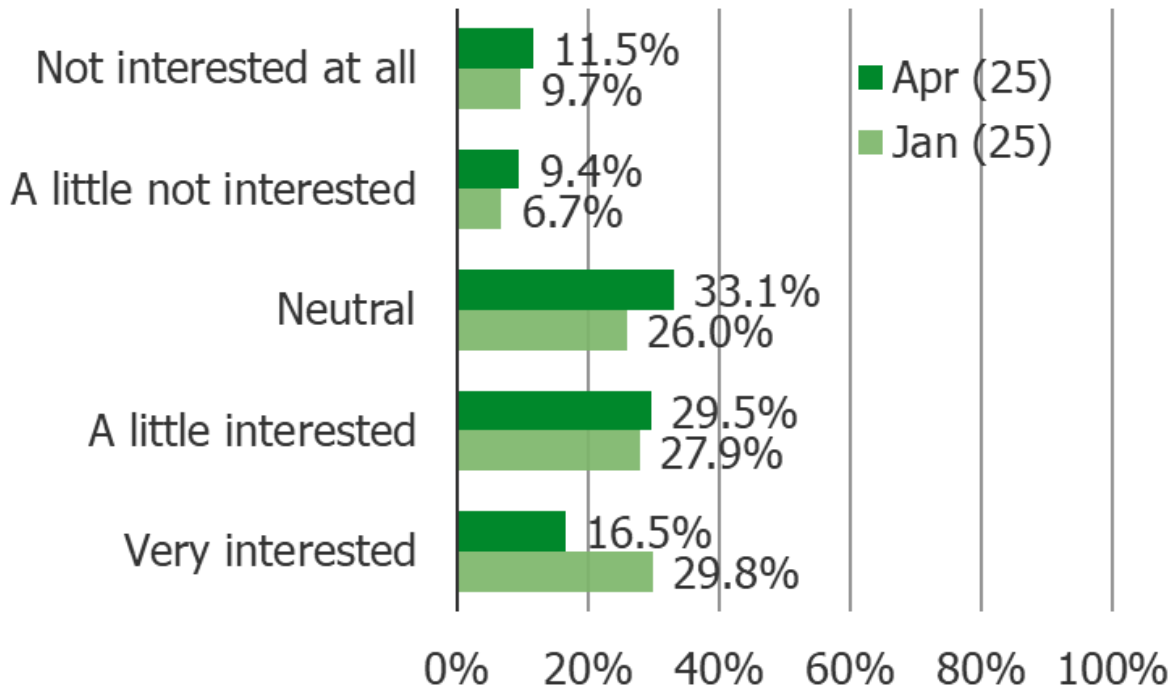
IF YOU HAVE TO CHOOSE, WHICH SMARTPHONE DO YOU PREFER :

This question was posed to all respondents.



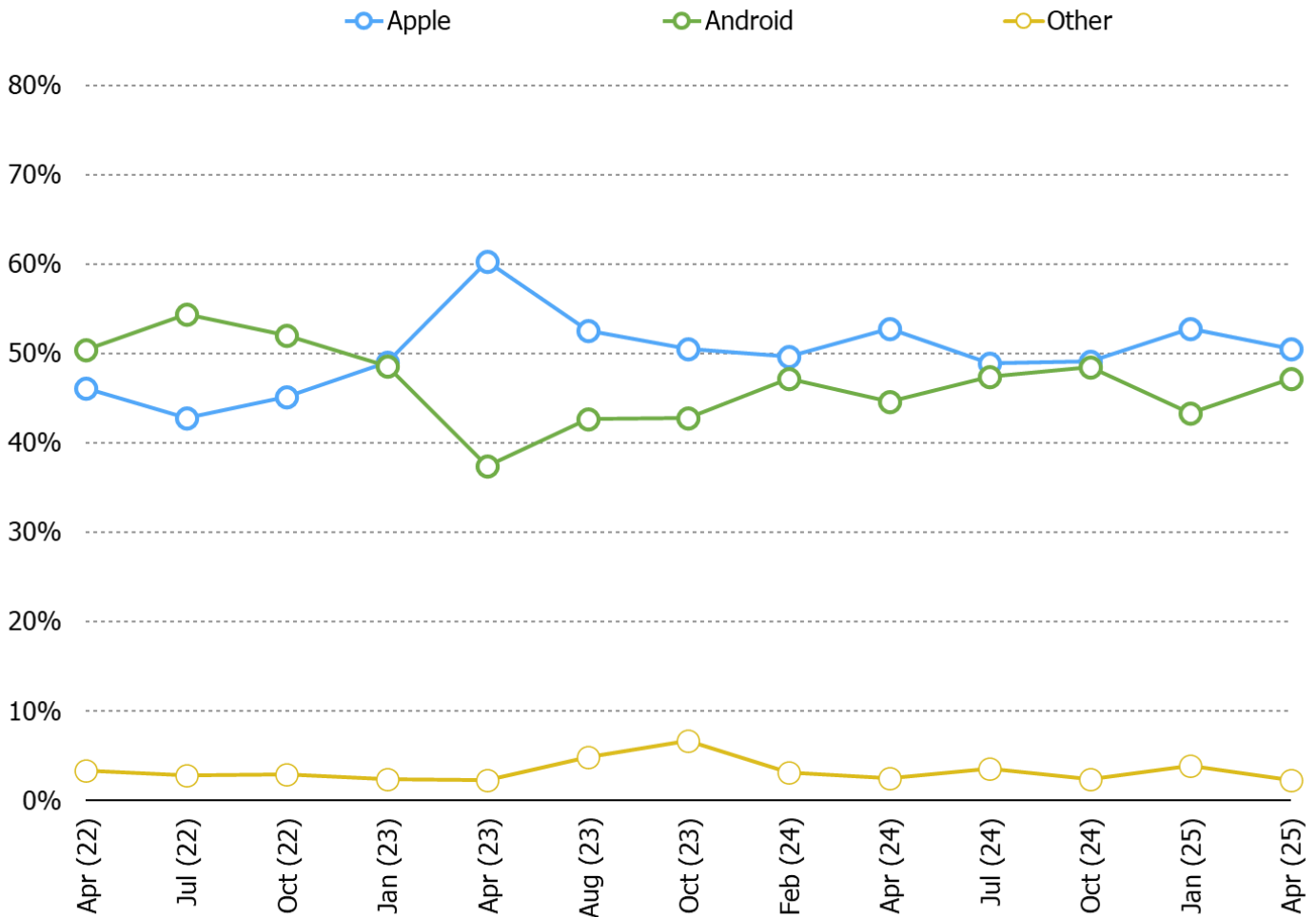
HOW INTERESTED ARE YOU IN A FOLDABLE IPHONE?

This question was posed to all respondents.



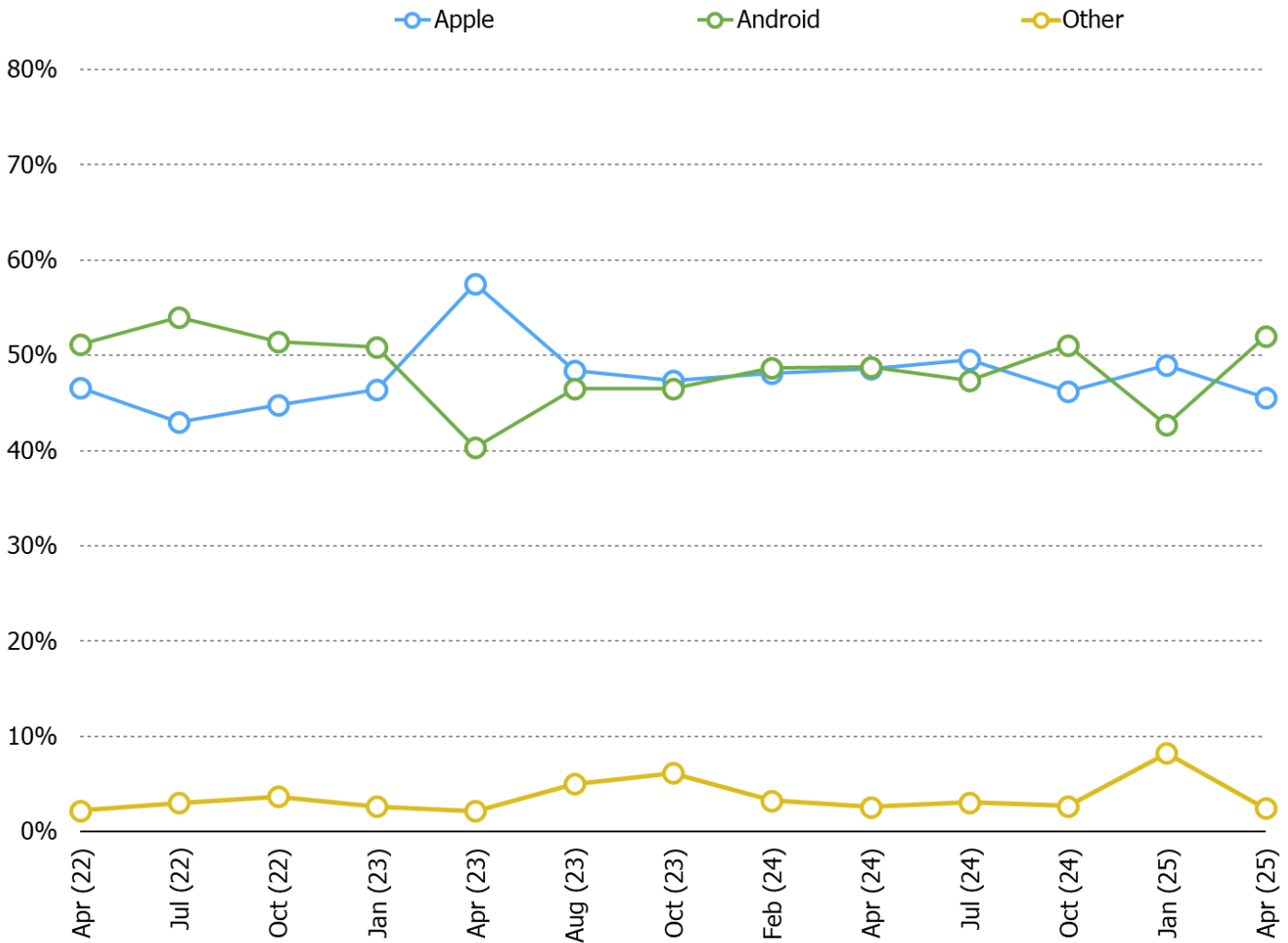
WHAT KIND OF SMARTPHONE DO YOU HAVE NOW?

This question was posed to all respondents.



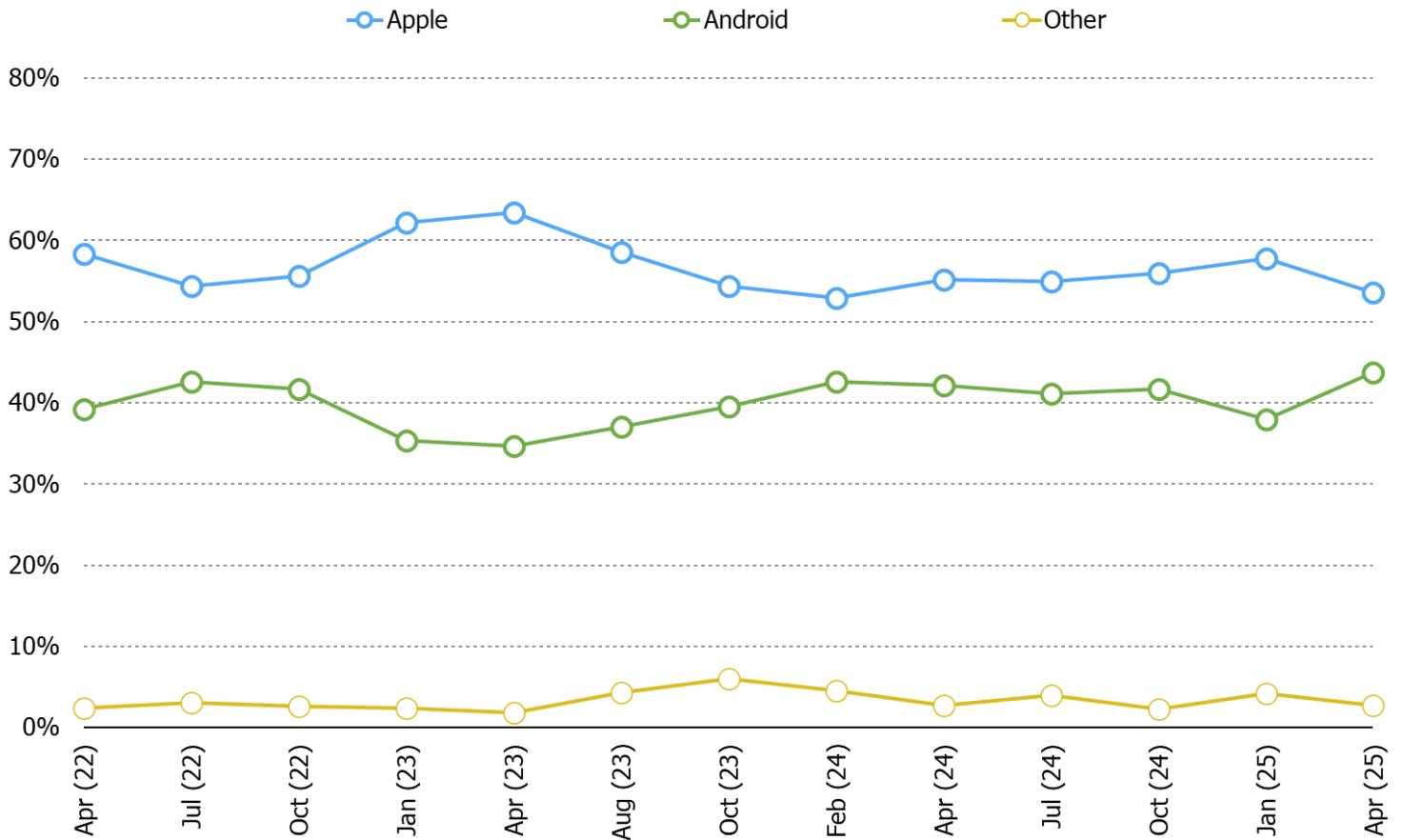
WHAT DID YOU OWN BEFORE CURRENT PHONE?

This question was posed to all respondents.



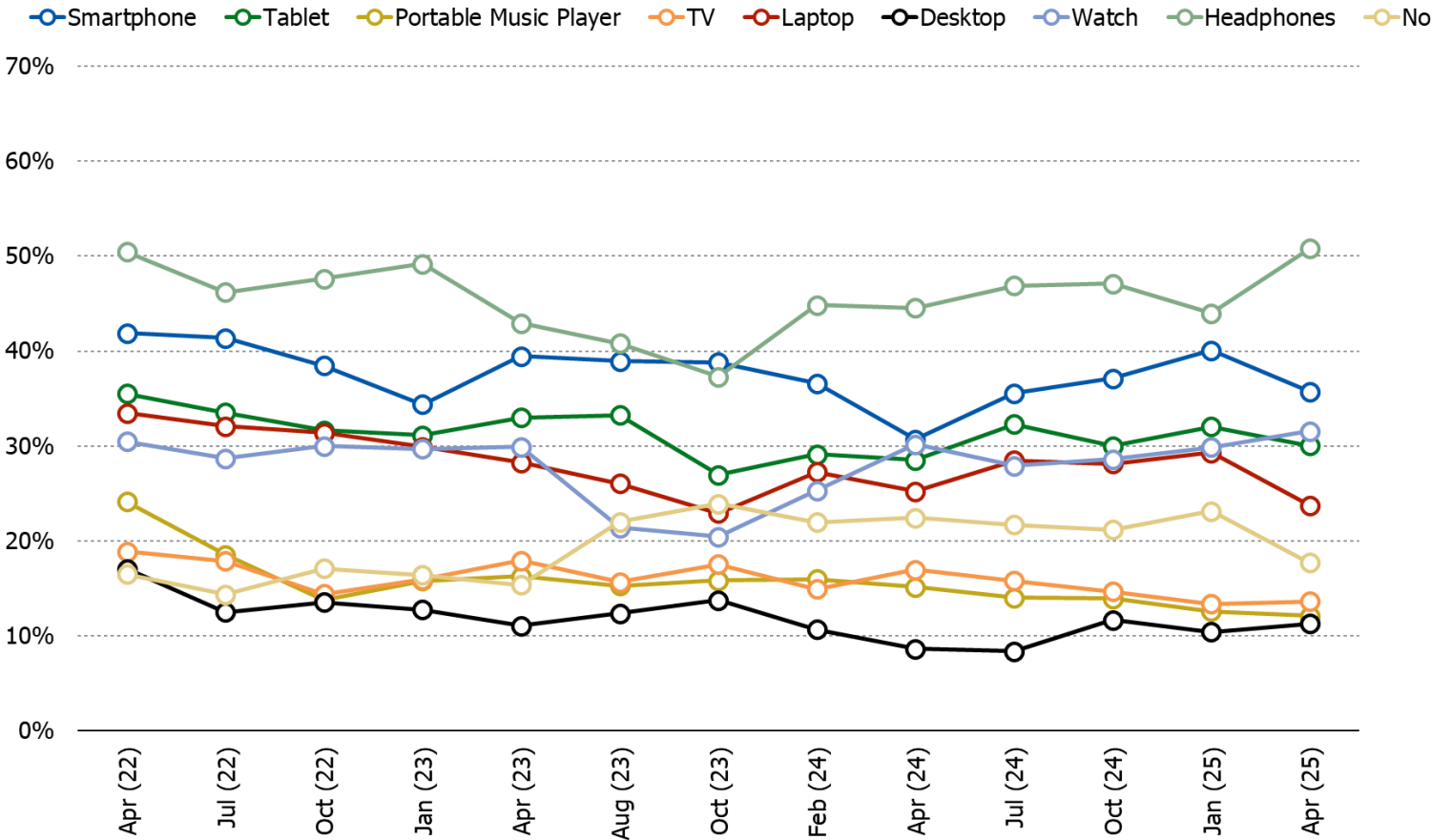
WHICH BRAND OF SMARTPHONE WILL YOU GET NEXT?

This question was posed to all respondents.



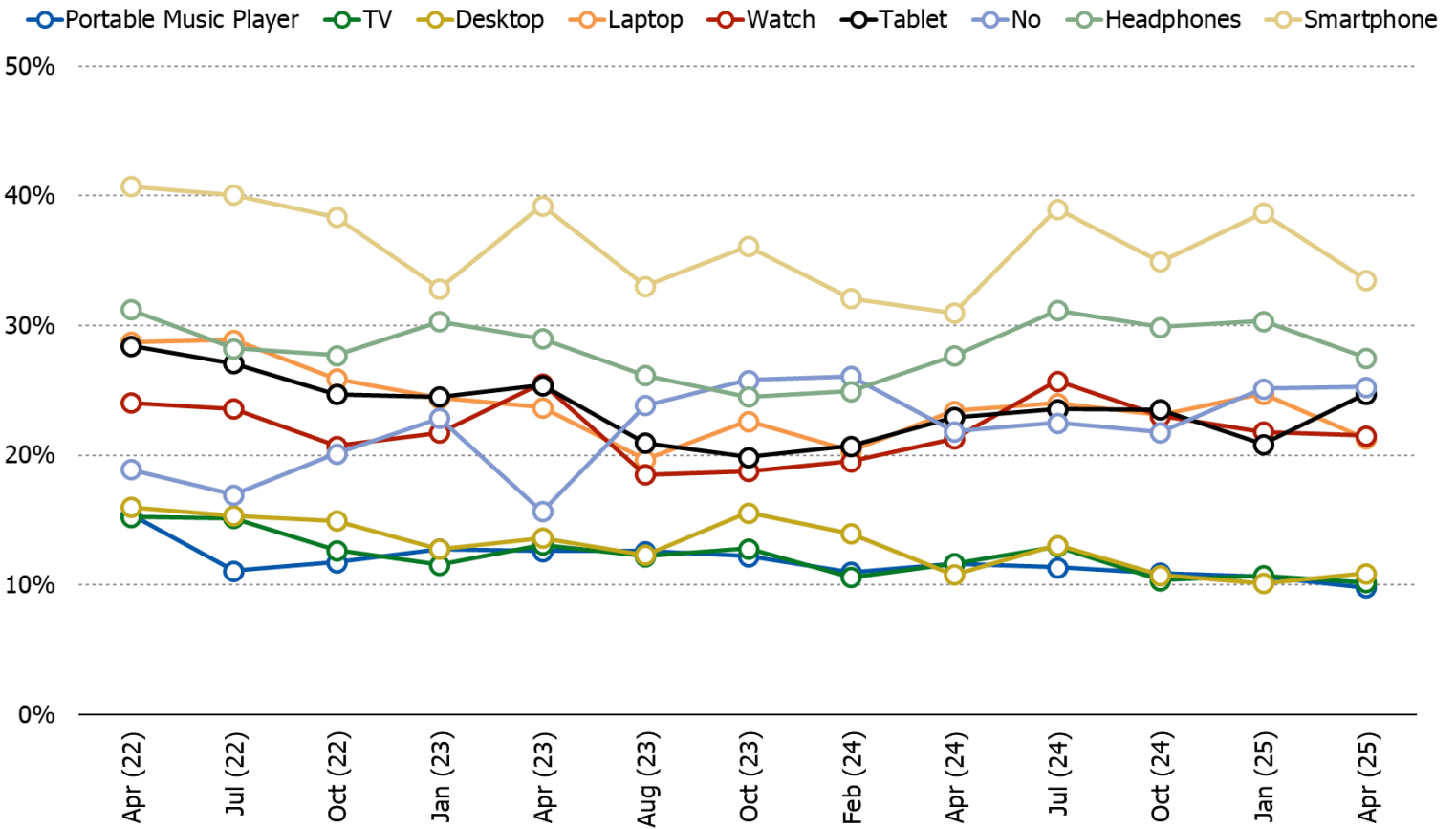
PURCHASED PAST THREE MONTHS

This question was posed to all respondents.



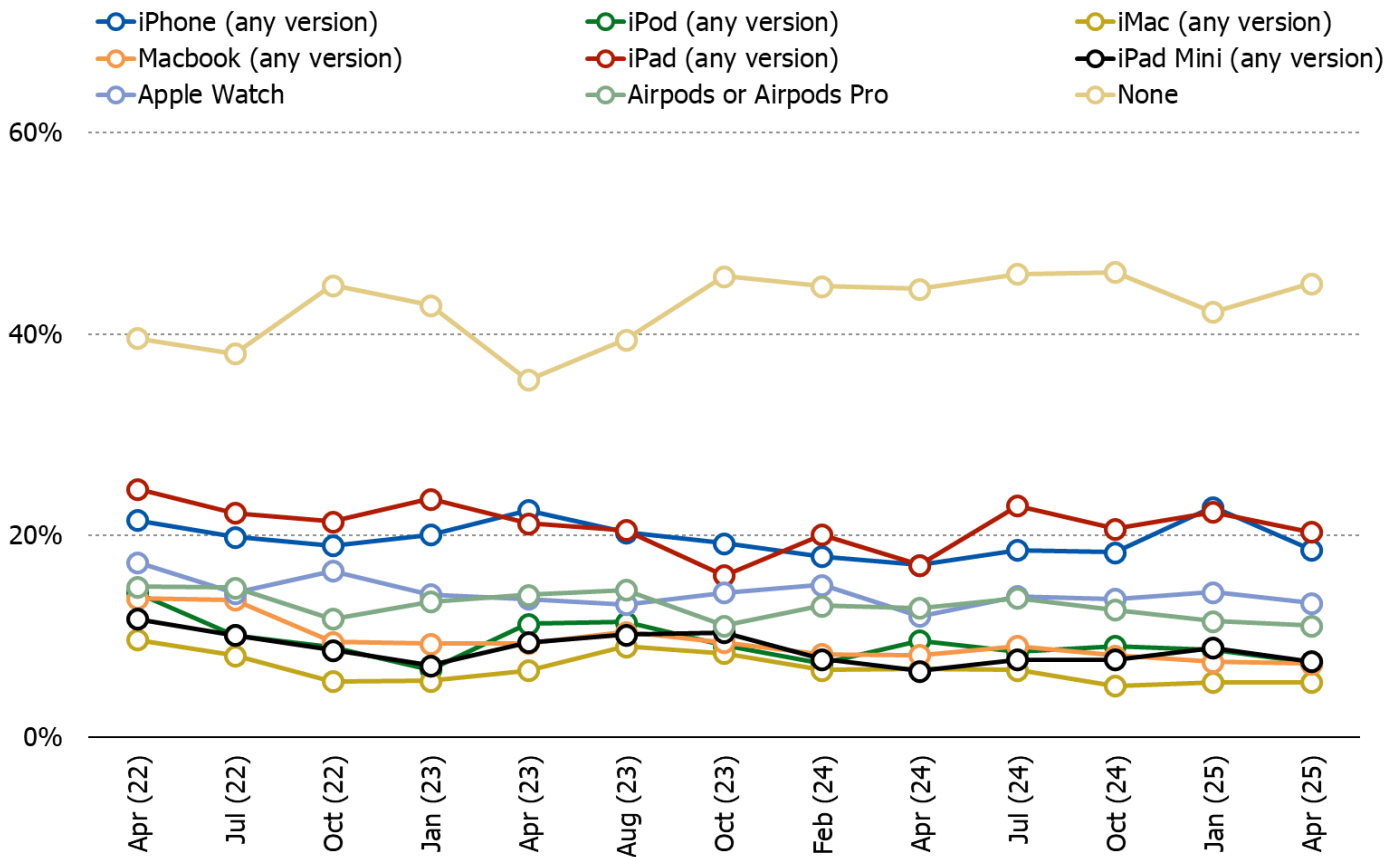
PLANS TO PURCHASE IN NEXT THREE MONTHS

This question was posed to all respondents.



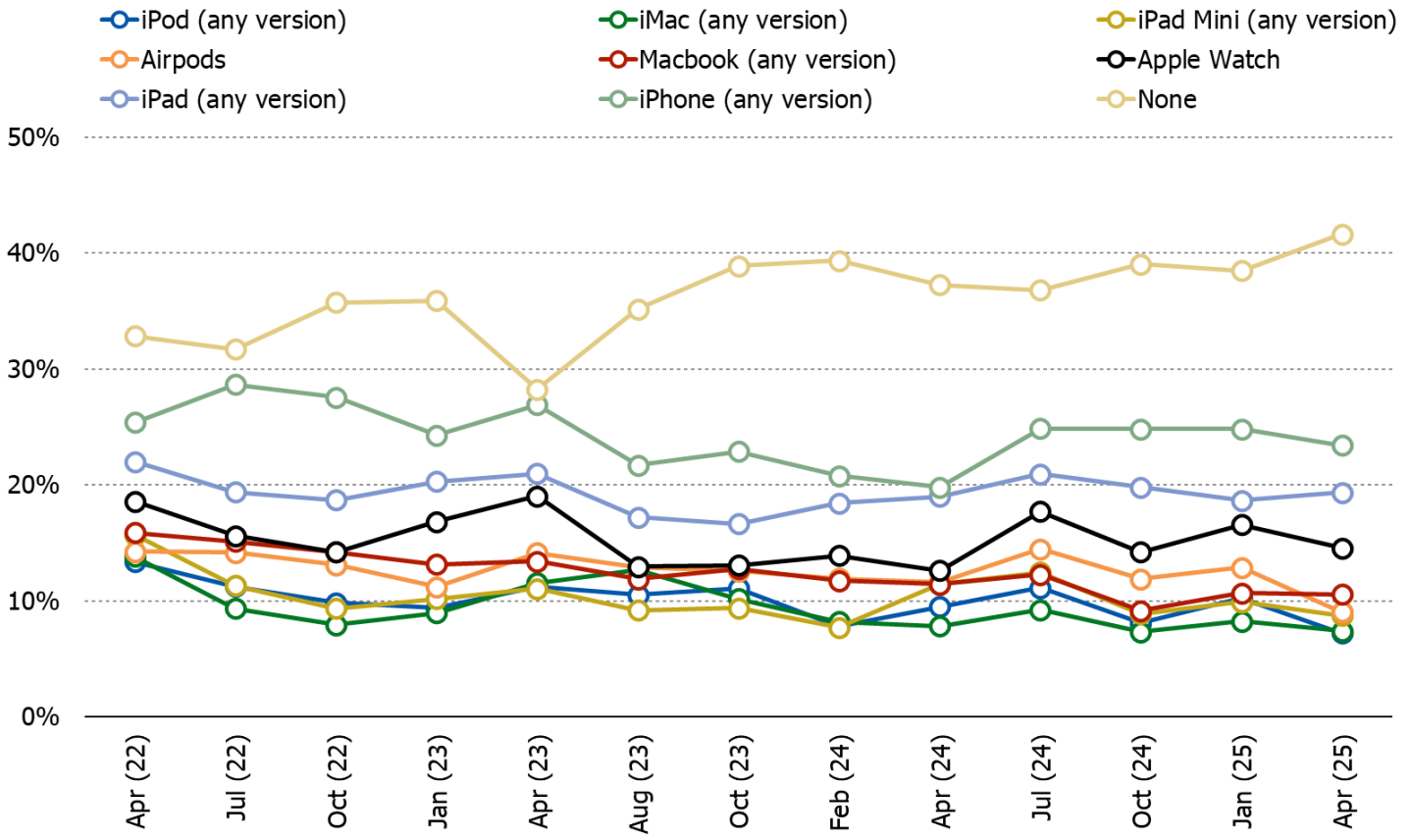
APPLE PRODUCTS – PURCHASED PAST THREE MONTHS

This question was posed to all respondents.



APPLE PRODUCTS – PLANS TO PURCHASE IN NEXT THREE MONTHS

This question was posed to all respondents.



Apple vs. Android Overseas

IPHONE AND ANDROID MIX

WHY DON'T YOU USE THE IPHONE?

This question was posed to all smartphone owners who DO NOT own iPhones.

April 2025

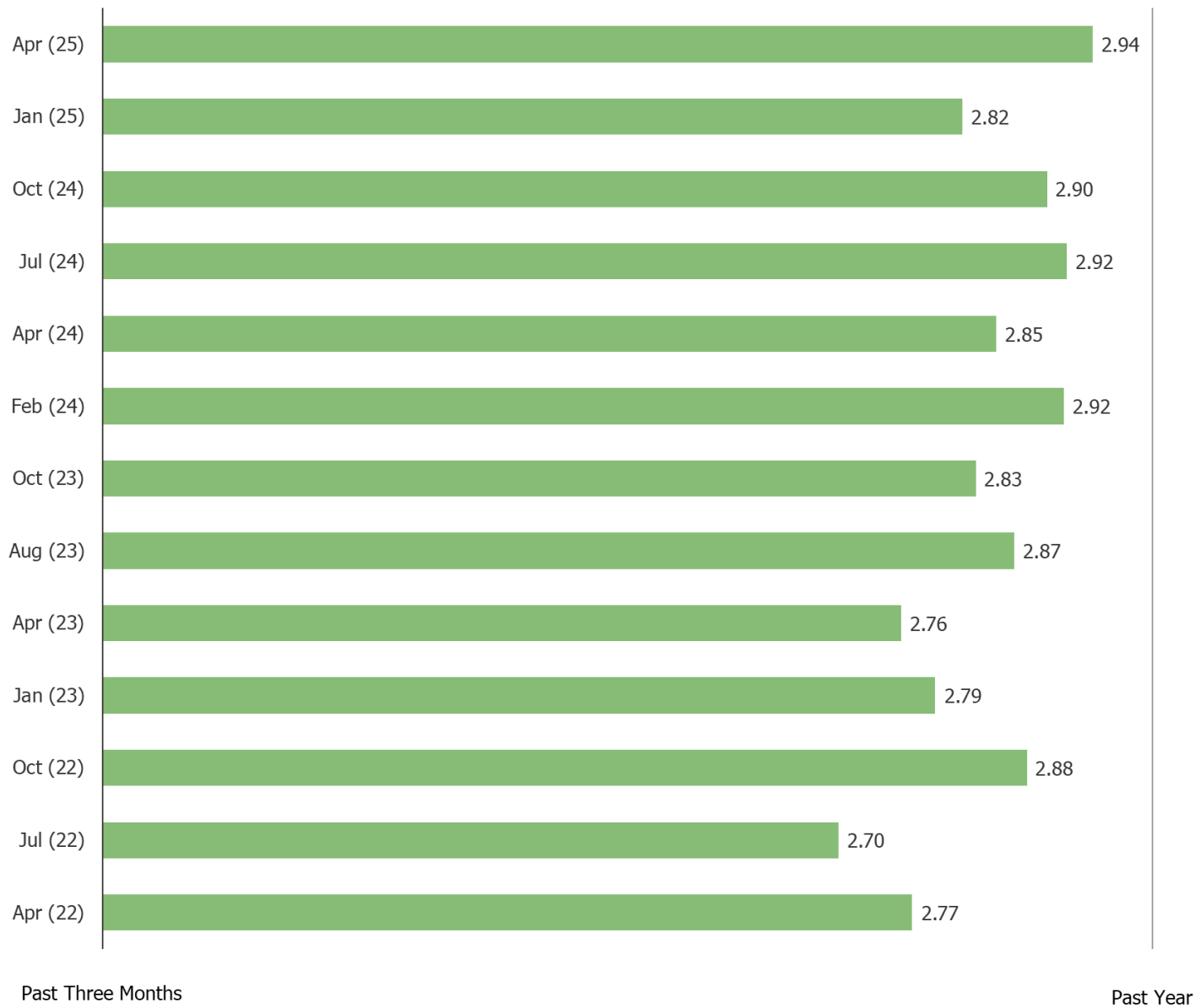


Apple vs. Android Overseas

SMARTPHONE PURCHASE FREQUENCY

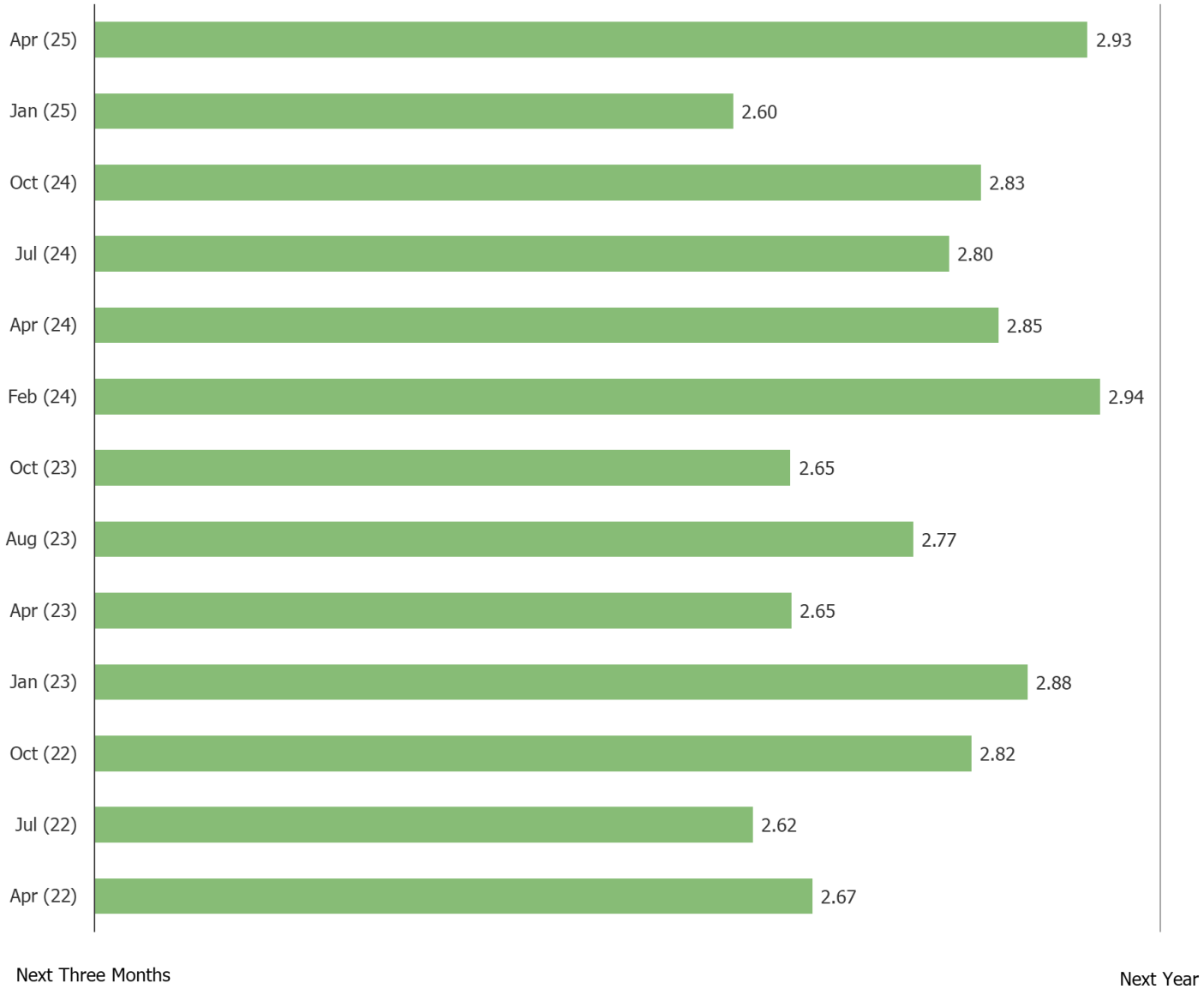
WHEN DID YOU GET YOUR CURRENT SMARTPHONE?

This question was posed to smartphone owners.



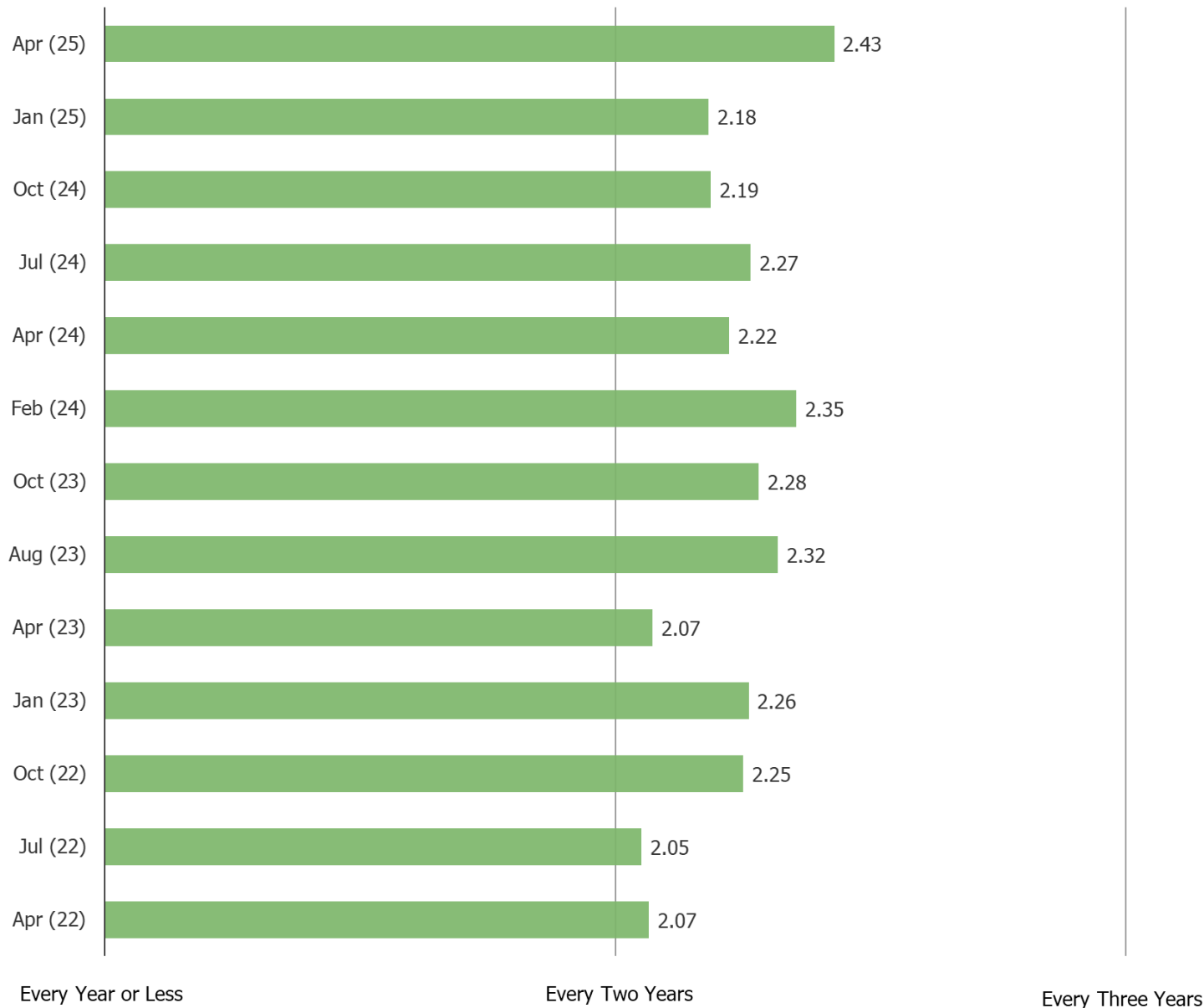
WHEN DO YOU PLAN TO GET A NEW SMARTPHONE?

This question was posed to smartphone owners.



HOW OFTEN DO YOU BUY A NEW SMARTPHONE?

This question was posed to smartphone owners.



Apple vs. Android Overseas

RESPONDENT LOCATION

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

This question was posed to all respondents.

