

YouGov Survey Results		Phor	ie type							
Sample Size: 977	Total			Smar	tphone			Smartphone		
Fieldwork: 21/12/2018 - 01/01/2019	Total	Standard	I ľ	Ge	nder			Age (5 ways)		
		mobile	Smartphone	Male	Female	18 - 24	25 - 34	35 - 44	45 - 54	55+
Now thinking more generally about handset brands, which of these brands would you match with each of these statements? Please select one statement per brand Apple										
Unweighted base	979	10	958	526	432	275	321	207	111	44
Base	977	11	956	530	426	238	323	228	107	61
I do not know this brand	1%	8%	1%	1%	1%	1%	-	2%	-	2%
I would never choose this brand	15%	13%	14%	18%	11%	13%	12%	18%	20%	11%
I have heard of this brand but don't know much about it	4%		4%	3%	4%	4%	3%	4%	6%	6%
I know a little about this brand	11%	21%	11%	11%	12%	10%	9%	10%	17%	21%
I would try it under certain circumstances	22%	33%	22%	23%	21%	26%	21%	23%	21%	9%
I would like to try it based on what I've heard recently	9%	17%	9%	9%	9%	10%	10%	7%	6%	9%
This is one of my preferred brands	34%	9%	34%	31%	39%	34%	40%	32%	26%	31%
This is the only brand I would consider	4%	•	4%	5%	4%	2%	5%	5%	3%	11%
Now thinking more generally about handset brands, which of these brands would you match with each of these statements? Please select one statement per brand Huawei										
Unweighted base	979	10	958	526	432	275	321	207	111	44
Base	977	11	956	530	426	238	323	228	107	61
I do not know this brand	0%	-	0%	1%	0%	0%	1%	0%	-	-
I would never choose this brand	2%	11%	2%	3%	1%	2%	1%	4%	-	-
I have heard of this brand but don't know much about it	3%	-	3%	3%	3%	2%	4%	1%	5%	2%
I know a little about this brand	6%	18%	5%	3%	8%	4%	7%	6%	5%	-
I would try it under certain circumstances	11%	12%	11%	11%	10%	13%	12%	11%	6%	-
I would like to try it based on what I've heard recently	14%	33%	14%	11%	18%	16%	19%	9%	10%	3%
This is one of my preferred brands	54%	26%	55%	57%	52%	57%	50%	54%	56%	75%
This is the only brand I would consider	10%	-	10%	12%	9%	4%	7%	14%	19%	21%

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YouGov Survey Re

YouGov Survey Results														
Sample Size: 977								Smartphone	•					
Fieldwork: 21/12/2018 - 01/01/2019	Total							Brand awarene	ess					
		Apple	Google Pixel	нтс	Huawei	LG	Lumia (Nokia Lumia, Microsoft Lumia)	Motorola	Nokia (excluding Nokia Lumia)	OnePlus	Samsung	Sony	Xiaomi	ZTE
Now thinking more generally about handset brands, which of these brands would you match with each of these statements? Please select one statement per brand Apple														
Unweighted base	979	799	397	479	847	416	490	592	612	305	718	560	786	611
Base	977	796	393	473	845	414	487	590	609	292	717	554	782	605
I do not know this brand	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%
I would never choose this branc	15%	13%	14%	14%	14%	15%	14%	15%	15%	15%	14%	14%	15%	15%
I have heard of this brand but don't know much about if	4%	3%	3%	2%	4%	2%	4%	3%	3%	4%	4%	3%	4%	4%
I know a little about this brand	11%	10%	8%	8%	11%	8%	9%	10%	10%	9%	10%	10%	11%	9%
I would try it under certain circumstances	22%	21%	20%	24%	23%	19%	22%	23%	23%	25%	22%	23%	22%	22%
I would like to try it based on what I've heard recently	9%	9%	10%	10%	9%	9%	9%	9%	9%	11%	10%	9%	9%	10%
This is one of my preferred brands	34%	39%	41%	38%	34%	42%	40%	37%	37%	34%	36%	37%	35%	36%
This is the only brand I would consider	4%	5%	4%	4%	3%	4%	3%	3%	3%	2%	4%	3%	4%	4%
Now thinking more generally about handset brands, which of these brands would you match with each of these statements? Please select one statement per brand Huawei														
Unweighted base	979	799	397	479	847	416	490	592	612	305	718	560	786	611
Base	977	796	393	473	845	414	487	590	609	292	717	554	782	605
I do not know this brand	0%	0%	-	-	-	-	0%	0%	-	-	0%	-	0%	-
I would never choose this branc	2%	2%	2%	2%	1%	2%	1%	2%	2%	2%	2%	1%	2%	1%
I have heard of this brand but don't know much about it	3%	3%	2%	2%	2%	1%	2%	2%	2%	1%	2%	2%	2%	1%
I know a little about this brand	6%	5%	4%	4%	4%	5%	5%	4%	5%	4%	5%	5%	6%	4%
I would try it under certain circumstances	11%	11%	12%	12%	10%	11%	12%	11%	11%	13%	11%	11%	10%	12%
I would like to try it based on what I've heard recently	14%	15%	12%	15%	14%	16%	13%	15%	15%	13%	14%	15%	14%	14%
This is one of my preferred brands	54%	55%	60%	56%	57%	56%	58%	56%	56%	58%	57%	57%	56%	57%

This is the only brand I would consider

10%

9%

9%

9%

12%

10%

9%

9%

9%

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YouGov Survey Results														
Sample Size: 977								Smartphone						
Fieldwork: 21/12/2018 - 01/01/2019	Total					And wh	ich, if any, of the f	ollowing brand	ls is your current	handset?				
		Apple	Google Pixel	нтс	Huawei	LG	Lumia (Nokia Lumia, Microsoft Lumia)	Motorola	Nokia (excluding Nokia Lumia)	OnePlus	Samsung	Sony	Xiaomi	ZTE
Now thinking more generally about handset brands, which of these brands would you match with each of these statements? Please select one statement per brand Apple														
Unweighted base	979	209	-	1	350	-	2	-	3	6	35	3	171	8
Base	977	207	-	1	352	-	2	-	3	6	37	3	167	7
I do not know this brand	1%	-	-	-	1%	-	-	-	-	-	-	-	1%	-
I would never choose this brand	15%	1%	-	-	17%	-	-	-	-	-	15%	-	20%	26%
I have heard of this brand but don't know much about if	4%	0%	-	-	6%	-	-	-	-	-	3%		3%	-
I know a little about this brand	11%	3%	-	-	12%	-		-	25%		8%	-	15%	-
I would try it under certain circumstances	22%	4%	-	100%	28%	-		-	75%	47%	16%	73%	25%	17%
I would like to try it based on what I've heard recently	9%	4%	-	-	9%	-	44%	-	-	53%	9%	-	13%	24%
This is one of my preferred brands	34%	72%	-	-	26%	-	56%	-	-	-	45%	27%	22%	33%
This is the only brand I would consider	4%	16%	-	-	1%	-	-	-	-	-	4%	-	3%	-
Now thinking more generally about handset brands, which of these brands would you match with each of these statements? Please select one statement per brand Huawei														
Unweighted base	979	209	-	1	350	-	2	-	3	6	35	3	171	8
Base	977	207	-	1	352	-	2	-	3	6	37	3	167	7
I do not know this brand	0%	-	-	-	-	-		-	-	-	3%	-	0%	-
I would never choose this brand	2%	2%	-	100%		-		-	40%	15%	7%	-	3%	-
I have heard of this brand but don't know much about if	3%	6%	-	-	0%	-	-	-	-	34%	6%	-	3%	-
I know a little about this brand	6%	6%	-	-	2%	-		•	-	-	5%	37%	7%	-
I would try it under certain circumstances	11%	15%	-	-	2%	-	56%	-	60%	-	15%	36%	16%	-
I would like to try it based on what I've heard recently	14%	25%	-	-	3%	-	-	•	-	16%	26%	-	14%	25%
This is one of my preferred brands	54%	45%	-	-	67%	-	44%	-	-	34%	38%	27%	53%	75%
This is the only brand I would consider	10%	2%	-	-	25%	-	-	-	-	-	-	-	4%	-



This is the only brand I would consider

10%

4%

9%

13%

14%

rougov Survey Results														
Sample Size: 977								Smartphone						
Fieldwork: 21/12/2018 - 01/01/2019	Total						Brai	nds would con	sider					
		Apple	Google Pixel	нтс	Huawei	LG	Lumia (Nokia Lumia, Microsoft Lumia)	Motorola	Nokia (excluding Nokia Lumia)	OnePlus	Samsung	Sony	Xiaomi	ZTE
Now thinking more generally about handset brands, which of these brands would you match with each of these statements? Please select one statement per brand Apple														
Unweighted base	979	327	34	19	666	14	30	11	29	77	113	34	288	37
Base	977	318	32	18	668	13	27	10	29	75	113	31	285	37
I do not know this brand	1%	-	-	-	1%	-	-	-	-	-	-	-	1%	-
I would never choose this brand	15%	1%	13%	17%	17%	24%	10%	10%	20%	17%	9%	6%	15%	32%
I have heard of this brand but don't know much about if	4%	1%	-	-	4%	-	3%	-	3%	1%	3%	2%	4%	5%
I know a little about this brand	11%	3%	-	6%	12%	-	6%	-	8%	8%	6%	10%	12%	17%
I would try it under certain circumstances	22%	10%	20%	30%	23%	28%	26%	35%	23%	30%	22%	40%	25%	13%
I would like to try it based on what I've heard recently	9%	9%	9%	12%	9%	-	8%	-	12%	9%	11%	-	12%	14%
This is one of my preferred brands	34%	65%	52%	36%	34%	48%	44%	55%	34%	30%	44%	35%	30%	19%
This is the only brand I would consider	4%	12%	5%	-	1%	-	3%	-	-	4%	5%	6%	1%	-
Now thinking more generally about handset brands, which of these brands would you match with each of these statements? Please select one statement per brand Huawei														
Unweighted base	979	327	34	19	666	14	30	11	29	77	113	34	288	37
Base	977	318	32	18	668	13	27	10	29	75	113	31	285	37
I do not know this brand	0%	0%	-	-	-	-	-	-	•	-	1%	-	-	-
I would never choose this brand	2%	2%	5%	5%	-	6%	-	8%	7%	8%	3%	3%	2%	5%
I have heard of this brand but don't know much about if	3%	4%		-	1%	-		-	-	4%	-	-	2%	5%
I know a little about this brand	6%	5%	6%	6%	3%	-	-		5%	7%	7%	6%	4%	-
I would try it under certain circumstances	11%	15%	16%	16%	4%	14%	20%	27%	13%	8%	14%	13%	9%	3%
I would like to try it based on what I've heard recently	14%	21%	17%	12%	13%	31%	13%	19%	16%	10%	16%	15%	11%	15%
This is one of my preferred brands	54%	49%	47%	49%	65%	41%	55%	36%	53%	53%	50%	55%	63%	57%

8%

11%

10%

6%

9%

9%

9%

15%

8%



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Phone type **YouGov Survey Results** Smartphone Smartphone Sample Size: 977 Total Fieldwork: 21/12/2018 - 01/01/2019 Gender Age (5 ways) Standard Smartnhone mobile Male Female 18 - 24 25 - 34 35 - 44 45 - 54 55+ Now thinking more generally about handset brands, which of these brands would you match with each of these statements? Please select one statement per brand. - LG Unweighted base 979 10 958 526 432 275 321 207 111 44 Base 977 11 956 530 426 238 323 228 107 61 I do not know this brand 13% 28% 13% 10% 16% 28% 8% 6% 8% 11% I would never choose this brand 13% 21% 13% 16% 10% 10% 13% 17% 18% 8% I have heard of this brand but don't know much about it 24% 12% 25% 23% 27% 29% 23% 27% 21% 17% I know a little about this brand 20% 18% 20% 21% 19% 16% 22% 17% 19% 34% I would try it under certain circumstances 18% 21% 18% 18% 18% 13% 21% 19% 22% 13% I would like to try it based on what I've heard recently 7% 7% 7% 7% 3% 9% 8% 6% 9% This is one of my preferred brands 4% -4% 4% 3% 1% 5% 5% 5% 7% This is the only brand I would consider 0% 0% 0% 0% -Now thinking more generally about handset brands, which of these brands would you match with each of these statements? Please select one statement per brand. - OnePlus Unweighted base 979 10 958 432 275 321 111 44 526 207 Base 977 11 956 530 426 238 323 228 107 61 I do not know this brand 36% 54% 36% 26% 48% 35% 37% 33% 38% 42% I would never choose this brand 5% . 5% 7% 2% 4% 4% 6% 2% 7% 20% 12% 20% 22% 17% 21% 20% 19% 18% 21% I have heard of this brand but don't know much about it I know a little about this brand 11% 18% 11% 12% 9% 8% 12% 11% 15% 11% 14% 9% 14% 15% 11% 16% 13% 14% 14% 5% I would try it under certain circumstances I would like to try it based on what I've heard recently 9% 9% 10% 8% 7% 9% 10% 10% 13% This is one of my preferred brands 6% 8% 6% 8% 4% 7% 5% 8% 3% 2% This is the only brand I would consider 0% 0% 1% 1% 0%



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YouGov Survey Results														
Sample Size: 977								Smartphone						
Fieldwork: 21/12/2018 - 01/01/2019	Total						В	and awarene	SS					
		Apple	Google Pixel	нтс	Huawei	LG	Lumia (Nokia Lumia, Microsoft Lumia)	Motorola	Nokia (excluding Nokia Lumia)	OnePlus	Samsung	Sony	Xiaomi	ZTE
Now thinking more generally about handset brands, which of these brands would you match with each of these statements? Please select one statement per brand LG														
Unweighted base	979	799	397	479	847	416	490	592	612	305	718	560	786	611
Base	977	796	393	473	845	414	487	590	609	292	717	554	782	605
I do not know this brand	13%	13%	8%	7%	13%	2%	12%	12%	13%	8%	13%	11%	13%	11%
I would never choose this brand	13%	13%	16%	15%	13%	16%	13%	14%	14%	15%	13%	14%	14%	13%
I have heard of this brand but don't know much about if	24%	26%	25%	26%	25%	26%	25%	26%	27%	27%	27%	27%	25%	26%
I know a little about this brand	20%	20%	20%	23%	20%	25%	21%	20%	20%	23%	20%	21%	20%	21%
I would try it under certain circumstances	18%	19%	19%	19%	18%	21%	18%	18%	18%	18%	17%	18%	18%	20%
I would like to try it based on what I've heard recently	7%	6%	8%	7%	7%	7%	6%	6%	6%	5%	6%	7%	7%	6%
This is one of my preferred brands	4%	0%	4%	4%	3%	4%	4%	3%	3%	3%	4%	3%	4%	3%
This is the only brand I would consider	0%	0%	-	-	0%	-	0%	0%	0%	-	0%	0%	0%	-
Now thinking more generally about handset brands, which of these brands would you match with each of these statements? Please select one statement per brand OnePlus		0%												
Unweighted base	979	0%	397	479	847	416	490	592	612	305	718	560	786	611
Base	977	0%	393	473	845	414	487	590	609	292	717	554	782	605
I do not know this brand	36%	0%	32%	34%	36%	36%	35%	37%	38%	5%	37%	37%	35%	36%
I would never choose this brand	5%	0%	4%	3%	4%	3%	4%	4%	4%	3%	4%	3%	4%	3%
I have heard of this brand but don't know much about it	20%	0%	21%	22%	21%	21%	23%	22%	22%	31%	22%	23%	21%	22%
I know a little about this brand	11%	0%	9%	10%	11%	9%	10%	9%	10%	14%	10%	9%	11%	10%
I would try it under certain circumstances	14%	0%	13%	13%	13%	12%	12%	12%	12%	19%	12%	12%	13%	13%
I would like to try it based on what I've heard recently	9%	0%	12%	11%	9%	11%	9%	9%	9%	14%	9%	10%	9%	9%
This is one of my preferred brands	6%	0%	8%	7%	6%	7%	7%	6%	6%	13%	6%	7%	6%	7%
						7.70			0.76			1 70		
This is the only brand I would consider	0%	0%	-	-	0%	-	0%	0%	-	0%	-	-	-	-



							Smartphone						
Total					And whic	h, if any, of the fe	ollowing brand	s is your current	handset?				
	Apple	Google Pixel	нтс	Huawei	LG	Lumia (Nokia Lumia, Microsoft Lumia)	Motorola	Nokia (excluding Nokia Lumia)	OnePlus	Samsung	Sony	Xiaomi	ZTE
979	209	-	1	350	-	2		3	6	35	3	171	8
977	207	-	1	352	-	2	-	3	6	37	3	167	7
13%	10%	-	-	12%	-	-	-	-	18%	14%	-	11%	-
13%	16%	-	-	11%	-	-	-	-	-	5%	37%	16%	30%
24%	25%	-	-	24%	-	-	-	64%	33%	24%	-	22%	-
20%	20%	-	-	21%	-	44%	-	-	32%	26%	-	21%	21%
18%	20%	-	-	19%	-	56%	-	-	-	18%	63%	20%	25%
7%	5%	-	-	9%	-	-	-	-	16%	6%	-	8%	24%
4%	3%	-	100%	5%	-	-	-	36%	-	4%	-	3%	-
0%	-	-	-	-	-	-	-	-	-	3%	-	-	-
			•				-		-				8
		-	1		-	2	-	3	6				7
36%	47%	-	-	32%	-	-	-	-	-	39%	37%	25%	-
5%	4%	-	-	5%	-	-	-	-	-	5%	-	5%	-
20%	21%	-	-	18%	-	-	-	75%	-	-	-	21%	29%
11%	8%	-	-	13%	-	56%	-	-	-	16%	-	11%	12%
14%	9%	-	100%	14%	-	-		-	-	27%	63%	19%	-
9%	8%	-	-	10%		44%		25%	18%	10%		13%	13%
6%	3%	-	-	7%	-			-	64%	3%	-	5%	46%
0%	0%		-	1%					18%				
	977 13% 13% 24% 20% 18% 7% 4% 0% 979 977 36% 5% 20% 11% 14% 9% 6%	Apple 979 209 977 207 13% 10% 13% 20% 24% 25% 20% 20% 13% 16% 20% 20% 13% 10% 13% 10% 13% 10% 13% 20% 13% 20% 13% 20% 13% 3% 0% - 13% 47% 5% 44% 20% 21% 11% 8% 11% 8% 14% 9% 6% 3%	Apple Google Pixel 979 209 - 977 207 - 13% 10% - 13% 16% - 24% 25% - 20% 20% - 18% 20% - 18% 20% - 979 209 - 976 5% - 0% - - 18% 3% - 977 207 - 3% - - 9% 4% 3% - 977 207 - - 977 207 - - 977 207 - - 977 207 - - 977 207 - - 96% 47% - - 11% 8% - - 11% 9% -	Apple Google Pixel HTC 979 209 - 1 977 207 - 1 977 207 - 1 13% 10% - 1 13% 10% - - 24% 25% - - 20% - - - 18% 20% - - 20% - - - 18% 20% - - 18% 20% - - 18% 20% - - 979 20% - - 979 20% - - 977 207 - 1 977 207 - 1 977 207 - 1 36% 47% - - 1977 207 - 1 36% 47% - - <td>Apple Google Pixel HTC Huawei 979 209 - 1 350 977 207 - 1 352 13% 10% - 1 352 13% 10% - 1 352 13% 10% - 1 352 13% 10% - 11% 12% 13% 10% - 1 352 24% 25% - - 21% 20% - - 19% 24% 20% - - 19% 3% 40% 3% - 100% 5% 0% - - - - 979 209 - 1 350 977 207 - 1 352 36% 47% - 32% - 977 207 - 1 352 <t< td=""><td>Apple Google Pixel HTC Huawei LG 979 209 - 1 350 - 977 207 - 1 352 - 13% 10% - 1 352 - 13% 10% - 1 352 - 13% 10% - 12% - - 24% 25% - - 11% - 20% - - 11% - - 20% 20% - - 19% - 20% 20% - - 19% - 18% 20% - - 9% - - 18% 20% - - 19% - - 10% - 100% 5% - - - 979 207 - 1 352 - - 9797<!--</td--><td>Apple Google Pixel HTC Huawei LG Lumia, l</td><td>Total And which, if any, of the ollowing brand Apple Google Pixel HTC Huawei LG Lumia (Mokia Microsoft) Motorola 979 209 - 1 350 - 2 - 977 207 - 1 352 - 2 - 13% 10% - 1 352 - 2 - 13% 16% - 1 352 - 2 - 13% 16% - 1 352 - 2 - 24% 25% - 2 -</td><td>And which, it any, other is any, othere is any, other is any, other is any, other is any, oth</td><td>TotalAnd wiscowski kar kar kar kar kar kar kar kar kar kar</td><td>Priority Coogle Pixel HTC Huavei LG Linnia (Nokia Lumia) Nokia (sciuling) OnePlus Samsung 979 209 1 1 350 2 1 3 6 37 977 207 1 352 1 2 1 3 6 37 977 207 1 1 352 1 2 1 3 6 37 13% 10% 2 1 1 352 1<td>Antwick in the interval inter</td><td>Total Section of the se</td></td></td></t<></td>	Apple Google Pixel HTC Huawei 979 209 - 1 350 977 207 - 1 352 13% 10% - 1 352 13% 10% - 1 352 13% 10% - 1 352 13% 10% - 11% 12% 13% 10% - 1 352 24% 25% - - 21% 20% - - 19% 24% 20% - - 19% 3% 40% 3% - 100% 5% 0% - - - - 979 209 - 1 350 977 207 - 1 352 36% 47% - 32% - 977 207 - 1 352 <t< td=""><td>Apple Google Pixel HTC Huawei LG 979 209 - 1 350 - 977 207 - 1 352 - 13% 10% - 1 352 - 13% 10% - 1 352 - 13% 10% - 12% - - 24% 25% - - 11% - 20% - - 11% - - 20% 20% - - 19% - 20% 20% - - 19% - 18% 20% - - 9% - - 18% 20% - - 19% - - 10% - 100% 5% - - - 979 207 - 1 352 - - 9797<!--</td--><td>Apple Google Pixel HTC Huawei LG Lumia, l</td><td>Total And which, if any, of the ollowing brand Apple Google Pixel HTC Huawei LG Lumia (Mokia Microsoft) Motorola 979 209 - 1 350 - 2 - 977 207 - 1 352 - 2 - 13% 10% - 1 352 - 2 - 13% 16% - 1 352 - 2 - 13% 16% - 1 352 - 2 - 24% 25% - 2 -</td><td>And which, it any, other is any, othere is any, other is any, other is any, other is any, oth</td><td>TotalAnd wiscowski kar kar kar kar kar kar kar kar kar kar</td><td>Priority Coogle Pixel HTC Huavei LG Linnia (Nokia Lumia) Nokia (sciuling) OnePlus Samsung 979 209 1 1 350 2 1 3 6 37 977 207 1 352 1 2 1 3 6 37 977 207 1 1 352 1 2 1 3 6 37 13% 10% 2 1 1 352 1<td>Antwick in the interval inter</td><td>Total Section of the se</td></td></td></t<>	Apple Google Pixel HTC Huawei LG 979 209 - 1 350 - 977 207 - 1 352 - 13% 10% - 1 352 - 13% 10% - 1 352 - 13% 10% - 12% - - 24% 25% - - 11% - 20% - - 11% - - 20% 20% - - 19% - 20% 20% - - 19% - 18% 20% - - 9% - - 18% 20% - - 19% - - 10% - 100% 5% - - - 979 207 - 1 352 - - 9797 </td <td>Apple Google Pixel HTC Huawei LG Lumia, l</td> <td>Total And which, if any, of the ollowing brand Apple Google Pixel HTC Huawei LG Lumia (Mokia Microsoft) Motorola 979 209 - 1 350 - 2 - 977 207 - 1 352 - 2 - 13% 10% - 1 352 - 2 - 13% 16% - 1 352 - 2 - 13% 16% - 1 352 - 2 - 24% 25% - 2 -</td> <td>And which, it any, other is any, othere is any, other is any, other is any, other is any, oth</td> <td>TotalAnd wiscowski kar kar kar kar kar kar kar kar kar kar</td> <td>Priority Coogle Pixel HTC Huavei LG Linnia (Nokia Lumia) Nokia (sciuling) OnePlus Samsung 979 209 1 1 350 2 1 3 6 37 977 207 1 352 1 2 1 3 6 37 977 207 1 1 352 1 2 1 3 6 37 13% 10% 2 1 1 352 1<td>Antwick in the interval inter</td><td>Total Section of the se</td></td>	Apple Google Pixel HTC Huawei LG Lumia, l	Total And which, if any, of the ollowing brand Apple Google Pixel HTC Huawei LG Lumia (Mokia Microsoft) Motorola 979 209 - 1 350 - 2 - 977 207 - 1 352 - 2 - 13% 10% - 1 352 - 2 - 13% 16% - 1 352 - 2 - 13% 16% - 1 352 - 2 - 24% 25% - 2 -	And which, it any, other is any, othere is any, other is any, other is any, other is any, oth	TotalAnd wiscowski kar	Priority Coogle Pixel HTC Huavei LG Linnia (Nokia Lumia) Nokia (sciuling) OnePlus Samsung 979 209 1 1 350 2 1 3 6 37 977 207 1 352 1 2 1 3 6 37 977 207 1 1 352 1 2 1 3 6 37 13% 10% 2 1 1 352 1 <td>Antwick in the interval inter</td> <td>Total Section of the se</td>	Antwick in the interval inter	Total Section of the se

7



8

							Smartphone							
Total						Bran	nds would con	sider						
	Apple	Google Pixel	нтс	Huawei	LG	Lumia (Nokia Lumia, Microsoft Lumia)	Motorola	Nokia (excluding Nokia Lumia)	OnePlus	Samsung	Sony	Xiaomi	ZTE	
979	327	34	19	666	14	30	11	29	77	113	34	288	37	
977	318	32	18	668	13	27	10	29	75	113	31	285	37	
13%	13%	13%	17%	14%	-	13%	9%	6%	8%	8%	6%	11%	7%	
13%	11%	9%		13%	-	3%		4%	19%	6%	9%	14%	16%	
24%	22%	18%	20%	24%	-	9%	10%	10%	23%	23%	15%	21%	17%	
20%	21%	17%	21%	21%	35%	22%	11%	28%	18%	19%	33%	20%	21%	
	20%	13%	17%	18%				20%	19%	22%	17%	19%	26%	
		12%	11%										11%	
	4%	17%	15%		43%	21%	43%	13%	7%	8%	17%	4%	2%	
0%	-	-	-	0%	-	4%	-	-	-	1%	-	0%	-	
													37	
													37	
	37%		32%	35%	23%	33%	56%	31%	1%	27%	14%	23%	23%	
5%	4%	4%	-	4%	-	-	-	-	-	-	-	3%	-	
20%	17%	17%	11%	21%	14%	15%	9%	22%	8%	19%	23%	21%	14%	
11%	13%	5%	10%	11%	7%	12%	-	11%	14%	14%	14%	12%	17%	
14%	14%	14%	32%	12%	20%	17%	17%	15%	15%	19%	20%	19%	17%	
9%	9%	18%	6%	9%	21%	12%	10%	13%	18%	14%	18%	12%	14%	
6%	5%	19%	9%	7%	14%	11%	8%	8%	42%	6%	12%	10%	15%	
0%				0%	-	-			2%		-		-	
	977 13% 13% 24% 20% 18% 7% 4% 0% 979 979 977 36% 5% 20% 11% 14% 9% 6%	Apple 979 327 977 318 13% 11% 24% 22% 20% 21% 18% 20% 7% 8% 4% 0% 7% 8% 4% 3% 5% 4% 20% 11% 24% 20% 13% 13% 13% 13% 13% 13% 14% 13% 14% 14% 9% 9% 6% 5%	Apple Google Pixel 979 327 34 977 318 32 13% 13% 13% 13% 13% 13% 13% 22% 18% 20% 21% 17% 18% 20% 13% 20% 21% 17% 18% 20% 13% 979 327 34 970 327 34 975 318 32 36% 37% 24% 977 318 32 36% 37% 24% 5% 4% 4% 20% 17% 17% 977 318 32 36% 37% 24% 5% 4% 4% 20% 17% 17% 11% 13% 5% 14% 14% 14% 9% 9% 18% <td< td=""><td>Apple Google Pixel HTC 979 327 34 19 977 318 32 18 13% 13% 13% 17% 13% 13% 13% 20% 24% 22% 18% 20% 20% 21% 17% 21% 18% 20% 13% 17% 98% 12% 11% 9% 0% - - - 979 327 34 19 979 327 34 19 979 327 34 19 977 318 32 18 36% 37% 24% 32% 5% 4% 4% - 20% 17% 11% 11% 11% 13% 5% 10% 20% 17% 11% 20% 9% 14% 14% 22%</td><td>Apple Google Pixel HTC Huawei 979 327 34 19 666 977 318 32 18 668 13% 13% 13% 17% 14% 13% 13% 17% 14% 13% 13% 17% 14% 13% 13% 17% 14% 13% 11% 9% - 13% 24% 22% 18% 20% 24% 20% 13% 17% 14% 20% 13% 17% 38% 20% 13% 17% 8% 20% 13% 17% 18% 30% - - 0% 7% 8% 12% 11% 3% 0% - - 0% 3% 0% - - 0% 3% 0% 32% 35% 35% 35% <</td><td>Apple Google Pixel HTC Huawei LG 979 327 34 19 666 14 977 318 32 18 668 13 13% 13% 13% 17% 14% - 13% 13% 13% 17% 14% - 24% 22% 18% 20% 24% - 20% 21% 17% 21% 35% - 20% 21% 17% 21% 35% - 20% 21% 17% 35% - - 20% 21% 17% 35% - - 20% 21% 17% 35% 35% - 18% 20% 13% 17% 35% - 197 318 32 18 666 14 977 318 32 18 668 33 36% 37%</td><td>Brain MappleGoogle PixelHTCHuaweiLGLumia, lumia, lumia</td><td>Total Image: Construct of the second of the se</td><td>Total Intro Introduction Internation Internatint Internatint Internation Internatint Internation Internation I</td><td>Total Backet is interested in the section of th</td><td>Barban Society Apple Google Pixel HTC Huavei LG Lumia Lumia, Lumia, Lumia, Motoria Nokia Lumia, Nokia Lum</td><td>Bards words outsout souther Apple Google Pixel HTC Hussei LG Limita Nokia Lumia, Lumia) Notiona Nokia Rescluting Noka Lumia) OnePlus Samsung Sony 979 327 34 19 666 14 30 11 29 77 113 34 1979 318 32 19 6668 14 30 11 29 77 113 34 13% 13% 17% 14% - 13% 9% 6% 8% 8% 6% 13% 13% 13% 14% - 33% 9% 6% 8% 8% 6% 13% 13% 14% 20% 13% 14% 23% 10% 23% 12% 15% 20% 21% 13% 3% 22% 11% 20% 18% 19% 33% 20% 13% 13% 43% 21% 43% 21%<!--</td--><td>Barbar Barbar Barbar Barbar Barbar Barbar Barbar OnePlus Sansung <th colspa="6" sansandeddddddddddddddddddddddddddddddddd<="" td=""></th></td></td></td<>	Apple Google Pixel HTC 979 327 34 19 977 318 32 18 13% 13% 13% 17% 13% 13% 13% 20% 24% 22% 18% 20% 20% 21% 17% 21% 18% 20% 13% 17% 98% 12% 11% 9% 0% - - - 979 327 34 19 979 327 34 19 979 327 34 19 977 318 32 18 36% 37% 24% 32% 5% 4% 4% - 20% 17% 11% 11% 11% 13% 5% 10% 20% 17% 11% 20% 9% 14% 14% 22%	Apple Google Pixel HTC Huawei 979 327 34 19 666 977 318 32 18 668 13% 13% 13% 17% 14% 13% 13% 17% 14% 13% 13% 17% 14% 13% 13% 17% 14% 13% 11% 9% - 13% 24% 22% 18% 20% 24% 20% 13% 17% 14% 20% 13% 17% 38% 20% 13% 17% 8% 20% 13% 17% 18% 30% - - 0% 7% 8% 12% 11% 3% 0% - - 0% 3% 0% - - 0% 3% 0% 32% 35% 35% 35% <	Apple Google Pixel HTC Huawei LG 979 327 34 19 666 14 977 318 32 18 668 13 13% 13% 13% 17% 14% - 13% 13% 13% 17% 14% - 24% 22% 18% 20% 24% - 20% 21% 17% 21% 35% - 20% 21% 17% 21% 35% - 20% 21% 17% 35% - - 20% 21% 17% 35% - - 20% 21% 17% 35% 35% - 18% 20% 13% 17% 35% - 197 318 32 18 666 14 977 318 32 18 668 33 36% 37%	Brain MappleGoogle PixelHTCHuaweiLGLumia, lumia, lumia	Total Image: Construct of the second of the se	Total Intro Introduction Internation Internatint Internatint Internation Internatint Internation Internation I	Total Backet is interested in the section of th	Barban Society Apple Google Pixel HTC Huavei LG Lumia Lumia, Lumia, Lumia, Motoria Nokia Lumia, Nokia Lum	Bards words outsout souther Apple Google Pixel HTC Hussei LG Limita Nokia Lumia, Lumia) Notiona Nokia Rescluting Noka Lumia) OnePlus Samsung Sony 979 327 34 19 666 14 30 11 29 77 113 34 1979 318 32 19 6668 14 30 11 29 77 113 34 13% 13% 17% 14% - 13% 9% 6% 8% 8% 6% 13% 13% 13% 14% - 33% 9% 6% 8% 8% 6% 13% 13% 14% 20% 13% 14% 23% 10% 23% 12% 15% 20% 21% 13% 3% 22% 11% 20% 18% 19% 33% 20% 13% 13% 43% 21% 43% 21% </td <td>Barbar Barbar Barbar Barbar Barbar Barbar Barbar OnePlus Sansung <th colspa="6" sansandeddddddddddddddddddddddddddddddddd<="" td=""></th></td>	Barbar Barbar Barbar Barbar Barbar Barbar Barbar OnePlus Sansung Sansung <th colspa="6" sansandeddddddddddddddddddddddddddddddddd<="" td=""></th>	



YouGov	Survey	Results
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Sample Size: 977				Smart	phone			Smartphone		
Fieldwork: 21/12/2018 - 01/01/2019	Total	Standard		Ger	nder			Age (5 ways)		
		mobile	Smartphone					5.(
				Male	Female	18 - 24	25 - 34	35 - 44	45 - 54	55+
ow thinking more generally about handset brands, hich of these brands would you match with each of nese statements? Please select one statement per rand Samsung										
Unweighted base	979	10	958	526	432	275	321	207	111	44
Base	977	11	956	530	426	238	323	228	107	61
I do not know this brand	1%	-	1%	1%	2%	0%	1%	2%	1%	2%
I would never choose this brand	17%	11%	17%	19%	15%	15%	16%	22%	19%	4%
I have heard of this brand but don't know much about if	10%	42%	10%	9%	10%	10%	9%	7%	9%	18%
I know a little about this brand	21%	9%	21%	18%	24%	25%	20%	19%	16%	24%
I would try it under certain circumstances	26%	20%	26%	27%	24%	27%	28%	23%	29%	18%
I would like to try it based on what I've heard recently	10%	9%	10%	8%	12%	13%	12%	5%	9%	9%
This is one of my preferred brands	14%	9%	15%	17%	12%	9%	12%	22%	17%	21%
This is the only brand I would consider	1%	-	1%	1%	1%	1%	1%	0%	-	4%
ow thinking more generally about handset brands, hich of these brands would you match with each of nese statements? Please select one statement per rand Sony Unweighted base	979	10	958	526	432	275	321	207	111	44
Base	977	11	956	530	426	238	323	228	107	61
I do not know this brand	5%	8%	5%	5%	6%	7%	3%	5%	8%	6%
I would never choose this brand	11%	13%	11%	14%	8%	8%	10%	15%	15%	9%
I have heard of this brand but don't know much about it	25%	38%	25%	24%	27%	29%	25%	20%	20%	37%
I know a little about this brand	22%	21%	22%	20%	24%	28%	22%	17%	21%	19%
I would try it under certain circumstances	20%	20%	20%	21%	19%	16%	22%	23%	22%	9%
I would like to try it based on what I've heard recently	9%	•	9%	8%	10%	6%	9%	11%	8%	14%
This is one of my preferred brands	8%	-	8%	8%	7%	6%	10%	8%	5%	7%

Phone type



YouGov Survey Re

YouGov Survey Results														
Sample Size: 977								Smartphone						
Fieldwork: 21/12/2018 - 01/01/2019	Total						I	Brand awarene	SS					
		Apple	Google Pixel	нтс	Huawei	LG	Lumia (Nokia Lumia, Microsoft Lumia)	Motorola	Nokia (excluding Nokia Lumia)	OnePlus	Samsung	Sony	Xiaomi	ZTE
Now thinking more generally about handset brands, which of these brands would you match with each of these statements? Please select one statement per brand Samsung														
Unweighted base	979	799	397	479	847	416	490	592	612	305	718	560	786	611
Base	977	796	393	473	845	414	487	590	609	292	717	554	782	605
I do not know this brand	1%	1%	1%	0%	1%	0%	0%	0%	1%	1%	0%	0%	1%	1%
I would never choose this brand	17%	17%	18%	17%	17%	17%	15%	18%	17%	22%	16%	17%	17%	17%
I have heard of this brand but don't know much about it	10%	9%	7%	8%	10%	7%	8%	8%	9%	7%	10%	8%	10%	8%
I know a little about this brand	21%	21%	17%	19%	21%	20%	20%	20%	21%	15%	20%	20%	20%	20%
I would try it under certain circumstances	26%	27%	28%	30%	26%	29%	28%	27%	28%	31%	27%	29%	27%	29%
I would like to try it based on what I've heard recently	10%	10%	9%	9%	10%	9%	9%	10%	9%	9%	9%	9%	9%	9%
This is one of my preferred brands	14%	15%	19%	16%	15%	18%	18%	16%	16%	16%	17%	16%	16%	16%
This is the only brand I would consider	1%	1%	1%	0%	1%	1%	0%	1%	0%	0%	1%	0%	1%	0%
Now thinking more generally about handset brands, which of these brands would you match with each of these statements? Please select one statement per brand Sony														
Unweighted base	979	799	397	479	847	416	490	592	612	305	718	560	786	611
Base	977	796	393	473	845	414	487	590	609	292	717	554	782	605
I do not know this brand	5%	5%	2%	2%	4%	1%	2%	3%	4%	3%	4%	1%	5%	3%
I would never choose this brand	11%	12%	12%	11%	11%	12%	11%	12%	11%	9%	11%	11%	11%	11%
I have heard of this brand but don't know much about if	25%	25%	21%	24%	25%	21%	22%	23%	25%	23%	25%	25%	25%	25%
I know a little about this brand	22%	21%	20%	22%	22%	21%	21%	21%	21%	22%	21%	22%	21%	20%
I would try it under certain circumstances	20%	21%	22%	22%	20%	24%	23%	22%	22%	23%	21%	22%	21%	23%
I would like to try it based on what I've heard recently	9%	9%	11%	8%	9%	10%	9%	9%	8%	9%	9%	9%	8%	9%
This is one of my preferred brands	8%	8%	12%	11%	8%	11%	11%	9%	9%	11%	8%	10%	8%	9%
This is the only brand I would consider	-	-	-	•	-	-	-	-	-	-	-	-	-	-



YouGov Survey Results														
Sample Size: 977								Smartphone						
Fieldwork: 21/12/2018 - 01/01/2019	Total					And whic	h, if any, of the f	ollowing brand	Is is your current	handset?				
		Apple	Google Pixel	нтс	Huawei	LG	Lumia (Nokia Lumia, Microsoft Lumia)	Motorola	Nokia (excluding Nokia Lumia)	OnePlus	Samsung	Sony	Xiaomi	ZTE
Now thinking more generally about handset brands, which of these brands would you match with each of these statements? Please select one statement per brand Samsung														
Unweighted base	979	209		1	350	-	2		3	6	35	3	171	8
Base	977	207	-	1	352	-	2	-	3	6	37	3	167	7
I do not know this brand	1%	0%	-	-	2%	-	-	-	-	-	-	-	1%	-
I would never choose this branc	17%	18%	-	-	17%	-	-	-	40%	47%	-	37%	18%	42%
I have heard of this brand but don't know much about if	10%	8%	-	-	10%	-	-	-	-	-	3%		14%	-
I know a little about this brand	21%	22%	-	-	19%	-	-	-	36%	-	-	-	23%	12%
I would try it under certain circumstances	26%	29%	-	-	27%	-	100%	-	25%	18%	13%	63%	24%	33%
I would like to try it based on what I've heard recently	10%	11%	-	100%	10%	-	-	-	-	18%	12%	-	9%	-
This is one of my preferred brands	14%	11%	-	-	14%	-	-	-	-	16%	65%	-	10%	12%
This is the only brand I would consider	1%	0%	-	-	-	-	-	-	-	-	7%	-	1%	-
Now thinking more generally about handset brands, which of these brands would you match with each of these statements? Please select one statement per brand Sony														
Unweighted base	979	209	-	1	350	-	2	-	3	6	35	3	171	8
Base	977	207	-	1	352	-	2	-	3	6	37	3	167	7
I do not know this brand	5%	5%	-	-	5%	-	-	-		18%	-	-	5%	
I would never choose this brand	11%	10%	-		11%	-	-		-	-	3%	-	13%	-
I have heard of this brand but don't know much about if	25%	24%		-	24%	-	-	-	40%	32%	29%	-	25%	-
I know a little about this brand	22%	22%	-	-	22%	-	-	-	25%	33%	17%	-	22%	42%
I would try it under certain circumstances	20%	20%	-	-	20%	-	-	-	36%	-	22%	36%	23%	34%
I would like to try it based on what I've heard recently	9%	9%	-	-	10%	-	100%	-	-	-	10%	-	8%	24%
This is one of my preferred brands	8%	10%	-	100%	9%	-	-	-	-	16%	18%	64%	6%	-
This is the only brand I would consider	-	-	-	-	-	-	-	-	-	-	-	-	-	-



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YouGov Survey Results														
Sample Size: 977								Smartphone						
Fieldwork: 21/12/2018 - 01/01/2019	Total						Bra	nds would con	sider					
		Apple	Google Pixel	нтс	Huawei	LG	Lumia (Nokia Lumia, Microsoft Lumia)	Motorola	Nokia (excluding Nokia Lumia)	OnePlus	Samsung	Sony	Xiaomi	ZTE
Now thinking more generally about handset brands, which of these brands would you match with each of these statements? Please select one statement per brand Samsung														
Unweighted base	979	327	34	19	666	14	30	11	29	77	113	34	288	37
Base	977	318	32	18	668	13	27	10	29	75	113	31	285	37
I do not know this brand	1%	1%	-	-	1%	-	-	-	-	-	-	-	1%	4%
I would never choose this brand	17%	15%	21%	5%	16%	-	16%	11%	10%	28%	-	20%	18%	23%
I have heard of this brand but don't know much about it	10%	6%	3%	5%	9%	17%	-	-	-	6%	1%	3%	9%	3%
I know a little about this brand	21%	19%	11%	21%	21%	14%	29%	9%	18%	11%	7%	18%	20%	17%
I would try it under certain circumstances	26%	27%	23%	25%	26%	36%	26%	36%	34%	31%	16%	21%	28%	25%
I would like to try it based on what I've heard recently	10%	14%	8%	22%	11%	6%	13%	8%	6%	11%	18%	11%	10%	11%
This is one of my preferred brands	14%	18%	34%	22%	15%	27%	15%	36%	31%	12%	52%	28%	14%	18%
This is the only brand I would consider	1%	1%	-	-	0%	-	-	-	-	-	6%	-	-	-
Now thinking more generally about handset brands, which of these brands would you match with each of these statements? Please select one statement per brand Sony														
Unweighted base	979	327	34	19	666	14	30	11	29	77	113	34	288	37
Base	977	318	32	18	668	13	27	10	29	75	113	31	285	37
I do not know this brand	5%	5%	-	-	5%	-	3%	-	3%	3%	4%	-	4%	3%
I would never choose this brand	11%	7%	3%	5%	11%	10%	6%	-	-	13%	2%	-	13%	14%
I have heard of this brand but don't know much about it	25%	22%	3%	16%	26%	14%	-	-	14%	18%	20%	9%	23%	16%
I know a little about this brand	22%	23%	18%	26%	22%	14%	26%	-	24%	21%	18%	13%	19%	19%
I would try it under certain circumstances	20%	22%	25%	26%	19%	14%	27%	36%	16%	22%	21%	22%	22%	31%
I would like to try it based on what I've heard recently	9%	11%	16%	10%	9%	15%	21%	9%	16%	8%	22%	8%	11%	11%
This is one of my preferred brands	8%	11%	35%	15%	8%	33%	17%	55%	27%	15%	13%	49%	7%	7%
This is the only brand I would consider	-	-	-	•	-	-	-	-	-	-	-	-	-	-



YouGov Survey Res

YouGov Survey Results		FIIO	ie type							
Sample Size: 977				Smar	tphone			Smartphone		
Fieldwork: 21/12/2018 - 01/01/2019	Total	Standard		Ge	nder			Age (5 ways)		
		mobile	Smartphone	Male	Female	18 - 24	25 - 34	35 - 44	45 - 54	55+
ow thinking more generally about handset brands, hich of these brands would you match with each of nese statements? Please select one statement per rand Xiaomi										
Unweighted base	979	10	958	526	432	275	321	207	111	44
Base	977	11	956	530	426	238	323	228	107	61
I do not know this brand	1%	-	1%	1%	1%	1%	1%	1%	-	4%
I would never choose this brand	6%	12%	5%	5%	6%	7%	5%	8%	1%	-
I have heard of this brand but don't know much about it	7%	8%	7%	5%	9%	8%	6%	7%	8%	4%
I know a little about this brand	14%	18%	14%	10%	19%	14%	17%	10%	17%	4%
I would try it under certain circumstances	23%	9%	23%	21%	25%	26%	26%	17%	16%	20%
I would like to try it based on what I've heard recently	15%	32%	15%	15%	14%	10%	15%	17%	14%	20%
This is one of my preferred brands	32%	21%	32%	37%	25%	29%	27%	36%	41%	39%
This is the only brand I would consider	3%	-	3%	5%	1%	3%	2%	4%	3%	8%
Still thinking about handset brands Which of the ollowing statements do you feel apply to each of the orands shown below? Please select all that apply for each orand Apple Unweighted base	979	10	958	526	432	275	321	207	111	44
Base	977	11	956	530	426	238	323	228	107	61
Is a brand I trust	30%	41%	30%	29%	32%	30%	33%	27%	21%	37%
Is reliable	31%	46%	31%	31%	32%	29%	31%	33%	27%	37%
Is up and coming	14%	22%	14%	15%	13%	12%	15%	10%	19%	24%
Is cutting edge	37%	28%	37%	37%	37%	36%	37%	35%	34%	47%
Is a brand for me	25%	20%	25%	24%	26%	23%	30%	24%	19%	21%
Offers good value for money	17%	13%	17%	16%	19%	13%	20%	18%	14%	17%
Is different	35%	•	35%	33%	38%	34%	36%	38%	27%	42%
None of these	12%	17%	12%	13%	11%	14%	11%	11%	15%	11%
Don't know	14%	12%	14%	12%	16%	13%	13%	17%	12%	8%

Phone type



YouGov Survey Results														
Sample Size: 977								Smartphone						
Fieldwork: 21/12/2018 - 01/01/2019	Total						В	rand awarene	SS					
		Apple	Google Pixel	нтс	Huawei	LG	Lumia (Nokia Lumia, Microsoft Lumia)	Motorola	Nokia (excluding Nokia Lumia)	OnePlus	Samsung	Sony	Xiaomi	ZTE
Now thinking more generally about handset brands, which of these brands would you match with each of these statements? Please select one statement per brand Xiaomi														
Unweighted base	979	799	397	479	847	416	490	592	612	305	718	560	786	611
Base	977	796	393	473	845	414	487	590	609	292	717	554	782	605
I do not know this brand	1%	1%	1%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%
I would never choose this brand	6%	5%	5%	5%	5%	6%	5%	5%	5%	5%	5%	5%	5%	5%
I have heard of this brand but don't know much about it	7%	7%	5%	6%	7%	5%	7%	6%	6%	4%	7%	5%	6%	5%
I know a little about this brand	14%	15%	12%	13%	14%	14%	13%	14%	15%	11%	15%	14%	13%	14%
I would try it under certain circumstances	23%	23%	25%	26%	23%	24%	25%	25%	23%	23%	24%	26%	23%	26%
I would like to try it based on what I've heard recently	15%	15%	14%	14%	15%	15%	14%	14%	15%	15%	14%	14%	14%	13%
This is one of my preferred brands	32%	32%	35%	34%	33%	33%	33%	34%	33%	39%	33%	32%	35%	34%
This is the only brand I would consider	3%	3%	3%	2%	2%	2%	3%	3%	2%	3%	2%	3%	4%	2%
Still thinking about handset brands Which of the following statements do you feel apply to each of the brands shown below? Please select all that apply for each brand Apple														
Unweighted base	979	799	397	479	847	416	490	592	612	305	718	560	786	611
Base	977 30%	796 34%	393	473 31%	845 30%	414 35%	487 31%	590 31%	609 31%	292 30%	32%	554 32%	782	605 32%
Is a brand I trust	30%		33%						31%					
Is reliable Is up and coming	31% 14%	35% 15%	36% 13%	37% 13%	32%	39% 13%	34% 13%	35% 14%	34% 13%	36% 9%	34% 14%	35% 12%	33%	33% 14%
Is cutting edge	37%	39%	37%	40%	38%	40%	38%	39%	39%	38%	38%	38%	38%	36%
Is a brand for me	25%	28%	26%	27%	25%	29%	26%	26%	25%	24%	26%	25%	26%	25%
Offers good value for money	17%	18%	15%	15%	17%	16%	15%	15%	15%	10%	17%	16%	16%	15%
Is different	35%	39%	41%	41%	37%	42%	38%	40%	40%	38%	39%	40%	37%	37%
None of these	12%	11%	12%	13%	13%	14%	13%	13%	12%	15%	13%	13%	12%	13%
Don't know	14%	12%	10%	11%	13%	10%	12%	12%	12%	9%	12%	10%	13%	12%



Tougov Survey Results														
Sample Size: 977								Smartphone						
Fieldwork: 21/12/2018 - 01/01/2019	Total					And whic	h, if any, of the f	ollowing brand	ls is your current	handset?				
		Apple	Google Pixel	нтс	Huawei	LG	Lumia (Nokia Lumia, Microsoft Lumia)	Motorola	Nokia (excluding Nokia Lumia)	OnePlus	Samsung	Sony	Xiaomi	ZTE
Now thinking more generally about handset brands, which of these brands would you match with each of these statements? Please select one statement per brand Xiaomi														
Unweighted base	979	209	-	1	350	-	2	-	3	6	35	3	171	8
Base	977	207	-	1	352	-	2	-	3	6	37	3	167	7
I do not know this brand	1%	2%	-	-	1%	-	-	-	-	-	-	-	-	-
I would never choose this brand	6%	8%	-		5%	-	-	-		15%	12%	-	2%	12%
I have heard of this brand but don't know much about it	7%	11%	-	-	7%	-		-	36%	-	6%	-	1%	-
I know a little about this brand	14%	22%	-	-	11%	-	-	-	25%	-	9%	37%	4%	12%
I would try it under certain circumstances	23%	26%	-	-	23%	-	56%	-	-	67%	31%	36%	4%	17%
I would like to try it based on what I've heard recently	15%	15%	-	-	19%	-	-	-	40%	18%	26%	-	6%	-
This is one of my preferred brands	32%	15%	-	100%	34%	-	44%	-	-	-	15%	27%	67%	58%
This is the only brand I would consider	3%	0%	-	-	0%	-	-	-	-	-	-	-	16%	-
Still thinking about handset brands Which of the following statements do you feel apply to each of the brands shown below? Please select all that apply for each brand Apple Unweighted base	979	209		1	350		2		2	6	35	3	171	0
Base	979	209	-	1	350	-	2	-	3	6	35	3	167	8
	30%	58%	-	-	22%	-	56%		-	15%	34%	-	18%	32%
Is a brand I trust Is reliable	30%	58%	-		22%	-	56% 44%		- 40%	31%	34%		25%	32%
Is reliable	14%	23%			12%	-	-		- 40%	18%	12%		13%	11%
Is cutting edge	37%	42%	-		39%	-	- 56%		- 40%	32%	27%	- 37%	38%	12%
Is a brand for me	25%	42%			17%	-	56%		40%	32%	21%	-	17%	-
Is a brand for me Offers good value for money	25% 17%	34%	-		13%	-	56%		40%	10%	29%		11%	
Is different	35%	46%			33%	-	100%		40%	15%	34%	73%	28%	21%
None of these	12%	2%		- 100%	13%	-	100%		40%	1376	13%	27%	15%	43%
Don't know	12%	7%		-	15%	-			60%	18%	10%	-	13%	43%
Don't know	14%	1 %	-	-	15%	-	-	-	00%	10%	10%	-	13%	12%



rougov Survey Results														
Sample Size: 977								Smartphone						
Fieldwork: 21/12/2018 - 01/01/2019	Total						Brai	nds would con	sider					
		Apple	Google Pixel	нтс	Huawei	LG	Lumia (Nokia Lumia, Microsoft Lumia)	Motorola	Nokia (excluding Nokia Lumia)	OnePlus	Samsung	Sony	Xiaomi	ZTE
Now thinking more generally about handset brands, which of these brands would you match with each of these statements? Please select one statement per brand Xiaomi														
Unweighted base	979	327	34	19	666	14	30	11	29	77	113	34	288	37
Base	977	318	32	18	668	13	27	10	29	75	113	31	285	37
I do not know this brand	1%	2%	-	-	1%	-	-	-	-	-	-	-	-	-
I would never choose this brand	6%	6%	3%	6%	5%	15%	2%	10%	3%	7%	7%	8%	-	3%
I have heard of this brand but don't know much about it	7%	8%	-	5%	6%	7%	-	9%	5%	3%	7%	9%	1%	7%
I know a little about this brand	14%	15%	8%	11%	13%	24%	22%	11%	12%	11%	12%	12%	4%	8%
I would try it under certain circumstances	23%	28%	22%	32%	23%	7%	37%	27%	31%	20%	27%	18%	8%	26%
I would like to try it based on what I've heard recently	15%	15%	23%	15%	16%	8%	13%	19%	13%	10%	18%	12%	12%	8%
This is one of my preferred brands	32%	25%	40%	31%	34%	40%	25%	25%	32%	46%	27%	37%	65%	46%
This is the only brand I would consider	3%	1%	5%	-	2%	-	-	-	3%	4%	3%	4%	9%	3%
Still thinking about handset brands Which of the following statements do you feel apply to each of the brands shown below? Please select all that apply for each brand Apple														
Unweighted base	979	327	34	19	666	14	30	11	29	77	113	34	288	37
Base	977	318	32	18	668	13	27	10	29	75	113	31	285	37
Is a brand I trust	30%	53%	37%	21%	29%	13%	30%	9%	31%	26%	33%	33%	24%	12%
Is reliable	31%	53%	57%	24%	30%	34%	37%	17%	30%	37%	35%	42%	29%	18%
Is up and coming	14%	20%	14%	33%	13%	7%	11%	-	20%	9%	14%	12%	13%	16%
Is cutting edge	37%	50%	51%	52%	39%	48%	53%	38%	50%	41%	42%	58%	38%	29%
Is a brand for me	25%	50%	39%	19%	23%	13%	40%	17%	25%	18%	26%	27%	19%	9%
Offers good value for money	17%	30%	29%	22%	16%	31%	27%	26%	17%	12%	22%	24%	10%	9%
Is different	35%	46%	55%	48%	35%	55%	58%	47%	66%	37%	45%	38%	34%	33%
None of these	12%	3%	10%	16%	14%	27%	6%	16%	9%	19%	10%	20%	13%	23%
Don't know	14%	5%	6%	-	12%	-	9%	19%	12%	9%	11%	2%	12%	18%



YouGov Survey Results		Phor	e type							
Sample Size: 977	Total			Smar	tphone			Smartphone		
Fieldwork: 21/12/2018 - 01/01/2019	Total	Standard		Ge	nder			Age (5 ways)		
		mobile	Smartphone	Male	Female	18 - 24	25 - 34	35 - 44	45 - 54	55+
Still thinking about handset brands Which of the following statements do you feel apply to each of the brands shown below? Please select all that apply for each brand Huawei										
Unweighted base	979	10	958	526	432	275	321	207	111	44
Base	977	11	956	530	426	238	323	228	107	61
Is a brand I trust	53%	21%	54%	56%	52%	46%	53%	57%	58%	75%
Is reliable	51%	42%	52%	54%	49%	45%	49%	55%	55%	76%
Is up and coming	33%	26%	33%	32%	33%	32%	29%	38%	24%	53%
Is cutting edge	36%	18%	36%	38%	34%	30%	35%	38%	37%	63%
Is a brand for me	48%	29%	49%	49%	48%	43%	47%	50%	52%	71%
Offers good value for money	43%	38%	44%	43%	44%	36%	43%	49%	44%	64%
Is different	34%	17%	34%	35%	32%	29%	32%	36%	36%	52%
None of these	5%	30%	5%	6%	3%	5%	3%	7%	4%	-

11%

10%

11%

9%

10%

4%

Still thinking about handset brands... Which of the following statements do you feel apply to each of the brands shown below? Please select all that apply for each

10%

Don't know

11%

10%

9%

brand. - LG

Unweighted base	979	10	958	526	432	275	321	207	111	44
Base	977	11	956	530	426	238	323	228	107	61
Is a brand I trust	10%	21%	9%	10%	9%	7%	12%	8%	11%	7%
Is reliable	10%	-	10%	11%	9%	9%	11%	9%	10%	13%
Is up and coming	11%	12%	11%	12%	11%	12%	11%	10%	16%	9%
Is cutting edge	11%	9%	11%	13%	8%	8%	12%	12%	11%	11%
Is a brand for me	7%	8%	7%	7%	7%	6%	7%	10%	9%	2%
Offers good value for money	9%	22%	9%	10%	8%	4%	10%	12%	10%	9%
Is different	11%	17%	10%	11%	10%	8%	12%	9%	16%	9%
None of these	23%	26%	23%	24%	20%	21%	21%	25%	26%	22%
Don't know	35%	32%	35%	32%	38%	40%	34%	35%	24%	34%



Sample Size: 977 Fieldwork: 21/12/2018 - 01/01/2019

Results														
								Smartphone						
/01/2019	Total						B	rand awarene	ss					
		Apple	Google Pixel	нтс	Huawei	LG	Lumia (Nokia Lumia, Microsoft Lumia)	Motorola	Nokia (excluding Nokia Lumia)	OnePlus	Samsung	Sony	Xiaomi	ZTE
ands Which of the eel apply to each of the select all that apply for each														
Unweighted base	979	799	397	479	847	416	490	592	612	305	718	560	786	611
Base	977	796	393	473	845	414	487	590	609	292	717	554	782	605
Is a brand I trust	53%	54%	57%	57%	57%	58%	56%	56%	55%	55%	55%	57%	54%	57%
Is reliable	51%	52%	53%	53%	54%	52%	53%	55%	53%	54%	52%	54%	53%	54%
Is up and coming	33%	32%	36%	36%	34%	36%	34%	35%	34%	34%	34%	34%	33%	34%
Is cutting edge	36%	36%	36%	38%	38%	40%	37%	38%	37%	38%	36%	37%	36%	38%
Is a brand for me	48%	50%	52%	50%	52%	51%	52%	52%	51%	51%	51%	52%	50%	51%
Offers good value for money	43%	45%	47%	48%	46%	46%	47%	47%	46%	43%	46%	47%	45%	46%
Is different	34%	33%	34%	33%	35%	32%	34%	34%	32%	30%	33%	33%	33%	33%
None of these	5%	5%	5%	4%	4%	5%	4%	4%	4%	6%	4%	4%	5%	4%
Don't know	10%	10%	9%	8%	9%	9%	9%	10%	10%	7%	10%	8%	10%	9%
ands Which of the eel apply to each of the select all that apply for each														
Unweighted base	979	799	397	479	847	416	490	592	612	305	718	560	786	611
Base	977	796	393	473	845	414	487	590	609	292	717	554	782	605
Is a brand I trust	10%	9%	10%	8%	9%	8%	9%	9%	9%	11%	9%	9%	9%	10%
Is reliable	10%	10%	13%	10%	10%	10%	11%	11%	10%	10%	10%	10%	10%	11%
Is up and coming	11%	11%	10%	11%	12%	10%	10%	11%	11%	11%	12%	11%	11%	11%
Is cutting edge	11%	11%	12%	10%	11%	9%	11%	10%	10%	9%	10%	10%	10%	10%
Is a brand for me	7%	8%	9%	7%	8%	7%	9%	8%	7%	8%	7%	7%	7%	8%
Offers good value for money	9%	9%	10%	9%	9%	9%	11%	9%	9%	7%	9%	9%	9%	10%
Is different	11%	11%	10%	9%	10%	11%	11%	10%	10%	10%	11%	9%	10%	10%
None of these	23%	23%	22%	23%	23%	25%	23%	23%	23%	25%	24%	23%	23%	23%

34%

36%

37%

35%

35%

36%

35%

35%

Still thinking about handset brands... Which of following statements do you feel apply to each o brands shown below? Please select all that app brand. - Huawei

Still thinking about handset brands... Which of

following statements do you feel apply to each o brands shown below? Please select all that app

brand. - LG

35%

35%

34%

36%

35%

Don't know

37%



Toucov ourvey Results														
Sample Size: 977								Smartphone						
Fieldwork: 21/12/2018 - 01/01/2019	Total					And whic	h, if any, of the f	ollowing brand	ls is your current	handset?				
		Apple	Google Pixel	нтс	Huawei	LG	Lumia (Nokia Lumia, Microsoft Lumia)	Motorola	Nokia (excluding Nokia Lumia)	OnePlus	Samsung	Sony	Xiaomi	ZTE
Still thinking about handset brands Which of the following statements do you feel apply to each of the brands shown below? Please select all that apply for each brand Huawei														
Unweighted base	979	209	-	1	350	-	2	-	3	6	35	3	171	8
Base	977	207	-	1	352	-	2	-	3	6	37	3	167	7
Is a brand I trust	53%	44%	-	-	69%	-	44%	-	60%	17%	40%	-	47%	64%
Is reliable	51%	51%	-		60%	-	100%	-	-	32%	37%	27%	46%	43%
Is up and coming	33%	32%	-	-	38%	-	-	-	25%	16%	37%	-	32%	43%
Is cutting edge	36%	32%	-	-	45%	-	-	-	36%	-	29%	-	30%	75%
Is a brand for me	48%	38%	-	-	64%	-	-	-	-	17%	38%	27%	38%	64%
Offers good value for money	43%	43%	-	-	57%	-	56%	-	25%	17%	29%	-	31%	54%
Is different	34%	32%	-	-	43%	-	-	-	-	18%	32%	36%	30%	17%
None of these	5%	6%	-	100%	1%	-	-	-	40%	15%	8%	37%	9%	-
Don't know	10%	9%	-	-	4%	-	-	-	-	18%	6%	-	14%	12%
Still thinking about handset brands Which of the following statements do you feel apply to each of the brands shown below? Please select all that apply for each brand LG Unweighted base	979	209		1	350	-	2	-	3	6	35	3	171	8
	979	209	-	1	352		2	-	3	6	35	3	167	7
Base Is a brand I trust	10%	10%		-	8%		-	-	-	18%	16%	27%	7%	13%
Is a brand i trust	10%	9%			11%		-	-	36%	1070	9%	2176	10%	13%
Is reliable Is up and coming	11%	10%			14%			-	30%		13%		11%	-
Is cutting edge	11%	9%	-		14%		-	-			16%		7%	- 24%
Is a brand for me	7%	9% 6%	-	-	7%	•		-	- 25%	- 17%	10%	-	5%	13%
Offers good value for money	9%	6%	-		11%			-	25%	34%	11%		5%	13%
Is different	9% 11%	10%	-	- 100%	11%		44%	-	-	-	24%	- 36%	7%	-
Is different None of these	23%	23%		100%	22%		44%	-	-		24%	36%	22%	- 30%
	23% 35%	40%	-		30%		56%		40%	49%	21%		35%	30% 46%
Don't know	35%	40%	-	-	30%	-	50%	-	40%	49%	20%	-	35%	46%



Sample Size: 977 Fieldwork: 21/12/2018 - 01/01/2019

Total							Smartphone						
Iotai						Bran	ids would con	sider					
	Apple	Google Pixel	нтс	Huawei	LG	Lumia (Nokia Lumia, Microsoft Lumia)	Motorola	Nokia (excluding Nokia Lumia)	OnePlus	Samsung	Sony	Xiaomi	ZTE

Still thinking about handset brands... Which of the following statements do you feel apply to each of the brands shown below? Please select all that apply for each brand. - Huawei

Unweighted base	979	327	34	19	666	14	30	11	29	77	113	34	288	37
Base	977	318	32	18	668	13	27	10	29	75	113	31	285	37
Is a brand I trust	53%	43%	47%	58%	65%	60%	43%	65%	53%	53%	49%	42%	56%	64%
Is reliable	51%	45%	38%	38%	62%	43%	33%	57%	55%	53%	45%	32%	51%	67%
Is up and coming	33%	31%	32%	45%	36%	50%	37%	38%	30%	43%	38%	39%	33%	43%
Is cutting edge	36%	31%	36%	43%	45%	42%	30%	27%	37%	44%	39%	32%	37%	53%
Is a brand for me	48%	44%	54%	63%	61%	49%	47%	36%	67%	49%	46%	49%	48%	60%
Offers good value for money	43%	39%	41%	39%	53%	50%	46%	47%	54%	40%	40%	34%	38%	47%
Is different	34%	26%	46%	39%	41%	36%	29%	28%	21%	41%	34%	31%	30%	42%
None of these	5%	8%	12%	5%	1%	13%	4%	8%	7%	9%	5%	15%	6%	-
Don't know	10%	7%	3%	-	6%	7%	7%	8%	6%	6%	6%	13%	8%	10%
Still thinking about handset brands Which of the following statements do you feel apply to each of the brands shown below? Please select all that apply for each														
following statements do you feel apply to each of the brands shown below? Please select all that apply for each brand LG														
following statements do you feel apply to each of the brands shown below? Please select all that apply for each brand LG Unweighted base	979	327	34	19	666	14	30	11	29	77	113	34	288	37
following statements do you feel apply to each of the brands shown below? Please select all that apply for each brand LG Unweighted base Base	977	318	32	18	668	13	27	10	29	75	113	31	285	37
following statements do you feel apply to each of the brands shown below? Please select all that apply for each brand LG Unweighted base Base Is a brand I trust	977 10%	318 12%	32 20%	18 21%	668 9%	13 21%	27 21%	10 -	29 23%	75 5%	113 16%	31 17%	285 11%	37 8%
following statements do you feel apply to each of the brands shown below? Please select all that apply for each brand LG Unweighted base Base Is a brand I trust Is reliable	977 10% 10%	318 12% 11%	32 20% 18%	18 21% 10%	668 9% 10%	13 21% 21%	27 21% 4%	10 - 29%	29 23% 8%	75 5% 11%	113 16% 11%	31 17% 16%	285 11% 12%	37 8% 6%
following statements do you feel apply to each of the brands shown below? Please select all that apply for each brand LG Unweighted base Base Is a brand I trust Is reliable Is up and coming	977 10% 10% 11%	318 12% 11% 12%	32 20% 18% 3%	18 21% 10% 7%	668 9% 10% 13%	13 21% 21% 15%	27 21% 4% 4%	10 - 29% -	29 23% 8% 8%	75 5% 11% 9%	113 16% 11% 19%	31 17% 16% 12%	285 11% 12% 11%	37 8% 6% 21%
following statements do you feel apply to each of the brands shown below? Please select all that apply for each brand LG Unweighted base Base Is a brand I trust Is reliable Is up and coming Is cutting edge	977 10% 10% 11% 11%	318 12% 11% 12% 11%	32 20% 18% 3% 16%	18 21% 10% 7% 28%	668 9% 10% 13% 11%	13 21% 21% 15% 35%	27 21% 4% 4% 17%	10 - 29% - 18%	29 23% 8% 8% 18%	75 5% 11% 9% 14%	113 16% 11% 19% 11%	31 17% 16% 12% 18%	285 11% 12% 11% 13%	37 8% 6% 21% 22%
following statements do you feel apply to each of the brands shown below? Please select all that apply for each brand LG Unweighted base Base Is a brand I trust Is reliable Is up and corning Is cutting edge Is a brand for me	977 10% 10% 11% 11% 7%	318 12% 11% 12% 11% 7%	32 20% 18% 3% 16% 21%	18 21% 10% 7% 28% 5%	668 9% 10% 13% 11% 8%	13 21% 21% 15% 35% 28%	27 21% 4% 4% 17% 20%	10 - 29% - 18% -	29 23% 8% 8% 18% 10%	75 5% 11% 9% 14% 12%	113 16% 11% 19% 11% 11%	31 17% 16% 12% 18% 19%	285 11% 12% 11% 13% 8%	37 8% 6% 21% 22% 15%
following statements do you feel apply to each of the brands shown below? Please select all that apply for each brand LG Unweighted base Base Is a brand I trust Is reliable Is up and coming Is cutting edge Is a brand for me Offers good value for money	977 10% 10% 11% 11% 7% 9%	318 12% 11% 12% 11% 7% 10%	32 20% 18% 3% 16% 21% 15%	18 21% 10% 7% 28% 5% 18%	668 9% 10% 13% 11% 8% 9%	13 21% 21% 15% 35% 28% 21%	27 21% 4% 4% 17% 20% 9%	10 - 29% - 18% - 18%	29 23% 8% 8% 18% 10% 14%	75 5% 11% 9% 14% 12% 13%	113 16% 11% 19% 11% 11% 12%	31 17% 16% 12% 18% 19% 14%	285 11% 12% 11% 13% 8% 10%	37 8% 6% 21% 22% 15% 11%
following statements do you feel apply to each of the brands shown below? Please select all that apply for each brand LG Unweighted base Base Is a brand I trust Is reliable Is up and coming Is cutting edge Is a brand for me Offers good value for money Is different	977 10% 10% 11% 11% 7% 9% 11%	318 12% 11% 12% 11% 7% 10% 11%	32 20% 18% 3% 16% 21% 15% 23%	18 21% 10% 7% 28% 5% 18% 15%	668 9% 10% 13% 11% 8% 9% 10%	13 21% 21% 15% 35% 28% 21% 30%	27 21% 4% 4% 17% 20% 9% 19%	10 - 29% - 18% - 18% 17%	29 23% 8% 8% 18% 10% 14% 12%	75 5% 11% 9% 14% 12% 13% 12%	113 16% 11% 19% 11% 11% 12% 13%	31 17% 16% 12% 18% 19% 14% 15%	285 11% 12% 11% 13% 8% 10% 11%	37 8% 6% 21% 22% 15% 11% 9%
following statements do you feel apply to each of the brands shown below? Please select all that apply for each brand LG Unweighted base Base Is a brand I trust Is reliable Is up and coming Is cutting edge Is a brand for me Offers good value for money	977 10% 10% 11% 11% 7% 9%	318 12% 11% 12% 11% 7% 10%	32 20% 18% 3% 16% 21% 15%	18 21% 10% 7% 28% 5% 18%	668 9% 10% 13% 11% 8% 9%	13 21% 21% 15% 35% 28% 21%	27 21% 4% 4% 17% 20% 9%	10 - 29% - 18% - 18%	29 23% 8% 8% 18% 10% 14%	75 5% 11% 9% 14% 12% 13%	113 16% 11% 19% 11% 11% 12%	31 17% 16% 12% 18% 19% 14%	285 11% 12% 11% 13% 8% 10%	37 8% 6% 21% 22% 15% 11%



8% 21% 4% 8% 9% 8% 18% 45%

YouGov Survey Results

YouGov Survey Results		Phon	e type							
Sample Size: 977	Total			Smart	phone			Smartphone		
Fieldwork: 21/12/2018 - 01/01/2019	. oran	Standard	Concertain to a sec	Ger	nder			Age (5 ways)		
		mobile	Smartphone	Male	Female	18 - 24	25 - 34	35 - 44	45 - 54	55+
Still thinking about handset brands Which of the following statements do you feel apply to each of the brands shown below? Please select all that apply for each brand OnePlus										
Unweighted base	979	10	958	526	432	275	321	207	111	44
Base	977	11	956	530	426	238	323	228	107	61
Is a brand I trust	12%	13%	12%	13%	10%	10%	12%	13%	13%	4%

Dase	511		330	550	420	200	525	220	107
Is a brand I trust	12%	13%	12%	13%	10%	10%	12%	13%	13%
Is reliable	12%	22%	12%	14%	8%	12%	9%	15%	13%
Is up and coming	20%	29%	20%	22%	18%	18%	17%	22%	27%
Is cutting edge	14%	21%	14%	16%	11%	15%	13%	15%	16%
Is a brand for me	11%	13%	11%	14%	8%	13%	8%	14%	13%
Offers good value for money	13%	22%	13%	16%	10%	12%	12%	18%	12%
Is different	14%	18%	14%	18%	10%	14%	13%	16%	20%
None of these	16%	29%	16%	17%	16%	18%	17%	13%	16%
Don't know	35%	11%	35%	31%	41%	32%	36%	35%	35%
Still thinking about handset brands Which of the									
following statements do you feel apply to each of the									
brands shown below? Please select all that apply for each									

brand. - Samsung

Unweighted base	979	10	958	526	432	275	321	207	111	44
Base	977	11	956	530	426	238	323	228	107	61
Is a brand I trust	16%	43%	16%	16%	15%	13%	17%	16%	16%	22%
Is reliable	18%	46%	18%	18%	17%	14%	13%	22%	24%	31%
Is up and coming	13%	-	13%	14%	11%	10%	12%	11%	21%	20%
Is cutting edge	20%	29%	20%	23%	15%	16%	17%	24%	21%	28%
Is a brand for me	14%	17%	14%	14%	13%	14%	13%	15%	11%	22%
Offers good value for money	12%	20%	12%	12%	12%	7%	12%	11%	17%	18%
Is different	16%	9%	16%	18%	13%	11%	15%	18%	20%	26%
None of these	24%	26%	24%	24%	23%	30%	23%	22%	19%	15%
Don't know	22%	8%	22%	19%	25%	20%	24%	24%	20%	13%



YouGov Survey Results														
-								Smartphone						
Sample Size: 977 Fieldwork: 21/12/2018 - 01/01/2019	Total						F	rand awarene	\$\$					
1 leidwork. 21/12/2010 - 01/01/2019			1 1				Lumia (Nokia		1				1	
		Apple	Google Pixel	нтс	Huawei	LG	Lumia, Microsoft Lumia)	Motorola	Nokia (excluding Nokia Lumia)	OnePlus	Samsung	Sony	Xiaomi	ZTE
Still thinking about handset brands Which of the following statements do you feel apply to each of the brands shown below? Please select all that apply for each brand OnePlus														
Unweighted base	979	799	397	479	847	416	490	592	612	305	718	560	786	611
Base	977	796	393	473	845	414	487	590	609	292	717	554	782	605
Is a brand I trust	12%	11%	12%	12%	11%	11%	13%	12%	11%	17%	11%	12%	11%	12%
Is reliable	12%	12%	14%	13%	12%	12%	12%	12%	12%	19%	12%	13%	12%	13%
Is up and coming	20%	20%	20%	21%	20%	20%	20%	19%	19%	27%	20%	18%	19%	19%
Is cutting edge	14%	15%	15%	15%	15%	14%	13%	14%	14%	22%	15%	15%	14%	15%
Is a brand for me	11%	10%	12%	12%	11%	11%	12%	11%	11%	19%	11%	11%	11%	12%
Offers good value for money	13%	13%	17%	15%	14%	13%	14%	13%	13%	22%	13%	13%	13%	13%
Is different	14%	14%	13%	15%	15%	14%	14%	15%	14%	22%	14%	13%	15%	15%
None of these	16%	17%	15%	13%	16%	16%	16%	16%	16%	10%	17%	15%	16%	16%
Don't know	35%	36%	35%	36%	36%	37%	35%	37%	37%	23%	36%	37%	36%	36%
Still thinking about handset brands Which of the following statements do you feel apply to each of the brands shown below? Please select all that apply for each brand Samsung														
Unweighted base	979	799	397	479	847	416	490	592	612	305	718	560	786	611
Base	977	796	393	473	845	414	487	590	609	292	717	554	782	605
Is a brand I trust	16%	15%	16%	15%	16%	14%	17%	16%	15%	13%	17%	15%	16%	16%
Is reliable	18%	18%	19%	18%	18%	19%	20%	17%	18%	18%	18%	17%	17%	18%
Is up and coming	13%	13%	11%	12%	13%	11%	12%	12%	12%	13%	12%	10%	12%	13%
Is cutting edge	20%	20%	23%	21%	20%	20%	20%	21%	20%	23%	20%	20%	19%	21%
Is a brand for me	14%	14%	14%	13%	14%	14%	15%	13%	13%	13%	14%	13%	13%	14%
Offers good value for money	12%	11%	10%	9%	11%	10%	10%	10%	10%	6%	11%	10%	11%	10%
Is different	16%	16%	17%	15%	15%	14%	17%	16%	15%	16%	16%	15%	16%	15%

None of these

Don't know

24%

22%

25%

21%

27%

19%

25%

22%

24%

22%

27%

23%

26%

19%

25%

21%

25%

22%

29%

18%

25%

21%

26%

21%

24%

22%

25%

22%



		-												
Sample Size: 977								Smartphone						
Fieldwork: 21/12/2018 - 01/01/2019	Total					And whic	h if any of the f	ollowing brand	ls is your current	handset?				
1 1010 WORK. 21/12/2010 - 01/01/2013						,		one ming brane	ie ie jeur eurrein	manacott		_		
		Apple	Google Pixel	нтс	Huawei	LG	Lumia (Nokia Lumia, Microsoft Lumia)	Motorola	Nokia (excluding Nokia Lumia)	OnePlus	Samsung	Sony	Xiaomi	ZTE
Still thinking about handset brands Which of the following statements do you feel apply to each of the brands shown below? Please select all that apply for each brand OnePlus														
Unweighted base	979	209	-	1	350	-	2	-	3	6	35	3	171	8
Base	977	207	-	1	352	-	2	-	3	6	37	3	167	7
Is a brand I trust	12%	8%	-	-	12%	-	-	-	-	49%	16%	-	12%	-
Is reliable	12%	8%		-	13%	-		-	-	47%	15%	-	8%	26%
Is up and coming	20%	16%	-	-	23%	-	44%	-	-	15%	28%	27%	20%	33%
Is cutting edge	14%	10%	-	-	16%	-	-	-	-	47%	8%	-	14%	35%
Is a brand for me	11%	6%	-	-	11%	-	-	-	25%	85%	22%	-	10%	13%
Offers good value for money	13%	11%	-	-	15%	-	-	-	36%	31%	22%	-	11%	26%
Is different	14%	12%	-	-	16%	-	44%	-	36%	31%	18%	36%	11%	29%
None of these	16%	20%	-	100%	16%	-	56%	-	-	-	11%	-	14%	12%
Don't know	35%	41%		-	31%	-	-	-	40%	-	24%	37%	35%	12%
Still thinking about handset brands Which of the following statements do you feel apply to each of the brands shown below? Please select all that apply for each brand Samsung														
Unweighted base	979	209	-	1	350	-	2	-	3	6	35	3	171	8
Base	977	207	-	1	352	-	2	-	3	6	37	3	167	7
Is a brand I trust	16%	14%	-	100%	15%	-	-	-	-	-	49%	-	10%	-
Is reliable	18%	18%	•	-	19%	-	•	-	-	-	38%	-	14%	25%
Is up and coming	13%	11%	-	-	15%	-	-	-	-	16%	16%	-	14%	11%
Is cutting edge	20%	17%	-	100%	21%	-	-	-	-	-	43%	27%	17%	25%
Is a brand for me	14%	12%	-	100%	15%	-	-	-	-	18%	31%	-	12%	-
Offers good value for money	12%	12%	-	-	13%	-	-	-	-	-	22%	-	7%	-
Is different	16%	15%	-	100%	14%	-	44%	-	-	-	49%	36%	12%	-
None of these	24%	22%	-	-	24%	-	-	-	100%	47%	8%	37%	26%	22%
Don't know	22%	23%	-	-	19%	-	56%	-	-	18%	10%	-	27%	29%



Sample Size: 977 Fieldwork: 21/12/2018 - 01/01/2019

Brands would consider Apple Google Pixel HTC Huawei LG Lumia (Nokia Lumia, Microsoft Nokia (excluding) OnePlus Samsung Sony Xiaomi ZTE	Total					Smartphone						
Nokia Apple Google Pixel HTC Huawei LG Lumia, Motorola (excluding OnePlus Samsung Sony Xiaomi ZTE Microsoft Nichia Lumia)	lotai				Brand	ds would cons	sider					
Lumia)	Apple Google Pixel	нтс	Huawei	LG	Lumia,	Motorola		OnePlus	Samsung	Sony	Xiaomi	ZTE

Still thinking about handset brands Which of the	
following statements do you feel apply to each of the	
brands shown below? Please select all that apply for each	
brand OnePlus	

Unweighted base	979	327	34	19	666	14	30	11	29	77	113	34	288	37
Base	977	318	32	18	668	13	27	10	29	75	113	31	285	37
Is a brand I trust	12%	13%	15%	30%	12%	29%	15%	37%	14%	36%	18%	24%	12%	14%
Is reliable	12%	12%	15%	15%	13%	44%	13%	10%	18%	43%	18%	26%	13%	13%
Is up and coming	20%	21%	23%	23%	22%	29%	17%	18%	24%	38%	22%	26%	23%	20%
Is cutting edge	14%	15%	16%	33%	15%	36%	14%	18%	13%	40%	14%	21%	17%	25%
Is a brand for me	11%	10%	15%	21%	12%	22%	19%	19%	22%	51%	17%	20%	15%	30%
Offers good value for money	13%	12%	13%	23%	13%	29%	14%	28%	22%	45%	19%	22%	16%	35%
Is different	14%	14%	27%	5%	16%	14%	17%	18%	15%	42%	17%	15%	15%	33%
None of these	16%	16%	13%	10%	16%	13%	10%	27%	24%	4%	14%	12%	14%	13%
	35%	35%	29%	27%	34%	30%	30%	18%	25%	9%	25%	34%	31%	13%
Don't know Still thinking about handset brands Which of the following statements do you feel apply to each of the brands shown below? Please select all that apply for each brand Samsung														
Still thinking about handset brands Which of the following statements do you feel apply to each of the brands shown below? Please select all that apply for each	0010													
Still thinking about handset brands Which of the following statements do you feel apply to each of the brands shown below? Please select all that apply for each brand Samsung Unweighted base	979	327	34	19	666	14	30	11	29	77	113	34	288	37
Still thinking about handset brands Which of the following statements do you feel apply to each of the brands shown below? Please select all that apply for each brand Samsung Unweighted base Base	979 977	318	32	18	668	13	27	10	29	75	113	31	285	37
Still thinking about handset brands Which of the following statements do you feel apply to each of the brands shown below? Please select all that apply for each brand Samsung Unweighted base Base Is a brand I trust	979 977 16%	318 18%	32 38%	18 51%	668 16%	13 27%	27 26%	10 35%	29 27%	75 18%	113 43%	31 29%	285 13%	37 13%
Still thinking about handset brands Which of the following statements do you feel apply to each of the brands shown below? Please select all that apply for each brand Samsung Unweighted base Base	979 977 16% 18%	318 18% 22%	32 38% 32%	18 51% 19%	668 16% 18%	13 27% 14%	27 26% 27%	10 35% 9%	29 27% 30%	75 18% 20%	113 43% 45%	31 29% 32%	285 13% 18%	37 13% 14%
Still thinking about handset brands Which of the following statements do you feel apply to each of the brands shown below? Please select all that apply for each brand Samsung Unweighted base Base Is a brand I trust	979 977 16% 18% 13%	318 18% 22% 11%	32 38%	18 51%	668 16%	13 27%	27 26%	10 35% 9% 17%	29 27% 30% 24%	75 18% 20% 17%	113 43% 45% 18%	31 29% 32% 12%	285 13% 18% 18%	37 13% 14% 25%
Still thinking about handset brands Which of the following statements do you feel apply to each of the brands shown below? Please select all that apply for each brand Samsung Unweighted base Base Is a brand I trust Is reliable	979 977 16% 18%	318 18% 22%	32 38% 32%	18 51% 19%	668 16% 18%	13 27% 14%	27 26% 27%	10 35% 9%	29 27% 30%	75 18% 20%	113 43% 45%	31 29% 32% 12% 30%	285 13% 18%	37 13% 14%
Still thinking about handset brands Which of the following statements do you feel apply to each of the brands shown below? Please select all that apply for each brand Samsung Unweighted base Base Is a brand I trust Is reliable Is up and coming	979 977 16% 18% 13% 20% 14%	318 18% 22% 11% 20% 18%	32 38% 32% 17%	18 51% 19% 26%	668 16% 18% 14% 21% 14%	13 27% 14% 6%	27 26% 27% 25% 21% 24%	10 35% 9% 17% 18% 26%	29 27% 30% 24% 35% 23%	75 18% 20% 17% 27% 15%	113 43% 45% 18% 37% 43%	31 29% 32% 12% 30% 30%	285 13% 18% 18% 24% 14%	37 13% 14% 25% 22% 14%
Still thinking about handset brands Which of the following statements do you feel apply to each of the brands shown below? Please select all that apply for each brand Samsung Unweighted base Base Is a brand I trust Is reliable Is up and coming Is cutting edge	979 977 16% 18% 13% 20%	318 18% 22% 11% 20%	32 38% 32% 17% 31%	18 51% 19% 26% 48%	668 16% 18% 14% 21%	13 27% 14% 6% 48%	27 26% 27% 25% 21%	10 35% 9% 17% 18%	29 27% 30% 24% 35%	75 18% 20% 17% 27%	113 43% 45% 18% 37%	31 29% 32% 12% 30%	285 13% 18% 18% 24%	37 13% 14% 25% 22%
Still thinking about handset brands Which of the following statements do you feel apply to each of the brands shown below? Please select all that apply for each brand Samsung Unweighted base Base Is a brand I trust Is reliable Is up and coming Is cutting edge Is a brand for me	979 977 16% 18% 13% 20% 14% 12% 16%	318 18% 22% 11% 20% 18%	32 38% 32% 17% 31% 18% 23% 31%	18 51% 19% 26% 48% 25%	668 16% 18% 14% 21% 14%	13 27% 14% 6% 48% 44%	27 26% 27% 25% 21% 24%	10 35% 9% 17% 18% 26% 19% 44%	29 27% 30% 24% 35% 23% 23% 24% 27%	75 18% 20% 17% 27% 15% 12% 16%	113 43% 45% 18% 37% 43% 27% 30%	31 29% 32% 12% 30% 30% 12% 20%	285 13% 18% 24% 14% 10% 15%	37 13% 14% 25% 22% 14% 10% 17%
Still thinking about handset brands Which of the following statements do you feel apply to each of the brands shown below? Please select all that apply for each brand Samsung Unweighted base Base Is a brand I trust Is reliable Is up and corning Is cutting edge Is a brand for me Offers good value for money	979 977 16% 18% 13% 20% 14% 12%	318 18% 22% 11% 20% 18% 14%	32 38% 32% 17% 31% 18% 23%	18 51% 19% 26% 48% 25% 24%	668 16% 18% 14% 21% 14% 12%	13 27% 14% 6% 48% 44% 15%	27 26% 27% 25% 21% 24% 13%	10 35% 9% 17% 18% 26% 19%	29 27% 30% 24% 35% 23% 23% 24%	75 18% 20% 17% 27% 15% 12%	113 43% 45% 18% 37% 43% 27%	31 29% 32% 12% 30% 30% 12%	285 13% 18% 18% 24% 14% 10%	37 13% 14% 25% 22% 14% 10%



Sample Size: 977 Fieldwork: 21/12/2018 - 01/01/2019

Still thinking about handset brands... Which of the

	Phon	e type										
Total		Smartnhone	Smart	phone	Smartphone							
TOLAT	Standard		Ger	nder			Age (5 ways)					
	mobile	Smartphone	Male	Female	18 - 24	25 - 34	35 - 44	45 - 54	55+			
sh												

following statements do you feel apply to each of the brands shown below? Please select all that apply for each brand. - Sony

Unweighted base	979	10	958	526	432	275	321	207	111	44
Base	977	11	956	530	426	238	323	228	107	61
Is a brand I trust	13%	-	13%	14%	11%	9%	13%	14%	16%	12%
Is reliable	14%	19%	14%	15%	12%	13%	12%	14%	19%	22%
Is up and coming	12%	21%	12%	10%	13%	13%	11%	9%	15%	12%
Is cutting edge	15%	9%	15%	17%	12%	15%	15%	17%	13%	9%
Is a brand for me	10%	9%	10%	12%	9%	9%	11%	11%	10%	9%
Offers good value for money	11%	9%	11%	11%	10%	9%	10%	13%	16%	7%
Is different	16%	20%	16%	19%	12%	17%	17%	15%	18%	9%
None of these	19%	9%	19%	20%	18%	17%	18%	21%	23%	18%
Don't know	30%	42%	30%	28%	32%	32%	29%	30%	24%	37%
Still thinking about handset brands Which of the following statements do you feel apply to each of the brands shown below? Please select all that apply for each brand Xiaomi										

Unweighted base	979	10	958	526	432	275	321	207	111	44
Base	977	11	956	530	426	238	323	228	107	61
Is a brand I trust	28%	21%	28%	34%	22%	26%	26%	30%	34%	37%
Is reliable	29%	12%	29%	34%	24%	25%	27%	29%	37%	49%
Is up and coming	23%	25%	23%	26%	19%	19%	23%	25%	24%	26%
Is cutting edge	21%	31%	20%	23%	17%	17%	19%	21%	25%	29%
Is a brand for me	27%	34%	27%	31%	22%	23%	22%	31%	33%	39%
Offers good value for money	37%	52%	37%	42%	31%	37%	34%	39%	40%	46%
Is different	20%	22%	21%	24%	16%	18%	17%	24%	26%	30%
None of these	12%	37%	11%	10%	13%	12%	11%	14%	5%	11%
Don't know	15%	-	15%	11%	20%	16%	17%	14%	15%	8%

Cell Contents (Column Percentage)



YouGov Survey Results														
Sample Size: 977								Smartphone						
Fieldwork: 21/12/2018 - 01/01/2019	Total						l	Brand awarene	SS					
		Apple	Google Pixel	нтс	Huawei	LG	Lumia (Nokia Lumia, Microsoft Lumia)	Motorola	Nokia (excluding Nokia Lumia)	OnePlus	Samsung	Sony	Xiaomi	ZTE
Still thinking about handset brands Which of the following statements do you feel apply to each of the brands shown below? Please select all that apply for each brand Sony														
Unweighted base	979	799	397	479	847	416	490	592	612	305	718	560	786	611
Base	977	796	393	473	845	414	487	590	609	292	717	554	782	605
Is a brand I trust	13%	13%	14%	14%	13%	14%	13%	14%	13%	16%	13%	14%	14%	14%
Is reliable	14%	14%	15%	15%	14%	15%	16%	16%	15%	17%	14%	16%	14%	15%
Is up and coming	12%	12%	11%	12%	12%	9%	14%	11%	10%	12%	12%	11%	12%	12%
Is cutting edge	15%	16%	17%	15%	14%	14%	16%	14%	14%	16%	15%	15%	15%	15%
Is a brand for me	10%	10%	11%	10%	10%	10%	11%	10%	10%	11%	10%	10%	10%	10%
Offers good value for money	11%	10%	10%	10%	10%	9%	10%	10%	9%	7%	10%	10%	10%	10%
Is different	16%	17%	19%	18%	16%	19%	19%	18%	17%	20%	17%	18%	17%	17%
None of these	19%	20%	18%	17%	19%	20%	17%	19%	19%	18%	19%	19%	20%	18%
Don't know	30%	30%	27%	29%	30%	30%	29%	31%	31%	28%	30%	29%	30%	29%
Still thinking about handset brands Which of the following statements do you feel apply to each of the brands shown below? Please select all that apply for each brand Xiaomi														
Unweighted base	979	799	397	479	847	416	490	592	612	305	718	560	786	611
Base	977	796	393	473	845	414	487	590	609	292	717	554	782	605
Is a brand I trust	28%	28%	29%	30%	28%	30%	29%	30%	31%	36%	28%	30%	30%	30%
Is reliable	29%	28%	31%	31%	30%	28%	28%	29%	29%	32%	28%	28%	31%	29%
Is up and coming	23%	23%	26%	23%	23%	24%	24%	23%	24%	23%	23%	24%	24%	22%
Is cutting edge	21%	20%	21%	20%	20%	20%	19%	19%	20%	22%	19%	19%	20%	19%
Is a brand for me	27%	27%	31%	29%	27%	29%	26%	28%	29%	32%	26%	28%	29%	28%
Offers good value for money	37%	38%	41%	43%	38%	42%	39%	39%	40%	48%	39%	40%	40%	40%
Is different	20%	20%	21%	17%	20%	18%	18%	20%	19%	19%	18%	18%	20%	20%
None of these	12%	12%	12%	11%	11%	12%	11%	12%	12%	9%	12%	12%	11%	11%
Don't know	15%	15%	14%	15%	16%	15%	14%	15%	15%	13%	15%	15%	14%	15%

Cell Contents (C



Sample Size: 977								Smartphone						
Fieldwork: 21/12/2018 - 01/01/2019	Total					And whic	h, if any, of the f	ollowing brand	ls is your current	handset?				
							Lumia (Nokia							
		Apple	Google Pixel	нтс	Huawei	LG	Lumia (Nokia Lumia, Microsoft Lumia)	Motorola	Nokia (excluding Nokia Lumia)	OnePlus	Samsung	Sony	Xiaomi	ZTE
Still thinking about handset brands Which of the following statements do you feel apply to each of the brands shown below? Please select all that apply for each brand Sony														
Unweighted base	979	209	-	1	350	-	2	-	3	6	35	3	171	8
Base	977	207	-	1	352	-	2	-	3	6	37	3	167	7
Is a brand I trust	13%	12%	-	-	10%	-	-	-	-	-	26%	27%	13%	13%
Is reliable	14%	12%	-	100%	14%	-	-	-	36%	-	19%	27%	15%	13%
Is up and coming	12%	13%	-	-	11%	-	-	-	-	16%	13%	-	9%	-
Is cutting edge	15%	15%	-	-	15%	-	44%	-	-	-	15%	64%	13%	24%
Is a brand for me	10%	8%	-	100%	11%	-	-	-	25%	34%	22%	27%	10%	13%
Offers good value for money	11%	11%	-	-	12%	-	-	-	-	-	16%	-	7%	11%
Is different	16%	18%	-	100%	16%	-	-	-	-	-	24%	100%	12%	-
None of these	19%	16%	-	-	18%	-	-	-	40%	15%	25%	-	23%	39%
Don't know	30%	34%	-	-	29%	-	56%	-	-	34%	13%	-	29%	37%
Still thinking about handset brands Which of the following statements do you feel apply to each of the brands shown below? Please select all that apply for each brand Xiaomi														
Unweighted base	979	209	-	1	350	-	2	-	3	6	35	3	171	8
Base	977	207	-	1	352	-	2	-	3	6	37	3	167	7
Is a brand I trust	28%	19%	-	100%	27%	-	44%	-	-	-	14%	27%	54%	26%
Is reliable	29%	18%	-	100%	32%	-	-	-	64%	-	14%	-	50%	26%
Is up and coming	23%	19%	-	100%	24%	-	56%	-	36%	50%	22%	27%	30%	36%
Is cutting edge	21%	18%	-	-	22%	-	•	•	25%	-	5%	-	28%	38%
Is a brand for me	27%	14%	-	100%	25%	-	•	-	40%	17%	7%	-	54%	47%
Offers good value for money	37%	26%	-	100%	37%	-	•	•	-	-	30%	-	59%	59%
Is different	20%	16%	-	-	22%	-	-	-	25%	-	17%	36%	28%	13%
None of these	12%	15%	-	-	11%	-	-	-	-	15%	20%	37%	4%	-
Don't know	15%	23%	-	-	12%	-	-	-	-	18%	19%	-	9%	29%

Cell Contents (C



YouGov Survey Results															
,	Total	Smartphone													
Sample Size: 977															
Fieldwork: 21/12/2018 - 01/01/2019		Brands would consider													
		Apple	Google Pixel	нтс	Huawei	LG	Lumia (Nokia Lumia, Microsoft Lumia)	Motorola	Nokia (excluding Nokia Lumia)	OnePlus	Samsung	Sony	Xiaomi	ZTE	
Still thinking about handset brands Which of the following statements do you feel apply to each of the brands shown below? Please select all that apply for each brand Sony															
Unweighted base	979	327	34	19	666	14	30	11	29	77	113	34	288	37	
Base	977	318	32	18	668	13	27	10	29	75	113	31	285	37	
Is a brand I trust	13%	14%	29%	15%	13%	29%	21%	19%	23%	17%	25%	47%	16%	14%	
Is reliable	14%	13%	31%	30%	14%	41%	17%	53%	27%	20%	18%	41%	17%	9%	
Is up and coming	12%	13%	13%	17%	13%	14%	26%	8%	6%	16%	18%	22%	12%	25%	
Is cutting edge	15%	15%	38%	33%	15%	29%	23%	19%	16%	13%	13%	28%	16%	27%	
Is a brand for me	10%	11%	14%	14%	12%	35%	24%	18%	18%	16%	15%	28%	13%	13%	
Offers good value for money	11%	11%	15%	22%	11%	29%	10%	18%	15%	8%	13%	18%	9%	9%	
Is different	16%	22%	39%	35%	16%	41%	24%	72%	25%	17%	23%	47%	19%	16%	
None of these	19%	17%	2%	11%	18%	17%	5%	-	11%	23%	14%	8%	19%	23%	
Don't know	30%	27%	16%	17%	29%	14%	17%	10%	31%	25%	20%	10%	25%	18%	
Still thinking about handset brands Which of the following statements do you feel apply to each of the brands shown below? Please select all that apply for each brand Xiaomi															
Unweighted base	979	327	34	19	666	14	30	11	29	77	113	34	288	37	
Base	977	318	32	18	668	13	27	10	29	75	113	31	285	37	
Is a brand I trust	28%	25%	39%	26%	30%	20%	16%	27%	38%	37%	19%	29%	51%	38%	
Is reliable	29%	26%	44%	21%	33%	27%	37%	17%	29%	33%	28%	39%	51%	39%	
Is up and coming	23%	22%	41%	22%	25%	33%	28%	34%	35%	34%	29%	40%	31%	33%	
Is cutting edge	21%	19%	26%	33%	22%	40%	19%	17%	21%	36%	19%	32%	29%	30%	
Is a brand for me	27%	21%	29%	40%	27%	41%	24%	16%	35%	37%	25%	38%	50%	35%	
Offers good value for money	37%	37%	52%	52%	40%	51%	47%	16%	48%	52%	37%	47%	57%	51%	
Is different	20%	18%	24%	28%	22%	13%	31%	36%	21%	24%	20%	22%	28%	23%	

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Cell Contents (C

12%

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10%

14%

None of these

Don't know

15%

7%