

YouGov Survey Results		Pho	ne type							
Sample Size: 933				Smar	tphone			Smartphone		
Fieldwork: 03/01/2019 - 11/01/2019	Total	Standard	1 1	Ge	nder			Age (5 ways)		
IEIGWOIK. 03/01/2013 - 11/01/2013		mobile	Smartphone				-	, igo (o ii u) o)		
				Male	Female	18 - 24	25 - 34	35 - 44	45 - 54	55+
low thinking more generally about handset brands, rhich of these brands would you match with each of rese statements? Please select one statement per										
rand Apple										
Unweighted base	928	19	907	401	506	88	213	254	199	153
Base	933	19	912	439	474	121	172	216	244	160
I do not know this brand	1%		1%	1%	1%		1%	1%	1%	1%
I would never choose this brand	10%	13%	10%	11%	9%	3%	8%	10%	11%	16%
I have heard of this brand but don't know much about it	4%	10%	4%	4%	4%	5%	1%	2%	4%	8%
I know a little about this brand	6%	10%	6%	7%	5%	6%	4%	6%	8%	6%
I would try it under certain circumstances	16%	6%	16%	17%	16%	21%	16%	15%	16%	16%
I would like to try it based on what I've heard recently	7%	•	8%	7%	8%	7%	6%	8%	6%	11%
This is one of my preferred brands	39%	37%	39%	37%	42%	41%	40%	41%	43%	31%
This is the only brand I would consider	16%	25%	16%	15%	16%	18%	23%	16%	13%	10%
rand Huawei Unweighted base	928	19	907	401	506	88	213	254	199	153
Base	933	19	912	439	474	121	172	216	244	160
I do not know this brand	3%	•	3%	4%	3%	•	2%	2%	5%	5%
I would never choose this brand	16%	21%	16%	18%	15%	25%	19%	18%	13%	11%
I have heard of this brand but don't know much about it	15%	15%	15%	12%	19%	28%	13%	14%	14%	13%
I know a little about this brand	13%	27%	12%	11%	14%	13%	16%	11%	12%	10%
I would try it under certain circumstances	19%	20%	19%	18%	20%	15%	20%	21%	18%	18%
I would like to try it based on what I've heard recently	15%	6%	16%	17%	14%	15%	17%	14%	15%	19%
This is one of my preferred brands	17%	12%	17%	20%	14%	2%	12%	19%	21%	23%
This is the only brand I would consider	1%		2%	1%	2%	1%	1%	2%	1%	2%
ow thinking more generally about handset brands, hich of these brands would you match with each of ese statements? Please select one statement per rand LG										
Unweighted base	928	19	907	401	506	88	213	254	199	153
Base	933	19	912	439	474	121	172	216	244	160
I do not know this brand	2%	6%	2%	3%	2%	2%	2%	2%	1%	3%
I would never choose this brand	10%	9%	10%	10%	11%	16%	10%	11%	9%	7%
I have heard of this brand but don't know much about it	13%	16%	13%	13%	13%	19%	9%	10%	14%	15%
I know a little about this brand	18%	32%	18%	15%	20%	16%	19%	17%	17%	18%
I would try it under certain circumstances	29%	30%	29%	30%	27%	27%	33%	29%	26%	28%
I would like to try it based on what I've heard recently	13%		14%	13%	14%	9%	16%	10%	20%	10%
This is one of my preferred brands	14%	7%	14%	16%	12%	10%	10%	19%	10%	18%
This is the only brand I would consider	1%	1.	1%	1%	1%		-	2%	1%	1%



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YouGov Survey Results														
Sample Size: 933								Smartphone						
Fieldwork: 03/01/2019 - 11/01/2019	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 Apple														
Unweighted base	928	699	320	498	556	540	340	460	502	146	665	563	564	309
Base	933 1%	702	323	504	564	544 0%	339	461	507	146	673 1%	566	569	313
I do not know this brand I would never choose this brand	1%	8%	- 11%	- 10%	- 11%	11%	- 11%	- 11%	- 10%	- 14%	1%	- 11%	- 12%	- 13%
I have heard of this brand but don't know much about it	4%	3%	3%	3%	4%	3%	3%	3%	3%	3%	3%	3%	4%	4%
I know a little about this brand	6%	5%	6%	6%	7%	6%	5%	6%	7%	6%	7%	7%	6%	7%
I would try it under certain circumstances	16%	14%	16%	17%	17%	18%	16%	17%	17%	14%	18%	17%	17%	17%
I would like to try it based on what I've heard recently	7%	6%	6%	7%	7%	6%	5%	6%	7%	6%	7%	8%	7%	5%
This is one of my preferred brands	39%	43%	44%	42%	41%	41%	45%	41%	41%	48%	40%	40%	40%	41%
This is the only brand I would consider	16%	20%	14%	15%	14%	14%	15%	15%	15%	10%	14%	15%	15%	12%
which of these brands would you match with each of these statements? Please select one statement per brand Huawei														
Unweighted base	928	699	320	498	556	540	340	460	502	146	665	563	564	309
Base	933	702	323	504 1%	564	544 2%	339	461 2%	507 2%	146 3%	673 3%	566 2%	569 2%	313 1%
I do not know this brand I would never choose this brand	3% 16%	3%	1%	1%	1%	2%	1%	2%	2%	3% 13%	3%	2%	2%	1%
I would never choose this brand							10%							
I have heard of this brand but don't know much about it	15%	16%	16%	16%	15%	16%	11%	15%	17%	6%	17%	17%	16%	10%
I know a little about this brand	13%	13%	10%	12%	12%	11%	11%	11%	11%	9%	12%	11%	12%	10%
I would try it under certain circumstances	19%	20%	18%	21%	20%	21%	21%	20%	21%	16%	20%	21%	21%	22%
I would like to try it based on what I've heard recently	15%	16%	17%	17%	16%	16%	18%	18%	16%	23%	16%	16%	17%	18%
This is one of my preferred brands	17%	15%	21%	17%	20%	16%	21%	18%	17%	28%	17%	17%	17%	23%
This is the only brand I would consider	1%	1%	2%	1%	2%	1%	2%	1%	1%	3%	1%	1%	2%	2%
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	928	699	320	498	556	540	340	460	502	146	665	563	564	309
Base	933	702	323	504	564	544	339	461	507	146	673	566	569	313
I do not know this brand	2%	2%	1%	1%	0%	1%	0%	1%	1%	-	2%	1%	1%	0%
I would never choose this brand	10%	11%	10%	9%	10%	8%	9%	10%	8%	9%	9%	9%	10%	9%
I have heard of this brand but don't know much about it	13%	13%	10%	12%	13%	12%	9%	12%	13%	5%	13%	13%	13%	10%
I know a little about this brand	18%	18%	17%	19%	18%	18%	19%	18%	18%	15%	17%	18%	18%	17%
I would try it under certain circumstances	29%	29%	31%	30%	30%	30%	31%	30%	30%	33%	30%	30%	30%	33%
I would like to try it based on what I've heard recently	13%	12%	14%	14%	14%	14%	14%	14%	14%	19%	15%	14%	14%	13%
This is one of my preferred brands	14%	14%	15%	15%	14%	17%	16%	14%	15%	18%	15%	15%	14%	16%
This is the only brand I would consider	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%



YouGov Survey Results Smartphone Sample Size: 933 Total Fieldwork: 03/01/2019 - 11/01/2019 And which, if any, of the following brands is your current handset? Lumia (Nokia Nokia Lumia, (excluding Apple Google Pixel нтс Huawei LG Motorola OnePlus Samsung Sony Xiaomi ZTE Microsoft Nokia Lumia) Lumia) 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 928 359 6 15 51 42 12 6 239 54 90 933 354 7 15 52 41 12 8 244 53 93 Base I do not know this brand 1% 0% 2% 12% 19% I would never choose this brand 10% 0% 12% 24% 20% 15% 14% 15% 10% --I have heard of this brand but don't know much about it 4% 0% 13% 5% 10% 19% 4% 9% I know a little about this brand 6% 0% 21% 13% 10% 13% 19% 9% 11% 8% --I would try it under certain circumstances 16% 3% 21% 9% 19% 27% 17% 17% 24% 31% 31% 7% 2% 13% 11% 12% 5% 13% 34% 10% 22% 8% I would like to try it based on what I've heard recently This is one of my preferred brands 39% 57% 19% 39% 26% 32% --16% 34% 34% 22% 21% -16% 37% 5% 8% 0% 3% 4% This is the only brand I would consider Now thinking more generally about handset brands, which of these brands would you match with each of these statements? Please select one statement ner brand. - Huawei 928 359 51 12 239 54 Unweighted base 15 42 6 90 Base 933 354 52 41 12 244 7 15 8 53 93 I do not know this brand 3% 3% 3% 8% 2% 16% 34% 17% 1% 25% 27% 34% 6% I would never choose this brand 20% 13% 25% I have heard of this brand but don't know much about it 15% 16% 34% 14% 11% 19% 17% 18% 15% 10% 21% 7% I know a little about this brand 13% 15% 28% 6% 11% 5% 11% I would try it under certain circumstances 19% 19% 12% 27% 1% 24% 9% 20% 26% 23% 15% 17% 19% 9% 11% 7% 38% 16% 11% 24% I would like to try it based on what I've heard recently ---This is one of my preferred brands 17% 10% 5% 62% 10% 48% 18% 10% 24% 1% 0% 18% 2% 1% 1% This is the only brand I would consider 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 928 359 51 42 239 54 90 Unweighted base 15 12 6 6 Base 933 354 7 15 52 41 12 8 244 53 93 I do not know this brand 2% 3% 2% 3% 1% 14% 32% 15% 14% 8% 4% I would never choose this brand 10% -8% -I have heard of this brand but don't know much about it 13% 12% 14% 9% 21% 17% 13% 17% 23% 19% 2% 17% 15% 21% I know a little about this brand 18% 18% 34% 25% 11% 20% I would try it under certain circumstances 29% 30% 34% 34% 21% 8% 47% 31% 30% 25% 32% 12% 7% 13% 34% 20% 15% 10% I would like to try it based on what I've heard recently 13% 5% 17% This is one of my preferred brands 14% 11% 12% 11% 74% 7% 12% 12% 8% 1% 1% 2% 9% 0% This is the only brand I would consider



YouGov Survey Results Smartphone Sample Size: 933 Total Fieldwork: 03/01/2019 - 11/01/2019 Brands would consider Lumia (Nokia Nokia Lumia, (excluding Apple Google Pixel нтс Huawei LG Motorola OnePlus Samsung Sony Xiaomi ZTE Microsoft Nokia Lumia) Lumia) 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 928 453 70 50 219 100 31 22 77 25 348 145 154 24 933 450 71 49 221 98 29 20 75 25 353 144 157 24 Base I do not know this brand 1% 0% 3% 1% 1% I would never choose this brand 10% 1% 7% 12% 16% 13% 3% 4% 10% 11% 11% 8% 18% 19% I have heard of this brand but don't know much about it 4% 0% 3% 4% 6% 5% 7% 4% 3% 2% 5% 11% I know a little about this brand 6% 1% 3% 7% 4% 8% 5% 5% 8% 9% 7% 5% I would try it under certain circumstances 16% 5% 20% 20% 23% 22% 30% 18% 26% 14% 21% 25% 23% 13% 7% 5% 5% 6% 4% 8% 5% I would like to try it based on what I've heard recently 6% 9% 9% 9% 8% 7% 5% This is one of my preferred brands 39% 57% 62% 46% 39% 36% 59% 64% 39% 66% 40% 41% 36% 48% 16% 31% 3% 7% 5% 4% 5% 7% 7% 3% This is the only brand I would consider Now thinking more generally about handset brands, which of these brands would you match with each of these statements? Please select one statement ner brand. - Huawei 928 453 70 50 219 100 22 77 25 348 145 154 24 Unweighted base 31 Base 933 450 49 221 20 353 71 98 29 75 25 144 157 24 I do not know this brand 3% 3% 1% 3% 3% 3% 2% 2% 16% 18% 21% 4% 22% 5% I would never choose this brand 16% 20% 0% 15% 13% 19% 6% I have heard of this brand but don't know much about it 15% 18% 16% 14% 2% 10% 3% 5% 8% 5% 15% 15% 9% 5% I know a little about this brand 13% 14% 10% 12% 5% 11% 17% 14% 16% 9% 11% 10% 8% 11% I would try it under certain circumstances 19% 19% 26% 22% 10% 25% 24% 17% 12% 10% 22% 26% 17% 7% 15% 14% 19% 14% 27% 11% 15% 23% 18% 23% 19% 15% I would like to try it based on what I've heard recently 16% 26% This is one of my preferred brands 17% 11% 12% 18% 50% 18% 20% 33% 21% 45% 17% 12% 28% 48% 1% 0% 2% 5% 1% 2% 4% 1% 1% 4% 15% This is the only brand I would consider 1% 3% 5% 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 928 453 50 219 100 22 348 145 154 Unweighted base 70 31 77 25 24 Base 933 450 71 49 221 98 29 20 75 25 353 144 157 24 I do not know this brand 2% 3% 1% 1% 1% 1% 7% 5% 7% 3% 11% 4% 6% 8% 11% I would never choose this brand 10% 11% I have heard of this brand but don't know much about it 13% 12% 3% 12% 9% 2% 6% 13% 4% 3% 11% 8% 15% 13% 11% I know a little about this brand 18% 17% 17% 15% 2% 7% 13% 5% 15% 15% 15% I would try it under certain circumstances 29% 31% 40% 28% 34% 13% 32% 15% 35% 30% 33% 26% 34% 17% 13% 15% 17% 15% I would like to try it based on what I've heard recently 13% 13% 8% 15% 14% 15% 16% 19% 21% 10% This is one of my preferred brands 14% 12% 24% 29% 19% 64% 40% 58% 28% 34% 18% 23% 18% 45% 1% 0% 1% 5% 1% This is the only brand I would consider



YouGov Survey Results		Phor	ne type							
Sample Size: 933				Smar	tphone			Smartphone		
Fieldwork: 03/01/2019 - 11/01/2019	Total			Ga	nder			Age (5 ways)		
Fieldwork. 05/01/2019 - 11/01/2019		Standard mobile	Smartphone	00	Inder			Age (3 ways)		
				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 hese statements? Please select one statement per rand One Plus										
Unweighted base	928	19	907	401	506	88	213	254	199	153
Base	933	19	912	439	474	121	172	216	244	160
I do not know this brand	48%	65%	48%	34%	60%	57%	45%	48%	46%	45%
I would never choose this brand	8%	5%	8%	10%	6%	5%	9%	9%	9%	7%
I have heard of this brand but don't know much about it	14%	6%	14%	19%	9%	9%	16%	13%	14%	19%
I know a little about this brand	9%	17%	9%	11%	8%	9%	10%	8%	10%	9%
I would try it under certain circumstances	10%	4%	10%	13%	8%	7%	10%	9%	10%	15%
I would like to try it based on what I've heard recently	7%	4%	7%	8%	6%	9%	7%	5%	8%	3%
This is one of my preferred brands	3%	-	4%	4%	3%	4%	3%	7%	2%	3%
This is the only brand I would consider	0%		0%	1%		-	-	0%	1%	-
rrand Samsung Unweighted base Base	928 933	19 19	907 912	401 439	506 474	88 121	213 172	254 216	199 244	153 160
I do not know this brand	933	-	912	439	0%	121	0%	1%	244	180
I would never choose this brand	7%	- 11%	7%	7%	7%	- 11%		170	-	
Twould never choose this brand		1170	1 /0				70/	99/	79/	
I have heard of this brand but don't know much about it	4%	9%	4%	5%	4%	6%	7% 2%	8% 5%	7% 3%	5%
				5%	4%	6%	2%	5%	3%	5% 5%
I know a little about this brand	8%	17%	8%	5% 6%	4% 9%	6% 11%	2% 8%	5% 7%	3% 7%	5% 5% 7%
I know a little about this brand I would try it under certain circumstances	8% 21%	17% 22%	8% 20%	5% 6% 19%	4% 9% 22%	6% 11% 27%	2% 8% 30%	5% 7% 22%	3% 7% 12%	5% 5% 7% 16%
I know a little about this brand I would try it under certain circumstances I would like to try it based on what I've heard recently	8% 21% 14%	17% 22% 20%	8% 20% 14%	5% 6% 19% 15%	4% 9% 22% 13%	6% 11% 27% 16%	2% 8% 30% 17%	5% 7% 22% 10%	3% 7% 12% 15%	5% 5% 7% 16% 14%
I know a little about this brand I would try it under certain circumstances I would like to try it based on what I've heard recently This is one of my preferred brands	8% 21% 14% 39%	17% 22% 20% 14%	8% 20% 14% 39%	5% 6% 19% 15% 40%	4% 9% 22% 13% 39%	6% 11% 27% 16% 26%	2% 8% 30% 17% 31%	5% 7% 22% 10% 39%	3% 7% 12% 15% 49%	5% 5% 7% 16% 14% 44%
I know a little about this brand I would try it under certain circumstances I would like to try it based on what I ve heard recently This is one of my prefered brands This is the only brand I would consider low thinking more generally about handset brands, hich of these brands would you match with each of see statements? Please select one statement per	8% 21% 14%	17% 22% 20%	8% 20% 14%	5% 6% 19% 15%	4% 9% 22% 13%	6% 11% 27% 16%	2% 8% 30% 17%	5% 7% 22% 10%	3% 7% 12% 15%	5% 5% 7% 16% 14%
I know a little about this brand I would try it under certain circumstances I would like to try it based on what I've heard recently This is one of my preferred brands This is the only brand I would consider ow thinking more generally about handset brands, hich of these brands would you match with each of ese statements? Please select one statement per	8% 21% 14% 39%	17% 22% 20% 14%	8% 20% 14% 39%	5% 6% 19% 15% 40%	4% 9% 22% 13% 39%	6% 11% 27% 16% 26%	2% 8% 30% 17% 31%	5% 7% 22% 10% 39%	3% 7% 12% 15% 49%	5% 5% 7% 16% 14% 44% 8%
I know a little about this brand I would try it under certain circumstances I would like to try it based on what I ve heard recently This is one of my preferred brands This is the only brand I would consider ow thinking more generally about handset brands, hich of these brands would you match with each of ese statements? Please select one statement per and Sony	8% 21% 14% 39% 7%	17% 22% 20% 14% 8%	8% 20% 14% 39% 7%	5% 6% 19% 15% 40% 7%	4% 9% 22% 13% 39% 6%	6% 11% 27% 16% 26% 3%	2% 8% 30% 17% 31% 5%	5% 7% 22% 10% 39% 8%	3% 7% 12% 15% 49% 7%	5% 5% 7% 16% 14% 44% 8%
I know a little about this brand I would try it under certain circumstances I would like to try it based on what I ve heard recently This is one of my preferred brands This is the only brand I would consider withinking more generally about handset brands, hich of these brands would you match with each of ese statements? Please select one statement per and Sony Unweighted base	8% 21% 14% 39% 7% 928	17% 22% 20% 14% 8%	8% 20% 14% 39% 7%	5% 6% 19% 15% 40% 7% 401	4% 9% 22% 33% 6% 506	6% 11% 27% 16% 26% 3% 88	2% 8% 30% 17% 31% 5% 213	5% 7% 22% 10% 39% 8% 254	3% 7% 12% 49% 7%	5% 5% 7% 16% 14% 44% 8%
I know a little about this brand I would try it under certain circumstances I would like to try it based on what I ve heard recently This is one of my preferred brands. This is the only brand I would consider ow thinking more generally about handset brands, hich of these brands would you match with each of ese statements? Please select one statement per and Sony Unweighted base Base	8% 21% 14% 39% 7% 928 933	17% 22% 20% 14% 8%	8% 20% 14% 39% 7% 907 912	5% 6% 19% 15% 40% 7% 401 401 439	4% 9% 22% 13% 39% 6% 506 474	6% 11% 27% 16% 26% 3% 88	2% 8% 30% 17% 31% 5% 2% 213 172	5% 7% 22% 10% 39% 8% 254 216	3% 7% 12% 15% 49% 7% 199 244	5% 5% 7% 16% 14% 44% 8%
I know a little about this brand I would try it under certain circumstances I would like to try it based on what I've heard recently This is one of my preferred brands This is the only brand I would consider ow thinking more generally about handset brands, hich of these brands would you match with each of ese statements? Please select one statement per rand Sony Unweighted base Base I do not know this brand	8% 21% 14% 39% 7% 928 933 2%	17% 22% 20% 14% 8% 19 19	8% 20% 14% 39% 7% 907 912 2%	5% 6% 19% 15% 40% 7% 40% 40% 40% 40% 40% 40% 40% 40% 40% 40	4% 9% 22% 13% 39% 6% 506 474 2%	6% 11% 27% 16% 26% 3% 88 121 -	2% 8% 30% 17% 31% 5% 213 172 1%	5% 7% 22% 10% 39% 8% 254 216 2%	3% 7% 12% 15% 49% 7% 199 244 1%	5% 5% 7% 16% 14% 8% 8% 153 160 4% 3%
I know a little about this brand I would try it under certain circumstances I would like to try it based on what I've heard recently This is one of my preferred brands This is the only brand I would consider ow thinking more generally about handset brands, hich of these brands would you match with each of ese statements? Please select one statement per rand Sony Unweighted base Base I do not know this brand I would never choose this brand	8% 21% 14% 39% 7% 928 933 2% 7%	17% 22% 20% 14% 8% 19 19 - 17%	8% 20% 14% 39% 7% 907 912 2% 7%	5% 6% 19% 15% 40% 7% 401 439 2% 7%	4% 9% 22% 13% 39% 6% 506 474 2% 7%	6% 11% 27% 16% 26% 3% 88 121 - 15%	2% 8% 30% 17% 31% 5% 213 172 1% 6%	5% 7% 22% 10% 39% 8% 254 216 2% 6%	3% 7% 12% 15% 49% 7% 199 244 1% 8%	5% 5% 7% 16% 14% 44% 8% 153 160 4% 3%
I know a little about this brand I would try it under certain circumstances I would like to try it based on what I've heard recently This is one of my preferred brands This is the only brand I would consider low thinking more generally about handset brands, thich of these brands would you match with each of bese statements? Please select one statement per rand Sony Unweighted base I do not know this brand I would never choose this brand I have heard of this brand but don't know much about it	8% 21% 14% 39% 7% 928 933 2% 7% 9%	17% 22% 20% 14% 8% 19 19 - 17% 22%	8% 20% 14% 39% 7% 907 912 2% 7% 9%	5% 6% 19% 15% 40% 7% 401 439 2% 7% 7%	4% 9% 22% 13% 39% 6% 506 474 2% 7% 10%	6% 11% 27% 16% 26% 3% 3% 88 121 - 15% 9%	2% 8% 30% 17% 31% 5% 213 172 1% 6% 8%	5% 7% 22% 10% 39% 8% 254 216 2% 6% 8%	3% 7% 12% 15% 49% 7% 199 244 1% 8% 9%	5% 5% 7% 14% 44% 8% 153 160 4% 3% 10%
I know a little about this brand I would try it under certain circumstances I would like to try it based on what I ve heard recently This is one of my preferred brands. This is the only brand I would consider in the other brands, would you match with each of hese statements? Please select one statement per rand Sony Unweighted base Base I do not know this brand I would never choose this brand I have heard of this brand but don't know much about it I know a little about this brand	8% 21% 14% 39% 7% 928 933 2% 7% 9% 16%	17% 22% 20% 14% 8% 19 - 17% 22% 22%	8% 20% 14% 39% 7% 907 912 2% 7% 9% 9%	5% 6% 19% 15% 40% 7% 401 439 2% 7% 7% 7%	4% 9% 22% 39% 6% 506 474 2% 7% 10% 20%	6% 11% 27% 16% 26% 3% 3% 88 121 - 15% 9% 22%	2% 8% 30% 31% 5% 213 172 1% 6% 8% 15%	5% 7% 22% 10% 33% 8% 254 216 2% 6% 8% 8% 20%	3% 7% 12% 49% 7% 199 244 1% 8% 9% 12%	5% 5% 7% 16% 14% 8% 153 160 4%
I know a little about this brand I would try it under certain circumstances I would like to try it based on what I ve heard recently This is one of my prefered brands This is the only brand I would consider 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 Base I do not know this brand I would never choose this brand I have heard of this brand but don't know much about it I know a little about this brand I would try it under certain circumstances	8% 21% 14% 39% 7% 928 933 2% 7% 9% 16% 28%	17% 22% 20% 14% 8% 19 19 - 17% 22% 22% 20%	8% 20% 14% 39% 7% 9% 912 2% 7% 9% 16% 28%	5% 6% 19% 15% 40% 7% 401 439 2% 7% 7% 7% 12% 28%	4% 9% 22% 13% 39% 6% 506 474 2% 7% 10% 20% 28%	6% 11% 27% 16% 26% 3% 88 121 - 15% 9% 22% 26%	2% 8% 30% 17% 31% 5% 213 172 1% 6% 8% 15% 32%	5% 7% 22% 10% 39% 8% 254 216 2% 6% 8% 20% 20% 27%	3% 7% 12% 15% 49% 7% 199 244 1% 8% 9% 12% 29%	5% 5% 7% 16% 14% 44% 8% 153 160 4% 3% 10% 10% 5% 26%



Sony

563

566

Samsung

665

673

ZTE

309

313

Xiaomi

564

569

YouGov Survey Results Smartphone Sample Size: 933 Total Fieldwork: 03/01/2019 - 11/01/2019 Brand awareness Lumia (Nokia Nokia Lumia, Microsoft (excluding Nokia Lumia) нтс LG OnePlus Apple Google Pixel Huawei Motorola Lumia) 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. - One Plus 540 Unweighted base 699 320 556 340 460 502 146 928 498 933 702 323 504 564 544 339 461 507 146 Base

I do not know this brand	48%	50%	41%	50%	50%	51%	45%	49%	50%	5%	50%	50%	49%	43%
I would never choose this brand	8%	7%	6%	6%	6%	6%	6%	6%	6%	5%	7%	6%	7%	7%
I have heard of this brand but don't know much about it	14%	14%	17%	15%	15%	15%	16%	15%	15%	22%	15%	15%	16%	17%
I know a little about this brand	9%	9%	11%	10%	10%	9%	11%	10%	9%	18%	9%	9%	9%	9%
I would try it under certain circumstances	10%	9%	10%	9%	9%	9%	10%	8%	9%	17%	9%	9%	9%	11%
I would like to try it based on what I've heard recently	7%	6%	8%	7%	6%	6%	7%	7%	6%	19%	7%	7%	6%	8%
This is one of my preferred brands	3%	4%	6%	4%	3%	4%	4%	4%	4%	12%	3%	4%	4%	5%
This is the only brand I would consider	0%	0%	1%	0%	0%	0%	1%	0%	0%	2%	0%	0%	0%	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 Samsung														
Unweighted base	928	699	320	498	556	540	340	460	502	146	665	563	564	309
Base	933	702	323	504	564	544	339	461	507	146	673	566	569	313
I do not know this brand	0%	1%	-	-		-	-	-	-	-	0%	0%	0%	-
I would never choose this brand	7%	8%	8%	7%	7%	7%	7%	7%	7%	7%	6%	8%	7%	7%
I have heard of this brand but don't know much about it	4%	4%	2%	3%	3%	3%	2%	3%	3%	2%	2%	3%	3%	2%
I know a little about this brand	8%	8%	7%	6%	8%	7%	6%	6%	7%	5%	6%	7%	8%	5%
I would try it under certain circumstances	21%	22%	24%	23%	23%	23%	23%	23%	23%	29%	20%	22%	23%	22%
I would like to try it based on what I've heard recently	14%	15%	13%	13%	13%	13%	10%	12%	13%	10%	12%	13%	14%	11%
This is one of my preferred brands	39%	39%	43%	44%	42%	44%	47%	44%	42%	45%	45%	42%	40%	48%
This is the only brand I would consider	7%	4%	4%	5%	4%	4%	6%	4%	4%	3%	9%	4%	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 Sony														
Unweighted base	928	699	320	498	556	540	340	460	502	146	665	563	564	309
Base	933	702	323	504	564	544	339	461	507	146	673	566	569	313
I do not know this brand	2%	1%	1%	0%	1%	1%	0%	0%	0%	-	1%	1%	1%	-
I would never choose this brand	7%	7%	8%	6%	7%	6%	6%	6%	5%	7%	6%	6%	6%	7%
I have heard of this brand but don't know much about it	9%	8%	6%	7%	9%	7%	5%	8%	8%	2%	8%	7%	9%	6%
I know a little about this brand	16%	17%	15%	16%	16%	16%	14%	15%	17%	13%	17%	15%	16%	14%
I would try it under certain circumstances	28%	29%	31%	30%	29%	30%	31%	29%	29%	32%	30%	29%	29%	31%
I would like to try it based on what I've heard recently	16%	15%	15%	16%	15%	16%	17%	16%	15%	19%	15%	14%	16%	17%
This is one of my preferred brands	21%	22%	24%	25%	23%	24%	26%	25%	25%	27%	23%	26%	23%	25%
This is the only brand I would consider	1%	0%	1%	1%	0%	1%	1%	0%	1%	1%	0%	2%	1%	0%



Sample Size: 933								Smartphone						
Fieldwork: 03/01/2019 - 11/01/2019	Total					And which	ch, if any, of the fe	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 OnePlus														
Unweighted base	928	359	6	15	51	42	-	-	12	6	239	54	90	-
Base	933	354	7	15	52	41	-	-	12	8	244	53	93	-
I do not know this brand	48%	50%	•	52%	38%	57%	-	-	62%		50%	45%	43%	-
I would never choose this brand	8%	8%	13%	22%	10%	10%	-		7%		8%	15%	1%	-
I have heard of this brand but don't know much about it	14%	13%	12%	11%	14%	11%		-	9%		15%	8%	20%	-
I know a little about this brand	9%	9%	34%	-	14%	7%	-	-		-	10%	9%	10%	-
I would try it under certain circumstances	10%	9%	21%	9%	10%	8%	-		13%		11%	9%	16%	-
I would like to try it based on what I've heard recently	7%	7%	19%	-	14%	3%	-		8%	17%	6%	7%	8%	-
This is one of my preferred brands	3%	5%	-	6%	-	4%	-		•	66%	1%	7%	2%	-
This is the only brand I would consider	0%	0%	-		-		-		•	17%	-	-	-	-
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	928	359	6	15	51	42	-	-	12	6	239	54	90	-
Base	933	354	7	15	52	41	-	-	12	8	244	53	93	-
I do not know this brand	0%	1%	-	-	-	-	-	-	-	-	-	-	-	-
I would never choose this brand	7%	11%	•	28%	14%	9%	-	•	7%	17%	-	11%	5%	-
I have heard of this brand but don't know much about it	4%	3%	13%	9%	•	4%		-	28%	14%	1%	5%	8%	-
I know a little about this brand	8%	9%	34%	9%	14%	7%		•	18%		1%	6%	12%	-
I would try it under certain circumstances	21%	27%	21%	24%	23%	26%	-	-	31%	17%	3%	25%	35%	-
I would like to try it based on what I've heard recently	14%	18%	31%	12%	18%	16%	-	-	7%	34%	5%	25%	12%	-
This is one of my preferred brands	39%	32%	-	19%	30%	38%	-	-	10%	17%	67%	27%	27%	-
This is the only brand I would consider	7%	0%	· ·	-	-	-	-	-	· ·	-	24%	-	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	928	359	6	15	51	42	-		12	6	239	54	90	-
Base	933	354	7	15	52	41	-	-	12	8	244	53	93	-
I do not know this brand	2%	2%	-	-	2%	-	-	-	· ·	-	2%	-	2%	-
I would never choose this brand	7%	8%	21%	10%	12%	9%	-	•	•	-	6%	-	5%	-
I have heard of this brand but don't know much about it	9%	9%	-	-	9%	10%		-	7%		8%		14%	-
I know a little about this brand	16%	19%	48%	8%	17%	14%	-		48%		16%	2%	13%	-
I would try it under certain circumstances	28%	29%	31%	33%	27%	29%	-	•	22%	48%	32%	8%	29%	-
I would like to try it based on what I've heard recently	16%	15%	•	20%	26%	19%		•		34%	17%	2%	23%	-
This is one of my preferred brands	21%	18%		29%	7%	18%	-		23%	17%	20%	75%	14%	-
This is the only brand I would consider	1%	0%	-	-	-	-	-	-	•	-	-	13%	1%	-



Participants	rouger our rey nesults														
Pickury: 2000-1000Pickury: 2000-1000Viscant PickuryViscant Pickury </th <th>Sample Size: 933</th> <th></th> <th></th> <th></th> <th></th> <th></th> <th></th> <th></th> <th>Smartphone</th> <th></th> <th></th> <th></th> <th></th> <th></th> <th></th>	Sample Size: 933								Smartphone						
Image: space		Total						Bra	nds would con	sider					
Note: Note: </th <th></th> <th></th> <th>Apple</th> <th>Google Pixel</th> <th>нтс</th> <th>Huawei</th> <th>LG</th> <th>Lumia, Microsoft</th> <th>Motorola</th> <th>(excluding</th> <th>OnePlus</th> <th>Samsung</th> <th>Sony</th> <th>Xiaomi</th> <th>ZTE</th>			Apple	Google Pixel	нтс	Huawei	LG	Lumia, Microsoft	Motorola	(excluding	OnePlus	Samsung	Sony	Xiaomi	ZTE
No Contour Contour Contour 	which of these brands would you match with each of these statements? Please select one statement per														
Idea of any and any	Unweighted base	928	453	70	50	219	100	31	22	77	25	348	145	154	24
Index denome that is a set of the set	Base	933	450	71	49	221	98	29	20	75	25	353	144	157	24
Interested this band but down (mow alme about this conditional of the con	I do not know this brand	48%	49%	24%	46%	39%	41%		11%	32%	-	47%	41%	38%	14%
Number of the section of the secting of the secting of the secting of the	I would never choose this brand	8%	8%	10%	6%	5%	9%	3%	4%	7%	-	6%	10%	6%	16%
Hundle ty lunder or what he had are conditioned in the set of ty based on what he had are conditioned in the set of ty based on what he had are conditioned in the set of ty based on what he had are conditioned in the set of ty based on what he had are conditioned in the set of ty based on what he had are conditioned in the set of ty based on what he had are conditioned in the set of ty based on what he had are conditioned in the set of ty based on what he had are conditioned in the set of ty based on what he had are conditioned in the set of ty based on what he had are conditioned in the set of ty based on what he had are conditioned in the set of ty based on what he had are conditioned in the set of the set on the set of the	I have heard of this brand but don't know much about it	14%	15%	9%	14%	13%	9%	7%	10%	17%	-	14%	14%	12%	-
I word like to ty the near one of my preferes banks This is no ord my preferes banks withing the second to that the main term of the main term of the main term of the main term this is no ord my preferes banks withing the second to the main term of the main t	I know a little about this brand		9%	20%											8%
This is one of my prefered brand, This is one of my prefered brand, This is one of my prefered brand, which of these brands would you match with each of these sitements? Please select one statement prefered brand Base 9/8 4/4 0/10 1/4 2/8 2/8 1/4 5/3 3/8 7/8 8/8 Now thinking more generally about handes thrank these sitements? Please select one statement prefered brand Base 9/28 4/33 7/0 5/0 2/19 100 3/1 2/2 7/7 2/5 3/48 1/45 1/54 Base 9/33 4/50 7/1 4/9 2/20 9/8 2/9 2/00 7/5 2/5 3/48 1/45 Ido not know this brand I kould never choose that meet the heard of this brand but don this brand I kould meet choice that in the heard eccent j twould meet choice that meet eccent j twould with out and choice that the heard eccent j two thinking more generally about handes thrank, which of these thands would conside 4/36 1/36 1/36 1/36 1/36 1/36 1/36 1/36 1/36 1/36 1/36 1/36 1/36 1/36 1/36 1/36 </td <td>I would try it under certain circumstances</td> <td>10%</td> <td>8%</td> <td>11%</td> <td>6%</td> <td>13%</td> <td>8%</td> <td>9%</td> <td>12%</td> <td>14%</td> <td>3%</td> <td>11%</td> <td>9%</td> <td>13%</td> <td>8%</td>	I would try it under certain circumstances	10%	8%	11%	6%	13%	8%	9%	12%	14%	3%	11%	9%	13%	8%
Init is non-prior lay bouch maches brands, which is the strands which of	I would like to try it based on what I've heard recently	7%	8%	17%		12%	11%	17%	30%	12%	31%		9%	11%	18%
New thinking more generally about handles brands, would you match with each of these strands would you match with each of the strands would you watch with each each of the strands would you match with each of the strands would you match with each each of the strands would you match with each with the strands would you match with each with the strands would you match with each with each with the strands would you watch with each of the strands would you watch with each with the strands would with strand form the strands would with strand form the strands would with strand form the strands would would with strand form the strands would would with strand form the strands would would would would would with strand form the strands would with strand form the strands would wou	This is one of my preferred brands		4%	10%	14%	7%	10%	23%	28%	14%		3%	7%	8%	35%
Busicipant working yound with each of the submitting of the submitting working yound with each of the submitting work in the submatexing work in the submitting work in the submatexing	This is the only brand I would consider	0%	0%	-	-	-	-	-	-	1%	5%	•		-	-
Base 933 450 71 49 221 98 29 20 75 25 333 144 157 I do nd know this bran 0% 1% -<	which of these brands would you match with each of these statements? Please select one statement per brand Samsung														
Iden on three weeks of the series of the s	-														24
I would never choose his brand7%9%7%10%4%7%3%1.4%5%1.8%8%I have heard of his brand bud on' know much abut4%3%1.3%2%4%1.5%4%0%3%6%6%I know a little about his brand8%8%3%7%6%4%3%1.6%1.6%1.3%5%7%6%1.6%1.6%1.6%1.6%1.6%1.6%1.6%1. <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>20</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>24</td>									20						24
I have heard of this brand but don't know much about 4% 3% 2% 4% 4% 5% 4% 0% 3% 6% I know a little about this brand 6% 3% 3% 7% 6% 4% 3% 6% 6% 5% 5% 5% 5% 5% 5% 5% 5% 5% 1% 1% 2% <td< td=""><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td>-</td><td></td><td></td><td></td><td></td><td></td><td>-</td></td<>									-						-
Invoid lite about his brain 8% 8% 9% 9% 7% 6% 4% 9% 6% 6% 6% 6% 6% 6% 7% I vould try tunder cetati circumstance 21% 23% 28% 114% 21% 12% 13% 12% 21% 31% 4% 15% 24% I vould lip to the denot my the head on what Ve head recent 14% 13% 16% 13% 12% 25% 15% 17% 22% 16% 14% 24% I vould lip to the denot my prefered band 36% 36% 56% 55% 55% 57% 72% 47% 28% 16% 47% 39% I vould hight prefered band 7% 2% 2% 5% 5% 5% 7% 7% 2% 15% 6% 39% 39% 39% 36%	I would never choose this brand	1%	9%	7%	10%	4%	1%	3%		4%	5%		8%	8%	16%
Image: Notice of the state of the stat															-
I would like to try it based on what I've heard recently 14% 16% 13% 13% 12% 25% 15% 17% 22% 12% 17% 12% 17% 12% 17%<															-
This is one of my preferred brands, This is the only brand lwould consider 39% 37% 50% 51% 51% 57% 72% 47% 38% 66% 46% 39% Now thinking more generally about handset brands, which of these brands would you match with each of these brands would you match with each of brand Sony 92% 2% 2% 2% 2% 2% 2% 1% 1% 1% 66% 46% 39% Now thinking more generally about handset brands, which of these brands would you match with each of brand Sony 92% 453 70 50% 21% 2% - 1% 1% 66% 46% 39% Muneighted base brand Sony 92% 453 70 50 219 100 31 22 77 25 348 145 154 Base brand Sony 933 450 71 92% 21% 91% 92% 22% 91% 91% 92% 93% 145 154 154 I do not know this brand l would never choose this brand l know a little about this brand 7% 8% 2% 5% 4%															12%
This is the only brand lood conside7%2%2%3%2%1%1%1%15%6%3%Notifying more generally about handset brands, which of these brands would you natch whe each of these brands would you match whe each of set statements? Please select one statement per brand - Sony928453700500219100031227725348145157Muneighted base92845370500219100031227725348145157Ido not know this brand928453714922198292007525353144157Ido not know this brand67%7668%27%55%4%6615%3%64%4%I have heard of this brand but don't know much about97%8%13%6%13%9%3%6%14%5%14%I have heard of this brand but don't know much about16%17%13%6%13%9%3%6%5%3%6%5%14%															11%
Now thinking more generally about handset brands, which of these brands would you match with each of these brands would you match with each of these brands would you match with each of these brands. So you watch with each of these brands would you match with each of these brands. So you watch with each of these brands would you match with each of these brands. So you watch with each of these brands would you match with each of these brands. So you watch with each of the brand but don't know much about it brand. So you watch with each of these brands. So you watch with each of the brands but this brand but don't know much about it brand. So you watch wat															61%
Base 933 450 71 49 221 98 29 20 75 25 353 144 157 I do not know this brand 2% 2% - 1% 2% - 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	176	276	276	-	3%	2%		-	176	-	15%	0%	3%	-
Ido not know this brand 2% 2% - 1% 2% - 1% 2.% - - 1% - 1% - 1%	Unweighted base														24
Involution every choose this brand 7% 7% 8% 2% 5% 4% - 1% - 3% - 4% I have heard of this brand but don't know much about it 9% 8% 1% 4% 5% 5% 5% 5% 3% - 7% 1% 10% I have heard of this brand but don't know much about it 9% 1% 6% 13% 5% 5% 5% 3% - 7% 1% 10% I know a little about this brand 16% 17% 6% 13% 9% 3% - 9% 4% 14% 5% 14%	Base	933	450	71	49	221		29	20	75	25	353	144	157	24
I have heard of this brand but don't know much about 9% 8% 1% 4% 7% 5% - 5% 3% - 7% 1% 10% I know a little about this brand 16% 17% 13% 6% 13% 9% 3% - 9% 4% 14% 5% 14%	I do not know this brand	2%	2%		-	1%		-	-		-	1%	-	1%	-
I know a little about this brand 16% 17% 13% 6% 13% 9% 3% - 9% 4% 14% 5% 14%	I would never choose this brand	7%	7%	8%	2%	5%	4%	-		1%	-	3%	-	4%	11%
	I have heard of this brand but don't know much about it	9%	8%	1%	4%	7%	5%		5%	3%	-	7%	1%	10%	5%
	I know a little about this brand														•
l would try it under certain circumstances 28% 28% 24% 13% 32% 17% 12% - 20% 38% 28% 7% 29%	I would try it under certain circumstances	28%	28%	24%	13%	32%	17%	12%		20%	38%	28%	7%	29%	21%
I would like to try it based on what I've heard recently 16% 17% 13% 22% 20% 21% 13% 19% 20% 17% 21% 12% 18%	I would like to try it based on what I've heard recently	16%	17%	13%	22%	20%	21%	13%	19%	20%	17%	21%	12%	18%	10%
This is one of my preferred brands 21% 21% 40% 53% 23% 41% 69% 76% 46% 41% 27% 70% 24%	This is one of my preferred brands		21%	40%	53%	23%			76%	46%	41%	27%		24%	52%
This is the only brand I would consider 1% 1% - 1% 3% - 1% - 5% -	This is the only brand I would consider	1%	1%	1%		I .	1%	3%		1%	-	· · ·	5%	· ·	-



YouGov Survey Results		Phor	ne type							
Sample Size: 933				Smai	tphone			Smartphone		
	Total			6.	nder			A === (E =====)		
Fieldwork: 03/01/2019 - 11/01/2019		Standard mobile	Smartphone	Ge	nder		_	Age (5 ways)		_
		mobile		Male	Female	18 - 24	25 - 34	35 - 44	45 - 54	55+
low thinking more generally about handset brands, which of these brands would you match with each of nese statements? Please select one statement per rand Xiaomi										
Unweighted base	928	19	907	401	506	88	213	254	199	153
Base	933	19	912	439	474	121	172	216	244	160
I do not know this brand	3%	4%	3%	2%	4%	1%	4%	2%	4%	4%
I would never choose this brand	17%	21%	17%	18%	16%	28%	18%	18%	15%	11%
I have heard of this brand but don't know much about it	14%	23%	14%	11%	16%	13%	12%	14%	15%	139
I know a little about this brand	16%	15%	16%	15%	18%	23%	21%	15%	15%	109
I would try it under certain circumstances	21%	20%	21%	21%	22%	19%	25%	23%	19%	219
I would like to try it based on what I've heard recently	13%	11%	13%	15%	12%	12%	9%	10%	17%	179
This is one of my preferred brands	13%		14%	16%	12%	3%	10%	17%	13%	229
This is the only brand I would consider	2%	7%	2%	2%	1%	1%	1%	0%	3%	2%
orand Apple Unweighted base	928	19	907	401	506	88	213	254	199	153
Base	933	19	912	439	474	121	172	216	244	160
Is a brand I trust	54%	56%	54%	54%	55%	64%	58%	54%	51%	49%
Is reliable	60%	66%	60%	62%	58%	67%	67%	54%	60%	55%
Is up and coming	22%	39%	21%	20%	22%	37%	26%	18%	14%	19%
Is cutting edge	55%	53%	55%	53%	56%	54%	55%	58%	52%	53%
Is a brand for me	45%	62%	44%	43%	45%	48%	49%	48%	41%	35%
Offers good value for money	22%	51%	21%	19%	23%	24%	26%	21%	19%	189
ls different	55%	54%	55%	56%	55%	61%	55%	51%	58%	529
None of these	9% 6%	13% 6%	9% 6%	10% 7%	8% 6%	9% 4%	8% 5%	10%	6% 6%	129
Don't know Still thinking about handset brands Which of the Glowing statements do you feel apply to each of the rands shown below? Please select all that apply for each wrand Huawei	0%	0%	0%	176	070	476	3%		0%	9%
Unweighted base	928	19	907	401	506	88	213	254	199	153
Base	933	19	912	439	474	121	172	216	244	16
Is a brand I trust	23%	17%	23%	27%	19%	8%	19%	19%	30%	35%
Is reliable	25%	22%	25%	29%	21%	10%	19%	26%	30%	35%
Is up and coming	43%	23%	43%	45%	42%	23%	42%	44%	48%	539
Is cutting edge	27%	15%	27%	31%	23%	17%	23%	26%	30%	369
Is a brand for me	24%	16%	24%	27%	21%	15%	19%	22%	27%	349
Offers good value for money	26%	17%	26%	29%	24%	20%	20%	26%	30%	329
ls different	24%	4%	24%	27%	22%	16%	23%	23%	26%	319
None of these	20%	18%	20%	20%	19%	27%	25%	22%	14%	13%

22%

13%

Don't know

13%

12%

14%

23%

10%

11%

12%



YouGov Survey Results Smartphone Sample Size: 933 Total Fieldwork: 03/01/2019 - 11/01/2019 Brand awareness Lumia (Nokia Nokia Lumia, (excluding Apple Google Pixel нтс Huawei LG Motorola OnePlus Samsung Sony Xiaomi ZTE Microsoft Nokia Lumia) Lumia) 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 540 928 699 320 498 556 340 460 502 146 665 563 564 309 Base 933 702 323 504 564 544 339 461 507 146 673 566 569 313 I do not know this brand 3% 3% 2% 2% 2% 3% 2% 2% 2% 3% 3% 1% 2% I would never choose this brand 17% 19% 17% 17% 16% 17% 17% 17% 18% 14% 16% 18% 15% 15% 14% 13% 14% 14% 14% 11% 14% 13% 12% 14% 13% 15% 8% 15% I have heard of this brand but don't know much about it I know a little about this brand 16% 17% 15% 17% 17% 17% 17% 15% 17% 15% 17% 16% 15% 15% 21% 21% 22% 22% 22% 22% 22% 23% 21% 19% 22% 21% 21% 20% I would try it under certain circumstances I would like to try it based on what I've heard recently 13% 12% 15% 13% 14% 13% 14% 13% 13% 18% 14% 13% 14% 16% 13% 14% 13% 14% 13% 16% 15% 13% 23% 13% 18% 18% 13% 13% This is one of my preferred brands This is the only brand I would consider 2% 1% 2% 1% 1% 1% 1% 1% 1% 3% 1% 1% 2% 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 540 340 Unweighted base 928 699 320 498 556 460 502 146 665 563 564 309 Base 933 702 323 504 564 544 339 461 507 146 673 566 569 313 54% 60% 61% 61% 58% 60% 61% 61% 60% 62% 56% 60% 58% 57% Is a brand I trust ls reliable 60% 65% 66% 65% 64% 64% 65% 64% 64% 68% 62% 64% 62% 61% 23% 21% 22% 22% 20% 21% 17% Is up and coming 22% 18% 20% 13% 21% 21% 21% 58% Is cutting edge 55% 58% 59% 58% 59% 63% 61% 59% 55% 58% 59% 58% 59% 45% 50% 49% 49% 46% 47% 47% 48% 47% 50% 45% 48% 46% 45% Is a brand for me Offers good value for money 24% 22% 20% 20% 21% 21% 17% 20% 19% 22% 19% 20% 20% 19% ls different 55% 60% 62% 63% 61% 62% 63% 61% 61% 58% 58% 62% 60% 60% 9% 7% 8% 7% 7% 7% 7% 7% 7% 7% 6% None of these 7% 8% 9% Don't know 6% 5% 4% 5% 5% 5% 6% 6% 6% 5% 6% 6% 6% 6% 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 928 540 340 Unweighted base 699 320 498 556 460 502 146 665 563 564 309 933 702 323 504 564 544 339 461 507 146 673 566 569 313 Base Is a brand I trust 23% 22% 26% 24% 28% 24% 26% 26% 24% 38% 24% 24% 25% 31% ls reliable 25% 24% 27% 26% 29% 26% 29% 26% 25% 41% 26% 26% 28% 34% 47% 52% 54% Is up and coming 43% 43% 46% 49% 46% 51% 48% 46% 47% 47% 48% Is cutting edge 27% 25% 29% 27% 30% 27% 31% 29% 28% 45% 27% 27% 29% 34% 24% 23% 26% 25% 29% 24% 29% 27% 24% 35% 25% 24% 25% 31% Is a brand for me Offers good value for money 27% 27% 26% 25% 29% 28% 30% 28% 29% 30% 27% 27% 27% 33% ls different 24% 23% 27% 25% 27% 25% 28% 26% 24% 33% 25% 24% 25% 31% None of these 20% 21% 18% 19% 16% 20% 16% 18% 20% 16% 18% 19% 18% 15%

13%

13%

13%

9%

14%

13%

13%

11%

Don't know

13%

14%

12%

13%

13%



YouGov Survey Results Smartphone Sample Size: 933 Total Fieldwork: 03/01/2019 - 11/01/2019 And which, if any, of the following brands is your current handset? Lumia (Nokia Nokia Lumia, (excluding Apple Google Pixel нтс Huawei LG Motorola OnePlus Samsung Sony Xiaomi ZTE Microsoft Nokia Lumia) Lumia) 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 928 359 6 15 51 42 12 6 239 54 90 Base 933 354 7 15 52 41 12 244 53 93 I do not know this brand 3% 3% . 4% 6% --I would never choose this brand 17% 21% 34% 22% 7% 25% -39% 16% 28% 1% 14% 14% 13% 12% 11% 20% 9% 1% 18% I have heard of this brand but don't know much about it I know a little about this brand 16% 19% 34% 23% 19% 15% 7% 16% 14% 3% 24% 17% 21% 24% 19% 23% 26% 17% 22% 25% 9% I would try it under certain circumstances I would like to try it based on what I've heard recently 13% 12% 14% 17% 17% . . 23% 49% 17% 10% 4% 5% 6% 17% 5% 7% 34% 7% 7% 71% This is one of my preferred brands 13% This is the only brand I would consider 2% 0% 2% 1% 11% 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 928 Unweighted base 359 6 15 51 42 12 6 239 54 90 -Base 933 354 7 15 52 41 12 8 244 53 93 54% 73% 40% 48% 46% 45% 29% 68% 40% 46% 45% Is a brand I trust Is reliable 60% 74% 79% 30% 47% 42% 61% 83% 51% 54% 53% 30% 15% 20% 19% 16% Is up and coming 22% 9% 15% 16% 63% 31% 45% 41% 51% 54% Is cutting edge 55% 33% --55% 57% -45% 73% 45% 11% 23% 19% 16% 34% 25% 39% 24% Is a brand for me Offers good value for money 22% 34% 10% 12% 9% 16% 8% 11% -19% ls different 55% 64% 12% 47% 48% 51% -47% 51% 52% 58% 43% None of these 9% 4% 21% 29% 17% 11% 7% 9% 5% 15% Don't know 6% 3% 5% 6% 5% 7% 9% 14% 9% 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 928 42 Unweighted base 359 6 15 51 12 6 239 54 90 933 354 15 52 41 12 8 244 53 93 Base 7 Is a brand I trust 23% 15% 19% 9% 73% 12% 16% 48% 24% 12% 38% ls reliable 25% 18% 13% 28% 64% 10% 24% 48% 27% 19% 37% 36% 31% 34% 62% 51% 39% 51% 47% Is up and coming 43% 51% 40% Is cutting edge 27% 22% 44% 20% 53% 19% 8% 48% 28% 19% 39% -24% 16% 13% 23% 83% 9% 31% 28% 15% 31% Is a brand for me Offers good value for money 21% 19% 14% 66% 20% 23% 14% 30% 24% -26% --24% ls different 24% 17% 31% 14% 60% 22% -17% 65% 25% 18% 34% -None of these 20% 25% 56% 31% 25% 34% 17% 13% 22% 13%

9%

19%

17%

13%

20%

10%

Don't know

13%

15%



YouGov Survey Results Smartphone Sample Size: 933 Total Fieldwork: 03/01/2019 - 11/01/2019 Brands would consider Lumia (Nokia Nokia Lumia, (excluding Apple Google Pixel нтс Huawei LG Motorola OnePlus Samsung Sony Xiaomi ZTE Microsoft Nokia Lumia) Lumia) 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 928 453 70 50 219 100 31 22 77 25 348 145 154 24 Base 933 450 71 49 221 98 29 20 75 25 353 144 157 24 I do not know this brand 3% 4% 2% 4% 4% 3% I would never choose this brand 17% 21% 20% 19% 4% 20% 16% 4% 22% 15% 22% 1% 13% 6% 11% 9% 5% 12% 14% 14% 10% 8% 16% 2% 6% I have heard of this brand but don't know much about it 3% I know a little about this brand 16% 18% 17% 13% 13% 13% 10% 7% 17% 10% 16% 14% 5% 21% 23% 30% 20% 23% 17% 19% 13% 14% 17% 23% 20% 8% 4% I would try it under certain circumstances I would like to try it based on what I've heard recently 13% 13% 9% 15% 23% 20% 15% 14% 16% 19% 16% 16% 20% 11% 9% 16% 22% 26% 15% 35% 50% 23% 50% 11% 57% 74% This is one of my preferred brands 13% 12% This is the only brand I would consider 2% 0% 2% 1% 0% 7% 5% 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 928 Unweighted base 453 70 50 219 100 31 22 77 25 348 145 154 24 Base 933 450 71 49 221 98 29 20 75 25 353 144 157 24 54% 74% 65% 53% 53% 52% 71% 61% 57% 66% 54% 56% 52% 33% Is a brand I trust Is reliable 60% 73% 72% 63% 64% 52% 76% 65% 63% 71% 61% 62% 54% 32% 30% 21% 23% 45% 61% 25% 20% 32% Is up and coming 22% 29% 39% 26% 21% 25% Is cutting edge 55% 65% 59% 64% 60% 57% 77% 81% 60% 46% 58% 66% 58% 54% 45% 70% 59% 48% 39% 38% 69% 67% 38% 61% 40% 47% 33% 25% Is a brand for me Offers good value for money 22% 34% 27% 23% 19% 16% 28% 22% 16% 21% 17% 38% 48% 25% ls different 55% 69% 61% 58% 59% 59% 74% 68% 61% 61% 60% 64% 53% 38% None of these 9% 3% 8% 9% 7% 12% 3% 8% 6% 3% 7% 3% 32% 11% Don't know 6% 2% 6% 5% 4% 7% 7% 8% 6% 7% 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 brand. - Huawei 928 100 Unweighted base 453 70 50 219 31 22 77 25 348 145 154 24 933 450 71 49 221 98 29 20 75 25 353 144 157 24 Base Is a brand I trust 23% 15% 17% 18% 59% 22% 26% 30% 26% 56% 23% 18% 43% 61% ls reliable 25% 17% 14% 24% 61% 26% 29% 34% 27% 45% 27% 20% 47% 62% 38% 44% 62% 69% 61% 56% 65% Is up and coming 43% 43% 69% 48% 50% 52% 45% Is cutting edge 27% 23% 36% 30% 54% 33% 46% 64% 33% 67% 30% 25% 48% 56% 24% 16% 24% 26% 62% 20% 28% 44% 25% 39% 27% 21% 42% 64% Is a brand for me Offers good value for money 21% 30% 34% 38% 26% 35% 49% 47% 58% 30% 32% 29% 35% 59% ls different 24% 20% 32% 35% 51% 32% 46% 64% 33% 57% 27% 25% 39% 73%

16%

8%

25%

4%

9%

14%

13%

24%

11%

9%

7%

11%

5%

None of these

Don't know

20%

13%

24%

15%

27%

8%

26%

4%

2%

4%

24%



Sample Size: 933 Fieldwork: 03/01/2019 - 11/01/2019

	Phone type								
Total	Total Standard Smartphone	Smart	phone			Smartphone			
TOtai		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. - LG

Unweighted base	928	19	907	401	506	88	213	254	199	153
Base	933	19	912	439	474	121	172	216	244	160
Is a brand I trust	24%	5%	24%	26%	23%	21%	27%	25%	25%	23%
Is reliable	26%	19%	27%	29%	24%	25%	25%	28%	26%	29%
Is up and coming	14%	12%	14%	14%	14%	8%	11%	16%	17%	15%
Is cutting edge	16%	10%	17%	18%	16%	12%	19%	21%	13%	18%
Is a brand for me	19%	11%	19%	19%	20%	15%	21%	24%	19%	16%
Offers good value for money	19%	8%	20%	20%	19%	16%	17%	22%	17%	26%
ls different	13%	4%	13%	14%	12%	9%	16%	15%	13%	12%
None of these	25%	32%	25%	23%	27%	31%	27%	27%	23%	18%
Don't know	17%	17%	17%	16%	18%	25%	12%	15%	16%	21%

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. - One Plus

Unweighted base	928	19	907	401	506	88	213	254	199	153
Base	933	19	912	439	474	121	172	216	244	160
Is a brand I trust	7%	4%	7%	8%	6%	5%	8%	10%	6%	7%
Is reliable	8%	4%	8%	9%	6%	2%	7%	10%	8%	9%
Is up and coming	16%	14%	17%	18%	15%	10%	18%	19%	18%	14%
Is cutting edge	9%		9%	11%	8%	8%	9%	9%	9%	12%
Is a brand for me	7%	-	7%	8%	6%	6%	8%	9%	6%	7%
Offers good value for money	11%		12%	15%	9%	12%	11%	11%	15%	9%
Is different	11%	5%	11%	13%	9%	9%	8%	12%	11%	13%
None of these	26%	36%	26%	28%	25%	22%	31%	28%	23%	25%
Don't know	41%	38%	41%	36%	46%	54%	33%	37%	41%	46%

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	928	19	907	401	506	88	213	254	199	153
Base	933	19	912	439	474	121	172	216	244	160
Is a brand I trust	47%	36%	47%	50%	44%	35%	42%	42%	56%	54%
Is reliable	44%	29%	45%	47%	42%	35%	37%	39%	55%	52%
Is up and coming	21%	31%	20%	19%	21%	24%	19%	19%	22%	19%
Is cutting edge	40%	47%	40%	45%	36%	40%	36%	40%	41%	44%
Is a brand for me	42%	44%	42%	45%	39%	37%	33%	41%	48%	49%
Offers good value for money	25%	27%	25%	25%	25%	25%	21%	22%	28%	27%
Is different	29%	26%	29%	33%	26%	26%	22%	28%	35%	33%
None of these	14%	29%	14%	12%	16%	23%	12%	16%	11%	12%
Don't know	9%	9%	9%	8%	9%	10%	9%	9%	7%	8%



9%

Don't know

8%

7%

8%

10%

8%

YouGov Survey Results														
								Smartphone						
Sample Size: 933	Total													
Fieldwork: 03/01/2019 - 11/01/2019								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 LG														
Unweighted base	928	699	320	498	556	540	340	460	502	146	665	563	564	309
Base	933	702	323	504	564	544	339	461	507	146	673	566	569	313
Is a brand I trust	24%	24%	27%	27%	26%	29%	30%	27%	26%	35%	26%	27%	26%	30%
Is reliable	26%	27%	30%	31%	30%	32%	35%	30%	31%	41%	28%	30%	29%	32%
Is up and coming	14%	13%	13%	14%	14%	15%	15%	14%	14%	14%	16%	15%	14%	16%
Is cutting edge	16%	17%	19%	17%	17%	19%	20%	18%	18%	26%	18%	18%	17%	20%
Is a brand for me	19%	20%	23%	21%	20%	23%	24%	20%	21%	24%	20%	21%	19%	23%
Offers good value for money	19%	20%	20%	21%	21%	23%	24%	20%	22%	21%	21%	21%	21%	23%
Is different	13%	13%	14%	13%	12%	14%	12%	12%	12%	14%	12%	13%	11%	14%
None of these	25%	26%	26%	24%	25%	23%	23%	24%	23%	19%	23%	24%	26%	24%
Don't know Still thinking about handset brands Which of the	17%	17%	17%	18%	18%	18%	16%	19%	18%	15%	18%	18%	18%	16%
following statements do you feel apply to each of the brands shown below? Please select all that apply for each brand OnePlus Unweighted base	928	699	320	498	556	540	340	460	502	146	665	563	564	309
Base	933	702	323	504	564	544	339	461	507	146	673	566	569	313
Is a brand I trust	7%	7%	10%	7%	7%	6%	8%	6%	7%	20%	6%	7%	6%	8%
ls reliable	8%	8%	12%	8%	8%	8%	9%	8%	8%	21%	7%	8%	7%	10%
Is up and coming	16%	16%	20%	16%	16%	16%	18%	17%	16%	34%	15%	17%	17%	18%
Is cutting edge	9%	9%	12%	10%	10%	9%	10%	10%	10%	21%	9%	10%	10%	12%
Is a brand for me	7%	7%	9%	7%	7%	8%	8%	7%	7%	20%	7%	7%	7%	8%
Offers good value for money	11%	12%	16%	13%	12%	13%	15%	14%	13%	35%	12%	13%	12%	18%
Is different	11%	11%	14%	11%	11%	11%	12%	12%	11%	24%	11%	11%	11%	12%
None of these	26%	26%	20%	23%	22%	23%	22%	22%	23%	15%	24%	22%	23%	24%
Don't know	41%	42%	43%	47%	47%	46%	44%	46%	46%	20%	46%	46%	46%	41%
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	928	699	320	498	556	540	340	460	502	146	665	563	564	309
Base	933	702	323	504	564	544	339	461	507	146	673	566	569	313
Is a brand I trust	47%	46%	49%	50%	48%	50%	51%	50%	50%	55%	52%	49%	48%	53%
Is reliable	44%	44%	49%	48%	47%	48%	51%	48%	48%	51%	50%	47%	47%	50%
Is up and coming	21%	21%	19%	21%	20%	22%	21%	19%	21%	24%	22%	21%	18%	20%
Is cutting edge	40%	40%	44%	44%	42%	43%	45%	45%	43%	50%	45%	43%	42%	46%
Is a brand for me	42%	41%	45%	46%	44%	46%	49%	44%	45%	45%	48%	45%	42%	44%
Offers good value for money	25%	24%	23%	24%	23%	25%	23%	24%	23%	19%	27%	23%	22%	24%
Is different	29%	29%	32%	31%	30%	30%	32%	31%	31%	32%	32%	29%	29%	32%
None of these	14%	15%	15%	13%	13%	12%	12%	14%	13%	12%	11%	13%	14%	13%

8%

8%

8%

5%

7%

8%

9%



9%

Don't know

8%

-

16%

19%

5%

YouGov Survey Results														
Sample Size: 933								Smartphone						
Fieldwork: 03/01/2019 - 11/01/2019	Total					And which	h, if any, of the	following 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 LG														
Unweighted base	928	359	6	15	51	42	-	-	12	6	239	54	90	-
Base	933	354	7	15	52	41	-	-	12	8	244	53	93	-
Is a brand I trust	24%	19%	21%	5%	22%	70%			13%	14%	28%	25%	20%	
Is reliable	26%	20%	34%	29%	24%	51%			34%	14%	29%	28%	34%	
Is up and coming	14%	11%		-	7%	34%			-	-	21%	16%	7%	-
Is cutting edge	16%	16%		-	17%	31%			-	17%	18%	10%	20%	
Is a brand for me	19%	16%		7%	15%	60%			29%	-	19%	26%	14%	-
Offers good value for money	19%	18%		7%	17%	43%		-	25%	-	21%	19%	13%	-
Is different	13%	13%		5%	12%	32%			18%	-	14%	15%	7%	-
None of these	25%	31%	66%	35%	24%	3%	-	-	15%	34%	19%	27%	24%	-
Don't know	17%	18%		30%	24%				22%	35%	15%	17%	18%	-
following statements do you feel apply to each of the brands shown below? Please select all that apply for each brand OnePlus Unweighted base	928	359	6	15	51	42			12	6	239	54	90	
Base	933	359	7	15	52	42			12	8	239	53	93	
Is a brand I trust	7%	7%	13%	-	12%	2%				65%	4%	13%	9%	
Is a brand ritust	8%	8%	13%	9%	10%	5%				65%	6%	9%	9%	
Is up and coming	16%	17%	19%	370	21%	11%			13%	48%	12%	25%	25%	
Is cutting edge	9%	8%	-		16%	9%			7%	32%	8%	13%	12%	
Is a brand for me	7%	7%	13%		12%	2%			-	83%	5%	9%	8%	
Offers good value for money	11%	12%	31%	14%	12%	10%			8%	65%	9%	15%	16%	
Is different	11%	11%	44%	-	11%	12%			-	31%	7%	18%	14%	
None of these	26%	29%	43%	53%	20%	37%			21%	-	26%	28%	16%	
Don't know	41%	39%	13%	33%	42%	37%			58%		45%	31%	42%	-
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	1170	0070	1010	00.0	1270	01,10		1			1070	0170	1275	
Unweighted base	928	359	6	15	51	42	•	•	12	6	239	54	90	•
Base	933	354	7	15	52	41	-	-	12	8	244	53	93	-
Is a brand I trust	47%	39%	66%	20%	39%	51%		•	22%	14%	70%	33%	42%	
Is reliable	44%	36%	34%	22%	40%	28%		-	28%	14%	67%	34%	43%	
Is up and coming	21%	19%	13%	-	14%	24%		-	33%	-	28%	19%	11%	-
Is cutting edge	40%	37%	31%	11%	30%	34%		-	54%	69%	50%	37%	38%	-
Is a brand for me	42%	33%		25%	30%	40%			38%	17%	70%	35%	26%	-
Offers good value for money	25%	24%			18%	17%		•	19%		42%	14%	11%	
Is different	29%	27%	26%	-	24%	14%		-	12%	17%	47%	15%	22%	
None of these	14%	19%	34%	40%	17%	18%		-	32%	17%	1%	15%	17%	-
	00/	00/		100/	100/	50/					001	470/	4.40/	

3%

-

17%



9%

Don't know

8%

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6%

6%

4%

YouGov Survey Results														
Sample Size: 933								Smartphone						
Fieldwork: 03/01/2019 - 11/01/2019	Total						Bra	nds would cor	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 LG														
Unweighted base	928	453	70	50	219	100	31	22	77	25	348	145	154	24
Base	933	450	71	49	221	98	29	20	75	25	353	144	157	24
Is a brand I trust	24%	22%	32%	44%	27%	66%	58%	66%	38%	43%	32%	41%	25%	46%
Is reliable	26%	23%	36%	51%	39%	61%	54%	60%	41%	38%	35%	40%	35%	46%
Is up and coming	14%	14%	19%	31%	14%	32%	39%	60%	27%	23%	18%	25%	12%	35%
Is cutting edge	16%	17%	27%	28%	22%	33%	40%	43%	26%	28%	21%	24%	19%	33%
Is a brand for me	19%	19%	35%	50%	26%	69%	68%	69%	41%	38%	27%	34%	19%	46%
Offers good value for money	19%	20%	26%	33%	24%	44%	56%	54%	35%	25%	26%	30%	22%	33%
Is different	13%	14%	22%	37%	16%	34%	46%	51%	25%	35%	19%	24%	12%	31%
None of these	25%	29%	30%	19%	15%	4%	8%	4%	19%	19%	16%	15%	21%	18%
Don't know Still thinking about handset brands Which of the	17%	17%	9%	6%	17%	2%	7%	-	9%	20%	14%	10%	16%	16%
following statements do you feel apply to each of the brands shown below? Please select all that apply for each brand One Plus Unweighted base	928	453	70	50	219	100	31	22	77	25	348	145	154	24
Base	933	450	71	49	213	98	29	20	75	25	353	144	157	24
Is a brand I trust	7%	8%	14%	17%	14%	19%	28%	40%	18%	68%	9%	14%	14%	36%
ls reliable	8%	6%	6%	13%	14%	12%	12%	17%	18%	43%	9%	10%	13%	18%
Is up and coming	16%	15%	26%	23%	27%	25%	34%	50%	27%	62%	18%	26%	30%	37%
Is cutting edge	9%	9%	12%	15%	17%	20%	25%	38%	20%	48%	10%	16%	15%	34%
ls a brand for me	7%	8%	17%	20%	11%	12%	27%	36%	18%	57%	7%	11%	16%	37%
Offers good value for money	11%	11%	24%	26%	21%	20%	23%	35%	24%	65%	14%	13%	22%	28%
ls different	11%	9%	19%	21%	19%	20%	26%	39%	23%	63%	12%	14%	20%	43%
None of these	26%	28%	19%	19%	16%	24%	11%	8%	13%		22%	20%	14%	20%
Don't know	41%	41%	30%	37%	35%	31%	38%	17%	38%	-	44%	40%	36%	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						1		1						1
Unweighted base	928	453	70	50	219	100	31	22	77	25	348	145	154	24
Base	933	450	71	49	221	98	29	20	75	25	353	144	157	24
Is a brand I trust	47%	42%	48%	59%	60%	60%	63%	73%	54%	47%	70%	56%	48%	59%
Is reliable	44%	40%	43%	58%	55%	55%	68%	71%	57%	40%	66%	50%	46%	52%
Is up and coming	21%	21%	31%	37%	23%	34%	48%	64%	32%	35%	28%	29%	19%	35%
Is cutting edge	40%	39%	50%	45%	47%	48%	61%	62%	52%	61%	52%	47%	42%	51%
Is a brand for me	42%	40%	48%	51%	49%	54%	63%	58%	42%	37%	70%	52%	39%	47%
Offers good value for money	25%	27%	26%	33%	26%	31%	43%	48%	23%	20%	38%	32%	17%	39%
Is different	29%	29%	35%	33%	34%	31%	46%	52%	31%	34%	45%	32%	29%	38%
None of these	14%	17%	15%	11%	8%	11%	3%		15%	11%	2%	12%	15%	18%
	00/	00/		00/	00/	40/	00/		00/	00/	00/	407	00/	100/

6%

3%

-

3%

3%

4%

12%



Sample Size: 933 Fieldwork: 03/01/2019 - 11/01/2019

	Phone	e type							
Total			Smart	phone			Smartphone		
Total	Standard		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. - Sony

Unweighted base	928	19	907	401	506	88	213	254	199	153
Base	933	19	912	439	474	121	172	216	244	160
Is a brand I trust	35%	34%	35%	36%	34%	34%	35%	36%	36%	32%
ls reliable	36%	23%	36%	42%	30%	29%	34%	39%	37%	36%
Is up and coming	15%	16%	15%	17%	14%	9%	18%	18%	16%	12%
Is cutting edge	25%	14%	25%	25%	24%	22%	28%	32%	21%	19%
Is a brand for me	27%	12%	27%	27%	27%	28%	28%	32%	25%	20%
Offers good value for money	17%	6%	17%	18%	17%	15%	20%	21%	16%	13%
Is different	20%	6%	20%	22%	18%	13%	19%	23%	24%	16%
None of these	18%	32%	18%	17%	19%	25%	14%	16%	19%	17%
Don't know	14%	21%	14%	12%	16%	18%	11%	13%	13%	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	X	iaom	1i
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Unweighted base	928	19	907	401	506	88	213	254	199	153
Base	933	19	912	439	474	121	172	216	244	160
Is a brand I trust	18%	24%	18%	21%	15%	15%	13%	22%	17%	22%
Is reliable	20%	10%	20%	25%	16%	12%	14%	21%	23%	28%
Is up and coming	40%	34%	40%	41%	38%	29%	31%	43%	45%	45%
Is cutting edge	17%	22%	17%	19%	16%	15%	16%	18%	17%	21%
Is a brand for me	20%	11%	21%	24%	17%	11%	18%	24%	19%	29%
Offers good value for money	44%	43%	44%	48%	41%	36%	38%	42%	51%	48%
Is different	18%	14%	18%	22%	15%	16%	15%	18%	19%	21%
None of these	20%	26%	20%	20%	20%	28%	25%	20%	16%	16%
Don't know	12%	10%	12%	11%	13%	15%	9%	11%	12%	13%

Cell Contents (Column Percentage)



Sample Size: 933 Fieldwork: 03/01/2019 - 11/01/2019

Total							Smartphone							
. otai		Brand awareness												
	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

928	699	320	498	556	540	340	460	502	146	665	563	564	309
													313
35%	37%	40%	41%	40%	40%	43%	41%	42%	43%	37%	42%	38%	41%
36%	37%	42%	42%	40%	42%	42%	42%	42%	51%	38%	43%	40%	43%
15%	15%	14%	15%	15%	15%	18%	16%	16%	16%	15%	16%	15%	15%
25%	26%	27%	26%	24%	26%	28%	26%	26%	30%	24%	26%	25%	26%
27%	28%	32%	32%	29%	31%	32%	31%	32%	32%	28%	33%	29%	31%
17%	18%	18%	19%	17%	18%	18%	18%	19%	17%	17%	19%	16%	17%
20%	20%	24%	23%	21%	23%	23%	22%	23%	29%	21%	24%	22%	24%
18%	19%	19%	16%	17%	17%	15%	17%	16%	15%	17%	16%	18%	19%
14%	13%	11%	13%	13%	13%	12%	12%	13%	6%	13%	12%	14%	11%
	15% 25% 27% 17% 20% 18%	933 702 35% 37% 36% 37% 15% 15% 25% 26% 27% 28% 17% 18% 20% 20% 18% 19%	933 702 323 35% 37% 40% 36% 37% 42% 15% 15% 14% 25% 26% 27% 27% 28% 32% 17% 18% 18% 18% 19% 19%	933 702 323 504 35% 37% 40% 41% 36% 37% 42% 42% 15% 15% 15% 15% 25% 26% 27% 26% 27% 28% 32% 32% 17% 18% 18% 19% 18% 19% 23% 32%	933 702 323 504 564 35% 37% 40% 41% 40% 36% 37% 42% 42% 40% 15% 15% 15% 15% 25% 26% 27% 26% 24% 27% 28% 32% 32% 29% 17% 18% 18% 19% 17% 18% 19% 19% 17% 16% 21% 18% 19% 19% 17% 16% 17%	933 702 323 504 564 544 35% 37% 40% 41% 40% 40% 36% 37% 42% 42% 40% 42% 15% 15% 15% 15% 15% 25% 26% 27% 26% 24% 26% 27% 28% 32% 32% 29% 31% 17% 18% 18% 19% 17% 18% 18% 19% 16% 17% 23% 23% 18% 19% 16% 17% 17% 17%	933 702 323 504 564 544 339 35% 37% 40% 41% 40% 40% 43% 36% 37% 42% 42% 40% 42% 43% 36% 37% 42% 42% 40% 42% 42% 15% 15% 15% 15% 15% 18% 25% 26% 27% 26% 24% 26% 28% 27% 28% 32% 32% 29% 31% 32% 17% 18% 18% 19% 17% 18% 18% 20% 20% 24% 23% 21% 23% 23% 18% 19% 16% 17% 17% 15% 15%	933 702 323 504 564 544 339 461 35% 37% 40% 41% 40% 40% 43% 41% 36% 37% 42% 42% 40% 42% 42% 42% 15% 37% 42% 42% 40% 42% 42% 42% 15% 15% 15% 15% 15% 18% 16% 26% 28% 26% 26% 27% 26% 24% 26% 28% 26% 31% 32% 32% 32%	933 702 323 504 564 544 339 461 507 35% 37% 40% 41% 40% 40% 43% 41% 42% 36% 37% 42% 42% 40% 42%	933 702 323 504 564 544 339 461 507 146 35% 37% 40% 41% 40% 40% 43% 41% 42% 43% 36% 37% 40% 41% 40% 40% 43% 41% 42% 43% 36% 37% 42% 42% 40% 42% 42% 42% 51% 15% 15% 15% 15% 15% 16% 16% 16% 16% 16% 16% 26% 26% 26% 30% 25% 26% 27% 26% 24% 26% 26% 26% 30% 27% 28% 32% 32% 29% 31% 32% 31% 32% <t< td=""><td>933 702 323 504 564 544 339 461 507 146 673 35% 37% 40% 41% 40% 43% 41% 42% 43% 37% 36% 37% 40% 42% 40% 43% 41% 42% 43% 37% 36% 37% 42% 42% 40% 42% 42% 42% 38% 15% 15% 15% 16% 26%</td><td>933 702 323 504 564 544 339 461 507 146 673 566 35% 37% 40% 41% 40% 43% 41% 42% 43% 37% 42% 42% 43% 41% 42% 43% 37% 42% 42% 43% 42% 43% 37% 42% 26% 26% 26% 26% 26% 26% 26% 26% 26% 26% 26%</td><td>933 702 323 504 564 544 339 461 507 148 673 566 569 35% 37% 40% 41% 40% 43% 41% 42% 43% 37% 42% 38% 36% 37% 40% 41% 40% 43% 41% 42% 43% 37% 42% 38% 36% 37% 42% 40% 42% 42% 42% 43% 43% 40% 42% 42% 42% 43% 42%</td></t<>	933 702 323 504 564 544 339 461 507 146 673 35% 37% 40% 41% 40% 43% 41% 42% 43% 37% 36% 37% 40% 42% 40% 43% 41% 42% 43% 37% 36% 37% 42% 42% 40% 42% 42% 42% 38% 15% 15% 15% 16% 26%	933 702 323 504 564 544 339 461 507 146 673 566 35% 37% 40% 41% 40% 43% 41% 42% 43% 37% 42% 42% 43% 41% 42% 43% 37% 42% 42% 43% 42% 43% 37% 42% 26% 26% 26% 26% 26% 26% 26% 26% 26% 26% 26%	933 702 323 504 564 544 339 461 507 148 673 566 569 35% 37% 40% 41% 40% 43% 41% 42% 43% 37% 42% 38% 36% 37% 40% 41% 40% 43% 41% 42% 43% 37% 42% 38% 36% 37% 42% 40% 42% 42% 42% 43% 43% 40% 42% 42% 42% 43% 42%

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	928	699	320	498	556	540	340	460	502	146	665	563	564	309
Base	933	702	323	504	564	544	339	461	507	146	673	566	569	313
Is a brand I trust	18%	17%	20%	18%	20%	18%	20%	19%	18%	31%	19%	18%	22%	25%
Is reliable	20%	19%	22%	20%	22%	19%	24%	21%	20%	36%	20%	20%	24%	26%
Is up and coming	40%	40%	44%	43%	43%	42%	44%	42%	41%	51%	42%	42%	45%	48%
Is cutting edge	17%	16%	18%	16%	18%	17%	16%	18%	16%	25%	17%	17%	19%	21%
Is a brand for me	20%	20%	21%	21%	24%	20%	22%	22%	20%	32%	21%	21%	26%	28%
Offers good value for money	44%	44%	48%	48%	49%	46%	48%	49%	47%	60%	46%	46%	51%	53%
Is different	18%	17%	19%	17%	20%	17%	18%	18%	16%	24%	19%	17%	20%	23%
None of these	20%	21%	18%	19%	17%	20%	19%	19%	20%	13%	18%	19%	17%	17%
Don't know	12%	12%	10%	11%	12%	12%	11%	11%	12%	7%	12%	12%	10%	9%

Cell Contents (C



Sample Size: 933 Fieldwork: 03/01/2019 - 11/01/2019

Total					And which	h if any of the f	Smartphone	e ie vour ourrent	handcot?						
		And which, if any, of the following brands 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. - Sony

Unweighted base	928	359	6	15	51	42	•		12	6	239	54	90	-
Base	933	354	7	15	52	41	-	-	12	8	244	53	93	-
Is a brand I trust	35%	31%	34%	41%	19%	31%	-	-	34%	69%	34%	72%	38%	-
Is reliable	36%	28%	34%	49%	28%	29%		-	35%	83%	38%	72%	42%	-
Is up and coming	15%	15%	-	11%	20%	7%	-	-	13%		17%	25%	12%	-
Is cutting edge	25%	27%	-	24%	17%	23%		-	7%	17%	21%	52%	16%	-
Is a brand for me	27%	23%	-	14%	12%	31%	-	-	15%	17%	28%	81%	20%	-
Offers good value for money	17%	19%		14%	9%	15%	-		25%		18%	33%	7%	-
Is different	20%	18%	13%	13%	15%	8%		-	35%	17%	19%	45%	22%	-
None of these	18%	23%	40%	35%	21%	21%	-		14%		13%	4%	13%	-
Don't know	14%	14%	13%	10%	21%	9%	-	-	12%	-	14%	5%	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. - Xiaomi

Unweighted base	928	359	6	15	51	42	-	-	12	6	239	54	90	-
Base	933	354	7	15	52	41	-	-	12	8	244	53	93	-
Is a brand I trust	18%	12%		-	28%	7%		-	7%	48%	13%	11%	61%	-
Is reliable	20%	14%	13%	9%	31%	5%	-	-	7%	17%	16%	9%	63%	-
Is up and coming	40%	36%	31%	19%	48%	40%			17%	48%	40%	30%	60%	-
Is cutting edge	17%	11%	13%	9%	24%	21%	-		7%	34%	15%	15%	42%	-
Is a brand for me	20%	12%		6%	40%	5%			17%	48%	16%	12%	69%	-
Offers good value for money	44%	40%	31%	53%	56%	39%	-		38%	100%	42%	27%	68%	-
ls different	18%	13%	31%	14%	35%	14%			7%	31%	17%	6%	41%	-
None of these	20%	26%	56%	31%	5%	23%	-		62%		15%	27%	4%	
Don't know	12%	13%		12%	16%	10%	-		-		14%	19%	1%	

Cell Contents (C



Sample Size: 933 Fieldwork: 03/01/2019 - 11/01/2019

Total		Smartphone														
	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	928	453	70	50	219	100	31	22	77	25	348	145	154	24
Base	933	450	71	49	221	98	29	20	75	25	353	144	157	24
Is a brand I trust	35%	34%	56%	57%	37%	53%	76%	72%	58%	55%	44%	72%	41%	42%
Is reliable	36%	32%	51%	63%	44%	54%	76%	78%	68%	72%	44%	71%	44%	43%
Is up and coming	15%	17%	22%	30%	17%	23%	53%	63%	29%	28%	20%	31%	20%	43%
Is cutting edge	25%	28%	40%	40%	25%	34%	63%	59%	41%	45%	30%	50%	21%	33%
Is a brand for me	27%	26%	50%	52%	32%	45%	78%	83%	53%	46%	35%	69%	27%	42%
Offers good value for money	17%	18%	25%	41%	15%	35%	53%	63%	33%	34%	23%	43%	15%	39%
ls different	20%	21%	33%	37%	20%	31%	53%	52%	38%	38%	23%	43%	20%	24%
None of these	18%	21%	13%	7%	14%	14%	3%		6%	11%	10%	2%	11%	21%
Don't know	14%	13%		6%	9%	8%	3%		3%		12%	3%	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. - Xiaomi

Unweighted base	928	453	70	50	219	100	31	22	77	25	348	145	154	24
Base	933	450	71	49	221	98	29	20	75	25	353	144	157	24
Is a brand I trust	18%	14%	19%	18%	34%	19%	23%	43%	27%	48%	17%	16%	55%	63%
Is reliable	20%	14%	16%	23%	37%	21%	25%	51%	26%	37%	21%	17%	56%	63%
Is up and coming	40%	37%	41%	38%	55%	43%	44%	65%	38%	59%	42%	39%	64%	74%
Is cutting edge	17%	15%	19%	23%	26%	23%	32%	39%	18%	46%	18%	16%	37%	49%
Is a brand for me	20%	16%	21%	22%	37%	19%	26%	46%	26%	47%	19%	18%	62%	79%
Offers good value for money	44%	41%	46%	52%	64%	41%	57%	65%	58%	71%	48%	44%	74%	77%
Is different	18%	14%	26%	34%	28%	22%	42%	53%	25%	50%	19%	21%	42%	57%
None of these	20%	23%	23%	21%	5%	24%	21%	4%	25%	3%	15%	24%	3%	7%
Don't know	12%	12%	6%	5%	8%	7%	-		3%	6%	12%	8%	2%	

Cell Contents (C