

YouGov Survey Results

Sample Size: 2910

Total	Phone Type		Current Main Handset										
	Standard mobile phone	Smartphone Nat Rep	Either iPhone 8	iPhone 8	Either iPhone 7	iPhone 7+	iPhone 7	iPhone 6S	iPhone 6	iPhone SE	Either Samsung S8	Samsung S8	Samsung S7 edge

Fieldwork: 18/12/2018 - 27/12/2018

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

	2918	365	2532	111	79	204	47	157	150	85	125	111	92	36
Unweighted base	2918	365	2532	111	79	204	47	157	150	85	125	111	92	36
Base	2910	312	2577	118	86	207	50	158	150	81	129	120	98	38
I do not know this brand	1%	4%	1%	-	-	-	-	-	-	-	-	1%	1%	-
I would never choose this brand	21%	16%	21%	-	-	-	-	-	-	-	-	35%	36%	32%
I have heard of this brand but don't know much about it	7%	22%	5%	1%	2%	-	-	-	1%	2%	3%	7%	6%	3%
I know a little about this brand	9%	16%	8%	-	-	2%	2%	2%	2%	-	-	12%	14%	12%
I would try it under certain circumstances	14%	17%	14%	1%	1%	1%	-	1%	-	2%	3%	21%	22%	18%
I would like to try it based on what I've heard recently	6%	11%	5%	1%	1%	2%	-	2%	0%	2%	-	7%	6%	15%
This is one of my preferred brands	30%	12%	32%	51%	54%	58%	58%	57%	68%	72%	72%	17%	15%	21%
This is the only brand I would consider	12%	2%	14%	46%	42%	38%	40%	38%	29%	23%	22%	-	-	-

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

	2918	365	2532	111	79	204	47	157	150	85	125	111	92	36
Unweighted base	2918	365	2532	111	79	204	47	157	150	85	125	111	92	36
Base	2910	312	2577	118	86	207	50	158	150	81	129	120	98	38
I do not know this brand	16%	30%	14%	23%	26%	13%	13%	13%	16%	26%	16%	13%	16%	6%
I would never choose this brand	13%	12%	13%	19%	19%	23%	23%	24%	16%	15%	18%	9%	11%	9%
I have heard of this brand but don't know much about it	27%	32%	27%	23%	25%	28%	22%	30%	35%	29%	36%	28%	23%	28%
I know a little about this brand	14%	9%	14%	14%	15%	18%	20%	17%	14%	14%	12%	13%	10%	17%
I would try it under certain circumstances	12%	6%	13%	13%	8%	13%	16%	11%	10%	12%	11%	14%	16%	9%
I would like to try it based on what I've heard recently	11%	6%	11%	6%	7%	4%	4%	4%	7%	-	6%	17%	20%	24%
This is one of my preferred brands	7%	4%	7%	3%	-	0%	-	0%	1%	2%	1%	4%	3%	7%
This is the only brand I would consider	1%	-	1%	-	-	0%	2%	-	0%	3%	-	1%	-	-

YouGov Survey Results

Sample Size: 2910

Total	Brands heard of before today															
	Samsung S7	Samsung Galaxy S6	Apple	Google Pixel	HTC	Huawei	LG	Lumia (Nokia Lumia, Microsoft Lumia)	Motorola	Nokia (excluding Nokia Lumia)	OnePlus	Samsung	Sony	Xiaomi	ZTE	None of these

Fieldwork: 18/12/2018 - 27/12/2018

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

	2918	74	48	2521	1261	1546	1908	2038	1537	2158	2195	376	2469	2209	258	339	20	10
Unweighted base	2918	74	48	2521	1261	1546	1908	2038	1537	2158	2195	376	2469	2209	258	339	20	10
Base	2910	80	50	2485	1306	1588	1883	1993	1534	2096	2128	398	2422	2156	290	382	18	11
I do not know this brand	1%	-	-	1%	0%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	4%	15%
I would never choose this brand	21%	39%	27%	18%	25%	25%	24%	22%	24%	21%	22%	34%	22%	22%	35%	34%	36%	12%
I have heard of this brand but don't know much about it	7%	5%	13%	6%	4%	5%	7%	7%	6%	7%	7%	3%	7%	7%	3%	3%	-	14%
I know a little about this brand	9%	14%	15%	8%	8%	8%	9%	10%	9%	10%	9%	7%	10%	10%	8%	7%	18%	-
I would try it under certain circumstances	14%	21%	14%	14%	15%	14%	15%	15%	16%	15%	15%	16%	15%	15%	15%	12%	20%	20%
I would like to try it based on what I've heard recently	6%	6%	15%	5%	5%	5%	5%	6%	5%	6%	5%	6%	6%	6%	4%	8%	13%	-
This is one of my preferred brands	30%	13%	11%	33%	32%	31%	29%	30%	29%	30%	30%	25%	29%	29%	28%	27%	4%	18%
This is the only brand I would consider	12%	2%	6%	14%	11%	11%	10%	11%	10%	10%	11%	8%	10%	10%	6%	9%	5%	21%

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

	2918	74	48	2521	1261	1546	1908	2038	1537	2158	2195	376	2469	2209	258	339	20	10
Unweighted base	2918	74	48	2521	1261	1546	1908	2038	1537	2158	2195	376	2469	2209	258	339	20	10
Base	2910	80	50	2485	1306	1588	1883	1993	1534	2096	2128	398	2422	2156	290	382	18	11
I do not know this brand	16%	8%	16%	16%	8%	7%	4%	12%	9%	14%	14%	3%	15%	14%	1%	3%	13%	40%
I would never choose this brand	13%	16%	9%	14%	14%	15%	14%	14%	14%	13%	14%	13%	13%	13%	11%	13%	3%	-
I have heard of this brand but don't know much about it	27%	22%	24%	29%	26%	28%	31%	29%	29%	29%	28%	19%	28%	28%	16%	18%	9%	-
I know a little about this brand	14%	15%	11%	13%	16%	16%	15%	15%	14%	14%	13%	18%	14%	14%	15%	16%	22%	-
I would try it under certain circumstances	12%	17%	12%	12%	14%	14%	14%	12%	13%	12%	12%	17%	12%	12%	23%	20%	16%	8%
I would like to try it based on what I've heard recently	11%	16%	17%	10%	12%	12%	13%	11%	12%	11%	11%	16%	11%	11%	15%	15%	28%	-
This is one of my preferred brands	7%	5%	10%	6%	9%	8%	9%	7%	9%	7%	7%	12%	7%	7%	16%	14%	9%	18%
This is the only brand I would consider	1%	-	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	-	34%

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Total	Phone Type		Current Main Handset										
	Standard mobile phone	Smartphone Nat Rep	Either iPhone 8	iPhone 8	Either iPhone 7	iPhone 7+	iPhone 7	iPhone 6S	iPhone 6	iPhone SE	Either Samsung S8	Samsung S8	Samsung S7 edge

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

	2918	365	2532	111	79	204	47	157	150	85	125	111	92	36
Unweighted base	2918	365	2532	111	79	204	47	157	150	85	125	111	92	36
Base	2910	312	2577	118	86	207	50	158	150	81	129	120	98	38
I do not know this brand	7%	17%	5%	9%	11%	4%	2%	5%	4%	9%	3%	5%	6%	3%
I would never choose this brand	9%	3%	10%	16%	14%	20%	16%	21%	11%	13%	13%	9%	11%	8%
I have heard of this brand but don't know much about it	23%	28%	22%	19%	22%	20%	28%	18%	24%	26%	27%	25%	22%	20%
I know a little about this brand	22%	15%	23%	31%	31%	26%	21%	27%	28%	32%	29%	25%	26%	23%
I would try it under certain circumstances	22%	18%	23%	17%	14%	23%	23%	23%	25%	11%	20%	21%	20%	33%
I would like to try it based on what I've heard recently	8%	10%	8%	5%	6%	4%	7%	3%	5%	4%	4%	6%	7%	11%
This is one of my preferred brands	8%	10%	8%	4%	3%	3%	2%	3%	3%	2%	3%	9%	8%	2%
This is the only brand I would consider	1%	0%	0%	-	-	-	-	-	-	2%	1%	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. - OnePlus

	2918	365	2532	111	79	204	47	157	150	85	125	111	92	36
Unweighted base	2918	365	2532	111	79	204	47	157	150	85	125	111	92	36
Base	2910	312	2577	118	86	207	50	158	150	81	129	120	98	38
I do not know this brand	68%	75%	67%	69%	71%	64%	63%	65%	66%	72%	71%	68%	70%	59%
I would never choose this brand	5%	3%	5%	5%	7%	13%	10%	14%	9%	3%	6%	2%	2%	2%
I have heard of this brand but don't know much about it	11%	12%	11%	10%	10%	11%	9%	11%	11%	9%	9%	13%	8%	13%
I know a little about this brand	5%	4%	5%	7%	6%	3%	3%	4%	5%	5%	7%	5%	5%	6%
I would try it under certain circumstances	5%	4%	6%	5%	5%	5%	9%	4%	5%	9%	5%	7%	8%	5%
I would like to try it based on what I've heard recently	4%	1%	4%	2%	1%	4%	6%	3%	3%	1%	3%	4%	4%	16%
This is one of my preferred brands	2%	1%	2%	2%	-	-	-	-	1%	-	-	2%	3%	-
This is the only brand I would consider	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. - Samsung

	2918	365	2532	111	79	204	47	157	150	85	125	111	92	36
Unweighted base	2918	365	2532	111	79	204	47	157	150	85	125	111	92	36
Base	2910	312	2577	118	86	207	50	158	150	81	129	120	98	38
I do not know this brand	1%	3%	1%	4%	5%	0%	-	1%	0%	2%	1%	-	-	-
I would never choose this brand	5%	3%	5%	11%	12%	13%	9%	14%	5%	5%	7%	-	-	-
I have heard of this brand but don't know much about it	8%	20%	6%	6%	8%	8%	6%	9%	8%	12%	9%	1%	-	2%
I know a little about this brand	13%	17%	13%	26%	28%	14%	12%	15%	14%	27%	21%	-	-	-
I would try it under certain circumstances	19%	15%	19%	27%	24%	32%	28%	33%	28%	31%	21%	4%	5%	-
I would like to try it based on what I've heard recently	10%	11%	10%	9%	8%	13%	18%	11%	20%	10%	10%	1%	1%	-
This is one of my preferred brands	38%	29%	40%	17%	15%	19%	25%	17%	23%	12%	30%	70%	69%	81%
This is the only brand I would consider	6%	3%	6%	-	-	0%	2%	-	-	1%	1%	24%	25%	17%

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Sample Size: 2910

Fieldwork: 18/12/2018 - 27/12/2018

Total	Brands heard of before today															
	Samsung S7	Samsung Galaxy S6	Apple	Google Pixel	HTC	Huawei	LG	Lumia (Nokia Lumia, Microsoft Lumia)	Motorola	Nokia (excluding Nokia Lumia)	OnePlus	Samsung	Sony	Xiaomi	ZTE	None of these

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

	2918	74	48	2521	1261	1546	1908	2038	1537	2158	2195	376	2469	2209	258	339	20	10
Unweighted base	2918	74	48	2521	1261	1546	1908	2038	1537	2158	2195	376	2469	2209	258	339	20	10
Base	2910	80	50	2485	1306	1588	1883	1993	1534	2096	2128	398	2422	2156	290	382	18	11
I do not know this brand	7%	1%	6%	6%	3%	2%	4%	2%	4%	5%	6%	1%	6%	6%	1%	2%	9%	40%
I would never choose this brand	9%	8%	3%	9%	8%	8%	8%	7%	8%	8%	10%	8%	7%	9%	9%	3%	-	-
I have heard of this brand but don't know much about it	23%	24%	19%	23%	18%	21%	23%	24%	22%	24%	23%	12%	24%	23%	12%	10%	16%	12%
I know a little about this brand	22%	28%	23%	23%	25%	25%	23%	23%	22%	22%	21%	23%	22%	18%	22%	8%	-	-
I would try it under certain circumstances	22%	22%	29%	23%	26%	27%	25%	25%	26%	24%	24%	37%	23%	24%	39%	36%	29%	8%
I would like to try it based on what I've heard recently	8%	4%	10%	8%	9%	9%	8%	8%	9%	8%	9%	8%	8%	10%	11%	19%	-	-
This is one of my preferred brands	8%	11%	9%	7%	8%	8%	8%	9%	8%	8%	9%	8%	8%	10%	9%	16%	16%	18%
This is the only brand I would consider	1%	2%	-	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	-	21%

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

	2918	74	48	2521	1261	1546	1908	2038	1537	2158	2195	376	2469	2209	258	339	20	10
Unweighted base	2918	74	48	2521	1261	1546	1908	2038	1537	2158	2195	376	2469	2209	258	339	20	10
Base	2910	80	50	2485	1306	1588	1883	1993	1534	2096	2128	398	2422	2156	290	382	18	11
I do not know this brand	68%	79%	89%	68%	61%	64%	67%	68%	66%	68%	68%	7%	69%	68%	29%	42%	41%	55%
I would never choose this brand	5%	7%	-	5%	4%	4%	4%	4%	3%	4%	4%	6%	4%	4%	6%	4%	8%	12%
I have heard of this brand but don't know much about it	11%	5%	6%	11%	13%	12%	12%	12%	12%	12%	12%	27%	11%	12%	17%	14%	20%	-
I know a little about this brand	5%	4%	3%	5%	7%	6%	5%	5%	5%	5%	5%	12%	5%	5%	10%	8%	10%	-
I would try it under certain circumstances	5%	2%	3%	5%	7%	6%	5%	5%	6%	5%	5%	16%	5%	5%	14%	13%	-	8%
I would like to try it based on what I've heard recently	4%	3%	-	4%	6%	5%	4%	4%	5%	4%	4%	17%	4%	4%	14%	12%	21%	-
This is one of my preferred brands	2%	1%	-	2%	3%	2%	2%	2%	2%	2%	2%	12%	2%	2%	9%	6%	-	18%
This is the only brand I would consider	0%	-	-	0%	0%	0%	0%	0%	0%	0%	0%	3%	0%	0%	1%	1%	-	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. - Samsung

	2918	74	48	2521	1261	1546	1908	2038	1537	2158	2195	376	2469	2209	258	339	20	10
Unweighted base	2918	74	48	2521	1261	1546	1908	2038	1537	2158	2195	376	2469	2209	258	339	20	10
Base	2910	80	50	2485	1306	1588	1883	1993	1534	2096	2128	398	2422	2156	290	382	18	11
I do not know this brand	1%	-	-	1%	0%	0%	1%	0%	0%	1%	1%	1%	0%	1%	1%	1%	9%	15%
I would never choose this brand	5%	1%	-	5%	4%	4%	4%	3%	4%	3%	4%	5%	3%	4%	4%	3%	11%	12%
I have heard of this brand but don't know much about it	8%	2%	1%	8%	5%	6%	7%	7%	6%	7%	8%	2%	8%	8%	3%	3%	5%	5%
I know a little about this brand	13%	-	2%	14%	12%	12%	12%	13%	13%	13%	13%	11%	12%	13%	10%	10%	15%	9%
I would try it under certain circumstances	19%	3%	3%	20%	21%	21%	20%	20%	20%	20%	20%	27%	18%	20%	27%	24%	21%	8%
I would like to try it based on what I've heard recently	10%	-	3%	11%	10%	10%	10%	10%	10%	10%	10%	13%	10%	10%	11%	12%	10%	-
This is one of my preferred brands	38%	76%	78%	37%	42%	41%	41%	40%	42%	40%	40%	35%	42%	40%	38%	41%	29%	18%
This is the only brand I would consider	6%	17%	12%	5%	6%	5%	5%	5%	5%	5%	5%	5%	6%	5%	6%	6%	-	34%

YouGov Survey Results

Sample Size: 2910

Total	Phone Type		Current Main Handset										
	Standard mobile phone	Smartphone Nat Rep	Either iPhone 8	iPhone 8	Either iPhone 7	iPhone 7+	iPhone 7	iPhone 6S	iPhone 6	iPhone SE	Either Samsung S8	Samsung S8	Samsung S7 edge

Fieldwork: 18/12/2018 - 27/12/2018

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

	2918	365	2532	111	79	204	47	157	150	85	125	111	92	36
Unweighted base	2918	365	2532	111	79	204	47	157	150	85	125	111	92	36
Base	2910	312	2577	118	86	207	50	158	150	81	129	120	98	38
I do not know this brand	2%	3%	2%	4%	5%	3%	1%	3%	1%	5%	2%	2%	3%	-
I would never choose this brand	6%	4%	7%	12%	11%	14%	16%	13%	5%	10%	11%	5%	6%	5%
I have heard of this brand but don't know much about it	16%	26%	15%	17%	21%	18%	17%	19%	16%	21%	16%	17%	16%	13%
I know a little about this brand	20%	20%	21%	25%	25%	20%	17%	21%	24%	24%	25%	18%	20%	20%
I would try it under certain circumstances	27%	18%	28%	27%	23%	29%	23%	30%	33%	27%	29%	32%	28%	39%
I would like to try it based on what I've heard recently	10%	13%	10%	8%	10%	5%	14%	2%	11%	4%	7%	9%	12%	11%
This is one of my preferred brands	17%	15%	18%	7%	5%	11%	12%	10%	10%	10%	10%	17%	15%	13%
This is the only brand I would consider	1%	1%	1%	-	-	-	-	-	-	-	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. - Xiaomi

	2918	365	2532	111	79	204	47	157	150	85	125	111	92	36
Unweighted base	2918	365	2532	111	79	204	47	157	150	85	125	111	92	36
Base	2910	312	2577	118	86	207	50	158	150	81	129	120	98	38
I do not know this brand	73%	81%	72%	76%	80%	70%	62%	73%	78%	80%	75%	73%	74%	69%
I would never choose this brand	5%	4%	5%	5%	6%	12%	10%	13%	7%	4%	5%	1%	1%	-
I have heard of this brand but don't know much about it	10%	8%	10%	8%	9%	8%	9%	8%	8%	7%	10%	13%	11%	18%
I know a little about this brand	5%	3%	5%	3%	1%	5%	6%	5%	4%	2%	5%	3%	4%	2%
I would try it under certain circumstances	4%	1%	5%	2%	2%	3%	7%	2%	2%	7%	2%	5%	5%	11%
I would like to try it based on what I've heard recently	2%	2%	2%	1%	-	1%	4%	-	1%	-	1%	4%	4%	-
This is one of my preferred brands	1%	-	1%	3%	1%	-	-	-	-	-	2%	1%	1%	-
This is the only brand I would consider	0%	-	0%	1%	2%	0%	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

	2918	365	2532	111	79	204	47	157	150	85	125	111	92	36
Unweighted base	2918	365	2532	111	79	204	47	157	150	85	125	111	92	36
Base	2910	312	2577	118	86	207	50	158	150	81	129	120	98	38
Is a brand I trust	35%	21%	37%	74%	75%	67%	60%	70%	67%	60%	63%	19%	16%	16%
Is reliable	37%	21%	39%	64%	64%	69%	63%	70%	64%	56%	54%	24%	19%	33%
Is up and coming	15%	14%	15%	27%	29%	27%	21%	29%	24%	16%	17%	17%	13%	22%
Is cutting edge	38%	26%	39%	58%	61%	50%	40%	53%	49%	49%	56%	26%	25%	52%
Is a brand for me	31%	13%	34%	76%	76%	70%	60%	73%	64%	58%	68%	12%	9%	17%
Offers good value for money	11%	7%	11%	26%	24%	21%	14%	23%	20%	19%	11%	8%	5%	5%
Is different	21%	16%	22%	33%	33%	30%	25%	32%	31%	27%	26%	14%	14%	18%
None of these	19%	17%	20%	5%	6%	3%	4%	3%	3%	3%	3%	36%	37%	18%
Don't know	17%	37%	14%	1%	1%	3%	2%	4%	4%	7%	7%	20%	22%	13%

YouGov Survey Results

Sample Size: 2910

Total	Brands heard of before today															
	Samsung S7	Samsung Galaxy S6	Apple	Google Pixel	HTC	Huawei	LG	Lumia (Nokia Lumia, Microsoft Lumia)	Motorola	Nokia (excluding Nokia Lumia)	OnePlus	Samsung	Sony	Xiaomi	ZTE	None of these

Fieldwork: 18/12/2018 - 27/12/2018

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

	2918	74	48	2521	1261	1546	1908	2038	1537	2158	2195	376	2469	2209	258	339	20	10
Unweighted base	2918	74	48	2521	1261	1546	1908	2038	1537	2158	2195	376	2469	2209	258	339	20	10
Base	2910	80	50	2485	1306	1588	1883	1993	1534	2096	2128	398	2422	2156	290	382	18	11
I do not know this brand	2%	-	-	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	9%	15%
I would never choose this brand	6%	5%	1%	6%	6%	6%	5%	5%	5%	5%	5%	7%	5%	5%	7%	6%	3%	12%
I have heard of this brand but don't know much about it	16%	14%	13%	16%	11%	13%	14%	15%	13%	15%	15%	6%	15%	15%	6%	6%	16%	18%
I know a little about this brand	20%	22%	29%	20%	21%	20%	19%	20%	20%	20%	20%	16%	21%	20%	15%	15%	12%	9%
I would try it under certain circumstances	27%	30%	25%	28%	31%	30%	30%	29%	29%	28%	28%	36%	28%	28%	37%	33%	20%	8%
I would like to try it based on what I've heard recently	10%	12%	17%	10%	10%	10%	10%	10%	10%	10%	10%	11%	10%	10%	12%	14%	17%	-
This is one of my preferred brands	17%	17%	14%	17%	20%	20%	19%	20%	21%	19%	19%	21%	18%	20%	22%	22%	22%	18%
This is the only brand I would consider	1%	-	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	21%

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

	2918	74	48	2521	1261	1546	1908	2038	1537	2158	2195	376	2469	2209	258	339	20	10
Unweighted base	2918	74	48	2521	1261	1546	1908	2038	1537	2158	2195	376	2469	2209	258	339	20	10
Base	2910	80	50	2485	1306	1588	1883	1993	1534	2096	2128	398	2422	2156	290	382	18	11
I do not know this brand	73%	72%	83%	74%	68%	71%	73%	74%	71%	75%	75%	41%	75%	74%	7%	43%	45%	55%
I would never choose this brand	5%	7%	3%	5%	5%	5%	4%	4%	5%	4%	4%	9%	4%	4%	9%	7%	8%	-
I have heard of this brand but don't know much about it	10%	7%	6%	10%	12%	12%	11%	11%	12%	10%	10%	20%	10%	10%	38%	20%	16%	-
I know a little about this brand	5%	3%	3%	4%	6%	5%	4%	4%	4%	4%	4%	9%	4%	4%	11%	8%	10%	12%
I would try it under certain circumstances	4%	4%	6%	4%	5%	5%	4%	4%	4%	4%	4%	10%	4%	4%	17%	12%	8%	8%
I would like to try it based on what I've heard recently	2%	6%	-	2%	3%	3%	2%	2%	3%	2%	2%	6%	2%	2%	11%	7%	6%	18%
This is one of my preferred brands	1%	-	-	1%	1%	1%	1%	1%	1%	1%	1%	3%	1%	1%	6%	3%	8%	-
This is the only brand I would consider	0%	2%	-	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	-	-	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. - Apple

	2918	74	48	2521	1261	1546	1908	2038	1537	2158	2195	376	2469	2209	258	339	20	10
Unweighted base	2918	74	48	2521	1261	1546	1908	2038	1537	2158	2195	376	2469	2209	258	339	20	10
Base	2910	80	50	2485	1306	1588	1883	1993	1534	2096	2128	398	2422	2156	290	382	18	11
Is a brand I trust	35%	18%	21%	39%	37%	36%	35%	36%	35%	35%	35%	28%	34%	34%	29%	33%	15%	6%
Is reliable	37%	27%	25%	40%	41%	39%	38%	39%	38%	38%	38%	40%	37%	37%	41%	21%	-	-
Is up and coming	15%	12%	11%	16%	14%	14%	12%	13%	14%	13%	13%	11%	13%	13%	12%	14%	-	31%
Is cutting edge	38%	42%	34%	40%	41%	41%	39%	39%	39%	38%	38%	36%	38%	38%	41%	42%	38%	31%
Is a brand for me	31%	14%	19%	35%	33%	33%	30%	32%	31%	31%	31%	26%	30%	31%	24%	27%	-	-
Offers good value for money	11%	8%	11%	12%	8%	8%	9%	9%	9%	9%	9%	6%	9%	9%	8%	8%	-	6%
Is different	21%	19%	20%	22%	22%	22%	21%	21%	22%	21%	21%	21%	20%	20%	25%	25%	16%	6%
None of these	19%	36%	29%	17%	20%	21%	20%	21%	19%	19%	19%	27%	20%	20%	23%	42%	-	-
Don't know	17%	10%	19%	15%	12%	13%	15%	15%	15%	16%	16%	9%	17%	17%	9%	11%	14%	63%

YouGov Survey Results

Sample Size: 2910

Fieldwork: 18/12/2018 - 27/12/2018

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

Total	Phone Type		Current Main Handset											
	Standard mobile phone	Smartphone Nat Rep	Either iPhone 8	iPhone 8	Either iPhone 7	iPhone 7+	iPhone 7	iPhone 6S	iPhone 6	iPhone SE	Either Samsung S8	Samsung S8	Samsung S7 edge	
Unweighted base	2918	365	2532	111	79	204	47	157	150	85	125	111	92	36
Base	2910	312	2577	118	86	207	50	158	150	81	129	120	98	38
Is a brand I trust	8%	6%	9%	-	-	4%	-	6%	3%	-	3%	5%	4%	11%
Is reliable	12%	7%	13%	6%	4%	9%	10%	9%	5%	4%	9%	13%	13%	14%
Is up and coming	26%	14%	27%	21%	20%	21%	16%	23%	21%	17%	19%	29%	28%	32%
Is cutting edge	14%	7%	15%	9%	10%	12%	13%	12%	10%	5%	8%	12%	10%	19%
Is a brand for me	10%	6%	10%	3%	4%	4%	-	5%	4%	4%	5%	7%	7%	11%
Offers good value for money	21%	11%	22%	19%	17%	15%	12%	15%	11%	12%	11%	23%	20%	31%
Is different	16%	9%	16%	17%	16%	12%	16%	11%	15%	15%	8%	14%	14%	20%
None of these	18%	20%	18%	23%	25%	28%	25%	29%	20%	19%	24%	14%	12%	20%
Don't know	42%	59%	40%	36%	39%	42%	47%	40%	43%	50%	44%	47%	47%	33%

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	2918	365	2532	111	79	204	47	157	150	85	125	111	92	36
Base	2910	312	2577	118	86	207	50	158	150	81	129	120	98	38
Is a brand I trust	16%	15%	16%	10%	12%	11%	-	15%	13%	11%	11%	19%	19%	13%
Is reliable	17%	16%	17%	11%	10%	16%	12%	17%	12%	12%	10%	19%	20%	17%
Is up and coming	8%	7%	8%	4%	4%	5%	4%	6%	6%	8%	10%	5%	5%	10%
Is cutting edge	7%	8%	8%	7%	9%	6%	6%	6%	9%	3%	8%	-	-	7%
Is a brand for me	10%	9%	10%	6%	7%	8%	5%	9%	4%	2%	6%	11%	11%	3%
Offers good value for money	18%	15%	19%	15%	17%	12%	6%	14%	15%	13%	17%	22%	22%	10%
Is different	7%	5%	7%	7%	9%	3%	-	4%	8%	5%	8%	7%	7%	11%
None of these	21%	15%	22%	20%	18%	28%	30%	28%	19%	21%	25%	24%	23%	21%
Don't know	41%	50%	40%	45%	42%	41%	46%	40%	42%	46%	39%	34%	36%	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. - OnePlus

Unweighted base	2918	365	2532	111	79	204	47	157	150	85	125	111	92	36
Base	2910	312	2577	118	86	207	50	158	150	81	129	120	98	38
Is a brand I trust	3%	1%	3%	2%	3%	2%	2%	2%	2%	1%	2%	1%	1%	4%
Is reliable	4%	1%	5%	6%	7%	2%	2%	2%	4%	7%	4%	0%	1%	7%
Is up and coming	8%	4%	9%	7%	6%	5%	7%	5%	5%	4%	11%	7%	7%	10%
Is cutting edge	5%	1%	6%	0%	-	5%	6%	5%	5%	5%	2%	4%	5%	11%
Is a brand for me	4%	1%	5%	5%	2%	3%	2%	3%	2%	1%	3%	4%	5%	13%
Offers good value for money	7%	2%	7%	4%	3%	5%	8%	5%	4%	4%	6%	3%	3%	14%
Is different	7%	2%	7%	3%	3%	7%	2%	8%	7%	6%	7%	7%	7%	7%
None of these	22%	21%	22%	23%	24%	22%	21%	22%	20%	21%	20%	27%	27%	30%
Don't know	63%	74%	61%	60%	61%	65%	67%	64%	64%	65%	62%	60%	60%	45%

YouGov Survey Results

Sample Size: 2910

Total	Brands heard of before today															
	Samsung S7	Samsung Galaxy S6	Apple	Google Pixel	HTC	Huawei	LG	Lumia (Nokia Lumia, Microsoft Lumia)	Motorola	Nokia (excluding Nokia Lumia)	OnePlus	Samsung	Sony	Xiaomi	ZTE	None of these

Fieldwork: 18/12/2018 - 27/12/2018

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

	2918	74	48	2521	1261	1546	1908	2038	1537	2158	2195	376	2469	2209	258	339	20	10
Unweighted base	2918	74	48	2521	1261	1546	1908	2038	1537	2158	2195	376	2469	2209	258	339	20	10
Base	2910	80	50	2485	1306	1588	1883	1993	1534	2096	2128	398	2422	2156	290	382	18	11
Is a brand I trust	8%	12%	11%	8%	10%	10%	11%	9%	10%	8%	8%	14%	8%	9%	17%	17%	33%	-
Is reliable	12%	15%	13%	12%	16%	15%	16%	13%	15%	13%	13%	22%	12%	13%	25%	24%	30%	31%
Is up and coming	26%	31%	32%	26%	32%	30%	32%	28%	30%	27%	27%	37%	26%	27%	40%	38%	41%	-
Is cutting edge	14%	13%	13%	13%	18%	17%	17%	15%	17%	14%	14%	22%	14%	15%	29%	26%	31%	-
Is a brand for me	10%	12%	14%	9%	13%	12%	13%	10%	12%	10%	10%	18%	10%	10%	21%	20%	28%	31%
Offers good value for money	21%	25%	39%	21%	27%	25%	26%	22%	24%	21%	21%	36%	21%	22%	44%	36%	45%	31%
Is different	16%	18%	15%	16%	20%	19%	19%	17%	18%	16%	16%	24%	16%	16%	28%	22%	35%	18%
None of these	18%	23%	18%	19%	18%	18%	17%	18%	17%	18%	18%	18%	18%	18%	16%	19%	17%	-
Don't know	42%	34%	37%	43%	35%	37%	36%	41%	38%	42%	42%	25%	43%	42%	18%	22%	13%	69%

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

	2918	74	48	2521	1261	1546	1908	2038	1537	2158	2195	376	2469	2209	258	339	20	10
Unweighted base	2918	74	48	2521	1261	1546	1908	2038	1537	2158	2195	376	2469	2209	258	339	20	10
Base	2910	80	50	2485	1306	1588	1883	1993	1534	2096	2128	398	2422	2156	290	382	18	11
Is a brand I trust	16%	25%	22%	16%	20%	19%	19%	19%	19%	18%	18%	23%	17%	18%	25%	22%	24%	12%
Is reliable	17%	26%	14%	17%	22%	21%	20%	20%	21%	19%	19%	25%	17%	19%	26%	25%	31%	-
Is up and coming	8%	13%	15%	8%	9%	8%	8%	8%	9%	8%	8%	9%	7%	8%	11%	11%	14%	-
Is cutting edge	7%	19%	-	7%	10%	9%	8%	8%	9%	8%	8%	12%	7%	8%	14%	13%	14%	6%
Is a brand for me	10%	17%	15%	10%	12%	12%	11%	11%	11%	11%	11%	13%	10%	11%	16%	13%	19%	12%
Offers good value for money	18%	21%	25%	19%	22%	22%	21%	22%	21%	20%	24%	18%	20%	21%	23%	20%	22%	12%
Is different	7%	16%	7%	7%	8%	7%	8%	7%	7%	7%	11%	7%	7%	7%	16%	12%	10%	18%
None of these	21%	21%	18%	20%	20%	20%	19%	20%	19%	19%	21%	19%	21%	19%	21%	21%	29%	-
Don't know	41%	30%	29%	42%	35%	37%	39%	38%	37%	41%	41%	29%	42%	41%	28%	27%	19%	63%

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

	2918	74	48	2521	1261	1546	1908	2038	1537	2158	2195	376	2469	2209	258	339	20	10
Unweighted base	2918	74	48	2521	1261	1546	1908	2038	1537	2158	2195	376	2469	2209	258	339	20	10
Base	2910	80	50	2485	1306	1588	1883	1993	1534	2096	2128	398	2422	2156	290	382	18	11
Is a brand I trust	3%	4%	-	3%	4%	4%	3%	3%	3%	3%	3%	14%	3%	3%	12%	9%	8%	-
Is reliable	4%	8%	-	4%	6%	6%	5%	5%	5%	4%	4%	21%	4%	4%	15%	14%	8%	-
Is up and coming	8%	8%	-	8%	11%	9%	8%	8%	9%	8%	8%	30%	8%	8%	25%	20%	16%	12%
Is cutting edge	5%	7%	-	5%	8%	6%	6%	5%	6%	5%	5%	25%	5%	5%	20%	16%	8%	-
Is a brand for me	4%	5%	-	4%	6%	5%	5%	4%	5%	4%	4%	22%	4%	4%	17%	16%	16%	-
Offers good value for money	7%	8%	3%	6%	9%	8%	7%	7%	8%	7%	6%	32%	6%	7%	26%	18%	8%	-
Is different	7%	5%	3%	7%	10%	8%	8%	7%	8%	7%	7%	26%	6%	7%	23%	18%	24%	-
None of these	22%	22%	32%	21%	20%	20%	21%	20%	21%	19%	20%	16%	21%	20%	20%	21%	30%	6%
Don't know	63%	64%	65%	64%	59%	62%	63%	64%	62%	66%	65%	30%	64%	64%	35%	45%	46%	82%

YouGov Survey Results

Sample Size: 2910

Fieldwork: 18/12/2018 - 27/12/2018

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

Total	Phone Type		Current Main Handset											
	Standard mobile phone	Smartphone Nat Rep	Either iPhone 8	iPhone 8	Either iPhone 7	iPhone 7+	iPhone 7	iPhone 6S	iPhone 6	iPhone SE	Either Samsung S8	Samsung S8	Samsung S7 edge	
Unweighted base	2918	365	2532	111	79	204	47	157	150	85	125	111	92	36
Base	2910	312	2577	118	86	207	50	158	150	81	129	120	98	38
Is a brand I trust	43%	35%	44%	27%	31%	28%	37%	28%	33%	22%	31%	72%	69%	77%
Is reliable	43%	35%	44%	28%	30%	33%	33%	33%	37%	25%	30%	69%	67%	84%
Is up and coming	16%	9%	17%	7%	6%	10%	14%	9%	16%	16%	13%	35%	30%	29%
Is cutting edge	34%	18%	36%	24%	30%	24%	34%	21%	32%	20%	29%	59%	55%	65%
Is a brand for me	35%	27%	36%	13%	13%	14%	14%	15%	24%	15%	20%	74%	73%	86%
Offers good value for money	30%	27%	30%	21%	18%	21%	21%	21%	26%	13%	15%	53%	49%	52%
Is different	14%	8%	15%	9%	13%	12%	14%	11%	17%	8%	11%	29%	27%	29%
None of these	11%	9%	11%	15%	16%	19%	13%	20%	10%	16%	17%	5%	5%	-
Don't know	21%	35%	19%	24%	20%	24%	21%	25%	23%	39%	23%	6%	7%	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. - Sony

Unweighted base	2918	365	2532	111	79	204	47	157	150	85	125	111	92	36
Base	2910	312	2577	118	86	207	50	158	150	81	129	120	98	38
Is a brand I trust	31%	28%	31%	24%	26%	25%	18%	27%	29%	19%	26%	25%	23%	14%
Is reliable	30%	28%	30%	16%	19%	26%	18%	29%	28%	16%	29%	24%	24%	33%
Is up and coming	9%	7%	9%	11%	12%	7%	7%	7%	10%	7%	6%	10%	9%	6%
Is cutting edge	14%	14%	15%	17%	18%	12%	7%	14%	16%	8%	15%	11%	9%	13%
Is a brand for me	17%	17%	17%	5%	6%	12%	5%	15%	10%	7%	12%	18%	16%	10%
Offers good value for money	17%	18%	16%	6%	5%	16%	17%	16%	12%	11%	20%	18%	16%	23%
Is different	8%	8%	8%	3%	3%	8%	15%	6%	6%	2%	4%	9%	5%	4%
None of these	17%	15%	17%	18%	19%	24%	27%	23%	14%	14%	22%	21%	18%	28%
Don't know	32%	41%	31%	35%	34%	32%	34%	31%	34%	47%	27%	37%	40%	30%

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	2918	365	2532	111	79	204	47	157	150	85	125	111	92	36
Base	2910	312	2577	118	86	207	50	158	150	81	129	120	98	38
Is a brand I trust	2%	1%	2%	1%	1%	3%	-	3%	-	-	4%	-	-	2%
Is reliable	3%	2%	3%	2%	2%	4%	8%	3%	-	1%	5%	1%	-	-
Is up and coming	7%	4%	7%	3%	1%	5%	6%	5%	4%	2%	7%	9%	10%	5%
Is cutting edge	3%	1%	3%	5%	4%	3%	6%	2%	2%	3%	2%	5%	6%	2%
Is a brand for me	2%	1%	2%	1%	1%	2%	-	3%	1%	-	6%	2%	2%	2%
Offers good value for money	6%	2%	6%	1%	-	4%	6%	3%	3%	4%	3%	2%	2%	2%
Is different	6%	3%	6%	7%	7%	3%	-	4%	4%	5%	7%	3%	4%	-
None of these	23%	19%	23%	26%	27%	25%	24%	26%	27%	27%	22%	26%	23%	29%
Don't know	63%	73%	62%	57%	59%	63%	63%	63%	63%	60%	64%	61%	63%	63%

Cell Contents (Column Percentage)

YouGov Survey Results

Sample Size: 2910

Total	Brands heard of before today																
	Samsung S7	Samsung Galaxy S6	Apple	Google Pixel	HTC	Huawei	LG	Lumia (Nokia Lumia, Microsoft Lumia)	Motorola	Nokia (excluding Nokia Lumia)	OnePlus	Samsung	Sony	Xiaomi	ZTE	None of these	Don't know

Fieldwork: 18/12/2018 - 27/12/2018

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

	2918	74	48	2521	1261	1546	1908	2038	1537	2158	2195	376	2469	2209	258	339	20	10
Unweighted base	2918	74	48	2521	1261	1546	1908	2038	1537	2158	2195	376	2469	2209	258	339	20	10
Base	2910	80	50	2485	1306	1588	1883	1993	1534	2096	2128	398	2422	2156	290	382	18	11
Is a brand I trust	43%	75%	75%	42%	49%	47%	47%	47%	47%	46%	46%	44%	46%	46%	46%	48%	42%	12%
Is reliable	43%	72%	66%	42%	49%	47%	46%	46%	47%	46%	46%	50%	46%	46%	53%	54%	48%	31%
Is up and coming	16%	30%	19%	16%	17%	16%	15%	16%	16%	15%	16%	17%	16%	16%	17%	3%	18%	
Is cutting edge	34%	57%	41%	33%	42%	39%	37%	36%	38%	35%	35%	47%	35%	35%	50%	46%	24%	18%
Is a brand for me	35%	77%	63%	34%	41%	40%	39%	39%	40%	37%	38%	38%	39%	37%	44%	44%	31%	24%
Offers good value for money	30%	48%	49%	29%	31%	30%	31%	31%	31%	30%	27%	31%	31%	23%	30%	18%	31%	
Is different	14%	23%	16%	13%	15%	14%	13%	14%	14%	13%	13%	14%	13%	17%	16%	-	31%	
None of these	11%	3%	-	11%	9%	11%	10%	10%	10%	10%	12%	10%	10%	13%	12%	21%	-	
Don't know	21%	1%	7%	21%	15%	16%	18%	19%	17%	19%	13%	19%	19%	19%	12%	16%	63%	

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

	2918	74	48	2521	1261	1546	1908	2038	1537	2158	2195	376	2469	2209	258	339	20	10
Unweighted base	2918	74	48	2521	1261	1546	1908	2038	1537	2158	2195	376	2469	2209	258	339	20	10
Base	2910	80	50	2485	1306	1588	1883	1993	1534	2096	2128	398	2422	2156	290	382	18	11
Is a brand I trust	31%	24%	36%	32%	37%	36%	36%	35%	36%	35%	34%	35%	33%	35%	38%	40%	31%	18%
Is reliable	30%	22%	43%	31%	36%	35%	34%	34%	35%	33%	33%	38%	31%	34%	36%	40%	38%	18%
Is up and coming	9%	14%	9%	9%	10%	9%	9%	9%	9%	9%	9%	9%	9%	9%	12%	-	18%	
Is cutting edge	14%	12%	13%	14%	17%	16%	15%	16%	15%	15%	18%	14%	15%	15%	23%	24%	34%	-
Is a brand for me	17%	17%	15%	17%	22%	20%	19%	19%	20%	19%	19%	21%	18%	20%	23%	25%	24%	
Offers good value for money	17%	10%	19%	16%	20%	18%	18%	18%	19%	18%	18%	17%	19%	15%	20%	11%	18%	
Is different	8%	8%	14%	8%	9%	8%	8%	8%	8%	7%	8%	10%	8%	8%	13%	11%	-	18%
None of these	17%	29%	19%	17%	16%	16%	15%	16%	15%	16%	19%	16%	15%	22%	19%	17%	-	
Don't know	32%	28%	25%	32%	26%	27%	29%	29%	28%	30%	30%	22%	31%	29%	21%	19%	15%	63%

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

	2918	74	48	2521	1261	1546	1908	2038	1537	2158	2195	376	2469	2209	258	339	20	10
Unweighted base	2918	74	48	2521	1261	1546	1908	2038	1537	2158	2195	376	2469	2209	258	339	20	10
Base	2910	80	50	2485	1306	1588	1883	1993	1534	2096	2128	398	2422	2156	290	382	18	11
Is a brand I trust	2%	7%	-	2%	2%	2%	2%	2%	2%	2%	1%	4%	2%	2%	9%	6%	8%	-
Is reliable	3%	6%	-	3%	3%	3%	3%	3%	3%	2%	2%	7%	2%	3%	12%	8%	13%	-
Is up and coming	7%	11%	3%	7%	9%	8%	7%	7%	9%	7%	7%	19%	7%	7%	33%	17%	8%	-
Is cutting edge	3%	5%	-	3%	4%	3%	3%	3%	3%	3%	3%	8%	2%	3%	15%	9%	18%	-
Is a brand for me	2%	5%	-	2%	3%	2%	2%	2%	2%	2%	2%	6%	2%	2%	11%	7%	8%	-
Offers good value for money	6%	9%	4%	6%	8%	7%	7%	6%	7%	6%	5%	19%	5%	6%	33%	17%	13%	-
Is different	6%	9%	3%	5%	8%	7%	6%	6%	7%	6%	6%	15%	5%	6%	23%	13%	24%	12%
None of these	23%	19%	26%	23%	22%	22%	22%	21%	21%	21%	22%	23%	22%	21%	20%	24%	20%	6%
Don't know	63%	65%	70%	64%	62%	63%	64%	66%	64%	66%	66%	46%	65%	66%	29%	47%	41%	82%

Cell Contents (C)