

YouGov Survey Results

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

Total	Phone type								
	Standard mobile	Smartphone	Smartphone		Smartphone				
			Gender		Age (5 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 these statements? Please select one statement per brand. - 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%

Now thinking more generally about handset brands, which of these brands would you match with each of these statements? Please select one statement per brand. - Huawei

	Unweighted base	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%

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	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%	-	-	2%	1%	1%

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

Total	Smartphone												
	Brand awareness												
	Apple	Google Pixel	HTC	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	702	323	504	564	544	339	461	507	146	673	566	569	313
I do not know this brand		1%	0%	-	-	-	0%	-	-	-	-	1%	-	-	-
I would never choose this brand		10%	8%	11%	10%	11%	11%	11%	11%	10%	14%	11%	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%

Now thinking more generally about handset brands, which of these brands would you match with each of these statements? Please select one statement per brand. - Huawei

	Unweighted base	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		3%	3%	1%	1%	1%	2%	1%	2%	2%	3%	3%	2%	2%	1%
I would never choose this brand		16%	17%	16%	14%	14%	16%	15%	14%	15%	13%	14%	15%	14%	14%
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%

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Fieldwork: 03/01/2019 - 11/01/2019

Total	Smartphone												
	And which, if any, of the following brands is your current handset?												
	Apple	Google Pixel	HTC	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	359	6	15	51	42	-	-	12	6	239	54	90	-
Base	Base	933	354	7	15	52	41	-	-	12	8	244	53	93	-
I do not know this brand		1%	0%	-	-	-	-	-	-	-	-	2%	-	-	-
I would never choose this brand		10%	0%	-	12%	24%	20%	12%	-	15%	14%	15%	10%	19%	-
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%	-
I would like to try it based on what I've heard recently		7%	2%	13%	11%	12%	5%	-	-	13%	34%	10%	22%	8%	-
This is one of my preferred brands		39%	57%	19%	39%	26%	32%	-	-	16%	34%	34%	22%	21%	-
This is the only brand I would consider		16%	37%	-	5%	8%	-	-	-	-	-	0%	3%	4%	-

Now thinking more generally about handset brands, which of these brands would you match with each of these statements? Please select one statement per brand. - Huawei

	Unweighted base	928	359	6	15	51	42	-	-	12	6	239	54	90	-
Base	Base	933	354	7	15	52	41	-	-	12	8	244	53	93	-
I do not know this brand		3%	3%	-	-	-	-	-	-	-	-	3%	8%	2%	-
I would never choose this brand		16%	20%	34%	17%	1%	25%	-	-	27%	34%	13%	25%	6%	-
I have heard of this brand but don't know much about it		15%	16%	34%	14%	-	11%	-	-	19%	17%	18%	15%	10%	-
I know a little about this brand		13%	15%	-	28%	6%	21%	-	-	7%	-	11%	5%	11%	-
I would try it under certain circumstances		19%	19%	12%	27%	1%	24%	-	-	9%	-	20%	26%	23%	-
I would like to try it based on what I've heard recently		15%	17%	19%	9%	11%	7%	-	-	38%	-	16%	11%	24%	-
This is one of my preferred brands		17%	10%	-	5%	62%	10%	-	-	-	48%	18%	10%	24%	-
This is the only brand I would consider		1%	0%	-	-	18%	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. - LG

	Unweighted base	928	359	6	15	51	42	-	-	12	6	239	54	90	-
Base	Base	933	354	7	15	52	41	-	-	12	8	244	53	93	-
I do not know this brand		2%	3%	-	-	-	-	-	-	-	-	2%	3%	1%	-
I would never choose this brand		10%	14%	32%	15%	14%	-	-	-	-	-	8%	8%	4%	-
I have heard of this brand but don't know much about it		13%	12%	-	14%	9%	-	-	-	21%	17%	13%	17%	23%	-
I know a little about this brand		18%	18%	34%	19%	25%	2%	-	-	11%	17%	15%	20%	21%	-
I would try it under certain circumstances		29%	30%	34%	34%	21%	8%	-	-	47%	31%	30%	25%	32%	-
I would like to try it based on what I've heard recently		13%	12%	-	5%	17%	7%	-	-	13%	34%	20%	15%	10%	-
This is one of my preferred brands		14%	11%	-	12%	11%	74%	-	-	7%	-	12%	12%	8%	-
This is the only brand I would consider		1%	1%	-	-	2%	9%	-	-	-	-	0%	-	-	-

YouGov Survey Results

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

Total	Smartphone												
	Brands would consider												
	Apple	Google Pixel	HTC	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	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		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%	20%	14%	21%	25%	23%	13%
I would like to try it based on what I've heard recently		7%	5%	5%	6%	9%	6%	9%	4%	8%	5%	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%
This is the only brand I would consider		16%	31%	3%	7%	5%	4%	-	-	5%	-	7%	7%	3%	-

Now thinking more generally about handset brands, which of these brands would you match with each of these statements? Please select one statement per brand. - Huawei

	Unweighted base	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%	3%	-	-	1%	3%	3%	-	-	-	3%	2%	2%	-
I would never choose this brand		16%	20%	16%	18%	0%	21%	15%	4%	22%	5%	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%
I would like to try it based on what I've heard recently		15%	14%	19%	14%	27%	11%	15%	23%	18%	23%	19%	16%	26%	15%
This is one of my preferred brands		17%	11%	12%	18%	50%	18%	20%	33%	21%	45%	17%	12%	28%	48%
This is the only brand I would consider		1%	0%	1%	2%	5%	1%	3%	5%	2%	4%	1%	1%	4%	15%

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	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		2%	3%	-	-	1%	1%	-	-	-	-	1%	1%	-	-
I would never choose this brand		10%	11%	7%	5%	7%	-	-	-	3%	11%	4%	6%	8%	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%
I know a little about this brand		18%	17%	17%	11%	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%
I would like to try it based on what I've heard recently		13%	13%	8%	15%	14%	13%	15%	15%	16%	17%	19%	21%	10%	15%
This is one of my preferred brands		14%	12%	24%	29%	19%	64%	40%	58%	28%	34%	18%	23%	18%	45%
This is the only brand I would consider		1%	0%	-	-	1%	5%	-	-	1%	-	-	-	-	-

YouGov Survey Results

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

Total	Phone type								
	Standard mobile	Smartphone	Smartphone		Smartphone				
			Gender		Age (5 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 these statements? Please select one statement per brand. - OnePlus

	Unweighted base	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%	-

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	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	0%	-	0%	0%	0%	-	0%	1%	-	1%
I would never choose this brand	7%	11%	7%	7%	7%	11%	7%	8%	7%	5%
I have heard of this brand but don't know much about it	4%	9%	4%	5%	4%	6%	2%	5%	3%	5%
I know a little about this brand	8%	17%	8%	6%	9%	11%	8%	7%	7%	7%
I would try it under certain circumstances	21%	22%	20%	19%	22%	27%	30%	22%	12%	16%
I would like to try it based on what I've heard recently	14%	20%	14%	15%	13%	16%	17%	10%	15%	14%
This is one of my preferred brands	39%	14%	39%	40%	39%	26%	31%	39%	49%	44%
This is the only brand I would consider	7%	8%	7%	7%	6%	3%	5%	8%	7%	8%

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	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%	-	2%	2%	2%	-	1%	2%	1%	4%
I would never choose this brand	7%	17%	7%	7%	7%	15%	6%	6%	8%	3%
I have heard of this brand but don't know much about it	9%	22%	9%	7%	10%	9%	8%	8%	9%	10%
I know a little about this brand	16%	22%	16%	12%	20%	22%	15%	20%	12%	15%
I would try it under certain circumstances	28%	20%	28%	28%	28%	26%	32%	27%	29%	26%
I would like to try it based on what I've heard recently	16%	19%	16%	21%	12%	12%	16%	12%	21%	18%
This is one of my preferred brands	21%	-	21%	22%	21%	17%	20%	24%	21%	22%
This is the only brand I would consider	1%	-	1%	2%	0%	-	3%	1%	-	1%

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Fieldwork: 03/01/2019 - 11/01/2019

Total	Smartphone												
	Brand awareness												
	Apple	Google Pixel	HTC	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	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	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	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	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%

YouGov Survey Results

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

Total	Smartphone												
	And which, if any, of the following brands is your current handset?												
	Apple	Google Pixel	HTC	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%	-	

YouGov Survey Results

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

Total	Smartphone												
	Brands would consider												
	Apple	Google Pixel	HTC	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	453	70	50	219	100	31	22	77	25	348	145	154	24
Base	Base	933	450	71	49	221	98	29	20	75	25	353	144	157	24
I do not know this brand		48%	49%	24%	46%	39%	41%	33%	11%	32%	-	47%	41%	38%	14%
I would never choose this brand		8%	8%	10%	6%	5%	9%	3%	4%	7%	-	6%	10%	6%	16%
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 know a little about this brand		9%	9%	20%	2%	10%	12%	9%	4%	3%	8%	11%	10%	11%	8%
I would try it under certain circumstances		10%	8%	11%	6%	13%	8%	9%	12%	14%	3%	11%	9%	13%	8%
I would like to try it based on what I've heard recently		7%	8%	17%	13%	12%	11%	17%	30%	12%	31%	8%	9%	11%	18%
This is one of my preferred brands		3%	4%	10%	14%	7%	10%	23%	28%	14%	53%	3%	7%	8%	35%
This is the only brand I would consider		0%	0%	-	-	-	-	-	-	1%	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. - Samsung

	Unweighted base	928	453	70	50	219	100	31	22	77	25	348	145	154	24
Base	Base	933	450	71	49	221	98	29	20	75	25	353	144	157	24
I do not know this brand		0%	1%	-	-	-	-	-	-	-	-	-	-	-	-
I would never choose this brand		7%	9%	7%	10%	4%	7%	3%	-	4%	5%	-	8%	8%	16%
I have heard of this brand but don't know much about it		4%	3%	-	3%	2%	4%	-	-	5%	4%	0%	3%	6%	-
I know a little about this brand		8%	8%	3%	7%	6%	4%	3%	-	6%	-	3%	5%	7%	-
I would try it under certain circumstances		21%	23%	28%	14%	21%	19%	13%	12%	21%	31%	4%	15%	24%	12%
I would like to try it based on what I've heard recently		14%	16%	13%	16%	13%	12%	25%	15%	17%	22%	12%	17%	14%	11%
This is one of my preferred brands		39%	38%	47%	50%	51%	51%	57%	72%	47%	38%	66%	46%	39%	61%
This is the only brand I would consider		7%	2%	2%	-	3%	2%	-	-	1%	-	15%	6%	3%	-

Now thinking more generally about handset brands, which of these brands would you match with each of these statements? Please select one statement per brand. - Sony

	Unweighted base	928	453	70	50	219	100	31	22	77	25	348	145	154	24
Base	Base	933	450	71	49	221	98	29	20	75	25	353	144	157	24
I do not know this brand		2%	2%	-	-	1%	2%	-	-	-	-	1%	-	1%	-
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		16%	17%	13%	6%	13%	9%	3%	-	9%	4%	14%	5%	14%	-
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%	10%
This is one of my preferred brands		21%	21%	40%	53%	23%	41%	69%	76%	46%	41%	27%	70%	24%	52%
This is the only brand I would consider		1%	1%	1%	-	-	1%	3%	-	1%	-	-	5%	-	-

YouGov Survey Results

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

Total	Phone type								
	Standard mobile	Smartphone	Smartphone		Smartphone				
			Gender		Age (5 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 these statements? Please select one statement per brand. - Xiaomi

	Unweighted base	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%	13%
I know a little about this brand	16%	15%	16%	15%	18%	23%	21%	15%	15%	10%
I would try it under certain circumstances	21%	20%	21%	21%	22%	19%	25%	23%	19%	21%
I would like to try it based on what I've heard recently	13%	11%	13%	15%	12%	12%	9%	10%	17%	17%
This is one of my preferred brands	13%	-	14%	16%	12%	3%	10%	17%	13%	22%
This is the only brand I would consider	2%	7%	2%	2%	1%	1%	0%	3%	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

	Unweighted base	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%	18%
Is different	55%	54%	55%	56%	55%	61%	55%	51%	58%	52%
None of these	9%	13%	9%	10%	8%	9%	8%	10%	6%	12%
Don't know	6%	6%	6%	7%	6%	4%	5%	6%	6%	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

	Unweighted base	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	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%	53%
Is cutting edge	27%	15%	27%	31%	23%	17%	23%	26%	30%	36%
Is a brand for me	24%	16%	24%	27%	21%	15%	19%	22%	27%	34%
Offers good value for money	26%	17%	26%	29%	24%	20%	20%	26%	30%	32%
Is different	24%	4%	24%	27%	22%	16%	23%	23%	26%	31%
None of these	20%	18%	20%	20%	19%	27%	25%	22%	14%	13%
Don't know	13%	22%	13%	12%	14%	23%	10%	11%	12%	13%

YouGov Survey Results

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

Total	Smartphone												
	Brand awareness												
	Apple	Google Pixel	HTC	Huawei	LG	Lumia (Nokia Lumia, Microsoft Lumia)	Motorola	Nokia (excluding Nokia Lumia)	OnePlus	Samsung	Sony	Xiaomi	ZTE

Now thinking more generally about handset brands, which of these brands would you match with each of these statements? Please select one statement per brand. - Xiaomi

	Unweighted base	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	3%	3%	2%	2%	2%	3%	2%	2%	2%	-	3%	3%	2%	1%
I would never choose this brand	17%	19%	17%	17%	16%	17%	17%	17%	18%	14%	16%	18%	15%	15%
I have heard of this brand but don't know much about it	14%	14%	13%	14%	14%	14%	11%	13%	15%	8%	15%	14%	13%	12%
I know a little about this brand	16%	17%	15%	17%	17%	17%	17%	15%	17%	15%	17%	16%	15%	15%
I would try it under certain circumstances	21%	21%	22%	22%	22%	22%	22%	23%	21%	19%	22%	21%	21%	20%
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%
This is one of my preferred brands	13%	13%	14%	13%	14%	13%	16%	15%	13%	23%	13%	13%	18%	18%
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

	Unweighted base	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	54%	60%	61%	61%	58%	60%	61%	61%	60%	62%	56%	60%	58%	57%
Is reliable	60%	65%	66%	65%	64%	64%	65%	64%	64%	68%	62%	64%	62%	61%
Is up and coming	22%	23%	18%	21%	20%	22%	22%	20%	21%	13%	21%	21%	21%	17%
Is cutting edge	55%	58%	58%	59%	58%	59%	63%	61%	59%	55%	58%	59%	58%	59%
Is a brand for me	45%	50%	49%	49%	46%	47%	47%	48%	47%	50%	45%	48%	46%	45%
Offers good value for money	22%	24%	22%	20%	19%	20%	21%	21%	20%	17%	20%	20%	19%	19%
Is different	55%	60%	62%	63%	61%	62%	63%	61%	61%	58%	58%	62%	60%	60%
None of these	9%	7%	8%	7%	7%	7%	7%	7%	7%	7%	7%	6%	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

	Unweighted base	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	23%	22%	26%	24%	28%	24%	26%	26%	24%	38%	24%	24%	25%	31%
Is reliable	25%	24%	27%	26%	29%	26%	29%	26%	25%	41%	26%	26%	28%	34%
Is up and coming	43%	43%	46%	47%	49%	46%	51%	48%	46%	52%	47%	47%	48%	54%
Is cutting edge	27%	25%	29%	27%	30%	27%	31%	29%	28%	45%	27%	27%	29%	34%
Is a brand for me	24%	23%	26%	25%	29%	24%	29%	27%	24%	35%	25%	24%	25%	31%
Offers good value for money	26%	25%	29%	28%	30%	27%	28%	29%	27%	30%	27%	27%	27%	33%
Is 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%
Don't know	13%	14%	12%	13%	13%	13%	13%	13%	13%	9%	14%	13%	13%	11%

YouGov Survey Results

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

Total	Smartphone												
	And which, if any, of the following brands is your current handset?												
	Apple	Google Pixel	HTC	Huawei	LG	Lumia (Nokia Lumia, Microsoft Lumia)	Motorola	Nokia (excluding Nokia Lumia)	OnePlus	Samsung	Sony	Xiaomi	ZTE

Now thinking more generally about handset brands, which of these brands would you match with each of these statements? Please select one statement per brand. - Xiaomi

	Unweighted base	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	3%	3%	-	-	-	-	-	-	-	-	4%	6%	-	-	
I would never choose this brand	17%	21%	34%	22%	7%	25%	-	-	39%	-	16%	28%	1%	-	
I have heard of this brand but don't know much about it	14%	14%	13%	12%	11%	20%	-	-	-	-	18%	9%	1%	-	
I know a little about this brand	16%	19%	34%	23%	19%	15%	-	-	7%	-	16%	14%	3%	-	
I would try it under certain circumstances	21%	24%	19%	23%	26%	17%	-	-	24%	17%	22%	25%	9%	-	
I would like to try it based on what I've heard recently	13%	12%	-	14%	17%	17%	-	-	23%	49%	17%	10%	4%	-	
This is one of my preferred brands	13%	5%	-	6%	17%	5%	-	-	7%	34%	7%	7%	71%	-	
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

	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	54%	73%	40%	48%	46%	45%	-	-	29%	68%	40%	46%	45%	-	
Is reliable	60%	74%	79%	30%	47%	42%	-	-	61%	83%	51%	54%	53%	-	
Is up and coming	22%	30%	-	9%	15%	20%	-	-	19%	-	15%	16%	16%	-	
Is cutting edge	55%	63%	31%	33%	45%	41%	-	-	55%	-	51%	57%	54%	-	
Is a brand for me	45%	73%	45%	11%	23%	19%	-	-	16%	34%	25%	39%	24%	-	
Offers good value for money	22%	34%	-	10%	11%	12%	-	-	9%	-	16%	19%	8%	-	
Is 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

	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	23%	15%	19%	9%	73%	12%	-	-	16%	48%	24%	12%	38%	-	
Is reliable	25%	18%	13%	28%	64%	10%	-	-	24%	48%	27%	19%	37%	-	
Is up and coming	43%	36%	31%	34%	62%	51%	-	-	39%	51%	51%	40%	47%	-	
Is cutting edge	27%	22%	44%	20%	53%	19%	-	-	8%	48%	28%	19%	39%	-	
Is a brand for me	24%	16%	13%	23%	83%	9%	-	-	-	31%	28%	15%	31%	-	
Offers good value for money	26%	21%	19%	14%	66%	20%	-	-	23%	14%	30%	24%	24%	-	
Is 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%	-	
Don't know	13%	15%	-	11%	-	9%	-	-	19%	17%	13%	20%	10%	-	

YouGov Survey Results

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

Total	Smartphone												
	Brands would consider												
	Apple	Google Pixel	HTC	Huawei	LG	Lumia (Nokia Lumia, Microsoft Lumia)	Motorola	Nokia (excluding Nokia Lumia)	OnePlus	Samsung	Sony	Xiaomi	ZTE

Now thinking more generally about handset brands, which of these brands would you match with each of these statements? Please select one statement per brand. - Xiaomi

	Unweighted base	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%	-	
I have heard of this brand but don't know much about it	14%	13%	6%	11%	9%	10%	5%	12%	8%	3%	16%	14%	2%	6%	
I know a little about this brand	16%	18%	17%	13%	13%	13%	10%	7%	17%	10%	16%	14%	5%	-	
I would try it under certain circumstances	21%	23%	30%	20%	23%	17%	19%	13%	14%	17%	23%	20%	8%	4%	
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%	
This is one of my preferred brands	13%	9%	16%	22%	26%	15%	35%	50%	23%	50%	11%	12%	57%	74%	
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

	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	54%	74%	65%	53%	53%	52%	71%	61%	57%	66%	54%	56%	52%	33%	
Is reliable	60%	73%	72%	63%	64%	52%	76%	65%	63%	71%	61%	62%	54%	32%	
Is up and coming	22%	30%	29%	39%	21%	23%	45%	61%	25%	26%	21%	25%	20%	32%	
Is cutting edge	55%	65%	59%	64%	60%	57%	77%	81%	60%	46%	58%	66%	58%	54%	
Is a brand for me	45%	70%	59%	48%	39%	38%	69%	67%	38%	61%	40%	47%	33%	25%	
Offers good value for money	22%	34%	27%	23%	17%	19%	38%	48%	16%	28%	22%	25%	16%	21%	
Is 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%	11%	32%	
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

	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	23%	15%	17%	18%	59%	22%	26%	30%	26%	56%	23%	18%	43%	61%	
Is reliable	25%	17%	14%	24%	61%	26%	29%	34%	27%	45%	27%	20%	47%	62%	
Is up and coming	43%	38%	43%	44%	69%	48%	62%	69%	50%	61%	52%	45%	56%	65%	
Is cutting edge	27%	23%	36%	30%	54%	33%	46%	64%	33%	67%	30%	25%	48%	56%	
Is a brand for me	24%	16%	24%	26%	62%	20%	28%	44%	25%	39%	27%	21%	42%	64%	
Offers good value for money	26%	21%	30%	35%	49%	34%	47%	58%	30%	38%	32%	29%	35%	59%	
Is different	24%	20%	32%	35%	51%	32%	46%	64%	33%	57%	27%	25%	39%	73%	
None of these	20%	24%	27%	26%	2%	24%	16%	8%	25%	9%	14%	24%	9%	11%	
Don't know	13%	15%	8%	4%	4%	9%	-	-	4%	-	13%	11%	7%	5%	

YouGov Survey Results

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

Total	Phone type								
	Standard mobile	Smartphone	Smartphone		Smartphone				
			Gender		Age (5 ways)				
			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%	
Is 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. - OnePlus

	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%	

YouGov Survey Results

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

Total	Smartphone												
	Brand awareness												
	Apple	Google Pixel	HTC	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		17%	17%	17%	18%	18%	18%	16%	19%	18%	15%	18%	18%	18%	16%

Still thinking about handset brands... Which of the following statements do you feel apply to each of the brands shown below? Please select all that apply for each brand. - 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%
Is 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%
Don't know		9%	8%	7%	8%	10%	8%	8%	8%	8%	5%	7%	8%	9%	7%

YouGov Survey Results

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

Total	Smartphone												
	And which, if any, of the following brands is your current handset?												
	Apple	Google Pixel	HTC	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%	-	

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	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	7%	7%	13%	-	12%	2%	-	-	-	65%	4%	13%	9%	-	
Is reliable	8%	8%	13%	9%	10%	5%	-	-	-	65%	6%	9%	9%	-	
Is up and coming	16%	17%	19%	-	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

	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%	-	
Don't know	9%	8%	-	16%	19%	5%	-	-	-	-	3%	17%	14%	-	

YouGov Survey Results

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

Total	Smartphone												
	Brands would consider												
	Apple	Google Pixel	HTC	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	17%	17%	9%	6%	17%	2%	7%	-	9%	20%	14%	10%	16%	16%	

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

	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	7%	8%	14%	17%	14%	19%	28%	40%	18%	68%	9%	14%	14%	36%	
Is 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%	
Is 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%	
Is 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

	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%	
Don't know	9%	8%	-	6%	6%	4%	6%	-	3%	3%	3%	4%	9%	12%	

YouGov Survey Results

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

Total	Phone type								
	Standard mobile	Smartphone	Smartphone		Smartphone				
			Gender		Age (5 ways)				
			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	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%
Is 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. - Xiaomi

	Unweighted base	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)

YouGov Survey Results

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

Total	Smartphone												
	Brand awareness												
	Apple	Google Pixel	HTC	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
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	35%	37%	40%	41%	40%	40%	43%	41%	42%	43%	37%	42%	38%	41%
Is reliable	36%	37%	42%	42%	40%	42%	42%	42%	42%	51%	38%	43%	40%	43%
Is up and coming	15%	15%	14%	15%	15%	15%	18%	16%	16%	16%	15%	16%	15%	15%
Is cutting edge	25%	26%	27%	26%	24%	26%	28%	26%	26%	30%	24%	26%	25%	26%
Is a brand for me	27%	28%	32%	32%	29%	31%	32%	31%	32%	32%	28%	33%	29%	31%
Offers good value for money	17%	18%	18%	19%	17%	18%	18%	18%	19%	17%	17%	19%	16%	17%
Is different	20%	20%	24%	23%	21%	23%	23%	22%	23%	29%	21%	24%	22%	24%
None of these	18%	19%	19%	16%	17%	17%	15%	17%	16%	15%	17%	16%	18%	19%
Don't know	14%	13%	11%	13%	13%	13%	12%	12%	13%	6%	13%	12%	14%	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. - Xiaomi

	928	699	320	498	556	540	340	460	502	146	665	563	564	309
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)

YouGov Survey Results

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

Total	Smartphone												
	And which, if any, of the following brands is your current handset?												
	Apple	Google Pixel	HTC	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	359	6	15	51	42	-	-	12	6	239	54	90	-
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

	928	359	6	15	51	42	-	-	12	6	239	54	90	-
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%	-
Is 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)

YouGov Survey Results

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

Total	Smartphone												
	Brands would consider												
	Apple	Google Pixel	HTC	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%	
Is 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)