

YouGov Survey Results

Sample Size: 1009
Fieldwork: 20/12/2018 - 03/01/2019

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	1009	16	992	468	524	254	310	209	137	82
Base	1009	16	992	481	511	255	312	208	135	83	
I do not know this brand	0%	-	0%	1%	-	-	0%	1%	1%	-	
I would never choose this brand	12%	14%	12%	13%	10%	11%	14%	10%	13%	6%	
I have heard of this brand but don't know much about it	2%	6%	2%	2%	3%	-	2%	5%	4%	2%	
I know a little about this brand	4%	-	4%	4%	5%	4%	5%	4%	5%	5%	
I would try it under certain circumstances	19%	6%	19%	20%	18%	17%	21%	16%	23%	23%	
I would like to try it based on what I've heard recently	9%	18%	9%	10%	7%	10%	7%	8%	9%	11%	
This is one of my preferred brands	41%	36%	41%	38%	44%	46%	40%	41%	34%	42%	
This is the only brand I would consider	12%	20%	12%	12%	13%	13%	10%	16%	11%	11%	

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

	Unweighted base	1009	16	992	468	524	254	310	209	137	82
Base	1009	16	992	481	511	255	312	208	135	83	
I do not know this brand	2%	-	2%	1%	2%	3%	0%	1%	2%	3%	
I would never choose this brand	11%	14%	11%	11%	11%	11%	9%	15%	9%	10%	
I have heard of this brand but don't know much about it	18%	12%	18%	11%	25%	19%	17%	21%	14%	20%	
I know a little about this brand	14%	12%	14%	14%	13%	17%	13%	9%	10%	24%	
I would try it under certain circumstances	20%	21%	20%	24%	17%	18%	20%	26%	22%	12%	
I would like to try it based on what I've heard recently	21%	23%	21%	22%	20%	22%	25%	15%	24%	17%	
This is one of my preferred brands	13%	12%	13%	16%	10%	11%	13%	13%	18%	13%	
This is the only brand I would consider	1%	6%	1%	1%	2%	0%	2%	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 brand. - LG

	Unweighted base	1009	16	992	468	524	254	310	209	137	82
Base	1009	16	992	481	511	255	312	208	135	83	
I do not know this brand	2%	-	2%	2%	2%	3%	1%	-	3%	8%	
I would never choose this brand	16%	-	16%	15%	17%	15%	17%	18%	14%	12%	
I have heard of this brand but don't know much about it	20%	29%	20%	14%	25%	21%	18%	21%	20%	21%	
I know a little about this brand	23%	24%	23%	20%	25%	25%	24%	18%	22%	23%	
I would try it under certain circumstances	25%	35%	25%	31%	18%	23%	27%	23%	25%	23%	
I would like to try it based on what I've heard recently	10%	6%	10%	12%	8%	10%	8%	11%	11%	11%	
This is one of my preferred brands	5%	6%	5%	5%	5%	3%	5%	8%	5%	4%	
This is the only brand I would consider	0%	-	0%	0%	0%	-	-	1%	1%	-	

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Sample Size: 1009
Fieldwork: 20/12/2018 - 03/01/2019

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	1009	862	501	608	715	663	341	581	607	213	838	648	704	249
Base	1009	860	504	607	712	661	344	581	606	218	839	647	700	252	
I do not know this brand	0%	0%	1%	1%	1%	1%	1%	0%	1%	0%	1%	1%	1%	1%	
I would never choose this brand	12%	11%	14%	14%	13%	14%	16%	14%	13%	21%	13%	12%	14%	16%	
I have heard of this brand but don't know much about it	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%	1%	
I know a little about this brand	4%	4%	3%	4%	4%	4%	2%	4%	4%	2%	4%	4%	4%	2%	
I would try it under certain circumstances	19%	17%	19%	20%	21%	21%	21%	21%	20%	22%	20%	21%	21%	24%	
I would like to try it based on what I've heard recently	9%	8%	9%	8%	8%	8%	9%	8%	8%	9%	9%	9%	8%	9%	
This is one of my preferred brands	41%	44%	42%	42%	41%	42%	39%	42%	43%	36%	40%	42%	41%	40%	
This is the only brand I would consider	12%	14%	10%	10%	11%	10%	11%	9%	10%	9%	10%	10%	10%	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. - Huawei

	Unweighted base	1009	862	501	608	715	663	341	581	607	213	838	648	704	249
Base	1009	860	504	607	712	661	344	581	606	218	839	647	700	252	
I do not know this brand	2%	2%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	
I would never choose this brand	11%	11%	10%	10%	9%	10%	11%	9%	10%	12%	10%	10%	10%	9%	
I have heard of this brand but don't know much about it	18%	18%	15%	18%	19%	19%	16%	19%	19%	11%	19%	19%	18%	11%	
I know a little about this brand	14%	14%	13%	13%	13%	12%	11%	12%	12%	10%	13%	13%	13%	12%	
I would try it under certain circumstances	20%	20%	21%	20%	20%	20%	23%	21%	21%	19%	20%	20%	20%	22%	
I would like to try it based on what I've heard recently	21%	22%	24%	24%	23%	24%	24%	24%	24%	30%	22%	23%	25%	28%	
This is one of my preferred brands	13%	12%	14%	13%	15%	13%	13%	13%	13%	18%	13%	13%	13%	17%	
This is the only brand I would consider	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	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. - LG

	Unweighted base	1009	862	501	608	715	663	341	581	607	213	838	648	704	249
Base	1009	860	504	607	712	661	344	581	606	218	839	647	700	252	
I do not know this brand	2%	2%	2%	1%	2%	1%	1%	2%	1%	0%	2%	2%	1%	1%	
I would never choose this brand	16%	16%	15%	14%	15%	15%	14%	14%	15%	15%	15%	14%	15%	12%	
I have heard of this brand but don't know much about it	20%	21%	18%	21%	20%	20%	15%	20%	20%	14%	20%	20%	20%	14%	
I know a little about this brand	23%	22%	21%	20%	22%	20%	19%	20%	20%	19%	21%	21%	21%	19%	
I would try it under certain circumstances	25%	25%	28%	28%	26%	27%	34%	28%	28%	31%	26%	27%	27%	33%	
I would like to try it based on what I've heard recently	10%	10%	11%	10%	11%	11%	11%	11%	10%	15%	11%	11%	11%	16%	
This is one of my preferred brands	5%	4%	6%	5%	4%	6%	6%	5%	5%	6%	5%	5%	5%	6%	
This is the only brand I would consider	0%	0%	-	0%	0%	0%	0%	0%	0%	-	0%	0%	0%	-	

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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	1009	398	13	2	63	15	-	-	4	5	322	21	68	-
Base	1009	393	13	2	64	15	-	-	4	5	326	22	69	-	
I do not know this brand	0%	-	-	-	-	-	-	-	-	-	-	-	11%	1%	-
I would never choose this brand	12%	1%	10%	-	27%	32%	-	-	51%	45%	14%	21%	24%	-	
I have heard of this brand but don't know much about it	2%	0%	-	-	5%	-	-	-	-	-	4%	-	5%	-	
I know a little about this brand	4%	2%	22%	-	1%	13%	-	-	-	19%	5%	18%	6%	-	
I would try it under certain circumstances	19%	1%	30%	48%	35%	33%	-	-	-	-	30%	44%	26%	-	
I would like to try it based on what I've heard recently	9%	2%	15%	-	10%	7%	-	-	25%	-	16%	-	11%	-	
This is one of my preferred brands	41%	67%	22%	52%	22%	15%	-	-	24%	18%	28%	6%	26%	-	
This is the only brand I would consider	12%	27%	-	-	-	-	-	-	-	19%	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	1009	398	13	2	63	15	-	-	4	5	322	21	68	-
Base	1009	393	13	2	64	15	-	-	4	5	326	22	69	-	
I do not know this brand	2%	3%	-	-	-	-	-	-	-	-	0%	4%	1%	-	
I would never choose this brand	11%	15%	15%	-	-	15%	-	-	51%	-	11%	-	3%	-	
I have heard of this brand but don't know much about it	18%	23%	29%	-	-	19%	-	-	-	18%	18%	19%	13%	-	
I know a little about this brand	14%	14%	26%	-	3%	13%	-	-	49%	19%	11%	24%	15%	-	
I would try it under certain circumstances	20%	22%	16%	48%	6%	20%	-	-	-	-	22%	26%	21%	-	
I would like to try it based on what I've heard recently	21%	17%	14%	52%	14%	13%	-	-	-	38%	25%	21%	36%	-	
This is one of my preferred brands	13%	6%	-	-	71%	20%	-	-	-	25%	10%	5%	11%	-	
This is the only brand I would consider	1%	0%	-	-	6%	-	-	-	-	-	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	1009	398	13	2	63	15	-	-	4	5	322	21	68	-
Base	1009	393	13	2	64	15	-	-	4	5	326	22	69	-	
I do not know this brand	2%	3%	8%	-	3%	-	-	-	-	-	1%	-	1%	-	
I would never choose this brand	16%	19%	22%	52%	19%	-	-	-	-	-	14%	17%	10%	-	
I have heard of this brand but don't know much about it	20%	23%	22%	-	15%	-	-	-	-	18%	19%	17%	18%	-	
I know a little about this brand	23%	25%	25%	-	18%	-	-	-	24%	63%	19%	32%	24%	-	
I would try it under certain circumstances	25%	21%	16%	48%	26%	27%	-	-	76%	-	27%	25%	26%	-	
I would like to try it based on what I've heard recently	10%	7%	-	-	10%	20%	-	-	-	19%	14%	9%	14%	-	
This is one of my preferred brands	5%	3%	7%	-	8%	47%	-	-	-	-	6%	-	6%	-	
This is the only brand I would consider	0%	-	-	-	-	6%	-	-	-	-	1%	-	-	-	

YouGov Survey Results

Sample Size: 1009
Fieldwork: 20/12/2018 - 03/01/2019

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	1009	449	142	28	253	54	6	15	17	47	441	55	130	2
Base	1009	447	142	29	252	54	6	15	17	47	439	54	130	2	
I do not know this brand	0%	-	-	-	1%	-	-	-	-	-	0%	-	2%	-	
I would never choose this brand	12%	-	17%	21%	21%	22%	50%	26%	30%	24%	13%	26%	22%	50%	
I have heard of this brand but don't know much about it	2%	0%	1%	3%	3%	4%	-	-	-	4%	3%	-	5%	-	
I know a little about this brand	4%	1%	5%	3%	1%	5%	-	-	12%	-	5%	7%	4%	-	
I would try it under certain circumstances	19%	4%	23%	20%	23%	19%	17%	28%	23%	19%	25%	26%	25%	-	
I would like to try it based on what I've heard recently	9%	5%	10%	21%	8%	11%	17%	20%	12%	13%	13%	12%	10%	-	
This is one of my preferred brands	41%	66%	40%	31%	40%	39%	17%	26%	24%	40%	37%	29%	29%	50%	
This is the only brand I would consider	12%	24%	5%	-	4%	-	-	-	-	-	5%	-	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. - Huawei

	Unweighted base	1009	449	142	28	253	54	6	15	17	47	441	55	130	2
Base	1009	447	142	29	252	54	6	15	17	47	439	54	130	2	
I do not know this brand	2%	2%	1%	-	-	-	-	-	6%	-	1%	2%	1%	-	
I would never choose this brand	11%	15%	9%	8%	0%	6%	34%	29%	24%	4%	10%	4%	5%	-	
I have heard of this brand but don't know much about it	18%	21%	8%	3%	5%	12%	-	-	18%	6%	18%	13%	11%	-	
I know a little about this brand	14%	13%	15%	18%	3%	13%	33%	-	6%	8%	14%	9%	11%	-	
I would try it under certain circumstances	20%	21%	23%	24%	9%	27%	34%	32%	23%	19%	21%	27%	22%	-	
I would like to try it based on what I've heard recently	21%	20%	29%	25%	40%	30%	-	19%	18%	35%	23%	27%	34%	-	
This is one of my preferred brands	13%	8%	16%	22%	39%	11%	-	20%	6%	28%	12%	18%	16%	100%	
This is the only brand I would consider	1%	0%	-	-	4%	-	-	-	-	-	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. - LG

	Unweighted base	1009	449	142	28	253	54	6	15	17	47	441	55	130	2
Base	1009	447	142	29	252	54	6	15	17	47	439	54	130	2	
I do not know this brand	2%	3%	2%	3%	2%	-	-	-	-	-	1%	2%	1%	-	
I would never choose this brand	16%	17%	15%	3%	11%	2%	33%	-	23%	11%	13%	11%	12%	-	
I have heard of this brand but don't know much about it	20%	22%	13%	10%	16%	5%	-	22%	24%	12%	19%	14%	23%	-	
I know a little about this brand	23%	23%	20%	26%	20%	7%	-	19%	6%	13%	22%	17%	15%	-	
I would try it under certain circumstances	25%	23%	29%	28%	33%	16%	50%	20%	24%	35%	27%	29%	24%	50%	
I would like to try it based on what I've heard recently	10%	9%	12%	25%	14%	37%	-	26%	23%	22%	12%	26%	18%	50%	
This is one of my preferred brands	5%	3%	7%	3%	4%	30%	17%	14%	-	6%	6%	2%	6%	-	
This is the only brand I would consider	0%	-	-	-	0%	2%	-	-	-	-	-	-	-	-	

YouGov Survey Results

Sample Size: 1009
Fieldwork: 20/12/2018 - 03/01/2019

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	1009	16	992	468	524	254	310	209	137	82
Base	1009	16	992	481	511	255	312	208	135	83	
I do not know this brand	46%	29%	46%	30%	61%	46%	40%	51%	45%	61%	
I would never choose this brand	7%	14%	7%	8%	7%	3%	6%	11%	10%	7%	
I have heard of this brand but don't know much about it	13%	15%	13%	16%	11%	13%	14%	12%	12%	14%	
I know a little about this brand	10%	12%	10%	14%	7%	11%	11%	6%	13%	12%	
I would try it under certain circumstances	12%	18%	11%	17%	6%	12%	14%	8%	15%	4%	
I would like to try it based on what I've heard recently	8%	6%	8%	10%	6%	10%	10%	9%	3%	2%	
This is one of my preferred brands	3%	6%	3%	4%	2%	4%	4%	1%	2%	-	
This is the only brand I would consider	0%	-	0%	1%	0%	0%	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. - Samsung

	Unweighted base	1009	16	992	468	524	254	310	209	137	82
Base	1009	16	992	481	511	255	312	208	135	83	
I do not know this brand	0%	-	0%	0%	0%	0%	0%	-	-	1%	
I would never choose this brand	6%	6%	6%	7%	5%	5%	5%	11%	6%	2%	
I have heard of this brand but don't know much about it	3%	6%	3%	2%	3%	1%	3%	4%	5%	2%	
I know a little about this brand	8%	6%	8%	8%	9%	11%	8%	6%	7%	12%	
I would try it under certain circumstances	21%	27%	21%	20%	22%	24%	24%	20%	17%	10%	
I would like to try it based on what I've heard recently	11%	14%	10%	11%	10%	14%	8%	10%	11%	9%	
This is one of my preferred brands	42%	18%	43%	45%	41%	39%	43%	38%	48%	61%	
This is the only brand I would consider	8%	24%	8%	8%	8%	5%	9%	12%	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. - Sony

	Unweighted base	1009	16	992	468	524	254	310	209	137	82
Base	1009	16	992	481	511	255	312	208	135	83	
I do not know this brand	2%	-	2%	1%	2%	3%	1%	1%	1%	5%	
I would never choose this brand	15%	12%	15%	15%	15%	14%	14%	18%	14%	13%	
I have heard of this brand but don't know much about it	17%	18%	17%	13%	21%	18%	15%	18%	21%	18%	
I know a little about this brand	21%	18%	21%	19%	23%	25%	22%	19%	17%	18%	
I would try it under certain circumstances	27%	29%	27%	30%	24%	23%	30%	26%	30%	22%	
I would like to try it based on what I've heard recently	10%	12%	10%	12%	8%	7%	10%	12%	10%	12%	
This is one of my preferred brands	8%	6%	8%	10%	6%	10%	7%	5%	7%	12%	
This is the only brand I would consider	1%	6%	1%	1%	-	0%	0%	1%	1%	-	

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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	862	501	608	715	663	341	581	607	213	838	648	704	249
Base	1009	860	504	607	712	661	344	581	606	218	839	647	700	252
I do not know this brand	46%	48%	40%	47%	48%	48%	40%	48%	48%	4%	46%	47%	47%	31%
I would never choose this brand	7%	7%	5%	5%	5%	5%	5%	5%	6%	6%	7%	5%	5%	5%
I have heard of this brand but don't know much about it	13%	13%	15%	14%	15%	14%	16%	15%	14%	23%	14%	14%	14%	17%
I know a little about this brand	10%	10%	11%	10%	10%	10%	10%	9%	10%	14%	10%	11%	11%	13%
I would try it under certain circumstances	12%	11%	13%	11%	10%	11%	14%	11%	11%	23%	11%	11%	11%	15%
I would like to try it based on what I've heard recently	8%	8%	11%	9%	8%	9%	11%	9%	9%	20%	8%	9%	9%	14%
This is one of my preferred brands	3%	3%	4%	3%	3%	3%	3%	3%	3%	8%	3%	3%	3%	4%
This is the only brand I would consider	0%	0%	1%	0%	1%	0%	1%	1%	0%	1%	0%	0%	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. - Samsung

	Unweighted base	862	501	608	715	663	341	581	607	213	838	648	704	249
Base	1009	860	504	607	712	661	344	581	606	218	839	647	700	252
I do not know this brand	0%	0%	-	-	0%	-	-	-	-	-	0%	-	0%	-
I would never choose this brand	6%	7%	6%	7%	6%	6%	8%	7%	6%	8%	5%	6%	6%	8%
I have heard of this brand but don't know much about it	3%	3%	2%	2%	3%	2%	2%	2%	2%	1%	3%	3%	2%	1%
I know a little about this brand	8%	9%	8%	7%	8%	8%	6%	7%	7%	6%	7%	7%	7%	6%
I would try it under certain circumstances	21%	22%	23%	21%	22%	22%	21%	22%	21%	25%	19%	21%	22%	19%
I would like to try it based on what I've heard recently	11%	11%	11%	11%	10%	10%	10%	10%	10%	15%	10%	11%	11%	13%
This is one of my preferred brands	42%	43%	44%	46%	45%	46%	45%	46%	46%	38%	47%	46%	45%	46%
This is the only brand I would consider	8%	6%	7%	7%	6%	7%	8%	7%	7%	7%	9%	7%	6%	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	862	501	608	715	663	341	581	607	213	838	648	704	249
Base	1009	860	504	607	712	661	344	581	606	218	839	647	700	252
I do not know this brand	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%
I would never choose this brand	15%	14%	14%	14%	14%	14%	12%	14%	14%	16%	14%	13%	14%	11%
I have heard of this brand but don't know much about it	17%	17%	15%	17%	17%	16%	12%	16%	16%	10%	17%	15%	17%	11%
I know a little about this brand	21%	21%	19%	20%	20%	21%	17%	20%	20%	15%	20%	21%	20%	21%
I would try it under certain circumstances	27%	27%	30%	30%	29%	29%	36%	31%	30%	33%	28%	30%	29%	35%
I would like to try it based on what I've heard recently	10%	10%	10%	10%	10%	11%	11%	11%	10%	13%	10%	11%	11%	12%
This is one of my preferred brands	8%	8%	9%	8%	8%	8%	10%	8%	8%	11%	8%	9%	7%	9%
This is the only brand I would consider	1%	0%	1%	0%	1%	0%	1%	1%	0%	1%	0%	1%	1%	1%

YouGov Survey Results

Sample Size: 1009
Fieldwork: 20/12/2018 - 03/01/2019

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

	1009	398	13	2	63	15	-	-	4	5	322	21	68	-
Unweighted base	1009	398	13	2	63	15	-	-	4	5	322	21	68	-
Base	1009	393	13	2	64	15	-	-	4	5	326	22	69	-
I do not know this brand	46%	54%	29%	48%	39%	55%	-	-	-	-	45%	37%	25%	-
I would never choose this brand	7%	7%	8%	-	10%	-	-	-	25%	-	8%	-	6%	-
I have heard of this brand but don't know much about it	13%	13%	7%	-	16%	-	-	-	-	-	12%	20%	15%	-
I know a little about this brand	10%	9%	8%	52%	4%	6%	-	-	51%	19%	12%	14%	17%	-
I would try it under certain circumstances	12%	8%	26%	-	16%	13%	-	-	-	-	13%	26%	18%	-
I would like to try it based on what I've heard recently	8%	6%	14%	-	10%	26%	-	-	-	-	9%	4%	10%	-
This is one of my preferred brands	3%	2%	8%	-	5%	-	-	-	24%	62%	2%	-	7%	-
This is the only brand I would consider	0%	-	-	-	2%	-	-	-	-	19%	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

	1009	398	13	2	63	15	-	-	4	5	322	21	68	-
Unweighted base	1009	398	13	2	63	15	-	-	4	5	322	21	68	-
Base	1009	393	13	2	64	15	-	-	4	5	326	22	69	-
I do not know this brand	0%	1%	-	-	-	-	-	-	-	-	0%	-	-	-
I would never choose this brand	6%	10%	-	52%	7%	13%	-	-	-	45%	0%	4%	6%	-
I have heard of this brand but don't know much about it	3%	6%	-	-	5%	6%	-	-	-	18%	-	-	-	-
I know a little about this brand	8%	14%	23%	-	7%	7%	-	-	-	19%	1%	14%	4%	-
I would try it under certain circumstances	21%	31%	48%	48%	28%	26%	-	-	51%	-	3%	34%	32%	-
I would like to try it based on what I've heard recently	11%	15%	-	-	11%	6%	-	-	49%	-	4%	5%	15%	-
This is one of my preferred brands	42%	23%	30%	-	42%	41%	-	-	-	-	70%	43%	40%	-
This is the only brand I would consider	8%	1%	-	-	-	-	-	-	-	19%	21%	-	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

	1009	398	13	2	63	15	-	-	4	5	322	21	68	-
Unweighted base	1009	398	13	2	63	15	-	-	4	5	322	21	68	-
Base	1009	393	13	2	64	15	-	-	4	5	326	22	69	-
I do not know this brand	2%	3%	-	-	1%	-	-	-	-	-	2%	-	-	-
I would never choose this brand	15%	16%	52%	-	17%	13%	-	-	-	44%	13%	-	12%	-
I have heard of this brand but don't know much about it	17%	19%	15%	-	15%	6%	-	-	-	18%	20%	-	9%	-
I know a little about this brand	21%	25%	18%	52%	16%	13%	-	-	75%	19%	20%	-	20%	-
I would try it under certain circumstances	27%	25%	15%	48%	29%	47%	-	-	25%	-	28%	12%	32%	-
I would like to try it based on what I've heard recently	10%	7%	-	-	10%	13%	-	-	-	-	12%	10%	21%	-
This is one of my preferred brands	8%	5%	-	-	10%	7%	-	-	-	-	5%	73%	6%	-
This is the only brand I would consider	1%	0%	-	-	-	-	-	-	-	19%	1%	5%	-	-

YouGov Survey Results

Sample Size: 1009
Fieldwork: 20/12/2018 - 03/01/2019

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	1009	449	142	28	253	54	6	15	17	47	441	55	130	2
Base	1009	447	142	29	252	54	6	15	17	47	439	54	130	2	
I do not know this brand	46%	53%	33%	28%	41%	31%	34%	13%	17%	2%	46%	31%	32%	-	
I would never choose this brand	7%	7%	5%	8%	5%	2%	-	7%	6%	-	7%	8%	6%	-	
I have heard of this brand but don't know much about it	13%	13%	13%	10%	14%	20%	33%	7%	30%	5%	14%	14%	14%	-	
I know a little about this brand	10%	9%	9%	7%	10%	13%	-	22%	12%	8%	11%	9%	12%	-	
I would try it under certain circumstances	12%	9%	15%	23%	13%	15%	17%	39%	6%	13%	12%	16%	18%	-	
I would like to try it based on what I've heard recently	8%	7%	16%	17%	11%	16%	17%	14%	18%	32%	8%	14%	12%	50%	
This is one of my preferred brands	3%	3%	9%	7%	5%	2%	-	-	12%	34%	3%	6%	6%	50%	
This is the only brand I would consider	0%	-	-	-	1%	-	-	-	-	6%	0%	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 brand. - Samsung

	Unweighted base	1009	449	142	28	253	54	6	15	17	47	441	55	130	2
Base	1009	447	142	29	252	54	6	15	17	47	439	54	130	2	
I do not know this brand	0%	-	-	-	-	-	-	-	-	-	0%	-	-	-	
I would never choose this brand	6%	9%	6%	8%	5%	5%	-	13%	12%	9%	-	10%	6%	-	
I have heard of this brand but don't know much about it	3%	4%	1%	-	4%	2%	-	-	-	2%	0%	-	2%	-	
I know a little about this brand	8%	12%	10%	7%	5%	7%	-	13%	6%	4%	2%	9%	7%	-	
I would try it under certain circumstances	21%	26%	28%	25%	22%	20%	50%	34%	47%	20%	7%	18%	24%	50%	
I would like to try it based on what I've heard recently	11%	12%	12%	21%	9%	9%	17%	13%	12%	15%	8%	15%	11%	-	
This is one of my preferred brands	42%	36%	42%	38%	52%	55%	33%	27%	24%	49%	67%	48%	49%	50%	
This is the only brand I would consider	8%	2%	2%	-	4%	2%	-	-	-	2%	15%	-	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	1009	449	142	28	253	54	6	15	17	47	441	55	130	2
Base	1009	447	142	29	252	54	6	15	17	47	439	54	130	2	
I do not know this brand	2%	3%	-	-	2%	4%	-	-	-	4%	1%	2%	1%	-	
I would never choose this brand	15%	14%	18%	17%	14%	15%	17%	7%	6%	16%	14%	-	12%	-	
I have heard of this brand but don't know much about it	17%	18%	12%	3%	15%	5%	-	13%	12%	6%	18%	2%	13%	-	
I know a little about this brand	21%	24%	17%	16%	17%	15%	17%	22%	18%	10%	20%	4%	21%	-	
I would try it under certain circumstances	27%	27%	29%	20%	31%	24%	34%	25%	24%	25%	27%	19%	28%	50%	
I would like to try it based on what I've heard recently	10%	9%	12%	20%	12%	26%	16%	20%	12%	20%	12%	25%	20%	50%	
This is one of my preferred brands	8%	6%	11%	19%	7%	11%	17%	6%	23%	17%	7%	43%	5%	-	
This is the only brand I would consider	1%	0%	1%	3%	0%	-	-	6%	6%	2%	0%	5%	1%	-	

YouGov Survey Results

Sample Size: 1009
Fieldwork: 20/12/2018 - 03/01/2019

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	1009	16	992	468	524	254	310	209	137	82
Base	1009	16	992	481	511	255	312	208	135	83	
I do not know this brand	3%	-	3%	2%	3%	3%	2%	2%	1%	13%	
I would never choose this brand	13%	20%	12%	10%	14%	10%	11%	16%	15%	11%	
I have heard of this brand but don't know much about it	16%	12%	16%	12%	20%	16%	14%	21%	13%	22%	
I know a little about this brand	19%	32%	18%	16%	20%	20%	19%	17%	14%	21%	
I would try it under certain circumstances	24%	24%	24%	25%	23%	24%	30%	19%	27%	13%	
I would like to try it based on what I've heard recently	14%	-	14%	18%	10%	17%	14%	12%	16%	9%	
This is one of my preferred brands	10%	12%	10%	14%	7%	7%	10%	11%	14%	11%	
This is the only brand I would consider	1%	-	1%	2%	1%	2%	0%	2%	1%	-	

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	1009	16	992	468	524	254	310	209	137	82
Base	1009	16	992	481	511	255	312	208	135	83	
Is a brand I trust	58%	74%	58%	55%	61%	61%	54%	61%	54%	62%	
Is reliable	61%	85%	61%	61%	60%	67%	52%	62%	63%	67%	
Is up and coming	36%	50%	36%	35%	36%	39%	32%	34%	40%	38%	
Is cutting edge	54%	62%	54%	55%	52%	57%	46%	53%	58%	64%	
Is a brand for me	49%	62%	49%	47%	50%	56%	46%	46%	49%	43%	
Offers good value for money	23%	56%	22%	23%	22%	20%	23%	23%	26%	30%	
Is different	44%	42%	44%	43%	44%	42%	40%	47%	48%	49%	
None of these	11%	-	11%	11%	11%	9%	14%	10%	11%	7%	
Don't know	7%	8%	7%	7%	6%	4%	8%	6%	9%	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. - Huawei

	Unweighted base	1009	16	992	468	524	254	310	209	137	82
Base	1009	16	992	481	511	255	312	208	135	83	
Is a brand I trust	20%	23%	20%	25%	15%	18%	22%	20%	18%	21%	
Is reliable	25%	24%	25%	33%	19%	22%	29%	24%	25%	26%	
Is up and coming	44%	29%	44%	47%	41%	43%	47%	37%	49%	43%	
Is cutting edge	31%	6%	31%	36%	27%	31%	31%	30%	34%	31%	
Is a brand for me	23%	17%	23%	30%	16%	20%	26%	19%	25%	22%	
Offers good value for money	40%	24%	40%	41%	40%	49%	41%	33%	38%	34%	
Is different	30%	20%	30%	34%	27%	31%	32%	27%	28%	34%	
None of these	16%	6%	16%	15%	17%	14%	15%	22%	13%	15%	
Don't know	16%	20%	16%	13%	19%	15%	14%	15%	17%	25%	

YouGov Survey Results

Sample Size: 1009
Fieldwork: 20/12/2018 - 03/01/2019

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

	1009	862	501	608	715	663	341	581	607	213	838	648	704	249
Unweighted base	1009	862	501	608	715	663	341	581	607	213	838	648	704	249
Base	1009	860	504	607	712	661	344	581	606	218	839	647	700	252
I do not know this brand	3%	3%	1%	2%	2%	2%	1%	2%	1%	-	3%	2%	1%	1%
I would never choose this brand	13%	13%	12%	12%	12%	12%	12%	11%	12%	10%	12%	12%	11%	10%
I have heard of this brand but don't know much about it	16%	17%	13%	17%	18%	18%	15%	18%	17%	7%	17%	17%	16%	10%
I know a little about this brand	19%	18%	18%	17%	18%	18%	17%	17%	18%	16%	18%	17%	17%	17%
I would try it under certain circumstances	24%	25%	28%	26%	25%	25%	30%	26%	26%	27%	26%	26%	27%	29%
I would like to try it based on what I've heard recently	14%	14%	16%	14%	14%	14%	15%	14%	14%	21%	14%	14%	14%	16%
This is one of my preferred brands	10%	10%	12%	12%	11%	11%	11%	12%	12%	17%	10%	11%	13%	16%
This is the only brand I would consider	1%	1%	0%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	-

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

	1009	862	501	608	715	663	341	581	607	213	838	648	704	249
Unweighted base	1009	862	501	608	715	663	341	581	607	213	838	648	704	249
Base	1009	860	504	607	712	661	344	581	606	218	839	647	700	252
Is a brand I trust	58%	61%	60%	60%	59%	58%	60%	58%	60%	54%	58%	59%	58%	57%
Is reliable	61%	63%	64%	64%	63%	63%	64%	62%	64%	57%	61%	63%	62%	61%
Is up and coming	36%	37%	32%	35%	35%	34%	34%	33%	34%	32%	35%	35%	35%	31%
Is cutting edge	54%	56%	56%	56%	56%	55%	56%	56%	56%	54%	54%	55%	55%	55%
Is a brand for me	49%	52%	50%	49%	49%	48%	50%	48%	51%	44%	48%	49%	49%	45%
Offers good value for money	23%	24%	19%	20%	21%	20%	21%	19%	20%	16%	21%	21%	20%	19%
Is different	44%	45%	43%	44%	46%	44%	43%	43%	45%	40%	44%	45%	44%	44%
None of these	11%	10%	12%	11%	12%	11%	11%	11%	11%	12%	11%	11%	11%	12%
Don't know	7%	5%	5%	6%	6%	6%	4%	6%	5%	6%	7%	5%	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

	1009	862	501	608	715	663	341	581	607	213	838	648	704	249
Unweighted base	1009	862	501	608	715	663	341	581	607	213	838	648	704	249
Base	1009	860	504	607	712	661	344	581	606	218	839	647	700	252
Is a brand I trust	20%	19%	22%	22%	23%	21%	23%	22%	20%	28%	21%	21%	21%	26%
Is reliable	25%	25%	28%	27%	28%	27%	31%	28%	27%	36%	26%	27%	28%	37%
Is up and coming	44%	44%	51%	48%	49%	48%	51%	49%	49%	53%	45%	47%	48%	57%
Is cutting edge	31%	31%	37%	34%	35%	35%	34%	35%	35%	42%	32%	34%	35%	42%
Is a brand for me	23%	22%	25%	24%	26%	24%	27%	25%	23%	31%	23%	24%	25%	30%
Offers good value for money	40%	41%	46%	44%	45%	44%	46%	45%	45%	48%	41%	43%	44%	47%
Is different	30%	30%	33%	32%	33%	32%	30%	32%	31%	35%	31%	31%	31%	34%
None of these	16%	16%	14%	14%	13%	14%	13%	13%	14%	9%	15%	15%	13%	11%
Don't know	16%	16%	12%	14%	14%	14%	14%	14%	14%	12%	16%	15%	14%	11%

YouGov Survey Results

Sample Size: 1009
Fieldwork: 20/12/2018 - 03/01/2019

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	1009	398	13	2	63	15	-	-	4	5	322	21	68	-
Base	1009	398	13	2	64	15	-	-	4	5	326	22	69	-	
I do not know this brand	3%	3%	8%	-	-	-	-	-	-	-	4%	-	-	-	
I would never choose this brand	13%	17%	7%	-	7%	6%	-	-	25%	-	13%	-	-	-	
I have heard of this brand but don't know much about it	16%	18%	14%	-	16%	20%	-	-	-	-	18%	9%	-	-	
I know a little about this brand	19%	21%	18%	-	22%	21%	-	-	75%	37%	17%	27%	1%	-	
I would try it under certain circumstances	24%	23%	30%	48%	31%	26%	-	-	-	-	26%	49%	9%	-	
I would like to try it based on what I've heard recently	14%	14%	14%	-	16%	26%	-	-	-	63%	15%	4%	9%	-	
This is one of my preferred brands	10%	4%	8%	52%	9%	-	-	-	-	-	6%	6%	72%	-	
This is the only brand I would consider	1%	0%	-	-	-	-	-	-	-	-	1%	5%	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. - Apple

	Unweighted base	1009	398	13	2	63	15	-	-	4	5	322	21	68	-
Base	1009	398	13	2	64	15	-	-	4	5	326	22	69	-	
Is a brand I trust	58%	82%	30%	100%	30%	48%	-	-	51%	36%	48%	28%	34%	-	
Is reliable	61%	77%	37%	100%	45%	55%	-	-	76%	62%	52%	35%	44%	-	
Is up and coming	36%	44%	7%	48%	24%	32%	-	-	25%	36%	32%	25%	26%	-	
Is cutting edge	54%	62%	37%	48%	34%	55%	-	-	75%	62%	50%	56%	44%	-	
Is a brand for me	49%	80%	30%	-	24%	26%	-	-	-	36%	32%	6%	23%	-	
Offers good value for money	23%	35%	15%	-	7%	6%	-	-	-	-	16%	18%	12%	-	
Is different	44%	53%	15%	48%	28%	48%	-	-	-	36%	38%	46%	47%	-	
None of these	11%	3%	25%	-	23%	26%	-	-	-	38%	13%	15%	16%	-	
Don't know	7%	2%	8%	-	11%	6%	-	-	-	-	8%	15%	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	1009	398	13	2	63	15	-	-	4	5	322	21	68	-
Base	1009	398	13	2	64	15	-	-	4	5	326	22	69	-	
Is a brand I trust	20%	14%	-	48%	74%	27%	-	-	-	19%	17%	15%	18%	-	
Is reliable	25%	17%	22%	48%	80%	40%	-	-	-	19%	22%	18%	36%	-	
Is up and coming	44%	39%	38%	100%	82%	33%	-	-	25%	62%	42%	37%	47%	-	
Is cutting edge	31%	24%	30%	48%	75%	26%	-	-	51%	37%	26%	34%	45%	-	
Is a brand for me	23%	14%	7%	48%	82%	33%	-	-	-	45%	18%	15%	25%	-	
Offers good value for money	40%	35%	22%	48%	80%	38%	-	-	76%	37%	38%	49%	38%	-	
Is different	30%	26%	30%	52%	65%	20%	-	-	25%	62%	30%	20%	23%	-	
None of these	16%	20%	25%	-	-	6%	-	-	-	38%	18%	5%	10%	-	
Don't know	16%	17%	29%	-	-	35%	-	-	24%	-	16%	18%	13%	-	

YouGov Survey Results

Sample Size: 1009
Fieldwork: 20/12/2018 - 03/01/2019

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	1009	449	142	28	253	54	6	15	17	47	441	55	130	2
Base	1009	447	142	29	252	54	6	15	17	47	439	54	130	2	
I do not know this brand	3%	3%	1%	-	2%	2%	-	-	-	4%	3%	-	1%	-	
I would never choose this brand	13%	16%	10%	8%	6%	6%	17%	22%	6%	6%	12%	8%	-	-	
I have heard of this brand but don't know much about it	16%	19%	8%	18%	12%	17%	-	-	12%	-	17%	7%	1%	-	
I know a little about this brand	19%	19%	16%	8%	17%	16%	-	13%	12%	12%	19%	14%	3%	-	
I would try it under certain circumstances	24%	23%	31%	34%	28%	27%	66%	33%	35%	18%	26%	36%	19%	50%	
I would like to try it based on what I've heard recently	14%	14%	20%	18%	21%	20%	-	20%	6%	33%	15%	18%	23%	-	
This is one of my preferred brands	10%	5%	13%	14%	14%	13%	17%	13%	30%	21%	9%	16%	52%	50%	
This is the only brand I would consider	1%	0%	1%	-	0%	-	-	-	-	5%	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	1009	449	142	28	253	54	6	15	17	47	441	55	130	2
Base	1009	447	142	29	252	54	6	15	17	47	439	54	130	2	
Is a brand I trust	58%	82%	57%	48%	53%	57%	17%	20%	23%	46%	54%	43%	43%	50%	
Is reliable	61%	79%	65%	37%	64%	63%	33%	46%	47%	56%	60%	61%	55%	-	
Is up and coming	36%	47%	26%	28%	30%	31%	17%	20%	30%	25%	35%	25%	25%	-	
Is cutting edge	54%	64%	56%	36%	54%	53%	34%	33%	35%	59%	55%	47%	55%	50%	
Is a brand for me	49%	78%	43%	34%	41%	33%	17%	26%	17%	36%	41%	35%	30%	-	
Offers good value for money	23%	33%	13%	16%	19%	15%	-	7%	6%	6%	16%	17%	9%	-	
Is different	44%	54%	39%	33%	43%	54%	50%	46%	47%	49%	41%	49%	46%	50%	
None of these	11%	2%	12%	21%	14%	9%	50%	13%	12%	12%	12%	15%	15%	-	
Don't know	7%	2%	3%	7%	6%	4%	-	15%	11%	6%	7%	5%	4%	-	

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

	Unweighted base	1009	449	142	28	253	54	6	15	17	47	441	55	130	2
Base	1009	447	142	29	252	54	6	15	17	47	439	54	130	2	
Is a brand I trust	20%	15%	22%	26%	48%	16%	-	20%	6%	34%	21%	31%	28%	-	
Is reliable	25%	20%	28%	19%	55%	24%	-	19%	12%	32%	26%	36%	37%	50%	
Is up and coming	44%	42%	57%	49%	75%	58%	34%	40%	30%	58%	45%	41%	55%	100%	
Is cutting edge	31%	27%	41%	37%	62%	33%	17%	33%	18%	49%	31%	40%	50%	50%	
Is a brand for me	23%	18%	26%	37%	55%	16%	-	13%	12%	42%	21%	27%	33%	-	
Offers good value for money	40%	37%	47%	33%	65%	42%	17%	32%	29%	50%	43%	46%	52%	50%	
Is different	30%	27%	33%	36%	53%	20%	17%	32%	23%	39%	30%	27%	38%	-	
None of these	16%	19%	12%	16%	3%	13%	49%	13%	18%	10%	15%	15%	8%	-	
Don't know	16%	14%	8%	3%	2%	8%	-	9%	24%	6%	14%	10%	7%	-	

YouGov Survey Results

Sample Size: 1009
Fieldwork: 20/12/2018 - 03/01/2019

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

	1009	16	992	468	524	254	310	209	137	82
Unweighted base	1009	16	992	468	524	254	310	209	137	82
Base	1009	16	992	481	511	255	312	208	135	83
Is a brand I trust	15%	12%	15%	18%	13%	15%	15%	16%	17%	16%
Is reliable	17%	17%	17%	19%	14%	16%	15%	18%	18%	16%
Is up and coming	13%	26%	13%	16%	10%	13%	10%	16%	15%	10%
Is cutting edge	12%	23%	12%	15%	9%	16%	9%	14%	9%	11%
Is a brand for me	11%	6%	11%	14%	7%	9%	9%	13%	13%	12%
Offers good value for money	19%	18%	19%	21%	18%	19%	19%	22%	17%	19%
Is different	14%	12%	14%	16%	12%	16%	15%	17%	9%	10%
None of these	28%	21%	28%	28%	27%	27%	29%	33%	25%	19%
Don't know	28%	24%	28%	21%	34%	26%	28%	22%	34%	38%

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

	1009	16	992	468	524	254	310	209	137	82
Unweighted base	1009	16	992	468	524	254	310	209	137	82
Base	1009	16	992	481	511	255	312	208	135	83
Is a brand I trust	9%	8%	9%	12%	6%	11%	11%	7%	7%	1%
Is reliable	11%	14%	11%	16%	7%	16%	13%	9%	6%	5%
Is up and coming	16%	12%	16%	22%	11%	21%	18%	12%	13%	10%
Is cutting edge	11%	8%	11%	15%	6%	14%	11%	9%	7%	8%
Is a brand for me	9%	-	9%	12%	5%	13%	10%	8%	4%	-
Offers good value for money	14%	12%	15%	21%	9%	23%	15%	11%	8%	8%
Is different	15%	21%	15%	19%	11%	20%	16%	13%	10%	8%
None of these	26%	12%	26%	24%	28%	20%	26%	36%	25%	25%
Don't know	40%	42%	40%	32%	47%	39%	38%	33%	47%	53%

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

	1009	16	992	468	524	254	310	209	137	82
Unweighted base	1009	16	992	468	524	254	310	209	137	82
Base	1009	16	992	481	511	255	312	208	135	83
Is a brand I trust	55%	24%	55%	55%	56%	59%	55%	49%	54%	63%
Is reliable	55%	26%	56%	55%	56%	61%	52%	49%	57%	65%
Is up and coming	37%	32%	37%	36%	38%	41%	36%	34%	37%	36%
Is cutting edge	52%	23%	53%	55%	51%	55%	52%	47%	54%	57%
Is a brand for me	48%	38%	48%	50%	47%	48%	46%	46%	50%	62%
Offers good value for money	37%	24%	37%	34%	40%	40%	34%	32%	37%	52%
Is different	33%	38%	33%	35%	30%	32%	31%	31%	36%	41%
None of these	10%	12%	10%	11%	10%	9%	10%	16%	7%	4%
Don't know	9%	12%	9%	7%	10%	5%	9%	10%	12%	9%

YouGov Survey Results

Sample Size: 1009
Fieldwork: 20/12/2018 - 03/01/2019

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

	1009	862	501	608	715	663	341	581	607	213	838	648	704	249
Unweighted base	1009	862	501	608	715	663	341	581	607	213	838	648	704	249
Base	1009	860	504	607	712	661	344	581	606	218	839	647	700	252
Is a brand I trust	15%	15%	15%	16%	15%	17%	17%	15%	15%	19%	15%	16%	16%	16%
Is reliable	17%	17%	18%	18%	17%	18%	21%	18%	18%	20%	17%	18%	18%	21%
Is up and coming	13%	13%	13%	13%	13%	14%	16%	13%	14%	12%	13%	14%	13%	16%
Is cutting edge	12%	12%	13%	13%	12%	13%	14%	13%	12%	15%	13%	13%	13%	14%
Is a brand for me	11%	10%	11%	10%	10%	11%	12%	10%	10%	12%	11%	11%	11%	12%
Offers good value for money	19%	19%	21%	20%	19%	21%	24%	21%	20%	19%	19%	20%	20%	22%
Is different	14%	14%	16%	15%	15%	15%	17%	16%	15%	16%	15%	15%	15%	14%
None of these	28%	28%	27%	26%	27%	26%	24%	25%	26%	26%	27%	26%	26%	25%
Don't know	28%	29%	27%	30%	30%	30%	25%	29%	29%	27%	29%	29%	30%	24%

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

	1009	862	501	608	715	663	341	581	607	213	838	648	704	249
Unweighted base	1009	862	501	608	715	663	341	581	607	213	838	648	704	249
Base	1009	860	504	607	712	661	344	581	606	218	839	647	700	252
Is a brand I trust	9%	8%	11%	9%	9%	8%	12%	9%	9%	22%	8%	9%	9%	13%
Is reliable	11%	11%	14%	11%	11%	11%	13%	11%	11%	25%	11%	11%	12%	14%
Is up and coming	16%	16%	20%	17%	17%	17%	22%	17%	17%	38%	16%	17%	17%	23%
Is cutting edge	11%	10%	14%	12%	11%	12%	13%	11%	12%	25%	11%	11%	11%	17%
Is a brand for me	9%	9%	11%	9%	9%	9%	11%	8%	8%	23%	8%	10%	9%	13%
Offers good value for money	14%	13%	18%	15%	15%	14%	17%	15%	14%	34%	14%	15%	14%	20%
Is different	15%	14%	19%	17%	16%	16%	22%	17%	17%	33%	15%	16%	16%	23%
None of these	26%	27%	25%	24%	26%	24%	24%	24%	24%	17%	26%	25%	25%	23%
Don't know	40%	41%	38%	44%	43%	44%	37%	44%	44%	20%	41%	43%	42%	35%

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

	1009	862	501	608	715	663	341	581	607	213	838	648	704	249
Unweighted base	1009	862	501	608	715	663	341	581	607	213	838	648	704	249
Base	1009	860	504	607	712	661	344	581	606	218	839	647	700	252
Is a brand I trust	55%	54%	58%	58%	56%	58%	59%	58%	58%	58%	59%	58%	56%	59%
Is reliable	55%	55%	59%	59%	58%	60%	60%	60%	61%	59%	60%	59%	59%	62%
Is up and coming	37%	37%	39%	38%	38%	39%	37%	38%	38%	41%	40%	38%	38%	39%
Is cutting edge	52%	52%	56%	55%	54%	55%	60%	56%	55%	62%	56%	55%	55%	61%
Is a brand for me	48%	48%	52%	51%	50%	51%	54%	52%	52%	50%	53%	52%	50%	53%
Offers good value for money	37%	37%	35%	37%	38%	39%	36%	39%	38%	30%	40%	39%	37%	38%
Is different	33%	32%	33%	32%	33%	33%	36%	33%	32%	30%	35%	33%	33%	37%
None of these	10%	11%	10%	9%	10%	9%	10%	9%	9%	9%	9%	10%	9%	8%
Don't know	9%	9%	8%	8%	7%	7%	7%	7%	7%	7%	7%	8%	8%	8%

YouGov Survey Results

Sample Size: 1009
Fieldwork: 20/12/2018 - 03/01/2019

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

	1009	398	13	2	63	15	-	-	4	5	322	21	68	-
Unweighted base	1009	398	13	2	63	15	-	-	4	5	322	21	68	-
Base	1009	393	13	2	64	15	-	-	4	5	326	22	69	-
Is a brand I trust	15%	13%	-	48%	16%	80%	-	-	76%	-	15%	14%	14%	-
Is reliable	17%	14%	-	48%	13%	67%	-	-	51%	19%	17%	18%	18%	-
Is up and coming	13%	13%	8%	-	14%	54%	-	-	-	19%	13%	9%	8%	-
Is cutting edge	12%	10%	-	-	10%	46%	-	-	-	19%	13%	19%	13%	-
Is a brand for me	11%	8%	-	-	12%	81%	-	-	51%	-	11%	4%	6%	-
Offers good value for money	19%	15%	-	48%	19%	74%	-	-	-	-	22%	22%	16%	-
Is different	14%	10%	16%	-	20%	26%	-	-	-	-	17%	15%	15%	-
None of these	28%	31%	37%	-	31%	-	-	-	-	19%	26%	35%	32%	-
Don't know	28%	28%	40%	52%	28%	6%	-	-	24%	43%	28%	15%	27%	-

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

	1009	398	13	2	63	15	-	-	4	5	322	21	68	-
Unweighted base	1009	398	13	2	63	15	-	-	4	5	322	21	68	-
Base	1009	393	13	2	64	15	-	-	4	5	326	22	69	-
Is a brand I trust	9%	6%	23%	-	14%	6%	-	-	-	81%	9%	6%	16%	-
Is reliable	11%	10%	16%	-	15%	13%	-	-	-	81%	8%	6%	21%	-
Is up and coming	16%	13%	31%	-	21%	19%	-	-	100%	81%	15%	18%	21%	-
Is cutting edge	11%	5%	31%	-	16%	19%	-	-	25%	55%	12%	6%	17%	-
Is a brand for me	9%	5%	31%	-	11%	19%	-	-	-	81%	9%	11%	16%	-
Offers good value for money	14%	11%	41%	-	22%	6%	-	-	-	81%	15%	11%	17%	-
Is different	15%	10%	15%	-	24%	6%	-	-	51%	81%	13%	24%	25%	-
None of these	26%	29%	15%	48%	26%	25%	-	-	-	-	28%	11%	28%	-
Don't know	40%	43%	29%	52%	32%	48%	-	-	-	-	39%	50%	26%	-

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

	1009	398	13	2	63	15	-	-	4	5	322	21	68	-
Unweighted base	1009	398	13	2	63	15	-	-	4	5	322	21	68	-
Base	1009	393	13	2	64	15	-	-	4	5	326	22	69	-
Is a brand I trust	55%	37%	30%	-	46%	60%	-	-	76%	62%	83%	49%	47%	-
Is reliable	55%	39%	47%	-	49%	61%	-	-	51%	81%	78%	46%	52%	-
Is up and coming	37%	31%	22%	-	32%	46%	-	-	75%	36%	51%	30%	27%	-
Is cutting edge	52%	41%	37%	-	59%	41%	-	-	75%	62%	68%	54%	46%	-
Is a brand for me	48%	29%	37%	-	45%	48%	-	-	76%	19%	80%	27%	31%	-
Offers good value for money	37%	32%	7%	-	30%	39%	-	-	24%	19%	52%	33%	17%	-
Is different	33%	24%	8%	-	32%	35%	-	-	-	19%	48%	28%	29%	-
None of these	10%	14%	14%	48%	19%	20%	-	-	-	19%	2%	9%	13%	-
Don't know	9%	14%	23%	52%	7%	-	-	-	-	-	2%	5%	10%	-

YouGov Survey Results

Sample Size: 1009
Fieldwork: 20/12/2018 - 03/01/2019

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

	1009	449	142	28	253	54	6	15	17	47	441	55	130	2
Unweighted base	1009	449	142	28	253	54	6	15	17	47	441	55	130	2
Base	1009	447	142	29	252	54	6	15	17	47	439	54	130	2
Is a brand I trust	15%	14%	17%	12%	19%	46%	33%	39%	18%	26%	17%	24%	20%	-
Is reliable	17%	14%	22%	22%	20%	44%	16%	33%	23%	15%	20%	27%	18%	-
Is up and coming	13%	13%	10%	12%	16%	36%	16%	26%	6%	10%	15%	17%	11%	-
Is cutting edge	12%	12%	10%	5%	14%	35%	17%	14%	6%	6%	13%	11%	17%	-
Is a brand for me	11%	8%	15%	14%	14%	37%	17%	27%	12%	27%	11%	13%	14%	50%
Offers good value for money	19%	18%	24%	28%	21%	41%	33%	32%	17%	31%	23%	32%	21%	50%
Is different	14%	13%	14%	15%	20%	29%	16%	26%	17%	11%	17%	17%	19%	-
None of these	28%	29%	30%	32%	25%	6%	50%	7%	41%	30%	25%	26%	25%	50%
Don't know	28%	26%	19%	15%	26%	7%	17%	15%	18%	13%	25%	11%	23%	-

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

	1009	449	142	28	253	54	6	15	17	47	441	55	130	2
Unweighted base	1009	449	142	28	253	54	6	15	17	47	441	55	130	2
Base	1009	447	142	29	252	54	6	15	17	47	439	54	130	2
Is a brand I trust	9%	7%	19%	18%	11%	13%	17%	20%	12%	49%	10%	13%	17%	100%
Is reliable	11%	10%	21%	15%	14%	13%	17%	19%	12%	45%	11%	19%	20%	50%
Is up and coming	16%	15%	34%	28%	19%	33%	50%	46%	36%	69%	17%	31%	25%	50%
Is cutting edge	11%	10%	19%	12%	14%	18%	17%	27%	18%	47%	12%	19%	19%	50%
Is a brand for me	9%	8%	22%	22%	13%	16%	17%	19%	24%	54%	9%	27%	16%	50%
Offers good value for money	14%	14%	29%	30%	20%	17%	50%	27%	30%	58%	16%	23%	19%	50%
Is different	15%	12%	24%	21%	18%	18%	34%	52%	30%	59%	17%	22%	25%	50%
None of these	26%	27%	25%	26%	21%	18%	33%	13%	17%	-	27%	26%	23%	-
Don't know	40%	39%	27%	20%	39%	35%	17%	15%	35%	8%	38%	28%	29%	-

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

	1009	449	142	28	253	54	6	15	17	47	441	55	130	2
Unweighted base	1009	449	142	28	253	54	6	15	17	47	441	55	130	2
Base	1009	447	142	29	252	54	6	15	17	47	439	54	130	2
Is a brand I trust	55%	46%	55%	46%	60%	68%	66%	47%	41%	60%	80%	61%	53%	50%
Is reliable	55%	47%	59%	44%	65%	64%	50%	45%	53%	64%	77%	58%	58%	50%
Is up and coming	37%	35%	38%	30%	37%	33%	17%	27%	18%	39%	51%	27%	31%	-
Is cutting edge	52%	46%	61%	35%	59%	63%	66%	46%	35%	75%	70%	54%	62%	50%
Is a brand for me	48%	38%	44%	33%	52%	51%	66%	40%	30%	55%	76%	47%	44%	50%
Offers good value for money	37%	34%	27%	37%	36%	33%	17%	27%	11%	28%	53%	35%	23%	-
Is different	33%	29%	28%	15%	32%	36%	50%	20%	18%	25%	43%	18%	27%	-
None of these	10%	12%	7%	15%	7%	2%	-	13%	18%	8%	2%	12%	11%	-
Don't know	9%	10%	6%	7%	7%	4%	-	21%	6%	6%	2%	5%	6%	50%

YouGov Survey Results

Sample Size: 1009
Fieldwork: 20/12/2018 - 03/01/2019

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

	1009	16	992	468	524	254	310	209	137	82
Unweighted base	1009	16	992	468	524	254	310	209	137	82
Base	1009	16	992	481	511	255	312	208	135	83
Is a brand I trust	20%	14%	20%	23%	17%	23%	21%	19%	15%	20%
Is reliable	24%	28%	24%	27%	20%	23%	25%	24%	23%	21%
Is up and coming	11%	20%	11%	15%	8%	9%	11%	12%	15%	11%
Is cutting edge	13%	14%	13%	16%	10%	14%	15%	12%	13%	6%
Is a brand for me	14%	20%	14%	17%	11%	15%	14%	12%	13%	16%
Offers good value for money	17%	46%	16%	16%	16%	16%	19%	14%	12%	17%
Is different	17%	14%	17%	21%	13%	18%	19%	13%	19%	13%
None of these	26%	18%	26%	25%	27%	23%	24%	35%	22%	24%
Don't know	25%	24%	25%	18%	31%	26%	24%	19%	31%	28%

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

	1009	16	992	468	524	254	310	209	137	82
Unweighted base	1009	16	992	468	524	254	310	209	137	82
Base	1009	16	992	481	511	255	312	208	135	83
Is a brand I trust	15%	6%	15%	17%	13%	16%	17%	14%	16%	7%
Is reliable	19%	12%	19%	21%	17%	23%	19%	17%	17%	13%
Is up and coming	29%	24%	29%	33%	26%	33%	31%	26%	23%	30%
Is cutting edge	15%	6%	15%	19%	11%	18%	17%	11%	14%	12%
Is a brand for me	16%	12%	16%	20%	12%	20%	17%	14%	14%	10%
Offers good value for money	48%	42%	48%	52%	45%	55%	49%	49%	42%	33%
Is different	19%	-	19%	20%	17%	22%	19%	17%	18%	13%
None of these	18%	20%	18%	17%	19%	13%	16%	23%	16%	25%
Don't know	19%	20%	18%	15%	22%	16%	16%	15%	28%	30%

Cell Contents (Column Percentage)

YouGov Survey Results

Sample Size: 1009
Fieldwork: 20/12/2018 - 03/01/2019

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

	1009	862	501	608	715	663	341	581	607	213	838	648	704	249
Unweighted base	1009	862	501	608	715	663	341	581	607	213	838	648	704	249
Base	1009	860	504	607	712	661	344	581	606	218	839	647	700	252
Is a brand I trust	20%	21%	24%	24%	23%	23%	28%	24%	23%	27%	20%	24%	22%	26%
Is reliable	24%	24%	27%	27%	26%	26%	34%	27%	26%	31%	24%	27%	26%	30%
Is up and coming	11%	12%	12%	11%	11%	11%	14%	11%	11%	13%	11%	13%	11%	14%
Is cutting edge	13%	13%	15%	13%	13%	14%	15%	13%	13%	16%	13%	14%	13%	16%
Is a brand for me	14%	14%	16%	15%	15%	15%	20%	16%	15%	20%	14%	17%	16%	19%
Offers good value for money	17%	16%	16%	17%	16%	17%	18%	18%	18%	19%	16%	18%	17%	16%
Is different	17%	17%	19%	17%	18%	17%	20%	18%	17%	20%	17%	19%	17%	20%
None of these	26%	25%	21%	23%	24%	23%	20%	22%	22%	22%	25%	22%	23%	22%
Don't know	25%	25%	25%	26%	26%	25%	20%	25%	25%	20%	25%	24%	25%	22%

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

	1009	862	501	608	715	663	341	581	607	213	838	648	704	249
Unweighted base	1009	862	501	608	715	663	341	581	607	213	838	648	704	249
Base	1009	860	504	607	712	661	344	581	606	218	839	647	700	252
Is a brand I trust	15%	15%	19%	18%	16%	16%	16%	17%	17%	22%	15%	17%	18%	21%
Is reliable	19%	18%	21%	21%	20%	20%	20%	21%	21%	26%	19%	20%	22%	24%
Is up and coming	29%	30%	36%	33%	32%	32%	35%	34%	34%	38%	30%	33%	33%	36%
Is cutting edge	15%	15%	18%	16%	15%	16%	17%	16%	16%	20%	15%	16%	17%	18%
Is a brand for me	16%	16%	19%	19%	18%	17%	18%	18%	17%	27%	16%	18%	19%	23%
Offers good value for money	48%	49%	58%	55%	53%	53%	56%	54%	54%	66%	49%	53%	54%	57%
Is different	19%	19%	20%	20%	20%	20%	20%	21%	19%	24%	18%	20%	20%	21%
None of these	18%	18%	15%	16%	17%	16%	15%	15%	17%	10%	17%	16%	15%	15%
Don't know	19%	18%	14%	16%	17%	18%	14%	17%	17%	8%	19%	17%	17%	13%

Cell Contents (C)

YouGov Survey Results

Sample Size: 1009
Fieldwork: 20/12/2018 - 03/01/2019

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

	1009	398	13	2	63	15	-	-	4	5	322	21	68	-
Unweighted base	1009	398	13	2	63	15	-	-	4	5	322	21	68	-
Base	1009	393	13	2	64	15	-	-	4	5	326	22	69	-
Is a brand I trust	20%	16%	-	48%	20%	20%	-	-	-	38%	16%	71%	25%	-
Is reliable	24%	20%	-	48%	29%	39%	-	-	-	38%	22%	50%	27%	-
Is up and coming	11%	13%	-	-	5%	20%	-	-	25%	19%	10%	30%	11%	-
Is cutting edge	13%	11%	-	-	13%	20%	-	-	25%	19%	11%	44%	19%	-
Is a brand for me	14%	11%	-	-	14%	26%	-	-	-	19%	14%	66%	10%	-
Offers good value for money	17%	16%	8%	48%	17%	13%	-	-	25%	19%	16%	27%	15%	-
Is different	17%	17%	-	-	13%	19%	-	-	25%	19%	19%	41%	14%	-
None of these	26%	27%	30%	52%	31%	21%	-	-	-	19%	27%	-	25%	-
Don't know	25%	24%	62%	-	15%	27%	-	-	24%	43%	27%	9%	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

	1009	398	13	2	63	15	-	-	4	5	322	21	68	-
Unweighted base	1009	398	13	2	63	15	-	-	4	5	322	21	68	-
Base	1009	393	13	2	64	15	-	-	4	5	326	22	69	-
Is a brand I trust	15%	10%	7%	48%	20%	19%	-	-	-	38%	10%	4%	57%	-
Is reliable	19%	14%	7%	48%	21%	20%	-	-	-	55%	16%	24%	53%	-
Is up and coming	29%	28%	22%	48%	25%	48%	-	-	51%	37%	30%	15%	38%	-
Is cutting edge	15%	14%	7%	48%	11%	20%	-	-	25%	37%	15%	6%	19%	-
Is a brand for me	16%	11%	7%	48%	20%	20%	-	-	-	19%	10%	15%	66%	-
Offers good value for money	48%	44%	55%	48%	61%	48%	-	-	51%	81%	43%	46%	79%	-
Is different	19%	20%	14%	48%	18%	13%	-	-	25%	81%	15%	20%	27%	-
None of these	18%	22%	7%	52%	15%	13%	-	-	-	19%	19%	15%	3%	-
Don't know	19%	18%	30%	-	16%	19%	-	-	24%	-	20%	30%	6%	-

Cell Contents (C)

YouGov Survey Results

Sample Size: 1009
Fieldwork: 20/12/2018 - 03/01/2019

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

	1009	449	142	28	253	54	6	15	17	47	441	55	130	2
Unweighted base	1009	449	142	28	253	54	6	15	17	47	441	55	130	2
Base	1009	447	142	29	252	54	6	15	17	47	439	54	130	2
Is a brand I trust	20%	20%	27%	36%	24%	28%	17%	33%	35%	40%	23%	66%	27%	-
Is reliable	24%	23%	32%	47%	29%	42%	17%	46%	35%	34%	26%	62%	29%	50%
Is up and coming	11%	13%	12%	18%	12%	14%	34%	20%	24%	19%	12%	25%	11%	-
Is cutting edge	13%	13%	17%	23%	12%	13%	34%	33%	24%	19%	14%	38%	18%	-
Is a brand for me	14%	12%	20%	27%	16%	26%	17%	26%	18%	25%	16%	54%	14%	-
Offers good value for money	17%	17%	16%	23%	17%	18%	17%	26%	-	21%	19%	37%	15%	-
Is different	17%	19%	14%	30%	17%	22%	17%	27%	29%	21%	18%	33%	13%	50%
None of these	26%	25%	28%	13%	23%	20%	33%	-	6%	19%	24%	5%	25%	-
Don't know	25%	22%	22%	18%	24%	11%	-	15%	24%	15%	23%	7%	20%	-

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

	1009	449	142	28	253	54	6	15	17	47	441	55	130	2
Unweighted base	1009	449	142	28	253	54	6	15	17	47	441	55	130	2
Base	1009	447	142	29	252	54	6	15	17	47	439	54	130	2
Is a brand I trust	15%	11%	21%	20%	24%	16%	51%	26%	24%	34%	15%	18%	47%	-
Is reliable	19%	15%	22%	7%	25%	19%	51%	19%	24%	30%	20%	23%	46%	-
Is up and coming	29%	32%	37%	42%	35%	40%	50%	34%	24%	45%	31%	32%	50%	50%
Is cutting edge	15%	13%	17%	19%	18%	23%	50%	20%	23%	22%	16%	20%	30%	-
Is a brand for me	16%	12%	27%	25%	24%	23%	34%	32%	35%	41%	17%	27%	56%	-
Offers good value for money	48%	45%	65%	54%	58%	58%	67%	65%	76%	75%	51%	60%	82%	100%
Is different	19%	19%	19%	13%	25%	14%	34%	19%	35%	30%	17%	21%	29%	-
None of these	18%	22%	9%	16%	12%	7%	16%	-	-	8%	17%	16%	2%	-
Don't know	19%	16%	12%	3%	13%	12%	-	9%	12%	4%	17%	7%	4%	-

Cell Contents (C)