

YouGov Survey Results

Sample Size: 1033

Fieldwork: 17/12/2018 - 18/12/2018

| Total | Phone type | | | | | | | | |
|-------|-----------------|------------|------------|--------|--------------|------------|------------|------------|------------|
| | Standard mobile | Smartphone | Smartphone | | Smartphone | Smartphone | Smartphone | Smartphone | Smartphone |
| | | | Gender | | Age (5 ways) | | | | |
| | | | Male | Female | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 54 | 55+ |

Which, if any, of the following brands would you consider for your next handset? Please select all that apply.

| | Unweighted base | 1033 | 92 | 940 | 407 | 533 | 83 |
|--------------------------------------|-----------------|------|-----|-----|-----|-----|----|
| Base | 1033 | 87 | 939 | 455 | 484 | 112 | |
| Apple | 37% | 18% | 39% | 37% | 40% | 41% | |
| Google Pixel | 13% | 2% | 14% | 19% | 9% | 21% | |
| HTC | 5% | 2% | 6% | 9% | 3% | 7% | |
| Huawei | 3% | 3% | 3% | 4% | 2% | 5% | |
| LG | 23% | 28% | 23% | 25% | 21% | 24% | |
| Lumia (Nokia Lumia, Microsoft Lumia) | 2% | 2% | 2% | 2% | 1% | 1% | |
| Motorola | 12% | 11% | 12% | 15% | 10% | 2% | |
| Nokia (excluding Nokia Lumia) | 5% | 9% | 4% | 5% | 4% | 4% | |
| OnePlus | 2% | 1% | 2% | 3% | 1% | 3% | |
| Samsung | 45% | 36% | 46% | 46% | 46% | 42% | |
| Sony | 8% | 10% | 8% | 10% | 6% | 3% | |
| Xiaomi | 1% | 2% | 1% | 1% | 1% | 1% | |
| ZTE | 4% | 9% | 4% | 4% | 3% | 3% | |
| Other | 1% | - | 1% | 1% | 1% | 2% | |
| Don't know | 16% | 38% | 13% | 12% | 15% | 9% | |
| 不清楚 | - | - | - | - | - | - | |

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 | 1033 | 92 | 940 | 407 | 533 | 83 |
|--|-----------------|------|-----|-----|-----|-----|----|
| Base | 1033 | 87 | 939 | 455 | 484 | 112 | |
| I do not know this brand | 1% | 4% | 1% | 1% | 2% | - | |
| I would never choose this brand | 20% | 8% | 21% | 25% | 18% | 32% | |
| I have heard of this brand but don't know much about it | 6% | 20% | 5% | 3% | 6% | 1% | |
| I know a little about this brand | 8% | 14% | 7% | 7% | 8% | 3% | |
| I would try it under certain circumstances | 14% | 17% | 13% | 14% | 12% | 8% | |
| I would like to try it based on what I've heard recently | 8% | 12% | 8% | 7% | 8% | 4% | |
| This is one of my preferred brands | 28% | 14% | 29% | 29% | 29% | 28% | |
| This is the only brand I would consider | 16% | 11% | 16% | 14% | 18% | 23% | |

YouGov Survey Results

Sample Size: 1033
Fieldwork: 17/12/2018 - 18/12/2018

| 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 |

Which, if any, of the following brands would you consider for your next handset? Please select all that apply.

| | 1038 | 787 | 470 | 420 | 301 | 717 | 245 | 690 | 612 | 75 | 786 | 643 | 62 | 294 |
|--------------------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1038 | 787 | 470 | 420 | 301 | 717 | 245 | 690 | 612 | 75 | 786 | 643 | 62 | 294 |
| Base | 1033 | 767 | 460 | 409 | 291 | 710 | 238 | 667 | 592 | 80 | 765 | 621 | 65 | 292 |
| Apple | 37% | 46% | 41% | 39% | 43% | 38% | 36% | 42% | 41% | 37% | 39% | 42% | 42% | 32% |
| Google Pixel | 13% | 15% | 24% | 24% | 23% | 16% | 27% | 16% | 17% | 36% | 15% | 17% | 38% | 22% |
| HTC | 5% | 5% | 7% | 10% | 10% | 7% | 11% | 6% | 6% | 12% | 5% | 6% | 15% | 12% |
| Huawei | 3% | 3% | 4% | 5% | 7% | 3% | 6% | 3% | 3% | 8% | 3% | 3% | 16% | 6% |
| LG | 23% | 22% | 25% | 28% | 28% | 31% | 28% | 24% | 26% | 23% | 23% | 24% | 25% | 31% |
| Lumia (Nokia Lumia, Microsoft Lumia) | 2% | 2% | 1% | 2% | 2% | 1% | 4% | 2% | 2% | 3% | 2% | 2% | 5% | 2% |
| Motorola | 12% | 14% | 16% | 16% | 21% | 15% | 18% | 16% | 16% | 23% | 14% | 15% | 31% | 21% |
| Nokia (excluding Nokia Lumia) | 5% | 5% | 6% | 6% | 9% | 5% | 8% | 6% | 6% | 12% | 5% | 6% | 16% | 7% |
| OnePlus | 2% | 2% | 3% | 4% | 5% | 2% | 5% | 2% | 2% | 16% | 2% | 2% | 17% | 4% |
| Samsung | 45% | 46% | 54% | 53% | 50% | 49% | 54% | 50% | 51% | 39% | 52% | 49% | 46% | 54% |
| Sony | 8% | 9% | 10% | 11% | 11% | 9% | 13% | 10% | 10% | 10% | 9% | 10% | 20% | 11% |
| Xiaomi | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 5% | 1% |
| ZTE | 4% | 3% | 4% | 4% | 5% | 4% | 5% | 4% | 4% | 4% | 3% | 3% | 4% | 11% |
| Other | 1% | 1% | 2% | 2% | 2% | 1% | 2% | 1% | 2% | 6% | 1% | 1% | 7% | 2% |
| Don't know | 16% | 12% | 9% | 9% | 8% | 12% | 10% | 11% | 11% | 6% | 12% | 11% | 5% | 8% |
| 不清楚 | - | - | - | - | - | - | - | - | - | - | - | - | - | - |

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

| | 1038 | 787 | 470 | 420 | 301 | 717 | 245 | 690 | 612 | 75 | 786 | 643 | 62 | 294 |
|--|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1038 | 787 | 470 | 420 | 301 | 717 | 245 | 690 | 612 | 75 | 786 | 643 | 62 | 294 |
| Base | 1033 | 767 | 460 | 409 | 291 | 710 | 238 | 667 | 592 | 80 | 765 | 621 | 65 | 292 |
| I do not know this brand | 1% | 1% | 1% | 1% | 1% | 1% | - | 1% | 1% | - | 1% | 1% | - | 1% |
| I would never choose this brand | 20% | 19% | 26% | 27% | 27% | 23% | 28% | 22% | 23% | 33% | 21% | 22% | 27% | 32% |
| I have heard of this brand but don't know much about it | 6% | 4% | 4% | 4% | 3% | 5% | 4% | 5% | 5% | 1% | 5% | 4% | 1% | 5% |
| I know a little about this brand | 8% | 6% | 5% | 6% | 4% | 7% | 4% | 6% | 6% | - | 8% | 6% | 1% | 6% |
| I would try it under certain circumstances | 14% | 13% | 15% | 14% | 15% | 15% | 16% | 15% | 15% | 15% | 14% | 15% | 19% | 14% |
| I would like to try it based on what I've heard recently | 8% | 7% | 6% | 5% | 5% | 7% | 6% | 7% | 7% | 4% | 8% | 7% | 1% | 5% |
| This is one of my preferred brands | 28% | 32% | 29% | 30% | 30% | 28% | 29% | 29% | 29% | 28% | 29% | 30% | 35% | 25% |
| This is the only brand I would consider | 16% | 18% | 16% | 13% | 15% | 14% | 13% | 16% | 15% | 19% | 14% | 15% | 15% | 12% |

YouGov Survey Results

Sample Size: 1033

Fieldwork: 17/12/2018 - 18/12/2018

| 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 |

Which, if any, of the following brands would you consider for your next handset? Please select all that apply.

| | Unweighted base | 1033 | 341 | 16 | 3 | 4 | 120 | 2 | 55 | 2 | 3 | 291 | 5 | - | 31 |
|--------------------------------------|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|---|---|-----|
| Base | 1033 | 332 | 14 | 5 | 4 | 138 | 2 | 50 | 2 | 3 | 286 | 4 | - | - | 31 |
| Apple | 37% | 85% | 16% | - | - | 10% | - | 18% | - | - | 16% | 21% | - | - | 4% |
| Google Pixel | 13% | 8% | 70% | 34% | 31% | 13% | - | 20% | 64% | 33% | 18% | 23% | - | - | 13% |
| HTC | 5% | 2% | 7% | 45% | - | 11% | - | 7% | - | 33% | 5% | - | - | - | 22% |
| Huawei | 3% | 1% | - | - | 42% | 2% | - | 4% | 64% | 33% | 4% | - | - | - | 6% |
| LG | 23% | 8% | 13% | 34% | 31% | 65% | - | 39% | - | 33% | 18% | 17% | - | - | 25% |
| Lumia (Nokia Lumia, Microsoft Lumia) | 2% | 1% | - | - | - | 1% | 52% | 4% | - | 33% | 1% | 23% | - | - | 3% |
| Motorola | 12% | 5% | 13% | - | - | 11% | - | 76% | 64% | 33% | 12% | 17% | - | - | 16% |
| Nokia (excluding Nokia Lumia) | 5% | 2% | 13% | - | - | 3% | 48% | 12% | 64% | 33% | 5% | - | - | - | 10% |
| OnePlus | 2% | 1% | 10% | - | - | 3% | - | 3% | 64% | 33% | 2% | - | - | - | 3% |
| Samsung | 45% | 24% | 43% | 34% | 31% | 47% | - | 45% | - | 33% | 79% | - | - | - | 31% |
| Sony | 8% | 5% | 7% | 21% | - | 9% | - | 14% | - | 33% | 8% | 40% | - | - | 16% |
| Xiaomi | 1% | 1% | - | - | 16% | 1% | - | - | - | 33% | 0% | - | - | - | - |
| ZTE | 4% | 1% | 7% | - | - | 2% | - | 3% | - | 33% | 2% | - | - | - | 57% |
| Other | 1% | - | - | - | - | 1% | - | - | - | - | 2% | - | - | - | - |
| Don't know | 16% | 7% | 17% | - | 27% | 17% | - | 11% | 36% | 67% | 11% | 39% | - | - | 18% |
| 不清楚 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |

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 | 1033 | 341 | 16 | 3 | 4 | 120 | 2 | 55 | 2 | 3 | 291 | 5 | - | 31 |
|--|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|---|---|-----|
| Base | 1033 | 332 | 14 | 5 | 4 | 138 | 2 | 50 | 2 | 3 | 286 | 4 | - | - | 31 |
| I do not know this brand | 1% | - | - | - | 27% | 1% | - | - | - | - | 2% | - | - | - | 3% |
| I would never choose this brand | 20% | 0% | 33% | 45% | 73% | 28% | 48% | 38% | 64% | 67% | 34% | 48% | - | - | 32% |
| I have heard of this brand but don't know much about it | 6% | 1% | 6% | - | - | 10% | - | 7% | - | - | 6% | - | - | - | 12% |
| I know a little about this brand | 8% | 1% | 6% | 21% | - | 13% | - | 9% | 36% | - | 11% | - | - | - | 10% |
| I would try it under certain circumstances | 14% | 4% | 46% | - | - | 16% | 52% | 20% | - | - | 19% | 17% | - | - | 19% |
| I would like to try it based on what I've heard recently | 8% | 2% | - | - | - | 15% | - | 12% | - | 33% | 11% | - | - | - | 6% |
| This is one of my preferred brands | 28% | 55% | 9% | - | - | 14% | - | 12% | - | - | 15% | 14% | - | - | 12% |
| This is the only brand I would consider | 16% | 37% | - | 34% | - | 3% | - | 2% | - | - | 2% | 21% | - | - | 6% |

YouGov Survey Results

Sample Size: 1033

Fieldwork: 17/12/2018 - 18/12/2018

| 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 |

Which, if any, of the following brands would you consider for your next handset? Please select all that apply.

| | Unweighted base | 1033 | 384 | 132 | 48 | 28 | 205 | 15 | 125 | 44 | 20 | 433 | 76 | 7 | 33 |
|--------------------------------------|-----------------|------|------|------|------|------|------|------|------|------|------|------|------|------|----|
| Base | 1033 | 365 | 132 | 55 | 28 | 213 | 14 | 117 | 41 | 19 | 432 | 75 | 6 | 35 | |
| Apple | 37% | 100% | 33% | 21% | 33% | 19% | 47% | 30% | 40% | 31% | 24% | 32% | 41% | 14% | |
| Google Pixel | 13% | 12% | 100% | 51% | 48% | 25% | 60% | 32% | 40% | 68% | 22% | 42% | 62% | 29% | |
| HTC | 5% | 3% | 21% | 100% | 43% | 18% | 49% | 18% | 30% | 24% | 11% | 33% | 76% | 37% | |
| Huawei | 3% | 3% | 10% | 22% | 100% | 7% | 41% | 10% | 19% | 37% | 4% | 16% | 100% | 18% | |
| LG | 23% | 11% | 41% | 68% | 52% | 100% | 65% | 61% | 65% | 51% | 35% | 64% | 62% | 46% | |
| Lumia (Nokia Lumia, Microsoft Lumia) | 2% | 2% | 7% | 13% | 21% | 4% | 100% | 7% | 24% | 21% | 2% | 12% | 55% | 8% | |
| Motorola | 12% | 10% | 29% | 39% | 44% | 34% | 59% | 100% | 68% | 57% | 20% | 50% | 55% | 36% | |
| Nokia (excluding Nokia Lumia) | 5% | 4% | 12% | 22% | 28% | 12% | 68% | 24% | 100% | 32% | 8% | 27% | 55% | 21% | |
| OnePlus | 2% | 2% | 10% | 8% | 25% | 5% | 28% | 9% | 15% | 100% | 2% | 8% | 40% | 8% | |
| Samsung | 45% | 28% | 71% | 86% | 66% | 71% | 73% | 72% | 80% | 51% | 100% | 82% | 91% | 56% | |
| Sony | 8% | 7% | 24% | 46% | 44% | 23% | 61% | 32% | 49% | 31% | 14% | 100% | 69% | 33% | |
| Xiaomi | 1% | 1% | 3% | 9% | 22% | 2% | 24% | 3% | 8% | 13% | 1% | 6% | 100% | 5% | |
| ZTE | 4% | 1% | 8% | 24% | 22% | 8% | 19% | 11% | 18% | 15% | 5% | 15% | 27% | 100% | |
| Other | 1% | 1% | 3% | 4% | 4% | - | - | - | - | - | 2% | 3% | - | - | |
| Don't know | 16% | - | - | - | - | - | - | - | - | - | - | - | - | - | |
| 不清楚 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | |

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 | 1033 | 384 | 132 | 48 | 28 | 205 | 15 | 125 | 44 | 20 | 433 | 76 | 7 | 33 |
|--|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|----|
| Base | 1033 | 365 | 132 | 55 | 28 | 213 | 14 | 117 | 41 | 19 | 432 | 75 | 6 | 35 | |
| I do not know this brand | 1% | - | - | - | - | 1% | - | 1% | 2% | - | 1% | 1% | - | 3% | |
| I would never choose this brand | 20% | 0% | 36% | 61% | 40% | 33% | 26% | 33% | 32% | 50% | 33% | 27% | 37% | 34% | |
| I have heard of this brand but don't know much about it | 6% | 1% | 2% | 2% | - | 8% | - | 6% | 4% | - | 6% | 2% | - | 6% | |
| I know a little about this brand | 8% | 2% | 3% | 2% | - | 8% | 6% | 8% | 9% | - | 8% | 6% | - | 6% | |
| I would try it under certain circumstances | 14% | 4% | 21% | 5% | 10% | 21% | 7% | 17% | 17% | 3% | 18% | 21% | - | 15% | |
| I would like to try it based on what I've heard recently | 8% | 6% | 6% | 9% | 19% | 8% | 25% | 12% | 9% | 15% | 8% | 9% | 13% | 12% | |
| This is one of my preferred brands | 28% | 52% | 31% | 21% | 27% | 16% | 29% | 20% | 25% | 33% | 23% | 30% | 36% | 21% | |
| This is the only brand I would consider | 16% | 36% | 2% | 2% | 5% | 5% | 6% | 4% | 2% | - | 3% | 4% | 14% | 3% | |

YouGov Survey Results

Sample Size: 1033

Fieldwork: 17/12/2018 - 18/12/2018

| Total | Phone type | | | | | | | | |
|-------|-----------------|------------|------------|--------|--------------|------------|------------|------------|------------|
| | Standard mobile | Smartphone | Smartphone | | Smartphone | Smartphone | 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.

- Huawei

| | Unweighted base | 1038 | 92 | 940 | 407 | 533 | 83 |
|--|-----------------|------|-----|-----|-----|-----|----|
| Base | 1033 | 87 | 939 | 455 | 484 | 112 | |
| I do not know this brand | 53% | 67% | 52% | 42% | 62% | 51% | |
| I would never choose this brand | 14% | 9% | 15% | 18% | 11% | 15% | |
| I have heard of this brand but don't know much about it | 13% | 14% | 13% | 15% | 12% | 9% | |
| I know a little about this brand | 7% | 4% | 7% | 8% | 5% | 12% | |
| I would try it under certain circumstances | 6% | 3% | 7% | 9% | 5% | 6% | |
| I would like to try it based on what I've heard recently | 3% | - | 4% | 5% | 2% | 3% | |
| This is one of my preferred brands | 2% | 3% | 2% | 3% | 1% | 2% | |
| This is the only brand I would consider | 0% | - | 0% | 0% | 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 | 1038 | 92 | 940 | 407 | 533 | 83 |
|--|-----------------|------|-----|-----|-----|-----|----|
| Base | 1033 | 87 | 939 | 455 | 484 | 112 | |
| I do not know this brand | 4% | 7% | 4% | 3% | 4% | 2% | |
| I would never choose this brand | 8% | 5% | 8% | 8% | 8% | 12% | |
| I have heard of this brand but don't know much about it | 14% | 19% | 14% | 11% | 16% | 11% | |
| I know a little about this brand | 16% | 15% | 16% | 14% | 18% | 17% | |
| I would try it under certain circumstances | 20% | 14% | 21% | 25% | 17% | 22% | |
| I would like to try it based on what I've heard recently | 10% | 9% | 10% | 12% | 8% | 6% | |
| This is one of my preferred brands | 25% | 23% | 25% | 24% | 26% | 30% | |
| This is the only brand I would consider | 3% | 8% | 3% | 2% | 3% | 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.

- OnePlus

| | Unweighted base | 1038 | 92 | 940 | 407 | 533 | 83 |
|--|-----------------|------|-----|-----|-----|-----|----|
| Base | 1033 | 87 | 939 | 455 | 484 | 112 | |
| I do not know this brand | 75% | 72% | 76% | 71% | 81% | 73% | |
| I would never choose this brand | 4% | 4% | 4% | 4% | 4% | 4% | |
| I have heard of this brand but don't know much about it | 6% | 8% | 6% | 6% | 5% | 8% | |
| I know a little about this brand | 6% | 10% | 5% | 6% | 4% | 2% | |
| I would try it under certain circumstances | 4% | 5% | 4% | 5% | 3% | 4% | |
| I would like to try it based on what I've heard recently | 4% | 1% | 4% | 6% | 2% | 4% | |
| This is one of my preferred brands | 1% | - | 2% | 2% | 2% | 3% | |
| This is the only brand I would consider | 1% | 1% | 1% | 1% | 1% | 2% | |

YouGov Survey Results

Sample Size: 1033

Fieldwork: 17/12/2018 - 18/12/2018

| 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.
- Huawei

| | Unweighted base | 1038 | 787 | 470 | 420 | 301 | 717 | 245 | 690 | 612 | 75 | 786 | 643 | 62 | 294 |
|--|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Base | 1033 | 767 | 460 | 409 | 291 | 710 | 238 | 667 | 592 | 80 | 765 | 621 | 65 | 292 | |
| I do not know this brand | 53% | 54% | 43% | 37% | 9% | 50% | 35% | 51% | 51% | 24% | 52% | 51% | 10% | 30% | |
| I would never choose this brand | 14% | 16% | 19% | 18% | 27% | 16% | 19% | 16% | 16% | 21% | 14% | 16% | 24% | 19% | |
| I have heard of this brand but don't know much about it | 13% | 14% | 18% | 20% | 26% | 15% | 19% | 15% | 15% | 18% | 15% | 16% | 16% | 20% | |
| I know a little about this brand | 7% | 5% | 6% | 8% | 12% | 7% | 7% | 6% | 6% | 12% | 6% | 6% | 16% | 11% | |
| I would try it under certain circumstances | 6% | 7% | 9% | 9% | 14% | 7% | 10% | 8% | 8% | 8% | 7% | 7% | 10% | 10% | |
| I would like to try it based on what I've heard recently | 3% | 3% | 3% | 5% | 7% | 4% | 6% | 3% | 2% | 12% | 4% | 3% | 15% | 7% | |
| This is one of my preferred brands | 2% | 2% | 2% | 3% | 4% | 2% | 3% | 2% | 2% | 5% | 2% | 2% | 10% | 4% | |
| This is the only brand I would consider | 0% | 0% | 1% | 1% | - | 0% | 0% | 0% | 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.
- LG

| | Unweighted base | 1038 | 787 | 470 | 420 | 301 | 717 | 245 | 690 | 612 | 75 | 786 | 643 | 62 | 294 |
|--|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Base | 1033 | 767 | 460 | 409 | 291 | 710 | 238 | 667 | 592 | 80 | 765 | 621 | 65 | 292 | |
| I do not know this brand | 4% | 4% | 1% | 1% | 1% | 1% | 1% | 3% | 2% | 2% | 3% | 2% | - | 2% | |
| I would never choose this brand | 8% | 9% | 9% | 8% | 8% | 7% | 7% | 8% | 8% | 11% | 8% | 9% | 15% | 8% | |
| I have heard of this brand but don't know much about it | 14% | 16% | 12% | 10% | 9% | 13% | 10% | 14% | 14% | 11% | 13% | 12% | 3% | 8% | |
| I know a little about this brand | 16% | 17% | 15% | 15% | 17% | 15% | 11% | 16% | 16% | 15% | 16% | 17% | 19% | 14% | |
| I would try it under certain circumstances | 20% | 21% | 25% | 24% | 26% | 22% | 26% | 23% | 22% | 25% | 22% | 22% | 25% | 21% | |
| I would like to try it based on what I've heard recently | 10% | 10% | 10% | 13% | 13% | 10% | 8% | 10% | 11% | 10% | 11% | 10% | 15% | 12% | |
| This is one of my preferred brands | 25% | 23% | 26% | 27% | 25% | 30% | 34% | 25% | 26% | 24% | 25% | 25% | 22% | 32% | |
| This is the only brand I would consider | 3% | 2% | 2% | 2% | 1% | 3% | 2% | 2% | 2% | 1% | 2% | 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.
- OnePlus

| | Unweighted base | 1038 | 787 | 470 | 420 | 301 | 717 | 245 | 690 | 612 | 75 | 786 | 643 | 62 | 294 |
|--|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Base | 1033 | 767 | 460 | 409 | 291 | 710 | 238 | 667 | 592 | 80 | 765 | 621 | 65 | 292 | |
| I do not know this brand | 75% | 77% | 74% | 69% | 67% | 77% | 63% | 77% | 78% | 13% | 77% | 78% | 26% | 65% | |
| I would never choose this brand | 4% | 4% | 4% | 4% | 4% | 4% | 6% | 4% | 4% | 11% | 3% | 4% | 14% | 5% | |
| I have heard of this brand but don't know much about it | 6% | 6% | 8% | 8% | 9% | 6% | 9% | 6% | 6% | 22% | 6% | 6% | 9% | 8% | |
| I know a little about this brand | 6% | 4% | 5% | 5% | 6% | 4% | 5% | 4% | 4% | 9% | 4% | 4% | 8% | 6% | |
| I would try it under certain circumstances | 4% | 3% | 4% | 5% | 7% | 4% | 6% | 4% | 3% | 14% | 4% | 4% | 13% | 6% | |
| I would like to try it based on what I've heard recently | 4% | 3% | 4% | 5% | 5% | 3% | 7% | 3% | 3% | 21% | 4% | 4% | 20% | 6% | |
| This is one of my preferred brands | 1% | 2% | 2% | 2% | 2% | 1% | 3% | 1% | 1% | 8% | 1% | 1% | 6% | 2% | |
| This is the only brand I would consider | 1% | 0% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 1% | 1% | 3% | 1% | |

YouGov Survey Results

Sample Size: 1033

Fieldwork: 17/12/2018 - 18/12/2018

| 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.

- Huawei

| | Unweighted base | 1038 | 341 | 16 | 3 | 4 | 120 | 2 | 55 | 2 | 3 | 291 | 5 | - | 31 |
|--|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|---|---|-----|
| Base | 1033 | 332 | 14 | 5 | 4 | 138 | 2 | 50 | 2 | 3 | 286 | 4 | - | - | 31 |
| I do not know this brand | 53% | 57% | 53% | 66% | - | 52% | 52% | 48% | - | 33% | 51% | 36% | - | - | 37% |
| I would never choose this brand | 14% | 16% | 10% | - | 31% | 12% | - | 15% | 36% | - | 15% | 48% | - | - | 5% |
| I have heard of this brand but don't know much about it | 13% | 15% | 7% | - | - | 14% | 48% | 13% | - | 34% | 12% | 17% | - | - | 24% |
| I know a little about this brand | 7% | 5% | 13% | - | 27% | 11% | - | 2% | - | 33% | 6% | - | - | - | 6% |
| I would try it under certain circumstances | 6% | 4% | 7% | - | - | 6% | - | 13% | - | - | 8% | - | - | - | 11% |
| I would like to try it based on what I've heard recently | 3% | 2% | - | - | - | 3% | - | 10% | 64% | - | 5% | - | - | - | 6% |
| This is one of my preferred brands | 2% | 1% | 4% | - | 42% | 1% | - | - | - | - | 3% | - | - | - | 6% |
| This is the only brand I would consider | 0% | - | 7% | 34% | - | - | - | - | - | - | 0% | - | - | - | 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.

- LG

| | Unweighted base | 1038 | 341 | 16 | 3 | 4 | 120 | 2 | 55 | 2 | 3 | 291 | 5 | - | 31 |
|--|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|---|---|-----|
| Base | 1033 | 332 | 14 | 5 | 4 | 138 | 2 | 50 | 2 | 3 | 286 | 4 | - | - | 31 |
| I do not know this brand | 4% | 5% | 3% | - | 27% | - | - | 4% | - | - | 4% | - | - | - | 6% |
| I would never choose this brand | 8% | 12% | 15% | - | - | 2% | - | 4% | 36% | - | 7% | - | - | - | 3% |
| I have heard of this brand but don't know much about it | 14% | 22% | 27% | - | - | 1% | 48% | 16% | - | - | 9% | - | - | - | 13% |
| I know a little about this brand | 16% | 24% | 12% | - | - | 3% | - | 9% | 64% | 66% | 15% | 21% | - | - | 13% |
| I would try it under certain circumstances | 20% | 22% | 21% | - | 16% | 7% | 52% | 32% | - | 34% | 25% | - | - | - | 15% |
| I would like to try it based on what I've heard recently | 10% | 6% | 10% | 66% | 26% | 4% | - | 14% | - | - | 15% | 40% | - | - | 20% |
| This is one of my preferred brands | 25% | 9% | 13% | - | 31% | 74% | - | 20% | - | - | 24% | 39% | - | - | 29% |
| This is the only brand I would consider | 3% | 0% | - | 34% | - | 9% | - | 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.

- OnePlus

| | Unweighted base | 1038 | 341 | 16 | 3 | 4 | 120 | 2 | 55 | 2 | 3 | 291 | 5 | - | 31 |
|--|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|---|---|-----|
| Base | 1033 | 332 | 14 | 5 | 4 | 138 | 2 | 50 | 2 | 3 | 286 | 4 | - | - | 31 |
| I do not know this brand | 75% | 80% | 64% | 45% | 44% | 77% | 52% | 66% | - | - | 78% | 79% | - | - | 78% |
| I would never choose this brand | 4% | 5% | 6% | - | - | 3% | - | - | - | - | 3% | - | - | - | - |
| I have heard of this brand but don't know much about it | 6% | 7% | - | - | 31% | 5% | 48% | 11% | 36% | - | 4% | 21% | - | - | 4% |
| I know a little about this brand | 6% | 2% | 6% | - | - | 9% | - | 2% | - | - | 5% | - | - | - | - |
| I would try it under certain circumstances | 4% | 2% | - | - | - | 4% | - | 11% | - | - | 4% | - | - | - | 9% |
| I would like to try it based on what I've heard recently | 4% | 2% | 7% | 21% | 26% | 1% | - | 8% | 64% | 34% | 5% | - | - | - | 3% |
| This is one of my preferred brands | 1% | 1% | 14% | - | - | - | - | 3% | - | 66% | 1% | - | - | - | 2% |
| This is the only brand I would consider | 1% | - | 4% | 34% | - | 1% | - | - | - | - | 1% | - | - | - | 3% |

YouGov Survey Results

Sample Size: 1033

Fieldwork: 17/12/2018 - 18/12/2018

| 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.
- Huawei

| | Unweighted base | 1038 | 384 | 132 | 48 | 28 | 205 | 15 | 125 | 44 | 20 | 433 | 76 | 7 | 33 |
|--|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Base | 1033 | 365 | 132 | 55 | 28 | 213 | 14 | 117 | 41 | 19 | 19 | 432 | 75 | 6 | 35 |
| I do not know this brand | 53% | 56% | 34% | 34% | 6% | 46% | 40% | 38% | 39% | 4% | 4% | 49% | 38% | - | 28% |
| I would never choose this brand | 14% | 15% | 14% | 13% | - | 11% | 13% | 13% | 18% | 10% | 10% | 15% | 10% | - | 2% |
| I have heard of this brand but don't know much about it | 13% | 14% | 21% | 25% | 4% | 16% | 7% | 14% | 16% | 6% | 6% | 13% | 27% | - | 29% |
| I know a little about this brand | 7% | 5% | 8% | 7% | 15% | 12% | 6% | 7% | 6% | 19% | 8% | 8% | 5% | 28% | 5% |
| I would try it under certain circumstances | 6% | 6% | 10% | 5% | 6% | 6% | - | 11% | 6% | 19% | 8% | 4% | 4% | - | 18% |
| I would like to try it based on what I've heard recently | 3% | 2% | 6% | 6% | 34% | 5% | 18% | 11% | 7% | 31% | 3% | 4% | 4% | 27% | 5% |
| This is one of my preferred brands | 2% | 2% | 5% | 9% | 35% | 4% | 17% | 5% | 6% | 10% | 3% | 10% | 10% | 45% | 8% |
| This is the only brand I would consider | 0% | - | 1% | - | - | 1% | - | - | 2% | - | - | 1% | 1% | - | 6% |

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

| | Unweighted base | 1038 | 384 | 132 | 48 | 28 | 205 | 15 | 125 | 44 | 20 | 433 | 76 | 7 | 33 |
|--|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Base | 1033 | 365 | 132 | 55 | 28 | 213 | 14 | 117 | 41 | 19 | 19 | 432 | 75 | 6 | 35 |
| I do not know this brand | 4% | 5% | 1% | 2% | - | - | - | 2% | 4% | - | - | 2% | - | - | 3% |
| I would never choose this brand | 8% | 11% | 6% | 4% | 7% | - | - | 3% | 2% | 6% | 6% | 6% | 7% | 14% | 3% |
| I have heard of this brand but don't know much about it | 14% | 22% | 7% | 5% | 3% | 3% | - | 7% | 7% | - | - | 9% | 7% | - | 11% |
| I know a little about this brand | 16% | 23% | 14% | 7% | 7% | 4% | 13% | 13% | 12% | 11% | 13% | 13% | 12% | 13% | 17% |
| I would try it under certain circumstances | 20% | 21% | 33% | 18% | 30% | 11% | 7% | 23% | 16% | 28% | 23% | 23% | 17% | 9% | 12% |
| I would like to try it based on what I've heard recently | 10% | 6% | 13% | 22% | 12% | 14% | 34% | 19% | 31% | 18% | 14% | 14% | 20% | - | 22% |
| This is one of my preferred brands | 25% | 12% | 25% | 43% | 42% | 63% | 47% | 30% | 29% | 32% | 31% | 31% | 35% | 63% | 30% |
| This is the only brand I would consider | 3% | 1% | 1% | - | - | 6% | - | 2% | - | 6% | 2% | 2% | 2% | - | 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.
- OnePlus

| | Unweighted base | 1038 | 384 | 132 | 48 | 28 | 205 | 15 | 125 | 44 | 20 | 433 | 76 | 7 | 33 |
|--|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|----|-----|-----|-----|-----|
| Base | 1033 | 365 | 132 | 55 | 28 | 213 | 14 | 117 | 41 | 19 | 19 | 432 | 75 | 6 | 35 |
| I do not know this brand | 75% | 79% | 62% | 73% | 37% | 79% | 59% | 70% | 68% | 5% | 5% | 80% | 66% | 9% | 63% |
| I would never choose this brand | 4% | 4% | 5% | 4% | - | 2% | - | 2% | - | - | - | 3% | 7% | - | - |
| I have heard of this brand but don't know much about it | 6% | 7% | 10% | 3% | 7% | 3% | - | 6% | 6% | 10% | 4% | 4% | 5% | - | 12% |
| I know a little about this brand | 6% | 3% | 3% | 3% | 8% | 5% | - | 4% | - | - | - | 5% | 1% | - | 7% |
| I would try it under certain circumstances | 4% | 2% | 6% | 4% | 9% | 4% | - | 6% | 7% | - | - | 2% | 5% | 14% | 8% |
| I would like to try it based on what I've heard recently | 4% | 3% | 9% | 9% | 33% | 4% | 29% | 9% | 13% | 48% | 4% | 4% | 7% | 49% | - |
| This is one of my preferred brands | 1% | 1% | 3% | 3% | 6% | 1% | 12% | 4% | 6% | 28% | 2% | 2% | 7% | 27% | 7% |
| This is the only brand I would consider | 1% | - | 2% | - | - | 1% | - | - | - | 9% | 1% | 1% | 1% | - | 3% |

YouGov Survey Results

Sample Size: 1033

Fieldwork: 17/12/2018 - 18/12/2018

| Total | Phone type | | | | | | | | |
|-------|-----------------|------------|------------|--------|--------------|------------|------------|------------|------------|
| | Standard mobile | Smartphone | Smartphone | | Smartphone | Smartphone | 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.

- Samsung

| | Unweighted base | 1038 | 92 | 940 | 407 | 533 | 83 |
|--|-----------------|------|-----|-----|-----|-----|----|
| Base | 1033 | 87 | 939 | 455 | 484 | 112 | |
| I do not know this brand | 1% | 4% | 1% | 1% | 1% | - | |
| I would never choose this brand | 5% | 2% | 5% | 5% | 6% | 5% | |
| I have heard of this brand but don't know much about it | 7% | 21% | 6% | 4% | 8% | 10% | |
| I know a little about this brand | 10% | 13% | 10% | 8% | 11% | 12% | |
| I would try it under certain circumstances | 16% | 13% | 16% | 20% | 12% | 16% | |
| I would like to try it based on what I've heard recently | 11% | 15% | 11% | 11% | 10% | 5% | |
| This is one of my preferred brands | 37% | 26% | 39% | 38% | 40% | 30% | |
| This is the only brand I would consider | 12% | 5% | 13% | 14% | 12% | 22% | |

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

- Sony

| | Unweighted base | 1038 | 92 | 940 | 407 | 533 | 83 |
|--|-----------------|------|-----|-----|-----|-----|----|
| Base | 1033 | 87 | 939 | 455 | 484 | 112 | |
| I do not know this brand | 6% | 4% | 6% | 7% | 5% | 1% | |
| I would never choose this brand | 6% | 4% | 7% | 7% | 6% | 8% | |
| I have heard of this brand but don't know much about it | 18% | 22% | 18% | 15% | 21% | 21% | |
| I know a little about this brand | 18% | 24% | 18% | 15% | 20% | 24% | |
| I would try it under certain circumstances | 25% | 14% | 26% | 29% | 24% | 19% | |
| I would like to try it based on what I've heard recently | 11% | 14% | 11% | 12% | 10% | 5% | |
| This is one of my preferred brands | 13% | 18% | 12% | 14% | 11% | 19% | |
| This is the only brand I would consider | 2% | 1% | 2% | 2% | 2% | 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.

- Xiaomi

| | Unweighted base | 1038 | 92 | 940 | 407 | 533 | 83 |
|--|-----------------|------|-----|-----|-----|-----|----|
| Base | 1033 | 87 | 939 | 455 | 484 | 112 | |
| I do not know this brand | 80% | 84% | 79% | 71% | 87% | 78% | |
| I would never choose this brand | 5% | 4% | 5% | 7% | 3% | 4% | |
| I have heard of this brand but don't know much about it | 5% | 7% | 5% | 6% | 3% | 4% | |
| I know a little about this brand | 4% | 2% | 4% | 6% | 3% | 9% | |
| I would try it under certain circumstances | 2% | 1% | 3% | 3% | 2% | 2% | |
| I would like to try it based on what I've heard recently | 2% | - | 3% | 5% | 0% | 1% | |
| This is one of my preferred brands | 1% | 1% | 1% | 1% | 1% | - | |
| This is the only brand I would consider | 1% | - | 1% | 1% | 1% | 2% | |

YouGov Survey Results

Sample Size: 1033

Fieldwork: 17/12/2018 - 18/12/2018

| | | | | | | | | | | | | | |
|-------|-----------------|--------------|-----|--------|----|--------------------------------------|----------|-------------------------------|---------|---------|------|--------|-----|
| 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.

- Samsung

| | Unweighted base | 1038 | 787 | 470 | 420 | 301 | 717 | 245 | 690 | 612 | 75 | 786 | 643 | 62 | 294 |
|--|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Base | 1033 | 767 | 460 | 409 | 291 | 710 | 238 | 667 | 592 | 80 | 765 | 621 | 65 | 292 | |
| I do not know this brand | 1% | 1% | 0% | 1% | 1% | 1% | 0% | 0% | 0% | - | 0% | 0% | - | 1% | |
| I would never choose this brand | 5% | 6% | 7% | 6% | 6% | 5% | 5% | 6% | 6% | 7% | 5% | 6% | 7% | 4% | |
| I have heard of this brand but don't know much about it | 7% | 6% | 5% | 3% | 3% | 6% | 3% | 6% | 5% | 4% | 5% | 5% | 2% | 3% | |
| I know a little about this brand | 10% | 11% | 6% | 7% | 7% | 9% | 6% | 9% | 9% | 4% | 9% | 10% | 6% | 8% | |
| I would try it under certain circumstances | 16% | 17% | 19% | 19% | 20% | 18% | 18% | 18% | 18% | 28% | 17% | 18% | 17% | 19% | |
| I would like to try it based on what I've heard recently | 11% | 10% | 10% | 12% | 12% | 10% | 9% | 10% | 10% | 8% | 9% | 11% | 14% | 9% | |
| This is one of my preferred brands | 37% | 39% | 41% | 43% | 42% | 42% | 49% | 42% | 42% | 43% | 42% | 41% | 52% | 50% | |
| This is the only brand I would consider | 12% | 9% | 12% | 10% | 10% | 10% | 9% | 10% | 10% | 6% | 13% | 10% | 3% | 7% | |

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 | 1038 | 787 | 470 | 420 | 301 | 717 | 245 | 690 | 612 | 75 | 786 | 643 | 62 | 294 |
|--|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Base | 1033 | 767 | 460 | 409 | 291 | 710 | 238 | 667 | 592 | 80 | 765 | 621 | 65 | 292 | |
| I do not know this brand | 6% | 6% | 3% | 4% | 3% | 4% | 3% | 4% | 3% | 2% | 5% | 2% | 1% | 4% | |
| I would never choose this brand | 6% | 7% | 7% | 6% | 8% | 6% | 7% | 7% | 7% | 11% | 6% | 7% | 7% | 5% | |
| I have heard of this brand but don't know much about it | 18% | 18% | 18% | 16% | 16% | 19% | 16% | 18% | 18% | 18% | 18% | 17% | 14% | 17% | |
| I know a little about this brand | 18% | 19% | 16% | 17% | 17% | 18% | 14% | 18% | 17% | 18% | 18% | 18% | 14% | 19% | |
| I would try it under certain circumstances | 25% | 28% | 33% | 32% | 34% | 30% | 33% | 30% | 31% | 30% | 28% | 31% | 32% | 29% | |
| I would like to try it based on what I've heard recently | 11% | 9% | 11% | 13% | 10% | 10% | 14% | 10% | 11% | 8% | 11% | 11% | 14% | 12% | |
| This is one of my preferred brands | 13% | 11% | 11% | 9% | 12% | 12% | 12% | 11% | 12% | 7% | 12% | 12% | 14% | 11% | |
| This is the only brand I would consider | 2% | 1% | 2% | 2% | 0% | 1% | 2% | 2% | 2% | 6% | 2% | 2% | 4% | 3% | |

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

- Xiaomi

| | Unweighted base | 1038 | 787 | 470 | 420 | 301 | 717 | 245 | 690 | 612 | 75 | 786 | 643 | 62 | 294 |
|--|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Base | 1033 | 767 | 460 | 409 | 291 | 710 | 238 | 667 | 592 | 80 | 765 | 621 | 65 | 292 | |
| I do not know this brand | 80% | 81% | 77% | 74% | 69% | 80% | 67% | 80% | 81% | 41% | 81% | 80% | 10% | 67% | |
| I would never choose this brand | 5% | 6% | 7% | 7% | 8% | 6% | 9% | 6% | 6% | 15% | 5% | 6% | 22% | 9% | |
| I have heard of this brand but don't know much about it | 5% | 5% | 7% | 8% | 10% | 5% | 8% | 6% | 5% | 13% | 5% | 6% | 24% | 9% | |
| I know a little about this brand | 4% | 3% | 4% | 4% | 5% | 4% | 5% | 3% | 3% | 12% | 3% | 3% | 17% | 6% | |
| I would try it under certain circumstances | 2% | 2% | 2% | 2% | 3% | 2% | 4% | 2% | 2% | 7% | 3% | 2% | 8% | 3% | |
| I would like to try it based on what I've heard recently | 2% | 2% | 3% | 3% | 5% | 2% | 6% | 2% | 2% | 13% | 2% | 2% | 17% | 5% | |
| This is one of my preferred brands | 1% | 1% | 0% | 1% | 0% | 0% | 0% | 0% | - | - | 0% | 0% | 2% | 1% | |
| This is the only brand I would consider | 1% | 0% | 0% | 1% | - | 1% | - | 0% | 0% | - | 0% | 0% | - | 0% | |

YouGov Survey Results

Sample Size: 1033

Fieldwork: 17/12/2018 - 18/12/2018

| 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.

- Samsung

| | Unweighted base | 1038 | 341 | 16 | 3 | 4 | 120 | 2 | 55 | 2 | 3 | 291 | 5 | - | 31 |
|--|-----------------|------|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|---|---|-----|
| Base | 1033 | 332 | 14 | 5 | 4 | 138 | 2 | 50 | 2 | 3 | 286 | 4 | - | - | 31 |
| I do not know this brand | 1% | 2% | - | - | 27% | 1% | - | - | - | - | 0% | - | - | - | 3% |
| I would never choose this brand | 5% | 12% | - | - | - | 3% | - | 5% | - | - | 0% | - | - | - | 3% |
| I have heard of this brand but don't know much about it | 7% | 10% | 6% | - | - | 7% | - | 7% | 64% | - | 0% | - | - | - | 7% |
| I know a little about this brand | 10% | 17% | 6% | 21% | - | 10% | - | 5% | 36% | 33% | 1% | - | - | - | 15% |
| I would try it under certain circumstances | 16% | 23% | 29% | - | 47% | 17% | 100% | 33% | - | - | 2% | 41% | - | - | 21% |
| I would like to try it based on what I've heard recently | 11% | 13% | 13% | 45% | 26% | 13% | - | 15% | - | - | 2% | 23% | - | - | 24% |
| This is one of my preferred brands | 37% | 22% | 33% | - | - | 43% | - | 29% | - | 67% | 63% | 36% | - | - | 22% |
| This is the only brand I would consider | 12% | 2% | 13% | 34% | - | 9% | - | 5% | - | - | 30% | - | - | - | 6% |

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

- Sony

| | Unweighted base | 1038 | 341 | 16 | 3 | 4 | 120 | 2 | 55 | 2 | 3 | 291 | 5 | - | 31 |
|--|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|---|---|-----|
| Base | 1033 | 332 | 14 | 5 | 4 | 138 | 2 | 50 | 2 | 3 | 286 | 4 | - | - | 31 |
| I do not know this brand | 6% | 7% | 10% | - | 27% | 5% | - | 2% | - | - | 6% | - | - | - | 9% |
| I would never choose this brand | 6% | 12% | - | - | - | 3% | - | 3% | - | - | 4% | - | - | - | 3% |
| I have heard of this brand but don't know much about it | 18% | 20% | 19% | - | - | 17% | - | 16% | 64% | - | 18% | - | - | - | 13% |
| I know a little about this brand | 18% | 22% | 6% | 21% | - | 15% | 48% | 14% | 36% | 66% | 15% | - | - | - | 23% |
| I would try it under certain circumstances | 25% | 25% | 37% | - | 31% | 31% | 52% | 41% | - | 34% | 25% | - | - | - | 21% |
| I would like to try it based on what I've heard recently | 11% | 7% | 7% | 45% | 16% | 13% | - | 14% | - | - | 12% | 39% | - | - | 15% |
| This is one of my preferred brands | 13% | 8% | 15% | - | 26% | 17% | - | 10% | - | - | 17% | 61% | - | - | 9% |
| This is the only brand I would consider | 2% | 1% | 7% | 34% | - | 1% | - | 2% | - | - | 2% | - | - | - | 7% |

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 | 1038 | 341 | 16 | 3 | 4 | 120 | 2 | 55 | 2 | 3 | 291 | 5 | - | 31 |
|--|-----------------|------|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|---|---|-----|
| Base | 1033 | 332 | 14 | 5 | 4 | 138 | 2 | 50 | 2 | 3 | 286 | 4 | - | - | 31 |
| I do not know this brand | 80% | 83% | 76% | 66% | 58% | 77% | 100% | 79% | - | 66% | 81% | 56% | - | - | 69% |
| I would never choose this brand | 5% | 5% | - | - | - | 5% | - | 2% | 36% | - | 4% | - | - | - | 9% |
| I have heard of this brand but don't know much about it | 5% | 5% | 10% | - | - | 3% | - | 6% | - | 34% | 5% | - | - | - | 10% |
| I know a little about this brand | 4% | 2% | - | - | - | 10% | - | 2% | 64% | - | 3% | 23% | - | - | 3% |
| I would try it under certain circumstances | 2% | 1% | 7% | - | - | 3% | - | 6% | - | - | 4% | 21% | - | - | - |
| I would like to try it based on what I've heard recently | 2% | 3% | - | - | 42% | 1% | - | 6% | - | - | 3% | - | - | - | 3% |
| This is one of my preferred brands | 1% | 1% | 7% | - | - | - | - | - | - | - | 1% | - | - | - | 2% |
| This is the only brand I would consider | 1% | - | - | 34% | - | 1% | - | - | - | - | 1% | - | - | - | 3% |

YouGov Survey Results

Sample Size: 1033

Fieldwork: 17/12/2018 - 18/12/2018

| | | | | | | | | | | | | | |
|-------|-----------------------|--------------|-----|--------|----|--------------------------------------|----------|-------------------------------|---------|---------|------|--------|-----|
| 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.
- Samsung

| | | | | | | | | | | | | | | |
|--|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1038 | 384 | 132 | 48 | 28 | 205 | 15 | 125 | 44 | 20 | 433 | 76 | 7 | 33 |
| Base | 1033 | 365 | 132 | 55 | 28 | 213 | 14 | 117 | 41 | 19 | 432 | 75 | 6 | 35 |
| I do not know this brand | 1% | 2% | - | 2% | - | - | - | 1% | - | - | 0% | - | - | - |
| I would never choose this brand | 5% | 10% | 1% | 2% | 7% | 3% | - | 2% | 4% | 5% | 0% | 3% | 14% | - |
| I have heard of this brand but don't know much about it | 7% | 10% | 1% | - | 4% | 3% | 6% | 4% | 3% | 6% | 1% | 1% | - | 6% |
| I know a little about this brand | 10% | 15% | 2% | 4% | 6% | 6% | 6% | 4% | 4% | 4% | 2% | 5% | 13% | 16% |
| I would try it under certain circumstances | 16% | 21% | 22% | 17% | 12% | 16% | 14% | 22% | 14% | 5% | 7% | 17% | 9% | 22% |
| I would like to try it based on what I've heard recently | 11% | 11% | 17% | 23% | 20% | 14% | 26% | 15% | 23% | 29% | 9% | 18% | 35% | 19% |
| This is one of my preferred brands | 37% | 28% | 51% | 47% | 48% | 49% | 48% | 47% | 50% | 45% | 57% | 50% | 28% | 29% |
| This is the only brand I would consider | 12% | 3% | 6% | 5% | 3% | 9% | - | 5% | 2% | 6% | 24% | 6% | - | 9% |

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 | 1038 | 384 | 132 | 48 | 28 | 205 | 15 | 125 | 44 | 20 | 433 | 76 | 7 | 33 |
| Base | 1033 | 365 | 132 | 55 | 28 | 213 | 14 | 117 | 41 | 19 | 432 | 75 | 6 | 35 |
| I do not know this brand | 6% | 7% | 3% | 2% | - | 3% | - | 5% | - | - | 5% | - | - | 3% |
| I would never choose this brand | 6% | 11% | 1% | 2% | 4% | 3% | - | 1% | - | 10% | 4% | - | - | - |
| I have heard of this brand but don't know much about it | 18% | 19% | 13% | 8% | 12% | 15% | 7% | 11% | 7% | 16% | 19% | 7% | 14% | 9% |
| I know a little about this brand | 18% | 23% | 11% | 11% | 6% | 15% | 25% | 14% | 24% | 9% | 14% | 6% | 13% | 23% |
| I would try it under certain circumstances | 25% | 25% | 42% | 21% | 25% | 30% | 13% | 37% | 30% | 30% | 27% | 22% | - | 34% |
| I would like to try it based on what I've heard recently | 11% | 7% | 17% | 34% | 35% | 15% | 31% | 19% | 20% | 14% | 14% | 24% | 59% | 15% |
| This is one of my preferred brands | 13% | 7% | 10% | 18% | 19% | 17% | 24% | 12% | 17% | 21% | 14% | 35% | 14% | 6% |
| This is the only brand I would consider | 2% | 1% | 3% | 4% | - | 2% | - | 1% | 2% | - | 2% | 5% | - | 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.
- Xiaomi

| | | | | | | | | | | | | | | |
|--|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1038 | 384 | 132 | 48 | 28 | 205 | 15 | 125 | 44 | 20 | 433 | 76 | 7 | 33 |
| Base | 1033 | 365 | 132 | 55 | 28 | 213 | 14 | 117 | 41 | 19 | 432 | 75 | 6 | 35 |
| I do not know this brand | 80% | 81% | 64% | 71% | 41% | 77% | 52% | 71% | 69% | 19% | 81% | 68% | 13% | 61% |
| I would never choose this brand | 5% | 6% | 10% | 10% | 3% | 5% | 6% | 4% | 10% | 15% | 5% | 11% | 14% | 8% |
| I have heard of this brand but don't know much about it | 5% | 5% | 11% | 9% | 14% | 4% | - | 6% | 2% | 17% | 4% | 7% | - | 14% |
| I know a little about this brand | 4% | 3% | 3% | 2% | 8% | 7% | 7% | 6% | 5% | 17% | 4% | 2% | - | 7% |
| I would try it under certain circumstances | 2% | 2% | 6% | 2% | 3% | 2% | - | 2% | 2% | 9% | 2% | 1% | - | 2% |
| I would like to try it based on what I've heard recently | 2% | 3% | 4% | 5% | 25% | 3% | 35% | 8% | 10% | 22% | 2% | 5% | 51% | 2% |
| This is one of my preferred brands | 1% | 1% | - | - | - | - | - | 1% | 2% | - | 1% | 2% | - | 3% |
| This is the only brand I would consider | 1% | - | 2% | 3% | 5% | 2% | - | 1% | - | - | 1% | 2% | 22% | 3% |

YouGov Survey Results

Sample Size: 1033

Fieldwork: 17/12/2018 - 18/12/2018

| Total | Phone type | | | | | | | | |
|-------|-----------------|------------|------------|--------|--------------|------------|------------|------------|------------|
| | Standard mobile | Smartphone | Smartphone | | Smartphone | Smartphone | 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. - Apple

| | Unweighted base | 1038 | 92 | 940 | 407 | 533 | 83 |
|-----------------------------|-----------------|------|-----|-----|-----|-----|----|
| Base | 1033 | 87 | 939 | 455 | 484 | 112 | |
| Is a brand I trust | 44% | 30% | 46% | 45% | 46% | 43% | |
| Is reliable | 47% | 29% | 49% | 49% | 48% | 44% | |
| Is up and coming | 29% | 25% | 30% | 29% | 30% | 38% | |
| Is cutting edge | 49% | 37% | 50% | 52% | 48% | 43% | |
| Is a brand for me | 38% | 24% | 40% | 38% | 41% | 41% | |
| Offers good value for money | 25% | 16% | 26% | 24% | 28% | 26% | |
| Is different | 33% | 36% | 33% | 34% | 33% | 32% | |
| None of these | 15% | 11% | 16% | 17% | 15% | 14% | |
| Don't know | 14% | 32% | 13% | 11% | 14% | 14% | |

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

| | Unweighted base | 1038 | 92 | 940 | 407 | 533 | 83 |
|-----------------------------|-----------------|------|-----|-----|-----|-----|----|
| Base | 1033 | 87 | 939 | 455 | 484 | 112 | |
| Is a brand I trust | 5% | 4% | 5% | 6% | 4% | 7% | |
| Is reliable | 7% | 5% | 7% | 9% | 5% | 6% | |
| Is up and coming | 9% | 6% | 9% | 11% | 7% | 9% | |
| Is cutting edge | 6% | 4% | 7% | 9% | 5% | 6% | |
| Is a brand for me | 5% | 3% | 6% | 7% | 4% | 6% | |
| Offers good value for money | 9% | 5% | 9% | 13% | 6% | 12% | |
| Is different | 11% | 14% | 11% | 13% | 10% | 11% | |
| None of these | 25% | 13% | 26% | 33% | 19% | 36% | |
| Don't know | 53% | 65% | 52% | 41% | 63% | 44% | |

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 | 1038 | 92 | 940 | 407 | 533 | 83 |
|-----------------------------|-----------------|------|-----|-----|-----|-----|----|
| Base | 1033 | 87 | 939 | 455 | 484 | 112 | |
| Is a brand I trust | 36% | 36% | 36% | 36% | 34% | 33% | |
| Is reliable | 36% | 38% | 35% | 37% | 34% | 32% | |
| Is up and coming | 24% | 22% | 25% | 25% | 24% | 26% | |
| Is cutting edge | 21% | 10% | 22% | 22% | 22% | 16% | |
| Is a brand for me | 28% | 30% | 28% | 28% | 28% | 28% | |
| Offers good value for money | 38% | 39% | 38% | 39% | 37% | 34% | |
| Is different | 18% | 12% | 18% | 18% | 18% | 32% | |
| None of these | 14% | 9% | 15% | 16% | 13% | 20% | |
| Don't know | 26% | 34% | 26% | 23% | 29% | 23% | |

YouGov Survey Results

Sample Size: 1033
Fieldwork: 17/12/2018 - 18/12/2018

| 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. - Apple

| | Unweighted base | 787 | 470 | 420 | 301 | 717 | 245 | 690 | 612 | 75 | 786 | 643 | 62 | 294 |
|-----------------------------|-----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Base | 1033 | 767 | 460 | 409 | 291 | 710 | 238 | 667 | 592 | 80 | 765 | 621 | 65 | 292 |
| Is a brand I trust | 44% | 50% | 46% | 44% | 44% | 45% | 42% | 47% | 45% | 44% | 45% | 47% | 46% | 38% |
| Is reliable | 47% | 53% | 51% | 50% | 50% | 49% | 49% | 50% | 49% | 52% | 49% | 51% | 53% | 43% |
| Is up and coming | 29% | 31% | 27% | 24% | 24% | 28% | 27% | 28% | 26% | 30% | 28% | 29% | 30% | 24% |
| Is cutting edge | 49% | 54% | 54% | 54% | 53% | 51% | 51% | 51% | 51% | 50% | 50% | 52% | 59% | 50% |
| Is a brand for me | 38% | 43% | 38% | 39% | 41% | 38% | 37% | 39% | 37% | 41% | 38% | 39% | 47% | 34% |
| Offers good value for money | 25% | 27% | 21% | 22% | 20% | 23% | 22% | 23% | 22% | 21% | 24% | 24% | 18% | 19% |
| Is different | 33% | 35% | 33% | 32% | 34% | 34% | 31% | 33% | 31% | 37% | 32% | 33% | 45% | 33% |
| None of these | 15% | 14% | 17% | 19% | 20% | 16% | 20% | 16% | 16% | 22% | 16% | 15% | 15% | 21% |
| Don't know | 14% | 10% | 10% | 10% | 11% | 13% | 9% | 11% | 12% | 3% | 12% | 11% | 4% | 13% |

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

| | Unweighted base | 787 | 470 | 420 | 301 | 717 | 245 | 690 | 612 | 75 | 786 | 643 | 62 | 294 |
|-----------------------------|-----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Base | 1033 | 767 | 460 | 409 | 291 | 710 | 238 | 667 | 592 | 80 | 765 | 621 | 65 | 292 |
| Is a brand I trust | 5% | 4% | 5% | 6% | 9% | 5% | 6% | 5% | 4% | 14% | 6% | 5% | 24% | 9% |
| Is reliable | 7% | 6% | 6% | 8% | 12% | 6% | 9% | 7% | 6% | 14% | 7% | 7% | 25% | 9% |
| Is up and coming | 9% | 10% | 13% | 14% | 22% | 10% | 17% | 11% | 11% | 26% | 10% | 12% | 37% | 16% |
| Is cutting edge | 6% | 6% | 7% | 8% | 12% | 6% | 10% | 6% | 6% | 19% | 7% | 7% | 24% | 10% |
| Is a brand for me | 5% | 5% | 5% | 7% | 9% | 4% | 8% | 5% | 4% | 12% | 5% | 5% | 23% | 10% |
| Offers good value for money | 9% | 9% | 10% | 12% | 19% | 9% | 14% | 9% | 9% | 27% | 10% | 10% | 39% | 15% |
| Is different | 11% | 11% | 12% | 14% | 18% | 11% | 15% | 12% | 11% | 27% | 12% | 12% | 32% | 16% |
| None of these | 25% | 24% | 25% | 23% | 25% | 23% | 23% | 22% | 22% | 26% | 24% | 21% | 19% | 26% |
| Don't know | 53% | 56% | 52% | 52% | 38% | 54% | 47% | 55% | 56% | 32% | 54% | 56% | 24% | 43% |

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 | 787 | 470 | 420 | 301 | 717 | 245 | 690 | 612 | 75 | 786 | 643 | 62 | 294 |
|-----------------------------|-----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Base | 1033 | 767 | 460 | 409 | 291 | 710 | 238 | 667 | 592 | 80 | 765 | 621 | 65 | 292 |
| Is a brand I trust | 36% | 36% | 39% | 43% | 41% | 41% | 46% | 38% | 39% | 40% | 38% | 39% | 40% | 46% |
| Is reliable | 36% | 34% | 39% | 42% | 40% | 40% | 43% | 38% | 39% | 29% | 36% | 38% | 38% | 44% |
| Is up and coming | 24% | 24% | 26% | 27% | 27% | 27% | 28% | 25% | 25% | 22% | 25% | 25% | 28% | 29% |
| Is cutting edge | 21% | 22% | 25% | 28% | 27% | 25% | 30% | 24% | 24% | 29% | 23% | 24% | 32% | 31% |
| Is a brand for me | 28% | 27% | 31% | 33% | 31% | 32% | 37% | 30% | 31% | 33% | 28% | 30% | 38% | 39% |
| Offers good value for money | 38% | 38% | 42% | 46% | 43% | 43% | 47% | 41% | 41% | 39% | 40% | 41% | 49% | 47% |
| Is different | 18% | 17% | 19% | 19% | 17% | 18% | 20% | 17% | 17% | 16% | 18% | 18% | 24% | 19% |
| None of these | 14% | 15% | 14% | 13% | 14% | 13% | 13% | 13% | 12% | 20% | 13% | 13% | 17% | 13% |
| Don't know | 26% | 27% | 23% | 20% | 22% | 24% | 19% | 26% | 26% | 18% | 26% | 26% | 15% | 18% |

YouGov Survey Results

Sample Size: 1033

Fieldwork: 17/12/2018 - 18/12/2018

| 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. - Apple

| | | | | | | | | | | | | | | |
|-----------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|---|-----|
| Unweighted base | 1038 | 341 | 16 | 3 | 4 | 120 | 2 | 55 | 2 | 3 | 291 | 5 | - | 31 |
| Base | 1033 | 332 | 14 | 5 | 4 | 138 | 2 | 50 | 2 | 3 | 286 | 4 | - | 31 |
| Is a brand I trust | 44% | 78% | 27% | 55% | 16% | 29% | - | 23% | - | - | 27% | 36% | - | 20% |
| Is reliable | 47% | 77% | 40% | 55% | 16% | 41% | 48% | 25% | - | 33% | 32% | 21% | - | 22% |
| Is up and coming | 29% | 43% | - | - | - | 23% | 52% | 8% | - | - | 25% | 21% | - | 15% |
| Is cutting edge | 49% | 68% | 53% | - | 47% | 20% | 52% | 29% | - | 33% | 39% | 46% | - | 19% |
| Is a brand for me | 38% | 75% | 7% | 34% | - | 28% | - | 13% | 64% | - | 19% | 21% | - | 18% |
| Offers good value for money | 25% | 44% | 7% | 55% | - | 18% | - | 4% | 64% | - | 18% | 36% | - | 9% |
| Is different | 33% | 44% | 17% | 34% | 16% | 34% | 52% | 21% | - | - | 26% | 17% | - | 18% |
| None of these | 15% | 3% | 28% | 45% | 26% | 17% | - | 30% | - | 67% | 24% | 23% | - | 36% |
| Don't know | 14% | 5% | 13% | - | 27% | 19% | - | 21% | 36% | - | 16% | - | - | 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. - Huawei

| | | | | | | | | | | | | | | |
|-----------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|---|-----|
| Unweighted base | 1038 | 341 | 16 | 3 | 4 | 120 | 2 | 55 | 2 | 3 | 291 | 5 | - | 31 |
| Base | 1033 | 332 | 14 | 5 | 4 | 138 | 2 | 50 | 2 | 3 | 286 | 4 | - | 31 |
| Is a brand I trust | 5% | 2% | 4% | 34% | 69% | 3% | - | 10% | - | 33% | 8% | - | - | 12% |
| Is reliable | 7% | 5% | 4% | - | 69% | 6% | - | 14% | - | 33% | 8% | - | - | 12% |
| Is up and coming | 9% | 8% | 10% | 34% | 56% | 10% | 48% | 19% | - | 33% | 8% | - | - | 19% |
| Is cutting edge | 6% | 4% | 10% | 34% | 53% | 5% | - | 13% | - | 33% | 8% | - | - | 6% |
| Is a brand for me | 5% | 2% | 7% | - | 69% | 2% | - | 10% | - | 33% | 8% | - | - | 15% |
| Offers good value for money | 9% | 7% | 10% | - | 69% | 9% | - | 10% | 64% | 33% | 11% | 17% | - | 17% |
| Is different | 11% | 9% | 13% | 34% | 26% | 11% | - | 17% | - | 33% | 14% | - | - | 12% |
| None of these | 25% | 25% | 23% | - | 28% | - | - | 23% | - | 34% | 28% | 23% | - | 19% |
| Don't know | 53% | 58% | 60% | 66% | - | 48% | 52% | 48% | 36% | 33% | 50% | 60% | - | 44% |

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 | 1038 | 341 | 16 | 3 | 4 | 120 | 2 | 55 | 2 | 3 | 291 | 5 | - | 31 |
| Base | 1033 | 332 | 14 | 5 | 4 | 138 | 2 | 50 | 2 | 3 | 286 | 4 | - | 31 |
| Is a brand I trust | 36% | 19% | 23% | 55% | 73% | 72% | - | 43% | 64% | 33% | 39% | 79% | - | 37% |
| Is reliable | 36% | 18% | 19% | 100% | 73% | 71% | - | 39% | 64% | 33% | 37% | 79% | - | 52% |
| Is up and coming | 24% | 17% | 13% | 34% | - | 44% | - | 20% | - | 33% | 27% | 21% | - | 24% |
| Is cutting edge | 21% | 9% | 31% | 34% | 26% | 46% | - | 30% | - | 33% | 26% | - | - | 26% |
| Is a brand for me | 28% | 11% | 19% | 34% | 56% | 69% | - | 34% | - | 33% | 27% | 64% | - | 35% |
| Offers good value for money | 38% | 24% | 32% | 55% | 31% | 69% | 52% | 51% | - | - | 44% | 40% | - | 28% |
| Is different | 18% | 13% | 13% | 34% | 26% | 28% | - | 7% | - | 33% | 20% | 23% | - | 24% |
| None of these | 14% | 20% | 20% | - | - | 8% | - | 11% | - | 34% | 13% | - | - | 14% |
| Don't know | 26% | 36% | 30% | - | 27% | 5% | 48% | 23% | 36% | 33% | 24% | - | - | 14% |

YouGov Survey Results

Sample Size: 1033

Fieldwork: 17/12/2018 - 18/12/2018

| 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. - Apple

| | Unweighted base | Apple | Google Pixel | HTC | Huawei | LG | Lumia (Nokia Lumia, Microsoft Lumia) | Motorola | Nokia (excluding Nokia Lumia) | OnePlus | Samsung | Sony | Xiaomi | ZTE |
|-----------------------------|-----------------|-------|--------------|-----|--------|-----|--------------------------------------|----------|-------------------------------|---------|---------|------|--------|-----|
| Unweighted base | 1038 | 384 | 132 | 48 | 28 | 205 | 15 | 125 | 44 | 20 | 433 | 76 | 7 | 33 |
| Base | 1033 | 365 | 132 | 55 | 28 | 213 | 14 | 117 | 41 | 19 | 432 | 75 | 6 | 35 |
| Is a brand I trust | 44% | 80% | 37% | 26% | 36% | 29% | 54% | 38% | 36% | 50% | 33% | 44% | 51% | 35% |
| Is reliable | 47% | 79% | 41% | 36% | 52% | 37% | 48% | 38% | 42% | 37% | 39% | 49% | 51% | 29% |
| Is up and coming | 29% | 44% | 24% | 22% | 18% | 20% | 43% | 18% | 13% | 24% | 23% | 27% | 35% | 15% |
| Is cutting edge | 49% | 71% | 50% | 40% | 31% | 48% | 43% | 43% | 33% | 57% | 45% | 54% | 65% | 42% |
| Is a brand for me | 38% | 73% | 31% | 21% | 34% | 23% | 29% | 24% | 30% | 45% | 26% | 35% | 28% | 22% |
| Offers good value for money | 25% | 46% | 21% | 18% | 34% | 15% | 47% | 12% | 18% | 29% | 18% | 24% | 27% | 20% |
| Is different | 33% | 45% | 31% | 25% | 33% | 30% | 55% | 30% | 27% | 42% | 30% | 32% | 51% | 29% |
| None of these | 15% | 2% | 26% | 35% | 16% | 21% | 26% | 22% | 27% | 19% | 21% | 14% | 13% | 25% |
| Don't know | 14% | 2% | 6% | 12% | 14% | 15% | 6% | 12% | 12% | 9% | 12% | 9% | - | 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. - Huawei

| | Unweighted base | Apple | Google Pixel | HTC | Huawei | LG | Lumia (Nokia Lumia, Microsoft Lumia) | Motorola | Nokia (excluding Nokia Lumia) | OnePlus | Samsung | Sony | Xiaomi | ZTE |
|-----------------------------|-----------------|-------|--------------|-----|--------|-----|--------------------------------------|----------|-------------------------------|---------|---------|------|--------|-----|
| Unweighted base | 1038 | 384 | 132 | 48 | 28 | 205 | 15 | 125 | 44 | 20 | 433 | 76 | 7 | 33 |
| Base | 1033 | 365 | 132 | 55 | 28 | 213 | 14 | 117 | 41 | 19 | 432 | 75 | 6 | 35 |
| Is a brand I trust | 5% | 5% | 7% | 5% | 42% | 5% | 28% | 13% | 12% | 35% | 5% | 11% | 64% | 11% |
| Is reliable | 7% | 8% | 8% | 10% | 54% | 7% | 41% | 16% | 21% | 34% | 6% | 18% | 78% | 13% |
| Is up and coming | 9% | 10% | 15% | 19% | 35% | 12% | 41% | 22% | 39% | 45% | 10% | 22% | 69% | 26% |
| Is cutting edge | 6% | 6% | 9% | 9% | 38% | 7% | 28% | 15% | 19% | 30% | 8% | 11% | 77% | 10% |
| Is a brand for me | 5% | 5% | 6% | 9% | 47% | 5% | 22% | 11% | 12% | 26% | 5% | 14% | 72% | 16% |
| Offers good value for money | 9% | 10% | 14% | 16% | 53% | 10% | 41% | 22% | 30% | 66% | 9% | 24% | 78% | 20% |
| Is different | 11% | 10% | 14% | 14% | 35% | 10% | 41% | 20% | 19% | 37% | 12% | 21% | 55% | 7% |
| None of these | 25% | 25% | 29% | 20% | 6% | 24% | 7% | 19% | 11% | 15% | 27% | 18% | - | 26% |
| Don't know | 53% | 54% | 41% | 46% | 13% | 51% | 45% | 44% | 42% | 9% | 50% | 43% | - | 36% |

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

| | Unweighted base | Apple | Google Pixel | HTC | Huawei | LG | Lumia (Nokia Lumia, Microsoft Lumia) | Motorola | Nokia (excluding Nokia Lumia) | OnePlus | Samsung | Sony | Xiaomi | ZTE |
|-----------------------------|-----------------|-------|--------------|-----|--------|-----|--------------------------------------|----------|-------------------------------|---------|---------|------|--------|-----|
| Unweighted base | 1038 | 384 | 132 | 48 | 28 | 205 | 15 | 125 | 44 | 20 | 433 | 76 | 7 | 33 |
| Base | 1033 | 365 | 132 | 55 | 28 | 213 | 14 | 117 | 41 | 19 | 432 | 75 | 6 | 35 |
| Is a brand I trust | 36% | 23% | 43% | 44% | 48% | 72% | 67% | 52% | 60% | 60% | 45% | 52% | 50% | 36% |
| Is reliable | 36% | 23% | 43% | 45% | 50% | 70% | 67% | 52% | 47% | 73% | 44% | 60% | 71% | 42% |
| Is up and coming | 24% | 19% | 23% | 25% | 32% | 44% | 53% | 26% | 38% | 38% | 29% | 37% | 55% | 30% |
| Is cutting edge | 21% | 12% | 28% | 20% | 27% | 41% | 41% | 30% | 31% | 45% | 25% | 31% | 48% | 31% |
| Is a brand for me | 28% | 14% | 34% | 41% | 42% | 65% | 62% | 40% | 50% | 52% | 35% | 50% | 69% | 46% |
| Offers good value for money | 38% | 27% | 43% | 38% | 48% | 65% | 74% | 52% | 53% | 67% | 46% | 50% | 56% | 32% |
| Is different | 18% | 13% | 21% | 18% | 26% | 27% | 55% | 15% | 25% | 26% | 17% | 30% | 41% | 25% |
| None of these | 14% | 18% | 16% | 8% | 11% | 4% | 6% | 11% | 9% | 10% | 12% | 11% | - | 6% |
| Don't know | 26% | 32% | 17% | 21% | 7% | 8% | - | 14% | 10% | 5% | 19% | 8% | - | 18% |

YouGov Survey Results

Sample Size: 1033

Fieldwork: 17/12/2018 - 18/12/2018

| Total | Phone type | | | | | | | | |
|-------|-----------------|------------|------------|--------|--------------|------------|------------|------------|------------|
| | Standard mobile | Smartphone | Smartphone | | Smartphone | Smartphone | 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. - OnePlus

| | Unweighted base | 1038 | 92 | 940 | 407 | 533 | 83 |
|-----------------------------|-----------------|------|-----|-----|-----|-----|----|
| Base | 1033 | 87 | 939 | 455 | 484 | 112 | |
| Is a brand I trust | 4% | 5% | 4% | 6% | 3% | 5% | |
| Is reliable | 5% | 2% | 5% | 7% | 3% | 5% | |
| Is up and coming | 8% | 4% | 9% | 12% | 5% | 6% | |
| Is cutting edge | 6% | 6% | 7% | 9% | 4% | 13% | |
| Is a brand for me | 5% | 2% | 5% | 8% | 3% | 6% | |
| Offers good value for money | 6% | 3% | 7% | 8% | 5% | 3% | |
| Is different | 11% | 14% | 11% | 14% | 8% | 15% | |
| None of these | 23% | 14% | 24% | 26% | 21% | 33% | |
| Don't know | 57% | 69% | 57% | 47% | 65% | 45% | |

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 | 1038 | 92 | 940 | 407 | 533 | 83 |
|-----------------------------|-----------------|------|-----|-----|-----|-----|----|
| Base | 1033 | 87 | 939 | 455 | 484 | 112 | |
| Is a brand I trust | 54% | 46% | 55% | 55% | 55% | 56% | |
| Is reliable | 53% | 48% | 54% | 55% | 53% | 50% | |
| Is up and coming | 34% | 28% | 35% | 35% | 34% | 33% | |
| Is cutting edge | 42% | 31% | 44% | 49% | 39% | 38% | |
| Is a brand for me | 48% | 38% | 49% | 49% | 49% | 53% | |
| Offers good value for money | 47% | 32% | 49% | 49% | 49% | 41% | |
| Is different | 27% | 19% | 28% | 27% | 29% | 31% | |
| None of these | 9% | 8% | 9% | 10% | 8% | 8% | |
| Don't know | 16% | 31% | 15% | 12% | 17% | 18% | |

YouGov Survey Results

Sample Size: 1033

Fieldwork: 17/12/2018 - 18/12/2018

| | | | | | | | | | | | | | |
|-------|-----------------|--------------|-----|--------|----|--------------------------------------|----------|-------------------------------|---------|---------|------|--------|-----|
| 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. - OnePlus

| | Unweighted base | Apple | Google Pixel | HTC | Huawei | LG | Lumia (Nokia Lumia, Microsoft Lumia) | Motorola | Nokia (excluding Nokia Lumia) | OnePlus | Samsung | Sony | Xiaomi | ZTE |
|-----------------------------|-----------------|-------|--------------|-----|--------|-----|--------------------------------------|----------|-------------------------------|---------|---------|------|--------|-----|
| Unweighted base | 1038 | 787 | 470 | 420 | 301 | 717 | 245 | 690 | 612 | 75 | 786 | 643 | 62 | 294 |
| Base | 1033 | 767 | 460 | 409 | 291 | 710 | 238 | 667 | 592 | 80 | 765 | 621 | 65 | 292 |
| Is a brand I trust | 4% | 4% | 4% | 5% | 6% | 3% | 7% | 4% | 3% | 15% | 3% | 4% | 20% | 6% |
| Is reliable | 5% | 4% | 6% | 6% | 7% | 5% | 9% | 5% | 5% | 18% | 6% | 5% | 18% | 7% |
| Is up and coming | 8% | 8% | 9% | 10% | 14% | 9% | 14% | 9% | 8% | 32% | 9% | 9% | 34% | 13% |
| Is cutting edge | 6% | 5% | 6% | 7% | 8% | 6% | 11% | 5% | 5% | 23% | 6% | 5% | 26% | 9% |
| Is a brand for me | 5% | 4% | 4% | 5% | 6% | 4% | 7% | 4% | 4% | 14% | 5% | 4% | 20% | 8% |
| Offers good value for money | 6% | 6% | 8% | 8% | 10% | 7% | 11% | 6% | 7% | 30% | 6% | 6% | 24% | 10% |
| Is different | 11% | 10% | 11% | 12% | 13% | 11% | 15% | 10% | 10% | 29% | 11% | 10% | 34% | 15% |
| None of these | 23% | 22% | 21% | 19% | 23% | 22% | 19% | 22% | 20% | 18% | 23% | 21% | 12% | 23% |
| Don't know | 57% | 60% | 58% | 58% | 51% | 58% | 54% | 60% | 61% | 24% | 58% | 61% | 29% | 50% |

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 | Apple | Google Pixel | HTC | Huawei | LG | Lumia (Nokia Lumia, Microsoft Lumia) | Motorola | Nokia (excluding Nokia Lumia) | OnePlus | Samsung | Sony | Xiaomi | ZTE |
|-----------------------------|-----------------|-------|--------------|-----|--------|-----|--------------------------------------|----------|-------------------------------|---------|---------|------|--------|-----|
| Unweighted base | 1038 | 787 | 470 | 420 | 301 | 717 | 245 | 690 | 612 | 75 | 786 | 643 | 62 | 294 |
| Base | 1033 | 767 | 460 | 409 | 291 | 710 | 238 | 667 | 592 | 80 | 765 | 621 | 65 | 292 |
| Is a brand I trust | 54% | 55% | 61% | 63% | 60% | 58% | 61% | 59% | 60% | 56% | 59% | 60% | 64% | 63% |
| Is reliable | 53% | 54% | 62% | 61% | 60% | 57% | 62% | 58% | 59% | 58% | 58% | 59% | 70% | 62% |
| Is up and coming | 34% | 33% | 35% | 36% | 34% | 34% | 38% | 34% | 32% | 36% | 34% | 32% | 41% | 39% |
| Is cutting edge | 42% | 44% | 54% | 56% | 60% | 47% | 57% | 48% | 49% | 60% | 47% | 48% | 69% | 57% |
| Is a brand for me | 48% | 47% | 52% | 54% | 55% | 50% | 55% | 50% | 50% | 46% | 52% | 50% | 60% | 57% |
| Offers good value for money | 47% | 48% | 54% | 55% | 52% | 51% | 56% | 51% | 51% | 50% | 52% | 51% | 55% | 57% |
| Is different | 27% | 26% | 29% | 32% | 29% | 28% | 29% | 27% | 26% | 18% | 28% | 27% | 36% | 32% |
| None of these | 9% | 9% | 8% | 7% | 7% | 8% | 8% | 8% | 8% | 8% | 8% | 7% | 6% | 8% |
| Don't know | 16% | 15% | 11% | 8% | 9% | 14% | 8% | 13% | 13% | 6% | 13% | 13% | 2% | 6% |

YouGov Survey Results

Sample Size: 1033
Fieldwork: 17/12/2018 - 18/12/2018

| | | | | | | | | | | | | | |
|-------|---|--------------|-----|--------|----|--------------------------------------|----------|-------------------------------|---------|---------|------|--------|-----|
| 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. - OnePlus

| | | | | | | | | | | | | | | |
|-----------------------------|------|-----|-----|-----|-----|-----|------|-----|-----|------|-----|-----|---|-----|
| Unweighted base | 1038 | 341 | 16 | 3 | 4 | 120 | 2 | 55 | 2 | 3 | 291 | 5 | - | 31 |
| Base | 1033 | 332 | 14 | 5 | 4 | 138 | 2 | 50 | 2 | 3 | 286 | 4 | - | 31 |
| Is a brand I trust | 4% | 2% | 18% | - | 26% | 3% | - | 3% | - | 33% | 5% | - | - | 6% |
| Is reliable | 5% | 3% | 11% | 34% | 26% | 5% | - | 6% | - | 66% | 7% | - | - | 6% |
| Is up and coming | 8% | 6% | 18% | - | 26% | 12% | - | 11% | - | 66% | 9% | - | - | 13% |
| Is cutting edge | 6% | 3% | 24% | - | 26% | 10% | - | 7% | - | 66% | 7% | - | - | 10% |
| Is a brand for me | 5% | 3% | 14% | - | 26% | 3% | - | 5% | - | 66% | 8% | - | - | 9% |
| Offers good value for money | 6% | 5% | 24% | - | 26% | 7% | - | 10% | - | 100% | 5% | - | - | 11% |
| Is different | 11% | 6% | 24% | - | 26% | 15% | - | 19% | - | 33% | 14% | - | - | 12% |
| None of these | 23% | 23% | 17% | - | - | 27% | - | 13% | 64% | - | 25% | 23% | - | 23% |
| Don't know | 57% | 64% | 58% | 66% | 74% | 48% | 100% | 60% | 36% | - | 53% | 77% | - | 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 | 1038 | 341 | 16 | 3 | 4 | 120 | 2 | 55 | 2 | 3 | 291 | 5 | - | 31 |
| Base | 1033 | 332 | 14 | 5 | 4 | 138 | 2 | 50 | 2 | 3 | 286 | 4 | - | 31 |
| Is a brand I trust | 54% | 36% | 50% | 55% | 42% | 58% | 100% | 55% | - | 67% | 76% | 83% | - | 61% |
| Is reliable | 53% | 37% | 46% | 66% | 42% | 58% | 52% | 50% | - | 33% | 76% | 69% | - | 44% |
| Is up and coming | 34% | 27% | 18% | - | - | 42% | - | 33% | 64% | 33% | 43% | 21% | - | 27% |
| Is cutting edge | 42% | 32% | 22% | - | 73% | 44% | 48% | 43% | 64% | - | 60% | 44% | - | 37% |
| Is a brand for me | 48% | 27% | 32% | - | 26% | 55% | - | 41% | - | 33% | 77% | 44% | - | 52% |
| Offers good value for money | 47% | 36% | 33% | 21% | - | 49% | 52% | 38% | - | 66% | 69% | 61% | - | 35% |
| Is different | 27% | 22% | 13% | 34% | 16% | 28% | - | 11% | - | 33% | 36% | 44% | - | 42% |
| None of these | 9% | 12% | 10% | - | - | 12% | - | 14% | - | - | 3% | - | - | 10% |
| Don't know | 16% | 24% | 19% | - | 27% | 12% | - | 18% | 36% | - | 5% | - | - | 8% |

YouGov Survey Results

Sample Size: 1033

Fieldwork: 17/12/2018 - 18/12/2018

| 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. - OnePlus

| | Unweighted base | Apple | Google Pixel | HTC | Huawei | LG | Lumia (Nokia Lumia, Microsoft Lumia) | Motorola | Nokia (excluding Nokia Lumia) | OnePlus | Samsung | Sony | Xiaomi | ZTE |
|-----------------------------|-----------------|-------|--------------|-----|--------|-----|--------------------------------------|----------|-------------------------------|---------|---------|------|--------|-----|
| Unweighted base | 1038 | 384 | 132 | 48 | 28 | 205 | 15 | 125 | 44 | 20 | 433 | 76 | 7 | 33 |
| Base | 1033 | 365 | 132 | 55 | 28 | 213 | 14 | 117 | 41 | 19 | 432 | 75 | 6 | 35 |
| Is a brand I trust | 4% | 4% | 10% | 7% | 28% | 4% | 28% | 8% | 12% | 55% | 4% | 11% | 76% | 16% |
| Is reliable | 5% | 5% | 12% | 8% | 29% | 5% | 41% | 11% | 17% | 64% | 5% | 16% | 69% | 10% |
| Is up and coming | 8% | 7% | 14% | 21% | 35% | 8% | 31% | 15% | 25% | 62% | 9% | 25% | 69% | 27% |
| Is cutting edge | 6% | 6% | 11% | 9% | 23% | 8% | 34% | 12% | 19% | 64% | 7% | 14% | 41% | 14% |
| Is a brand for me | 5% | 4% | 7% | 9% | 29% | 4% | 34% | 10% | 19% | 42% | 5% | 12% | 91% | 23% |
| Offers good value for money | 6% | 7% | 13% | 5% | 20% | 6% | 28% | 14% | 20% | 59% | 5% | 14% | 26% | 16% |
| Is different | 11% | 8% | 17% | 14% | 26% | 9% | 35% | 16% | 17% | 43% | 13% | 22% | 41% | 22% |
| None of these | 23% | 22% | 23% | 20% | 11% | 23% | 13% | 15% | 17% | 11% | 23% | 19% | - | 11% |
| Don't know | 57% | 61% | 46% | 49% | 35% | 57% | 40% | 56% | 45% | 5% | 55% | 47% | 9% | 39% |

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 | Apple | Google Pixel | HTC | Huawei | LG | Lumia (Nokia Lumia, Microsoft Lumia) | Motorola | Nokia (excluding Nokia Lumia) | OnePlus | Samsung | Sony | Xiaomi | ZTE |
|-----------------------------|-----------------|-------|--------------|-----|--------|-----|--------------------------------------|----------|-------------------------------|---------|---------|------|--------|-----|
| Unweighted base | 1038 | 384 | 132 | 48 | 28 | 205 | 15 | 125 | 44 | 20 | 433 | 76 | 7 | 33 |
| Base | 1033 | 365 | 132 | 55 | 28 | 213 | 14 | 117 | 41 | 19 | 432 | 75 | 6 | 35 |
| Is a brand I trust | 54% | 42% | 70% | 56% | 48% | 64% | 74% | 61% | 69% | 68% | 75% | 70% | 50% | 53% |
| Is reliable | 53% | 43% | 64% | 52% | 53% | 61% | 74% | 57% | 66% | 65% | 72% | 65% | 64% | 35% |
| Is up and coming | 34% | 30% | 38% | 38% | 41% | 40% | 55% | 35% | 35% | 49% | 43% | 40% | 63% | 20% |
| Is cutting edge | 42% | 36% | 60% | 53% | 56% | 45% | 68% | 47% | 48% | 72% | 58% | 54% | 51% | 30% |
| Is a brand for me | 48% | 33% | 62% | 52% | 49% | 56% | 61% | 50% | 55% | 62% | 72% | 57% | 41% | 49% |
| Offers good value for money | 47% | 40% | 56% | 39% | 47% | 50% | 81% | 45% | 45% | 57% | 63% | 58% | 91% | 27% |
| Is different | 27% | 23% | 33% | 28% | 43% | 27% | 74% | 23% | 38% | 26% | 35% | 38% | 86% | 29% |
| None of these | 9% | 11% | 5% | 7% | 4% | 9% | 6% | 9% | 6% | 5% | 3% | 5% | - | 18% |
| Don't know | 16% | 20% | 8% | 12% | 7% | 8% | - | 9% | 2% | 9% | 6% | 5% | - | 5% |

YouGov Survey Results

Sample Size: 1033

Fieldwork: 17/12/2018 - 18/12/2018

| Total | Phone type | | | | | | | | |
|-------|-----------------|------------|------------|--------|--------------|------------|------------|------------|------------|
| | Standard mobile | Smartphone | Smartphone | | Smartphone | Smartphone | 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 | 1033 | 92 | 940 | 407 | 533 | 83 |
|-----------------------------|-----------------|------|-----|-----|-----|-----|----|
| Base | 1033 | 87 | 939 | 455 | 484 | 112 | |
| Is a brand I trust | 29% | 28% | 30% | 33% | 26% | 25% | |
| Is reliable | 29% | 29% | 30% | 33% | 26% | 28% | |
| Is up and coming | 16% | 14% | 16% | 16% | 17% | 22% | |
| Is cutting edge | 18% | 17% | 18% | 21% | 15% | 20% | |
| Is a brand for me | 20% | 28% | 20% | 22% | 18% | 22% | |
| Offers good value for money | 21% | 19% | 22% | 22% | 21% | 34% | |
| Is different | 17% | 14% | 17% | 20% | 14% | 26% | |
| None of these | 16% | 10% | 16% | 18% | 15% | 14% | |
| Don't know | 34% | 42% | 33% | 30% | 36% | 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. - Xiaomi

| | Unweighted base | 1033 | 92 | 940 | 407 | 533 | 83 |
|-----------------------------|-----------------|------|-----|-----|-----|-----|----|
| Base | 1033 | 87 | 939 | 455 | 484 | 112 | |
| Is a brand I trust | 3% | 2% | 4% | 4% | 3% | 4% | |
| Is reliable | 4% | 3% | 5% | 7% | 3% | 3% | |
| Is up and coming | 8% | 4% | 8% | 11% | 5% | 9% | |
| Is cutting edge | 5% | 4% | 5% | 6% | 3% | 3% | |
| Is a brand for me | 4% | 1% | 4% | 6% | 3% | 2% | |
| Offers good value for money | 6% | 2% | 6% | 9% | 3% | 4% | |
| Is different | 11% | 7% | 11% | 15% | 8% | 15% | |
| None of these | 22% | 19% | 22% | 25% | 19% | 31% | |
| Don't know | 61% | 72% | 61% | 52% | 69% | 48% | |

Cell Contents (Column Percentage)

YouGov Survey Results

Sample Size: 1033

Fieldwork: 17/12/2018 - 18/12/2018

| | | | | | | | | | | | | | |
|-------|-----------------|--------------|-----|--------|----|--------------------------------------|----------|-------------------------------|---------|---------|------|--------|-----|
| 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

| | | | | | | | | | | | | | | |
|-----------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1038 | 787 | 470 | 420 | 301 | 717 | 245 | 690 | 612 | 75 | 786 | 643 | 62 | 294 |
| Base | 1033 | 767 | 460 | 409 | 291 | 710 | 238 | 667 | 592 | 80 | 765 | 621 | 65 | 292 |
| Is a brand I trust | 29% | 31% | 35% | 35% | 35% | 32% | 42% | 33% | 34% | 31% | 31% | 35% | 45% | 34% |
| Is reliable | 29% | 30% | 34% | 34% | 35% | 32% | 38% | 32% | 33% | 38% | 31% | 34% | 54% | 33% |
| Is up and coming | 16% | 15% | 16% | 17% | 16% | 16% | 17% | 16% | 16% | 12% | 16% | 17% | 19% | 18% |
| Is cutting edge | 18% | 18% | 19% | 20% | 18% | 19% | 21% | 19% | 19% | 20% | 18% | 20% | 33% | 19% |
| Is a brand for me | 20% | 20% | 22% | 24% | 22% | 21% | 27% | 21% | 22% | 17% | 20% | 22% | 30% | 22% |
| Offers good value for money | 21% | 21% | 24% | 23% | 21% | 24% | 26% | 22% | 22% | 20% | 22% | 23% | 28% | 24% |
| Is different | 17% | 16% | 17% | 16% | 16% | 16% | 17% | 16% | 15% | 19% | 17% | 16% | 26% | 18% |
| None of these | 16% | 16% | 15% | 13% | 16% | 14% | 14% | 14% | 13% | 15% | 14% | 12% | 13% | 17% |
| Don't know | 34% | 34% | 32% | 32% | 29% | 33% | 27% | 34% | 33% | 31% | 34% | 32% | 17% | 29% |

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

| | | | | | | | | | | | | | | |
|-----------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1038 | 787 | 470 | 420 | 301 | 717 | 245 | 690 | 612 | 75 | 786 | 643 | 62 | 294 |
| Base | 1033 | 767 | 460 | 409 | 291 | 710 | 238 | 667 | 592 | 80 | 765 | 621 | 65 | 292 |
| Is a brand I trust | 3% | 3% | 2% | 2% | 4% | 3% | 4% | 3% | 2% | 6% | 3% | 3% | 12% | 4% |
| Is reliable | 4% | 4% | 4% | 4% | 7% | 4% | 7% | 4% | 4% | 12% | 5% | 4% | 23% | 7% |
| Is up and coming | 8% | 7% | 9% | 9% | 14% | 8% | 11% | 8% | 8% | 18% | 8% | 8% | 34% | 14% |
| Is cutting edge | 5% | 4% | 5% | 5% | 7% | 4% | 7% | 4% | 4% | 12% | 5% | 5% | 22% | 6% |
| Is a brand for me | 4% | 4% | 3% | 4% | 6% | 4% | 5% | 4% | 2% | 7% | 4% | 4% | 19% | 6% |
| Offers good value for money | 6% | 5% | 6% | 7% | 10% | 6% | 9% | 6% | 5% | 20% | 6% | 6% | 31% | 9% |
| Is different | 11% | 10% | 11% | 12% | 15% | 11% | 15% | 10% | 10% | 23% | 11% | 11% | 32% | 13% |
| None of these | 22% | 19% | 18% | 18% | 20% | 20% | 17% | 19% | 18% | 16% | 20% | 19% | 15% | 20% |
| Don't know | 61% | 65% | 64% | 63% | 56% | 63% | 60% | 65% | 67% | 47% | 63% | 65% | 29% | 55% |

[Cell Contents \(C\)](#)

YouGov Survey Results

Sample Size: 1033

Fieldwork: 17/12/2018 - 18/12/2018

| | | | | | | | | | | | | | |
|-------|---|--------------|-----|--------|----|--------------------------------------|----------|-------------------------------|---------|---------|------|--------|-----|
| 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

| | | | | | | | | | | | | | | |
|-----------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|---|-----|
| Unweighted base | 1038 | 341 | 16 | 3 | 4 | 120 | 2 | 55 | 2 | 3 | 291 | 5 | - | 31 |
| Base | 1033 | 332 | 14 | 5 | 4 | 138 | 2 | 50 | 2 | 3 | 286 | 4 | - | 31 |
| Is a brand I trust | 29% | 25% | 40% | 21% | 42% | 33% | 52% | 32% | 64% | 33% | 30% | 100% | - | 32% |
| Is reliable | 29% | 21% | 34% | 21% | 73% | 36% | 52% | 42% | 64% | 33% | 31% | 86% | - | 34% |
| Is up and coming | 16% | 11% | 23% | 55% | - | 25% | - | 11% | - | 33% | 16% | 23% | - | 21% |
| Is cutting edge | 18% | 11% | 37% | 55% | 42% | 22% | - | 13% | - | 33% | 19% | 69% | - | 17% |
| Is a brand for me | 20% | 16% | 24% | 21% | 42% | 27% | 52% | 17% | - | 33% | 18% | 86% | - | 15% |
| Offers good value for money | 21% | 17% | 22% | - | - | 32% | - | 26% | 64% | 33% | 22% | 44% | - | 17% |
| Is different | 17% | 13% | 21% | 21% | 26% | 22% | - | 13% | - | 33% | 20% | 23% | - | 12% |
| None of these | 16% | 19% | 17% | - | - | 17% | - | 8% | - | 34% | 15% | - | - | 14% |
| Don't know | 34% | 39% | 19% | 45% | 27% | 24% | 48% | 32% | 36% | 33% | 34% | - | - | 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. - Xiaomi

| | | | | | | | | | | | | | | |
|-----------------------------|------|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|---|-----|
| Unweighted base | 1038 | 341 | 16 | 3 | 4 | 120 | 2 | 55 | 2 | 3 | 291 | 5 | - | 31 |
| Base | 1033 | 332 | 14 | 5 | 4 | 138 | 2 | 50 | 2 | 3 | 286 | 4 | - | 31 |
| Is a brand I trust | 3% | 2% | 6% | - | 42% | 3% | - | 3% | - | - | 4% | 23% | - | 16% |
| Is reliable | 4% | 2% | 6% | - | 42% | 3% | - | 10% | 64% | 33% | 6% | 23% | - | 9% |
| Is up and coming | 8% | 5% | 13% | - | 42% | 10% | - | 7% | 64% | 33% | 8% | 23% | - | 24% |
| Is cutting edge | 5% | 2% | 13% | - | 42% | 4% | - | 10% | - | 33% | 6% | 23% | - | 6% |
| Is a brand for me | 4% | 2% | 6% | - | 42% | 3% | - | 9% | - | - | 6% | 23% | - | 6% |
| Offers good value for money | 6% | 4% | 13% | - | 42% | 7% | - | 12% | - | - | 7% | 23% | - | 6% |
| Is different | 11% | 7% | 13% | 34% | 26% | 18% | - | 18% | - | 33% | 13% | 44% | - | 9% |
| None of these | 22% | 21% | 17% | - | - | 24% | - | 16% | - | 34% | 23% | - | - | 11% |
| Don't know | 61% | 67% | 70% | 66% | 58% | 54% | 100% | 60% | 36% | 33% | 57% | 56% | - | 59% |

[Cell Contents \(C\)](#)

YouGov Survey Results

Sample Size: 1033
Fieldwork: 17/12/2018 - 18/12/2018

| | | | | | | | | | | | | | |
|-------|-----------------------|--------------|-----|--------|----|--------------------------------------|----------|-------------------------------|---------|---------|------|--------|-----|
| 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 | 1038 | 384 | 132 | 48 | 28 | 205 | 15 | 125 | 44 | 20 | 433 | 76 | 7 | 33 |
| Base | 1033 | 365 | 132 | 55 | 28 | 213 | 14 | 117 | 41 | 19 | 432 | 75 | 6 | 35 |
| Is a brand I trust | 29% | 28% | 45% | 47% | 51% | 39% | 68% | 42% | 55% | 57% | 36% | 68% | 86% | 44% |
| Is reliable | 29% | 26% | 44% | 44% | 59% | 33% | 74% | 43% | 59% | 62% | 31% | 64% | 86% | 31% |
| Is up and coming | 16% | 12% | 26% | 25% | 29% | 20% | 48% | 16% | 23% | 32% | 18% | 35% | 55% | 22% |
| Is cutting edge | 18% | 14% | 27% | 22% | 26% | 20% | 42% | 17% | 25% | 27% | 20% | 40% | 50% | 13% |
| Is a brand for me | 20% | 17% | 33% | 31% | 33% | 24% | 61% | 24% | 37% | 31% | 23% | 56% | 78% | 21% |
| Offers good value for money | 21% | 18% | 30% | 29% | 34% | 25% | 60% | 28% | 34% | 38% | 25% | 42% | 69% | 30% |
| Is different | 17% | 13% | 24% | 23% | 33% | 17% | 54% | 18% | 29% | 33% | 18% | 31% | 69% | 17% |
| None of these | 16% | 18% | 11% | 11% | 11% | 16% | - | 12% | 4% | 10% | 15% | 5% | - | 12% |
| Don't know | 34% | 35% | 23% | 25% | 7% | 23% | 20% | 24% | 17% | 19% | 29% | 11% | - | 15% |

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 | 1038 | 384 | 132 | 48 | 28 | 205 | 15 | 125 | 44 | 20 | 433 | 76 | 7 | 33 |
| Base | 1033 | 365 | 132 | 55 | 28 | 213 | 14 | 117 | 41 | 19 | 432 | 75 | 6 | 35 |
| Is a brand I trust | 3% | 4% | 5% | 2% | 19% | 2% | 23% | 6% | 6% | 22% | 3% | 9% | 37% | 14% |
| Is reliable | 4% | 4% | 7% | 8% | 36% | 4% | 55% | 16% | 20% | 33% | 4% | 13% | 78% | 17% |
| Is up and coming | 8% | 8% | 11% | 12% | 38% | 9% | 29% | 17% | 22% | 43% | 7% | 21% | 50% | 41% |
| Is cutting edge | 5% | 4% | 5% | 5% | 28% | 4% | 42% | 10% | 14% | 22% | 4% | 11% | 64% | 16% |
| Is a brand for me | 4% | 4% | 5% | 5% | 23% | 4% | 36% | 13% | 10% | 21% | 4% | 13% | 65% | 5% |
| Offers good value for money | 6% | 5% | 9% | 7% | 22% | 5% | 29% | 14% | 15% | 48% | 4% | 13% | 36% | 15% |
| Is different | 11% | 9% | 15% | 15% | 21% | 12% | 42% | 18% | 20% | 43% | 12% | 21% | 41% | 13% |
| None of these | 22% | 20% | 24% | 17% | 17% | 20% | 6% | 15% | 11% | 15% | 20% | 14% | 22% | 9% |
| Don't know | 61% | 64% | 53% | 57% | 30% | 60% | 40% | 54% | 54% | 27% | 61% | 53% | - | 45% |

[Cell Contents \(C\)](#)