

## YouGov Survey Results

Sample Size: 977

Fieldwork: 21/12/2018 - 01/01/2019

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

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

	Unweighted base	10	958	526	432	275	321	207	111	44
<b>Base</b>	977	11	956	530	426	238	323	228	107	61
I do not know this brand	1%	8%	1%	1%	1%	1%	-	2%	-	2%
I would never choose this brand	15%	13%	14%	18%	11%	13%	12%	18%	20%	11%
I have heard of this brand but don't know much about it	4%	-	4%	3%	4%	4%	3%	4%	6%	6%
I know a little about this brand	11%	21%	11%	11%	12%	10%	9%	10%	17%	21%
I would try it under certain circumstances	22%	33%	22%	23%	21%	26%	21%	23%	21%	9%
I would like to try it based on what I've heard recently	9%	17%	9%	9%	9%	10%	10%	7%	6%	9%
This is one of my preferred brands	34%	9%	34%	31%	39%	34%	40%	32%	26%	31%
This is the only brand I would consider	4%	-	4%	5%	4%	2%	5%	5%	3%	11%

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

	Unweighted base	10	958	526	432	275	321	207	111	44
<b>Base</b>	977	11	956	530	426	238	323	228	107	61
I do not know this brand	0%	-	0%	1%	0%	0%	1%	0%	-	-
I would never choose this brand	2%	11%	2%	3%	1%	2%	1%	4%	-	-
I have heard of this brand but don't know much about it	3%	-	3%	3%	3%	2%	4%	1%	5%	2%
I know a little about this brand	6%	18%	5%	3%	8%	4%	7%	6%	5%	-
I would try it under certain circumstances	11%	12%	11%	11%	10%	13%	12%	11%	6%	-
I would like to try it based on what I've heard recently	14%	33%	14%	11%	18%	16%	19%	9%	10%	3%
This is one of my preferred brands	54%	26%	55%	57%	52%	57%	50%	54%	56%	75%
This is the only brand I would consider	10%	-	10%	12%	9%	4%	7%	14%	19%	21%

## YouGov Survey Results

Sample Size: 977

Fieldwork: 21/12/2018 - 01/01/2019

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

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

	Unweighted base	799	397	479	847	416	490	592	612	305	718	560	786	611
<b>Base</b>	977	796	393	473	845	414	487	590	609	292	717	554	782	605
I do not know this brand	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%
I would never choose this brand	15%	13%	14%	14%	14%	15%	14%	15%	15%	15%	14%	14%	15%	15%
I have heard of this brand but don't know much about it	4%	3%	3%	2%	4%	2%	4%	3%	3%	4%	4%	3%	4%	4%
I know a little about this brand	11%	10%	8%	8%	11%	8%	9%	10%	10%	9%	10%	10%	11%	9%
I would try it under certain circumstances	22%	21%	20%	24%	23%	19%	22%	23%	23%	25%	22%	23%	22%	22%
I would like to try it based on what I've heard recently	9%	9%	10%	10%	9%	9%	9%	9%	9%	11%	10%	9%	9%	10%
This is one of my preferred brands	34%	39%	41%	38%	34%	42%	40%	37%	37%	34%	36%	37%	35%	36%
This is the only brand I would consider	4%	5%	4%	4%	3%	4%	3%	3%	3%	2%	4%	3%	4%	4%

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

	Unweighted base	799	397	479	847	416	490	592	612	305	718	560	786	611
<b>Base</b>	977	796	393	473	845	414	487	590	609	292	717	554	782	605
I do not know this brand	0%	0%	-	-	-	-	0%	0%	-	-	0%	-	0%	-
I would never choose this brand	2%	2%	2%	2%	1%	2%	1%	2%	2%	2%	2%	1%	2%	1%
I have heard of this brand but don't know much about it	3%	3%	2%	2%	2%	1%	2%	2%	2%	1%	2%	2%	2%	1%
I know a little about this brand	6%	5%	4%	4%	4%	5%	5%	4%	5%	4%	5%	5%	6%	4%
I would try it under certain circumstances	11%	11%	12%	12%	10%	11%	12%	11%	11%	13%	11%	11%	10%	12%
I would like to try it based on what I've heard recently	14%	15%	12%	15%	14%	16%	13%	15%	15%	13%	14%	15%	14%	14%
This is one of my preferred brands	54%	55%	60%	56%	57%	56%	58%	56%	56%	58%	57%	57%	56%	57%
This is the only brand I would consider	10%	9%	9%	9%	12%	9%	9%	9%	9%	9%	9%	9%	9%	10%

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Fieldwork: 21/12/2018 - 01/01/2019

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

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

	Unweighted base	979	209	-	1	350	-	2	-	3	6	35	3	171	8
<b>Base</b>	<b>977</b>	<b>207</b>	<b>-</b>	<b>1</b>	<b>352</b>	<b>-</b>	<b>2</b>	<b>-</b>	<b>3</b>	<b>6</b>	<b>37</b>	<b>3</b>	<b>167</b>	<b>7</b>	
I do not know this brand	1%	-	-	-	1%	-	-	-	-	-	-	-	-	1%	-
I would never choose this brand	15%	1%	-	-	17%	-	-	-	-	-	-	15%	-	20%	26%
I have heard of this brand but don't know much about it	4%	0%	-	-	6%	-	-	-	-	-	-	3%	-	3%	-
I know a little about this brand	11%	3%	-	-	12%	-	-	-	25%	-	8%	-	-	15%	-
I would try it under certain circumstances	22%	4%	-	100%	28%	-	-	-	75%	47%	16%	73%	25%	17%	
I would like to try it based on what I've heard recently	9%	4%	-	-	9%	-	44%	-	-	53%	9%	-	13%	24%	
This is one of my preferred brands	34%	72%	-	-	26%	-	56%	-	-	-	45%	27%	22%	33%	
This is the only brand I would consider	4%	16%	-	-	1%	-	-	-	-	-	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. - Huawei

	Unweighted base	979	209	-	1	350	-	2	-	3	6	35	3	171	8
<b>Base</b>	<b>977</b>	<b>207</b>	<b>-</b>	<b>1</b>	<b>352</b>	<b>-</b>	<b>2</b>	<b>-</b>	<b>3</b>	<b>6</b>	<b>37</b>	<b>3</b>	<b>167</b>	<b>7</b>	
I do not know this brand	0%	-	-	-	-	-	-	-	-	-	-	3%	-	0%	-
I would never choose this brand	2%	2%	-	100%	-	-	-	-	40%	15%	7%	-	-	3%	-
I have heard of this brand but don't know much about it	3%	6%	-	-	0%	-	-	-	-	34%	6%	-	-	3%	-
I know a little about this brand	6%	6%	-	-	2%	-	-	-	-	-	5%	37%	7%	-	
I would try it under certain circumstances	11%	15%	-	-	2%	-	56%	-	60%	-	15%	36%	16%	-	
I would like to try it based on what I've heard recently	14%	25%	-	-	3%	-	-	-	-	16%	26%	-	14%	25%	
This is one of my preferred brands	54%	45%	-	-	67%	-	44%	-	-	34%	38%	27%	53%	75%	
This is the only brand I would consider	10%	2%	-	-	25%	-	-	-	-	-	-	-	4%	-	

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

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

	Unweighted base	979	327	34	19	666	14	30	11	29	77	113	34	288	37
<b>Base</b>	<b>977</b>	<b>318</b>	<b>32</b>	<b>18</b>	<b>668</b>	<b>13</b>	<b>27</b>	<b>10</b>	<b>29</b>	<b>75</b>	<b>113</b>	<b>31</b>	<b>285</b>	<b>37</b>	
I do not know this brand	1%	-	-	-	1%	-	-	-	-	-	-	-	-	1%	-
I would never choose this brand	15%	1%	13%	17%	17%	24%	10%	10%	20%	17%	9%	6%	15%	32%	
I have heard of this brand but don't know much about it	4%	1%	-	-	4%	-	3%	-	3%	1%	3%	2%	4%	5%	
I know a little about this brand	11%	3%	-	6%	12%	-	6%	-	8%	8%	6%	10%	12%	17%	
I would try it under certain circumstances	22%	10%	20%	30%	23%	28%	26%	35%	23%	30%	22%	40%	25%	13%	
I would like to try it based on what I've heard recently	9%	9%	9%	12%	9%	-	8%	-	12%	9%	11%	-	12%	14%	
This is one of my preferred brands	34%	65%	52%	36%	34%	48%	44%	55%	34%	30%	44%	35%	30%	19%	
This is the only brand I would consider	4%	12%	5%	-	1%	-	3%	-	-	4%	5%	6%	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. - Huawei

	Unweighted base	979	327	34	19	666	14	30	11	29	77	113	34	288	37
<b>Base</b>	<b>977</b>	<b>318</b>	<b>32</b>	<b>18</b>	<b>668</b>	<b>13</b>	<b>27</b>	<b>10</b>	<b>29</b>	<b>75</b>	<b>113</b>	<b>31</b>	<b>285</b>	<b>37</b>	
I do not know this brand	0%	0%	-	-	-	-	-	-	-	-	-	1%	-	-	-
I would never choose this brand	2%	2%	5%	5%	-	6%	-	8%	7%	8%	3%	3%	2%	5%	
I have heard of this brand but don't know much about it	3%	4%	-	-	1%	-	-	-	-	4%	-	-	2%	5%	
I know a little about this brand	6%	5%	6%	6%	3%	-	-	-	5%	7%	7%	6%	4%	-	
I would try it under certain circumstances	11%	15%	16%	16%	4%	14%	20%	27%	13%	8%	14%	13%	9%	3%	
I would like to try it based on what I've heard recently	14%	21%	17%	12%	13%	31%	13%	19%	16%	10%	16%	15%	11%	15%	
This is one of my preferred brands	54%	49%	47%	49%	65%	41%	55%	36%	53%	53%	50%	55%	63%	57%	
This is the only brand I would consider	10%	4%	9%	13%	14%	8%	11%	10%	6%	9%	9%	9%	8%	15%	

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Fieldwork: 21/12/2018 - 01/01/2019

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

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

	Unweighted base	10	958	526	432	275	321	207	111	44
<b>Base</b>	977	11	956	530	426	238	323	228	107	61
I do not know this brand	13%	28%	13%	10%	16%	28%	8%	6%	8%	11%
I would never choose this brand	13%	21%	13%	16%	10%	10%	13%	17%	18%	8%
I have heard of this brand but don't know much about it	24%	12%	25%	23%	27%	29%	23%	27%	21%	17%
I know a little about this brand	20%	18%	20%	21%	19%	16%	22%	17%	19%	34%
I would try it under certain circumstances	18%	21%	18%	18%	18%	13%	21%	19%	22%	13%
I would like to try it based on what I've heard recently	7%	-	7%	7%	7%	3%	9%	8%	6%	9%
This is one of my preferred brands	4%	-	4%	4%	3%	1%	5%	5%	5%	7%
This is the only brand I would consider	0%	-	0%	-	0%	-	-	0%	-	-

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

	Unweighted base	10	958	526	432	275	321	207	111	44
<b>Base</b>	977	11	956	530	426	238	323	228	107	61
I do not know this brand	36%	54%	36%	26%	48%	35%	37%	33%	38%	42%
I would never choose this brand	5%	-	5%	7%	2%	4%	4%	6%	2%	7%
I have heard of this brand but don't know much about it	20%	12%	20%	22%	17%	21%	20%	19%	18%	21%
I know a little about this brand	11%	18%	11%	12%	9%	8%	12%	11%	15%	11%
I would try it under certain circumstances	14%	9%	14%	15%	11%	16%	13%	14%	14%	5%
I would like to try it based on what I've heard recently	9%	-	9%	10%	8%	7%	9%	10%	10%	13%
This is one of my preferred brands	6%	8%	6%	8%	4%	7%	5%	8%	3%	2%
This is the only brand I would consider	0%	-	0%	1%	-	1%	0%	-	-	-

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

Now thinking more generally about handset brands, which of these brands would you match with each of these statements? Please select one statement per brand. - 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	979	799	397	479	847	416	490	592	612	305	718	560	786	611
Base	977	796	393	473	845	414	487	590	609	292	717	554	782	605
I do not know this brand	13%	13%	8%	7%	13%	2%	12%	12%	13%	8%	13%	11%	13%	11%
I would never choose this brand	13%	13%	16%	15%	13%	16%	13%	14%	14%	15%	13%	14%	14%	13%
I have heard of this brand but don't know much about it	24%	26%	25%	26%	25%	26%	25%	26%	27%	27%	27%	27%	25%	26%
I know a little about this brand	20%	20%	20%	23%	20%	25%	21%	20%	20%	23%	20%	21%	20%	21%
I would try it under certain circumstances	18%	19%	19%	19%	18%	21%	18%	18%	18%	17%	17%	18%	18%	20%
I would like to try it based on what I've heard recently	7%	6%	8%	7%	7%	7%	6%	6%	6%	5%	6%	7%	7%	6%
This is one of my preferred brands	4%	0%	4%	4%	3%	4%	4%	3%	3%	3%	4%	3%	4%	3%
This is the only brand I would consider	0%	0%	-	-	0%	-	0%	0%	0%	-	0%	0%	0%	-

Now thinking more generally about handset brands, which of these brands would you match with each of these statements? Please select one statement per brand. - 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	979	0%	397	479	847	416	490	592	612	305	718	560	786	611
Base	977	0%	393	473	845	414	487	590	609	292	717	554	782	605
I do not know this brand	36%	0%	32%	34%	36%	36%	35%	37%	38%	5%	37%	37%	35%	36%
I would never choose this brand	5%	0%	4%	3%	4%	3%	4%	4%	4%	3%	4%	3%	4%	3%
I have heard of this brand but don't know much about it	20%	0%	21%	22%	21%	21%	23%	22%	22%	31%	22%	23%	21%	22%
I know a little about this brand	11%	0%	9%	10%	11%	9%	10%	9%	10%	14%	10%	9%	11%	10%
I would try it under certain circumstances	14%	0%	13%	13%	13%	12%	12%	12%	12%	19%	12%	12%	13%	13%
I would like to try it based on what I've heard recently	9%	0%	12%	11%	9%	11%	9%	9%	9%	14%	9%	10%	9%	9%
This is one of my preferred brands	6%	0%	8%	7%	6%	7%	7%	6%	6%	13%	6%	7%	6%	7%
This is the only brand I would consider	0%	0%	-	-	0%	-	0%	0%	-	0%	-	-	-	-

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

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

	Unweighted base	979	209	-	1	350	-	2	-	3	6	35	3	171	8
<b>Base</b>	<b>977</b>	207	-	1	352	-	2	-	3	6	37	3	167	7	
I do not know this brand	13%	10%	-	-	12%	-	-	-	-	18%	14%	-	11%	-	
I would never choose this brand	13%	16%	-	-	11%	-	-	-	-	-	5%	37%	16%	30%	
I have heard of this brand but don't know much about it	24%	25%	-	-	24%	-	-	-	64%	33%	24%	-	22%	-	
I know a little about this brand	20%	20%	-	-	21%	-	44%	-	-	32%	26%	-	21%	21%	
I would try it under certain circumstances	18%	20%	-	-	19%	-	56%	-	-	-	18%	63%	20%	25%	
I would like to try it based on what I've heard recently	7%	5%	-	-	9%	-	-	-	-	16%	6%	-	8%	24%	
This is one of my preferred brands	4%	3%	-	100%	5%	-	-	-	36%	-	4%	-	3%	-	
This is the only brand I would consider	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. - OnePlus

	Unweighted base	979	209	-	1	350	-	2	-	3	6	35	3	171	8
<b>Base</b>	<b>977</b>	207	-	1	352	-	2	-	3	6	37	3	167	7	
I do not know this brand	36%	47%	-	-	32%	-	-	-	-	-	39%	37%	25%	-	
I would never choose this brand	5%	4%	-	-	5%	-	-	-	-	-	5%	-	5%	-	
I have heard of this brand but don't know much about it	20%	21%	-	-	18%	-	-	-	75%	-	-	-	21%	29%	
I know a little about this brand	11%	8%	-	-	13%	-	56%	-	-	-	16%	-	11%	12%	
I would try it under certain circumstances	14%	9%	-	100%	14%	-	-	-	-	-	27%	63%	19%	-	
I would like to try it based on what I've heard recently	9%	8%	-	-	10%	-	44%	-	25%	18%	10%	-	13%	13%	
This is one of my preferred brands	6%	3%	-	-	7%	-	-	-	-	64%	3%	-	5%	46%	
This is the only brand I would consider	0%	0%	-	-	1%	-	-	-	-	18%	-	-	-	-	

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	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. - 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	979	327	34	19	666	14	30	11	29	77	113	34	288	37
Base	977	318	32	18	668	13	27	10	29	75	113	31	285	37
I do not know this brand	13%	13%	13%	17%	14%	-	13%	9%	6%	8%	8%	6%	11%	7%
I would never choose this brand	13%	11%	9%	-	13%	-	3%	-	4%	19%	6%	9%	14%	16%
I have heard of this brand but don't know much about it	24%	22%	18%	20%	24%	-	9%	10%	10%	23%	23%	15%	21%	17%
I know a little about this brand	20%	21%	17%	21%	21%	35%	22%	11%	28%	18%	19%	33%	20%	21%
I would try it under certain circumstances	18%	20%	13%	17%	18%	7%	20%	18%	20%	19%	22%	17%	19%	26%
I would like to try it based on what I've heard recently	7%	8%	12%	11%	7%	15%	7%	10%	20%	6%	12%	3%	10%	11%
This is one of my preferred brands	4%	4%	17%	15%	3%	43%	21%	43%	13%	7%	8%	17%	4%	2%
This is the only brand I would consider	0%	-	-	-	0%	-	4%	-	-	-	1%	-	0%	-

Now thinking more generally about handset brands, which of these brands would you match with each of these statements? Please select one statement per brand. - 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	979	327	34	19	666	14	30	11	29	77	113	34	288	37
Base	977	318	32	18	668	13	27	10	29	75	113	31	285	37
I do not know this brand	36%	37%	24%	32%	35%	23%	33%	56%	31%	1%	27%	14%	23%	23%
I would never choose this brand	5%	4%	4%	-	4%	-	-	-	-	-	-	-	3%	-
I have heard of this brand but don't know much about it	20%	17%	17%	11%	21%	14%	15%	9%	22%	8%	19%	23%	21%	14%
I know a little about this brand	11%	13%	5%	10%	11%	7%	12%	-	11%	14%	14%	14%	12%	17%
I would try it under certain circumstances	14%	14%	14%	32%	12%	20%	17%	17%	15%	15%	19%	20%	19%	17%
I would like to try it based on what I've heard recently	9%	9%	18%	6%	9%	21%	12%	10%	13%	18%	14%	18%	12%	14%
This is one of my preferred brands	6%	5%	19%	9%	7%	14%	11%	8%	8%	42%	6%	12%	10%	15%
This is the only brand I would consider	0%	-	-	-	0%	-	-	-	-	2%	-	-	-	-

## YouGov Survey Results

Sample Size: 977

Fieldwork: 21/12/2018 - 01/01/2019

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

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

	Unweighted base	10	958	526	432	275	321	207	111	44
<b>Base</b>	977	11	956	530	426	238	323	228	107	61
I do not know this brand	1%	-	1%	1%	2%	0%	1%	2%	1%	2%
I would never choose this brand	17%	11%	17%	19%	15%	15%	16%	22%	19%	4%
I have heard of this brand but don't know much about it	10%	42%	10%	9%	10%	10%	9%	7%	9%	18%
I know a little about this brand	21%	9%	21%	18%	24%	25%	20%	19%	16%	24%
I would try it under certain circumstances	26%	20%	26%	27%	24%	27%	28%	23%	29%	18%
I would like to try it based on what I've heard recently	10%	9%	10%	8%	12%	13%	12%	5%	9%	9%
This is one of my preferred brands	14%	9%	15%	17%	12%	9%	12%	22%	17%	21%
This is the only brand I would consider	1%	-	1%	1%	1%	1%	1%	0%	-	4%

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

	Unweighted base	10	958	526	432	275	321	207	111	44
<b>Base</b>	977	11	956	530	426	238	323	228	107	61
I do not know this brand	5%	8%	5%	5%	6%	7%	3%	5%	8%	6%
I would never choose this brand	11%	13%	11%	14%	8%	8%	10%	15%	15%	9%
I have heard of this brand but don't know much about it	25%	38%	25%	24%	27%	29%	25%	20%	20%	37%
I know a little about this brand	22%	21%	22%	20%	24%	28%	22%	17%	21%	19%
I would try it under certain circumstances	20%	20%	20%	21%	19%	16%	22%	23%	22%	9%
I would like to try it based on what I've heard recently	9%	-	9%	8%	10%	6%	9%	11%	8%	14%
This is one of my preferred brands	8%	-	8%	8%	7%	6%	10%	8%	5%	7%
This is the only brand I would consider	-	-	-	-	-	-	-	-	-	-

## YouGov Survey Results

Sample Size: 977

Fieldwork: 21/12/2018 - 01/01/2019

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

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

	Unweighted base	979	799	397	479	847	416	490	592	612	305	718	560	786	611
<b>Base</b>	977	796	393	473	845	414	487	590	609	292	717	554	782	605	
I do not know this brand	1%	1%	1%	0%	1%	0%	0%	0%	1%	1%	0%	0%	1%	1%	
I would never choose this brand	17%	17%	18%	17%	17%	17%	15%	18%	17%	22%	16%	17%	17%	17%	
I have heard of this brand but don't know much about it	10%	9%	7%	8%	10%	7%	8%	8%	9%	7%	10%	8%	10%	8%	
I know a little about this brand	21%	21%	17%	19%	21%	20%	20%	20%	21%	15%	20%	20%	20%	20%	
I would try it under certain circumstances	26%	27%	28%	30%	26%	29%	28%	27%	28%	31%	27%	29%	27%	29%	
I would like to try it based on what I've heard recently	10%	10%	9%	9%	10%	9%	9%	10%	9%	9%	9%	9%	9%	9%	
This is one of my preferred brands	14%	15%	19%	16%	15%	18%	18%	16%	16%	16%	17%	16%	16%	16%	
This is the only brand I would consider	1%	1%	1%	0%	1%	1%	0%	1%	0%	0%	1%	0%	1%	0%	

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

	Unweighted base	979	799	397	479	847	416	490	592	612	305	718	560	786	611
<b>Base</b>	977	796	393	473	845	414	487	590	609	292	717	554	782	605	
I do not know this brand	5%	5%	2%	2%	4%	1%	2%	3%	4%	3%	4%	1%	5%	3%	
I would never choose this brand	11%	12%	12%	11%	11%	12%	11%	12%	11%	9%	11%	11%	11%	11%	
I have heard of this brand but don't know much about it	25%	25%	21%	24%	25%	21%	22%	23%	25%	23%	25%	25%	25%	25%	
I know a little about this brand	22%	21%	20%	22%	22%	21%	21%	21%	21%	22%	21%	22%	21%	20%	
I would try it under certain circumstances	20%	21%	22%	22%	20%	24%	23%	22%	22%	23%	21%	22%	21%	23%	
I would like to try it based on what I've heard recently	9%	9%	11%	8%	9%	10%	9%	9%	8%	9%	9%	9%	8%	9%	
This is one of my preferred brands	8%	8%	12%	11%	8%	11%	11%	9%	9%	11%	8%	10%	8%	9%	
This is the only brand I would consider	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

## YouGov Survey Results

Sample Size: 977

Fieldwork: 21/12/2018 - 01/01/2019

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

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

	Unweighted base	979	209	-	1	350	-	2	-	3	6	35	3	171	8
<b>Base</b>	<b>977</b>	<b>207</b>	<b>-</b>	<b>1</b>	<b>352</b>	<b>-</b>	<b>2</b>	<b>-</b>	<b>3</b>	<b>6</b>	<b>37</b>	<b>3</b>	<b>167</b>	<b>7</b>	
I do not know this brand	1%	0%	-	-	2%	-	-	-	-	-	-	-	-	1%	-
I would never choose this brand	17%	18%	-	-	17%	-	-	-	40%	47%	-	-	37%	18%	42%
I have heard of this brand but don't know much about it	10%	8%	-	-	10%	-	-	-	-	-	3%	-	-	14%	-
I know a little about this brand	21%	22%	-	-	19%	-	-	-	36%	-	-	-	-	23%	12%
I would try it under certain circumstances	26%	29%	-	-	27%	-	100%	-	25%	18%	13%	63%	24%	33%	
I would like to try it based on what I've heard recently	10%	11%	-	100%	10%	-	-	-	-	18%	12%	-	-	9%	-
This is one of my preferred brands	14%	11%	-	-	14%	-	-	-	-	16%	65%	-	-	10%	12%
This is the only brand I would consider	1%	0%	-	-	-	-	-	-	-	-	7%	-	-	1%	-

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

	Unweighted base	979	209	-	1	350	-	2	-	3	6	35	3	171	8
<b>Base</b>	<b>977</b>	<b>207</b>	<b>-</b>	<b>1</b>	<b>352</b>	<b>-</b>	<b>2</b>	<b>-</b>	<b>3</b>	<b>6</b>	<b>37</b>	<b>3</b>	<b>167</b>	<b>7</b>	
I do not know this brand	5%	5%	-	-	5%	-	-	-	-	18%	-	-	-	5%	-
I would never choose this brand	11%	10%	-	-	11%	-	-	-	-	-	3%	-	-	13%	-
I have heard of this brand but don't know much about it	25%	24%	-	-	24%	-	-	-	40%	32%	29%	-	-	25%	-
I know a little about this brand	22%	22%	-	-	22%	-	-	-	25%	33%	17%	-	-	22%	42%
I would try it under certain circumstances	20%	20%	-	-	20%	-	-	-	36%	-	22%	36%	23%	34%	
I would like to try it based on what I've heard recently	9%	9%	-	-	10%	-	100%	-	-	-	10%	-	-	8%	24%
This is one of my preferred brands	8%	10%	-	100%	9%	-	-	-	-	16%	18%	64%	6%	-	-
This is the only brand I would consider	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

## YouGov Survey Results

Sample Size: 977

Fieldwork: 21/12/2018 - 01/01/2019

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

Now thinking more generally about handset brands, which of these brands would you match with each of these statements? Please select one statement per brand. - 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	979	327	34	19	666	14	30	11	29	77	113	34	288	37
Base	977	318	32	18	668	13	27	10	29	75	113	31	285	37
I do not know this brand	1%	1%	-	-	1%	-	-	-	-	-	-	-	1%	4%
I would never choose this brand	17%	15%	21%	5%	16%	-	16%	11%	10%	28%	-	20%	18%	23%
I have heard of this brand but don't know much about it	10%	6%	3%	5%	9%	17%	-	-	-	6%	1%	3%	9%	3%
I know a little about this brand	21%	19%	11%	21%	21%	14%	29%	9%	18%	11%	7%	18%	20%	17%
I would try it under certain circumstances	26%	27%	23%	25%	26%	36%	26%	36%	34%	31%	16%	21%	28%	25%
I would like to try it based on what I've heard recently	10%	14%	8%	22%	11%	6%	13%	8%	6%	11%	18%	11%	10%	11%
This is one of my preferred brands	14%	18%	34%	22%	15%	27%	15%	36%	31%	12%	52%	28%	14%	18%
This is the only brand I would consider	1%	1%	-	-	0%	-	-	-	-	-	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	Apple	Google Pixel	HTC	Huawei	LG	Lumia (Nokia Lumia, Microsoft Lumia)	Motorola	Nokia (excluding Nokia Lumia)	OnePlus	Samsung	Sony	Xiaomi	ZTE
Unweighted base	979	327	34	19	666	14	30	11	29	77	113	34	288	37
Base	977	318	32	18	668	13	27	10	29	75	113	31	285	37
I do not know this brand	5%	5%	-	-	5%	-	3%	-	3%	3%	4%	-	4%	3%
I would never choose this brand	11%	7%	3%	5%	11%	10%	6%	-	-	13%	2%	-	13%	14%
I have heard of this brand but don't know much about it	25%	22%	3%	16%	26%	14%	-	-	14%	18%	20%	9%	23%	16%
I know a little about this brand	22%	23%	18%	26%	22%	14%	26%	-	24%	21%	18%	13%	19%	19%
I would try it under certain circumstances	20%	22%	25%	26%	19%	14%	27%	36%	16%	22%	21%	22%	22%	31%
I would like to try it based on what I've heard recently	9%	11%	16%	10%	9%	15%	21%	9%	16%	8%	22%	8%	11%	11%
This is one of my preferred brands	8%	11%	35%	15%	8%	33%	17%	55%	27%	15%	13%	49%	7%	7%
This is the only brand I would consider	-	-	-	-	-	-	-	-	-	-	-	-	-	-

## YouGov Survey Results

Sample Size: 977

Fieldwork: 21/12/2018 - 01/01/2019

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

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

	Unweighted base	10	958	526	432	275	321	207	111	44
<b>Base</b>	977	11	956	530	426	238	323	228	107	61
I do not know this brand	1%	-	1%	1%	1%	1%	1%	1%	-	4%
I would never choose this brand	6%	12%	5%	5%	6%	7%	5%	8%	1%	-
I have heard of this brand but don't know much about it	7%	8%	7%	5%	9%	8%	6%	7%	8%	4%
I know a little about this brand	14%	18%	14%	10%	19%	14%	17%	10%	17%	4%
I would try it under certain circumstances	23%	9%	23%	21%	25%	26%	26%	17%	16%	20%
I would like to try it based on what I've heard recently	15%	32%	15%	15%	14%	10%	15%	17%	14%	20%
This is one of my preferred brands	32%	21%	32%	37%	25%	29%	27%	36%	41%	39%
This is the only brand I would consider	3%	-	3%	5%	1%	3%	2%	4%	3%	8%

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	10	958	526	432	275	321	207	111	44
<b>Base</b>	977	11	956	530	426	238	323	228	107	61
Is a brand I trust	30%	41%	30%	29%	32%	30%	33%	27%	21%	37%
Is reliable	31%	46%	31%	31%	32%	29%	31%	33%	27%	37%
Is up and coming	14%	22%	14%	15%	13%	12%	15%	10%	19%	24%
Is cutting edge	37%	28%	37%	37%	37%	36%	37%	35%	34%	47%
Is a brand for me	25%	20%	25%	24%	26%	23%	30%	24%	19%	21%
Offers good value for money	17%	13%	17%	16%	19%	13%	20%	18%	14%	17%
Is different	35%	-	35%	33%	38%	34%	36%	38%	27%	42%
None of these	12%	17%	12%	13%	11%	14%	11%	11%	15%	11%
Don't know	14%	12%	14%	12%	16%	13%	13%	17%	12%	8%

## YouGov Survey Results

Sample Size: 977

Fieldwork: 21/12/2018 - 01/01/2019

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

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

	Unweighted base	Apple	Google Pixel	HTC	Huawei	LG	Lumia (Nokia Lumia, Microsoft Lumia)	Motorola	Nokia (excluding Nokia Lumia)	OnePlus	Samsung	Sony	Xiaomi	ZTE
Unweighted base	979	799	397	479	847	416	490	592	612	305	718	560	786	611
Base	977	796	393	473	845	414	487	590	609	292	717	554	782	605
I do not know this brand	1%	1%	1%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%
I would never choose this brand	6%	5%	5%	5%	5%	6%	5%	5%	5%	5%	5%	5%	5%	5%
I have heard of this brand but don't know much about it	7%	7%	5%	6%	7%	5%	7%	6%	6%	4%	7%	5%	6%	5%
I know a little about this brand	14%	15%	12%	13%	14%	14%	13%	14%	15%	11%	15%	14%	13%	14%
I would try it under certain circumstances	23%	23%	25%	26%	23%	24%	25%	25%	23%	23%	24%	26%	23%	26%
I would like to try it based on what I've heard recently	15%	15%	14%	14%	15%	15%	14%	14%	15%	15%	14%	14%	14%	13%
This is one of my preferred brands	32%	32%	35%	34%	33%	33%	33%	34%	33%	39%	33%	32%	35%	34%
This is the only brand I would consider	3%	3%	3%	2%	2%	2%	3%	3%	2%	3%	2%	3%	4%	2%

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

	Unweighted base	Apple	Google Pixel	HTC	Huawei	LG	Lumia (Nokia Lumia, Microsoft Lumia)	Motorola	Nokia (excluding Nokia Lumia)	OnePlus	Samsung	Sony	Xiaomi	ZTE
Unweighted base	979	799	397	479	847	416	490	592	612	305	718	560	786	611
Base	977	796	393	473	845	414	487	590	609	292	717	554	782	605
Is a brand I trust	30%	34%	33%	31%	30%	35%	31%	31%	31%	30%	32%	32%	30%	32%
Is reliable	31%	35%	36%	37%	32%	39%	34%	35%	34%	36%	34%	35%	33%	33%
Is up and coming	14%	15%	13%	13%	14%	13%	13%	14%	13%	9%	14%	12%	14%	14%
Is cutting edge	37%	39%	37%	40%	38%	40%	38%	39%	39%	38%	38%	38%	38%	36%
Is a brand for me	25%	28%	26%	27%	25%	29%	26%	26%	25%	24%	26%	25%	26%	25%
Offers good value for money	17%	18%	15%	15%	17%	16%	15%	15%	15%	10%	17%	16%	16%	15%
Is different	35%	39%	41%	41%	37%	42%	38%	40%	40%	38%	39%	40%	37%	37%
None of these	12%	11%	12%	13%	13%	14%	13%	13%	12%	15%	13%	13%	12%	13%
Don't know	14%	12%	10%	11%	13%	10%	12%	12%	12%	9%	12%	10%	13%	12%

## YouGov Survey Results

Sample Size: 977

Fieldwork: 21/12/2018 - 01/01/2019

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

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

	Unweighted base	979	209	-	1	350	-	2	-	3	6	35	3	171	8
<b>Base</b>	<b>977</b>	<b>207</b>	<b>-</b>	<b>1</b>	<b>352</b>	<b>-</b>	<b>2</b>	<b>-</b>	<b>3</b>	<b>6</b>	<b>37</b>	<b>3</b>	<b>167</b>	<b>7</b>	
I do not know this brand	1%	2%	-	-	1%	-	-	-	-	-	-	-	-	-	-
I would never choose this brand	6%	8%	-	-	5%	-	-	-	-	15%	12%	-	2%	12%	-
I have heard of this brand but don't know much about it	7%	11%	-	-	7%	-	-	-	36%	-	6%	-	-	1%	-
I know a little about this brand	14%	22%	-	-	11%	-	-	-	25%	-	9%	37%	4%	12%	-
I would try it under certain circumstances	23%	26%	-	-	23%	-	56%	-	-	67%	31%	36%	4%	17%	-
I would like to try it based on what I've heard recently	15%	15%	-	-	19%	-	-	-	40%	18%	26%	-	6%	-	-
This is one of my preferred brands	32%	15%	-	100%	34%	-	44%	-	-	-	15%	27%	67%	58%	-
This is the only brand I would consider	3%	0%	-	-	0%	-	-	-	-	-	-	-	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. - Apple

	Unweighted base	979	209	-	1	350	-	2	-	3	6	35	3	171	8
<b>Base</b>	<b>977</b>	<b>207</b>	<b>-</b>	<b>1</b>	<b>352</b>	<b>-</b>	<b>2</b>	<b>-</b>	<b>3</b>	<b>6</b>	<b>37</b>	<b>3</b>	<b>167</b>	<b>7</b>	
Is a brand I trust	30%	58%	-	-	22%	-	56%	-	-	15%	34%	-	18%	32%	-
Is reliable	31%	51%	-	-	24%	-	44%	-	40%	31%	33%	-	25%	33%	-
Is up and coming	14%	23%	-	-	12%	-	-	-	-	18%	12%	-	13%	11%	-
Is cutting edge	37%	42%	-	-	39%	-	56%	-	40%	32%	27%	37%	38%	12%	-
Is a brand for me	25%	58%	-	-	17%	-	56%	-	40%	16%	29%	-	17%	-	-
Offers good value for money	17%	34%	-	-	13%	-	56%	-	40%	-	16%	-	11%	-	-
Is different	35%	46%	-	-	33%	-	100%	-	40%	15%	34%	73%	28%	21%	-
None of these	12%	2%	-	100%	13%	-	-	-	-	-	13%	27%	15%	43%	-
Don't know	14%	7%	-	-	15%	-	-	-	60%	18%	10%	-	13%	12%	-

## YouGov Survey Results

Sample Size: 977

Fieldwork: 21/12/2018 - 01/01/2019

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

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

	Unweighted base	Apple	Google Pixel	HTC	Huawei	LG	Lumia (Nokia Lumia, Microsoft Lumia)	Motorola	Nokia (excluding Nokia Lumia)	OnePlus	Samsung	Sony	Xiaomi	ZTE
Unweighted base	979	327	34	19	666	14	30	11	29	77	113	34	288	37
Base	977	318	32	18	668	13	27	10	29	75	113	31	285	37
I do not know this brand	1%	2%	-	-	1%	-	-	-	-	-	-	-	-	-
I would never choose this brand	6%	6%	3%	6%	5%	15%	2%	10%	3%	7%	7%	8%	-	3%
I have heard of this brand but don't know much about it	7%	8%	-	5%	6%	7%	-	9%	5%	3%	7%	9%	1%	7%
I know a little about this brand	14%	15%	8%	11%	13%	24%	22%	11%	12%	11%	12%	12%	4%	8%
I would try it under certain circumstances	23%	28%	22%	32%	23%	7%	37%	27%	31%	20%	27%	18%	8%	26%
I would like to try it based on what I've heard recently	15%	15%	23%	15%	16%	8%	13%	19%	13%	10%	18%	12%	12%	8%
This is one of my preferred brands	32%	25%	40%	31%	34%	40%	25%	25%	32%	46%	27%	37%	65%	46%
This is the only brand I would consider	3%	1%	5%	-	2%	-	-	-	3%	4%	3%	4%	9%	3%

Still thinking about handset brands... Which of the following statements do you feel apply to each of the brands shown below? Please select all that apply for each brand. - 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	979	327	34	19	666	14	30	11	29	77	113	34	288	37
Base	977	318	32	18	668	13	27	10	29	75	113	31	285	37
Is a brand I trust	30%	53%	37%	21%	29%	13%	30%	9%	31%	26%	33%	33%	24%	12%
Is reliable	31%	53%	57%	24%	30%	34%	37%	17%	30%	37%	35%	42%	29%	18%
Is up and coming	14%	20%	14%	33%	13%	7%	11%	-	20%	9%	14%	12%	13%	16%
Is cutting edge	37%	50%	51%	52%	39%	48%	53%	38%	50%	41%	42%	58%	38%	29%
Is a brand for me	25%	50%	39%	19%	23%	13%	40%	17%	25%	18%	26%	27%	19%	9%
Offers good value for money	17%	30%	29%	22%	16%	31%	27%	26%	17%	12%	22%	24%	10%	9%
Is different	35%	46%	55%	48%	35%	55%	58%	47%	66%	37%	45%	38%	34%	33%
None of these	12%	3%	10%	16%	14%	27%	6%	16%	9%	19%	10%	20%	13%	23%
Don't know	14%	5%	6%	-	12%	-	9%	19%	12%	9%	11%	2%	12%	18%

**YouGov Survey Results**

Sample Size: 977  
Fieldwork: 21/12/2018 - 01/01/2019

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

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

	Unweighted base	979	10	958	526	432	275	321	207	111	44
<b>Base</b>	977	11	956	530	426	238	323	228	107	61	
Is a brand I trust	53%	21%	54%	56%	52%	46%	53%	57%	58%	75%	
Is reliable	51%	42%	52%	54%	49%	45%	49%	55%	55%	76%	
Is up and coming	33%	26%	33%	32%	33%	32%	29%	38%	24%	53%	
Is cutting edge	36%	18%	36%	38%	34%	30%	35%	38%	37%	63%	
Is a brand for me	48%	29%	49%	49%	48%	43%	47%	50%	52%	71%	
Offers good value for money	43%	38%	44%	43%	44%	36%	43%	49%	44%	64%	
Is different	34%	17%	34%	35%	32%	29%	32%	36%	36%	52%	
None of these	5%	30%	5%	6%	3%	5%	3%	7%	4%	-	
Don't know	10%	11%	10%	9%	11%	10%	11%	9%	10%	4%	

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

	Unweighted base	979	10	958	526	432	275	321	207	111	44
<b>Base</b>	977	11	956	530	426	238	323	228	107	61	
Is a brand I trust	10%	21%	9%	10%	9%	7%	12%	8%	11%	7%	
Is reliable	10%	-	10%	11%	9%	9%	11%	9%	10%	13%	
Is up and coming	11%	12%	11%	12%	11%	12%	11%	10%	16%	9%	
Is cutting edge	11%	9%	11%	13%	8%	8%	12%	12%	11%	11%	
Is a brand for me	7%	8%	7%	7%	7%	6%	7%	10%	9%	2%	
Offers good value for money	9%	22%	9%	10%	8%	4%	10%	12%	10%	9%	
Is different	11%	17%	10%	11%	10%	8%	12%	9%	16%	9%	
None of these	23%	26%	23%	24%	20%	21%	21%	25%	26%	22%	
Don't know	35%	32%	35%	32%	38%	40%	34%	35%	24%	34%	

## YouGov Survey Results

Sample Size: 977

Fieldwork: 21/12/2018 - 01/01/2019

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

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

	Unweighted base	979	799	397	479	847	416	490	592	612	305	718	560	786	611
<b>Base</b>	977	796	393	473	845	414	487	590	609	292	717	554	782	605	
Is a brand I trust	53%	54%	57%	57%	57%	58%	56%	56%	55%	55%	55%	55%	57%	54%	57%
Is reliable	51%	52%	53%	53%	54%	52%	53%	55%	53%	54%	52%	54%	53%	54%	
Is up and coming	33%	32%	36%	36%	34%	36%	34%	35%	34%	34%	34%	34%	34%	33%	34%
Is cutting edge	36%	36%	36%	38%	38%	40%	37%	38%	37%	38%	36%	37%	36%	38%	
Is a brand for me	48%	50%	52%	50%	52%	51%	52%	52%	51%	51%	51%	52%	50%	51%	
Offers good value for money	43%	45%	47%	48%	46%	46%	47%	47%	46%	43%	46%	47%	45%	46%	
Is different	34%	33%	34%	33%	35%	32%	34%	34%	32%	30%	33%	33%	33%	33%	
None of these	5%	5%	5%	4%	4%	5%	4%	4%	4%	6%	4%	4%	5%	4%	
Don't know	10%	10%	9%	8%	9%	9%	9%	10%	10%	7%	10%	8%	10%	9%	

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

	Unweighted base	979	799	397	479	847	416	490	592	612	305	718	560	786	611
<b>Base</b>	977	796	393	473	845	414	487	590	609	292	717	554	782	605	
Is a brand I trust	10%	9%	10%	8%	9%	8%	9%	9%	9%	11%	9%	9%	9%	10%	
Is reliable	10%	10%	13%	10%	10%	10%	11%	11%	10%	10%	10%	10%	10%	11%	
Is up and coming	11%	11%	10%	11%	12%	10%	10%	11%	11%	11%	12%	11%	11%	11%	
Is cutting edge	11%	11%	12%	10%	11%	9%	11%	10%	10%	9%	10%	10%	10%	10%	
Is a brand for me	7%	8%	9%	7%	8%	7%	9%	8%	7%	8%	7%	7%	7%	8%	
Offers good value for money	9%	9%	10%	9%	9%	9%	11%	9%	9%	7%	9%	9%	9%	10%	
Is different	11%	11%	10%	9%	10%	11%	11%	10%	10%	10%	11%	9%	10%	10%	
None of these	23%	23%	22%	23%	23%	25%	23%	23%	23%	25%	24%	23%	23%	23%	
Don't know	35%	35%	34%	36%	35%	37%	34%	36%	37%	35%	35%	36%	35%	35%	

## YouGov Survey Results

Sample Size: 977

Fieldwork: 21/12/2018 - 01/01/2019

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

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

	Unweighted base	979	209	-	1	350	-	2	-	3	6	35	3	171	8
<b>Base</b>	<b>977</b>	<b>207</b>	<b>-</b>	<b>1</b>	<b>352</b>	<b>-</b>	<b>2</b>	<b>-</b>	<b>3</b>	<b>6</b>	<b>37</b>	<b>3</b>	<b>167</b>	<b>7</b>	
Is a brand I trust	53%	44%	-	-	69%	-	44%	-	60%	17%	40%	-	47%	64%	
Is reliable	51%	51%	-	-	60%	-	100%	-	-	32%	37%	27%	46%	43%	
Is up and coming	33%	32%	-	-	38%	-	-	-	25%	16%	37%	-	32%	43%	
Is cutting edge	36%	32%	-	-	45%	-	-	-	36%	-	29%	-	30%	75%	
Is a brand for me	48%	38%	-	-	64%	-	-	-	-	17%	38%	27%	38%	64%	
Offers good value for money	43%	43%	-	-	57%	-	56%	-	25%	17%	29%	-	31%	54%	
Is different	34%	32%	-	-	43%	-	-	-	-	18%	32%	36%	30%	17%	
None of these	5%	6%	-	100%	1%	-	-	-	40%	15%	8%	37%	9%	-	
Don't know	10%	9%	-	-	4%	-	-	-	-	18%	6%	-	14%	12%	

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

	Unweighted base	979	209	-	1	350	-	2	-	3	6	35	3	171	8
<b>Base</b>	<b>977</b>	<b>207</b>	<b>-</b>	<b>1</b>	<b>352</b>	<b>-</b>	<b>2</b>	<b>-</b>	<b>3</b>	<b>6</b>	<b>37</b>	<b>3</b>	<b>167</b>	<b>7</b>	
Is a brand I trust	10%	10%	-	-	8%	-	-	-	-	18%	16%	27%	7%	13%	
Is reliable	10%	9%	-	-	11%	-	-	-	36%	-	9%	-	10%	13%	
Is up and coming	11%	10%	-	-	14%	-	-	-	-	-	13%	-	11%	-	
Is cutting edge	11%	9%	-	-	14%	-	-	-	-	-	16%	-	7%	24%	
Is a brand for me	7%	6%	-	-	7%	-	-	-	25%	17%	11%	-	5%	13%	
Offers good value for money	9%	6%	-	-	11%	-	-	-	-	34%	11%	-	8%	11%	
Is different	11%	10%	-	100%	11%	-	44%	-	-	-	24%	36%	7%	-	
None of these	23%	23%	-	-	22%	-	-	-	-	-	21%	37%	22%	30%	
Don't know	35%	40%	-	-	30%	-	56%	-	40%	49%	20%	-	35%	46%	

## YouGov Survey Results

Sample Size: 977

Fieldwork: 21/12/2018 - 01/01/2019

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

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

	Unweighted base	979	327	34	19	666	14	30	11	29	77	113	34	288	37
<b>Base</b>	977	318	32	18	668	13	27	10	29	75	113	31	285	37	
Is a brand I trust	53%	43%	47%	58%	65%	60%	43%	65%	53%	53%	49%	42%	56%	64%	
Is reliable	51%	45%	38%	38%	62%	43%	33%	57%	55%	53%	45%	32%	51%	67%	
Is up and coming	33%	31%	32%	45%	36%	50%	37%	38%	30%	43%	38%	39%	33%	43%	
Is cutting edge	36%	31%	36%	43%	45%	42%	30%	27%	37%	44%	39%	32%	37%	53%	
Is a brand for me	48%	44%	54%	63%	61%	49%	47%	36%	67%	49%	46%	49%	48%	60%	
Offers good value for money	43%	39%	41%	39%	53%	50%	46%	47%	54%	40%	40%	34%	38%	47%	
Is different	34%	26%	46%	39%	41%	36%	29%	28%	21%	41%	34%	31%	30%	42%	
None of these	5%	8%	12%	5%	1%	13%	4%	8%	7%	9%	5%	15%	6%	-	
Don't know	10%	7%	3%	-	6%	7%	7%	8%	6%	6%	6%	13%	8%	10%	

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

	Unweighted base	979	327	34	19	666	14	30	11	29	77	113	34	288	37
<b>Base</b>	977	318	32	18	668	13	27	10	29	75	113	31	285	37	
Is a brand I trust	10%	12%	20%	21%	9%	21%	21%	-	23%	5%	16%	17%	11%	8%	
Is reliable	10%	11%	18%	10%	10%	21%	4%	29%	8%	11%	11%	16%	12%	6%	
Is up and coming	11%	12%	3%	7%	13%	15%	4%	-	8%	9%	19%	12%	11%	21%	
Is cutting edge	11%	11%	16%	28%	11%	35%	17%	18%	18%	14%	11%	18%	13%	22%	
Is a brand for me	7%	7%	21%	5%	8%	28%	20%	-	10%	12%	11%	19%	8%	15%	
Offers good value for money	9%	10%	15%	18%	9%	21%	9%	18%	14%	13%	12%	14%	10%	11%	
Is different	11%	11%	23%	15%	10%	30%	19%	17%	12%	12%	13%	15%	11%	9%	
None of these	23%	22%	10%	-	22%	14%	14%	8%	7%	32%	17%	13%	23%	25%	
Don't know	35%	34%	29%	37%	34%	14%	30%	28%	32%	27%	26%	32%	29%	20%	

## YouGov Survey Results

Sample Size: 977

Fieldwork: 21/12/2018 - 01/01/2019

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

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

	Unweighted base	979	10	958	526	432	275	321	207	111	44
<b>Base</b>		977	11	956	530	426	238	323	228	107	61
Is a brand I trust	12%	12%	13%	12%	13%	10%	10%	12%	13%	13%	4%
Is reliable	12%	12%	22%	12%	14%	8%	12%	9%	15%	13%	8%
Is up and coming	20%	20%	29%	20%	22%	18%	18%	17%	22%	27%	21%
Is cutting edge	14%	14%	21%	14%	16%	11%	15%	13%	15%	16%	4%
Is a brand for me	11%	11%	13%	11%	14%	8%	13%	8%	14%	13%	8%
Offers good value for money	13%	13%	22%	13%	16%	10%	12%	12%	18%	12%	9%
Is different	14%	14%	18%	14%	18%	10%	14%	13%	16%	20%	8%
None of these	16%	16%	29%	16%	17%	16%	18%	17%	13%	16%	18%
Don't know	35%	35%	11%	35%	31%	41%	32%	36%	35%	35%	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	979	10	958	526	432	275	321	207	111	44
<b>Base</b>		977	11	956	530	426	238	323	228	107	61
Is a brand I trust	16%	16%	43%	16%	16%	15%	13%	17%	16%	16%	22%
Is reliable	18%	18%	46%	18%	18%	17%	14%	13%	22%	24%	31%
Is up and coming	13%	13%	-	13%	14%	11%	10%	12%	11%	21%	20%
Is cutting edge	20%	20%	29%	20%	23%	15%	16%	17%	24%	21%	28%
Is a brand for me	14%	14%	17%	14%	14%	13%	14%	13%	15%	11%	22%
Offers good value for money	12%	12%	20%	12%	12%	12%	7%	12%	11%	17%	18%
Is different	16%	16%	9%	16%	18%	13%	11%	15%	18%	20%	26%
None of these	24%	24%	26%	24%	24%	23%	30%	23%	22%	19%	15%
Don't know	22%	22%	8%	22%	19%	25%	20%	24%	24%	20%	13%

## YouGov Survey Results

Sample Size: 977

Fieldwork: 21/12/2018 - 01/01/2019

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

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

	Unweighted base	799	397	479	847	416	490	592	612	305	718	560	786	611
<b>Base</b>	977	796	393	473	845	414	487	590	609	292	717	554	782	605
Is a brand I trust	12%	11%	12%	12%	11%	11%	13%	12%	11%	17%	11%	12%	11%	12%
Is reliable	12%	12%	14%	13%	12%	12%	12%	12%	12%	19%	12%	13%	12%	13%
Is up and coming	20%	20%	20%	21%	20%	20%	20%	19%	19%	27%	20%	18%	19%	19%
Is cutting edge	14%	15%	15%	15%	15%	14%	13%	14%	14%	22%	15%	15%	14%	15%
Is a brand for me	11%	10%	12%	12%	11%	11%	12%	11%	11%	19%	11%	11%	11%	12%
Offers good value for money	13%	13%	17%	15%	14%	13%	14%	13%	13%	22%	13%	13%	13%	13%
Is different	14%	14%	13%	15%	15%	14%	14%	15%	14%	22%	14%	13%	15%	15%
None of these	16%	17%	15%	13%	16%	16%	16%	16%	16%	10%	17%	15%	16%	16%
Don't know	35%	36%	35%	36%	36%	37%	35%	37%	37%	23%	36%	37%	36%	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. - Samsung

	Unweighted base	799	397	479	847	416	490	592	612	305	718	560	786	611
<b>Base</b>	977	796	393	473	845	414	487	590	609	292	717	554	782	605
Is a brand I trust	16%	15%	16%	15%	16%	14%	17%	16%	15%	13%	17%	15%	16%	16%
Is reliable	18%	18%	19%	18%	18%	19%	20%	17%	18%	18%	18%	17%	17%	18%
Is up and coming	13%	13%	11%	12%	13%	11%	12%	12%	12%	13%	12%	10%	12%	13%
Is cutting edge	20%	20%	23%	21%	20%	20%	20%	21%	20%	23%	20%	20%	19%	21%
Is a brand for me	14%	14%	14%	13%	14%	14%	15%	13%	13%	13%	14%	13%	13%	14%
Offers good value for money	12%	11%	10%	9%	11%	10%	10%	10%	10%	6%	11%	10%	11%	10%
Is different	16%	16%	17%	15%	15%	14%	17%	16%	15%	16%	16%	15%	16%	15%
None of these	24%	25%	27%	25%	24%	27%	26%	25%	25%	29%	25%	26%	24%	25%
Don't know	22%	21%	19%	22%	22%	23%	19%	21%	22%	18%	21%	21%	22%	22%

## YouGov Survey Results

Sample Size: 977

Fieldwork: 21/12/2018 - 01/01/2019

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

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

	Unweighted base	979	209	-	1	350	-	2	-	3	6	35	3	171	8
<b>Base</b>	<b>977</b>	<b>207</b>	<b>-</b>	<b>1</b>	<b>352</b>	<b>-</b>	<b>2</b>	<b>-</b>	<b>3</b>	<b>6</b>	<b>37</b>	<b>3</b>	<b>167</b>	<b>7</b>	
Is a brand I trust	12%	8%	-	-	12%	-	-	-	-	49%	16%	-	12%	-	
Is reliable	12%	8%	-	-	13%	-	-	-	-	47%	15%	-	8%	26%	
Is up and coming	20%	16%	-	-	23%	-	44%	-	-	15%	28%	27%	20%	33%	
Is cutting edge	14%	10%	-	-	16%	-	-	-	-	47%	8%	-	14%	35%	
Is a brand for me	11%	6%	-	-	11%	-	-	-	25%	85%	22%	-	10%	13%	
Offers good value for money	13%	11%	-	-	15%	-	-	-	36%	31%	22%	-	11%	26%	
Is different	14%	12%	-	-	16%	-	44%	-	36%	31%	18%	36%	11%	29%	
None of these	16%	20%	-	100%	16%	-	56%	-	-	-	11%	-	14%	12%	
Don't know	35%	41%	-	-	31%	-	-	-	40%	-	24%	37%	35%	12%	

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

	Unweighted base	979	209	-	1	350	-	2	-	3	6	35	3	171	8
<b>Base</b>	<b>977</b>	<b>207</b>	<b>-</b>	<b>1</b>	<b>352</b>	<b>-</b>	<b>2</b>	<b>-</b>	<b>3</b>	<b>6</b>	<b>37</b>	<b>3</b>	<b>167</b>	<b>7</b>	
Is a brand I trust	16%	14%	-	100%	15%	-	-	-	-	-	49%	-	10%	-	
Is reliable	18%	18%	-	-	19%	-	-	-	-	-	38%	-	14%	25%	
Is up and coming	13%	11%	-	-	15%	-	-	-	-	16%	16%	-	14%	11%	
Is cutting edge	20%	17%	-	100%	21%	-	-	-	-	-	43%	27%	17%	25%	
Is a brand for me	14%	12%	-	100%	15%	-	-	-	-	18%	31%	-	12%	-	
Offers good value for money	12%	12%	-	-	13%	-	-	-	-	-	22%	-	7%	-	
Is different	16%	15%	-	100%	14%	-	44%	-	-	-	49%	36%	12%	-	
None of these	24%	22%	-	-	24%	-	-	-	100%	47%	8%	37%	26%	22%	
Don't know	22%	23%	-	-	19%	-	56%	-	-	18%	10%	-	27%	29%	

## YouGov Survey Results

Sample Size: 977

Fieldwork: 21/12/2018 - 01/01/2019

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

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

	Unweighted base	979	327	34	19	666	14	30	11	29	77	113	34	288	37
<b>Base</b>		977	318	32	18	668	13	27	10	29	75	113	31	285	37
Is a brand I trust	12%	13%	15%	30%	12%	29%	15%	37%	14%	36%	18%	24%	12%	14%	
Is reliable	12%	12%	15%	15%	13%	44%	13%	10%	18%	43%	18%	26%	13%	13%	
Is up and coming	20%	21%	23%	23%	22%	29%	17%	18%	24%	38%	22%	26%	23%	20%	
Is cutting edge	14%	15%	16%	33%	15%	36%	14%	18%	13%	40%	14%	21%	17%	25%	
Is a brand for me	11%	10%	15%	21%	12%	22%	19%	19%	22%	51%	17%	20%	15%	30%	
Offers good value for money	13%	12%	13%	23%	13%	29%	14%	28%	22%	45%	19%	22%	16%	35%	
Is different	14%	14%	27%	5%	16%	14%	17%	18%	15%	42%	17%	15%	15%	33%	
None of these	16%	16%	13%	10%	16%	13%	10%	27%	24%	4%	14%	12%	14%	13%	
Don't know	35%	35%	29%	27%	34%	30%	30%	18%	25%	9%	25%	34%	31%	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. - Samsung

	Unweighted base	979	327	34	19	666	14	30	11	29	77	113	34	288	37
<b>Base</b>		977	318	32	18	668	13	27	10	29	75	113	31	285	37
Is a brand I trust	16%	18%	38%	51%	16%	27%	26%	35%	27%	18%	43%	29%	13%	13%	
Is reliable	18%	22%	32%	19%	18%	14%	27%	9%	30%	20%	45%	32%	18%	14%	
Is up and coming	13%	11%	17%	26%	14%	6%	25%	17%	24%	17%	18%	12%	18%	25%	
Is cutting edge	20%	20%	31%	48%	21%	48%	21%	18%	35%	27%	37%	30%	24%	22%	
Is a brand for me	14%	18%	18%	25%	14%	44%	24%	26%	23%	15%	43%	30%	14%	14%	
Offers good value for money	12%	14%	23%	24%	12%	15%	13%	19%	24%	12%	27%	12%	10%	10%	
Is different	16%	17%	31%	35%	16%	34%	24%	44%	27%	16%	30%	20%	15%	17%	
None of these	24%	24%	18%	10%	24%	14%	16%	18%	6%	37%	5%	27%	24%	22%	
Don't know	22%	17%	3%	-	19%	-	11%	20%	20%	12%	9%	6%	20%	17%	

## YouGov Survey Results

Sample Size: 977

Fieldwork: 21/12/2018 - 01/01/2019

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

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

	Unweighted base	10	958	526	432	275	321	207	111	44
<b>Base</b>	977	11	956	530	426	238	323	228	107	61
Is a brand I trust	13%	-	13%	14%	11%	9%	13%	14%	16%	12%
Is reliable	14%	19%	14%	15%	12%	13%	12%	14%	19%	22%
Is up and coming	12%	21%	12%	10%	13%	13%	11%	9%	15%	12%
Is cutting edge	15%	9%	15%	17%	12%	15%	15%	17%	13%	9%
Is a brand for me	10%	9%	10%	12%	9%	9%	11%	11%	10%	9%
Offers good value for money	11%	9%	11%	11%	10%	9%	10%	13%	16%	7%
Is different	16%	20%	16%	19%	12%	17%	17%	15%	18%	9%
None of these	19%	9%	19%	20%	18%	17%	18%	21%	23%	18%
Don't know	30%	42%	30%	28%	32%	32%	29%	30%	24%	37%

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

	Unweighted base	10	958	526	432	275	321	207	111	44
<b>Base</b>	977	11	956	530	426	238	323	228	107	61
Is a brand I trust	28%	21%	28%	34%	22%	26%	26%	30%	34%	37%
Is reliable	29%	12%	29%	34%	24%	25%	27%	29%	37%	49%
Is up and coming	23%	25%	23%	26%	19%	19%	23%	25%	24%	26%
Is cutting edge	21%	31%	20%	23%	17%	17%	19%	21%	25%	29%
Is a brand for me	27%	34%	27%	31%	22%	23%	22%	31%	33%	39%
Offers good value for money	37%	52%	37%	42%	31%	37%	34%	39%	40%	46%
Is different	20%	22%	21%	24%	16%	18%	17%	24%	26%	30%
None of these	12%	37%	11%	10%	13%	12%	11%	14%	5%	11%
Don't know	15%	-	15%	11%	20%	16%	17%	14%	15%	8%

Cell Contents (Column Percentage)

**YouGov Survey Results**

Sample Size: 977  
Fieldwork: 21/12/2018 - 01/01/2019

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

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

	Unweighted base	979	799	397	479	847	416	490	592	612	305	718	560	786	611
<b>Base</b>	977	796	393	473	845	414	487	590	609	292	717	554	782	605	
Is a brand I trust	13%	13%	14%	14%	13%	14%	13%	14%	13%	16%	13%	14%	14%	14%	
Is reliable	14%	14%	15%	15%	14%	15%	16%	16%	15%	17%	14%	16%	14%	15%	
Is up and coming	12%	12%	11%	12%	12%	9%	14%	11%	10%	12%	12%	11%	12%	12%	
Is cutting edge	15%	16%	17%	15%	14%	14%	16%	14%	14%	16%	15%	15%	15%	15%	
Is a brand for me	10%	10%	11%	10%	10%	10%	11%	10%	10%	11%	10%	10%	10%	10%	
Offers good value for money	11%	10%	10%	10%	10%	9%	10%	10%	9%	7%	10%	10%	10%	10%	
Is different	16%	17%	19%	18%	16%	19%	19%	18%	17%	20%	17%	18%	17%	17%	
None of these	19%	20%	18%	17%	19%	20%	17%	19%	19%	18%	19%	19%	20%	18%	
Don't know	30%	30%	27%	29%	30%	30%	29%	31%	31%	28%	30%	29%	30%	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	979	799	397	479	847	416	490	592	612	305	718	560	786	611
<b>Base</b>	977	796	393	473	845	414	487	590	609	292	717	554	782	605	
Is a brand I trust	28%	28%	29%	30%	28%	30%	29%	30%	31%	36%	28%	30%	30%	30%	
Is reliable	29%	28%	31%	31%	30%	28%	28%	29%	29%	32%	28%	28%	31%	29%	
Is up and coming	23%	23%	26%	23%	23%	24%	24%	23%	24%	23%	23%	24%	24%	22%	
Is cutting edge	21%	20%	21%	20%	20%	20%	19%	19%	20%	22%	19%	19%	20%	19%	
Is a brand for me	27%	27%	31%	29%	27%	29%	26%	28%	29%	32%	26%	28%	29%	28%	
Offers good value for money	37%	38%	41%	43%	38%	42%	39%	39%	40%	48%	39%	40%	40%	40%	
Is different	20%	20%	21%	17%	20%	18%	18%	20%	19%	19%	18%	18%	20%	20%	
None of these	12%	12%	12%	11%	11%	12%	11%	12%	12%	9%	12%	12%	11%	11%	
Don't know	15%	15%	14%	15%	16%	15%	14%	15%	15%	13%	15%	15%	14%	15%	

Cell Contents (C)

## YouGov Survey Results

Sample Size: 977

Fieldwork: 21/12/2018 - 01/01/2019

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

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

	Unweighted base	979	209	-	1	350	-	2	-	3	6	35	3	171	8
<b>Base</b>	977	207	-	1	352	-	2	-	3	6	37	3	167	7	
Is a brand I trust	13%	12%	-	-	10%	-	-	-	-	-	26%	27%	13%	13%	
Is reliable	14%	12%	-	100%	14%	-	-	-	36%	-	19%	27%	15%	13%	
Is up and coming	12%	13%	-	-	11%	-	-	-	-	16%	13%	-	9%	-	
Is cutting edge	15%	15%	-	-	15%	-	44%	-	-	-	15%	64%	13%	24%	
Is a brand for me	10%	8%	-	100%	11%	-	-	-	25%	34%	22%	27%	10%	13%	
Offers good value for money	11%	11%	-	-	12%	-	-	-	-	-	16%	-	7%	11%	
Is different	16%	18%	-	100%	16%	-	-	-	-	-	24%	100%	12%	-	
None of these	19%	16%	-	-	18%	-	-	-	40%	15%	25%	-	23%	39%	
Don't know	30%	34%	-	-	29%	-	56%	-	-	34%	13%	-	29%	37%	

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

	Unweighted base	979	209	-	1	350	-	2	-	3	6	35	3	171	8
<b>Base</b>	977	207	-	1	352	-	2	-	3	6	37	3	167	7	
Is a brand I trust	28%	19%	-	100%	27%	-	44%	-	-	-	14%	27%	54%	26%	
Is reliable	29%	18%	-	100%	32%	-	-	-	64%	-	14%	-	50%	26%	
Is up and coming	23%	19%	-	100%	24%	-	56%	-	36%	50%	22%	27%	30%	36%	
Is cutting edge	21%	18%	-	-	22%	-	-	-	25%	-	5%	-	28%	38%	
Is a brand for me	27%	14%	-	100%	25%	-	-	-	40%	17%	7%	-	54%	47%	
Offers good value for money	37%	26%	-	100%	37%	-	-	-	-	-	30%	-	59%	59%	
Is different	20%	16%	-	-	22%	-	-	-	25%	-	17%	36%	28%	13%	
None of these	12%	15%	-	-	11%	-	-	-	-	15%	20%	37%	4%	-	
Don't know	15%	23%	-	-	12%	-	-	-	-	18%	19%	-	9%	29%	

Cell Contents (C)

## YouGov Survey Results

Sample Size: 977

Fieldwork: 21/12/2018 - 01/01/2019

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

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

	Unweighted base	Apple	Google Pixel	HTC	Huawei	LG	Lumia (Nokia Lumia, Microsoft Lumia)	Motorola	Nokia (excluding Nokia Lumia)	OnePlus	Samsung	Sony	Xiaomi	ZTE
Unweighted base	979	327	34	19	666	14	30	11	29	77	113	34	288	37
Base	977	318	32	18	668	13	27	10	29	75	113	31	285	37
Is a brand I trust	13%	14%	29%	15%	13%	29%	21%	19%	23%	17%	25%	47%	16%	14%
Is reliable	14%	13%	31%	30%	14%	41%	17%	53%	27%	20%	18%	41%	17%	9%
Is up and coming	12%	13%	13%	17%	13%	14%	26%	8%	6%	16%	18%	22%	12%	25%
Is cutting edge	15%	15%	38%	33%	15%	29%	23%	19%	16%	13%	13%	28%	16%	27%
Is a brand for me	10%	11%	14%	14%	12%	35%	24%	18%	18%	16%	15%	28%	13%	13%
Offers good value for money	11%	11%	15%	22%	11%	29%	10%	18%	15%	8%	13%	18%	9%	9%
Is different	16%	22%	39%	35%	16%	41%	24%	72%	25%	17%	23%	47%	19%	16%
None of these	19%	17%	2%	11%	18%	17%	5%	-	11%	23%	14%	8%	19%	23%
Don't know	30%	27%	16%	17%	29%	14%	17%	10%	31%	25%	20%	10%	25%	18%

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

	Unweighted base	Apple	Google Pixel	HTC	Huawei	LG	Lumia (Nokia Lumia, Microsoft Lumia)	Motorola	Nokia (excluding Nokia Lumia)	OnePlus	Samsung	Sony	Xiaomi	ZTE
Unweighted base	979	327	34	19	666	14	30	11	29	77	113	34	288	37
Base	977	318	32	18	668	13	27	10	29	75	113	31	285	37
Is a brand I trust	28%	25%	39%	26%	30%	20%	16%	27%	38%	37%	19%	29%	51%	38%
Is reliable	29%	26%	44%	21%	33%	27%	37%	17%	29%	33%	28%	39%	51%	39%
Is up and coming	23%	22%	41%	22%	25%	33%	28%	34%	35%	34%	29%	40%	31%	33%
Is cutting edge	21%	19%	26%	33%	22%	40%	19%	17%	21%	36%	19%	32%	29%	30%
Is a brand for me	27%	21%	29%	40%	27%	41%	24%	16%	35%	37%	25%	38%	50%	35%
Offers good value for money	37%	37%	52%	52%	40%	51%	47%	16%	48%	52%	37%	47%	57%	51%
Is different	20%	18%	24%	28%	22%	13%	31%	36%	21%	24%	20%	22%	28%	23%
None of these	12%	15%	8%	10%	10%	15%	7%	30%	3%	14%	12%	12%	5%	4%
Don't know	15%	15%	6%	6%	14%	7%	11%	-	14%	7%	13%	6%	5%	6%

Cell Contents (C)