



Top 10 Cell Phone Brands

1 **Apple iPhone**
37.3%

2 **Samsung**
19.4%

3 **Huawei**
16.5%



4 **Xiaomi**
12.1%

5 **OPPO**
2.8%

6 **Meizu**
2.1%

7 **Lenovo**
2.1%

8 **HTC**
1.9%

9 **Nokia**
1.6%



10 **Coolpad**
1.4%

Question: What brand of mobile device are you considering as your first choice?

Source: ProsperChina™ Q1-2015 Quarterly Survey

For more Chinese consumer insights, please visit: <http://prosperchinaic.com/>