



Top 5 Cell Phone Brands

Male vs. Female



- The Apple iPhone has wide brand awareness in China and its features can satisfy a lot of what consumers are looking for in a mobile phone.
- Women are relatively more inclined than men to consider Samsung likely because females tend to focus more on appearance and Samsung has more options to choose.



1 **Apple iPhone**
32.2%

1 **Apple iPhone**
32.9%

2 **Samsung**
23.6%

2 **Samsung**
20.6%

3 **Huawei**
15.9%

3 **Huawei**
18.5%

4 **Xiaomi**
11.7%

4 **Xiaomi**
12.5%

5 **Oppo**
3.3%

5 **HTC**
3.2%

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/>



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