



Top 10 Cell Phone Brands

1 **Apple iPhone**
40.1%

2 **Samsung**
20.8%

3 **Huawei**
15.9%



4 **Xiaomi**
10.0%

5 **Nokia**
2.3%

6 **HTC**
1.7%

7 **Lenovo**
1.7%

8 **Meizu**
1.6%

9 **Oppo**
1.4%



10 **Coolpad**
1.2%

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

Source: ProsperChina™ Q4-2014 Quarterly Survey

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