

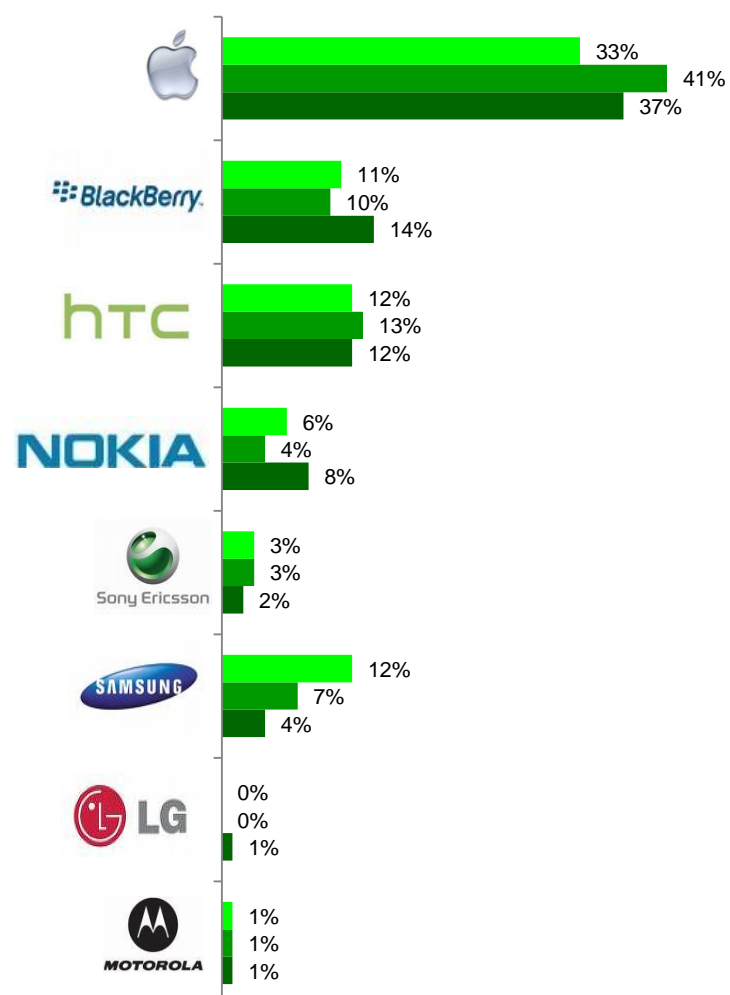
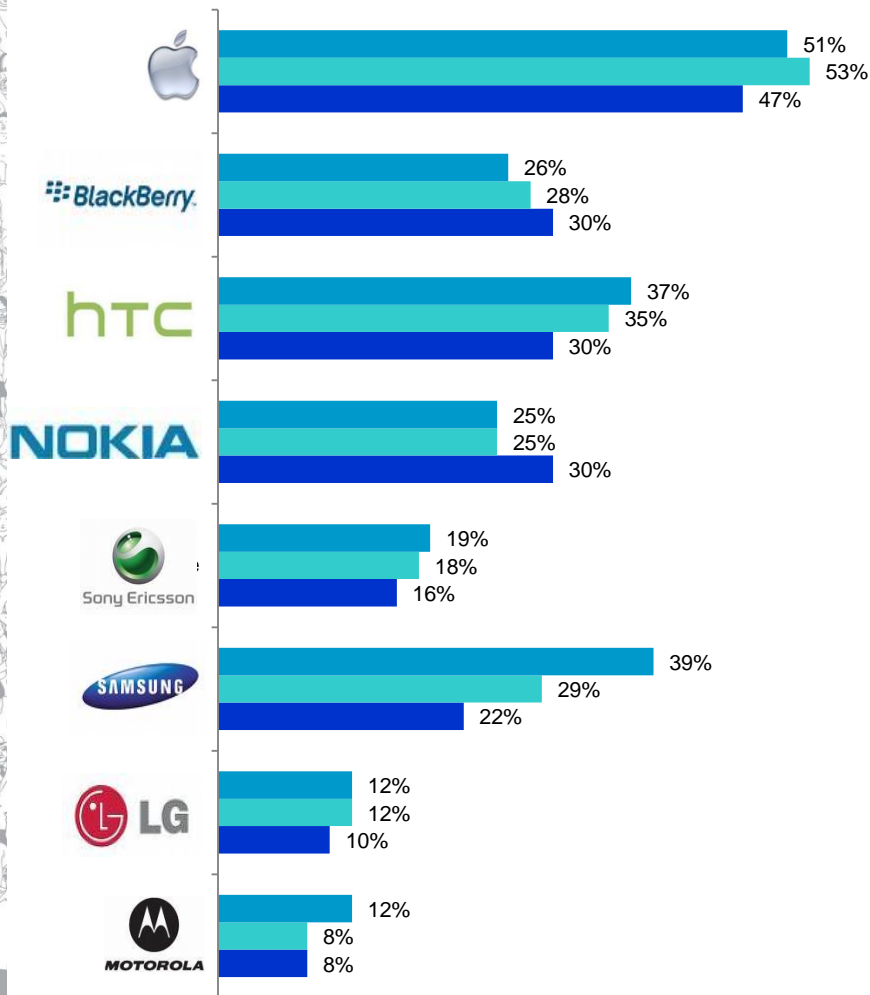
Considered and expected brand of future handset (smartphone sample)

W5 W8 W9

Consider (multi) ■ ■ ■
 Expected (single) ■ ■ ■

Consider (Smartphone sample)

Expected (Smartphone sample)



Base: All qualified respondents that own a smartphone (2099) and All qualified respondents that own a smartphone and that will get a new handset (1768)

P65Q1 – Which, if any, of the following mobile handset brands will you consider? [Please tick all that apply][MULTICODE]

P65Q2 – And which ONE of these mobile handset brands do you expect your next phone to be?

N.B 21% said they did not know what brand they would get in the future