

# China Smart Phone Industry and Consumer Survey Report, 2010

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## Abstracts

In 2009, the smart phone market of China was still dominated by Nokia, while Motorola witnessed a drop in sales volume since the brand promotion and new product launch were lack of adequate support, as well as the support from dealers. In 2010, Chinese smart phone market has witnessed fundamental changes. Motorola returned to the market by virtue of Android system, and Apple achieved substantial growth of sales volume in licensed market via iPhone4.

In cooperation with [www.1diaocha.com](http://www.1diaocha.com), ResearchInChina conducted an online questionnaire survey on smart phone in August, 2010. Among the 600 samples, the respondents included both males and females aged from 20 to 50, with the gender proportion of 47.3% and 52.7% respectively. The questionnaire was carried out in 21 first-tier, second-tier and third-tier cities including Shanghai, Shenzhen, Beijing, Guangzhou and Chengdu, targeting groups all walks of life like civil servants, teachers, soldiers, business executives as well as staff members, self-employed entrepreneurs, blue-collar workers and students.

As is shown from survey findings, mobile internet, multimedia entertainment and rich software resource were the outstanding advantages of smart phone, which were the incentives to consumers to buy smart phones. Promoted by Apple iPhone, the large-size touch-panel smart phone, with better user experience, is growing popular.

In the meantime, the web browsing, e-book reading and mobile chatting are the top three applications for smart phone users, with penetration rate of 49.9%, 47.5% and 37.9% respectively. In addition, the consumer's high requirements for those applications become one of the main drivers for the development of large-size touch-panel smart phone.

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