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CONSUMERS & BRANDS

Smartphones: OPPO users in the United Kingdom

Consumer Insights report

Consumer Insights
by **statista** 

June 2024



Consumer Insights Global survey

Introduction



Report overview

This report offers the reader a comprehensive overview of OPPO users in the United Kingdom: who they are; what they like; what they think; and how to reach them. It provides insights on their demographics, lifestyle, opinions, and marketing touchpoints.

Additionally, the report allows the reader to benchmark OPPO users in the United Kingdom ("brand users") against UK smartphone users in general ("category users"), and the overall UK consumer, labelled as "all respondents" in the charts.

The report is updated quarterly and is based on data from the Consumer Insights Global survey, an international survey that covers more than 15,000 brands across 56 countries.

Global survey methodology ⁽¹⁾

Design: Online Survey, split questionnaire design

Duration: approx. 15 minutes

Language: official language(s) of each country with American English offered as an alternative

Region: 56 countries

Number of respondents:

- 12,000+ for countries with the extended survey (including the United Kingdom)
- 2,000+ for the basic survey

Sample: Internet users, aged 18 – 64, quotas set on gender and age

Fieldwork:

- Continuous from January to December
- Countries that receive the extended survey are updated four times a year

2 | **Notes:** (1): See the full [methodology](#) for a detailed overview of the study design

Sources: [Consumer Insights Global](#) as of June 2024

CHAPTER 01

Management summary

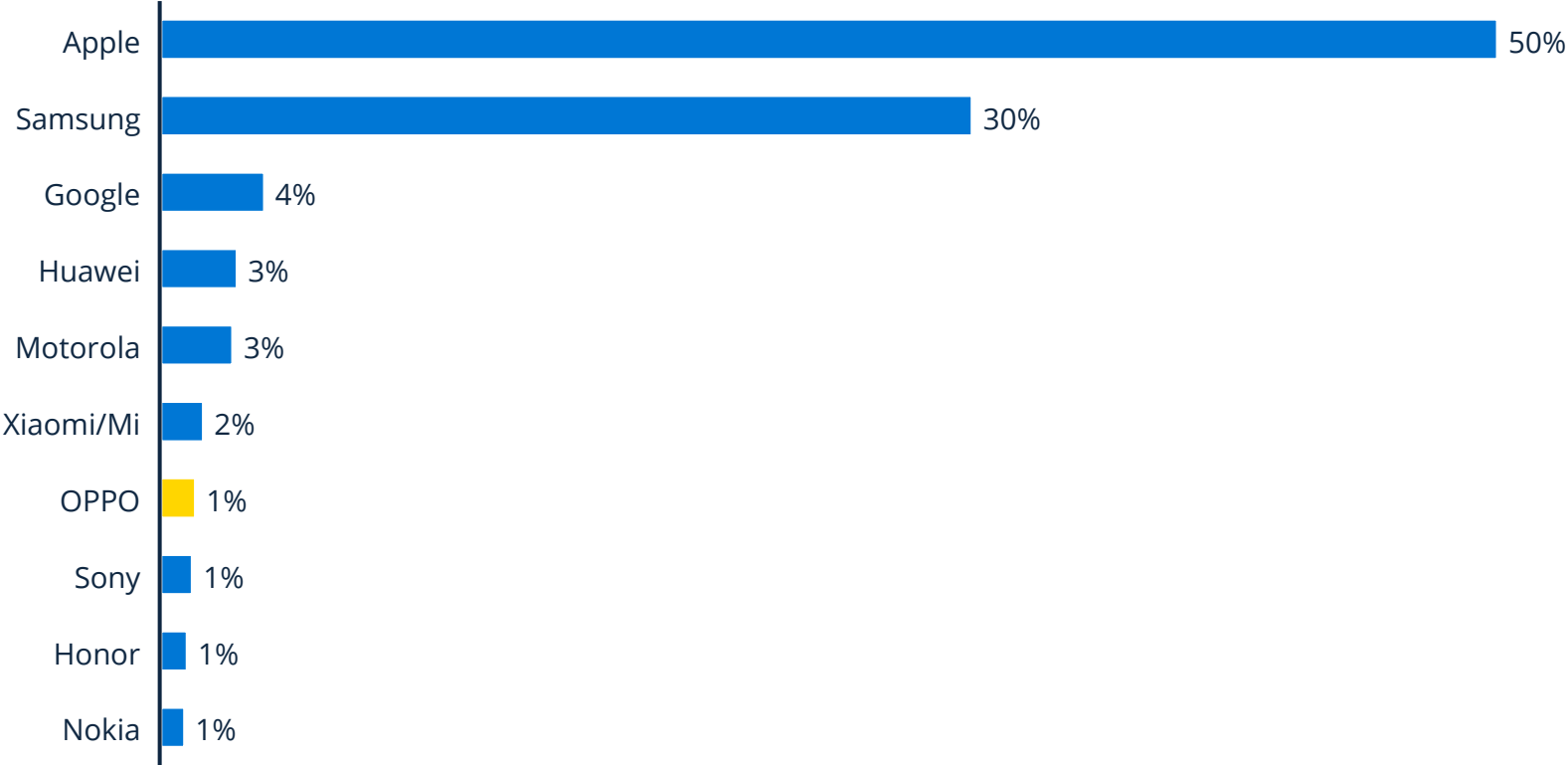
- Brand usage
- Key insights



OPPO is the seventh most used smartphone brand in the UK with Apple in first place

Management summary: brand usage and competition

Top 10 most used smartphone brands in the UK



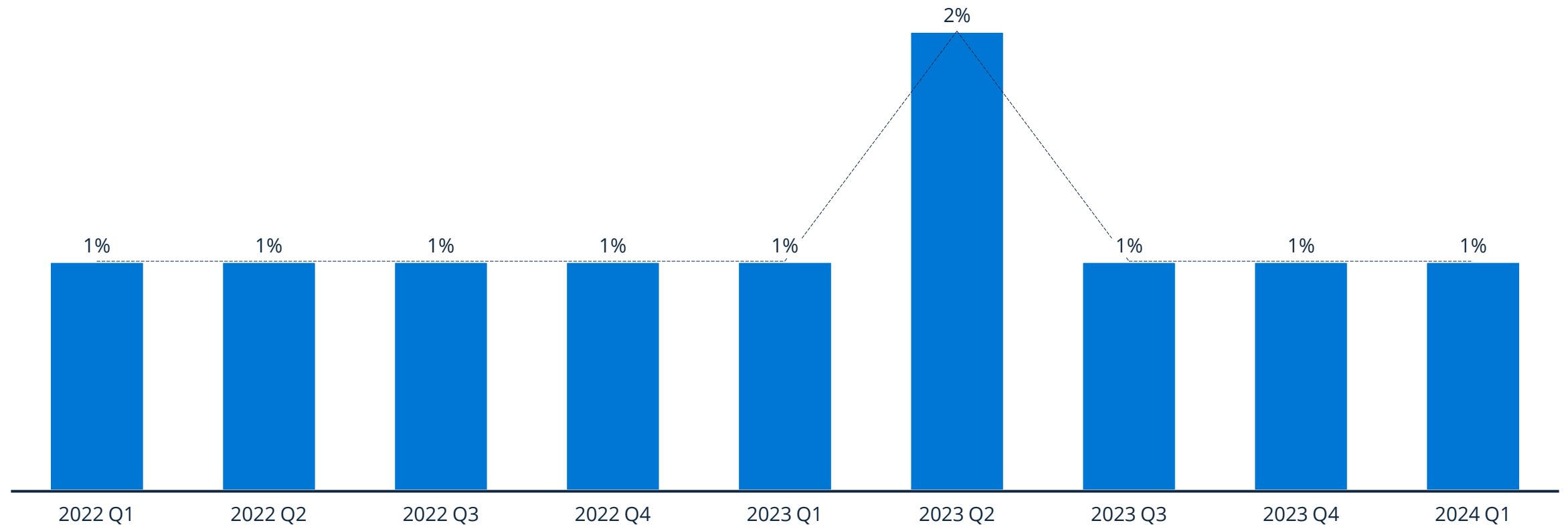
4 Notes: "What brand is your (primarily used) smartphone?"; Single Pick; Base: n=3,899 smartphone users

Sources: [Consumer Insights Global](#) as of June 2024

The current share of smartphone users using OPPO is fairly similar to Q1 of 2022

Management summary: brand usage timeline

Timeline of smartphone users using OPPO



5 | Notes: "What brand is your (primarily used) smartphone?"; Single Pick; Base: n=31 - 59 OPPO users, n=2435 - 3912 smartphone users

Sources: [Consumer Insights Global](#) as of June 2024

OPPO users in the United Kingdom

Management summary: key insights

Demographic profile

OPPO is more popular among Millennials than other smartphone brands.

OPPO is more popular among male smartphone users than female smartphone users.

OPPO has a larger share of users with a low income than other smartphone brands.

28% of OPPO users live in medium-sized towns.

Consumer lifestyle

Safety and security is less important to OPPO users than to other smartphone users.

Food and dining are relatively prevalent interests of OPPO users.

Gardening and plants are relatively popular hobbies among OPPO users.

Consumer attitudes

It stands out that only 57% of OPPO users want to have mobile internet access in any place at any time.

25% of OPPO users are in the late majority of innovation adopter types.

A relatively high share of OPPO users think that the environment is an issue that needs to be addressed.

Marketing touchpoints

Facebook is more popular among OPPO users than the average smartphone user.

OPPO users remember hearing ads on music portals and streaming services more often than other smartphone users.

CHAPTER 02

Demographic profile

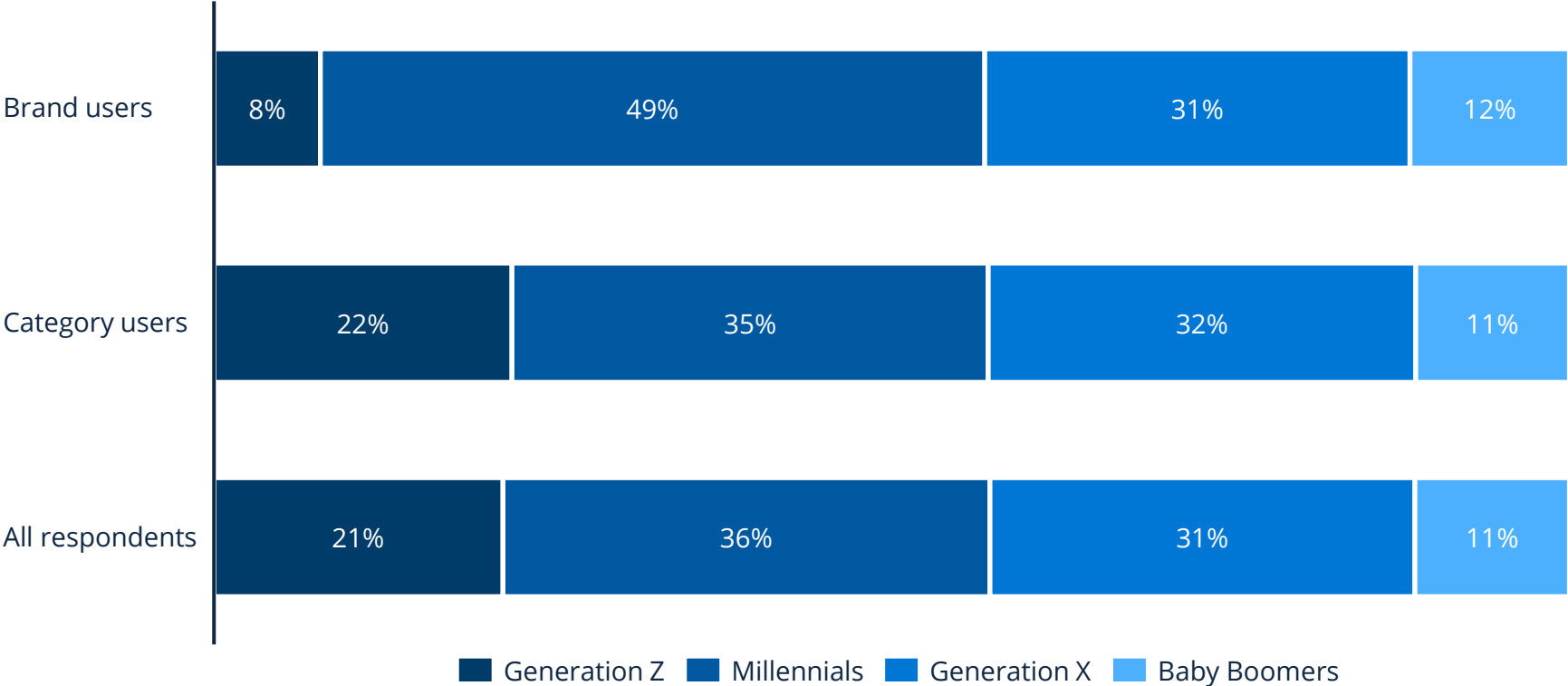
- Generations
- Gender
- Education
- Income
- Household classification
- Type of community
- LGBTQ+



OPPO is more popular among Millennials than other smartphone brands

Demographic profile: generations

Age of consumers in the UK



8 Notes: "How old are you?"; Single Pick; "What brand is your (primarily used) smartphone?"; Single Pick; Base: n=51 OPPO users, n=3,899 smartphone users, n=24,190 all respondents

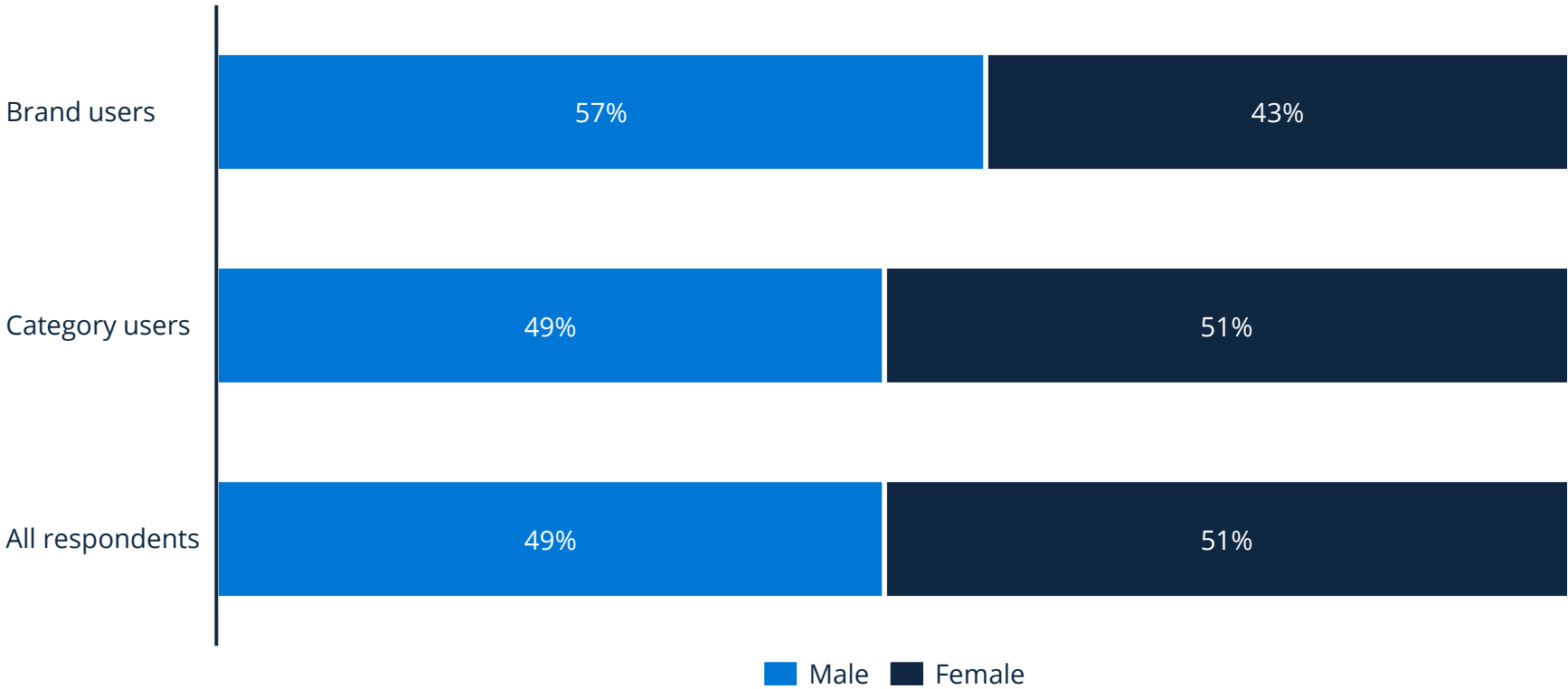
Sources: [Consumer Insights Global](#) as of June 2024

OPPO is more popular among male smartphone users than female smartphone users

Demographic profile: gender



Gender of consumers in the UK



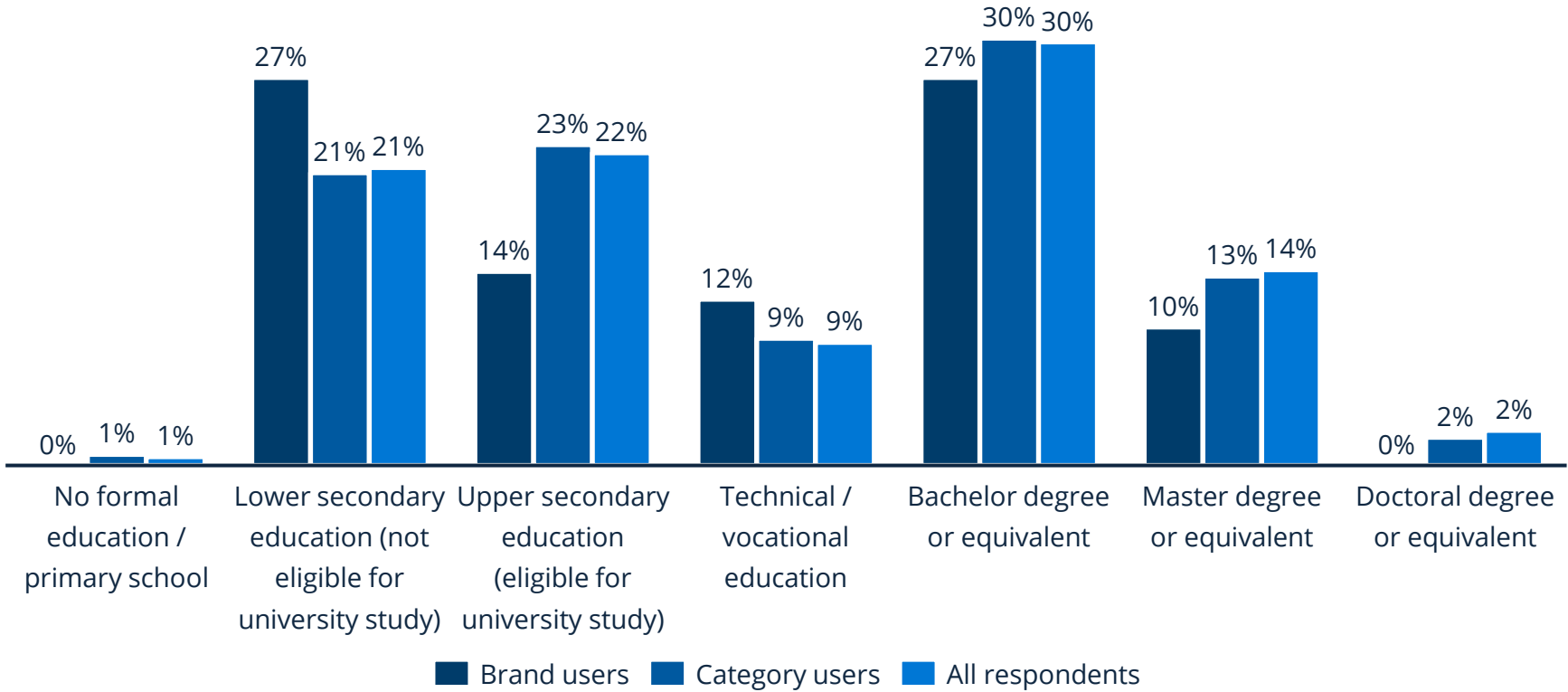
9 Notes: "What is your gender?"; Single Pick; "What brand is your (primarily used) smartphone?"; Single Pick; Base: n=51 OPPO users, n=3,899 smartphone users, n=24,190 all respondents

Sources: [Consumer Insights Global](#) as of June 2024

27% of OPPO users have a lower secondary education

Demographic profile: education

Consumer's level of education in the UK



10 Notes: "What is the highest level of education you have completed?"; Single Pick; "What brand is your (primarily used) smartphone?"; Single Pick; Base: n=51 OPPO users, n=3,899 smartphone users, n=24,190 all respondents

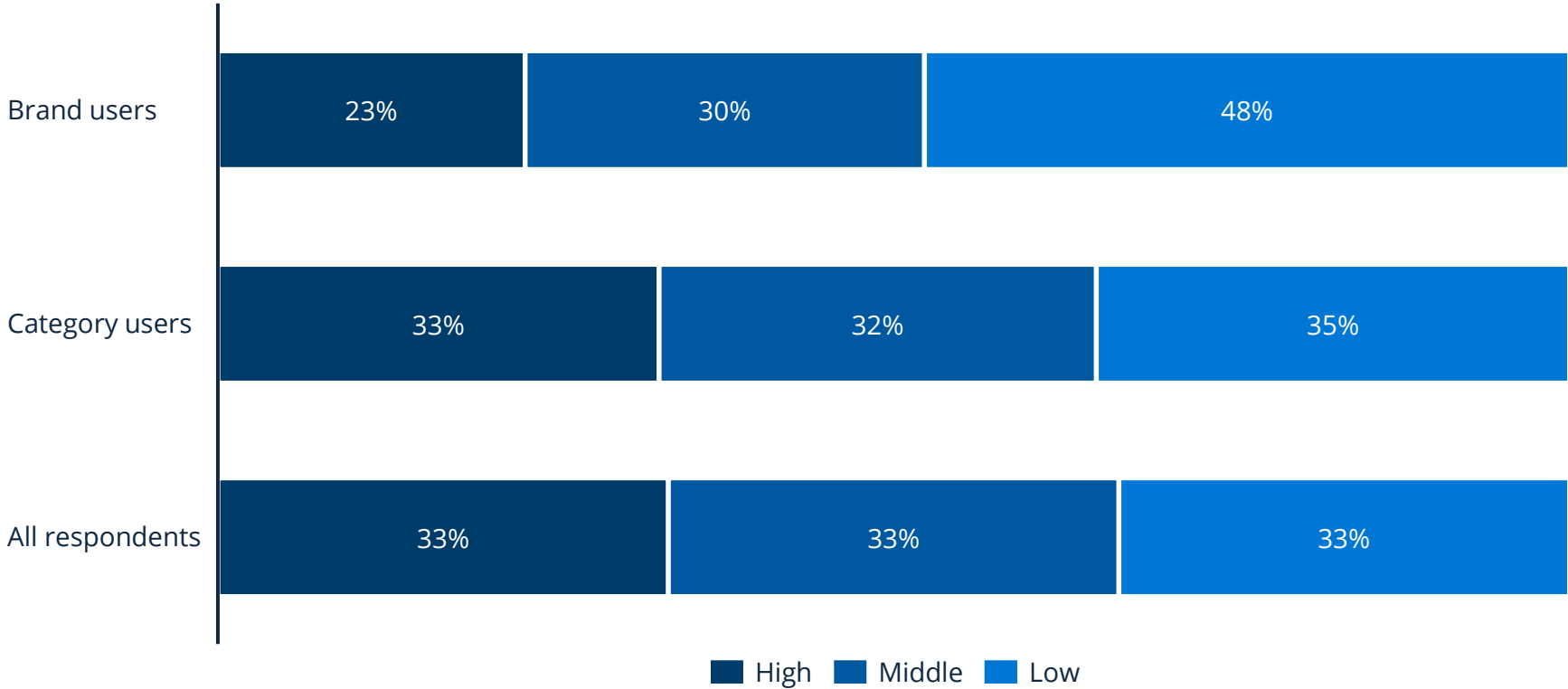
Sources: [Consumer Insights Global](#) as of June 2024

OPPO has a larger share of users with a low income than other smartphone brands

Demographic profile: income



Share of consumers in the UK in the high, middle, and low thirds of monthly household gross income



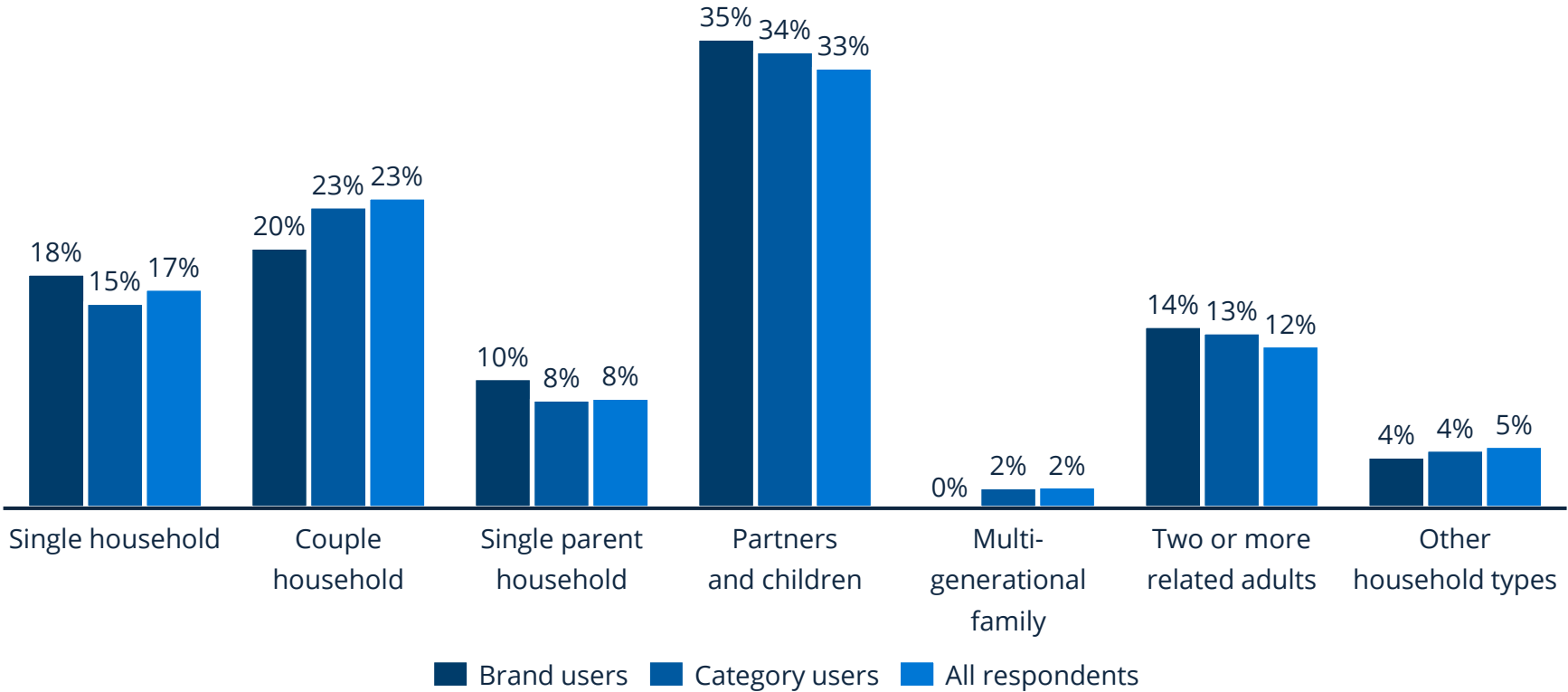
11 **Notes:** Recalculated to only include respondents that provide income information, recode based on "Monthly/annual household income (local currency)"; Single Pick; "What brand is your (primarily used) smartphone?"; Single Pick; Base: n=51 OPPO users, n=3,899 smartphone users, n=24,190 all respondents

Sources: [Consumer Insights Global](#) as of June 2024

35% of OPPO users live in a nuclear family

Demographic profile: household classification

Type of households in which consumers in the UK live



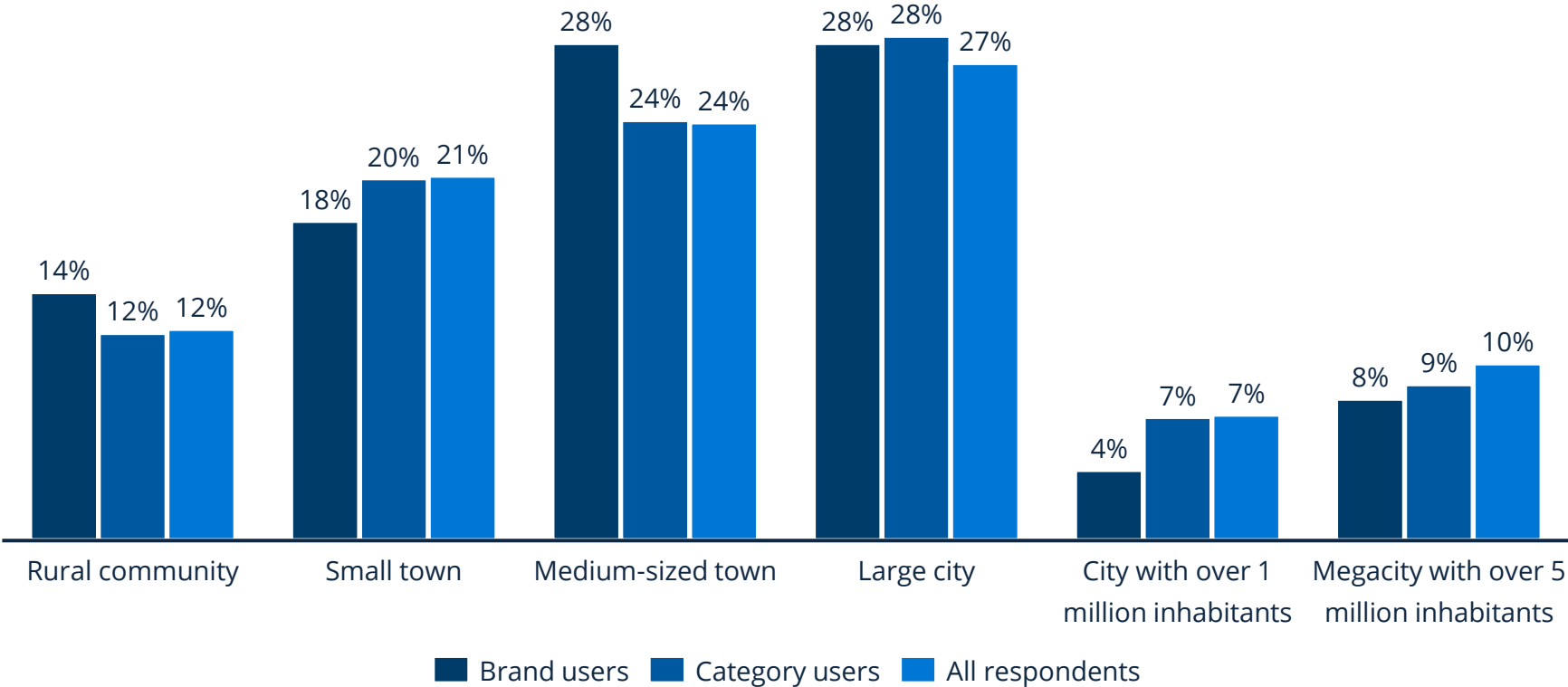
12 Notes: Typology based on "household size", "household constellation" and "children under the age of 14 in household"; Single Pick; "What brand is your (primarily used) smartphone?"; Single Pick; Base: n=51 OPPO users, n=3,899 smartphone users, n=24,190 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

28% of OPPO users live in medium-sized towns

Demographic profile: type of community



Communities where consumers live in the UK



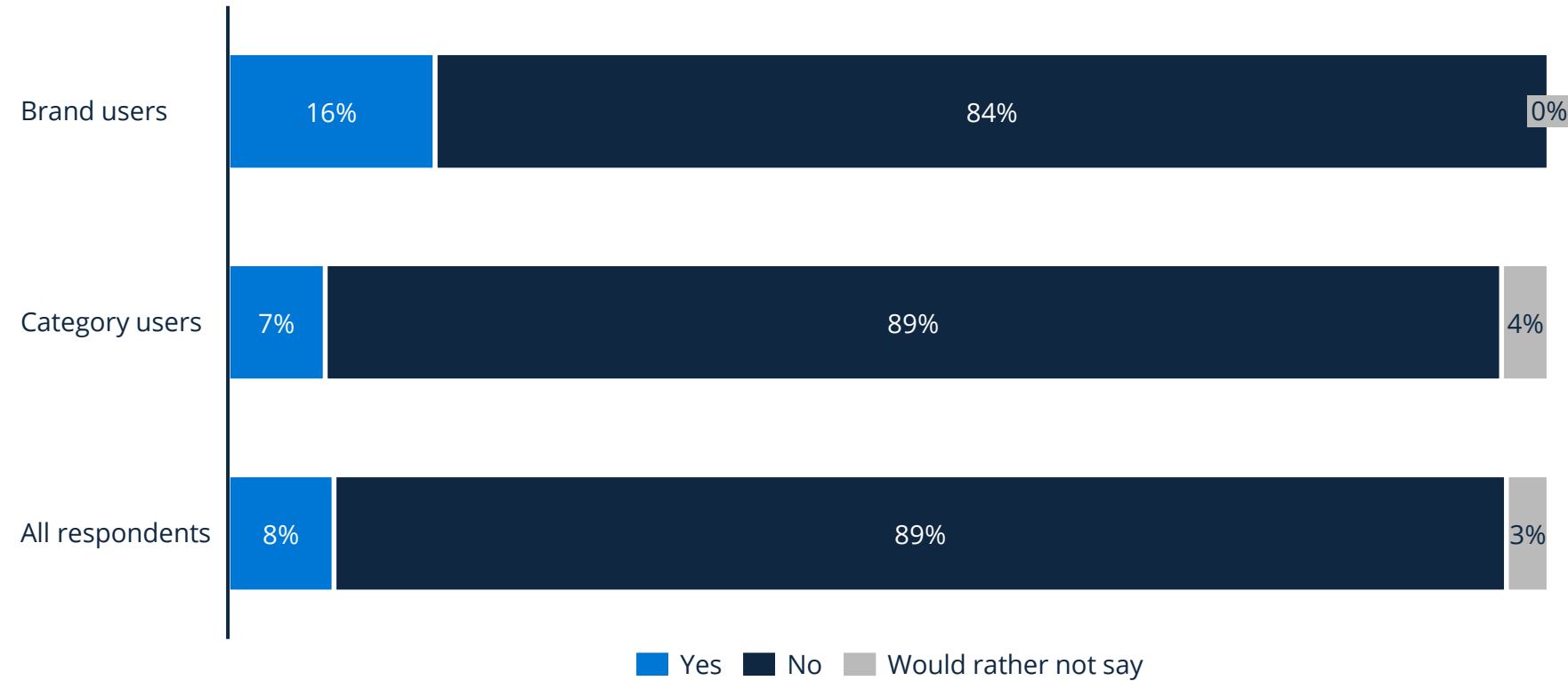
13 Notes: "In what type of community do you live?"; Single Pick; "What brand is your (primarily used) smartphone?"; Single Pick; Base: n=51 OPPO users, n=3,899 smartphone users, n=24,190 all respondents

Sources: [Consumer Insights Global](#) as of June 2024

16% of OPPO users consider themselves part of the LGBTQ+ community

Demographic profile: LGBTQ+

LGBTQ+ status of consumers in the UK



CHAPTER 03

Consumer lifestyle

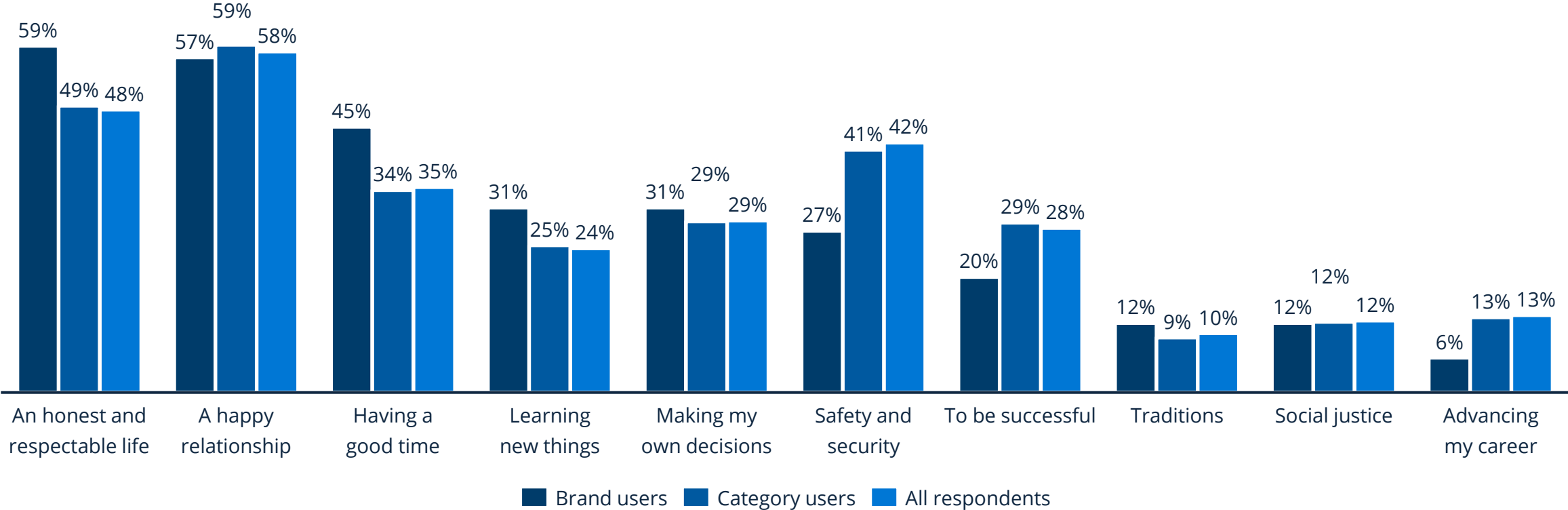
- Life values
- Main interests
- Hobbies & leisure activities
- Sports activities
- Sports followed



Safety and security is less important to OPPO users than to other smartphone users

Consumer lifestyle: life values

Most important aspects of life for consumers in the UK



16 Notes: "Out of the following list, which are the 3 most important aspects to you in life? Please choose exactly 3.," Multi Pick; "What brand is your (primarily used) smartphone?"; Single Pick; Base: n=51 OPPO users, n=3,899 smartphone users, n=24,190 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

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