

# Survey to understand the most wanted Chinese apps that were banned recently

AUGUST 2020



# About The study



The top 9 apps were chosen for the survey from the recently banned 59 apps



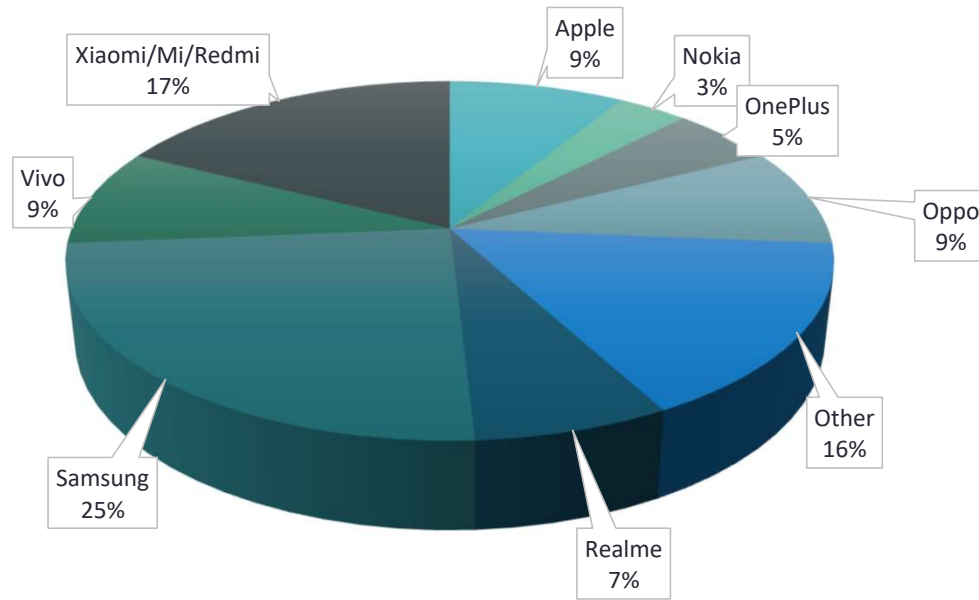
Helo, Tik Tok, Cam Scanner, UC Browser, Shareit, Clash of Kings, YouCam makeup, vault- Hide & Selfie City



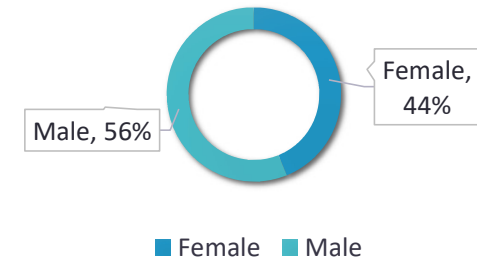
The survey was conducted online. 59 people took up the survey

# Profile of participants

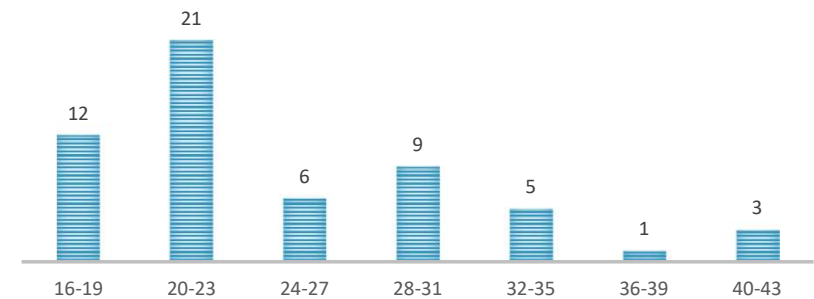
### Mobile Brand of participants



### Gender

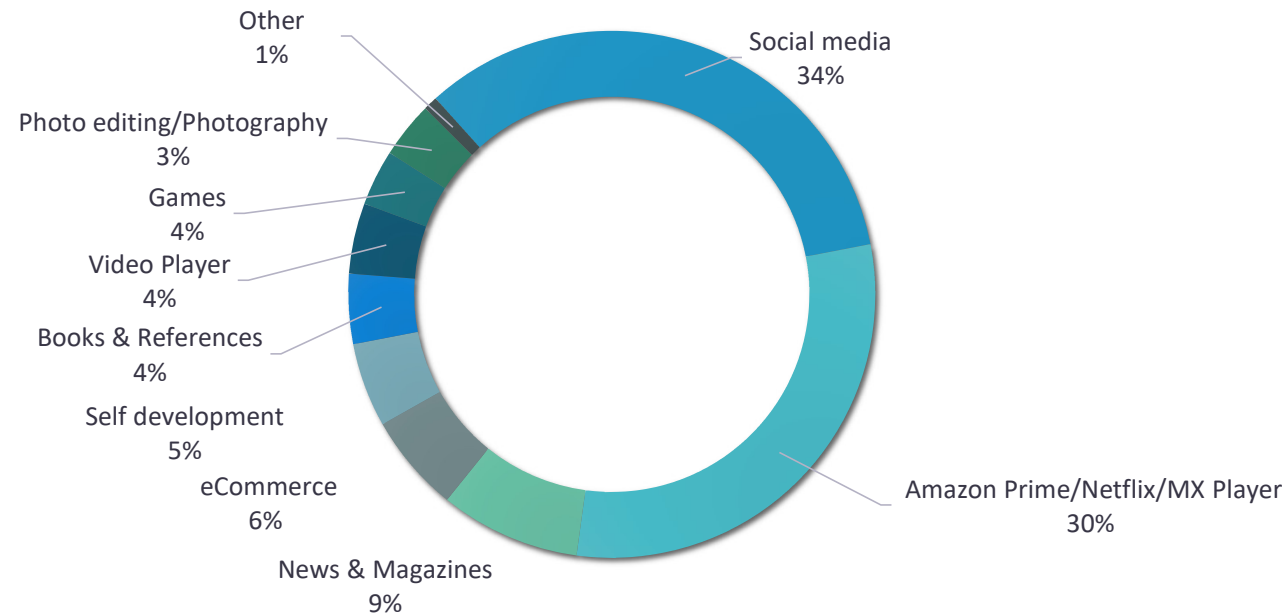


### AGE GROUP (NOS)



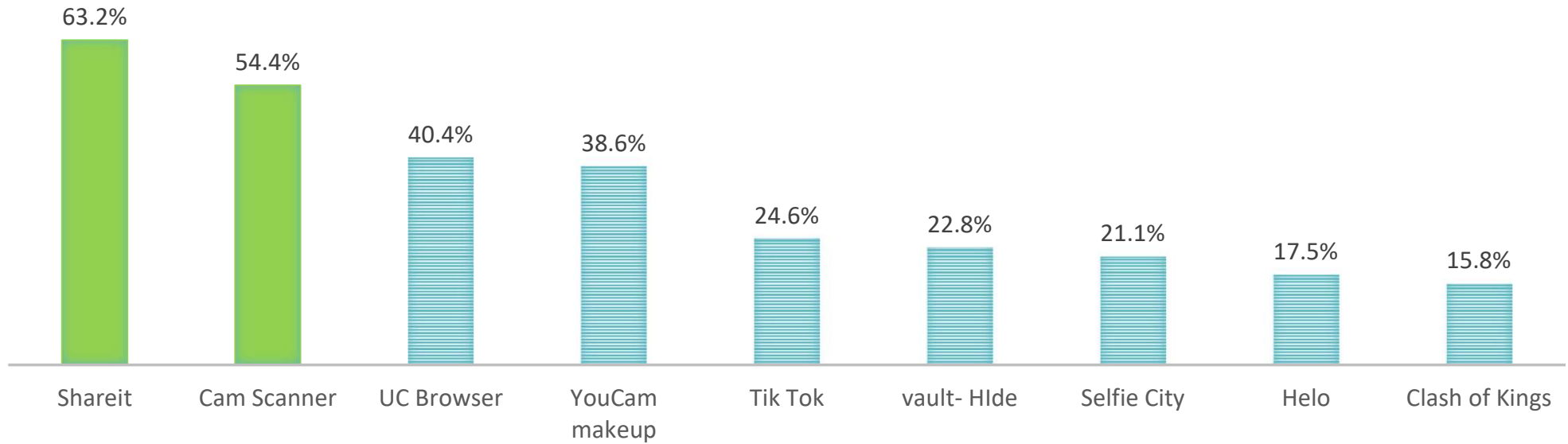
58% of the participants are between 16 to 23 age group

## Category of app in which people spend more time



People spend more time in Social Media (34%) & OTT Platform (30%)

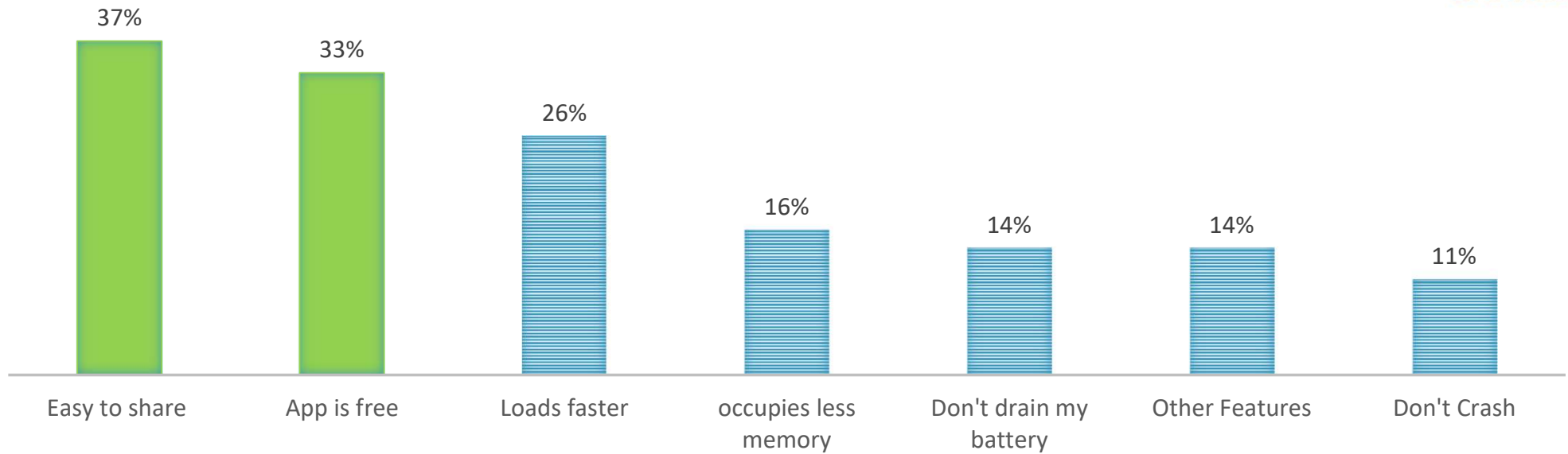
## MOST USED APP



Shareit (63%) is the most used app



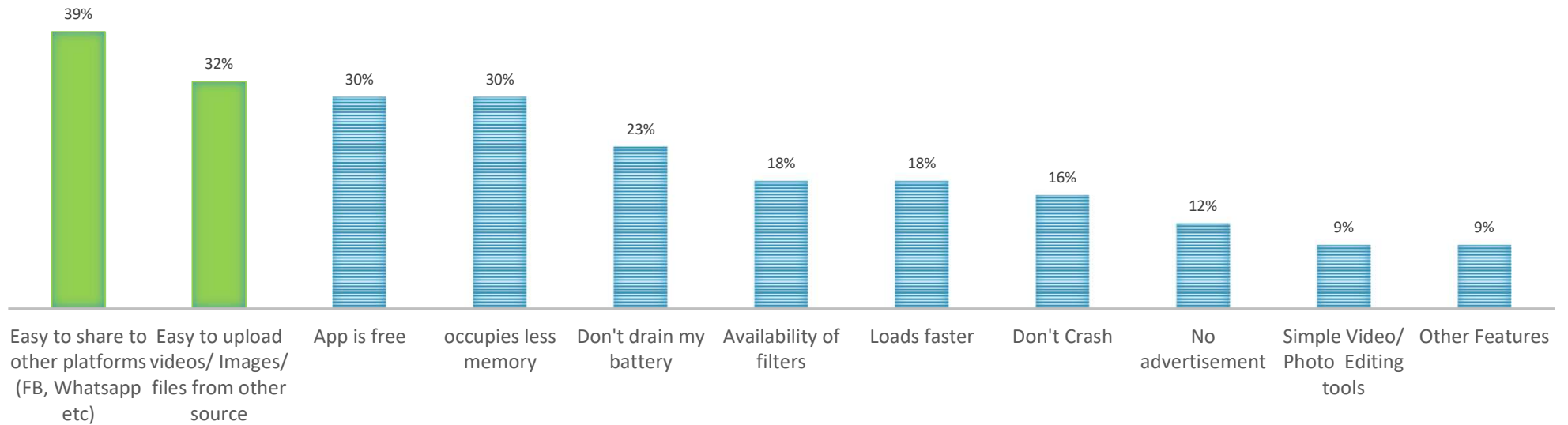
## TOP FEATURES OF SHAREIT



'Easy to share' (37%) is the top features of Shareit



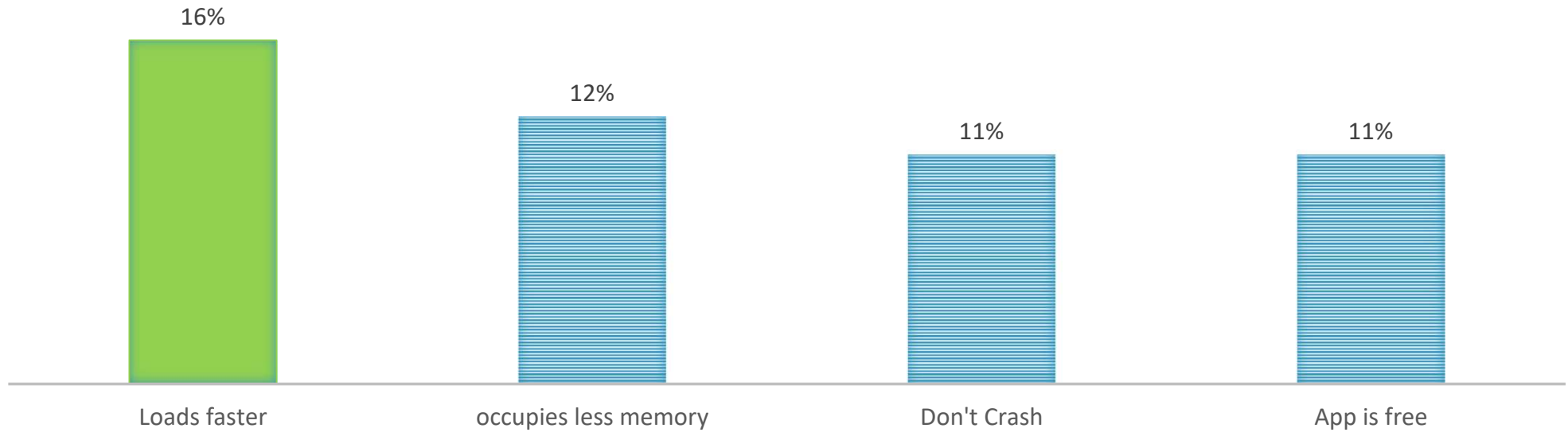
## TOP FEATURES OF INTEREST IN CAMSCANNER



Easy to share (39%) is the top features of CamScanner



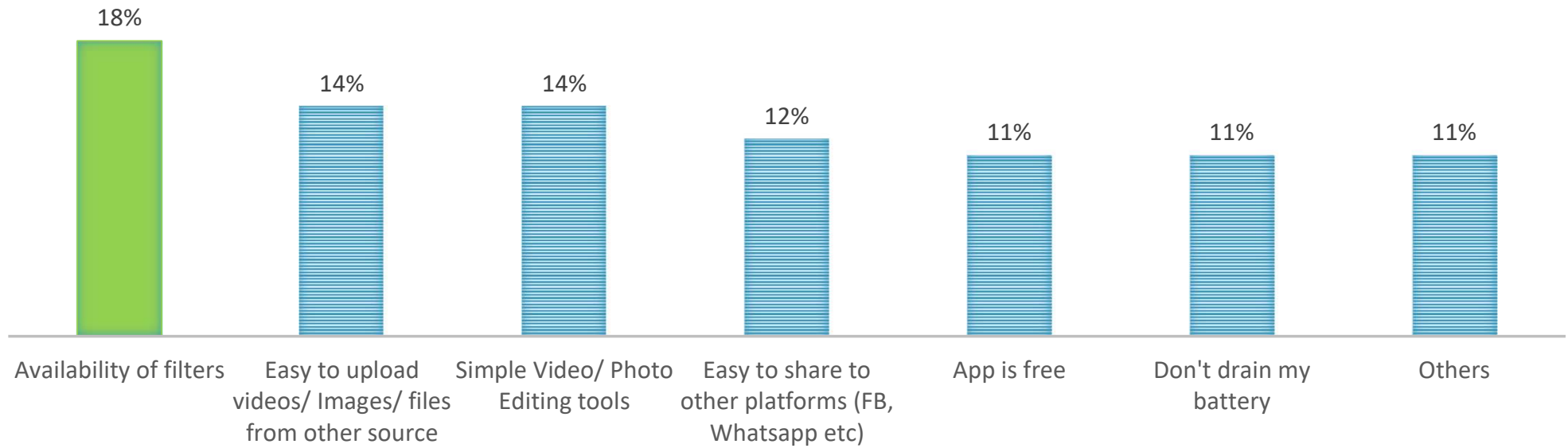
## TOP FEATURES OF UC BROWSER



Faster page loading is the top feature of UC Browser

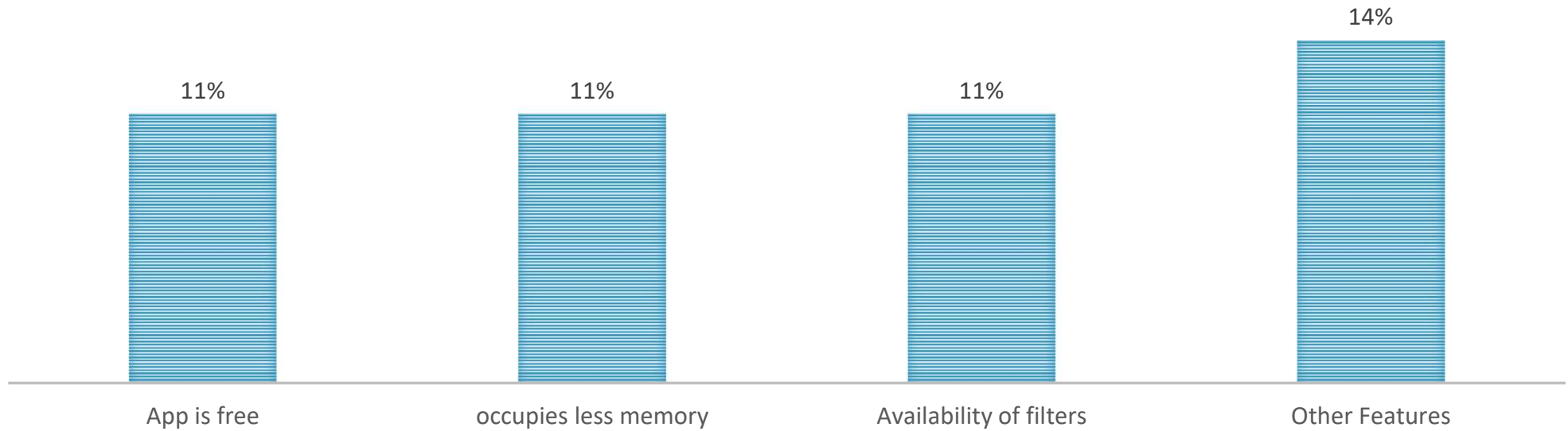


## TOP FEATURES OF YOUCAM MAKEUP



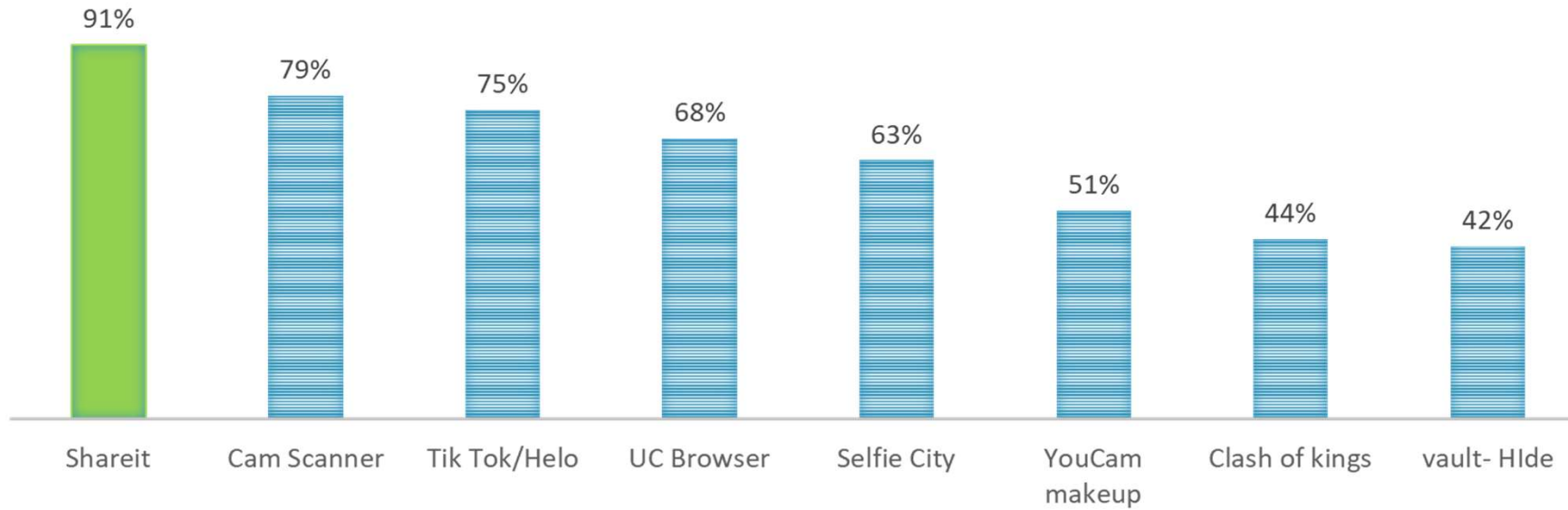
Availability of filters is the top feature of YOUCAM MAKEUP

## TOP FEATURES OF TIKTOK



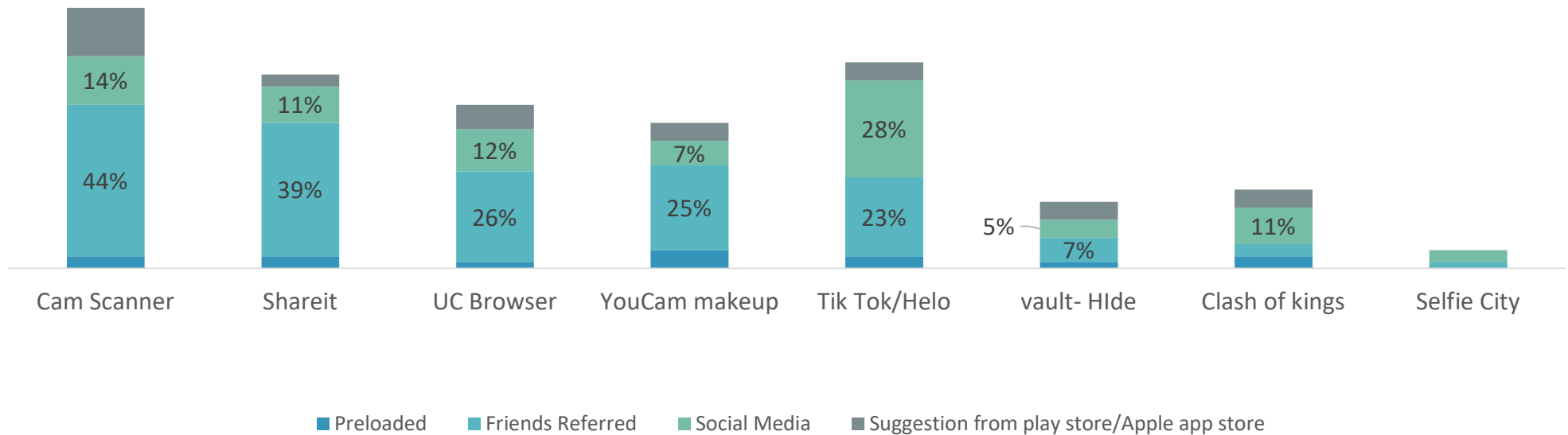
App is free, occupies less memory & availability of filters are top features of TikTok

## AWARENESS ABOUT THE APP



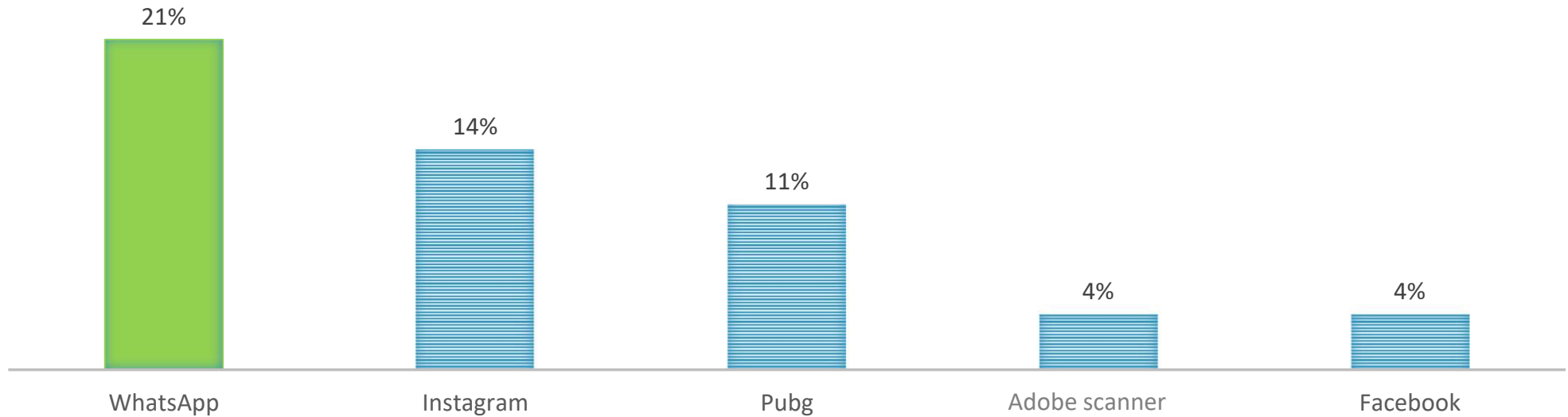
91% of the respondent are aware of Shareit app

## How did they know about the APP



Friends referral & Social Media by which people know about the app

### “TOP OF THE MIND RECALL” APP



WhatsApp is the most popular “top of the mind recall” for the Participants