

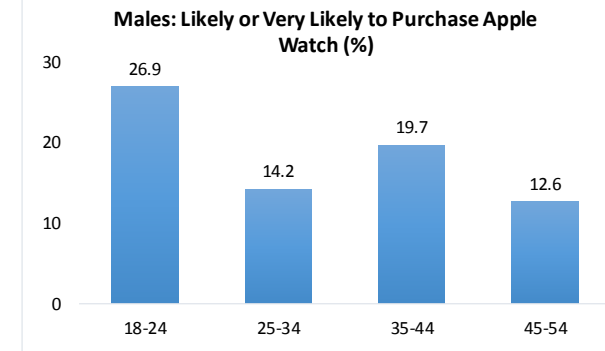
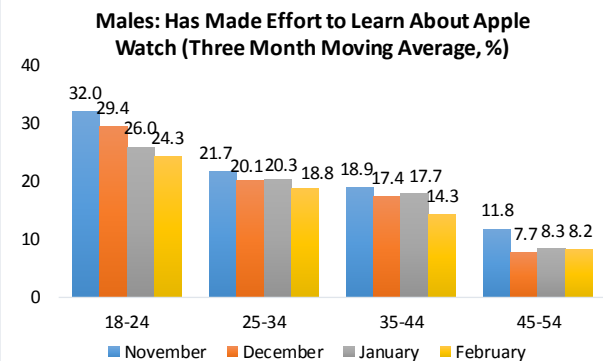
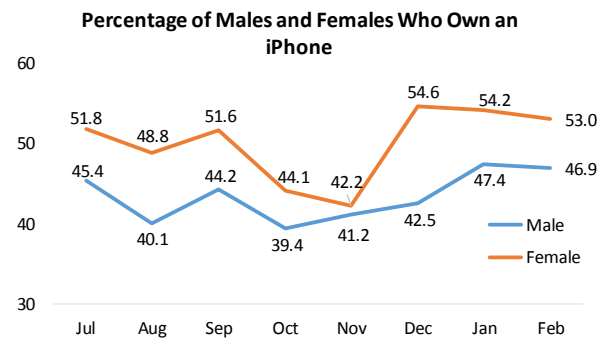
In addition to our monthly **Consumer Pulse Report**, we send clients weekly updates after digging deeper into the data. The progression below will show you that A) a higher percentage of women own an iPhone compared to men, B) Women are less interested in the Apple Watch compared to men, but interest has declined across the board, and C) Women who have learned about the Apple Watch are less likely to purchase it than men who have learned about it. This is especially true of 18-24 year-old women, who registered the highest percentage of iPhone owners.

Our take is that Apple really needs to wow consumers when they release the watch – otherwise, their waning interest (especially among key groups) should temper expectations.

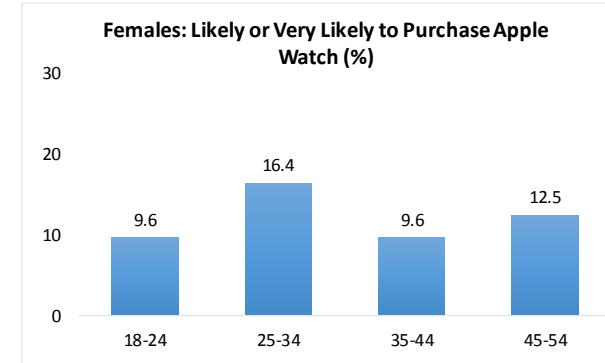
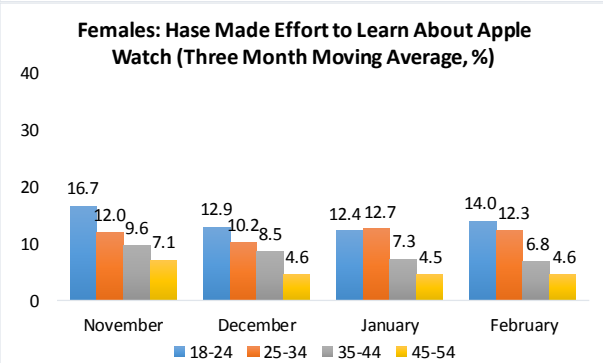
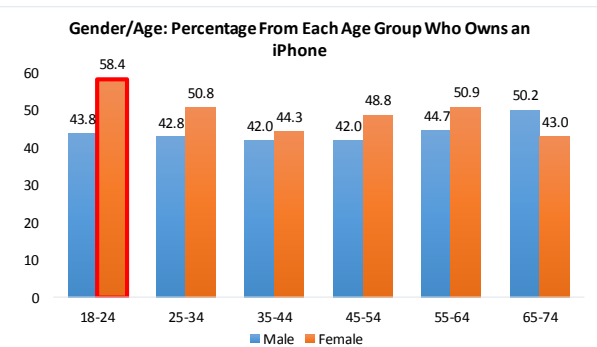
A higher percentage of women own the iPhone compared to men. Females 18-24 represent the highest percentage.

Interest has declined across the board, but was notably lower for women to begin with.

Women are noticeably less likely to purchase the Apple Watch, particularly those from the important 18-24 years-old group.

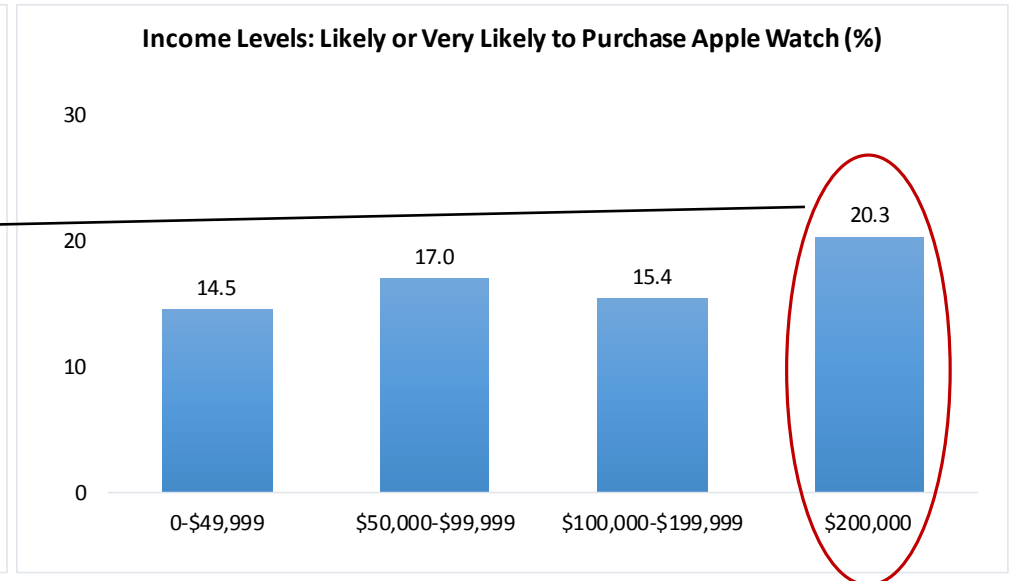
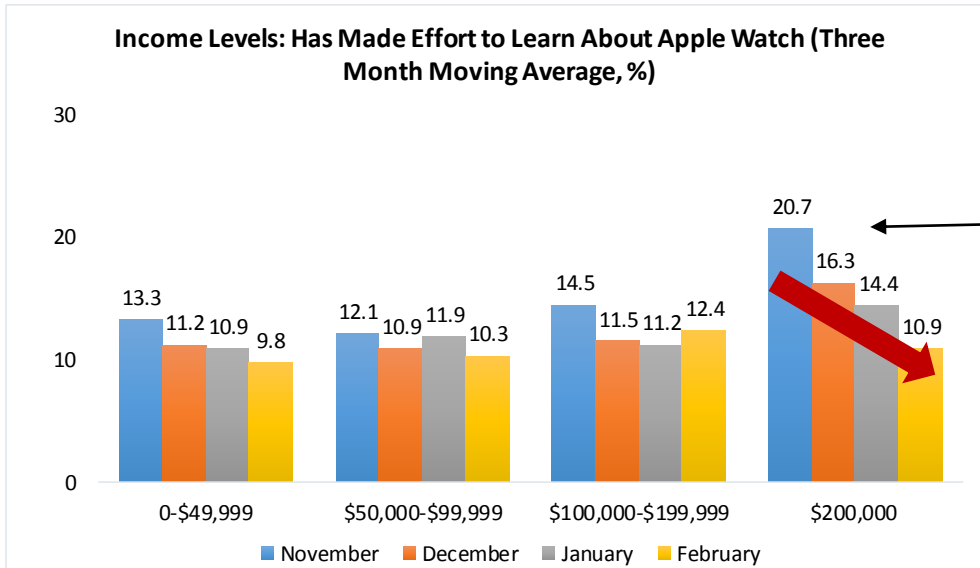


*For example, 26.9% of 18-24 year-old males who have made an effort to learn about the Apple Watch are likely or very likely to purchase it.



The chart below and to the left tracks the percentage of respondents who have made an effort to learn about the Apple Watch, broken down by income level. The chart on the right illustrates the percentage who are likely or very likely to purchase the Apple Watch among those who have made an effort to learn about it.

Critically, the percentage of respondents with household incomes above \$200,000 who have made an effort to learn about the Apple Watch has declined sharply. While interest could certainly jump back up once the watch is released, this is a trend worth watching.



*For example, 20.3% of respondents with household incomes above \$200,00 who have made an effort to learn about the Apple Watch are likely or very likely to purchase it.