

KEY TAKEAWAYS:

EARLY INTEREST IN 5G
PROMISING; IPHONE OWNERS
ARE MORE INTERESTED THAN
ANDROID OWNERS.

INTEREST IN NEW AND
UPCOMING APPLE SERVICES
REMAINS TEPID (APPLE NEWS
PREMIUM, APPLE VIDEO,
APPLE ARCADE).

RECENT
SMARTPHONE/IPHONE
PURCHASE ENGAGEMENT
REMAINS OFF HISTORICAL
READOMGS AND FLAT TO
SLIGHTLY OFF Y/Y.

SMARTPHONE AND TABLET
MARKET SHARE TRENDS
FAVOR APPLE (SEQUENTIAL
IMPROVEMENT).

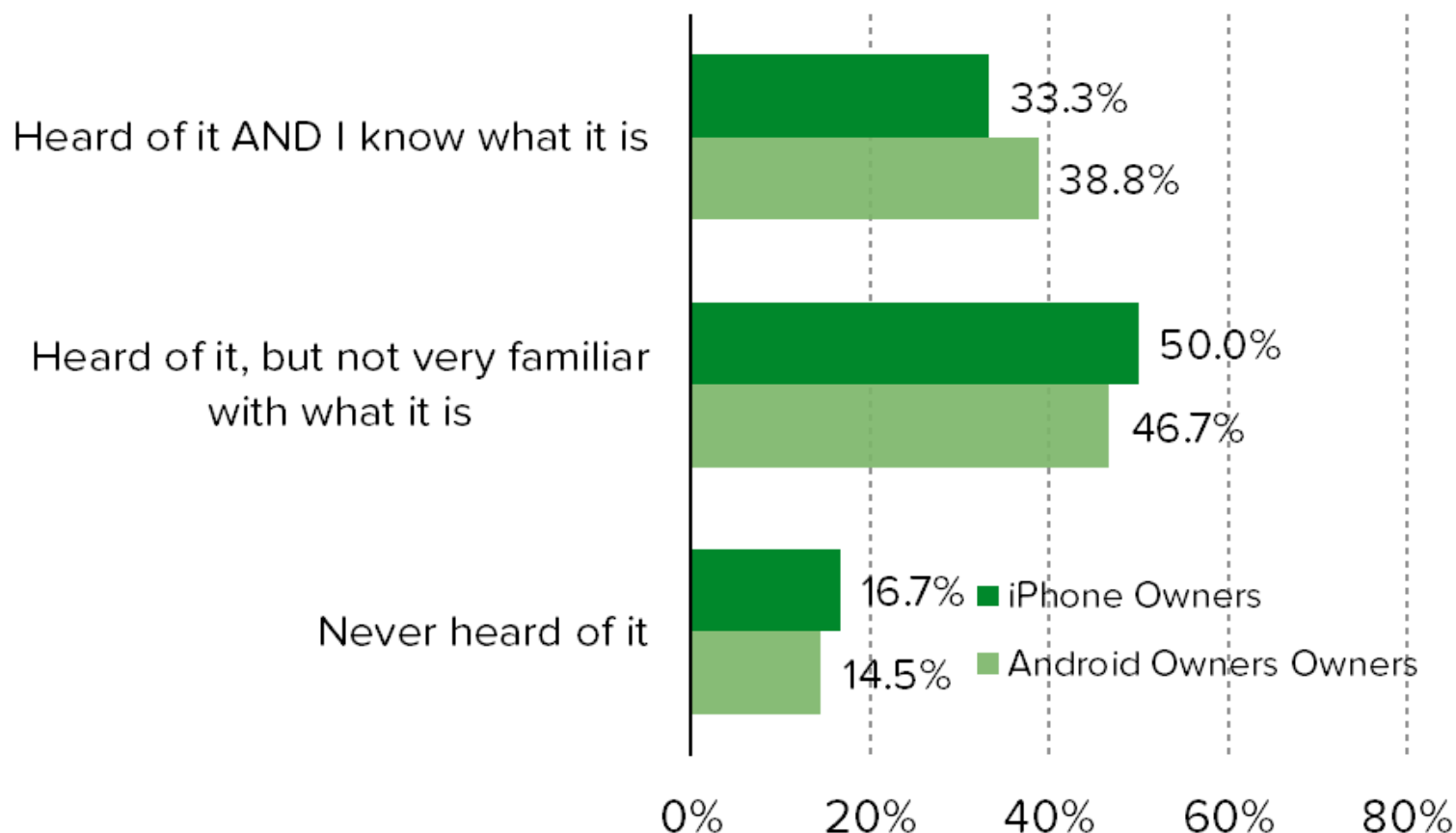
REFRESH CYCLES OF
SMARTPHONES AND TABLETS
REMAIN EXTENDED.

APPLE WATCH OWNERSHIP
TICKED UP JUST A TOUCH
Y/Y (IN PRIOR Y/Y SPLIT
INCREASE WAS GREATER).

SCOPING 5G

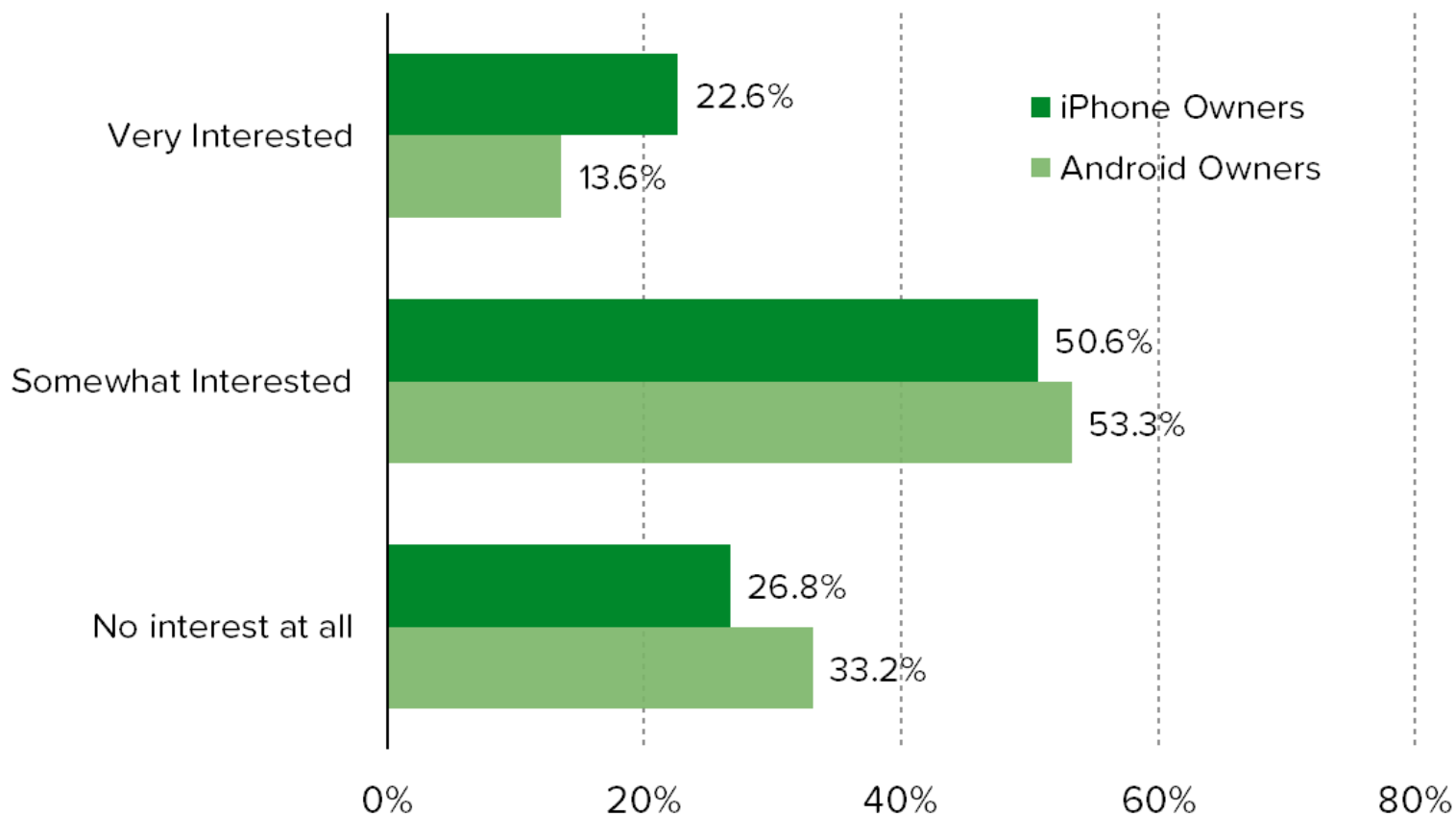
ARE YOU FAMILIAR WITH WHAT 5G WIRELESS TECHNOLOGY IS?

This question was posed to smartphone owners.



HOW MUCH INTEREST DO YOU HAVE IN GETTING ACCESS TO 5G WIRELESS TECHNOLOGY?

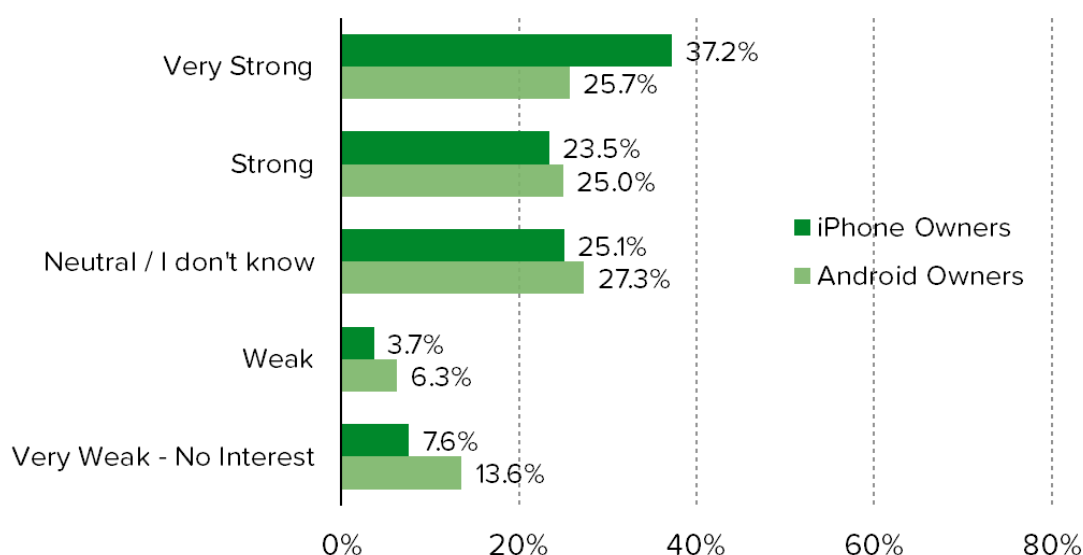
This question was posed to smartphone owners.



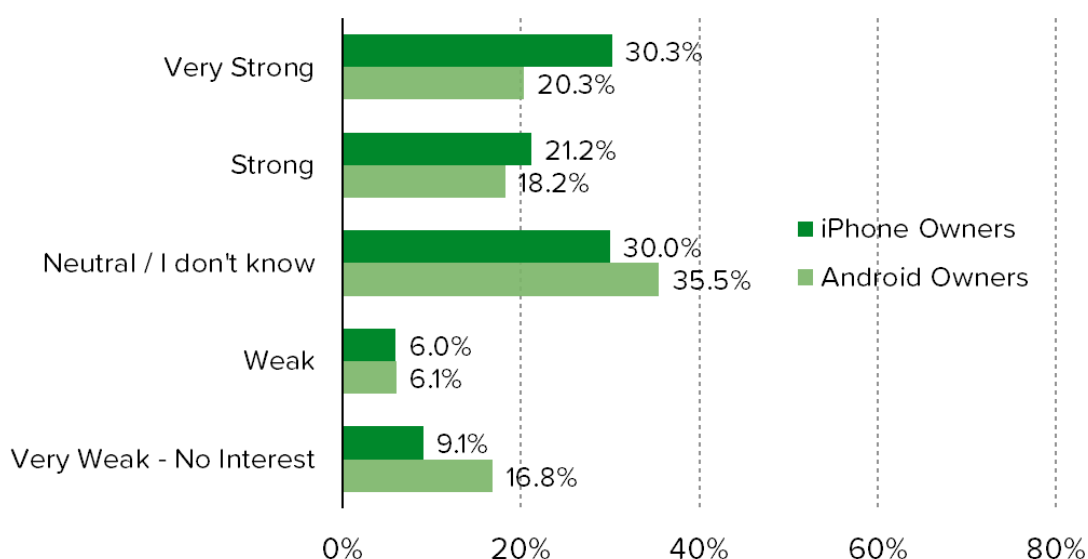
HOW MUCH INTEREST DO YOU HAVE IN GETTING ACCESS TO 5G WIRELESS TECHNOLOGY?

This question was posed to smartphone owners.

ON THEIR SMARTPHONE



IN THEIR HOME AS A REPLACEMENT FOR BROADBAND / WIFI

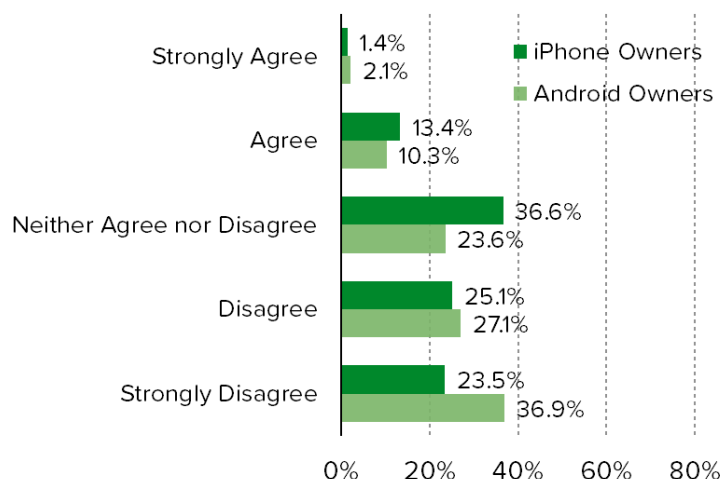


For these questions we explained that 5G Wireless Networks will have faster connections, with lower latency, that will eventually make it feel like being connected to a very fast Wi-Fi connection everywhere the go.

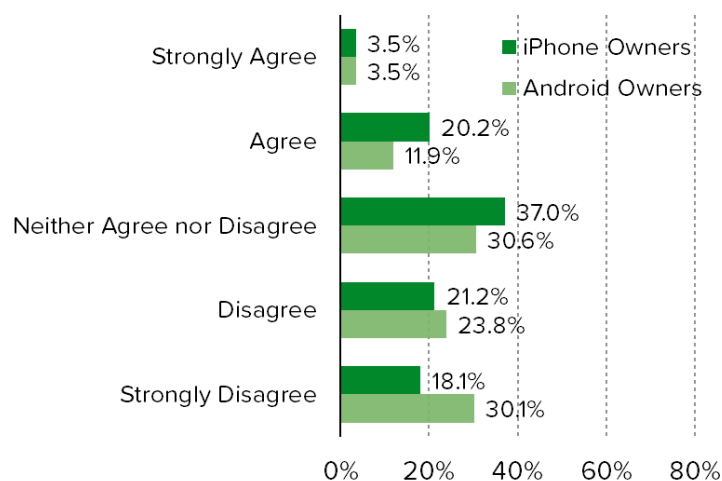
HOW MUCH DO YOU AGREE WITH THE FOLLOWING STATEMENTS:

This question was posed to smartphone owners.

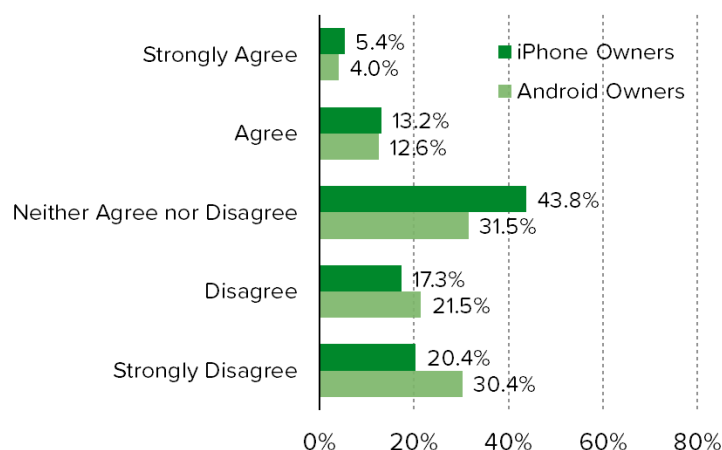
“I WOULD PAY MORE PER MONTH THAN I AM NOW FOR WIRELESS SERVICE WITH 5G TECHNOLOGY”



“I WOULD PAY A HIGHER PRICE FOR A PHONE THAT IS 5G READY COMPARED TO THE SAME BRAND THAT IS 4G/LTE READY”



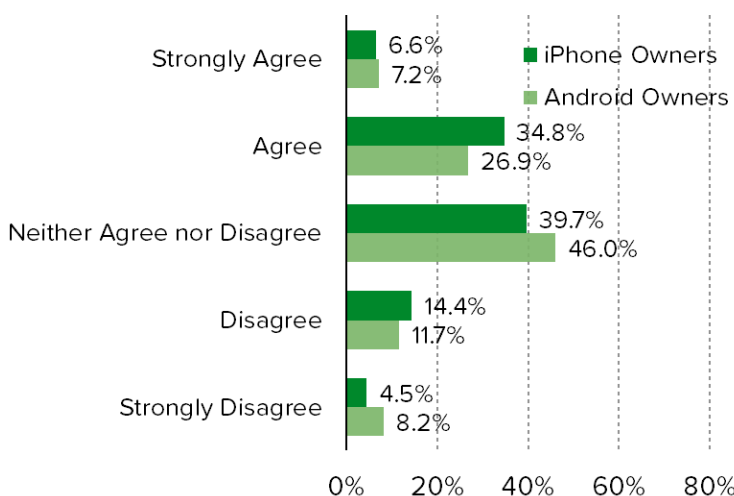
“I AM WAITING TO BUY A NEW SMARTPHONE UNTIL 5G PHONES AND SERVICE ARE AVAILABLE”



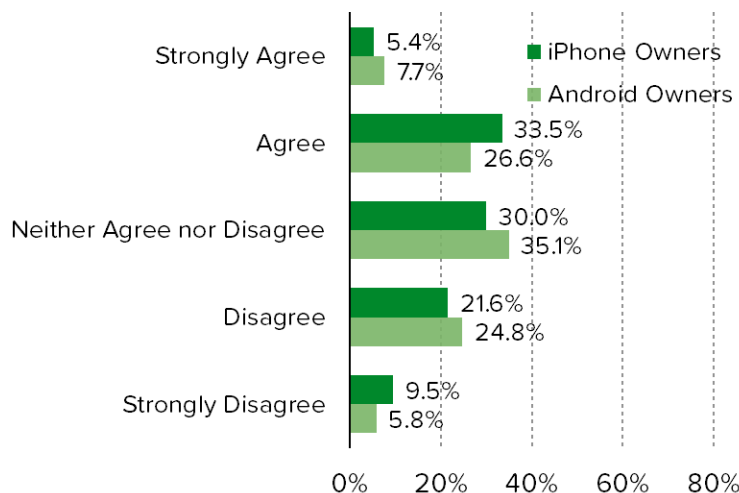
PLEASE RATE HOW MUCH YOU AGREE WITH THE FOLLOWING STATEMENTS:

This question was posed to smartphone owners.

“5G WOULD BE AN INNOVATION IN SMARTPHONES THAT WOULD MAKE IT VERY DIFFERENT FROM EXISTING MODELS”



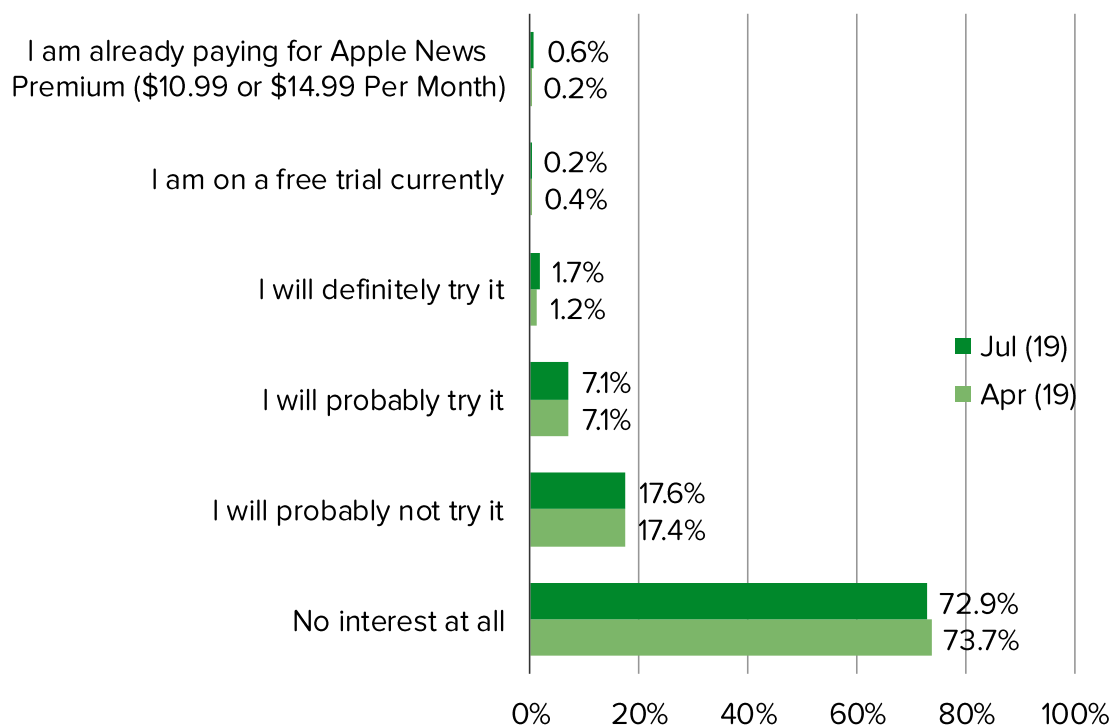
“THERE HAS NOT BEEN A LOT OF INNOVATION IN SMARTPHONES FOR A LONG TIME”



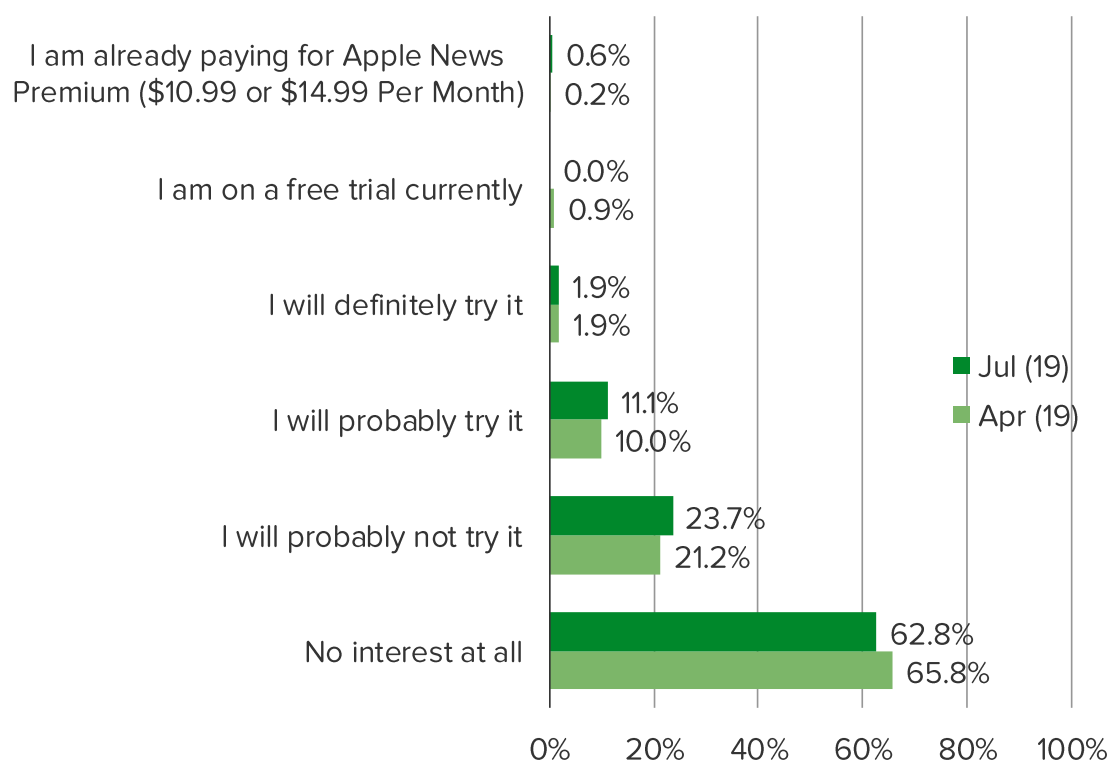
AAPL SERVICES

HOW MUCH INTEREST DO YOU HAVE IN TRYING OUT APPLE'S NEWS PREMIUM (PAID) SERVICE?

This question was posed to all consumers.

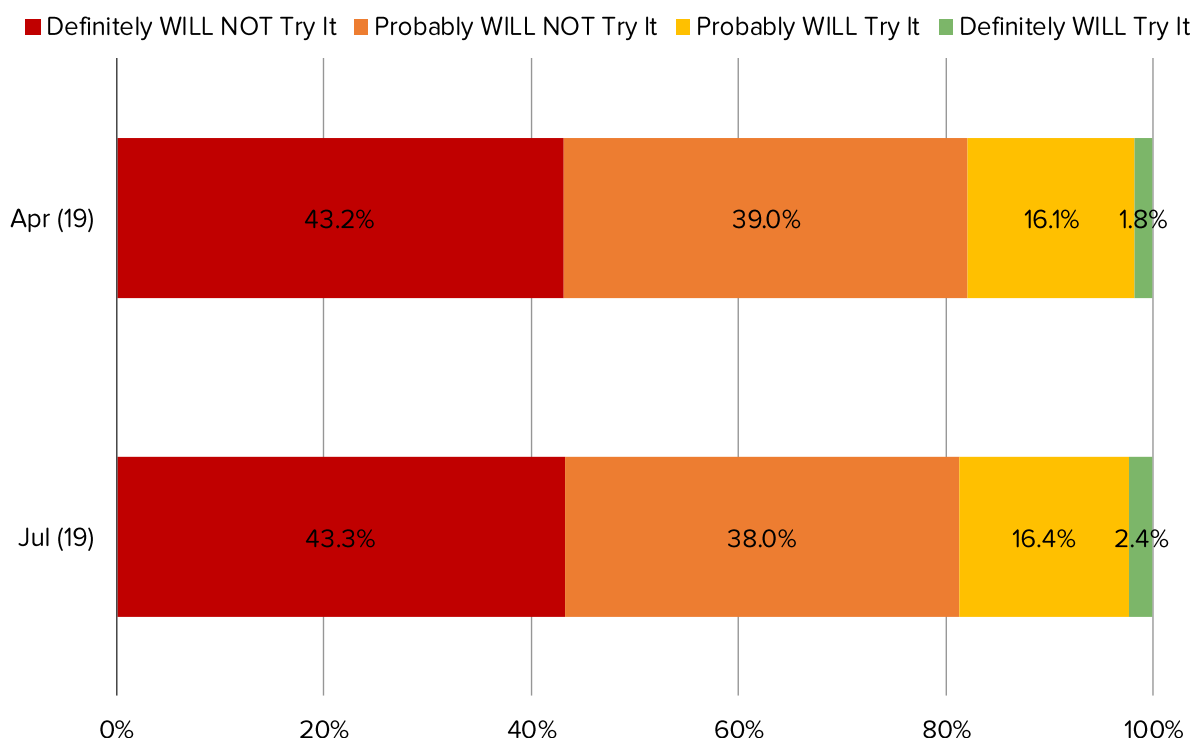


When posed to iPhone owners:

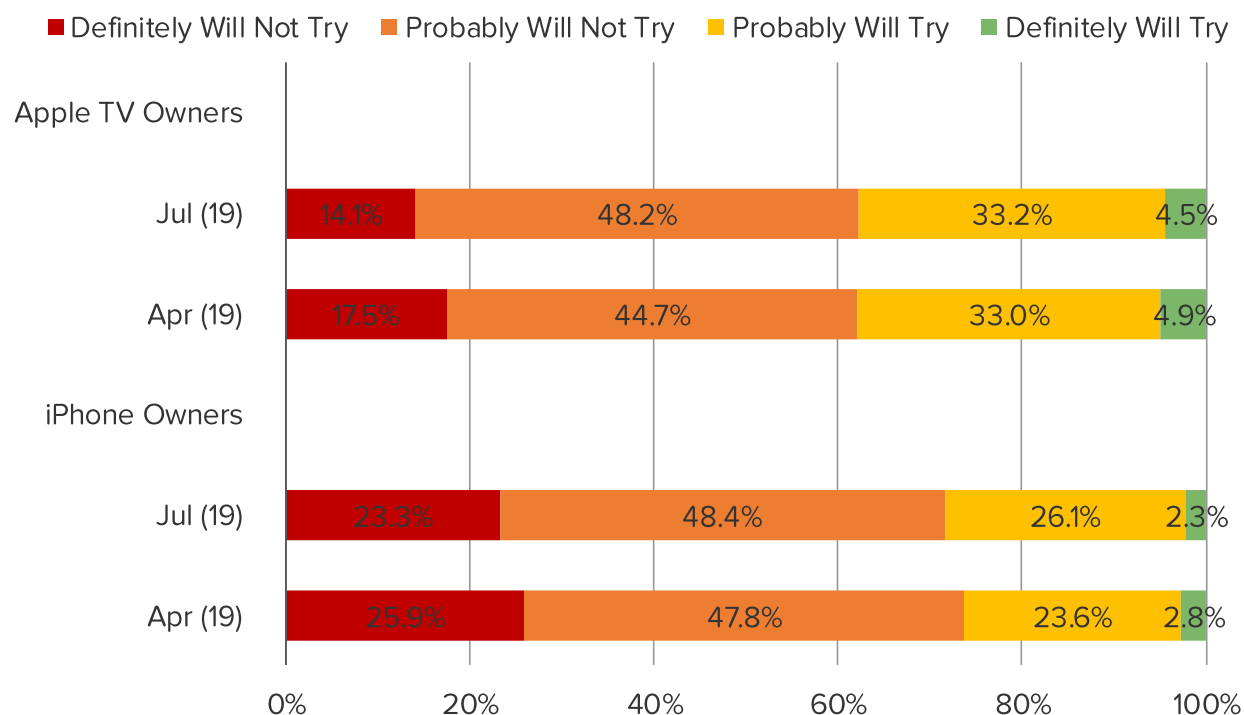


HOW MUCH INTEREST DO YOU HAVE IN TRYING OUT APPLE'S UPCOMING STREAMING VIDEO SERVICE (DUE FOR RELEASE LATER THIS YEAR)?

This question was posed to all consumers.

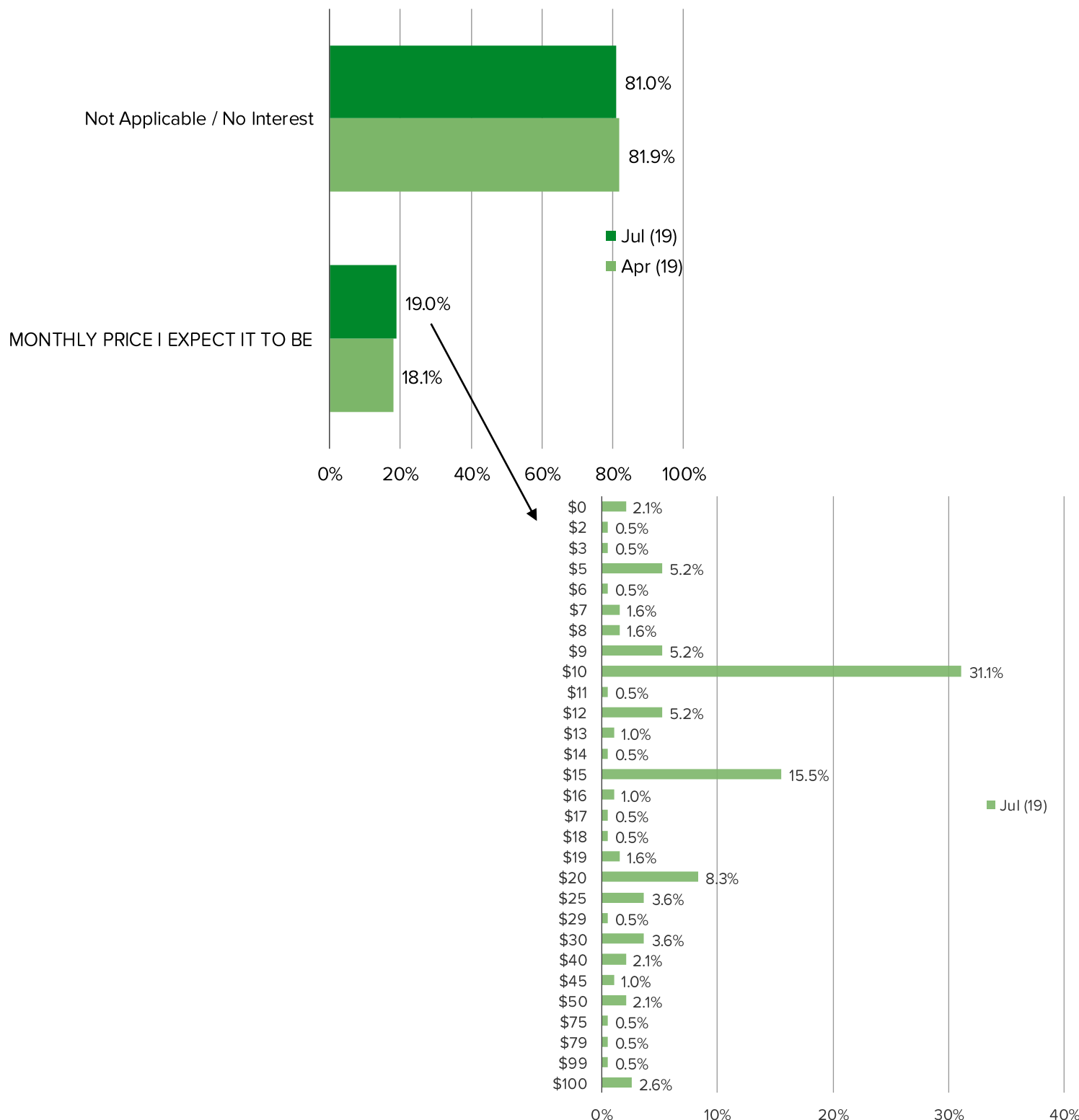


When posed to iPhone and Apple TV (streaming player) owners:



WHAT MONTHLY PRICE POINT DO YOU EXPECT APPLE'S UPCOMING VIDEO STREAMING SERVICE TO BE?

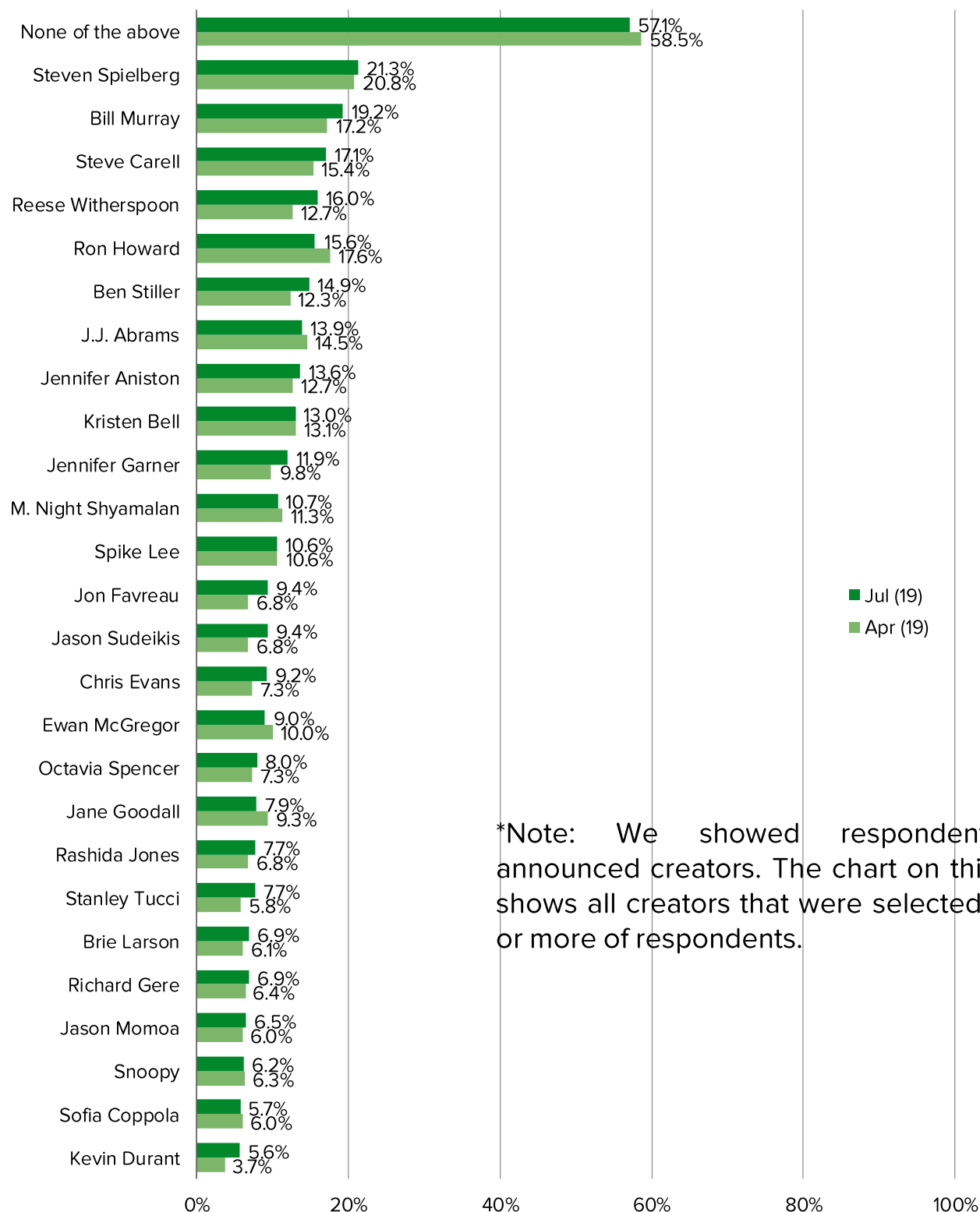
This question was posed to all consumers.



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WOULD YOU BE INTERESTED IN HAVING ACCESS TO STREAMING VIDEO CONTENT CREATED BY ANY OF THE FOLLOWING? (SELECT ALL THAT APPLY)

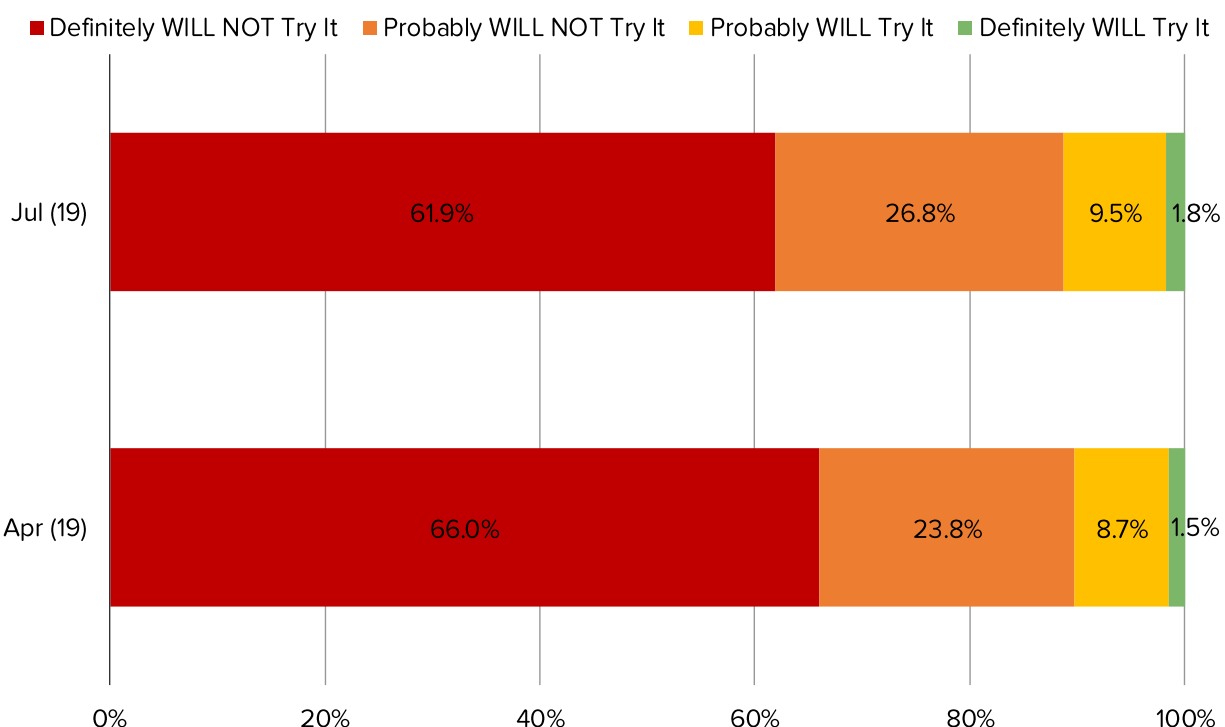
This question was posed to all consumers.



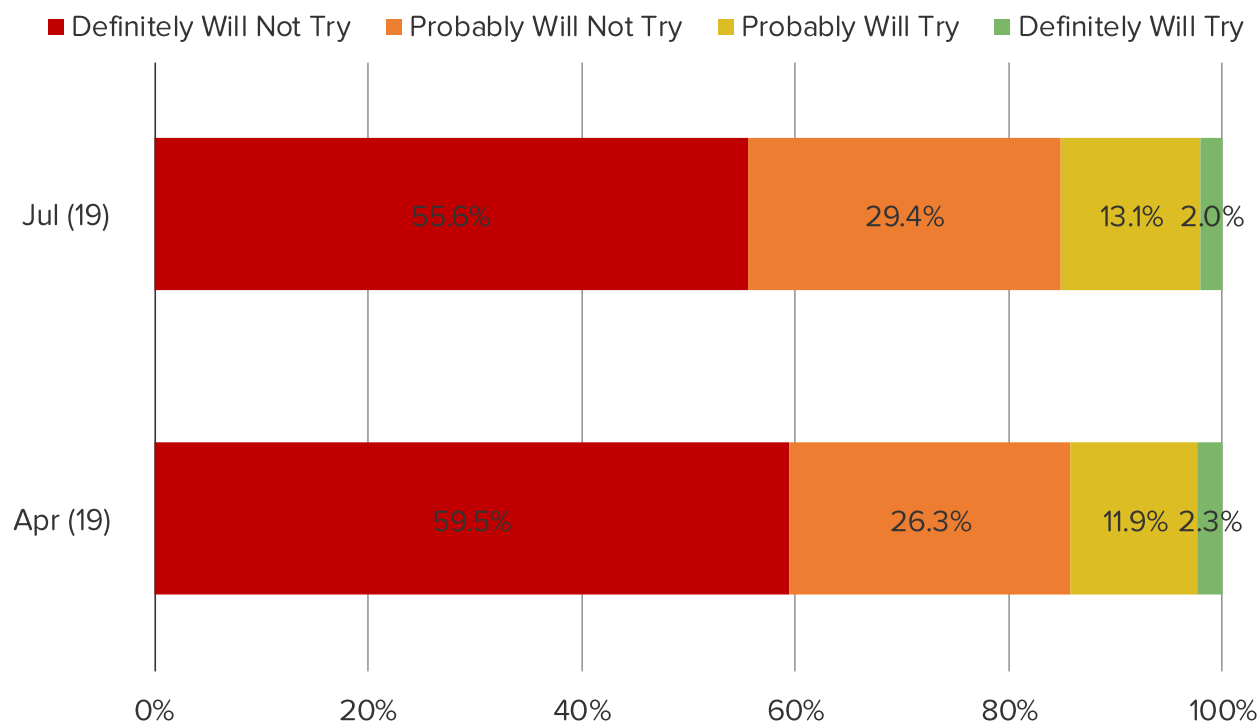
*Note: We showed respondents all announced creators. The chart on this page shows all creators that were selected by 5% or more of respondents.

HOW MUCH INTEREST DO YOU HAVE IN TRYING OUT APPLE'S UPCOMING ARCADE VIDEO GAME SERVICE (DUE FOR RELEASE LATER THIS YEAR)?

This question was posed to all consumers.

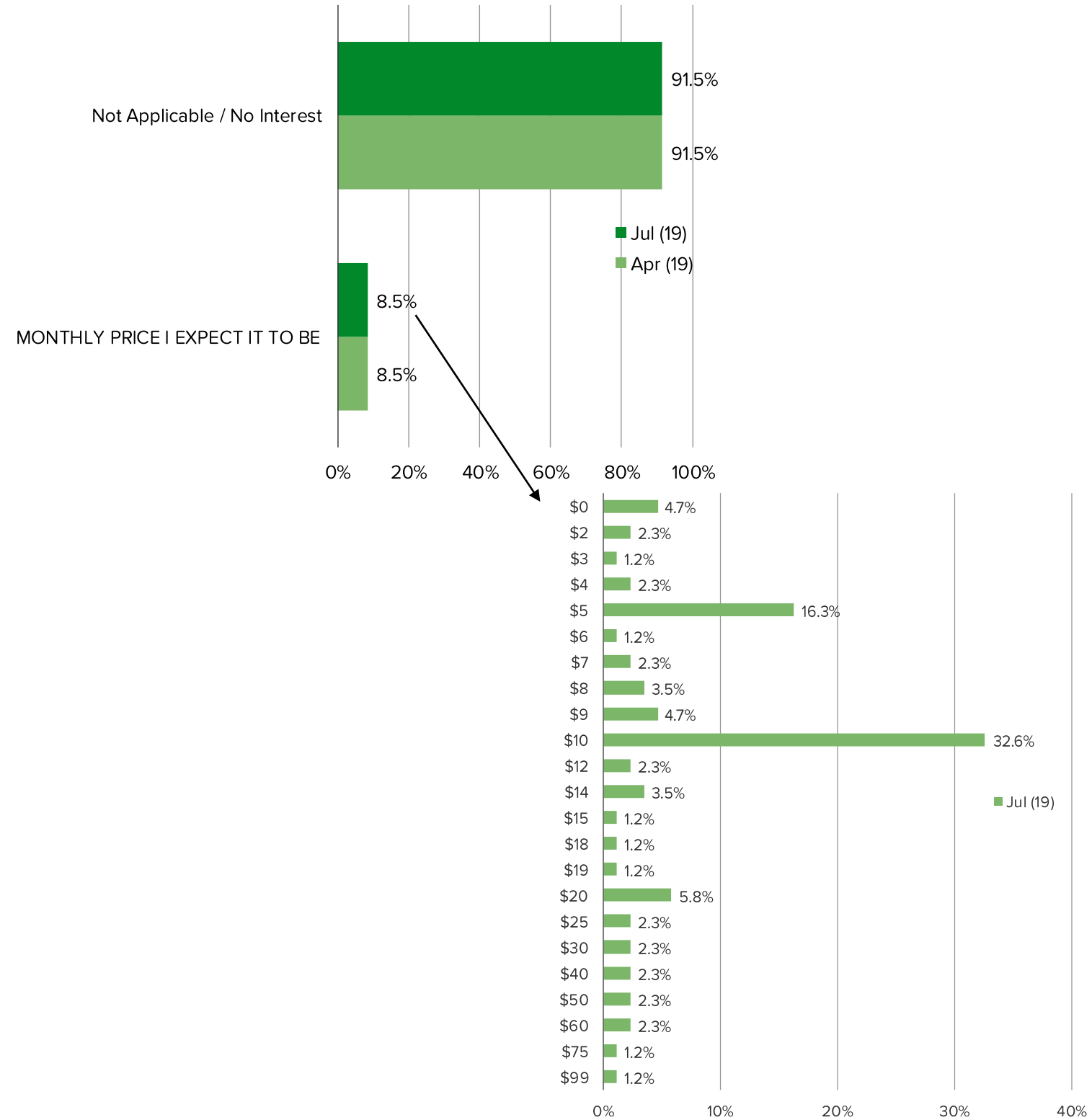


When posed to iPhone owners:



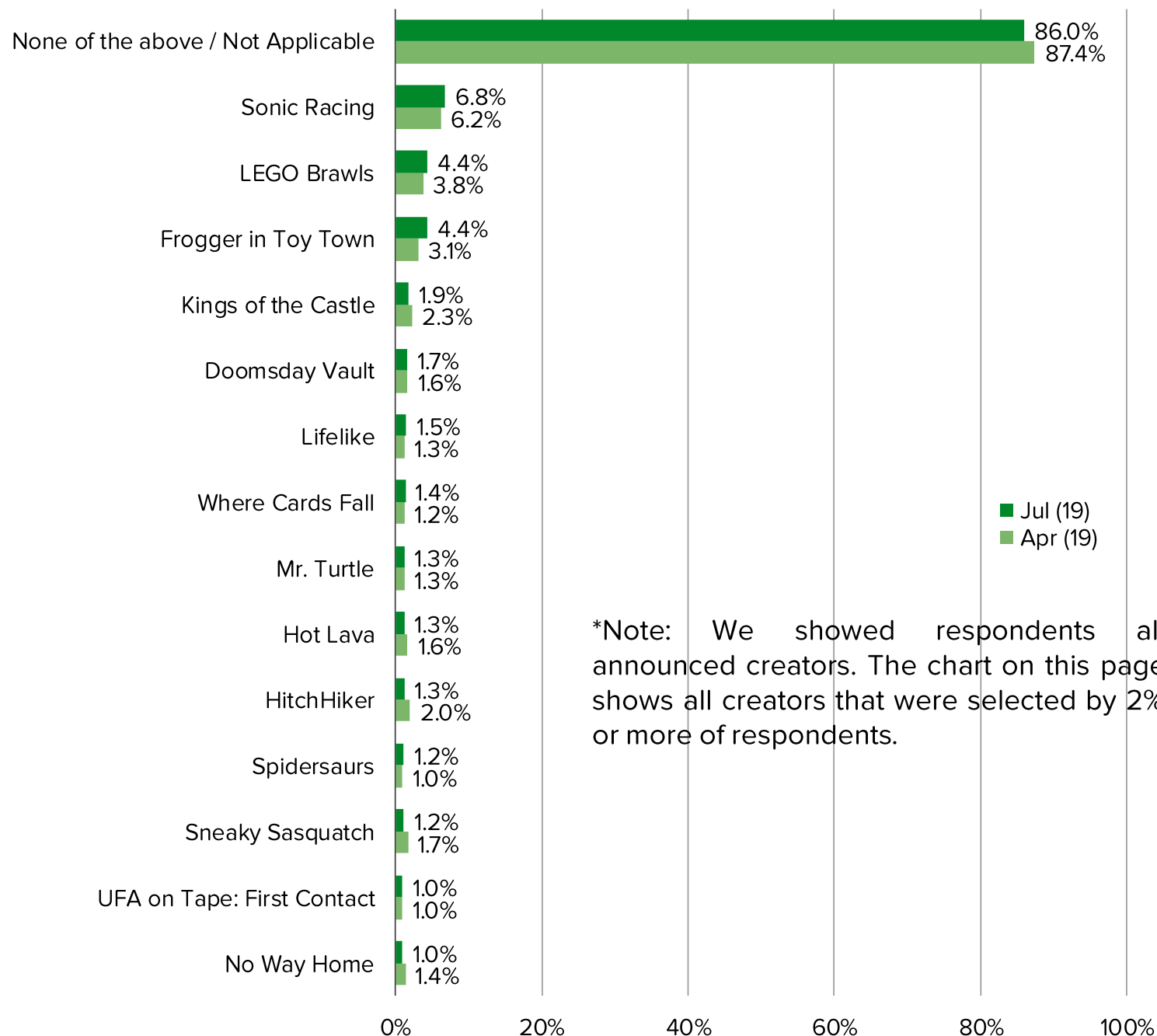
WHAT MONTHLY PRICE POINT DO YOU EXPECT APPLE'S UPCOMING ARCADE VIDEO GAME SERVICE TO BE?

This question was posed to all consumers.



WOULD YOU BE INTERESTED IN PLAYING ANY OF THE FOLLOWING GAMES?

This question was posed to all consumers.

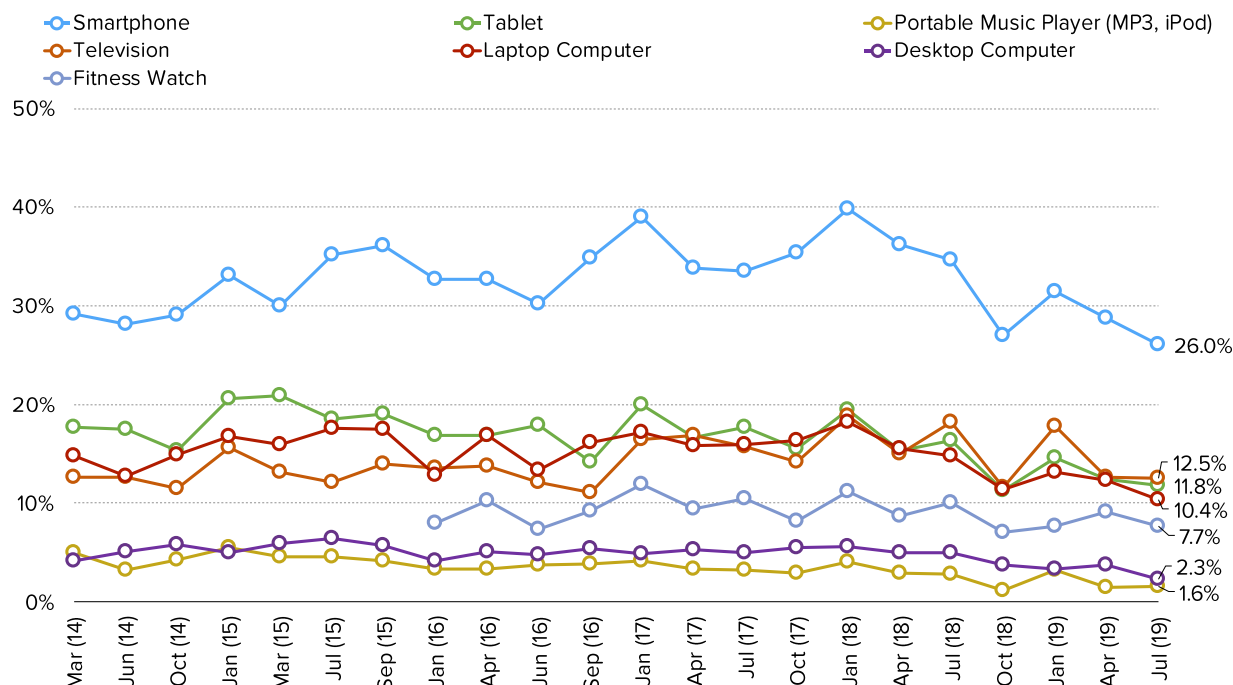


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RECENT AND EXPECTED PURCHASES

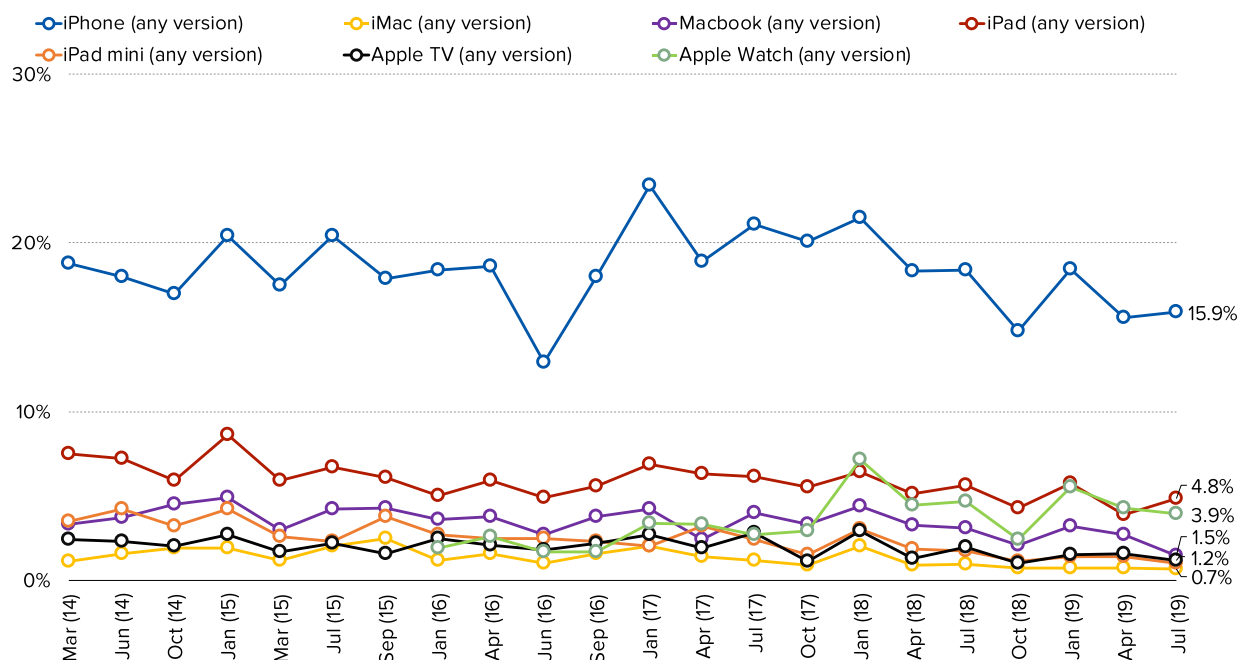
CONSUMER ELECTRONICS PURCHASES - PAST SIX MONTHS

This question was posed to all consumers.



APPLE PRODUCT PURCHASES - PAST SIX MONTHS

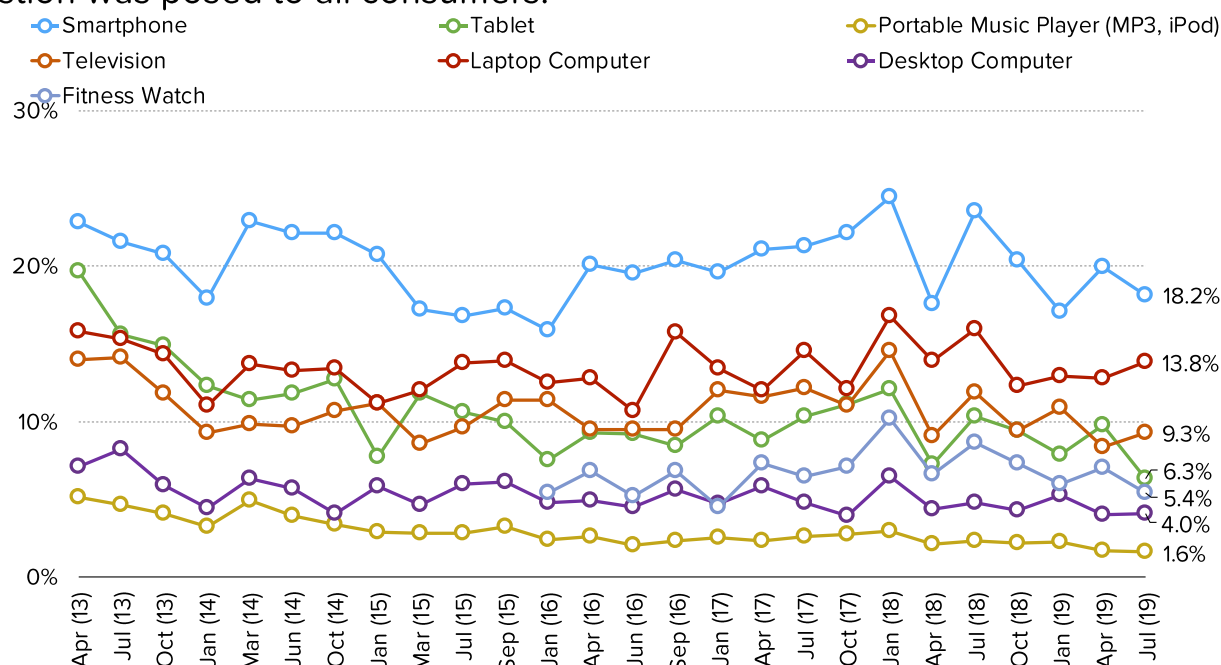
This question was posed to all consumers.



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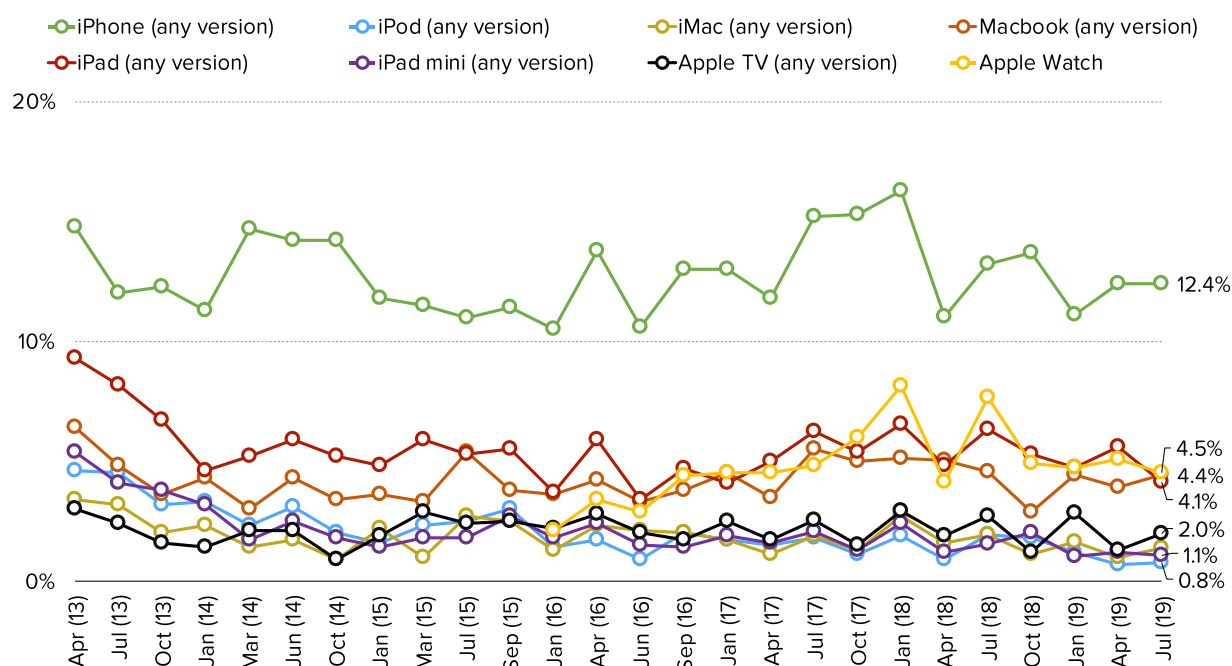
EXPECTED CONSUMER ELECTRONICS PURCHASES - NEXT FEW MONTHS

This question was posed to all consumers.



EXPECTED APPLE PRODUCT PURCHASES - NEXT FEW MONTHS

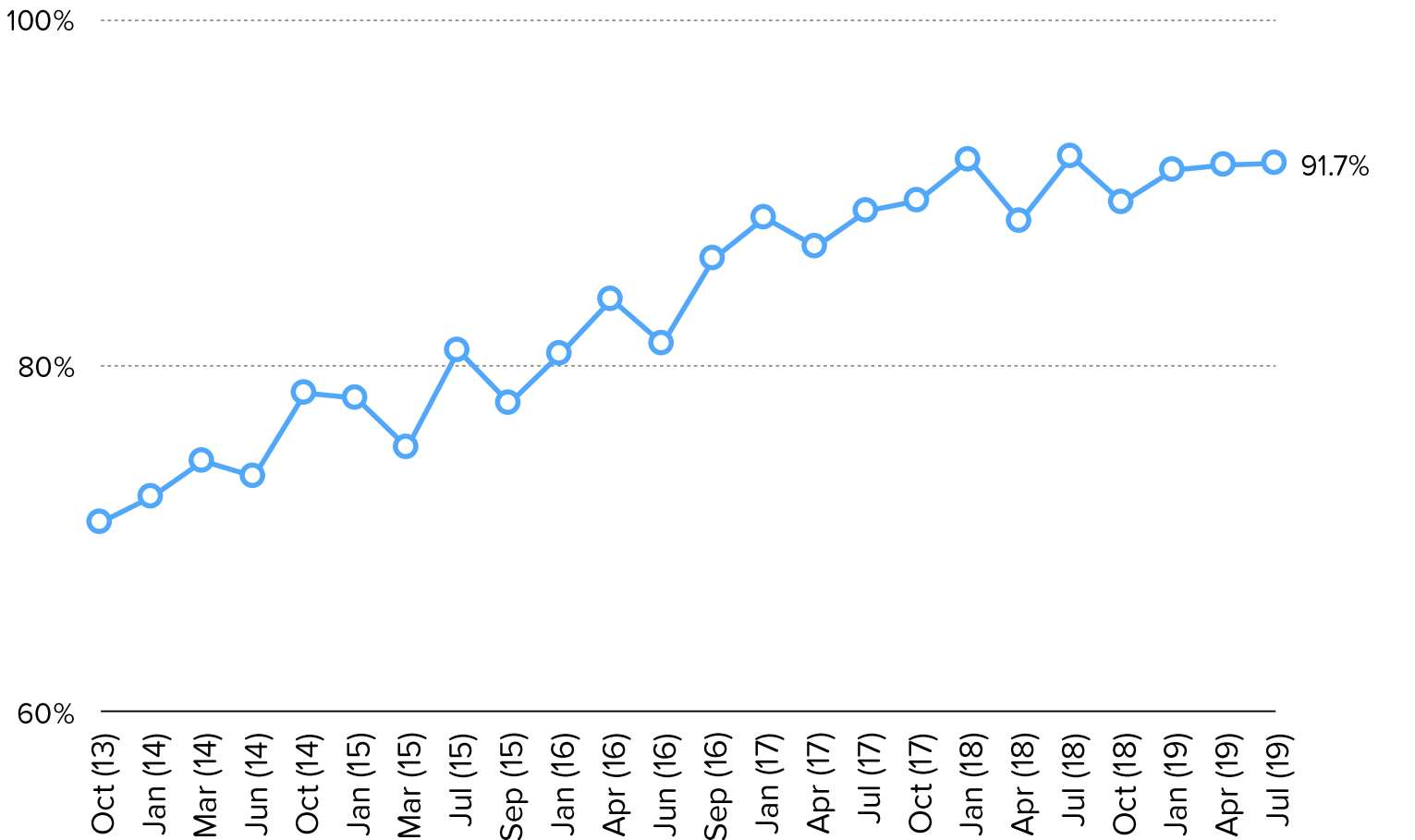
This question was posed to all consumers.



SMARTPHONE MARKET SHARE

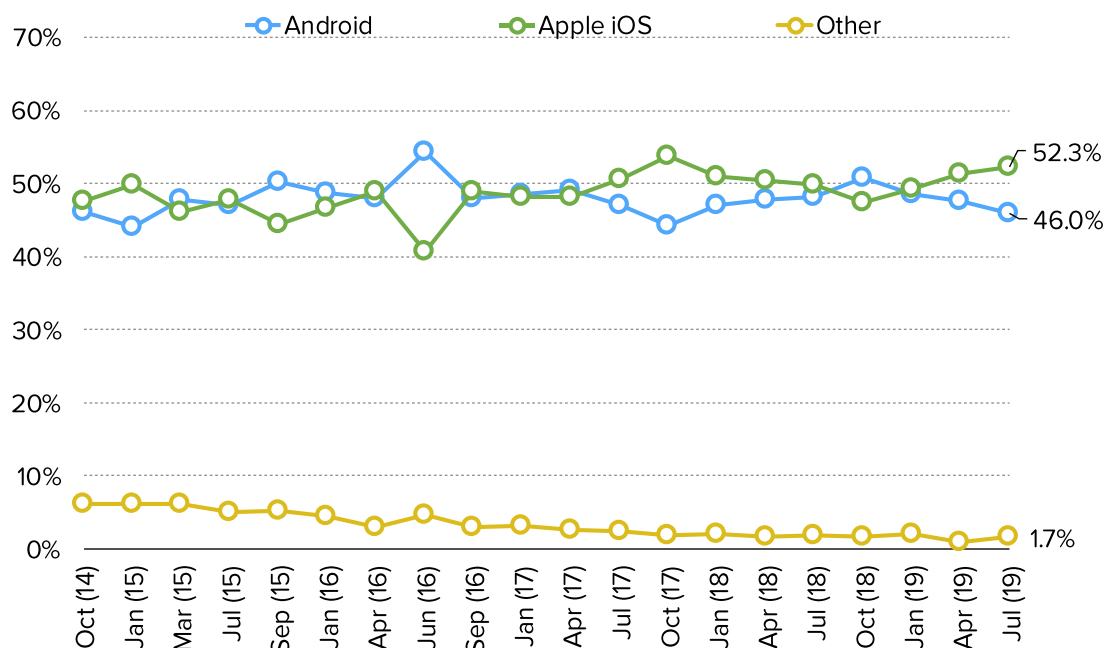
DO YOU OWN A SMARTPHONE?

This question was posed to all consumers.



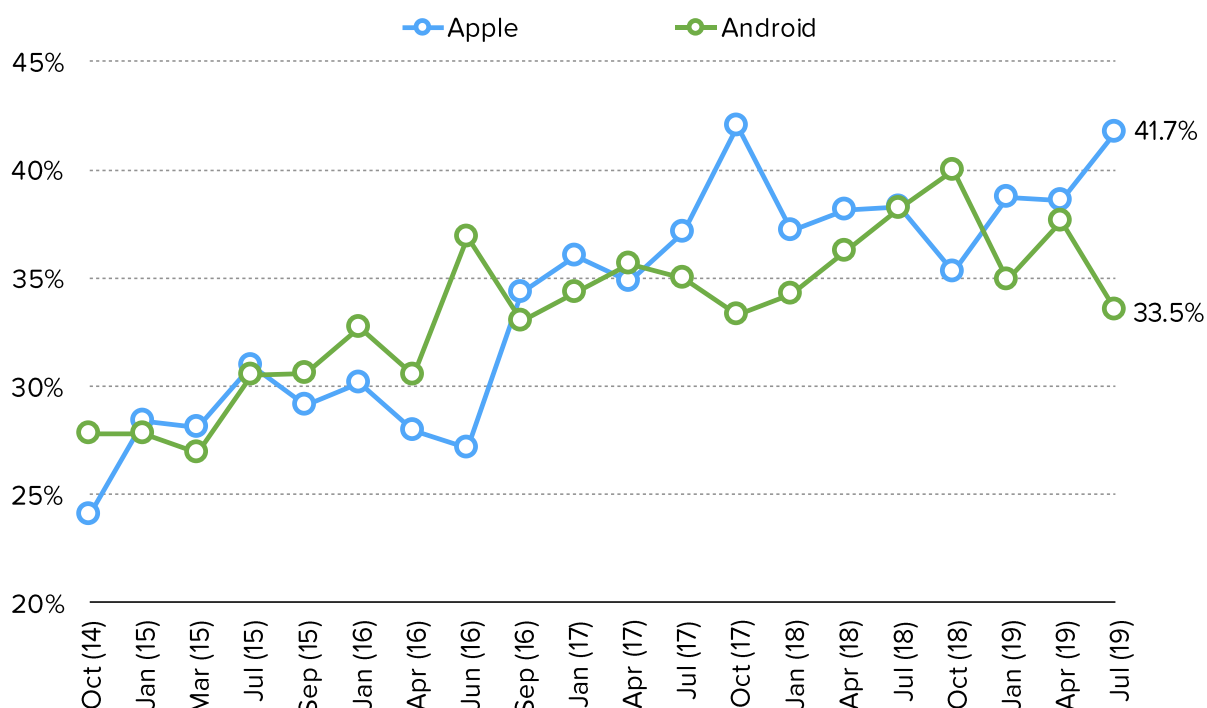
CURRENT OPERATING SYSTEM FOR SMARTPHONE

This question was posed to all consumers.



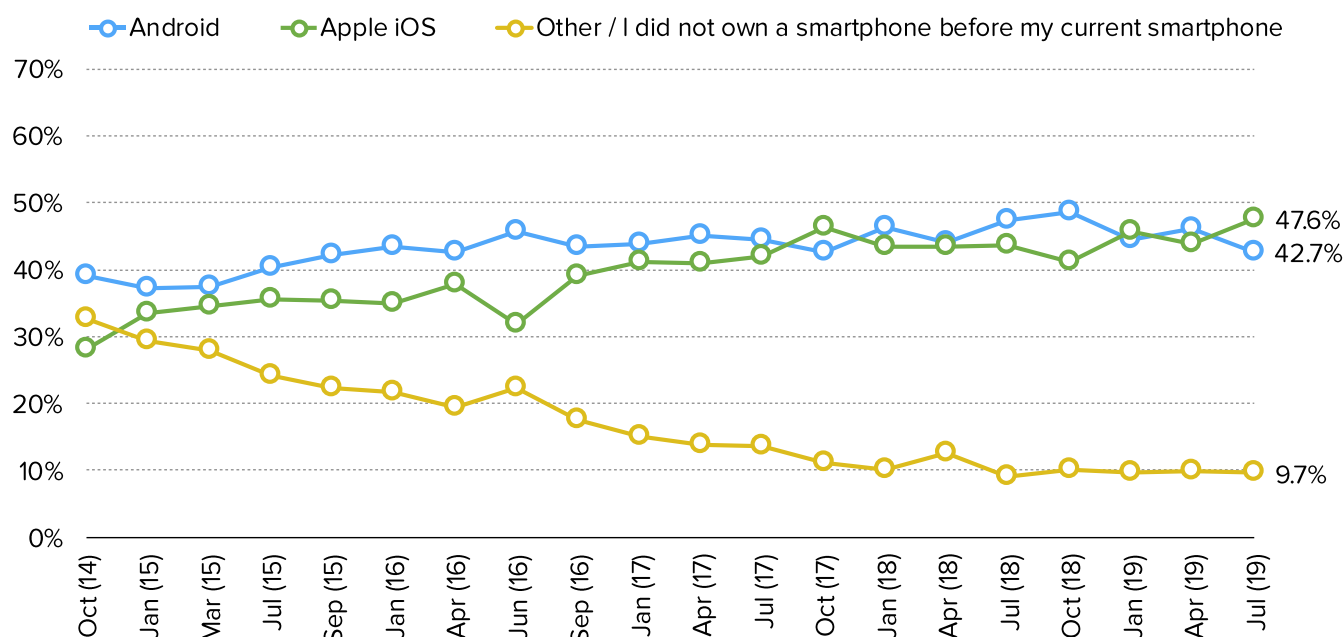
“TRIPLE PLAYS” - PERCENTAGE OF SMARTPHONE OWNERS WHO OWN THE SAME OPERATING SYSTEM FOR LAST PHONE, CURRENT PHONE, AND NEXT PHONE

This question was posed to all consumers.



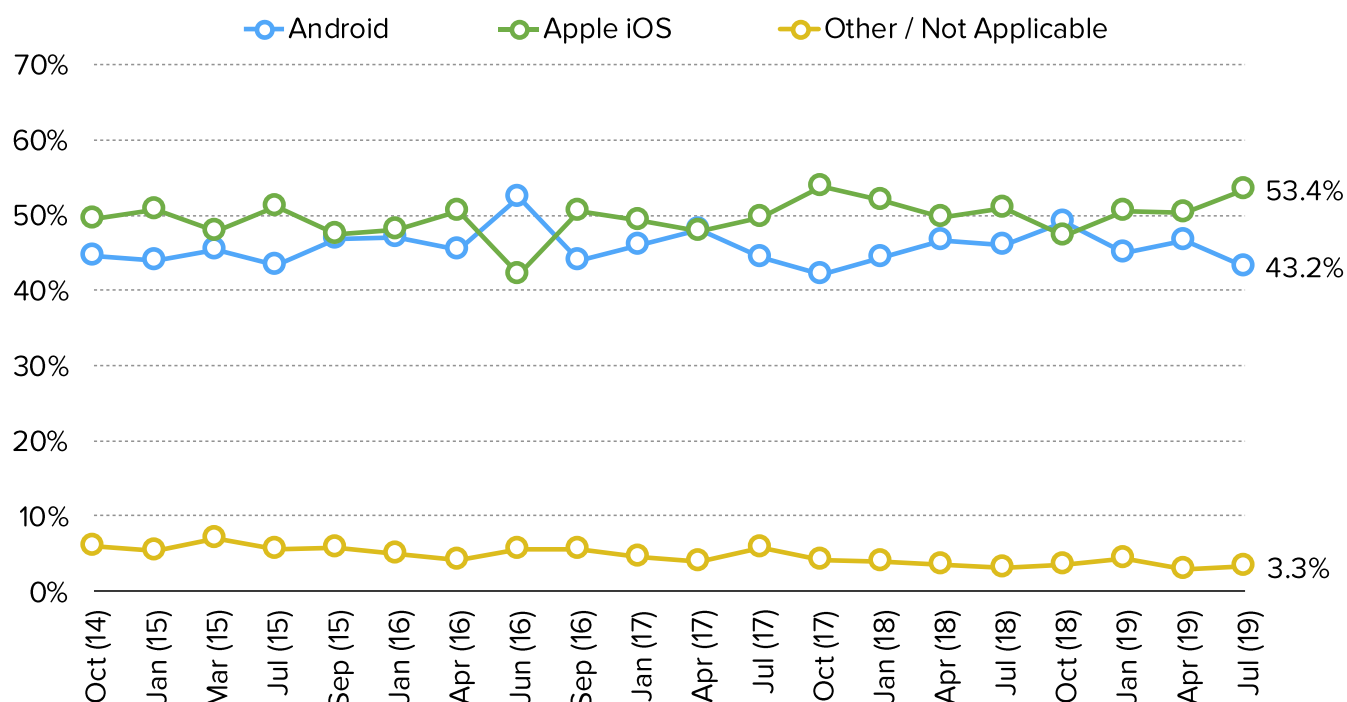
OPERATING SYSTEM FOR SMARTPHONE BEFORE CURRENT SMARTPHONE

This question was posed to smartphone owners.



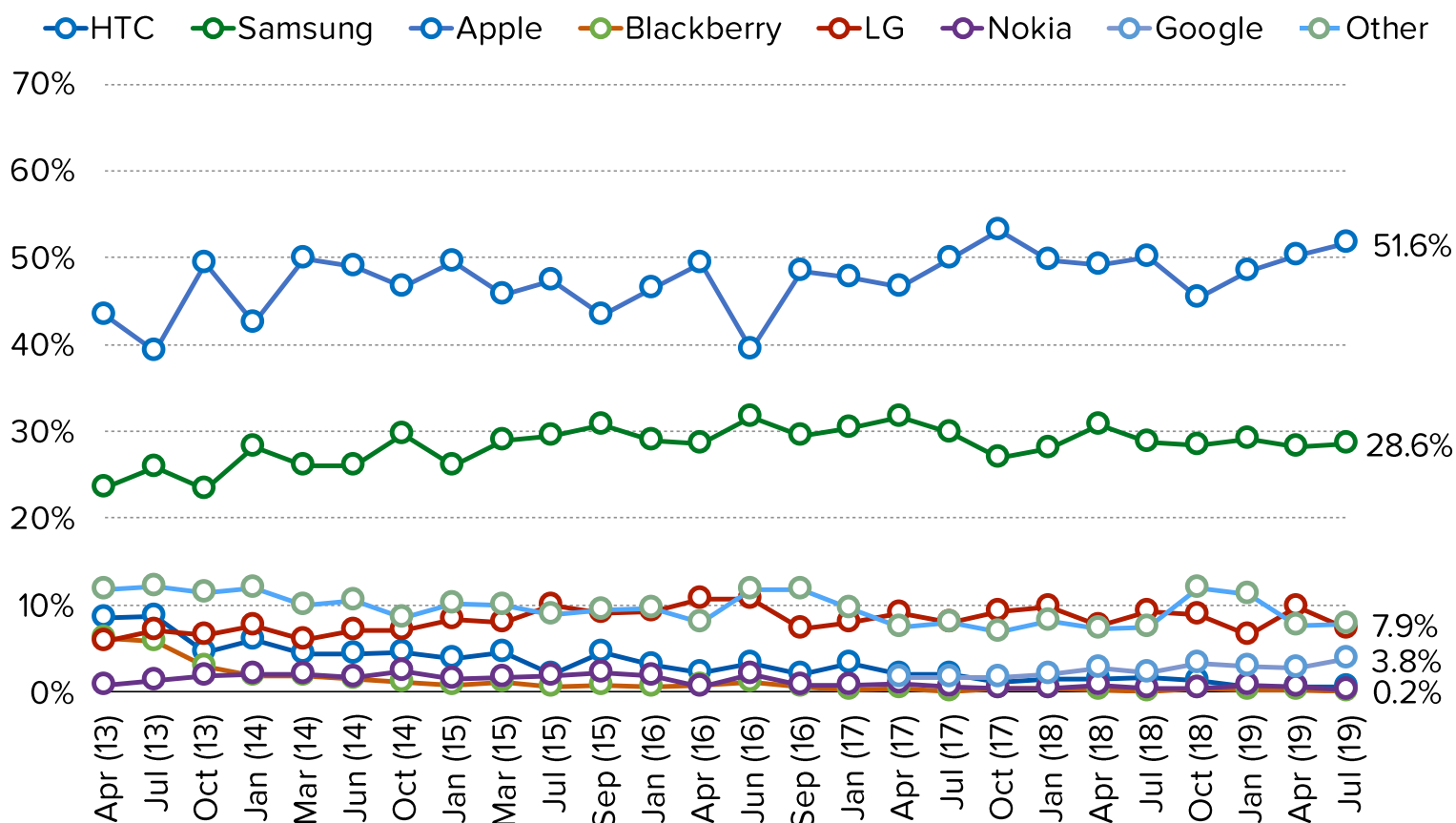
OPERATING SYSTEM FOR NEXT SMARTPHONE

This question was posed to smartphone owners.



MARKET SHARE - SMARTPHONES

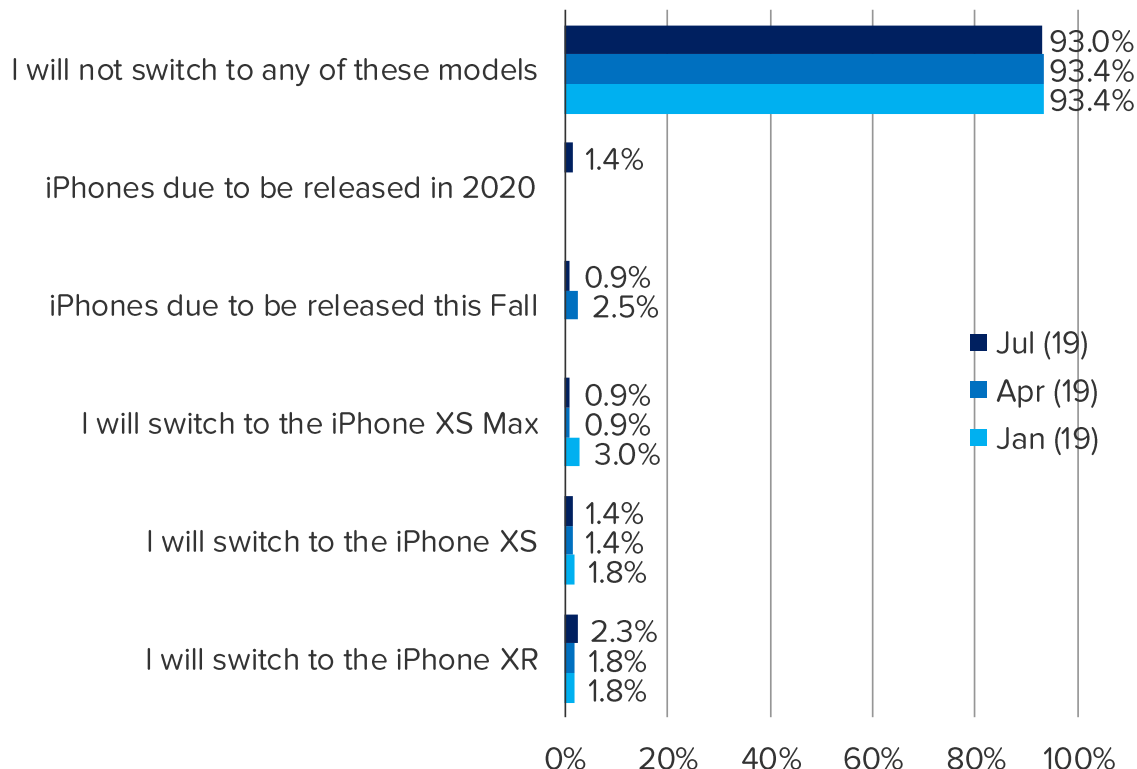
This question was posed to smartphone owners.



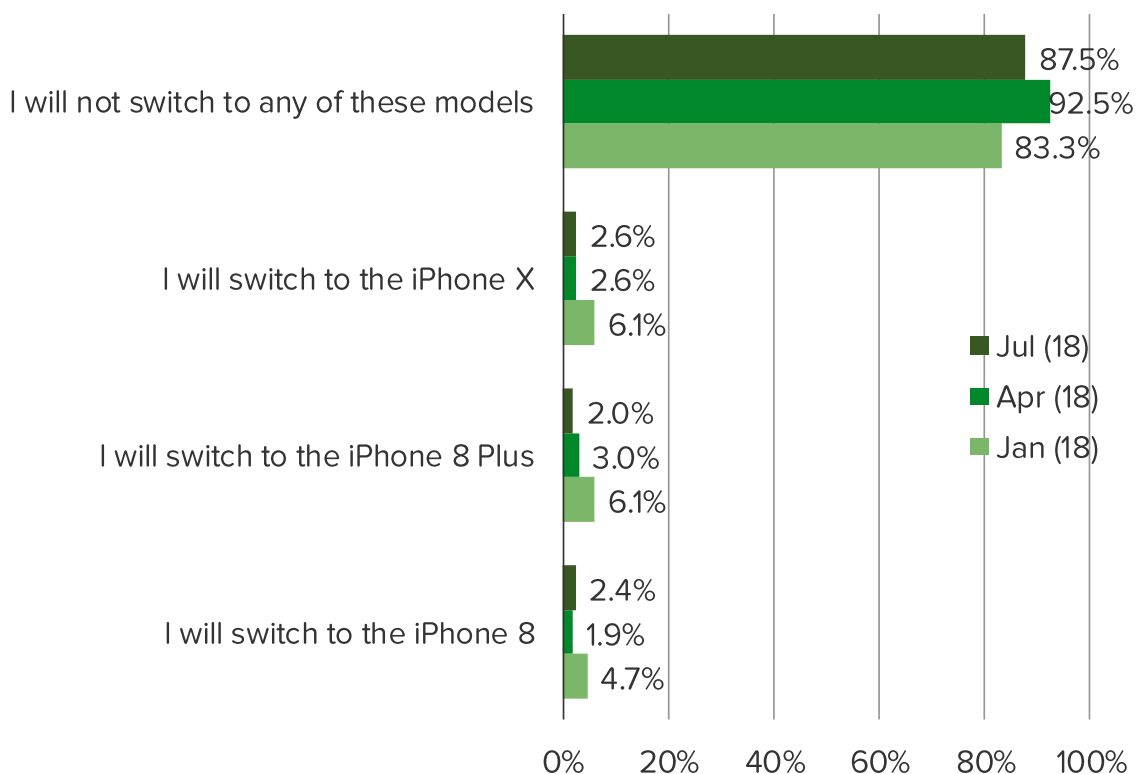
DO YOU PLAN TO SWITCH TO ANY OF THE THREE NEW IPHONE MODELS WHEN IT IS TIME TO GET A NEW SMARTPHONE?

This question was posed to Android smartphone owners.

FROM JULY 2019



FROM JULY 2018

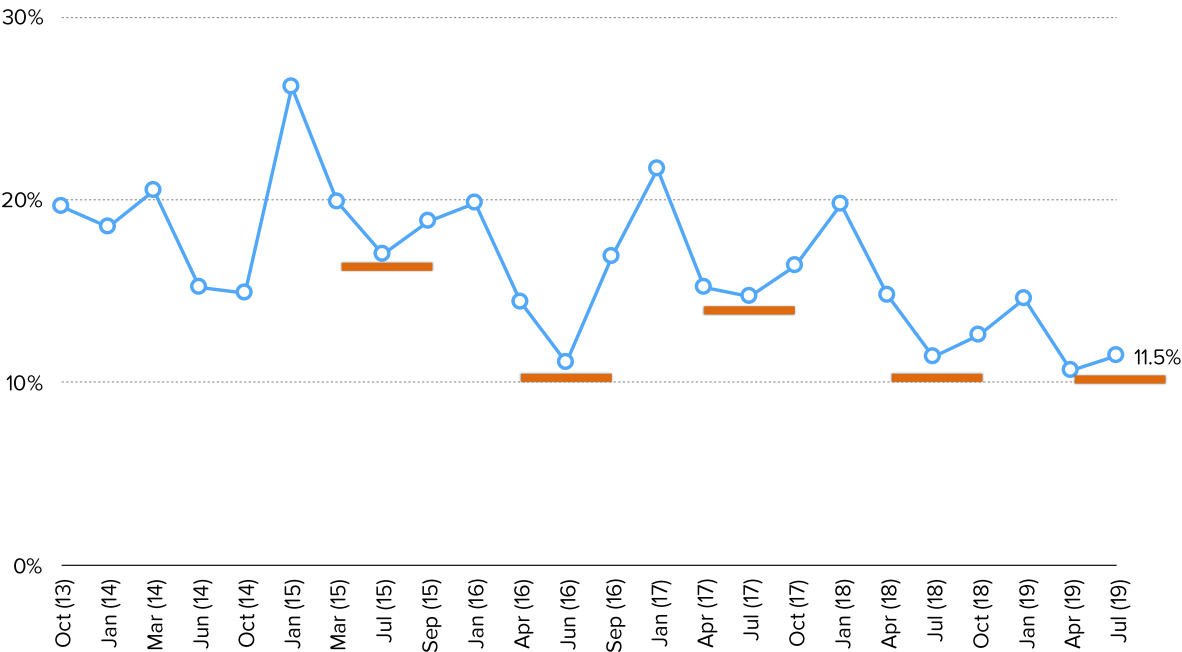


AAPL Domestic

IPHONE SPECIFIC QUESTIONS

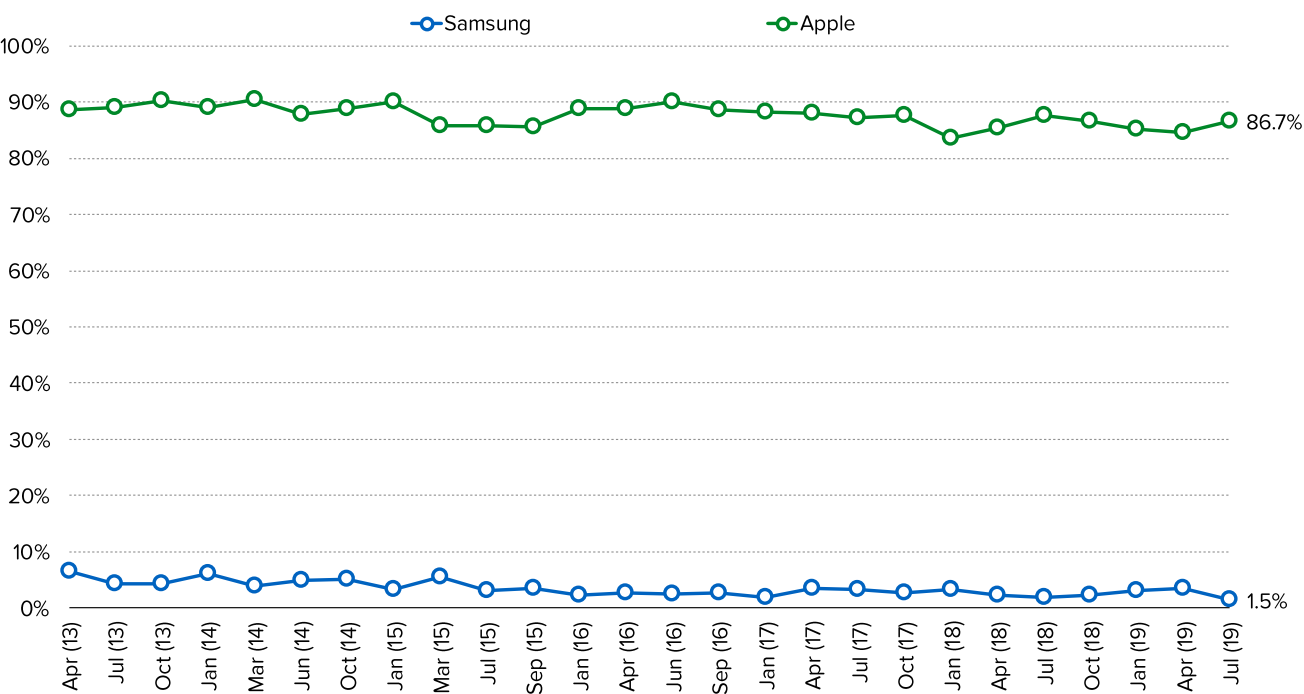
GOT IPHONE WITHIN PAST THREE MONTHS

This question was posed to iPhone owners.



WHICH SMARTPHONE DO YOU PLAN TO GET NEXT?

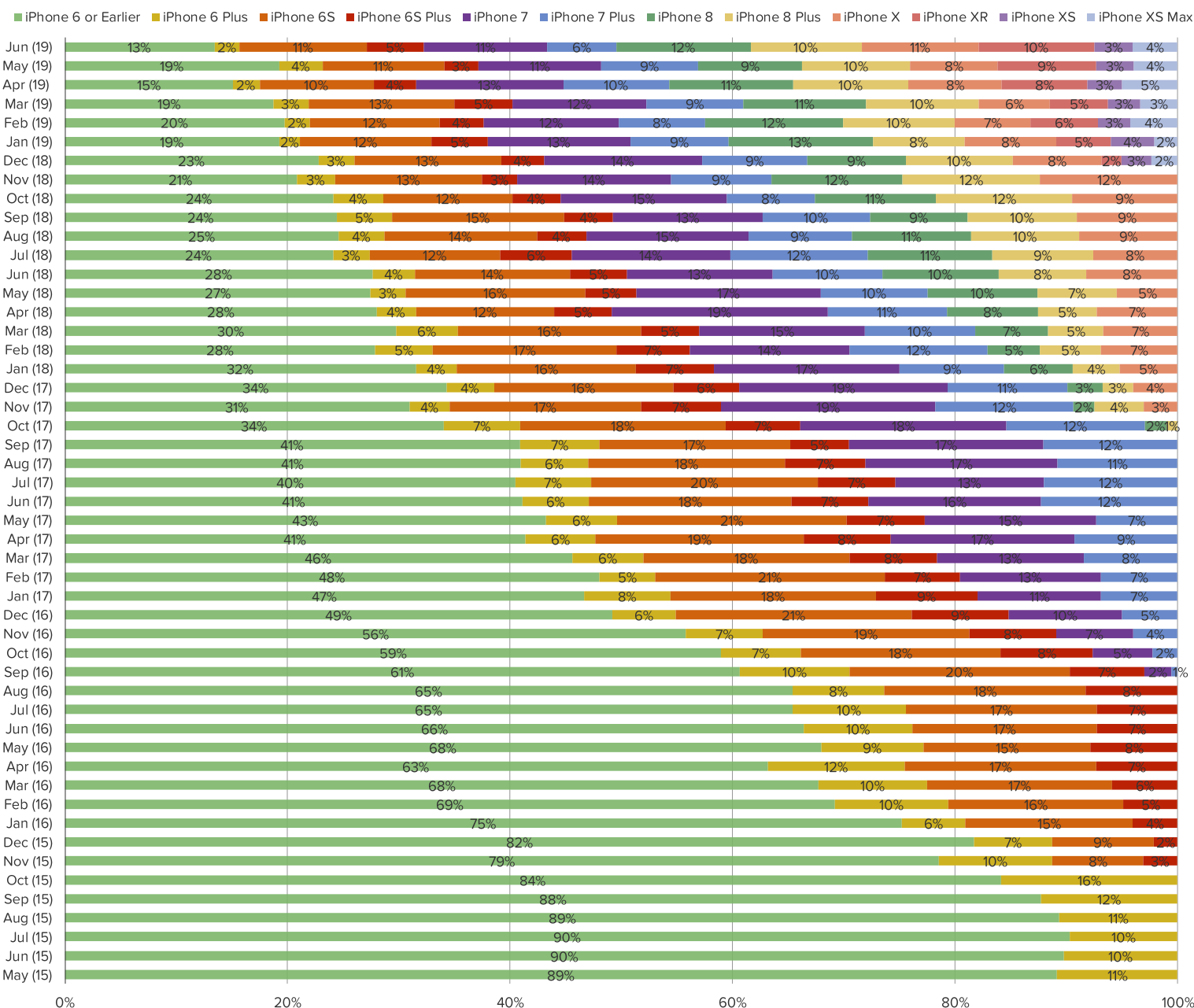
This question was posed to iPhone owners.



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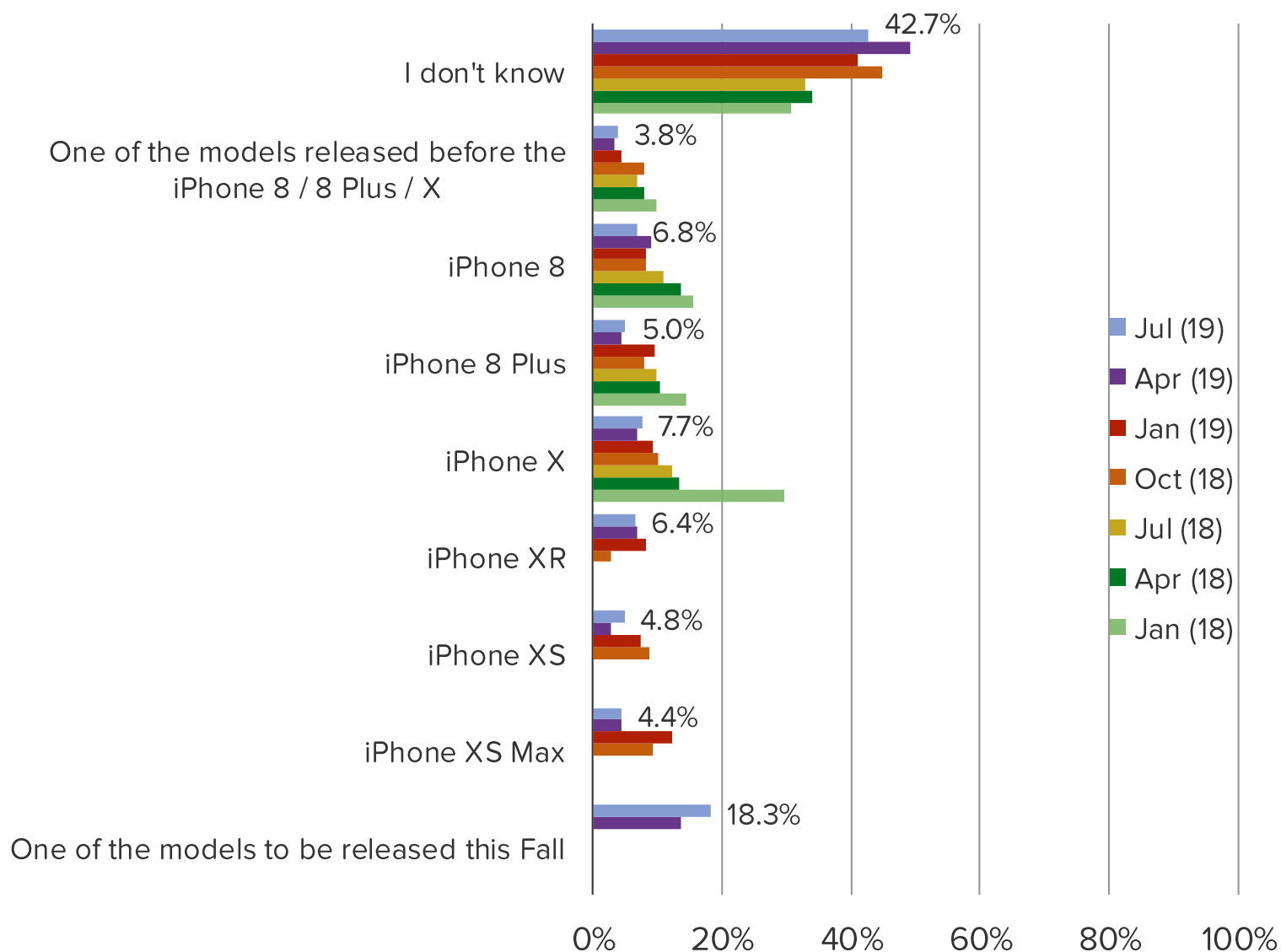
IPHONE MIX - WHICH MODEL DO YOU CURRENTLY OWN?

This question was posed to iPhone owners.



ALL SMARTPHONE OWNERS WHO PLAN TO GET AN IPHONE WHEN IT IS TIME TO GET A NEW SMARTPHONE – WHICH MODEL ARE YOU MOST LIKELY TO CHOOSE?

This question was posed to smartphone owners.

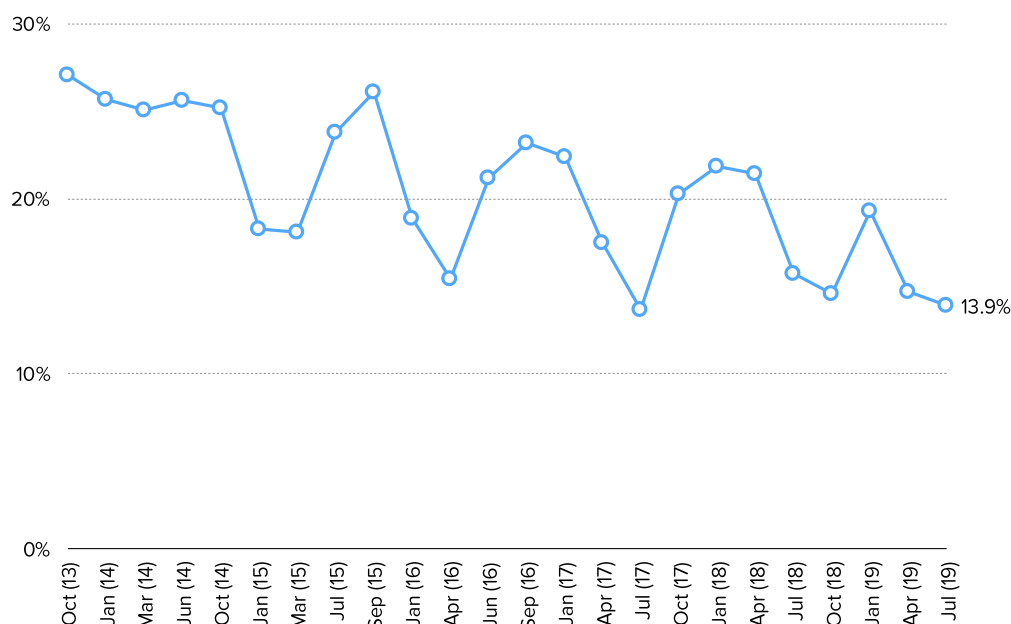


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SAMSUNG SMARTPHONE SPECIFIC QUESTIONS

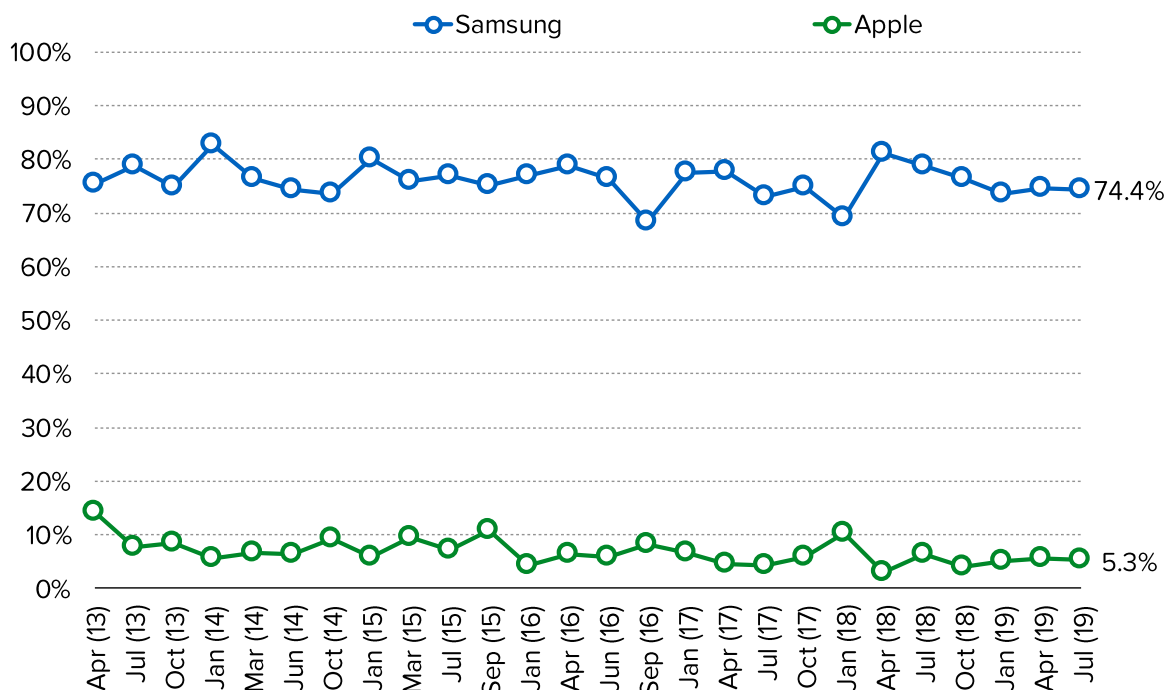
GOT SAMSUNG SMARTPHONE WITHIN PAST THREE MONTHS

This question was posed to Samsung smartphone owners.



WHICH SMARTPHONE DO YOU PLAN TO GET NEXT?

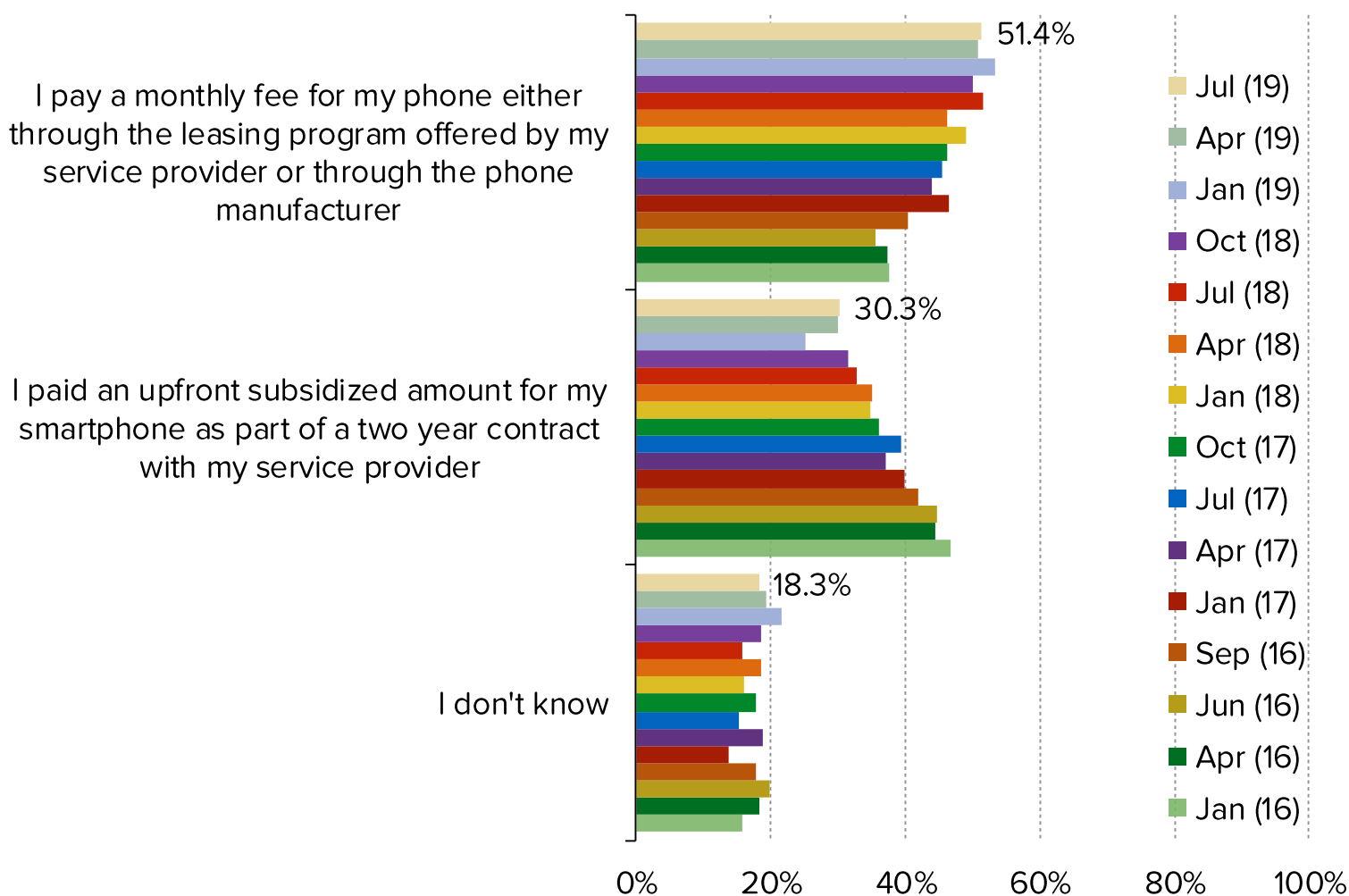
This question was posed to Samsung smartphone owners.



PURCHASE METHODS AND REFRESH CYCLES

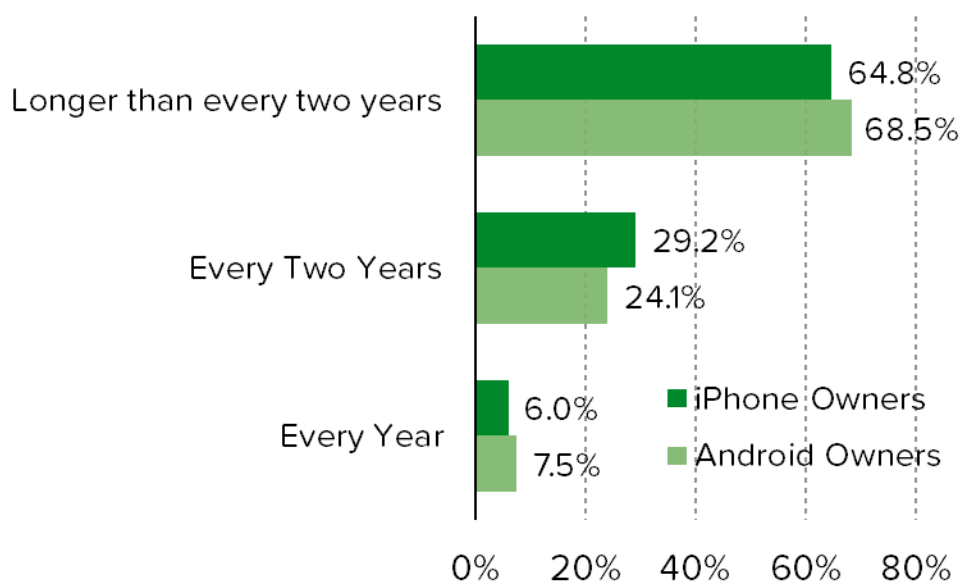
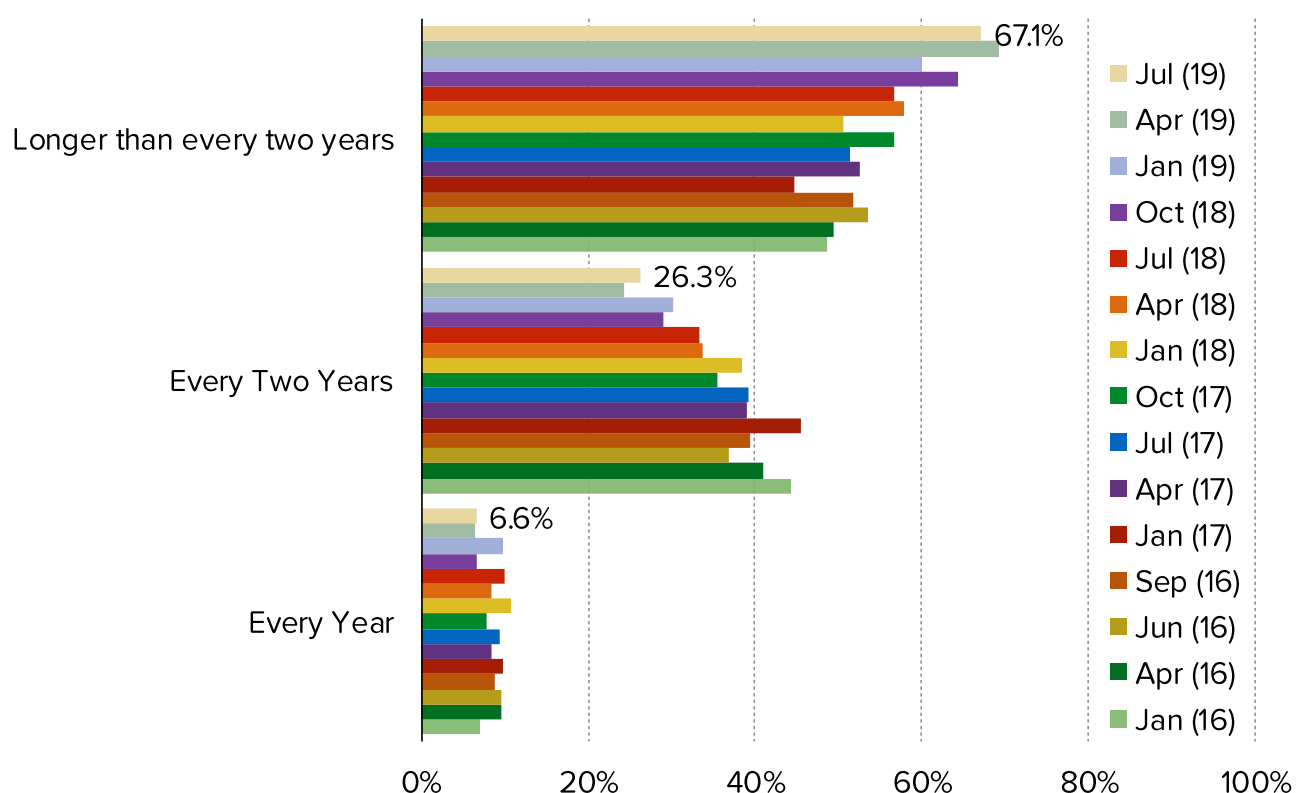
METHOD OF PURCHASING SMARTPHONE

This question was posed to smartphone owners.



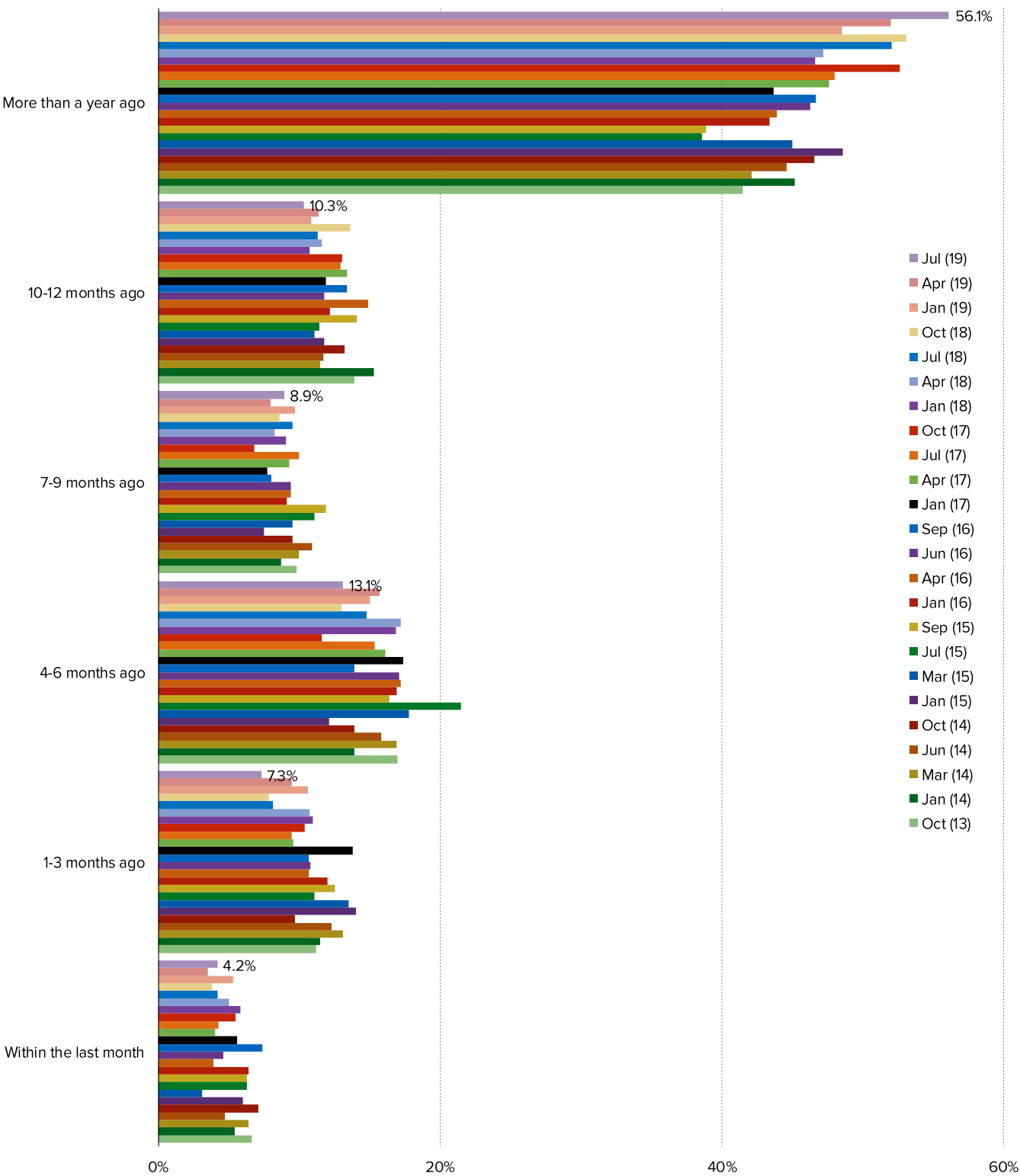
EXPECTATIONS FOR HOW FREQUENTLY CONSUMERS WILL PURCHASE NEW SMARTPHONES GOING FORWARD

This question was posed to smartphone owners.



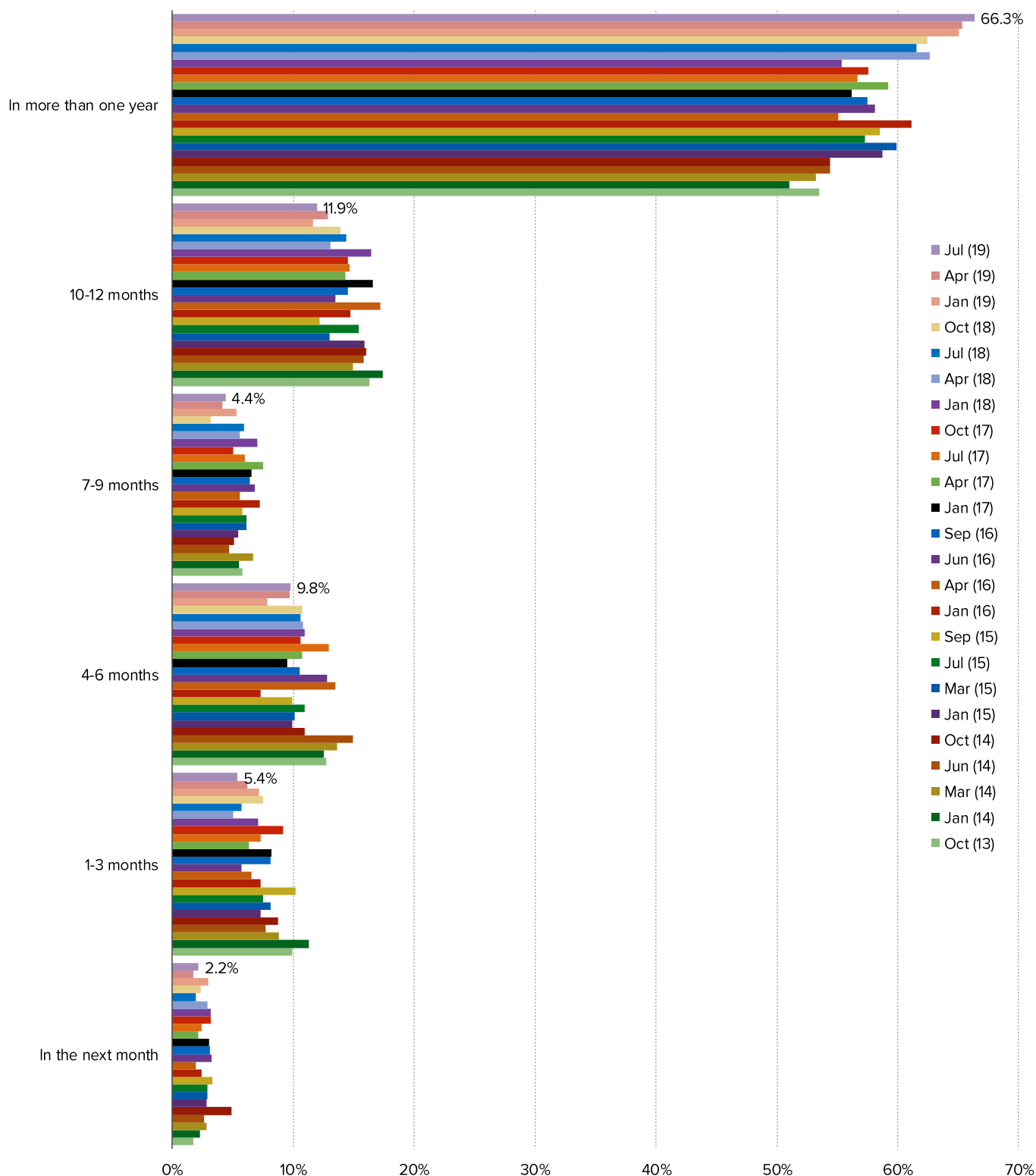
WHEN DID YOU GET YOUR CURRENT SMARTPHONE?

This question was posed to smartphone owners.



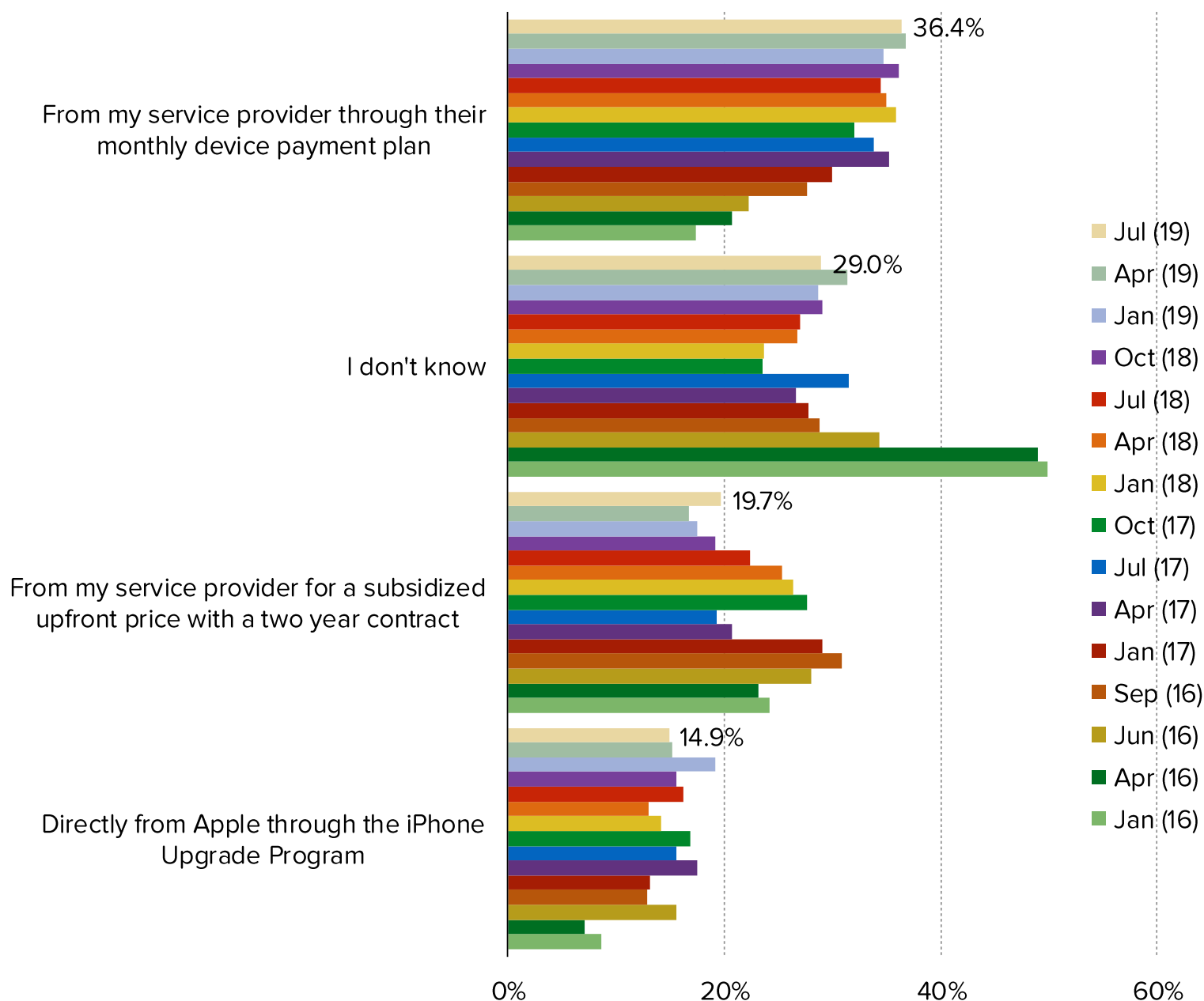
EXPECTED DATE OF NEXT SMARTPHONE PURCHASE

This question was posed to smartphone owners.



EXPECTS TO BUY IPHONE NEXT - HOW DO YOU PLAN TO BUY IT?

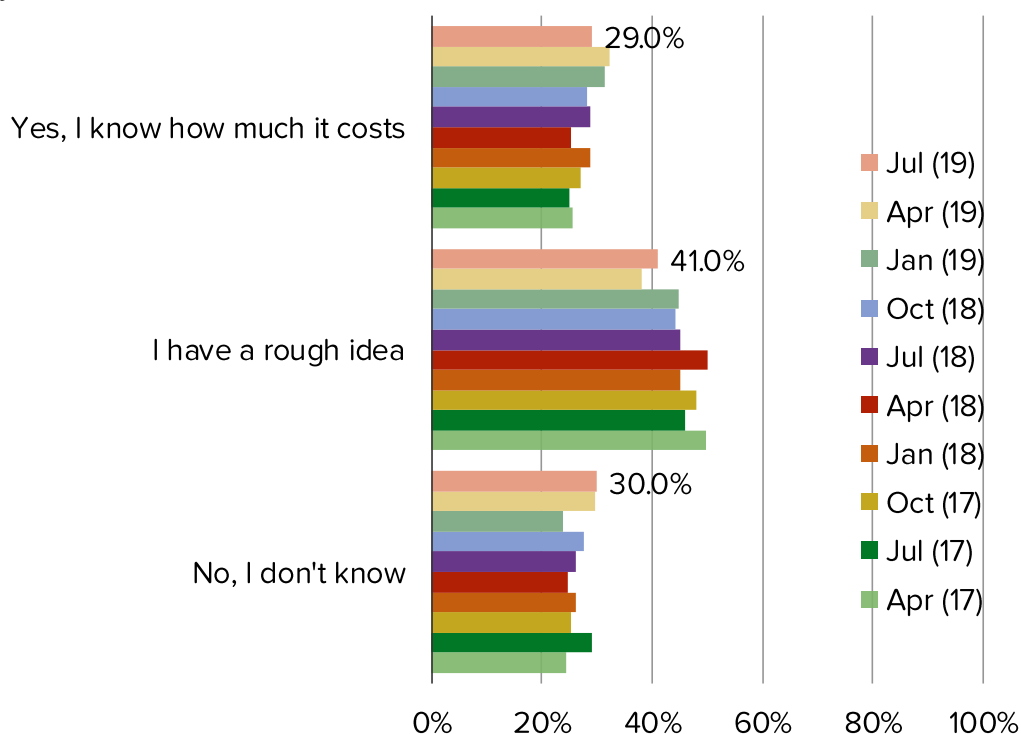
This question was posed to smartphone owners who expect to get an iPhone next.



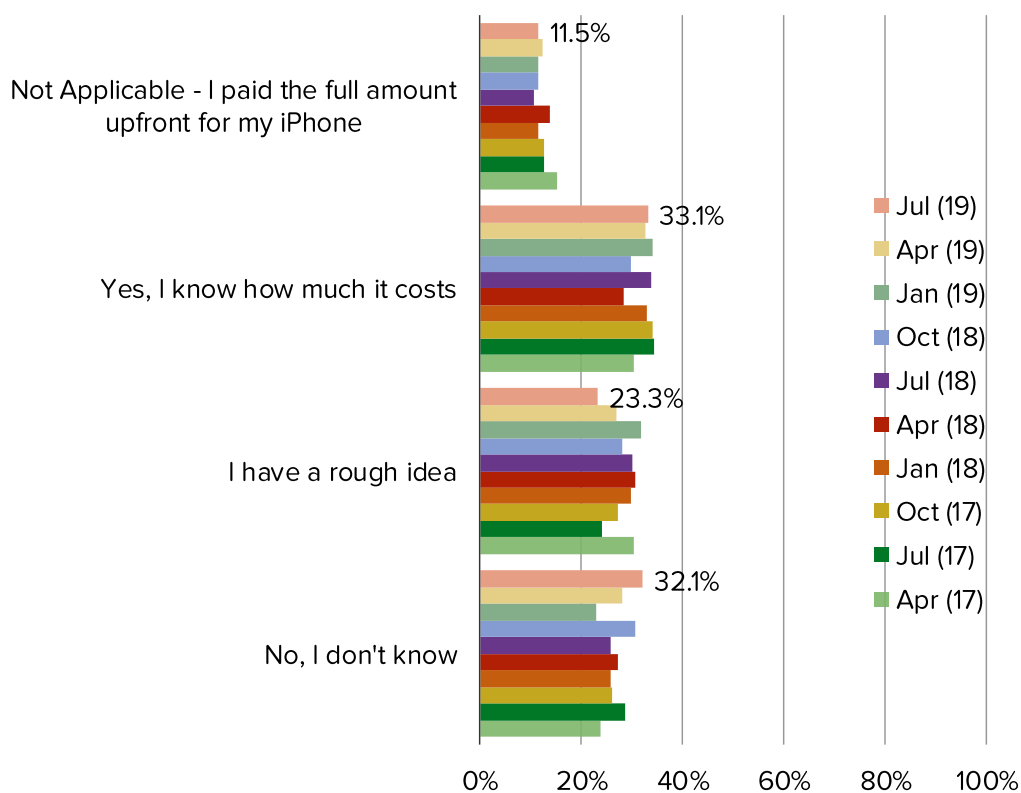
IPHONE PRICE SENSITIVITY

DO YOU KNOW HOW MUCH YOUR IPHONE COSTS?

Upfront Subsidy.



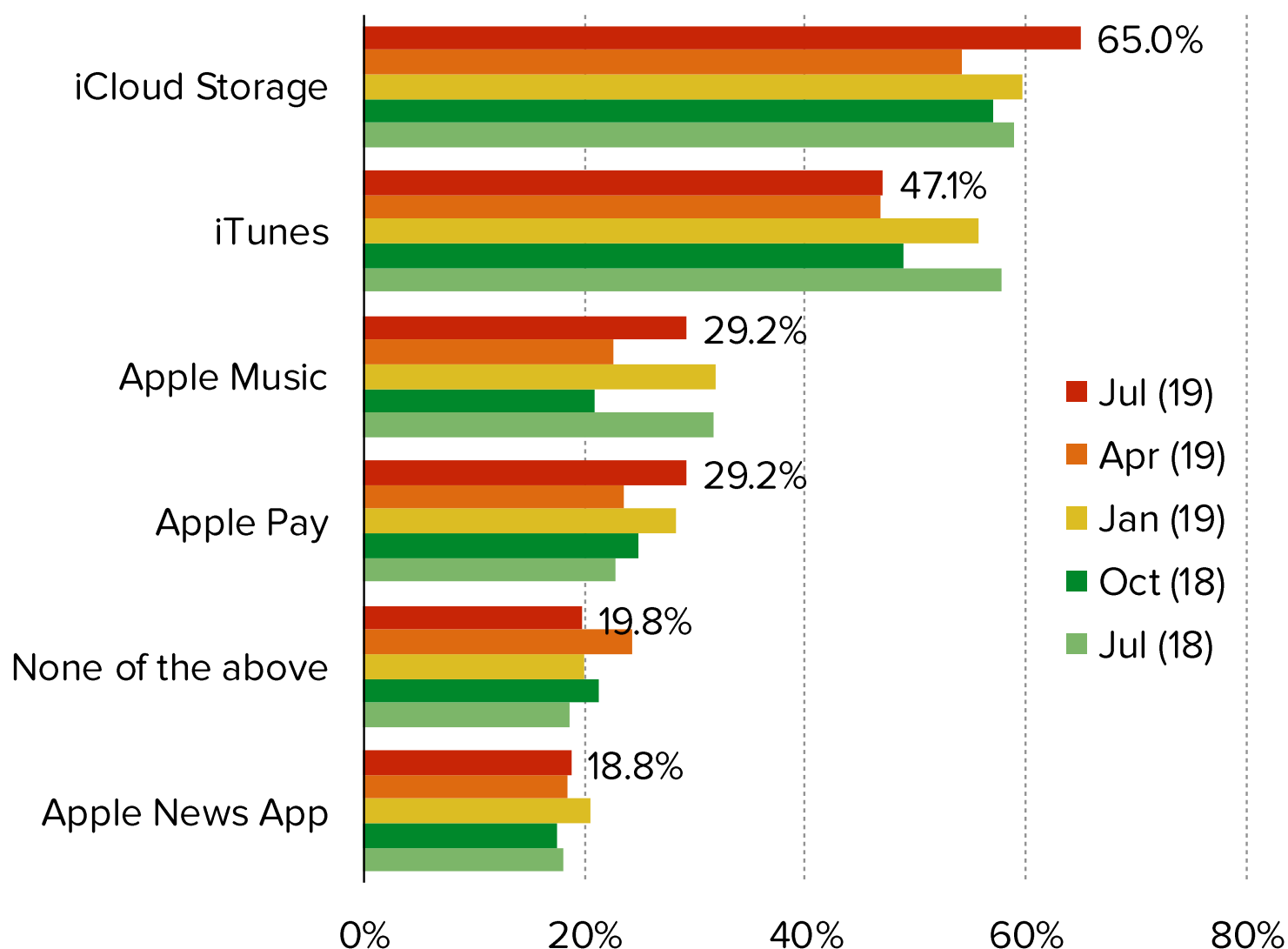
Monthly Payments.



IPHONE FEATURES

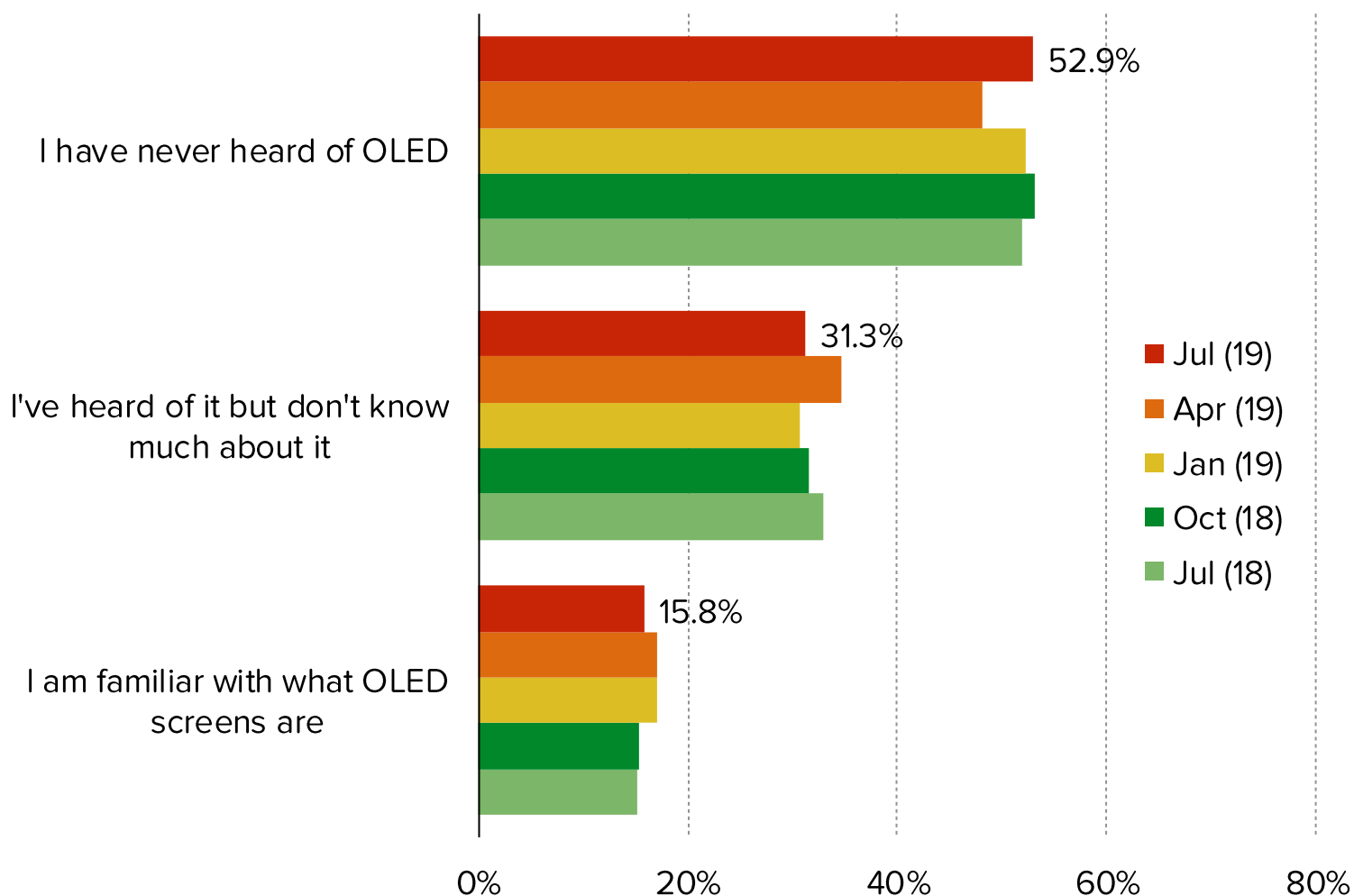
HAVE YOU USED ANY OF THE FOLLOWING APPLE SERVICES IN THE PAST MONTH?

Posed to: iPhone owners.



HOW FAMILIAR ARE YOU WITH WHAT OLED SCREENS ARE AND HOW THEY ARE DIFFERENT FROM LCD SCREENS?

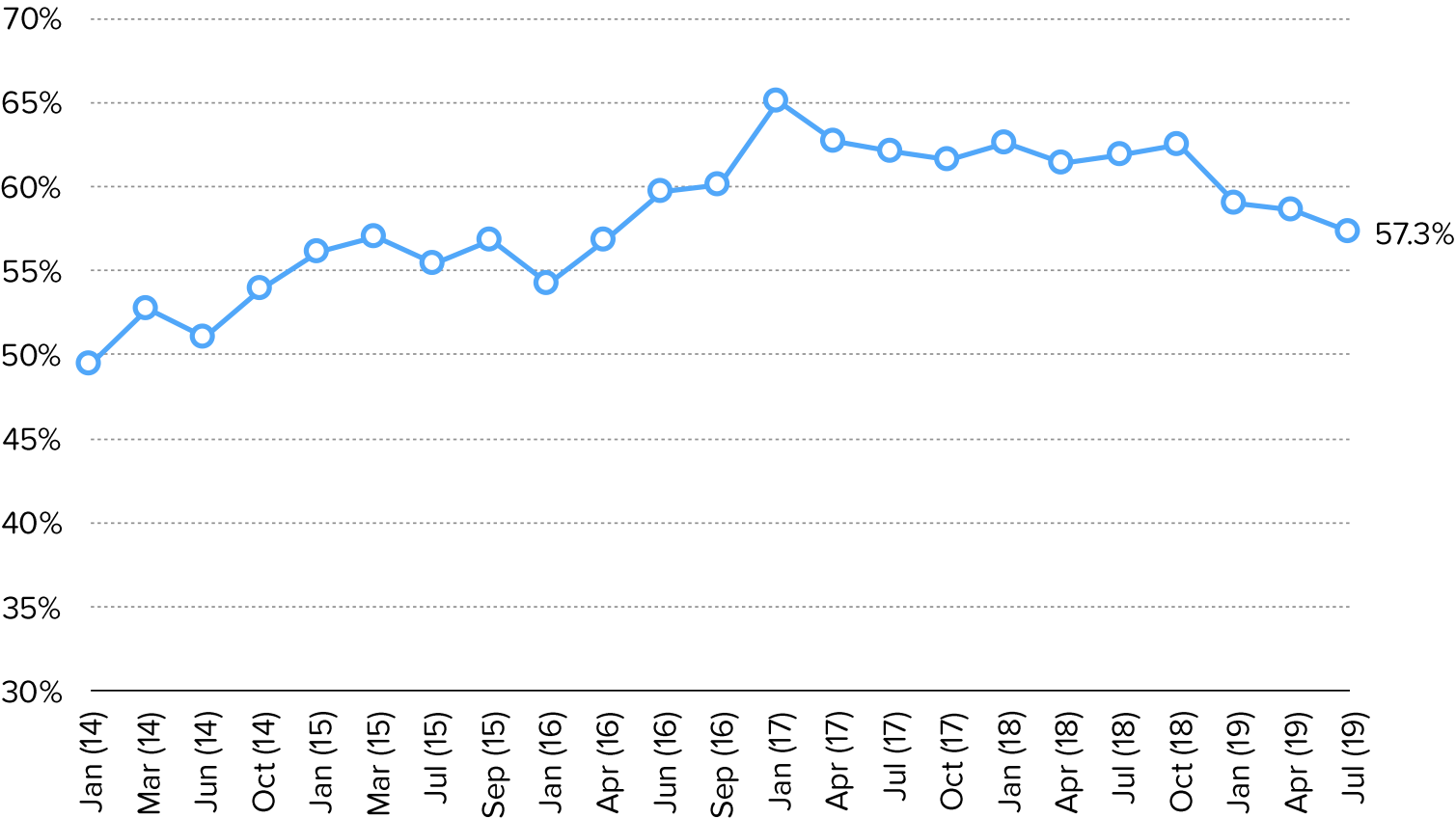
Posed to: iPhone owners.



OTHER PRODUCTS

OWNS A TABLET

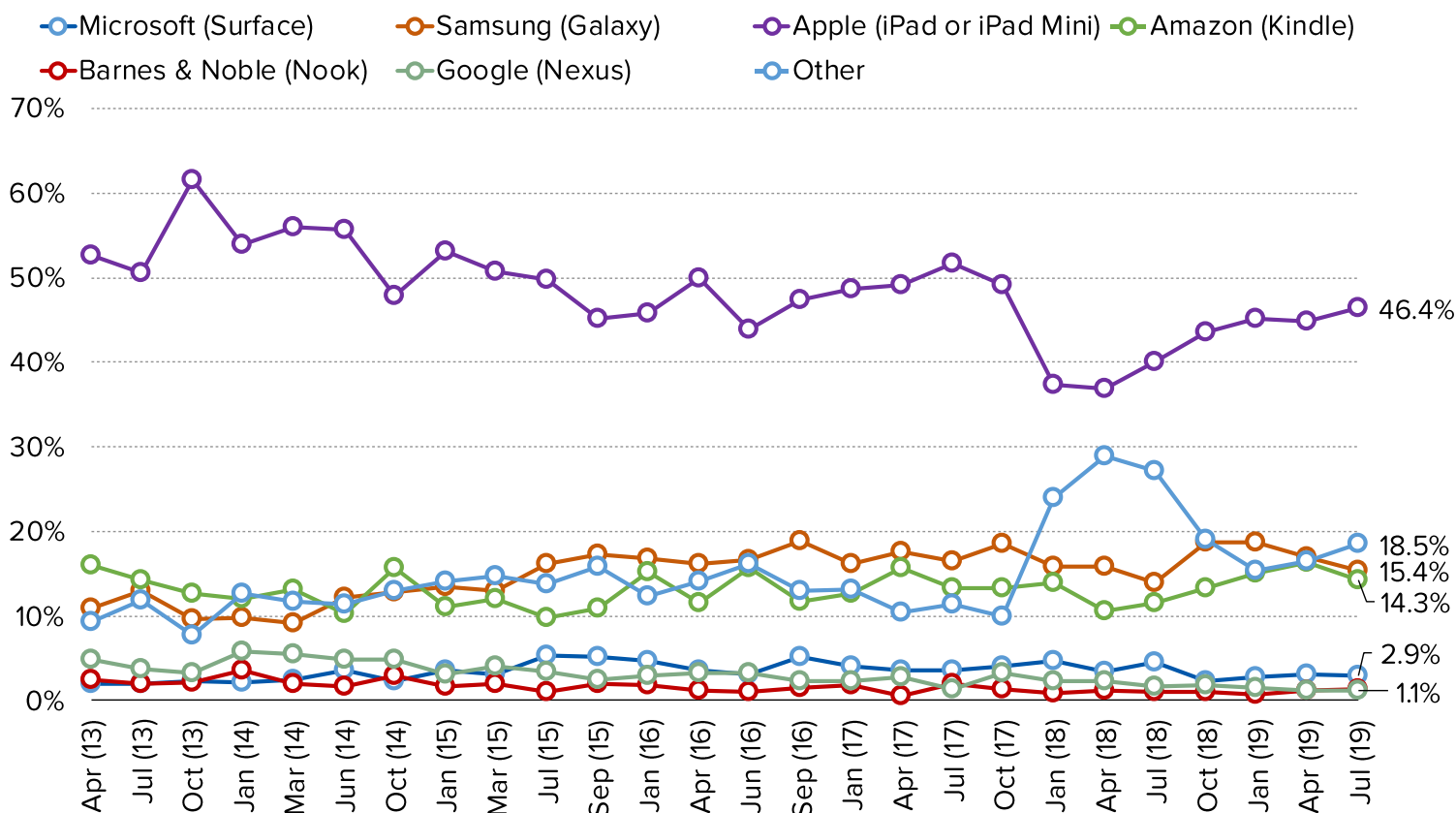
This question was posed to all consumers



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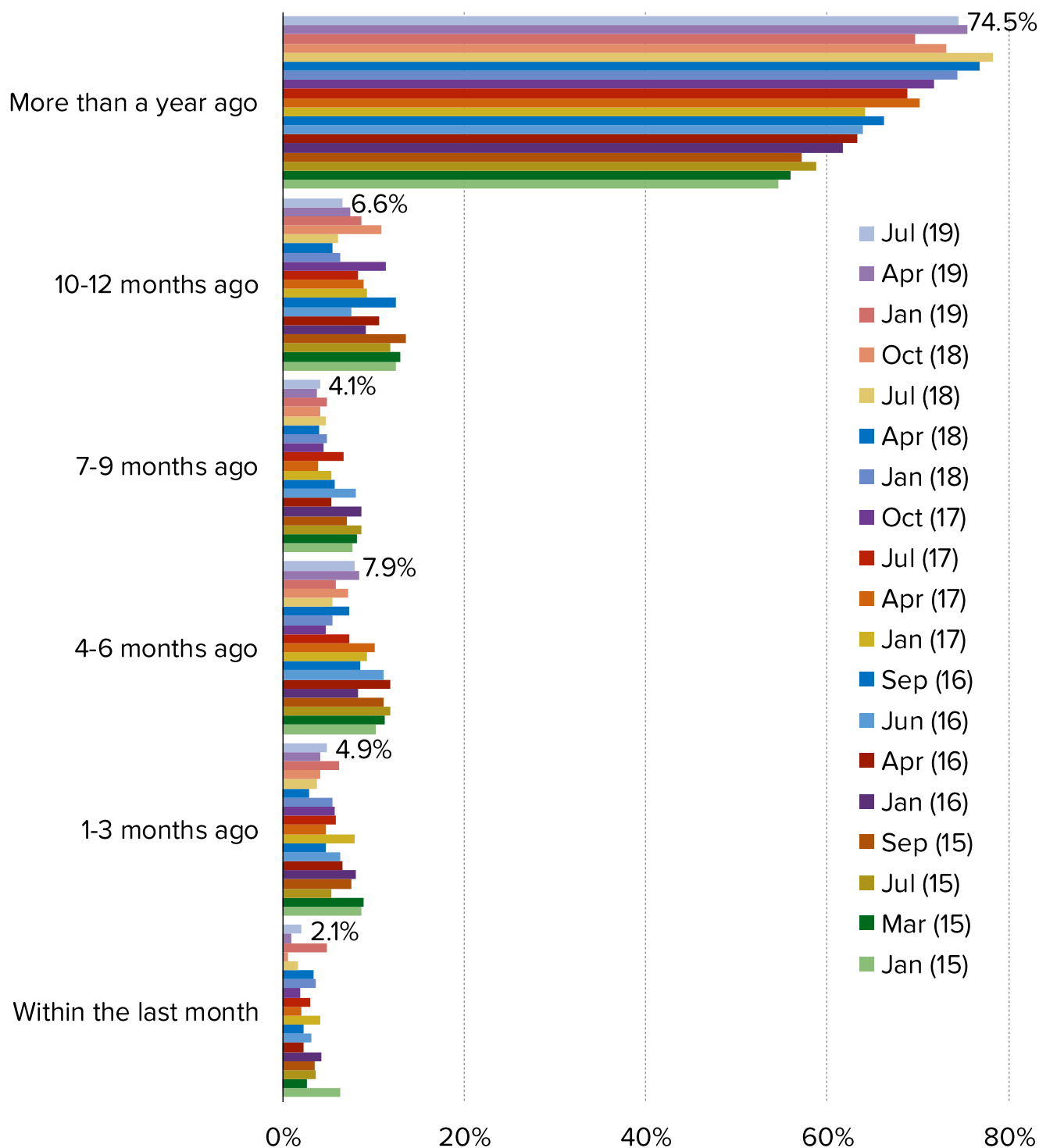
PLEASE SELECT THE MANUFACTURER OF THE TABLET YOU OWN.

Posed to tablet owners



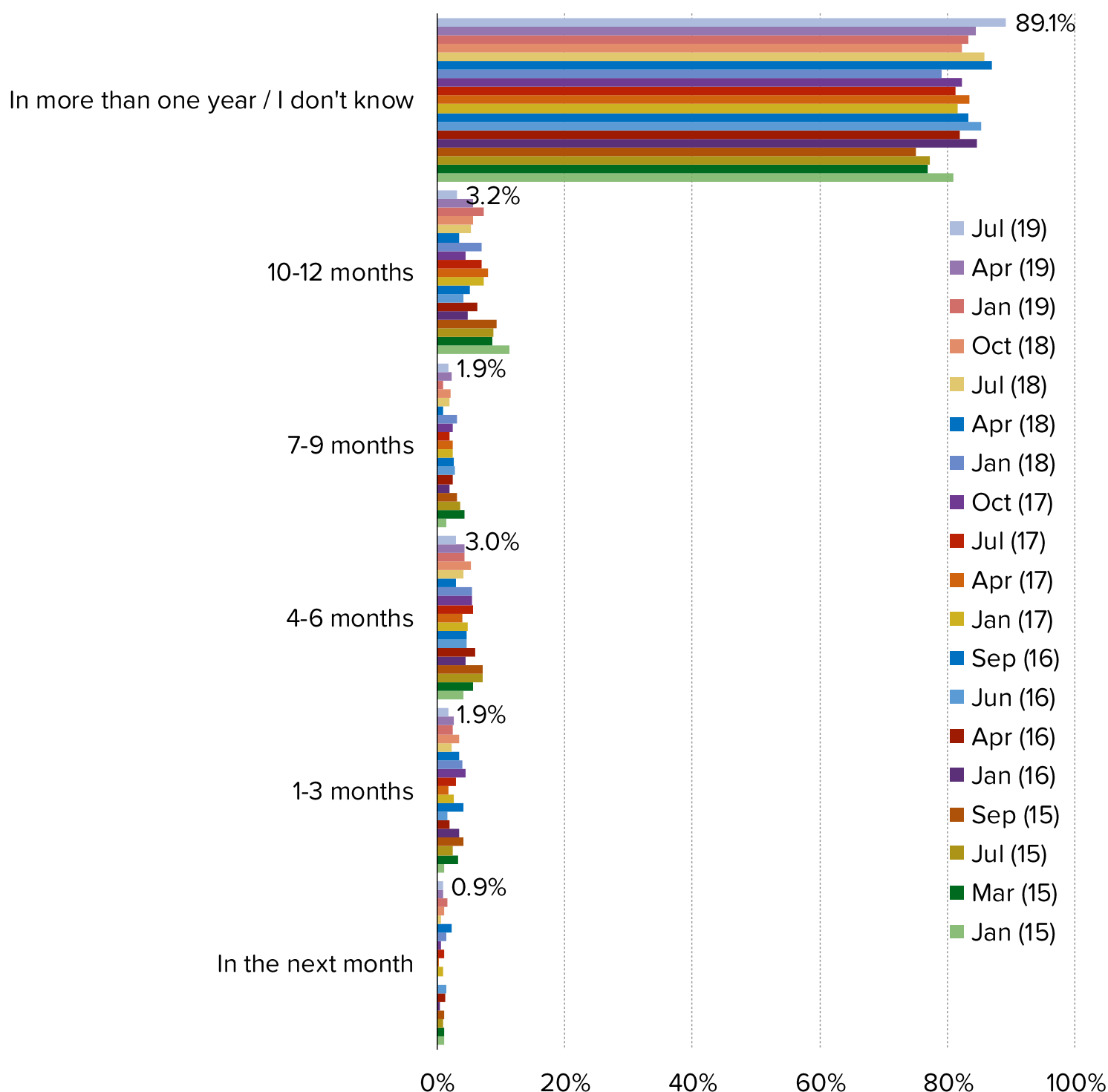
MOST RECENT TABLET PURCHASE

This question was posed to tablet owners.



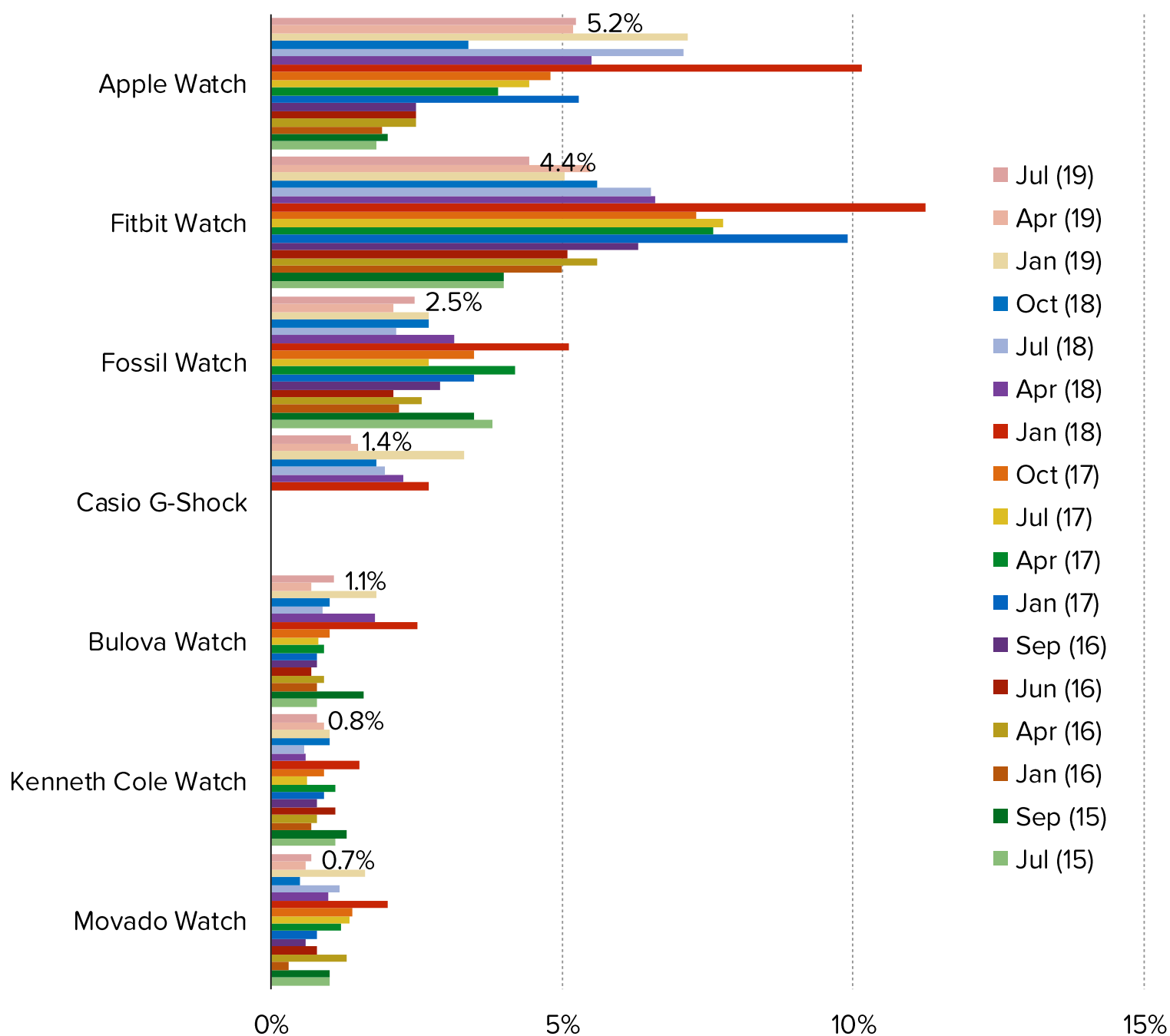
PLANS TO GET A NEW TABLET

This question was posed to tablet owners.



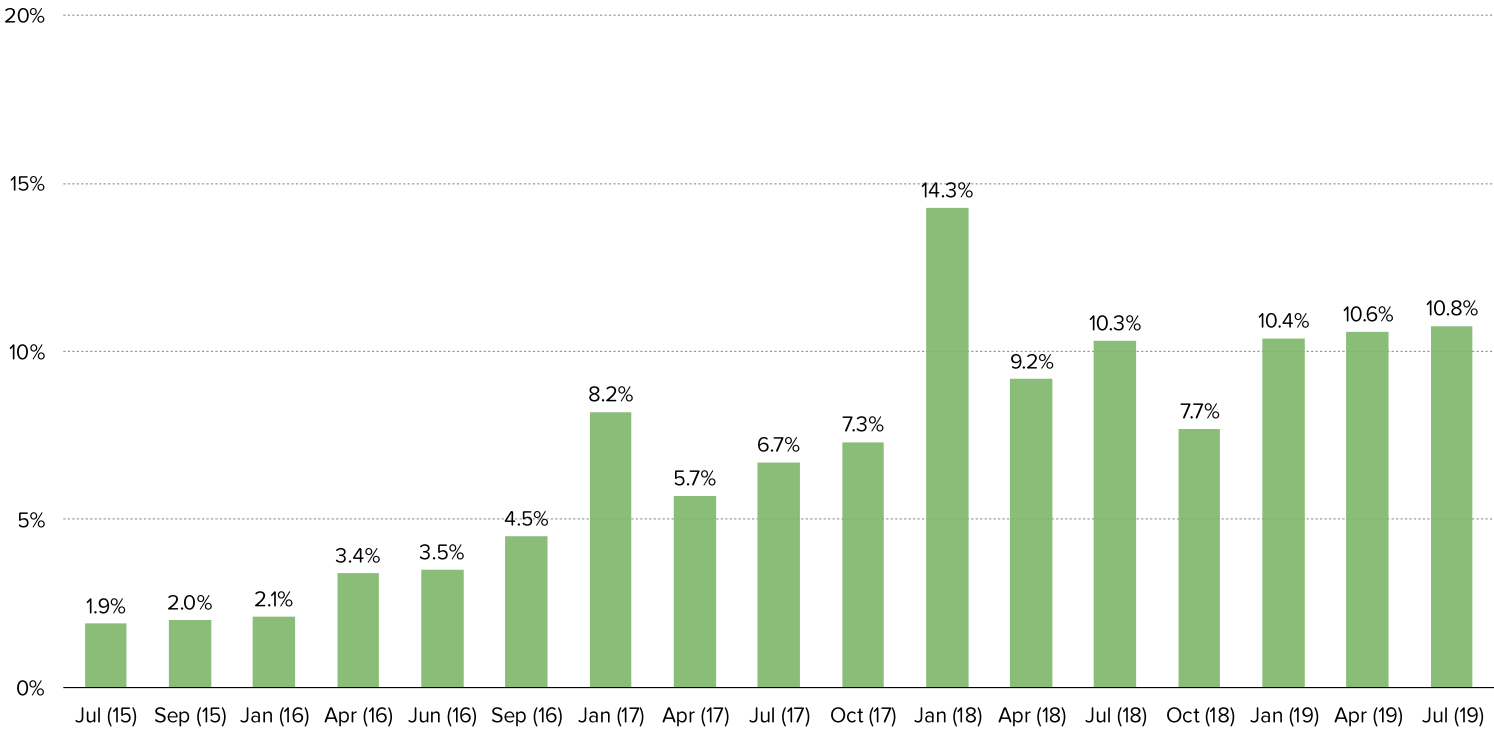
FITNESS WATCHES - PURCHASED PAST THREE MONTHS

This question was posed to all consumers.



CURRENTLY OWNS AN APPLE WATCH

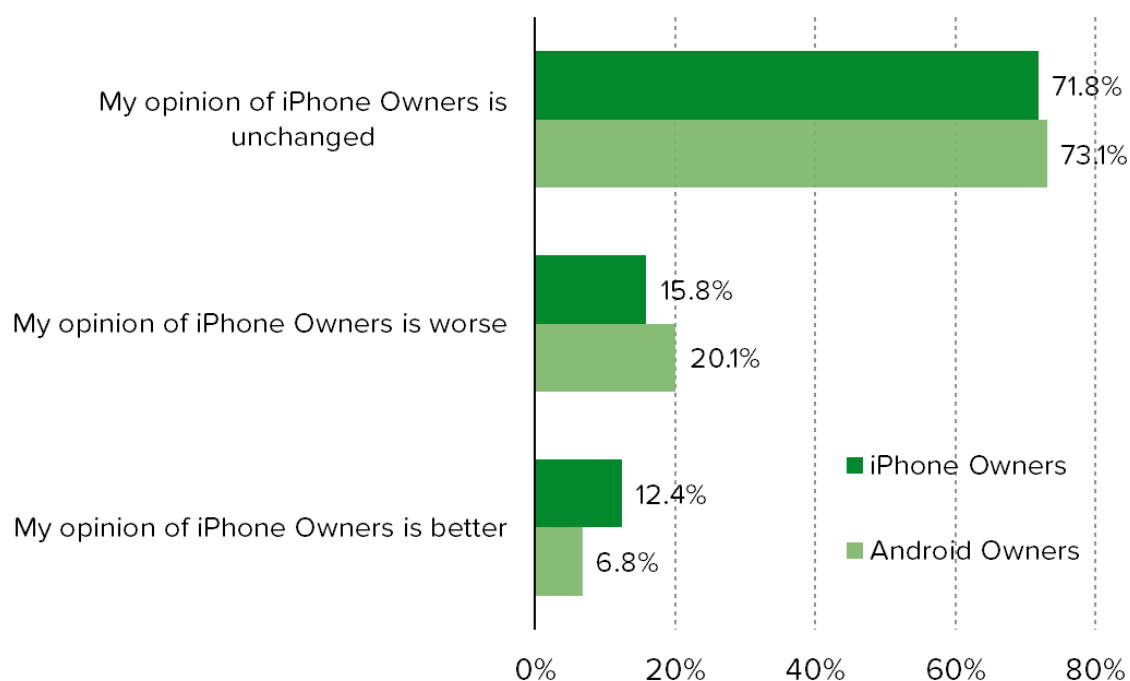
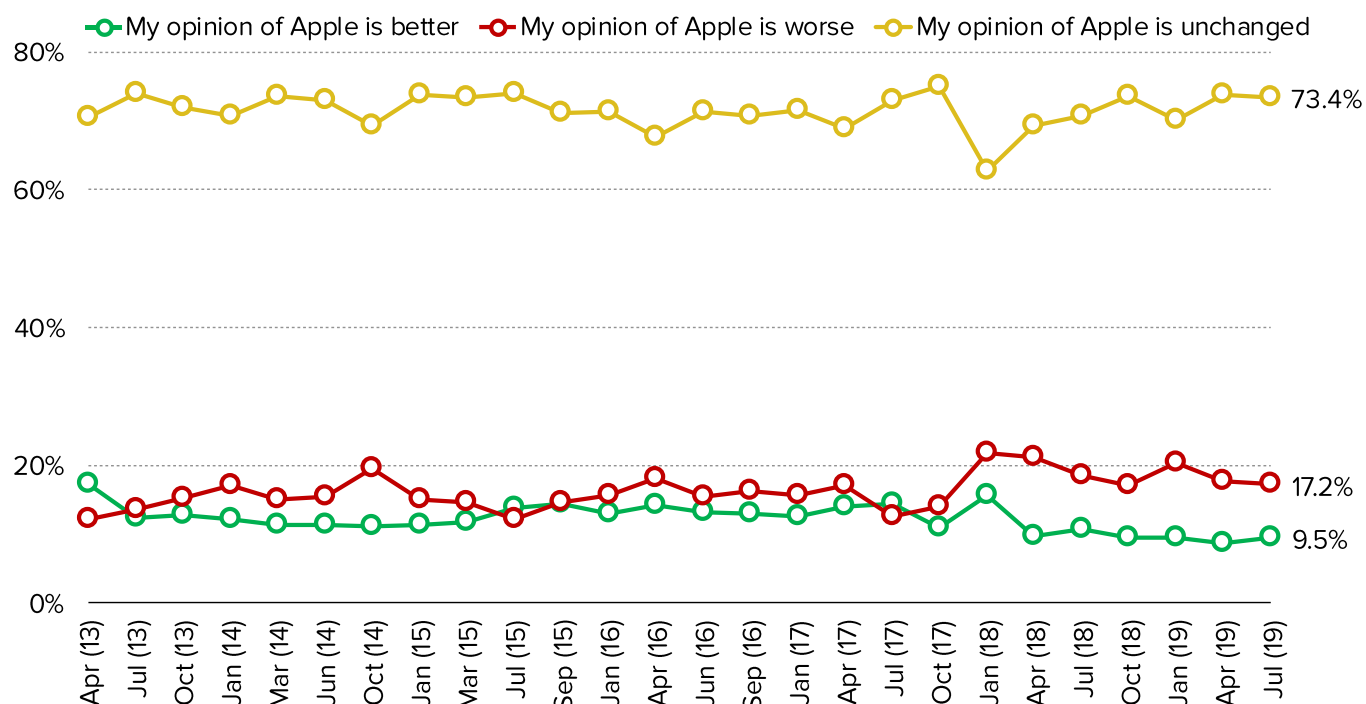
This question was posed to all consumers.



CONSUMER SENTIMENT

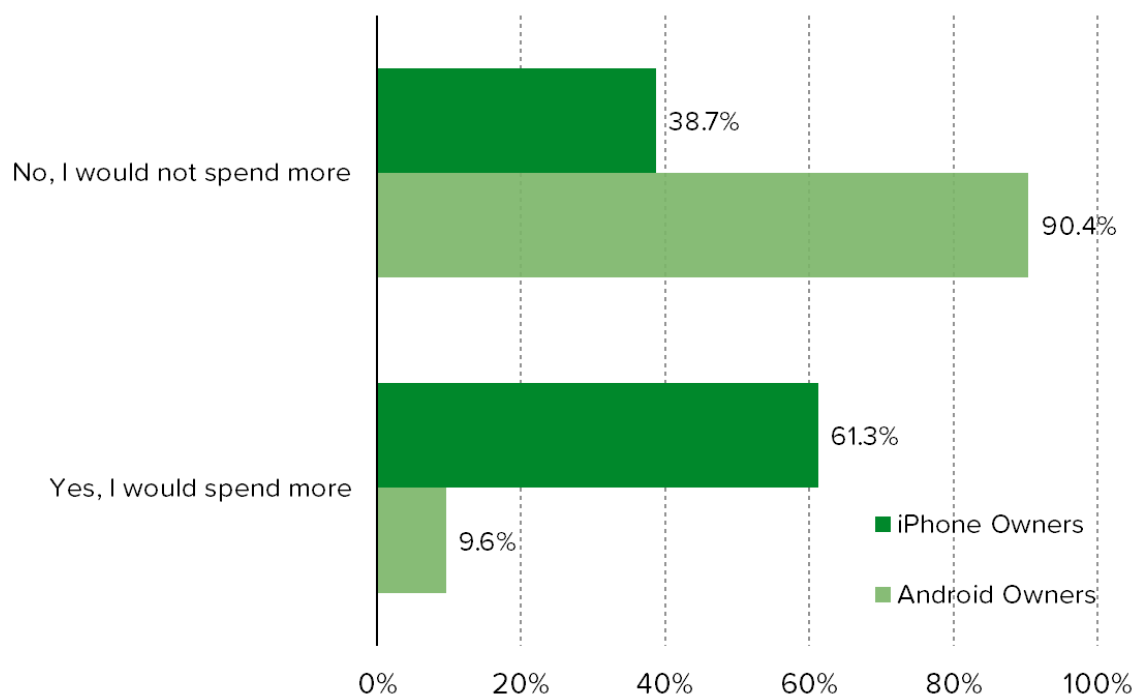
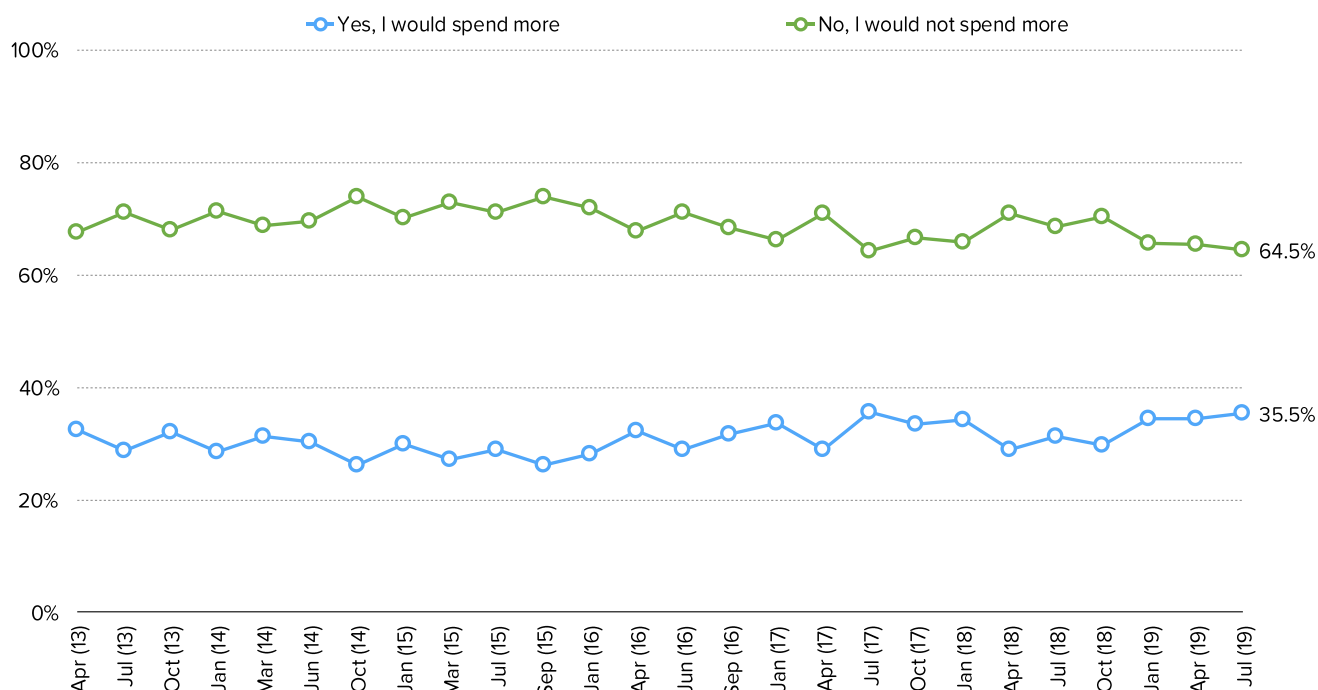
HAS YOUR OPINION OF APPLE CHANGED OVER THE PAST YEAR?

This question was posed to all respondents



IN GENERAL, WOULD YOU BE WILLING TO SPEND MORE MONEY FOR APPLE PRODUCTS THAN YOU WOULD FOR SIMILAR PRODUCTS FROM OTHERS?

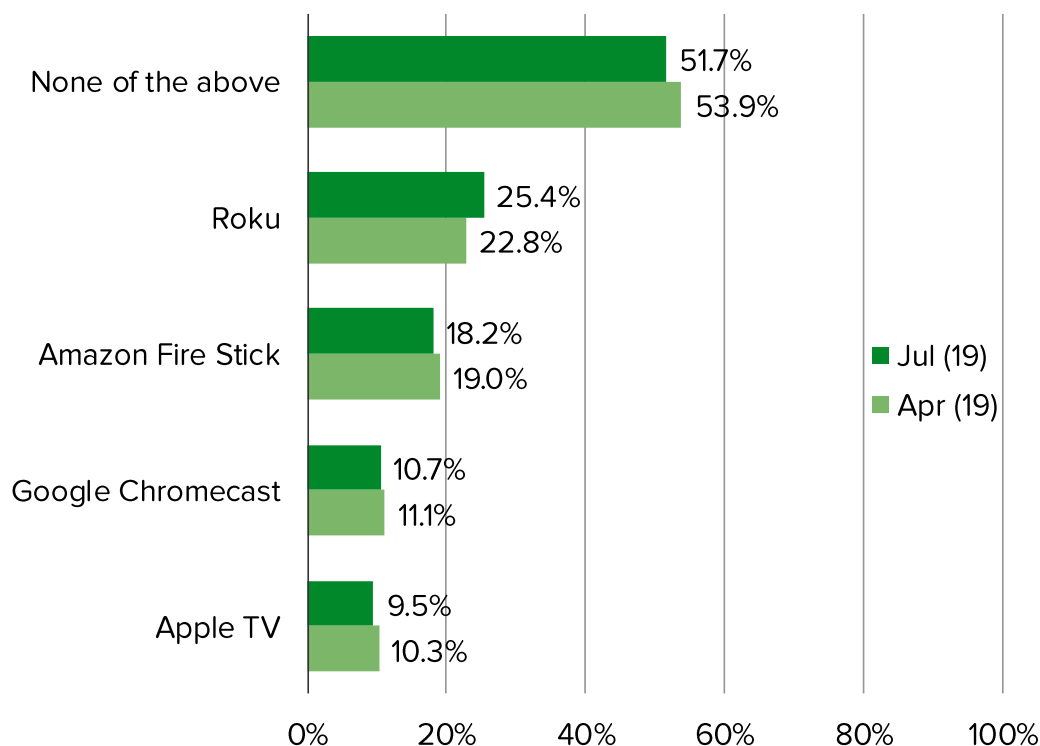
This question was posed to all respondents



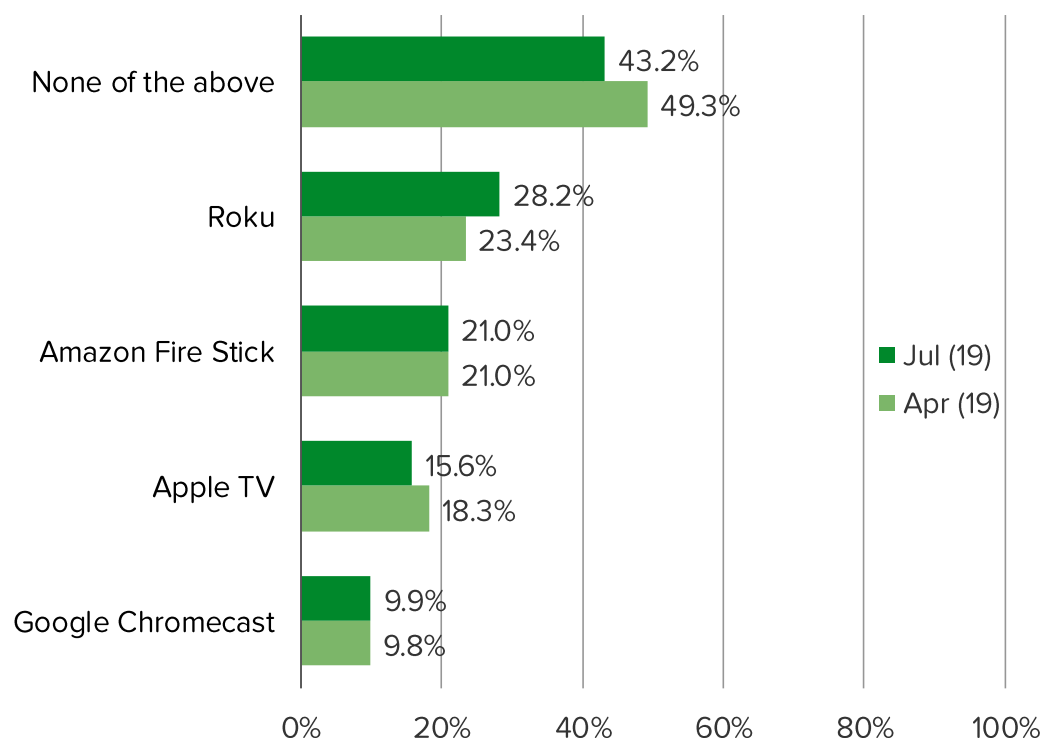
STREAMING PLAYERS

DO YOU OWN ANY OF THE FOLLOWING STREAMING PLAYERS?

This question was posed to all consumers.



When posed to iPhone owners:



RETAILERS

BOUGHT CONSUMER ELECTRONICS IN THE PAST SIX MONTHS - WHERE DID YOU BUY IT/THEM FROM?

