

### Quick Takeaways:

- ❑ **Apple News:** iPhone owners are unlikely to pay for Apple News Premium at the \$10 per month price point, though it is worth noting that 26.2% would be likely or very likely to start a free trial (ignoring price). 20.5% of iPhone owners say they are using the free version of Apple News App, up from 17.5% in October.
- ❑ **Apple Pay:** Usage has increased for two consecutive quarters among iPhone owners. 28.3% said they have used it in the past month.
- ❑ **Apple Streaming Video:** 12% of all respondents would be likely or very likely to try an Apple streaming video service. In January, the percentage who would be likely to sign up for a potential Apple streaming video service improved relative to prior quarters. It is also worth noting that respondents who currently use iTunes/Apple TV are considerably more likely to try an Apple streaming video service.
- ❑ **iPhone Update:** Refresh cycles remain stretched for iPhone owners, but they aren't stretching at the same rate observed from January 2016 through December 2017. The percentage of all consumers who said they bought an iPhone in the past month across the span of January through March is a touch worse in 2019 compared to 2018 (in prior years, we typically observed marginal improvement y/y). The iPhone XR has been more popular among iPhone owners in our survey compared to the XS or XS Max.

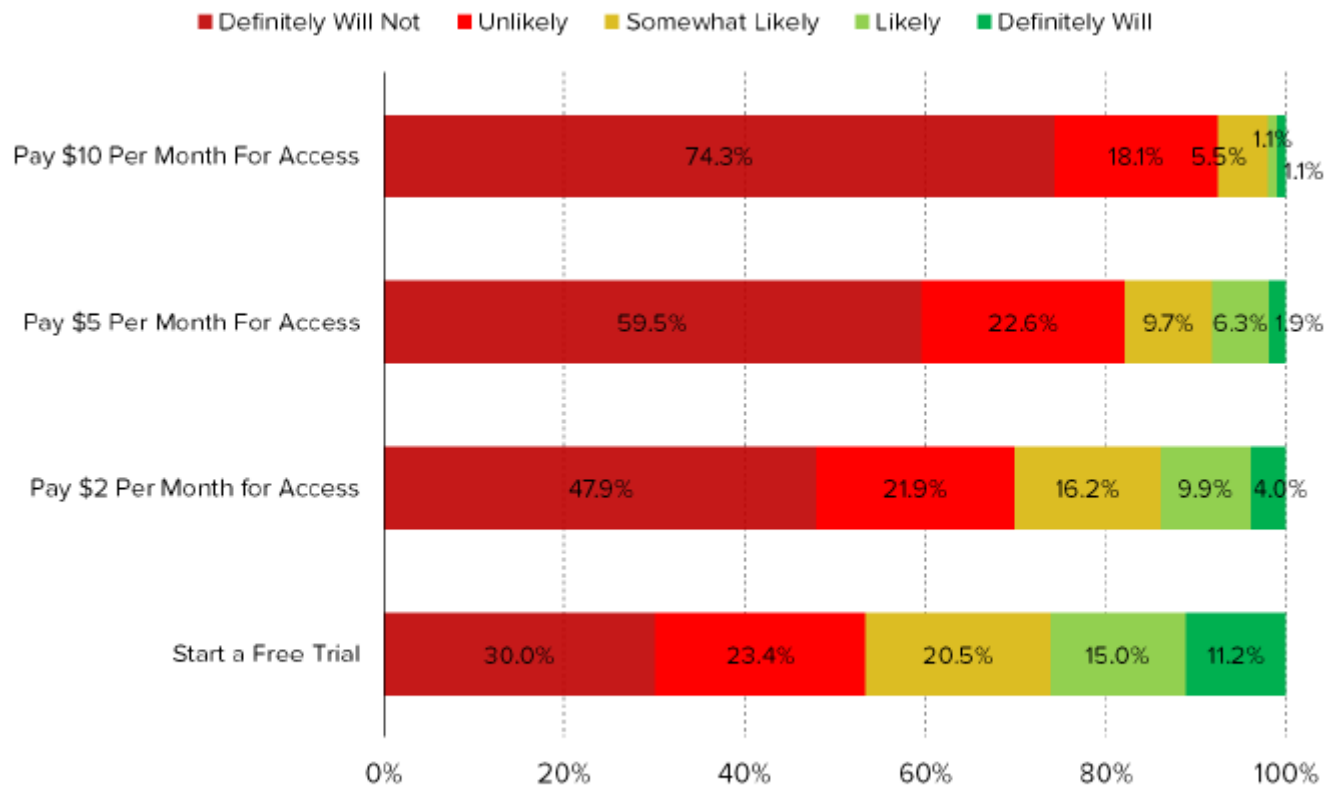


APPLE NEWS



If Apple Launched a paid version of its news app called “Apple News Premium”, how likely would you be to...

Posed to iPhone owners.



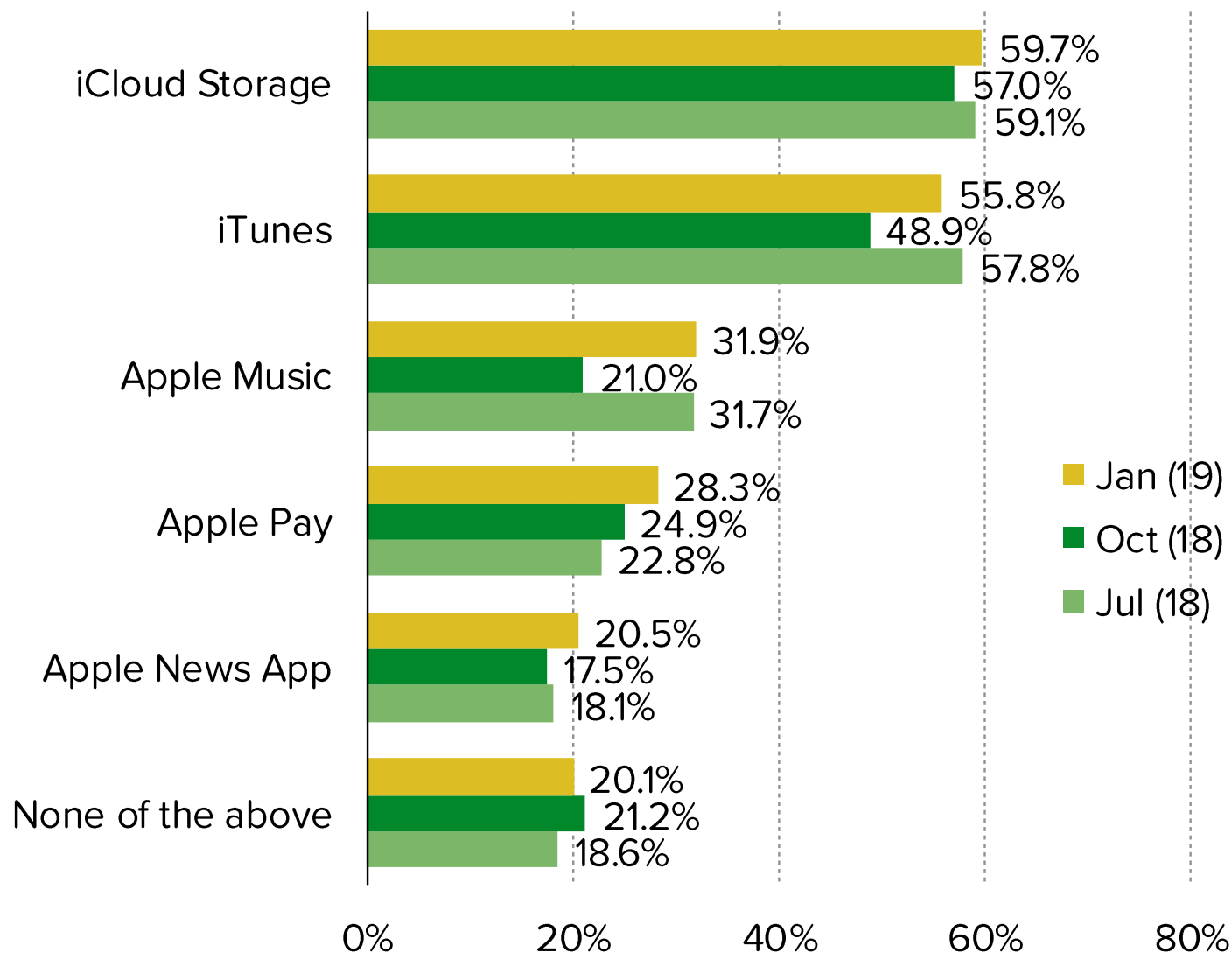
\*We explained to respondents that the service would give a la carte access to a library of magazines and newspapers for a monthly price.

Note: Data from July 2018 (added following initial rumors of a potential paid Apple News service).



Have you used any of the following Apple services in the past month?

Posed to iPhone owners.



Note: Data from our January 2019 quarterly AAPL survey.

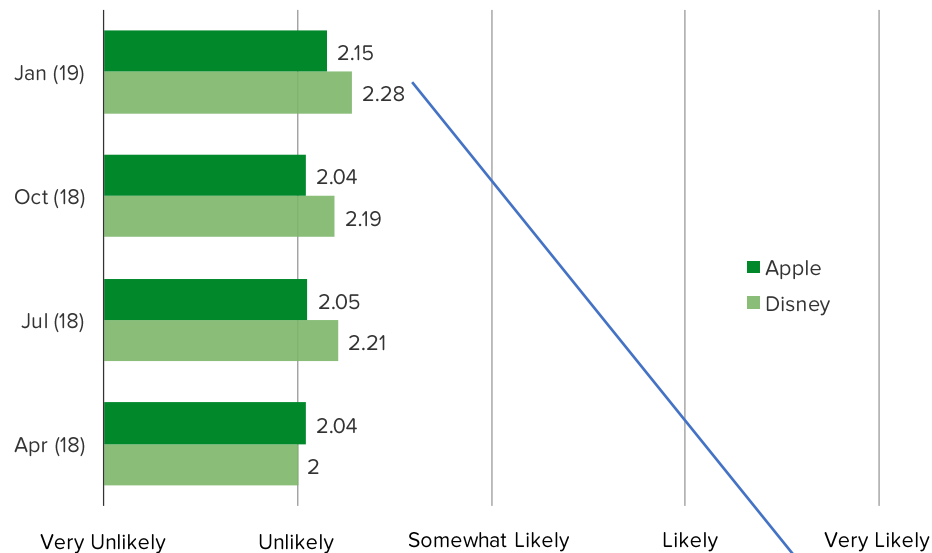


## APPLE STREAMING VIDEO INTEREST

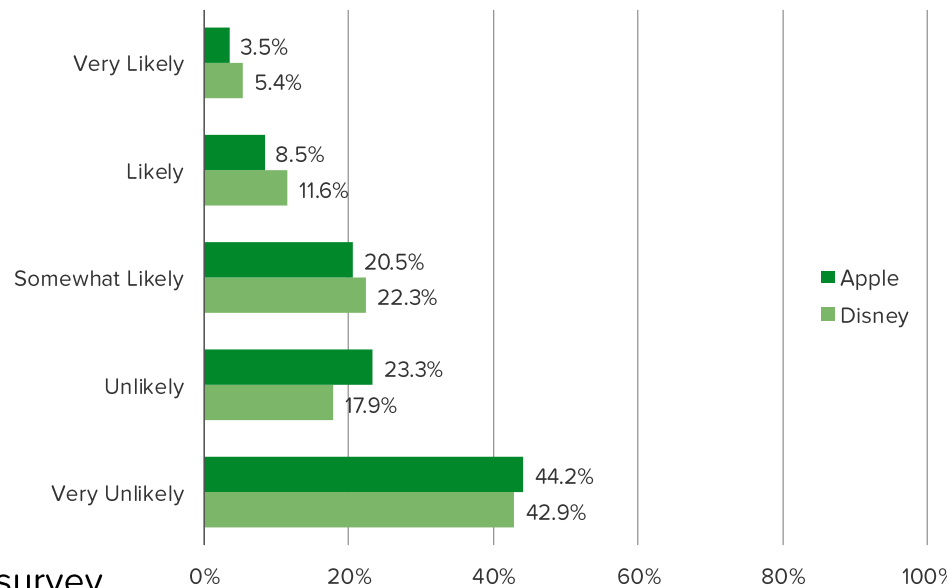


If the following companies launched streaming TV/Movie services of their own, how likely would you be to try them?

Posed to all respondents.



Data broken out from January 2019.



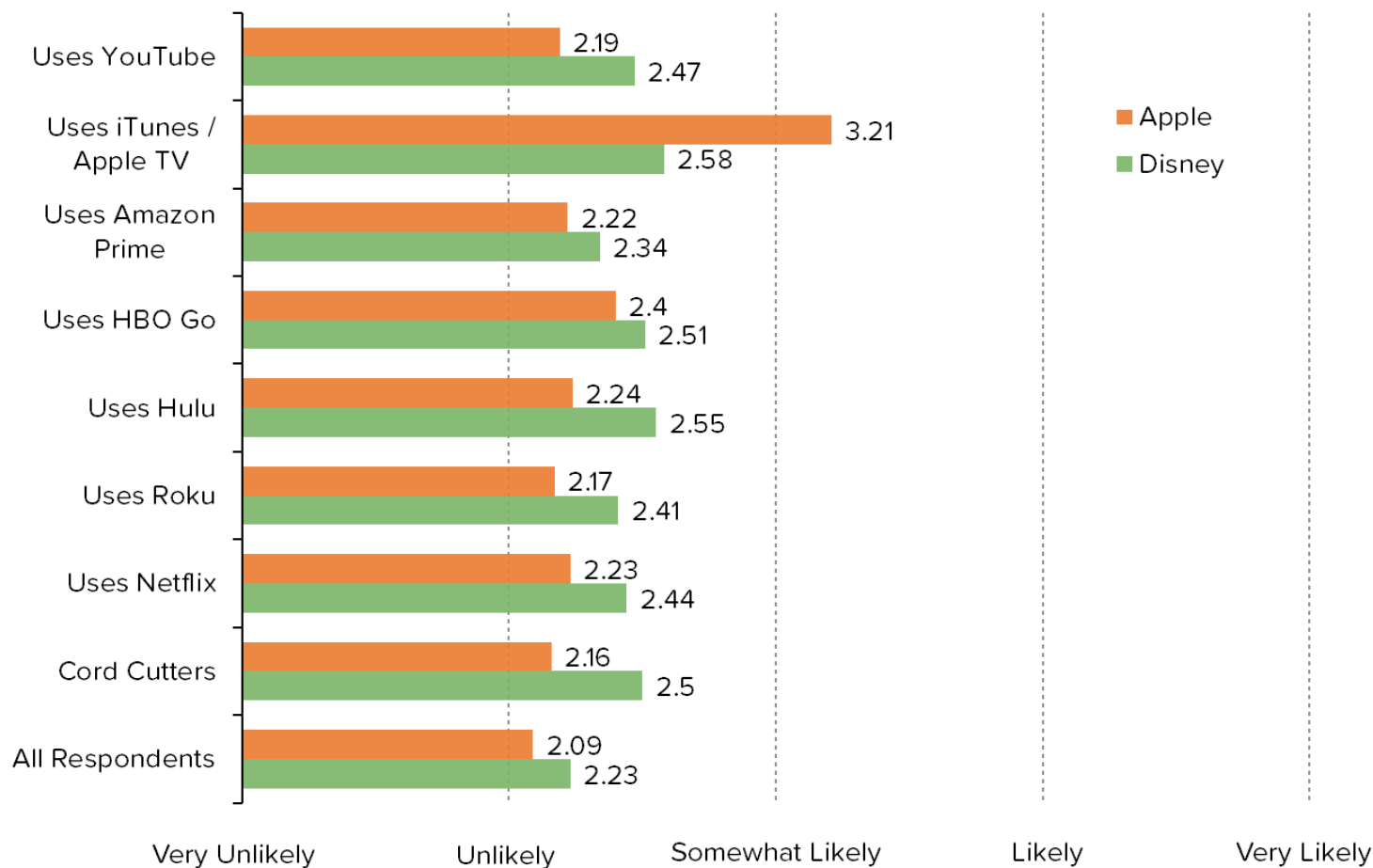
Note: Data from our January 2019 quarterly streaming video survey.



If the following companies launched streaming TV/Movie services of their own, how likely would you be to try them?

Posed to all respondents (cross-tabs analysis).

Note: Cross-Tabs By Services Respondents Use



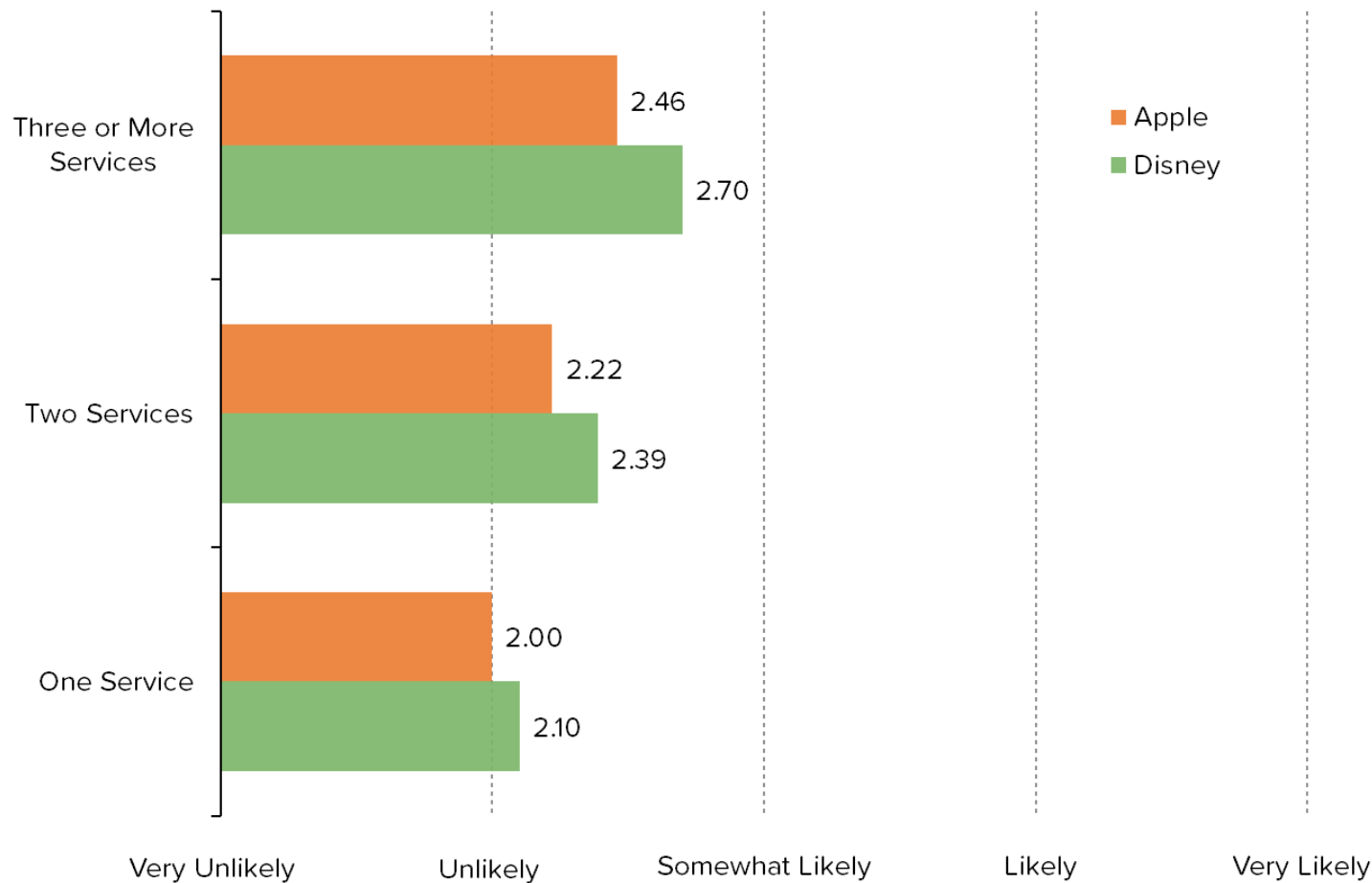
Note: Data from our January 2019 quarterly streaming video survey.



If the following companies launched streaming TV/Movie services of their own, how likely would you be to try them?

Posed to all respondents (cross-tabs analysis).

Note: Cross-Tabs By The Number of Streaming Video Services Respondents Feel Is Appropriate To Paying For At One Time.



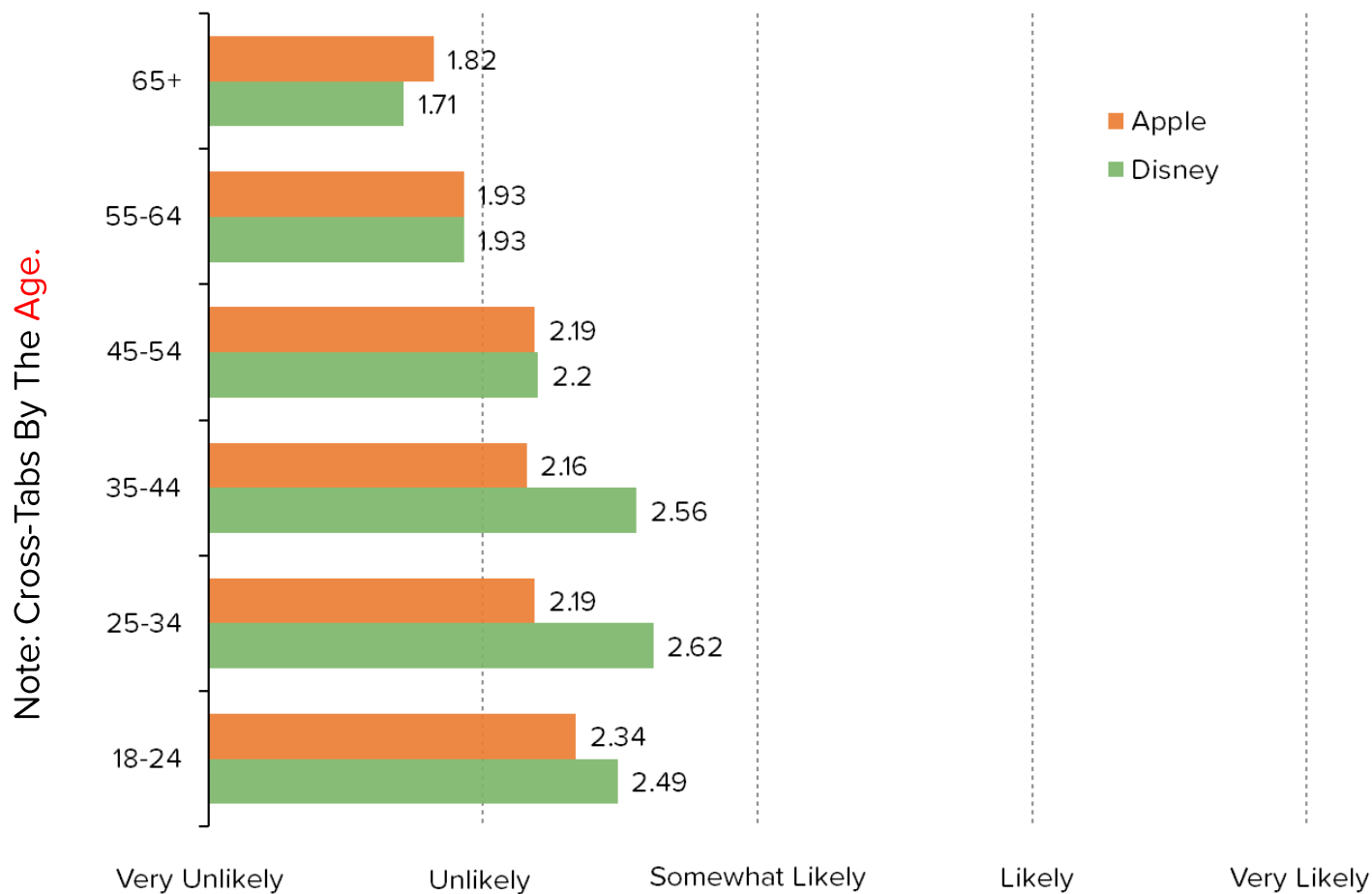
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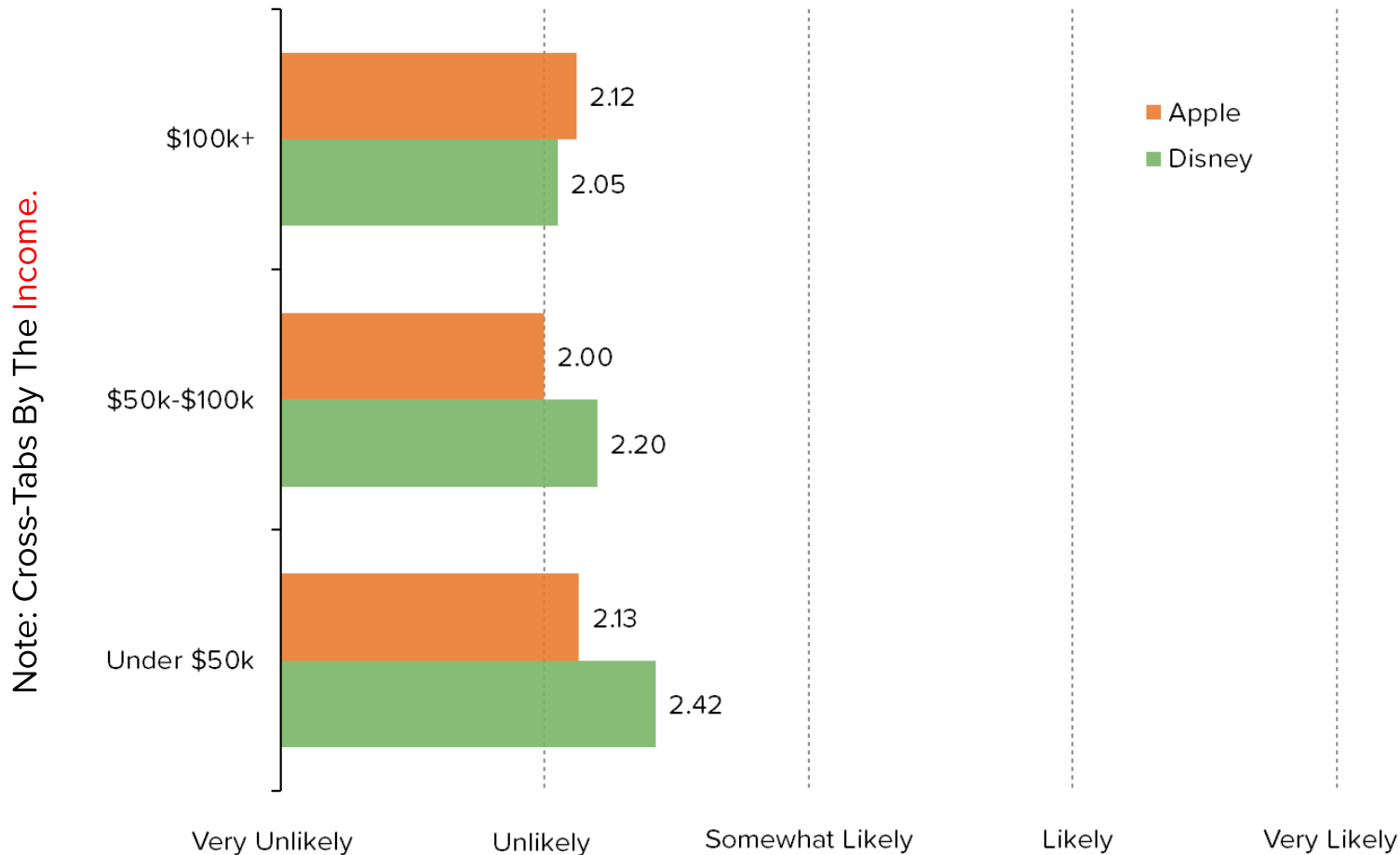


Note: Data from our January 2019 quarterly streaming video survey.



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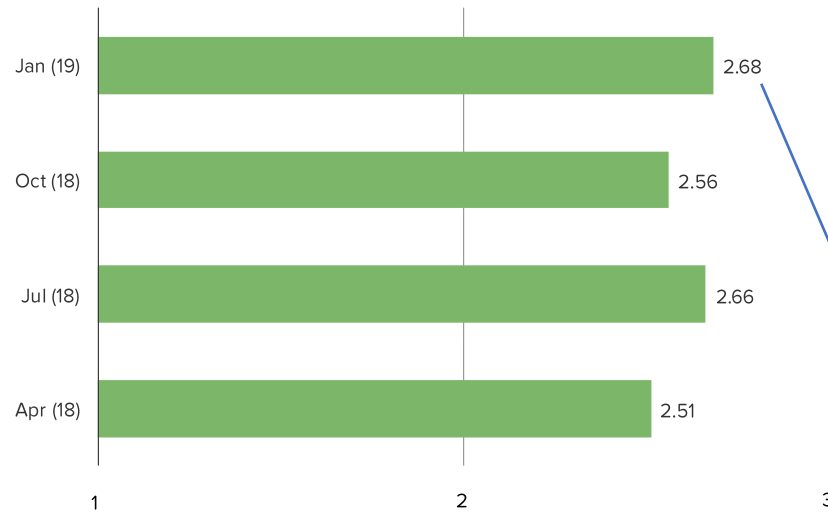


Note: Data from our January 2019 quarterly streaming video survey.

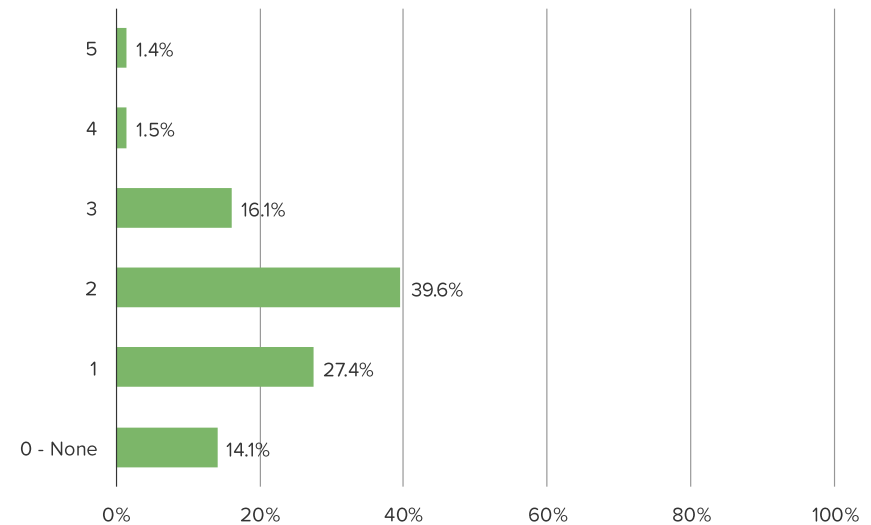


How many streaming video services do you think is the right number to be paying for at the same time?

Posed to all respondents.



Data broken out from January 2019.



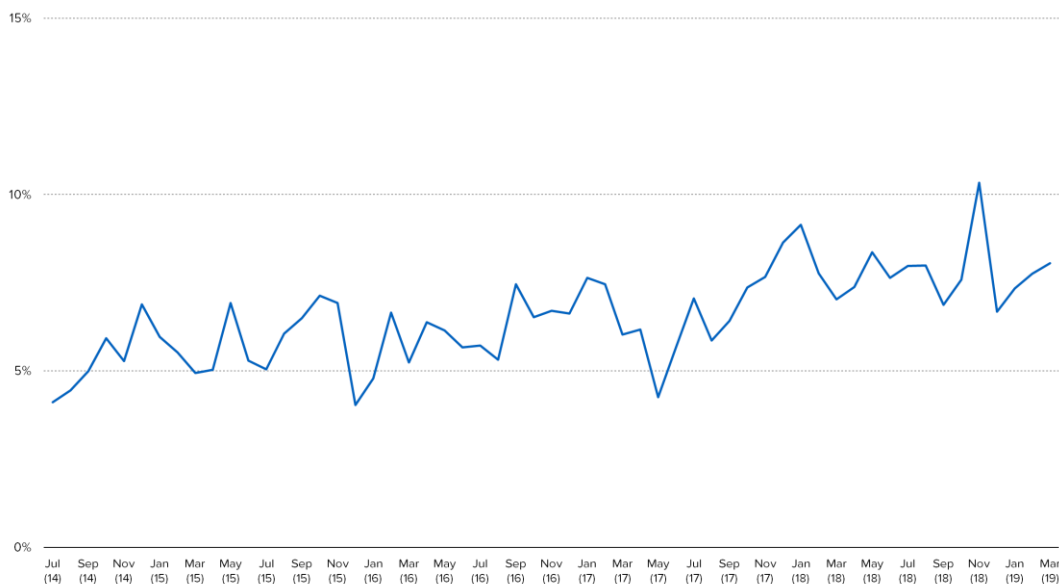
Note: Data from our January 2019 quarterly streaming video survey.



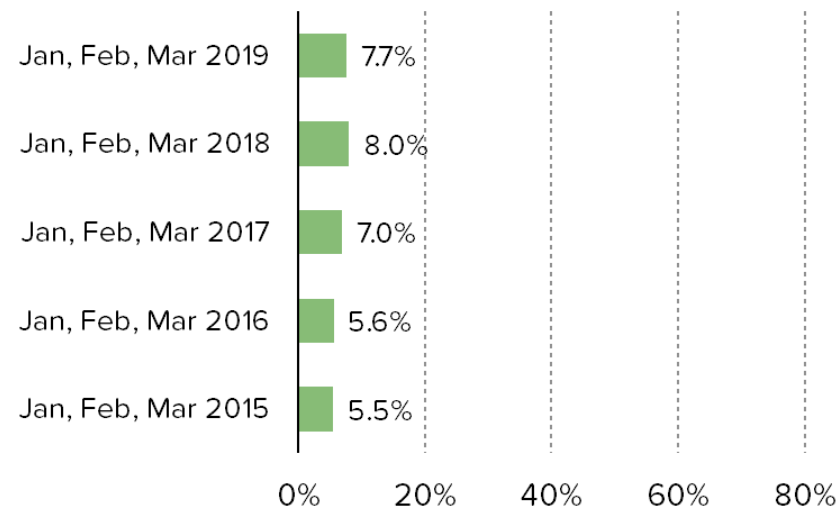
iPhone UPDATE



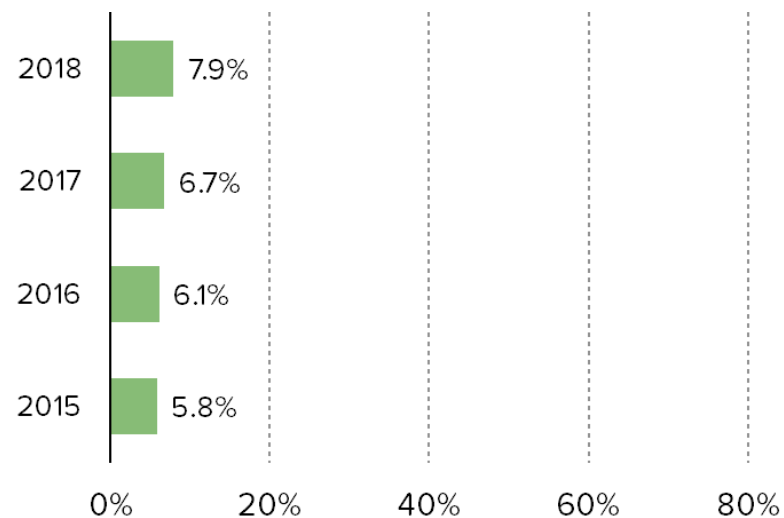
All Consumers | Purchased an iPhone in the past month  
Posed to all respondents.



% of respondents who bought an iPhone during three month periods.



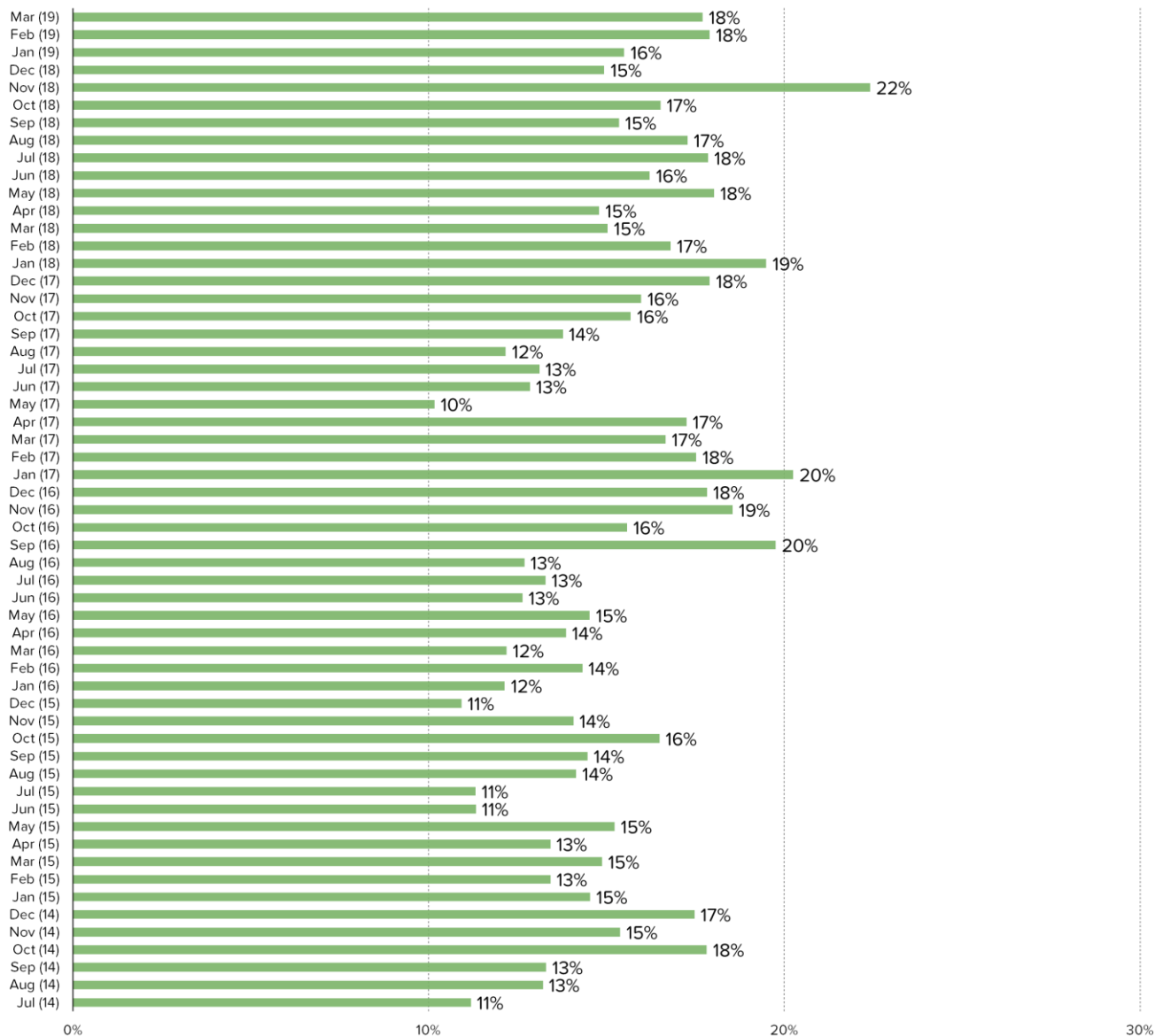
% of respondents who bought an iPhone in the past month in aggregate throughout each year.



Note: Data from our monthly tracker survey.



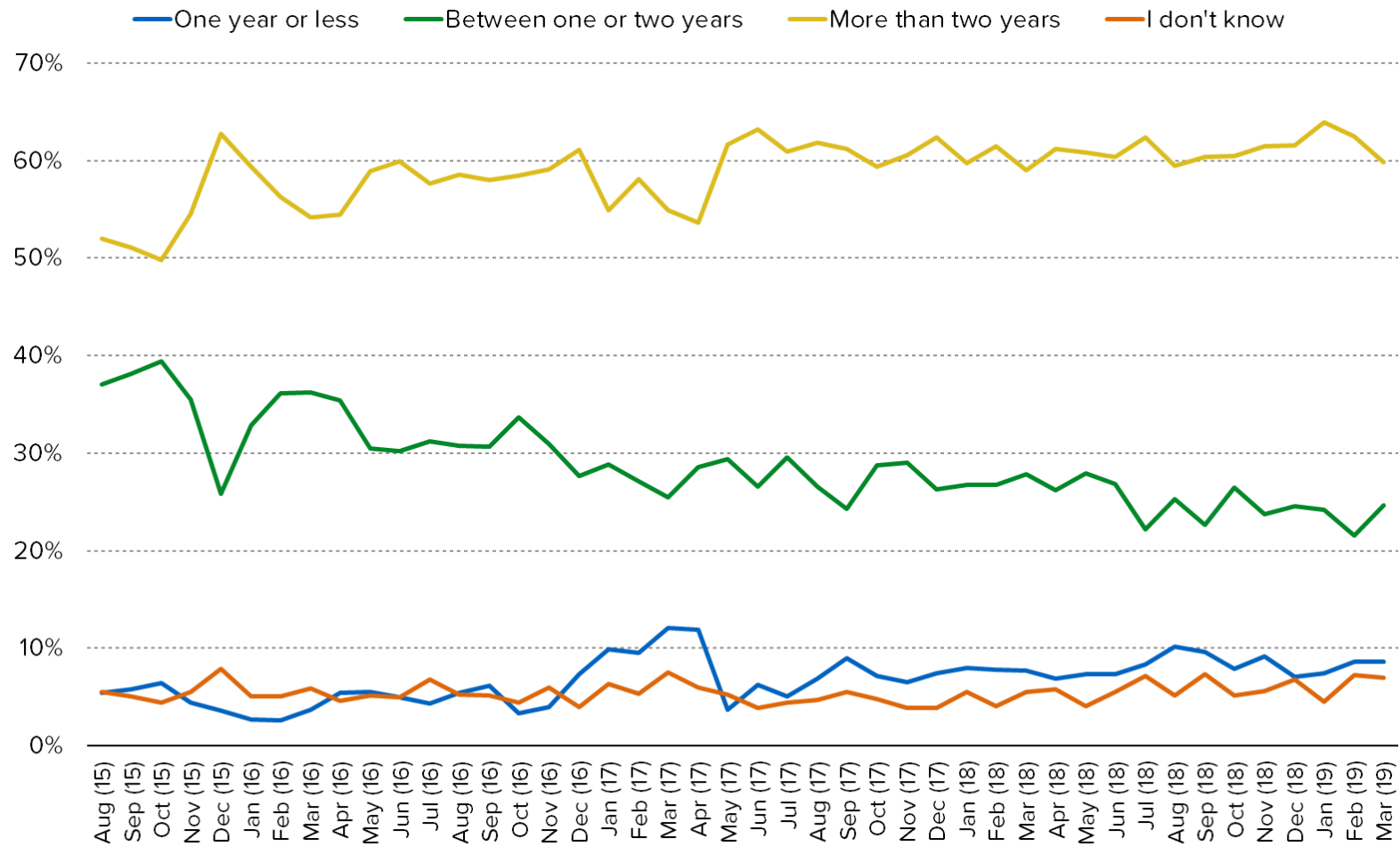
iPhone Owners | Purchased a smartphone in the past month  
 Posed to iPhone owners.



Note: Data from our monthly tracker survey.



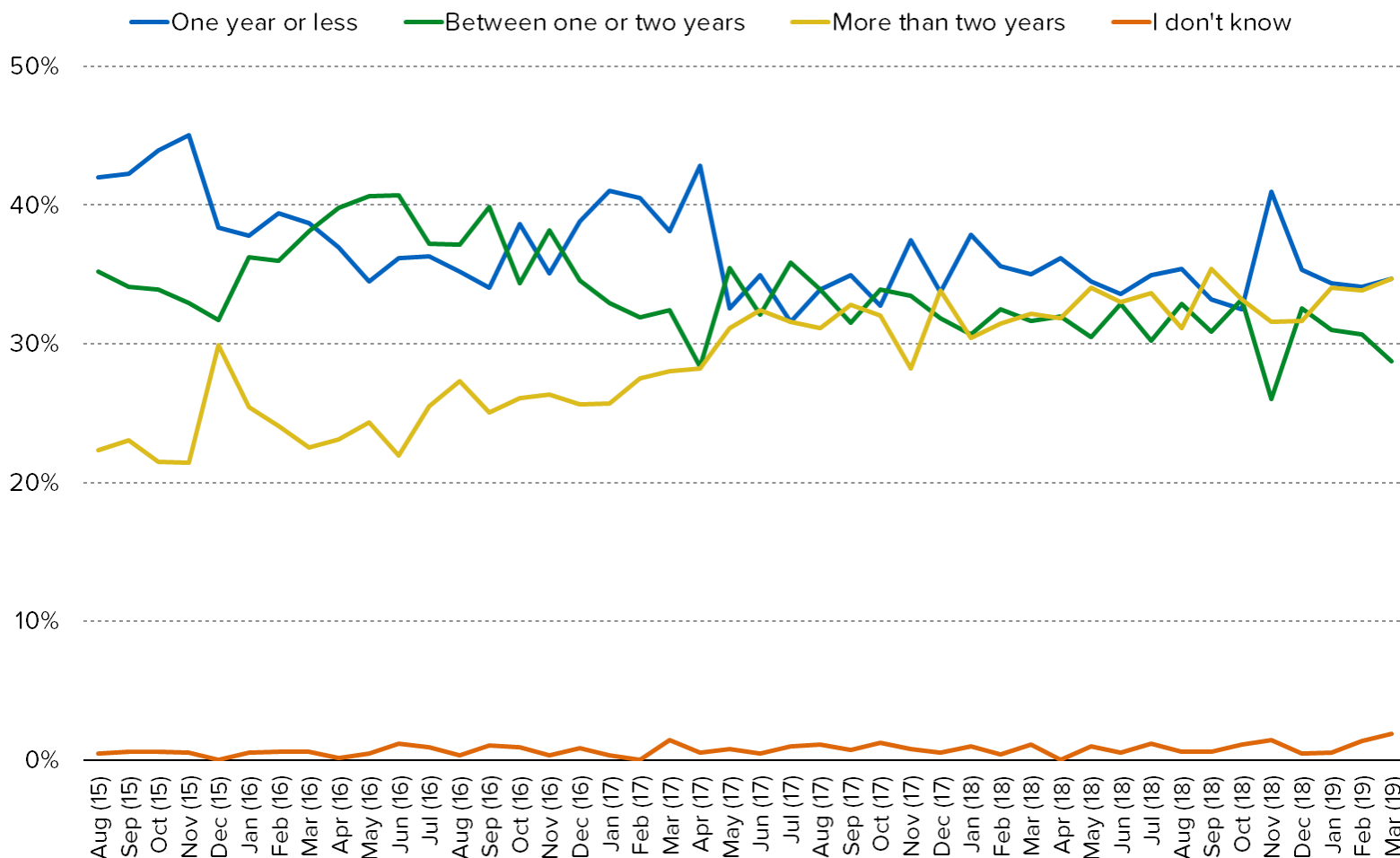
How often do you typically keep a smartphone before getting a new one?  
Posed to iPhone owners.



Note: Data from our monthly tracker survey.



For how long have you owned your current iPhone?  
 Posed to iPhone owners.

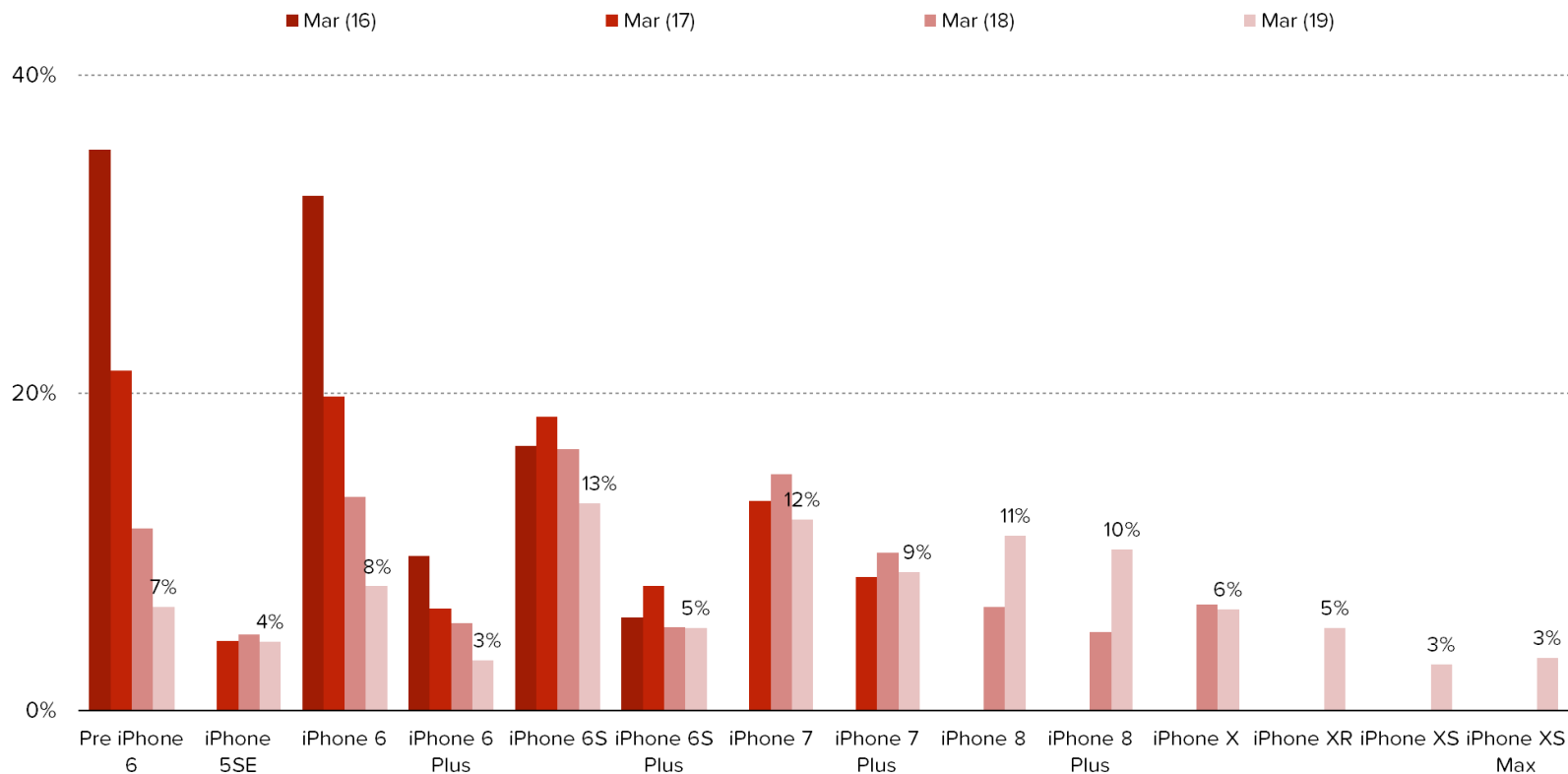


Note: Data from our monthly tracker survey.





**Which model do you currently own?**  
 Posed to iPhone owners.

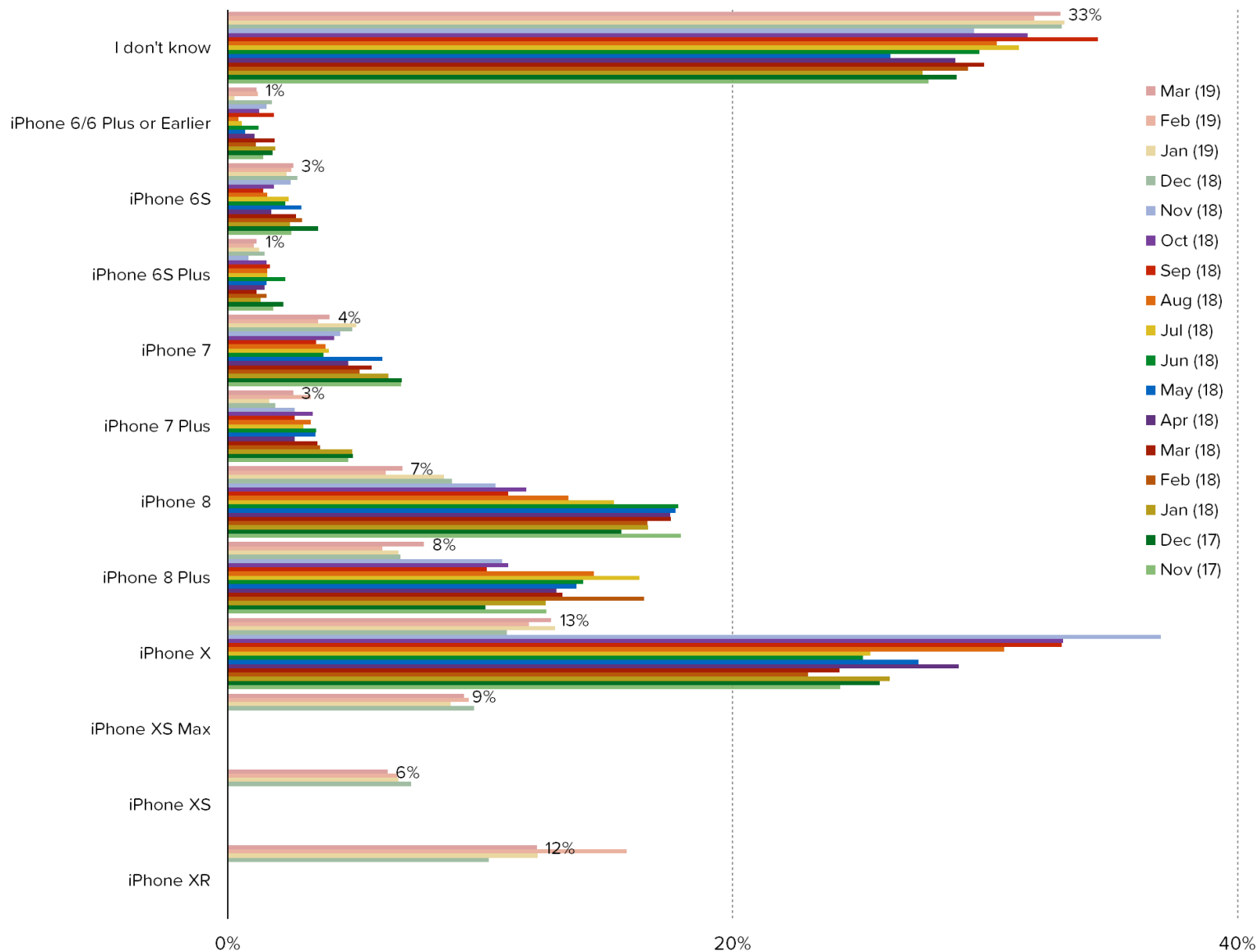


Note: Data from our monthly tracker survey.



### Which are you most likely to choose?

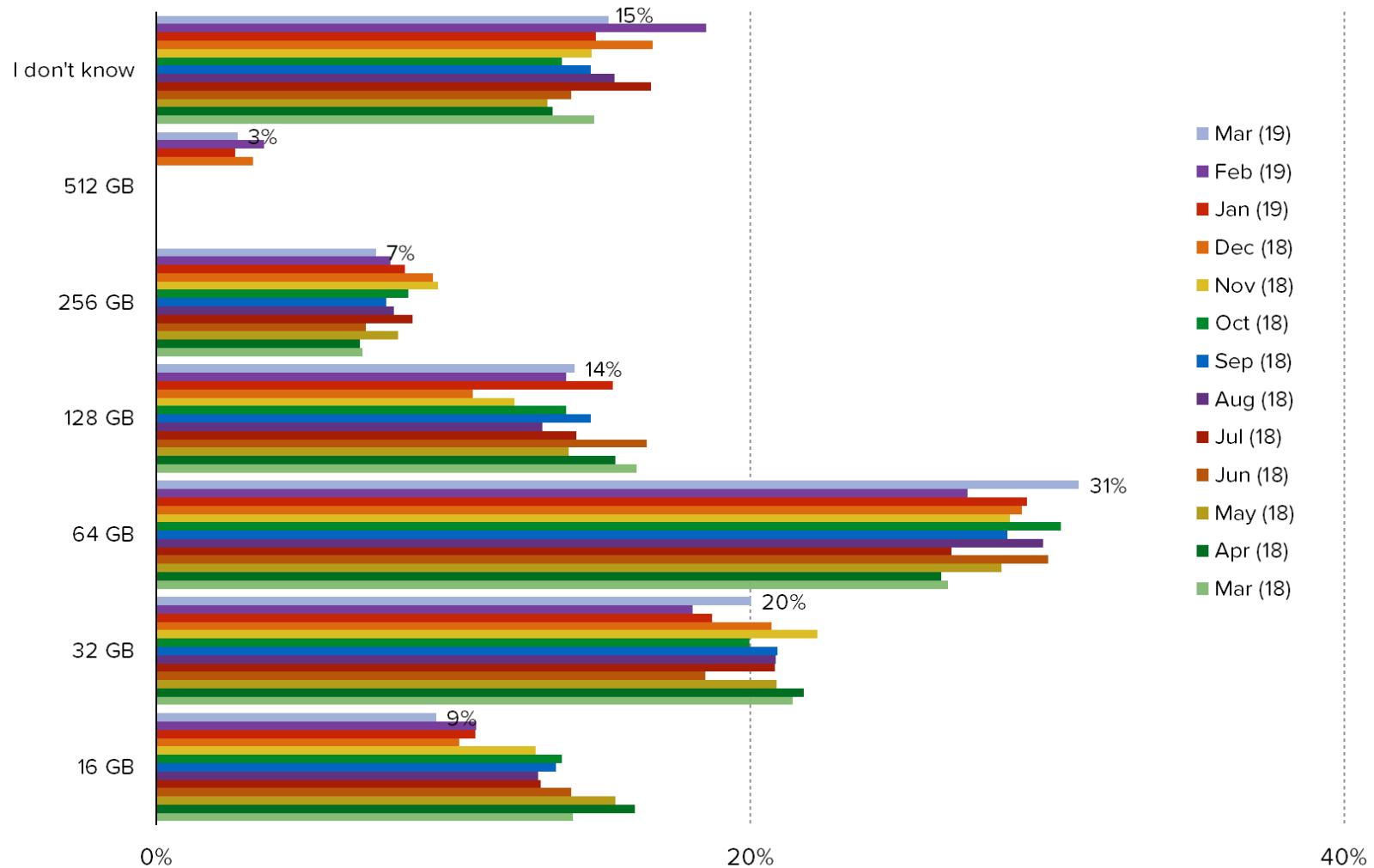
Posed to respondents who plan to get an iPhone as their next smartphone.



Note: Data from our monthly tracker survey.



How much memory does your iPhone have?  
Posed to iPhone owners.



Note: Data from our monthly tracker survey.

