

(AAPL)

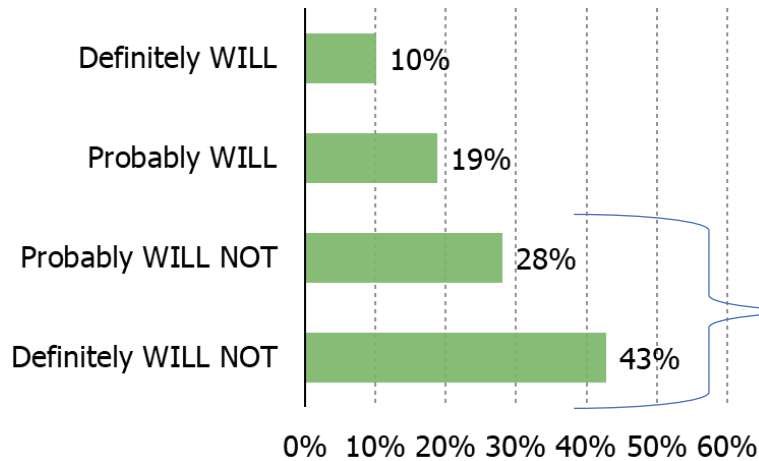
iPhone 12 Purchase Intentions

May 29, 2020

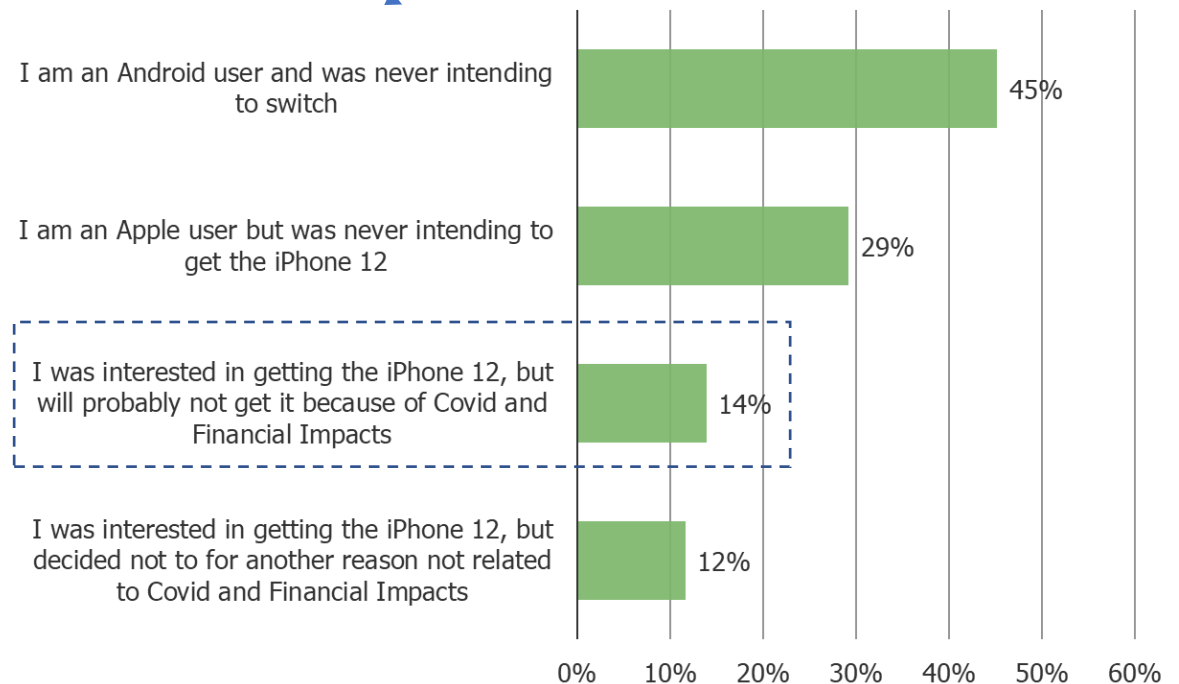
14% of those unlikely to get the iPhone 12 said they were interested but will probably not get it because of Covid and financial impacts.

How likely are you to buy the iPhone 12 when it is released by Apple this Fall?

Posed to US Consumers (Balanced to Census)



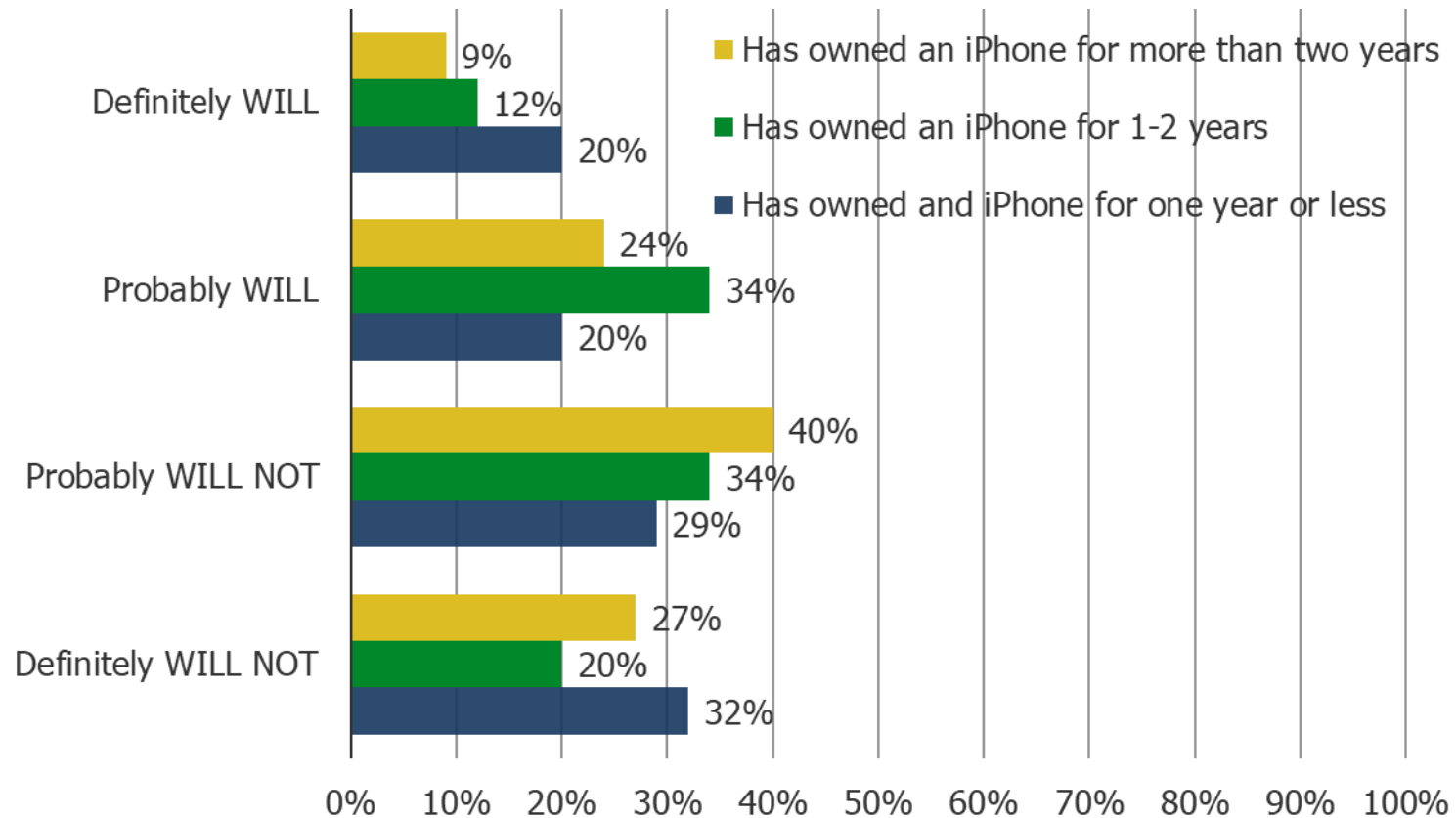
Which best explains why not?



Respondents who have been holding onto their iPhones for the longest amount of time are less likely to get the iPhone 12 compared to those who have refreshed more recently.

How likely are you to buy the iPhone 12 when it is released by Apple this Fall?

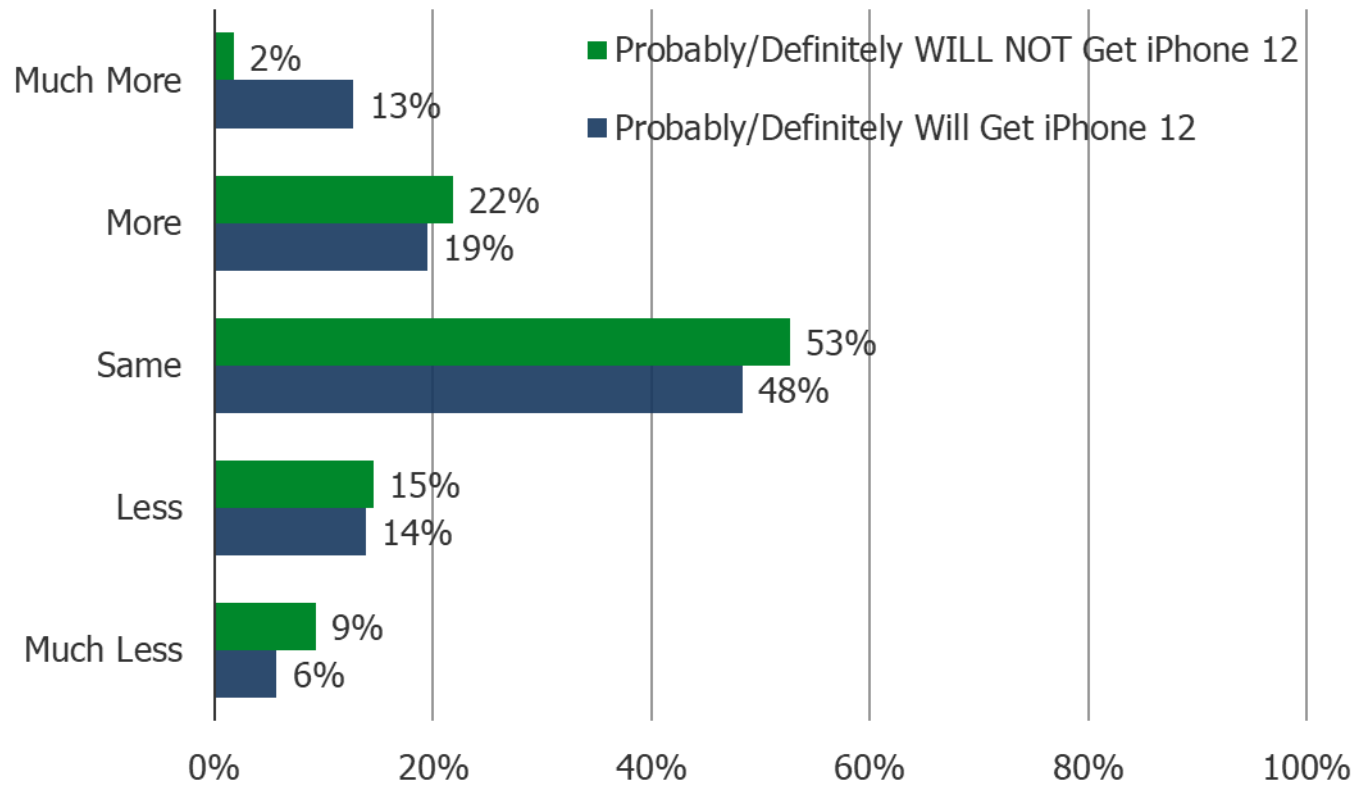
Posed to iPhone Owners (Cross-Tabbed by how long they have owned their iPhone)



Respondents who intend to get the iPhone 12 are more likely to say they expect to increase spend on their next phone.

When it comes time to buy your phone, are you likely to buy a phone that is more or less expensive than your current phone?

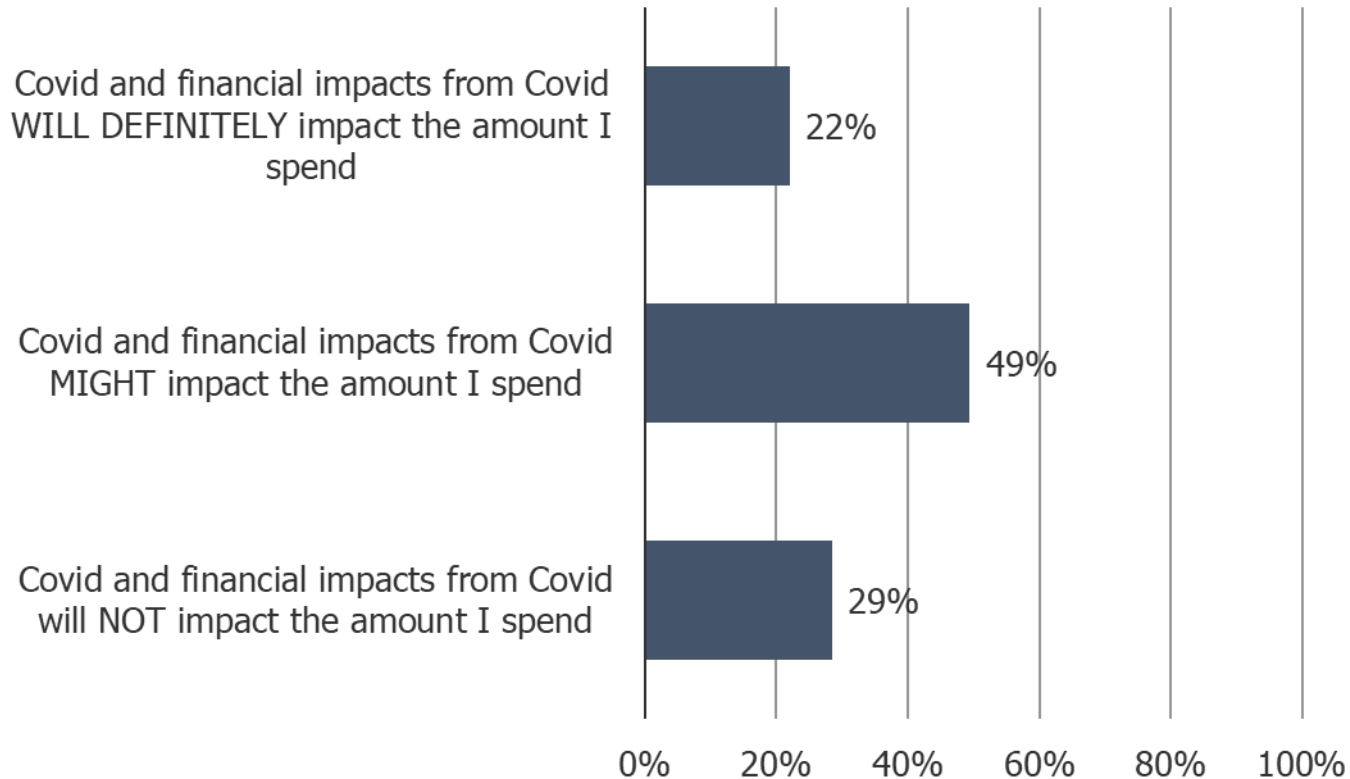
Posed to respondents, cross-tabbed by whether they are likely or unlikely to get the iPhone 12.



Respondents who said they will probably or definitely get the iPhone 12 expressed some hesitation/uncertainty when it comes to Covid and financial impacts and their plans.

Will the amount you are willing to spend be impacted by Covid and financial impacts?

Posed to respondents who said they probably or definitely will buy the iPhone 12.



The percentage of respondents planning to get a new phone in the 4-9 month window is at all-time series highs.

When do you expect to purchase a new smartphone?

Posed to US Consumers (Balanced to census)

