

BACKGROUND

- ❑ We surveyed 1,500 US consumers balanced to census to collect some feedback on the iPhone 12.

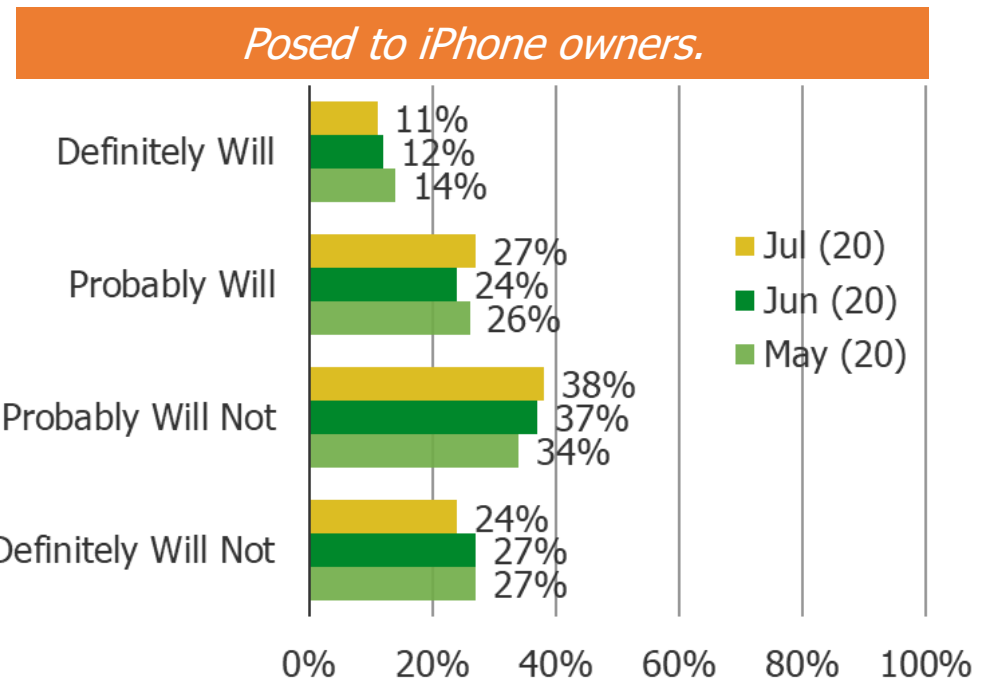
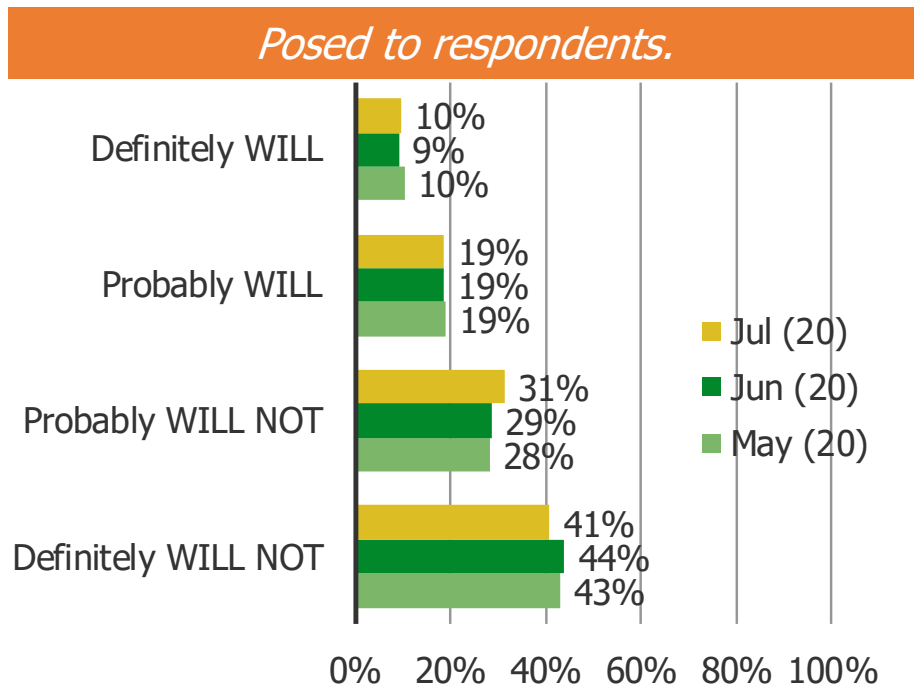
FINDINGS:

- ❑ Feedback around the iPhone 12 (likelihood of purchasing, sentiment related to how strong demand will be for it) was mostly consistent sequentially (in some instances softening a touch).
- ❑ While it is still early / pre-details, one cohort we would highlight from our cross-tab work is 18-24 year-olds. 18-24 year-olds are the most likely to say they will probably/definitely get the iPhone 12, but they were also the most likely to say they were interested in the iPhone 12 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 respondents.



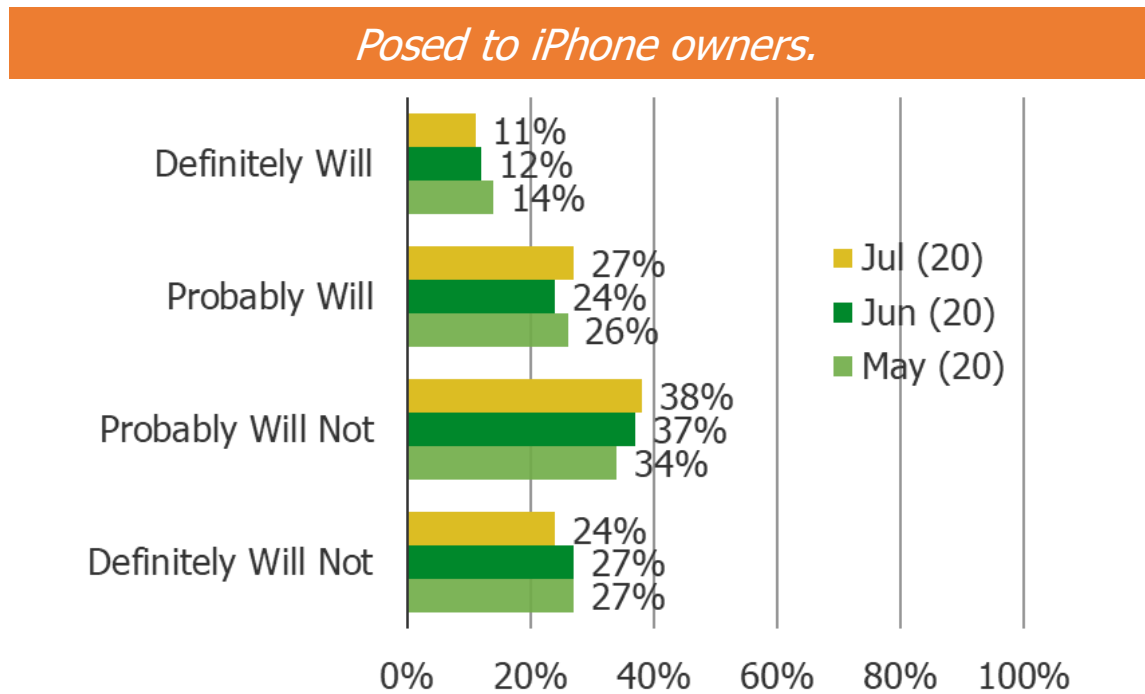
	What is your age?										
	Total	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75 or older	\$50,000 - \$99,999	\$100,000 - \$199,999	\$200,000 +
Definitely WILL NOT	42%	22%	33%	41%	52%	62%	61%	64%	42%	39%	28%
Probably WILL NOT	29%	35%	26%	28%	28%	27%	34%	27%	31%	29%	30%
Probably WILL	19%	29%	24%	19%	15%	10%	5%	4%	18%	20%	26%
Definitely WILL	10%	13%	17%	12%	5%	1%	0%	4%	9%	12%	16%
Weighted Average	1.95	2.33	2.24	2.02	1.73	1.50	1.45	1.50	1.95	2.07	2.31

Date Call Out: 18-24 year-olds are among the most likely cohorts to be likely to purchase the iPhone 12.



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

Posed to iPhone owners.

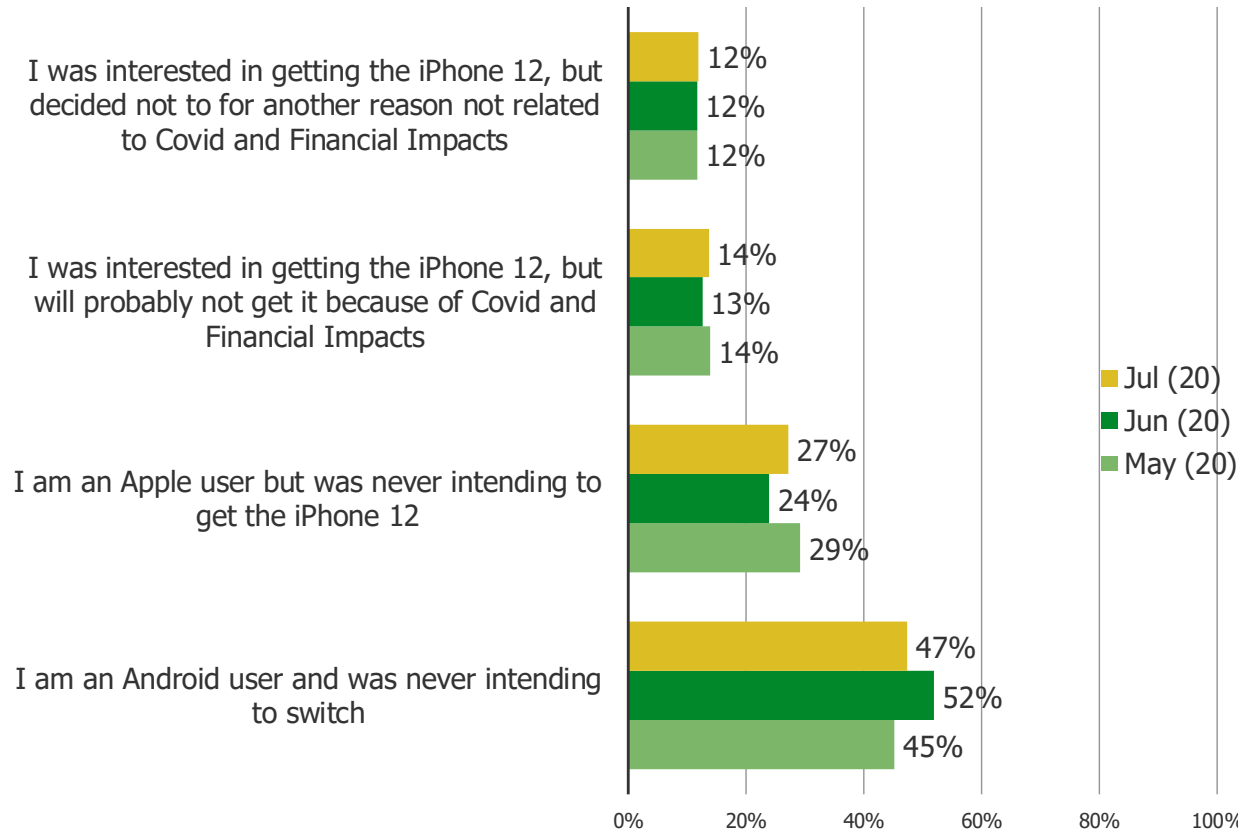


Date Call Out: 18-24 year-olds are among the most likely cohorts to be likely to purchase the iPhone 12.



Which of the following explains why you are unlikely to buy the iPhone 12?

Posed to respondents who are unlikely to get the iPhone 12.



	What is your age?										
	Total (A)	18 to 24 (B)	25 to 34 (C)	35 to 44 (D)	45 to 54 (E)	55 to 64 (F)	65 to 74 (G)	75 or older (H)	\$0,000 - \$99,999 (A)	\$100,000 - \$199,999 (I)	\$200,000 + (C1)
I am an Android user and was never intending to switch	48%	25%	46%	57%	54%	55%	54%	37%	45%	39%	28%
I am an Apple user but was never intending to get the iPhone 12	27%	33%	28%	21%	24%	27%	27%	39%	31%	35%	43%
I was interested in getting the iPhone 12, but will probably not get it because of Covid and Financial Impacts	13%	27%	15%	13%	11%	9%	5%	6%	14%	11%	14%
I was interested in getting the iPhone 12, but decided not to for another reason not related to Covid and Financial	12%	15%	12%	9%	11%	8%	14%	18%	11%	15%	15%

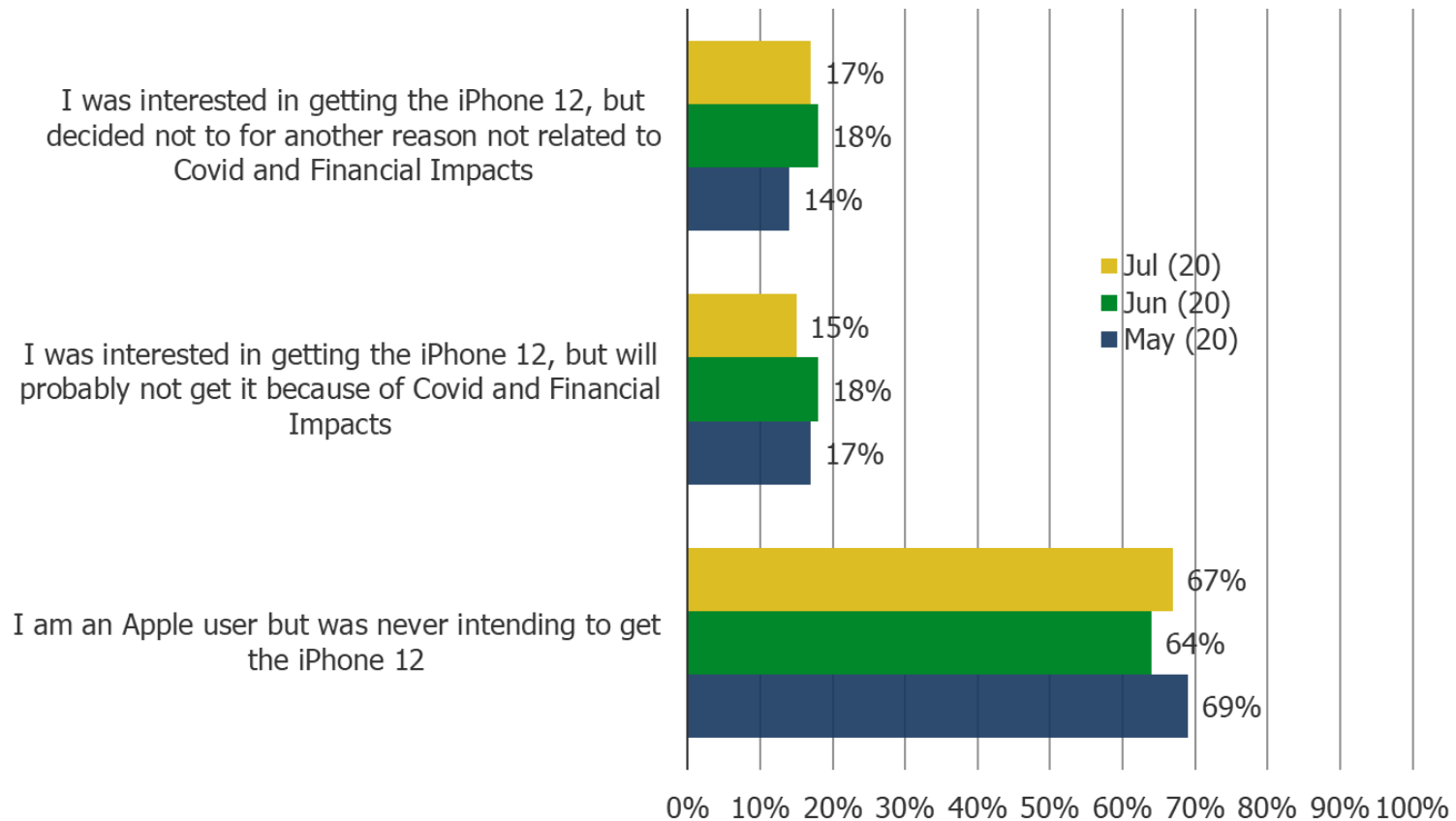
Date Call Out: 18-24 year-olds are among the most likely to say they have changed their mind and will not buy the iPhone 12 because of Covid / Financial impacts.



Which of the following explains why you are unlikely to buy the iPhone 12?

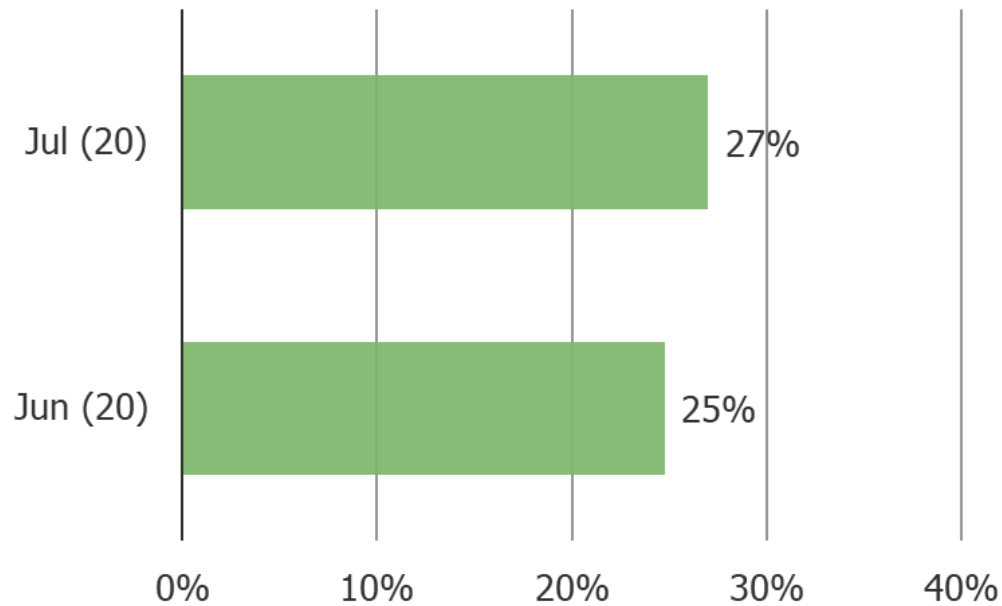
Posed to iPhone owners who are unlikely to get the iPhone 12.

Posed to iPhone owners.



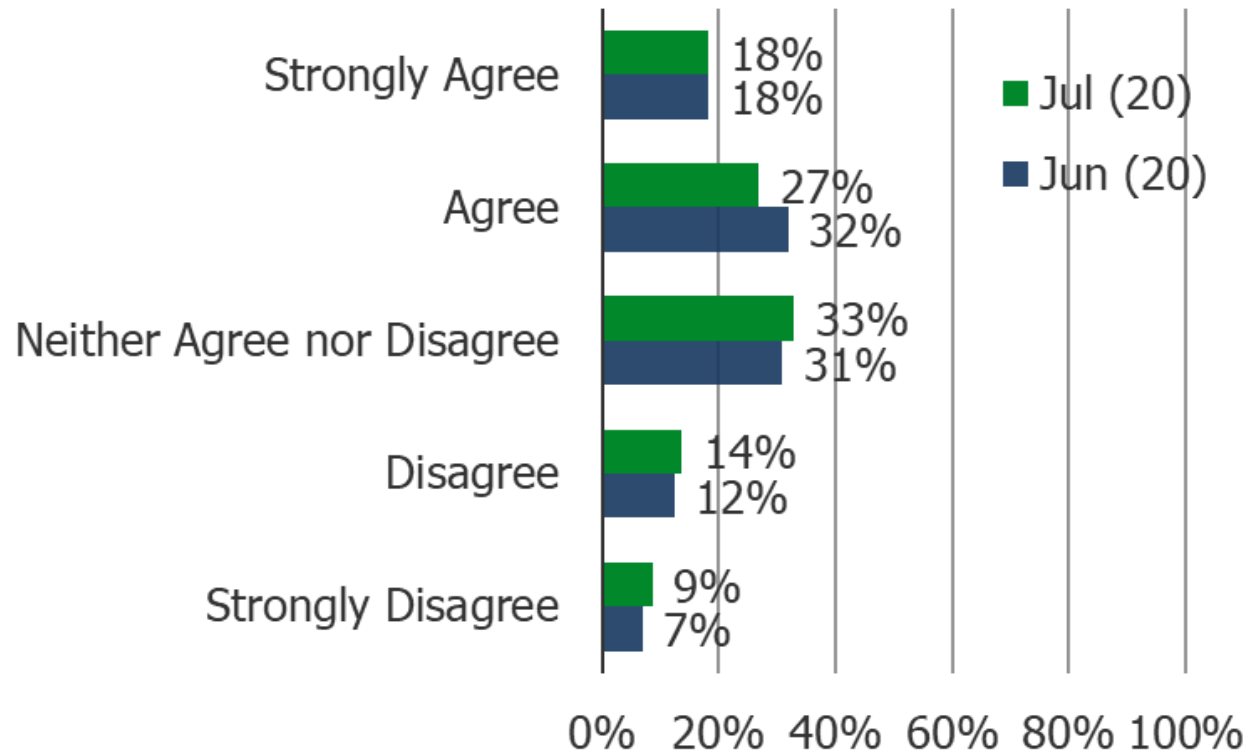
Have you looked into any information about the upcoming iPhone models yet (iPhone 12, iPhone 12 Pro, iPhone 12 Pro Max)?

Posed to all respondents.



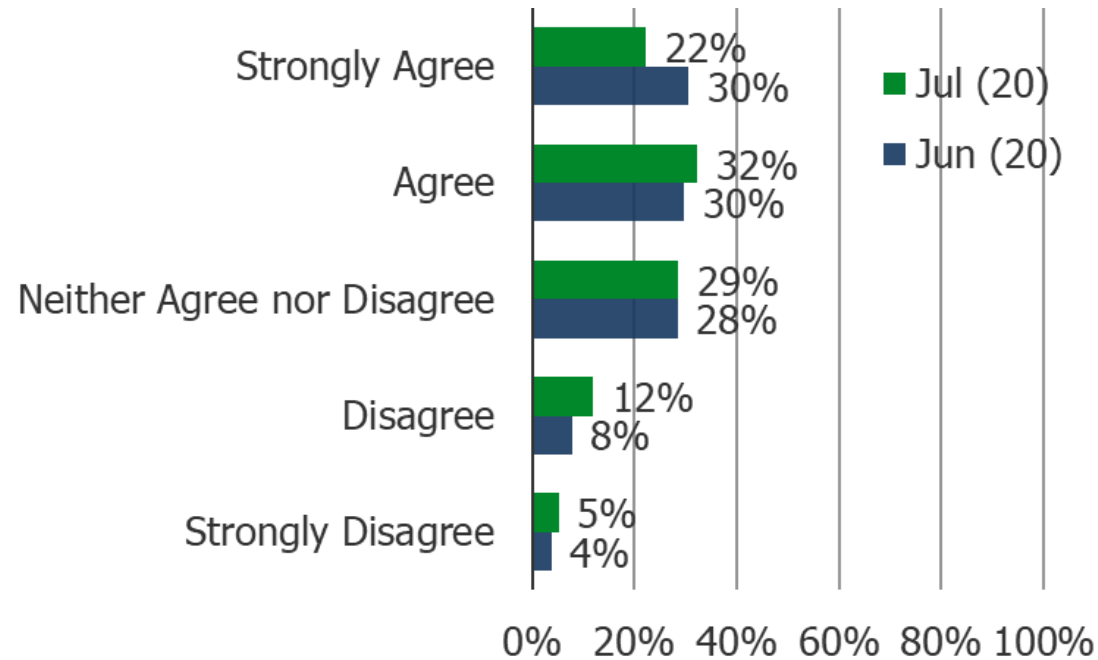
Please rate how much you agree with the following statements: It would be worth it to pay more to get the iPhone 12 Pro or 12 Pro Max instead of the iPhone 12

Posed to respondents who have looked into information about the iPhone 12.



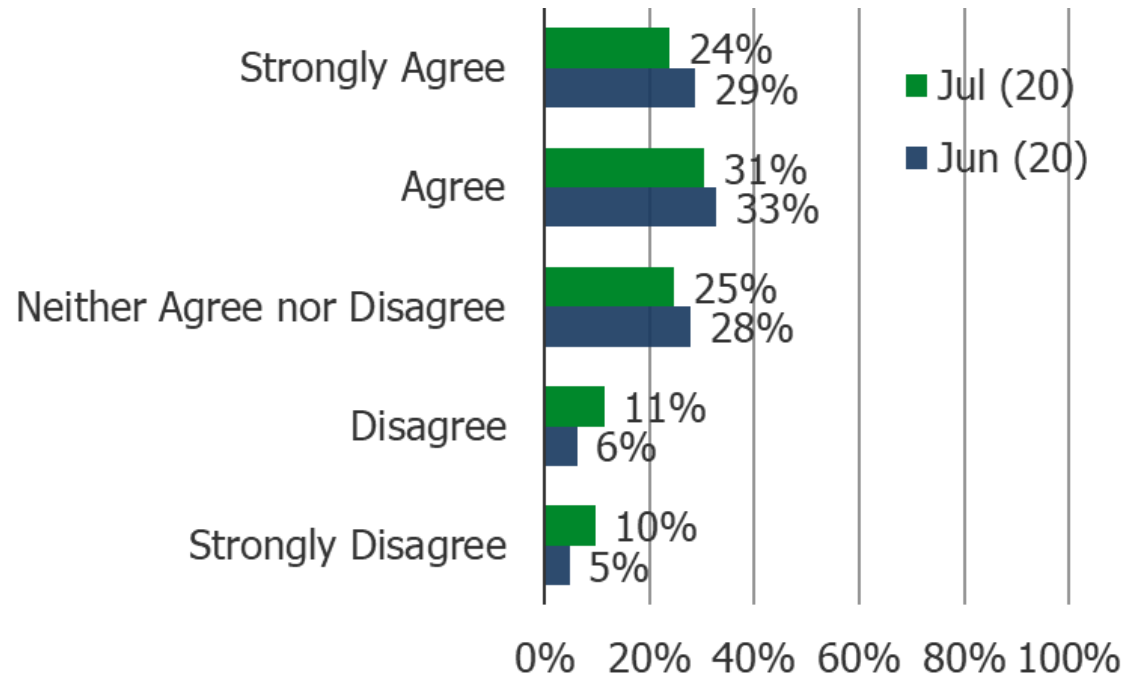
Please rate how much you agree with the following statements: The iPhone 12 is going to be in high demand

Posed to respondents who have looked into information about the iPhone 12.



Please rate how much you agree with the following statements: The iPhone 12 Pro and 12 Pro Max is going to be in high demand

Posed to respondents who have looked into information about the iPhone 12.



Which model are you most likely to choose?

Posed to respondents who said they are most likely to choose the iPhone for their next phone.

