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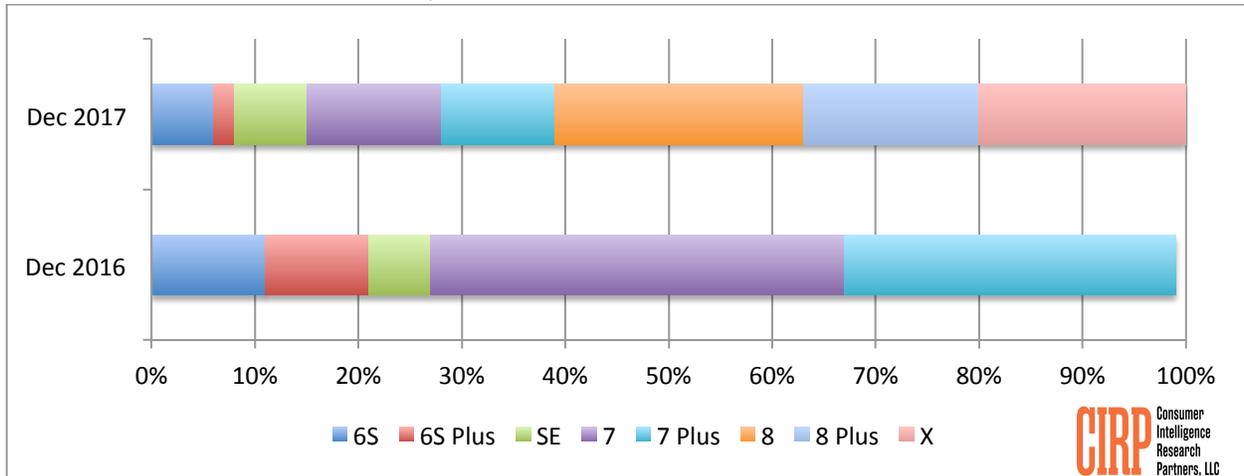
How'd the iPhone X Do? It's Complicated

Broad Model Lineup, Partial Quarter, Launch Sequence Make Comparisons Difficult

CHICAGO, IL – Monday, January 22, 2018: Consumer Intelligence Research Partners, LLC (CIRP), today released analysis of the results from its research on Apple, Inc. (NASDAQ:AAPL) for the fiscal quarter that ended December 30, 2017.

CIRP finds that the new iPhone 8, 8 Plus, and X accounted for 61% of total US iPhone sales in the quarter, with iPhone 8 at 24%, iPhone 8 Plus at 17%, and iPhone X at 20% (Chart 1).

Chart 1: iPhone Models US Sales Mix, Fiscal Quarters



“At 61%, the three newest iPhone models together represented a somewhat smaller share of total US iPhone sales in the quarter, compared to 72% for the iPhone 7 and 7 Plus a year ago,” said Josh Lowitz, CIRP Partner and Co-Founder. “Yet, comparisons to earlier launches are tricky at best. First, iPhone X wasn’t available for the full quarter. The Apple model pie is further divided, as they now offer eight models, the most ever. And, Apple launched the new phones on a different schedule, announcing three new models at once, but delaying the launch of the most advanced and expensive one, iPhone X, for five weeks following the launch of iPhone 8 and 8 Plus.”

“Older models held their own,” added Mike Levin, CIRP Partner and Co-Founder. “iPhone 7 and 7 Plus grabbed almost one-quarter of sales in the quarter, and the two-year old iPhone 6S and 6S Plus accounted for 8% of sales. Apple priced these older models attractively, with little visible physical difference among the 6, 7, and 8 series models. Even the older, smaller-format SE maintained a meaningful share of total sales.”

“On the other hand, large screens continue to gain acceptance,” continued Lowitz. “The three Plus models available had 30% of total sales, down from 42% for the Plus models a year ago. The arrival of the iPhone X altered this mix, as the iPhone X dimensions closely match the iPhone 8, but its edge-to-edge screen is actually larger than that of the iPhone 8 Plus. The additional 20% of iPhone buyers who purchased iPhone X suggests that more and more Apple customers find large-screen phones attractive.”

CIRP bases its findings on its survey of 500 US Apple customers that purchased an iPhone, iPad, or Mac in the US in October-December 2017 period. For additional information, please contact Mike Levin (mike@cirpllc.com) or Josh Lowitz (josh@cirpllc.com) at 312.344.3664. Further information on CIRP, which provides securities research to the investment community using advanced consumer market research strategies, methods, and techniques, is at www.cirpllc.com.

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