

FOR IMMEDIATE RELEASE

What iPhones Do Android Switchers Switch To?

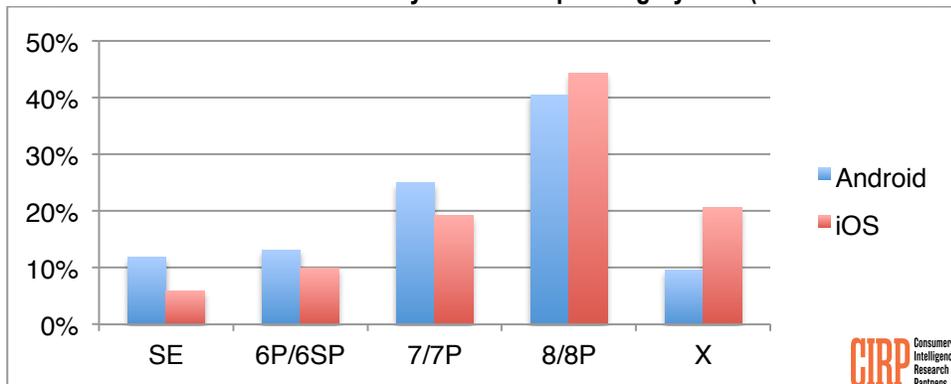
Lower-priced iPhone models, while Plus form factor is popular

CHICAGO, IL – Tuesday, June 26, 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 March 31, 2018.

CIRP finds Android owners that switch to iPhone tend to purchase lower-priced models. Android owners also switch disproportionately to larger Plus form factor iPhones.

CIRP estimates 15-20% of iPhone buyers in a given quarter switch from the Google Android operating system. Among these Android switchers, they purchase the smaller, less-expensive iPhone SE at twice the rate as iPhone owners, and the most expensive iPhone X at half the rate as iPhone owners (Chart 1).

Chart 1: iPhone Model Purchased by Previous Operating System (six months ending March 2018)

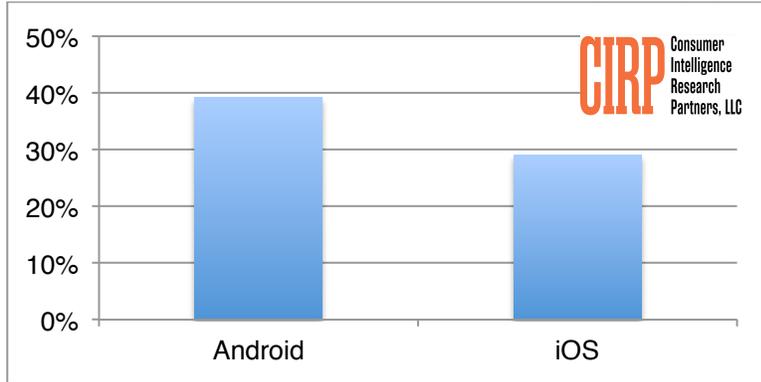


“In marketing iPhones, Apple attempts to persuade current users of Google’s Android operating system to switch to its iOS operating system,” said Josh Lowitz, CIRP Partner and Co-Founder. “Apple has had varying success, with seasonal variation in the percentage of buyers that are making the switch. We analyzed how Android owners that switch to Apple iPhones differ from repeat iPhone buyers. The former Android users gravitate to the lowest-priced iPhone models, which makes sense to us, with Android phones offering a wide range of models, many at relatively low-price points. And since

everything on an iPhone is new to them, there is less value in purchasing the latest flagship model with the most advanced features.”

Android switchers do purchase the Plus models at a somewhat greater rate (Chart 2).

Chart 2. Plus Form Factor Purchased by Previous Operating System (twelve months ending March 2018)



“39% of Android switchers purchased a Plus model, compared to 29% of iOS users that purchase another iPhone,” said Mike Levin, CIRP Partner and Co-Founder. “With Android manufacturers offering larger form factors for a longer time, it appears that Android owners appreciate iPhones with larger screens, as well.”

CIRP bases its findings on its survey of 2,000 US Apple customers that purchased an iPhone, iPad, or Mac in the US in twelve months ending March 2018. 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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