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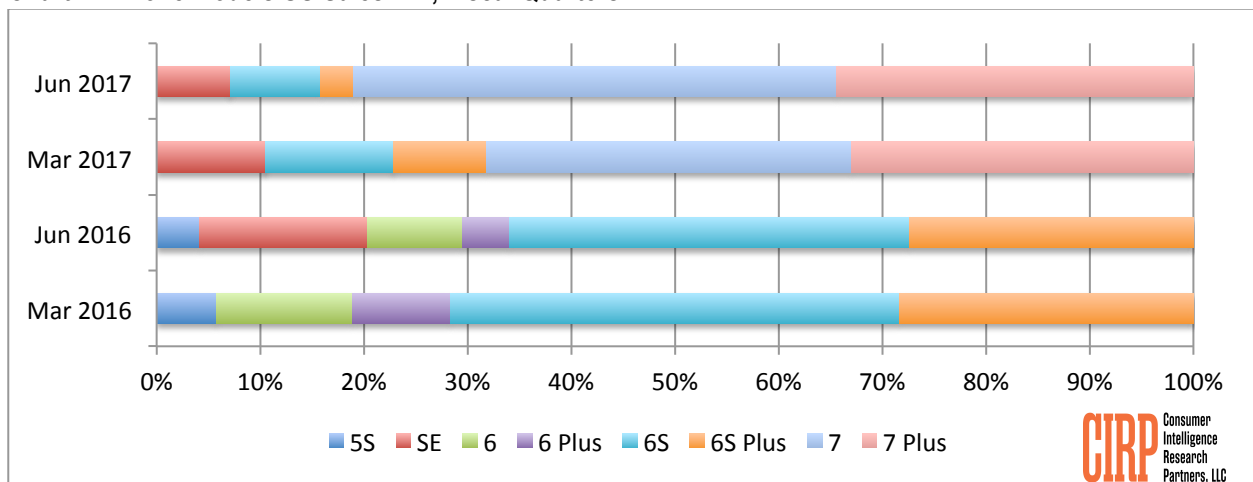
## **iPhone 7, 7 Plus Captures Greater Share of Quarterly Sales**

**Apple Attracts Highest Percentage of Android Switchers in Last Year**

CHICAGO, IL – Tuesday, July 25, 2017 - 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 July 1, 2017.

CIRP finds that the new iPhone 7 and 7 Plus accounted for 81% of total US iPhone sales in the quarter, with iPhone 7 at 47% and iPhone 7 Plus at 34% (Chart 1).

**Chart 1: iPhone Models US Sales Mix, Fiscal Quarters**



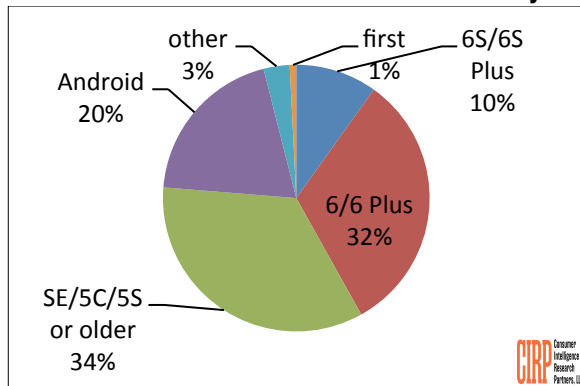
“The newest iPhone models, 7 and 7 Plus, accounted for a much higher share of total iPhone sales in this quarter than the March 2017 quarter,” said Josh Lowitz, CIRP Partner and Co-Founder. “Sales of legacy models appear to have finally diminished, after showing sustained strength in recent quarters. In the year ago June 2016 quarter, legacy models accounted for 34% of iPhones sold, compared to 19% in this quarter.”

“Share of the larger-format 7 Plus and 6S Plus models also improved relative to the June 2016 quarter, although it was lower than the March 2017 quarter,” added Mike Levin, CIRP Partner and Co-Founder. “The large-format Plus models accounted for 38% of total sales in the June 2017 quarter, 42% in the March 2017 quarter, and 32% in the

June 2016 quarter. Along with the trend toward sales of larger storage capacity models, this will help increase the average selling price for iPhones.”

Among iPhone buyers, 10% upgraded from iPhone 6S and 6S Plus, and 32% upgraded from the two year-old iPhone 6 and 6 Plus (Chart 2). 34% of buyers upgraded from older iPhones or iPhone SE. 20% of iPhone buyers upgraded from Android phones.

**Chart 2: Previous OS and Model of iPhone Buyers, March 2017 quarter**



“The good news for Apple is that relative to earlier quarters, they attracted a higher percentage of iPhone buyers from Android phones,” added Lowitz. “In the past three quarters before the June 2017 quarter, Android owners had represented 14% to 17% of iPhone buyers. With lengthening upgrade cycles and a growing percentage of owners with the most recently released models, continued platform switching will be important to the success of the next iPhones.”

CIRP bases its findings on its survey of 500 US Apple customers, surveyed from July 1-14, 2017 that purchased an iPhone, iPad, or Mac in the US in April-June 2017 period. For additional information, please contact Mike Levin ([mike@cirpllc.com](mailto:mike@cirpllc.com)) or Josh Lowitz ([josh@cirpllc.com](mailto: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](http://www.cirpllc.com).

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