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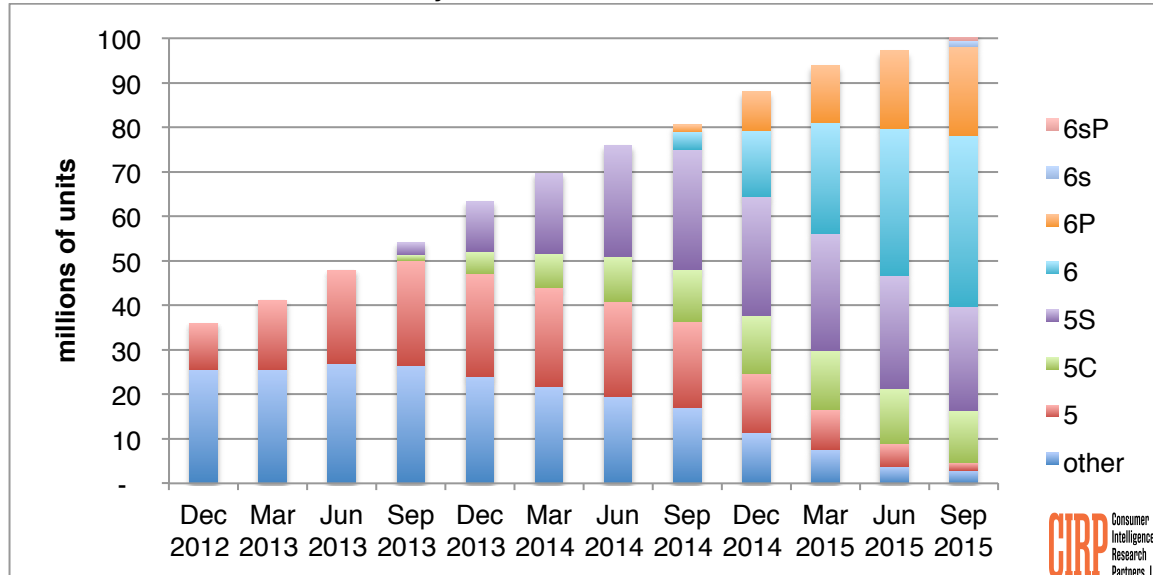
Over 100 Million iPhones in Use in US

Almost Two-Thirds of US Users Now Have iPhone 6 or Higher

CHICAGO, IL – Thursday, November 19, 2015 - Consumer Intelligence Research Partners, LLC (CIRP), today released research on the installed based of iPhones in the US.

CIRP finds that as of the end of the September 2015 quarter, 101 million iPhones were in use in the US, including 58 million iPhone 6 and 6 Plus and 4 million iPhone 6s and 6s Plus models (Chart 1).

Chart 1: Installed Based of iPhones by Model



“The analysis shows the continued strength of the iPhone 6 and 6 Plus, now one year old,” said Mike Levin, Partner and Co-Founder of CIRP. “We estimate a combined 60 million of these flagship phones sold in the US from the September 2014 launch through September 30, 2015. For comparison, the iPhone 5S sold about 28 million in the same period in 2013-2014. With only a weekend of availability in the quarter, we estimate 4 million of the new iPhone 6s and 6s Plus sold in the US.”

By analyzing data on iPhone buyers, their new model selection, and their prior phones, and overlaying Apple iPhone sales data adjusted to the US market, CIRP estimates the number and model of iPhones in use each quarter. This installed base grew on average 8% per quarter for the past eight quarters. In the September 2015 quarter, the installed base grew 4%, compared to 6% in the September 2014 quarter.

“The data again shows that growth in the installed base of iPhones in the US has slowed,” said Josh Lowitz, Partner and Co-Founder of CIRP. “In previous quarters, we saw the installed base grow by as much as 17%, in the December 2013 quarter after the launch of the iPhone 5S and 5C. As the US market matures, Apple has fewer first-time smartphone buyers to add to their base, and faces the challenge of attracting loyal Android users.”

CIRP bases its findings on its September 2015 survey of US Apple customers. CIRP samples 500 customers that purchased an Apple product (iPhone, iPad, or Mac computer) in the preceding quarter. 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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