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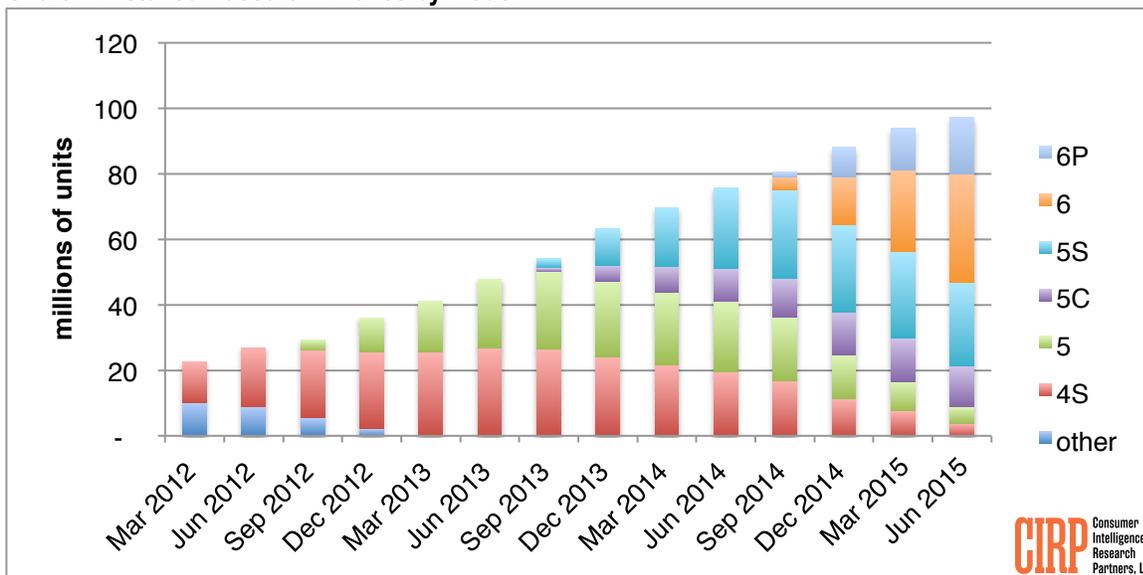
Almost 100 Million iPhones in Use in US

Over Half of US Users Now Have iPhone 6, 6 Plus, as Growth Slows in Base

CHICAGO, IL – Monday, July 27, 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 June 2015 quarter, 97 million iPhones were in use in the US, including 33 million iPhone 6 and 17 million iPhone 6 Plus models (Chart 1).

Chart 1: Installed Based of iPhones by Model



“In the quarterly investor call, Apple CEO Tim Cook said, ‘27% of the installed base of customers prior to the launch of 6 and 6 Plus have now upgraded,’ said Mike Levin, Partner and Co-Founder of CIRP. “Our estimates indicate that 52% of US iPhone owners use an iPhone 6 or 6 Plus. Relative to the installed base of about 80 million users at the launch of the iPhone 6 and 6 Plus, we also estimate that 49% of the installed base at the time of the launch have now bought an iPhone 6 or 6 Plus. So, we suspect a much larger number of iPhone owners outside the US remain possible upgraders, contributing to the 27% figure.”

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 9% per quarter for the past eight quarters. In the June 2015 quarter, the installed base grew 3%, compared to 9% in the June 2014 quarter.

“The data 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 June 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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