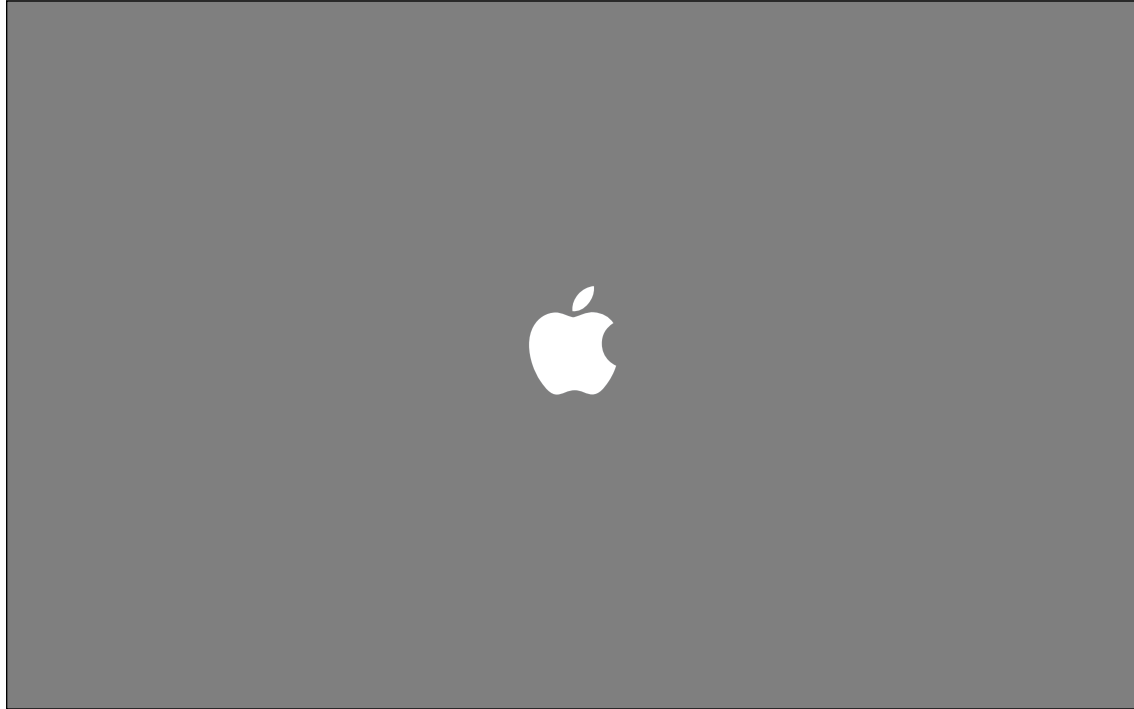


Exhibit W

(Submitted Under Seal)












iPhone Owner Study

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Apple Market Research & Analysis
May 2011

Pages Intentionally Omitted

Strong trust in Apple and appeal of design swayed many to purchase iPhone

	 n=419	 396	 212	 242	 623	 536	 246
Reasons for buying iPhone after considering Android							
Trust Apple brand	41%	49%	44%	43%	54%	33%	25%
Wanted to easily transfer music, apps, videos, contacts, etc., onto my iPhone	34%	33%	20%	19%	12%	11%	21%
Liked the physical appearance and design	32%	49%	54%	51%	67%	45%	31%
iPhone was the best smartphone choice	29%	36%	29%	39%	31%	51%	35%
iPhone was easier to use	27%	28%	25%	41%	25%	20%	35%
Wanted the ability to easily transfer music, apps, videos, contacts, etc., across multiple	23%	20%	13%	12%	9%	12%	15%
Greater availability of apps I am interested in	20%	34%	32%	39%	33%	47%	29%








Base: All iPhone 3GS/4 owners who considered Android
 ES: What was it that convinced you to get an iPhone after considering Android?

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Pages Intentionally Omitted

Physical appearance and design and comfort while holding in hands play a

Features very important in decision to buy iPhone – top box (cont.)

	 n=2,003	 2,315	 1,922	 2,003	 1,856	 1,554	 1,725
Physical appearance and design	46%	54%	50%	57%	76%	65%	59%
Comfort while holding in hands	45%	35%	63%	43%	70%	42%	41%
Capacity/amount of storage space	41%	40%	40%	40%	46%	38%	35%
iPhone OS/iOS	38%	36%	44%	37%	54%	41%	38%
Non-game apps	35%	32%	40%	43%	54%	31%	44%
Retina display	33%	34%	47%	48%	52%	40%	45%
Video recording function	27%	24%	25%	23%	31%	23%	18%
FaceTime video calling	18%	10%	12%	10%	24%	21%	6%
Game apps	15%	17%	15%	14%	48%	22%	12%

Base: All iPhone 3GS/4 owners who bought their phone

E6: Thinking back to when you acquired your iPhone, how important or unimportant were each of the following features or attributes in your decision to purchase your iPhone?

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Pages Intentionally Omitted