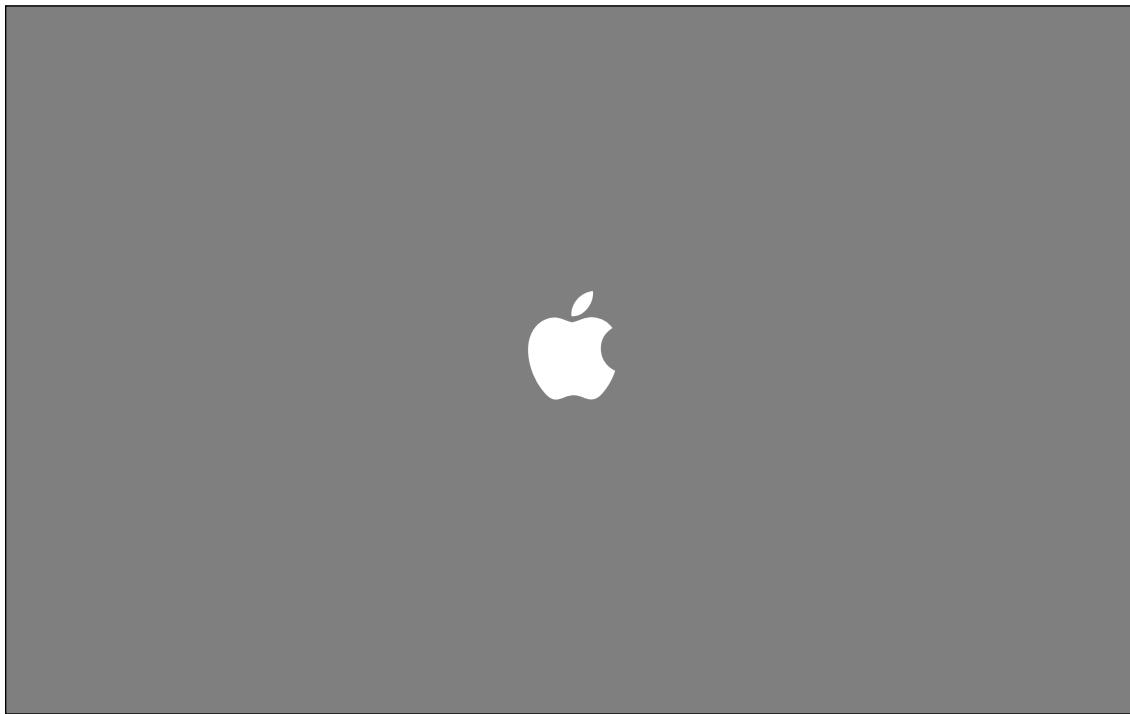


Exhibit W

(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

Reasons for buying iPhone after considering Android	USA	UK	France	Germany	China	Korea	Japan
	n=419	396	212	242	623	536	246
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.)	USA n=2,003	UK 2,315	France 1,922	Germany 2,003	China 1,856	Korea 1,554	Japan 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