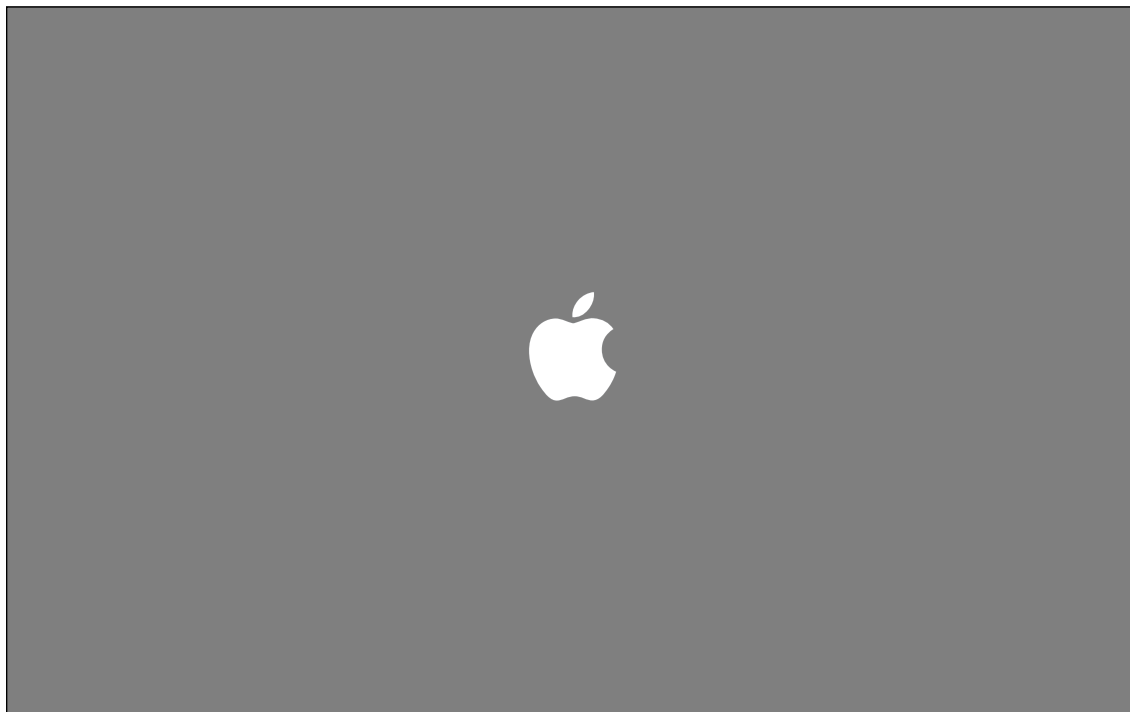


# Exhibit 15





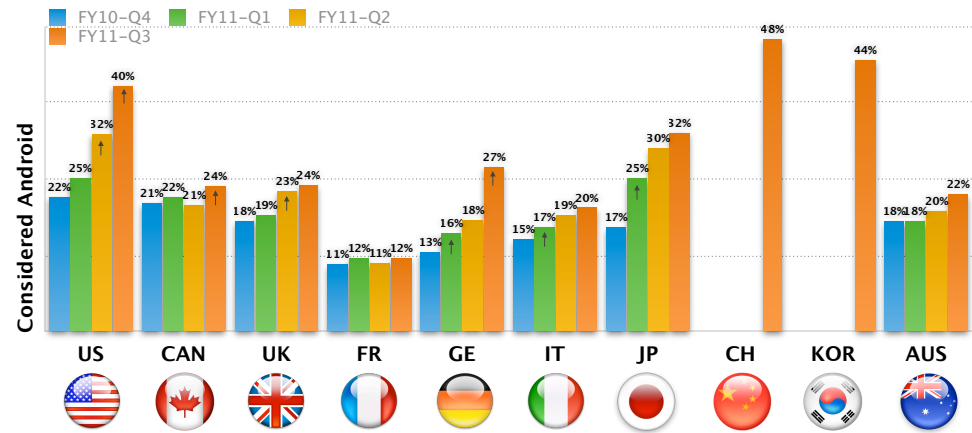
# iPhone Buyer Survey

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Apple Market Research & Analysis  
FY11 – Q3

## Consideration of Android phones has steadily increased in most countries

### Android consideration is highest in China,



C11. Which type of smartphone did you seriously consider? (Base: iPhone buyer; multiple responses allowed) In FY11-Q3 this question was revised to ask about smartphone consideration only. The results from previous quarters were revised to reflect those who considered smartphones only.