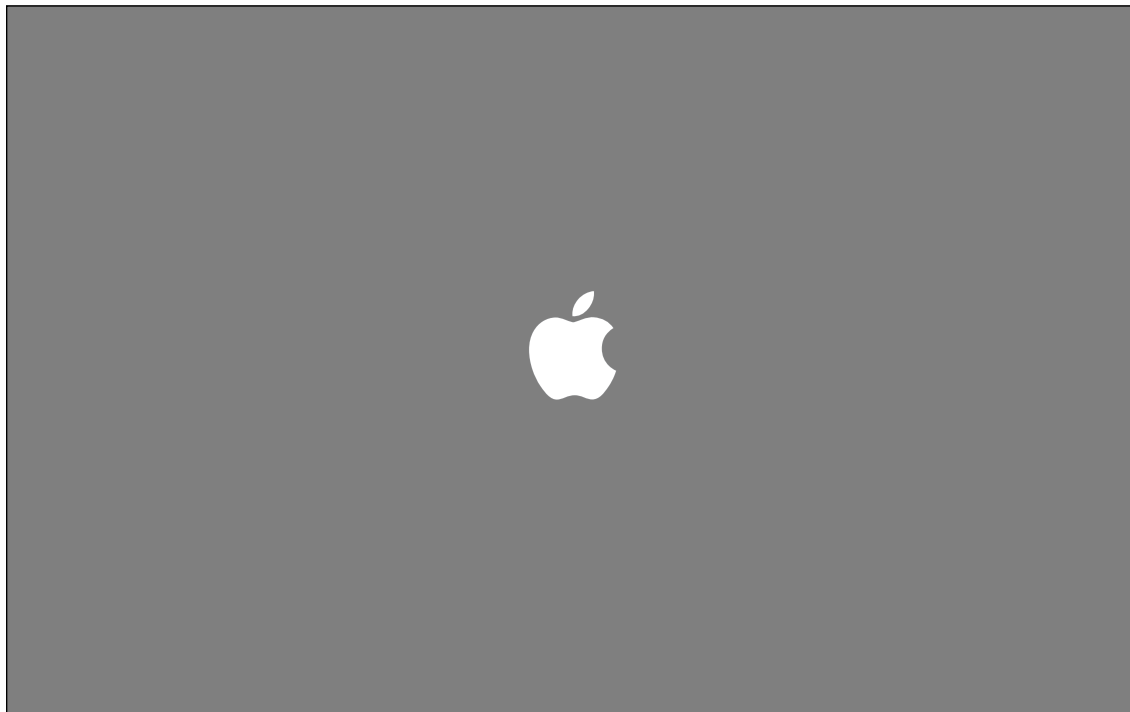


Exhibit 35



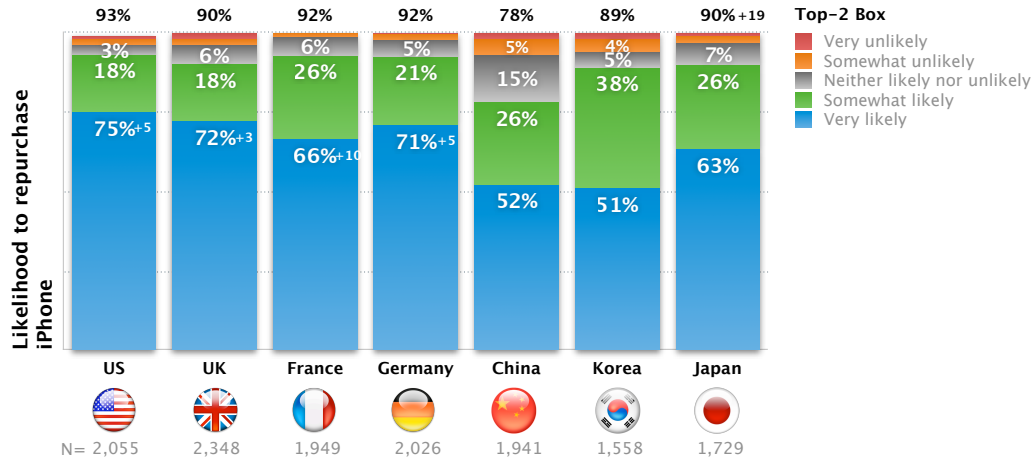


iPhone Owner Study

The information in this and related documents is strictly
Apple Confidential • Internal Use Only • Need to Know Basis

Apple Market Research & Analysis
May 2011

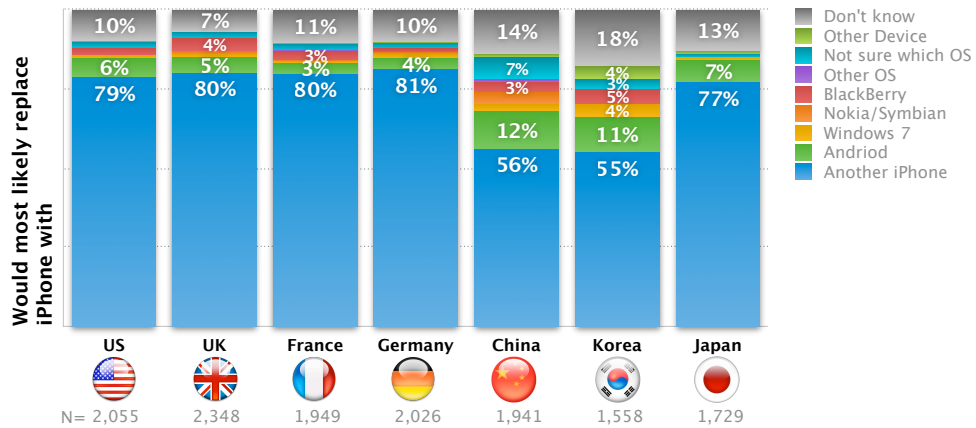
Likelihood to purchase another iPhone is high but somewhat lower in China and



Base: All iPhone 3GS/4 owners
 B4: Based on your experience with your (iPhone), how likely or unlikely are you to purchase another iPhone in the future?

73

While the majority would repurchase an iPhone, about 1 in 10 in China and Korea



Base: All iPhone 3GS/4 owners
 N2: If you had to replace your (iPhone) today, what would you most likely replace it with?