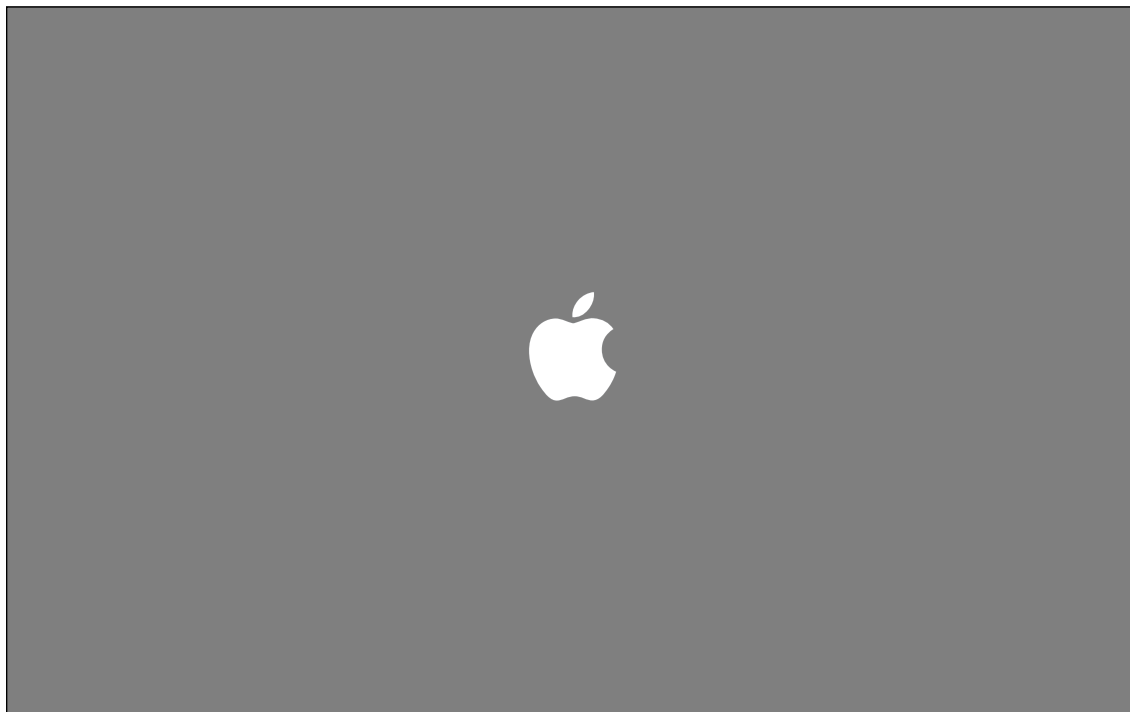


Exhibit 36



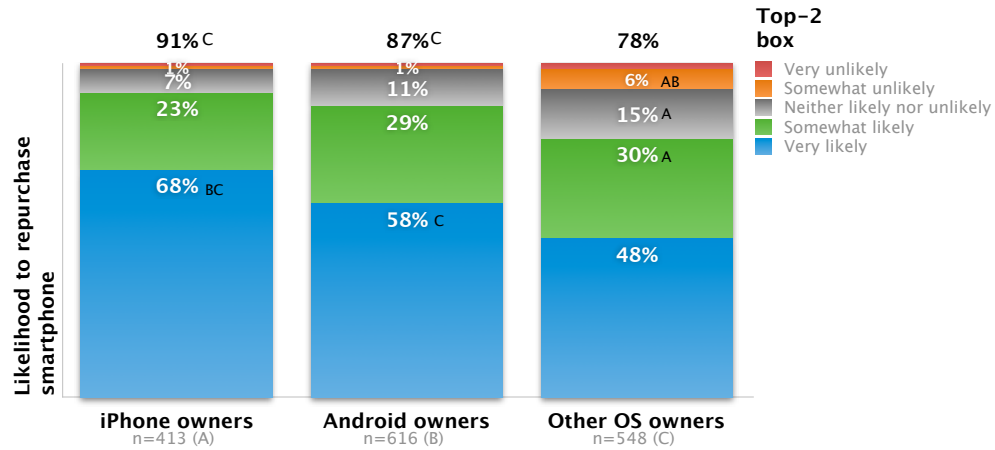


Smartphone Market Study US

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Apple Market Research & Analysis
January 2011

On a top-box basis, stated repurchase intent is highest among iPhone owners



O3: How likely or unlikely are you to buy another <insert brand> smartphone in the future?
 Base: Smartphone owners