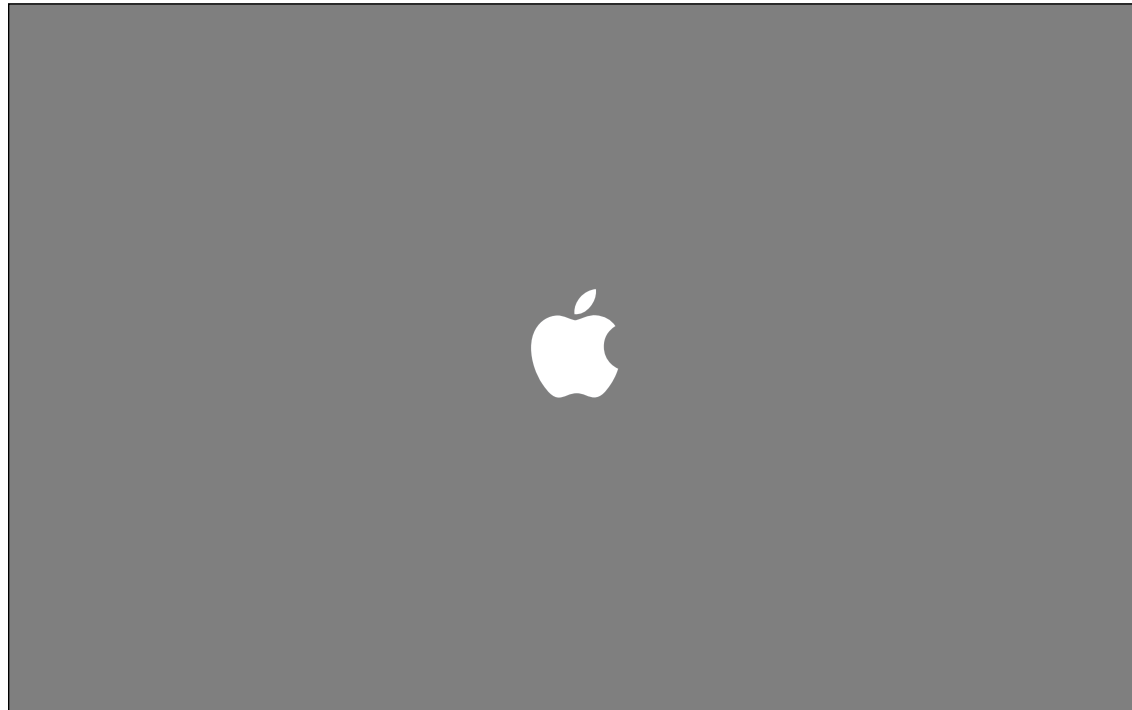


# **Attachment 2**



**PLAINTIFF'S EXHIBIT NO. 143**

United States District Court  
Northern District of California  
No. 11-CV-01846-LHK (PSG)

Apple Inc. v. Samsung Elecs.

Date Admitted: \_\_\_\_\_ By: \_\_\_\_\_



# iPhone Buyer Survey

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

Apple Market Research & Analysis  
FY10 – Q4

## Why this report?

Purpose: Apple Market Research conducts monthly surveys of iPhone buyers.

This report summarizes the results of the surveys fielded during FY10-Q4. Where appropriate and helpful, trended data for the previous quarters is provided.

The purpose of this study is to collect data on iPhone buyers in nine countries:

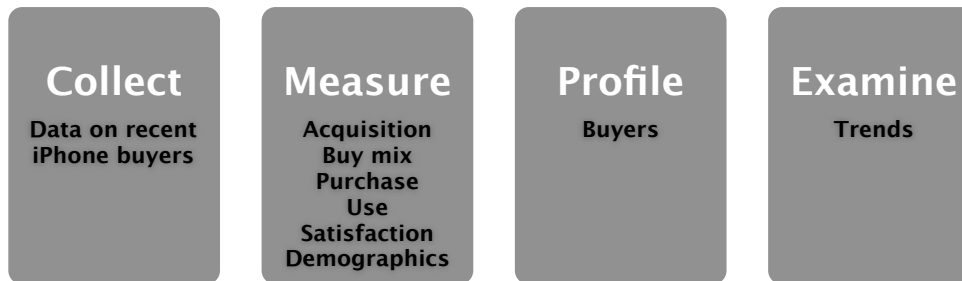
US, Canada, UK, France, Germany, Italy, Spain, Japan, and Australia.

Key areas include:

- Acquisition
- Buy mix
- Purchase decision making
- Satisfaction

3

## Understanding iPhone buyers



**Method:** Customers who acquired an iPhone from June 24 thru FY10-Q4 were randomly selected from the Apple Customer Database and invited to participate in a short Web survey. Apple Market Research developed the questionnaire and used Advanis, an independent market research firm, to field the survey and tabulate results. Respondents were screened to exclude those under 14 years old, which is standard market research industry practice. Results are weighted by iPhone model, configuration, and channel purchased (Apple Retail Store, Apple Online Store, other retailer).

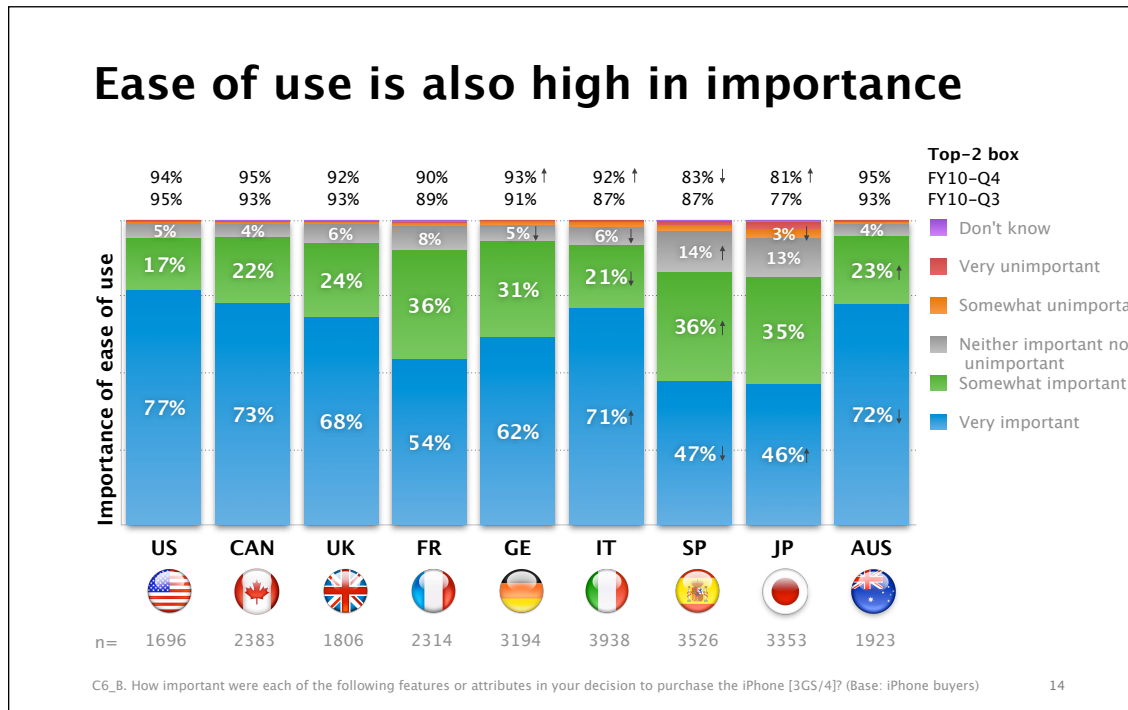
**Statistical testing** was conducted at a 95% confidence interval between quarterly data. If data reported for the current quarter is higher than the corresponding value for the previous quarter, it is indicated with an upward arrow next to the current quarter data. Similarly, if data reported for the previous quarter is higher than the corresponding value for the current quarter, it is indicated with a downward arrow next to the current quarter data. To simplify reporting, results of statistical testing is not shown for values under 5%.

**iPhone models included in this study:** iPhone 3GS and iPhone 4.

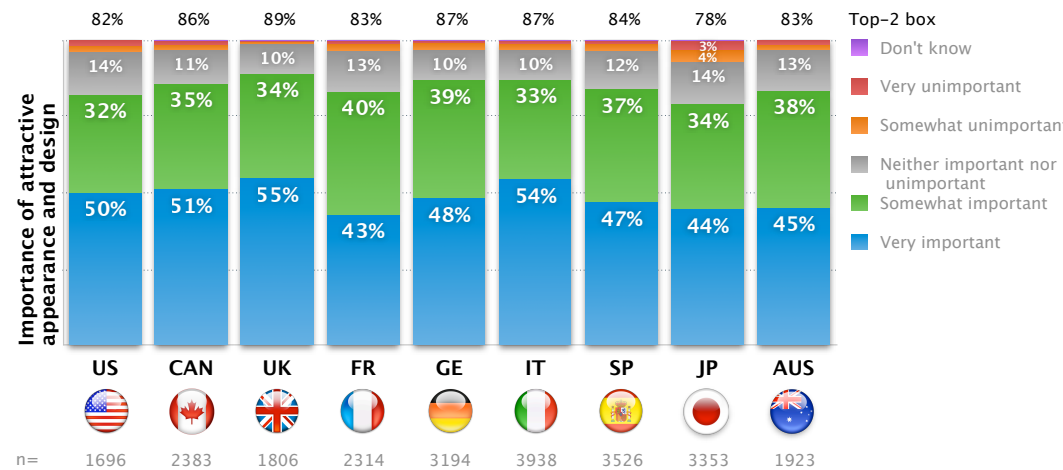
**Notes:** Data where the base of respondents is less than 50 are not reported and are noted "small base." "Top-2" and "Bottom-2" refer to the total of the top-2 or bottom-2 percentages in a scale. These may be off a percentage point or two due to rounding. Unless iPhone models are indicated, data represents both iPhone 3GS and 4.

4

**Web capabilities, ease of use,  
and apps are key features in  
the decision to purchase an  
iPhone**



## The importance of Attractive appearance and design is rated relatively lower



n= 1696 2383 1806 2314 3194 3938 3526 3353 1923  
 C6\_N. How important were each of the following features or attributes in your decision to purchase the iPhone [3GS/4]? (Base: iPhone buyers)  
 Question added FY10-Q4