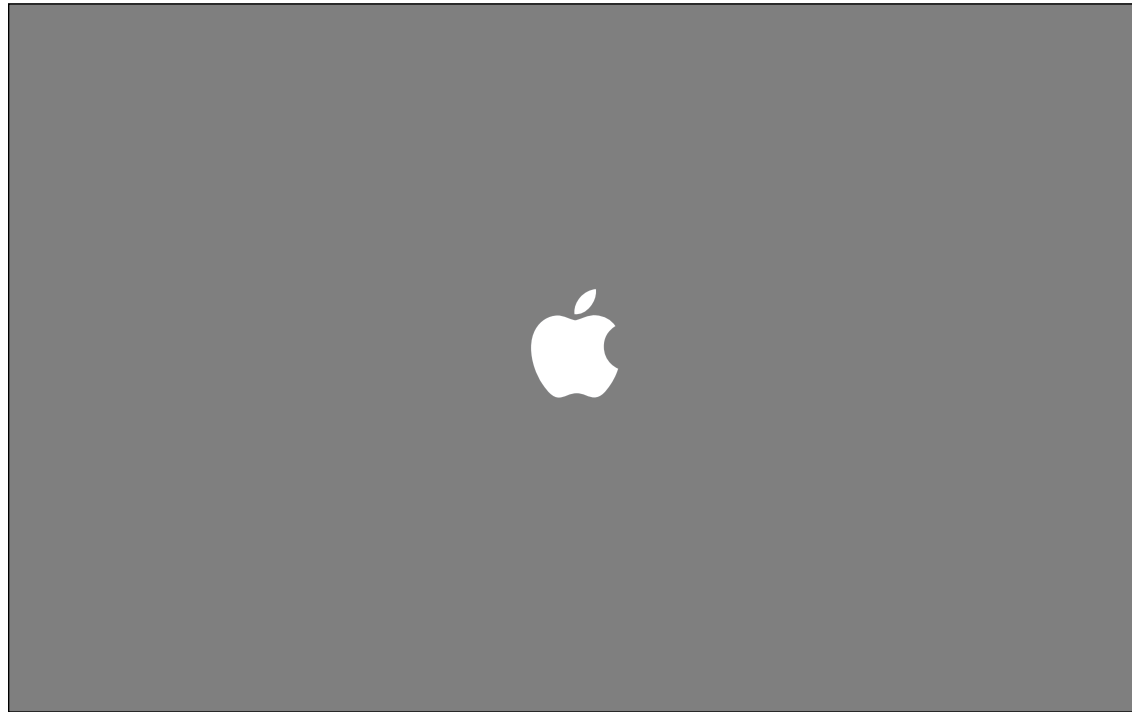


# **Attachment 5**



**PLAINTIFF'S EXHIBIT NO. 146**

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  
FY11 – Q3

## Why this report?

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

This report summarizes the results of the surveys fielded during FY11-Q3.

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 ten countries:

US, Canada, UK, France, Germany, Italy, Japan, China, Korea, and Australia.

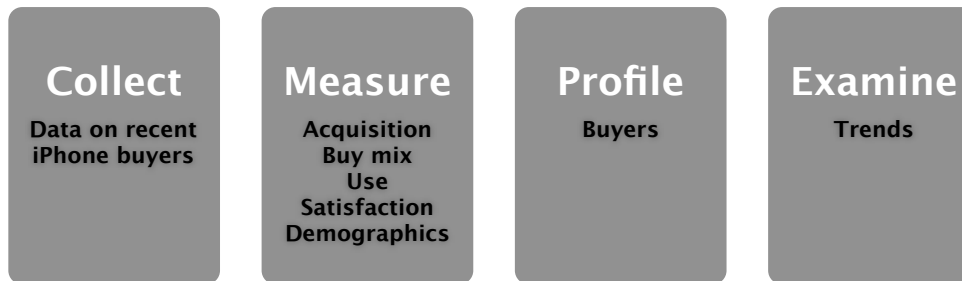
During FY11-Q3, we initiated coverage of China and Korea, and discontinued coverage of Spain.

Key areas include:

- Acquisition

3

## Understanding iPhone buyers



**Method:** Customers who acquired an iPhone in FY11-Q3 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/lower than the corresponding value for the previous quarter, it is indicated with an upward/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 responses in a 5-point 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

## Importance of features and attributes in iPhone purchase decision

Importance of feature/attribute in decision to purchase iPhone (top-2 box summary)

	 1184	 1551	 1104	 1165	 1550	 2384	 1740	 1260	 1108	 1144
Easy to use	95%	95%	93%	90%	90%	91%	80%	90%	50%	94%
Service and support	89%	83%	82%	53%	53%	83%	47%	84%	27%	82%
Trust Apple brand	89%	86%	86%	86%	71%	90%	64%	89%	63%	82%
Quality of apps	89%	87%	87%	83%	79%	93%	71%	92%	63%	82%
Battery life	88%	87%	82%	61%	62%	77%	50%	83%	17%	86%
Value for price paid	88%	86%	79%	53%	49%	73%	64%	73%	38%	80%
Quantity of apps	82%	82%	82%	81%	73%	91%	70%	91%	76%	77%
Attractive appearance and design	82%	79%	88%	81%	86%	82%	76%	94%	81%	80%
Ability to sync iPhone content	81%	79%	78%	62%	60%	71%	53%	63%	25%	77%
5MP camera with LED flash	80%	76%	78%	71%	61%	76%	44%	76%	44%	74%
Retina Display	66%	64%	64%	73%	71%	84%	51%	91%	43%	56%
HD video recording	58%	59%	56%	52%	45%	71%	31%	81%	35%	52%
FaceTime video calling	47%	45%	37%	33%	25%	41%	17%	54%	22%	32%

C6\_B. How important were each of the following features or attributes in your decision to purchase the iPhone [3GS/4]? (Base: iPhone buyers; Note: Features only available on iPhone 4 were asked only of those model owners)

