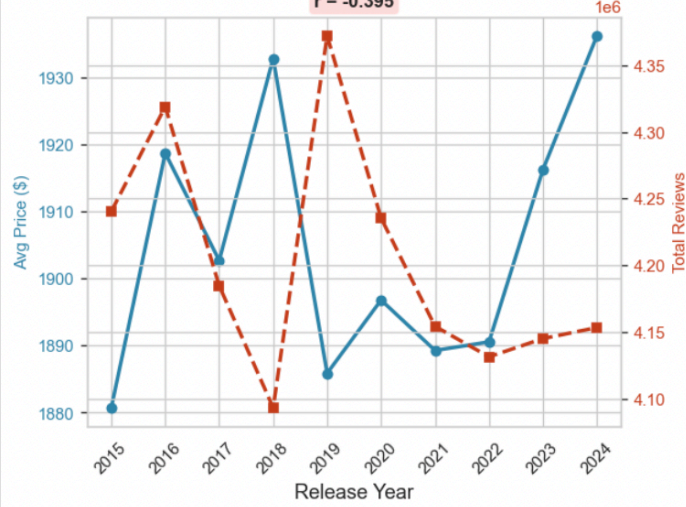
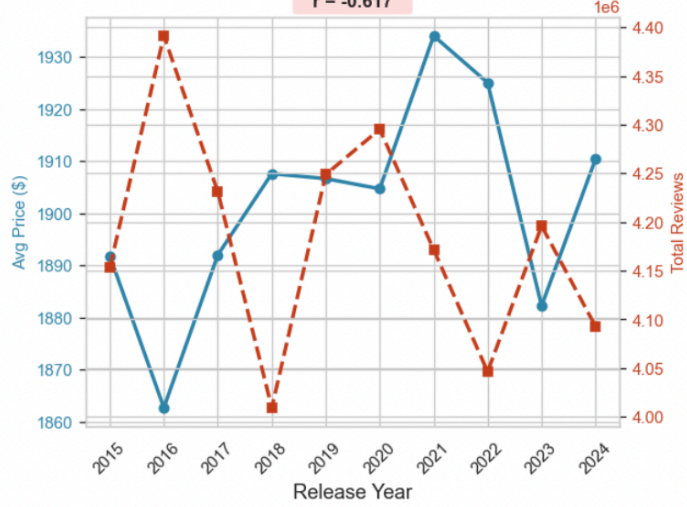


**Generational Price Resistance: Price (blue) vs Review Volume (red)
Negative r = Price Ceiling Hit**

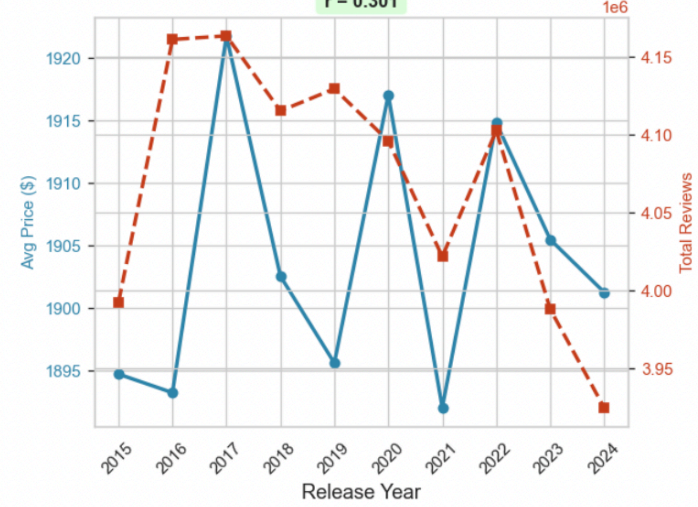
AirPods
r = -0.395



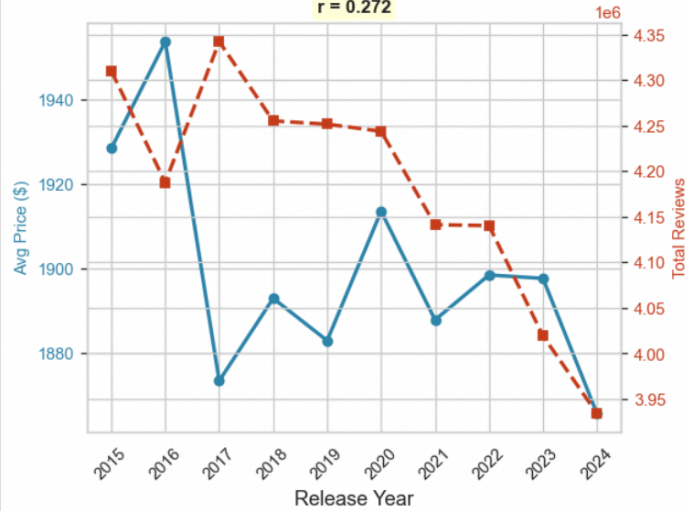
Apple Watch
r = -0.617



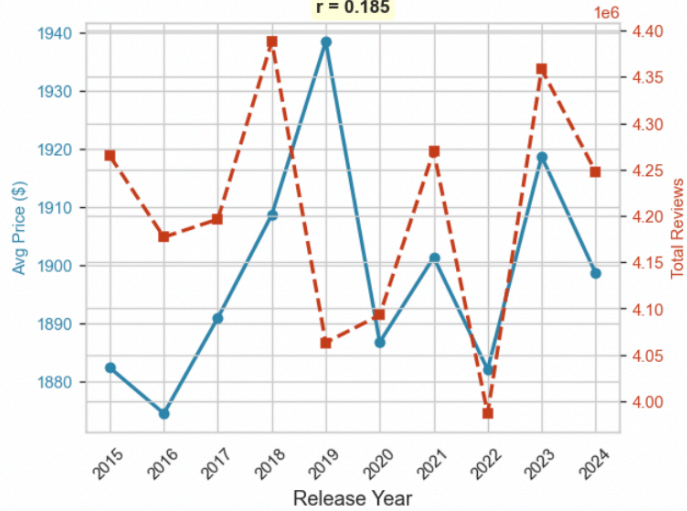
MacBook
r = 0.301



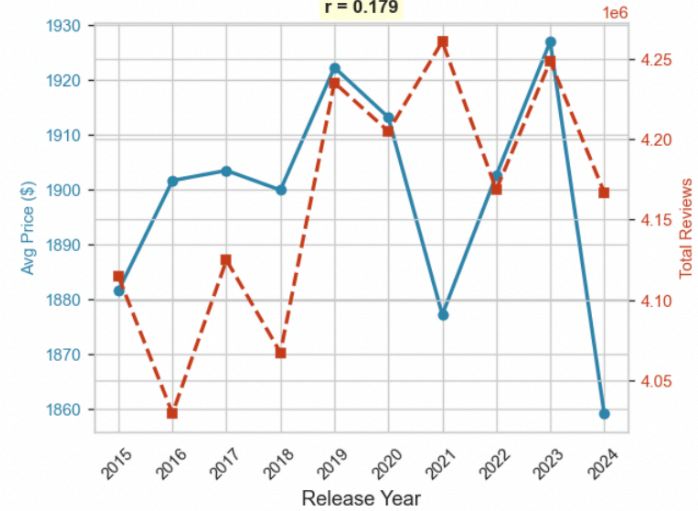
iMac
r = 0.272



iPad
r = 0.185



iPhone
r = 0.179



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WORST PRICE CEILING: Apple Watch

Pearson r (price vs. review volume) = -0.617

p-value = 0.057560

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TABLE 3: Price-Review Correlation by Category (Sorted: Worst Ceiling First)

Category	Price-Review r	p-value	Price Chg (2015-2024)	Review Chg (2015-2024)	Verdict
Apple Watch	-0.6167	0.057560	+1.0%	-1.5%	CEILING HIT
AirPods	-0.3950	0.258550	+2.9%	-2.1%	CEILING HIT
iPhone	0.1790	0.620715	-1.2%	+1.3%	Pricing Power
iPad	0.1854	0.608005	+0.9%	-0.4%	Pricing Power
iMac	0.2723	0.446612	-3.3%	-8.7%	Pricing Power
MacBook	0.3013	0.397607	+0.3%	-1.7%	Pricing Power