Apple Inc / AAPL

Equity | Generated Sep 9, 2026 11:30 PM EDT

Current price	Daily move	Bid / Ask	Previous close
$315.34	**-0.88 -0.28%**	**-/-**	**$316.22**

Market	**NYSE**
Industry	**Technology**
Market data as of	**Sep 9, 2026 11:30 PM EDT**

JW Intelligence Report

Complete | 3 of 3 sections | Sep 9, 2026 6:50 PM EDT

JW Rank	Rank label	Confidence	IV percentile
72.1 / 100	**Constructive**	**high**	**56 / 100**

Model reference	Upside scenario	Risk reference	Wheel strategy fit
$310.00	**$325.00**	**$300.00**	**74 / 100**

Options stance	**bullish**
Tail-risk safety	**32 / 100**
JW Rank data coverage / as of	**100.0% | Sep 9, 2026 6:50 PM EDT**

Key insight

AAPL Option Market Prices in Bullish Sentiment Ahead of Event

Market read

The AAPL option market displays bullish sentiment ahead of Apple's September 9th event. Implied volatility is elevated at 25.28%, reflecting anticipation for potential product announcements and their impact on the stock price. The term structure exhibits backwardation, with near-term options more expensive than longer-dated ones, suggesting a belief that significant price movement will occur soon. The skew is balanced, indicating neutral expectations for directional movement.

Strategy context

The market is pricing in a high degree of uncertainty surrounding the upcoming Apple event.

JW AI conclusions

Short- and medium-term model interpretation

AI context bias	**Bullish**
AI analysis updated	**Sep 9, 2026 1:55 PM EDT**

Short-term scenario

Cautious/watchful hold with buy-on-dip bias over 1-3 weeks; high event-driven uncertainty. Wait for post-event price action confirmation rather than chasing. Potential for volatility in either direction (rally on foldable excitement or sell-the-news dip).

Three-month outlook

Moderately bullish with significant uncertainty. Analyst consensus implies modest 3-8% upside toward $324-337 range if new iPhone 18 cycle and foldable drive holiday demand and services continue growing. Long-term uptrend and strong cash returns support this, but risks include stretched valuation (P/E ~36), supply-chain/memory cost pressures compressing margins, China exposure, FX headwinds, and execution under new CEO. Possible range $300-340 depending on event follow-through and Q4 results; clearly identify that product launch success, actual unit demand for foldable, and broader tech/AI competition remain highly uncertain variables that could alter the path.

Market sentiment

Live X posts during the September 9 event show excited, bullish buzz focused on the first-ever foldable iPhone announcement (called iPhone Duo/Fold by some), with mentions of potential share spike. Additional positive comments on new Watch health/AI features and AirPods. Typical event hype mixed with product comparisons; overall short-term positive/optimistic tone among posters but high expected volatility around 'sell the news' risk.

Supporting evidence

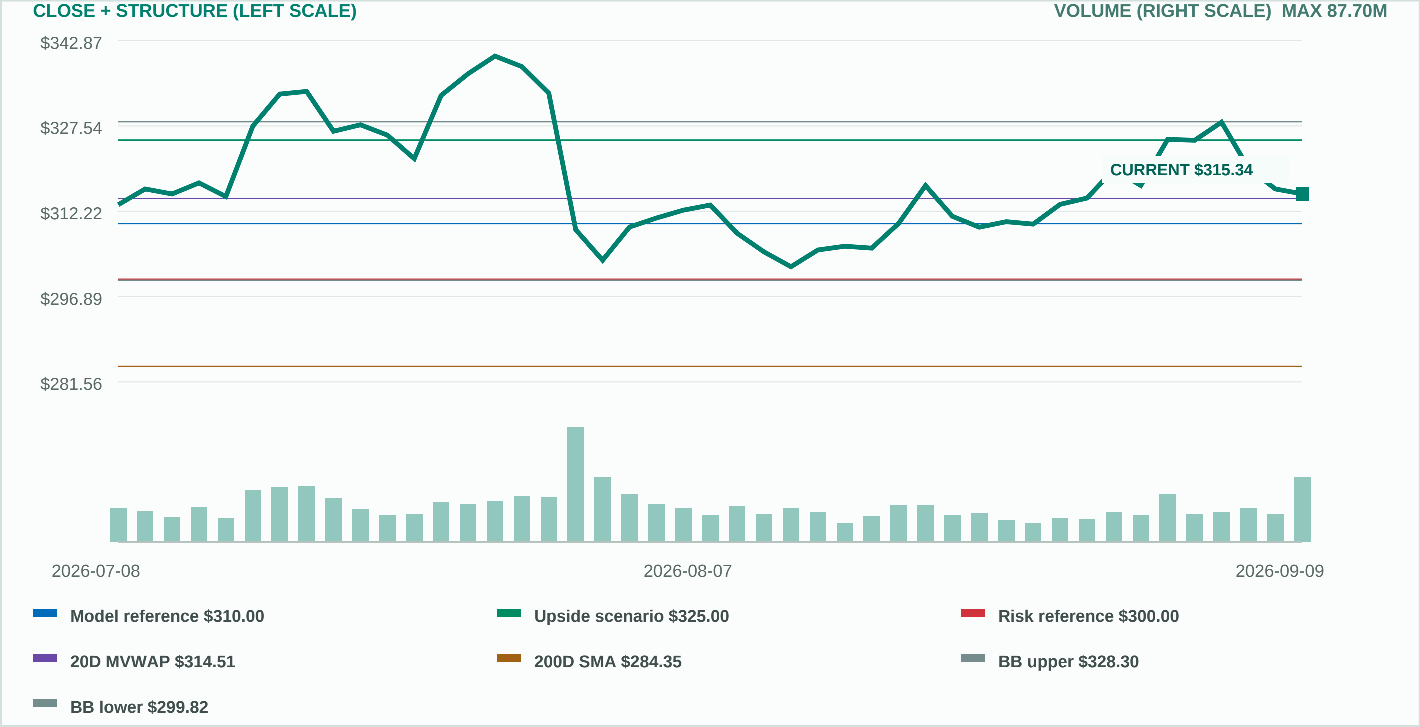
Elevated implied volatility at 25.28% suggests market anticipation of significant price movement. | Backwardated term structure with near-term options more expensive than longer-dated ones implies expectation of near-term price impact from the event. | Balanced skew indicates neutral expectations for directional movement, suggesting potential for both upside and downside volatility.

Risk watch

High implied volatility could lead to significant price swings in either direction. | Event-driven risk: Positive or negative reception to new products could significantly impact the stock price.

Enhanced price structure

45 trading days with volume, model levels and current technical reference bands



45 complete trading-session observations

JW Rank factors

Score, source coverage and interpretation for each decision factor

JW RANK FACTOR PROFILE	COVERAGE	0 – 50 – 100
Liquidity	100.0%	99.9
Strategy Fit	100.0%	74.1
Technical Trend	100.0%	72.9
Market Tail Risk	100.0%	32.0
Fundamental Quality	100.0%	68.7
Volatility Pressure	100.0%	80.6

Decision summary

Primary model reads before the detailed indicator appendix

Momentum	Institutional flow	Structure	Volatility
bullish_recovery	**Above MVWAP**	**Above 200D trend**	**medium**

Decision indicators

Detailed momentum, institutional and structural observations

Momentum kinematics

Direction, velocity and oscillator state

Current read	**BULLISH RECOVERY | neutral | MACD decelerating**
Trend signal	**BULLISH RECOVERY**
RSI signal	**neutral**
RSI (7 / 14 / 21)	**44.44 / 49.35 / 50.73**
RSI velocity	**-4.68**
MACD line / signal / histogram	**1.80 / - / 1.37**
MACD acceleration	**-0.29**
Stochastic K / D	**43.49 / 61.16**

Institutional footprints

Volume-weighted cost, price location and flow

Current read	**Above institutional MVWAP | Accumulation bias**
Institutional flow	**0.52**
20-day MVWAP	**$314.51**
Price vs 20-day MVWAP	**+0.26%**
Daily reference VWAP	**$314.80**
Price vs daily reference	**+0.17%**
Volume	**49.27M**

Structural context

Long-term trend and volatility boundaries

Current read	**Above 200-day trend | Positive macro velocity**
Macro velocity	**0.42**
20-day / 200-day SMA	**$314.06 / $284.35**
Bollinger range	**$299.82 - $328.30**
Bollinger position	**0.545**

Options and volatility intelligence

Structure, premium conditions and principal risks

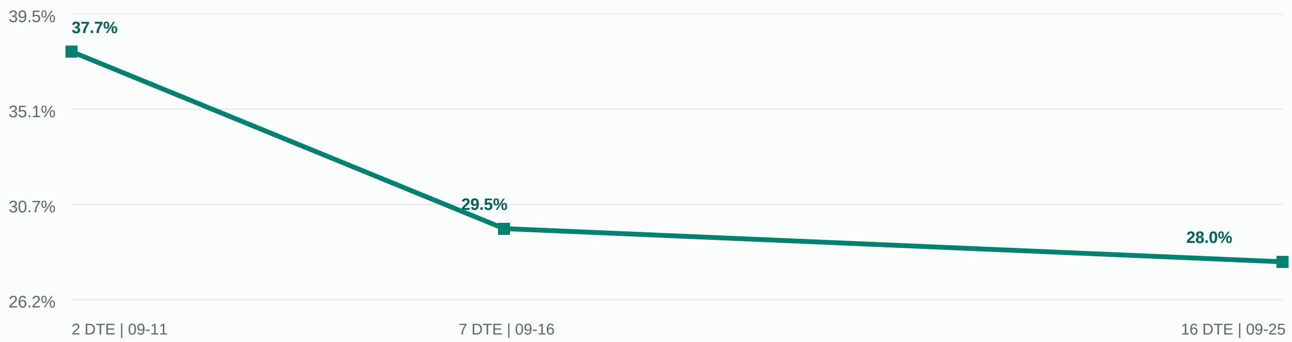
IV rank	IV percentile	VVIX	SKEW
60 / 100	**51 / 100**	**93.31**	**148.86**

Market regime	**DANGER ZONE**
Tail-risk regime	**NORMAL TAIL RISK**
Term structure	**backwardation**
Term slope	**-9.75 pts**
Skew read	**balanced**
Liquidity / quote coverage	**100.0%**
Options Snapshot IV sources	**ATM: option chain | Rank/percentile: fundamentals**
Options Snapshot IV observed at	**Sep 9, 2026 2:31 PM EDT**
Options data quality	**Coverage 88.9%**

Option term structure

ATM implied-volatility curve by days to expiration

ATM IV CURVE



Downward-sloping ATM volatility term structure

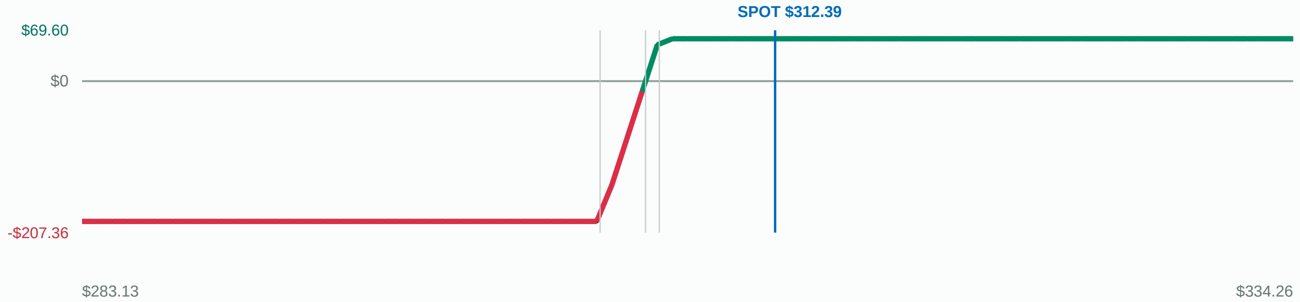
EXPIRATION	DTE	ATM IV	STATE
2026-09-11	2	37.7%	-
2026-09-16	7	29.5%	-
2026-09-25	16	28.0%	-

Reference spread payoff

Illustrative expiry profit/loss per one-lot structure, including quoted net credit

Bull Put Spread reference

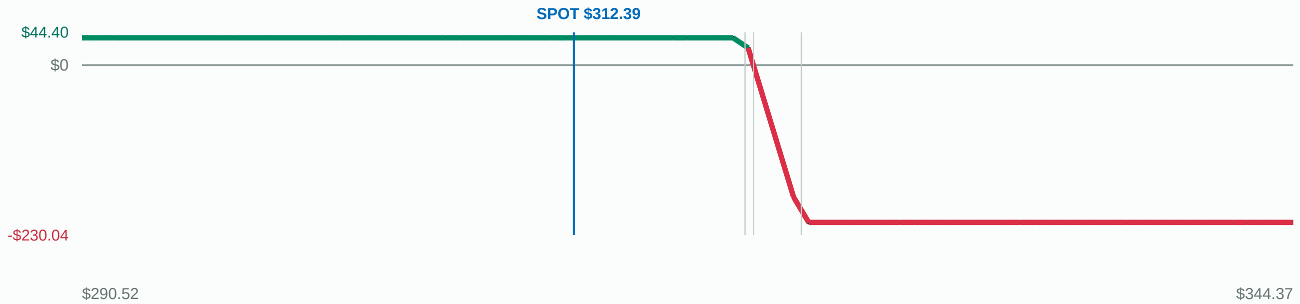
Short $307.50 | Long $305.00 | Width $2.50 | Net credit $0.58



Max profit $58.00 | Max loss -$192.00 | Break-even $306.92 | Per contract at expiry

Bear Call Spread reference

Short $320.00 | Long $322.50 | Width $2.50 | Net credit $0.37



Max profit $37.00 | Max loss -$213.00 | Break-even $320.37 | Per contract at expiry

Event and tail-risk context

Known event windows and broad volatility conditions

Next earnings date	**2026-10-29**
Earnings IV-crush risk	**NOT MEASURED**
VIX	**16.21**
VVIX	**93.31**
SKEW index	**148.86**
Observation confidence	**high**
Option quote quality	**reliable**
Contracts observed	**86**

Event and tail-risk context (continued)

Known event windows and broad volatility conditions

FIELD	VALUE
Contracts with quotes	**86**

Strategy fit

Generalized structure fit; not a personalized recommendation

Market structure

The AAPL option market displays bullish sentiment ahead of Apple's September 9th event. Implied volatility is elevated at 25.28%, reflecting anticipation for potential product announcements and their impact on the stock price. The term structure exhibits backwardation, with near-term options more expensive than longer-dated ones, suggesting a belief that significant price movement will occur soon. The skew is balanced, indicating neutral expectations for directional movement.

Options context

AAPL Option Market Prices in Bullish Sentiment Ahead of Event

Wheel context

The market is pricing in a high degree of uncertainty surrounding the upcoming Apple event.

Observed evidence

Elevated implied volatility at 25.28% suggests market anticipation of significant price movement. | Backwardated term structure with near-term options more expensive than longer-dated ones implies expectation of near-term price impact from the event. | Balanced skew indicates neutral expectations for directional movement, suggesting potential for both upside and downside volatility.

Principal risks to monitor

High implied volatility could lead to significant price swings in either direction. | Event-driven risk: Positive or negative reception to new products could significantly impact the stock price.

Fundamentals and events

Business quality, valuation and upcoming event context

Market capitalization **$4.61T**	P/E (TTM) **36.22**
ROE **137.2%**	Revenue growth **1.8%**
EPS growth **6.9%**	Operating margin **33.2%**
Net profit margin **27.6%**	Gross margin **-**
Free cash flow CAGR **6.1%**	Debt / equity **1.35**
Dividend yield **0.5%**	Beta **1.10**
52-week range **$225.95 - $344.57**	

Company or fund profile

Issuer identity and classification

Name **Apple Inc**	Market **NYSE**
Industry **Technology**	Country **US**
Currency **USD**	IPO date **1980-12-12**
Shares outstanding **14.69B**	52-week return **32.9%**
Book value per share **$7.36**	Revenue per share **$31.73**

Website	apple.com

Latest strategy observation

Most recent shared general market signal available when this report was generated

AAPL Covered Call signal

Sep 9, 2026 10:08 AM EDT

Covered Call | 2026-09-11

At signal $318.00 | Current $315.34

SHORT **Option $317.50 B $4.60 / A $4.80**

High turnover | CR $4.70

Complete technical details

Full supporting indicator set used by the symbol detail experience

Volatility and options market

Price movement and premium conditions

ATR	**$7.62**
ATR as % of price	**2.4%**
Volatility environment	**medium**
Current IV	**25.8%**
IV rank	**62 / 100**
IV percentile	**56 / 100**
Technical Snapshot IV source	**Private fundamentals snapshot**
Technical Snapshot IV observed at	**Sep 9, 2026 7:30 PM EDT**

Technical health and risk radar

Derived indicator health and event context

Overall health	**84 / 100**
Trend health	**78 / 100**
Momentum health	**90 / 100**
Volatility health	**74 / 100**
Structure health	**96 / 100**
Earnings risk / date	**low | 2026-10-29**
Macro risk	**unknown**
Volatility risk	**medium**
Structure risk	**low**

Structural indicator levels

Moving averages, volatility bands and observed trading ranges

SMA (20 / 50 / 200)	**$314.06 / $316.47 / $284.35**
EMA (9 / 21)	**$318.45 / $316.59**
Bollinger upper / middle / lower	**$328.30 / $314.06 / $299.82**

Structural indicator levels (continued)

Moving averages, volatility bands and observed trading ranges

FIELD	VALUE
Bollinger %B	**0.545**
True high / low	**$319.15 / $309.90**
5-day true high / low	**$330.81 / $309.90**

Three-day indicator history

Short-horizon change and the underlying three-session observations

INDICATOR	3-DAY CHANGE	SESSION 1 / 2 / 3
SMA20	0.417	**-**
SMA50	0.739	**-**
MVWAP20	0.522	**-**
MACD	-0.291	**-**
RSI	-4.679	**-**
Volume	8756135.000	**-**
ATR	0.087	**-**
T1	-	**2.20 / 314.06 / 320.70 / 314.90**
T2	-	**2.59 / 313.48 / 328.93 / 317.86**
T3	-	**2.67 / 312.95 / 330.81 / 324.11**

Detailed options evidence

Supporting option-chain, execution and data-quality observations

Underlying price at observation	**$312.39**
Options Snapshot IV sources	**ATM: option chain | Rank/percentile: fundamentals**
Options Snapshot IV observed at	**Sep 9, 2026 2:31 PM EDT**
Options data coverage	**88.9%**
SKEW regime	**HIGH TAIL RISK SKEW**
VVIX regime	**VVIX FLAT**
Front expiration / DTE	**2026-09-11 | 2 DTE**
Front at-the-money IV	**37.7%**
25-delta skew	**-0.64**
Put / Call 25-delta	**$307.50 Delta -0.281 / $320.00 Delta 0.212**
Median option bid/ask spread	**7.3%**
Bid/ask spread	**-**
Contracts observed / quoted	**86 / 86**

Price context

Last Price: 312.39 | Bid: 312.37 | Ask: 312.40 | Previous Close: 316.22 | Change: -3.83 | Daily change: -1.21% | Update Time: 2026-09-09T14:31:38.736050-04:00 | Latest History Date: 2026-09-09 | Latest History Price: 312.39

Historical context

Trading-day sample: 60 sessions | First Date: 2026-06-15 | Latest Date: 2026-09-09 | Latest Price: 312.39 | Max Drawdown 60d Percent: -11.12%

Fundamental context

Current Iv Percent: 25.28% | Iv Rank: 59.65 | Iv Percentile: 51.20 | Next Earnings Date: 2026-10-29 | Ex Dividend Date: 2026-08-09

Important disclosures

Scope, limitations, risk and permitted interpretation

General market information only

This report is general quantitative research and market commentary. It is not investment, legal, tax or accounting advice; it is not an offer, solicitation, order, recommendation or promise of performance. It does not consider any reader's holdings, objectives, financial circumstances, risk tolerance or suitability.

Model observations - not instructions

JW Rank, strategy fit, model reference, upside scenario and risk reference levels are model observations. They are not entries, price targets, stops, position sizes or instructions to buy, sell, open, close or hold a security or option. A higher score does not imply lower risk or a guaranteed favorable outcome.

Data, AI and model limitations

Prices, volumes, fundamentals, options data, news-derived context and model outputs reflect the timestamps shown and may be delayed, incomplete, revised or inaccurate. AI-generated explanations can omit context or produce errors. Models can fail when volatility, liquidity, correlations or market regimes change.

Performance and scenario limitations

Past, hypothetical, back-tested, simulated and model-derived results are not indicative of future results. Strategy statistics may exclude commissions, fees, taxes, slippage, early assignment, execution constraints and other costs unless expressly stated. Actual outcomes may differ materially.

Options risk

Options are complex and are not suitable for all investors. They may involve total or substantial loss, assignment, early exercise, margin calls, liquidity and spread risk, volatility and Greek exposure, event risk, regime shifts and expiration risk. Multi-leg positions may not execute or close at modeled prices.

Investor responsibility and ODD

Use current market information, assess suitability independently and consult qualified professionals when appropriate. Before trading listed options, read Characteristics and Risks of Standardized Options (ODD) available from the Options Clearing Corporation at theocc.com.

Reference documents

Official product terms and standardized options disclosure

Jason Wheel	**jasonwheel.com**
Terms of Use	**jasonwheel.com / Terms**
Privacy Policy	**jasonwheel.com / Privacy**
Options Disclosure Document	**theocc.com / Options Disclosure Document**