Apple Inc / AAPL

Equity | Generated Sep 10, 2026 11:30 PM EDT

Current price	Daily move	Bid / Ask	Previous close
$326.57	**+11.23 +3.56%**	**-/-**	**$315.34**

Market	**NYSE**
Industry	**Technology**
Market data as of	**Sep 10, 2026 11:30 PM EDT**

JW Intelligence Report

Complete | 3 of 3 sections | Sep 10, 2026 7:50 PM EDT

JW Rank	Rank label	Confidence	IV percentile
80.5 / 100	**Strong setup**	**high**	**50 / 100**

Model reference	Upside scenario	Risk reference	Wheel strategy fit
$318.00	**$340.00**	**$308.00**	**84 / 100**

Options stance	**bullish**
Tail-risk safety	**56 / 100**
JW Rank data coverage / as of	**100.0% | Sep 10, 2026 7:50 PM EDT**

Key insight

AAPL Option Market Prices in iPhone 18 Launch Optimism

Market read

The AAPL option market displays bullish sentiment, pricing in optimism surrounding the recent launch of the iPhone 18 and Duo. This is evidenced by elevated call premium, positive options net flow, and a surge in implied volatility. While analysts remain cautious about potential challenges like pricing pressure and foldable demand, the market seems to be betting on strong sales and upgrades driven by new features.

Strategy context

The term structure is backwardated, with near-term options more expensive than longer-dated ones. This suggests a belief that the upcoming earnings report and iPhone 18 sales cycle will drive significant price movement in the near future.

JW AI conclusions

Short- and medium-term model interpretation

AI context bias	**Bullish**
AI analysis updated	**Sep 10, 2026 1:56 PM EDT**

Short-term scenario

Cautious buy on any pullback; high uncertainty from foldable reception, pricing, costs, and post-event volatility. Not a chase at current levels.

Three-month outlook

Moderately bullish into holiday season, iPhone 18/Duo cycle, and Oct 29 earnings if demand materializes and AI features (Siri) drive upgrades; possible $340-360 range. High uncertainty: elevated valuation (PE 36), memory/cost inflation, China/tariff exposure, new CEO execution, foldable competition/usability, and whether $1,999 device sells in volume without margin hit. Analysts imply 5-15% upside but mixed on near-term catalysts.

Market sentiment

Cautiously positive/mixed. Notable $31M+ call premium spike and positive options net flow; some traders calling rebound and IBD Stock of the Day. Sentiment scores around 6/10 with renewed interest. Retail discussion of stock vs. buying Duo product; historical caution after iPhone events and pricing/demand worries persist.

Supporting evidence

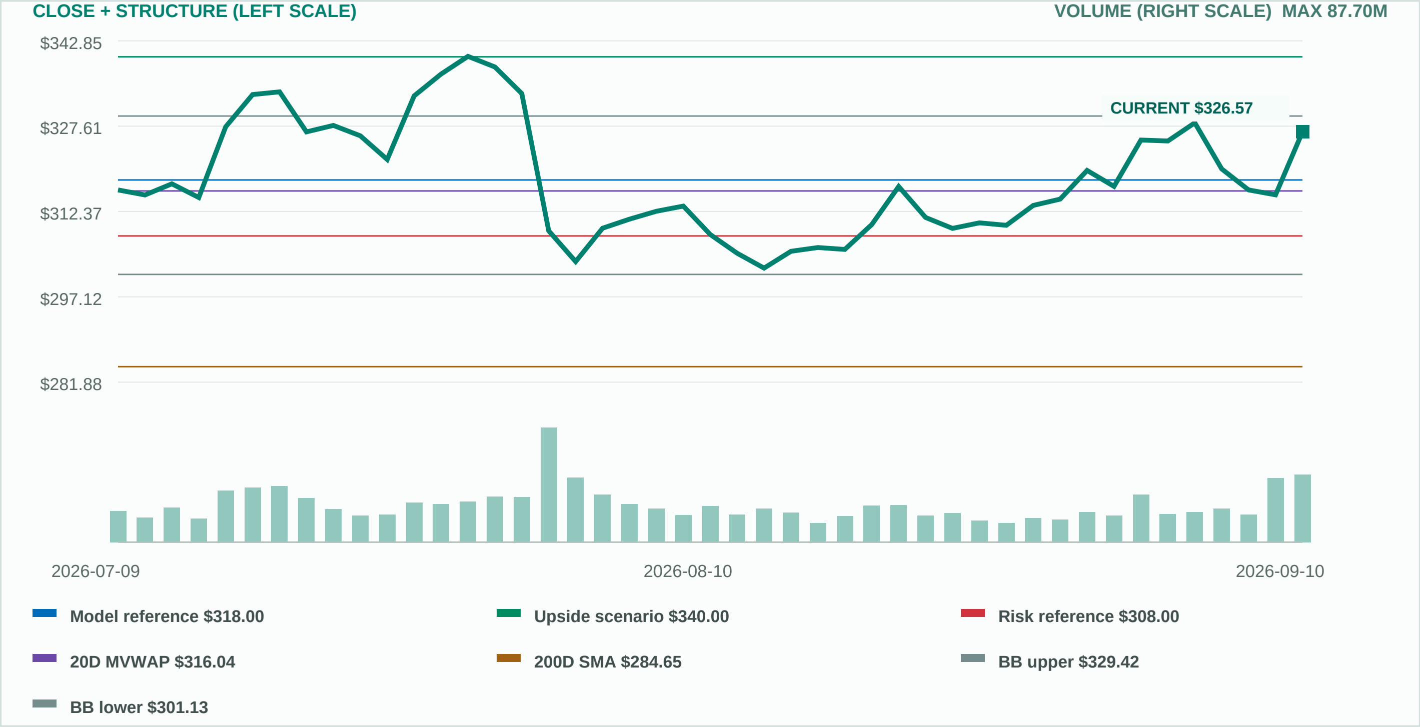
Elevated call premium spike following the iPhone 18 launch. | Positive options net flow indicating bullish sentiment. | Implied volatility surge reflecting market excitement and uncertainty.

Risk watch

Potential pricing pressure on new iPhones due to high costs and competition.

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

Decision summary

Primary model reads before the detailed indicator appendix

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

Decision indicators

Detailed momentum, institutional and structural observations

Momentum kinematics

Direction, velocity and oscillator state

Current read	**STRONG BULL | neutral | MACD decelerating**
Trend signal	**STRONG BULL**
RSI signal	**neutral**
RSI (7 / 14 / 21)	**63.73 / 58.94 / 57.00**
RSI velocity	**1.68**
MACD line / signal / histogram	**2.36 / - / 1.57**
MACD acceleration	**-0.08**
Stochastic K / D	**51.96 / 52.50**

Institutional footprints

Volume-weighted cost, price location and flow

Current read	**Above institutional MVWAP | Accumulation bias**
Institutional flow	**0.85**
20-day MVWAP	**$316.04**
Price vs 20-day MVWAP	**+3.33%**
Daily reference VWAP	**$323.27**
Price vs daily reference	**+1.02%**
Volume	**51.68M**

Structural context

Long-term trend and volatility boundaries

Current read	**Above 200-day trend | Positive macro velocity**
Macro velocity	**0.71**
20-day / 200-day SMA	**$315.28 / $284.65**
Bollinger range	**$301.13 - $329.42**
Bollinger position	**0.899**

Options and volatility intelligence

Structure, premium conditions and principal risks

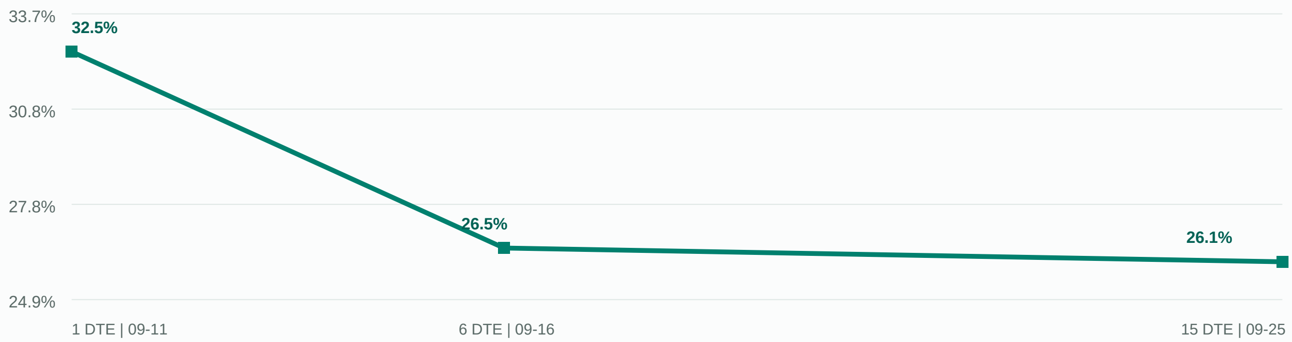
IV rank	IV percentile	VVIX	SKEW
56 / 100	48 / 100	100.96	149.25

Market regime	**Calm**
Tail-risk regime	**NORMAL TAIL RISK**
Term structure	**backwardation**
Term slope	**-6.42 pts**
Skew read	**PUT DEMAND ELEVATED**
Liquidity / quote coverage	**97.8%**
Options Snapshot IV sources	**ATM: option chain | Rank/percentile: fundamentals**
Options Snapshot IV observed at	**Sep 10, 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

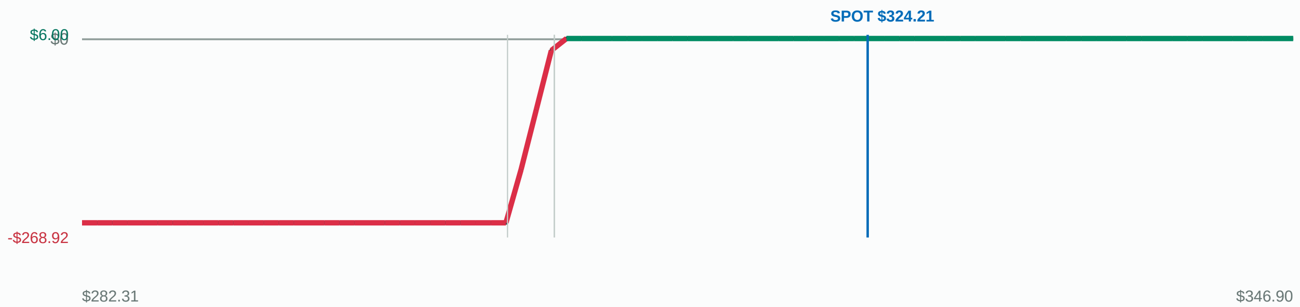
EXPIRATION	DTE	ATM IV	STATE
2026-09-11	1	32.5%	-
2026-09-16	6	26.5%	-
2026-09-25	15	26.1%	-

Reference spread payoff

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

Bull Put Spread reference

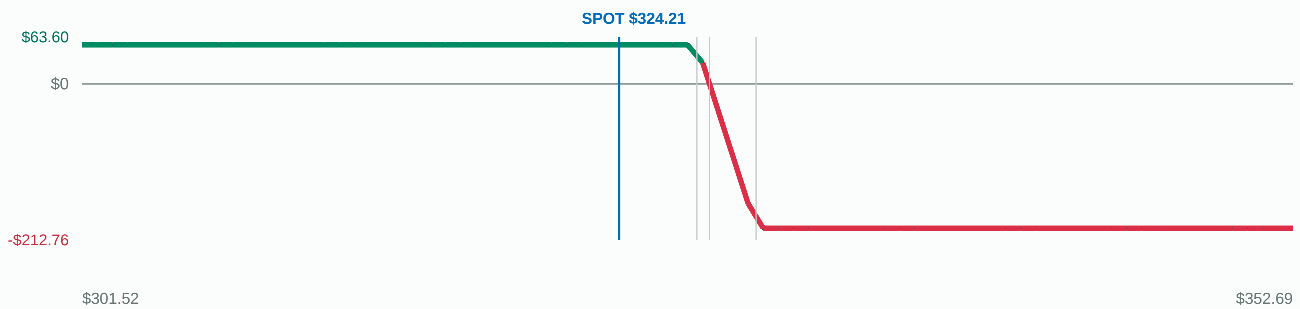
Short $307.50 | Long $305.00 | Width $2.50 | Net credit $0.01



Max profit $1.00 | Max loss -$249.00 | Break-even $307.49 | Per contract at expiry

Bear Call Spread reference

Short $327.50 | Long $330.00 | Width $2.50 | Net credit $0.53



Max profit $53.00 | Max loss -$197.00 | Break-even $328.03 | 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	**17.76**
VVIX	**100.96**
SKEW index	**149.25**
Observation confidence	**high**
Option quote quality	**reliable**
Contracts observed	**138**

Event and tail-risk context (continued)

Known event windows and broad volatility conditions

FIELD	VALUE
Contracts with quotes	**135**

Strategy fit

Generalized structure fit; not a personalized recommendation

Market structure

The AAPL option market displays bullish sentiment, pricing in optimism surrounding the recent launch of the iPhone 18 and Duo. This is evidenced by elevated call premium, positive options net flow, and a surge in implied volatility. While analysts remain cautious about potential challenges like pricing pressure and foldable demand, the market seems to be betting on strong sales and upgrades driven by new features.

Options context

AAPL Option Market Prices in iPhone 18 Launch Optimism

Wheel context

The term structure is backwardated, with near-term options more expensive than longer-dated ones. This suggests a belief that the upcoming earnings report and iPhone 18 sales cycle will drive significant price movement in the near future.

Observed evidence

Elevated call premium spike following the iPhone 18 launch. | Positive options net flow indicating bullish sentiment. | Implied volatility surge reflecting market excitement and uncertainty.

Principal risks to monitor

Potential pricing pressure on new iPhones due to high costs and competition.

Fundamentals and events

Business quality, valuation and upcoming event context

Market capitalization **$4.60T**	P/E (TTM) **35.38**
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 10, 2026 10:08 AM EDT

Covered Call | 2026-09-11

At signal $319.46 | Current $326.57

SHORT **Option $320.00 B $2.66 / A $2.69**

High turnover | CR $2.68

Complete technical details

Full supporting indicator set used by the symbol detail experience

Volatility and options market

Price movement and premium conditions

ATR	**$7.89**
ATR as % of price	**2.4%**
Volatility environment	**medium**
Current IV	**25.0%**
IV rank	**58 / 100**
IV percentile	**50 / 100**
Technical Snapshot IV source	**Private fundamentals snapshot**
Technical Snapshot IV observed at	**Sep 10, 2026 3:50 PM EDT**

Technical health and risk radar

Derived indicator health and event context

Overall health	**82 / 100**
Trend health	**92 / 100**
Momentum health	**93 / 100**
Volatility health	**74 / 100**
Structure health	**60 / 100**
Earnings risk / date	**low | 2026-10-29**
Macro risk	**unknown**
Volatility risk	**medium**
Structure risk	**medium**

Structural indicator levels

Moving averages, volatility bands and observed trading ranges

SMA (20 / 50 / 200)	**$315.28 / $317.22 / $284.65**
EMA (9 / 21)	**$320.08 / $317.50**
Bollinger upper / middle / lower	**$329.42 / $315.28 / $301.13**

Structural indicator levels (continued)

Moving averages, volatility bands and observed trading ranges

FIELD	VALUE
Bollinger %B	**0.899**
True high / low	**$326.74 / $315.34**
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	0.712	-
SMA50	0.688	-
MVWAP20	0.851	-
MACD	-0.078	-
RSI	1.684	-
Volume	8642577.000	-
ATR	0.088	-
T1	-	**1.80 / 314.51 / 319.14 / 309.90**
T2	-	**2.20 / 314.06 / 320.70 / 314.90**
T3	-	**2.59 / 313.48 / 328.93 / 317.86**

Detailed options evidence

Supporting option-chain, execution and data-quality observations

Underlying price at observation	**$324.21**
Options Snapshot IV sources	**ATM: option chain | Rank/percentile: fundamentals**
Options Snapshot IV observed at	**Sep 10, 2026 2:31 PM EDT**
Options data coverage	**88.9%**
SKEW regime	**HIGH TAIL RISK SKEW**
VVIX regime	**VVIX RISING**
Front expiration / DTE	**2026-09-11 | 1 DTE**
Front at-the-money IV	**32.5%**
25-delta skew	**12.88**
Put / Call 25-delta	**$307.50 / $327.50 Delta 0.288**
Median option bid/ask spread	**6.6%**
Bid/ask spread	**-**
Contracts observed / quoted	**138 / 135**

Price context

Last Price: 324.21 | Bid: 324.17 | Ask: 324.21 | Previous Close: 315.34 | Change: 8.87 | Daily change: 2.81% | Update Time: 2026-09-10T14:31:46.744957-04:00 | Latest History Date: 2026-09-10 | Latest History Price: 324.19

Historical context

Trading-day sample: 60 sessions | First Date: 2026-06-16 | Latest Date: 2026-09-10 | Latest Price: 324.19 | Max Drawdown 60d Percent: -11.12%

Fundamental context

Current Iv Percent: 24.68% | Iv Rank: 56.27 | Iv Percentile: 47.60 | 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.

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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**
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Options Disclosure Document	**theocc.com / Options Disclosure Document**