



ICR (International Communications Research) Reports 53% OF CONSUMERS IN THE US ARE AWARE OF APPLE'S IPHONE AND 8% ARE LIKELY TO PURCHASE IT

31% OF THOSE INTERESTED WANT TO BUY THE \$500-\$600 IPHONE WITHIN THE FIRST MONTH—35% WILL BUY IT WITHIN A YEAR

T-MOBILE MAY BE THE MOST VULNERABLE CELLULAR PROVIDER, AS 11% OF THEIR SUBSCRIBERS SAY THEY ARE VERY LIKELY TO BUY THE IPHONE

Media, PA –June 27, 2007– [International Communications Research \(ICR\)](#) conducted a study to gauge awareness of the long awaited iPhone, from Apple, which will be available this week at all Apple and AT&T wireless stores. The iPhone is the next generation hand-held device combining a cell phone, an iPod for music and video, and a web browser which allows you access to e-mail, web browsing, searches and maps. The iPhone will retail for between \$500 and \$600 and provide phone service from AT&T Wireless.

The following findings are based on a random probability telephone sample of 1,010 adults interviewed between June 21 and June 25, 2007 using [ICR's EXCEL omnibus](#). The margin of error around this sample of 1,010 is +/- 3.1% at a 95% level of confidence.

Highlights

- 53% of consumers, ages 18+, are aware of the iPhone
- 8% of those adults aware of the iPhone, say they are likely to buy the iPhone
- In the short-run, T-Mobile may be the most vulnerable cellular provider, as 11% of their subscribers say they are very likely to buy the iPhone
- 39% of those adults interested in purchasing the iPhone do not currently have a cell phone
- Demographic Groups of those most likely to buy the iPhone are: men, ages 18-44, African Americans, and owners of other Apple products.
- Early adopters (first month purchase) comprise 31% of the likely buyers, while another 35% indicated a likelihood to buy within one year

Detailed Findings

More than one-half of consumers (53%) have heard about Apple's new iPhone, launching at week's end. Awareness is strongest among men, ages 18 to 64, with high household income

(\$75K+), and also among current cell phone and current Apple owners. Awareness is considerably lower among current AT&T/Cingular subscribers (58%), than Verizon (73%) and T-Mobile (72%) subscribers – also slightly lower than Sprint/Nextel subscribers (61%).

11% of consumers are likely to buy Apple's iPhone; however, after hearing the full description of the iPhone, including the sale price, the likelihood to buy drops to 8%. This could be due to the sticker shock of \$500 to \$600 embedded in the description. Regardless, those most likely to buy the iPhone are: men, ages 18 to 44, African Americans, and current Apple owners. Among those likely to buy the iPhone, 39% do not currently have a cell phone.

T-Mobile is the most vulnerable cellular provider, as 11% of its subscribers are very likely to buy the iPhone. Comparatively, only 2% or less of subscribers to other providers, such as Verizon and AT&T/Cingular, are very likely to buy the iPhone.

Among those who are likely to buy the iPhone, the early adopters (first month purchase) account for 31%, while the late adopters (within first year purchase) account for another 35%.

46% of consumers are not currently interested in the iPhone. The main reasons for their lack of interest include: price is too high (47%), too many features (22%), satisfaction with current provider (20%), and no need or interest (14%).

About ICR's *Excel* Omnibus

EXCEL is a national, twice-weekly telephone omnibus service designed to meet the standards of quality associated with custom research studies. The *EXCEL* survey consists of a standard set of introductory and demographic questions supplemented by a changing series of questions on various topics as contracted by participating companies. <http://www.icrsurvey.com/Omnibus.aspx>

About International Communications Research (ICR)

International Communications Research (ICR), based in the Philadelphia suburb of Media, PA, is a top-ranked and nationally recognized market research organization in the business-to-business and consumer markets. Through its research in the U.S. and globally around the world, ICR provides consulting and research insights to its clients on a wide range of issues including branding, market segmentation, customer and employee satisfaction, loyalty, advertising, public relations, multicultural and ethnic marketing, social science, public policy and many others. For more information, please contact International Communications Research (ICR) at 484-840-4300 or www.icrsurvey.com

###

Contacts: Linda Lamberto
ICR / International Communications Research
(484) 840-4300 phone
info@icrsurvey.com