

periscope

digital lifestyle insight

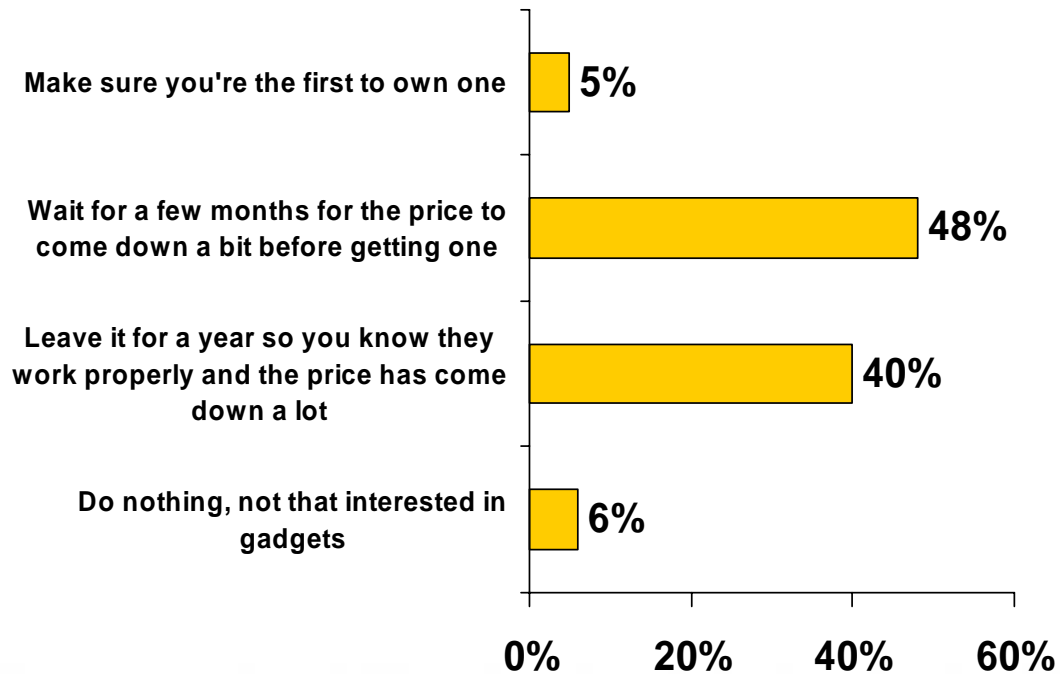
iPhone

January 2007



Gadget freaks?

- 94% interested in gadgets

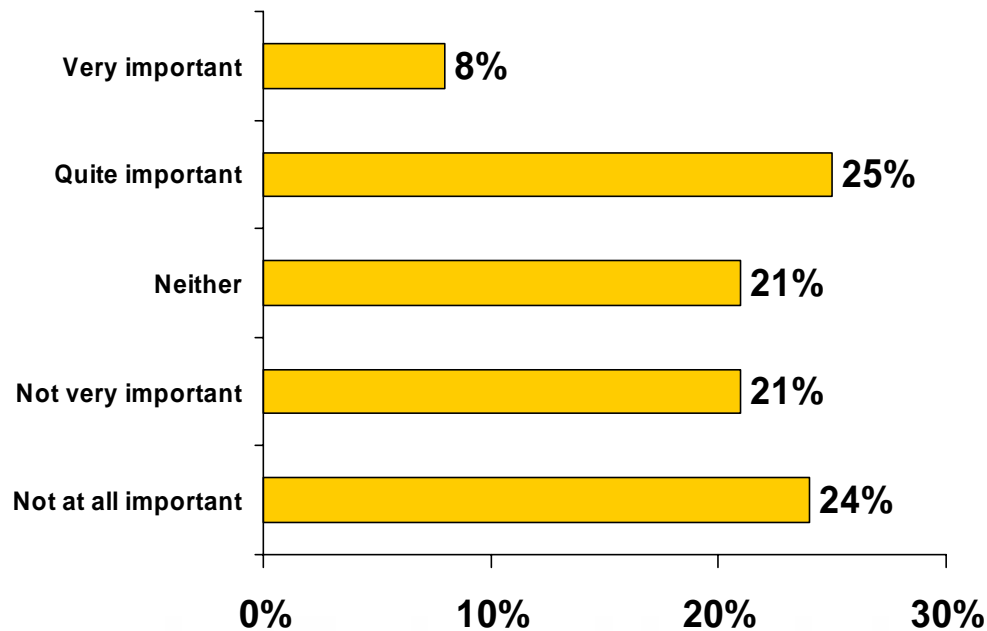


Question - How much of a gadget freak are you? When a new gadget comes to the market do you generally...?

Sample size – 1,127

Importance of music player on mobile phone

- 33% think a music player is important on mobile phones



Question - How important is a music player on your mobile phone?

Sample size – 1,127

Unprompted awareness of Apple iPhone

Unprompted awareness of Apple iPhone – 15%

Other new gadgets that people have heard about:

Nintendo wii

Playstation 3

Microsoft Vista



Question - What new technology or gadgets have you heard about in the news in the last couple of weeks? Open-ended responses.

Sample size – 1,127

Prompted awareness of Apple iPhone

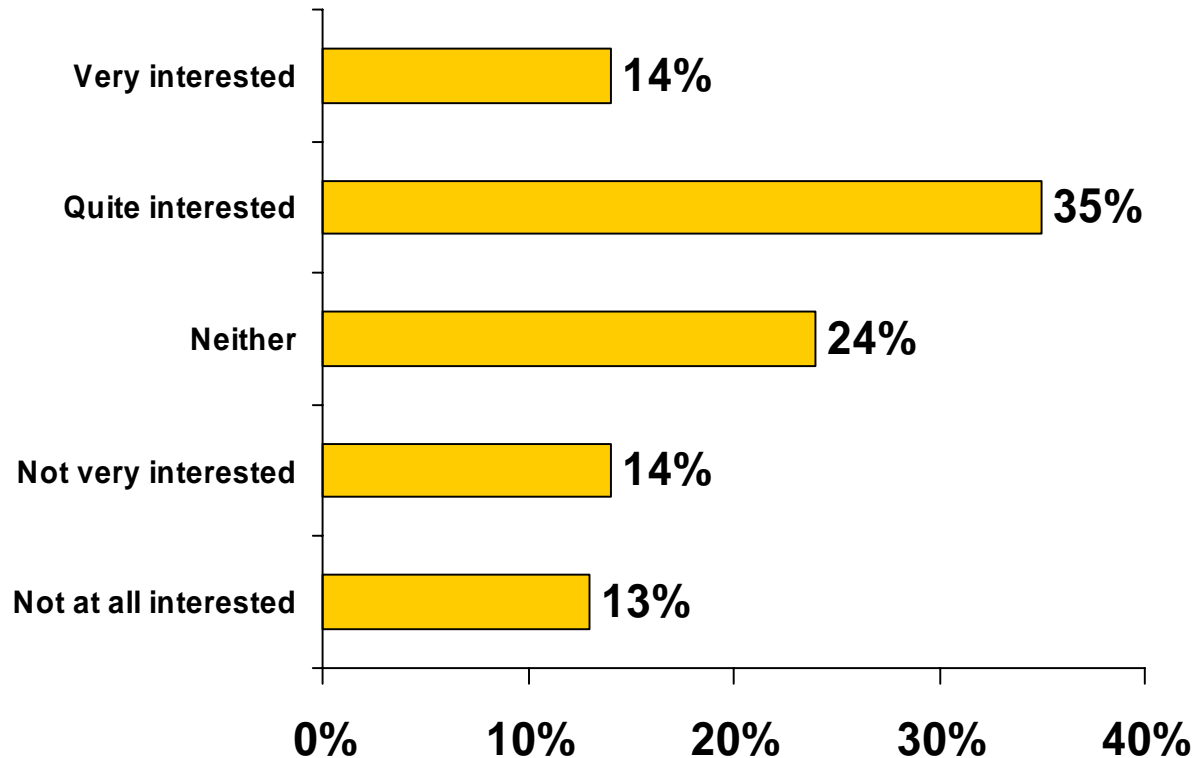
Yes, it's been in the news recently	42%
Yes, I'm aware of it but heard nothing recently	18%
No, didn't realise they were introducing a phone	40%



Question - Apple recently announced their new iPhone. Have you heard about it?

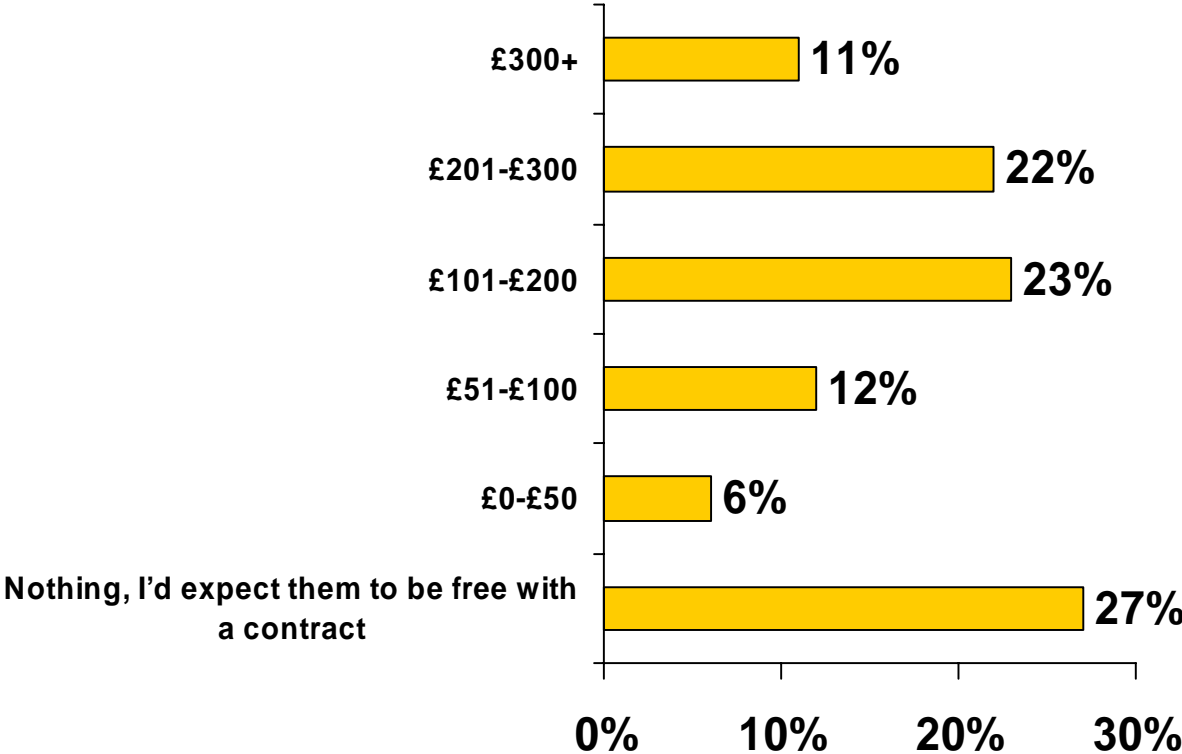
Sample size – 1,127

Intention to purchase (no costs information)



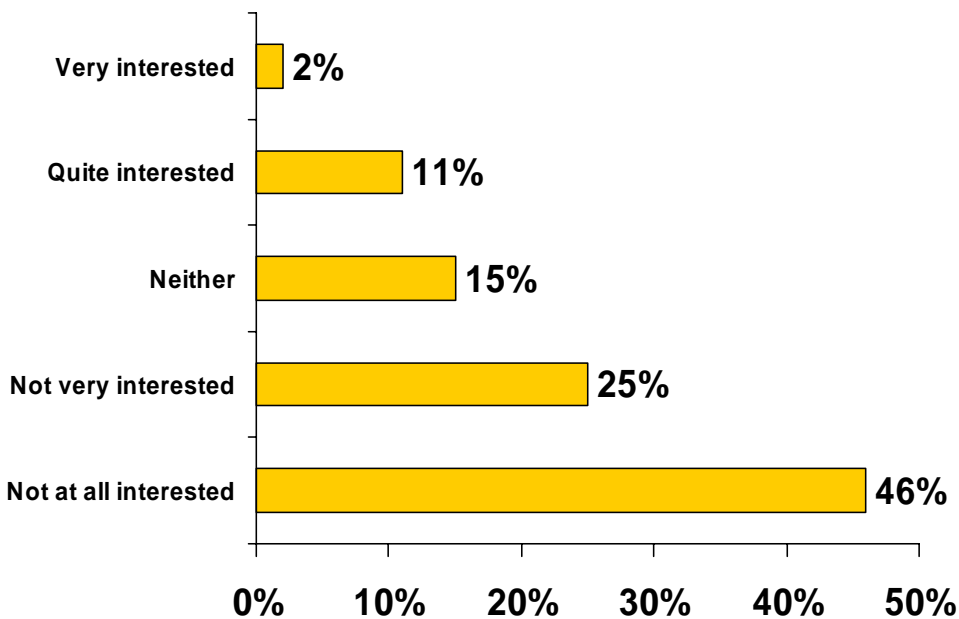
Question - Apple have announced many new functions on the iPhone. There is only one button, and there is a motion sensor that automatically detects when the user has rotated the device from portrait to landscape (to view photos for example) and changes the contents of the display accordingly, plus all the usual iPod functions. How interested are you in getting one when they are launched in the UK?

Cost expectation



Question - How much would you expect to pay for an iPhone? Sample size – 1,127

Intention to purchase (cost information)



Interest	Without cost information	With cost information	Difference
Very interested	14	2	-12
Quite interested	35	11	-24
Neither	24	15	-9
Not very interested	14	25	+11
Not at all interested	13	46	+33

Question - On launch in the US the 4MB version will cost \$499 and the 8MB one \$599. That's the equivalent of roughly £250 and £300, plus your monthly contract costs. How interested are you now?

Sample size – 1,127

Periscope Panel details

- Periscope Panel is made up of 3,332 people.
- 51% Male 49% Female
- 18 – 24 11%
- 25 – 34 28%
- 35 – 44 37%
- 45 – 54 13%
- 55 – 64 7%
- 65+ 3%

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iPhone minipoll presentation

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