

iPhone Update

Awareness High - Adoption Slow

Practically all students (99%) are aware of the iPhone. This number is up significantly from the May Benchmark and largely unchanged from the pre-iDay June update.

	May (N=2000)	June (N=1000)	July (N=1000)
Awareness	86%	97%	99%
Purchase / Intent			
Purchased	N/A	N/A	3%
Immediate Intent	3%	2%	0%
Within a few months	4%	3%	1%
When contract expires	8%	8%	4%
Wait until version 2.0	12%	17%	20%
Not in the near future	52%	51%	41%
Never	21%	19%	16%

College students are warming up to the iPhone, with a reduction in the both the 'never' and 'not in the near future' categories (from a combined 73% in May to a combined 57% in July). One in five college students are deferring an iPhone purchase to the next version.

Of those that purchased an iPhone, nearly half purchased on the first weekend, with the remaining half distributed

While awareness is near total, purchase intent declined as 'iDay' approached and re-accelerated slightly upon launch.

One month after launch, students are warming to the iPhone, with fewer resisting the device and more intending to purchase the next version.

Predictably, the Techno-Elite and Style Seeker segments were the first to purchase an iPhone. These two segments account for 90% of purchases made to date.

evenly across the four weeks that followed. Nearly two of three purchasers opted for the 8GB version and more than seven of ten purchased directly from an Apple Store.

