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## Price Reduction Unleashes Pent-Up iPhone Demand Among US College Students

New York, NY September 6th, 2007 — Upon their return to class, college students reacted positively to Apple's announced iPhone price reduction.

Students' feelings about the iPhone have been tracked by SurveyU ([www.SurveyU.com](http://www.SurveyU.com)) since May, prior to Apple's advertising campaigns. In a flash poll conducted the evening of September 5, 1,000 college students were surveyed to gauge the impact of the announced price reductions.

	MAY (N=2000)	JUNE (N=1000)	JULY (N=1000)	AUGUST (N=1250)	SEPT 5TH (N=1000)
Awareness	86%	97%	99%	98%	98%
Self-Reported Purchase	N/A	N/A%	2%	3%	3%
<b>Purchase Intentions</b>					
Immediate Intent	3%	2%	0%	0%	0.5%
Within a few months	4%	3%	2%	2%	4%
When contract expires	8%	8%	5%	4%	11%
Wait until version 2.0	12%	17%	22%	22%	22%
Not in the near future	52%	51%	50%	55%	52%
Never	21%	19%	20%	17%	11%

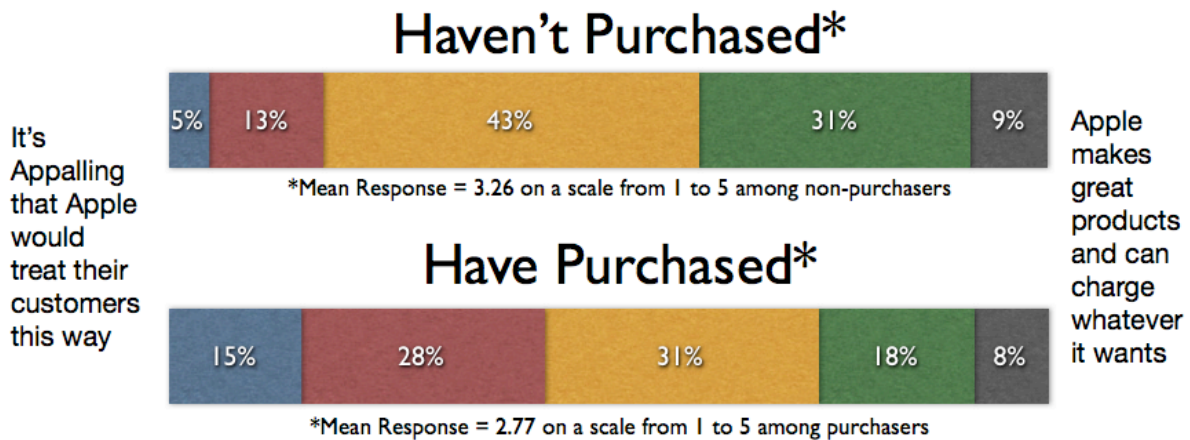
"Initially, college students were cautious about the hype surrounding the iPhone - media-savvy Millennials are more circumspect than previous generations, relying on word of mouth reference and direct experience to shape their opinions." comments Dan Coates, co-founder of SurveyU "College students have seen how the iPhone performs and with this reduction, sales among college students will see a solid bump with an even bigger jump upon the next release."

When it comes to the iPhone, pricing is the key factor for college students, with 80% citing price as very important in their purchase decision in June, July and August. As a result of yesterday's price drop, the importance of price has jumped to 90% among those who have not yet purchased an iPhone.

## Brandlash?

What about the tens of thousands of college students who have already purchased an iPhone? Most (85%) opted for the 8GB version and purchased their device directly from Apple (also 85%). Do they harbor any ill will toward the marketing mavens in Cupertino?

It appears as though Apple, one of the most revered brands among college students, will escape this sudden price reduction largely unscathed. Using a five point scale wherein students indicated their agreement with two, diametrically opposed statements, non-purchasers tended slightly toward supporting Apple and their decision while purchasers tended only slightly towards reprimanding Apple for the sudden and dramatic price shift.



## Methodology

One thousand online interviews were conducted between 4:00pm Eastern on Wednesday, September 5<sup>th</sup> 2007 and 10:00am Eastern Thursday, September 6<sup>th</sup> 2007. Respondents participate in the SurveyU panel of U.S. college students. Results were weighted to reflect the demographic composition of college students nationwide according to statistics published by the NCES (National Center for Educational Statistics). Further details regarding the study and its results are available online at: [www.surveyu.com](http://www.surveyu.com).

## About SurveyU

SurveyU is a survey research organization that has established a representative panel of college students within the United States who share their opinions on a wide range of issues. The SurveyU community has been meticulously constructed within the United States, obtaining admissions data from academic institutions and enumerating student populations according to: State, Gender, Undergraduate / Graduate Status, Part Time / Full Time Status, Major / Area of Concentration, Year of Study, Ethnicity and Race. This bottom-up methodology enables levels of accuracy on campus, state, regional and national levels that were previously impractical - either online or offline.

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