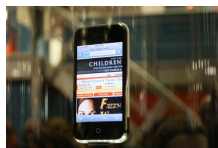


16 July 2007

By: Bogdan Popa, Security and Search Engines Editor



## **30 Percent of the Americans Will Own an iPhone**

### *According to a recent research*

Lightspeed Research conducted a new study to find out the impact of the recently released iPhone and how interested the Americans are in this new handheld device powered by Apple. The survey included 39.000 persons with ages between 18 and 44 years old. According to the report, no less than 45 percent of the iPhone buyers are aged 25 to 34 while 20 percent is represented by older persons, 35 to 44 years old. "Only 9% of those 45 or older purchased an iPhone." 90 percent of the Americans already know what an iPhone is while 41 percent of the respondents saw the latest Apple gadget. The most interesting aspect of the study concerns the US residents interested in buying an iPhone because 40 percent of the respondents with ages between 18 and 24 years old are planning to buy a handheld device soon. Moreover, 36 percent of the ones with 25 to 34 years old are also attracted by the Apple tool. "It's interesting to see that Americans, especially those under 45, continue to seek more functionality, including music, movies, internet and wireless, in a single package. According to our research, the iPhone frenzy should continue in line with increasing demand for emerging technology", said Anne Hedde, President and Group CEO of Lightspeed Research. According to the same study, no less than 22 percent of the persons said they are planning to buy an iPhone in the future while 8 percent sustained the Apple device might be bought in the next 3 months. In addition, the younger respondents are more attracted by iPhone than the ones with ages over 44. As you probably know, Apple's iPhone was released on June 29 and since the official launch date, it caused a huge mania in the United States. Moreover, the Europeans are also expecting the launch of the product so there is a bright future for the Cupertino company Apple.