

21 March 2008

By: Filip Truta, Apple News Editor



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## [Research: iPhone Web Surfing Is Most Popular Among Handset Owners](#)

*M:Metrics found that 85% of 10,000 surveyed owners use iPhone web browsing on a regular basis*

It's not just [StatCounter](#) who has revealed that a highly increased percentage of people is using the iPhone for web browsing, but **M:Metrics** too, a mobile media authority dealing with measurement of mobile social networking. According to them, 85% of iPhone owners use the internet on a regular basis on their handsets because of two main factors: AT&T's unlimited data plan, and of course, [Safari](#).

"According to a new report released by M:Metrics, Apple iPhone users love surfing the web on their mobile device, more than any other smartphone on the market," ecanadanow.com posts. A survey conducted on 10,000 iPhone-equipped adults for six months, prior to the smartphone's launch in the United States has revealed that 85% of the iPhone userbase has regular web browsing habits, compared to 58% for other smartphone owners. Just 13 percent of the cell phone/mobile phone users surf the web.

M:Metrics also looked to see what handset users browsed the web via search engines. The percentage, although smaller for all users (naturally) was directly proportional: 59% for iPhone users, 37% other smartphone users, and a shy 6% for mobile phone users.

Even though the figures speak for themselves, indulge me as I will try to make a connection to this and why Apple hasn't rushed in bringing flash to the iPhone.

Avi Greengart, Research Director for market research firm Current Analysis, [reckons](#) that iPhone users don't crave for Flash so much, even though it would make a difference. In his opinion, it's the iPhone's touchscreen (multi touch) features that make it such a popular device. So, the Cupertino-based company isn't likely to be losing any customers because of this exact lacking feature with the iPhone.

Since the iPhone's touchscreen makes web browsing not just easy and intuitive, but quite attractive too, it isn't too much of a mystery why Apple is taking its time with flash, waiting for the perfect solution for its handhelds.

Via [eCanadaNOW](#)