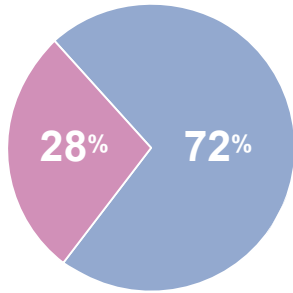


# Who Will Line Up for the iPhone?

Profile of those who are 'definitely' interested at \$499

## MALE OR FEMALE?

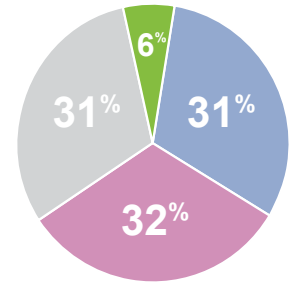


Female Male

## AVERAGE AGE

31  
years

## HOW OLD ARE THEY?



15-24 25-34 35-49 50+

## COMPLETED COLLEGE

58%

VS. 43% AVERAGE

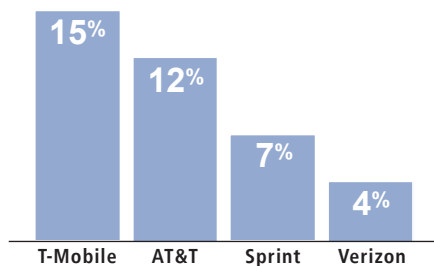


## POTENTIAL BUYERS LIVING IN NEW YORK OR CALIFORNIA

43%  
OF TOTAL BUYERS

ABOUT DOUBLE  
THE NATIONAL AVERAGE

## % DEFINITELY INTERESTED IN BUYING iPhone BY CURRENT CARRIER



## iPod OWNERSHIP

48%

OF POTENTIAL BUYERS DO  
NOT OWN AN iPod CURRENTLY

## HOUSEHOLD INCOME

\$75,600

iPhone Buyers

26% HIGHER THAN  
THE NATIONAL AVERAGE