

PRESS CONTACT:
Matt Moog
Viewpoints Network
312-447-6111
matt@viewpoints.com

Does the Apple iPhone live up to the hype?

Recent survey from Viewpoints.com reveals surprising insights

CHICAGO, IL – (March 17, 2008) – Seven months after its release, owners of the new Apple iPhone, the Internet-enabled mobile phone, love their new smartphones, especially their Internet capabilities, according to a new Consumer Insights Survey by Viewpoints.com, the rating and review Website.

The survey, the first of an ongoing series to provide consumer insights into popular and unpopular products, found that 97 percent of respondents to an online survey felt that the iPhone more than met their expectations, including 88 percent who said it exceeded their expectations. Only three percent of consumers were disappointed with the iPhone, which Time magazine named as its “Invention of the Year” in 2007.

Matt Moog, founder and CEO of Viewpoints.com, said, “Viewpoints.com members who own the iPhone more than just like their iPhones. They love them. We surveyed all of the Viewpoints members who have written [iPhone reviews](#) over the last seven months and found very happy customers.”

In fact, the Apple iPhone owners were so happy with the product that 70 percent of the respondents reported “telling everyone they knew” about the phone. And, 65 percent of the iPhone owners surveyed reported that they influenced at least one other person to buy the phone. Impressively, 19 percent of the respondents reported influencing more than three people to buy the phone.

In comparison, a survey of Viewpoints members who had written reviews of other [cell phones](#) found they are significantly less satisfied with their cell phones. Only 33% reported they were highly satisfied.

While nearly half of the respondents had no exposure to the Apple iPhone, almost 20 percent said they plan to buy an iPhone in the next twelve months.

Moog said, “Another significant difference that we noticed was the difference between what iPhone owners did with their devices vs. what owners of other brands did with theirs. Either the iPhone is much more web friendly than traditional phones, or the owners of **Apple iPhones are just more web savvy.**” The survey found stark differences in online browsing, text messaging, listening to music and emailing:

- Forty-eight percent iPhone users said they frequently look up something specific online on their iPhones and 45 percent said they frequently browse online. In comparison, with other cell phone brands, 5 percent said they

frequently look up specific topics online and 6 percent enjoy general browsing.

- Forty-eight percent of iPhone owners said they frequently use the iPhone for text messaging while thirty-eight percent of non-iPhone users' text message.
- Thirty-nine percent of iPhone owners frequently listen to music on their devices. Only 5 percent of owners of other mobile brands frequently listen to music on their phones.
- Thirty percent of iPhone users frequently send and receive personal e-mails. Only seven percent of owners of other mobile brands frequently use phones to send and receive personal e-mail.

The iPhone user survey suggests that existing owners of Macintosh computers were drawn to iPhones. Sixty one percent of respondents who were iPhone owners said they were Mac users while only ten percent of the respondents who owned other cell phones reported they were Macintosh users.

When asked to highlight the one feature they loved most about the iPhone, the top two responses among respondents were surfing the Internet and using e-mail.

When asked for their biggest complaint, the two biggest issues Apple iPhone users commented about was the lack of carrier choices and the inability of the iPhone to send picture messages.

The bottom line? The Apple iPhone has overwhelmingly exceeded expectations of those who bought it. They like the flexibility of online browsing, listening to music, emailing and text messaging on the go. In turn, they have become brand advocates. And as a result 16% of the market is now planning to buy an iPhone in the next 12 months.

About Viewpoints.com:

Founded in 2007, Viewpoints.com is a consumer review web site dedicated to helping people make smarter, more informed decisions. The site allows people to read and write reviews across the most comprehensive range of categories of any reviews site, from [movie reviews](#) to restaurant reviews, [education reviews](#) to [health care reviews](#), [electronics reviews](#) to [travel ratings](#) and hundreds of other categories in between.

Viewpoints.com taps into the need for people to share their personal experiences, to voice their opinions, to show others the way, and to share insight gained from personal experience. Best of all, Viewpoints provides deep profiles of every reviewer, enabling readers to not only find others with similar interests, but also rate the quality of the reviews and reviewers.

Viewpoints.com, a privately held company, is headquartered in Chicago.

*Viewpoints. Let's Review.
####*