

THE NEWEST IPHONE NOW OR LATER

There's nothing worse than buying the latest gadget just to see a new version released the next week.



What happens when you go to buy a new iPhone less than a month before the rumored new release?

GoSpotCheck's nationwide consumer base visited 182 locations over a 3 day period in 27 different states and asked sales people what they should do if they want to upgrade to a new iPhone.

IS A NEW IPHONE GOING TO BE RELEASED SOON?

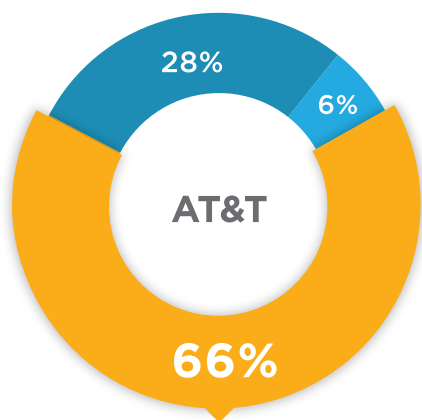
"Yes, you should wait until the end of the month."

"Yes, but who knows when. I would buy now."

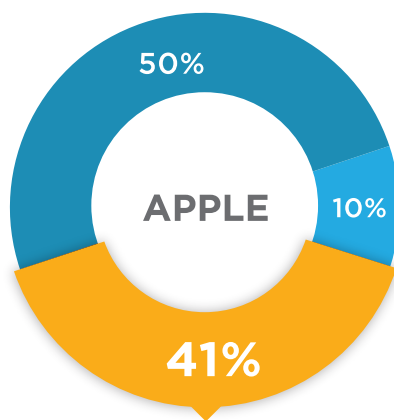
"No, I don't think a new version is coming out. I'd buy now."



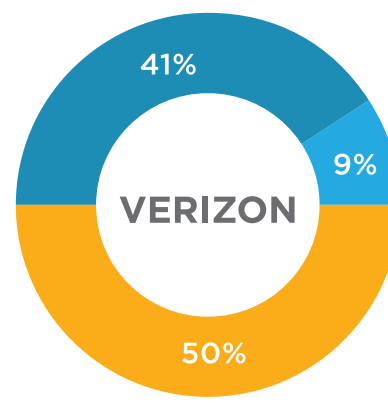
RETAILERS DIFFER SIGNIFICANTLY IN THEIR RESPONSES



These shopper friendly reps told consumers more than any store that they should wait.



Steve would be proud of his employees' relatively tight lips about the new release.



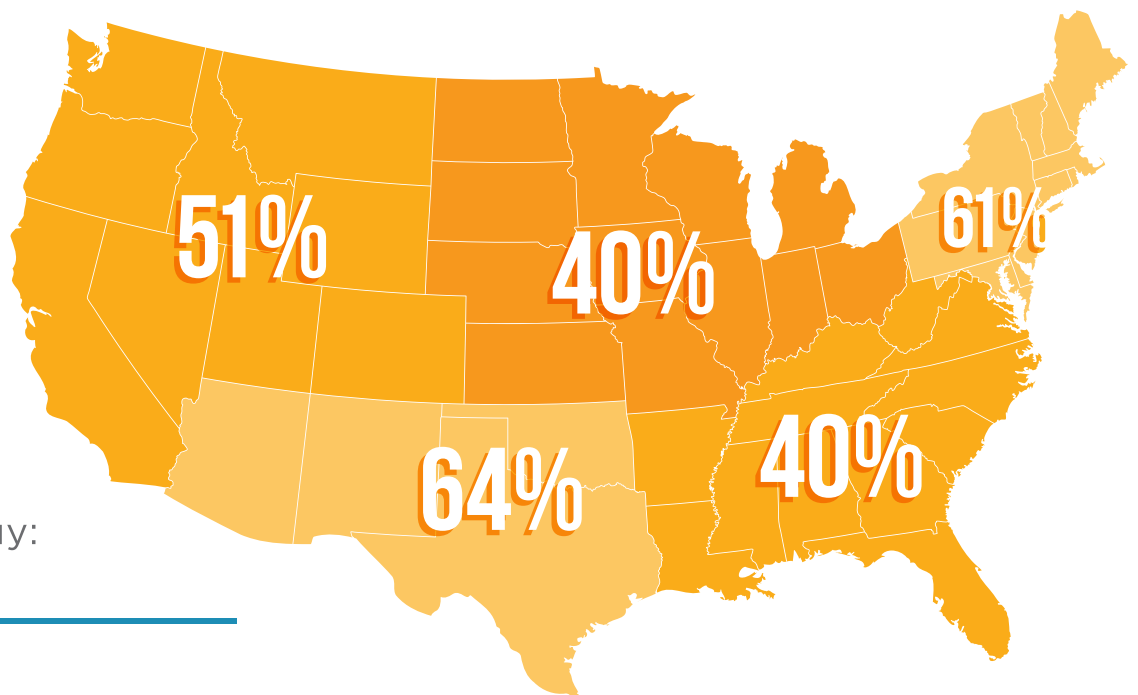
Verizon demonstrated average results across the board.



Best Buy employees had by far the highest rate of employees encouraging shoppers to buy now.

AND DIFFERENT REGIONS OF THE COUNTRY SHOW DIFFERENT TRENDS

Percentage of retail associates who said you should wait to buy:



● "Yes, you should wait until the end of the month."

● "Yes, but who knows when. I would buy now."

● "No, I don't think a new version is coming out. I'd buy now."

90%

OF OUR SHOPPERS SAID THEY WERE **ALREADY AWARE** OF THE UPCOMING LAUNCH

WHAT WAS THE GENERAL REACTION TO THE IPHONE?

BY RETAILER

It's a fairly current or very current phone **96%**

No Apple Store employee said there was a better phone available **0%**

BY REGION

Midwest associates had a "very positive response" **88%**

Northeast said "definitely better phones available" **10%**