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YouGov research shows confusion over iPhone retailers

24% to head to Phones 4 U on Friday?

by Amy-Mae Elliott published on 7 November 2007

Just days away from the UK launch of Apple's iPhone, YouGov reports that the public continues to show some confusion about where the phone can be bought.

Although O2, Carphone Warehouse and Apple stores are the only official places to buy the device, potential purchasers that are aware of the Apple iPhone think it will be more widely available on the high street.

Carphone Warehouse will no doubt be delighted to note that 24% of folk think the iPhone will be sold through Phones 4 U, as does the same percentage for The Link, while Currys (21%), Dixons (22%) and even John Lewis (19%) may well get hopeful iPhone purchasers turn up at 6.02pm on Friday.

The good news for Apple is that there has been a rise in the number of people expressing a "high likelihood" to buy the phone - now 3%, up from 1% in the previous round of research.

