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iPhone "too expensive" in the UK

72% said that they would not buy one, due to the price

by Stuart Miles published on 23 November 2007

The iPhone is perceived to be too expensive in the UK, well that's what new research from GfK NOP shows.

The research, which polled 500 people across the UK, suggest that, despite the "Apple cult" fans, who were prepared to queue overnight to be the first to buy the iPhone, uptake in the wider public will be limited.

Of those surveyed, a huge 72% said that they would not buy one, due to the price.

Awareness of the Apple iPhone is strong, with 75% saying that they had heard of the brand, and over a quarter saying that, while they liked the look, they were put off by the price.

However, only 2% were even considering adding it to their Christmas list, indicating that the package on offer has not hit the spot for UK consumers.

"Apple's history proves that it has the magic touch when it comes to product development and marketing, however the iPhone has yet to capture the imagination of the UK public. iPhone hype is in full-force, but our data shows that it is very much a considered purchase, with its high price turning many consumers off. We must take into account that the UK mobile market's success has been down to subsidised handsets, therefore the iPhone's price really stands out and consumers are not used to paying in excess of £200 for a phone", Richard Jameson of GfK NOP commented.

When asked which brands they associated with certain functions, the iPhone came highest of all brands named for association with music (78% mentioning the brand) and "email and web surfing" (65%).

