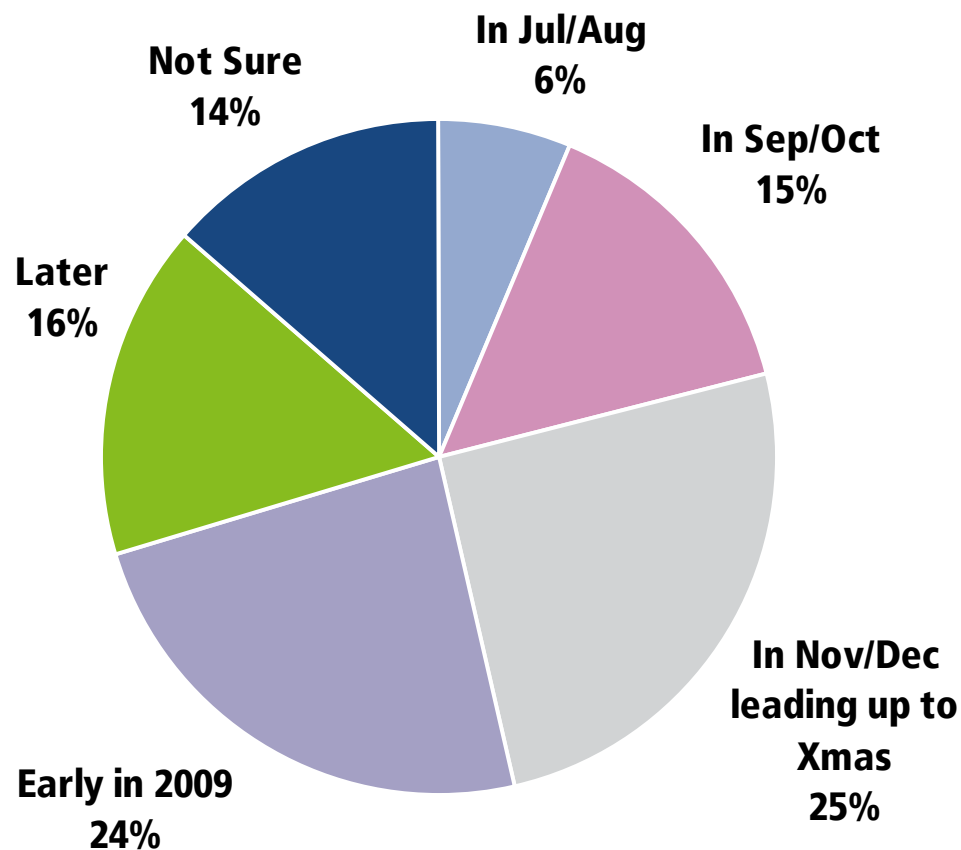


# WHEN WILL THEY BUY?



**Q: When do you think such a purchase would be most likely?  
(ASKED AMONG POTENTIAL iPhone BUYERS – U.S. Only)**



Base: Digital Life America Tracking Study—July 2008 n=1,127)