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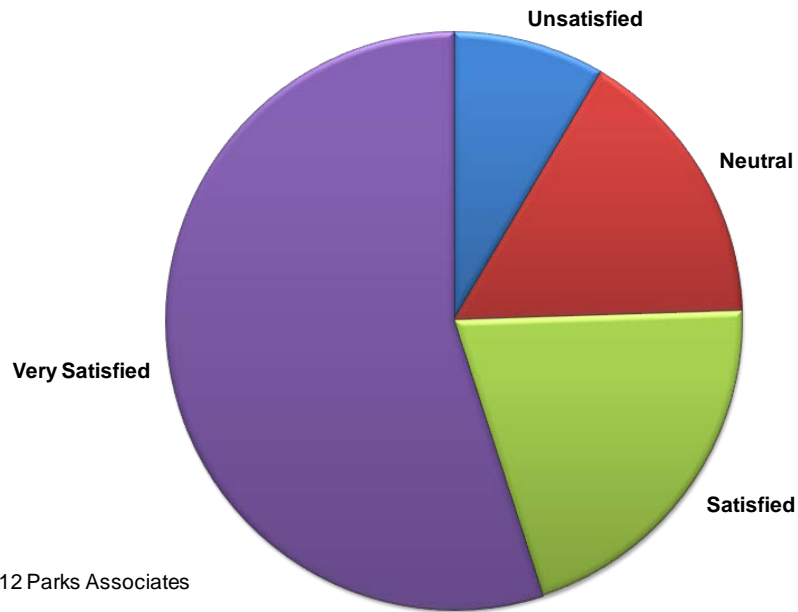
SYNOPSIS

Apple iPhone Siri Users surveyed iPhone 4S owners on their use of Siri and their opinions about voice-command features.

Apple iPhone Siri Users is part of Parks Associates' **Mobile and Portable** research service, which analyzes developments in the market for mobile phones, tablets, and related services.

Satisfaction with Siri

(U.S. iPhone owners who use Siri)



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ANALYST INSIGHT

“Siri is clearly a hit among the initial iPhone user base. Consumers like Siri because it's convenient and easy to use and its hands-free capability makes it easy to send texts, emails, and phone calls. However, I would have expected more owners to want Siri for their TV set. These are the folks that rushed out to get the new iPhone 4S.”

— **John Barrett**, *Director, Consumer Analytics*, **Parks Associates**

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