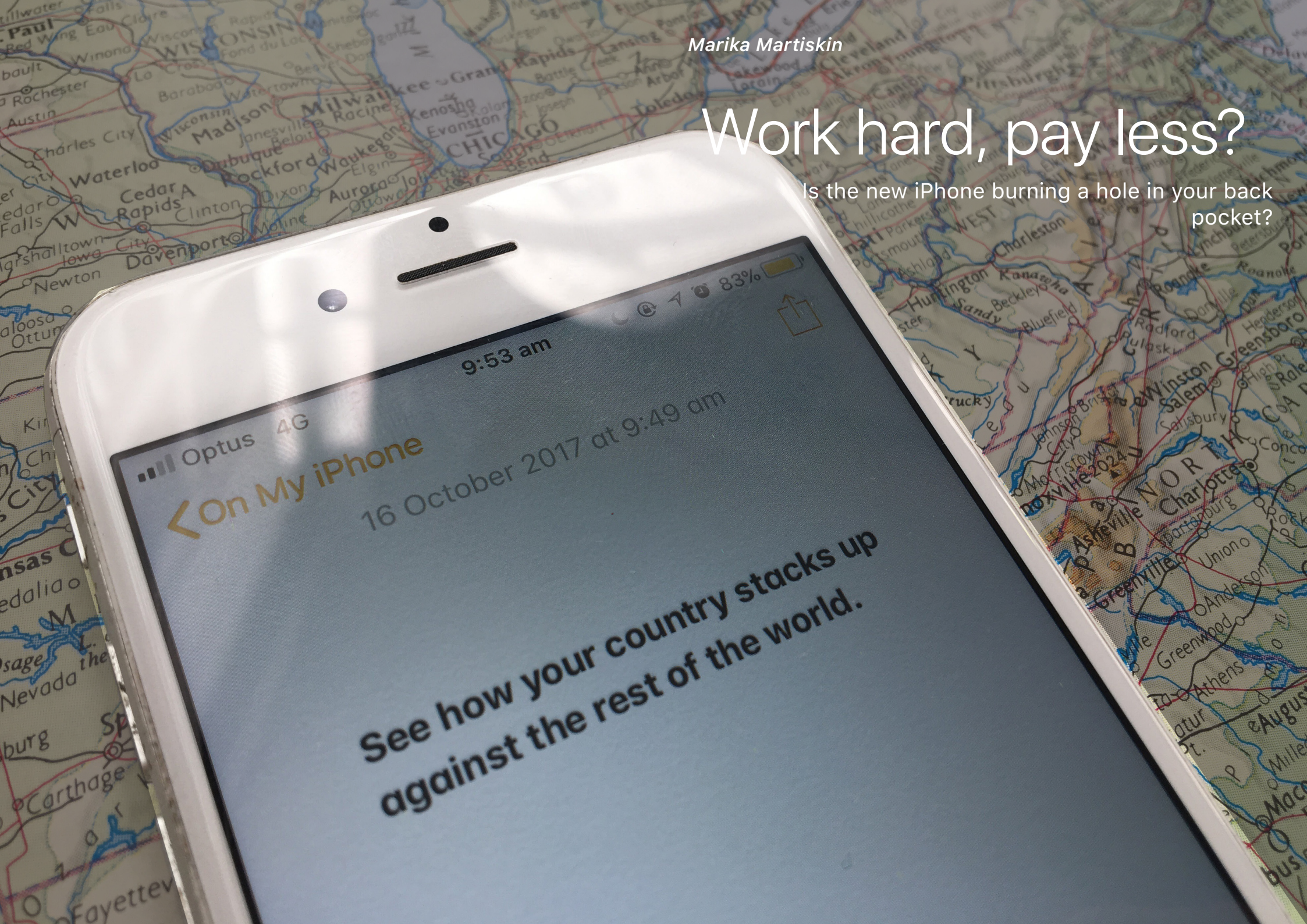


Marika Martiskin

Work hard, pay less?

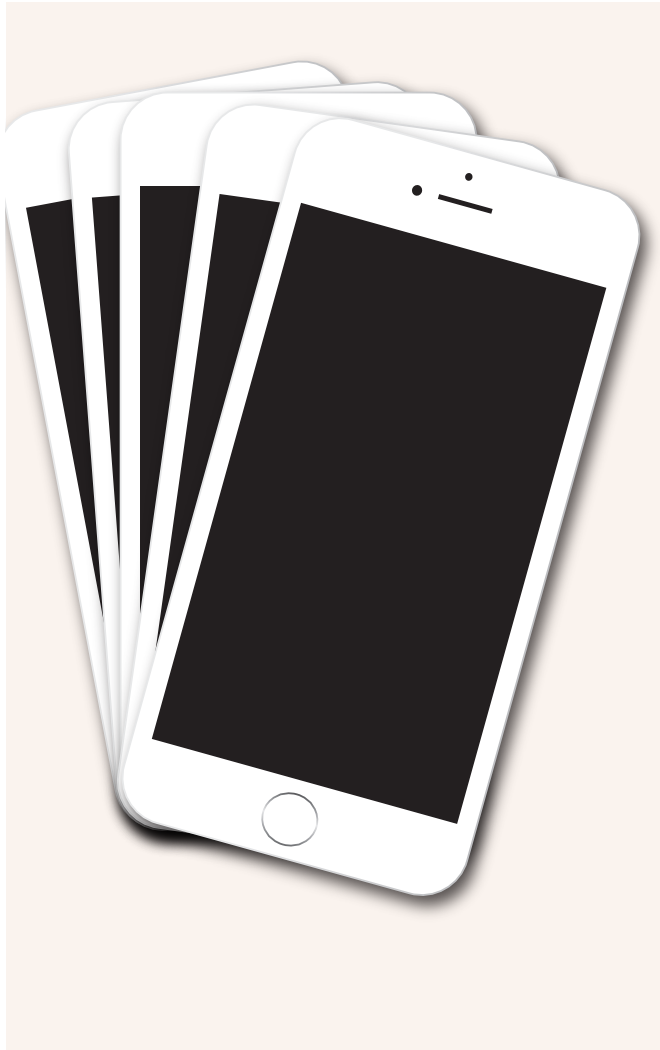
Is the new iPhone burning a hole in your back pocket?



See how your country stacks up
against the rest of the world.

Work hard, pay less?

Marika Martiskin



With the release of the Apple iPhone 8, will you be paying the price for where you live? In Australia, the cost of the new iPhone will set you back at least \$1072 AUD, nearly equivalent to the average Australian weekly wage. This article will look at the countries in the top 20 Global Gross Domestic Product list and discuss how much each country is paying relative to what they are earning.

Since the launch of the iPhone in 2007, it is evident how popular the revolutionary smartphone is. The launch of the first generation iPhone saw sales reach 1.39 million worldwide. By the following year, that number had increased over eightfold. In 2016, nearly a decade after the release of the first iPhone, sales worldwide reached 211.88 million. The starting price of the first 16GB iPhone in Australia was \$622, a considerable \$450 difference between the iPhone 8, ten years later.

While Australians are spending over \$1000 for the cheapest iPhone 8, how much is the rest of the world spending? According to the official Apple prices, people are spending between \$878.66 AUD to a whopping \$1506.22 AUD for the cheapest iPhone 8 (64GB). The United States has the lowest price for the iPhone, closely followed by Japan at \$883.95. Although Australians are paying \$1072 for the new iPhone, this is nowhere near the \$1506.22 AUD price tag in Turkey. The variations in prices of the Apple iPhone 8 are evident around the world, which arises the question of who is pulling the most out of their back pocket to get the latest device.

Income inequality is a global issue, which can impact the affordability and accessibility of the new iPhone 8. While spending over a grand for a new phone is easy for some, for others (especially in countries with a lower weekly income), this price tag is far out of reach. Looking at the

gross national income, Australians earn an average weekly wage of \$1117.75, making the latest iPhone almost 96% of their paycheck. The United States are paying the lowest relative to their wage, putting only 62.6% of their weekly income towards the iPhone. Whilst this is a lot cheaper than other iPhones, a survey in the United States showed that a third of Americans deemed purchasing the latest technology unrealistic. In stark comparison, China with the lowest weekly wage of \$347.62 AUD is paying \$1121.80AUD for the iPhone, over triple the amount of their paycheck. This puts into perspective the affordability of iPhones around the world, and the huge income inequality people suffer.

With income inequality across the world, is it really worth spending more than three weeks wage for the latest technology? Today in society, it can be argued that it is crucial to have access to a smartphone. There is a rising 44% of Americans using Internet from their

phone as a preferred method. According to Wired, 1 in 3 Americans are employed using smartphones. In 2016, the "United Nations Human Rights Council declared that the Internet was a basic human right." When Apple introduced the iPhone, it ignited growth in application and Internet use. Although the iPhone 8 seems to have a hefty price tag, it is one of the cheaper technologies for accessing Internet, applications, a camera and a phone all in one device.

It is evident that there is a large gap between how hard people from different countries have to work to score the latest iPhone. With China paying over three times their weekly wage to get their hands on the device and the United States only paying a little over half their weekly wage, it raises issues of income inequality. Yet with all the features of the iPhone, is it cheaper in the long run? Ultimately, it comes down to how much we are willing to sacrifice from our own paycheck to get the latest Apple iPhone.



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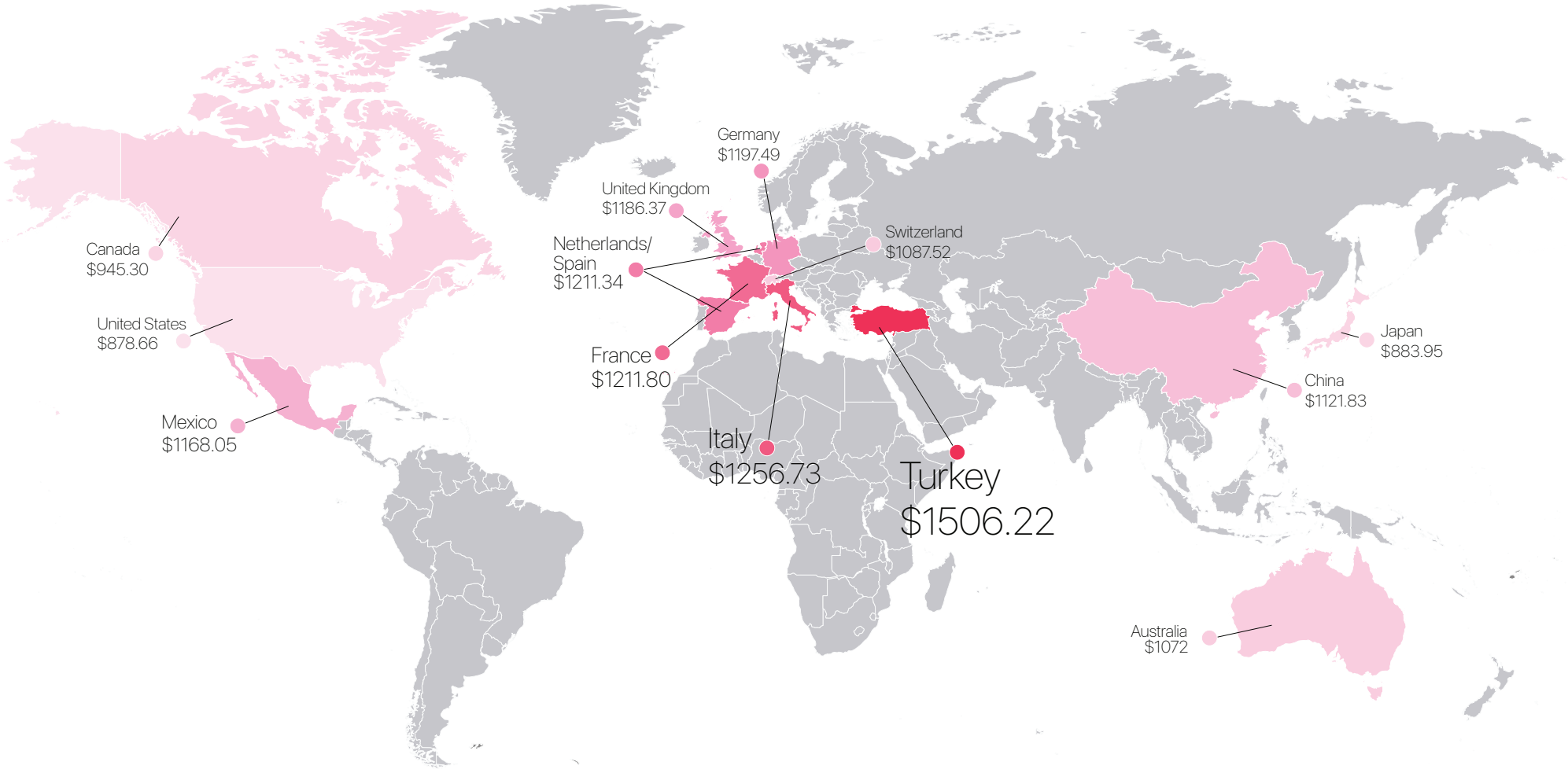
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iPhone prices around the World

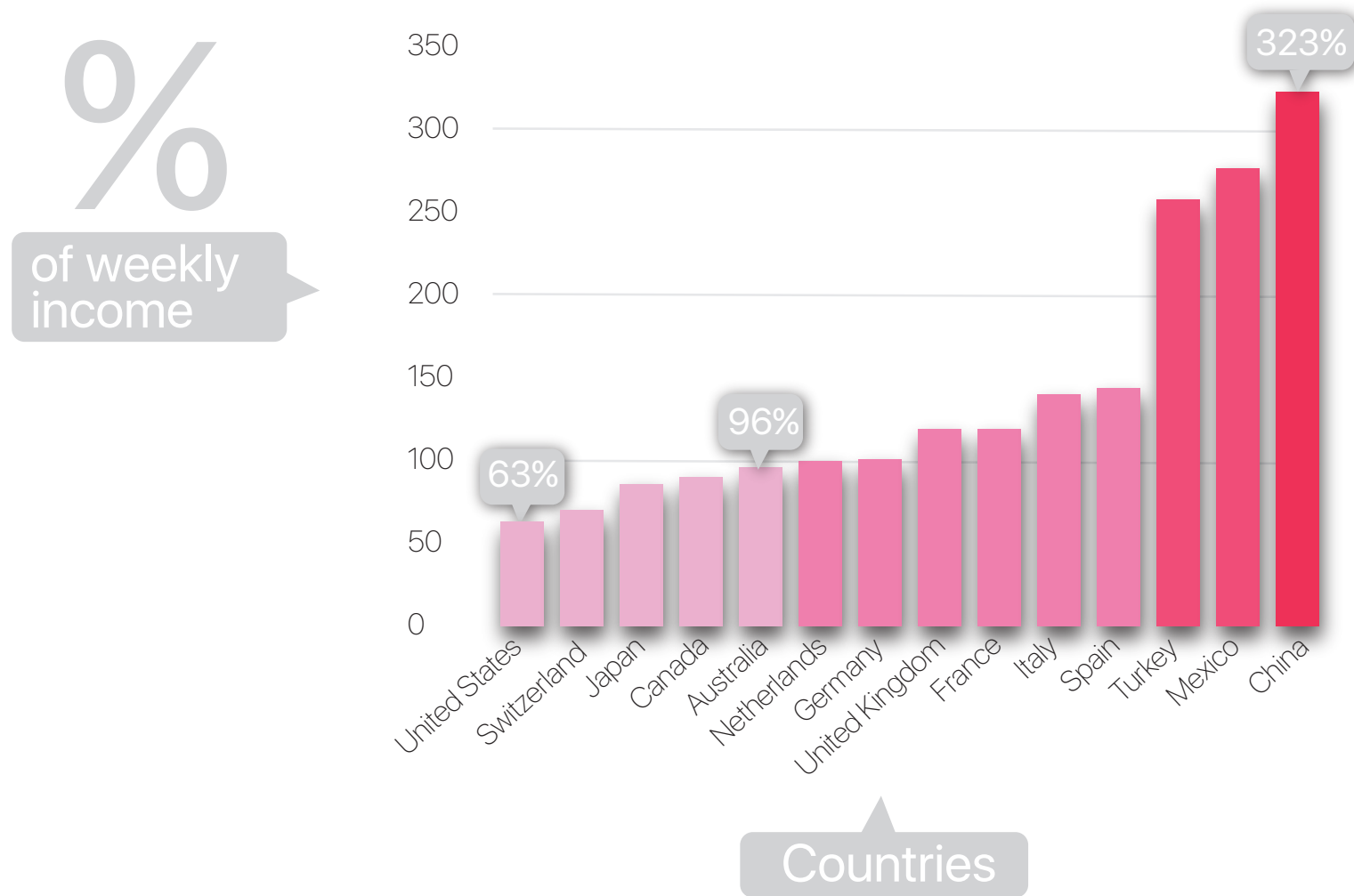


Cheapest- Most expensive iPhone

Prices are represented in AUD
Data from Apple.com of iPhone 8
64GB models 2017

iPhone prices relative to wage

How much of your weekly wage is going to the new iPhone?



Prices are represented in AUD from Apple.com (iPhone 8 64GB models 2017)
Data from OECD on Average Gross National Income, 2015