

**For immediate release
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Traditional handset brands trail newer, specialist providers in customer satisfaction according to YouGov's new Smartphone Mobile Internet study

-The majority of mobile phone users expect to change handset brands next time they get the chance

Step changes in technology always provide opportunities for significant shifts in market share driven by reduced loyalty and YouGov's new Smartphone Mobile Internet Experience study highlights the opportunities for non-traditional handset brands in the smartphone gold rush. How smartphone handset brands are regarded by their users is the foundation of YouGov's new report.

The newer but more focused handset brands are shown to be the best regarded by UK smartphone users with Apple and BlackBerry leading the remainder of major handset brands.

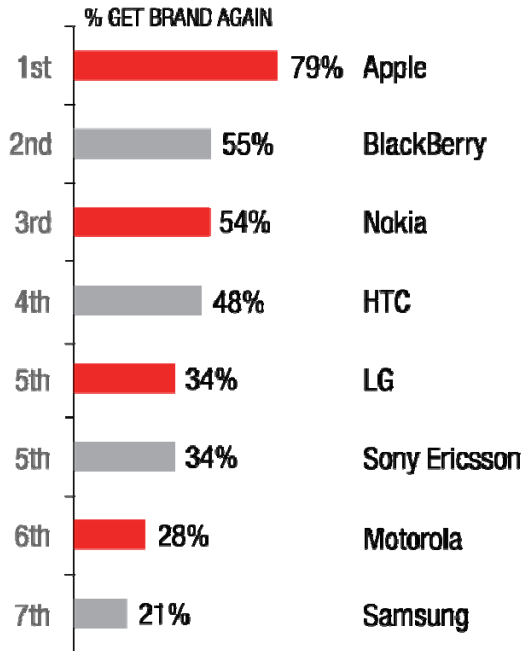
The majority of users do not expect to get their next handset from their current brand / manufacturer. The winners in this are Apple, BlackBerry, Nokia, and HTC. At the other end of the scale only just over a third of Sony Ericsson's and LG's users expect to get the same brand handset next time around, just over a quarter of Motorola's current users can be considered loyal but the brand most users expect to switch from is Samsung (only 21% expect to replace their Samsung with a Samsung). In contrast nearly four fifths (79%) of Apple users believe they will get a handset from Apple the next time they upgrade or purchase a new handset.

"Whichever metrics you look at, Apple and BlackBerry lead the smartphone pack in terms of satisfaction, recommendation and loyalty", commented Marek Vaygelt, Head of Technology & Telecoms Consulting at YouGov. He continued, "The traditional handset brands are suffering in this transition to smartphones and even Nokia, normally a brand with high loyalty, has lost ground."

Furthermore, the survey shows that mobile Internet users value ease of use, menu navigation and function speed as the three most important attributes of a mobile Internet handset, all areas where Apple in particular demonstrates market leadership.

Figure 1:

Likelihood to purchase same phone brand next time



Sample size: 3,919 UK adults

Notes to editors

YouGov interviewed 3,919 smartphone, mobile phone and PDA users between 18th and 21st December 2009. Of these, 2,035 were current mobile Internet users. The remainder were non-data-using phone owners and a nationally representative controlled sample of UK adults. All interviews were conducted online with YouGov panellists. Each interview was approximately 20 minutes in length.

This is the first wave of a quarterly programme. Clients for the programme include major UK mobile network operators and handset brands. Respondents answered questions on awareness of mobile phones, consideration, mobile Internet, and the use of applications.

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About YouGov Technology and Telecoms Consulting

YouGov has a dedicated team of specialists in technology and telecoms research, working with a wide variety of clients to deliver research and consultancy services. The team specialises in identifying low incidence consumer groups including early technology adopters that are often key to the launch strategy of new technology products and services. Other areas of expertise include brand profiling and tracking and customer satisfaction and loyalty.

About YouGov

YouGov is an international, full-service research company primarily using online panels to provide quantitative and qualitative research across a range of specialisms. These include consumer markets, financial services, public sector, technology and telecoms and media. YouGov's full-service offering spans added-value consultancy, syndicated and product offers, omnibus and field and tab services.

YouGov is considered the pioneer of online market research. Through panel management expertise, flexibility and an innovative approach to recruitment, YouGov operates a quality panel of about 250,000 UK members representing all ages, socio-economic groups and other demographic types, with excellent response rates. YouGov also specialises in growing and maintaining dedicated panels of specialist consumer and professional audiences.

YouGov has been acclaimed as the UK's most accurate opinion pollster and dominates Britain's media polling. YouGov is one of the most quoted agencies in Britain and has a well-documented and published track record illustrating the success of its survey methods and quality of its client service work.

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