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YouGov launches Mobile Buying Experience Tracker Survey

Initial findings reveal one third of consumers deterred from buying due to poor sales experience

London, 29th April 2009 - YouGov, the international research company, has launched the Mobile Buying Experience Tracker Study, which provides insight into the mobile phone purchasing experience from the customer's point of view. The study helps network operators, mobile retailers and handset manufacturers to identify the areas needing improvement in their sales processes and pinpoint marketing messages that will strike a chord with consumers. It also shows how they are performing against the competition.

The first wave of results from a base of 9650 consumers indicates that one third of consumers have been deterred from purchasing a mobile phone due to their buying experience, suggesting that there is an opportunity for vendors of phones and services to steal market share from the competition. Mobile phones are bought and replaced more often than any other technology device and the buying process is increasingly a multi-channel one. The research clearly reveals areas in each selling channel where improvements can be made.

"The mobile phone industry is missing out on significant sales volume, even amongst consumers who are ready and willing to be sold to," said Caroline Gaskin, Director in Technology & Telecoms Consulting for YouGov. "Our initial findings show that only 54% of consumers who looked into purchasing a mobile phone actually ended up buying one. Worryingly, even amongst people seriously intending to buy, only two thirds actually bought something. As the technology and retail industry battle with the recession, it is good news

that there are opportunities to increase sales – but this will only happen with the implementation of improvements.”

If you would like to subscribe to The Mobile Buying Experience Tracker Survey or for more information, please contact Caroline Gaskin on 020 7012 6031.

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Notes to Editors

YouGov's Mobile Buying Experience benchmark report is based on interviews with 9650 shoppers for mobile phones, accessories and services. The interviews were conducted online using YouGov's industry-leading online access panel, between 28th March and 3rd April 2009.

The benchmark stage report is available to buy now from YouGov.

The Mobile Buying Experience Tracking Survey will be conducted three times annually, providing feedback from 18,000 consumers engaged in the buying journey over the course of the year. Such large sample sizes present the opportunity to assess individual vendor performance via each of the selling channels, and monitor any changes over time.

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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.

For further information visit www.yougov.com