

YouGov plc

Latest in phone navigation technology already lost on consumers ...**10 June 2008**

Temperamental and unreliable signals, slow loading times and draining battery life are just some of the reasons early adopters of technology are ditching mobile phones with satellite navigation and reverting to the use of dedicated, portable “sat navs”.

YouGov’s Technology and Telecoms team surveyed a sample of 217 mobile phone owners with navigation systems on their phones between 25th – 28th April 2008. TomTom mobile/navigator was the most popular phone system, with 40% of respondents using the world’s largest navigation solution provider. 34% of respondents use Nokia Maps or other in-built mobile systems. TomTom came out on top in the accuracy and reliability categories.

78% of mobile navigation owners use their system less than 3 times a week. Mobile phone manufacturers are investing in navigation-enabled mobile phones, so why are people rejecting this latest technology? Respondents cite that the phone sat nav uses a lot of battery (18%), 16% use another device for their sat nav needs instead, 9% state that the system is too slow and 8% think the signal is unreliable.

Russell Feldman, Research Manager in YouGov’s Technology and Telecoms Consulting team said “This research demonstrates that although convergence is a major technology driver, sometimes there are significant advantages in using a dedicated device. The compromises required for consumers to use navigation on mobile phones require an acceptable financial reward in comparison to competing devices and technologies. Our research suggests that for navigation on mobile phones to take off and become more of a mainstream product, the satisfaction of early technology adopters needs to be driven higher”.

This data derives from YouGov’s “Tech Vanguard Tracker” service that investigates the activity of early technology adopters and their use of leading edge products. Early adopters are considered “the canaries in the mine” for new technology. Rejection by this group is normally an indicator of likely lack of future success and the poor take up by the mass market.

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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 over 200,000 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.

Based on its record, 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.