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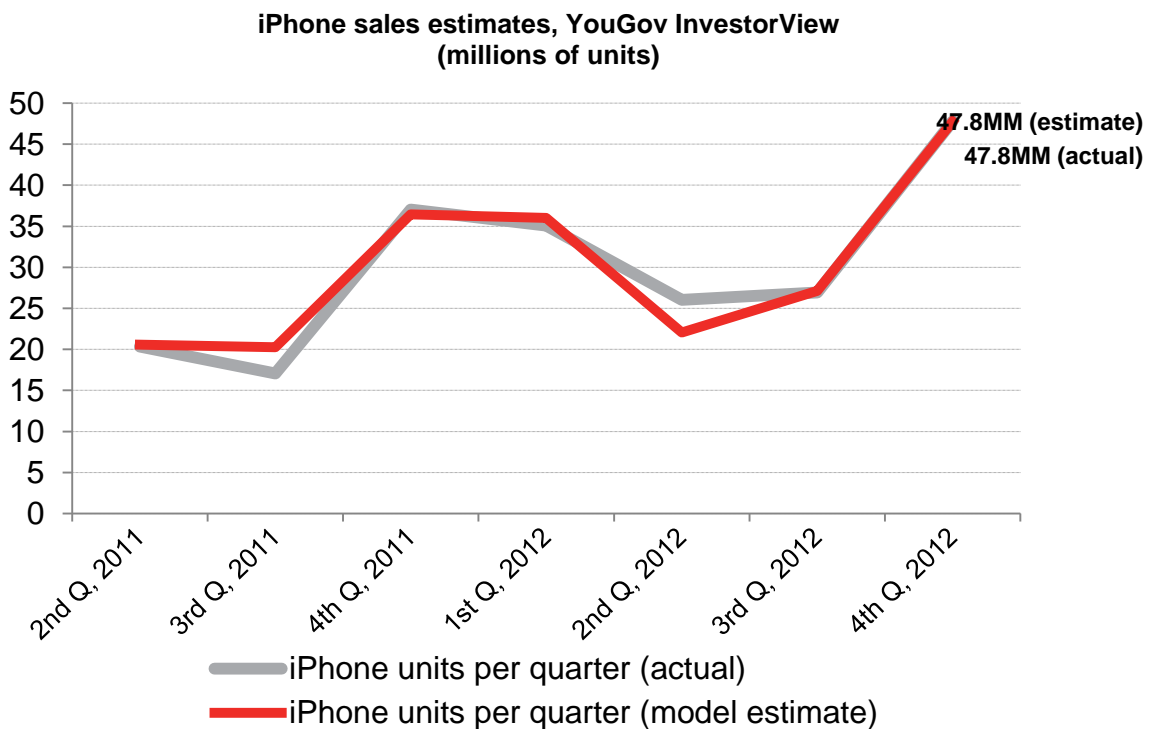
25 January, 2013

YouGov accurately predicts global Apple iPhone sales in fourth quarter

YouGov's prediction of global quarterly sales for the Apple iPhone was accurate within 0.05% of the actual sales results, which Apple released on Wednesday. On 1 January, data from YouGov InvestorView predicted sales of 47,764,000 iPhones worldwide, three weeks before Apple announced fourth quarter sales results of 47,789,000 iPhone units. The prediction tops YouGov's forecast for the third quarter of 2012 that Apple would sell 27.1m iPhones, when its actual results were 26.9m units.

YouGov's success in predicting actual global sales of Apple iPhones comes as the latest achievement in a string of high-profile accurate predictions for the company. In December, a poll of UK X-Factor watchers conducted before the final accurately predicted that James Arthur would be crowned the winner of the widely-watched British talent show. In November, YouGov received international plaudits for accurately predicting the result of the US presidential election within a percentage point of the popular vote. YouGov also correctly predicted that Boris Johnson would win the London mayoral election, held in May.

Commenting on the InvestorView prediction, YouGov Senior Vice President Ted Marzilli said: "Our success in predicting how many iPhones would be sold three weeks before Apple announced its fourth quarter sales results shows that YouGov can offer companies and investors invaluable insight into consumer behaviour on a global level. From iPhone sales, to who will occupy the White House, to who will be the next big reality star, we have consistently shown that we can predict outcomes with a high degree of precision in key markets around the world. Our ability to get it right in so many different areas sets us apart from other research agencies."



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About YouGov

YouGov is an international, full service market research agency offering added value consultancy, qualitative research, field and tab services, syndicated products such as the daily brand perception tracker BrandIndex and social media analysis tool SoMA, fast turnaround omnibus and comprehensive SixthSense market intelligence reports. YouGov's sector specialist teams serve financial, media, technology and telecoms, FMCG and public sector markets.

YouGov is considered a pioneer of online market research and has a panel of 3.3 million people worldwide, representing all ages, socio-economic groups and other demographic types.

For further information visit yougov.co.uk

About YouGov InvestorView

InvestorView brings the power of consumer insight to investors and strategic decision makers, and anticipates the consumer behaviour that drives revenue, profitability and the market.

InvestorView is consumer focused. We survey consumers across multiple key measures – including product ownership, average spend, satisfaction, purchase intent, channel usage, and awareness – enabling investors to make evaluations based on predicted consumer behaviour.

It surveys consumers daily and delivers data quickly, so you investors can act fast. InvestorView data is currently updated in the first week of each month.