

**FOR IMMEDIATE RELEASE**

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**1 in 5 UK consumers would consider buying the next iPhone**

**UK consumers, especially iPhone owners, have high expectations for new features on iPhone 5, according to recent research from *YouGov's Apple New Product Launch (NPL) tracker*.**

YouGov has released the results of Phase 1 of its four-part study tracking consumer expectations and reactions to Apple's iPhone 5, which is widely expected to be launched on September 12<sup>th</sup> at a media event that Apple is hosting in San Francisco, CA.

The notoriously secretive company ignited speculation about the new device when it invited journalists to the event with an invitation that showed the number 12 casting a shadow of the number five. Rumours have been swirling for months as to what new features the iPhone 5 might have, but no one knows for certain what surprises the announcement may bring.

In this first phase of YouGov's longitudinal study tracking consumer perceptions and reactions to the new iPhone, YouGov set out to understand what consumers were feeling and their expectations for the new product.

Phase 1 of the study found that:

- Nearly a fifth (18%) of the population were spontaneously aware that Apple were about to launch a product, and 30% of the population (prompted) were aware that Apple was looking to launch a new product/service soon.
- 21% of the UK population said they would consider buying the iPhone 5, while 67% of current iPhone owners said they expect to purchase the new model at some point in the future.
- Of the new features the iPhone 5 is expected to have, over a third (37%) of the UK population anticipates it will have a longer battery life and 4G capabilities, while 67% of current iPhone owners expect that the new model would have a longer-lasting battery.
- 24% of the population thinks it will have NFC and mobile payment capabilities – amongst current iPhone owners this is 34%.
- 44% of those who currently own an iPhone expect that Apple would announce a UK optimized version of Siri, compared to 23% among the UK population.
- 45% of the UK population expect the screen size of the new iPhone to be larger than it currently is (currently it is 3.5") –63% for those who currently own an iPhone.

Commenting on the results, YouGov Associate Director Russell Feldman, who is conducting the study, said:

“It’s clear that a high proportion of the general public are aware and interested that Apple is launching a new product, and that they have fairly high expectations that the iPhone 5 will be a big improvement over the current 4S model. This is especially true for those who are already iPhone owners, who are expecting the iPhone 5 will have a longer battery life, 4G capabilities, NFC and mobile payment capabilities, and a larger screen. It will be very interesting to see what Apple comes out with on Wednesday, because they clearly have a lot to live up to in terms of consumer expectations.”

Feldman said YouGov would be rolling out the results of Phases 2, 3, and 4 of the study in the months following the product launch.

“We will be tracking consumer reactions immediately following the keynote launch of the new products, as well as what they think of the new features and how likely they are to purchase the iPhone 5 (if it’s out)! The final phase of the study will reveal what percentage of those who had originally intended on buying the new product actually went out and purchased it,” said Feldman.

**- ENDS-**

**Notes to Editors:**

All figures, unless otherwise stated, are from YouGov Plc.

Total sample size was 1,056 UK adults aged 18+. Fieldwork was undertaken between the 28<sup>th</sup> and the 29<sup>th</sup> of August 2012. The survey was carried out online.

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**About the study**

The aim of this study is to track Apple’s product launches in Autumn/Winter 2012 on a monthly basis. This study will focus on the anticipated new announcements – the iPhone 5 and iPad 4. There will be four phases to this project: YouGov will interview 1,000 respondents of the national representative population, as well as a booster sample of 300 respondents who are looking to upgrade/purchase a new handset in the next 3 months. A further booster sample of 200 respondents who are intending to purchase a tablet will also be added. Note that the booster samples have not been included in this press release.

**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 2.5 million people worldwide, including over 390,000 people in the UK representing all ages, socio-economic groups and other demographic types.

As the most quoted market research agency in the UK, YouGov has a well-documented and published track record illustrating the accuracy of its survey methods.

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