**FOR IMMEDIATE RELEASE**

**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 November, YouGov received international plaudits for accurately predicting the [result](http://research.yougov.com/news/2012/11/07/yougov-poll-performance-2012-us-elections/) 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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**Notes to editors:**

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**About YouGov**

YouGov is a research and consulting organization, pioneering the use of technology to collect higher quality, in-depth data for companies, governments, and institutions so that they can better serve the people that sustain them.  At YouGov, we leverage our online sampling and research expertise to conduct polls and deliver insights for marketing-led, political, media, university, and non-profit organizations.  As part of a global organization, we deliver this expertise on a global scale.

For further information visit [**research.yougov.com**](http://www.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**.**