

PSB survey introduced at Wall Street Journal's All Things D reveals American consumer attitudes toward emerging technology

Carlsbad, May 28, 2009 – At the Wall Street Journal's seventh annual All Things D conference, Penn, Schoen, & Berland Associates today released the results of a survey of American consumers' attitudes toward technology trends. The research was conducted in conjunction with All Things D founders and executive producers Walt Mossberg and Kara Swisher and measures consumer opinions on emergent technologies including smartphones, mobile applications, social media, netbooks, and cloud computing.

"We found that Americans have the digital basics in place, but a significant digital knowledge and adoption gap exists with many consumers on newer technologies," said PSB President Mark Penn. "That means companies offering new technologies have huge opportunities – if they can describe the costs and benefits compellingly to consumers."

But American consumers are still largely skeptical about many of the hottest technology trends. Though they may seem ubiquitous from some perspectives, smart phone adoption is still far from universal – fewer than 2 in 10 Americans own a smart phone for personal use; fewer than 1 in 10 Americans use a business smart phone. And though they're the latest buzzwords, very few consumers are aware of netbooks or cloud computing.

Other key findings include:

- \$5 is the price ceiling for mobile applications for a plurality of users.
- 81% would prefer to buy a mobile device and a service contract from the same company.
- 60% of Twitter users say they would be willing to see some sort of advertising on the service.
- The economic climate has caused 56% of consumers to postpone or cancel consumer purchases they would otherwise have made.
- 92% do not currently pay for any news content on the Internet.

"As one set of media business models disintegrate, and as technological breakthroughs quicken the pace of revolutionary change, consumers still need to be convinced that they will find real benefits in the new order," said PSB Chairman Don Baer. "This dynamic means that technology and media companies with obvious interests in convincing consumers to invest their money in new products and services have a historic opportunity. To make the most of it, they'll have to create tools that consumers will value enough to pay for, and discover ways to convince them to do so."

Methodology: The National Technology Survey presented at All Things D 7 was based on 1005 Internet interviews with US general population aged 18 and over conducted by Penn, Schoen & Berland Associates from May 10-13, 2009. Overall, the margin of error is +/- 3.1%. For more information about the Survey's findings, please contact Beth Lester at blester@ps-b.com or (202) 962-3042.

###

Penn, Schoen & Berland Associates, a unit of the WPP group (NASDAQ = WPPGY) is a global research-based consultancy that specializes in messaging and communications strategy for blue-chip political, corporate and entertainment clients. We have over 30 years of experience in leveraging unique insights about consumer opinion to provide clients with a competitive advantage - what we call Winning Knowledge™. PSB executes polling and message testing services for Fortune 100 corporations and has helped elect more than 30 presidents and prime ministers around the world. More information is available at www.psbresearch.com