



Mark Penn presents “AspenTrends” study at the Aspen Ideas Festival

Aspen, Colorado, July 3, 2009 – Mark Penn, Worldwide CEO of Burson-Marsteller and President of Penn, Schoen & Berland Associates, speaking at the Aspen Institute and the Atlantic’s fifth annual Aspen Ideas Festival, today presented the results of a poll of the Festival’s attendees. Pivoting off the arguments in Penn’s book *Microtrends*, the poll investigated the lifestyle choices favored by “Aspenites,” contrasting their choices and behaviors with that of the general population.

“Overall, Aspenites are representative of the lifestyle inequality – as opposed to income inequality – within American society,” said Penn, “ Yes, they are wealthy and educated, but the real difference is in leisure activities, not checkbook ones: they read and exercise more than the general population, while watching less television and playing fewer video games.”

Some Microtrends that the Aspenites are driving include:

- **Stay-at-Home Workers:** 50% of Aspenites work primarily from home, compared to just 3 percent of the general population.
- **Pampering Parents:** 74% of Aspenites agree that guiding children with warmth and encouragement is preferable to guiding them with discipline and structure, compared to 48% of Americans at large.
- **(Not Keeping Up With) The Joneses:** 63% say they’re spending less and saving more during the recession, and 95% of these say that they’re relieved to be off the consumer treadmill.

“The biggest concern illuminated by this poll is our society’s Impressionable Elites,” said Penn. “Aspenites actually do less personal research when making decisions than does the general population – a microtrend we also observed during the election in 2008. Surprisingly, it’s the working and middle class voters who have become more grounded in facts and invested in searching out answers for themselves.”

The AspenTrends Poll was conducted by Penn, Schoen & Berland Associates (PSB) among 260 Aspen Ideas Festival attendees online from May 15 - June 27, 2009. Overall, the margin of error is +/- 6.1%.

###

About Penn, Schoen & Berland Associates

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.

About The Aspen Institute

The Aspen Institute mission is twofold: to foster values-based leadership, encouraging individuals to reflect on the ideals and ideas that define a good society, and to provide a neutral and balanced venue for discussing and acting on critical issues. The Aspen Institute does this primarily in four ways: seminars, young-leader fellowships around the globe, policy programs, and public conferences and events. The Institute is based in Washington, DC, Aspen, CO, and on the Wye River on Maryland's Eastern Shore and has an international network of partners. For more information, visit www.aspeninstitute.org.

About The Atlantic

Since 1857, The Atlantic has played a central role in shaping the national debate on current affairs and cultural trends. Dedicated to bold, independent, diverse, and highly reasoned perspectives, its writers, bloggers, and critics represent the best in American journalism. The Atlantic's award-winning commentary and coverage can be found in its magazine, on its website at www.theatlantic.com, and at 100+ events a year produced by its industry-leading events division, Atlantic LIVE.